

LPC Meeting #2

Long Island City Downtown Revitalization Initiative



Department
of State



Downtown
Revitalization
Initiative

MUD Workshop | HR&A Advisors | Sherpa Consulting

Agenda

- 01 Welcome and Updates
- 02 Public Engagement Update
- 03 Draft Vision & Goals Workshop
 - Key Technical Observations
 - Community Input
- 04 Open Call for Projects
- 05 Next Steps
- 06 Public Comment

LPC Roll Call

Donovan Richards, Queens Borough President

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

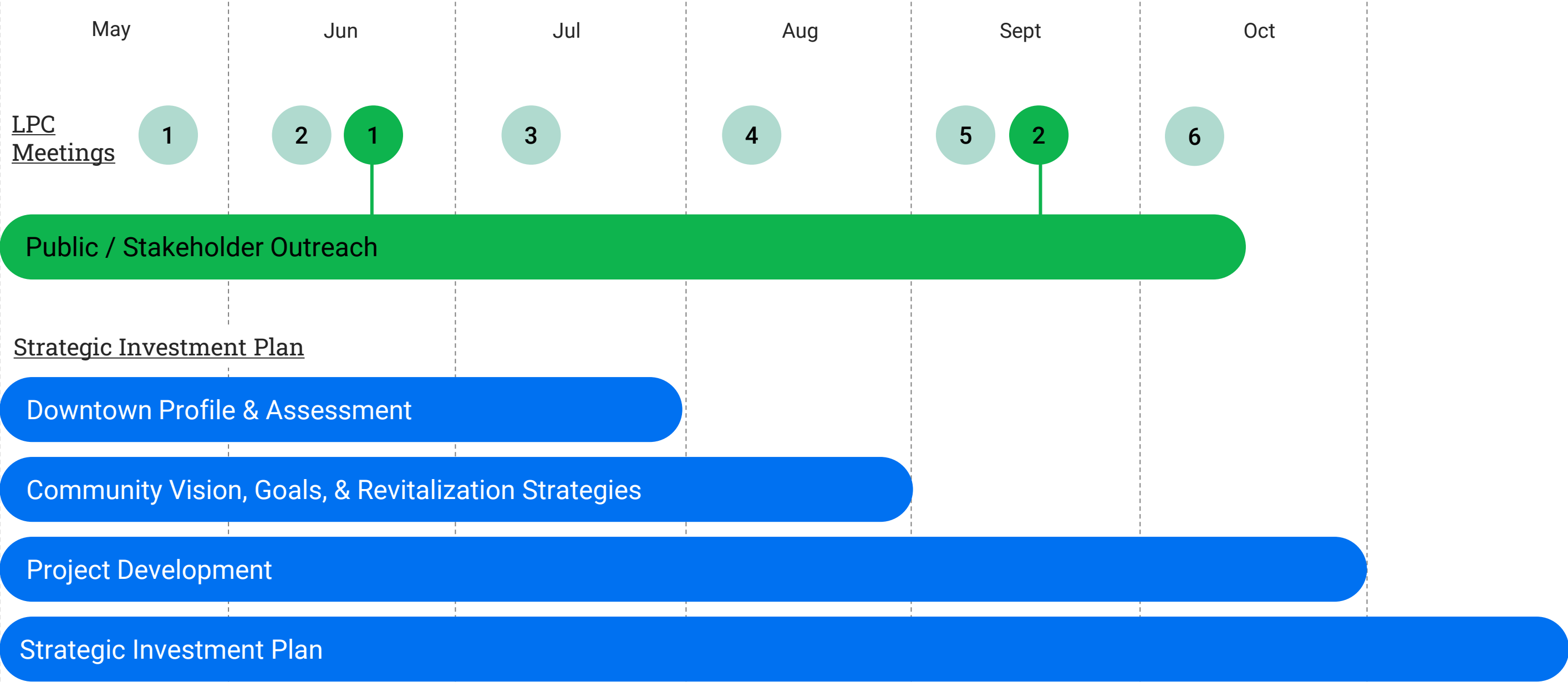
Bishop Mitchell Taylor, Urban Upbound

DRI Code of Conduct

- Reminder to refer to the State provided 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:



Project Timeline



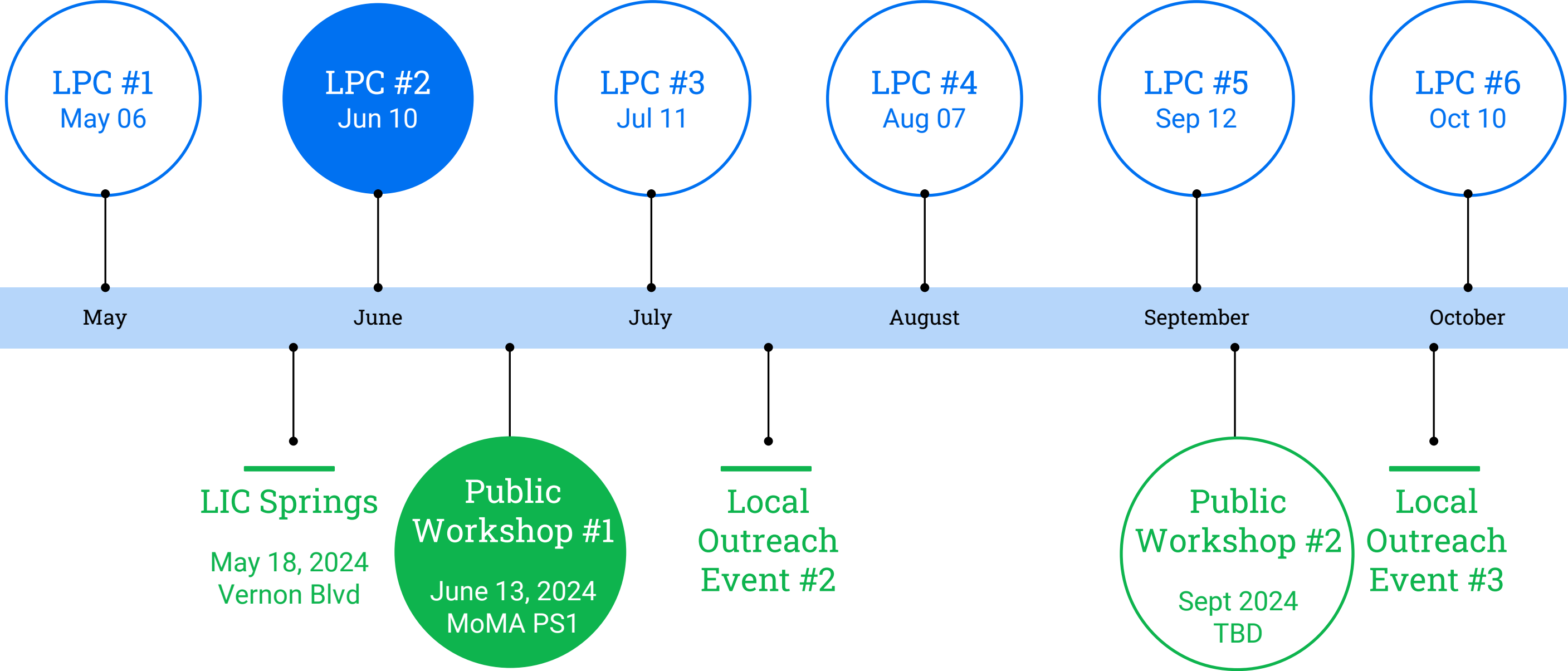
Agenda

02

Public Engagement Update

- 01 Welcome and Updates
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Engagement Timeline



COMPLETED INTERVIEWS

- Rockrose
- Shine Electronics
- MOMA PS1
- Dutch Kills Bar
- Jacob A. Riis Neighborhood Settlement
- JetBlue
- Krypton Neon
- The Local NY
- The Floating Hospital
- Urban Upbound
- Sapps
- Community Board 2
- Queensbridge Tenant Association
- Brickhouse Ceramic Art Center
- Chocolate Factory Theatre
- LaGuardia Community College
- Long Island City Partnership
- Konduit NYC
- Rockaway Brewery
- M. Wells Restaurant

ANTICIPATED INTERVIEWS

CITY / STATE AGENCIES

- NYC DOT
- NYC DPR
- MTA
- NYC DCP
- NYC EDC

STUDIOS

- Silvercup Studios
- Brooklyn Studios
- Car Stage

CBOs / SUPPORT SERVICES /

- Court Square Civic Association
- Queensbridge Tenant Association
- Western Queens Community Land Trust
- Long Island City Coalition

MERCHANTS & BUSINESSES

- Queens Chamber of Commerce

LIC Springs

LIC Springs

Saturday, May 18th, 2024,
12:00pm to 5:00pm
Vernon Blvd

Event Activities:

- Shared information about the DRI process and Call for Projects through pamphlet handouts
- Gained insights on opportunities and challenges in LIC
- Encouraged people to take the online community survey



LIC Springs – Key Takeaways

What I enjoy the most about LIC is:

- Recreation, parks, and open spaces / 24 votes
- Sense of community / 20 votes
- Central and easily accessible to other NYC areas / 18 votes

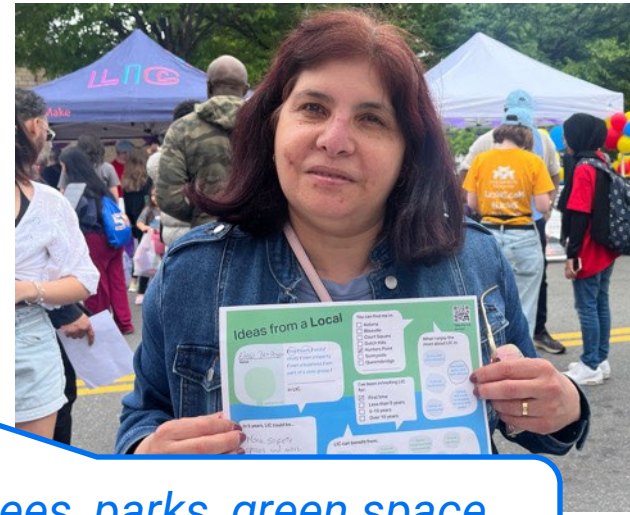
LIC can benefit from:

- Support small business / 19 votes
- Safer streets for pedestrians and cyclists / 18 votes
- Increasing affordable housing options / 17 votes
- Increase public open spaces / 17 votes

In 5 years, LIC could be...

