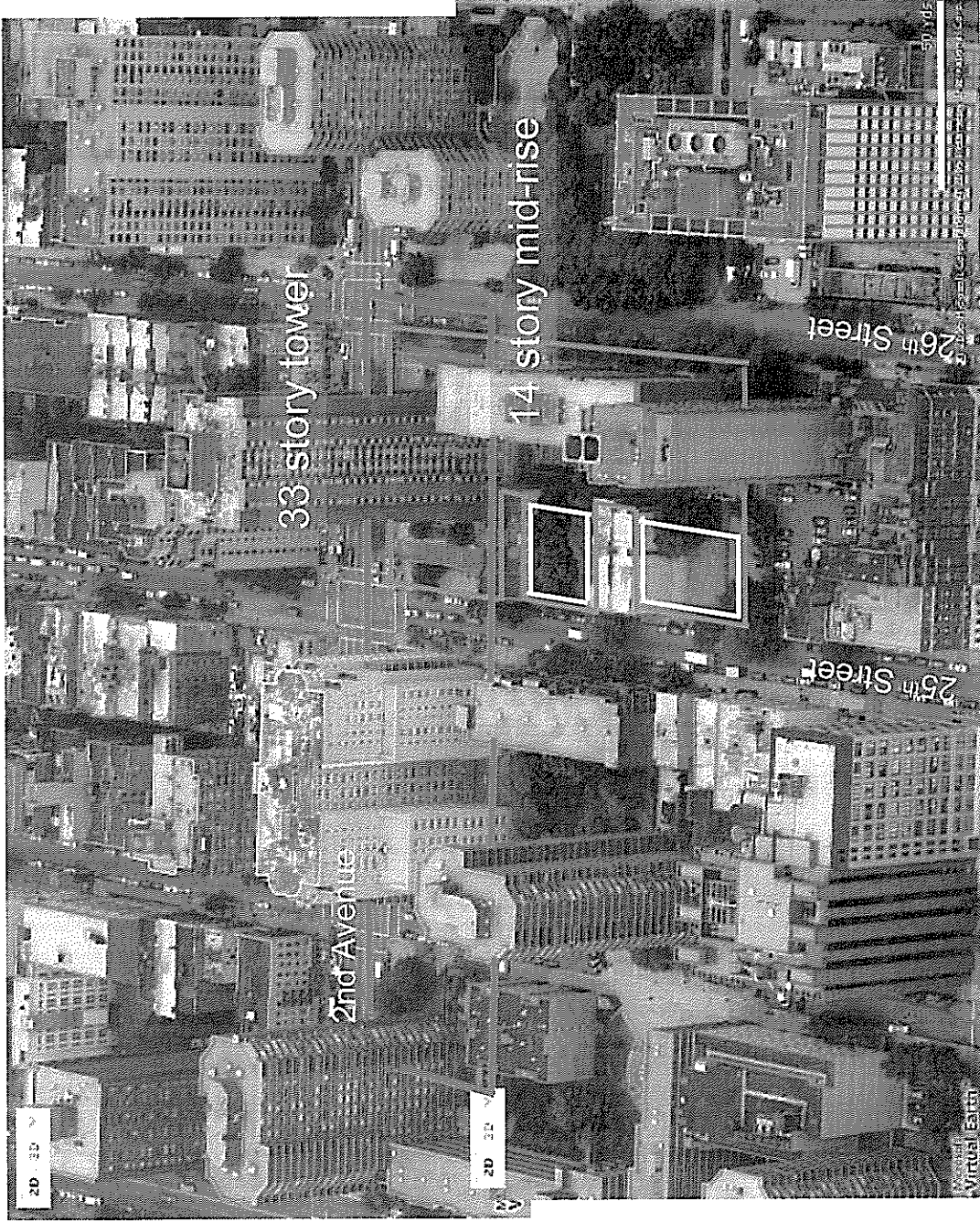


Phipps Plaza South Rezoning

City Council Zoning & Franchises Committee

Monday, February 9, 2009

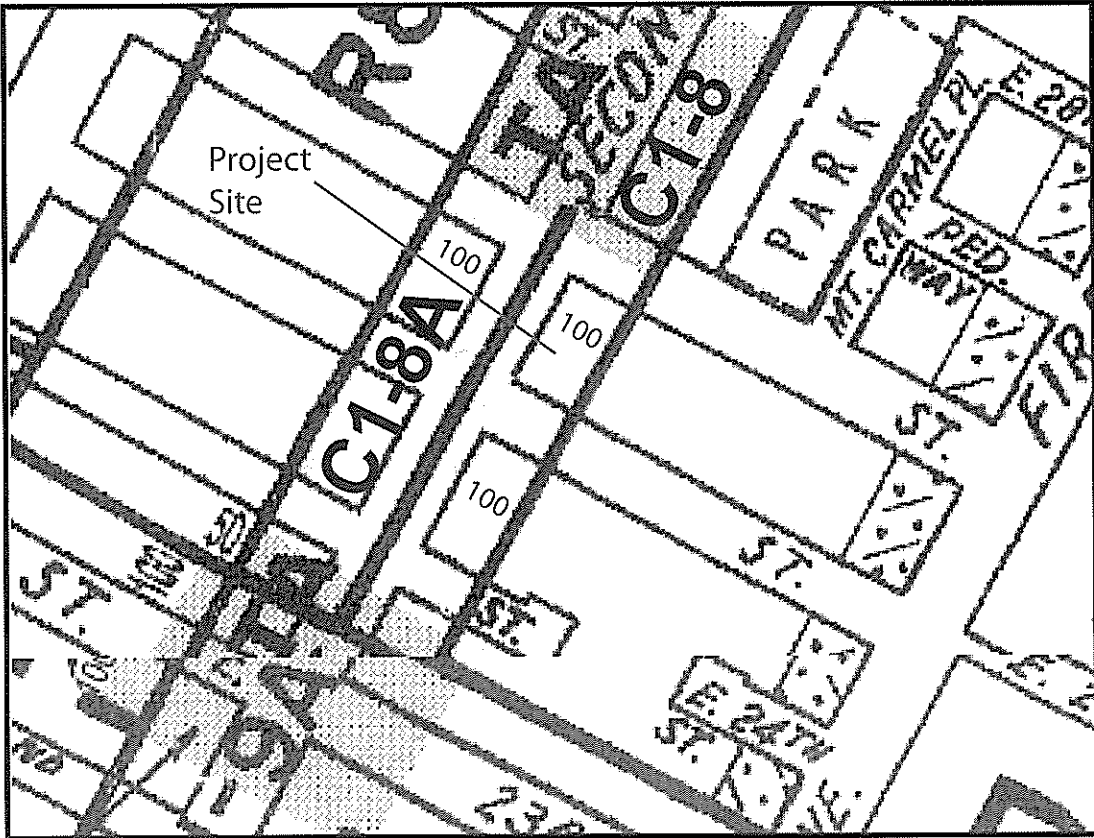
PHIPPS PLAZA SOUTH: Bird's Eye View looking west



