

# Study for the Expansion of the Special West Chelsea District

*DRAFT*

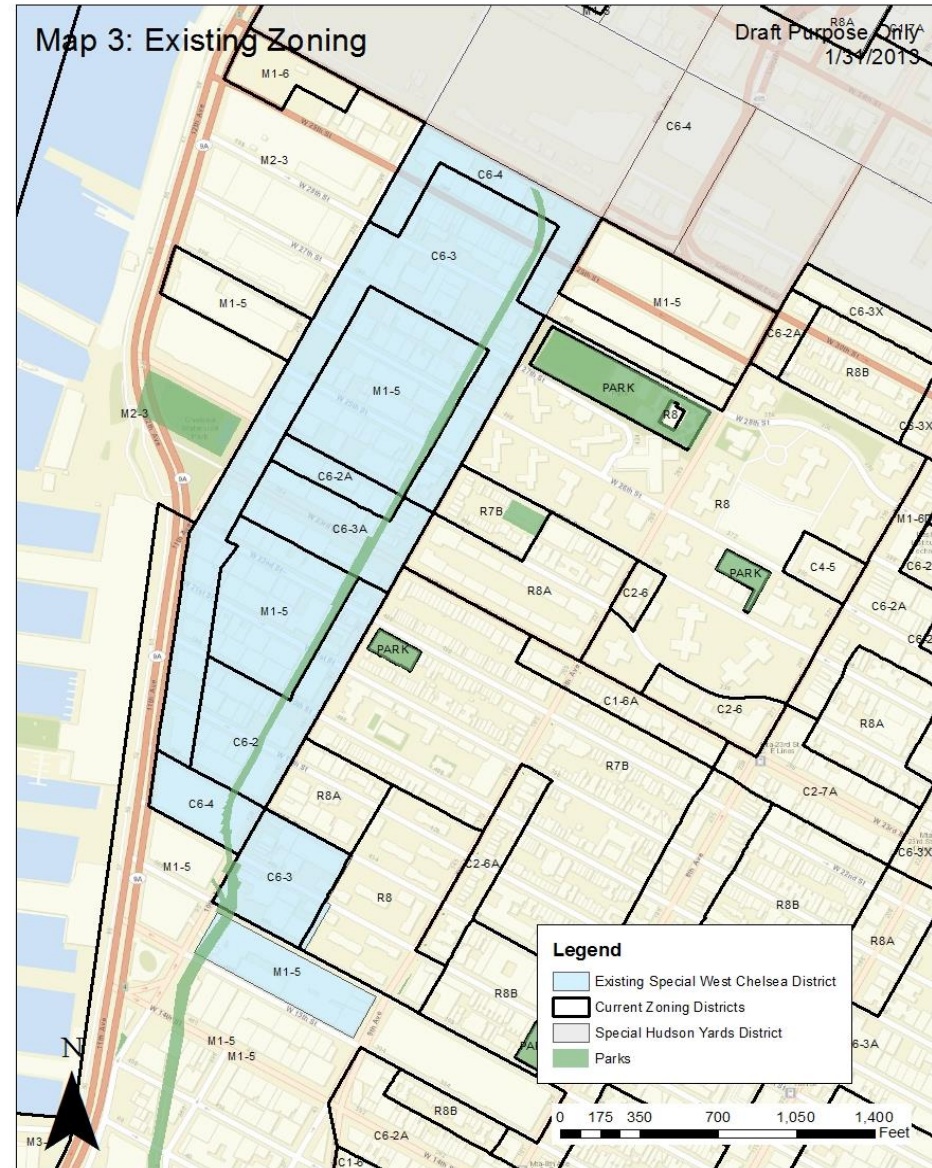
February 28, 2013

*Work in Progress*

# Proposed Expansion Areas



# Existing Zoning



# Study Goals and Impetus for SWCD Expansion

## General Purposes of Special West Chelsea District *(Goals most pertinent to Expansion Study highlighted)*

- **(a) to encourage and guide the development of West Chelsea as a dynamic mixed use neighborhood;**
- (b) to encourage the development of residential uses along appropriate avenues and streets;
- (c) to encourage and support the growth of arts-related uses in West Chelsea;
- (d) to facilitate the restoration and reuse of the High Line elevated rail line as an accessible, public open space through special height and setback regulations, High Line improvement bonuses and the transfer of development rights from the High Line Transfer Corridor;
- **(e) to ensure that the form and use of new buildings relates to and enhances neighborhood character and the High Line open space;**
- (f) to create and provide a transition to the lower-scale Chelsea Historic District to the east;
- (g) to create and provide a transition to the Hudson Yards area to the north; and
- (h) to promote the most desirable use of land in the area and thus to conserve the value of land and buildings, and thereby protect the City's tax revenues, consistent with the foregoing purposes.

## Development Pressures on Areas Adjacent to SWCD

### Southern Area:

- New hotel on W. 15<sup>th</sup> Street (under construction)
- Retail on 10<sup>th</sup> Avenue adjacent to High Line (under construction)
- Jamestown buying MILK Studios on W. 15<sup>th</sup> Street

### Northern Area:

- Western Rail Yards (north of W. 30<sup>th</sup> Street)
- Buildout of SWCD subareas A and C



# Without an Expanded Special West Chelsea District:

545 West 25<sup>th</sup> St. (10<sup>th</sup> - 11<sup>th</sup>)  
M1-5 Zoning - FAR 5 (constructed)

S. Side West 15<sup>th</sup> St. (9<sup>th</sup> - 10<sup>th</sup>)  
25-story hotel  
(under construction)



New buildings can be constructed with:

- hotel uses
- no streetwalls
- out of scale heights
- no protection or benefit to the High Line
- no affordable housing



# City's Agreement for Expansion Study

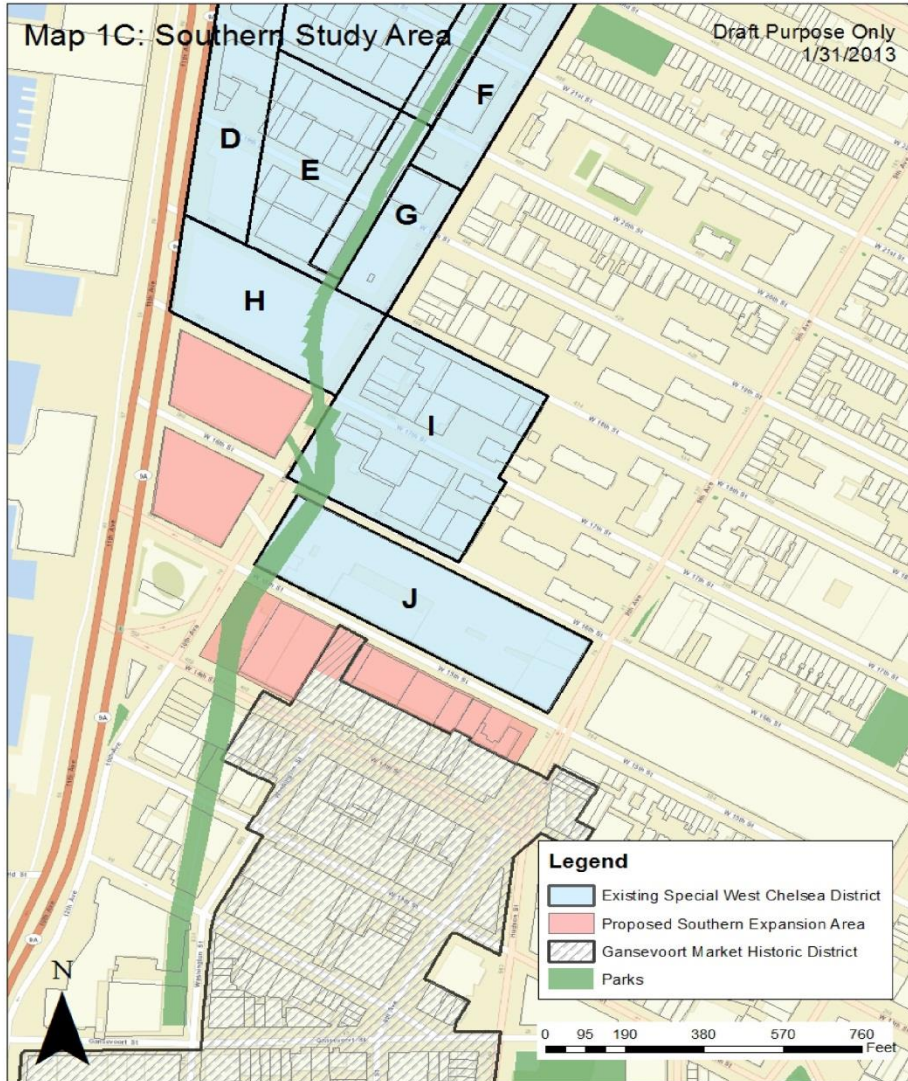
As part of the final agreement for City Council approval of the Chelsea Market Expansion applications, a 10/25/12 letter by Deputy Mayor Steel, states that the Department of City Planning:

