

NYS Downtown Revitalization Initiative (DRI)

LIC Local Planning Committee

Meeting #1



NEW YORK
STATE OF
OPPORTUNITY.

Department
of State

Downtown
Revitalization
Initiative

NYS Department of State | Office of Planning, Development & Community Infrastructure

SILVERCUP
STUDIOS

RAVEL

AGENDA

1. Welcome

- Introductions
- Roles and Responsibilities
- Scheduling
- Code of Conduct

2. DRI Program Overview and Process

3. Successful Downtowns & DRI in NYC

4. Public Engagement

5. Next Steps

6. Public Comment

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Committee for your
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LIC LOCAL PLANNING COMMITTEE CO-CHAIRS



Donovan Richards
Queens Borough President



Thomas Grech
President & CEO,
Queens Chamber of Commerce

LIC LOCAL PLANNING COMMITTEE

Donovan Richards, QBP

Kenneth Adams, LaGuardia

Patricia Boccato, Dutch Kills Bar

Cynthia Davis, The Floating Hospital

Ellen Day, Brickhouse Ceramic Studio

Patricia Dunphy, Rockrose

Justin Ginsburgh, JetBlue

Lee Gonzalez, The Local

Kenny Greenberg, Krypton Neon

Christopher Hanway, Jacob Riis Settlement

Thomas Grech, REDC & Queens Chamber

Corrine Haynes, Queensbridge TA

Prameet Kumar, Resident

Molly Kurzius, MOMA PS1

Shih Lee, Sapps

Shelia Lewandowski, Chocolate Factory

Elliot Park, Shine Electronics

Laura Rothrock, LICP & LIC BID

Bishop Mitchell Taylor, Urban Upbound

Frank Wu, Court Square Civic

STATE TEAM

NYS Department of State

- **Jeannette Rausch**, NYC DRI

Empire State Development

- **Joe Tazewell**, Regional Director
- **Reeves Hart**, Project Manager

NYS Department of Homes & Community Renewal

- **Adrian Halvorsen**, Project Manager

NYSERDA

New York State Energy Research and Development
Authority

Roles & Responsibilities:

- Lead and guide the entire DRI planning process and oversee project implementation thereafter
- Manage and assist the consultant team
- Participate in preparation and review of DRI / NYF documents
- Engage other State agencies, when needed

CONSULTANT TEAM

METROPOLITAN URBAN DESIGN WORKSHOP

- + Prime Consultant
- + Urban Design and Planning



- + Market Analysis
- + Development Feasibility and Analysis



- + Costing and Estimation

Roles & Responsibilities:

- Lead all public engagement
- Prepare program documents
- Assist LPC with identification, development, and evaluation of potential projects
- Conduct research, as necessary

LOCAL PLANNING COMMITTEE

**All Local Planning
Committee members
are required to serve and
act in the public interest
and must sign a DRI Code
of Conduct**

Roles & Responsibilities:

- Participate in LPC meetings
- Provide direction on planning efforts
- Provide feedback to consultant team and State
- Review documents
- Assist with community engagement and outreach

DRI CODE OF CONDUCT

- State provides guidelines, standards and procedures for Local Planning Committee (LPC) members to follow throughout the planning process
- LPC members **must** sign the ***DRI Code of Conduct***
- Members should use the Code of Conduct to guide service and actions while on the Local Planning Committee:

D.

**Disclose conflicts of
interest**

A.

**Act in the public
interest**

D.

**Disqualify as
necessary**

DOCUMENTING CONFLICT(S)

- Members must identify if they have a **potential conflict** at the first meeting in which the matter giving rise to the conflict is discussed.
- When a potential conflict is identified, LPC members must complete and submit a formal **Recusal Form**.
- LPC members **may not vote, or attempt to influence**, a discussion or vote on any project(s), where a potential conflict of interest exists.
- A **list of recusals** together with the recusal form completed by each recused member will be maintained for the duration of the DRI planning process.

