

# LPC Meeting #3

Long Island City Downtown Revitalization Initiative



**Department  
of State**



**Downtown  
Revitalization  
Initiative**

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MUD Workshop | HR&A Advisors | Sherpa Consulting

# Agenda

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- 01 Welcome and Updates
- 02 Public Engagement Updates
- 03 Vision, Goals and Strategies Workshop
- 04 Call for Projects
  - Updates and Promotions
  - Evaluation Criteria
  - Public Realm Projects
- 05 Next Steps
- 06 Public Comment

# LPC Roll Call

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**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

**Sheila Lewandowski**, Chocolate Factory

**Elliot Park**, Shine Electronics

**Laura Rothrock**, LICP & LIC BID

**Bishop Mitchell Taylor**, Urban Upbound

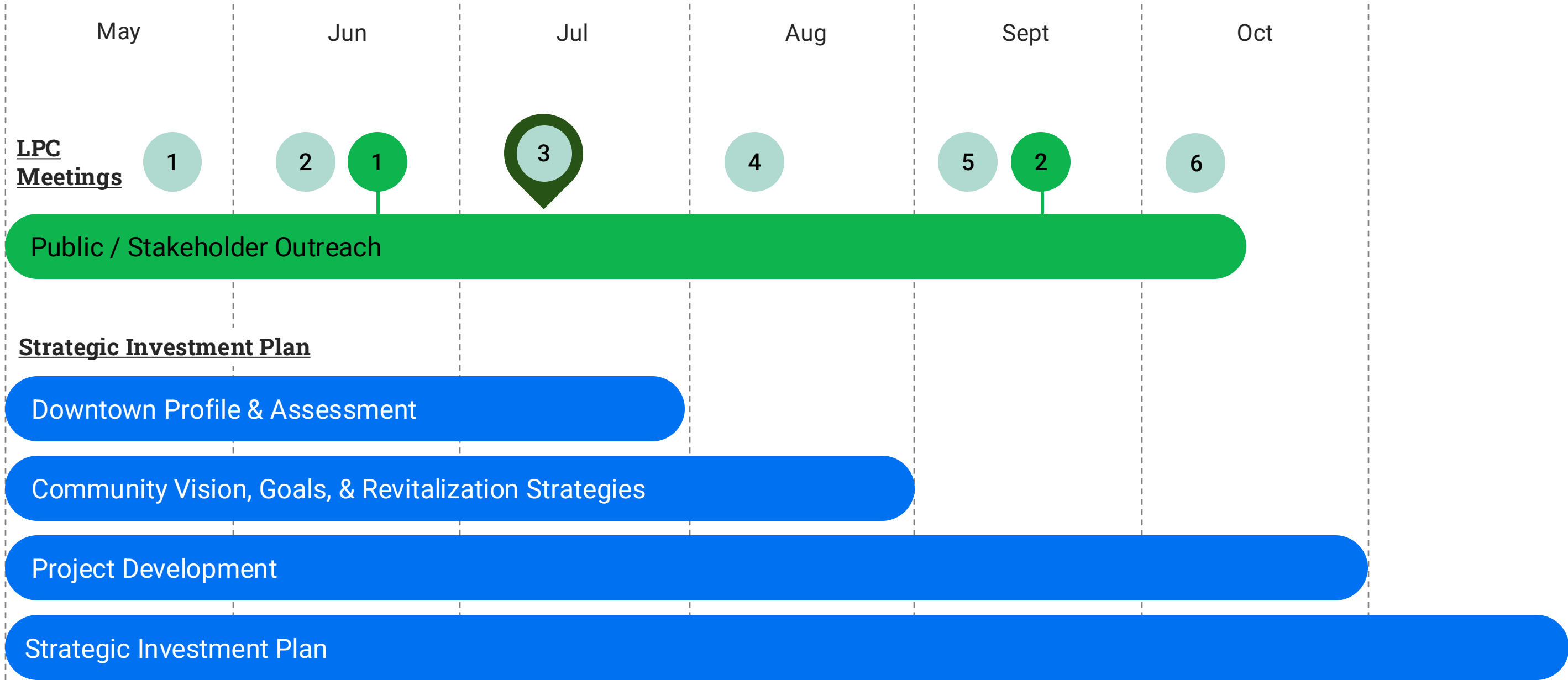
# DRI Code of Conduct

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- 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* and, if relevant, **disclose** any conflicts or potential conflicts by signing the *DRI Recusal Form*
- Members should use the Code of Conduct to guide service and actions while on the Local Planning Committee:

