

Public Workshop #1

Long Island City Downtown Revitalization Initiative



Department
of State



Downtown
Revitalization
Initiative

MUD Workshop | HR&A Advisors | Sherpa Consulting

Agenda

- 01 Welcome and Introductions
- 02 Overview of the DRI Process
- 03 Open Call for Projects
- 04 Open House & Public Workshop
 - Vision and Goals
 - Overview of Workshop Activities
- 05 Next Steps

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

HR&A

- + Market Analysis
- + Development Feasibility and Analysis


SHERPA
CONSULTING PARTNERS

- + 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 (LPC)

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

Agenda

02

Overview of the DRI Process

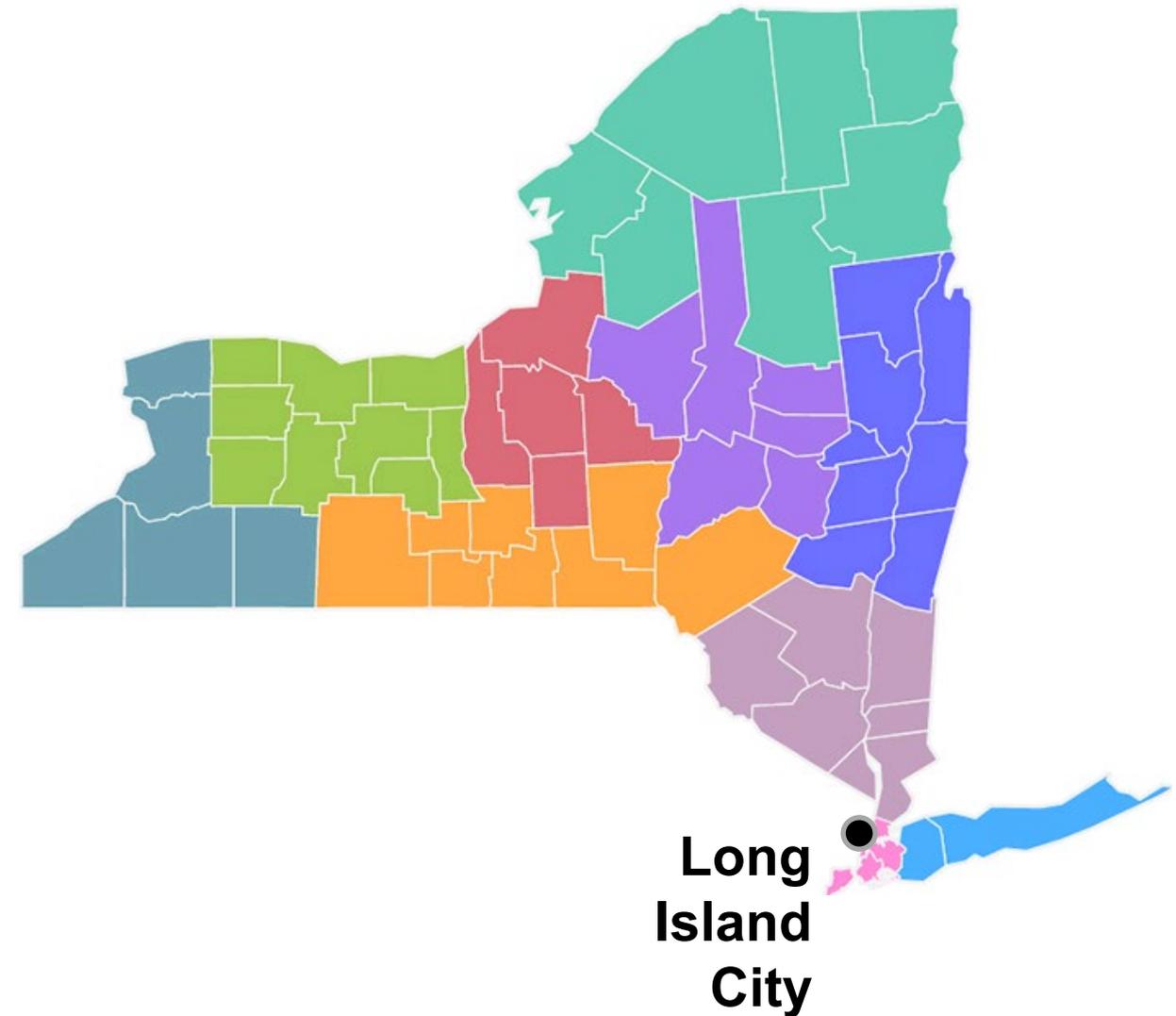
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NYS Downtown Revitalization Initiative – Round 7

