Affordable Housing is Coming to the East Village!

324 E 5th Street

April 15, 2025

Content in this presentation is a draft. Final statistics and graphics can be found in the Community Visioning Report which will be published on the project website

Community Engagement Report-Back Presentation

NYC
Department of Housing Preservation & Development
Office of Neighborhood Strategies

Agenda

1. **Project Background and Community Engagement**
   - Site overview
   - Engagement strategy
   - Community visioning workshop
   - Timeline

2. **What We Heard**
   - Who we heard from
   - Residential programming
   - Ground floor (non-residential) use
   - Building form
   - General comments

3. **Next Steps**

4. **Discussion**

1. Project Background and Community Engagement

Project Background and Community Engagement
Site overview

- 324 E 5th Street (Block 446, Lot 20)

- Community District 3

- Council District 2 (Carlina Rivera)

- 11,540 SF development site (northern portion of the lot)

- DOE jurisdiction

- Currently used as NYPD parking (approx. 50 spaces)

- R8B zoning district

Office of Neighborhood Strategies

- Soho/Noho Points of Agreement
  1. Prioritize the development of City-owned land at 324 East 5th Street for affordable housing
  2. Development will be subsequent to relocation of NYPD parking. Agencies will evaluate potential relocation and incorporation into new building.

Project Background and Community Engagement
Engagement strategy

- Project website

- Email blasts

- Social media posts

- Engagement toolkit

- Tabling and flyering

- Questionnaire

- Public workshop
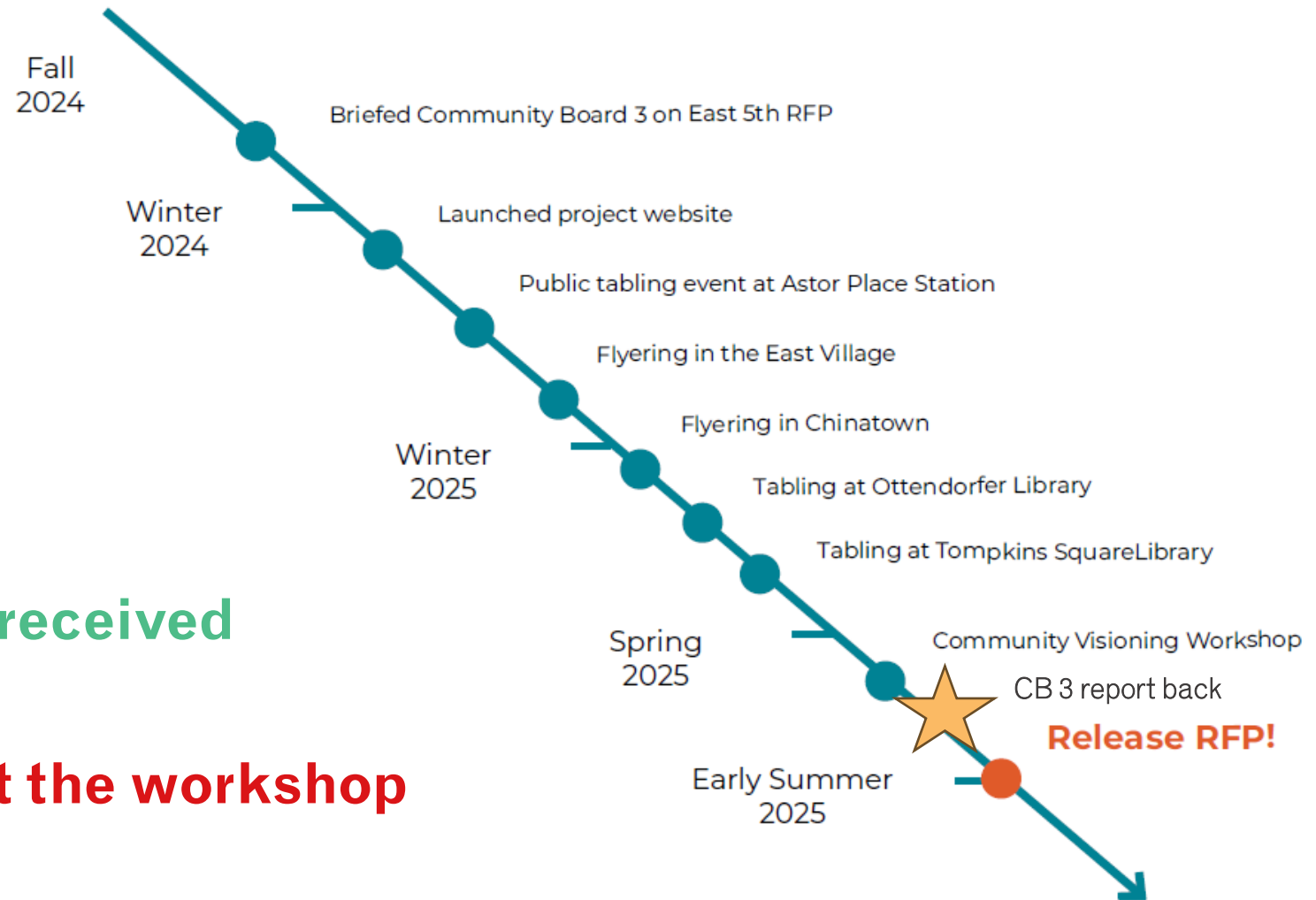
Project Background and Community Engagement
Timeline and highlights

