



Seward Park Mixed-Use Development Project

Manhattan Community Board 3

Land Use, Zoning, Public & Private Housing Committee Meeting

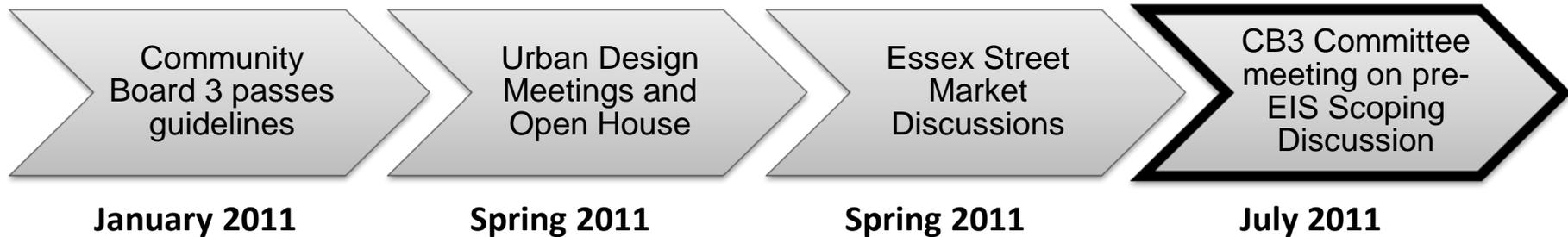
July 27, 2011



Agenda

- **Project schedule to date**
- **Environmental consultant**
- **Overview of environmental/public review process**
- **Analytical framework**
- **Areas of analysis**
- **Project schedule moving forward**
- **Q & A**

