

Affordable Housing Coming to 784-800 Myrtle Avenue!

An aerial photograph of a city block, likely in New York City, showing a mix of residential buildings and trees. A specific area is highlighted with a yellow rectangular outline, and a red location pin is placed on it. To the right of the highlighted area, there is a red circular callout with white text.

784-800
Myrtle Ave

Community Board 3 Full Board Meeting

September 8, 2026

NYC
Housing Preservation
& Development
Office of Neighborhood
Strategies

Agenda

- 1. Neighborhood Builders Fast Track Request For Qualifications (RFQ)**
- 2. Site Overview**
- 3. RFP and Community Visioning Process**
- 4. Next Steps**

1. Neighborhood Builders

Fast Track

Neighborhood Builders FastTrack

RFQ Goals

HPD seeks to establish a list of developers designated as qualified to develop and construct high-quality affordable housing development projects.

Fast Track Goals:

- Focus on small to moderate-sized sites that are considered ready-to-develop.
- Shorten the developer selection process by several months and make the process less onerous for HPD and the development community.
- Provide opportunities for M/WBE firms and non-profit organizations.
- Deliver affordable housing faster.

RFQ was released on March 25, 2026

2. Site Overview

Site Overview

784-800 Myrtle Site

- **784-800 Myrtle Ave:** Brooklyn Community District 3
- **Council District 36:** Council Member Chi Ossé
- **Lot Size:** approx. 22,500 square feet
- **Zoning Districts:** R7D/C2-4
- Near **Myrtle-Willoughby Ave G Station**



Site Overview Background

The Bed-Stuy Housing Plan:

- Launched in 2019 by HPD with residents, community partners, and elected officials.
- Identified preservation/stabilization strategies and affordable housing development on city-owned land in Bed-Stuy.
- Engagement involved 18 workshops, 200+ participants, and 20+ partner organizations.

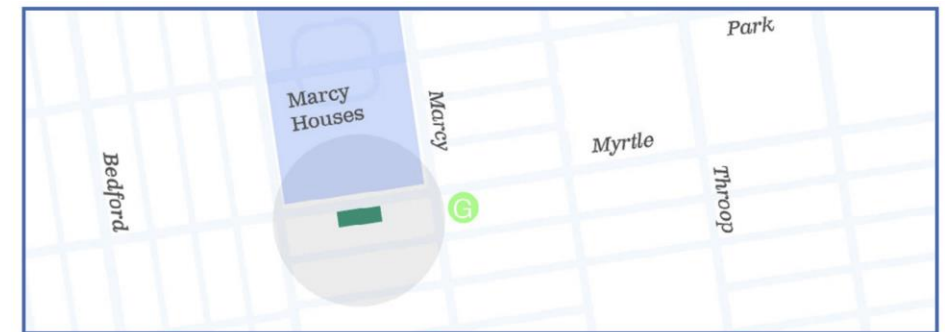


Site Overview

Background

The Bed-Stuy Housing Plan: Myrtle-Marcy

- Theme: "Space for Diverse Communities"
- Accommodate different social and cultural communities and practices
- Incorporate the celebration of difference through:
 - Dedicated art and culture space or partnerships with art programming
 - Publicly accessible spaces, community facility and retail programming, public art and design of the building, range of household sizes and types .



