Chelsea Market Expansion Proposal

Issues and Ideas

Manhattan Community Board 4
Chelsea Preservation and Planning Committee
February 2012
## Schedule for Review of Text Amendment for Chelsea Market Expansion Proposal

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Target Date</th>
<th>Time Limit</th>
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<tbody>
<tr>
<td>Certification</td>
<td>March 26, 2012</td>
<td>N/A</td>
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<tr>
<td>CB4 Public Hearing and Full Board Vote</td>
<td>May 2, 2012</td>
<td>60 Days</td>
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<tr>
<td>Borough President Review</td>
<td>Late June</td>
<td>30 days</td>
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<td>City Planning Commission Review</td>
<td>Late August</td>
<td>60 days</td>
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<tr>
<td>City Council Review</td>
<td>October</td>
<td>50 days</td>
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### This Presentation

*Neither CB4’s Chelsea Preservation and Planning Committee nor the Full Board has taken a position on the Chelsea Market Expansion Proposal. The issues and ideas in this presentation are for discussion purposes and do not indicate endorsement of specific ideas.*
Jamestown’s Current Chelsea Market Expansion Proposal

- 240,000 square feet of office space in a new structure along 10th Avenue
- 90,000 square feet of hotel space in a new structure above 9th Avenue/West 16th Street
- Retain the M1-5 zoning on the Chelsea Market block
- Include the Chelsea Market block in the Special West Chelsea District which requires:
  - A contribution to High Line Improvement Fund and
  - Providing High Line amenities
- Increase the potential permitted floor area ratio (FAR) from 5.0 to 7.5
Purpose of the Special West Chelsea District

• Provide opportunities for new residential and commercial development

• Facilitate the reuse of the High Line as a unique public open space
Issue: The Current Proposal Includes a Hotel in the 9th Avenue Building

Fulton Houses in the foreground, proposed 9th Avenue building in the background

Source: Jamestown Chelsea Market Slideshow
Issue: There are Already Many Hotels in the Area Generating Noise and Traffic

Large Hotels Near Chelsea Market:
- Standard Hotel – 341 Rooms
- Dream Hotel – 332 Rooms
- Maritime Hotel – 125 Rooms
- Hotel Gansevoort – 187 Rooms

Small Hotels Near Chelsea Market:
- Hotel 309 – 35 Rooms
- Soho House – 24 Rooms
- GTS Tutu Center – 60 Rooms

Total Hotel Rooms Near Chelsea Market: 1104
Idea: Request a Restrictive Declaration on the Lot that Does Not Allow Hotel Use or Rooftop Eating or Drinking Establishments
Issue: Current Chelsea Market Ground Floor Uses of Food Production, Food Wholesaling and Retail Food May Not be Retained

Idea: Request a Restrictive Declaration on the Lot Requiring a Percentage of Ground Floor Uses be Devoted to these Important Food Uses
Issue: Impact of the Increase in Height and Bulk for the Proposed 10th Avenue Building Expansion

Issue: Increased Shadows on the High Line and Decreased Views from the High Line

Photo Source: Jamestown Chelsea Market Proposal w/ CB4 Edits
Issue: Additional Shadows Cast on the High Line from the Proposed 10th Avenue Building

Yellow Indicates New Shadows

Shadows in May at 12:00 noon

Shadows in December at 1:00pm

Source: Draft Chelsea Market EAS w/ CB4 edits
Idea: Request a Decrease in Height and Bulk for the Proposed 10th Avenue Building Expansion

Option A
156’ Height Limit

Source: Jamestown Chelsea Market Proposal w/CB4 edits
Option B
184’ Height Limit

Source: Jamestown Chelsea Market Proposal w/CB4 edits
Option C
35’ Setback at 184’, 211’ Height Limit

Source: Jamestown Chelsea Market Proposal w/CB4 edits
Issue: Compatibility of the Façade of the 10th Avenue Building with the Existing Chelsea Market Building and Other Nearby Buildings

Proposed 10th Avenue Building above Chelsea Market

Source: Jamestown Chelsea Market Slideshow
Idea: Request that the Façade of the 10th Avenue Building Include Masonry and Smaller Scale Design Elements

