

SEWARD PARK URBAN REDEVELOPMENT - BUILDING 2

Location: Lower East Side New York City
Size: 369,646 SF & 268 Units
Involvement: Project Designer - Exterior
Duration: Masterplan Competition (3 months)

A mixed use culinary hub, tech incubator space, and housing along Delancey street in the Lower East Side of Manhattan. Part of the six building masterplan ULURP submission for the Related Companies our proposal for Building 2 created a culinary hub as the new home of Essex Street Market along with space for a culinary school and demonstration kitchen. In addition the project included a tech incubator space and 80/20 housing. Building upon the site's role in the masterplan as a culinary destination the building amenity program provided an urban farm on the rooftop providing plots for residents and party rooms with kitchens for events.





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START
UP

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COMMUNITY

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WELCOME

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FRESH

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HISTORY



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URBAN
CULTURE

+



+

CULINARY
HUB

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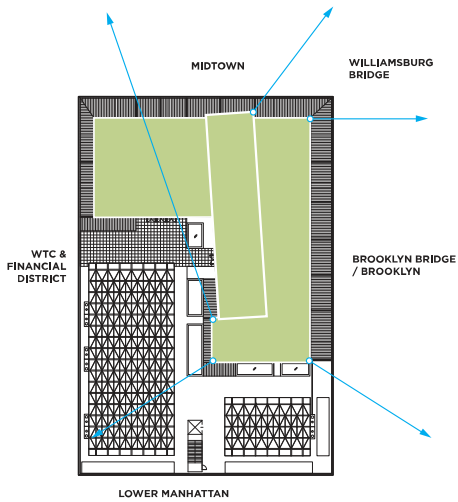


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DIVERSITY

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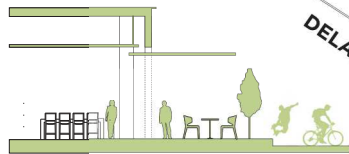




10 PANORAMIC VIEWS
Tower geometry and orientation provide panoramic views of the city, including views of significant landmarks, such as the Brooklyn Bridge and East River.



8 L4 HIGH-TECH / COMMERCIAL BUSINESS INCUBATOR
Level 4 will contain a Business "Incubator" in which ideas among various professionals will cross-pollinate to contribute to a thoughtful, integrated and creative professional atmosphere.

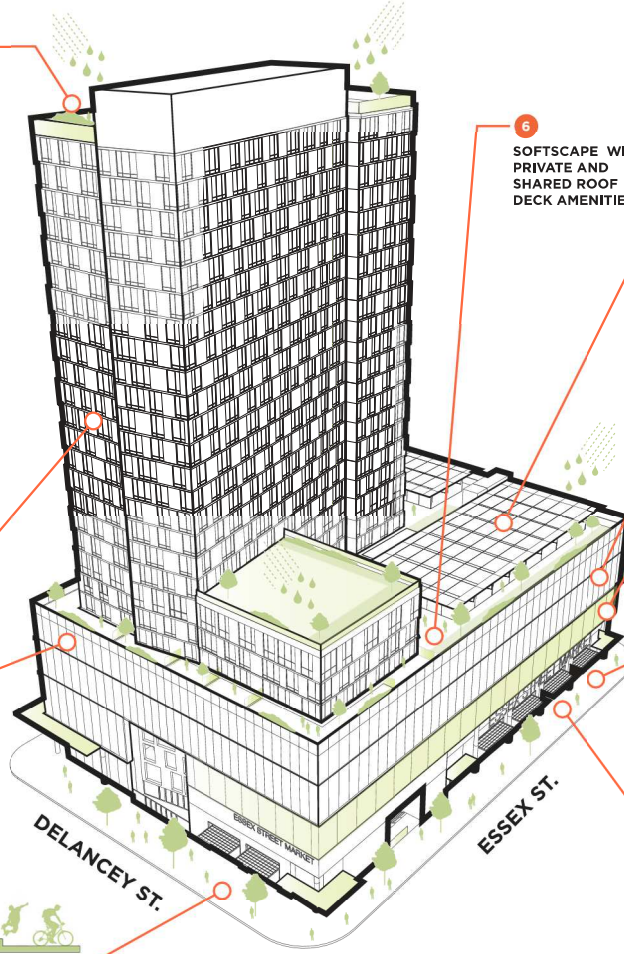


7 STREET CHARACTER
The street level experience of Building 2 offers a seamless relationship between inside and outside and allows the community to enter into and define the character of the site.

