



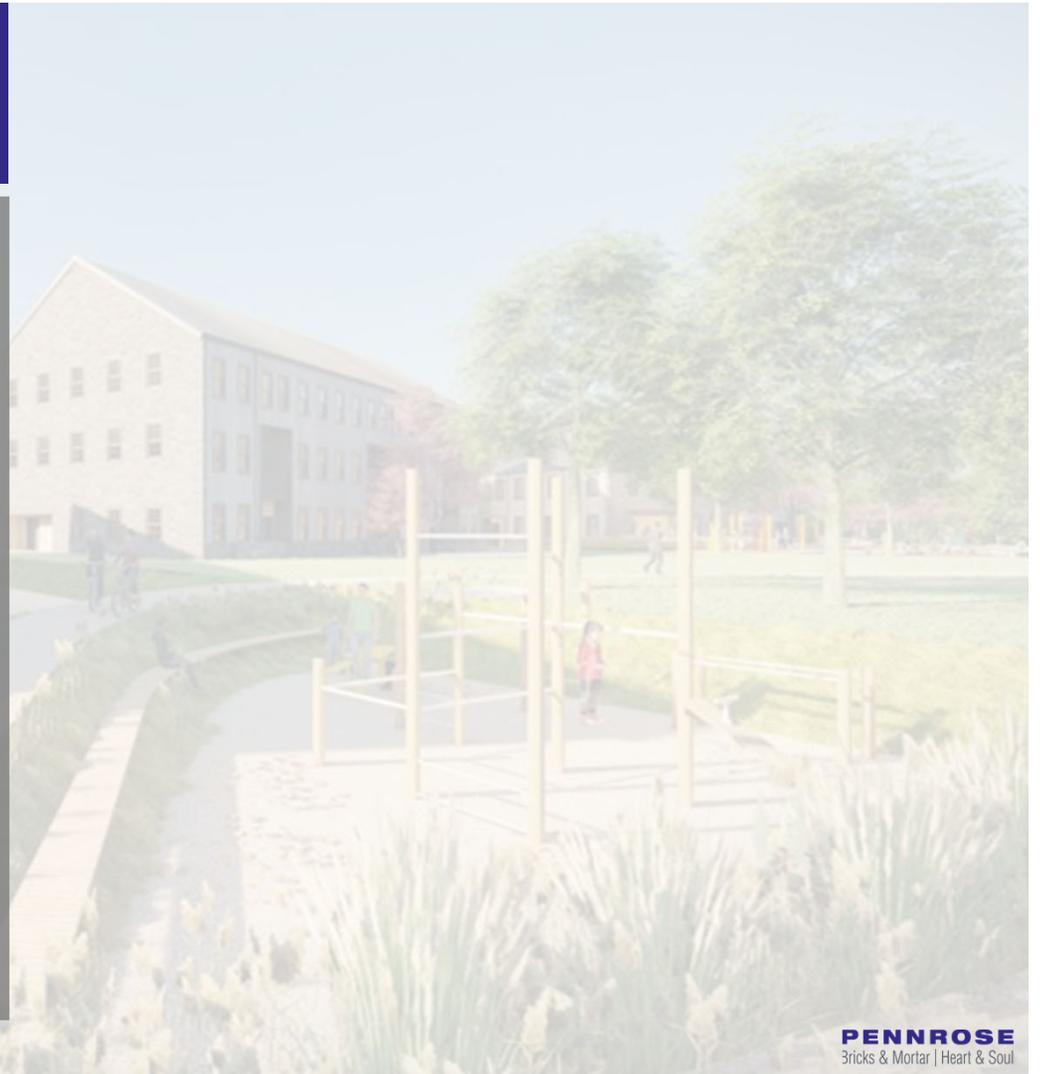
GOLDEN HILL

COMMUNITY ENGAGEMENT MEETING #1
Kingston, NY

July 27, 2021

INTRODUCTION HOUSEKEEPING

1. This webinar is being recorded
2. Recording link will be shared post-meeting
3. Ask questions through:
 - Q&A Feature
 - “Raise your hand” to be unmuted



INTRODUCTION PRESENTATION OVERVIEW

Presentation [~40 minutes]

