New York City Economic Development Corporation New York City Council Hearing: Hornblower Lease at Pier 15 Dean Bodnar, Senior Vice President, Asset Management

Good morning. My name is Dean Bodnar and I am a Senior Vice President within NYCEDC's Asset Management division. I am here today seeking approval from this subcommittee and the City Council to enter into a lease of the Maritime Pavilion with an excursion cruise operator to berth on Pier 15 within the East River Esplanade in Manhattan. The Esplanade is a two-mile waterfront park stretching from the Battery Maritime Building up the East River to Pier 35.

As you may well know, the \$165 million East River Waterfront Esplanade is revitalizing a once neglected stretch of City-owned land and transforming the Lower Manhattan and Lower East Side waterfronts. It also contributes to the Waterfront Vision and Enhancement Strategy that the City issued in 2011, a plan that set forth a sustainable blueprint for reconnecting New Yorkers and visitors to our waterways. The Esplanade is the result of an extensive four-year planning process during which EDC worked closely with Community Boards 1 and 3 and local elected officials to create a contiguous open space amenity that neighbors and visitors alike can enjoy.

Revenue must be generated to maintain this great amenity. A few discrete locations along the Esplanade are intended for this purpose. This includes the berthing areas on the newly constructed Pier 15, for which, NYCEDC, on behalf of the City, issued an RFP in April 2010.

Hornblower New York LLC submitted the proposal that won the RFP. The proposal included economically viable programming concepts to enhance the East River Waterfront Esplanade experience and create positive impacts on the adjoining community. The proposal was responsive to the pier's neighborhood context and presented a strong team to operate the berths.

Hornblower will occupy and operate the pier pavilion that is vacant today and use the berthing areas on the south and north sides of the pier. At those berths, Hornblower will operate daily excursion cruises. The eastern berth of the pier will be used for historic ships on a limited basis. Also, Hornblower will attach a floating Eco-Barge to the pier adjacent to its pavilion for educational and commercial tie-ups. This lease for the maritime pavilion and certain berth areas at Pier 15, which is scheduled to commence on September 1, 2013, subject to City Council approval, will be for a term of ten years with an option for a 5 year renewal. Rental revenue from this lease, as well as commercial restaurant leases for the other Pier 15 pavilion and newly constructed Maiden Lane pavilion, will cover much of the cost of maintaining the esplanade.

Finally, I would like to highlight that Hornblower is committed to public programming that will enhance the East River Waterfront Esplanade. Hornblower's partnership with the New York

Harbor School will maximize Pier 15's potential by making it a destination for maritime education, as well as public and charter vessel excursion services. NYCEDC's selection of Hornblower as the lessee for berth areas at Pier 15 will help ensure that the esplanade, a beloved community asset, remains well-maintained for years to come.



Statement of LaRay Brown on Goldwater Hospital Surrender

Good morning, my name is LaRay Brown and I am the Senior Vice President for Corporate Planning, Community Health and Intergovernmental Relations at the New York City Health and Hospitals Corporation (HHC). I am here to provide testimony regarding HHC's request to surrender to the City of New York a parcel of land and buildings: Block 1373, Lot 20 that comprise the campus of Goldwater Specialty Hospital and Nursing Facility on Roosevelt Island.

The Goldwater campus opened in 1939 and has served patients who require skilled nursing care and long-term acute care services. Several years ago, it became clear that HHC could no longer continue to optimally serve our patients in such an old facility without extensive renovations or rebuilding. These capital investments would be required to bring the building up to federal standards and in line with how skilled nursing care is provided today. The setting and approach for how care is delivered differs greatly today from what was the norm seven decades ago.

HHC had been weighing different options for rebuilding going back several years. All of the options required a significant investment of resources. Estimates for rebuilding were in the hundreds of millions of dollars and for those of you familiar with our budget – you know that these are resources HHC did not have.

In 2010, HHC was approached by the State to gauge our and New York City's interest and ability to be part of the solution to the bankruptcy closure of North General Hospital in Harlem. To briefly summarize what took months to negotiate, we were able to come to an agreement whereby HHC would relocate services that were being provided on our Goldwater campus to the North General site at a lower cost, and with some State funding, than the cost of rebuilding this facility on Roosevelt Island. After renovations are complete, the former North General Hospital building will house a 201 bed long-term acute care hospital and we are constructing a new 164 bed skilled nursing facility on the parking lot of the former hospital.

Once Goldwater patients' transfers have taken place this fall, HHC will no longer require the use of the Goldwater campus. As such, we seek to return the land to the City of New York pursuant to HHC's enabling act which permits a surrender of land back to

the City of New York when it is no longer needed for corporate purposes. HHC's Board of Directors held a public hearing on July 11th 2013 regarding the surrender. On July 25th, 2013, HHC's Board of Directors formally approved the surrender of this parcel on Roosevelt Island.

Thank you for the opportunity to testify. I can now address your questions.



Alan D. Aviles
President

BY HAND

July 26, 2013

The Honorable Christine C. Quinn Speaker of the Council The City Council City Hall New York, New York 10007

Dear Speaker Quinn:

This letter is to request that the City Council approve the surrender to the City of New York of approximately 9.8861 acres on Roosevelt Island being the campus of Goldwater Hospital. The surrendered land is no longer needed by the Corporation in the furtherance of its health care mission in view of the opening in the coming months of the Henry J. Carter Rehabilitation and Nursing Facility which will replace Goldwater Hospital. The City of New York is the fee owner of the property in question, which is leased by HHC from the City under the terms of the Operating Agreement between the City and HHC.

The proposed surrender is made pursuant to Section 7387(4) of the Corporation's enabling act which permits a surrender of land to the City of New York which the Corporation determines is not required for its corporate purposes. In accordance with Section 7385(6) of HHC's enabling act, a public hearing was conducted on July 11, 2013 with respect to the proposed surrender and on July 25, 2013 such surrender was approved by HHC's Board of Directors. Attached are copies of the Resolution and the Executive Summary of HHC's Board of Directors that authorized the surrender and contain a further description of the circumstances.

Approval of the proposed surrender by action of the City Council is hereby formally requested.

