

# M/WBE RFP: 516 Bergen Street + 542 Dean Street Report Back Meeting

December 17, 2020



# Agenda

- 1. Review of:**
  - 1. Sites Context**
  - 2. Project Goals**
  - 3. Community Engagement**
- 2. Snapshot of Findings:**
  - 1. Residential programs**
  - 2. Non-residential programs**
  - 3. Building Design**
- 3. Next Steps**

# 02 Sites Context

**542 Dean Street**



**516 Bergen Street**



HPD is proposing to meet the 80-100 Seniors First commitment on 542 Dean Street and relocating the HPD parking and storage operations to 516 Bergen Street

# 01 Project Goals

**Address disparities in minority and women-owned business enterprises' participation in affordable housing development industry**

**Develop a feasible and efficient affordable senior housing project to meet the Seniors First commitment**

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

- Especially for Extremely Low, Very Low, Low and Moderate-Income households

**Provide space for community facility uses to address community needs**

**Expand open space on 542 Dean Street**

**Relocate HPD parking and storage on 516 Bergen Street**

# 01 Community Engagement Goals

- 1. Inform community members about the options to develop the sites**
  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**



# 01 Community Engagement Outreach

## 1. Public meetings

- Kick-off meeting 10/21
- CB 8 Housing and Land Use 11/10
- Urban Design workshop 11/17
- NPHA meeting 12/14

