

Affordable Housing Coming to Jersey Street!

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.



June 6, 2023

Community Engagement Report-Back Presentation

NYC
Department of
Housing Preservation
& Development
Office of Neighborhood
Strategies

Agenda

1. Review of Project Background

- Site description
- Project commitments
- Community engagement

2. What We Heard

- Who we heard from
- Housing issues and barriers in the neighborhood
- Preferred types of housing
- Ground floor (non-residential) uses
- Public space
- Public Comments Map

3. Next Steps

Project Background

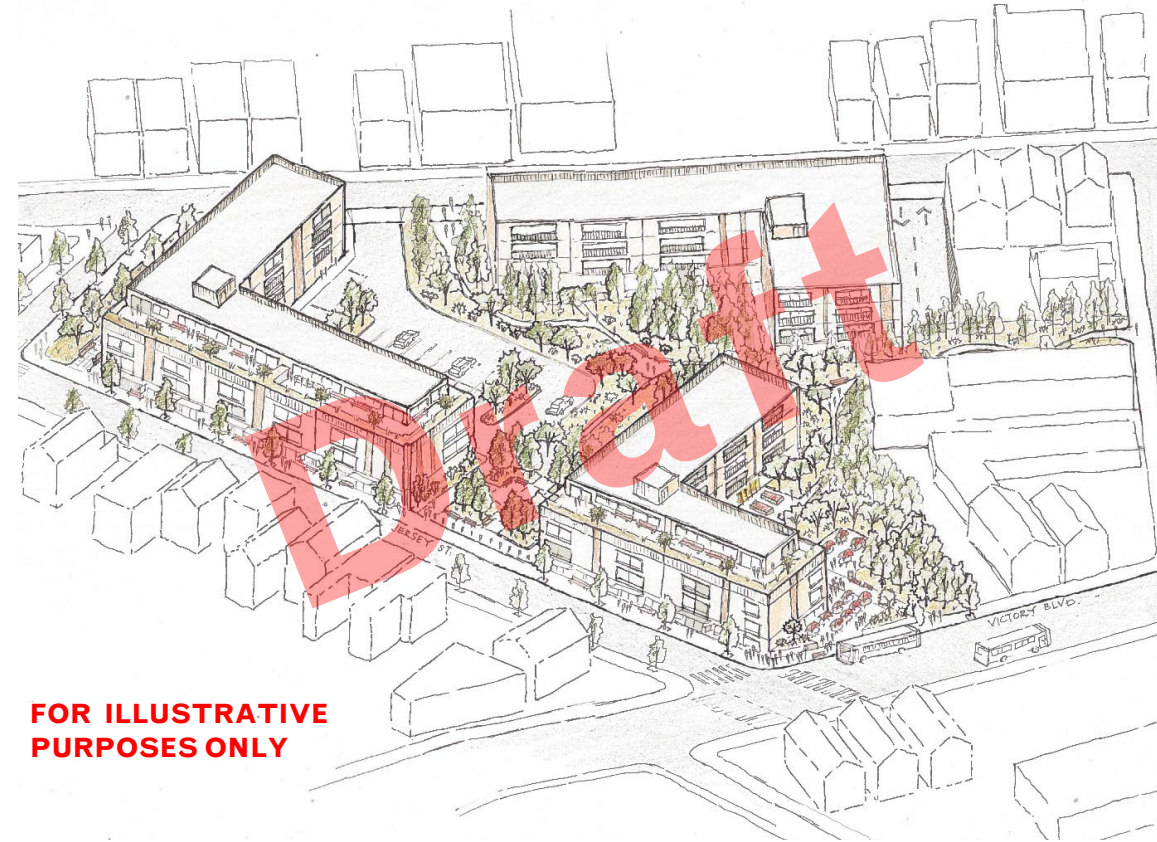
539 Jersey Street - Site Description

- City-owned property currently under Department of Sanitation (DSNY) jurisdiction.
- Between St. George, Tompkinsville, and New Brighton.
- DSNY will relocate facility to Fresh Kills.
- Redevelopment Opportunity:
 - Income restricted housing
 - New ground floor retail and/or community facility



