

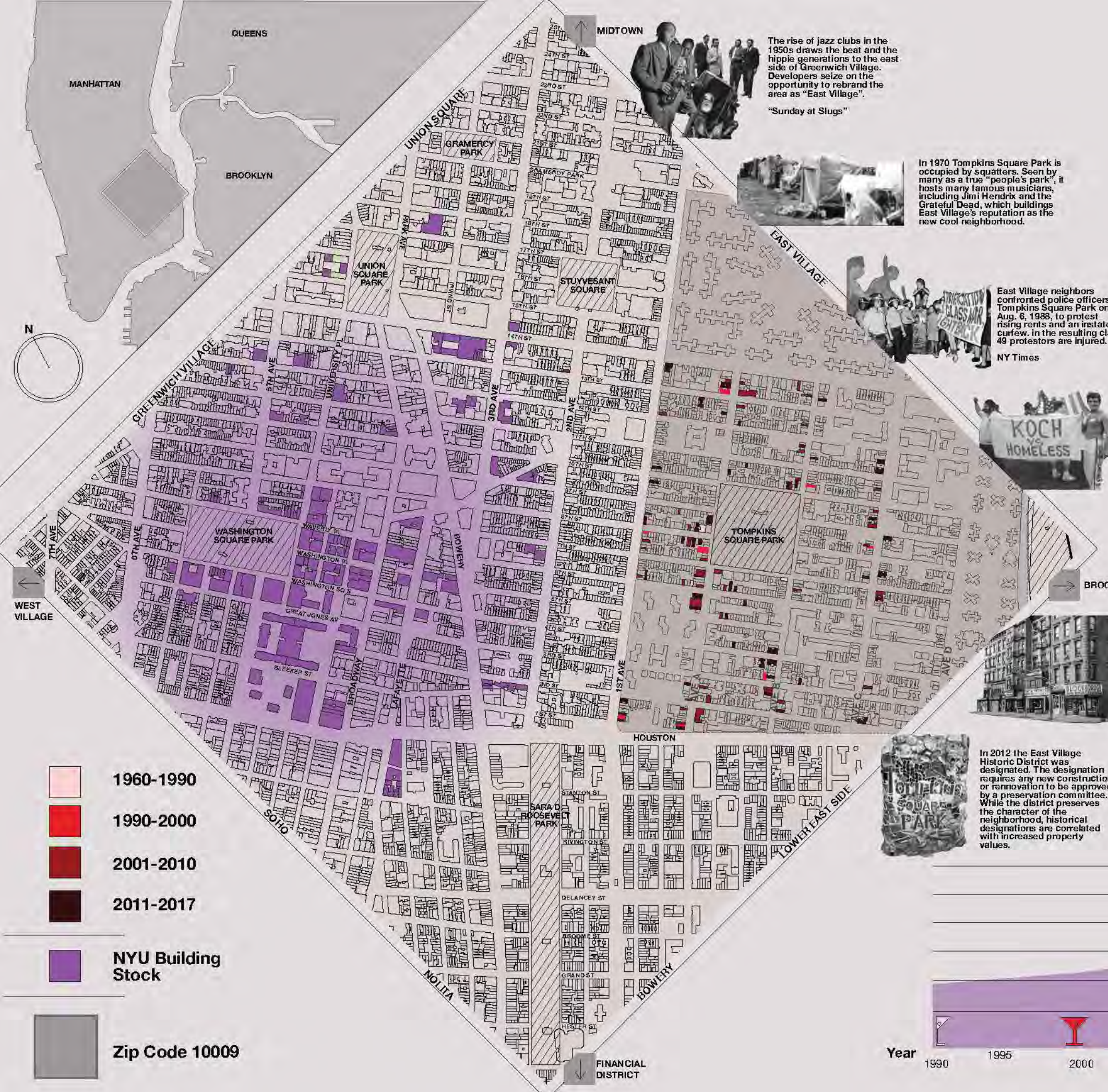
NYU's East Village

An Ongoing Project to Create NYU's extended urban campus

The East Village is home to New York City's highest concentration of bars and clubs with over 115 active licenses in zip 10009 (containing the neighborhood of "Alphabet City"). The majority of these have opened in the last 20 years, and coincide with major efforts by the city to increase property values in the neighborhood.