Context: Ulster County Housing Strategy

Development Team

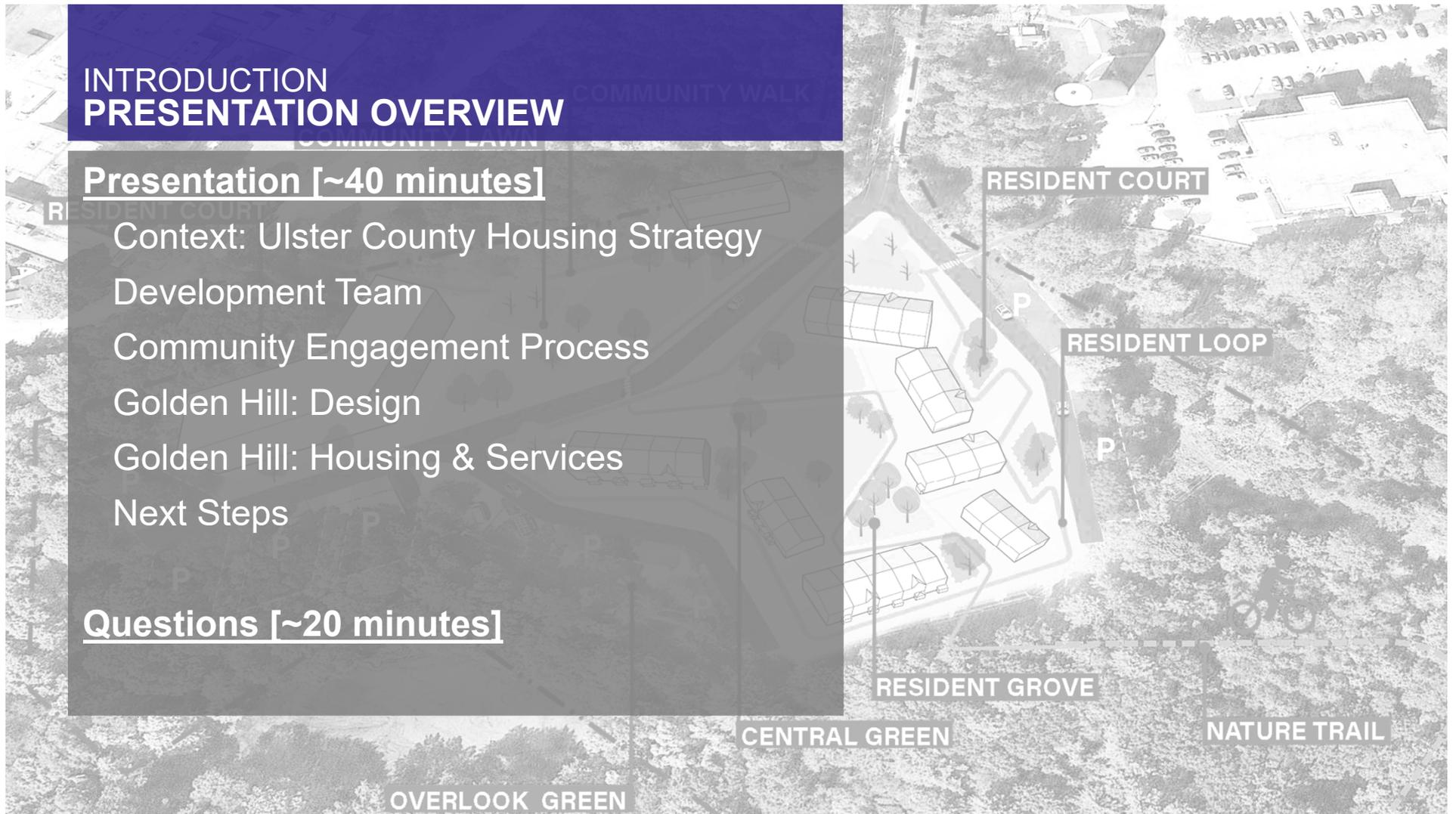
Community Engagement Process

Golden Hill: Design

Golden Hill: Housing & Services

Next Steps

Questions [~20 minutes]



ULSTER COUNTY HOUSING STRATEGY LAUNCHED SPRING 2020

Housing Action Plan

- Provide and review comprehensive data on housing issues in Ulster County
- Broaden understanding of the factors that influence housing affordability
- Identify strategies to increase housing supply
- Kickoff a community-wide conversation about working together to address our housing crisis

Build Housing on County Property

- Move quickly to address our housing shortage by identifying County-owned property suitable for housing construction
- Former jail site on Golden Hill identified as first priority

ULSTER COUNTY HOUSING MARKET JOBS & INCOME

- Incomes are stagnant or declining for all but the highest earning households.
- Between 2010 and 2018, inflation adjusted median household income went down by 4%.

Change in Median Household Spending Power after Adjust for Inflation

Household Type	2010 Median Income	2018 Median Income	\$ Change	% Change
Owner Occupied Households	\$81,235	\$78,914	-\$2,321	-3%
Renter Occupied households	\$40,036	\$34,730	-\$5,306	-13%
All Households	\$65,870	\$63,348	-\$2,522	-4%

Source: U.S. Census - American Community Survey 2010 to 2018

Ulster County Income Quintile Means 2010 and 2018

	Lowest Quintile	Second Quintile	Third Quintile	Fourth Quintile	Highest Quintile	Top 5 Percent
2010	\$16,521	\$40,736	\$66,269	\$99,466	\$196,856	\$327,798
2018	\$14,161	\$36,687	\$63,283	\$99,037	\$208,946	\$358,098
% change	-14.3%	-9.9%	-4.5%	-0.4%	6.1%	9.2%

*2010 Income adjusted for inflation

Source: U.S. Census - American Community Survey 2010 to 2018

ULSTER COUNTY HOUSING MARKET RENTAL PRICE INCREASES

- The incomes of renters have not kept up with rising rents in Ulster County.
- From 2010 to 2018, median rent in the County has increased by 16% while the median income of renters has decreased by 1%.
- To afford a 2-bedroom apartment in Ulster County, the average renter household would need to work **67 Hours** per week.

Change in Renter Income and Median Rent

	2010	2018	Change	Percent Change
Median Income of Renter Households	\$35,000	\$34,730	-\$270	-1%
Median Rent	\$939	\$1,086	\$147	16%

Source: U.S. Census - American Community Survey 2010, 2018

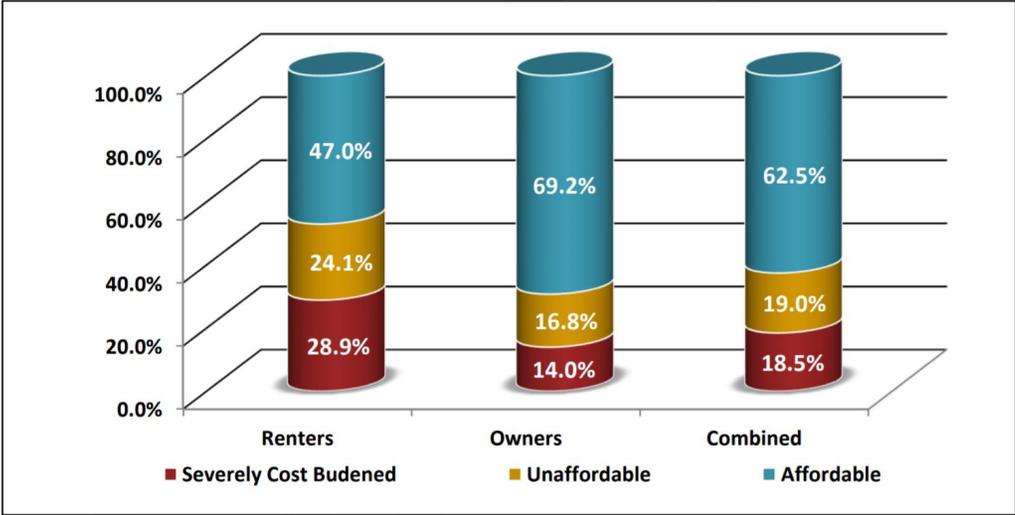
Municipality	2BR FMR Fiscal Year 2018	Annual Wage to Afford 2BR	Hourly Wage to Afford 2BR	Renter Wage Rate 2018	Rent Affordable at Renter Wage Rate	Gap in Monthly Rent 2018	# of hours per week at Renter Wage Rate to Afford a 2BR at FMR
Ulster County	\$1,155	\$46,200	\$22.21	\$13.33	\$693	-\$462	66.7

