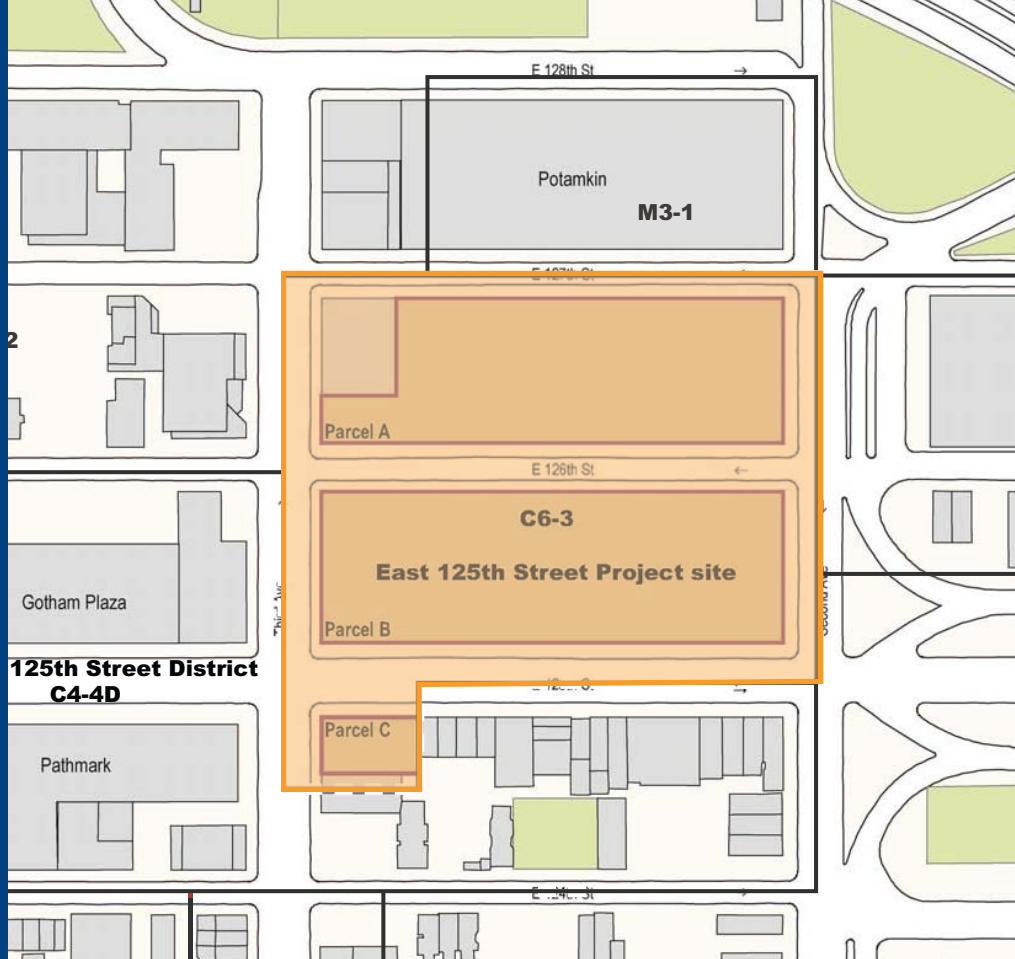


# 125TH STREET

## EAST HARLEM



### LOCATION



The nearly 6 acre project site is made up of three parcels in East Harlem and generally bound by 127th Street to the north, 125th Street to the south, Second Avenue to the east and Third Avenue to the west. The Project site also includes a parcel at the southwest corner of 125th Street and Third Avenue.



First Class Mail  
U.S. Postage  
**PAID**  
Permit XXXX  
New York, NY



NEW YORK CITY. MAKE IT HERE.

