

Bedford-Stuyvesant Community Wealth + Wellness RFP Pre-submission Conference

December 22, 2020



Zoom Setup

- 1. Click on “Reactions” and give a thumbs up if you can hear**
- 2. Open “Chat” to submit questions during the Q&A section after the presentation**
- 3. You will be muted during the presentation and will be unmuted during the Q&A section if you “Raise your Hand” in the “Reactions” section to ask a question.**

**(All questions and answers from this session will be released in the first addendum)*

Guidelines

1. The following will not be tolerated and can result in your removal from the presubmission conference:

- Use of obscenities
- Racist, classist, homophobic or transphobic language

2. This meeting is being recorded. By remaining in the meeting, you are consenting to being recorded.

Agenda

- 1. Important Dates**
- 2. Bedford-Stuyvesant Housing Plan**
- 3. Site A Description and Development Goals**
- 4. Site B Description and Development Goals**
- 5. RFP Evaluation Process and Criteria**
- 6. Design Guidelines**
- 7. Submission Instructions**
- 8. Questions and Answers**

Important Dates

- **January 22, 2021:** Questions due by e-mail to BedStuyRFP@hpd.nyc.gov
- **February 22, 2021:** Submissions Due

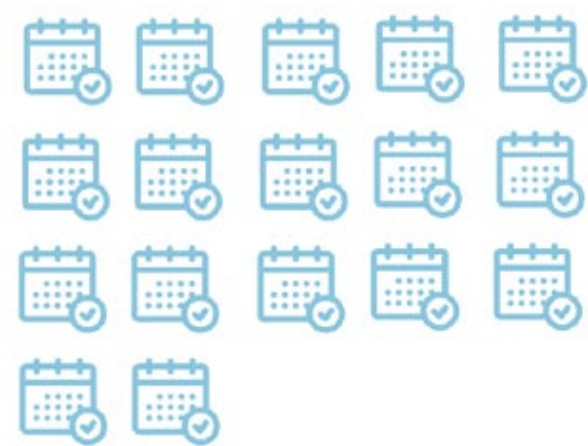
Bedford-Stuyvesant Housing Plan

Goals

1. Support tenants and owners struggling to keep up and under pressure to sell
2. Reduce housing speculation and illegal housing-related activities
3. Promote safe and healthy housing
4. Enhance resource delivery to homeowners and tenants
- 5. Create new affordable rental and homeownership opportunities on vacant City-owned land**

Bedford-Stuyvesant Housing Plan: Community Engagement

17 community workshops
and meetings



200+
community workshop
participants



360+
questionnaires
collected

20+
community partner
organizations

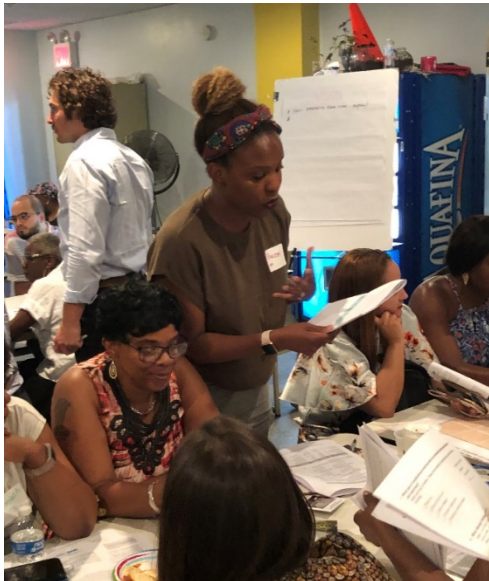


**RFP-specific Community Visioning Workshops:
April 2019, June 2019, January 2020**

Bedford-Stuyvesant Housing Plan: Community Engagement

- The importance of community wealth building and financial well-being, especially for particular groups historically excluded from participating fully and equally in the local economy
- Meaningful opportunities for M/WBE and emerging firms as development team members
- Preservation and elevation of the neighborhood's social and cultural history and community-building through the celebration of diversity
- Building design and programming to address a lack of neighborhood amenities that support wellness, such as access to and education about healthy food, and activities and amenities that lead to healthy lifestyles