Very truly yours,

Alan D. Aviles

JJB/atts

cc: Ms. Gail Benjamin (w/atts)

Mr. Alonzo Carr

SURRENDER OF LAND GOLDWATER CAMPUS

COLER-GOLDWATER SPECIALTY HOSPITAL AND NURSING FACILITY

RESOLUTION

Authorizing the President of the New York City Health and Hospitals Corporation (the "Corporation") to surrender to the City of New York a parcel of land and buildings, Block 1373, Lot 20, located on the campus of Goldwater Specialty Hospital and Nursing Facility, One Main Street, Roosevelt Island, New York ("the Facility").

WHEREAS, the subject parcel and improvements are currently under the jurisdiction of the Corporation, and are deemed surplus by the Corporation for its corporate purposes; and

WHEREAS, the Facility shall be decommissioned and the land and buildings surrendered to the City of New York for disposition to Cornell University and Technion – Israel Institute of Technology to develop the Applied Sciences NYC project;

WHEREAS, Section 7385.6 and Section 7387.4 of the Corporation's enabling act authorize the surrender of property to the City of New York, which is fee owner of the Facility, after a public hearing, which was held July 11, 2013.

NOW, THEREFORE, be it

RESOLVED, that the President of the New York City Health and Hospitals Corporation (the "Corporation") be and hereby is authorized to surrender to the City of New York a parcel of land and buildings, Block 1373, Lot 20, located on the campus of Goldwater Specialty Hospital and Nursing Facility, One Main Street, Roosevelt Island, New York (the "Facility")

EXECUTIVE SUMMARY

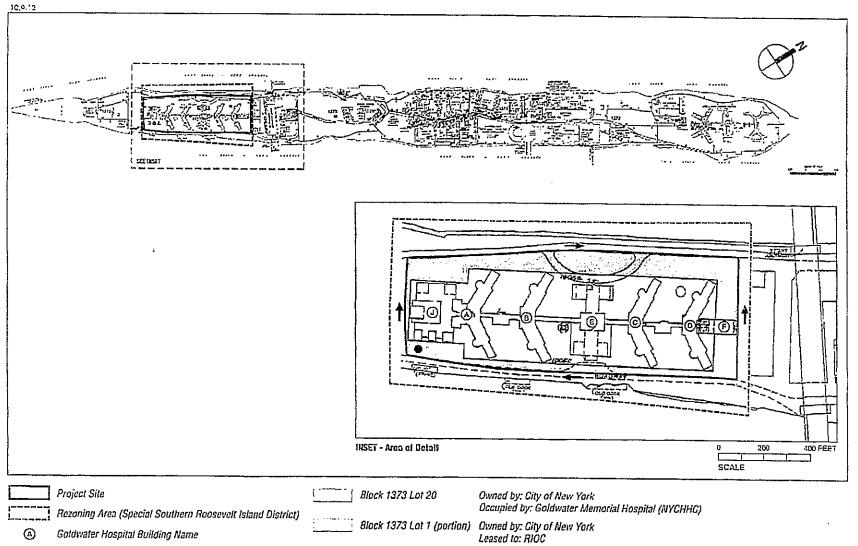
PROPERTY SURRENDER

GOLDWATER SPECIALTY HOSPITAL AND NURSING FACILITY THE GOLDWATER CAMPUS

The President seeks authorization from the Board of Directors of the Corporation to surrender to the City of New York a parcel of land and buildings, Block 1373, Lot 20, located on the campus of Goldwater Specialty Hospital and Nursing Facility, One Main Street, Roosevelt Island, New York (the "Facility")

The site measures approximately 9.8 acres and is located on the southern portion of Roosevelt Island south of the Ed Koch Queensboro Bridge. Goldwater Hospital opened on the island in 1939 as a chronic care and nursing facility. The Goldwater campus consists of the original six-building complex (Buildings A through F) and a circa 1971 addition (Building J). The Corporation will relocate activities from the Goldwater campus to other facilities and decommission the site. The land and buildings will be surrendered to the City of New York for disposition to Cornell University and Technion – Israel Institute of Technology to develop the Applied Sciences NYC project.

Section 7385.6 and Section 7387.4 of the Corporation's enabling act empower HHC to surrender real estate to the City of New York when such property is no longer utilized for its corporate purposes. The surrender process includes a public hearing, approval by the Board of Directors, and subsequent approval by the City Council. The public hearing was held July 11, 2013.



Goldwater Hospital Building Name

DEP South Pump Station

Traffic Direction

Cornell NYC Tech

Project Site: Current Ownership Figure 1-2

METES & BOUNDS DESCRIPTION

LOT 20, BLOCK 1373 ROOSEVELT ISLAND BOROUGH OF MANHATTAN CITY, COUNTY & STATE OF NEW YORK

BEGINNING AT A POINT ON THE SOUTHWESTERLY MOST CORNER OF LOT 20, BLOCK1373 HAVING A COORDINATE VALUE OF NORTH 10731.04, EAST 15442.79, SAID POINT BEING SOUTH 73 DEGREES – 32 MINUTES – 13 SECONDS EAST, A DISTANCE OF 215.59 FEET FROM A POINT ALONG THE NORTHEASTERLY LINE OF THE EAST RIVER WEST CHANNEL HAVING A COORDINATE VALUE OF NORTH 10792.14, EAST 15236.04 AND FROM SAID BEGINNING POINT, THE FOLLOWING TWELVE (12) COURSES ALONG THE PERIMETER OF LOT 20, BLOCK 1373:

- 1. NORTH 35 DEGREES 27 MINUTES 04 SECONDS EAST, A DISTANCE OF 228.61 FEET TO A POINT, THENCE;
- 2. NORTH 54 DEGREES 32 MINUTES 56 SECONDS WEST, A DISTANCE OF 65.25 FEET TO A POINT, THENCE;
- 3. NORTH 35 DEGREES 27 MINUTES 04 SECONDS EAST, A DISTANCE OF 1,005.50 FEET TO A POINT, THENCE;
- 4. SOUTH 54 DEGREES 32 MINUTES 56 SECONDS EAST, A DISTANCE OF 153.75 FEET TO A POINT, THENCE;
- 5. NORTH 35 DEGREES 27 MINUTES 04 SECONDS EAST, A DISTANCE OF 93,50 FEET TO A POINT, THENCE;
- 6. SOUTH 54 DEGREES 32 MINUTES 56 SECONDS EAST, A DISTANCE OF 61.00 FEET TO A POINT, THENCE:
- 7. SOUTH 35 DEGREES 27 MINUTES 04 SECONDS WEST, A DISTANCE OF 93.50 FEET TO A POINT, THENCE;
- 8. SOUTH 54 DEGREES 32 MINUTES 56 SECONDS EAST, A DISTANCE OF 153.75 FEET TO A POINT, THENCE;
- 9. SOUTH 35 DEGREES 27 MINUTES 04 SECONDS WEST, A DISTANCE OF 1,005.50 FEET TO A POINT, THENCE;
- 10. NORTH 54 DEGREES 32 MINUTES 56 SECONDS WEST, A DISTANCE OF 65.25 FEET TO A POINT, THENCE;
- 11. SOUTH 35 DEGREES 27 MINUTES 04 SECONDS WEST, A DISTANCE OF 278.61 FEET TO A POINT, THENCE;
- 12. NORTH 54 DEGREES 32 MINUTES 56 SECONDS WEST, A DISTANCE OF 238.00 FEET TO THE POINT AND PLACE OF BEGINNING.

