



SOHO REZONING PROJECT

Team special	-	Sangjin	Moon
		Sangmin	Lee
		Jonghyun	Baek



Table of contents

- History about soho
- Where are all the artists?
- MIH and Affordable housing in N.Y.C
- Bill De Blasio's rezoning plan
- So what people want?
- Lesson from FLUXHOUSE
- How to make FLUXHOUSE MK-II
- Proposal to N.Y.C

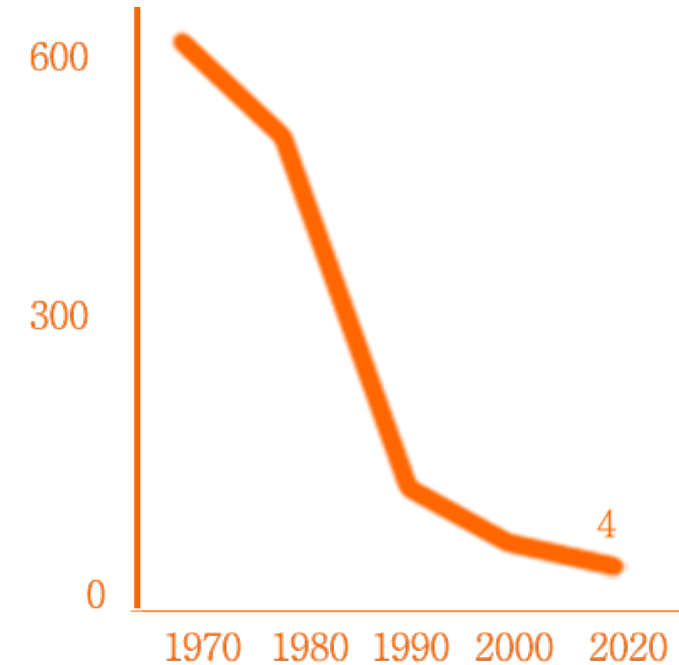
History about SoHo

- In the past, there was a 'collect pond' in the south of Houston area. A canal was built to drain the wasted water from this pond. After that, the canal was reclaimed, and a five points neighborhood was created. This neighborhood was inhabited by a poor Irishman and lived in a house called tenement. After the Civil War in the 19th century, the soho area was occupied by large manufacturers and became the center of commerce and trade. At this time, the building facade was manufactured with cast iron in the surrounding ironworks and used for construction. After World War II, the center of industry shifted south, leaving factories in the soho region empty. These spaces were occupied by small and medium -sized enterprises, artists who wanted high floor height and large space, and soho became the center of fashion and art.



Where are all the artists?

- Artists' migration was most activated in the 1960s after tons of artists flowed out DCP and department of cultural affairs adopted artist certifying system which defined artist. Those who refused to this system moved out too. In 1987, many artists were eventually granted amnesty and moved in and out, but it is not known exact measurement, furthermore, community and an atmosphere brought by the artists gave Soho high real estate values. It is now a position to be protected by rental control rental stabilization and JLWQ zoning. Artists do not want rapid real estate development and do not want to develop for-profit purposes while increasing housing by easing JLWQ zoning. These contents were also dealt with by 2016 IPA.

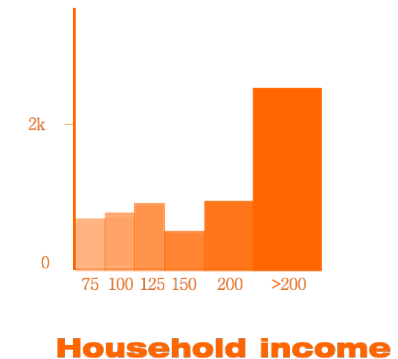
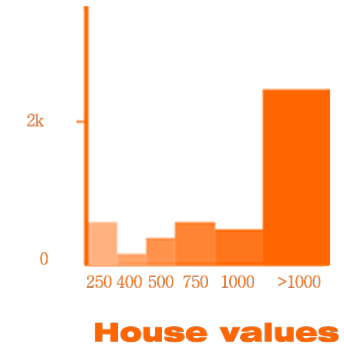