## 2. Comments

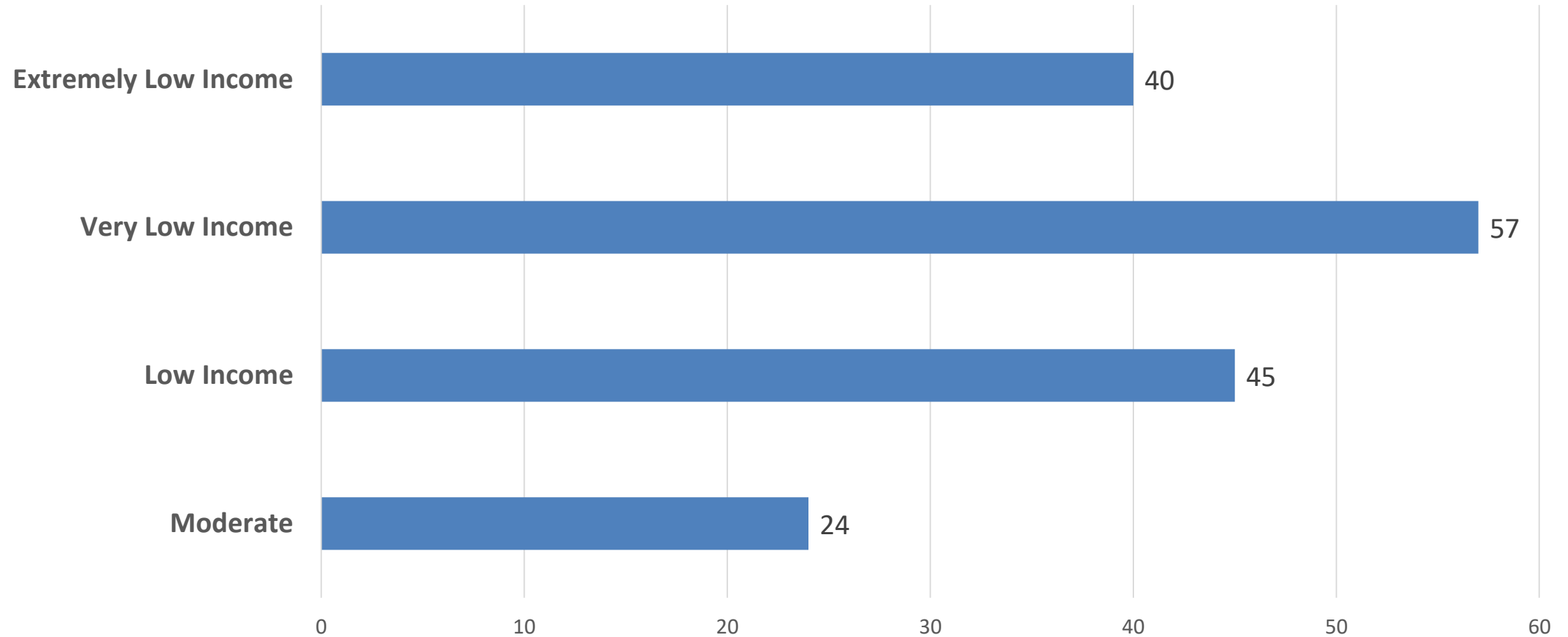
- Area mapping
- Emails
- Voicemails

## 3. Surveys

- Online 100+ responses and counting
- Engagement Packets

# 02 Residential Program at 516 Bergen Street

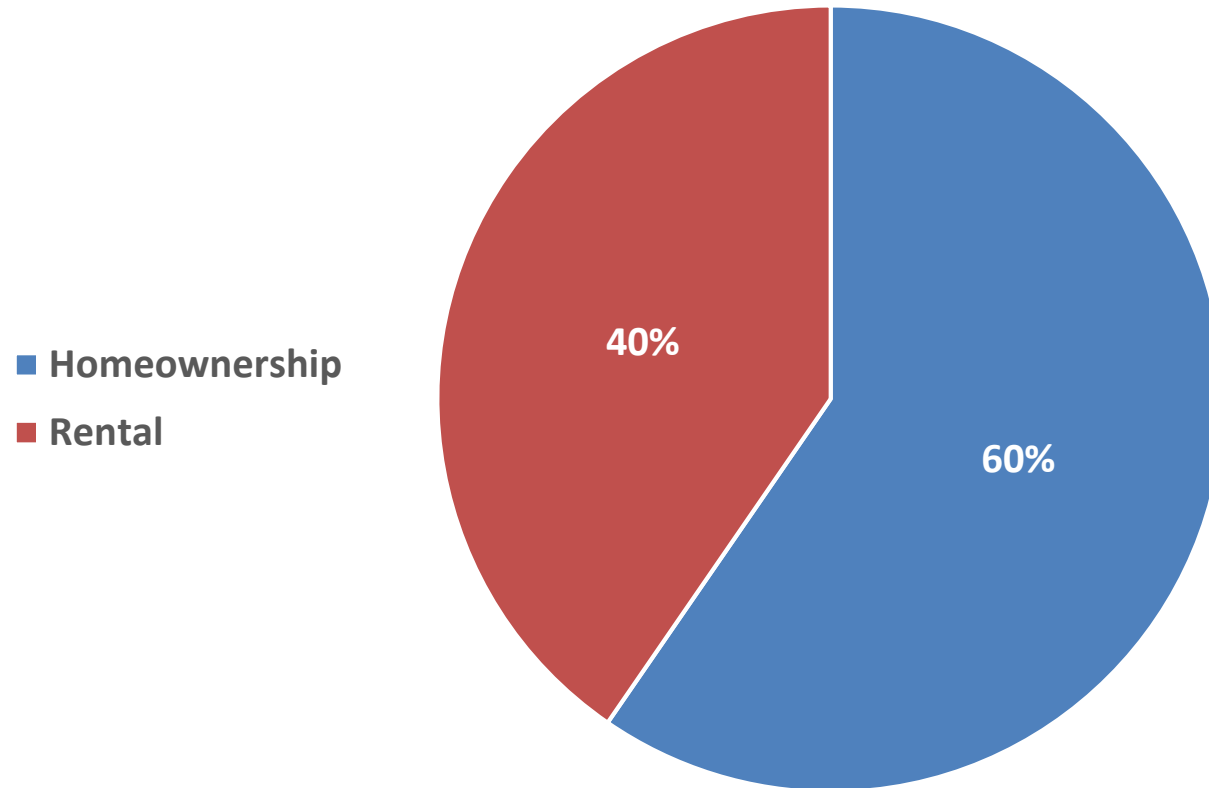
**Which household incomes should be prioritized on 516 Bergen Street?**



Respondents selected top 2 choices

# 02 Residential Program at 516 Bergen Street

Would you prefer rental or homeownership affordable housing for this site?



