

August, 2024

# Hunter's Point South Parcel E

# Community Visioning Report

**NYC**<sup>TM</sup>

**Housing Preservation  
& Development**  
Office of Neighborhood  
Strategies

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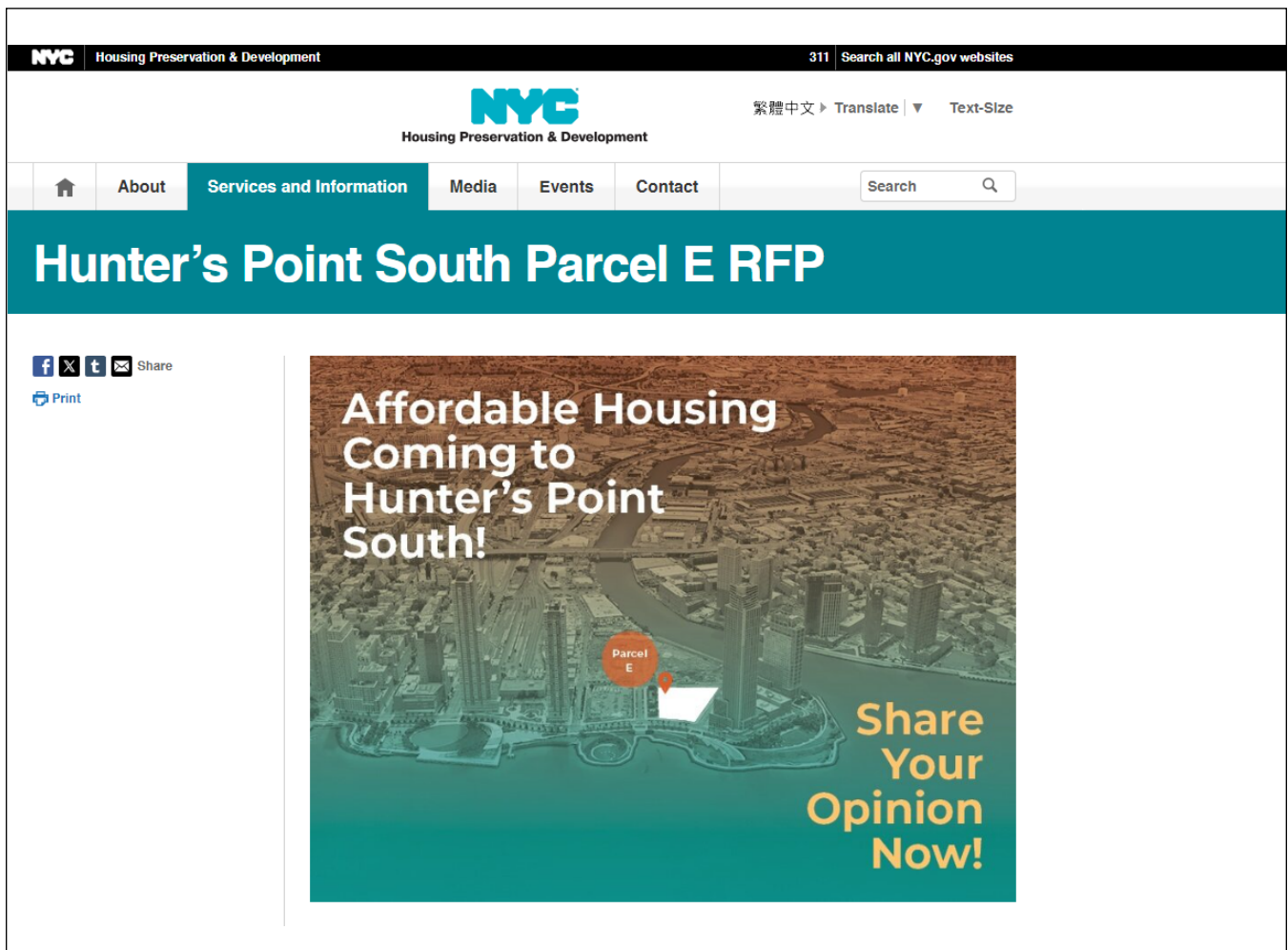
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# Development Informed by Community

# What?

The NYC Department of Housing Preservation and Development (HPD) conducted community outreach from February through May of 2024 to gather input on the development of Parcel E, a City-owned lot in Hunter’s Point South, with new affordable housing and community amenities.

The goal of the outreach was to identify priorities for the new development from community members who have an intimate understanding of neighborhood conditions and needs as well as New Yorkers at large. This report summarizes the results of HPD’s engagement process and is available on the project website at [www.nyc.gov/hunterspointe](http://www.nyc.gov/hunterspointe). It will also be attached to the Request for Proposals (RFP) issued for Parcel E. Development teams responding to the RFP are strongly encouraged to consult this report and thoughtfully respond in their proposals. HPD will evaluate how well development teams incorporate the community vision from this report in their submissions.



Project Website

## The Site

Parcel E is a 69,500 square foot City-owned lot in the Hunter's Point South neighborhood of Queens located between 2nd Street, Center Boulevard, 55th Avenue, and 56th Avenue.

The site is anticipated to create approximately 850-900 new homes with at least 60% being affordable. The development will also provide new retail space, community facility space, and approximately 1,800 square feet of publicly accessible open space.

The site is adjacent to the 10+ acre Hunter's Point South Park, including a linear section of the park with seating and a playground that shares the same city block as the site. To the south of the site is P.S. 384 Hunter's Point Elementary and the Gotham Point mixed-use development. Across 2nd Street, there is a private mixed-use development that is under construction and nearly complete. To the north of the site is Parcel D, another City-owned lot that is currently vacant but will also be developed with housing and commercial retail space.



