

# 388 Hudson Street RFP



388  
Hudson  
Street

March 11, 2025

# Pre-Submission Conference



NYC Parks

**NYC**

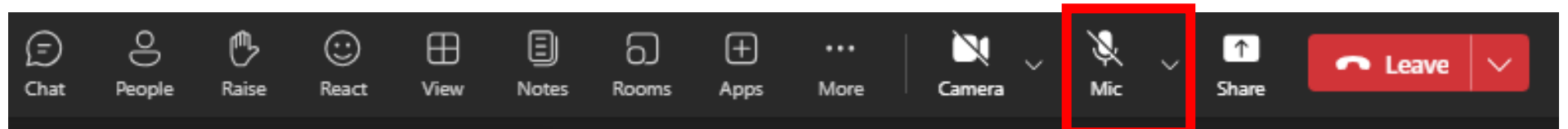
Housing Preservation  
& Development  
Office of Neighborhood  
Strategies



# Pre-Submission Conference

## Housekeeping

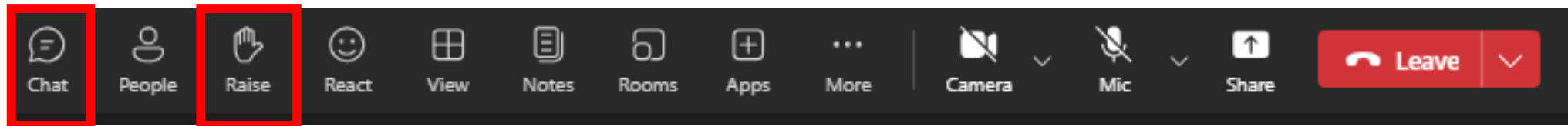
- Please ensure your microphone is muted until and unless you are asking a question during the Q&A.
- This conference will be recorded for internal purposes only; it will not be made public.
- Questions and answers from this session will be made public through an addendum.
- Contact information for those 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



# Project Overview

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# Project Overview

## Site Description and Context

- 388 Hudson Street, Manhattan, Community District 2
- Lot currently under DEP jurisdiction and southern portion will become public Hudson-Houston Plaza
- Development site is ~ 13,622 SF of northern portion of lot
- Adjacent to City-As-School and across the street from JJ Walker Park and Tony Dapolito Rec Center (currently closed)



