



M/WBE RFP: 516 Bergen Street + 542 Dean Street Engagement Kickoff Meeting

October 21, 2020

Agenda

1. Affordable Housing Introduction

- Area Median Income (AMI)
- CD 8 Demographics

2. Neighborhood and Site Context

- Site Conditions
- Seniors First Commitment

3. Requests for Proposals

- M/WBE RFP
- Milestones

4. Community Engagement

5. Q and A



01 Affordable Housing Introduction

Housing is considered affordable when a household* spends no more than **1/3** of its income on rent and utilities

If your annual household income is...	Your monthly rent should be approximately...
\$20,000	\$600
\$50,000	\$1,500
\$100,000	\$2,500

*Varies depending on income and household size

01 Area Median Income

Area Median Income (AMI) is determined each year by the federal government for different regions

New York Metro Area

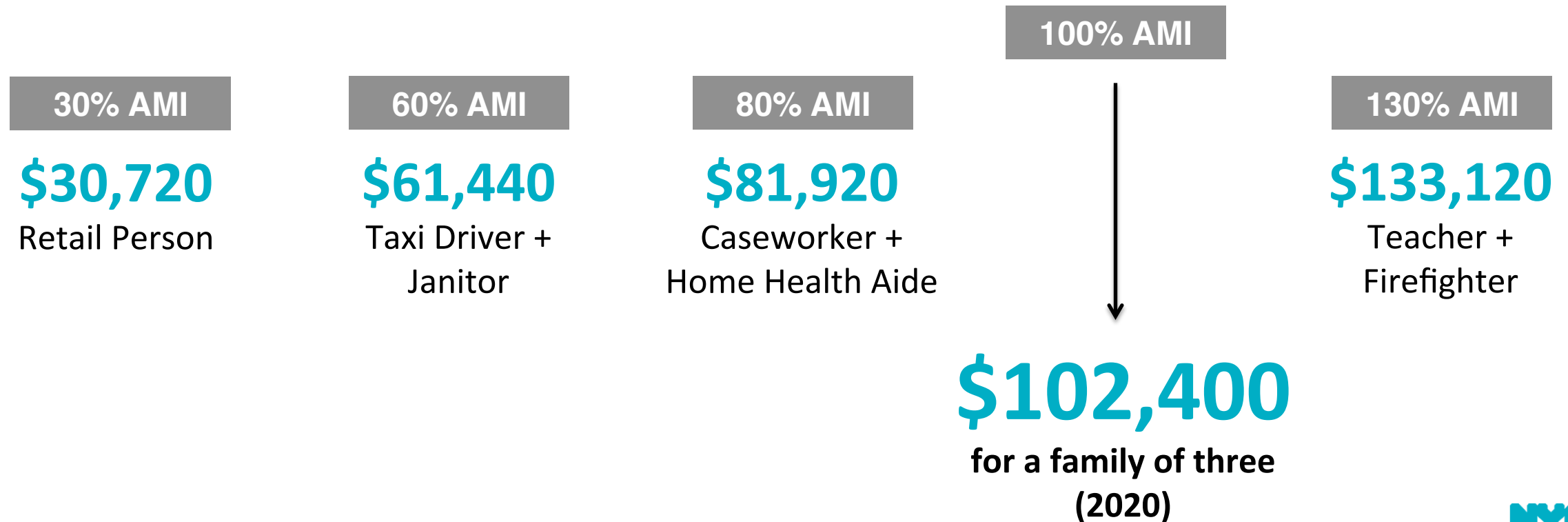
100% AMI

\$102,400

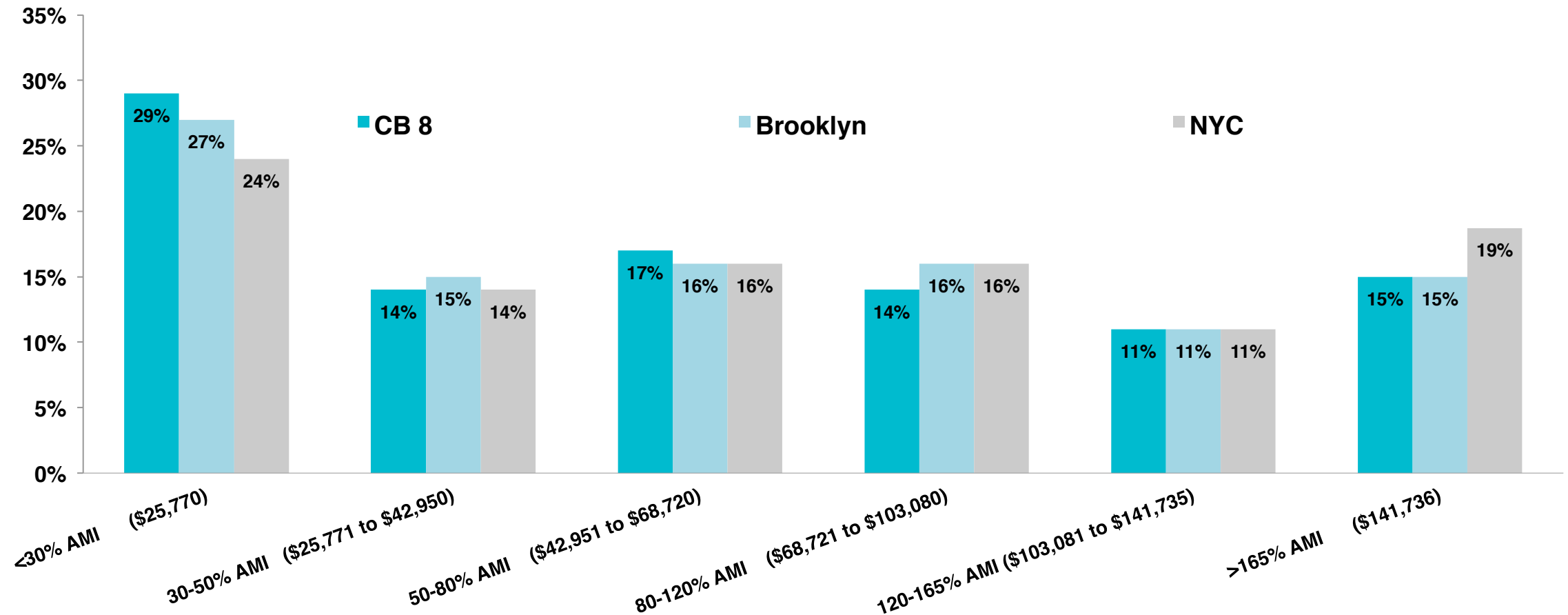
for a family of three
(2020)

01 Area Median Income

HPD uses this number as a point of reference and sets its own income requirements tailored to the needs of New Yorkers.