<p><b>D.</b></p> <p>Disclose conflicts of interest</p>	<p><b>A.</b></p> <p>Act in the public interest</p>	<p><b>D.</b></p> <p>Disqualify as necessary</p>
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# Updates



# Agenda

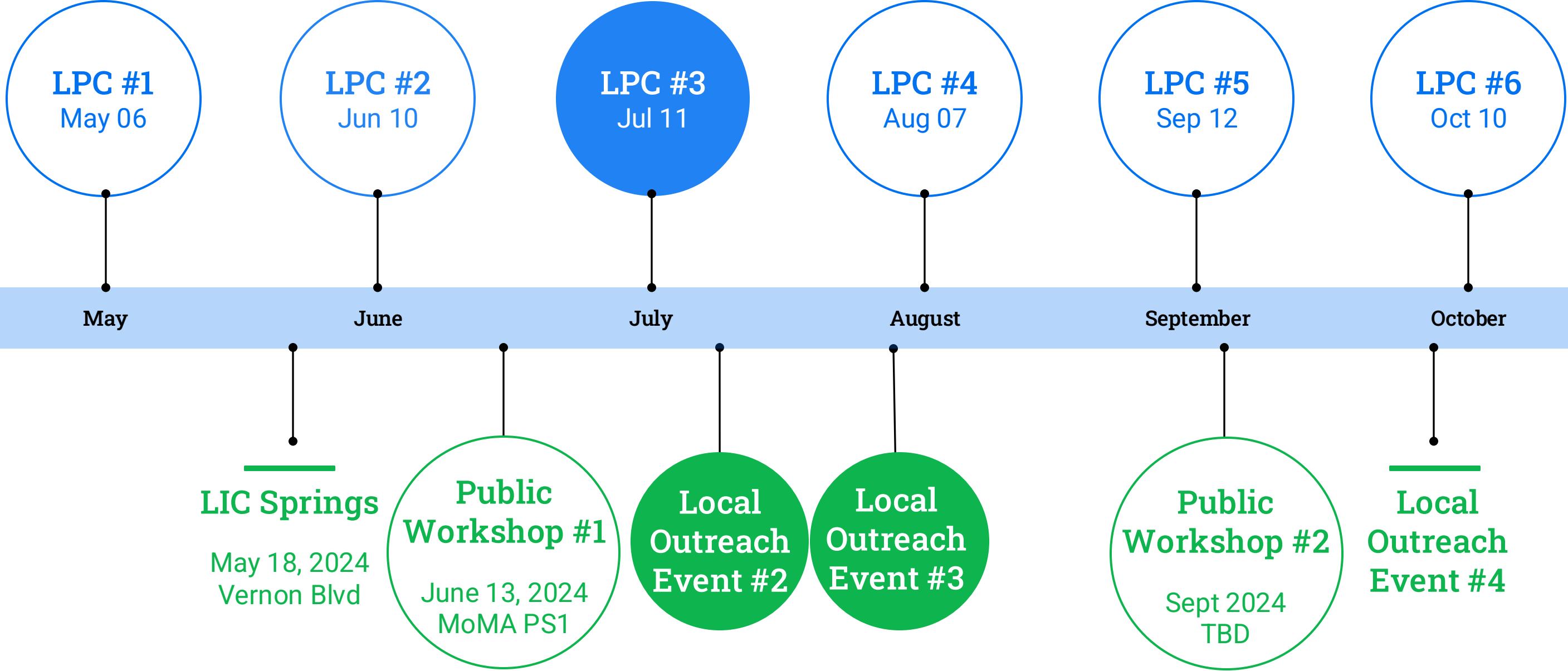
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## 02

### Public Engagement Updates

- 01 Welcome and Updates
- 02 Public Engagement Updates**
- 03 Vision, Goals and Strategies Workshop
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# Engagement Timeline



# Stakeholder Interviews

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## 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
- NYC EDC
- NYC DPR
- City Council District 26

