
GANSEVOORT SQUARE

565 West Street
New York, NY 10014

CB2 Land Use Committee Meeting
December 11, 2024

NYC / EDC New York City Economic
Development Corporation



Agenda

1. Overall Vision
2. Site Plan
3. Milestones Moving Forward
4. Additional Public Engagement
5. Q+A

OVERALL VISION

Unique opportunity to activate city owned land into a residential, educational and cultural destination

- City is delivering mixed-income housing
- Expansion of a world class cultural institution with an education hub
- Securing space for future needs for NYC Parks & High Line with a focus on providing year-round programming
- Supporting transition of Gansevoort Market co-op vendors
- Delivering public realm improvements to the neighborhood, cementing Meatpacking District as a 24/7 live, work, play community

HIGHER DENSITY ZONE

NEIGHBORHOOD PLAN

--- PROPOSED PROPERTY LINE
--- HISTORIC DISTRICT
= HIGHER DENSITY ZONE





SITE CONTEXT

- PROPOSED PROPERTY LINE
- EXISTING PROPERTY LINE
- DEMAPPED AREA

GANSEVOORT
PENINSULA

WEST STREET HIGHWAY
10TH AVE.



WASHINGTON ST.

WEST 14TH ST.

WEST 13TH ST.

WEST 12TH ST.

9TH AVE.

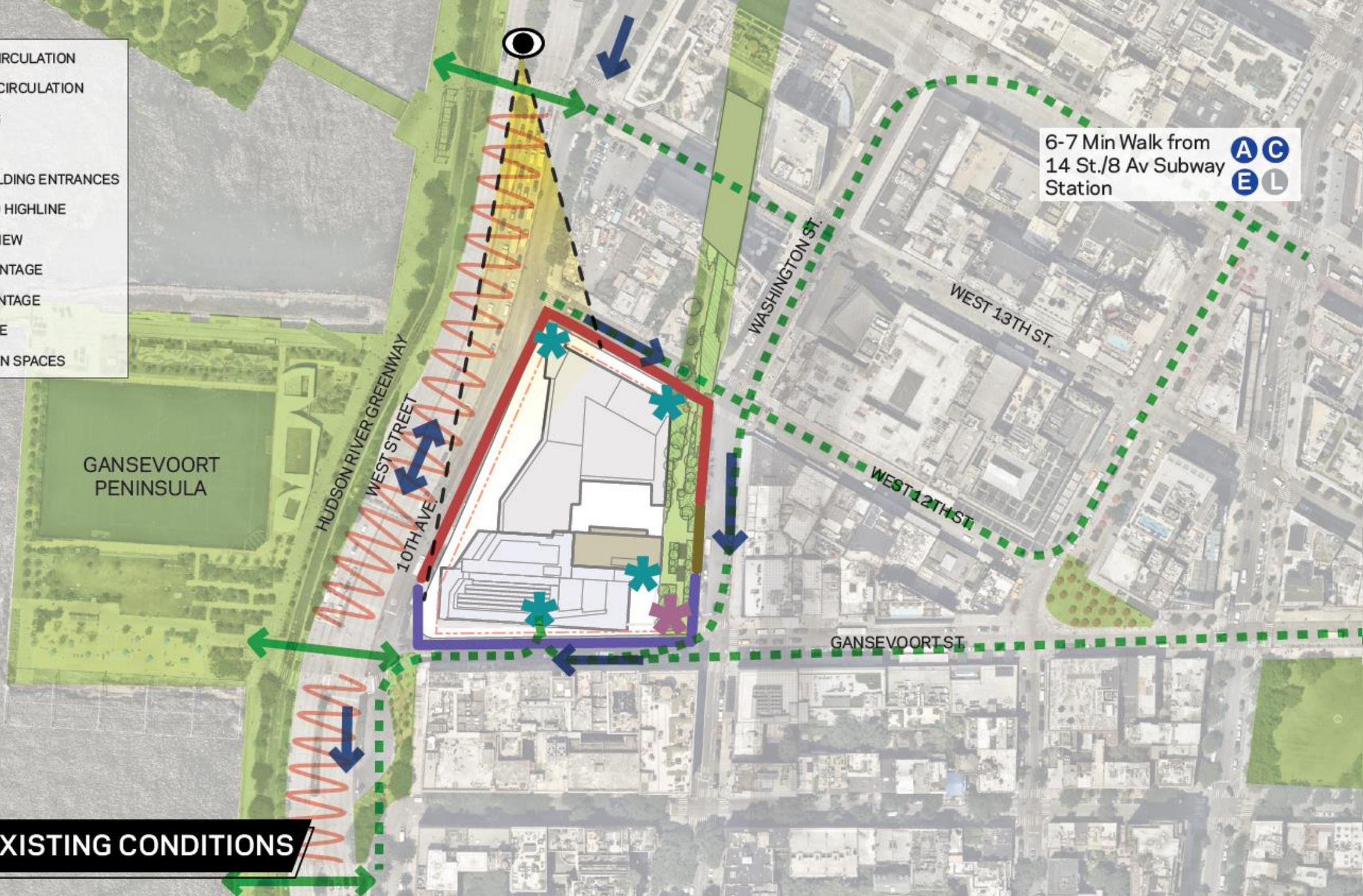
HUDSON ST.