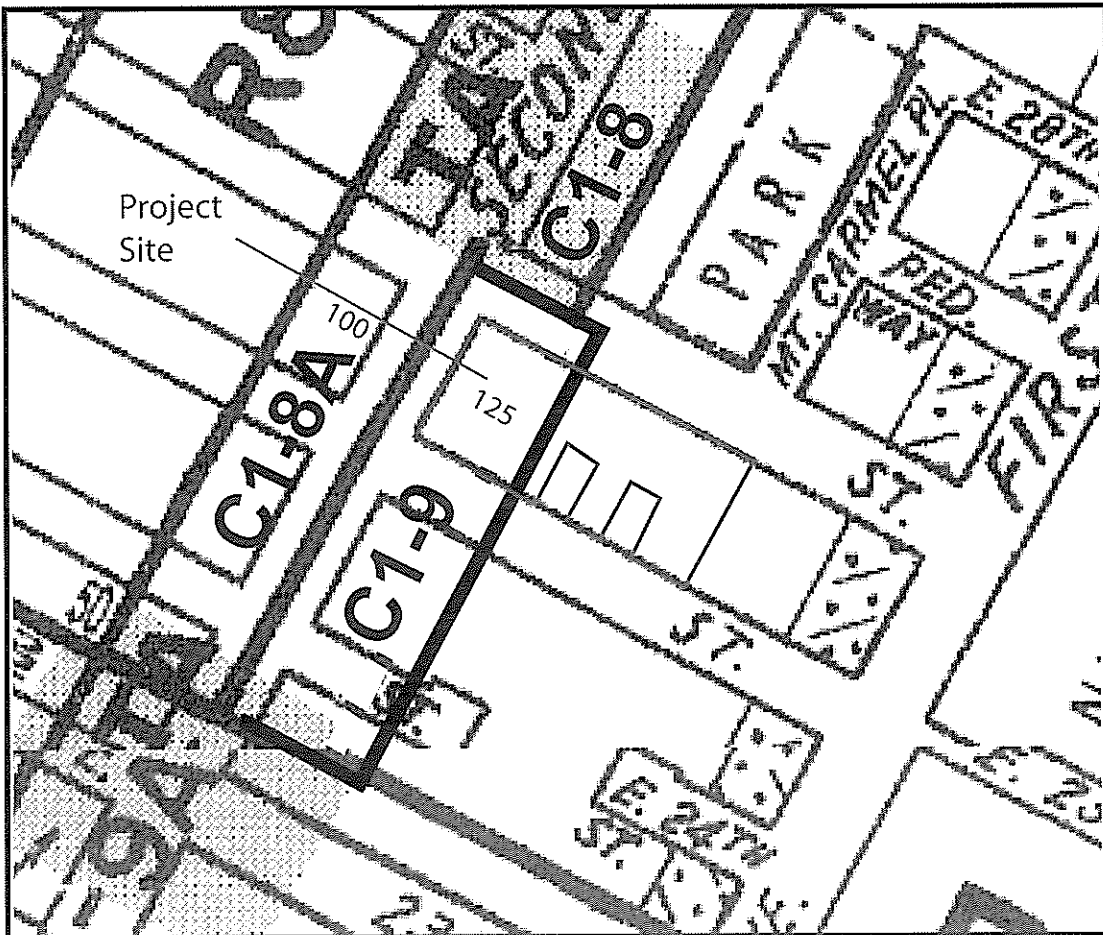
- Approx. boundary of proposed rezoning area
- Phipps Plaza South Property
- Proposed Future Development Sites

REZONING OVERVIEW

- Actions: Zoning Map Amendment
- Applicant: Phipps Houses
- Lead Agency: NYC Dept. of City Planning
- Area to be rezoned:
 - Portions of 2.5 blocks, from midpoint between 23rd and 24th Streets to 26th Street, from the east side of 2nd Avenue running eastward 125’.
 - Only the portion from 25th to 26th Streets is controlled by Phipps.