The image shows a 'Recusal Form' template. At the top, it features logos for 'NEW YORK STATE OF OPPORTUNITY Downtown Revitalization Initiative' and 'NEW YORK STATE OF OPPORTUNITY NY Forward'. Below the logos, the title 'Recusal Form' is centered. The form includes fields for 'LPC Member Name' and 'Date', 'DRI or NYF Name', and 'Applicable Project Title(s)'. A section titled 'Reason(s) for Recusal' with the instruction '(Check all that apply.)' contains four checkbox options: 1) 'I or a relative or family member have a financial interest in the project. (Describe below.)', 2) 'I or a relative or family member have an interest as a board member, owner, officer, employee, or investor in the project sponsor. (Describe below.)', 3) 'I or a relative or family member have an interest as a board member, owner, officer, employee, or investor in a potential competitor of the project. (Describe below.)', and 4) 'Other:'. Below these options are several horizontal lines for providing a description of each conflict, with the instruction 'Please provide a description of each conflict. (Be complete and specific. Attach additional pages if necessary.)'. At the bottom, there is a line for 'Member Signature'.

DOCUMENTING CONFLICT(S)

- At the beginning of every LPC meeting the State will remind LPC members of their obligation to **act in the public interest and recuse if necessary**
- The recusal **list will be updated** at each meeting.
- At the final LPC meeting, LPC members are asked to come to consensus on a **final slate of Priority Projects** to be recommended to the state for DRI funding.
- LPC members **must recuse themselves from voting** on individual projects where a conflict of interest exists and note such on the official LPC ballot to be submitted to the State.

QUESTIONS & CLARIFICATIONS

If at any time a LPC member has a specific question regarding their situation or need advice, they may contact the **New York State Department of State Ethics Officer:**

Anais Vasquez, Ethics Counsel

(518) 948-0275

Anais.Vasquez@dos.ny.gov

- LPC members must follow the determinations made by the Ethics Officer in accordance with the Code of Conduct and other applicable laws.

LPC MONTHLY MEETINGS

| Meeting | Date | Major Milestones |
|-----------------------|---|---|
| LPC Meeting #2 | Week of June 10th | Downtown Vision & Goals; Call for Projects Opens |
| LPC Meeting #3 | Week of July 8th | SWOT Analysis Finalized; Public Realm Projects |
| LPC Meeting #4 | Week of August 5th | Project Sponsors Present (potentially virtual?) |
| LPC Meeting #5 | Week of September 9th | Project Discussions |
| LPC Meeting #6 | Week of October 7th | Priority Projects Selected |

AGENDA

1. Welcome
2. **DRI Program Overview and Process**
 - What is DRI
 - DRI Projects
 - DRI Investment Area Boundary
3. Successful Downtowns & DRI in NYC
4. Public Engagement
5. Next Steps
6. Public Comment

