

# Affordable Housing is Coming to the East Village!

324  
E 5th  
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

April 15, 2025

# Community Engagement Report-Back Presentation

# Agenda

## 1. Project Background and Community Engagement

- Site overview
- Engagement strategy
- Community visioning workshop
- Timeline

## 2. What We Heard

- Who we heard from
- Residential programming
- Ground floor (non-residential) use
- Building form
- General comments

## 3. Next Steps

## 4. Discussion

# **1. Project Background and Community Engagement**

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# Project Background and Community Engagement

## Site overview

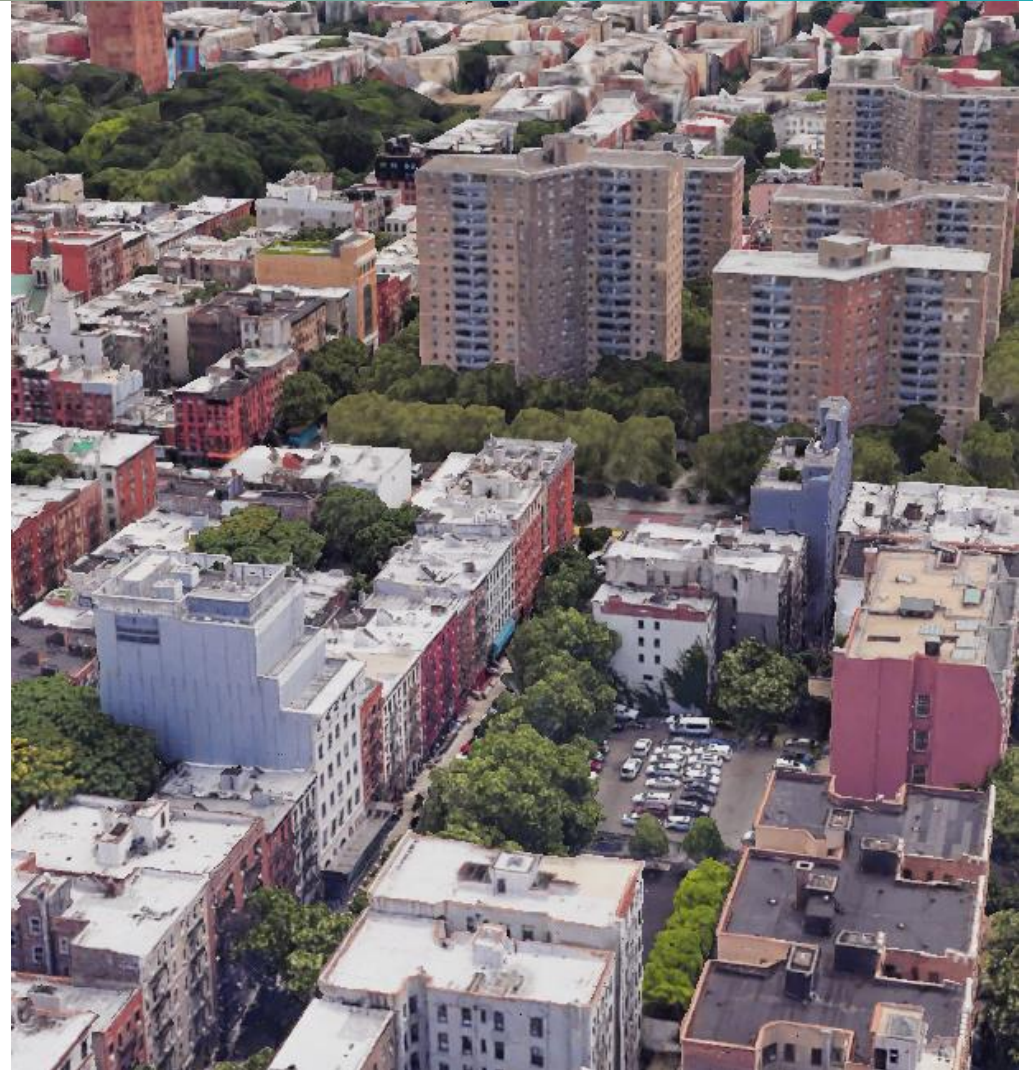
- 324 E 5th Street (Block 446, Lot 20)
- Community District 3
- Council District 2 (Carlina Rivera)
- 11,540 SF development site (northern portion of the lot)
- DOE jurisdiction
- Currently used as NYPD parking (approx. 50 spaces)
- R8B zoning district



# Project Background and Community Engagement

## Background and context

- Soho/Noho Points of Agreement
  1. Prioritize the development of City-owned land at 324 East 5th Street for affordable housing
  2. Development will be subsequent to relocation of NYPD parking. Agencies will evaluate potential relocation and incorporation into new building.



# Project Background and Community Engagement Engagement strategy

- Project website
- Email blasts
- Social media posts
- Engagement toolkit
- Tabling and flyering
- Questionnaire
- Public workshop