## ANTICIPATED INTERVIEWS

### CITY / STATE AGENCIES

- NYC DOT
- MTA
- NYC DCP

### OTHER STAKEHOLDERS

- Silvercup Studios
- Brooklyn Studios
- Car Stage
- CineMagic
- CUNY Law School
- Culture Lab LIC

### MERCHANTS & BUSINESSES

- Queens Chamber of Commerce

### CBOs / SUPPORT SERVICES / NPOs

- Court Square Civic Association
- Queensbridge Tenant Association
- Western Queens Community Land Trust
- Long Island City Coalition
- Connected Chef
- Hunters Point Parks Conservancy



# Public Workshop #1

Thursday, June 13  
6-8 PM

MoMA PS1  
46-01 21<sup>st</sup> St

~ 40 participants

## 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](http://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](http://www.licdri.com)

Got questions? Sign up for Office Hours on June 20th, 9-10am and July 25th, 12-1pm on [www.licdri.com](http://www.licdri.com).



# Visioning/ In five years, LIC could be...

“A **well-connected** neighborhood with diverse offerings in culture, entertainment and education...”

“A thriving downtown **integrated** with pedestrian- and bike- friendly **streetscapes**...”

“An **affordable** neighborhood for residents and local businesses.”

“A model for a **resilient** waterfront...”



# Mapping/

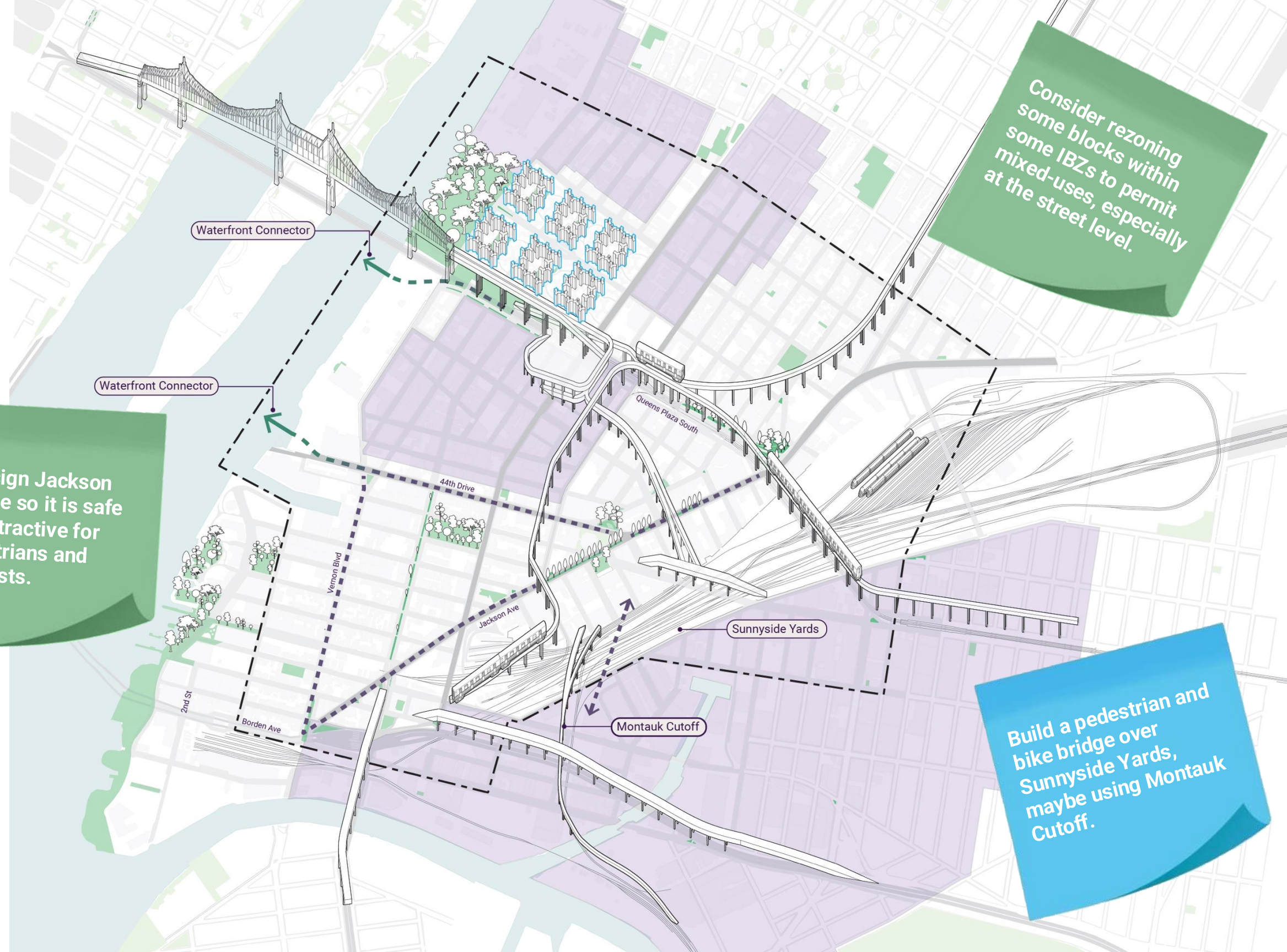
Improve 44<sup>th</sup> Drive to function as a primary upland waterfront connector for pedestrians.