- Shall engage collaboratively with Community Board 4, with a preliminary meeting to take place in 1<sup>st</sup> quarter 2013
- Shall complete an existing conditions analysis and draft recommendations no later than June 30, 2013.
- Shall commence the public engagement process as a first step to advance a rezoning and advance a rezoning application if warranted.

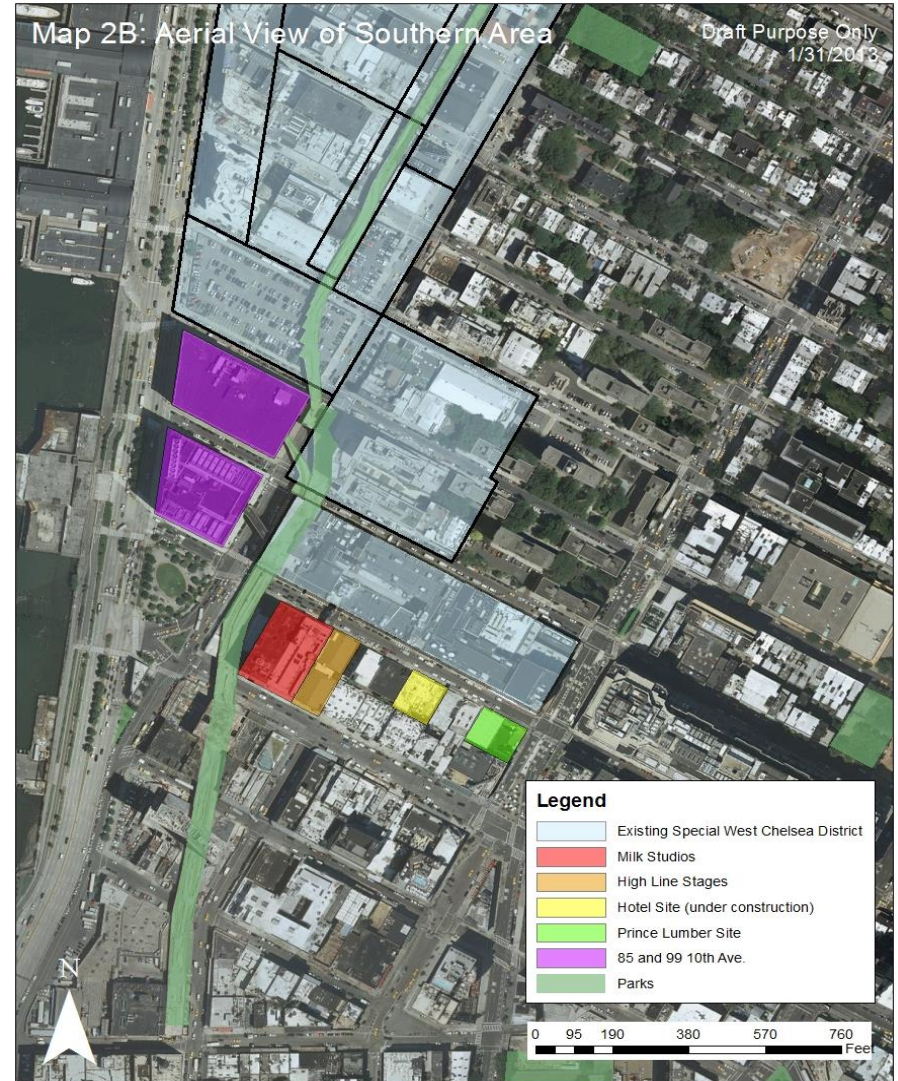


# Southern Study Area

Close-up (Study Area in pink)



Aerial with Major Sites





# Southern Study Area

South Side of West 15<sup>th</sup> Street between 9<sup>th</sup> and 10<sup>th</sup> Avenues

Prince Lumber



Auto Use



# South Side of West 15<sup>th</sup> Street between 9<sup>th</sup> and 10<sup>th</sup> Avenues

25-story hotel under construction on left,  
Chelsea Market on right,  
bridge in background



High Line Stages





# South Side of West 15<sup>th</sup> Street between 9<sup>th</sup> and 10<sup>th</sup> Avenues

MILK Studios with High Line on right



10<sup>th</sup> Ave. Site under High Line, view from W. 14<sup>th</sup> St.