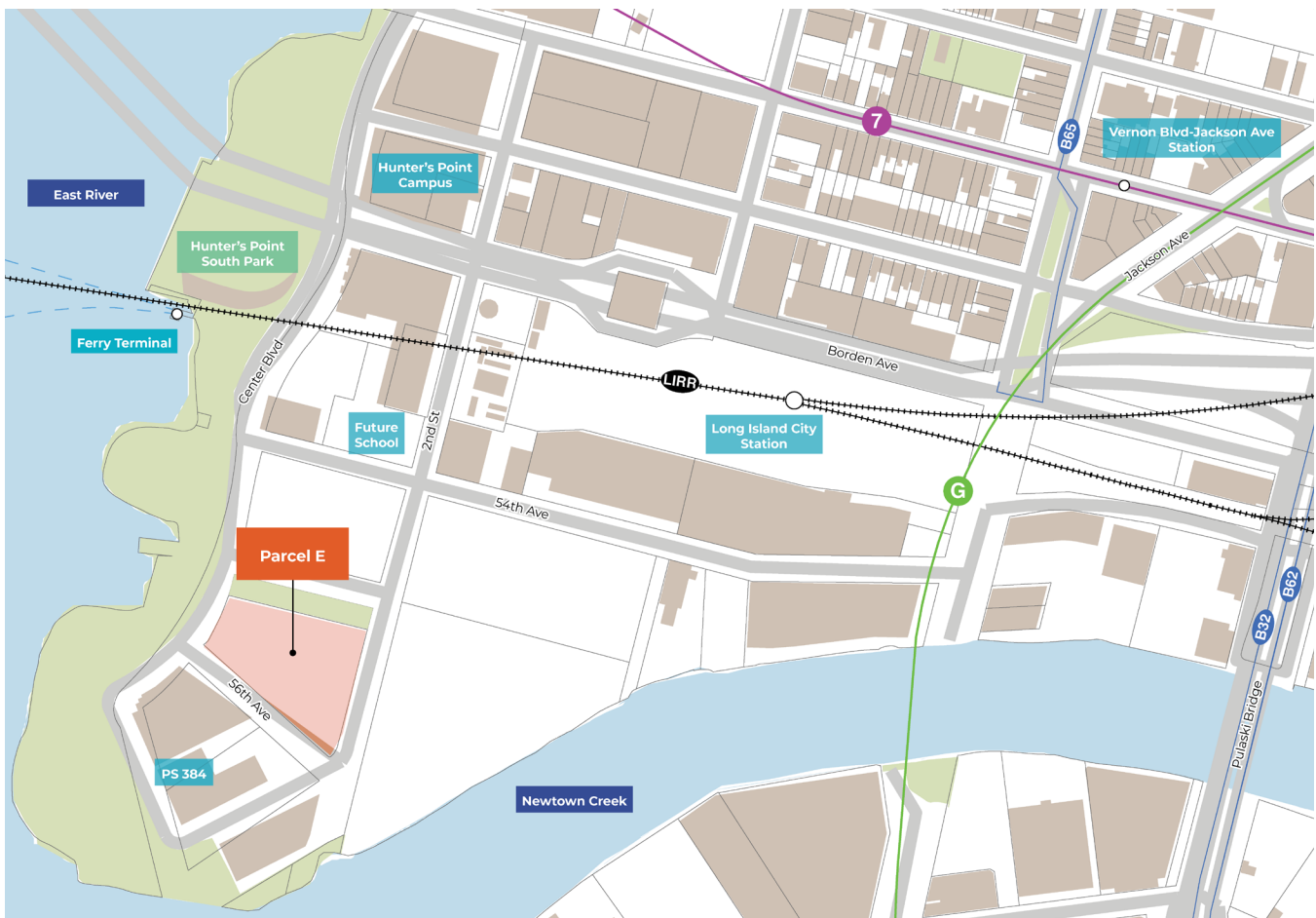
Site Aerial View

# The Context

The site is located in the Hunter's Point South neighborhood of Long Island City in Queens Community District 2. Hunter's Point South is a previously industrial 30-acre development area along the East River waterfront.

In 2008 the City approved a plan to develop the area as a mixed-use, mixed-income community. When fully built out, Hunter's Point South will include approximately 5,000 new homes, commercial retail space for new stores and services, community facility spaces, three new schools, and over 10 acres of public open space.

In addition to the development in Hunter's Point South, the neighborhood is a short walk from the Long Island City core which has many businesses, services, and community amenities. There are several transit options in the immediate area as well, including the Long Island Railroad Long Island City Station, the Vernon Boulevard-Jackson Avenue 7-Train Subway Station, the 21 St G-Train Subway Station, the Hunter's Point South Ferry Terminal, and several bus lines.



Neighborhood Map

# Community Engagement Strategy

# How?

HPD hosted multiple events and engagement opportunities over the course of four months to provide various ways for community members to provide their input.

This engagement included public meetings and presentations to Queens Community Board 2, outreach to local community-based organizations, flyering and tabling events in the community, and a community visioning workshop. In addition to direct engagement, we also maintained and promoted a project website and online questionnaire to accommodate feedback at the public's convenience.

Project advertisements and engagement materials including the project website, email blasts, flyers, social media posts, and questionnaires were available in Bengali, Chinese, Korean, Spanish, and Tibetan to accommodate the diverse community in the neighborhood. Additionally, live interpretation was made available at the community visioning workshop.

The questionnaire was the primary method of collecting community input and 1,327 members of the public responded to questions about:

- Who needs affordable housing in the neighborhood and what kind of housing should be included at Parcel E.
- What potential non-residential uses the site could provide for the broader community, including retail stores, community spaces, and open space.