- “A bustling cosmopolitan place where people love to hangout!”
- “Filled with parks and places for the community and families to come together”
- “A greener community with more investment into small business and public safety”





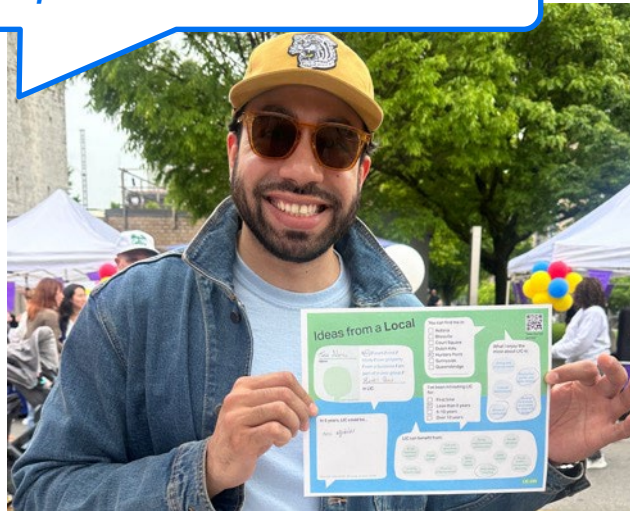
"More investments in LIC Industrial Business Zones"

"More trees, parks, green space, and benches to rest"



A place for all families

Support local mom & pop shops



Reoccurring Themes (Stakeholder Interviews)

Limited green and open spaces

Elevated transportation infrastructure and wide roadways impede pedestrian flow between neighborhoods

Diverse cultural offerings in the study area have very limited visibility

The study area has a diverse ecosystem of industries and small businesses which face displacement pressures

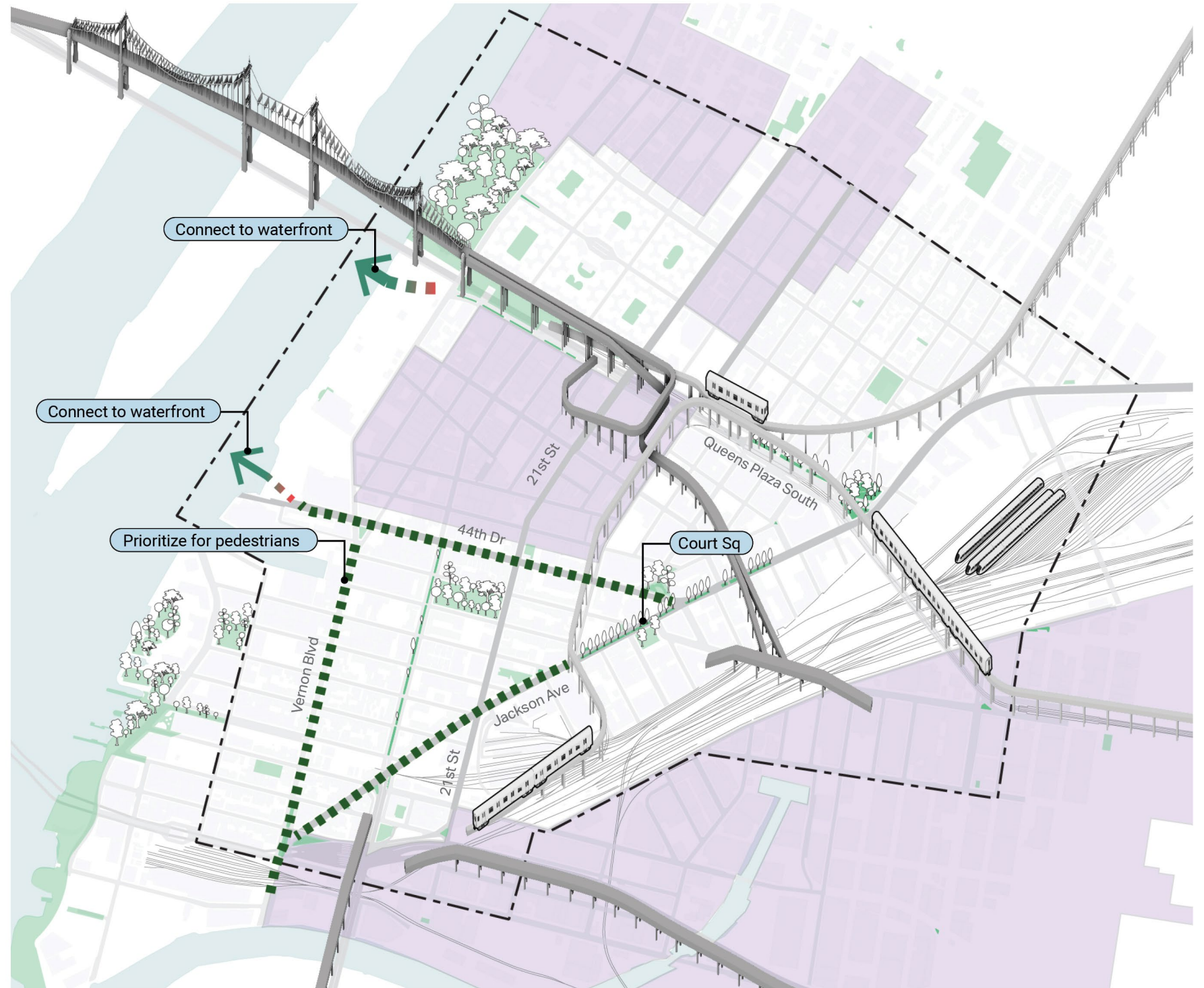
Streets within the IBZs prioritize trucks and streetscapes feature loading docks, blank walls, parking area, which conflict with pedestrian movement

Growing food and beverage businesses in the area are not readily accessible

Investments in amenities and infrastructure have not kept up with the study areas' growing populations

Reoccurring Themes (Stakeholder Interviews)

- Heavy transportation infrastructure makes navigating between different neighborhoods a challenge for pedestrians.
- The area has very limited greenery and open spaces.
- Waterfront connectivity from upland neighborhoods is limited.
- Vernon Boulevard, Jackson Avenue, 21st Street, Queens Plaza South, and 44th Drive should be considered for better interconnectivity between the study area neighborhoods and its destinations.



What did we miss?

Public Workshop #1

Thursday, June 13, 2024 [6-8pm]

MoMA PS1 / 46-01 21st St
(use entrance on 21st St)

Workshop Objectives

- Overview of DRI process and engagement opportunities
- Develop a shared community vision and goals
- Network and share contact information to stay informed and involved
- Share the online community survey to reach community members who are unable to attend in-person

What is the DRI?
New York State's Downtown Revitalization Initiative (DRI) is a cornerstone of the State's economic development program. The DRI transforms downtown neighborhoods into vibrant centers that offer a high quality of life and are magnets for redevelopment, business, job creation, and economic and housing diversity. These compact, walkable downtowns are a key ingredient to helping New York State rebuild its economy from the effects of the COVID-19 pandemic, as well as to achieving the State's bold climate goals by promoting the use of public transit and reducing dependence on private vehicles.

The DRI is led by the Department of State in partnership with the Department of Economic Development, the Department of Transportation, the Department of Environmental Conservation, the Department of Health, the Department of Labor, the Department of Parks, Recreation and Historic Preservation, the Department of Social Services, the Department of Small Business Services, the Department of State, the Department of Taxation and Finance, the Department of Urban Planning and Community Development, the Department of Veterans Affairs, the Department of Workers' Temporary Employment Services, the Department of Environmental Conservation, the Department of Health, the Department of Labor, the Department of Parks, Recreation and Historic Preservation, the Department of Social Services, the Department of Small Business Services, the Department of State, the Department of Taxation and Finance, the Department of Urban Planning and Community Development, the Department of Veterans Affairs, the Department of Workers' Temporary Employment Services.

Successful DRI Process

- A clear vision, specific in detail to your downtown
- Goals and strategies to accomplish the vision

How are DRI Projects Identified?

- 1) **Original Application:** Projects were initially identified in the Long Island City DRI application. The sponsors of these potential project opportunities completed a DRI Project Form and submitted the form to the consultant team.
- 2) **Open Call:** The Open Call for Projects is a public process that solicits projects from public, not-for-profit, and private project sponsors. Project sponsors are expected to submit a DRI Project Form detailing the project proposal.
- 3) **Public Outreach:** The information during public engagement of an existing project proposal. Projects identified to require greater early project outreach and the consultant team will incorporate the proposal into potentially viable projects.

What Types of Projects are Eligible?

- Public Improvement Projects:** streetscape and transportation improvements, wayfinding signage, plazas, public art, and other public realm projects
- New Development and/or Rehabilitation of Existing Downtown Buildings:** mixed-use, commercial, residential, not-for-profit, or public-use properties
- Small Project Fund:** locally managed matching fund to undertake smaller downtown projects such as facade enhancements and building improvements

How are Projects Selected?

The LPC will identify, review, and evaluate projects, narrowing them down to a final list. This process considers public support, community vision, goals, revitalization strategies, and local evaluation criteria, ensuring alignment with State and local project goals below:

- Well-developed and ready to proceed in the near-term and jump start DRI area reinvigoration.
- Positively impacts downtown revitalization, attracting public and private investment.

Provides secondary benefits to the community including improved neighborhood quality of life.

LIC DRI Public Workshop #1
Thursday, June 13, 6-8PM
MoMA PS1
@ 46-01 21st St
(use entrance on 21st St)

Long Island City has been awarded \$10 million for downtown revitalization!

Join us!
and help us define a shared vision and identify potential projects that would best contribute to revitalization in LIC.

Workshop Agenda:

- Welcome & Introductions
- Overview of the DRI Process
- Open House & Public Workshop
- Next Steps

Visit the project website!
www.licdri.com

Open Call for Projects
June 13 - Aug 02.
Submit project proposals for new construction, building rehabilitation, and public space improvements in Long Island City. For more information visit www.licdri.com

Got questions? Sign up for Office Hours on June 20th, 9-10am and July 25th, 12-1pm on www.licdri.com.

The DRI program is led by the NYS Department of State in partnership with Empire State Development (ESD), NYS Homes and Community Renewal (HCR), and NYSERDA.

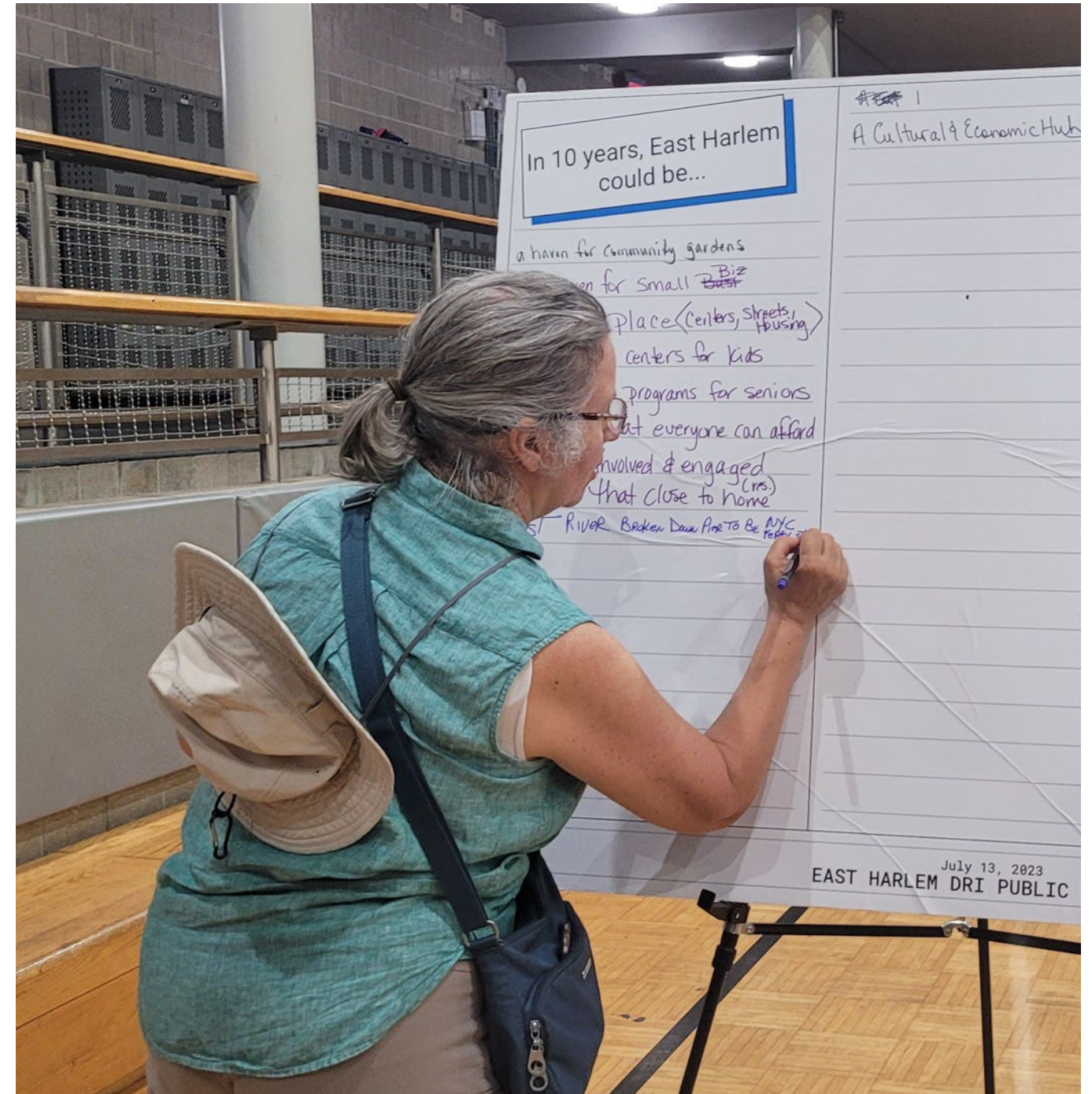
Public Workshop #1

Agenda

- Welcome
- Overview of the DRI Process
- Overview of Workshop Activities
- Public Workshop
- Next Steps

Activities

- **Visioning:** In the next 5 years, LIC could be...
- **Mapping:** Identify assets and prioritize places that need improvements
- **Buildings Shared Knowledge:** Provide specific feedback on desires, constraints, and improvements in LIC



Agenda

03

Draft Vision & Goals Workshop

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How are the Visions & Goals Formed?