Fall 2024 — Briefed Community Board 3 on East 5th RFP

Winter 2024 — Launched project website

Public tabling event at Astor Place Station

Flyering in the East Village

Flyering in Chinatown

Winter 2025 — Tabling at Ottendorfer Library

Tabling at Tompkins Square Library

380 questionnaire responses received

Spring 2025 — Community Visioning Workshop

CB 3 report back

Release RFP!

34 questionnaires filled out at the workshop

Early Summer 2025

Office of Neighborhood Strategies

NYC Department of Housing Preservation & Development

2. What We Heard

Relationship to the Area

Chart: Relationship to the Area (percentages)
- I live here: 81%
- I shop at businesses and/or use services here: 65%
- I spend time with family and/or friends here: 63%
- I work here: 33%
- I'm not sure/I don't have one: 1%

100% of respondents answered this question
Respondents could select **all that apply**

ZIP Code

- 95% of respondents live in Manhattan
- 50% live on the site ZIP code
- 31% live in ZIP codes adjacent to the site

NYC Department of Housing Preservation & Development | **Office of Neighborhood Strategies**
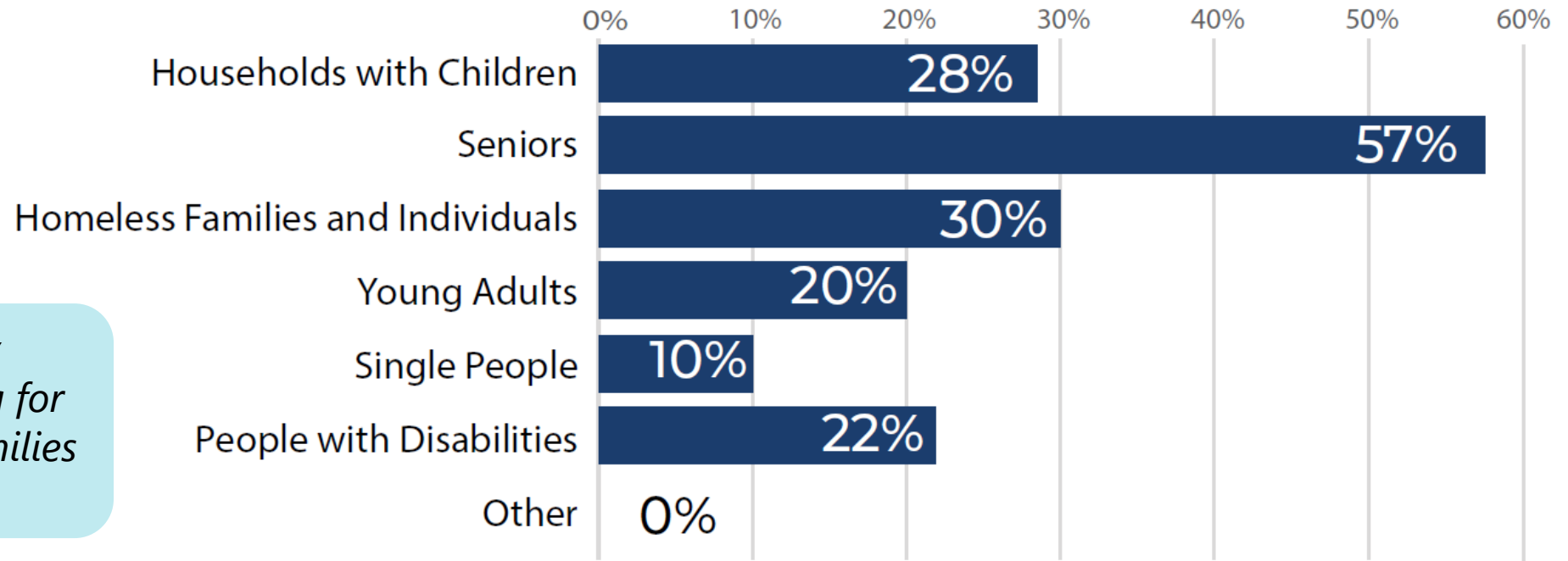
Questionnaire respondents felt seniors face the greatest challenge in finding housing in the neighborhood.

"There are many elderly living in walk-ups on this block who would benefit from a more accessible building."

