

M/WBE RFP Round 2 Pre-submission Conference

May 14, 2021

Agenda

- 1. Context and Development Goals**
- 2. Dean + Bergen Community Visioning Report**
- 3. RFP Evaluation Process and Criteria**
- 4. Submission Instructions**
- 5. Questions and Answers**

SITE CONTEXT

NEIGHBORHOOD CONTEXT

NEIGHBORHOOD DEMOGRAPHICS

DEVELOPMENT GOALS

CONTEXT AND DEVELOPMENT GOALS

Site A: 542 Dean Street



- Block 1136, Lots 29, 32-35
- Size: 17,145 SF
- HPD parking lot

- **Has a Seniors First Commitment for at least 80 senior units**

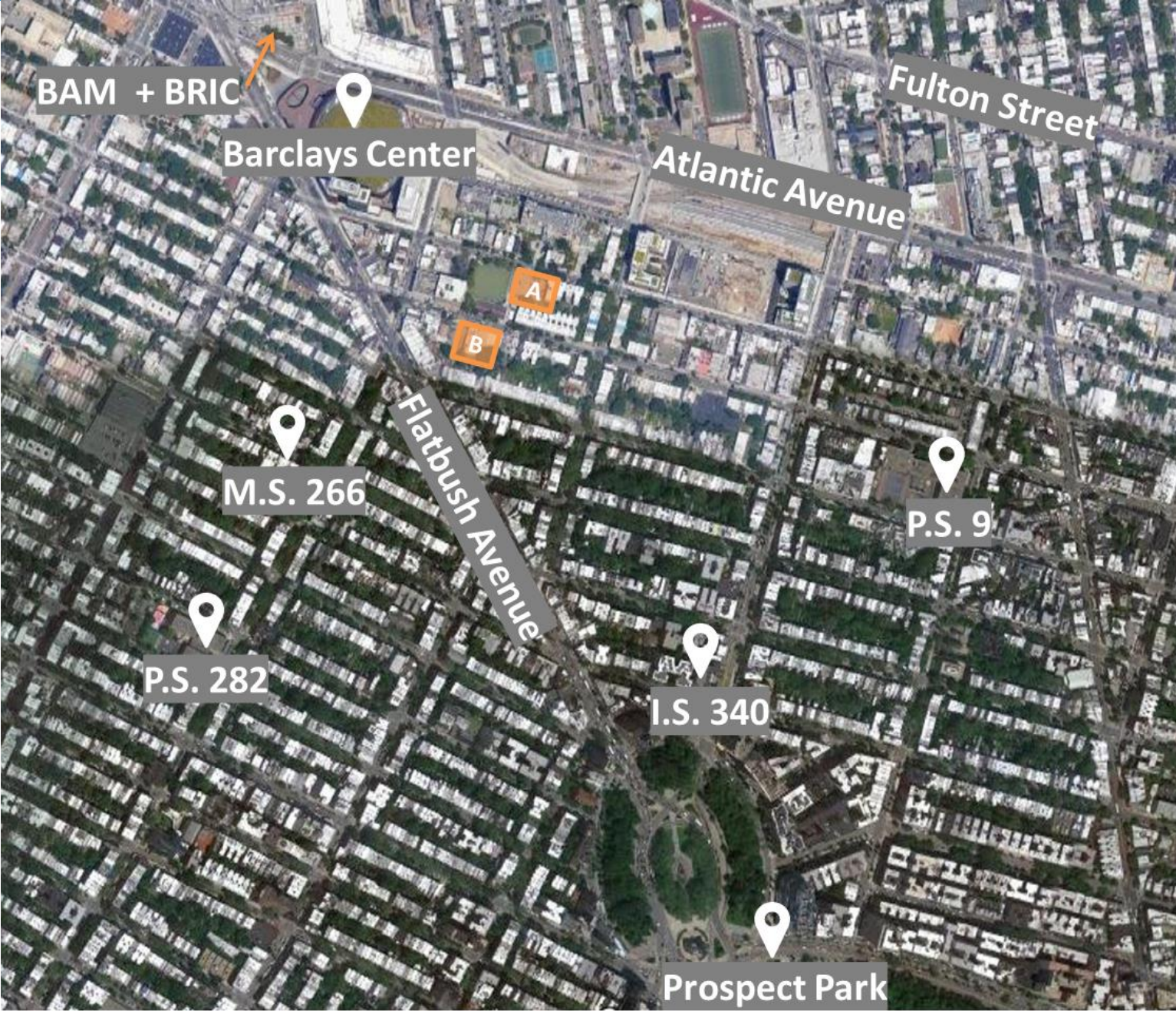


Site B: 516 Bergen Street



- Block 1143, Lot 25
- Size: 17,051 SF
- Vacant HPD field office with parking
- **Must include 23 parking spaces for HPD operations**

