

May, 2025

324 East 5th Street

Community Visioning Report

NYCTM

Housing Preservation
& Development

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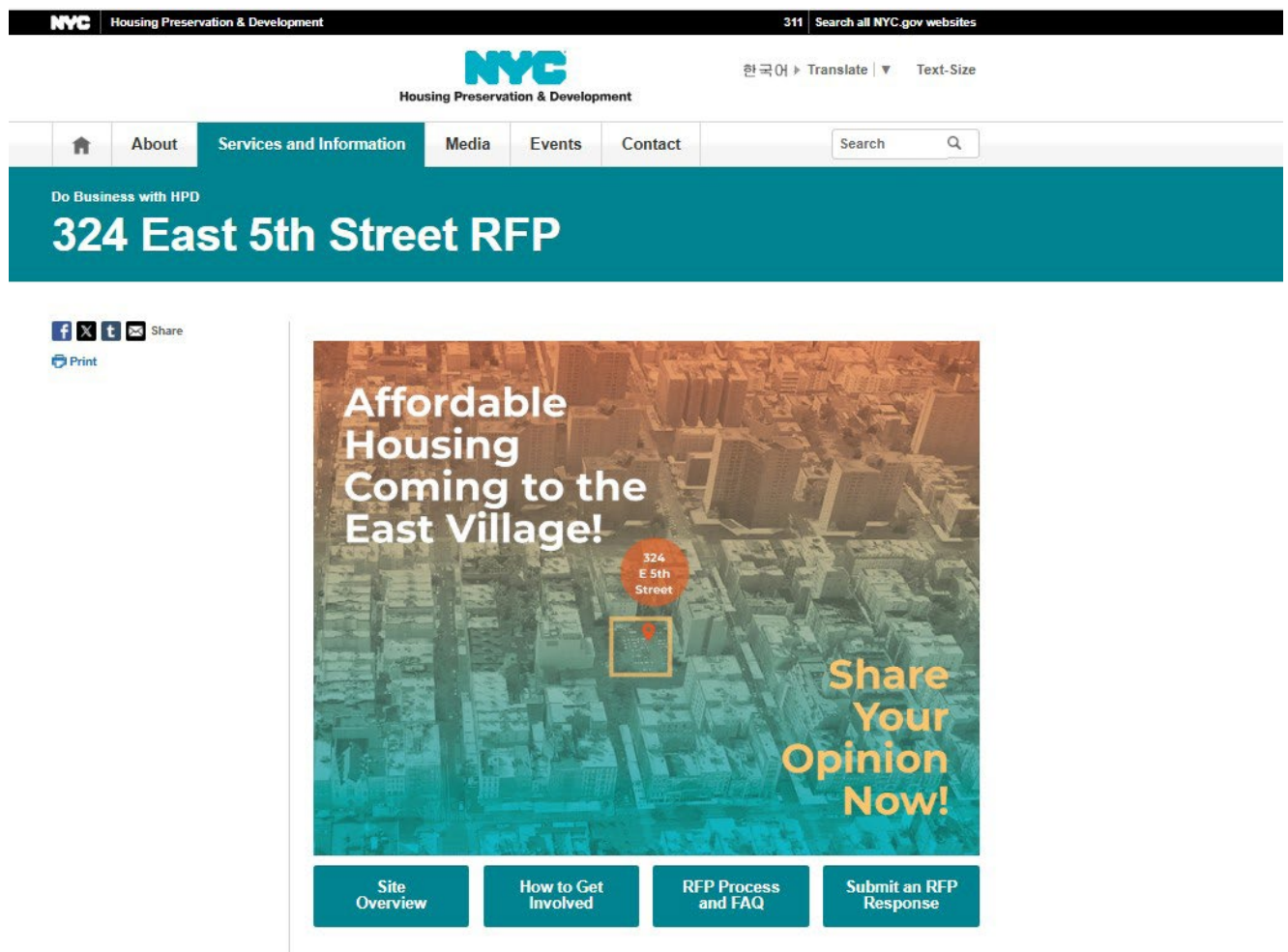
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What?

Development Informed by Community

The NYC Department of Housing Preservation and Development (HPD) conducted community outreach from November 2024 through April 2025 to gather input on the development of new affordable housing on a City-owned lot located at 324 East 5th Street.

The goal of the outreach was to identify priorities for the new development from those who live and work near the site and have an intimate understanding of neighborhood conditions and needs. This report summarizes the results of the engagement process and is available on HPD's website at nyc.gov/east5th-rfp. It will be attached to the Request for Proposals (RFP) issued for 324 East 5th Street. 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

Where?

The Site and Context

324 East 5th Street is an approximately 11,540 square foot lot located between 1st and 2nd Avenues in Manhattan Community District 3. The site is currently used as parking by the NYPD's 9th precinct. As part of the Soho/Noho Neighborhood Plan, the site is committed to development of affordable housing. The project will incorporate NYPD parking.