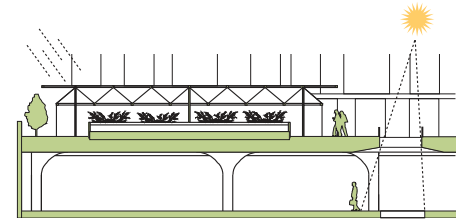


9 PATTERNED BRICK FACADE
The formal gesture of the residential tower makes use of patterned brick in a modern, dematerialized version of the traditional tenement vocabulary.

12 SHARED RESIDENTIAL TERRACE
11 RAINWATER HARVESTING AT MULTIPLE ROOF LOCATIONS



6 SOFTSCAPE WITH PRIVATE AND SHARED ROOF DECK AMENITIES

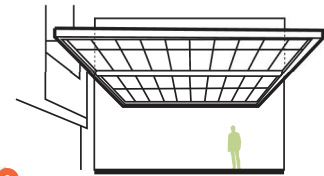


5 URBAN FARM
The Commercial Base rooftop has an Urban Farm that will yield fresh produce to serve the Essex Street Market below. There is dedicated elevator access from L1 to roof level. The farm will utilize rainwater harvesting strategies for irrigation and skylights will add interest to the tower base perimeter and provide light into the base below.



4 CULINARY SCHOOL
Level 3 will house a culinary school and office.

3 LEVEL 2 RETAIL



2 OPEN ACCESS FROM STREET
Garage Doors will provide articulation of the facade at street level and create a visual and physical sense of porosity.



1 ESSEX STREET MARKET RE-IMAGINED

- Relocation of Essex Street Market to street level of Building 2
- Market defines corner and introduces governing programmatic concepts for Building 2 design features
- Original market signage informs signage strategy for Building 2 Commercial Base facade
- Basement level food court access via Market
- Meets all Essex Street Market drawing specifications





SITE 2

	# of floors	Residential		Commercial		Community Facility		Loading/ Mech. (sf)	Mech. & QH Deduct.(sf)	Zoning & Floor Area(sf)
		sf per floor	sf subtotal	sf per floor	sf subtotal	sf per floor	sf subtotal			
Sub-Cellar	1	0	0	0	0	0	0	16,745	0	0
Cellar	1	0	0	38,470	38,470	0	0	222	0	0
First Floor	1	2,925	2,925	27,868	27,868	0	0	5,464	3,256	33,001
Mezzanine	1	0	0	4,960	4,960	0	0	222	0	5,182
2nd Floor	1	440	440	38,467	38,467	0	0	222	0	39,129
3rd Floor	1	440	440	39,592	39,592	0	0	222	0	40,254
4th Floor	1	440	440	39,592	39,592	0	0	222	0	40,254
5th Floor	1	14,483	14,483	0	0	0	0	2,500	434	14,049
6th-7th Floors	2	14,593	29,186	0	0	0	0	0	876	28,310
8th Floor	1	9,706	9,706	0	0	0	0	0	291	9,415
9th-25th Floor	17	9,706	165,002	0	0	0	0	0	4,950	160,052
Roof Bulkhead	1	0	0	0	0	0	0	3,500	0	0
Total GSF	25 (above ground)	222,622	222,622	-	188,949	-	0	29,319	9,807	369,646
Zoning Floor Area (assume 3% mech. deduction)	-	-	219,746	-	150,479	-	0	596	-	369,646