*"We need truly affordable housing for individuals and families with children."*

Category	Percentage
Households with Children	28%
Seniors	57%
Homeless Families and Individuals	30%
Young Adults	20%
Single People	10%
People with Disabilities	22%
Other	0%

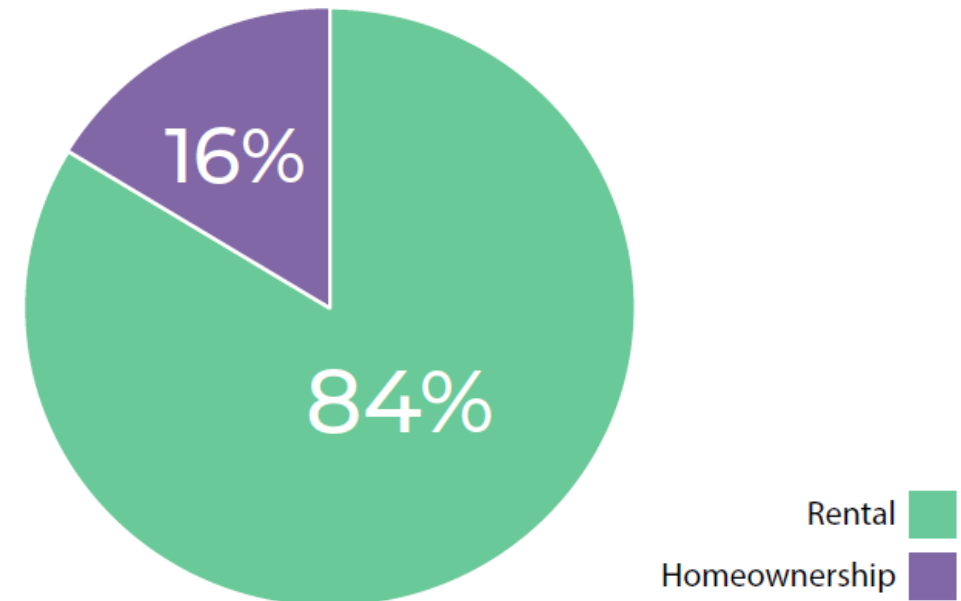Respondents chose **up to two** options

99% responded to this question

Housing: rental or homeownership

The majority of respondents prefer rental housing.
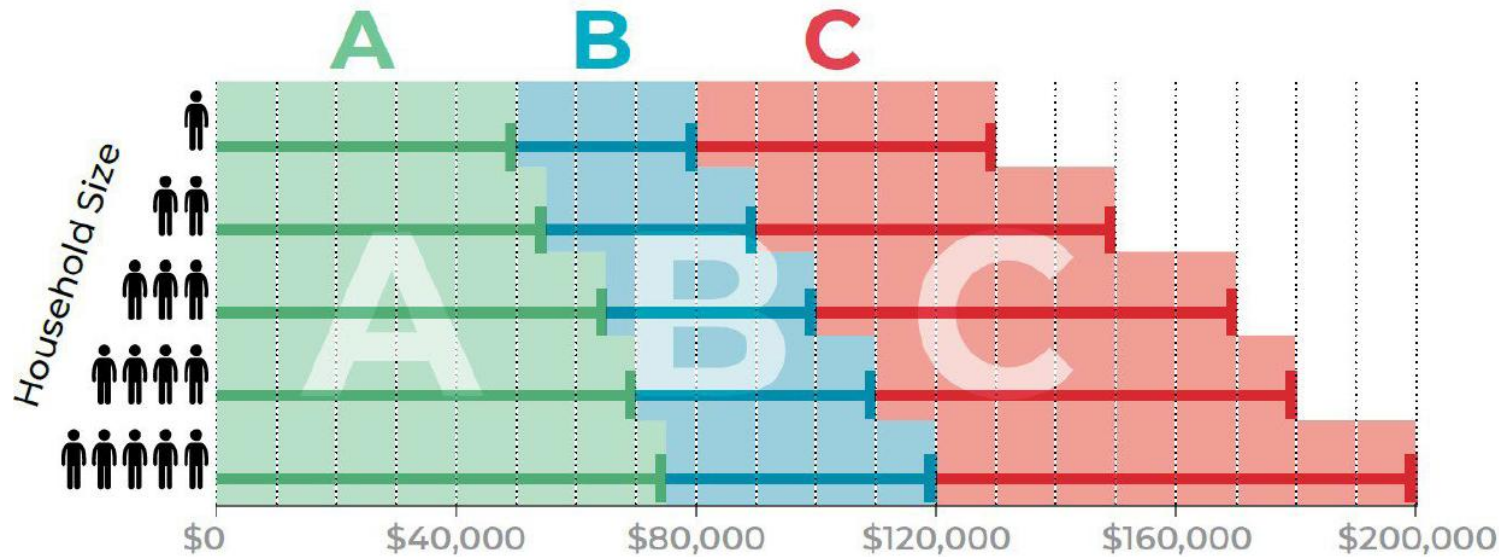
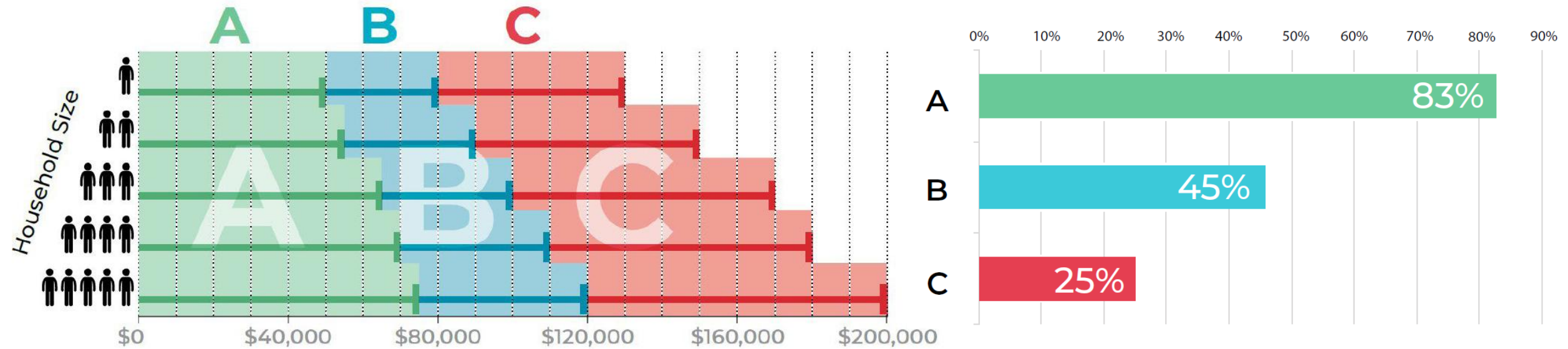Homeownership available only to households with "C" incomes above

