

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

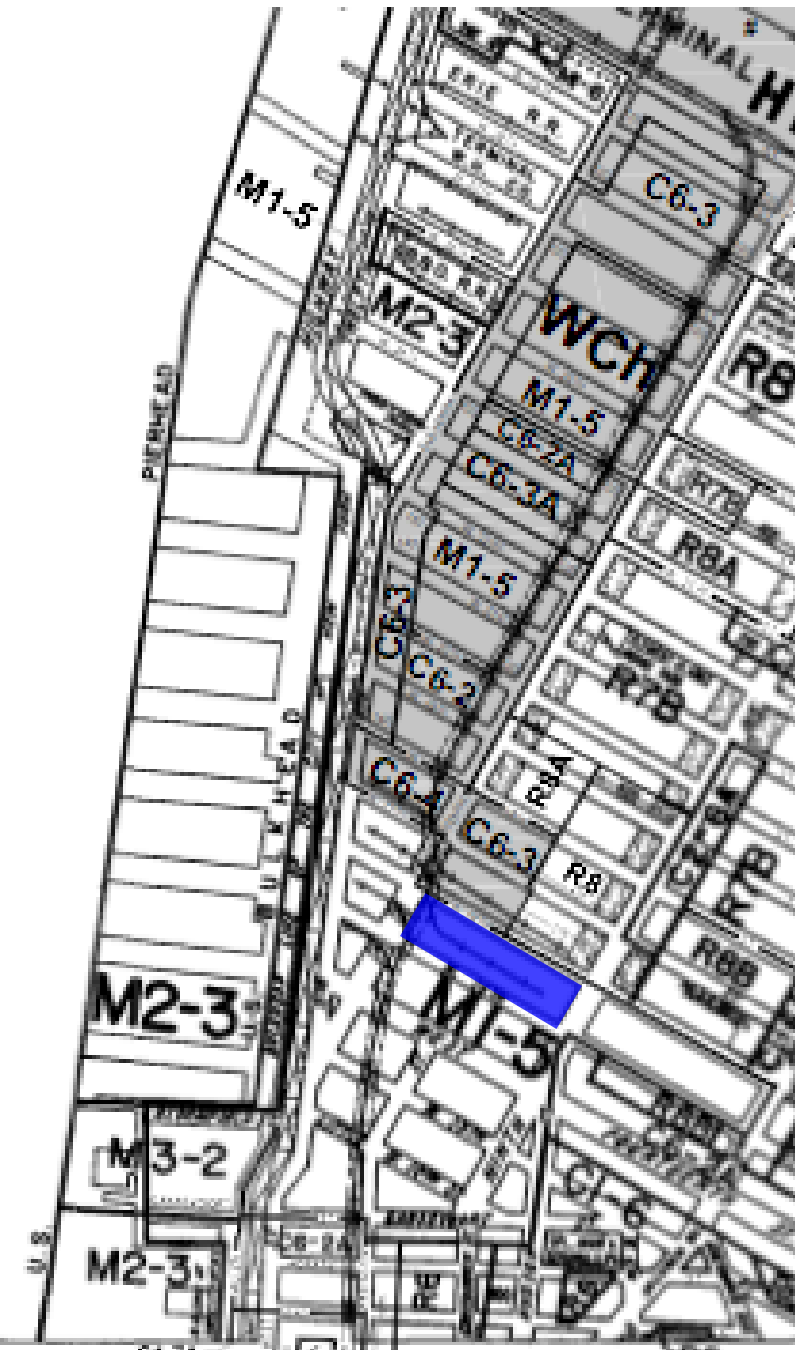
Milestone	Target Date	Time Limit
Certification	March 26, 2012	N/A
CB4 Public Hearing and Full Board Vote	May 2, 2012	60 Days
Borough President Review	Late June	30 days
City Planning Commission Review	Late August	60 days
City Council Review	October	50 days

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



Looking north: High Line in foreground, Chelsea Market in center, 85 10th Avenue, part of Nabisco Complex, on left



Looking south: High Line in foreground, Chelsea Market in background, Caledonia on left