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

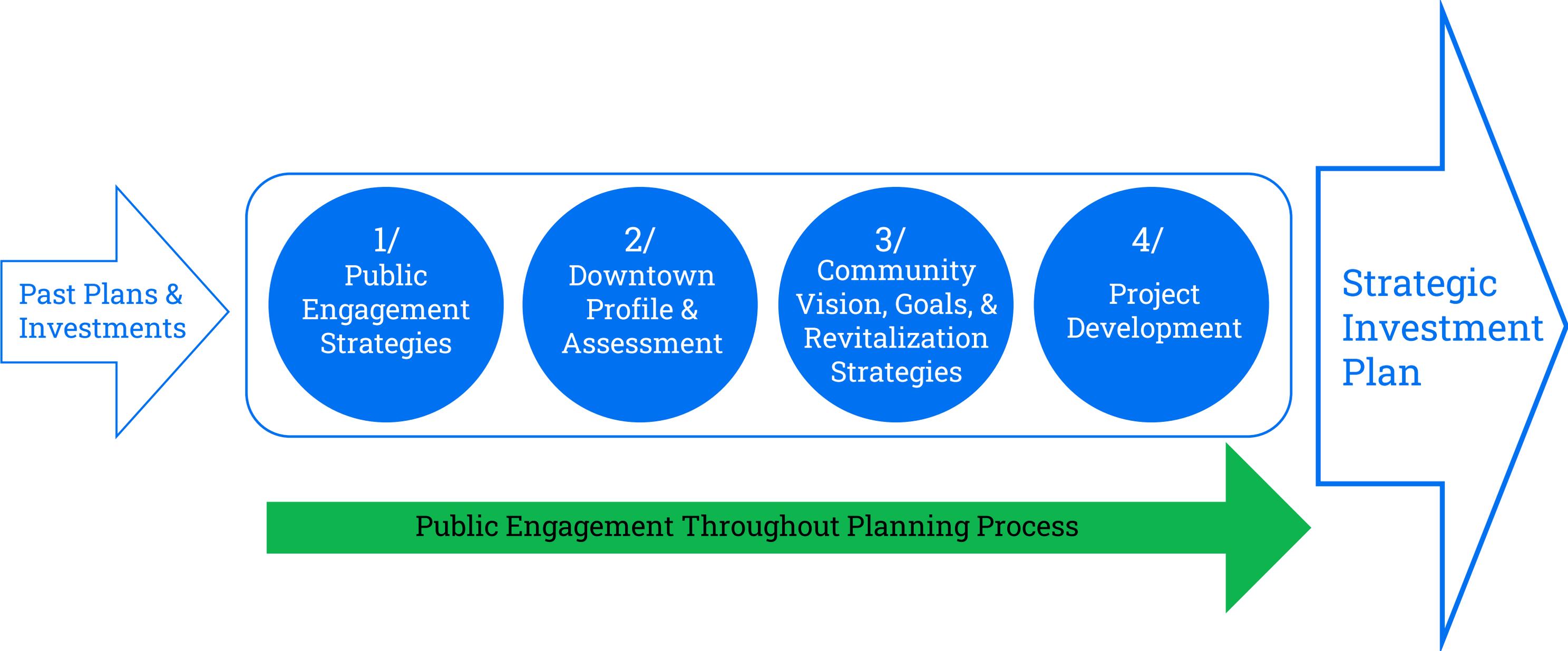


Enhance downtown living and quality of life

DRI & NY Forward Process

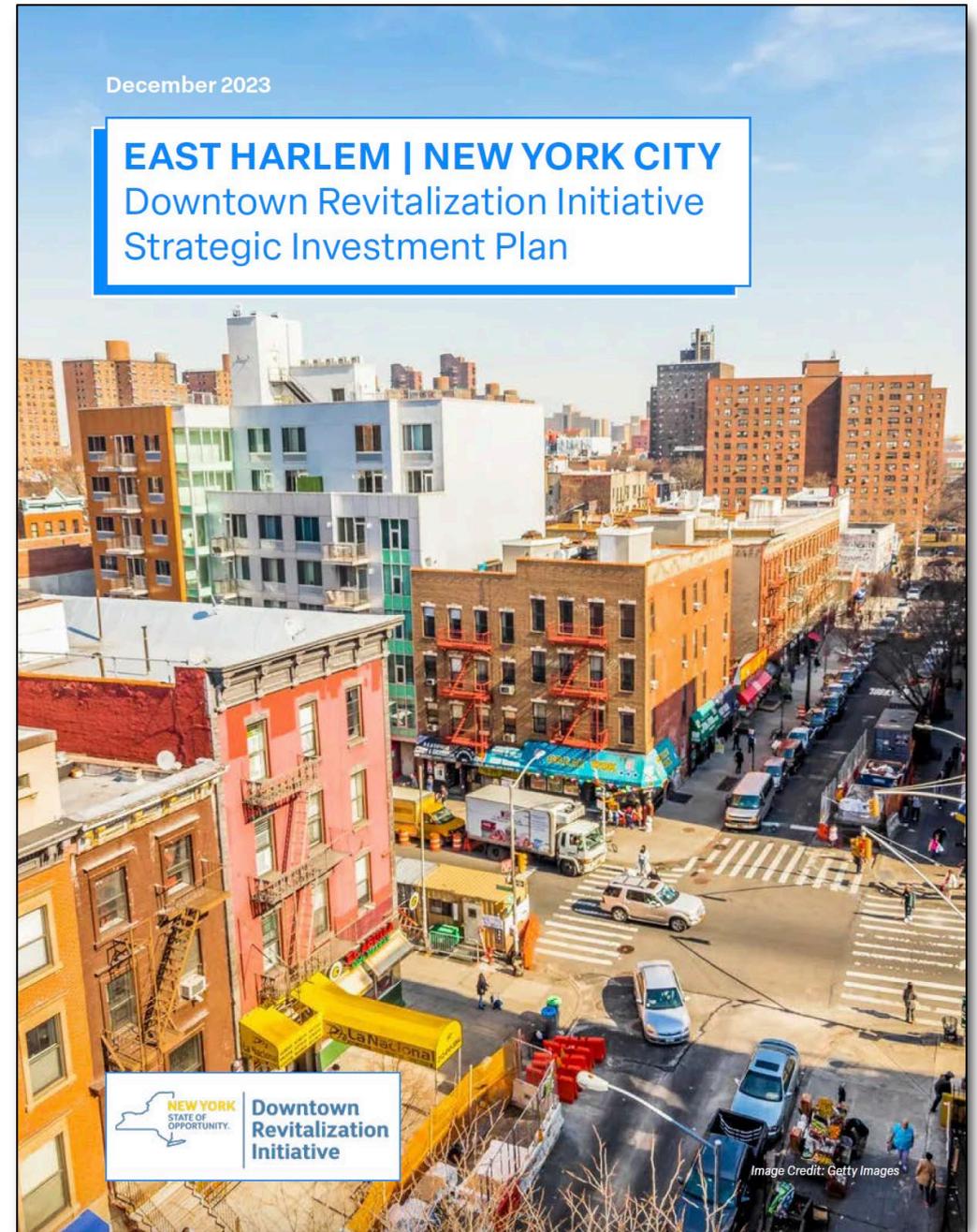


DRI Planning Process



Goals of the 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

