



PENNROSE
Bricks & Mortar | Heart & Soul

RiseBoro
COMMUNITY PARTNERSHIP



FOR IMMEDIATE RELEASE

Alison Berg
aberg@groupgordon.com
212-784-5707

Pennrose, RiseBoro Community Partners, and Habitat NYC Launch Website to Promote Dialogue and Community Engagement in Development of Haven Green

Affordable senior housing and public space development team for Haven Green launches www.havengreencommunity.nyc to provide updates, event information, and community engagement opportunities

May 17, 2018—New York, NY—Today, [Pennrose LLC](#), [RiseBoro Community Partnership](#) and [Habitat for Humanity New York City](#) announce the launch of an interactive community website for Haven Green, a 121-unit deeply affordable, LGBTQ-friendly, senior housing development with adjacent public space in the Little Italy neighborhood of Manhattan. www.havengreencommunity.nyc will provide the most up to date information on development news, participatory design opportunities, timelines, photos, milestones and events.

The website launch specifically features new information on planning activities and research findings. Currently available resources include results from a shadow study conducted to ensure adequate solar access for the open space, and proposed plant and flower combinations that would thrive in such a space – providing the lush, serene environment that community members want.

Haven Green is embarking on a participatory design process, soliciting community input for the creation and design of over 8,000 square feet of publically-accessible space. The website will feature opportunities for community members to join the development partners in providing input on various aspects of the public space, including hours of operation, planted vegetation and community programming. There is also a contact form for people to direct their questions and feedback.

“Pennrose is committed to a thoughtful participatory design process. We expect to deliver a project that both our residents and the broader community will be proud of,” said **Timothy I. Henkel, Principal and Senior Vice President at Pennrose**. “We look forward to working with our partners to accomplish our

shared mission of improving the neighborhood by providing quality affordable senior housing and beautiful community space.”

“Haven Green will not only create critical affordable senior housing, but also maintain a green, public space for the neighborhood to enjoy,” said **Karen Haycox, CEO of Habitat for Humanity New York City**. “Habitat NYC’s model is based on local residents having a stake in their communities. Through this new website, we will share information and foster an exchange of ideas with Little Italy residents to ensure the exciting plans for Haven Green reflect the people who visit and treasure it.”

“RiseBoro Community Partnership is committed to creating essential resources for the Little Italy neighborhood of Manhattan and beyond. The lack of affordable housing for seniors is a crisis we encounter each day across our diverse city. Haven Green is an exciting development that addresses the need of affordable housing for a growing senior population while maintaining a beautiful public community garden space in New York City. I couldn’t be more excited to share the launch of the Haven Green website to provide transparency and community inclusion throughout the development process,” said **Emily Kurtz, VP of Housing, RiseBoro Community Partnership**.

“With the launch of a new interactive community website and a participatory design process for the Haven Green affordable senior housing project, I look forward to hearing community input on how we can design spaces to welcome over 100 low-income seniors and the larger community in Little Italy,” said **Council Member Margaret S. Chin**. “Thank you to Habitat for Humanity NYC, RiseBoro Community Partnership, Pennrose, and SAGE for committing to community participation and collaboration. With residents joining as partners in the design process, together we can advance our shared vision for a more equitable, affordable and inclusive City right here in the heart of Little Italy.”

“SAGE is thrilled to work with Haven Green in bringing affordable, inclusive housing to the Little Italy community,” said **Michael Adams, CEO of SAGE**. “Incorporating critical programs and services with affordable, accessible housing in an LGBT-affirming environment maximizes the way in which our LGBT elders may continue to live and thrive in their city as they age.”

“LiveOn NY is thrilled to see new, quality affordable housing for seniors and community resources coming to the Little Italy area, especially given the dire housing crisis existing throughout the city,” stated **Allison Nickerson, Executive Director of LiveOn NY**. “We are incredibly thankful for our local champion, Council Member Margaret Chin, and the strong partners in this collaboration, including our members RiseBoro Community Partners and SAGE, each of whom has worked tirelessly to ensure that this opportunity best meets the needs of the future tenants and the community-at-large.”

The development will be built to Passive House standards, resulting in lower utility bills and contributing to the sustainability and health of the city. The building and the public open space is also designed to manage and reuse storm water through the use of permeable surfaces covering the majority of the open space and a rooftop rainwater harvesting system. The project will provide multiple community services, as well as serving as Habitat NYC’s new headquarters.

For more information about Haven Green, its partners, supporters, vision statement, and opportunities to get involved, please visit www.havengreencommunity.nyc.

#####

About Penrose LLC

With over 40 years' experience as one of the largest providers of affordable housing in the United States and specialized experience in housing for seniors, Penrose combines quality development and proven management to deliver exceptional lifestyle-centered homes that support and improve lives. For more information, visit Penrose.com.

About Habitat for Humanity New York City

Habitat for Humanity New York City transforms lives and communities by building affordable homes with families in need - and by uniting all New Yorkers around the cause of affordable housing. With the help of thousands of volunteers each year, Habitat NYC builds and preserves homes for families across the five boroughs. Learn more at www.HabitatNYC.org and connect with us on [Facebook](#) or follow us on [Twitter](#) and [Instagram](#) at @HabitatNYC.

About RiseBoro Community Partners

Since 1973, RiseBoro Community Partnership has offered services designed to support every generation and meet the needs of communities. Our unique model of holistic community, revitalization works by developing neighborhood assets, like affordable housing, to create the foundation for a more vibrant and diverse community. We build upon this foundation with programs designed to connect people to resources to help everyone in the community thrive, especially our most vulnerable populations. This inclusive approach helps unleash the potential of the community and ensures that nobody is left behind in times of growth. Please visit riseboro.org for more information about each of our divisions and programs. Follow us on [Facebook](#), [Twitter](#), or [Instagram](#) to stay abreast of updated information, events, and news.