



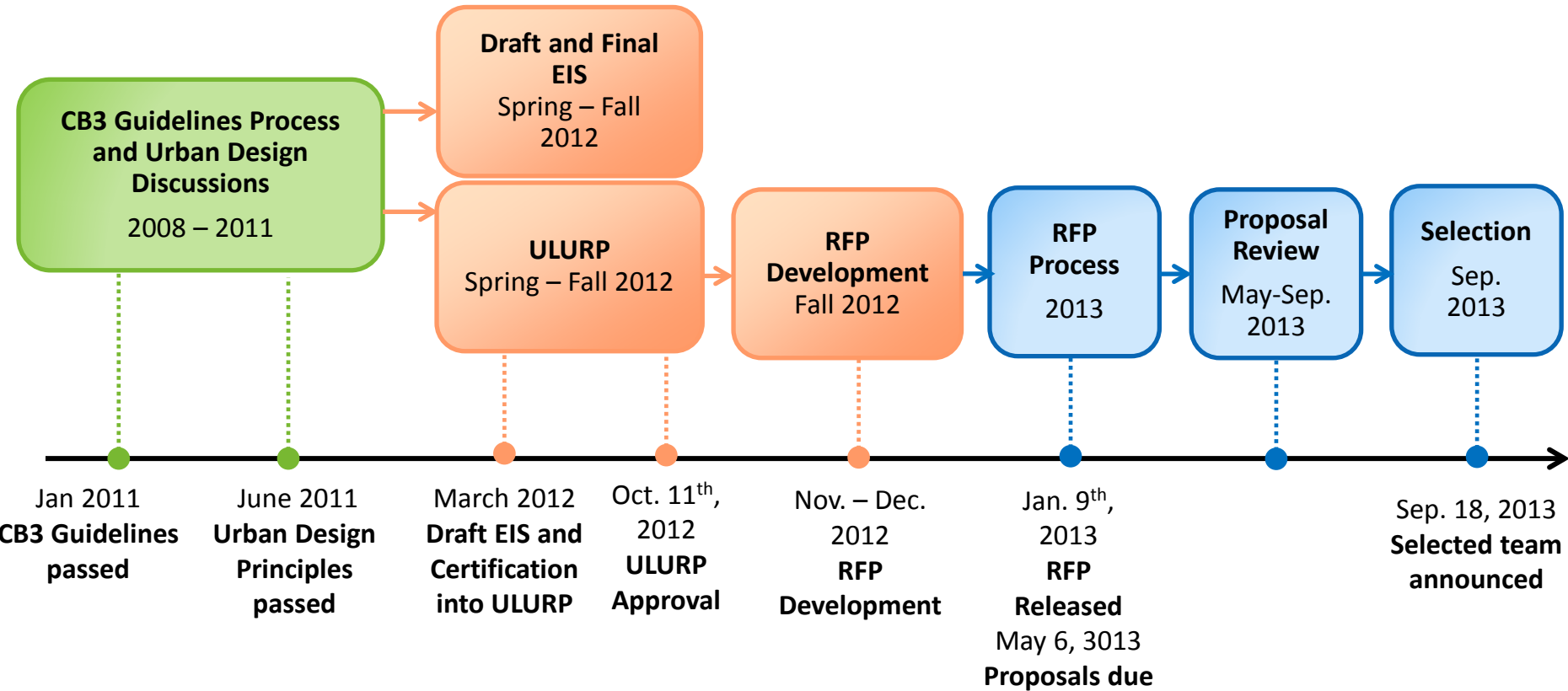
# Seward Park Mixed-Use Development Project

CB 3 Land Use, Zoning, Public & Private Housing Committee

October 9, 2013



# Project History



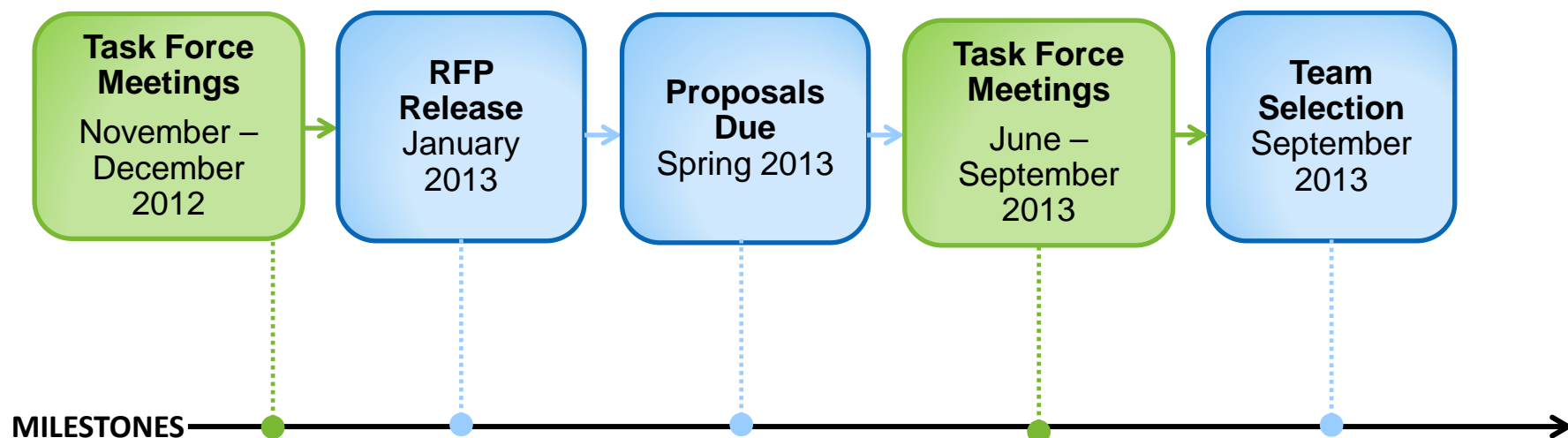
# RFP Components

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- The RFP included:
  - All ULURP requirements, including housing, commercial, community facility, open space, Essex Street Market, and parking uses, as well as urban design provisions.
  - Preference to proposals that include a local partner.
  - The option to respond to all nine sites, one site, or a subset of sites.
  - One of the RFP selection criteria was that the Task Force preferences will be considered in the final selection.



