

Downtown Revitalization Initiative (DRI) and NY Forward (NYF)

Local Planning Committee Meeting #1

May 8, 2024

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



Department
of State

Downtown
Revitalization
Initiative

NY Forward

Agenda

1. Code of Conduct Refresher
2. Your Role as the LPC
3. NYF Program Overview
4. NYF Planning Process
5. Public Engagement
6. Canastota's NYF Application
7. What's Next?
8. Visioning Exercise

***Thank you for serving
on the Local Planning
Committee for
Canastota!***

Welcome + Introductions

Holly Granat
NYS DOS

Phil Schaeffing
Stantec

Code of Conduct Refresher

What is the DRI / NYF Code of Conduct?

- Guidelines, standards and procedures for Local Planning Committee (LPC) members to follow throughout the planning process
- All LPC members are required to serve and act in the public interest.
- LPC members will receive and **must** sign the *Code of Conduct for Members of New York State Downtown Revitalization Initiative and NY Forward Local Planning Committees (Code of Conduct)*.

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.



Recusal Form

LPC Member Name _____ Date _____

DRI or NYF Name _____

Applicable Project Title(s) _____

Reason(s) for Recusal

(Check all that apply.)

- I or a relative or family member have a financial interest in the project. (Describe below.)
- 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.)
- 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.)
- Other: _____

Please provide a description of each conflict. (Be complete and specific. Attach additional pages if necessary.)

Member Signature _____

Documenting Conflict(s)

- The LPC co-chairs will remind members of their obligation to recuse at each meeting of the committee.
- A list of recusals together with the recusal form completed by each recused member will be maintained for each project for the duration of the DRI and NYF planning process.
- The recusal list will be updated at each meeting.

Voting on Recommended Projects

- All LPC members will vote on a slate of projects to be recommended to the state for DRI / NYF funding.
- Voting will take place via an official LPC ballot to be submitted to the State.
- LPC members must recuse themselves from voting on individual projects where a conflict of interest exists.
- LPC members must follow the determinations made by the Ethics Officer in accordance with the Code of Conduct and other applicable laws.

Preamble

- A Preamble will be read by a LPC co-chair at the beginning of every LPC meeting reminding members of their obligation to act in the public interest and recuse if necessary

Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today's meeting. If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project. For example, you may state that you, or a family member, have a financial interest in the project, or you are on the board of the organization proposing the project. The conflicts of interest we have on file include <none to-date>. Do any other LPC members need to make a disclosure to the Committee? Thank you. Please inform the LPC co-chairs during the meeting if the need to disclose a conflict arises unexpectedly, and then recuse yourself from discussion or voting on the project.

Are there any general or clarifying questions we can answer now?

If you have specific questions regarding your situation or need advice, contact the New York State Department of State Ethics Officer:

Acting General Counsel David Gonzalez
(518) 474-6740

Roles and Responsibilities

State Agency Team

Department of State

Holly Granat, Holly.Granat@dos.ny.gov

Empire State Development

Zach Becker,
Zachary.Becker@esd.ny.gov

NYS Homes and Community Renewal

Patricia O'Reilly,
Patricia.Oreilly@hcr.ny.gov

Governor's Office

Tracy DiGenova,
Tracy.Digenova@exec.ny.gov

- Provide guidance and support for the DRI / NYF planning process
- Manage and assist the consultant team
- Participate in preparation and review of DRI / NYF documents
- Engage other State agencies, when needed

Consultant Team

Stantec Urban Places

- Steve Kearney – Principal
- Phil Schaeffing – Project Manager

Sub-Consultant Team

BJH Advisors

Highland Planning

Ideas and Actions

Revby

Trophy Point Construction Consulting

W-ZHA

Zimmerman/Volk Associates

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

Stantec's DRI & NYF Experience



DRI Round 1

Oswego, Elmira,
& Oneonta



DRI Round 2

Hudson



DRI Round 3

Albany



DRI Round 4

Schenectady



DRI Round 5

Rochester



NYF Round 1

Moravia, Phoenix
& Hamilton

Local Planning Committee (LPC)

LPC Co-chairs

Rosanne Warner, Village of Canastota Mayor
Kipp Hicks, Director, Madison County IDA/REDC