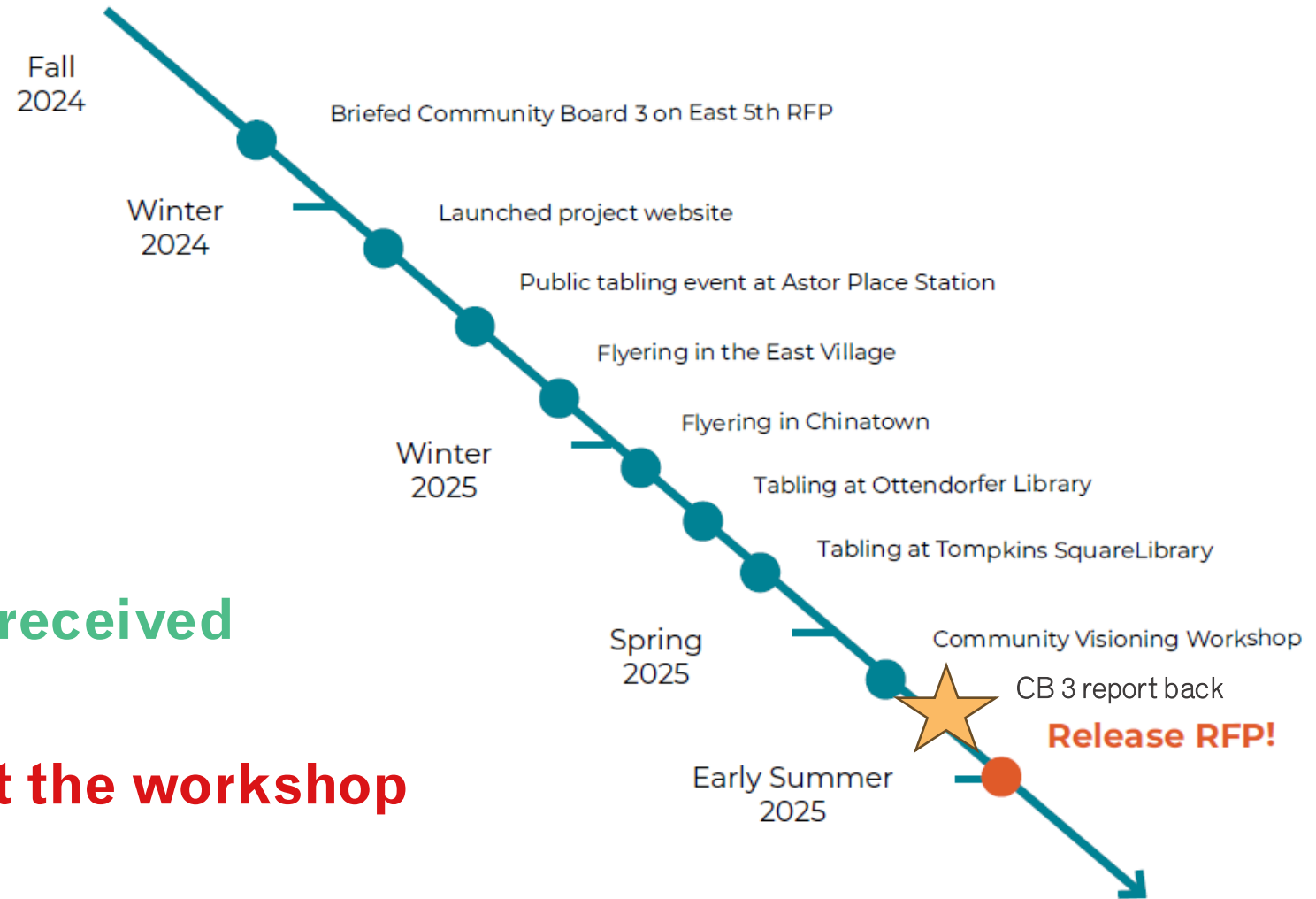


# Project Background and Community Engagement

## Community visioning workshop



# Project Background and Community Engagement Timeline and highlights



**380** questionnaire responses received

**34** questionnaires filled out at the workshop

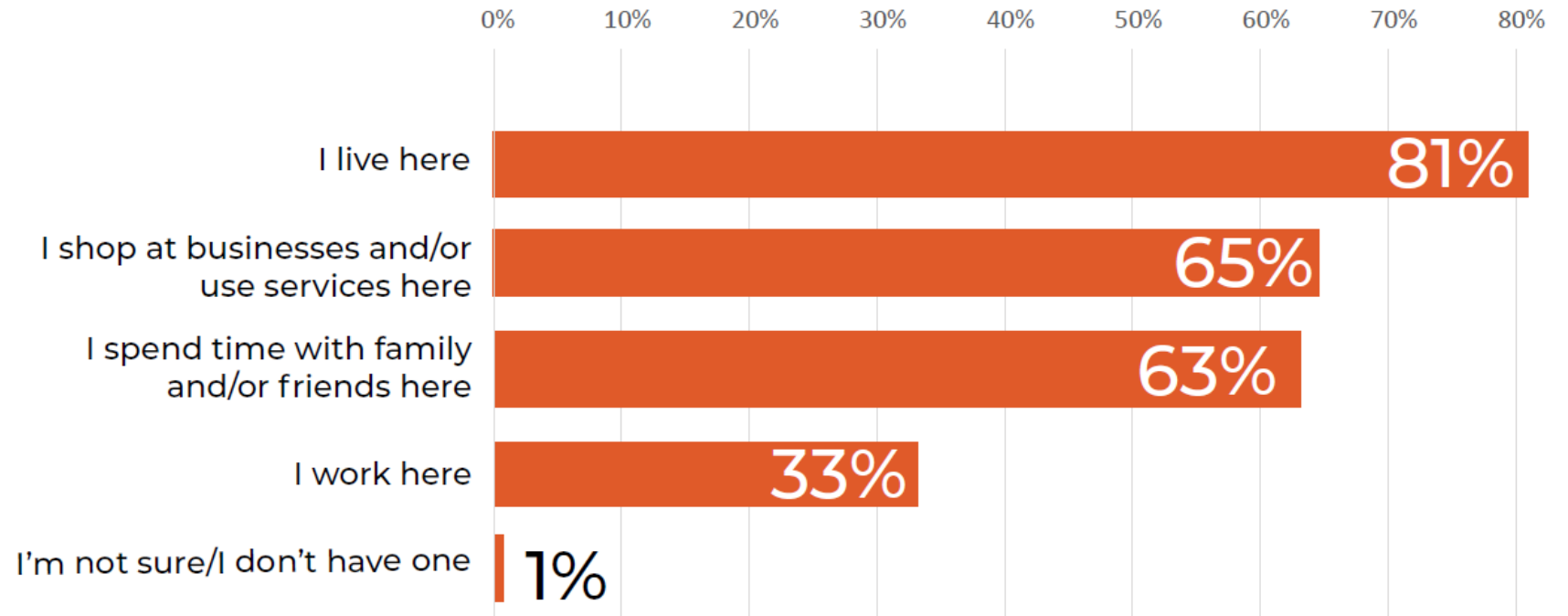


## **2. What We Heard**

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# What We Heard Who we heard from

## Relationship to the Area



## ZIP Code

- 95% of respondents live in Manhattan