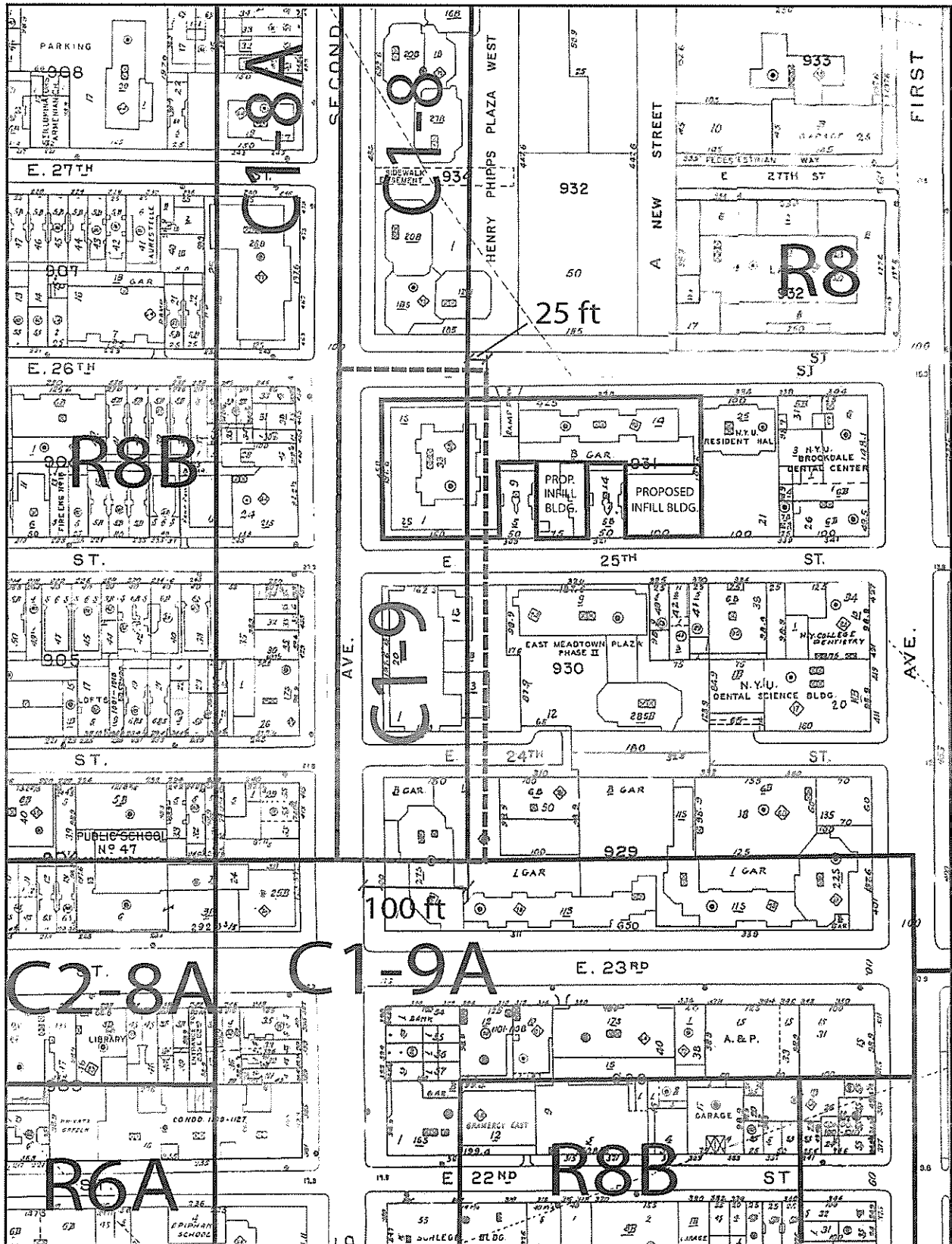


Existing Zoning



Proposed Zoning

LAND USE MAP



C1-9 Proposed District



Proposed Zoning
Boundary



Project Site
Boundary

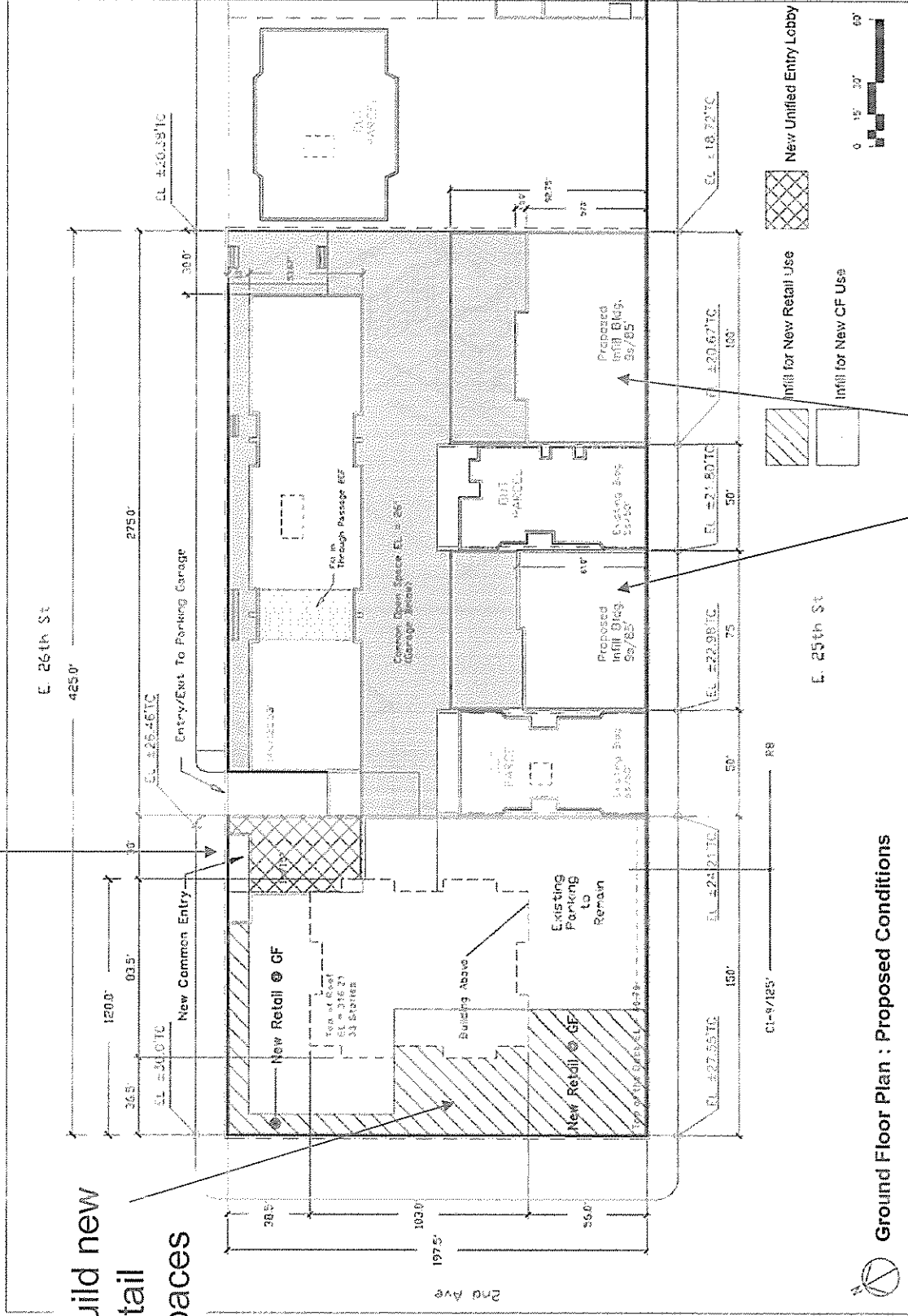
REZONING GOALS

The proposed rezoning will allow Phipps to:

- Develop 2 new infill residential buildings on Phipps Plaza South property (outside of rezoning area)
 - *Provide approx. 80 new units of affordable housing*
- Facilitate the conversion of garage space along 2nd Avenue and 25th Street to retail use
 - *Improve streetscape and expansion of retail on 2nd Avenue*
- Allow for creation of consolidated residential entrance to the Phipps Plaza South development
 - *Increase security and attractiveness for residents*