Examples of New Buildings that are Compatible with the Neighborhood Context

[Images of buildings: Chelsea Enclave at 177 9th Avenue and 456 West 19th Street]
Issue: No Protections Exist to Preserve the Chelsea Market Building’s Exterior

Idea: Request Landmark Designation for Chelsea Market

Chelsea Market was Determined to be LPC-Eligible in the Special West Chelsea District Rezoning and High Line Open Space FEIS (2005) and is part of the State/National Gansevoort Historic District

Source: Draft Chelsea Market Expansion EAS
Issue: Historically Significant Buildings Adjacent to Chelsea Market are Not Protected from Demolition

Idea: Recommend the Expansion of the Gansevoort Historic District to Include the Chelsea Market Block, 85 and 99 10th Avenue, and the Related Bridges

85 10th Avenue, part of the Nabisco Complex

99 10th Avenue, Merchants Refrigeration Company Warehouse (State/National Register Listed)
Bridge over West 15th Street between 9th and 10th Avenues, Chelsea Market on left side

Bridges over 10th Avenue between Chelsea Market and 85 10th Avenue

Source: NYC Oasis w/ CB4 edits
Issue: The Decrease in Light to, and Views from, the High Line and the Increased Demand on Park Space

Idea: Request that the Applicant:
- Create a new publicly-accessible open space on the 10th Avenue building’s roof
- Contribute to a Chelsea Parks Improvement Fund

Source: Draft Chelsea Market EAS
Issue: Development of a Significant Amount of Class A Office Space Will Speed the Pace of Gentrification in Chelsea, Decreasing the Availability of Affordable Housing

Idea: Request that the Applicant Contribute to a Chelsea Affordable Housing Fund, Administered by HPD

Note: The Affordable Housing Fund exists in Zoning Resolution Section 98-262 (c), but would need to be modified to extend beyond the High Line Transfer Corridor
Issue: Buildings Not Within the Special West Chelsea District Lack Specific Height, Setback and Use Controls
Idea: Provide Predictable Height, Setback and Use Controls and Prohibit Hotels via an Extension of the Special West Chelsea District
The Current Proposal for the Chelsea Market Expansion Would Require:

(1) Construction of amenities for the High Line such as a freight elevator, storage/event space, and restrooms; and

(2) A $17.2 million contribution to the High Line Improvement Fund.

Note: The amount of the contribution to the High Line Improvement Fund is calculated based on the amount of floor area. Therefore, if the floor area of the proposed project decreases, the required contribution to the High Line Improvement Fund would decrease but the required amenities would remain unchanged.
## Summary of Issues and Ideas

*For Discussion Purposes Only*

<table>
<thead>
<tr>
<th>Issue</th>
<th>Idea</th>
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<tr>
<td>Proposed hotel is undesirable; neighborhood already saturated; noise and traffic</td>
<td>Prohibition of hotel use on the Chelsea Market block</td>
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<td>Food resources in Chelsea Market are vital to neighborhood and Manhattan</td>
<td>Requirement for food-related ground floor uses in Chelsea Market</td>
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<td>Proposed height and bulk of 10th Avenue building: additional shadows on High Line, decreased views, not consistent with nearby buildings</td>
<td>Reduction of height and bulk of 10th Avenue building</td>
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<td>Proposed façade of 10th Avenue building incompatible with existing Chelsea Market building and nearby buildings</td>
<td>Modification of façade of 10th Avenue building to better fit the surrounding context</td>
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<td>No protection for existing, historically important Chelsea Market buildings which should be preserved</td>
<td>Landmark designation of existing Chelsea Market buildings</td>
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<td>New development would have negative effect on High Line and place greater demand on existing parks</td>
<td>Publicly-accessible space on roof of 10th Avenue building; contribution to Chelsea parks fund</td>
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<td>New development would speed gentrification</td>
<td>Contribution to an affordable housing fund</td>
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<td>Predictable height, setbacks and use controls needed for area south of Chelsea Market site</td>
<td>Expansion of Special West Chelsea District to area south and west of Chelsea Market</td>
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<tr>
<td>No protections for historically important nearby sites which should be preserved</td>
<td>Expansion of Gansevoort Historic District to include Chelsea Market block and two nearby sites</td>
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