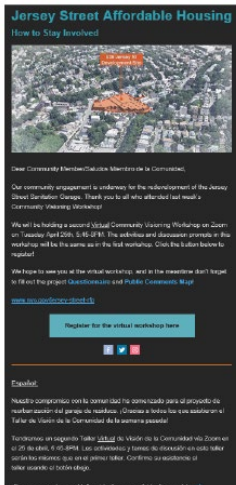
Project Commitments

- City Council approval for redevelopment of this site as part of 2019 Bay Street Rezoning
- Commitment to include:
 - Approx. 223 units of affordable housing
 - Including 90+ senior units
 - Including >25% of units reserved for Very Low and Extremely Low-income households
 - Community-serving ground floor uses



Community Engagement Overview

- Project website
- Email blasts
- Social media
- Tabling and flyering
- Public workshops
- Community-based organizations
- Questionnaire and public comments map



Community Engagement Community Visioning Workshops



Community Engagement Timeline



What We Heard

Questionnaire Results

150 Questionnaire responses received

87 online responses

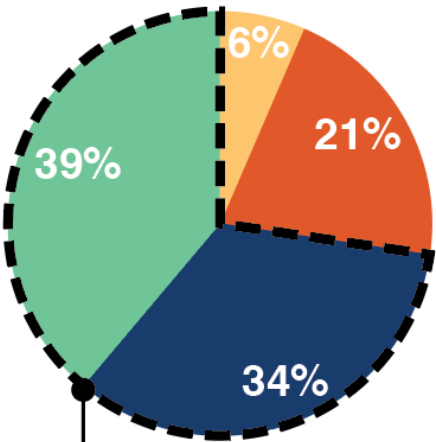
63 filled out at workshops, tabling events and civic association meetings

Questionnaire Results

Who We Heard From

Familiarity with the Site

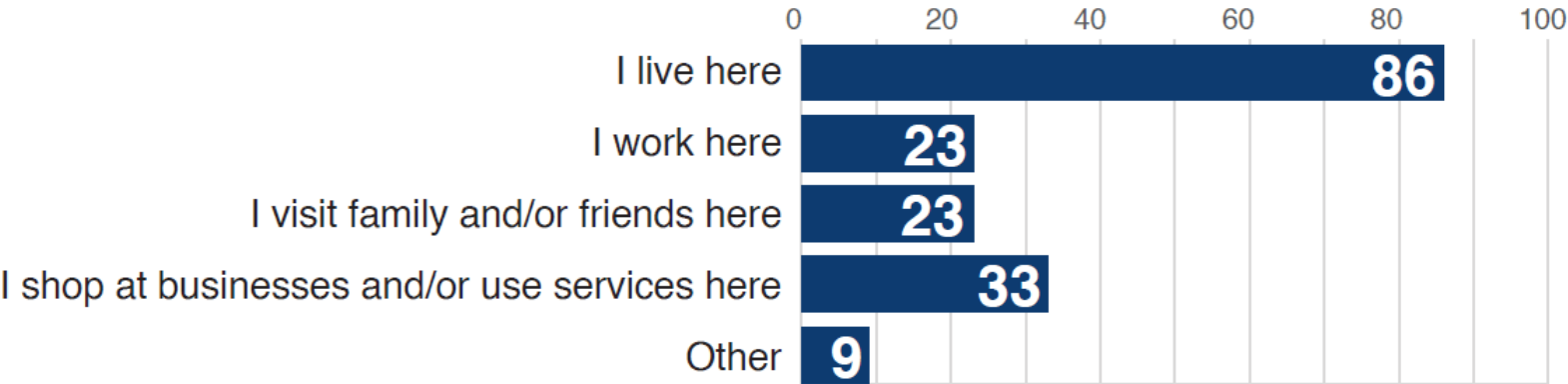
- I am near it everyday
- I pass by it frequently
- I am aware of it
- Never heard of it



73%
Are near the site everyday or pass by it frequently

93% responded to this question.