- 50% live within ZIP code of the site
- 81% live in ZIP code of the site + adjacent zip codes

**100%** of respondents answered this question  
Respondents could select **all that apply**

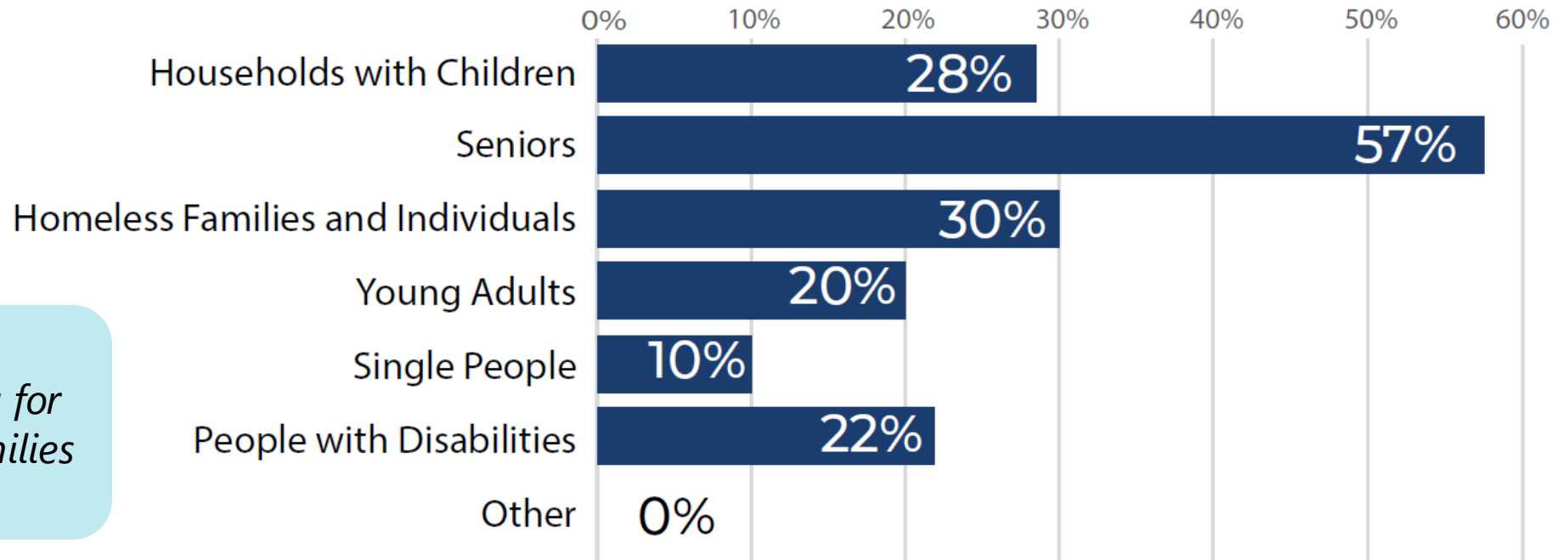
# What We Heard

## Housing: who needs housing

Questionnaire respondents felt seniors face the greatest challenge in finding housing in the neighborhood.

*"There are many elderly living in walk-ups on this block who would benefit from a more accessible building."*

