CITY COUNCIL
CITY OF NEW YORK

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TRANSCRIPT OF THE MINUTES

Of the

SUBCOMMITTEE ON LANDMARKS, PUBLIC SITINGS AND DISPOSITIONS

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June 12, 2024

Start: 11:20 a.m. Recess: 12:00 p.m.

HELD AT: 250 BROADWAY - COMMITTEE ROOM, 16TH

FLOOR

B E F O R E: Kamillah Hanks, Chairperson

COUNCIL MEMBERS:

Justin L. Brannan Amanda Farías

Christopher Marte

Sandy Nurse Yusef Salaam

APPEARANCES

Steven Thomson, Director of Community and Intergovernmental Affairs at the New York City Landmarks Preservation Commission

Kate Lemos-McHale, Director of Research at the New York City Landmarks Preservation Commission

Duncan Miller, Senior Planner for Queens and Staten Island at the New York City Department of Housing Preservation and Development

Tamia Perry, CEO of Urban Ecospaces Incorporated

James T. Howard, President of JT Realty Advisors LLC

Everett Perry, Construction Division at Urban Ecospaces, Inc

Justin Donlon, Senior Project Manager for the Government Affairs Division at the New York City Department of Housing Preservation and Development

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SERGEANT-AT-ARMS: Good morning, and welcome to the New York City Hybrid Hearing on the Subcommittee on Public Siting, Disposition and Landmarks.

Please silence all electronic devices at this time.

Also, please do not approach the dais. If you have any questions, please raise your hand and we will kindly assist you.

Thank you very much for your kind cooperation.

Chair, we're ready to begin.

CHAIRPERSON HANKS: Thank you. Good morning, and thank you all for your patience.

Welcome to the meeting of the

Subcommittee on Landmarks, Public Sitings and

Dispositions. I am Council Member Kamillah Hanks, and

I'm the Chair of the Subcommittee. Today, we are

being joined by my Colleagues, Council Members

Brannan, Marte, and Salaam.

Before we begin with today's agenda, I will remind everyone that this meeting is being held in a hybrid format.

For members of the public who wish to testify remotely, we ask that you first register online and you may do so by visiting www.council.nyc.gov/landuse to sign up and then sign into Zoom and remain signed in until you have

testified.

For anyone with us today in person wishing to testify and you have not already done so, please see one of our Sergeants to fill out a speaker's card, and we will call your name at the appropriate time.

For anyone wishing to submit written

testimony on the items being heard today, we ask that you send it via email to landusetestimony@council.nyc.gov. Include the land use number and project name in the subject line of your email. Video and audio testimony will not be accepted.

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I'll remind members of the public that this is a government proceeding and that decorum shall be observed at all times. As such, members of the public shall remain silent unless called to testify.

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The witness table is reserved for the people who wish to testify. No video recording or photography is allowed from the witness table.

Further, members of the public may not present audio or video recordings at testimony but may submit transcripts of such recordings to the Sergeant for inclusion of the hearing record.

Today, we will have a hearing on the proposed landmarking of Old Croton Aqueduct Walk in Council Member Sanchez's District in the Bronx. We will also have a hearing on the project known as Resilient Homes Staten Island in Council Member Carr's District in Staten Island, and we will also be voting on a number of items previously heard by the Subcommittee.

Now turning to our votes, we will vote to approve LU80 for the landmark designation for the New York Public Library Tremont Branch in Council Member Feliz's District in the Bronx.

We will also vote to approve LU81 for the 104-108 West 139th Street ANCP Cluster in Council Member Salaam's District in Harlem. The vote is to approve designation of the Urban Development Action Area, approval of an Urban Development Action Area

Counsel, please call the roll.

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2 DIRECTOR LEMOS-MCHALE: I do.

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DIRECTOR THOMSON: I do.

COMMITTEE COUNSEL HUH: Thank you.

CHAIRPERSON HANKS: Thank you. Applicant panelists, please begin.

DIRECTOR LEMOS-MCHALE: Thank you, Chair
Hanks. Good morning, Subcommittee Members. My name is
Kate Lemos-McHale, the Director of Research at the
Landmarks Preservation Commission, joined by Steven
Thomson, our Director of Community and
Intergovernmental Affairs. Thank you for the
opportunity to present our recent designation of the
Old Croton Aqueduct Walk. This designation was
identified and prioritized on our recent
comprehensive survey of the Bronx, an area where we
have been working to increase landmark designations
that reflect the diversity and rich heritage of our
city. Next, please.