Redesign Jackson Avenue so it is safe and attractive for pedestrians and bicyclists.

Implement better traffic management and improve street safety along Borden Ave and 2nd Street.

Build a pedestrian and bike bridge over Sunnyside Yards, maybe using Montauk Cutoff.

Consider rezoning some blocks within some IBZs to permit mixed-uses, especially at the street level.



# Community Vision/ What respondents want to see

- Create new publicly-accessibly open spaces.
- Upgrade existing open spaces and parks to meet ADA requirements.
- Increase pedestrian safety and connectivity from the upland neighborhoods to the waterfront and through the IBZs by adding street lighting, trees, street art, and activating commercial retail spaces at the ground level.



# Community Vision/ What respondents want to see

- Promotion of local culture and art through both the creation of new performance and meeting spaces and with public art programming.
- Incentivize the creation of community centers that provide job training, upskilling and access to local employment opportunities.
- Increased visibility for local businesses through shared resources, upgraded amenities, and stronger partnerships with private developments.



# Agenda

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## 03

### Vision, Goals and Strategies Workshop

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# 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.

# Vision Statement Workshop

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## Suggested Vision Statement Updates Based on Public Workshop #1 [ Suggested Updates in [Blue](#)]

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 better connect the neighborhood and make it a [safe and walkable community](#). [Investments and support for local businesses and the Arts](#) will ensure LIC's vibrant cultural, industrial and small business economies can all co-exist and flourish.

## Suggested Updates by LPC [ Workshop Notes in [Blue](#)]

LIC will continue to grow and evolve as a diverse, mixed-use neighborhood that supports its existing community and businesses. New open spaces, pedestrian amenities, and streetscape improvements will better connect the neighborhood and make it a safe, walkable, and [resilient](#) community. Investments and support for local businesses and the Arts will ensure [that](#) LIC's vibrant cultural, industrial and small business economies can all co-exist and flourish.



# Draft DRI Goals

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1

Increase Open Spaces

2

Improve Pedestrian Environment and Connect LIC Neighborhoods & 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

# Improve access to LIC's waterfront parks from upland neighborhoods, and build new resilient parks, plazas, and open spaces throughout the community.

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## Draft Strategies

- Improve access to the waterfront by alleviating truck congestions, sidewalk parking and poor pedestrian conditions, especially on 44th Dr.
- Find new opportunities to build parks and open spaces within the community, including within areas under existing roadways and viaducts.
- Expand programming opportunities within new and existing open spaces to support access for all, regardless of age and ability.
- Invest in Sustainable Urban Drainage Systems (SUDS) such as rain gardens, green roofs, and permeable pavements to manage stormwater, reduce flooding, and increase green spaces.

## LPC Feedback

- Include Jackson Avenue, Queens Plaza as places that need attention.
- Clarify what "programming opportunities" means under DRI scope and eligibility
- Include pocket parks as they are more realistic and manageable.
- Make parks more ready for different programming opportunities.
- Area of 21<sup>st</sup> Street between the bridge and 44<sup>th</sup> Drive needs pedestrian improvements as this is an industrial/transport corridor and affects how residents use this place. It is also an important connection from Manhattan.