Members

Amanda Douglass, NBT Bank Manager
Anthony Palmara, Retired Engineer
Bill McDade, ZBA Chairperson
Colleen Keane, National Grid; Village Beautification Committee
Emily Sorbello, Owl Wire; Village Beautification Committee
Jennifer Kitchen, Canastota School Board; AYSO
Marilyn Higgins, Village Planning Board Chair
Melinda Parmeter, Director of Canastota Housing Authority
Sena Clarke, Canastota Housing Authority Board Member
Tracy Cesario, Employee of the Oneida Indian Nation

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

We would like to set a standing day and time for regular LPC meetings.

- Is there a time of day that works best?
- What day of the week is available?



Your Role as the LPC

What is the Local Planning Committee?

- Group of diverse community and regional stakeholders nominated by the municipality and others. Confirmed by NYS.
- Ambassadors of the NYF program and their respective communities
- Led by co-chairs – typically the local chief elected official and a REDC member/designee
- Ensure the community vision is met and the public interest is served



Your ultimate responsibility is to...

- Identify best ways to communicate with and engage the community
- Recommend key stakeholders and groups/organizations we should hear from
- Provide guidance and direction on documents
- Help identify potential projects for funding
- **Offer input on and assist with project evaluation / selection**



We want you all to be active participants in this process and hear your opinions!

What should you expect?

- Generally monthly meetings approximately 1.5 – 2 hours in length
- Regular emails from state representatives and/or consultants with meeting materials
- Assistance with and participation in public engagement sessions
- Provide input on documents prepared by consultants



We will establish a schedule of meetings at a time that is most convenient for members.



As a reminder, all LPC members will abide by the Code of Conduct. We ask that you respect the opinions of others, engage in civil discussions, and be polite to all participants.

Program Goals and Timeline

What is the DRI + NY Forward?

- Two complementary programs with common goals
- Programs recognize the unique qualities and sizes of various communities throughout the State
- State-wide investment to reinvigorate local and regional economies by revitalizing downtowns



DRI + NY Forward Goals



**Enhance downtown living
and quality of life**



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



**Create an
active downtown with
a mix of uses**



**Create diverse
housing options for
all income levels**



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



**Encourage the reduction
of greenhouse gas
emissions**



**Grow the local property
tax base**

Successful Projects in Our Region



DRI/NYF Program from Start to Finish



APPLY

**September 2023 –
March 2024**

- Communities prepared and submitted applications to REDCs
- REDCs nominated communities
- State announced winners