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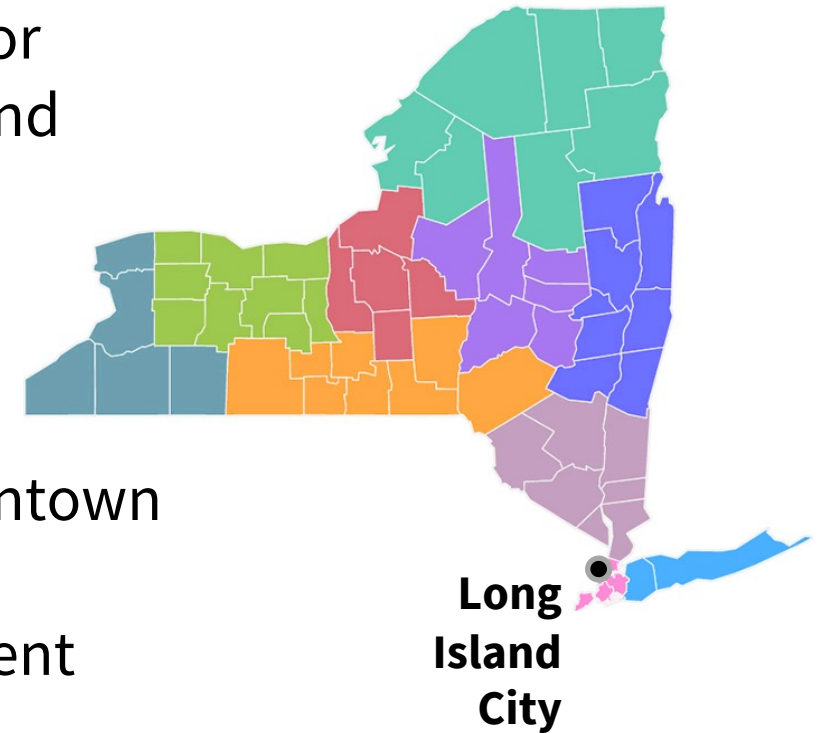
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NYS DOWNTOWN REVITALIZATION INITIATIVE – YEAR 7

Across the state, the New York State’s Downtown Revitalization Initiative (DRI) seeks to **invest in communities** that are “ripe for revitalization and have the potential to become a magnet for redevelopment, business, job creation, greater economic and housing diversity, and opportunity.”

Selection Criteria:

- Physical features that promote a livable, mixed-use downtown
- Recent or impending job growth
- Ability to leverage additional public and private investment
- Commitment from local leaders



DRI GOALS



Create an active downtown with a mix of uses



Provide enhanced public spaces that serve those of all ages and abilities



Provide diverse employment opportunities for a variety of skill sets and salary levels



Grow the local property tax base



Create diverse housing options for all income levels



Encourage the reduction of greenhouse gas emissions



Enhance downtown living and quality of life

DRI PROCESS START TO FINISH



APPLY

Fall 2023

- Communities work with respective BPs to prepare neighborhood proposals
- BPs submit up to two applications tot NYC REDC
- REDC nominates community to the State
- State announced winners



PLAN

May – November 2024

- **Local Planning Committees are established**
- **Community vision and goals are refined**
- **Projects are identified and refined**
- **LPC recommends projects to State**

YOUR FOCUS IS HERE!

