

# City of Long Beach NY Forward

Local Planning Committee Meeting #4  
September 20, 2023



NY Forward



# WELCOME!

## Long Beach NYF LPC Meeting Ground Rules

LPC Meetings are meant to be working sessions of the LPC.

- These meetings are open to the public, but are not intended as interactive public workshops.
- The public is welcome to observe committee

### How to get involved:

- Visit the Long Beach NYF website to send comments: [www.LongBeachNYForward.com](http://www.LongBeachNYForward.com)
- The second public workshop will be on **October 4<sup>th</sup>, 7-9 PM** at the **Long Beach Public Library**. More info will be posted on the project website.

# Agenda

- 01.** Welcome, Project Status, and Timeline
- 02.** Community Engagement Update
- 03.** New Project Proposals
- 04.** NYF Boundary
- 05.** Project Evaluation Criteria Recap
- 06.** Discussion of Potential NYF Projects (Updates)
- 07.** Matching Requirements & Small Fund Project
- 08.** Next Steps & Public Comment

# Local Planning Committee

- **Ronald J. Walsh** (Acting City Manager, Co-Chair)
- **Resi Cooper** (REDC Co-Chair)
- **Jacquetta Odom** (President Concerned Citizens of North Park)
- **Rabbi Jack Zanerhaft** (Long Beach Chamber of Commerce)
- **Myra Dejesus** (Commissioner, Long Beach Housing Authority)
- **Luke Heneghan** (Owner, Bright Eye Brewery)
- **Pastor Mark Moses** (New Life Church of Christ)
- **Anthony Rector** (Owner, Refinements, Ltd)
- **Rob Richards** (Owner, JJ Coopers)
- **Brian Berkery** (Co-Founder, Trellus)
- **Nicole Bergman** (Lifestyle Blogger, Between the Boards and Bay)
- **Darren Gallo** (Owner, Rooster Construction)
- **Tara Lannen-Stanton** (Director, Long Beach Public Library)
- **Leah Rosensweig-Tozer** (Associate Broker, Sotheby's Realty)
- **Johanna Mathieson-Ellmer** (President, Artists in Partnership)

# New York State and Consultants

## New York State

- Kevin Garrett, Department of State (DOS)
- Pape Cisse, DOS
- Cara Longworth, Empire State Development (ESD)

## BFJ Planning

- Peter Van den Kooy, Associate Principal
- Susan Favate, Principal
- Silvia Del Fava, Associate
- Suzanne Goldberg, Planner

# City of Long Beach

- **Ronald J. Walsh**, Acting City Manager
- **Patricia Bourne**, Director of Economic Development & Planning
- **John McNally**, Director of Public Relations & Special Projects
- **Cindy Rogers**, Deputy City Manager
- **Tyler Huffman**, Director of Community Development
- **Jordan Schieber**, Assistant Planner

