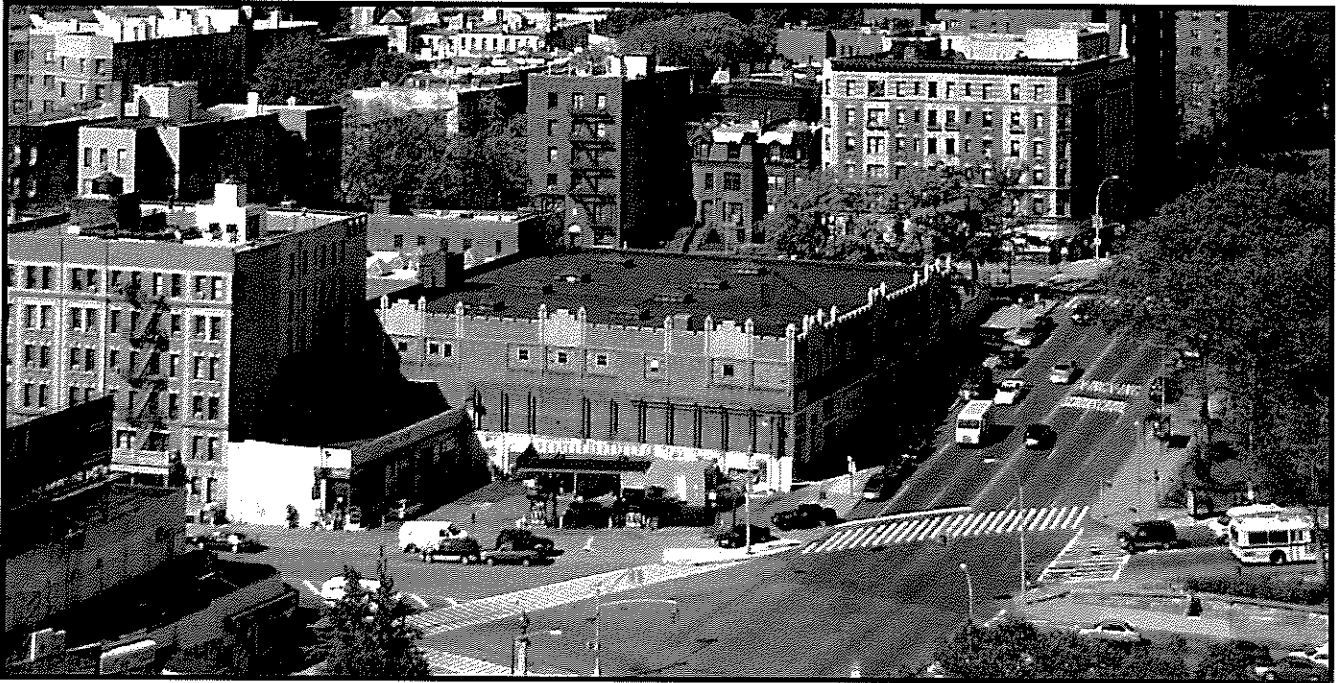


# THE SUGAR HILL PROJECT

404-414 West 155th Street • New York, NY



September 2010

To All New York City Council Members:

Enclosed is information on our Sugar Hill Project that should be helpful in your deliberations on the ULURP actions required for the Project to move forward.

The Sugar Hill ULURP Application was unanimously approved by Manhattan Community Board #9 at a public hearing on June 22, 2010. The Office of the Manhattan Borough President issued its recommendation for approval of the Sugar Hill Application on June 30, 2010 and, in turn, was followed by a recommendation for approval by the New York City Planning Commission on September 15<sup>th</sup>, 2010.

We look forward to the review of the Sugar Hill ULURP Application by the New York City Council's Land Use and Zoning Committees, and full Council in their upcoming October meeting sessions. The Sugar Hill Project has been designed to meet a range of priority community needs for affordable housing, early childhood service, and cultural investment through Faith Ringgold Children's Museum of Art & Storytelling. We anticipate this project will create 300 construction jobs and 100-125 permanent jobs.

