

212 lots and stores are vacant in the Lower East Side of New York awaiting gentrification, the dominant form of development that stifles the cultural richness of this neighborhood. Made in Lower East Side (MiLES) is a multi-disciplinary initiative that facilitates an open process of temporary transformations of underutilized sites by listening, co-creating, prototyping and operating with residents of the Lower East Side. The mobile unit of Made in Lower East Side engages the residents and multiple stakeholders through their usage patterns to extract innovative

ways to occupy vacant sites. In essence, **communities can book a vacant site by the hour to conduct activities open to their imagination.** In the process, this incubates cultural production, provides economic opportunities for small businesses and organizations, provide incentives for landlords to enable civic program, and provide a common ground for different groups of community to build social capital. **Our ultimate goal is to build a movement for open and bottom-up urban planning, one neighborhood at a time.**

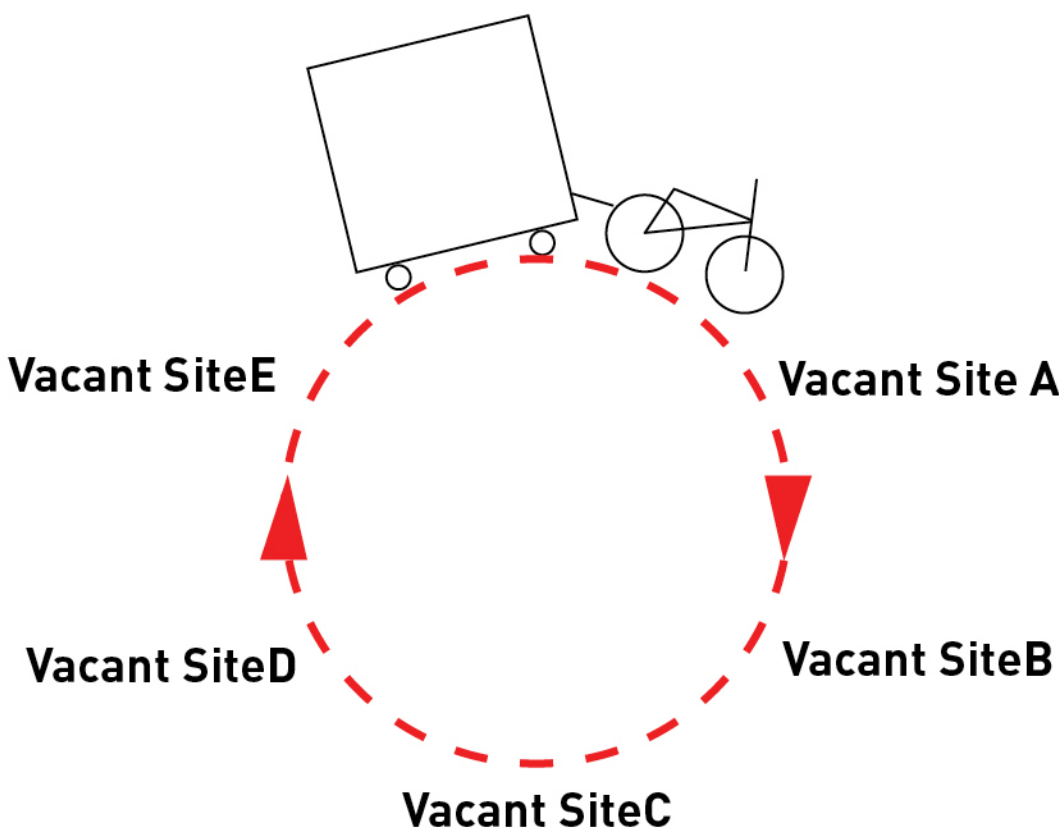
Hourly rental of partial vacant site
\$

Affordable price for rehearsals, small business operations, meeting space, etc compared to other providers

Incentive for landlords to provide vacant sites for community driven programs

With sufficient utilization rate, the accumulative income of hourly bookings can match traditional monthly rentals

e.g. 100 SF rental at \$25 per hour, avg 6 hrs per day yields \$4500 per month per 100 SF of space



STEP 01:

