







Greater East Midtown Proposal

City Council Public Hearing

June 20, 2017

A Premier Business District with Long-term Challenges

More than **60 million square feet of office space**.

Approximately 250,000 workers.

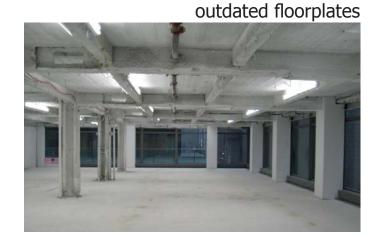
Home to some of the city's most iconic office buildings, landmarks, and civic spaces.

Regional transit hub.

Investment in significant transit infrastructure including East Side Access and Second Avenue subway.

Long-term Challenges

- Outdated building stock
- Limited new development
- Current zoning
- Pedestrian + transit network















Recent City Initiatives

2013 | East Midtown rezoning proposal

City withdrew proposal prior to a vote by City Council in order to address comments.

2015 | Vanderbilt Corridor rezoning approved

Permits developments to achieve higher densities in exchange for making transit improvements and/or via development rights from nearby landmarks.

2015 | East Midtown Steering Committee

Consensus-driven, stakeholder process that laid the foundation for the current Greater East Midtown rezoning proposal.

Top | View south, rendering of Midtown skyline with One Vanderbilt. **Bottom** | View west, rendering of One Vanderbilt building and plaza.

