

SEWARD PARK

PLANNING PROCESS

Urban Design Framework

February 28, 2011



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Blinder
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 **NYCEDC**
New York City Economic Development Corp.

NYC
Department of
Housing Preservation
& Development

NYC PLANNING
DEPARTMENT OF CITY PLANNING CITY OF NEW YORK

INTRODUCTION

Develop an initial framework for urban design based on:

- Community's process to date
- Urban design principles
- Unique site characteristics

AGENDA

- **Site History**
- **The Seward Park Site**
- **Urban Design Framework**
 - Connections
 - Density & Form
 - Human Scale & Streetscape
 - Identity & Program

SITE HISTORY



DELANCEY STREET — 1919



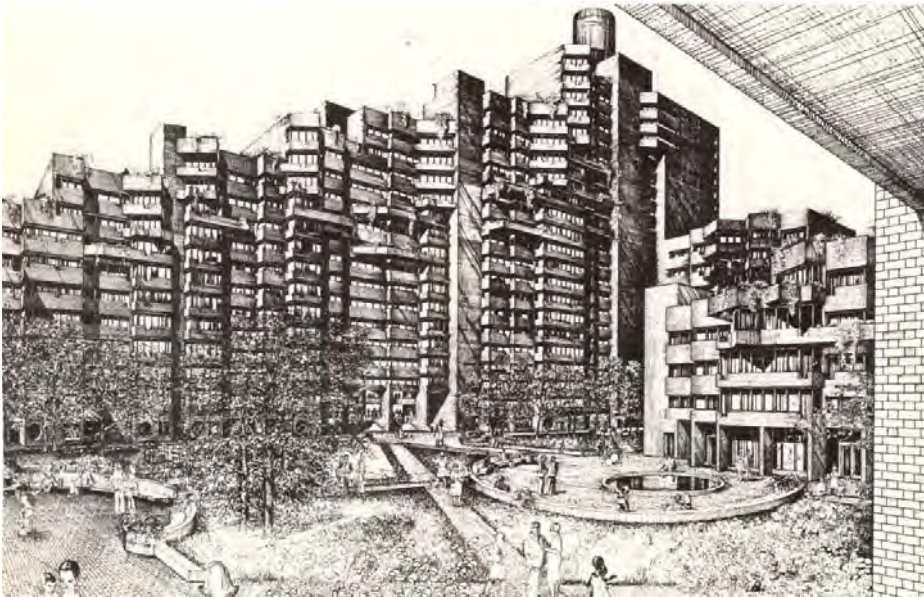
New York Then and Now

WILLIAMSBURG BRIDGE (Traffic Congestion) – 1923



Eugene de Salignac

URBAN RENEWAL - 1965



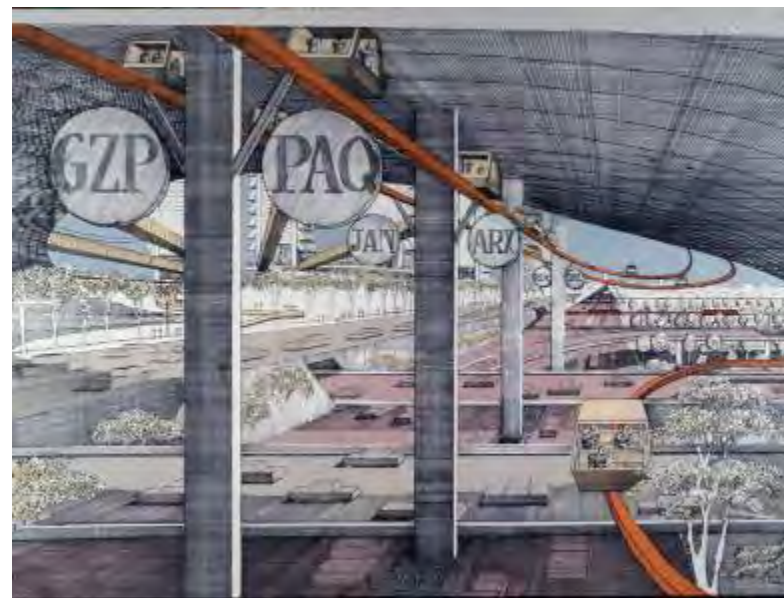
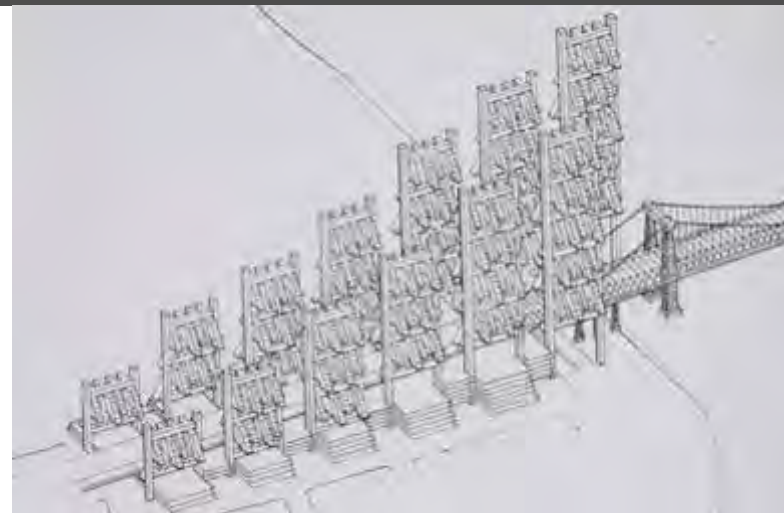
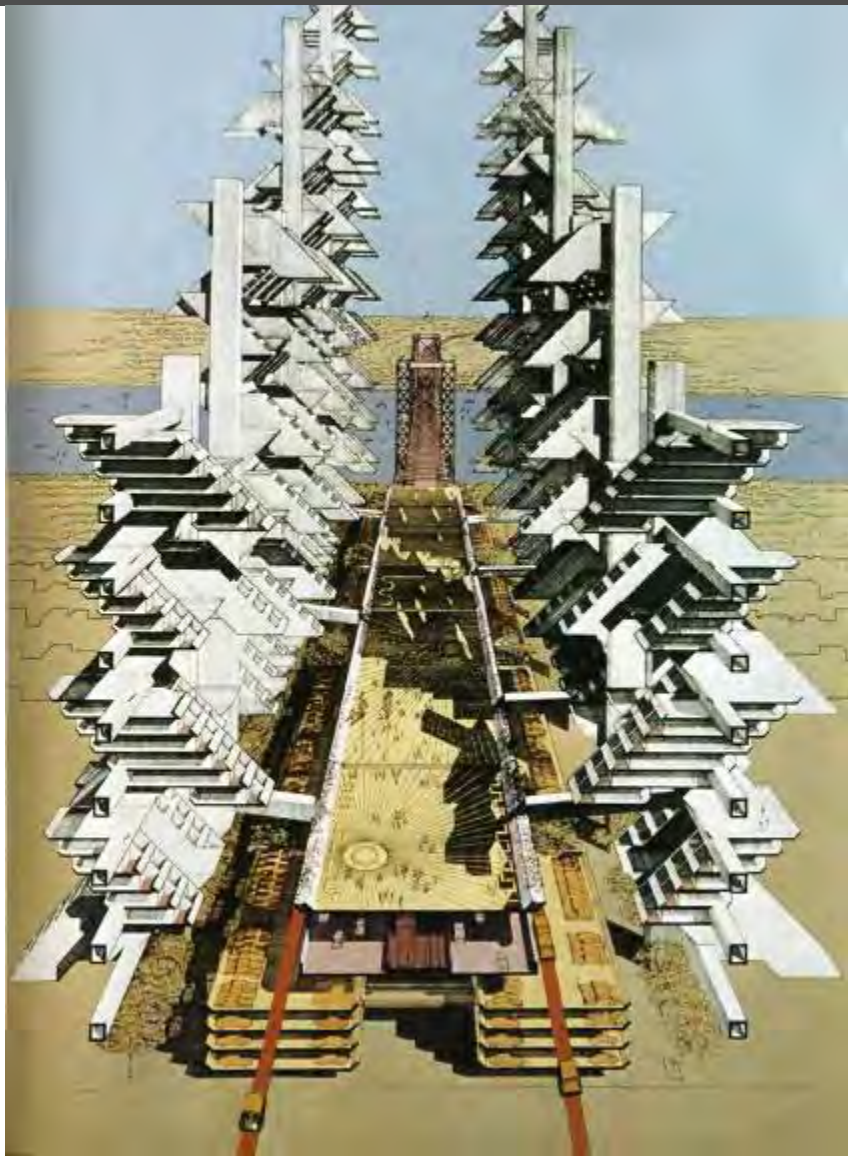
Artist's Rendering - Seward Park Extension
Grand and Delancey Streets