97% of respondents answered this question

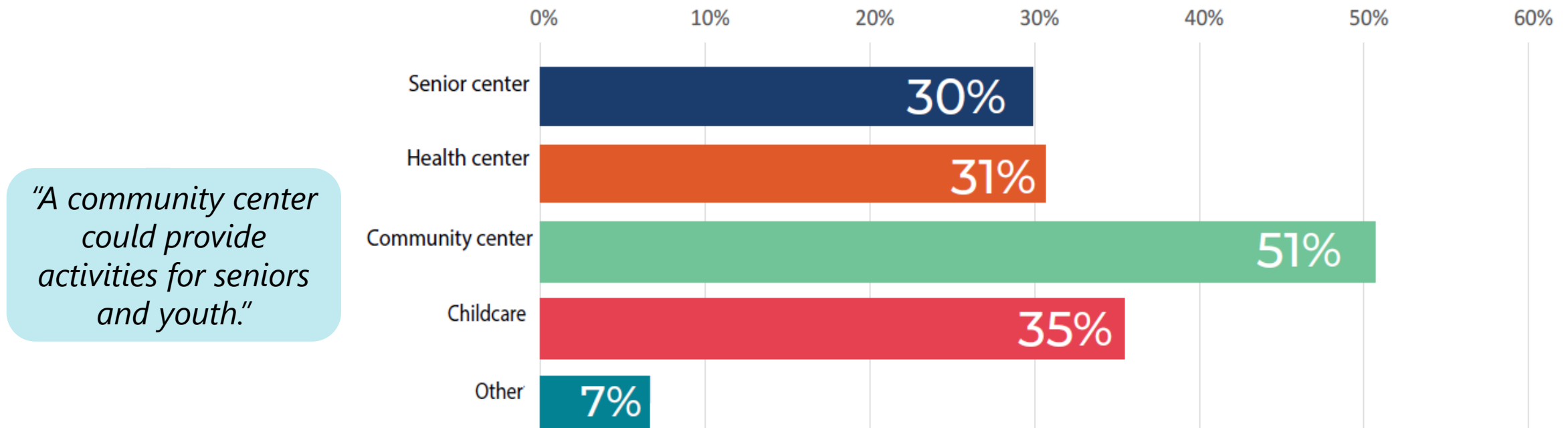A majority of respondents prefer affordable units for lower income households.

Homeownership available only to households with "C" incomes above

Respondents could select **all that apply**
98% of respondents answered this question

Respondents said they would like to see a community center that is accessible to the wider community.

"A community center could provide activities for seniors and youth."

