



Bridge Park South Mapping

City Council Land Use Subcommittee on Zoning and Franchises

Public Hearing

January 30, 2020

Parks

Bridge Park South Mapping C 190508 MMX

City Map Change Requested for:

- 1) Elimination of portions of Exterior Street and W. 171 St. between the High Bridge and the Alexander Hamilton Bridge
- 2) Establishment of the right-of-ways and three adjacent City-owned lots as parkland.

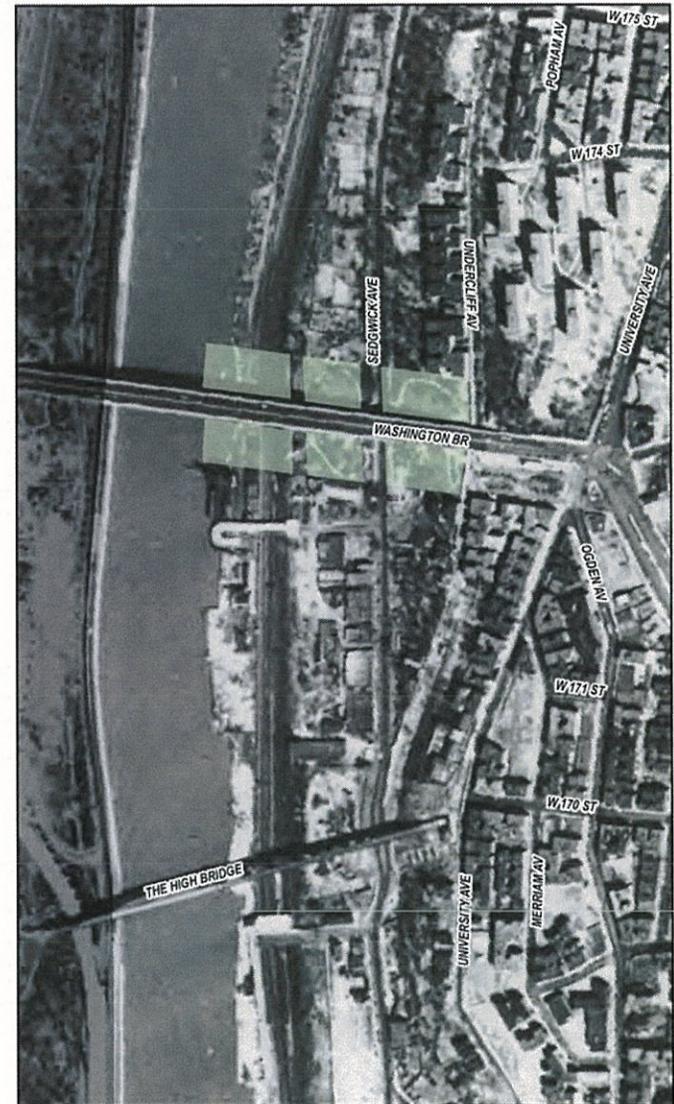
This City Map Change would result in a 3.8-acre addition to Bridge Park.



Bridge Park South Mapping C 190508 MMX

History of Bridge Park:

- Acquisition of the original park dates back to 1895, in connection with the construction of the George Washington Bridge.



Bridge Park South Mapping

Bridge Park South Mapping C 190508 MMX

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- Acquisition of the original park dates back to 1895, in connection with the construction of the George Washington Bridge.
- **Most of the original park was demapped with the layout of the Major Deegan Expressway in 1950.**



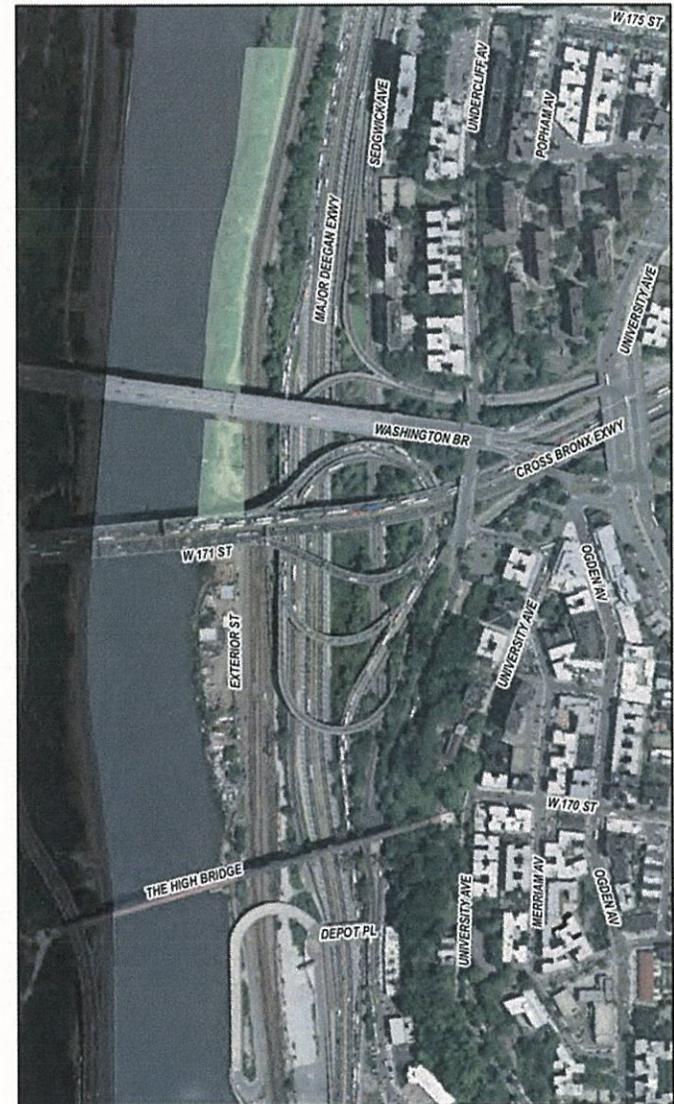
NYC Parks

Bridge Park South Mapping

Bridge Park South Mapping C 190508 MMX

History of Bridge Park:

- Acquisition of the original park dates back to 1895, in connection with the construction of the George Washington Bridge.
- Most of the original park was demapped with the layout of the Major Deegan Expressway in 1950.
- **Three additions between 1950 and 2009 make up the existing park and greenway north of the Alexander Hamilton Bridge.**



Bridge Park South Mapping C 190508 MMX

History of Bridge Park:

- In 2011, The Trust for Public Land donated a half-acre parcel north of the High Bridge as an addition to the park.



Bridge Park South Mapping C 190508 MMX

History of Bridge Park:

- In 2011, The Trust for Public Land donated a half-acre parcel north of the High Bridge as an addition to the park.
- In 2012, the last remaining lot between the High Bridge and the Alexander Hamilton Bridge was transferred by DCAS to NYC Parks.



Bridge Park South Mapping C 190508 MMX

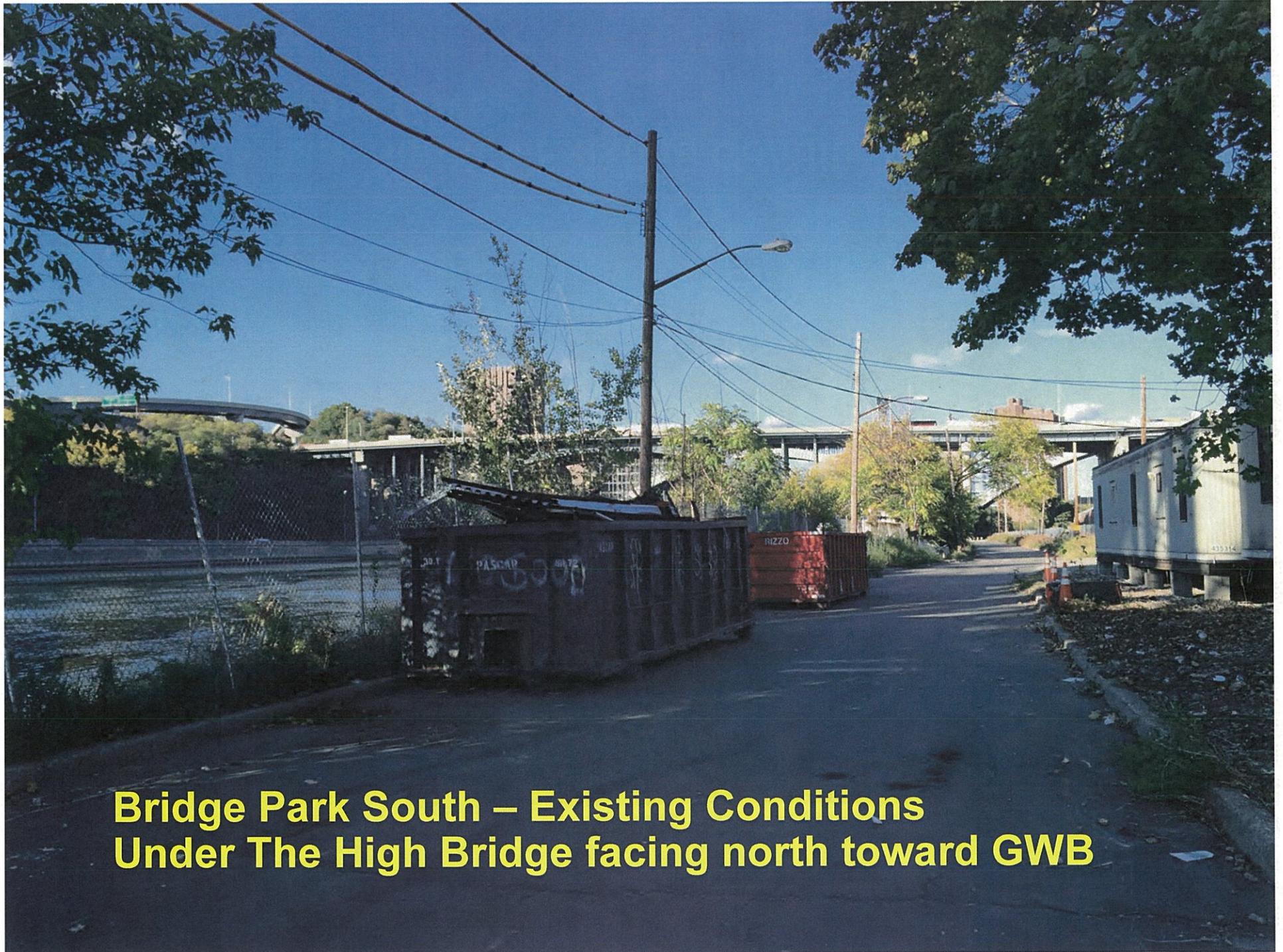
Project Area:

- Block 2541, Lots 122,132,159, and part of 8900
- 1.18 acres of existing ROW, comprising portions of Exterior Street and W. 171 Street, to be converted to parkland.
- Total Mapped Park Addition: 3.8 acres

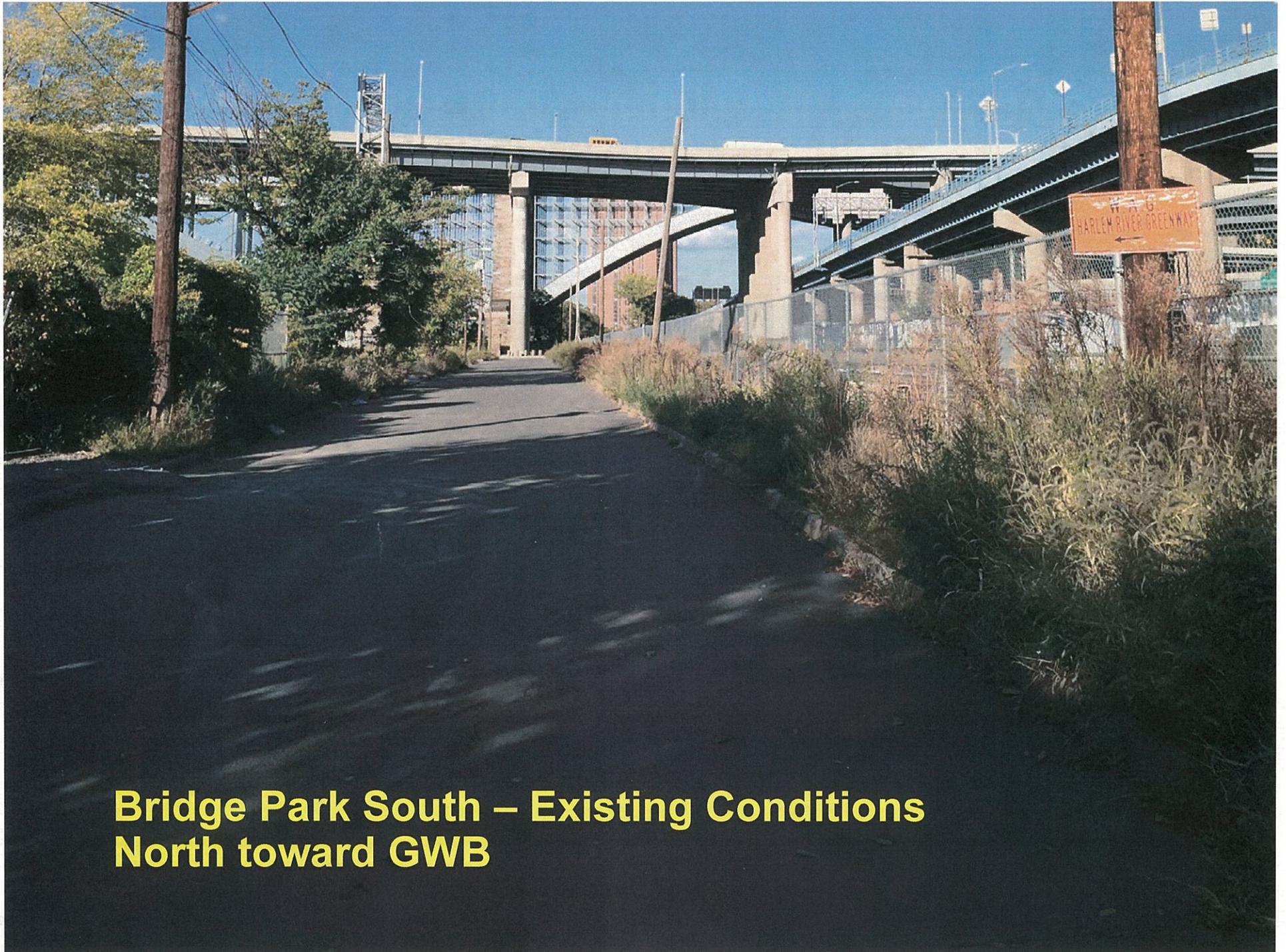


NYC Parks

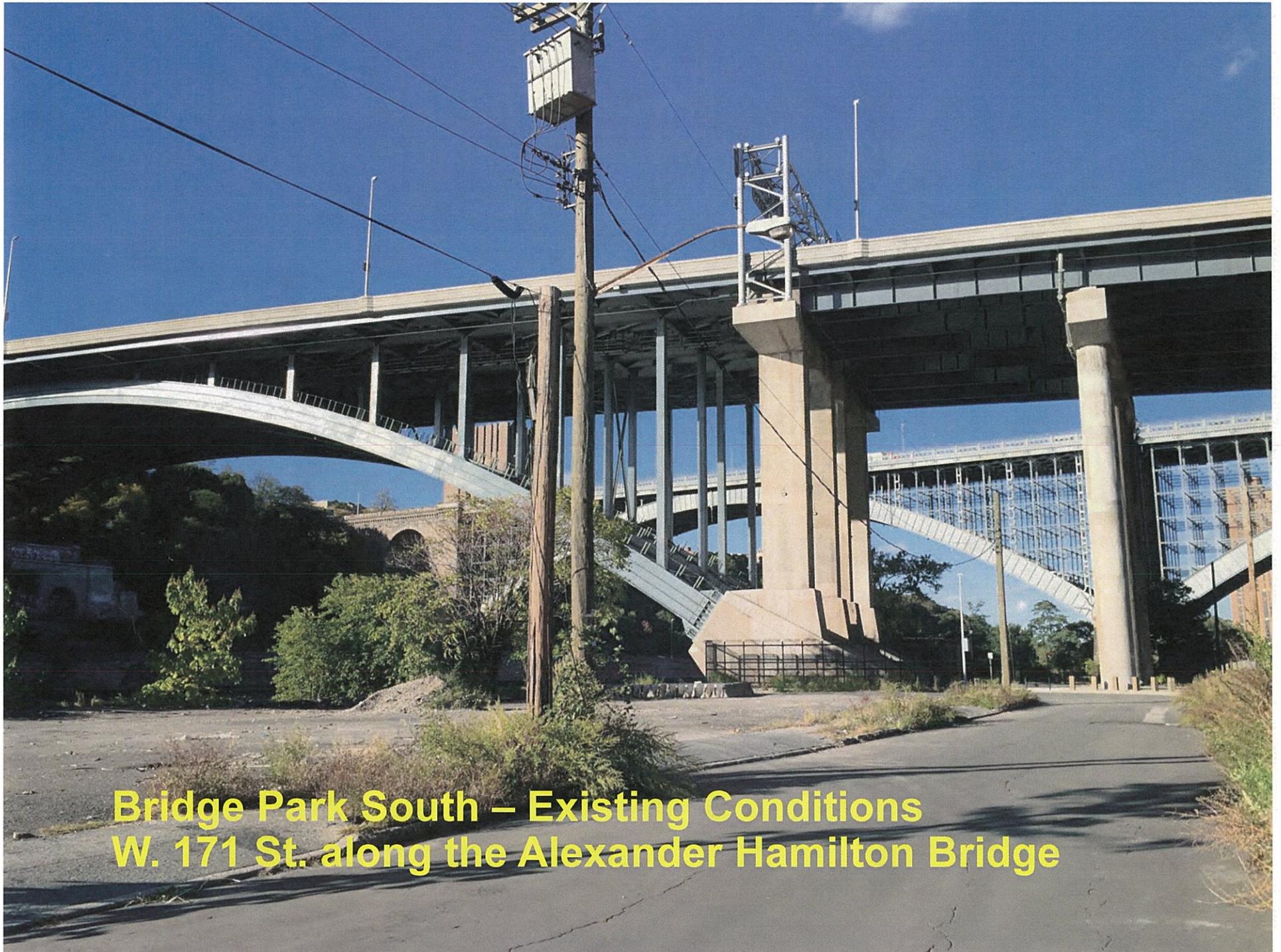
Bridge Park South Mapping



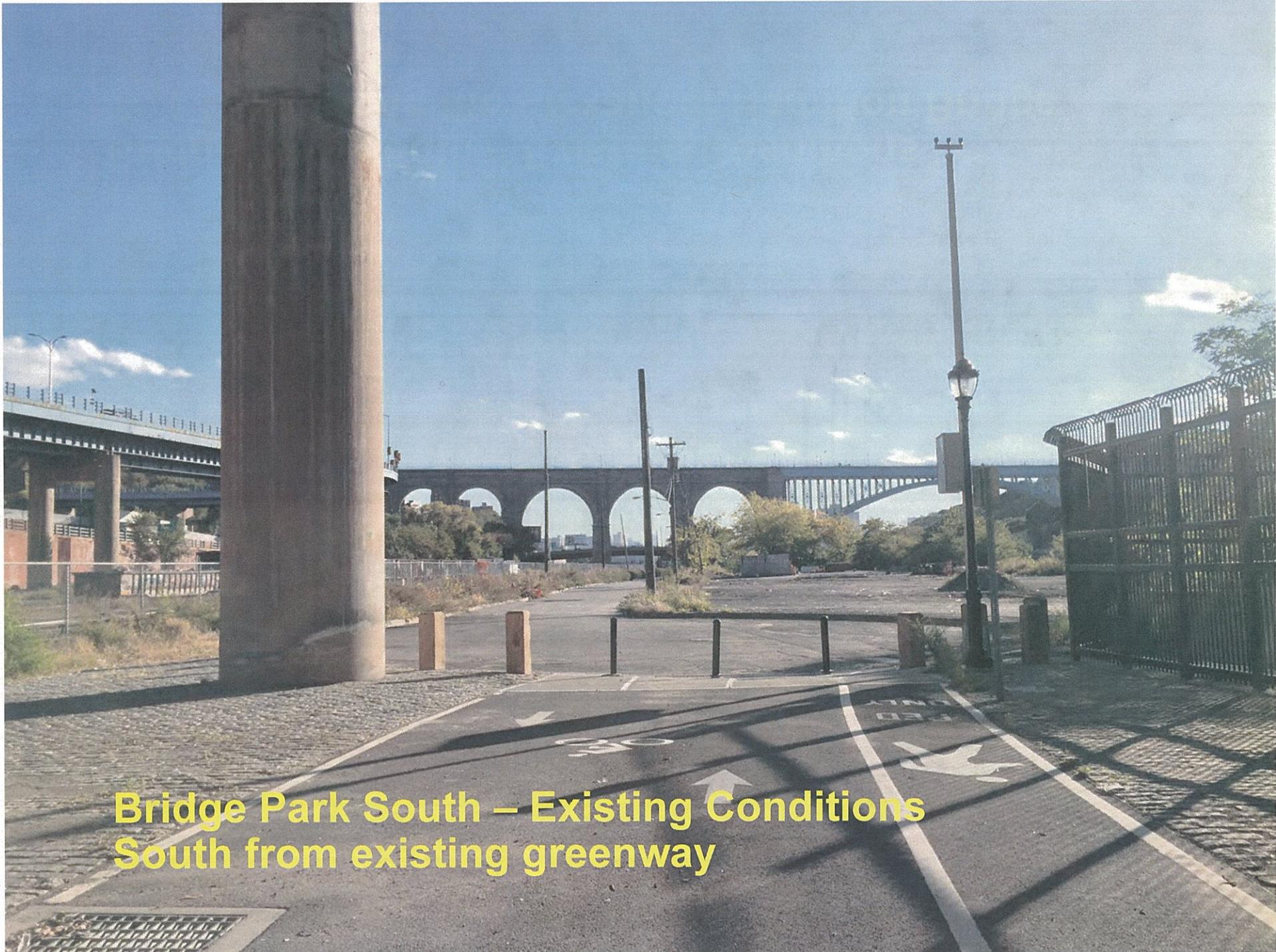
**Bridge Park South – Existing Conditions
Under The High Bridge facing north toward GWB**



**Bridge Park South – Existing Conditions
North toward GWB**

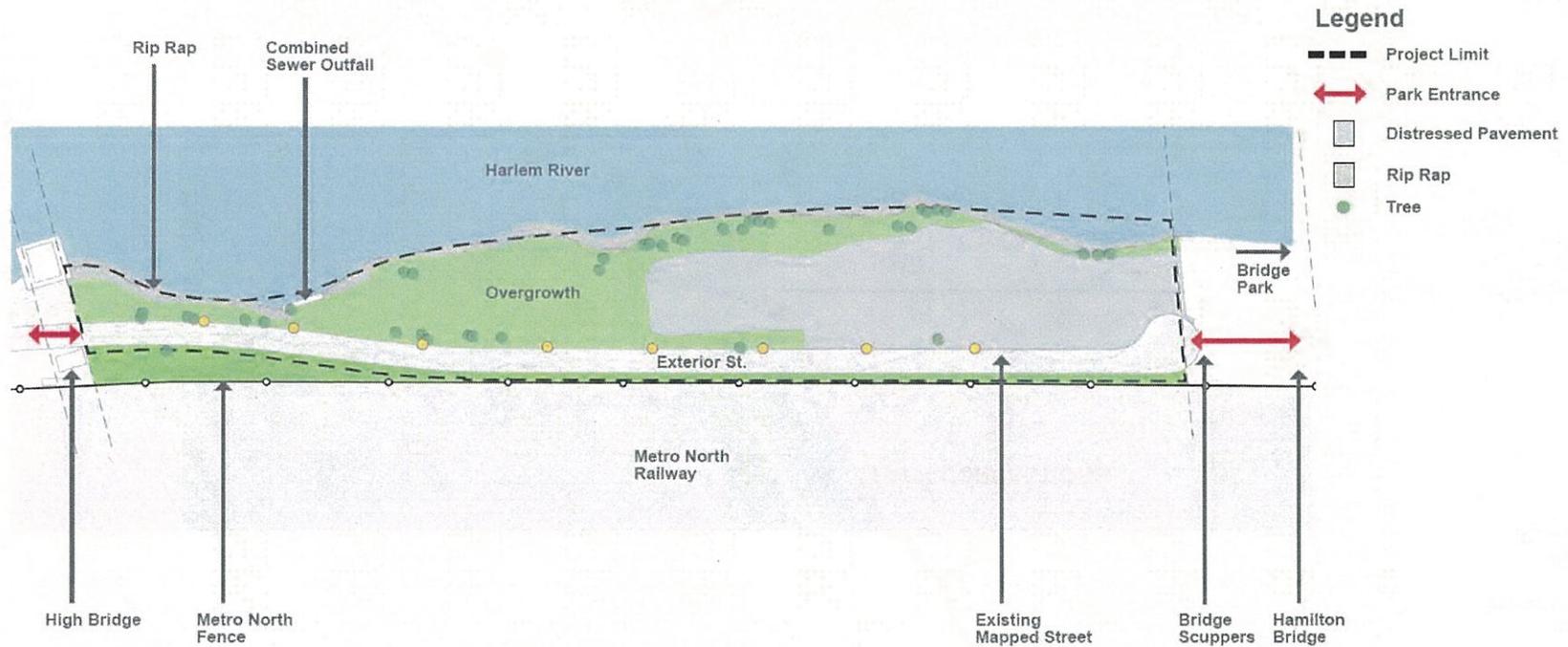


**Bridge Park South – Existing Conditions
W. 171 St. along the Alexander Hamilton Bridge**

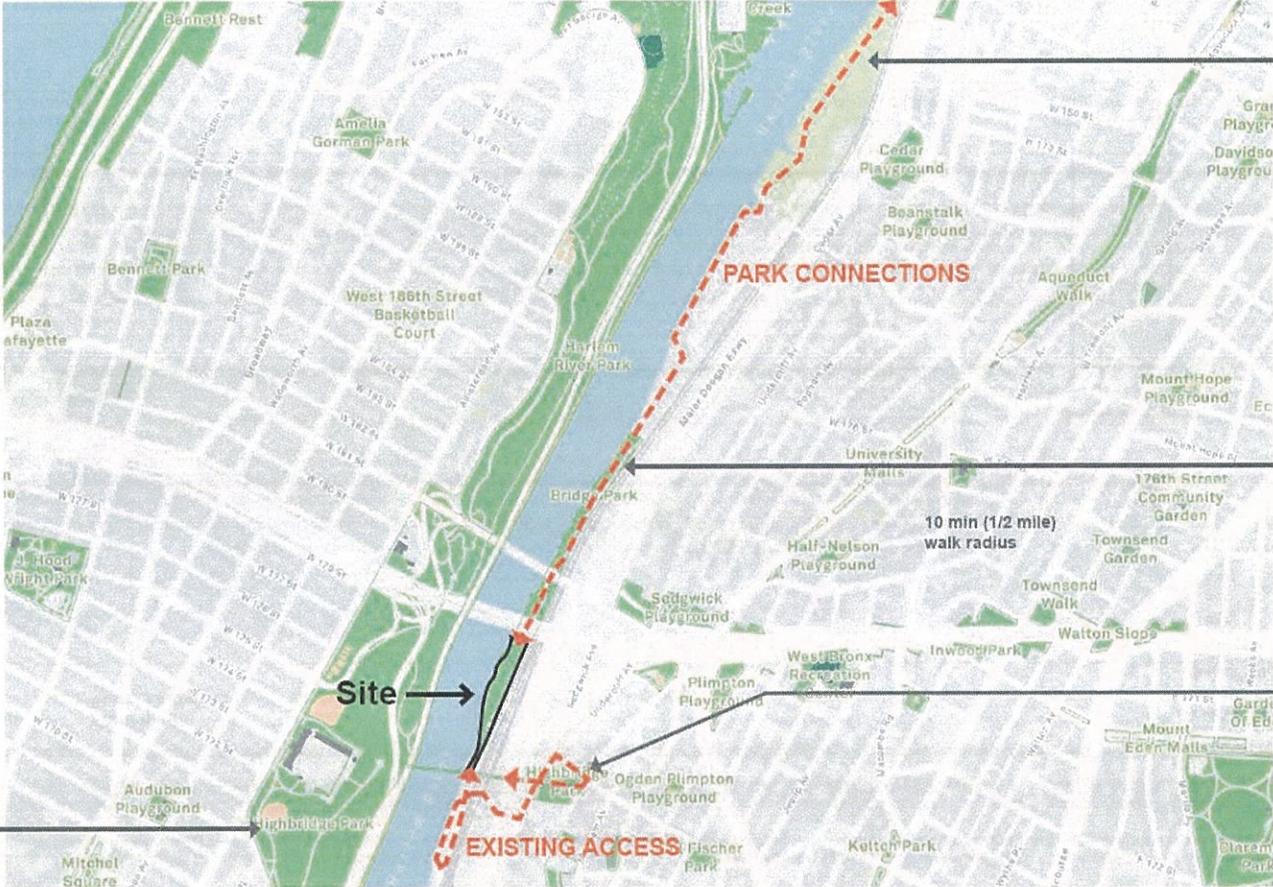


**Bridge Park South – Existing Conditions
South from existing greenway**

Bridge Park South Mapping C 190508 MMX



Bridge Park South Mapping C 190508 MMX



Roberto Clemente State Park
Basketball Courts
Baseball/Softball Fields
Public Pool
Multi-Use Path
Passive Recreation

Bridge Park (North)
Multi-Use Path
Passive Recreation

Highbridge Park (Bronx)
Multi-Use Path
Passive Recreation

The High Bridge
Multi-Use Path
Overlook



Testimony by Natalia Bartels

My name is Natalia Bartels, and I am Zara USA's Chief Legal Officer based here in New York City. Thank you for the opportunity to be here today.