Thanks. The Old Croton Aqueduct Walk is

New York City's 12th and the Bronx's first scenic

landmark. The Croton Aqueduct, completed in 1842, was

the first direct water source to New York City,

providing life-sustaining clean water. This

engineering marvel allowed New York City's

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development to accelerate rapidly through the 19th century, during which the embankment atop the aqueduct became a favored public walkway. The section known as Aqueduct Walk was especially cared for by the communities of Fordham and University Heights, who fought for its preservation, eventually securing it as a permanent public park in 1930. The Commission received support for the designation from Council Member Pierina Sanchez, representatives of the owner, it's owned by the Department of Parks and Recreation, with two very small lots, which I'll point out, that are owned by DEP. We also had support from the Bronx Borough President's Office, Bronx Community Boards 5 and 7, the New York Landmarks Conservancy, Historic Districts Council, and Friends of the Aqueduct Walk, and there was no opposition to the designation. Next, please.

The Aqueduct Walk scenic landmark is located between West Kingsbridge Road and West Burnside Avenue in the Bronx. The landmark site is situated within a New York City Park that comprises a small section of the entire length of the Old Croton Aqueduct, and it's 4.9 acres and approximately one and a half miles long. Next, please.

New York City desperately needed water by the early 1800s. Natural resources had been depleted, the water sources from wells was dirty, disease was rampant, fires burned without the ability to extinguish them, and the surrounding rivers offered no solution. The City began looking to construct an aqueduct north of the city in the early 19th century, and ground was broken on the Croton Aqueduct in 1837. Next, please.

When the aqueduct was finally completed on July 4, 1842, the water took 22 hours to reach Manhattan from Croton. Water became available for use on October 14, 1842, and changed the lives of New Yorkers forever. The aqueduct meant fresh drinking water, clean streets, the ability to extinguish fires, plumbing for creature comforts, and allowed New York City to develop at an accelerated rate.

The aqueduct was named after the river which was dammed for the water. Croton's name comes from the name of Chief Kenoten, which means wind. The Croton Aqueduct is 45 miles of continuous horseshoeshaped tunnel from Croton to Manhattan. This is an 1843 map showing the aqueduct and its grading within

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the City of New York. The entire length of the
aqueduct is a National Historic Landmark, and the red
star on this map indicates the location of Aqueduct

5 Walk in the Bronx. Next, please.

The aqueduct is powered by gravity, and so it has a continuous declination for its entire length, and that creates an interesting situation where the street level dips below the actual aqueduct itself, and so this stretch of it in the Bronx is really the largest part of it where it's actually above grade, and so you see as a result these stone embankments that date from the construction of the aqueduct in the 1830s and 1840, and so this is an image of that at 188th Street. Next, please.

of history and significance here. We have the engineering marvel, but then the embankment on top of the aqueduct became a public walkway, and it was instantly really beloved. One notable frequenter of the walk was the poet Edgar Allan Poe. He enjoyed walks across the High Bridge once it was completed, and this is a painting of him doing that walk. In 1910, the Bronx Society of Arts and Sciences wrote of Poe's beloved walk, "no more delightful path can be

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2 imagined than the grassy turf above the aqueduct 3 spring." Next, please.

around the aqueduct, and the communities of Fordham and University Heights cared for the walk and fought for its preservation. They first opposed a trolley line along the aqueduct in 1903, and then in 1929 opposed the sale of the land for development so the community was instrumental in the official takeover of the land by the City, and it became owned by the Parks Department in 1930. Next, please.

In 1938, noted landscape architect

Gilmore D. Clarke, who had also designed the 1939

World's Fair and the Central Park Conservancy Garden,

designed the new park. It included trees, lawns,

plantings, horseshoe pitches, shuffleboards,

sandpits, and playhouses, and Parks officially opened

the aqueduct walk on April 27, 1940, and it's

continued to be an integral part of the community.

Next, please.