# Project Overview

## Neighborhood Context: Land Use



**The Site**

388 Hudson Street, Manhattan  
Block 581, p/o Lot 45

### Land Use



No Data



1 - 2 Family



Multi-Family



Mixed Residential & Commercial



Commercial & Office



Industrial / Manufacturing



Transportation & Utility



Public Facilities & Institutions



Open Space / Outdoor Recreational



Parking Facility

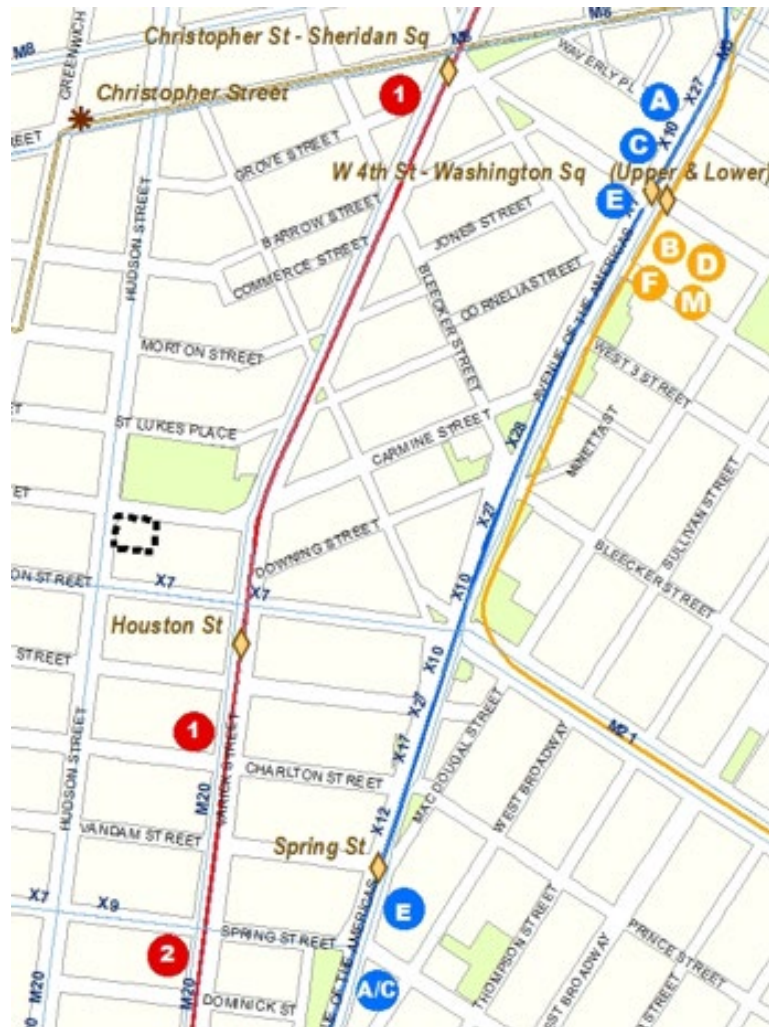


Vacant Land



# Project Overview

## Neighborhood Context: Transportation



The Site

388 Hudson Street, Manhattan  
Block 581, p/o Lot 45

M#

Bus Route



Subway Station



Subway Route



PATH Station



PATH Line



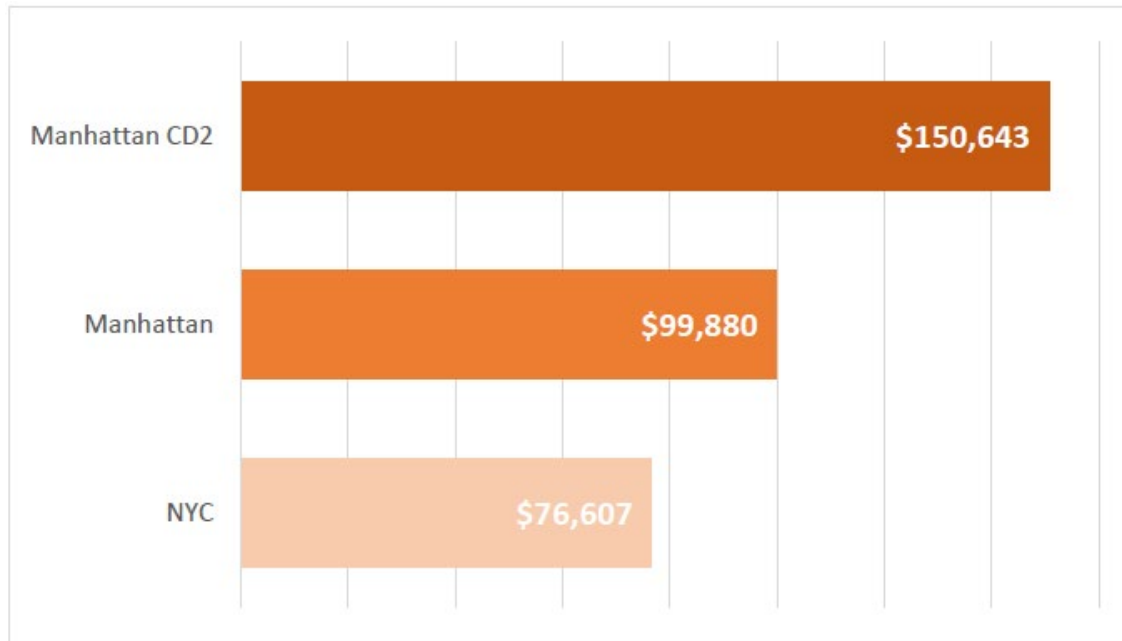
Hudson River Greenway



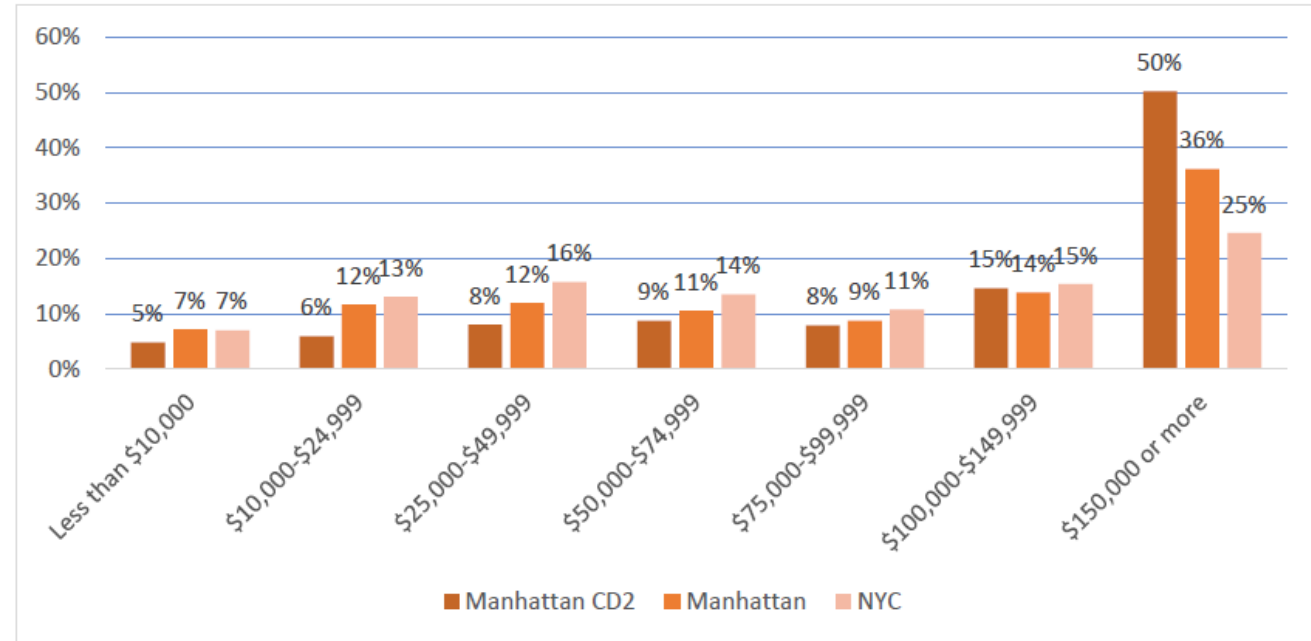
# Project Overview

## Demographics

### Median Household Income



### Distribution of Households by Income Ranges

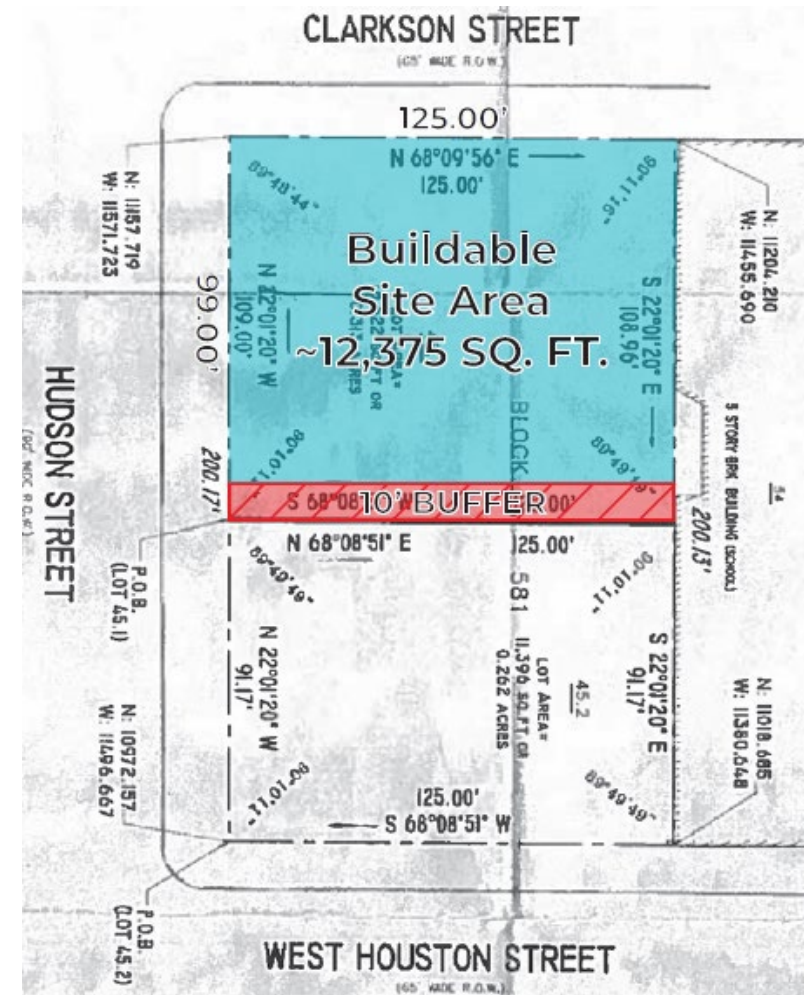


Data Source: New York City Department of Planning. (2024). American Community Survey Profile, 2018-2022: MN02 Greenwich village-SoHo (CD 2 Equivalent), Income and Benefits. Retrieved from [popfactfinder.planning.nyc.gov](https://popfactfinder.planning.nyc.gov).

# Project Overview

## Site Constraints

- Site falls within “No Drilling/Excavation Zone” that will require submitting a variance request to DEP (Appendix H).
- No drilling, excavation, or structure will be allowed within a 10-foot buffer along the southern Site boundary.
