8.0 Urban Design and Visual Resources

A. Introduction

This chapter considers the potential of the Proposed Actions to affect urban design and visual resources. According to the 2021 *CEQR Technical Manual*, urban design is defined as the totality of elements that shape and affect a pedestrian's experience of public space. These elements include streets, buildings, visual resources, open spaces, natural resources, wind, and sunlight. Per *CEQR Technical Manual* guidance, an urban design assessment considers whether and how a proposed action may change the pedestrian's experience of the built and natural environment in a project area. The assessment focuses on the components of a proposed action that could alter the arrangement, appearance, and functionality of the built and natural environment. In addition, the assessment considers the potential for a proposed action to affect any view corridors associated with visual resources. A visual resource can include views of the waterfront, public parks, landmark structures or districts, otherwise distinct buildings, and natural resources.

As discussed in Chapter 1, "Project Description," the Proposed Actions include a zoning map amendment and zoning text amendments to address the land use and zoning challenges identified during the MSMX planning process. The Proposed Actions are intended to strengthen the neighborhood as a vibrant, mixed-use, and inclusive community while striking an appropriate balance among residential and non-residential uses.

Approval of the Proposed Actions would facilitate the development of 61 projected development sites, as well as 1,093,808 gsf of non-residential floor area to be converted to residential uses within the Affected Area. On these projected development sites and in the eligible conversion area, the Proposed Actions are expected to result in a net increase of 9,676 DUs, of which 1,940 to 2,890 would be permanently affordable DUs pursuant to MIH; 462,129 gsf of local retail space, 81,755 gsf of community facility use, a decrease of 732,619 gsf of commercial office space, and a decrease of 69,782 gsf of industrial/warehouse space. The RWCDS also identified seven potential development sites that are considered less likely to be developed by the 2034 analysis year. On these sites, the Proposed Actions may result in a net increase of approximately 750 DUs, including 153 to 228 permanently affordable units.

B. Principal Conclusions

The Proposed Actions will not result in a significant adverse impact on urban design or visual resources. Under the future With-Action condition, the built environment's arrangement, appearance, or functionality, would remain the same, and the projected developments would be compatible with the scale and use of surrounding buildings. New development and the introduction of 16,256 additional residents and additional local retail uses to the Affected Area would enliven the streetscape and create a more 24/7 mixed-use neighborhood in comparison to the existing neighborhood that primarily caters to office employees during the week. New development and uses generated by the Proposed Actions would not clash with

the context of existing buildings within the Rezoning Area and future developments built under the No-Action condition. As a result of the development of the projected and potential development sites, some views of visual resources within or from the Rezoning Area would be modified by the addition of new buildings along the view corridors. Views of these resources would not be completely obstructed. Some views would be obstructed from certain vantage points, but similar views would continue to be widely available from other locations within the Rezoning Area and larger secondary Study Area.

Approval of the Proposed Actions would not result in changes to the streetscape, buildings, or open space in the secondary Study Area. The development of the projected and potential sites would not significantly obstruct views of visual resources in the secondary Study Area. The Proposed Actions would not result in any significant adverse impacts to urban design or visual resources in the secondary Study Area.

C. Methodology

The 2021 *CEQR Technical Manual* indicates that an urban design analysis is not needed if a proposed project would be constructed within the existing zoning envelope and would not result in physical changes beyond the bulk and form permitted as-of-right.

Per the 2021 *CEQR Technical Manual*, a preliminary analysis is appropriate when there is the potential for a pedestrian to observe, from the street level, a physical alteration beyond that allowed by existing zoning, including the following: (1) projects or actions that permit the modification of yard, height, and setback requirements; and (2) projects or actions that result in an increase in built floor area beyond what would be allowed as-of-right or in absence of the proposed project or action. The purpose of the preliminary analysis is to determine whether any physical changes proposed by the action may have the potential to significantly and adversely affect elements of urban design. If a preliminary analysis determines that a change to the pedestrian experience is minimal and unlikely to disturb the vitality, the walkability, or the visual character of that area, then no further assessment is necessary.

In accordance with the *CEQR Technical Manual,* the analysis in this chapter considers the effects of the Proposed Actions on the following elements that collectively form an area's urban design and contribute to a pedestrian experience of public space:

- *Street Pattern and Streetscape:* The arrangement and orientation of streets define location, flow of activity, and street views and create blocks on which buildings and open spaces are arranged. Apportionment of streetscape among cars, bicycles, transit, and sidewalk is critical to making a successful streetscape, as is the careful design of street furniture, grade, materials uses and permanent fixtures, including plantings, streetlights, fire hydrants, curb cuts, and newsstands.
- *Buildings:* Buildings support streets. A building's street walls form the most common backdrop in the city for public space. A building's size, setbacks, lot coverage, placement on the zoning lot and block, orientation of active uses, and pedestrian and vehicular entrances all play major roles in the vitality of the streetscape. The public

realm also extends to building facades and rooftops, offering more opportunity to enrich the visual character of an area.

- *Open Space:* For the purpose of urban design, open space includes public and private areas that do not include structures, including parks and other landscaped areas, cemeteries, and parking lots.
- *Natural Features:* Natural features include vegetation and geologic, topographic, and aquatic features. Rock outcroppings, street slopes, or varied ground elevation, beaches, or wetlands may help define the overall visual character of an area.
- *View Corridors and Visual Resources:* A visual resource is the connection from the public realm to significant natural or built features. Visual resources include significant natural or built features, including important view corridors, views of the waterfront, public parks, landmark structures or districts, or otherwise distinct buildings or groups of buildings.

The Proposed Actions would enable development to be constructed that would differ from existing zoning envelopes and could result in physical changes beyond the bulk and form currently permitted as-of-right. This has the potential to change the pedestrian experience of public space. Therefore, it is appropriate to assess the Proposed Actions' potential impacts to urban design. This analysis assumes that all With-Action development on projected and potential development sites would attempt to maximize the permitted floor area and zoning envelope.

A pedestrian wind condition analysis is not warranted for the Proposed Actions pursuant to *CEQR Technical Manual* guidance. As stated in the *CEQR Technical Manual*, construction of large buildings at locations that experience high wind conditions may result in an exacerbation of wind conditions due to "channelization" or "downwash" effects that may affect pedestrian safety. The need for a wind analysis is based on a number of factors, including whether the location is exposed to high wind conditions, such as along west and northwest-facing waterfronts, as well as the size and orientation of the buildings that are proposed. The Rezoning Area is not located along any west or northwest-facing waterfront. Therefore, a pedestrian wind condition analysis is not warranted for the Proposed Actions.

This analysis describes existing conditions and compares conditions in the future No-Action and With-Action conditions to determine potential urban design impacts. The urban design and visual resources analysis is based on field visits, photography, and computer imaging.

Study Area Definition

The Study Area for the assessment of urban design and visual resources corresponds to the area where the Proposed Actions may influence the built environment. For visual resources, the view corridors within the area from which such resources are publicly viewable have been identified.

The urban design analysis considers both a primary Study Area, which is coterminous with the boundaries of the Rezoning Area, and a secondary Study Area, which extends 0.25 miles

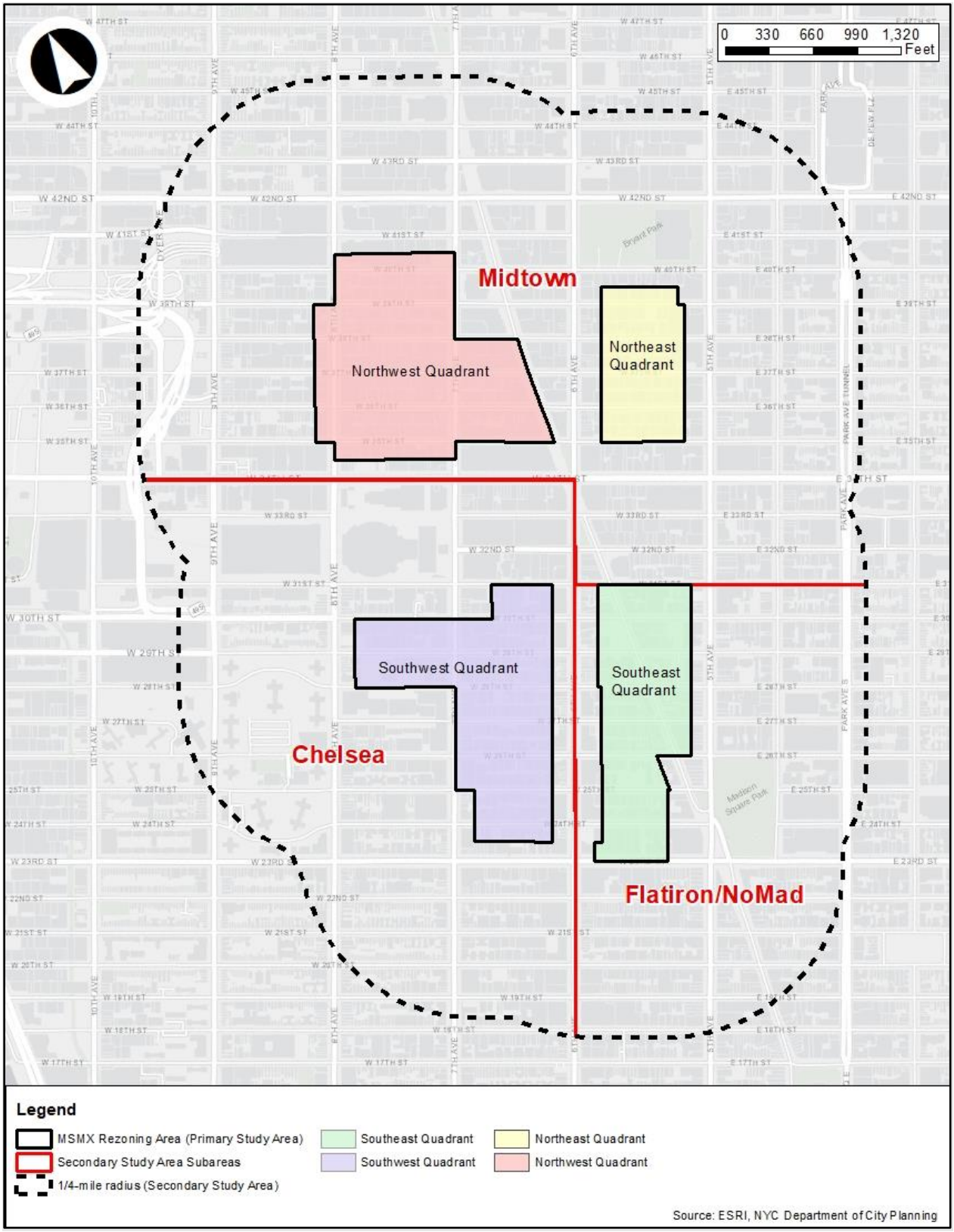
from the Rezoning Area's boundary. The Affected Area includes the Rezoning Area and Subdistrict A-2 of the Garment Center Special District. Zoning map amendments and text amendments pertaining to urban design would be limited to the Rezoning Area. Therefore, the Rezoning Area is considered the primary Study Area for this assessment. For the purposes of the urban design assessment, primary and secondary Study Area subdistricts were defined in accordance with the *CEQR Technical Manual*. The four primary Study Area subdistricts shown in **Figure 8-1** are consistent with those used in Chapter 2, "Land Use, Zoning, and Public Policy," and are as follows:

- *Northwest Quadrant* – comprises the area bounded by Broadway and Seventh Avenue to the east, West 35th Street to the south, West 40th Street to the north, Eighth Avenue and a line 100 feet west of it to the west.
- *Northeast Quadrant* – comprises the area bounded by a line 150 feet west of Fifth Avenue to the east, 150 feet east of Sixth Avenue to the west, West 35th Street to the south and the centerline of the block between West 39th and West 40th Streets to the north.
- *Southeast Quadrant* – comprises the midblocks bounded by a line 100 to 275 feet west of Fifth Avenue to the east, a line 125 to 150 feet east of Sixth Avenue to the west, West 23rd Street to the south, and West 31st Street to the north. The area is bisected by Broadway.
- *Southwest Quadrant* – comprises the area roughly bounded by Seventh Avenue and a line 100 feet east of Eighth Avenue to the west, a line 125 feet west of Sixth Avenue to the east, West 28th Street and the centerline of the block between West 23rd and West 24th Street to the south, and West 30th and West 31st Streets to the north.

Consistent with the secondary Study Area presented in Chapter 2, "Land Use, Zoning, and Public Policy," and shown in **Figure 8-1**, the urban design secondary Study Area extends to include the area within a 0.25-mile radius of the Rezoning Area and divided into three distinct analysis areas, as follows:

- *Midtown Analysis Area* – comprises lots within 0.25 miles of the primary Study Area north of 34th Street between Sixth Avenue and Ninth Avenue and north of 32nd Street between Sixth Avenue and Park Avenue South in the Midtown neighborhood.
- *Chelsea Analysis Area* – comprises lots within 0.25 miles of the primary Study Area south of 34th Street and west of Sixth Avenue in the Chelsea neighborhood.
- *Flatiron/NoMad Analysis Area* – comprises lots within 0.25 miles of the primary Study Area south of 32nd Street and east of Sixth Avenue in the NoMad neighborhoods.