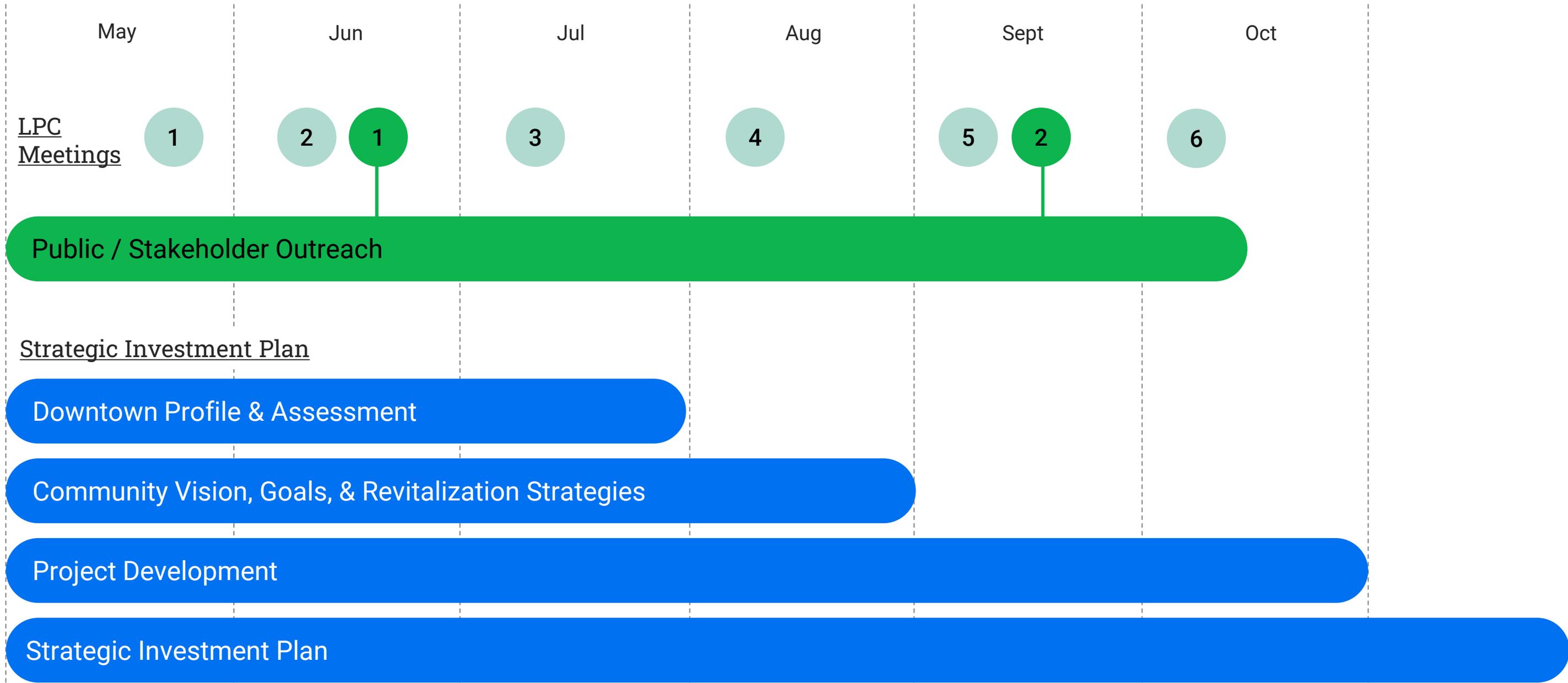


DRI Study Area

- 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



Project Timeline



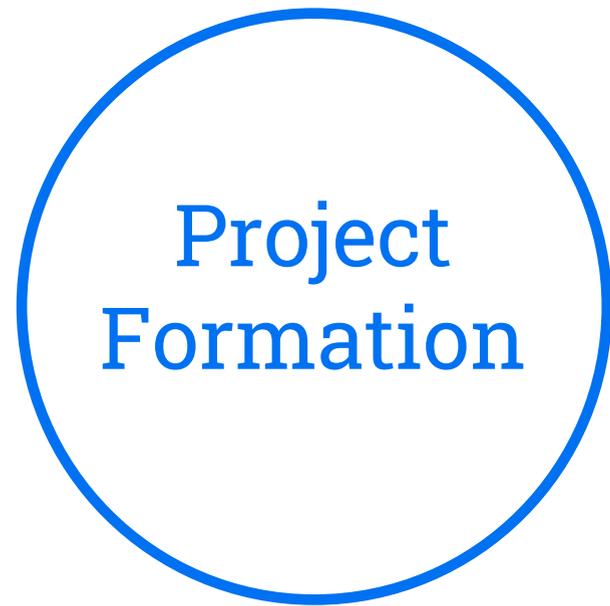
Agenda

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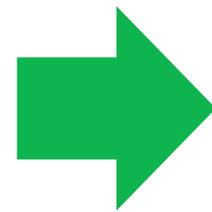
