

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 EOIs.
- 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.

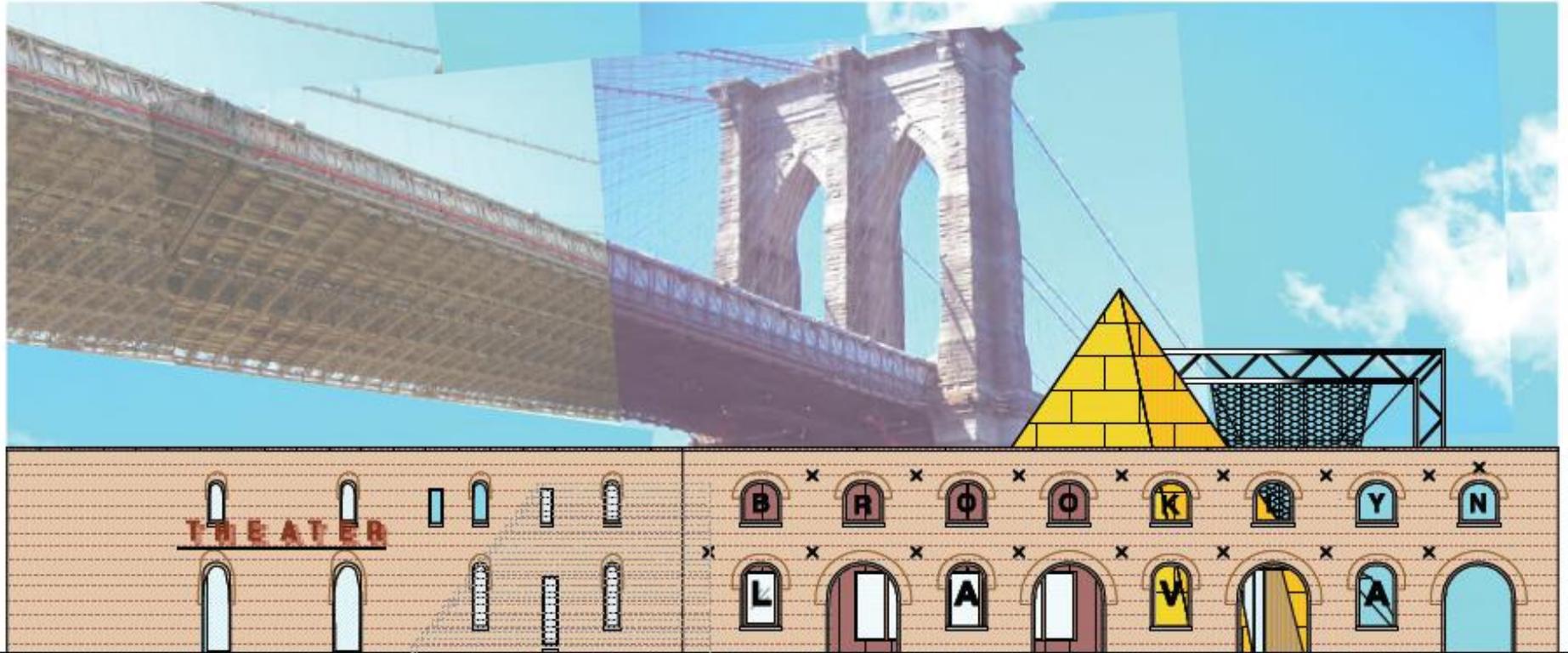
Financial Feasibility

- Self-sustaining model for continued upkeep and maintenance with no subsidy from BBP for development, construction or operations.