Figure 8-1: Urban Design Study Area



D. Existing Conditions

Primary Study Area

The primary Study Area is coterminous with the Rezoning Area. The primary Study Area contains a variety of building types, heights, and densities. Streets in the Rezoning Area generally adhere to the standard Manhattan street grid, outlined in The Commissioners' Plan of 1811. Avenues run north-south, and streets run east-west, creating rectangular blocks. Broadway cuts diagonally through the area, creating several irregularly shaped blocks. Within the Rezoning Area, Seventh Avenue (south of West 30th Street), West 31st Street, West 30th Street, West 23rd Street, and Broadway (between West 30th and West 26th Streets) are designated local truck routes. As discussed above, for purposes of the urban design assessment, four primary Study Area subareas were defined into quadrants: the northwest quadrant, northeast quadrant, southeast quadrant, and southwest quadrant. Each quadrant is described below.

Figures 8-2 and **8-3** show the range of existing built density and existing building heights in the primary and secondary Study Areas. **Figure 8-4** provides a map for the location of all photos shown in **Figures 8-5** through **8-35.**

Northwest Quadrant

As shown in **Figure 8-1**, the northwest quadrant is bounded by Broadway and Seventh Avenue to the east, West 35th Street to the south, West 40th Street to the north, Eighth Avenue and a line 100 feet west of it to the west. The quadrant is currently zoned M1-6. As a result of the Proposed Actions, this quadrant would be rezoned to M1-9A/R12. The quadrant would be mapped with an MIH Area.

Urban Design

The quadrant includes three major north-south one-way thoroughfares (Seventh Avenue, Eighth Avenue, and Broadway), as well as portions of several local east-west one-way streets (West 35th Street, West 36th Street, West 37th Street, West 38th Street, West 39th Street, West 40th Street). As described above, the area generally includes rectangular blocks. Broadway forms the eastern boundary of the quadrant and creates irregularly shaped blocks throughout the quadrant.

Local streets in the quadrant have a mapped width of 60 feet and include a one-way traffic lane and a parallel parking lane on either side of the street. Sidewalks along these local streets range in width between five and 15 feet. In this quadrant, sidewalks are at their narrowest width in areas where subway entrances are located. Curb cuts are not common in the area but are dispersed on local streets for loading and accessory off-street parking. Curb extensions are typically located at all intersections. Streetscape elements along these local streets include traffic signs, streetlights, fire hydrants, and street furniture such as garbage cans, parking ticket machines, and mailboxes. Street trees are infrequent and dispersed throughout the Study Area. Planters are frequently found near intersections and are found along Eighth Avenue.

Figure 8-2: Built Density

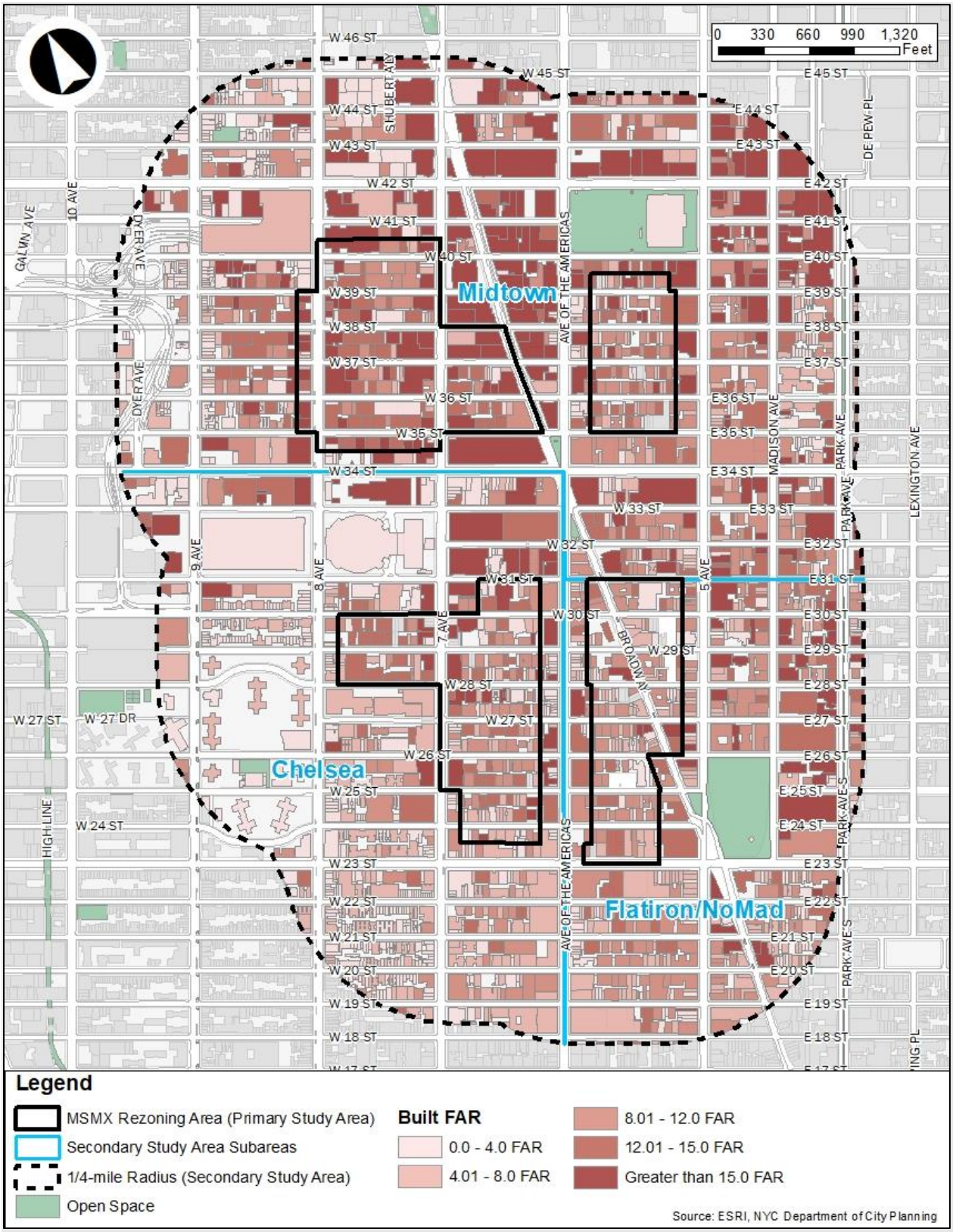


Figure 8-3: Building Height

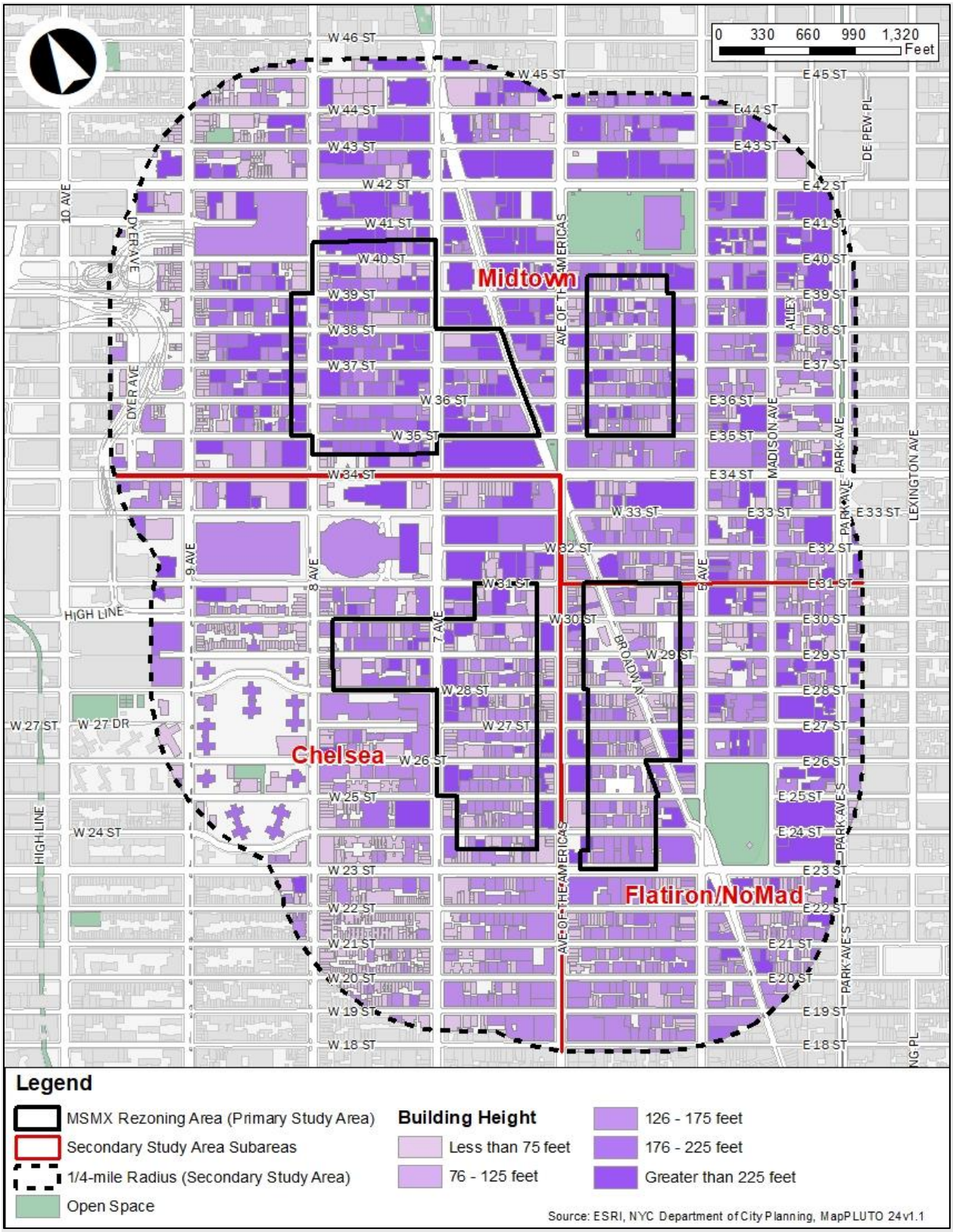
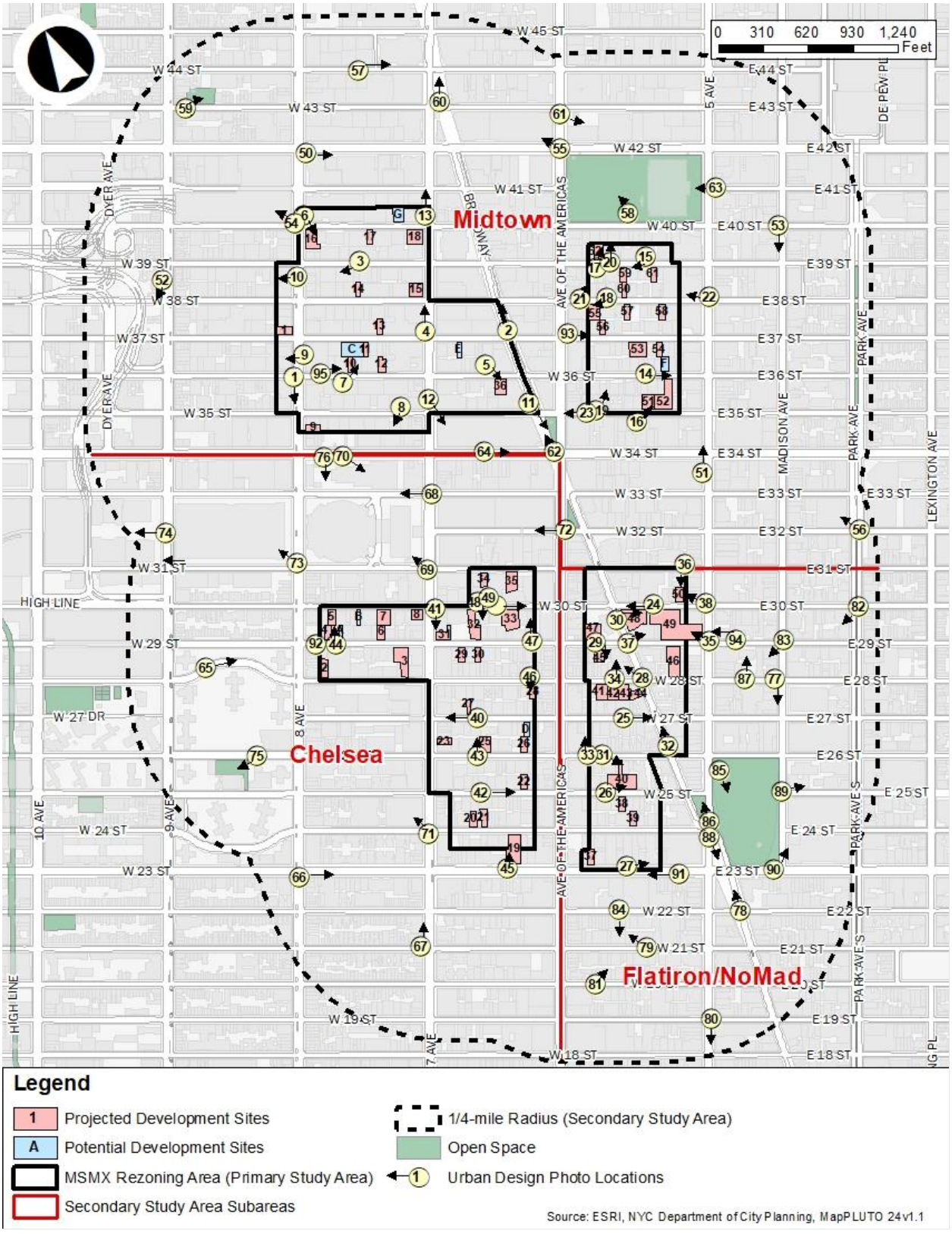


Figure 8-4: Photo Locations



Seventh Avenue carries traffic southwest through the area via three traffic lanes and parallel parking lanes on either side of the street. Eighth Avenue carries traffic northeast through the area via four traffic lanes and a parallel parking lane on the east side of the street. Broadway carries traffic southbound via one traffic lane and parallel parking lanes on either side of the street. Each of the north-south avenues have a mapped width of 100 feet.

