
GANSEVOORT SQUARE

565 West Street
New York, NY 10014

Public Meeting #1

December 19, 2024

NYC / EDC New York City Economic
Development Corporation



AGENDA

1. Recent History and Vision
2. Looking Forward
3. Additional Public Engagement
4. Public input

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 essential space for NYC Parks and High Line with a focus on the expansion of much-needed operations space and ability to provide 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

RECENT HISTORY

2009

The High Line opens park to public

The Whitney Museum of American Art and the City sign a contract of sale for 99 Gansevoort St

2015

The Whitney museum opens to the public

2023

NYCEDC, the Whitney, NYC Parks, Friends of the High Line, and the Gansevoort Meat Market Co-op initiate discussions about future of the site

2024

NYCEDC and the City release vision for Gansevoort Square and initiate public engagement



Whitney Museum

Gansevoort Meat Market

Existing Friends of High Line
Maintenance and Operations

High Line

CURRENT SITE CONFIGURATION

HOUSING

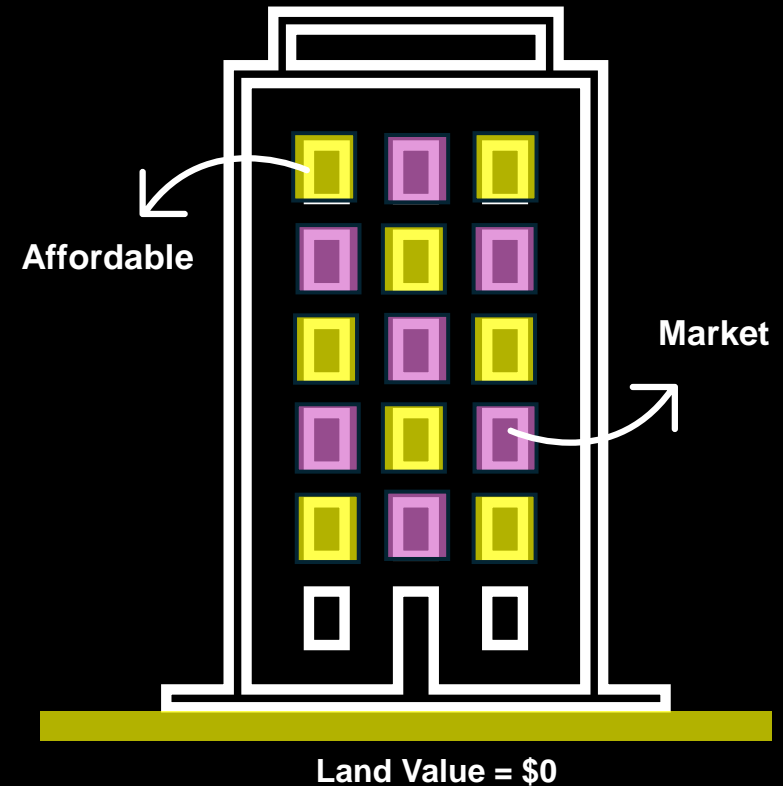
- Project will achieve the goal of utilizing a high-value public site to meet City's ambitious housing policy goals without additional government subsidy
- Project will have a goal of 50% affordable housing units out of 600 total
- Project will comply with 485-x program which mandates 25% of units affordable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



WHAT IS A CROSS-SUBSIDY MODEL?

A funding approach that uses the value of the land and market rate rents to pay for the construction of the below-market housing unit

- 1 The value achieved by the market rate units is reinvested into the project to fund the affordable units.
- 2 The City is contributing the land for development. The value of the land will offset the lower rents on the affordable units.



WHY USE A CROSS-SUBSIDY MODEL?