Source: US Department of Housing and Urban Development (HUD) & 2018 American Community Survey

ULSTER COUNTY HOUSING MARKET HOUSING BURDEN

- **53%** of renter households in Ulster County spend more than 30% of their income on housing costs.
- **28%** of renter households in Ulster County spend more than 50% of their income on housing costs.

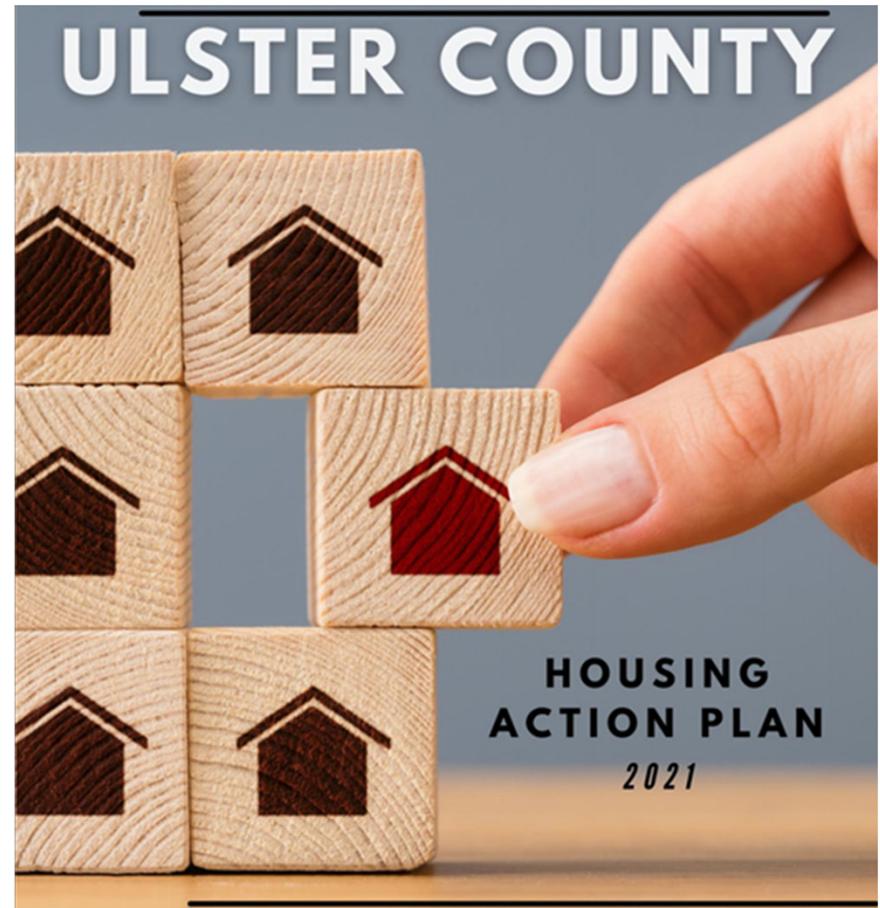
Housing Cost Burden	Definition (Percentage of Household Income Spent on Housing Costs)
<i>Affordable</i>	Less than or equal to 30%
<i>Unaffordable</i>	Greater than 30% but less than or equal to 50%
<i>Severely Cost Burdened</i>	Greater than 50%