Lot Size	43,140									
Residential Floor Area Ratio	3.44									
Residential Permitted ZFA (Prescriptive PER Special Permit Granted)	372,000	Provided Residential Zoning Floor Area	219,746	over/under	152,254					
Commercial Floor Area Ratio	6.0									
Commercial Permitted ZFA (Prescriptive PER Special Permit Granted)	390,000	Provided Commercial Zoning Floor Area	150,479	over/under	239,521					
Community Facility Floor Area Ratio	6.5									
Community Facility Permitted ZFA (Prescriptive PER Special Permit Granted)	300,000	Provided Commercial Facility Zoning Area	0	over/under	300,000					
Max Total ZFA	415,000	Total Building Zoning Floor Area	369,646	over/under	45,354					

SITE 2: 80/20

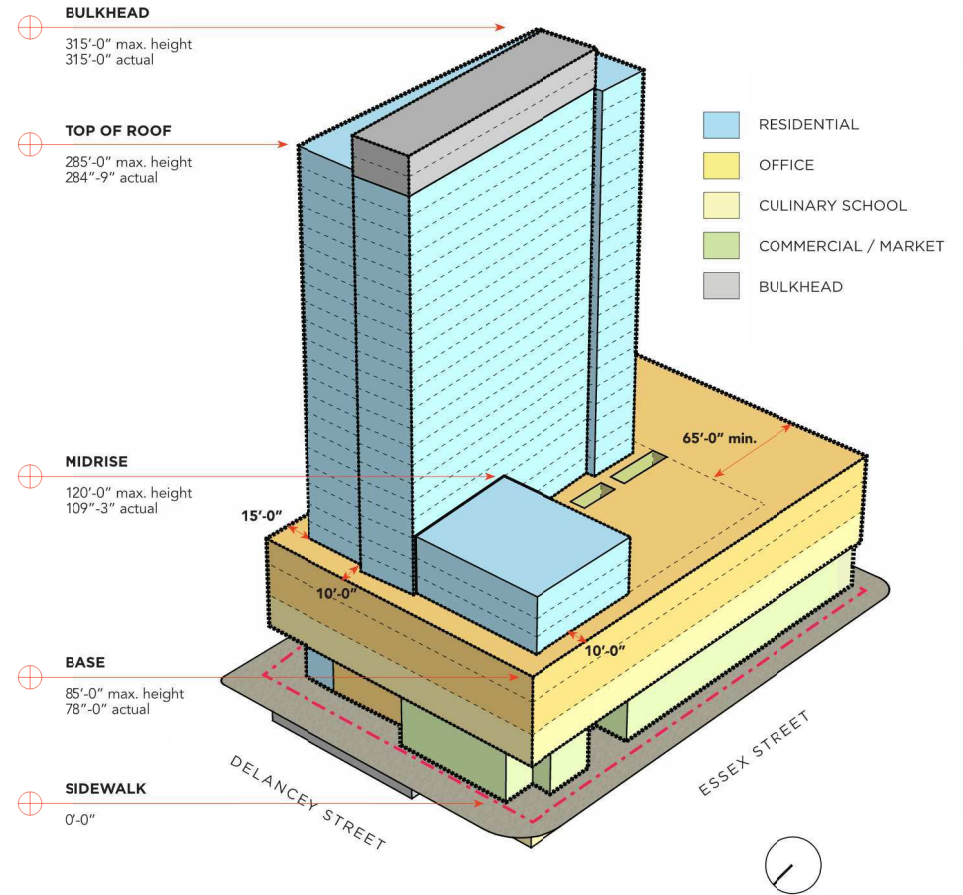
	# of resid. floors	Unit Count								Net Sq. Ft.		
		OBR		1BR		2BR		3BR		Subtotal	sf per floor	sf subtotal
5th Floor	12	2	2	7	7	5	5	0	0	14 units	10,427	10,427
6th-7th Floor	2	7	14	8	16	4	8	0	0	38 units	13,096	26,192
8th Floor	1	3	3	5	5	4	4	0	0	12 units	8,613	8,613
9th-25th Floor	17	2	34	6	102	4	68	0	0	204 units	9,304	158,168
Total	21	53 units	130 units	85 units	0 units	268 units	-	203,400				
Overall Unit Disrib.		20%	49%	32%		80% mrkt. (214 units)		20% aff. (54 units)				
Average Unit Sizes		455 sf	728 sf	997 sf								