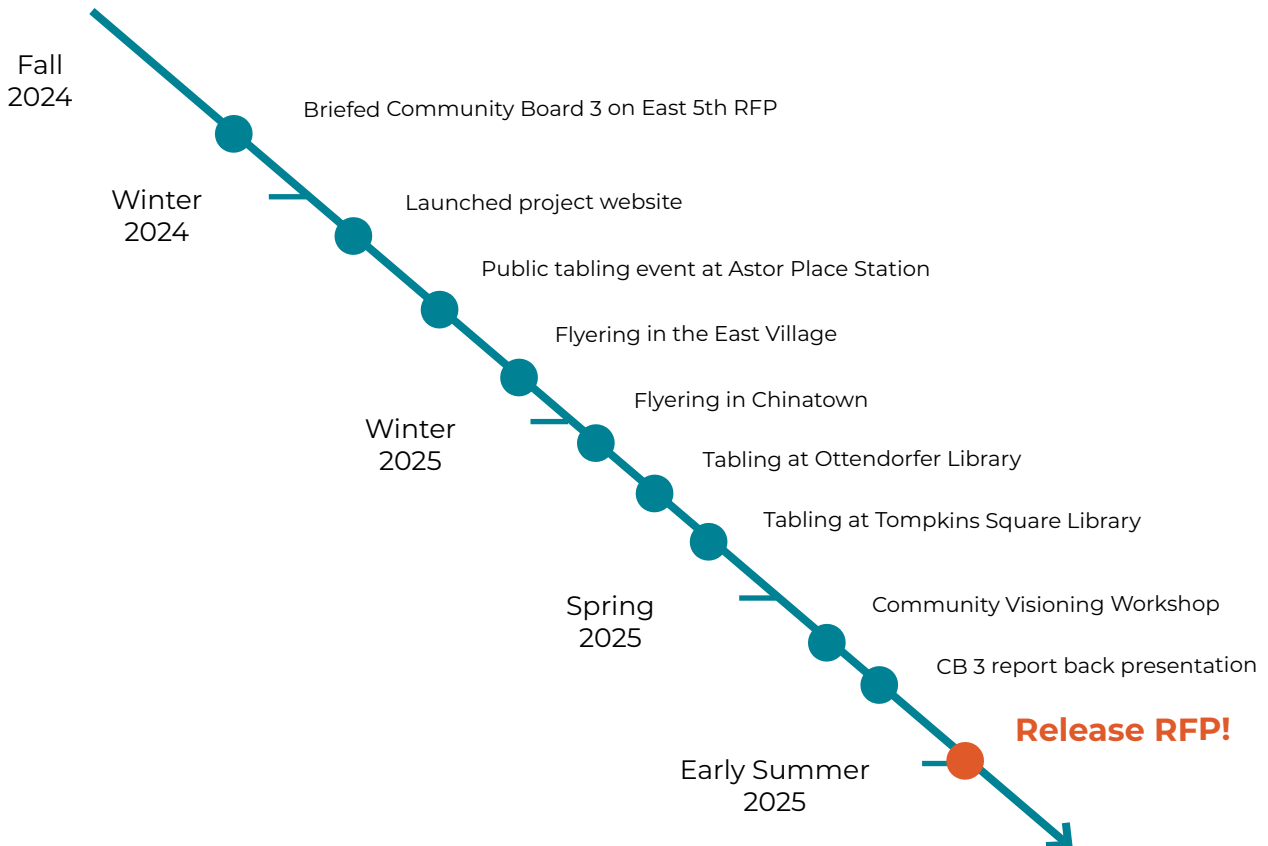
The East Village is a medium-density residential neighborhood, and includes mixed-use residential and commercial buildings as well as some public facilities and outdoor green space. Tompkins Square Park is a few blocks to the northeast, providing access to sports and recreational amenities as well as community programming such as farmers markets. Educational institutions nearby include The Neighborhood School, PS19 East Village Community School, and George Jackson Academy.

The site is four blocks from the 2nd Avenue subway station, with service to the F line. It is also approximately a half mile from Bleecker Street and Astor Place subway stations, with service to the 6 line and the Broadway-Lafayette station, with service to the B, D, F, and M lines. Bus lines M8, M15, M14A-SBS are within short walking distance of the site, offering access to the West Village, East Harlem, the Financial District, and the Lower East Side.



Site Aerial View

Engagement Events Timeline



HPD hosted tabling events, did flyering in the neighborhood, attended local meetings, and organized a workshop over the course of four months to provide various ways for community members to provide their input.

All project advertisements and engagement materials were translated to Spanish and Chinese to best accommodate the neighborhoods of Community District 3. The questionnaire was the primary method of collecting community input. Members of the public responded to questions about:

- Housing issues in the area
- What kind of housing should be included at 324 East 5th Street
- What potential ground floor uses the site could provide for the broader community

How?

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

- Conducted targeted outreach to individual community-based organizations and stakeholders throughout the engagement period.
- Shared our engagement toolkit with local community-based organizations and stakeholders.
- Distributed print materials at the Ottendorfer and Tompkins Square public libraries to get the word out.
- Posted on social media (Instagram, X, Facebook) to promote ways to provide input throughout the engagement period.
- Posted flyers with links to the workshop RSVP and questionnaire across the East Village and Chinatown neighborhoods.



Email Blast



X Advertising



Workshop flyer

How?

HPD held a public workshop on February 27 and **34 community members** were walked through three activities, mapping neighborhood assets and needs, discussing who needs affordable housing and what kind of affordable housing should be included, and building form and design. Participants were asked to share their visions for housing and ground floor preference for the site.



