

# THEATER FOR THE NEW CITY

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April 1, 2011

Carol Kostik  
Con Edison Task Force  
Community Board 3

Dear Carol,

**Crystal Field**  
Executive Artistic Director

**Mark Marcante**  
Production Director

**Jonathan Weber**  
Administrative Director

**Courtney Harge**  
Development Director

**Michael David Gordon**  
Arts-in-Ed Coordinator

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This is a request for support to the Community Board 3 consolidated Edison Settlement Fund, for Theater for The New City's "Green" HVAC upgrade with "Coolroof", project.

Our request is for \$110,000 we are also applying to the New York State Council on the Arts for \$50,000, the Goldman foundation for \$5,000 (they have already given \$5,000 to an earlier phase of this project) Our Board of Directors have pledged \$5,000 to this project. Our concession stand will donate \$2,000 we will get a Con Edison rebate of \$6,000, individual donations of \$ 500, NYC Coolroofs initiative is very interested in painting our roofs white, after the Cino roof is repaired. This would be an in-kind gift of \$8,000 towards this project.

At this time we are using garage heaters in both the Johnson and Cino theaters. They are very inefficient. So loud that you cannot rehearse or perform with them on. So we have to turn them off. It gets very cold, very fast. The greening of the HVAC system would definitely allow TNC a larger audience, make more comfortable the dedicated audiences TNC already has, and improve the air quality of the neighborhood. Similarly, the A/C for the Cino Theater is simply three window air conditioners, which do not successfully cool the room. It takes hours to be effective, therefore a great waste of electricity. The A/C in the Johnson Theater is so fragile that it cannot be used at this time. The new system would improve the air quality inside the Theater, and certainly the area that surrounds it.

We feel we are an important neighborhood cultural center, serving the highest quality of theater experience with an active and aggressive community outreach. We have a very large free ticket program in addition to nominally low priced tickets. We are also a landmark opportunity for Lower East Side/East Village artist, playwrights, and certainly to a number of Lower East Side/East Village communities outside the Theater, with our free street theater musical that we do each summer. Our Lower East Side festival of the Arts and our Halloween-ball and our free cultural arts after-school program serve the neighborhood well.

Painting our roofs white will certainly improve the air quality and the use of energy. This project is the beginning that is necessary to having a vegetative green roof, and art gallery that focuses on Lower East Side artists and a greening of our whole building.

Please support our request it will indeed be a gift to the East Village/Lower East Side community as well as all of New York City. We have a lot of additional support documents if you would like to review them. If so, please do not hesitate to let us know.

Sincerely,



Crystal Fields  
Executive Director  
Theater for the New City



**THEATER FOR THE NEW CITY**

**Proposal to**

**COMMUNITY BOARD 3  
CONSOLIDATED EDISON SETTLEMENT FUND**

**To Support**

**“GREEN” HVAC SYSTEM RENOVATION**

Submitted March 31, 2011

## **I. SUMMARY**

THEATER FOR THE NEW CITY is requesting \$110,000 to renovate the HVAC systems for two of its four theater spaces: the Johnson theater and the Community theater. Also, in preparation for a further HVAC upgrade in the Cino theater, the Cino will receive repair and a white roof for better temperature control. The project will install a new rooftop air handler for the Johnson theater and a new heating element to be installed in the air conditioner unit serving the Community space. This project will improve air quality in the surrounding area, energy efficiency in the theater facility, and audience enjoyment for the greater community.

## **II. GENERAL BACKGROUND**

### **II.1. ORGANIZATION**

**NAME:** THEATER FOR THE NEW CITY

**ADDRESS:** 155 First Avenue

New York, NY 10003

**EIN:** 13-2694851

**WEB:** [www.theaterforthenewcity.net](http://www.theaterforthenewcity.net)

### **II.2. CONTACT INFORMATION**

**NAME:** Crystal Field, Executive Artistic Director

**PHONE:** (212) 254-1109

**E-MAIL:** [crystalfield@theaterforthenewcity.net](mailto:crystalfield@theaterforthenewcity.net)

**NAME:** Courtney Harge, Development Director

**PHONE:** (212) 475-0108

**E-MAIL:** [courtneyharge@theaterforthenewcity.net](mailto:courtneyharge@theaterforthenewcity.net)

### II.3. MISSION AND HISTORY

THEATER FOR THE NEW CITY (TNC) is a Pulitzer Prize--winning center for the creation and performance of new American theater, now in its 40th season of operation. Each year, TNC premieres more than 35 new full-length dramas, comedies and musicals, at least ten of which are by emerging and young playwrights. TNC believes that "theater is a civic necessity, not a luxury." In detail, TNC's mission is to:

- to discover relevant new writing and to nurture new playwrights;
- to be a bridge between playwright, experimental theater artist, and the ever growing audiences in the community;
- to create spaces where a new vision can breathe and be nourished by a working process not subject to commercial constraints and pressures;
- to create events and ways in which to bring theater into the community and bring the community into the theater.