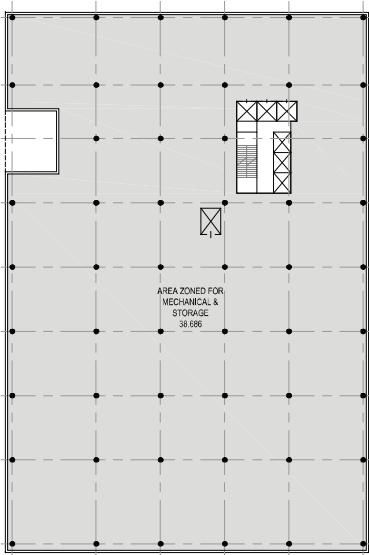
RESIDENTIAL LOT COVERAGE

Lot Size	43,140 sf
Residential Footprint	14,890 sf
Lot Coverage	34.4%

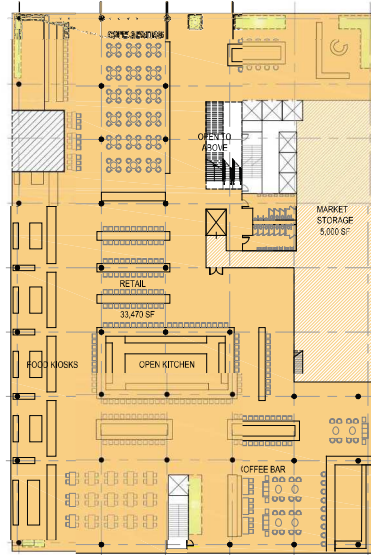
COMMERCIAL DISTRICT C6-1

Proposal complies with NYC Zoning Resolution's relevant sections modified as documented in the approved ULURP drawings; see master zoning analysis earlier in this response.