Zara's store at 503 Broadway – one of only two locations that we own in the U.S. – is very important to our company's New York presence. We have made a significant investment in SoHo, and because of our desire to have a long-term presence in this neighborhood, we have sought to be an engaged part of this thriving and cutting-edge community.

Our store at 503 Broadway employs almost 200 people, most of whom are members of the local retail workers union. The store also serves as a principal training center for our New York operations. We are also proud of the fact that at our SoHo store we partner with the SoHo community-based organization The Door. Through this partnership we work together to provide employment opportunities to New York City residents who may find it challenging to secure good employment.

We believe that owning a store in this vibrant neighborhood means being a good neighbor. To that end, we have made a concerted effort to address quality of life issues as soon as they are raised by local residents. We did so in 2017, when, in response to a complaint from a Mercer Street neighbor, we changed our garbage pick-up practices, providing for pick-up from inside the store daily between 7 am and noon.

Our commitment was also demonstrated in our response to complaints we heard during the ULURP process in the fall of

2019 about off-hours delivery noise on Mercer Street. Within one week of hearing these complaints, we – myself along with top management - instituted new delivery practices with our national vendor that directly address them. The new practices include:

- Requiring truck engines and radios to remain off during deliveries;
- Requiring that merchandise be hand carried from trucks into the store to eliminate the use of noisy pallets on cobblestones and granite sidewalks;
- Requiring a supervisor to be present during each delivery and to submit written reports to Zara transport management;
- Providing contact information for the store's manager and liaison to the Community Board (which includes a dedicated email address as well as phone number to ensure that any complaints are handled appropriately).

Since these and other solutions were implemented, we have not received any new complaints from our residential neighbors.

Moreover, as a condition to its approval, the City Planning Commission further modified Zara's delivery practices, requiring that Zara perform off-hours deliveries only through the store's Broadway entrance, which is on a truck and bus route. We now exclusively use Broadway for these deliveries. In addition to this move, we have also introduced NYC DOT-recommended noise-reducing delivery mats on trucks and sidewalks. We remain committed to ensuring that all of our practices are adhered to by those making deliveries to our SoHo store. Importantly, we have also formed a constructive

retailers and residents. Section 74-922 was a 1974 City-wide enactment to protect large tracts of land in outer borough manufacturing districts from shopping malls whose anchor tenants tended to be department stores, variety stores and clothing stores. By contrast, the City's central business districts – C4, C5 and C6 districts – contemplate mixed uses in which large clothing stores on the second floors of buildings are permitted. Such districts are mapped to the immediate north, east and south of Soho.

We believe these considerations are relevant to the findings, especially (f), which requires you to find that a large clothing store will not impair the essential character or future use or development of this area. Soho is a centrally located mixed-use district. If large clothing stores are appropriate in other such mixed-use districts in Manhattan, they should be found to be appropriate in Soho.

With respect to findings (a) through (e), the record shows that the store is appropriately located as to transportation and vehicular access. Drop-off for store customers occurs on Broadway, a wide street. Public transportation is easily

accessible from multiple subway stops nearby and a bus line that runs in front of the store.

As to finding (g), which has been the central issue in this proceeding, Zara has demonstrated that it can operate the store, including its second floor, without producing adverse effects that interfere with the appropriate use of land. As you will hear from Ms. Bartels, Zara has been highly proactive in addressing community complaints about quality of life issues when they are made known to the company.

We are aware that members of the community board and the Borough President have suggested that the appropriate way to address those quality of life issues is to require Zara to construct two new interior loading berths in its space.

We believe this position is wrongheaded. Such berths are prohibited on Broadway, for good reason, and would only be permitted, if at all, on Mercer Street. Constructing them would require the material destruction of the building's historic façade, with removal of cast iron and fenestration. Due to the grade change between Broadway and Mercer Street, it would be necessary to construct a new floor level in the building and to

remove portions of the existing floor level with corresponding changes in the exterior façade. It is to avoid just this sort of destructive intervention that the Zoning Resolution allows the Commissioner of DOB to waive loading berth obligations.

Further, any such berths would have to be constructed as head-in, back-out facilities on what is concededly a very narrow street. We would be surprised indeed if the community did not find the operation of such facilities far more detrimental to the neighborhood's quality of life than the current, modified sidewalk delivery to be described by Ms. Bartels.

Because the proposed extension of Zara's retail use to the second floor of Broadway satisfies the findings of Section 74-922, we urge the Council to approve this special permit application.

Testimony of Mark Dicus, Executive Director of the SoHo Broadway Initiative

January 30, 2020
New York City Council
Subcommittee on Zoning and Franchises

Re: ULURP Application No. C 190265 ZSM – 503 Broadway By FSF Soho, LLC

The SoHo Broadway Initiative is the not-for-profit that manages the neighborhood-focused business improvement district on Broadway from Houston to Canal Street. The Initiative represents both commercial and residential interests of SoHo Broadway property owners and tenants.

In the interest of full disclosure, the Applicant is one of several SoHo Broadway businesses that will sponsor the Initiative in 2020 to help beautify Broadway and support the Initiative's programming. The Applicant is currently operating a retail establishment at 503 Broadway with a sales area on the cellar, ground and second floor, and is seeking a special permit to legalize large-scale retail on 2nd Floor.

The Applicant's retail establishment is located in the neighborhood of SoHo within the SoHo Broadway business improvement district, which includes approximately 100 buildings on Broadway from Houston to Canal. The SoHo Broadway corridor has a mix of uses including approximately 3.1 million square feet of commercial office space, 1.5 million square feet of retail space and 1.9 million square feet of residential/JLWQA space. Today, SoHo is one of the city's premier residential neighborhoods, a world-class retail district, and a thriving creative job center. The Applicant's establishment is fewer than 3 blocks from 4 subway stations that are served by 10 subway lines with a total average weekday ridership of over 100,000. The area surrounding the SoHo Broadway corridor is also a mix of retail, office and residential, but with significantly more residential and less office and retail space than Broadway.

The Applicant seeks to legalize large scale retail to be allowed on the cellar, ground and 2nd Floors.

Along the SoHo Broadway corridor, the ground floor is used almost exclusively for retail, except for lobby space needed to gain access to upper-floor residential, retail and office spaces. The second floor of most buildings is used for office space, but residential and retail uses are also commonly found. The cellar is used for storage in most buildings, but retail uses on the cellar floor are also commonly found.

At 503 Broadway, in addition to the Applicant's space, there is another ground-floor retail space as well as upper-floor office spaces on the 2nd, 3rd, 4th and 5th floors with over 97,000 square feet of space housing over 350 employees. These businesses also have

materials delivered and garbage picked up. It should also be noted that the Applicant's establishment is surrounded by buildings with ground-floor retail and upper-floor offices and residences.

This special permit application is being considered on the heels of the Envision SoHo-NoHo community engagement effort, initiated by Manhattan Borough President Brewer, Council Member Chin, and the Department of City Planning to plan for the future needs of the SoHo and NoHo neighborhoods. That effort has produced a report of recommendations that may lead to initiatives to improve the community's quality of life and update the neighborhoods' outdated zoning, as well as other changes.

During the Envision SoHo NoHo effort, the community shared concerns around impacts from nighttime activities including light pollution, collection of garbage, and deliveries. The Initiative shares these concerns, which were also raised at Community Board 2's Land Use Committee meetings to consider this application.

In tandem with the Envision SoHo NoHo effort, the Initiative recently adopted a set of planning goals for SoHo Broadway that prioritizes improving the corridor's quality of life by creating a more welcoming, accommodating and accessible environment for those who live in, work in and visit SoHo. The Initiative's goals also include allowing retail as of right on the cellar, ground and 2nd floor.

Lighting, garbage collection and deliveries are activities that commonly occur throughout SoHo at retail and office establishments of all different shapes and sizes.

In the case of light pollution, the Initiative's understanding is that current City policy calls for businesses to turn off lights in spaces that are not being used during overnight hours. Since its opening, the Applicant has had full window shades on the 2nd floor of its Broadway and Mercer sides that prevent light pollution at night.

In order to minimize daytime traffic congestion, current City policy calls for commercial waste to be set out on the sidewalk in front of businesses and collected overnight. While the City does have regulations to restrict the collection of waste in some mixed-use areas, in SoHo, commercial waste is typically set out in the late afternoon/early evening for overnight collection, though some businesses have pick-ups at other times. Current City policy also does not require businesses to set aside space within the business to hold garbage awaiting collection. After opening its store, the Applicant responded to community complaints and built a garbage room inside its space as well as contracted to have its waste collected directly from this garbage room without putting the waste on the sidewalk.

In order to further alleviate daytime traffic congestion, the City is currently encouraging businesses to participate in an off-hours delivery program in which deliveries are made at night using low-noise delivery materials and techniques. Current City noise regulations do not have specific decibel levels to regulate overnight delivery activity and relies on the general noise code. Low-noise delivery equipment is available and in use in New York City so that deliveries can be done at night without interfering with residential

neighbors. In SoHo, commercial deliveries are typically made during daytime and early evening hours, though some businesses receive deliveries at different times. The Applicant does make deliveries overnight and those deliveries frequently created noise that disturbed nearby residential neighbors. While this special permit application was going through the public review process, the Applicant made changes to its overnight delivery procedures and practices to minimize adverse noise impacts on neighbors.

As the quality-of-life challenges caused by lighting, deliveries and garbage collection can be found throughout any mixed-use community, the Initiative asks that Council include restrictions on these operations that are scalable and could become models for future policy to regulate these types of activities throughout mixed-use communities, including SoHo.

Included with this testimony, the Initiative has provided the Committee with a Noise Policy and Accountability Recommendation prepared by the architecture and engineering firm HDR which provides a rational framework to regulate delivery activity from 10 p.m. to 7 a.m. Current New York City code does not have specific restrictions for delivery activity; the Initiative's proposed sound policy is based on the existing noise code used to regulate other nighttime disturbances such as noise from bars/restaurants and garbage collection vehicles.

To address quality of life concerns on Mercer Street, the City Planning Commission's approval prohibits deliveries on Mercer Street from 10 p.m. to 7 a.m. and requires the Applicant to use Broadway for deliveries during these times. However, this restriction just pushes potentially disruptive activity to Broadway where residents also live and who should be able to get a quiet night's sleep.

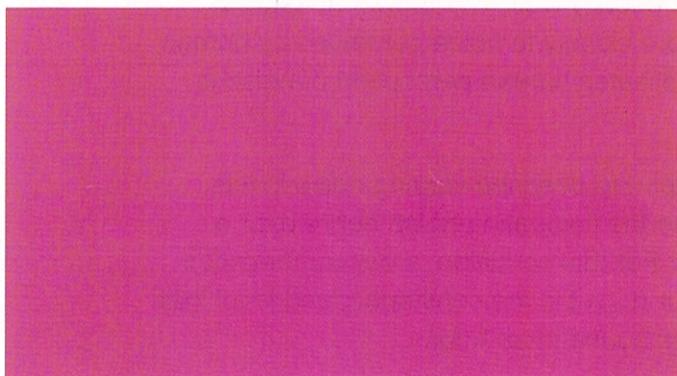
The Initiative recommends approval of this special permit application, provided the following conditions are met:

- The Applicant should be required to have shades on all street-facing openings that are part of the Applicant's premises above the ground floor to prevent the emission of light during overnight hours;
- The Applicant should be required to have a garbage room that can hold at least two days of the average waste volume created by the Applicant at this location;
- The Applicant should be restricted from receiving deliveries outside of the hours of 7 a.m. to 10 p.m. on both Broadway and Mercer Street, unless the Applicant commits to complying with the Noise Policy and Accountability Recommendations prepared by HDR.

Zara Noise Policy and Accountability Recommendation

Prepared for SoHo Broadway Initiative

January 2, 2020



Introduction

Zara USA, Inc, is seeking a Special Permit from the City Planning Commission (CPC) to authorize Use Group 10A (large retail uses) on the second floor of 503 Broadway, New York, NY (i.e., the Project Site). The Project Site is a five-story commercial building owned and occupied by Zara. With the CPC authorization, Zara would be allowed to make deliveries to the store during off-hours (from 10 p.m. to 7 a.m.).

In testimony during the CPC Review Session, SoHo Broadway Initiative (SBI) recommended that deliveries should be prohibited outside the hours of 7 a.m. to 10 p.m. unless Zara's off-hour delivery operation at 503 Broadway can be consistently completed at "sound levels below those generally found to disturb neighbors." Upon receiving the testimony, CPC asked SBI to recommend a noise level policy, and an accountability plan that would allow Zara to operate in off-hours with minimal disruption to residents in the surrounding neighborhood.

On Behalf of SBI, Henningson, Durham & Richardson Architecture and Engineering, P.C. (HDR) is recommending the following noise level policy and accountability plan, which are based on the existing New York City Administrative Code Section 24 (Noise Code) and the New York City Environmental Quality Review (CEQR) guidelines.

Noise Fundamentals

Noise is described as unwanted sound. Factors affecting the physical characteristics of sound when it is perceived subjectively as noise by the human ear are as follows:

- Actual level of the sound (perceived loudness);
- Distribution of sound energy among individual frequency bands in the audible range;
- Duration of exposure to the sound; and
- Changes or fluctuations in the sound levels during the period of exposure.

The human ear does not perceive all sound frequencies equally well. Therefore, measured sound levels are adjusted or weighted to correspond more closely to noise perceived by human hearing. The adjusted noise metric that most closely duplicates human perception of noise is known as the A-weighted decibel or "dB(A)."

As few noises are constant, methods have been developed to describe varying noise levels over extended periods. A common practice is to describe the fluctuating noise heard over a specific period as if it were a steady, unchanging sound. For this condition, a descriptor called the "equivalent sound level," L_{eq} is computed. A one hour ($L_{eq(1)}$) is the constant sound level that conveys the same sound energy as the actual fluctuating sound in an hour.

Other typical noise descriptors include the L_{max} , which indicates the maximum noise level during a monitoring period; L_{min} , which indicates the quietest noise level during a monitoring period; and statistical descriptors, such as L_1 , L_{10} , L_{50} , and L_{90} . These statistical descriptors represent noise levels that are exceeded 1, 10, 50, and 90 percent of the time, respectively (e.g., the L_{10} represents the noise level that is exceeded for 10 percent of the measurement period, while the L_{50} is the noise level that is exceeded for 50 percent of the measurement period).

To understand the impact of noise, its perception, and control measures, an understanding of the noise source, path, and receptor is necessary. The source, in this case, refers to the off-hour delivery equipment, which will contribute to ambient noise levels that reflect background traffic on Broadway and Mercer Street. The path is the medium of sound propagation, such as air, water, or solid materials. The receptor is the destination of concern for the sound in question. Noise-sensitive receptors are locations where human activity may be adversely affected by an increase in noise levels. In this case, the residences in SoHo facing Broadway and Mercer Street near Zara are considered noise-sensitive receptors.

The average person’s ability to perceive changes in noise levels is well documented.¹ Generally, changes in noise levels of 3 dB(A) or above would be perceptible by most people, whereas a 5 dB(A) change is readily noticeable, and a 10 dB(A) change is a doubling (or halving) of loudness. **Table 1** presents a list of typical community sound levels.

Table 1: Typical Community Sound Levels²

Sound Source	Sound Pressure Level, dB(A)
Air Raid Siren at 50 feet	120
Maximum Levels at Rock Concerts (Rear Seats)	110
On Platform by Passing Subway Train	100
On Sidewalk by Passing Heavy Truck or Bus	90
On Sidewalk by Typical Highway	80
On Sidewalk by Passing Automobiles with Mufflers	70
Typical Urban Area	60–70
Typical Suburban Area	50–60
Quiet Suburban Area at Night	40–50
Typical Rural Area at Night	30–40
Isolated Broadcast Studio	20
Audiometric (Hearing Testing) Booth	10
Threshold of Hearing	0

New York City Noise Policies

The New York City Administrative Code (Noise Code) does not have a specific noise mandate for delivery vehicles. Therefore, the policy recommendation for off-hour delivery is selected based on Noise Code requirements for bars and restaurants that are located in residential districts and refuse trucks. Since noise disturbance can be short and impulsive or persist over a

¹Highway Traffic Noise Analysis and Abatement Policy and Guidance, U.S. Department of Transportation Federal Highway Administration, June 1995.

² Cowan, James P. Handbook of Environmental Acoustics. Van Nostrand Reinhold, New York, 1994. Egan, M. David, Architectural Acoustics. McGraw-Hill Book Company, 1988.

period of time, two primary noise descriptors, one-hour equivalent sound level and maximum sound level ($L_{eq(1)}$ and L_{max}), will be used in the policy recommendations.

Off-hour Noise Policy for Indoor Residents

Section 24-227 of the Noise Code regulates the maximum indoor noise level in a residential dwelling adjacent to a bar or restaurant. It has the following mandate for the $L_{eq(1)}$:

- The sound levels ($L_{eq(1)}$) may not exceed 42 dB(A) from inside the residences with the window or terrace door open. Measurement shall be conducted at 3 feet from the open portion of the window or terrace door.
- The sound levels ($L_{eq(1)}$) may not exceed 7 dB(A) over the ambient sound level ($L_{eq(1)}$), as measured on a street or public right-of-way 15 feet or more from the source, between 10:00 pm and 7:00 am.

Impulsive Sound Policy

Section 24-225 of the Noise Code regulates the maximum noise level generated by a refuse truck. It has the following mandate for L_{max} :

- The maximum sound levels (L_{max}) during day time (from 7 a.m. to 11 pm) may not exceed 80 dB(A) when measured at a distance of 35 feet.
- The maximum sound levels (L_{max}) during night time (from 11 pm to 7 a.m.) may not exceed 80 dB(A) when measured at a distance of 50 feet.

Disturbance Consideration

As mentioned in the "Noise Fundamentals" section above, changes in noise levels of 5 dB(A) or above would be a readily noticeable increase in noise levels for most people. According to the guideline set forth by New York City Environmental Quality Review (CEQR) Chapter 19 Section 410, an increase of 3 dB(A) or above could be considered a significant adverse impact for environmental review and planning purposes. In order to maintain sound levels below those generally found to disturb neighbors, a 3 dB(A) threshold is recommended as follows:

- The sound levels ($L_{eq(1)}$) may not exceed 3 dB(A) over the ambient sound level ($L_{eq(1)}$), as measured on a street or public right-of-way 15 feet or more from the source, between 10:00 pm and 7:00 am.

Zara Accountability Recommendation

To ensure compliance, Zara should establish a background noise level to understand the maximum equivalence and impulsive noise level criteria. Once the background noise levels are determined, then the sound level thresholds can be established for compliance purposes.

Table 1 below summarizes the threshold for noise compliance for deliveries made between 10 p.m. and 7 a.m. ("off-hour delivery time"):

Table 2: Recommended Noise Level Thresholds for Zara

Threshold Type	Sound Level Threshold
Indoor 1-hour equivalent sound level ($L_{eq(1)}$)	42 dB(A)
1-hour equivalent sound level increment to limit neighborhood disturbance based on CEQR Guidance ($L_{eq(1)}$)	3 dB(A) above the ambient 1-hour L_{eq} level
Impulsive noise threshold (L_{max})	80 dB(A)

Baseline Noise Level Collection

To demonstrate Zara's off-hour delivery operation at the Project Site can be consistently completed at "sound levels below those generally found to disturb neighbors," Zara should establish the indoor ambient noise condition typical to the residents in SoHo by:

- Conducting noise measurements on a day with no delivery vehicles to establish the ambient noise levels between 10 p.m. and 7 a.m. at two separate indoor locations. The measurement locations can be located at the 2nd floor of Zara. The location is at least 15 feet away from the delivery activities, consistent with the New York City Noise Code mandate.
- The measurement shall be taken in locations with open windows facing Broadway and Mercer Street to establish the ambient noise levels. The meter should be placed 3 feet away from an open window or terrace.
- Use a Type I/Class I Sound Level Meter calibrated as per manufacturer recommendations before noise readings.
- The sound level meter must register 1-hour L_{eq} and L_{max} during the measurement.
- Use the "Slow" time weighting with the averaging time set at 1-hour.
- The Sound Level Meter should have a signal recording function to record the source of noise that exceeds a L_{max} of 80 dBA to verify the L_{max} exceedance is coming from delivery activities.

Accountability Plan

After Zara established the background noise level, another noise measurement should be conducted from 10 p.m. to 7 a.m. when off-hour deliveries are scheduled to ensure compliance with the noise thresholds. In addition, noise readings should be recorded annually in the weeks leading up to and including the peak holiday season (the day after Thanksgiving to December 31), to demonstrate that worst-case off-hour delivery operations are in compliance with the noise level policy set above.

Zara should adopt and follow noise level compliance procedures and a noise mitigation plan to minimize noise generated by the delivery operation to the greatest extent practicable.

The following Noise Level Compliance Procedures should be adopted:

Off-hour delivery is prohibited between the hours of 10 p.m. to 7 a.m. unless Zara can demonstrate compliance to all applicable noise level thresholds set forth by Table 2 above. To verify compliance, Zara should:

- Conduct indoor noise measurements at two street-facing locations annually to ensure noise level compliance; and
- Conduct noise measurements to ensure noise level compliance upon receiving complaints from residents or SBI.

The Noise Mitigation plan should include, but not be limited to, the following measures:

- Zara should specify a procedure that allows residents to complain directly to Zara personnel about off-hour delivery issues and resolves such complaints. Zara should also share all noise-monitoring data upon request from residents or SBI.
- Provide a list of equipment to use during off-hours and ensure that such equipment would not generate an impulsive noise (L_{max}) of 80 dBA measured at 50 feet from the delivery activities (the "Quiet Delivery Equipment List"). If any backup alarm or equipment is found to exceed 80 dB(A) L_{max} , an OSHA approved community sensitive alarm, pursuant to New York City Administration Code Chapter 28, Section 28-102(d)4, shall be installed and be used in delivery vehicles and equipment used to make deliveries.
- Ensure no other equipment will be used outside of the Quiet Delivery Equipment List. Prohibit the use of pallet jack forklifts from 10 p.m. to 7 a.m. unless such model is included on the Quiet Delivery Equipment List.
- Strictly follow any applicable engine idling laws, including current New York City law that prohibits idling for more than 3 minutes, provided that Zara must use a lift gate that can operate without the need to idle the truck engine.
- Consider making off-hour deliveries on Broadway, a location where the street is wider, there are fewer residences and a higher ambient sound level is expected.
- In collaboration with New York City Department of Transportation, install loading zone parking regulation to preserve curb access during anticipated delivery times between 10 p.m. and 7 a.m..
- Develop off-hour delivery standard operating procedures (SOP) to comply with this policy and provide ongoing training to follow the SOP to anyone participating in the off-hour delivery activity. SOP should prohibit delivery personnel from shouting unless for emergencies, playing loud music, dropping materials, or any other activity that generates noise that might disturb neighbors or otherwise not comply with this policy.
- Participate in a to-be-formed task force composed of SBI board members and may include representatives from SoHo Broadway business and residential communities, City agencies, Community Board 2 and elected officials to develop policy recommendations and best practices so that off-hour deliveries are made in a way that does not interfere with a quiet night for residential neighbors.