Certified artists in SOHO

MIH and Affordable housing in N.Y.C

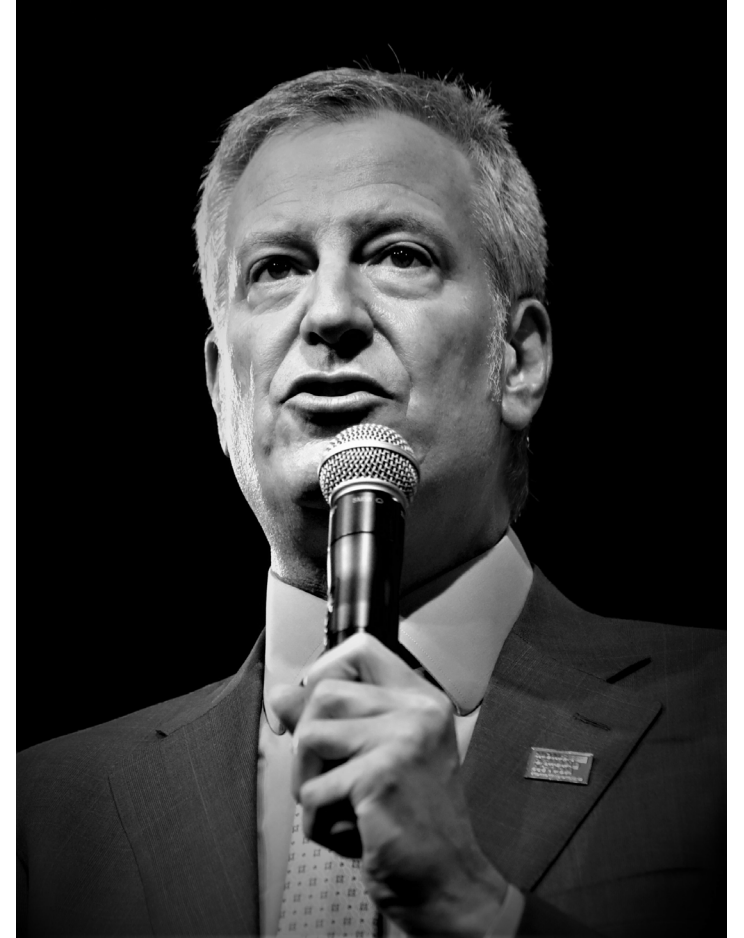
- It is an action to solve the housing problem in New York City as the non-profit purpose by taxpayers or House Building Industry. It's a housing with Less than 30% of income is used as rental fees, and the rest of the income is used for other necessary things, literally whether it is a convincing rental or not. More than 70 percent of low-income people spend more than 50 percent of their income which is cost-burdened, and housing prices are also problematic not only for low-income people but also for landlords too. Even if you apply for a lottery by proving your income and property documents, after winning, you will be selected through an interview. The rental fee is also measured in consideration of AML. Affordable housing is a good alternative for both lessors and tenants, which can solve the problem of New York. But this is where the problem begins.

Real estate prices in SoHo

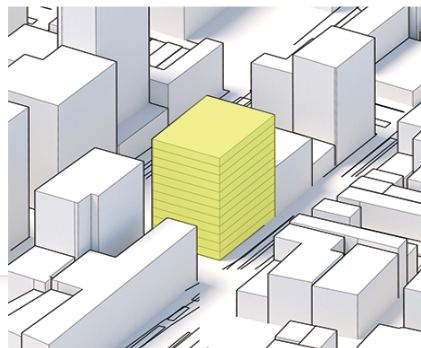


Bill De Blasio's rezoning plan

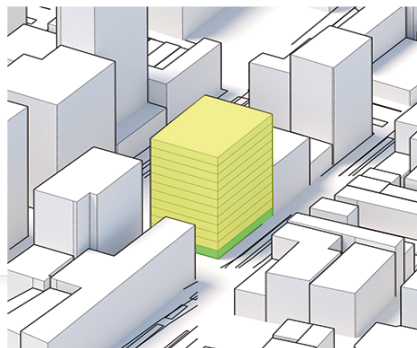
- To address the previous problems, Bill de Blasio, New York City's 109th mayor, said he would create affordable housing through rezoning. He said that developers could create 3,500 units over the next 10 years through affordable housing while keeping MIH options. But there are some loopholes. There are two biggest holes. 1st, any development with less than 25,000 sq ft of residential spaces is exempted from the affordable housing requirement. 2nd, there is no affordable housing requirement for commercial space. Rather, these two give developer's incentives not to do affordable housing.