On Seventh and Eighth Avenues, planters, bollards, and Citi Bike stations are positioned along the westernmost lane to create a widening of the sidewalk between Times Square to the north and Penn Station to the south. Signage along these corridors indicates that they are "Pedestrian Flow Zones," also known as Super Sidewalks, created for the purpose of safe and continuous movement of pedestrian traffic (see **Figure 8-5**). On Broadway between West 35th and West 41st Streets, planters, bollards, and Citi Bike stations are arranged along the easternmost lane to create an area for increased sidewalk width and pedestrian seating (see **Figure 8-5**). Streetscape elements along these avenues include traffic signs, streetlights, fire hydrants, and street furniture (garbage cans, parking ticket machines, and mailboxes). Scaffolding is commonly found along these streets. Street trees are rarely located along the avenues.

Within the quadrant are several protected bicycle lanes, a conventional bicycle lane, and shared lanes. Seventh Avenue, Eighth Avenue, West 38th Street, and West 39th Street each include protected bicycle lanes. Broadway between West 35th and West 38th Streets is a conventional bicycle lane. West 40th Street is a shared bicycle lane.

The quadrant is primarily occupied by commercial buildings. The quadrant contains a small amount of industrial and manufacturing buildings, institutional buildings, and mixed-use residential and commercial buildings. One multi-family elevator building is in the quadrant. Nearly 75 percent of the buildings within this quadrant were developed in the two decades after the enactment of the 1916 ZR. These buildings constructed in the years after the 1916 ZR are generally commercial loft buildings that set back from the street wall on the upper-most floors of the building. As shown in **Figures 8-2** and **8-3,** of the four quadrants, this quadrant is generally built with the highest density and tallest buildings. Buildings in this quadrant are typically built to the lot lines, with minimal front, rear, and side yard, creating continuous street walls throughout the area (see **Figure 8-6**). New construction in this quadrant is typically for new hotels that include a POPS in front of the building. Buildings on the east-west streets in the quadrant exhibit FARs between 6.0 and 18.0. Building heights along these streets typically range between 75 and 175 feet tall. On the avenues, built FAR is typically higher than 12.0 and goes as high as 39.73 (500 Seventh Avenue). Building heights along the avenues are typically taller than 200 feet.

The topography of the quadrant is generally flat. There are no significant natural resources such as aquatic features, beaches, or wetlands in this area. As discussed above, there are some street trees and planters in the area. On Broadway, between West 35th and West 38th Streets, the planters create a pedestrian plaza with seating (see **Figure 8-7**). Two POPS are in this quadrant. On the west side of Eighth Avenue between West 36th and West 37th Streets is the 0.06-acre 525 Eighth Avenue POPS. On the west side of Eighth Avenue

between West 38th and West 39th Streets is the 0.05-acre 585 Eighth Avenue POPS. Each POPS includes landscaping and seating.

Figure 8-5: Northwest Quadrant Streetscape



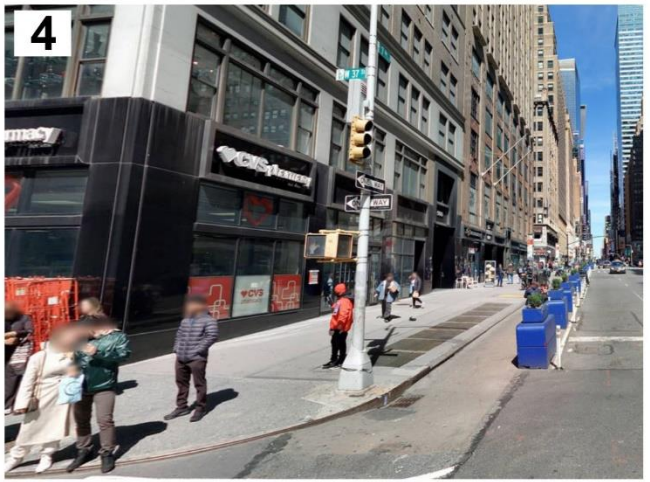
Facing south from the southeastern corner of 8th Avenue and W 36th Street.



Facing northwest from Broadway and W 37th Street.



Facing southwest on W 39th Street midblock between 7th and 8th Avenues.



Facing north from the northwest corner of W 37th Street and 7th Avenue

*Photos taken April and June 2024 (refer to **Figure 8-4**)

Figure 8-6: Northwest Quadrant Buildings



Facing southeast on W 36th Street between 7th Avenue and Broadway.



Facing southeast from the northeast corner of W 40th Street and 8th Avenue



Facing northeast from W 36th Street between 7th and 8th Avenues.



Facing southwest on West 35th Street between 7th and 8th Avenues.

*Photos taken April and June 2024 (refer to **Figure 8-4**)

Figure 8-7: Northwest Quadrant Open Space



Facing northwest from Broadway and W 37th Street.



Facing west towards the POPS at 585 8th Avenue (north of W 38th Street).



Facing west towards the POPS at 525 8th Avenue (north of W 36th Street).

*Photos taken April and June 2024 (refer to **Figure 8-4**)

Visual Resources

As discussed in Chapter 7, "Historic and Cultural Resources," a portion of this quadrant is located within the S/NR-listed Garment Center Historic District, and encompass several S/NR-designated, S/NR-eligible, and LPC-listed individual landmarks. The historic district contains uniform streetscapes of commercial loft buildings with setbacks on the upper floors. These buildings are largely differentiated by varying ornamental details, typically in Classic Revival, Gothic Revival, or Art Deco styles.

In addition to the historic architectural resources within this quadrant discussed in greater detail in Chapter 7, "Historic and Cultural Resources," several visual resources are visible from within this quadrant. These resources include Herald Square, the S/NR-listed Macy's store, the Empire State Building, and view north towards Times Square from vantage points along Seventh Avenue (see **Figure 8-8**).

Northeast Quadrant

As shown in **Figure 8-1**, the northeast quadrant is bounded by a line 150 feet west of Fifth Avenue to the east, 150 feet east of Sixth Avenue to the west, West 35th Street to the south and the centerline of the block between West 39th and West 40th Streets to the north. The quadrant is currently zoned M1-6. As a result of the Proposed Actions, this quadrant would be rezoned to M1-9A/R12. The quadrant would be mapped with a MIH Area.

Urban Design

As shown in **Figure 8-1**, this quadrant contains portions of five rectangular blocks. Five local streets run through this quadrant. Each of these streets are one-way streets with a mapped width of 60 feet with sidewalks on either side of the street. West 35th, West 37th, and West 39th Streets carry vehicular traffic westbound. West 36th and West 38th Streets carry vehicular traffic eastbound. Parallel parking lanes are located on both sides of the street. In some areas, outdoor dining structures are located within the parallel parking lane (see **Figure 8-9**). Protected bicycle lanes are located on West 38th and West 39th Streets.

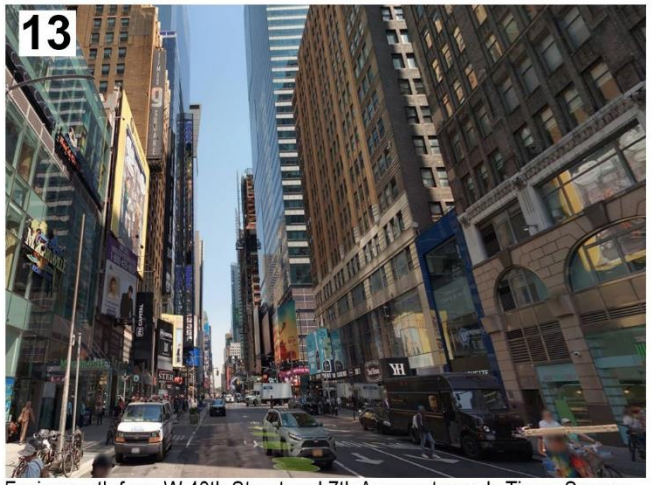
Sidewalks in the quadrant range in width between fiveand 10 feet. Sidewalks in the quadrant are frequently covered by scaffolding. Curb cuts are dispersed throughout the quadrant for access to loading docks and below-grade parking garages. Curb extensions are typically located at all intersections. Streetscape elements in the quadrant include traffic signs, streetlights, fire hydrants, and street furniture such as garbage cans, parking ticket machines, and mailboxes. Street trees and planters are located in front of newer buildings (see **Figure 8-9**).

As discussed in Chapter 2, "Land Use, Zoning, and Public Policy," this quadrant is occupied primarily by commercial uses. The quadrant includes a small amount of mixed-use residential and commercial buildings, multi-family elevator buildings, and institutional buildings. Approximately 40 percent of buildings in this quadrant were built in the roughly two decades after the enactment of the 1916 Zoning Resolution (1917-1939).

Figure 8-8: Northwest Quadrant Visual Resources



Facing southeast from Broadway and W 35th Street.



Facing north from W 40th Street and 7th Avenue towards Times Square.



Facing southeast from the northwest corner of W 35th Street and 7th Avenue towards the S/NR-listed Macy's Herald Square Store.

*Photos taken April and June 2024 (refer to **Figure 8-4**)

Figure 8-9: Northeast Quadrant Streetscape



Facing east on W 36th Street towards 5th Avenue.



Facing southwest on W 39th Street between 5th and 6th Avenues.

*Photos taken April and June 2024 (refer to **Figure 8-4**)

Approximately four percent of buildings in this quadrant were built between 1950-2007. Since 2007, approximately 18 buildings (approximately 19 percent of buildings in the quadrant) have been built. The remaining 37 percent of buildings in the Study Area were constructed between 1900 and 1916.

Buildings in the quadrant constructed before 1950 are built to the street line and cover nearly the entire lot. This creates a nearly continuous street wall throughout most of the quadrant (see **Figure 8-10**). These commercial loft buildings setback from the street wall on the upper-most floors. Buildings constructed after 2007 in this quadrant are typically not built to the lot line and setback from the street wall, allowing the building to rise to its maximum height without any setback.

Built FARs in this quadrant generally range between 9-15 FAR (see **Figure 8-2**). Building heights in this quadrant generally range between 50 and 150 feet (see **Figure 8-3**).

The topography of the quadrant is generally flat. There are no significant natural resources such as aquatic features, beaches, or wetlands and no open space.

Visual Resources

The quadrant contains three S/NR-listed architectural resources: the Engineering Societies' Building at 33 West 39th Street, the American Radiator building at 39 West 39th Street, and the Colony Arcade Building at 63-67 West 38th Street (#20 and #21 respectively in **Figure 8-11**). The LPC-designated Lord & Taylor Building located at 11 West 38th Street is partially within the quadrant (see **Figure 8-11**). Several S/NR-eligible architectural resources are also located within the quadrant and are discussed in greater detail in Chapter 7, "Historic and Cultural Resources."

Portions of the S/NR-listed Macy's store are visible from the quadrant, specifically facing west on 35th Street.

Southeast Quadrant

The southeastern quadrant is bounded by the midblock line 100 to 275 feet west of Fifth Avenue to the east, a line 125 to 150 feet east of Sixth Avenue to the west, West 23rd Street to the south, and West 31st Street to the north. Broadway bisects the area (see **Figure 8-1**). The quadrant is currently zoned M1-6. With the Proposed Actions, this quadrant would be rezoned M1-8A/R12. The quadrant would be mapped with an MIH Area.

Urban Design

As shown in **Figure 8-1**, this quadrant contains portions of 13 irregularly shaped blocks. Eight local streets run through this quadrant. Each of these streets are one-way streets with a mapped width of 60 feet with sidewalks on either side of the street. West 25th, West 27th, West 29th, and West 31st Streets carry vehicular traffic westbound. West 24th, West 26th, West 28th, and West 30th Streets carry vehicular traffic eastbound. Parallel parking lanes are located on both sides of the street. In some areas, outdoor dining structures are located within the parallel parking lane (see **Figure 8-12**).

Figure 8-10: Northeast Quadrant Buildings



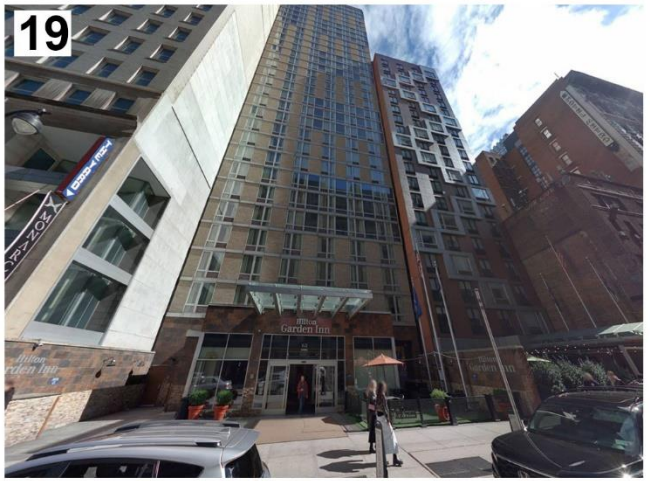
Facing north on W 35th Street on the midblock between 5th and 6th Avenues.