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**



**Dream Hotel in foreground, Maritime Hotel in center,
diagonally across from Chelsea Market**

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



Interior of Chelsea Market



Idea: Request a Restrictive Declaration on the Lot Requiring a Percentage of Ground Floor Uses be Devoted to these Important Food Uses

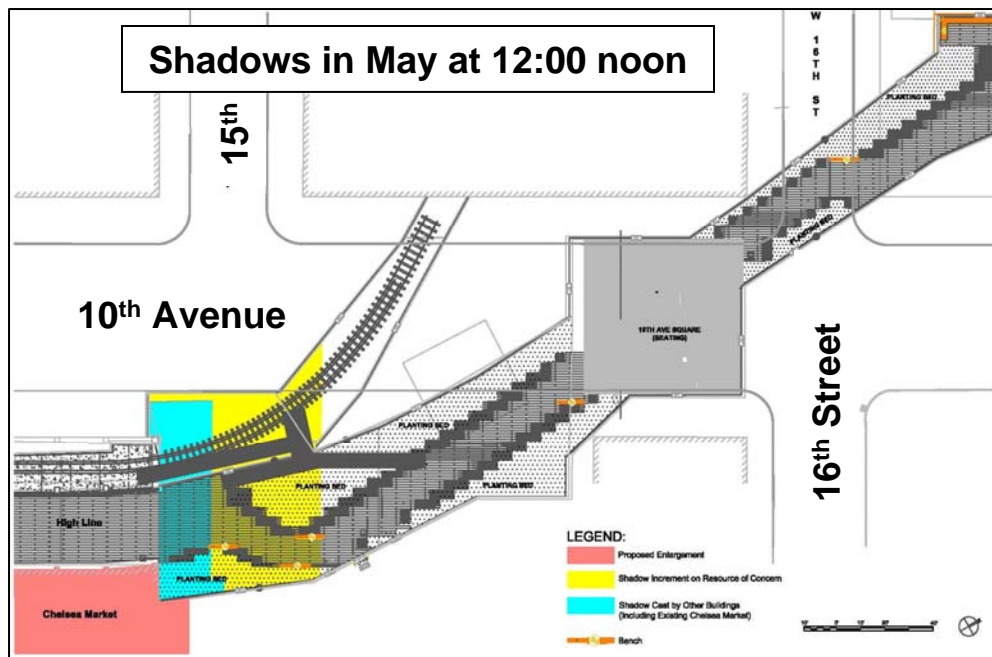
Issue: Impact of the Increase in Height and Bulk for the Proposed 10th Avenue Building Expansion