CONTAINING 430,639 SQUARE FEET OR 9.8861 ACRES



Pier 40, 353 West Street, New York, NY 10014 TEL: 212-337-0001 FAX:212-675-6241 hornblower.com

Pier 15 Mike Burke – Hornblower Cruises & Events City Council Hearing August 19, 2013

1. Hornblower Cruises & Events - Background Information

Since founder and CEO Terry MacRae purchased a small charter yacht business in 1980, Hornblower has operated under the overall mission "to satisfy the needs of our guests". For over 33 years, Hornblower has offered amazing experiences from homeports around the United States, including in San Francisco, Los Angeles, Sacramento, San Diego, New York and starting in 2014 - Niagara Falls.

Today, Hornblower and its affiliates operate the largest private passenger vessel company in North America. In 2012, we performed more than 150,000 vessel voyages and safely carried more than 16,000,000 passengers, globally, on 98 vessels. Annually, Hornblower / Statue Cruises carries over 4,000,000 visitors to the Statue of Liberty and Ellis Island. Our dinner cruise fleet carries 500,000 passengers per year and we also provide marine services around the globe for private, public and US military operations.

We have a track record of treating our employees well and paying competitive wages. The hourly wage range for an employee that is part of the Marine Crew, is anticipated to be \$15-\$24. And for those working on the pier or in the ticket office, the hourly wage range is anticipated to be \$10-\$18.

2. Educational and Community Programming

Hornblower has a history of working with community groups, educational institutions, marketing organizations and not-for-profits to provide maritime, environmental, cultural and historical programming.

Sample of planned educational and community activities for Pier 15:

a. As part of our cruise schedule, during the month of May through August, we will offer subsidized educational harbor cruises for schools and camps in the tri-state area.
Offering a great opportunity for local children to learn more about New York Harbor and its environment.



Pier 40, 353 West Street, New York, NY 10014 TEL: 212-337-0001 FAX:212-675-6241 hornblower.com

- b. Together with the New York Harbor School, we will build a multi-purpose "Eco-Barge" on the southern side of Pier 15. The Eco Barge will create NEW marine habitat and at the same time serve as an "educational outpost" for the New York Harbor School.
- c. Hornblower will be partnering with local schools, including the New York Harbor School to offer a New Paid Internship Program. As part of this new and exciting opportunity for students, they will work in frontline roles while learning transferable skills, gain realworld experience and be part of a successful team.

Sample of planned activities for the Maritime Pavilion at Pier 15:

- a. As part of our cooperation with the New York Harbor School, we will offer several classes and workshops that are open to the public. Frequency of many of the following courses will be based on demand. Activities include:
 - An 8-hour "Safe Boating Course" for the general public, free of charge.
 - An 8-hour "Red Cross / First Aid Certification Course" for approximately \$50 per person.
 - Together with the Senior Staff of the New York Harbor School, we are developing a public "Speaker Series" on maritime and environmental issues in New York Harbor.
- b. In addition to the public classes and workshops, the New York Harbor School will use the eastern part of the Maritime Pavilion, during the school year, for regular scheduled classes several times per week.
- c. Another planned activity, anticipated for the pavilion, is the installation of a "vessel simulator" that will be available to the general public on a limited basis.
- d. The western part of the pavilion will function as a visitors center and ticketing area for Hornblower customers and the Downtown community. We will also include information on other downtown businesses and attractions to encourage Hornblower customers to explore the neighborhood.

3. Description of Commercial Services



Pier 40, 353 West Street, New York, NY 10014 TEL: 212-337-0001 FAX:212-675-6241 hornblower.com

Hornblower evaluated a broad range of excursion services and activities that are commonly associated with public piers and related passenger vessel services. Hornblower vessels are typically the newest, most environmentally friendly vessels in the harbor. For Pier 15, the initial operations will include the following three (3) cruise offerings. We may add additional passenger vessel excursion services, as provided under the lease agreement.

- a. Narrated Sightseeing Cruises: These cruises will depart four to six times daily, varying seasonally. In general, the Operating Season for sightseeing cruises at Pier 15 will be from Mid-March through the end of December. The number of daily departures will peak from May through September, with up to six departures per day from 10:30am to 6:00pm.
- b. Sunset Cocktail Cruise: Hornblower will offer evening Sunset Cocktail Cruises. These cruises will typically be 2 hours in length and will take guests on a scenic cruise through New York Harbor.
 - Operating Season for this cruise will be from May through September. The cruise will be targeted towards locals and visitors alike who are looking for a unique way to see the city at sunset from the water.
- c. Special Events and Group Charters: Hornblower will offer a variety of "Special Event and Group Charter Cruises", based on demand. These cruises are offered separately from the regular scheduled cruises, to celebrate holidays or other special events, such as Valentine's Day and Mother's Day cruises. Other Special Events could be tied to activities at the South Street Seaport Museum, or be part of programs such as "Tall Ships" or "Fleet Week". Hornblower Group Charters are typically corporate events, school events, weddings, or non-profit group activities.

In summary, our marketing capability and appeal to both visitors and locals will help activate Pier 15 and this important Downtown waterfront area.



Pier 40, 353 West Street, New York, NY 10014 TEL: 212-337-0001 FAX:212-675-6241 hornblower.com

On behalf of Hornblower, thank you for having us here today to talk about our history and plans for operations from Pier 15. We are very excited to have been selected by the EDC and hope that with your approval we will be able to contribute to the vibrancy of New York City's waterfront, the South Street Seaport and the long-term maintenance of the East River Waterfront Esplanade.