The designated Aqueduct Walk is the oldest landmark in New York City associated with the Croton aqueduct system. It would also be the only one in New York solely associated with the Old Croton

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Aqueduct system. Basically, as soon as the old Croton
Aqueduct was built, it was so popular it needed to be
expanded, and so then the new Croton aqueduct was
built. Next, please.

Aqueduct Walk Park allows visitors to experience the aqueduct both on top of the old aqueduct conduit and alongside the stone embankment wall on the western side of the aqueduct between West Fordham Road and West 188th Street, and these are just views along the length of the park. As a scenic landmark, LPC is advisory to the Public Design Commission, and aspects like this, the continuous presence of a walkway, the visibility and condition and care of the historic embankments are things we would be looking at. Next, please.

The Park has many entrances, including recently updated accessible ramps where the walk is at grade level, ramps to higher elevations, and updated stairs at historic locations and historic stairs so part of the significance here also is the accessibility of the walk to the public. I think future changes that increase accessibility would be in keeping with that history that's important here.

25 Next, please.

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Then reflecting the Park's long history of community use, the Parks Department has added various amenities in recent years, such as additional play spaces, seating areas, and accessible entrances, and these later improvements do not detract from the historically significant elements of the 1842 aqueduct or the park itself. Next, please.

To conclude, the Croton Aqueduct was the first direct water source to New York City. It was long sought after and hard won. It was a lifesustaining engineering marvel constructed by immigrants that allowed the city to continue to develop at an explosive rate through the 19th century. After its construction, the walkway became a beloved path and open space which continues to this day. Due to the engineering, the historical, the cultural significance, the Commission voted to designate Old Croton Aqueduct as the Bronx's first scenic landmark, and we urge the Council to uphold this designation. Thank you.

CHAIRPERSON HANKS: Thank you so much.

Before I turn to my Colleagues for any questions or remarks, I want to note that Council Member Sanchez

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could not be here today but has asked me to read a statement on her behalf, so she thanks me.

Thank you, Chair, for reading my statement. I am in strong support of the historic landmark designation of the Old Croton Aqueduct Walk which sits atop the Old Croton Aqueduct itself, an engineering marvel of its time built by immigrants. The aqueduct was constructed in 1842 and brought the first direct supply of water to New York City from upstate. Since almost immediately after its completion, the Aqueduct Walk has been well-known to New Yorkers, especially the Bronx residents, as an open space and park. Today, the Aqueduct Walk is the geographic spine of Council District 14 and includes basketball courts, playgrounds, seating areas, and historic features of the park that have been maintained. For those who love the Aqueduct Walk like Friends of the Aqueduct and surrounding neighbors, we want to see its use and enjoyment continued for generations to come. I hope that my Colleagues will join me in supporting this designation.

That concludes Council Member Sanchez's statement, and now do any of my Colleagues have any questions for our LPC panelists?

express my support and excitement for this. As a Bronxite, someone who's walked it in the past, really excited to see this, so a pre-congrats to Council Member Sanchez and you folks at LPC.

DIRECTOR LEMOS-MCHALE: Thank you.

CHAIRPERSON HANKS: Okay, that concludes

MAJORITY LEADER FARÍAS: I just want to

so thank you. This applicant panel is now excused.

DIRECTOR THOMSON: I also just wanted to briefly note that my colleague, Director of Research Kate Lamos-McHale, is departing the Commission after seven years of service. She's moving beyond New York City, and so I wanted to apprise the Subcommittee that this might be her final visit to these Chambers, but we thank the Subcommittee for welcoming her.

CHAIRPERSON HANKS: We thank you for all of your contributions. Thank you so much.

DIRECTOR LEMOS-MCHALE: Thank you. It's been an honor to share these designations with you and to work for the City, so I appreciate it.

CHAIRPERSON HANKS: It's important work. We appreciate everything you've done. Thank you so much.

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2 CHAIRPERSON HANKS: Counsel, are there any
3 members of the public who wish to testify on this
4 item?

COMMITTEE COUNSEL HUH: Chair, we're just going to check to see if there's anyone registered online.

No, I'm seeing that we have no persons registered online.

Anyone in the room wishing to testify should make themselves known at this time.

Okay, appears we have no one signed up to testify on this item.