GANSEVOORT ST.

HORATIO ST.

ZONING LOT EXTENTS

-  VEHICULAR CIRCULATION
-  PEDESTRIAN CIRCULATION
-  CROSSWALKS
-  BARRIER
-  EXISTING BUILDING ENTRANCES
-  ENTRANCE TO HIGHLINE
-  PROMINENT VIEW
-  MUSEUM FRONTAGE
-  SERVICE FRONTAGE
-  FHL FRONTAGE
-  EXISTING OPEN SPACES



6-7 Min Walk from
14 St./8 Av Subway
Station

A C
E L

SUMMARY OF EXISTING CONDITIONS

HOUSING

- Project will achieve the goal of utilizing a high-value public site to meet City's ambitious housing policy goals without additional government subsidy
- Project will have a goal of 50% affordable housing units out of 600 total
- Project will comply with 485-x program which mandates 25% of units affordable at an average of 60% AMI. RFP proposals must exceed 485-x affordability requirements
- Between 2018-2023, CB2 permitted 887 units and started 30 affordable units – last among CBs in Manhattan for both categories



WHY CROSS-SUBSIDY MODEL?

A cross-subsidized approach will deliver much needed affordable housing without needing any city financing or subsidy

1. **HPD has an oversubscribed pipeline.** Delivery of a new HPD-funded project would be significantly delayed; projects are in the pipeline for up to 10 years after project approval (i.e. ULURP approval)
2. **HPD is restricted in the amount of subsidy it can provide.** Federal regulation imposes limits on funding allocation Citywide, annually
3. **Strength of this neighborhood's housing market allows market-rate units to subsidize the required affordable units.** No additional subsidy will be required

ACHIEVING OUR GOALS

Issuing an RFP for a residential developer is the first step for developing a well-rounded mixed income program

1. RFP selection criteria will require respondents to maximize the total number of affordable units at the lowest levels of affordability
2. Competitive nature of procurement will help determine maximum affordability
3. Proposals will be carefully reviewed and compared during the selection process
4. Selected proposal will undergo a further dialogue with the community during ULURP

WHITNEY: A VISION FOR THE FUTURE

WHITNEY



WHITNEY: A VISION FOR THE FUTURE

- Expands gallery, education, and program spaces to meet public demand
- Supports initiatives to increase audience access to art and culture through more free hours and programming
- Enhances an existing program of affordable arts education for all ages
- Expands an art institution with deep roots in the community in the only space for viable growth

A Museum for a New Era



Connecting Art and Audiences



Unique Experiences



Expanding Access

**EVERY
DAY**



**AT THE
WHITNEY**

**EVERY
WEEK**



**AT THE
WHITNEY**

**EVERY
MONTH**



**AT THE
WHITNEY**

Free Friday Nights: Welcoming New Audiences



Free Second Sundays: Education and Families



A More Bilingual Whitney

RECURSOS EN ESPAÑOL



VISITAS GUIADAS

Nos complace ofrecer visitas guiadas de la exposición y visitas guiadas gratuitas para las escuelas públicas y "charter" de la Ciudad de Nueva York.



LA GUÍA MÓVIL

Profundiza tu experiencia de la exposición—escucha entrevistas con artistas, curadores y otros pensadores.