TESTIMONY OF THE LANDMARKS PRESERVATION COMMISSION BEFORE THE CITY COUNCIL SUBCOMMITTEE ON LANDMARKS, PUBLIC SITING AND MARITIME USES ON THE DESIGNATION OF THE BIALYSTOKER CENTER AND HOME FOR THE AGED IN MANHATTAN.

August 19, 2013

Good morning Council Members. My name is Jenny Fernández, Director of Intergovernmental and Community Relations for the Landmarks Preservation Commission. I am here today to testify on the Commission's designation of the Bialystoker Center and Home for the Aged in Manhattan.

On February 12, 2013, the Landmarks Preservation Commission held a public hearing on the proposed designation of the Bialystoker Center and Home for the Aged. A representative testified that the owner did not oppose designation. Twenty-two people spoke in favor of designation, including City Councilmember Margaret Chin, a representative of Manhattan Borough President Scott M. Stringer, and a representative of Manhattan Community Board 3, as well as representatives of the Friends of the Lower East Side, the Historic Districts Council, the Lower East Side History Project, the New York Landmarks Conservancy, and the Two Bridges Neighborhood Council. A letter in support of designation from State Senator Daniel L. Squadron was also entered into the record during the hearing. On May 21, 2013, the Commission voted to designate the Bialystoker Center and Home for the Aged a New York City individual landmark.

The Lower East Side of Manhattan is one of New York's most storied neighborhoods, synonymous with the American immigrant experience and once home to the largest population of Jewish residents in the world. The Bialystoker Center and Home for the Aged, built in 1929-31 and designed in a distinctive Art Deco style by architect Harry Hurwit, was one of the largest and most enduring landsmanshaft—or immigrant hometown association—established in the neighborhood and remains a significant landmark in the history of New York City's Jewish community. The Bialystoker Center takes its name from the town of Bialystok, an industrial city in what is now Poland. The Jewish Bialystoker immigrant community in New York City has a long and rich history, having established a number of mutual benefit societies and a synagogue as early as the 1860s. By the mid 1920s, with the recovery of Eastern Europe and the passage of national immigration restrictions, the Center's focus shifted to supporting the existing Jewish community in New York. A central component of this new mission was the creation of a Home for the Aged.

A new building to house both the Bialystoker Center and the Home for the Aged was completed in 1931. The prominent nine-story structure was designed by architect Henry Hurwit (1888-1963) and its distinguished Art Deco style is rare for the Lower East Side.

The Lower East Side has experienced significant changes in both its demographics and its physical fabric. The neighborhood, once dominated by the Jewish community, is now home to a diverse assortment of immigrant populations. Urban renewal projects, such as the Seward Park Houses that surround the Center, resulted in the demolition of many historic structures during the 1950s and 1960s. When the Bialystoker Center's Home for the Aged closed its doors in 2011; it was one of the last remaining and longest-running landsmanshaft in New York. Its building, however, remains one of the Lower East Side's prominent landmarks and recalls a vanished era when the Bialystoker Center and its distinguished Art Deco-style Home for the Aged played a significant role in the world's largest Jewish community.

The Commission urges you to affirm this designation.

TESTIMONY OF THE LANDMARKS PRESERVATION COMMISSION BEFORE THE CITY COUNCIL SUBCOMMITTEE ON LANDMARKS, PUBLIC SITING AND MARITIME USES ON THE DESIGNATION OF THE BEDFORD STUYVESANT / EXPANDED STUYVESANT HEIGHTS HISTORIC DISTRICT IN BROOKLYN.

August 19, 2013

Good morning Council Members. My name is Jenny Fernández, Director of Intergovernmental and Community Relations for the Landmarks Preservation Commission. I am here today to testify on the Commission's designation of the Bedford Stuyvesant / Expanded Stuyvesant Heights Historic District in Brooklyn.

On August 2, 2011, the Landmarks Preservation Commission held a public hearing on the proposed designation of the Bedford Stuyvesant/Expanded Stuyvesant Heights Historic District. Twenty-six witnesses spoke in favor of the designation, including Councilmember Albert Vann, Assemblymember Annette Robinson, as well as representatives of Brooklyn Borough President Marty Markowitz, State Senator Velmanette Montgomery, the New York Landmarks Conservancy, the Historic Districts Council, and the Victorian Society. In addition, the Commission received 13 letters, 108 e-mails, and 146 postcards in support of designation, including correspondence from Brooklyn Community Board #3. Over the course of several years, LPC staff has responded to the community-led efforts to protect historic resources in several areas of the Bedford Stuyvesant neighborhood. The Commission designated the Stuyvesant Heights Historic District in 1971. Following an expansive survey of the area, the Commission held a public hearing in 1993 on the extension of that historic district. After public testimony from community owners and residents expressing mixed support for the expansion, no further action was scheduled. More recently, the Commission began to receive inquiries and requests from community groups and residents requesting the Commission revisit the calendared expansion of the Stuyvesant Heights Historic District. LPC staff has attended numerous evening meetings and has mailed out several letters outlining each step of the Commission's actions in addition to offering meetings with individual property owners at their request and the many meetings and outreach efforts that have been conducted by the community. On April 16, 2013 the Commission voted to designate Bedford Stuyvesant / Expanded Stuyvesant Heights a New York City historic district.

The Bedford-Stuyvesant/Expanded Stuyvesant Heights Historic District consists of approximately 825 buildings and is located within the area roughly bounded by Tompkins Avenues on the west, Macon and Halsey Streets on the north, Malcolm X Boulevard on the east, and Fulton Street on the south. The

boundaries of this proposed district encompass and extend the boundaries of the Stuyvesant Heights Historic District (designated 1971), and more than doubles the size of the existing historic district. The Bedford-Stuyvesant/Expanded Stuyvesant Heights Historic District is significant as part of the larger Bedford-Stuyvesant area, which for two-thirds of the 20th century has been one of the nation's largest and best-known African-American and Caribbean-American residential communities.

