



THEATER FOR THE NEW CITY

Proposal to

**COMMUNITY BOARD 3
CONSOLIDATED EDISON SETTLEMENT FUND**

To Support

“GREEN” HVAC SYSTEM RENOVATION

Submitted November 8, 2011

I. SUMMARY

THEATER FOR THE NEW CITY is requesting \$53,500 to renovate the HVAC system in its Cino Theater. This project will improve air quality in the area surrounding the Con Edison plant at East 14th Street and Avenue C, increase energy efficiency in the theater facility and enhance audience enjoyment for the greater community of the East Village.

II. GENERAL BACKGROUND

II.1 ORGANIZATION

NAME: THEATER FOR THE NEW CITY

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II.2 CONTACT INFORMATION

NAME: Crystal Field, Executive Artistic Director

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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 41st 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 discover relevant new writing and to nurture developing playwrights;
- to be a bridge between playwright, experimental theater artist and the ever-growing audience 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 its long-standing commitment to making theater accessible to all New Yorkers through its COMMUNITY ENGAGEMENT PROGRAM, 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 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 songwriting.

TNC was founded in 1970 in the West Village, at a time when that 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 four-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 is one of the most culturally entrepreneurial areas in the city due to its diversity, density, range of cultural organizations and its generous community spirit.

Awards for past TNC productions include the Pulitzer Prize for Drama, 43 OBIE Awards, five ASCAP Awards, 10 Rockefeller Playwrights Fellowships and two American Theater 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."

On November 15, 2011, Ms. Field will receive the Edgar Rosenblum Award for Artistic Merit and Public Service.

II.4 TNC ENHANCEMENT OF COMMUNITY ENVIRONMENTAL AWARENESS

THEATER FOR THE NEW CITY has long been an advocate of environmental responsibility and the prudent stewardship of natural resources. These subjects have been addressed over the years in annual STREET THEATER productions, with the 2010 tour "Gone Fission, or Alternative Power," being a prime example of this. TNC presented the themes of this operatta at over a dozen public locations throughout the five boroughs of New York City, and the message of "saving the planet" reached thousands of audience members during the production's run. In addition, "Gone Fission" was staged at community gardens and city

parks, affirming TNC's support of maintaining a presence of the natural world in an urban setting.

The final scene of this year's STREET THEATER tour, "Bamboozled, or, The Reality Show" was on a rooftop garden, showing in actual terms that such environmentally-friendly initiatives, which improve air quality and make better use of rainwater run-off, are indeed possible in this city and must be encouraged.

The actors and crew of this production visited an East Village community garden during the development of the show, and attended a lecture provided by a community gardener, demonstrating TNC's willingness to maintain open communication with local green activists.

In the past year, TNC has taken a vocal role in its opposition to hydrofracturing, and expressing its fear of how such industrial processes can severely compromise the quality of New York City's water supply.

Concern for the environment has also been expressed in segments of TNC's Lower East Side Festivals, at its anti-nuke festivals held by the theater and in plays addressing the peril of nuclear pollution that were produced at the venue.

In addition, TNC has an enduring relationship with the Native American community, staging now for many years an annual pow-wow and dance concert, where the sanctity of Mother Earth and need to both protect the natural environment and conserve its vital resources, have been central themes.

TNC has hosted Bread and Puppet Theater productions at Christmastime for over a decade, maintaining a strong working relationship with one of the most noteworthy pro-green performing arts groups in the world.

II.5 PARTICIPATION WITH CON EDISON ENERGY CONSERVATION PROGRAMS

TNC benefits from Con Edison's energy-saving initiatives. With the help of Energy Curtailment Specialists, the theater has exchanged all bulbs for energy-saving varieties. The theater also complies with Con Edison's program to turn off all appliances in times of high energy usage.

II.6 RELATIONSHIP OF TNC HVAC GREEN RENOVATION: PHASE II TO PHASE I

Phase I of TNC's HVAC "Green" renovation, which addressed upgrading of the heating and cooling systems in the Johnson, Community and Cino Theaters was scaled back due to the high bids on the total project. Vendors were asked to break out the costs of the Cino Theater renovation as this initiative would be undertaken as a second phase of the project.

Phase II is the second part of TNC's ongoing project to enhance its energy efficiency and environmental impact on the surrounding area.

All of the Construction Documents will have been done in Phase I, including those for the Cino Theater, so there will be no additional costs for Construction Engineering or Architectural Design fees in this phase. All the borings for lead and asbestos evaluations will also have been done under Phase I. This makes Phase II much less costly.

II.7 NEW PLANS

TNC eventually wishes to install a "Green Roof," replace the theater's façade and undertake other measures to reduce its energy resource consumption and provide improved "green" facility management of the theater.

II.8 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 divergent ethnic cultures that make up the Lower East Side, promoting acceptance and neighborliness.

TNC strongly believes that theater 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. TNC also runs an afterschool program that is free to children from the East Village and the Lower East Side.

III. REQUEST FOR FUNDING

III.1 AMOUNT REQUESTED

TNC is requesting \$53,500 from the Community Board 3 Consolidated Edison Settlement Fund to install a new HVAC system in the Cino Theater for improved air quality in the area of the Con Edison plant at East 14th Street and Avenue C, energy efficiency, cost savings and audience comfort, the majority of whom reside in the East Village. Phase I of the project will occur in the Spring of 2012.

