

# HAMILTON THEATER RESIDENCES

PROPOSED MIXED USE DEVELOPMENT

Presentation for Manhattan Community Board 9  
July 13, 2020



Omni New York LLC

# OMNI NEW YORK

## COMPANY OVERVIEW

Rehabilitation, Revitalization and Preservation of Affordability



**A privately held, vertically integrated company comprised of six operating businesses:**

- Development
- Property management
- Maintenance
- Construction
- Security
- Low-income housing tax-credit syndication

**Founded in 2004**

**Revitalized, preserved the affordability, and constructed over 17,000 units**

**Managing Directors are Eugene Schneur, Robert Bennett, and Mo Vaughn**

New Construction



# OMNI NEW YORK

Providing affordable housing developments that are assets to the community

## Rehabilitation



*Before*



*After*



*Before*



*After*

## New Affordable Housing



## Community Outreach



# MAY 2019 CB9 MEMORANDUM

## SUMMARY OF REQUEST FOR PROPOSALS

### **Affordable Housing and Theater Preservation**

- Build affordable housing over former theater (lot 5) and its lobby building (lot 1)
- Preserve and rehabilitate former theater to be operated by a non-profit community arts center
- Negotiate with site owner to acquire site

### **Air Rights Transfer & Zoning Article 74-711**

- Transfer of Air Rights from lot 1
- Use Article 74-711 to modify bulk regulations to allow building above theater and lobby
- Would require Landmarks Preservation Commission (LPC) and City Planning Commission (CPC) approvals

