

April, 2024

# 388 Hudson Street

# Community Visioning Report

**NYC**<sup>TM</sup>  
Housing Preservation  
& Development  
Office of Neighborhood  
Strategies

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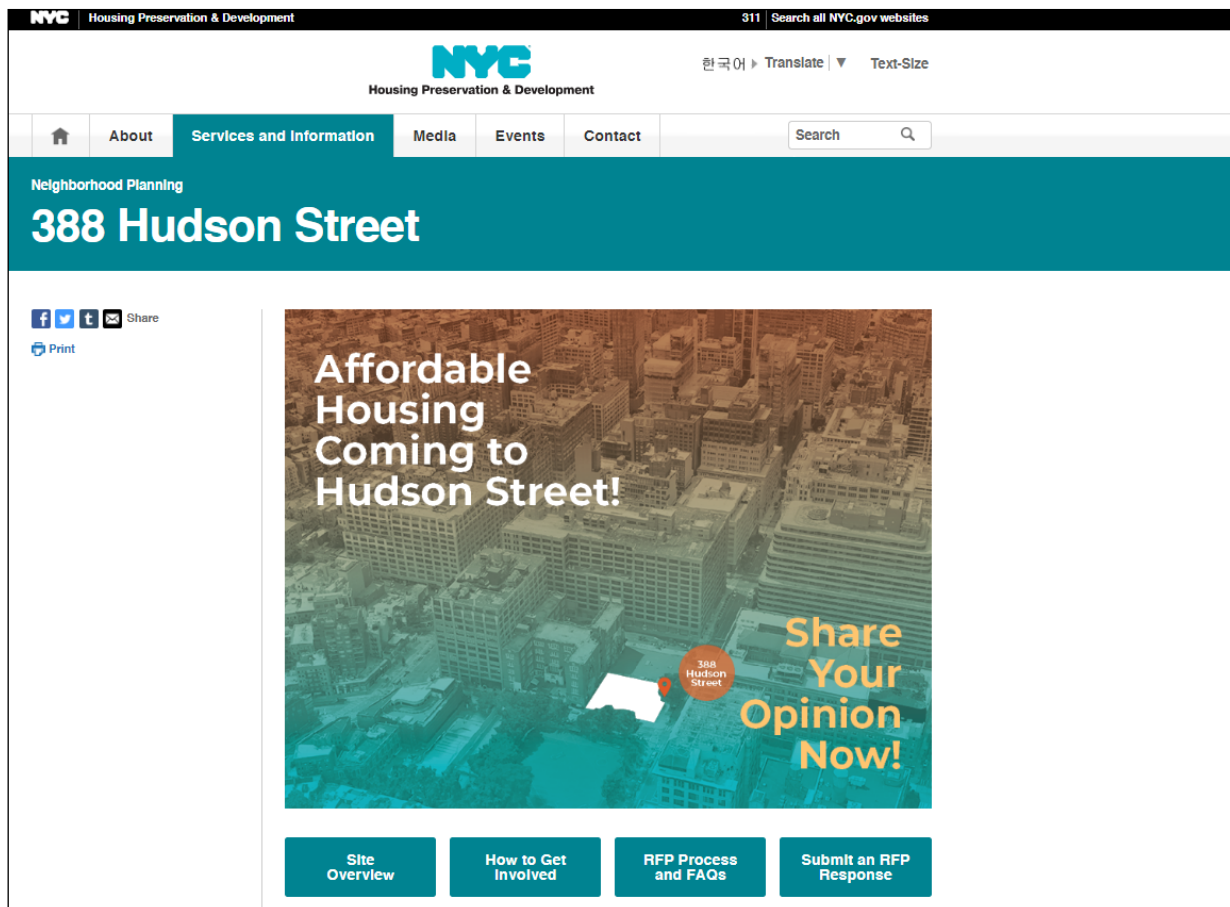
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# What?

## Development Informed by Community

The NYC Department of Housing Preservation and Development (HPD) conducted community outreach from April through October of 2023 to gather input on the redevelopment of a portion of the City-owned lot at 388 Hudson Street with new affordable housing and community amenities.

The goal of the outreach was to identify priorities for the new development from community members who have an intimate understanding of neighborhood conditions and needs as well as New Yorkers at large. This report summarizes the results of HPD's engagement process and is available on the project website at [www.nyc.gov/388-hudson-rfp](http://www.nyc.gov/388-hudson-rfp). It will also be attached to the Request for Proposals (RFP) issued for 388 Hudson 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

The 388 Hudson Street site is at the corner of Hudson Street and Clarkson Street and is approximately 13,622 square feet.

The site is on the northern portion of a City-owned lot. The southern portion of the lot is undergoing a separate engagement and design process for its future use as a public open space with NYC Parks and the Hudson Square Business Improvement District.

The site sits adjacent to a school building shared by H.S. M560 City-As-School and P.S. M721 Manhattan Occupational Training Center to the east, James J. Walker Park to the north, a nine-story commercial and office building to the west, and a 12-story commercial and office building to the south.



