

# M/WBE RFP Round 2 Dean and Bergen Community Visioning Report

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NYC Department of Housing Preservation & Development  
Office of Neighborhood Strategies





# 01 INTRODUCTION

## Why: Development, Informed by the Community

The NYC Department of Housing Preservation and Development (HPD), with the help of the Office of City Councilmember and Majority Leader Laurie Cumbo, Brooklyn Community Board 8, and the NYC Department of City Planning (DCP) facilitated a series of community workshops and meetings throughout October 2020 and January 2021. These meetings were held virtually to maintain safety during the pandemic, and to gather public input for the future development of new affordable housing and neighborhood amenities at City-owned sites located at 542 Dean Street and 516 Bergen Street.

The purpose of the virtual meetings and workshops was to engage the Prospect Heights and neighboring communities to better understand community priorities for future development from those who live and work in the vicinity and have an intimate understanding of neighborhood conditions and needs.

This report summarizes the results of the engagement series including the public workshops and additional feedback received through online and paper questionnaires. This report is available on HPD’s website at [nyc.gov/mwberfp2](http://nyc.gov/mwberfp2) and will be attached to the Request for Proposals (RFP) issued for these sites. Development Teams responding to the RFP are encouraged to consult the report and thoughtfully respond to the community visions heard as part of their proposals. HPD will evaluate how well Development Teams incorporated the feedback from this report in their submission.

## Neighborhood Planning M/WBE RFP Round 2

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### 516 Bergen Street and 542 Dean Street



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

Interactive webpage

## What: 542 Dean Street and 516 Bergen Street



View of sites from North

542 Dean Street and 516 Bergen Street are two underutilized City-owned sites located within a block of each other in the Prospect Heights neighborhood within Brooklyn's Community District 8. The sites are located near major commercial corridors on Flatbush Avenue and Atlantic Avenue and are well served by neighborhood amenities and services including Brooklyn Academy of Music (BAM) a half mile from the sites and the Central Public Library less than a mile from the sites. Other notable landmarks in the area include the Dean Playground, Fire Engine 219, Police Precinct 78, Barclays Center, Atlantic Yards, South Oxford Park and Prospect Park. The sites are also served by many high performing schools, healthy food options and are located within a transit-rich area.

542 Dean Street is an approximately 17,145 square feet site located on the south side of Dean Street between 6th Avenue and Carlton Avenue. It is next to the Dean Playground to the west, and four-story residential buildings to the east. The Site is also located across the street from several four-story buildings and one nine-story residential building. The City had committed to developing at least 80 affordable units for senior residents on this site as part of the Seniors First Initiative.

516 Bergen Street is an approximately 17,051 square feet site located on the south side of Bergen Street between 6th Avenue and Carlton Avenue. It is adjacent to two-story commercial buildings and three-story walk-up residential buildings to the west, two-story commercial buildings to the east, and across the street from the Dean Playground.

These sites will be developed under an M/WBE RFP, as part of HPD's initiative to build opportunity among minority- and women-owned developers, and address demonstrated disparities in M/WBE participation in affordable housing development.

## How: Remote Community Engagement Series

The coronavirus pandemic presented and continues to present new challenges for the agency, causing us to think differently about how we engage with the community and address this neighborhood's needs in the moment and for future operation. The need for us to conduct this engagement process remotely helped us deepen our understanding of the barriers to engagement, redefine and re-evaluate our understanding of the difference between amenities and needs, and further advocate for uses that will not only benefit the future residents of this site, but also New Yorkers in general.

Community engagement for these sites was hosted through a series of online public meetings, an interactive website and a questionnaire designed to gather community members' vision for the site. HPD hosted two Zoom meetings in order to present pertinent information about the site's conditions and facilitate activities to understand the participants' priorities. With Community Board 8, HPD also hosted two meetings to report back on the feedback gathered throughout the process. HPD also attended an additional four meetings hosted by partner organizations to present the projects and collect feedback.

**10/21/20 Community Engagement Kick-off Meeting**

**11/10/20 Community Board 8 Land Use + Housing Committees Meeting**

**11/17/20 Urban Design Workshop**

**12/14/20 North Prospect Heights Association Meeting**

**12/17/20 Report back Meeting #1**

**01/19/21 Report back Meeting #2**

**02/23/21 North Prospect Heights Association Meeting**

**02/25/21 Prospect Heights Neighborhood Development Council Meeting**

**8 public meetings**  
**60+ design workshop participants**  
**90+ map comments**  
**149 questionnaire responses**

The interactive website served as a central platform for information about the site conditions, the RFP process, and the development goals. It also included responses to frequently asked questions regarding community input, design, affordability and impacts and served as a portal for housing resources. In an effort to make public meetings accessible to any who could not join in real time the recordings and presentation slides were also uploaded to the website.

HPD also wanted to provide multiple ways for the public to offer their feedback, this included an online map where visitors could submit comments about things they liked, disliked, and improvements they would like to see in their neighborhood. An online and paper-based questionnaire was provided to collect feedback on priorities related to affordability, non-residential uses, design features and general neighborhood needs.

To adhere to safe social distancing in outreach, HPD hung banners at the sites that provided details on the engagement series and a QR code to link the public to the interactive website content. Additionally, a phone number and email address were provided for the public to ask questions and/or leave feedback. HPD also worked with local organizations to distribute the meeting flyers and questionnaires to their membership base.

**516 Bergen Street and 542 Dean Street Story Map**

Submitted Comments | New Comment | Events | About

**We want to hear from you!**  
Tell us about the neighborhood by adding a comment on the map. Comment on the map to tell us about places that can connect to

- Community garden/farm with produce giveaways, composting, educational programs, and a 3 year waitlist for plots
- Small but very lush community garden
- Mixed-use building on a prime corner. Has been vacant and in a state of disrepair/construction for years. What a waste!
- Parking lot / junkyard. It's an eyesore and a waste of valuable space.
- The fire-damaged building on this corner is a travesty, but the construction fence around it has been turned into Underhill Walls, a wonderful public art project that brings new, colorful murals to the neighborhood every month. Thanks to local resident Jeff Beler for organizing it!
- This corner building was ravaged by fire years ago, and while the owner has kept the site relatively clean, he doesn't seem to have enough money to repair it. I would love to see it turned into a community space of some sort -- perhaps artist studios, a playground, and/or a community garden? Housing would be welcome here, too.
- Extremely popular playground for young children, with a water play area in the summertime.