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

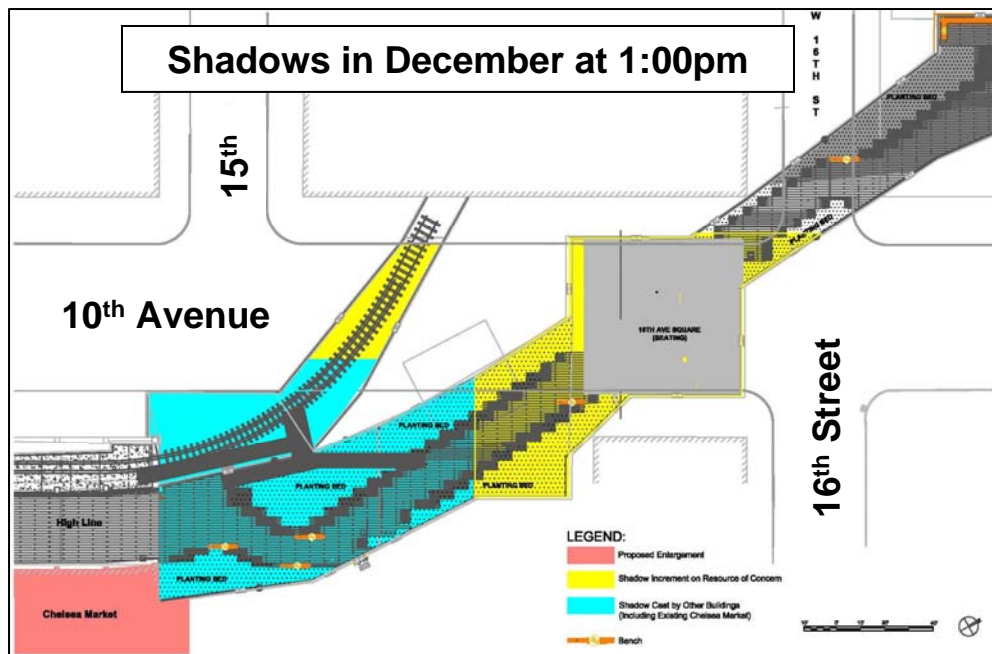


Chelsea Market and Surrounding Buildings

Photo Source: Jamestown Chelsea Market Proposal w/ CB4 Edits



Yellow Indicates New Shadows

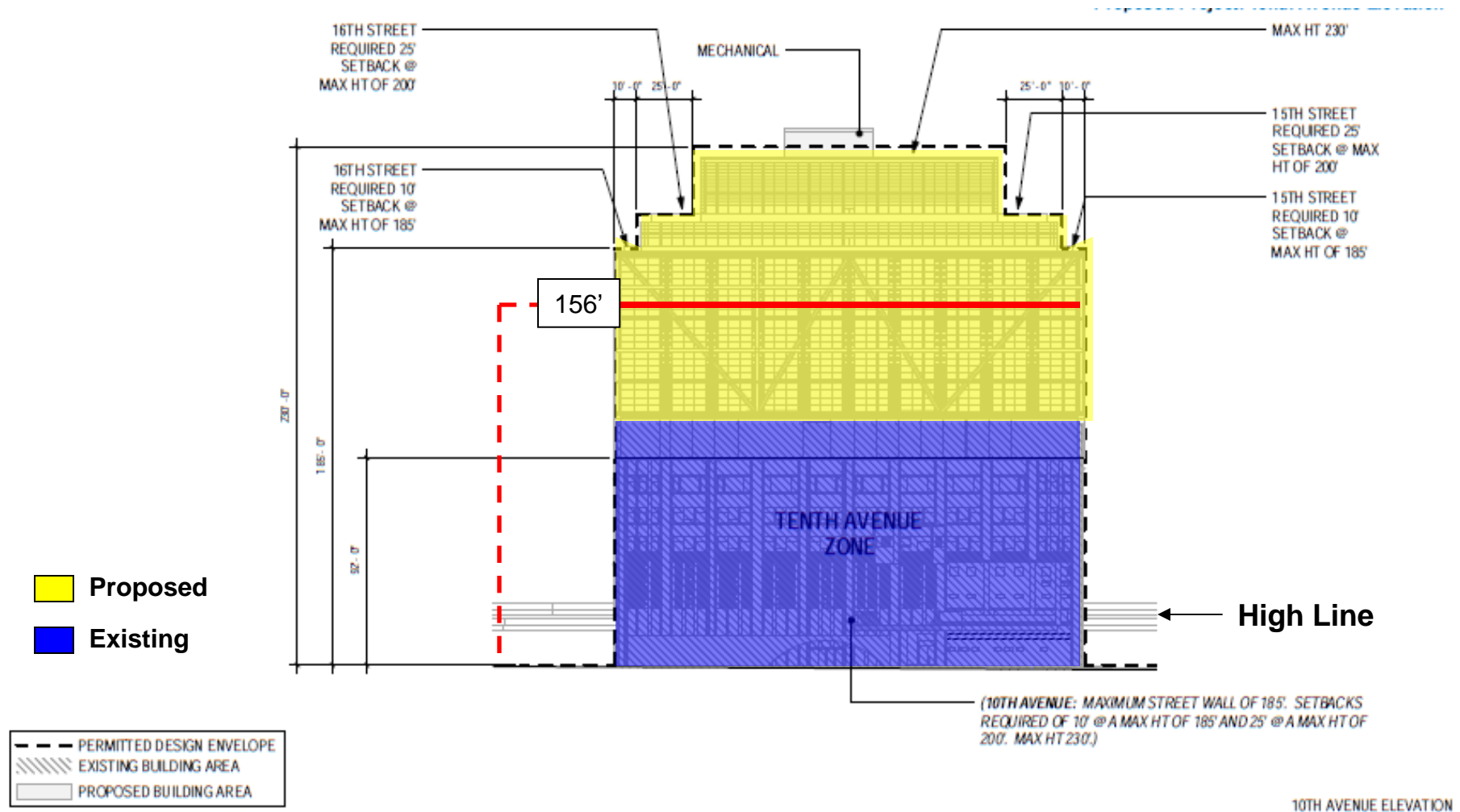


Issue: Additional Shadows Cast on the High Line from the Proposed 10th Avenue Building