### **Prior Approvals**

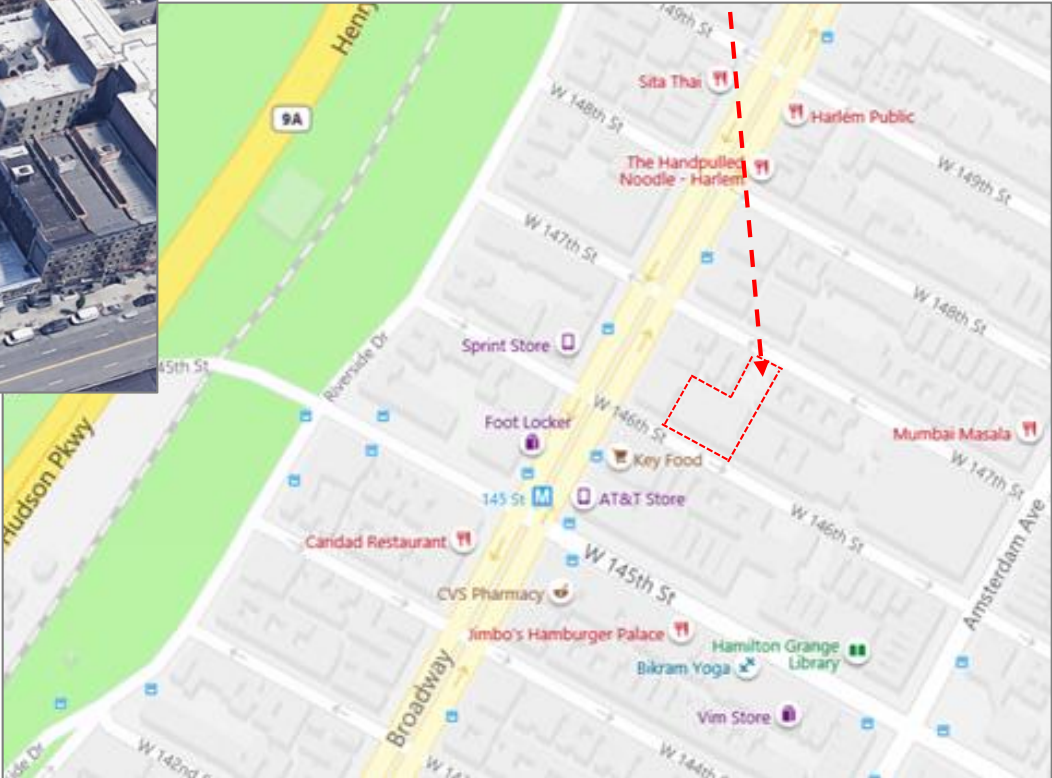
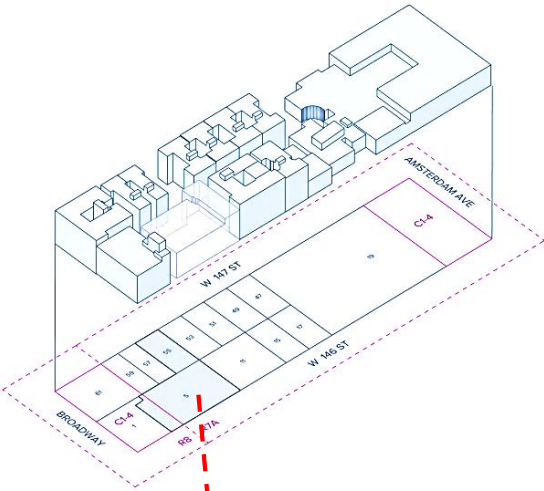
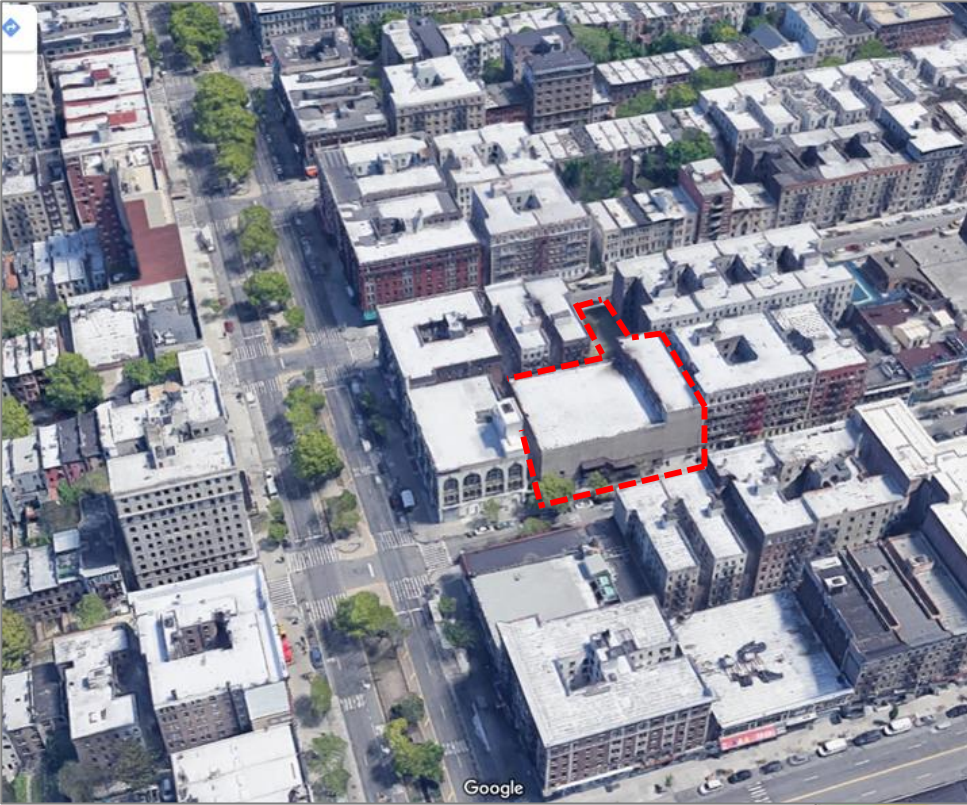
- LPC previously approved *demolition of entire interior* of the theater building while also allowing window openings in the façade

# CB9 COMMENTS

## FEBRUARY 2020 PROJECT PRESENTATION

1. Prefer full rehabilitation of the theater
2. If full rehabilitation not possible, preserve façade and elements of theater
3. Concerns that Landmarks Preservation Commission (LPC) will not approve any changes to building

# SITE LOCATION 146<sup>TH</sup> STREET & BROADWAY HARLEM, NY



# REHABILITATING THE THEATER



## Evaluated possible theater rehabilitation

- Structural stability of steel pillars and cantilever need to be examined in depth
- Remediation of lead paint and pipes, asbestos, mold and significant water damage
- ADA, building, and fire code compliance
- A new entrance lobby would have to be constructed