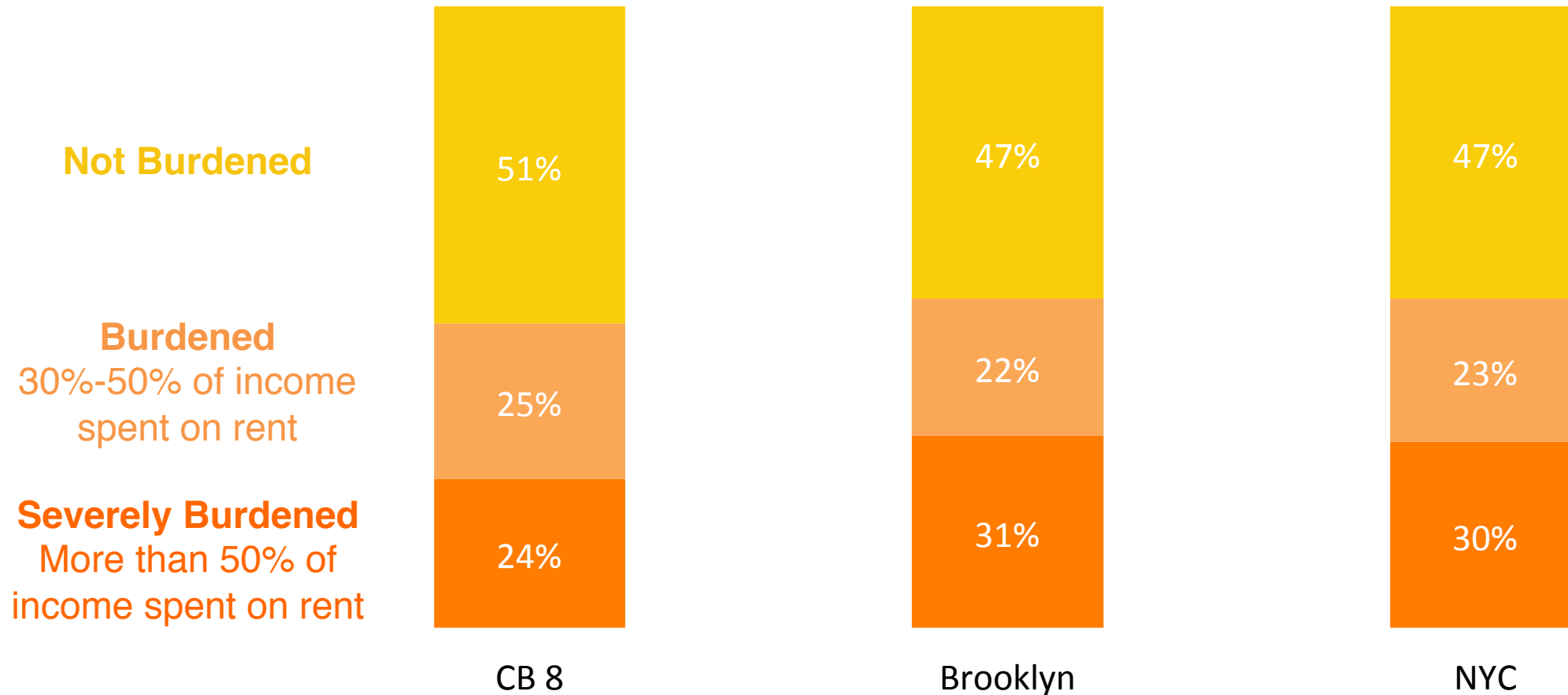


01 CB 8 Income Distribution



Source: ACS 2013-2017 5-Year Estimates
Income limits are for a three-person household (HUD 2017)

01 Community District 8 Rent Burden