# 85 10<sup>th</sup> Avenue

Former Nabisco Building  
From south



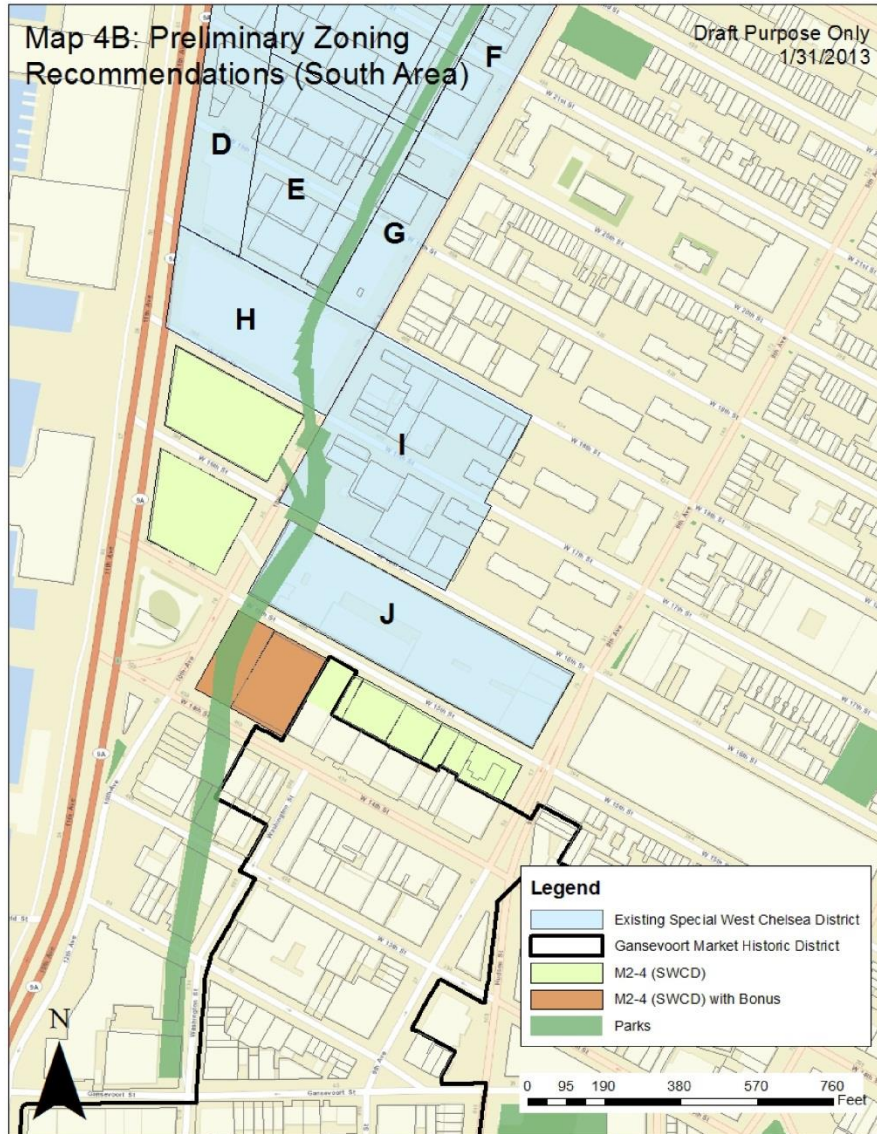
# 99 10<sup>th</sup> Avenue

Former Refrigeration Building  
West from High Line





# Preliminary Zoning Recommendations for Southern Area



## 15<sup>th</sup> Street Area

### *Prince Lumber through High Line Stages*

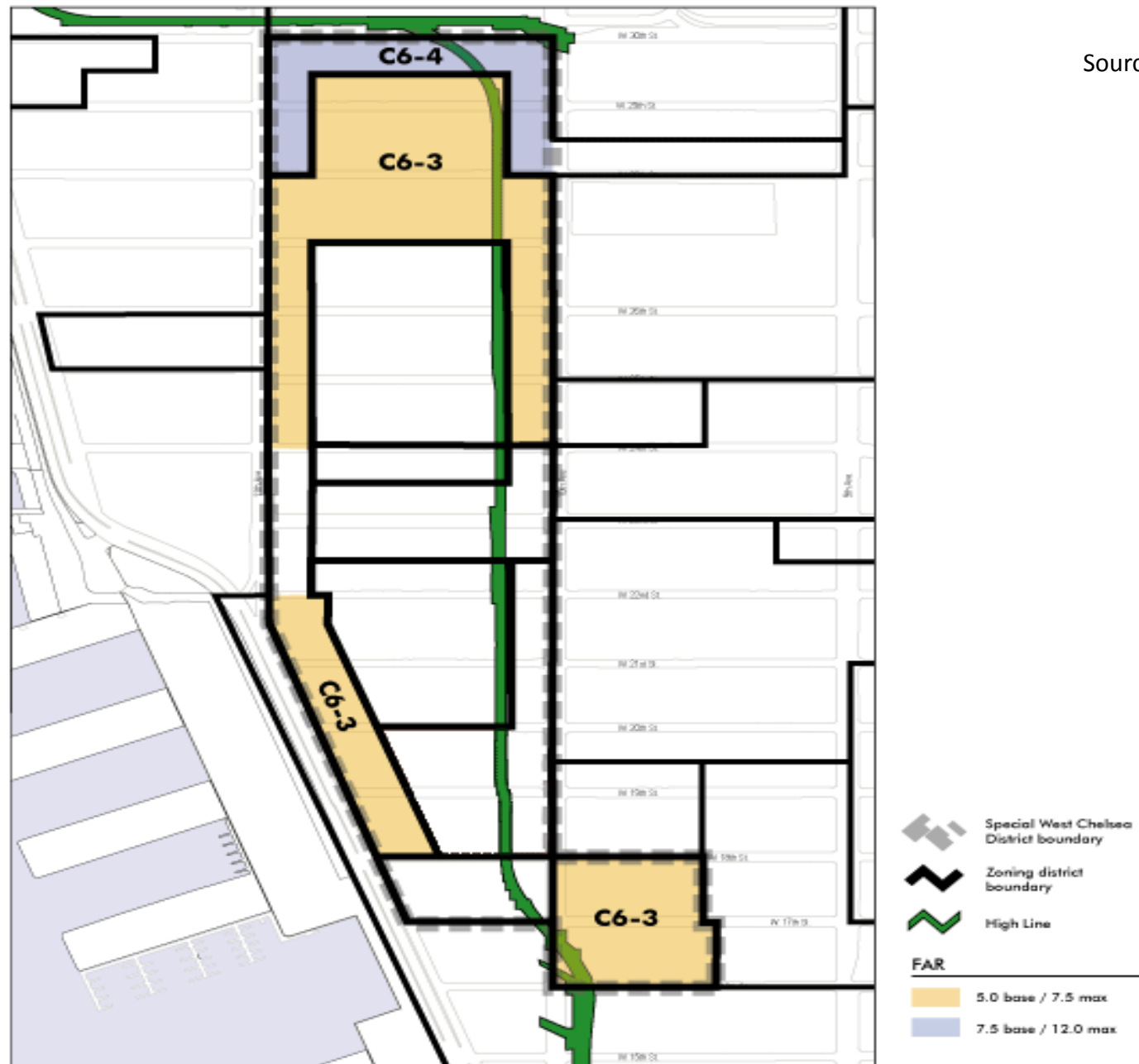
- M1-5 to M2-4
  - FAR 5
  - Excludes hotel use
  - Allows some community facilities
- Bulk controls (height and streetwall)

### *Two sites -- MILK Studios and 10<sup>th</sup> Avenue Frontage*

- M1-5 to M2-4
  - FAR 5
  - Excludes hotel use
  - Allows some community facilities
- FAR 7.5 if bonus is used
- Setback from High Line
- Bulk controls (height and streetwall)

## Western Blocks (85 and 99 10<sup>th</sup> Avenue)

- M1-5 to M2-4
  - FAR 5
  - Excludes hotel use
  - Allows some community facilities
- Bulk controls (height and streetwall)