**01**

# **Welcome, Project Status, & Timeline**

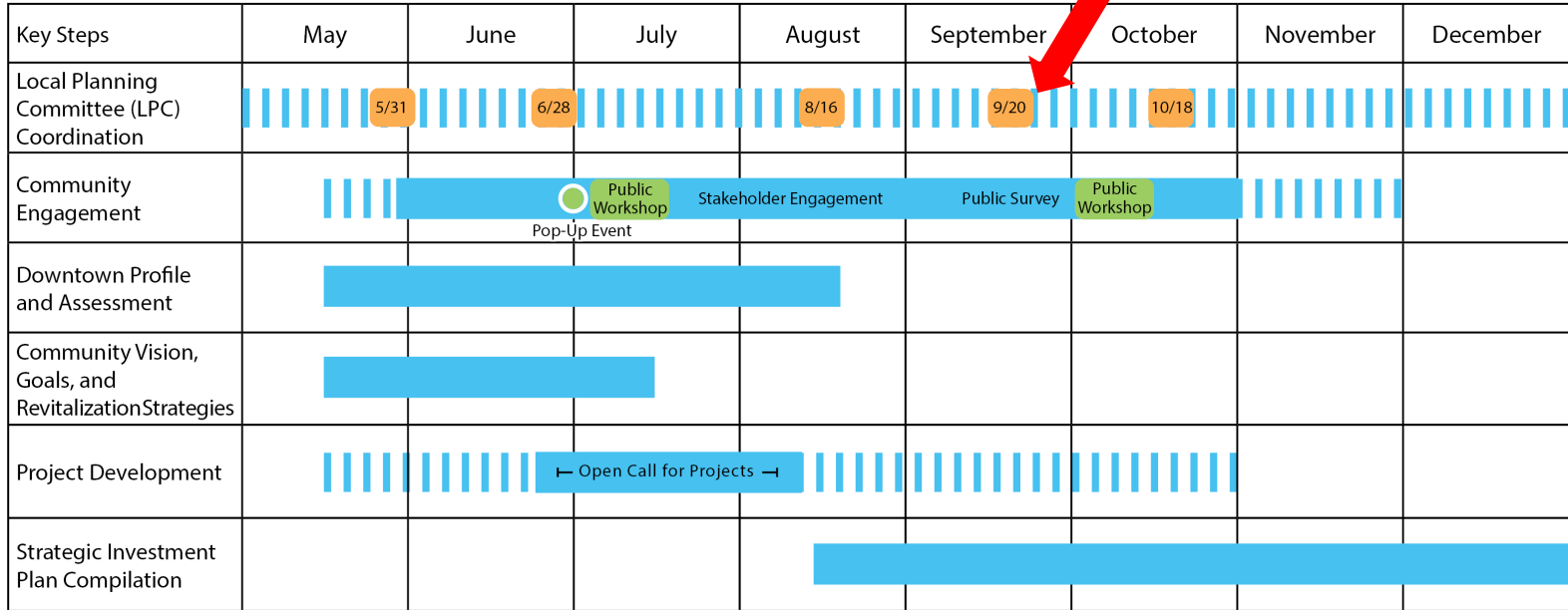
# LPC Member Recusal



*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 members need to make a disclosure?** (Pause for potential disclosure) – 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.*



# NYF Timeline



-  LPC Meetings
-  Community Engagement Events

\*Subject to change

**02**

# **Community Engagement Update**

# Public Survey

## Launch

September 21, 2023

Objective is to gain public input on each of the projects.

The survey will include a brief project description, an image, and a place to submit feedback.

**CITY OF LONG BEACH**  
**NY Forward (NYF)**



NY Forward



## Long Beach NYF Survey

longbeachnyf@gmail.com [Switch account](#)



Your email will be recorded when you submit this form

### Park Ave Improvements

Pedestrian safety improvements to Park Ave crossings, including National Boulevard intersections and area by the train station (JJ Evans, taxi stand); other streetscape improvements for added greenery/beautification.

#### STREETSCAPE PARK AVE DESIGN AREAS OF FOCUS NYF Long Beach



#### ELEMENTS:

**A** Explore the middle of the intersection crossing [requires some re-working of bus flow and / or bus drive / sidewalk to the west of the rail station and thus MTA involvement]

**B** Detail more generous crossing and other pedestrian safety measures [eg reconfigure / add curb, larger pedestrian gathering area] at Rev JJ Evans Blvd, which is very dangerous, and National Blvd

**C** Keep existing crossings, assess the need for additional scope at these intersections, such as adding more planting [to protect pedestrians from adjacent traffic, and to provide shade] and striping path at parking

**D** Explore extending the sidewalk on the

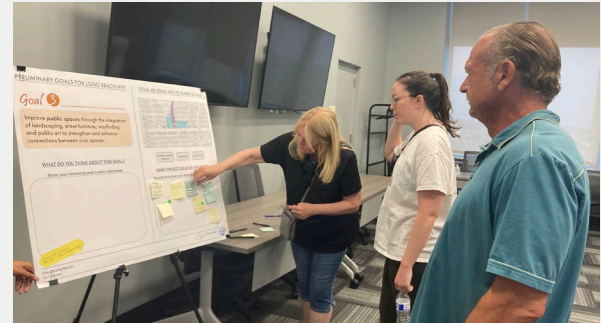
# Public Workshop #2

## Date

October 4, 2023 | 7-9pm  
Long Beach Public Library  
Auditorium, Second Floor

Topics to be covered during this meeting include:

- Overview of the NYF program; project updates
- Summary of project submissions
- Interactive component (breakout tables) to solicit community feedback on project profiles and refine public project details.



**03**

# **New Project Proposals**

# Two-Family Housing Conversions

## Description

Conversion of five single-family homes into two-family homes in the North Park neighborhood.

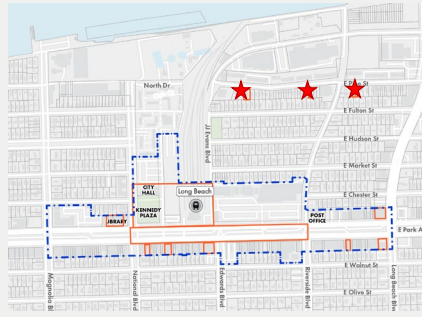
Intention is to have a portion of the units dedicated to workforce housing. All five homes are currently rented at market rate.

## Updates/Questions

- Would require NYF boundary expansion
- Would need ZBA approvals
- Need to determine workforce housing set aside and affordability rates



PHOTOS BY DARWIN YANES/HERALD



## Goal 2: Year-round Destination

### Location

24, 26, 82, 114, 188 E. Pine Street

### Sponsor

Darren Gallo / Long Beach Living

### Funding / Cost

NYF Funding \$300,000

Other Funding \$200,000

% NYF Funding 60%

Total Cost \$500,000

# Barrier Brewing Co.

## Description

Satellite taproom/lounge for Barrier Brewing Company. Space will also serve as a purveyor of NYS spirits, wine, pre-packaged food items.

Space will also have small beer brewing system that will serve as pilot system for Barrier Brewing Co. (will function as mixed use, light manufacturing & public assembly).

## Updates/Questions

- Lease LOI provided; expected lease execution: early to mid-October
- Target opening date later this year; issue of NYF funding that does not apply retroactively.
- Work will involve interior and exterior renovations, plumbing, electric, new equipment/utility connections, etc.



