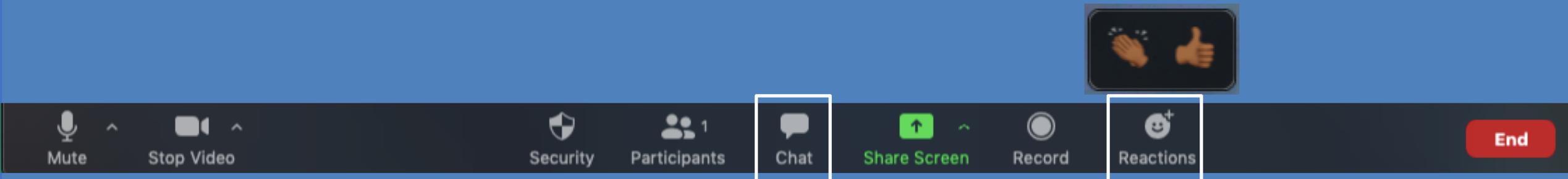


# Zoom Set Up

1. Click on “Reactions” and give a thumbs up if you can hear
2. Open “Chat” to submit questions and comments during presentation. Feel free to start by sharing your organization or neighborhood affiliation
3. Please remain muted.



## Public Meeting Guidelines

1. The following will not be tolerated and can result in **removal from meeting**:
  - use of obscenities
  - racist, classist, homophobic, or transphobic language
2. Feel free to use the chat feature to ask questions throughout the presentation. All questions will be answered during the Q&A portion of the meeting.
3. This meeting is being recorded. By remaining in the meeting, you are consenting to being recorded.



St. Julian Place

Van Duzer Street

Grant Street

Bay Street

Staten Island Railroad

Front Street

# Stapleton Waterfront: Site A

Engagement Kick-Off

September 10, 2020

# Agenda

1. New Stapleton Waterfront Background
  - Site History
  - Bay Street Corridor Neighborhood Plan
  - Site A Information
2. What is Affordable Housing?
  - Area Median Income (AMI)
  - North Shore Demographics
  - CLTs: An Additional Option for Affordability
3. Project Timeline & RFP Criteria
4. Community Engagement
  - Goals & Principles
  - Engagement Structure
  - Upcoming Public Meetings
  - Website Walk through
5. Q&A Session