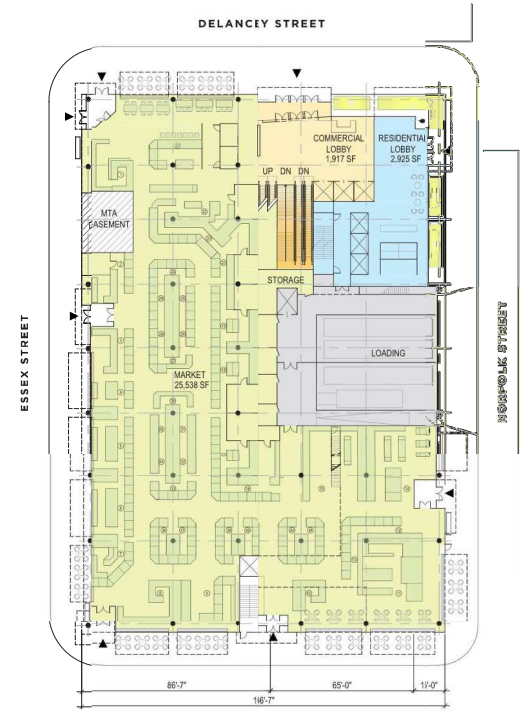




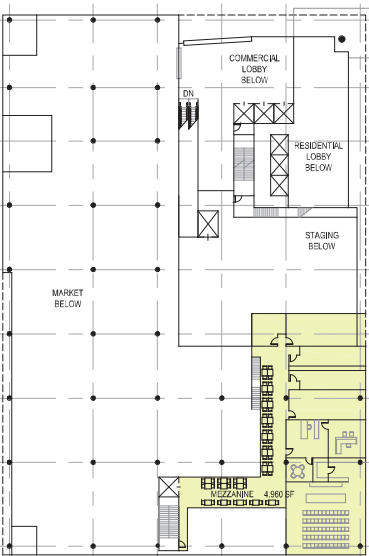
SUB-CELLAR



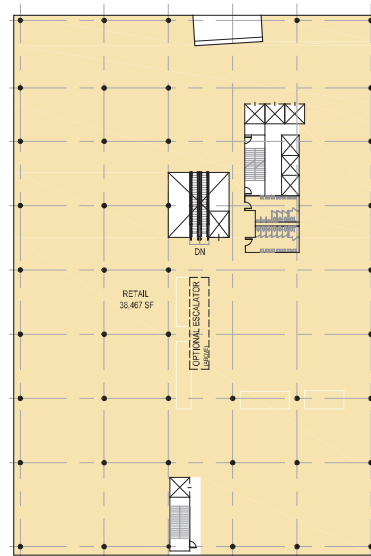
CELLAR



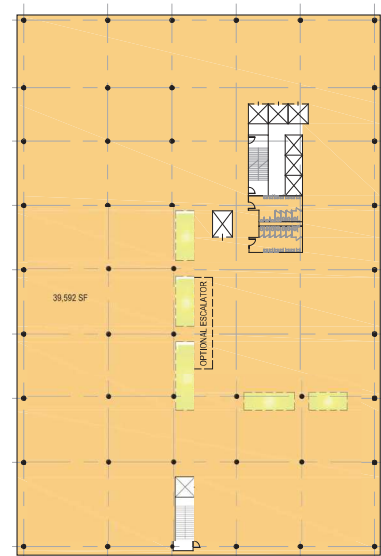
GROUND



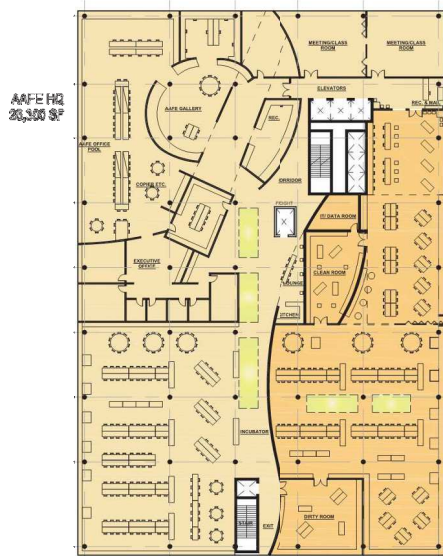
MEZZANINE — ESSEX STREET MARKET



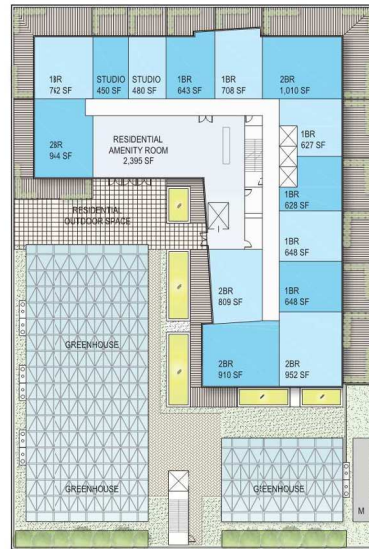
LEVEL 2 — RETAIL