## Researched other theater rehabilitations

- Significant reliance on public subsidy and local government participation
- Demand for theaters were well established, but most required ongoing operational subsidy
- Unreliable demand made getting loans virtually impossible
- Theater rehabilitations of this type are **>70% funded via privately raised equity**

## Evaluated construction costs

- Comparables show that rehabilitation costs are over \$1,000 per square foot
- **Rehabilitating Hamilton Theater → \$45M - \$50M plus cost of land**

# PRESERVING THE FAÇADE AND OTHER ELEMENTS

## Evaluation of Façade

- Windows can be inserted consistent with plans previously approved by LPC
- Structural stability of façade can be maintained by steel and concrete framing
- Fire escape too deteriorated to be saved but aesthetic can be incorporated into new design



## Preservation of Interior

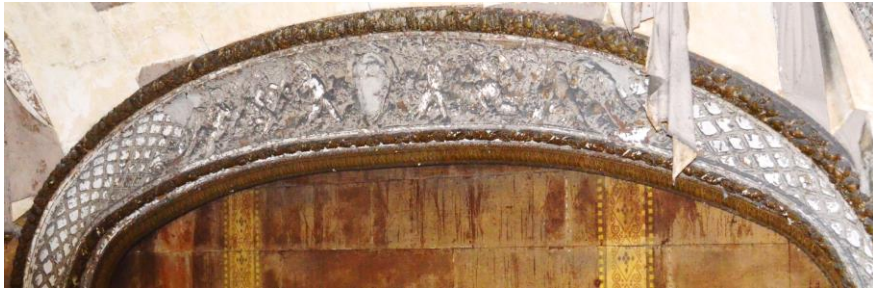
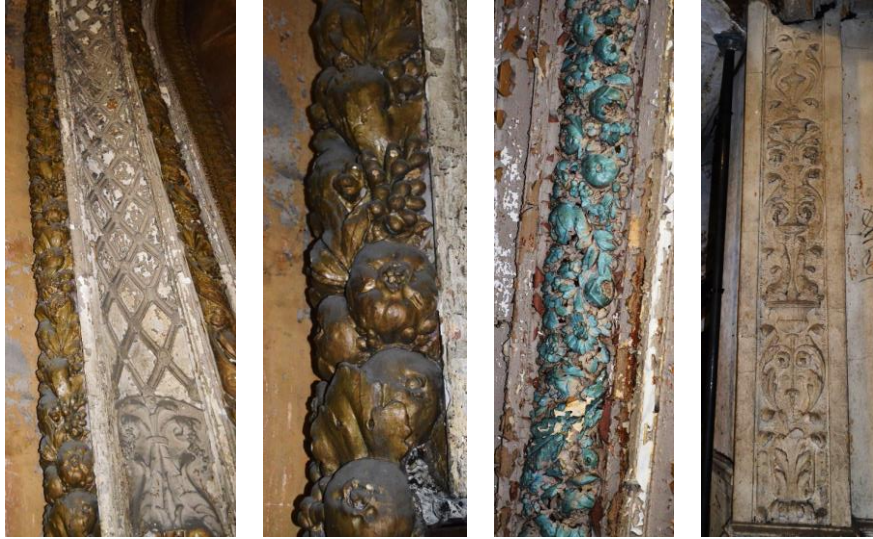
- Interior elements were evaluated for potential recycling/incorporation into new building
- Materials from fabric wallpaper, stair railings, seat frames, and light fixtures may be recycled and used as design features
- Many interesting concrete and plaster mouldings can be incorporated into design features of new theater and residential lobby