Source: Draft Chelsea Market EAS w/ CB4 edits

Idea: Request a Decrease in Height and Bulk for the Proposed 10th Avenue Building Expansion

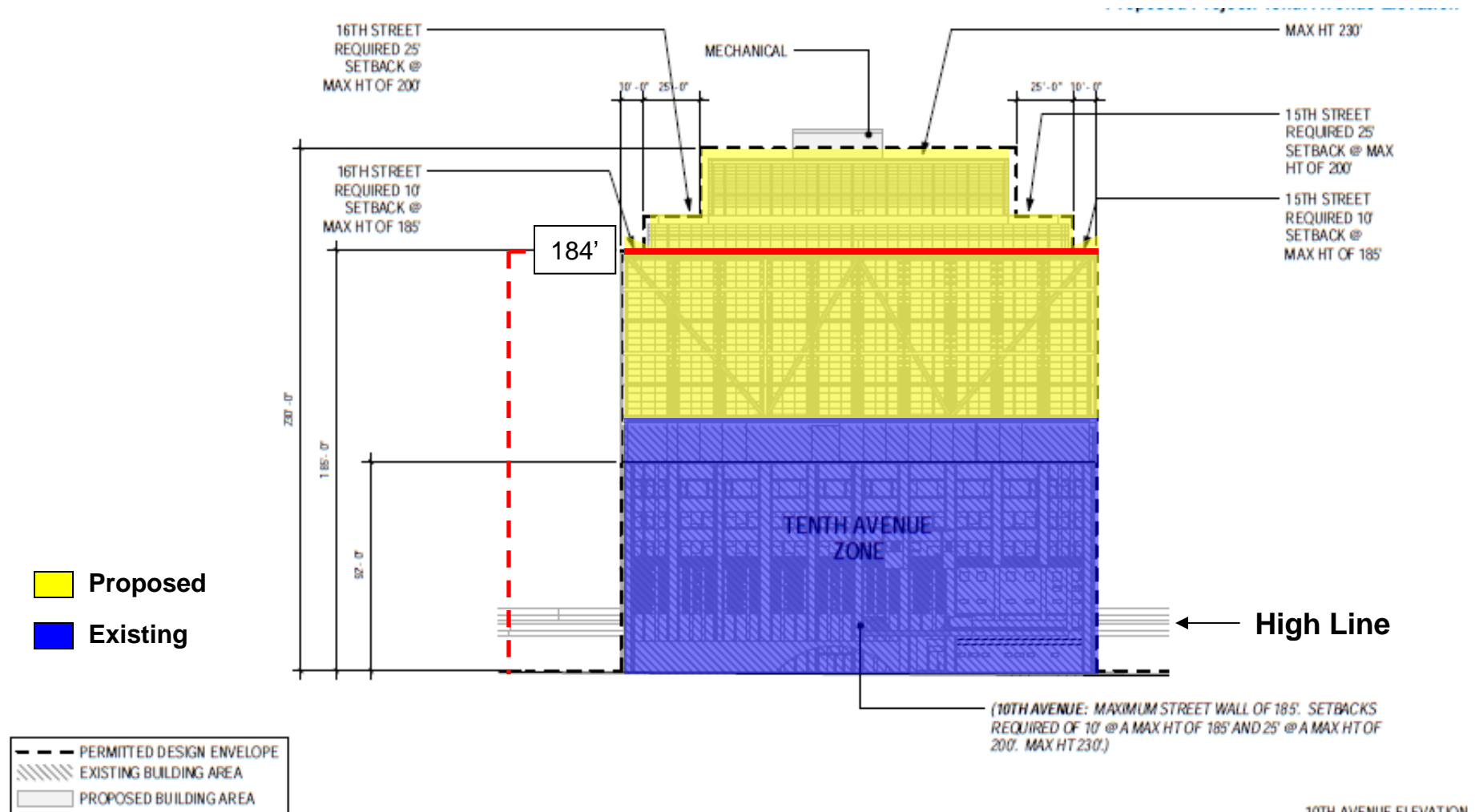
Option A 156' Height Limit



10TH AVENUE ELEVATION

Source: Jamestown Chelsea Market Proposal w/CB4 edits

Option B 184' Height Limit