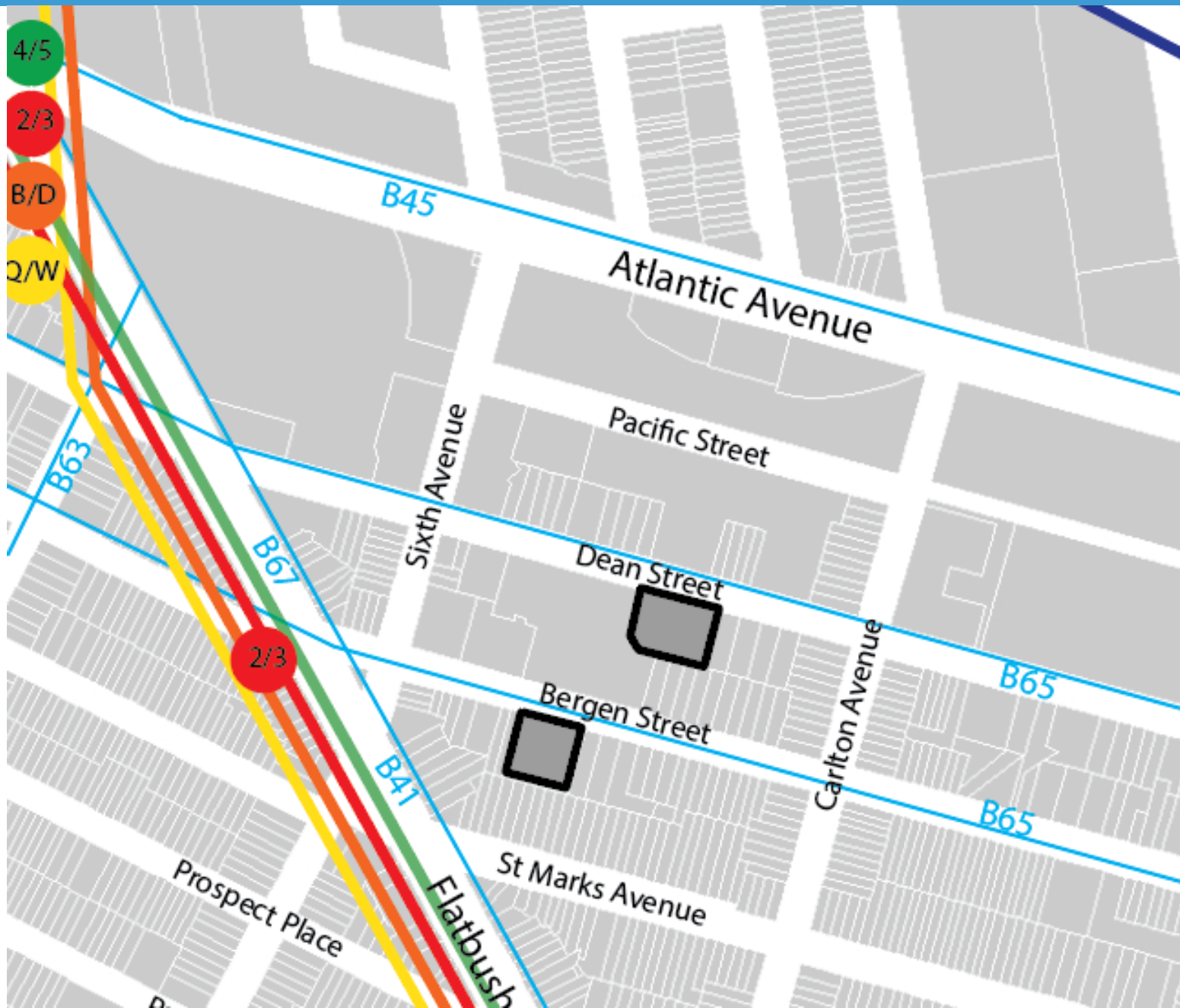
Neighborhood Context



Neighborhood Context: Land Use



Neighborhood Context: Transit Resources



Neighborhood Demographics

Median Household Income

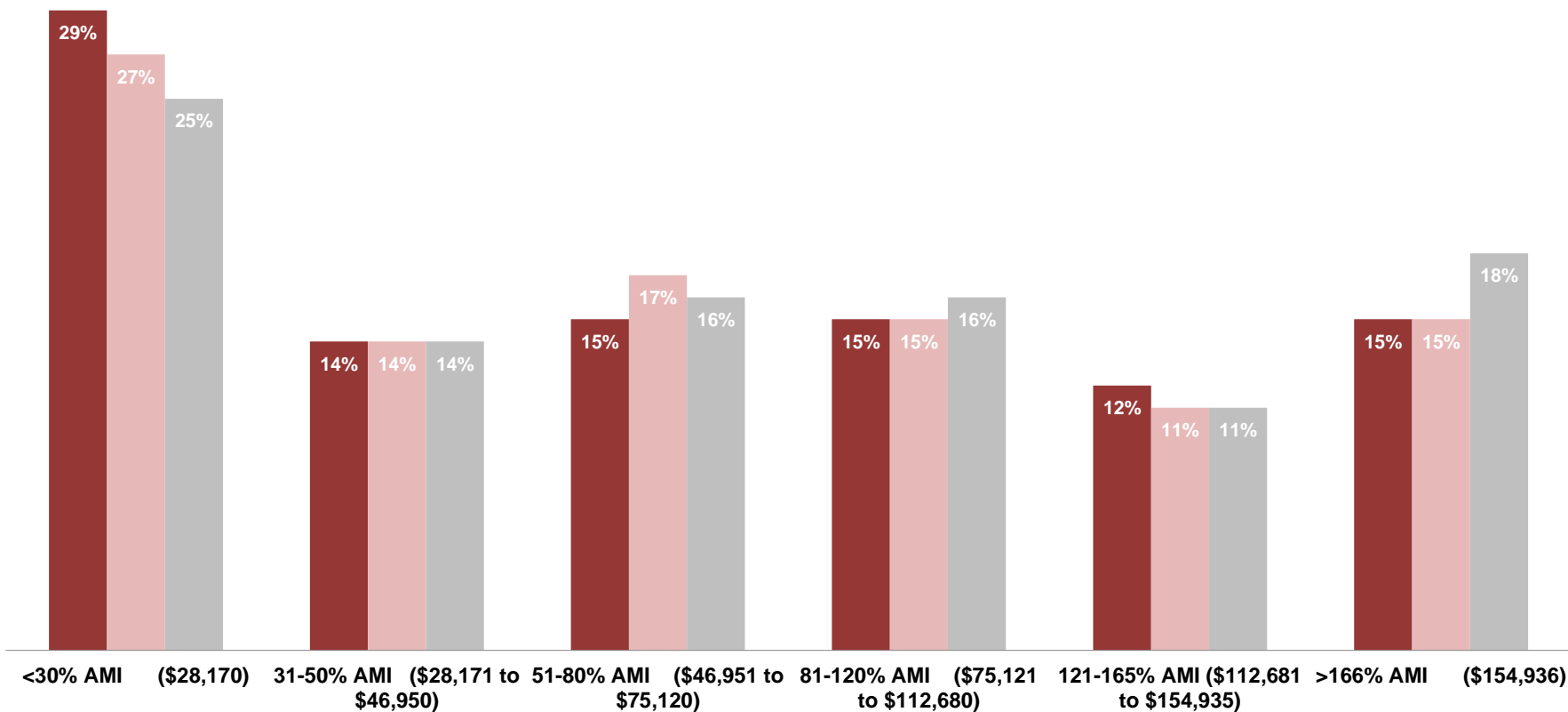


Source: ACS 2014-2018 5-Year Estimates
*Based on PUMA that approximates CD 8

Neighborhood Demographics

Distribution of Households by Income Group

■ Prospect Heights, Crown Heights, Weeksville ■ Brooklyn ■ New York City



Source: ACS 2014-2018 5-Year Estimates

Income limits are for a three-person household (HUD 2018)

*Based on PUMA that approximates CD 8

Development Goals

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.