## Goal 2: Year-round Destination

### Location

2 West Park Ave.

### Sponsor

Evan Klein

Barrier Brewing Company, LLC

### Funding / Cost

<b>NYF Funding</b>	<b>\$120,000</b>
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<b>Other Funding</b>	<b>\$210,000</b>
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<b>% NYF Funding</b>	<b>36%</b>
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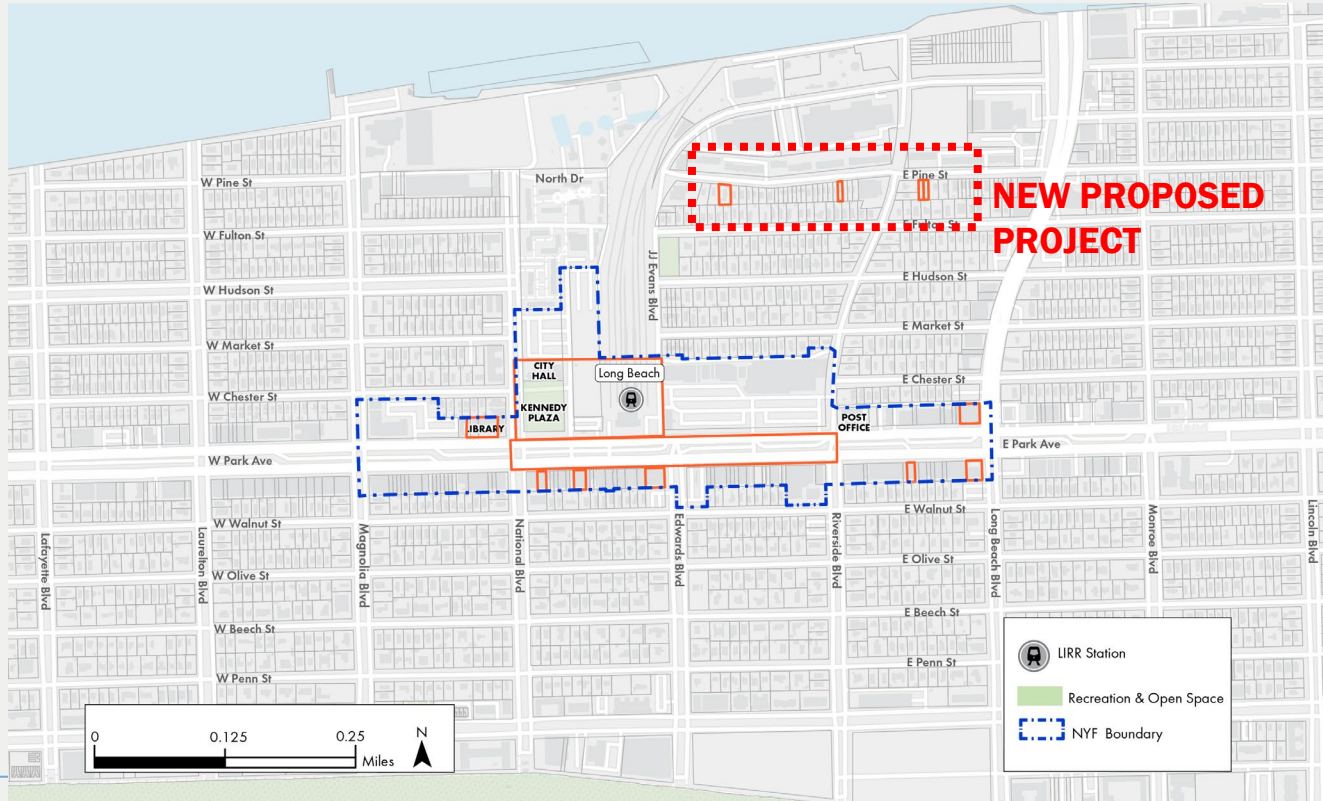
<b>Total Cost</b>	<b>\$330,000</b>
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**04**

