ONE45 MUSEUM OF CIVIL RIGHTS

Better a diamond with a flaw,
than a pebble without.

—Confucius

Great things are never done by one person, they are done by a team of people.

—Steve Jobs

One45 Project Team

Applicant: One45 Lenox, LLC
Developer: Pointsfive
Lead Agency: Department of City Planning

Consultants:
Architect: SHoP Architects
Environmental Planning and Engineering: AKRF, Inc.
Land Use and Environmental Counsel: Kramer Levin Naftalis & Frankel, LLP
Green Energy: REDI
Jobs Coordinator: Positive Workforce
Government Relations: Kasirer
Digital Consultant: Berlin Rosen

Anchor Tenants:
Museum Charter: Civil Rights Foundation
National Action Network (NAN)

...what keeps society vibrant permanently is jobs, industry, business, and stuff like that. It pays for everything else. If you just build affordable housing, and those people don't have jobs, it'll no longer be affordable soon...

—*Jamie Dimon*

Action expresses priorities.
—Mahatma Gandhi

One45 is Much More than an Apartment Building

Building Back Better is not just the Federal Government's job.
State and local officials in partnership with the private sector must be part of the solution.

NYC can lead the way and show how it is done.

How?

By reinvesting in communities that were the hardest hit and creating opportunities for those who were struggling before Covid and are in even greater need now.

By promoting and enabling private investment in traditional and emerging industries that will spur job growth and stimulate economic activity.

By supporting One45, which is a $700,000,000 private dollar investment in Harlem, jobs, infrastructure , Green Energy, Youth Mentorship, MWBE's and housing.

Symbolically, ONE45 will send a powerful message of opportunity and hope. Practically, it will demonstrate that NY is coming back, moving forward and building back better!

Where there is no vision, there is no Hope.

—George Washington Carver

One45 is…

1. **Affordable Housing**
2. **Environmental Justice**
3. **Economic Development: Jobs and Careers**
4. **Youth Empowerment and Mentorship Initiative**
5. **Harlem Based Small Business Preference Program**
6. **Community Space**
7. **New Headquarters for the National Action Network**
8. **Museum of Civil Rights**
9. **Unprecedented Private Investment in Harlem**

One45: What it will mean for Harlem Today and in the Future

The way to get started is to quit talking and to begin doing.
—Walt Disney

1, AFFORDABLE HOUSING
The creation of 217-282 Affordable Housing Units.

One45 will increase the amount of new affordable housing created under City programs in the last 6 years by nearly 25% and the total amount of housing created in CD10 since 2010 by approximately one-third.

2. ENVIRONMENTAL JUSTICE
Make Harlem Green by creating the country's first Green Energy District which will directly improve the health and well-being of residents in and around Central Harlem.

3. ECONOMIC DEVELOPMENT, JOBS AND CAREERS
According to DCP metrics One45 will create 1,150 jobs, including over 550 permanent jobs in construction and related business.

We are partnered with **POSITIVE WORKFORCE** - a Harlem-based workforce and training nonprofit that has produced over **20,000** jobs for its trainees over 30 years.

4. YOUTH EMPOWERMENT AND MENTORSHIP PROGRAM
A first of its kind program to give local youth internships, training and career opportunities in: Architecture, Design, Engineering, Construction, Green Infrastructure, Government Relations, Marketing, and Finance in positions with the world-class consultants and businesses involved in developing the project.

5. HARLEM-BASED SMALL BUSINESS PREFERENCE INITIATIVE
45,000 SF of top-quality retail space where Harlem-based MWBEs will be given preference, discounted rent, and other incentives to locate at the site.

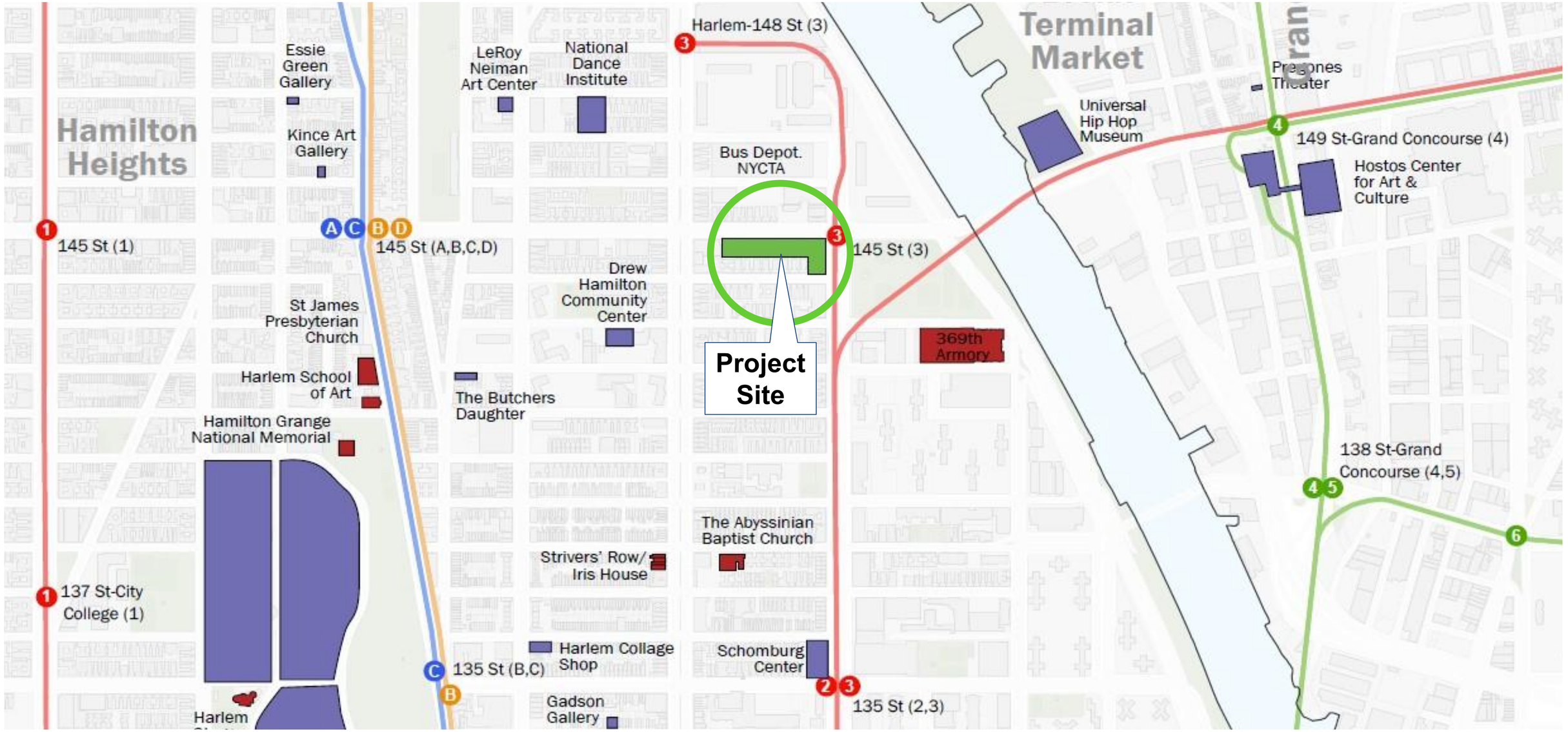
6. COMMUNITY SPACE
Various open, accessible, and free public and educational spaces, and offer additional space on site for the use and benefit of local community organizations.

