

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

Local Planning Committee Meeting #1

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. NYF Program Overview
3. NYF Planning Process
4. Public Engagement
5. Webster's NYF Application
6. What's Next?
7. Visioning Session

***Thank you for serving
on the Local Planning
Committee for your
community!***

Welcome + Introductions

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)*.

Remember...

- Members should use the Code of Conduct to guide service and actions while on the Local Planning Committee:

D.

**Disclose conflicts
of interest**

A.

**Act in the public
interest**

D.

**Disqualify as
necessary**

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

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.

Do any LPC members need to make a disclosure to the Committee?

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



DRI / NYF Program Overview

Roles and Responsibilities

State Agency Team

Department of State

Melissa Keller
melissa.keller@dos.ny.gov

Empire State Development

Greg Parker
gregory.parker@esd.ny.gov

NYS Homes and Community Renewal

Tirzah Peters
tirzah.peters@hcr.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

Lead

Colliers

- Kimberly Baptise
- Leigh Ann Kimber
- Jeanette Petti

Sub-Consultant Team

- 4Ward Planning
- Lu Engineers
- Camoin
- STC Design

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

LPC Co-chairs

- Darrell Byerts, Mayor
- Ana Liss, Director of Planning (Monroe County)

Members

- Elena Bernardi, Business Improvement District/Bernardi & Co. CPAs
- Peter Elder, Historic Preservation Commission
- Charlie Fitzsimons, The North 43 LLC/ 2 for 7 Group
- Tom Spoonhower, Webster Jazz Festival/BID
- Robyn Whittaker, Webster Rotary
- Matt Chatfield, Webster Economic Development Alliance
- Erin Land, Webster Central School District
- Andy LaManna, Webster Community Chest
- Anna Taylor, Friends of Webster Trails
- Janine Sanger, Webster Health & Education Network
- Diane Horeth, Kittleberger Florist
- Robin Rubado, CDS Housing

**Local
Planning
Committee**

Local Planning Committee

- Group of diverse community and regional stakeholders nominated by the municipality and others. Confirmed by NYS.
- Ambassadors of the DRI / 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.

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**

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**

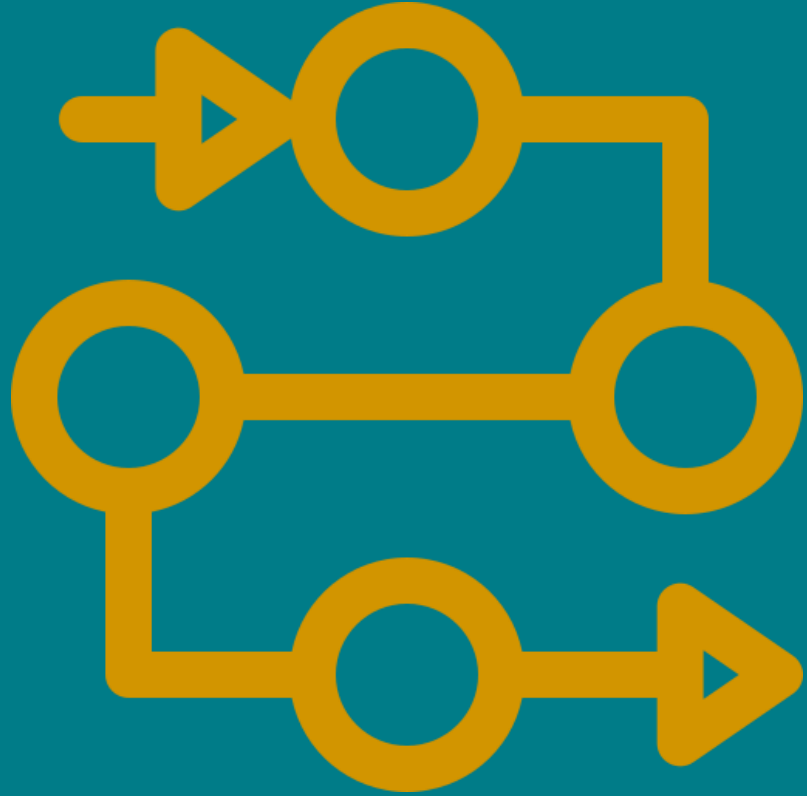
YOUR FOCUS IS HERE!



