

Date: May 31, 2023

Project Name: Long Beach NY Forward
Subject: Local Planning Committee Meeting #1

Meeting Location: 6th Floor, Long Beach City Hall, 1 W Chester St, Long Beach, NY 11561
Meeting Date: May 31, 2023
Meeting Time: 12:00-2:00 PM

Participants: **Local Planning Committee**

Ronald J. Walsh (Co-Chair)
Resi Cooper (Co-Chair)
Jacquetta Odom
Rabbi Jack Zanerhaft
Myra Dejesus
Luke Heneghan
Pastor Mark Moses
Anthony Rector
Rob Richards
Brian Berkery
Nicole Bergman
Darren Gallo
Tara Lannen-Stanton
Leah Rosensweig-Tozer
Johanna Mathieson-Ellmer

New York State

Kevin Garrett, Department of State (DOS)
Cara Longworth, Empire State Development (ESD)
Elizabeth Muehlemann, ESD

City of Long Beach

Patricia Bourne, Director of Economic Development & Planning
John McNally, Director of Public Relations & Special Projects
Cindy Rogers, Deputy City Manager
Jordan Schieber, Assistant Planner

Consultant Team

Peter Van den Kooy, Associate Principal, BFJ Planning
Silvia Del Fava, Associate, BFJ Planning
Suzanne Goldberg, Planner, BFJ Planning

The purpose of this meeting was to introduce the Local Planning Committee (LPC) and members of the project team, the NYF process and timeline, introduce strategies for public outreach, and discuss goals and priorities for the Long Beach NYF. Approximately five members of the public joined the meeting as attendees. The presentation is posted on the [Long Beach NYF Website](#).

Welcome and Introductions

- Members of the public were reminded that LPC meetings are working sessions, and there is an opportunity for the public to share comments at the end of the meeting or submit comments online at www.LongBeachNYForward.com
- Kevin Garrett (DOS), Cara Longworth (ESD), and Elizabeth Muehlemann (ESD) introduced themselves as State representatives involved in the Long Beach NYF process.
- Peter Van den Kooy of BFJ Planning provided an overview of the consultant team. BFJ Planning will lead the NYF effort, while economic development, sustainability, engineering experts and other specialists will cover the various topic areas for the Strategic Investment Plan.
- The Consultant Team led the introduction of LPC members.

NYF Code of Conduct

- Mr. Van den Kooy gave an overview of the NYF Code of Conduct, which all LPC members must sign and explained that any potential conflict of interest must be disclosed at the earliest possible time. LPC members must complete and submit a formal Recusal form when a potential conflict is identified.
- Resi Cooper read the LPC preamble for disclosure and recusal.
- Mr. Van den Kooy concluded the NYF Code of Conduct discussion with an overview of how LPC members will vote on a slate of projects to be recommended to the state for NYF funding.

What is NY Forward?

- Mr. Van den Kooy gave an overview of the program objectives and discussed the components of the final Strategic Investment Plan.
 - Goals of NYF include enhancing downtown living and quality of life, encouraging the reduction of greenhouse gas emissions, growing the local property tax base, and providing diverse employment opportunities for a variety of skill sets and salary levels.
- Mr. Van den Kooy discussed the roles and responsibilities of participants in the NYF process, including members of the public, New York State representatives, consultants, City Staff, and the Local Planning Committee.
- Mr. Van den Kooy provided an overview of the NYF Timeline and deliverables, which will conclude with the compilation of the Strategic Investment Plan in December 2023.
 - Public events will be held throughout the process. The first deliverable, the Public Engagement Plan, will identify specific outreach strategies to ensure the full Long Beach community has the opportunity to weigh on the NYF projects.
 - There will be five LPC meetings.

- The proposed NYF boundary was displayed, and Mr. Van den Kooy explained that every project proposed must be located within the NYF boundary. Other adjustments are possible (within the City boundary) and should be identified as early in the process as possible.
- Mr. Van den Kooy discussed the plan outline, as well as project criteria, and identified the types of projects that will and will not be eligible for NYF funding.