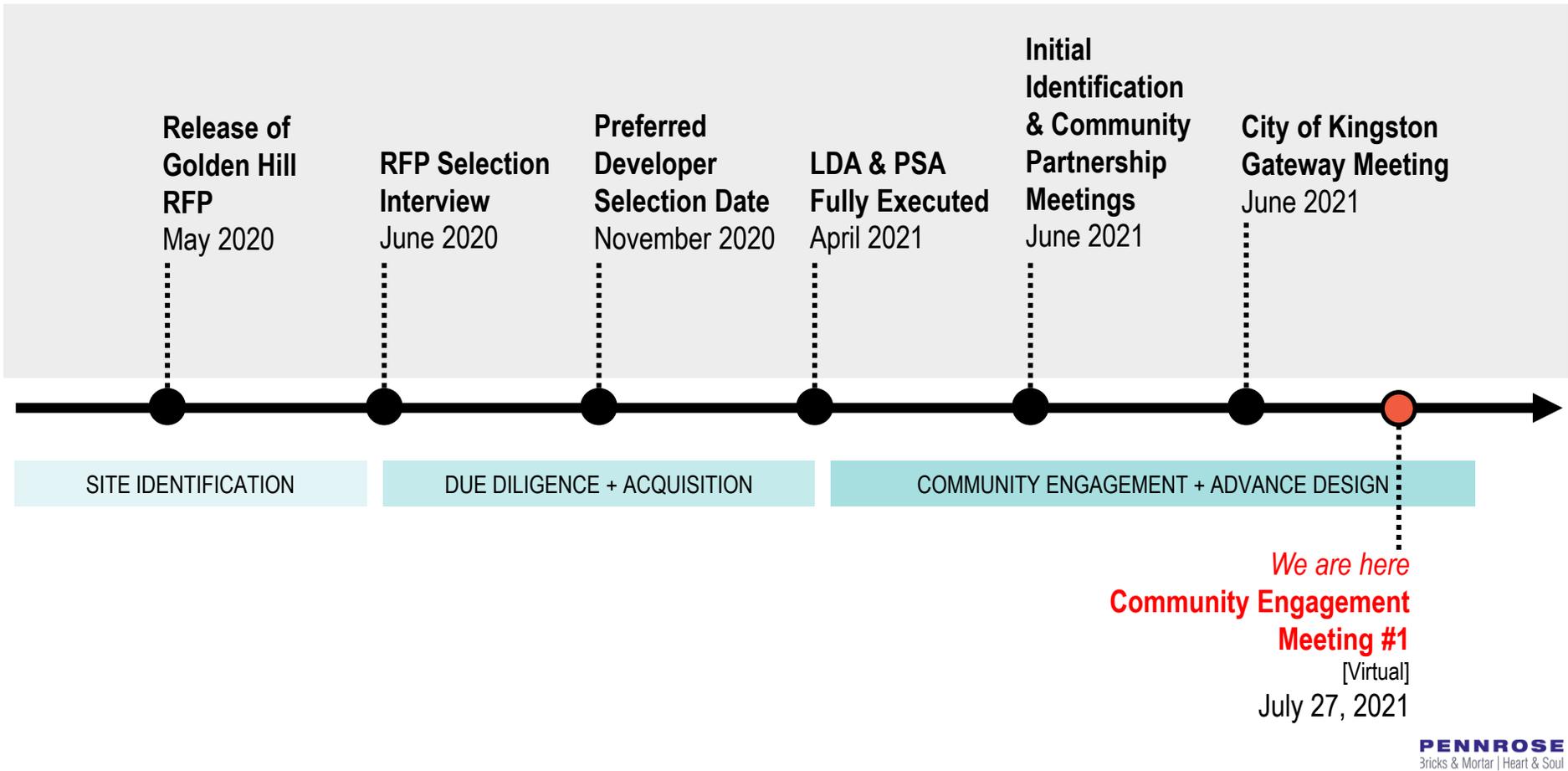
Sources: [Cornell Program on Applied Statistics - Ulster County Profile](#)

ULSTER COUNTY HOUSING ACTION PLAN RECOMMENDATIONS

- Educate and engage the community on the role housing plays in our economy, our neighbors' well-being, and the health of our communities
- Identify zoning and regulatory changes that can increase supply
- Streamline the approval process
- Proactively identify sites for new development



ULSTER COUNTY HOUSING ACTION PLAN: GOLDEN HILL TIMELINE TO DATE

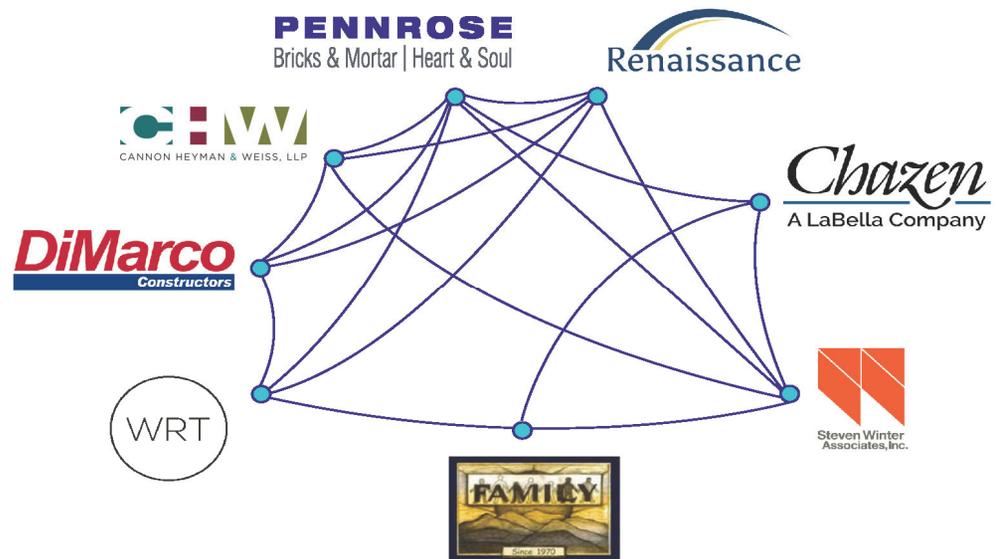


DEVELOPMENT TEAM ESTABLISHED & PROVEN

We have assembled a core team of professionals with unsurpassed qualifications, expertise, and local knowledge to partner with UCHDC.

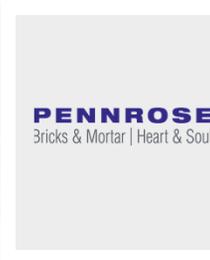
Developer	Penrose, LLC
Architect + Landscape	WRT
General Contractor	DiMarco
Civil Engineer	Chazen Companies
Sustainability Consult.	Steven Winters Associates
MBE/WBE Consultant	Renaissance
Property Manager	Penrose Management Co.
Local Attorney	Cannon Heyman & Weiss
Social Services Partner	Family of Woodstock

EXPERIENCE WORKING TOGETHER



DEVELOPMENT TEAM **PENNROSE: DEVELOPER**

- Premier multifamily developer
- Successful delivery of 18,000 rental housing units in 17 states
- Leader in mixed-income, mixed-use developments
- Worked with over 100 public and private partners
- Private, Tax Credit, State and Federal financing program experts
- Broad Experience throughout NY State