Development Program and Community Development

- **Site A:** Create a development program with affordable housing and publicly accessible open space that may also incorporate other non-residential uses on the ground floor.
- **Site B:** Further the goals of the Where We Live NYC Plan including providing lower income New Yorkers and particularly lower income families with children opportunities to live in this amenity-rich neighborhood.
- **Site B:** Create a development program with affordable housing that may include community facility on the ground floor.
- Implement a development program that clearly addresses the Site and neighborhood context.
- Implement a development program that is responsive to the goals and priorities identified in the Dean and Bergen Community Visioning Report.

Development Goals

Financing and Affordability

- **Site A:** Ensure that 100% of the residential units are affordable. The project must comply with HPD SARA Term Sheet and HDC Extremely Low and Low-Income Affordability (ELLA) Term Sheets, if proposing HDC financing.
- **Site B:** Ensure that 100% of the residential units are affordable to a mix of household incomes and comply with HPD-HDC Term Sheets.
- Establish a sound capital and operating budget that addresses the various elements of the development program.
- Maximize long-term affordability.

Design and Performance

- Design and develop a high-quality affordable building that is financially feasible.
- Design and develop a building that considers community goals and priorities outlined in the Dean and Bergen Community Visioning Report (Appendix B).

AFFORDABILITY

NON-RESIDENTIAL PROGRAMMING

OPEN SPACE

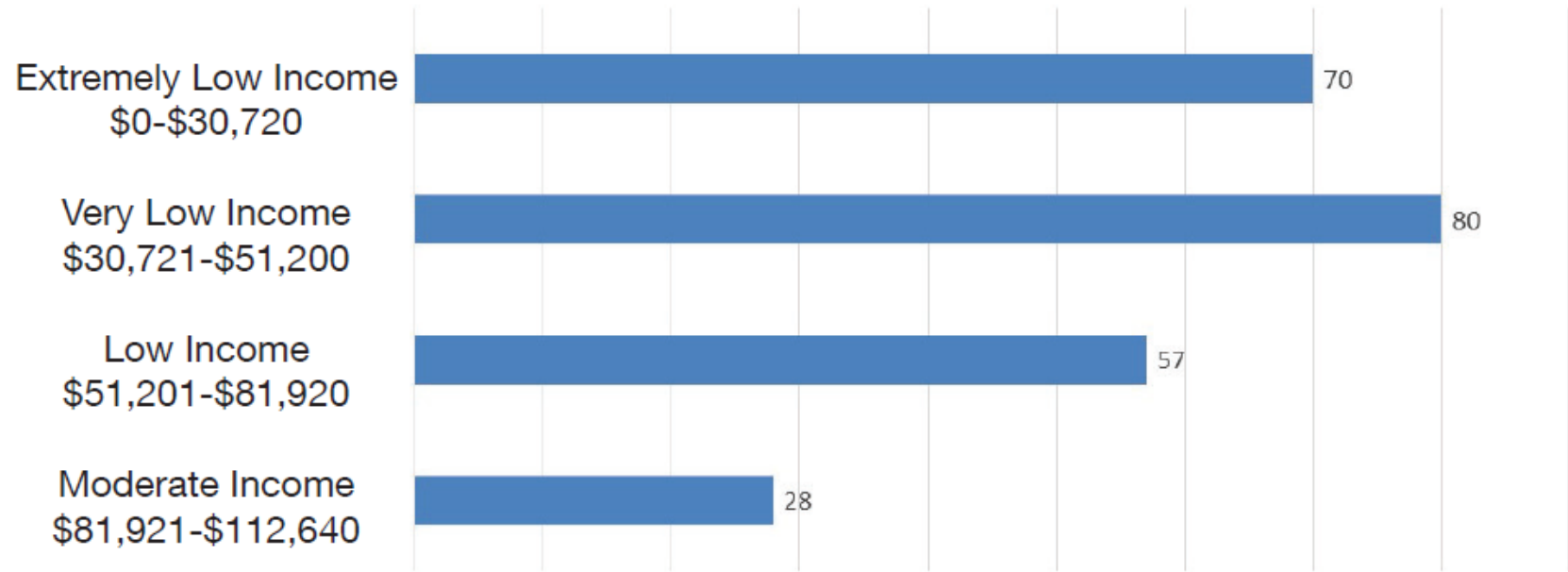
BUILDING DESIGN

DEAN + BERGEN COMMUNITY VISIONING REPORT

Dean and Bergen Community Visioning Report

Affordability

Which household incomes should be prioritized on 516 Bergen Street? (Select your top 2 priorities)