III.2 STATEMENT OF NEED and PROJECT DESCRIPTION

Currently, THEATER FOR THE NEW CITY has a highly inefficient and ineffective HVAC system in its Cino Theater, amounting to a garage heater and four air conditioning window units. Due to long warm-up times and loud functionality, the heater creates a distraction and inconvenience for both audiences and performers. If the heater is running, the noise overshadows the performance; if the heater is not running, the room is left without heat. The most important concern, however, is the amount of energy necessary to heat and cool the performance space, an expenditure that will be significantly reduced as a result of the renovation. It will decrease carbon emissions from the plant at East 14th Street and Avenue C by 6.53KW or 29,373 pounds annually, which is the same as planting 89 trees.

THEATER FOR THE NEW CITY prides itself on being a leader in the East Village/Lower East side community as it is at the forefront of community initiatives and programming. However, our facility, which hosts community-based events and other outreach efforts and is an active polling place for Lower East Side residents, has been largely unable to maintain a leadership

role in “green” renovation due to its size and a lack of funding opportunities. The Cino HVAC renovation is part of an ongoing effort of TNC in regard to environmental responsibility, improving the air quality of the neighborhood, reducing the energy expenditures of the building and reinforcing its position in the forefront of “greening” institutions in the East Village and Lower East Side.

Specially, the HVAC renovation project entails the installation of a 20-ton air conditioning unit with gas heating, with provision for protections of all new penetrations made in the existing roof.

III.3 PROJECT BUDGET

CINO THEATER HVAC SYSTEM RENOVATION Project Budget

Expenses	
Hard Construction	\$75,500.00
Construction Observation	\$ 8,500.00
Administrative Costs	\$ 5,000.00
Construction Management	\$ 5,000.00
Superintendent	\$ 2,000.00
Rigging/Equipment Delivery	\$ 2,500.00
Contingency	\$10,500.00
TOTAL EXPENSES	\$109,000.00
Income	
Grant From NYSCA	\$53,500.00 ¹
Incentive Grant from NYSERDA	\$ 2,000.00 ²
TOTAL INCOME	\$55,500.00

**REQUEST to COMMUNITY BOARD 3 -
CONSOLIDATED EDISON SETTLEMENT FUND** **\$53,500.00**

III.4 GOALS and DELIVERABLES

The Cino Theater HVAC renovation will allow TNC to better serve the area around the Con Edison plant at East 14th Street and Avenue C with improved sound and air quality, provide a more comfortable cultural space and maintenance of low admission costs due to energy-

¹ Pending.

² Also pending: TNC learned from discussion with Harris Schaer of NYSERDA that the theater does not qualify for an Incentive Grant if it is receiving a Con Edison rebate in the same funding cycle, hence, the inclusion of this item at the present time.

efficient savings. TNC believes this will lead to larger audiences and further the expansion of its core mission to “bring theater into the community and community into the theater.”

This project will create extremely positive benefits for TNC and its fellow Community Board 3 neighbors. THEATER FOR THE NEW CITY’s power is directly supplied by the Con Edison plant located on East 14th Street. Due to the size of the theater, a significant amount of energy is expended to heat and cool the THEATER FOR THE NEW CITY facility. Through discussions with Frank Magnotta, an Energy Engineer at converge, a consulting firm to Con Edison, TNC has learned that replacing the HVAC unit in the Cino Theater will result in an Approximate Demand Savings of 6.53KW and reduce carbon emissions by approximately 29,393.73 pounds annually. This is the carbon reduction equivalent of planting 89 trees. Those benefits directly affect the area immediately surrounding the plant, as the plant will be producing less carbon dioxide and carbon monoxide to heat and cool TNC. Besides creating a more comfortable and enjoyable experience for the theater or community festival-goer, primarily those from the Community Board 3 service area, the “Green” HVAC renovation will greatly reduce the negative environmental impact of the plant on the community-at-large, particularly in its immediate vicinity

III.5 SUSTAINABILITY

As the Cino Theater HVAC system will be entirely new, it will provide a long useful operational life. In addition, consolidating three aged air conditioning units, which have frequently broken down, into one more durable, heavy-duty machine will result in reduced maintenance requirements, saving TNC time, cost and labor while providing greatly improved environmental impact.

III.6 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 TNC’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 acted as the theater’s representative to protect TNC during the construction of the neighboring condominium. A resident of the East Village for over 10 years,

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, Production Manager for TNC, has worked with Mr. Nolty on all TNC renovation projects 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 Cino Theater HVAC renovation. Rand provides mechanical, electrical and plumbing services to 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 (i.e., Business Performances Institute) certified energy audits to help property owners and managers save fuel costs through better operating efficiency of their buildings 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 buildings 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 a 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 37th Street, 8th Floor: HVAC, electrical, plumbing and fire-protection design for a 7,500 square foot office space. HVAC scope included installation of a 15 ton-capacity air-conditioning unit and electrical duct heater within the main supply air trunk to supplement the perimeter steam-heat system. Airflow re-circulated through the 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 1 24-story, 88-unit cooperative apartment building 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.