# Community Board Task Force



- The City worked with the CB3 Task Force in November and December to:
  - Identify and prioritize community preferences which will be included in the RFP
  - Review the RFP, including goals and selection criteria
- Over the summer, the Task Force:
  - Reviewed comprehensive summaries of all proposals
  - Provided extensive feedback on proposal strengths and weaknesses
- The City team held ongoing negotiations throughout the summer to determine the final selection

# Selected Team – Delancey Street Associates

An aerial photograph of a city skyline at sunset. The sky is a mix of orange, yellow, and blue. In the foreground, several modern buildings are visible, including a prominent skyscraper with a glass facade that is illuminated from within. The city extends into the distance with many other buildings of varying heights and styles.

## Development Team

- L&M Development Partners
- BFC Partners
- Taconic Investment Partners

## Local Partners

- Grand Street Settlement
- Educational Alliance

# SEWARD PARK - SITE OVERVIEW



City Owned Sites

Former SPEURA Border

1

2

3

5

4

6

ESSEX STREET

9

8

10

DELANCEY STREET

NORFOLK STREET

BROOME STREET

CLINTON STREET

WILLIAMSBURG BRIDGE

# KEY ELEMENTS OF PHASE 1

- **Affordable Housing:** Over 60% of planned affordable housing units will be built in the first set of buildings
- **Open Space:** Phase 1 will include a new 15,000 square foot park as well as our planned rooftop Urban Farm
- **Community Space:** 41,000 SF of community and facility space will be built in Phase 1
- **Essex Street Market:** New ESM will be built on Parcel 2 in Phase 1
- **Community Retail:** New movie theatre (60,000 SF) and grocery store (35,000 SF) will be built in Phase 1



# ESSEX STREET MARKET

- New market facility on the southeast corner of Essex and Delancey Streets
- Double the size of the current market
- State-of-the-art public market design, including double-height ceilings, more public seating, increased visibility, better operational functions
- Market continues to be City-owned and operated by NYCEDC
- Existing vendors' relocation costs will be covered, and rent after the move will be in line with rents at that time





# Housing – Affordable Housing Distribution

- **743 rental units in 50/50 buildings**
  - Site 2: 98 affordable / 97 market-rate
  - Site 3: 49 affordable / 49 market-rate
  - Site 4: 119 affordable / 125 market-rate
  - Site 5: 102 affordable / 104 market-rate
- **100 senior units in 100% senior building**
  - Site 6: 100 affordable units
- **157 homeownership units in 80/20 buildings**
  - Site 1: 11 affordable / 44 market-rate
  - Sites 8, 9 and 10: 21 affordable / 81 market-rate



# Housing – Sequencing

**Sites 1, 2, 5, 6**  
556 units  
311  
Affordable  
units, including 100 senior units

**Site 8**  
24 units  
5  
affordable  
units

**Sites 3 & 4**  
342 units  
168  
affordable  
units

**Sites 9 & 10**  
78 units  
16  
affordable  
units

ANTICIPATED  
Start

Spring 2015

Fall 2015

Fall 2016

Spring 2017

Winter 2019 /  
Winter 2022

## Community Facilities

- Approximately 64,000 SF permanently deeded as community facility space
  - Andy Warhol Museum (Site 1)
  - Grand St. Settlement community center, with IT-Training and Culinary Arts (Site 6)
  - Educational Alliance dual-generation school (Site 5)



# Retail

- No retail spaces above 30,000 SF except grocery store and movie theater.
- Key retail tenants include:
  - Movie theater (Site 2)
  - Grocery store (Site 5)
  - Bowling alley (Site 1)
- At least 40 micro-retail spaces within the overall Project
- Not more than three stores larger than 18,000 SF, which must be on 2nd floor or above



## The Market Line

- Below-grade retail designed to complement Essex Street Market
- Includes incubator spaces for food and small-scale craft businesses
- Connected below-grade between Sites 2, 3 and 4
- Key Tenants include Smorgasburg



# The Market Line



# OFFICE SPACE

- 60,000 SF technology incubator space will be built on Parcel 4
- An additional 190,000 SF of office space will be built and operated on Parcels 3,4, and 6



# Urban Design / Open Space

- Landscape improvements to DOT plazas next to Sites 3 and 4
- Public access on the mezzanine gardens along Broome Street
- 15,000 SF Park on Parcel 5





# Sustainability

- Urban farm on Site 2
- Residential portions certified under Green Communities
- All improvements designed to achieve LEED-ND





# Ongoing Task Force/Community Involvement

- **Developer team will:**
  - Meet quarterly with Task Force during pre-development and construction phases, and consult with the Task Force on key project aspects
  - Develop website with critical information about the Project for the public
  - Provide community liaison telephone number and email address for public inquiries



# What happens next

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- Open space design process
- Task Force quarterly meetings
- Pre-development
  - Building design
  - Permitting
  - ESM development, including vendor outreach
  - Financing
- Anticipated construction start ~ 18 months (Spring 2015)