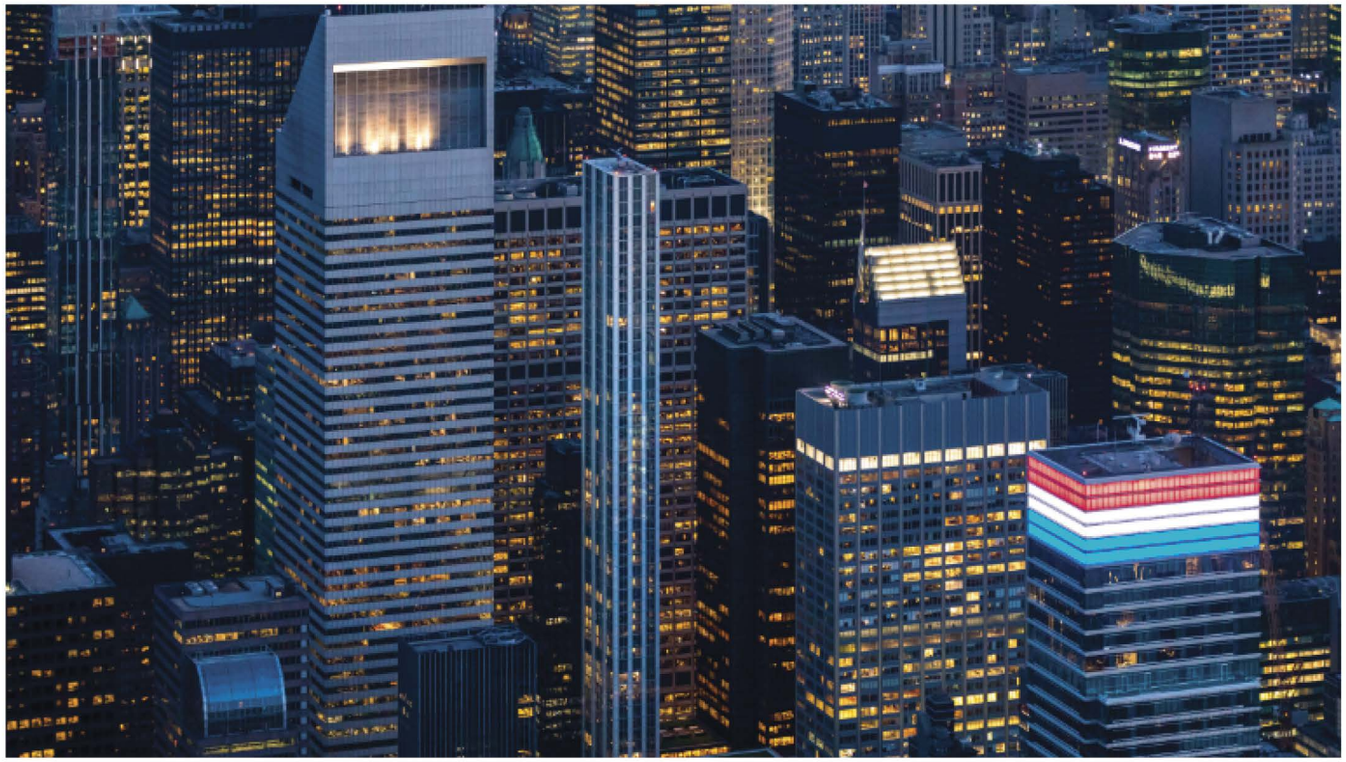
MIXED-HOUSING IN MIDTOWN

Erik Hoekstra

200131
P5.0 Presentation

INTRODUCTION


Is it a bird?... Is it a plane?....
It's a Penthouse!



Foster + Partners' skinny New York skyscraper rises beside Seagram Building

source: dezeen.com

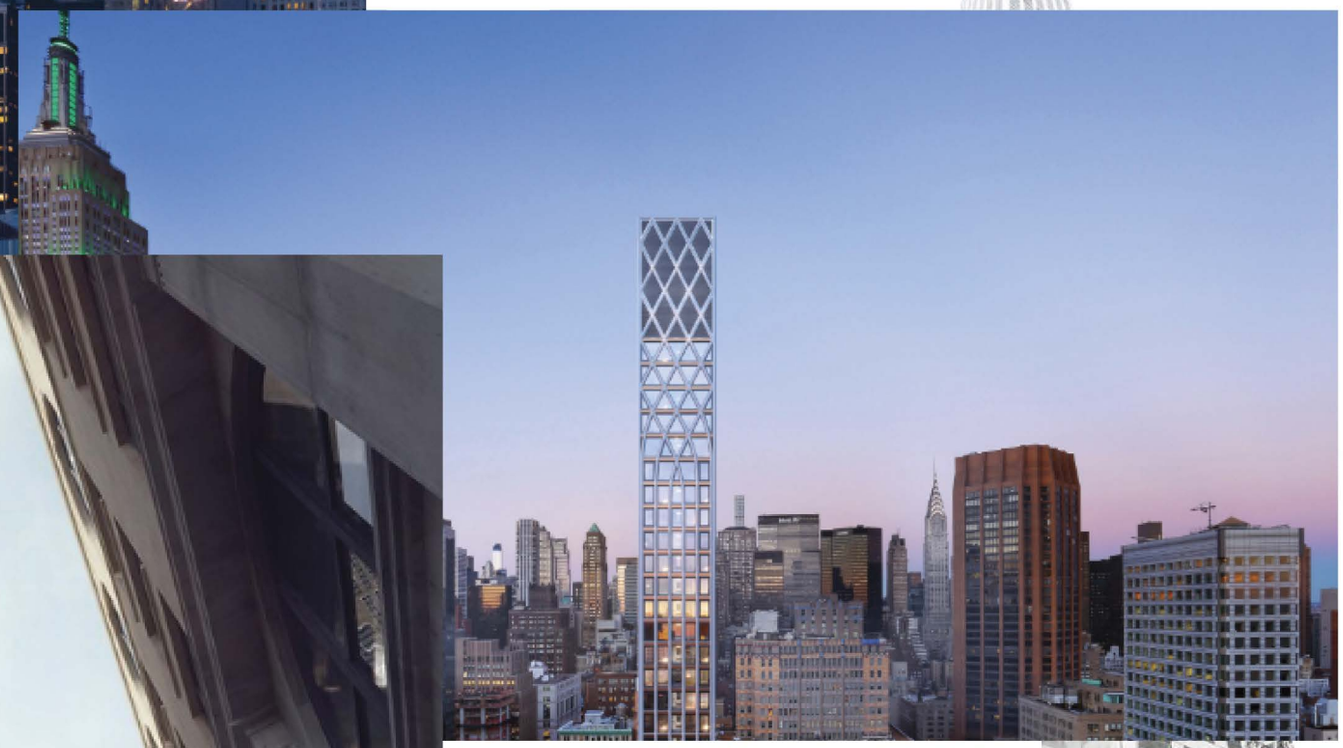
Foster + Partners' skinny New York skyscraper rise
Building

Morris Adjmi designs skyscraper with lancet windows for New York City

Foster
Building

MAD Designs Slender Skyscraper to Soften New York City's Skyline

source: archdaily.com



skyscraper with lancet windows for New York

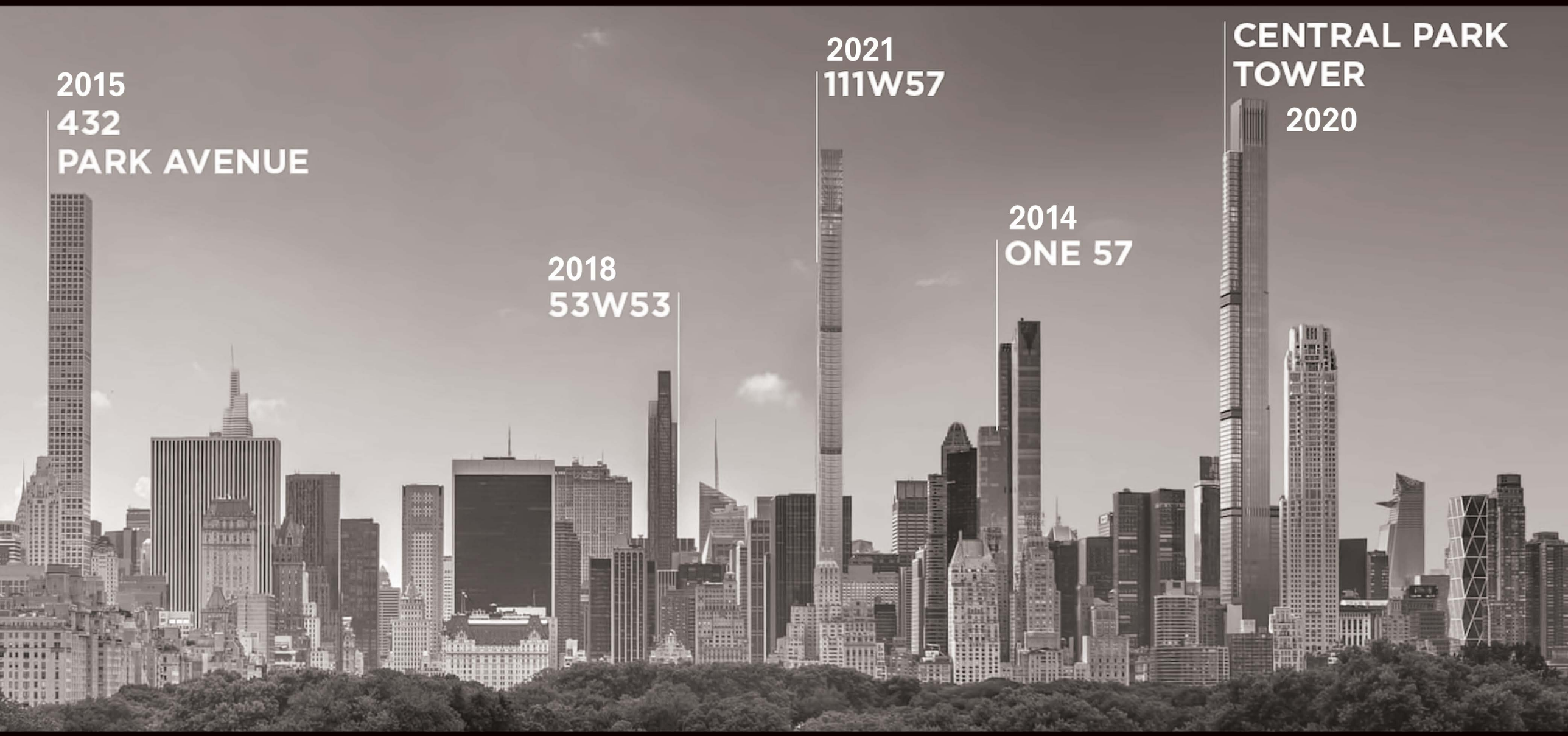
Super-tall, super-skinny, super-expensive: the 'pencil towers' of New York's super-rich

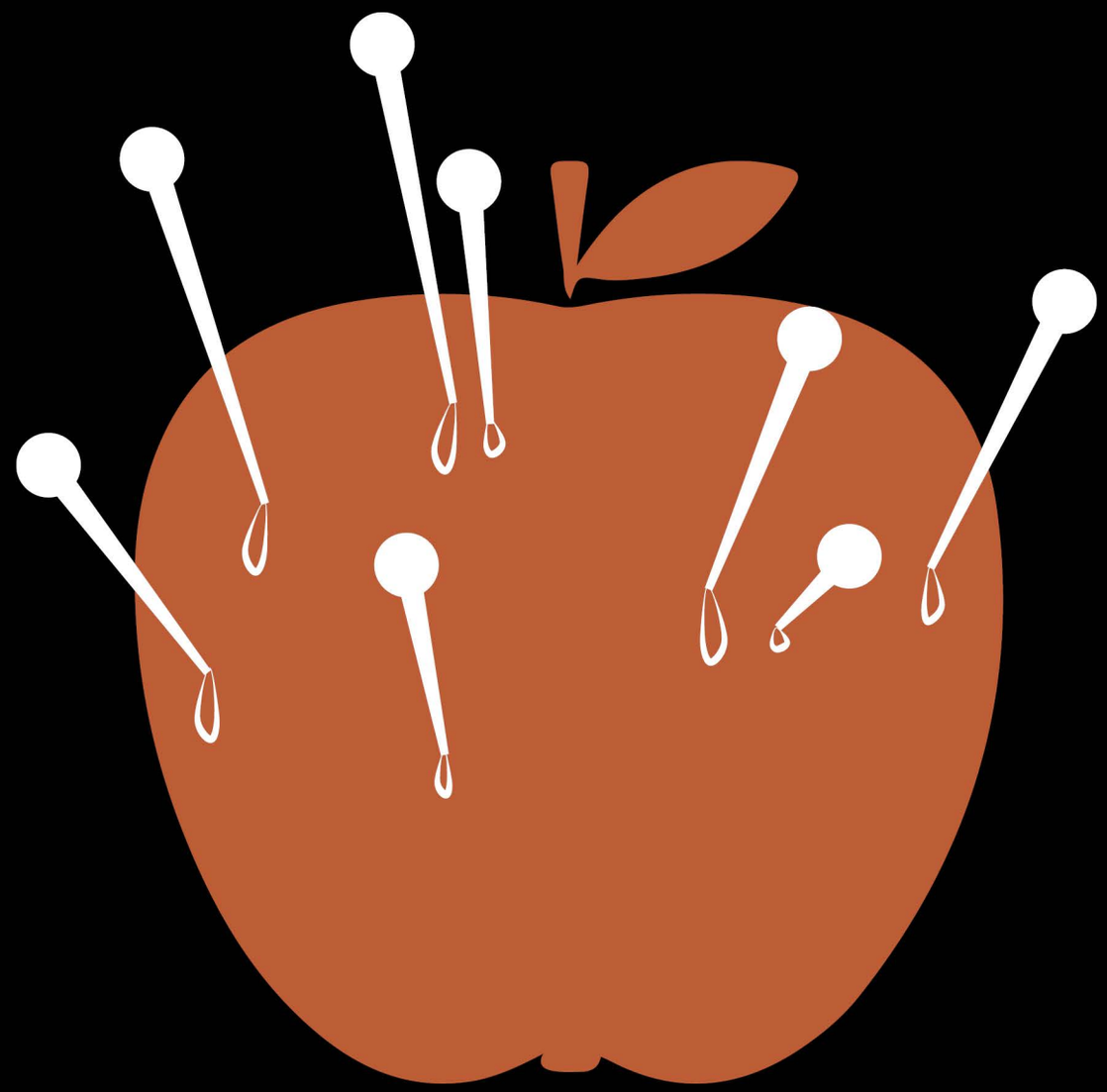
Foster
Building

ork

MAD Designs Slender Skyscraper to Soften New York City's Skyline

source: archdaily.com


2015
432
PARK AVENUE
2018
53W53
2021
111W57
2014
ONE 57
CENTRAL PARK
TOWER
2020



IS THIS CHANGE CONTINUING TO GROW?

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WHAT ABOUT THE AVERAGE HOUSHOLD IN MANHATTAN?

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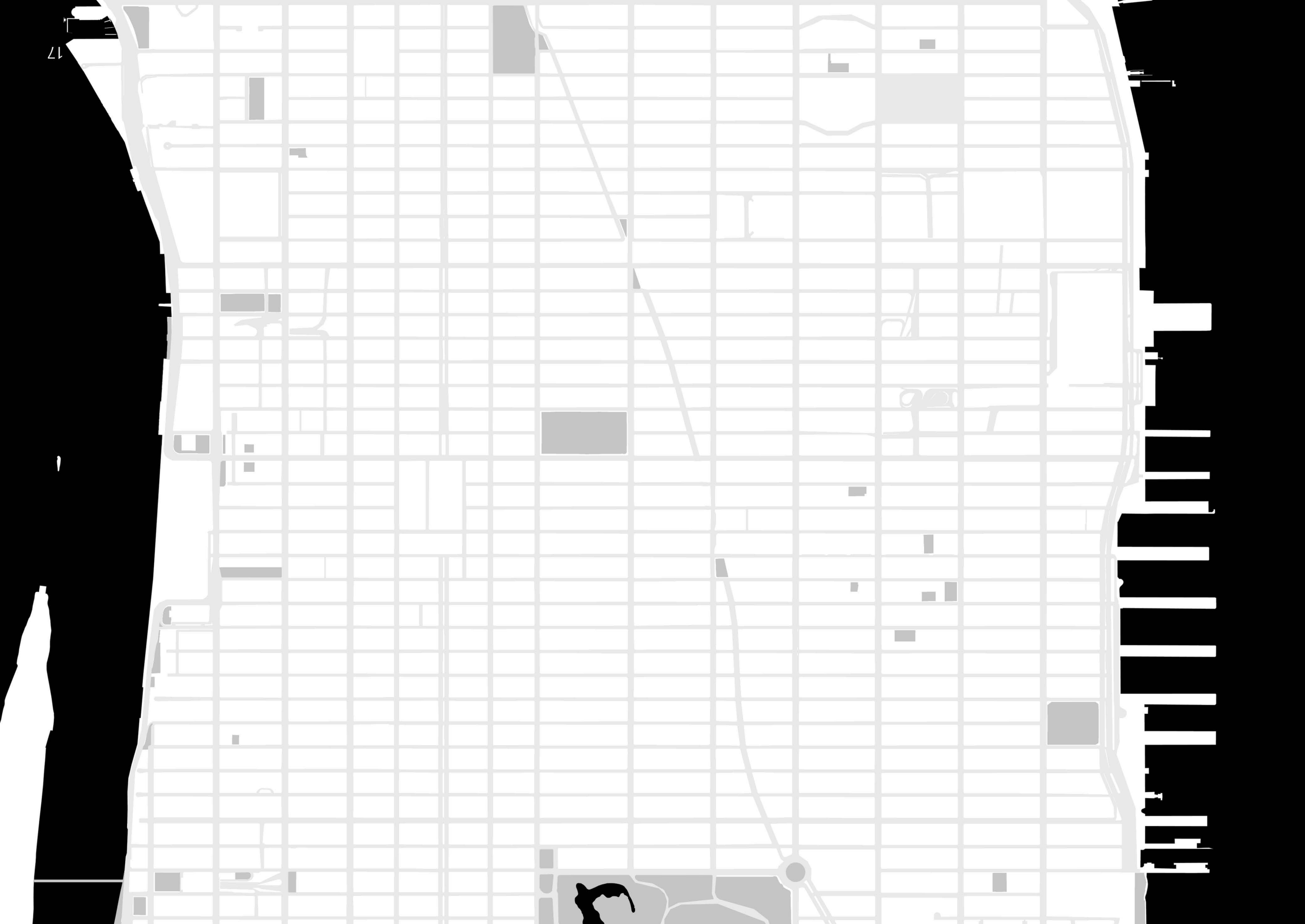
HOW TO IMPLEMENT THE INCREASING TREND TO LUXURY?

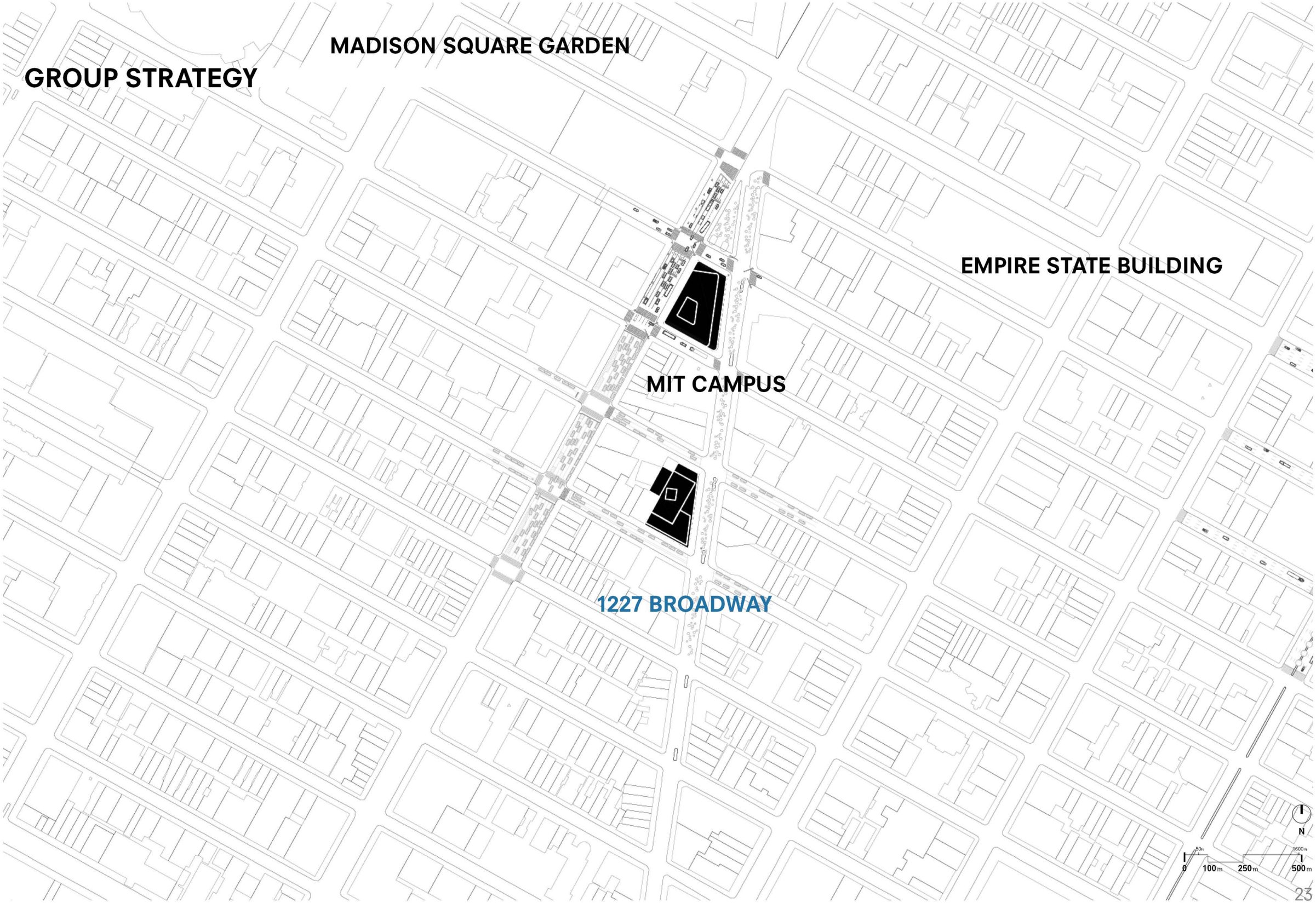


HOW TO MAKE AFFORDABLE HOUSING ON EXPENSIVE LAND?

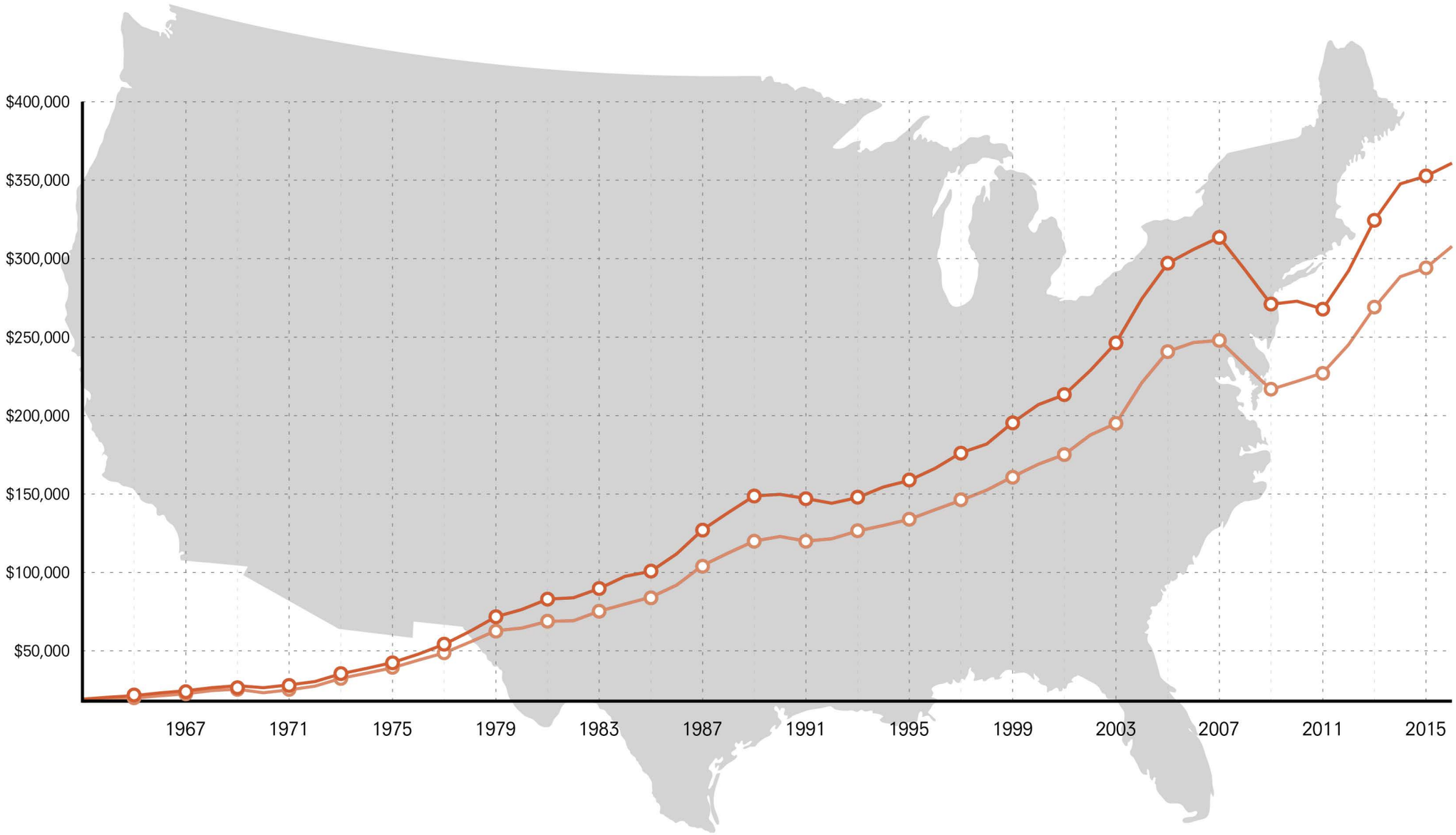
GROUP STRATEGY

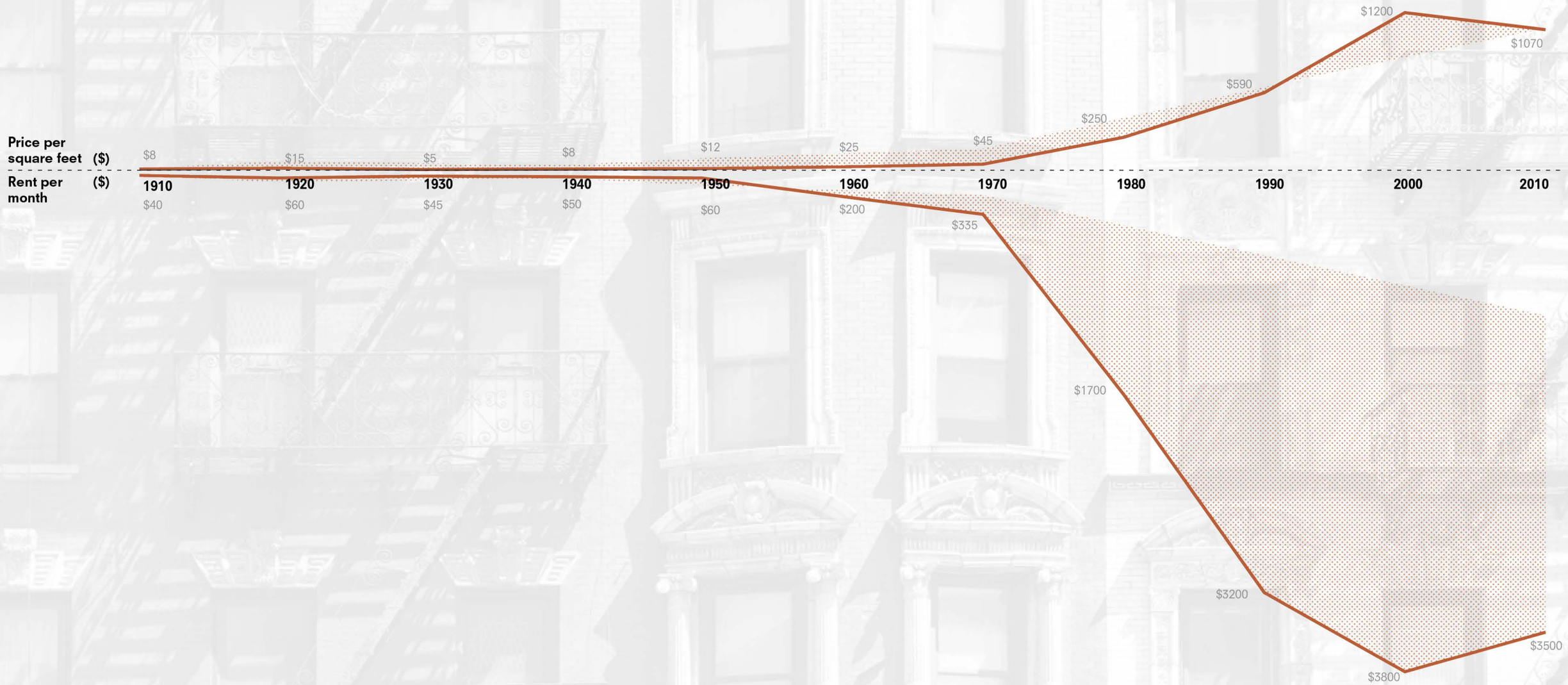
GROUP STRATEGY

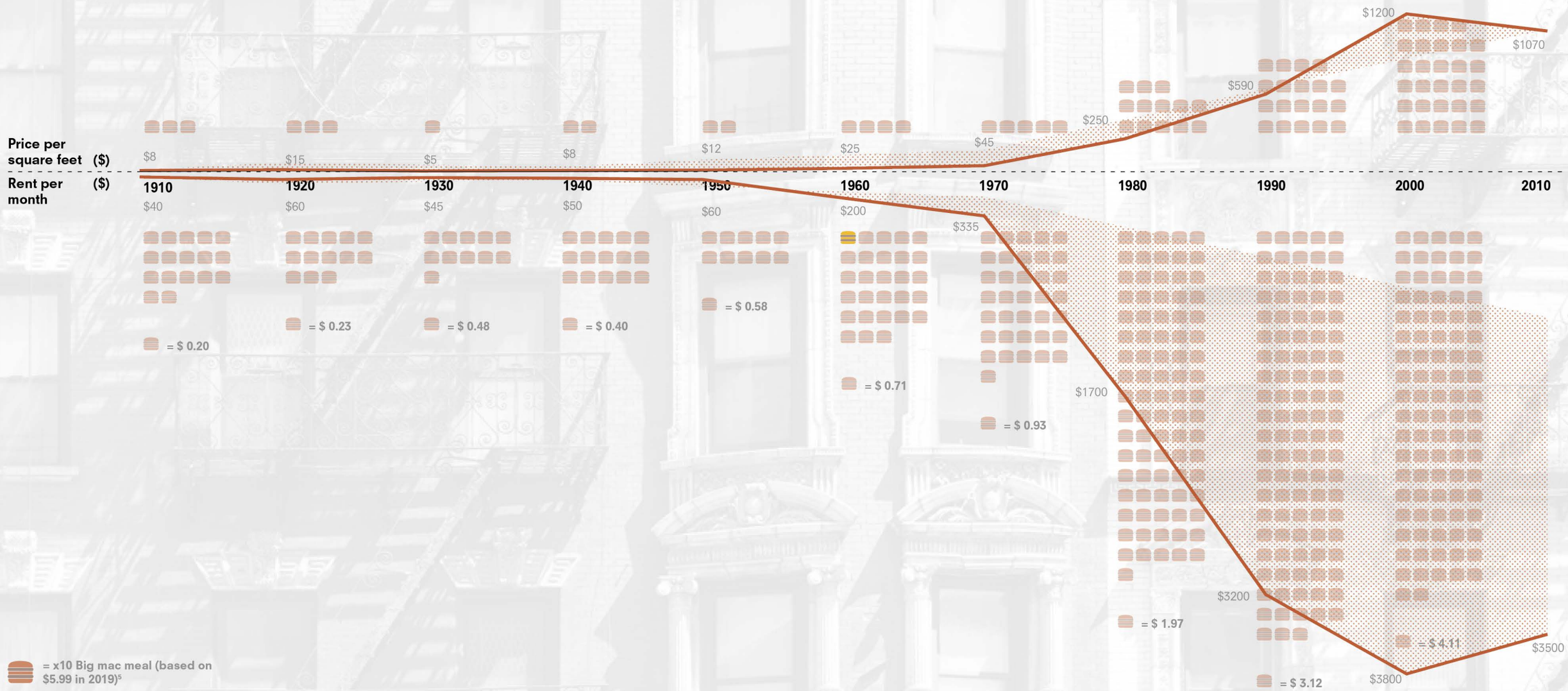
GROUP STRATEGY



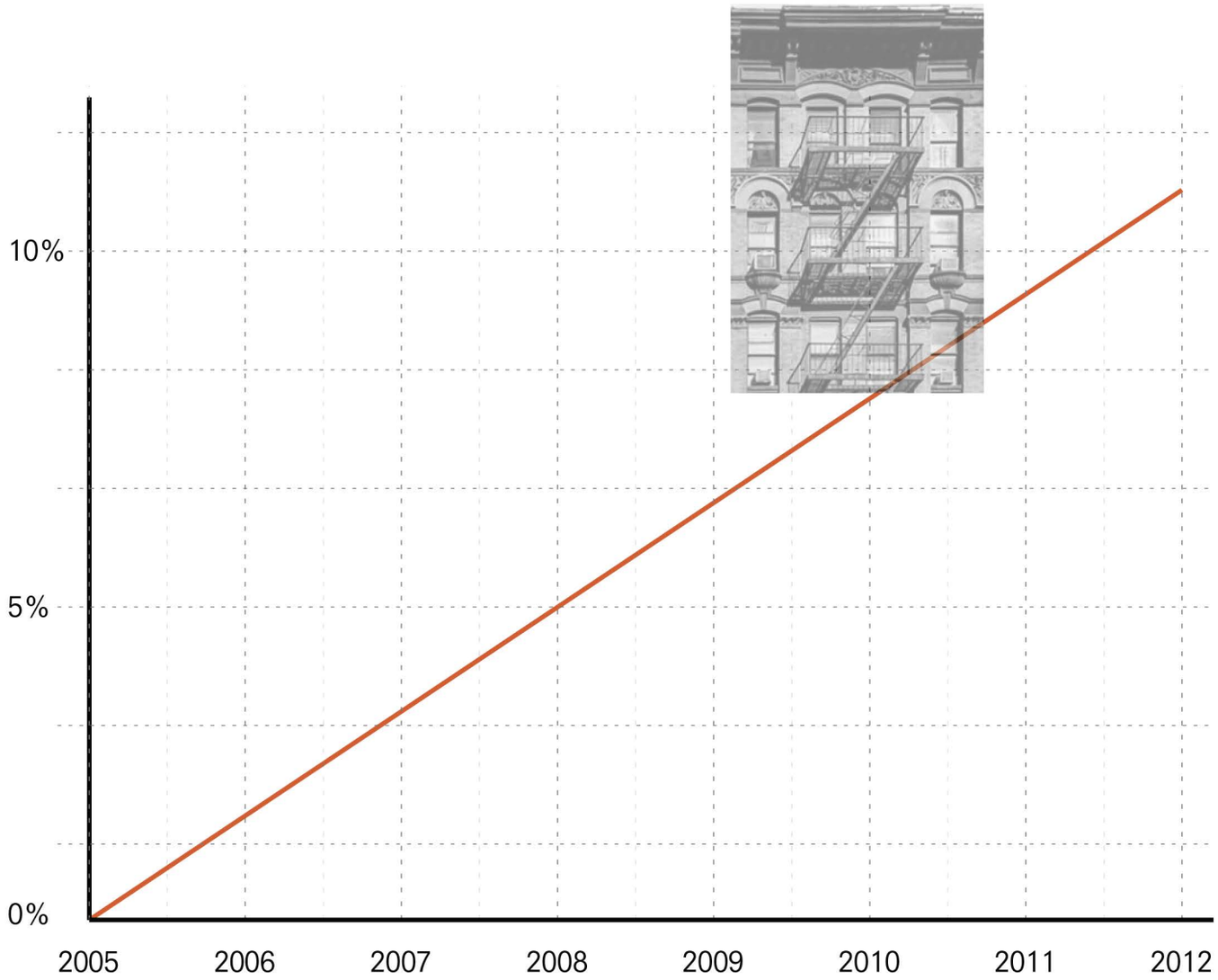
EXPLORE

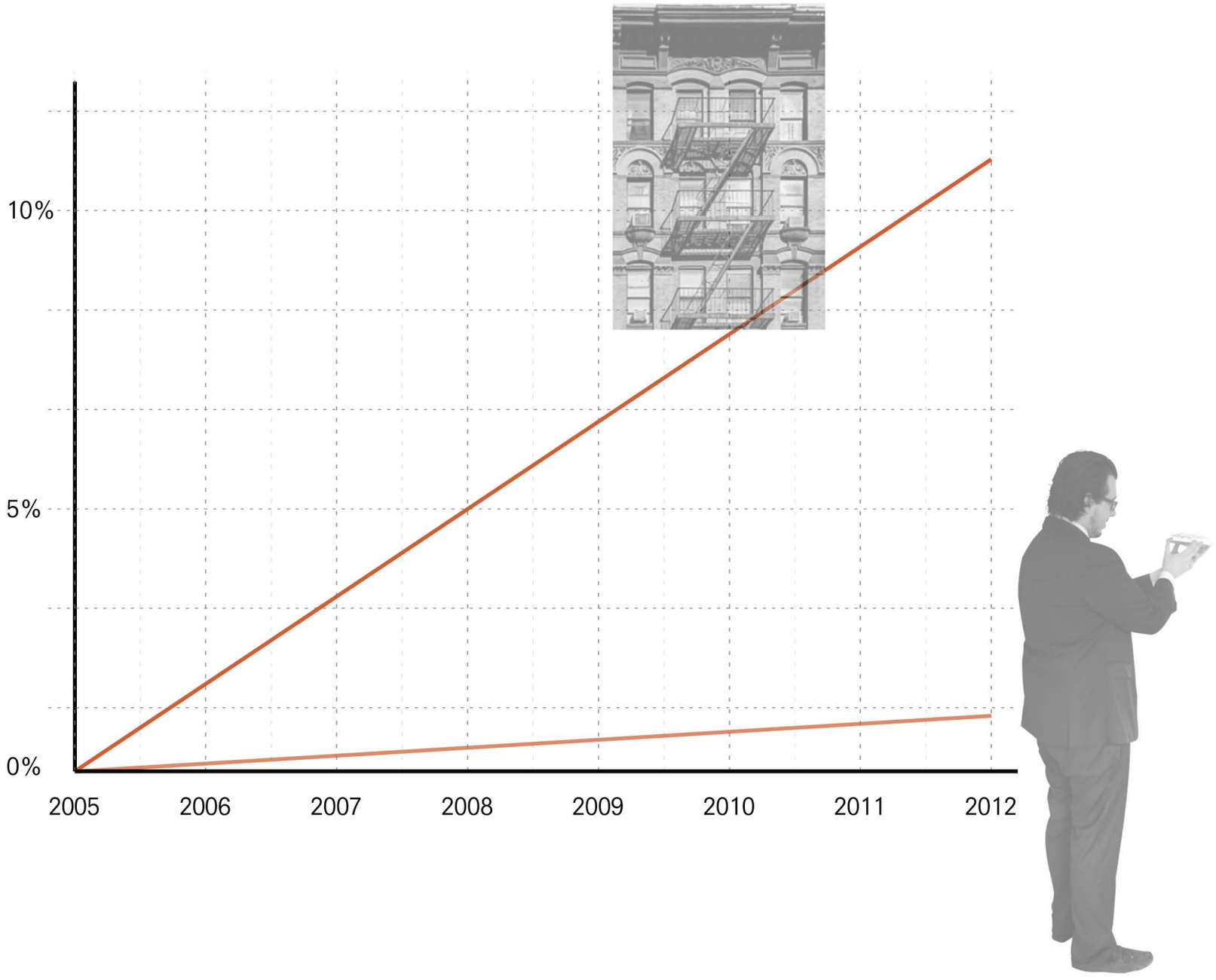

$400,000
$350,000
$300,000
$250,000
$200,000
$150,000
$100,000
$50,000
1967
1971
1975
1979
1983
1987
1991
1995
1999
2003
2007
2011
2015

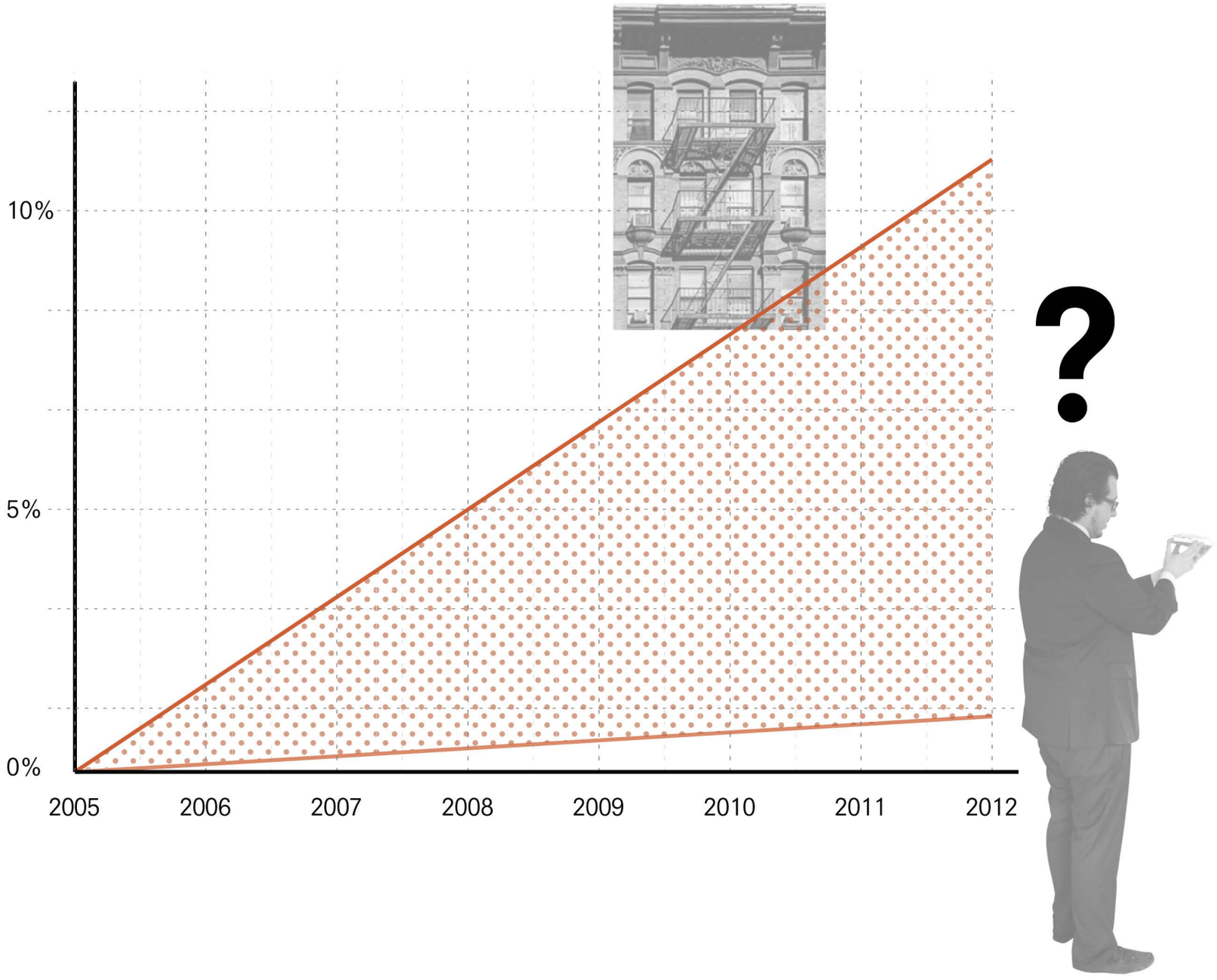

Price per square feet ($)
Rent per month ($)
1910
1920
1930
1940
1950
1960
1970
1980
1990
2000
2010
$8
$15
$5
$8
$12
$25
$45
$250
$590
$1200
$1070
$40
$60
$45
$50
$60
$200
$335
$1700
$3200
$3800
$3500

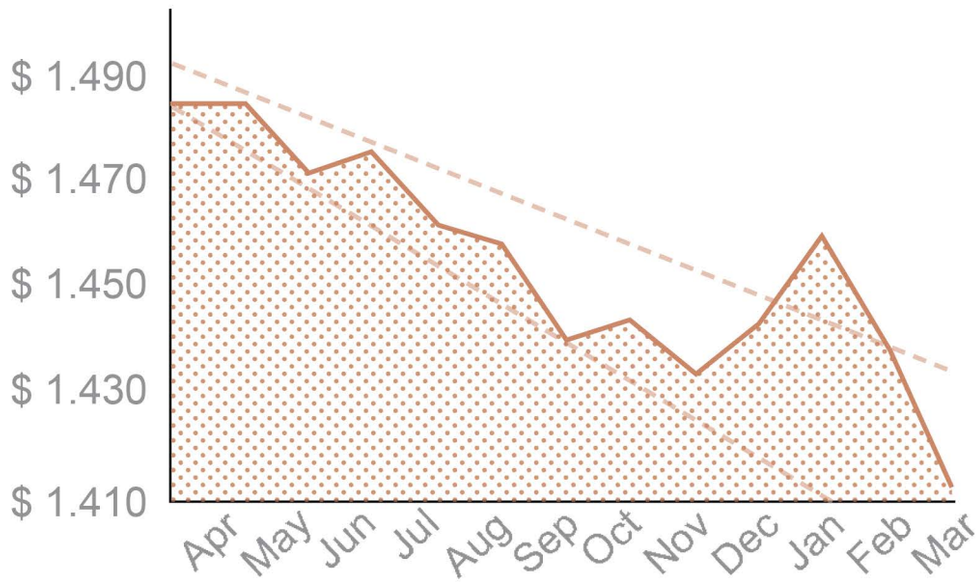


[5] US Inflation Calculator. (2019). US Inflation Calculator. [online] Available at: https://www.usinflationcalculator.com/ [Accessed 22 Apr. 2019].
[6] Milller, J. (2019). Change is the Constant in a Century of New York City Real Estate. [image] Available at: https://www.millersamuel.com/files/2012/10/DE100yearsNYC.pdf [Accessed 22 Apr. 2019].

