

124 East 14th Street Tech Training Center

CB3 Land Use & Economic Development
Joint Committee ULURP Hearing

February 2018



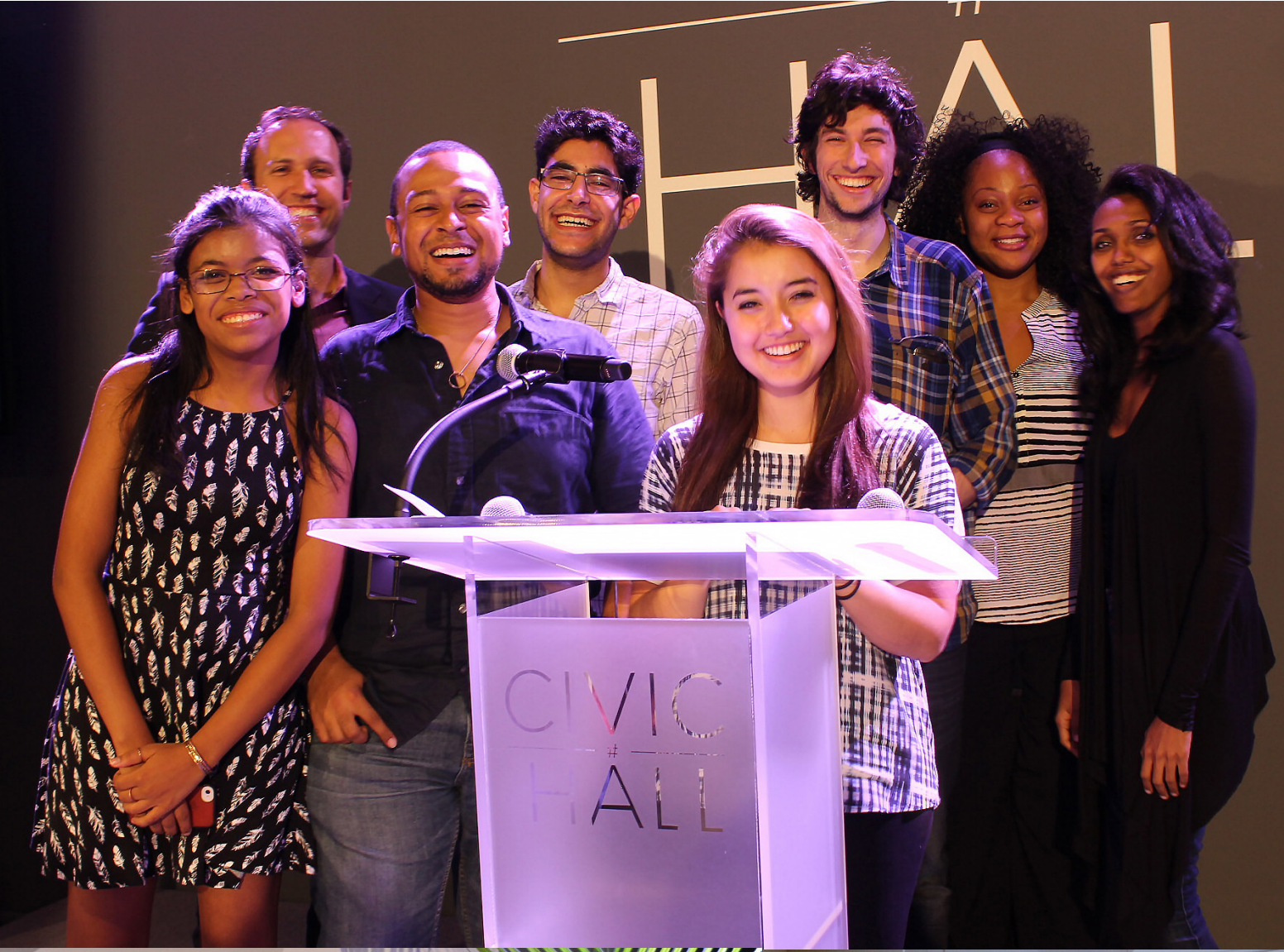
PROJECT BACKGROUND

- Since the announcement of this project in 2017, EDC, RAL, and Civic Hall have met with Community Board 3 (CB3) for multiple public meetings to solicit direct feedback on the future site's community benefits.
- Tonight marks the first official meeting for the city's land use process (or ULURP) for this project's approval by CB3's Joint Land Use and Economic Development Committee
- Project's community benefits aligns with the City's "New York Works" plan
- The project supports the goals of CB3's District Needs Statement for a business incubator in the community
- To date, all three parties have met with 27 community based organizations in neighborhoods in and around CB3 for feedback for the project



PROJECT HISTORY & FUTURE MILESTONES

RFP Issue Date	November 5, 2015
Developer Selection Date	December 13, 2016
Meeting With CB3 EDC	February 1, 2017
Mayoral Press Event	February 17, 2017
Meeting With CB3 Land Use Committee	June 14, 2017
CB3 Joint Committee Meeting	November 8, 2017
CB3 Joint Committee Meeting	January 10, 2018
ULURP Certification	January 29, 2018
Community Outreach	Ongoing
ULURP Approval	Q3 2018
Building Opening	Q4 2020



PROJECT VISION

GOALS

- Create a physical space that brings together and provides resources to 21st century job seekers, entrepreneurs, social activists, small start-ups and established companies
- Promote workforce development opportunities with a focus on local residents
- Work with CB3 based organizations to create a pipeline for future students and employees
- Create jobs that fulfill both Living Wage requirements and the HireNYC program
- Construct the building using skilled union labor with a focus on local participation



BINDING DEVELOPER PROJECT COMMITMENTS

RETAIL AND MARKET SPACE

Focus on small format retail and first time food entrepreneurs

CIVIC HALL

Provide home and networking opportunities for people who use tech for public good