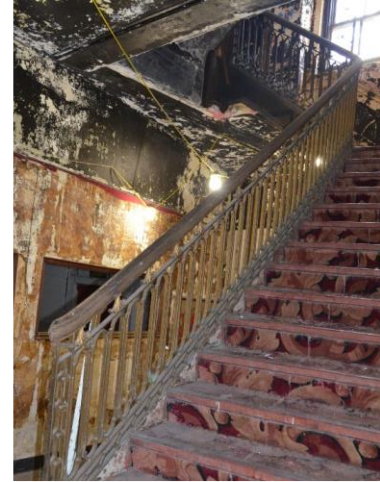


# INTERIOR ELEMENTS

## Decorative Mouldings & Light Fixtures



## Decorative Elements for Reuse



# HAMILTON THEATER RESIDENCES HARLEM, NY



PROPOSED CANOPY AND MARQUEE



EXISTING THEATER CATWALK

# HAMILTON THEATER RESIDENCES HARLEM, NY



# HAMILTON THEATER RESIDENCES HARLEM, NY



*Existing structure – View from Broadway*



Proposed project – View from Broadway

# OVERVIEW

## HAMILTON THEATER RESIDENCES

**190-200 units with approximately 173,000 sq/ft of residential space on 13 floors**

Studios	15%
1 Bedroom	50%
2 Bedroom	20%
3 Bedroom	15%

**Affordable to families earning between 30% and 110% of AMI (\$17K - \$122K)**

**Two 14 story buildings with 2 story performing art center in-between:**

**Residential buildings will have:**

- 9,000 sq/ft of commercial space on 1<sup>st</sup> floor fronting 146<sup>th</sup> Street
- Lobby and Marquee entrance for Performing Arts Center

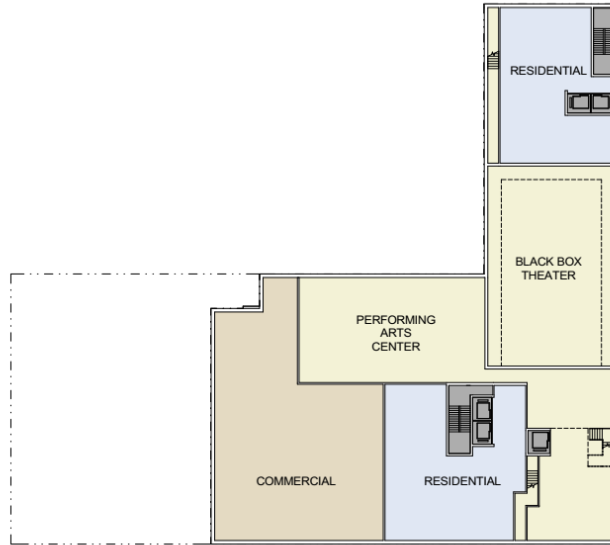
**Performing Arts Center building will have:**

- 9,000 sq/ft of performance and multipurpose space
- 30' – 40' interior height
- Approximately 200 – 250 seats

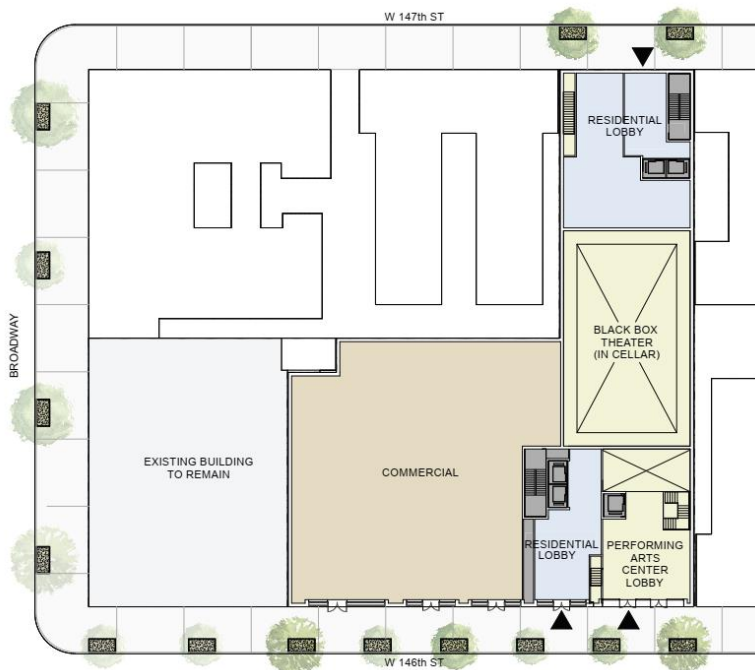
**Rezone to R8 from R7A**

*Note: All square footages and units counts are approximations and not yet final*