503 Broadway Special Permit

City Planning Application

Presentation to

New York City Council

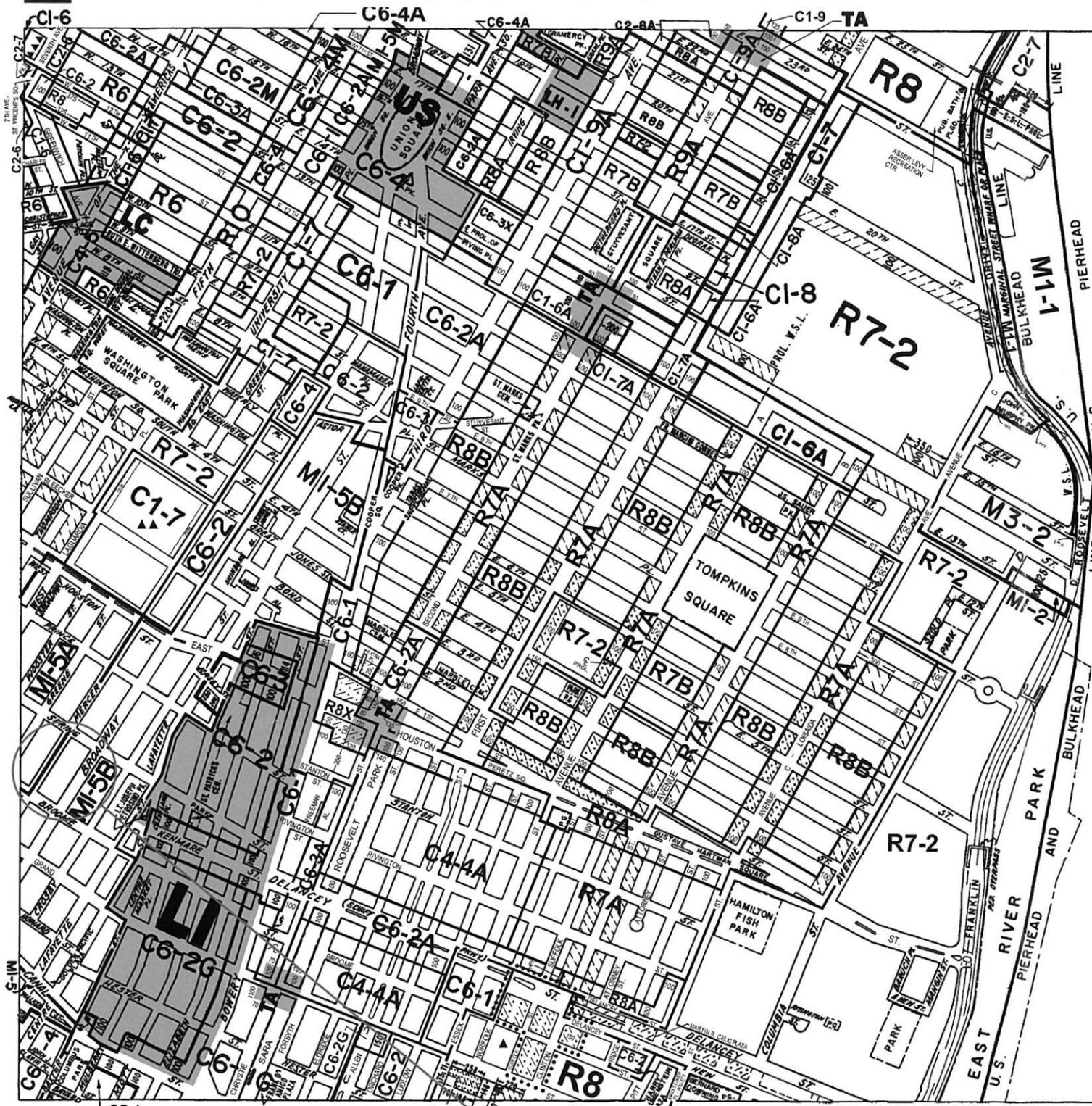
Subcommittee on Zoning and Franchises

January 30, 2020

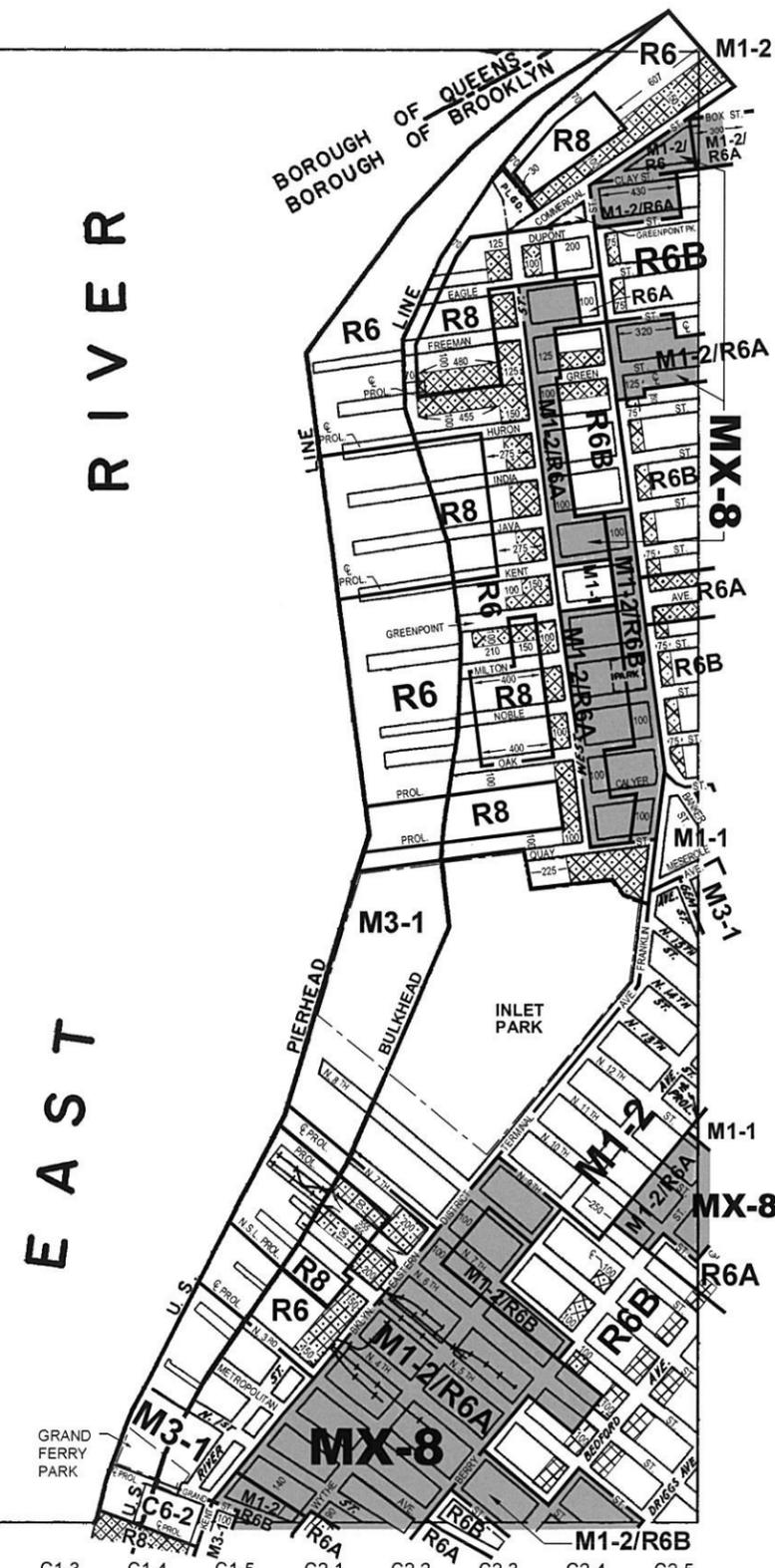
Greenberg Traurig, LLP

On behalf of FSF Soho LLC

Click blue box on map to view sketch map of proposed map change



Proposed Project Area



ZONING MAP

THE NEW YORK CITY PLANNING COMMISSION

Major Zoning Classifications:

The number(s) and/or letter(s) that follows an R, C or M District designation indicates use, bulk and other controls as described in the text of the Zoning Resolution.

- R – RESIDENTIAL DISTRICT
- C – COMMERCIAL DISTRICT
- M – MANUFACTURING DISTRICT
- SPECIAL PURPOSE DISTRICT
The letter(s) within the shaded area designates the special purpose district as described in the text of the Zoning Resolution.
- AREA(S) REZONED

Effective Date(s) of Rezoning:

10-11-2012 C 120226 ZMM

Special Requirements:

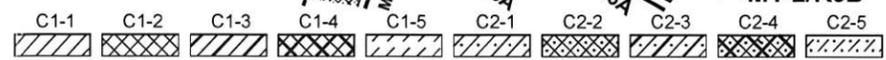
For a list of lots subject to CEQR environmental requirements, see APPENDIX C.
 For a list of lots subject to "D" restrictive declarations, see APPENDIX D.
 For Inclusionary Housing designated areas on this map, see APPENDIX F.

- CITY MAP CHANGE(S):
- ▲▲▲ 8-28-2015 C 150203 MMM
 - ▲▲ 7-25-2015 C 120077 MMM
 - ▲ 6-01-2013 C 120156 MMM

MAP KEY

8b	8d	9b
12a	12c	13a
12b	12d	13b

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NOTE: Where no dimensions for zoning district boundaries appear on the zoning maps, such dimensions are determined in Article VII, Chapter 6 (Location of District Boundaries) of the Zoning Resolution.

NOTE: Zoning information as shown on this map is subject to change. For the most up-to-date zoning information for this map, visit the Zoning section of the Department of City Planning website: www.nyc.gov/planning or contact the Zoning Information Desk at (212) 720-3291.

ZONING MAP 12c



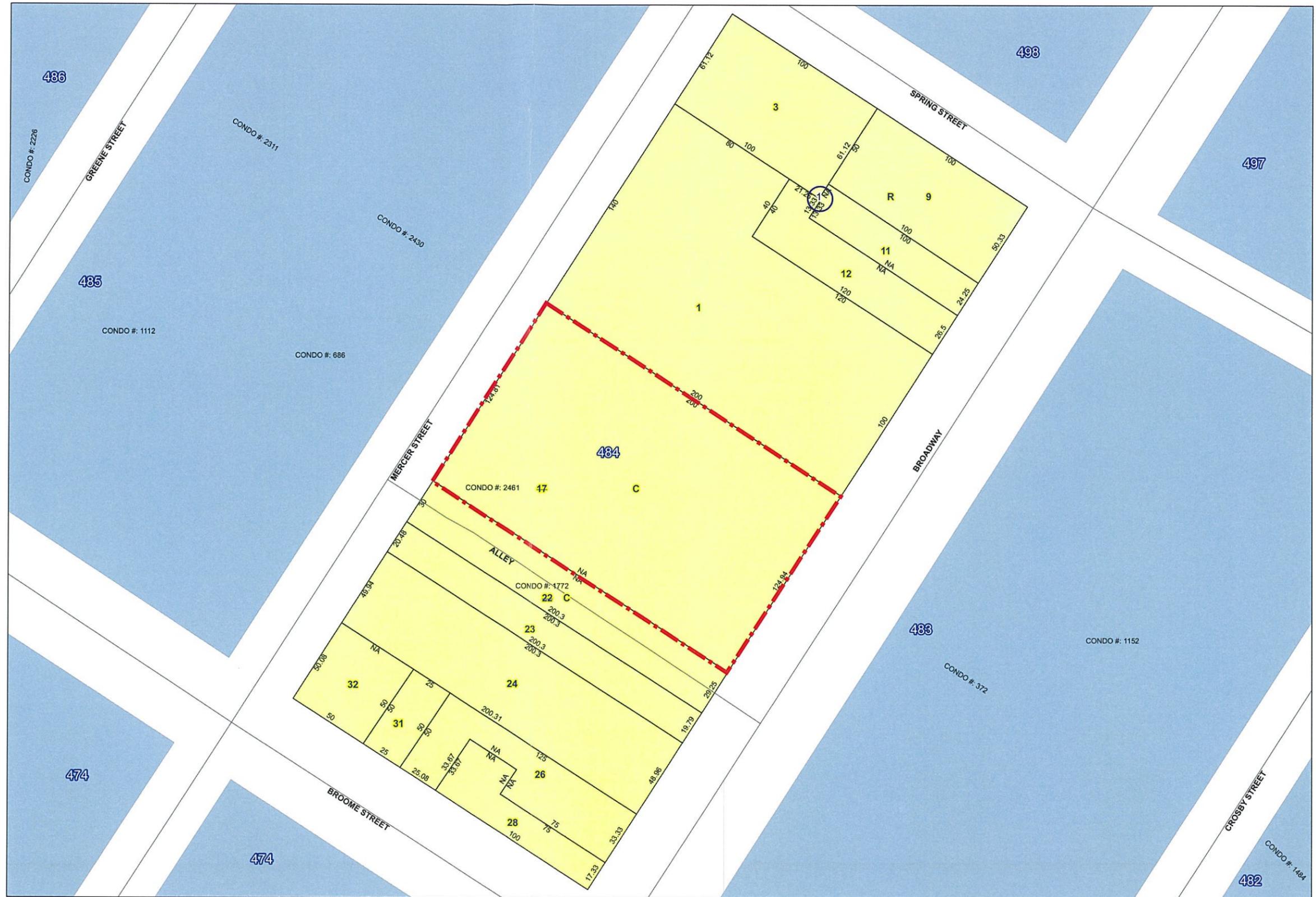
NYC Digital Tax Map

Effective Date : 08-26-2014 14:51:18
End Date : Current
Manhattan Block: 484

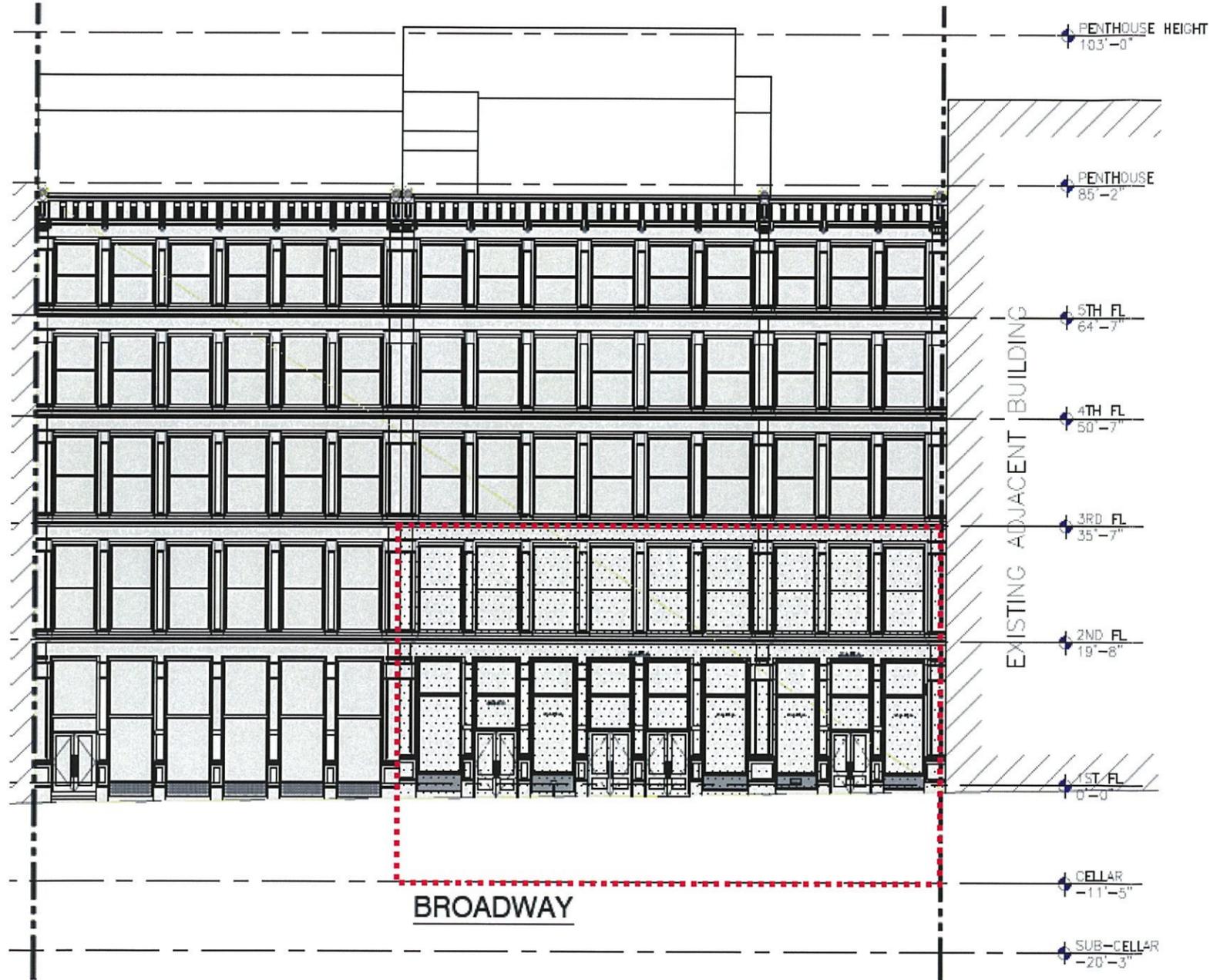


Legend

- Streets
- Miscellaneous Text
- Possession Hooks
- Boundary Lines
- Lot Face Possession Hooks
- Regular
- Underwater
- Tax Lot Polygon
- Condo Number
- Tax Block Polygon
- Development Site



Broadway Frontage



Google Maps

503 Broadway - Broadway Frontage

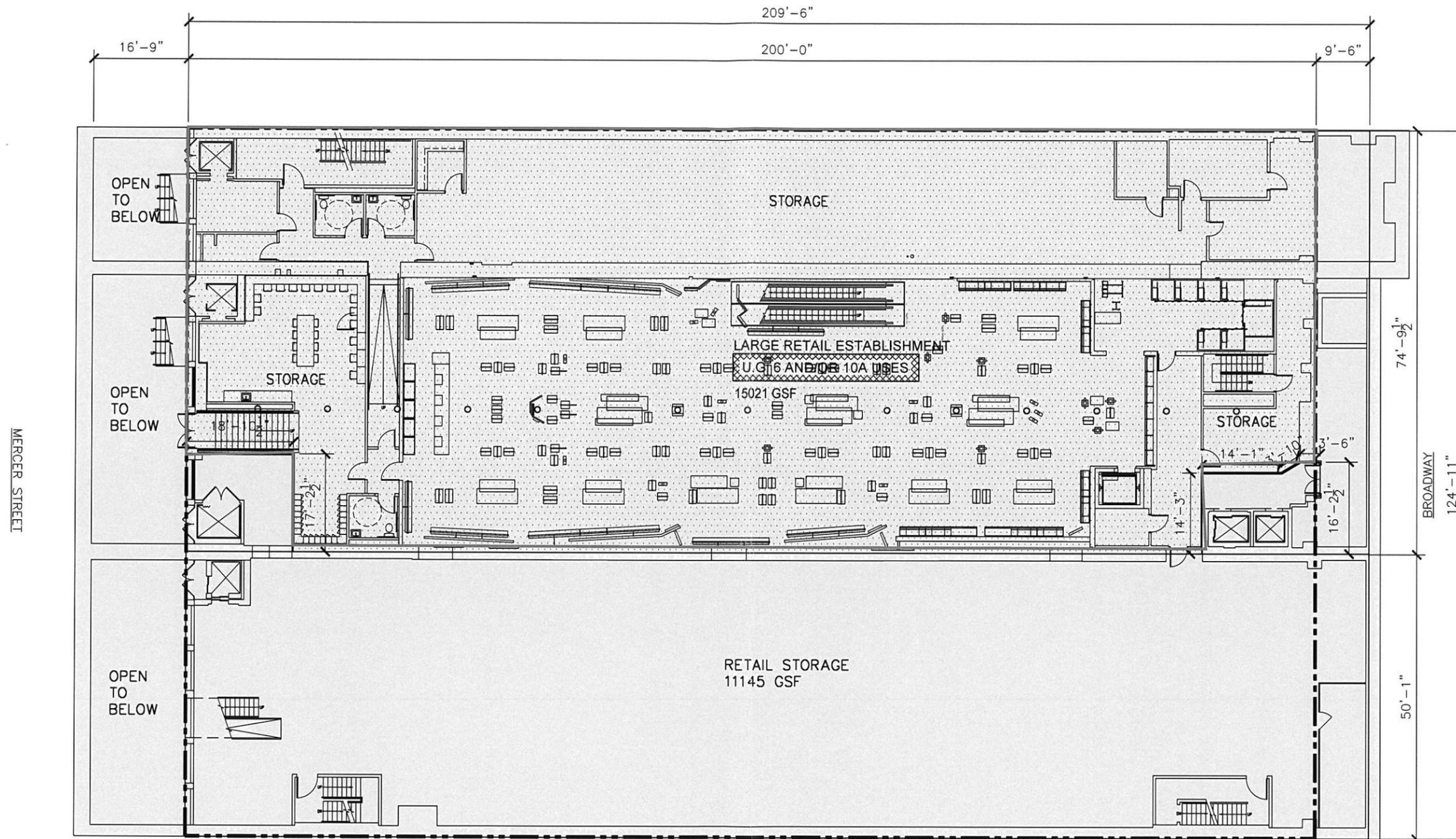


Mercer Street Frontage

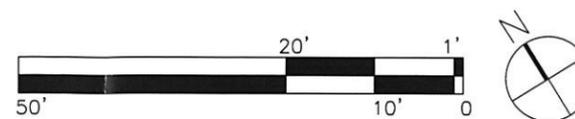


Google Maps 503 Broadway - Mercer
Street Frontage



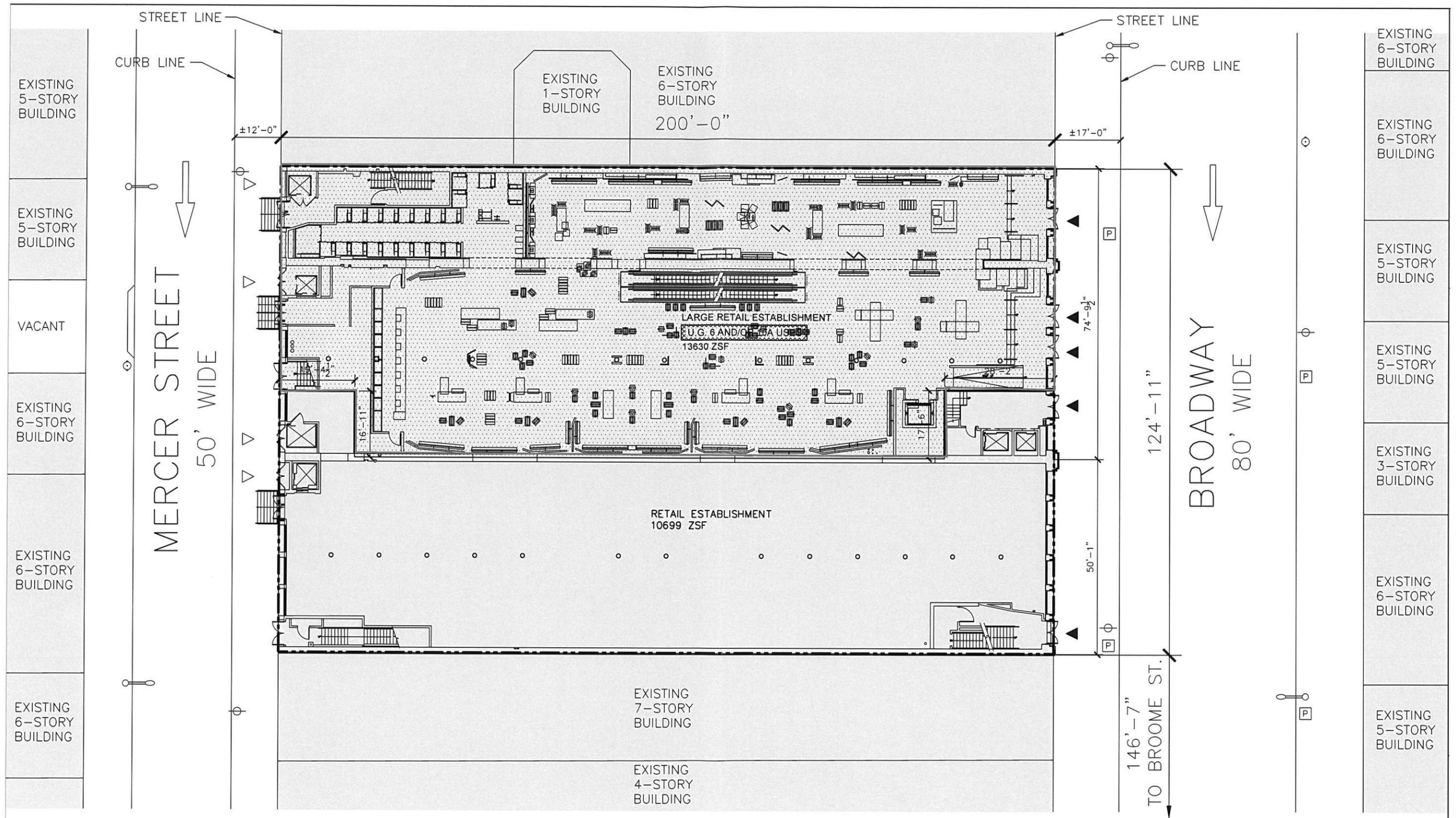


EXISTING & PROPOSED CELLAR FLOOR PLAN - NO CHANGE PROPOSED
 EXISTING GROSS FLOOR AREA = 26166 SF
 EXISTING ZONING FLOOR AREA = 0 SF
 INTERIOR PARTITIONS SHOWN ARE FOR ILLUSTRATION ONLY.

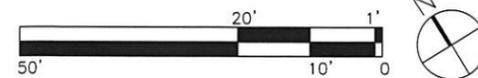


LEGEND	
	EXISTING BUILDING
	ZONING LOT LINE
	AREA SUBJECT TO SPECIAL PERMIT TO PERMIT A LARGE RETAIL ESTABLISHMENT PURSUANT TO ZR 74-922.

Cellar Floor Plan



EXISTING & PROPOSED 1ST FLOOR PLAN - NO CHANGE PROPOSED
 EXISTING GROSS FLOOR AREA = 25016.6 SF
 EXISTING ZONING FLOOR AREA = 24329.25 SF
 INTERIOR PARTITIONS SHOWN ARE FOR ILLUSTRATION ONLY.