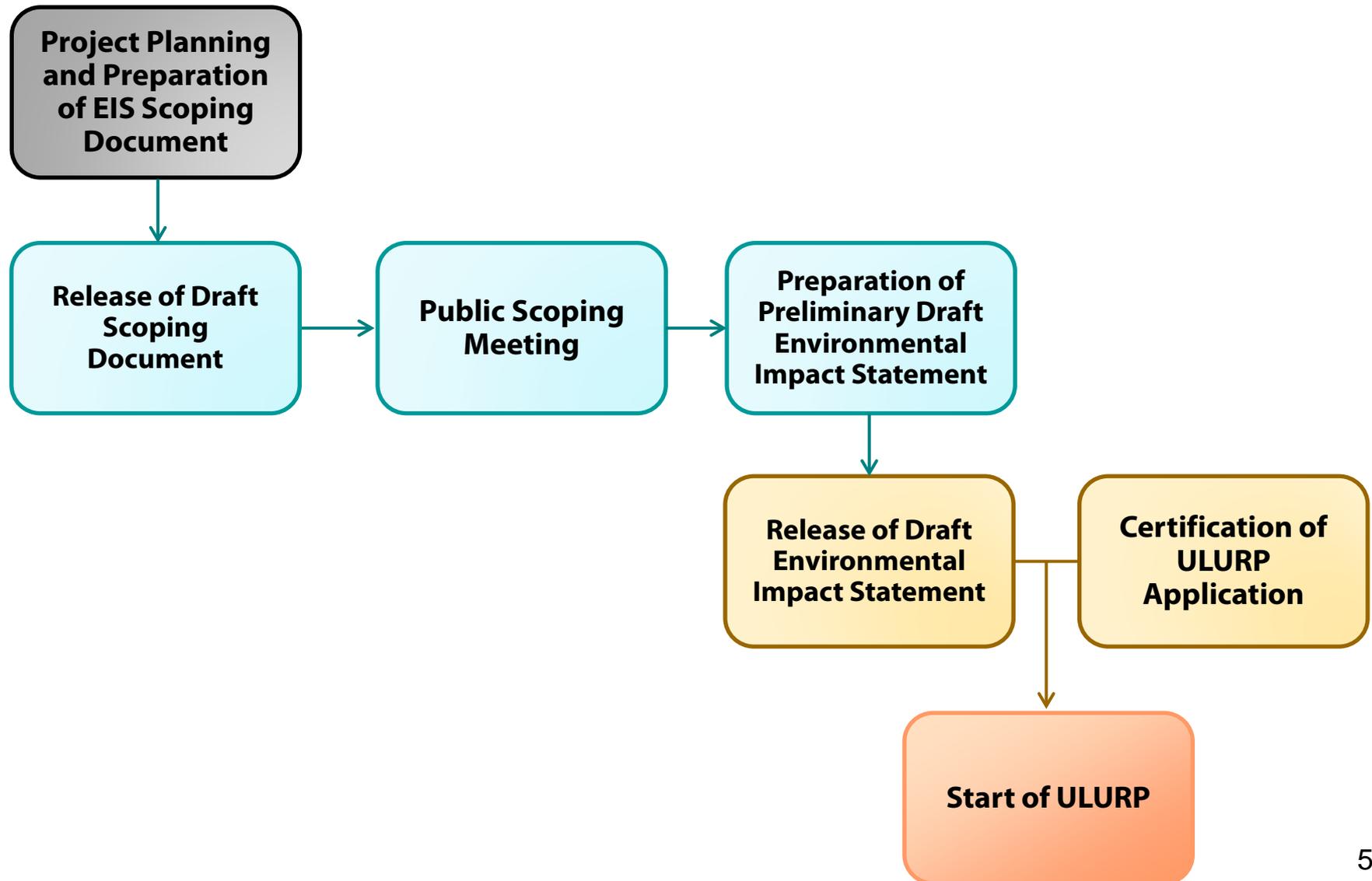
Project Schedule to Date



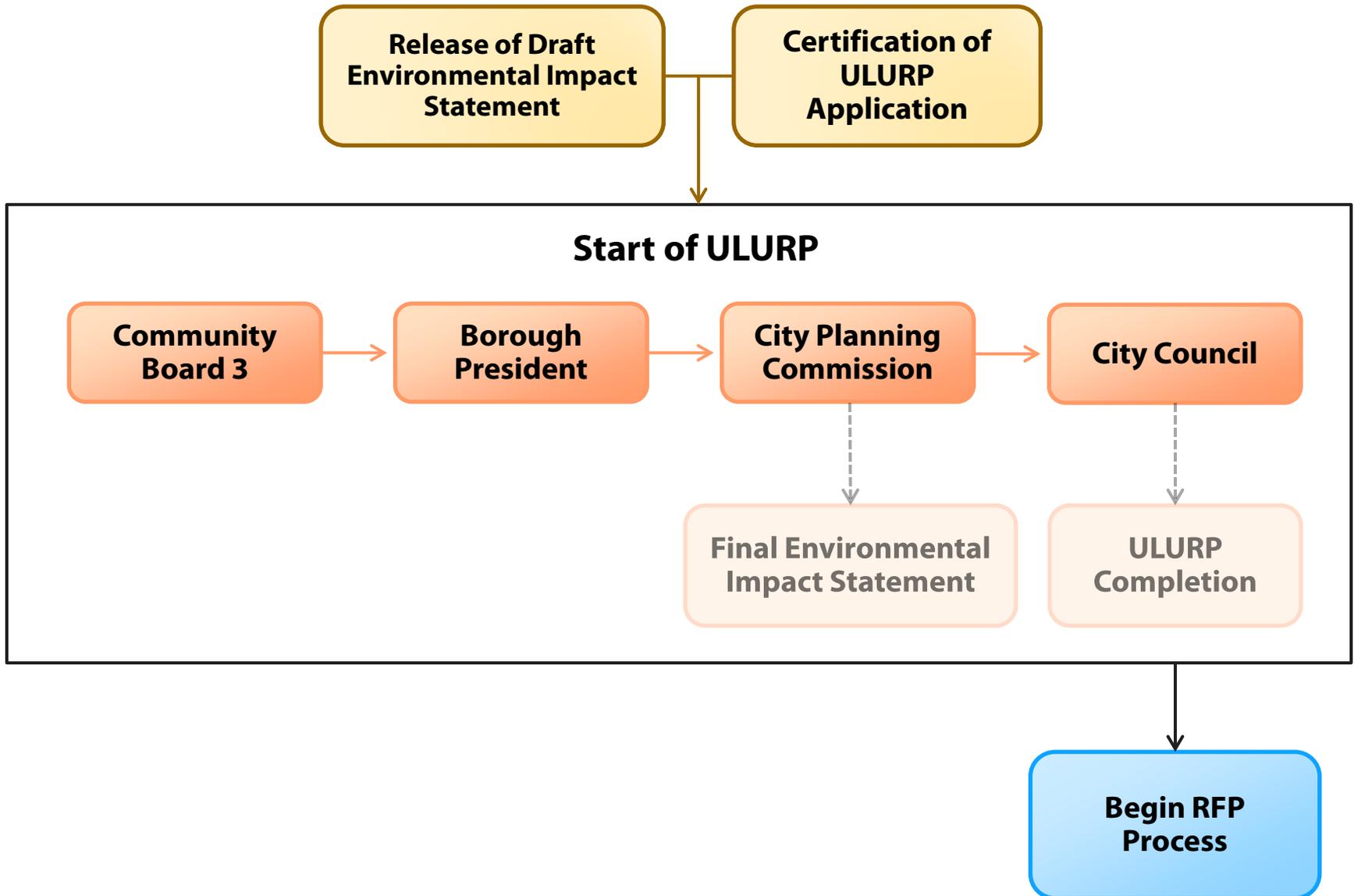
Environmental Consultant

- **AKRF, Inc.**
 - Selected through a public RFP process
 - Environmental, planning and engineering firm with 30 years experience in environmental review process
 - Project Director: Linh Do

Overview of Environmental Review Process



Overview of Public Review Process



Analytical Framework

- **What is a “Reasonable Worst Case Development Scenario” (RWCDS)?**
 - Scoping document describes the RWCDS and identifies which environmental areas may be adversely affected.
 - Represents an illustrative development program of uses, size, design massings allowable under proposed ULURP actions.
 - Using RWCDS, EIS will determine and disclose the maximum/upper range of environmental consequences of that program.

Analytical Framework

- **Defining the “Reasonable Worst Case Development Scenario” (RWCDS) for the Seward Park Project**
 - The community guidelines and urban design recommendations adopted by CB3 serve as a broad framework for defining essential elements of the program.
 - The RWCDS is an illustrative program which allows for some flexibility in what eventually gets built.
 - The RWCDS analyzes the scenario with the largest impacts, and the eventual built program will be at or below those levels.

Analytical Framework – Draft Program for EIS

- **Gross Square Footage:**
 - 1.5 million SF
- **Uses:**
 - ~60% Residential FAR
 - ~40% Non-residential FAR
- **Housing:**
 - ~900 units
- **Affordable housing:**
 - 50%