# **NYF Boundary**



# Current NYF Boundary

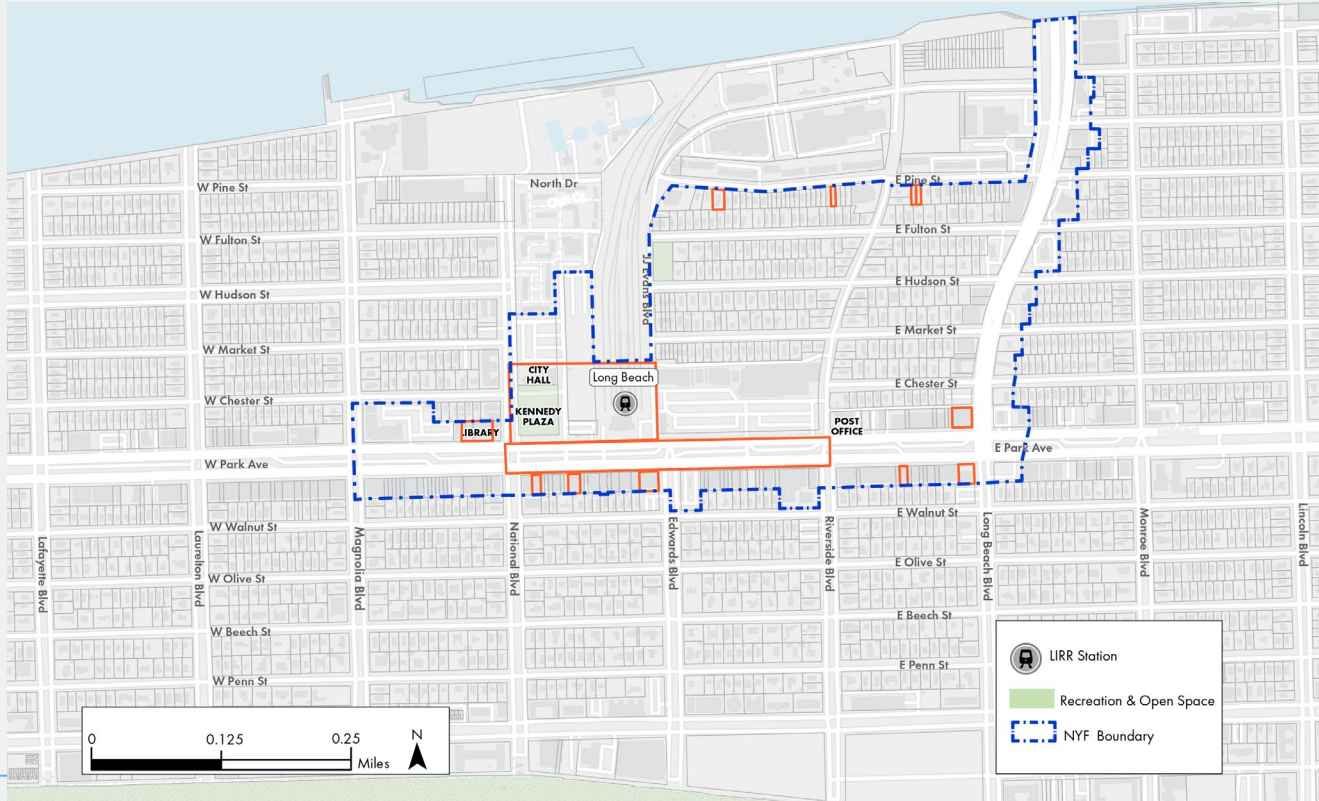


# Boundary Expansion in the NYF planning process

## *STATE NYF GUIDANCE:*

- The LPC has the ability to recommend and approve minor boundary adjustments to incorporate a project, or projects, that they believe are compelling and support the vision of the DRI/NYF area.
- These instances should be limited to transformative downtown projects that will advance the goals of the DRI/ NYF area.

# Alternative NYF Boundary Option



**05**

# **Project Evaluation Criteria Recap**

# Initial Evaluation Criteria

## NYF Criteria

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1. Does this project meet the State and Long Beach NYF Goals?
2. Does the project have the potential to create a catalytic effect?
3. Is the project ready to be implemented?
4. Is the project cost effective?
5. Does the project have co-benefits?

## Other Considerations

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- Do project sponsors have the **capacity** to implement the project?
- Is there a **demonstrated need** for funding from the project sponsor?
- Which projects will have the **greatest impact** on the downtown?
- Any other requirements the LPC wants to consider?

# Project Evaluation Criteria

## ① Alignment with State and Local Goals: NYF State Goals

- Active downtown with a strong sense of place
- Attract new businesses
- Enhance public spaces for arts and cultural events
- Build a diverse population supported by diverse housing and employment opportunities
- Grow the local property tax base
- Enhance downtown living and quality of life
- Support resiliency

## ② 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.

## ③ Project Readiness

The project should be well-developed and ready to proceed in the near-term.

## ④ Eligible Project Type

The project must be one of the eligible project types.

## ⑤ Cost Effectiveness

Investment of NYF funds in the project would represent an effective and efficient use of public resources.

## ⑥ Co-Benefits

The project will result in secondary benefits to the community.

**06**

# **Discussion of Potential NYF Projects**

# Considerations for Project Evaluation

## For all potential NYF Projects

- Long Beach has a limited amount of funding through the NYF program—not every project may be funded.
- Some related projects may be combined.
- Project details will be refined in coordination with the project sponsor.

## Proposals by LPC Members

- During discussion of projects, LPC members with conflicts of interest may provide factual information, but otherwise must not advocate on behalf of their own projects.
- Must recuse themselves from the project selection process with regard to their own projects.