## HISTORY

This project is reflective of a more than two-year community-based planning process. In January 2006, a Community Taskforce comprised of Community Board 11 representatives, Manhattan Borough President Scott M. Stringer, New York City Council Member Melissa Mark-Viverito, local community based organization members and community residents was formed to address the community's major concerns regarding this development, including affordable housing, economic development, local participation in development, employment and retail, impact of development on health and services, and promoting arts and culture. For nearly a year, the East 125th Street Taskforce met frequently, hosted two Town Hall meetings to solicit input and feedback, and met on a regular basis with the City to establish development principles and goals for the project. The end result of the East 125th Street Taskforce's work in defining development principles and goals was a Request For Proposal (RFP) that truly reflects the community's needs and desires.

In October 2006 after nearly a year of dialogue between the City and community, New York City Economic Development Corporation (NYCEDC) released the RFP, which reflects the needs, goals and aspirations of both the local community and the City. In January 2007, RFP responses were received. Since then the East 125th Street Taskforce and City/NYCEDC have been working collaboratively to review and compare the proposals so that the one ultimately selected will balance the community's desires with economic feasibility.

## PROGRAM

The 1.7 million square foot project will include up to 300,000 square feet of national retail; 170,000 square feet of specialty retail, and 50,000 square feet of local retail; 700-1000 units of housing; up to 300,000 square feet of class A media and creative office space; 30,000 square feet of space for not-for-profit cultural and community groups; as well as potentially a 100,000-square-foot hotel. Additionally, the project will include a minimum of 12,500 square feet of open space at street level.



This project offers a unique opportunity to promote local economic growth, encourage private investment and improve the quality of life for East Harlem residents.

### AFFORDABLE HOUSING

- At minimum 80% of the units from 40% - 150% of AMI
- Approximately 50% Rental Units / 50% Homeownership Units
- 50% of units will be reserved for eligible CB11 residents
- 10 – 20 Homeownership units at 50% AMI, with downpayment assistance available
- Units will be permanently affordable

### LOCAL BUSINESSES

- 50k sq ft of retail space will be set aside for locally owned businesses which will pay below market rent
- Leasing preference for CB 11 businesses

### JOBS

Approximately 4,000 construction and 1,500 retail, office, and maintenance jobs will be created.

### ARTS & CULTURAL FACILITY

A minimum of 30k sq ft to be operated by a local community group, with an ownership interest, and reserved for local not-for-profit arts and cultural uses.

### TECHNICAL SUPPORT FOR LOCAL BUSINESS

Local Investment Fund to focus on supporting and promoting small businesses and entrepreneurs from within the boundaries of CB11.

### LOCAL PARTICIPATION

Local partner with equity interest in project and role in development, construction and project operations to help ensure development reflects community needs.

### TARGETED HIRING & MWBE PLAN

Targeted hiring plan will provide employment training and placement opportunities pre and post construction.

### INVITING PUBLIC SPACES

A minimum 12,500 square feet of public open space that will be large enough to support local performances and festivals, as well as include a variety of places to sit, eat, or relax.

### SUSTAINABLE DESIGN

Minimum LEED Silver Certification is required.

**Project Features Total more than \$100 million.**

**The Project Features outlined in this document will be codified in a contract signed by the developer and the City.**

**Learn more about this project at the next public meeting:**

**October 2nd, 2008 • 6-8 pm  
P.S. 30 – 144-176 E. 128th St.  
(Between 3rd & Lexington Aves)**

## NEW YORK CITY COUNCIL, 8TH DISTRICT

Hon. Melissa Mark-Viverito

## EAST 125TH STREET TASKFORCE MEMBERS

*included representatives of the following community organizations:*

Office of the Manhattan Borough President

Manhattan Community Board 11

AK Houses

Harlem Neighborhood Block Association

Homeowners Association of East Harlem

Jackie Robinson Houses Tenant Association

PS 30 Parent Association

East 127th Street Block Association

Boriken Health Center

Youth Action Program & Homes

WE ACT for Environmental Justice

Housing Here and Now