Site Aerial View

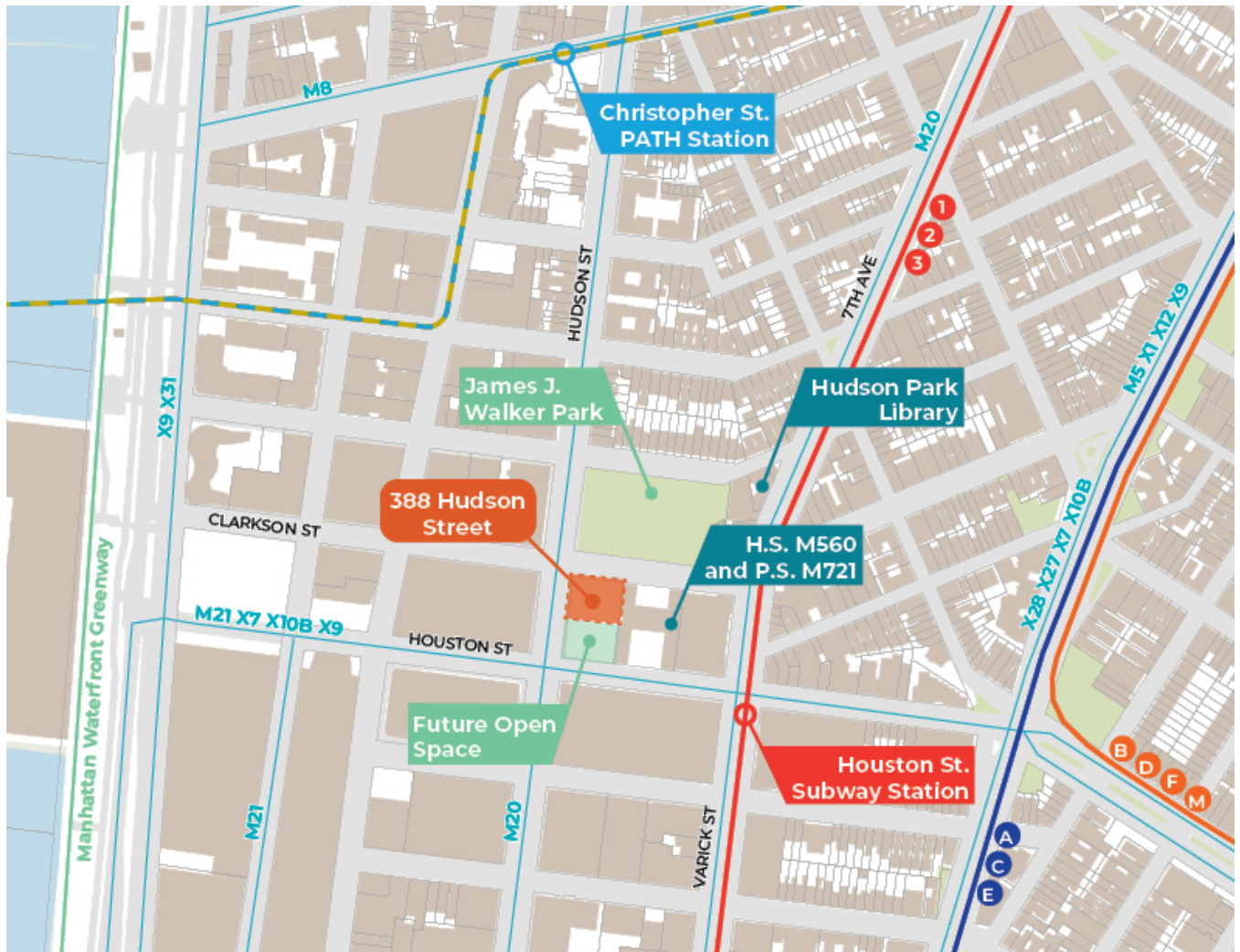
# Where?

## The Context

The site is located between the Hudson Square and West Village neighborhoods of Manhattan Community District 2. The area contains a mix of uses including low-, medium-, and high-density residential buildings, commercial and office buildings, community facilities, and public open space.

Hudson Street is a commercial corridor with clusters of restaurants, grocery stores, and other retail to the north and south of the site. There are additional commercial amenities along 7th Avenue/Varick Street just to the east.

The site also has access to several transit services including more than five bus lines, eight subway lines, and PATH trains.



Neighborhood Map

# How?

## Community Engagement

HPD hosted multiple in-person and virtual events and opportunities over the course of seven months to provide various ways for community members to provide their input.

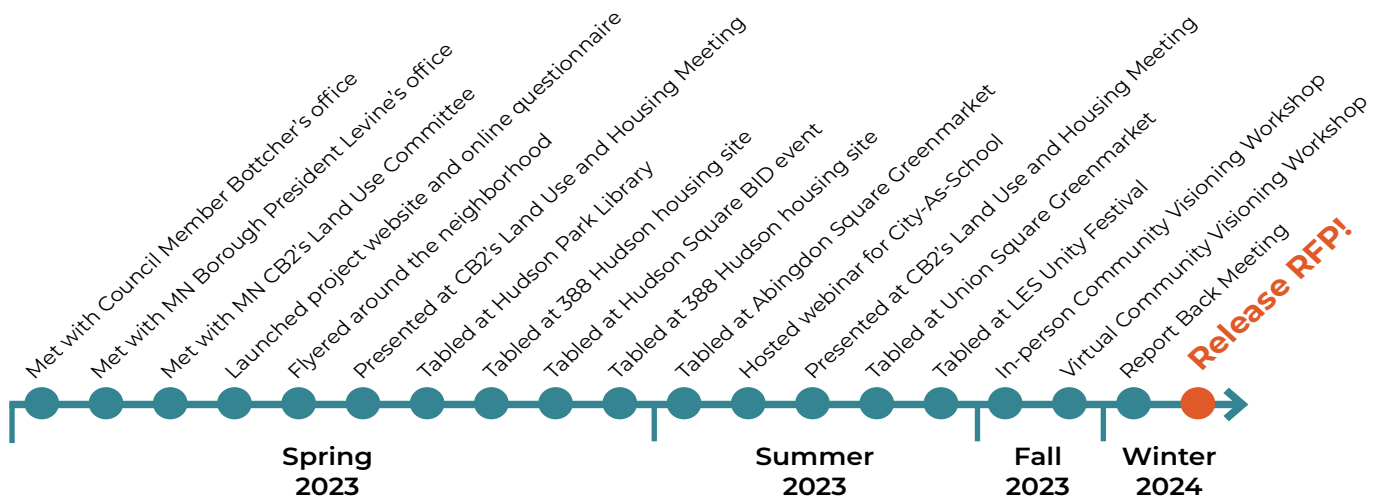
This engagement included public meetings and presentations to the Land Use and Housing Committee of Manhattan Community Board 2, outreach to local community-based organizations, flyering and tabling events in the community, and community visioning workshops with both in-person and virtual options. In addition to direct engagement, we also maintained and promoted a project website and online questionnaire to accommodate feedback at the public's convenience.

Project advertisements and engagement materials including email blasts, flyers, social media posts, and questionnaires were available in Spanish and Chinese to accommodate the diverse community in the neighborhoods. Live interpretation was made available for both the in-person and virtual community visioning workshops. Additionally, the project website is available in multiple languages.

The questionnaire was the primary method of collecting community input and 542 members of the public responded to questions about:

- Housing issues in the area.
- What kind of housing should be included at 388 Hudson Street.
- What potential ground floor (non-residential) uses the site could provide for the broader community.
- Design preferences for the future building.