Interactive map

## 02 SUMMARY OF FINDINGS

Though there were many different visions for the site, the following points were common threads that workshop and questionnaire participants identified as goals and priorities. These findings were presented to the Community Board 8 Housing Committee and Land Use Committee meeting on December 17, 2020 and again on January 19, 2021.

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.

### Neighborhood Conditions

#### Assets

- Neighborhood's commercial and cultural amenities
- Access to transportation
- Sense of community
- Neighborhood pride

#### Challenges

- Double parking and cars parked on sidewalks causing safety issues and traffic
- Garbage is not picked up and piles up
- Noise and impacts of construction

### Programming

#### Residential Program at 516 Bergen Street

- Very low- and extremely low-income renter households
- First time homebuyers

#### Non-residential Program

- Amenities should primarily serve residents
- Gathering places for the community and spaces for arts and cultural programming
- Prioritizing housing and services for residents

### Urban Design

#### Open Space at 542 Dean Street

- Interactive spaces with a flexibility for a variety of passive program for all age groups
- Flowerbeds, trees, green spaces

#### Public amenities

- Street trees and other greenery
- Additional lighting

#### Arts and culture

- Programming such as readings and screenings
- Street art

### Building Design

There were three different groups of priorities for building shapes and design:

- If designed as a typical HPD building with 8-9 stories, break up the face of the building to look like the surrounding buildings
- Design smaller buildings that reflect existing neighborhood context
- Design bigger buildings to accommodate more housing

## 03 METHODOLOGY

### Interactive Map

An interactive map was linked to the website for the public to comment on what they did and did not like about their community, and ideas on what could be improved in their community. Comments were submitted according to specific locations in the neighborhood. Participants could also like, dislike and reply to other's comments. Participants engaged in the digital mapping exercise submitted over 90 comments from October 2020 to January 2021.

### Questionnaire

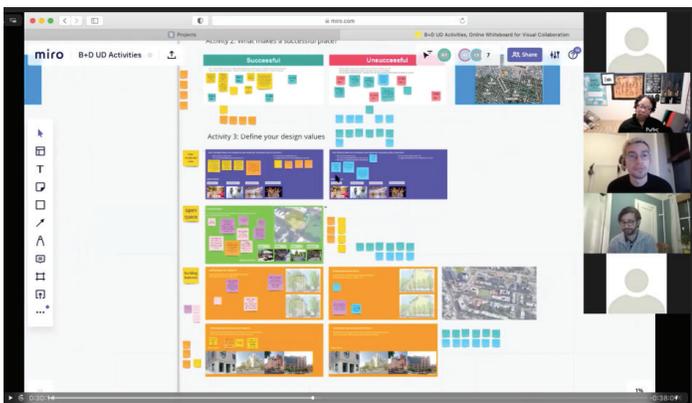
An online questionnaire was provided to get public feedback on several topics including the residential program at the Bergen Street site; open space programming at the Dean Street site; non-residential uses, building design, arts and culture, and public space amenities at both sites; general needs and demographic information.

### Design Workshop

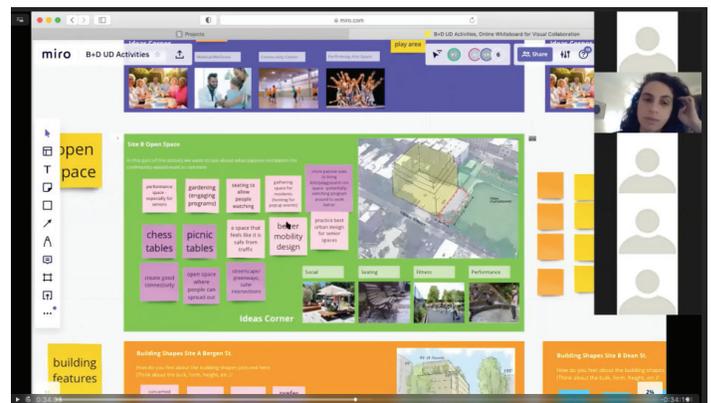
HPD hosted an online urban design workshop on November 17, 2020 to gather feedback on the community's design values and understand the goals and priorities participants would want to see incorporated into the projects. Participants were broken out into eight groups with 5-8 community members. Each group was led through the activities by three City staffers: a facilitator who guided the participants through the activity with discussion questions; a screen navigator who recorded feedback on a group idea board on screen for participants to see, and a note taker who documented themes and any key points expressed throughout the conversation. There were approximately 60 participants in the workshop.

### Report Back Meetings

In partnership with Brooklyn Community Board 8, HPD reported back initial findings on December 17, 2020 and final findings on January 19, 2021. The presentations were followed by questions and answers and participants had the opportunity to opine on the findings. HPD also reviewed the chat for comments about the information presented.



Design workshop held on December 17, 2020



## 04 NEIGHBORHOOD CONDITIONS

As part of HPD’s engagement for the community’s priorities for the sites it was important to first understand the conditions of the neighborhood at large. Below are the most common themes that emerged categorized as assets, challenges, general concerns and needs created or exacerbated by COVID-19. Neighborhood conditions were informed by participants feedback from the interactive map, design workshop, questionnaire, public meeting discussions and emails and voicemails submitted.

### Neighborhood Assets

#### Neighborhood amenities

- “Main Street” with diverse retail
- Lots of food and dining options
- Subway access, biking infrastructure

#### Community bonding

- Places to gather
- Neighbors helping neighbors

#### Community history and pride

- Community led initiatives
- Neighborhood featured on shows

#### Cultural amenities

- Public art
- Cultural Row Block Association

### Neighborhood Challenges

- Double parked cars and cars parked on sidewalks create unsafe conditions
- Lack of infrastructure for pedestrians and bicyclists
- Gridlock, long wait times at intersections
- Dirty streets and garbage not being picked up
- Influx of Atlantic Yards residents and students from new school add to open space users
- Ongoing construction

### Participants’ Concerns

- Impact of the rezoning on tenants of surrounding buildings
- Incoming residents creating a strain on neighborhood open spaces
- Influx of high rises and new developments different from neighborhood context, especially the multi-block mixed-use Atlantic Yards development
- More clarity about development process and increased coordination across government agencies
- Environmental impacts of new construction on the residents

### Needs Exacerbated by COVID-19

- Need for open space and green space
- Lack of affordable homes/rents, increasing homelessness
- Lack of food security/affordable food options
- Lack of sanitation services
- Loss of jobs/employment
- Lack of access to health services

