



**Downtown
Revitalization
Initiative**

NY Forward

Downtown Revitalization Initiative – Round VI & New York Forward

DANIEL “DANNY” LAPIN, AICP REVITALIZATION SPECIALIST 1

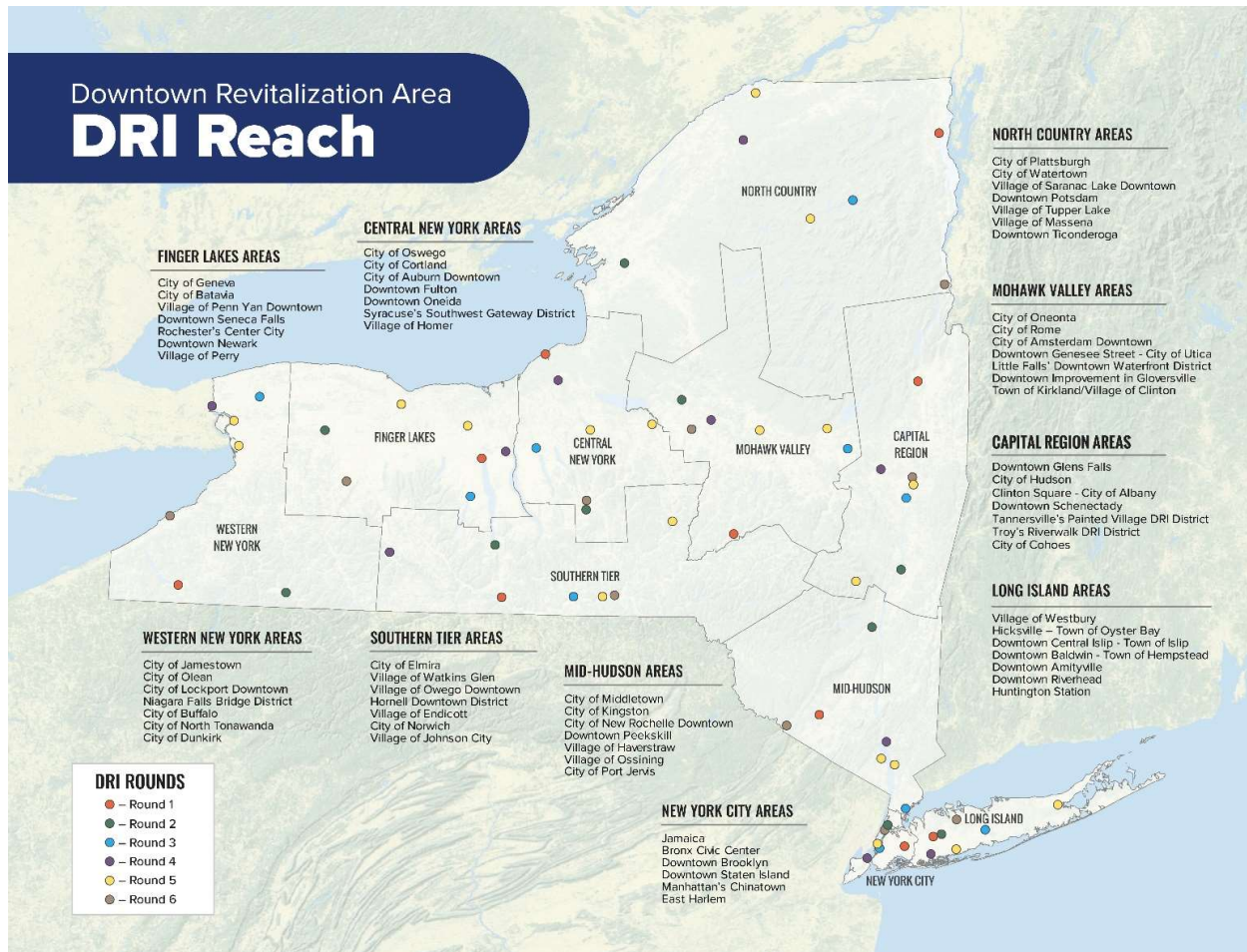
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WHAT IS THE DRI AND NY FORWARD PROGRAM?

“The Downtown Revitalization Initiative and NY Forward programs focus on creating healthy, vibrant, walkable downtowns that catalyze sustainable economic development and accrue numerous economic, social, and environmental benefits to the locality, the region, and the State as a whole.”