Analytical Framework – Draft Program for EIS

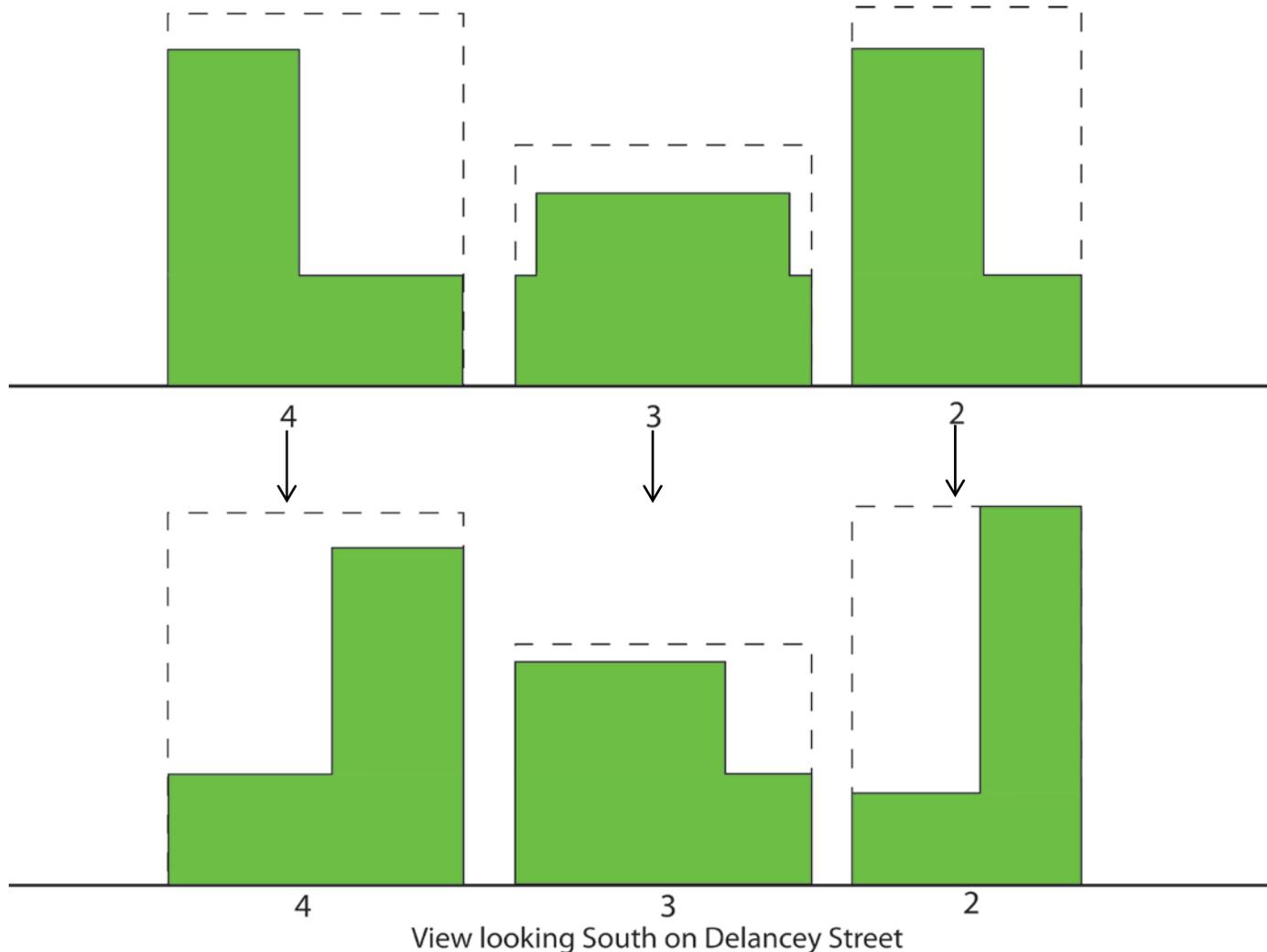
- **Open space:**
 - ~10,000 SF
- **Parking:**
 - Allow for a minimum of 350 parking spaces
- **Public Market:**
 - Relocate market to a new, larger facility on Site 2 at Essex and Delancey Streets
- **Hotel:**
 - ~200 room hotel
- **Heights:**
 - Sites 3, 5 and 6: up to 14 stories
 - Sites 2 and 4: up to 24 stories
 - Sites 1, 8, 9 and 10: Consistent with existing zoning

Analytical Framework



- Photograph of model created as part of urban design work sessions with CB3.
- Model demonstrates conceptual building massings; actual buildings will not necessarily look like this.
- Gray buildings are existing; white buildings are potential shapes for the new buildings.

Physical Envelope – Bulk Alternatives



This diagram shows how an envelope (dotted line) could be defined along Delancey Street – the total size of the building (in green) remains the same, but the shape of the building can change within the outer envelope. The full envelope could never be built.

Areas of Analysis

1. Land Use, Zoning and Public Policy
2. Socioeconomic Conditions
3. Community Facilities and Services
4. Open Space
5. Shadows
6. Historic and Cultural Resources
7. Urban Design and Visual Resources
8. Natural Resources
9. Hazardous Materials
10. Water and Sewer Infrastructure
11. Solid Waste and Sanitation Services
12. Energy
13. Transportation
14. Air Quality
15. Greenhouse Gas Emissions
16. Noise
17. Public Health
18. Neighborhood Character
19. Construction Impacts
20. Alternatives

Areas of Analysis

Highlights on Areas of Analysis:

- **Land Use, Zoning, and Public Policy**
- **Socioeconomic Conditions**
- **Community Facilities and Services**
 - Public school and daycare demand
- **Open Space**
- **Shadows**
- **Historic and Cultural Resources**
 - Essex Street Market Buildings and potentially others
- **Urban Design and Visual Resources**

Areas of Analysis

Highlights on Areas of Analysis:

- **Water and Sewer Infrastructure**
- **Transportation (includes Traffic, Parking, Transit, Pedestrians)**
 - In consultation with NYCDOT, detailed traffic analysis proposed at 28 intersections
 - Parking demand and circulation
 - Transit and pedestrian safety
- **Construction Impacts**
- **Alternatives**
 - Alternative(s) that avoid or minimize project's significant adverse impacts
 - Alternative with retention of Essex Street Market on Site 9

Project Schedule – Next Steps



Q & A

- For more information on CEQR and the environmental review process:
http://www.nyc.gov/html/oec/html/ceqr/technical_manual.shtml

Seward Park Project Site