**“Garbage on the sidewalks and streets have gotten worse.”**

**“I love this historic neighborhood, it’s history, the light that falls on the streets from the lack of high rises and the sense of joy and history it creates.”**

# 05 PROGRAMMING

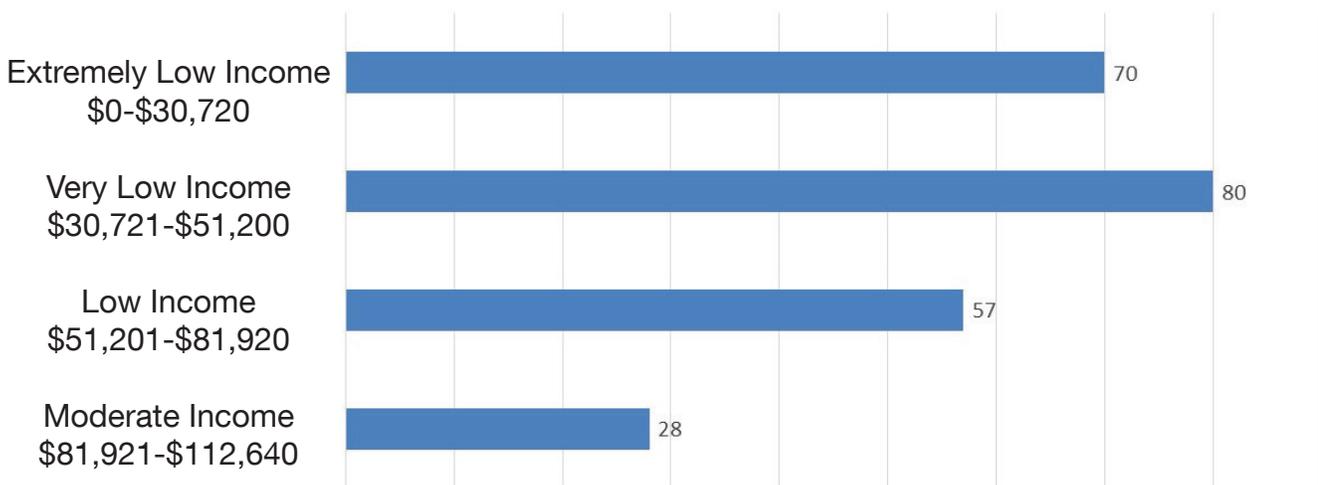
## Residential Program at 516 Bergen Street

The two sites represent opportunities to meet two project goals:

- 1) Meet the Seniors First commitment for the development of 80 affordable senior homes at the 542 Dean Street site,
- 2) Further the City’s fair housing goal of providing working New Yorkers an opportunity to live in this amenity-rich district with exceptional access to transit, high performing schools and commercial and cultural amenities at the 516 Bergen Street site.

HPD wanted to hear from the community about the housing priorities at the 516 Bergen Street site. The following feedback was collected through the questionnaire and confirmed at the report back meetings. As the bar chart demonstrates, respondents most often reported wanting to see affordability opportunities for very low- and extremely low-income households. However, as the pie chart demonstrates respondents were divided when asked their preference between serving lower income households through rental housing and allowing households to build equity and wealth through homeownership.

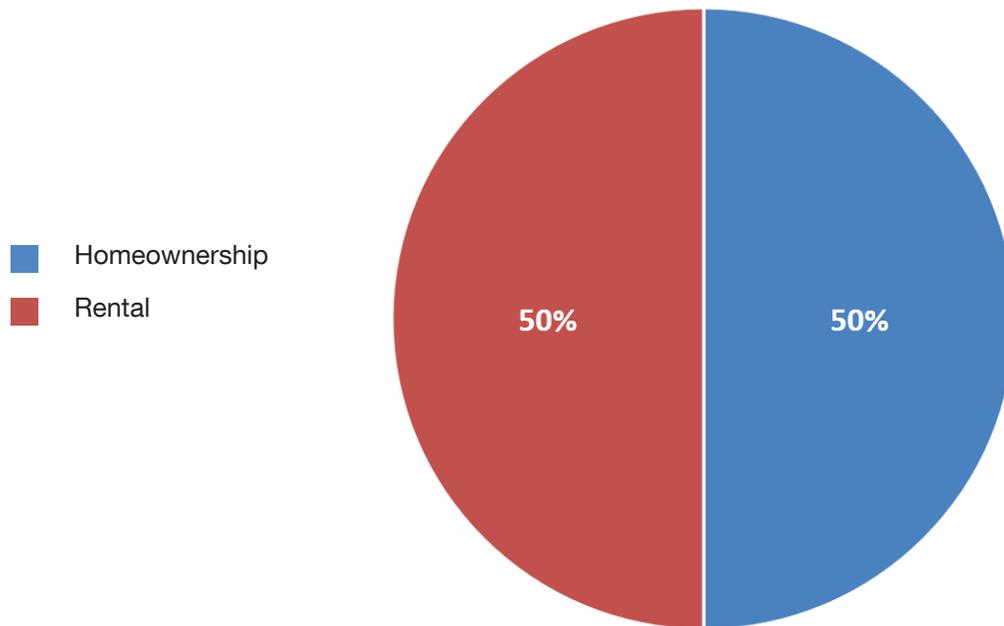
**Which household incomes should be prioritized on 516 Bergen Street? (Select your top 2 priorities)**



Household incomes for household of 3  
97% of respondents answered this question

**“We have a homelessness crisis, so helping homeless families is very important to me. Support services are crucial to helping formerly homeless people and families. The area has great access to parks, transit, and schools, so it makes sense as a location for families.”**

Rental affordable housing can serve households with much lower incomes and formerly homeless households, while homeownership affordable housing allows households to build equity and wealth. Given this trade-off, would you prefer rental or homeownership affordable housing for this site?