### Engagement Events Timeline



# How?

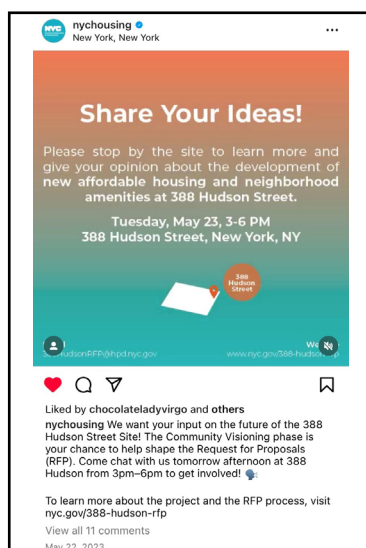
## Outreach Strategies

In addition to the individual events listed in the Engagement Events Timeline on page 6, HPD promoted the project in the following ways:

- Conducted targeted outreach to individual community-based organizations and stakeholders throughout the engagement period.
- Sent several email blasts to a growing contact list of over 500 subscribers.
- Posted on social media (Twitter, Instagram, Facebook) to promote ways to provide input throughout the engagement period.
- Posted flyers with links to the project website and questionnaire across the neighborhood.
- Began an open comment period in April 2023. In response to public feedback on the proposed engagement timeline, the comment and engagement period was extended from May until October to ensure community members had ample time to submit their input.

In addition to the input that HPD collected through our engagement process, we received supplemental correspondence regarding the planning for this site from various community members, representatives, and organizations. The additional input from the following sources has been considered in HPD's synthesis of the community's input and incorporated into this report.

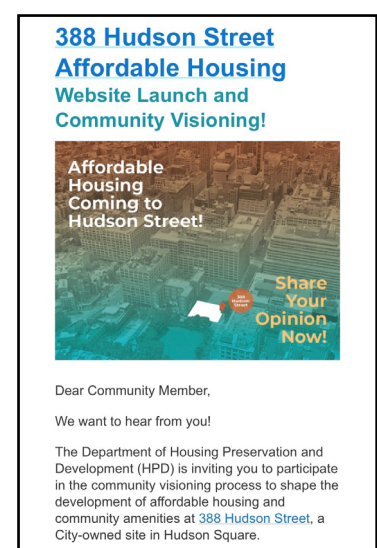
- Four resolutions from Manhattan Community Board 2.
- A letter from New York State Assembly Member Deborah J. Glick.
- Three letters from the Greenwich Village Society for Historic Preservation and over 1,000 emails from coordinated email campaign advocating for a lower, bulkier building and permanent affordability.



Instagram Advertising



Twitter Advertising



Email Blast

# How?

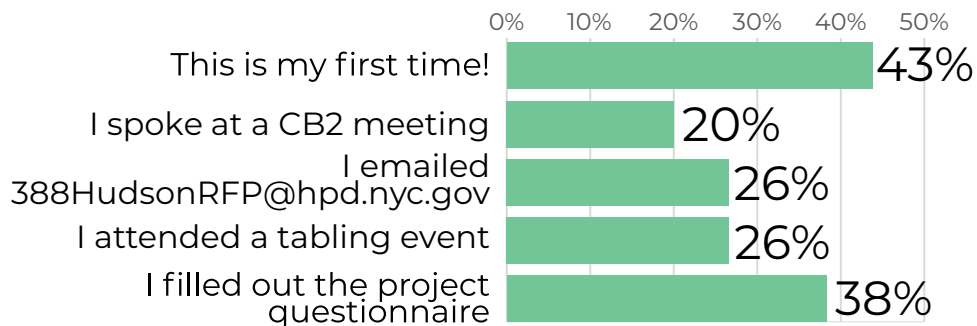
## Visioning Workshops

At the workshops, online, or on the street, members of the public were asked to answer questions about:

- Housing issues in the area.
- What kind of housing should be included at the site.
- What non-residential ground floor uses the site could provide for the broader community.

Additionally, workshop participants were asked about their design preferences for the future building. While not part of the original questionnaire, this topic was discussed at the workshops due to interest and enthusiasm from the public. Although this topic was not explicitly included in the questionnaire, some respondents did provide input through the open-ended additional comments prompt.

HPD asked workshop participants if they had previously engaged with this project. The majority of participants stated that they had previously engaged in some way with 38% stating that they had already submitted a questionnaire response either online or at a tabling event. In the findings section of this report, the graphs highlight the workshop questionnaire responses in a different shade or color to show how workshop participants' responses differed from online and tabling respondents'.



73% of respondents answered this question.



388 Hudson Street RFP Community Visioning Workshop



# Findings

Although participants communicated many different visions for the site, certain themes emerged as priorities. In total, HPD received **542 questionnaire responses**, reflecting a wide variety of backgrounds and ideas. The findings in this section are organized by topic from the questionnaire; however, the written takeaways are reflective of the various ways HPD engaged the community, including notes from the workshops, conversations at tabling events, community-based organization outreach, email correspondence from the public and more.

## Summary of Findings

### HOUSING ISSUES AND NEEDS

- **Housing cost is a barrier to enter and stay in the neighborhood for a mix of households including young people, seniors, and families with children.**
- **There is a need for housing that is affordable to both low- and moderate-income households.**
- **Affordable housing should remain affordable in perpetuity.**

### GROUND FLOOR (NON-RESIDENTIAL) USES

- **There is a preference for a community or cultural space, with many asking specifically for a recreation center, as well as for an affordable grocery store.**
- **The ground floor use should serve both the future residents of the affordable housing as well as the broader community, helping to foster connections.**

### DESIGN PREFERENCES

- **There is a preference for medium to high transparency with large or floor-to-ceiling windows to allow for ample natural light for future residents.**
- **There is an overwhelming preference for brick to be used as the material of the facade.**
- **Many respondents prefer a shorter, squatter design to reduce the future building's visual impact on the surrounding area.**

