

Affordable Housing Coming to the East Village!

324
E 5th
Street



June 23, 2025

Pre-Submission Conference

NYC
Department of
Housing Preservation
& Development
Office of Neighborhood
Strategies

Pre-Submission Conference

Housekeeping

- All participants will be muted upon entry.
- This conference will be recorded for internal purposes only; it will not be made public.
- Questions and answers from this session will be made public through an addendum.
- Contact information for those who RSVP'd and indicated contact can be shared will be made available through an addendum.

Pre-Submission Conference

Question and Answer Instructions

- Questions will be answered at the end of the presentation.
- Please type your questions into the chat box as they arise. We will give you a chance to read them aloud later.
- If you would like to speak to ask a question, please raise your hand at the end of the presentation, and we will call on you to unmute and speak.

Agenda

1. Project Overview
2. Development Goals
3. Community Visioning Report
4. RFP Review Process and Evaluation Criteria
5. Submission Instructions
6. Questions and Answers



1. Project Overview

Project Overview

Site overview

- 324 E 5th Street (Block 446, Lot 20)
- Community District 3
- Council District 2 (Carlina Rivera)
- Approx. 11,520 SF development site (northern portion of the lot)
- DOE jurisdiction
- Currently used as NYPD parking (approx. 50 spaces)
- R8B zoning district
- SoHo/NoHo Points of Agreement – development of site for affordable housing