TNC is unique in the city in its long-standing commitment to making theater accessible to all New Yorkers through its COMMUNITY ENGAGEMENT PROGRAM, including: The annual STREET THEATER TOUR, which brings a 50-member company to 13 multi-ethnic and low-income neighborhoods in all five boroughs of New York City; the VILLAGE HALLOWEEN COSTUME BALL and the LOWER EAST SIDE FESTIVAL OF THE ARTS, which between them present the work of hundreds of performing artists to festive audiences of about 6,000, largely free-of-charge; the FREE TICKET PROGRAM, which distributes about 4,000 free tickets to over 100 participating community organizations, youth groups and senior centers throughout the five boroughs; and the ARTS-IN-EDUCATION PROGRAM, a bi-annual 9-week program that introduces teens with little exposure to the arts to every facet of theater arts, including puppetry, mask-making, and script- and song-writing.

TNC was founded in 1970 in the West Village, at a time when this New York community was famous throughout the world for its writers, poets, painters, sculptors, choreographers, directors, and dancers. In the early 1980s, TNC moved to the Lower East Side, and in 1986, after 16 years of performing in rented spaces, it bought its present building with the support of an NEA "Challenge Grant." In the early 1990s, TNC underwent a comprehensive renovation to create its current barrier-free 4-theater complex. TNC's conversion of an underused industrial building into a vibrant community arts center was a critical factor in the cultural and commercial revitalization of the surrounding neighborhood: when TNC moved into the neighborhood, the block was considered one of the major trouble spots in the city, and its social fabric was seriously weakened. Within months, the area showed signs of

improvement, with a rapidly multiplying number of restaurants, businesses and other cultural facilities moving in. Today, the East Village/Lower East Side counts as one of the most culturally entrepreneurial areas in the city, due to its diversity, density and range of cultural organizations, and its generous community spirit.

Awards for past productions include the Pulitzer Prize for Drama, 43 OBIE Awards, 5 ASCAP Awards, 10 Rockefeller Playwrights Fellowships, and 2 American Theatre Wing Awards, the latest in 2008. The TNC Resident Theater Program produced the New York premiere of Sam Shepard's BURIED CHILD, which went on to win the Pulitzer Prize for Drama in 1979. TNC has also received The Mayor's Stop the Violence Award and the Manhattan Borough President's Award for Public Service and Artistic Excellence in Theater. In 2003, TNC was voted "Best Theater Company" in the New York Press Best of Manhattan Readers Poll. In February 2009, on occasion of TNC's annual benefit event Love 'N' Courage, New York Governor Patterson commended TNC for its "high artistic standards and widespread community service."

Crystal Field, TNC's Executive Artistic Director, is a public-member of the Community Board 3 Arts and Culture Task Force.

In November 2009, TNC was honored by City College of New York with the prestigious John H. Finley Award, "in recognition of exemplary dedicated service to the City of New York, while enhancing the quality of life of its people. "

#### II.4. **RELATIONSHIP WITH CONSOLIDATED EDISON**

TNC benefits from Con Edison's energy-saving initiative. With the help of Energy Curtailment Specialists, we have exchanged all bulbs for energy-saving varieties. We also participate in Con Edison's program to turn off all appliances when needed in times of high energy usage.

#### II.5. **AREA AND POPULATION SERVED**

TNC serves all of New York City and its adjoining metropolitan area. The free Summer Street Theater Tour visits all five boroughs of New York City, including many low-income neighborhoods. The Lower East Side Festival of the Arts is a free three-day celebration of the rich artistic culture and ethnic diversity of the East Village/ Lower East Side that showcases over 70 performance groups and

over 250 performers representing the area's different cultures. The festival is a living demonstration of TNC's role as the "glue" for the divergent ethnic cultures that make up the Lower East Side, promoting acceptance and neighborliness.