LAVABrooklyn: History & Mission

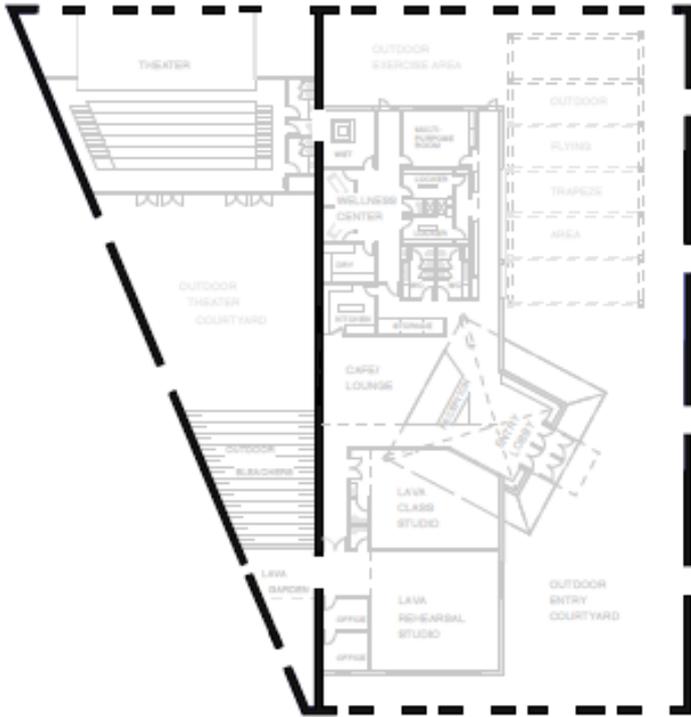
- LAVA/Volcano Love, established in 2000, is a Brooklyn-based cultural organization with 2 full-time employees, 20 part-time employees, 15 part-time volunteers and is governed by a 7-member board of directors.
- The organization is funded primarily by class and workshop fees, performance admission, fundraising 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.