97% of respondents answered this question

Respondents would also like to prioritize the following populations:

- Homeless households
- Survivors of domestic abuse and violence
- Working family households

Additionally, respondents would like to prioritize the following services and amenities:

- Gathering spaces for residents
- Supportive services for homeless and senior households
- Open space

**“Old folks need exactly this kind of development.”**

**“Provide housing for the homeless as well as support services to find long term employment and social services.”**

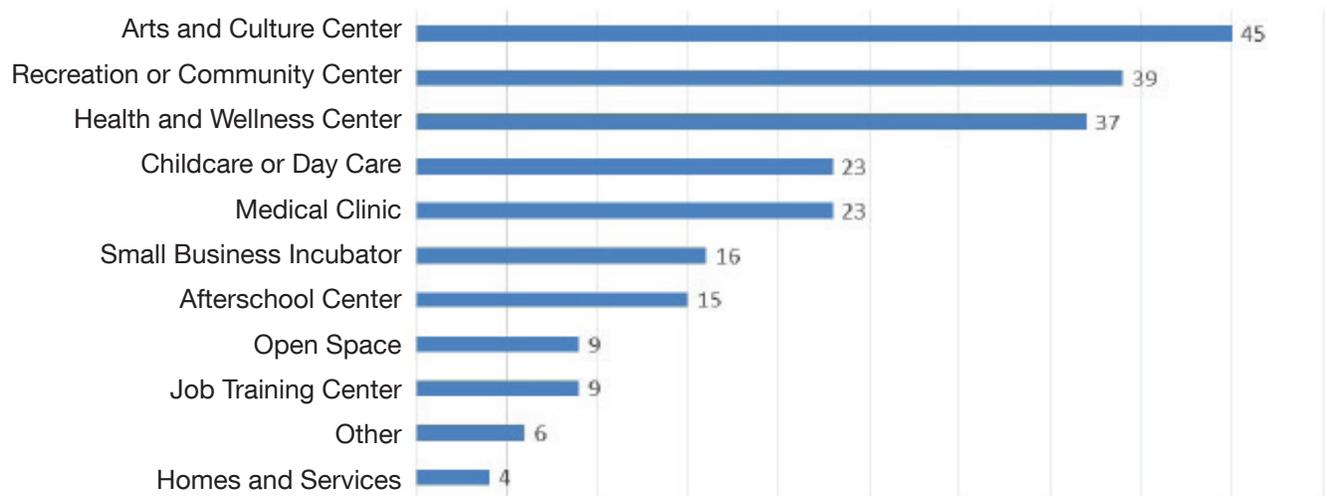
**“Families and individuals who are homeless, from any shelter, and may have suffered domestic violence; Supportive services for them would be excellent to help them stabilize in their new home. It does not need to be traditional supportive services, but rather a nonprofit who can assist with case management, referrals to financial coaching, benefits access, etc.”**

## Non-Residential Program at 542 Dean Street

Another project goal that can be met at both sites is to provide space to address community needs. The following feedback about community services and amenities needed was collected through the design workshop and the questionnaire.

When asked in the questionnaire “What type of community spaces and services are needed in the neighborhood that you would like to see on 542 Dean Street?” respondents most commonly voted for an arts and culture center and recreation or community center. However, at the report back meetings, participants expressed prioritizing housing before non-residential uses and if community spaces and amenities are included in the proposal that they serve building residents.

### What type of community spaces and services are needed in the neighborhood that you would like to see on 542 Dean Street? (Select your top 3 priorities)



93% of respondents answered this question

The design workshop included an activity where participants were asked to share what non-residential uses were needed and what nearby uses and designs could be replicated at each site. Participants were shown inspirational pictures of a non-profit cafe, medical services, community center and performing arts center as the facilitators guided the conversation. In addition, the Dean Street site discussion included questions considering the seniors who would reside at the site.

When asked “what services or goods does the surrounding neighborhood need access to?” and “what uses and services complement senior living?” participants most often expressed the need for general and flexible spaces for groups/organizations to gather, amenities and services for senior, and intergenerational programs that could connect with the adjacent Dean Playground. Alternatively, participants also noted they would rather see more affordable senior units or services specifically for senior residents of the building. Another notable sentiment was that there was enough retail in the neighborhood and it is not a need at the site.

# What non-residential uses would this community like to see at 542 Dean St?

What services or good does the surrounding neighborhood need?

Are there nearby public uses or design elements that can be replicated here?

What other uses or services compliment senior living

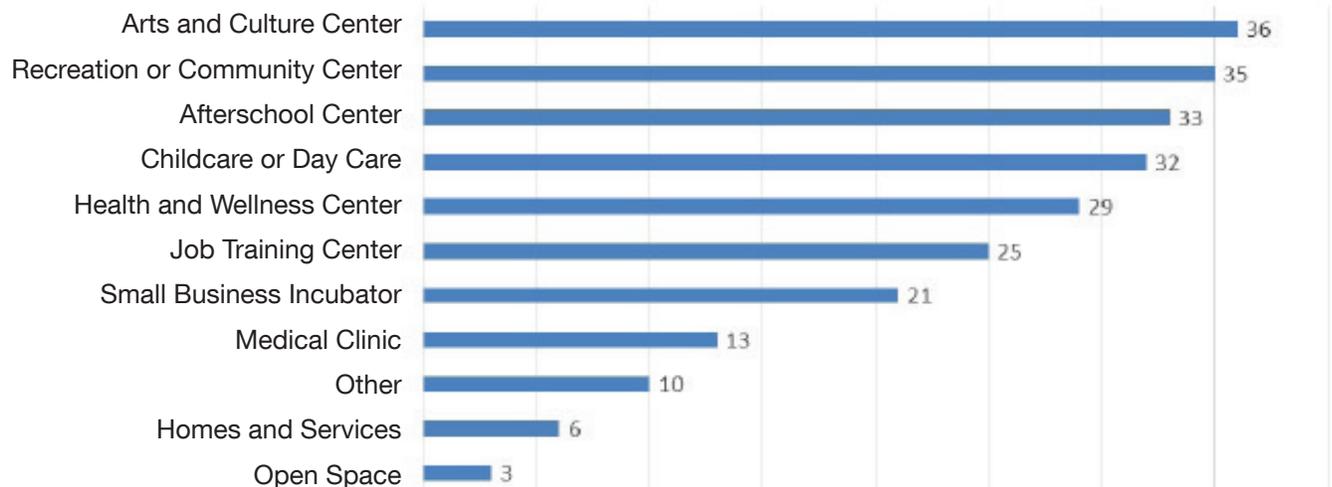
intergenerational opportunity between youth and seniors, particularly with new middle school being constructed at Pacific Park and other nearby schools				neighborhood is not really lacking in services - provide as much affordable housing as possible.	Same comments for Site A + B	services that can accommodate a mix of incomes
library	open space w/ GRASS	Need holistic open space plan	rehearsal studio			
intergenerational uses	senior center	+ spaces should serve residents	as many senior units as possible!	seating around/outside of site - sidewalk benches	Dean Street Basketball facilities were removed in the past	Dean street bathrooms reused for open space
Use to be handball court	keep current zoning	non-profit cat or dog cafe	No "park" in Pacific Park			
recreation center	health clinic targeted to seniors	parking	no additional retail	aesthetically pleasing like those in Grand Army	Maximize housing and needs of residents	opportunity to provide local services (even an inexpensive restaurant)
Keep Soccer and playground	Draw on use of Dean Street Playground	draw on soccer field near the site	universal pre-K			
communal space to host events and give seniors access to the arts programs	Street near Playground gets dark - liven street	Pre-school/early childhood center/ HeadStart	intergenerational program space to facilitate interaction between youth and seniors	outdoor spaces like stoops that allow for interaction, expansion of park		
physical proximity of populations is valuable, shared services or nonprofit b/t youth pop and senior residents	parkland to give space for seniors and children to interact an ornamental fountain	technology or learning programs to bring populations together	intergenerational programs would depend on the type of senior housing and services	ground floor uses need to be focused on the seniors who live in the building. designed to allow people to interact with the people inside the building (where appropriate)		
seniors need companionship - space for seniors to connect with companion animals	no commercial, especially if the use/service already exists - just housing	general use community center - summer camp programs for students, designated cooling center (also an indoor pool?)	senior center to assist with senior needs (documents, HRA, etc)	doctors offices, though more important to dedicate services for building residents		