7. NEW HEADQUARTERS FOR THE NATIONAL ACTION NETWORK
A brand-new, world-class 10,000 SF headquarters for the one of the nation's preeminent civil rights activist organization, including a 400-person occupancy House of Justice civic center for community gatherings.

8. MUSEUM OF CIVIL RIGHTS
A 48,000 sf Cultural Institution that is dedicated to telling the story of the Civil Rights struggle in the North. The building will also be used for a variety of community programming, training, social activism, and the intersection of technology and art.

9. UNPRECEDENTED PRIVATE INVESTMENT IN HARLEM
One of the largest investments in Central Harlem's history, which demonstrates our belief that it is a place that deserves, merits, and welcomes **private** investment for the benefit of current residents, and for generations yet to come.

Site Plan Context



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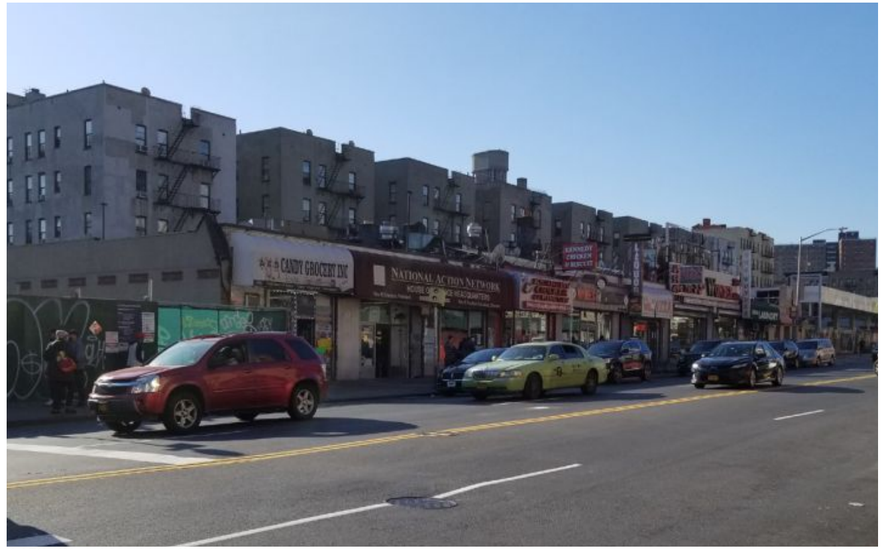
Existing Conditions

- **<u>100% commercial and community facility use</u>**

- **<u>No residential housing currently on site</u>**

- Low-density, 1-story buildings
- Community Facility (±8,000 SF)
  - National Action Network (NAN) Headquarters
  - Timbuktu Islamic Center
- Retail (24,654 SF)
  - Restaurants, 99-cent store, laundromat, food stores, nail salon, liquor store
  - Gas station
  - Vacant gas station
  - Two vacant storefronts
  - Vacant lot

When urbanity decays, civilization suffers and decays with it.
—James Norman Hall



145th Street Looking Southwest

145th Street Looking East

Lenox Ave. / Malcolm X Blvd. Looking South

145th Street Looking Northwest

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It is better to look ahead and prepare, than to look back and regret.

—Jackie Joyner-Kersee

Proposed Design

Certified Development

The current design certified by the City Planning Commission is only 363’ tall - a reduction in maximum height of over 150’ from prior designs.

- 826,092 SF (12.0 FAR with MIH)
- 866-939 Housing Units (217-282 Permanently Affordable Units)
- 9,000-80,400 SF Commercial Office Space
- New Museum of Civil Rights (48,000 SF)
- Tower Top Event Space for Private Events as well as Community Gatherings and Museum Events (17,000 SF)
- New Headquarters for the National Action Network (NAN)
- Ground Floor Retail Spaces (42,000 SF Total)
- 130-141 Spaces of Below-Grade Parking

Do not be afraid to offer ideas that draw opposition. Remember, if no one is against your idea, then your idea probably doesn’t do anything.