What are DRI Visions, Goals and Strategies?

Vision

- Describes desired future conditions and quality of life for future generations.
- Reflects shared community desires, takes into account community input, and is representative of the entire DRI area.
- LPC reviews initial community vision and makes modifications to best reflect the unique characteristics of the DRI area.

Goals

- Established to achieve the community's vision for downtown revitalization.
- Goals are detailed, attainable, and action-oriented with measurable strategies to guide the implementation of the DRI vision.

Strategies

- Include specific actionable items and metrics for tracking project impact

Existing and Planning Investments

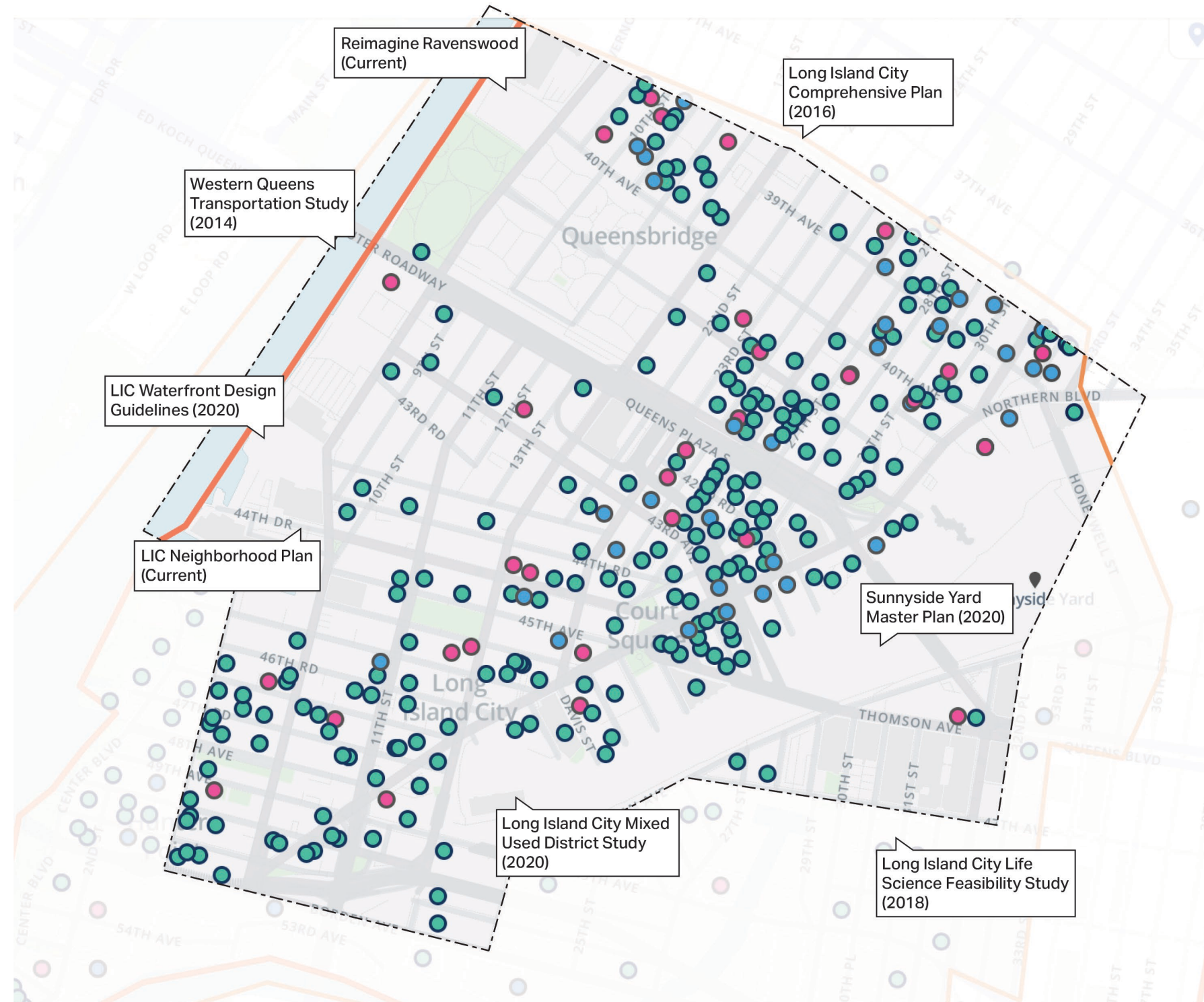
Development Activity

2000 – Current

- 266 completed projects
- 38 proposed projects
- 42 projects under constructions
- 154 completed residential developments and 23 developments under construction in the study area

Recent Plans

- Western Queens Transportation Study (2014)
- Long Island City Comprehensive Plan (2016)
- Long Island City Life Science Feasibility Study (2018)
- LIC Waterfront Design Guidelines (2020)
- Long Island City Mixed Use District Study (2020)
- Sunnyside Yard Master Plan (2020)
- Reimagine Ravenswood (Current)
- LIC Neighborhood Plan (Current)



LEGEND

Source: LICP Development Map

● Proposed Development

Key Observations

Limited Green & Open Spaces

The study area offers limited publicly accessible open spaces, with the largest ones located along the waterfront, making them difficult to reach from upland areas. While there has been a rise in new recreational offerings and amenities in the neighborhood, they are often private or require a fee to use.

Poor Pedestrian Connectivity

Major transportation infrastructure (elevated roadways and subway lines, wide roadways, and the depressed Sunnyside Yards) act as psychological and physical barriers for pedestrian movement between neighborhoods. This is exacerbated by the crisscrossing of the street grid, the industrial curbside activity, inactive ground floors, and limited pedestrian amenities.

Visibility of Cultural Offerings

The study area has a diverse range of cultural offerings that contribute to its authenticity / identity. Amidst rapid growth, many of these offerings are not visible or known to new residents and businesses moving into the area.

Oversubscribed Amenities & Infrastructure

The study area has undergone significant demographic, socio-economic and land use changes in recent years. However, investments in amenities and infrastructure have not kept pace with its growth and the community suffers from oversubscribed amenities and inadequate infrastructure.

Diverse, Resilient, but Challenging Economy

While the diversity of uses and industries in LIC enables the neighborhood to adapt to economic trends and supports a growing workforce, the high cost of real estate is shifting this mix and displacing small businesses, particularly industrial and creative businesses.

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Observation 1:

Limited Green & Open Spaces

- 1.35 acres of open space per 1,000 people compared to the Citywide of goal of 2.5 acres per 1,000 people












Source: MUD Workshop

- 6.5% is covered in tree canopy

Source: NY4P Open Space Index

- A majority of uplands LIC Study Area isn't within walking distance to one of the three open spaces

LEGEND

 Community Gardens	 Green Streets
 Parks	 Street Seats
 Playgrounds	 Private Recreational Facilities
 Plazas	 Public Recreational Facilities
 POPs	 Parking Lots/Vacant Lots
	 Industrial Business Zones



Observation 1:

Limited Green & Open Spaces

What We Heard

- Link upland neighborhoods to the waterfront through safe, walkable pathways
- Offer diverse programming in open spaces
- Expand Court Square
- Enhance Dutch Kills Green to provide an activated, inviting open space
- Reclaim parts of right of way to create new public green and open spaces
- Reclaim as much waterfront space as possible for public access and recreation

DRI Goals / Workshop

- Increase amount of publicly accessible and safe green/open spaces
- Explore the potential for green space on roofs
- Increased waterfront connectivity from the upland neighborhoods
- Reclaim waterfront stretch west of IBZ, through specific mapped streets
- Transforming underutilized spaces such as stretches under the bridge, into safe and usable public open spaces

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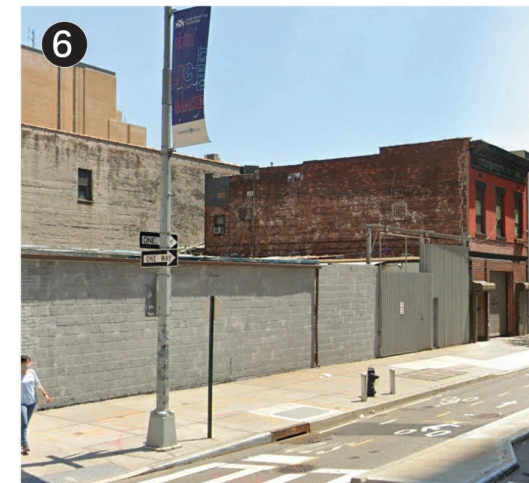
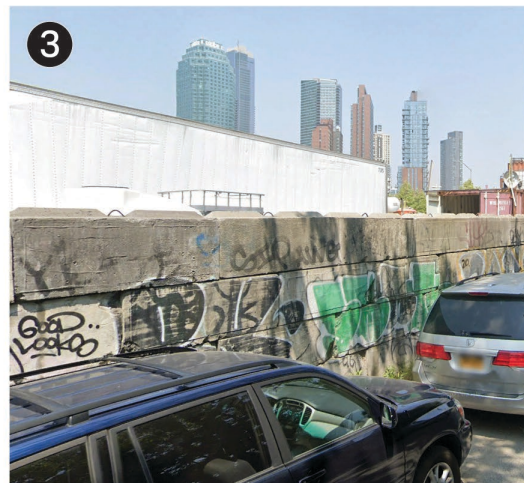
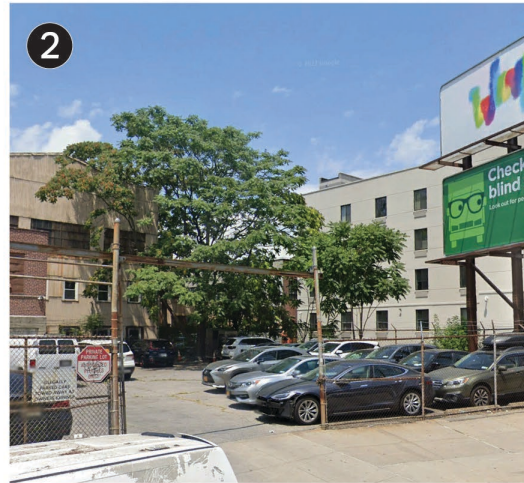
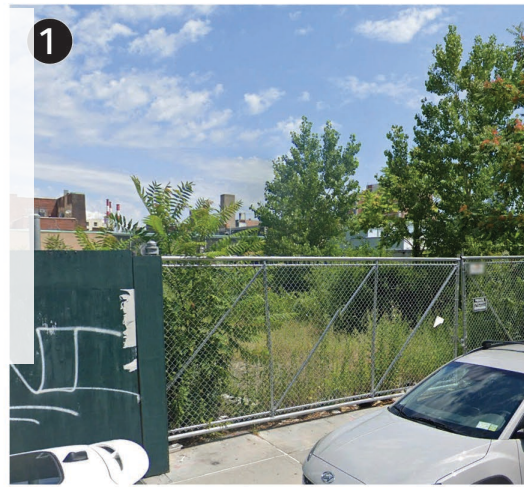
Diverse, Resilient, but Challenging Economy

While the diversity of uses and industries in LIC enables the neighborhood to adapt to economic trends and supports a growing workforce, the high cost of real estate is shifting this mix and displacing small businesses, particularly industrial and creative businesses.