Bedford-Stuyvesant Housing Plan: Community Engagement



Affordability:

- Affordable rentals for seniors, homeless households, and extremely low to low-income households
- Homeownership opportunities

Non-residential uses:

- Financial institutions and banks
- Workforce development
- Intergenerational wealth building
- Healthy food retail
- Health and wellness in general

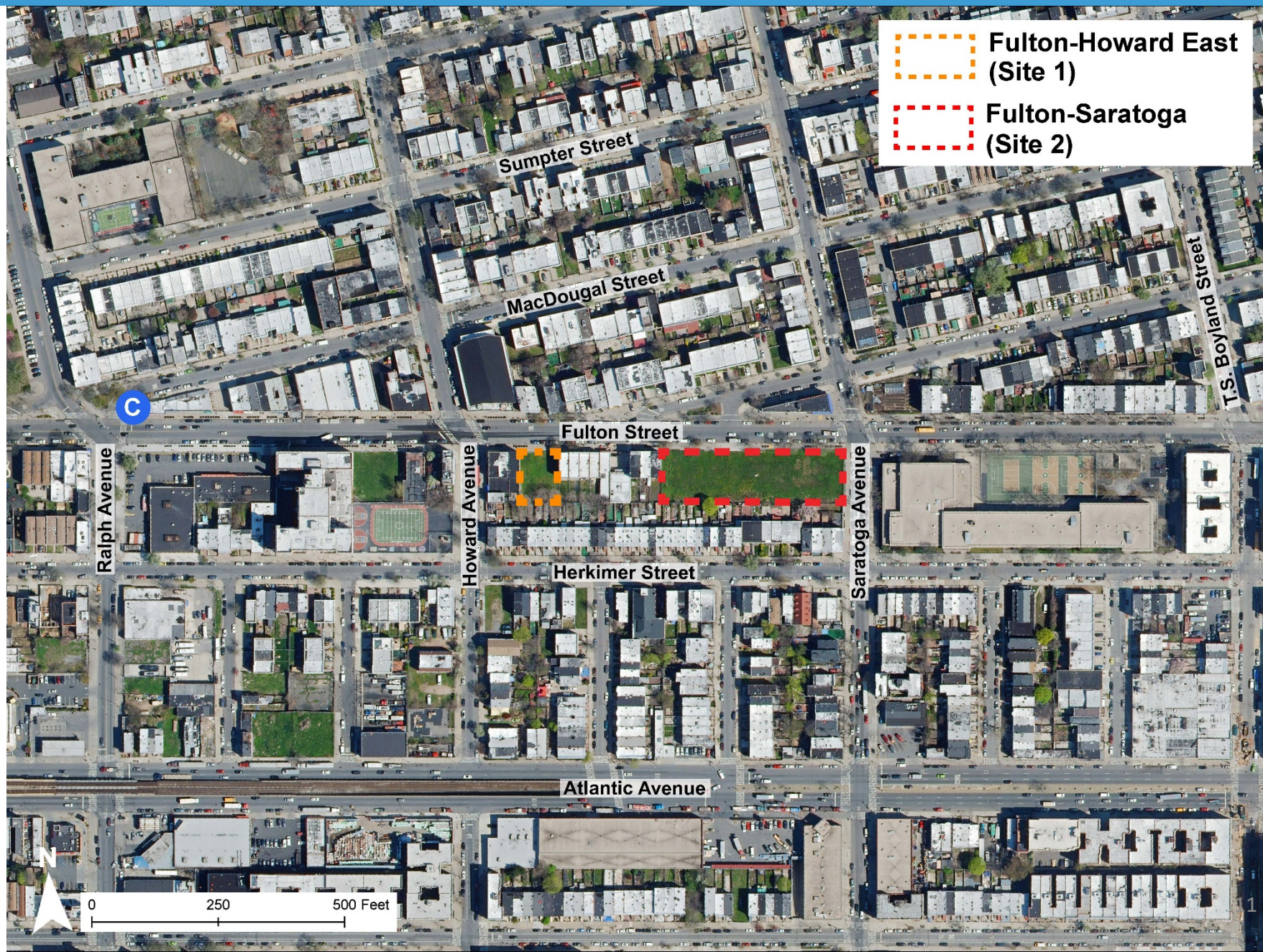
Design

- Sustainability features
- Senior-friendly spaces
- Spaces that bring people together
- Enhance street safety and improve the pedestrian experience