Artist's Rendering - Seward Park Extension
Grand and Essex Streets

LOWER MANHATTAN EXPRESSWAY PROPOSAL – 1960s

Paul Rudolph Architect



THE SEWARD PARK SITE



SEWARD PARK URBAN DESIGN

SEWARD PARK SITE – CROSSROAD



SEWARD PARK SITE – LAND USE



SEWARD PARK SITE – EXISTING CONDITIONS



Suffolk St. looking East towards Clinton St.



Orchard St. looking South towards Broome St.



Broome St. looking North towards Delancey St.



Clinton St. looking South towards Delancey St.

SEWARD PARK SITES



NATIONAL AND INTERNATIONAL MODELS



Pearl District/River District, Portland, OR



Vancouver, BC



Hafen City, Hamburg, Germany



**Aker Brygge Quartier Moderne
Oslo, Norway**

LESSONS

What design principles do the case studies share?



- **Mixed-use**
- **Contextual** buildings with streetwalls
- **Variety** of architecture and variety of building heights
- **Streetscape** that enhances the pedestrian experience
- **Great access** supporting density and public uses
- **Responsive** to climate and environment

SUMMARY

- Reflect the significance of this **crossroads** of multiple neighborhoods with high quality urban design
- Extend the **mixed-use** character of the surroundings throughout the development
- Take inspiration from the best national and international **models** of similar scale and character
- Provide a **variety** of architecture and building scales

URBAN DESIGN STEPS

Four Steps to developing an initial urban design framework for the sites:

Step 1 – Connections

Step 2 – Density & Form

Step 3 – Human Scale & Streetscape

Step 4 – Identity & Program

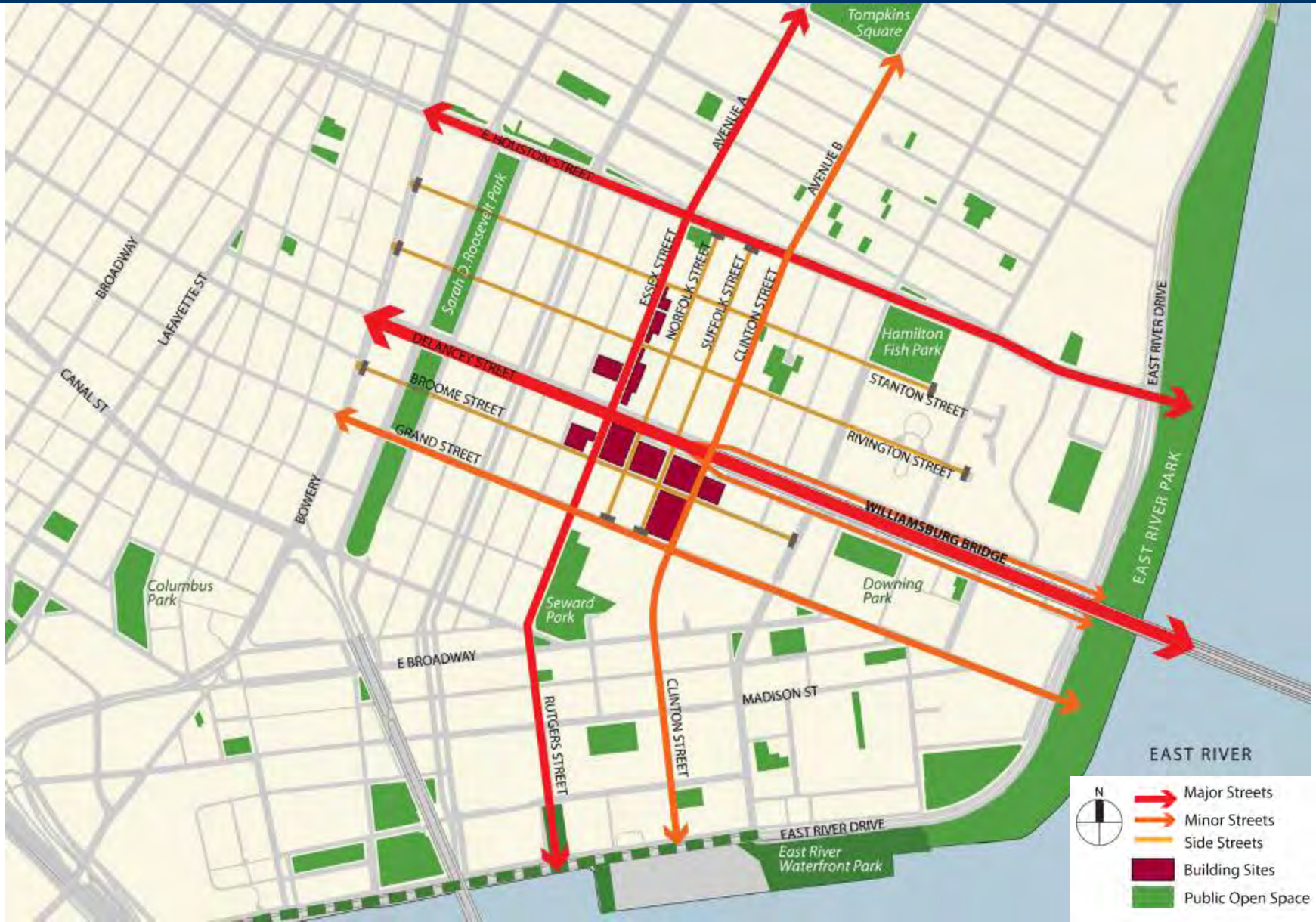
Urban Design Step 1
CONNECTIONS

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SEWARD PARK URBAN DESIGN

STREET HIERARCHY

URBAN DESIGN STEP 1 CONNECTIONS



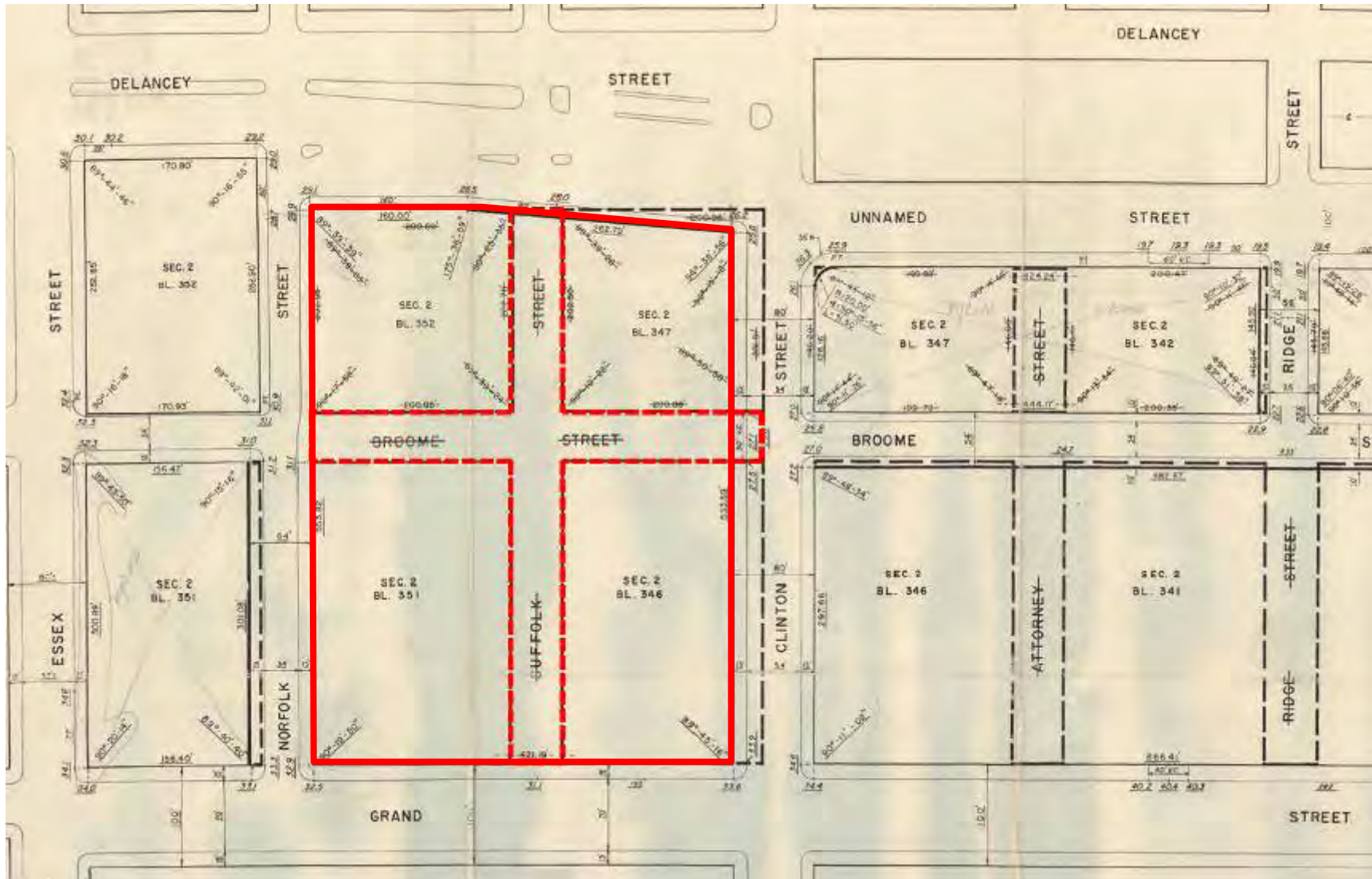
STREET HIERARCHY

URBAN DESIGN STEP 1 CONNECTIONS



RE-CONNECT THE HISTORIC GRID

URBAN DESIGN STEP 1 CONNECTIONS



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STREET WIDTHS

URBAN DESIGN STEP 1 CONNECTIONS



ESSEX STREET – 80 FEET

CLINTON STREET – 53 FEET



SUMMARY

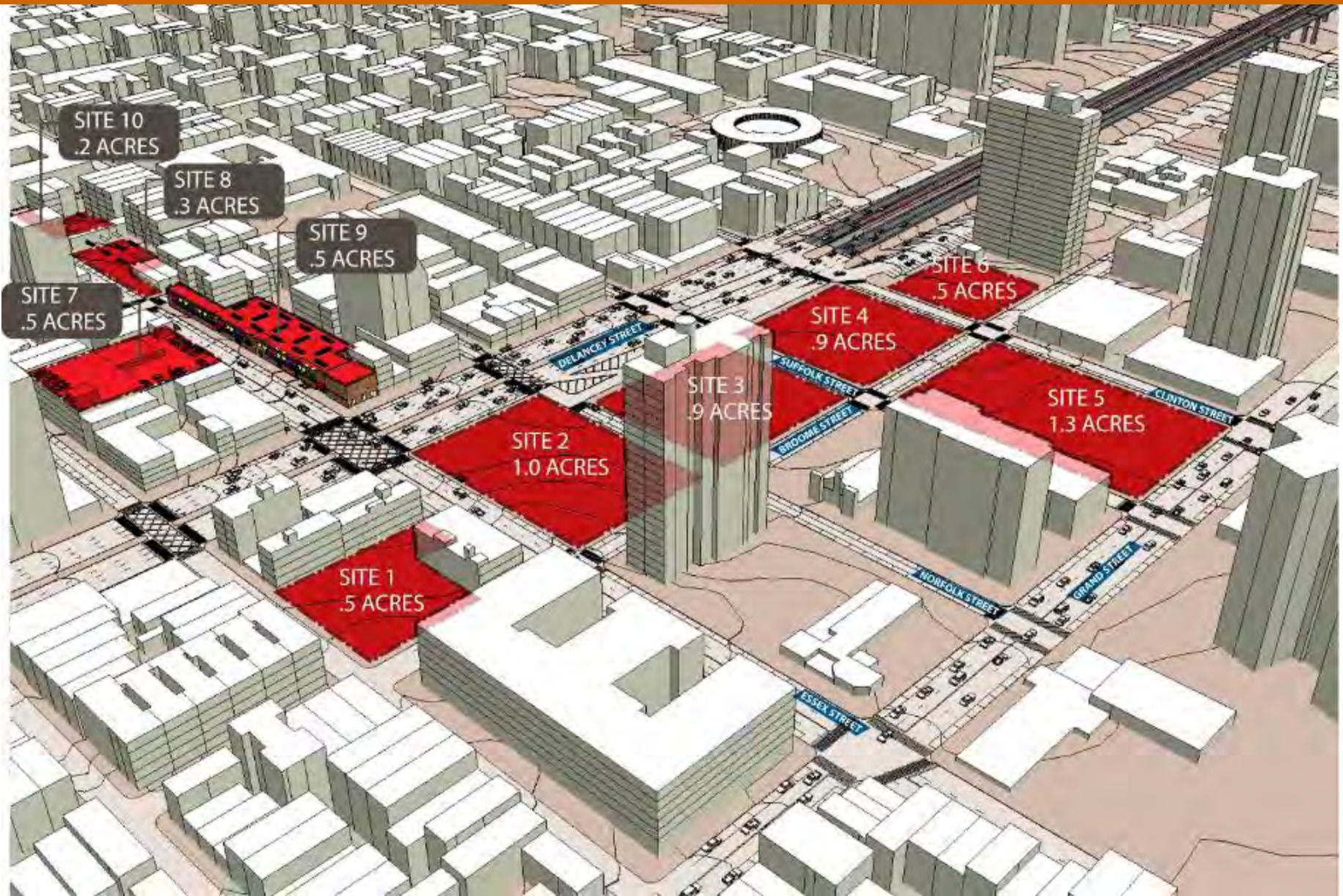
- Base site development on the **street hierarchy**
- Reconnect the **grid** through the site
- Restore **pedestrian connections** north to south and east to west
- Frame **view corridors**
- Weave together the **urban fabric** of the neighborhood