# Target for Matching Funds?

- **There are no programmatic minimum match requirements for the NYF with the exception of a small project fund.**
  - For a small project fund, matching requirements must be no less than 25% of the total cost per project.
- **However, the LPC can decide whether to require or target a “match” from project sponsors (such as 30% of the total cost).**
  - The sponsor should demonstrate a “gap” in funding (i.e., the project would not occur without NYF funding).
- **Projects should have financing commitments largely secured or be able to demonstrate a clear path to securing sufficient financing. It is strongly encouraged that all projects, especially private projects, use non-NYF funds that leverage requested public funding.**

# Potential Standalone Private/Non-Profit Projects

1. Dance Loft
  2. Long Beach Public Library Auditorium
  3. Professional Youth Theatre
  4. Art by the Sea Murals
  5. Performing Arts Studio
  6. Long Beach Public Library Exterior
  7. Bright Eye Beer Co. Façade Improvements
  8. Two-Family Housing Conversions
  9. Barrier Brewing Co.
- SOME QUESTIONS / NOT FULLY FORMED*
- NEW PROJECTS*

# Dance Loft

## Description

Lot was formerly the NuClear Dry Cleaners. Ground floor will be subdivided into multiple retail spaces. Second floor will be a mixed-use performing arts rehearsal & performance space, including the Dance Loft.

NYF funding requested for *remediation and construction of the building at large*, performance space equipment and fit-out and signage.

## Updates/Questions

- Open to a smaller NYF funding request (\$1M-0.5M)
- Need to clarify DEC superfund designation and necessary remediation, inc. timeline
- Creation of 40-50 new jobs depending on the tenants that would occupy the retail space



## Goal 2: Year-round Destination

### Location

180 E Park Ave

### Sponsor

Alex Liechtung, Project Manager;  
Brooke Robyn Dairman & Lisa Bronshteyn, Co-Directors and Co-Owners of LB Dance, LLC (DBA "The Dance Loft")

### Funding / Cost

NYF Funding ~~\$1.9M~~ **\$1.05M**

Other Funding \$4,685,000

% NYF Funding ~18%

Total Cost **\$5,735,000**

# Long Beach Public Library Auditorium

## Description

Proposal to renovate the library's auditorium to a true professional-level performance space.

The project would include replacement of stage; audio, lighting, visual and streaming improvements; updated "Green Room" to be a multi-purpose/available for creative endeavors including music and podcast recording.

## Updates/Questions

- No sole performance spaces in the City
- Project would add 2 live performance events per month
- Community members can reserve the space and programming is free
- Enhanced capabilities, not capacity (210)
- If NYF request decreased, LBPL could apply for NYS Library Construction Aid in 2024



## Goal 2: Year-round Destination

### Location

Long Beach Public Library, Main Library, 111 W Park Ave

### Sponsor

Thomas Wojciechowski, Project Coordinator at LBPL; Tara Lannen-Stanton, Library Director

### Funding / Cost

<b>NYF Funding</b>	<b>\$320,000</b>
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<b>Other Funding</b>	<b>\$60,000</b>
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<b>% NYF Funding</b>	<b>84%</b>
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<b>Total Cost</b>	<b>\$380,000</b>
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# Performing Arts Studios

## Description

Repurpose old cinema into 4 performing arts studios designed for entertainment, lease and community programming. The project will be placed on a digital platform (managed by the sponsor) where the bookings of the Performing Arts Studios will be available to rent by the hour, day, week or month.

## Updates/Questions

- Funding request and project cost are not defined (wide range 300k-\$1.0M)
- Property owner is not involved in the project; sponsor seeking to lease the property, but not able to contact either leasing agent or owner.
- Sponsor could not provide detail project scope re: capital improvements (unable to get a contractor/estimator at this time)
- Current conditions: no visible signs of damage nor was any disclosed by the leasing agent.
- Timeline: not fully developed; sponsor mentioned being able to open to the public in 3 months from start of the project



## Goal 2: Year-round Destination

### Location

179 E Park Avenue

### Sponsor

Michael Robbins - Listing Agent /  
Philips International

Stephanie Badillo - Badillo  
Development Group

### Funding / Cost

<b>NYF Funding</b>	<b>\$750,000</b>
<b>Other Funding</b>	<b>\$250,000</b>
<b>% NYF Funding</b>	<b>75%</b>
<b>Total Cost</b>	<b>\$300,000-1,000,000</b>

# Professional Youth Theater

## Description

Rehabilitate a black box theater (75 E. Walnut Street) and a mainstage theater (305 Riverside Blvd). The project would be used as a multi-purpose performing arts and fine arts venue.

## Updates/Questions

- Sponsor requested more time (until Oct 1) to answer questions and coordinate with property owner (Temple Israel) coordination
- Sponsor prioritized Dance Loft project for NYF and is getting help from Artists in Partnership member to move this project forward
- Need more detailed description of proposed project items, budget, necessary improvements, & environmental remediation
- Unclear if the Professional Youth Theater would continue running these spaces even after the construction of 180 Park Ave
- Space exceeds 5,000 sq ft, which will likely need to comply with decarbonization standards



## Goal 2: Year-round Destination

### Location

75 E. Walnut Street &  
305 Riverside Blvd

### Sponsor

Brooke Robyn Dairman,  
Owner/Director - Professional Youth Theatre

### Funding / Cost

<b>NYF Funding</b>	<b>\$330,000</b>
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<b>Other Funding</b>	<b>\$100,000</b>
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<b>% NYF Funding</b>	<b>77%</b>
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<b>Total Cost</b>	<b>\$430,000</b>
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# Art by the Sea Murals

## Description

Idea is to bring murals in visible locations of Long Beach. Sponsor is proposing murals at some private locations in the downtown area.