Images | Kohn Pedersen Fox Associates











Individual Landmarks + Historic Districts



Minnie E. Young Residence



Martin Erdmann Residence



18 East 41st Street



Hampton Shops Building



Yale Club



Pershing Square Building



Graybar Building



400 Madison



Shelton Hotel



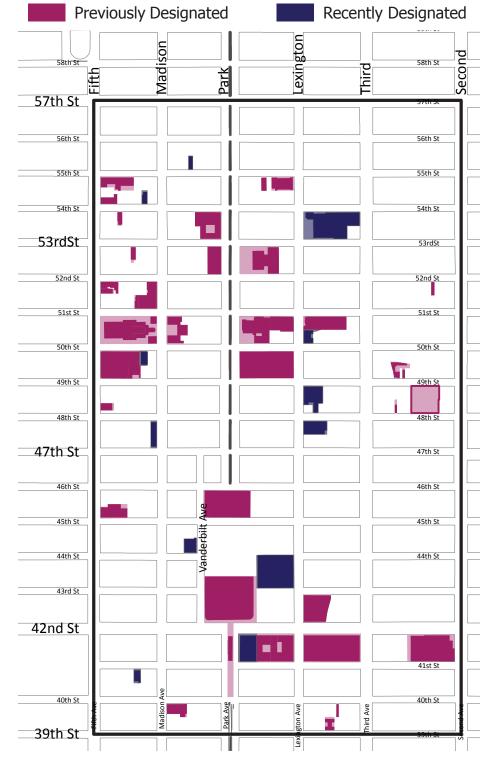
Beverly Hotel



Hotel Lexington

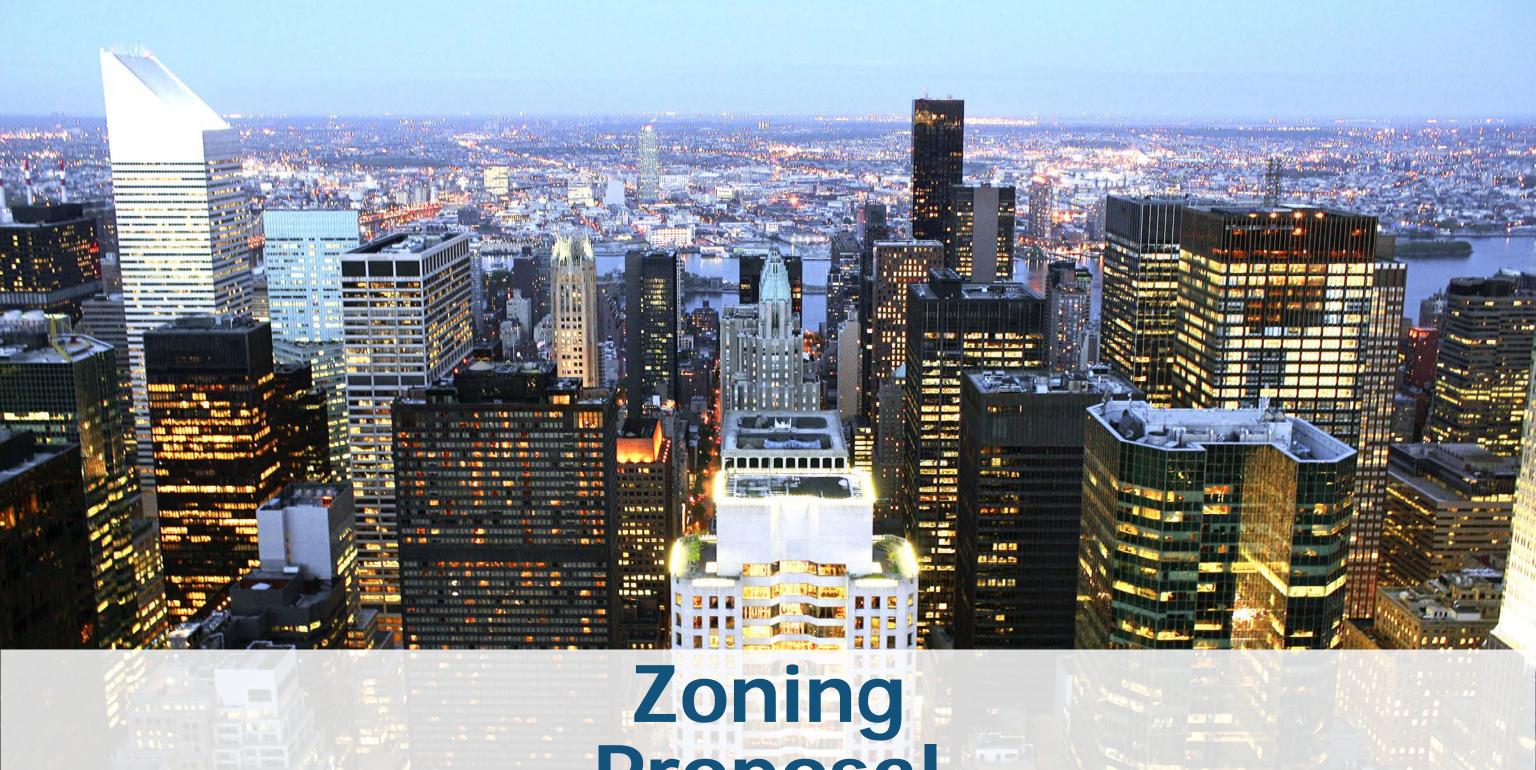


601 Lexington Avenue and St. Peter's Church









Zoning Proposal

Proposed Boundary

Subdistrict boundary is informed by current land use and built fabric.

Predominately commercial areas included.

Mixed residential-commercial areas not included.

Residential districts east of Third Ave not included.

Vanderbilt Corridor remains separate.





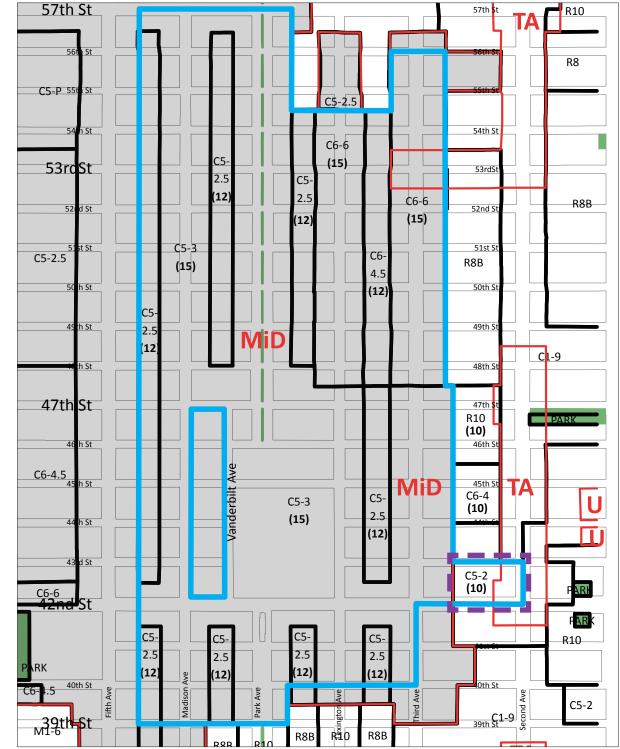


Proposed Text + Map Amendment

Text amendment | Establish the East Midtown Subdistrict within the Special Midtown District (MiD), which will supplant the Grand Central Subdistrict.

Map amendment | Rezone Block 1316.









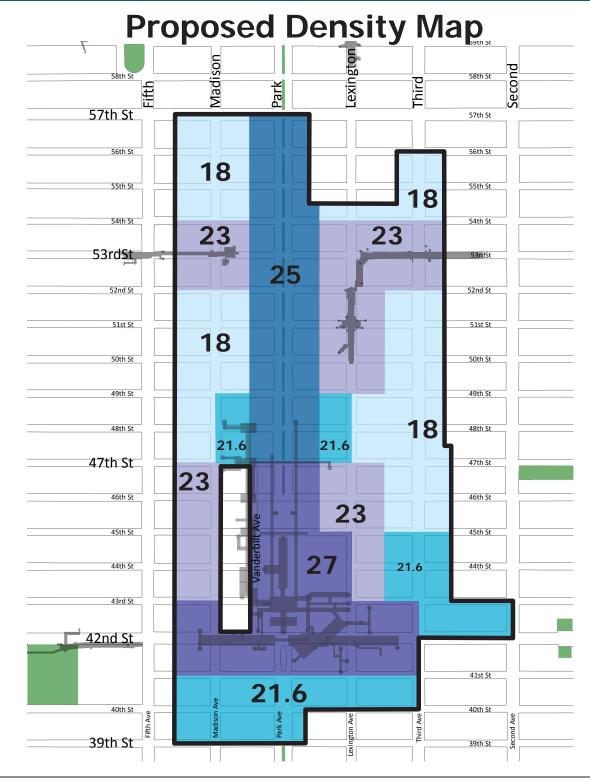
Text Amendment Density Framework + Qualifying Site Criteria