DRI PROGRAM REACH



Downtown Revitalization Initiative

Round VI – Total: \$100M

\$10M for each of NY's 10 Economic Development Regions

Total Investment

59 Communities received a **total** Of \$600 million



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NY FORWARD PROGRAM REACH



New York Forward

Round I – Total: \$100M

\$10M for each of NY's 10 Economic Development Regions



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DRI & NY FORWARD PROGRAM GOALS



Create an active downtown, with a strong sense of place



Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.



Attract new businesses that create a robust mix of shopping, entertainment, and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries



Grow the local property tax base



Provide amenities that support and enhance downtown living and quality of life



Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region



Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts



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DRI & NY FORWARD COMMUNITY CHARACTERISTICS

DRI	NY Forward
Larger, walkable, more dense	Smaller, walkable, less dense
Multi-modal transportation, including mass transit	More vehicle dependent
Employment center for the regional economy	Mainly service oriented businesses, with smaller employment centers
Larger urban tourist center with more attractions	Village, town, neighborhood-scale charm
Availability of potential for mass transit	Vehicle dependent, with limited transit options
Potential for high-density development	Lower density, with opportunities for upper story housing

DRI & NY FORWARD PROGRAM GOALS



Lofts on Dietz Groundbreaking
(Oneonta DRI Round 1)



Lofts on Dietz Nearing Completion
(Oneonta DRI Round 1)

DRI PROCESS



THE DRI/NY FORWARD TEAM



Village of Massena LPC (DRI Round 5)

State Team:

- NYS Dept. of State
- NYS Homes & Community Renewal
- Empire State Development
- NYSERDA

Consultant Team

- Group of consulting firms, headed by a project lead

Local Team

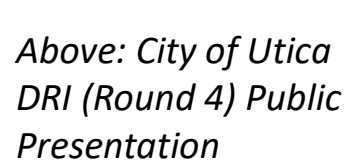
- Municipal officials, Local Planning Committee (LPC) staff, & residents



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- Bottom Right: City of Rochester DRI (Round 5)
LPC Visioning Exercise*



PUBLIC ENGAGEMENT DURING DRI/NY FORWARD



Central Islip (DRI Round 3)



Peekskill (DRI Round 4)



North Tonawanda (DRI Round 5)

PUBLIC ENGAGEMENT BEST PRACTICES



Chinatown DRI (Round 5) Public Engagement Event

CHINATOWN DRI

- Consultant team set up tabling events throughout the DRI area with facilitators proficient in Spanish, Mandarin, and Cantonese
- The Consultant team utilized a multi-lingual “Open Call for Projects” resulting in over 40 applications submitted to the LPC



Watertown DRI (Round 2) Public Engagement Event

WATERTOWN DRI

- Consultant team held six focus groups focusing on engaging underrepresented stakeholder groups
- Focus groups were held with nonprofits, students, members of the Getting Ahead Group, and members of the Teen Center



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PROJECT IDENTIFICATION

+ Strengths

Water
Built-Environment
Volunteers
Walk-ability
Historic Buildings

People
Natural Resources
Geography
Leadership

? What's missing?

Codes
Waterfront Development
Built-environment
Main Street
Transportation
Lodging
Job Growth

Middle Housing
Manufacturing
Affordable Housing
Wayfinding
Housing
Multi-Modal Transit

→ Future Vision

Energizing
Vibrant
Destination
Thriving
Top CNY Destination

Easy
Inspiring
Convenient
Variety
Discovered
Booming

Fantastic
Dynamic
Dynamic
Discovered
Booming

- Public engagement can help identify **public, private, and not-for-profit** projects for inclusion in an SIP
- An “Open Call for Projects” can help project identify projects that are ready for implementation or others that may be considered for future funding
- The Consultant Team will provide technical assistance to project sponsors throughout the process

OPEN CALL FOR PROJECT PROPOSALS

LITTLE FALLS DOWNTOWN REVITALIZATION INITIATIVE



*Little Falls DRI Open Call for Projects
Header (ROUND 5)*

Little Falls DRI SWOT (ROUND 5)



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DOWNTOWN PROFILE AND ASSESSMENT



Chinatown DRI (ROUND 5)

A Downtown Profile & Assessment...