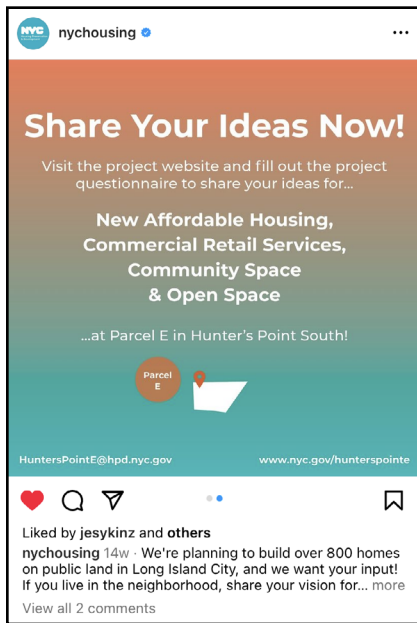
## Engagement Events Timeline



# Outreach Strategies

In addition to the individual events listed in the Engagement Events Timeline on page 6, HPD promoted the project in the following ways:

- Conducted targeted outreach to individual community-based organizations and stakeholders throughout the engagement period.
- Sent several email blasts to a growing contact list of over 600 subscribers.
- Posted on social media (X/Twitter, Instagram, Facebook) to promote ways to provide input throughout the engagement period.
- Posted flyers with links to the project website and questionnaire across the neighborhood.



Instagram Advertising



X/Twitter Advertising



Email Blast

# Community Visioning Workshop

The workshop was held on May 1st, 2024 at Sunnyside Community Services. Members of the community participated in activities intended to help facilitate conversations about the future development of the site. Participants were asked to share their visions for open space, community spaces, retail shops, and what type of affordable housing is needed.



Community Visioning Workshop



## Summary

Although participants communicated many different visions for the site, certain themes emerged as priorities. In total, HPD received **1,327 questionnaire responses**, reflecting a wide variety of backgrounds and ideas. The findings in this section are organized by topic from the questionnaire; however, the written takeaways are reflective of the various ways HPD engaged the community, including notes from the workshop, conversations at tabling events, community-based organization outreach, email correspondence from the public and more.

### HOUSING NEEDS

- Many community members struggle to find homes in the neighborhood that are affordable for them, especially lower income individuals and families.
- There is a need for larger apartments and appropriate housing options for families with children.
- There was an emphasis on creating deeply affordable housing and options that cater to various income levels to ensure inclusivity and diversity within the neighborhood, as well as interest in seeing a 100% affordable development.

### OPEN SPACE

- There is a significant desire for more recreational opportunities and green spaces within the neighborhood.
- The most common ideas for the open space on the site include active recreation and space to enjoy plants and nature.

### COMMUNITY SPACE

- There is a need for increased space for active recreation in the neighborhood.
- There is also a desire for community gathering spaces, especially flexible spaces that can be used for a variety of activities.

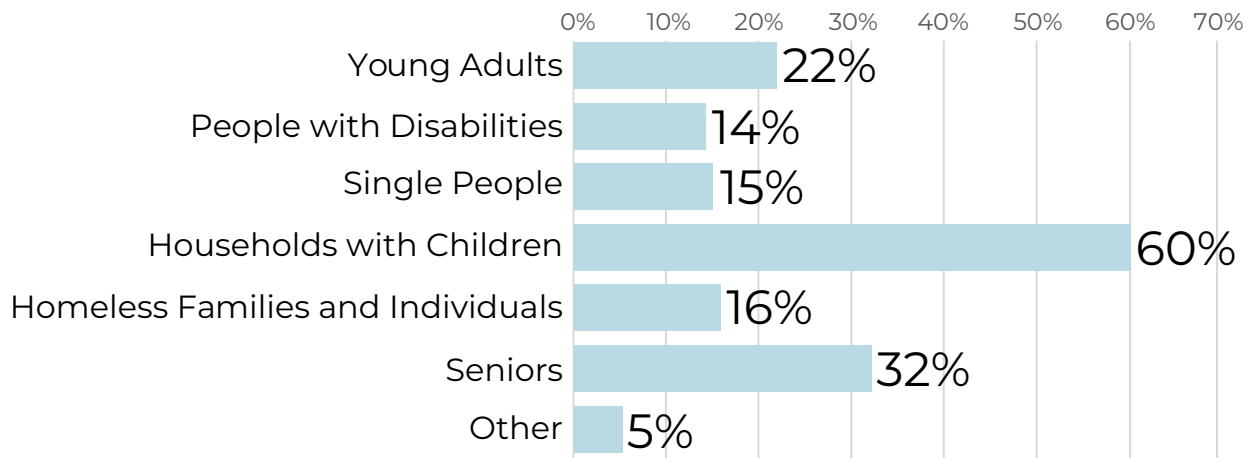
### COMMERCIAL RETAIL

- There is a desire for more diverse and affordable retail options that reflect the community's varied needs and enhance the overall quality of life.
- Specifically, an affordable grocery store is needed in the neighborhood.

# Residential Program

HPD asked respondents about who faces barriers to accessing and keeping housing in the neighborhood to better understand which populations need affordable housing the most.

## 1. WHO NEEDS AFFORDABLE HOUSING THE MOST IN HUNTER'S POINT SOUTH? SELECT UP TO 2



98% of respondents answered this question.

Questionnaire respondents stated that **households with children** are most in need of affordable housing in Hunter's Point South. However, respondents at the various engagement events stated that a **mix of populations** are in need of affordable housing and that it will be important to provide a diverse range of housing types, including family-sized units and supportive housing.

"I've lived in Astoria my whole life and the dream of moving out of my parents' house and living on my own seems more out of reach every single year that passes. The people of NYC need help. Bad."