IMPLEMENT

2025 - 2030

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



DRI / 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

- **All Projects.** Project minimum of \$75,000 in total project costs.
- **Privately-Sponsored Projects.** The LPC has the discretion to set match goals, as appropriate. Minimum match of 25% of total project cost is required.
- **Public or Non-Profit Projects.** No minimum match required.

LPC can set a higher match than required

How are projects identified?



Projects included in the
community DRI / NYF application



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. Private, non-profit, and public entities are eligible to submit applications.
- Submission period will be open to the public for at least 4 weeks
- Applicants must complete a submission form with required information (will be 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.** Projects must advance the goals established by the LPC and the State for the DRI/NYF community.
- **Catalytic Effect.** Projects must have a significant positive impact on the revitalization of downtown.
- **Project Readiness.** Projects should be well-developed and ready to proceed as soon as possible upon the award of funding.
- **Eligible Project.** Projects must be one of the eligible project types.
- **Cost Effectiveness.** Projects must represent an effective and efficient use of public resources.
- **Co-Benefits.** Projects must result in benefits to the community, beyond just the project developer, such as: additional economic activity and improved quality of life.

Project Evaluation Worksheet Examples

Yes	No	maybe	COMMUNITY SUPPORT
			The project is supported by the community and in line with its DRI vision.
Yes	No	maybe	PROJECT READINESS
			The project is well developed and poised to proceed in the near term in a way that will jumpstart the redevelopment of the neighborhood. The sponsor has the capacity to implement and maintain the project.
Yes	No	maybe	CATALYTIC EFFECT
			The project is likely to have a significant positive impact on the revitalization of the downtown by attracting other public and private investment.
Yes	No	maybe	CO-BENEFITS
			The project will result in secondary benefits to both the community and project developer, beyond the primary goal of the project itself, which will generate additional economic activity, grow the local property tax base, improve quality of life in the neighborhood, and/or result in improved buildings likely to create healthier, more comfortable and productive environments in which to live and work.
Yes	No	maybe	COST EFFECTIVENESS
			There is a demonstrated needs for DRI funds and investment of public DRI funds in the project would represent an effective and efficient use of public resources.

Catalytic Effect*

Will this project have a significant positive impact on downtown Medina? Can it spur additional public and private investment?

-Please select- ▼

High

Medium

Low

Unknown

break ground within 2 years?

Cost Effectiveness*

Is this project a good use of public funds? Is the budget realistic? Is the NYF request reasonable?