Increased density based on locational criteria

- Near Grand Central Terminal
- Near transit hubs along East 51st and East 53rd streets
- Along Park Avenue
- Along wide streets

Site eligibility criteria in order to use proposed framework

- Cleared frontage, a landmarked building, or a transit easement required along a wide street
- Commercial floor area minimum of 80% of zoning lot
- Building must meet or exceed environmental standards







As-of-Right Mechanisms



Qualifying sites can achieve maximum as-of-right FAR via three mechanisms:

pre-identified transit improvements

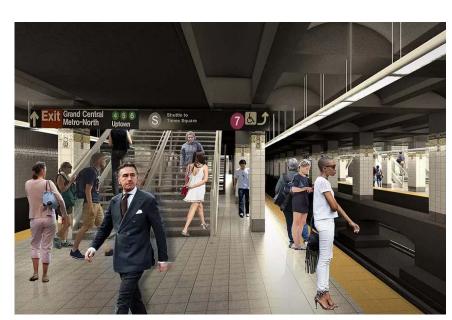
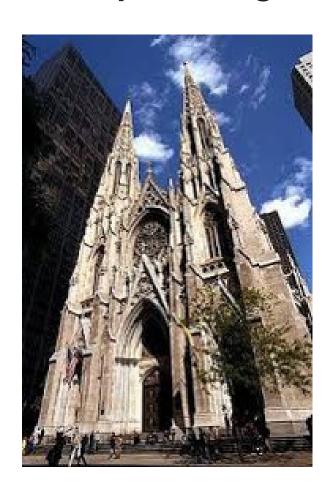


Image | Kohn Pedersen Fox Associates

transfer of landmark development rights



rebuild overbuilt floor area

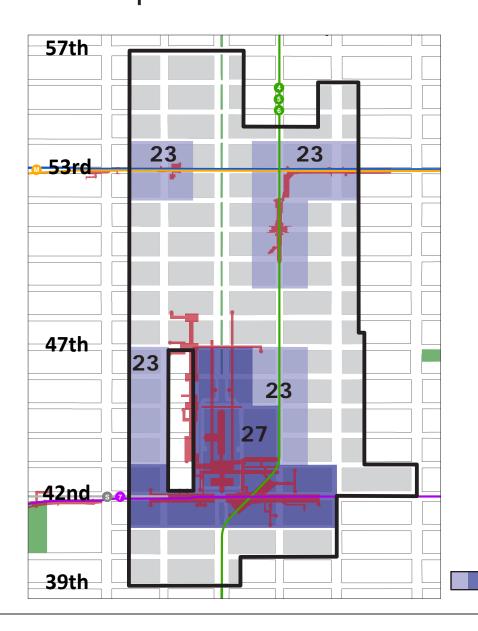


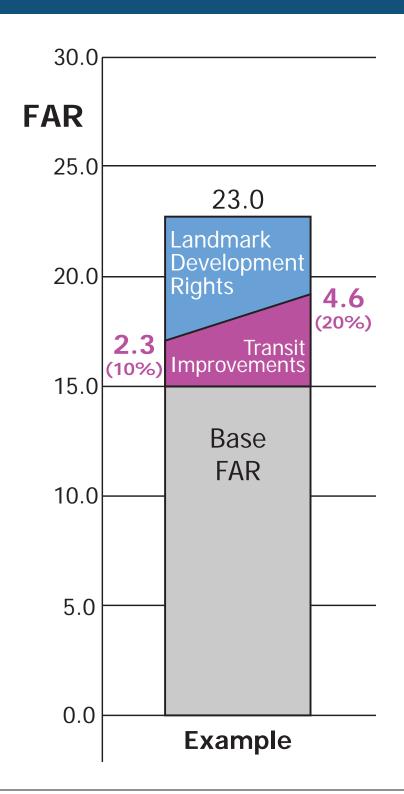




As-of-Right Transit Improvement Mechanism

Required improvements | Within a Transit Improvement Zone, between 10% and 20% of a development's earned floor area must be generated through the completion of pre-identified transit improvements.