Urban Design Step 2

DENSITY & FORM

**POTENTIAL DEVELOPMENT:
APPROXIMATELY 1.5 MILLION SQUARE FEET**

**URBAN DESIGN STEP 2
DENSITY & FORM**



DENSITY SCALE COMPARISON

URBAN DESIGN STEP 2 DENSITY & FORM



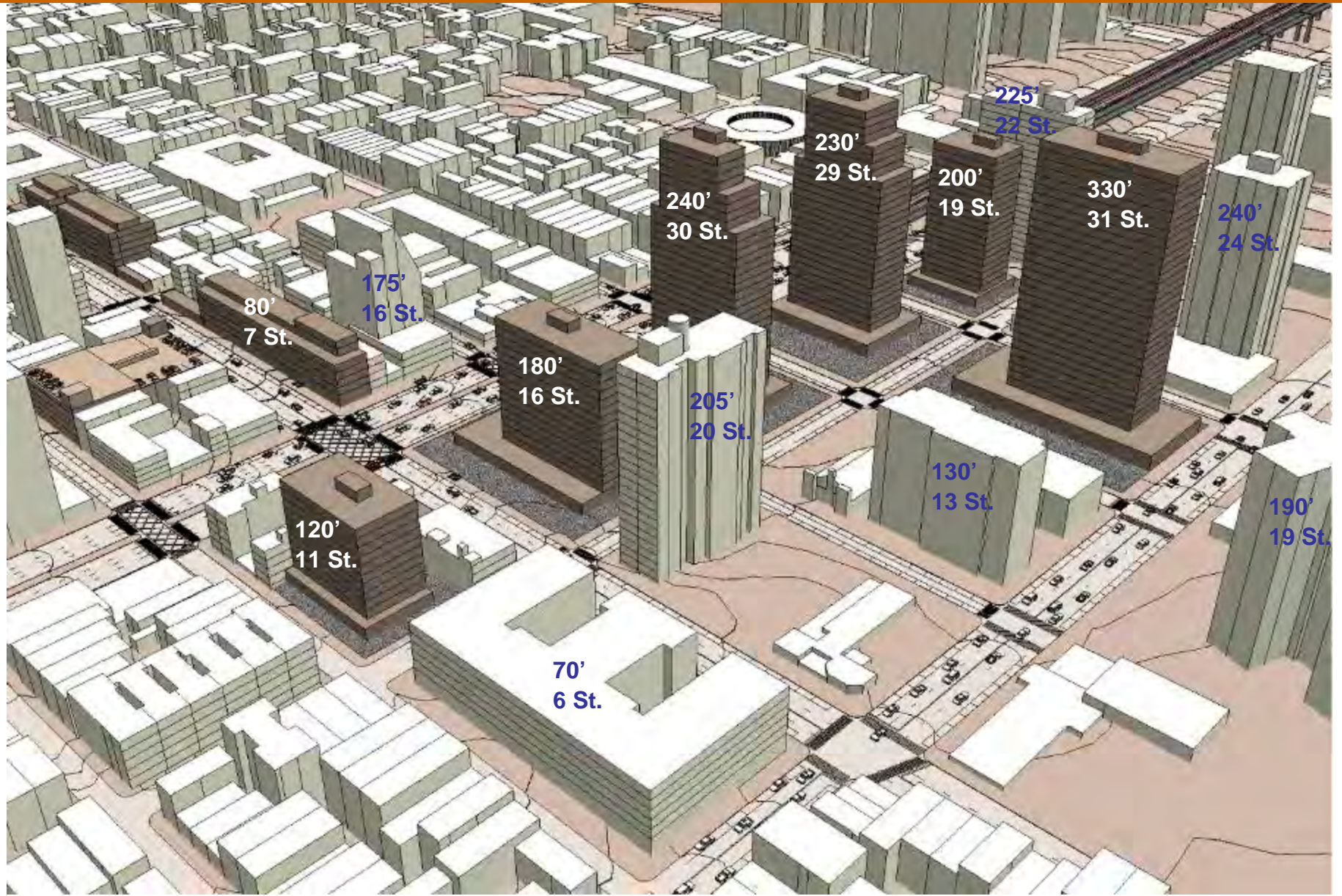
Cadman Plaza Towers, Brooklyn
As of Right Development - R8 District