*"We need truly affordable housing for individuals and families with children."*

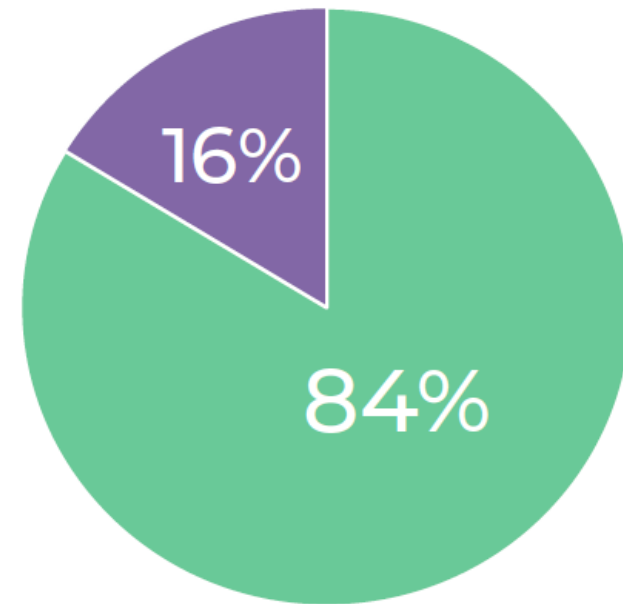
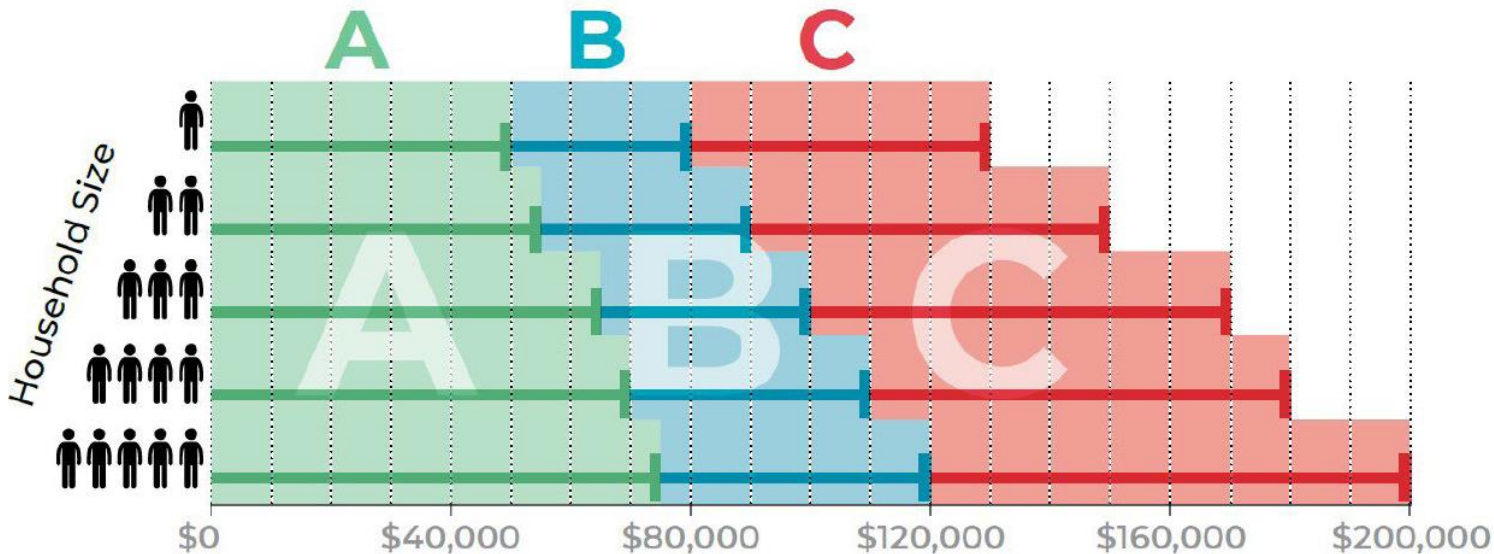




Respondents chose **up to two** options  
99% responded to this question

# What We Heard

## Housing: rental or homeownership

The majority of respondents prefer rental housing.



Rental   
Homeownership 

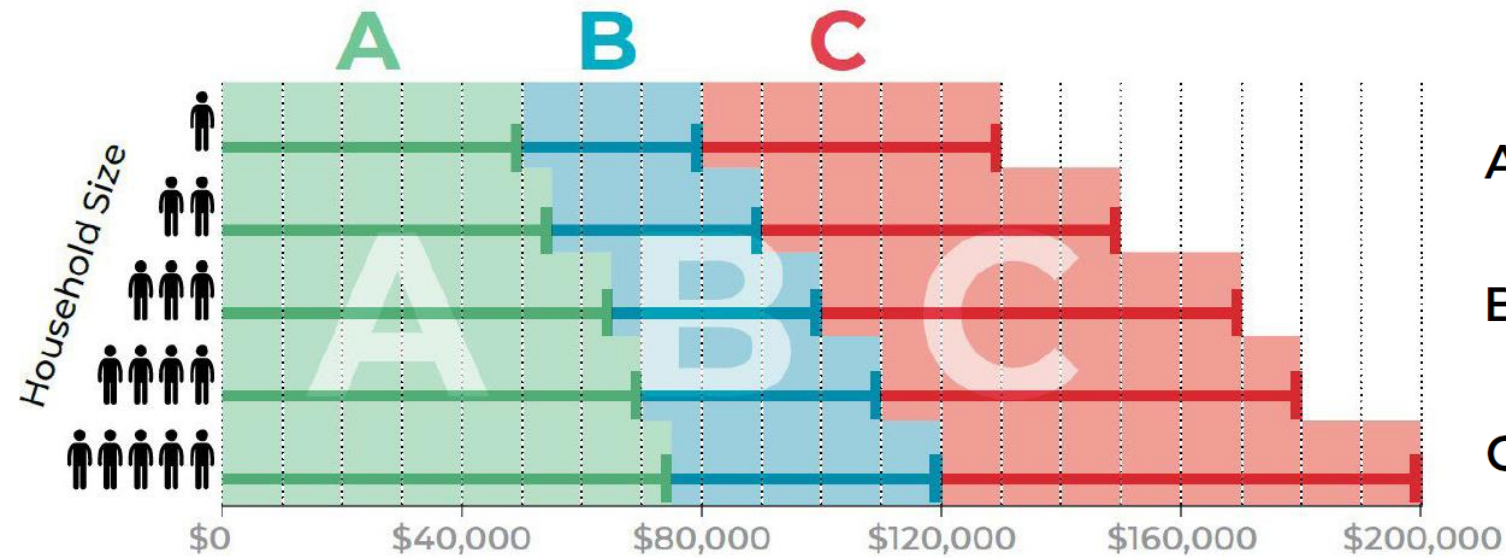
Homeownership available only to households with “C” incomes above