- Buildable Site Area is ~12,375 SF (Appendix I).





# Project Overview

## Development Rights

- 254,632 zoning square feet total
  - Permitted by assumed mapping of new zoning district and transfer of partial development rights.
- Assume light and air easements to the south and east of the Site.
  - Permits legal lot line window
- Base height 60-155 feet
  - 10-foot setback from Clarkson Street
  - 8-foot setback from Hudson Street



# Development Goals

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# Development Goals

## Project Overview

### **Mixed-Use Development**

- Co-location of new Parks recreation center with 100% affordable housing above.

### **Brand New State-of-the-Art Recreation Center**

- Approximately 45,000 gross square foot recreation center.
- 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> floors, and cellar/sub-cellar of the new development.
- Core and shell of rec center (City Unit) developed under RFP contract and conveyed back to the City at completion.
- The developer will be responsible for completing fit-out of the rec center under a separate contract with Parks.

# Development Goals

## Project Overview

### Project Funding

- Subsidy available through HPD-HDC Term Sheets.
- Financially feasible and compliant with term sheets.
- Maximize long-term affordability.
- Financial proposals should:
  - Offer competitive pricing for development of the rec center.
  - Assume City Capital sources separate from HPD-HDC Term Sheet subsidy to fund development of the rec center.
  - Clearly delineate these separate sources in the Development Budget.



# Development Goals

## Project Overview

### **Climate Resiliency**

- Follow HPD's Design Guidelines for New Construction and the NYC Climate Resiliency Design Guidelines to mitigate identified climate hazards.

### **Zoning**

- Adhere to guidance provided in the Project Snapshot of the RFP regarding zoning, bulk, development rights, and easements.

### **Anticipated Government Approvals**

- Selected Project will require ULURP, City Council, Mayoral, and Water Board approvals for a zoning map amendment, a zoning text amendment, disposition of City-owned property, and acquisition of real property by the City.
- DEP Variance Request Approval for construction with the “No Drilling/Excavation Zone.”

# Community Visioning Report

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# Community Visioning Report (CVR) Reflecting the CVR in Your Proposal



## The CVR summarizes community input for the project collected through:

- 542 questionnaire responses
- 7 in-person tabling events at the site and around the neighborhood
- In-person and virtual public workshops
- Public meetings and presentations to Manhattan Community Board 2