CHAIRPERSON HANKS: With there being no other members of the public who wish to testify regarding the Pre-Considered LU for the landmark designation of Old Croton Aqueduct Walk, the public hearing is now closed, and this item is laid over.

I will now open the public hearing for two Pre-Considered LU items for proposal by the New York City Department of Housing Preservation and Development, including the designation of an Urban Development Action Area, approval of an Urban Development Action Area Project, approval of an Article XI real property tax exemption, approval of

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affirmation?

an Urban Development Action Area Project real property tax exemption, and the disposition of Cityowned land, which together will facilitate development of an affordable homeownership project collectively known as the Resilient Homes Staten Island Project in Council Member Carr's District, Council District 50.

Appearing today on those related items, we have Duncan Miller, HPD Senior Planner for Queens and Staten Island, Tamia Perry, CEO of Urban Ecospaces Incorporated, and James T. Howard, President of JT Realty Advisors LLC.

We also have available for questions on behalf of HPD Justin Donlon, Senior Project Manager, Government Affairs; Ryan Moroz, Director of Open Door Program; and Luz Torres, Senior Project Manager, Division of Home Ownership Opportunities and Preservation, and I believe also Everett Perry and Kevin Parris.

Those wishing to testify remotely must register online by visiting Council's website at council.nyc/landuse.

Counsel, will you please administer the

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COMMITTEE COUNSEL HUH: Panelists, would you please raise your right hand and state your name for the record?

TAMIA PERRY: Tamia Perry.

DUNCAN MILLER: Duncan Miller.

COMMITTEE COUNSEL HUH: Do you swear to tell the truth, the whole truth, and nothing but the truth in your testimony before the Subcommittee and in answer to all Council Member questions?

TAMIA PERRY: I do.

DUNCAN MILLER: I do.

COMMITTEE COUNSEL HUH: Thank you.

DUNCAN MILLER: Thank you very much, Chair Hanks, and thank you for everybody for being here today. I'm here to present on Resilient Homes Urban Ecospaces. I'm joined with our development partners, Urban Ecospaces, and I will be giving a brief introduction and background to the project and then turn it over to our development partners to provide a bit more details on the project. Next slide, please.

To begin, the applicant is New York City
HPD, and our development partners are Urban
Ecospaces. This project first received ULURP City
Council approval on October 16, 2019. The proposed

2 project is the first phase of that project. It calls

3 for the new construction of eight two-family homes

4 and seven single-family homes for a total of 23 units

5 across 14 lots in the Middle and Beach neighborhood

6 of Staten Island, providing resilience and affordable

7 home ownership and rental opportunities to the

8 neighborhood. As mentioned earlier, the Land Use

9 actions that we are seeking are a UDAP tax exemption,

10 an Article XI tax exemption, and approval for

11 disposition of City-owned land. Next slide, please.

For some context, again, these are 14

13 | sites scattered around Midland Beach. You can see the

14 sites here. They are primarily scattered around

15 | Midland Avenue.

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16 CHAIRPERSON HANKS: Excuse me, I'm so

17 sorry to interrupt. I just have to interrupt your

18 | testimony by acknowledging that we have Council

19 | Member Nurse that has joined us and, if you would

20 like to vote on the items.

COUNCIL MEMBER NURSE: I vote aye.

22 CHAIRPERSON HANKS: Thank you so much.

23 | Thank you for your patience. Please continue.

24 DUNCAN MILLER: Thank you. As I was

25 saying, these are 14 sites scattered around the

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Midland Beach neighborhood in Staten Island, primarily centered around Midland Avenue near Father Capitano Boulevard. All these sites are within Community District 2 and Council District 50. They're all currently zoned R3-1 or R3-2, so they're low-density residential districts. These 14 sites are currently vacant and formerly held homes that were damaged during Hurricane Sandy and have since been demolished, and there's one site, if you note in the corner, that's about two miles north of the rest of the 13 sites, but they are all primarily in the same neighborhood. Next slide, please.