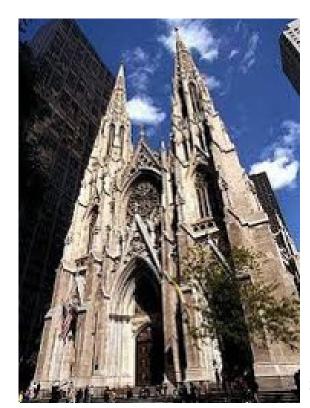
Transit Improvement Zone

As-of-Right Landmark Transfer Mechanism

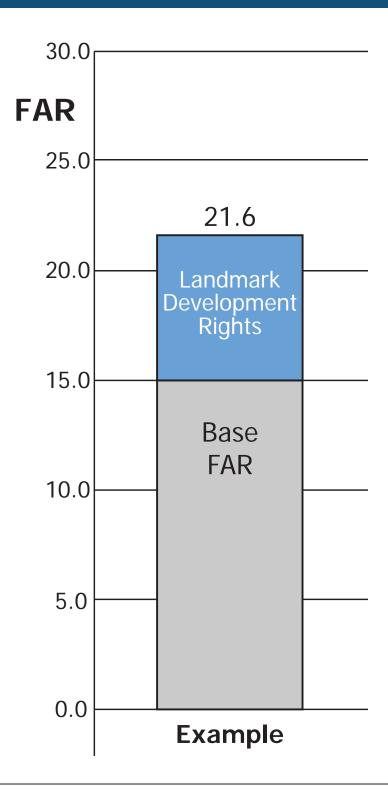
Would permit district-wide transfer of landmark development rights.

Continuing maintenance plan for the landmark will be required.

Each transfer requires a **contribution into the Public Realm Improvement Fund** equaling 20% of TDR sale or a minimum contribution of \$78.60 per square foot.



Saint Patrick's Cathedral









As-of-Right Overbuilt Floor Area Mechanism

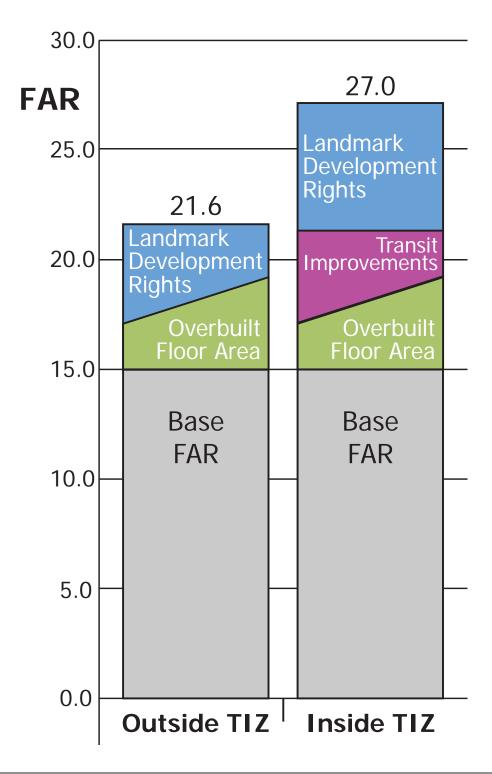
Would permit pre-1961 buildings with **non-complying floor area** to demolish and re-build to their overbuilt density.

Non-complying floor area that is rebuilt would require a **contribution into the Public Realm Improvement Fund** of \$78.60 per square foot.

Qualifying sites could utilize the transit improvement and landmark transfer mechanisms to achieve maximum permitted FAR.



570 Madison Avenue









Additional Subdistrict Regulations



Provisions Applicable on Qualifying Sites

- Environmental standards
- Height and setback
- Sidewalk widening
- Retail continuity
- Stacking rules

Special Permits for Additional Floor Area

- Transit improvement special permit
- Public concourse special permit

Discretionary Actions to Modify Qualifying Site Criteria

- Authorization to allow enlargements on qualifying sites
- Special permit to modify qualifying site provisions

Additional **Modifications Affecting the**Subdistrict

Hotel use









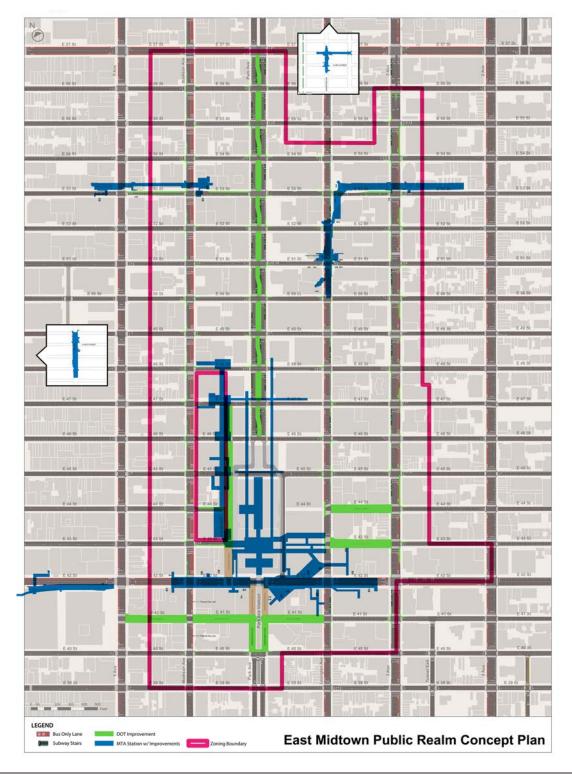
Improvements

Public Realm Improvement Concept Plan

Initial public realm improvement concept plan consists of pedestrian realm projects and transit improvements identified by DOT and MTA.

Projects in the concept plan can be modified over time to adapt to changing situations and capitalize on future opportunities.

