

Pfizer/Broadway Triangle Redevelopment

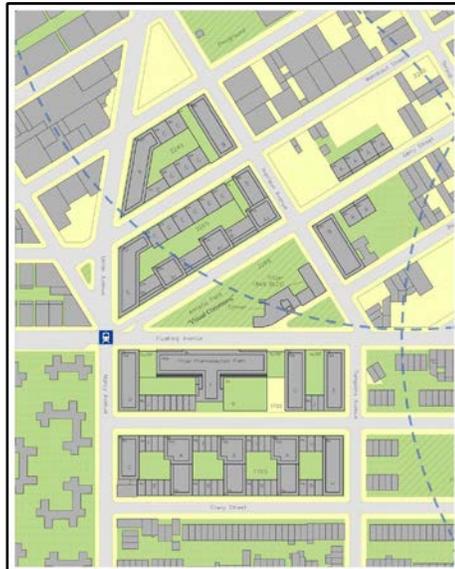
New York, New York



3D Axonometric View of Proposed Development Looking Southwest



3D Axonometric View of Proposed Development Looking Northeast



The proposed development plan (left) and the aerial photograph of the site (right).

Client:
Pfizer Inc.

Project Director:
Michael Kwartler

Completed:
2007

Pfizer, Inc. has been an integral part of the Broadway Triangle community for over 150 years, setting the pattern for the Triangle's development into a vibrant mixed-use district. The Pfizer/Broadway Triangle Redevelopment Plan builds on that tradition, proposing to use its sites and buildings as a catalyst for change, transforming the Triangle into a equally vibrant 21st Century mixed-use district providing a range of employment and entrepreneurial opportunities; housing choices; and shopping, recreation and community facilities for its residents and workers, that will be both attractive and sustainable. The goals of the Pfizer/Broadway Triangle Redevelopment compliment and give concrete form to Mayor Bloomberg's strategic plan for the city: PlaNYC: A Greener Greater New York. The PlaNYC boldly outlines a series of strategies that bear directly on the Broadway Triangle. They include an ambitious housing program to meet the needs and incomes of current and future New Yorkers. Potential Population Growth Scenario), expansion of the inclusionary zoning program to medium density districts, develop underutilized areas that will knit neighborhoods together, and support the additional capacity for residential growth through rezoning based on Transit Oriented Development. Where "95% of the new capacity would be created within a half-mile of mass transit, reaffirming the urban values of efficiency, mobility, and environmental responsibility."

The guiding principles in the formulation of the redevelopment plan are: a diverse mixed income urban neighborhood; workplaces that will provide jobs and opportunities for entry level entrepreneurs; housing opportunities for New Yorkers of all incomes; and a sense of place and community in which to live and work. The key element of the Redevelopment Plan is the centrality of the open space on the block housing the Charter School, athletic field and original Pfizer Plant, the focus of the redevelopment of the fronting blocks. The plan proposes Harrison Avenue become the local shopping street, providing space for local retail and services as well as community facilities in the ground floors of the residential buildings.