Bringing Art to Our Neighborhood



Community Programs in the Public Realm

WHITNEY MUSEUM OF AMERICAN ART
LEONARD A. CRUDDER BUILDING





A Gathering Place for All

NYC PARKS AND HIGH LINE



NYC Parks

HIGH LINE



HIGH LINE

- Expansion of existing Maintenance and Operation building will enable Friends of the High Line to address constraints and opportunities of increased park visitation and programming
- Additional space will provide room for programming through all four seasons and for on-site public art fabrication
- Friends of the High Line views this project as an opportunity to dream bigger for the future and better serve New Yorkers

GANSEVOORT MEAT MARKET



GANSEVOORT MEAT MARKET

- The Gansevoort Meat Market elected to leave their site early. This decision, negotiated between the Meat Market Co-Op and NYCEDC and the City, is beneficial to all parties
- Site currently houses 7 meat packers & coffee shop

PUBLIC REALM

- Transform 10th Ave. drawing from BID's Western Gateway Public Realm Vision
- Modernizing corridor for current needs
- Prioritizing pedestrian experience
- Improving sidewalk experience
- EDC in conversation with DOT





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BERGERS
WHOLESALE MEATS

LBX-874

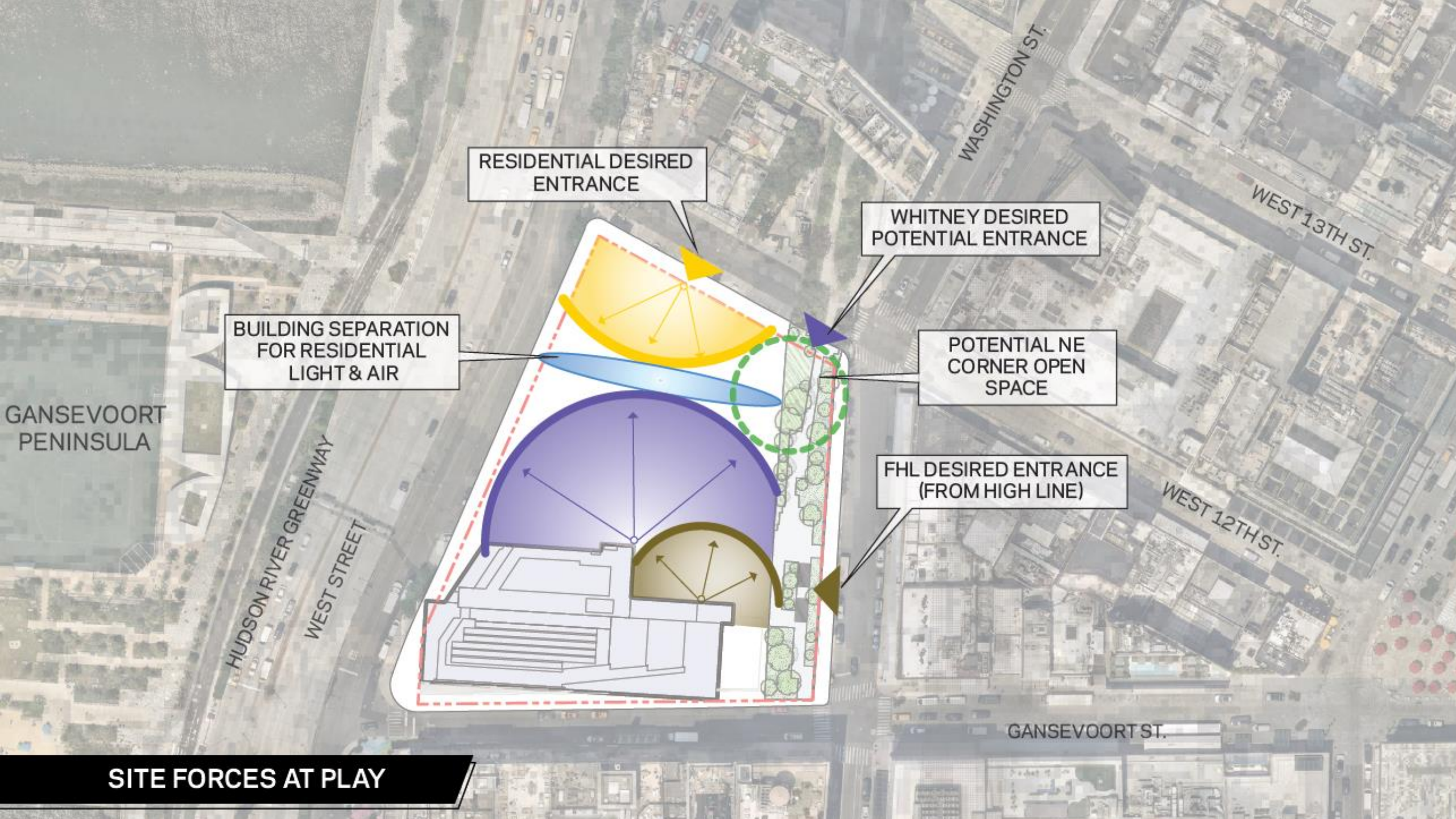
Whitney Museum

Existing Friends of High Line
Maintenance and Operations

Gansevoort Meat Market

High Line

CURRENT SITE CONFIGURATION



RESIDENTIAL DESIRED ENTRANCE

WHITNEY DESIRED POTENTIAL ENTRANCE

BUILDING SEPARATION FOR RESIDENTIAL LIGHT & AIR

POTENTIAL NE CORNER OPEN SPACE

FHL DESIRED ENTRANCE (FROM HIGH LINE)