97% of respondents answered this question

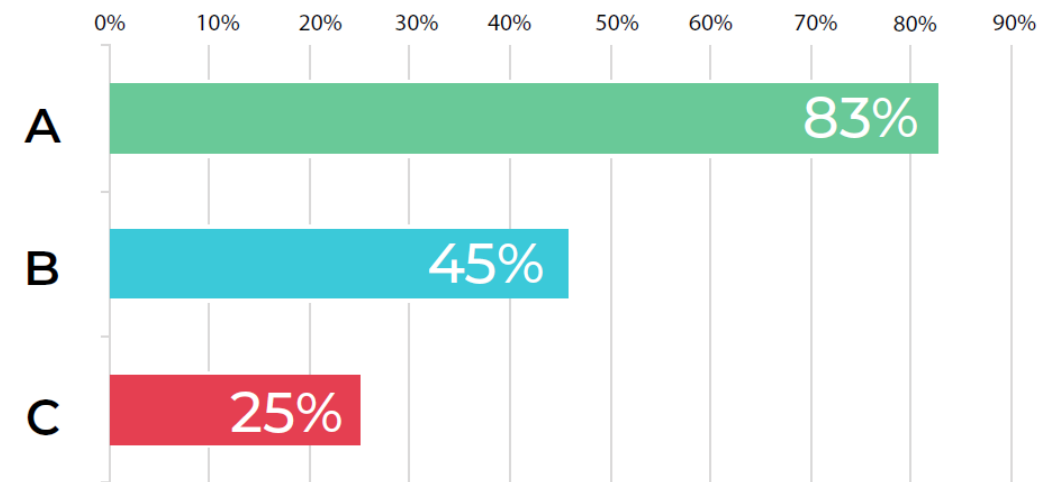
# What We Heard

## Housing: incomes served

A majority of respondents prefer affordable units for lower income households.



Homeownership available only to households with “C” incomes above



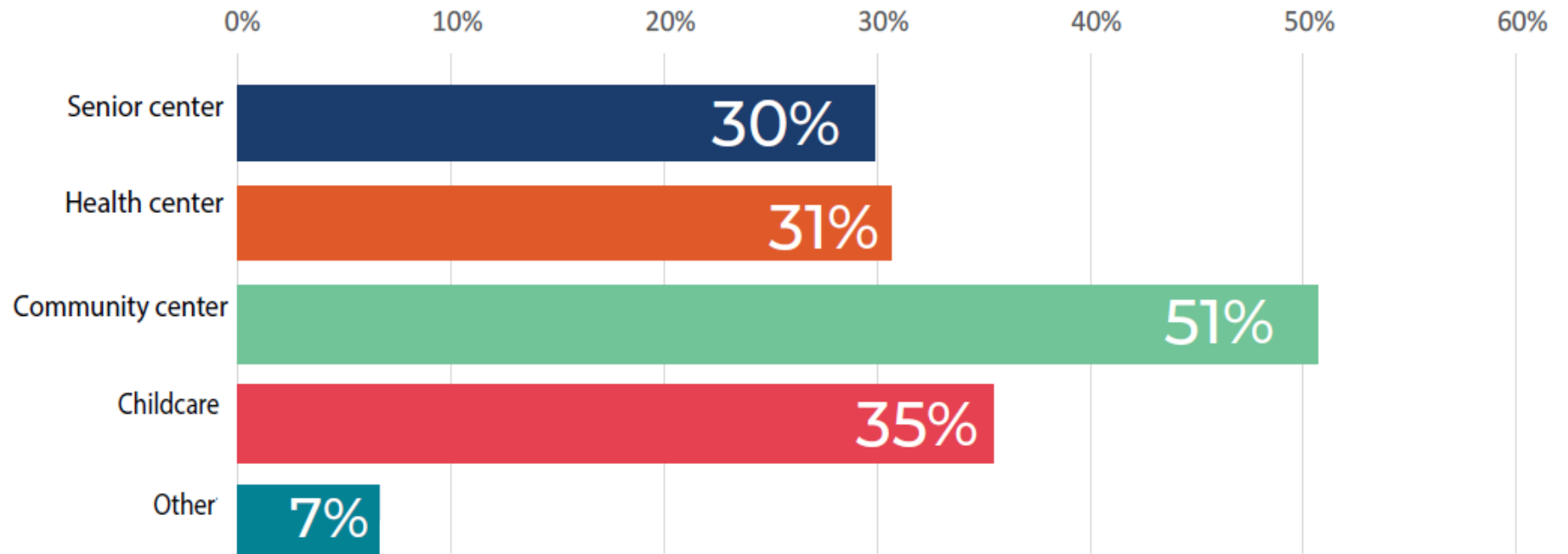
Respondents could select **all that apply**  
98% of respondents answered this question

# What We Heard

## Ground floor use

Respondents said they would like to see a community center that is accessible to the wider community.