Project Overview

Neighborhood Context: Land Use



324 East 5th Street,
Manhattan
(Block 446, part of Lot 20)

Land Use
The Site

No Data

1 - 2 Family

Multi-Family Walk-Up

Multi-Family Elevator

Mixed Residential & Commercial

Commercial & Office

Industrial / Manufacturing

Public Facilities & Institutions

Transportation & Utility

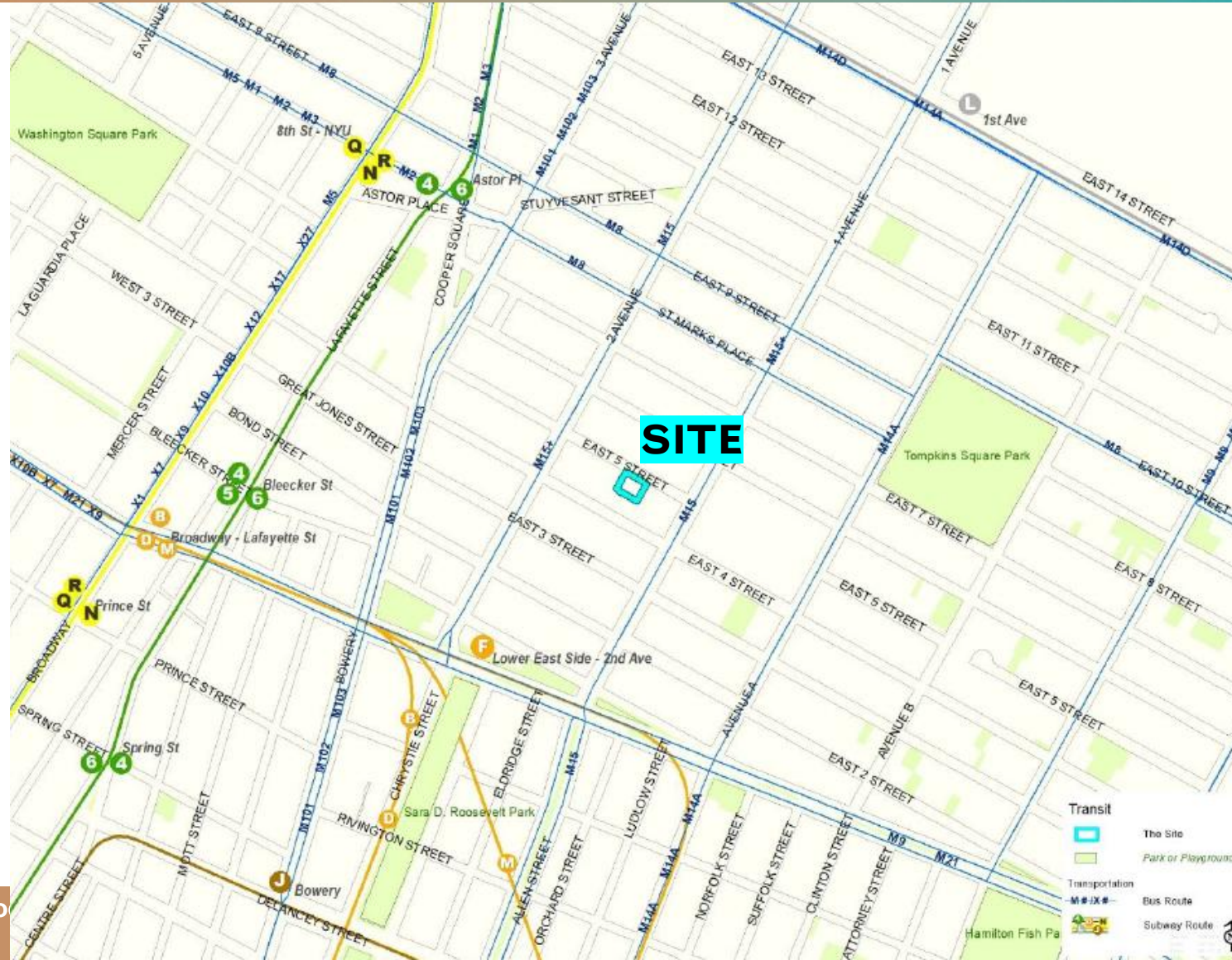
Open Space/Outdoor Recreational

Parking Facility

Vacant Land

Project Overview

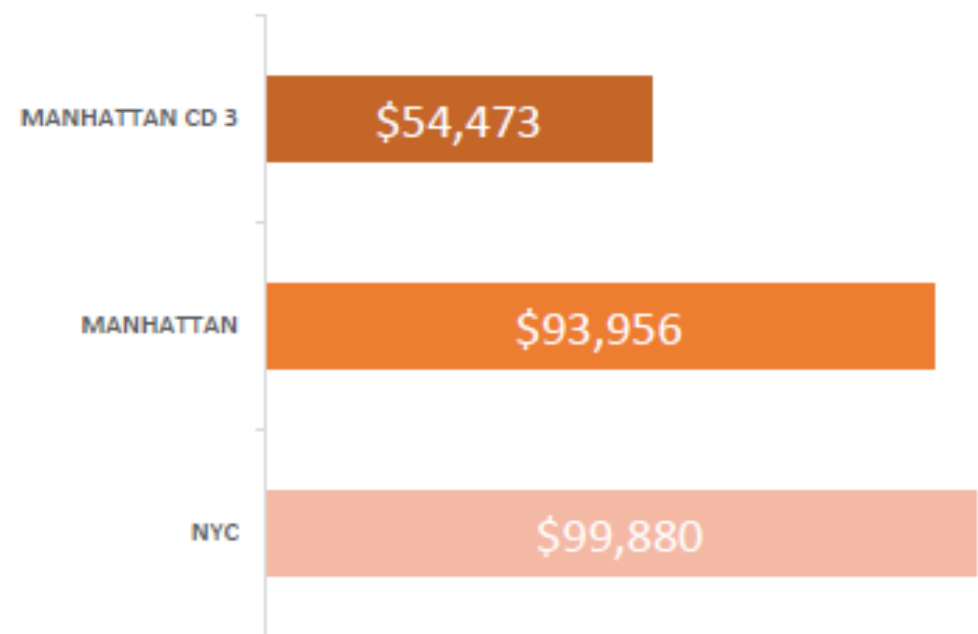
Neighborhood Context: Transportation



Project Overview

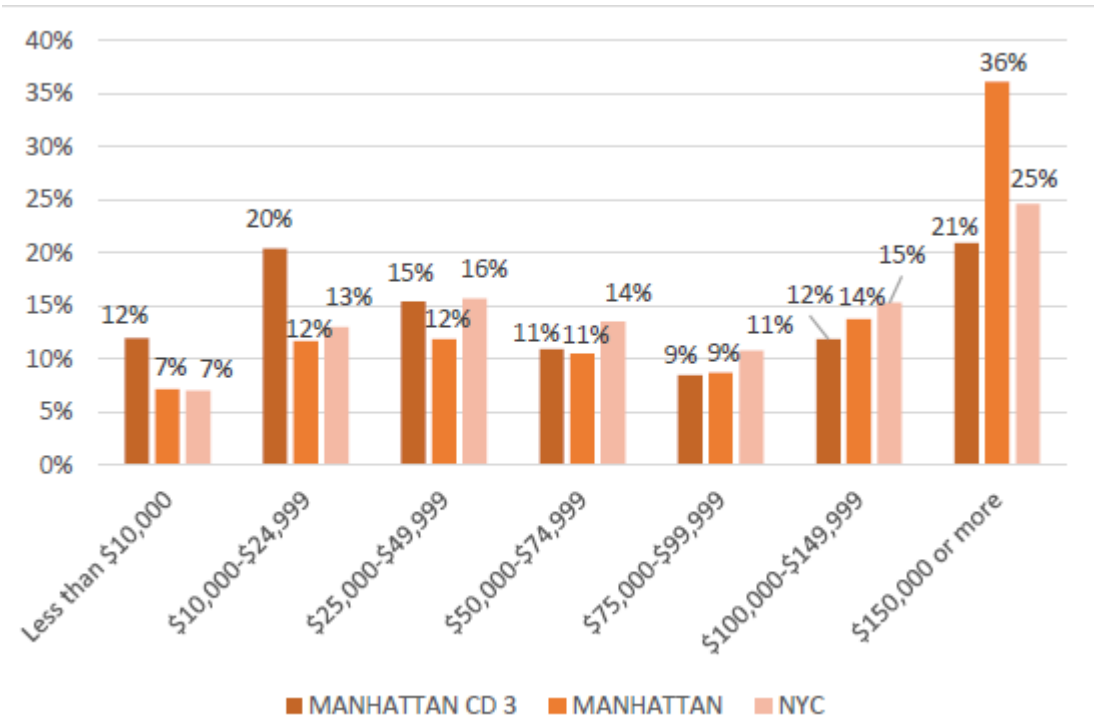
Demographics

Median Household Income



Data Source: U.S. Census Bureau, 2018-2022 American Community Survey 5-Year Estimates. Table number B19013 (Median Household Income in the Past 12 Months). Income in 2022 inflation-adjusted dollars

Income Distribution by AMI



Data Source: ACS 2018-2022 5yr PUMS Data. These estimates are based on survey data and are therefore subject to sampling and non-sampling error. Income in 2022 inflation-adjusted dollars

2. Development Goals

Development Goals

Project Overview

Type of Development

- 100% affordable housing
- Must include replacement parking for NYPD 9th Precinct
- Potential to include small community facility space
- Design and develop a Project that considers community goals and priorities outlined in the Community Visioning Report and that is in line with the 324 East 5th Street Design Guidelines

Development Goals

Project Overview

Climate Resiliency

- There are no climate hazards identified on the site. Follow HPD's Design Guidelines for New Construction.

Zoning

- Teams should assume a rezoning to R7X and mapping of MIH in proposals.

Project Funding

- Financially feasible and compliant with HPD-HDC Term Sheets.
- Maximize long-term affordability.

Anticipated Government Approvals

- The selected Project will require ULURP, and both City Council and Mayoral approvals.

3. Community Visioning Report

Community Visioning Report (CVR)

Reflecting the CVR in Your Proposal



The CVR summarizes community input for the project collected through:

- 380 project questionnaires
- 6 in-person tabling events and a workshop
- Public meetings and presentations to Manhattan Community Board 3

Community members gave input on:

- Housing issues/needs
- Ground floor community facility use
- Design and rezoning