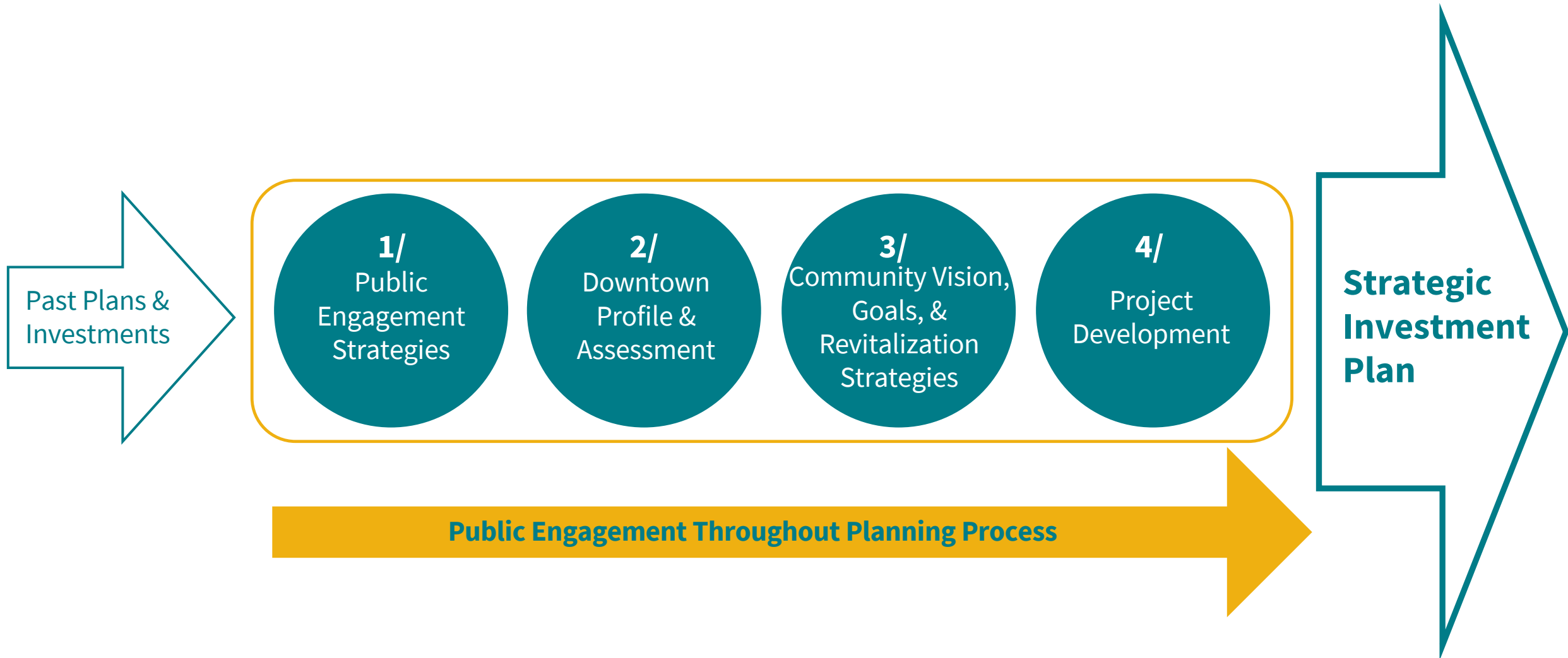


IMPLEMENT

2025 - 2030

- Final SIPs submitted to the State
- Following review State announces which Priority Projects are funded
- State executes individual project contracts
- Project Implementation within five-year window

DRI PLANNING PROCESS



GOAL OF DRI PLANNING PROCESS

- Consensus on a recommended list of **Priority Projects** for implementation
- Submission of a **Strategic Investment Plan** to the State containing recommended list of projects
- **Momentum and direction** for downtown revitalization



HOW DRI PROJECTS ARE IDENTIFIED AND SELECTED



The LPC evaluates all projects based on the DRI Program criteria and community goals. Not all solicited projects will be included in the final Strategic Investment Plan.

ELIGIBLE PROJECTS



Public Improvement Projects

- Streetscape & Pedestrian Improvements
- Complete Streets & Road Diets
- Recreational Trails
- Parks & Plazas
- Permanent Public Art
- Green Infrastructure & Waterfront Improvements



New Development and/or Rehabilitation of Existing Downtown Buildings

- Development & Redevelopment of Real Property for Mixed-use, Commercial, Residential, Not for Profit, or Public Uses.
- Development / Redevelopment should result in employment opportunities, housing choices or other community services and/or benefits



Small Project Grant Fund

A Locally-Managed Matching Small project fund (up to \$600,000)

For Small Downtown Projects, such as:

- Façade Improvements,
- Building Renovations,
- Permanent Public Art.



Branding and Marketing

Downtown Branding and Marketing Projects that Target Residents, Tourists, Investors, Developers and Visitors.