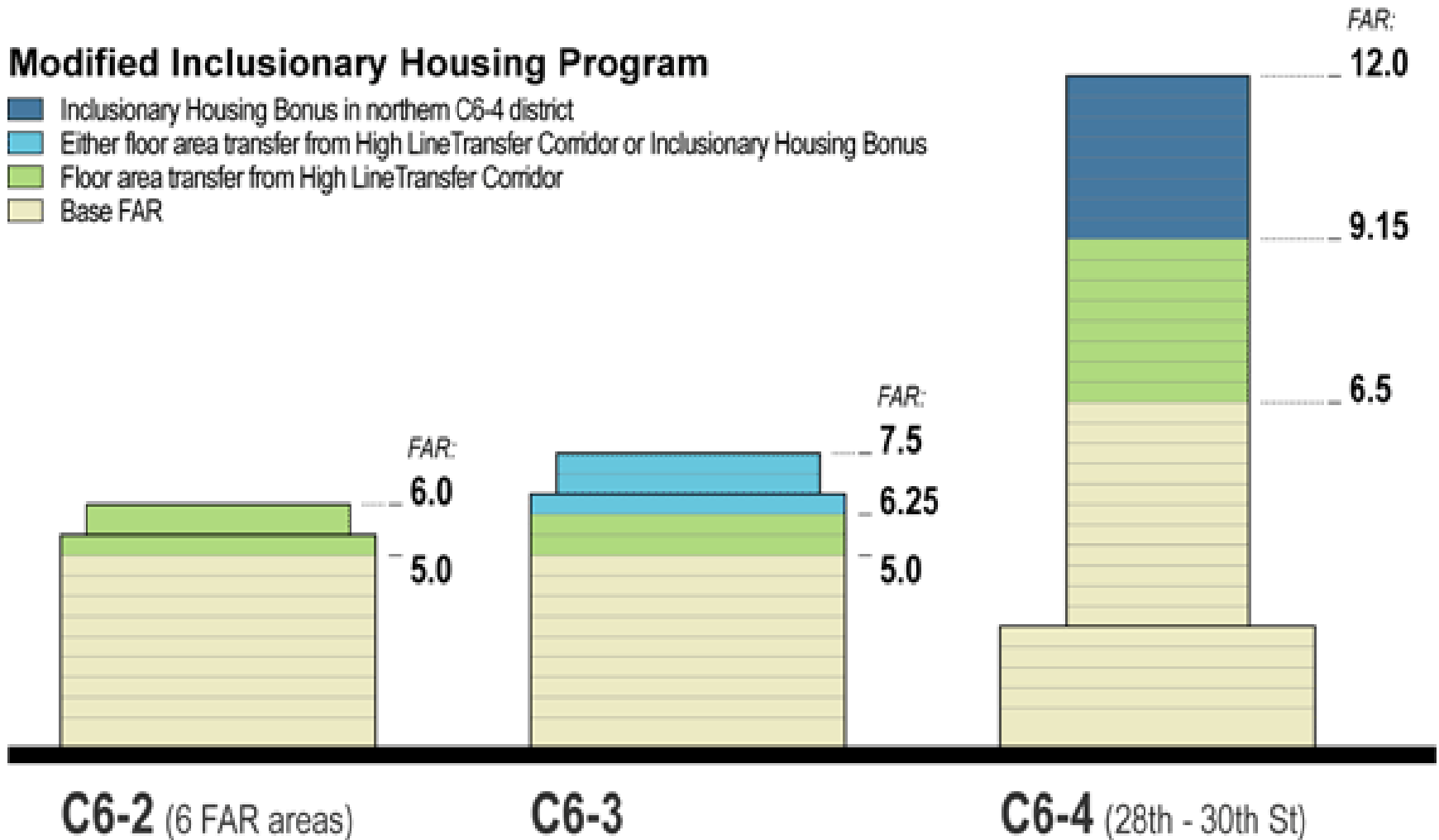


**SPECIAL WEST CHELSEA DISTRICT  
MODIFIED INCLUSIONARY HOUSING AREAS**



## Modified Inclusionary Housing Program

- Inclusionary Housing Bonus in northern C6-4 district
- Either floor area transfer from High Line Transfer Corridor or Inclusionary Housing Bonus
- Floor area transfer from High Line Transfer Corridor
- Base FAR

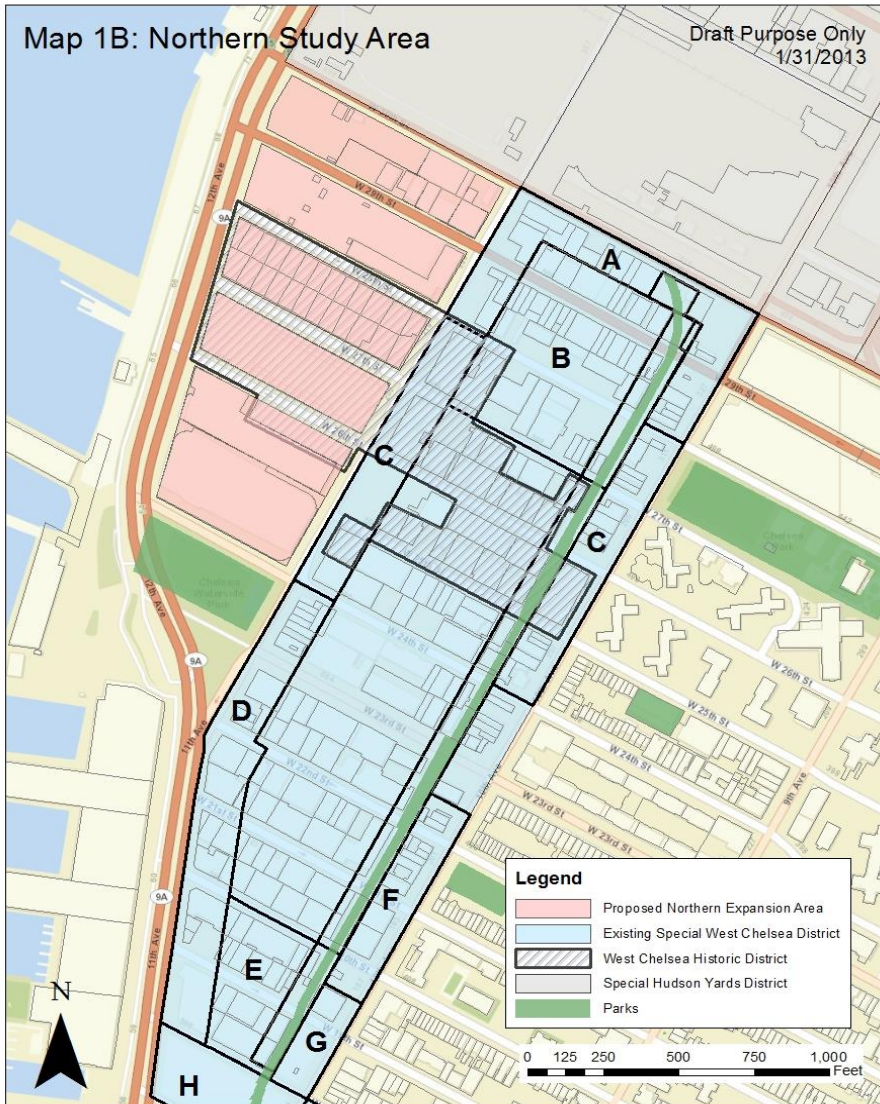


A portion of the increment between the base and the maximum FAR in C6-3 and C6-4 districts would be required to come from High Line Transfer Corridor development rights. The remaining portion of the increment could be achieved via the HLTC transfer or the Modified Inclusionary Housing bonus in the C6-3 district, and exclusively via the Modified Inclusionary Housing bonus in the C6-4 district.