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

- 1. HPD has an oversubscribed funding pipeline – projects can wait for up to 10 years after project approval**
- 2. HPD is limited in the amount of subsidy it can provide each year citywide. HPD subsidy for this site would limit subsidy for another site.**
- 3. The strength of this neighborhood’s housing market allows market-rate units to subsidize the affordable units.**

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



Expanding Access

**EVERY
DAY**



**AT THE
WHITNEY**

**EVERY
WEEK**



**AT THE
WHITNEY**

**EVERY
MONTH**



**AT THE
WHITNEY**

NYC PARKS AND HIGH LINE



NYC Parks

HIGH LINE



HIGH LINE

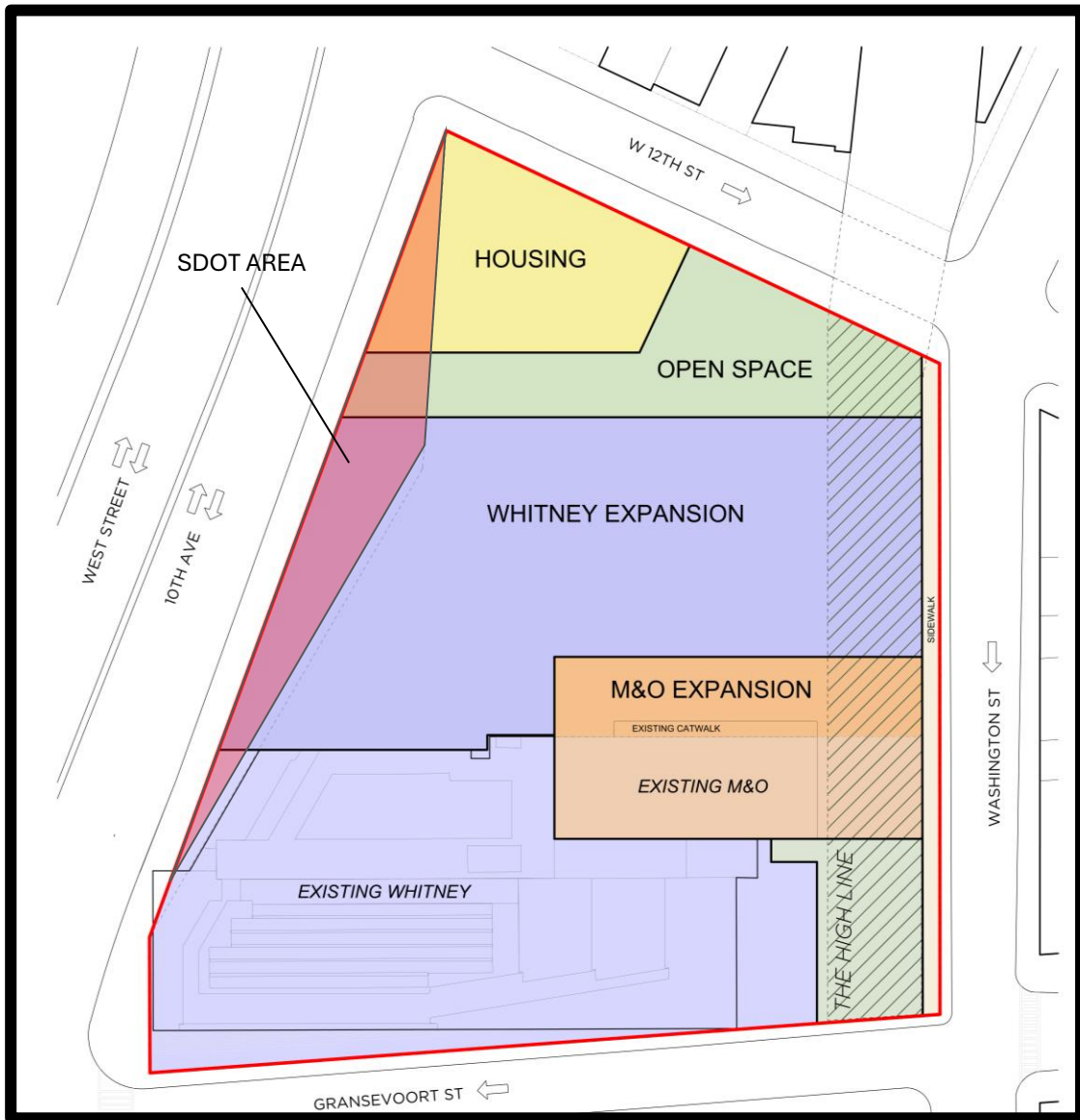
- Expansion of existing Maintenance and Operations building will enable Friends of the High Line to address constraints and opportunities of growth in park visitation, physical size, and programming needs
- Additional space will provide room for operational needs, on-site public art fabrication, and programming through all four seasons
- 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