Brooklyn Courthouse, Brooklyn
Contextual Quality Housing - R8A District

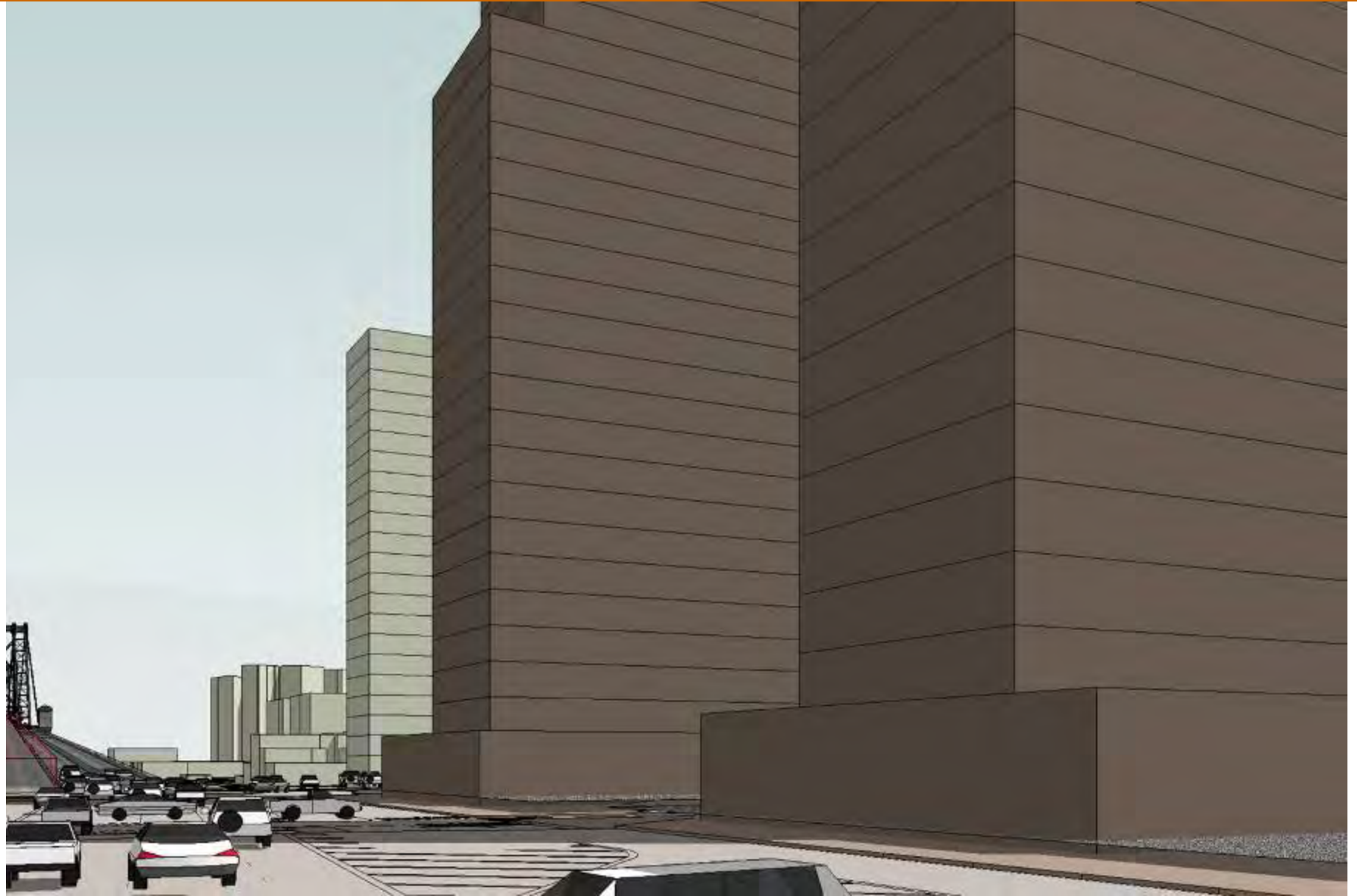
AS-OF-RIGHT DENSITY AND FORM

URBAN DESIGN STEP 2 DENSITY & FORM



**AS-OF-RIGHT DENSITY AND FORM
DELANCEY LOOKING EAST**

**URBAN DESIGN STEP 2
DENSITY & FORM**

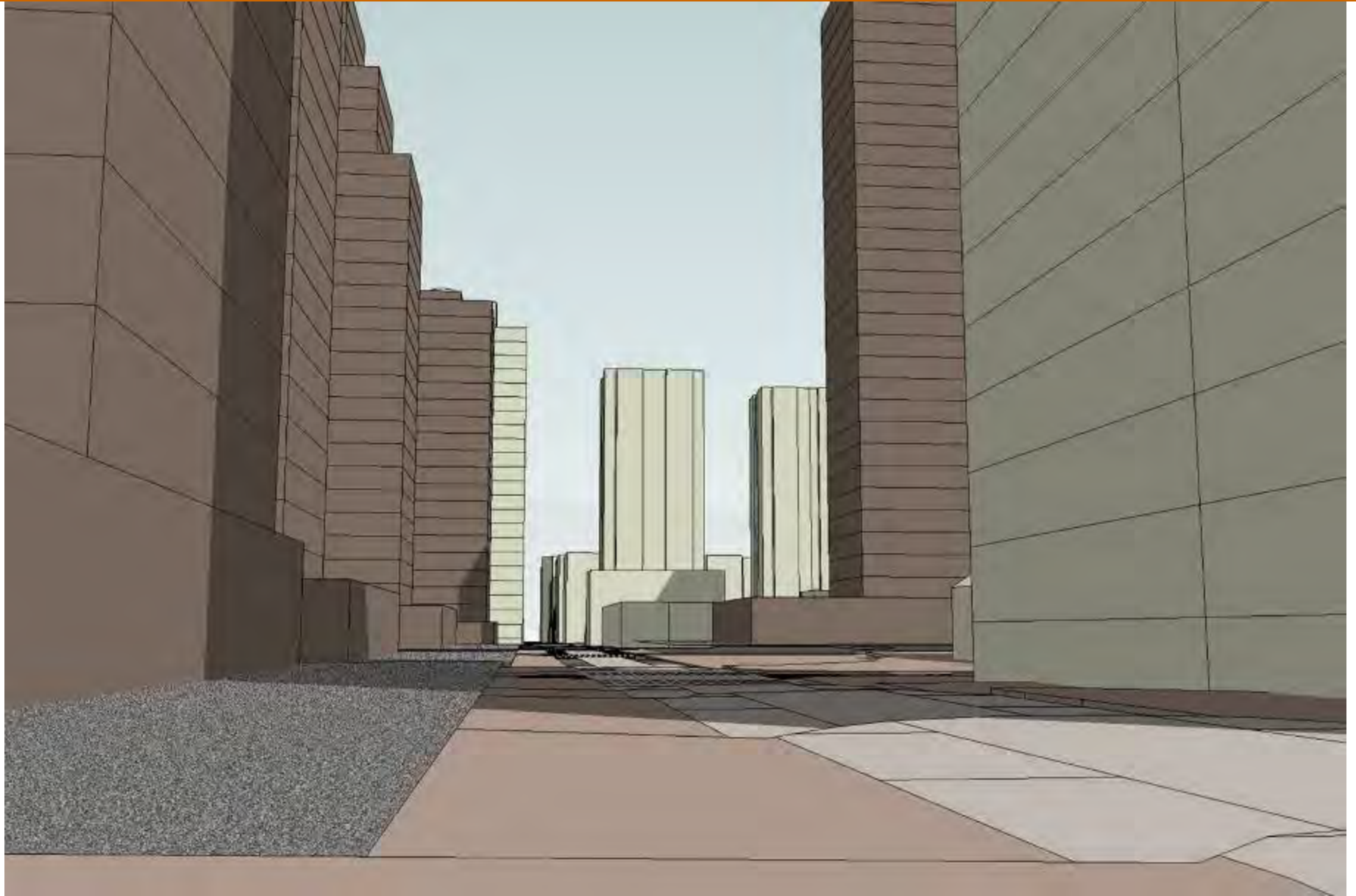


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SEWARD PARK URBAN DESIGN

**AS-OF-RIGHT DENSITY AND FORM
BROOME STREET LOOKING EAST**

URBAN DESIGN STEP 2
DENSITY & FORM

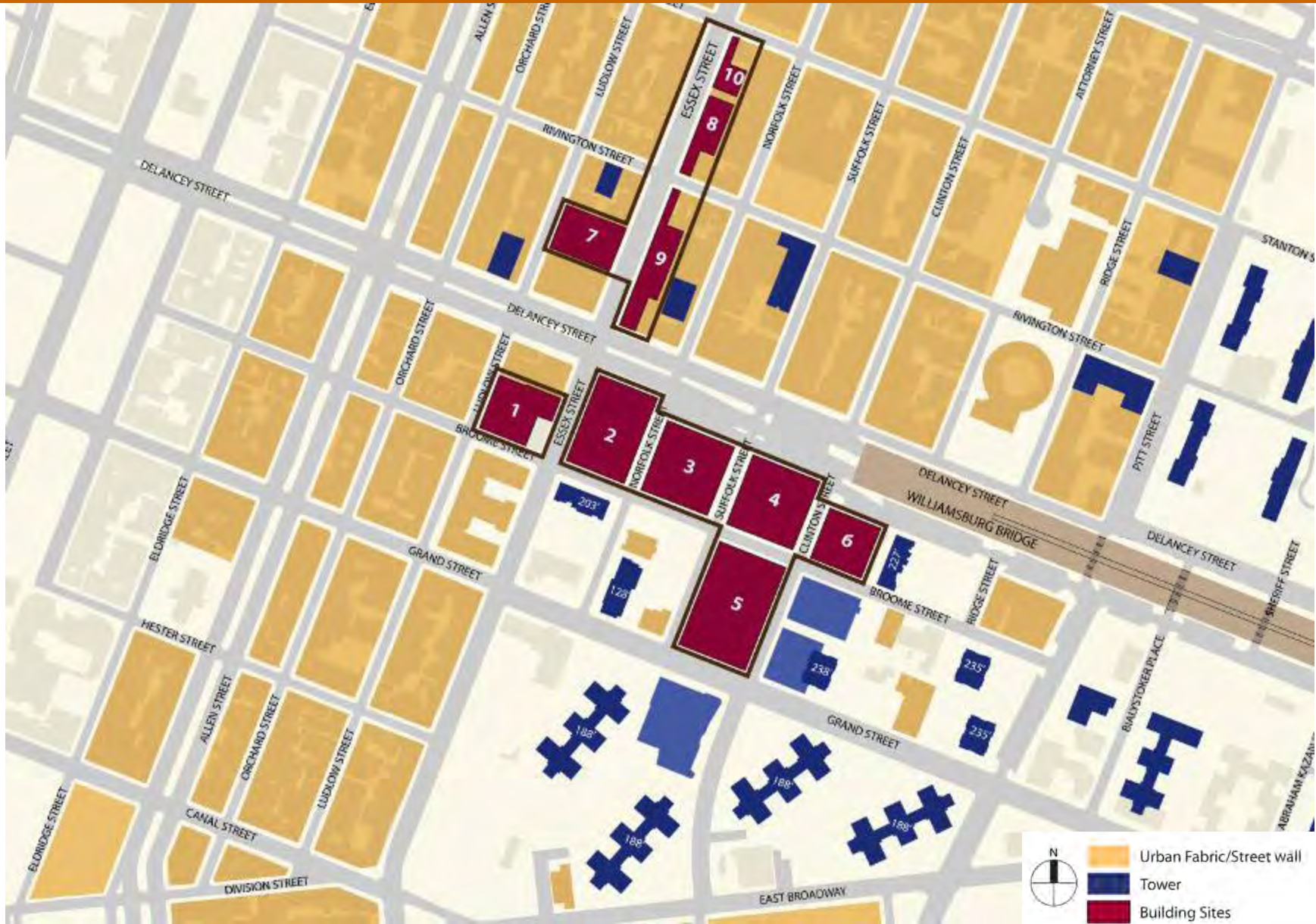


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SEWARD PARK URBAN DESIGN

HYBRID APPROACH: LEARNING FROM THE CONTEXT

URBAN DESIGN STEP 2 DENSITY & FORM



HYBRID APPROACH: LEARNING FROM THE CONTEXT

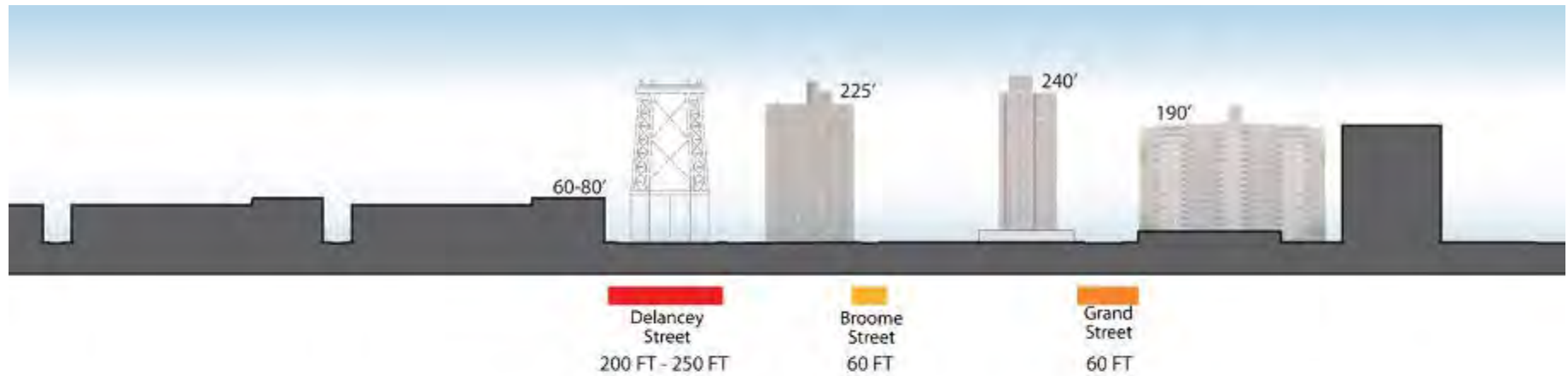
URBAN DESIGN STEP 2
DENSITY & FORM



VARIETY OF BUILDING HEIGHTS

URBAN DESIGN STEP 2 DENSITY & FORM

EXISTING CONDITION



COMBINE NEIGHBORHOOD FORMS