- Tells a compelling “story” of the DRI/NYF area and the surrounding area
- Establishes a foundation for revitalization of the DRI/NYF area
- Uses strong visual elements to present key data points
- Passes the “mom & dad test”

VISION GOALS AND OBJECTIVES

Vision Statements

- Describe what a given community will look like in five to seven years

Goals

- Describe how the community will attain its vision

Revitalization Strategies

- Present clear, actionable steps to achieve identified goals

“ COMMUNITY VISION

Norwich will be a vibrant location of choice for a diverse population – a place where families can raise their children, students have access to exceptional education and activities, young professionals can find well-paying jobs and quality housing, seniors can age in place, and visitors can experience all that Norwich has to offer. Our historic downtown, with its idyllic natural backdrop, will be a regional destination with unique retail, dining, and entertainment options, a community hub for arts and culture, and a place where residents can access essential services to support a high quality of life.”

City of Norwich DRI (Round 5)

WHY IS A VISION IMPORTANT

- A community's vision acts as the anchor and guiding light for future-focused revitalization efforts
- It is the community's shared aspiration for what their municipality can be
- Projects that get funded **must** be consistent with the DRI/NY Forward vision



PROJECT TYPES

- 1 New Development and/or Rehabilitation of Existing Buildings
- 2 Public Improvement Projects
- 3 Small Project Fund
- 4 Branding & Marketing



*City of Oneonta
Branding &
Marketing
Campaign (DRI
Round 1)*



*Clute Park Improvements, Watkins Glen
(DRI Round 2)*



Copper City Lofts, Rome (DRI Round 2)

COMPETITIVE PROJECTS...

1. Are ready to break ground in two years
2. Are large enough to be truly transformative for the downtown area
3. Have a project sponsor that has the capacity to implement the project
4. Have financing commitments largely secured or be able to show a clear path to securing sufficient financing
5. Have leveraged funds, the more the better
6. Have a project sponsor that has site control or is in the process of acquiring site control

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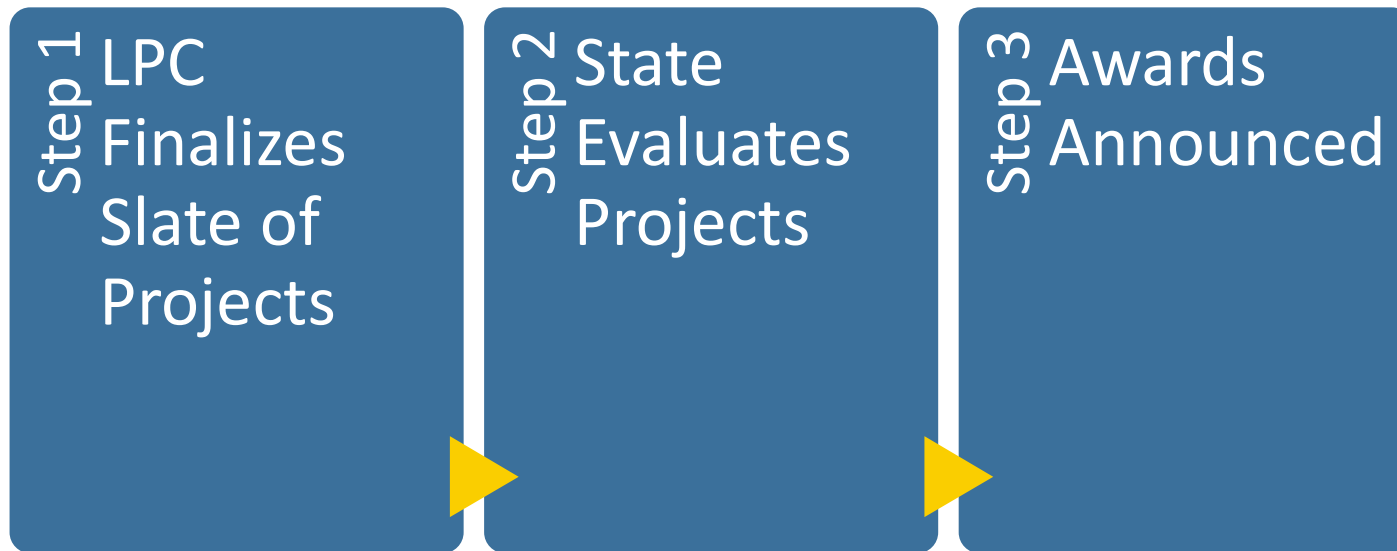
Ineligible Activities