102 survey respondents, 92% responded to this question



# 02 Residential Program at 516 Bergen Street

**What other priorities should be incorporated when considering who this project should serve?**

## **Populations**

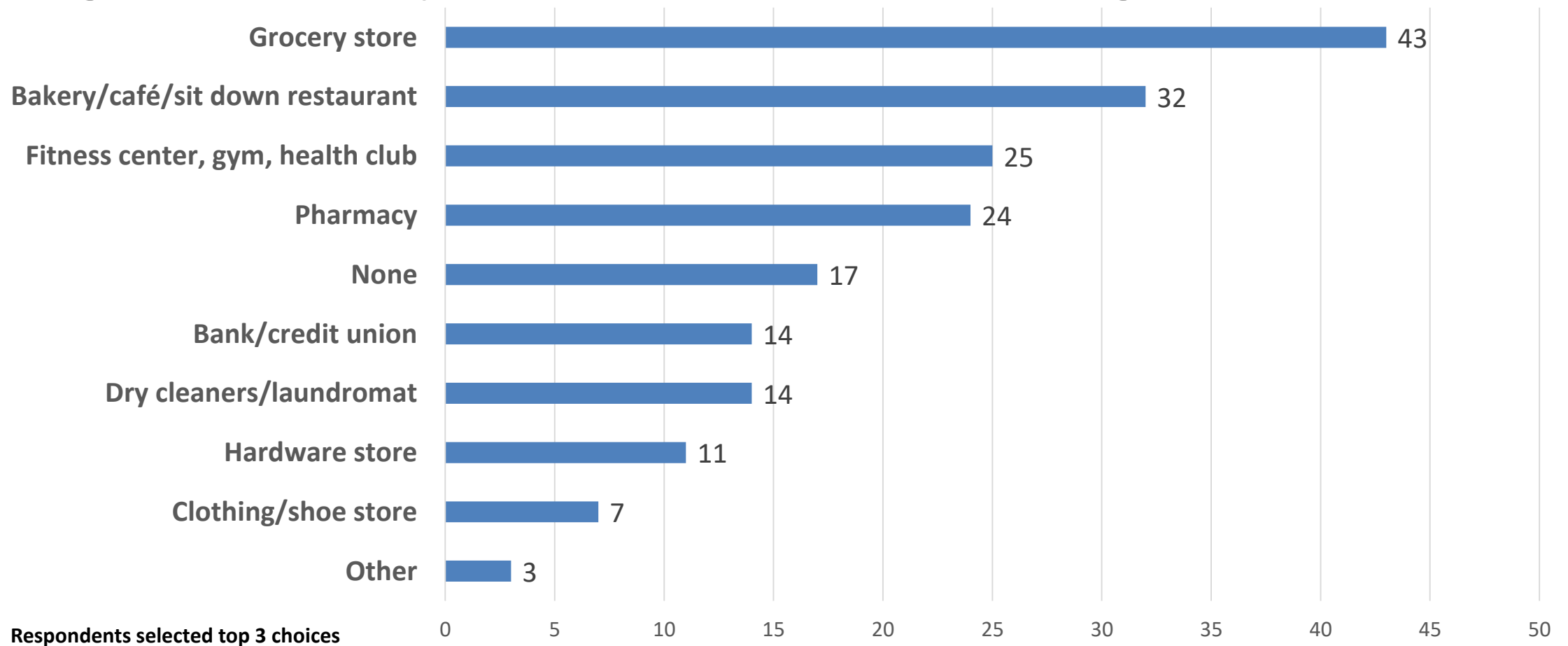
- **Homeless households**
- **Survivors of domestic abuse and violence**
- **Working family households**

## **Uses**

- **Community gathering spaces**
- **Homeless and senior supportive services**
- **Open space**