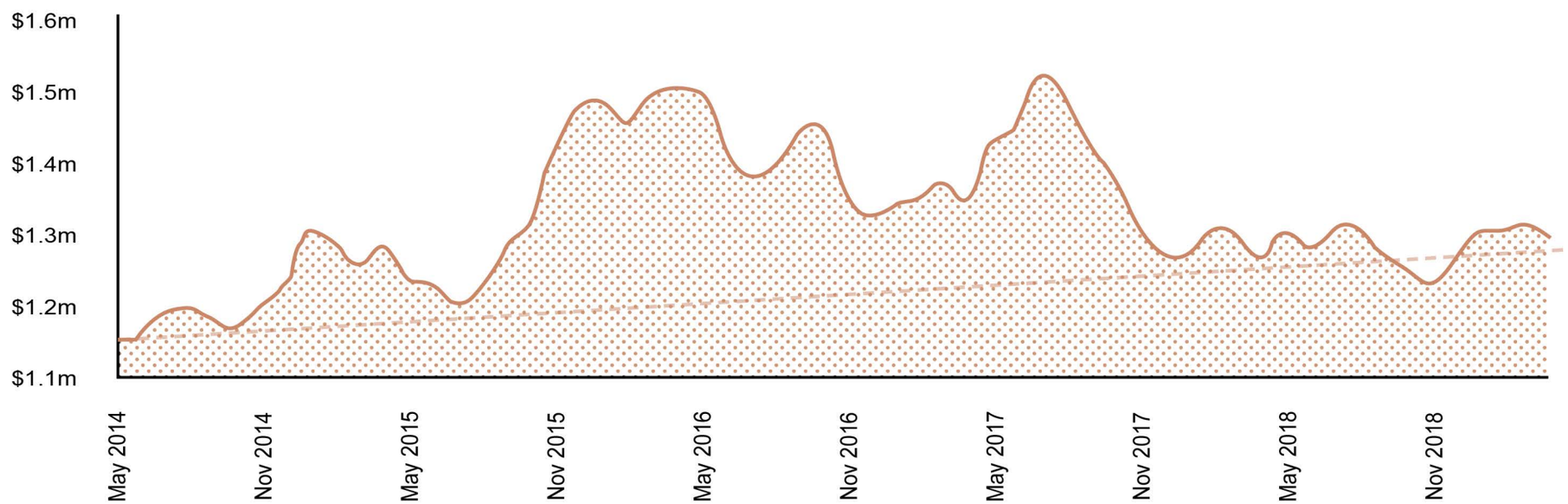

10%
5%
0%
2005
2006
2007
2008
2009
2010
2011
2012


10%
5%
0%
2005
2006
2007
2008
2009
2010
2011
2012

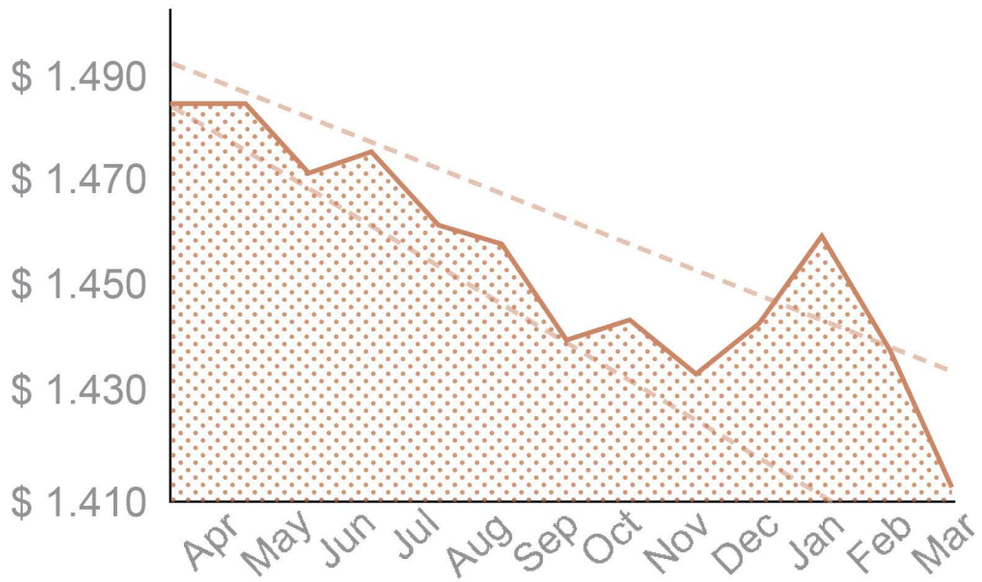

10%
5%
0%
2005
2006
2007
2008
2009
2010
2011
2012
?



PRICES PER SQUARE FEET (PPSF)



MEDIAN CONDO VALUE



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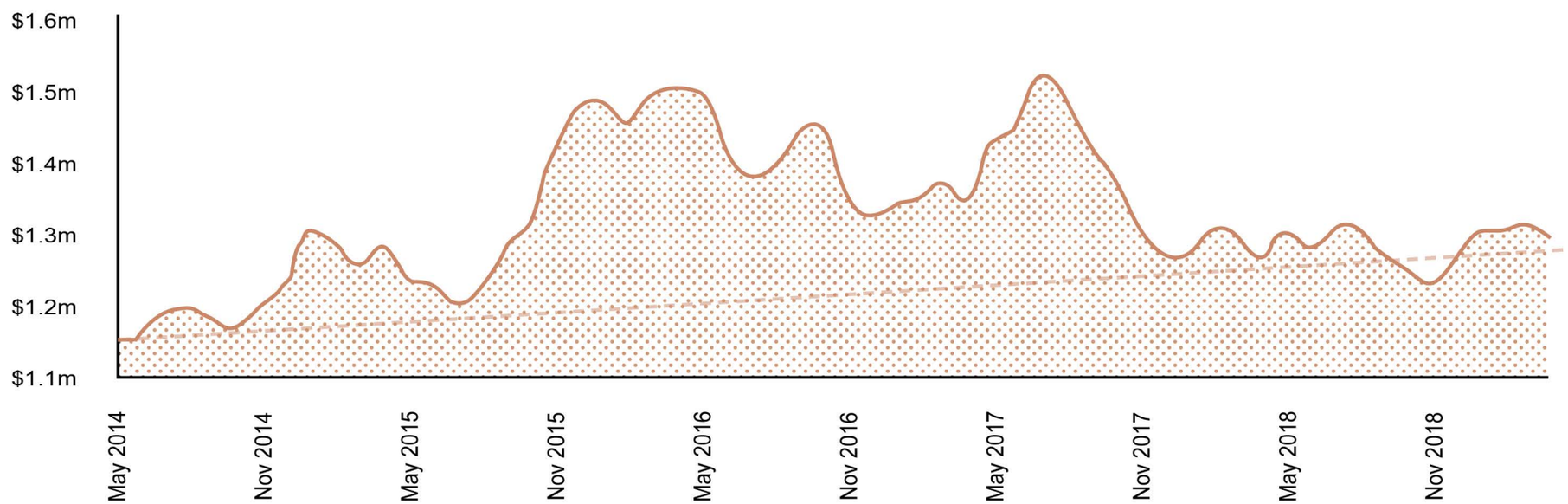


MEDIAN CONDO VALUE

Manhattan Real Estate Slows After Years of Record Activity

"It's like we came off the autobahn: It feels very slow relative to the last three to four year years, but historically it's not."

(source: nytimes.com)

Manhattan Real Estate Slows After Years of Record Activity

"It's like we came off the autobahn: It feels very slow relative to the last three to four year years, but historical

Manhattan's real estate market ends 2018 in 'reset mode'

Prices are cooling off, inventory is up, and buyers have the advantage

(source: ny.curbed.com)

Manhattan Real Estate Slows After Years of Record Activity

"It's like we came off the autobahn: It feels very slow relative to the last three to four year years, but historical

Manhattan's real estate market ends 2018 in 'reset mode'

(source: ny.curbed.com)

The market for $25M+ properties in NYC is booming

The share of apartments selling for $25 million and above has risen by 50 percent since 2015

(source: ny.curbed.com)

WHAT ABOUT THE AVERAGE HOUSHOLD IN MANHATTAN?

AFFORDABLE - MIDTOWN

Median income

$107.861,-

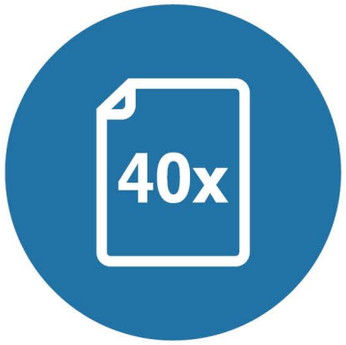
PER YEAR

AFFORDABLE - MIDTOWN

Median income

$107.861,-

PER YEAR



Rent agreement:

MAX 30%

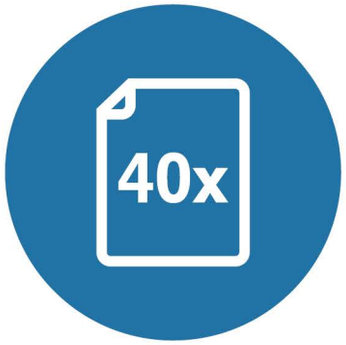
OF INCOME

AFFORDABLE - MIDTOWN

Median income

$107.861,-

PER YEAR



Rent agreement:

MAX 30%

OF INCOME

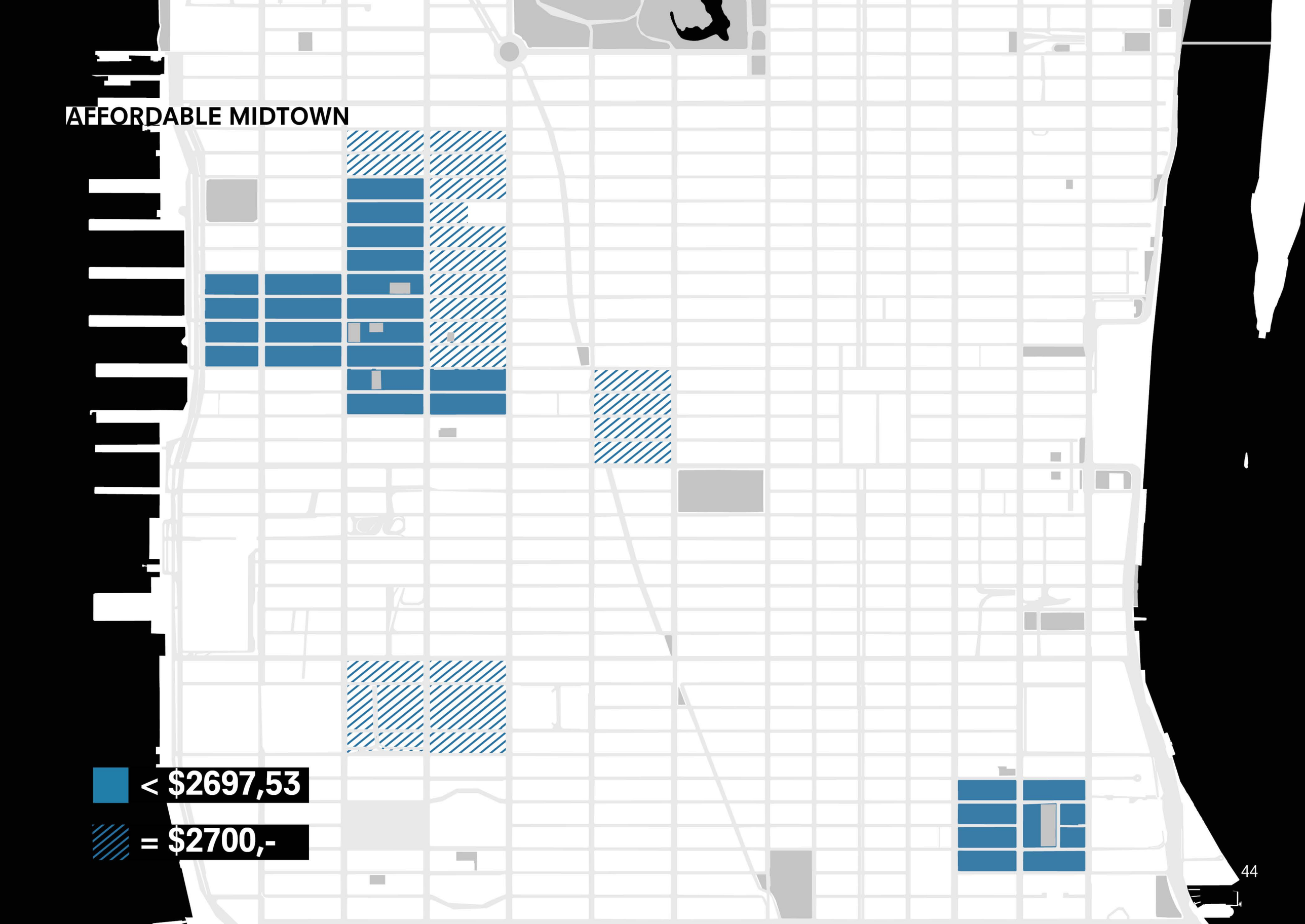
MAX Rent:

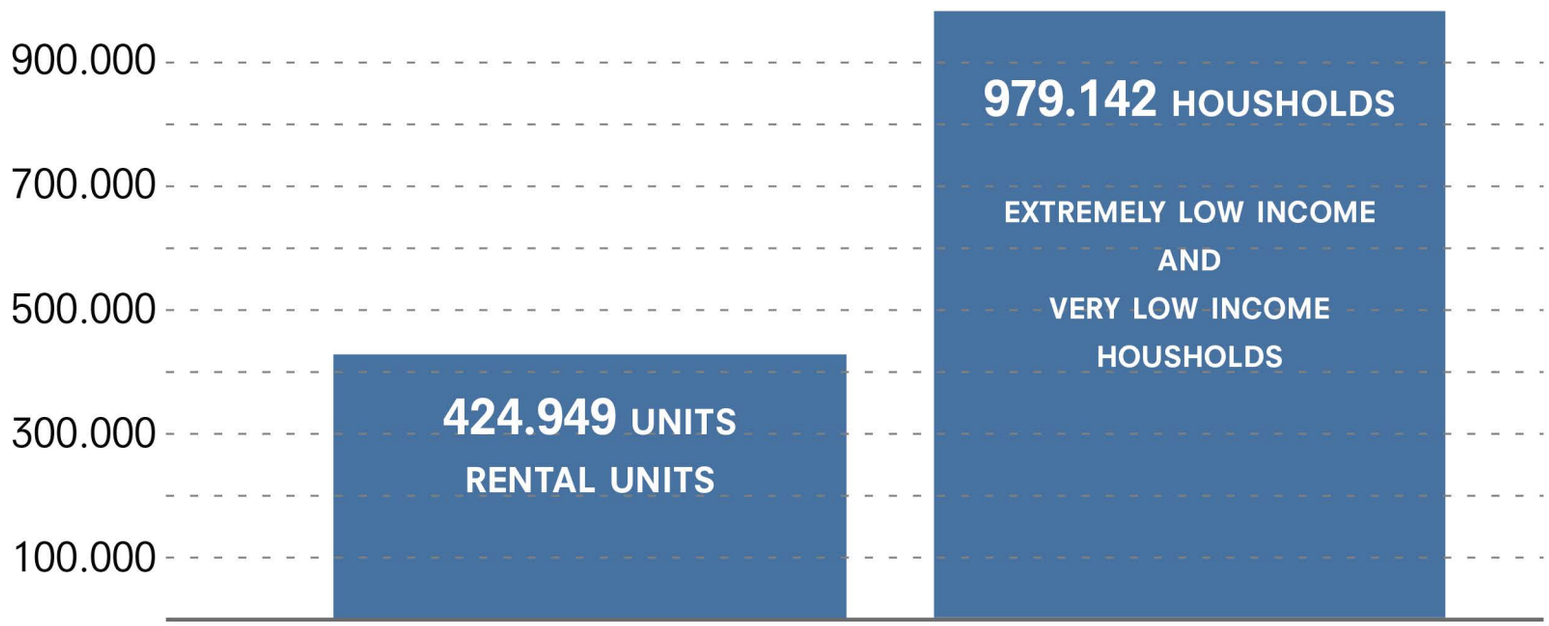
$32.358,30

PER YEAR

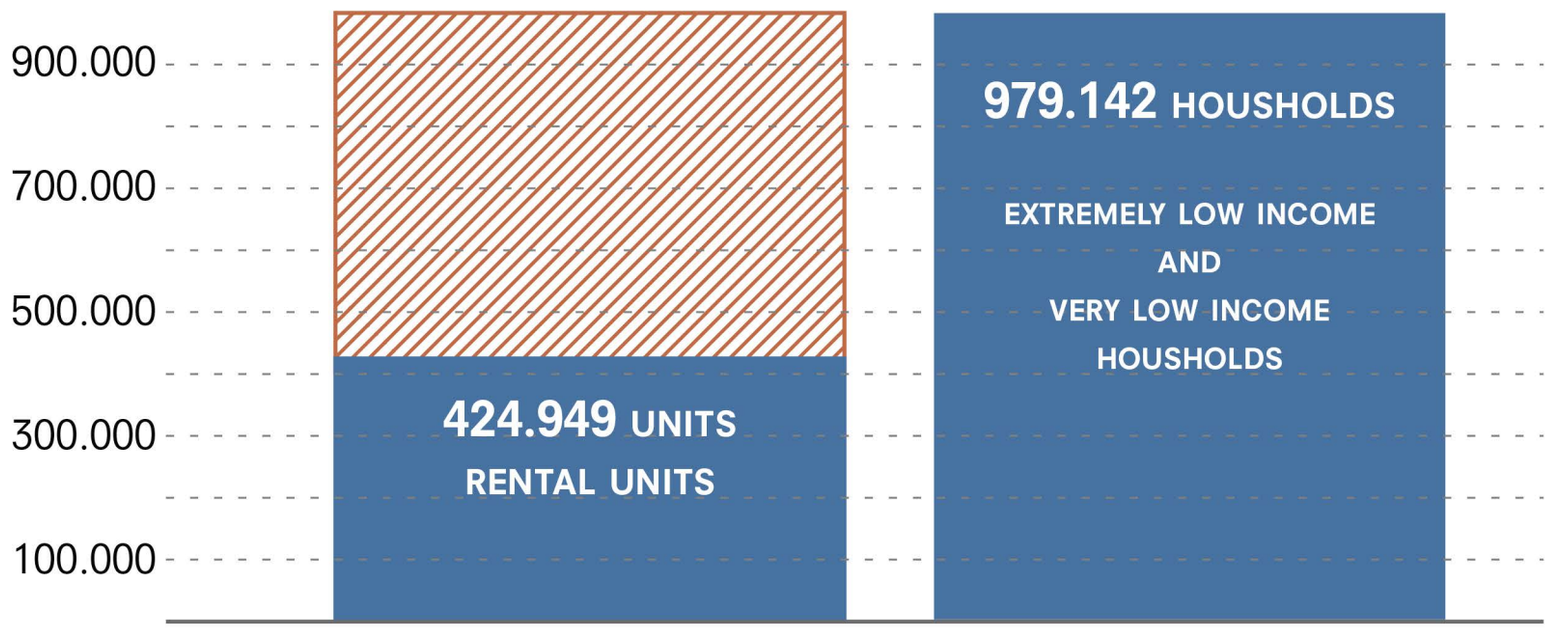
$2697,53

PER MONTH


AFFORDABLE MIDTOWN
< $2697,53
= $2700,-



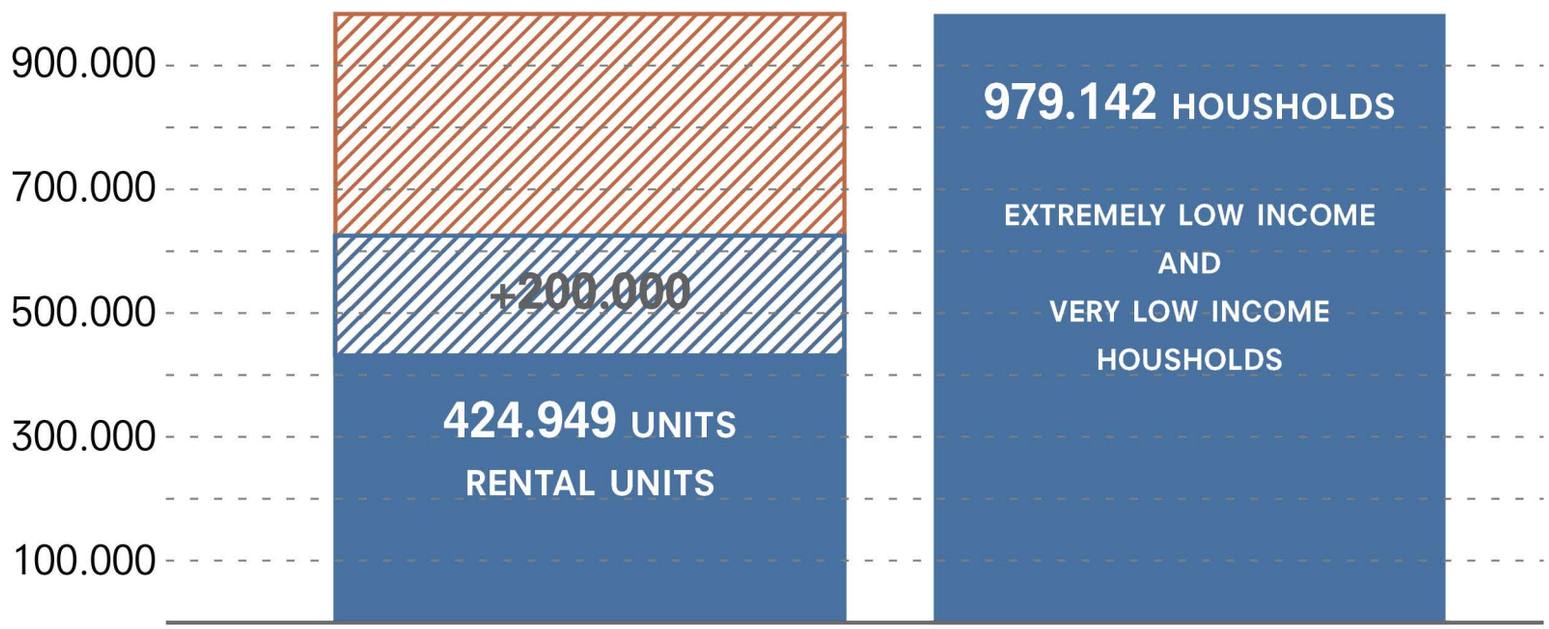
AFFORDABILITY HOUSHOLDS NYC



AFFORDABILITY HOUSHOLDS NYC

"Mayor Bill de Blasio has devised a bold, five-borough housing plan that will create and preserve 200,000 units of affordable housing for approximately 500,000 New Yorkers over the next ten years."

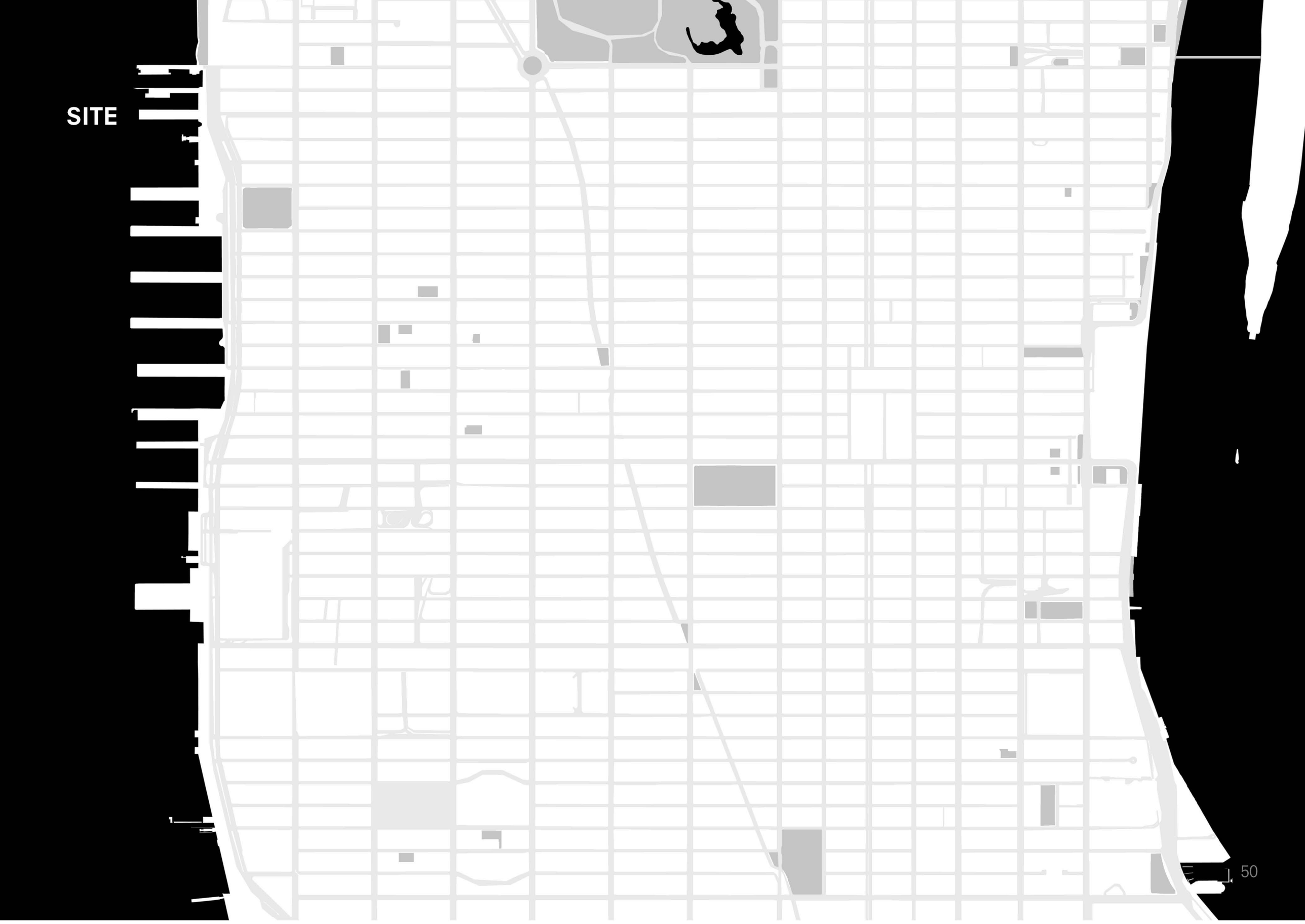
-A.Glen(2014)

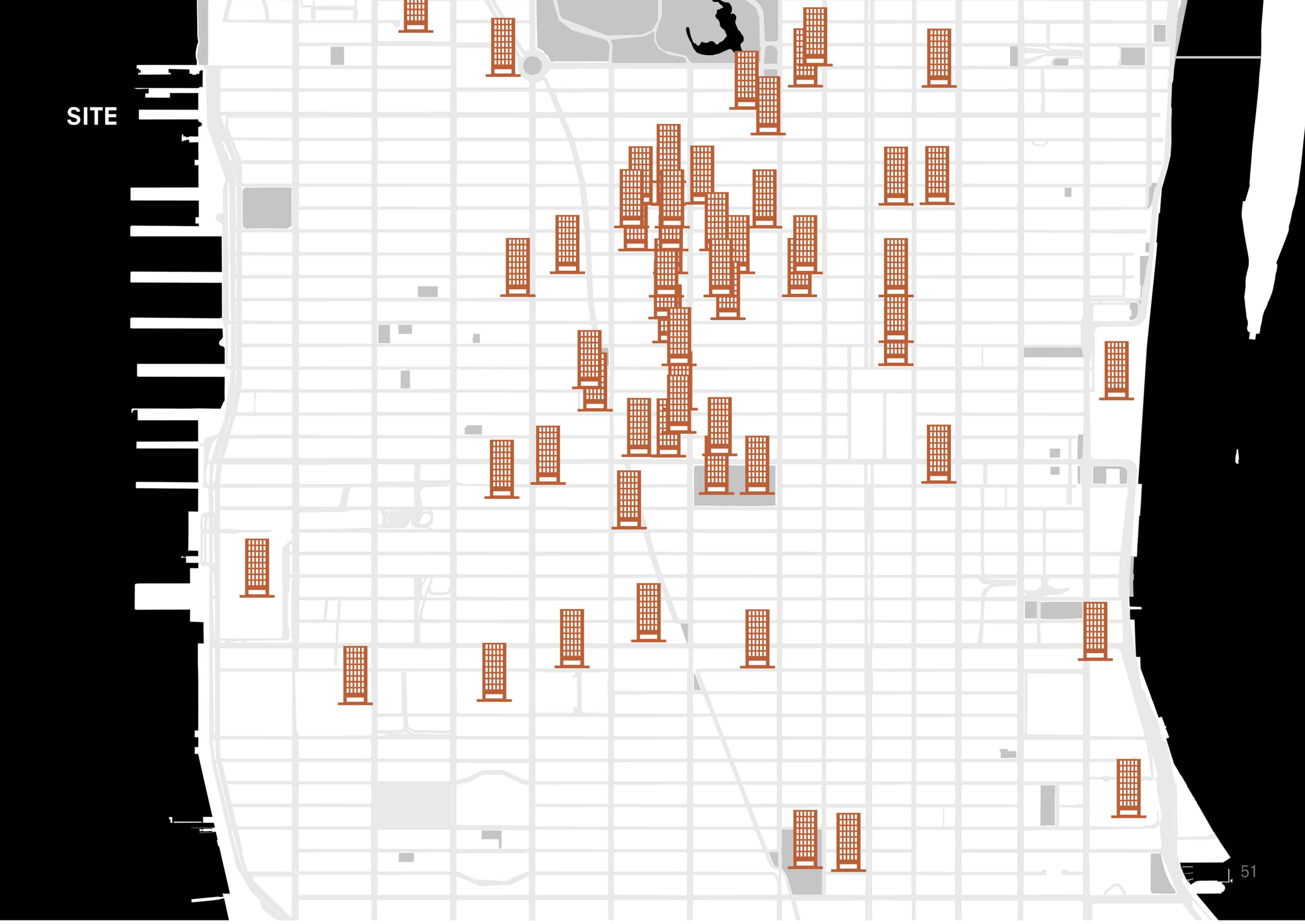


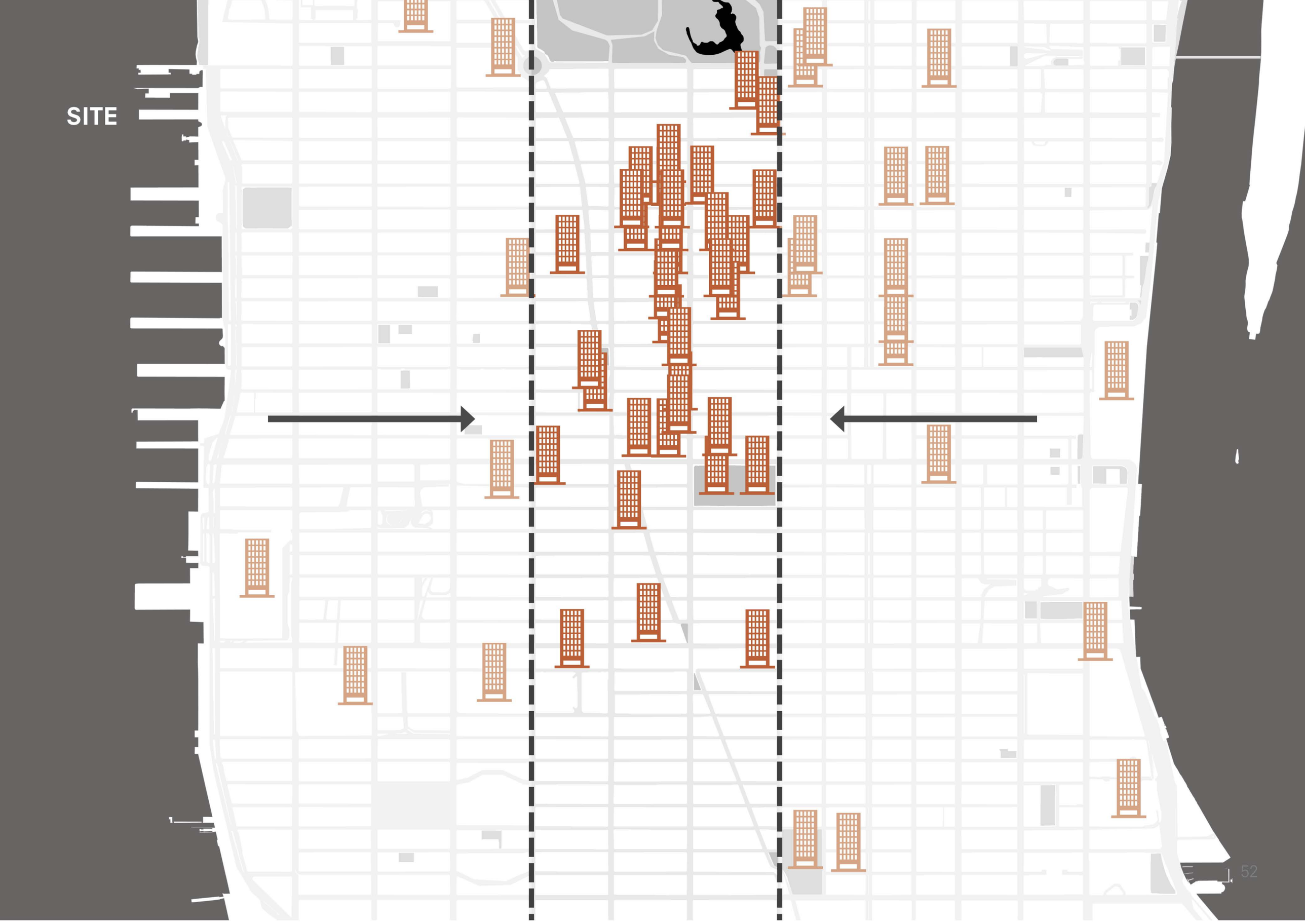
AFFORDABILITY HOUSHOLDS NYC

HOW TO MAKE AFFORDABLE HOUSING ON EXPENSIVE LAND?

CASE


SITE
50


SITE

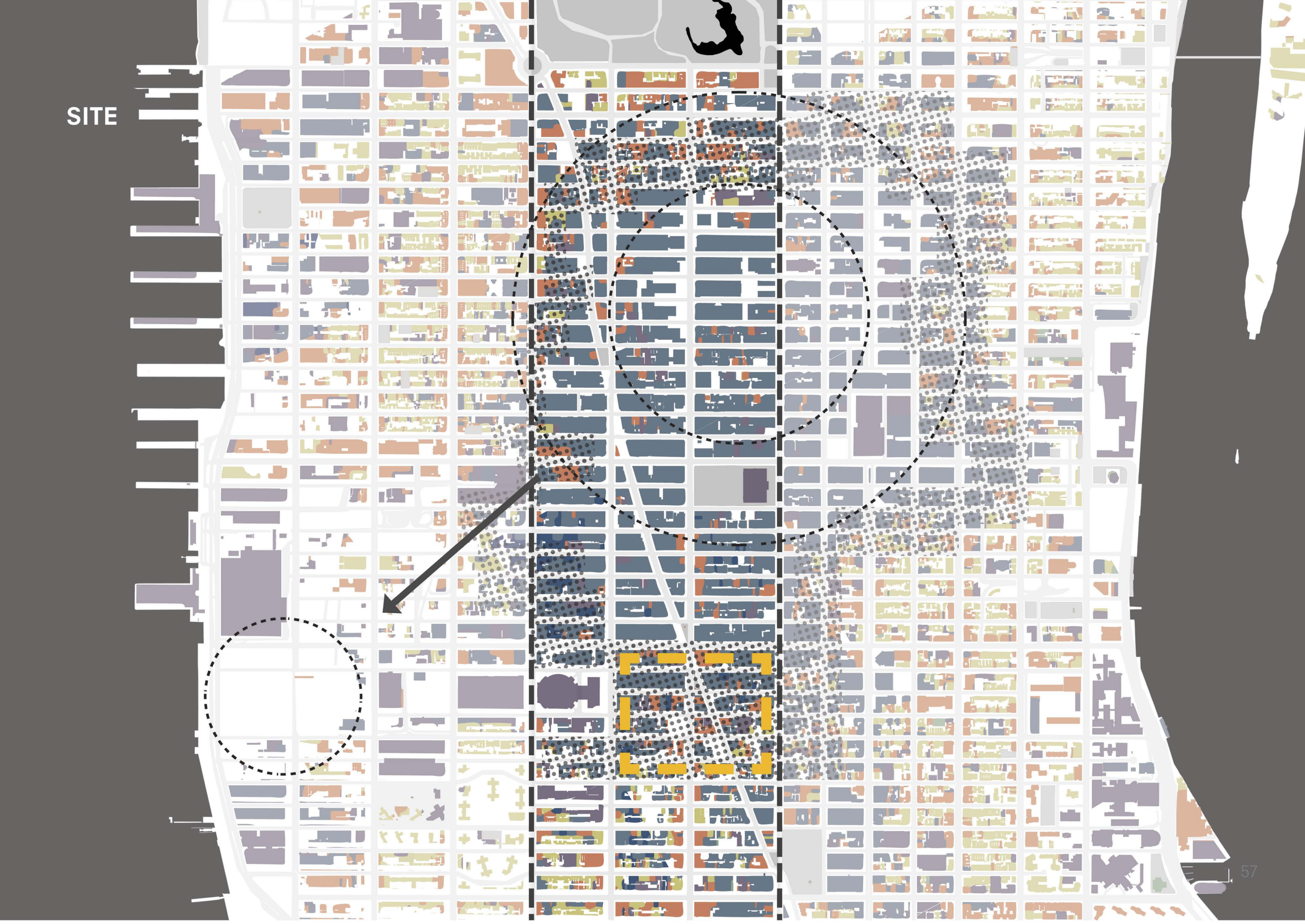

SITE

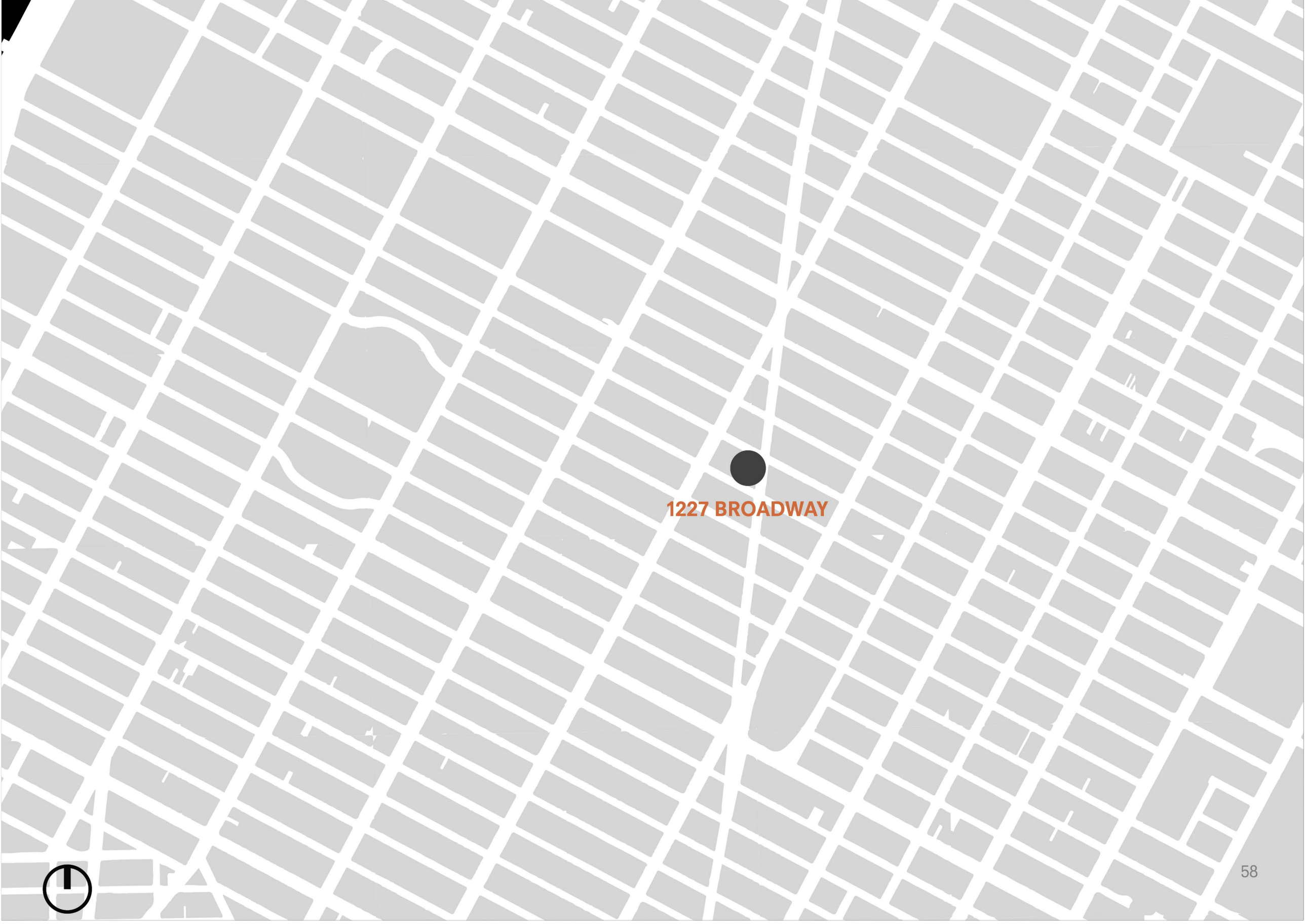

SITE


SITE

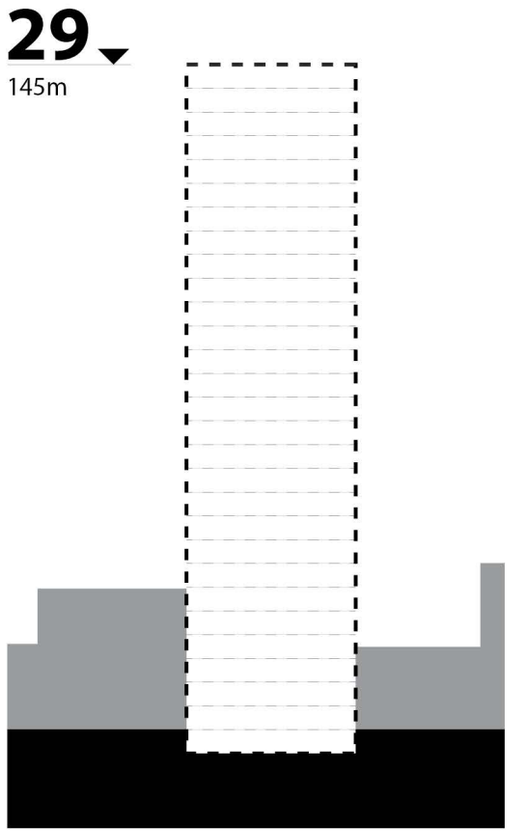

SITE


SITE


SITE


1227 BROADWAY

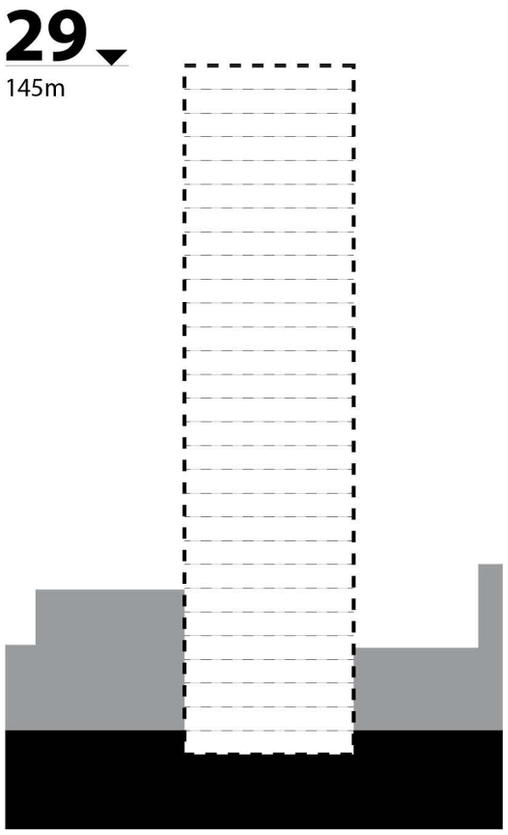
1227 BROADWAY CASE



2017:
PLAN

1227 BROADWAY CASE

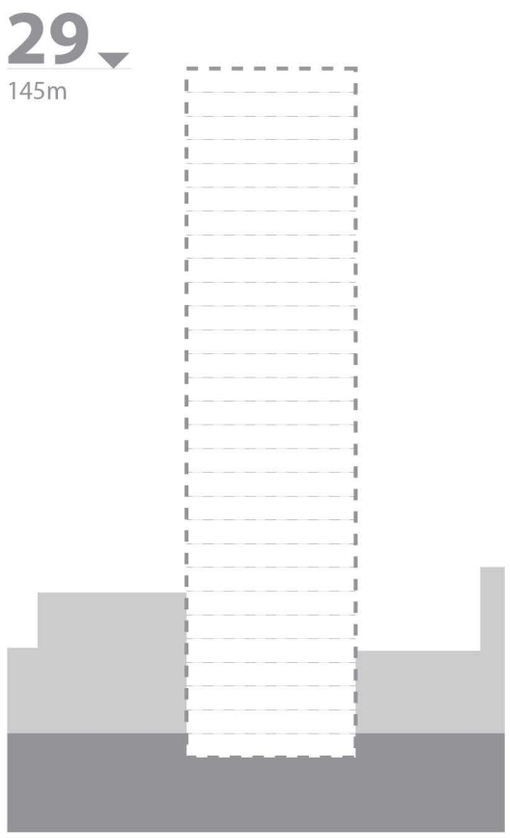
LAM GROUP



2017:
PLAN

1227 BROADWAY CASE

LAM GROUP



2017:
PLAN

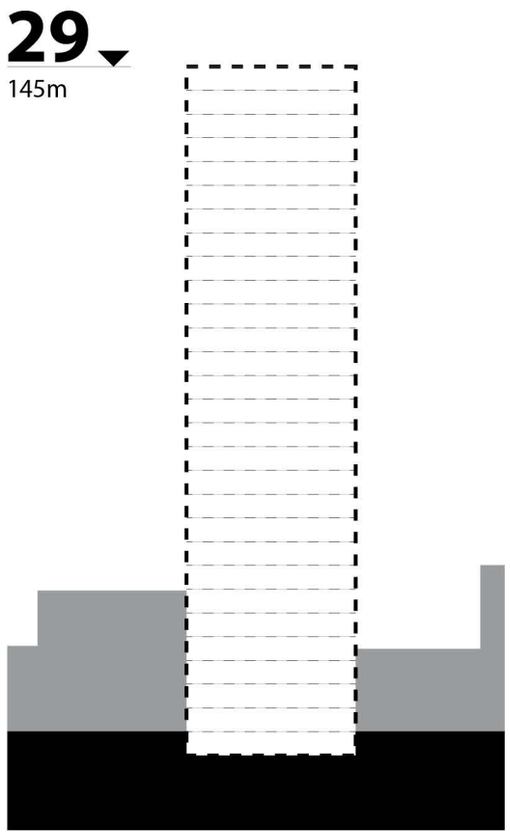
+ 8 FAR
(SOLELY FOR
AFFORDABLE
HOUSING)

ONLY WHEN 50% OF
PLANNED FAR ALREADY
DESTINED FOR AFFORDABLE
HOUSING

2020:
INTRODUCING
AFFORDABLE HOUSING

1227 BROADWAY CASE

LAM GROUP



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PLAN

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2020:
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AFFORDABLE HOUSING

1227 BROADWAY CASE

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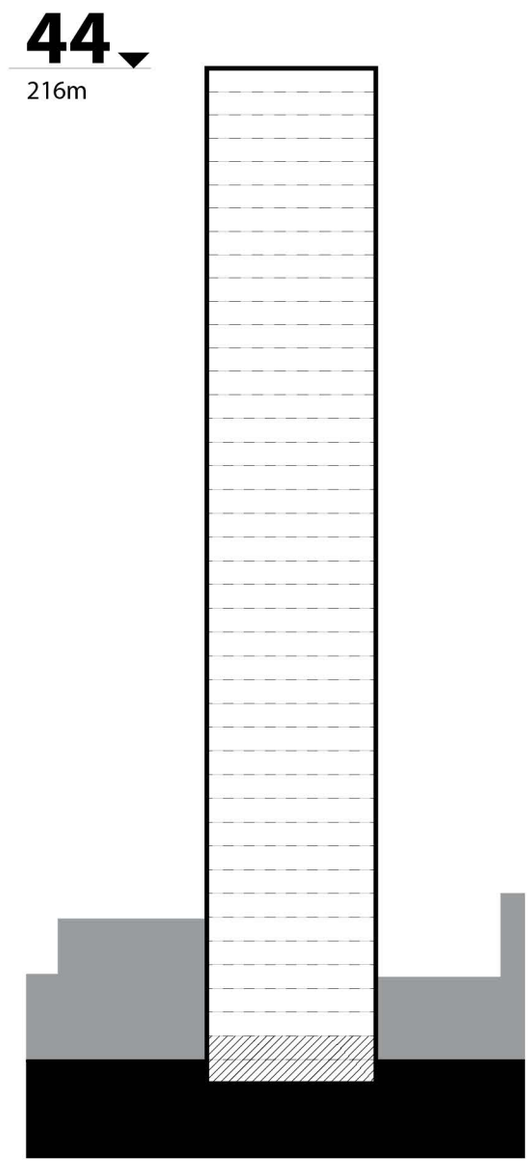


2020:
NEW PROPOSAL WITH
AFFORDABLE HOUSING

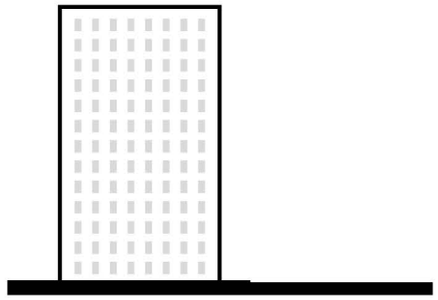
+ 8 FAR
(SOLELY FOR
AFFORDABLE
HOUSING)

ONLY WHEN 50% OF
PLANNED FAR ALREADY
DESTINED FOR AFFORDABLE
HOUSING

2020:
INTRODUCING
AFFORDABLE HOUSING

HOW TO MAKE AFFORDABLE HOUSING ON 1227 BROADWAY?