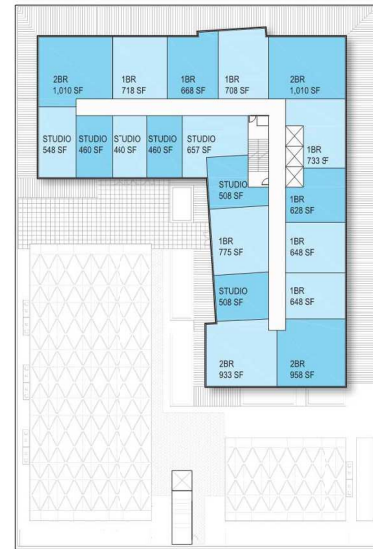
LEVEL 3 — CULINARY SCHOOL



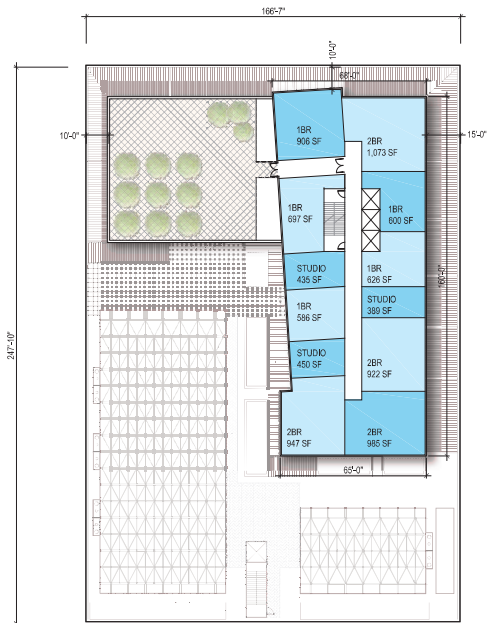
LEVEL 4 — AAFE / INCUBATOR



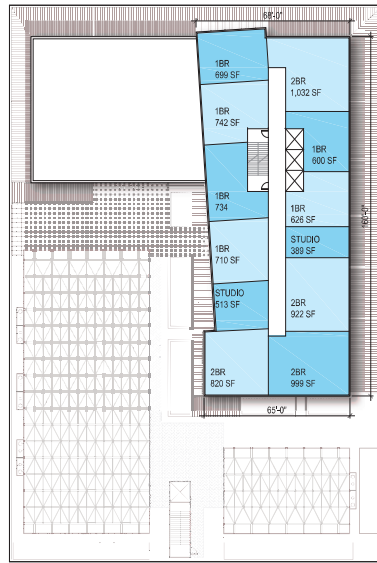
LEVEL 5 — ROOF TERRACE / RESIDENTIAL



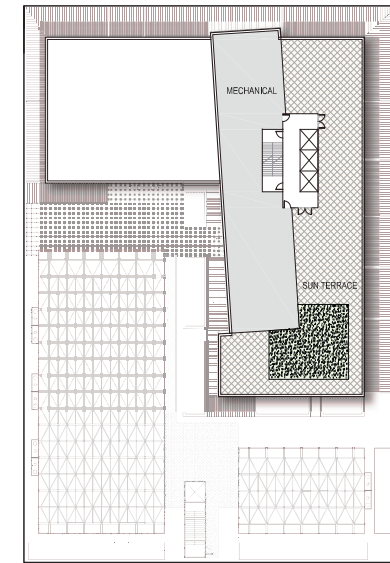
LEVEL 6-7 — RESIDENTIAL



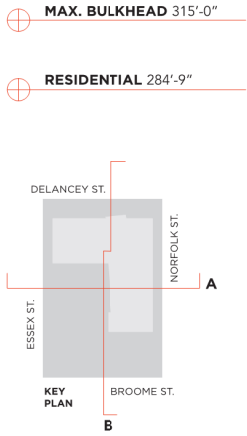
LEVEL 8 — RESIDENTIAL