PLAN

April – December 2024

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

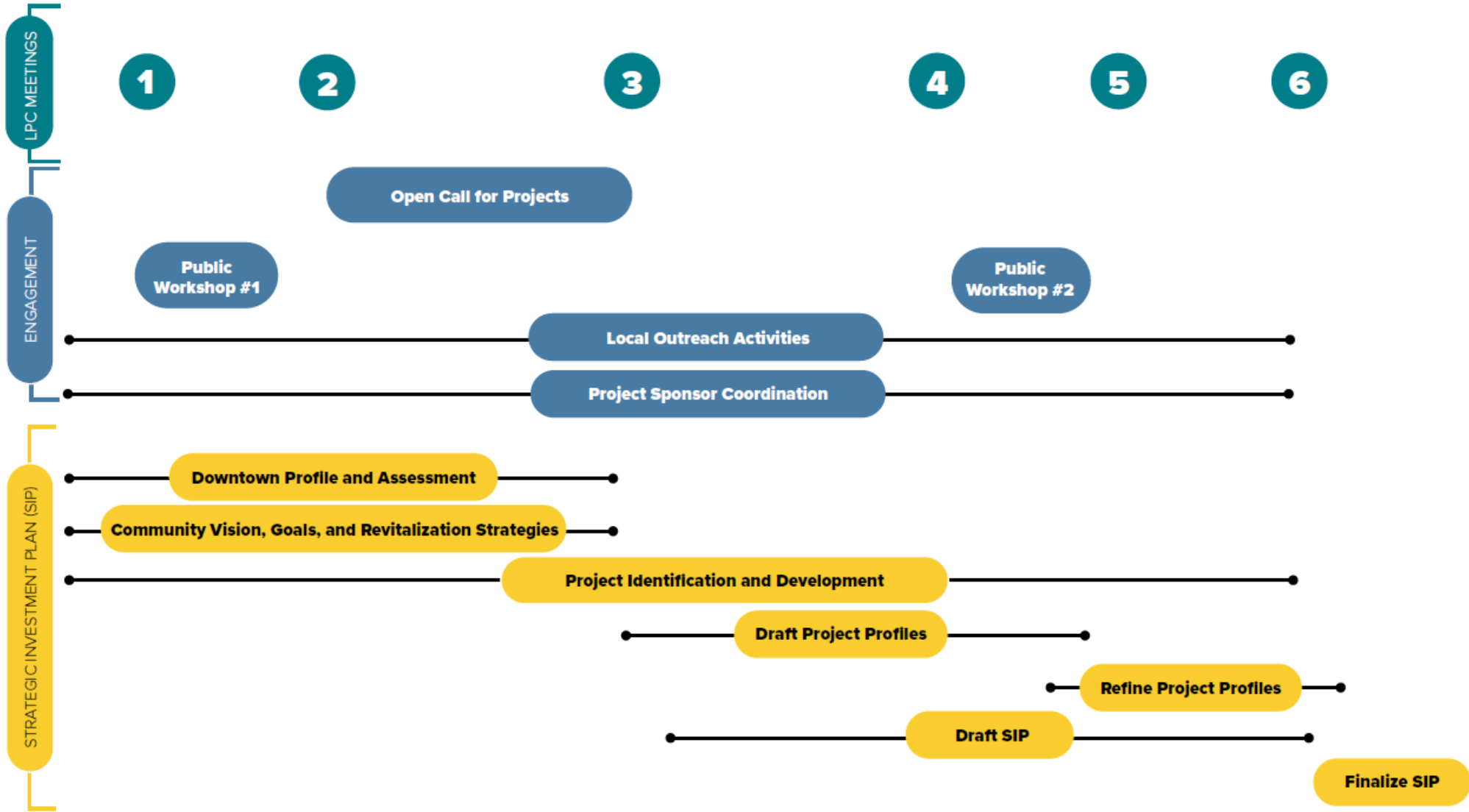
YOUR FOCUS IS HERE!



IMPLEMENT

2025 - 2030

- Final plans are submitted to the State
- Projects are selected and awarded



Strategic Investment Plan

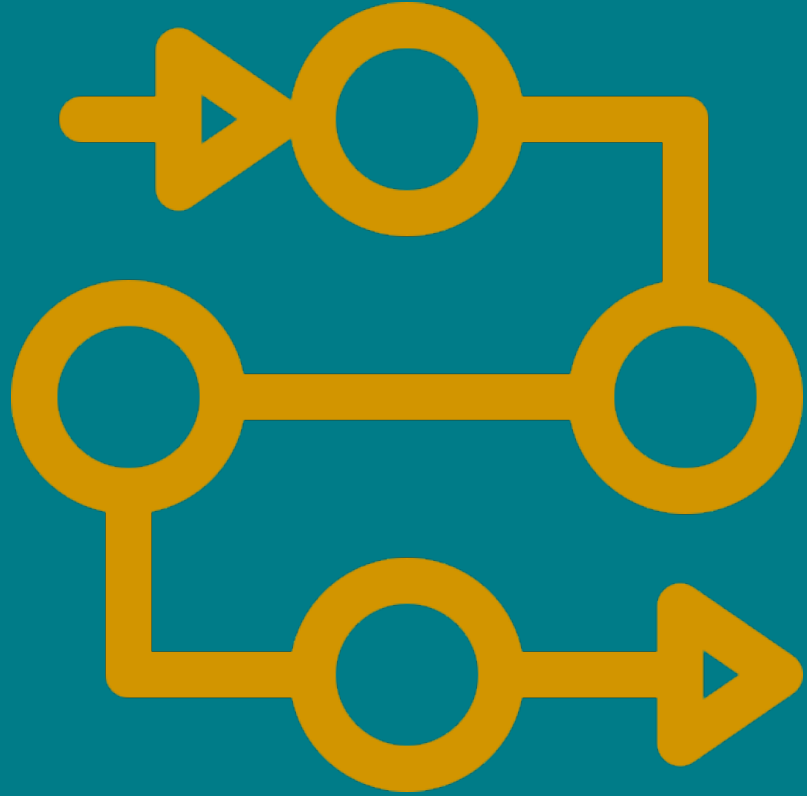
Purpose

The Strategic Investment Plan will...