EVENT SPACE

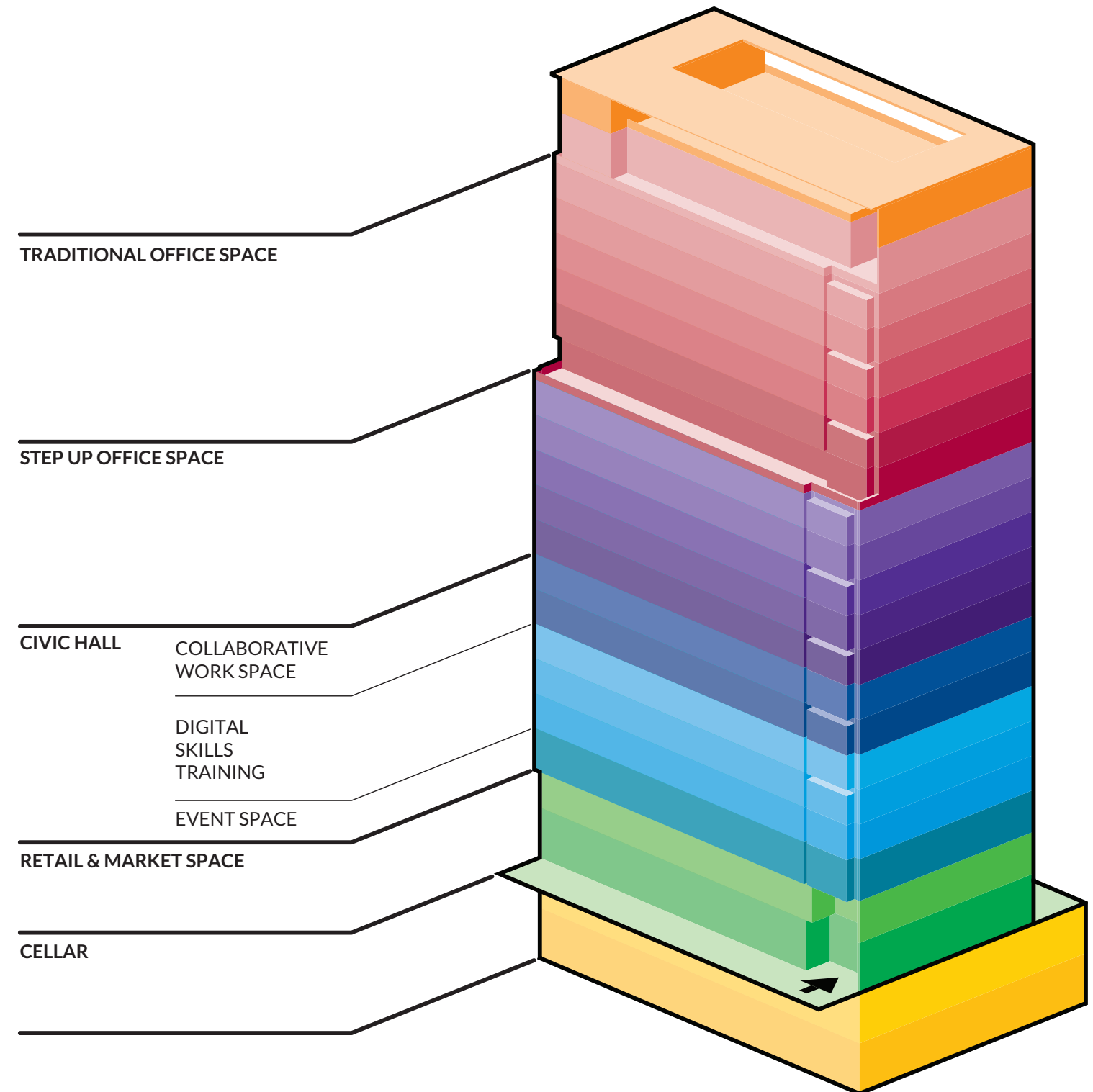
Gathering space accessible to community based organizations at zero or low cost

DIGITAL SKILLS TRAINING

Create a pathway to 21st century jobs for communities under represented in technology sector

STEP-UP OFFICE SPACE

Eliminate key barriers for start-up companies to lease office space on flexible terms