Broadway Housing Communities' 27-year track record of nonprofit commitment serves the communities of Washington Heights and West Harlem. In keeping with its mission, all programs affirmatively extend preferences to minorities and women. Broadway Housing Communities was recently named a New York City settlement house in recognition of the innovative quality of its housing, educational and cultural services, and its leadership has earned a 2010 Activist Award from the New York Women's Foundation.

We are available to answer any questions. Please do not hesitate to call us at (212) 568-2030 or email at [ebaxter@broadwayhousing.org](mailto:ebaxter@broadwayhousing.org) or [aorodriguez@broadwayhousing.org](mailto:aorodriguez@broadwayhousing.org).

Very sincerely,

A handwritten signature in black ink, appearing to read "Ellen Baxter". The signature is fluid and cursive.

Ellen Baxter  
Executive Director

A handwritten signature in black ink, appearing to read "Ana-Ofelia Rodriguez". The signature is fluid and cursive.

Ana-Ofelia Rodriguez  
Director of Community Relations

## THE SUGAR HILL PROJECT

404-414 West 155th Street • New York, NY

*A community revitalization project  
integrating affordable housing,  
educational services  
and Faith Ringgold Children's  
Museum of Art & Storytelling*

[www.broadwayhousing.org/sugarhill](http://www.broadwayhousing.org/sugarhill)

It is Broadway Housing Communities' honor to announce the launch of its new affordable housing, educational and cultural arts mixed-use development on the northern boundary of Harlem's Sugar Hill. Galvanized by generous philanthropic support, Broadway Housing has acquired the Sugar Hill site, and is now poised to create a showcase of innovation in affordable housing and community development that will enrich the neighborhood for generations to come and "level the playing field" for New York's poorest children and families.

A total of 170,000 square feet of development is planned for the Sugar Hill Project with an estimated budget of \$70.3 million and anticipated construction start of fall 2010. Completion and occupancy are scheduled for 2012/2013.

**Affordable Housing and Services.** The Sugar Hill Project will provide 124 permanent, rent-stabilized affordable apartments for individuals and families. Targeted for residency will be community residents with no lease, those doubled or tripled-up in seriously substandard conditions and homeless households residing in the emergency shelter system. Broadway Housing will promote an inclusive integrated tenancy at the Sugar Hill Project, incorporating a portion of children and adults with special needs. Services will be tailored to each family member and will provide the tools necessary to overcome barriers to success.

**Early Childhood Center.** Quality center-based child care is one of the highest priority needs of Northern Manhattan and a critical component of Broadway Housing's model of supportive family housing. The Sugar Hill Project will incorporate a licensed early childhood center to serve an estimated 100-120 children from infant through pre-school ages and their families.

**Ringgold Children's Museum.** Grounded by the glorious history of the Harlem Renaissance, the Faith Ringgold Children's Museum of Art & Storytelling will serve as the cultural capstone of the Sugar Hill Project. The museum's rich calendar of exhibits and programs will teach children and families from the neighborhood and afar to take pride in themselves and their communities through art and storytelling.

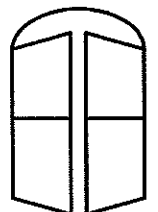
**Budget.** The project is currently budgeted at \$70.3 million, including acquisition costs. The majority of the funds for the Sugar Hill Project are anticipated to come from the use of low income housing tax credits and government subsidized funding sources. The Ringgold Children's Museum, Early Childhood Center and other community use components, estimated to cost \$21 million, will require significant philanthropic support.

**Design Team.** To ensure the highest standards of excellence in the design of the Sugar Hill Project, Broadway Housing has paired celebrated international architect David Adjaye with the versatile housing specialists at SLCE Architects.

**Sponsor.** Broadway Housing is a not for profit organization with a 25 year track record of developing and managing nationally recognized, community-based housing and programs to redress poverty and homelessness. The groundbreaking quality of Broadway Housing's work has earned a Governor's Award for Excellence in Housing, Banker's Trust Award for Non-Profit Management, Citizen's Housing & Planning Council Public Service Award, Community Service Awards from Dominican Women's Development Center and West Harlem Environmental Action, a Robin Hood Foundation Hero Award, an Educational Equity Award, and national awards from Resourceful Women, the Petra Foundation and Fannie Mae Foundation.