Facing north on W 39th Street approximately 200 feet east of 6th Avenue.



Facing southwest on W 38th Street between 5th and 6th Avenues.



Facing north from W 35th Street approximately 200 feet east of 6th Avenue.

*Photos taken April and June 2024 (refer to **Figure 8-4**)

Figure 8-11: Northeast Quadrant Visual Resources



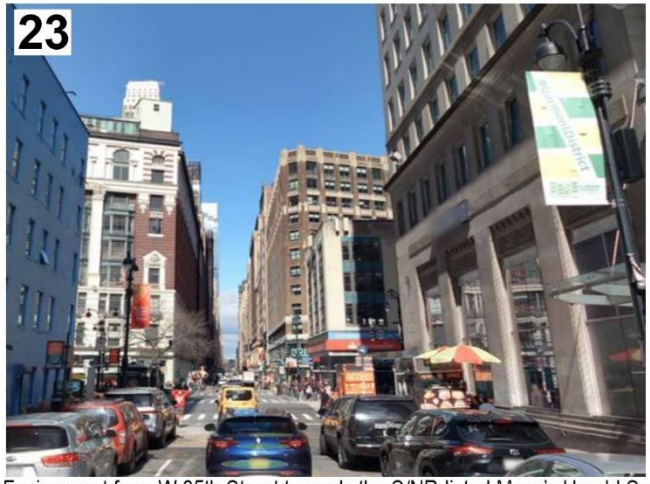
Facing north on W 39th Street towards the S/NR-listed building at 33 West 39th Street.



Facing north on W 38th Street towards the S/NR-listed building at 67 West 38th Street.



Facing west from Fifth Avenue and 38th Street towards the LPC-designated Lord & Taylor Building.



Facing west from W 35th Street towards the S/NR-listed Macy's Herald Square Store.

*Photos taken April and June 2024 (refer to **Figure 8-4**)

Broadway bisects the quadrant, running northwest to southeast. Broadway carries traffic southbound via one traffic lane and parallel parking lanes on either side of the street, except between 25th and 27th Streets, where vehicular traffic is prohibited. Broadway has a mapped width of 100 feet.

West 23rd Street is a principal arterial with a mapped width of 100 feet with sidewalks on either side of the street. West 23rd Street is a two-way street that runs east-west. Within the quadrant, this portion of West 23rd Street includes one traffic lane in either direction, a dedicated bus lane and a parallel parking lane on each side of the street.

Within the quadrant, protected bicycle lanes are located on West 26th Street, West 29th Street, and Broadway between West 31st and West 25th Streets. A conventional bicycle lane is located along Broadway between West 23rd and West 25th Streets.

On the local east-west streets, sidewalks vary in width between 5 and 15 feet. Curb cuts are dispersed throughout these local streets for access to below-grade parking garages. Scaffolding is located throughout these streets. Curb extensions are typically located at all intersections. Streetscape elements on these local streets include traffic signs, streetlights, fire hydrants, and street furniture such as garbage cans, parking ticket machines, and mailboxes.

On Broadway, sidewalks vary in width between 10 and 15 feet. Currently, scaffolding can be found on both sides of the street. Streetscape elements include traffic signs, streetlights, fire hydrants, and street furniture such as garbage cans, parking ticket machines, and mailboxes. Between West 29th and West 30th Streets is a Citi Bike station, and Broadway is closed to vehicular traffic between 25th and 27th Streets to create a plaza with seating, planting, and outdoor dining. Street trees and planters are in front of several restaurants and hotels. Pedestrian islands are located between the protected bicycle lane and traffic lane at each intersection. Several of these pedestrian islands include vegetation.

On West 23rd Street, the sidewalk is approximately 18 feet wide. One curb cut is located at 40 West 23rd Street, which is a surface off-street parking lot. Streetscape elements on this portion of West 23rd Street include signage, fire hydrants, parking machines, garbage cans, and mailboxes. Several small street trees are located on this portion of the street.

Buildings in the quadrant are primarily occupied by commercial uses. The quadrant also includes mixed-use residential and commercial buildings, multi-family residential buildings, and institutional uses. Most of the quadrant's buildings (approximately 71 percent) were built prior to the 1916 ZR. Approximately 20 percent of buildings in the quadrant were constructed between 1920 and 1940. The remaining nine percent of buildings in the quadrant were constructed after 1983.

Older buildings in the quadrant are typically built to the lot line to create a continuous street wall, particularly along Broadway (see **Figure 8-13**). FAR along the east-west streets, including West 23rd Street, range between four and 10. FAR along Broadway generally ranges between eight and 14 (see **Figure 8-2**). Building heights generally range from 50 to 150 feet along local side streets and between 120 to 510 feet on Broadway.

Figure 8-12: Southeast Quadrant Streetscape



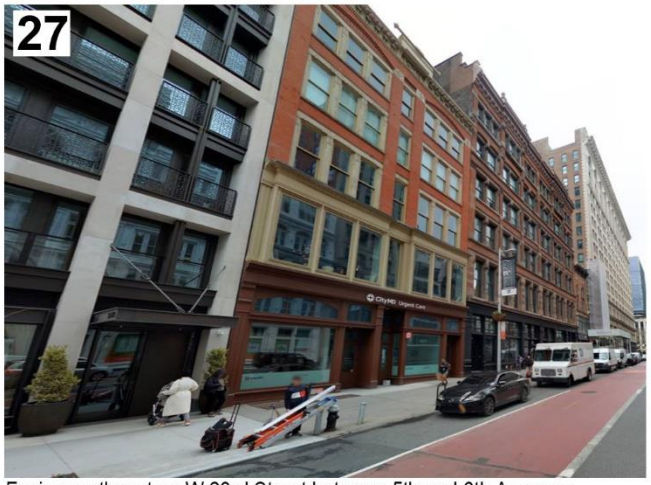
Facing west on W 30th Street towards Broadway.



Facing east on W 27th Street towards Broadway.



Facing northeast on W 25th Street towards the existing projected development site 40.



Facing northeast on W 23rd Street between 5th and 6th Avenues.

*Photos taken April and June 2024 (refer to **Figure 8-4**)

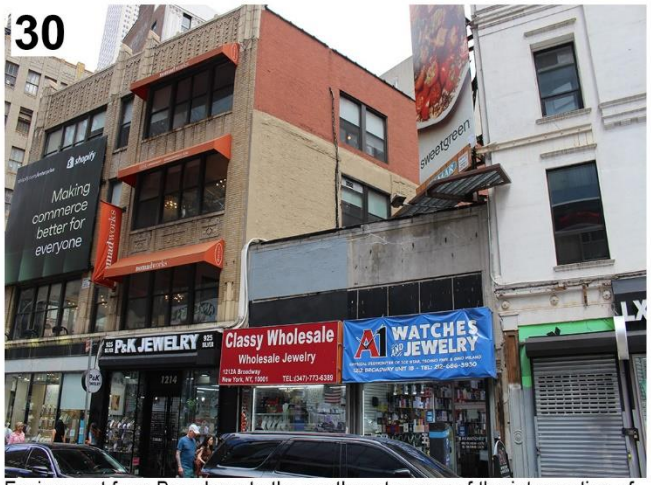
Figure 8-13: Southeast Quadrant Buildings



Facing northwest from the intersection of Broadway and W 28th Street.



Facing southeast from W 29th Street between Broadway and 6th Avenue.



Facing east from Broadway to the southeast corner of the intersection of Broadway and W 30th Street.



Facing southeast from W 26th Street between 6th Avenue and Broadway.

*Photos taken April and June 2024 (refer to **Figure 8-4**)

The topography of the quadrant is generally flat. There are no significant natural resources such as aquatic features, beaches, or wetlands. This quadrant includes two POPS. At 1185 Broadway, on West 28th Street between Broadway and Sixth Avenue, is a 4,184-sf public plaza, which is open 24 hours a day. As shown in **Figure 8-14,** the public plaza includes benches, tables, chairs, and vegetation. The other POPS in the quadrant is behind the building at 776 Sixth Avenue, between West 26th and West 27th Streets (see **Figure 8-14**). The 10,147-sf plaza includes benches, tables, chairs, and vegetation. The plaza is open under restricted hours.

Visual Resources

The quadrant includes several individual landmarks including the S/NR-listed and LPC-designated Grand Hotel at 1226 Broadway; the LPC-designated Hotel Wolcott at 4 West 31st Street; the S/NR-listed and LPC-designated Wilbraham at 284 Fifth Avenue; the S/NR-listed and LPC-designated Gilsey House at 1200 Broadway; the S/NR-listed and LPC-designated Marble Collegiate Reformed Church at 270 Fifth Avenue; the LPC-designated Tin Pan Alley Buildings at 47 and 49 West 28th Streets; and two buildings that together form the S/NR-listed and LPC-designated Serbian Orthodox Cathedral of St. Sava located at 13 West 25th Street (see **Figure 8-15**).

The central third of the quadrant is also within the LPC-designated Madison Square North Historic District. See Chapter 7, "Historic and Cultural Resources," for more detailed discussion of the historic district and its contributing resources.

The southernmost block in the quadrant is located within the LPC-designated Ladies' Mile Historic District. See Chapter 7, "Historic and Cultural Resources," for more detailed discussion of the historic district and its contributing resources.

Southwest Quadrant

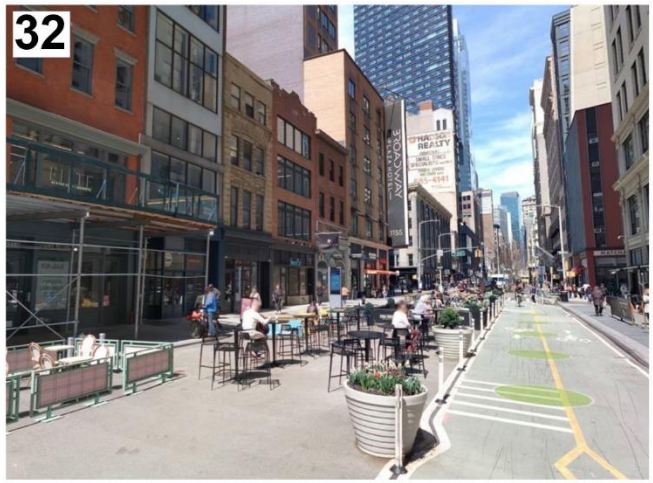
The southwestern quadrant is in the area bounded by Seventh Avenue and a line 100 east of Eighth Avenue to the west, a line 125 west of Sixth Avenue to the east, West 28th Street and the centerline of the block between West 23rd and West 24th Street to the south, and West 30th and West 31st Streets to the north (see **Figure 8-1**). The portion of the quadrant 100 feet west of Seventh Avenue is zoned M1-6D. The remaining area in the quadrant is currently zoned M1-6. The area north of West 28th Street would be rezoned to M1-9A/R12. The area south of West 28th Street and east of Seventh Avenue would be rezoned M1-8A/R11. The area west of Seventh Avenue and south of West 28th Street would be rezoned M1-8A/R12 (see **Figure 1-3**). The quadrant would be mapped with an MIH Area.

Urban Design

The quadrant includes portions of ten rectangular blocks (see **Figure 8-1**). Eight local east-west streets run through this quadrant. Each street is one-way with a mapped width of 60 feet, one traffic lane, parallel parking lanes on either side of the street, and sidewalks on both sides. West 24th, West 26th, West 28th, and West 30th Streets carry traffic eastbound. West 25th, West 27th, West 29th, and West 31st Streets carry traffic westbound. Protected bicycle

lanes are located on West 26th and West 29th Streets. A shared lane is located on West 30th Street.

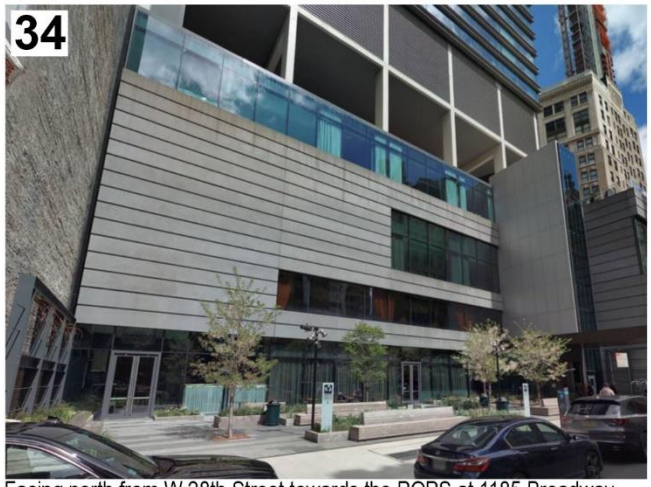
Figure 8-14: Southeast Quadrant Open Space



Facing northwest on Broadway between W 26th and 27th Streets.



Facing north from W 26th Street towards the POPS at 776 6th Avenue.