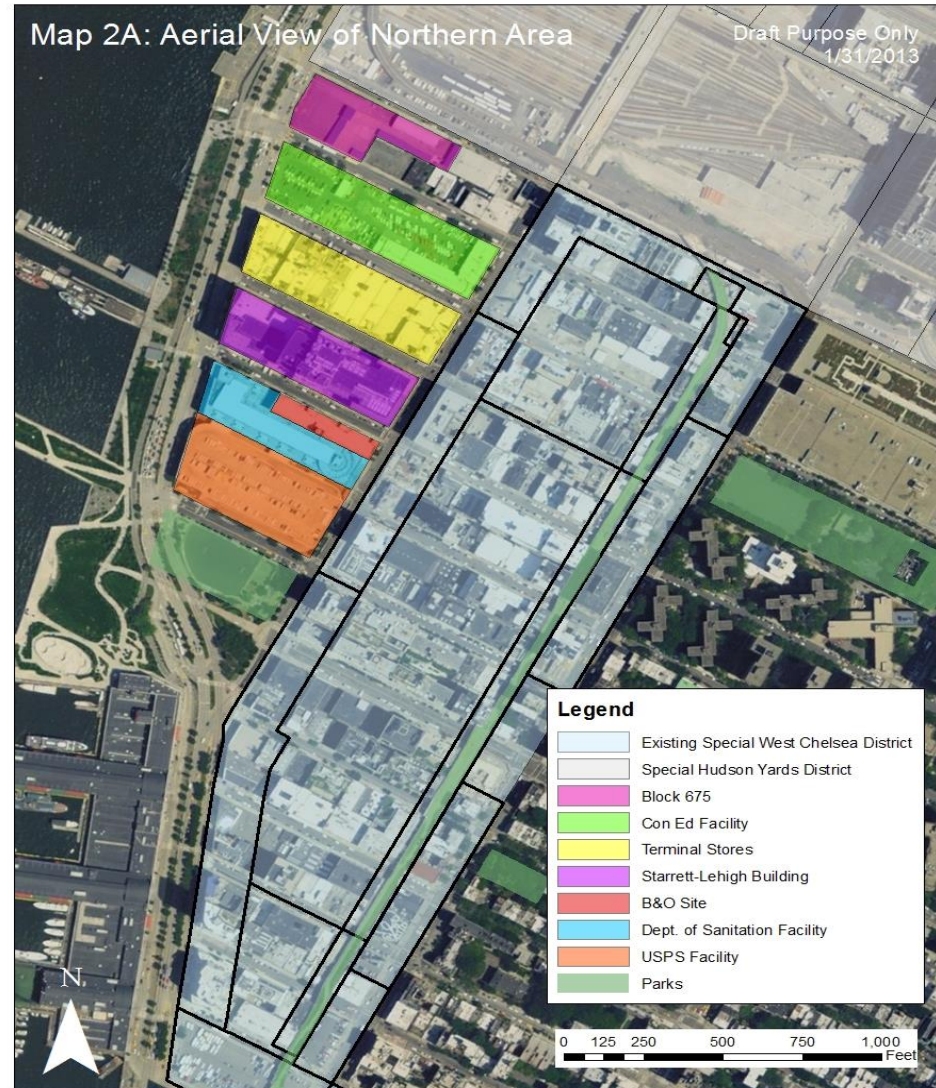
Source: NYC DCP

# Northern Study Area

Close-up (Study Area in pink)



Aerial View with Major Sites





# Block 675

West 30<sup>th</sup> Street and West 29<sup>th</sup> Streets, between 11<sup>th</sup> and 12<sup>th</sup> Avenues

Auto uses on W. 30<sup>th</sup> Street left,  
High Line on right, west view



Northeast from West 29<sup>th</sup> Street



# Block 674 - Con Edison Site

## West 28<sup>th</sup> to West 29<sup>th</sup> Streets, 11<sup>th</sup> to 12<sup>th</sup> Avenues

South from W. 29<sup>th</sup> and 11<sup>th</sup> Avenue

East from 12<sup>th</sup> Avenue





# Terminal Stores

West 27<sup>th</sup> to West 28<sup>th</sup> Streets, 11<sup>th</sup> to 12<sup>th</sup> Avenues

Southwest from W. 28<sup>th</sup> St. and 11<sup>th</sup> Ave.



South from W. 28<sup>th</sup> St. and 12<sup>th</sup> Ave.



# 11<sup>th</sup> Avenue between W. 27<sup>th</sup> and West 25<sup>th</sup> Streets

Starrett-Lehigh Building

W. 26<sup>th</sup> St. to W. 27<sup>th</sup> St., 11<sup>th</sup> to 12

West from W. 26<sup>th</sup> Street and 11<sup>th</sup> Ave.



Number 7 Subway Line extension (vent)  
in foreground, former B & O Building and DOS  
facility across street





# US Postal Service Vehicle Maintenance Facility

W. 24<sup>th</sup> St. to W. 25<sup>th</sup> St., between 11<sup>th</sup> and 12 Avenues

North from 11<sup>th</sup> Avenue



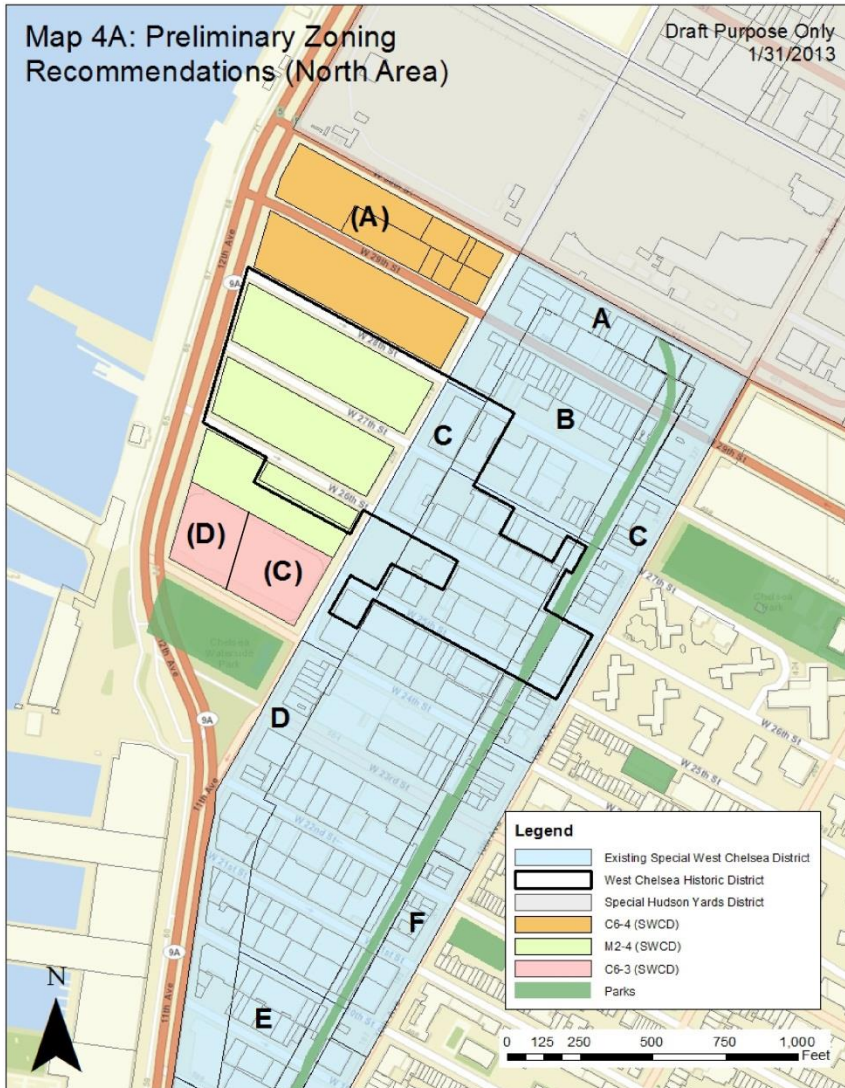
Northeast from Hudson River Park



# Preliminary Zoning Recommendations for Northern Area

Map 4A: Preliminary Zoning Recommendations (North Area)

Draft Purpose Only  
1/31/2013



## Two Blocks between W. 28<sup>th</sup> and W. 30<sup>th</sup> Streets, 11<sup>th</sup> and 12<sup>th</sup> Avenues (Blocks 674 and 675)

- Existing zoning: M1-6 (10 FAR) and M2-3 (2 FAR)
- Inclusion in subarea A:
  - C6-4 (FAR 6.5 – 12.0)
  - Permits residential uses
  - High Line/Affordable housing component

## W. 25<sup>th</sup> Street to W. 28<sup>th</sup> Street, between 11<sup>th</sup> and 12<sup>th</sup> Avenues (DOS, B & O, Starrett-Lehigh, Terminal Stores)

- Existing zoning: M1-5 (5 FAR) and M2-3 (2 FAR)
- All existing building FAR's exceed permitted FARs
- Maintain existing zoning districts and exclude certain uses such as hotels *OR*
- Rezone to M2-4 (5 FAR)
  - Allows some community facilities
  - Excludes hotel use
  - Add bulk controls (height and streetwall)

## W. 24<sup>th</sup> Street to W. 25<sup>th</sup> Street, between 11<sup>th</sup> and 12<sup>th</sup> Avenues (US Postal Service facility)