Open Call for Projects

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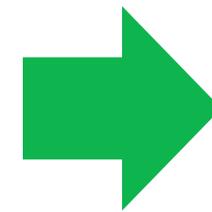
How DRI Projects are Identified & Selected



- Application
- Open Call
- Public Input



- Eligibility & Technical Review
- Cost & Financing Review
- Scope Definition & Timing
- Sponsor Capacity



- Priority Projects
- \$12-16M

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 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

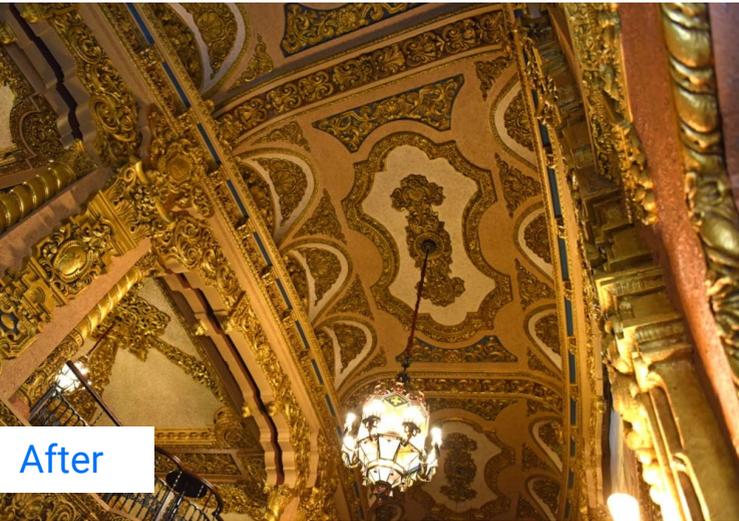
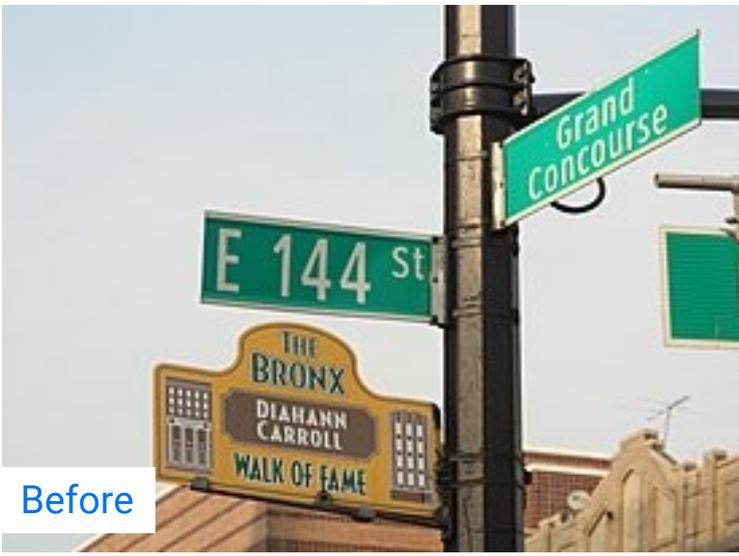
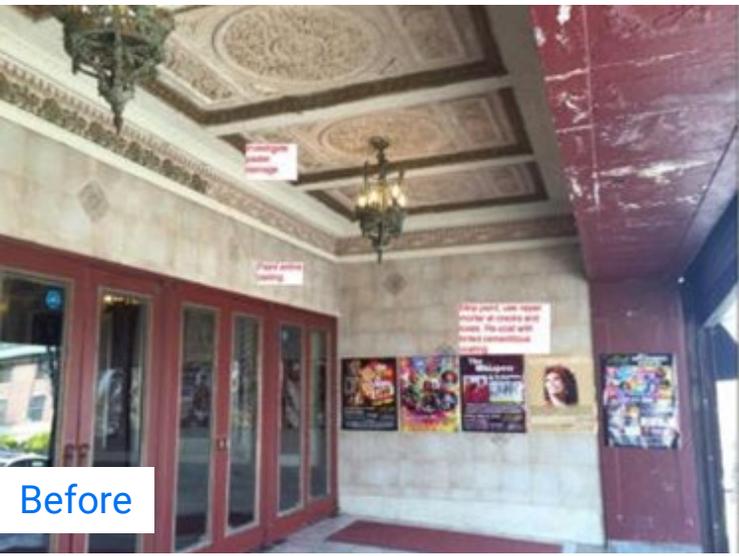
Successful Projects in NYC