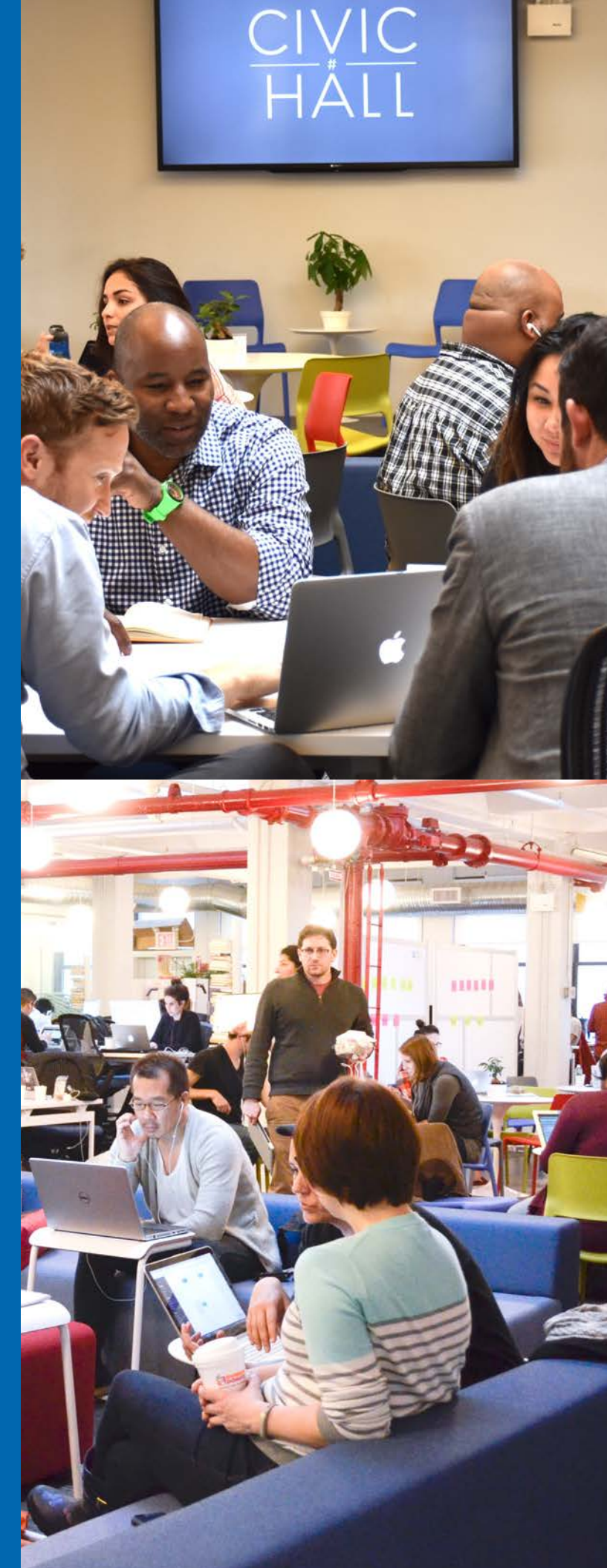
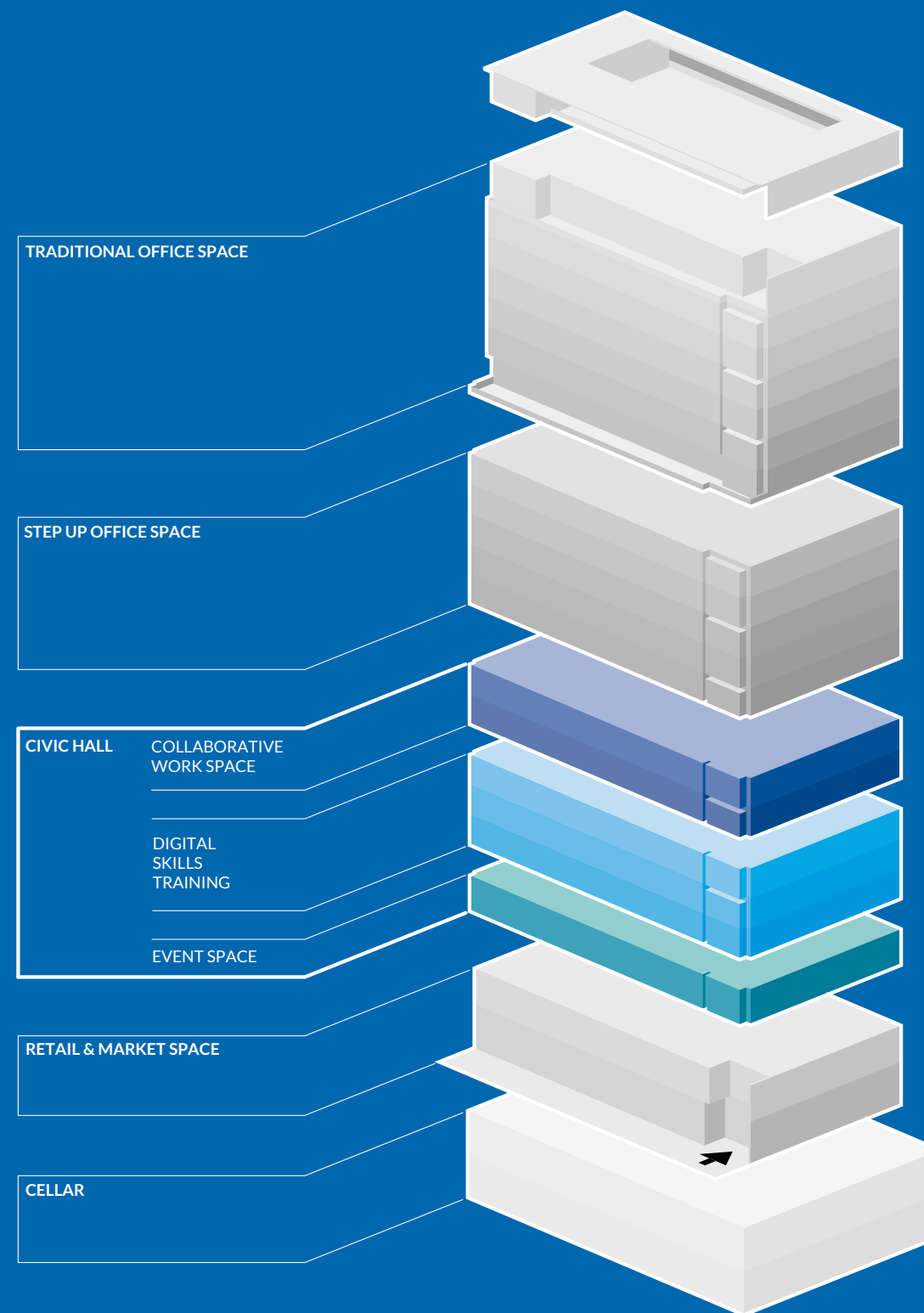
RETAIL & MARKET SPACE

- Urbanspace will manage and operate the market space
- 25% of market space booths will be reserved for new businesses and entrepreneurs
- The market will activate mid-block area on 14th between 3rd and 4th avenue
- Urbanspace has a strong record of supporting local organizations and identifying unique vendors from the community
- No retail space can be leased to tenants who have another location within 0.5 miles of the property or who operate more than five Manhattan locations



CIVIC HALL: OVERVIEW

- An expanded non-profit collaborative work and event center connecting social entrepreneurs and not for profit organizations with technology professionals to support their work for their communities and the public good.
- Over 1,000 individual members and 150 organizational members since opening in early 2015. Members include advocates, social entrepreneurs, and organizations supporting veterans, immigrants, public school students, teachers, women, advocates, organizers, and other under-served groups.
- Since opening Civic Hall has hosted over 600 events including book talks, workshops, panels discussions, hackathons, brown-bag-lunches, and trainings.
- Key organizational members and supporters include Ford Foundation, Robin Hood Foundation, Robert Wood Johnson Foundation, The New York Public Library, Mayor's Office of Innovation, Manhattan Borough President Gale Brewer's Office, The New York City Council, The NYC Office of Veteran Services.



