Pier 1 Request for Proposals
For a Hotel and Residential Development

July 2011
Pier 1 Introduction

Brooklyn Bridge Park is an 85-acre project stretching 1.3 miles along Brooklyn’s East River waterfront that is transforming underutilized piers into an iconic waterfront park with a wealth of recreational opportunities and striking views of the New York harbor, the Lower Manhattan skyline, and the Brooklyn Bridge.

The Modified General Project Plan (MGPP), adopted on July 26, 2005 requires that the park be financially self-sustaining - the Park’s annual maintenance and operations budget must be funded by revenue generated within the project.

The Pier 1 site is one of the five development sites approved in the MGPP to fund the maintenance and operation expenses.

The Pier 1 site is owned by the Brooklyn Bridge Park Development Corporation (BBPDC) and controlled by Brooklyn Bridge Park Corporation (BBP) under a 99 year lease.
Construction Phasing Plan
Development Sites

- Existing Buildings
- New Development Footprint

- Pier 6 (A & B)
  Residential
  Max Height A: 315'
  Existing Height: 230'

- One Brooklyn Bridge Park
  Residential
  Max Height B: 155'

- Pier 1 (A & B)
  A: Residential, Hotel
  B: Residential
  Max Height A: 100'
  Max Height B: 45'

- Empire Stores
  Commercial
  Existing Height: 50’-60’

- John Street
  Residential
  Max Height: 170’
Pier 1 Development Site

Cold Storage Warehouses (demolished)

Development Site (current condition)

Furman Street Frontage (looking north)

Development Site (looking north)
Pier 1 Request for Proposals

Goals

• Produce an economically viable project, which generates lease payments that will contribute toward ongoing maintenance and operations of the park.

• Create a visually appealing development that enlivens the entrances to the park surrounding the site and energizes Furman Street.

• Further the vision of the park by designing structures to be seamlessly integrated with and complementary to the site’s surroundings.

• Transform the site into an amenity for residents and visitors to enjoy.

• Contribute to the park’s commitment to sustainability by aiming to achieve a LEED rating of Silver for the Pier 1 buildings.
Site Plan

Parcel B:
- 294’ by 120’ with a total footprint of 35,000 sq. ft.
- Residential use and some parking allowable

Parcel A:
- 553’ by 120’ with a total footprint of 65,000 sq. ft.
- Residential, hotel, restaurant and some parking allowable
Squibb Park Bridge

Furman Street Rendering

Site Plan

North Elevation
Pier 1 Development Controls and Guidelines

Pursuant to the MGPP, the development is subject to the following controls:

**Maximum Height:**
- Parcel A = 100 feet
- Parcel B = 55 feet (subject to view plane requirements discussed below)

**Building Program:**
- Hotel = 170-225 rooms
- Residential = 150-180 units
- The number of hotel rooms shall decrease proportionately as the number of residential units increase and vice versa.
- Restaurant/cafeteria: 17,500 square feet
- Parking: 300 spaces (required)
Pier 1 Development Controls and Guidelines

NYC Zoning Resolution: Scenic View District

Respondents must comply with NYC zoning resolution requirements of the SV-1 Brooklyn Heights Scenic View District.
Pier 1 Development Controls and Guidelines

Design Guidelines: Goals

- Reflect excellence and creativity in architecture;
- Create scale and massing that enhances the surrounding context;
- Create an active and welcoming entrance to the Park at both Old Fulton Street and the courtyard while creating a cohesive background for the Park;
- Develop a Furman Street streetscape that provides an enhanced pedestrian experience; and
- Contribute to a sustainable built environment.
Pier 1 Development Controls and Guidelines

Design Guidelines: Topics

• Massing
• Ground level facades
• Sidewalk widths
• Materials
• Parking and loading
• Rooftops
• Signage
• Sustainability
• Street Trees
Pier 1 Development Controls and Guidelines

Potential Additional Amenities

• Construction of a landscape berm west of the site
• Construction of a courtyard between the two parcels
• Connection to storm water retention system
• Inclusion of public restrooms in the site
• Inclusion of Park support space in the site
RFP Selection Criteria

- Rent Offer
- Respondent Team Qualifications
- Financial Feasibility
- Design (Architecture and Urban Design)
- Ground Lease
- Development Goals and Guidelines
- Relationship to the Surrounding Community
- Green Building Plan
Hotel and Residential Market

- The New York hotel market has demonstrated strong signs of recovery:
  - Occupancy rates averaged 85.3% in 2010, up from 81.8% in 2009.
  - Occupancy continues to grow with an average rate of 88% in April 2011.
  - Average Daily Rate was $255 in 2010, up from $238 in 2009.

- Visitation to New York City is rising:
  - 47.1 million people visited the City in 2010, a 3.2% increase from 2009.
  - Growth is on pace to meet the Mayor’s goal of 50 million visitors by 2012.

- The hotel industry continues to show significant growth with the opening of 26 hotels (representing 6,650 rooms) in 2010. Growth is expected to continue in 2011 with 40% of new openings projected to occur in the outer boroughs.

- Residential development in surrounding neighborhoods has also shown recent signs of recovery. There are 4 new residential projects under construction in DUMBO including:
  - 205 Water Street (Toll Brothers) - 65 units
  - 220 Water Street - 150 units
  - 192 Water Street - 10 units
  - 37 Bridge St (Kirkman Lofts) - 45 units
Pier 1 Hotel & Residential Development Timeline

• July 2011 – Community Outreach

• July-August 2011 – RFP Released

• October-November 2011 – Responses Due

• November 2011 – CAC Presentation

• November 2011 -January 2012 – Lease Negotiation

• February-March 2012 – Board Vote

• Spring/Summer 2012 – Developer Work Commences