St George Theatre | Staten Island DRI

Kimlau Square + | Chinatown DRI

Bronx Walk of Fame | Bronx DRI

Co-Working Space | Jamaica DRI



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

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

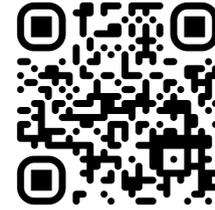
Mandarin, English, and Spanish Digital Form

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**?

Key Dates & Resources

1. LIC DRI Website / www.licdri.com



2. NYS DRI Website / www.ny.gov/programs/downtown-revitalization-initiative



3. Open Call for Projects / June 13 – August 02, 2024

4. Info Session and Office Hours / June 25, 2024, 9 -10am

5. Email Us / licdri2024@gmail.com

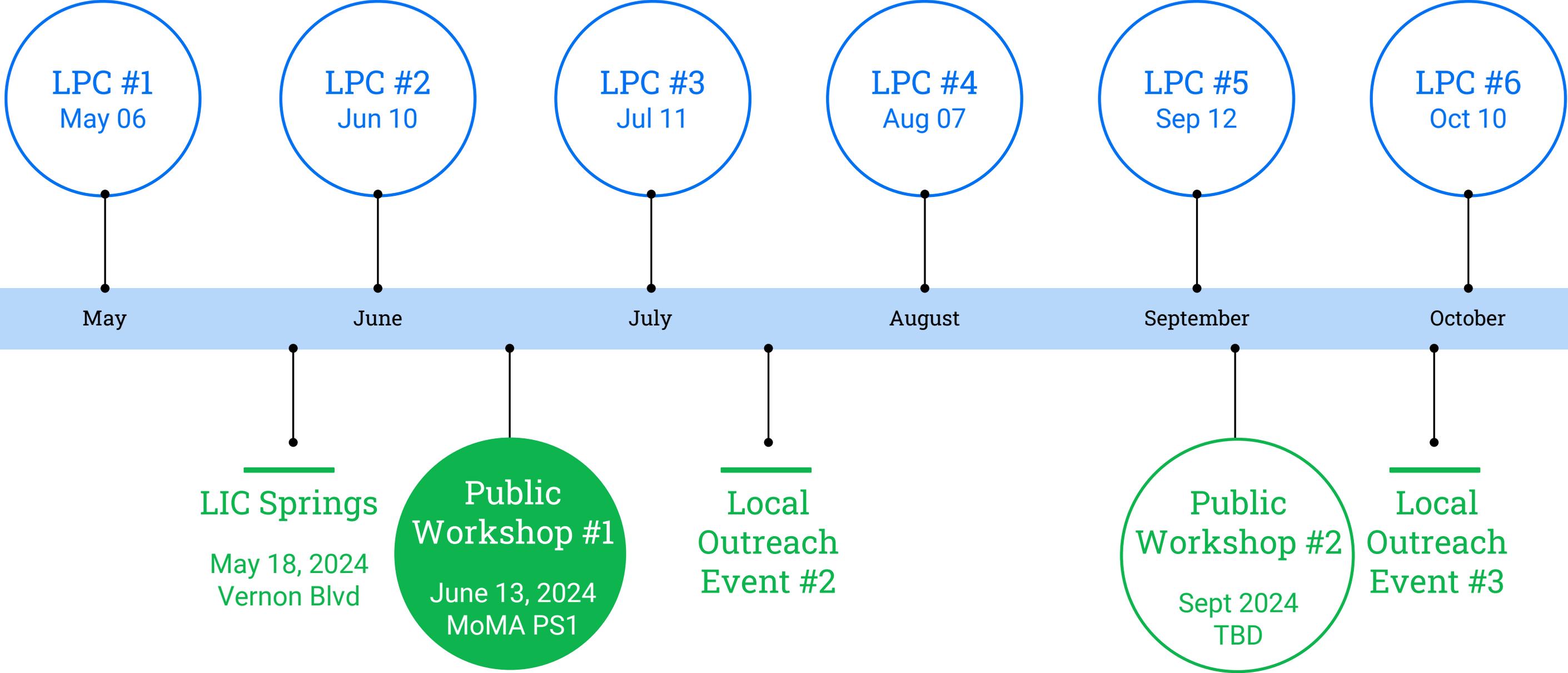
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Open House & Public Workshop