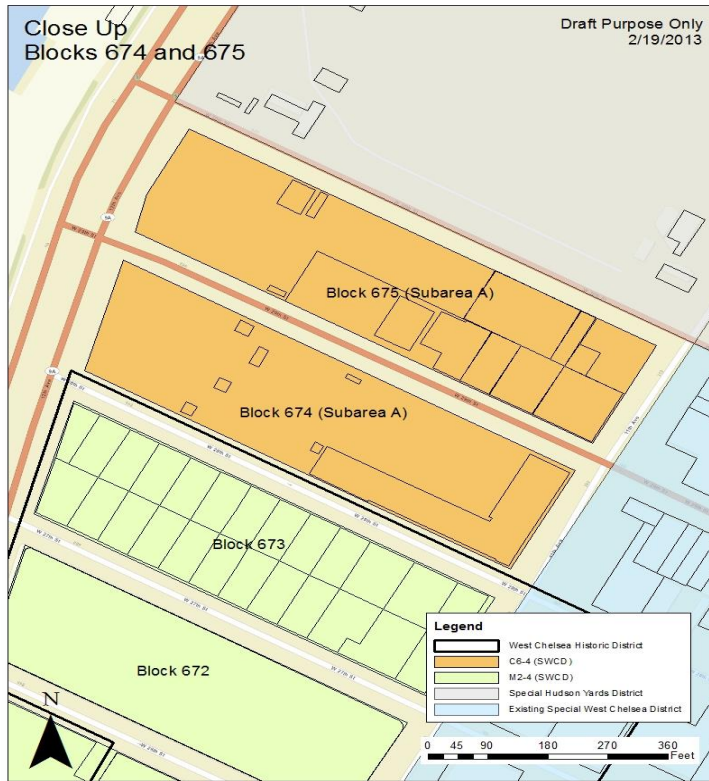
- Rezone from M2-3 (2 FAR) to C6-3 (6 FAR)
- Allows commercial uses at higher FAR and permits residential uses
- Include most of block from 11<sup>th</sup> Avenue in subarea C
- Include 12<sup>th</sup> Avenue frontage in subarea D
- High Line/Affordable housing component



# Blocks 674 and 675

Between W. 28<sup>th</sup> and W. 30<sup>th</sup> Streets, 11<sup>th</sup> and 12<sup>th</sup> Avenues

## Issues



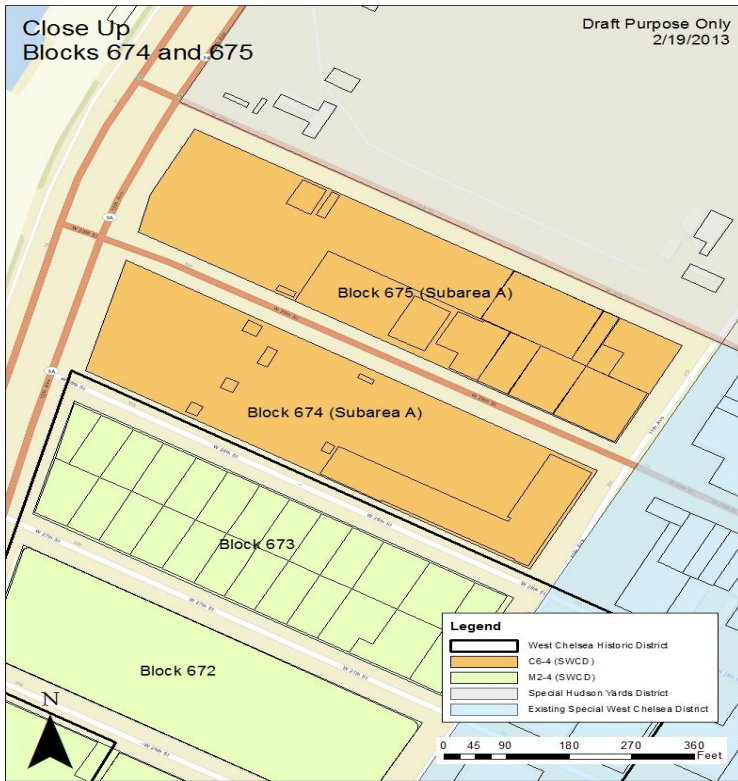
- Adjacent high density development, primarily residential:
  - Western Rail Yards
  - SWCD Subarea A
- Special use blocks:
  - Existing, low density uses: potential for development
  - Utilities and transportation uses
- Nearby parks
  - High Line
  - Hudson River Park
- Opportunity for affordable housing
- New development triggers infrastructure and community facility needs (sewers, schools, etc.)



# Blocks 674 and 675

Between W. 28<sup>th</sup> and W. 30<sup>th</sup> Streets, 11<sup>th</sup> and 12<sup>th</sup> Avenues

## Preliminary Recommendations



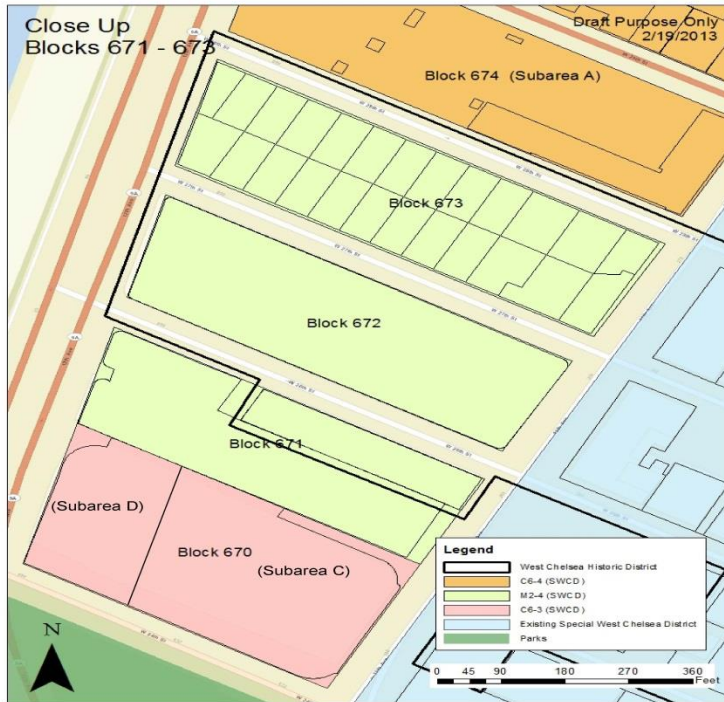
- Proactive rezoning from M1-6 (10 FAR) and M2-3 (2 FAR) to subarea A zoning:
  - C6-4 (FAR 6.5 – 12.0)
  - Higher FAR if utilize IH and/or HL bonus
  - Permits residential uses
  - Permits commercial uses at higher density than M2-3
  - Bulk regulations similar to subarea A: building heights and streetwalls
- Special design measures to preserve views from High Line at western end of block 675
- Affordable housing component





# Blocks 671, 672 and 673

Between W. 25<sup>th</sup> Street to W. 28<sup>th</sup> Street, 11<sup>th</sup> and 12<sup>th</sup> Avenues  
**Issues**