TNC strongly believes that theatre is a civic necessity and seeks to nurture the cultural expression of all people who make up New York City and the East Village/Lower East Side. According to the Census 2000 data, the population of the East Village/ Lower East Side is 45.7% Non-Hispanic White, 23.8% Asian (i.e. Chinese, Taiwanese, Korean), 21.5 % Hispanic (i.e. Mexican, Puerto Rican, Dominican), and 7.5% African-American. Older ethnic enclaves include Jewish, Italian, Irish and Ukrainian communities. While the area is rapidly gentrifying, it still has one of the highest concentrations of low-income public housing in the nation. TNC therefore seeks diversity in its theatrical and community programming that corresponds to the economic and cultural characteristics of its own neighborhood and articulates its multi-layered immigrant and social history.

### **III. REQUEST FOR FUNDING**

#### **III.1. AMOUNT REQUESTED**

We are requesting \$110,000 from the Community Board 3 Consolidated Edison Settlement Fund to install a new HVAC system for improved air quality, energy-efficiency, cost-savings, and audience enjoyment. The proposed project is scheduled to begin August or September 2011.

#### **III.2. STATEMENT OF NEED and PROJECT DESCRIPTION**

Currently, THEATER FOR THE NEW CITY has a highly-inefficient and ineffective HVAC system for three of its four theaters: The Johnson Theater, The Cino Theater, and the Community Theater. For the Johnson and Cino spaces, two garage heaters are currently employed to heat the spaces. However, due to long warm-up times and loud functionality, these heaters create a distraction for both audiences and performers. If the heater is running, the noise overshadows the performance; if the heater is not running, the audience is left without heat. For the Community space, the current HVAC is connected to the Lobby of the facility: in order to heat one area, both areas have to be heated. Not only is this inefficient, but the heat does not reach all areas in enough time to ensure audience enjoyment of either space. The Community space is in need of a heating element independent of the larger Lobby area.

THEATER FOR THE NEW CITY prides itself on being a leader in the East Village/Lower East Side community: we are at the forefront of community-initiatives and programming. However, our facility—which hosts community-based programming and is an active polling place for Lower East Side residents—has been unable to maintain a leadership role in “green” renovation due to its size and a lack of funding opportunities. This renovation will not only improve the experience of our audiences and performers, but also improve the air-quality of the neighborhood, the energy-expenditures of the building, and our position in the forefront of “greening” institutions on the East Village/Lower East Side.

The primary components of the project will be the new rooftop air handler for the Johnson space and the new heating element to be installed in the air conditioner unit serving the Community space. Based upon a review of the chart of “Estimates of Service Lives of Various System Components” published by the American Society of Heating, Refrigerating and Air Conditioning Engineers (ASHRAE), and discussions with technical representatives of the Carrier Corporation (a major supplier of air conditioning equipment), the rooftop air conditioner and the electric heating coil should be expected to have a useful service life of at least 15 years. The HVAC upgrade for the Cino Theater will be completed in a later phase of the project.

III.3. **PROJECT BUDGET**

**“GREEN” HVAC SYSTEM RENOVATION  
Project Budget**

Demolition	\$ 10,000
Johnson HVAC Installation	\$ 82,000
Community HVAC Installation	\$ 9,000
Clean Up and Repair	\$ 16,000
Patching and Installation of White Roof	\$ 22,000
Phases 1A & 1B Drawings	\$ 17,000
Phase 2 Construction Observation	\$ 16,500
Administrative Costs	\$ 5,000
Construction Management (Dallas Nolty)	\$ 5,000
Probes for Lead and Asbestos	\$ 7,000
Filing fees with Department of Buildings	\$ 2,000
Samples Testing	\$ 2,500
Asbestos Inspection	\$ 3,000
Superintendent	\$ 2,000
Rigging and Equipment Delivery	\$ 2,500
<b>TOTAL EXPENSES</b>	<b>\$ 191,500</b>
New York State Council on the Arts	\$ 50,000
Dept. of Buildings "Cool Roofs" Sponsorship	\$ 8,000
Goldman Foundation (Anticipated)	\$ 5,000
Consolidated Edison Rebate	\$ 6,000
Board Donations	\$ 5,000
Goldman Foundation (In-Hand)	\$ 5,000
Individual Donations	\$ 500
Concessions	\$ 2,000
<b>TOTAL INCOME</b>	<b>\$ 81,500</b>
<b>BALANCE</b>	<b>\$ (110,000)</b>
<b>REQUEST to COMMUNITY BOARD 3 - CONSOLIDATED EDISON SETTLEMENT FUND</b>	<b>\$ 110,000</b>

**\*Budget Notes\***

The Johnson HVAC system will be completely renovated; the Community space will be adding a heating element.  
 The Cino roof will be given a white roof which is more efficient for temperature control. The patch will extend the warranty 5-years to 2017.  
 NYSCA funding is pending based on an upcoming Capital request.  
 Goldman funding is pending based on an upcoming Capital request.  
 The Consolidated Edison Rebate is a pledged amount between \$5,600 and \$8,850 based on the 25-ton unit in the Johnson Theater.