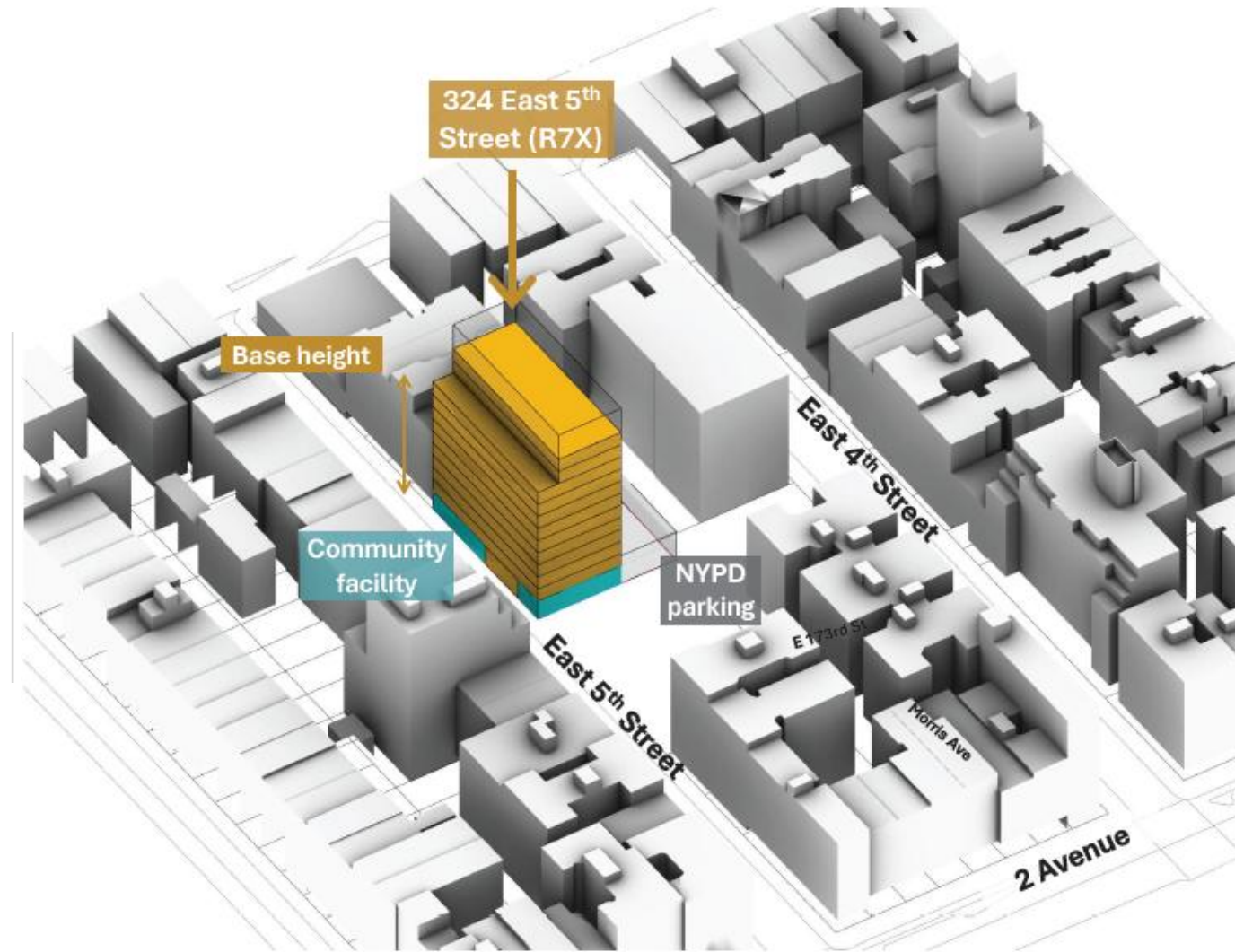|	
Senior center	30%
Health center	31%
Community center	51%
Childcare	35%
Other	7%

Respondents chose **up to two** options

95% of respondents answered this question

Potential rezoning and building form

- **Existing Zoning (R8B):**
  Up to 9 stories

- **Proposed Zoning (R7X):**
  Up to 14 stories

*Number of homes could vary based on
 housing program and unit size.

Potential rezoning and building form

- General support for rezoning

- Some buildings in surrounding area (including NYPD precinct across the street) set taller context

- Building setbacks should be used thoughtfully ("wedding cake analogy") to reduce visual impact

"It is important to build this as densely as possible. We are in a housing crisis."

"The building should not be a high-rise. Ideally it should be well designed, with plants and terrace spaces."

"We need deeply affordable housing here, and a design that fits into the neighborhood (i.e. brick facade) and green building measures. A multi-use community center (with childcare and activities for all ages) would be a great addition."

"I lived on this block for years and I'm so happy this is under consideration. My main desire is to maximize the number of potential residents that can live in this development."

What We Heard
General comments

"A community center could provide activities for children, young people, seniors. I feel it should be multi-purpose."

"As a senior advocate and caregiver, I believe it is imperative to prioritize the living conditions of our seniors in need while also providing opportunities for young adults striving to live within their own communities."