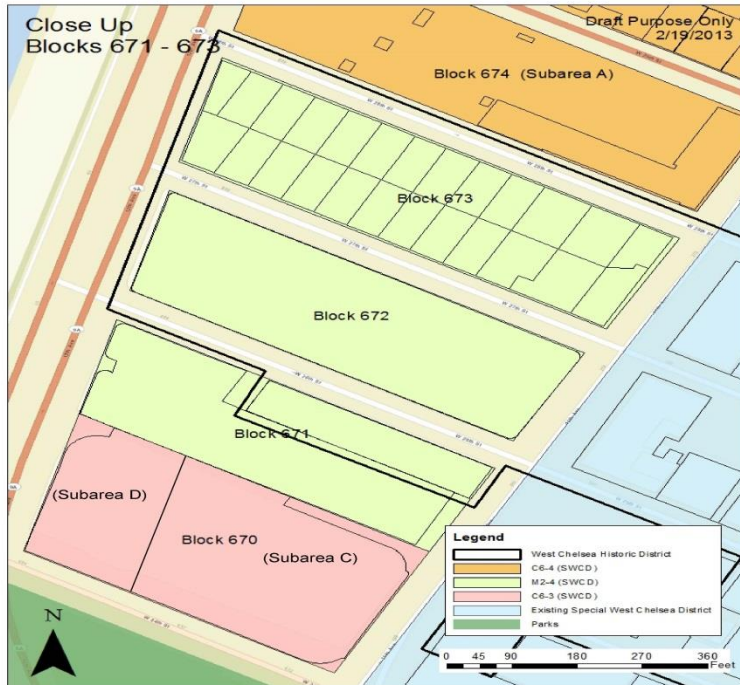
- Existing zoning: M1-5 (5 FAR) and M2-3 (2 FAR)
- All existing building FARs exceed permitted FARs
- All sites except DOS Facility site are in West Chelsea Historic District
- Unlikely that existing buildings (Starrett-Lehigh and Terminal Stores) would be demolished but changes to form and use are possible
- Need for bulk regulations: building height and streetwalls
- Continuing need for municipal facilities (Department of Sanitation Vehicle Maintenance Facility)



# Blocks 671, 672 and 673

Between W. 25<sup>th</sup> Street to W. 28<sup>th</sup> Street, 11<sup>th</sup> and 12<sup>th</sup> Avenues

## Preliminary Recommendations



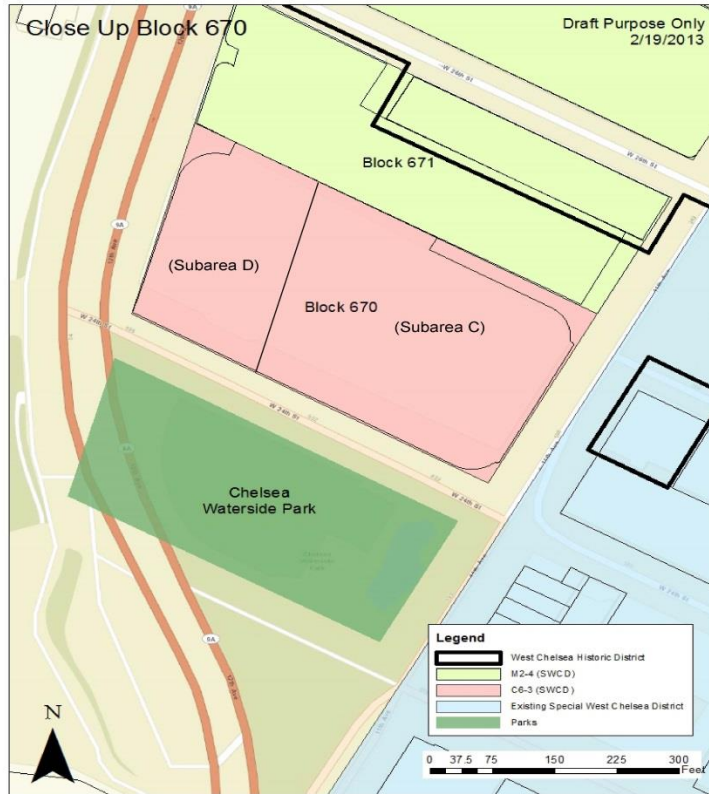
- Maintain existing zoning (M1-5 and M2-3) and exclude certain uses such as hotels *OR*
- Rezone to M2-4 (5 FAR)
  - Allows some community facilities
  - Excludes hotel use
  - Add bulk controls (height and streetwall)





# Block 670

Between W. 24<sup>th</sup> St. and W. 25<sup>th</sup> St., 11<sup>th</sup> and 12<sup>th</sup> Avenues  
Issues



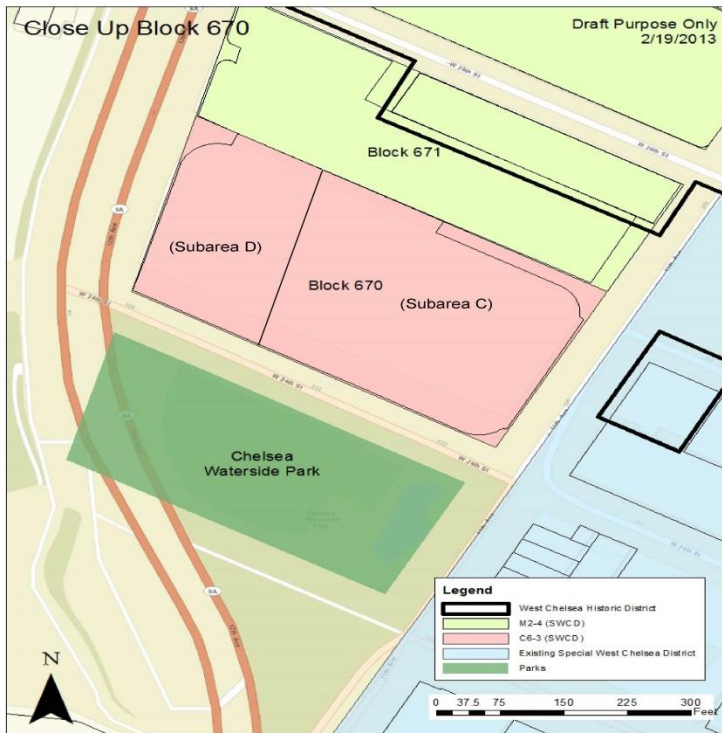
- US Postal Service Vehicle Maintenance Facility site is vulnerable
  - USPS running deficit, cutting services
  - Some postal facilities have been closed and further closures have been proposed:
    - James Farley
    - Bronx General
    - Old Chelsea Station
- Site is extremely attractive for new residential development
  - River views
  - Hudson River Park
  - Chelsea Waterside Park
- W. 25<sup>th</sup> Street between 11<sup>th</sup> and 12<sup>th</sup> Avenues was demapped
- Opportunity for affordable housing
- Planned high density primarily residential development : adjacent to SWCD subareas C and D
- New development triggers infrastructure and community facility needs (sewers, schools, etc.)



# Block 670

Between W. 24<sup>th</sup> St. and W. 25<sup>th</sup> St., 11<sup>th</sup> and 12<sup>th</sup> Avenues