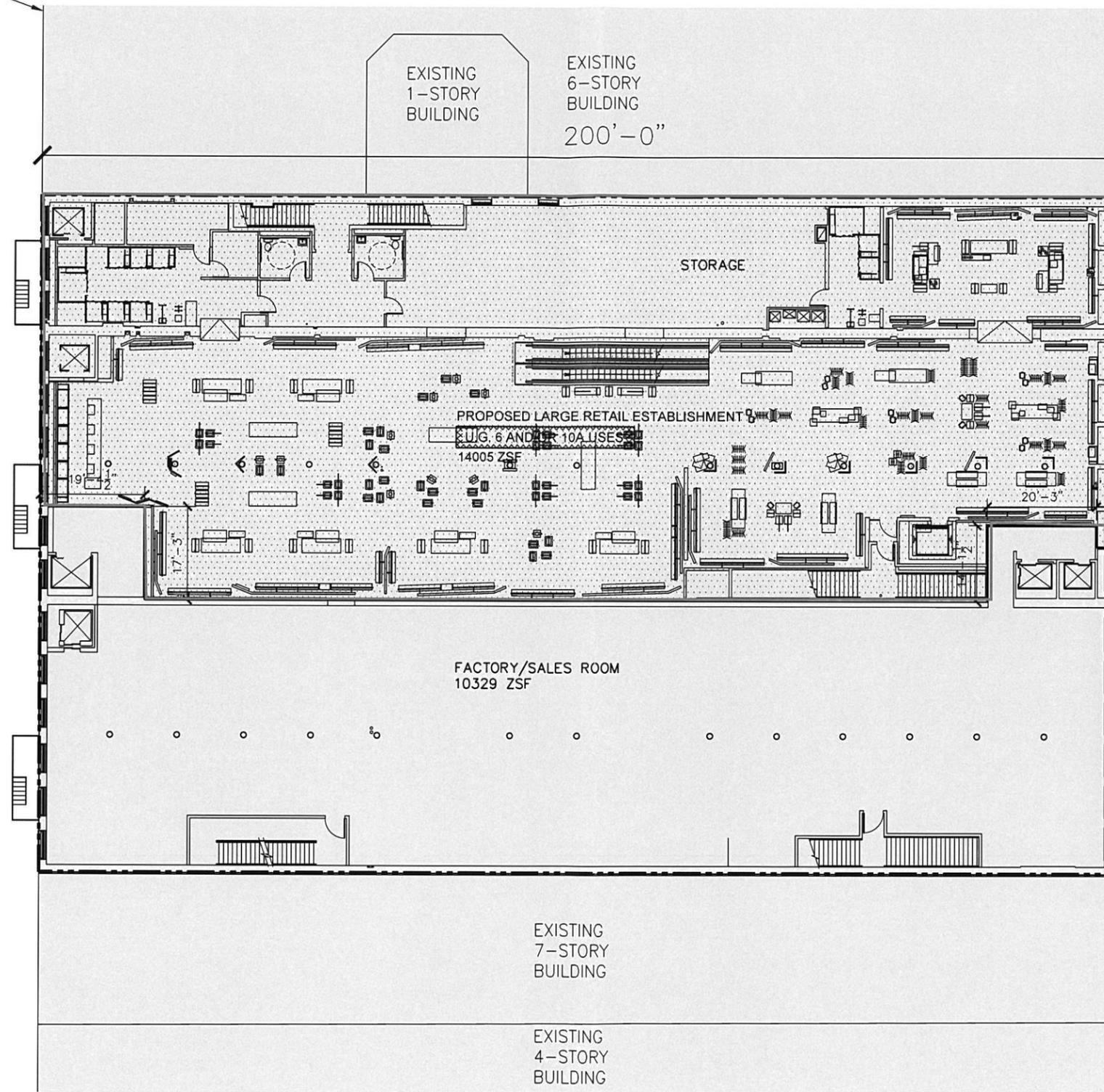
LEGEND			
	STREET DIRECTION		EXISTING BUILDING
	ZONING LOT LINE		CURB CUT
	STREET TREE		BUILDING ENTRANCE
	STREET LIGHT		LOADING ENTRANCE
	STREET SIGN		
	FIRE HYDRANT		
	PARKING METER		
	VENDING MACHINE		
			AREA SUBJECT TO SPECIAL PERMIT TO PERMIT A LARGE RETAIL ESTABLISHMENT PURSUANT TO ZR 74-922.

Ground Floor Plan/Site Plan

STREET LINE

STREET LINE

MERCER STREET
50' WIDE



74'-9 1/2"

124'-11"

10'-0 1/2" 4'-1"

50'-1"

146'-7"
TO BROOME ST.

BROADWAY
80' WIDE

PROPOSED 2ND FLOOR PLAN

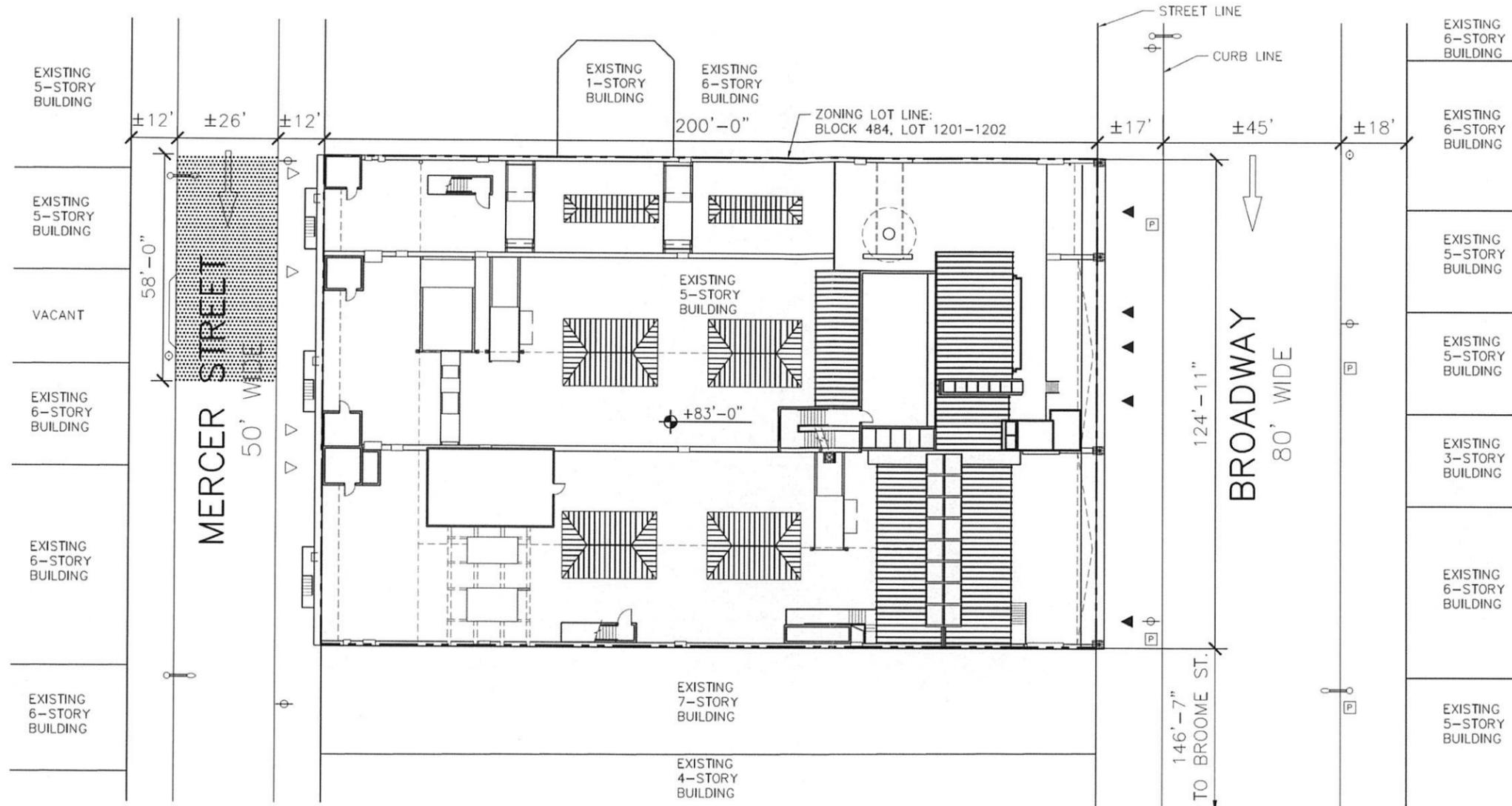
EXISTING GROSS FLOOR AREA = 25016.6 SF
EXISTING ZONING FLOOR AREA = 24334.35 SF

INTERIOR PARTITIONS SHOWN ARE FOR ILLUSTRATION ONLY.



LEGEND	
	EXISTING BUILDING
	ZONING LOT LINE
	AREA SUBJECT TO SPECIAL PERMIT TO PERMIT A LARGE RETAIL ESTABLISHMENT PURSUANT TO ZR 74-922.

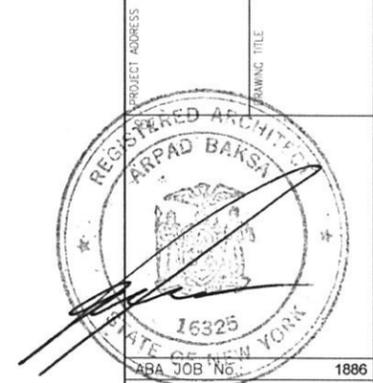
Second Floor Plan



503 BROADWAY
NEW YORK, NY 10012
ZONING LOT SITE PLAN

LEGEND:

	STREET DIRECTION		LOADING ZONE NOTE: LOADING/UNLOADING RESTRICTIONS: NO TRUCK LOADING/UNLOADING IN CONNECTION WITH LARGE RETAIL ESTABLISHMENTS PERMITTED PURSUANT TO ZR 74-922 (U.G. 6 & 10A) BETWEEN 10PM AND 7AM
	ZONING LOT LINE		
	STREET TREE		
	STREET LIGHT		
	STREET SIGN		
	FIRE HYDRANT		
	PARKING TICKET MACHINE		
	EXISTING BUILDING		
	CURB CUT		
	BUILDING ENTRANCE		
	LOADING ENTRANCE		



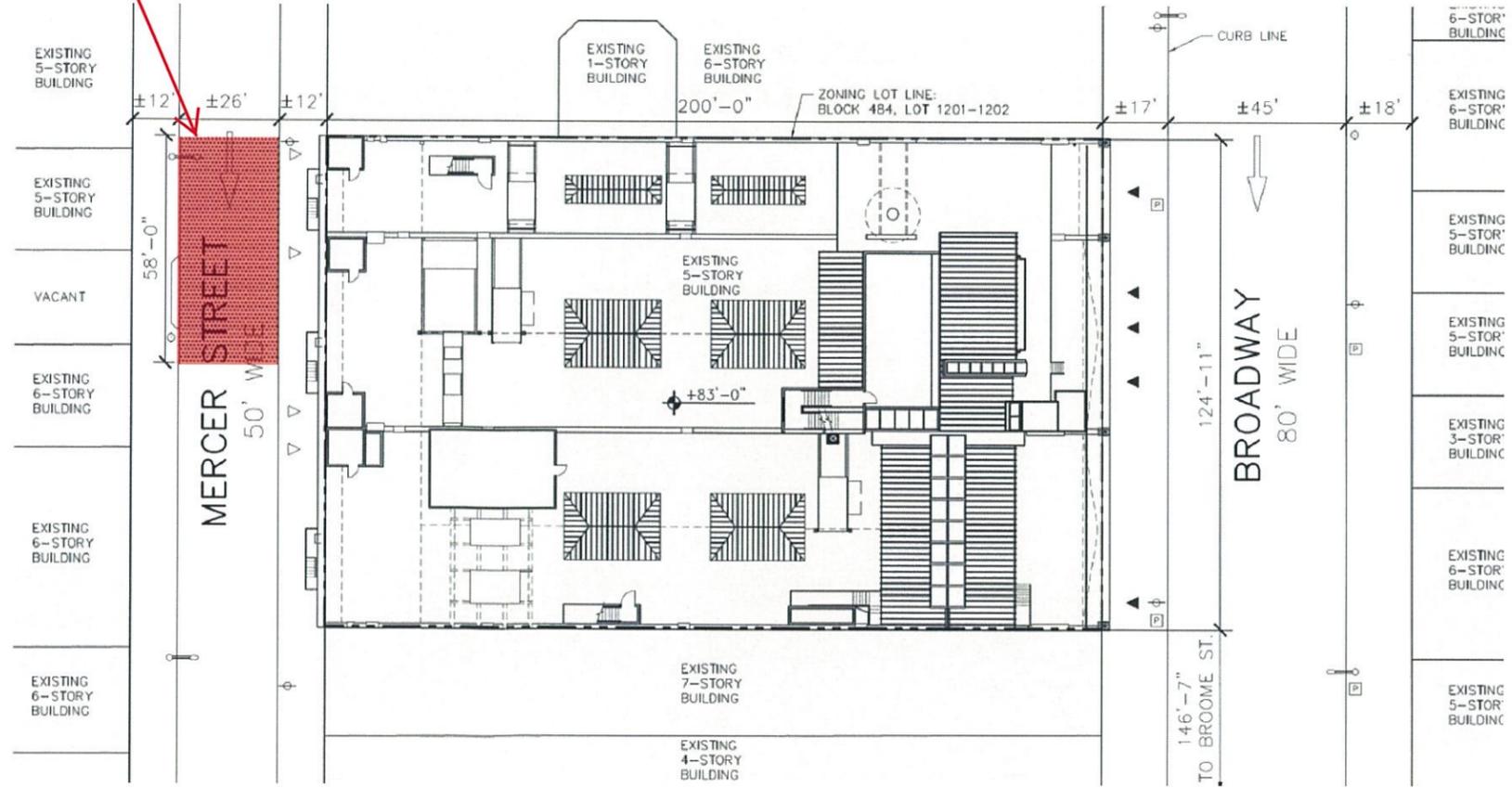
PROJECT ADDRESS	1886
DRAWING TITLE	
SCALE:	1/16" = 1'-0"
ISSUE DATE:	19 SEP 2018
REVISION DATES:	09 JAN 2020
	13 JAN 2020

SHEET No.
CPZ-2

LEGEND:

-  STREET DIRECTION
-  ZONING LOT LINE
-  STREET TREE
-  STREET LIGHT
-  STREET SIGN
-  FIRE HYDRANT
-  PARKING TICKET MACHINE
-  EXISTING BUILDING
-  CURB CUT
-  BUILDING ENTRANCE
-  LOADING ENTRANCE

LOADING ZONE NOTE:
 LOADING/UNLOADING RESTRICTIONS:
 NO TRUCK LOADING/UNLOADING IN
 CONNECTION WITH LARGE RETAIL
 ESTABLISHMENTS PERMITTED
 PURSUANT TO ZR 74-922 (U.G. 6 &
 10A) BETWEEN 10PM AND 7AM



RWDSU

Stuart Appelbaum, *President*
Jack C. Wurm, Jr., *Secretary-Treasurer*
Joseph Dorismond, *Recorder*

Retail, Wholesale and Department Store Union

New York City Council
Sub-Committee on Zonings & Franchises
January 30, 2020

Good Morning, I'm Stuart Appelbaum the President of the Retail, Wholesale and Department Store Union (RWDSU). The RWDSU represents 100,000 workers throughout the United States, including 40,000 workers in New York. Since 2017, I have also served as the President of UNI Global Commerce, a global union federation representing more than 160 trade unions and 4 million workers worldwide.

I would like to thank the Sub-Committee on Zonings and Franchises for holding today's hearing and especially the Chair, Council Member Moya. I would also like to recognize the ongoing leadership of Council Member Margaret Chin and Manhattan Borough President Gale Brewer in relation to Zara's application.

I am here today to testify in support of Zara's application for a store permit variation for their flagship SoHo store. I know Zara to be a good corporate citizen on a global scale and on a more local level as an employer of more than 1,000 unionized workers in New York City. We need employers like Zara in New York City.

In 2013, Zara's parent company, Inditex, was instrumental in creating the Bangladesh Accord, a legally binding agreement to make garment factories in Bangladesh safe following the Rana Plaza tragedy where over 1,000 workers were killed in a factory collapse.

As a result of Inditex's leadership on this important issue, more than 200 global retailers have gone on to sign the Bangladesh Accord. It was a landmark step towards raising workplace health and safety standards.

In October 2019, the RWDSU participated in a joint press conference with the Chairman of Inditex in Madrid to celebrate the tenth anniversary of the Global Framework Agreement that highlights the important role of labor unions and the need for a collaborative labor-management relationship.

In 2016, when its workers were organizing a union in New York City, Zara agreed to remain neutral. As a result, its managers committed to refrain from using coercive anti-union tactics – something that we see all too often when workers seek representation in the workplace. By taking these steps, Zara, once again, provided an example to other corporations on how to set a higher standard and respect the rights of workers to organize and collectively bargain.

In New York City, Zara has a strong record for taking the high road and respecting the rights of workers to have a voice in the workplace. In relation to its store permit application, Zara has demonstrated a commitment to working with the community to resolve issues and address the concerns.

For these reasons, I can testify that we know Zara to be a good corporate citizen. We also know they are open to continuing to work with the community to address key concerns while continuing to create good jobs for NYC residents.

Thank you for your time and consideration.



NEW YORK CITY
CENTRAL LABOR COUNCIL, AFL-CIO

FOR THE RECORD

President
VINCENT ALVAREZ

Secretary-Treasurer
JANELLA T.HINDS

MEMORANDUM OF SUPPORT
Special Permit Request, Zara SoHo, 503 Broadway

January 30, 2020

Comprised of 1.3 million workers across over 300 affiliated unions, the New York City Central Labor Council, AFL-CIO, is the umbrella organization for the city Labor Movement. The Central Labor Council stands in support of Zara and the requested SoHo special use permit. Zara is a high-road, collaborative employer, working with the Central Labor Council's affiliate, RWDSU Local 1102, to create family-sustaining careers and great conditions for the members working in the retail shop. Zara demonstrates the successful labor-management partnerships possible in retail and should be assisted when possible to continue to operate and grow.

The requested special use permit provides Zara the necessary approval to continue operating in the current building footprint, and retain the highly skilled, professional workforce that happily serves the customers of the shop. Approving this permit ensures jobs that exist today will exist tomorrow, and no mandated reduction in square footage leading to job loss. In an era of corporate downsizing, skirting labor protections, and shirking corporate responsibility, Zara is trying to do the right thing.

It is worth noting Zara has always been a high road employer interested in worker reciprocity. During the organizing campaign with RWDSU Local 1102, Zara agreed to neutrality [non-intervention in the organizing campaign], and to respect the rights of the workers; they did not hold captive meetings, threaten the workforce and their job security, or demonize collective bargaining and unions; there was a commitment to a fair, democratic process, and follow through with contract negotiation and labor harmony.

The City has an opportunity to support the market-share of a high road company and protect union jobs. The New York City Central Labor Council, AFL-CIO, urges the approval of this special permit, and supports the request of the employer, Zara SoHo. With the retail industry under constant pressure, providing support for Zara in this scenario is integral to the health and viability of an iconic retail corridor.

Good morning, my name is Alvin Ramnarain, and I am the president of Local 1102 of the Retail, Wholesale, and Department Store Union. Local 1102 represents thousands of retail workers in New York, and our union represents over 100,000 men and women employed in a variety of industries across the United States.

Local 1102 is committed to the belief that retail jobs in New York should have good pay, safe working conditions, and strong benefits. We fight every day to set a standard in the retail industry for jobs that support families and help build better communities. To achieve these goals, workers need the dignity and respect that comes with union membership.

At Zara, workers have that essential voice on the job because of their strong union contract. Since 2016, over 1,100 workers at Zara in New York stores, including every Zara location in Manhattan, have chosen representation by RWDSU Local 1102, with the latest employees at stores in West Nyack and Yonkers joining just this past summer.

Zara is a high-road employer. They saw the value in respecting their workers' right to join a union, and voluntarily agreed to remain neutral in the process. At Zara, we didn't see the types of underhanded tactics that all too often companies turn to in the face of a union organizing drive. There were no captive audience meetings where management threatened to close the store or demonized the union. There were no workers fired for leading the charge to unionize. There were no union-busting law firms hired to frighten employees with lies. It was a level playing field, the way it should be, and workers elected to join Local 1102.

Zara proves that employers can treat their workforce with respect, value their employees' input, and deal harmoniously with a union—all while competing effectively in the New York City retail environment.

We want to see Zara grow and continue to provide an example to other retailers that doing the right thing and continuing to thrive are *not* mutually exclusive. Maintaining Zara's footprint in Soho means retaining quality jobs for New Yorkers in an industry that so desperately needs them. We should be raising up Zara as a retailer that provides good jobs for people who live, work, and go to school in our city.

Zara has proven it is a responsible corporate citizen, and it has shown that it deserves the city's support. Zara Soho should be allowed to continue its contributions to New York City's retail economy and keep good jobs in the heart of one of the city's most important retail districts. RWDSU Local 1102 stands fully behind Zara's application for a special permit for the Soho store and we urge its approval.

Dear City Council Members,

First I'd like to say how distraught I was to hear about the irreplaceable Chinese artifacts that were destroyed by the fire.

My name is Ronnie Wolf. I am a Residential Representative on SBI's Board, and both a Broadway Resident and Commercial Property Owner. The residents that I represent do not feel that the BID supports the Residents and Commercial owners EQUALLY, especially when it comes to OVERSIZED RETAIL IN SOHO.

Please, I appeal to you, not to set a bad precedent and award ZARA the expansion it is seeking to its EXISTING OVERSIZED space. Zara knowingly violated building codes, zoning regulations and operated illegally for years, all the while ignoring the pleas from its neighboring residents.

ZARA and the BID claim to have recently improved its delivery system. That doesn't make everything "all better". And if Zara moves its night time deliveries to Broadway, that just shifts the disruption, and does not solve the essential problems. There are 53 second floor Residential units on Broadway and second floor Residential units surround Zara in all directions. Certainly, Zara's cellar and ground floor space, which amounts to approx 29,000 sq ft., should be able to incorporate its children's clothing line.

Preserving the QUALITY OF LIFE of HEAVILY TAXED RESIDENTS in this UNIQUE mixed use neighborhood should be THE priority. **Zara and SBI can't guarantee that night time noise will be eliminated and Residents shouldn't be tasked with reporting and proving noisy deliveries.**

For years, the noisy deliveries to the oversized and illegal, Uniglo, has been a nightmare for local residents, and yet SBI has yet to compel that huge store to make responsible changes.

We, built this "THRIVING" neighborhood, ALL prior to and IN spite of, the ARRIVAL OF BIG RETAILERS.

Please enforce OUR LOCAL ZONING as YOU have BOLDLY DONE BEFORE. And if Zara can't figure it out what to do with its second floor than the Residents can think of many positive ways ZARA could put it to use.

***THE NEIGHBORHOOD NEEDS YOUR SUPPORT AND THE CONTINUUM OF THE Special Permit Process.**

Every Residential Coop, with Commercial spaces along Broadway, are leased. The vacant Commercial spaces along Broadway are owned by Real Estate companies, Hedge and Private Equity funds. These Owners don't understand all the ways oversized retail negatively impacts Residential quality of life. If the present zoning isn't holding COOP OWNERS back from leasing their spaces, then professional developers can certainly figure out how to legally lease their spaces. Furthermore, The BID, REBNY and FIX It SoHO/NoHO quote percentages... Yet, its important to note: there are only 10 retailers with adjoining 2nd floors. Not, as SBI likes to report, "Broadway is mostly made up of second floor Retail".

To Whom This May Concern,

I am writing to provide my support of Gotham Organization ("Gotham") and the Chinese American Planning Council (CPC) for the GO Broome Street Development.

By way of background, my name is Angela Howard and I am the Vice President of Real Estate and Facilities for Covenant House International. Covenant House is the largest privately funded organization in the Americas providing shelter, food, immediate crisis care, and a host of other services to homeless and runaway youth.

I have been working with Gotham for nearly the past two years on the development of Covenant House's new international headquarters in Hell's Kitchen, a not-for-profit anchored development similar to the GO Broome Street Development. The Gotham team has been instrumental in the development of Covenant House's new 80,000 square foot facility, leading a highly complicated design and construction process. Throughout the last two years, all members of the Gotham team have shown a deep commitment to the development of Covenant House's new facility, remaining involved with even the minutest details and ensuring that Covenant House receives the facility the organization deserves. The end result of the development will be the state-of-the-art turn-key community facility where Covenant House will be able to provide expanded shelter housing, medical and mental health services, educational, and job training programming, amongst other services.

In addition to overseeing the design, financing, and construction of Covenant House's new facility, Gotham has worked collaboratively with the community, illustrating their role as responsible and conscientious community stakeholders.

From the perspective of a real estate project management and construction professional with over three decades of experience, I can confidently say that Gotham has gone above and beyond what has been required of them as the developer of Covenant House's new facility. Their dedication to this project is reflective of the firm's overall ethos which is characterized by a deep commitment to development projects with large public benefits.

Based on my experience with Gotham, I can confidently say that Gotham will work tirelessly to deliver best-in-class facilities to its non-profit partners on the Broome Street Development and create a best-in-class overall development.

Sincerely,

Angela Howard



Broome Street Development

Presentation to City Council Zoning Subcommittee
 January 30, 2020



Community at Broome Street

Proposed project is a two building 467,000 sf mixed use building on an underutilized site in the Lower East Side providing community benefits.



A new 40,000 sf Chinese-American Planning Council Headquarters enabling the organization to enhance its identity in the Lower East Side community, consolidating multiple leased locations.



Approximately 488 Mixed Income intergenerational Rental Housing with 43% affordability at a deep skew average of approximately 53% AMI; including 93 MIH and 115 senior permanently affordable units with market rate housing.



A new Beth Hamedrash Hagodel Congregation and Cultural Heritage Center with 4,000 sf of new space to provide resources to facilitate research and reading, open to the public and for graduate and post graduate students.



Approximately 18,750 sf of Small Format Retail Space, extending the active Broome Street corridor.

Separate from the proposed project, the owner of adjacent lot at **384 Grand Street** would retain the existing building and construct additional commercial space totaling approximately 4,750 gsf.

Community at Broome Street Origin

Chinese American Planning Council (“CPC”) has existed on the Lower East Side for 55 years.

Starting in 2014, CPC’s building committee initiated review of options for development of a portion of the site containing an underutilized parking lot, culminating in issuance of an RFP in 2016.

RFP sought a developer to execute a 99 year ground lease for CPC site.

RFP included CPC’s pre-existing option to purchase the adjacent Beth Hamedrash Hagodel (“BHH”) site including existing historic synagogue and development rights.

The RFP proposed the development of a mixed-use building containing residential, community facility, and ground floor commercial uses on the CPC Lot.