LAVABrooklyn: Proposal

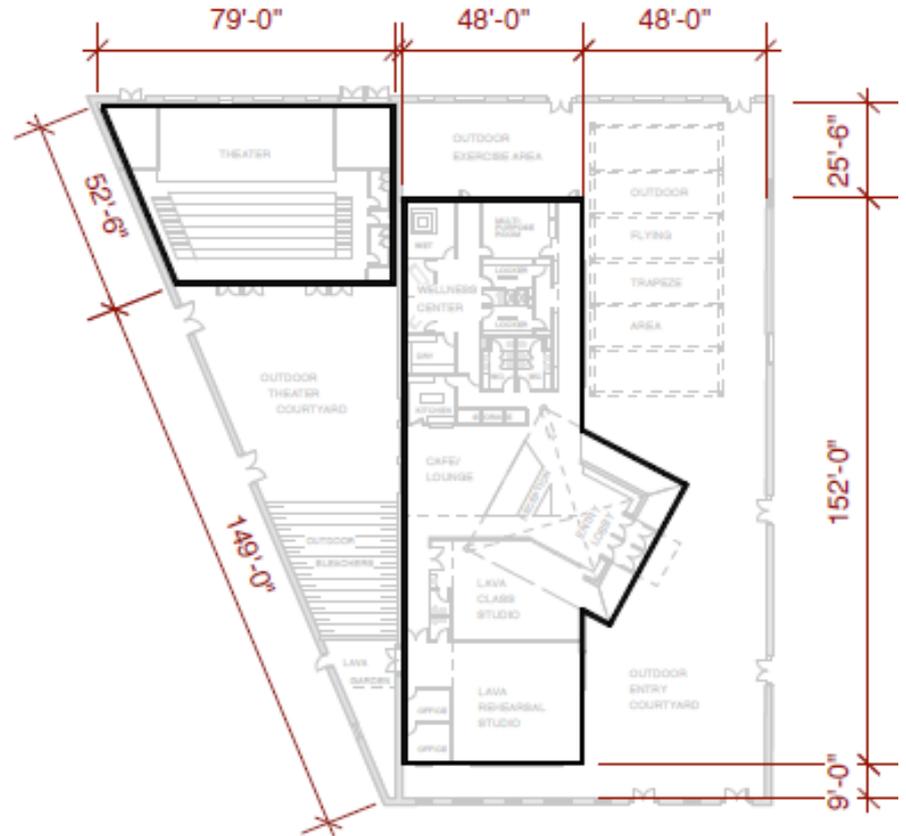


View from Water Street

LAVABrooklyn: Proposal



Existing Walls



New Buildings

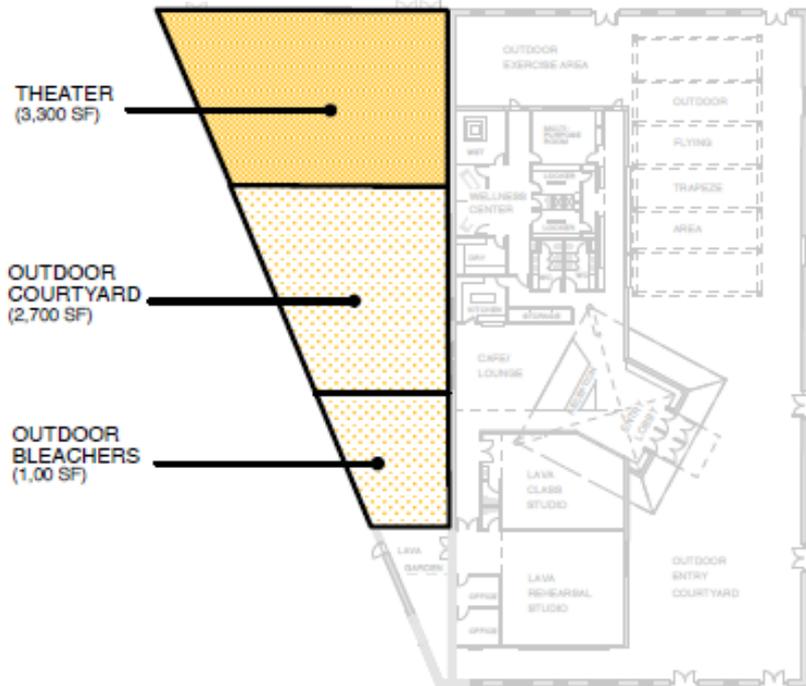
Site
Preservation Plan

LAVABrooklyn: Proposal

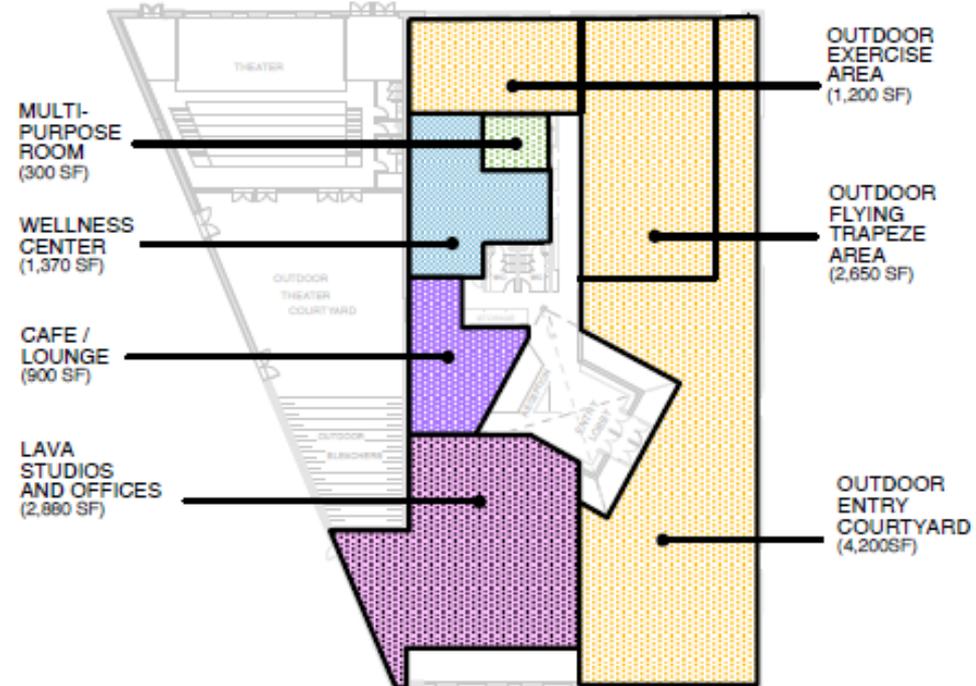


Floor Plan

LAVABrooklyn: Proposal



LAVA Theatre



LAVA

Site
Use Plan

LAVABrooklyn: Proposal



Park
Access/Public
Space Plan

LAVABrooklyn: Proposal



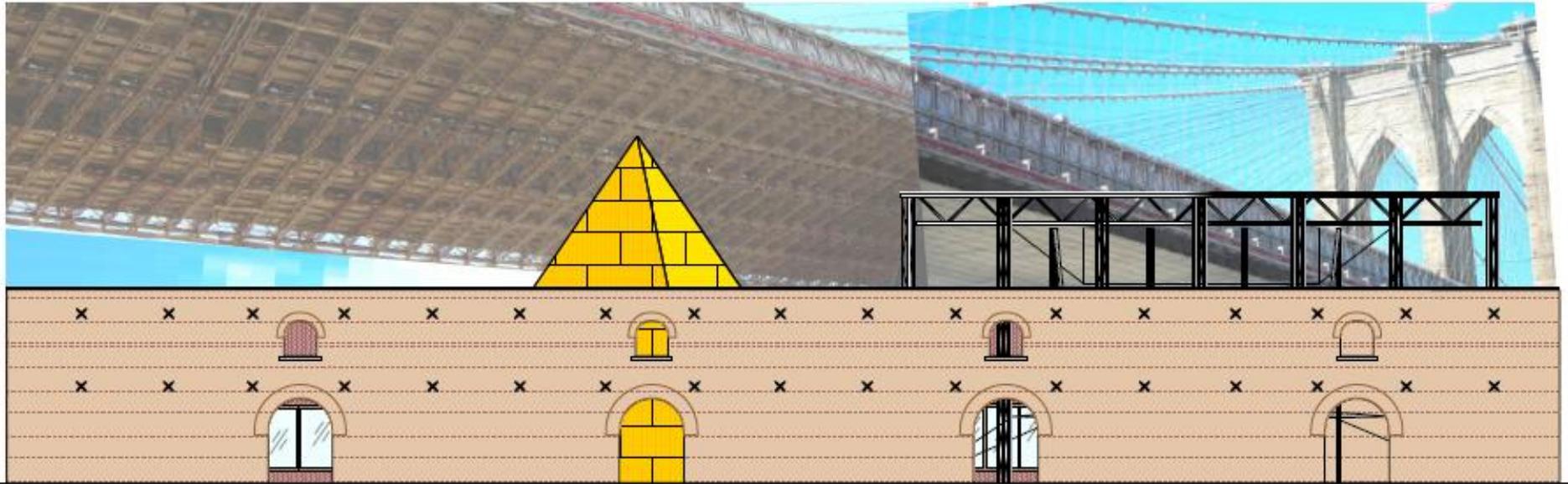
View from under the
Brooklyn Bridge

LAVABrooklyn: Proposal



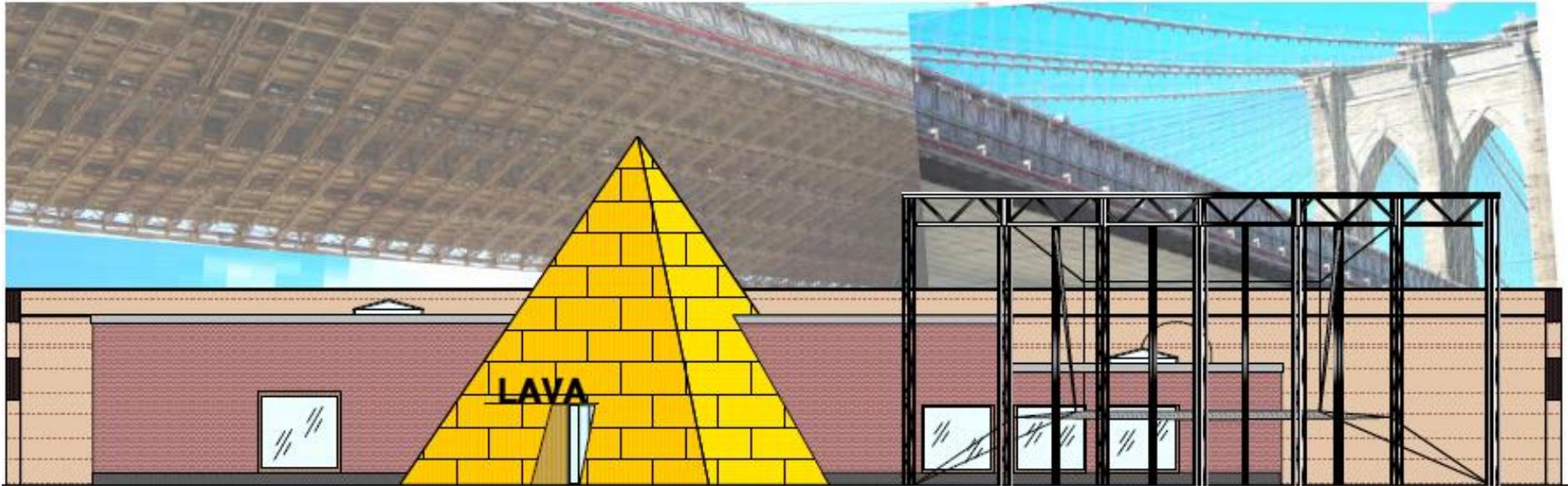
View from Brooklyn
Bridge Park

LAVABrooklyn: Proposal



View from Dock Street

LAVABrooklyn: Proposal