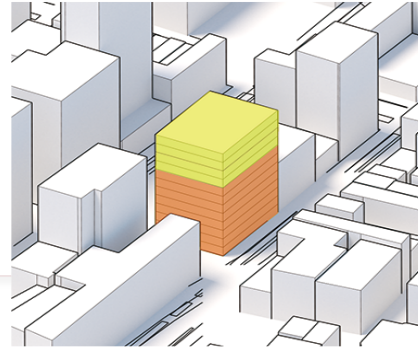
**N.Y.C 109TH Mayor B
ill de Blasio**



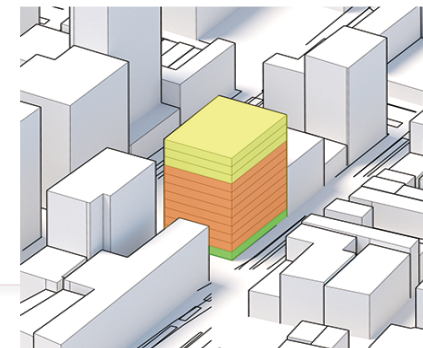
12 FAR
2,083 sq-ft lot, 25,000 sq-ft building
all residential



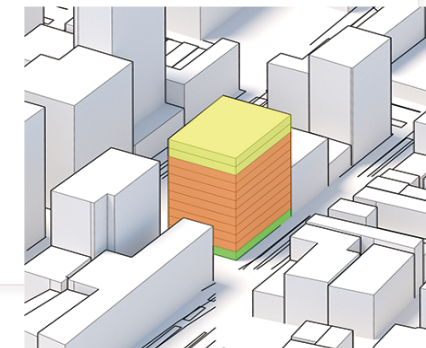
12 FAR
2,083 sq-ft lot, 25,000 sq-ft building
1900 sq-ft retail, 23,100 sq-ft residential



12 FAR
4,167 sq-ft lot, 50,000 sq-ft building
25,000 sq-ft commercial
25,000 sq-ft residential



12 FAR
8,333 sq-ft lot, 100,000 sq-ft building
9,000 sq-ft retail, 66,000 sq-ft commercial
25,000 sq-ft residential



12 FAR
12,500 sq-ft lot, 150,000 sq-ft building
11,500 sq-ft retail, 113,500 sq-ft commercial
25,000 sq-ft residential



market-rate residential



commercial development

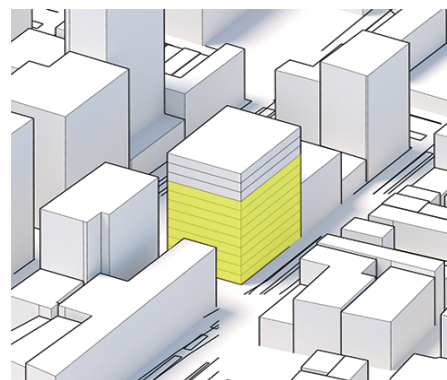


retail




affordable housing

VS



12 FAR
with affordable housing

“Unaffordable”



Honestly, developers will try to make a maximum profit by incentives made by de Blasio. In order to prevent these problems, even if it's not Blasio, the clause "There is no affordable housing requirement for commercial space" should be amended to include affordable housing options.

Or

They should listen to neighbors' voices

So, what people want?

- Residents oppose the rezoning as it is obvious that old buildings, elevator-free, and units with rental constraints will disappear and turn into high-rise luxury houses, penthouses with under 10 units or 25,000sq ft, or complete commercial buildings. They say street level, new, or conversion spaces for arts is necessary. Also, demand for companies and workplaces that guarantee jobs for people living in areas other than big-box franchises and big dining and drinking shops. They don't want "affordable" which isn't affordable

FLUXHOUSE MK-II

Lesson from FLUXHOUSE

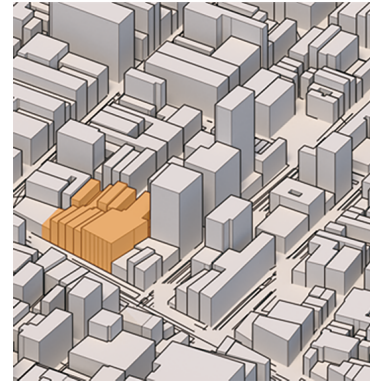
- **FLUXHOUSE** was proposed and realized by George Maciunas in 1963. The concept was to create a community for artists by buying empty buildings from Not-for-profit corporations and furthermore artists educated neighborhood kids and expanded the community. With this idea, we thought we could make a community with mixed people.