HPD engagement throughout the neighborhood and with community residents at the public workshop

Findings

RFP submissions will be evaluated based on the quality and feasibility of the proposals, as well as how well they respond to the priorities articulated by the community. In total HPD received **380 questionnaire responses**. These priorities are reflective of the questionnaire responses and conversations had at the workshop.

Summary of Findings

RESIDENTIAL PROGRAM

- Seniors were identified as the group most likely to struggle to find and keep housing in the neighborhood. Households with children and homeless families and individuals were also priority groups identified by questionnaire respondents.
- Community members want to see deeply affordable housing.

GROUND FLOOR USE

- Community members want to see a multipurpose community center. This could be an expansion or satellite location of a community center.
- Respondents are also interested in seeing a childcare or senior center.

BUILDING FORM AND DESIGN

- Community members would like to see a building that offers more units than would be allowed under the as-of-right R8B zoning scenario.
- The building should be designed thoughtfully, with care given to determining the building's base height and set back to reduce visual impact.
- The building's design should fit into the neighborhood context.

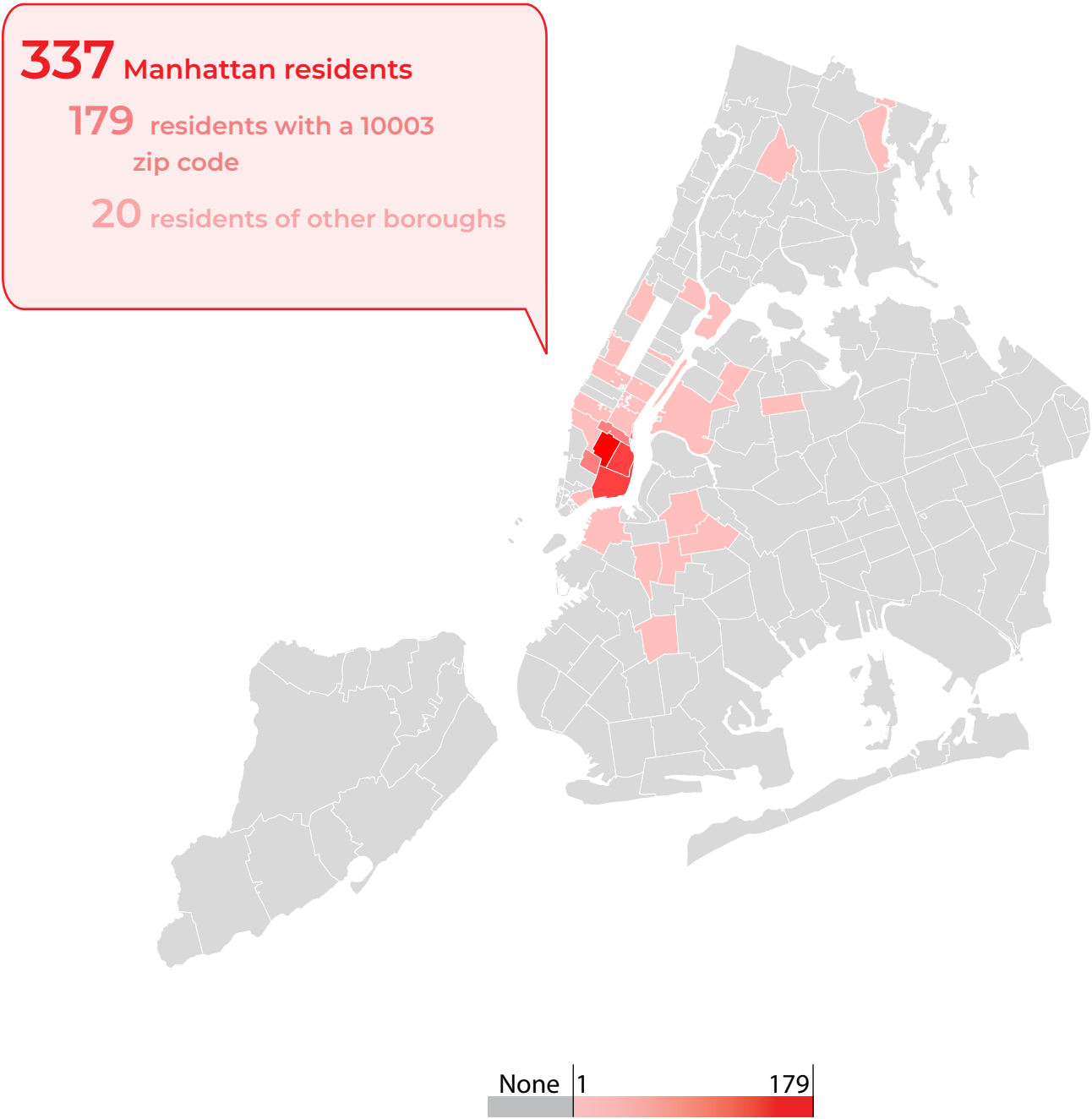
GENERAL FEEDBACK

- Community members would like to see the building feature some kind of green space and rooftop terrace.
- There is a lot of concern about individuals who face mobility issues. The building should be designed to be as accessible as possible.