For a bit of background on the project as a whole, the Resilient Homes Staten Island project is part of the Build It Back program, which was established in response to Hurricane Sandy to devise resiliency strategies for homes and communities to mitigate the effects of future storms. Project Rebuild Inc. is a non-profit that was created by the City in 2013 to help administer the Build It Back program. In 2018, Project Rebuild acquired a dozen properties across Staten Island and demolished the damaged structures, leaving the vacant sites today. As part of the rebuilding efforts in 2018, HPD

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released the Resilient Homes RFP to develop 30 sites for affordable housing across Staten Island, Queens, and Brooklyn. They required submissions to incorporate resilient design and construction strategies, and Cluster A today is the first phase of

7 the project and, as mentioned earlier, will develop

8 seven two-family homes and eight one-family homes

across 14 lots in Midland Beach. Next slide, please.

TAMIA PERRY: Hi. I'm Tamia Perry, and I'm here on behalf of Urban Ecospaces. We serve as the developer for the project. I'm going to provide a little context about what it is that we're proposing to build, but I also just want to provide some background because my company is a real estate development and construction firm, and we were heavily involved in rebuilding of Staten Island after Hurricane Sandy. We worked as a general contractor on many projects and had the opportunity to do work not just in Staten Island but also in Brooklyn and Queens as well, and we did the most work in Staten Island. We probably completed 90 homes, which was some of the homes were repaired, some of the homes were modular construction homes and, even though we did 90 homes, 50 of those were in Staten Island so we developed a

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deep connection to the community so when this project came along, we were very eager to continue our work that we had done as part of Hurricane Sandy rebuilding.

mentioned, there are 14 sites in Midland Beach.

There's also one site in South Beach for a total of
15 sites. We're proposing to build 23 units of
affordable housing. As mentioned, they will be broken
down into eight two-family homes and seven singlefamily homes. In terms of the homeownership
opportunity, eight of the homes that are owned, those
homeowners will have the opportunity if they choose
to rent one of their units to help subsidize the cost
of the home.

The units will be a variety of sizes. The homes range in square foot size of 800 square feet to over 2,200 square feet. Some of the lots are smaller lots, and the unit sizes are broken down as 11 three-bedrooms, eight two-bedrooms, and four one-bedrooms so we've tried to maximize to the extent that we could the amount of bedrooms that we've provided for each unit, obviously dealing with the size of the

The sales prices will be affordable for moderate-income households that lie within the 80 percent to 130 percent area medium income.

Because the sites were sites that were previously damaged as a result of the hurricane, a lot of effort went into making sure that the builds are going to be resilient. To the extent that another natural disaster occurs, we want to ensure that the homes are able to withstand any future flood events, any future wind events, any future rain events, so the design that's been included as part of the project is utilizing materials that are going to help with resiliency as well as sustainability as well as energy efficiency, which I'll talk a little bit about on the next slide. Next slide, please.

One of the most critical things that
we're doing is that the homes are going to be
elevated, right? So to the extent that another flood
comes through, the lower level of the home will be
empty. Should water come through again, the water
will just flow through the home and not damage any of
the critical mechanical and electrical equipment
that's in the home. We've decided to utilize a
modular construction approach for this project, which

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2	means that the majority of the home will be built
3	off-site in a factory-controlled environment. There
4	are a number of advantages to using modular
5	construction. One is efficiency. A home can be built
6	in a modular factory within seven and three-quarter
7	days. It generates less waste, and it creates less
8	impact to the community because there's less noise,
9	there's less construction going on and, because it's
LO	produced in an assembly line fashion, it's able to be
L1	produced in a much more energy-efficient manner.
L2	We're working with a modular manufacturer in Staten
L3	Island that was also integral to the Build It Back
L4	program when Hurricane Sandy happened so they're
L5	well-familiar with building in the community. Each of
L6	the homes will be certified under the Enterprise
L7	Green Community Standards, ensuring that the homes
L8	are energy-efficient, and some of the sustainable
L9	measures that we're intending to include are energy-
20	efficient windows, LED lighting, spray foam
21	insulation, 30-year roofs, and water-sense fixtures.
22	In addition to being energy-efficient, one of the
23	areat things is that over the course of the long

term, it's going to cost less for a homeowner to

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maintain their home by having these elements in the home. Next slide, please.