—Senator Marco Rubio

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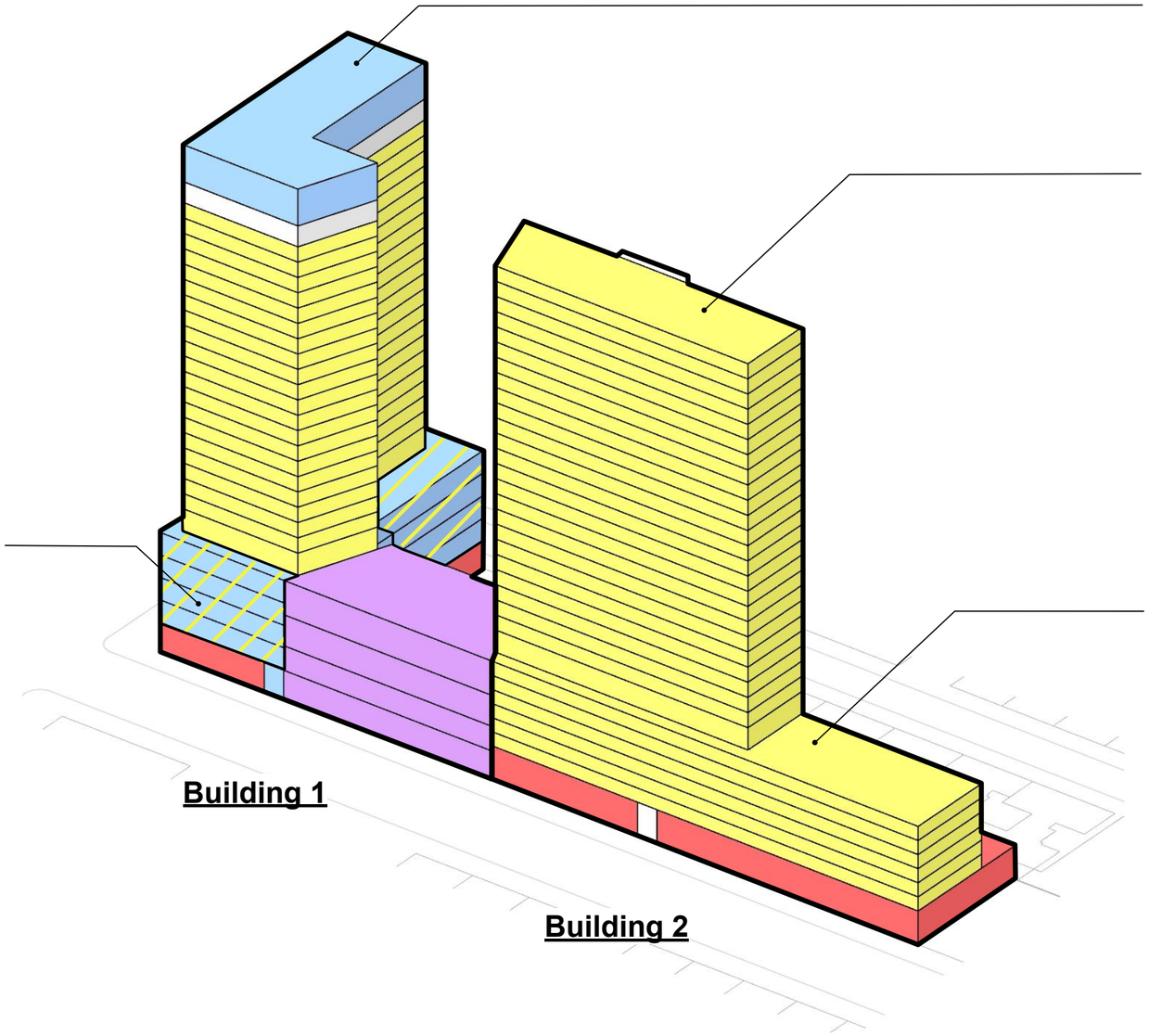
Proposed Program

Proposed Setbacks:
10’ Setback Above the Maximum Base (Wide Street)

Proposed Setbacks:
15’ Setback Above the Maximum Base (Narrow Street)

Building 1 Podium:
Design is flexible to accommodate either commercial or residential



Building 1 Tower:
28 / 30 Stories (363’) depending on podium program scenario

Building 2 Tower:
32 Stories (363’)

Base Height (Both Buildings):
85’

- Commercial
- Retail
- Community Facility
- Residential
- Mechanical / Service

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Beacon Space

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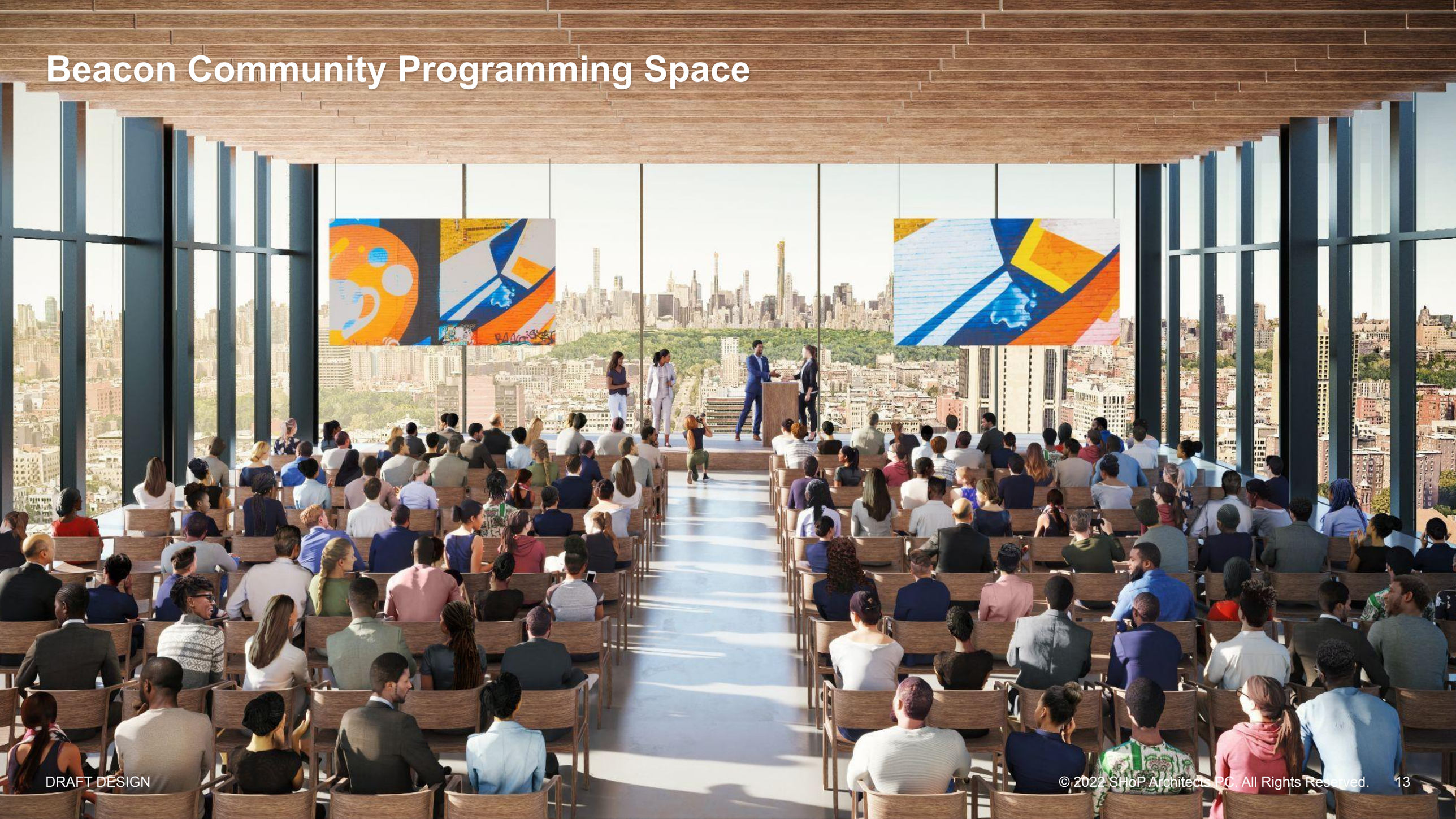
Beacon Community Programming Space