"Build as many units as you can and as fast as you can. We have a 1.4% rental vacancy rate and housing delayed is housing denied. Projects like this should be approved immediately and construction should start yesterday."
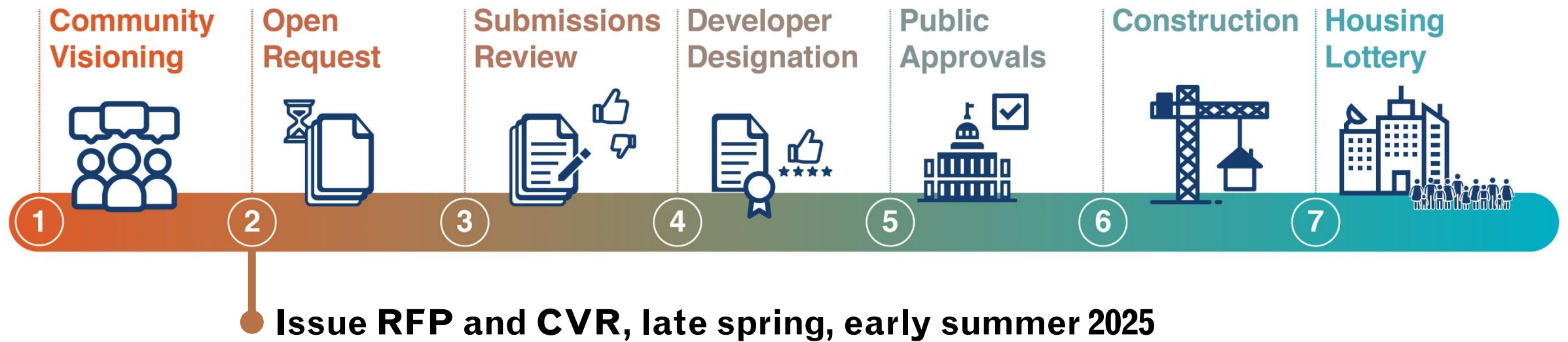
"Some green space."

"The site should include community use of a community garden or green space."

"The site should include a community room, green space, a bike room, and green roof."

3. Next Steps

Next Steps
Development process

Community Visioning 1

Open Request 2

Submissions Review 3

Developer Designation 4

Public Approvals 5

Construction 6

Housing Lottery 7

Issue RFP and CVR, late spring, early summer 2025

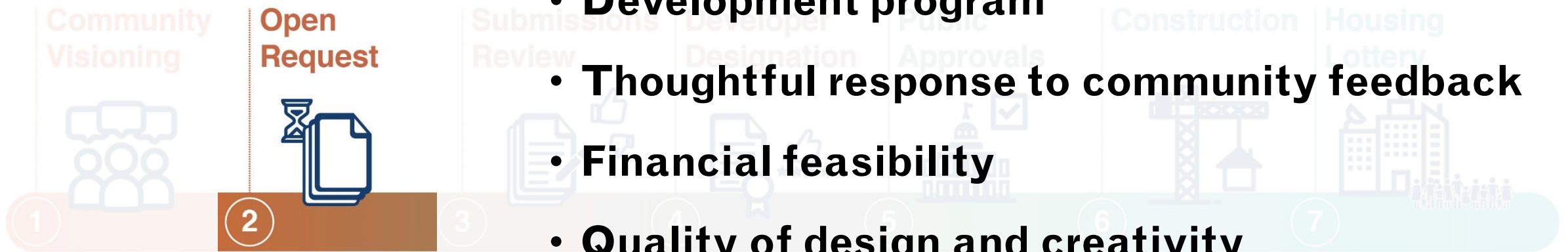**NYC** Department of Housing Preservation & Development | **Office of Neighborhood Strategies**

Request For Proposals (RFP) Document

RFP criteria to include:

- **Development program**

- **Thoughtful response to community feedback**

- **Financial feasibility**

- **Quality of design and creativity**
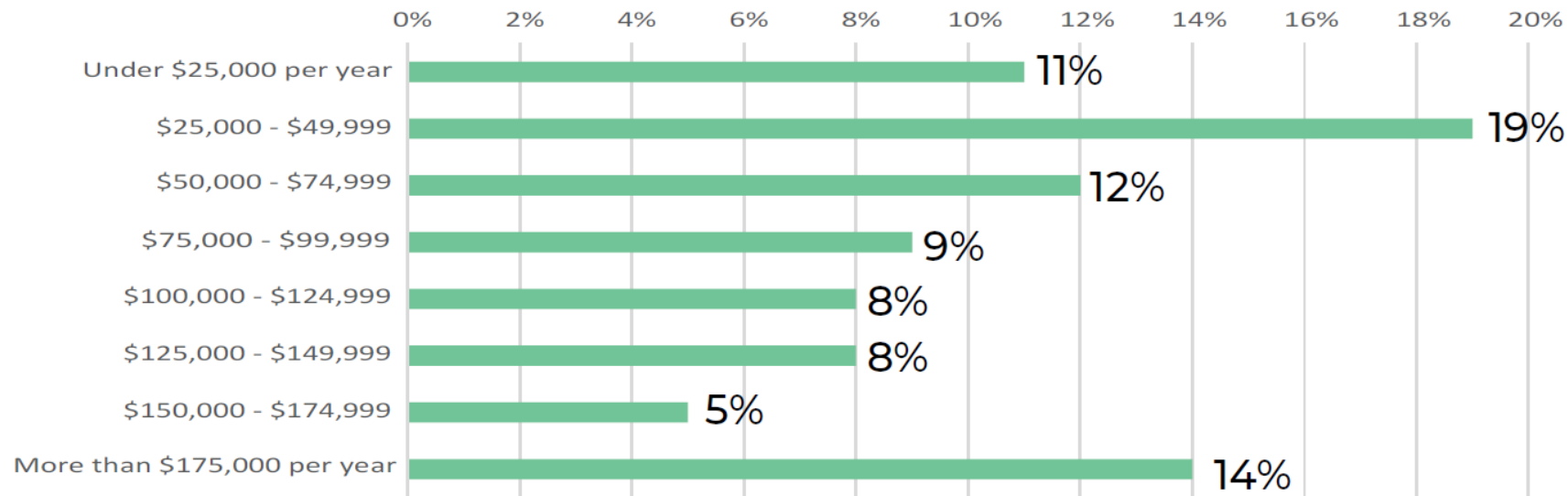
- **Development team experience**