Cellar Floor Plan



1<sup>st</sup> Floor Plan



# BUILDING PROGRAM

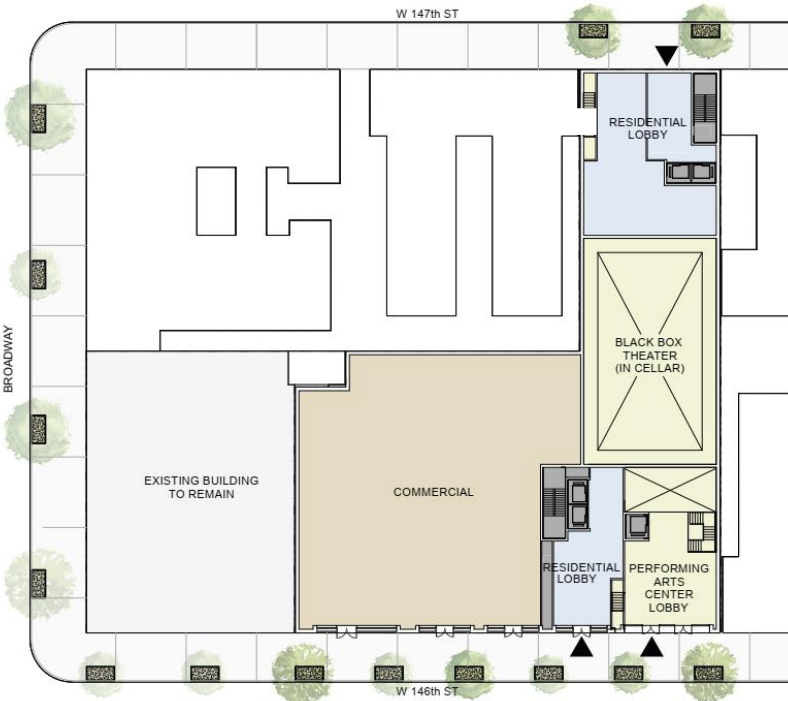
## HAMILTON THEATER RESIDENCES

Category	Homeless	ELI/VLI	Low	Mod	Total
% of AMI	≤ 40%	30% - 50%	60% - 80%	110%	
Income Range	\$0 - \$44K	\$17K - \$52K	\$36K - \$86K	\$70K - \$122K	
Studios	5	10	8	5	28
1 Bedroom	13	34	29	19	95
2 Bedroom*	6	14	11	7	38
3 Bedroom	5	10	8	5	28
<b>Total</b>	<b>29</b>	<b>68</b>	<b>56</b>	<b>36</b>	<b>189</b>

*\*Project includes one 2 Bedroom superintendent's unit*

	Gross sq/ft	Residential Buildings	Performing Arts Center	Project Total
Residential	173,000	173,000	0	173,000
Commercial	9,000	9,000	0	9,000
Community Facility	0	0	12,000**	12,000
<b>Total</b>	<b>182,000</b>	<b>182,000</b>	<b>12,000</b>	<b>194,000</b>

**\*\*Black Box Theater is approx. 9,000 sq/ft**



1<sup>st</sup> Floor Plan

# PERFORMING ARTS CENTER THEATER AND STUDIO SPACE



An example of the interior of the proposed 200-250 seat Theater

**Theater Occupancy: 200 – 250 seats**

**3,000 sq/ft flexible space for studios or back office use**

**Managed by Diana Byer of New York Theater Ballet**

- Manages highly regarded, 40-year old performance company and ballet school
- 75-100 performances annually
- More than 2 dozen weekly classes for children and adults

**Flexible and dynamic space can be used for multiple purposes**

- Theater
- Dance
- Community events

**Leverage state-of-the-art facilities and industry experience to make Harlem a hub of performing arts, theater, and dance**

# COMMUNITY BENEFITS

## HAMILTON THEATER RESIDENCES



**Redevelopment of decaying, non-conforming, and no-longer functional theater building:**

- Much needed affordable housing for a range of incomes
- Flexible, modern multipurpose performing arts center that can host a variety of community and cultural events

**Establish an entertainment hub in Harlem focused on theater, dance, and performing arts**

**Create permanent and temporary jobs (e.g. construction, property management, and beyond)**

**New building will be sustainable and energy efficient**



# CONCLUDING REMARKS

**Harlem Theater Residences will create 200 units of Affordable Housing desperately needed by the community and the City**

- Omni NY has site control
- New performing arts center will be modern, state-of-the-art, fully handicap accessible, and flexible
- Preservation of the façade and other unique elements of theater