Source: ACS 2013-2017 5-Year Estimates

*Does not include households in public housing or with vouchers

02 Neighborhood Context

Jurisdiction

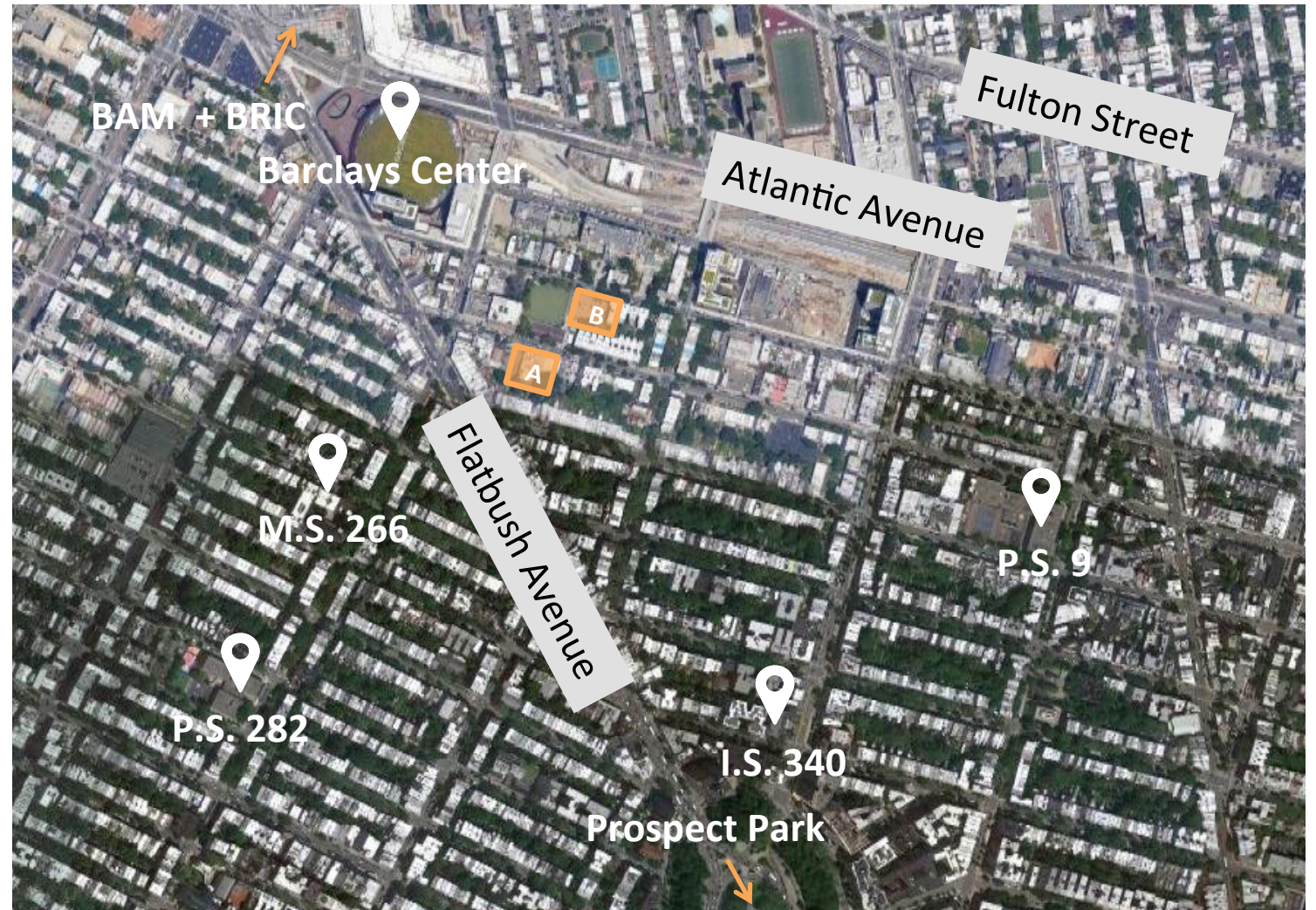
- Council District 35
- Community District 8