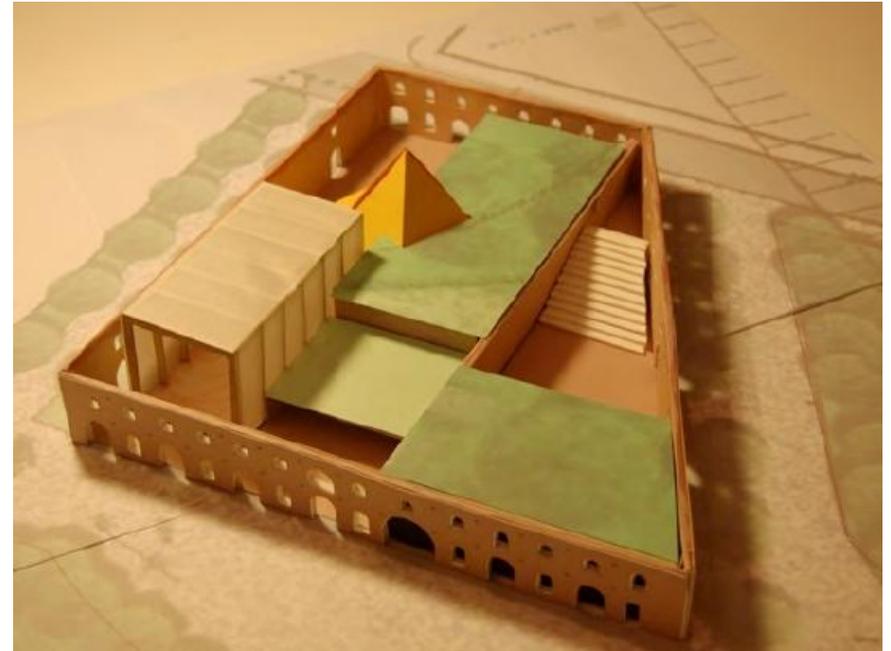


Section from within
the rectangle

LAVABrooklyn: Proposal



View from Water Street



View from Water

Site Model

LAVABrooklyn: Proposal

Proposed Programming Partners:

Educational and Social Service Organizations:

Girls and Boys Town of New York, P.S. 9, P.S. 107, P.S. 131, International School of Brooklyn, Gateway School, Brooklyn International High School, Beginning with Children Charter School, Brooklyn Arts Exchange, St. Joseph's College, MIT, Drew University, Hetrick Martin Institute, The Gay and Lesbian Community Center, Brooklyn AIDS Task Force

Nutrition, Local Food and Farming:

Added Value Community Farming, Bradley Farms, The Brooklyn Larder, Bark, Roberta's Restaurant, Brooklyn Grange

Arts Organizations:

BRIC, Dixon Place, The Flea Theatre, Circus Amok, San Francisco Circus Center, Circus Yoga, Laughing Lotus Yoga, iLAND-Interdisciplinary Laboratory for Art, Nature and Dance, Acro Yoga, Dance Theatre Workshop, Celebrate Brooklyn, Brooklyn Arts Exchange, Capoeira Brooklyn, MASS MoCA, North American Cultural Laboratory, The Catskills Festival of New Theatre, Norican Dance Company, New England Center for Circus Arts, Wise Fool New Mexico, Gowanus Art Exchange, Network of Ensemble Theatres, workcenter of Jerzy Grotowzki and Tomas Richards

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.