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## Non-Residential Program at 516 Bergen Street

When asked in the questionnaire “What type of community spaces and services are needed in the neighborhood that you would like to see on 516 Bergen Street?” respondents again most commonly voted for an arts and culture center and recreation or community center. At the report back meetings, the public expressed prioritizing community spaces and amenities serving building residents.

### What type of community spaces and services are needed in the neighborhood that you would like to see on 516 Bergen Street (Select your top 3 priorities)



93% of respondents answered this question

When asked “what services or goods does the surrounding neighborhood need access to?” participants expressed the need for spaces for groups/organizations to gather, places for arts and culture programming, amenities and services youth. Some participants also noted they would rather see more affordable units. Another notable sentiment was that there was enough retail and community facilities in the neighborhood and it is not a need at the site.

HPD also asked specifically about commercial needs in the questionnaire. When asked “What kind of commercial or retail uses do you want to see here?” respondents voted for grocery stores and bakeries, cafes and restaurants. However, many participants at the report back meeting noted that there is enough retail in the neighborhood and that additional commercial spaces are not needed. This sentiment was supported by many at the report back meetings who expressed commercial uses should not be a priority for these projects.

**“No commercial or retail on the ground floor of these new developments. There is an overabundance of empty retail in the neighborhood. We do not need more empty storefronts!”**

# What non-residential uses would this community like to see at 516 Bergen St?

## What services or good does the surrounding neighborhood need?

### Are there nearby public uses or design elements that can be replicated here?

non-residential use should be a community space managed by local nonprofit		Community Facility where people can receive social services (especially seniors)		onsite services for formerly homeless household (possibly supportive housing)		bike coop (currently operating in church basement in wburg)		is there demand for retail or commercial (535 Carlton example of challenge of finding commercial tenants)	
parking	+community room								
Non-profit cafe, community center	ramp that kids play on	no additional retail	Performing Arts/Dance /Recreation Center	attractive and welcoming to youth of color	Prioritize residential use (mid-block site)	Pandemic is shifting demand for commercial space (eg ghost kitchens that need less space)		somewhere were small music groups can go and thrive at	
community center to hold public meetings	CB & organization meeting areas	performing arts area for not for profits	music venue/ theatre/dance w/ education component	spaces that bring people together	spaces that are accessible (ADA, to elderly)				
Community center - use to be a Boys Club on Dean Street	community driven	Renovate children's play area	Why does NYPD not utilize parking at 535 Carlton Ave building?	for the neighborhood - not big box stores (Chickfila)	community room, open to non-residents	increased access to neighborhood amenities - meet the rising demand		flexible space that different businesses can use (e.g. art making studio, yoga studio, cafe, gymnastics)	
Many different types of NYPD vehicles that park in the area	Mental health clinic	something like Miccio Center in Red Hook	library	+ spaces should serve residents	low income homeownership instead of rental				
space for youth to learn, skills building	place to come together outdoors	no retail	** as much residential space as possible	BRIC arts center community space	community garden	Flexible community space (block assoc + community gathering, not service provider)		Off-street parking that can address issues on 6th Ave and nearby streets (police and fire station vehicles), compounded by construction	
no community facility	Anything for more kid spaces	art gallery or some kind of art/cultural space (film, performance, etc.)	youth-oriented	social services for formerly homeless	indoor sports facility				
multipurpose space (arts, community center)	non-profit program for mothers and families	how much of it is a behavioral shift of vehicle usage?	small businesses	would help with making nabe more affordable	no community facility if it reduces bulk of building	drop zone: library books, prescriptions (thinking about mobility & access for seniors)		non-residential uses are satisfied by proximity to Flatbush Ave max out residential needs at this site and shift the residential for the Dean St site here so that the Dean site can satisfy open/green space needs	
early childhood or PreK center	Space for youth	Churches nearby currently meet these needs	opportunities or intergenerational mingling (seniors and youth)	daycare center	healthcare facility				
Lots of commercial in neighborhood, but good to have open facilities where different community groups can use for meetings, etc. at affordable prices	neighborhood is not really lacking in services - provide as much affordable housing as possible.		community garden (st marks ave between carlton and vanderbilt good example) - welcoming space open to everyone		community spaces for seniors and children (particularly since there is a new school coming online in the neighborhood)		lots of vacant storefronts on Flatbush, concerned that a non-res space would sit empty. support services on site for low income/supportive housing residents. spaces for kids to do homework, something that can be used by the residents of the building		

