

Essex Crossing

Case Study

- 1 TRADER JOE'S
- 2 TARGET
- 3 GRANDLO CAFE
- 4 THE MARKET LINE
- 5 REGAL CINEMAS
- 6 THE GUTTER
- 7 INTERNATIONAL CENTER OF PHOTOGRAPHY
- 8 ESSEX MARKET



Site: 6 acres Capital Investment: \$1.7 billion Groundbreaking: 2015 Estimated Completion: 2024

2 million sqft of real estate

Mixed Use



Housing: 1,079 units—51 percent of which are affordable
561 units of **permanently** affordable housing for low-, moderate-, and middle-income households
Approximately double the amount in typical “inclusionary” projects

Mixed Use



Cultural: International Center for Photography

Mixed Use



Commercial: High end commercial office **Commercial:** Essex Market **Commercial:** The Market Line

Commercial: Rooftop Farm

A unique development trajectory

Timeline

1967 - Site leveled, planning and discussions for development initiated

1977 - Politics

1987 - Politics

1997 - Politics

2007 - Politics

2011 - Politics

After 40 years of without any development activity:

Seward Park Urban Renewal Area Task Force made up of community leaders collaborated with the City and the developer to ensure their goals were incorporated into the development.

The community leaders advocated for:

The more-or-less 50/50 mix between market rate and below-market rate apartments. Protections for the Essex Street Market vendors. Assurances that former SPURA site tenants would have first dibs on affordable apartments. A publicly accessible park on Broome Street. A commitment to making sure there's no "poor door" at Essex Crossing and that market rate apartments and affordable apartments are integrated. Buildings that feature varied architectural styles and are contextual to the neighborhood. A new grocery store. All of these features were spelled out in excruciating detail in the community's planning and design guidelines.