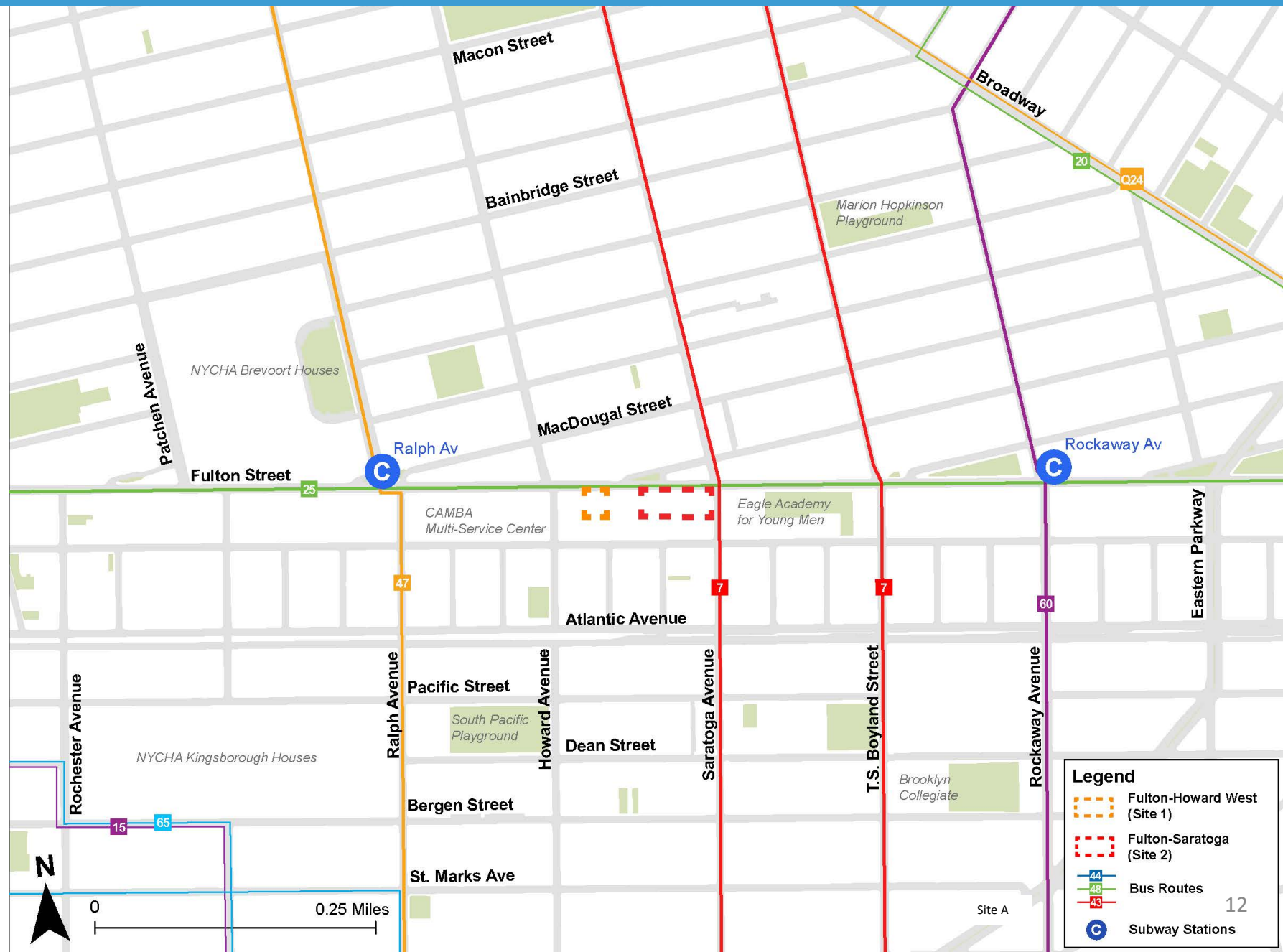
RFP Sites: Location



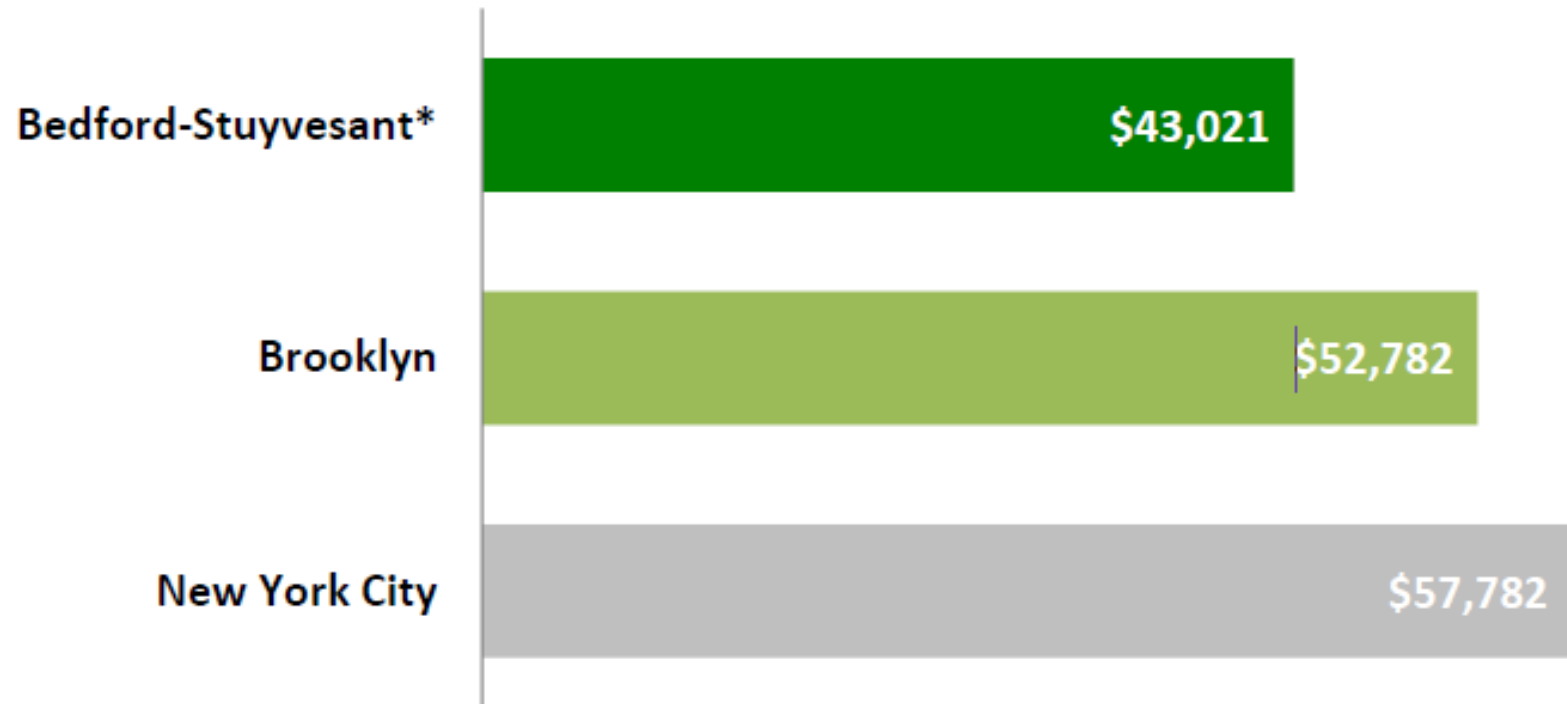
RFP Sites: Size and Zoning



RFP Sites: Transportation Resources



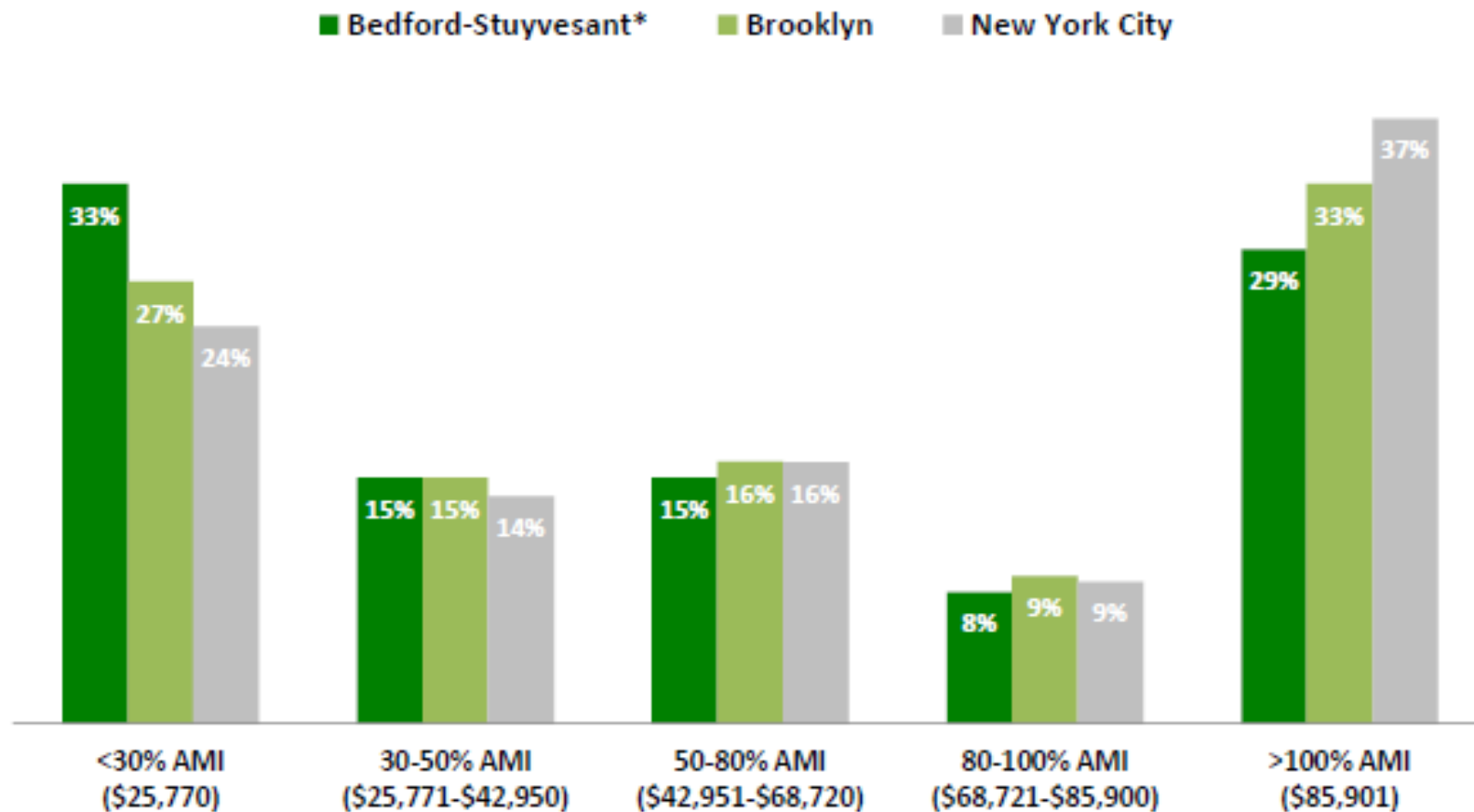
Neighborhood Income



Source: ACS 2013-2017 5-Year Estimates

*Based on PUMA that approximates CD 03

Neighborhood Income



Source: ACS 2013-2017 5-Year Estimates
Income limits are for a three-person household (HUD 2017)
*Based on PUMA that approximates CD 03

Development Goals: Site 1 (Fulton-Howard East)

Development Team Experience and Capacity

- Procure a Development Team that brings the resources, understanding, and experience to implement the proposed Project.
- Procure a Development Team that incorporates a community development approach.

Financing and Affordability

- Ensure that 100% of the residential units are affordable.
- The Project must comply with HPD's Open Door Term Sheet.
- Establish a sound capital and operating budget that addresses the various elements of the development program.