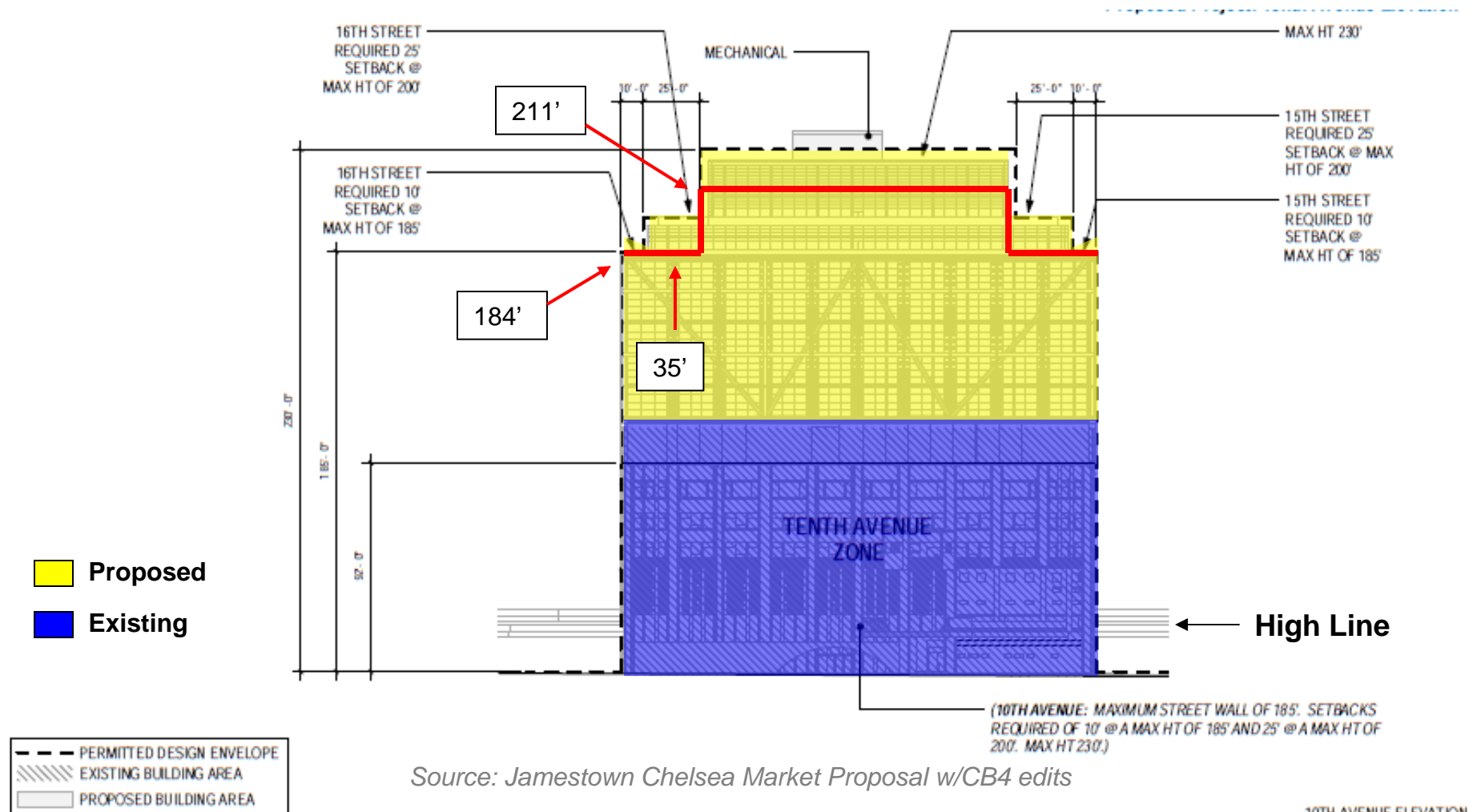


Source: Jamestown Chelsea Market Proposal w/CB4 edits

10TH AVENUE ELEVATION

Option C

35' Setback at 184', 211' Height Limit



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



Chelsea Enclave at 177 9th Avenue



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