STEP 02:

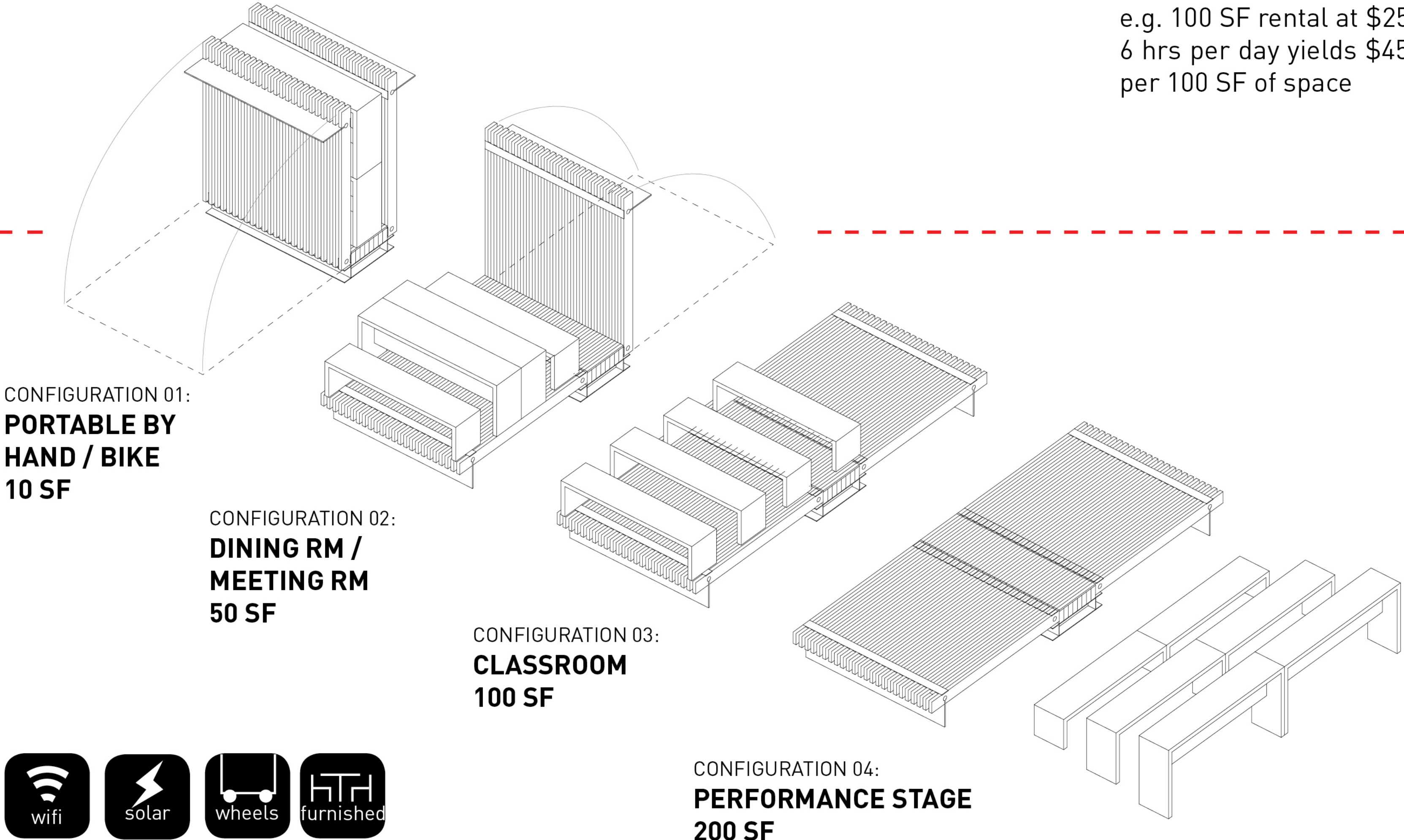
STEP 03:

BOOK YOUR VACANT SITE AT AFFORDABLE RATES BY HOUR / DAY

CHOOSE YOUR CONFIGURATION

CONDUCT YOUR EVENT!