Principles and project types are incorporated into the Zoning Resolution.









Transit Improvements



Pre-identified transit improvements

- Improvements categorized according to project scope and public benefit.
- Projects completed in conjunction with development that occurs in transit improvement zones.

Floor area + project types

- Type 1 | 40K sf new station entrance, ADA access to one level, small scale widening of stair
- Type 2 | 80K sf new escalators, ADA access to multiple levels, numerous widened stairways
- Type 3 | 120K sf significant station overhauls and significant improvements to station capacity

Proposed improvements to Lexington line at Grand Central Terminal via One Vanderbilt project



Image | Kohn Pedersen Fox Associates



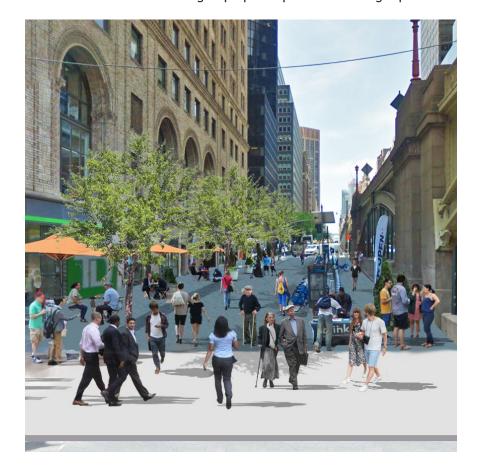






pedestrian plazas

Rendering of proposed plaza at Pershing Square East



shared streets

Rendering of interim strategy to pilot a shared street treatment



thoroughfares

Bus bulbout at Seventh Avenue and West 34th Street









Public Realm Improvement Fund + Governance

The Fund:

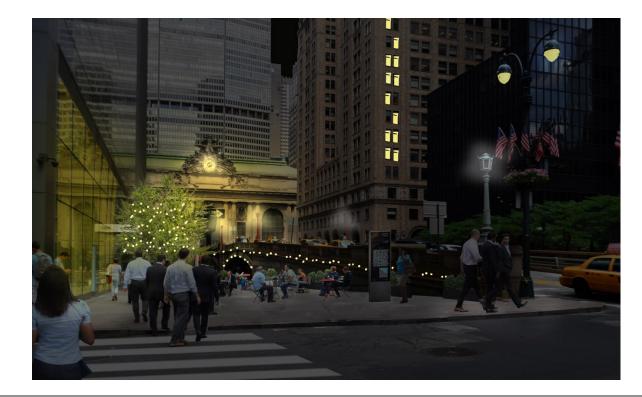
- Generated through a portion of the landmark development rights sales and the redevelopment of overbuilt floor area.
- Supports capital improvements identified by DOT and MTA.
- Maintained independent of the City's General Fund.

Governing Group:

- The Fund will be managed by an 11-member governing group.
- Charged with prioritizing improvements to be funded and modifying improvement list based on the area's needs.

Images | Renderings of pedestrian plaza at Park Avenue and 40th Street in daytime and nighttime condition.











Minimum Contribution Function + Methodology



Function

Assures an appropriate minimum level of investment in the public realm, which is mutually beneficial to the public, property owners, and landmarks.

Minimum contribution amount methodology

Based on the results of a market study, the TDR value of the lowest quartile of the 10 most recent land sales in Midtown East and Midtown West was used to determine the minimum contribution amount of \$78.60 per square foot.

Landauer East Midtown Market Study Final Report cover



EAST MIDTOWN LANDMARK TDR CONTRIBUTION RATE MARKET STUDY

FOR:

New York City Economic Development Corporation 110 William Street New York, NY 10038

BY:

Landauer Valuation & Advisory A division of Newmark Grubb Knight Frank 125 Park Avenue New York, New York 10017

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Concept Plan:

Transit Network

Guiding Principles

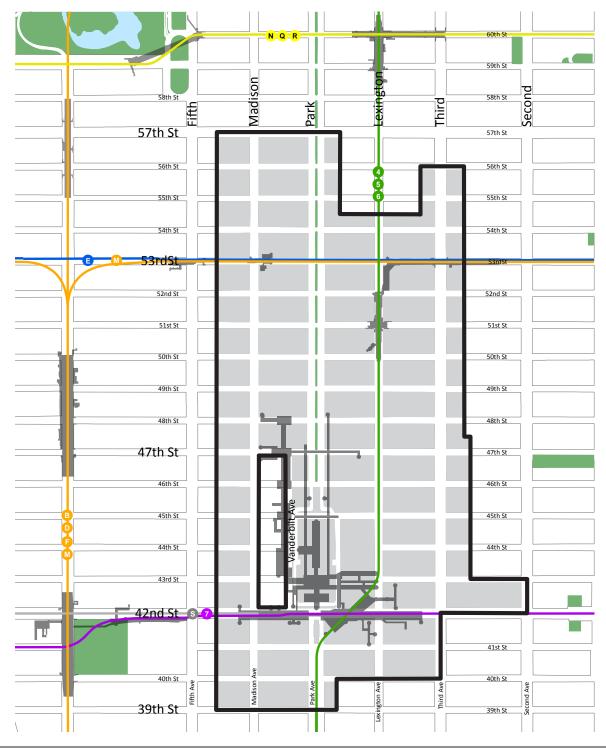
Prioritize stations with highest volume of customers to/from East Midtown

