

Application Section 4a: UWS Retail Certification Project Description

Please use this template and fill in the appropriate information in any bracketed [] area.

It is strongly suggested that the applicant follow this outline. The Project Description must be written in narrative form, using full sentences and paragraphs.

Smith's Shoes
0000 Amsterdam Avenue
June 30, 2012

1. Introduction

My name is John Smith and I am proposing a project at 00000 Amsterdam Avenue, on the East side of Amsterdam Avenue between X Street and Y Street. The site is located on tax block xx and lot yy. The current zoning is R8A/C2-5 in the EC-2 Special District.

The proposal requires the Certification to Allow a Limited Increase in Street Wall Width (132-51) from 25 feet to 50 feet. The existing frontage is currently for the Smith's Shoes, a retail shoe store that has existed at this location since July 2008. In order to achieve the expansion, the establishment would extend into 01000 Amsterdam Avenue, which currently contains a coffee shop and which is expected to be vacant at the time of expansion. No other City Planning actions are required.

2. Prior and Current Unrelated Actions (if applicable)

The certification to allow a limited increase in street wall width requires demonstration that not more than one other establishment (including vacant frontages) exceeds 40 feet in frontage on, across from, or adjacent to the block on which this project is proposed. Additionally, the certification requires verification that at the time of this application, no other approved applications exist for certifications or authorizations under Section 132-50 in the geographic boundaries defined by this project area.

If a certification or authorization application has been approved in the project area but no other establishment in the area exceeds 40', describe the details of the approved application with project name, date, address.

Since no other applications exist, I understand I meet the condition of 132-51(c) of this certification.

3. Description of the Surrounding Area and Project Area

Surrounding Area

The project is located in Manhattan Community Board 7. The area is known as the Upper West Side.

The neighborhood is characterized by a diversity of retail and commercial options with multiple storefronts per block. Buildings typically have narrow footprints, with commercial uses on the ground floor and occasionally on the second floor, with generally 4-10 residential stories above. It is a dense, active neighborhood, close to numerous public transportation options including the 1/2/3 subway line on Broadway and the A/C/B/D subway line on Central Park West. The commercial neighborhood is defined by Broadway, with larger building footprints and a mix of ground floor commercial frontages, and by Amsterdam and Columbus avenues, which generally have narrower building footprints and smaller commercial frontages. No other avenues and only a small number of side streets are zoned for commercial uses in this neighborhood, resulting in an unusually high demand for commercial square footage.

Project Area

The specific blocks comprising the project area, Tax Blocks 1234, 1235, 1236, and 1237, on the East side of Amsterdam between X Street and Y street, and the West side of Amsterdam between X Street and Y Street, generally resemble blocks throughout EC-2. They are characterized by multiple stores per block, with a mix of retail and commercial services on the ground floor and residential units above.

The 4 blocks have a combined 30, with 7 on the block for which establishment represented by this application is on, averaging 18 feet in frontage. The retail and commercial uses on this block include coffee shops, bodegas, a hair salon, a shoe store and a pharmacy, and 4 residential entries. The number of storefronts on this block will be reduced to 6 upon completion of the expansion proposed by this application.

The project is located in a R8A/C2-5 zoning district. The project area is also zoned EC-2.

4. Description of Proposed Development Site (if different than the Project Area)

The project site is located in Manhattan CB7 on tax block XX and lot YY. The site has an existing frontage of 25 feet along Amsterdam Avenue.

5. Description of the Proposed Development

As illustrated in the attached Base Map, the project site includes frontage currently occupied by Smith's Shoes with 25 feet of frontage along the East side of Amsterdam Avenue between X Street and Y Street, and adjacent frontage to be expanded into, currently occupied by L's Coffee, a coffee shop with 25 feet of frontage along Amsterdam Avenue.

John Smith is applying for the certification for a limited increase in street wall width in order to accommodate the existing establishment's expansion. Smith's Shoes has been at this location for nearly 5 years and wishes to expand in order to expand operations. This use cannot extend its square footage without increasing the street wall width because of physical restrictions created by the building design and regulatory limitations that prevent expansion to the second floor.

6. Action(s) Necessary to Facilitate the Project

Certification to Allow a Limited Increase in Street Wall Width (Section 132-51). The certification would allow the extension of 25 feet of street frontage to the existing establishment at 0000 Amsterdam Avenue, which currently has 25 feet of street frontage. The approved certification would result in a total street frontage of 50 feet along the East side of Amsterdam Avenue between X Street and Y Street.

7. Conclusion

Approval of the certification to allow a limited increase in street wall width (132-51) will allow the project site to extend the frontage of 0000 Amsterdam Avenue from 25 feet to 50 feet. As demonstrated in the findings, the project site has been in existence for at least a year, and also meets the land use criteria that not more than one other establishment with frontage greater than 40 feet exists on the block on which the project site is located, adjacent to, or directly across the street within EC-2. The certification is necessary to allow the project site to expand operations in a way that is consistent with the land use character and retail environment of this Special District.