- Describe the unique challenges and opportunities for revitalization of the downtown, and present the community's vision for the future of the area.
- Propose transformative projects that may be realized with an investment of NY Forward funds.

Components

- Downtown Profile and Assessment
- Community Vision, Goals, and Revitalization Strategies
- Public Engagement
- Project Profiles



NYF Planning Process

Planning Process



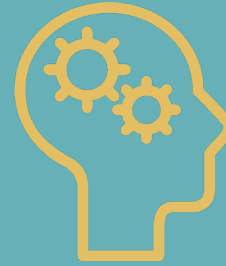
Visioning

Refine the community's future vision, establish priorities and gather input



Opportunities + Challenges

Understand the community's unique characteristics and key opportunities



Project Development + Evaluation

Identify, develop, and evaluate potential projects



Project Recommendations

Recommend projects that align with the community's goals

8-9 Month Timeframe (April – December 2024)

- Each community is led by a consultant team to guide the planning process, develop projects to recommend to the State, and document in a Strategic Investment Plan
- This process helps ensure all voices are heard and projects are carefully considered.

What are the eligible project types?



Public Improvement Projects

Streetscape and transportation improvements, recreational trails, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects.



New Development and/or Rehabilitation of Existing Downtown Buildings

Development and 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.



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, business assistance, or public art.



Branding and Marketing

Downtown branding and marketing projects that target residents, tourists, investors, developers and visitors.

Ineligible Project Types/Activities

- **Planning Activities.** All DRI/NYF funds must be used to implement projects.
- **Operations and Maintenance.** Funds cannot be used for on-going or routine expenses, such as staff salaries and wages, rent, utilities, and property up-keep.
- **Pre-award Costs.** Reimbursement for costs incurred before the completion of the Strategic Investment Plan and the announcement of funding awards is not permitted.
- **Property Acquisition.** DRI/NYF funds cannot be used for property acquisition.
- **Training and Other Program Expenses.** DRI/NYF funds cannot be used to cover continuous costs, such as training costs and expenses related to existing programs.
- **Expenses Related to Existing Programs.** DRI/NYF funds cannot supplement existing programs or replace existing resources.

Project Match Requirements

- **Private vs Public/Non-profit**
 - **Minimum 25% match for private projects.**
 - **No match requirement for public and non-profit projects.**
- **LPC discretion to increase goal**
 - **This can be across the board for every project, or on a project-by-project basis.**
 - **In the past, 40% has been the minimum required match.**

How are projects identified?



Projects included in the community's NYF application (still have to submit during Open Call)



Projects solicited through the Open Call for Projects

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

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 4 weeks
- Applicants must complete a submission form with required information (available online or in hard copy at accessible locations)

We are looking for projects that are ready to be implemented in the near-term, are transformational, and are feasible!

How are projects evaluated?

- **Alignment with Local and State Goals**
- **Catalytic Effect**
- **Project Readiness**
- **Eligible Project**
- **Cost Effectiveness**
- **Co-Benefits**

What is the end goal of the planning process?