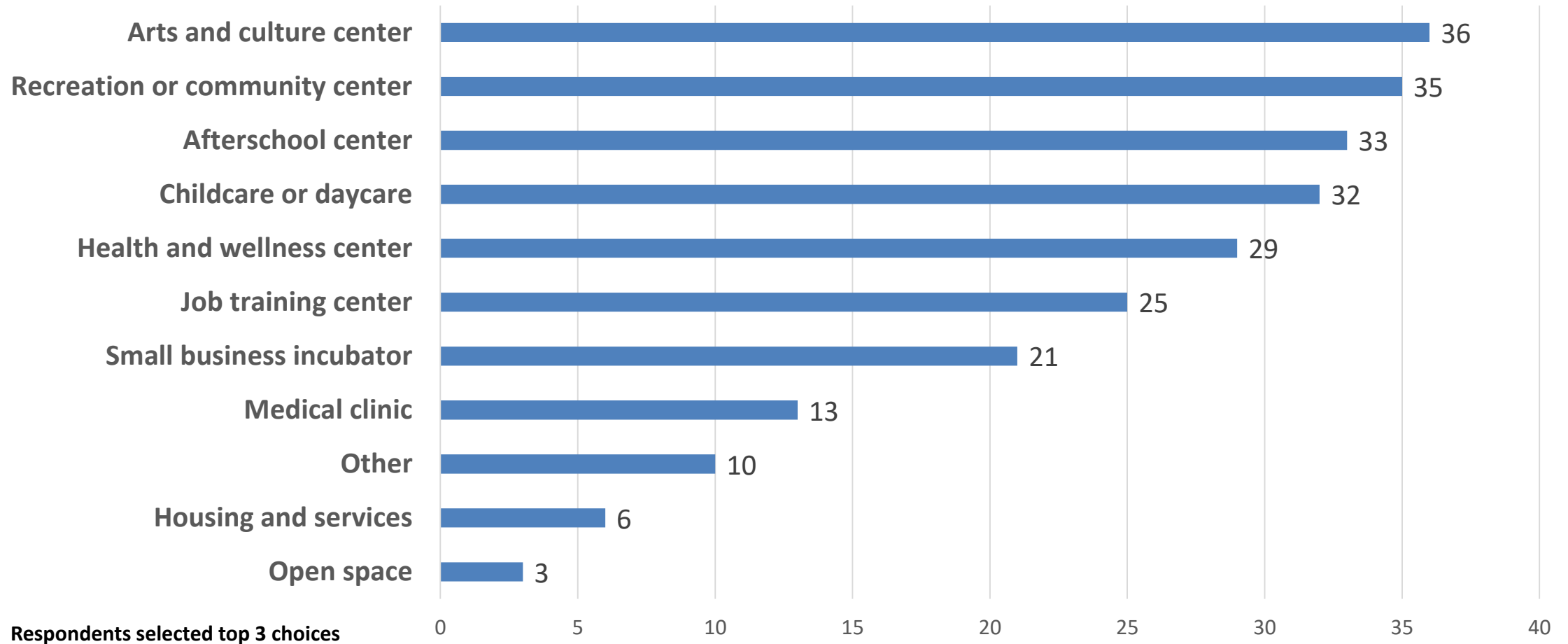
# 02 Non-Residential Program

**What type of retail and commercial businesses are needed in the neighborhood that you would like to see on 516 Bergen Street?**



# 02 Non-Residential Program

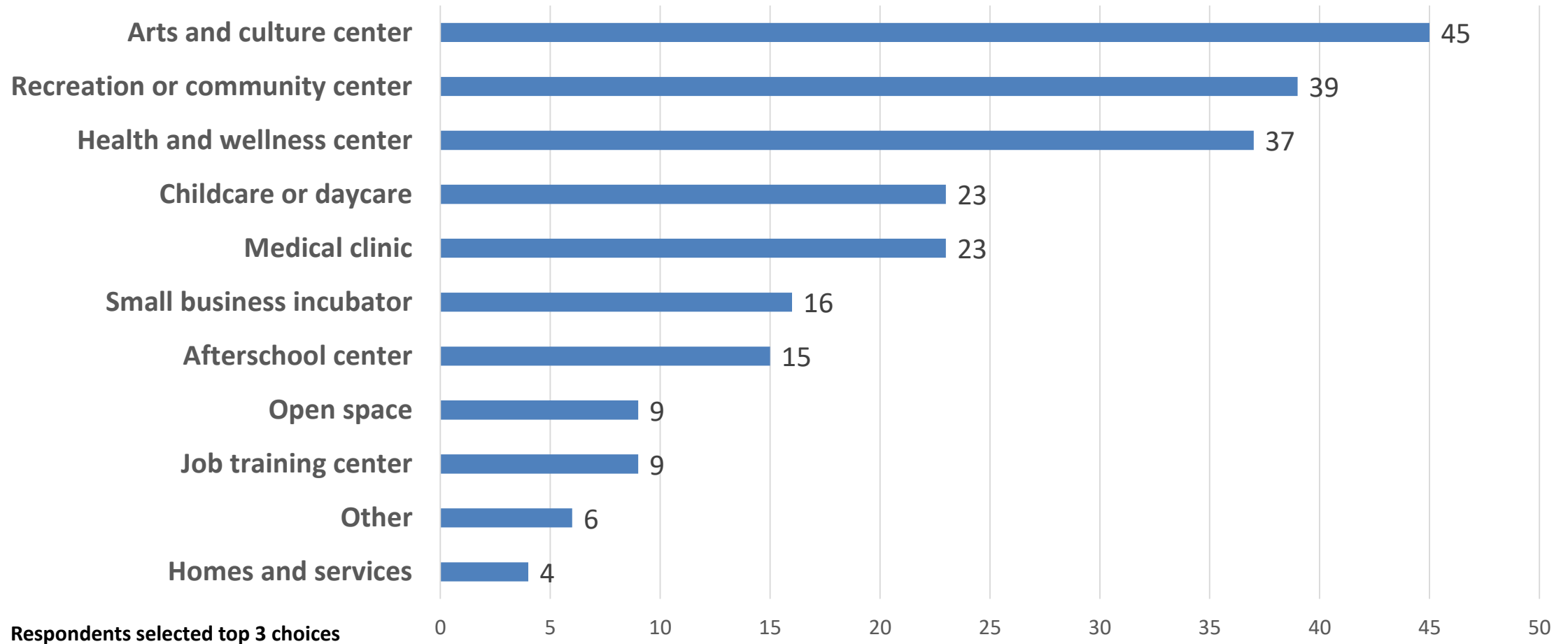
**What type of community spaces and services are needed in the neighborhood that you would like to see on 516 Bergen Street?**