- Standalone planning activities
- Operations and maintenance
- Pre-award costs
- Property acquisition
- Training and other program expenses

ESSENTIAL ELEMENTS OF A PROJECT PROFILE

Project Description	Revitalization Impact	Public Support	Budget	Timeframe & Readiness	Sustainability
Project Title	Revitalization Strategies	Public Support	DRI/NYF Funding Request & Total Project Cost	Capacity	Decarbonization
Project Description	Project Synergies		Project Budget	Project Partners	Resiliency
Project Location/Address	Before & After Images		Budget Narrative	Project Feasibility and Impact	
Project Sponsor				Regulatory Requirements	
Property Ownership				Timeframe for Implementation	

FINALIZING THE SLATE OF PROJECTS



PROJECT EVALUATION

State Evaluation Criteria

- 1) Consistency with state and local goals
- 2) Project Readiness
- 3) Catalytic Effect
- 4) Co-benefits
- 5) Cost Effectiveness

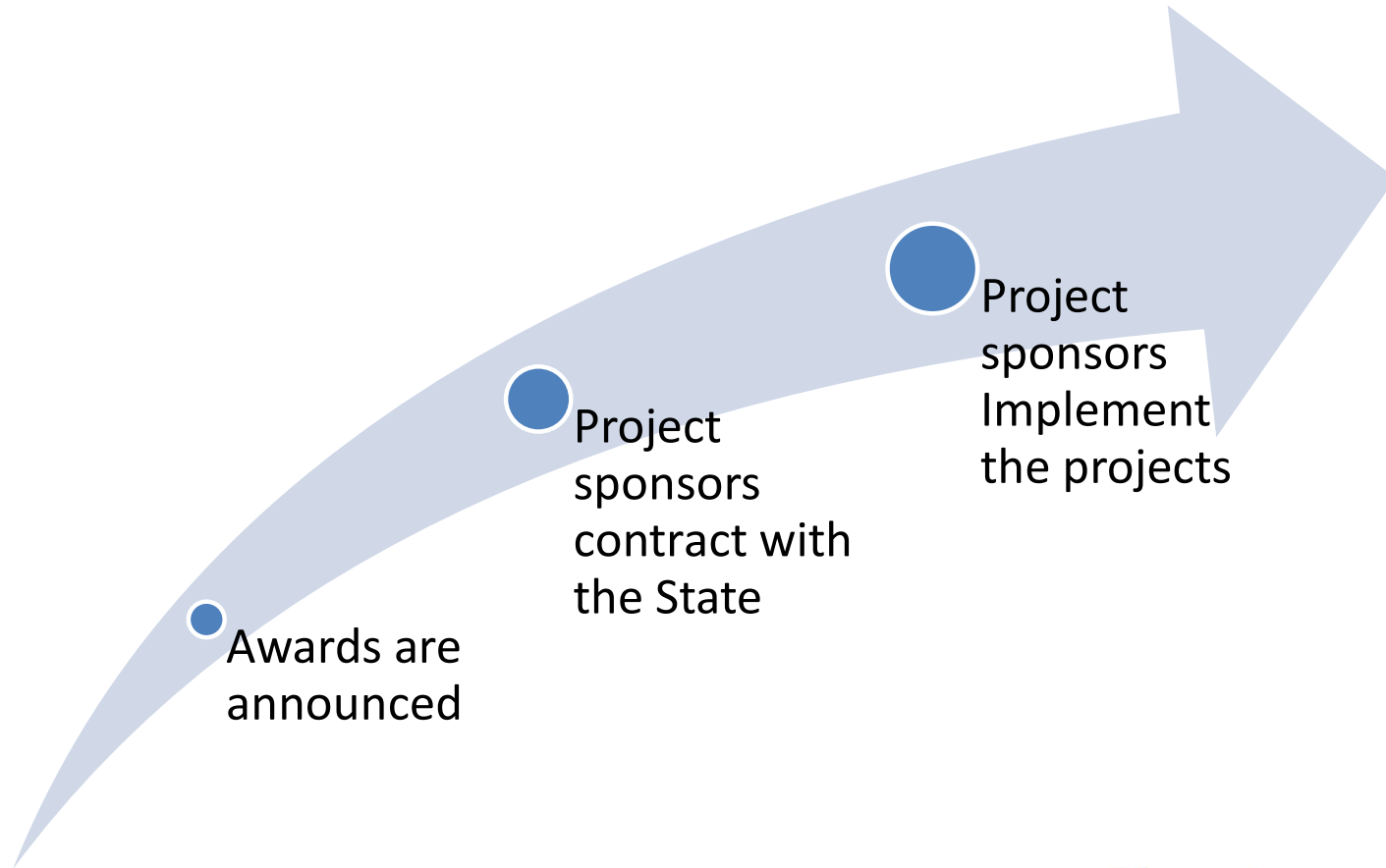


*Watkins Glen LPC Meeting,
Watkins Glen (DRI Round 2)*



Penn Yan LPC Members, Penn Yan (DRI Round 3)