Fueling the rapid increase in bars and clubs in Alphabet City is New York University (NYU). The university has expanded aggressively into the surrounding neighborhoods, adding over 3.5 million square feet of residence halls, academic facilities, and administrative offices since 2000. Alongside the physical expansion, the student population has increased to over 50,000, and with many of the students wanting to live near campus the cost of renting in Alphabet City has increased dramatically following the university's expansion. The expansion has raised property values and systematically replaces the neighborhood's iconic low rise walk-ups with massive dormitories, all to the effect of transforming the East Village into NYU's personal college-town. And the expansion is planned to continue with more intensity than ever. According to the campus master plan NYU plans on building or acquiring of 240,000 square feet per year until 2030, bringing the university's total square footage to over 8 million square feet.

Examining NYU's growth alongside major events in the East Village reveals a collaborative project 50 years in the making by the city and NYU to transform the East Village and Alphabet City into an extension of NYU's urban campus.



The rise of jazz clubs in the 1950s draws the beat and the hippie generations to the east side of Greenwich Village. Developers seize on the opportunity to rebrand the area as "East Village".
"Sunday at Slugs"



In 1970 Tompkins Square Park is occupied by squatters. Seen by many as a true "people's park", it hosts many famous musicians, including Jimi Hendrix and the Grateful Dead, which buildings East Village's reputation as the new cool neighborhood.



East Village neighbors confronted police officers in Tompkins Square Park on Aug. 6, 1988, to protest rising rents and an instated curfew. In the resulting clash 49 protestors are injured.
NY Times



On Memorial Day 1991 what starts as a protest in the park erupts into a riot. Following the riot, the city forcibly evicted all the homeless around Tompkins Square Park. The park was closed for a year, and was redesigned to discourage large gatherings.



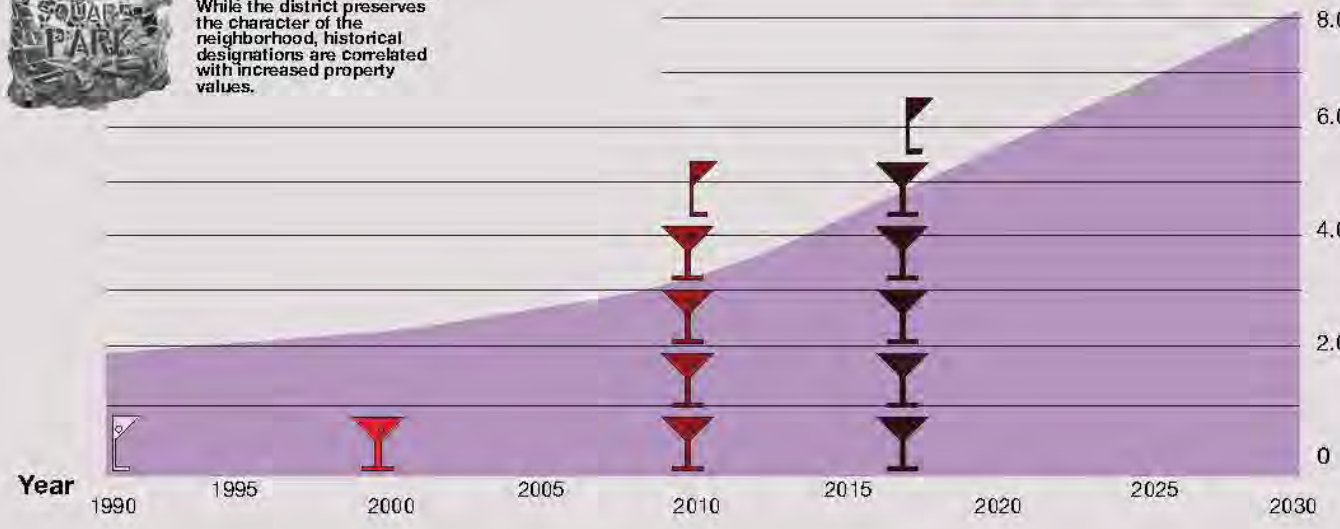
The East Village was contextually zoned in 2008, ensuring that the neighborhood's low rise character would be preserved and regulating the number of new residential units available.



In 2012 the East Village Historic District was designated. The designation requires any new construction or renovation to be approved by a preservation committee. While the district preserves the character of the neighborhood, historical designations are correlated with increased property values.

10 Active Liquor Licenses By Year Applied
Square Feet of NYU owned properties

Square Feet (millions)



1960-1990
1990-2000
2001-2010
2011-2017
NYU Building Stock
Zip Code 10009