**Chelsea Market's West 16th Street Façade
as Viewed from the High Line**



**Chelsea Market's West 15th
Street Façade, Looking West**

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



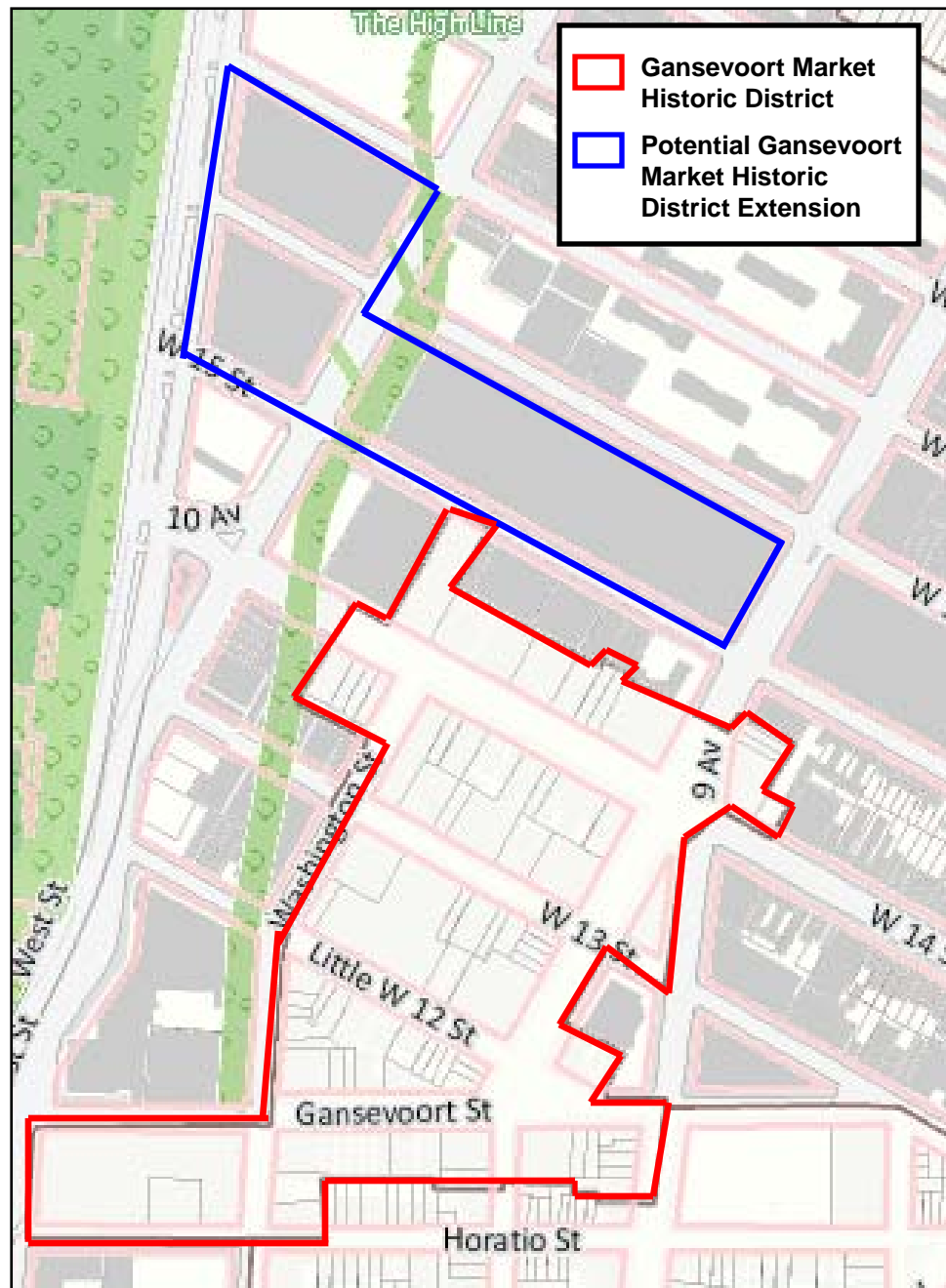
99 10th Avenue, Merchants Refrigeration Company Warehouse (State/National Register Listed) 17