The buildings within the Bedford-Stuyvesant/Expanded Stuyvesant Heights Historic District, mostly dating from the late-19th century, form extraordinary streetscapes of row houses and small apartment buildings with commercial ground stories interspersed by churches, schools, and related public and institutional buildings. The immediate area became known as Stuyvesant Heights by the first decade of the 20th century and was probably named for its major thoroughfare, Stuyvesant Avenue. From the mid-1880s and into the 1890s, the east-west streets and Stuyvesant Avenues were developed with rows of speculatively-built houses reflecting, stylistically, the popular trends of the era: neo-Grec, Queen Anne, Romanesque Revival and Renaissance Revival. During the 1890s, four- and five-story brick and stone apartment buildings or —French flats, generally designed in the Romanesque Revival and Renaissance Revival styles, were also erected in the district expansion.

Many of the late 19th-century residents of the area were families of New England origins, while others were members of immigrant groups, such as the Germans and the Irish, who had prospered sufficiently to be able to afford the purchase of a newly-constructed row house or the rental of a flat in one of the apartment buildings. During this early period, prosperous African-Americans also purchased houses within the area. By World War I, the demographics of the area began to change and African-Americans and members of white ethnic groups that were discriminated against elsewhere in the city were able to acquire decent, affordable housing in Bedford-Stuyvesant. If Harlem was perceived as the center of New York's black cultural life with the rise of the Harlem Renaissance in the 1920s and 1930s, Bedford-Stuyvesant offered an alternative: a residential community within the borough of homes and churches with block after block of attractive rowhouses and small apartment buildings. With its unparalleled opportunities for home ownership, Bedford-Stuyvesant became the community of choice for many of New York's African-American residents.

The Commission urges you to affirm this designation.



Friends of the Bialystoker Home PO Box 1000
New York, NY 10002
FriendsOfTheLES@gmail.com
www.FriendsOfTheLowerEastSide.org

Testimony before the NYC Council Subcommittee on Landmarks, Public Siting and Maritime Uses, August 19, 2013, regarding landmark designation of the Bialystoker Home and Center; from Mitchell Grubler, Founding Member, Friends of the Bialystoker Home

Friends of the Bialystoker Home was formed in September of 2011 when we learned that the Home was dispersing its residents and closing. We are grateful for the wonderful support provided by 16 sponsoring organizations including the Lower East Side Jewish Conservancy, the Lower East Side Tenement Museum and the Historic Districts Council. We gathered hundreds of letters and petition signatures from concerned individuals, academics and citywide preservation, educational and cultural organizations to support landmark designation.

Rebecca Kobrin, author of the definitive book on Bialystok, Poland and its Diaspora and the Russell Knapp Assistant Professor of American Jewish History at Columbia University wrote, "We cannot let this building, which tells the tale of an important chapter of Jewish history, and New York history, be removed from our memory and our understanding of the Jewish immigrant encounter with America."

Michael Zisser, Chief Executive Officer, University Settlement Society of New York wrote," Unfortunately, we have seen the destruction or inappropriate renovations of many historic structures in the Lower East Side community over the past few decades. Much of the character of the community has been lost. We understand that use cannot be protected and that designating a landmark does not prevent the inevitable consequences of gentrification. However, when unique buildings present themselves for protection action must be considered."

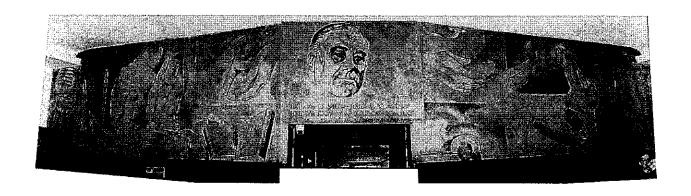
After three extensive hearings, Community Board 3 adopted a resolution in favor of landmarking and we are especially grateful for the steadfast support of Council Member Margaret Chin who wrote to the Landmarks Commission, "I am writing to express my full support for the landmark designation of the Bialystoker Center for Nursing and Rehabilitation..."

At the Landmarks Commission's public hearing on February 12th of this year, after more than a year and a half struggle to save this important component of Lower East Side history, Friends of the Bialystoker Home was overjoyed to hear Gary Ambrose, Treasurer of the Bialystoker Board of Trustees say that the owners "do not oppose" landmarking Bialystoker. We urge the Subcommittee to follow the example of the Bialystoker Board and vote to uphold landmark designation for this worthy building.

Friends of the Bialystoker Home advocates for the preservation of this historic Lower East Side building and its continued use as a community facility incorporating senior housing.

Founding Members: Joyce Mendelsohn, Linda Jones, Mitchell Grubler

Sponsoring Organizations (in formation): Art Deco Society of New York, Gotham Center for New York City History/CUNY, Historic Districts Council, Lower East Side Jewish Conservancy, Congregation Kehila Kedosha Janina, Lower East Side History Project, Lower East Side Preservation Initiative, Lower East Side Tenement Museum, Museum at Eldridge Street, Bowery Alliance of Neighbors, East Village Community Coalition, City Lore, Place Matters, Two Bridges Neighborhood Council, Seward Park Preservation & History Club, Initiative for a Sustainable Midtown East



Seward Park Preservation and History Club 212 East Broadway, Apt. G2004 New York, NY 10002 www.spphc.org info@spphc.org

August 14, 2013

Testimony before the City Council Subcommittee on Landmarks, Public Siting, and Maritime Uses, August 19, 2013, in favor of landmark designation of the Bialystoker Center and Home, 228 East Broadway, Manhattan

I am Linda Jones, testifying on behalf of the Seward Park Preservation and History Club, an organization of residents of the Seward Park Coop who are interested in the history of the Lower East Side and the preservation of its cultural, historic, and architectural sites.

Residents of Seward Park Co-op were devastated when a valued neighborhood institution—The Bialystoker Home for the Aged—was closed in November, 2011. At that time, the Board of the home advertised it for sale as a development site, triggering efforts among neighbors to save the building. We quickly collected 64 signatures on petitions posted on our coop bulletin boards and joined with the Friends of the Bialystoker Home in a massive effort to achieve Landmarks Designation.

We were pleased to hear from Gary Ambrose, a Bialystoker Center and Home Board Member, that the Board understands and does not oppose the designation of the Bialystoker Center as a Landmark. We hope that the Home and its adjacent properties will find a positive reuse that will enhance the neighborhood while preserving the building.

We have support from neighborhood business owners who believe that preservation and restoration of the Bialystoker Home will bring more people into the neighborhood and to their businesses and from coop residents who want something of the past to remain for their children.

We especially want to thank Council Member Chin for her steadfast support of our efforts. We urge you to approve Landmarks Designation of this unique and special building.