# New Stapleton Waterfront Background

## *Site History*

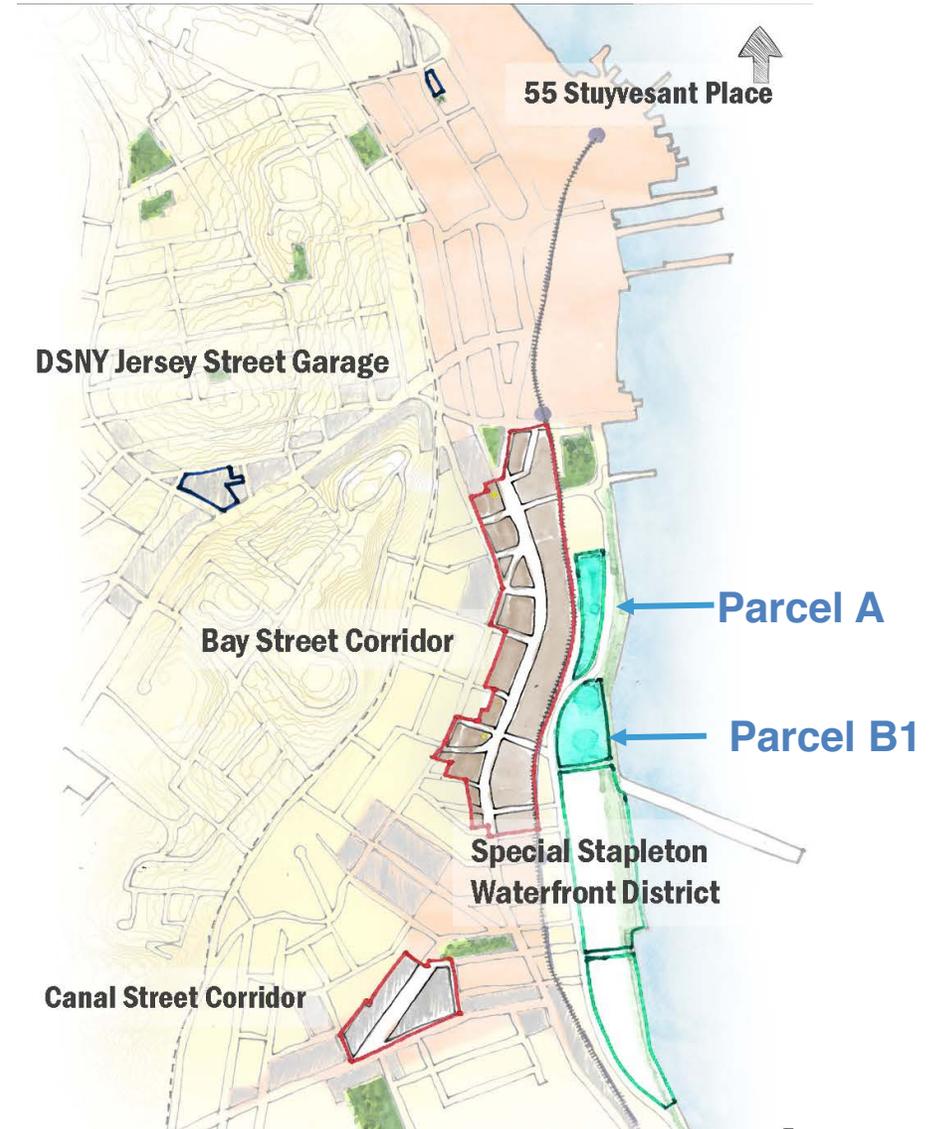
- New Stapleton Waterfront is a 35-acre stretch of Staten Island's north shore
- 1980s: partially developed as a U.S. Navy base (i.e., "Homeport")
- 1990s: decommissioned following the dissolution of the Soviet Union
- 2000s: Mayoral taskforce and 2006 rezoning set framework for development
  - Six mixed-use development parcels
  - Network of 12 acres of esplanades and open spaces
- 2016: first phase of development opens
  - Mixed-use, residential
  - 5.6 acres of public open space



# New Stapleton Waterfront Background

## *Bay Street Corridor Neighborhood Plan*

- Adopted June 2019
- Adjusted height limits for northern development sites to allow for improved design
- Designated parcels A and B1 for affordable housing development
- Allows for development of a future project to be managed by the School Construction Authority (SCA) on the site



# Site A

## Current Conditions

- Site A  $\approx$  100,000 sf
- Zoned as a special district
  - C4-2/R6B
  - Denser residential use, max: 12 stories

## Open Space Improvements (EDC)

- 4.4 acres
- Flood resilient coastal infrastructure

## Development Program

- Ground Floor non-residential uses
  - Retail/Commercial
  - Office
  - Community Facility
- 100% Affordable Housing



*Aerial view of site looking south*

# What is Affordable Housing?

Housing is considered “affordable” when a household\* spends no more than **1/3** of its income on rent and utilities.



If your annual income is...

\$20,000

\$50,000

\$100,000

Your monthly rent should be approximately:

**\$600**

**\$1,500**

**\$2,500**

\*Varies depending on income and household size.

# What is Affordable Housing?

**Area Median Income (AMI) is determined each year by the federal government for different regions.**

**New York Metro Area :**



**100% AMI**



**\$102,400**  
**for a family of three**  
**(2020)**

# What is Affordable Housing?

HPD uses this number as a point of reference and sets its own income requirements tailored to the needs of New Yorkers.