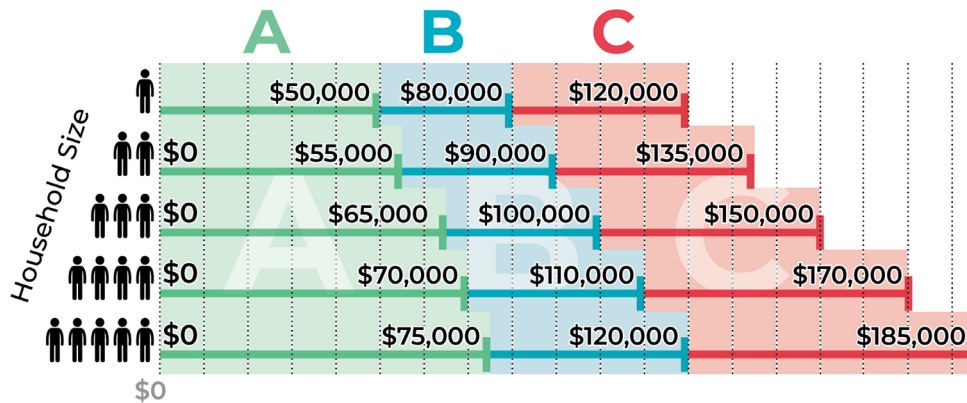
"Please make the housing affordable to low income and working class New Yorkers, that is my number one priority."

"There should be affordable housing for singles, seniors for LESS than \$50,000 income."

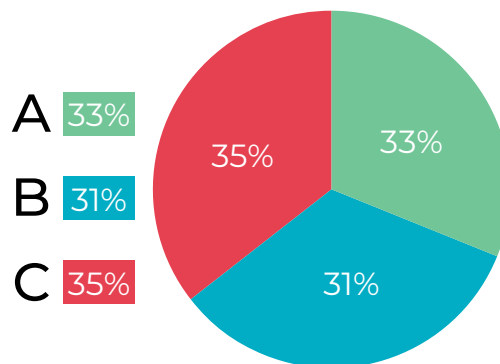
"Affordable housing has changed my life and I think we should make as many opportunities to gift that to someone as we can."

"The new housing we need is housing for working class people."

HPD builds income-restricted affordable housing where units are reserved for households in specified income ranges or with specific needs. The table below show the range of incomes that qualify for HPD’s affordable rental housing. The table is divided into income ranges by household size that approximate 50%, 80%, and 120% of the U.S. Department of Housing and Urban Development (HUD) Income Limits, or Area Median Income (AMI), for 2023. Respondents were asked to use the income table to select what range of household incomes should be prioritized at Parcel E.



**2. WHAT INCOMES SHOULD THE NEW HOUSING BE AFFORDABLE FOR?**  
USE THE INCOME TABLE AND SELECT ALL THAT APPLY:



98% of respondents answered this question.

Respondents selected a **mix of incomes** that the new housing should be affordable for, demonstrating that households at every income level struggle to find affordable housing options in this area. However, many stated that **lower income families and individuals** should be prioritized as they face the most challenges to living in the neighborhood.

“The most important element of this building should be maximizing affordability for the greatest number of residents.”

“Affordable housing for the people with the lowest incomes!”

“Needs to be 100% deeply and truly affordable in perpetuity.”

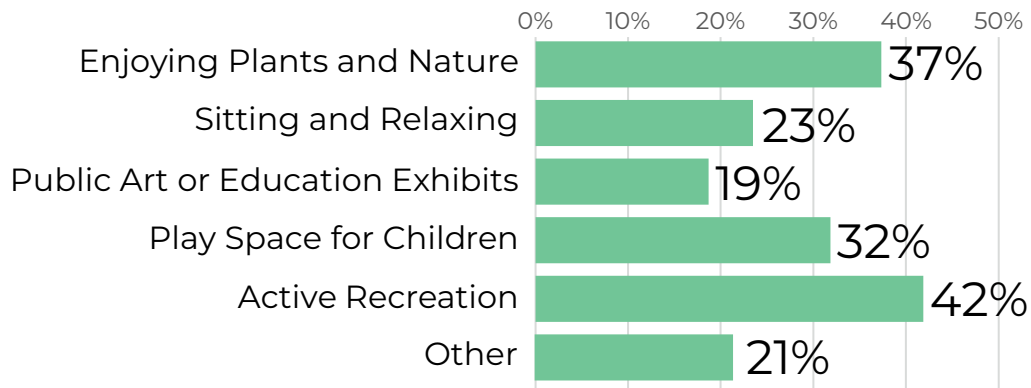
“Maximize the amount of housing built on Parcel E to accommodate everyone who needs or is looking for housing in the area.”

# Community Amenities

In addition to providing affordable homes, HPD-financed buildings can provide ground floor uses that serve the whole neighborhood. Respondents were asked what types of open space, retail stores, and community spaces would benefit the area.

### 3. WHAT SHOULD THE OPEN SPACE ON PARCEL E BE FOR?

Select up to 2.



99% of respondents answered this question.

Development of Parcel E will create a small new open space (approximately the size of one half a tennis court) along Center Boulevard and the existing linear park. A majority of respondents selected **active recreation** (42%) as the most needed use for this open space. This was closely followed by **enjoying plants and nature** (37%). In general, respondents commented that there is a significant need for more open space and recreational opportunities for community members of all ages to foster a healthier and more vibrant neighborhood.

"We are quickly running out of green spaces for residents of the area."

"Percentage of open space is so small, is there a way to increase for the site? To be able to include more open spaces the building could be raised and free up the ground plane, integrating smaller retail/lobby."