# 02 Non-Residential Program

**What type of community spaces and services are needed in the neighborhood that you would like to see on 542 Dean Street?**

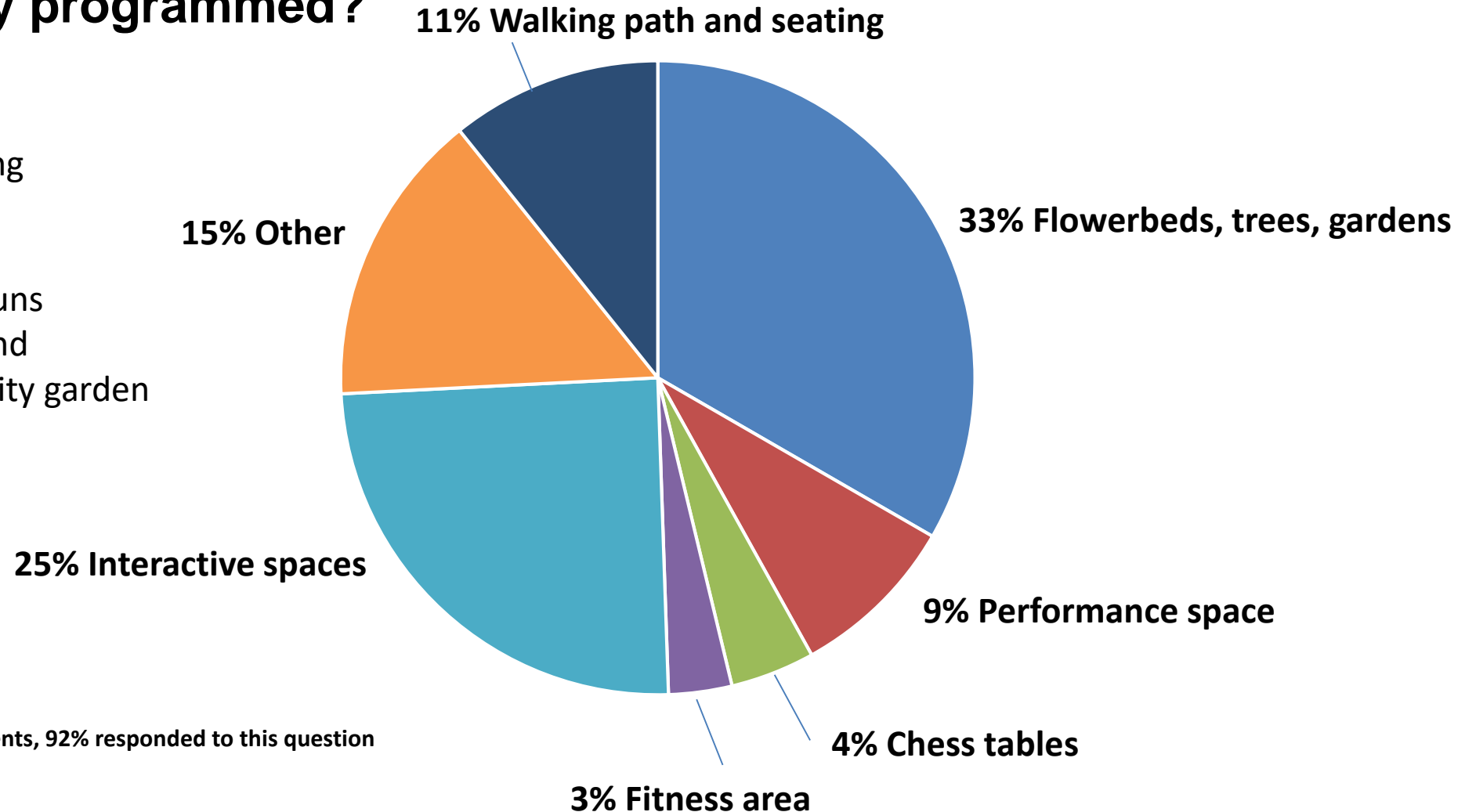


# 02 Open Space at 542 Dean Street

If some of the site is dedicated to open space how should this space be passively programmed?