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



VILLAGE OF TANNERSVILLE Strategic Investment Plan

Capital Region Economic Development Council

New York State
Downtown Revitalization Initiative

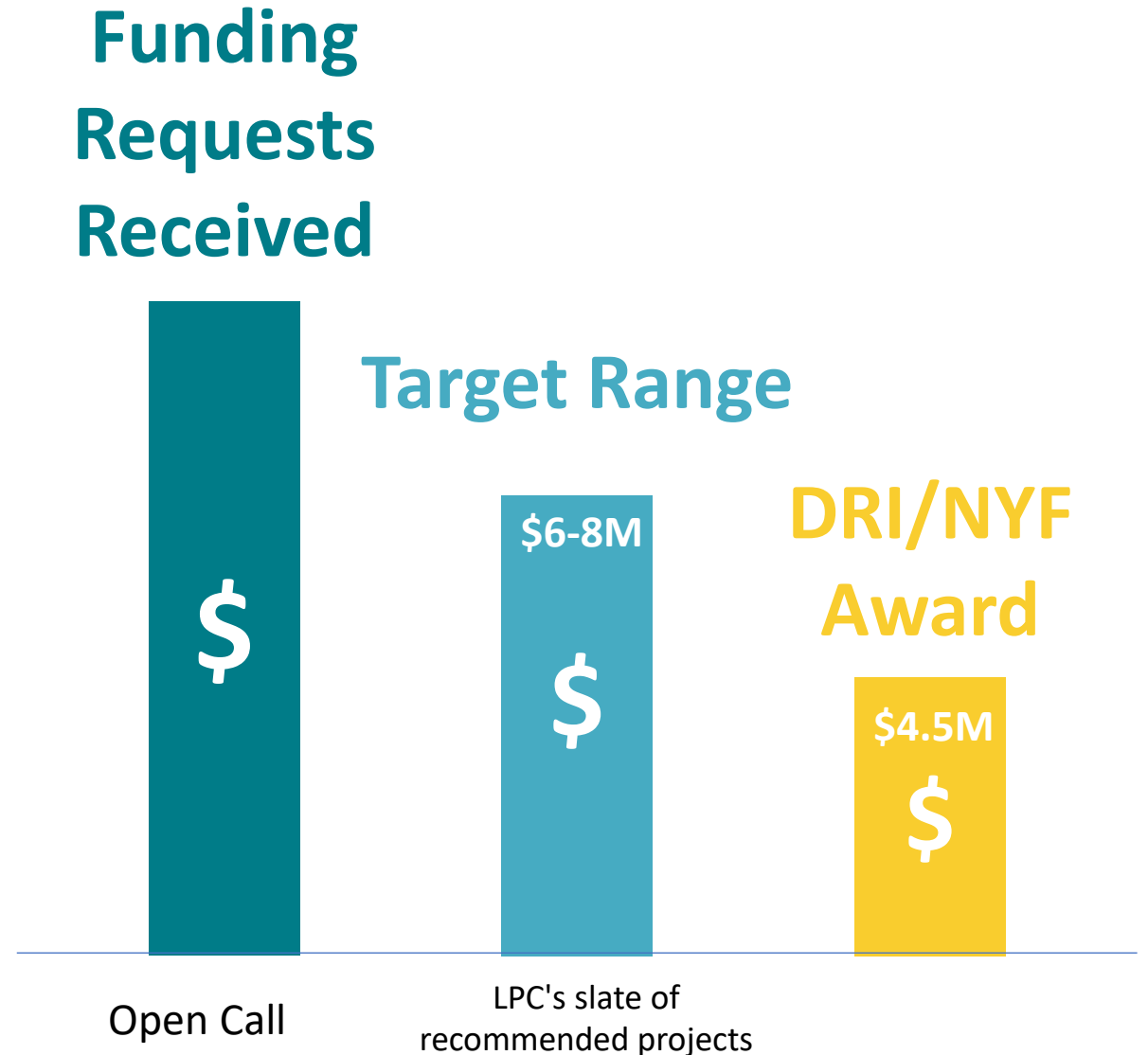
August 2022



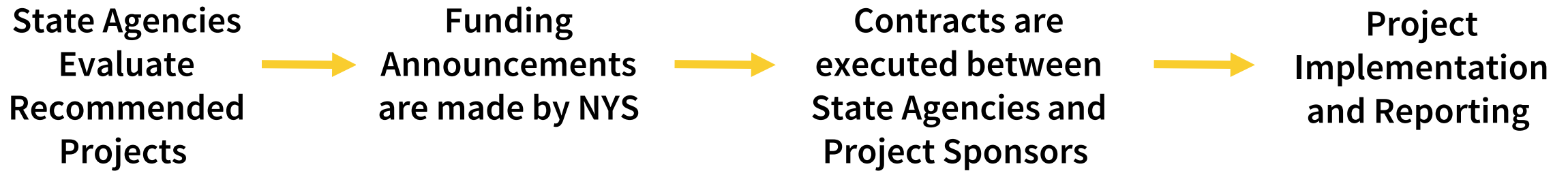
Downtown
Revitalization
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Final Slate of Recommended Projects

- Final slate of projects takes into consideration feedback from the public and is finalized by the LPC
- The total amount of requested NYF funds will have a higher dollar amount than what will be awarded



What happens after the planning process ends?