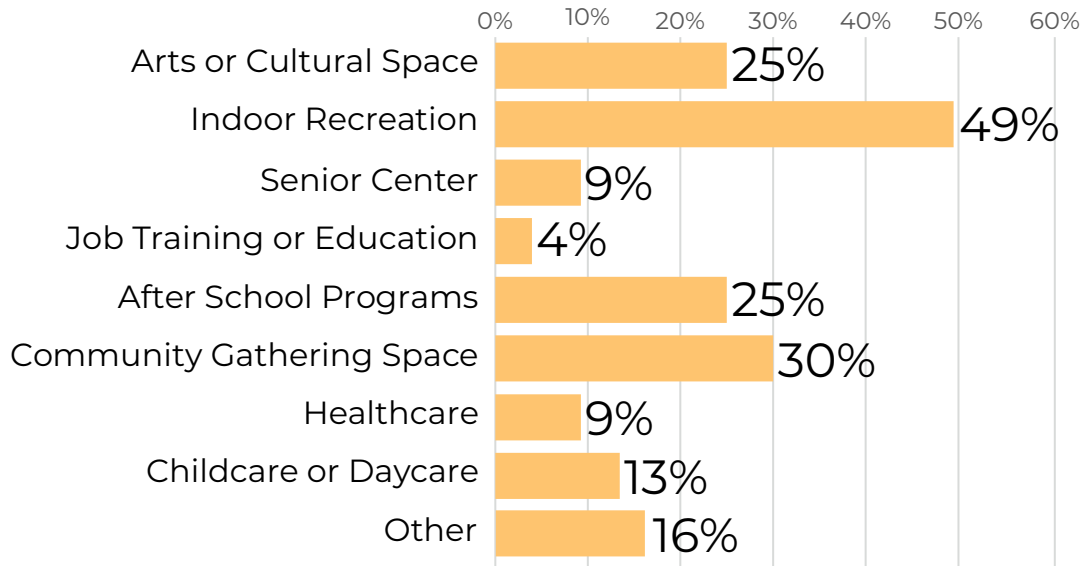
"I think the green spaces should incorporate the resilient design of the waterfront. Rainwater gardens and bioswales etc are also essential more inland for the sustainability and durability of our neighborhood."

"Plants and trees are needed more than anything else, there's so much pollution. How about a natural playground for people of all ages."

"Open space for sports is the most needed. The current field does not meet demand for the exploding number of residents."

"It would be great to have green space for farmers market and recreational activities."

**4. WHAT TYPE OF COMMUNITY SPACE DOES THIS AREA NEED?**  
 Select up to 2.



98% of respondents answered this question.

Development of Parcel E will include space for community facilities. When respondents were asked about what type of community space the area needs, a majority selected **indoor recreation** (49%), echoing the need for more recreational opportunities in the neighborhood. The next most common choices selected were **community gathering space** (30%), **arts or cultural space** (25%), and **after school programs** (25%). Respondents shared many different ideas through their comments, including the need for **flexible spaces** that can accommodate various activities.

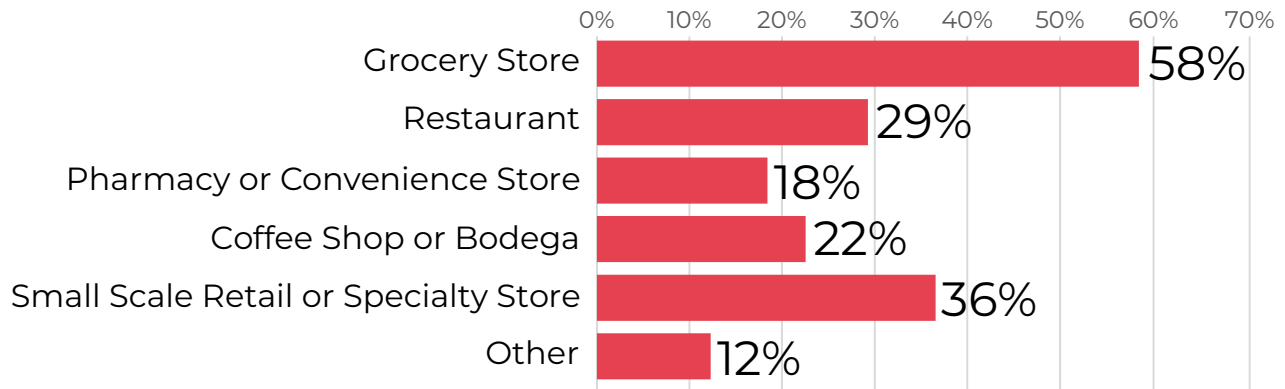
“This area is in sore need of a recreation center for the community. This would enhance the fabric of this neighborhood by providing neighbors with opportunities to interact, engage, and celebrate the community. When people know each other, the building itself and the neighborhood as a whole benefits.”

“It would be amazing to have a community center with affordable afterschool programs for kids. Working parents don’t have a lot of options that would pick up from schools and take care of the kids till 5-6pm.”

“Need gathering space that becomes “home” for the community. Planning, arts + culture, and events like the workshop!”

“With more and more buildings being built, there is a great need for outdoor recreational space. Alternatively, indoor recreational space would be of great use to the community. Additionally, there is a great need for a large, well run, well stocked grocery store, with decent prices.”

**5. WHAT TYPE OF COMMERCIAL RETAIL SERVICES DOES THIS AREA NEED?**  
 Select up to 2.



96% of respondents answered this question.

Development of Parcel E will also include space for new businesses and stores. When respondents were asked about what type of commercial retail the area needs a majority selected a **grocery store** (58%); however, this was often accompanied by comments that what is really needed are affordable options for access to fresh foods. In fact, the most common theme related to retail space in general was the **need for affordable options**. This was reflected in respondents' preferences for **small scale retail or specialty stores** (36%) and **restaurants** (29%).

