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(photo credit: Delancey Street Associates)

### **Delancey Street Associates Opens Essex Crossing Farm**



*Operated by Project EATS, the quarter acre Essex Crossing Farm will provide produce at Essex Crossing's Market Line and a wide array of community programming*

**New York, NY** (July 31, 2019) — Delancey Street Associates, a joint venture of L+M Development Partners, BFC Partners, Taconic Investment Partners, the Prusik Group and the Goldman Sachs Urban Investment Group, today announced the opening of the quarter acre Essex Crossing Farm, which will be operated by citywide nonprofit Project EATS on the 6th floor deck of The Essex, one of nine sites at the Essex Crossing development on the Lower East Side. The opening of the farm represents the latest milestone for the two million square foot Essex Crossing, which is now approximately 90 percent open or under construction.

The organic farm will be the largest on the island of Manhattan, second only to the Randall's Island Farm in the borough. Essex Crossing Farm's produce will be sold at a "Farmacy" stand in Essex Crossing's Market Line, providing healthy, nutritious food options for local residents, workers and visitors.

"Project EATS is extremely grateful for the opportunity Delancey Street Associates is giving us to work with and support this richly diverse, resourceful, and resilient community on the Lower East Side," said **Linda Bryant, Founder and President of Project EATS.**

"We've been eagerly awaiting the opening of our farm since we were selected to build Essex Crossing in 2013", said **Debbie Kenyon, Vice Chair and Senior Partner at L+M Development Partners.** "As we know well from our work in Brownsville with Project EATS, we couldn't possibly find an operator more dedicated not simply to creating a great farm, but to engaging with the community on many levels -- from education, to senior programming, to workforce development, to health and wellness. We're looking forward to welcoming the LES community to the farm and providing fresh produce for the the neighborhood in the Market Line."

Project EATS has deep experience operating urban farms in New York City, including a network of 10 farms across Brooklyn, the Bronx, Manhattan and Queens. The group seeks to support the surrounding community through urban farming and programs that promote workforce development and education, encourage healthy well-being, and highlight art's community building capacity.

At Essex Crossing, Project EATS (PE) will do so in several ways:

**Community health** – Doctors provide their patients with prescriptions for fresh, nutritious vegetables that they fill at PE "Farmacies," which are located where patients receive medical treatment. Project EATS arranges for the prescriptions to be subsidized through Health Bucks and other currencies. Patients also participate in workshops and coaching that supports their efforts to achieve a healthier lifestyle. Working in partnership with Gouverneur Health on the Lower East Side, PE expects to that 100 patients will receive 18 weeks of food prescriptions this year through the initiative.

**Public school engagement** –PE provides STEM-based, hands-on classes and after-school programs that increase student engagement in learning and understanding the role of healthy and nutritious food in their lives and community. These programs typically engage between 1,500-2,000 public school students annually.

**Senior programming** – In 2019, PE will provide free Saturday breakfast for seniors living at Essex Crossing and throughout the LES. The program will expand to include families with children in 2020. The farm will also host a regular program of healthy lifestyle workshops, community dinners, and dialogues.

**Workforce development** – PE programs provide agricultural and community health training and employment to youth and adult residents. A key measurement of impact and success is resident operation and management of PE farms. Working with high schools located at Seward Park High School campus, PE will train and employ students from the five high schools located on the campus to work at Essex Crossing Farm and Farmacy.

**Arts** –At Essex Crossing Farm, PE will launch "Up On the Roof," the group's first commissioned public art project designed so that residents of The Essex, looking from their windows, will experience art from above.

Essex Crossing developer L+M Development Partners partnered with PE to open a half-acre farm in 2016 adjacent to its Marcus Garvey Apartments complex in Brownsville, Brooklyn. That farm produces more

than 10,000 pounds of produce each season, supports a weekly on-site farm stand and provides community farm training space.

Essex Crossing Farm is now growing a wide array of produce, including root crops - carrots, turnips, radishes and beets. It will also feature some baby greens - baby kale, mustards and arugula. Until it moves into its permanent location in the Market Line this fall, its Farmacy is open every Wednesday and Saturday from 11-4 in Essex Crossing Park, at Clinton and Broome streets.

Essex Crossing Farm is just of several noteworthy green features of Essex Crossing, which in April won the Urban Land Institute's Excellence in Mixed-Use Development award. The project also includes the 15,000-square foot Essex Crossing Park that opened in June, and will feature the Broome Street Gardens, a 9,000-square foot indoor public greenspace that will open in late 2020.

The 26-story Essex, at 125 Essex Street, also includes 195 units of mixed-income housing (half affordable) and is now fully leased. The past spring, the building also welcomed the new home of the historic Essex Street Market and Regal Essex Crossing, a 14-screen movie theater.

On the lower level, the building will house the first phase of Market Line, an expansive, bazaar-like marketplace spanning 700 feet along Broome Street, which is scheduled to open later this summer. At 150,000 square feet, the completed Market Line will be one of the largest marketplaces in the world and house an eclectic mix of food, fashion and culture – from markets and prepared food, to a beer hall, to gallery and performance space.

Additional components of Essex Crossing include:

**242 Broome**, a 55-unit luxury condominium building that is now more than 90 percent sold, and will welcome the new home of the International Center of Photography and the Gutter, a bowling entertainment center, this fall.

**The Rollins**, a mixed-income rental building (half affordable), is also open and features the largest Trader Joe's on the east coast and a Target. The 99 affordable senior units at the Frances Goldin Senior Apartments are fully occupied and the building also is home to Hilltop Bicycles, NYU Langone's Joan H. & Preston Robert Tisch Center at Essex Crossing, Grand Street Settlement, Henry Street Settlement, the Lower East Side Partnership, the Chinese-American Planning Council and GrandLo Café, a job-training coffee shop run by Grand Street Settlement.

Under construction are **180 and 202 Broome streets**, which will each include 175,000 square feet of Class A office space. Both sites are expected to be completed by the end of 2020. 180 Broome, which topped out in April, will be a 26-story building with 263 units of mixed-income rental housing and 27,000 square feet of retail space, including its portion of the Market Line, Broome Street Gardens and an indoor park. Work is also full steam ahead at 202 Broome Street, a 14-story, 83-unit luxury condo building that will also include 175,000 square feet of Class A office space and sections of The Market Line and the Broome Street Gardens.

**140 Essex Street**, a 100 percent affordable, 92-unit senior building, is expected to open early next year.

Essex Crossing's nine sites on six acres had sat mostly vacant since 1967 and represent one of the most significant urban renewal developments in the history of New York City. The overall project, which will

be more than 90 percent open by 2021, will include 1,079 units of housing (more than half affordable). The entire project is expected to be finished by 2024.

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