A. NEIGHBORHOOD OF RESIDENCE

The site is located in the 10003 zip code. Half of all respondents who answered this question* live in this zip code. Additionally, 94% of respondents gave a home zip code located in Manhattan.

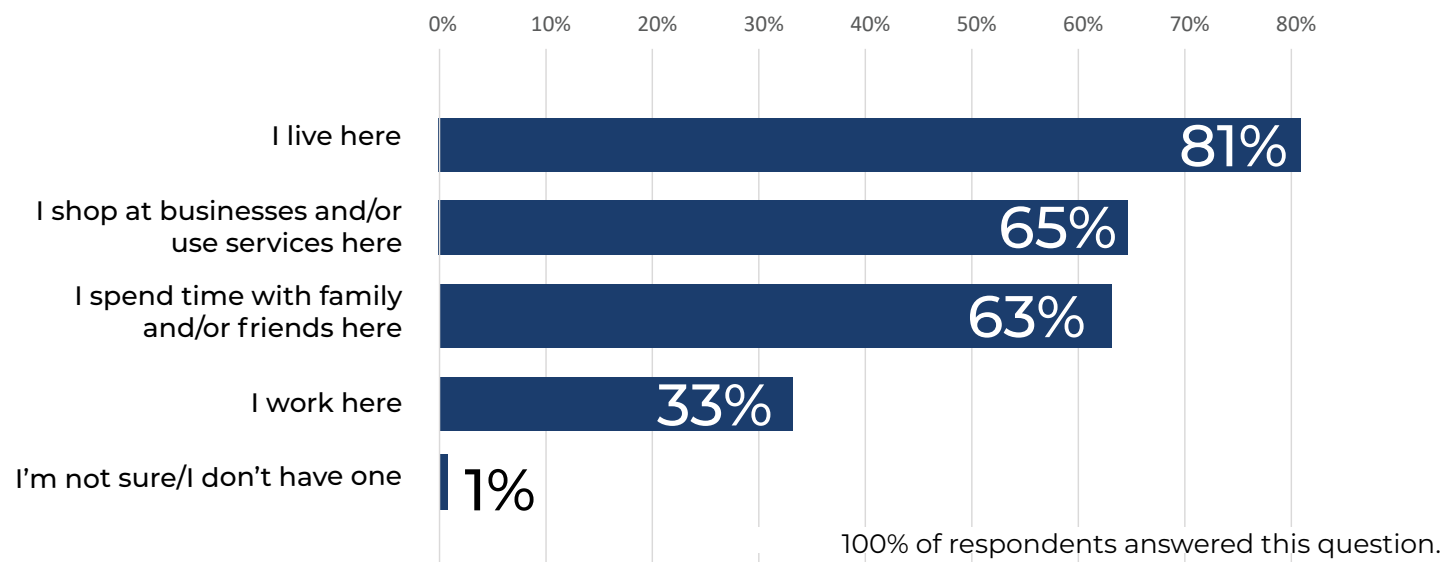
1. ZIP CODE



*94% of respondents answered this question.

When asked about their relationship to the area, a majority of respondents said they lived nearby. Many also selected “I shop at businesses and/or use services here” and “I spend time with family and/or friends,” signaling that respondents have close ties to the neighborhood.

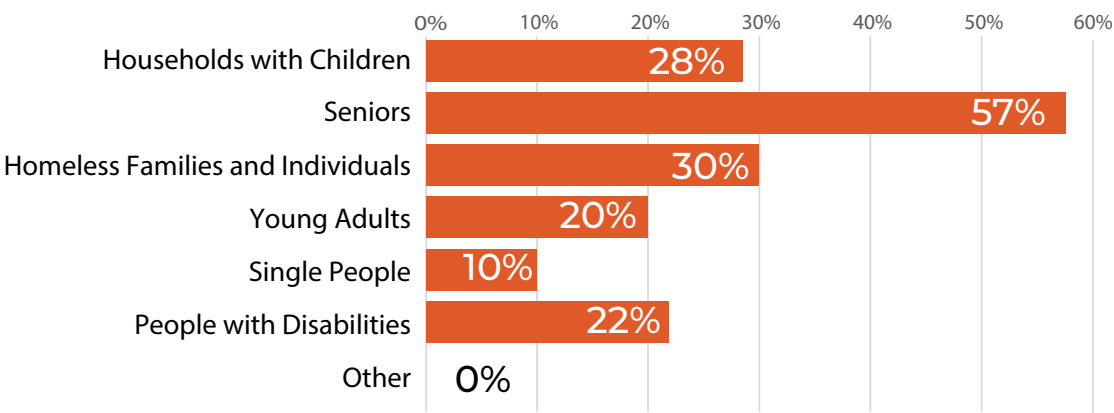
2. WHAT IS YOUR CONNECTION TO THE EAST VILLAGE NEIGHBORHOOD?
Select all that apply:



B. RESIDENTIAL PROGRAMMING

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.