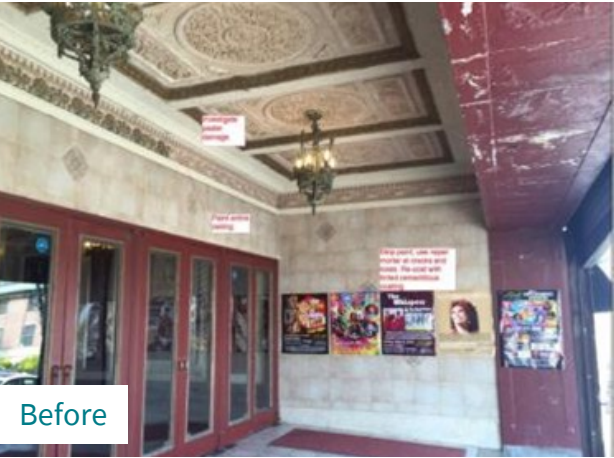
- Should Result in Physical Signs
- May include Digital/On-line/App Components

INELIGIBLE PROJECTS & ACTIVITIES

- **Planning Activities**
- **Temporary Art Projects**
- **Operations and Maintenance or Deferred Maintenance**
- **Pre-award Costs**
- **Property Acquisition**
- **Training and Other Program Expenses**
- **Expenses related to Existing Programs**

SUCCESSFUL PROJECTS IN NYC

St George Theatre | Staten Island DRI



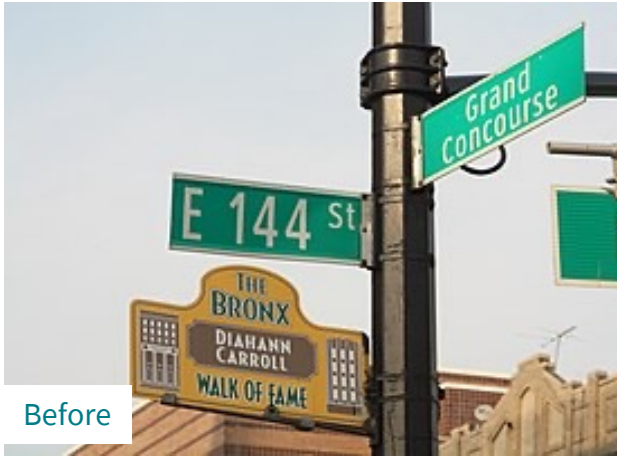
Before

Kimlau Square + | Chinatown DRI



© NYC D

Bronx Walk of Fame | Bronx DRI

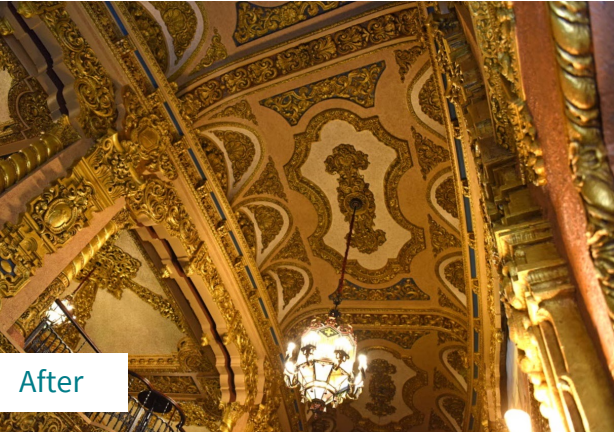


Before

Co-Working Space | Jamaica DRI



Before



After



After



After

OPEN CALL FOR PROJECTS

- The Open Call for Projects provides an opportunity for community members, property owners, and business owners to submit projects for consideration
- Submission period will be open to the public for at least 6 weeks, beginning after LPC#2 (June 2024)
- Applicants must complete a submission form with required information (will be available online and in hard copy at accessible locations)

Projects should be:

- **Ready to be implemented in the near-term**
- **Transformational**
- **Feasible**