# Broadway Housing Communities, Inc.

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# FAITH RINGGOLD CHILDREN'S MUSEUM OF ART & STORYTELLING

Broadway Housing's commitment to create a new cultural institution as part of our Sugar Hill Project was sparked by Faith Ringgold, a renowned African American artist and author, who grew up in Sugar Hill. Ringgold has a glorious vision that the Ringgold Children's Museum will share with children the pleasure of personal expression and nurture their love of reading, writing and storytelling through art making. We are honored to be entrusted by Ringgold to fulfill this vision and create a cultural institution in tribute to her creative leadership.

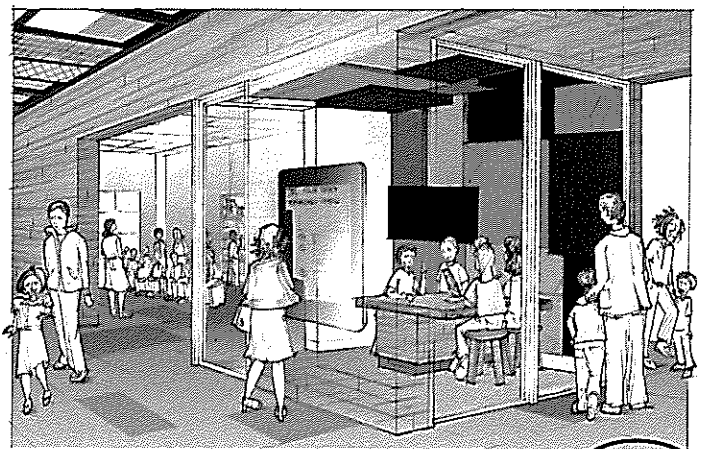
Faith Ringgold was born in 1930 in Sugar Hill when African American cultural, intellectual and social prominence and wealth flourished. Her work is exhibited in museums throughout the USA, Europe, South America, Asia, Africa and the Middle East. Ringgold has written and illustrated more than fourteen children's books, including the award winning *Tar Beach*, published by Random House in 1991. Her artistry touched thousands of children during her more than 18 years teaching in the New York public school system.

The Ringgold Children's Museum will occupy approximately 18,000 square feet of the Sugar Hill Project. Current plans call for flexible exhibition spaces: a permanent collection of art by Ringgold, changing exhibits of work by her contempo-

*Through the art of Faith Ringgold and other artists, and the cultural legacy of Harlem, children and adults are inspired to share their own life stories through art, storytelling and performance. The Museum invites all people to find their voices in vital, expressive forms, and encourages emerging talent in the arts.*

raries, and children's artwork. Exhibitions will be planned to include activities that encourage visitors to engage with the works both visually and narratively. Art making spaces will provide access to materials and inspiration for creative work during museum visits and offer classes to school groups and the surrounding community. A performance space will host storytelling events and workshops relevant to exhibitions and community needs. Other elements will include a museum shop, a café offering nutritional snacks, a media center with resources for adults and children, and outdoor space.

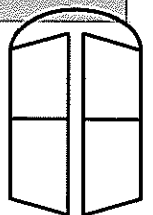
The inclusion of a cultural institution designed to serve children and families is a natural extension of Broadway Housing's model to engage families and individuals in creating vibrant, enriched and supportive communities. A vehicle for true social equity and opportunity must also include the occasion to experience the critical thinking and creative expression that art engenders. The Ringgold Children's Museum will promote Harlem's cultural treasures, provide a place for children to explore their own creativity and deepen their understanding of the world through art. Broadway Housing is proud of its aspirations to fulfill this recognition and delighted that Faith Ringgold and her advisors share our commitment to children, art and education.



Exhibition space concept drawings, Lee H. Skolnick Architecture + Design Partnership

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# THE SUGAR HILL PROJECT

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*A community revitalization project  
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and Faith Ringgold Children's Museum of Art & Storytelling*

Broadway Housing Communities has a 27 year commitment to meeting the needs of the communities of West Harlem and Washington Heights. Our six existing housing sites in Community Board #9 and #12 provide 300 units of rent-stabilized quality permanent affordable housing. At our largest sites, The Rio and Dorothy Day Apartments, Broadway Housing has extended its resources to the community by offering educational services and a vibrant calendar of cultural and civic events. Bordering CB #9 and CB #12, the Sugar Hill Project will enrich the neighborhood providing much needed affordable housing, educational and cultural resources.