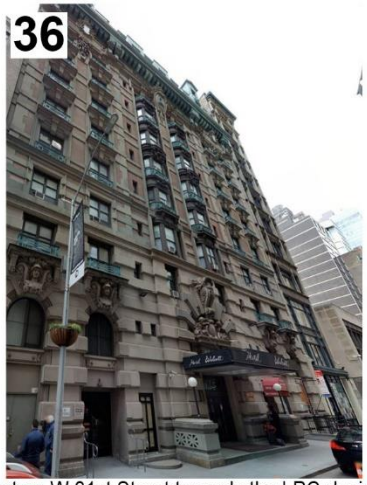
Facing north from W 28th Street towards the POPS at 1185 Broadway.

*Photos taken April and June 2024 (refer to **Figure 8-4**)

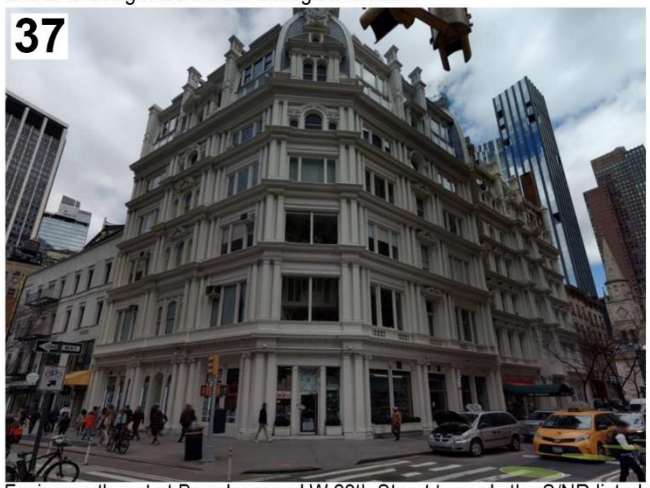
Figure 8-15: Southeast Quadrant Visual Resources



Facing northwest from W 29th Street and 5th Avenue towards the S/NR-listed and LPC-designated Marble Collegiate Church



Facing southwest on W 31st Street towards the LPC-designated Hotel Wolcott.



Facing northeast at Broadway and W 29th Street towards the S/NR-listed and LPC-designated Gilsey House.



Facing west from 5th Avenue towards the S/NR-listed and LPC-designated Wilbraham at 284 5th Avenue.

*Photos taken April and June 2024 (refer to **Figure 8-4**)

Seventh Avenue runs through the middle of the quadrant. North of West 30th Street, Seventh Avenue includes four traffic lanes that carry traffic southbound and parallel parking lanes on both sides of the street. South of West 30th Street, Seventh Avenue includes three traffic lanes, parallel parking lanes on either side of the street, and a protected bicycle lane on the east side of the avenue.

Sidewalks range in width between eight to 12 feet on east-west streets in the quadrant. Pedestrian flow is restricted on the southern sidewalk of West 30th Street east of Seventh Avenue. On this sidewalk, New York Police Department (NYPD) vehicles are parked perpendicular to the traffic lane in front of the NYPD's Citywide Traffic Task Force building at 138 West 30th Street (see **Figure 8-16**). On other sidewalks in the quadrant, streetscape elements include scaffolding, traffic signage, bike racks, parking ticket machines, fire hydrants, and mailboxes (see **Figure 8-16**). Entrances to the 28th Street subway station are located on West 28th Street.

Along Seventh Avenue, sidewalk width ranges between 12 to 18 feet. Streetscape elements along Seventh Avenue include newsstands, traffic signage, mailboxes, parking ticket machines, LinkNYC kiosks, garbage cans, mailboxes, fire hydrants, and bus shelters (see **Figure 8-16**). Curb extensions are typically located at all intersections. Relative to the other quadrants, the southwestern quadrant has a small amount of street trees, planters, and vegetation.

Buildings in the quadrant are primarily occupied by commercial uses. The quadrant also includes mixed-use residential and commercial buildings, multi-family residential buildings, institutional uses, and industrial/manufacturing uses. Approximately 47 percent of the buildings in the quadrant were constructed prior to the 1916ZR. Approximately 35 percent of buildings in the quadrant were constructed between 1917 and 1947. Approximately one percent of buildings in the quadrant were constructed between 1947–1987. Since 2001, 34 buildings (approximately 17 percent of buildings in the quadrant) have been constructed.

Buildings constructed prior to the 1961 ZR are built to the lot line and rise to their base height before setting back from the street wall on the upper-most floors. On the east-west streets buildings create a nearly uniform street wall (see **Figure 8-17**). Newer buildings in the quadrant are set back from the street wall and rise to their maximum height without any setbacks. On Seventh Avenue, buildings in the quadrant create a continuous street wall. Built FARs along the east-west streets generally range between four and 12 (see **Figure 8-2**). Along Seventh Avenue, built FAR ranges between six and 20.

The topography of the quadrant is generally flat. There are no significant natural resources such as aquatic features, beaches, or wetlands in this area. This quadrant includes one POPS. A 10,819-sf public plaza is located behind the building at 849 Sixth Avenue between West 29th and West 30th Streets. As shown in **Figure 8-18**, this public plaza includes a fountain, vegetation, and seating. The plaza is open 24 hours a day.

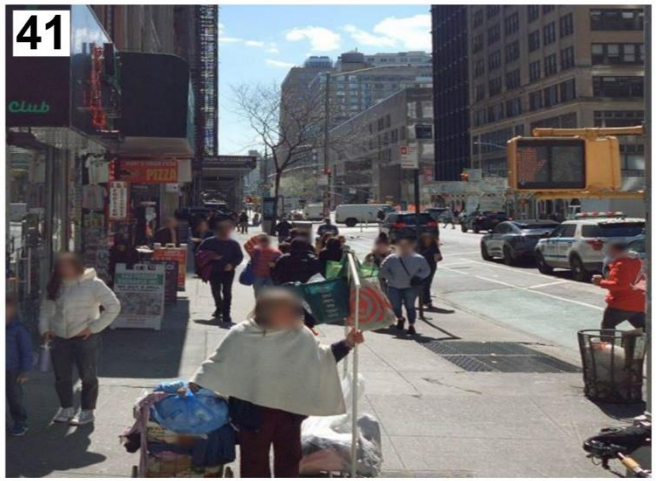
Figure 8-16: Southwest Quadrant Streetscape



Facing east from the midblock of W 30th Street between 6th and 7th Avenues.



Facing west from the midbock of W 27th Street between 6th and 7th Avenues.



Facing south from the southeast corner of W 30th Street and 7th Avenue.



Facing east from W 25th Street between 6th and 7th Avenues.

*Photos taken April and June 2024 (refer to **Figure 8-4**)

Figure 8-17: Southwest Quadrant Buildings



Facing north from W 26th Street between 6th and 7th Avenues.



Facing north from W 29th Street between 7th and 8th Avenues.



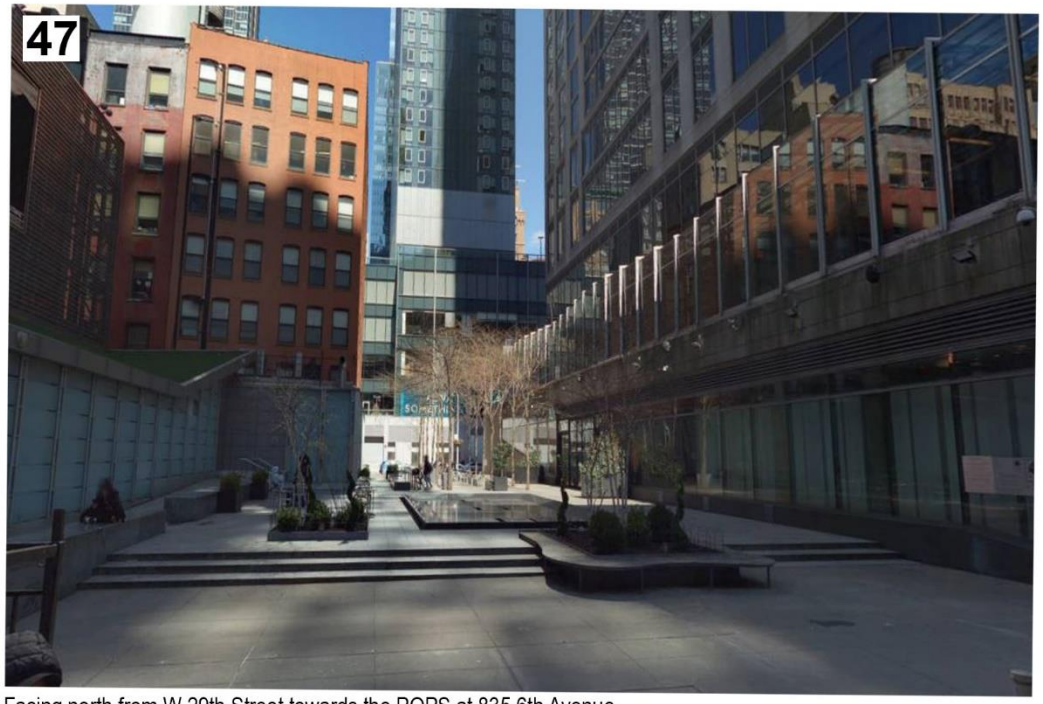
Facing north from West 23rd Street between 6th and 7th Avenues.



Facing south on W 28th Street approximately 100 feet west of 7th Avenue.

*Photos taken April and June 2024 (refer to **Figure 8-4**)

Figure 8-18: Southwest Quadrant Open Space



Facing north from W 29th Street towards the POPS at 835 6th Avenue.

*Photos taken April and June 2024 (refer to **Figure 8-4**)

Visual Resources

The quadrant includes one S/NR-listed historic resource and two LPC-designated architectural resources. The S/NR-listed West 28th Subway Station serviced by the 1 train is located on Seventh Avenue between West 29th and West 27th Streets. At 134–138 West 30th Street is the LPC-designated NYPD Citywide Traffic Task Force building. The building is a medieval revival style building constructed with gray granite and Guastavino tile. To the east of this building is LPC-designated loft building at 130 West 30th Street (see **Figure 8-19**). The quadrant also contains several S/NR-eligible architectural resources (see Chapter 7, "Historic and Cultural Resources," for additional details).

Secondary Study Area

The secondary Study Area comprises Manhattan lots located within 0.25 miles of the Rezoning Area. As discussed above, the secondary Study Area is divided into three subareas – Midtown, Chelsea, and Flatiron/NoMad (see **Figure 8-1**).

Midtown

As shown in **Figure 8-1**, the Midtown secondary Study Area subarea comprises lots within 0.25 miles of the primary Study Area north of 34th Street between Sixth Avenue and Ninth Avenue and north of 32nd Street between Sixth Avenue and Park Avenue South in the Midtown neighborhood.

Urban Design

Similar to the Rezoning Area, streets in the Midtown secondary Study Area subarea generally adhere to the standard Manhattan street grid, as outlined in The Commissioners' Plan of 1811. Avenues run north-south, and streets run east-west, creating rectangular blocks. Broadway cuts diagonally through the area, creating several irregularly shaped blocks. Bryant Park and the New York Public Library create a superblock between West 42nd Street to the north, Sixth Avenue to the west, West 40th Street to the south, and Fifth Avenue to the east.

Avenues in the secondary subarea carry one-way traffic either north or south, apart from Park Avenue South which is two-way. Side streets carry local crosstown traffic on one-way streets, apart from 34th Street and 42nd Street, which are two-way streets. Within this secondary subarea, Ninth Avenue, Eighth Avenue, 42nd Street, and 34th Street are designated as local truck routes.[1]

Sidewalks in the Midtown secondary Study Area generally range in width between 8 to 22 feet along the north-south avenues and between 5 to 15 feet on east-west side streets, with the exception of 42nd Street and 34th Street where sidewalk widths range between 15-20 feet (see **Figure 8-20**). As discussed above in the Northwest Quadrant, in the Midtown secondary study area, on Seventh and Eighth Avenues, planters, bollards, and Citi Bike stations are positioned along the westernmost lane to create a widening of the sidewalk

[1] All through trucks are prohibited on 34th Street between Dyer Avenue and the Queens Midtown Tunnel between 11 a.m. and 6 p.m.

between Times Square to the north and Penn Station to the south. Signage along these corridors indicates that they are “Pedestrian Flow Zones,” created for the purpose of safe and continuous movement of pedestrian traffic (see **Figure 8-5**).

Figure 8-19: Southwest Quadrant Visual Resources



Facing south on W 30th Street towards the LPC-designated building at 134 W 30th Street.



Facing south on W 30th Street towards the LPC-designated building at 130 W 30th Street.