CIVIC HALL: COMMUNITY ENGAGEMENT

- Public interest events including round-tables, hackathons and seminars such as a recent series of free digital strategy workshops for non-profits attended by multiple local organizations, including many from CB3
- Technology support programs for non-profit organizations such as the DeltaNYC pro-bono tech program, whose recent participants include: Help USA, Neighborhood Housing Services of NYC, Vera Institute of Justice, Exhalt Youth, Nonprofit Coordinating Committee, The Fortune Society, and Immigration Equality
- A scholarship program for membership to Civic Hall for community members in need and facing barriers
- Civic Hall will share a report of its activities yearly with an advisory board whose members will be nominated by CB3 and mutually agreed by Civic Hall. It is hoped advisory board will also help promote information about programs and event space availability.



CIVIC HALL: DIGITAL SKILLS TRAINING CENTER

- 3 floors dedicated to organizations which share curriculum, teachers, resources, and data to support each other and the larger New York City workforce development community.
- 80% of the workforce development partners are not for profit and provide their services to the under-served for free or low cost.
- For profit workforce development partners are required to provide scholarships to a minimum of 20% of their enrollment.
- A portion of enrollment offered will be targeted to residents of CB3 and surrounding neighborhood. Initial preference will be given to community-based organizations identified by CB3.



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 GENERAL ASSEMBLY

 FEDCAP

 PER SCHOLAS

code to  work

 CU NY

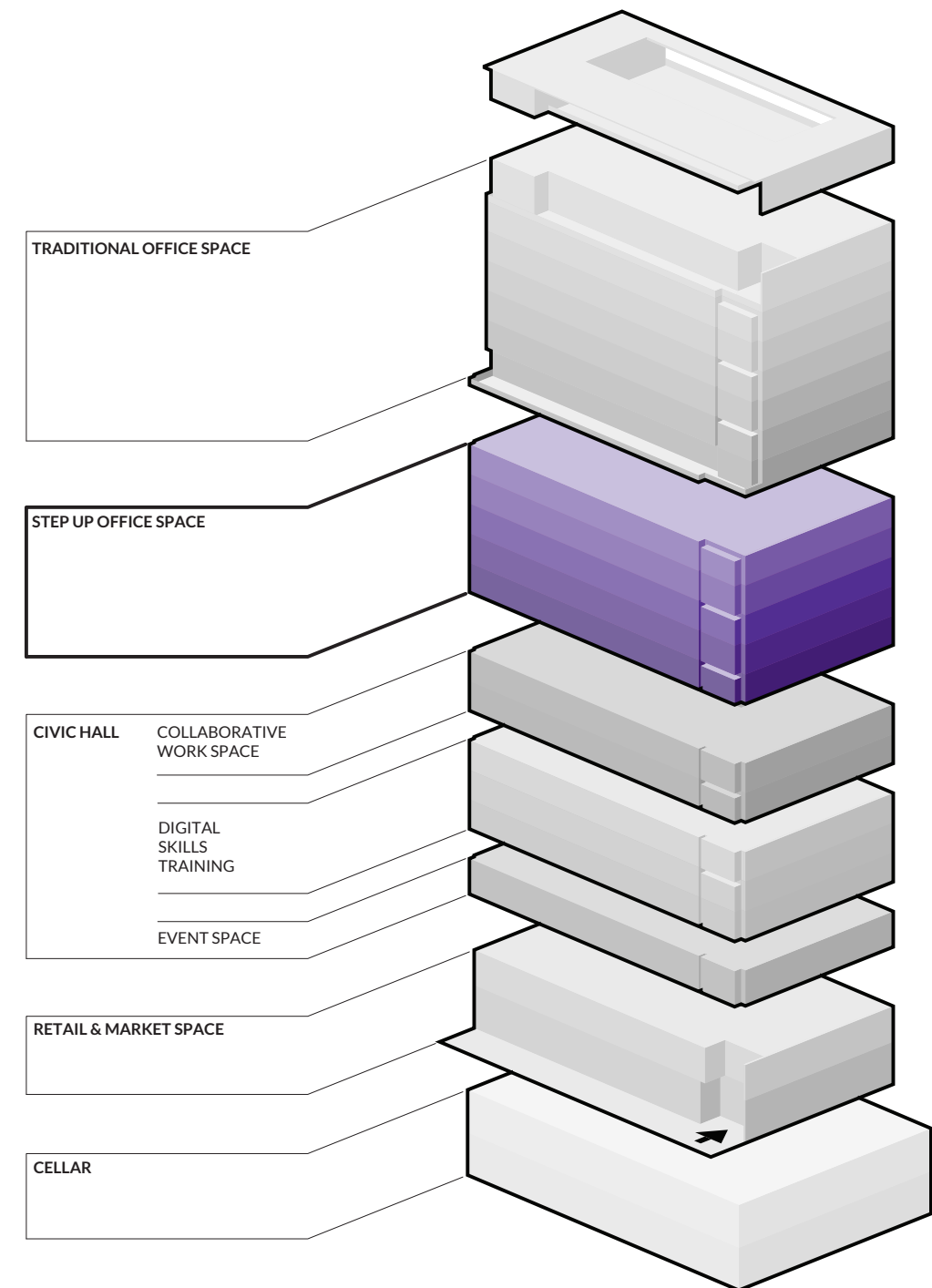
CIVIC HALL: EVENT SPACE

- 1 floor dedicated to flexible event space
- Will be used for events supporting Civic Hall’s general activities including the Digital Skills Training Center, and the wider community.
- Event space will be made available at low or no cost to non-profits and the local community groups a minimum 32 times per year or up to 8 times per quarter.
 - Depending on need such events will only need to cover security, house management, and cleanup costs.
 - Community groups will be given access to schedule 30 days in advance of the date they are seeking.