Address stations' customer congestion points by

- Increasing capacity with new or wider stairs/ escalators
- Providing new path of travel with a new entrance or stair

Provide ADA accessibility where does not exist

Placemaking to improve circulation, wayfinding and the customer environment



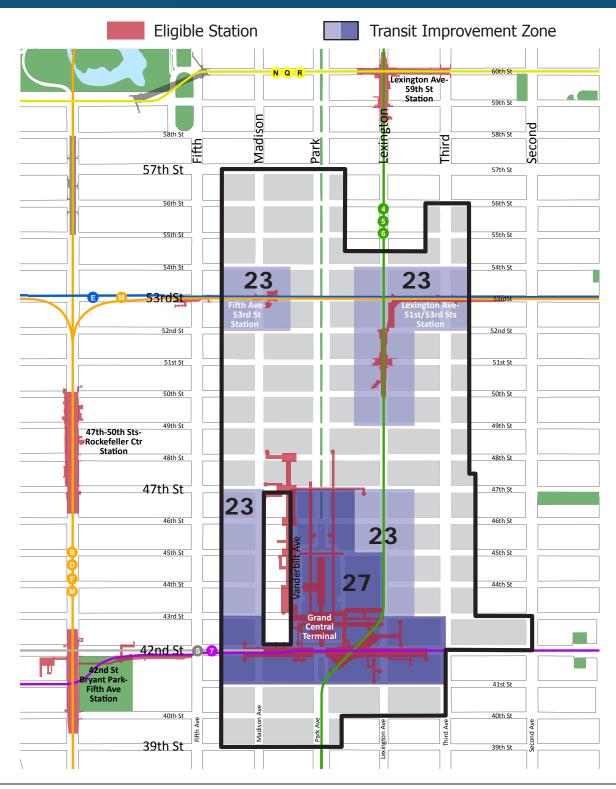




Station Eligibility

MTA identified six stations with significant East Midtown ridership.

- Grand Central
- Fifth Avenue-53rd Street
- Lexington Avenue-51st/53rd Streets
- 42nd Street Bryant Park-Fifth Avenue
- 47th-50th Streets-Rockefeller Center
- Lexington Avenue-59th Street







Pre-Identified Transit Improvements

- Entrances | **four** new entrances
- Stairways | six new and twelve widened stairs
- Escalators | one widened and two new escalators
- Elevators | nine new elevators
- Completed renovation of Lexington mezzanine