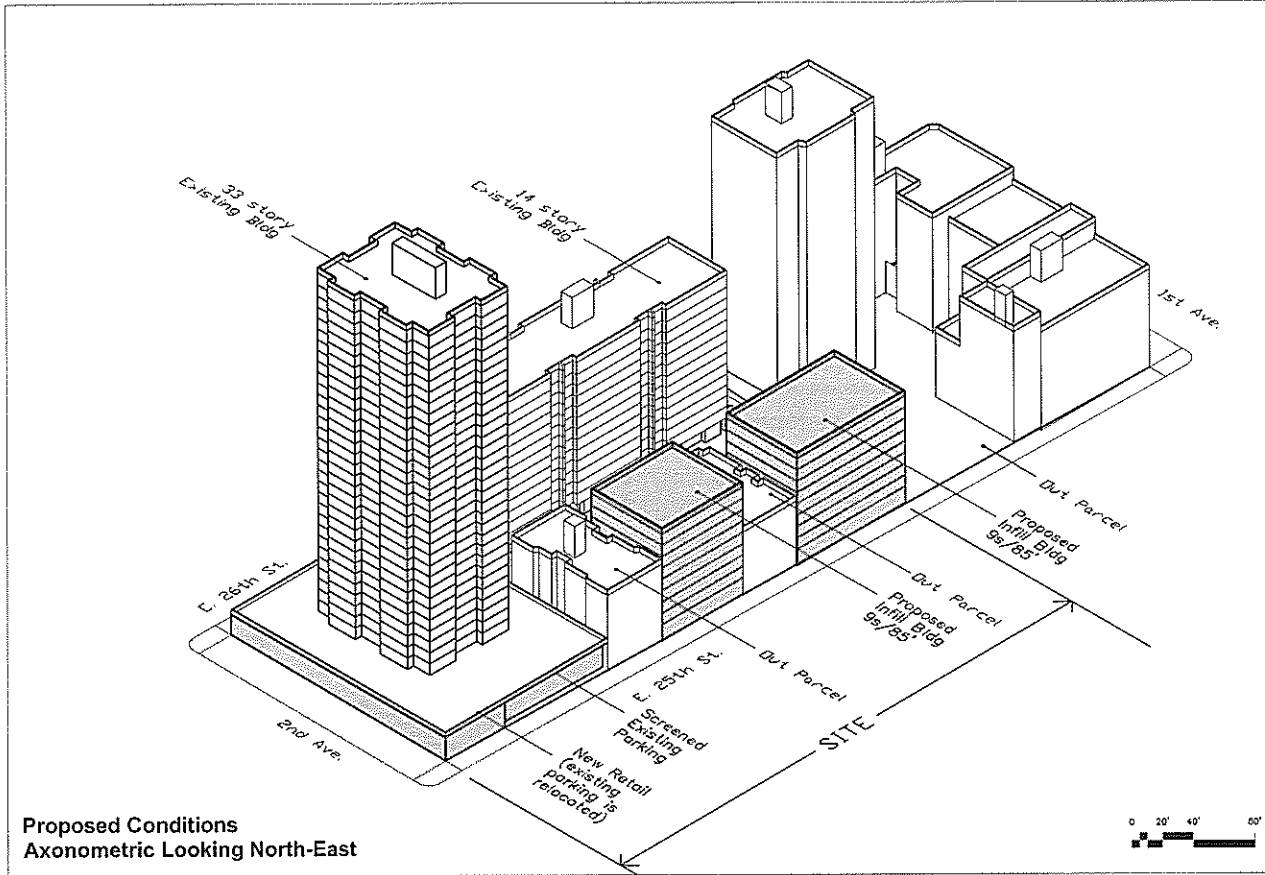
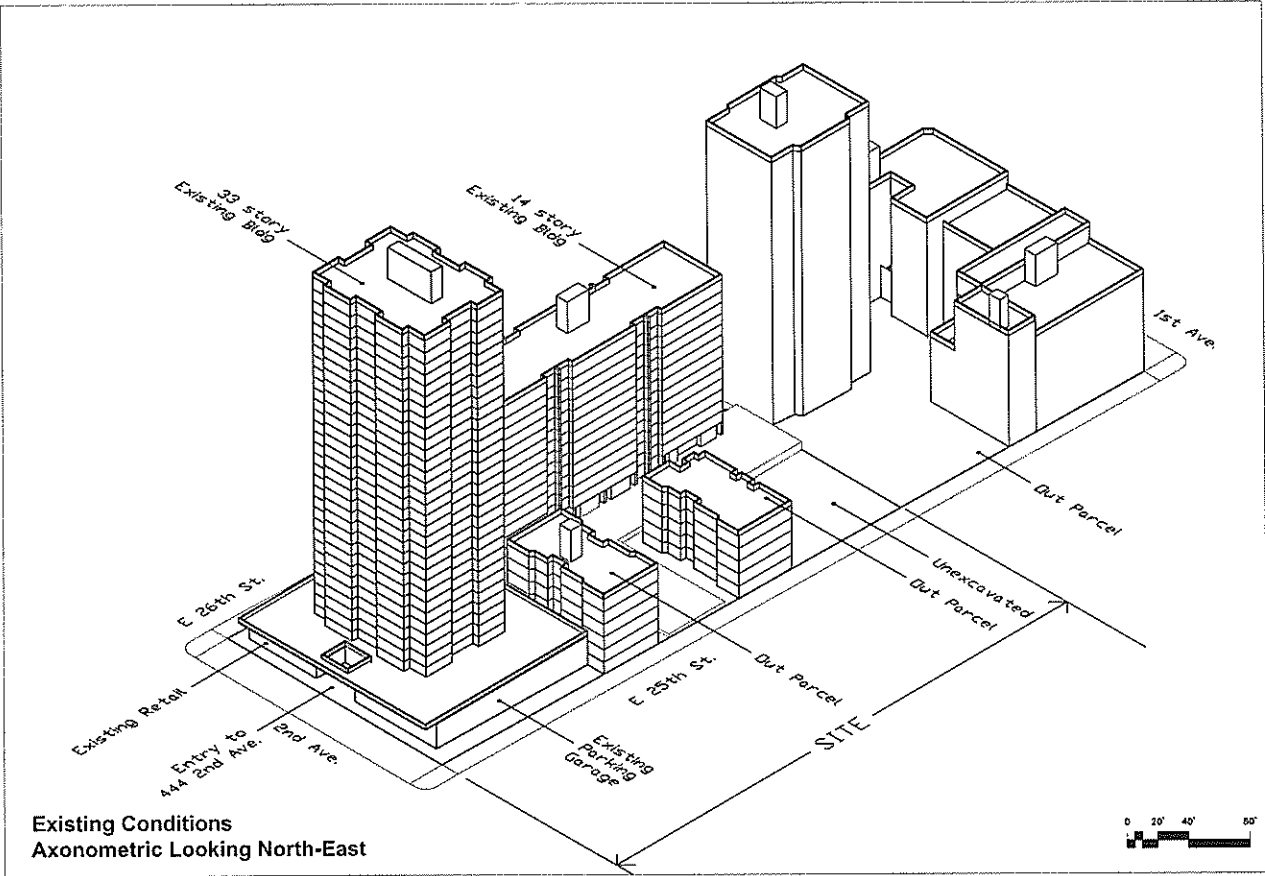
Consolidate residential entrance