Relationship to the Area

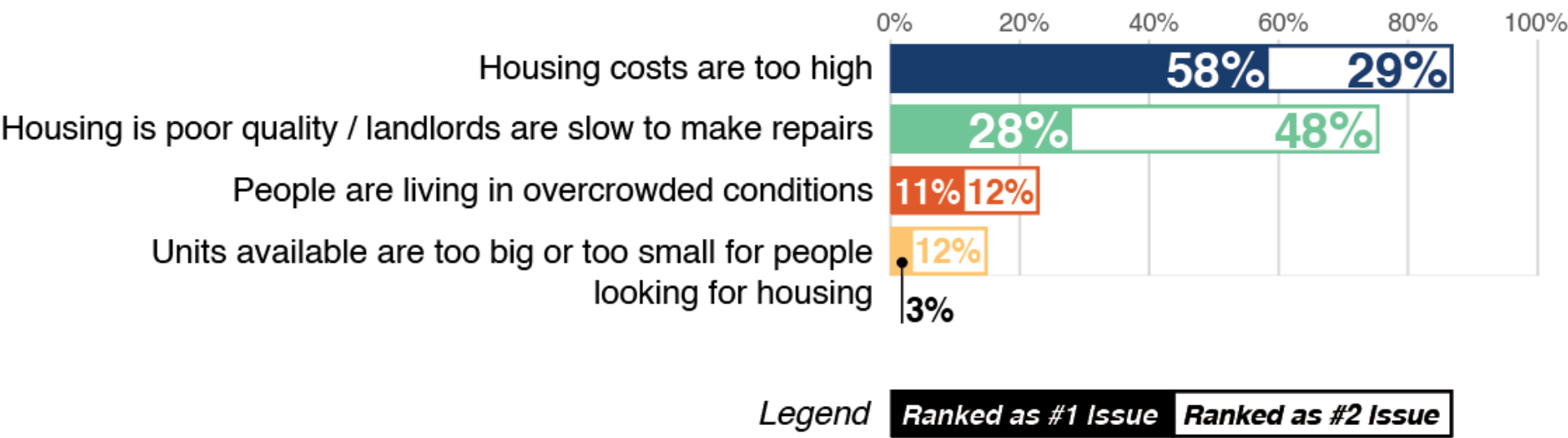


90% responded to this question.

Questionnaire Results

Housing Issues in the Neighborhood

86% ranked **housing cost** or **quality** as their top issue, and **77%** as their second top issue.



Respondents ranked the four issues in order of importance.
78% responded to this question.