## AFFORDABLE HOUSING

The Sugar Hill Project will directly address the need for affordable housing identified in Community Board #9's 197-a Plan.

124 rent stabilized apartments are planned ranging in size from studios to three-bedrooms. The Project will target for residency the working poor, struggling families and lower income seniors while also reserving a portion of the units for somewhat lower and higher income individuals and families.

**70% of the apartments will be set-aside for households earning 50% of the Area Median Income or below: \$38,400 for a family of four or \$26,900 for an individual.**

Targeted income bands ranging from less than \$23,050 to \$61,450 for a family of four and less than \$16,150 to \$43,000 for an individual will ensure economic and social integration designed to reflect community demographics.

**70%** The percentage of Sugar Hill Project apartments set aside for households earning no more than 50% of Area Median Income.

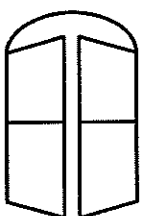
**43%** The percentage of two- and three-bedroom apartments for families created by The Sugar Hill Project.

**\$672** Projected monthly rent for a studio apartment for a single person earning about \$27,000/year.

**\$863** Projected monthly rent for a two-bedroom apartment for a family of four earning about \$38,000/year.

## TARGETED INCOME LEVELS

# of Apts at The Sugar Hill Project	Max. Income for family of four/individual
37	\$23,050 / \$16,150
50	\$38,400 / \$26,900
12	\$46,080 / \$32,280
24	\$61,450 / \$43,000
<b>123 Apartments</b> (+ rent-free Building Superintendent's apt.)	



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## Overview of Environmental Issues- Sugar Hill Rezoning

The proposed project is in a state and national register (S/NR) Sugar Hill Historic District and therefore is a Type I Action typically requiring that an Environmental Impact Statement (EIS) be prepared. This work is substantially underway as a public scoping hearing was held on May 11<sup>th</sup>, 2010, and a preliminary EIS recently submitted to the Department of City Planning (DCP), the environmental lead agency for review and comment.

The key preliminary EIS findings, subject to finalization by DCP relate to:

**Historic Resources:** There would be an impact that would not be fully mitigable as the existing garage, a contributing building in the S/NR Sugar Hill Historic District, would be demolished to construct the proposed project. Many portions of the 80 year old garage have been changed over time and detailed structural studies were done that determined that this existing structure could not be retained if the new building is constructed. Historic documentation will be prepared on the garage prior to its demolition to preserve, in library form, this building's history and architecture.

**Hazardous Materials:** The project site is located immediately west of a gas station and auto repair facility. In addition, the site has been used to park vehicles for an extensive period of time. In order to avoid a significant impact, the applicant has agreed to enter into a restrictive declaration with NYC DEP, which requires full testing and site remediation prior to the issuance of any building permit.

**Noise:** Based on measurements of existing noise levels on the adjacent streets, the new building will be required to construct all facades to increased attenuation to 30 dBA on the St. Nicholas Avenue frontage and to 35 dBA on the W. 155<sup>th</sup> Street frontage. With these attenuations the project would comply with required interior noise levels for the residential, daycare, and other uses in the building.

After DCP review is completed a formal draft EIS (DEIS) will be published for public review and would be available in local libraries as well as on the DCP website. During the ULURP process, a DEIS public hearing would be held when the City Planning Commission review period commences. At the DEIS hearing public comments will be received, responded to, and incorporated into the final EIS (FEIS).

# THE SUGAR HILL PROJECT

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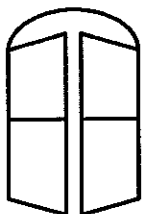
*A community revitalization project  
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## REQUIRED LAND USE ACTIONS