Joyce Mendelsohn 155 East 34, Street, Apt. 14S

New York, N.Y. 10016

Phone: 212-213-0481 E-mail: jamboree nyc@yahoo.com

Testimony before the NYC Council Subcommittee on Landmarks, Public Siting and Maritime Uses, August 19, 2013, regarding landmark designation of the Bialystoker Home and Center, 228 East Broadway, Manhattan

Good morning, Council Members. I am Joyce Mendelsohn, author of *The Lower East Side Remembered and Revisited* (Second edition, Columbia University Press, 2009). I urge approval of landmark designation for the Bialystoker Home and Center, designated by a unanimous vote of the Landmarks Commission on May 21, 2013 with full support from Council Member Margaret Chin. Erected in 1931 as an immigrant mutual benefit society, it is a unique building that reflects the history and culture of caring for generations of Jews on the Lower East Side. The striking ten-story structure features an entrance archway adorned with reliefs symbolizing the Twelve Tribes of Israel and the name "BIALYSTOKER," inscribed in English -- but in the style of Hebrew letters, to signify a community rooted in traditions of their homeland and, at the same time, proclaiming their rightful place in America.

I want to emphasize that the Bialystoker Home should be preserved, not only for its cultural heritage, religious significance and architectural distinctiveness, but as an important component of economic development on the Lower East Side — a place where people yearn to live and work and where, every year, tens of thousands of tourists are drawn to connect with the lives of earlier generations on trips to the Tenement Museum, walking tours sponsored by organizations like the Lower East Side Jewish Conservancy and other special events. At the same time, visitors are eager to eat, shop and explore galleries in a world-renowned neighborhood with a very special character anchored by some landmark buildings that have adapted to new uses. These include The Jewish Daily Forward, a Yiddish newspaper, now an upscale condo; Jarmulowsky Bank, currently transforming into a trendy hotel; and Anshe Chesed, a synagogue converted to an events and cultural center — all demonstrating that historic buildings can enrich a neighborhood increasingly filled with luxury housing and expensive hotels. Your vote to approve designation of the Bialystoker Center and Home will support the ongoing vitality of the Lower East Side and enhance the City of New York as a must-see destination.

In testimony presented at the Landmarks Commission Public Hearing on February 12, 2013, Gary Ambrose, a longtime nursing home board member, stated that he and his colleagues were "honored to serve as stewards of a building that embodied the Eastern European Jewish experience on the Lower East Side".....and that the board shares with preservationists a "great reverence" for the Bialystoker's symbolic meaning." He then went on to say, "We wish it to be known that we very much understand and do not oppose the proposal by New York City Landmarks Preservation Commission to designate the Bialystoker Center a landmark."

THE NEW YORK LANDMARKS CONSERVANCY

August 19, 2013

STATEMENT OF THE NEW YORK LANDMARKS CONSERVANCY BEFORE THE NEW YORK CITY COUNCIL SUBCOMMITTEE ON LANDMARKS, PUBLIC SITING, AND MARITIME USES REGARDING THE PROPOSED DESIGNATION OF THE BEDFORD STUYVESANT/ EXPANDED STYUVESANT HEIGHTS HISTORIC DISTRICT IN BROOKLYN

Good morning, Chair Lander and Council Members. I am Blaire Walsh, speaking on behalf of The New York Landmarks Conservancy.

The Conservancy strongly supports the designation of the expanded Stuyvesant Heights Historic District. We are pleased to join with residents, public officials, and preservationists in doing so. The interest in this extension came from the community, and the designation followed dozens of meetings where residents and owners heard from their own neighbors, the Commission, and advocates, and asked many, thoughtful questions.

Like the original Stuyvesant Heights District, the extension is an extraordinary collection of architectural treasures with attractive streetscapes and a vivid sense of place. The groups of houses and apartments that comprise the District feature a dazzling array of the styles from the late 19th and early 20th century. While there have been alterations, the rows retain their low scale, original materials, and attractive details. The sense of place is heightened by the strong sense of community, with landscaping that competes for the greenest block in Brooklyn and families that have owned their homes for generations.

The Conservancy knows this area well. Over the years, we have received over 350 inquiries from Bedford Stuyvesant residents, gone on dozens of site visits and spoken at community meetings. We've completed over 20 projects funded by low-interest loans to homeowners and grants to religious properties. Those were mostly within the Stuyvesant Heights District; and there is little doubt that this designation will spur more applications and more restoration.

Designation of this expanded District is long overdue. The Stuyvesant Heights community initiated it, supported it, and achieved it. Now we urge the Council to affirm it.

Thank you for the opportunity to present The Landmarks Conservancy's views.

THE NEW YORK LANDMARKS CONSERVANCY

August 19, 2013

STATEMENT OF THE NEW YORK LANDMARKS CONSERVANCY BEFORE THE NEW YORK CITY COUNCIL SUBCOMMITTEE ON LANDMARKS, PUBLIC SITING, AND MARITIME USES REGARDING THE PROPOSED DESIGNATION OF THE BIALYSTOKER CENTER AND HOME FOR THE AGED, 228 EAST BROADWAY, NEW YORK AS AN INDIVIDUAL LANDMARK

Good morning Chair Lander and Council Members. I am Blaire Walsh, speaking on behalf of the New York Landmarks Conservancy.

The Conservancy joins elected officials, community members, and local preservationists in supporting designation of the Bialystoker Center as an individual landmark. We believe this building merits designation for both its rich history and its distinguished architecture.

The Bialystoker Center served vital community needs for nearly 80 years as home for the aged, as a social center offering religious services, and as a gathering place for the Bialystokers, one of New York's largest Jewish immigrant groups. Funds raised from those immigrants ensured the building would be completed to serve as a residence for the elderly, in the neighborhood they called home. Along with the nearby landmarked Bialystoker synagogue, the Center is part of the immigrant experience that defines New York's cultural heritage.

It is also an attractive 1931 Art Deco tower. Decorated with Moorish-style terra cotta ornament, the Bialystoker Home is a contributing building within the Lower East Side National Register Historic District. The structure itself connects architecture to history, with symbols at the entrance representing the 12 tribes of Israel, a motif often found in synagogue decoration. The golden brick façade is intact, and there have been few alterations.

We thank the Landmarks Commission for acting swiftly to designate this significant site, which is so deeply connected to its community, and urge the Council to affirm that designation today.

Thank you for the opportunity to present the Conservancy's views.