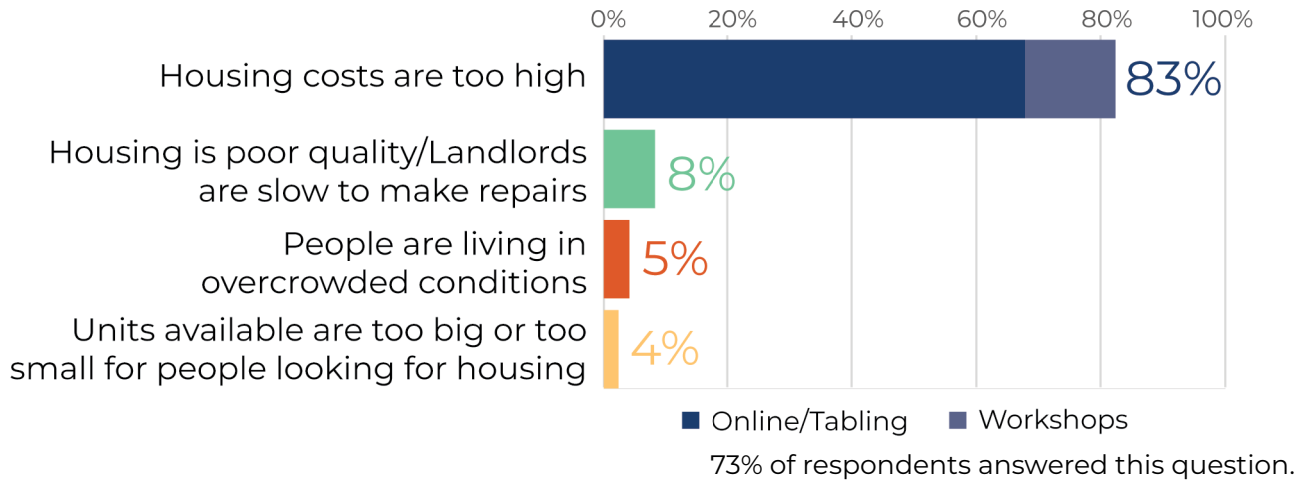
### GENERAL FEEDBACK

- **There is a desire to maximize the number of affordable homes, while designing a building that responds to the existing neighborhood context.**
- **The affordable housing should be available for a mix of households, serving different household incomes and sizes.**

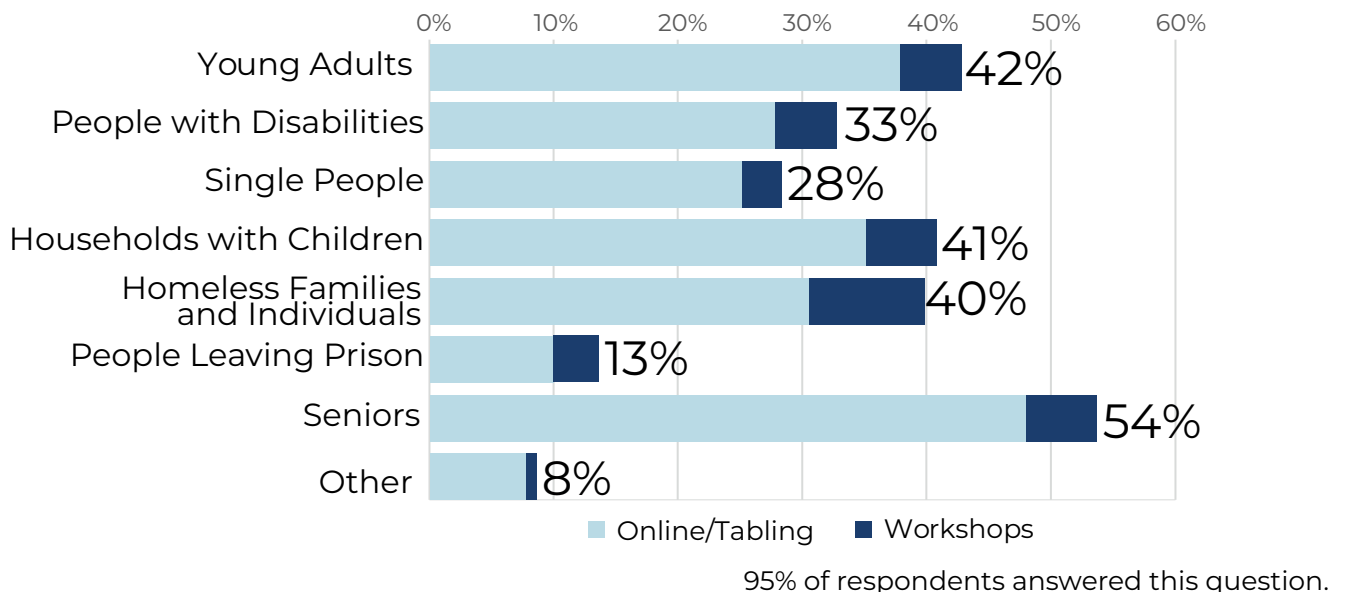
## RESIDENTIAL PROGRAM INTRO

HPD asked respondents about housing issues and barriers in the neighborhood to better understand how the 388 Hudson Street development could improve the quality of life for neighborhood residents.

### 1. RANK THE FOLLOWING ISSUES IN THE ORDER THAT YOU THINK BEST REFLECTS CONDITIONS IN YOUR NEIGHBORHOOD:



### 2. WHAT TYPES OF PEOPLE OR HOUSEHOLDS FACE BARRIERS TO FINDING OR KEEPING HOUSING IN THE NEIGHBORHOOD? SELECT UP TO 3:



Respondents identified that the high cost of housing was the number one concern in their community and expressed that many different groups face barriers to finding or keeping housing. The top groups chosen were seniors, young adults, households with children, and homeless families and individuals.

"The population in our neighborhood is aging and apartments often don't have elevators."




"I'm a single mom who doesn't have any help and it's really hard for me to pay rent in NYC."

"This is our neighborhood, but we can't afford 2 and 3 bedrooms to raise our families in."

# RESIDENTIAL PROGRAM

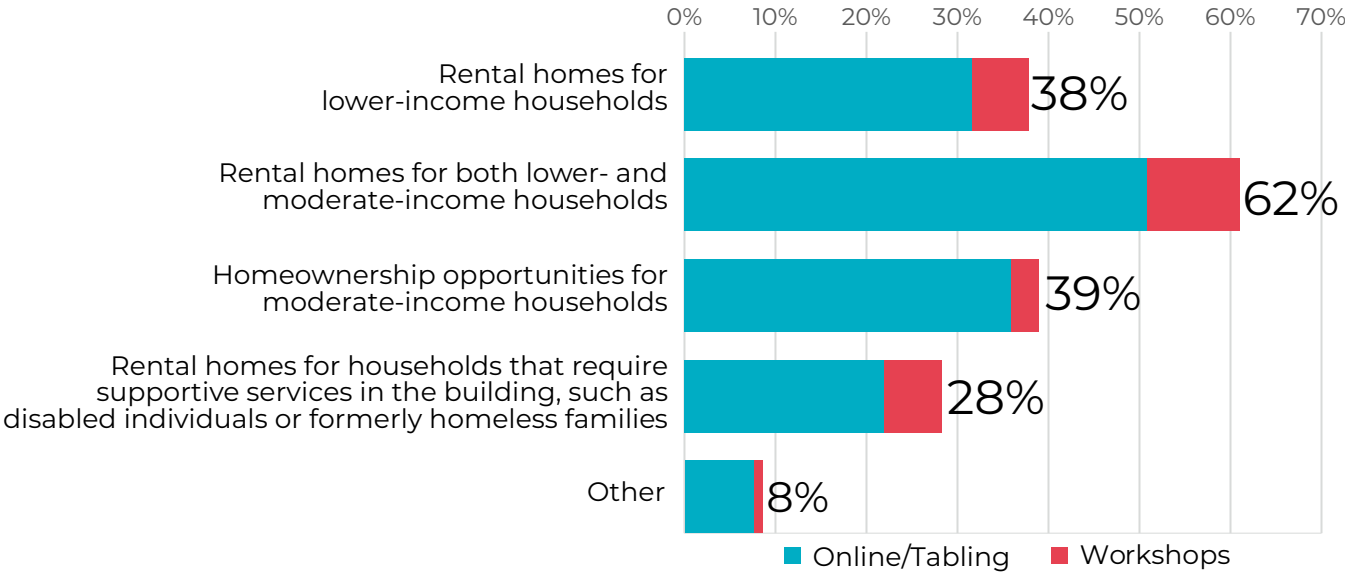
HPD builds income-restricted affordable housing where units are reserved for households in specified income ranges or with specific needs.