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Engagement Timeline



Stakeholder Interviews

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

OTHER STAKEHOLDERS

- Silvercup Studios
- Brooklyn Studios
- Car Stage
- CineMagic
- Hunters Point Parks Conservancy
- CUNY Law School
- Culture Lab LIC

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 + Community Survey

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

In recent years, the study area has welcomed new retail, food and beverage establishments, recreational and cultural amenities. However, unsafe and often unappealing street environments deter pedestrians from walking to, from and between these neighborhood destinations.

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

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

Draft LIC DRI Vision Statement

LIC will continue to grow and evolve as a diverse, mixed-use neighborhood that supports its existing community and businesses. New open spaces, streetscape improvements, and pedestrian amenities will ensure LIC's vibrant cultural, industrial and small business economies to co-exist and flourish alongside residential and commercial populations.

Draft DRI Goals

1

Increase Open Spaces

2

Improve the Pedestrian Environment and Connect LIC Neighborhoods and Destinations

3

Expand Cultural Offerings and Increase their Visibility

4

Improve Access to Recreation and Community Amenities

5

Retain and Foster LIC's Local Economy

Workshop Objectives

- 1/ Review the DRI process
- 2/ Envision LIC
- 3/ Build Shared Knowledge
- 4/ Map Priority Locations
- 5/ Learn About Next Steps



Overview

Review the DRI Process and Open Call for Projects

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...

What Types of Projects are Eligible?

Public Improvement Projects: streetscape and transportation improvements, wayfinding signage, plazas, public art, and other public realm projects.

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...

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 close partnership with Empire State Development, NYS Homes and Community Renewal and New York State Energy Research and Development Authority.

SELECTION

Communities submit applications to the REDCs (Regional Economic Development Council). After soliciting community input in 2023, Long Island City submitted an application and was selected in 2024.

→

PLANNING

Selected communities develop a Strategic Investment Plan that includes a vision for the downtown and a catalog of transformative projects, based on community outreach and input. This SIP forms the foundation for immediate and ongoing project implementation.

→

IMPLEMENTATION

The final SIP includes a slate of community-identified Priority Projects for the State to review. Those Entities that receive DRI funding to implement a Priority Project enter into a contract with the State and are advanced on a project by project basis.

Successful DRI Process

- A clear vision, specific in detail to your downtown
- Goals and strategies to accomplish the vision
- A strategic investment plan with catalytic projects
- A clear timeline for projects, initiatives, and actions
- Robust public engagement
- Local capacity to implement priority projects

LONG ISLAND CITY DRI

Visioning Activity

In the next 5 years, LIC could be...

In 5 years, Long Island City could be...