In proximity to

- Barclays Center
- Prospect Park
- Art Centers
- High-performing schools
- Fresh and healthy food markets

Located in a transit rich area

- 2/3/4/5/A/C/B/D/N/Q/R
- B41, B45, B63, B65, B67
- LIRR Atlantic Terminal station



02 Site A (516 Bergen Street) Context

- Block 1143, Lot 25
- Size: 17,051 SF
- Vacant HPD field office with parking



02 Site B (542 Dean Street) Context

- Block 1136, Lots 29, 32-35
- Size: 17,145 SF
- HPD parking lot



02 Seniors First Commitment

To house the increasing population of seniors, the de Blasio Administration has committed to creating or preserving 30,000 senior households by 2026 under the Housing New York plan. To meet this commitment, HPD launched Seniors First, a three-pronged strategy including:

Aging in Place

**Developing
New Housing**

Preservation



These sites were committed for the development of 80-100 senior homes

02 Senior Housing

HPD develops senior housing through the SARA program

- Income eligibility falls between 0% to 50% AMI
 - Addresses affordability for Extremely Low Income (ELI) populations
- Each unit has rental assistance
- Seniors pay 30% of their household income towards rent
 - Even if seniors see decreasing incomes they can age in place without rent burden because the rent is adjusted accordingly

02 Senior Housing on Site B

In order to make the senior housing project feasible, HPD is proposing to rezone both sites in order to fulfill the entire Seniors First commitment on 542 Dean Street. This also creates an opportunity to provide affordable homes for another population on 516 Bergen Street.

“Permanent affordable housing for varying income levels beyond “upper middle class” remains one of our highest priorities. Both low and moderate income single individuals and families, seniors, and disabled alike, require additional resources for housing. This need is more prevalent in District 8 now more than ever due to gentrification.”

*Statements of Community District Needs
and Community Board Budget Requests 2020
Brooklyn Community District 8*

02 Project Goals

Develop a feasible and efficient affordable senior housing project

Further fair housing goals of providing New Yorkers an opportunity in this high opportunity district

Provide space for community facility uses to address community needs

Create an opportunity to expand open space on Site B

Considerations

- Adjacency to several 9+ story buildings
- Proximity to the Flatbush Avenue commercial corridor
- Nearby multiple transit options
- Surrounded by many services, amenities and retail

03 Requests for Proposals

- Development on City-owned land is generally conducted through a competitive review process called a **Request for Proposals (RFP)**.
- Through an RFP, HPD calls for Applicants to submit development proposals that respond to a set of **defined goals and guidelines** in order to ensure the development of high-quality affordable housing.
- **Competitive criteria includes:**
 - Thoughtful response to community feedback
 - Residential and non-residential program
 - Financial feasibility
 - Quality of design and creativity
 - Development team experience