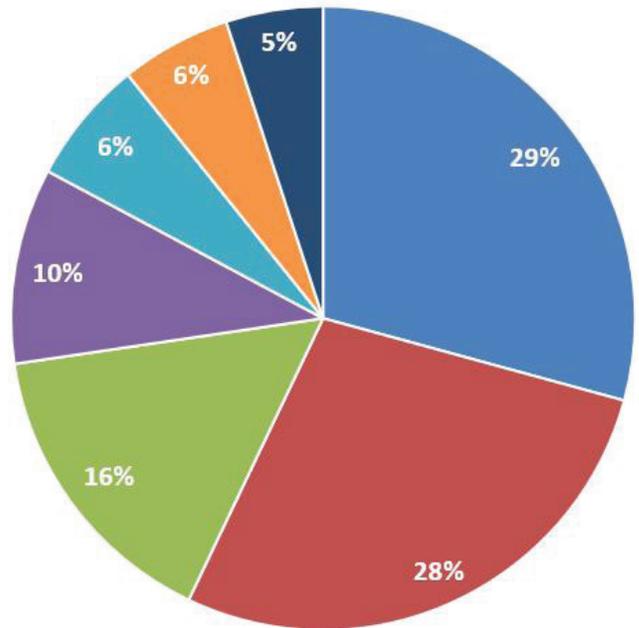
## 06 OPEN SPACE

Another project goal that could be met on 542 Dean Street is the expansion of public open space connected to Dean Playground. The following feedback about open space programming was collected from the design workshop and the questionnaire.

When asked in the questionnaire about the programming most respondents voted for interactive spaces followed by flowerbeds, trees and gardens. Participants were also asked “How can the wall facing Dean Playground contribute to park users, community members and residents?” Most respondents voted for art and murals.

**If some of the site is dedicated to open space how should this space be passively programmed?**

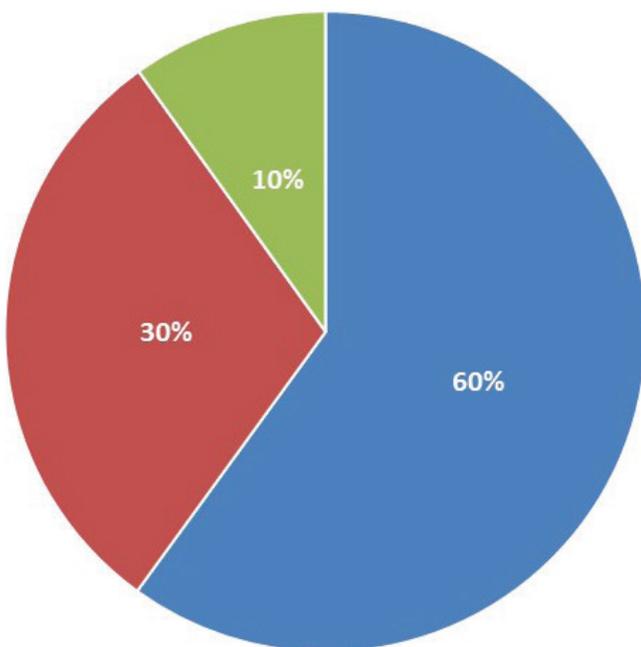
- Interactive spaces
- Flowerbeds, trees, gardens
- Other
- Walking path
- Performance space
- Fitness space
- Chess tables



94% of respondents answered this question

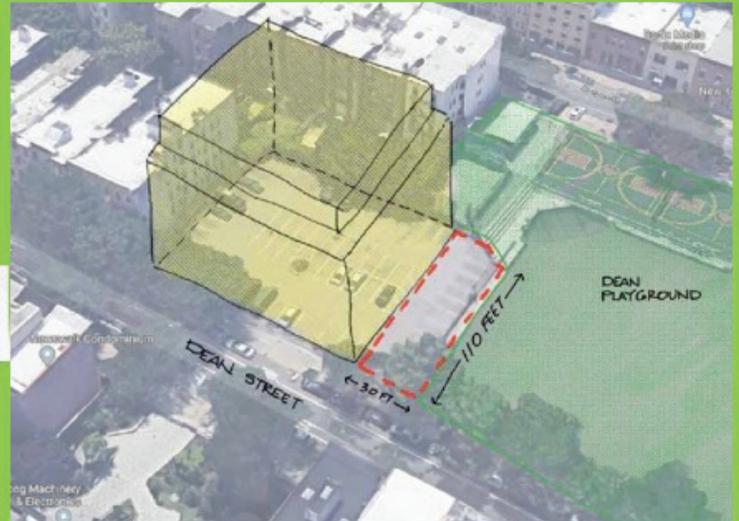
**How can the wall facing Dean Playground contribute to park users/residents/ community members?**

- Art or mural
- Living wall
- Other



94% of respondents answered this question

# What passive uses would this community like to see at 542 Dean St?



seating area	holistic	ground swell	more greenery	gathering space for residents (hosting for popup events)	seating that is more welcoming (materials), greenery	public restroom (new one in Dean St Playground)	garden for seniors and children to work on together	practice best urban design for senior spaces	outdoor yoga
Workout area	architect to determine	multi purpose	outdoor workout fitness area						community garden
chess tables									
picnic tables	Plantings, seating, green wall	too shady for gardening?	Square off playground rather than bldg, remove notch	green space on entire lot	a space that feels like it is safe from traffic	also concern around more benches so people don't hang out drinking, smoking, etc.	dog run or park (active space for dogs but passive for humans?)	noise mitigation, close park at certain hours?	open space where people can spread out
Dog run, seating									
Involve DPR	Outdoor community for socializing	make it clearly open to the public	Reimagined Flatbush triangle parks	gardening (engaging programs)	Integrate children's play area, tot lot				
dog run									
social / seating area	seating to allow people watching	open and inviting design	Optimize amount of land for Dean St Playground	flower beds, trees, greening, etc. (passive greenery)	streetscape/ greenways, safer intersections	combination of middle school down the block and seniors could be bad	better mobility design	street vending: DIY events	balanced usage of sports areas and passive greenspace, trees and planting can help blend new development with existing
senior gardening									
More Seating	performance art	places to sit and eat (falafels)	fitness equipment	performance space - especially for seniors	concerns about light to park	opportunities for both seniors and neighbors, porous space that allows connectivity b/t playground, sidewalk and buildings	living green wall (for the wall in playground)		wall: conscious of construction costs associated with windows, so if it's more affordable to have a mural, that would be preferable
prefer step-down									
mural on wall	create good connectivity	who will help maintain new area?	9 floors too high	performance space	less fencing: remain open space; malleable open space				
seating									
9 floors is ok, can be higher									
tai chi	Green wall with windows along playground edge	Consider going higher to reduce bldg footprint	wall: windows preferred, but mural would be 2nd choice		sound buffer considering adjacent playground, especially during events and basketball seasons	Make open streets permanent to provide more open space in nhood overall			
social space									
BBQ area									
mural	garden with flowers, place to sit, flow and complement Dean St playground	community garden needs to be open to the public and is not exclusionary	more passive uses to bring kids/playground into space - potentially switching program around to work better	community gardens, dean playground is missing flowers since it's turf, real plants would be nice	seating, fitness, social areas needs a good balance of multiple elements to allow users to decide what they want to do				
green market									
									handball court is in an isolated space, would like if the open space is larger than 30 ft to square that handball space off. concerned about safety if the new building creates a hidden space