A place for all families

A greener community

JUNE 10, 2024
LONG ISLAND CITY DRI PUBLIC WORKSHOP 1



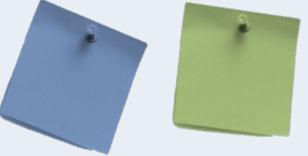
New York State Downtown Revitalization Initiative

LIC DRI Vision & Goals Activity

Share your ideas and strategies/improvements for each initial observations to work towards a vision and goals for the LIC DRI.

LIC DRI Vision & Goals

Please review preliminary observations and what we've heard. Share your thoughts on a sticky note.

| OBSERVATIONS | SOME IDEAS WE'VE HEARD | STRATEGIES / IMPROVEMENTS |
|--|---|---|
| <p>Limited Open and Green Spaces</p> <p>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.</p> | <ul style="list-style-type: none"> Link upland neighborhoods to the waterfront through safe, walkable pathways. Reclaim street right-of-way to create new public spaces. <p><i>Please add additional ideas:</i></p>  | <p><i>Please add strategies / improvements to support your ideas. E.g. Add signage to delineate bicyclists and pedestrians on Dutchkills Greenway</i></p>  |
| <p>Poor Pedestrian Connectivity</p> <p>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 street grid, industrial curbside activity, inactive ground floors, and limited pedestrian amenities.</p> | <ul style="list-style-type: none"> Make streetscapes in Industrial Business Zones (IBZs) pedestrian friendly. Improve east-west connections to the waterfront. <p><i>Please add additional ideas:</i></p> | <p><i>Please add strategies / improvements to support your ideas. E.g. Add pedestrian crossings and traffic calming measures on Jackson Ave</i></p>  |
| <p>Visibility of Cultural Offerings</p> <p>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.</p> | <ul style="list-style-type: none"> Invest in marketing initiatives that make LIC's diverse cultural offerings known to new residents and visitors. Work with developers to provide affordable spaces for artists. <p><i>Please add additional ideas:</i></p> | <p><i>Please add strategies / improvements to support your ideas. E.g. Consider permanent public art program in open spaces</i></p>  |

JUNE 13, 2024
LONG ISLAND CITY DRI PUBLIC WORKSHOP 1



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Next Steps

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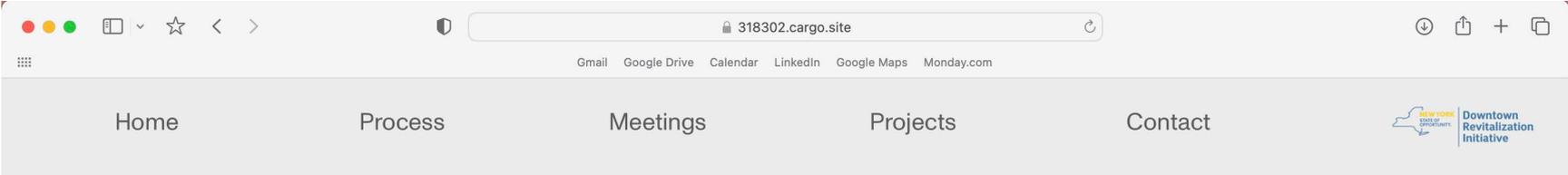
Open Call for Projects
Due August 2nd at 5pm

Next LPC Meeting
July 11, 2024 at 9am
Location TBD

Next Public Workshop
September 2024



Get in Touch!



Long Island City Downtown Revitalization Initiative



Image Credit: Julienne-Schaer



Image Credit: LIC Partnership



Image Credit: MoMA PS1

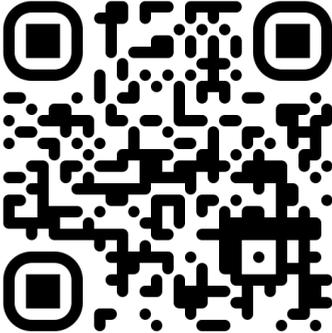
Latest Announcements

LIC Meeting #1

NYS Department of State DRI Website
www.ny.gov/Programs/Downtown-Revitalization-Initiative



LIC DRI Website
www.licdri.com



Thank You!