



ENVIRONMENTAL
SIMULATION
CENTER, LTD.

Good afternoon. The Environmental Simulation Center was hired in May of this year to produce photosimulations of the Draft Generic Environmental Impact Statement for the Alexander Street Master Plan. The original DGEIS had only the most basic visual representation of the master plan. For analyzing impacts on visual resources, photosimulations—which is the process of merging a 3 dimensional model of a proposal with an existing conditions photograph—have become the standard under the State Environmental Quality Review.

As the first part of creating these photosimulations, my office modeled the DGEIS plan in 3 dimensions. We textured the models with generic facades and omitted any idiosyncratic design elements that might occur in a specific development proposal, but which are not appropriate for a Generic EIS. We presented this plan to the City as a real-time simulation model, which allowed plan to be viewed from any distance and from any part of the City and explored in real-time. This environment allowed the City to see how we represented the plan in 3 dimensions and approve the facades and building forms we intended to use in photosimulation.

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Instead of just moving forward and producing photosimulations of the DGEIS Plan, the City then used the real-time simulation model to modify the plan in response to comments heard during the public hearings. The City went through many iterations of the Alexander Street Master Plan over the past two months, which have evolved into a draft preferred plan for Alexander Street. Sharon Ebert will now take us through the thinking that led the City to the draft preferred plan.