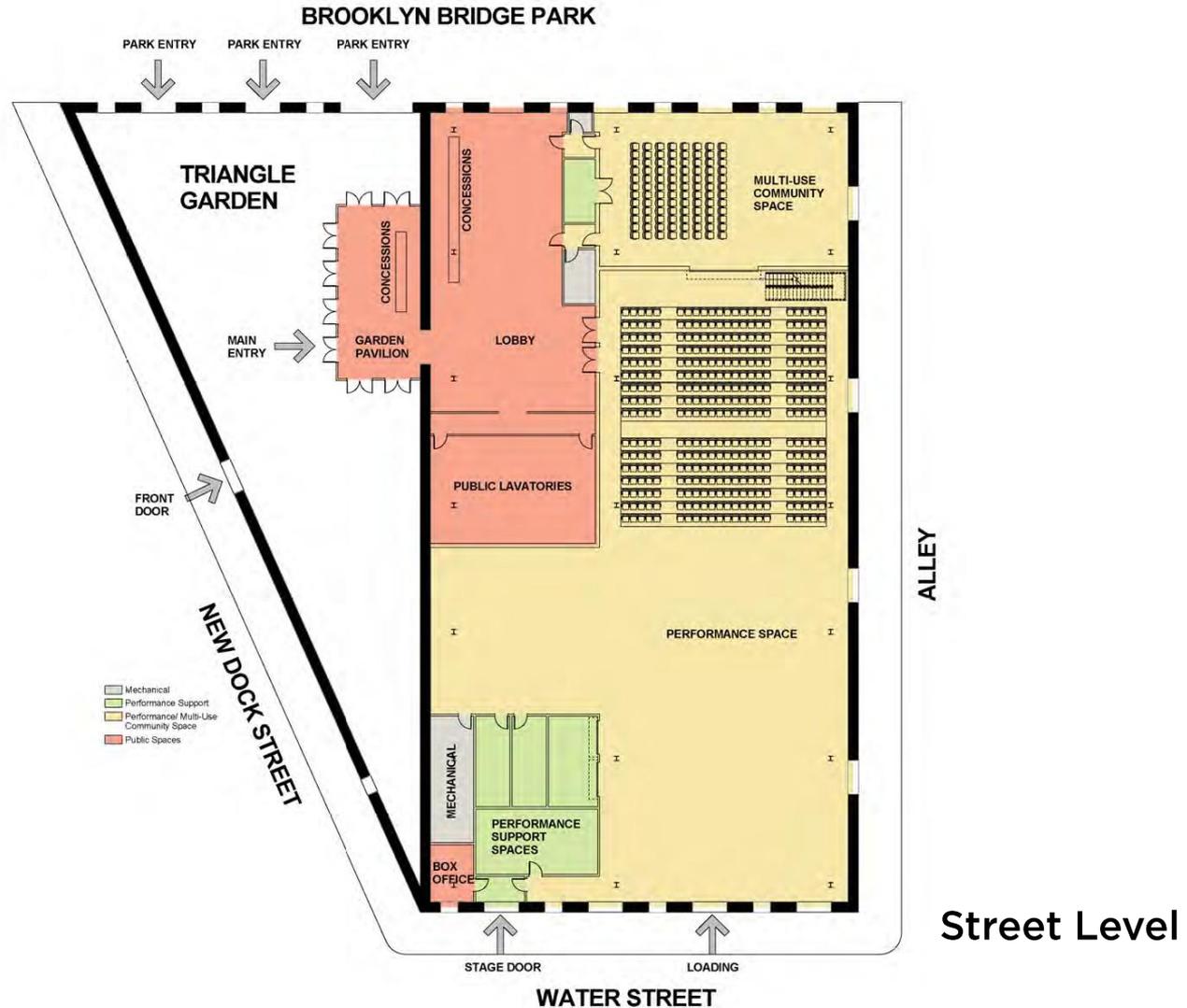
St. Ann's Warehouse: Proposal



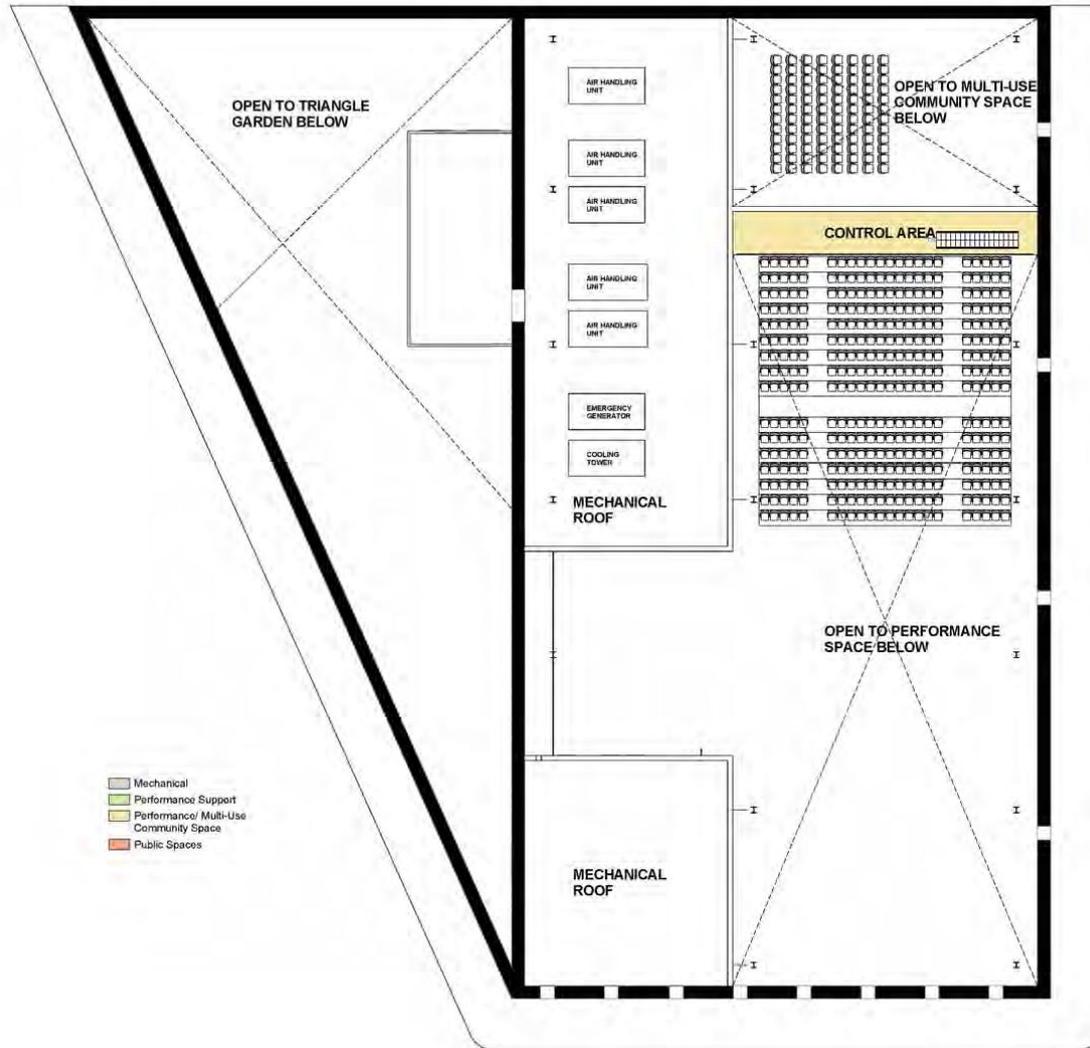
Source: St. Ann's Warehouse proposal

View from
Water Street 22

St. Ann's Warehouse: Proposal



St. Ann's Warehouse: Proposal



Second Level

St. Ann's Warehouse: Proposal



**View from
Brooklyn Bridge Park**

St. Ann's Warehouse: Proposal



Inside Triangle Garden

St. Ann's Warehouse: Proposal



Source: St. Ann's Warehouse proposal

Inside Main
Performance Space

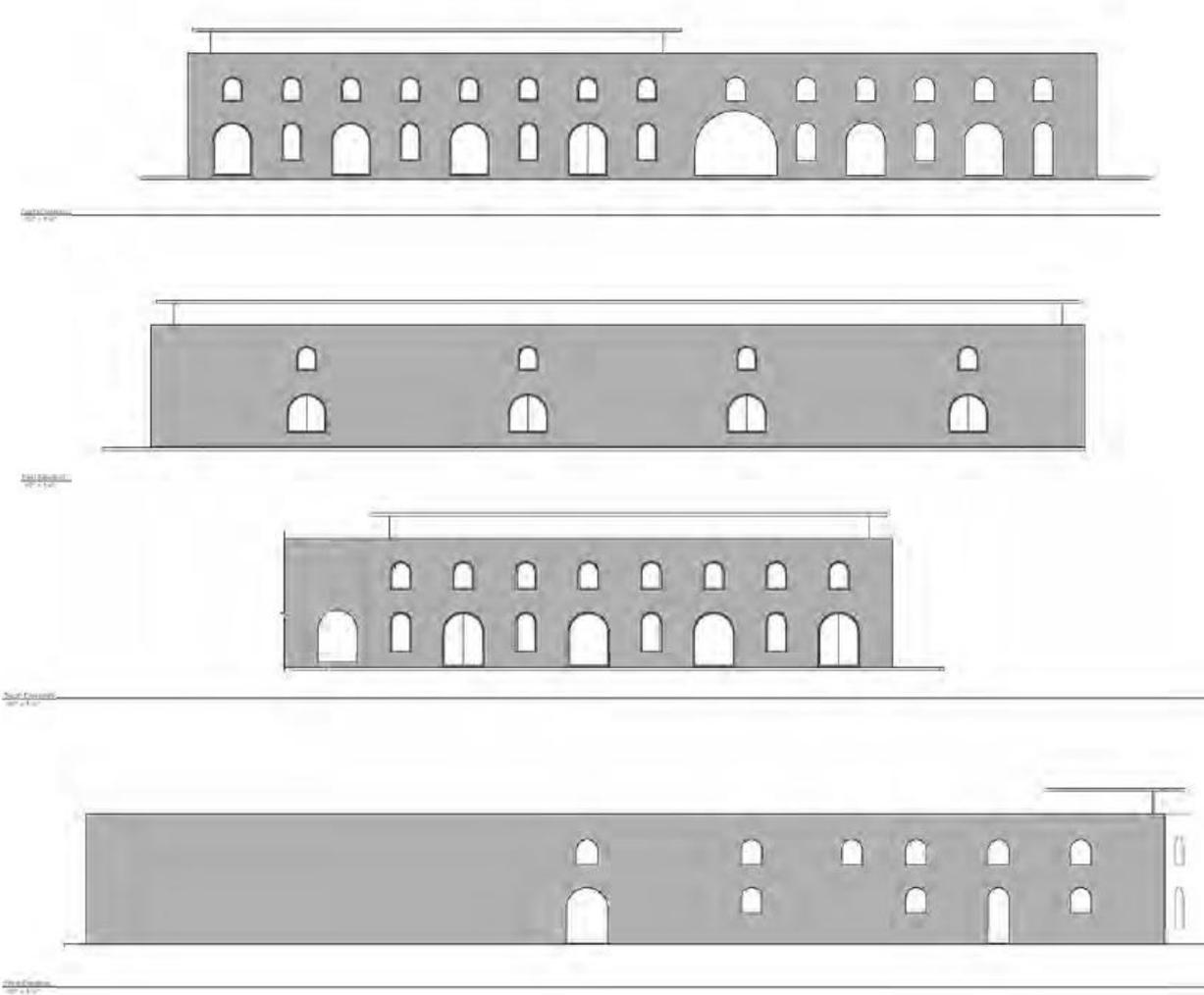
St. Ann's Warehouse: Proposal



Source: St. Ann's Warehouse proposal

Inside Multipurpose
Community Space ₂₈

St. Ann's Warehouse: Proposal



Elevations

St. Ann's Warehouse: Proposal

Proposed Programming Partners:

<p>Local Community: Brooklyn Designs, Brooklyn Hip Hop Festival, Great Small Works Toy Theatre Festival/Museum, New York Photo Festival, Slide Luck Pot Show, BAM-International Event, Criterion Film Series/Telluride Mt. Film Festival, Under the Radar Festival</p>	<p>Global Cultural: Druid Theatre, Kneehigh Theatre, National Theatre of Scotland, TR Warszawa, Adelheid Roosen, Adelheid Roosen Zena Platform, Daniel Kitson, Daniel Kramer: Bluebeard's Castle, Mark Rylance/Phoebus Cart, Royal Shakespeare Company World Stages/London Intn'l Festival of Theatre, RSC Intn'l workshops, Young @ Heart/Manchester Intn'l Fest</p>	<p>Emerging Cultural: Cynthia Hopkins, Dan Hurlin, The Foundry, Mabou Mines, Stew, The New York City Players (Richard Maxwell), The Wooster Group, St Ann's Puppet Lab (weekly), Labapalooza, Elevator Repair Service, Harlem Stage, Nature Theatre of Oklahoma, Elizabeth Streb Extreme Action Company, Young Jean Lee</p>
<p>Education & Family: New Victory Theatre, Story Pirates</p>	<p>Community Milestones: Non-profit Galas & Special Events, Rentals</p>	<p>Music: Brooklyn Youth Chorus, Small Scale Concerts, Large Scale Concerts (300-600), Hip Hop Concerts, AEG Concerts (rentals)</p>
<p>Free Programming Partners: Brooklyn Book Festival, DUMBO Arts Festival, Williamsburg High School for Architecture and Design, Children's Museum of the Arts, Jazzreach Concerts, The Wooster Group Summer Institute, NTS Transformer, Foundry Forums, Outdoor Concerts</p>		

NEXT STEPS