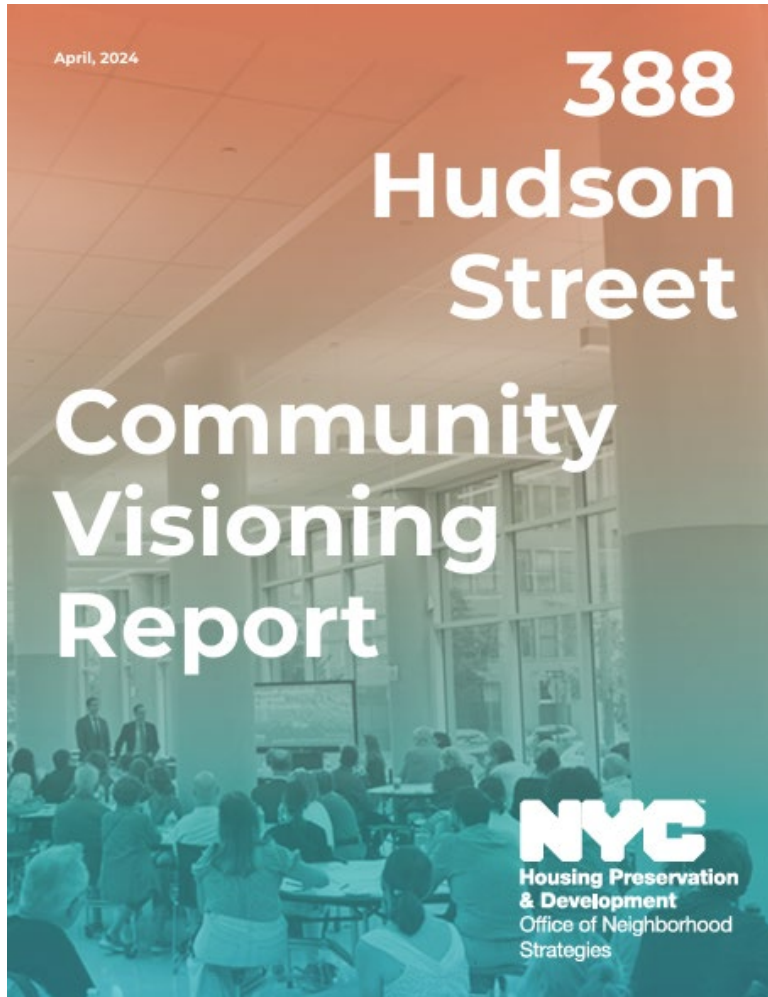
## Community members gave input on:

- Housing issues/needs
- Desired non-residential uses
- Design



# Community Visioning Report

## What We Heard



### HOUSING ISSUES AND NEEDS

- Housing cost is a barrier to enter and stay in the neighborhood for a mix of households including young people, seniors, and families with children.
- There is a need for housing that is affordable to both low- and moderate-income households.
- Affordable housing should remain affordable in perpetuity.

### GROUND FLOOR (NON-RESIDENTIAL) USES

- There is a preference for a community or cultural space, with many asking specifically for a recreation center, as well as for an affordable grocery store.
- The ground floor use should serve both the future residents of the affordable housing as well as the broader community, helping to foster connections.

### DESIGN PREFERENCES

- There is a preference for medium to high transparency with large or floor-to-ceiling windows to allow for ample natural light for future residents.
- There is an overwhelming preference for brick to be used as the material of the facade.
- Many respondents prefer a shorter, squatter design to reduce the future building's visual impact on the surrounding area.

### GENERAL FEEDBACK

- There is a desire to maximize the number of affordable homes, while designing a building that responds to the existing neighborhood context.
- The affordable housing should be available for a mix of households, serving different household incomes and sizes.

# **RFP Review Process and Evaluation Criteria**

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# 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.
- Adherence to parameters in the Project Snapshot.
- Adherence to appendices including Appendix E: Recreation Center Design Requirements.

### Competitive Review Phase I

Competitive Criteria	Weight
Development Team Experience and Capacity	30%
Development Program and Community Development	35%
Design and Performance	35%

### 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. Recreation Center Design Requirements**

- Required programmatic elements and rec center spaces

### **F. NYC Parks Recreation Center Design Manual**

- Recreation center design guidelines and best practices

### **G. Site Survey**

- Site survey provided by DEP

### **H. DEP Variance Guidance Letter**

- Guidance on the required submission and approval of a variance request to DEP

### **J. Buildable Site Area Plan**

- Reference for approximate buildable area of the Site

# Submission Instructions

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# Submission Instructions

## Submissions are due Friday, May 9 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.
- 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.