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Beacon Event Space

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I think when you spread the wealth it's good for everybody.
—President Barack Obama

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We need to intentionally invest in health, in home ownership, in entrepreneurship, in access to democracy, in economic empowerment. If we don't do these things; we shouldn't be surprised that racial inequality persists because inequalities compound.

—Secretary Pete Buttigieg

Community Benefits

Creating Permanently Affordable Housing

If we can give developers and builders incentives and cut down on regulatory barriers...then we might be able to address the needs of affordable housing.
— Former HUD Secretary Alphonso Jackson

- One45 will increase the amount of new affordable housing created under City programs in the last 6 years by nearly 25% and the total amount of housing created in CD10 since 2010 by approximately one-third

- Under existing NYC regulations, we have selected Mandatory Inclusionary Housing (MIH) Option 1, which requires:
    - 25% of Units at an average of 60% AMI ($71K income for two-income family with 4 residents)
    - 10% of units at 40% AMI ($47K income for two-income family with 4 residents)

- Assuming the commercial plan, we will build nearly 220 affordable housing units

- Those units will be distributed throughout the project and will have the same entrance as market rate units

- Currently we are expecting a unit mix of approximately 21% Studios, 52% 1-bedrooms and 27% 2 and 3 bedrooms, and we want to continue our dialogue with the community to determine the best unit mix

- The site currently has NO residential units

Creating Permanently Affordable Housing

Family Size	Example Professions and Salary	Area Median Income (AMI)		Unit Size / Monthly Rent*	
Family of 1	MTA $64,658	80% AMI	$64,658	Studio	$1,314
Family of 2	RN $83,363 +	90% AMI	$83,363	1 Bedroom	$1,942
Family of 3	$42,500 + NYC Department of Education $57,845 +	100% AMI	$100,345	1 Bedroom	$2,166
Family of 4	32BJ SEIU $55,354 $35,354 +	80% AMI	$90,708	2 Bedroom	$1,974
Family of 4	$47,371 +	40% AMI	$47,371	2 Bedroom	$900

*This is to serve as an example of potential AMIs and rents based on 2021 HPD Guidelines. Final unit breakdown, AMIs and rents to be determined near completion of the development.
**Assumes tenant pays electricity, no electric stove.

Environmental Justice - Turning Harlem Green

Sustainable Development is a pathway to the future we want for all. It offers a framework to generate economic growth, achieve social justice, exercise environmental stewardship and strengthen governance.

—Ban Ki-moon

- Creation of NYC's first Green Energy District (GRID) which will produce much cleaner energy and reduce carbon emissions, which will mean safer, cleaner, healthier air for Harlem residents

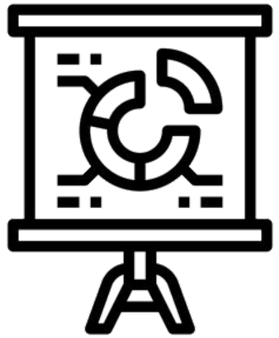
- The proposed District Energy Plan will mean that residents in NYCHA and other housing communities will benefit from reliable and more comfortable heating and cooling in a much more environmentally friendly way

- Improve resilience in the neighborhood to prevent catastrophic flooding

Commitment to Community Investment

Someone's sitting in the shade today, because someone planted a tree a long time ago.

—Warren Buffett



- Will actively hire local Harlem residents who live in and around CB10
- MWBE hiring and contracting standards, including at executive levels
- Hired **Positive Workforce**, who will work with other local organizations to provide local construction employment and workforce opportunities with emphasis on recruiting and training of local black men and women

Positive Workforce

Don't hope someone gives you an opportunity: create one yourself.
—Shannon Sharpe

- Non-for-Profit Workforce Development Organization based in Harlem for over 30 years
- Organization Mission: to advocate for equal employment opportunities for minorities and women in the construction industry
- Organization has provided over 20,000 JOBS to program participants through its' construction training, job referral and job placement programs
- Organization has a newly completed construction safety and trade training facility on 125th Street & Park Ave, Harlem New York
- Positive Workforce has constant rolling enrollment, therefor training, referral and job placement created by One45 extends to projects beyond this one.