## INCOME BANDS CHART

Household Size	Lowest Income	Lower Income	Moderate Income
	\$0 - \$25,000	\$25,000 - \$75,000	\$75,000 - \$115,000
	\$0 - \$30,000	\$30,000 - \$85,000	\$85,000 - \$130,000
	\$0 - \$35,000	\$35,000 - \$95,000	\$95,000 - \$145,000

Based on 2022 Income Levels set by U.S. Department of Housing and Urban Development (HUD)

### 3. WHAT KIND OF HOUSING SHOULD BE INCLUDED? Select up to 2:



95% of respondents answered this question.

Respondents were shown the Income Bands Chart, which approximates income ranges by household size in groupings of “lowest income,” “lower income” and “moderate income.” These terms approximate 30%, 80% and 120% of the U.S. Department of Housing and Urban Development (HUD) Income Limits, or Area Median Income (AMI), for 2022.

Using the income chart as a guide, respondents were asked to consider the needs of their community and select up to two options for housing they think would benefit the community at the site.

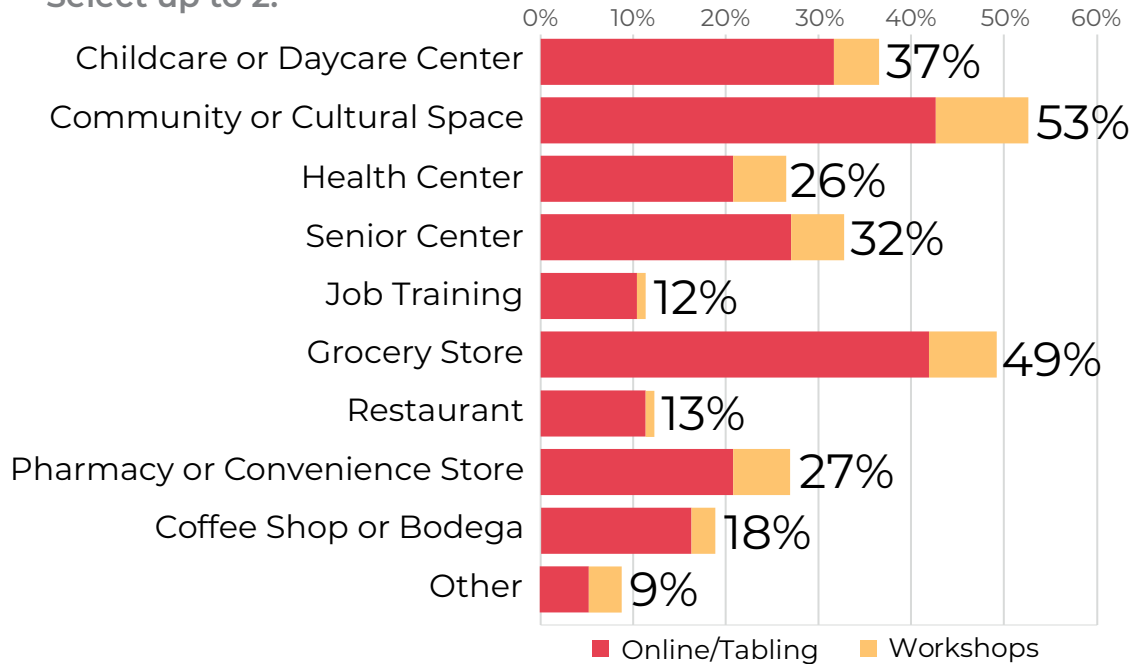
The option selected by most respondents was rental homes for lower- and moderate-income households (selected by over 60%). Many respondents commented on the need for housing available to households with a variety of incomes. **“This should have both low income and moderate income housing. There’s very little of it in the neighborhood, but we need housing for teachers, city workers, and retail/restaurant workers who serve us every day,”** one respondent wrote.

## GROUND FLOOR (NON-RESIDENTIAL) USES

In addition to providing affordable homes, HPD-financed buildings can provide ground floor uses that serve the whole neighborhood. Respondents were asked to select categories of community amenities that would be useful to locate at this site.

### 4. WHAT TYPE OF GROUND FLOOR USES COULD THIS SITE PROVIDE?

Select up to 2.



96% of respondents answered this question.

Respondents provided a variety of answers for what kind of community amenities they would like to see at this site. The top choice was “community or cultural space,” such as after school programs or a recreational space, and respondents expressed that there is a **“lack of free, indoor community spaces.”** The second most common answer was “grocery store” as respondents stated that **“this neighborhood needs affordable food. It needs a grocery store, not just delis and bodegas.”** The next most common answers were “childcare or daycare center,” “senior center,” and “pharmacy or convenience store.”

“A recreation center would benefit the community plus the school.”

“The building should be a haven for artists, LGBTQ+ community members, and immigrant families. There should be play spaces for children in the building, music practice rooms, and roof access.”

“An affordable home for seniors and young families with cultural and community services would enhance the lives of residents and the neighborhood.”

“Facilities that service the whole community such as a grocery with pharmacy (affordable) would go a long way to help.”

### Design Preferences

Participants at the in-person and virtual community visioning workshops were asked about their preferences for the future building’s design. Participants were led through workshop activities intended to facilitate discussion of design preferences for the future building’s facade transparency and materiality.

