



Seward Park Overview

**Presentation to Manhattan Community Board 3
Land Use, Zoning, Public and
Private Housing Committee
March 8, 2010**

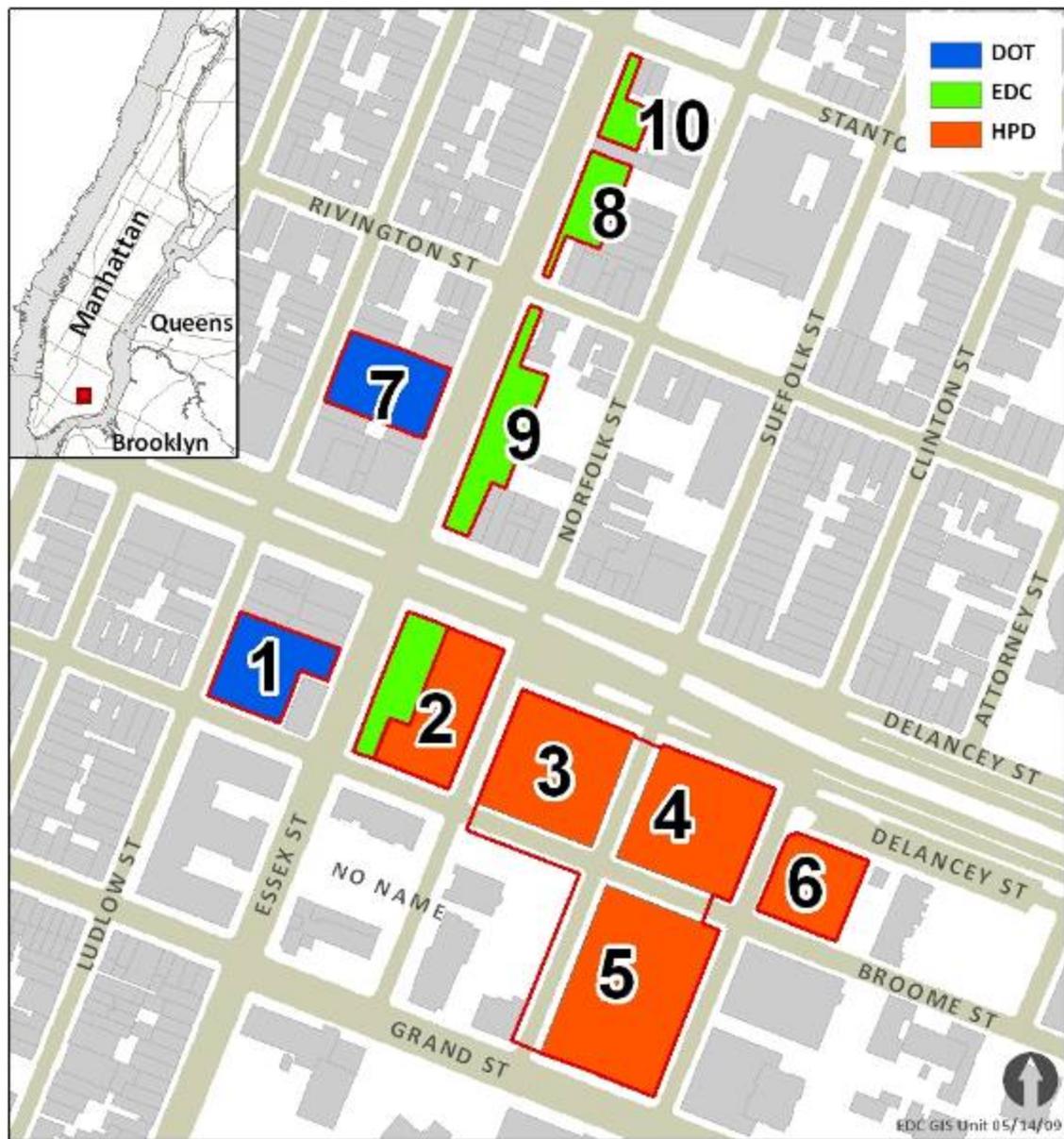
Agenda

- Site Overview
- Review of Committee Meetings to Date
- Program Development – Next Phase
- Review of Development Process
- Questions and Answers