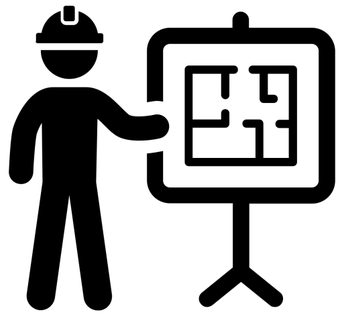
Local partners:

- HCCI
- West Harlem
- Strive
- Building Skills NY
- Youth Action Build
- Henry J Carter Specialty Hospital
- Mt. Sinai

Youth Mentorship and Empowerment Initiative

The most important thing is to try and inspire people so that they can be great in whatever they want to do.

—Kobe Bryant



- A first of its kind program to give local youth internships, training and career opportunities in: Architecture, Design, Engineering, Construction, Green Infrastructure, Government Relations, Marketing, and Finance in positions with the world-class consultants and businesses involved in developing the project.
- Fully funded opportunities for Harlem youths to be employed in many high-growth fields
- Consulting and working with local leaders and community-based organizations to identify those who will benefit from this initiative
- Mentorship program for Harlem youth and high school students, who we will connect with leaders in the business community so that a new generation of Harlem youth can learn from those with experience
- The firms that we are working with to build, plan, and design One45 have agreed to participate in this plan

Harlem-based Small Business Preference Program

Small opportunities are often beginning of great achievements.

—Demosthenes

- We are working extensively with existing tenants so that they can either stay at the new One45 development or find other locations in Harlem

- Detailed Community-based retail and business incentive program to provide below market rent and preferential space for Harlem business
  - Discount on market rents
  - Portion of retail space for local businesses
  - No big box retail

- Incentive Program will be actively marketed to local and black businesses in partnership with local commerce organizations

- Focus on attracting retail tenants that add value or are lacking in the neighborhood like healthcare services, healthy foods, and necessity goods

Inclusive Flexible Spaces for Community Use

The more successfully a city mingles everyday diversity of uses and users in its everyday streets, the more successfully… its people thereby enliven and support [it].
—Jane Jacobs

- Openly accessible public realm
- Flex space which will be made available for community groups at nominal rent
- NAN’s 400-person capacity House of Justice community gathering room
- The Beacon space
- Cultural Center / The Museum of Civil Rights
- New office space for Harlem businesses

Residential Displacement? Who Will Benefit from One45?

Pessimists see the difficulty in every opportunity and optimists see the opportunity in every difficulty.
—Winston Churchill

- City policies and programs have not worked to stimulate development in Community District 10 .
  CD 10 has generated:
  - 73 housing units from the MIH program, with a total of approximately 160 units approved and in planning
  - Only about 1,000 units of publicly-funded affordable housing since 2016
  - Approximately 2,750 units of all housing categories built since 2010
- **One45 will increase the amount of new affordable housing created under City programs in the last 6 years by nearly 25% and the total amount of housing created in CD10 since 2010 by approximately one-third!**

- Approximately 75% of CD 10's rental housing stock is regulated[1] (NYCHA, Mitchell-Lama, or similar), which protects them from any displacement. And for the remining tenants:
  - Tenant protections created by State regulation laws created in 2019 reduce, if not entirely eliminate the potential threat of secondary displacement
  - There is NO displacement on the site because there are NO residential tenants
  - Overwhelming consensus among academic scholars is that market rate housing does not increase the rate of displacement in low-income neighborhoods.[2]

- One45's Market rate housing will be available to other existing Harlem residents who don't qualify for affordable housing, but who want to remain in Harlem.
  - 36% (approximately 20,000) of households in CD 10 make over $75,000/year in income, and 26% (approximately 14,250) of households in CD make over $100,000 in income.[3]
  - Higher earning residents will be more likely remain in the neighborhood instead of moving elsewhere in the city if there are housing accommodations and community amenities that they find attractive.

★ Lance Freeman - Displacement and destinations among residents of gentrifying neighborhoods
★ Raj Chetty - The Impacts of Neighborhoods on Economic Opportunity New Evidence and Policy Lessons

1) Various sources including NYC DCP, NYC Open Data
2) Vigdor 2002; Freeman 2004, 2005, 2005, 2021; McKinnish et al.; Ellen & O'Reagan 2015; Ding, Hwang, Divringi 2016; Philadelphia Fed 2019
3) NYC Department of City Planning

The best way to overcome joblessness is to create a social contract between the public and private sectors to provide decent jobs. The decaying infrastructure of our cities is in urgent need of repair and restoration.

—Martin Luther King III

ONE45

We are investing hundreds of millions of dollars in Harlem that will benefit existing residents around One45 today and in the future because:

- For decades, banks, private capital providers, and the government have either ignored or given short shrift Central Harlem, which has hurt existing residents and businesses, and led to the lack of investment and infrastructure upgrades that other communities have enjoyed.

- One45 will lead to more direct private AND public investment, spending & lending, which will be used to help EXISTING residents and businesses in the form of credit provision, business loans, infrastructure upgrades, and expanded economic opportunities. This will start to address enduring problems like congestion, public, health, schools, redlining, and more that have long been ignored.

- Our investment in Central Harlem will benefit existing residents now. Our commitment will mean short- and long-term benefits to the community, and our project will pay respect to the Harlem's past, meet is current needs and lay the groundwork for its future.

I had seen the photographs of Harlem in its glory days, stylish men in bespoke suits, women so well dressed that they'd put the models in 'Vogue' to shame.
I knew that Harlemites loved to dance, to pray, and to eat.

—Marcus Samuelson

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Those who say it can't be done are usually interrupted by those who are doing it.

—James Baldwin

Appendix A
National Action Network

NAN Headquarters

There's no reason why children in inner cities or rural areas do not receive the same quality education or opportunities as this in the suburbs or wealthy neighborhoods. IF we truly believe in giving all citizens a chance to pursue happiness and pursue their goals, then we cannot continue to marginalize entire groups of people

—Rev. Al Sharpton

The existing NAN headquarters currently located on the site will be replaced by a brand new 10,000 SF facility that will serve as an invaluable resource for both the local community and the broader social justice movement.

Highlights:

- Approximately 3,000 SF "House of Justice" gathering space for weekly rallies and broadcasts, youth events, and community organizing.
- State-of-the-art office space for NAN staff and volunteers overlooking Colonel Charles Young Playground.