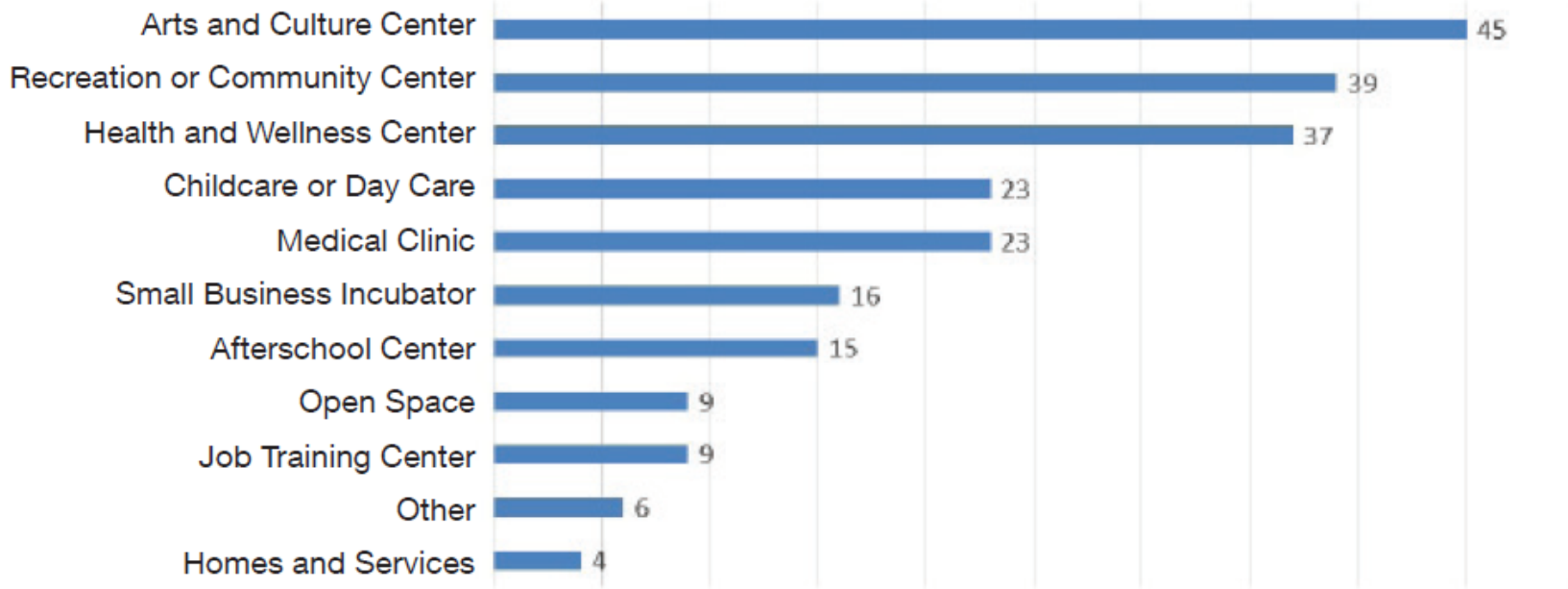


Household incomes for household of 3

Dean and Bergen Community Visioning Report

Non-Residential Programming

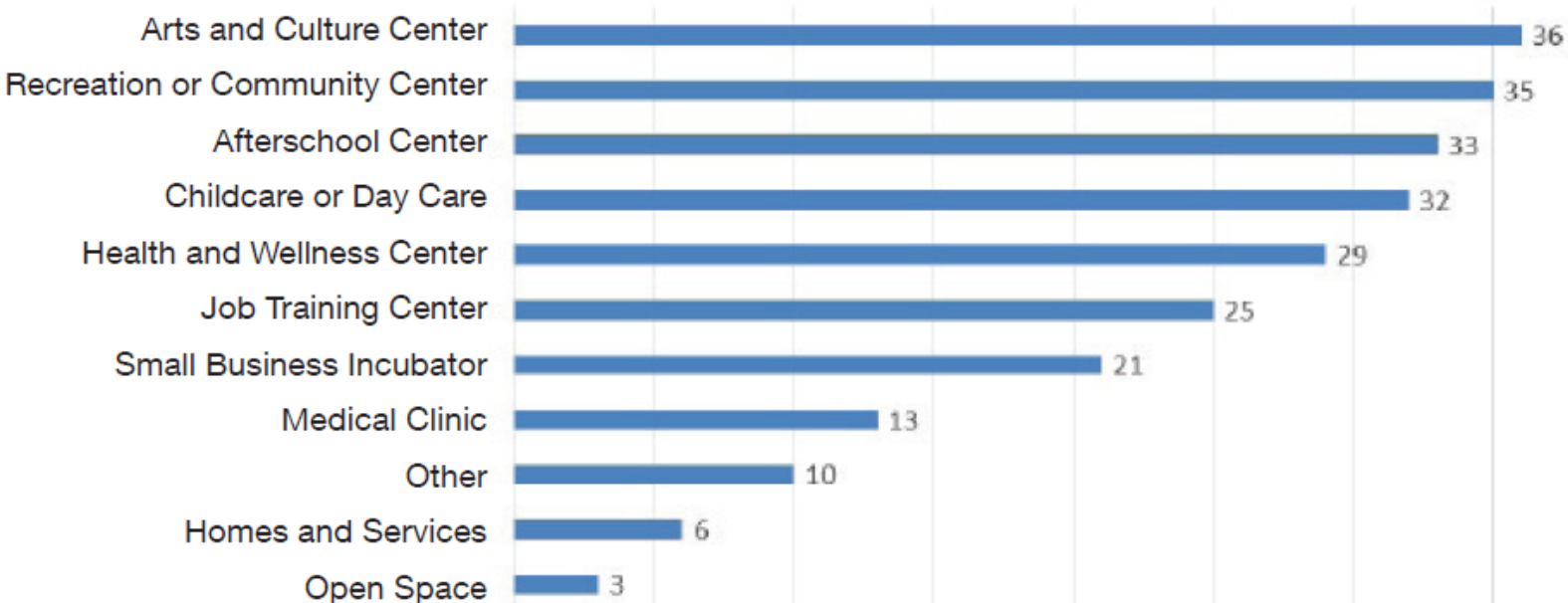
What type of community spaces and services are needed in the neighborhood that you would like to see on 542 Dean Street? (Select your top 3 priorities)



Dean and Bergen Community Visioning Report

Non-Residential Programming

What type of community spaces and services are needed in the neighborhood that you would like to see on 516 Bergen Street (Select your top 3 priorities)