"There's a lack of pharmacies, small scale retail, urgent care centers etc."

"Please put walkable eatery and coffee shops for the area. There is nothing close by unless you walk to Vernon which is far."

"Preserve a local spirit in terms of shops, and avoid big chains."

"Have fresh seafood like H-mart or supermarkets that are affordable like Key Food, Aldi."

"The area is lacking in affordable options. Everything from restaurants to delis are expensive and overall subpar."

"I also believe that should come with more affordable commercial and retail services, like bodegas and grocery stores, so that people can live comfortably in this area."

# Additional Comments and General Feedback

Respondents were given the option to include additional comments or feedback related to the site. The comments highlighted below are representative of several themes that were repeated in questionnaires and conversations had through HPD's various methods of community engagement.

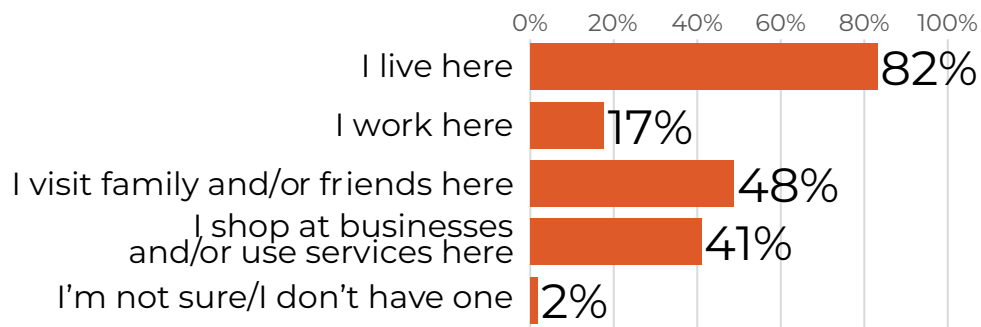
## 6. PLEASE SHARE ANY OTHER COMMENTS OR IDEAS YOU MIGHT HAVE FOR CONSIDERATION IN THE DEVELOPMENT OF THIS SITE:

- “Please consider fully affordable housing including deeply affordable units for this project. There is an affordable housing crisis in NYC and we need to provide truly affordable solutions for the most impacted New Yorkers.”
- “Buildings should be required to be built to Passive House standards - ultra-low energy efficiency but very comfortable and resilient for the long-term.”
- “Maximize the space available for community facilities like indoor recreation or a community center and some retail, the space is in need of some deli or coffee shop that is near the park, because most of LIC businesses are farther away. Also, the LIC waterfront is extremely unaffordable, so the building should be as deeply affordable as possible for a vibrant mixed-income community on the waterfront.”
- “There needs to be a focus on parks, open spaces and small businesses in order for Hunter’s Point to remain a desirable place to live.”
- “This should be 100 percent affordable at deeply affordable levels and should be developed by non profit developers or put in a land trust. KEEP PUBLIC LAND PUBLIC and don’t squander the little public land we have for market rate.”
- “Please use the most energy conserving and efficient methods of building, perhaps even passive house methods, with lots of sunlight and native trees. Keep rising sea levels in mind so these areas don’t add to the climate crisis. Provide plenty of space for storm water and use pervious pavement.”
- “I live in Gotham Point and this specific area feels very isolated from civilization and we need a sense of neighborhood/community. An affordable grocery store, a pharmacy, small restaurants, place for kids to play would benefit us a lot.”
- “The neighborhood’s ancient infrastructure is bursting and it suffers from insufficient services, recreational facilities, and gathering spaces.”

# Profile of Respondents

## A. WHAT IS YOUR CONNECTION TO HUNTER'S POINT SOUTH?

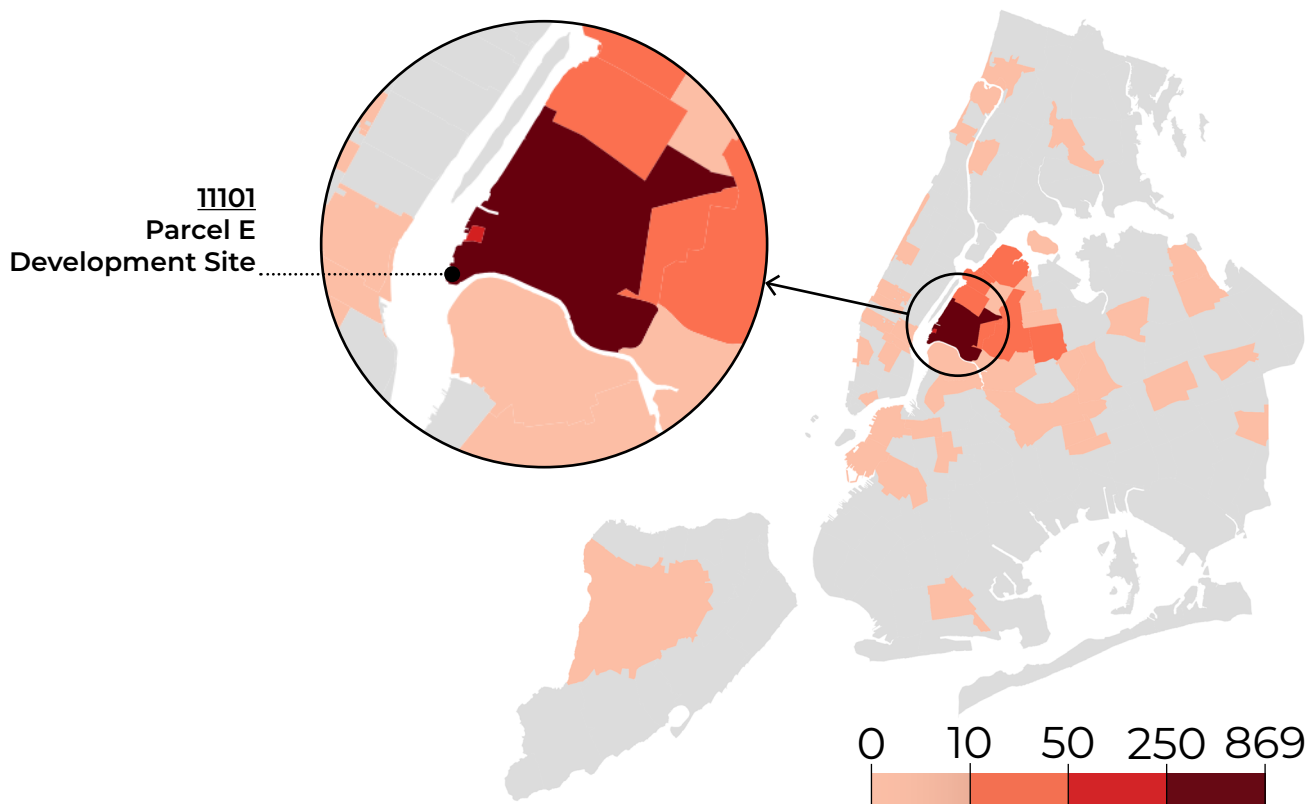
When asked about their connection to the Hunter's Point South neighborhood, a majority of respondents said they lived nearby. Many respondents who did not live in the area stated that they spend time with family and/or friends or shop at businesses and/or use services in the area.