Project is being developed under HPD's Open Door Program and, as part of that program, all homes have to be sold to first-time homebuyers so, if you previously owned a home, you would not be eligible to purchase one of these homes. The anticipated area median incomes, as we discussed, are between 80 to 130 percent, and we've provided some initial sales prices. These are the projected sales prices that we intend to sell the homes to the community once they're completed. As you can see, with the seven one-families, the projected sales prices will range between 293,000 to 431,000, and the projected sales prices for the eight two-families are 355,000 to 466,000. These houses present a substantial discount. As we all know, it's almost impossible to buy a house for these numbers so it's offering the opportunity for people who otherwise wouldn't be able to own a home to own a home.

For the rental units, we're proposing projected rents that will range between 1,900 to 2,500, depending upon whether you have a one-, two-, or three-bedroom, and I think here we have a

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breakout, just so everyone can see of the unit types, which we've discussed. Again, it's four one-bedrooms, eight two-bedrooms, and eleven three-bedrooms for a total of 23 units.

That's all we have for our presentation. We thank you for the opportunity to present, and we're very excited about the project, and we hope that the community is as well.

CHAIRPERSON HANKS: Thank you so much. I mean, that was really enlightening. It's great. We're all very excited about that.

Before I turn to my colleagues for questions and remarks, I just want to note that Council Member David Carr could not join us today, but he asked me to read the following statement on his behalf, and it reads:

While other neighborhoods around the city have long since recovered from the devastation of Superstorm Sandy, several parts of my District are still rebuilding nearly 12 years later. The importance of quality housing for Staten Islanders cannot be understated when working to recreate the vibrant, livable, and resilient Midland Beach that so many Staten Islanders still need. This requires

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assurances from the government that this project will be an asset to rebuild efforts and community growth and will not damage the tightly knit community that already exists. Therefore, I'm requesting that HPD's Resilient Homes Staten Island Project in the East Shore meet and adhere to the following criteria to ensure that in every case that Staten Island neighborhood and the local neighborhood residents are prioritized. Firstly, this project should primarily and effectively advertise to residents of our borough's Community District 2 as well as Staten Islanders more generally. Second, this project should first be advertised in the Staten Island Advance and its digital counterpart, SI Live. There should also be a paid social media campaign on Facebook and other platforms that are geo-targeted to Staten Island and its Community District 2 in particular. Additionally, there should be tabling at Community District 2 events as well as information sessions at area's civic associations well in advance of the opening of the application process. Fourth, this project should be advertised in Staten Island and Midland Beach in English, Spanish, Mandarin, and Cantonese, Albanian, Russian, and Italian. Finally, this project should do

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all it can to ensure that Staten Islanders are aware of and can apply for this program. This project is an opportunity to ensure resilient homes are built for Staten Islanders, and I want to work with the New York City Department of Housing Preservation and Development and the project sponsor to ensure that is exactly what happens.

That concludes my Colleague's statement, and I also have some questions also on behalf of Council Member Carr. One, can you elaborate on the design of these buildings and how they will respond to the context of the existing buildings in the neighborhood? Please be specific about materials and other design elements.

TAMIA PERRY: Sure. I'm going to have my colleague, Everett, who heads up our Construction Division at Urban Ecospaces, come to speak on that.

COMMITTEE COUNSEL HUH: Mr. Perry, would you please raise your right hand and state your name for the record? Do you swear or affirm to tell the truth, the whole truth, and nothing but the truth in your answer to all Council Member questions?

EVERETT PERRY: Yes.

COMMITTEE COUNSEL HUH: Thank you.

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EVERETT PERRY: Can you repeat the

CHAIRPERSON HANKS: The question is, can you elaborate on the design of these buildings and how they will respond to the context of existing buildings in the neighborhood? Please be specific about materials and other design elements.

EVERETT PERRY: The design is going to be typical to what's currently there, most similar to the homes that were lifted after the event so these are going to be colonial-style homes. The exterior is going to be of hardy siding, which is a concrete fireproof board. They're going to be sprinklered for safety. There's going to be energy efficient, as we spoke about. The interior is going to be likely sort of an LVL flooring, which is a luxury vinyl tile flooring, or there could be some other carpeting within there. It's typically painted. There's going to be split minis, which are a HVAC system. That's a HighSEER, which is an energy efficient way of heating and cooling homes. I'm trying to think what else I might be missing. There's going to be parking if that makes, that's good. We're working on that diligently. It's going to be basically a typical house. It's just

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going to be lifted slightly higher than what's there so, if anyone is from Staten Island, if you drive in, you see, you're from Staten Island? Okay. So if you think about those homes that are lifted, we're going to look just like that, except it's going to be new and it's going to be energy efficient.