*Photos taken April and June 2024 (refer to **Figure 8-4**)

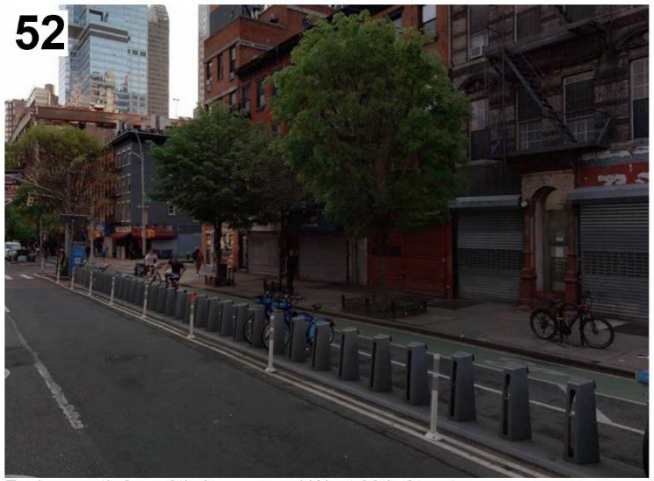
Figure 8-20: Midtown Streetscape



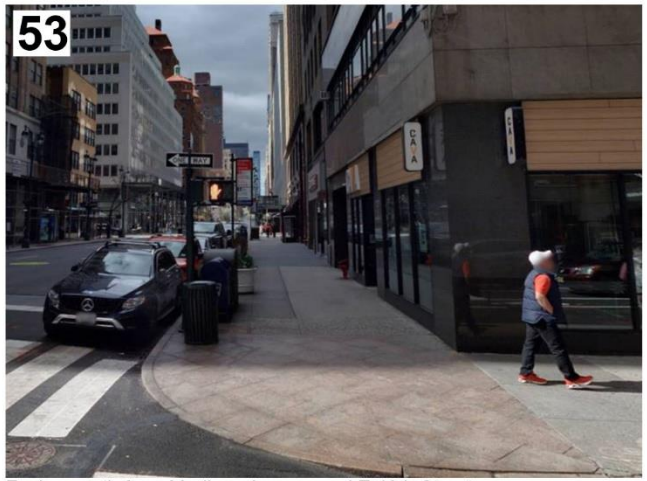
Facing east from the southeast corner of the intersection of 8th Avenue and W 42nd Street.



Facing north from Fifth Avenue and W 34th Street.



Facing south from 9th Avenue and West 39th Street.



Facing south from Madison Avenue and E 40th Street.

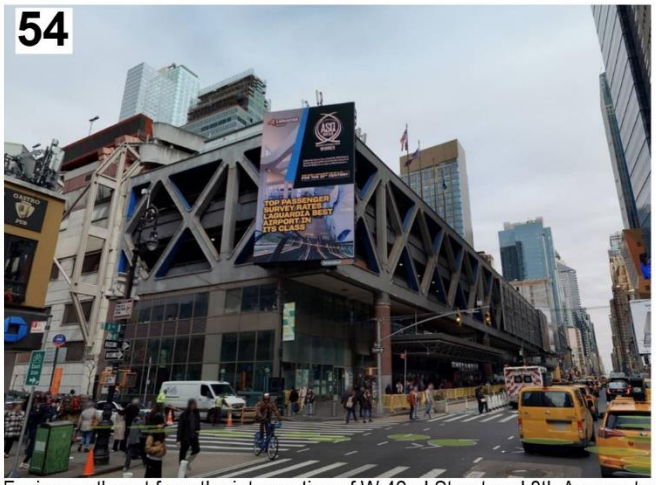
*Photos taken April and June 2024 (refer to **Figure 8-4**)

As shown in **Figures 8-2** and **8-3**, the highest built density and building height in the Midtown secondary subarea is generally concentrated on north-south avenues, particularly Eighth Avenue, Seventh Avenue, Broadway, Sixth Avenue. On north-south avenues, buildings generally range in height between 20 to 40 stories. On the east-west streets, buildings generally range in height between five to 15 stories. The area between Eighth Avenue and Fifth Avenue is primarily occupied by commercial uses. Within this area, a small number of buildings include mixed-use residential and commercial, multi-family residential, or institutional uses. East of Fifth Avenue, the area is still primarily occupied by commercial uses, but mixed-use residential and commercial, residential, and institutional uses become more common. West of Eighth Avenue, the area contains a mix of commercial buildings, mixed-use residential and commercial buildings, multi-family residential buildings, institutional uses, the Port Authority Bus Terminal, and ramps leading to and from the Lincoln Tunnel.

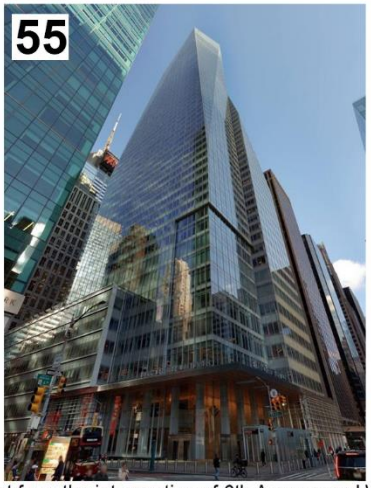
Similar to the northwest and northeast quadrants discussed above, buildings in the Midtown secondary subarea are generally built to the lot line, particularly older buildings in the area. Newer buildings along side streets are commonly hotels that are set back from the street wall and rise to their maximum height without any setback. Buildings along the north-south avenues create a continuous street wall. Buildings on the side streets create a nearly continuous street wall. As mentioned above, newer buildings on these side streets are more likely to be set back from the street wall (see **Figure 8-21**).

The topography of the Midtown secondary subarea is generally flat. There are no significant natural resources such as aquatic features, beaches, or wetlands in this area. Open spaces within the secondary subarea include Bryant Park, McCaffery Playground, Herald Square, Greeley Square, the Times Square pedestrian plaza, and several plazas between Herald Square and Madison Square Park (Broadway Vision). Bryant Park is a 9.6-acre park that includes public seating, food kiosks, a fountain, a great lawn during the non-winter months, and an ice-skating rink/winter village during the winter months. The park also includes the New York Public Library's main branch. McCaffery Playground is a 0.44-acre playground located on the north side of West 43rd Street between Eighth Avenue and Ninth Avenue (see **Figure 8-22**). This playground includes basketball courts, handball courts, playgrounds, spray showers, public restrooms, and public seating. Herald Square is a 0.21-acre plaza located on Broadway between West 35th and West 34th Streets. The plaza includes seating areas and public restrooms. Greeley Square is a 0.14-acre plaza located on Broadway between West 33rd and West 32nd Streets. The plaza includes seating areas, public restrooms, and food kiosks. On Broadway between West 42nd and West 45th Streets is a portion of the Times Square pedestrian plaza. As shown in **Figure 8-22**, the area includes pavers, planters, and seating areas. On Broadway between Herald Square and Madison Square Park, NYCDOT has recently constructed two plazas, shared streets for pedestrians and drivers, and a two-way bike lane on Broadway. These areas provide seating, plantings, and other programming and reduced traffic along Broadway. This subarea also includes several POPS that are used for passive recreation by residents and workers in the area. See Chapter 5, "Open Space," for additional discussion of these open space resources.

Figure 8-21: Midtown Buildings



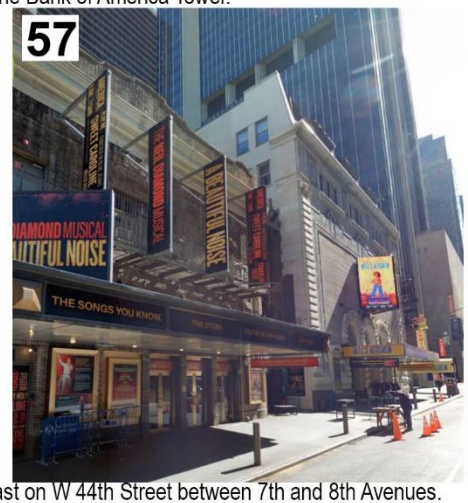
Facing northeast from the intersection of W 42nd Street and 8th Avenue towards the Port Authority Bus Terminal.



Facing northeast from the intersection of 6th Avenue and W 42nd Street towards the Bank of America Tower.



Facing northeast from the corner of E 32nd Street and Park Avenue.



Facing east on W 44th Street between 7th and 8th Avenues.

*Photos taken April and June 2024 (refer to **Figure 8-4**)

Figure 8-22: Midtown Open Space



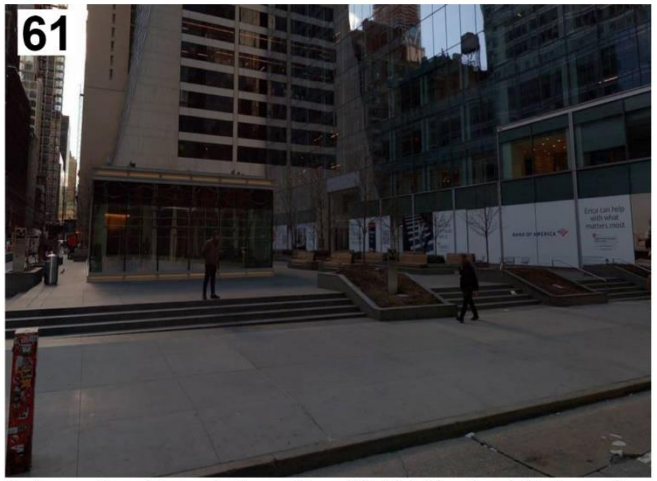
Facing northwest within Bryant Park (just north of W 40th Street between 5th and 6th Avenues).



Facing northeast towards McCaffery Playground on W 43rd Street.



Facing north on Broadway in Times Square (north of W 43rd Street).



Facing southeast towards Grace Plaza (W 43rd Street and 6th Avenue).

*Photos taken April and June 2024 (refer to **Figure 8-4**)

Visual Resources

Several visual resources are located within or are visible from the Midtown secondary subareas. The Midtown secondary subarea includes the S/NR-listed Garment Center Historic District and nearly four dozen LPC-designated landmarks and interior landmarks, most notably the New York Public Library at 476 Fifth Avenue (see Chapter 7, "Historic and Cultural Resources," for detailed discussion of these resources) (see **Figure 8-23**). The Empire State Building is visible from several points in the subarea including Fifth Avenue facing south and 34th Street east and west of the building. The S/NR-listed Macy's Department Store is visible from 34th Street, Sixth Avenue, and Seventh Avenue.

Chelsea

As shown in **Figure 8-1**, the Chelsea secondary subarea comprises lots within 0.25 miles of the primary Study Area south of 34th Street and west of Sixth Avenue in the Chelsea neighborhood.

Urban Design

Streets in the subarea generally create rectangular blocks. As shown in **Figure 8-1**, three superblocks are located between West 33rd Street, West 31st Street, Seventh Avenue, and Tenth Avenue. The first of these superblocks, located between West 33rd Street, West 31st Street, Seventh Avenue, and Eighth Avenue is occupied by Penn Station and Madison Square Garden. The second, located between West 33rd Street, West 31st Street, Eighth Avenue, and Ninth Avenue is the Moynihan Train Hall at Penn Station. The third is located between West 33rd Street, West 31st Street, Ninth Avenue, and Tenth Avenue and includes a portion of the larger Hudson Yards Development. A fourth superblock is located between West 28th Street, West 26th Street, Eighth Avenue, and Ninth Avenue. West 28th Street and West 24th Street between Eighth and Ninth Avenues are curved streets that create irregular block shapes. This area is occupied by the Penn South Housing Cooperative, an affordable cooperative housing community (see **Figure 8-24**).

Avenues in the secondary subarea contain one-way traffic either north or south. Side streets carry local crosstown traffic on one-way streets, apart from 34th Street and 23rd Street, which are two-way streets. Within this secondary subarea, Ninth Avenue, Eighth Avenue, Seventh Avenue (south of West 31st Street), Sixth Avenue (south of West 31st Street), West 23rd Street, West 30th Street, and West 34th Street are designated as local truck routes.[2]

Sidewalks in the Chelsea secondary Study Area generally range in width between eight and 16 feet along the north-south avenues, and even wider in areas where Super Sidewalks have been implemented, and between five to 12 feet on east-west side streets, apart from 34th Street and 23rd Street where sidewalk widths range between 13 to 20 feet.

As shown in **Figures 8-2** and **8-3**, the highest built density and building height in the Midtown secondary subarea is generally concentrated near 34th Street, Sixth Avenue, and

[2] All through trucks are prohibited on 34th Street between Dyer Avenue and the Queens Midtown Tunnel between 11 a.m.-6 p.m.

Figure 8-23: Midtown Visual Resources



Facing northwest on Broadway towards Herald Square and the S/NR-listed Macy's Store.



Facing east on W 34th Street between 6th and 7th Avenues towards the Empire State Building.



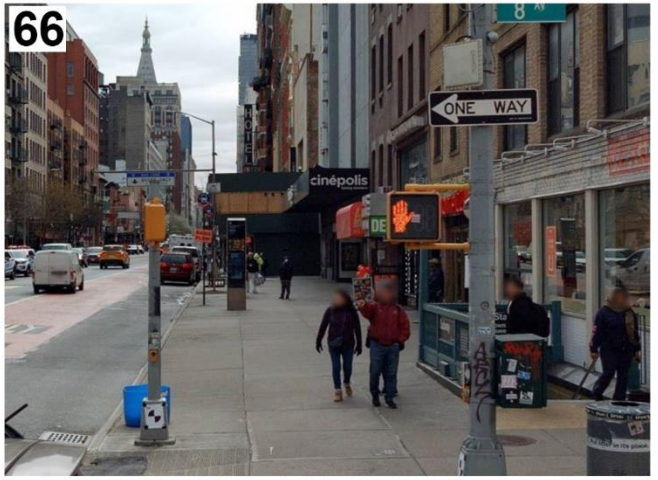
Facing west from E 41st Street towards the New York Public Library.

*Photos taken April and June 2024 (refer to **Figure 8-4**)

Figure 8-24: Chelsea Streetscape



Facing northeast on W 28th Street between 8th and 9th Avenues.



Facing east on the south side of W 23rd Street east of 8th Avenue.



Facing north from W 21st Street and 7th Avenue.



Facing west from the northwest corner of W 33rd Street and 7th Avenue.