Request for Proposal Goals:

- Delivery of a turn-key, 40,000 GSF community facility space to serve as CPC’s new headquarters.
- Delivery of residential and retail uses that maximize ground rent payments to CPC.
- Maximize affordable housing at deep skew AMI levels in accordance with the Mayor’s Housing New York plan.
- Complete the exterior restoration and adaptive reuse of the synagogue building.
- Provide BHH with a new Congregation and Jewish Cultural Heritage space.

Community at Broome Street Origin

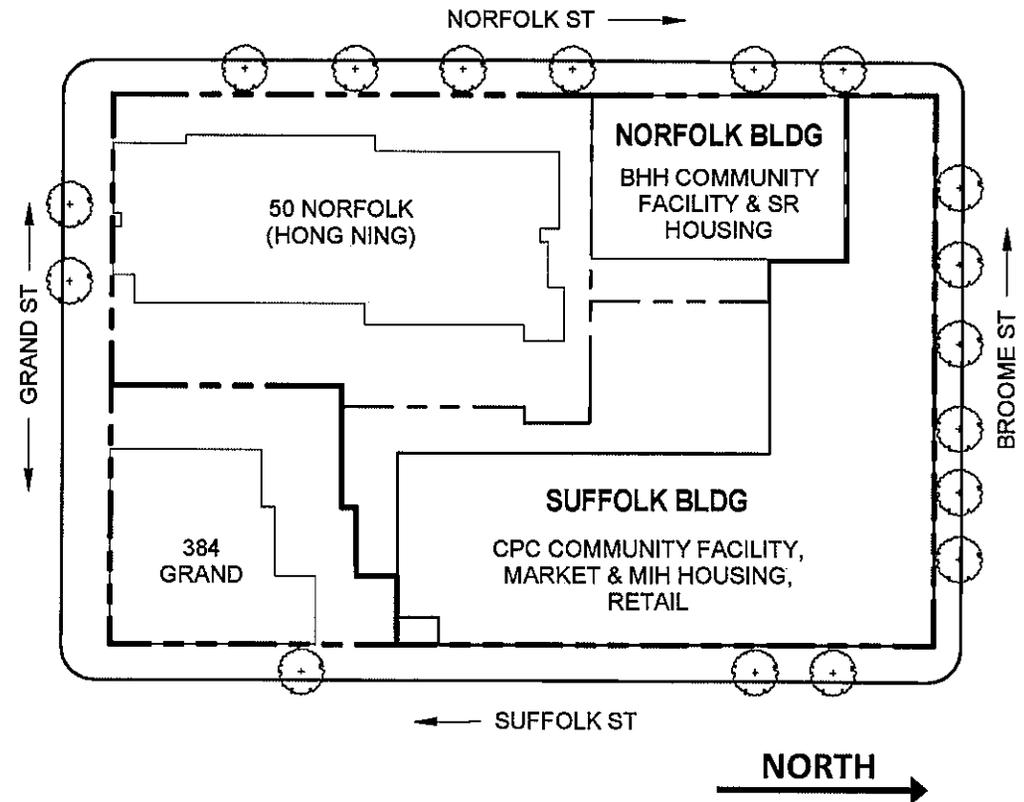
Following a competitive RFP process, CPC selected Gotham Organization to develop the site.

As a result of collaborative negotiation between Gotham, CPC, and BHH, program and design was determined in response to initial project goals.

Following a tragic fire within the BHH synagogue, negotiation between development team and the city resulted in the addition of affordable senior housing program, proposed to be built on the site of the former synagogue.

The proposed approximate 462,750 GSF project includes:

- A 30-story, 310-foot-tall mixed-use building with frontage on Suffolk and Broome Streets called the “Suffolk Building,”
- A 16-story, 165-foot-tall building with frontage on Norfolk and Broome Streets called the “Norfolk Building.”



Community at Broome Street Partnership



**Chinese-American
Planning Council, Inc.**

Community Partner / Ground Lessor

Founded in 1965 in the Lower East Side, CPC is a social services organization that empowers New Yorkers to become agents of positive change in their own lives and in their communities.

Ensures Asian American, immigrant, and low-income communities in New York City have equitable access to the resources and opportunities needed to thrive.

CPC is the nation's largest Asian American social services organization and we are the trusted partner to more than 60,000 individuals and families striving to achieve goals in their education, family, community and career.

We welcome community members at every stage of life to over 50 high-quality programs at 33 sites in Manhattan, Brooklyn and Queens.

A wholly owned affiliate of CPC will continue to remain the owner of the property.

CPC will ground lease the land to Gotham. The lease payments will ensure the long-term viability of CPC and its provision of social services including for seniors.

CPC will be condominium owner of their new 40,000 sf headquarters space.

CPC will be a 50/50 joint venture partner in the new senior affordable housing building.

Community at Broome Street Partnership



Developer / Ground Lessee

Gotham has over 100 years of experience constructing and developing high quality mixed-use buildings throughout New York.

The Gotham team has deep experience in a multitude of programs and strategies to create affordable housing ranging from utilization of capital subsidies, public private partnerships, inclusionary housing, renovations and preservation of historic buildings, to new construction on public or private land.

The company has a long history of developing innovative partnerships with New York institutions to build affordable housing, schools, community facilities and cultural spaces.

Gotham will oversee the construction of the two new buildings.

Gotham will provide annual ground rent payments to CPC.

Gotham will turnkey deliver the new CPC headquarters space and BHH congregation and cultural heritage center.

Gotham will property manage the two new buildings with a significant investment and long term view.

Community at Broome Street Partnership

Beth Hamedrash Hagodel
בית המדרש הגדול דניו יארק
60 Norfolk Street New York, NY 10002
FOUNDED IN 1852

Community Partner

Congregation Beth Hamedrash Hagodel was founded in New York City in 1852. The Congregation moved its House of worship to 60 Norfolk Street in 1885.

The Beth Hamedrash Hagodel Synagogue holds a special place in Jewish history. It is considered the oldest Russian Orthodox Jewish Congregation in the United States.

At its height, the Congregation had a membership of over 1,400 members and served more than 250,000 worshipers from around the country.

Gotham is purchasing land and development rights from BHH.

The proceeds received by BHH from the sale of synagogue site will be escrowed to be used for fit-out of the BHH space, as well as for ongoing maintenance and operation of the BHH space.

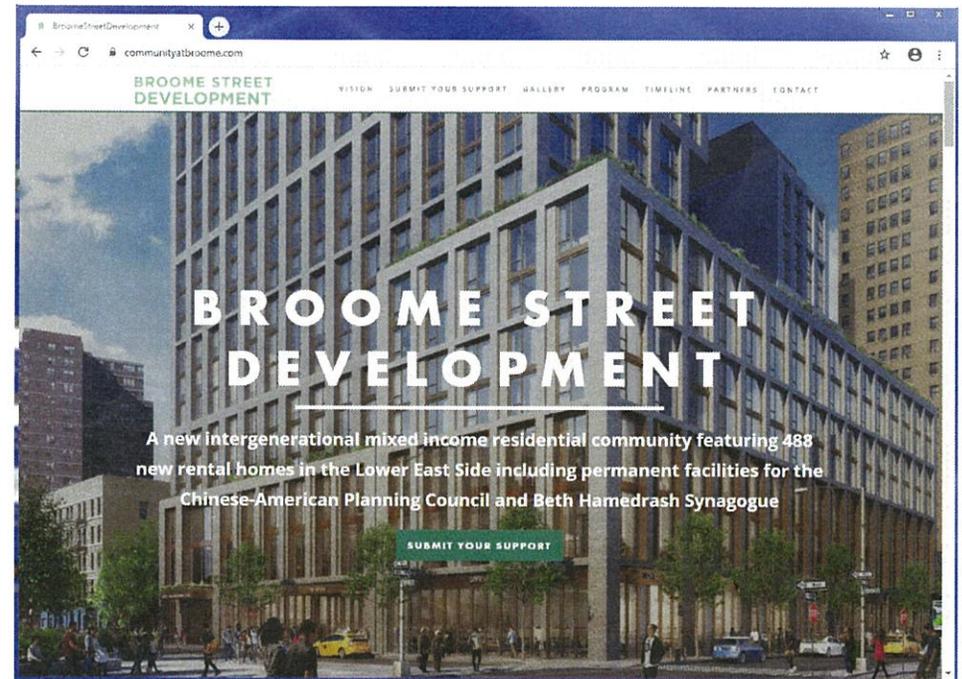
BHH will be condominium owner of the new 4,000 sf Congregation and Cultural Heritage Center space.

Community Engagement

Gotham and CPC have met with community groups, neighbors, and the community board for the last 4 years to discuss proposed project and obtain feedback.

During pre-ULURP process, team responded to community leadership request for additional affordable housing by adding an additional 27 senior housing units.

Gotham and LESEN have signed a memorandum of understanding which outlines Gotham's commitment, in partnership with LESEN, to provide workforce training and outreach to the local community in hiring for construction employment



Informational website, communityatbroome.com, was established June 2019.

Site Planning and Building Massing Rationale

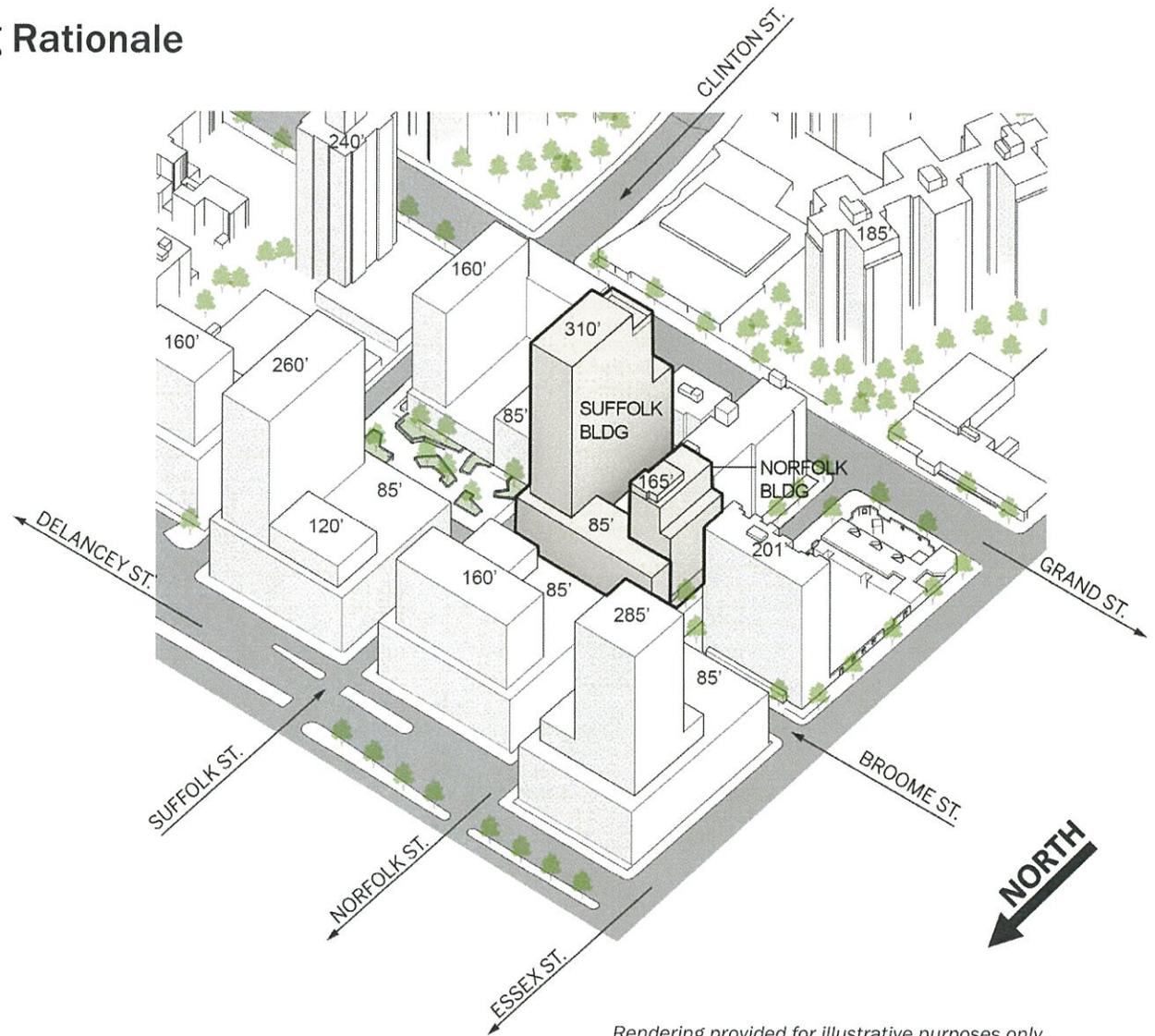
View from northwest

The Norfolk mid rise building is scaled to relate to the existing Hong Ning Building.

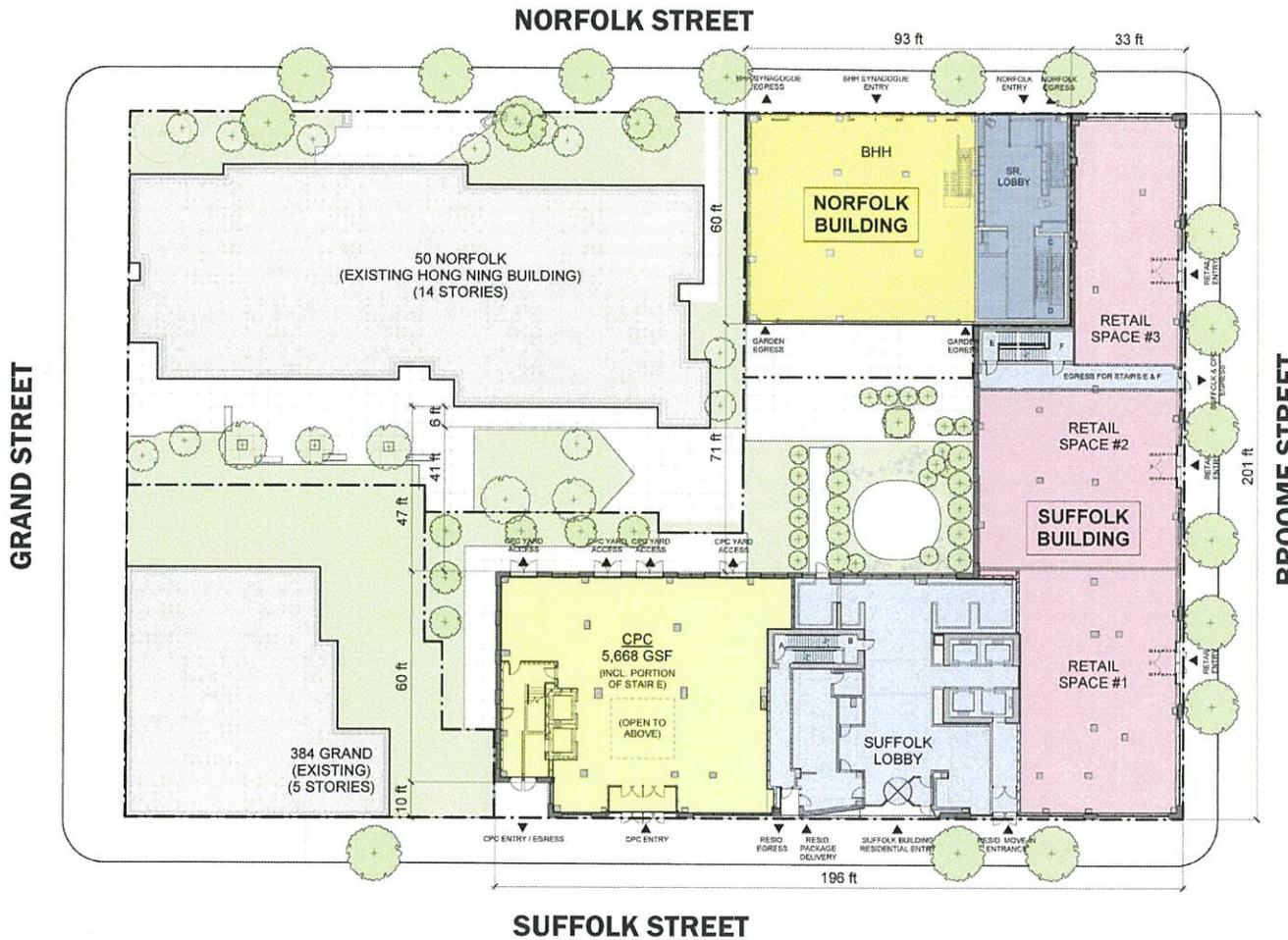
The Norfolk and Suffolk Building street walls are located on the property line.

Above the street wall, the Suffolk Building is setback 10' from the property line, instead of 15', to maximize the distance separating the two buildings.

The overall distribution in mass of the proposed project responds to the different conditions on each street and creates a positive relationship to the existing context.



Activating the Street



All three street frontages Norfolk, Broome and Suffolk are activated by different program elements.

Norfolk: The BHH community facility and entrance, will be located on the historic footprint of the former synagogue building. The Senior housing entrance is located next door.

Broome: Small scale retail extends from corner to corner extending the Broome Street retail corridor eastwards.

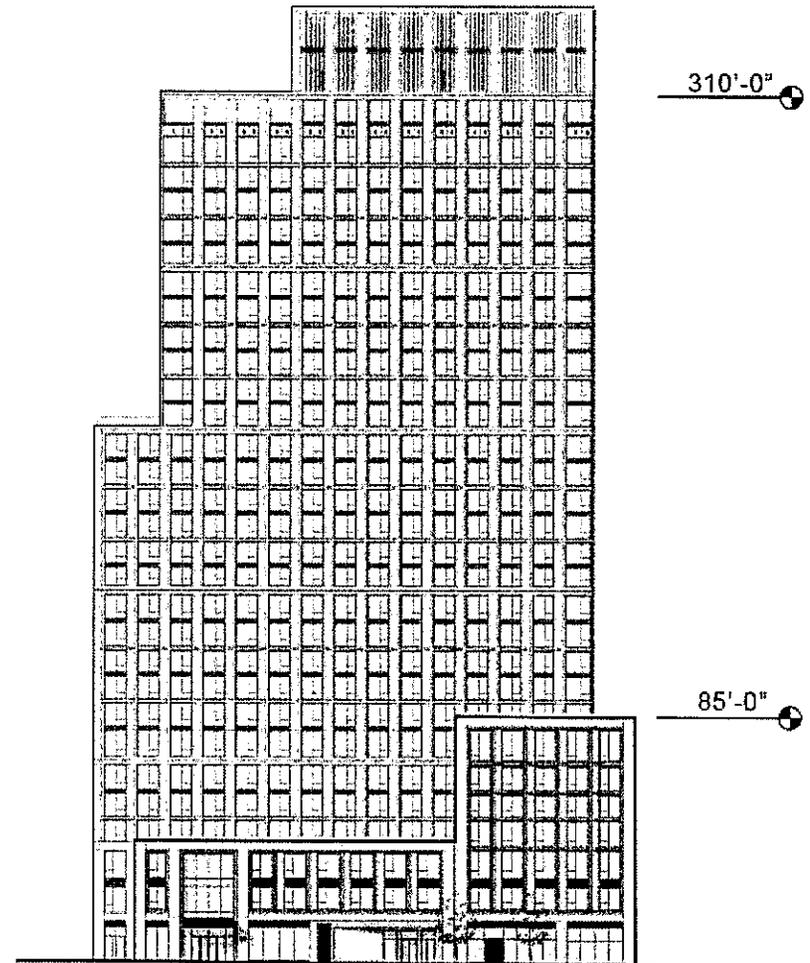
Suffolk: CPC has a generous ground floor presence, providing public visibility for programs, services and events.

Site Planning and Building Massing Rationale

The proposed height of the project is required to achieve the density necessary to realize the social and economic benefits of the project: permanently affordable housing, new community facility space for CPC and BHH, and ground rent payments to CPC to ensure financial sustainability.

The height requested allows the massing to step down towards the south and lowers the height of the base, resulting in a less bulky profile and improving light and air at the street level.

The proposed additional height is small, equivalent to two residential floors higher than the tallest Essex Crossing building.



Proposed Suffolk Building (Suffolk St. Elevation)

Rendering provided for illustrative purposes only.

New Chinese-American Planning Council Headquarters

Every year, CPC provides services to 15,000 Community Members in Manhattan (60,000 city wide) in the areas of family support, education, and economic and community empowerment.

The new headquarters provides a solution to existing CPC facilities which are subject to ongoing at market lease renewals and lacks public visibility for community members to more easily access social services.

Headquarters' 40,000 sf will contain a robust set of program including administrative office space, event space and provision of a multitude of services, including:

Adult Literacy Program

College Counseling

Child Care & Family Services

Social Services

Community Health Services

Special Needs Services

Career Center

Legal Services



Rendering provided for illustrative purposes only.

Beth Hamedrash Hagodel Congregation and Cultural Heritage Center



Rendering provided for illustrative purposes only.

Congregation and Cultural Heritage Center will be established for BHH congregation and public use, including students and Lower East Side residents.

The center will facilitate learning with lectures delivered, events arranged, and exhibits displayed.

In coordination with LPC, new BHH space will include memorialization of former historic synagogue through installation of building artifacts and ceremonial objects.

Mixed Income Intergenerational Housing

Overall 43% permanent affordability at a deep skew average of nearly 53% AMI, cross subsidized by market rate housing.

Approximately 488 total mixed income rental homes in two buildings.

Rents at average 53% AMI as compared to Essex Crossing average of 80% AMI:

	Average AMI:	53% AMI	80% AMI	Difference
Monthly Rent	Studio	\$778	\$1,210	(\$432)
	1BR	\$985	\$1,526	(\$540)
	2BR	\$1,193	\$1,842	(\$648)
	3BR	\$1,371	\$2,120	(\$749)



Rendering provided for illustrative purposes only.

Norfolk Building (AIRS)

115 Affordable Independent Residences for Seniors at household income levels at 30-70% AMI.

The senior residences are income averaged to allow for deeper affordability while providing access to housing for seniors at various income levels.

Senior households with insufficient income(s) to qualify for any income band may rent a unit with rental assistance (e.g. Section 8 Mobile Voucher).

Adjacency to new CPC headquarters provides seniors with convenient access to CPC services.

Total approximate 4,600 sf of indoor and outdoor amenity space at the building setback dedicated for senior community social and amenity spaces.

Welcoming lobby entrance on Norfolk Street with security provided for safety of residents.

		Unit Mix Norfolk Building				
Unit Type	AIRS # of Units	AIRS Distribution by AMI				
		30% AMI	40% AMI	50% AMI	60% AMI	70% AMI
Studio	80	6	20	20	19	16
1BR	35	2	8	8	8	7
2BR	0					
3BR	0					
Total	115	8	28	28	28	23

Average studio size is 361 nsf and average 1 bedroom is 510 nsf. All units comply with HPD design guidelines for multifamily new construction and senior housing.

Family Size	30% of AMI	40% of AMI	50% of AMI	60% of AMI	70% of AMI
1	\$22,410	\$29,880	\$37,350	\$44,820	\$52,290
2	\$25,620	\$34,160	\$42,700	\$51,240	\$59,780
3	\$28,830	\$38,440	\$48,050	\$57,660	\$67,270

Note: family size and associated incomes accommodated within Norfolk Building as per HPD/HDC guidelines most recently amended August 21, 2019.

Per HPD/HDC guidelines, studio apartments can be occupied by 1 or 2 income earners and 1 bedroom apartments can be occupied by up to 3 income earners.

Suffolk Building (MIH & Market Rate Units)

The Suffolk Building will comply with MIH Option 1 in order to offer permanently affordable housing at a deep skew AMI.

Approximately 93 MIH at household income levels of 40, 50, and 100% AMI.

MIH Option 1 allows for 10% of overall units at 60% AMI, but project pushed to 50% to achieve a deeper AMI skew.

Approximately 280 market rate rental units.

All affordable and market rate tenants provided access to over 8,000 sf of indoor and outdoor amenity spaces.

Affordable tenant amenity membership rates will be consistent with percentage of rent reduction for those tenants.

Unit Mix Suffolk Building							
Unit Type	# of Units	% of Total	Mkt. Rate	MIH	MIH Distribution by AMI		
					40% AMI	50% AMI	100% AMI
Studio	125	34%	94	31	13	13	6
1BR	154	41%	116	39	15	15	8
2BR	87	23%	65	22	9	9	4
3BR	7	2%	5	2	1	1	0
Total	373	100%	280	93	37	37	19

Average studio size is 381 nsf, 1 bedroom is 537 nsf, 2 bedroom is 807 nsf, and 3 bedroom is 1036 nsf. All units comply with HPD design guidelines for multifamily new construction and senior housing.

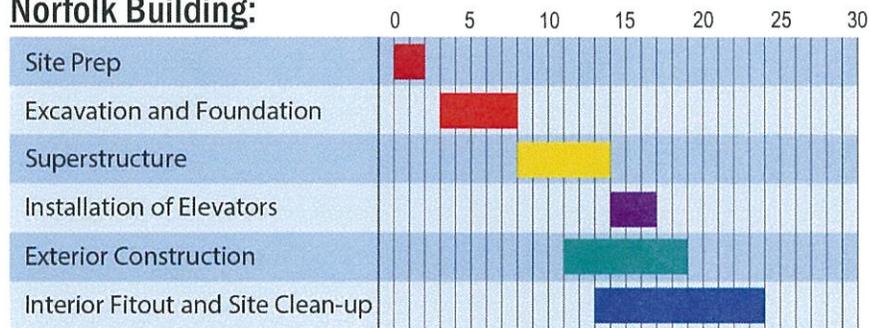
Family Size	30% of AMI	40% of AMI	50% of AMI	60% of AMI	80% of AMI	100% of AMI
1	\$22,410	\$29,880	\$37,350	\$44,820	\$59,760	\$74,700
2	\$25,620	\$34,160	\$42,700	\$51,240	\$68,320	\$85,400
3	\$28,830	\$38,440	\$48,050	\$57,660	\$76,880	\$96,100
4	\$32,010	\$42,680	\$53,350	\$64,020	\$85,360	\$106,700
5	\$34,590	\$46,120	\$57,650	\$69,180	\$92,240	\$115,300
6	\$37,140	\$49,520	\$61,900	\$74,280	\$99,040	\$123,800
7	\$39,720	\$52,960	\$66,200	\$79,440	\$105,920	\$132,400
8	\$42,270	\$56,360	\$70,450	\$84,540	\$112,720	\$140,900

Note: family size and associated incomes accommodated within Suffolk Building as per DHCR guidelines.