Other

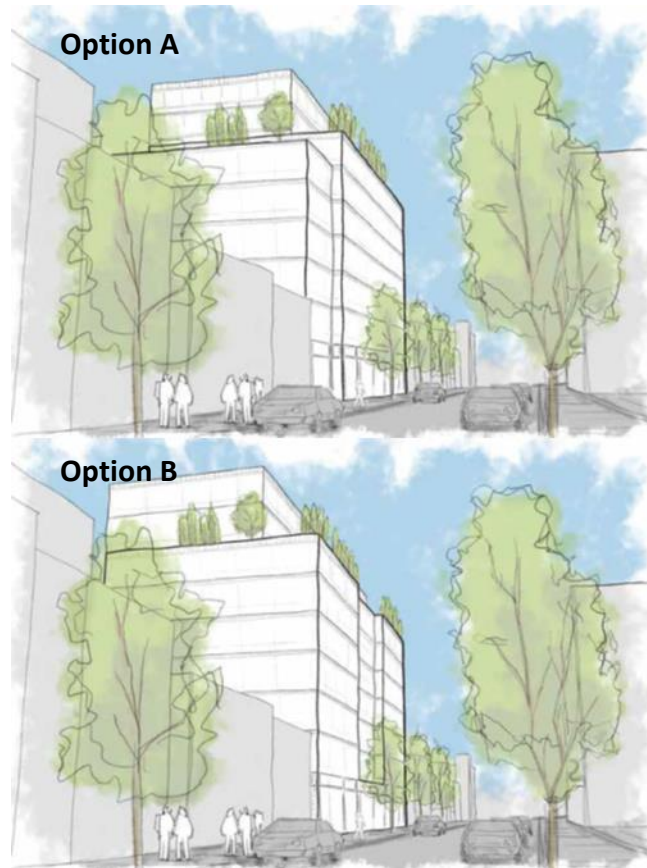
- No parking
- Parking
- Dog runs
- No dog runs
- Playground
- Community garden



102 survey respondents, 92% responded to this question

# 02 Building Design at 516 Bergen Street

With modified zoning the building could be as tall as 9 stories, which would you like the building to look like?

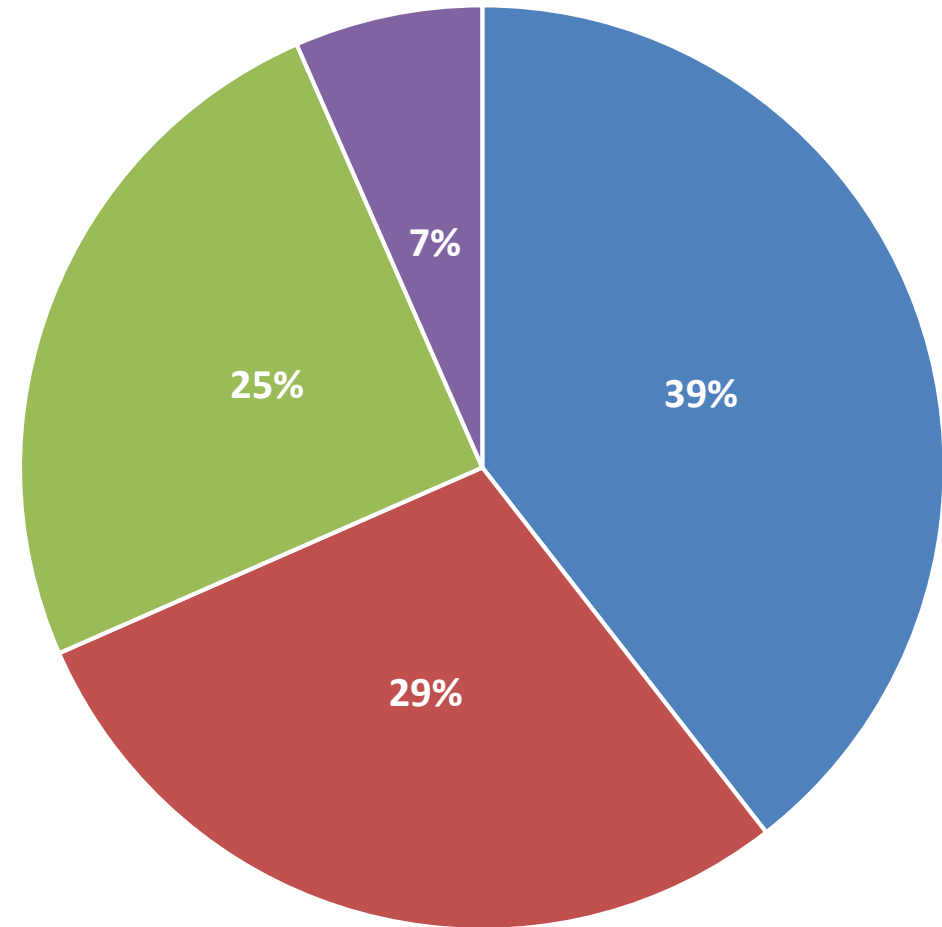


■ Option B

■ Option A

■ Smaller buildings

■ Taller buildings



102 survey respondents, 84% responded to this question



# 02 Building Design at 516 Bergen Street

**Building Shapes Site A Bergen St.**  
How do you feel about the building shapes pictured here (Think about the bulk, form, height, etc.)?