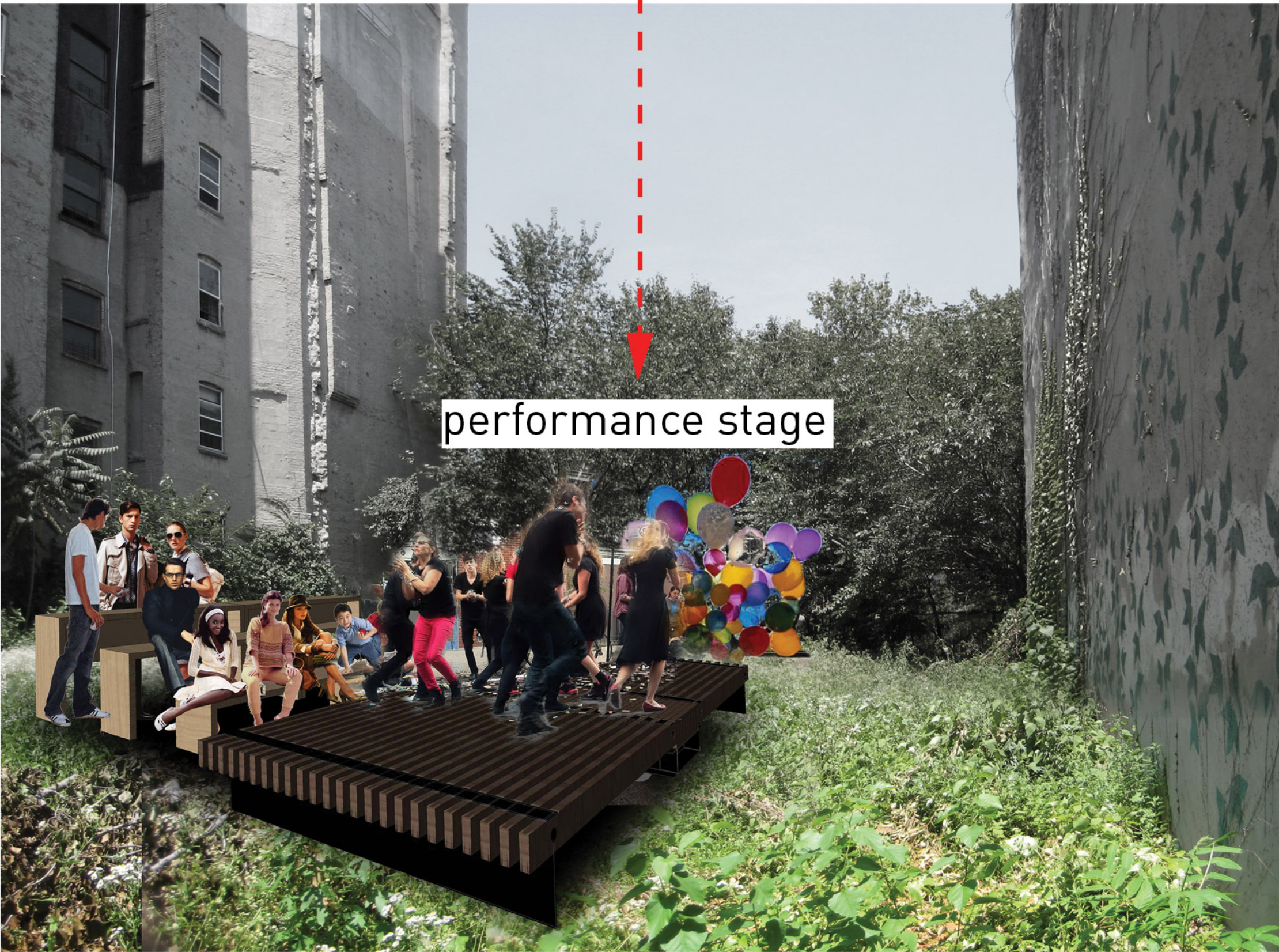
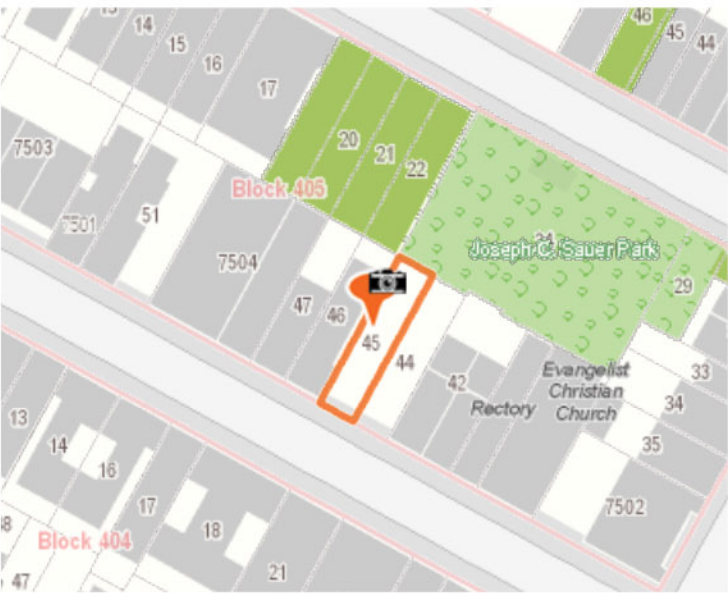
- PUBLIC VACANT LOTS
- PRIVATE VACANT LOTS
- STREETS / SIDEWALKS
- VACANT STOREFRONTS
- UNUSED OFFICES / WAREHOUSES
- UNDERUTILIZED EXISTING RETAIL