Conceptual Diagram

**DELANCEY STREET WIDTH
200 – 250 FEET**

**URBAN DESIGN STEP 2
DENSITY & FORM**

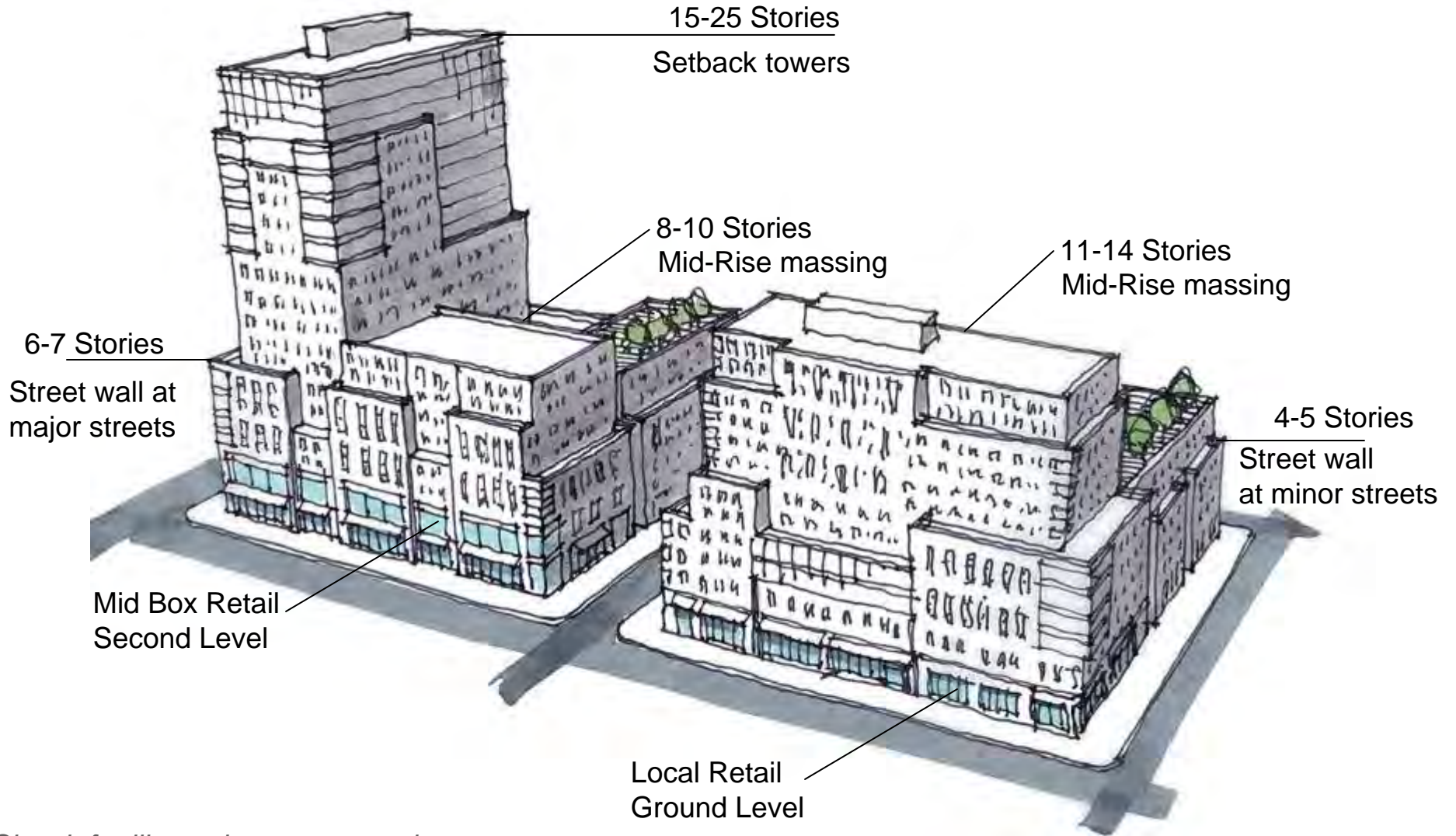


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HYBRID APPROACH TO URBAN FORM

URBAN DESIGN STEP 2
DENSITY & FORM



Sketch for illustrative purpose only

STREETWALL AND TOWER

URBAN DESIGN STEP 2
DENSITY & FORM



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SEWARD PARK URBAN DESIGN

MIXED-HEIGHT EXAMPLES

URBAN DESIGN STEP 2 DENSITY & FORM



Portland, OR Pearl District



Vancouver, BC

STREETWALL EXAMPLES

URBAN DESIGN STEP 2 DENSITY & FORM



Philadelphia



Berkeley



Vancouver



Portland

SUMMARY

- Employ the same **high density** as in the neighborhood
- Combine the best aspects of the **neighborhood building forms**
- Provide **streetwalls** to create a pedestrian environment
- Use variation of height to maximize **light and air**