## 5. WHAT ARE YOUR PREFERENCES FOR THE TRANSPARENCY AND MATERIALS FOR THE FUTURE BUILDING’S FACADE?



Workshop Participants’ Design Preferences

Participants expressed a preference for a medium to high level of transparency in the building’s facade. Most participants stated that large or floor-to-ceiling windows should be used to provide ample natural light for future residents. There was a strong preference to not have small, punched windows or a full curtain wall, but rather something in between those options.

Participants overwhelmingly preferred brick for the material of the facade, particularly for the base of the building so that it will blend in with the existing buildings in the area. There was also some desire for the facade to use concrete and metal but it was noted that those should be elements mixed into the facade and not used as the only materials.

“I’d like the lowest cost, most energy-efficient facade.”

“No glass walls, but large windows are nice!”

“Preference for brick with lively colors! Or whatever is cheapest/ environmentally friendly!”

“Brick is a good choice for the base of the building, but concrete can be utilized for the tower.”

“Mixed brick and stucco!”

## General Design Preferences

Workshop participants were given the option to include additional comments and feedback related to their preferences for the future building's design. Several common themes emerged from the comments.

### 6. IS THERE ANYTHING ELSE YOU WOULD LIKE TO SHARE ABOUT THE FUTURE BUILDING'S DESIGN?

There was a desire to maximize the number of homes at the site while keeping a contextual design that blends in with the historic architecture of the neighborhood. There was variation in the preferences for the height of the building with some participants preferring a low- to mid-rise building while others were less concerned with height and wanted to prioritize maximizing the amount of affordable homes. Many participants expressed the need for setbacks along the northern Clarkson Street frontage to reduce the impact of shadows on the neighboring park and buildings. There were also several mentions about energy-efficient design and building practices in relation to the window size, material choices, green roofs, and passive house design principles.

Some of these responses are highlighted below.

"No glass towers. Design in line with the neighborhood."

"Need to compromise height due to neighboring buildings but need to maximize units."

"Contextual, not modern; height is not a problem. Connection to the [new] park on the south side."

"A shorter, more substantial structure that steps back from JJ Walker Park, prioritizing housing while reducing its height."

"A lower, bulkier building that minimizes shadows and impacts on the adjacent JJ Walker Park and Greenwich Village Historic District."

"Approach the architecture creatively that will complement the surrounding area including the Greenwich Village Historic District."

"Emphasize environmental efficiency and a design that wastes little heat and energy."

"The facade should also be designed with projecting window shades that cut the summer sun and make the building more thermally efficient."

"The building should be as tall as possible to accommodate more units. The shadow on the park would mostly only be during the winter."

## ADDITIONAL COMMENTS AND GENERAL FEEDBACK

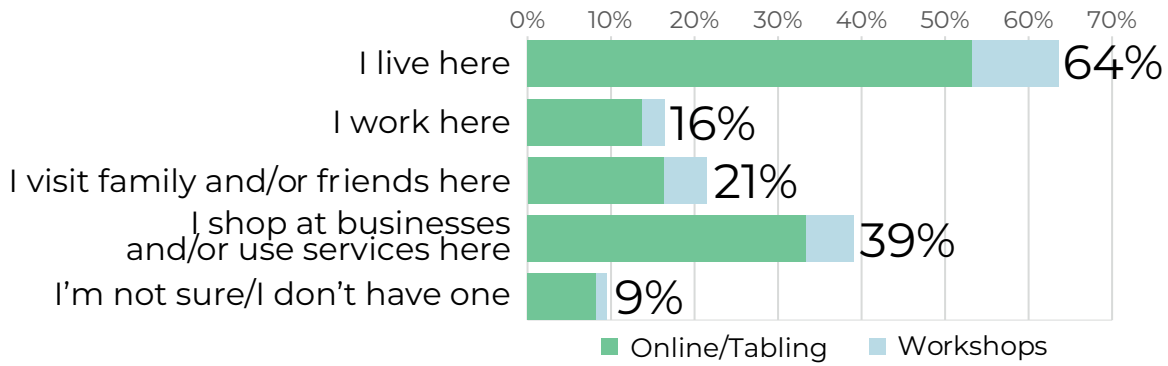
Respondents were given the option to include additional comments or feedback related to the site. The comments highlighted below are representative of several themes that were repeated in questionnaires and conversations had through HPD's various methods of community engagement.

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

- "I hope 388 Hudson can serve and stand out as an innovative, even experimental, model for the best possible housing and community service of this urban space in an increasingly UN-affordable, affluent neighborhood."
- "I hope there are mixed income families in the new property. It is important to provide low-income housing, but it is also important to have housing for teachers and other moderate-income families."
- "The ground floor should meet the needs of the residents but also of the neighborhood. This neighborhood is pretty wealthy so services for middle-class/working-class would be great. As a senior, I'd love to see programs that integrate seniors with children."
- "Housing needs to be affordable - and guaranteed permanently! Housing needs to fit into the neighborhood with the size and construction materials."
- "A beautiful light filled building, with majority two and three bedrooms (the unicorns of affordable housing) prioritizing middle/moderate income families with children and multi-generational families. Priority to area residents. So many of us are stuck raising our kids in studio and small one bedrooms, blessed to have won small affordable units ages ago, but units outgrown. This is our home and neighborhood but we can't afford 2/3 beds to raise our families in."
- "The neighborhood has changed a lot, and lacks a sense of community. Supportive services available to seniors and people with disabilities in the neighborhood, a street level community center... any way to make this a community hub for a long time so it is fully integrated would be valuable and ease tensions."
- "I agree with the call for a lower, bulkier building that steps back from JJ Walker Park, while maximizing housing."
- "I would strongly encourage that the development be built to the maximum possible height, with as many housing units as possible. Providing housing to people is more important than concerns about height and neighborhood character."

# Profile of Respondents

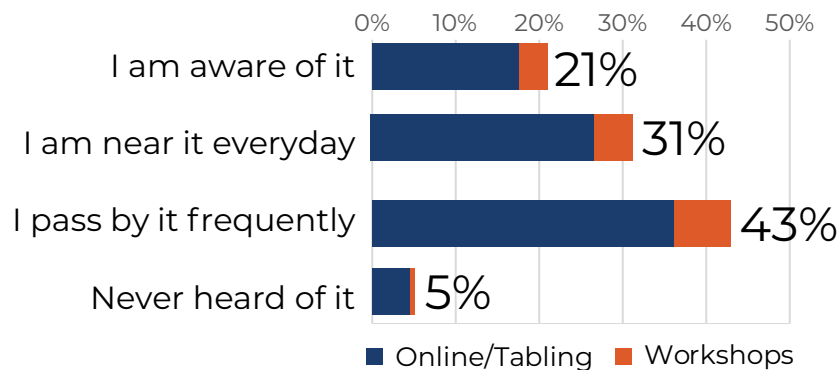
## A. WHAT IS YOUR RELATIONSHIP TO THE AREA AROUND 388 HUDSON ST? Select as many as apply.