# 07 PUBLIC SPACE AMENITIES + ARTS AND CULTURE

In the questionnaire participants were asked to provide their feedback about public space amenities and arts and culture in and near the site. While HPD asked these questions separately by site, the preferences were the same for both sites. This might suggest that these amenities are needed in the general area and do not need to be specific to one site. Below are the amenities and programming in order of preference for both sites.

## Public amenities

- Street trees and more greenery in general (grass, parks, green paths)
- Additional lighting
- Benches
- Bike racks and protected bike lanes

Another theme that emerged from write-in comments was the need for infrastructure to improve pedestrian and bicyclist safety and prevent cars parking on the sidewalk.

## Arts and Culture In/Near Sites

- Programming such as literature readings and/or screenings
- Street art
- Studio space and/or multipurpose rooms
- Art or installation in lobby

Other notable write-in comments included meeting areas, fountains and sculpture gardens.

7. How can we incorporate art and culture in and around this site? Please note the examples are for illustrative purposes only. (Select your top 2 priorities)



Art/Installation in lobby



Street art

8. What public space amenities around the site would you like to see? Please note the examples are for illustrative purposes only.



Additional lighting



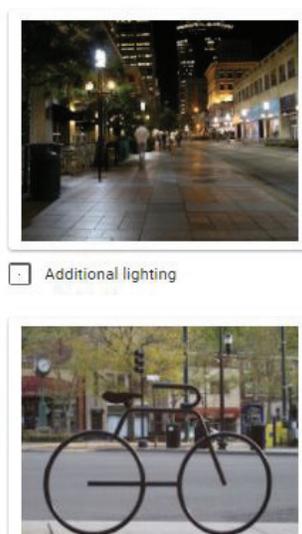
Benches



Studio and/or multipurpose room



Programming such as literature readings and/or screenings



Bike racks



Street trees

Other:

Other:

## 08 BUILDING DESIGN

HPD also wanted to gather feedback on the design of the buildings. Feedback regarding these priorities was collected from the questionnaire and last activity of the design workshop which focused on building shapes and styles.

During the design workshop participants were shown two images of typical 8-9 story HPD buildings which could achieve financially feasible buildings with HPD programs serving senior and low-income households, and achieve the project goals of including spaces to serve community needs, expanding open space and accommodating HPD parking.

The first option was designed with a lower height on the street to blend in with the heights of the surrounding buildings and presented potential for a large terrace/communal space. The tradeoff was in having a lower height on the street the building facade may not look like the narrow facades of surrounding buildings.

The second option was designed to break up the building facade to look like the facades of surrounding buildings and create the potential for multiple and separate terraces/communal spaces. The tradeoff was to fit in as many homes as the other design the building height needs to be kept taller on the street.

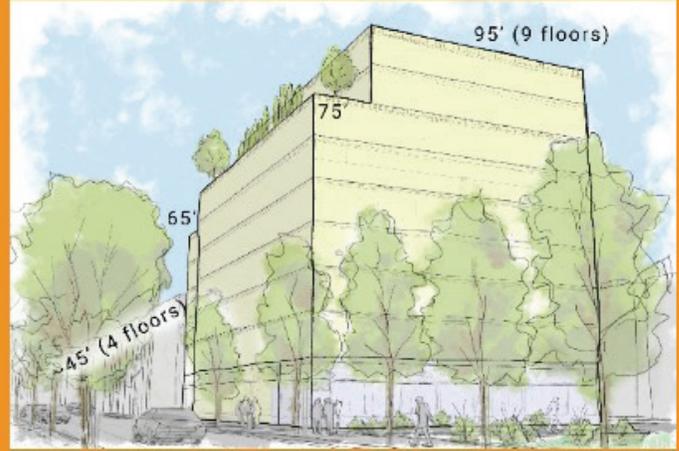
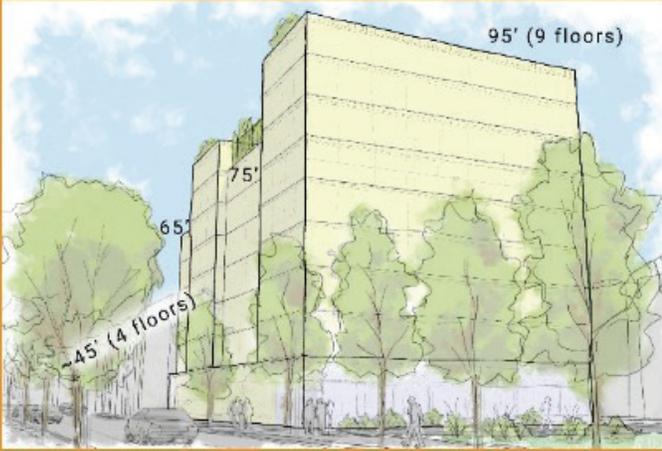
For both sites participants expressed different opinions about the building shapes, at times in direct opposition to each other. The three trends that emerged can be summarized as:

- If designed as an 8-9 story building, preference for the option that breaks up the building facade to fit into its context over the option that preserves lower heights along the streetscape
- Preference for buildings to be designed smaller to match neighborhood context and historic district
- Preference for buildings to be designed bigger to accommodate more affordable homes

In the questionnaire participants were presented with the same two massings. The results from the questionnaire were similar to the feedback heard in the design workshop. While many respondents chose an option between the two images in the questionnaire, a sizable number of respondents noted that they wanted to see smaller buildings or buildings closer to the size of existing building in the area. Some respondents also noted they wanted to see larger projects to accommodate more affordable housing.

The main takeaway was to maximize the number of affordable units while keeping the height of the buildings contextual with the rest of the neighborhood and adjacent brownstone rowhomes.

How do you feel about the buildings pictured at 542 Dean St?