Urban Design Step 3

HUMAN SCALE & STREETScape

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PEDESTRIAN EXPERIENCE

URBAN DESIGN STEP 3 HUMAN SCALE & STREETSCAPE



PEDESTRIAN EXPERIENCE

URBAN DESIGN STEP 3 HUMAN SCALE & STREETScape



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PEDESTRIAN EXPERIENCE

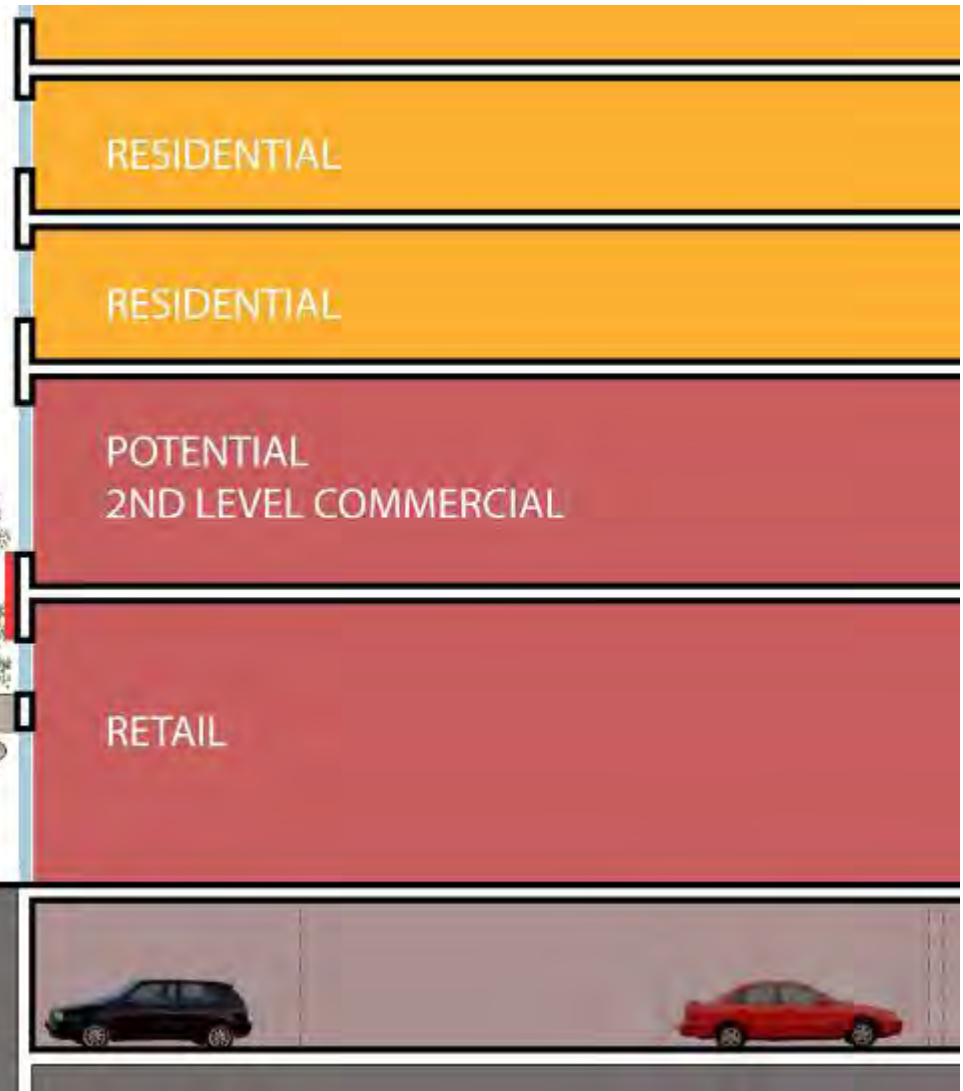
URBAN DESIGN STEP 3 HUMAN SCALE & STREETScape

Ground floor retail

Potential second floor commercial
in some areas

Underground parking garages

Parking entrances and loading docks will be
carefully integrated into the streetscape



- Residential
- Retail
- Parking

RETAIL STREET/STREETSCAPE

URBAN DESIGN STEP 3 HUMAN SCALE & STREETSCAPE



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SEWARD PARK URBAN DESIGN

SUMMARY

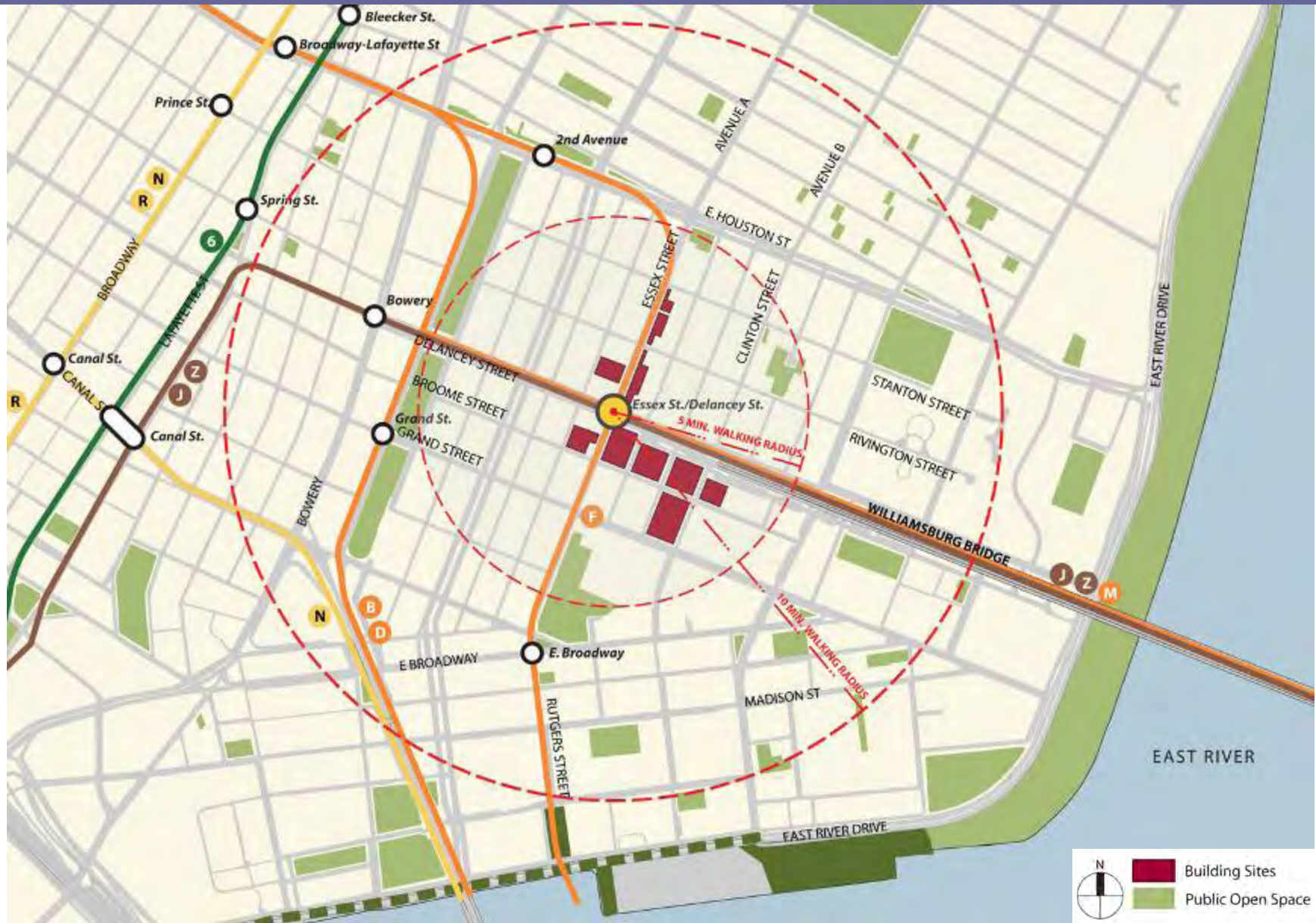
- Create a **human scale** that extends the character of the neighborhood
- Locate housing in mixed-use buildings above **street-oriented retail**
- Maximize **ground floor activity** and transparency; minimize impacts of parking, service, and blank walls
- Create new **streetscapes** that define a strong pedestrian realm