Questionnaire Results

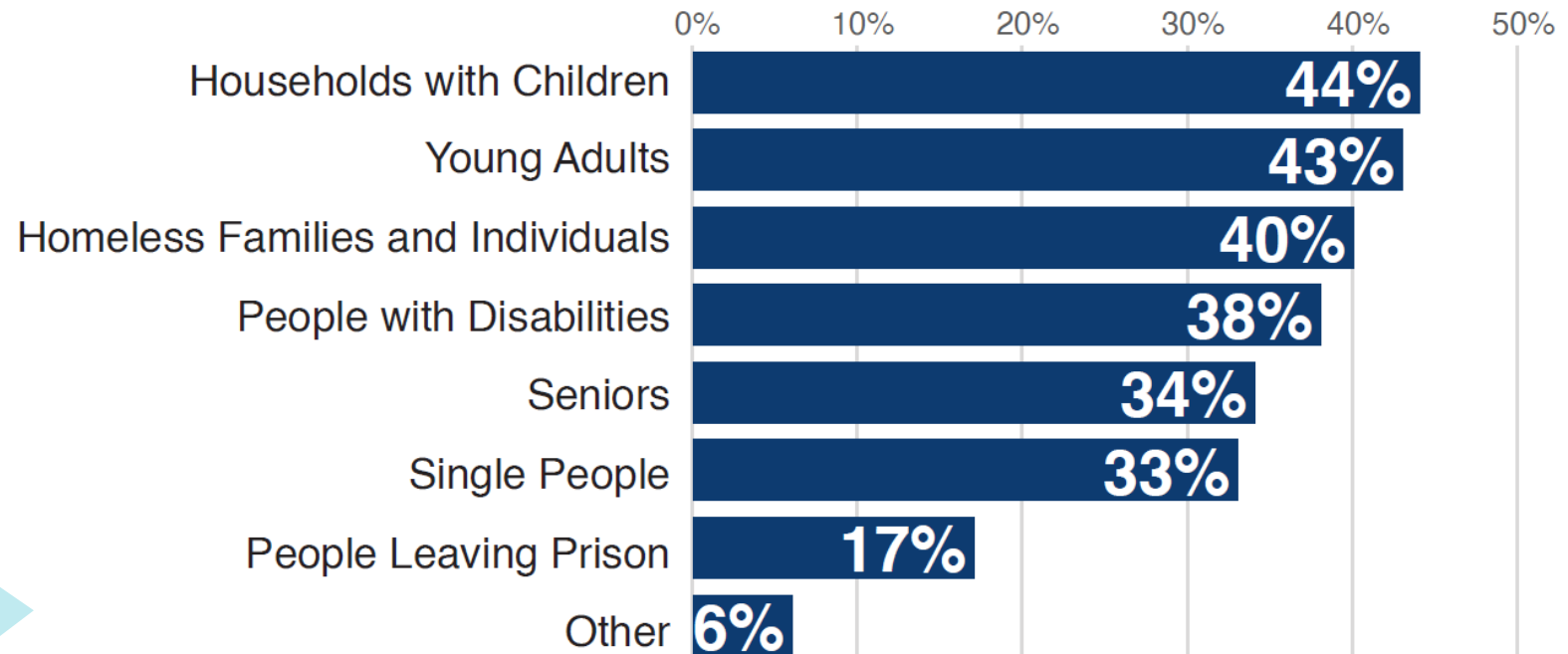
Who Faces Barriers to Housing

Many different populations face barriers to housing in the neighborhood.

"Working families, just above the poverty line."

"Immigrants"

"Seniors especially on fixed income are all going to be homeless soon. They are good people with a guaranteed income and would love a place to feel secure and not worry they are going to be forced out tomorrow."



Respondents chose **up to three** options.
92% responded to this question.

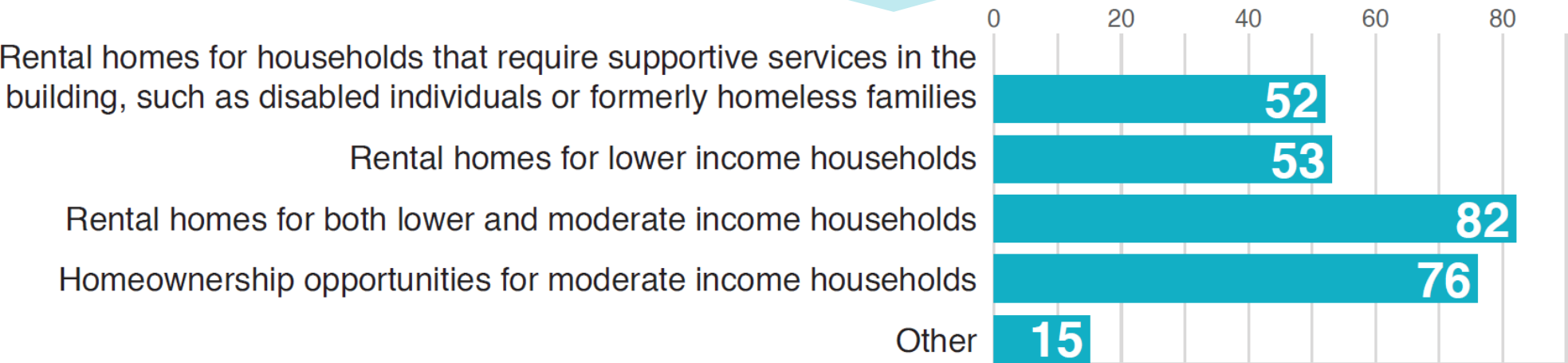
Questionnaire Results

Preferred Types of Housing

Over 50% of respondents selected low/moderate income rental housing, and/or homeownership opportunities.

“There are [rental] apartments and single-family homes but nothing in between”

“There is an “invisible line” that exists in the neighborhood that separates affordable and higher income housing. This site sits right near this line, so it could be an opportunity to better integrate wealth levels in the community.”



Respondents chose **up to two** options.
98% responded to this question.