3. WHO NEEDS AFFORDABLE HOUSING THE MOST AT 324 EAST 5TH STREET?
Select up to 2:

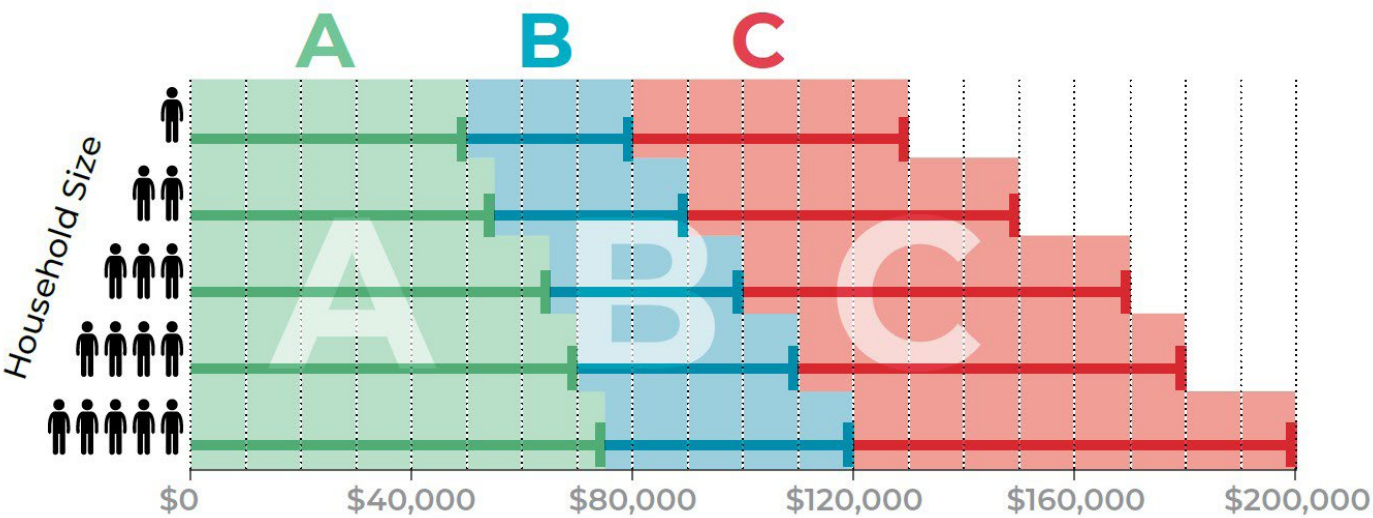


99% of respondents answered this question.

Over half of respondents identified seniors as the group that struggles the most in finding or keeping housing. Households with children and homeless families/individuals were also selected by many respondents.

Echoing this sentiment, one respondent wrote, **“I do think there is an aging population stuck in buildings with no elevators who would benefit from this new housing.”** Another respondent highlighted the urgent need for households with children, stating that the community needs more **“affordable housing to bring back younger people or offer chances for them to move into this neighborhood, but don’t have high enough incomes to access this neighborhood.”**

HPD builds affordable housing where units are reserved for households in specified income ranges or with specific needs. The table below shows the ranges of incomes that qualify for HPD’s affordable housing. The table is divided into income ranges (A, B, and C) by household size that approximate 0-50%, 50-80%, and 80-120% of the U.S. Department of Housing and Urban Development (HUD) Income Limits, or Area Median Income (AMI), for 2023.

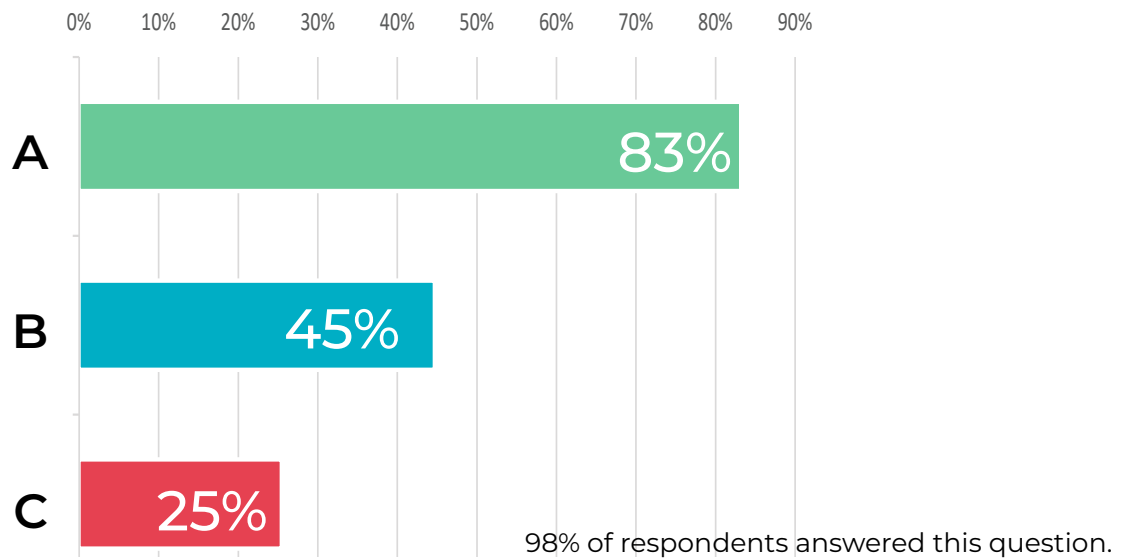


The AMI (Area Median Income) for all cities across the country is defined each year by the U.S. Department of Housing and Urban Development (HUD).

HPD builds income-restricted affordable housing where units are reserved for households in specified income ranges or with specific needs like senior and supportive housing.