*"A community center could provide activities for seniors and youth."*

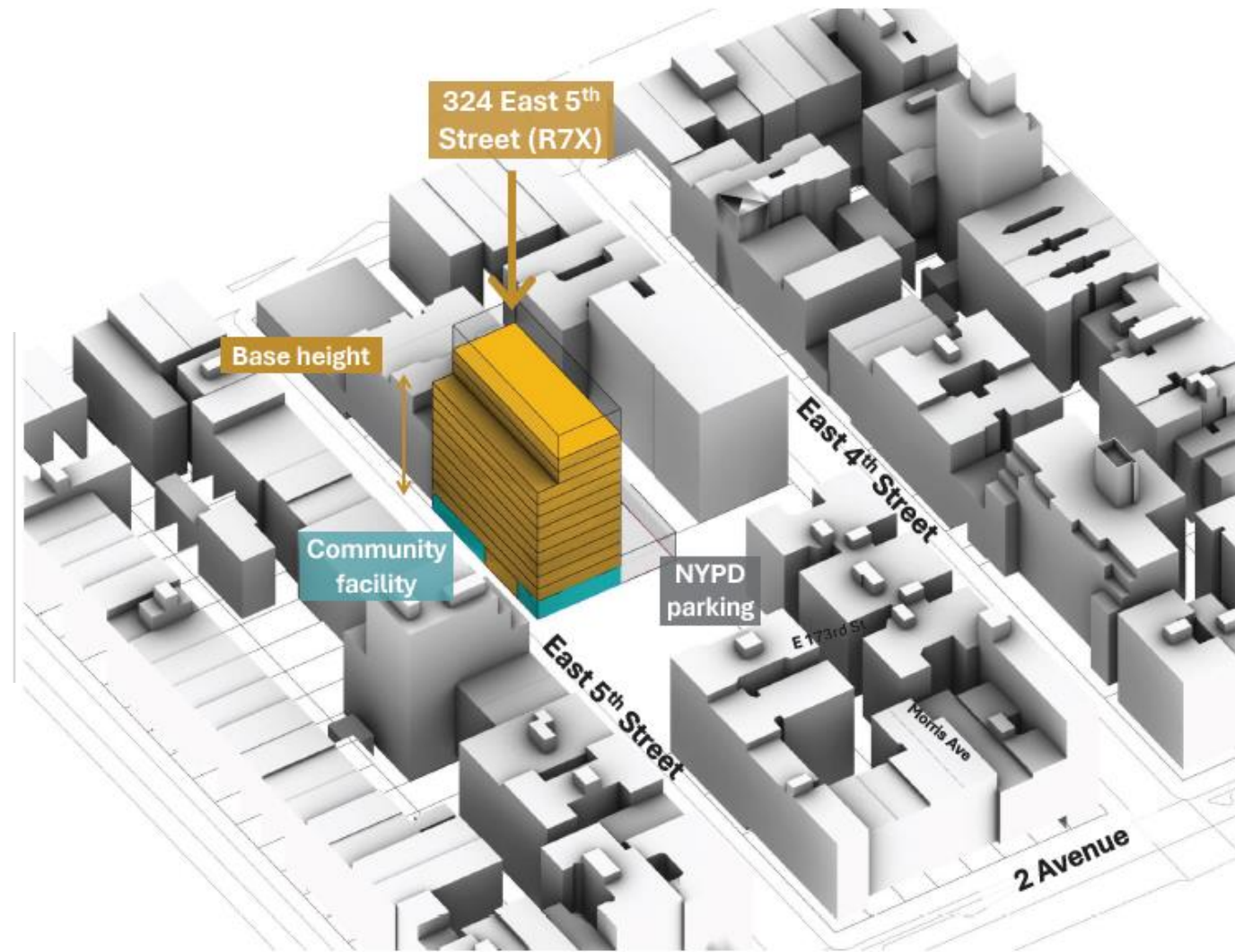


Respondents chose **up to two** options  
**95%** of respondents answered this question

# What We Heard

## Potential rezoning and building form

- **Existing Zoning (R8B):**  
Up to 9 stories
- **Proposed Zoning (R7X):**  
Up to 14 stories



\*Number of homes could vary based on housing program and unit size.

# What We Heard

## Potential rezoning and building form

- General support for rezoning
- Some buildings in surrounding area (including NYPD precinct across the street) set taller context
- Building setbacks should be used thoughtfully (“wedding cake analogy”) to reduce visual impact

*“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.”*

*“It is important to build this as densely as possible. We are in a housing crisis.”*

*“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.”*



# What We Heard

## General comments

*"A community center could provide activities for children, young people, seniors. I feel it should be multi-purpose."*

*"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."*

*"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."*

*"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."*

# 3. Next Steps

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# Next Steps Development process



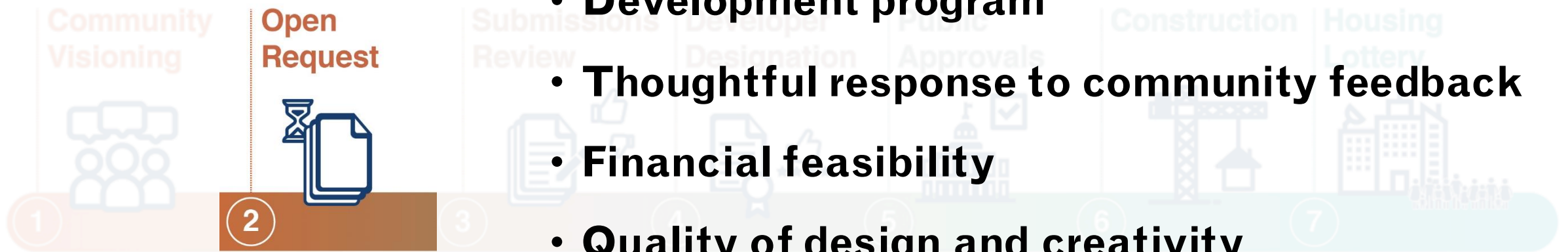
● Issue RFP and CVR, late spring, early summer 2025

# Next Steps

## Request For Proposals (RFP) Document

### RFP criteria to include:

- **Development program**
- **Thoughtful response to community feedback**
- **Financial feasibility**
- **Quality of design and creativity**
- **Development team experience**