PROJECT DEVELOPMENT & EVALUATION

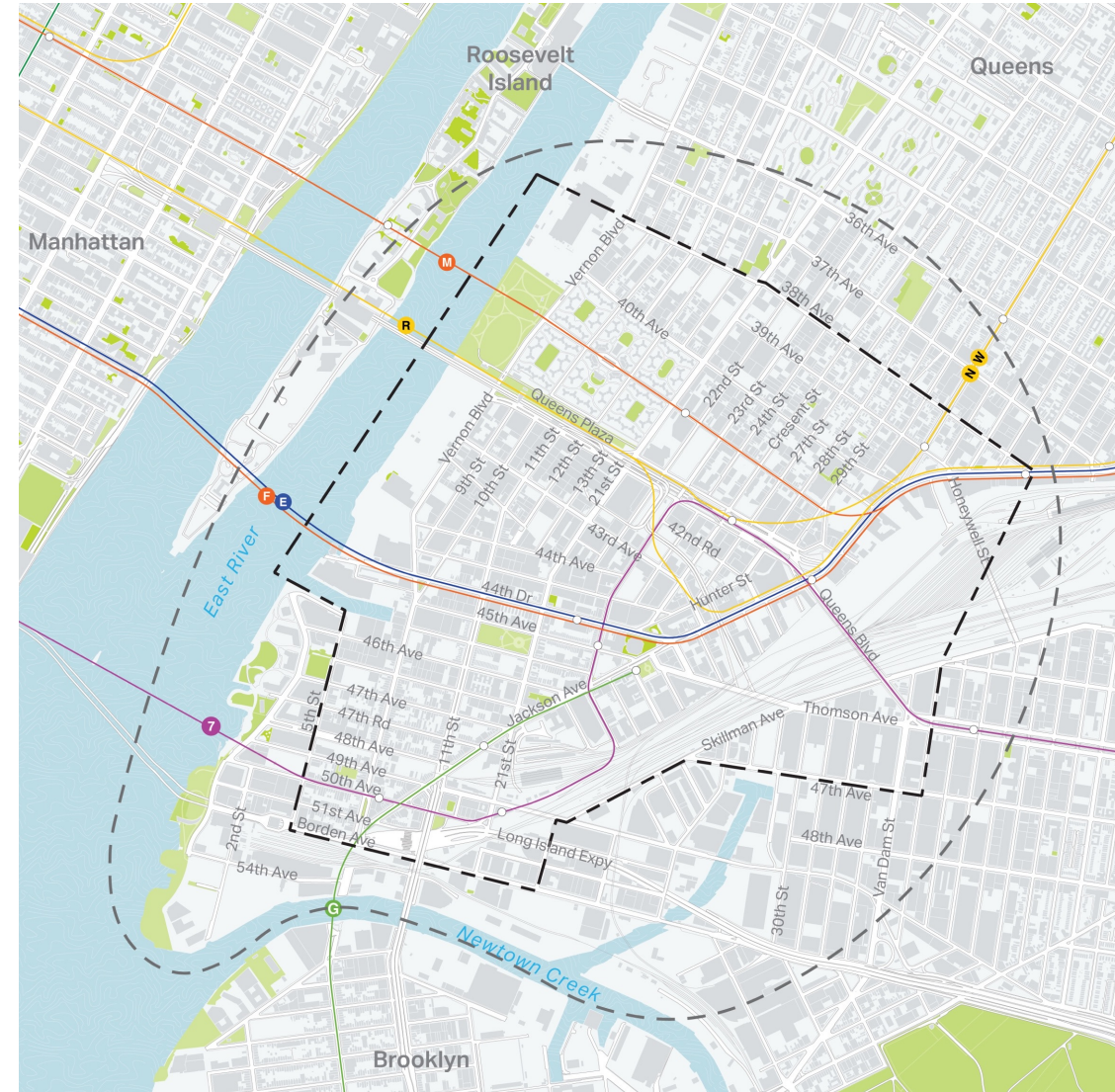
- Is the **Project Eligible**?
- Does it **Align** with **Local & State Goals**?
- Will the Project **Advance the Community's Downtown Vision**?
- Will the Project have a **Transformative** and/or **Catalytic** impact?
- Does the Project **Leverage** additional **Public** and/or **Private Investment**?
- Are the non-DRI **Funds Secured**? Is bridge financing available?
- Does the Sponsor have the **Capacity** to implement the Project?
- Does the Sponsor have **Site Control**?
- Are the **Cost Reasonable** and is this a **Cost Effective** use of public funds?
- Can the Project **Begin** after contracting and be **Completed within 5 Years**?