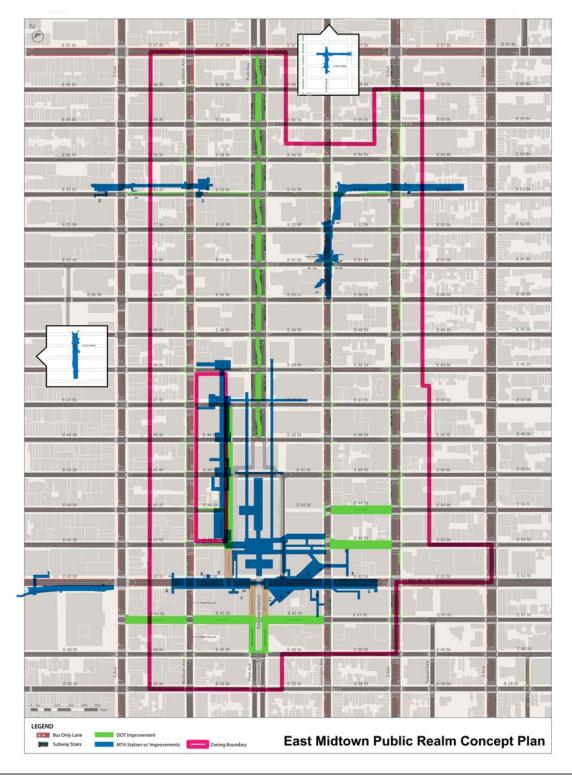
Concept Plan: Pedestrian Realm

Guiding Principles

Enhance safety

Balance vehicular mobility and pedestrian circulation improvements

Create premier public spaces









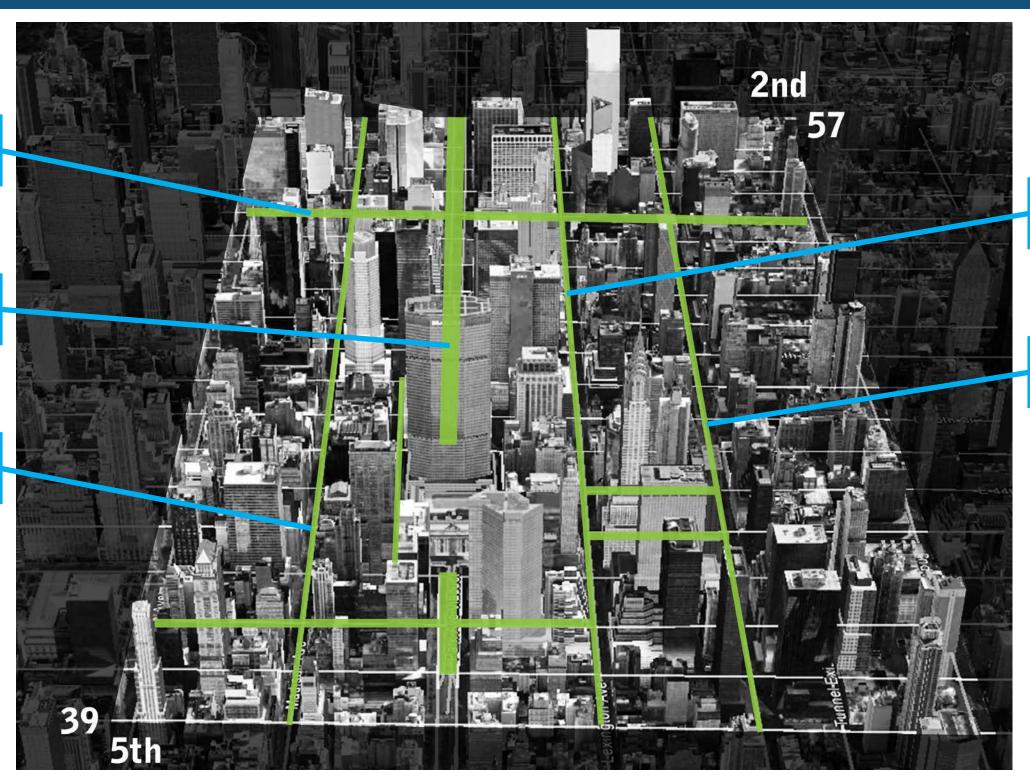
Thoroughfare Improvements



53rd Street

Park Avenue

Madison Avenue



Lexington Avenue

Third Avenue







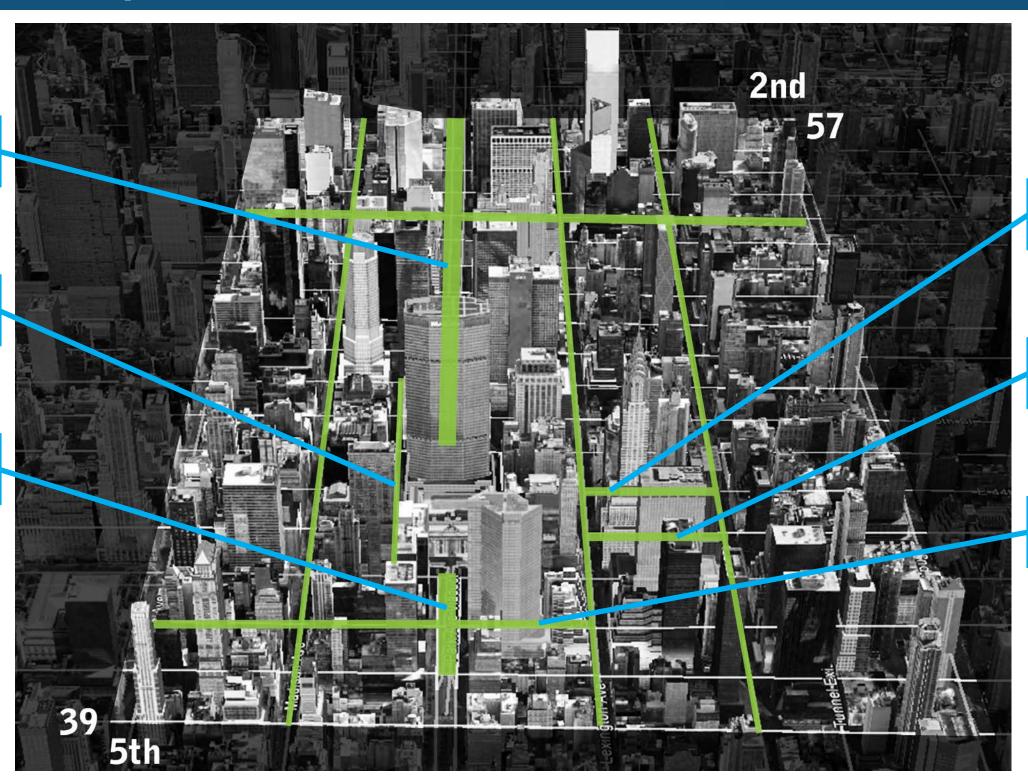
Premier Public Spaces



Park Avenue

Vanderbilt Avenue

Pershing Square



44th Street

43rd Street

41st Street







Plaza Program









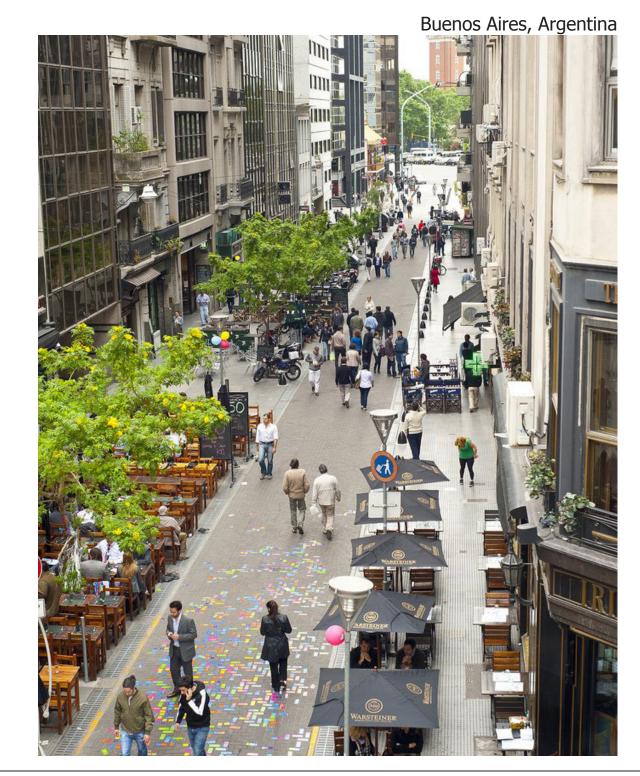


Shared Street

A "Shared Street" is a roadway designed for slow travel speeds where pedestrians, cyclists, and motorists all share the right of way.

Vehicles are advised to drive 5MPH and the roadway is flush from building line to building line without the typical curb line grade separation.