GANSEVOORT PENINSULA

HUDSON RIVER GREENWAY
WEST STREET

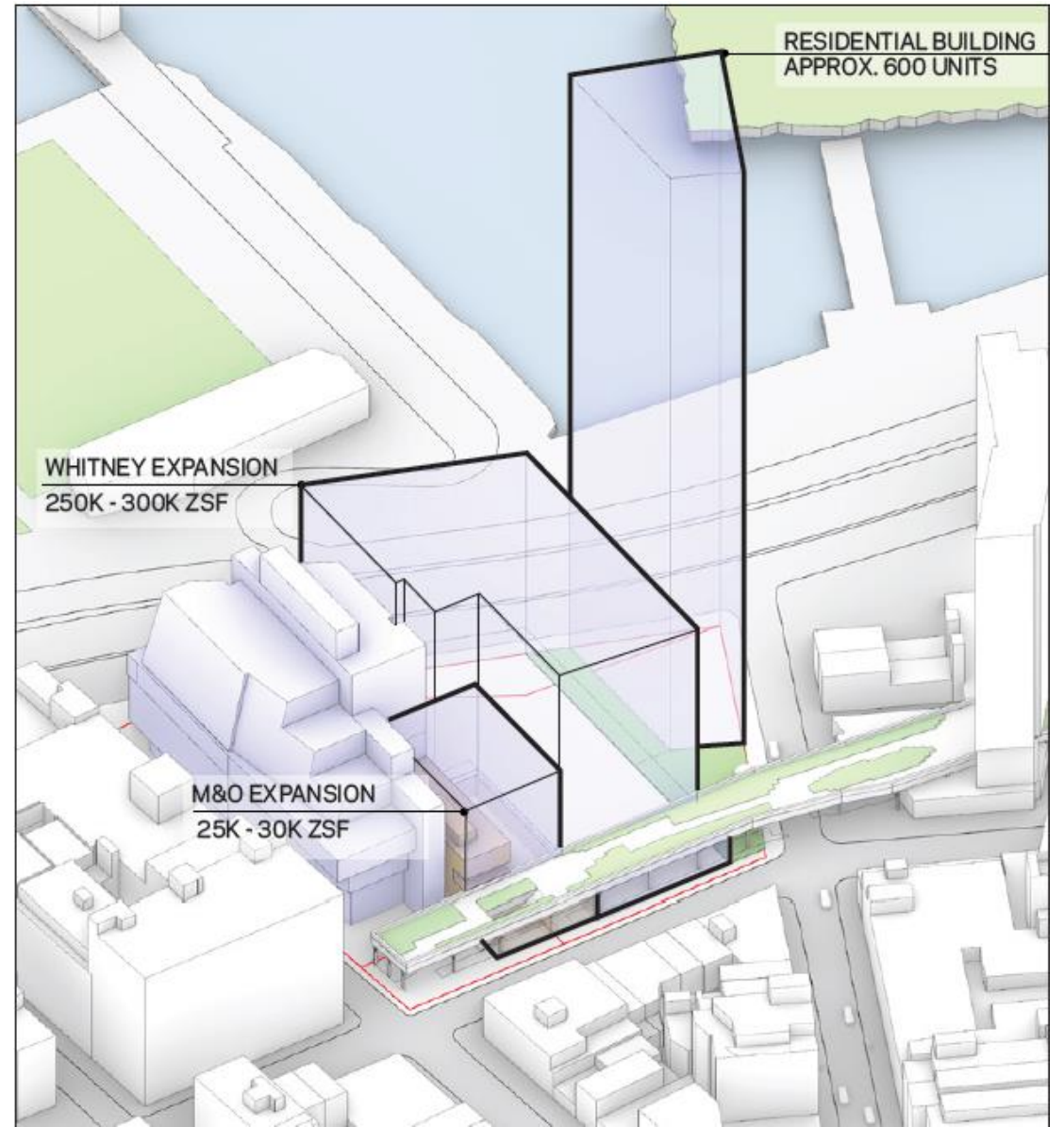