1227 BROADWAY CONCEPT



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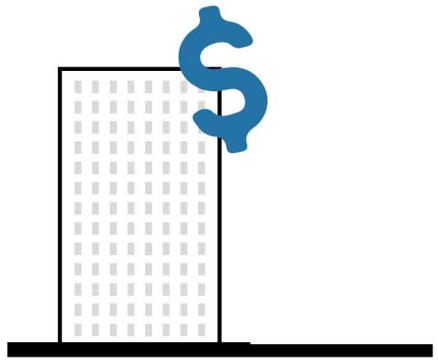
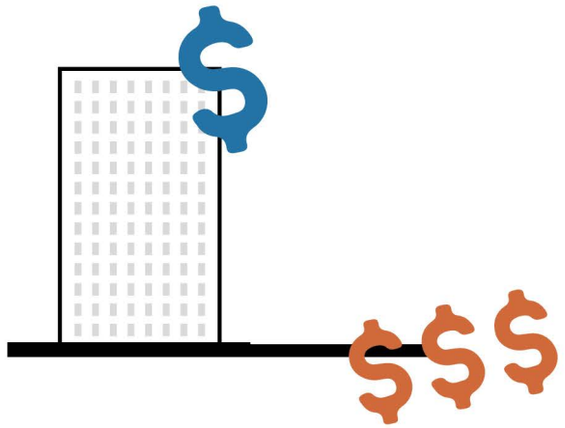
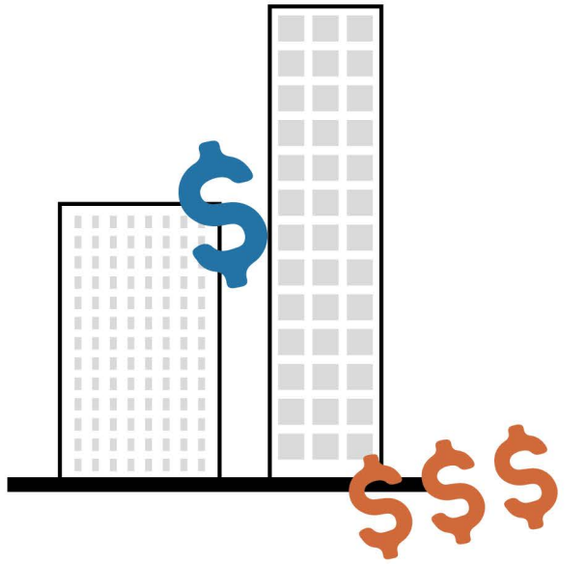


1227 BROADWAY CONCEPT

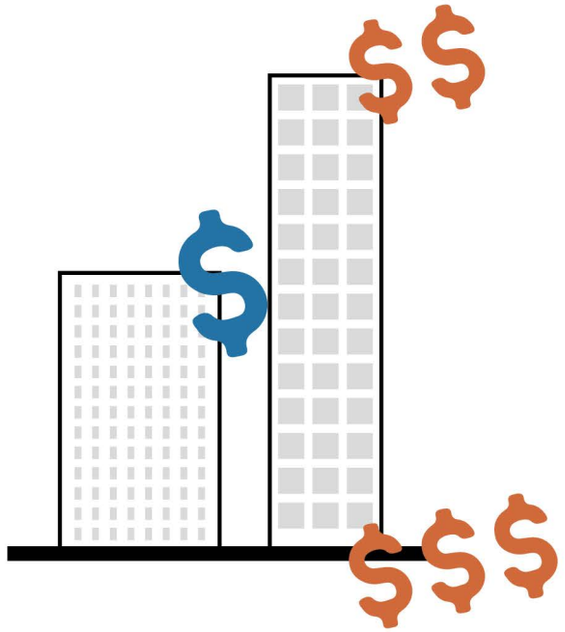


HOW TO IMPLEMENT THE INCREASING TREND TO LUXURY?

1227 BROADWAY CONCEPT



1227 BROADWAY CONCEPT



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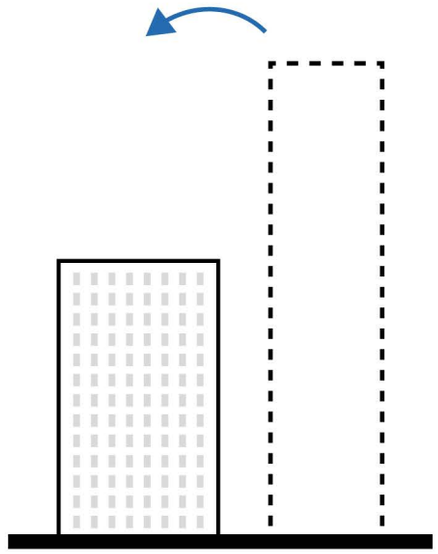

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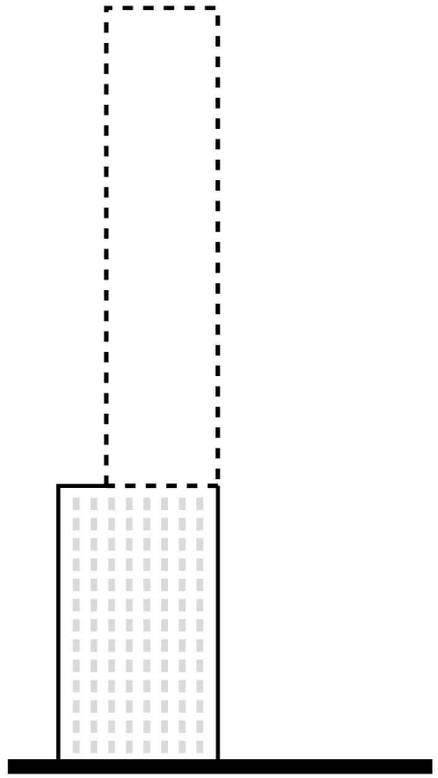

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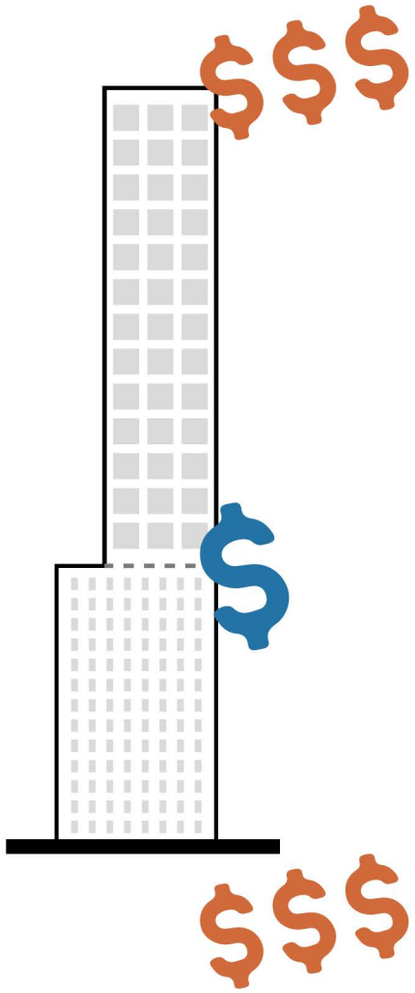

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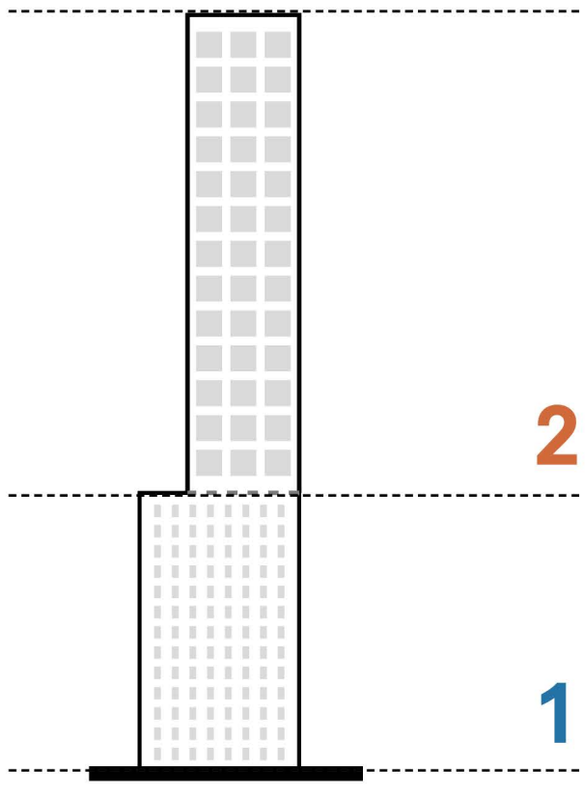
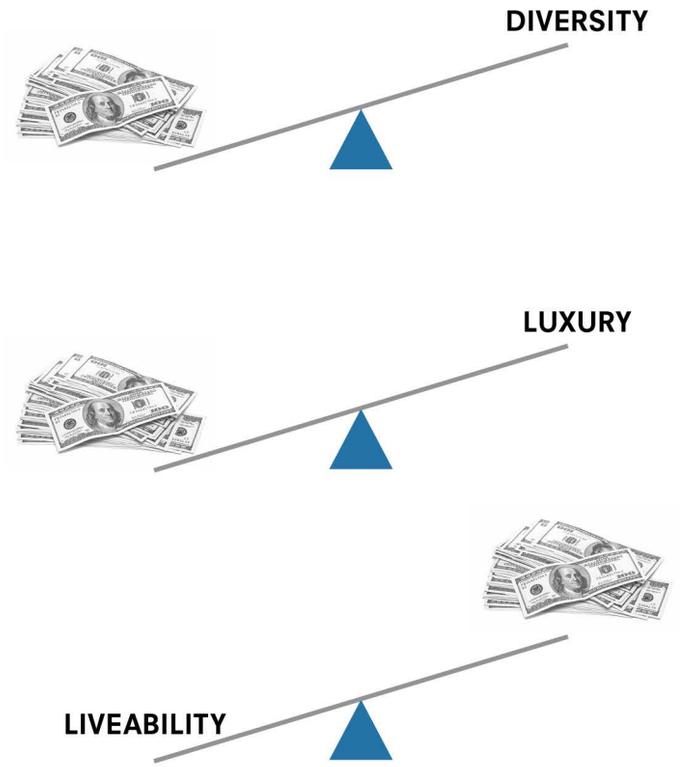
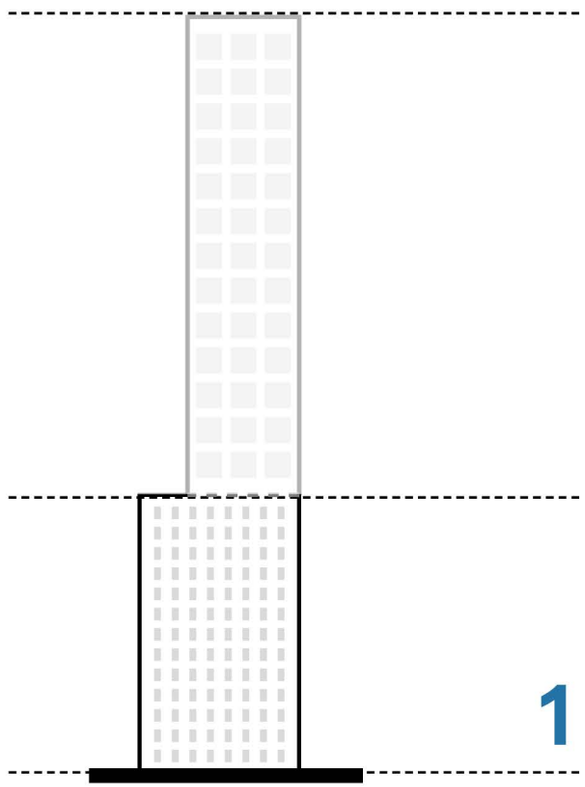
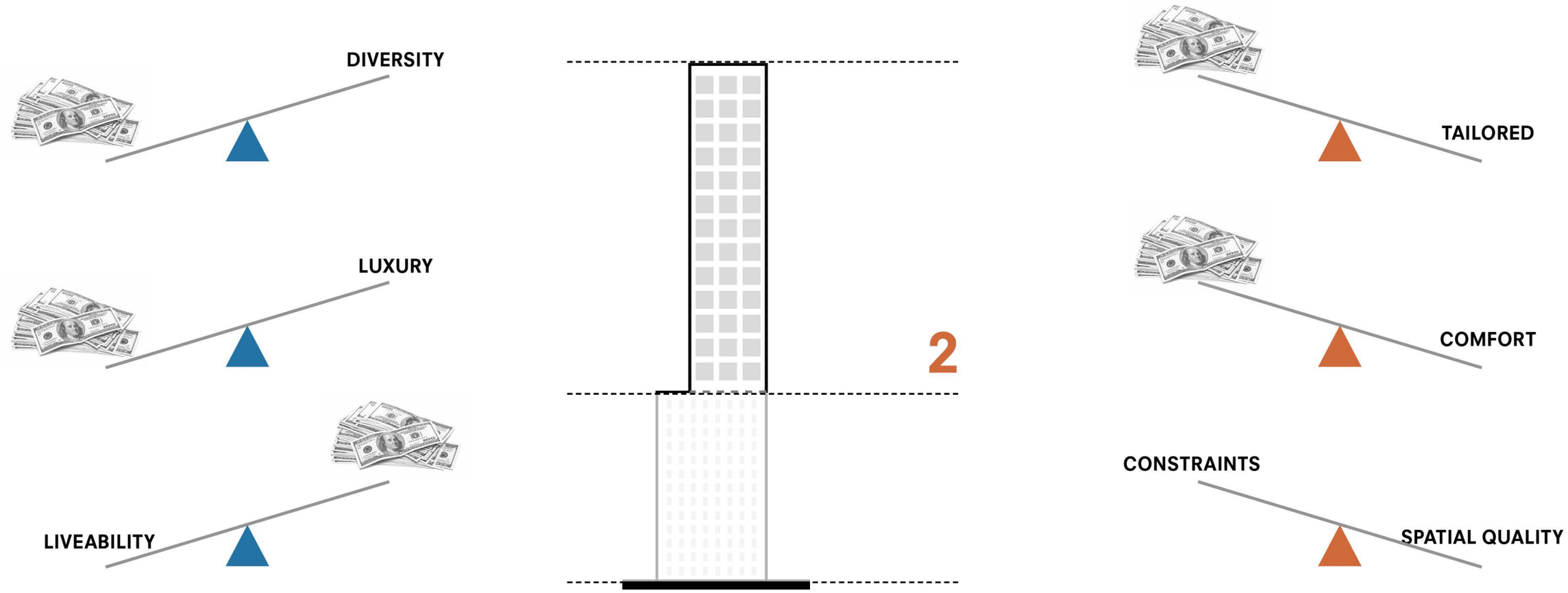


METHODOLOGY

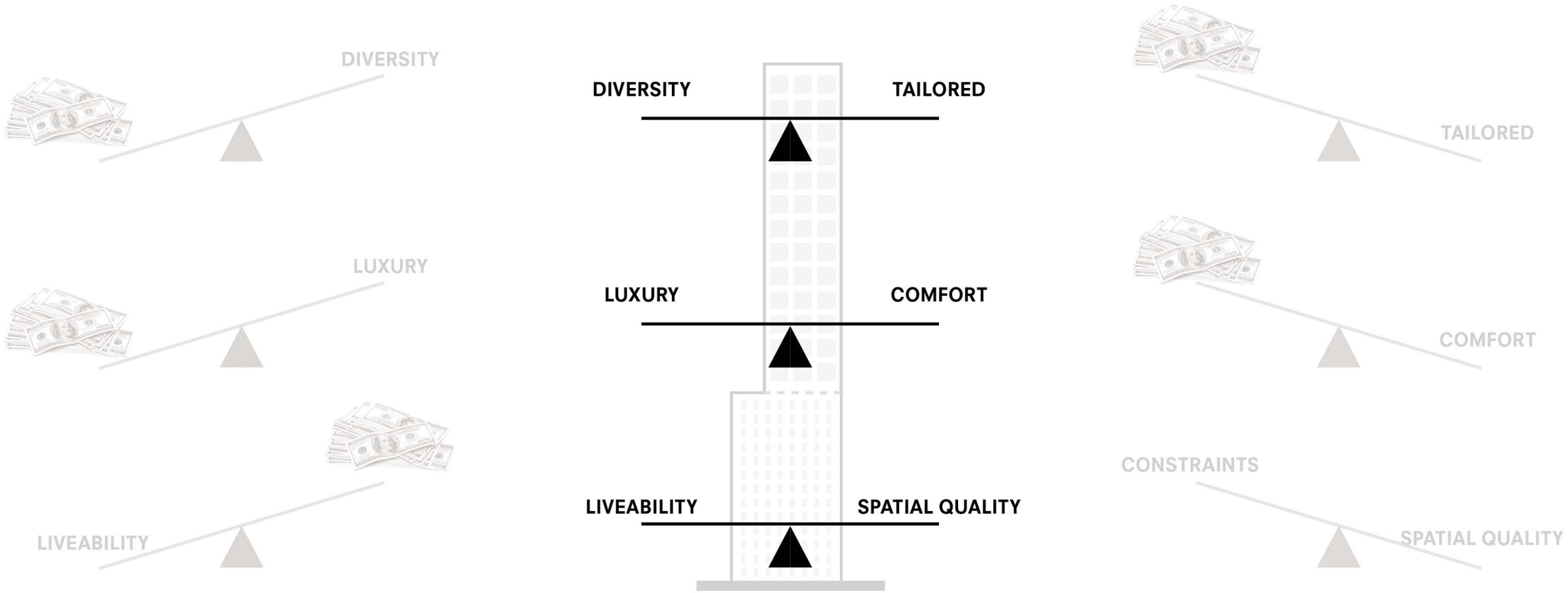




METHODOLOGY



METHODOLOGY

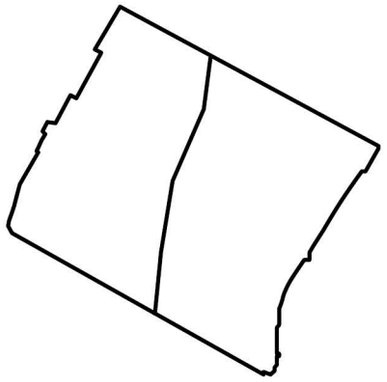


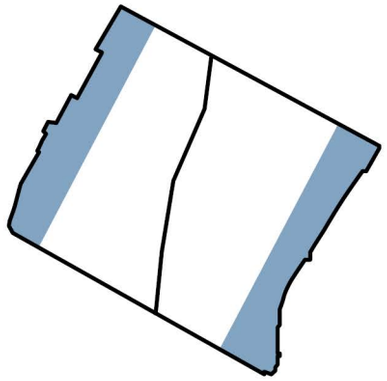
1227 BROADWAY

1227 BROADWAY

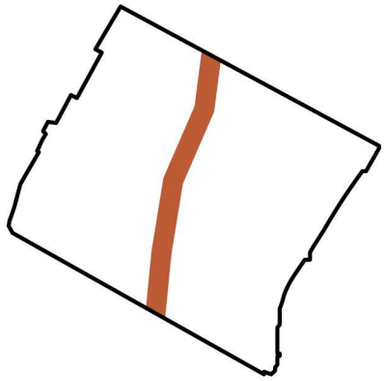
GROUP STRATEGY

GROUP STRATEGY

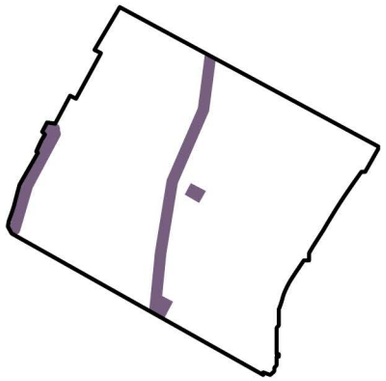




CLIMATE PROTECTION

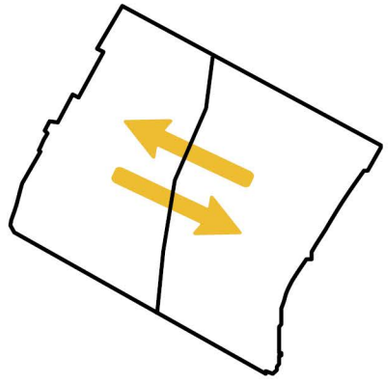


PEDESTRIAN ZONES



INCLUSION OF PUBLIC SPACES

OFFICE/HOUSING BALANCE



COHESIVE MOBILITY

GROUP STRATEGY


SITE
NY PUBLIC LIBRARY
MADISON SQUARE GARDEN
MIT CAMPUS
EMPIRE STATE BUILDING
1227 BROADWAY


SITE
SPECIAL DISTRICT - HEIGHT LIMIT
1227 BROADWAY
ZONING: M1-6

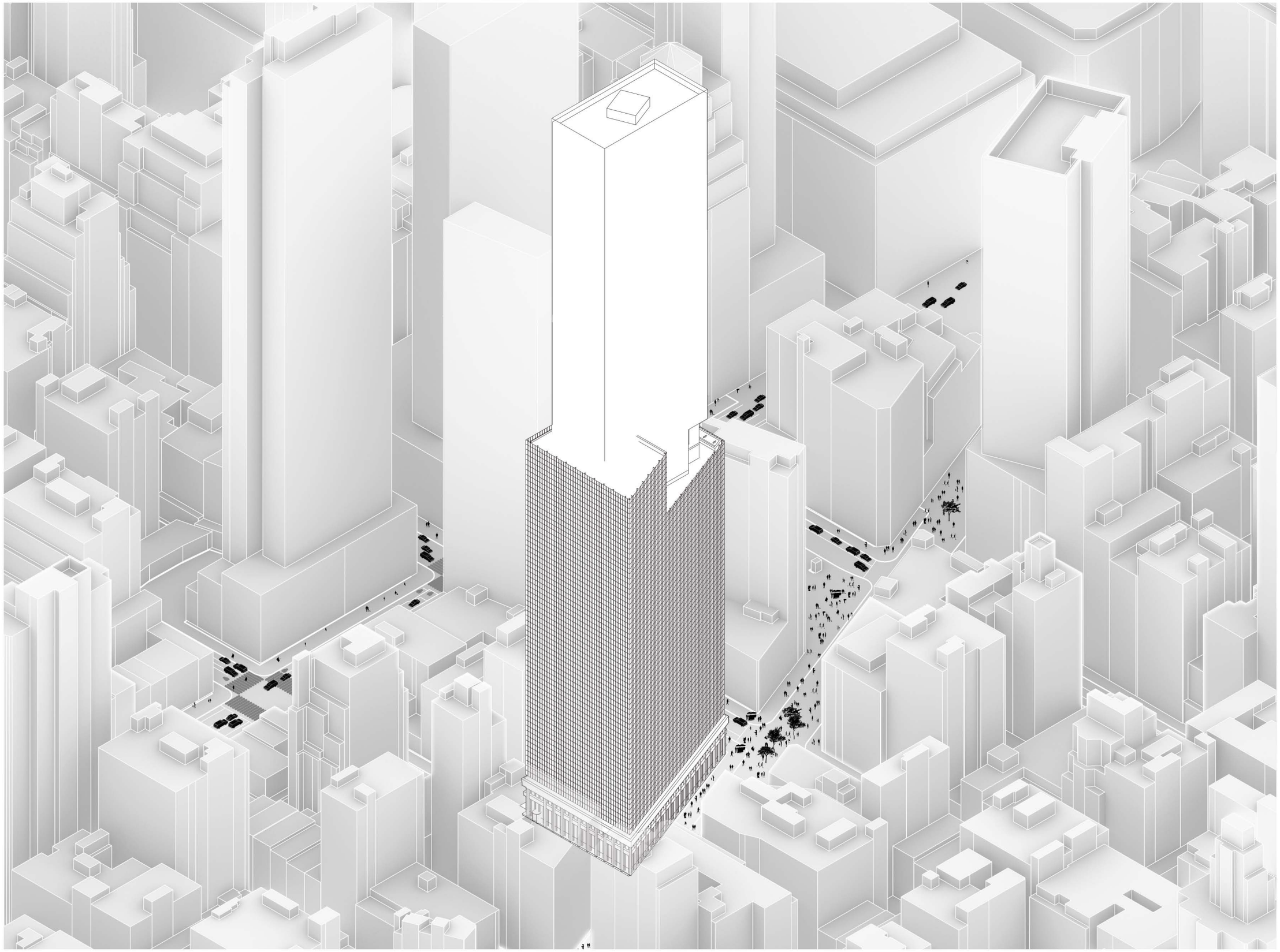

SITE

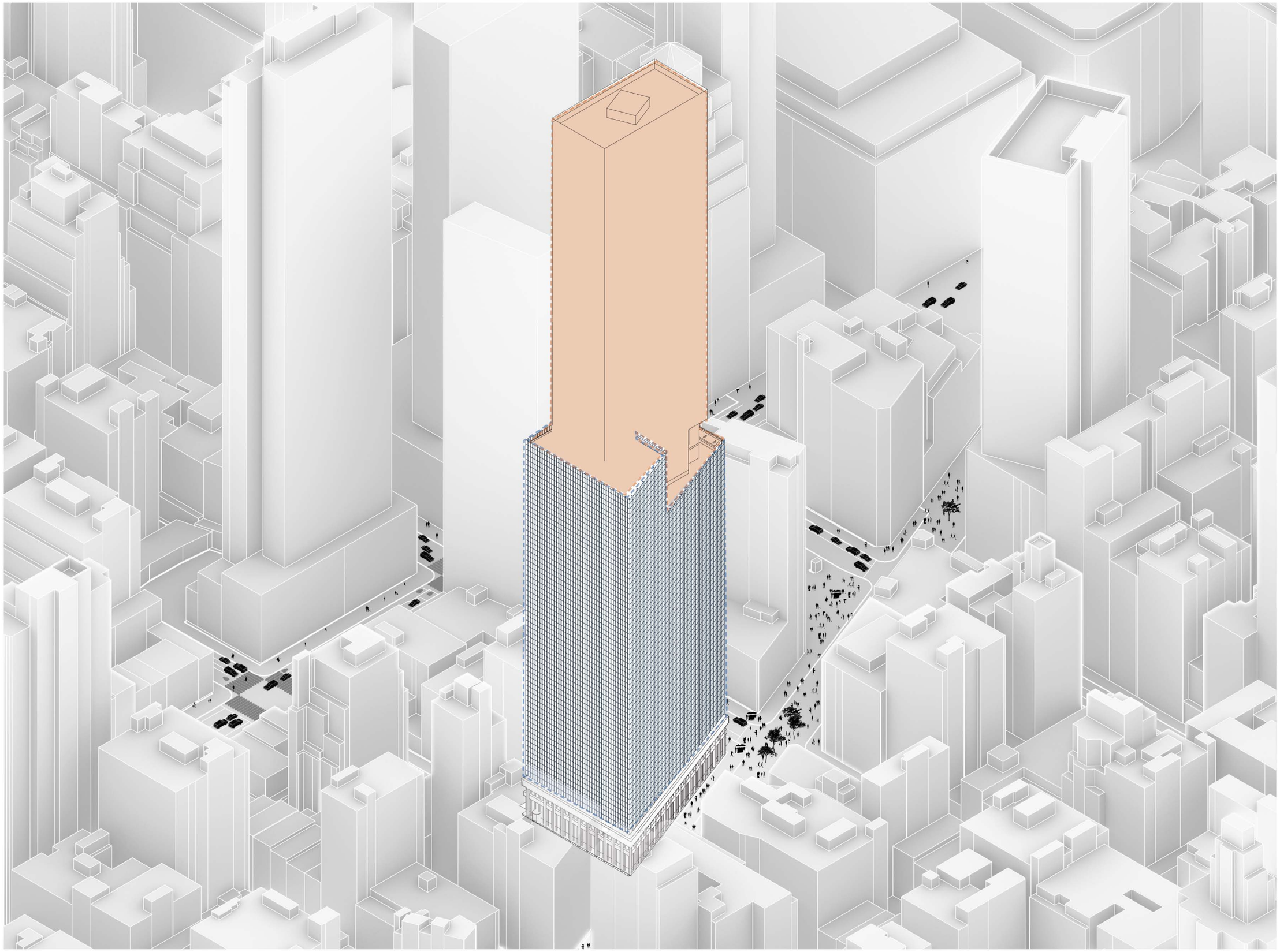

SITE
Ø 400 m


SITE
Ø 400 m

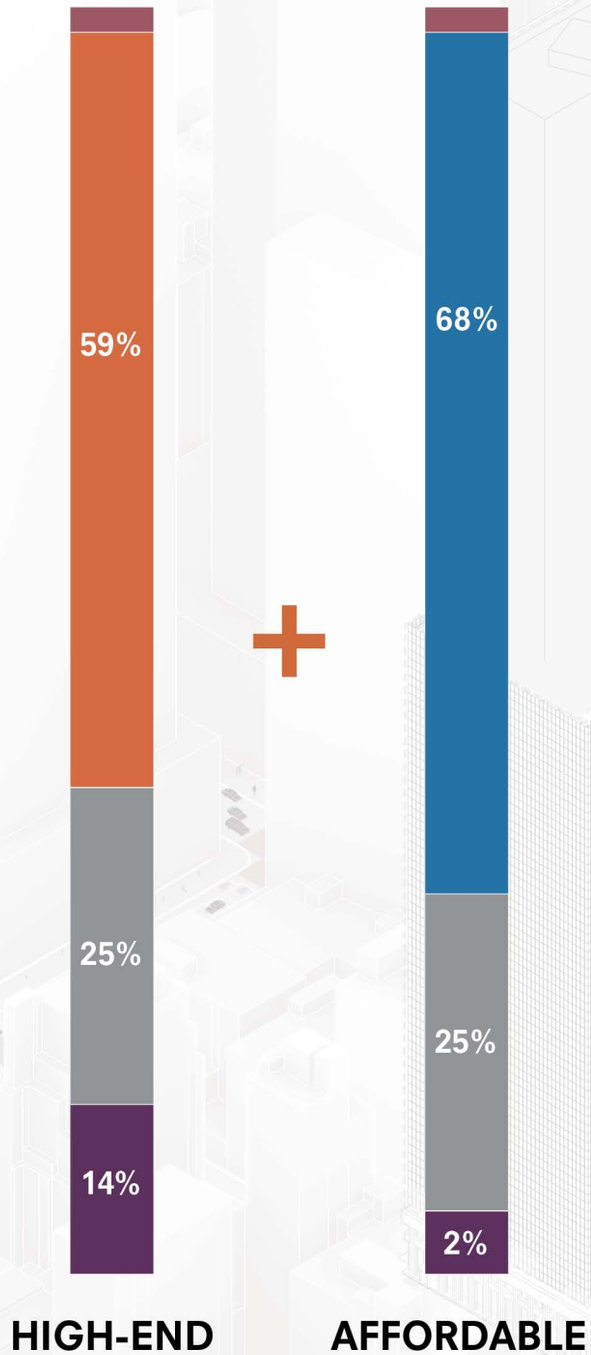

SITE
Ø 800 m

SITE

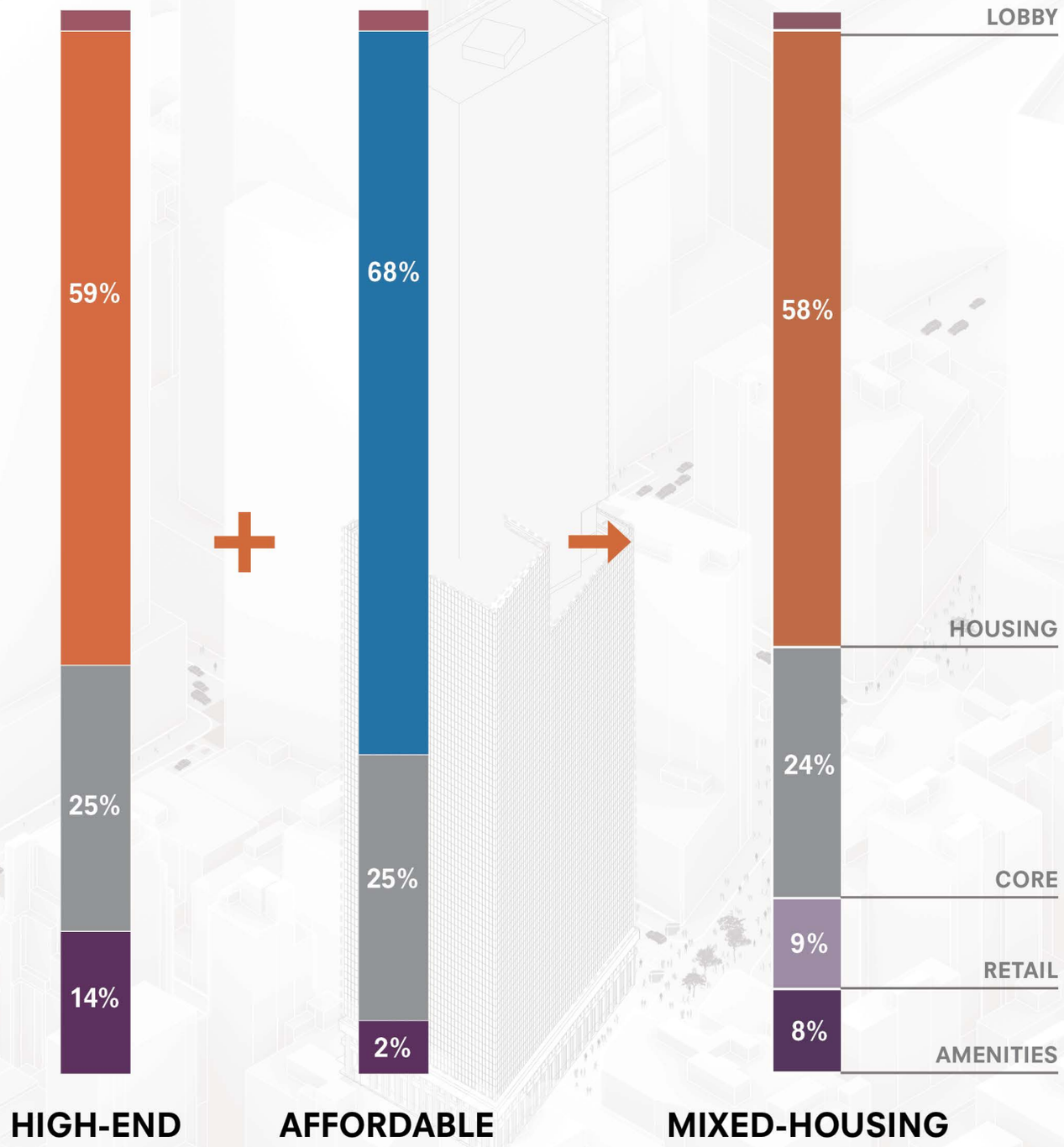




PROGRAM



PROGRAM

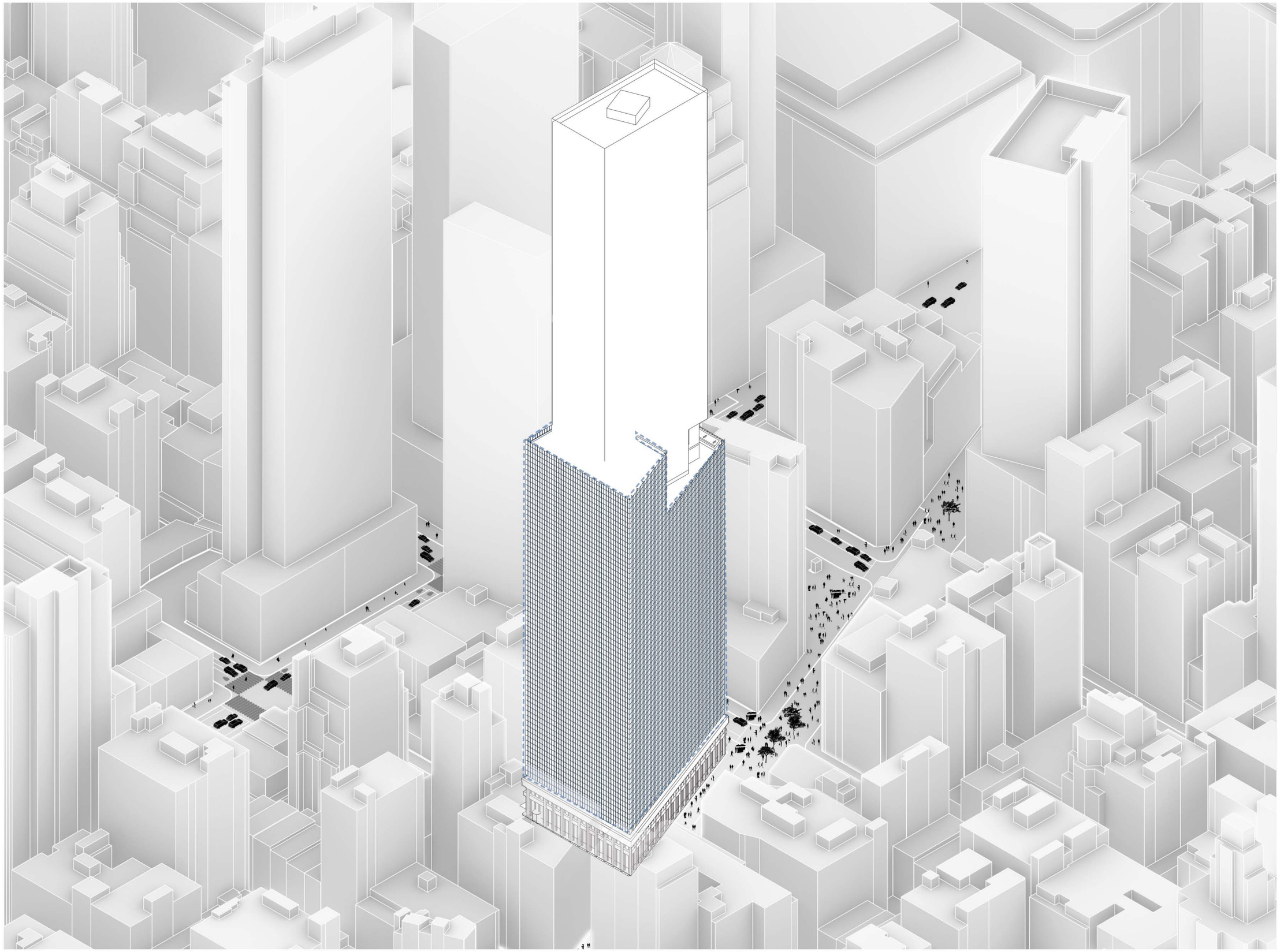

59%
25%
14%
68%
25%
2%
58%
24%
9%
8%
LOBBY
HOUSING
CORE
RETAIL
AMENITIES
HIGH-END
AFFORDABLE
MIXED-HOUSING

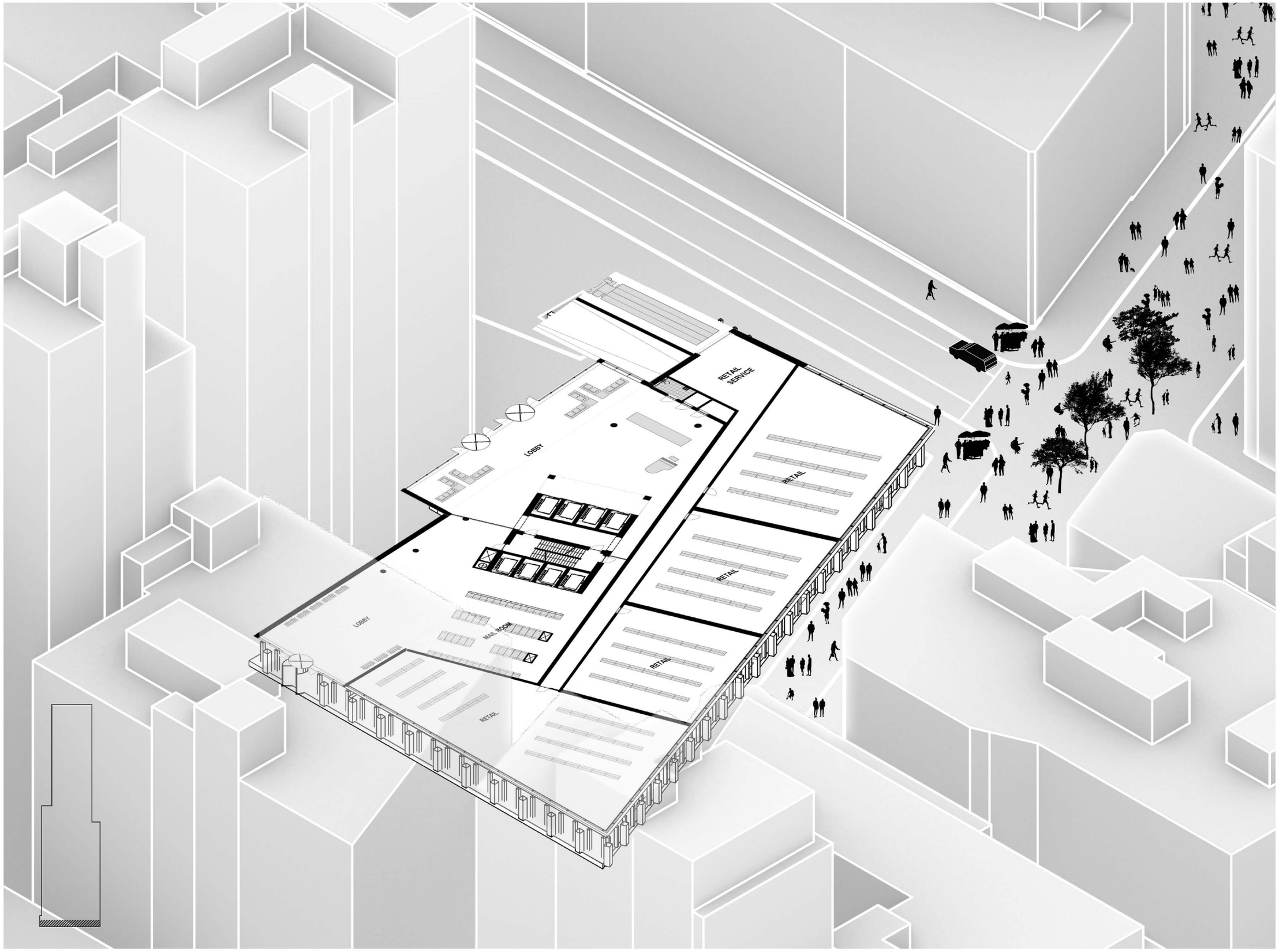
PROGRAM

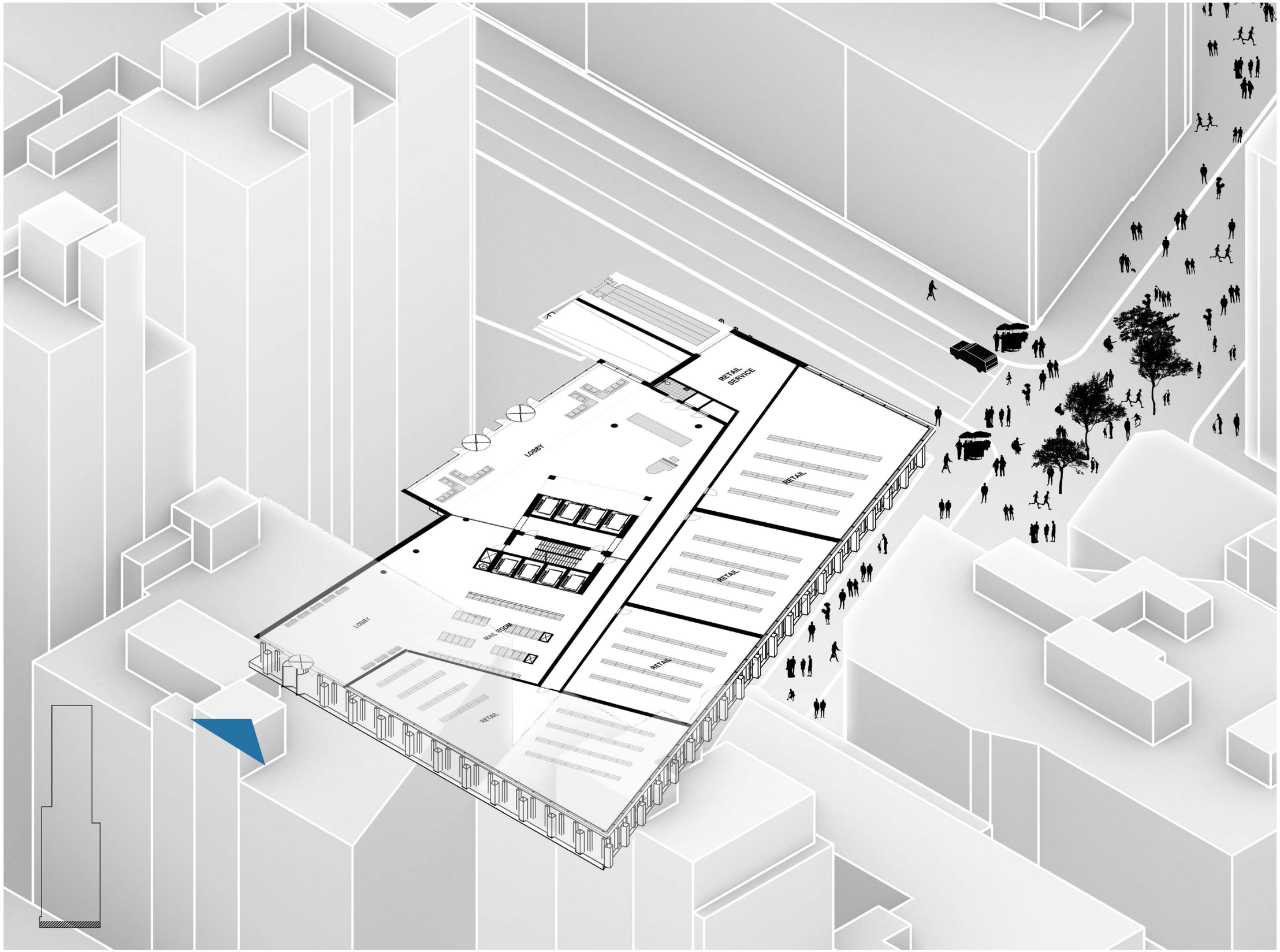
LOBBY 1100 M²	**DOORMAN** 100 M²	**MAILING** 300 M²	**ENTRANCE** 700 M²
AFFORDABLE HOUSING 18.530 M²	**DWELLING** 19.900 M²		
HIGH-END HOUSING 13.000 M²	**DWELLING** 13.000 M²		
SERVICE 13.000 M²	**MECHANICAL** 3.100 M²	**REFUSE** 220 M²	**CIRCULATION** 9.680 M²
RETAIL 5400 M²	**RETAIL WITH SERVICE AREA** 3.780 M²	**PUBLIC SPACE** 1.080 M²	**SERVICE AREA** 540 M²