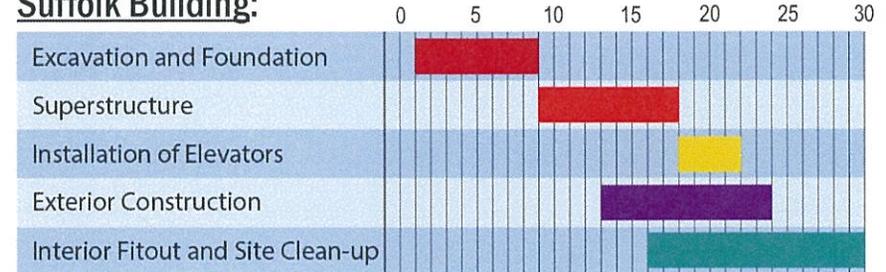
Community at Broome Construction

Construction period will be 24 months for the Norfolk Building and 30 months for the Suffolk Building, work commencing for both buildings at the same time.

Norfolk Building:



Suffolk Building:



As construction begins, it is expected that construction will be concluding at 180 Broome Street and 202 Broome Street.

Gotham and CPC are committed to meeting regularly with NYCDOT, NYPD 7th Precinct, and the Community Board to ensure safety, traffic management, staging, and parking concerns are addressed during the construction and operational period of the project as well as provide a website with project updates and contact information.

Gotham and CPC are committed to equitably contribute to an independent traffic planning study lead by the Community Board to determine the cumulative traffic impacts by recently completed and projected development in the immediate area.

Requested Land Use Actions

Rezoning: Rezone project block from R8 to R9-1/ C2-5

Zoning Text Amendment: Designate project block as an MIH Area and allow use of Quality Housing within the LSRD.

Authorization (ZR Section 13-443): Authorization to eliminate the 33-space parking lot on development site.

Modification of the LSRD

Modifications of Height and Setback: ZR Section 78-311(e) Authorization

For Hong Ning Building, modify the street wall location and setback requirements above the maximum base height along Norfolk St.

Distribution of floor area: ZR Section 78-312(a) Special Permit

Transfer 15,000 s.f. of floor area from 384 Grand St. to Norfolk Building for use as affordable housing.

Modifications of Height and Setback: ZR Section 78-312(d) Special Permit

For Suffolk Building, modify the maximum building height and setbacks along Suffolk St.

For Hong Ning building, modify street wall location and setbacks along Grand St.

Modification of Minimum Distance Between Buildings: ZR Section 78-312(f) Special Permit

Suffolk Building must at least 60' (window to window) and at least 50' (window to wall) from Hong Ning. The proposed distance is 46.83'.

Norfolk Building must at least 40' (wall to wall) from the north side of Hong Ning. The proposed distance is 11.75'.

The Suffolk Building, the Norfolk Building, and the Hong Ning building must be at least 80' apart between a height of 125' and a height of 126.13' (the height of the roof of Hong Ning). The proposed distances are 46.83' (Suffolk and Hong Ning), 11.75' (Norfolk and Hong Ning) and 60' (Norfolk and Suffolk).

Schedule

MILESTONE DATES

- Aug 2016**
RFP Issued
- Aug 2017**
Agreement to Enter Into Ground Lease Executed
- Oct 2018**
RWCDs Submitted to DCP
- Feb 2019**
EIS Public Scoping Meeting
- Aug-Oct 2019**
Land Use Application Filed
DEIS Published
DCP Certification
- Dec 2019**
DEIS Public Hearing
- Jan 2020**
City Planning Commission Approval



COMMUNITY ENGAGEMENT

- Jan 2018**
Voluntary Presentation to CB3 Land Use Committee & Public
- Jun 2019**
Voluntary Presentation to CB3 Land Use Committee & Public
- Sep 2019**
ULURP Review Presentation to CB3 Land Use Committee & Public
- Oct 2019**
Borough President Review
- Nov 2019**
Presentation of Application Amendment to CB3 Land Use Committee
- 1Q 2020**
City Council Review
Mayoral Review

Community Support

Support has been received from over 3,000 individuals including Hong Ning senior residents, CPC service recipients, neighborhood 32BJ members, and residents of Community District 1 and Community Board 3.

Letters of Support from a number of organizations was received, including:

- *Actors Fund*
- *Association for A Better New York*
- *Breaking Ground*
- *Charles B. Wang Community Health Center*
- *Chinatown HDFC Tenant Association*
- *Chinatown Manpower Project*
- *Chinatown Partnership LDC*
- *Chinatown YMCA*
- *Chinese American Citizens Alliance*
- *Chung Pak LDC*
- *The Community Preservation Corporation*
- *Covenant House*
- *The Door*
- *Educational Alliance*
- *Federation of Protestant Welfare Agencies*
- *Grand Street Settlement*
- *Hamilton-Madison House*
- *Henry Street Settlement*
- *Hong Ning Tenant Association*
- *Immigrant Social Services*
- *Light & Love Home*
- *LiveOn NY*
- *New York Immigration Coalition*
- *RiseBoro*
- *United Neighborhood Houses*
- *Vision Urbana*
- *32BJ SEIU*

A Holistic Community Based Plan



The development is providing an unprecedented level and depth of affordability for a private, non-public transaction along with community facility space.

The proposed project bulk provides much needed community benefit cross subsidized by market rate housing and retail revenue.

Gotham and CPC, with BHH, have worked tirelessly with the various city agencies involved in the development to effectuate a project that far exceeds the public benefits provided by many other private developments.

- ✓ **Annual, escalating ground rent payments to CPC that will help secure the organization's long-term viability**, enabling the organization to expand upon its programming offerings and provide services from a central location.
- ✓ **Delivery of an approximately 40,000 square foot non revenue producing community facility space delivered to CPC free-and-clear of debt** allowing the organization to consolidate, eliminating fluctuating market rate leases at disparate locations.
- ✓ **Delivery of a new 4,000 square foot non revenue producing community facility space delivered to BHH, free-and-clear of debt**, ensuring BHH's ongoing presence in the Lower East Side. BHH has committed to deploy proceeds from the land sale to fit out and endow the center.
- ✓ **Delivery of 208 permanently affordable rental residences at a deep skew average of nearly 53% AMI, representing 43% of the total residences**, with many affordable rental units to be made available to individuals and families at income levels at or below the Community Board 3 average median income.



EXHIBITS

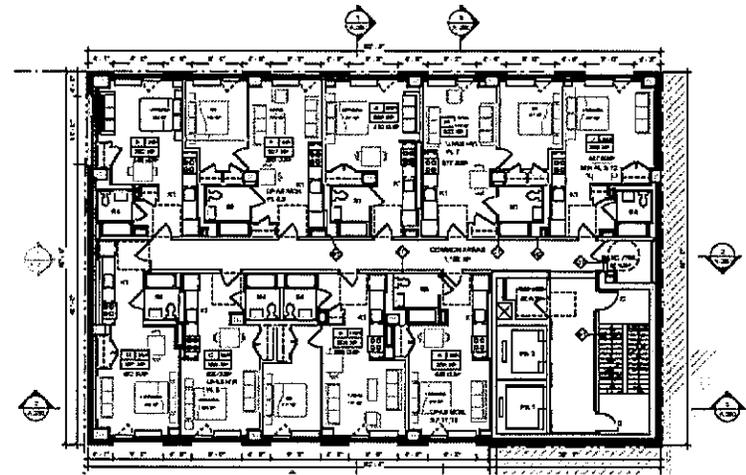
Norfolk Building AIRS Commitment

Updated HPD subsidy commitment letter received January 17.

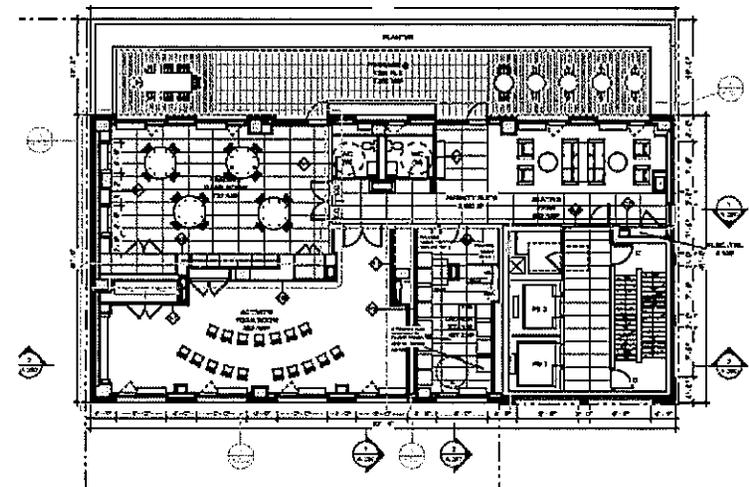
Application for allocation of HPD 9% tax credits to be submitted next round availability, expected April.

Substantial funds spent on pre-development of Norfolk Building including delivery of Design Development documents including full building planning and engineering for proposed 115 AIRS units.

Applications for DOB New Building review and approval are ready to be submitted.



Typical Norfolk Building Residential Floor



Norfolk Building Amenity Floor

Mixed Income Intergenerational Housing

The Median Household Income for Community District 3, Manhattan, is as follows:¹

American FactFinder Median Income in the Past 12 Months (in 2017 Inflation-Adjusted Dollars)

2013-2017 ACS 5-Year Estimates

FAMILY INCOME BY FAMILY SIZE

2-person families: \$41,152

3-person families: \$47,978

4-person families: \$42,357

5-person families: \$41,014

6-person families: \$50,385

7-or-more person families: \$48,347

DCP Population FactFinder

2013-2017 ACS

Median household income: \$43,316

Median family income: \$43,096

1. The figures shown here are the median incomes for the Public Use Microdata Area (PUMA), which is substantially coterminous with the Community District boundary.

Mixed Income Intergenerational Housing

Number of Households 65 years and Over in identified income brackets in New York City:

Number of individuals in each household bracket listed below cannot be identified using census data. Quantity of households earning income between \$44,820 and \$67,270 per year provides indication of quantity of households that can qualify for housing at 60% and 70% AMI bands.

American FactFinder (in 2017 Inflation-Adjusted Dollars) 2013-2017 ACS 5-Year Estimates:

Householder 65 years and over: Less than \$10,000	86,145
Householder 65 years and over: \$10,000 to \$14,999	89,789
Householder 65 years and over: \$15,000 to \$19,999	60,201
Householder 65 years and over: \$20,000 to \$24,999	49,027
Householder 65 years and over: \$25,000 to \$29,999	38,681
Householder 65 years and over: \$30,000 to \$34,999	33,474
Householder 65 years and over: \$35,000 to \$39,999	30,305
Householder 65 years and over: \$40,000 to \$44,999	25,499
Householder 65 years and over: \$45,000 to \$49,999	21,681
Householder 65 years and over: \$50,000 to \$59,999	39,165
Householder 65 years and over: \$60,000 to \$74,999	50,329
Householder 65 years and over: \$75,000 to \$99,999	58,759
Householder 65 years and over: \$100,000 to \$124,999	38,623
Householder 65 years and over: \$125,000 to \$149,999	23,869
Householder 65 years and over: \$150,000 to \$199,999	27,649
Householder 65 years and over: \$200,000 or more	38,374

DEIS Analysis

- Land Use, Zoning, and Public Policy
- Socioeconomic Conditions
- Open Space
- Shadows
- Historic and Cultural Resources
- Urban Design and Visual Resources
- Hazardous Materials
- **Transportation**
- Air Quality
- Greenhouse Gas Emissions
- Noise
- Public Health
- Neighborhood Character
- **Construction**

Orange indicates technical areas with significant adverse impacts



Impacts and Potential Mitigation Measures

- **Transportation—Traffic**

- **Delancey/Essex: Unmitigated**
- **Broome/Norfolk: Mitigated (signal timing)**
- **Grand/Clinton: Unmitigated**

- **Transportation—Pedestrians**

- **North crosswalk of Broome/Norfolk would require a widening (by 1 foot) and signal modifications**

- **Construction**

- **Traffic: Unmitigated traffic impact at Delancey/Clinton**
- **Noise: Impacts identified at three locations (north and east facades of Hong Ning building, 384 Grand Street, south façade of 202 Broome Street base building)**
- **FEIS Identified additional measures that can reduce or fully mitigate the impact.**

125 Greene Street Corp.
125 Greene Street
New York, NY 10012

Dear Councilmember Chin,

125 Greene Street Corp. is a small mixed-use building of residents and ground-floor retail, converted in 1981 from a former corrugated box warehouse.

We ask that you reject the expansion of Zara's retail operation at 503 Broadway, which extends westward to Mercer Street.

When 125 Greene Street was developed, there was a nice balance between retail and residential in SoHo. Then large retail operations, particularly on Broadway, many of them illegal, sprang up.

Greene Street is just 250 feet west of Mercer Street and we get the spillover from both Mercer and Broadway shoppers. (We can tell by the shopping bags they tote.)

As a result, the side streets of SoHo are now overwhelmed with shoppers, who create garbage, congestion and litter along SoHo's inner streets.

We witness their emptied shopping bags cluttering the jam-packed trash cans.
We must step over them when they sit on our steps to rest after a day of frenzied shopping.
We must clean their trash off our front steps that they leave behind.

Larger stores will only bring more shoppers and create an unwanted imbalance and detriment to our quality of life.

We also hear from our Broadway and Mercer Street neighbors of the deleterious impact Zara in its present size presents: noisy, late-night deliveries, commercial garbage carelessly dumped on the sidewalk, and general disregard for Landmarking and Buildings requirement: for example, large illegal signs on illegally constructed scaffolding. Zara doesn't care about us or New York City, just its bottom line.

I could go on, but you get the picture. No one wants this except Zara and the mayor's City Planning Commission. The borough president rejects it, as does the community board.

Again, heed the request of your constituents and not that of a large multinational headquartered in Europe.

Sincerely,

John Sweeney

President
125 Greene Street Corp.

Astoria Homeowners, Tenants & Business Civic Association

21-20 49th Street, Astoria, NY 11105 (718) 721-3690

OFFICERS

January 28, 2020

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AL RIZZO, ESQ.

Recording Secretary
LUCIANO MARASA

Subcommittee on Zoning and Franchises
Francisco Moya
Chair

Re: Application No. C 19027 ZMQ, 22-60 46th Street Rezoning submitted by
Mega Realty Holding LLC, and the Pancyprian Association, Inc.

Dear Chairman Moya:

We represent the Astoria Homeowners, Tenants & Business Civic Association, Inc. Our community has serious and legitimate concerns about the size and scope of the above referenced project.

We have voiced our opposition and concerns during Community Board One hearing, Queens Borough President Melina Katz's public hearing, City Planning Commission hearing, and to Councilman Costa Constantinides and our other local politicians.

We have obtained approximately 700 signatures from homeowners and community residents that live in the neighborhood surrounding the proposed project, all opposing the project as is.

Please see attached letter to Queens Borough President Melinda Katz expressing our frustration in the manner in which CB1 handled the Land Use public hearing on October 10, 2019.

This project would add two massive structures, 8 stories high in the middle of our residential neighborhood of one, two and three family homes. The entire community is upset because if this project were to proceed as is, it will open the door to other high rise buildings on the block. These size buildings do not belong in our neighborhood, they will completely destroy the character of our residential community.

We are urging you and all the members of the Subcommittee on Zoning and Franchises to hear the voices of our community and oppose the project at its proposed 8 stories when you meet this Thursday, January 30th, 2020. We are willing to compromise with the developers and accept the project only if they agree to a maximum of 4 floors. Please do not allow them to go over 4 stories high!

Thank you for your attention in this matter.

Respectfully,



Rudy Sarchese
Acting President

cc: Members of the Subcommittee on Zoning and Franchises
cc: Councilman Costa Constantinides

Joseph Pistilli, CEO.
Pistilli Realty Group

George Stamatiatis, Pres.
Dutch Kills Civic Assoc.

Antonio Carlucci, Pres.
Orsogna M.A.S.O.

John Insalaco, Pres.
St. Antonio Abbate F.S. of
Castrofilippo.

Steve Polisenio, Pres.
Astoria Sport Complex.

Ralph Macchia, Pres.
FIDA.

George Kitsios, Pres.
Greek Home Owners
Assoc.

Donna Furey, Esq
Queens County Women's
Bar Association

Pat Gravino, Esq.
AXA Financial Advisor

Nicos Tziayas, Pres.
Eleftheria-Pancyprian Y.
Soccer Assoc

Oswaldo Loverme, Pres.
Fraternal Society of
Canicatti.

Ann Rodriguez, P.R,
Mount Sinai Hospital of
Queens

Tony Barsamian,
Chairman
Steinway A.P/ Queens
Gazette Editor

George Dellis, Former
Manager
Queens Comm. Board # 1

Gus Lambropoulos,
Assist. Treasurer
Federation of Hellenic
Socs. Of Greater NY

Antonio Guadagnino,
CPA PC

Jerry Francis, Pres.
Aldo Democratic Club

Rocco Pace, Pres.
New Orsogna Social Club



Astoria Homeowners, Tenants & Business Civic Association

21-20 49th Street, Astoria, NY 11105 (718) 721-3690

OFFICERS

January 28, 2020

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LUCIANO MARASA

Committee on Land Use
Rafael Salamanca, Jr.
Chair

Re: Application No. C 19027 ZMQ, 22-60 46th Street Rezoning submitted by
Mega Realty Holding LLC, and the Pancyprian Association, Inc.

Dear Chairman Salamanca:

We represent the Astoria Homeowners, Tenants & Business Civic Association, Inc. Our community has serious and legitimate concerns about the size and scope of the above referenced project.

We have voiced our opposition and concerns during Community Board One hearing, Queens Borough President Melina Katz's public hearing, City Planning Commission hearing, and to Councilman Costa Constantinides and our other local politicians.

We have obtained approximately 700 signatures from homeowners and community residents that live in the neighborhood surrounding the proposed project, all opposing the project as is.

Please see attached letter to Queens Borough President Melinda Katz expressing our frustration in the manner in which CB1 handled the Land Use public hearing on October 10, 2019.

This project would add two massive structures, 8 stories high in the middle of our residential neighborhood of one, two and three family homes. The entire community is upset because if this project were to proceed as is, it will open the door to other high rise buildings on the block. These size buildings do not belong in our neighborhood, they will completely destroy the character of our residential community.

We are urging you and all the members of the Committee on Land Use to hear the voices of our community and oppose the project at its proposed 8 stories when you meet on February 4th, 2020. We are willing to compromise with the developers and accept the project only if they agree to a maximum of 4 floors. Please do not allow them to go over 4 stories high!

Thank you for your attention in this matter.

Respectfully,

Rudy Sarchese
Acting President

cc: Members of the Committee on Land Use
cc: Councilman Costa Constantinides

Joseph Pistilli, CEO.
Pistilli Realty Group

George Stamatias, Pres.
Dutch Kills Civic Assoc.

Antonio Carlucci, Pres.
Orsogna M.A.S.O.

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Astoria Homeowners, Tenants & Business Civic Association

21-20 49th Street, Astoria, NY 11105 (718) 721-3690 email: betterastoria@gmail.com

OFFICERS

President
TONY MAZZARA

Immediate Past
President & Treasurer
RUDY SARCHESE

Executive Chairman
LUIGI FARINA

Vice President
OSVALDO LOVERME

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ESQ.

Assistant Treasurer
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Public Relations/Legal
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AL RIZZO, ESQ.

Corresponding
Secretary
DANIEL MALDONADO

Recording Secretary
LUCIANO MARASA

October 17, 2019

ADVISORY BOARD

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Pistilli Realty Group

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Dutch Kills Civic Assoc.

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Jerry Francis, Pres.
Aldo Democratic Club

Rocco Pace, Pres.
New Orsogna Social Club

Hon. Melinda Katz
Queens Borough President
120-55 Queens Blvd
Kew Gardens, NY 11424

Dear Borough President Katz:

We represent the Astoria Homeowners, Tenants & Business Civic Association, Inc.

Following the public meeting held on October 10, 2019 concerning a proposed project at 22-60 45th Street and 22-61 46th Street, and the rezoning of that area, we express our extreme dismay at the manner in which Community Board 1 is representing the community and the manner in which the public meeting that night was conducted, and we ask that you convene another Community Board meeting as soon as possible. The reasons are as follows:

- A very significant number of our neighbors were turned away from the meeting because there was not enough room to accommodate all of them, even though the Board was advised well in advance that a large turnout was expected.
- Those in attendance who asked to speak "in favor" of the project did not indicate their addresses on the sign-in sheet. We believe that this was because almost all of them were not from the community directly impacted by this project.
- Only 9 people in favor and 9 people opposed to the project were permitted to speak, even though those who opposed the project far outnumbered those in favor.
- The Chairwoman and the Zoning Committee members never mentioned or even reviewed the petition that was signed by nearly 700 residents of the community opposed to the project, in contrast to only 88 signatures obtained by the developer of individuals in favor of the project.
- The Chairwoman and the Zoning Committee members never mentioned how many people were in attendance and how many opposed the project.
- When the Chairwoman asked the members in attendance, by a show of hands, who was in favor and who opposed the project, those opposed to the project as presented, outnumbered those in favor 3-1.
- There was no community environmental impact statement submitted by the developer that the Board could review, and there was no mention that the Board ever asked the developer to submit one.

In short, it was clear that night that CB1 paid no mind to the views of the community it represents, and committed serious procedural errors in the manner in which it conducted the meeting—creating an extreme unfairness both real and perceived.

Our community has serious and legitimate concerns about the size and scope of this project and we ask that you convene another community board meeting as soon as possible because the vote and recommendation of CB1 is contrary to a significant majority of the interests and expressed opposition of the residents of the community.

Therefore, we respectfully request that you postpone your anticipated meeting with the developer on October 31, 2019 until after another community board meeting is held so that the hearing can be conducted fairly and appropriately, and so that all voices can be heard in a proper forum.

We look forward to your response. To follow up or if you have any questions, please call (917) 992-4085.

Respectfully,



Tony Mazzara
Astoria Homeowners, Tenants
And Business Civic Association,
Inc.

cc: Ms. Marie Torniali
Chairperson
Community Board 1

Hon. Costa Constantinides
City Councilman

Mr. Irving Poy
Director
Queens Borough Planning & Development

SoHo Alliance

A Volunteer Community Organization

PO Box 429 Prince Street Station
New York, NY 10012

phone/fax: 212.353.8466
e-mail: info@sohoalliance.org

Re: 503 Broadway (Zara); C 190265 ZSM

Greetings:

The SoHo Alliance is a volunteer community non-profit organization founded in 1981 which addresses the concerns of both residents and small businesses in SoHo.

We have fought for decades to keep SoHo both livable and viable.

We continue to fight to prevent SoHo from becoming downtown's Herald Square.

We miss the departure of so many small creative businesses, forced to leave since they cannot afford the high rents that huge stores like Zara can afford, as well as not wanting to sell their unique, creative wares in what is becoming more and more like a suburban mall.

We bear witness to the throngs who come to shop here, creating congestion (both pedestrian and vehicular), trash and an overall reduction to our quality of life.

Zara is already well beyond the 10,000 sq ft maximum normally permitted. It received an increase beyond the 10,000 sq. ft. by questionable means.

Now, with retail dwindling worldwide, Zara still is not happy and wants to expand further with its Special Permit request.

SoHo brings in \$170 million dollars in tax revenue annually to the city. Do not kill the goose that laid the golden egg.

Heed what Borough President and Community Board have had the will to do: Reject the Special Permit for Zara at 503 Broadway. Enough is enough!

Thank you for your attention to this matter.

Very truly yours,

Sean Sweeney

Executive Director

Letter to Council Member Margaret Chin

RE: Zoning Application No. C 190265 ZSM (503 Broadway; Zara)
Jan 29, 2020

Dear Council member Chin,

As the Condo Board president at 77 Mercer Street Condominium for the past 20 years and resident for 30 years, I am respectfully submitting the following on behalf of my building.

WHO WE ARE

77 Mercer is located directly across the street from ZARA's back door at 78 Mercer, where they receive all deliveries and export all their garbage. Our building is a very well maintained landmark cast iron "high-end" Condo, 6 floors. Ground floor has two commercial units, the rest are residential live/work. Half are rentals, the rest owners.

No one in SoHo has better firsthand experience and empirical evidence about ZARA's negative impact on our block than we do.

I gave a video and digital slide presentation at the CB-2 Sept 11, 2019 meeting, that showed the specific negative impact ZARA has had on our block over the past 4 years, with photos and dates, etc. One reason I believe CB-2 unanimously disapproved endorsing ZARA getting their "special permit".

PROBLEM

Simply put, at over **42,000 sq ft** ZARA is an illegal oversized retail store that is just far too big for the block, much less the neighborhood.

Noise from their endless truck deliveries and the exponential amount of garbage has not just destroyed the quality of life living here, but has negatively impacted our property values.

FACT: Prior to ZARA arriving on our block about 4 years ago, my building was always occupied. Now it struggles to rent units, and the rental prices have gone down. Our two commercial ground floor tenants, of high-end clothing - respectively Sweaty Betty and MaxMara, recently moved out. After interviewing them, I was told they left because the oversized ZARA generic warehouse clothing retail presence directly across the street hurt their business too much. So they relocated to "better neighborhoods".

In other words, ZARA is driving out the smaller high-end unique boutique stores that helped make SoHo an attractive neighborhood to visit in the first place.

OUR RECOMMENDATIONS

Please do not give a “special permit” allowing Zara at its current illegal 47,361 sq ft size to remain in that building, much less expand. To do so codifies and sets a terrible precedent for SoHo. And legalizes their illegal behavior, and enables oversized stores.

Require Zara to take specific responsible actions to control operations and protect quality of life:

1. Implement time-limited merchandise deliveries, both on Mercer Street & Broadway - to Normal business hours; 9AM - 5 PM.
2. Use low-noise delivery practices at ALL egress / ingress locations
3. Provide to local residents a 24/7 contact number to in-store management
4. Issue pro-active reports to the Council member and CB2
5. Drop wasteful defense against ECB signage violations
6. Comply with all LPC Permit requirements
7. Keep Zara employees OFF of our building. (They regularly eat and smoke and leave cigarette butts and empty food and beverage containers and a mess on the settees beneath our windows.)
8. Make Zara take responsibility and be proactive for their entire sidewalk that they share with the other commercial units in their building, and the co-owner of their shared building infrastructure. Make a plan to mitigate the daily trash they dump out there from 4 PM until midnight.

CONCLUSION

ZARA is an illegal over-sized retailer. They have destroyed my block's quality of life. Negatively impacted our property values. And has seriously upset SoHo's cultural and economic eco-system. Please fight for the people who live here. And stand against the outside big money predators that don't.

As you know, SoHo is currently in the middle of a historic re-examining of it's zoning laws. This makes giving mega-retailer like Zara a waiver from current zoning at this time, all the more disastrous for the people who actually live here.

Thank you for your consideration.