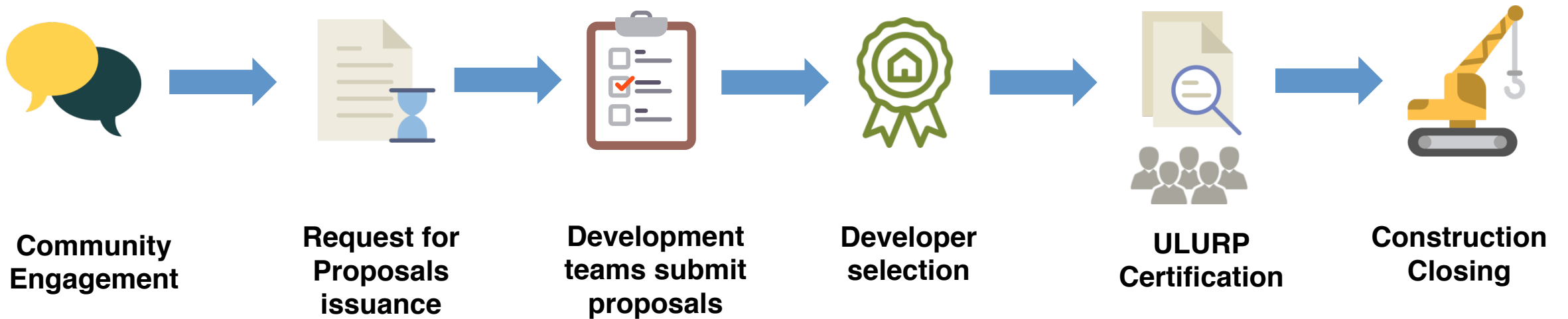
03 M/WBE RFP

The M/WBE RFP is part of HPD's **M/WBE Building Opportunity Initiative** which address disparities in minority and women-owned business enterprises' participation in the affordable housing development industry.

This RFP will require the lead development team member to be a M/WBE certified entity.



03 Request for Proposal Milestones

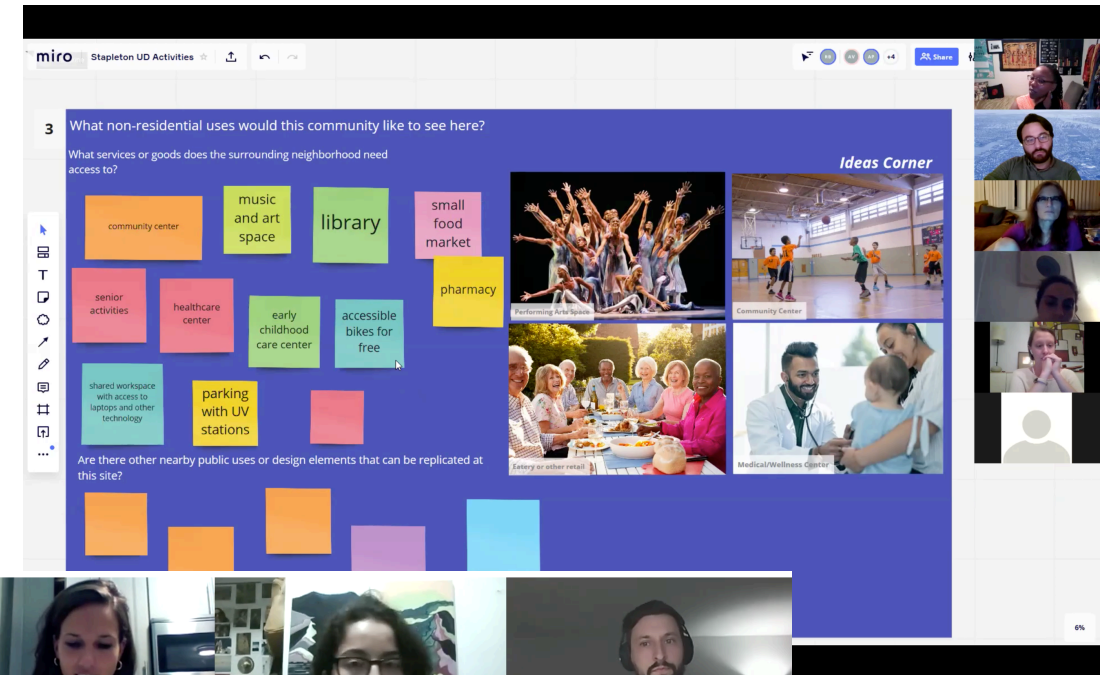


04 Goals of Community Engagement

- 1. Inform community members about the options available to develop Site A and Site B**
 1. Communicate key factors and conditions informing sites' development
 2. Consider how best to address community needs on these sites
- 2. Gather nuanced feedback on the community's vision for these sites and the housing needs of the greater community**
- 3. Deepen HPD's understanding of the impacts of COVID-19 and how these projects could mitigate such impacts in the future**
- 4. Draft a **Community Visioning Report** that synthesizes neighborhood priorities and effectively communicates them to prospective development teams**

04 Strategies for Community Engagement

1. Attend virtual public meetings
2. Complete website activities at nyc.gov/mwberfp2
 - Survey
 - Area mapping
1. Fill out an engagement packets
2. Write on the banner at the site
3. Leave a voicemail or text [917-613-8472](tel:917-613-8472)
4. Email mwberfp@hpd.nyc.gov



05 Q+A

Also feel free to reach us by:

- Visiting nyc.gov/mwberfp2
- Leaving a voicemail or texting **917-613-8472**
- Emailing mwberfp@hpd.nyc.gov

And join us on:

November 18 for the Urban Design Workshop

December 10 for the Report Back Meeting via CB 8's General Board Meeting