Community Visioning Report

What We Heard



RESIDENTIAL PROGRAM

- Seniors were identified as the group most likely to struggle to find and keep housing in the neighborhood. Households with children and homeless families and individuals were also priority groups identified by questionnaire respondents.
- Community members want to see deeply affordable housing.

GROUND FLOOR USE

- Community members want to see a multipurpose community center. This could be an expansion or satellite location of a community center.
- Respondents are also interested in seeing a childcare or senior center.

BUILDING FORM AND DESIGN

- Community members would like to see a building that offers more units than would be allowed under the as-of-right R8B zoning scenario.
- The building should be designed thoughtfully, with care given to determining the building's base height and set back to reduce visual impact.
- The building's design should fit into the neighborhood context.

GENERAL FEEDBACK

- Community members would like to see the building feature some kind of green space and rooftop terrace.
- There is a lot of concern about individuals who face mobility issues. The building should be designed to be as accessible as possible.

4. RFP Review Process and Evaluation Criteria

RFP Review Process and Evaluation Criteria

Evaluation Process

Threshold Criteria (must have to move on)

- Complete proposal including all forms and requested documents (see Form A-1: Completeness Checklist).
- M/WBE or Non-profit Equitable Ownership Requirement (25% requirement must be met by one entity).
- 100% affordable housing.
- NYPD parking
- Adherence to parameters in the Project Snapshot.

Competitive Review Phase I

Competitive Criteria	Weight
Development Team Experience and Capacity	25%
Development Program and Community Development	37.5%
Design and Performance	37.5%

Competitive Review Phase II

Competitive Criteria	Weight
Development Team Experience and Capacity	20%
Financing Proposal	20%
Development Program and Community Development	30%
Design and Performance	30%

RFP Review Process and Evaluation Criteria

RFP Appendices

A. Design Guidelines

- Site Plan and Urban Design
- Building Design (exterior, bulk, ground level facades, plans, interiors)

B. Community Visioning Report

C. Job Outreach Plan

- Job creation, local hiring strategies, and workforce development.