## Updates/Questions

- Sponsor is coordinating with private property owners that may be interested in doing a mural. There are no agreements in writing yet.
- Potential locations include: 84 E Park Ave (Granada Towers), 780 Long Beach Blvd, 373 & 285 W Park Ave, 265 E Park Ave
- Some locations are slightly outside NYF boundary
- Costs depend on different factors: size of the wall, location + if it's illuminated or not + the artist + agency/hours fees. For example, Artist Fee can be 15-40K; Hand Painting 22-27K.
- Art would be created by international and local artists
- State prefers to have an Open Call for Artist for this type of projects (same for the City).

**Goal 3: Public Space/  
Goal 4: Streetscape**

## Location

Park Avenue from Magnolia Boulevard to Long Beach Road

## Sponsor

Mauricio Fernando Alarcon Campodonico, President / Creative Director at Written & Directed, LLC

## Funding / Cost

<b>NYF Funding</b>	<b>Undetermined</b>
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<b>Other Funding</b>	<b>Undetermined</b>
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<b>% NYF Funding</b>	<b>?%</b>
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<b>Total Cost</b>	<b>\$275-370k</b>
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# Bright Eye Beer Co.

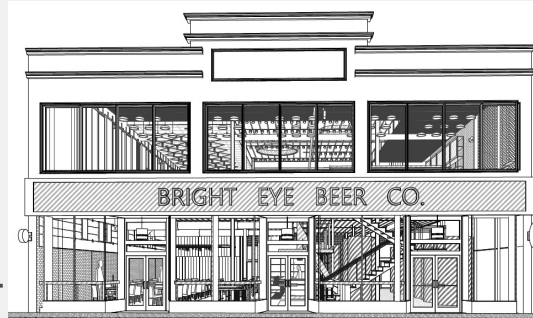
## Façade Improvements

### Description

Part of a larger project to renovate the second floor to open an additional taproom/seating space. Sponsor requests funding assistance with the facade upgrade to allow new larger glass design.

### Updates/Questions

- Mid-construction on the upstairs taproom expansion/event space
- Have spent close to \$400K so far, anticipate a total cost of \$850K
- Installed an elevator/wheelchair lift
- 100% commitment to this space being open to the community for events & meetings
- Visible when exiting the LIRR station
- Aimed to complete before April 2024



## Goal 4: Streetscape & Wayfinding

### Location

50 W Park Ave

### Sponsor

Luke Heneghan, Co-Owner

### Funding / Cost

<b>NYF Funding</b>	<b>\$150,000</b>
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<b>Other Funding</b>	<b>\$50,000</b>
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<b>% NYF Funding</b>	<b>75%</b>
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<b>Total Cost</b>	<b>\$200,00</b>
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# Long Beach Public Library

## Exterior

### Description

Repaint facade, contract with local artists for library themed murals, redo external signage, redesign plant beds/streetscape, add accessible bike racks, add small café-style seating area, create a Main Library "Little Free Library," add wayfinding signs at key locations in town.

### Updates/Questions

- NYF funding request decreased
- Element removed: painting (-50k)
- Library funds to pay for exterior signage (-10k)
- Property owner (LBSD) will co-sponsor
- The Library previously had a bench. A café-style seating area would be a community focused area that promotes spontaneous social interaction among Library patrons, visitors, and residents



## Goal 4: Streetscape & Wayfinding

### Location

Long Beach Public Library, Main Library, 111 West Park Ave

### Sponsor

Thomas Wojciechowski, Project Coordinator at LBPL; Tara Lannen-Stanton, Library Director

Long Beach School District

### Funding / Cost

NYF Funding ~~\$400,000~~ **\$340,000**

Other Funding ~~\$62,000~~ **\$72,000**

% NYF Funding 85%

**Total Cost \$402,000**

# Potential Public Projects

1. Park Ave Improvements
2. Kennedy Plaza Redesign / Unified Civic Spaces
3. Wayfinding & Signage

# Park Ave Improvements

## Description

Pedestrian safety and streetscape improvements along the section of Park Ave that sees the most pedestrian usage due to the presence of the Long Beach LIRR station. Main elements of the project include:

- A. Upgrade and widen the crossing of Park Ave from the west side of the train station to mid-block of the retail corridor on the south side of Park Ave. This pedestrian improvement includes an expanded sidewalk area for pedestrians that exit the train station and wait to cross Park Ave.
- B. Improve the crossing and add pedestrian safety measures at Rev JJ Evans Blvd and National Blvd.
- C. Maintain and upgrade all other crossings and improve conditions at the median such as adding more planting.