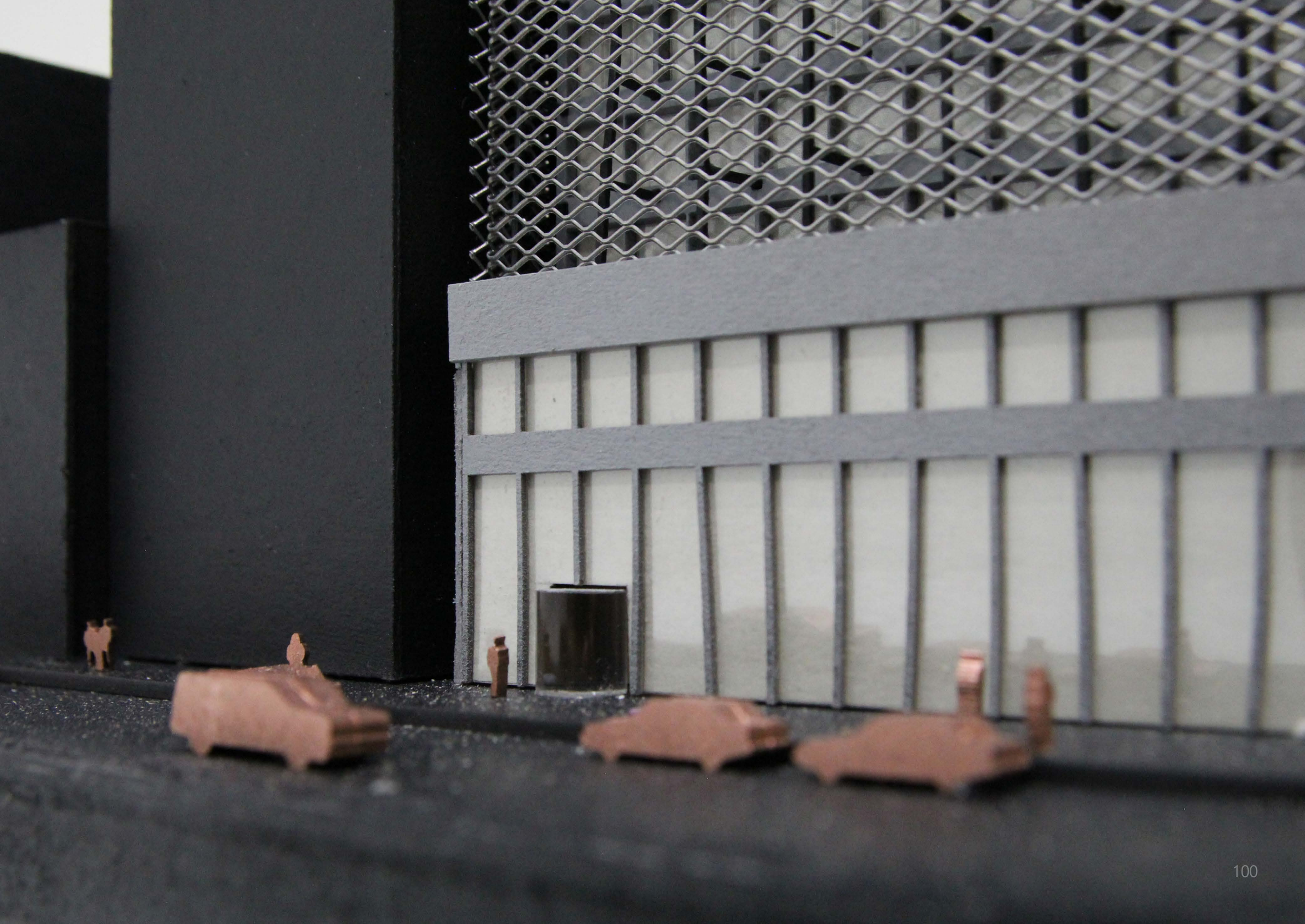
AMENITIES 4.370 M²	**CAR PARKING** 1.100 M²	**STORAGE** 880 M²	**SWIMMING POOL** 110 M²	**GYM** 110 M²	**LOUNGE** 220 M²	**THEATRE** 110 M²	**OUTDOOR** 440 M²	**COMMUNAL FUNCTIONS** 1.400 M²

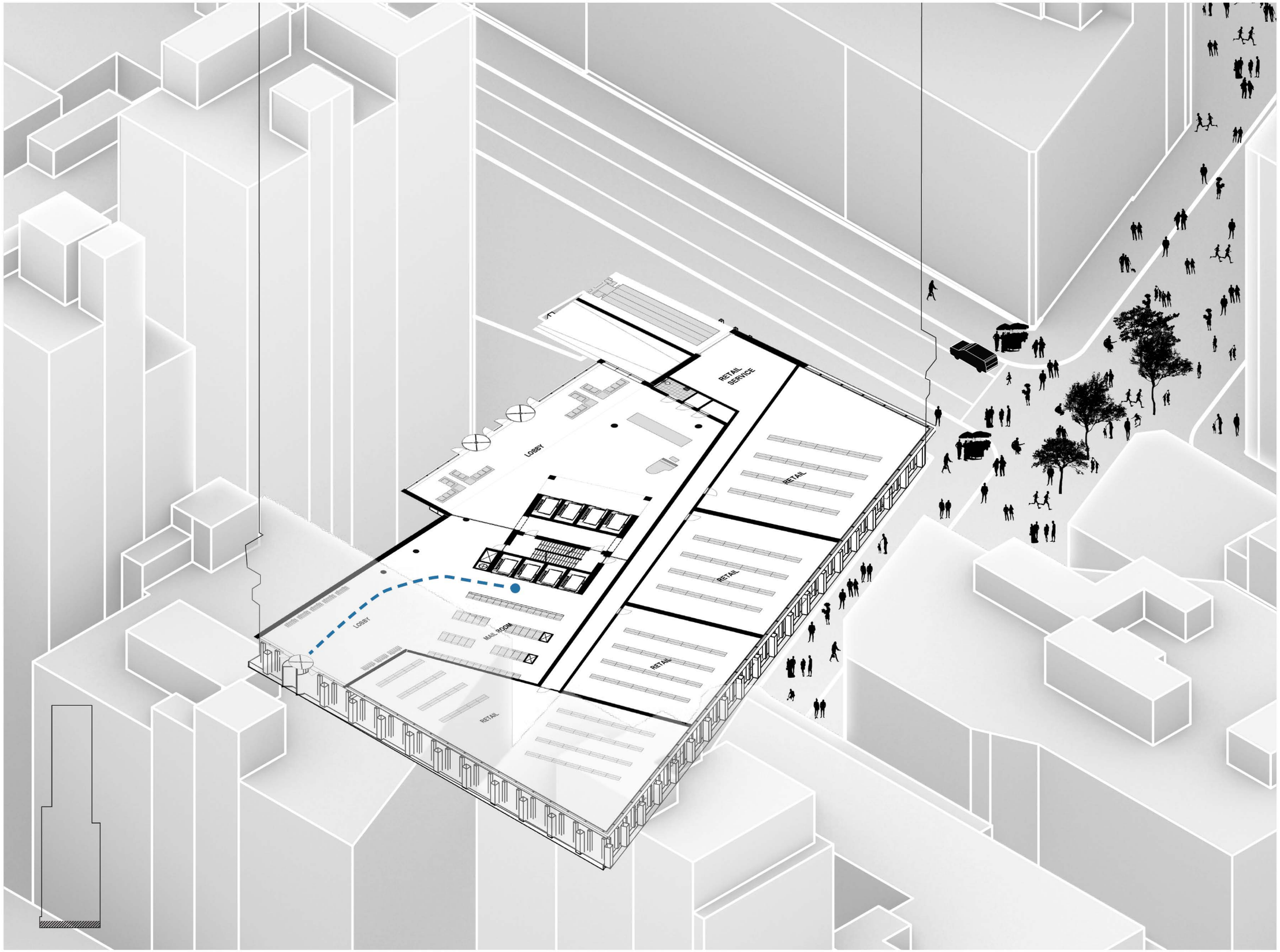
GFA: 65.440 M²

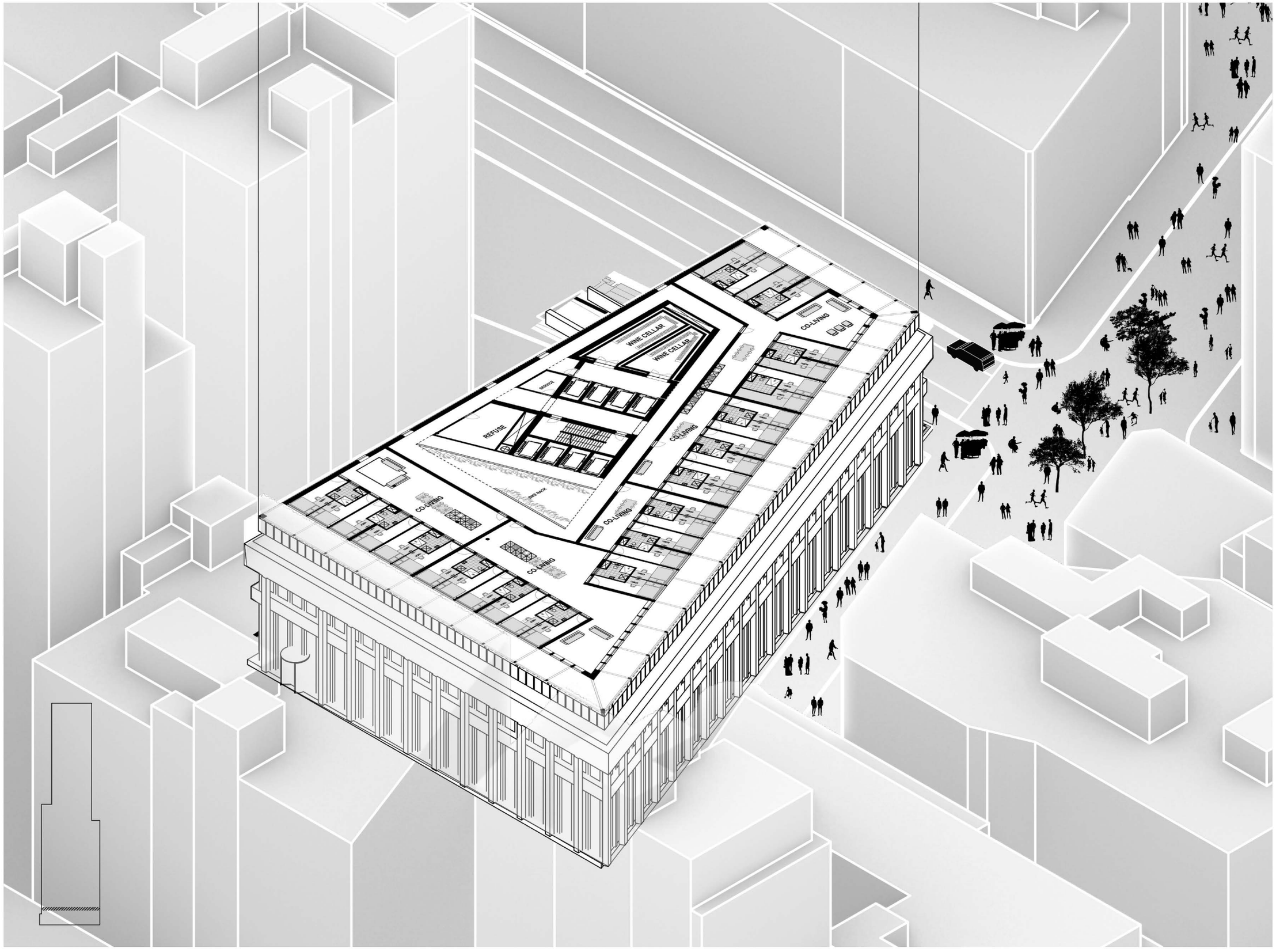


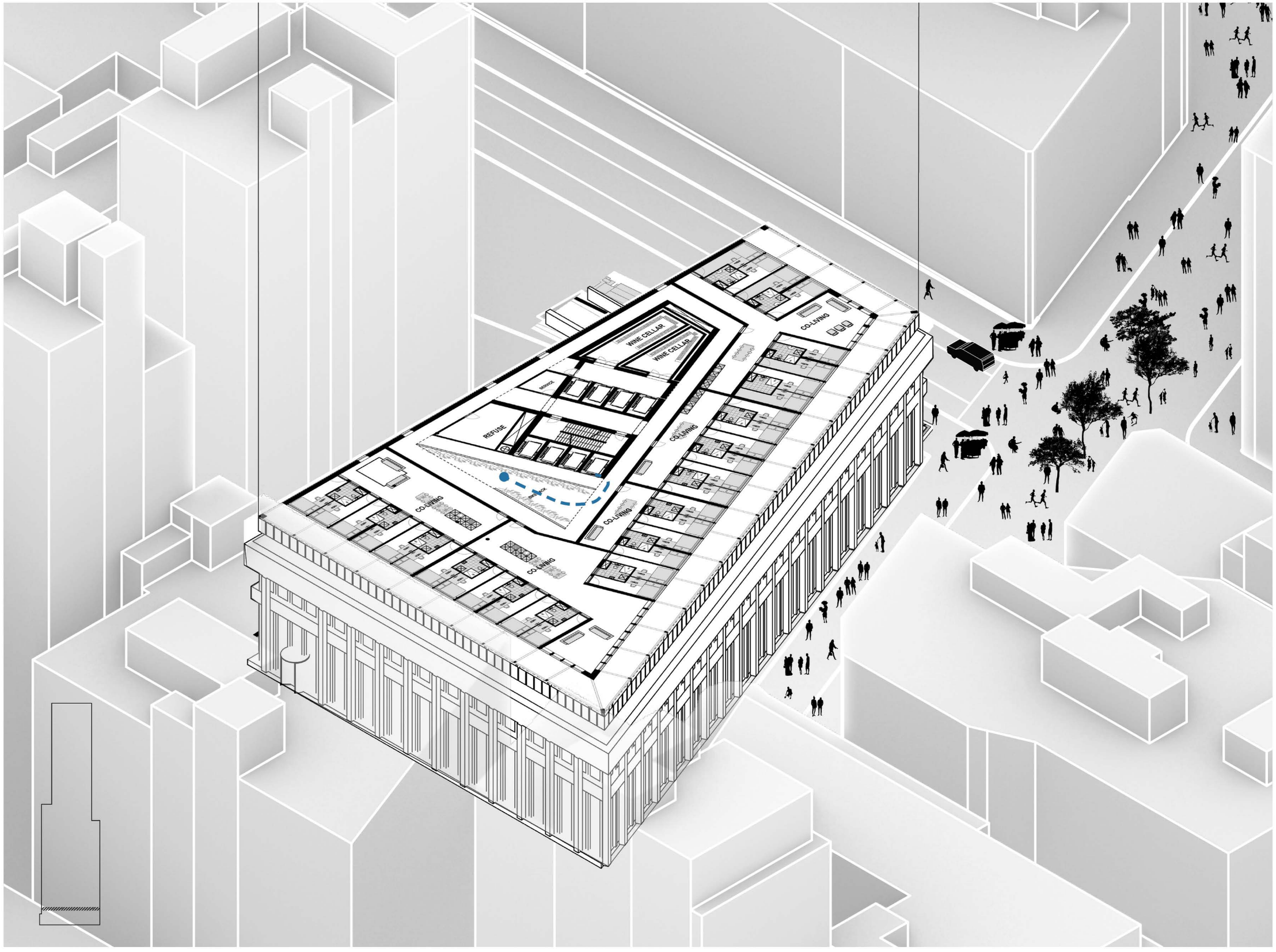

RETAIL SERVICE
LOBBY
RETAIL
RETAIL
RETAIL
LOBBY
MAIL ROOM
RETAIL

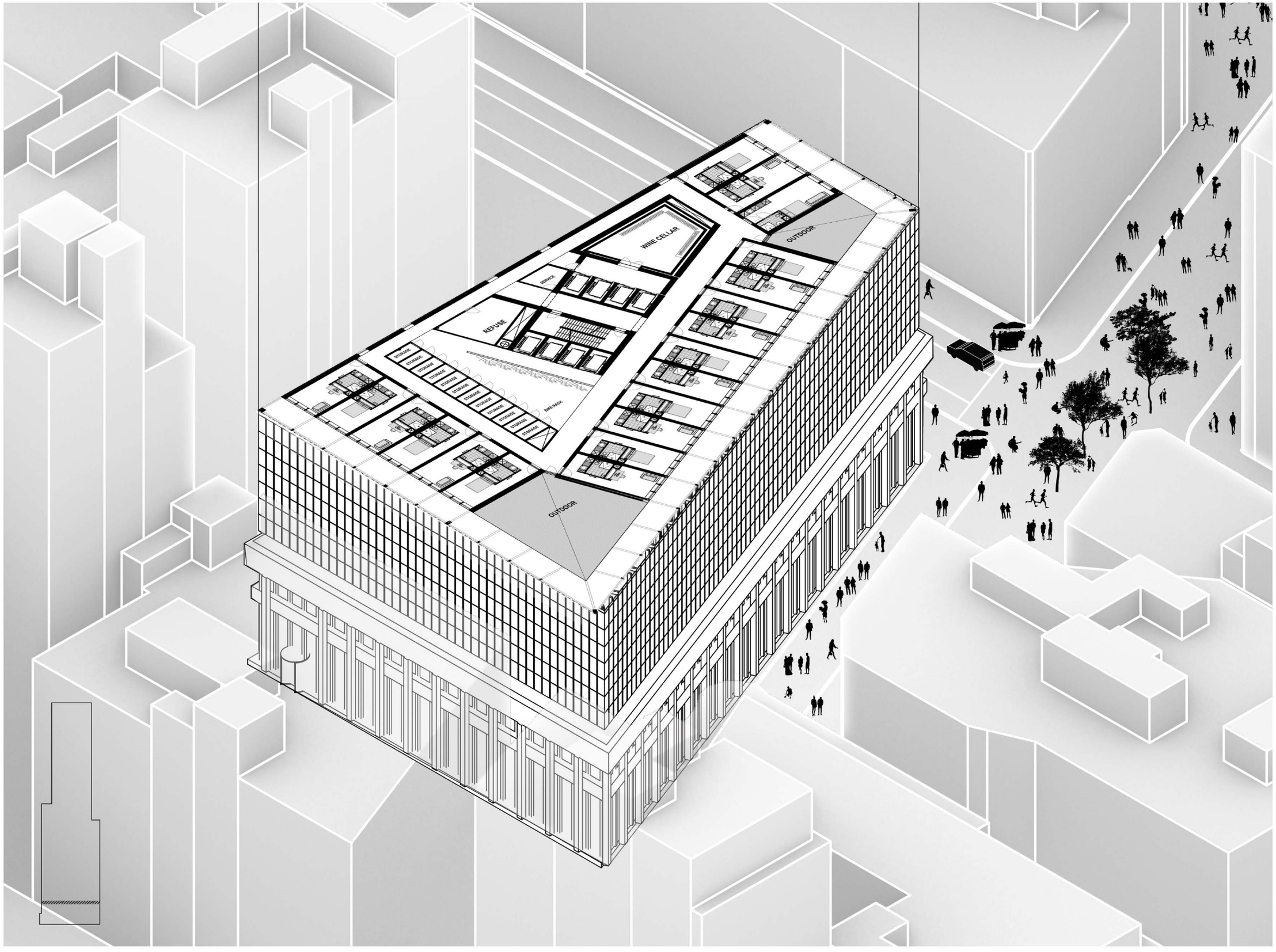

RETAIL SERVICE
LOBBY
RETAIL
RETAIL
RETAIL
LOBBY
MAIL ROOM
RETAIL

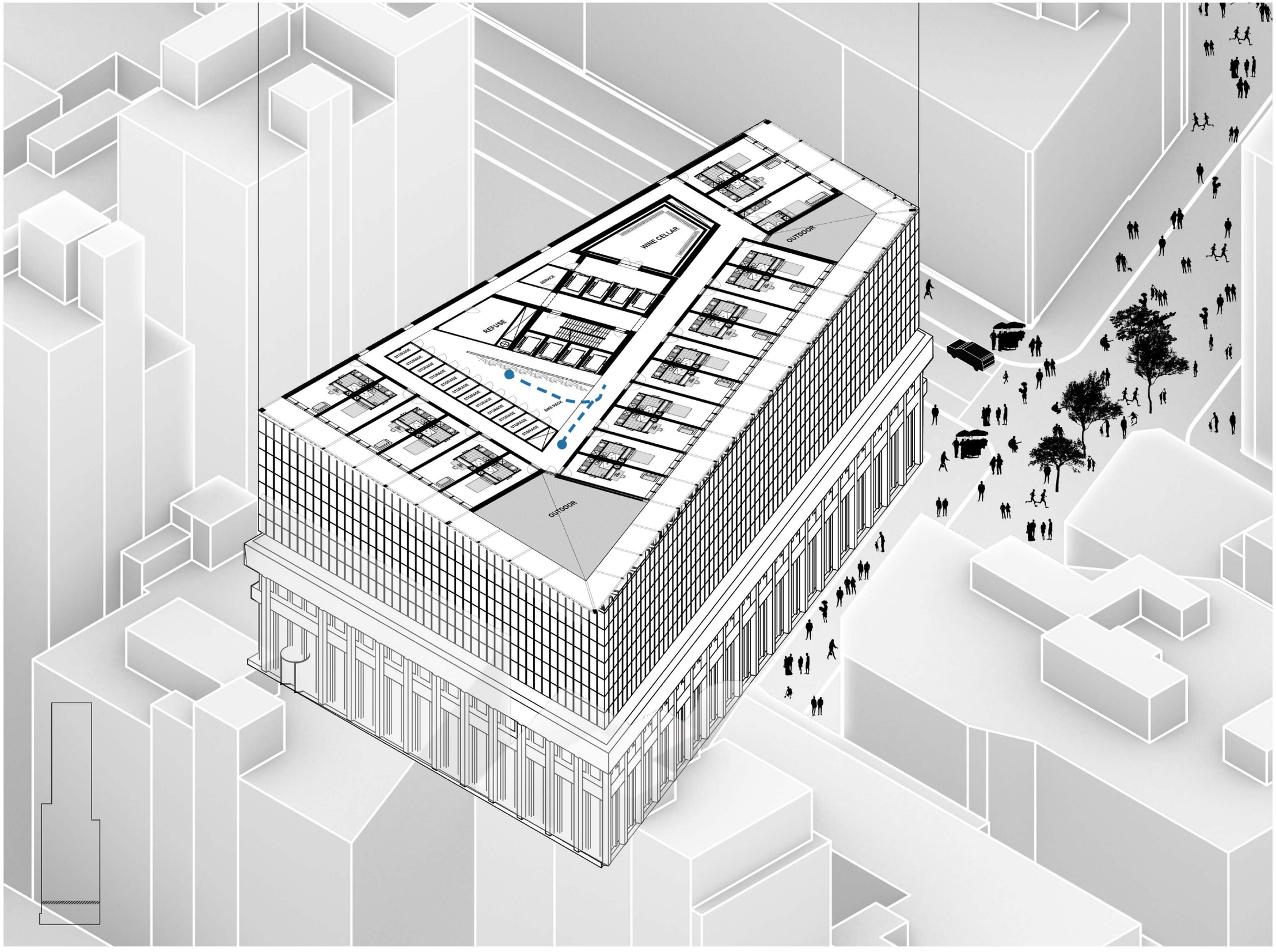


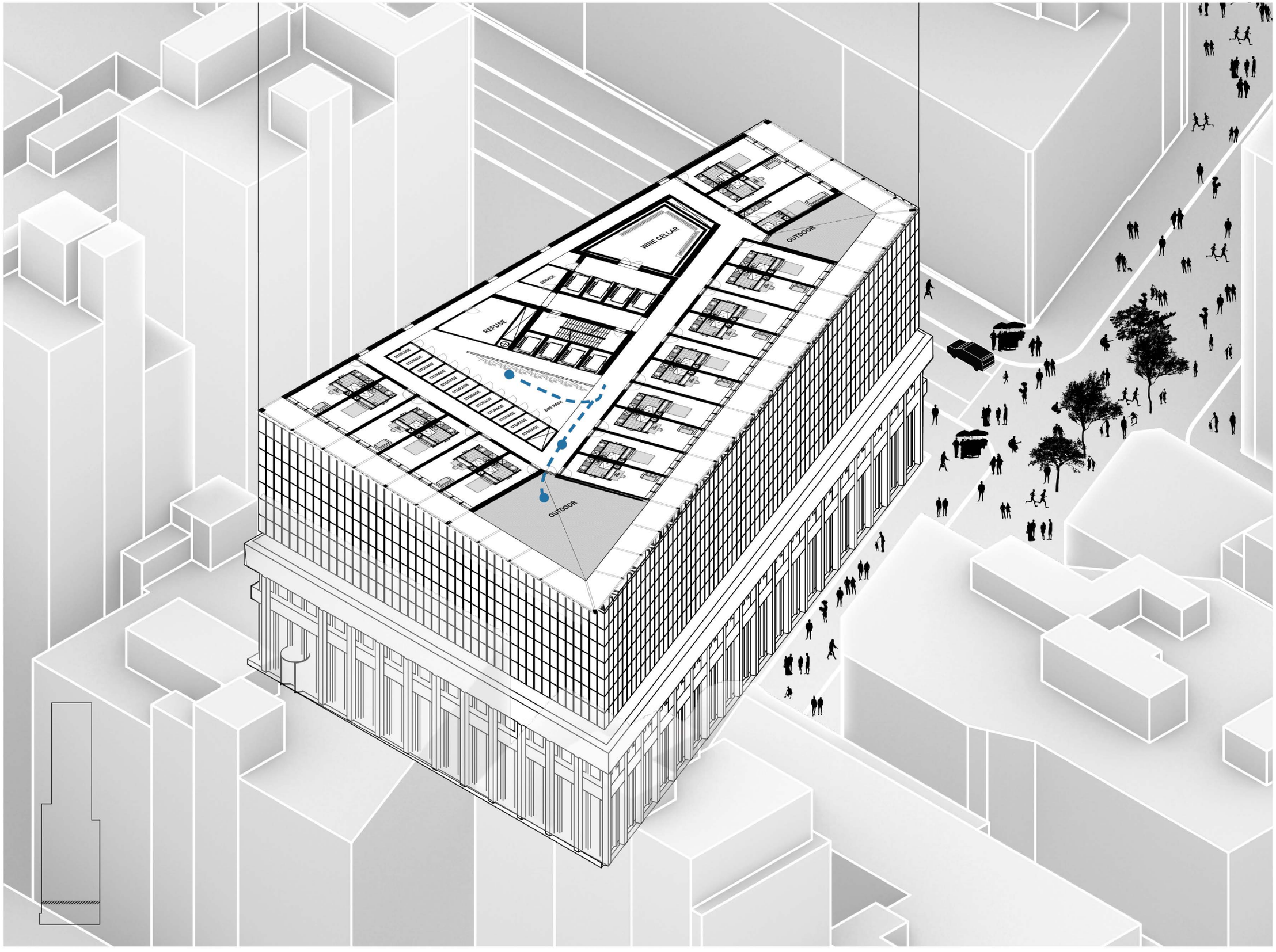

RETAIL SERVICE
LOBBY
RETAIL
RETAIL
RETAIL
LOBBY
MAIL ROOM
RETAIL

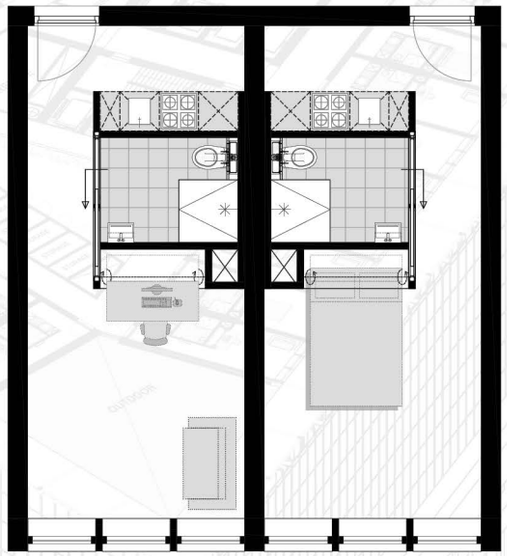

WINE CELLAR
WINE CELLAR
REFUSE
CO-LIVING
CO-LIVING
CO-LIVING
CO-LIVING


WINE CELLAR
WINE CELLAR
REFUSE
CO-LIVING
CO-LIVING
CO-LIVING
CO-LIVING


WINE CELLAR
OUTDOOR
SERVICE
REFUSE
STORAGE
BIKE RACK
OUTDOOR


WINE CELLAR
OUTDOOR
OUTDOOR
REFUSE
SERVICE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
BIKE RACK


WINE CELLAR
OUTDOOR
SERVICE
REFUSE
STORAGE
BIKE RACK
OUTDOOR



TYPE B

STUDIO
25 m^2

COUNT: 57

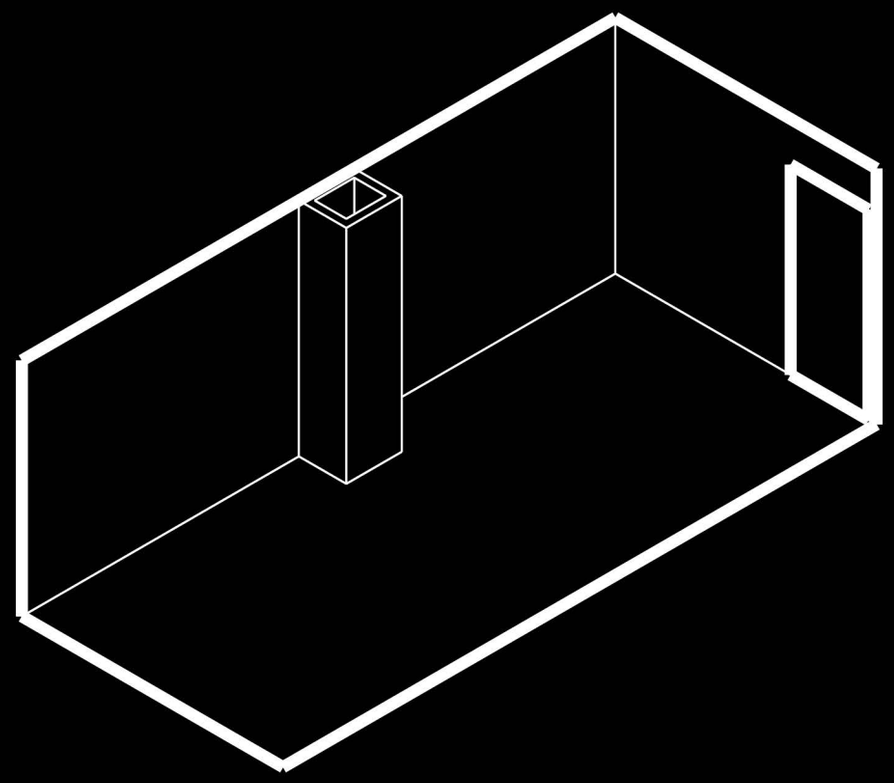
MAKE MORE SPACE WITH THE SAME AREA.