98% of respondents answered this question.

When asked about their relationship to the area, a majority of respondents said they lived nearby. Many respondents who did not live in the area stated that they shop at businesses and/or use services in the area while others visit family and/or friends or work in the area.

## B. ARE YOU FAMILIAR WITH THE SITE AT 388 HUDSON ST?



99% of respondents answered this question.

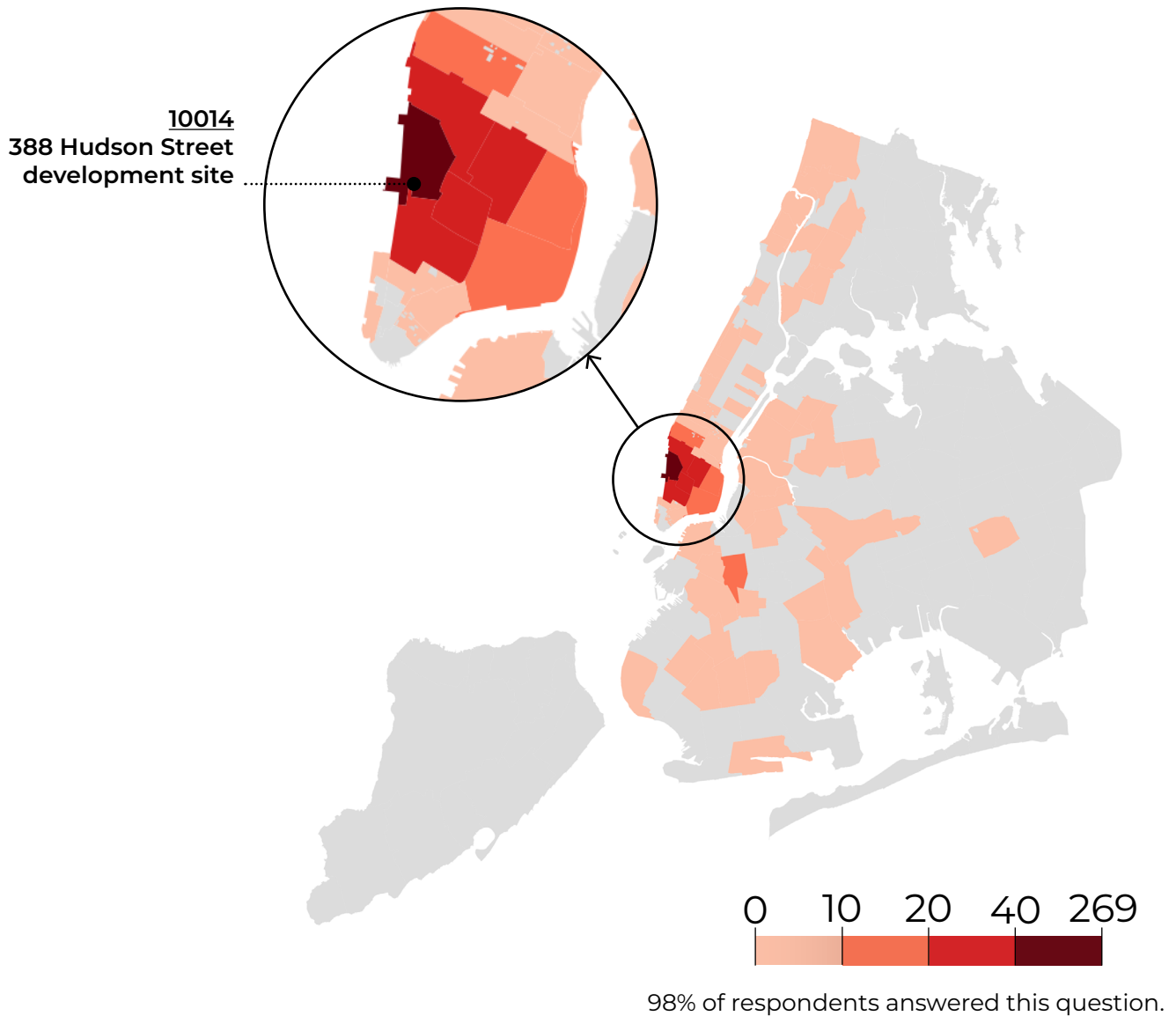
Respondents were asked about their familiarity with the site at 388 Hudson Street. 74% of respondents encounter the site on a daily or frequent basis. Only 5% of respondents had no prior knowledge of the site.



# Profile of Respondents

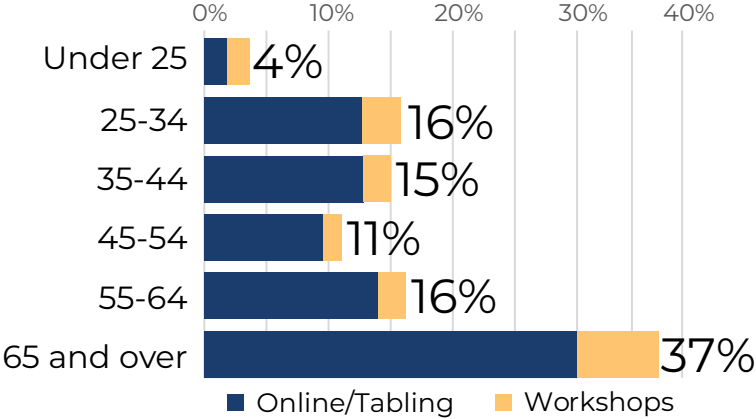
## C. NEIGHBORHOOD OF RESIDENCE:

The site is located in the 10014 ZIP code and 51% of respondents provided this ZIP code as their place of residence. 76% of respondents gave a ZIP code that is within one mile of the site and 90% of respondents provided a ZIP code located in Manhattan. There were respondents from 65 different ZIP codes throughout New York City.



**D. AGE:**

Questionnaire respondents ranged in age from 19 to 91 years old and the median age was 56. 37% of respondents were aged 65 or older skewing higher than Manhattan Community District 2’s median age of 36 years.