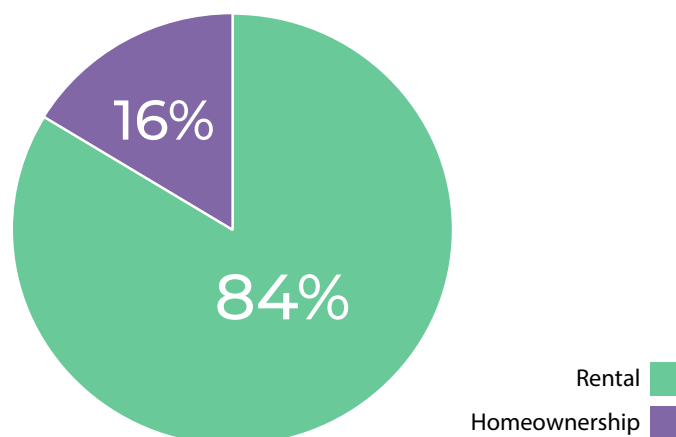
Using the Income Bands Chart as a guide, respondents were asked to consider the needs of their community and select all options that apply for housing programming they would like to see at the site.

4. WHAT INCOMES SHOULD THE NEW HOUSING BE AFFORDABLE FOR?
Select all that apply:



Respondents had a strong preference for affordable rental housing for the lowest income households. Respondents commented on the need for housing for those making low incomes, stating that **“housing needs to be affordable, not for people making more than \$80,000, but for people making under \$40,000.”** Another described the situation, stating, **“we need truly affordable housing for individuals & families making \$50,000 or less.”**

5. WHAT KIND OF AFFORDABLE HOUSING DO YOU THINK IS MOST NEEDED IN THE EAST VILLAGE? HOMEOWNERSHIP AVAILABLE ONLY TO “C”

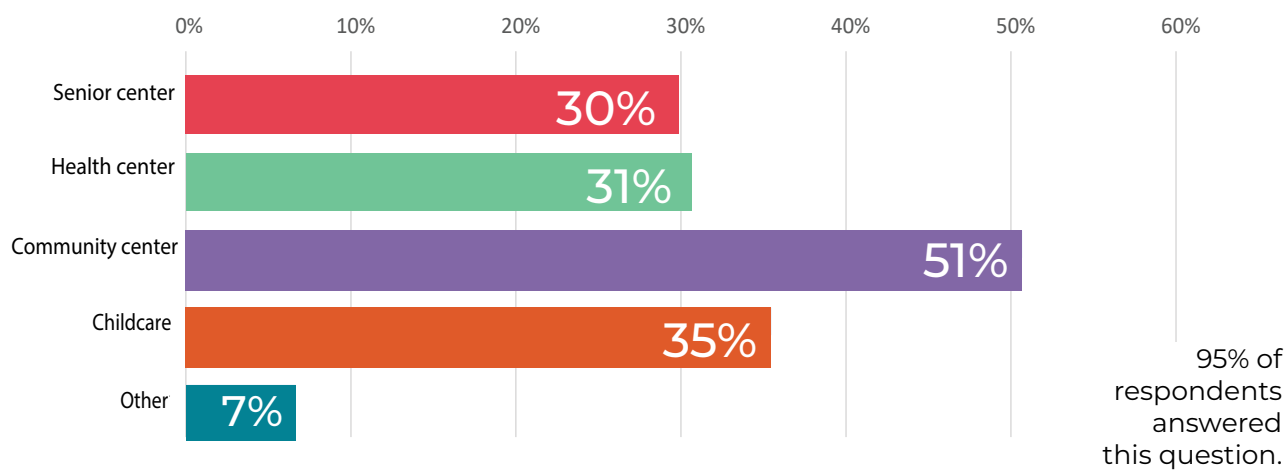


89% of respondents answered this question.

C. GROUND FLOOR USES

HPD-financed buildings provide more than homes through their ground floors, which can serve the whole neighborhood. Respondents were asked to select categories of potential community facilities that would benefit the neighborhood.

6. THIS SITE COULD HAVE A SMALL COMMUNITY FACILITY ON THE GROUND FLOOR. WHAT TYPE OF COMMUNITY SERVICES DOES THIS AREA NEED?
Select up to 2:



While zoning in the area does not allow for a commercial/retail use on the building’s ground floor, the building could include a community facility. A community center was the most selected use; community members want to see a community facility that provides services to both youth and seniors in the neighborhood. Additionally, the community center should be flexible to house a variety of programming and could potentially be an expansion of an already established community center operator in the neighborhood. One respondent said, **“I think a community center that brings people around here together would be best.”** Other ideas from respondents include a childcare center, an adult daycare, or senior center.

