

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

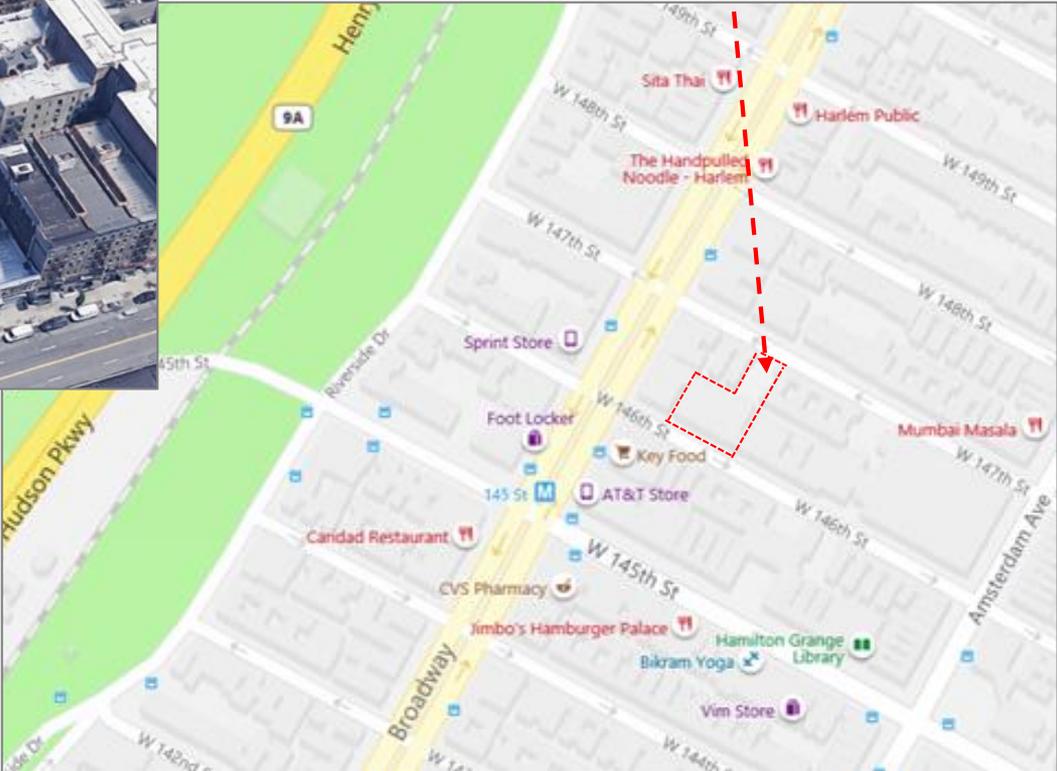
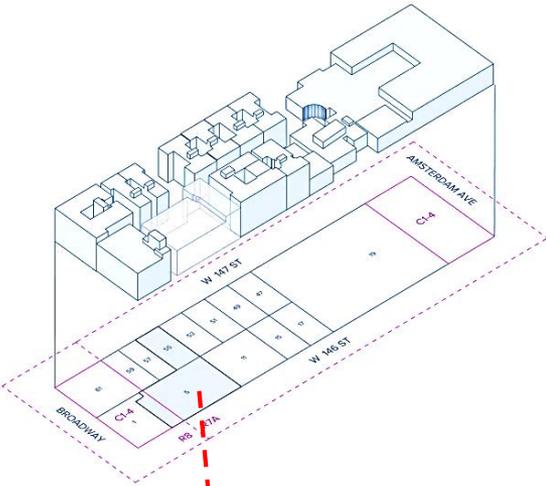
- LPC previously approved *demolition of entire interior* of the theater building while also allowing window openings in the façade

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 146TH 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



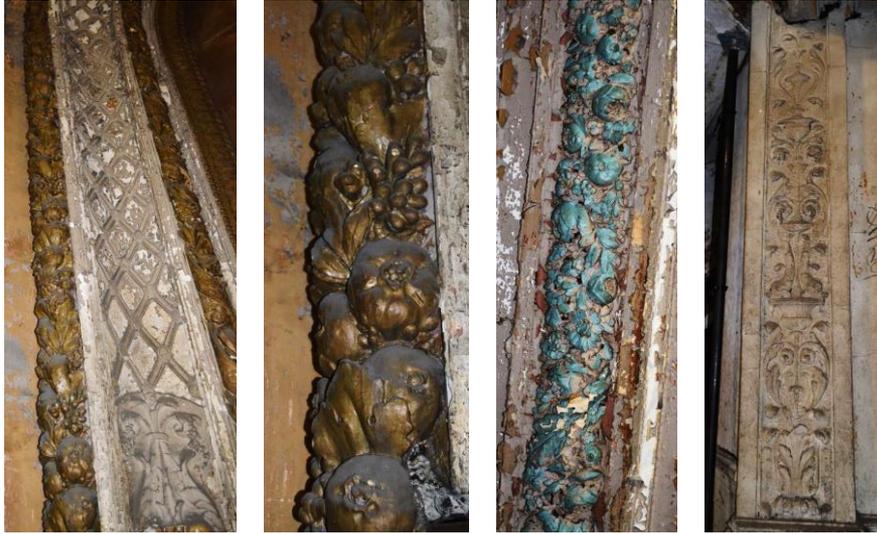
Preservation of Interior

- 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

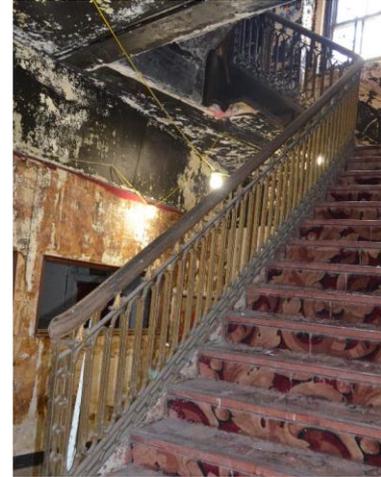


INTERIOR ELEMENTS

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



Proposed project – Aerial view facing northwest

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 1st floor fronting 146th Street
- Lobby and Marquee entrance for Performing Arts Center