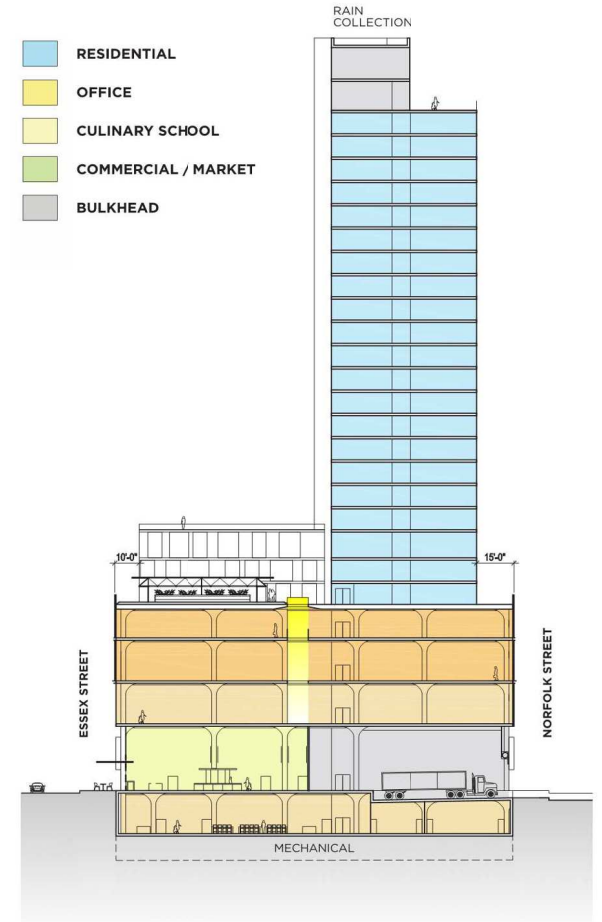
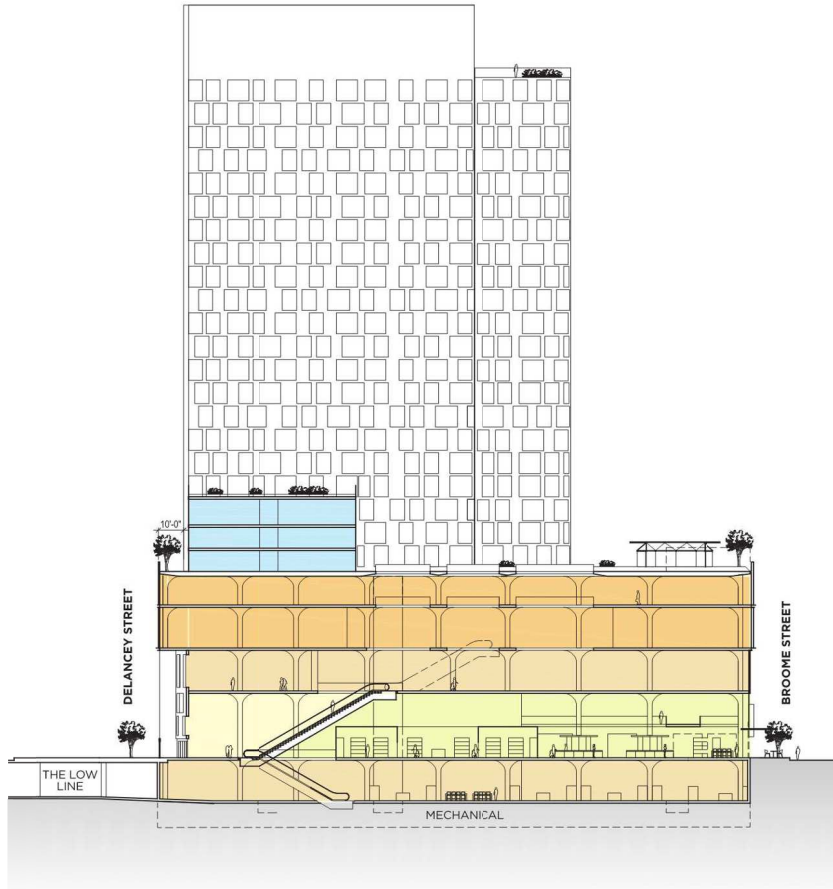
LEVEL 9-25 — RESIDENTIAL



LEVELS 26-27 — BULKHEAD



- ⊕ AMENITY 109'-3"
- ⊕ URBAN FARM 78'-0"
- ⊕ OFFICE 64'-0"
- ⊕ CULINARY SCHOOL 46'-0"
- ⊕ OFFICE/RETAIL 28'-0"
- ⊕ MEZZANINE 14'-0"
- ⊕ RETAIL -18'-0"



- RESIDENTIAL
- OFFICE
- CULINARY SCHOOL
- COMMERCIAL / MARKET
- BULKHEAD