STEP UP OFFICE SPACE

	STEP-UP OFFICE	TRADITIONAL OFFICE
Average Expected Office Size Per Tenant	1,500 -5,000 SF	15,000 + SF
Lease Term	6 mos- 5 yrs	5-10 yrs w/ renewal option
Tenant Build-out	Pre-built and funded by developer	Custom built & funded by tenant and developer
Security Deposit	Limited to the lesser of 25% of total rent through lease term or 1 year's rent	One year plus cost of developer funded tenant build-out
Guaranty	Limited to one year's rent	Up to full rent due for entire lease term
Spatial Flexibility	Allows for companies to expand or contract as needed Cost savings through shared services and common spaces	Limited flexibility and no shared services or amenities



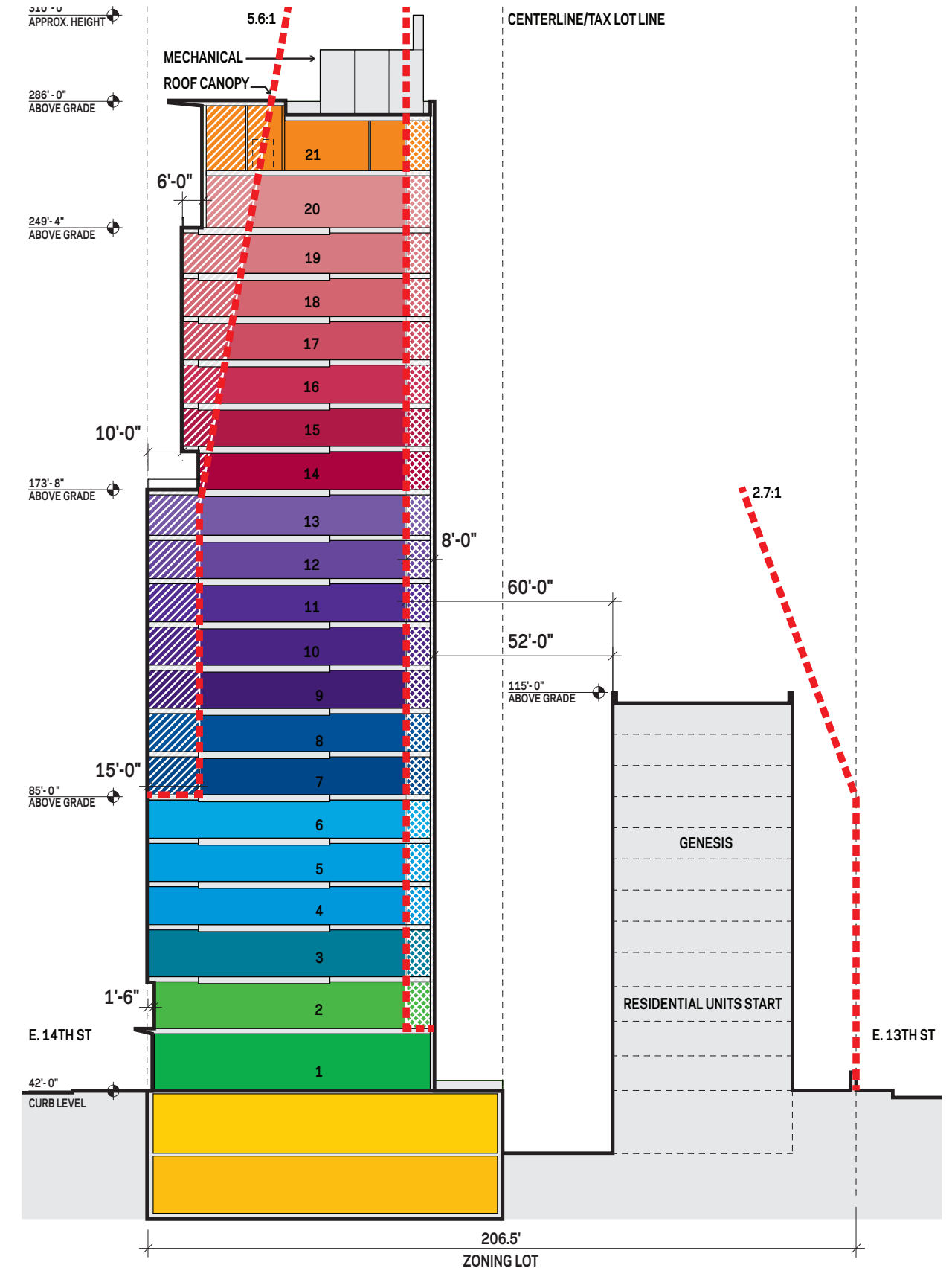
ZONING ACTIONS

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- Rezone the entire zoning lot to C6-4 (currently sits within 4 different zoning lots)
- Waiver of sky exposure plane requirements
- Waiver of rear yard setback requirements

REZONING BENEFITS TO COMMUNITY

- Capacity increases by 3,200+ attendees annually for 32 community events
- Capacity increases by 1,200+ students per day in digital skills training center
- Capacity increases by 2-3 companies and 25+ employees in step-up office space