D. ADDITIONAL COMMENTS

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

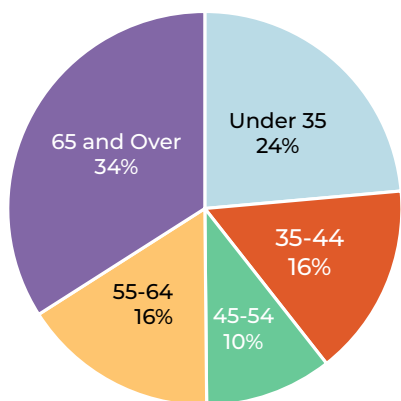
7. PLEASE SHARE ANY OTHER COMMENTS OR IDEAS YOU MIGHT HAVE FOR CONSIDERATION IN THE DEVELOPMENT OF THIS SITE:

- "Some green space."
- "The site should include community use of a community garden or green space."
- "The site should include a community room, green space, a bike room, and green roof."
- "A community center could provide activities for children, young people, seniors. I feel it should be multi-purpose."
- "Build as many units as you can and as fast as you can. We have a 1.4% rental vacancy rate and housing delayed is housing denied. Projects like this should be approved immediately and construction should start yesterday."
- "As a senior advocate and caregiver, I believe it is imperative to prioritize the living conditions of our seniors in need while also providing opportunities for young adults striving to live within their own communities."
- "The building should not be a high-rise. Ideally it should be well designed, with plants and terrace spaces."
- "We need deeply affordable housing here, and a design that fits into the neighborhood (i.e. brick facade) and green building measures. A multi-use community center (with childcare and activities for all ages) would be a great addition."
- "I lived on this block for years and I'm so happy this is under consideration. My main desire is to maximize the number of potential residents that can live in this development."

Profile of Respondents

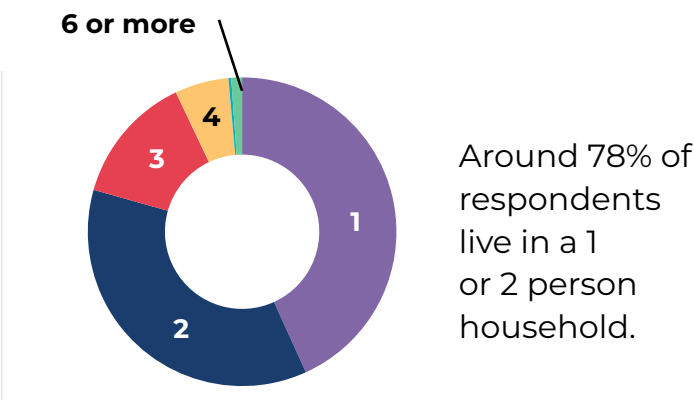
Questionnaire respondents had a wide variety of ages. The youngest respondent was 17 years old, and the oldest was 85. Around 50% of respondents were over the age of 55 while 24% were under the age of 35. The median age of questionnaire respondents was 55 years old, skewing older than Manhattan Community District 3's median age of 39.

A.1 AGE



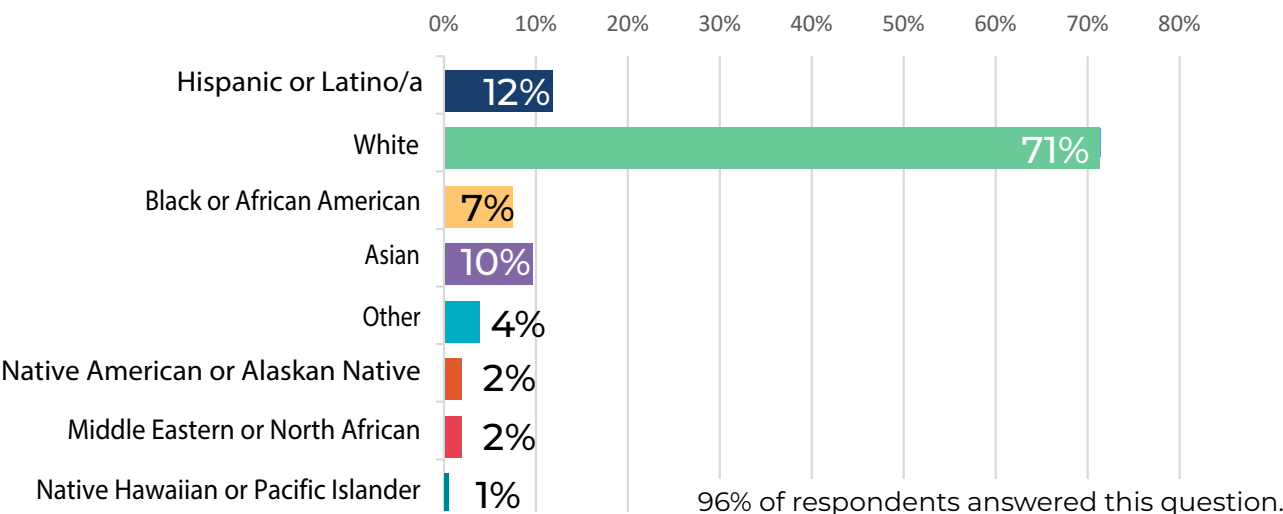
88% of respondents answered this question.

A.2 HOUSEHOLD SIZE



93% of respondents answered this question.

