Tobacco Warehouse

Presentation of RFP proposals

Brooklyn Bridge Park
November 15, 2010
BACKGROUND

• Pursuant to the 2005 General Project Plan “the restored exterior shell of the former Tobacco Warehouse may be used to house a walled garden, café, or space for arts groups.”

• The RFP solicited proposals to adaptively re-use the structure as a cultural, educational or civic year round facility.

• The purpose of the RFP is to reactivate the Tobacco Warehouse and ensure long-term stability of the structure without incurring additional cost from BBP.

• In August 2010 BBP and the Borough President hosted community meetings to review the draft RFP.

• Community feedback was incorporated:
  • Ability for potential programming partners to submit Expressions of Interest (EOI) to be subtenants
  • Extended response period
  • Removed not-for-profit requirement
  • Added potential revenue as a criterion
BACKGROUND

• Request for Proposals was released August 24 and circulated to over 1400 cultural groups in NYC. The RFP was advertised in the City Record, and on the websites of BBP, EDC, and DCA.

• Informational session for prospective respondents was held on September 14. 40 people attended representing 20 organizations.

• 2 proposals received for lead tenants:
  LAVABrooklyn
  St. Ann’s Warehouse

• To date, 5 EOI received for subtenants:
  AHL Foundation
  Brooklyn Bridge Park Conservancy
  Brooklyn Flea
  Dodge YMCA
  Martha Graham Center of Contemporary Dance, Inc.
RFP REVIEW PROCESS

- Selection committee was formed to review proposals for lead tenant.
  - Committee consists of Brooklyn Bridge Park, NYC Department of Parks & Recreation, Economic Development Corporation, NYC Department of Cultural Affairs.

- Selection criteria:
  - Design
  - Program
  - Financial Feasibility
  - Respondent Team Qualifications
  - Schedule
  - Potential Revenue
  - Green Building Plan

- Borough President & BBP co-host community meeting to present proposals – November 15
APPROVALS PROCESS

• BBP board to consider conditional designation – November 17
  • BBP board will consider recommendations of selection committee and feedback from community.

• State Historic Preservation Office review – Fall 2010

• Environmental review – Winter 2010/2011

• Approvals of ESDC and BBPDC boards– Spring/Summer 2011

• BBP board vote to authorize lease execution – Summer 2011

• Open – Spring 2013
GOALS

Design

• Adaptively reuse the space for a community amenity.
• Respect the historic fabric of the Tobacco Warehouse and adapt it in a manner sensitive to its historic surroundings.
• Integrate the structure within the park.
• Create a flexible design to allow for multiple users of the space.
• Maintain a portion of the Warehouse as open space.
GOALS

Program

• Cultural/educational/civic uses year-round
• Available to community/public access
• Affordable and accessible to public
• Allow for multiple users

In addition to proposed programming partners:

• During conditional designation period, BBP to work with selected respondent to review subtenant EOI.

• Subtenants will be chosen based on ability to conform with lead tenant’s program and structural requirements and to fulfill RFP stipulations.

• Number of chosen subtenants can vary from zero to multiple.
GOALS

Revenue

• Contribute to a capital reserve fund for future maintenance and upkeep of the historic structure.

• Contribute to park maintenance if possible.

Financial Feasibility

• Self-sustaining model for continued upkeep and maintenance with no subsidy from BBP for development, construction or operations.
LAVA Brooklyn: History & Mission

- LAVA/Volcano Love, established in 2000, is a Brooklyn-based cultural organization with 2 full-time employees, 20 part-time employees, 15 part-time volunteers and is governed by a 7-member board of directors.

- The organization is funded primarily by class and workshop fees, performance admission, fundraising events and individual support.

- LAVA is a troupe that develops and performs artistic works combining dance, theatre and acrobatics and has served more than 13,000 individuals through performance and classes.

- Lava is located in a warehouse in Prospect Heights after overseeing the restoration and adaptive reuse of the formerly industrial property.

- Magma, LAVA’s junior company, provides educational programs to encourage physical activity for girls and boys to celebrate the strength and coordination of their bodies.

Source: LAVA Brooklyn proposal
LAVABrooklyn: Proposal

View from Water Street

Source: LAVABrooklyn proposal
LAVABrooklyn: Proposal

Existing Walls

New Buildings

Site Preservation Plan

Source: LAVABrooklyn proposal
LAVABrooklyn: Proposal

LAVA Theatre

LAVA

Site Use Plan

Source: LAVABrooklyn proposal
LAVABrooklyn: Proposal

Park Access/Public Space Plan

Source: LAVABrooklyn proposal
LAVABrooklyn: Proposal

View from under the Brooklyn Bridge

Source: LAVABrooklyn proposal
LAVABrooklyn: Proposal

View from Dock Street

Source: LAVABrooklyn proposal
LAVABrooklyn: Proposal

Section from within the rectangle

Source: LAVABrooklyn proposal
LAVABrooklyn: Proposal

View from Water Street

View from Water

Site Model

Source: LAVABrooklyn proposal
Proposed Programming Partners:

<table>
<thead>
<tr>
<th>Educational and Social Service Organizations:</th>
<th>Nutrition, Local Food and Farming:</th>
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<th>Arts Organizations:</th>
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Source: LAVABrooklyn proposal
St. Ann’s Warehouse: History & Mission

- St. Ann’s Warehouse, established in 1979, is a Brooklyn-based cultural organization with 13 full-time employees, 55 part-time employees, 60 rotating volunteers and is governed by a 16-member board of directors.

- The organization is funded primarily through performance admission, fund raising, rental fees and corporate, government and private support.

- St. Ann’s Warehouse is a presenting and producing organization that averages over 180 performances per year with a multi-generational audience of 60,000 attendees and a 90% capacity for the past three years.

- Originally housed in St. Ann’s Church in Brooklyn Heights for 21 years, the organization oversaw the building’s restoration in partnership with the World Monuments Fund and the NY Landmarks Conservancy.

- St. Ann’s Warehouse provides flexible performance space and producing services to national and international companies, local emerging artists and diverse cultural partners.

Source: St. Ann’s Warehouse proposal
St. Ann’s Warehouse: Proposal

Street Level

Source: St. Ann's Warehouse proposal
St. Ann’s Warehouse: Proposal

Second Level

Source: St. Ann’s Warehouse proposal
St. Ann’s Warehouse: Proposal

View from Brooklyn Bridge Park

Source: St. Ann's Warehouse proposal
St. Ann’s Warehouse: Proposal

Inside Triangle Garden

Source: St. Ann's Warehouse proposal
St. Ann’s Warehouse: Proposal

Source: St. Ann's Warehouse proposal

Inside Main Performance Space
St. Ann’s Warehouse: Proposal

Inside Multipurpose Community Space

Source: St. Ann’s Warehouse proposal
St. Ann’s Warehouse: Proposal

Elevations

Source: St. Ann's Warehouse proposal
## Proposed Programming Partners:

<table>
<thead>
<tr>
<th>Local Community:</th>
<th>Global Cultural:</th>
<th>Emerging Cultural:</th>
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<tr>
<th>Education &amp; Family:</th>
<th>Community Milestones:</th>
<th>Music:</th>
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<tbody>
<tr>
<td>New Victory Theatre, Story Pirates</td>
<td>Non-profit Galas &amp; Special Events, Rentals</td>
<td>Brooklyn Youth Chorus, Small Scale Concerts, Large Scale Concerts (300-600), Hip Hop Concerts, AEG Concerts (rentals)</td>
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</tbody>
</table>

## Free Programming Partners:

Source: St. Ann’s Warehouse proposal
NEXT STEPS