

Supporting Narrative for Site Plan Review Application – Elevation Coworks

1. Executive Summary

Business Name: Elevation Coworks, LLC

Location: 1434 Western Avenue, Albany, NY

Owner: Samuel Rucker, Managing Director

Industry: Commercial real estate / flexible workspace

Opening Date: March 2026

Elevation Coworks is a hybrid coworking and creative rental space designed for professionals, entrepreneurs, students, and content creators seeking a modern, community-centered environment. Its mission is rooted in the belief that *community elevates growth*—offering a workspace where productivity, creativity, and collaboration thrive.

Located on one of Albany's most active commercial corridors near the University at Albany, Elevation Coworks combines professional amenities with creative flexibility. The space will feature coworking areas, private offices, meeting rooms, and a media studio, positioning it as a hub for collaboration, learning, and innovation.

Short-Term Objectives:

- Reach 60–80% occupancy within the first year.
 - Achieve profitability by month 15–18.
 - Form partnerships with at least five local organizations or universities within 12 months.
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2. Description of Business

Elevation Coworks operates within the flexible workspace and small business support industry. It provides coworking memberships, private offices, meeting rooms, and studio rentals for professionals and entrepreneurs. This is a startup business currently completing its build-out phase.

Renovation Scope:

Interior improvements will include installation of an ADA-compliant restroom, upgraded HVAC system, new lighting, and cosmetic enhancements. No structural or exterior construction is proposed.

Nature of Operations:

The company offers workspace and media rentals through memberships and hourly bookings. All use is by reservation, ensuring controlled traffic and secure access. Bookings are made online or on-site, and customers pay via card or POS system at the time of service.

Service Delivery Process:

Clients select space type (office, meeting room, or media studio), reserve through the digital booking system, and complete secure payment. Staff confirm and prepare the space before arrival, ensuring a professional environment for every booking.

Supplies and Resources:

Operations require standard office supplies (paper goods, printer ink, signage, cleaning products, and refreshments). Long-term assets include furniture, Wi-Fi routers, security systems, and audiovisual technology. The media studio includes microphones, cameras, lighting, and soundproofing to support creators and podcasters.

Unique Value Proposition:

Elevation Coworks distinguishes itself by merging professional coworking with creative production amenities—a rare combination in the Capital Region. Located on Western Avenue, it benefits from high visibility, convenient parking, and accessibility for students, small business owners, and entrepreneurs.

3. Location

The business will operate from a stand-alone commercial property at **1434 Western Avenue, Albany, NY**. The 3,000-square-foot facility is leased under a three-year term, renewable for an additional three years. Base rent begins at **\$2,800 per month**, with a \$2,800 deposit already submitted.

Building & Site Features:

- Stand-alone, single-tenant commercial structure.
- Approximately **20 paved parking spaces** in the rear.
- ADA-accessible entrance and restroom.
- Strong street visibility from Western Avenue.

Interior Layout:

- Front area: lounge, coworking pods, meeting rooms, kitchenette, copier/print room.
- Rear section: private offices, media/production room, and direct access to parking lot.

Hours of Operation:

Monday–Friday: 7 a.m. – 9 p.m.

Saturday–Sunday: 9 a.m. – 9 p.m.

Staffing:

- Owner/Manager (Full-Time)
 - Operations Coordinator (Part-Time)
 - Cleaning & Maintenance (Contracted)
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4. Management

Elevation Coworks is owned and managed by **Mr. Samuel Rucker**, who oversees strategy, operations, and financial management. With experience in social work, entrepreneurship, and property management, Mr. Rucker provides a disciplined, service-oriented approach to business operations. His leadership emphasizes collaboration, quality, and consistency—ensuring a professional and inclusive environment for all members.

Mr. Rucker's property management background includes vendor coordination, lease administration, and budget oversight. He has managed maintenance teams, financial planning, and building operations—skills that translate directly to overseeing Elevation Coworks' daily activities.

He continues to serve in community leadership and mentorship roles, using his experience to foster growth and collaboration. His management approach combines business discipline with community impact, creating a culture centered on empowerment and excellence.

During the launch phase, Mr. Rucker will maintain personal income sources outside the business and will not draw a salary. This approach allows early-stage revenue to be reinvested into operations, marketing, and facility enhancements—demonstrating financial discipline and long-term commitment.

5. Reasons for Going Into Business & Success Outlook

Mr. Rucker founded Elevation Coworks to bridge the gap between professional workspaces and creative environments in Albany. He recognized a local need for flexible, affordable work settings that promote growth and connection among small business owners, students, and creatives. His vision is to create a workspace that supports professional development while fostering creativity and community.

Success Outlook:

With its strategic location, affordable pricing, and owner-led operations, Elevation Coworks is positioned for strong early adoption and sustainable growth. The business model is lean, community-driven, and designed for profitability within its first 18 months. Through consistent marketing, local partnerships, and service excellence, Elevation Coworks aims to become a trusted and integral part of Albany's professional landscape.