Glad it's only 10' higher than neighbor

Dan - in support of larger building

would need to be staggered - not aggressive

center terrace will be in shadow

Step up from shorter adjacent bldgs and step back from street

can there be a setback facing the playground?

would prefer overall smaller buildings than presented

envelope from other side

against the building height

Not too abrupt from abutting bldgs

Lower at street level

neither feel like they would fit but would prefer bottom photo

bulk needs to reflect that seniors like to sit outside

may not be a good garden site

(same opinions on overall height)

concerns about shear wall along playground, sound issues

first picture

prefers full setback along street

+1

public art along playground facade (channeling CM Cumbo)

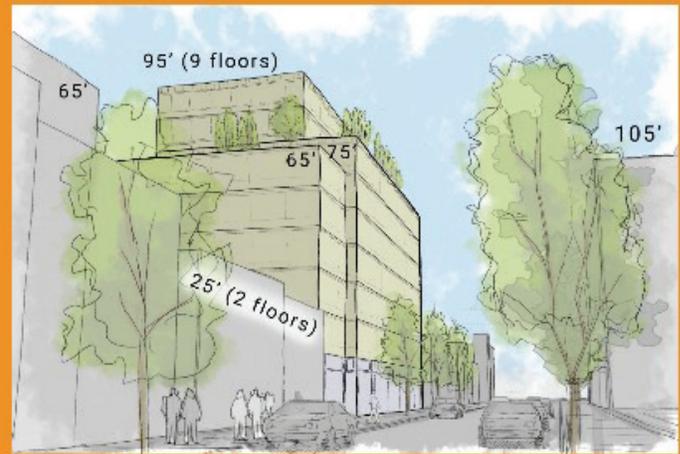
Keep it at current zoning - want to keep it at 6-7 stories max

Dean St: concerned about light for the planting, would make more sense to move the bulk of the building away from the park so that it minimizes shadows

height can be visually/sensually overwhelming - crowds smaller buildings

lower height to ensure playground gets enough light, and that context of other neighboring use (4-story, historic district building)

# How do you feel about the buildings pictured at 516 Bergen St?



good for large communal terrace	like the first picture	less of the building to feel giant	Doesn't feel like these sketches represent what it's actually like	concerned about wall that may happen if there is no setback	setbacks at lower heights; more broken up massing	in support of taller buildings to maximize affordable housing
too bulky for the block; not in context	Make it feel less like a solid block	has variety in envelope	Carlton Street historic district limits height	Newswalk condos have huge setback	prefer no blank walls	need to ensure things aren't thrown from one roof/terrace to another (e.g. cigarette butts)
garden on terrace space	Blend in and reduce shadows	warehouse buildings are tall	feels like building would intrude on neighborhood	impede on light and air	no building over 4 stories	importance of outdoor spaces or 'micro-balconies' that don't require residents to leave their building to access open space
Setbacks are classic NYC feature, open to all designs	spread the bulk out	goes up to 9 floors	doesn't need to be 9 stories	bulk seems heavy on front of the building	doesn't cut it for my backyard	height is ok - could be even taller
is removing street parking a way handle this issue?	how big and tall should the buildings be? existing zoning makes sense to support	nine-story buildings do match the context and are appropriate	Setbacks important	add more units	contextual	
Preference for left rendering, but not much distinction between the two renderings	building based on existing zoning (can permit up to 62 units based on NPHA analysis)	traffic issues are really important; setback, separate access, curb cut or other loading space for emergency vehicles	how does the design support the use and function of the building? break up continuity and visual mass of the street wall, how can design fit within the context and speak to the history of the neighborhood (not just brownstones, but also industrial -- not just steel and glass -- like the former Daily News building), visual character with masonry and other materials that break up the massing			

When asked about the architectural style participants expressed a preference for thoughtful designs as the buildings related to the street, the playground, the adjacent historic district, other neighboring buildings and overall neighborhood.

For the Dean Street site notable themes included

- Accommodating off-street drop offs
- Maximizing light and air
- Designing building/choosing facade materials that are contextual
- Matching window heights with adjacent buildings
- Designing creatively
- Avoiding glass curtain wall look

For the Bergen Street site notable themes included

- Respecting the adjacent historic district
- Designing an older looking building
- Maximizing transparency and space given to windows
- Avoiding glass curtain wall look

# Architectural Styles



+2



+3



Least popular

What about the architectural style at 542 Dean St? What would fit in well?

Open ground floor

big windows

last two photos look good in terms of design

more gf social space vs. top terraces that may only be open to residents

Transparent

brick

No more red! (Pacific Park)

Architectural credibility

facade articulation (no shear wall)

natural tones

design can be tricky - blocky bldg by Barclay's doesn't work, but Vanderbilt is too monolithic/bulky

Be aware of historic district in terms of massing

prefer wider windows, looks lighter

+older looking facades

brownstone brown

match current architectural style

transitional phase b/t low-rise and high density parts of the neighborhood, consider blending mix of historic residential and industrial

Not all glass curtain wall that will reflect on playground

mix of older looking facade w/ new materials

more light, more openness, keep it contextual

Not abrupt change from abutting bldgs

prefer visual interest and variety in form

What about the architectural style at 516 Bergen St? What would fit in well?

would like some detail

not pre-fab look

Window height match 2nd story of neighbors

As many homes as possible

Sense of light and air

Strong community fabric

Both Sites

Trust a good architect

Creative response to surrounding textures

Street trees, sense of horticulture, inviting lobbies

Vehicular drop off for seniors

Eco-friendly, considers trash disposal

Grey style is contextual (light colored block of bldgs)

Emulation is not always successful

Transparency (but not mirrored glass)

stay away from white cement

seniors love to sit in front of building

www

## Acknowledgments

We would like to thank members of the Prospect Heights and surrounding communities for taking the time to share their concerns and ideas with us regarding the future developments at 542 Dean Street and 516 Bergen Street. We would also like to thank City Councilmember Laurie Cumbo, and Brooklyn Community Board 8 for helping to conduct outreach, providing a forum for meetings and being active participants throughout the engagement series. We send a special thank you to IMPACCT, Fifth Avenue Committee (FAC), and North Prospect Heights Association (NPHA) for their part in making this effort possible. Finally, we thank the many staff from the Department of Housing Preservation and Development (HPD), the Department of City Planning (DCP) and the Department of Parks and Recreation (DPR) who worked in the evenings and helped to make the workshops possible.