THE ADVOCATE FOR NEW YORK CITY'S HISTORIC NEIGHBORHOODS

232 East 11th Street New York NY 10003 tel (2x2) 614-9107 fax (212) 614-9127 email hde@hdc.org

Statement of the Historic Districts Council
Before the Subcommittee on Landmarks, Public Siting and Maritime Uses
Regarding the Bialystoker Center and Home for the Aged
August 19, 2013

The Historic Districts Council is the advocate for New York City's designated historic districts, landmarks and buildings meriting preservation.

HDC wholeheartedly supports the proposed landmarking of the Bialystoker Center for Rehabilitation and Nursing at 228 East Broadway. The building has long been a favorite of preservationists and neighbors, but its future has been precarious since the closing of the institution.

Originally called the Bialystoker Home for the Aged, the center was founded by a group landsmanshaftn, benevolent societies, formed by Jewish immigrants from the Polish city of Bialystok. The Bialystok Landsleit also had its headquarters in the building where money was raised to help the Jewish community still in Bialystok during the interwar years, new immigrants networked, jobs were found, a synagogue was established, and ties from the Old Country and the New World were maintained.

In addition to its cultural merit, the building is a rare and impressive piece of art-deco architecture on the Lower East Side. Designed by Henry Hurwit and constructed between 1929 and 1931, the ten-story structure with setbacks is most noted for its carved stone ornament including medallions representing each of the Twelve Tribes of Israel. The Moorish flair, which also speaks to Israelite roots, distinguished the building from Christian-based institutional structures. The Bialystoker Center's architecture is a solid reminder of the storied Jewish community and way of life here on the Lower East Side.

HDC hopes that this solid reminder may be made permanent through landmark designation. We appreciate the Landmarks Preservation Commission's responsiveness to local advocates requests for this designation and ask you to confirm it.



THE ADVOCATE FOR NEW YORK CITY'S HISTORIC NEIGHBORHOODS

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Statement of the Historic Districts Council
Before the Subcommittee on Landmarks, Public Siting and Maritime Uses
Regarding the Bedford-Stuyvesant/Expanded Stuyvesant Heights Historic District
August 19, 2013

The Historic Districts Council is the citywide advocate for New York's historic neighborhoods and buildings. HDC is thrilled to have the opportunity to speak in support of the Bedford-Stuyvesant/Expanded Stuyvesant Heights Historic District.

The architectural splendor of this remarkable Brooklyn neighborhood speaks for itself. It is one of New York City's richest and most remarkable collections of 19th-century rowhouses, punctuated with handsome small apartment buildings and drop-dead gorgeous institutional structures. Looking at Bedford-Stuyvesant, one almost imagines the speculative developers of the Gilded Age sitting down together at a gentleman's club and deciding that as long as they were going to build houses for a living, they were going to make darned sure those houses were elegant since - as everyone knows — beauty sells. They did their job well.

In addition to the obvious architectural merit of the area, the cultural significance of the area is also note-worthy. Bedford-Stuyvesant is a supreme example of the enduring value of historic neighborhoods. Built for an immigrant population of Europeans and New Englanders, it became home to another newly-arriving population during the 20th century, transforming into one of the largest and most well-known Black neighborhoods in America. The African- and Caribbean-American New Yorkers who have called this neighborhood home for almost a century have grown deep roots in the community, roots which are nurtured by and have helped protect their fantastic built urban environment. This community is truly an example of the lasting value of a historic neighborhood – these buildings have been home to generations of New Yorkers and with the LPC's oversight, they will remain to become the homes and churches and gathering places for generations to come.

HDC has had, for many years now, the pleasure of working closely with a diverse, intelligent and passionate group of volunteers from Bedford Stuyvesant who are devoted to preserving and protecting their neighborhood. It is to a large extent due to their efforts that we have come to today's hearing, which, by our rough estimate, is around the 30th public meeting on this topic which we have participated in, most of which have been held in church basements, auditoriums and community meeting rooms in the neighborhood. This popular effort has also received a great deal of public attention from citywide newspapers and local blogs, so it would be fair to say that this topic has been very well-publicized and discussed. HDC urges you to support this popular, community-driven effort and confirm the Landmarks Commission's designation of this long-awaited historic district.



The City of New York Community Board No. 3 **Bedford Stuyvesant Restoration Plaza**

1360 Fulton Street, 2nd Floor Brooklyn, New York 11216

718/622-6601 Phone 718/857-5774 Fax www.cb3bedstuy.org Website bk03@cb.nyc.gov

MARTY MARKOWITZ **BOROUGH PRESIDENT** TREMAINE WRIGHT CHAIRPERSON

HENRY L. BUTLER DISTRICT MANAGER

August 19, 2013

Chairman Leroy Comrie The New York City Council Land Use Committee, 250 Broadway, Ste. 1865 New York NY10007

Dear Chairman Comrie:

Community Board 3 and the Bedford Stuyvesant Expanded Stuyvesant Heights Historic District Community would like to thank The New York City Council and our esteemed Council Member Albert Vann for holding this Hearing today, August 19, 2013. This community seeks your acknowledgement and your commitment to bestow designation to this historic district today.

The designation of the Bedford Stuyvesant Expanded Stuyvesant Heights Historic District by the City Council will be beneficial to the present and future generation of this community because it will preserve the architectural, social and cultural diversity as well as the many beautiful and one of a kind streetscapes in our neighborhood.

During the 19th Century, the community was populated by people of European decent. By the First World War, African Americans had become a significant part of the demographic in the neighborhood, drawn by the high-quality housing and lack of discriminatory purchasing policies. In the 1920s and 1930s Bedford-Stuyvesant became the focal point of Black culture in New York City.

By the 1960s, there was a citywide economic downturn. Discriminatory banking policies, an increase in absentee landlords and political corruption, among other things, took a toll on Bedford-Stuyvesant and many other neighborhoods in New York City. These practices led to the abandonment of thousands of properties. The Bedford-Stuyvesant Restoration Corporation, the nation's first and largest community development corporation, was formed in 1967 to create jobs, rehabilitate existing housing and construct new residential buildings. This effort, combined with the subsequent formation of public-private partnerships and investments by individual home and business owners brought renewed stability to this historic neighborhood.

The New York Landmark Commission (LPC) held its first public hearing on a proposal to expand the Stuyvesant Heights Historic district in 1993, and a second one on August 2, 2011, following extensive outreach to the community.