### A. REZONING OF AREA INCLUDING THE PROJECT SITE.

### B. DISPOSITION & ACQUISITION OF EASEMENTS

- **Proposed Rezoning [See Rezoning Drawing]:**
  - Rezoning area:
    - Extends 150 feet south of West 155<sup>th</sup> Street, 205 feet east of intersection of West 155<sup>th</sup> Street and St. Nicholas Avenue (i.e. eastern lot line of project site). It includes all of Lots 21 (project site) and 28 and portions of Lots 26 (DEP site) and 14.
  - Would be rezoned from R7-2 and C8-3 districts to R8A district.
    - The R8A Zoning District allows for residential uses and wider range of community facility uses. The Existing C8-3 Zoning does not permit any residential use on site.
    - Applicable Floor Area Ratios:
      1. Residential FAR: Increase from 3.44 in existing R7-2 district to 6.02 in R8A.
      2. Community facility FAR: 6.5
    - The R8A Zone is a contextual zoning district :
      1. Minimum base height: 60 feet
      2. Maximum base height: 85 feet
      3. Maximum building height: 120 feet
    - The Rezoning to R8A will:
      - Allow Broadway Housing to provide affordable quality housing
      - Allow for the following community facility uses:
        1. Faith Ringgold Children's Museum of Art and Storytelling
        2. Early childhood day care center
      - Be compatible with surrounding residential uses and public parks and complements current efforts by the Department of City Planning to rezone adjacent area in West Harlem with contextual zoning controls.
  - **Disposition and Acquisition of Easements [See Easement Drawing]:**
    - City will grant a surface easement to Broadway Housing over the triangular –shaped northwest portion of the adjacent DEP site that is currently fenced and used for DEP vehicle storage and parking.
      - Project site's West 155<sup>th</sup> Street frontage has steep slope, making access to site difficult.
      - The easement area would be converted into landscaped, publicly-accessible entry plaza for the development, with entrances for the museum, day care facility, and residential components.
    - The City would acquire an easement from Broadway Housing of a surface easement over southern portion of the project site in exchange for the plaza easement described above. The easement area would be paved and used for vehicle storage and staging.
    - The two easements are roughly equivalent in area.



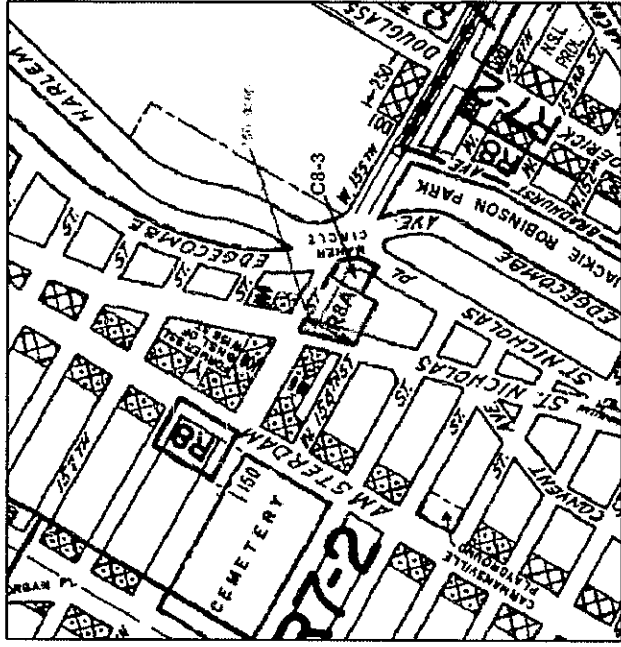
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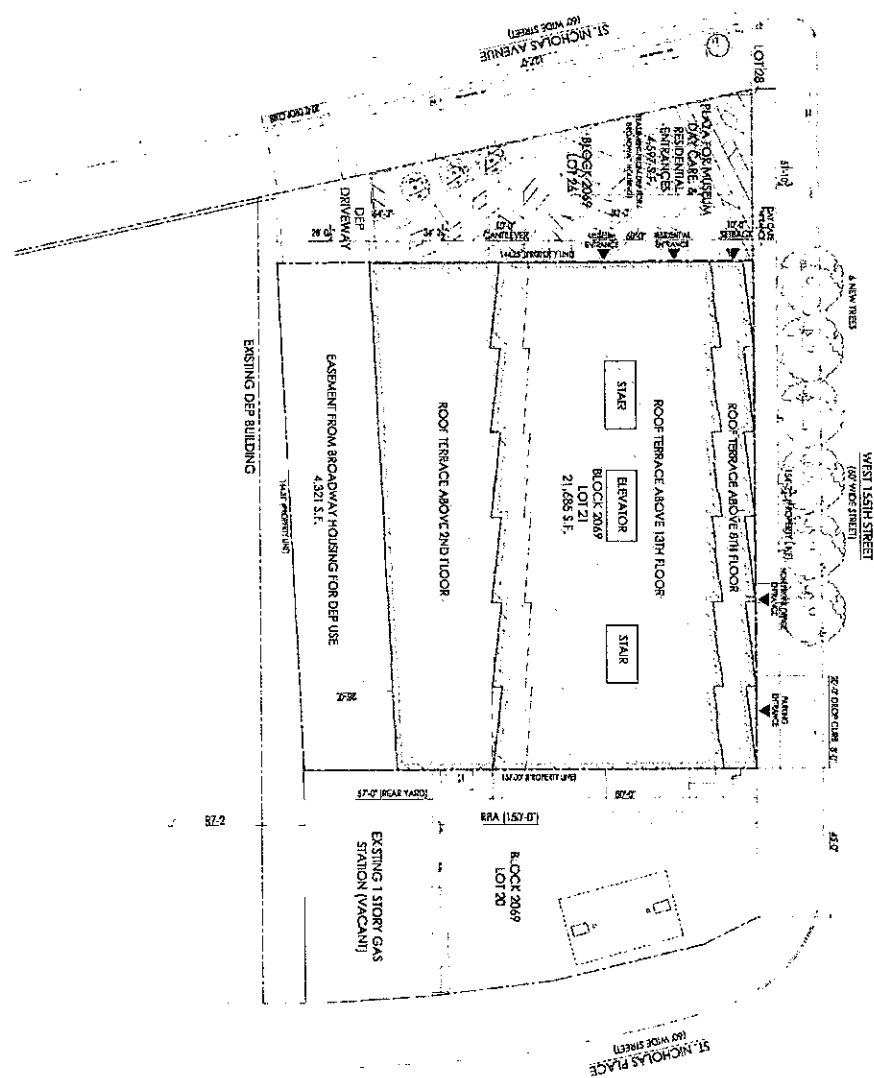
**EXISTING ZONING**  
R7-2/C8-3 (100 FT.)