Observation 2:

Poor Pedestrian Connectivity

- Streetscapes are not pedestrian-friendly in many parts of the neighborhood owing to the heavy transportation infrastructure.
- Parking on sidewalks, fences, blank walls, loading docks and trucks make industrial areas particularly challenging.
- Jackson Avenue, Queens Plaza, and 44th Drive were top priorities for improving connections between neighborhoods.



Observation 2:

Poor Pedestrian Connectivity

- The building use map shows a number of factories and warehouse uses (purple).

LEGEND

Residential

- Multi-Unit Elevator Buildings
- Multi-Unit Walkup Buildings
- 1-2 Buildings

Commercial

- Hotels
- Office Buildings
- Retail

Public Facilities

- Miscellaneous
- Government Facilities
- Educational Facilities

Mixed-Use

- Mixed Use Condos
- Residential/Retail
- Residential/Commercial

Industrial/Manufacturing

- Warehouses
- Factories
- Hospitals
- Religious Facilities
- Asylums and Homes

Transportation/Utilities

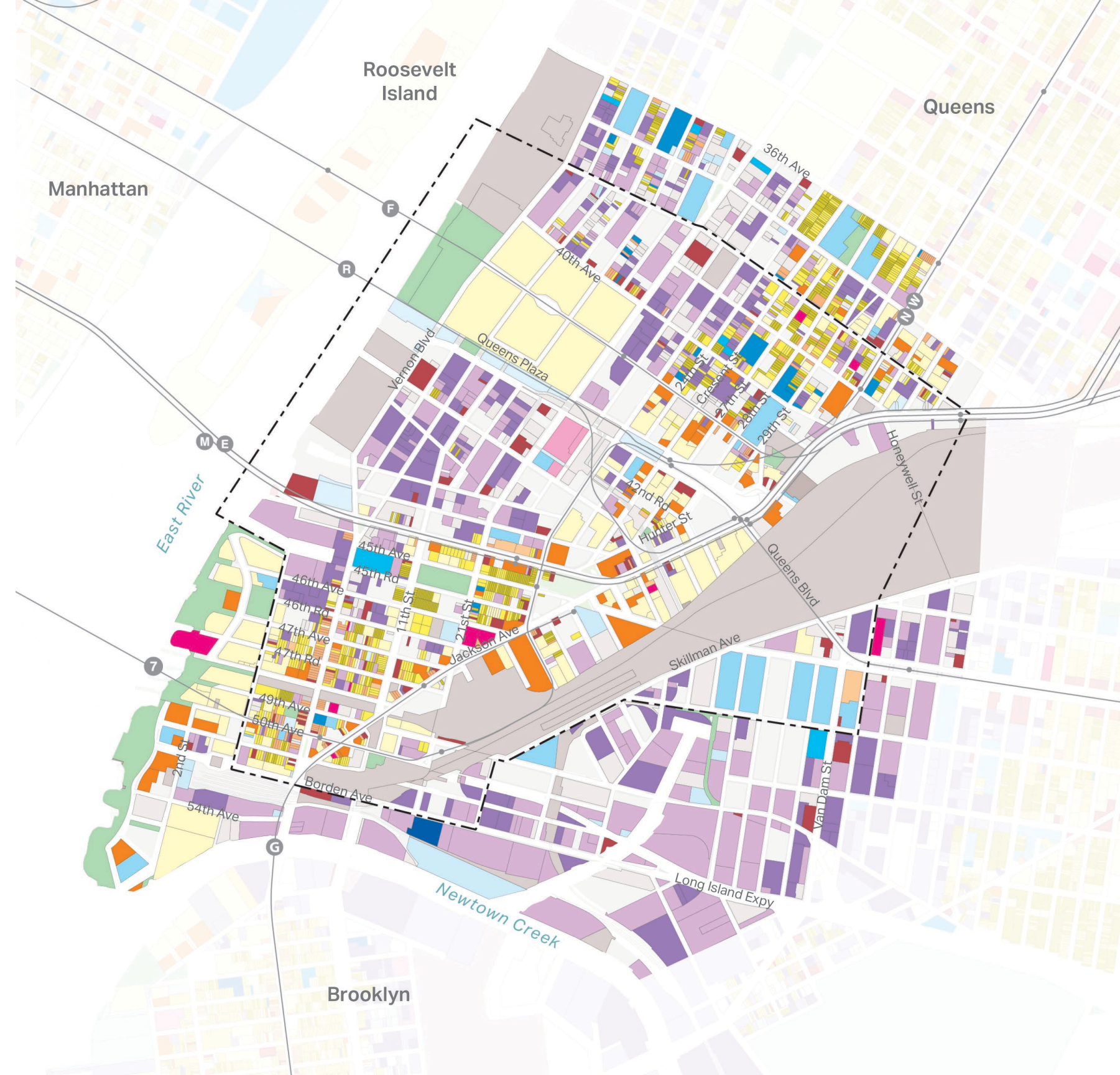
- Garages
- Utilities
- Transportation

Cultural Facilities

- Theaters
- Cultural Facilities

Open Space

- Parks/Plazas
- Vacant Land



Observation 2:

Poor Pedestrian Connectivity

- Loading docks, truck deliveries, blank opaque walls, and limited public transit connection within and around IBZs make a tough pedestrian environment.

LEGEND

Residential

- Multi-Unit Elevator Buildings
- Multi-Unit Walkup Buildings
- 1-2 Buildings

Commercial

- Hotels
- Office Buildings
- Retail

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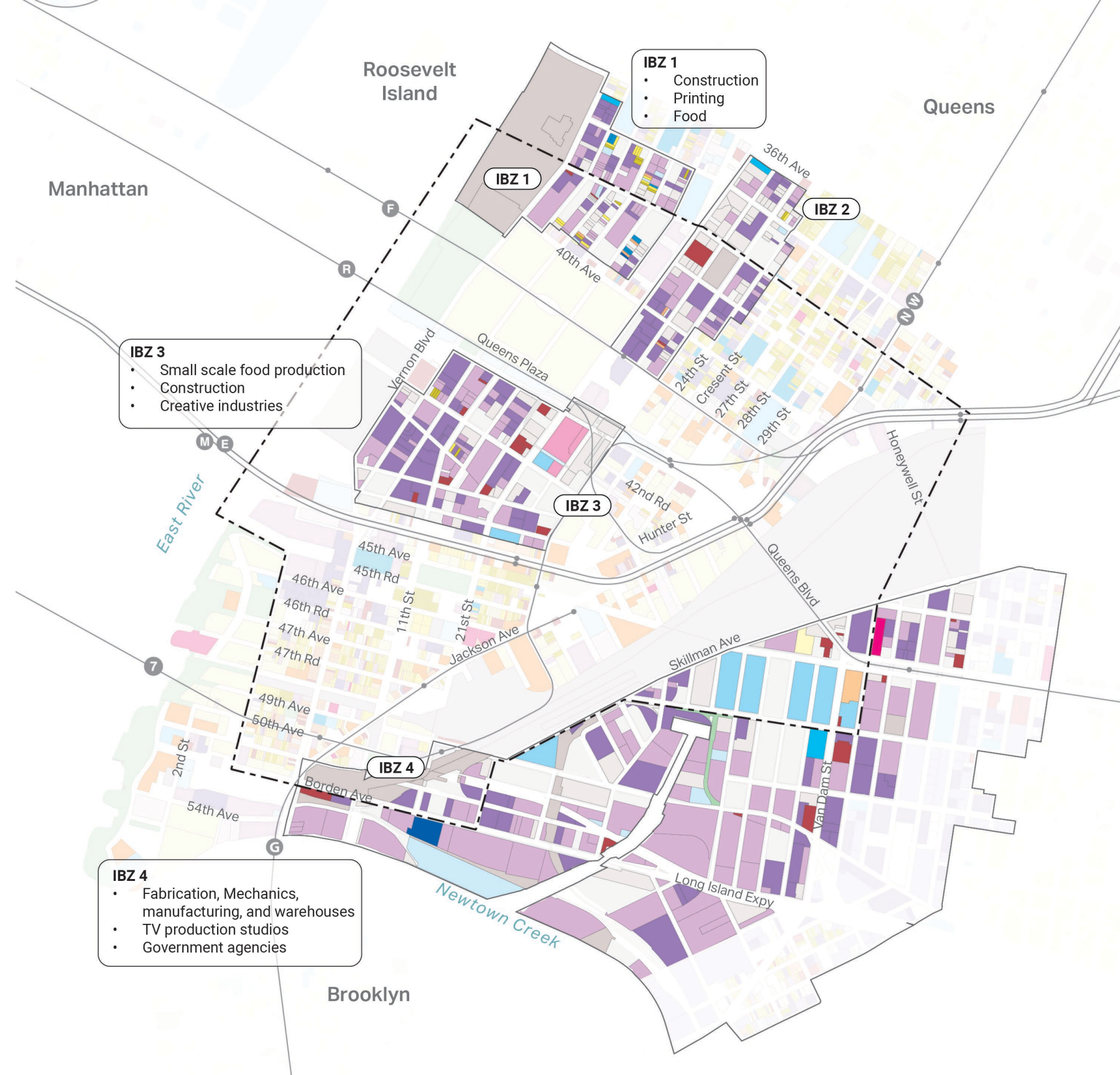
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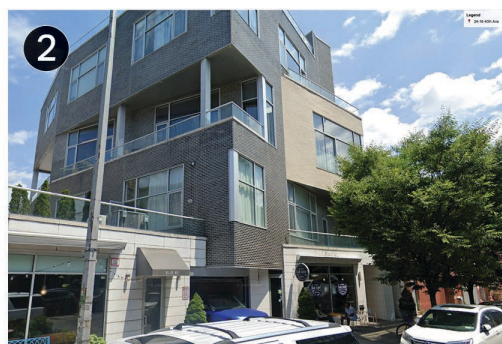
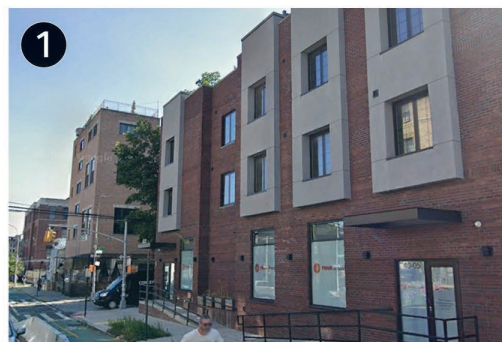
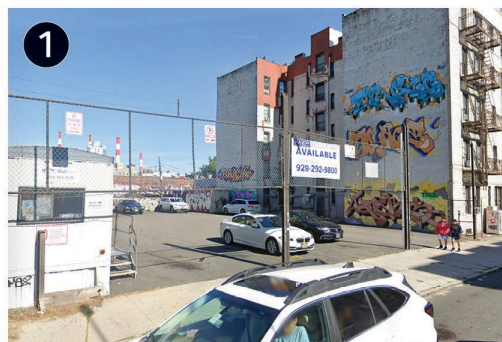
Open Space

- Parks/Plazas
- Vacant Land



Observation 2:

Poor Pedestrian Connectivity



Poor Pedestrian Connectivity

What We Heard

- Jackson Ave requires additional pedestrian crossings and traffic calming measures, given the density of residential and ground-floor retail uses.
- Transportation infrastructure, particularly around Queens Plaza, remain challenging for pedestrians to navigate.
- There is an opportunity to improve east-west connections to the waterfront, such as along 44th Drive.
- There are safety concerns with regard to pedestrian routes going west from 11th Street towards the waterfront on 44th Drive

DRI Goals / Workshop

- Implement measures for increased safety on streets throughout the study area
- Increase connectivity between different nodes in the study area, with special focus on the barren treeless industrial areas
- Redesign streets and reconfigure street management to avoid conflict between pedestrians, bicyclists, parked cars and large trucks
- Explore Vernon Boulevard (north-south) and Queens Plaza South (area under the bridge) as potential connectors
- Delineate and add signage for more effective and safer pedestrian and bike paths – as seen at the Dutch Kills Greenway and in the Meatpacking District

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Diverse, Resilient, but Challenging Economy

While the diversity of uses and industries in LIC enables the neighborhood to adapt to economic trends and supports a growing workforce, the high cost of real estate is shifting this mix and displacing small businesses, particularly industrial and creative businesses.