14TH STREET VIEW



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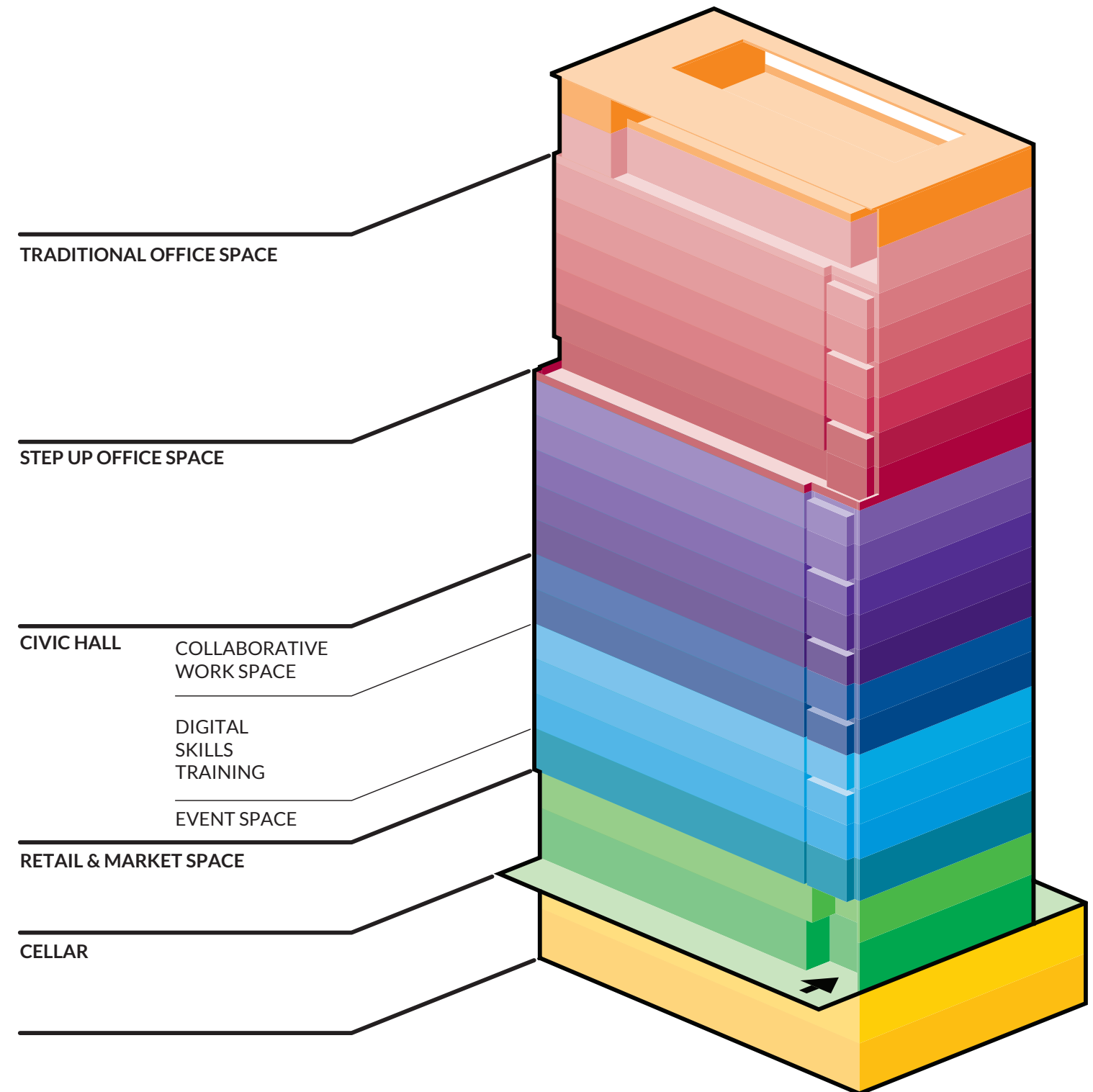
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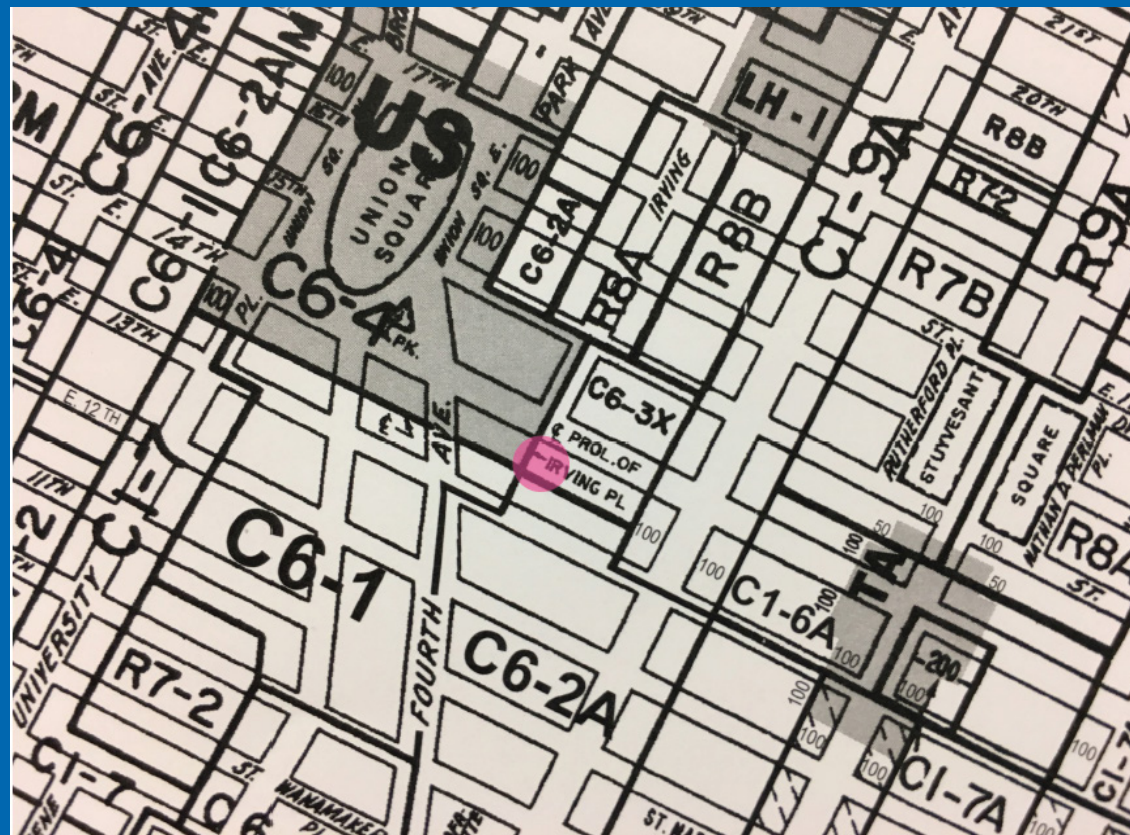
124 East 14th Street Appendix