B. RACE AND ETHNICITY

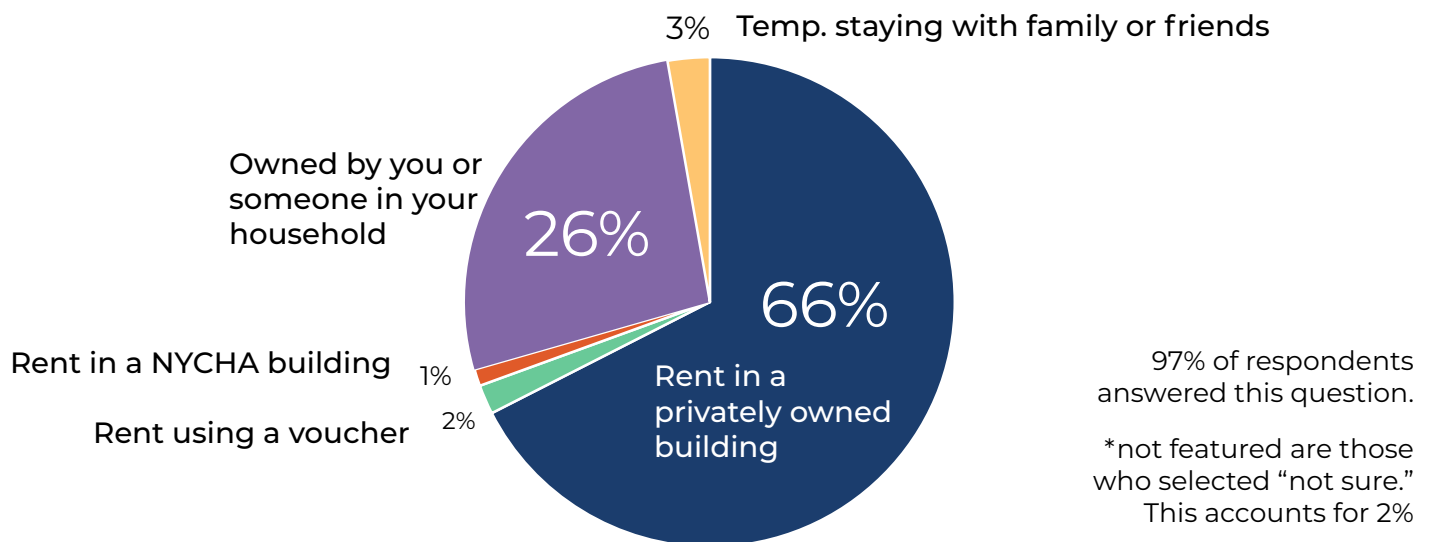


Respondents were asked to select as many racial and/or ethnic identities as applied to them. “White” was the most selected group.

C. HOUSING SITUATION:

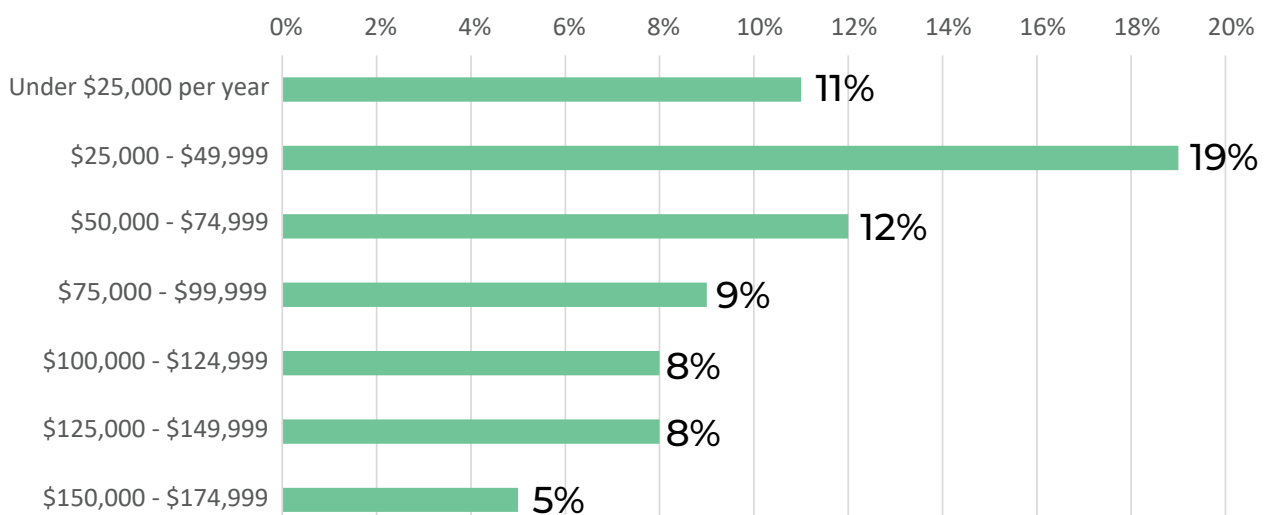
Respondents were asked about their current housing situation and were given options reflecting a wide range of experiences. Most respondents are renters in privately owned buildings, but around 26% of respondents own their own home. A combined 3% of respondents rent with a voucher (e.g. Section 8, CityFHEPS), or are renting at a NYCHA building.

Which of the following best describes your house, apartment, or place of dwelling?



D. INCOME:

Nearly 30% of respondents who gave their income make less than \$50,000 per year, and of that group, about a third make less than \$25,000 per year. The median household income for Manhattan Community District 3 is approximately \$54,000 per year.



97% of respondents answered this question. *Not featured are those who selected "prefer not to answer."

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Activity 2

at Type of
ordable Housing

NYCTM

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

- Email:
East5thFP@hpd.nyc.gov
- Project website:
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