Build new retail spaces



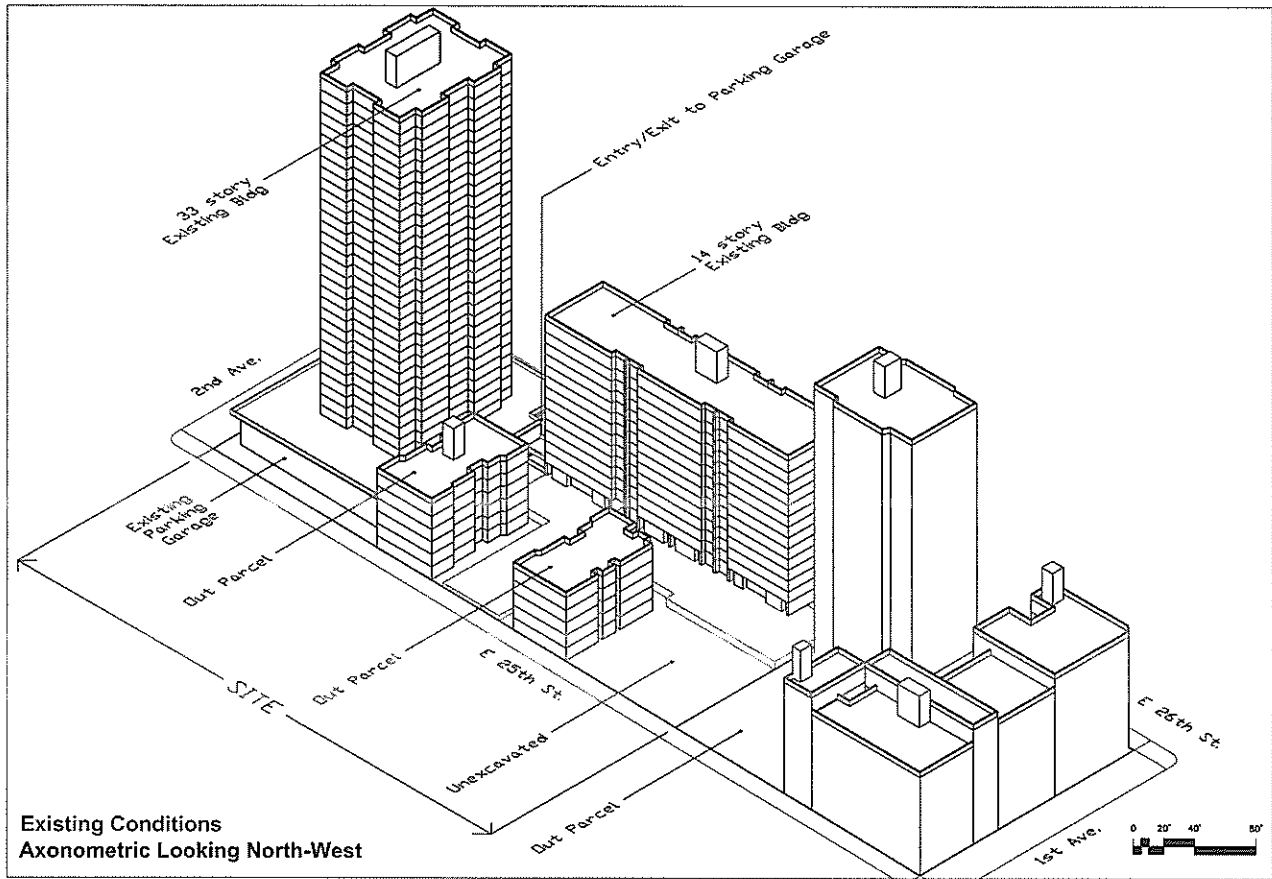
Ground Floor Plan : Proposed Conditions

Build approx. 80 units of affordable housing

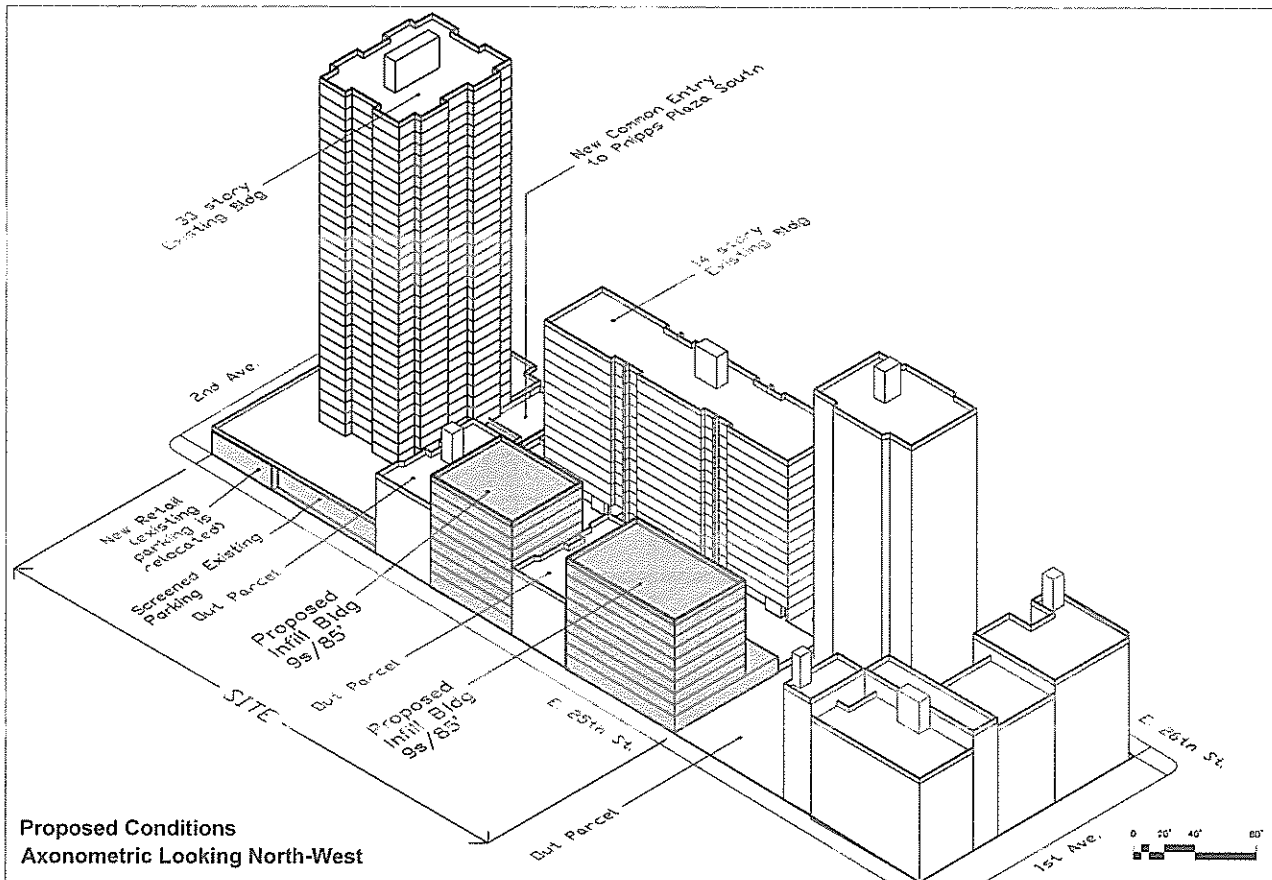


For illustrative purposes only. See site plan for building configuration.

Michael Kwartier and Associates Architecture 116 West 29th St. Planning NY, NY 10001 Urban Design (212) 564-9601	Phipps Houses 902 Broadway New York, NY 10010	Phipps Plaza South 444 Second Ave & 330 E 26th St New York, NY 10010	Existing Development with Infill Residential Buildings, Expanded Retail, Relocated Parking and New Common Entry	Z-2 <small>Date: 05 November 2007</small>
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Existing Conditions
Axonometric Looking North-West



Proposed Conditions
Axonometric Looking North-West

For illustrative purposes only. See site plan for building configuration.