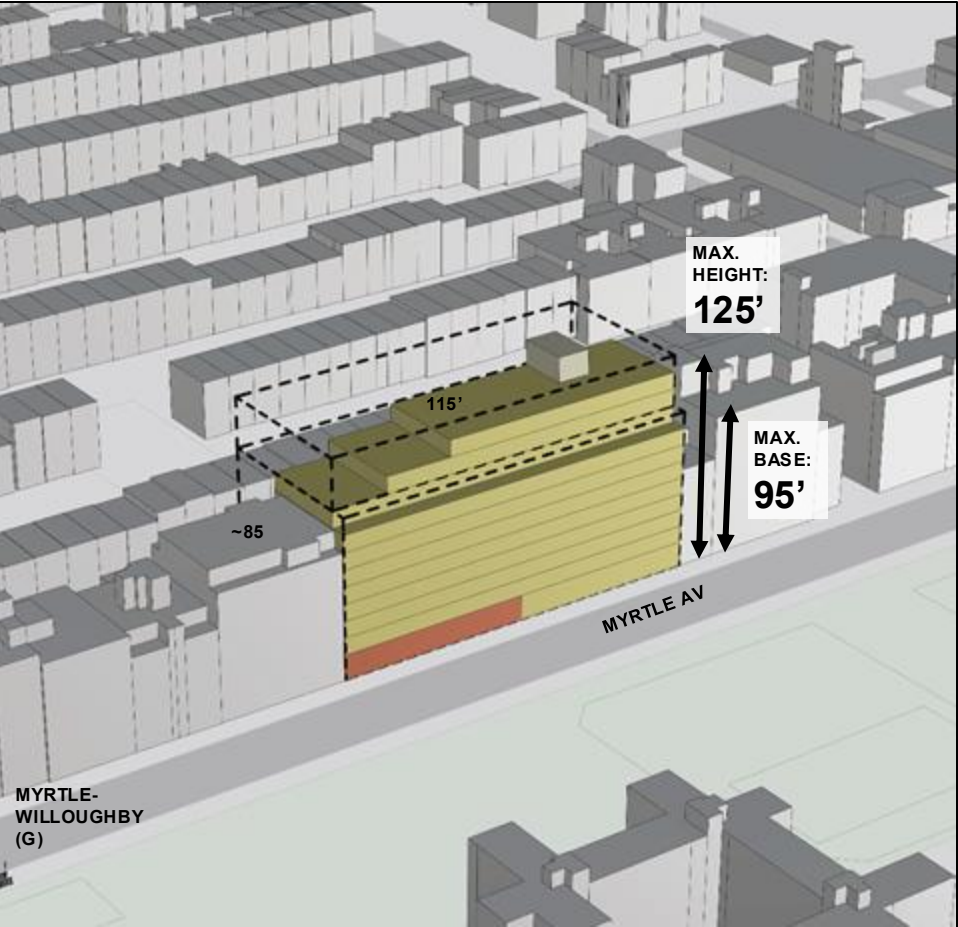
Bed-Stuy Housing Plan: Myrtle-Marcy Site