LESSONS FROM PAST DRIs

- DRI cannot fund everything – focus on projects that will have a **visible and immediate impact**
- Scattered funding may provide support to multiple areas but often results in limited impact or effectiveness as resources are spread thinly, while **concentrated investments** at specific locations can achieve targeted outcomes.
- Local **City Agency Coordination** is key for project implementation and thus we need early coordination and buy in
- Projects that **build on existing investments** increase their potential for success
- Leverage **private interest and investment**

DRI INVESTMENT AREA (DRAFT BOUNDARY)

- The draft DRI Investment Area boundary is established as part of the application process
- The DRI Investment Area should focus on core downtown local business shopping, and cultural corridors as well as major community landmarks
- Once the Call for Projects closes, the LPC establishes the final DRI Investment Area boundaries.
- DRI funds can only be used for projects with the DRI Investment Area



AGENDA

1. Welcome
2. DRI Program Overview and Process
- 3. Successful Downtowns & DRI in NYC**
 - Key Characteristics
 - Lessons from Past DRIs
 - Successful Projects
4. Public Engagement
5. Next Steps
6. Public Comment

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KEY ELEMENTS OF SUCCESSFUL DOWNTOWNS

Walkability

Safe and inviting sidewalks, wayfinding, pedestrian connections between neighborhood destinations, diverse mix of neighborhood retail and entertainment

Community Gathering Space

Flexible space for sitting, people watching, and special events, and a network of open spaces that contribute to a sense of place and belonging

Business Diversity

A mix of local and regional businesses, goods, services, and experiences that create vibrancy and economic resiliency



KEY ELEMENTS OF SUCCESSFUL DOWNTOWNS

Identity and Civic Pride

Visible artworks, sites, streets, and events that showcase the downtown's unique history, culture, art, and people

Mix of Housing Types

Range of housing options, income levels, and household sizes support a mix of local businesses and services and signify all are welcome

Safety and Cleanliness

Perception that the community cares and invite people to spend time downtown



Downtown LIC

Tell us about your Downtown:

- What makes the Long Island City DRI area unique? What are its core strengths and assets?
- What needs to change / improve / happen for the Long Island City DRI area to better support economic development and its users?



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1. Welcome
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- 4. Public Engagement**
 - Why Important
 - Methods, Tools & Opportunities
 - Scheduling
5. Next Steps
6. Public Comment

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PUBLIC ENGAGEMENT

- DRI strives to be an **open** and **transparent** community **process**
- There are **many opportunities** for the public to be involved
- We seek involvement **throughout the DRI process**
- Outreach activities are **specific to each community's needs** and encourage participation from a broad and diverse population



PUBLIC ENGAGEMENT

- Helps to craft / refine the **downtown's vision, goals, and strategies**
- Input on understanding community **strengths, needs, and opportunities**
- Provide **feedback on proposed projects** and transformative potential in downtown



FIRST LPC PUBLIC WORKSHOP

- LIC Springs 2024 Tabling Event
- Launch a Community Survey
- Preferred Date and Venue for first public workshop

| Meeting | Date |
|-------------------------|---------------|
| Local Outreach Event #1 | May 18th |
| Public Workshop #1 | June |
| Local Outreach Event #2 | July |
| Public Workshop #2 | Mid September |



PUBLIC ENGAGEMENT STRATEGIES & OPPORTUNITIES IN LIC

1. Who are the stakeholders, constituent groups, and hard to reach populations to engage?

Business owners, community groups, institutions, hospital, residents.

2. What outreach methods and messaging have worked in the past?

Public workshops, project website, stakeholder roundtables, surveys, community events.