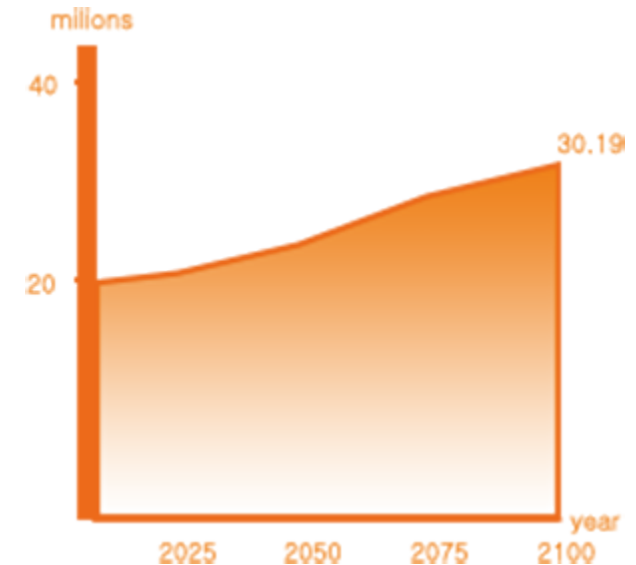
George Maciunas

How to make FLUXHOUSE MK-II

- First, the selected historic corridor area must be bought by New York City. And then to make the highest profit, we are using dead alleys made by current cast-iron buildings and changing units that are facing dead alleys to affordable housing. Underneath the alley, as Maciunas did, art spaces for exhibitions and educating neighbors will be added. As time passes and the community gets bigger, DCP will have more profit and they could make more communities like this. As seen in data, 2050, 2100, housing problems in N.Y.C would be further exacerbating.



Lot Area - 48,184 sq-ft
Zone - Historic Corridors
FAR - 9.7 (Residential)
5.5/6.0 (Commercial)
6.5 (Community Facility)
Base Height - 85 ft ~ 145 ft
Max Height - 205 ft



Future of SoHo

- **2030 – FLUXHOUSE MK II will revitalize the local art community, and artists will gather again in Soho. Soho becomes an area that evokes nostalgia for New York, which is different from the huge Manhattan. Affordable housing brings people from various walks of life, and art activities for people, not for the rich, will take place.**
- **2050 – The increasing population increases affordable housing. The compromise with the building owner and DCP, who want the most profit, is that commercial spaces face the road, and affordable housing faces the back alley. This set of human-scale spaces creates the atmosphere of the village. The art community also grows and the DCP supports more with the revival of the art industry. Soho creates a space where the most diverse events on Earth take place.**
- **2100 – Soho is swallowed up by the expansion of the city. It is no different from other Manhattan buildings. The old cast-iron facade is only like a shell. Only the FLUX HOUSE MK II Project Memorial Hall and the art school named after FLUX HOUSE exist. The population continues to increase, and high-rise affordable housing is built.**

Concern about small unit market rate rent

"The current asking price for a SoHo storefront is \$274 a square foot, down from \$350 before the pandemic, according to the real estate services firm Cushman and Wakefield." *The New York Times*

The trend wants small pop-up stores and even neighbors don't want big box retails. So, concerning small unit rent is unnecessary