Questionnaire Results

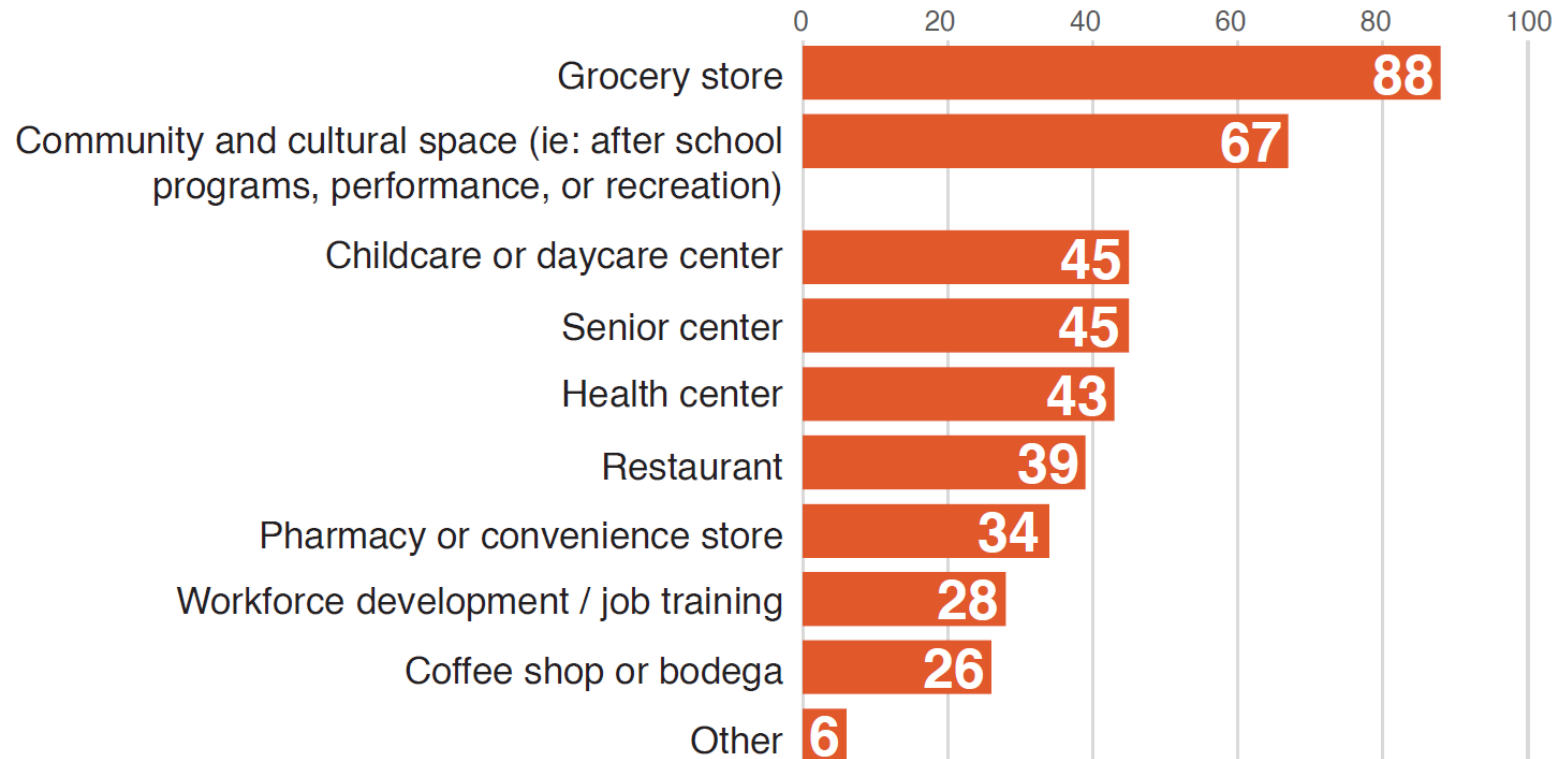
Ground Floor (non-residential) Uses

60% selected grocery store

45% selected community and cultural space

"This area is a food desert. We need better access to groceries"

"We need a large affordable supermarket. We have plenty of bodegas...that are overpriced"



Respondents chose **up to three** options.
99% responded to this question.