#### III.4. **GOALS and DELIVERABLES**

This HVAC renovation will allow THEATER FOR THE NEW CITY (TNC) to further serve the East Village/Lower East Side community with improved sound and air quality; comfortable cultural spaces; and maintenance of low admission costs due to energy-efficient savings. We believe this will lead to larger audiences and further expansion of our core mission to “bring theater into the community and community into the theater.”

#### III.5. **PERSONNEL**

This project will be managed by Architect Dallas Nolty, who has a long history of working with Theater for the New City at defining moments in its development as a landmark theater complex. Dallas Nolty has been Theater for the New City's Architect of Record on various projects. Most recently he supervised the installation of the new roof over the Johnson Theater (partially-funded by NYSCA), as well as acting as TNC representative during the construction of the neighboring New Theater condominium building. Mr. Nolty's familiarity with the Theater's structural history and artistic mission makes him a valuable asset to this project. Mr. Nolty is the Project Architect for the future “green” roof project under Rand Engineering. Mark Marcante will serve as Superintendent under the guidance of Mr. Nolty. Mr. Marcante has worked with Mr. Nolty on all of the Theater for the New City renovation projects. Mr. Marcante is the Production Manager for TNC and comes from an extensive construction and fabrication background coupled with strong artistic merit.

Rand Engineering & Architecture, PC—a LEED Accredited firm—has been secured as the Engineer and Construction Observer for the HVAC renovation. Rand provides mechanical, electrical, and plumbing services for existing residential, commercial, and institutional properties; gut renovations and reconfigured spaces; and newly constructed buildings. Their range of MEP services covers evaluations and designs for upgrades and installations of the following building systems and components:

- HVAC Systems and Heating Plants
- Domestic Water Systems
- Electrical Mains, Wiring, and Submetering
- Central Cooling Systems
- Gas Piping
- Chillers
- Sprinkler/Standpipe Systems

- Elevators
- Sanitation and Refuse

In addition, Rand performs benchmarking services and BPI (Business Performance Institute)-certified energy audits to help property owners and managers save fuel costs through better operating efficiency of their building systems as well as comply with New York City's new energy efficiency legislation (Local Laws 84/09 and 87/09).

Following is a list of similar HVAC projects completed by Rand:

**75 Henry Street:** Heating plant upgrade and asbestos abatement for a 33-story, 353-unit cooperative in Brooklyn. Replaced the building's three original gas interruptible boilers and their burners with three new 3-pass Scotch-marine steel boilers and three new gas/oil burners. \$900,000 construction cost.

**21 St. James Place:** Heating plant upgrade at 24-story, 327-unit cooperative in Brooklyn. Installed two new steam Scotch-marine steel boilers and associated components, including a new sequencing control system. Four new zone-control valves were installed to balance the distribution of steam throughout the building. \$353,000 construction cost.

**148 West 37<sup>th</sup> Street, 8<sup>th</sup> Floor:** HVAC, electrical, plumbing, and fire-protection design for 7,500-square-foot office space. HVAC scope included installation of 15 ton-capacity air-conditioning unit and electrical duct heater within main supply air trunk to supplement perimeter steam-heat system. Airflow re-circulated through suspended ductwork system. \$400,000 construction cost.

**Mount Vernon Public Library:** HVAC upgrade for two-story neoclassical library, built in 1904. The HVAC upgrade featured the installation of new heat pump condenser units and fan-coil units for more efficient heating and cooling, a new system of ductwork for better ventilation, and upgraded electrical equipment to service the new HVAC system. \$854,000 construction cost.

**210 Central Park South:** Chiller plant upgrade for 24-story, 88-unit cooperative in Midtown Manhattan. Installed single stage, 250 ton-cooling-capacity steam absorption chiller and associated valves, pumps, electrical controls, piping, and insulation. \$316,000 construction cost.