# 4. Discussion

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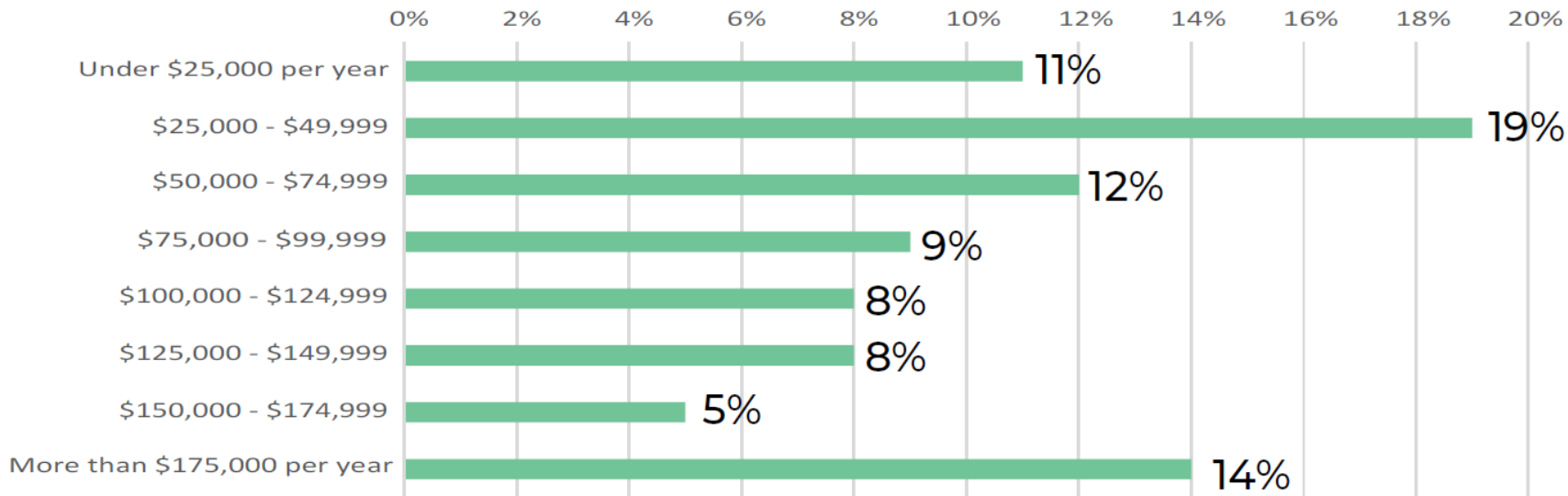
# Appendix

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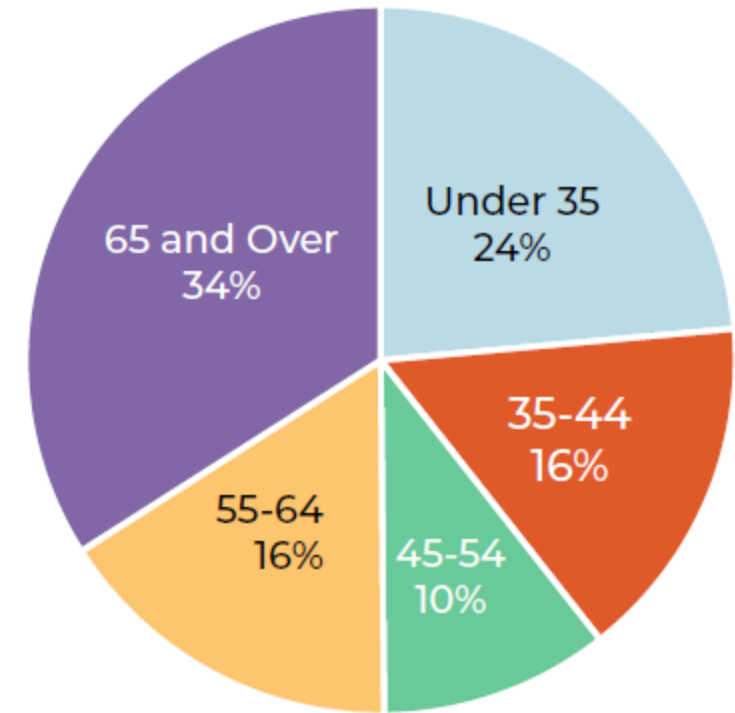
## Household income and age

### Household Income



97% of respondents answered this question

\*not featured are those who selected "Prefer Not To Answer." This accounts for 14%.