Michael Kwartler and Associates
 Architecture 116 West 29th St.
 Planning NY, NY 10001
 Urban Design (212) 564-9601

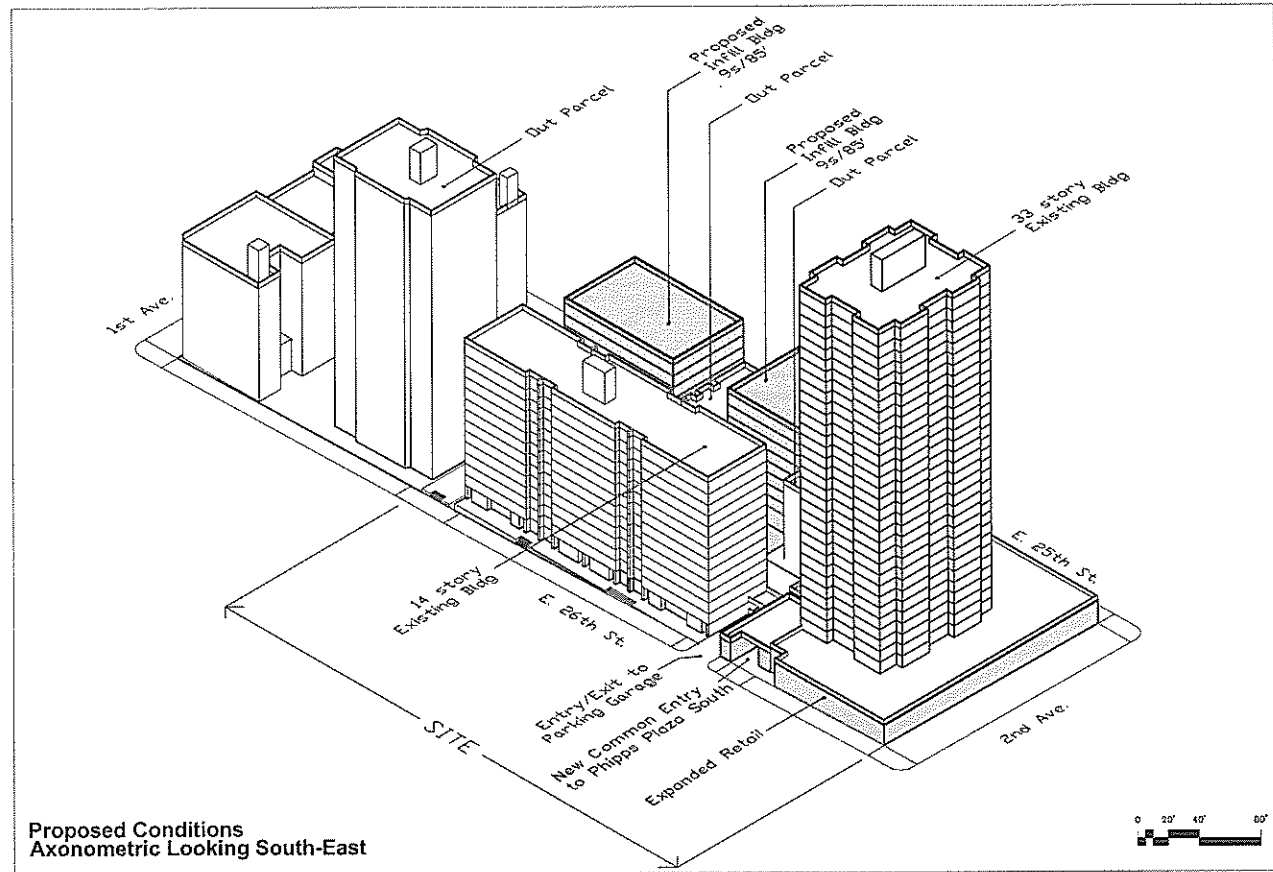
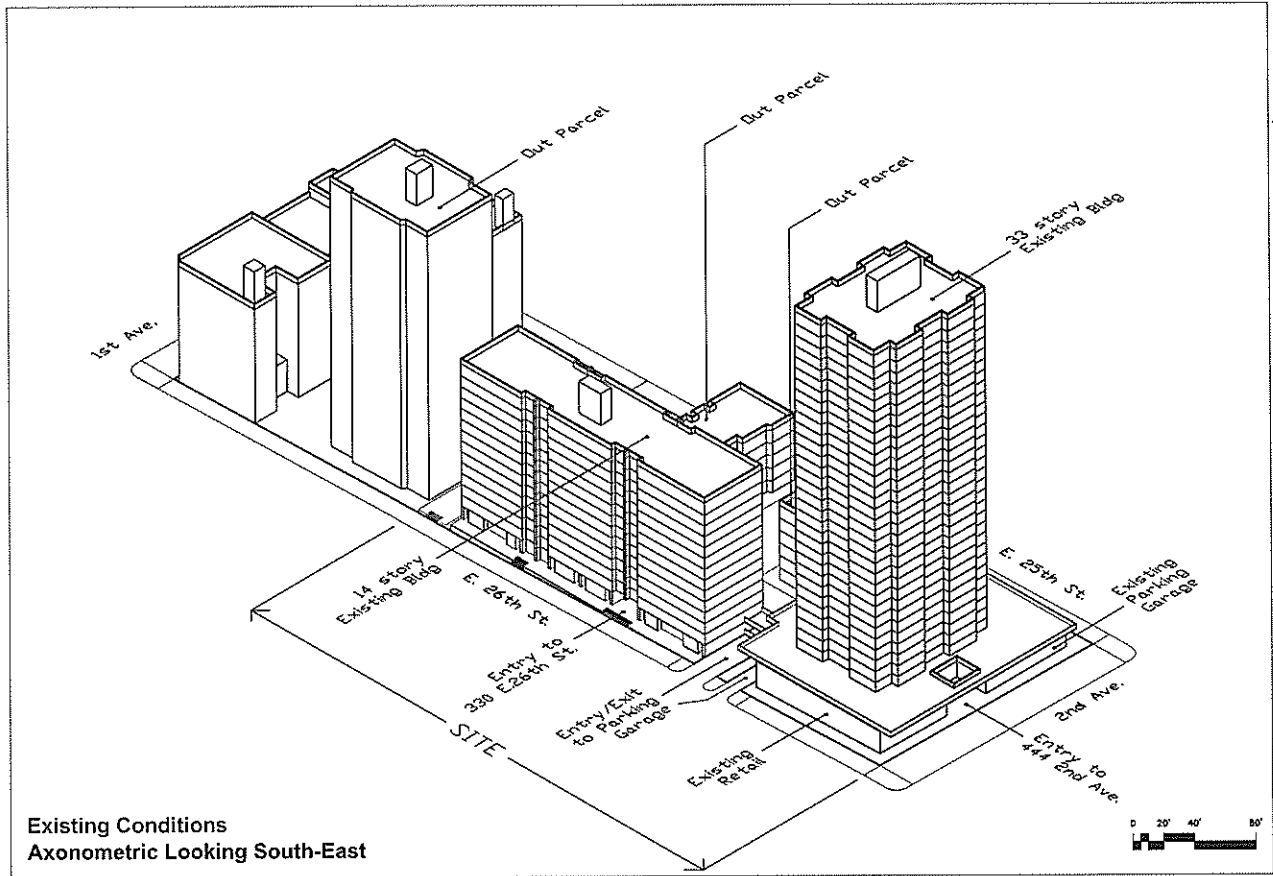
Phipps Houses
 902 Broadway
 New York, NY 10010