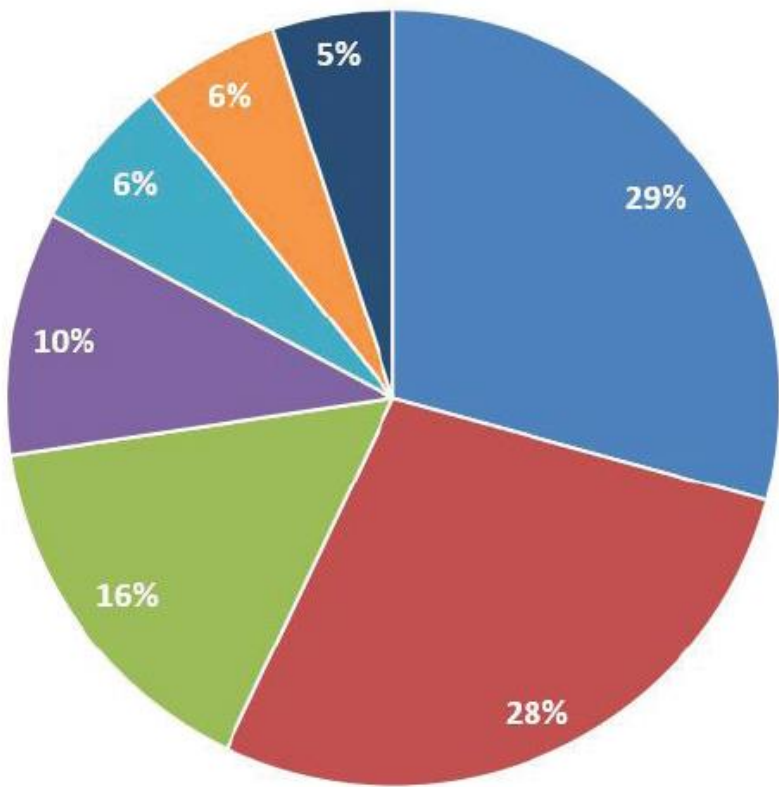


Dean and Bergen Community Visioning Report

Open Space

If some of the site is dedicated to open space how should this space be passively programmed?

- Interactive spaces
- Flowerbeds, trees, gardens
- Other
- Walking path
- Performance space
- Fitness space
- Chess tables



Dean and Bergen Community Visioning Report

Design

Maximize the number of affordable units while keeping the height of the buildings contextual with the rest of the neighborhood and adjacent brownstone rowhomes.

Dean Street site

- Accommodating off-street drop offs
- Maximizing light and air
- Designing building/choosing facade materials that are contextual
- Matching window heights with adjacent buildings
- Designing creatively
- Avoiding glass curtain wall look

Bergen Street site

- Respecting the adjacent historic district
- Designing an older looking building
- Maximizing transparency and space given to windows
- Avoiding glass curtain wall look

THRESHOLD REQUIREMENTS

COMPETITIVE SELECTION CRITERIA

DESIGN GUIDELINES

RFP REVIEW PROCESS AND EVALUATION CRITERIA

Threshold Requirements

Development Team Experience and Capacity

- Comparable Development Experience
 - At least one principal has experience developing >1 residential building with >60 units in last 7 years
- Comparable Management Experience
 - At least one principal or the property manager has experience managing >60 units in NYC in the last 7 years.
- Development Team must include an M/WBE that will hold at least 51% of the managing ownership interest in the Project. M/WBE must receive a commensurate interest in the totality of the economic benefits of the Project.

Development Program and Community Economic Development

- 100% affordable housing
- **Site A:** 80+ senior housing units (SARA term sheet)
- **Site A:** Publicly accessible open space adjacent to Dean Playground, up 3,300 square feet
- Plan for Internet Access
- Job Outreach Plan

Competitive Selection Criteria

Site A

Competitive Criteria	Weight	
Development Team Experience and Capacity	25%	50%
Financing and Affordability	25%	
Development Program and Community Development	20%	50%
Design and Performance	30%	

Site B

Competitive Criteria	Weight	
Development Team Experience and Capacity	25%	50%
Financing and Affordability	25%	
Development Program and Community Development	20%	50%
Design and Performance	30%	

Competitive Selection Criteria

Finance and Affordability

- **Site A:** If community facility or commercial spaces are included, they must generate enough rental income or the Development Team must provide equity to support all associated development costs, inclusive of hard and soft costs.