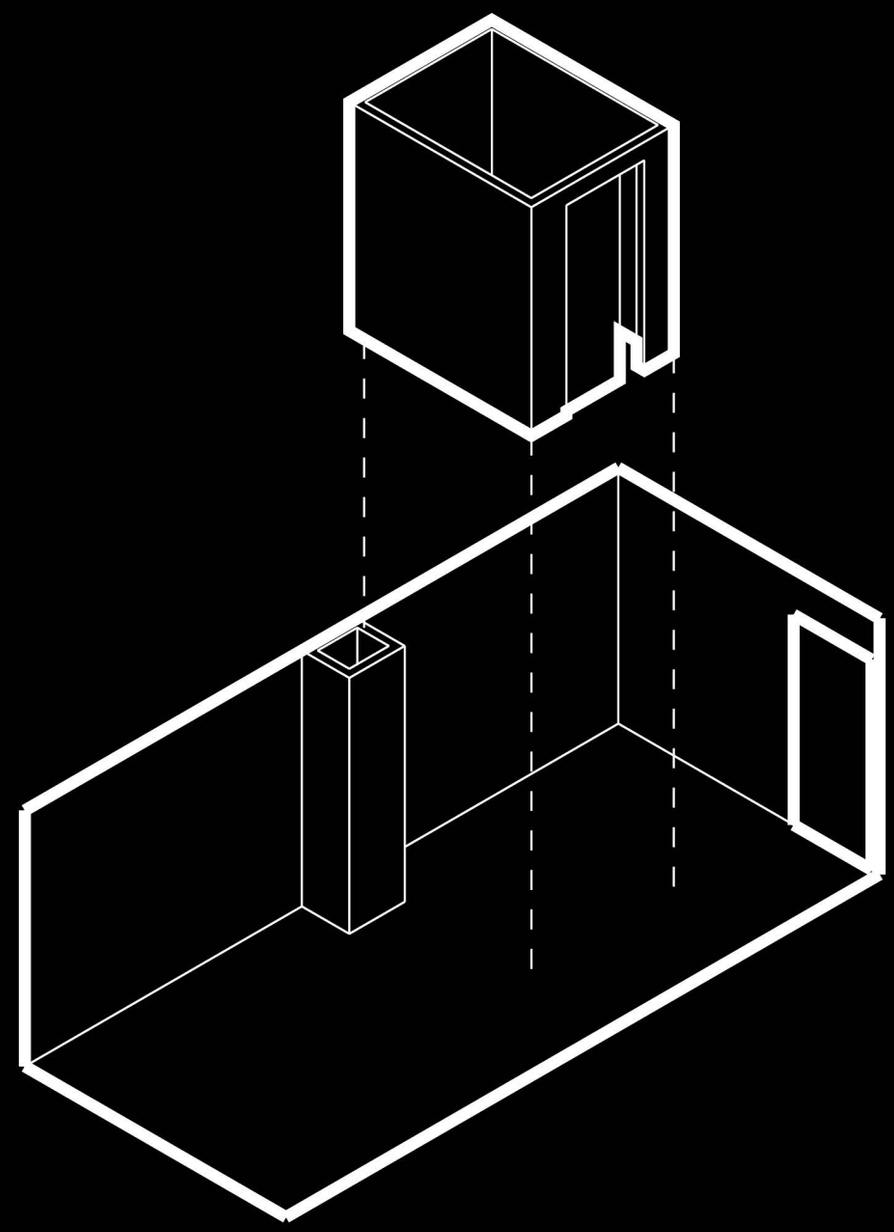
TYPE B

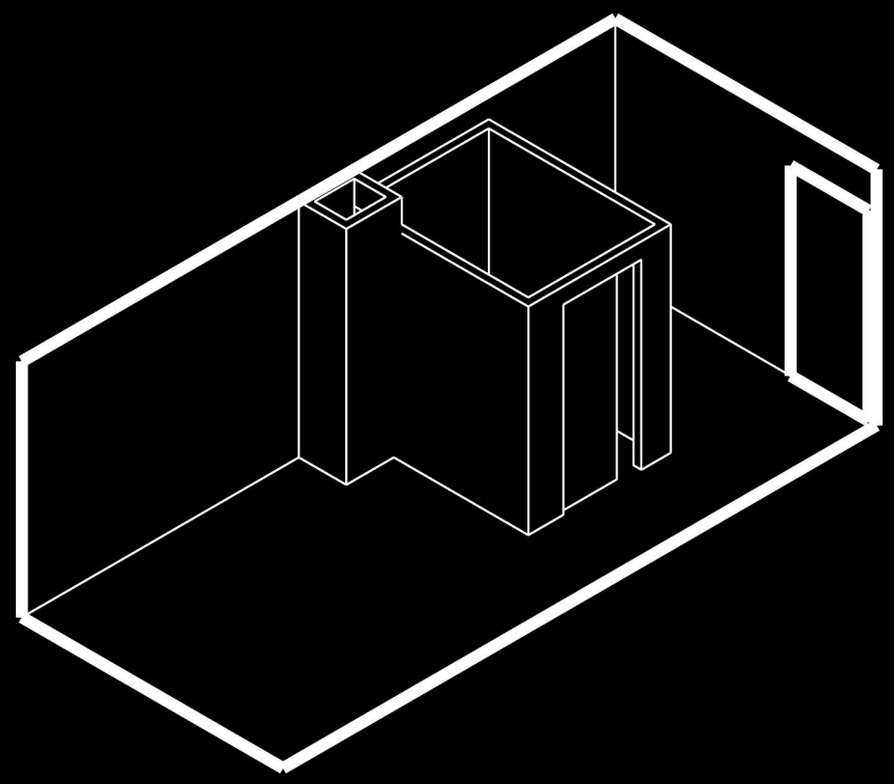
STUDIO

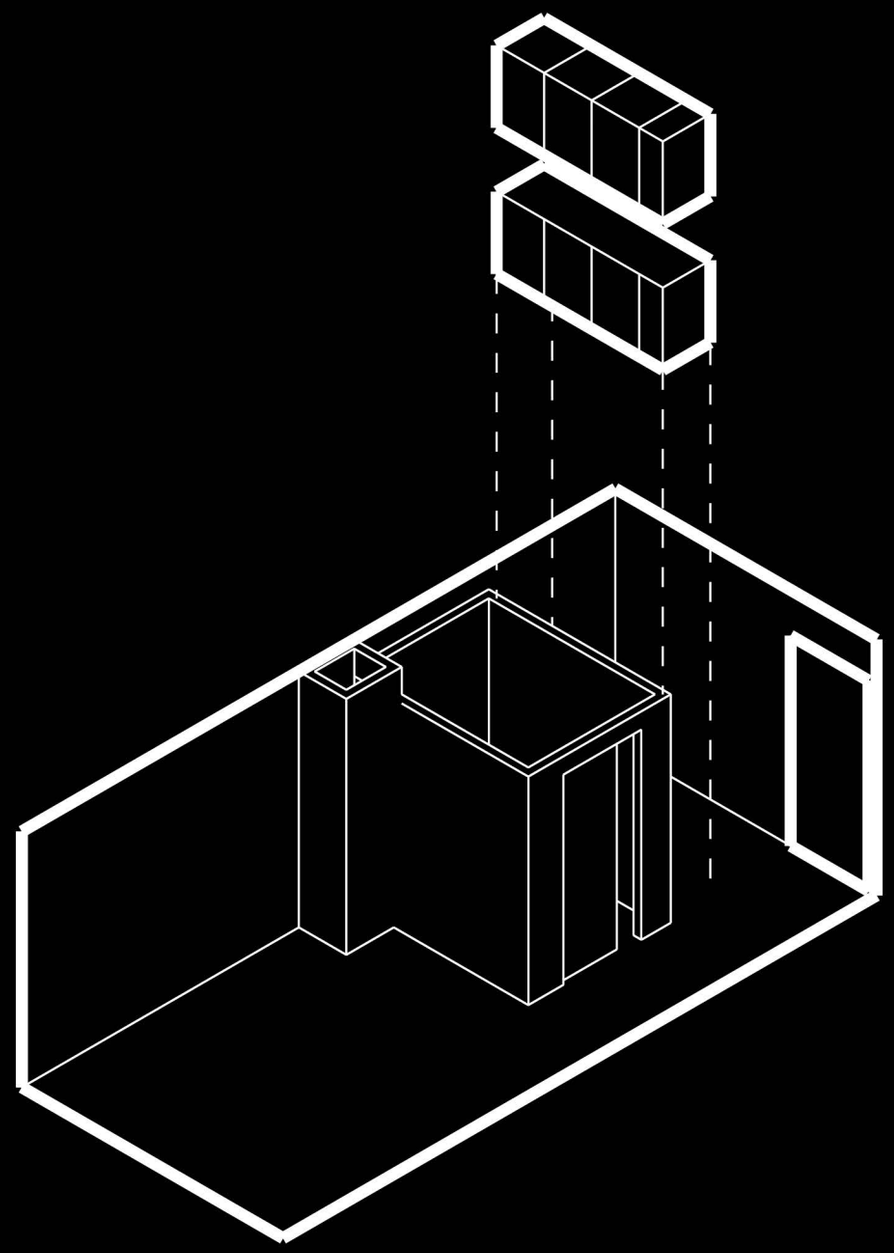
25 m²

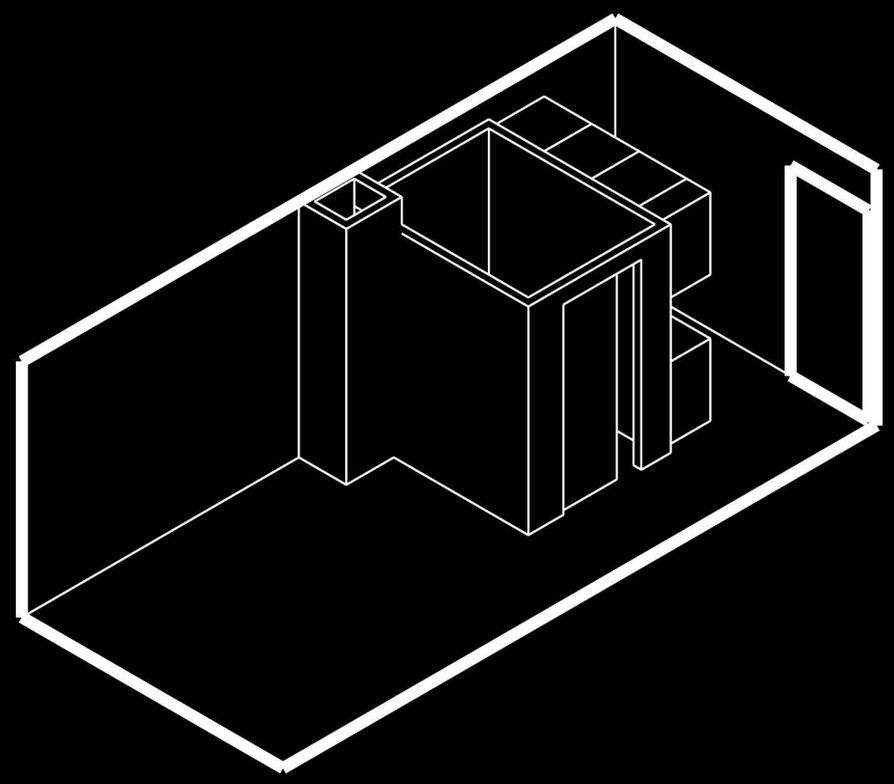
COUNT: 57

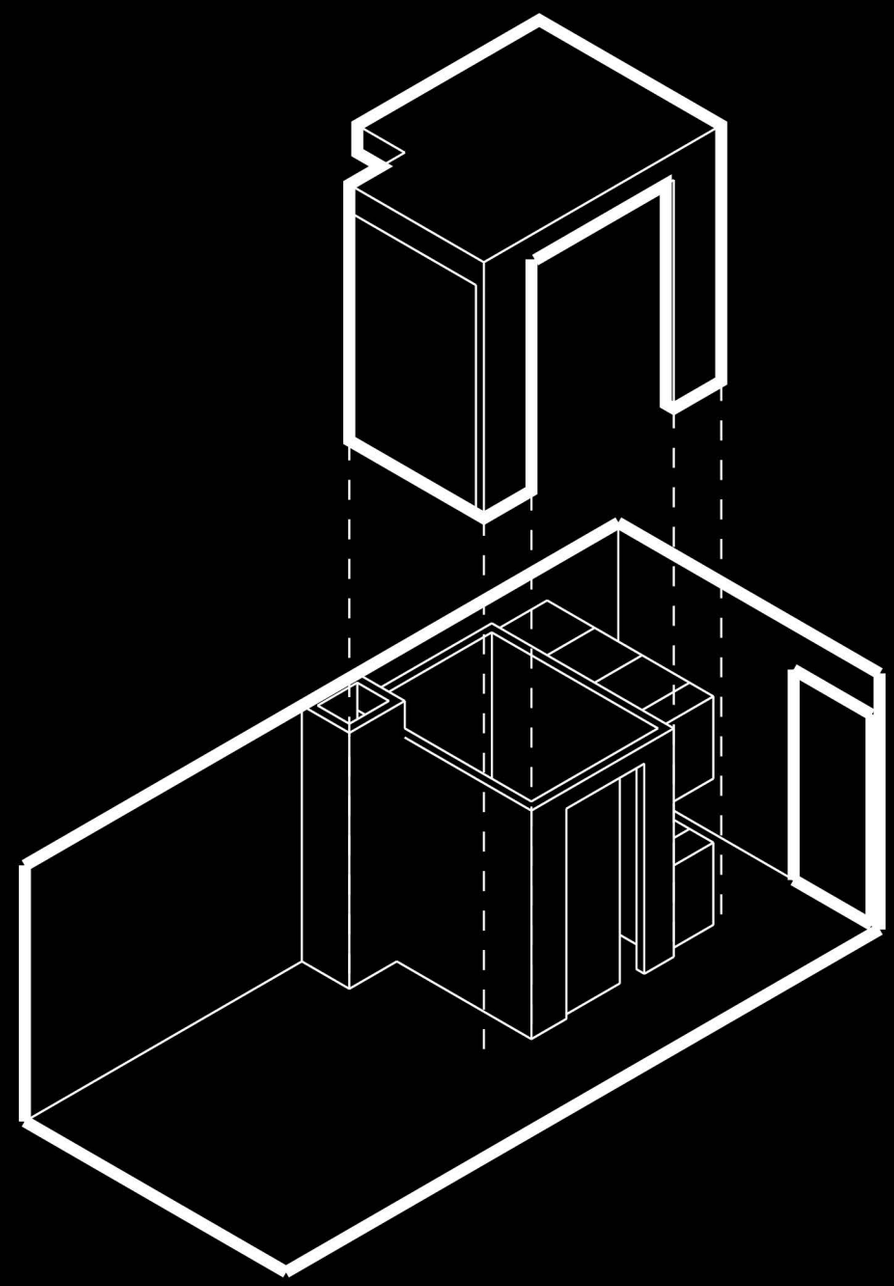


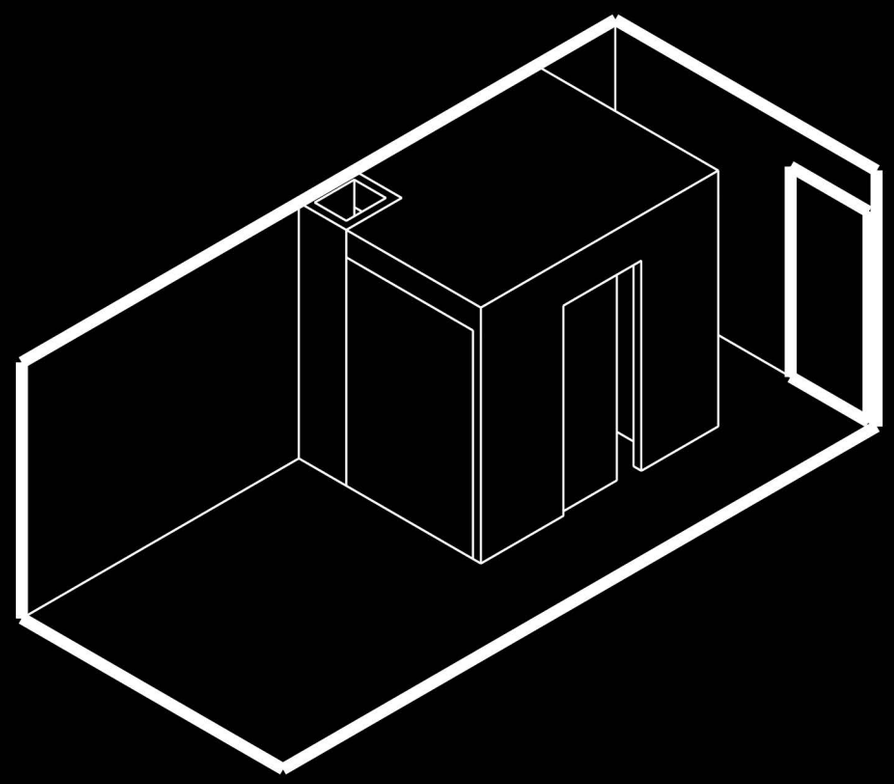


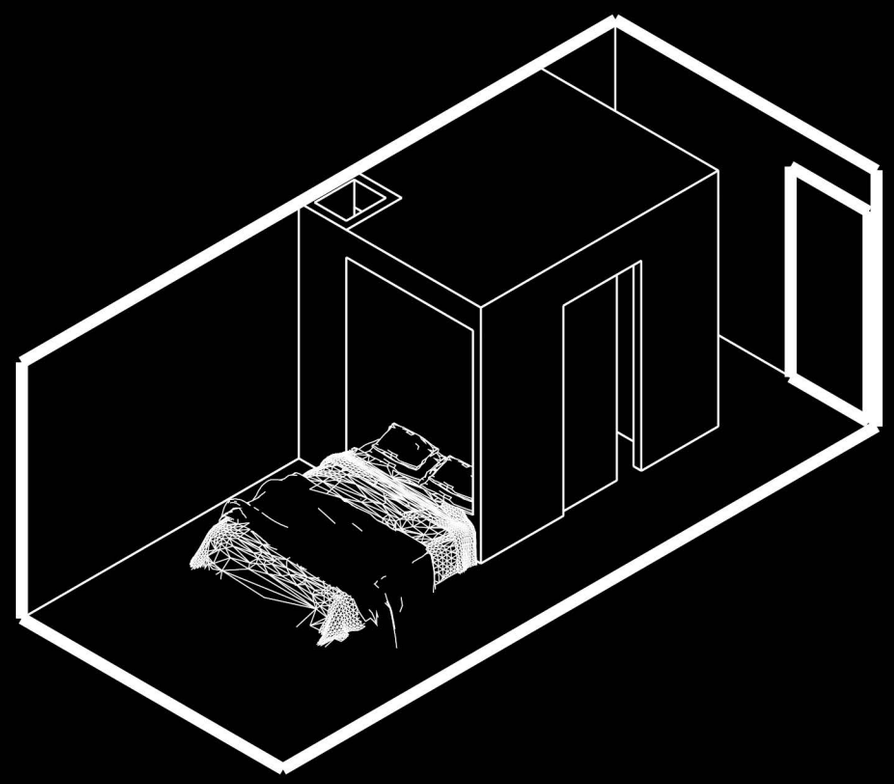


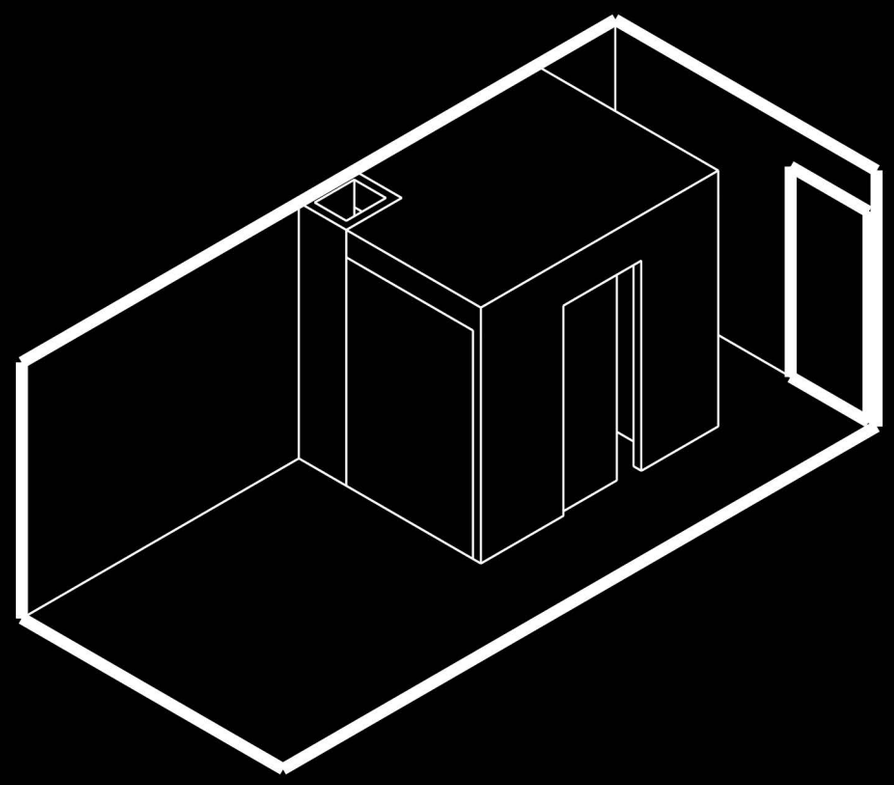


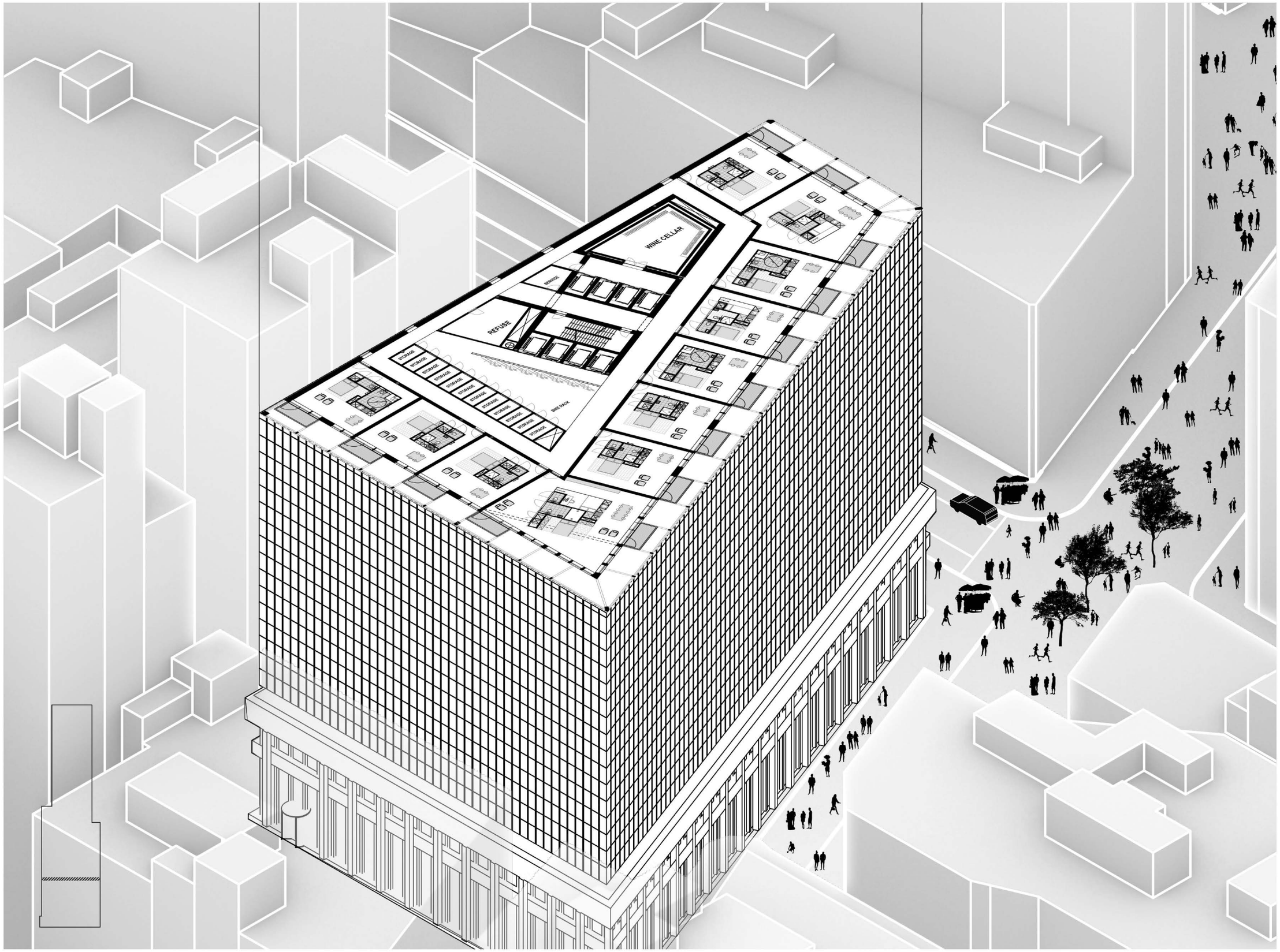






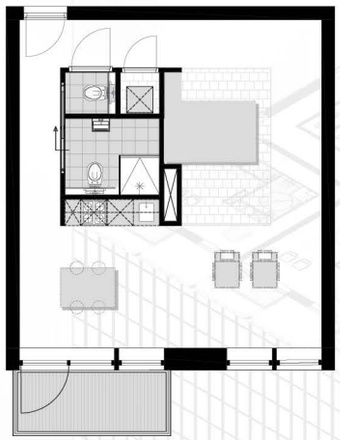





WINE CELLAR
REFUSE
SERVICE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
BIKE RACK

1227
BROADWAY

AFFORDABLE LIVING 50 M²



TYPE C

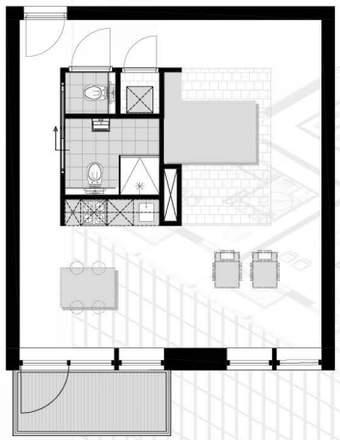
STARTERS

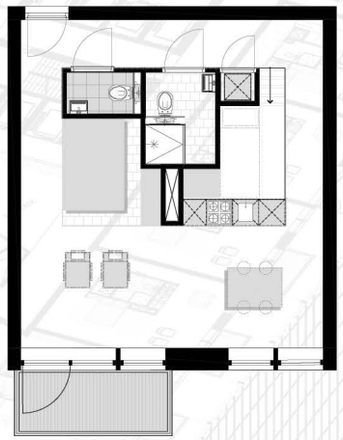
52 m²

COUNT: 66

1227
BROADWAY

AFFORDABLE LIVING 50 M²





TYPE C

STARTERS

52 m²

COUNT: 66

TYPE D

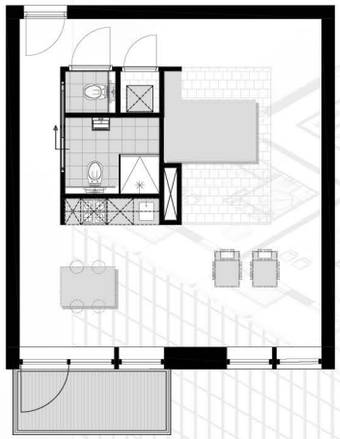
FAMILY

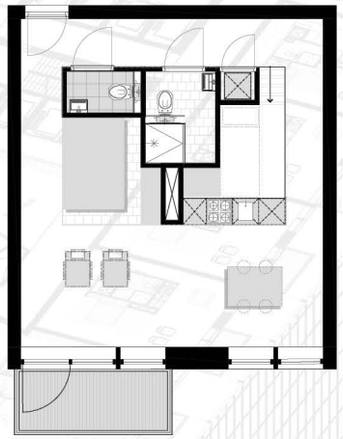
52 m²

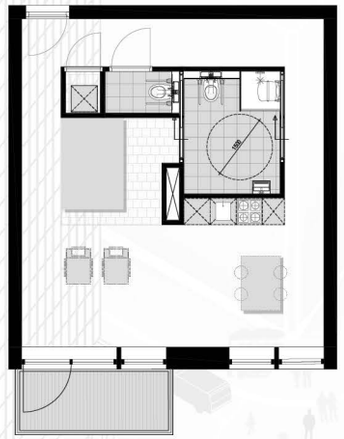
COUNT: 33

1227
BROADWAY

AFFORDABLE LIVING 50 M²







TYPE C

STARTERS
52 m²

COUNT: 66

TYPE D

FAMILY
52 m²

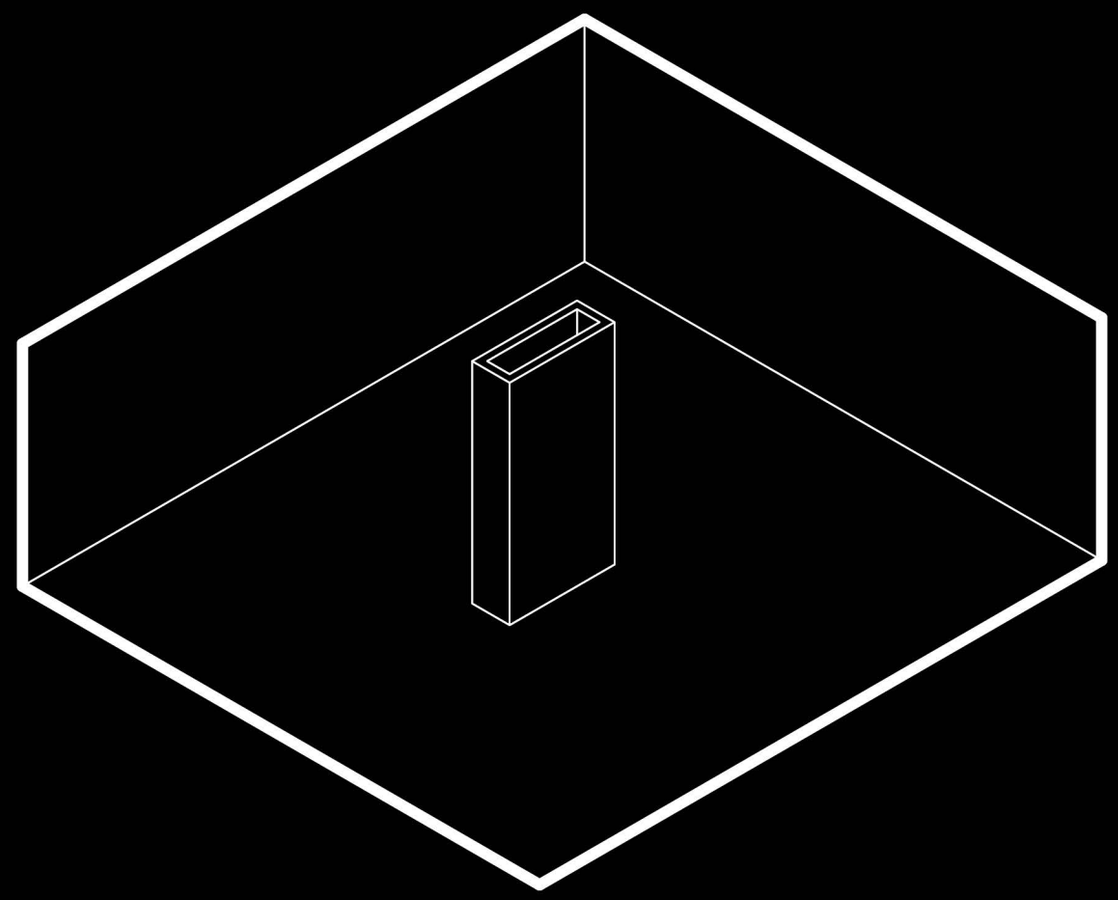
COUNT: 33

TYPE E

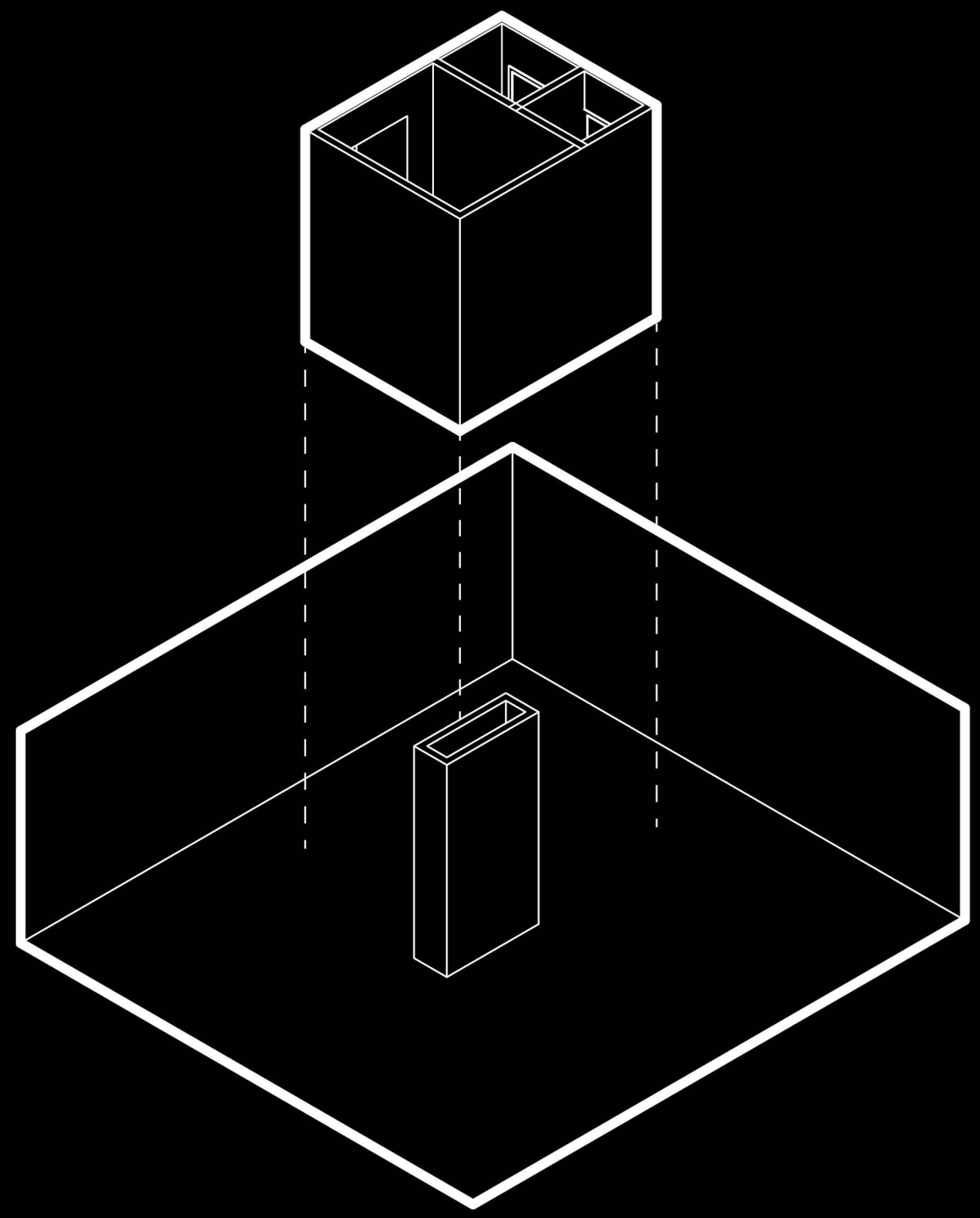
SENIOR
52 m²

COUNT: 33

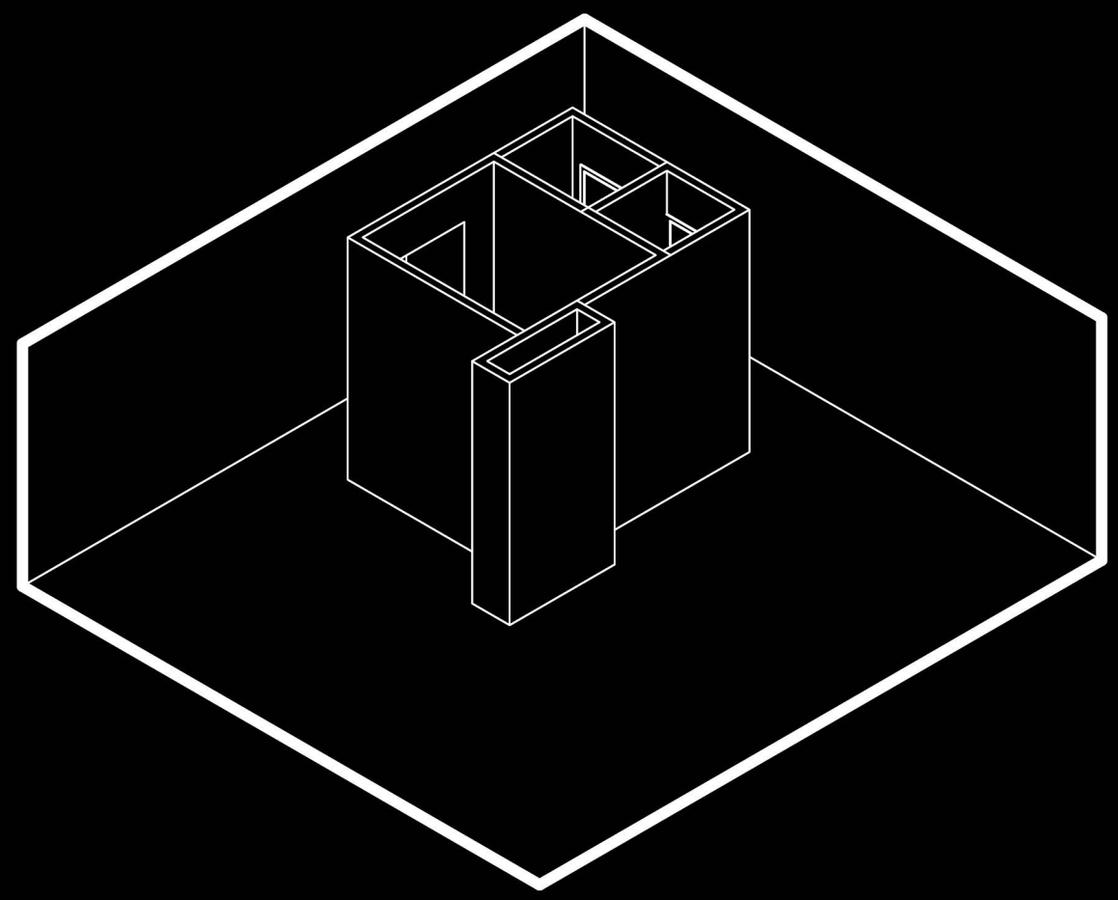
1227
BROADWAY
AFFORDABLE LIVING 50 M²



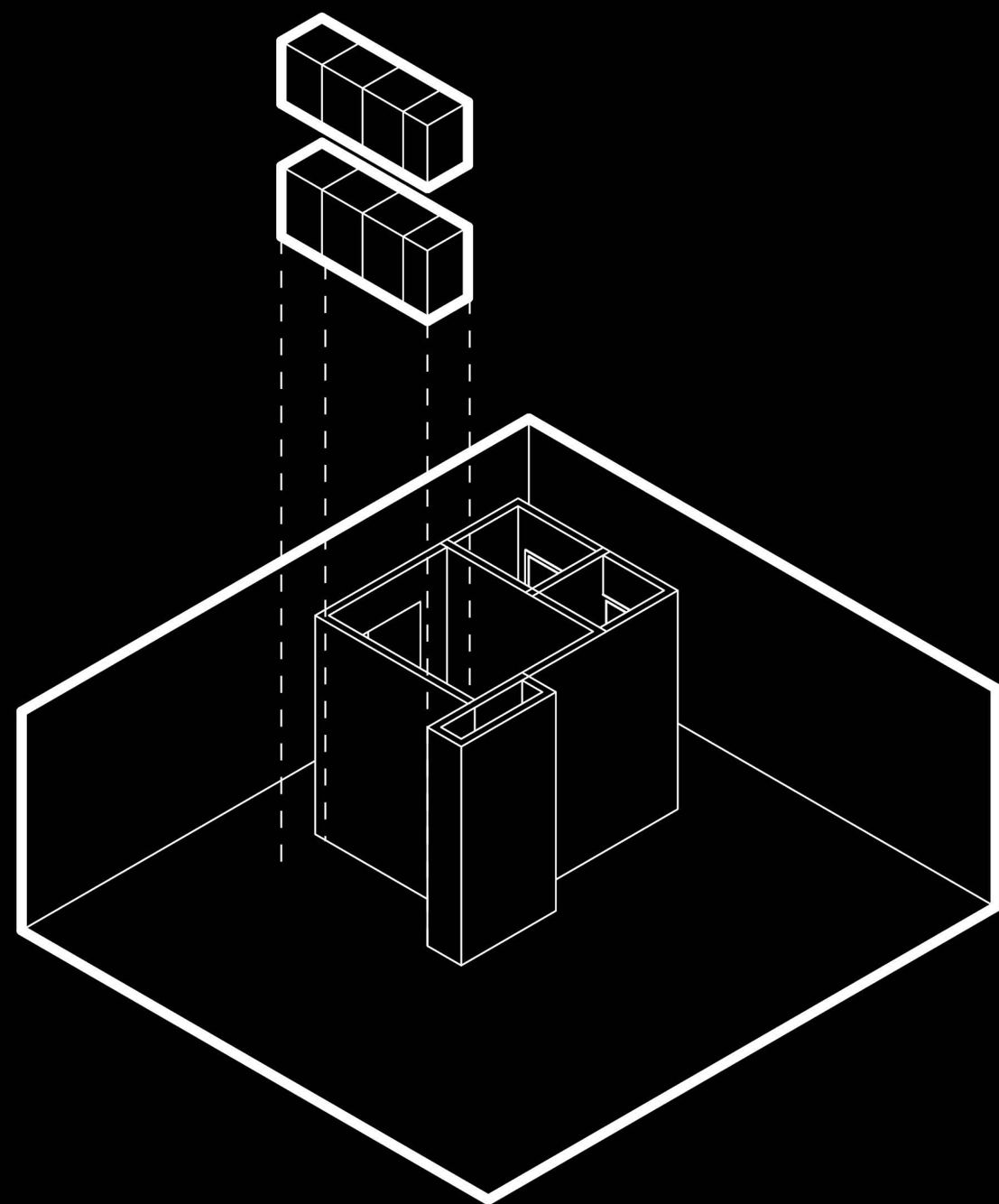
1227
BROADWAY
AFFORDABLE LIVING 50 M²



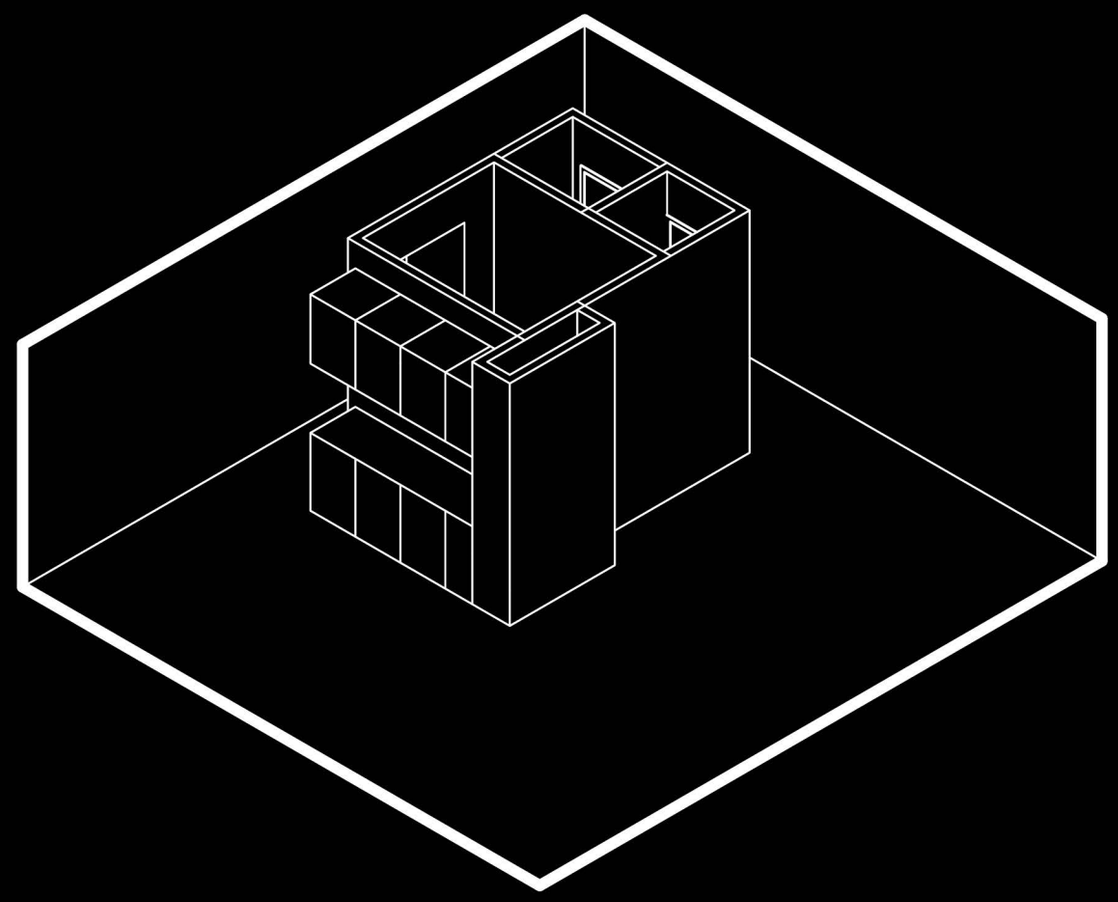
1227
BROADWAY
AFFORDABLE LIVING 50 M²



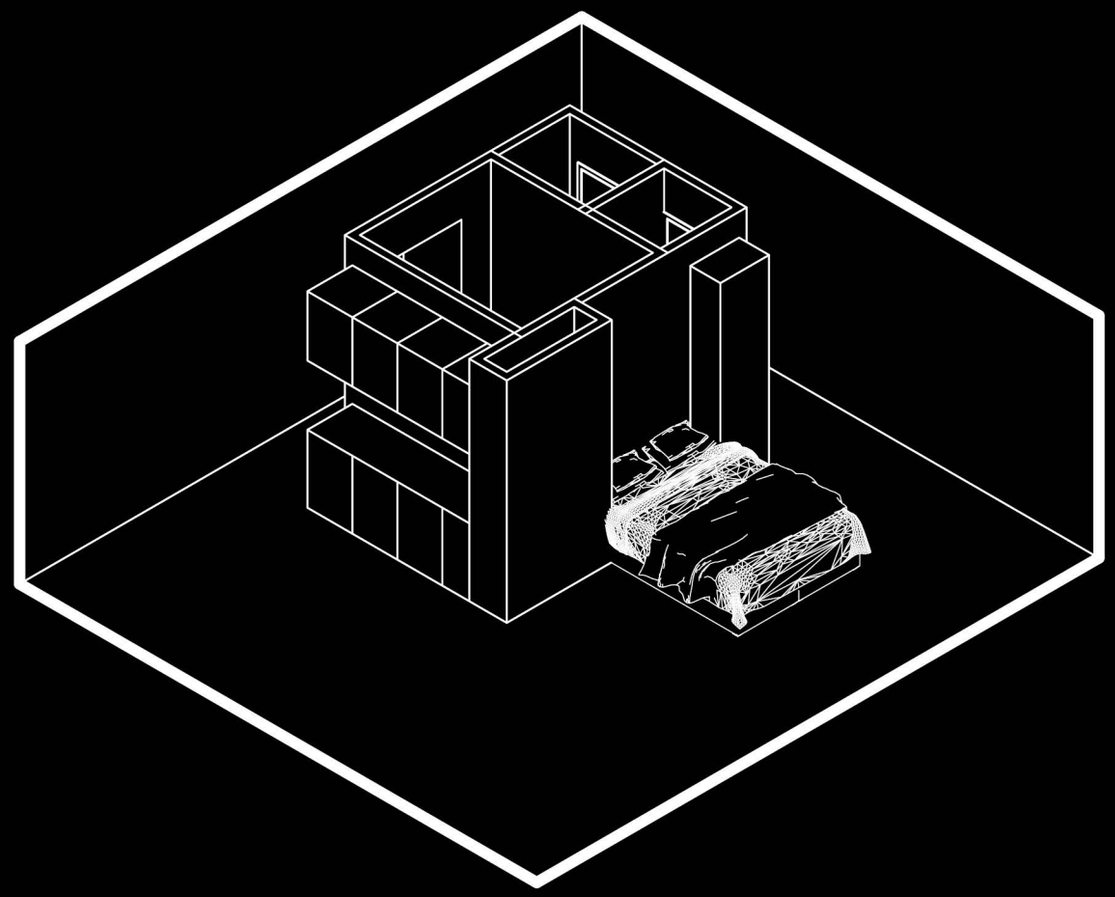
1227
BROADWAY
AFFORDABLE LIVING 50 M²



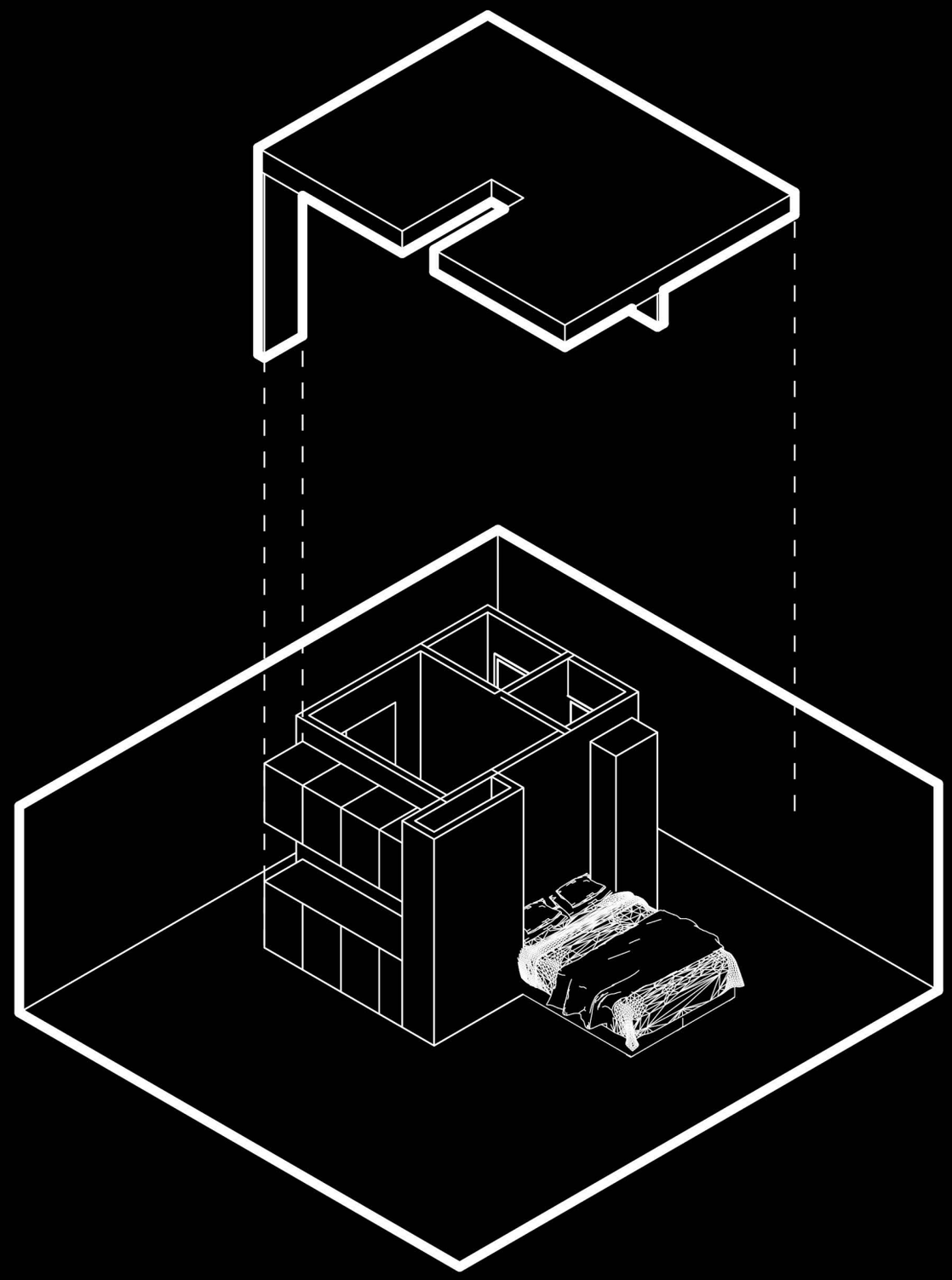
1227
BROADWAY
AFFORDABLE LIVING 50 M^2



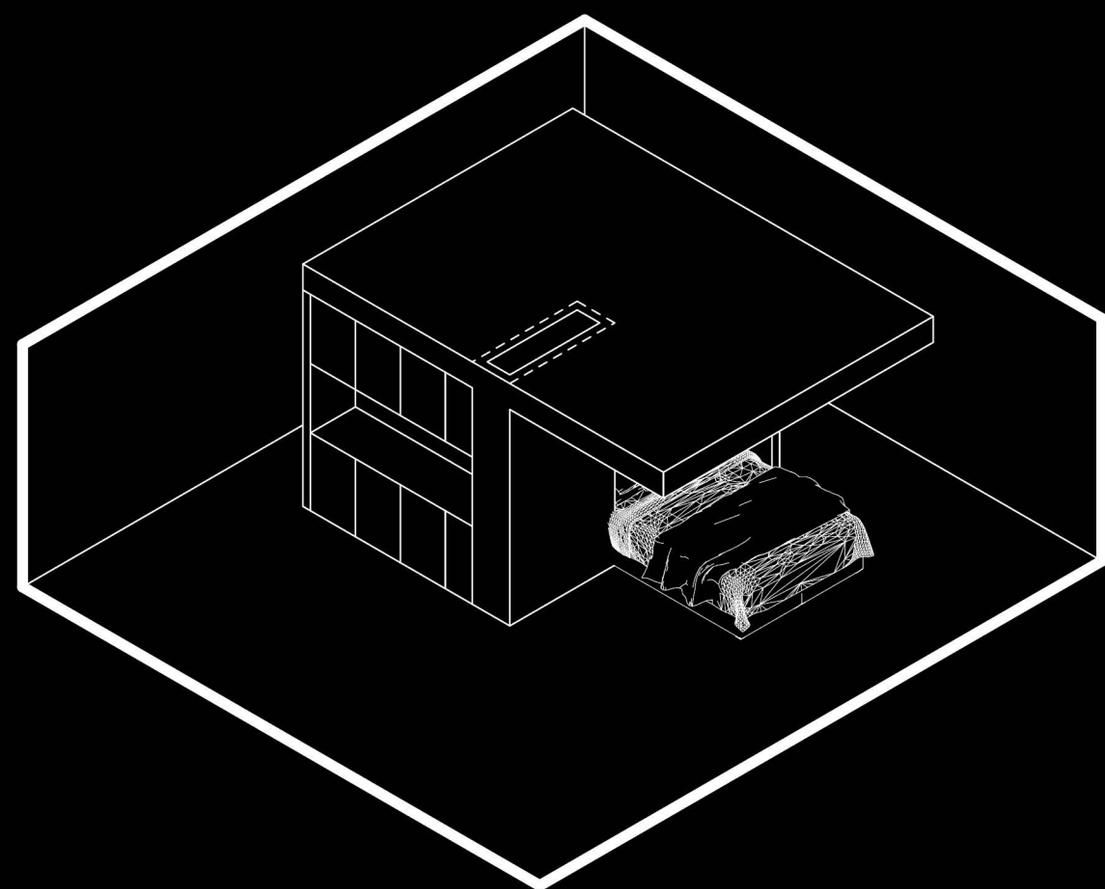
1227
BROADWAY
AFFORDABLE LIVING 50 M^2

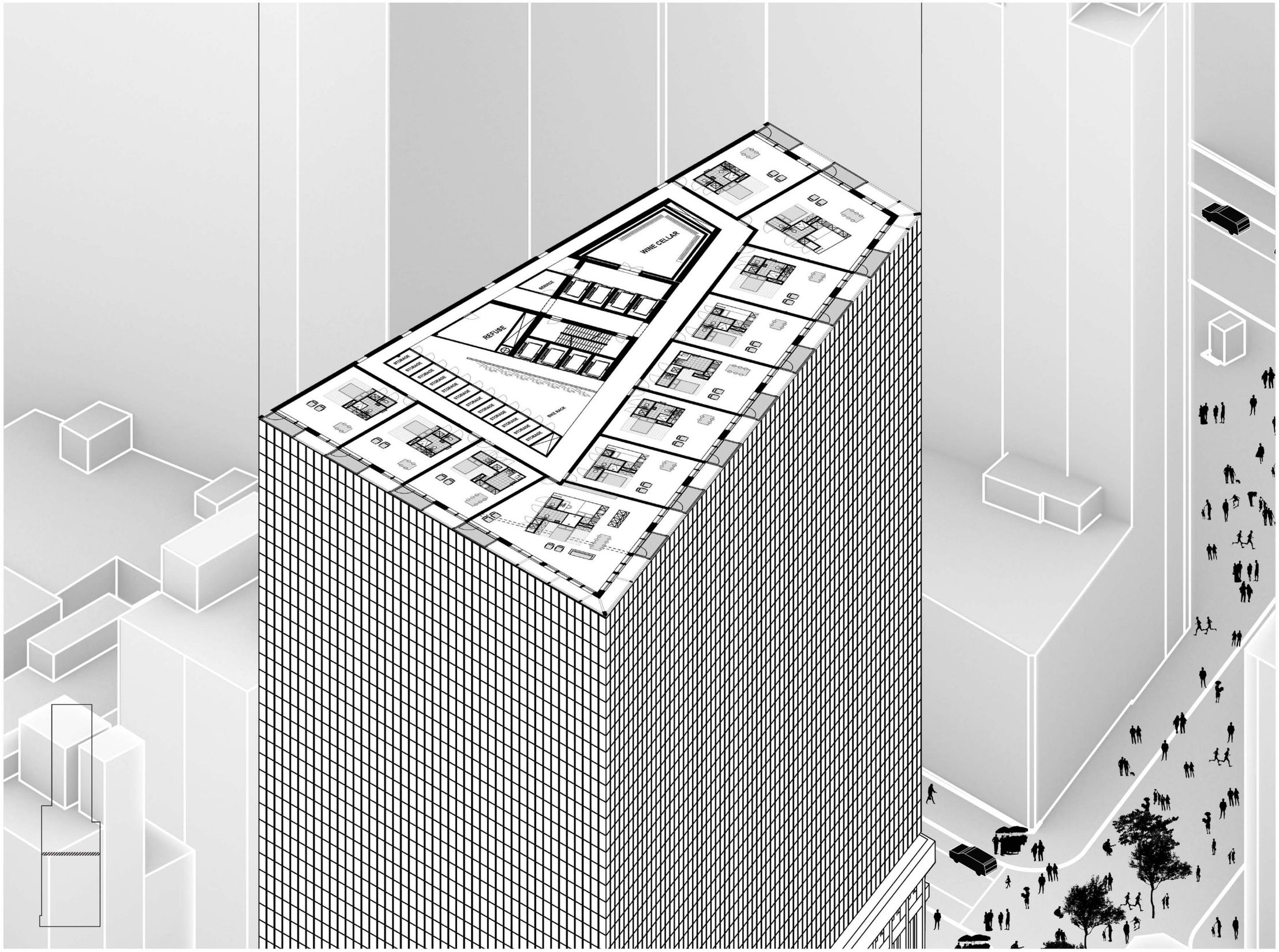


1227
BROADWAY
AFFORDABLE LIVING 50 M²



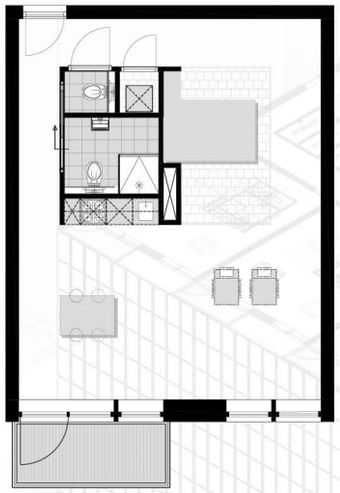
1227
BROADWAY
AFFORDABLE LIVING 50 M^2




WINE CELLAR
REFUSE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
BIKE RACK