*Photos taken April and June 2024 (refer to **Figure 8-4**)

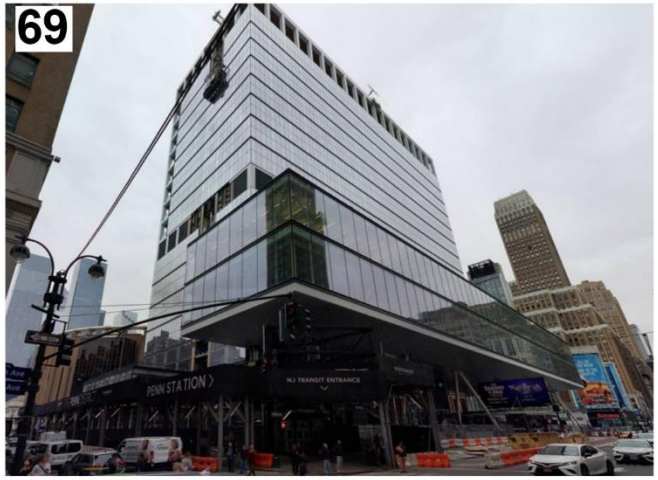
Seventh Avenue. Building heights range between 10 to 20 stories on the north-south avenues and between five to 10 stories on the east-west streets. The area between Sixth Avenue and Seventh Avenue north of 23rd Street is primarily occupied by commercial buildings. Moving south and west, building height and density in this secondary Study Area subarea decreases. Mixed-use residential and commercial buildings and institutional buildings are also located in this area. West of Seventh Avenue the Chelsea secondary subarea is primarily residential with a mix of mixed-use residential and commercial buildings, multi-family buildings, and one- and two-family buildings. Examples of institutional uses in the area include the Fashion Institute of Technology and the USPS Morgan Processing and Distribution Center. As mentioned above, Penn Station and the Moynihan Train Hall at Penn Station are in the northwestern corner of the Chelsea secondary subarea.

Buildings on Sixth Avenue and Seventh Avenue are generally built to the lot line, creating a continuous street wall (see **Figure 8-25**). An exception to this is Penn Station/Madison Square Garden on Seventh Avenue between West 33rd Street and West 31st Street. Penn Station/Madison Square Garden is set back from the property line to provide additional sidewalk width for pedestrian ingress and egress for the arena and train station. On Eighth Avenue and Ninth Avenue, buildings do not create a continuous street wall, particularly due to the Penn South Housing Cooperative. The Penn South Housing Cooperative is built as a tower-in-the-park style development that includes 21- and 22-story residential buildings surrounded by landscaped land. Buildings on side streets in the subarea are typically built to the lot line. Exceptions include a cluster of one- and two-family residential buildings on West 29th Street west of Eighth Avenue.

The topography of the Chelsea secondary subarea is generally flat. There are no significant natural resources such as aquatic features, beaches, or wetlands in this area. Open spaces in this subarea include, but are not limited to, Penn South Playground, One Penn Plaza POPS, Two Penn Plaza POPS, Plaza33, the One Manhattan West POPS, Chelsea Green, and Chelsea Park. Penn South Playground is a 0.6-acre playground on West 26th Street between Eighth Avenue and Ninth Avenue. The playground includes seating areas, basketball courts, and playgrounds. One Penn Plaza POPS is located on between West 34th and West 33rd Streets near Eighth Avenue. The plaza is approximately 50,095 sf and is open to the public and includes planters and public seating. At Seventh Avenue between West 31st and West 33rd Street is the Two Penn Plaza POPS. The 18,124 sf POPS is open 24 hours a day. On West 33rd Street the eastern half of the block between Seventh and Eighth Avenues is Plaza33, a 24-hour plaza with tables, chairs, benches, and plantings. The One Manhattan West POPS is located on Ninth Avenue between West 33rd and West 31st Streets. This POPS includes trees, planters, public seating, and connects directly to the High Line extension (see **Figure 8-26**). Chelsea Green is a 0.23-acre park on West 20th Street between Sixth Avenue and Seventh Avenue. The park was opened in 2019 and includes seating, synthetic turf, and a playground. Chelsea Park is a 3.9-acre park located on the block bound by West 28th Street to the north, Ninth Avenue to the east, West 27th Street to the south, and Tenth Avenue to the west. The park includes baseball fields, a soccer field, basketball courts, fitness equipment, playgrounds, handball courts, spray showers, running tracks, and public seating. This subarea also includes several additional POPS that are used for passive

recreation by residents and workers in the area. See Chapter 5, “Open Space,” for additional discussion of these open space resources.

Figure 8-25: Chelsea Buildings



Facing northwest from the intersection of W 31st Street and 7th Avenue.



Facing southeast from W 34th Street between 7th and 8th Avenue.



Facing northwest from the intersection of W 24th Street and 7th Avenue.



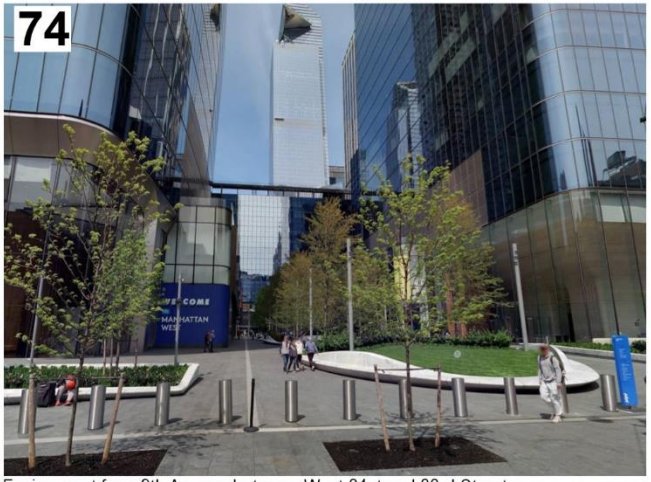
Facing west from W 32nd Street and 6th Avenue.

*Photos taken April and June 2024 (refer to **Figure 8-4**)

Figure 8-26: Chelsea Open Space and Visual Resources



Facing northwest from 8th Avenue and W 31st Street towards Moynihan Train Hall.



Facing west from 9th Avenue between West 31st and 33rd Streets
(1 Manhattan West POPS)



Facing southwest towards Penn South Playground on W 26th Street between 7th and 8th Avenues.



Facing southeast towards the 1 Penn POPS from W 34th Street between 7th and 8th Avenues.

*Photos taken April and June 2024 (refer to **Figure 8-4**)

Visual Resources

Several visual resources are located within or are visible from the Chelsea secondary subarea. The Empire State Building is visible from West 34th and West 33rd Streets. The Macy's Department Store is visible from 34th Street, Sixth Avenue, and Seventh Avenue (see **Figure 8-23**). Moynihan Train Hall at Penn Station is visible from West 33rd Street, West 31st Street, Eighth Avenue, and Ninth Avenue (see **Figure 8-26**).

Flatiron/NoMad

As shown in **Figure 8-1**, the Flatiron/NoMad secondary subarea comprises lots within 0.25 miles of the primary Study Area south of 32nd Street and east of Sixth Avenue in the NoMad neighborhoods.

Urban Design

Streets in this secondary subarea generally create rectangular blocks. Broadway cuts through, which creates irregular block shapes. Madison Square Park, located between East 26th Street, Madison Avenue, East 23rd Street, and Fifth Avenue, creates a superblock.

Avenues in the secondary subarea one-way traffic either north or south, apart from Park Avenue South which is two-way. Side streets carry local crosstown traffic on one-way streets, apart from 23rd Street, which is a two-way street. Within this secondary subarea, Broadway, Fifth Avenue (between East 26th and East 22nd Streets), and 23rd Street are designated as local truck routes.

Sidewalks in the Flatiron secondary Study Area generally range in width between five and 20 feet along the north-south avenues and between five to 14 feet on east-west side streets, apart from 23rd Street where sidewalk widths range between 10 to 18 feet. Streetscape elements along Madison Avenue include newsstands, traffic signage, mailboxes, parking ticket machines, LinkNYC kiosks, garbage cans, mailboxes, fire hydrants, and bus shelters. On east-west side streets, street trees are more common farther south. Pedestrian plazas are located near the Flatiron Building at Broadway and 23rd Street (see **Figure 8-27**).

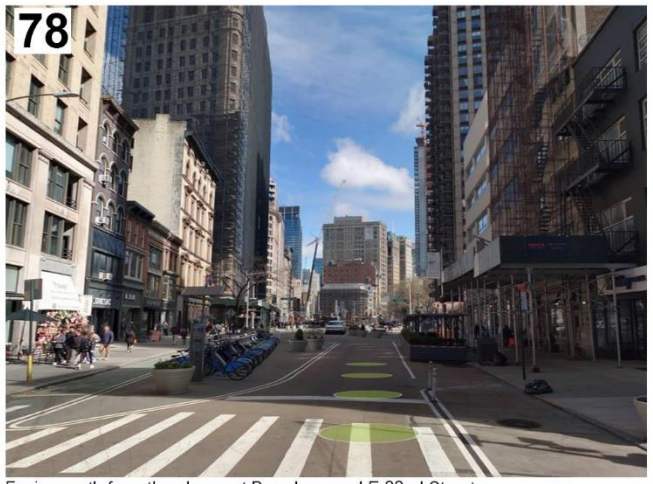
As shown in **Figures 8-2** and **8-3**, the highest built density and building height in the Midtown secondary subarea is generally along north-south avenues north of 23rd Street. Built density and building height in this secondary subarea generally decreases moving south. Building height along north-south avenues generally ranges between 10 to 25 stories and between five to 15 stories on east-west streets (see **Figure 8-28**). The Flatiron/NoMad secondary subarea is primarily occupied by commercial buildings. Mixed-use residential and commercial buildings and muti-family residential buildings are dispersed throughout the secondary subarea but more commonly found south of 23rd Street. Institutional uses in this secondary subarea are most frequently found north of 23rd Street.

Buildings in the Flatiron/NoMad secondary subarea are generally built to the lot line, creating nearly continuous street walls. Newer construction in the secondary subarea, particularly near the intersections of Fifth Avenue and 29th/30th Streets, includes tall residential towers not set back from the street wall before reaching their maximum height.

Figure 8-27: Flatiron/NoMad Streetscape



Facing south from Madison Avenue and E 28th Street.



Facing north from the plazas at Broadway and E 22nd Street.



Facing northwest from W 21st Street between 5th and 6th Avenues.



Facing south from 5th Avenue and E 19th Street.

*Photos taken April and June 2024 (refer to **Figure 8-4**)

Figure 8-28: Flatiron/NoMad Buildings



Facing northeast on W 20th Street between 5th and 6th Avenues.



Facing southwest from Park Avenue and E 30th Street.



Facing southwest from E 29th Street and Madison Avenue.



Facing south from W 22nd Street between 5th and 6th Avenues.

*Photos taken April and June 2024 (refer to **Figure 8-4**)

The subarea includes 10 open space resources, three of which were discussed above and are located in the southeastern quadrant. The most notable open space in this subarea is Madison Square Park, a 6.24-acre park that includes lawns, playgrounds, passive seating areas, walking paths, moveable café tables and chairs, a dog run, and restaurant. Additional open spaces in this subarea, including the portion of Broadway between West 32nd and West 25th Street discussed above (Broadway Vision), are pedestrian plazas and POPS that provide passive recreation for residents and workers in the subarea (see **Figure 8-29**). See Chapter 5, "Open Space," for additional discussion of these resources.

Visual Resources

Several visual resources are located within or are visible from the Flatiron/NoMad secondary subarea. The most notable visual resource in this subarea is the LPC-designated and S/NR-listed Flatiron Building (see to **Figure 8-30**), which is visible from Fifth Avenue, Broadway, and portions of 23rd Street. Portions of the LPC-designated Madison Square North and Ladies' Mile Historic Districts are visible from within the subarea. In addition to the resources within the southeastern quadrant, the subarea includes several LPC-designated and S/NR-listed resources. See Chapter 7, "Historic and Cultural Resources," for more detailed discussion of the historic district and its contributing resources.

E. No-Action Condition

Primary Study Area

Urban Design

As discussed in Chapter 13, "Transportation**,"** no changes to the existing streets and streetscapes in the Rezoning Area are expected in the future without the Proposed Actions.

Under the No-Action condition, it is expected that current land use trends and general development patterns would continue in the Rezoning Area. These trends and patterns are characterized primarily by commercial uses, with a small amount of residential and mixed-use residential and commercial buildings. As discussed in Chapter 1, "Project Description," absent the Proposed Actions the projected development sites and area to be converted from non-residential to residential use would remain the same as under existing conditions. One development is expected to occur in the Rezoning Area absent the Proposed Actions. At 515 Seventh Avenue, a 23-story, 410-foot-tall commercial building containing office and hotel space. The 18 FAR building would include a covered pedestrian open space approximately 5,542-sf (0.12 acres).

As discussed in Chapter 5, "Open Space," no changes to existing open space are anticipated, and no new open space resources are expected to be developed in the Rezoning Area in the future without the Proposed Actions.

Visual Resources

No significant changes to visual resources in the Rezoning Area are expected to occur in the No-Action condition.

Figure 8-29: Flatiron/NoMad Open Space



Facing southeast from the northwest corner of Madison Square Park.



Facing northwest from 5th Avenue and Broadway towards Worth Square.