Site Overview

Background

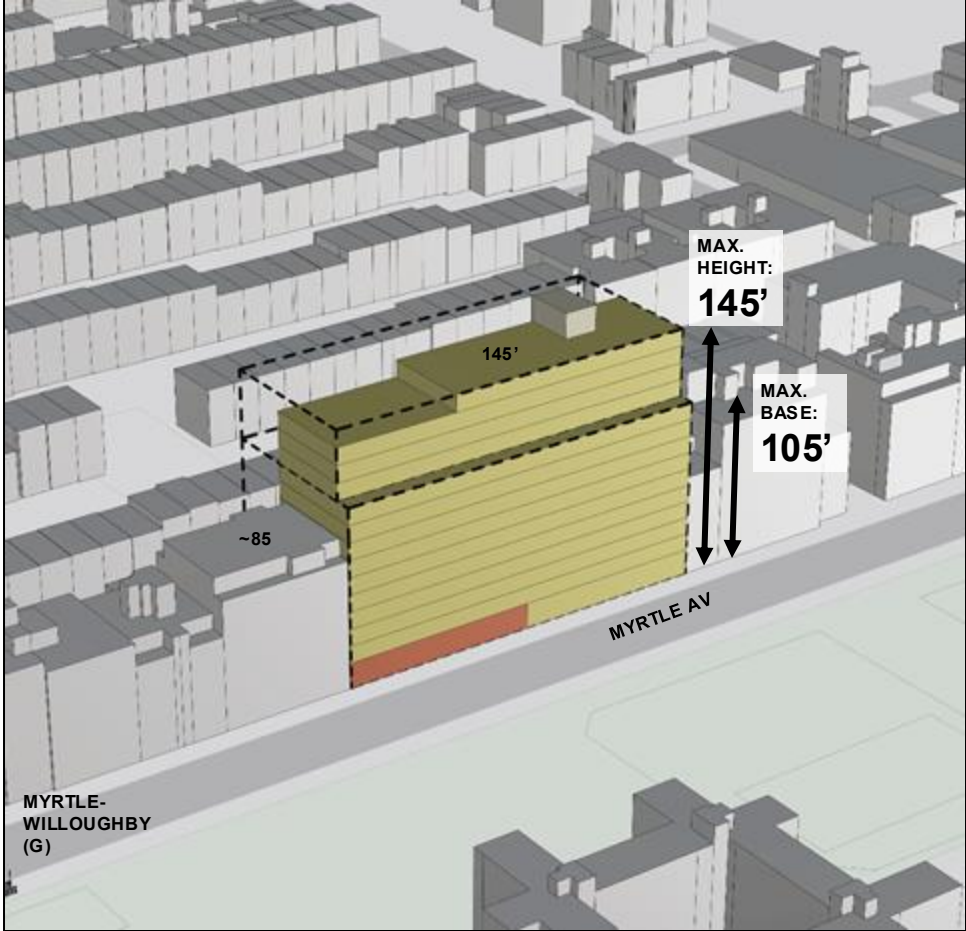
R7D *(As of Right)*

5.60 FAR | ~140 units



R8A

7.20 FAR | ~183 units

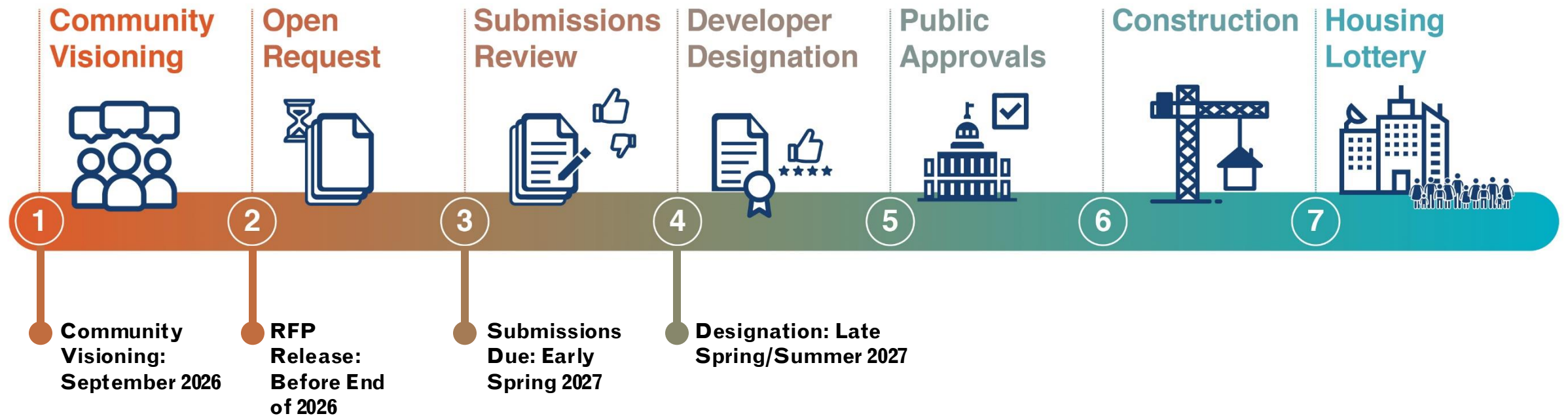


NOTE: This illustration shows one example of what could be built under the proposed zoning. The final design could change in shape, height, and where various ground floor programs are placed.