1227
BROADWAY

AFFORDABLE LIVING 60 M²



TYPE C+

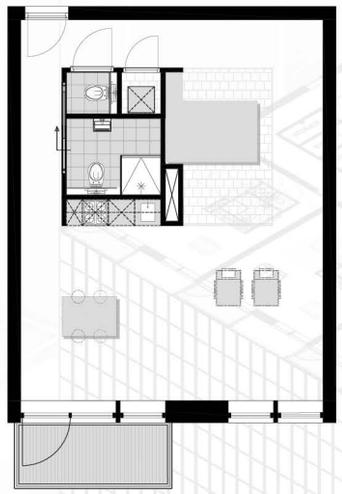
STARTERS

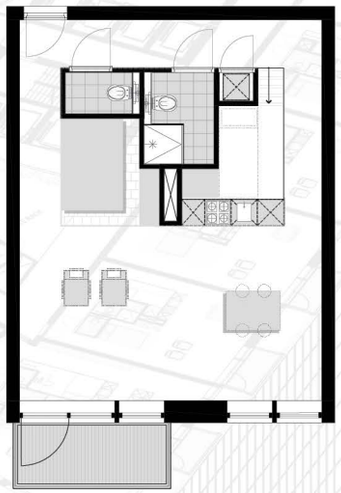
60 m²

COUNT: 44

1227
BROADWAY

AFFORDABLE LIVING 60 M²





TYPE C+

STARTERS
60 m²

COUNT: 44

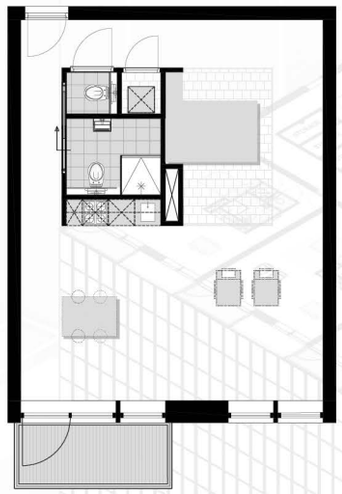
TYPE D+

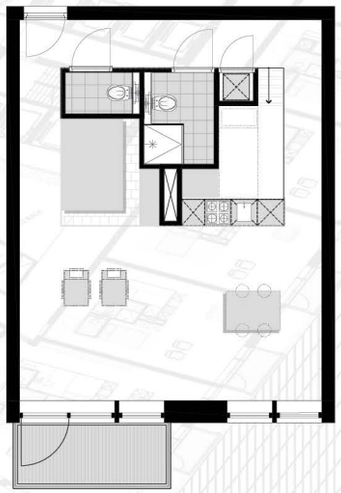
STARTERS
60 m²

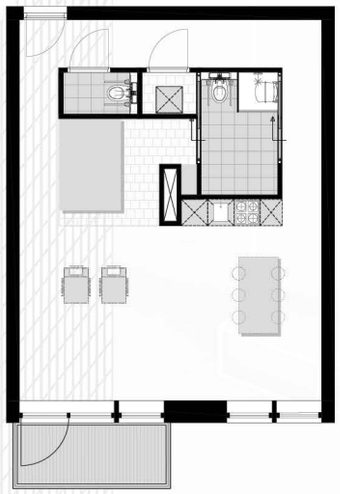
COUNT: 22

1227
BROADWAY

AFFORDABLE LIVING 60 M²







TYPE C+

STARTERS
60 m²

COUNT: 44

TYPE D+

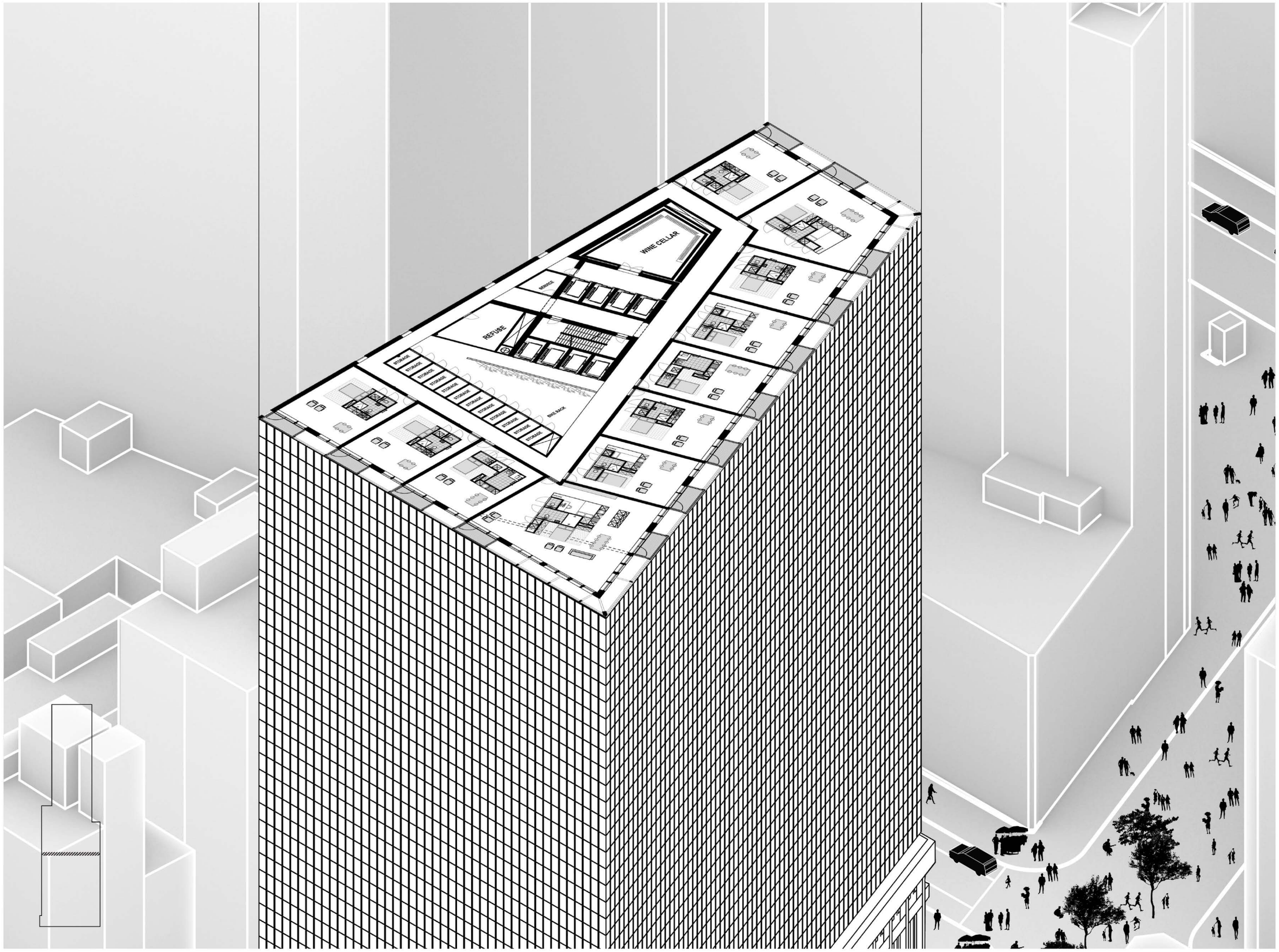
STARTERS
60 m²

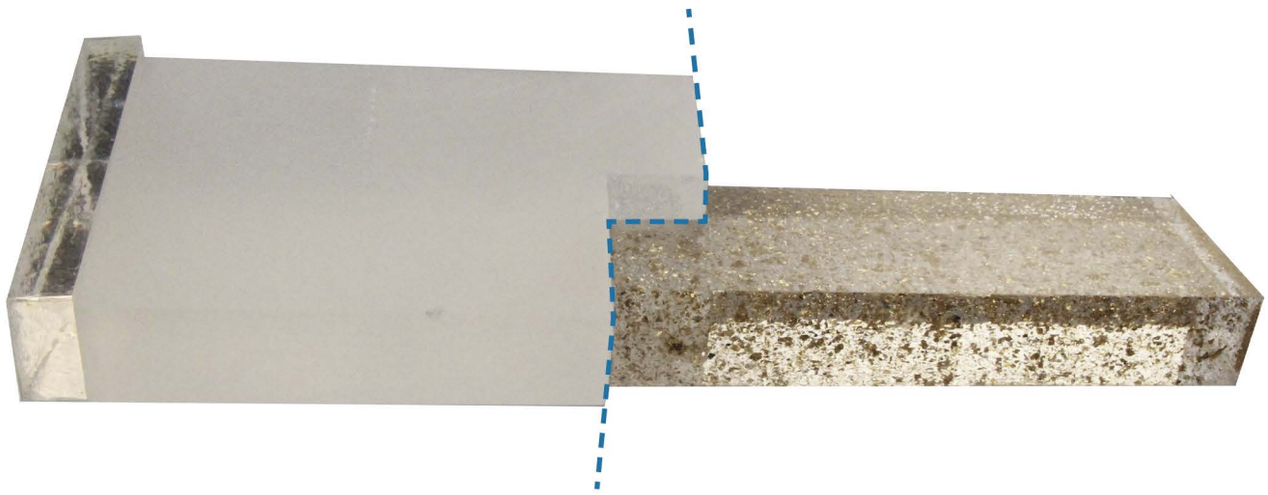
COUNT: 22

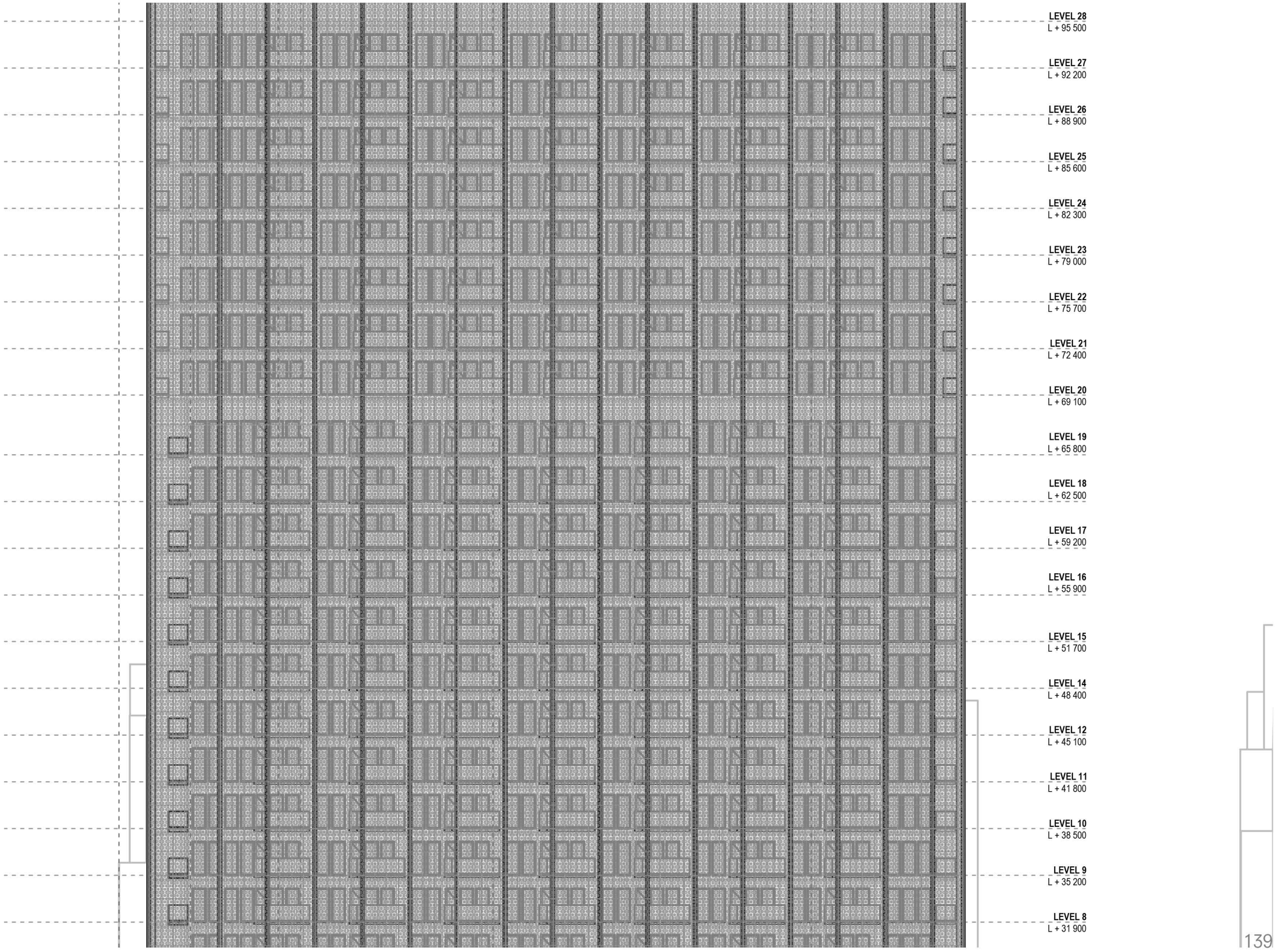
TYPE E+

SENIOR
60 m²

COUNT: 22


WINE CELLAR
REFUSE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
BIKE RACK




LEVEL 28
L + 95 500
LEVEL 27
L + 92 200
LEVEL 26
L + 88 900
LEVEL 25
L + 85 600
LEVEL 24
L + 82 300
LEVEL 23
L + 79 000
LEVEL 22
L + 75 700
LEVEL 21
L + 72 400
LEVEL 20
L + 69 100
LEVEL 19
L + 65 800
LEVEL 18
L + 62 500
LEVEL 17
L + 59 200
LEVEL 16
L + 55 900
LEVEL 15
L + 51 700
LEVEL 14
L + 48 400
LEVEL 12
L + 45 100
LEVEL 11
L + 41 800
LEVEL 10
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LEVEL 9
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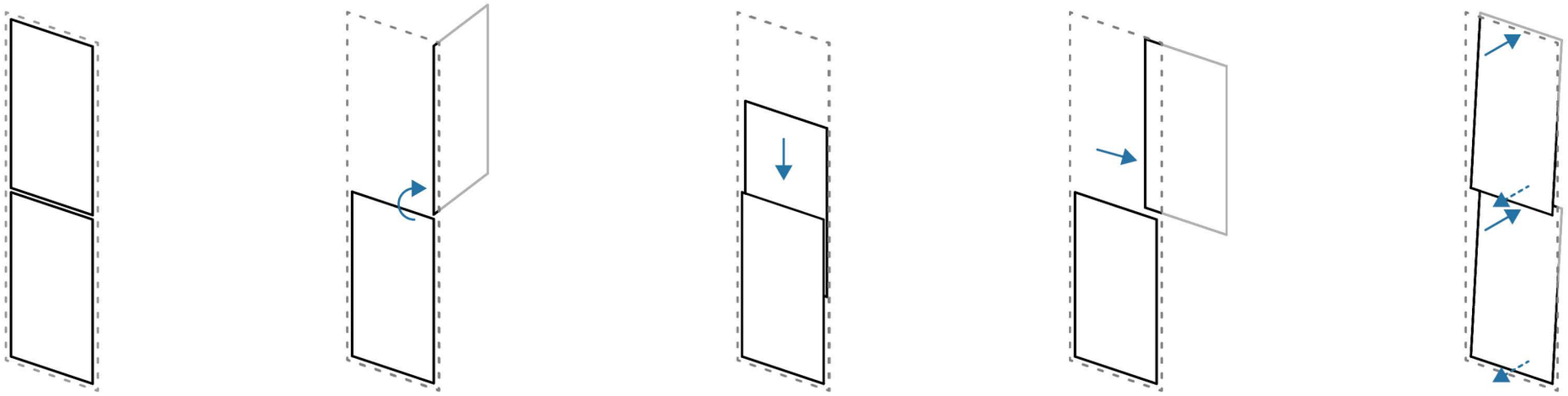
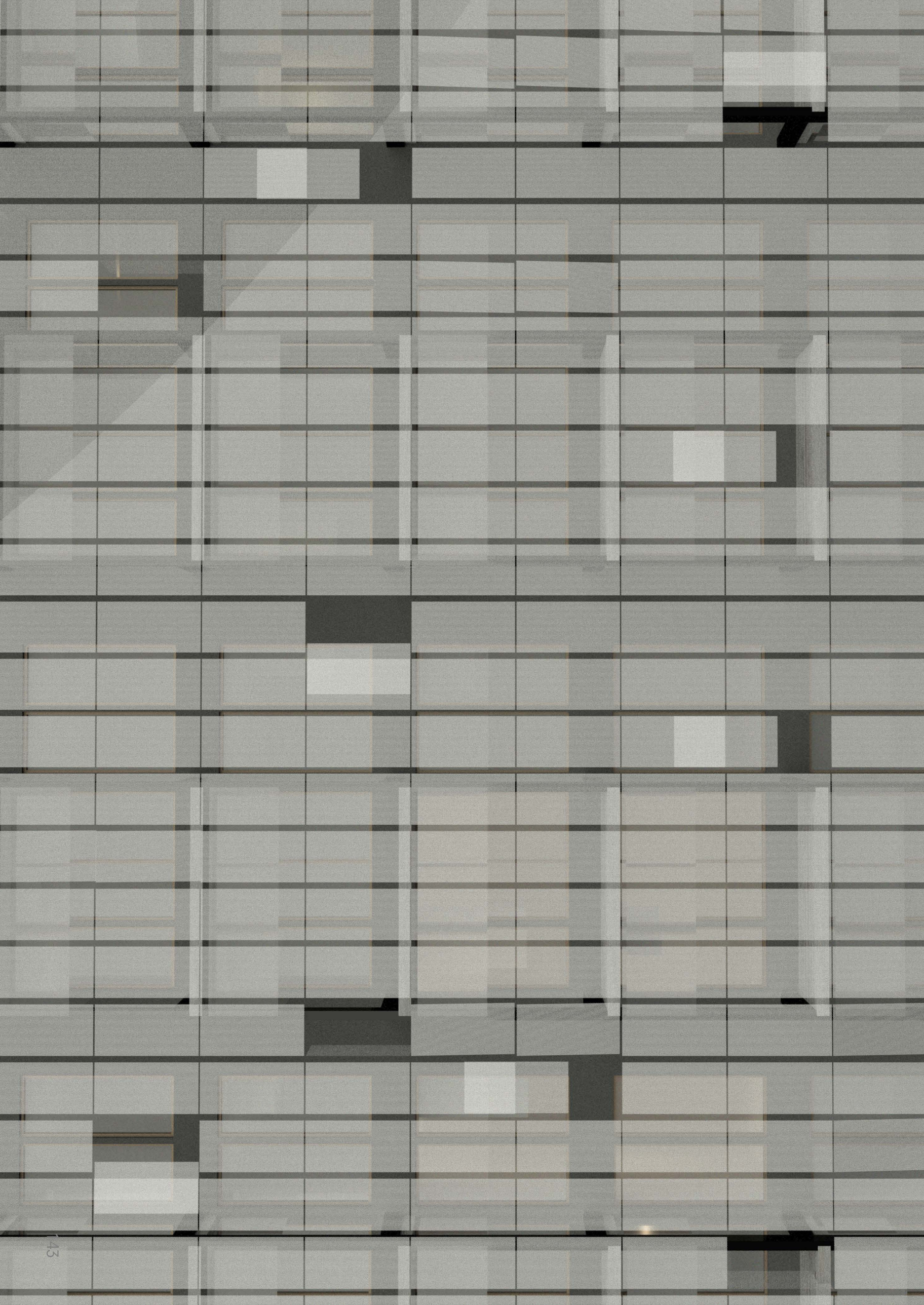
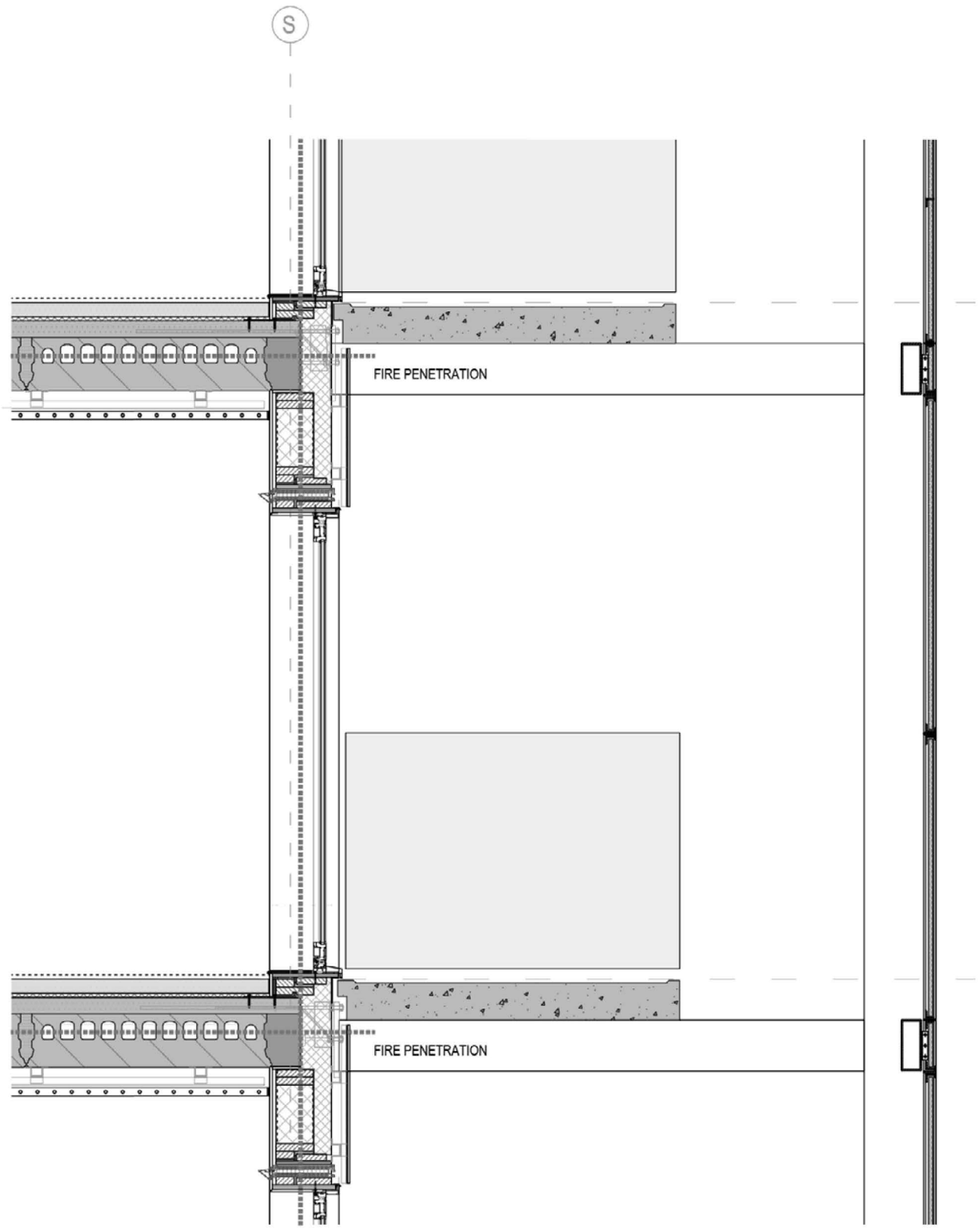
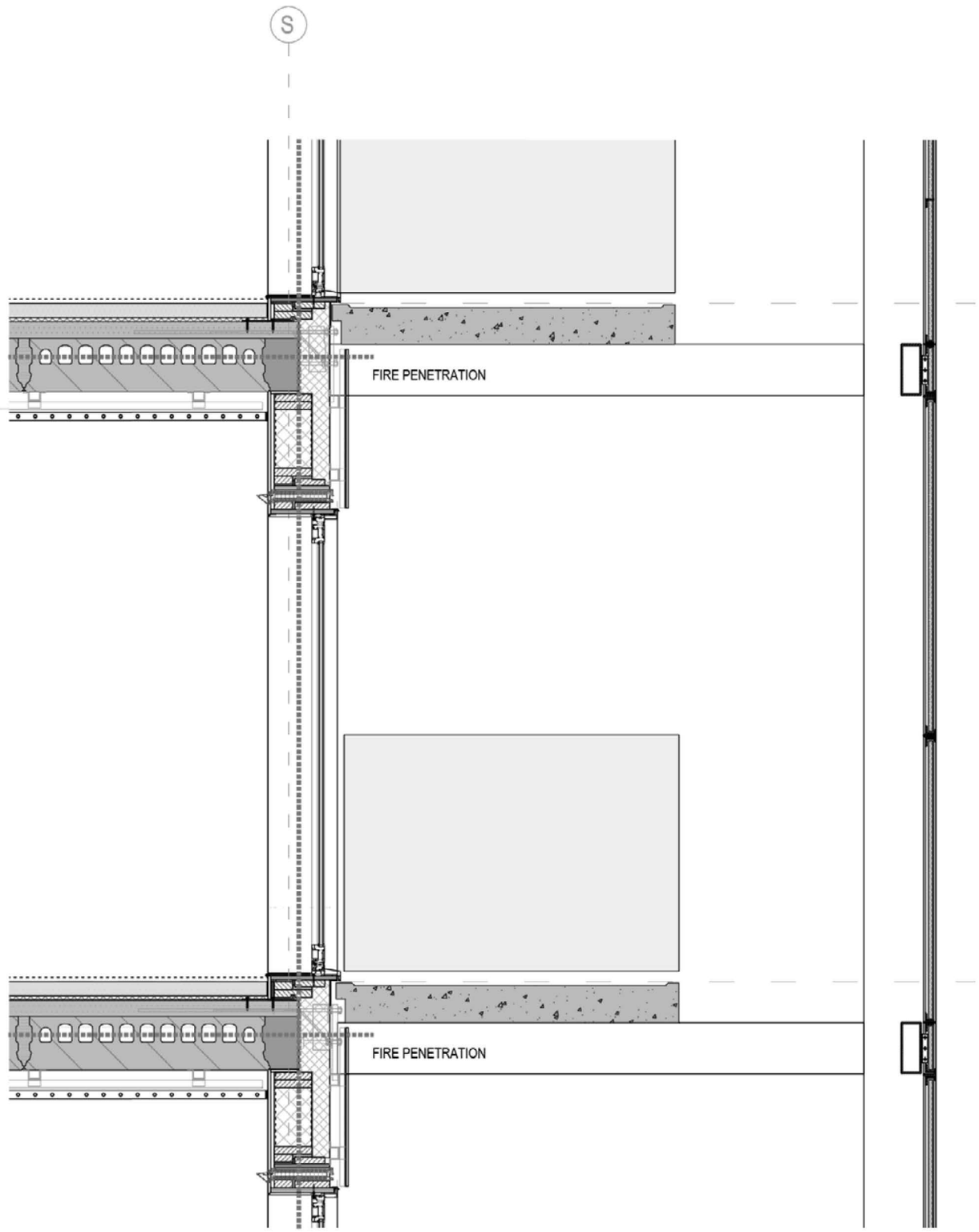





S
FIRE PENETRATION
FIRE PENETRATION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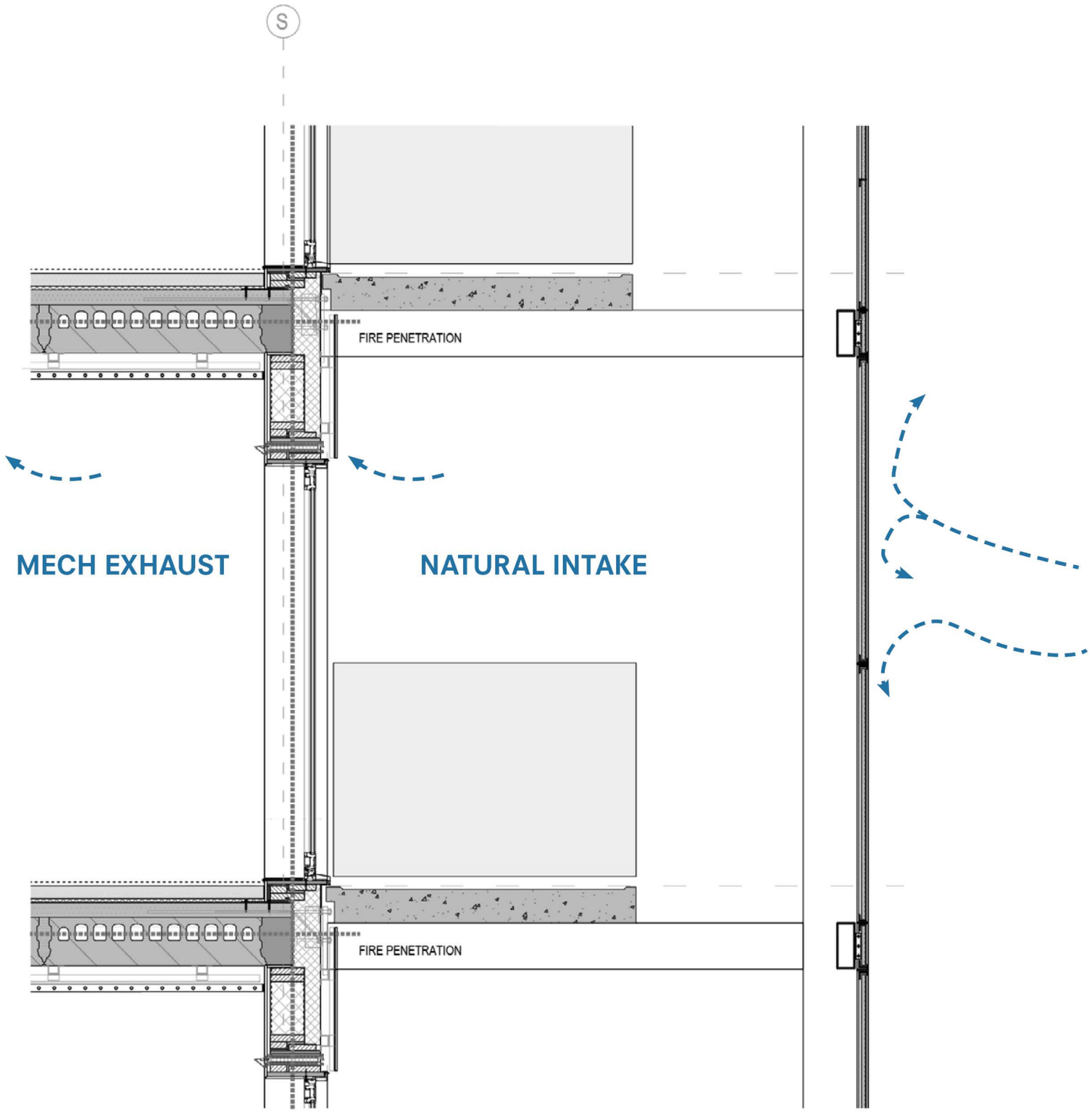
FIRE PENETRATION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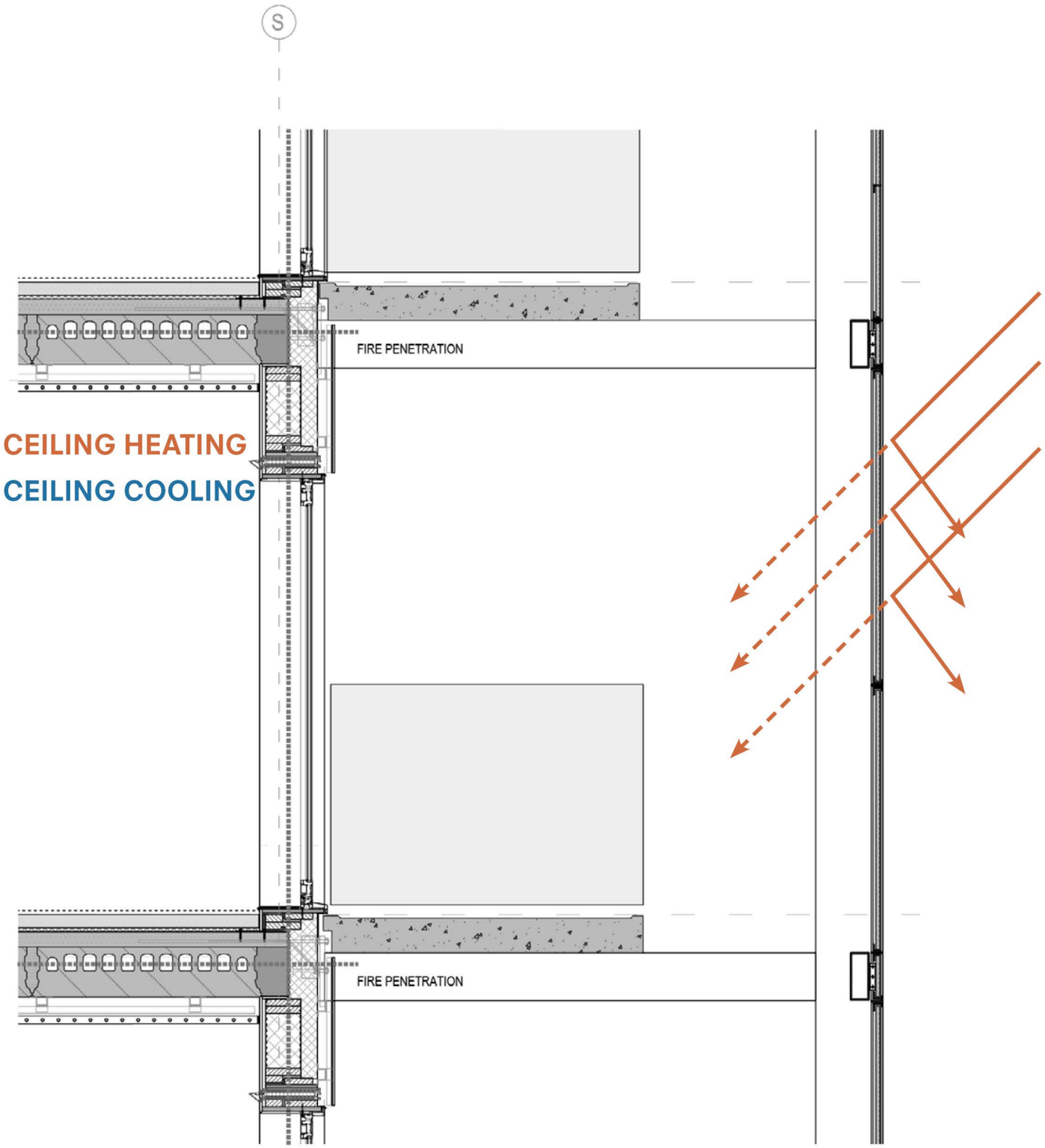
MECH EXHAUST
NATURAL INTAKE
FIRE PENETRATION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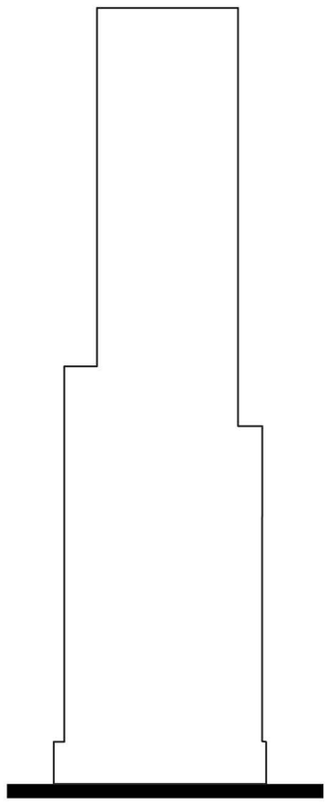
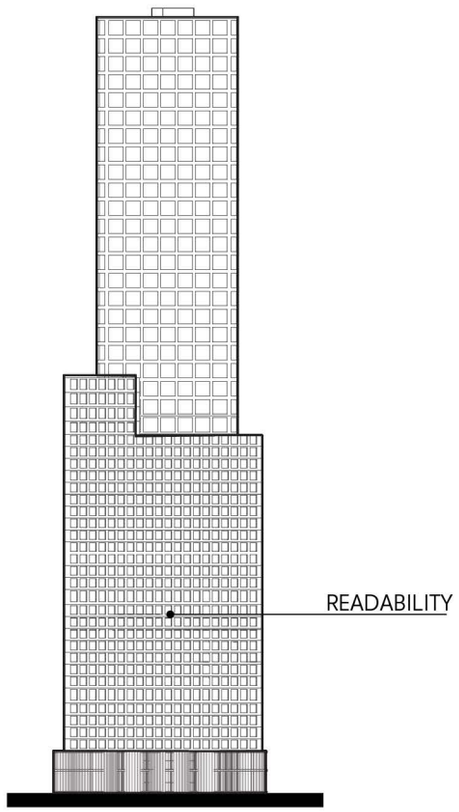
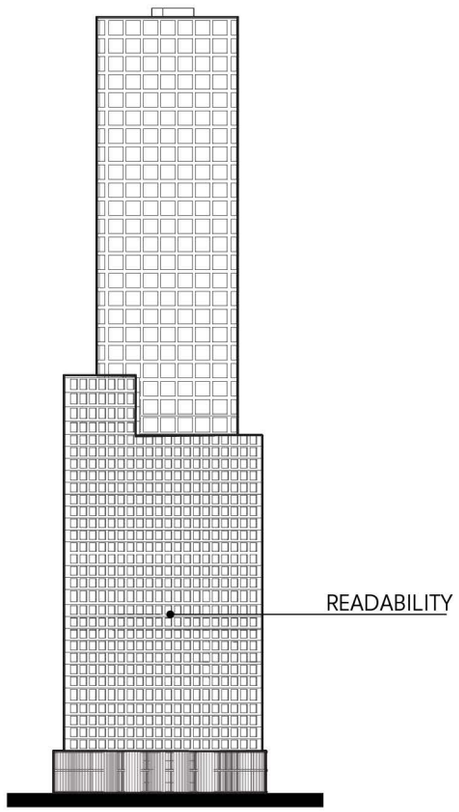
FIRE PENETRATION
CEILING HEATING
CEILING COOLING
FIRE PENETRATION



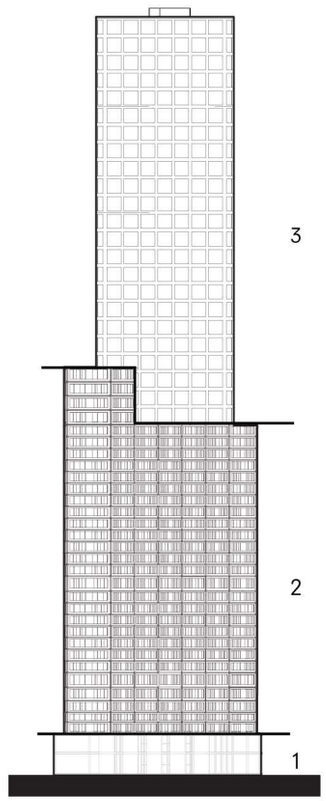
READIBILITY



READIBILITY



READIBILITY



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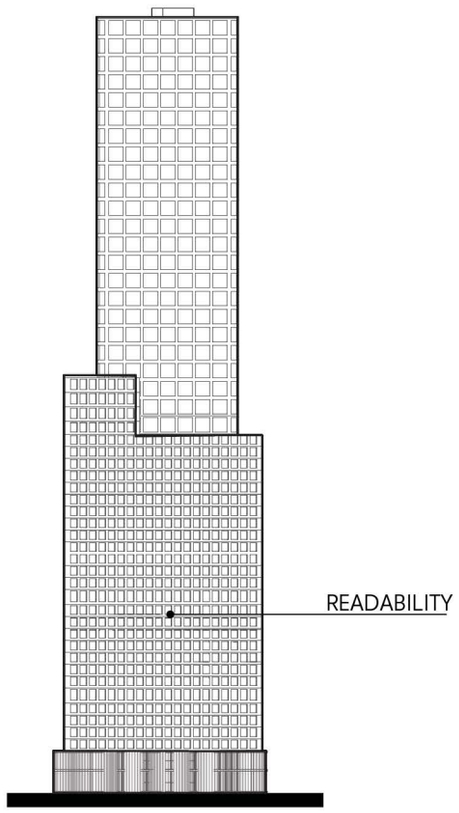

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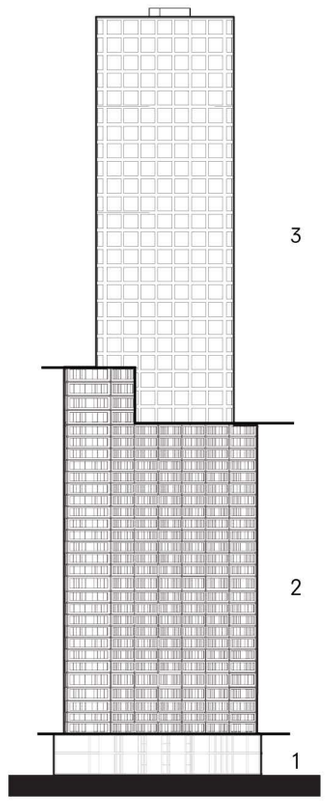

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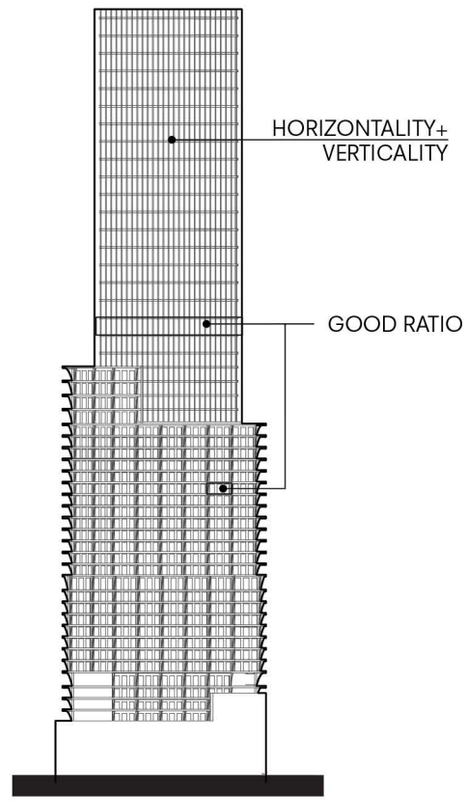

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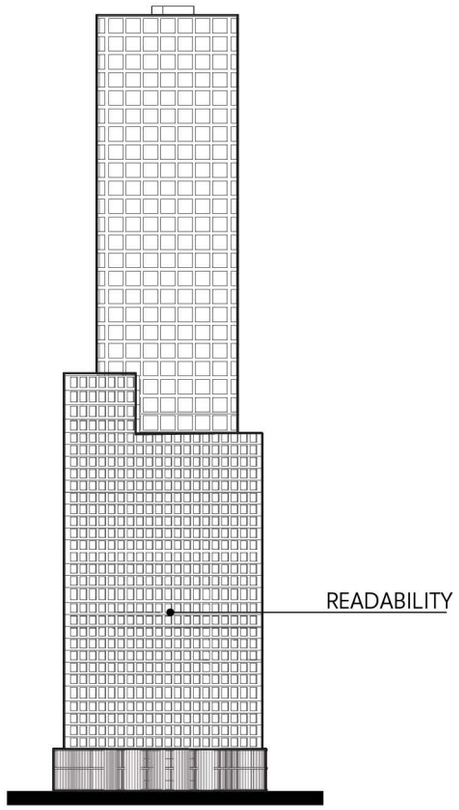
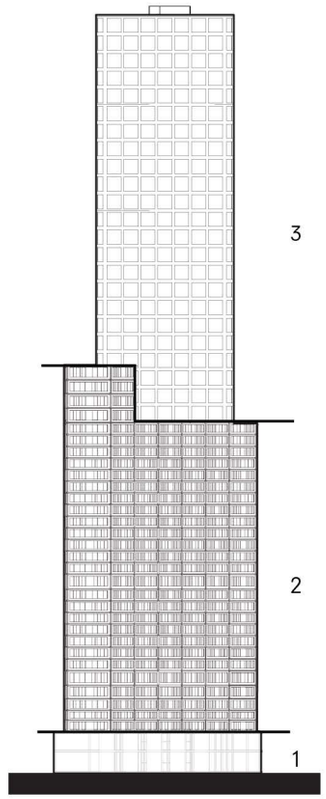


READIBILITY



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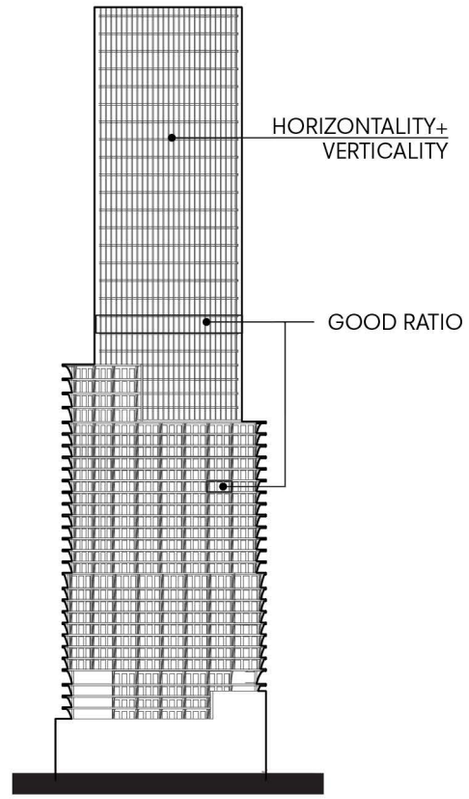

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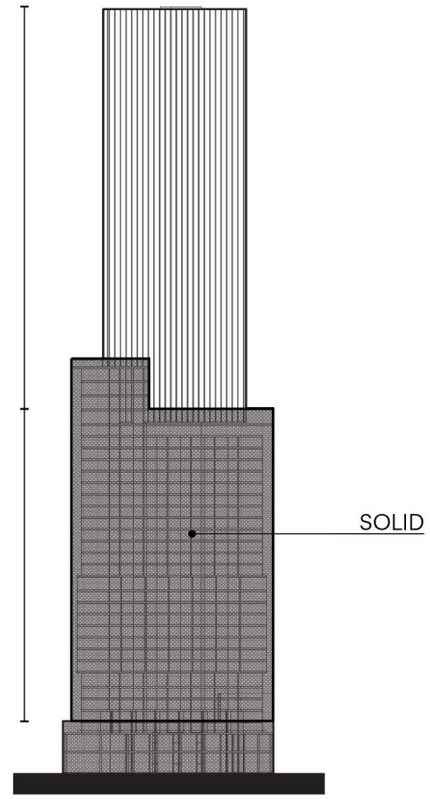