IMPLEMENTING THE DRI/NY FORWARD SIP



PLANNING PROCESS FROM START TO FINISH



Little Falls LPC Members, Little Falls (DRI Round 5)



Little Falls LPC Members with Secretary of State Robert Rodriguez & Gov. Kathy Hochul, Little Falls (DRI Round 5)

DRI IN ACTION



Cohn Building, Schenectady (DRI Round 4)



Site of Urban Co-works, Schenectady (DRI Round 4)

DRI IN ACTION



*Auburn Public Safety Building Project- Before
(DRI Round 3)*

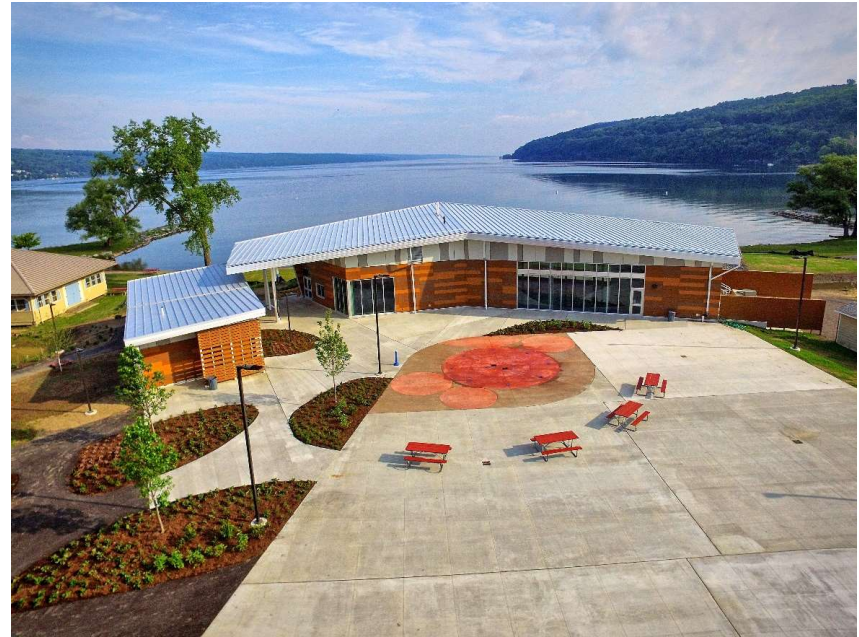


Auburn Public Safety Building- After (DRI Round 3)

DRI IN ACTION



Clute Park Before, Watkins Glen (DRI Round 2)



Clute Park After, Watkins Glen (DRI Round 2)

HOW WE KNOW THE DRI & NY FORWARD MODEL WORKS

"The DRI takes this plan and breathes life into it with public funding...It's attracted far more private investment than we would have ever seen."

-Vince DeJoy, Director of Development, City of Jamestown

"I think the DRI showed that a community working together can move forward in a steady way... this really helped us get on the other side of the mountain, if you will."

-Ed Bartholomew, Director of Economic Development, City of Glens Falls

"Over half the residents who moved into these new buildings moved in from outside the city, in some cases outside the county, into our downtown. Who is going to live in all these apartments? People who want to move here because they see the positivity and progress, and realize Oswego is a special community and the place to be. That's who."

-Billy Barlow, Mayor, City of Oswego

"It was the first time in anyone's memory where we brought together all these members of our community...the first time that we had people from leadership from all sectors of our community in a public way working together talking about how we can strengthen our community. And that was very powerful."

-Gary Herzig, Mayor, City of Oneonta

"The DRI designation has drawn interest to our community from developers statewide who previously had not considered Rome and many other Upstate cities due to a perception that we may never recover from a long period of economic decline..."

-Jacqueline M. Izzo, Mayor, City of Rome



THANK YOU!

Danny Lapin, AICP

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