Observation 3:

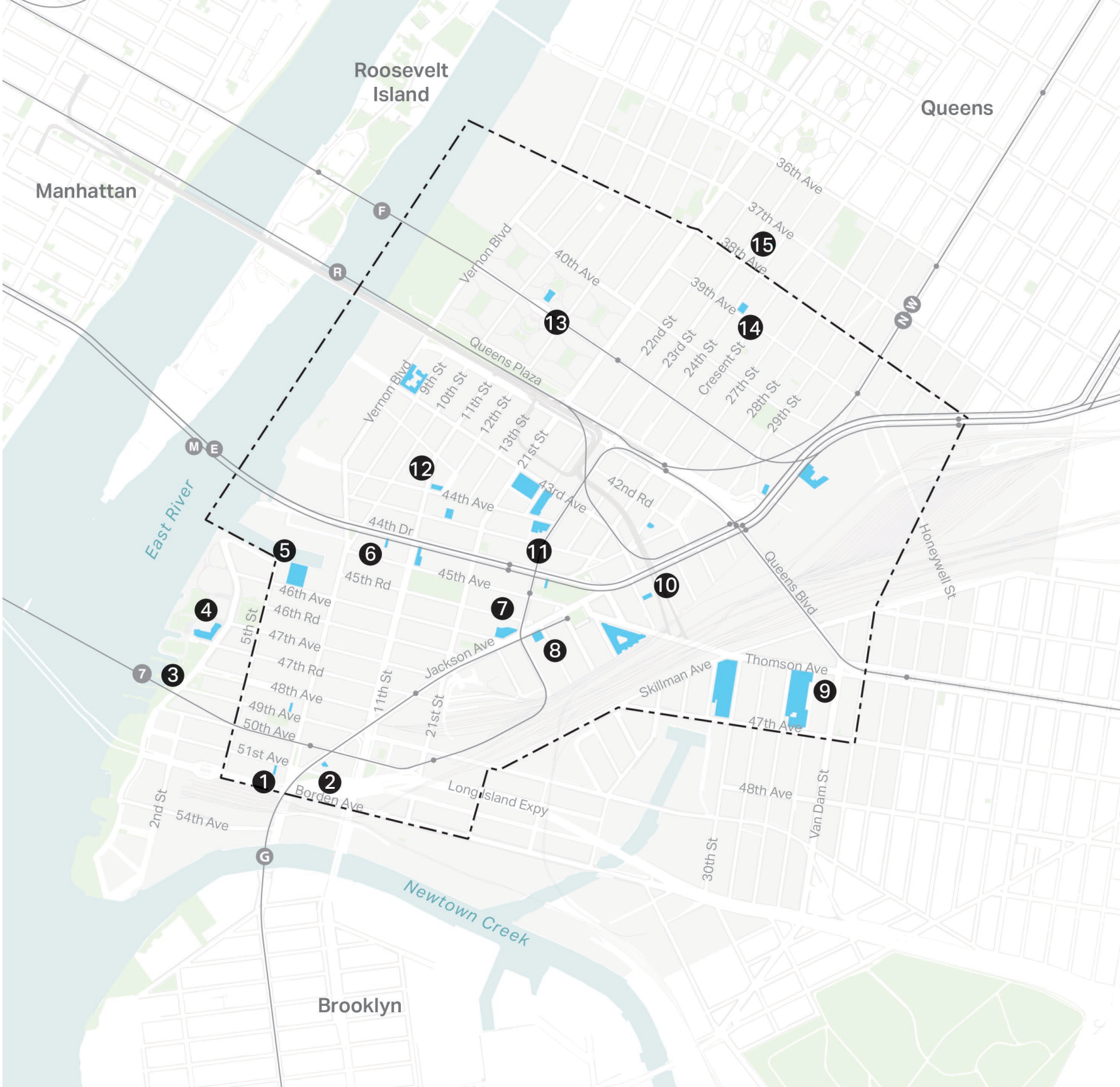
Visibility of Cultural Amenities

KEY

- ① 5-50 Gallery
- ② New York Irish Center
- ③ Live at the Gantries
- ④ Hunters Point Library
- ⑤ Culture Lab LIC
- ⑥ BrickHouse Ceramic Art Center
- ⑦ MoMA PS1
- ⑧ Museum of Urban Arts
- ⑨ LaGuardia Performing Arts
- ⑩ SculptureCenter
- ⑪ Astoria Performing Arts Center
- ⑫ Art Strong NYC
- ⑬ Jacob Riis Settlement
- ⑭ The Chocolate Factory Theater
- ⑮ Green Space

LEGEND

- Libraries and Cultural Programs
- Widely Known Arts and Culture Amenities



Visibility of Cultural Amenities

What We Heard

- Strategies, projects and marketing initiatives that make LIC's diverse cultural offerings known to new residents and visitors.
- Permanent public art area with rotating murals / art / performances.
- Keeping spaces affordable for artists and working with developers to support cultural offerings that make the study area attractive.
- Additional open spaces and support for small businesses.

DRI Goals

- Increase discoverability of cultural spaces that are located within industrial buildings, potentially through the use of wayfinding measures, signage and marketing brochures
- Create a culture walk connecting 'known' landmarks and undiscovered spots within the study area
- Explore the option of putting public art on blank facades and spaces (public/private) on a rotating or permanent basis to increase visibility
- Connect transit nodes to cultural spaces through advertising, signage and maps

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Observation 4:

Oversubscribed Amenities & Infrastructure

Compared to Queens and the city overall, study area residents are on an average:

- **Younger:** 37% of residents are aged 18 to 34 years, compared to 23% in Queens and 26% citywide.
- **Less likely to have or be children:** 20% of households have children, compared to 29% in Queens and 27% citywide. The average household size is 2.0 in the study area, compared to 2.9 in Queens and 2.6 citywide.
- **More highly educated:** 66% of residents (aged 25 years or older) have a Bachelor's degree or higher, compared to 35% in Queens and 40% citywide.
- **Higher earning:** 40% of households earn \$150K or more annually, compared to 23% in Queens and 25% citywide.

Note: Demographic data is based on Census data for zip codes 11101 and 11109.

Sources: U.S. Census Bureau, American Community Survey (ACS), 5-Year Estimates (5-Yr), 2018-2022;

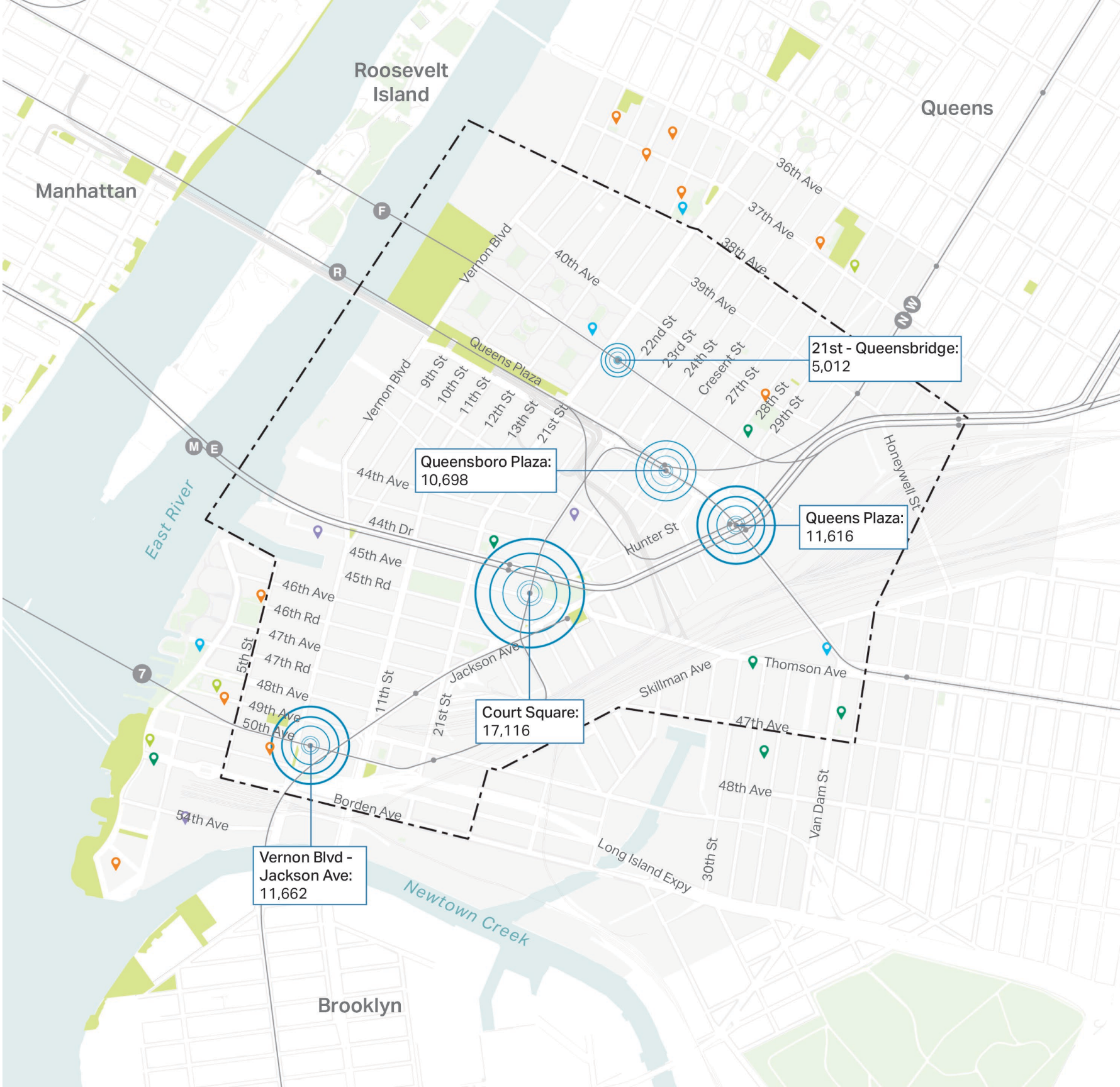
Observation 4:

Oversubscribed Amenities & Infrastructure

- Access to amenities are inequitable in the study area.
- Places where these tensions are felt the most are schools, open spaces, recreational amenities and access to services and daily conveniences.