- LEGEND**
- Residential
 - Commercial or Community Facility

3. RFP and Community Visioning Process

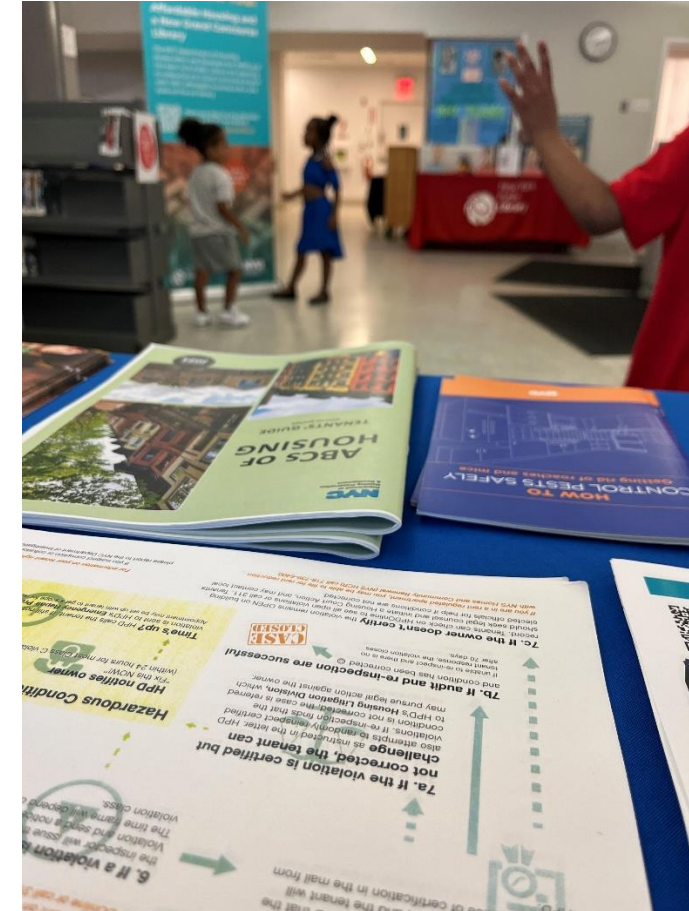
Neighborhood Builders RFP and Community Visioning Development Process



Community Visioning Process

Goal: Outreach to key stakeholders to get preliminary input on the site and engagement plan. Report-back on what was heard during engagement.

- Council Member Ossé
- Community Board 3
- Borough President Reynoso
- Community Stakeholders



Public indoor tabling events

RFP and Community Visioning Process Engagement Strategies

Goal: Spread the word about how to get involved and create ways for community members to participate.

- Public tabling (questionnaire, housing resources)
- Online (project website, social media campaign, email blasts, online questionnaire)



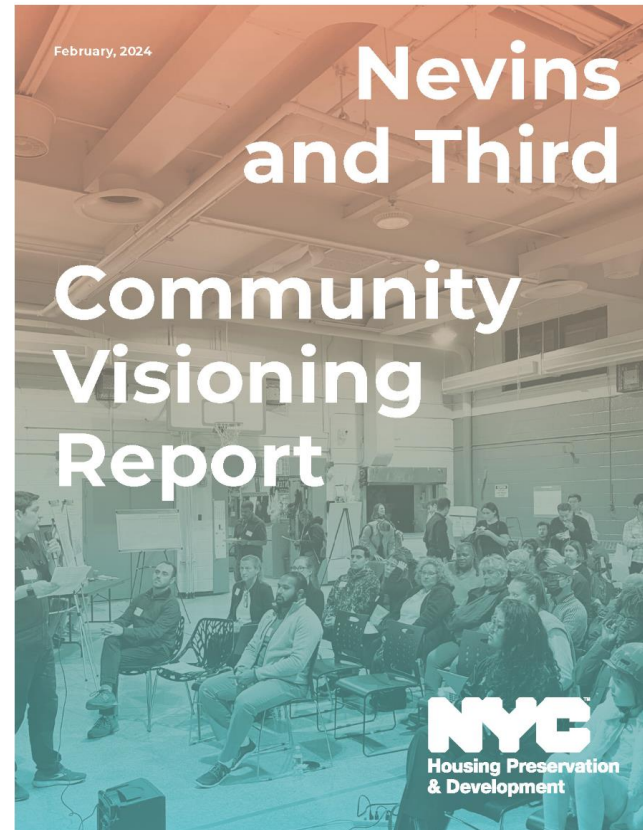
Neighborhood tabling events

RFP and Community Visioning Process

Report-Back Meeting

Goal: Report back to local stakeholders about community priorities identified during engagement.

- Summary of public input, which will be published in the Report
- Open to the public
- Attached to the RFP



Past Community Visioning Reports (CVR)

4. Next Steps

Next Steps

1. **Key Community Stakeholders**
2. **Engagement Opportunities/Events this September**
 - Tablings outside the project site
3. **Engagement Strategies**
 - Where to focus our efforts?
4. **Help Spread the Word**
5. **Report Back Meeting**

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