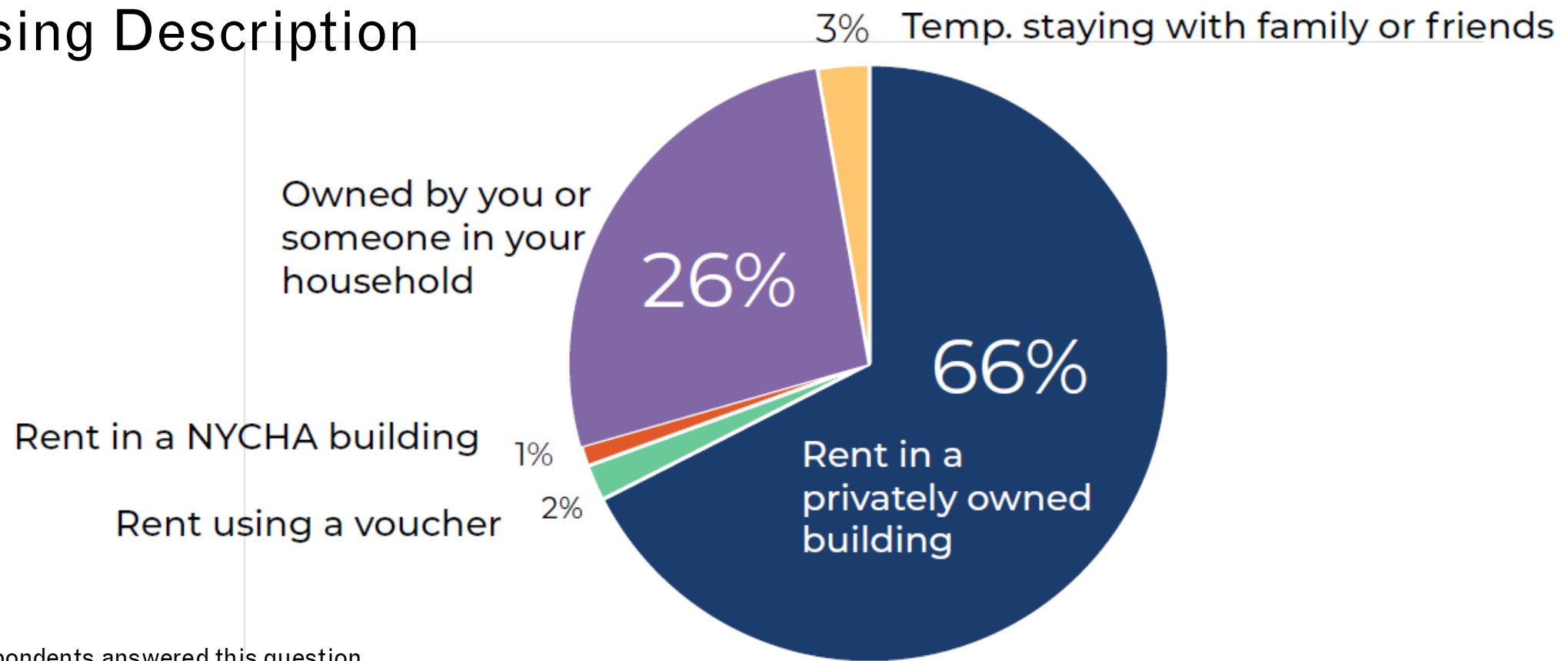
**Median Age: 55**

88% of respondents answered this question

# Appendix

## Housing tenure

### Housing Description



97% of respondents answered this question

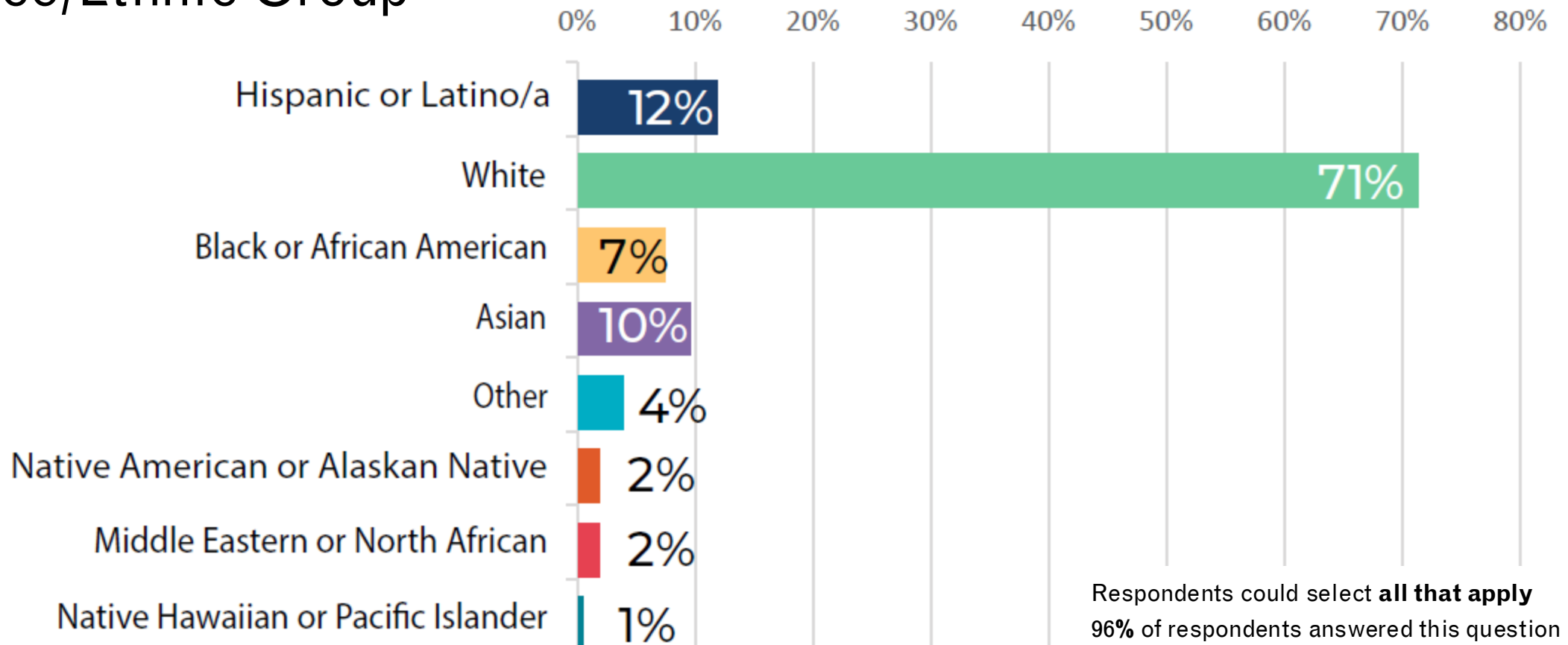
\*not featured are those who selected "Not Sure." This accounts for 2%.



# Appendix

## Race and ethnicity

### Race/Ethnic Group





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