- Announcements are typically made in the months following submission of SIPs
- Projects begin implementation after sponsors sign contracts with respective State agency

Project Implementation

- All awards are provided as a reimbursement grant – project sponsors must complete work before monies are provided
- Project sponsors will likely need to secure bridge financing to cover costs while project is being completed
- All awards are subject to State requirements, including MWBE goals, competitive procurement, etc.



Public Engagement

Public Engagement

- **Critical component of the NYF planning process!**
- Lead by the consultant team
- Takes place throughout the process and is tailored specifically to each community's needs
- Activities should encourage participation from a broad and diverse population



How Does Public Engagement Help This Process?

- Helps to craft / refine the downtown's vision, goals, and strategies
- Input on project types and community needs
- Feedback on proposed projects and transformative potential in downtown



Public Engagement Methods

- Public Workshops (x2)
- Local Outreach Activities
- Online Engagement
- Open Call for Projects
- LPC Meetings

Are there important community groups or stakeholders we should reach out to?

Do you have any advice on meeting locations, specific activities, notification methods, etc?

Canastota's NYF Application

NYF Boundary



- The boundary should define a concentrated, walkable area and may range from a corridor to a few blocks of a neighborhood or arts district, or the municipality's central business district.
- The boundary establishes the geographic focus for the downtown profile and assessment.
- The application boundary included the entire Village boundary, so the planning team and LPC will adjust this.



Community Vision and Goals

Village of Canastota's Vision Statement:

“The Village of Canastota seeks to create a better community for our residents and provide opportunities to ensure the continued growth and prosperity of the Village for generations to come.”

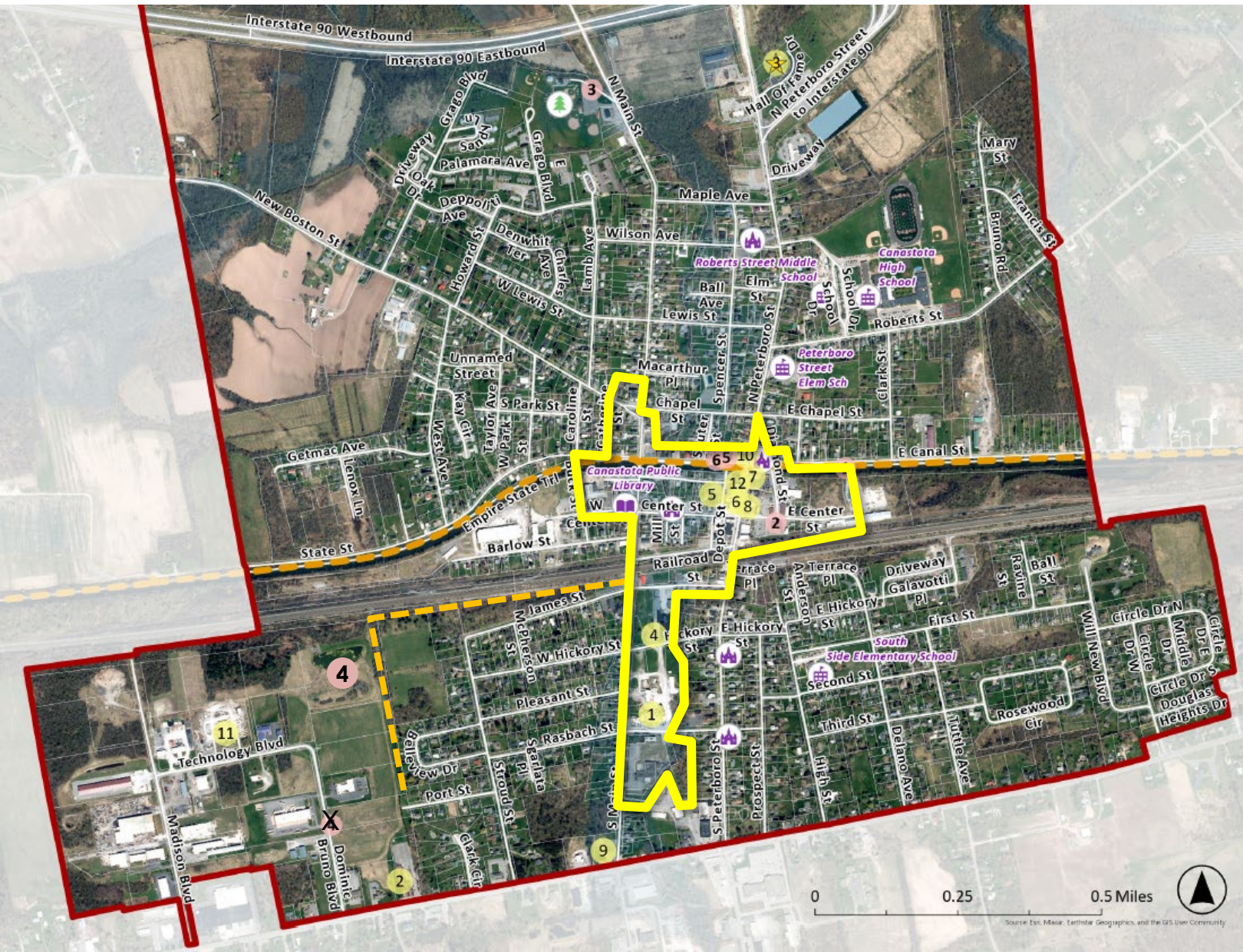
Application Goals:

- Job Growth
- Improved Quality of Life for Village Residents
- Housing Affordability and Availability

Overview of Projects in Canastota's Application

- 18 potential projects identified: 12 private projects and 6 public
- Total Requested Funding: \$6,944,000
- Canastota awarded \$4.5M NY Forward grant
- Application projects still need to be submitted to the Open Call for Projects and require Local Planning Committee approval to stay on the Final Slate.

NYF Boundary Discussion



- Focus on downtown and nearby commercial/industrial properties
- Exclude most residential areas (not eligible for NYF)
- ~15-minute walk along Main St.

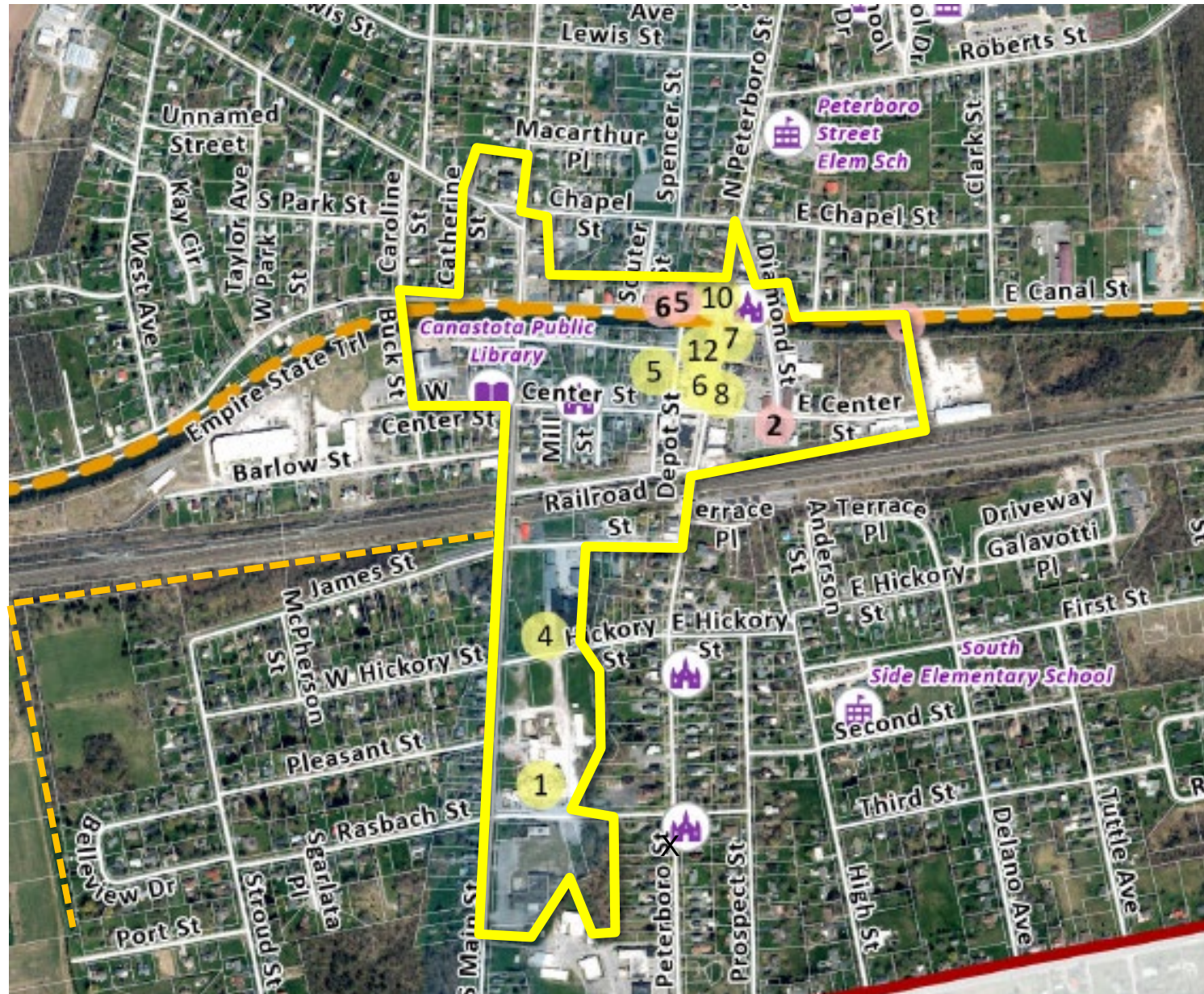


Village boundary



Revised NYF boundary
(for discussion)

NYF Boundary Discussion



- Focus on downtown and nearby commercial/industrial properties
- Exclude most residential areas (not eligible for NYF)
- ~15-minute walk along Main St.



Village boundary



Revised NYF boundary
(for discussion)



What's Next?

Next Steps

- Review the NYF Guidance Document
- Review Canastota's NYF application
- Review, sign and return the Code of Conduct
- Public Meeting: Next 3-5 weeks
- Open Call for Projects

**Program resources
can be found at:**

NY Forward

**[https://www.ny.gov/programs/
ny-forward](https://www.ny.gov/programs/ny-forward)**

DRI

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

Visioning Session

Opportunities and Challenges

- What are Downtown Canastota's **strengths** to build from?
- What **opportunities** exist for NY Forward to build on?
- What are **challenges** to address?

NYF Vision and Goals Discussion

- LPC starts discussion today
- We'll ask the public to share feedback at the first public meeting
- LPC will review feedback and finalize at LPC #2

NYF Vision Discussion

Village of Canastota's Vision Statement (from application):

“The Village of Canastota seeks to create a better community for our residents and provide opportunities to ensure the continued growth and prosperity of the Village for generations to come.”

Some things to think about as we refine this...

- Specific to Canastota
- Highlight unique aspects
- Synthesize key characteristics and aspirations

NYF Goals Discussion

Goals from application:

- Job Growth
- Improved Quality of Life for Village Residents
- Housing Affordability and Availability

Some things to think about as we refine these:

- 4-6 concise goals tied to a characteristic or aspiration
- Goals should support achieving the vision

NYF Program Goals:

- Create an active downtown with a mix of uses
- Enhance downtown living and quality of life
- Create diverse housing options for all income levels
- 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
- Encourage the reduction of greenhouse gas emissions
- Grow the local property tax base

Public Comment