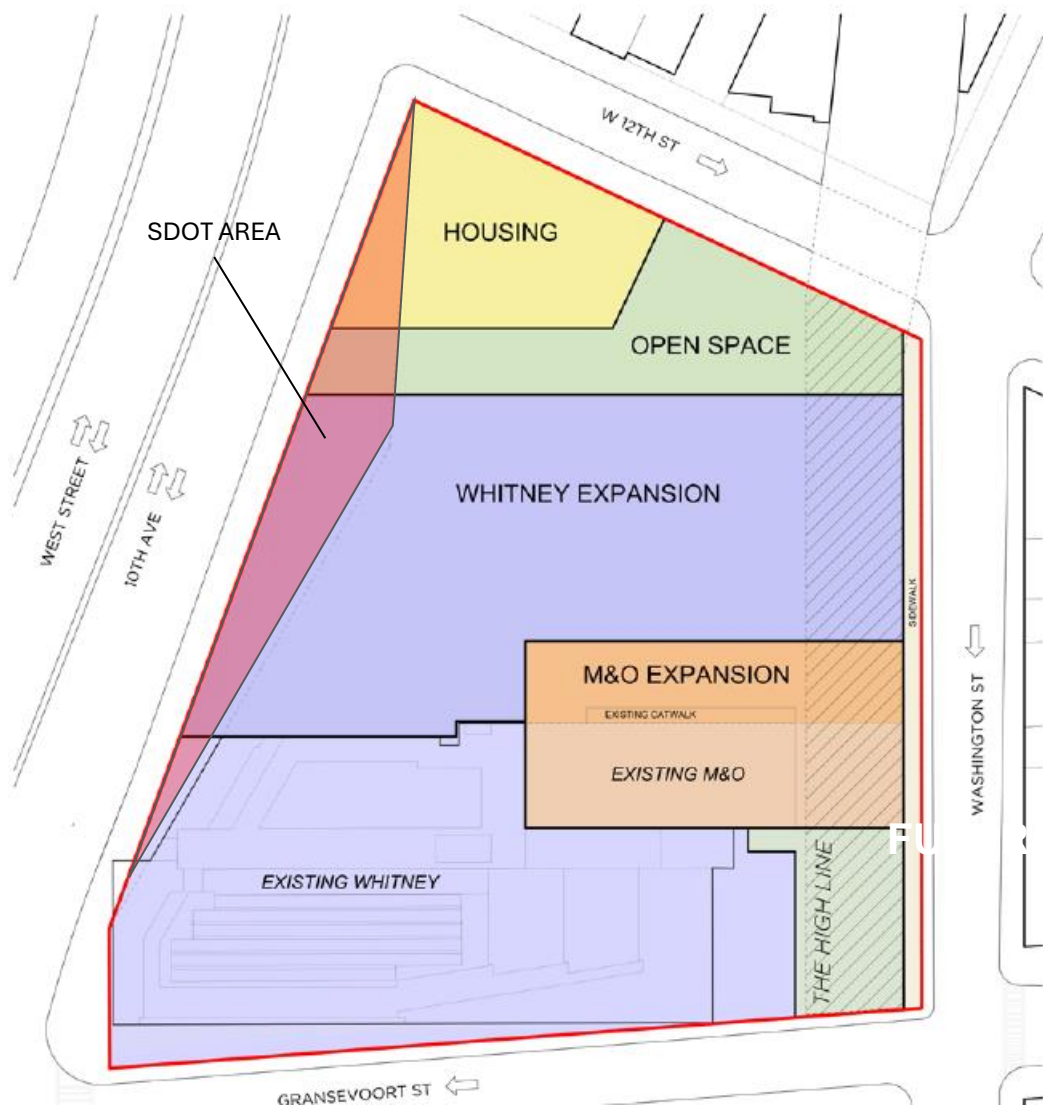
WASHINGTON ST.