Area to be Rezoned



**PROPOSED ZONING**  
R8A (150 FT.)

Area to be Rezoned





**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_  
Lu 209,210  in favor  in opposition

Date: 10/5/10

(PLEASE PRINT)

Name: VICTOR HERNANDEZ, EXEC. DIR. TIL + 7A

Address: \_\_\_\_\_

I represent: NYC HPD

Address: 100 GOLD ST, NY 10038

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_  
 in favor  in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Lakeisha skate

Address: 108 W. 114<sup>TH</sup> ST.

I represent: 108 W. 114<sup>TH</sup> St. Tenant Association -

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_  
 in favor  in opposition

Date: 10/5/10

(PLEASE PRINT)

Name: Ms. Wright

Address: 2053 7<sup>th</sup> AVENUE

I represent: \_\_\_\_\_

Address: \_\_\_\_\_

◆ Please complete this card and return to the Sergeant-at-Arms ◆

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_  
<sup>L45</sup> 209, 210, 218  in favor  in opposition  
Date: 10/5/10

(PLEASE PRINT)  
Name: CAROL CLARK, Ass't. Comm. Intergov't. AFFAIRS  
Address: \_\_\_\_\_

I represent: NYC HPD  
Address: 100 Gold St. 5A4, NY 10038

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**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_  
 in favor  in opposition  
Date: Oct 5

(PLEASE PRINT)  
Name: Adan Tautou / Valerie Campbell  
Address: \_\_\_\_\_

I represent: \_\_\_\_\_  
Address: \_\_\_\_\_

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor     in opposition

Date: Oct 5

Name: Marc McGrade (PLEASE PRINT)

Address: \_\_\_\_\_

I represent: \_\_\_\_\_

Address: \_\_\_\_\_

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor     in opposition

Date: Oct 5

Name: Elizabeth Barter (PLEASE PRINT)

Address: \_\_\_\_\_

I represent: \_\_\_\_\_

Address: \_\_\_\_\_

Please complete this card and return to the Sergeant-at-Arms