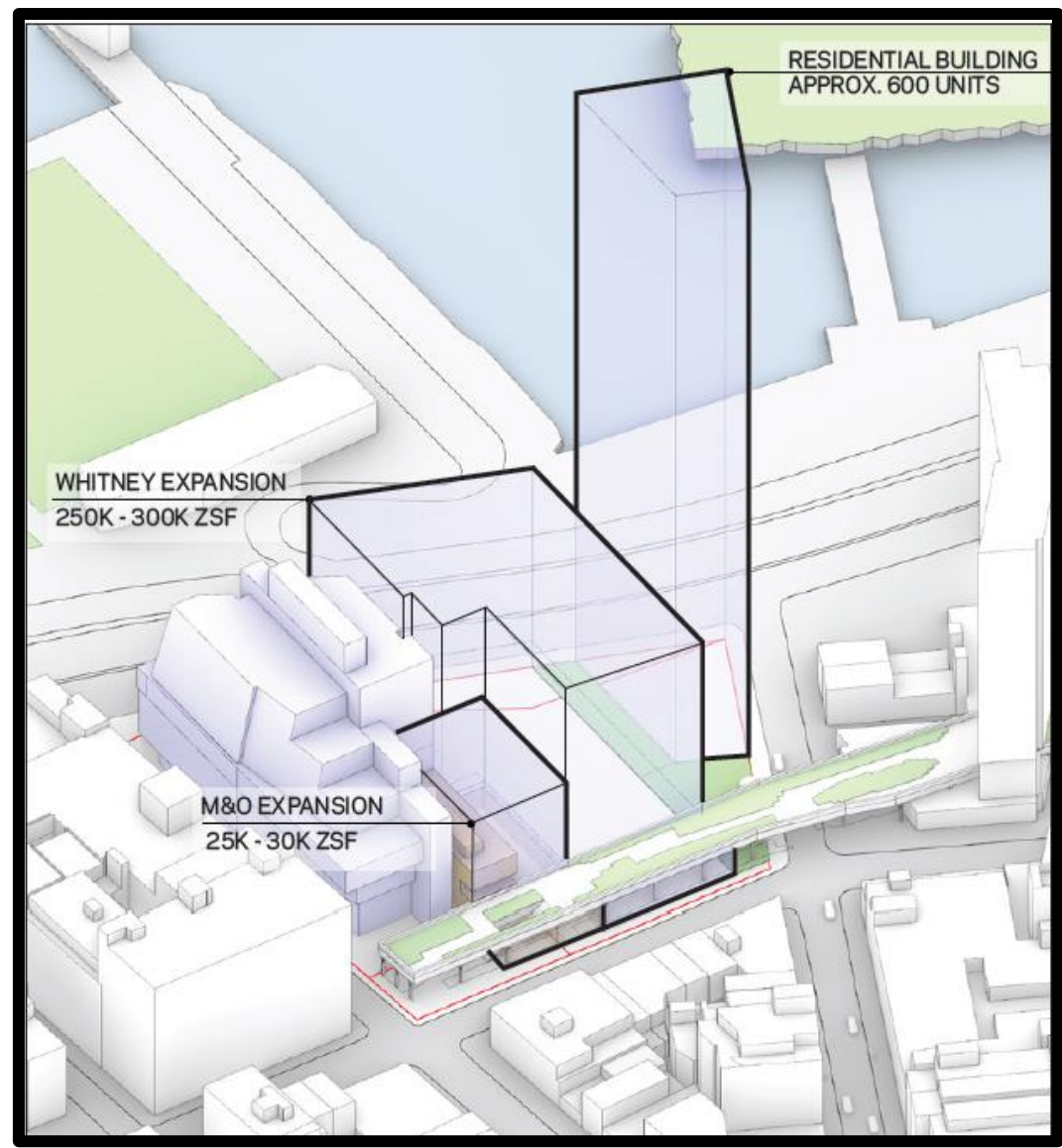


GANSEVOORT MEAT MARKET

- The Gansevoort Meat Co-Op 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



Negotiated Site Plan



Building Envelopes

FUTURE SITE PLAN

LOOKING FORWARD



WHAT IS AN RFP? WHAT IS ULURP?