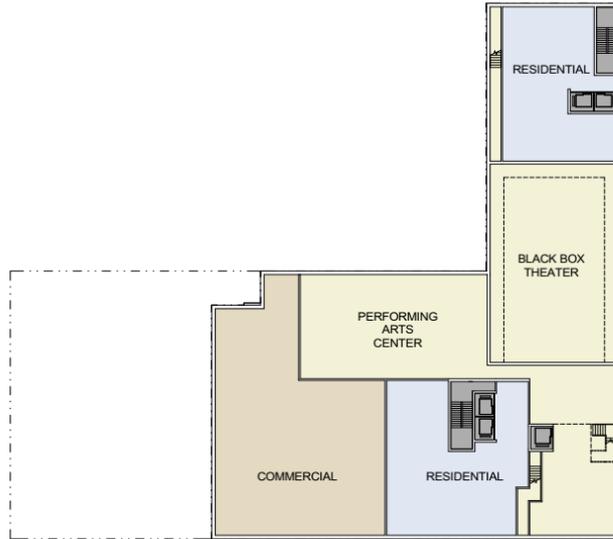
Performing Arts Center building will have:

- 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



1st Floor Plan



BUILDING PROGRAM

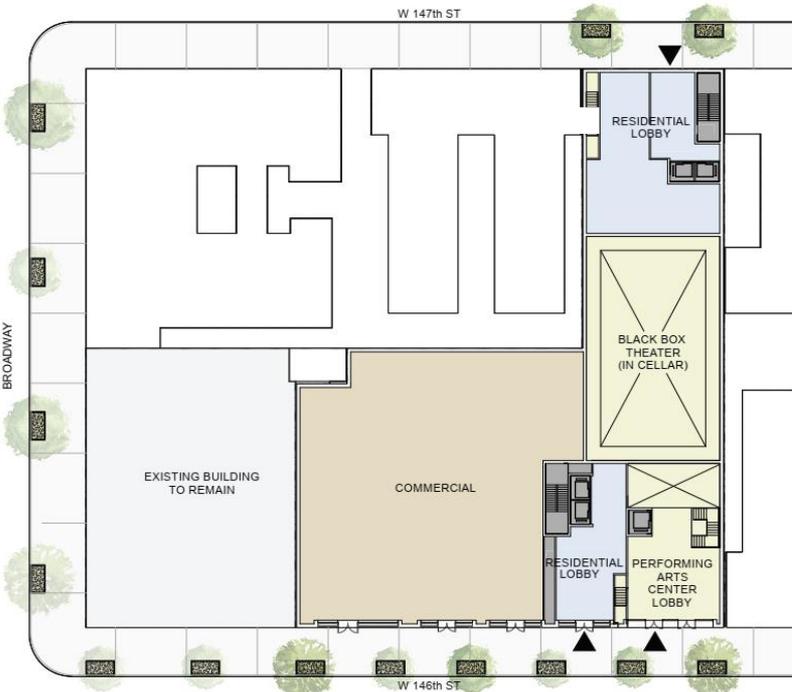
HAMILTON THEATER RESIDENCES

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
Total	29	68	56	36	189

**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
Total	182,000	182,000	12,000	194,000

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



1st 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



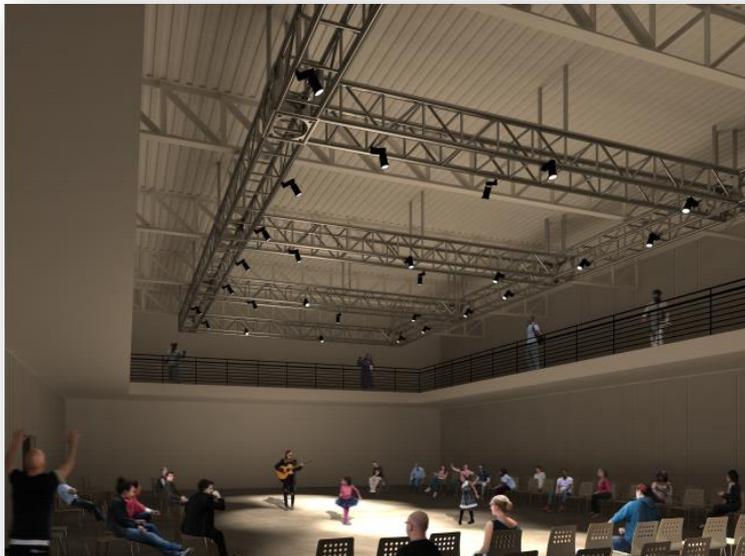
Redevelopment of decaying, non-conforming, and no-longer functional theater building:

- 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