## Goal 1: Street Safety & Connectivity

### Location

Park Ave between National Blvd and Long Beach Blvd

### Sponsor

City of Long Beach

### Funding / Cost

<b>NYF Funding</b>	<b>\$ 595,000</b>
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<b>Other Funding</b>	<b>\$ -</b>
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<b>% NYF Funding</b>	<b>100%</b>
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<b>Total Cost</b>	<b>\$ 595,000</b>
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# STREETSCAPE PARK AVE DESIGN AREAS OF FOCUS

NYF Long Beach



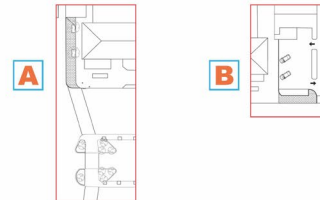
## ELEMENTS:

- A** Expand the intersection to the west of the train station, expand sidewalk [and narrow bus drive] to create modest brick plaza
- B** Detail more generous crossing and other pedestrian safety measures [eg reconfigure / add curb, larger pedestrian gathering area] at National Blvd and Rev JJ Evans Blvd
- C** Add more planting to protect pedestrians from adjacent traffic, and to provide shade and crosswalks at parking
- D** Upgrade existing crosswalks to stamped, colored concrete to match new crosswalk at Kennedy Plaza

## LEGEND:

-  Raised pedestrian zone [see plaza plan]
-  Recently installed crosswalk
-  Proposed new stamped colored crosswalk
-  Extended sidewalk / plaza
-  New planting

## DIAGRAMMATIC PLANS:



# Kennedy Plaza Redesign

## Description

The scope of this project is to unify and improve the civic spaces of Kennedy Plaza and surroundings using a combination of urban design elements such as paving patterns, landscaping, wayfinding, and enhanced pedestrian crossings. The main project elements include:

- Simple paving pattern to unify all public spaces
- Raise road between City Hall and the Plaza to improve pedestrian access and safety
- Install operable bollards to define car access
- Redesign of Kennedy Plaza (paving, more greenery, seating areas)
- Revise fountain (half size of the current) with new at grade jets
- National Blvd & W. Chester: whole intersection raised crossing to same height as Plaza
- Pedestrian refuge (no curb) to cross National Blvd @ Starbucks

## Goal 3: Public Space

### Location

Kennedy Plaza and surroundings

### Sponsor

City of Long Beach

### Funding / Cost

<b>NYF Funding</b>	<b>\$ 1,800,000</b>
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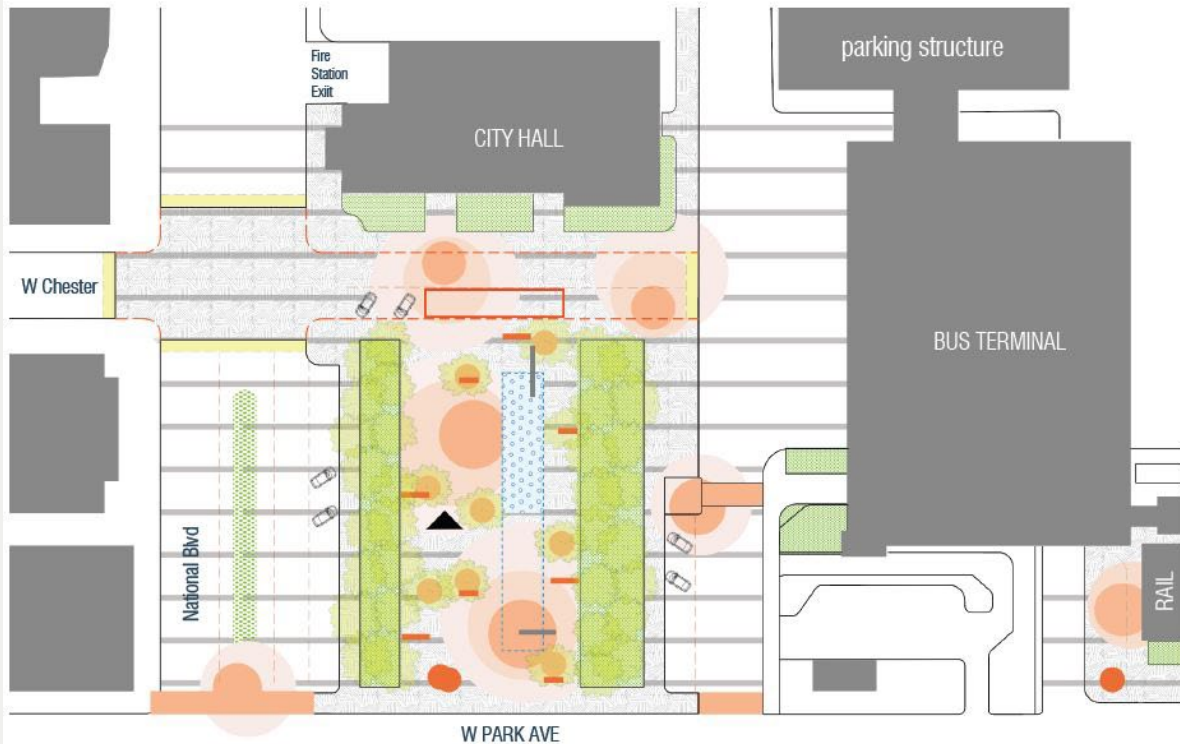
<b>Other Funding</b>	<b>\$ -</b>
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<b>% NYF Funding</b>	<b>100%</b>
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<b>Total Cost</b>	<b>\$ 1,800,000</b>
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# KENNEDY PLAZA DESIGN CONCEPT