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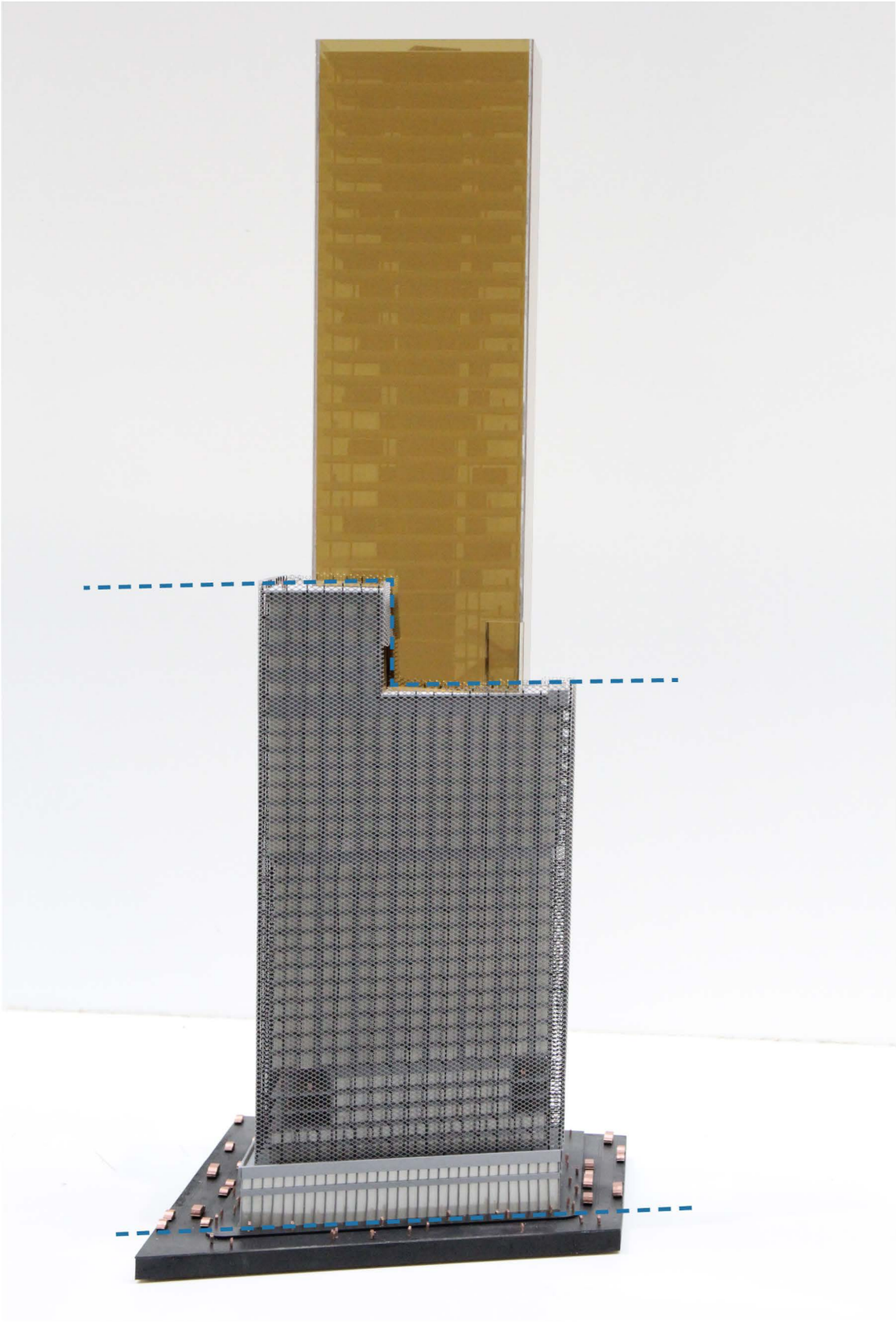
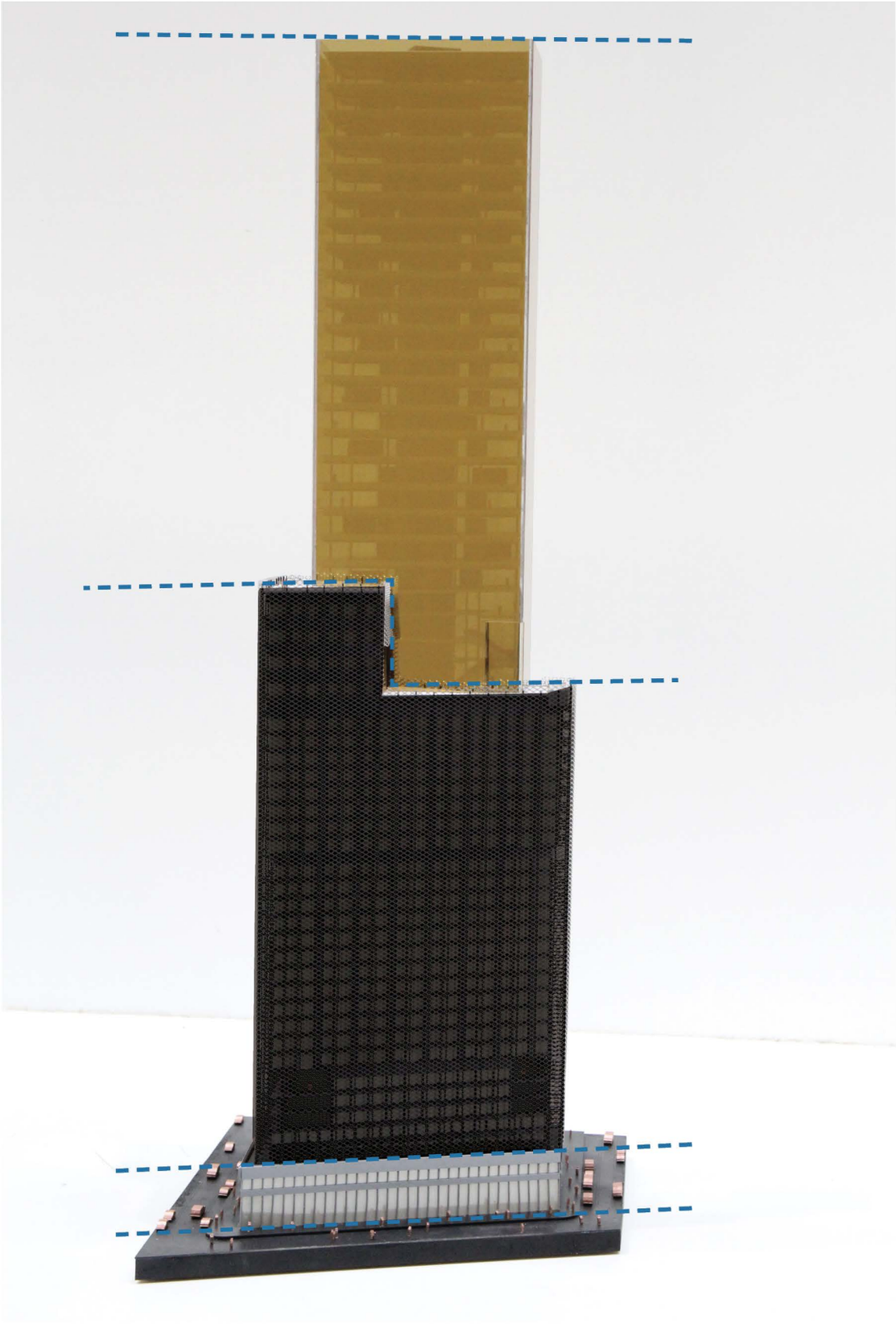
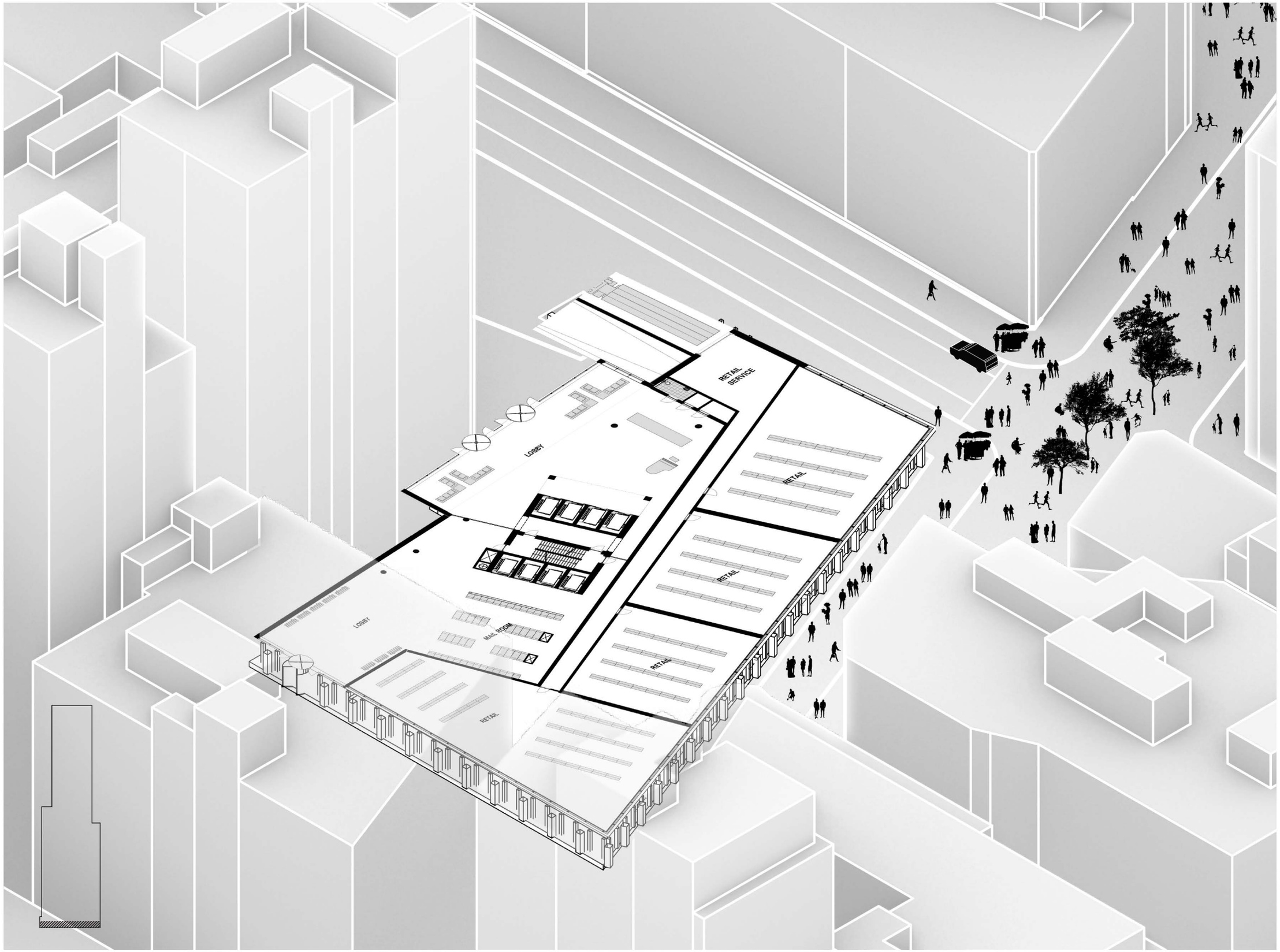
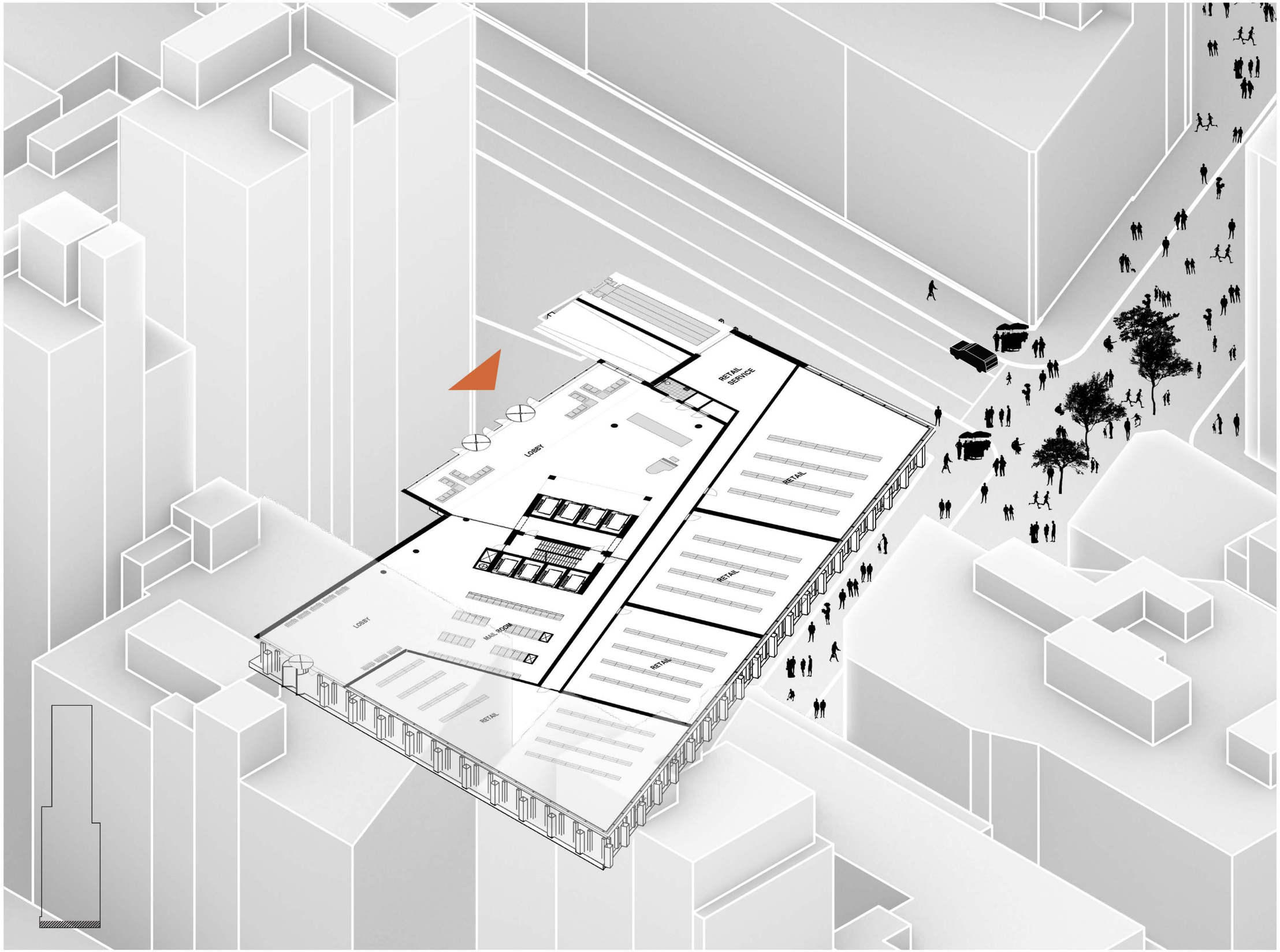





RETAIL SERVICE
LOBBY
RETAIL
RETAIL
RETAIL
LOBBY
MAIL ROOM
RETAIL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LOBBY
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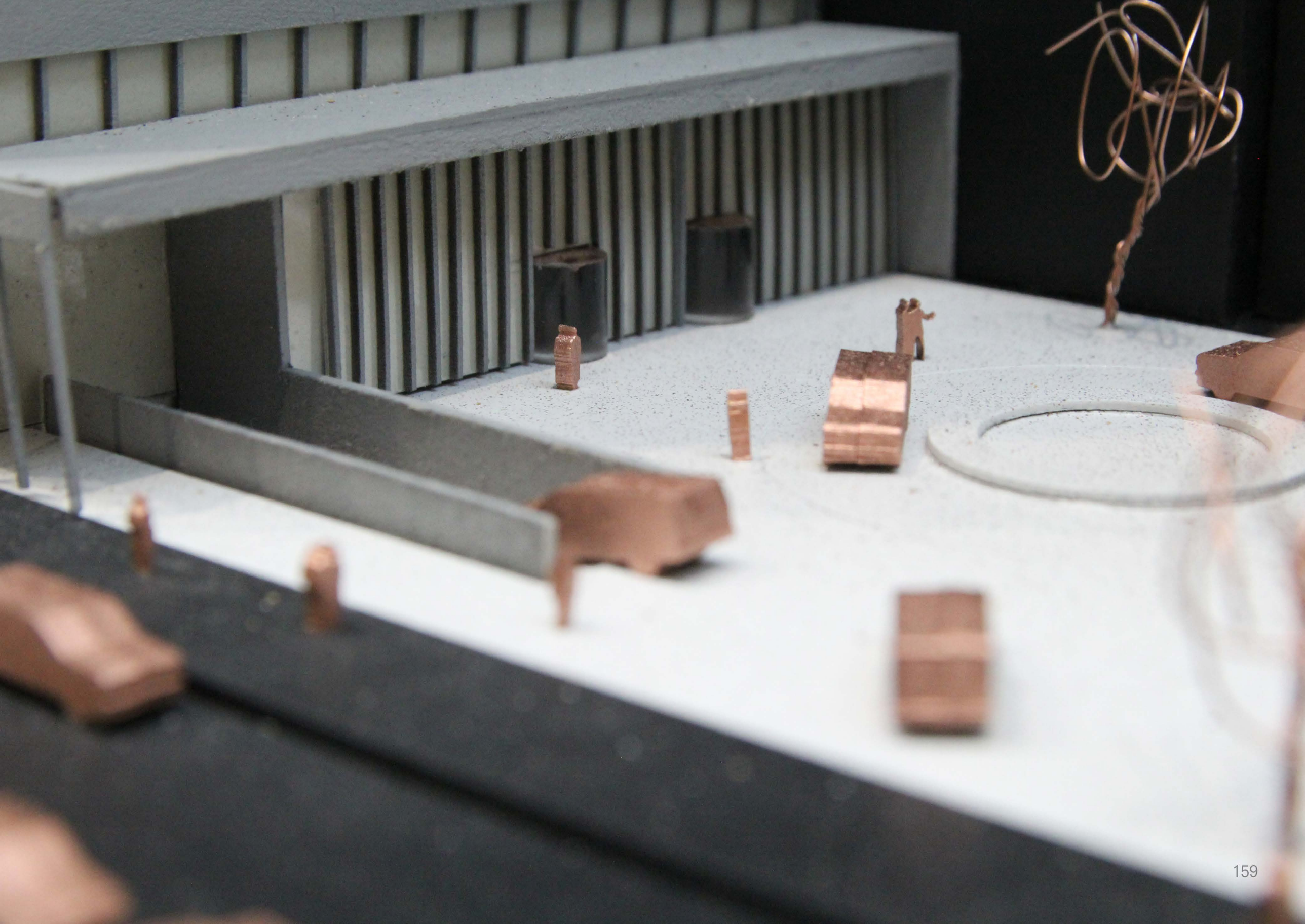
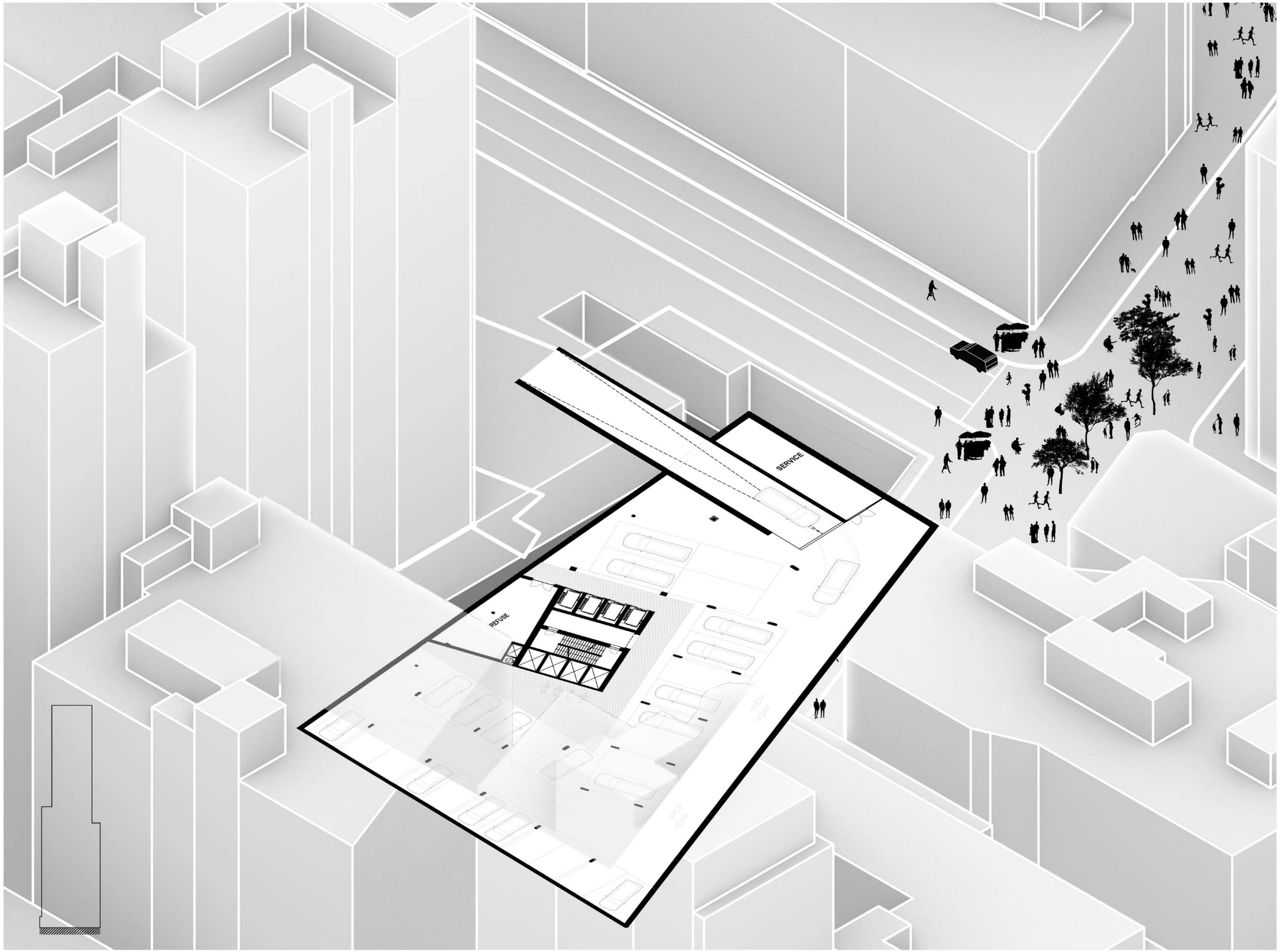
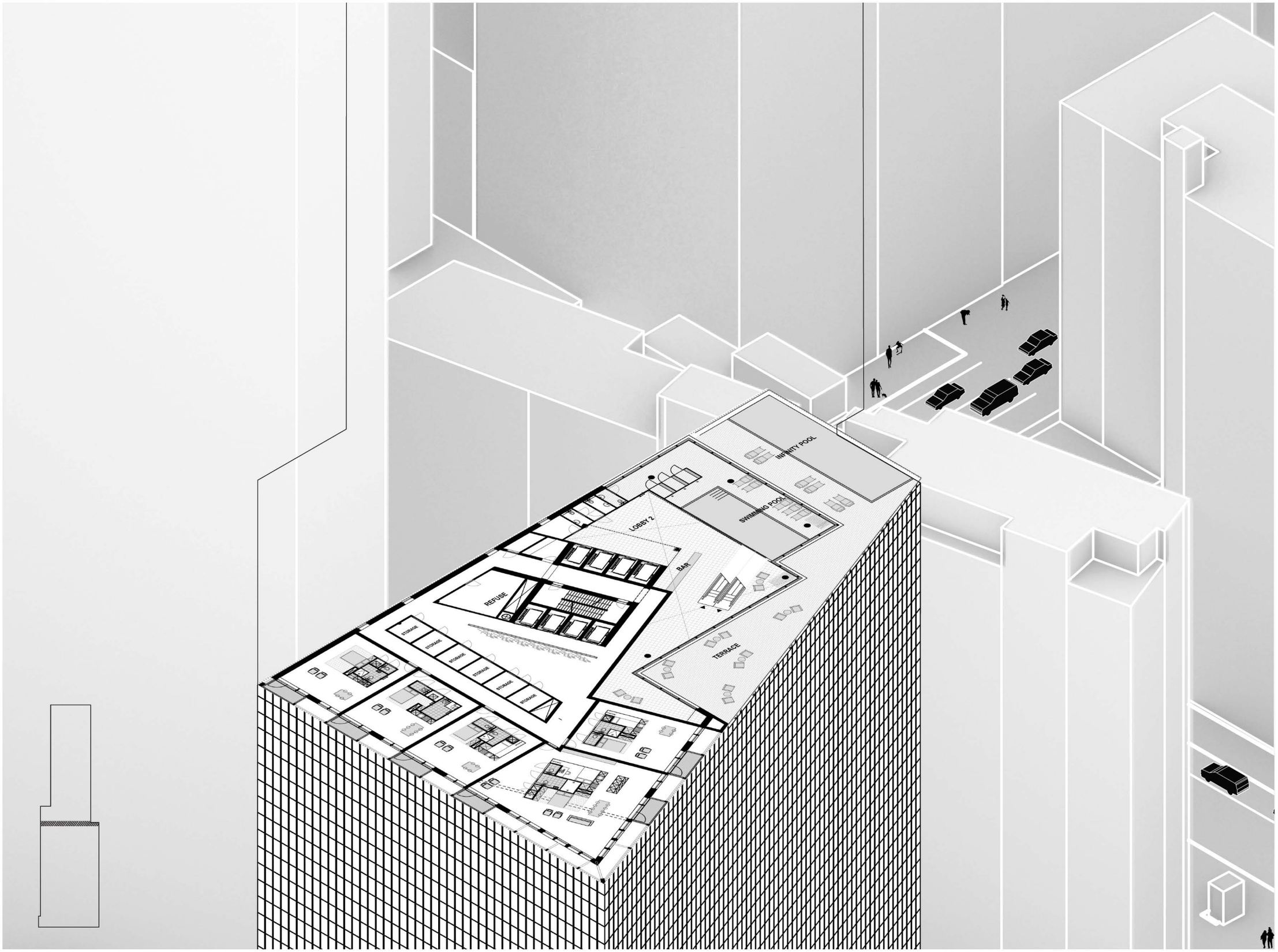
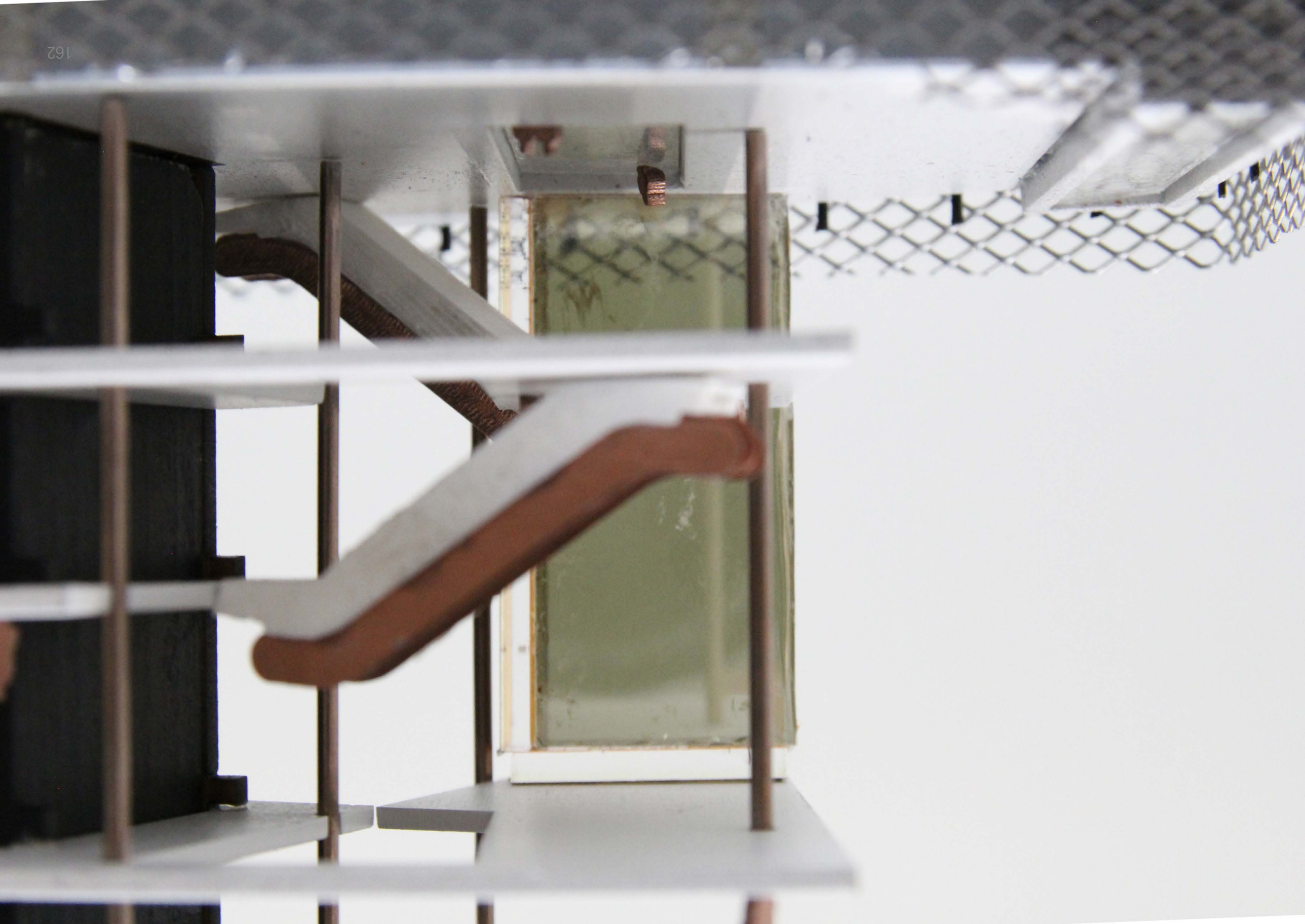
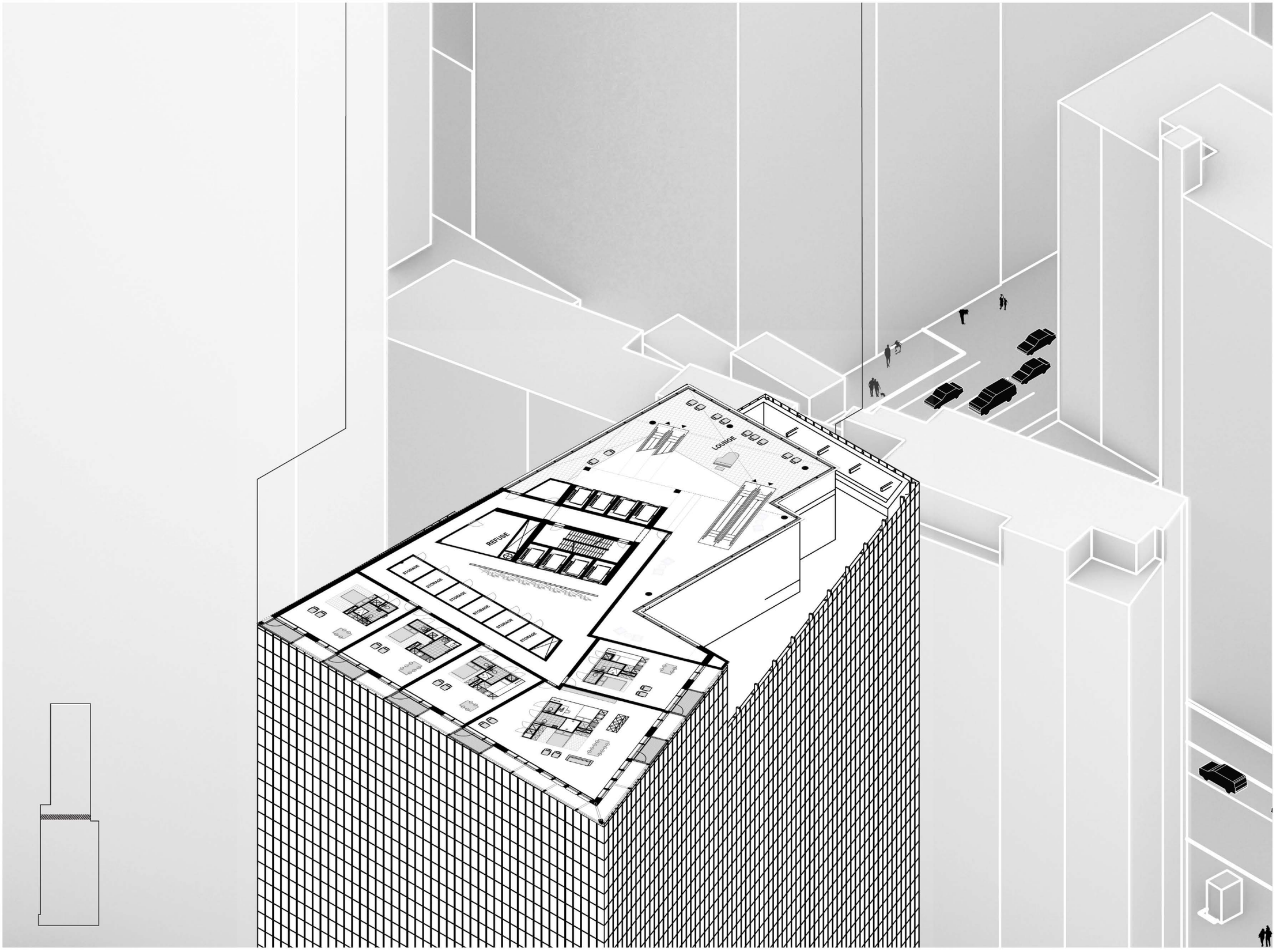
RETAIL
LOBBY
MAIL ROOM
RETAIL




SERVICE
REFUSE


INFINITY POOL
SWIMMING POOL
LOBBY 2
BAR
REFUSE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
TERRACE




LOUNGE
REFUSE
STORAGE
STORAGE
STORAGE
STORAGE
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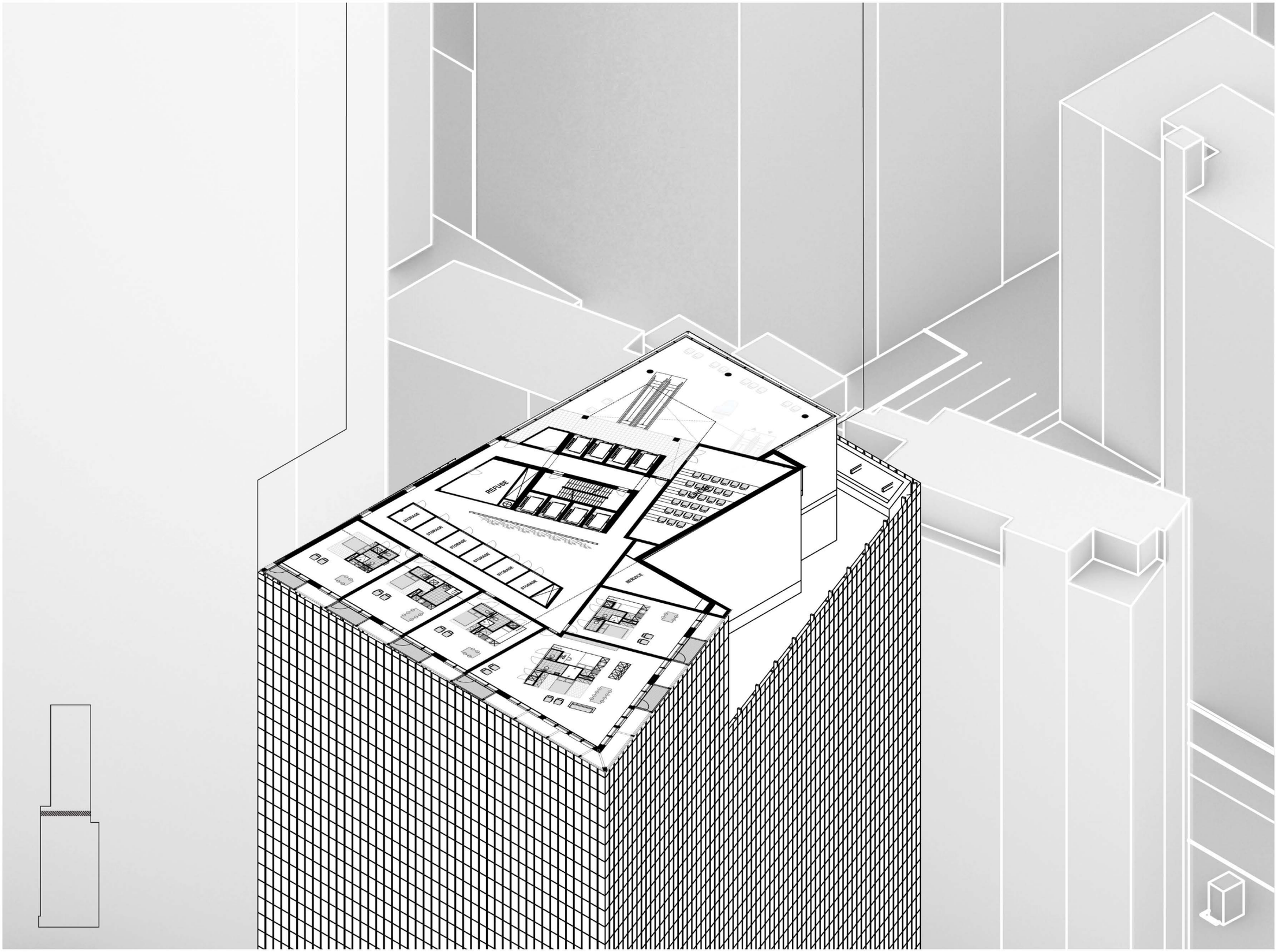
STORAGE


REFUSE
STORAGE
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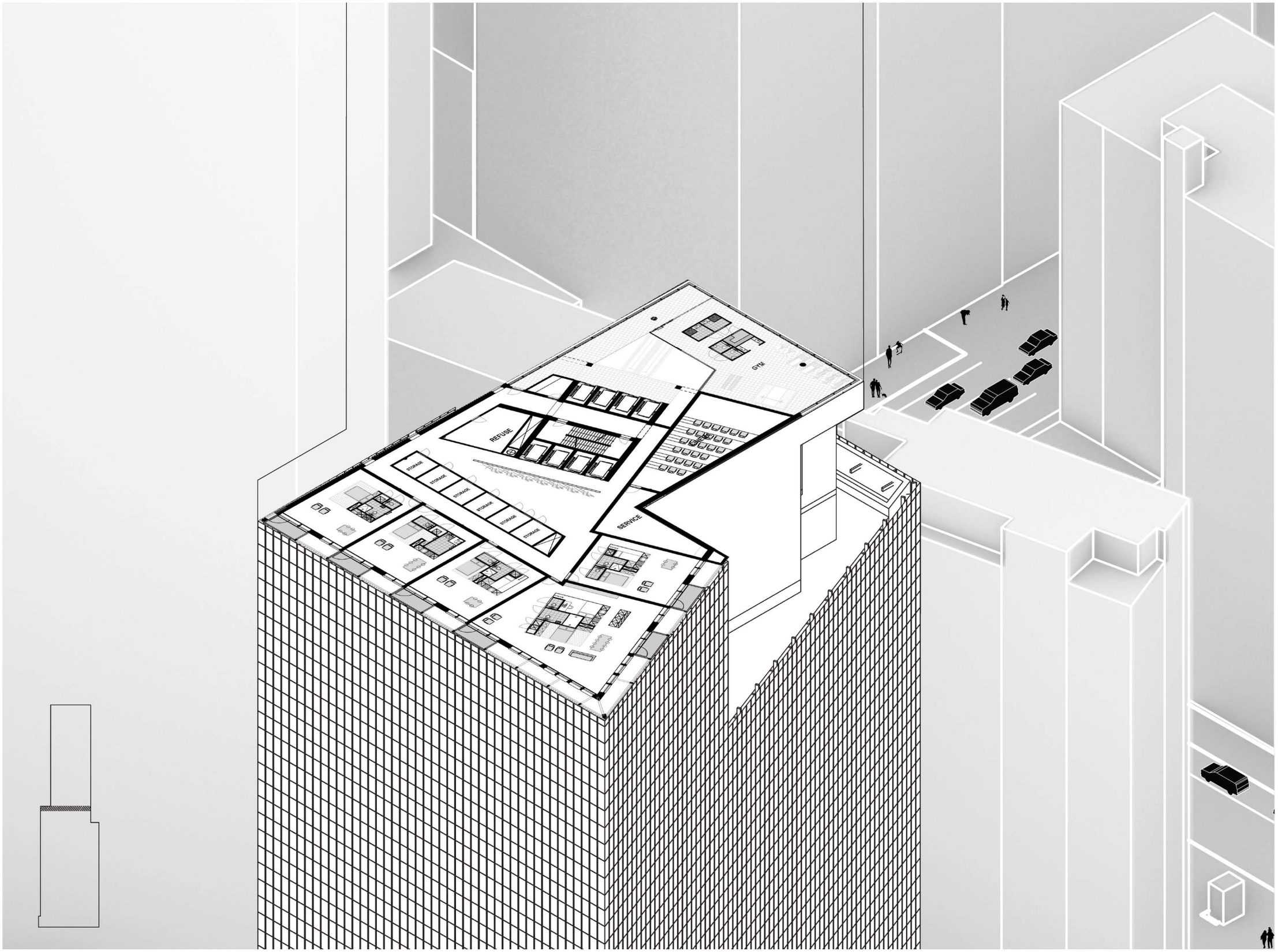
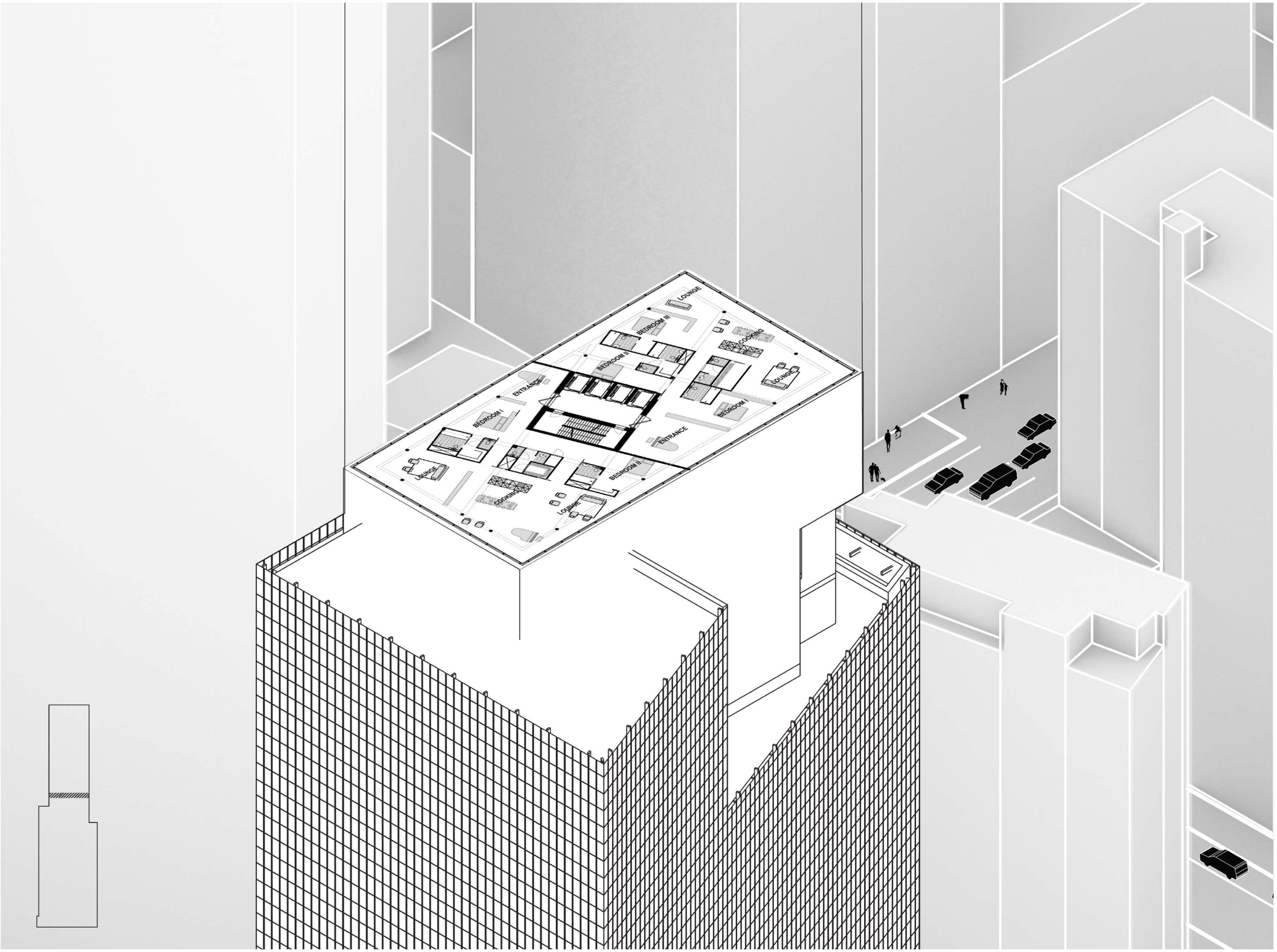
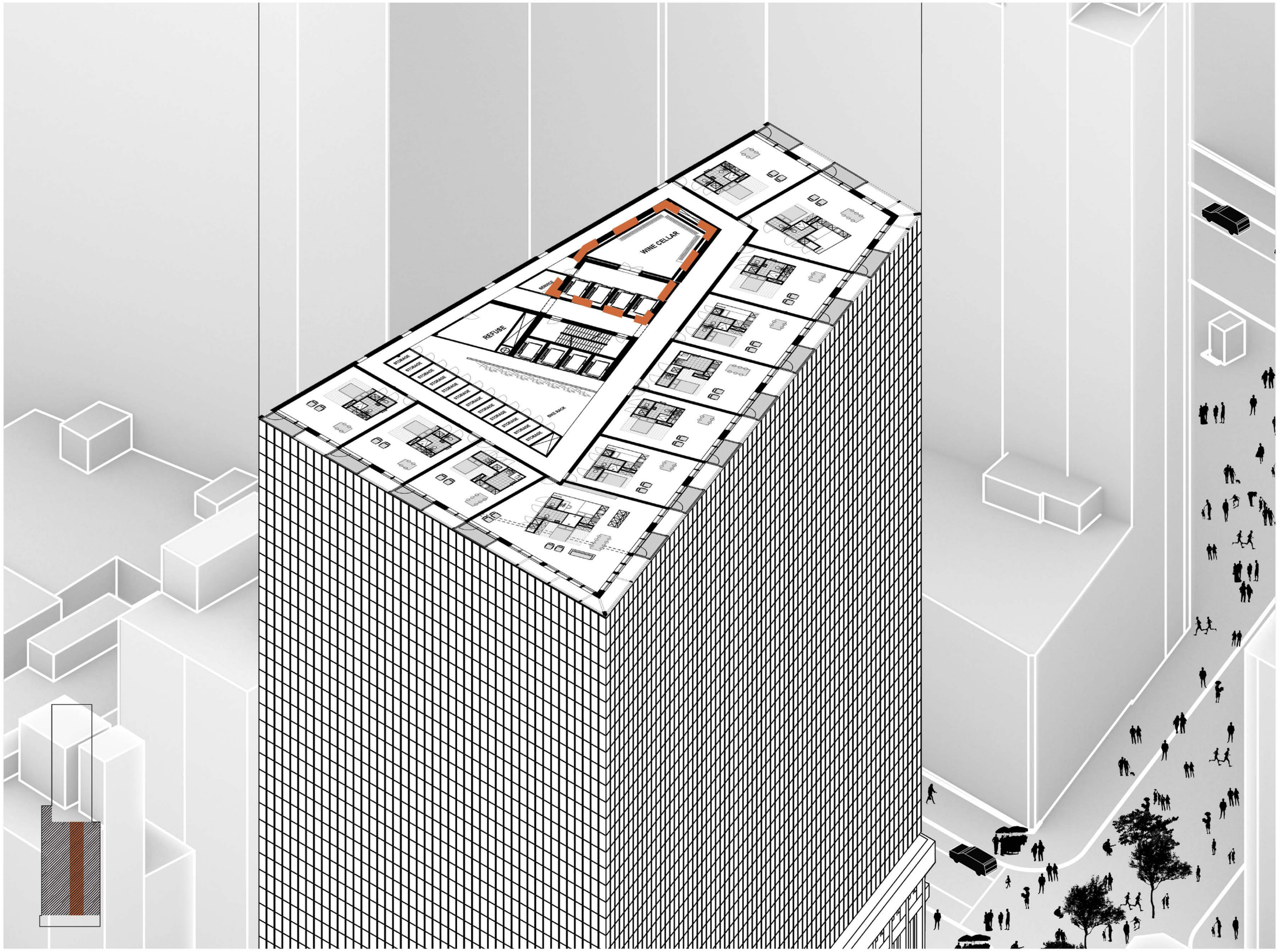
SERVICE