On April 16, 2013, LPC voted to designate the Bedford Stuyvesant Expanded Stuyvesant Heights Historic District. This district consists of properties bounded by Haisey and Macon Street to the North, Fulton Street to the South, Malcolm X Boulevard to the East, and Tompkins Avenue to the West. The new district surrounds the 1971-designated 430 building district of Stuyvesant Heights District. The expanded district, comprised of 825 buildings, is largely characterized by architecturally diverse 19th century row houses, four to five story apartment buildings, architecturally designed in the Queen Anne, neo-Grec, Romanesque Revival and Renaissance Revival style.

We are ecstatic that this community continues to stand with unity, pride and dignity, all while fighting for the common cause to become a designated historic district. Homeowners conducted extensive outreach, while the Community Board 3 Landmarks Committee, our Elected Officials, Council Member Vann, Borough President Marty Markowitz, retired Congressman Edolphus Towns, State Senator Velmanette Montgomery and many others proved steadfast in their unbending support to help the community move this designation process forward.

The community did not do this alone. They called upon all the Landmarks Preservation Commission seeking educational information, about the landmarking guidelines, and rules and regulations. We commend The Landmarks Preservation Commissioner Robert B. Tierney, and his staff with particular thanks to: Kate Daly, Jenny Fernandez, and Mary Beth Bets. They have been astounding in their efforts to preserve the many historic districts and individual landmarks throughout this city. They have made these accomplishments with limited resources and staff. We thank you for your commitment. We look forward to partnering with LPC on the designation of Bedford Historic District and future designation efforts for Stuyvesant East, North and West.

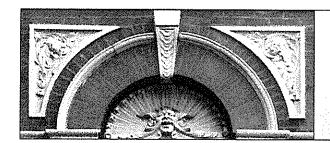
We commend The Historic Districts Council and the New York Landmkarks Conservancy for their undying support and allotting time to this community when called upon to speak and answer questions at the many public Informational Forums.

Today, August 19, 2013 is a great day in New York City's designation history for any historic district to be considered for designation by the New York City Council. Today is also a great day for the Bedford Stuyvesant Expanded Stuyvesant Heights Historic District, because we're looking to become designated as 1 of New York's pristine and unique historic districts. Let the record show that this community is proud to be counted among the 31 or more Brooklyn's pristine and unique historic districts already designated by the Landmarks Preservation Commission. Further, this designation will bolster our community's credence and recognition as we will thereafter be 1 of 3 historic district designations within Bedford Stuyvesant, Brooklyn.

We would like to thank you for your time and consideration.

Sincerely,

Tremaine S. Wright Chairperson Community Board 3



FRIENDS OF THE LOWER EAST SIDE

Post Office Box 1000 New York, NY 10002

friendsoftheles@gmail.com http://www.friendsofthelowereastside.org

August 19, 2013

To members of the NYC Council Subcommittee on Landmarks, Public Siting and Maritime Uses:

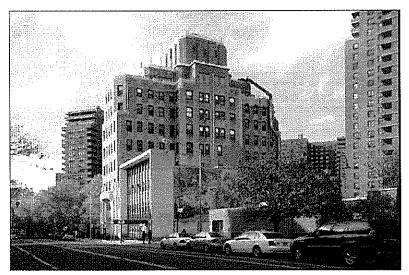
Re: Approval of landmark designation for the Bialystoker Center and Home, 228 East Broadway, Manhattan, designated by a unanimous vote of the Landmarks Commission on May 21, 2013, with the full support of Council Member Margaret Chin.

- At the LPC Public Hearing on February 12, 2013, a representative of the Board of the Bialystoker Home stated that they "do not oppose" landmarking. A large crowd of supporters attended and many testified in favor. There was no testimony given in opposition.
- Support from elected officials: Council Members Margaret Chin and Rosie Mendez, Manhattan Borough President Scott Stringer, NY State Senator Daniel L. Squadron.
- Community Board 3 adopted a Resolution in favor of designation on April 24, 2012.
- Friends of the Bialystoker Home were joined in the campaign for landmark designation by sixteen Sponsoring Organizations, including the Lower East Side Tenement Museum, Lower East Side Jewish Conservancy, Lower East Side History Project, Museum at Eldridge Street, Art Deco Society NY, New York Landmarks Conservancy, Historic Districts Council.
- Hundreds of letters of support and postcards were sent to the Landmarks Commission from local residents and organizations, professors of Jewish history and culture, citywide, national and international architects,
- A major article, "The Twelve Tribes At the Bialystoker Home," by a noted scholar of Jewish Biblical art appeared in the Jewish Press on March 15, 2012.
- Extensive press coverage in the New York Times, Wall Street Journal, NY Post, The Jewish Daily Forward, Epoch Times, Our Town Downtown, The Villager and numerous online publications.

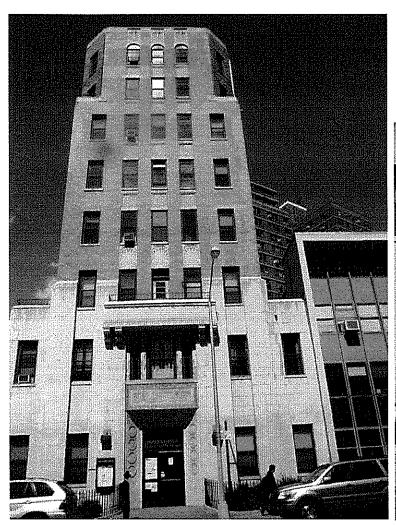
Attached: Selected photos of the Bialystoker Home. SEE <u>www.friendsofthelowereastside.org</u> for more information and photos

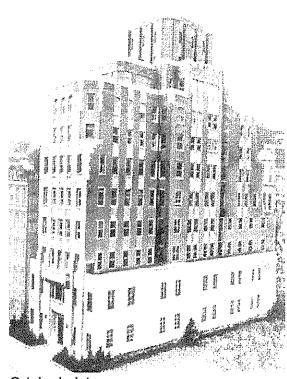
Friends of the Lower East Side is a grassroots organization founded in 2011 dedicated to preserving the architectural and cultural heritage of this historic center of immigrant life.

Bialystoker Home Photographs



Bialystoker Home Today





Original picture



THE COUNCIL THE CITY OF NEW YORK

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THE COUNCIL THE CITY OF NEW YORK

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