Community Visioning

Open Request

Submissions Review

Developer Designation

Public Approvals

Construction

Housing Lottery

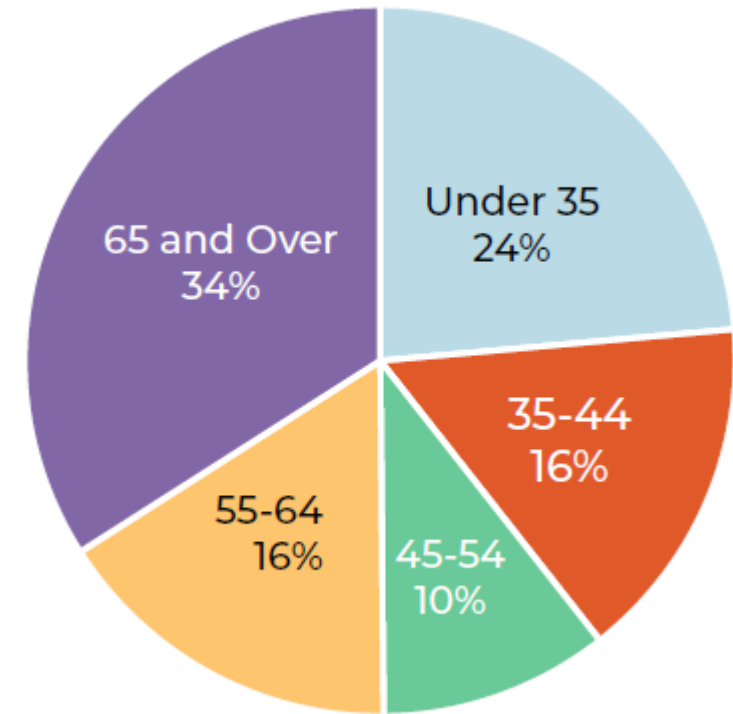1 2 3 4 5 6 7

4. Discussion

Appendix

Household income and age

Household Income

97% of respondents answered this question

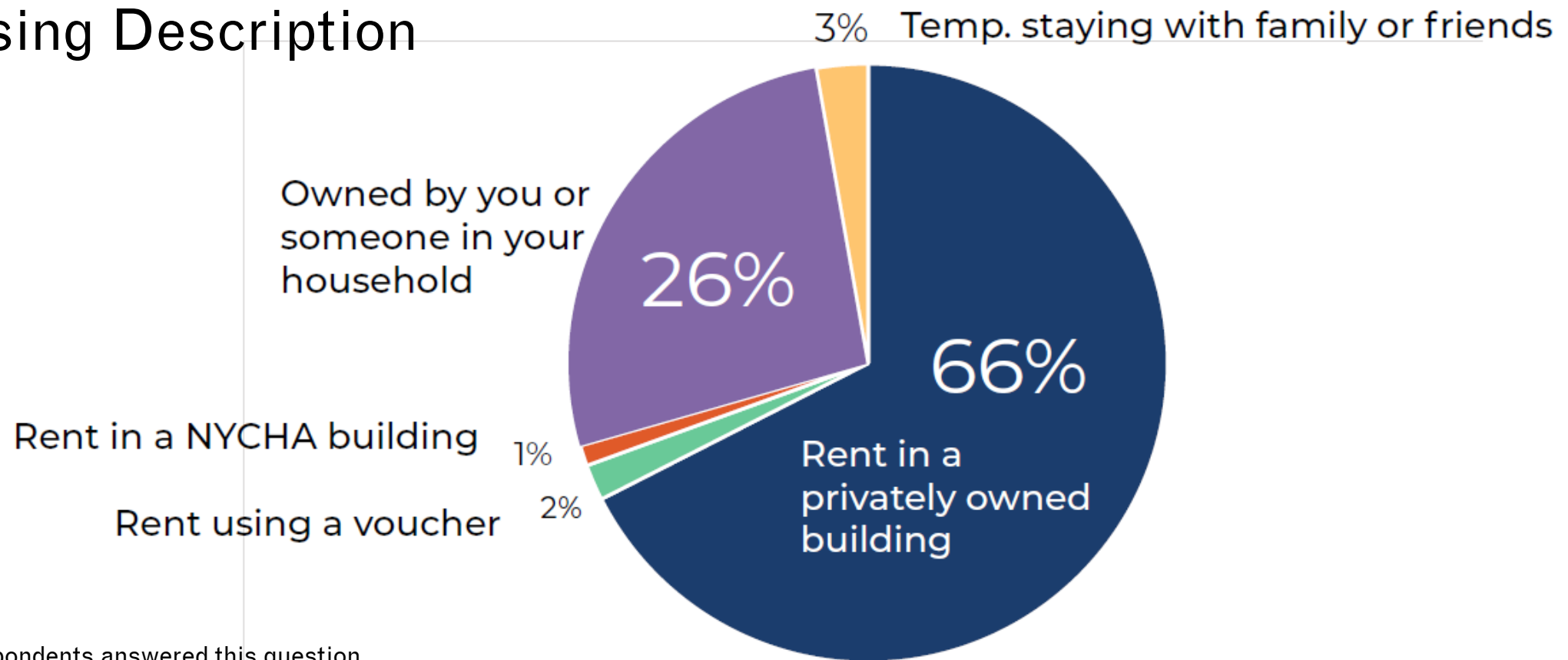*not featured are those who selected "Prefer Not To Answer." This accounts for 14%.