-Please select- ▼

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

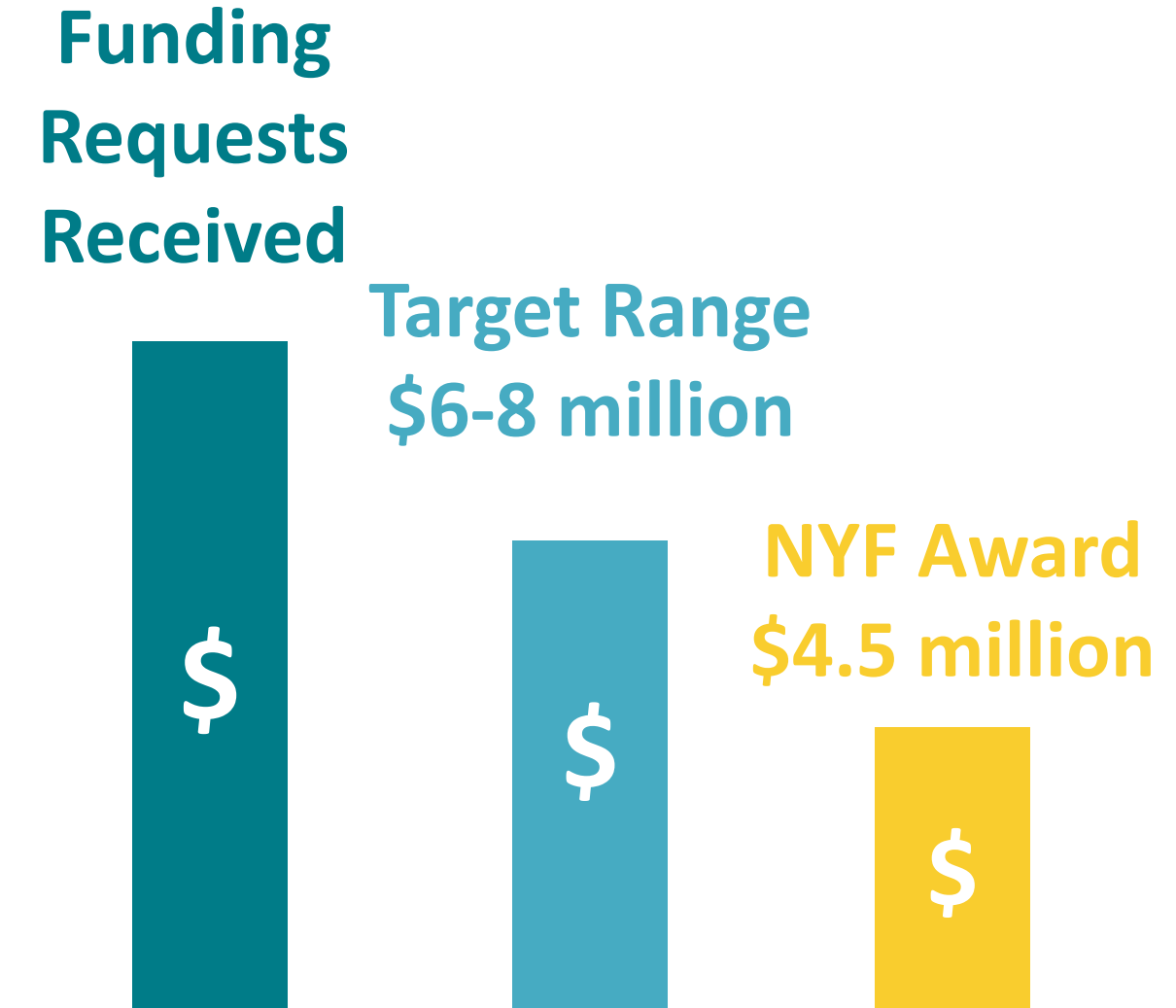
August 2022



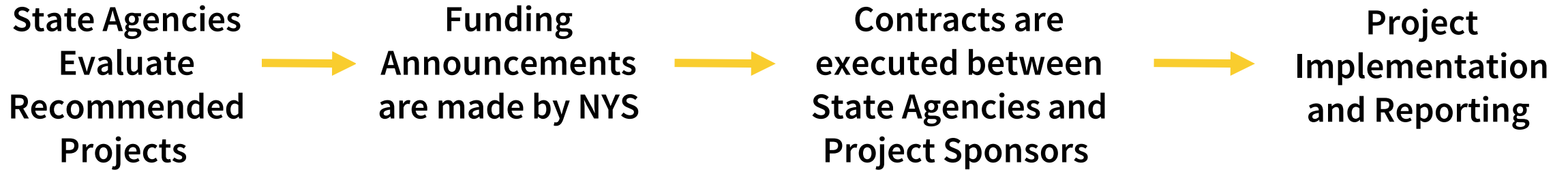
Downtown
Revitalization
Initiative

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 DRI / 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 as soon as possible

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 DRI / NYF planning process!**
- Led 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

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

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

Do you have any ideas for community events we can piggyback on, or specific locations for public workshops?

Mark Your Calendars!

June 17 at 6:00 pm | LPC #2

July 10 at 5:30 pm | LPC #3
Open Call Public Information Session at 7:00

August 14 at 6:00 pm | LPC #4

September 9 at 6:00 pm | LPC #5

October 9 at 6:00 pm | LPC #6



All LPC Meetings will
be held at the

**Webster Community
Meeting Hall**

29 South Avenue,
Webster, NY 14580



Save These Dates!