DEVELOPMENT TEAM
PENNROSE BY THE NUMBERS

17,200
UNITS DEVELOPED

260+
DEVELOPMENTS

60+
INDUSTRY AWARDS WON

\$3.5 billion
OF DEVELOPMENT COMPLETED

5th
LARGEST AFFORDABLE HOUSING DEVELOPER (2020)

400+
EMPLOYEES

100+
PARTNERS

50
YEAR HISTORY

11,000+
UNITS MANAGED

20+
NEW DEVELOPMENTS EACH YEAR

**WALLACE, ROBERTS & TODD (WRT)
LEAD ARCHITECT / MASTER
PLANNER**

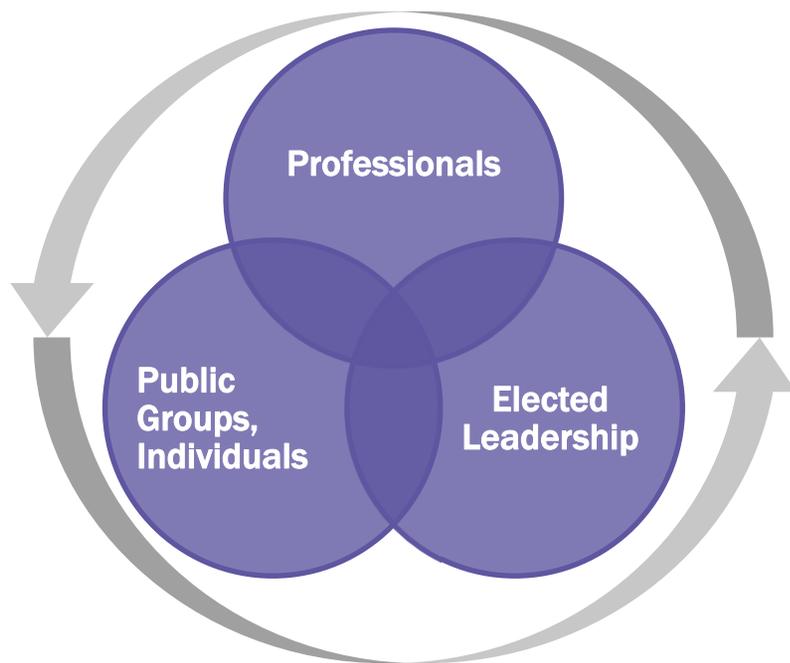
For almost 60 years, WRT has been recognized for the design and planning of sustainable, mixed-income communities.

WRT is the nation's seminal public housing redevelopment architecture and planning firm and has prepared Revitalization Plans in partnership with more than 130 public housing authorities.

WRT developments have been awarded over \$1 billion in HUD implementation grants and are responsible for over 15,000 mixed-income housing units nationwide.



COMMUNITY ENGAGEMENT APPROACH



Pennrose's experience as developers and master planners underscores collaborative public involvement as an essential cornerstone to community transformation.

The team commits to working side by side with the County of Ulster and the City of Kingston to engage residents, local groups and others in formulating the revitalization, employment, and management plans for the community!

COMMUNITY ENGAGEMENT PARTICIPATORY DESIGN

What is Participatory Design?

Seeks to engage all stakeholders in the design process encouraging input from all voices, inviting end users, neighbors, and other stakeholders to shape the future of the site.

Why Participatory Design?

The end users of any space –especially public space – are the experts of how the place is used, how it feels, and how it should be designed. Participatory design allows for the harnessing of local expertise, resulting in the best process and design.



Photos: Haven Green Participatory Charette

COMMUNITY ENGAGEMENT PARTICIPATORY DESIGN

How to Engage

- Workshops and Charettes
- Storyboarding
- User Polling
- Surveys
- Stakeholder Vision Statements

Outcomes

- Meaningful Stakeholder Participation
- Direct Community Input
- Community Letter of Support for TC Application
- Memorandum of Understanding

» Workshops and Charrettes (both large and small)



» Resident Leadership

» Resident Ballots ("Score Card")



» Storyboarding



» Resident Ballots/ Preference Survey Boards



» Community Planning Focus Groups



» Resident Vision Statement



» Online Survey



» Role Matrix

» Resident Engagement Packet



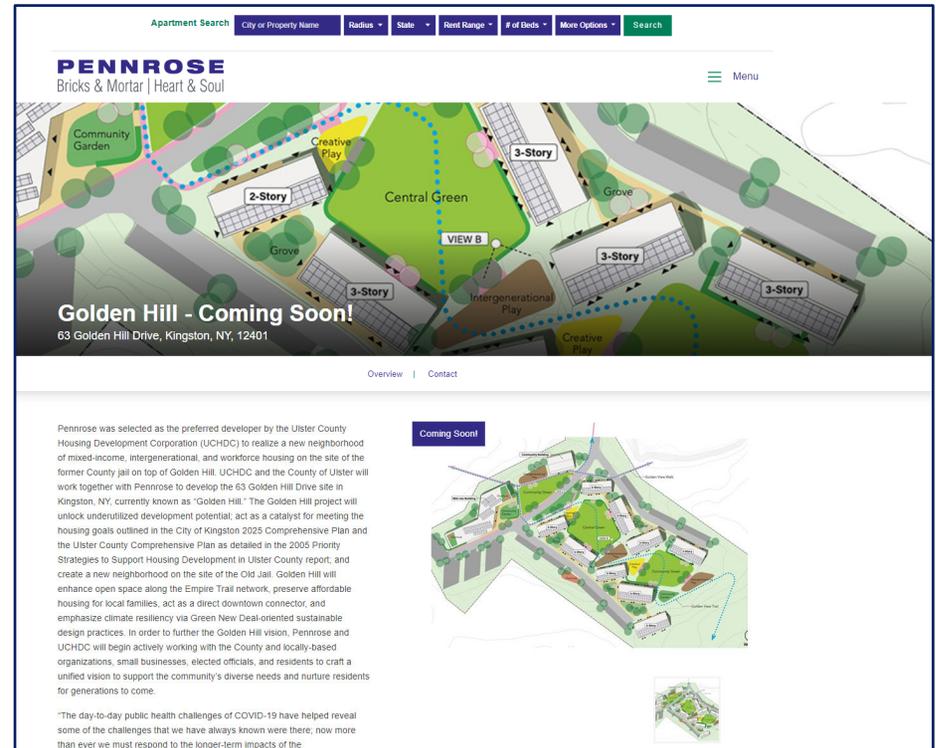
COMMUNITY ENGAGEMENT GOLDEN HILL WEBSITE