Off-White™ Pop-up in SoHo

Proposal

LOCATION



Historic Corridor

Historic Core

Opportunity Area



DCP should buy this area

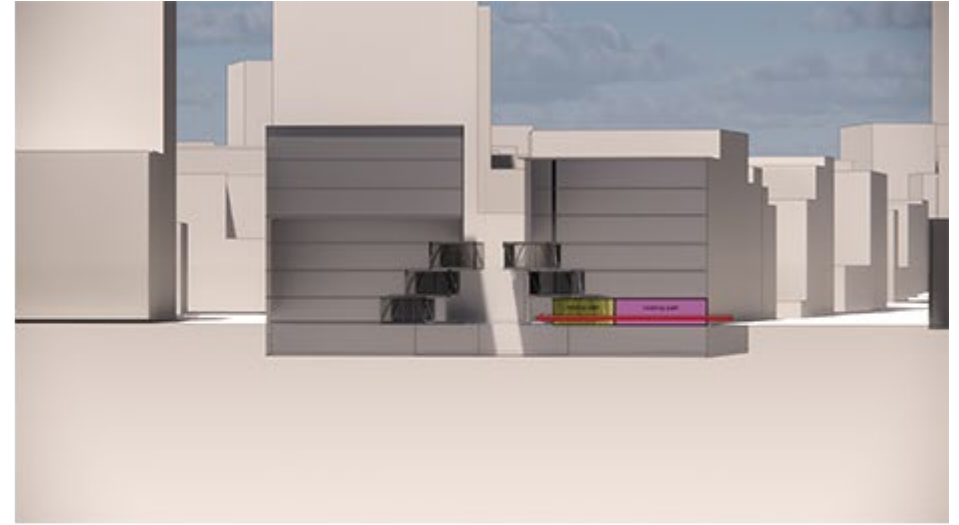
The site has a back alley formed between buildings facing Howard Street and the facing Cannel Street.

A housing unit will be placed in a place facing this back alley to create a residential area different from the bustling outside.

Cross-section



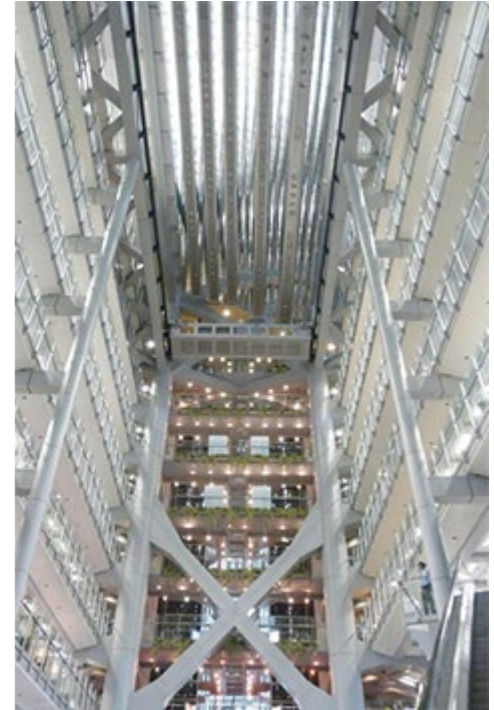
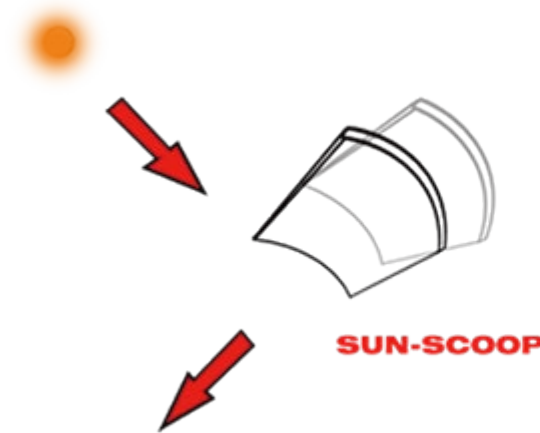
B1 - Art community space
1 ~ 3 FL - Affordable Housing, market-rate
4 ~ 7 FL - market rate



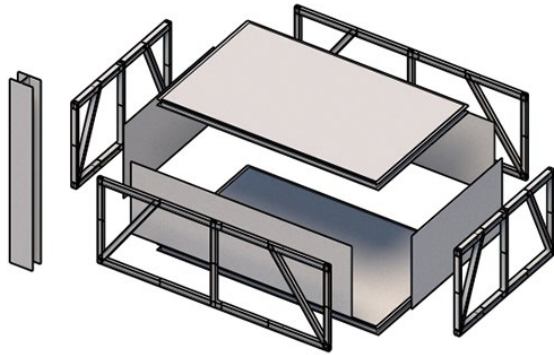
using existing entrance

HeLiostat

Big size heliostats are used in space or in deserts to guide the direction or to save energy. Even Norman Foster used a giant sun scoop to enlighten Innerspace at HSBC building. Installing an auto solar chasing mirror that enlightens dead alley will solve the lighting problem.



Structure



We chose iron beams for our material as expanding atmosphere made by cast-iron buildings, also it is transformable and reusable.





700 SQ*FT 2BR 30units
285 SQ*FT 1BR 3units



**Great Honor to participate an in
exciting workshop**

Thanks to all participants!