Our First Public Workshop
has been scheduled for

Wednesday

June 5 at 6:00 pm

Open Call Public Workshop
has been scheduled for

Wednesday

July 10 at 7:00 pm

Webster Community Meeting Hall

29 South Avenue, Webster, NY 14580

Online Engagement

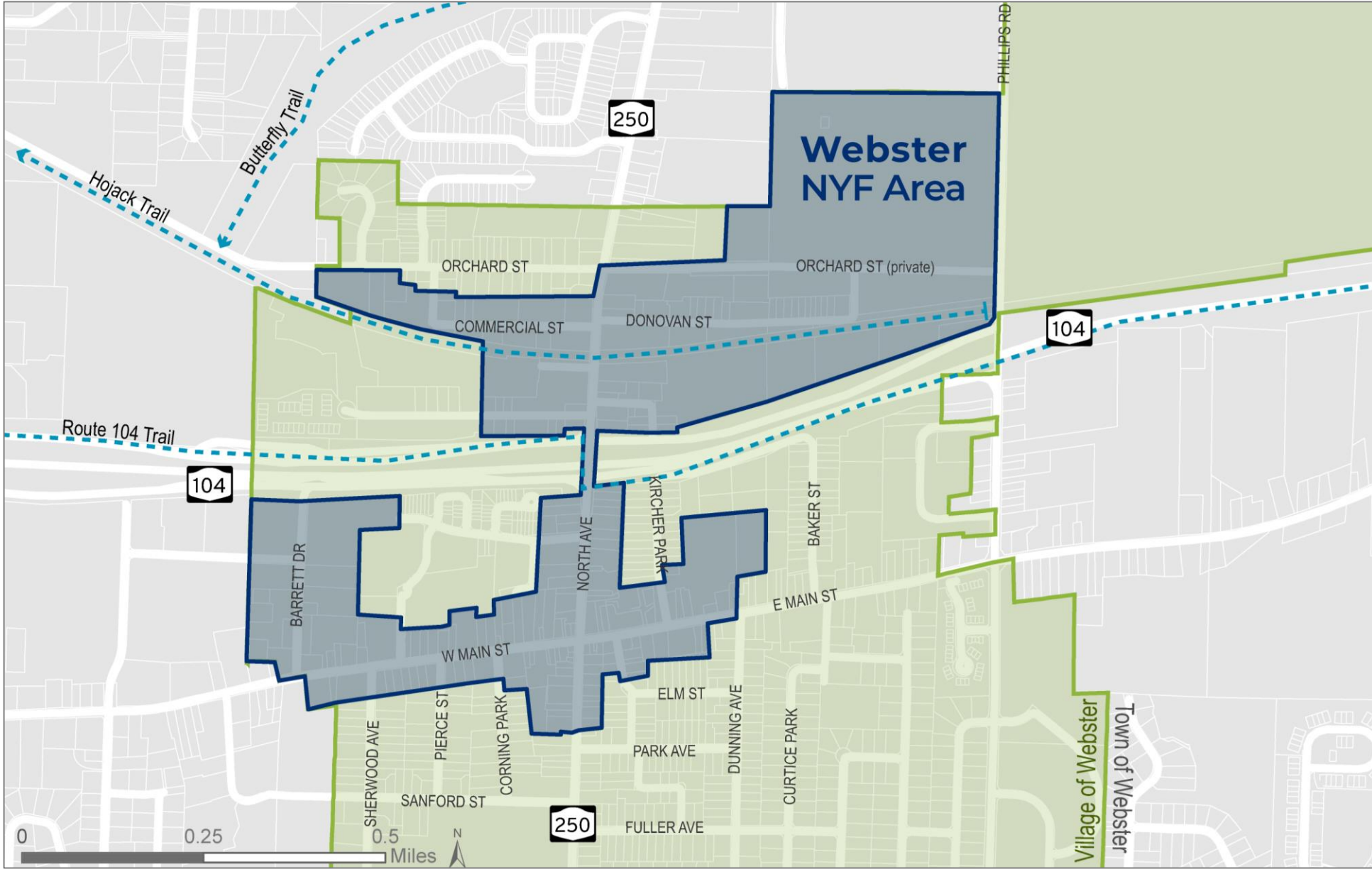
- Submit Feedback
- Find Out About Public Events
- Learn About the Program
- Download Project Documents

www.websterNYForward.com



Webster's NYF Application

Proposed NYF Boundary



Our Vision of Downtown Webster

The Village of Webster is the **cultural and entertainment hub** of the broader community. Main Street is a compact and walkable corridor that celebrates its **storied history** with comfortable and safe streets, lively businesses, engaging public spaces and flexible outdoor venues that foster a unique identity and a sense of arrival into the Village. The North End Business District is a center of employment, offering an expanding node of residential, commercial, and industrial uses. **Main Street and the North End enrich our community's quality of life** by promoting sustainable development while providing a broad variety of public, private, and not-for-profit **destinations for all members of the Webster community** to experience, enjoy, and appreciate.