100% AMI

**\$30,720**

30% AMI

Retail  
Salesperson

**\$61,440**

60% AMI

Taxi Driver  
+ Janitor

**\$81,920**

80% AMI

Caseworker +  
Home Health  
Aide

**\$133,120**

130% AMI

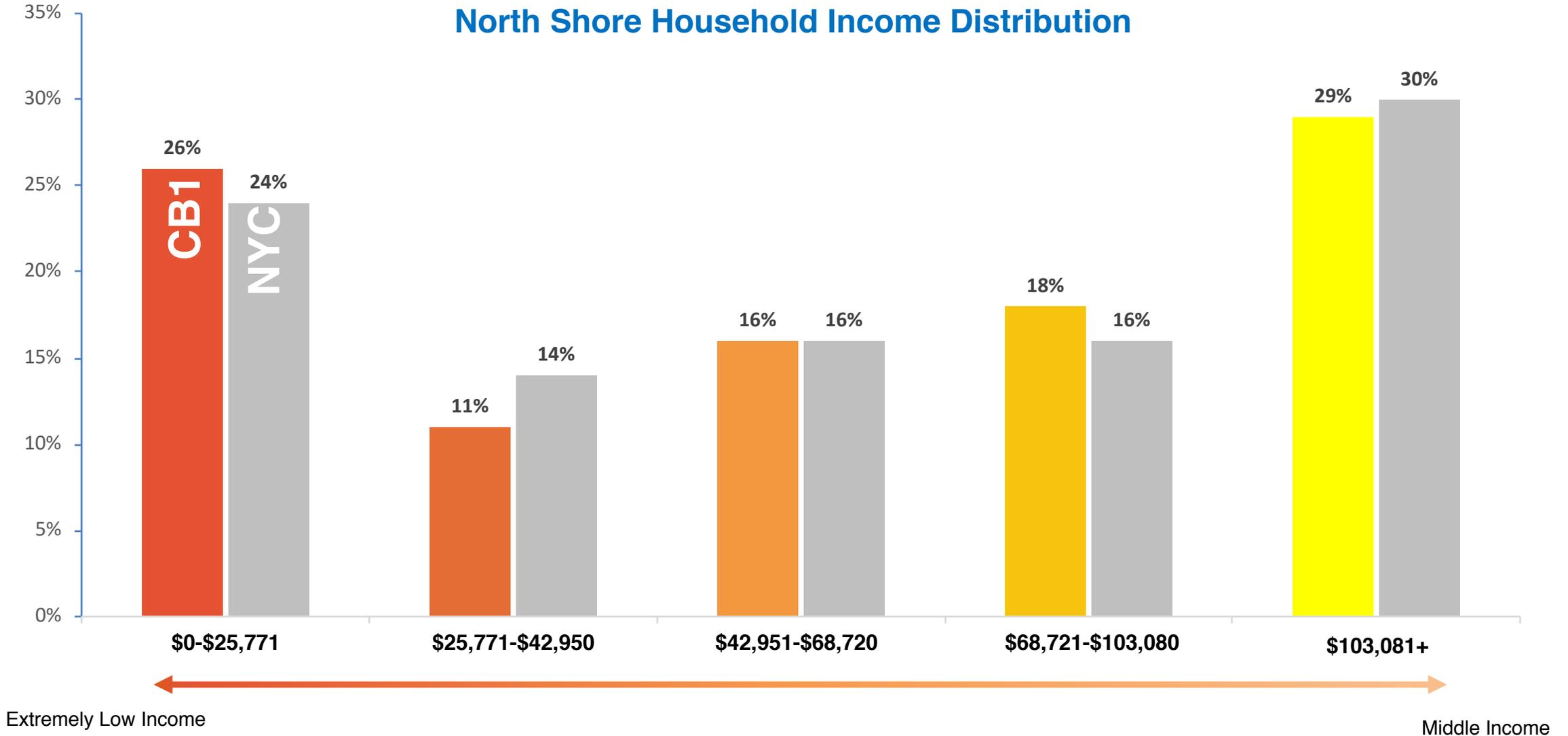
Teacher +  
Firefighter

**\$102,400**  
for a family of three  
(2020)

# What is Affordable Housing?

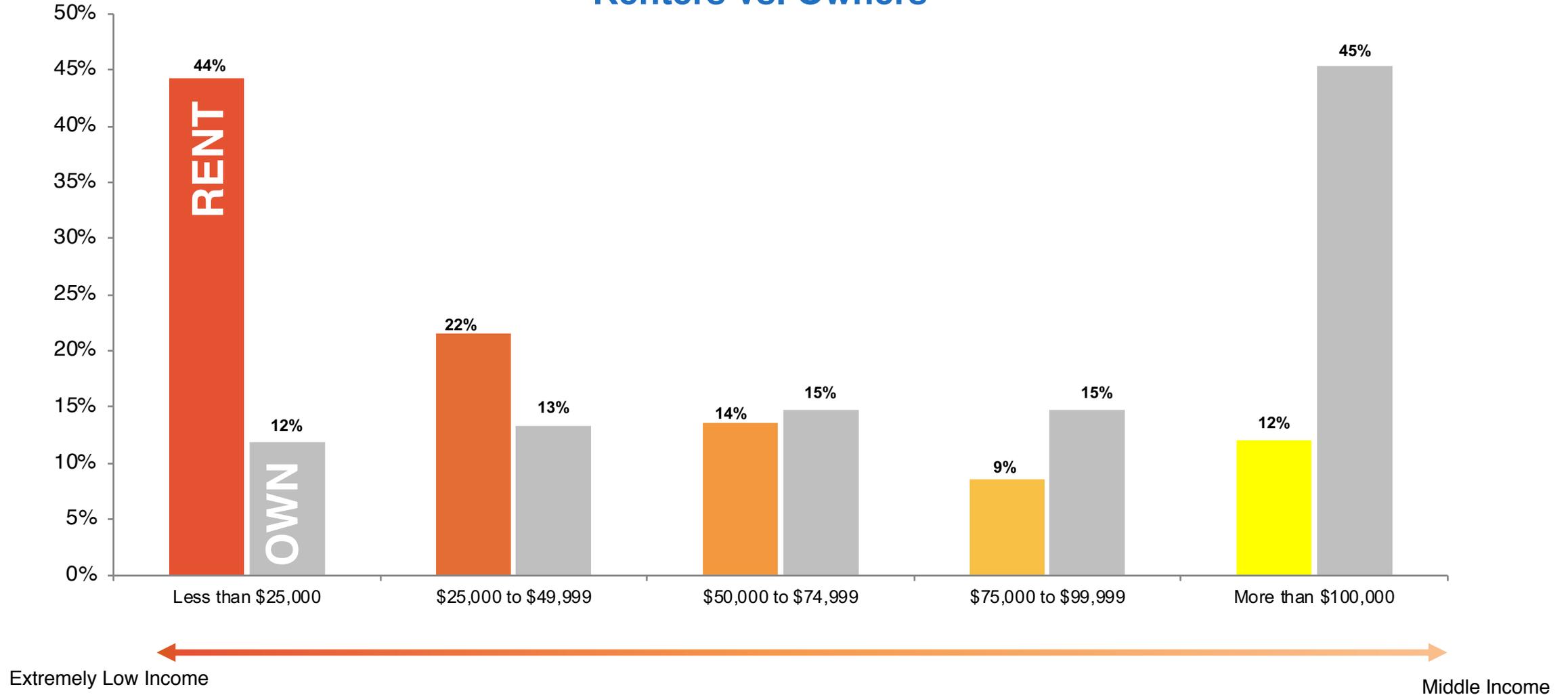
<b>Example Households</b>						
<b>Annual Income</b>	Social Security	\$21,930	\$37,560	\$41,750	\$62,580	\$66,800
<b>Category</b>	Senior	30% of AMI	40% of AMI	50% of AMI	60% of AMI	80% of AMI
<b>Bedroom Size</b>	Studio	Studio	2 BR	2 BR	3 BR	1 BR
<b>Sample Rent</b>	30% of income	\$367	\$810	\$1,045	\$1,472	\$1,509