100% of respondents answered this question.

## B. NEIGHBORHOOD OF RESIDENCE:

The site is located in the 11101 ZIP code. Sixty-six percent (66%) of respondents provided this ZIP code as their place of residence and ninety-nine percent (99%) of respondents provided a ZIP code located in Queens.

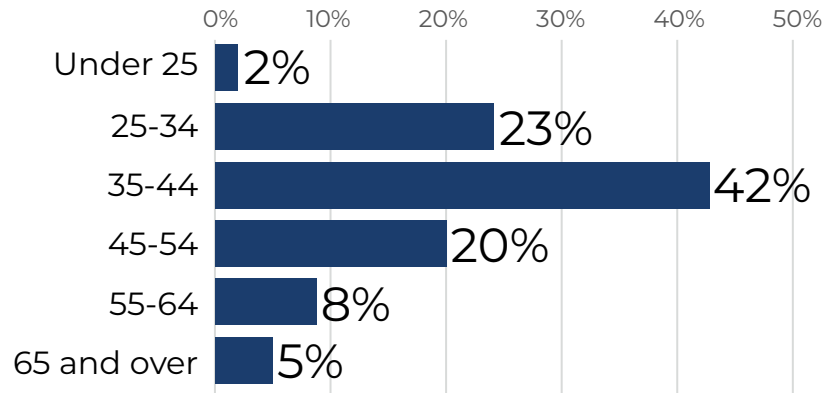


99% of respondents answered this question.



### C. AGE:

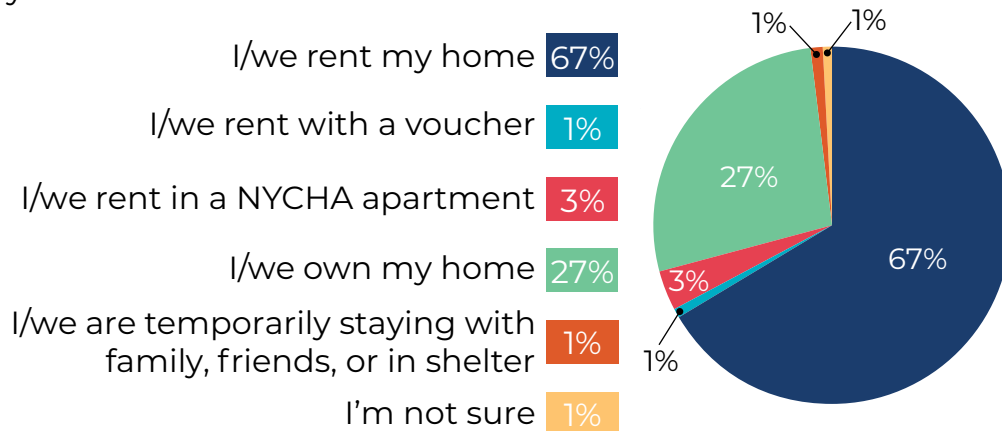
Questionnaire respondents ranged in age from 21 to 89 years old and the median age was 40.



91% of respondents answered this question.

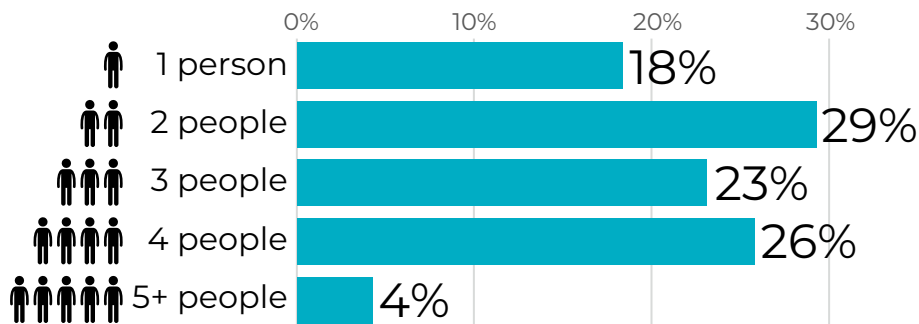
### D. HOUSING SITUATION:

The majority of respondents (71%) stated that they rent their homes which closely resembles the percentage of renter-occupied housing units (74%) in Queens Community District 2.<sup>1</sup>



94% of respondents answered this question.