Development Program and Community Development

- Create a development program with affordable homeownership opportunities and a commercial or community facility use on the ground floor that is responsive to community needs as found in the Bedford-Stuyvesant Housing Plan (Appendix B)
- Implement a development program that clearly addresses the site and neighborhood context.

Design and Performance

- Design and develop a high-quality affordable homeownership building that is financially feasible.
- Design and develop a building that considers community goals and priorities as outlined in the Bedford-Stuyvesant Housing Plan

Development Goals: Site 2 (Fulton-Saratoga)

Development Team Experience and Capacity

- Procure a Development Team that brings the resources, understanding, and experience to implement the proposed Project.
- Procure a Development Team that incorporates a community development approach.

Financing and Affordability

- Ensure that 100% of the residential units are affordable.
- The senior housing component of the project must comply with HPD's SARA Term Sheet; the remainder of the project must comply with HPD-HDC Term Sheets.
- Establish a sound capital and operating budget that addresses the various elements of the development program.

Development Program and Community Development

- Create a development program with affordable housing and a community facility and/or commercial space on the ground floor.
- Implement a development program that clearly addresses the Site and neighborhood context, and is responsive to the community's priorities as outlined in the Bedford-Stuyvesant Housing Plan
 - Hub of uses around Community Wellness and Healing theme

Design and Performance

- Design and develop a high-quality affordable building that is financially feasible.
- Design and develop a building that addresses the social determinants of health (e.g. opportunities for physical activity, safe access to open space, ample light and air, healthy building materials)
- Design and develop a building that considers community goals and priorities outlined in the Bedford-Stuyvesant Housing Plan (Appendix B).

RFP Review Process and Evaluation Criteria

1. Threshold Review Requirements
2. Competitive Selection Criteria

Threshold Requirements Highlights

Development Team Experience and Capacity

- Comparable Development Experience
 - **Site 1:** At least one principal has experience developing >1 mixed-use building with >10 units in last 7 years
 - **Site 2:** At least one principal has experience developing >1 mixed-use building with >60 units in last 7 years
- Comparable Management Experience
 - **Site 1:** At least one principal or the property manager has experience managing >20 units in NYC in the last 7 years
 - **Site 2:** At least one principal or the property manager has experience managing >60 units in NYC in the last 7 years.
- ***New*** Participation of an M/WBE or Non-Profit in the Development Team that holds a minimum 25% of the managing ownership interest in the Project and will be entitled to commensurate economic benefits.