# Neighborhood Demographics



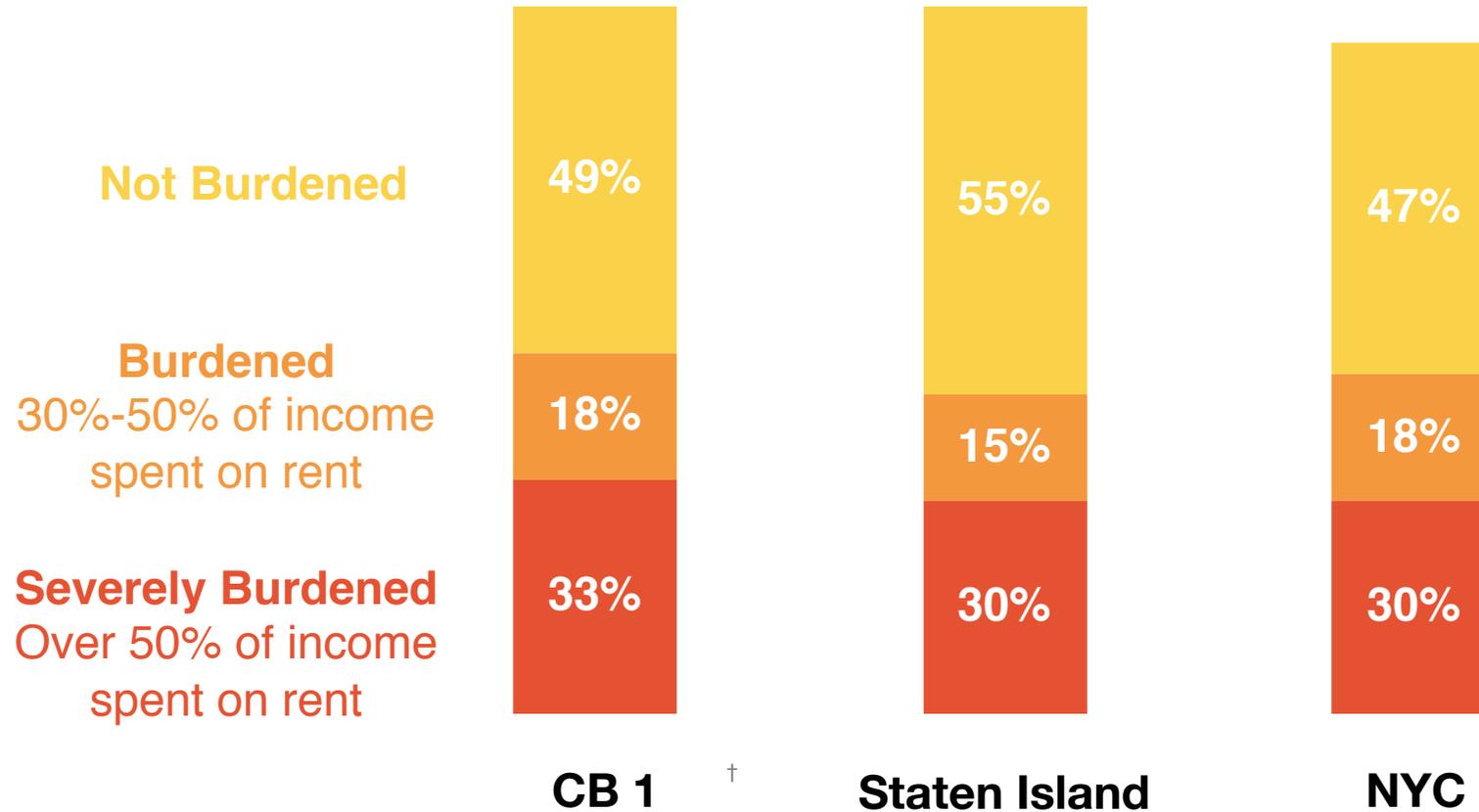
# Neighborhood Demographics

## Household Incomes of Renters vs. Owners



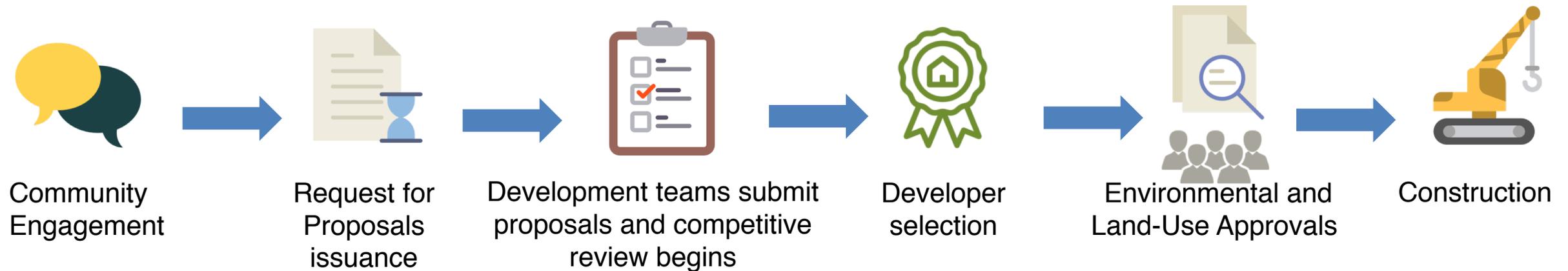
# Neighborhood Demographics

## Rent Burden\*



# Development of Publicly-Owned Land

Development on City-owned land is conducted through a competitive review process called a Request for Proposals (RFP).



# RFP Evaluation Criteria and Selection

## Competitive Criteria:

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

## Stapleton Site A Criteria:

- Sustainability and Resiliency specific to the location
- Community Land Trust (first RFP with this criteria)
  - “Shared equity” ownership model: land value separated from building value → enforce permanent affordability
  - CLT retains ownership of land in perpetuity, sells the structures on it, and offers long-term ground leases to buyers → value of units is not dependent on local market
  - Comprised of building residents, neighbors, and other stakeholders
  - Can be for rental or homeownership as well as non-residential spaces to maintain affordability for small businesses or community-based organizations

# Community Engagement

## Goals & Principles

1. Inform community members about the options available to develop Site A
  - Consider how best to promote connectivity to the site
  - Highlight opportunities for improved resiliency
  - Communicate key factors and conditions informing site's development
2. Gather nuanced feedback on the community's vision for this site and the housing needs of the greater community
3. Deepen HPD's understanding of the impacts of COVID-19 and how this project may mitigate such impacts in the future
4. Design a community visioning report that synthesizes neighborhood priorities and effectively communicates them to prospective development teams