NAN Headquarters

We all have dreams. But in order to make dreams come into reality, it takes an awful lot of determination, dedication, self-discipline and effort.

—Jesse Owens

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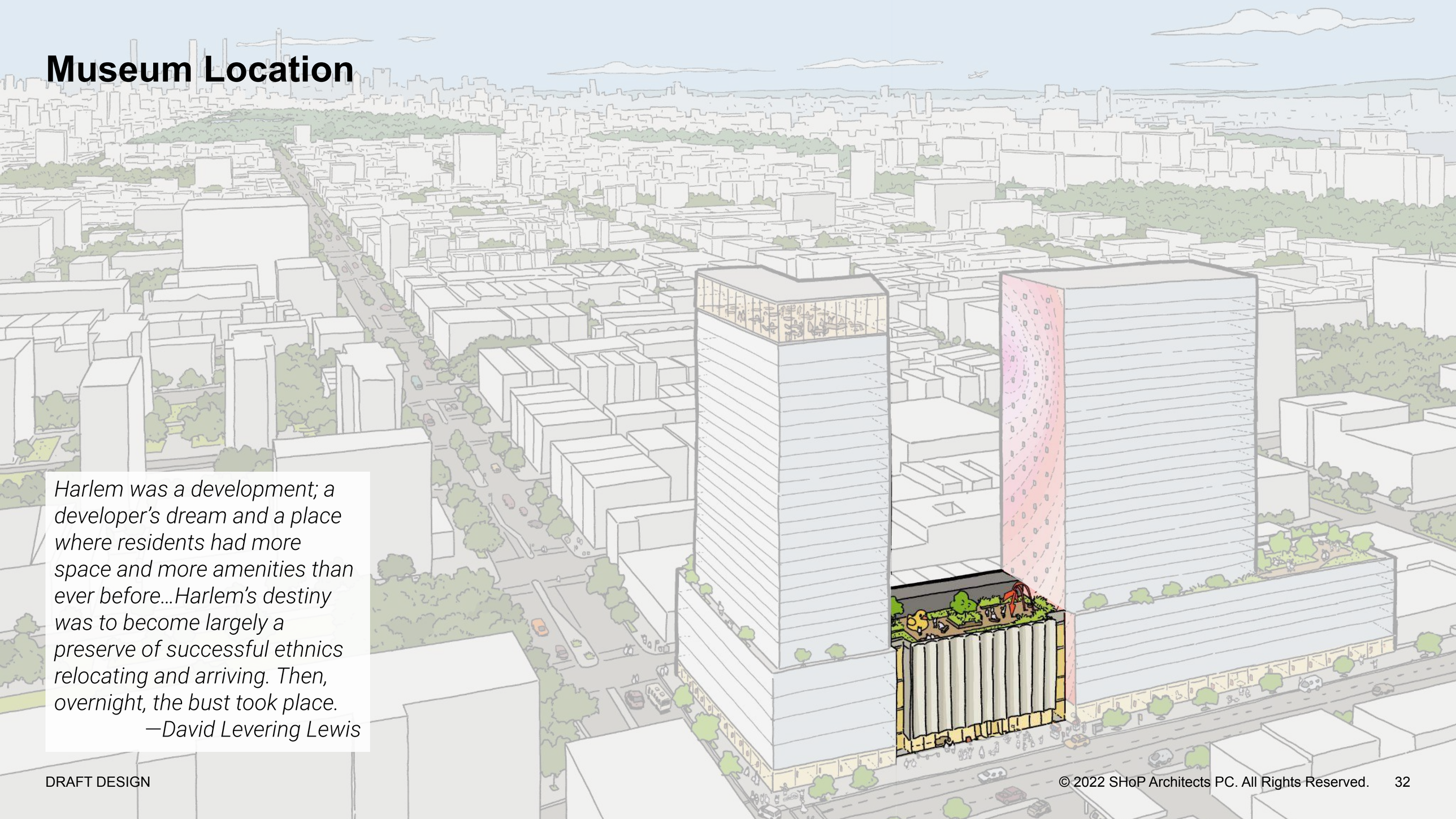
No, I'm not into politics.
I have zero interest.
I have interest in hope and people.
—Jay Z

Appendix B
Cultural Center / MOCR

Museum Location



Harlem was a development; a developer's dream and a place where residents had more space and more amenities than ever before…Harlem's destiny was to become largely a preserve of successful ethnics relocating and arriving. Then, overnight, the bust took place.

—David Levering Lewis

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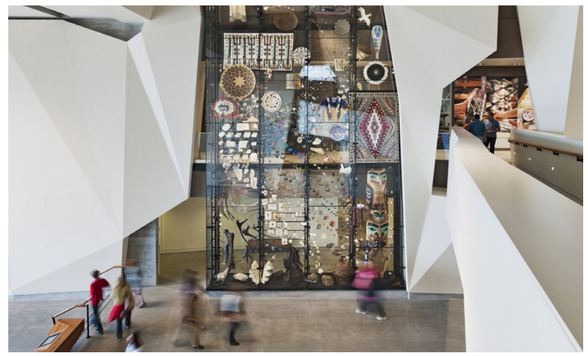
Cultural Center and Museum of Civil Rights Harlem

The seamless integration of a core immersive history exhibit, a proprietary civic engagement initiative, and a robust roster of community-based programs including art-making workshops, lectures and panels, musical and theatrical performances, as well as research projects and independent studies.

- **“Rise Up” Core Exhibition Space**, focused on the northern civil rights history and the intersectional struggles for social justice based on race, ethnicity, religion, economics, gender and sexuality
- **Lab for Social Change**, a state-of-the-art laboratory for creative arts and technology connected to contemporary social justice issues
- **Community Curated Gallery**, to showcase local talent in the visual and performing arts
- **Rooftop Teaching Garden**, to explore topics such as health, sustainable agriculture, and food justice
- **The Beacon, Classrooms And Teaching Spaces**, for conferences, symposia, events, educational programming and community resources to promote active learning and inspire creative expression around social and economic justice issues



Museum Program

DRAFT DESIGN

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Museum Presence

DRAFT DESIGN

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Mural Wall Expression

This world is but a canvas to our imagination.