LEGEND

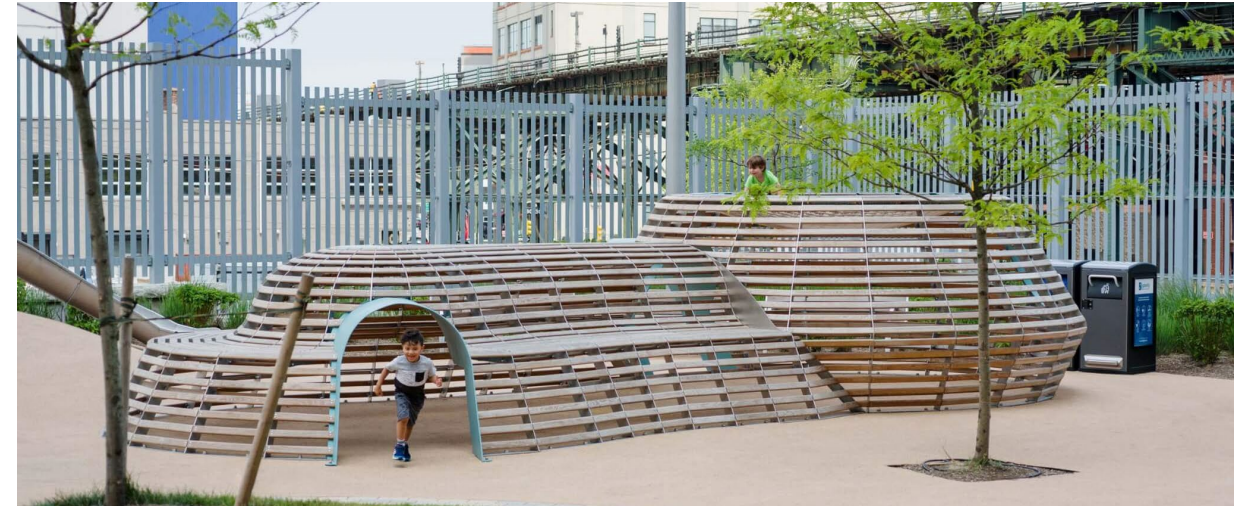
- Elementary Schools
- Middle Schools
- High School
- Upcoming Schools
- Libraries
- Subway Ridership Volumes
- Average Weekday Subway Ridership, 2023



Observation 4:

Oversubscribed Amenities & Infrastructure

- While the City and State has dedicated hundreds of millions of dollars to develop public amenities and infrastructure, particularly around the waterfront, additional public investment is needed given the rapid increase in the residential population and lack of inland connections to the waterfront.
- Many new residential developments include amenities that are accessible only to tenants and/or require fees that can exceed \$100/mo.
- Developers may play a more active role in supporting the creation of publicly accessible amenities, as demonstrated by Sven Park or the planned open space at Jackson Ave and Dutch Kills St under the ramp to the Queensboro Bridge.



Sven Park | Source: PJ Rountree/Courtesy Tri-Lox



NYC DOT El-Space and future site of open space under the Queensboro Bridge
| Source: Google Earth

Sources: Stakeholder interviews

Oversubscribed Amenities & Infrastructure

What We Heard

- Work with DOT to reclaim street right of way for new open spaces and greenery to accommodate growing population pressures
- Work with developers to add new publicly accessible open spaces and amenities in the study area
- Support projects and initiatives that add affordable housing and amenities, for existing populations

DRI Goals

- Create opportunity for more recreational spaces
- Work with property owners to use the ground floor of industrial and commercial buildings for community centric spaces
- Work with developers to add new publicly accessible open spaces and amenities in the study area
- Support projects and initiatives that add affordable housing and amenities, for existing populations
- Support the creation of outdoor recreational facilities, playgrounds and dog parks

Key Observations

Limited Green & Open Spaces

The study area offers limited publicly accessible open spaces, with the largest ones located along the waterfront, making them difficult to reach from upland areas. While there has been a rise in new recreational offerings and amenities in the neighborhood, they are often private or require a fee to use.

Poor Pedestrian Connectivity

Major transportation infrastructure (elevated roadways and subway lines, wide roadways, and the depressed Sunnyside Yards) act as psychological and physical barriers for pedestrian movement between neighborhoods. This is exacerbated by the crisscrossing of the street grid, the industrial curbside activity, inactive ground floors, and limited pedestrian amenities.

Visibility of Cultural Offerings

The study area has a diverse range of cultural offerings that contribute to its authenticity / identity. Amidst rapid growth, many of these offerings are not visible or known to new residents and businesses moving into the area.

Oversubscribed Amenities & Infrastructure

The study area has undergone significant demographic, socio-economic and land use changes in recent years. However, investments in amenities and infrastructure have not kept pace with its growth and the community suffers from oversubscribed amenities and inadequate infrastructure.

Diverse, Resilient, but Challenging Economy

While the diversity of uses and industries in LIC enables the neighborhood to adapt to economic trends and supports a growing workforce, the high cost of real estate is shifting this mix and displacing small businesses, particularly industrial and creative businesses.

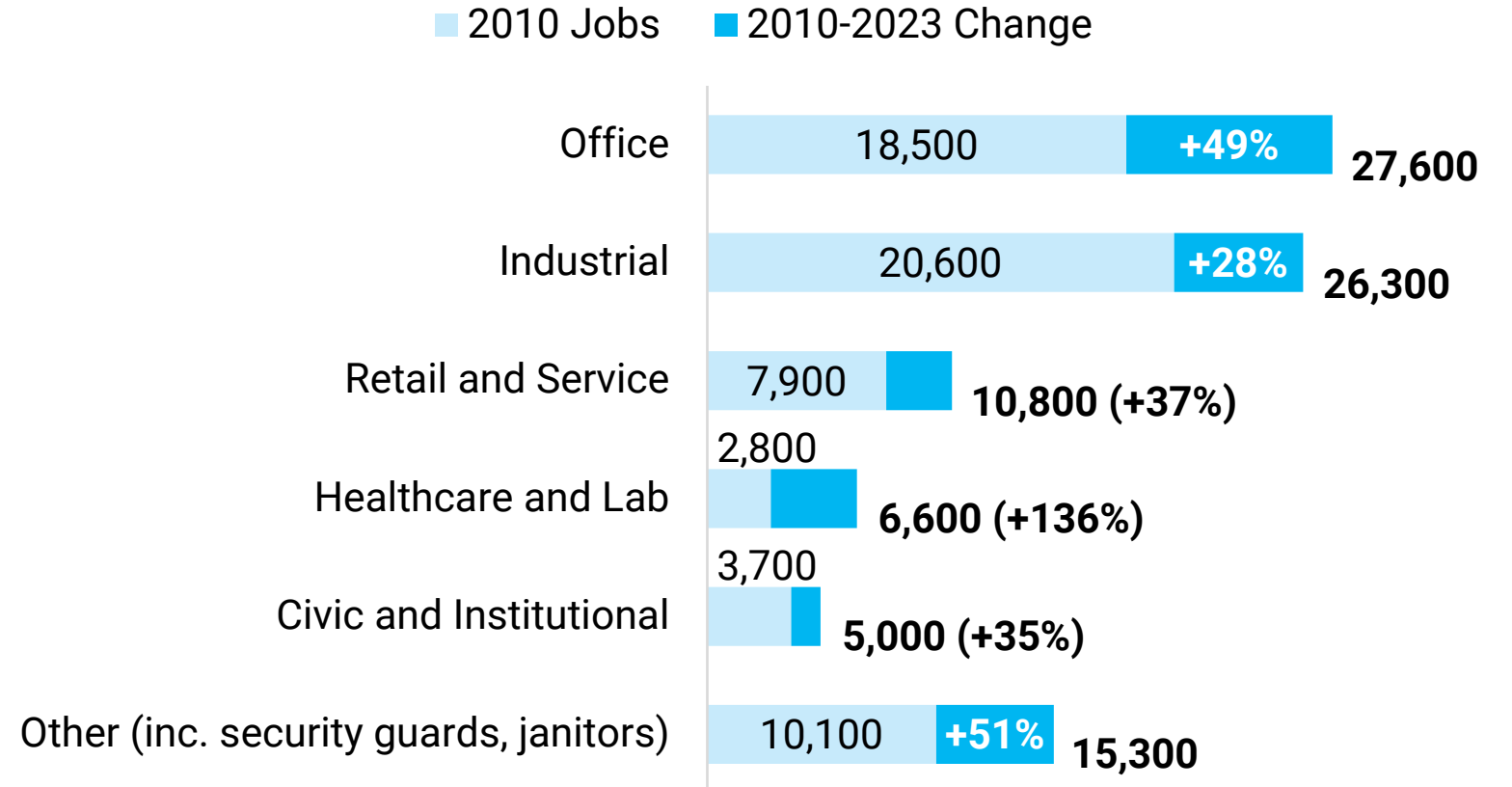
Observation 5:

Diverse, Resilient, but Challenging Local Economy

Diversity of uses enables the area to adapt to economic trends and capture economic growth

- Between 2010 and 2023, public investment catalyzed growth in the office market. The number of office-based occupations overtook the number of jobs taking place in industrial workplaces in the study area.
- Despite declines in industrial inventory, 5,700 jobs in industrial occupations (esp. construction- and warehouse-related) were added since 2010. Industrial occupations represent 29% of total jobs.
- Healthcare and lab occupations are the fastest growing in the neighborhood.

Change in Employment by Place of Work
LIC (2010, 2023)



Note: See appendix for definitions of place of work.
Sources: Lightcast, 2024

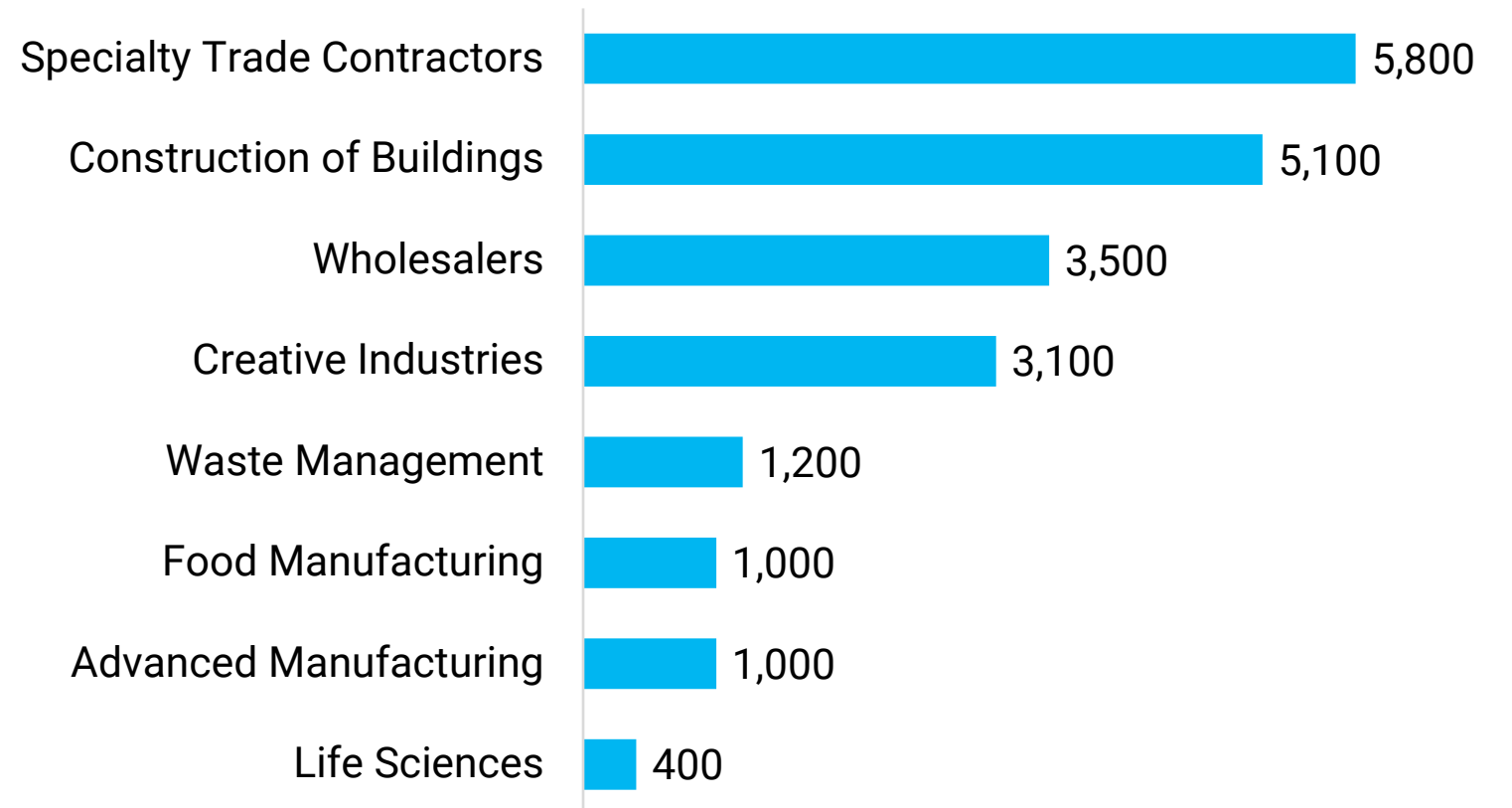
Observation 5:

Diverse, Resilient, but Challenging Local Economy

Industrial Ecosystems

- Large industrial spaces support a diversity of uses from traditional industry and advanced manufacturing to creative businesses and life sciences.
- Nearby institutions of higher education (i.e., LaGuardia Community College, Cornell Tech) support local workforce development.