David Thall
Board President



January 29, 2020

Francisco P. Moya, Chair
Subcommittee on Zoning & Franchises
New York City Council
City Hall
New York, NY 10007

Re: LU 0609; Zoning, 503 Broadway, Manhattan (C 190265 ZSM)
Testimony in Opposition

Dear Chair Moya –

I submit this testimony in opposition to LU 609, 503 Broadway, Manhattan (Zara), Special Permit application; C 190265 ZSM. I am a forty-year resident of Broadway, and sit on the board of the local business improvement district as a residential tenant representative. I am actively involved in the Broadway Residents Coalition, our local residents' advocacy group. As a representative for BRC, I served over the past year on the Advisory Group for the recent SoHo-NoHo Planning Study, co-sponsored by our Councilmember Margaret Chin.

Residents in SoHo seek relief from the overwhelming and illegal Zara oversized retail operation at 503 Broadway. We look to the City Council for support, in line with the good positions and strong stands that Councilmember Chin has taken in recent years, all to make sure that the quality of life in our unique mixed-use neighborhood is not overpowered by large scale retail such as that now operated by Zara at 503 Broadway.

To maintain quality of life it should be required – at whatever size it is permitted to operate – that Zara:

1. Comply with loading berth requirements, and also install adequate internal space within the Zara retail condo footprint to accommodate deliveries;
2. Implement time-limited merchandise deliveries, on both Mercer Street and Broadway;
3. Use low-noise merchandise delivery equipment and practices, at ALL egress & ingress locations;
4. Provide to local residents a 24/7 contact number, a direct line to in-store management;
5. Issue pro-active reports to the Councilmember and CB2, based on outreach to local residents and chronicling specific operational practices and remedies;
6. Fully comply with all laws, including zoning and landmarking regulations & permits, and make needed corrections to fulfill permits previously issued.

Putting these steps in place are necessary to address the negative conditions caused by Zara's large-scale retail, conditions that the CPC has failed to address in a comprehensive manner. Many are deeply disappointed with the City Planning Commission's report, which offers clearance for expansion of Zara's already large-scale operation. As BP Brewer's Recommendation points out in regard to Zara's un-permitted and oversized retail flagship: "Unfortunately this use, primarily due to its delivery frequency, scheduling, and process, does produce an adverse effect on the residential uses in the district."

Also disappointing is the CPC's reluctance to address the many irregularities that have been raised in regard to the entire building at 503 Broadway, much of that due to the DOB's actions – and inactions – over the past several years. Despite red flags being repeatedly raised by Councilmember Chin, BP Brewer, CB2 and local residents, from 2015-2019, the DOB failed to properly control Zara's unpermitted retail use. It took over three years of warnings and complaints for the DOB to finally issue a violation to Zara for illegal use, which is what finally prompted Zara to apply for the special permit that is being considered today.

When this Zara application was first reviewed by the Commission last summer, one Commissioner asked: "How did this get built out as retail space in the first place? What's the history here? Are we correcting the DOB interpretation? ... Who's got how much dirt on their hands here?" Those questions have not been adequately answered. And therefore certain zoning interpretations remain clouded and needed enforcement remains unresolved.

Residents have additional concerns due to CPC's ongoing practice of accepting illegal large retail as just another "use" that is taking place in SoHo. It's been shown that large retail within the landmarked buildings of SoHo often brings with it negative impacts. The CPC sends a bad message in its report, essentially declaring that Zara's illegal use and bad acts should be forgotten, and an expansion of its already impactful retail operation should be granted. Thereby the Commission signals to others who might be considering ignoring our local zoning: "Don't worry, you can ignore the law and disrupt the community, but rest assured that in the end the CPC will have your back and make you good."

It is important to understand that what has taken place with Zara at 503-511 Broadway in the SoHo M1-5B district is not the case of a beleaguered small property owner, overwhelmed by the bureaucracy or costs of complying with zoning at City Planning. Rather Zara is a huge multi-national company with a 2019 brand value of over \$18.4 Billion, headed by the 6th richest person on the planet, Amancio Ortega with worth of \$68.5 Million. Ortega is a sophisticated real estate investor who understands the risks involved (his global property holdings top \$13 Billion); under the name FSF SoHo LLC, Ortega purchased the 42,000 SF retail condo unit at 503 Broadway for Zara in 2015 for \$284 Million – in cash.

Documentation shows that Zara made a choice to bypass the required special permit process for installation of oversized retail at 503 Broadway. By doing so, the company took the risk that they could get away with skirting the law, and Zara did that knowingly, going back many years.

The 2013 pre-purchase condominium documents state: "The retail unit is being sold to FSF Soho LL" (NYS Office of the Attorney General; December 2, 2013). That letter is found at ACRIS, in the 2014 503-511 Broadway Condominium Declaration; that condo declaration contains numerous mentions of the necessary special permit for large retail per NYC ZR 74-922 (See Condominium Declaration; Article 10: "Alterations to the Units"). But Zara did not comply.

There is additional proof that Zara fully understood the requirement to obtain the large retail special permit prior to March 2016, when they opened their illegal & massive 42,000 SF retail store at 503 Broadway: Zara's land use representative has acknowledged that she met with DCP Senior Planner Edwin Marshall for a "pre-application" meeting on 05/20/2014. That meeting took place *two years prior* to the opening of Zara at 503 Broadway, and was in regard to the necessity of the large retail special permit (that May 2014 meeting is noted on the Land Use Review Application for this current action, submitted by Zara's land use counsel as its Primary Representative).

Yet, following the representative's meeting with DCP in mid-2014, Zara did not proceed as required to obtain that special permit, but chose instead to roll the dice and take the risk of opening their huge and impactful retail operation without the necessary permissions – and without the requisite public review.

It was not until 2018, after Zara was served with ECB Violation 35311036H for illegal retail, that the company began to take any steps to legalize the non-conforming and incompatible retail use at 503 Broadway. And it wasn't until after Zara was publicly called out at the first CB2 Land Use hearing in September 2019 – when hard evidence of Zara's ongoing disruptions to SoHo residents was presented – that the company was forced to admit to, and deal with, their impactful merchandise delivery practices. None of that behavior engenders trust.

To learn that Zara is now seeking a waiver per ZR 44-52, in order to get around the required internal loading berths for stores of this excessive size, only highlights the incompatibility of such large stores in the old buildings in SoHo. The stated purpose of internal loading berths per ZR 44-50: "required accessory off-street loading berths are adopted in order to provide needed space off public streets for loading and unloading activities, to restrict the use of the streets for such activities, to help relieve traffic congestion in manufacturing and industrial areas within the City, and thus to promote and protect public health, safety, and general welfare."

Rather than move its noisy delivery operations within its 42,000 SF footprint, Zara seeks a waiver of that zoning requirement, and plans to continue its disruptive merchandise deliveries in the public sphere, below and near the windows of local residents. By seeking that waiver, Zara rubs salt in the wounds that this huge retail store has created, and further erodes the public's trust.

The carelessness and lack of civic responsibility exhibited by Zara should not be ignored. As has been fully documented for this Zara application, both in the October 2019 CB2 Resolution and in the December 2019 Recommendation to Disapprove with Modifications/Conditions from BP Brewer, Zara has disrupted the lives of nearby residents on almost a daily basis for nearly four years. Those bad conditions were reported regularly to both Zara and the local BID ever since the huge store opened in 2016, yet there was no correction or relief.

The proposal put forward by the CPC and now being considered assumes that Zara can be trusted to perform responsibly in the future, a questionable premise at best given Zara's past actions at 503 Broadway. The CPC puts the onus on those who live nearby to monitor and respond to Zara's operations. Thereby the same residents, who for nearly four years have been negatively impacted by Zara's insufficiently managed operations, are saddled with the unwelcome task of writing reports and filing complaints when problems arise. Simply put, this is not right. The onus should be on Zara to perform responsibly, to report pro-actively and to follow the law. Only then will Zara earn the trust of the community.

For all the reasons cited above, and in line with past positions and actions that Councilmember Chin has taken to manage large retail in SoHo, we ask the Council to not approve this application. Rather, we urge the Council to take all necessary steps as we've laid out, in order to curtail and control the non-conforming and illegal operation of Zara oversized retail at 503 Broadway.

Thank you for your time and consideration,

A handwritten signature in black ink, appearing to read "Peter Davies", with a long horizontal flourish extending to the right.

Peter Davies

NoHo Neighborhood Association

January 28, 2020

Re: Testimony in OPPOSITION

**LU 609, 503 Broadway
503 Broadway (Zara); Special Permit: C 190265 ZSM**

To: City Council - hearings@council.nyc.gov

1. As background, 4 years ago Zara built their large-scale 42,000+ sq ft, 3 floor store without seeking a required Special Permit for a store over 10,000 sq ft.
2. Zara is repped by one of the biggest NYC Land Use firms. It is highly unlikely that a conglomerate with 10,000 stores and \$18.9 billion in revenue didn't understand the zoning regulations. (It's assumed they chose to roll the dice by skirting the law, figuring our electeds and City agencies would turn the other cheek at the time - which they did.)

It is only now - when the community has forced an illegal use to be addressed, that Zara is finally seeking a Special Permit.

3. Disturbingly, **City Planning grossly misstates the recently-released SoHo-NoHo planning study as a means to support Zara with MINIMUM modifications, declaring the large-scale use "appropriate"**.

This planning study was intended to be a guide for further analysis & study, with a compilation of many viewpoints and pros and cons.

The planning study WAS NOT intended to be selectively picked apart by City Planning for use as if a re-zoning had already occurred.

(FYI The Co-Chair of our NoHo Neighborhood Association sits on the SoHo-NoHo Advisory Committee associated with the planning study sponsored by City Planning, the Manhattan Borough President, & the local Council Member.)

4. **Zara has created extreme conflicts with the surrounding community:**
 - They do not comply with the required Off Street Loading Berth ZR 44-52 (but they knew that before they built their big-box store).
 - Zara has failed to control disruptive night time delivery practices. This is despite years of continuing appeals from the community. (All night large tractor-trailer deliveries (yes - think 3 am) - and until you've experienced the loud grinding of the truck platforms unloading for hours, you have slept better than these surrounding residents.)

January 28, 2020

The NoHo Neighborhood Association rejects the expansion of Zara's massive retail at 503 Broadway and stands with the SoHo community.

- We are particularly concerned about City Planning's minimum modifications and language that interprets the SoHo-NoHo planning study as if it WAS a re-zoning.
- We ask our elected officials to enforce our zoning and reject this overwhelming, oversized retail which was illegally and with no regards to the City's laws put in place.
- **The NoHo Neighborhood Association is fully aware that it is unlikely that our City officials will enforce the City's laws, now that Zara has skirted them.**

Therefore we ask **THAT THE LEAST YOU CAN DO IS:**

Require that Zara take specific responsible actions to control disruptive retail operations and protect quality of life for residents:

- 1. Implement time-limited merchandise deliveries, both on Mercer Street & Broadway**
- 2. Use low-noise merchandise delivery practices at ALL egress / ingress locations**
- 3. Provide to local residents a 24/7 contact number to in-store management**
- 4. Issue pro-active reports to the Council Member and Community Board 2**
- 5. Comply with all LPC Permit requirements**

Respectfully,

Jeanne Wilcke
Co-Chair, NoHo Neighborhood Association
rednyc@mac.com

For information only: Jeanne Wilcke is the NoHo Neighborhood Association representative on the SoHo-NoHo Advisory Committee associated with the planning study sponsored by City Planning, the Manhattan Borough President, & the local Council Member.)

cc:

Speaker Corey Johnson: speakerjohnson@council.nyc.gov
Francisco Moya, Chair of Zoning Sub- Committee c/o Ryan Sit: rsit@council.nyc.gov
Council Member Margaret Chin c/o Anthony Drummond : adrummond@council.nyc.gov

Oversized Retail in Soho

All,

I am a long time resident of Soho since 1988 and am deeply disturbed by the negative impacts caused by Zara's un-permitted 42,000 SF oversized operation of retail in our neighborhood.

I understand the Zara is now seeking a permit for large retail after more than three years of illegal operation and continuous and considerable disruption in Soho.

We residents need the City Council to see how Zara's oversized retail has impacted negatively on all of us who live here. We do not want this to continue!!

- Zara's Ongoing Failure to Follow the Laws of NYC
- Incompatibility of Large Retail in Mixed-Use SoHo
- Lack of Proper Management at 503-511 Broadway
- Failure to Comply with Loading Berth Requirements
- Disruptive Nighttime Retail Merchandise Deliveries
- Negative Impacts on Neighboring Residents in SoHo
- Zara's Contempt for our Local Community and the City Council

We need Margaret Chin to say NO to all oversized retail in Soho and hold Zara to account for their years of illegal operation.

We need protections in place so that this will never happen again in the future.

Linda Schrank
Artist
458 Broadway
NY, NY 10013

Opposition to application_ LU 609, 503 Broadway (Zara)

Dear Councilmember Chin,

I am an artist and 35-year resident of 542 Broadway. I'm writing to voice my strong opposition to the application being heard tomorrow for LU 609, 503 Broadway (Zara) and to ask you to reject the expansion of Zara's already massive oversized retail at 503 Broadway.

While the CPC has voted to legalize this huge store (with some limitation for deliveries). the Commission completely simply avoids many key issues.

I and many of my neighbors are appealing to your to support for residents and their concerns about noise, pollution and garbage. We ask you to reject this application and convince the city council that oversized retail is not in the interest of the SoHo community.

Opposing the application would be consistent with your past votes rejecting the oversized retail at 19 East Houston and 462 Broadway. We are counting on you to continue to help stem the tide of stores that are way too large to be accommodated in this community.

Zara's deliveries and garbage disposal have created a nightmare for their neighbors. In order to ameliorate the situation, I also ask that you insist that Zara take responsible actions to control their disruptive practices and protect the quality of life for residents.

To be specific, Zara should be required to take the following actions:

1. Implement time-limited deliveries on both Mercer St. and Broadway.
2. Use low-noise merchandise delivery practices at ALL egress locations.
3. Provide local residents with a 24/7 contact number for in-store management.
4. Issue pro-active reports to you as our councilmember and to CB2.
5. Comply with all LPC Permit requirements.

I appreciate all that you have done for us so far to limit oversized retail and mitigate the problems that come with it. I urge you to continue to support the residents and reject this application for expansion at 503 Broadway.

Sincerely,

Renée Monroe
542 Broadway
New York, NY 10012

OPPOSITION TO THE ZARA LARGE RETAIL SPECIAL PERMIT

Dear City Council Members,

First I'd like to say how distraught I was to hear about the irreplaceable Chinese artifacts that were destroyed by the fire.

My name is Ronnie Wolf. I am a Residential Representative on SBI's Board, and both a Broadway Resident and Commercial Property Owner. The residents that I represent do not feel that the BID supports the Residents and Commercial owners EQUALLY, especially when it comes to OVERSIZED RETAIL IN SOHO.

Please, I appeal to you, not to set a bad precedent and award ZARA the expansion it is seeking to its EXISTING OVERSIZED space. Zara knowingly violated building codes, zoning regulations and operated illegally for years, all the while ignoring the pleas from its neighboring residents.

ZARA and the BID claim to have recently improved its delivery system. That doesn't make everything "all better". And if Zara moves its night time deliveries to Broadway, that just shifts the disruption, and does not solve the essential problems: disruptive night time deliveries. There are dozens of residential units on Broadway and second floor residential units surround Zara in all directions. Certainly, Zara's cellar and ground floor space, which amounts to approx 29,000 sq ft., should be able to incorporate its children's clothing line.

Preserving the quality of life for the highly taxed residents in this mixed use neighborhood should be a priority. **Zara and SBI can't guarantee that night time noise will be eliminated and Residents shouldn't be tasked with reporting and proving noisy deliveries.**

[The Duane Reade at 459 Broadway, another high volume retail operation, has yet to adopt the "quiet" delivery system which the BID champions and the company already uses elsewhere.]

For years, the noisy deliveries to the oversized and illegal, Uniglo, has been a nightmare for local residents, and yet SBI has yet to compel that huge store to make responsible changes.

We, built this "THRIVING" and UNIQUE neighborhood, all prior to and in spite of, the ARRIVAL OF BIG RETAILERS.

Please enforce OUR LOCAL ZONING as YOU have BOLDLY DONE BEFORE.

*THE NEIGHBORHOOD NEEDS YOUR SUPPORT AND THE CONTINUUM OF THE Special Permit Process.

The BID, REBNY and FIX It SoHO/NoHO quote percentages... Yet, its important to note: there are only approx 11 retailers with adjoining 2nd floors. Not, as SBI likes to report, "Broadway is mostly made up of second floor Retail".

Every Residential Coop, with Commercial spaces along Broadway, are leased. The vacant Commercial spaces along Broadway are owned by Real Estate companies, Hedge and Private Equity funds. These Owners don't understand all the ways oversized retail negatively impacts Residential quality of life. If the present zoning isn't holding COOP OWNERS back from leasing their spaces, then professional developers can certainly figure out how to legally lease their spaces. And if Zara can't figure it out what to do with its second floor then the residents can think of many positive ways ZARA could put it to use.



184 Bowery #4 NY, NY 10012
www.boweryalliance.org
Ban62007@gmail.com
(631) 901-5435

President
David Mulkins

January 27, 2020

Vice Presidents
Michele Campo
Jean Standish

RE: Illegal Huge Retail at 503 Broadway (Zara) in SoHo

Secretary
Sally Young

The Bowery Alliance of Neighbors supports the Manhattan Community Board 2 Resolution and local residents in opposition to large retail in SoHo and NoHo. The evidence is now crystal clear that Zara (503 Broadway) and other big retailers are clearly aiming for future as-of-right huge retail. More than ever this points to why it's necessary to maintain the 10K SF retail limitation (per ZR 74-922), with the Special Permit requirement for larger stores.

Treasurer
Jean Standish

Landmarks Committee Chair
Mitchell Grubler

Co-Founders
Anna L. Sawaryn
David Mulkins

Mitchell Grubler
Chair
Landmarks Committee

Board of Advisors:

Simeon Bankoff
Executive Director
Historic Districts Council

Kent Barwick
President Emeritus
Municipal Arts Society

Leo Blackman
Architect

Kerri Culhane
Architectural Historian

Doris Diether
Zoning Consultant

Eric Ferrara
Historian & Director
Lower East Side History Project

Pi Gardiner
Executive Director
Merchant's House Museum

Michael Geyer
Architect

Bob Holman
Poet & Proprietor
Bowery Poetry Club

Joyce Mendelsohn
Historian/Writer/Educator

Mick Moloney
Musician, Historian

Luc Sante
Historian

Subject: Zoning Application No. C 190265 ZSM (503 Broadway; Zara) NYCC Legistar; File #: LU 0609-2020

To Mr. Ryan Sit at the office of Francisco Moya, Chair Zoning Sub-Com, NYCC,

With regard to Zara's expansion and responsibilities [Zoning Application No. C 190265 ZSM (503 Broadway; Zara)]

The point of view that NYC is only a nougat of large scale retail money making is a self choking outlook. This is definitely out of place for Soho/Noho residents and tourists alike. Why? for the following reasons:

1. Oligarchies do not protect or foster variety and creativity. They do not reflect the paths of art at all. They are self serving without regard to the people they hope to exploit surrounding their location and beyond. Each of them compete for being the next Amazon. (Using all kinds of demographics to support their consuming ambition.)

2. Soho/Noho is still a place that harbors artists of all kinds. Manhattan is not a large island and is already made up of complex neighborhoods with complexities and histories. The shifts within these should still be on human not tsunami scales or risk losing their variety.

3. Soho/Noho is "the Venice" of New York. Artists made the place attractive, and have **not** abused the spaces they occupy **nor** clogged the streets with angry drivers, nor blasted their neighbors with noise at all hours. The area should be kept as a fertile area for *artists and small retail neighbors*. It can be. Individual small retailers would help to to enable this. Oversized retailers already here should be glad of this and support it with donated space and tax breaks for supporting this quality of the neighborhoods. Morally they should **NOT demand MORE** illegal space consumption.

4. Manhattan as one large ever consuming shopping mall will not survive. I have been to the Mall of America (with 50 parking lots named after each state in the union). It is a suffocating experience even for those who flit through their phones, internets and lives, seeing shopping as their life's activity. It dumbs down democracy.

5. **Spaces within Soho/Noho should focus on the ambiguity of small scale use to allow for gestation of creative activity. I know of no current giant retailer who is in tune with this.**

6. Perhaps Amazon will out maneuver all interest of grand sale retailers. More views need to exist to make this a continuously viable city. No one

knows the outcome of creative work in advance of its appearance. Do not squash it with commercial interests forcing out artistic makers.

7. Large scale noise in the form of non musical “music” may work for 12-18 year olds purchasers, but disregards persons over 50 who make up more than 64% of the population and growing. We are already in the process of making a multi generational populace of deaf people.

**INCOMPLETE CONSEQUENCES THINKING IN RETAIL PRACTICES
AND LAND USE AREAS IS DANGEROUS TO OUR DEMOCRACY.
DUMBING DOWN AND HERDING SHOPPING IS NOT THE SOLUTION.**

9. More regard for the character of this neighborhood would make this a greater attraction for all of New York.

Respectfully submitted,
Phyllis Rosenblatt

Zoning Application No. C 190265 ZSM (503 Broadway; Zara)

Dear Ryan Sit,

Please let Francisco Moya, Chair Zoning Sub-Com, NYCC, know of my opposition to the Zara zoning application No. C 190265 ZSM

Below is a copy of my email to Councilmember Chin asking for her support in opposing the Zara zoning application.

As a 40 year plus resident of SoHo, I am asking you to:

Reject the expansion of Zara's massive retail at 503 Broadway by standing with the local SoHo community to enforce our local zoning, as you have done in the past by your rejection of overwhelming, oversized retail at 19 East Houston & 462 Broadway.

Require that Zara take specific responsible actions to control disruptive retail operations and protect quality of life for residents:

1. Implement time-limited merchandise deliveries, both on Mercer Street & Broadway
2. Use low-noise merchandise delivery practices at ALL egress / ingress locations
3. Provide to local residents a 24/7 contact number to in-store management
4. Issue pro-active reports to the Councilmember and CB2
5. Drop wasteful defense against ECB signage violations
6. Comply with all LPC Permit requirements

When Zara was located at 580 Broadway directly opposite my live/work loft at 579 Broadway we were often bothered by late night deliveries and we were glad when they left. When Zara was located at 580 Broadway directly opposite my live/work loft at 579 Broadway we were often bothered by late night deliveries and we were glad when they left. But it is evident that the business is continuing in its disruptive ways. Please do not support this application.

I hope you will join her in opposing this application.

Sincerely

Craig Brashear

579 Broadway

New York, NY 10012

cdbrashear@gmail.com

Zara Large Retail Special Permit

Dear Council Members,

I am writing to express my opposition to the proposed expansion of the Zara store at 503 Broadway. Granting a special permit for this purpose opens the door to larger retail throughout the area, at a time when the neighborhood is already experiencing unprecedented commercial vacancies. If Zara (and other oversized retail establishments) really need more space to display a full array of merchandise, they should consider leasing/branding nearby vacant space, rather than exacerbating an increasingly negative neighborhood environment. In addition to the depressing problem of vacant storefronts, these large retail establishments must be held to a standard that supports residents' *right to quiet enjoyment*. At this juncture, the oversized retailers along Broadway have not been good to their residential neighbors. At very least, they should be required to implement (a) time-limited delivery schedules and (b) low noise delivery practices.

Thank you for your consideration. Quality of Life matters!

Dianne Mendez

dgm@louismendez.com

503 Broadway *Steve Leon of 458 Broadway asks you to Please reject the expansion of Zara.

Dear Councilwoman Chin,

My wife is an artist and we raised our sons in SoHo. We have experienced the changes over the past forty years. But it is only since the lifting of the 80/20 law that ground floor spaces were sold off to Real Estate Developers, Hedged and Private Equity funds, that slowly over the past 10 years the ground floor spaces have turned from neighborhood services and unique boutiques to large open spaces, able to accommodate Big Box Stores.

The noise these larger stores generate from their multiple trash pick ups to that of their many weekly deliveries is unbearable. These large sanitation and inventory delivery trucks just don't tip toe into the neighborhood. Their many ton bodies barrel in, many times announcing their arrival with the deep and multiple honking of their horn, accompanied by the beeping of backing up...because it appears they are not ever able to land where they must park. Then the clanging of the lift gates and the rolling of the carts over cobblestone streets and uneven sidewalks.

The difference of large deliveries and legal sized store deliveries is the frequency , length of time and size of delivery...Besides the fact that smaller retailers use vans, small trucks and get in and get out during the day!

Zara, completely knowingly ignored, for years, our neighbors call for quiet, as do there oversized retailers. They need their inventory, they create large amounts of trash and they can't control the noise!

Please reject granting them this ability to legally expand. It will send a signal to all those REBNY members, "We can do anything we want in our spaces in SoHo, the residents and their quality of life don't matter. "

Respectfully

Steve Leon

Testimonial Letter re 503 Broadway (Zara) Special Permit - Hearings on 01/30 & 02/04

Dear Speaker Johnson and New York City Councilmembers:

Sensible cities like Paris and Prague do not upzone their most architecturally and historically significant neighborhoods. Nor do they allow mushrooming big box stores like Zara to destroy their character.

In multiple ways, the SoHo neighborhood is a unique and precious part of our city's history and culture. It is not just any old neighborhood, and should not be endangered in such a needlessly reckless manner. SoHo is a successful, internationally famous destination spot for both local residents and tourists. Why risk destroying something that has obviously been working so well and is loved and visited by such a large part of the populace? SoHo is a unique neighborhood whose architecture, history and remarkable cultural heritage as a live/work space for cutting edge artists make it a treasured icon and one of our city's great artistic success stories.

We strongly urge you to **Reject the Expansion of Zara's Massive Retail at 503 Broadway**. Please preserve and protect this irreplaceable historical/cultural neighborhood and maintain its 10K SF retail limitation (per ZR 74-922), and its Special Permit requirement for larger stores. We support the Manhattan Community Board 2 Resolution that opposes large retail in SoHo and NoHo.

Sincerely,

David Mulkins,
President

Bowery Alliance of Neighbors 184 Bowery, #4 New York, NY 10012 631-901-5435

ZARA SPECIAL PERMIT: 503 BROADWAY, NYC

Dear Speaker Johnson, Mr. Sit and Mr. Drummond:

It has come to my attention that Zara, a flagship store located at 503 Broadway, New York City, is seeking a Special Permit for its enormous oversized retail store. As it stands, this store is already operating outside the legal usage. So common sense inspires one to ask the following question: how can the Department of City Planning now declare "legal" the un-permitted and extremely disruptive flagship store and reward them for their malfeasance.