Request for Proposals (RFP)

- An RFP is a solicitation issued by EDC that seeks proposals for development on City-owned land.
- Development teams propose projects in response to the criteria and requirements outlined in the document.
- Proposals are evaluated based on their ability to meet such requirements and advance the goals as reflected in the competitive criteria of the document.

Uniform Land Use Review Procedure (ULURP)

- ULURP is a standardized process whereby proposed developments are publicly reviewed.

HOUSING DEVELOPER RFP

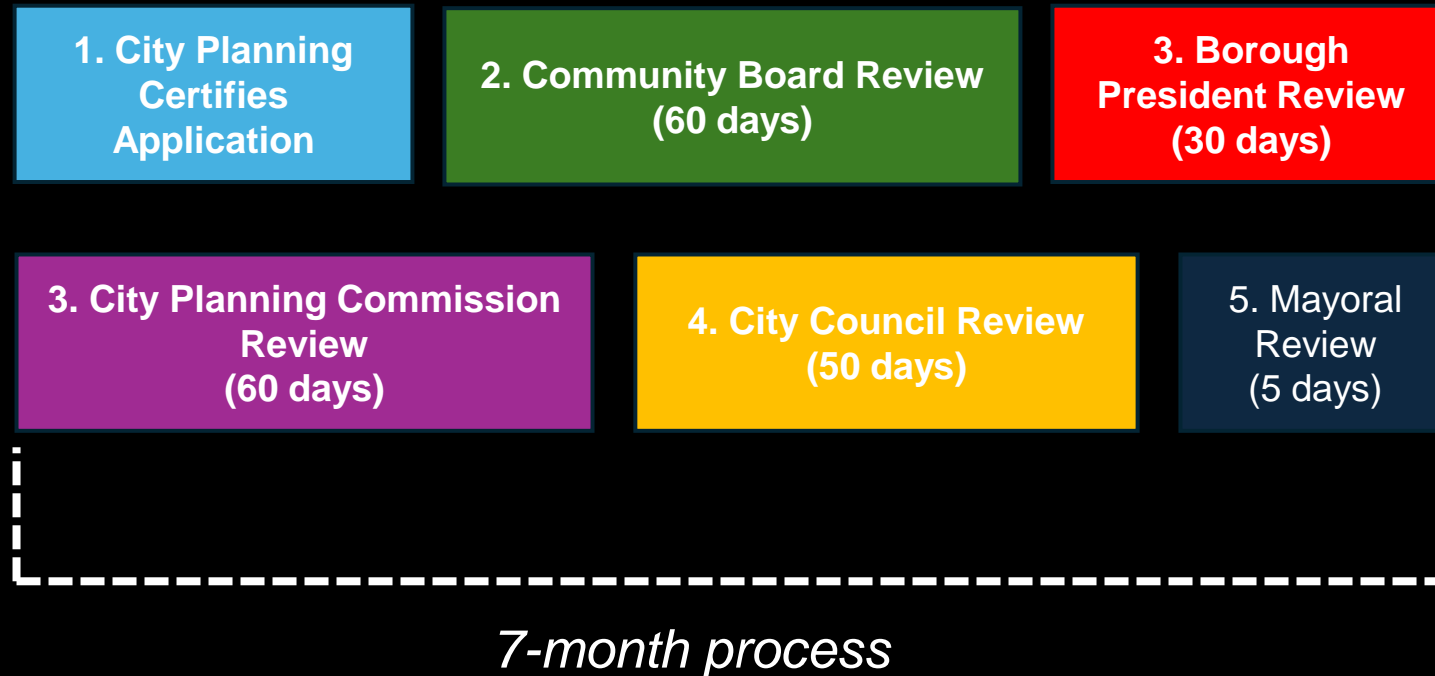
In January, EDC will release a request for proposals (“RFP”) for the housing developer. This is the first step in achieving a well-rounded mixed-income program:

1. The RFP selection criteria will require respondents to maximize the total number of affordable units at lower AMI levels
2. Respondents will compete on their ability to provide the best mixed-income program
3. Proposals will be carefully reviewed and compared during the selection process
4. Selected proposal will then receive feedback from the community during the Uniform Land Use Review Procedure (“ULURP”), a community and elected review process, which is targeted to start in 2026