Bridge over West 15th Street between 9th and 10th Avenues, Chelsea Market on left side



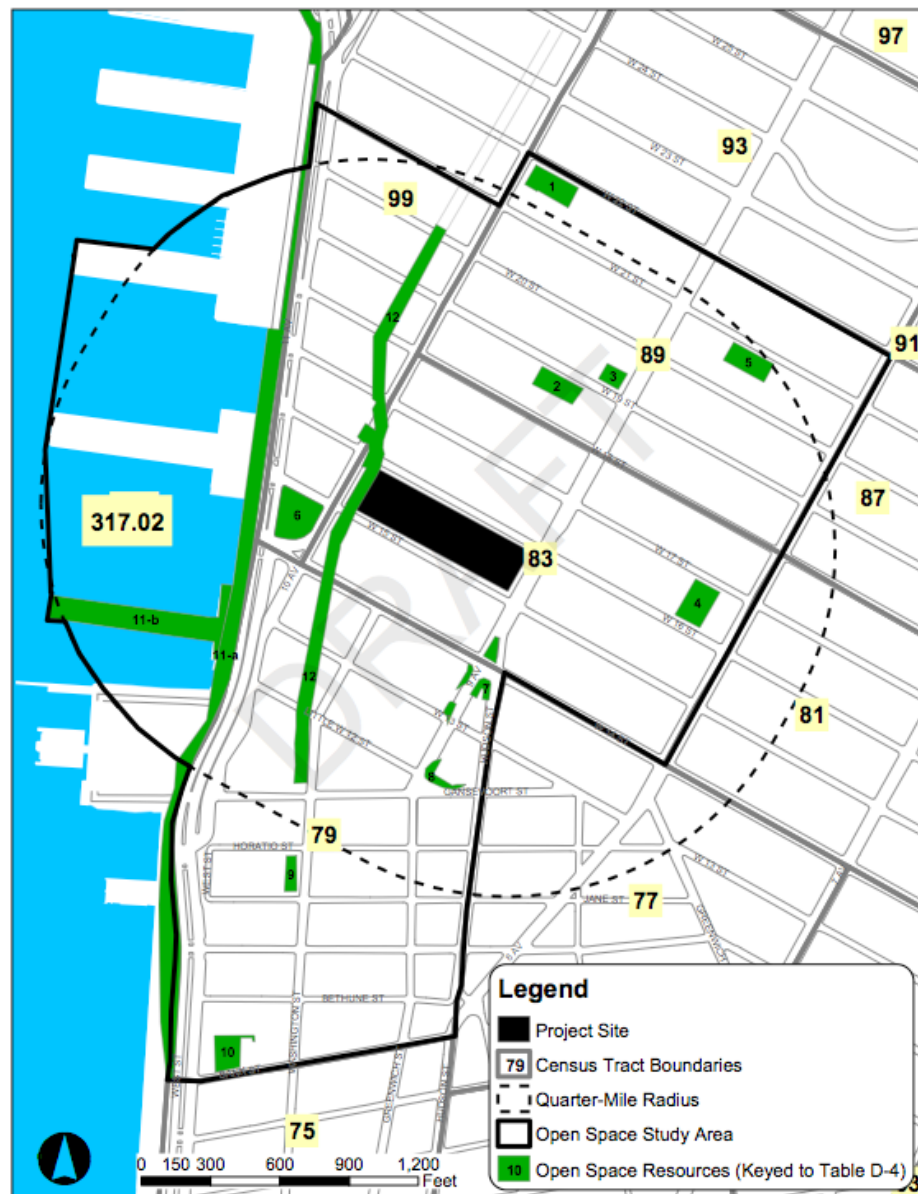
Bridges over 10th Avenue between Chelsea Market and 85 10th Avenue