—Henry David Thoreau

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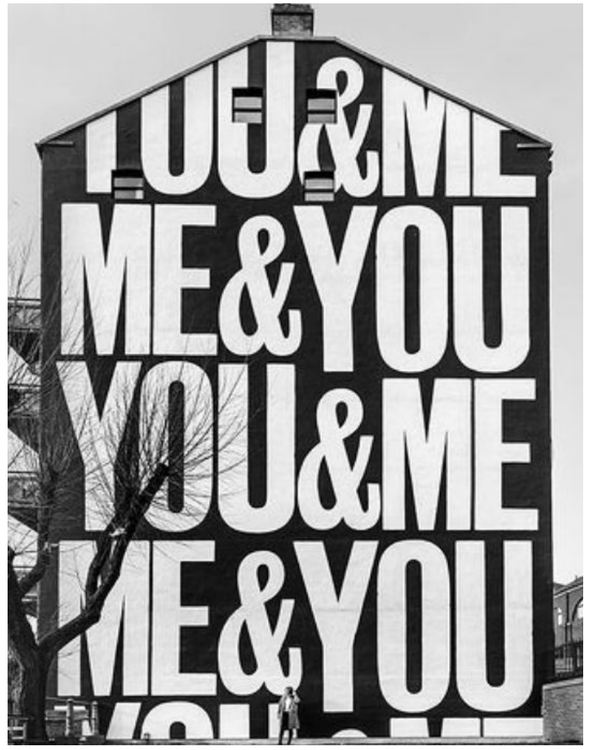
Arts and Culture Impact

Everything you can imagine is real.
—Pablo Picasso

- The twin mural walls will be a visible signifier of the immediate neighborhood and the broader Harlem Community.
- Measuring 60’ x 250’ and nearly 15,000 SF each, the murals will individually be be among the largest ever created in New York City, and together will comprise one of the largest public works of art in the world.
- The design of the mural walls will be guided by a curator, who will assemble a diverse group of judges to facilitate an international competition to find work that best represents the spirit of the local Harlem community.



The future is green: sustainability, and renewable energy.
—Arnold Schwarzenegger

Appendix C

Green Energy Improvement District

GRID

Environmental Justice

We propose to build a Green Energy District as the model for modern green development, consistent with the environmental imperative of our time. The combination of scale and diverse deployment of green technology will demonstrate the viability of green new deal concepts for communities throughout the city.

Learn more.

What is District Energy?

An energy district is a network of integrated systems that provide heating, cooling and electricity from clean energy

Synergies between the systems result in much less total energy use than if the buildings were serviced individually

An energy district is highly efficient - it uses natural energy flows, recovers and re-purposes energy, and saves building owners and occupants cost

Learn more

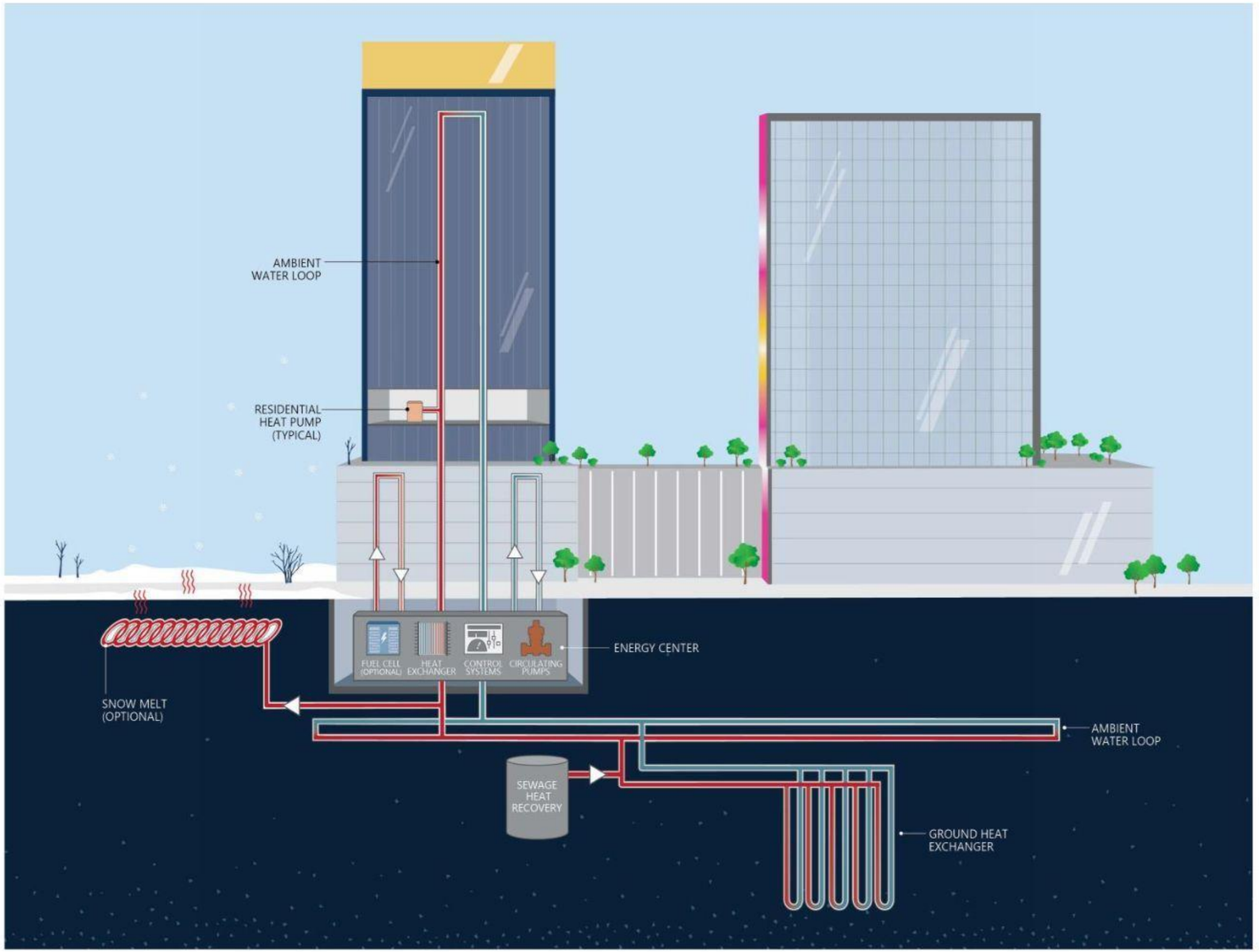
Turning Harlem (and the rest of the city) Green