3. How can the LPC help reach a wider audience?

Flyers, promotional blurb for emails / social media, QR code for website.

4. What are the most popular neighborhood events coming up?

LIC Springs, MoMA PS1 Warm up, Live at the Gantries, others?

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- 5. Next Steps**
 - Recent Plans & Investments
 - Visit & Share LIC DRI Website
 - Spread the word about the Call for Projects
 - Sign Code of Conduct
 - Next Meeting Agenda
6. Public Comment

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RECENT PLANS & INVESTMENTS

Western Queens Transportation Study (2014)

- Aims to enhance transportation in LIC, Ravenswood, and Astoria, suggesting improvements like transit services and traffic calming measures.

Long Island City Comprehensive Plan (2016)

- Seeks to understand and promote growth in LIC amidst challenges like affordable space scarcity, recommending strategies such as refining incentives and enhancing transportation.

Long Island City Life Science Feasibility Study (2018)

- Outlines opportunities for developing a life sciences sector, including addressing financing gaps and expanding workforce development

Sunnyside Yard Master Plan (2020)

- Envisions Sunnyside Yard as a regional rail hub with housing and open space.

LIC Waterfront Design Guidelines (2020)

- Aim to foster a mix of uses and enhance public access to the waterfront.

Long Island City Mixed Used District Study (2020)

- Examines real estate and workforce aspects, emphasizing mixed-use districts' importance for recovery and inclusive growth.

LIC Neighborhood Plan (Current)

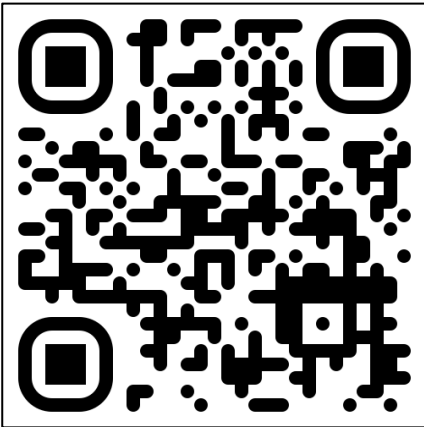
- Focuses on economic development, arts/culture, housing, and waterfront resiliency, addressing challenges like affordability.

Reimagine Ravenswood (Current)

- Aims to transform the Ravenswood Generating Station into a renewable energy hub, evaluating the community and developing strategies for economic development and workforce planning.

LIC DRI WEBSITE

- Visit www.licdri.com
- Reach out via email at licdri2024@gmail.com



A screenshot of a web browser displaying the homepage of the Long Island City Downtown Revitalization Initiative. The browser's address bar shows the URL '318302.cargo.site'. The navigation menu includes 'Home', 'Process', 'Meetings', 'Projects', and 'Contact'. The main heading is 'Long Island City Downtown Revitalization Initiative'. Below the heading are three images: a view of the Queensboro Bridge and city skyline, a group of people at a community event, and a street view of a city block. Each image has a credit line below it: 'Image Credit: Julienne-Schaer', 'Image Credit: LIC Partnership', and 'Image Credit: MoMA PS1'. At the bottom, there is a blue banner with the text 'Latest Announcements' and 'LIC Meeting #1'.

SPREAD THE WORD

- **LIC Springs 2024**
Tabling Event
- Share the **www.licdri.com** website with your communication channels
- Call for Projects coming soon!



NEXT LPC MEETING: JUNE

- Recap from Local Outreach Event #1
- Discussion of Key Strengths and Challenges of Community
- Develop Draft Vision & Goals
- Open Call for Projects
- Planning for Public Workshop #1

**Program resources can be found
at:**

DRI

**[https://www.ny.gov/programs/
downtown-revitalization-
initiative](https://www.ny.gov/programs/downtown-revitalization-initiative)**

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Thank you



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PLEASE SIGN CODE OF CONDUCT