



Rally for the Future of Midtown!

Community Members, Residents, Garment Workers, the Fashion Industry, Preservationists, Business Owners, and Other Stakeholders Call on the City Planning Commission (CPC) and City Council to make changes to the **Midtown South Mixed Use plan (MSMX)** so that the rezoning works for everyone.

Contact: Frampton Tolbert, Historic Districts Council, 212-614-9107, framptont@hdc.org
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We jointly call for at least four major changes to the MSMX plan as proposed.

- We support allowing residential development in the MSMX rezoning area. However, the **proposed Residential Floor Area Ratio (FAR) must be lowered** to respect the built environment, encourage adaptive reuse, and not incentivize the wholesale removal of existing businesses and manufacturing.
- **New strategies are needed to keep the existing manufacturing and light industrial jobs** and businesses in the MSMX area, especially in the iconic Garment District. Read more about needed incentives at: <https://www.nyfwdc.org/msmx-advocacy>
- **Respect the character of the existing historic districts** within the proposed area. This can be done by **maintaining the development rights of landmark sites** and not increasing FAR to a point where these rights become worthless. Many landmarks such as houses of worship need development rights to be able to maintain and restore their buildings in perpetuity.
- **More incentives to support adaptive reuse of existing historic buildings** instead of encouraging assemblages and demolition of multiple buildings and blocks. This would cause irreparable damage to our neighborhood and leave vacant lots for years to come.

Tell our elected officials to MAKE THESE CHANGES!

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