UNIFORM LAND USE REVIEW PROCESS

Targeting certification in 2026

ULURP Timeline



PRE-RFP ENGAGEMENT SESSIONS

Two additional engagement sessions will be held prior to RFP release

Public Engagement Session #2

January 7th, 6:30-8:00PM (Hybrid)

*Pier 57 Daffodil Classroom + via
Zoom*

(25 11th Ave New York, NY 10011)

Public Engagement Session #3

January 8th, 5:00-6:30PM

Virtual via Zoom

PUBLIC INPUT



AFFORDABILITY

Below market rents are a function of household size and Area Median Income (“AMI”)

AMI* / Household Size	1	2	3	4
30% AMI	\$32,610	\$37,290	\$41,940	\$46,590
40% AMI	\$43,480	\$49,720	\$55,920	\$62,120
50% AMI	\$54,350	\$62,150	\$69,900	\$77,650
60% AMI	\$65,220	\$74,580	\$83,880	\$93,180
70% AMI	\$76,090	\$87,010	\$97,860	\$108,710
80% AMI	\$86,960	\$99,440	\$111,840	\$124,240
90% AMI	\$97,830	\$111,870	\$125,820	\$139,770
100% AMI	\$108,700	\$124,300	\$139,800	\$155,300
120% AMI	\$130,440	\$149,160	\$167,760	\$186,360
130% AMI	\$141,310	\$161,590	\$181,740	\$201,890
165% AMI	\$179,355	\$205,095	\$230,670	\$256,245

Affordable Housing Income Bands

- Extremely Low-Income 0-30%
- Very Low-Income 31%-50%
- Low Income 51%-80%
- Moderate Income 81%-120%
- Middle Income: 121%-165%

Median Household Income

- \$79,713 in New York City
- \$153,200 in the West Village*

*Based on 2018-2022 ACS data

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Monthly Rents at 60% AMI

Studio	\$1,630
1 BD	\$1,747
2 BD	\$2,097
3 BD	\$2,422

*2024 Area Median Income Bands / nyc.gov

AFFORDABILITY

Proposals will be required to provide a mix of AMI bands

Income Level	Very Low	Low		Moderate		Middle	Current Market Rents in the Area	
Unit Size / AMI*	40% AMI	60% AMI	80% AMI	100% AMI	120% AMI	130% AMI	Studio	1 BD
Studio	\$1,087	\$1,630	\$2,174	\$2,717	\$3,261	\$3,532	\$4,251	\$5,980
1 BD	\$1,165	\$1,747	\$2,330	\$2,912	\$3,495	\$3,786	\$8,341	
2 BD	\$1,398	\$2,097	\$2,796	\$3,495	\$4,194	\$4,543		
3 BD	\$1,615	\$2,422	\$3,230	\$4,037	\$4,845	\$5,248		

*2024 New York City Area Affordable Monthly Rents / nyc.gov

- What AMI bands does the community want to see at Gansevoort Square?
- Is the priority deeper affordability (i.e. lower AMI bands) or maximizing the total number of units that are at below market rents?

PUBLIC REALM

The Project will address two key corridors: along 10th Ave. and Little West 12th St.



PUBLIC REALM

What are the priorities for street, sidewalk, and open space improvements?

Key Questions

1. How should Little West 12th St. be activated?
2. What ground floor uses are needed/preferred for the neighborhood?
3. How can Little West 12th St. act as a connector or gateway to the larger neighborhood?

Current conditions along Little W. 12th St.