Golden Hill web address:

<https://www.pennrose.com/apartments/new-york/golden-hill/>

Features:

- Project Overview
- Interested Parties Contact Form sign-up
- Community Engagement Announcements
- Event Recording Postings
- Post-Event FAQs



The screenshot displays the Pennrose website for the Golden Hill project. At the top, there is a navigation bar with an "Apartment Search" section containing dropdown menus for "City or Property Name", "Radius", "State", "Rent Range", and "# of Beds", along with a "More Options" link and a "Search" button. The main header features the Pennrose logo and tagline "Bricks & Mortar | Heart & Soul" and a "Menu" icon.

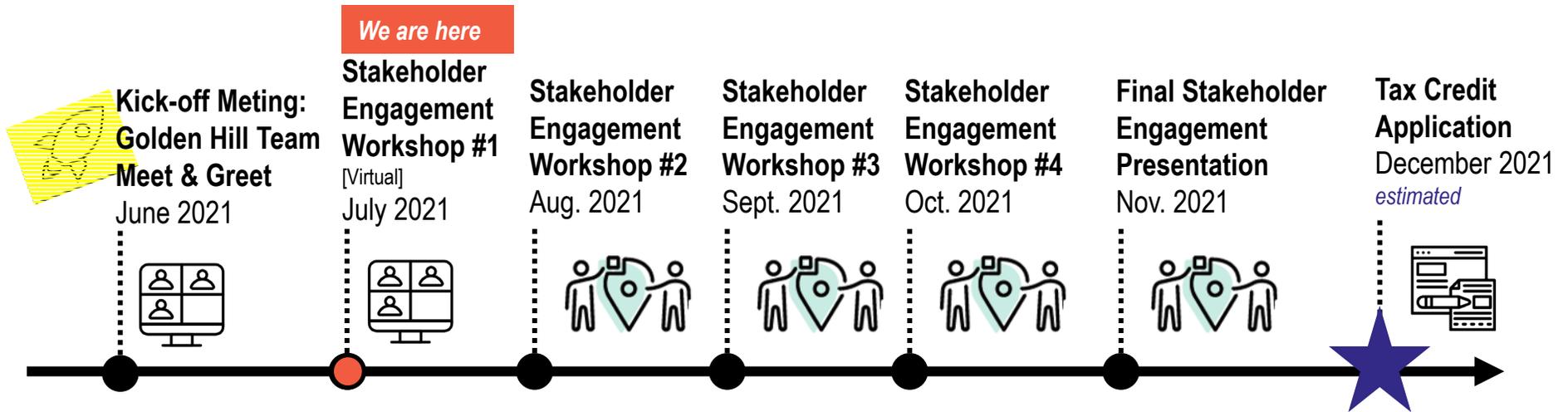
The central focus is an aerial architectural rendering of the Golden Hill development. The rendering shows several multi-story apartment buildings, a central green space, and various community amenities. Labels include "Community Garden", "Creative Play", "Central Green", "VIEW B", "Intergenerational Play", and "Creative Play". Building heights are indicated as "2-Story" and "3-Story".

Below the rendering, the text reads: "Golden Hill - Coming Soon!" followed by the address "63 Golden Hill Drive, Kingston, NY, 12401". Navigation links for "Overview" and "Contact" are provided.

The lower section of the page contains a "Coming Soon!" heading and a detailed text block. The text describes the project's selection by the Uster County Housing Development Corporation (UCHDC) and the County of Uster, highlighting its goals to create a new neighborhood, enhance open space, and promote climate resiliency. It also mentions the project's role as a direct downtown connector and its commitment to sustainable design practices.

At the bottom, a quote states: "The day-to-day public health challenges of COVID-19 have helped reveal some of the challenges that we have always known were there; now more than ever we must respond to the longer-term impacts of the".

COMMUNITY ENGAGEMENT TIMELINE



KICK-OFF + DATA ANALYSIS

Stakeholder Mapping
+ Define Stakeholders
+ Meet the Development Team
+ Introduce Engagement Process
+ Review Draft MOU

Stakeholder Kick-off
+ Project Introduction
+ Understanding Site + Program Orientation
+ Precedents + Goals
+ Supportive Population Discussion
+ Unit Preferences

VISIONING + EXPLORATION

Preliminary Schemes
+ Initial Recommendations
+ Site & Buildable Area Opportunities
+ Concepts & Approaches

Project Development
+ Review Conceptual Plans
+ Illustrate Programmatic Ideas & Solutions
+ Material Discussions
+ Tactile Feedback

PRIORITIZATION + RECOMMENDATIONS

Final Recommendations
+ Present Final Site & Building Concepts

Big Reveal
+ Present renderings
+ MOU Signing
+ Building + Site Design Reveal

DEVELOPMENT PROGRAM PROJECT GOALS

Golden Hill is poised to fulfill Ulster County's project goals:

1. Intergenerational Housing
2. Broad Affordability
3. Support + Recreation
4. Commercial + Local Community Programming
5. Multimodal Transportation
6. Views + Access
7. Green New Deal Advancement



GOLDEN HILL: DESIGN SUSTAINABILITY + GREEN NEW DEAL

Project Priorities

- Minimizing the use of fossil fuels
- Maximizing the use of renewable energy through an on-site solar array + renewable energy credit (REC) purchasing as financially viable
- Enterprise Green Communities PLUS certification
- Utilizing green building practices in both design and materials