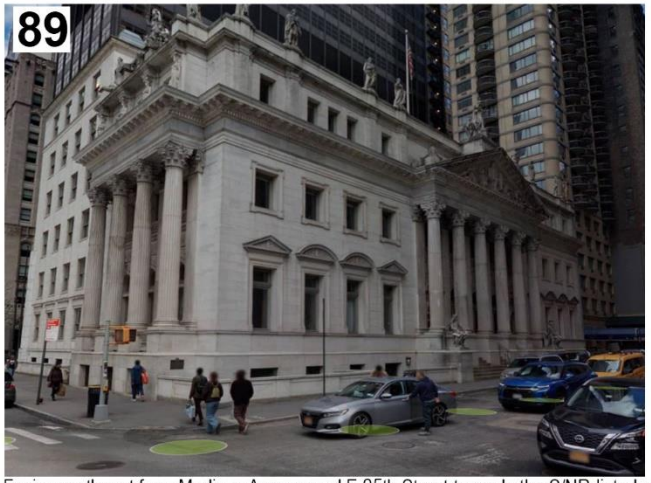
Facing north from E 28th Street between 5th and Madison Avenues.

*Photos taken April and June 2024 (refer to **Figure 8-4**)

Figure 8-30: Flatiron/NoMad Visual Resources



Facing south from 5th Avenue and W 24th Street towards the S/NR-listed and LPC-designated Flatiron Building.



Facing northeast from Madison Avenue and E 25th Street towards the S/NR-listed and LPC-designated Appellate Division Courthouse of New York State.



Facing northeast from E 23rd Street and Madison Avenue towards the S/NR-listed and LPC-designated Metropolitan Life Insurance Company Tower.

*Photos taken April and June 2024 (refer to **Figure 8-4**)

Secondary Study Area

Urban Design

As discussed in Chapter 13, "Transportation," no changes to the existing streets and streetscapes in the secondary Study Area are expected in the future without the Proposed Actions.

Table 2-5 in Chapter 2, "Land Use, Zoning, and Public Policy," summarizes the known development anticipated to occur within the larger secondary Study Area in the No-Action condition. As detailed therein, a total of 21 additional sites are anticipated to be redeveloped in the No-Action condition in the secondary Study Area by 2034. These planned developments are expected to result in 4,944 DUs, 339 of which would be affordable, 9,601,405 gsf of office space, 220,991 gsf of local retail space, and 146,833 gsf of community facility space in the Midtown subarea. Within the Midtown subarea, the bus terminal portion of the new Port Authority Bus Terminal would be completed by the 2034 build year. Planned developments are expected to result in 2,269 DUs, 452 of which would be affordable, 2,463,348 gsf of office space, 30,631 gsf of local retail, 330,000 gsf of destination retail, 20,121 gsf of supermarket space, 472 hotel rooms, and 20,555 gsf of community facility space in the Chelsea subarea. There are no known planned developments in the Flatiron/NoMad subarea.

As described above, one development at 515 7th Avenue would include a 0.12-acre covered pedestrian space. It is not known whether other No-Build sites developed by the 2034 build year would include open space. It is expected that the No-Build sites identified above would plant street trees along their property line in the secondary Study Area in accordance with the ZR.

Visual Resources

No significant changes to visual resources in the secondary Study Area are expected to occur in the No-Action condition. Although some of the No-Action construction in the secondary Study Area described above will occur in proximity to the visual resources of the area, all this development is planned to occur within existing blocks and therefore would not have the potential to block significant views of visual resources in the secondary Study Area, which would continue to be visible from adjacent streets and sidewalks. Moreover, the No-Action development is not expected to obstruct view corridors of significant visual resources from within the secondary Study Area.

F. With-Action Condition

The Proposed Actions include zoning map and text amendments that would apply to an approximately 42-block area in Midtown South, Manhattan. By the 2034 Build Year, it is assumed that all of the 61 projected development sites and some of the seven potential development sites would be redeveloped.

Figures 8-31 through **8-35** provide illustrative renderings of views in the With-Action condition, compared to existing and No-Action conditions.

Primary Study Area

Urban Design

New development facilitated by the Proposed Actions would include ground-floor local retail uses that are required to meet lighting, glazing, and transparency requirements. Street trees would be placed along frontages of projected and potential development sites in compliance with the ZR. Adherence to these requirements would enhance the streetscape and improve the pedestrian experience in the Rezoning Area.

The RWCDS for the Proposed Actions would include the development of 61 projected development sites and seven potential development sites. As shown in **Figure 8-4**, 12 projected development sites and three potential development sites are located in the northwest quadrant, 12 projected development sites and one potential development site are located in the northeast quadrant, 14 projected development sites are located in the southeast quadrant, and 23 projected development sites and three potential development sites are located in the southwest quadrant.

Developments at the projected development sites and potential development sites completed by 2034 would be developed at the property line and would create a continuous street wall of base heights for pedestrians in the Rezoning Area. Development at projected development sites would setback above the maximum base height consistent with the surrounding area.

Projected and potential developments would range in height between 195 and 475 feet tall. The average height of these developments would be approximately 315 feet tall. Each of these developments would reach their maximum height after setting back from the street wall. Buildings generated by the Proposed Actions would generally be taller than what currently exists in the Rezoning Area but would not be out of context with the larger Midtown South neighborhood (see **Figure 8-3**). Overall, the visual character of buildings in the With-Action condition would not be significantly different from the No-Action condition.

Approval of the Proposed Actions would not introduce or alter open space and natural resources in the Rezoning Area.

Visual Resources

In the With-Action condition, development of the projected development sites and the potential development sites to be redeveloped by 2034 would not obstruct specific views of visual resources within the Rezoning Area or visible from within the Rezoning Area. Development facilitated by the Proposed Actions would occur within existing blocks and therefore would not have the potential to block significant views of visual resources in the Rezoning Area, which would continue to be visible from adjacent streets and sidewalks. Because this development would occur on existing blocks, With-Action development would not obstruct view corridors in the Rezoning Area.

Assessment

The With-Action developments would not change the built environment's arrangement, appearance, or functionality, and the developments would be compatible with the scale and

use of surrounding buildings. The introduction of new residents and additional ground-floor local retail uses in the Rezoning Area would improve the pedestrian's experience in the area. New development and uses generated by the Proposed Actions would not clash with the context of existing buildings within the Rezoning Area and future developments built under the No-Action condition. As a result of the development of the projected and potential development sites, some views of visual resources within or from the Rezoning Area would be modified by the addition of new buildings along the view corridors. Views of these resources would not be completely obstructed. Some views would be obstructed from certain vantage points, but similar views would continue to be widely available from other locations within the Rezoning Area and larger secondary Study Area.

Secondary Study Area

Urban Design

Approval of the Proposed Actions would not result in any development in the secondary Study Area. The streetscape, buildings, and open space in the secondary Study Area would remain the same as under the No-Action condition.

Visual Resources

With-Action development on projected and potential development sites by the 2034 analysis year would alter some views of visual resources within the Rezoning Area and would be visible from the secondary Study Area. However, views of each visual resource would continue to be widely available from public locations. Views of visual resources within the secondary Study Area from outside the Rezoning Area would be unaffected.

Assessment

As discussed above, approval of the Proposed Actions would not result in changes to the streetscape, buildings, or open space in the secondary Study Area. The introduction of residents to the Rezoning Area would enliven the streetscape in the secondary Study Area. The development of the projected and potential sites would not significantly obstruct views of visual resources in the secondary Study Area. The Proposed Actions would not result in any significant adverse impacts to urban design or visual resources in the secondary Study Area.

Figure 8-31: No-Action v. With-Action View – West 23rd Street between Fifth and Sixth Avenues



Facing west on W 23rd Street between 5th and 6th Avenues



Facing west on W 23rd Street between 5th and 6th Avenues

*Photos taken October 2024 (refer to **Figure 8-4**)

Figure 8-32: No-Action v. With-Action View – West 29th Street between Seventh and Eighth Avenues



Facing east from W 29th Street between 7th and 8th Avenues



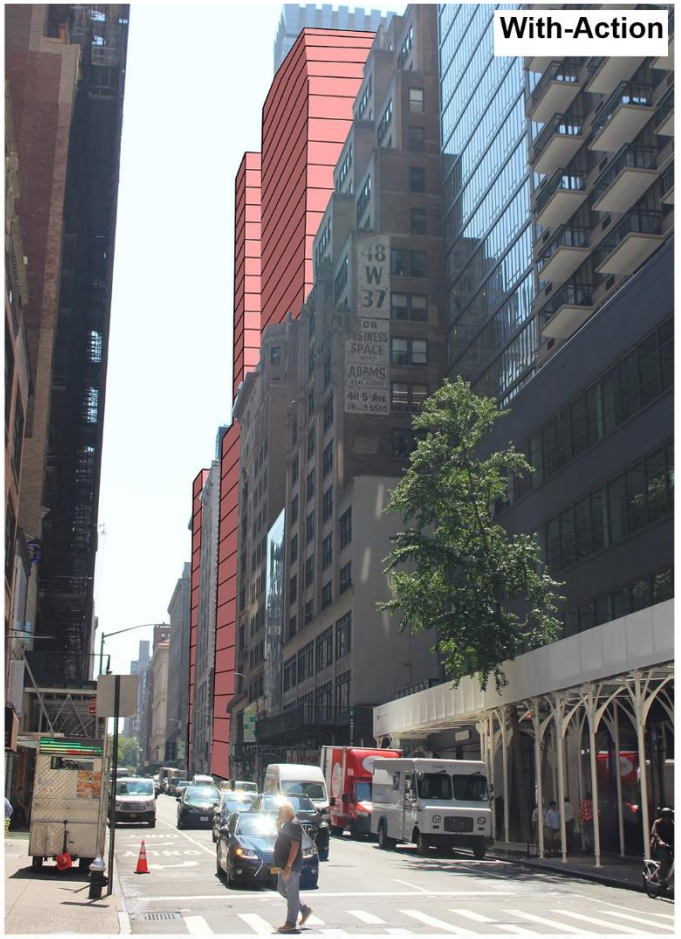
Facing east from W 29th Street between 7th and 8th Avenues towards projected development site 4 and potential development site A.

*Photos taken November 2024 (refer to **Figure 8-4**)

Figure 8-33: No-Action v. With-Action View – West 37th Street between Fifth and Sixth Avenues



Facing east from W 37th Street east of 6th Avenue.



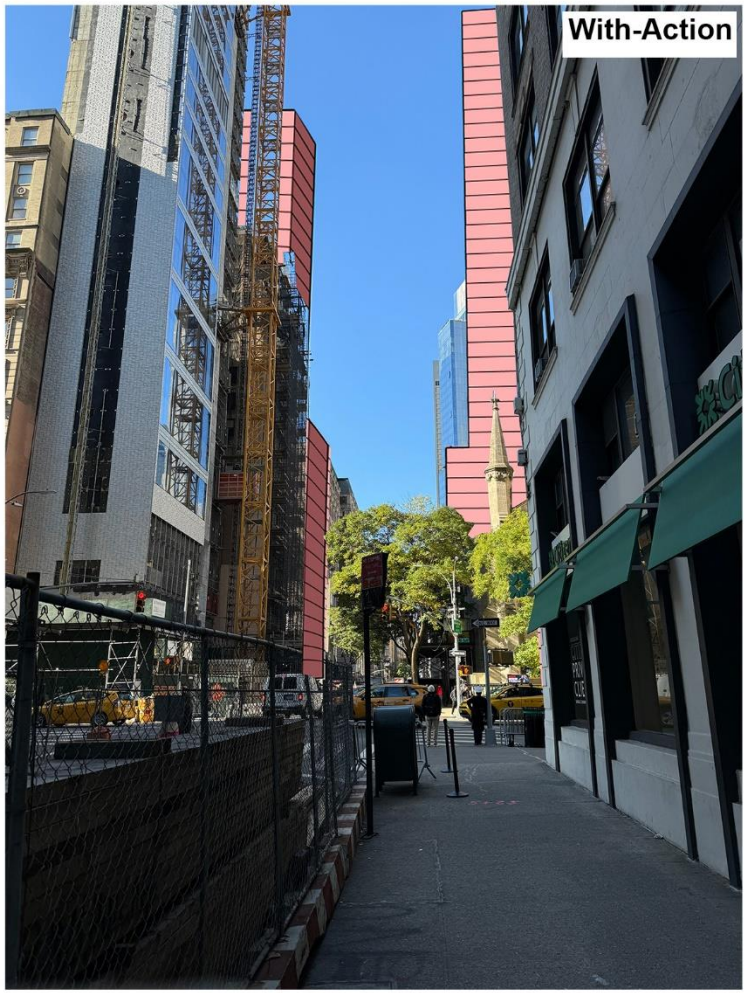
Facing east from W 37th Street east of 6th Avenue towards projected development sites 53 and 54.

*Photos taken August 2024 (refer to **Figure 8-4**)

Figure 8-34: No-Action v. With-Action View – West 29th Street between Fifth Avenue and Broadway



Facing west from W 29th Street from 5th Avenue.



Facing west from W 29th Street from 5th Avenue. towards projected development site 49.

*Photos taken November 2024 (refer to **Figure 8-4**)

Figure 8-35: No-Action v. With-Action View – West 36th Street between Seventh and Eighth Avenues



Facing east from W 36th Street between 7th and 8th Avenues.



Facing east from W 36th Street between 7th and 8th Avenues towards projected sites 10 and 12.

*Photos taken August 2024 (refer to **Figure 8-4**)