Shared streets can be designed and managed in a variety of different ways to balance the needs of all users while enhancing the safety, aesthetics, and overall experience of the street.

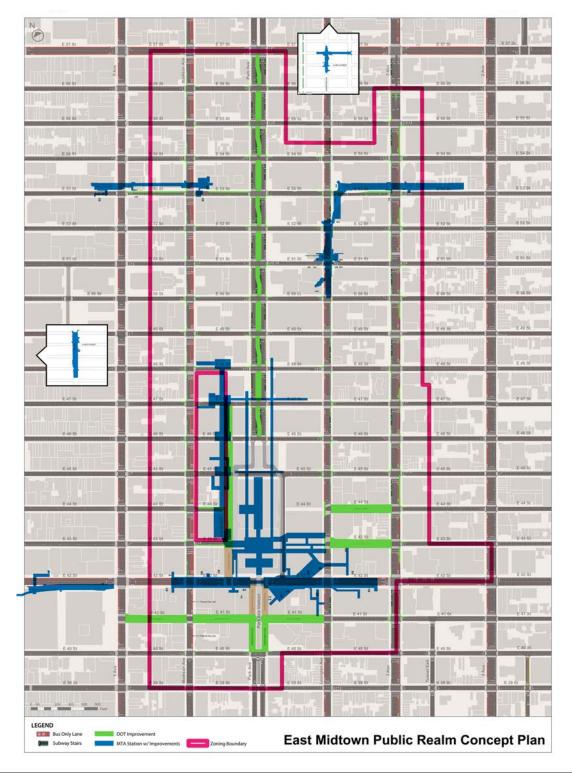






Process

- Funding will become available through development
- Governing Group will select a project
- DOT will work to identify a maintenance partner
- DOT will hold multiple public workshops to develop a design responsive to the needs of local stakeholders
- DOT will present the design to the community board for approval



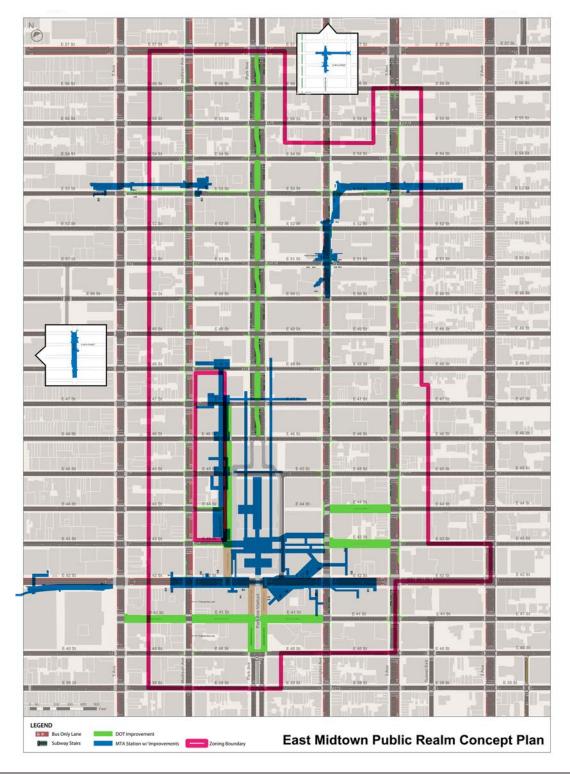




Early Action Items

DOT will pursue public realm improvements using interim treatments prior to future development. The proposed early action items include:

- 53rd Street corridor enhancements
- Pershing Square East Plaza upgrades
- Park Avenue traffic reconfiguration and safety upgrades
- Shared street pilot project

















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