CHAIRPERSON HANKS: Thank you very much.

Yes, I represent Council District 49, and I walk that
boardwalk every day, eight miles.

EVERETT PERRY: There you go.

CHAIRPERSON HANKS: We do understand. It's incredible. Thank you. The last question I have is we want to make sure as many Staten Islanders know about this project. I think in Council Member's statement, he made a mention of that, but could you tell us more about your budget and how much it will be allocated to marketing and the specific ways you intend to advertise the units to ensure constituents are applying?

COMMITTEE COUNSEL HUH: Please raise your right hand and state your name for the record.

JUSTIN DONLON: Justin Donlon.

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COMMITTEE COUNSEL HUH: Do you swear to tell the truth, the whole truth, and nothing but the truth, your answer to all Council Member questions?

JUSTIN DONLON: I do.

COMMITTEE COUNSEL HUH: Thank you.

JUSTIN DONLON: Thank you for that question, Chair, and thank you to Council Member Carr for spelling that all out in his statement. Per the HPD marketing handbook, which basically all marketing agents, the marketing agents being those who will advertise the housing opportunities, there's standard quidelines that they have to follow. First of all, I do just want to state for the record that HPD has to maintain a commitment to fair housing and inclusivity across all neighborhoods of the city, regardless of where someone's coming from and where their intended neighborhood is but, of course, we balance that against the critical need of New Yorkers, and in this case, Staten Islanders, to have opportunities to apply for housing in their district and stay in their district. A number of the things that Council Member Carr spelled out are things that will be required to begin with. I'd like to walk through the four major requirements that any marketing agent has for HPD

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developments. The first being that, because this is a homeownership project, two public homeownership information sessions have to be held with the public. The team must disseminate community outreach letters to both the Community Board and the Council Member, and this is kind of the formal heads-up of where this opportunity will be located, the units, all the critical details of the project, and then advertisements have to be in at least three newspapers so one of them must be citywide, one of them must be local, so the Staten Island Advance, as Council Member Carr identified, would certainly meet the criteria for that and then ethnic-based newspapers and, as many are, if they're published in another language, the advertisements must appear in that other language.

Then just how it works. The marketing agent begins official marketing period at least six months prior to the anticipated occupancy of the first units. In terms of the budgeting for this project, so at minimum, 30,000 is being designated for advertising marketing efforts. Of course, nothing is final until the formal marketing plan is adopted,

marketing agent.

CHAIRPERSON HANKS: Thank you so much. I

guess I'm not going to recognize any of my

and that's developed in conjunction with HPD and the

Thank you so much. This panel is now excused.

Counsel, are there any members of the public who wish to testify on this item?

COMMITTEE COUNSEL HUH: As a reminder to anyone with us in person today wishing to testify on this item, you need to please see one of the sergeants to fill out a speaker card.

Okay. It appears that there is no one here in person seeking to testify on this item, and we have no one registered online either.

CHAIRPERSON HANKS: There being no other members of the public who wish to testify regarding Pre-Considered LU items for the Resilient Homes

Staten Island proposal, this public hearing is now closed, and the items are laid over.

COMMITTEE COUNSEL HUH: Chair, just before we close, the vote on today's Land Use items to approve LU numbers 80, 81, 84, and 85. The vote is

SUBCOMMITTEE ON LANDMARKS, PUBLIC SITINGS AND DISPOSITIONS six in the affirmative, zero in the negative, and no abstentions. The items are adopted and referred to the full Land Use Committee. CHAIRPERSON HANKS: Thank you, and that concludes today's business. I would like to thank the members of the public, my Colleagues, Subcommittee Counsel, Land Use Staff, and the Sergeant-At-Arms for your participation today. This meeting is hereby adjourned. [GAVEL]

World Wide Dictation certifies that the foregoing transcript is a true and accurate record of the proceedings. We further certify that there is no relation to any of the parties to this action by blood or marriage, and that there is interest in the outcome of this matter.



Date July 10, 2024 _____