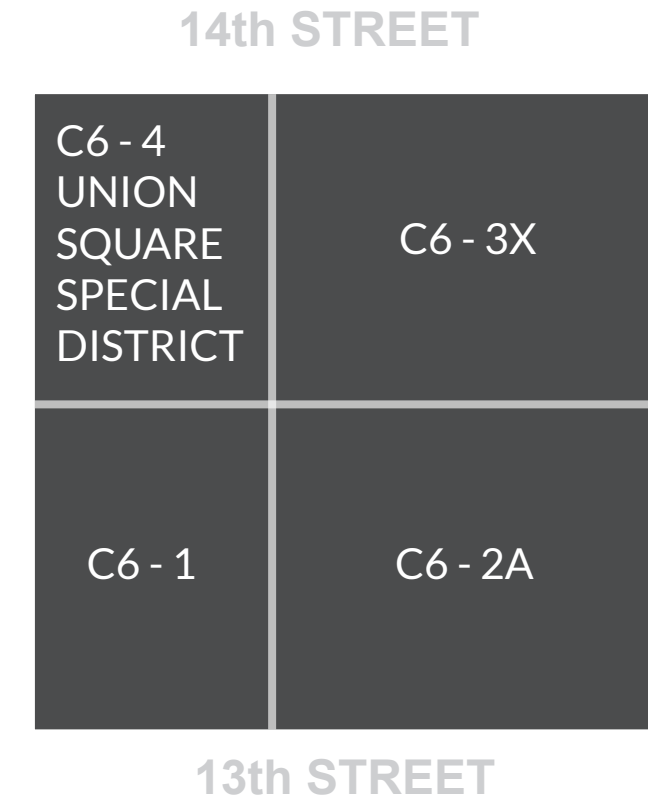
ZONING ACTIONS

- Zoning Map Amendment
 - Re-zone the Zoning lot to C6-4
 - Map mandatory inclusionary housing
- Zoning Text Amendment (section 74 -721)
 - Allow Project Area to benefit from bulk waiver
- Special Permit 74 - 721
 - Waive out of sky exposure plane and rear yard requirements