varied heights - up to 9 floors

Newwalk condos have huge setback

warehouse buildings are tall

goes up to 9 floors

add more units

in support of taller buildings to maximize affordable housing

no building over 4 stories

Carlton Street historic district limits height

doesn't cut it for my backyard

feels like building would intrude on neighborhood

impede on light and air

Doesn't feel like these sketches represent what it's actually like

doesn't need to be 9 stories

**Building Shapes Site A Bergen St.**  
How do you feel about the building shapes pictured here (Think about the bulk, form, height, etc.)?

how does the design support the use and function of the building? break up continuity and visual mass of the street wall, how can design fit within the context and speak to the history of the neighborhood (not just brownstones, but also industrial -- not just steel and glass -- like the former Daily News building), visual character with masonry and other materials that break up the massing

importance of outdoor spaces or 'micro-balconies' that don't require residents to leave their building to access open space

building based on existing zoning (can permit up to 62 units based on NPHA analysis)

how big and tall should the buildings be? existing zoning makes sense to support

nine-story buildings do match the context and are appropriate

is removing street parking a way handle this issue?

traffic issues are really important; setback, separate access, curb cut or other loading space for emergency vehicles

**Architectural Style and Facade Site A Bergen St.**  
What about the architectural style? Some of these are more traditional, and other more modern. What would fit in well to this community?

would like some detail

facade articulation (no shear wall)

not pre-fab look

big windows

natural tones

mix of older looking facade w/ new materials

+older looking facades

preference for right 2 bldgs over left 2

**Architectural Style and Facade Site A Bergen St.**  
What about the architectural style? Some of these are more traditional, and other more modern. What would fit in well to this community?

Not all glass curtain wall that will reflect on playground

No more red! (Pacific Park)