Focus Sectors



Energy



Transportation



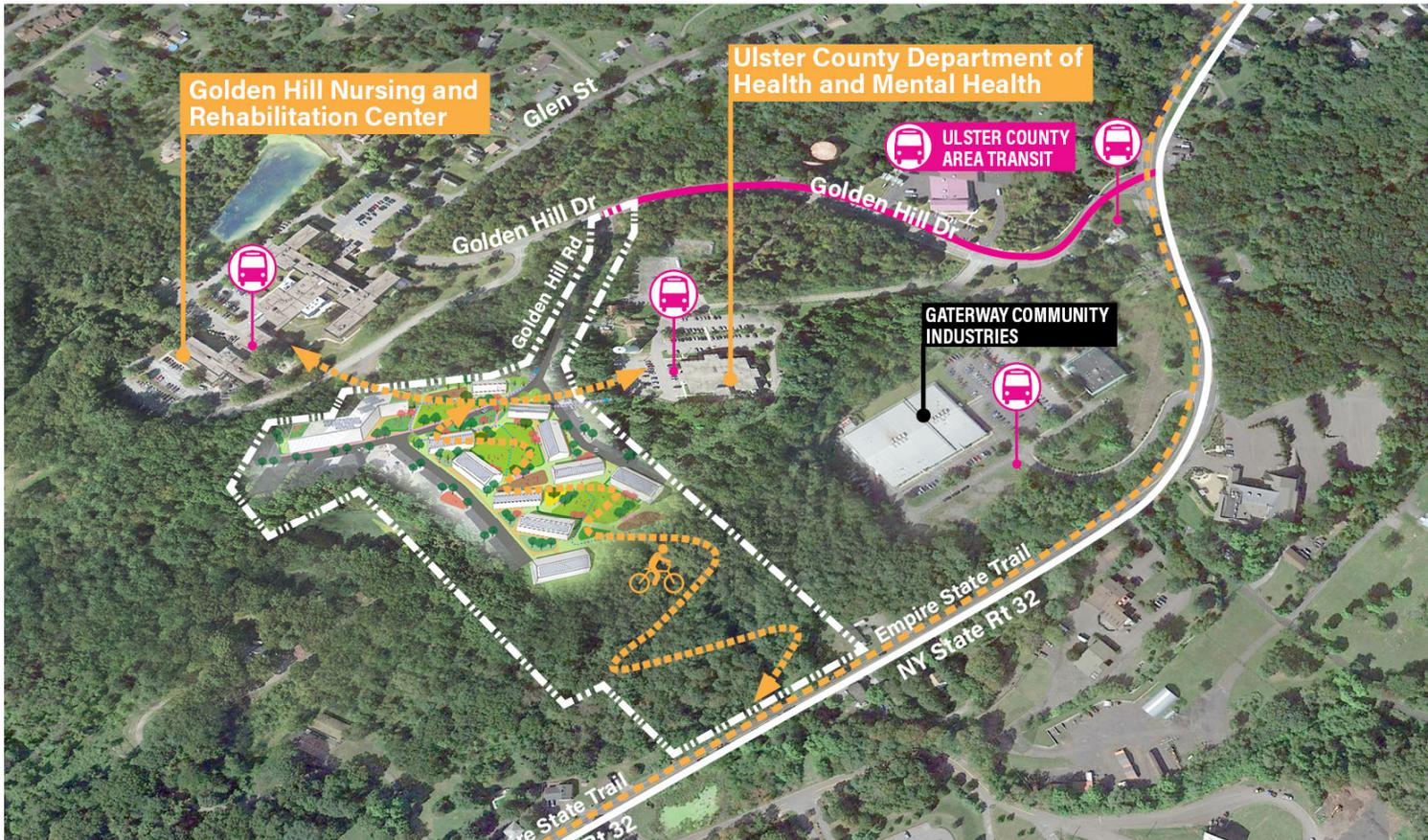
Materiality



Open Space

GOLDEN HILL: DESIGN SITE CONTEXT & CONNECTIONS

Develop an **intergenerational open space** that embraces a diverse set of programs for **all ages**, and provides access to **social, cultural, health, and environmental benefits** for the residential community.



CONNECTIVITY

+



HEALTH & WELLNESS

+



IDENTITY

GOLDEN HILL: DESIGN PLACE FOR ALL

FLEX LAWN FOR ALL EVENT



PLAY FOR ALL AGES



PLAY FOR ALL AGES



WELLNESS



FLEX LAWN FOR ALL EVENT



GATHER + RELAX



ULSTER GREEN

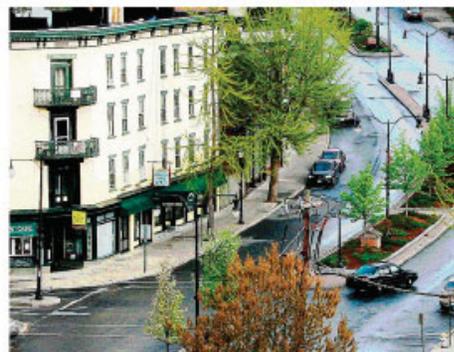
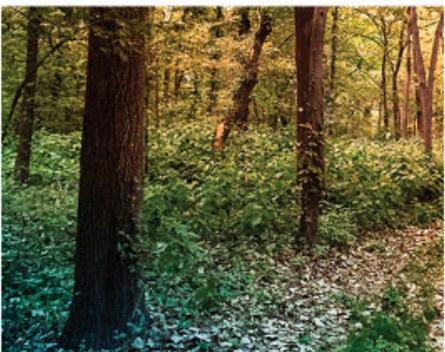