Employment for Select Industrial Space-Using Sectors LIC (2023)



Note: "Creative Industries" is based on the definition provided in *The Creative Economy: Art, Culture and Creativity in New York City (2019)* report by the Office of the NYC Comptroller. Definitions for "Advanced Manufacturing" and "Life Sciences" are based on HR&A's analysis, consistent with the methodology in the *New York City Tech Ecosystem Update (2022)*. Sources: Stakeholder Interviews; Lightcast, 2024

Observation 5:

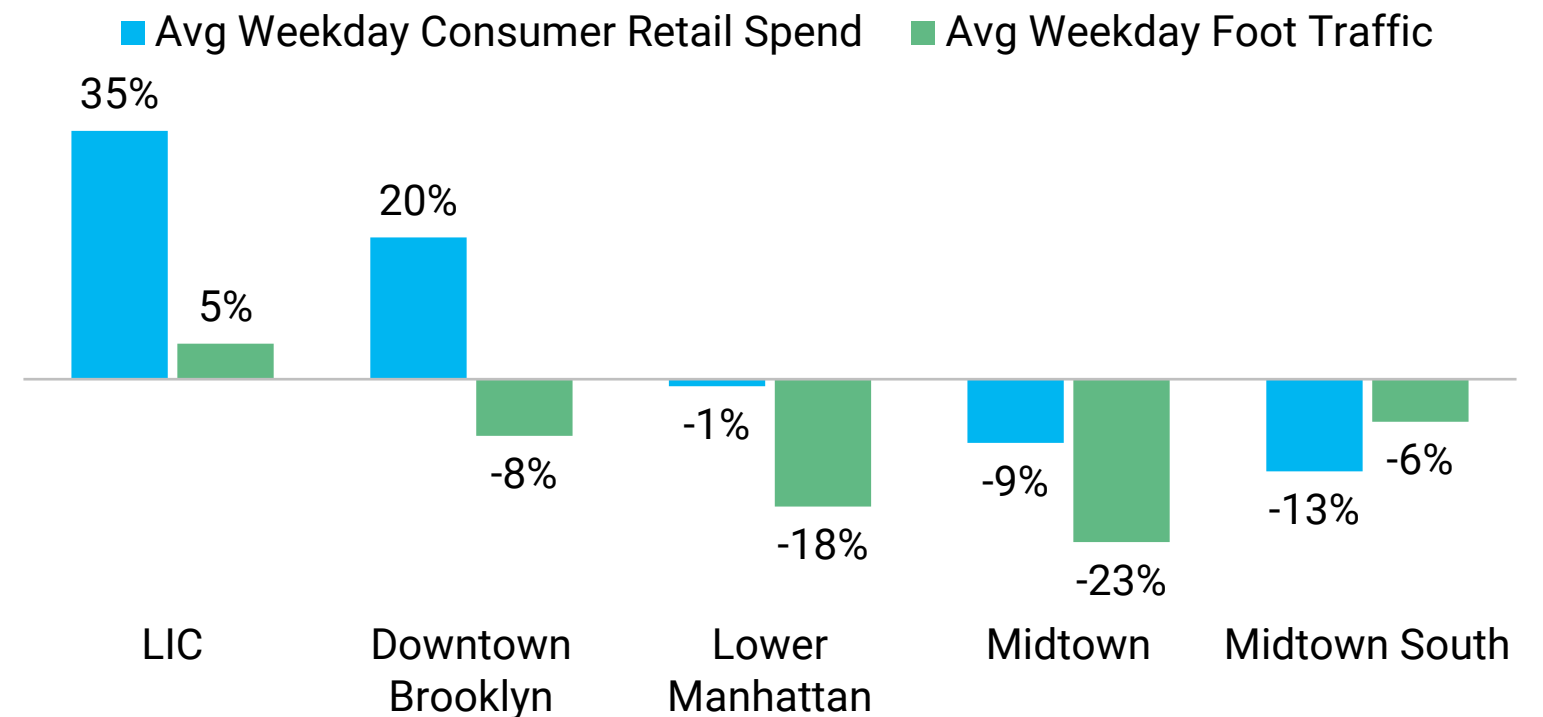
Diverse, Resilient, but Challenging Local Economy

Small Business and Retail Ecosystems

- The average weekday consumer retail spend and foot traffic in the study area is higher than pre-pandemic levels.
- As other business districts struggle to return to pre-pandemic weekday retail spending and foot traffic, the study area benefits from the unique mix of workers and residents.
- The study area's economic recovery is likely driven by the growing residential base (that work remotely) and high workplace occupancy for government and industrial businesses.

Percent Change in Avg. Weekday Consumer Retail Spending and Foot Traffic

LIC vs. Other Business Districts (2019, 2022)



Sources: *Making New York Work for Everyone Report (2022)* via Long Island City Partnershi

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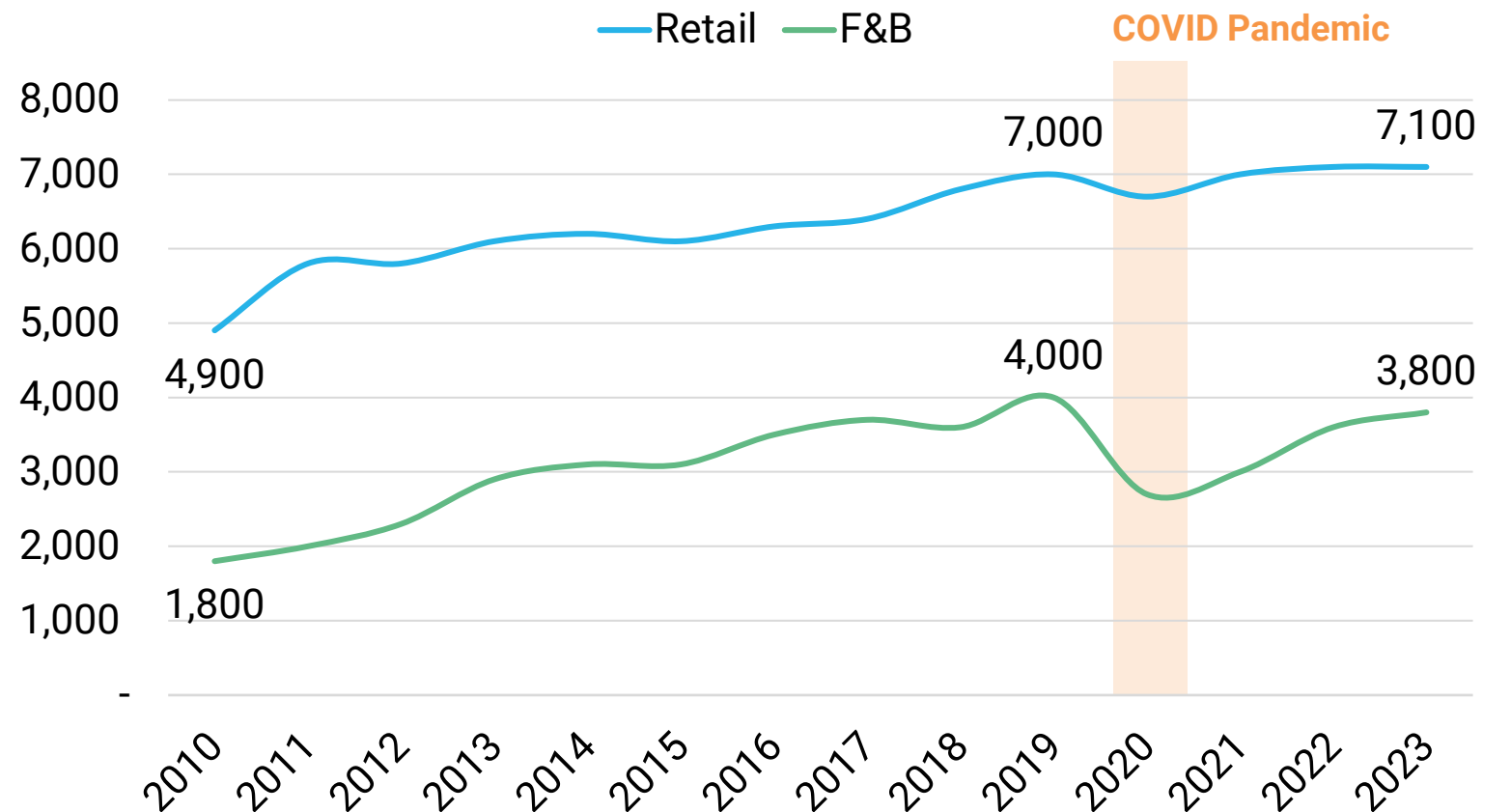
Diverse, Resilient, but Challenging Local Economy

Small Business and Retail Ecosystems

- Retail jobs have increased by 45% and F&B jobs have increased by 111% between 2010 and 2023.
- Retail has exceeded pre-COVID employment, and F&B has largely recovered.

Change in Retail and F&B Jobs

LIC (2010 – 2023)



Note: Employment data aligns with zip codes 11101 and 11109.
Sources: Lightcast, 2024

Observation 5:

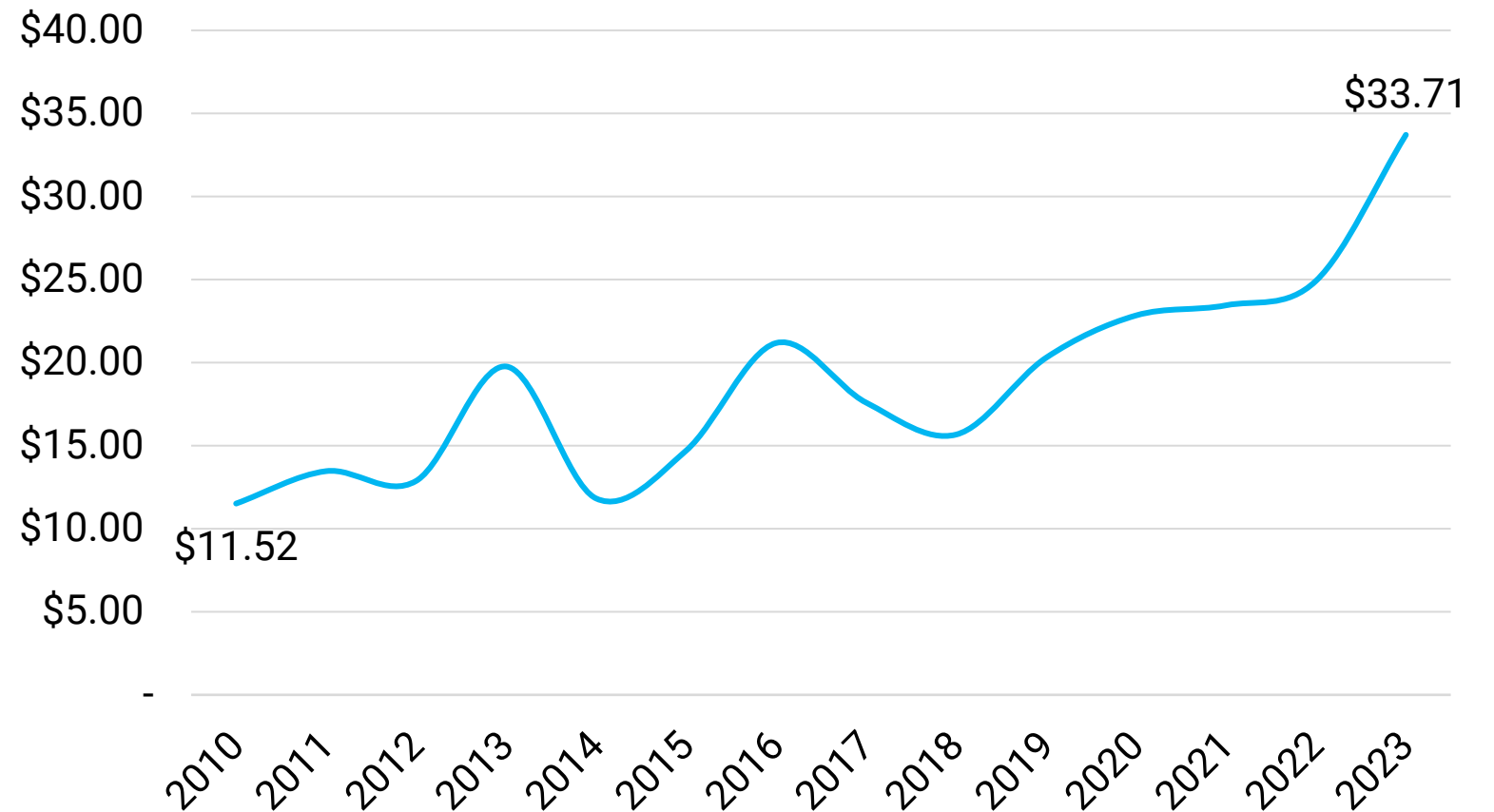
Diverse, Resilient, but Challenging Local Economy

Industrial Ecosystems

- Industrial inventory has declined by approximately 3.5 million square feet (17%) since 2010, as industrial spaces have been converted into offices and other uses.
- Rents have nearly tripled from \$11.52 per square foot in 2010 to \$33.71 per square foot in 2023.
- Despite displacement pressures, industrial uses remain a core driver of the local economy.

Industrial Rent (NNN)

LIC (2010 – 2023)



Sources: CoStar

Observation 5:

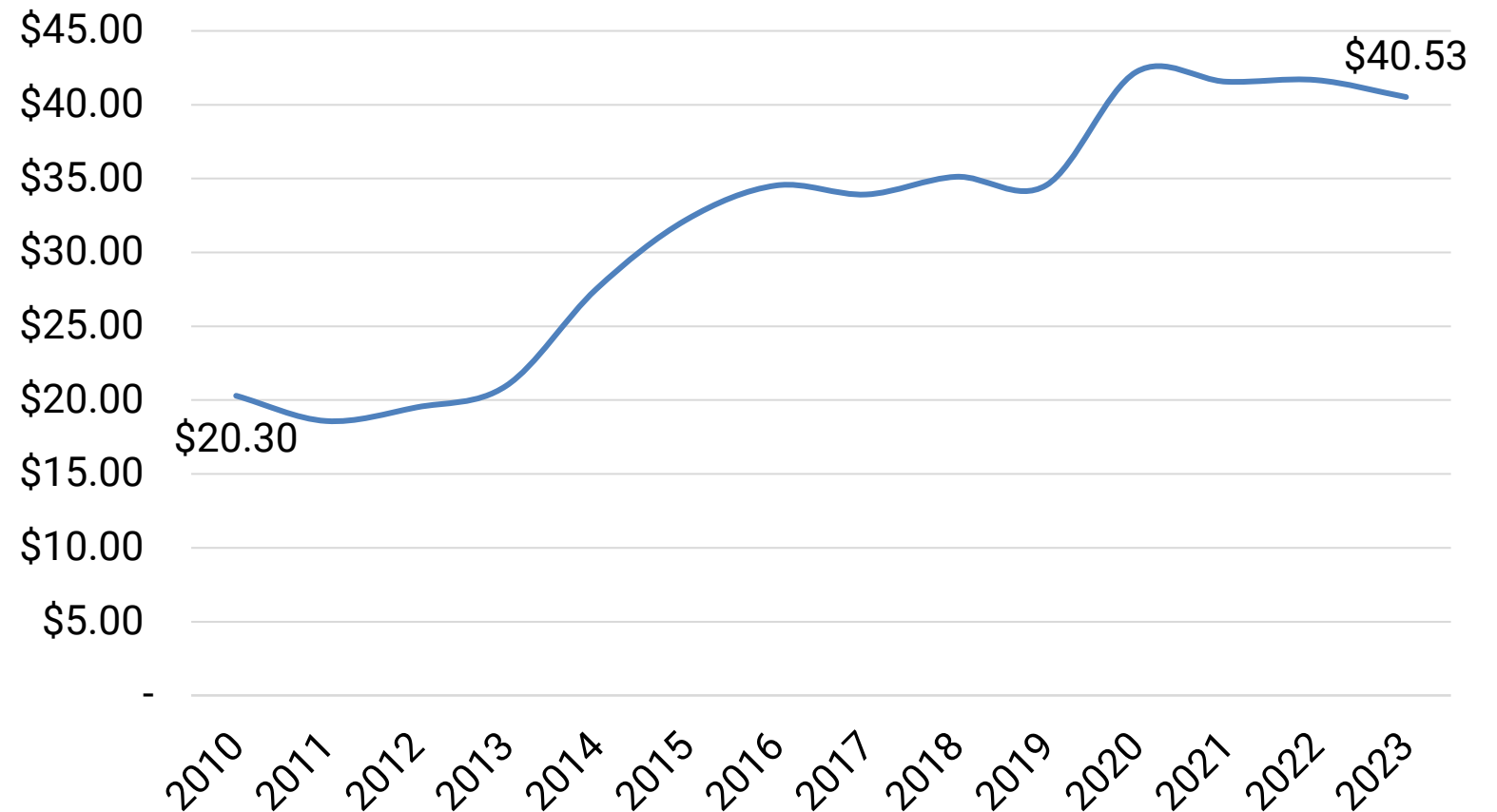
Diverse, Resilient, but Challenging Local Economy

Small Business and Retail Ecosystems

- Retail vacancy has remained low over the past decade, reported at 1.9% in 2024.
- Retail rents have more than doubled from \$20.30 per square foot in 2010 to \$40.53 per square foot in 2023.
- Higher retail rents may price out businesses that provide affordable goods and services to local residents, particularly low- and moderate-income households.

Retail Rent (NNN)

LIC (2010 – 2023)



Diverse, Resilient, but Challenging Local Economy

What We Heard

- Support strategies and projects that encourage and retain small businesses in the area
- Provide amenities and uses within the IBZ to better support the environment and quality of life for workforce and tenants
- Attract businesses to major office developments
- Support the conversion of vacant office buildings to residential

DRI Goals

- Explore opportunity for colocation and collaboration of businesses with ecosystem synergies
- Provide amenities and uses within the IBZ to better support the environment and quality of life for workforce and tenants
- Attract businesses to major office developments
- Support the conversion of vacant office buildings to residential

Agenda

04

Open Call for Projects

- 01 Welcome and Updates
- 02 Public Engagement Update
- 03 Draft Vision & Goals Workshop
 - Key Technical Observations
 - Community Input
- 04 Open Call for Projects**
- 05 Next Steps
- 06 Public Comment

Launch of Open Call for Projects

Open Call for Projects will be open from June 13 – August 02

1/

“Intent to Submit Proposal Form”

Requires contact information, project name, project type, and a brief description.

2/

Office Hours

June 20, 2024, 9-10am

July 25, 2024, 12-1pm

3/

Submission Form

Mandarin and English
Digital Form

Eligible Project Types

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 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 Project Types & Activities

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

Project Components

1/

Timing

2/

Project Size
& Scale

3/

Project
Sponsors

4/

Financing

5/

Matching &
Leverage

6/

Site Control

7/

Building
Decarbonization

Agenda

05

Next Steps

- 01 Welcome and Updates
- 02 Public Engagement Update
- 03 Draft Vision & Goals Workshop
 - Key Technical Observations
 - Community Input
- 04 Open Call for Projects
- 05 Next Steps**
- 06 Public Comment

Looking Ahead

Consultants will:

- Continue to refine the Downtown Profile
- Launch Open Call for Projects
- Complete Stakeholder Interviews
- Host Public Workshop #1

LPC is requested to:

- Reach out to Community Members and share the LIC DRI hand out
- Spread the Word about Open Call for Projects and Public Workshop #1
- Attend LPC Meeting #3

Agenda

06

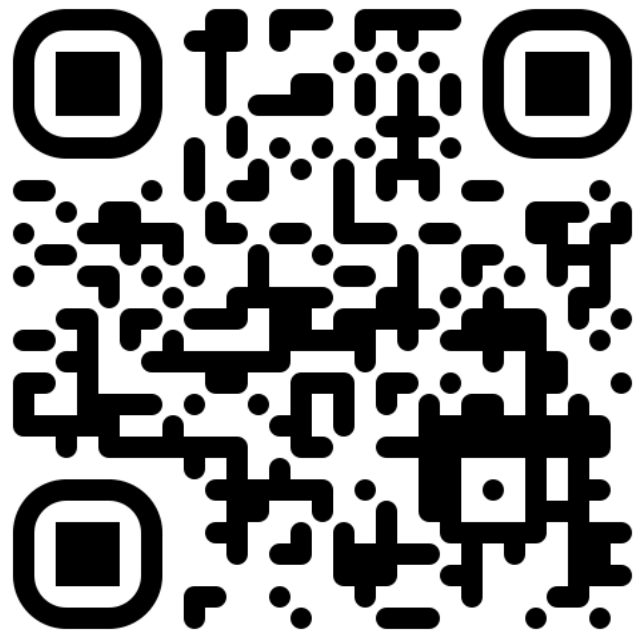
Public Comment

- 01 Welcome and Updates
- 02 Public Engagement Update
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 - Key Technical Observations
 - Community Input
- 04 Open Call for Projects
- 05 Next Steps
- 06 Public Comment**

DRI Website and Public Workshop

For more information on the DRI Process and Call for Projects:

- Email us at licdri2024@gmail.com
- Visit us at www.licdri.com



LIC DRI
Public Workshop #1

Thursday, June 13, 6-8PM
MoMA PS1
@ 46-01 21st St
(use entrance on 21st St)

Long Island City has been awarded \$10 million for downtown revitalization!

Join us!
and help us define a shared vision and identify potential projects that would best contribute to revitalization in LIC.

Workshop Agenda:

- Welcome & Introductions
- Overview of the DRI Process
- Open House & Public Workshop
- Next Steps

The DRI program is led by the NYS Department of State in partnership with Empire State Development (ESD), NYS Homes and Community Renewal (HCR), and NYSERDA.

Visit the project website!

www.licdri.com

Open Call for Projects

June 13 - Aug 02.
Submit project proposals for new construction, building rehabilitation, and public space improvements in Long Island City. For more information visit www.licdri.com

Got questions? Sign up for Office Hours on June 20th, 9-10am and July 25th, 12-1pm on www.licdri.com.

 **Downtown Revitalization Initiative**

The graphic features a green and blue background with circular images showing people at a workshop table. It includes text about the workshop date, location, and agenda, as well as information about the open call for projects and office hours.

Thank You!