Furthermore, the City Planning Report lays out the Mayor's vision for the future of lower Broadway in Soho and Noho as a huge retail destination area with all night deliveries allowed on the Broadway "truck route" with very minor "appropriate safeguards" in place for delivery limitations.

Additionally, the SoHo/NoHo study stated that, "Despite restrictions on commercial uses, retail has a strong presence in SoHo/NoHo." And it goes on to declare that these neighborhoods are major retail districts with a stellar annual spending.

The Mayor's Department and City Planning know all too well that there are numerous residents who live on and nearby Broadway. I suggest, however, that it is also obvious that there does not exist a balance of needs between the growing number of oversized retail mega stores and the residents.

One must then ask: how did this happen? It was not a natural course of events, but was pushed upon these beautiful and vital neighborhoods and communities by a lack of enforcement — especially on the part of the NYC DOB. Whether this lack of enforcement has been as a result of ineptitude or malfeasance — or both — this "change" does not reflect a natural course of civic events. Instead, it has been pushed upon the residents and small business owners who reside within these neighborhoods. It also does not go unnoticed that City Planning has also shown an unwillingness to enforce their own public review processes — so that it is often too late for the public to provide input in a fair and civically responsible manner.

I live off Spring Street, about two blocks from Broadway and these are my observations:

- The density of pedestrians who walk on lower Broadway has grown to such an extent, I avoid walking on Broadway. And I live here!
- The unbelievable influx of construction sites, as a result of over-development of the area, has made it unsafe and unhealthy to even maneuver the streets. Not only Broadway, but the narrower side streets. This is due to bad air quality from all the trucks (many of which are idling as they deliver or deposit construction materials).
- NYC Department of Sanitation cannot keep up with the garbage piling up on our streets and sidewalks. I mean, this is a really disgusting and serious health concern.

- Sanitation trucks are incredibly loud and disrupt the quality of life of all the residents who are trying to live, work and SLEEP while they are picking up trash.

Please reject the expansion of Zara's massive retail store at 503 Broadway and stop the insane policies that are creating such poor conditions for all the residents who live on and around Broadway.

Sincerely,

Marna Lawrence

Cleveland Place,

New York, NY 10012

503 Broadway Zara zoning hearing

To Whom it May Concern:

This is to urge that Zara, 503 Broadway, be denied a special permit to "officially" expand it's retail operations beyond the 10,000 square foot limit, after that fact of its already having circumvented NYC zoning law.

There would be no point to zoning law or to the multitude of hearings, at which Soho and Noho residents vehemently testified in opposition of big box retail, if the process were circumvented, then corrupted by rewarding bad behavior.

It is inappropriate to allow large scale retail in buildings with residents.

Since Zara moved to 503 Broadway, I consciously avoid walking on the east side of Mercer Street, between Spring & Broome, due to conditions Zara has imposed on the community: heaping piles of trash completely obstructing the sidewalk, loading activity at all hours and employees sitting on the rear steps, en mass, blowing huge billows of cigarette and vape smoke onto the unsuspecting public walking on the sidewalk.

Cynthia Chapin

480 Broadway

NYC 10013

Reject Zara Expansion!

Reject the expansion of Zara's massive retail at 503 Broadway by standing with the local SoHo community, as City Council has done to enforce our local zoning in the past by the Council's rejection of overwhelming, oversized retail at 19 East Houston & 462 Broadway.

Require that Zara take specific responsible actions to control disruptive retail operations and protect quality of life for residents:

1. Implement time-limited merchandise deliveries, both on Mercer Street & Broadway
2. Use low-noise merchandise delivery practices at ALL egress / ingress locations
3. Provide to local residents a 24/7 contact number to in-store management
4. Issue pro-active reports to the Councilmember and CB2
5. Drop wasteful defense against ECB signage violations
6. Comply with all LPC Permit requirements

Pier Luigi Consagra

542 Broadway

NYC NY 10012

Deny Permits for Zara Large Retail

To whom it may Concern

I am writing to ask you to deny application LU 609, 503 Broadway (Zara)

We as residents are being overwhelmed by large scale retail. Regardless of the circumstances , the infrastructure of our community does not allow the street access for deliveries that these permits require.

Our lives have been upended.

We beg you to put a stop to all special permits or and other changes to current zoning requirements.

Thank you.

Donald Eddy

543 Broadway

NYC Ny 10012

Opposition to Zara large Retail special Permit

To : NYC Officials

Re: Zara Retail SpecialPermit:

From Leigh Behnke

543 Broadway NYC 10012

To whom it may Concern

I am writing to ask you to deny application LU 609, 503 Broadway (Zara)

We as residents are being overwhelmed by large scale retail. Regardless of the circumstances , the infrastructure of our community does not allow the street access for deliveries that these permits require.

Our lives have been upended.

We beg you to put a stop to all special permits or and other changes to current zoning requirements.

Thank you.

Leigh Behnke

543 Broadway

NYC Ny 10012

Zoning Application No. C 190265 ZSM (503 Broadway; Zara): OPPOSITION

Dear All,

As a long-time resident of Broadway between Prince and Spring Streets, I write to state my vehement opposition to a Zara Large Retail Special Permit.

Councilmember Chin:

We call upon you to reject the expansion of Zara's already-massive retail operation at 503 Broadway. Stand with the SoHo Community! Enforce our local zoning, as you have in the past when you rejected overwhelming, oversized retail at 19 East Houston and at 462 Broadway. Take action in the City Council to protect our lives!

We residents of SoHo, beleaguered by illegal oversized retail already in place, call upon you to:

Require that Zara take specific responsible actions to control disruptive retail operations and protect quality of life for residents:

1. Implement time-limited merchandise deliveries, both on Mercer Street & Broadway
2. Use low-noise merchandise delivery practices at ALL egress / ingress locations
3. Provide to local residents a 24/7 contact number to in-store management
4. Issue pro-active reports to the Councilmember and CB2
5. Drop wasteful defense against ECB signage violations
6. Comply with all LPC Permit requirements

Sincerely,

Jane Fisher

542 Broadway

New York, NY 10012

Oversized Retail in Soho

All,

I am a long time resident of Soho since 1988 and am deeply disturbed by the negative impacts caused by Zara's un-permitted 42,000 SF oversized operation of retail in our neighborhood.

I understand the Zara is now seeking a permit for large retail after more than three years of illegal operation and continuous and considerable disruption in Soho.

We residents need the City Council to see how Zara's oversized retail has impacted negatively on all of us who live here. We do not want this to continue!!

- Zara's Ongoing Failure to Follow the Laws of NYC
- Incompatibility of Large Retail in Mixed-Use SoHo
- Lack of Proper Management at 503-511 Broadway
- Failure to Comply with Loading Berth Requirements
- Disruptive Nighttime Retail Merchandise Deliveries
- Negative Impacts on Neighboring Residents in SoHo
- Zara's Contempt for our Local Community and the City Council

We need Margaret Chin to say NO to all oversized retail in Soho and hold Zara to account for their years of illegal operation.

We need protections in place so that this will never happen again in the future.

Linda Schrank

Artist

458 Broadway

NY, NY 10013

Opposition to application_ LU 609, 503 Broadway (Zara)

Dear Councilmember Chin,

I am an artist and 35-year resident of 542 Broadway. I'm writing to voice my strong opposition to the application being heard tomorrow for LU 609, 503 Broadway (Zara) and to ask you to reject the expansion of Zara's already massive oversized retail at 503 Broadway.

While the CPC has voted to legalize this huge store (with some limitation for deliveries), the Commission completely simply avoids many key issues.

I and many of my neighbors are appealing to you to support for residents and their concerns about noise, pollution and garbage. We ask you to reject this application and convince the city council that oversized retail is not in the interest of the SoHo community.

Opposing the application would be consistent with your past votes rejecting the oversized retail at 19 East Houston and 462 Broadway. We are counting on you to continue to help stem the tide of stores that are way too large to be accommodated in this community.

Zara's deliveries and garbage disposal have created a nightmare for their neighbors. In order to ameliorate the situation, I also ask that you insist that Zara take responsible actions to control their disruptive practices and protect the quality of life for residents.

To be specific, Zara should be required to take the following actions:

1. Implement time-limited deliveries on both Mercer St. and Broadway.
2. Use low-noise merchandise delivery practices at ALL egress locations.
3. Provide local residents with a 24/7 contact number for in-store management.
4. Issue pro-active reports to you as our councilmember and to CB2.
5. Comply with all LPC Permit requirements.

I appreciate all that you have done for us so far to limit oversized retail and mitigate the problems that come with it. I urge you to continue to support the residents and reject this application for expansion at 503 Broadway.

Sincerely,

Renée Monroe

542 Broadway

New York, NY 10012

Zoning Application No. C 190265 ZSM (503 Broadway; Zara)

Dear Council Member Chin,

I am a resident at 543 Broadway 8FL and I stand in firm opposition to the expansion of Zara's illegal retail space at 503 Broadway.

I am writing to encourage you to do the right thing by our community and reject the oversized retail at 462 Broadway (Zara). To those of us who call the Broadway corridor home, the disruptions caused by overwhelming and oversized retail spaces like Zara (and even closer to me and my family, the Nike Store on Spring and Broadway) affect our quality of life in almost immeasurable ways. From sanitation, to illegal parking and traffic congestion, pedestrian traffic impeded by trash or loading equipment left on the sidewalks for days, and light and noise pollution, we live in the shadow of corporations who have simply overrun the neighborhood.

Those of us who call Broadway home recognize the importance of the commercial vitality of our neighborhood. We need you to recognize the residential value of the area and stand by our rights to live and work in SoHo alongside our corporate neighbors, not under them.

As residents, we require that Zara take specific responsible actions to control disruptive retail operations and protect quality of life for residents:

1. Implement time-limited merchandise deliveries, both on Mercer Street & Broadway
2. Use low-noise merchandise delivery practices at ALL egress / ingress locations
3. Provide to local residents a 24/7 contact number to in-store management
4. Issue pro-active reports to the Councilmember and CB2
5. Drop wasteful defense against ECB signage violations
6. Comply with all LPC Permit requirements

Sincerely,

María J Feliciano, Ph.D.

Subject: Zoning Application No. C 190265 ZSM (503 Broadway; Zara) NYCC Legistar; File #: LU 0609-2020

To Speaker Corey Johnson, NYCC.

With regard to Zara's expansion and responsibilities [Zoning Application No. C 190265 ZSM (503 Broadway; Zara)]

I urge you to require the following:

Require that Zara take specific responsible actions to control disruptive retail operations and protect quality of life for residents:

1. Implement time-limited merchandise deliveries, both on Mercer Street & Broadway
2. Use low-noise merchandise delivery practices at ALL egress / ingress locations
3. Provide to local residents a 24/7 contact number to in-store management
4. Issue pro-active reports to the Council member and CB2
5. Drop wasteful defense against ECB signage violations
6. Comply with all LPC Permit requirements

Respectfully submitted,

Phyllis Rosenblatt

To speaker Corey Johnson,

With regard to Zara's expansion and responsibilities [Zoning Application No. C 190265 ZSM (503 Broadway; Zara)]

The point of view that NYC is only a nougat of large scale retail money making is a self choking outlook. This is definitely out of place for Soho/Noho residents and tourists alike. Why? for the following reasons:

1. Oligarchies do not protect or foster variety and creativity. They do not reflect the paths of art at all. They are self serving without regard to the people they hope to exploit surrounding their location and beyond. Each of them compete for being the next Amazon. (Using all kinds of demographics to support their consuming ambition.)
2. Soho/Noho is still a place that harbors artists of all kinds. Manhattan is not a large island and is already made up of complex neighborhoods with complexities and histories. The shifts within these should still be on human not tsunami scales or risk losing their variety.
3. Soho/Noho is "the Venice" of New York. Artists made the place attractive, and have **not** abused the spaces they occupy **nor** clogged the streets with angry drivers, nor blasted their neighbors with noise at all hours. The area should be kept as a fertile area for *artists and small retail neighbors*. It can be. Individual small retailers would help to enable this. Oversized retailers already here should be glad of this and support it with donated space and tax breaks for supporting this quality of the neighborhoods. Morally they should **NOT demand MORE** illegal space consumption.
4. Manhattan as one large ever consuming shopping mall will not survive. I have been to the Mall of America (with 50 parking lots named after each state in the union). It is a suffocating experience even for those who flit through their phones, internets and lives, seeing shopping as their life's activity. It dumbs down democracy.
5. **Spaces within Soho/Noho should focus on the ambiguity of small scale use to allow for gestation of creative activity. I know of no current giant retailer who is in tune with this.**
6. Perhaps Amazon will out maneuver all interest of grand sale retailers. More views need to exist to make this a continuously viable city. No one knows the outcome of creative work in advance of its appearance. Do not squash it with commercial interests forcing out artistic makers.
7. Large scale noise in the form of non musical "music" may work for 12-18 year olds purchasers, but disregards persons over 50 who make up more than 64% of the population and growing. We are already in the process of making a multi generational populace of deaf people.
INCOMPLETE CONSEQUENCES THINKING IN RETAIL PRACTICES AND LAND USE AREAS IS DANGEROUS TO OUR DEMOCRACY. DUMBING DOWN AND HERDING SHOPPING IS NOT THE SOLUTION.
9. More regard for the the character of this neighborhood would make this a greater attraction for all of New York.

Respectfully submitted,

Phyllis Rosenblatt

Zoning Application No. C 190265 ZSM (503 Broadway; Zara)

Dear Speaker Corey Johnson, NYCC,

Below is a copy of my email to Councilmember Chin asking for her support in opposing the Zara zoning application No. C 190265 ZSM.

As a 40 year plus resident of SoHo, I am asking you to:

Reject the expansion of Zara's massive retail at 503 Broadway by standing with the local SoHo community to enforce our local zoning, as you have done in the past by your rejection of overwhelming, oversized retail at 19 East Houston & 462 Broadway.

Require that Zara take specific responsible actions to control disruptive retail operations and protect quality of life for residents:

1. Implement time-limited merchandise deliveries, both on Mercer Street & Broadway
2. Use low-noise merchandise delivery practices at ALL egress / ingress locations
3. Provide to local residents a 24/7 contact number to in-store management
4. Issue pro-active reports to the Councilmember and CB2
5. Drop wasteful defense against ECB signage violations
6. Comply with all LPC Permit requirements

When Zara was located at 580 Broadway directly opposite my live/work loft at 579 Broadway we were often bothered by late night deliveries and we were glad when they left. When Zara was located at 580 Broadway directly opposite my live/work loft at 579 Broadway we were often bothered by late night deliveries and we were glad when they left. But it is evident that the business is continuing in its disruptive ways. Please do not support this application.

I hope you will join her in opposing this application.

Sincerely

Craig Brashear

579 Broadway

New York, NY 10012

cdbrashear@gmail.com

THE COUNCIL
THE CITY OF NEW YORK

Appearance Card

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

in favor in opposition

Date: 11/30/07

(PLEASE PRINT)

Name: Elsa Pereira

Address: 175 Delanday

I represent: Grand St. Settlement

Address: _____

THE COUNCIL
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. 2 Res. No. _____

in favor in opposition

Date: 30 JAN. 2020

(PLEASE PRINT)

Name: ANGELA HOWARD

Address: 268 STERLING ST BROOKLYN, NY

I represent: COVENANT HOUSE

Address: B PENN PLAZA . NY 10001

THE COUNCIL
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. 2 Res. No. _____

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: MARK STEIN

Address: 550 J GRAND ST

I represent: CPC

Address: _____

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. 606-608 Res. No. _____

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Alex Fennell

Address: 60 Clarkson Ave

I represent: CoffH

Address: 7 mans game

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

[]

I intend to appear and speak on Int. No. 606-608 Res. No. _____

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Philip Simpson

Address: 101 Cooper NYC 10034

I represent: nmny

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

[]

I intend to appear and speak on Int. No. 609 Res. No. _____

in favor in opposition

Date: 01/30/20

(PLEASE PRINT)

Name: David Smith, GT

Address: 300 Park Ave

I represent: Applicant (FSF 2016)

Address: _____



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. LU-609-2020 Res. No. _____

in favor in opposition

Date: 1/30/20

(PLEASE PRINT)

Name: MARNA LAWRENCE

Address: 19 CLEVELAND PLACE, #1D, NEW YORK, NY

I represent: MS. 10D

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

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

in favor in opposition

Date: 1/30/2020

(PLEASE PRINT)

Name: Michelle Choi

Address: 16 CROSBY ST Apt 4RS

I represent: 16 CROSBY ST OWNERS COOP.

Address: 16 CROSBY ST

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. LU-610⁰⁸¹⁰ Res. No. _____

in favor in opposition

Date: 1/30/20

(PLEASE PRINT)

Name: Matt Day

Address: 832 5th Ave. NYC

I represent: NYC PMU

Address: 832 5th Ave NYC

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

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

609

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

in favor in opposition

Date: 1 30 2020

(PLEASE PRINT)

Name: DAN MILLER

Address: 77 MERCEY ST #25

I represent: _____

Address: 77 MERCEY ST #25

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. LV 0609-2020 Res. No. _____

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: REJEE MONROSE

Address: 542 BROADWAY

I represent: BROADWAY RESIDENTS COALITION

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. LV 609 Res. No. _____

in favor in opposition

Date: 1/30/2020

(PLEASE PRINT)

Name: Alvin Rumbardin

Address: 311 CROSSWAYS PARK

I represent: PRESIDENT - LOCAL 1104

Address: RWDSY

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. L0609 Res. No. _____

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Leigh Behntke

Address: 543 Broadway

I represent: Broadway Residents Coal. Inc.

Address: 543 Broadway

THE COUNCIL
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. L0609 Res. No. _____

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Nancy Hoch

Address: 114 Mercer St #8

I represent: New York NY

Address: 543 Broadway

THE COUNCIL
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. L0609⁶⁰⁹ Res. No. _____

in favor in opposition

Date: JAN 30, 2020

(PLEASE PRINT)

Name: DAVID THALL

Address: 77 MERCER STREET CONDO

I represent: As Board President - My Building

Address: same

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

L0609

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

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Susan Wittenberg

Address: 110 Green St

I represent: NEIGHBOR / CB2

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. L0609 Res. No. _____

in favor in opposition

Date: 1/30/2020

(PLEASE PRINT)

Name: Stuart Appelbaum

Address: 370 7th Ave. New York, NY 10001

I represent: President, RWDSU

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

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

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Frederica Sigel

Address: 101 W. 12th St.

I represent: CB2

Address: 3 WSV

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. ZARA Res. No. _____

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Ronnie Wolf

Address: 458 Broadway

I represent: Broadway residents

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. LU0610-2020 Res. No. _____

in favor in opposition

Date: 1.30.20

(PLEASE PRINT)

Name: Linda McIntyre

Address: _____

I represent: NYC Parks

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. LV 609 Res. No. _____

503 BROADWAY in favor in opposition

Date: 01/30/2020

(PLEASE PRINT)

Name: PETE DAVIES

Address: 548 BROADWAY NY 10012

I represent: SELF

Address: _____

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. LU609 Res. No. _____

in favor in opposition

Date: 01/30/2020

(PLEASE PRINT)

Name: Darlene Hutz

Address: 80 Varick Street

I represent: Soho Resident

Address: 80 Varick Street

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 0609 Res. No. 2020

in favor in opposition

Date: 1/30/2020

(PLEASE PRINT)

Name: Mark Dicus

Address: 594 Broadway

I represent: SoHo Broadway Initiative

Address: 594 Broadway Initiative

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. Ave 0 Res. No. _____

in favor in opposition

Date: 1/30/20

(PLEASE PRINT)

Name: Frank Noriega

Address: 18 E 41st St 5th Floor

I represent: Pulmonary Stop & Medical

Address: 2513-2519 Avenue 0

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. GOP ROOM Res. No. _____

in favor in opposition

Date: 01/30/2020

(PLEASE PRINT)

Name: JOHN NAPISH

Address: 115 BROOKLYN

I represent: ASSOCIATION FOR A BETTER NEW YORK

Address: 115 BROOKLYN 5TH FLOOR

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

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

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Yenny Hernandez

Address: 25 West 18th St

I represent: 3285

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

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

in favor in opposition

Date: 1/30/20

(PLEASE PRINT)

Name: Bryan Kelly

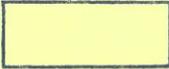
Address: 108 Highland Street

I represent: Gotham Organization

Address: 432 Park Avenue South

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card



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

in favor in opposition

Date: Broome Street

(PLEASE PRINT)

Name: Wayne Ho

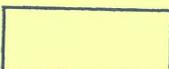
Address: _____

I represent: CPC

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card



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

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Elise Wagner

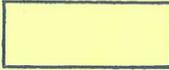
Address: Kramer Levin

I represent: Gotham Organization

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card



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

in favor in opposition

Date: 1/30/19

(PLEASE PRINT)

Name: Abdullah Younus

Address: 472 79th St. Brooklyn NY 11209

I represent: New York Immigration Coalition

Address: 131 W 33rd St. NY, NY, 10001



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. LV0609 Res. No. C190265
 in favor in opposition ZSM

Date: _____

(PLEASE PRINT)

Name: Carter Booth

Address: 20 Bond St. #4

I represent: Community Board 2, Manhattan

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. BROOME Res. No. _____
 in favor in opposition

Date: 1/30/20

(PLEASE PRINT)

Name: Stephanie RHOADES

Address: 432 Park Ave South

I represent: GOTHAM.ORG

Address: 432 PARK AVE SOUTH

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. _____ Res. No. _____
 in favor in opposition

Date: 1-30-20

(PLEASE PRINT)

Name: HERMAN GRUNBAUM

Address: 1451 42 ST

I represent: B44

Address: 60 NORFOLK ST.

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. _____ Res. No. _____

in favor in opposition

Date: 1-30-20

(PLEASE PRINT)

Name: MENDY EREZ

Address: 212 E. BROADWAY

I represent: BAA

Address: 60 NORFOLK ST.

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. LU 609 Res. No. _____

in favor in opposition

Date: 1/30/2020

(PLEASE PRINT)

Name: NATALIA BARTELS

Address: 500 FIFTH AVE, N.Y., N.Y.

I represent: ZARA USA INC.

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. LU 609 Res. No. _____

in favor in opposition

Date: 1/30/20

(PLEASE PRINT)

Name: DENISE CARSON

Address: 200 PARK AVENUE (5th Fl.)

I represent: Zara (FSF Show)

Address: 503 Broadway

THE COUNCIL
THE CITY OF NEW YORK

Appearance Card

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

in favor in opposition

Date: 1/30/19

(PLEASE PRINT)

Name: Abdullah Younus

Address: 472 79th St. Brooklyn NY 11209

I represent: New York Immigration Coalition

Address: 131 W 33rd St. NY, NY 10001

THE COUNCIL
THE CITY OF NEW YORK

Appearance Card

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

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Jerry Kolber

Address: 384 Grand St K1703

I represent: LES Against zoning

Address: _____

THE COUNCIL GO BROOME
THE CITY OF NEW YORK

Appearance Card

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

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Judith PRIGAL

Address: 212 East Broadway

I represent: les against zoning

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

90
Broome

Appearance Card

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

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Nora Brown

Address: 20 Suffolk

I represent: LES Against Spitz

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 60 Broome Res. No. _____

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: MARIA FREE

Address: _____

I represent: New York Building Congress

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. C 200061 Res. No. _____

in favor in opposition

Date: 1/30/20

(PLEASE PRINT)

Name: Maria Free

Address: _____

I represent: NY Building Congress

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

[]

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

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: *APPLICANT*
ELI DE WAGNER

Address: KRAMER LEVIN, 1177 6TH AVE, NY, NY 10036

I represent: GO BROOME DEVELOPMENT

Address: 422 PARK AVE SOUTH

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

[]

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

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: *APPLICANT*
ALLISON RUDDOCK

Address: 1410, 1 PENN PLAZA, NY, NY 10119

I represent: GO BROOME DEVELOPMENT

Address: 422 PARK AVE SOUTH

THE COUNCIL *Go Broome*
THE CITY OF NEW YORK

Appearance Card

[]

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

in favor in opposition

Date: 1/30/20

(PLEASE PRINT)

Name: Barbara S. Davis

Address: cb Actors Fund 729 Seventh Ave

I represent: The Actors Fund

Address: above



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. _____ Res. No. _____

in favor in opposition

Date: 1/30/20

(PLEASE PRINT)

Name: Daniel Heurbergen (APPLICANT)

Address: 609 FORT WASHINGTON AVE NY 10040

I represent: 50 BROOME DEVELOPMENT

Address: 432 PARK AVE SIXTH

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

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

in favor in opposition

Date: JAN. 30, 2020

APPLICANT

(PLEASE PRINT)

Name: SIMEON MALEH

Address: 422 PARK AVE SOUTH

I represent: ~~XXXXXXXXXXXX~~ GOTHAM ORGANIZATION

Address: 422 PARK AVE SOUTH

**THE COUNCIL
THE CITY OF NEW YORK**

60 Broome

Appearance Card

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

in favor in opposition

Date: 1/30/20

Name: Kevin Moran

Address: Breaking Ground NYC

I represent: Gotham

Address: NYC

THE COUNCIL
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. 503 Broadway Res. No. _____

in favor in opposition

Date: 1/30/2020

(PLEASE PRINT)

Name: Kim Lippmann

Address: 30 Crosby Street

I represent: 30 Crosby Street Condominium

Address: _____

THE COUNCIL
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. 503 Broadway Res. No. _____

in favor in opposition

Date: 1/30/20

(PLEASE PRINT)

Name: Stacy Greizer

Address: 76 Crosby Street

I represent: myself

Address: _____

THE COUNCIL
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. 75 Brown Res. No. _____

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Alice Wang

Address: _____

I represent: Greenwich Live On NY

Address: _____

THE COUNCIL
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. 60 Broome Res. No. _____

in favor in opposition

Date: 1-30-2020

(PLEASE PRINT)

Name: Virginia M. Kee

Address: 354 ~~11th~~ Broome St 6D

I represent: CPC - Board of Directors

Address: 150 Elizabeth St.

THE COUNCIL
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. 60 Broome Res. No. _____

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Melissa Dales

Address: Mohawk of the Glades osasme
concealment

I represent: American Indian Horse

Address: _____

THE COUNCIL
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. 60 Broome Res. No. _____

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Emma Rehag

Address: Harlem

I represent: _____

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

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

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Levka Star Kova

Address: Queens

I represent: _____

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

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

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Azra Fargali

Address: Brooklyn

I represent: _____

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

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

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Katherine Chambos

Address: _____

I represent: CPC

Address: Elmhurst St

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. no Broome Res. No. _____

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Terri Collins

Address: Brox

I represent: _____

Address: _____

◆ 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. no Broome Res. No. _____

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Vandana Yogeshwar

Address: Staten Island

I represent: _____

Address: _____

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