Architectural credibility

Transparent

Not abrupt change from abutting bldgs

Be aware of historic district in terms of massing

Open ground floor

Like materials

+2

+3

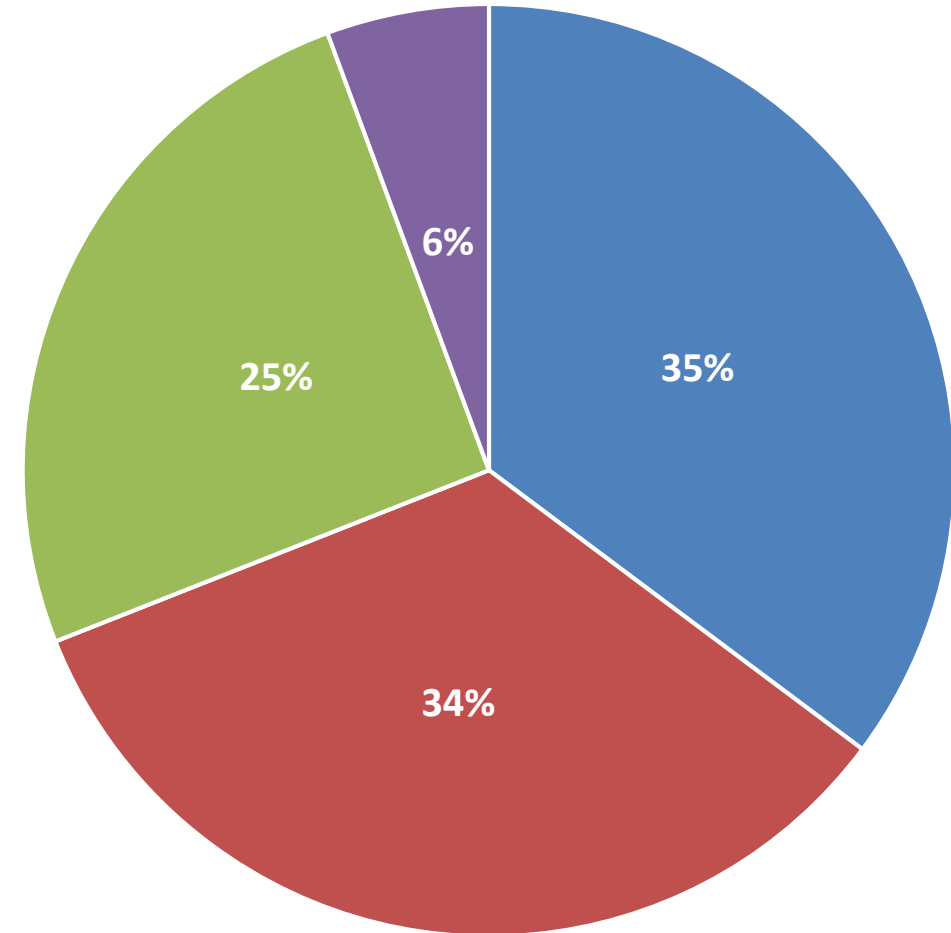
Least popular

# 02 Building Design at 542 Dean Street

**With modified zoning the building could be as tall as 9 stories, which would you like the building to look like?**



- Option A
- Option B
- Smaller buildings
- Taller buildings



102 survey respondents, 84% responded to this question



# 02 Building Design at 542 Dean Street

## Architectural Style and Facade Site B Dean St.

What about the architectural style? Some of these are more traditional, and other more modern. What would fit in well to this community?

### Ideas Corner

Grey style is contextual (light colored block of bldgs)

Emulation is not always successful

Creative response to surrounding textures

Vehicular drop off for seniors

Both Sites

As many homes as possible

Strong community fabric

Window height match 2nd story of neighbors

Trust a good architect

Transparency (but not mirrored glass)

Sense of light and air

Eco-friendly, considers trash disposal

Street trees, sense of horticulture, inviting lobbies



## Building Shapes Site B Dean St.

How do you feel about the building shapes pictured here (Think about the bulk, form, height, etc.)?

(same opinions on overall height)

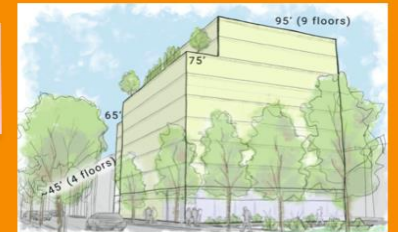
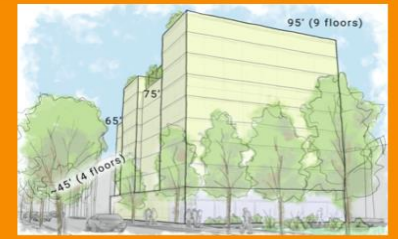
concerns about sheer wall along playground, sound issues

public art along playground facade (channeling CM Cumbo)

can there be a setback facing the playground?

prefers full setback along street

+1



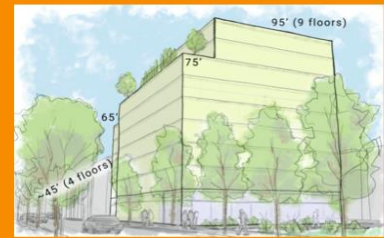
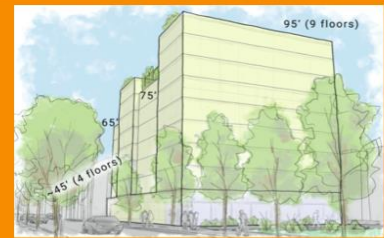
## Building Shapes Site B Dean St.

How do you feel about the building shapes pictured here (Think about the bulk, form, height, etc.)?

Keep it at current zoning - want to keep it at 6-7 stories max

height can be visually/sensually overwhelming - crowds smaller buildings

lower height to ensure playground gets enough light, and that context of other neighboring use (4-story, historic district building)



## Building Shapes Site B Dean St.

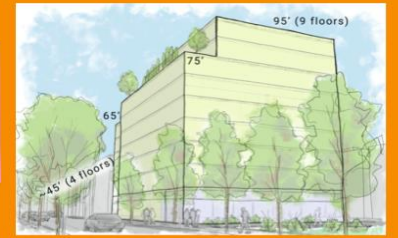
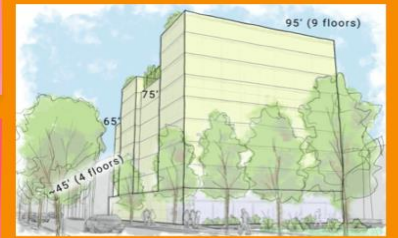
How do you feel about the building shapes pictured here (Think about the bulk, form, height, etc.)?

first picture

may not be a good garden site

center terrace will be in shadow

bulk needs to reflect that seniors like to sit outside





# 03 Request for Proposals

HPD will draft a **Request for Proposals (RFP)** to call 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 Next Steps: Community Visioning Report+RFP



# Thank you

Visit [nyc.gov/mwberfp2](https://nyc.gov/mwberfp2)

Leave a voicemail or text **917-613-8472**

Email [mwberfp@hpd.nyc.gov](mailto:mwberfp@hpd.nyc.gov)