Urban Design Step 4

IDENTITY & PROGRAM

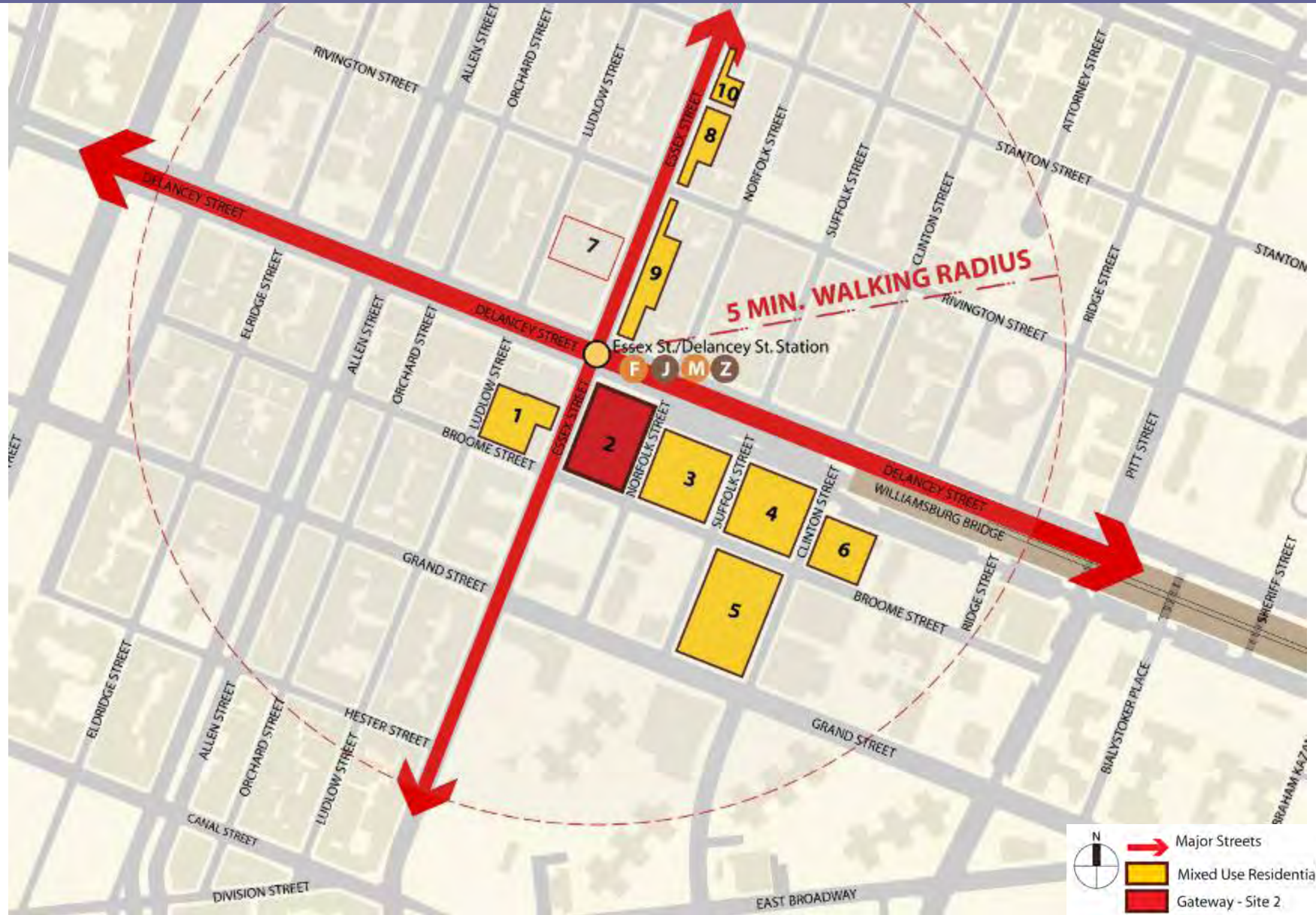
GATEWAY TO SITE

URBAN DESIGN STEP 4 IDENTITY & PROGRAM



GATEWAY TO SITE

URBAN DESIGN STEP 4 IDENTITY & PROGRAM



BUILDING FORM AND STREET HIERARCHY

URBAN DESIGN STEP 4 IDENTITY & PROGRAM



EMERGING RETAIL DISTRICT – POTENTIAL LOCATIONS

URBAN DESIGN STEP 4
IDENTITY & PROGRAM

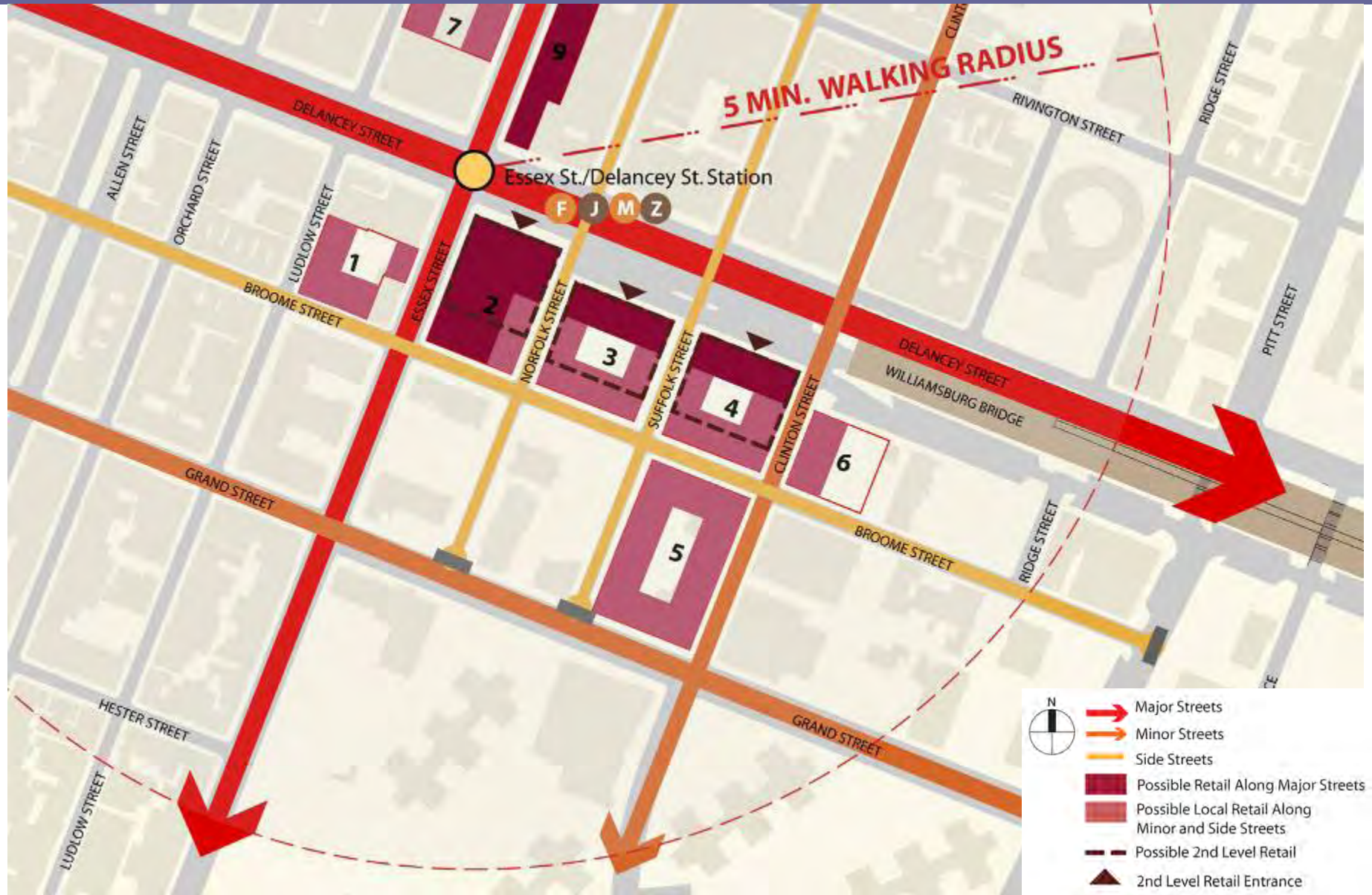


Diagram for illustrative purpose only

SEWARD PARK URBAN DESIGN

SUMMARY

- Provide **flexible layouts** to accommodate various non-residential uses
- Locate non-retail commercial uses to maximize **transit access**, visibility, and pedestrian circulation (Site 2)
- Locate tallest elements at **gateways** and along major streets
- Relate a **variety of retail** types to the hierarchy of streets

URBAN DESIGN SUMMARY

Step 1 – Connections

Step 2 – Density & Form

Step 3 – Human Scale & Streetscape

Step 4 – Identity & Program

QUESTIONS