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

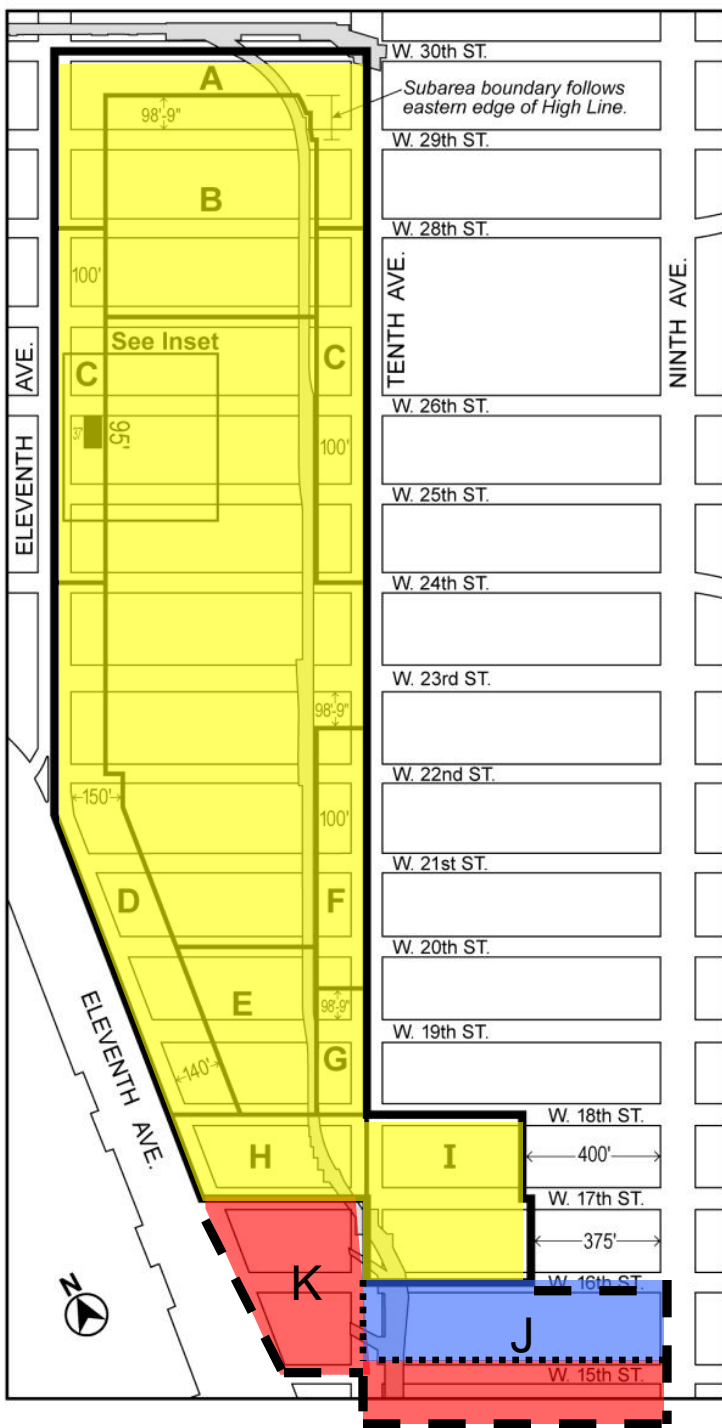


Standard Hotel, Built Without SWCD Controls



High Line Building, Built Without SWCD Controls

Idea: Provide Predictable Height, Setback and Use Controls and Prohibit Hotels via an Extension of the Special West Chelsea District



North Side of West 15th Street Looking East

- Existing Special West Chelsea District
- Potential Subarea K (Includes South Side of West 15th Street)
- Proposed Subarea J (Jamestown Proposal)

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

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