Phipps Plaza South
 444 Second Ave &
 330 E 26th St
 New York, NY 10010

**Existing Development with Infill Residential
 Buildings, Expanded Retail, Relocated Parking
 and New Common Entry**

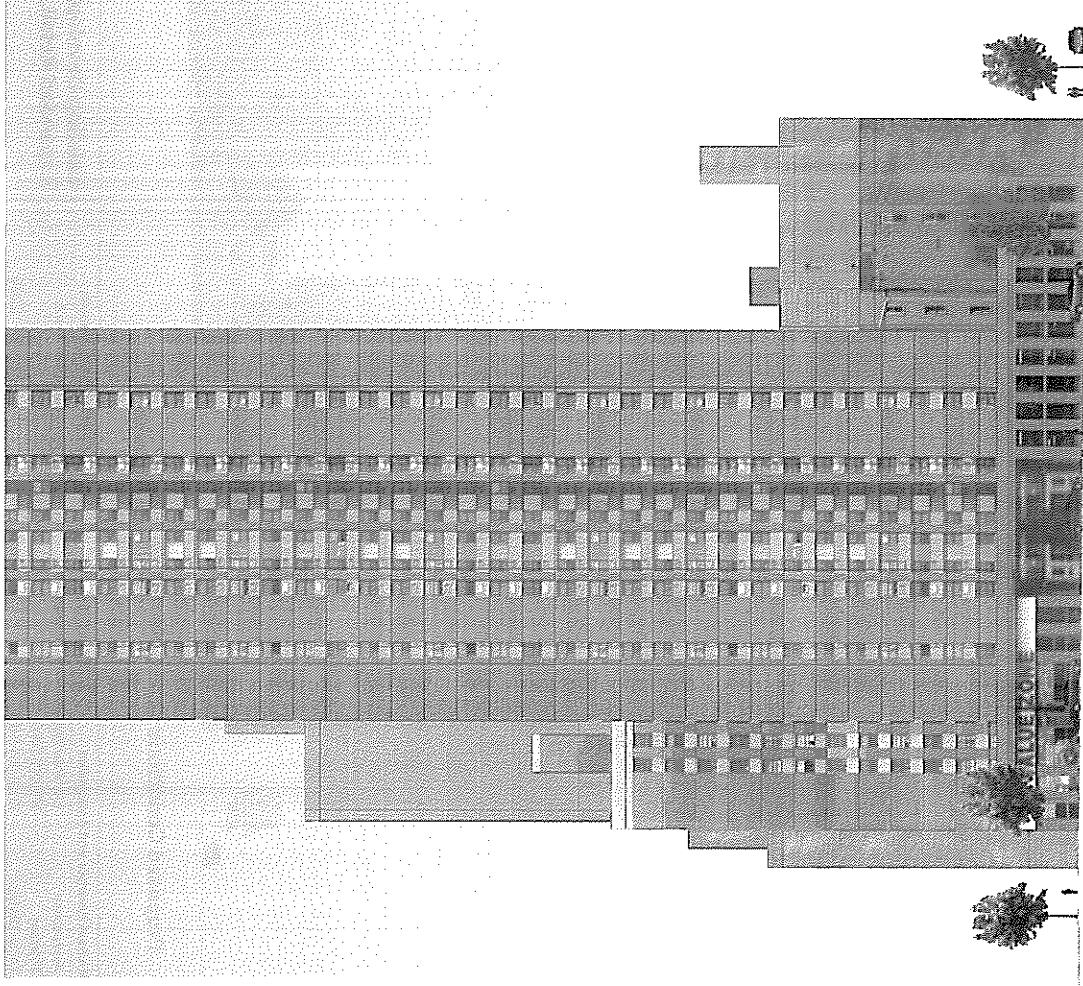
Z-3

Date: 05 November 2007

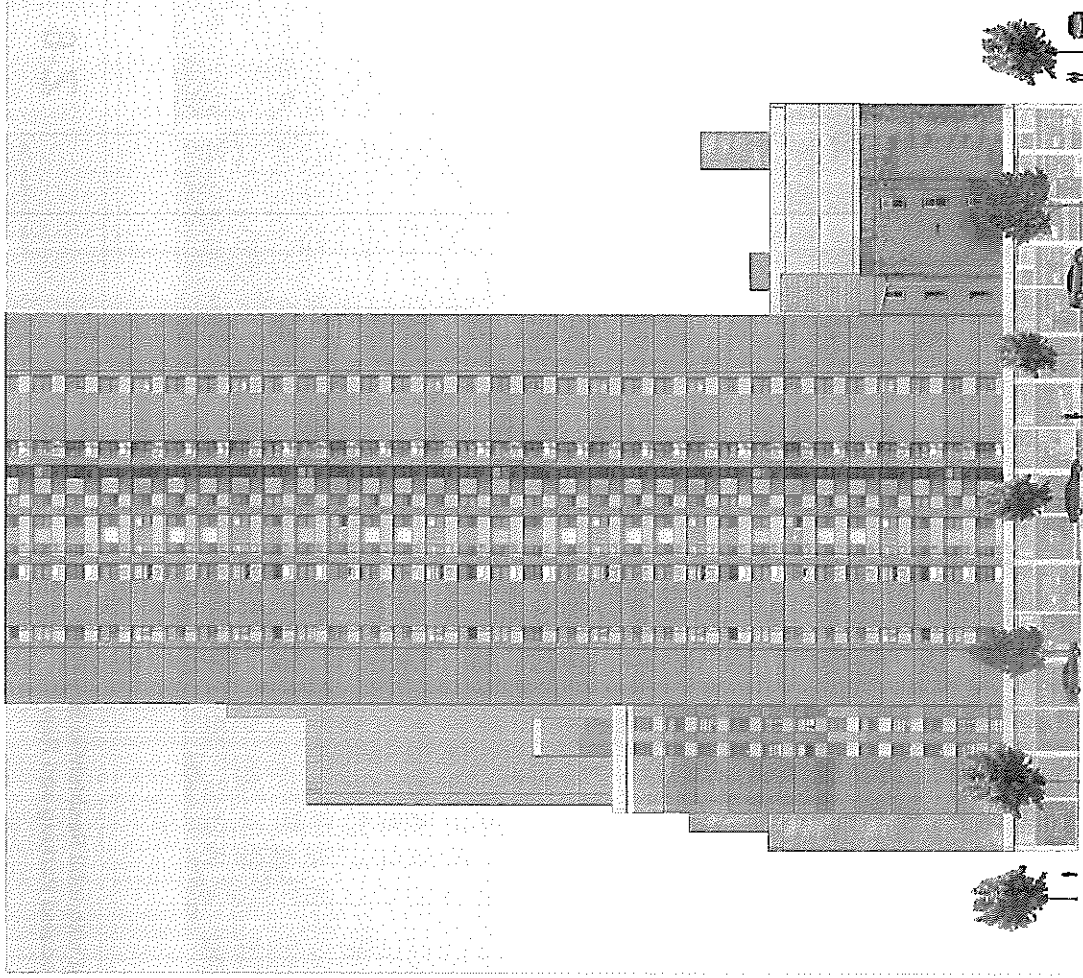


For illustrative purposes only. See site plan for building configuration.