WEST 13TH ST.

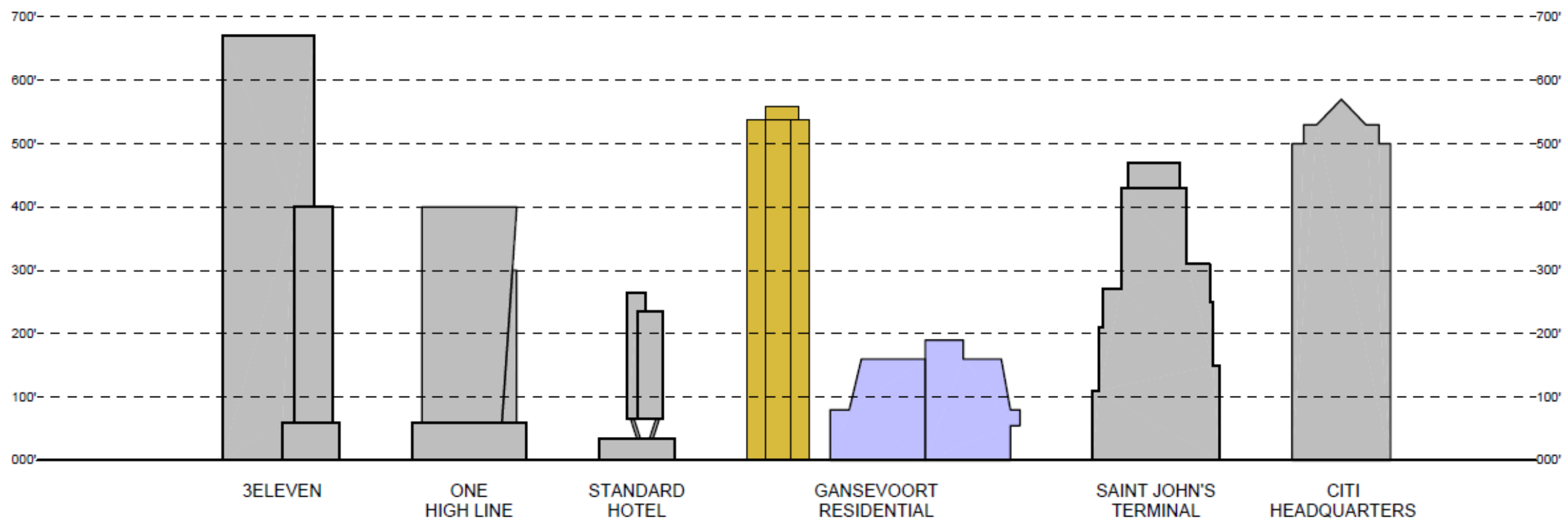
WEST 12TH ST.

GANSEVOORT ST.

SITE FORCES AT PLAY



FUTURE SITE PLAN



NEIGHBORHOOD HEIGHTS

KEY MILESTONES MOVING FORWARD



KEY MILESTONES MOVING FORWARD

- Commence key stakeholder engagement: fall 2024
- RFP release for housing developer: January 2025
- Target ULURP certification: 2026



Pre-RFP Engagement Sessions

Both sessions will feature the same presentation

Public Engagement Session #1

December 19th, 6:30-8:00PM;
Hybrid; *Pier 57 Oyster Classroom +
via Zoom*

(25 11th Ave New York, NY 10011)

Public Engagement Session #2

January 7th, 6:30-8:00PM;
Hybrid; *Pier 57 Daffodil Classroom
+ via Zoom*

(25 11th Ave New York, NY 10011)

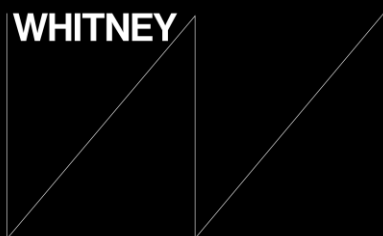
Key Areas for Public Input

1. Affordability goals
2. Ground floor retail programming
3. Public realm and street life
4. Design



Q+A

- We look forward to answering your questions
- For questions after tonight, please reach out to: GansevoortSquare@edc.nyc or visit our project landing page: edc.nyc/project/gansevoort-square



HIGH LINE