Respondents reported a wide variety of household sizes with 30% living in households with four or more members.

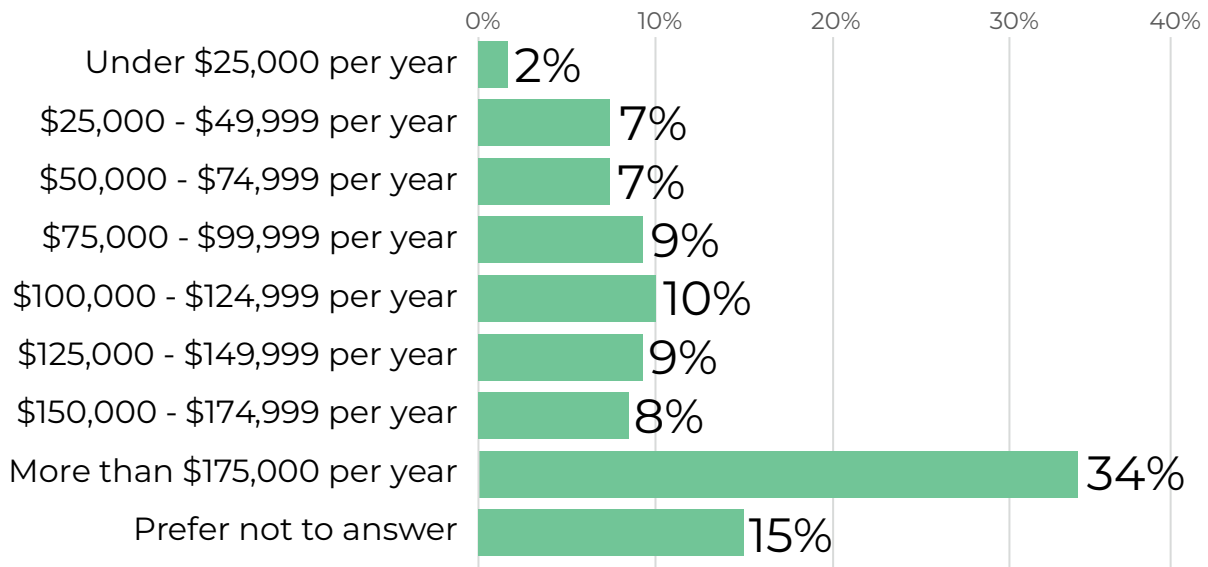


92% of respondents answered this question.

<sup>1</sup> New York City Department of Planning. (2024). American Community Survey Profile, 2018-2022: QN02 Long Island City-Sunnyside-Woodside (CD 2 Approximation), Housing Tenure. Retrieved from [popfactfinder.planning.nyc.gov](https://popfactfinder.planning.nyc.gov).

### E. INCOME:

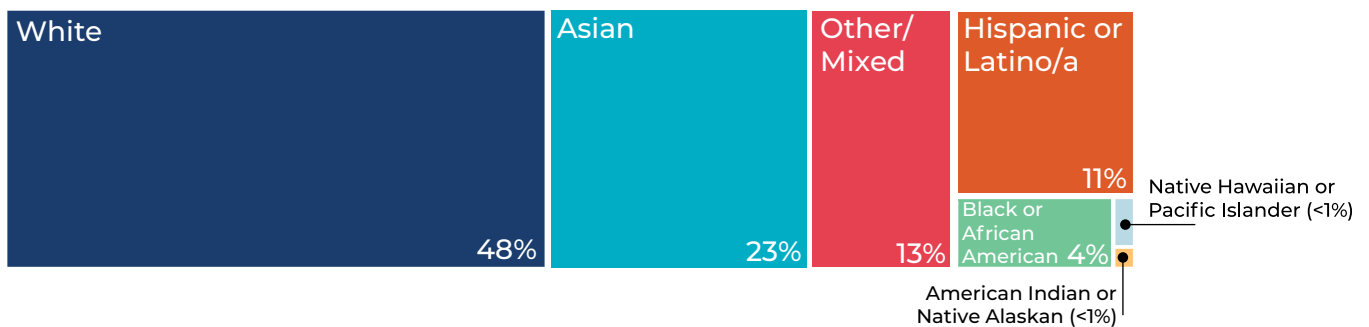
Questionnaire respondents reported a wide mix of household incomes with a large share (15%) of respondents selecting that they preferred not to answer. The median household income in Queens Community District 2 is approximately \$89,500<sup>2</sup> while the median income in Long Island City is approximately \$154,500<sup>3</sup>.



93% of respondents answered this question.

### F. RACIAL AND/OR ETHNIC GROUP:

Respondents were asked to select as many racial and/or ethnic identities as applied to them. Nearly half of the respondents identified as White (48%) and many others identified as Asian (23%). Of respondents who provided an answer to this question, 13% selected two or more racial and/or ethnic groups.



88% of respondents answered this question.

<sup>2</sup> New York City Department of Planning. (2024). American Community Survey Profile, 2018-2022: QN02 Long Island City-Sunnyside-Woodside (CD 2 Approximation), Income and Benefits. Retrieved from [popfactfinder.planning.nyc.gov](https://popfactfinder.planning.nyc.gov).

<sup>3</sup> New York City Department of Planning. (2024). American Community Survey Profile, 2018-2022: Long Island City-Hunters Point [QN0201], Income and Benefits. Retrieved from [popfactfinder.planning.nyc.gov](https://popfactfinder.planning.nyc.gov).



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