# Community Engagement

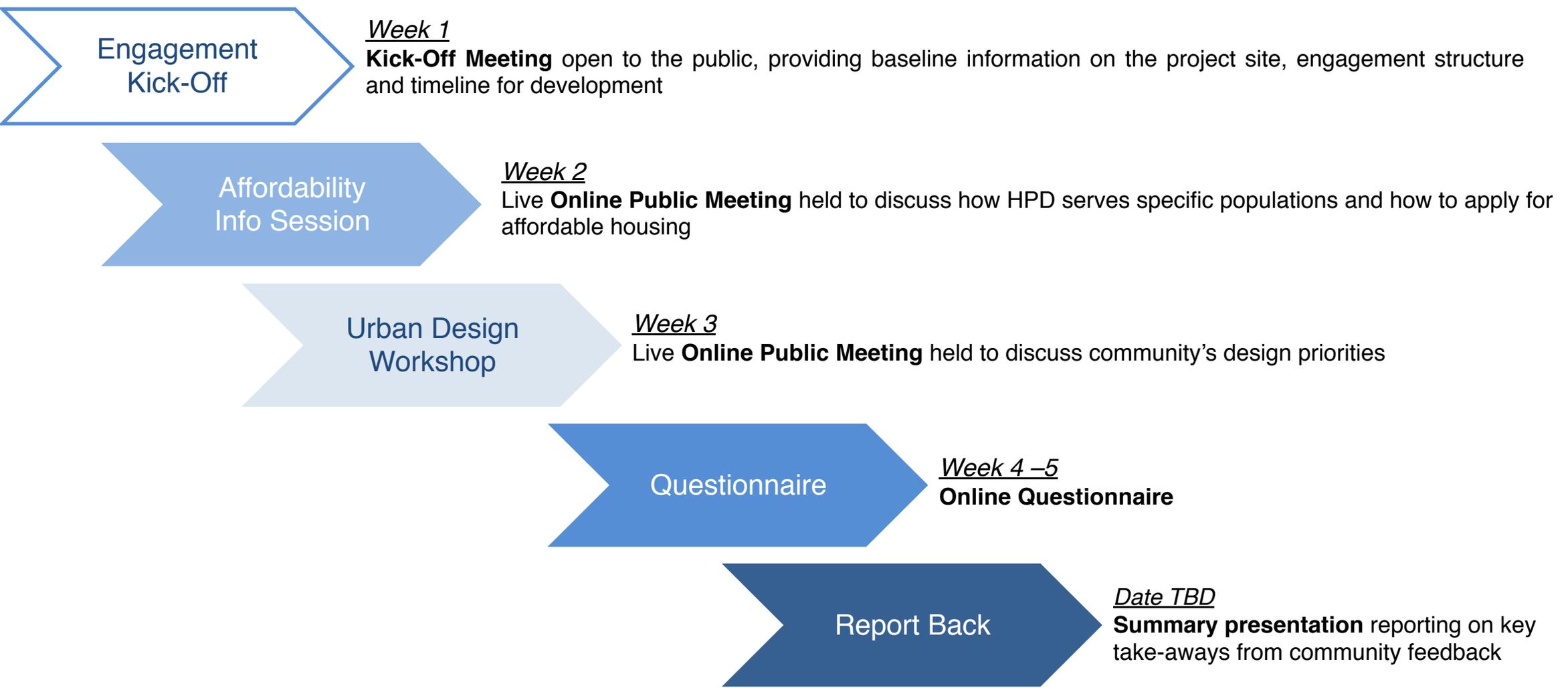
## Engagement Structure

1. Remote Public Meetings
  - Kick-Off Meeting
  - Affordability Info Session
  - Urban Design Workshop
  - Report Back
2. Independent Website Activities
  - Area Mapping
  - Online Questionnaire
3. Additional Commenting
  - Leave a voicemail or text



# Community Engagement

## Timeline



Engagement  
Kick-Off

Week 1

**Kick-Off Meeting** open to the public, providing baseline information on the project site, engagement structure and timeline for development

Affordability  
Info Session

Week 2

Live **Online Public Meeting** held to discuss how HPD serves specific populations and how to apply for affordable housing

Urban Design  
Workshop

Week 3

Live **Online Public Meeting** held to discuss community's design priorities

Questionnaire

Week 4 -5

**Online Questionnaire**

Report Back

Date TBD

**Summary presentation** reporting on key take-aways from community feedback

Neighborhood Planning

# Stapleton Site A - Get Involved!

[f](#) [t](#) [t](#) [e](#) Share  
[Print](#)

## Site for Affordable Housing on Staten Island



Photo courtesy of NYCEDC

- [Get Involved!](#)
- [Site Overview](#)
- [RFP Process & FAQs](#)
- [Housing Resources](#)

**Questions?**

# Upcoming Meetings

## **Affordability Information Session**

When?

- Next Wednesday, September 16th

What we'll discuss?

- Review how 'affordable housing' is defined
- Populations served by HPD affordable housing
- Introduce Housing Connect 2.0

RSVP Here: <https://www1.nyc.gov/site/hpd/events/stapleton-site-a-affordability-information-session/286940/1>

## **Urban Design Workshop**

When?

- Wednesday, September 23rd

What we'll discuss?

- Site accessibility and community utility
- Connectivity to the site and waterfront
- Physical design and placemaking

RSVP Here: <https://www1.nyc.gov/site/hpd/events/stapleton-site-a-urban-design-workshop/286942/1>

# Contacts

Questions about engagement or RFP process?

*Email:* [StapletonArfp@hpd.nyc.gov](mailto:StapletonArfp@hpd.nyc.gov)

*Call or Text:* (929) 475-1382

**Thank You!**