

Gotham West

New York, New York

GOTHAM WEST is a mixed-use development that opened in 2013 on the west side of midtown Manhattan. Situated near the Hudson River Greenway, Gotham West lets residents and visitors enjoy amenities that allow them to take advantage of active transportation options to reach area destinations.

QUICK FACTS

Location
550 W. 45th Street,
New York, New York

Status
Opened in August 2013

Type of Project
Mixed-use

Site Size
4 acres (1.6 ha)

Building Size
1,240 residential units; 15,000
square feet (1,400 sq m) of retail;
1.15 million total square feet
(107,000 sq m)

Rental Rates
Market-rate monthly rents from
\$2,800 to \$9,000+, affordable and
middle-income units also available

Project Cost
\$520 million

Developer
Gotham Organization

Architect
Schuman, Lichtenstein, Claman,
& Efron

Lender
Wells Fargo

Equity Partner
Undisclosed

Bike Amenities
Bike storage, bike valet, bike shop,
resident bike porter service

Nearby Bicycle Infrastructure
One block from the Hudson River
Greenway

Health Features
Fitness center, spinning and
yoga studio



Gotham West provides residents and visitors with bike-friendly amenities and landscaped public areas. *(Brian Park)*

Context for Development

Gotham West is a luxury mixed-use project in New York City's Hell's Kitchen neighborhood. The developer, Gotham Organization, has positioned Gotham West to cater to users of the 11-mile (18 km) Hudson River Greenway, which is just over a block away.

In addition to 1,240 residential units, Gotham West includes a retail space known as Gotham West Market that features a food hall, as well as a bike shop, with sales and on-site repairs, that provides services for residents and visitors.

Gotham West's location and bike-friendly features allowed developers to capitalize on the recent increase in bike commuting in New York City, which more than doubled between 2009 and 2013.

Christopher Jaskiewicz, chief operating officer for Gotham Organization, notes the value of the project's location, stating, "Gotham West is geared toward a healthy lifestyle, and we consider easy access to the Hudson River Greenway and its connections to additional trails and bike lanes to be a great differentiating amenity for our 3,000 residents."

Active Transportation-Friendly Features

Gotham Organization leveraged Gotham West's location near the Hudson River Greenway by including features that support bike riding for residents and visitors alike. Features include the following:

- >> **On-site bike shop.** Gotham courted established New York City bike shop NYC Velo to open a branch store as part of the development, giving residents a place to have bikes repaired on site. NYC Velo also sells a range of bicycles, parts, and gear.
- >> **Resident bike porter storage service.** This free service employs NYC Velo staff to store residents' bicycles on site. The storage space can accommodate up to 610 bikes.
- >> **Bike rentals.** The NYC Velo bike shop offers daily bike rentals for residents and visitors.
- >> **Bike parking for guests.** NYC Velo offers same-day bike storage for visitors to Gotham West Market, encouraging bike riding to the retail portion of the development.

Development Lessons

Gotham West's location was not traditionally known as a retail destination, but the inclusion of the NYC Velo bike shop at Gotham West Market was central to project objectives. In exchange for offering NYC Velo's cycling expertise and complimentary bike concierge services to residents and Gotham West Market patrons as an encouragement to visit, Gotham Organization was able to offer NYC Velo a reduced monthly rental rate.



NYC Velo is an on-site bike shop that offers amenities, such as bike porter service, for Gotham West residents. (Daniel Kreiger)

"The large number of nearby trail users is a great source of customers for our retail tenants."

>> Christopher Jaskiewicz, CEO, Gotham Organization

The arrangement with NYC Velo, which includes same-day bike storage for visitors to the bike shop and food hall, serves to attract foot traffic to Gotham West Market from the Hudson River Greenway.

Jaskiewicz explains Gotham Organization's motivation for including the NYC Velo store and Gotham West Market as part of the development, noting, "Our location near the Greenway makes Gotham West Market the perfect pit stop for bikers, who love the bike concierge and specialists at NYC Velo."

He adds, "The large number of nearby trail users is a great source of customers for our retail tenants."

Gotham West's bicycle-oriented amenities and access to the Hudson River Greenway have contributed to the establishment of mixed-use development that supports the continuing growth in bicycle use in New York City. The Gotham West Market food hall attracts visitors to the development who can easily access its unique eateries by bicycle.

The presence of NYC Velo and its bike-oriented services for residents and market patrons illustrates how developers can work with a local business to create an innovative arrangement that supports development objectives in a context-sensitive way.