Michael Kwartler and Associates Architecture 116 West 29th St. Planning NY, NY 10001 Urban Design (212) 564-9601	Phipps Houses 902 Broadway New York, NY 10010	Phipps Plaza South 444 Second Ave & 330 E 26th St New York, NY 10010	Existing Development with Infill Residential Buildings, Expanded Retail, Relocated Parking and New Common Entry	Z-4 <small>Date: 05 November 2017</small>
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Existing Conditions : Second Avenue



Proposed Conditions : Second Avenue

Michael Kwartler and Associates

Architecture
 Planning
 Urban Design

116 West 29th St.
 NY, NY 10001
 (212) 564-9601

Phipps Houses

692 Broadway
 New York, NY 10010

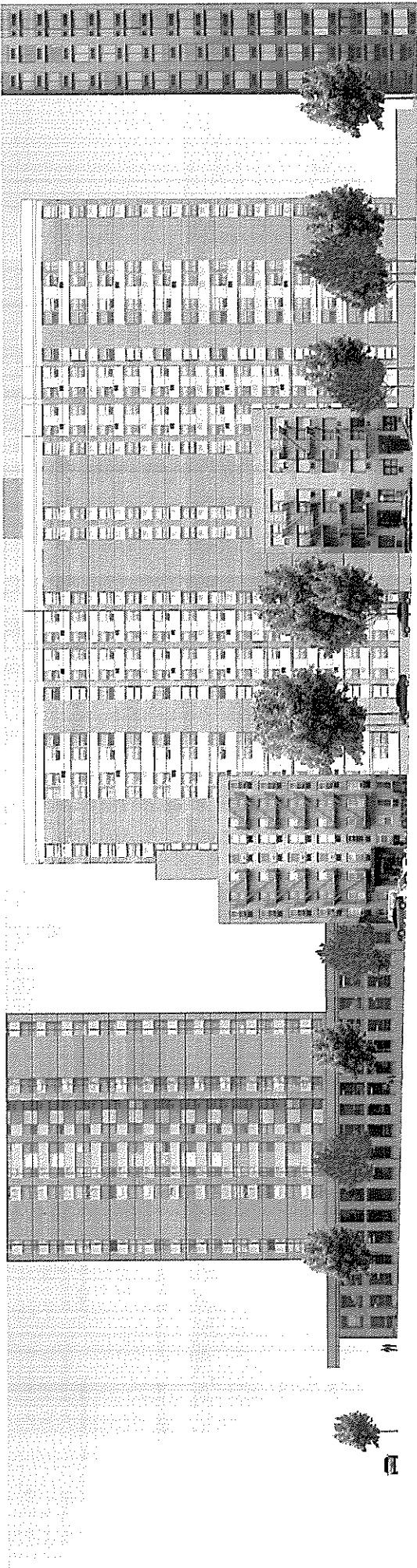
Phipps Plaza South

444 Second Ave &
 330 E 26th St
 New York, NY 10010

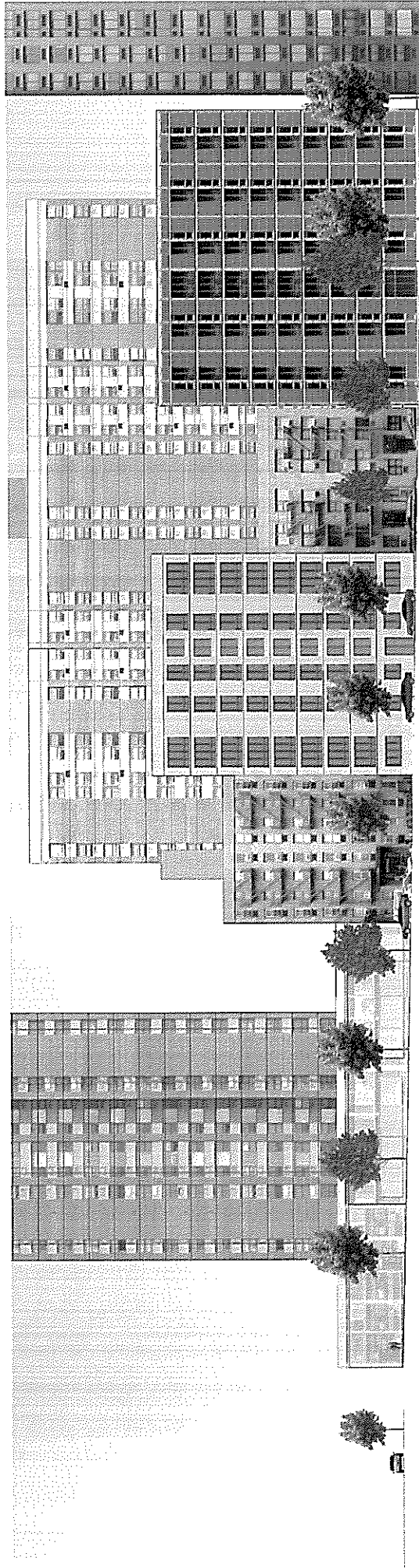
Existing Development with Infill Residential Buildings,
 Expanded Retail, Relocated Parking and New Common Entry

Z-5

Date: February 2007



Existing Conditions : East 25th Street



Proposed Conditions : East 25th Street

Michael Kwartler and Associates
 Architecture
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 Urban Design
 116 West 29th St.
 NY, NY 10001
 (212) 564-9601

Phipps Houses
 902 Broadway
 New York, NY 10010

Phipps Plaza South
 444 Second Ave &
 330 E 26th St
 New York, NY 10010

Existing Development with Infill Residential Buildings,
 Expanded Retail, Relocated Parking and New Common Entry

Z-6

Date: 10 October 2007

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 172 Res. No. _____

in favor in opposition

Date: 2/9/09

(PLEASE PRINT)

Name: MICHAEL WADMAN

Address: 29 TIFFANY PL., BROOKLYN, NY 11231

I represent: PHIPPS HOUSES

Address: 902 BROADWAY, NY NY 10010

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 172 Res. No. _____

in favor in opposition

Date: 2/9/09

(PLEASE PRINT)

Name: KAREN HU

Address: 902 BROADWAY 13th FLOOR NY NY

I represent: PHIPPS HOUSES

Address: same as above

Please complete this card and return to the Sergeant-at-Arms