Downtown Vision, Goals, and Strategies

- The Consultant Team introduced a visioning exercise for the LPC members aimed at understanding goals and priorities for this NYF project. The LPC was asked to identify their top three priorities or opportunities for the Long Beach NYF.
- Priorities that were mentioned in the discussion included the following:
 - Signage, wayfinding, and beautification downtown
 - Continuity and uniformity of signage
 - Beautification surrounding the LIRR station to create a more welcoming atmosphere
 - Public art and murals
 - Beautification of Kennedy Plaza
 - Outreach with owners of commercial buildings on Park Ave to maintain storefronts
 - Historical signage and landscaping
 - Giant signage or sculpture that creates an identifiable image and can be repeated throughout the downtown area
 - Brickwork on crosswalks and sidewalks
 - Improved lampposts with hanging baskets of flowers
 - Entrances into the downtown area that are bold, enthusiastic, and beautiful
 - Wayfinding in the downtown area
 - Improving traffic safety and walkability
 - Pedestrian and bike safety especially along Park Ave
 - Redirection of traffic entering town on Long Beach Rd and Park Ave to make it safer (such crossing was identified as very dangerous for pedestrians)
 - Pedestrian safety surrounding Kennedy Plaza
 - Reduced traffic accidents near the entrance to downtown
 - Unified lighting on Park Ave
 - Longer crossing times for people to walk across the entire street
 - Safer, wider bike lanes
 - Accessibility
 - Synced traffic lights to promote safety with assistance from the County (County is responsible for traffic lights timing)
 - Defined bicycle lane downtown
 - Redevelopment of Stop & Shop Plaza
 - Co-chair Walsh pointed out that City has approached the lessee/building owner but there is no agreement on future actions on the site
 - Less free parking to generate revenue
 - Emphasis on youth input within the planning process
 - Art galleries
 - Transformation of the recently closed movie theater into an art gallery
 - Creation of a community hub with a positive impact
 - Rebranding the City

- Mr. Van den Kooy shared a preliminary downtown vision based on the NYF application. The vision will be refined during the NYF process to reflect input from the LPC and public.
 - An LPC member requested that the vision statement mention that Long Beach is unique because it is an island and there is a strong connection to the ocean.
 - Preliminary Vision and Goals will be circulated to the LPC via email for further feedback.

Public Engagement Strategy

- Silvia Del Fava of BFJ Planning shared an outline of potential public outreach tools that could be used in the NYF process. These could be tailored to the Long Beach community to ensure this process reaches as many people as possible.
- The first public workshop is scheduled for July 12th, 7-9 PM.
- All information about public events and tools will be available on the Long Beach NYF website. LPC members are strongly encouraged to spread the word through their social networks.
- The consultant team will also coordinate pop-up opportunities with City events to share information on the NYF process with the public.
 - The LPC proposed the following events as potential pop-up opportunities:
 - June 24th & June 25th- Chamber of Commerce event
 - June 30 & August 11th Concert Series
 - Wednesdays & Saturdays- Farmer's Markets & Arts on the Plaza

Open Call for Projects

- The Open Call will be launched around June 28th and will stay open until early August (approximately six weeks).
- The Project Team will host technical assistance office hours for members of the public that would like to submit a project.
- LPC members are encouraged to spread the word about the Open Call for Process to attract as many private projects as possible.
- All questions and project submissions can be sent to longbeachnyf@gmail.com.

Next Steps

- Finalize Public Engagement Strategy
- Refine Vision and Goals based on LPC feedback
- Develop Downtown Profile & Assessment
- Upcoming Public Outreach
 - Next LPC Meeting: Tuesday, June 28th, 12:00-2:00 PM
 - First Public Workshop: Thursday, July 12th
 - Pop-up Event: TBD
 - Office Hours (technical assistance of Open Call for Projects): TBD

Questions and Comments

- Q: Is there a specific amount that needs to be met for leverage?
 - A: The LPC will decide what that amount is. This will apply to private projects.
- Q: Can zoning changes enforce continuity of business signage throughout the city?

- A: The draft City's Comprehensive Plan (anticipated for adoption in July 2023) has proposed changes to the zoning code, but NYF can start guiding investment in improved signage throughout the downtown area.
- Q: Are there ways to create income-generating opportunities after the grant period is over?
 - A: This program is intended to cover capital improvement projects, which income-generating projects can then take place within.