Median Age: 55

88% of respondents answered this question

Housing Description

3%   Temp. staying with family or friends

Owned by you or someone in your household
26%

Rent in a NYCHA building   1%

Rent using a voucher   2%
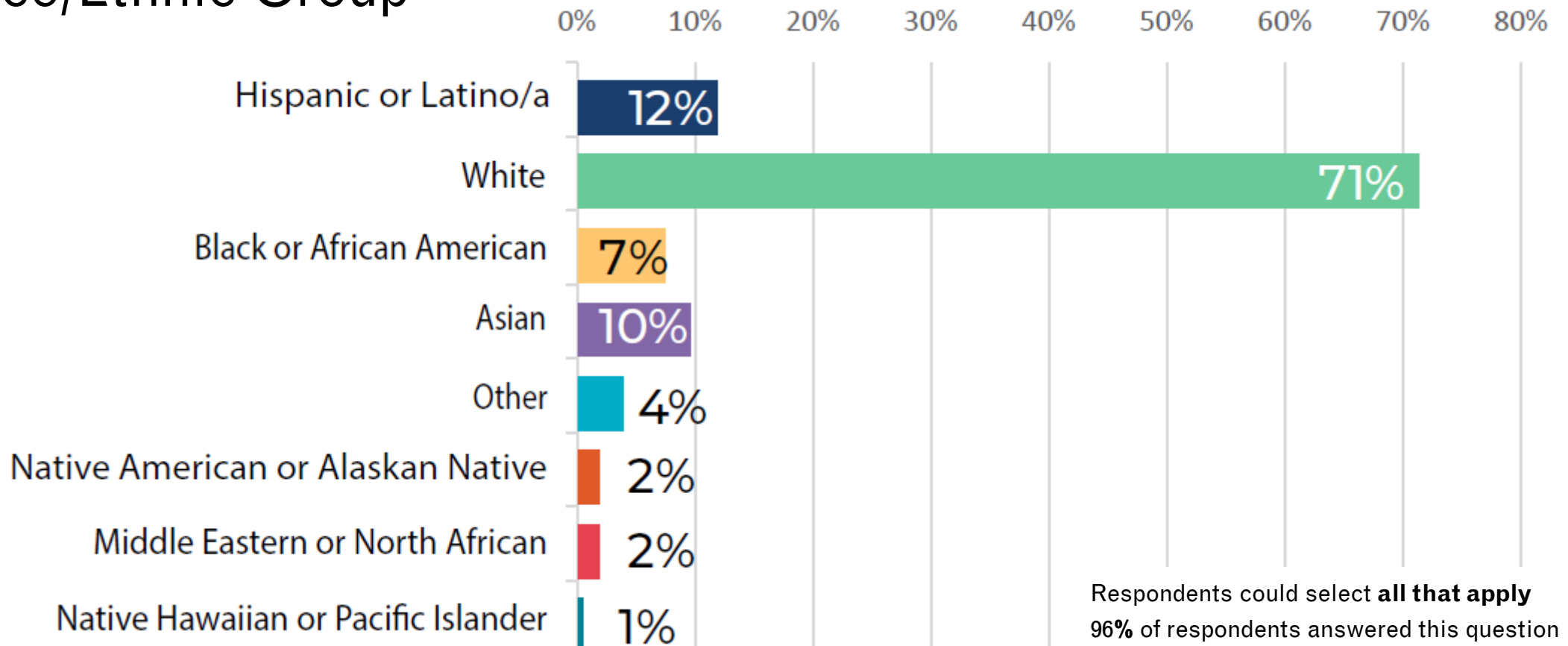
66%
Rent in a privately owned building

97% of respondents answered this question

*not featured are those who selected "Not Sure." This accounts for 2%.

Race and ethnicity

Race/Ethnic Group

Respondents could select **all that apply**

96% of respondents answered this question

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