# Improve pedestrian environment and connect LIC neighborhoods and destinations.

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## Draft Strategies

- Implement traffic calming and pedestrian safety measures including pedestrian bump-outs, additional crosswalks, landscaping, seating, and lighting along both Jackson Avenue and Vernon Boulevard.
- Make streets within the IBZ(s) pedestrian friendly through pedestrian signage, tree planting, and improved crosswalks.
- Address conflicts along the Dutch Kills Greenway to ensure the safety of both cyclists and pedestrians.
- Transform Queens Plaza South into a key connector by enhancing pedestrian walkways with landscaping and public amenities.

## LPC Feedback

- Elevators/shafts that go from the bridge to Vernon Blvd could be improvement / reactivated.
- Pedestrian safety is a big issue at the intersection of 21<sup>st</sup> Street and Queensbridge.
- Pedestrian safety is a big issue on 11<sup>th</sup> Street where the ramp connects to Pulaski Bridge.
- Pedestrian amenities should include median carve outs on Jackson Avenue.

# Support and expand LIC's arts and cultural offerings and increase their visibility

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## Draft Strategies

- Install public art on public and private building facades to promote existing cultural attractions and beautify the neighborhood.
- Highlight local cultural amenities by adding signage and route maps within major transit stations and bus stops.
- Create an LIC Culture Walk through signage and wayfinding measures to connect cultural destinations.
- Support existing cultural attractions to stay in the neighborhood and attract new ones through capital investments in permanent spaces and equipment.

## LPC Feedback

- Expand public art installation beyond building facades to include public spaces such as parks, plazas and roadways as well.
- Prioritize art made by the local community or Queens/LIC based artists.
- Signage and wayfinding measures to connect cultural destinations can be implemented in more creative ways.
- Create opportunities to activate public space through art

# Expand and improve access to recreation and community amenities

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## Draft Strategies

- Encourage the development of indoor recreational and community amenities that are affordable and open to residents and workers.
- Expand community amenities through investments in libraries and community centers
- Include spaces for both team sports and individual exercise equipment in new and existing public open spaces
- Increase the number of community dog parks/runs.

## LPC Feedback

- Could a swimming pool be included?
- Propose dual-purpose public open spaces for art and sports
  - The existing waterfront public sports field at Gantry State Park is always packed
  - Upland neighborhoods have very limited amenities for sports.
- The area needs more playgrounds.

# Retain and foster LIC's vibrant economy through increased visibility and support for local businesses and industries.

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## Draft Strategies

- Support the establishment of economic incubators and shared office/tech spaces in IBZs.
- Develop attractive public spaces and plazas that serve the local workforce and provide spaces of respite during lunch breaks and after office hours.
- Encourage mixed-use projects that combine affordable residential, commercial, retail, cultural, and/or light industrial uses.
- Support long-standing existing businesses by making capital investments that allow them to remain in the community.

## LPC Feedback

- Include establishment of fabrication spaces
- Attract new retail and businesses that serve local residents but also retain the ones in the IBZ.

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## 04

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# Launch of Open Call for Projects

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**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**  
English, Mandarin and Spanish and Korean  
Digital Form



# Anticipated and Potential Projects

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Office Hours and Intent to Submit Forms reveal:

- Renovation of existing / build out of new cultural facilities
- Public Art projects
- Streetscape enhancement and landscaping
- Community space upgrades

Please actively promote the [DRI Call for Projects](#) through your respective communication channels.

# Public Realm Projects

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## How do they get submitted?