We are developing a high-performance energy system based on geothermal technology. Throughout the design process additional green energy technologies can be integrated with infrastructure, including:

- Fuel cells
- Solar Energy
- Battery Storage
- Wastewater Energy Recovery
- Snow melt

The highly efficient system for the One45 site alone -even without a broader district system- provides a broad set of community benefits

- Improved public health and cleaner air
- Improved HVAC performance , thermal comfort, and air quality for tenants.
- Reduced rates of long-term illness such as asthma associated with particulate emissions
- Reduction of 1,000 Tonnes of Carbon emissions annually; equivalent to eliminating 1.5 Million vehicle miles annually



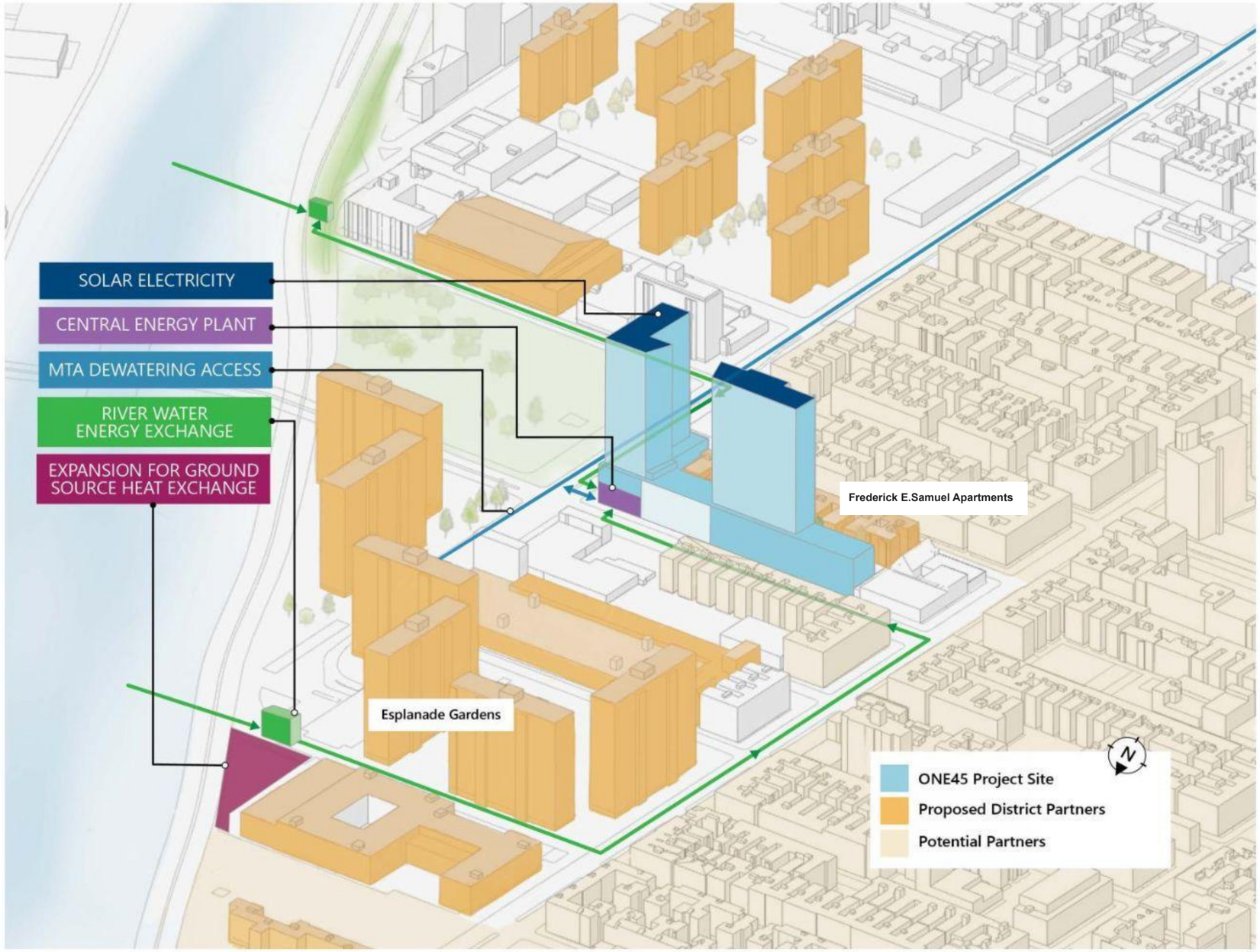
Turning Harlem Green

Q: Who benefits?
A: Occupants at One45, existing residents throughout CB10 and those who live at NYCHA

District Energy at One45
One45's proposed district energy system utilizes a diverse set of energy sources to provide heating and cooling throughout the community. This advanced electrification strategy utilizes state-of-the-art pump technology to achieve premium efficiencies and virtually eliminate greenhouse gas emissions.

Energy Sources include:

- Ground Source Heat Exchangers ('geothermal")
- Water Source Heat Exchangers via
  - Subway de-watering system
  - River water intake system
  - Waste water intake system
- Fuel Cell Energy
- Solar Electricity



ONE45 MUSEUM OF CIVIL RIGHTS

A rising tide doesn't raise people who don't have a boat. We have to build the boat for them. We have to give them the basic infrastructure to rise with the tide.

—Rahul Gandhi