Downtown Revitalization Strategy



Improve convenience, functionality and walkability for residents and visitors

- Increase perception of available parking
- Improve pedestrian/bicycle connections to business districts
- Provide functional, clean, and appealing amenities
- Increase pedestrian-friendliness of Main Street and North Ave

Downtown Revitalization Strategy



Provide a cohesive and appealing community experience

- Beautify publicly accessible streets, parks, open spaces, and facilities
- Provide educational resources for property/business owners
- Encourage context-sensitive building improvements

Downtown Revitalization Strategy



Provide venues and events that attract visitors from throughout the community

- Develop multi-purpose facilities for flexible, year-round usage
- Organize, promote, and implement unique, high-quality events
- Create memorable destination spaces

Downtown Revitalization Strategy



Make the village a vibrant place to live and work for all members of the community

- Provide a broad cross-section of mixed-income housing opportunities
- Offer events or activities for employees during the work week
- Encourage the active use of outdoor spaces large and small
- Promote places and spaces for youth & teens that are safe, welcoming, and engaging

Downtown Revitalization Strategy



Promote sustainable development, energy efficiency, and the reduction of greenhouse gases

- Reduce energy consumption for building heating and cooling throughout the year
- Promote the production and utilization of non-hydrocarbon energy resources
- Promote the adaptive reuse of existing structures over demolition where practical
- Provide infrastructure to support the expansion of Electrical Vehicle use

Recent and Ongoing Efforts

Recent Planning Efforts

- 2015 Community Investment Strategy
- 2018 Veteran's Memorial Park Master Plan
- 2023 Webster Brownfield Opportunity Area (BOA) Study - *Xerox West Complex*

Recent Investment

- North 43 East Main Street Project
- The Cobblestone on Main Street
- North Avenue Connector Project

On the Horizon

- Fairlife® Dairy Facility

Overview of Proposed Projects

Projects included in Webster's NY Forward Application...

- Are just a starting point
- Must be resubmitted through the Open Call to be considered by the LPC
- May or may not be included in the final Strategic Investment Plan depending upon the LPC's evaluation



01

Veteran's Memorial Park Improvements

Enhance Veteran's Memorial, signature performance structure, and other enhancements to support large gatherings



02

Village Market Square

Flexible programming space for evening and weekend events



03

Streetscape
Enhancements

West and East Main Street from
Corning Park to Kircher Park



04

Hojack Trail Enhancements

Improve trail connections and
funnel users to North End
Business District



05

Harmony House

Accessibility and HVAC
improvements, potential
Teen-Safe space



06

150 Orchard Street

Create 12 loft apartments to build on recent investments



07

75 West Main Street Old Church Mall

Historic structure and potential anchor
for downtown revitalization efforts



08

2 West Main Street

Currently vacant; create 3-season space to expand seating capacity and attract new tenant



09

Xerox West Complex Redevelopment

Mixed-use, mixed-income neighborhood envisioned in Webster BOA



Small Project Grant Program



16-20 East Main Street



9 East Main Street



4 East Main Street



47 East Main Street



4 South Avenue



33 West Main Street

Marketing and Branding Assistance





What's Next?

Next Steps

- Review the DRI/NYF Guidance Document
- Review the Village's NYF application
- Review, sign and return the Code of Conduct

**Program resources can be found
at:**

NY Forward

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

Visioning Session

In a word (or two) -

**Today, I go downtown
because...**

In a word -

**Downtown's greatest
asset is....**

In a word -

**The greatest challenge
facing Downtown
Webster is...**

Public Comment

Ground Rules

- Please state your name and affiliation, if applicable
- Please limit your comments to 3 minutes
- Please be respectful of each other

You can find more information online at:

www.WebsterNYForward.com

www.ny.gov/programs/ny-forward

Thank you!

We appreciate your thoughts, comments, and feedback and look forward to your continued participation in Webster's NYF planning process.