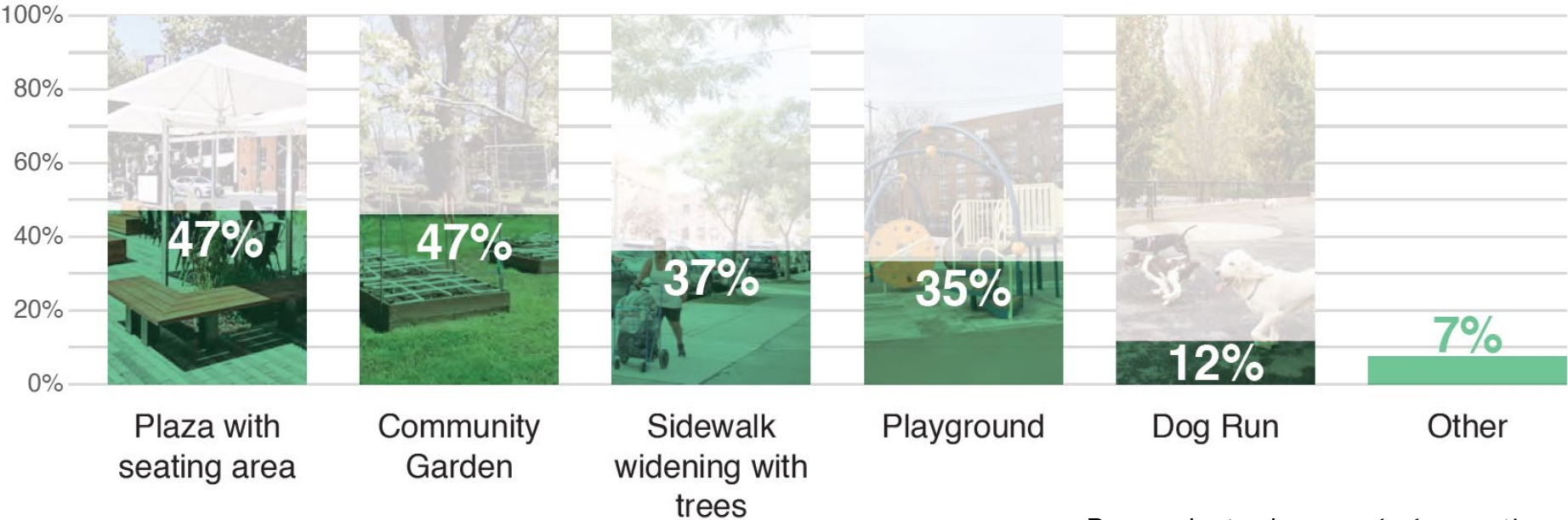
Questionnaire Results

Public Space

47% selected plaza and/or community garden.

Bus stops currently lack seating and shelter so seating and trees would be appreciated by bus riders.

Concerns about how accessible a community garden and dog run would be to the broader community.



Respondents chose **up to two** options.
99% responded to this question.

Public Comments Map

Jersey Street Story Map

A Story Map



NYC Department of
Housing Preservation
& Development

Submitted Comments

New Comment

We want to hear from you!

Tell us about the neighborhood by adding a comment on the map. Comment on the map to tell us about places that can connect to your vision for the sites and/or places you think are essential for understanding the area.

I love this little park. I like to take my niece there, but its not cared for properly. nothing dangerous but it isn't inviting. i would like to see more opportunities for community gardens and events for families. Taking inspiration from Snug harbor

● Park nearby

● Shakti - Bay Street

● Snug Harbor - Richmond Terrace

● St George Farmers Market

● Concord - not enough walkable
● stores/restaurants. Need better supermarket (Trader Joes/Shoprite)

Buses are slow and inconsistent, which disadvantages commuters. It also encourages single-occupancy vehicle use, which increases traffic and pollution

● Biking/walking can be kind of dangerous here, how can we make the street safer?

● Community garden here rocks! Needs more resources

● I would love a bakery/coffee shop in this area.

"I would love a bakery/ coffee shop in this area."

"I love being close to the Si Ferry. I love being in a diverse neighborhood + enjoy my neighbors."

"I love this little park. I like to take my niece there, but it's not cared for properly. Nothing dangerous but it isn't inviting..."

"Biking/walking can be kind of dangerous here, how can we make the street safer?"