GOLDEN HILL: DESIGN SITE PLAN



Proposed: 160 Unit Plan

**GOLDEN HILL: DESIGN
PRECEDENT IMAGERY**



GOLDEN HILL: DESIGN VISUALIZATION



GOLDEN HILL: HOUSING & SERVICES RENTS & AFFORDABILITY



	MARKET	AFFORDABLE & WORKFORCE		
	Market	Workforce (80% AMI)	LIHTC (50% AMI)	LIHTC (30% AMI)
	\$1,430	\$1,352	\$845	\$507
	\$1,660	\$1,622	\$1,014	\$608
	\$2,000	\$1,874	\$1,171	\$703



**GOLDEN HILL: HOUSING & SERVICES
SERVICES & PROGRAMMING**

COMMUNITY FACILITIES



HEALTHY FOOD



SENIOR CENTER



CHILDCARE



HEALTHCARE SERVICES

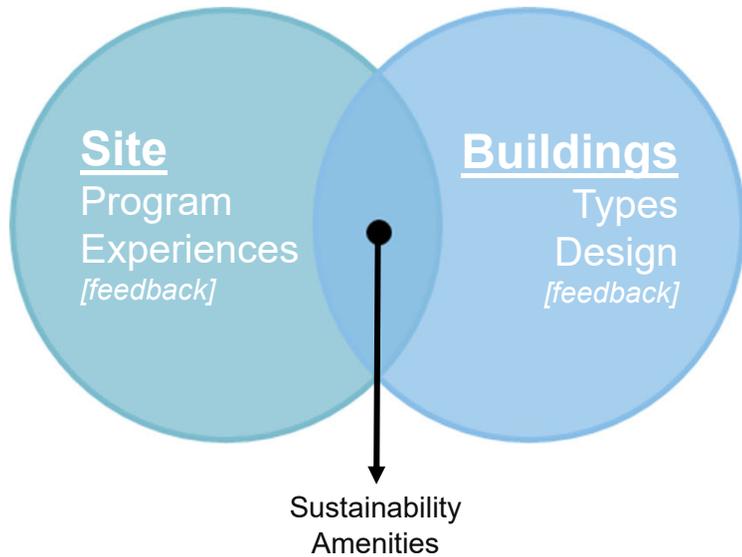


**OUTDOOR
ACTIVITIES**

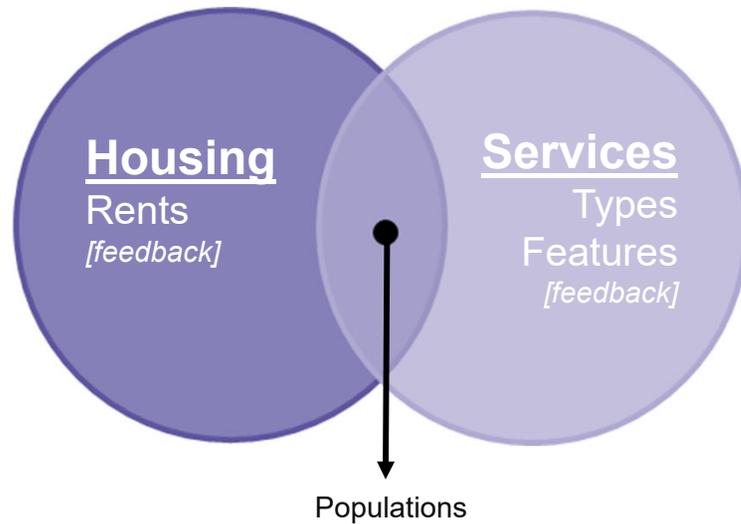


**GOLDEN HILL
COMMUNITY FEEDBACK**

Design

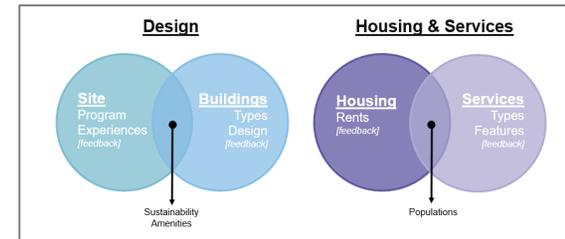


Housing & Services



GOLDEN HILL TIMELINE

COMMUNITY ENGAGEMENT



SITE & LANDSCAPE DESIGN

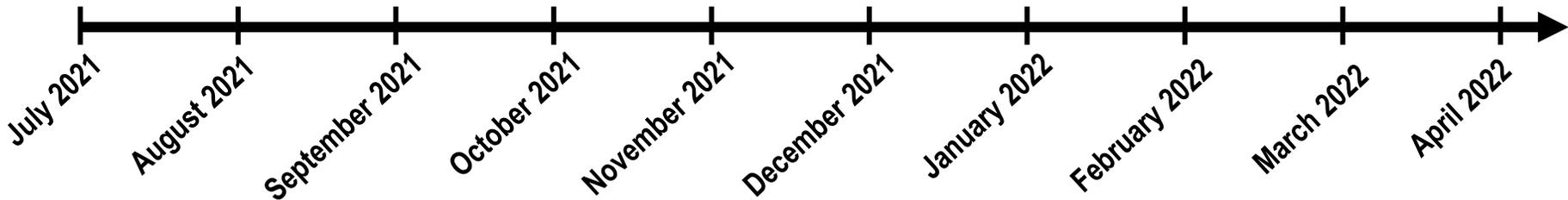
BUILDING DESIGN

ENVIRONMENTAL INVESTIGATION & APPROVALS

MUNICIPAL APPROVALS

FINANCING STRATEGY + APPLICATION

FINANCING
AWARD



THANK YOU !



For more information head to the Golden Hill website: <https://www.pennrose.com/apartments/new-york/golden-hill/>

Or Email us at: GoldenHill@pennrose.com

NEXT MEETING

ATTEND OUR NEXT MEETING:

DATE: LATE AUGUST

LOCATION: TO BE ANNOUNCED

*For more information head to the Golden Hill website:
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