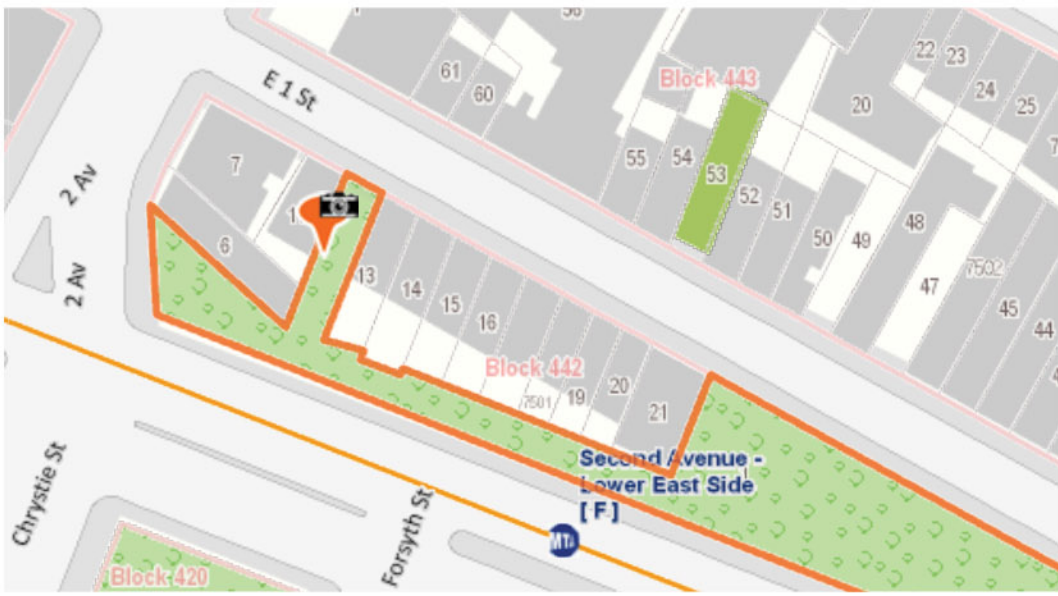
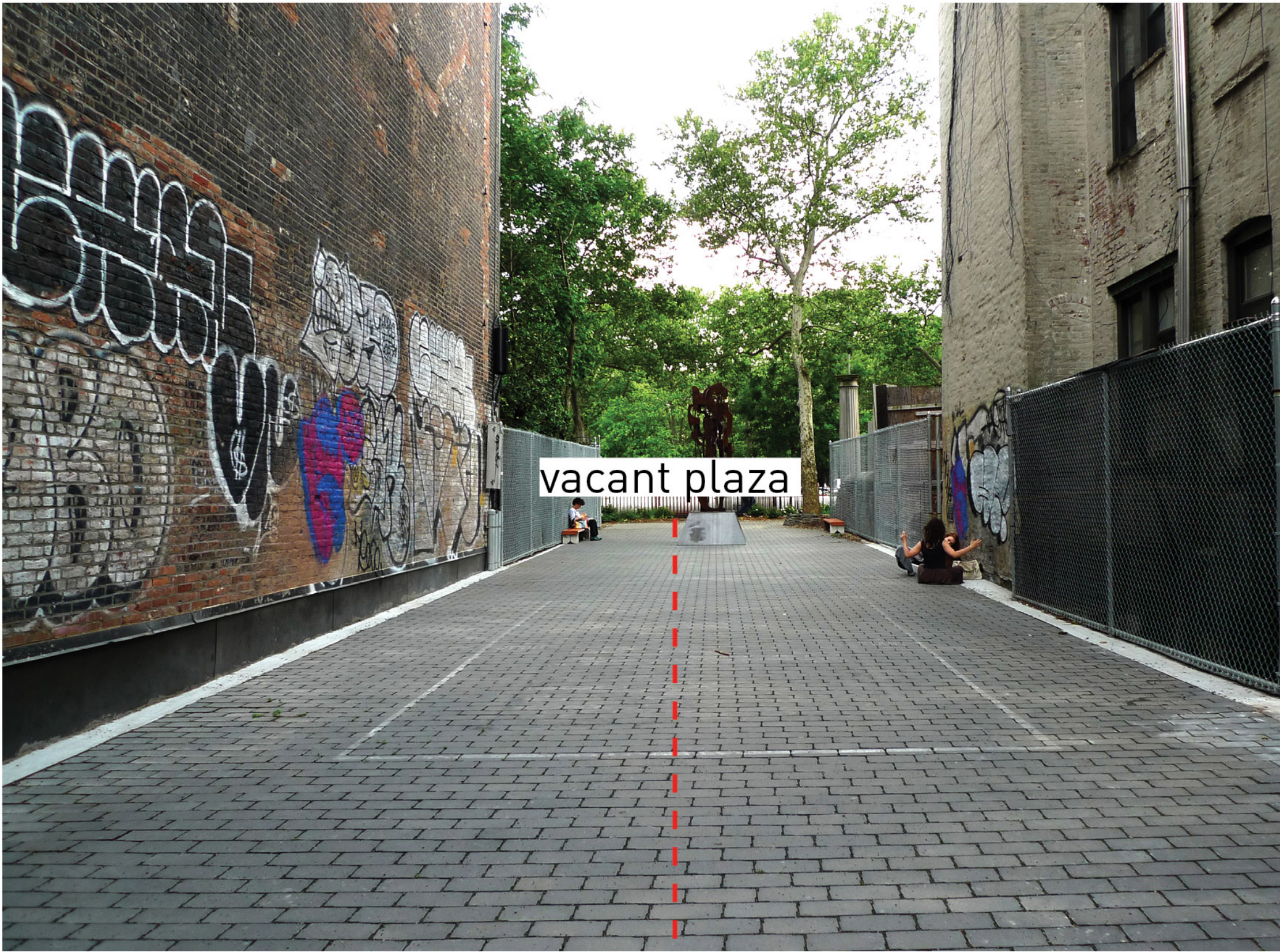
+ MORE ...

- ENGAGEMENT WORKSHOP
- REHEARSAL PRACTICE
- POETRY RECITAL
- MUSIC PERFORMANCE
- MEETING SPACE
- NEIGHBORHOOD POTLUCK
- CLASSES
- MUSICAL
- + YOUR IMAGINATION ...

Property of Department of Housing Preservation and Development
535 E 13th Street | Manhattan Block 405 Lot 45 | 2,581 SF |



Property of Parks and Recreation Department
2 2nd Avenue | Manhattan Block 442 Lot 1 | 38,797 SF |



Private Property
75-79 Orchard Street | ~800 SF |