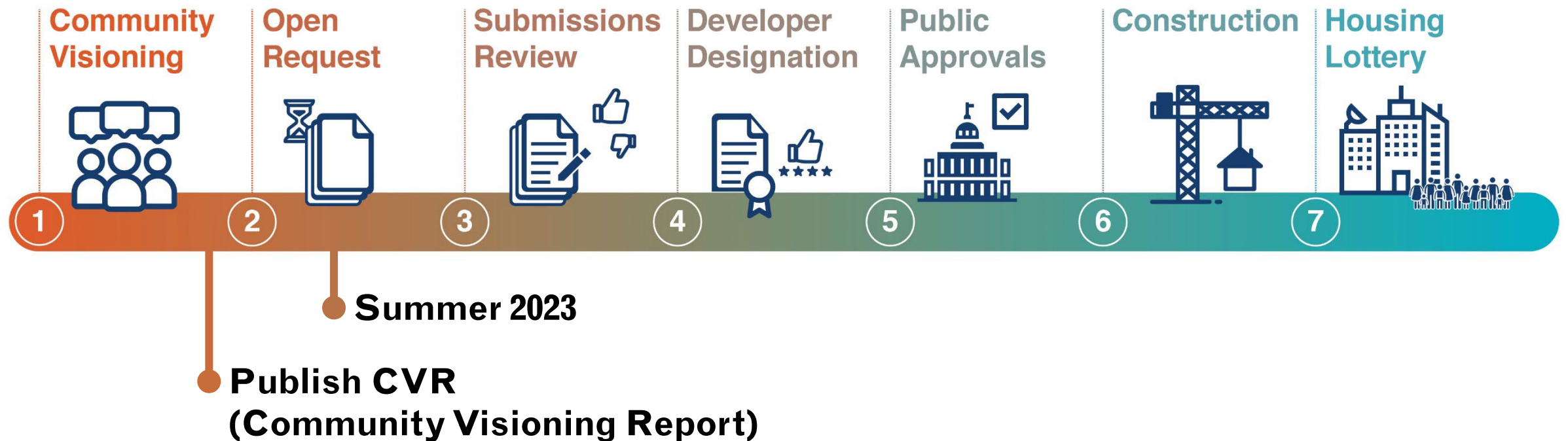


General Comments

- Staten Island has not seen much of any type of affordable housing built, so it is important to meet multiple needs.
- Desire for a transparent environmental scoping and remediation process.
- Grocery stores fill a need that bodegas cannot.
- Community space would be especially beneficial for teenagers and seniors.
- Consider neighborhood context and what already exists.

Next Steps

Next Steps Development Process

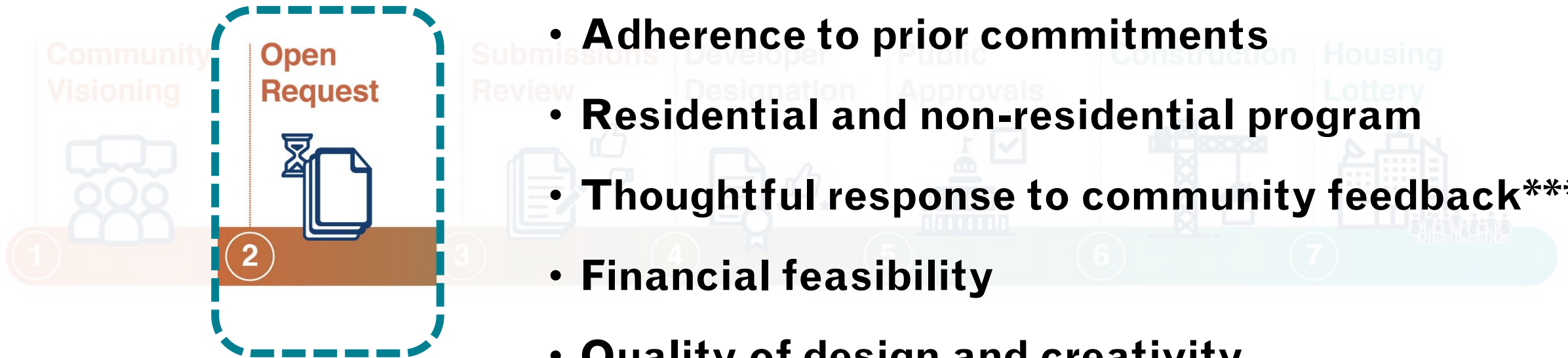


Next Steps

Request For Proposals (RFP) Document

RFP criteria to include:

- **Adherence to prior commitments**
- **Residential and non-residential program**
- **Thoughtful response to community feedback*****
- **Financial feasibility**
- **Quality of design and creativity**
- **Development team experience**



www.nyc.gov/jersey-street-rfp

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