Site Map



Site Overview – Jurisdiction



Committee Accomplishments to Date

- Spring 2009 Guiding Principles (Adopted by CB)
- July 2009 Size and scope
- September 2009 City process
- December 2009 Urban design, open space
- January 2010 Parking and retail
- February 2010 Cultural/community space

Committee Discussions to Date

■ **Size and Scope**

- Include as many sites as possible
- Support for mixed-used development with significant residential and retail components
- Sites do not need to be developed by single developer
- Potential to consider rezoning/more bulk depending on potential benefits/costs

■ **Urban Design and Open Space**

- Maintain street walls; no “towers in the park”
- Incorporate open space into the plan; amount depends on tradeoffs
- Incorporate green building practices, depending on cost implications
- Need for further assistance in conceptualizing the urban design parameters

Committee Discussions to Date

■ **Parking**

- Include parking to replace surface lot spaces
- Parking on the site should not be subsidized in exchange for other subsidized uses
- Truck parking on surface lots should not be prioritized over other development opportunities

■ **Retail**

- Support for significant retail space as part of program
- Interest in variety of retail types and sizes that serve community needs and provide opportunity for local entrepreneurs

■ **Cultural/community space**

- Need for more clear understanding of the tradeoffs
- Concern that new uses may compete with surrounding cultural uses

Moving forward

- Maintain momentum
- Reach consensus on development program
 - Engage in concentrated effort within definitive timeframe
 - Begin facilitated process



Overarching Project Goals

- Mixed-use development
- Financially feasible program



Development Program Components

- Amount and affordability of housing
- Scope of retail
- Type & amount of open space
- Amount of community facility space
- Cultural/entertainment uses
- Amount of parking
- Urban design
- Other uses



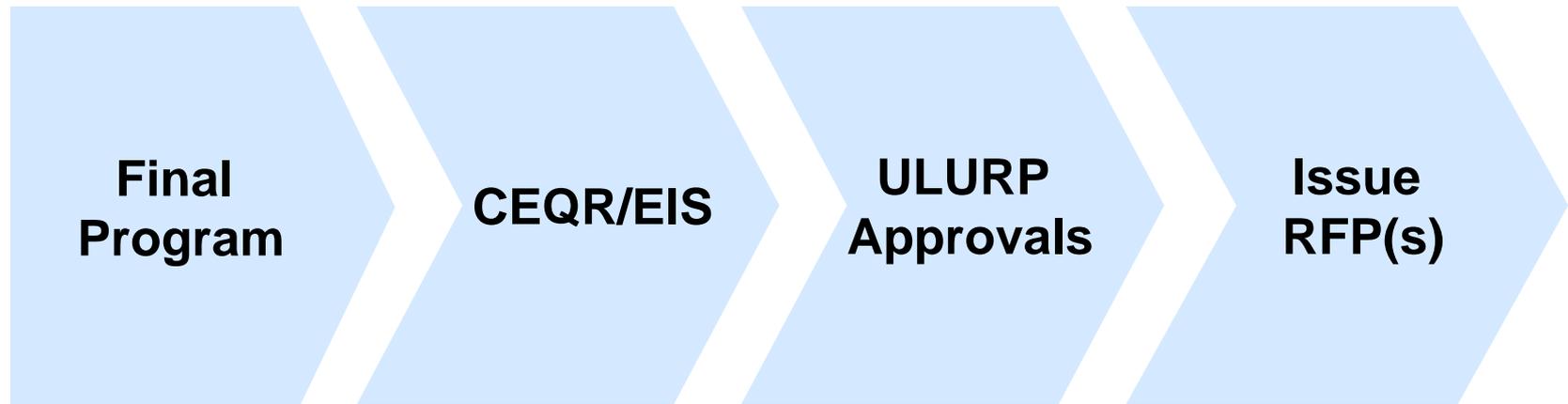
Proposed Next Steps

- Recommended facilitator/planner: John Shapiro
- Begin 4 month intensive process
 - Facilitator stakeholder interviews
 - Focused Committee work sessions
 - Public meeting(s)



Review of City Development Process

- Determine Development Program
- Complete CEQR/Environmental Impact Statement
- Take proposed program through ULURP
- Issue RFP(s)



Thank You!

Questions and Answers