Source: Google Streetview



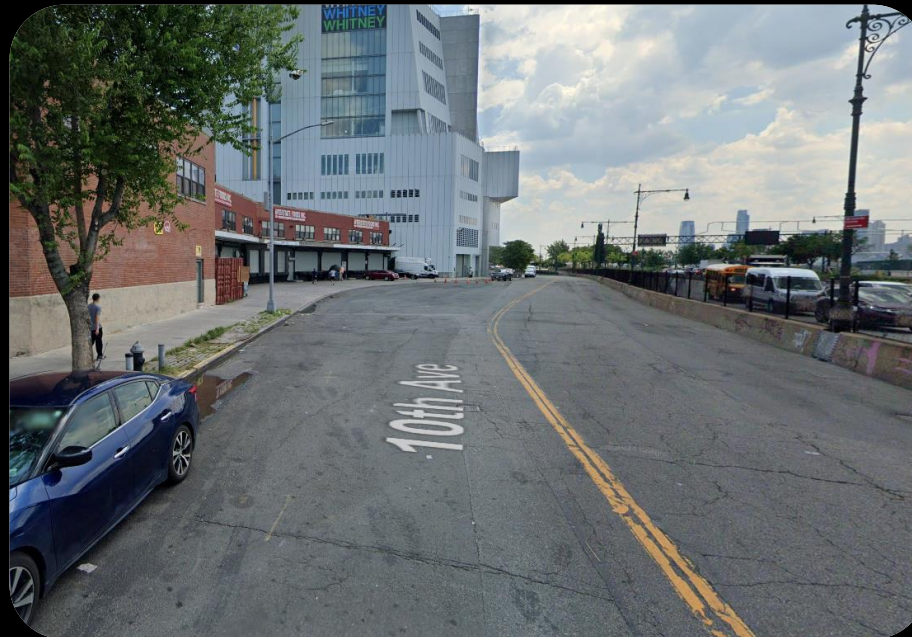
PUBLIC REALM

How can we improve the North-South Experience on 10th Ave.

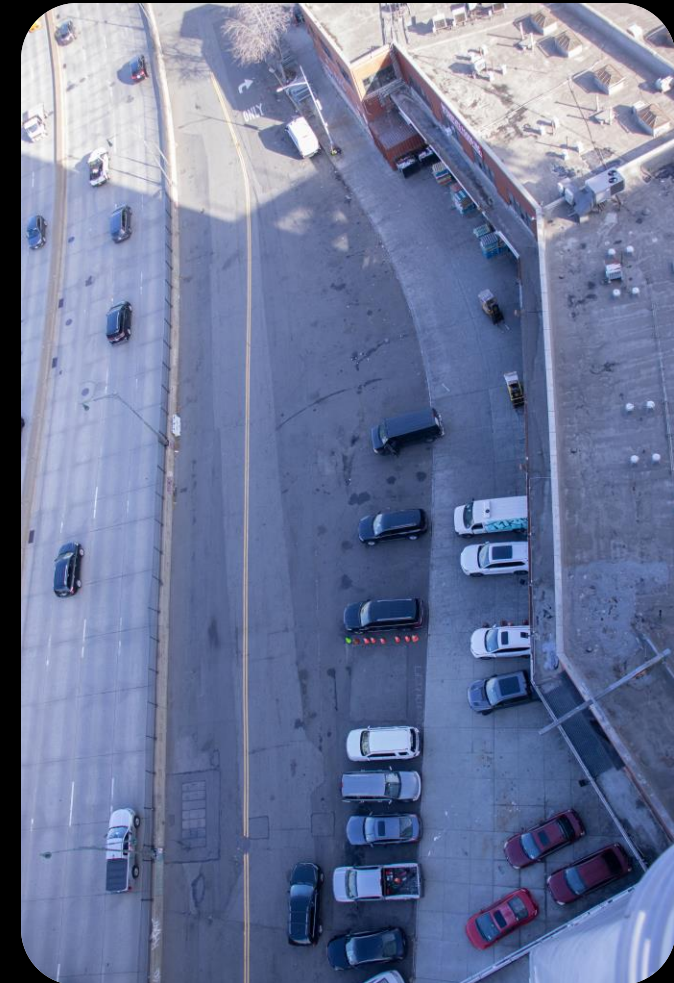
Key Questions

1. What improvements would enhance the vibrancy and activation along 10th Ave?
2. How can this corridor be better connected to and integrated with the rest of the neighborhood?
3. How do you see 10th Ave functioning?

Current conditions along 10th Ave.



Source: Google Streetview



DESIGN

What elements of the surrounding context should the building take architectural cues from?



RESIDENTIAL DESIGN

What makes a building iconic?



RESIDENTIAL DESIGN

What sustainability/resiliency measures or goals would you like to see?

CERTIFICATION GOALS



MEASURES



Solar Panels

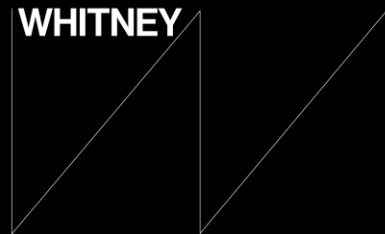


Green Roof



For More Information

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



HIGH LINE