Development Program and Community Economic Development

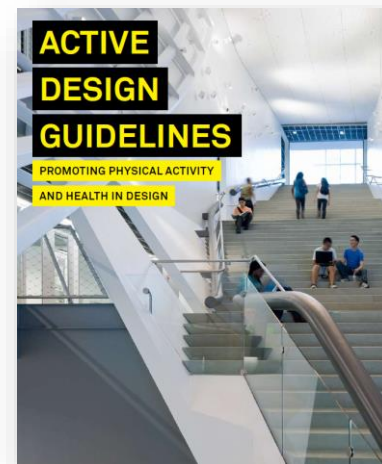
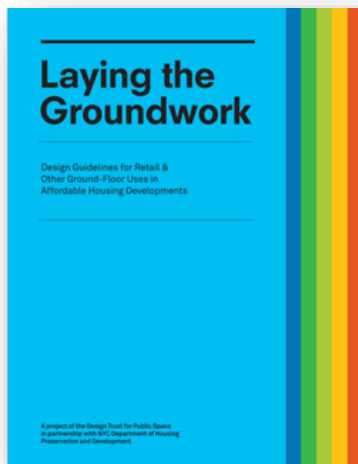
- Plan for Internet Access – Preference for projects that propose an internet service plan in addition to the threshold requirement for providing internet infrastructure in building.
- Responsiveness to Dean and Bergen Community Visioning goals

Design and Performance

- Responsiveness to Dean and Bergen Community Visioning goals

Design Guidelines

- ***New*** HPD Design Guidelines for Multi-Family New Construction
- 2020 Enterprise Green Communities Criteria
- Laying the Groundwork Design Guidelines
- Active Design Guidelines
- Appendix A



Design Guidelines

- Design considerations
 - Accessible Design & Construction
 - Equitable & Healthy Buildings
 - Broadband Access Requirements and Recommendations
 - Sustainability & Energy Efficiency
 - Zero Waste
 - Flood Resistant Construction
 - Active Design
 - Aging in Place
 - Commercial and Retail Spaces
- Additional HPD Program Requirements
 - Senior Housing

Appendix A

Open Space

- The proposed site plan and design must create a physical and visual connection with Dean Playground.
- The at grade open space must be publicly accessible from Dean Street and have a positive interface between the building and the Dean Playground. The open space should have a maximum square footage of 3,300 square feet and be at most 30 feet in depth.
- The outdoor amenities proposed in the open space must strengthen the overall site plan and will be evaluated on its quality and integration.
- Proposals should relate to the goals and priorities identified in the Community Visioning Report found in Appendix B.
 - Proposals should clearly articulate: attractiveness to multiple age groups (intergenerational), ability to accommodate diverse, passive and suitable activities, and ability to foster a sense of safety.
- Open Space design should adhere to the Department of Parks and Recreation's **High Performance Landscape Guidelines**.

INSTRUCTIONS

BEST PRACTICES

TIPS

SUBMISSION INSTRUCTIONS AND BEST PRACTICES

Submission Instructions

- Submissions are due **August 12, 2021**
- 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 A:** Must include at least 80 units for senior housing and publicly accessible open space adjacent to Dean Playground.
 - **Site B:** Must include 23 parking spaces.

Submission Best Practices

- Submit materials in order requested
- Complete entire forms and provide them in specified formats
 - Forms B, E-1, E2 in Excel
 - E-3 in separate PDF
- Submit asset statements for all identified principals
- Demonstrate that plans were prepared by a Registered Architect or Professional Engineer

Experience and Programming Tips

- Submit concise and relevant marketing materials, narrative statements, and/or portfolio list for Other Members of Development Team
- Clarify roles of Development Team members, if joint venture ensure ownership stakes add up to 100%
- Community engagement narrative
 - ULURP
 - Job outreach plan

Finance Tips for SARA projects

- ***New*** SARA term sheet
 - Ensure budget aligns with the term sheet requirements for either 9% or 4% transactions
- Set all units with the same affordability across the entire project
 - Indicate how many units are set aside for homeless households (30%)
- Underwrite all rents to 100% of 2021 FMR or \$1,760 for studios and 1,801 for 1BRs, deducting the appropriate utility allowance.
- Assume prevailing wages

Design Tips

- Include overall dimensions, dimensions within dwelling units, and net square footages within each area
- Include elevations of project from all directions
- If proposing unusual construction methods, discuss in the narrative
- If proposing specific sustainability methods, discuss in narrative
 - If method results in savings, discuss in narrative

Questions and Answers

Email questions to: mwberfp@hpd.nyc.gov

Important Dates:

July 22, 2021: Questions due by e-mail to mwberfp@hpd.nyc.gov

August 12, 2021: Submissions Due