CURRENT ZONING MAP

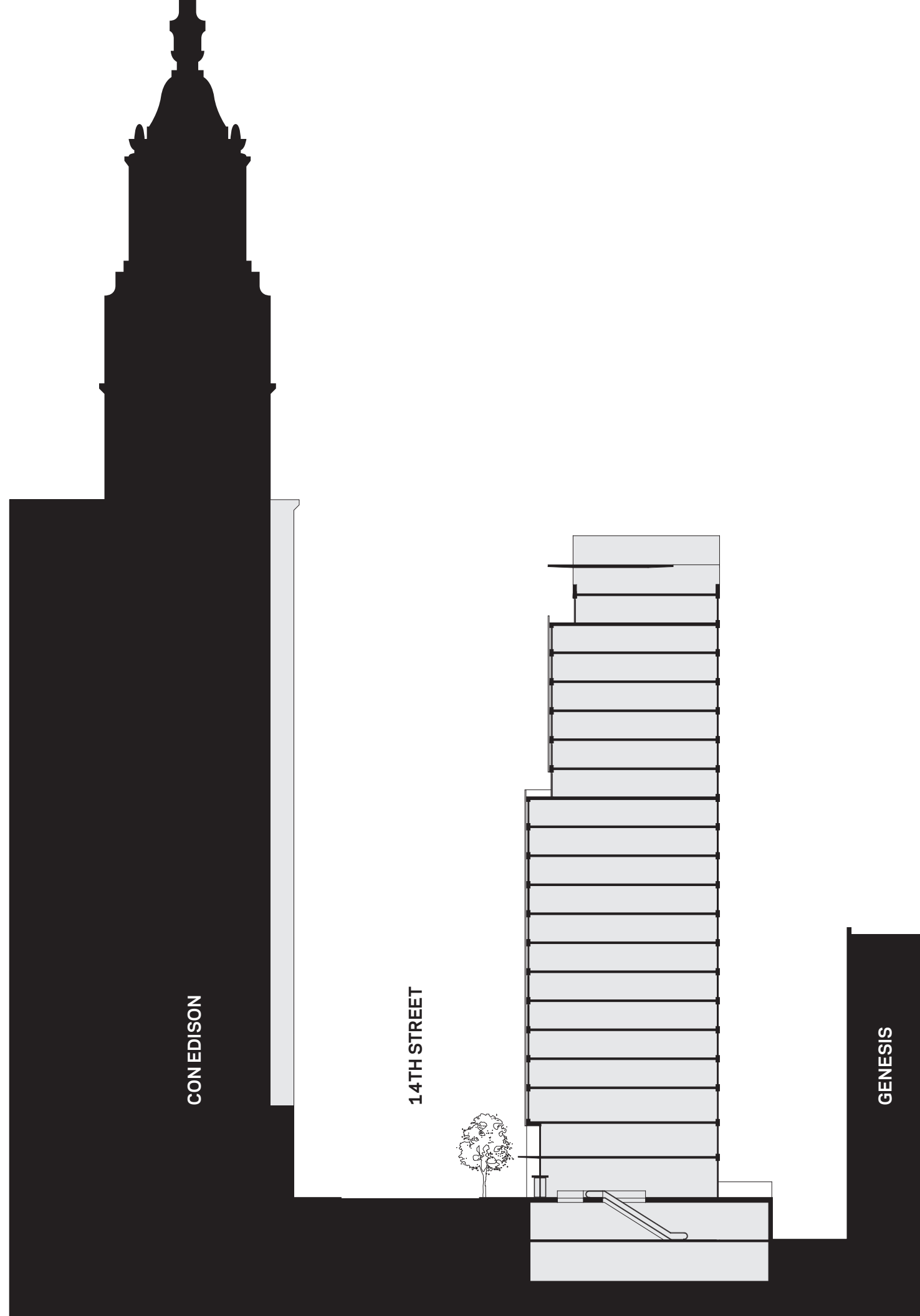
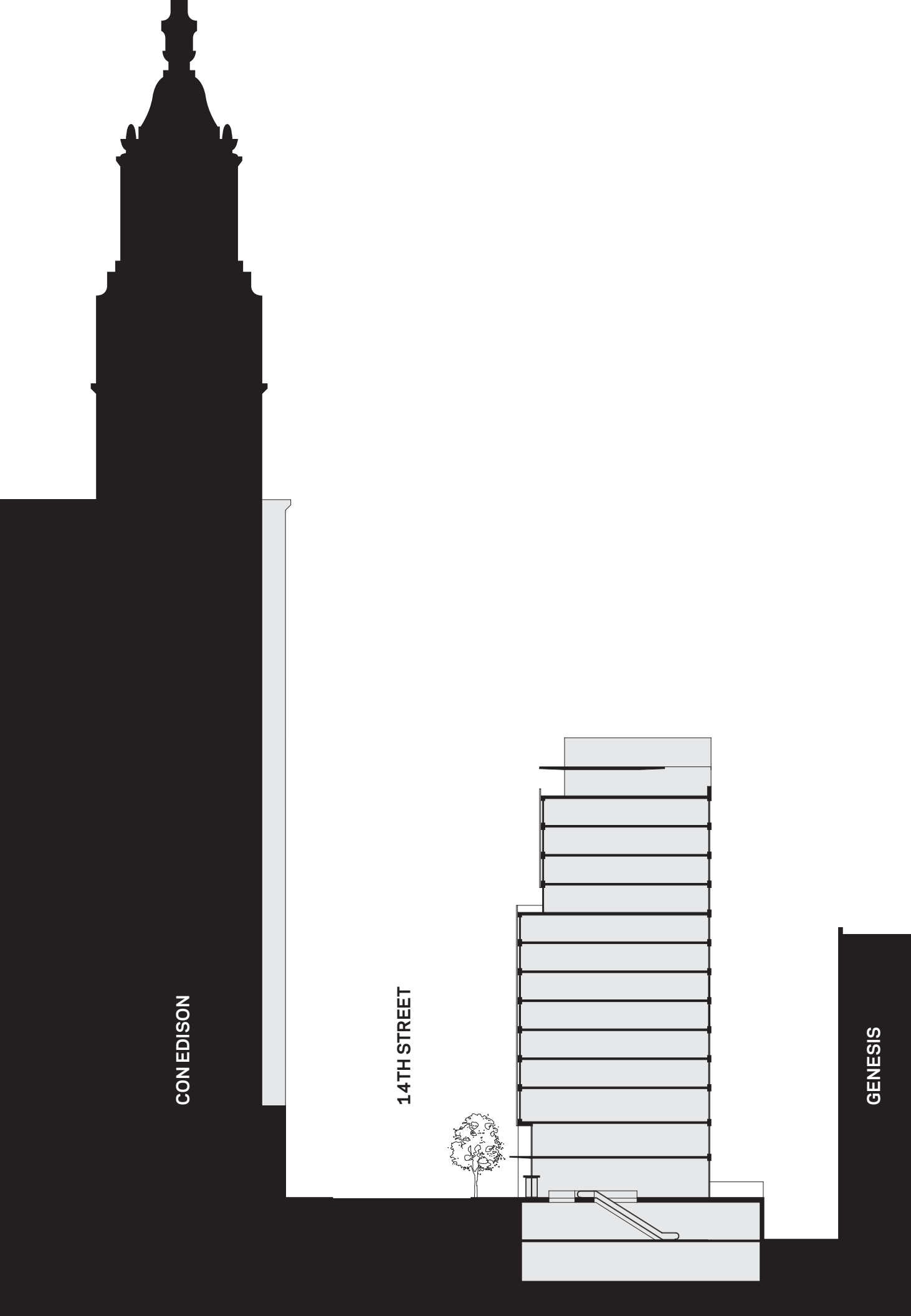


CURRENT ZONING DISTRICTS



PROPOSED ZONING DISTRICT







espresso

Bar PALAPA

OPEN

KEEP CALM
DRINK COFFEE

WE LOVE

SURFERS

English Text
Unreadable text on a small sign.

Community Outreach to Date

14th Street Y

Boys Club of New York

CB3 Public Housing Tenant Association Presidents Meeting

Chinatown YMCA

Chinese Planning Council

East Village Community Coalition and Merchants Association

Educational Alliance

Exalt Youth

Good Old Lower East Side

Grand Street Settlement

Greenwich Village Chelsea Chamber of Commerce

Help USA

Henry Street Settlement

Immigrant Social Services

Immigration Equality

LES Girls Club

Loisaida Center

Lower East Side Employment Network (LESEN)

Lower East Side Partnership

MOUSE

OATS

Per Scholas

PS 88, Island School

The Door

Union Square Partnership

Vision Urbana

Vladeck Houses Tenant Association