D. Financial Assumptions

- Term Sheets
- Interest Rates
- Guidance for LIHTC, PBVs, ESSHI, NYC 15/15
- Maintenance and Operating Expenses

E. CPC M&O Standards

F. NYPD parking specifications



RFP Review Process and Evaluation Criteria

Changes to this RFP

No longer required:

- We have **removed** Development Schedule/Phasing Plan (Tab F) for single-building sites
- Several sub-consultants will no longer be reviewed competitively in "Developer Experience and Capacity." Please review the RFP carefully to see which consultants are still required through the **Threshold Criteria** and which consultants will be reviewed through the **Competitive Criteria**.
- We have **removed** the requirement to include an Internet Access Plan

Updated and new forms:

- **NEW** – Form E-4 Social Services Experience and Current Workload
- **NEW** – Form E-5 Property List
- Updates to Forms E-1 and E-2
- Update to Form B
 - **NEW** – Financing Proposal summary asking for funding sources and financing letters of interest
 - **NEW** – Job Outreach plan summary table
 - Contains an **error and will be reissued with the first addendum** -- please disregard section on Internet Access Plan

5. Submission Instructions

Submission Instructions

Submissions are due **Friday, August 22 by 4pm:**

- Submit one PDF containing complete proposal, and separate readable PDF files for each tab.
- Instructions on obtaining the link for upload will be published in an addendum.

Submission best practices:

- Submit materials in order requested.
- Single-page layouts rather than spreads (pages with text).
- Ensure that pages are properly oriented.
- Complete entire forms and provide them in specified formats.
- Include table of contents on tabs where appropriate and ensure that narratives are properly titled.
- Submit asset statements for all identified principals.



324 East 5th Street Request for Proposals

Issue Date: May 29, 2025

Pre-Submission Conference: June 23, 2025

Submission Deadline: August 22, 2025

Mayor, Eric Adams

Deputy Mayor, Adolfo Carrón Jr.

Executive Director for Housing, Leila Bozorg

Acting Commissioner, Department of Housing Preservation and Development, Ahmed Tigani



Submission Instructions

Experience and Development Program Tips

- Clarify roles of Development Team members; if joint venture, ensure ownership stakes add up to 100%.
- Submit concise and relevant marketing materials, narrative statements, and/or portfolio list for other members of Development Team.
- Include all narratives requested.
- Submit M/WBE certification.
- Make sure proposal complies with guidance detailed in the Project Snapshot of the RFP.

Submission Instructions

Design Tips

- Adhere to Appendix A (Design Guidelines) as closely as possible.
- Adhere to Appendix F (NYPD parking specifications)
- Include overall dimensions, dimensions within dwelling units, and net square footages within each area.
- If proposing unusual construction methods, discuss in the narrative.
- Follow the order of the categories for tabs L and M (Area Plan & Photos, Zoning Strategy, etc.). Any new headers should be added as sub headers to the existing headers outlined in the RFP tabs.
- Clearly indicate usage of community facility, amenities and other rooms using legends or other clear labeling.
- Clarify if rooftop is accessible and which parts are reserved for programming (if applicable).
- If proposing specific sustainability methods, discuss in narrative.
- If methods result in cost savings, discuss in the narrative.

Submission Instructions

Finance Tips

- Adhere to Appendix D (Financial Assumptions) as closely as possible.
- Use 2025 AMIs and HDC or CPC Maintenance & Operating standards (Appendix E) as applicable. Proposed energy cost savings should be based on the heating amounts listed in the standards.
- Note any NYSERDA or other incentives in finance narrative.

Submission Instructions

Addenda

- Pay attention to addenda that will include corrections, updates to this RFP, and Q&A.
- Addenda will be posted on the RFP website and will be emailed to those who attended this meeting and/or downloaded the RFP package from the project website.
- The first addendum will be published after this meeting.

Important Deadlines:

- All written questions must be submitted to East5thRFP@hpd.nyc.gov by **July 25, 2025**, to be included in an addendum.
- If you intend to submit a Proposal for this RFP, please send an email to East5thRFP@hpd.nyc.gov to express an intent to submit by **August 8, 2025**.

Next Steps Development Process





Questions?

All Q&A will be published in an addendum.

All communication must be completed in writing to:

East5thRFP@hpd.nyc.gov