**1/ City Agencies** complete a Submission Form

**OR**

**2/ Community members** complete a Submission Form

**OR**

**3/ LPC** requests the State to propose priority projects to City Agencies

# Public Realm Projects

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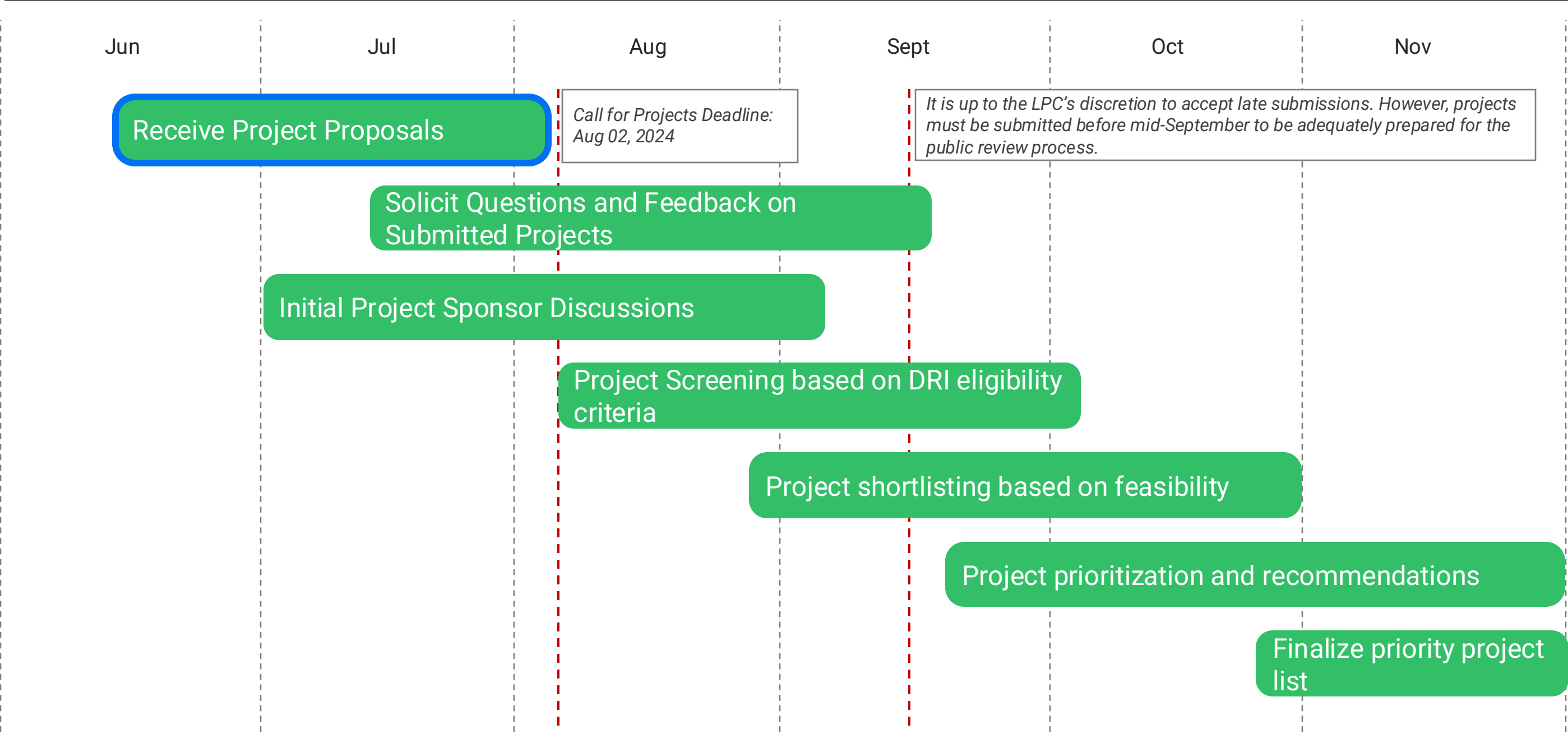
## **DRI Funds are Most Affective:**

- Projects that have other funding (Federal, Mayoral, BP, City Council)
- Projects that are underway, but can be expanded upon with DRI Funding
- Projects that have consistent local community support
- Projects that can be implemented within the 5-year window

## **DRI Funds Can Support:**

- Projects that have City Agency support
- Projects that have full funding in-hand or anticipated
- Projects that do not involve acquisition
- Projects that are permanent investments

# Evaluation Process Timeline



# State Evaluation Criteria

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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

# Local Evaluation Criteria (LPC)

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*A. How well do the proposed projects implement the community's*

- **Vision?**
- **Goals?**
- **Strategies?**

*B. Sometimes the LPC will consider additional evaluation criteria*

- **Are there any other criteria to add?**

# Agenda

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05

## Next Steps

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# Next Steps

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7/25

Office hours for project sponsors from **11 am - 1pm**

7/25 – 7/30

Local Outreach Events #2 and #3

Details will be sent out to LPC members and updated on the website in advance.

8/02

Call for Projects Deadline

8/07

LPC #4 to be held virtually. Zoom link will be sent to all LPC members and published on the website in advance.



# Upcoming LPC Meetings

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# Agenda

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## 06

### Public Comment

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