## Preliminary Recommendations

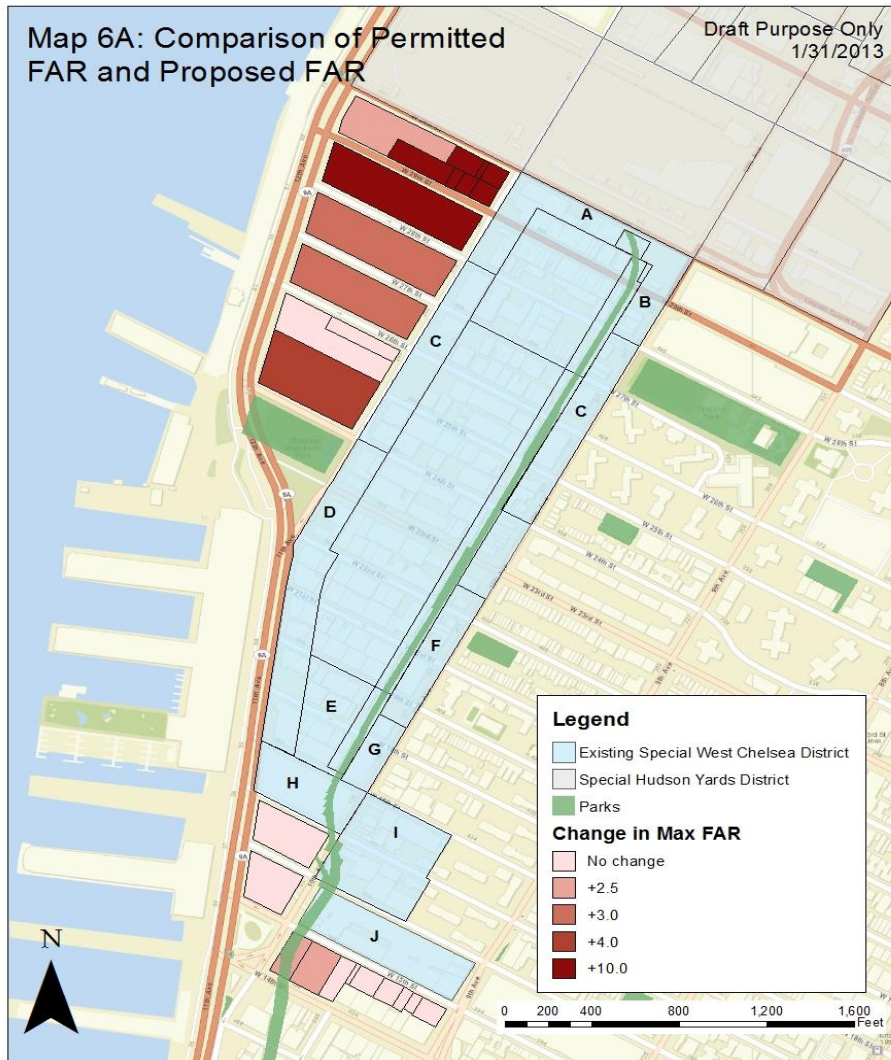


- Proactive rezoning from M2-3 (2 FAR) to C6-3
  - Allows commercial uses at higher FAR and permits residential uses
- Include most of block from 11<sup>th</sup> Ave. in subarea C
  - FAR 5.0 to 7.5 (if use bonus)
  - Maximum height: 110 – 145 feet
- Include 12<sup>th</sup> Avenue frontage in subarea D
  - FAR 5.0 to 7.5 (if use bonus)
  - Maximum height: 250 feet
  - Slender buildings
  - Add affordable housing component
- Remap West 25<sup>th</sup> Street between 11<sup>th</sup> and 12<sup>th</sup> Avenues to provide access to river and new buildings, and to reduce lot size





# Comparison of Permitted FAR and Proposed FAR



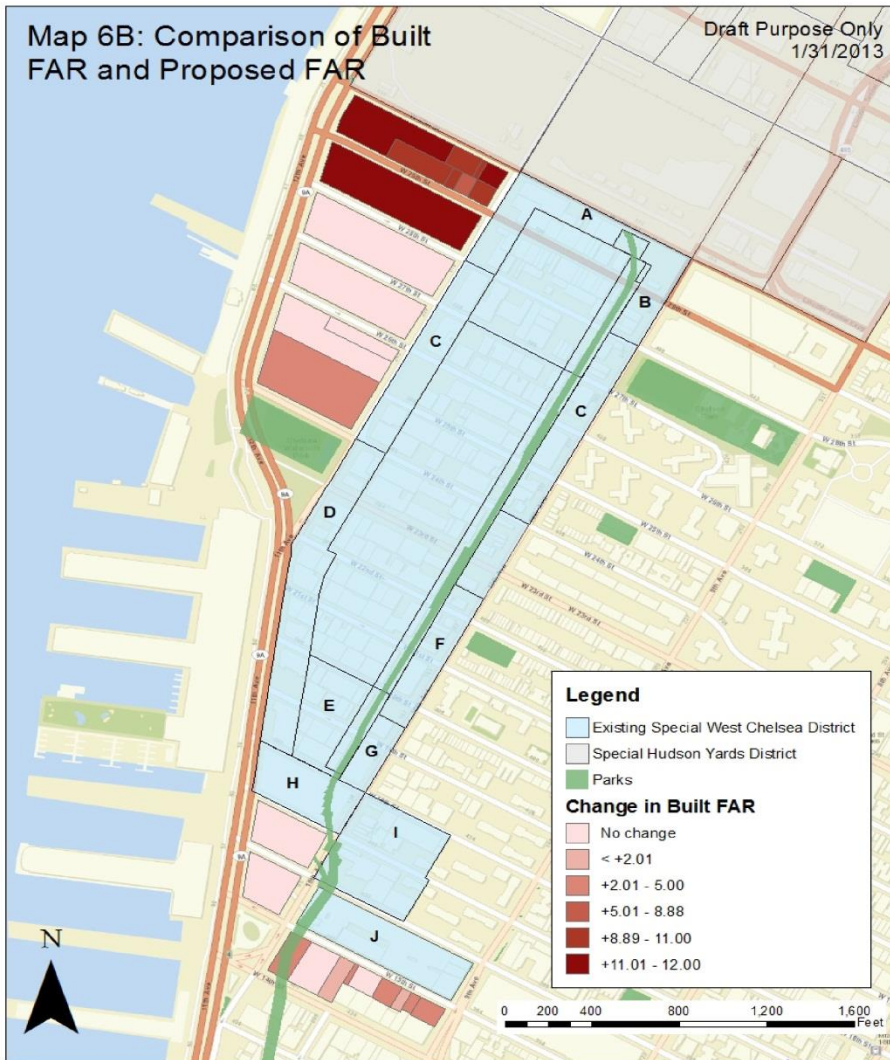
## South Study Area

- Moderate FAR increase for 450 W. 15<sup>th</sup> and 10<sup>th</sup> Avenue frontage (if use High Line/Affordable Housing bonus: 7.5 FAR)
- No change for other lots

## North Study Area

- Blocks 674 and 675: Large FAR increase
- Terminal Stores and Starrett-Lehigh sites: moderate FAR increase (+3)
- DOS and B&O sites: no change
- US Postal Service Site: +4 FAR increase

# Comparison of Built FAR and Proposed FAR



## South Study Area

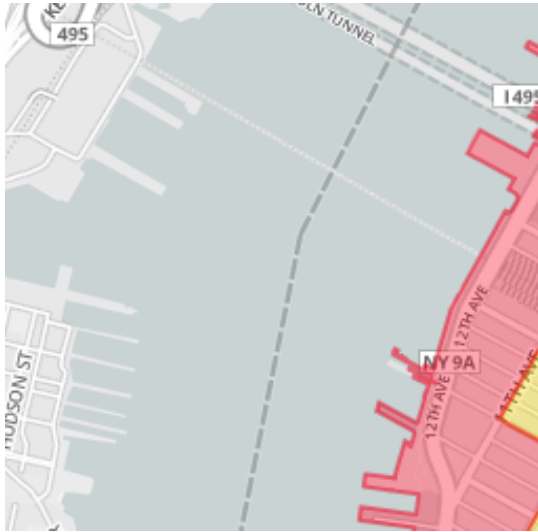
- Lots on south side of W. 15<sup>th</sup> Street: varied
- Two western blocks: no change

## North Study Area

- Blocks 674 and 675: large FAR increase
- Terminal Stores, Starrett-Lehigh, B&O and DOS sites: no change
- US Postal Service Site: large increase



# Special West Chelsea District Storm Surge Considerations



## ■ Zone A

Residents in Zone A face the **highest** risk of flooding from a hurricane's storm surge

## ■ Zone B

Residents in Zone B can expect a **moderate** likelihood of evacuation if a hurricane is expected to reach NYC

Source: [NYC.gov](http://NYC.gov)



- The North Study Area and the western ends of 85 and 99 Tenth Avenue are in Zone A
- The South Study Area except for those portions in Zone A is in Zone B
- The existing SWCD between 20<sup>th</sup> and 26<sup>th</sup> Streets is in Zone A; the remainder is in Zone B