Development Program and Community Economic Development

- 100% affordable housing
- **Site 1:** Homeownership building (Open Door term sheet)
- **Site 2:** 80+ senior housing units (SARA term sheet)
- **Job Outreach Plan**
- ***New*** Plan for Internet Access

Competitive Selection Criteria

Site 1 – Fulton-Howard East

Competitive Criteria	Weight	
Development Team Experience and Capacity	25%	55%
Financing and Affordability	30%	
Development Program and Community Development	20%	45%
Design and Performance	25%	

Site 2 – Fulton-Saratoga

Competitive Criteria	Weight	
Development Team Experience and Capacity	25%	50%
Financing and Affordability	25%	
Development Program and Community Development	25%	50%
Design and Performance	25%	

Competitive Selection Criteria

Finance and Affordability

- **Site 1 (Homeownership)** projects should show a 10% discount to market

Development Program and Community Economic Development

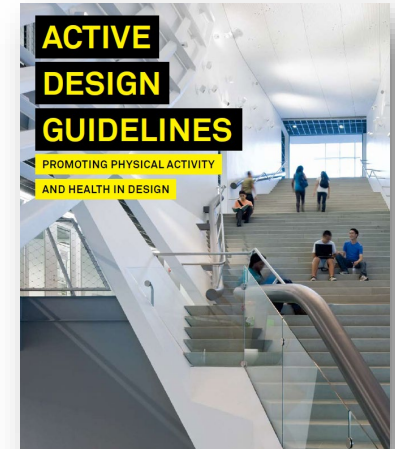
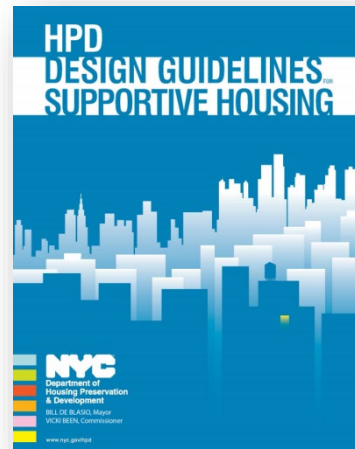
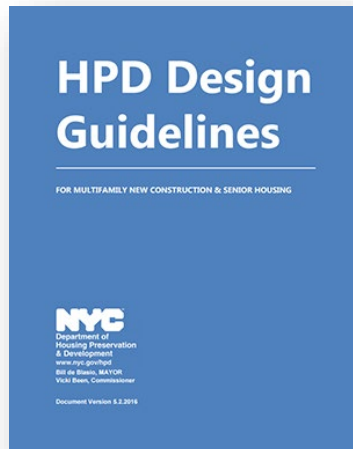
- **Site 2 Community Wellness and Healing theme** - Proposals for this site are encouraged to consider building design and incorporate a hub of uses and programming that brings residents together around community wellness and healing. Programming examples suggested by the community include, but are not limited to:
 - multi-purpose community center
 - programming that promotes wellness
 - access to and education about fresh and healthy food
- ***New* Plan for Internet Access** – Preference for projects that propose an internet service plan in addition to the threshold requirement for providing internet infrastructure in building.
- **Responsiveness to Bedford-Stuyesant Housing Plan goals**

Design and Performance

- **Responsiveness to Bedford-Stuyvesant Housing Plan goals**

Design Guidelines

- HPD Design Guidelines for Multi-Family New Construction and Senior Housing
- HPD Design Guidelines for Supportive Housing
- Laying the Groundwork Design Guidelines
- Active Design Guidelines
- Appendix A



Submission Instructions

- Respondents may submit proposals for one or both sites.
- Must submit one proposal per site – do not combine sites in one proposal
- Submit one PDF containing complete proposal, and separate PDF files for each tab.
- Selected site-specific requirements:
 - **Site 1:** Homeownership project with non-residential ground floor
 - **Site 2:** Must include at least 80 units for senior housing; non-residential ground floor.

Questions and Answers

Email questions to: BedStuyRFP@hpd.nyc.gov

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