### 388 Hudson Street Request for Proposals

**Issue Date:** February 14, 2025

**Pre-Submission Conference:** March 11, 2025

**Submission Deadline:** May 9, 2025

Mayor, Eric Adams  
First Deputy Mayor, Maria Torres-Springer  
Deputy Mayor for Operations, Meera Joshi  
Executive Director for Housing, Leila Bozorg  
Commissioner, Department of Housing Preservation and Development, Adolfo Carrión Jr.  
Commissioner, Department of Parks & Recreation, Sue Donoghue





# 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 for any members of the development team.
- Make sure proposal complies with guidance detailed in the Project Snapshot of the RFP.

# Submission Instructions

## Design Tips

- Design proposal must include both core and shell and fit-out development of the rec center
- Adhere to Appendix A (Design Guidelines) as closely as possible.
- Design must meet the requirements of Appendix E (Recreation Center Design Requirements).
- Include overall dimensions, dimensions within rec center spaces and dwelling units, and net square footages within each area.
- If proposing unusual construction methods, discuss in the narrative.
- Clearly indicate usage of rec center spaces, residential amenities, and other rooms using legends or other clear labeling.
- Clearly differentiate building access for the rec center and residential uses.
- 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

- Ensure costs are allocated to the funding sources indicated in the RFP (i.e., HPD subsidy vs. other City Capital source).
- Clearly separate the total development cost for each component of the project (residential, rec center core and shell, rec center fit-out)
- Adhere to Appendix D (Financial Assumptions) as closely as possible.
- Use 2024 AMIs and HDC or CPC Maintenance & Operating standards 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

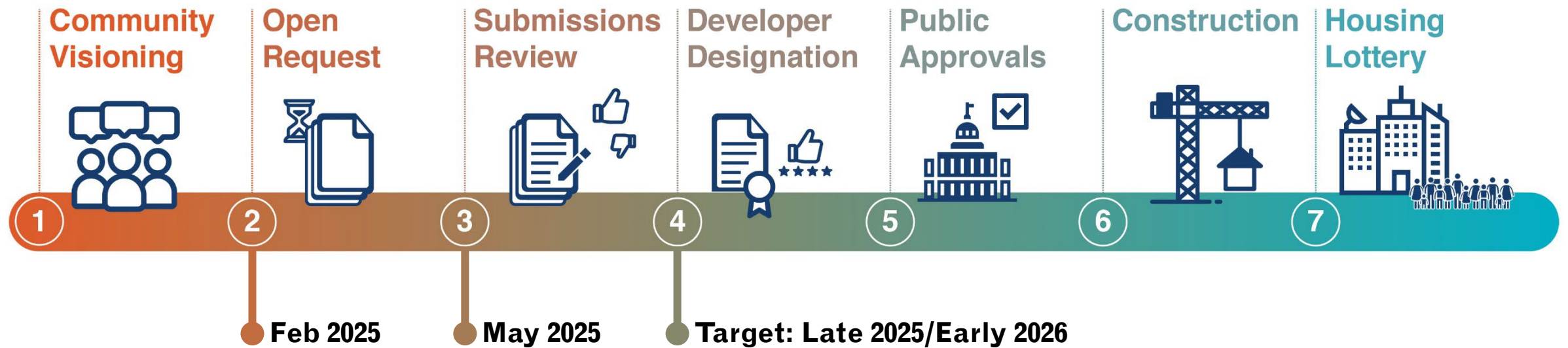
## Addenda

- 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 [388HudsonRFP@hpd.nyc.gov](mailto:388HudsonRFP@hpd.nyc.gov) by April 11, 2025, to be included in an addendum.
- If you intend to submit a Proposal for this RFP, please send an email to [388HudsonRFP@hpd.nyc.gov](mailto:388HudsonRFP@hpd.nyc.gov) to express an intent to submit by 4:00 PM on April 25, 2025.

# Next Steps Development Process



# Questions?

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All Q&A will be published in an addendum.

All communication must be completed in writing to:  
[388HudsonRFP@hpd.nyc.gov](mailto:388HudsonRFP@hpd.nyc.gov)