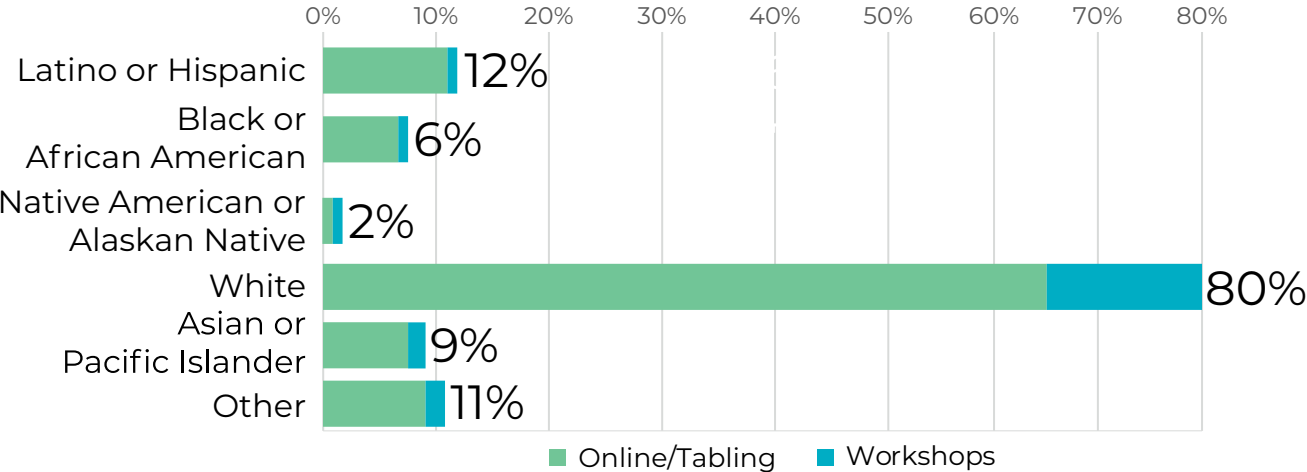
88% of respondents answered this question.

**E. RACIAL AND/OR ETHNIC GROUP:**

Respondents were asked to select as many racial and/or ethnic identities as applied to them. The majority of respondents identified as White. Of respondents that provided an answer to this question, 11% selected two or more racial and/or ethnic groups.

• **With what racial and/or ethnic group do you identify?**

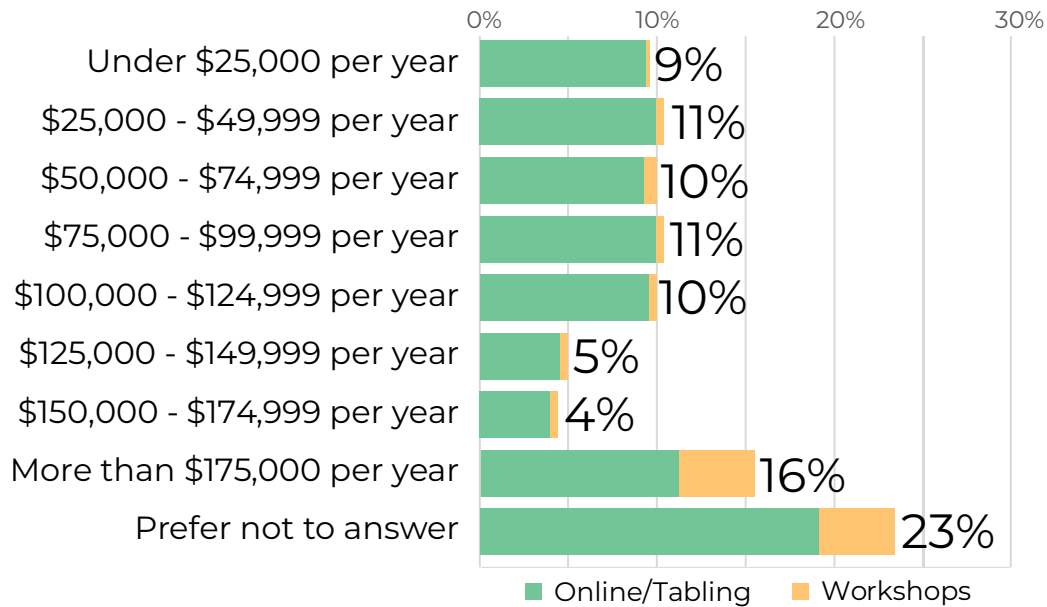
Select as many as apply.



84% of respondents answered this question.

## F. INCOME:

Questionnaire respondents reported a wide mix of household incomes; however, the largest share of respondents selected that they preferred not to answer. The median household income in Manhattan Community District 2 is approximately \$138,000 and roughly 20% of respondents earn more than the median while over half of the respondents earn less.

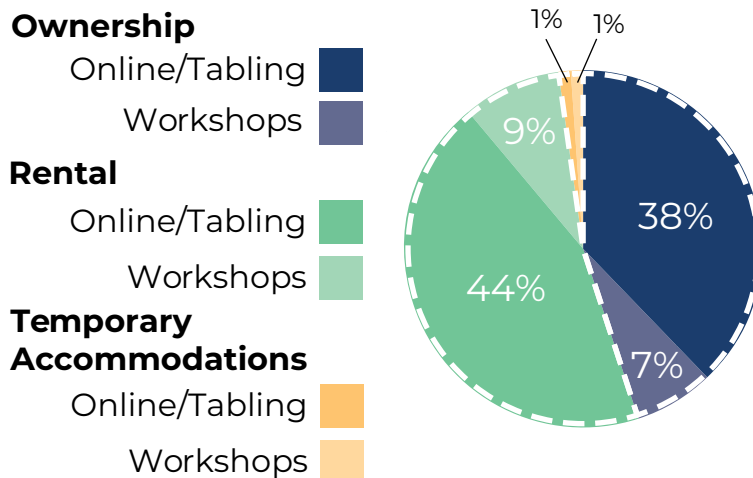


90% of respondents answered this question.

## G. HOUSING SITUATION:

The majority of respondents (75%) stated that they either live alone or in a two-person household. Respondents were nearly evenly split between those who own their home and those who rent with less than 2% currently living in temporary accommodations.

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



93% of respondents answered this question.



**NYC**<sup>TM</sup>

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

- Email:  
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- Project website:  
[www.nyc.gov/388-hudson-rfp](http://www.nyc.gov/388-hudson-rfp)
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