GYM
REFUGE
STORAGE
STORAGE
STORAGE
STORAGE
STORAGE
SERVICE


LOUNGE
BEDROOM III
COOKING
BEDROOM II
LOUNGE
ENTRANCE
BEDROOM I
ENTRANCE
BEDROOM I
LOUNGE
COOKING
BEDROOM II
LOUNGE


WINE CELLAR
REFUSE
STORAGE
STORAGE
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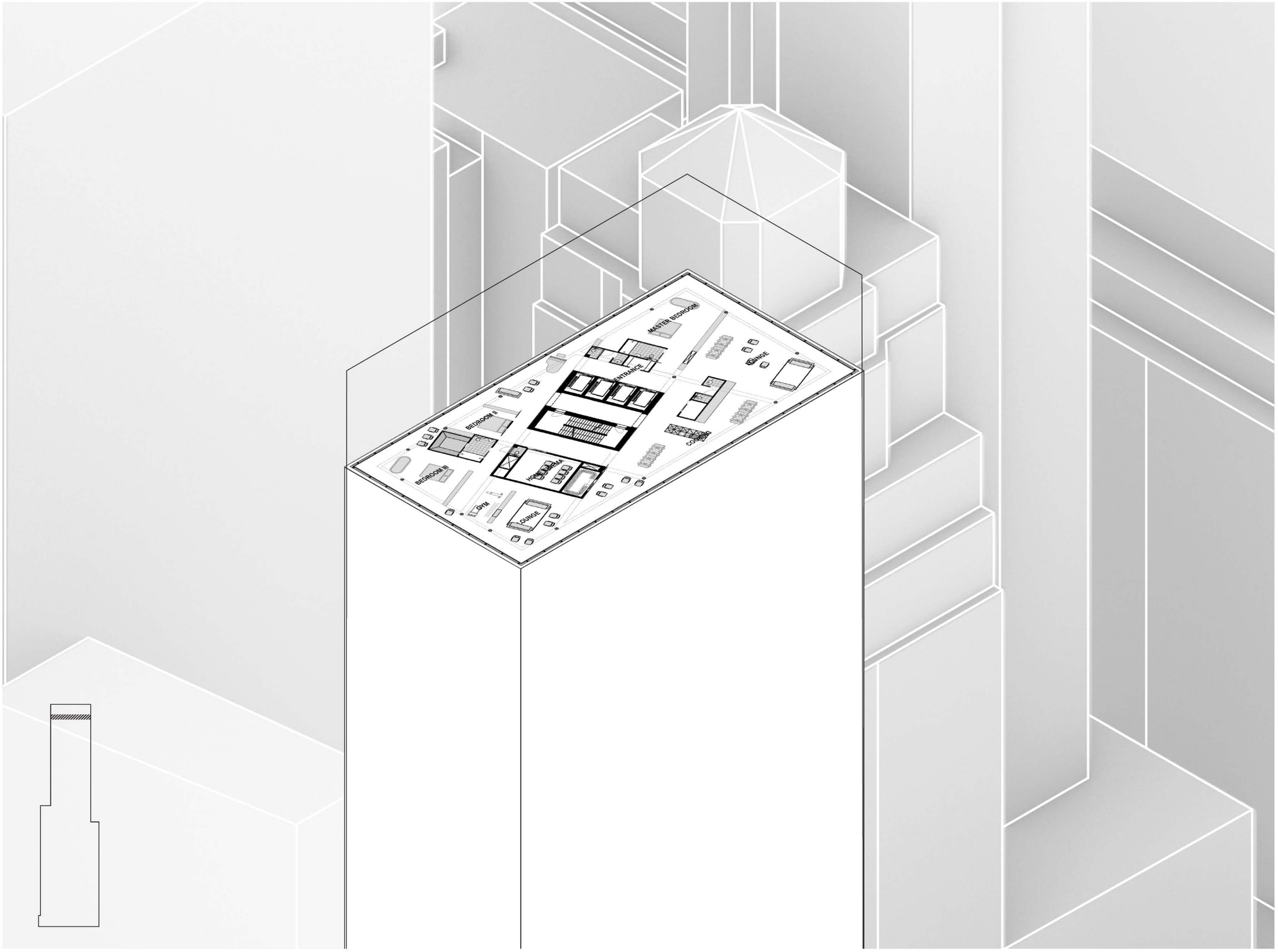
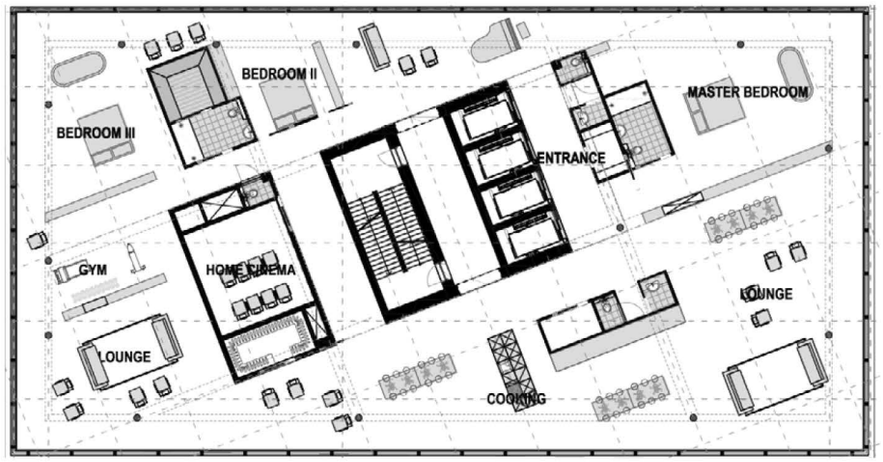
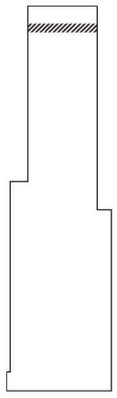
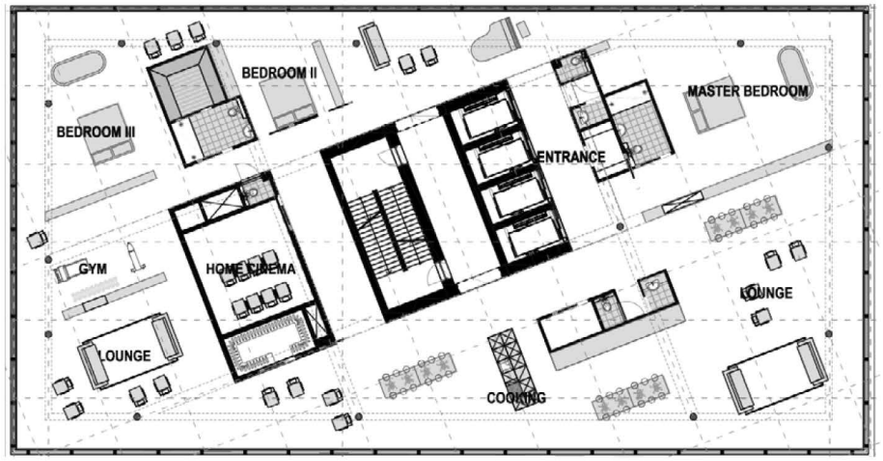
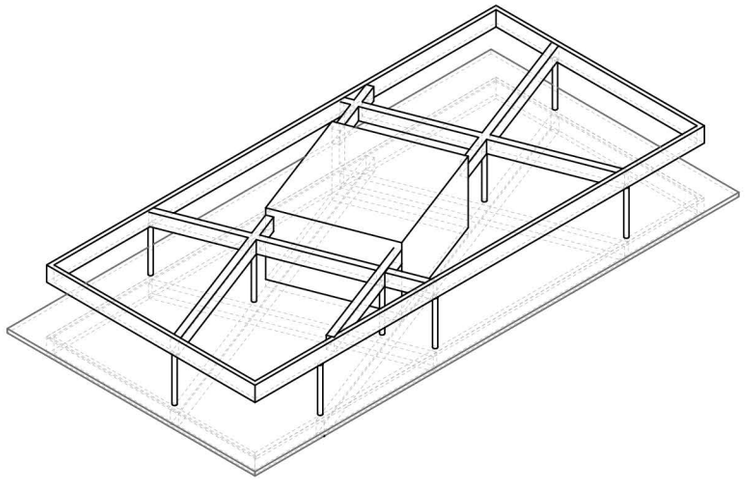
STORAGE
BIKE RACK

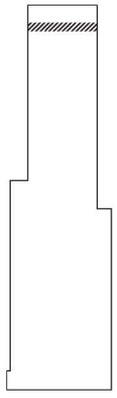

MASTER BEDROOM
ENTRANCE
LOUNGE
BEDROOM II
BEDROOM III
GYM
LOUNGE

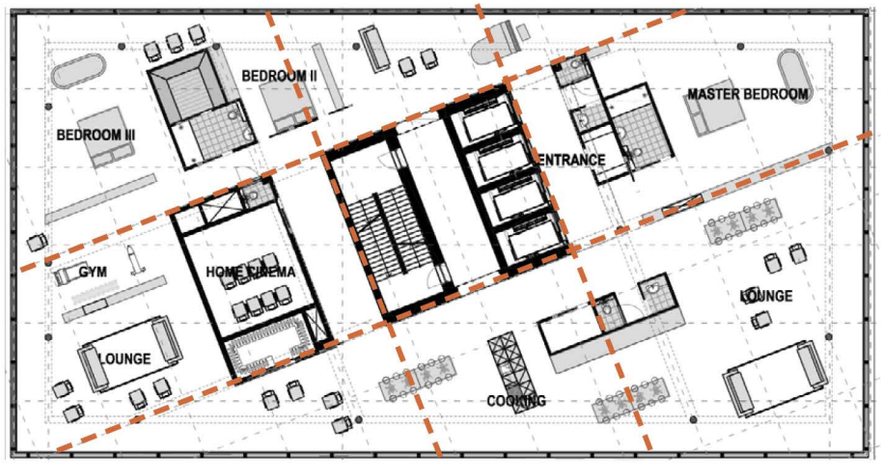

BEDROOM II
MASTER BEDROOM
BEDROOM III
ENTRANCE
GYM
HOME CINEMA
LOUNGE
LOUNGE
COOKING

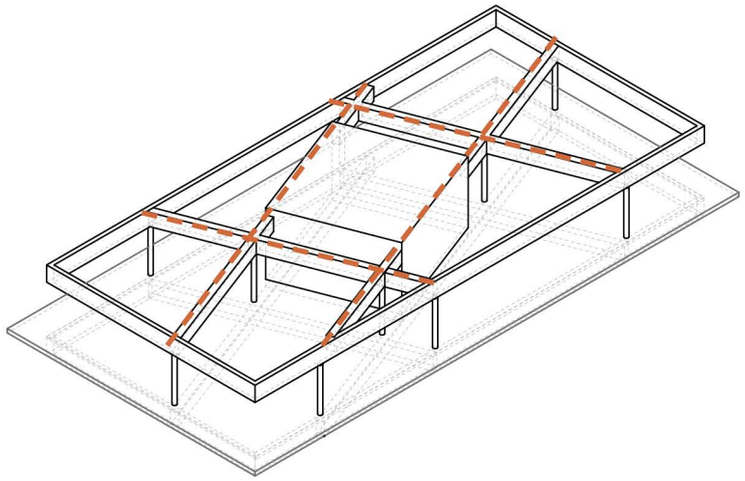


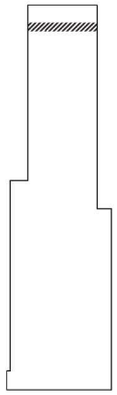

BEDROOM II
MASTER BEDROOM
BEDROOM III
ENTRANCE
GYM
HOME CINEMA
LOUNGE
LOUNGE
COOKING



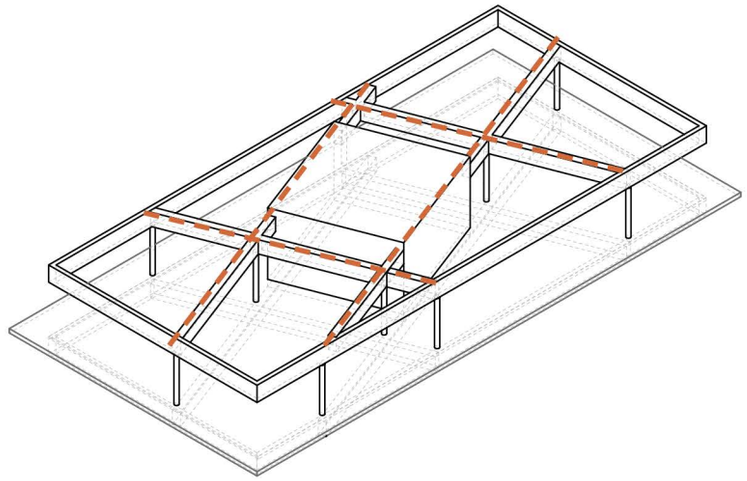


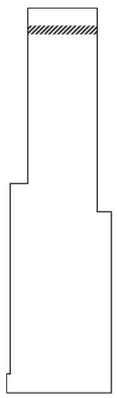

BEDROOM II
MASTER BEDROOM
BEDROOM III
ENTRANCE
GYM
HOME CINEMA
LOUNGE
LOUNGE
COOKING

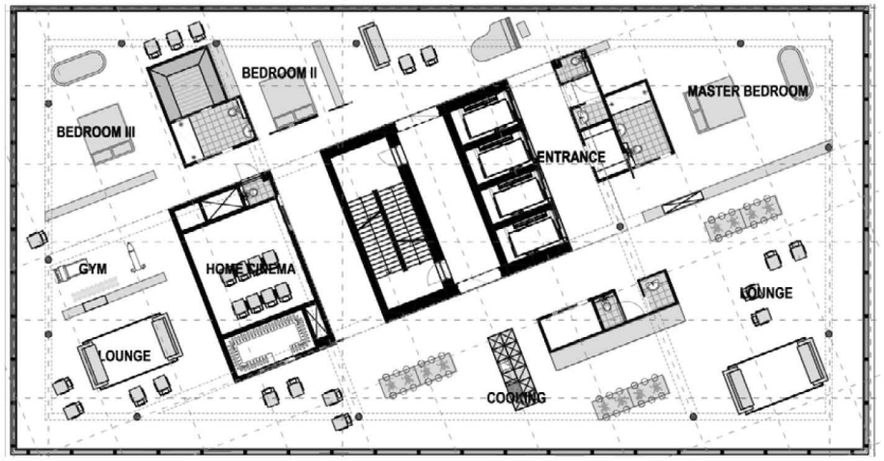


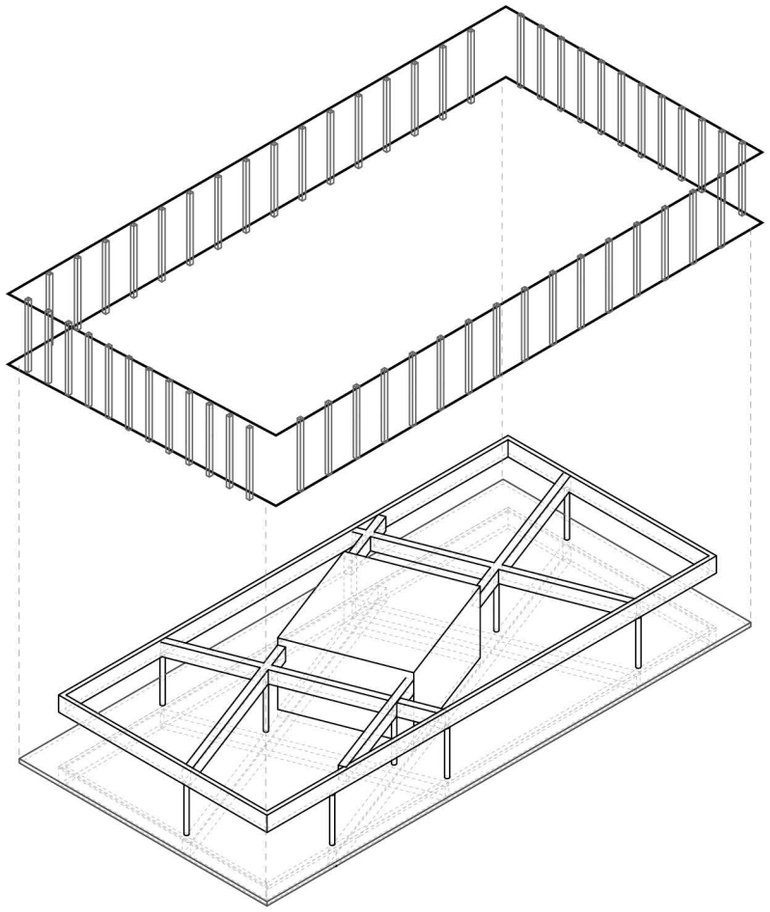


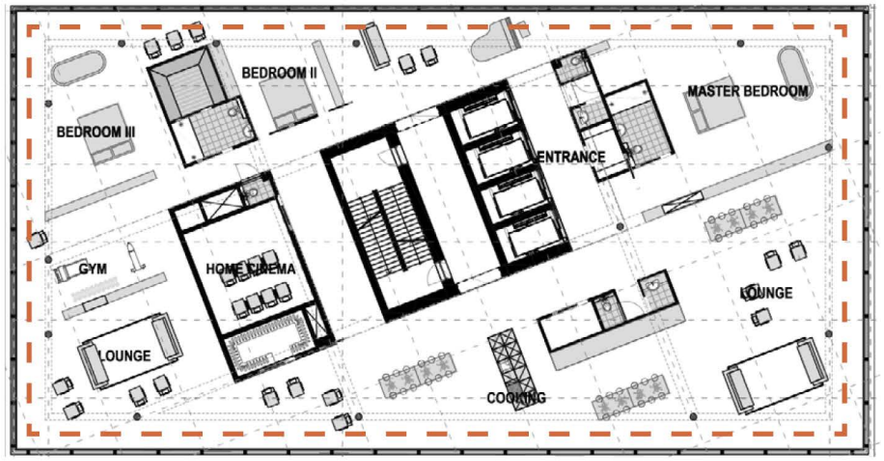

BEDROOM II
BEDROOM III
MASTER BEDROOM
ENTRANCE
GYM
HOME CINEMA
LOUNGE
LOUNGE
COOKING

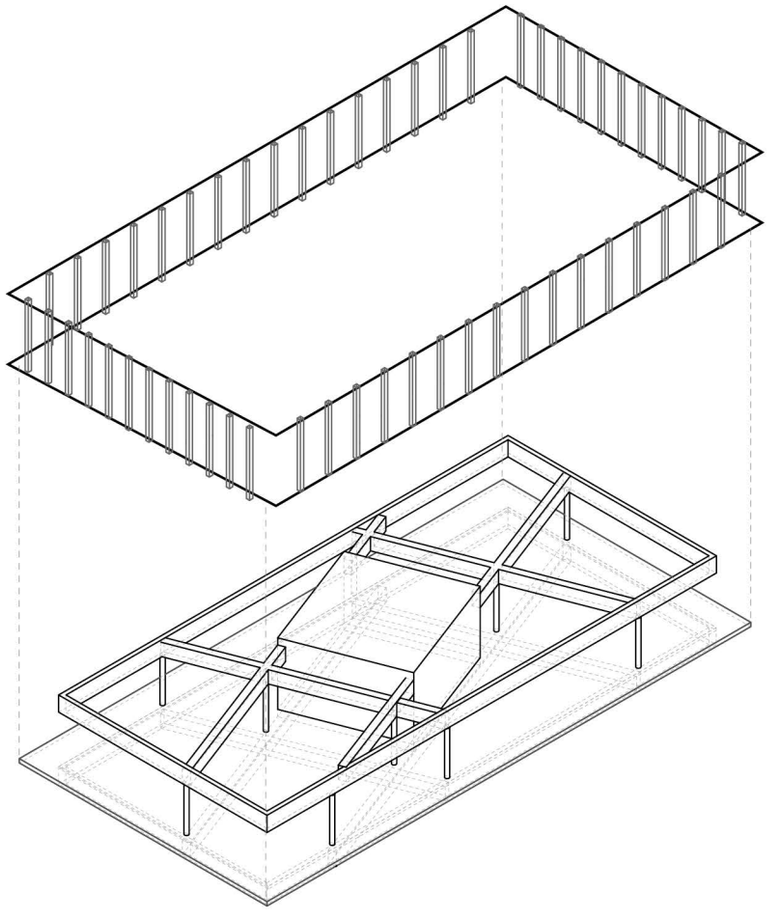


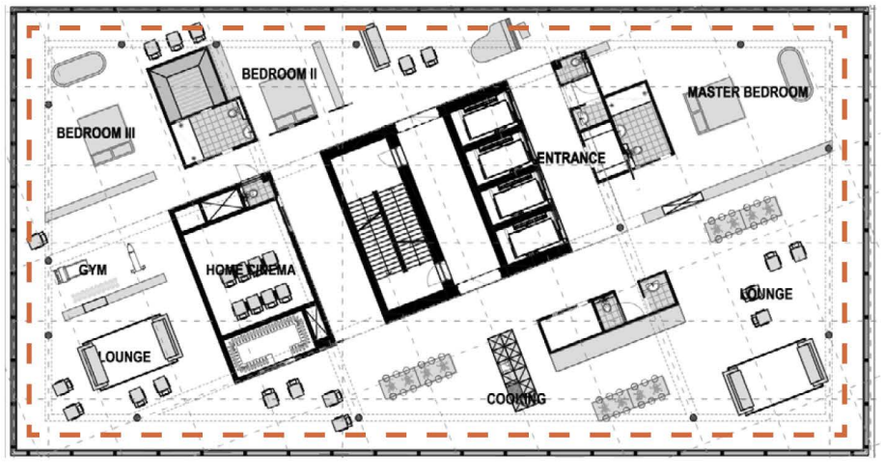


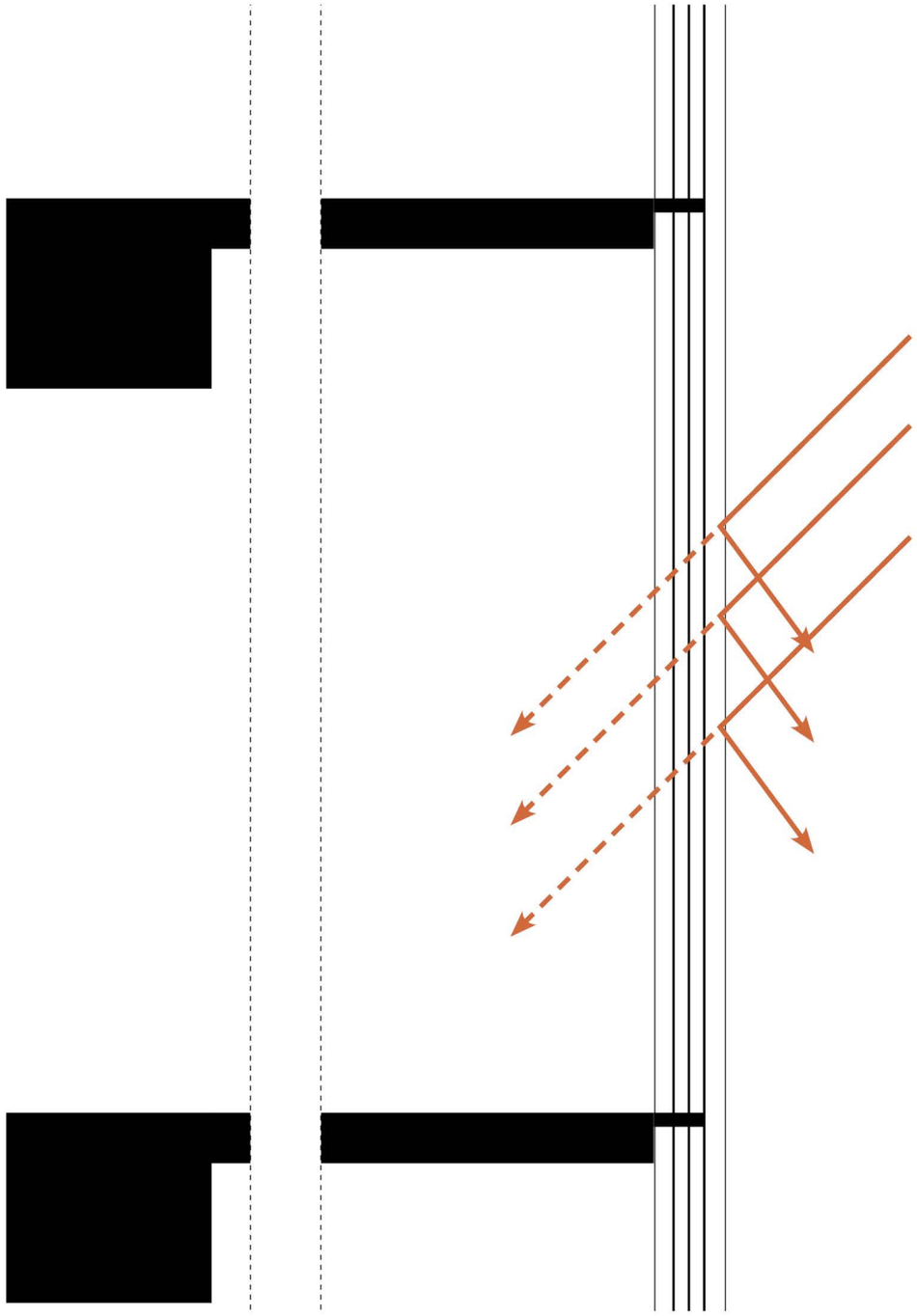

BEDROOM II
MASTER BEDROOM
BEDROOM III
ENTRANCE
GYM
HOME CINEMA
LOUNGE
LOUNGE
COOKING

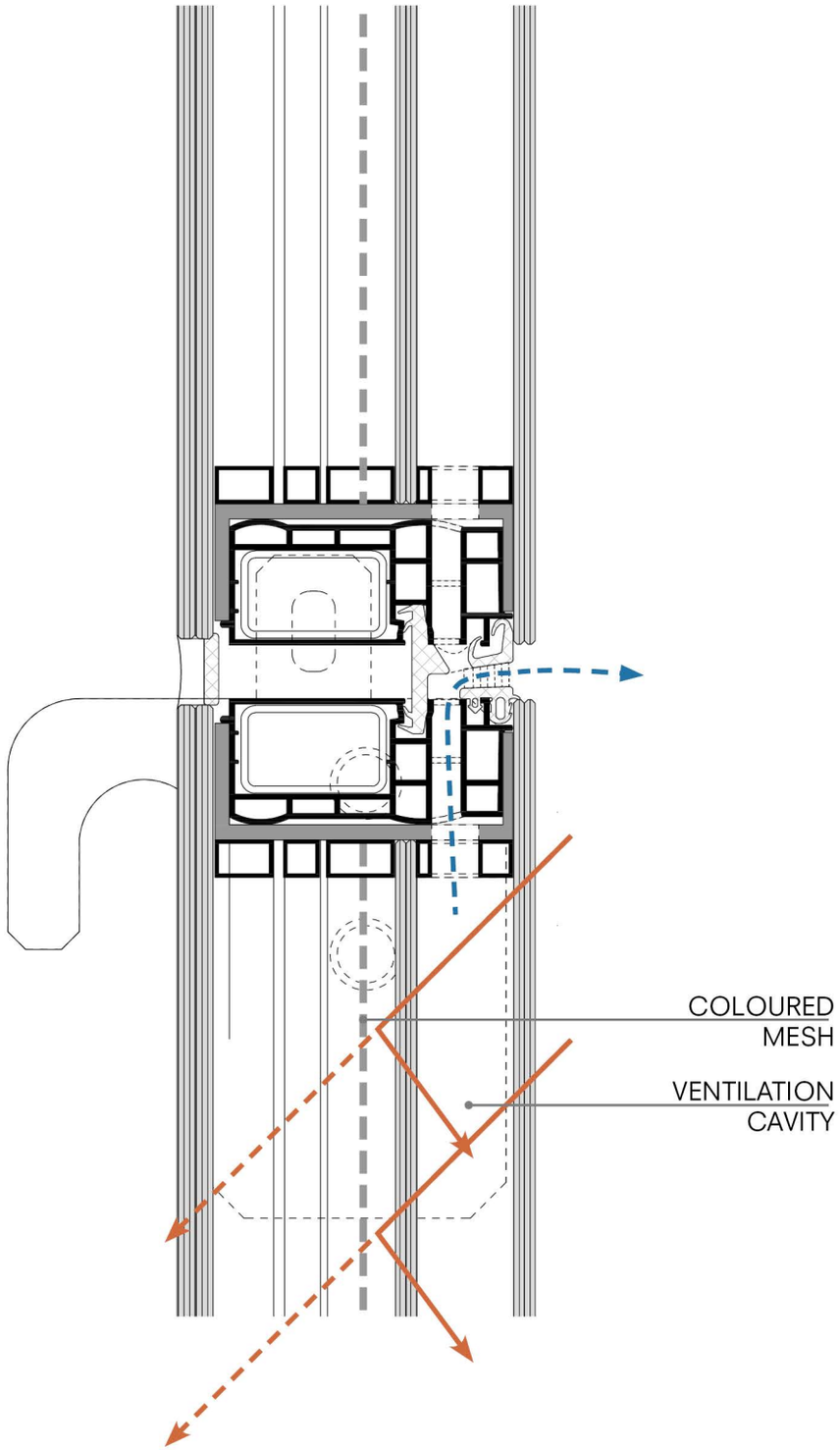


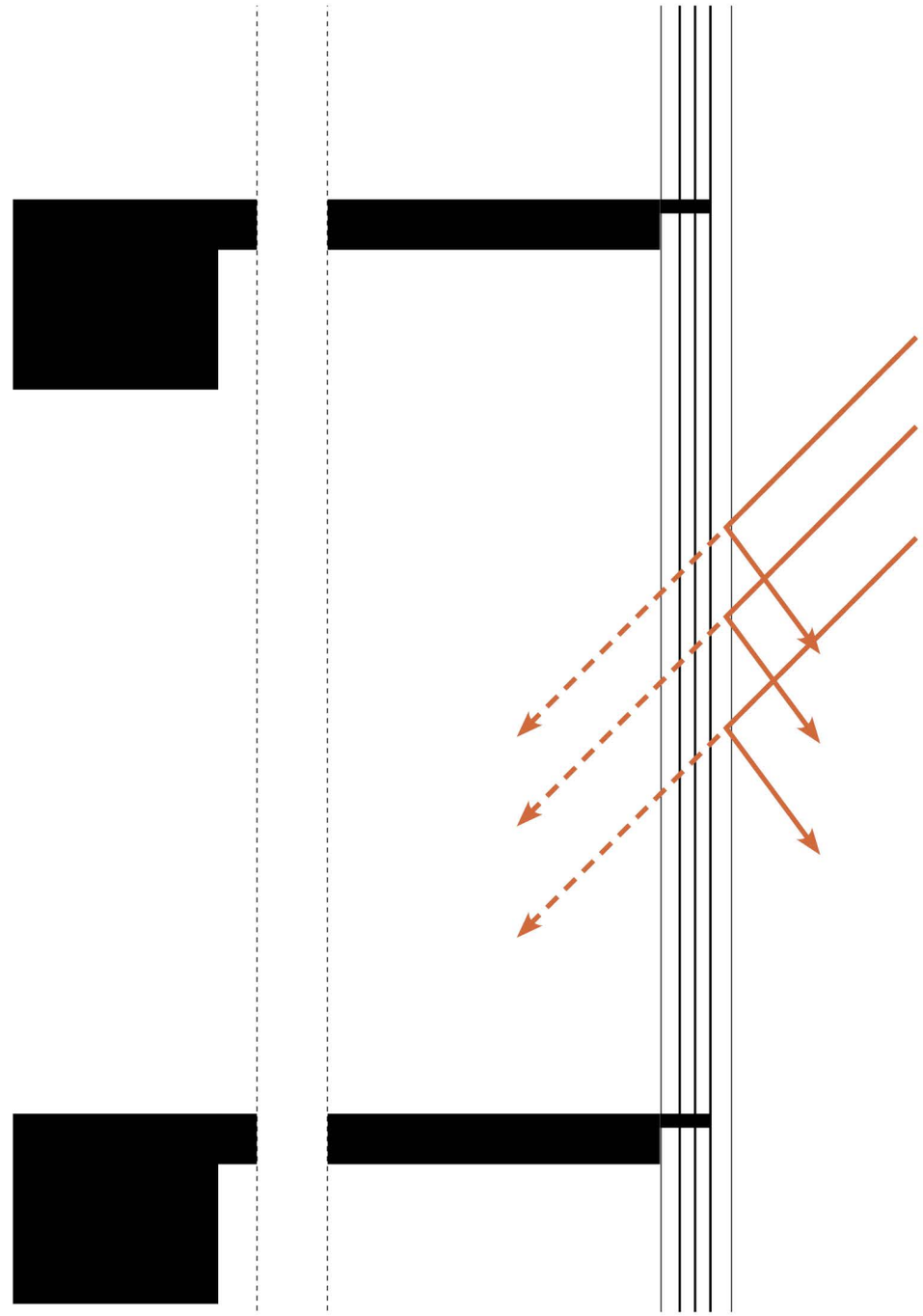

BEDROOM II
MASTER BEDROOM
BEDROOM III
ENTRANCE
GYM
HOME CINEMA
LOUNGE
LOUNGE
COOKING

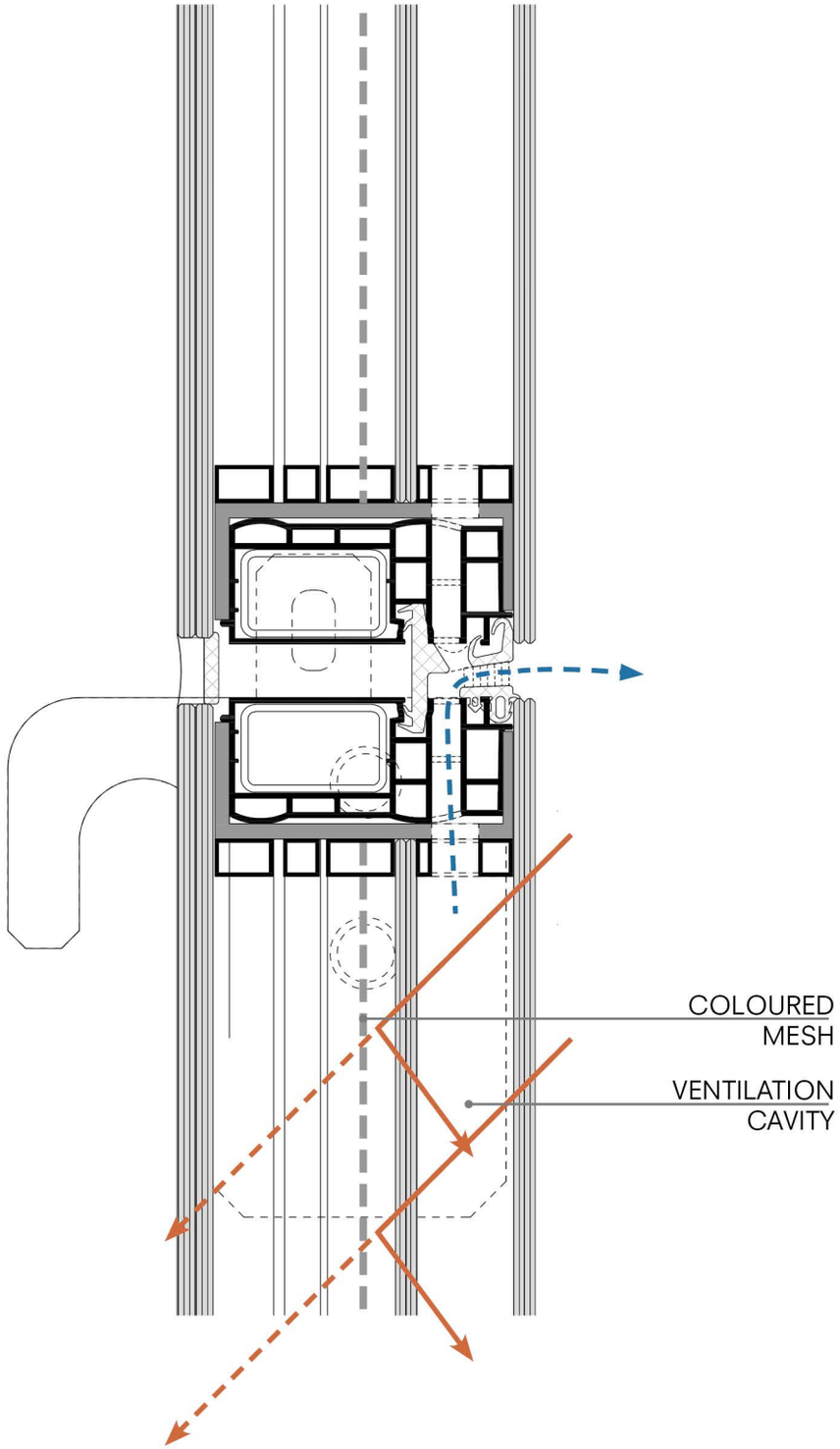


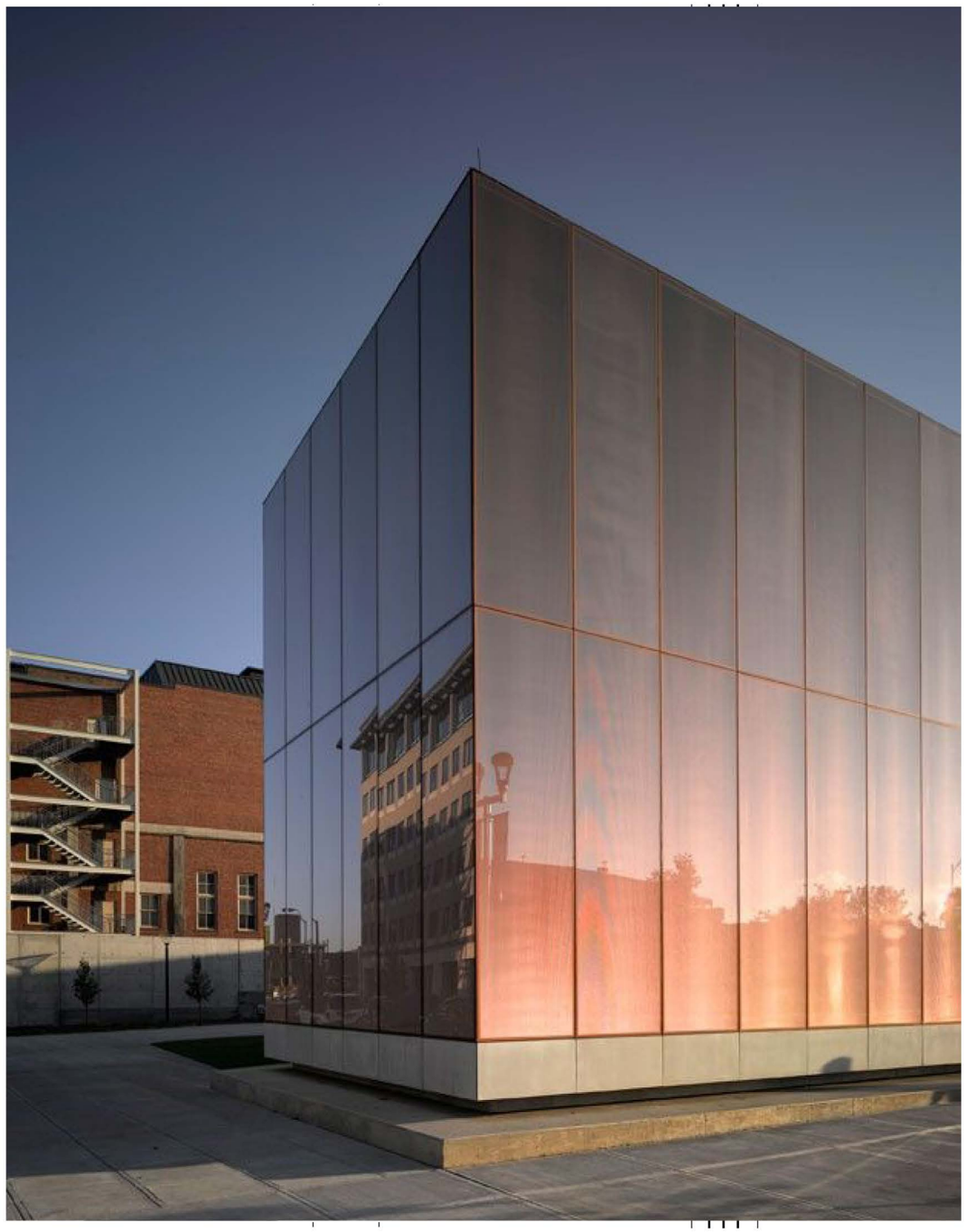

BEDROOM II
MASTER BEDROOM
BEDROOM III
ENTRANCE
GYM
HOME CINEMA
LOUNGE
LOUNGE
COOKING

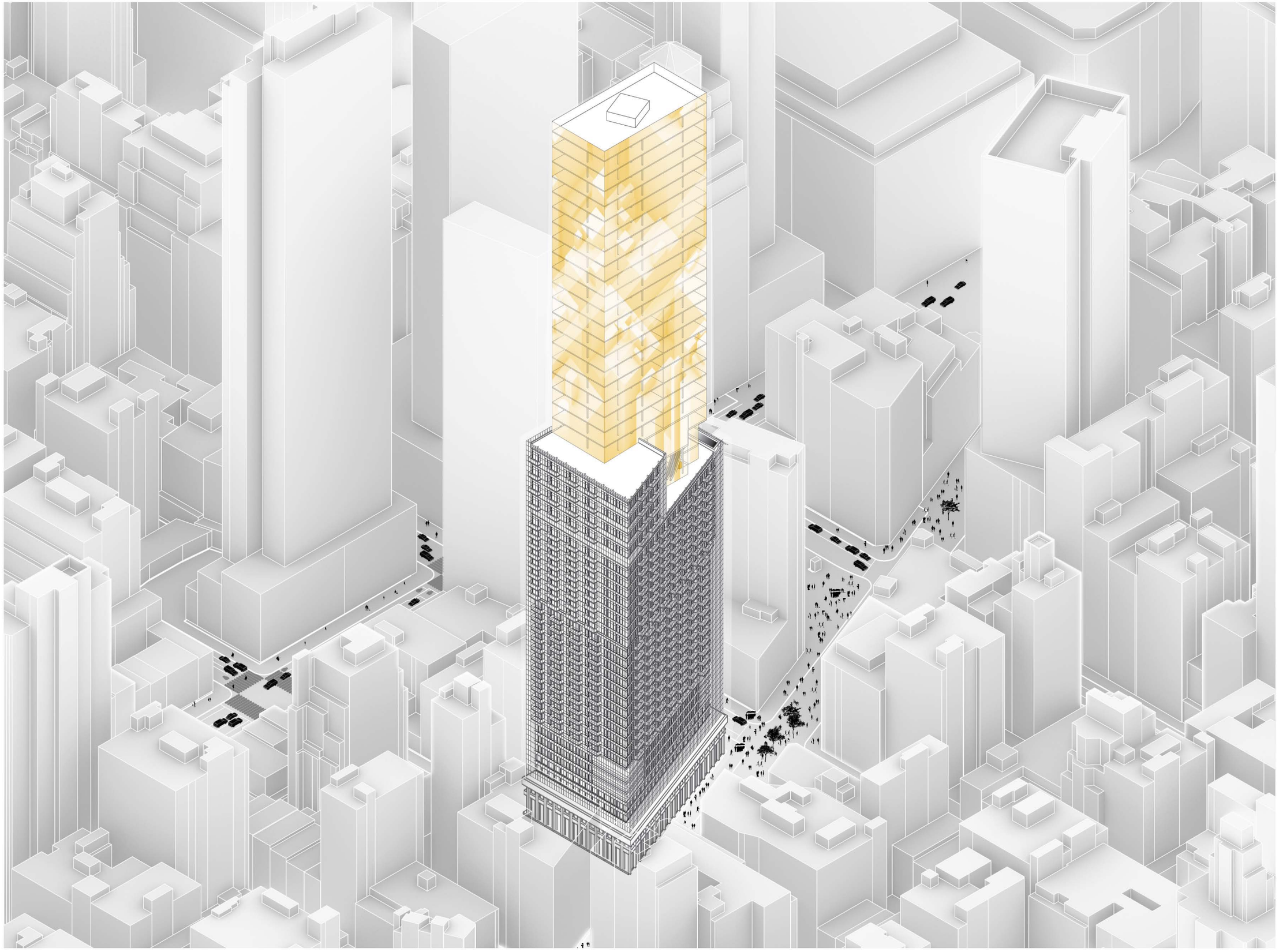


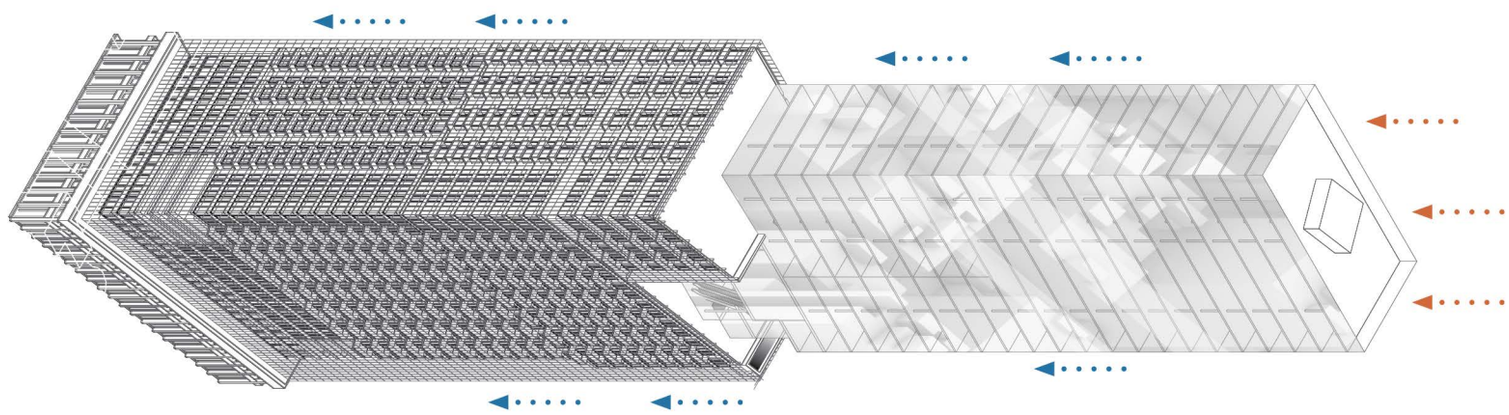

COLOURED
MESH
VENTILATION
CAVITY

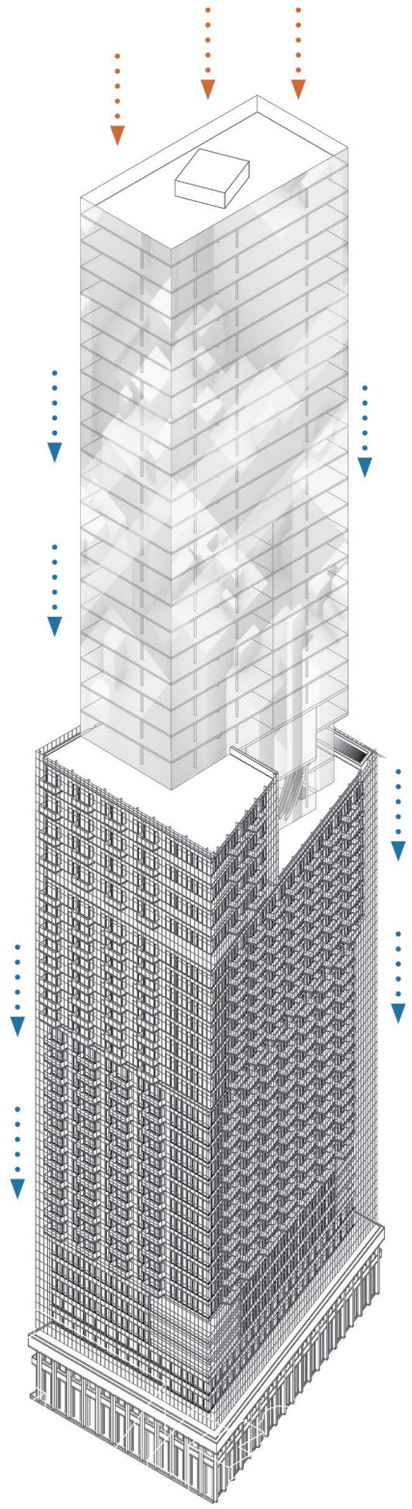


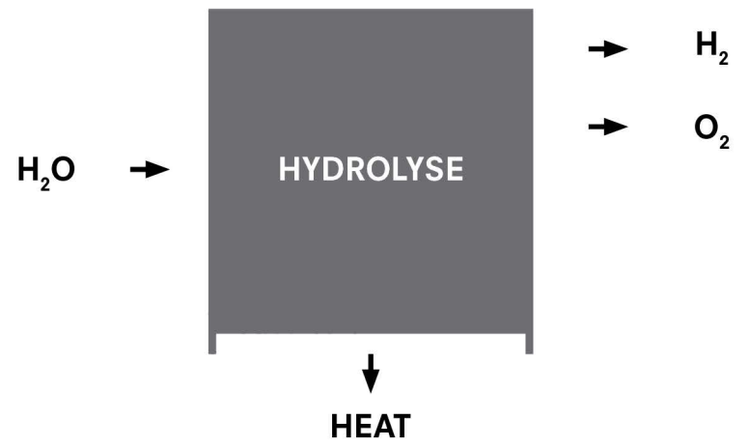

COLOURED
MESH
VENTILATION
CAVITY










H_2
O_2
H_2O
HYDROLYSE
HEAT

HOW TO MAKE AFFORDABLE HOUSING ON EXPENSIVE LAND?