NYF Long Beach



## ELEMENTS:

- + Simple paving pattern to unify all public spaces
- + Raise road between City Hall and the Plaza to improve pedestrian access and safety
- + Install operable bollards to define car access
- + Redesign of Kennedy Plaza (paving, more greenery, seating areas)
- + Revise fountain (half size of the current) new at grade jets
- + Existing Memorials remain where they are (Holocaust, WWII, JFK)
- + National Blvd & W. Chester: whole intersection raised crossing to same height as Plaza
- + Pedestrian refuge (no curb) to cross National Blvd @ Starbucks

## LEGEND:

- Plaza / raised pedestrian zone [all same grade]
- Planted area
- Former fountain / pool
- New at grade fountain
- Accent paving
- Digital info station
- Bench
- Tree [existing + new]
- Existing memorials [to remain]
- Extent of parking
- Bollards [operable except at intersection]
- Ramp up to raised pedestrian zone
- Recommended no parking zone

# Wayfinding and Signage

## Description

This project will improve the experience for people that are not familiar with the area and will help them connect to different places that are close to each other and yet difficult to navigate at the moment. Additionally, this wayfinding/signage project will create a more identifiable and consistent theme to put Central Park Ave on a map and create its own identity as a true downtown.

Key elements will include:

- Use light and color / murals to help people find their way out of the station, including on ceilings where feasible
- Suite of signage: modern but easy to maintain and durable
- Digital signage in Kennedy Plaza and on City Hall side of garage
- Gateway “bold” signage / sculpture / mural at Long Beach Blvd & Park Ave
- If the boundary is expanded, opportunities to install an enhanced gateway and wayfinding signage along Long Beach Blvd

## Goal 4: Streetscape & Wayfinding

### Location

NYF Area

### Sponsor

City of Long Beach

### Funding / Cost

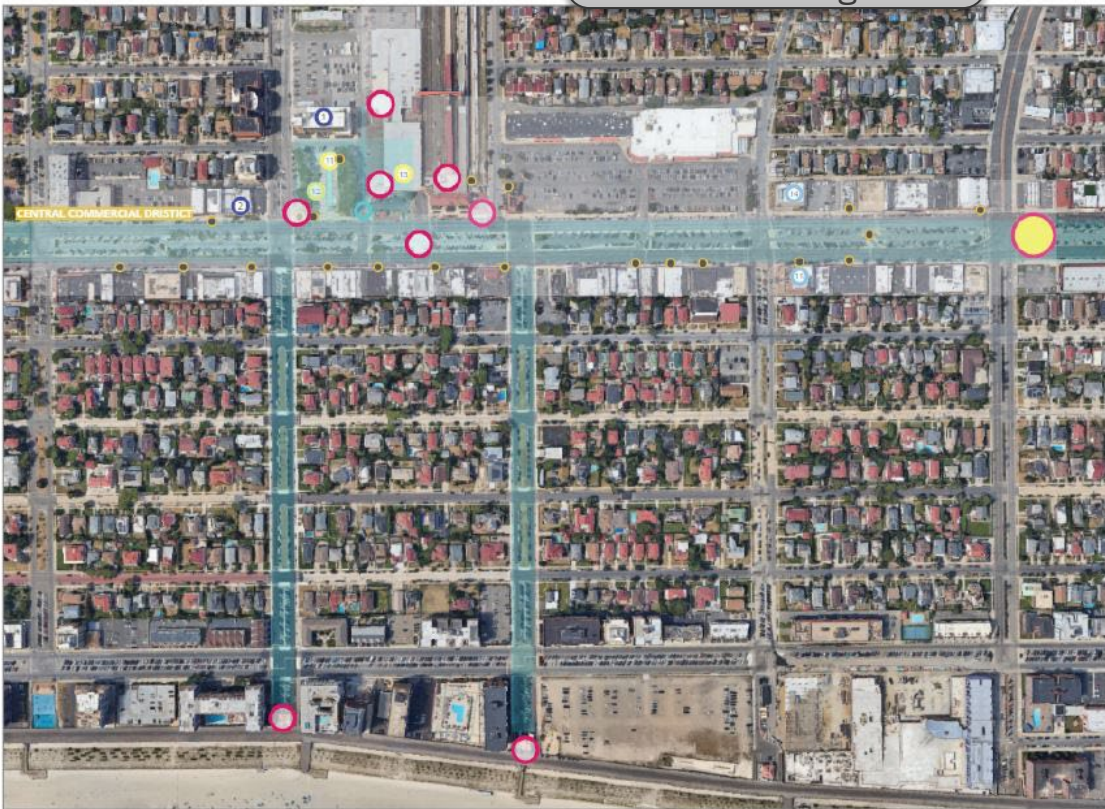
<b>NYF Funding</b>	<b>\$225,000</b>
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<b>Other Funding</b>	<b>\$-</b>
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<b>% NYF Funding</b>	<b>%</b>
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<b>Total Cost</b>	<b>\$225,000</b>
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Gateway signage at median at the bottom of the bridge



**ELEMENTS:**

- + Use light and color / murals to help people find their way out of the station, including on ceilings of rail station and bus terminal
- + Suite of signage: modern but easy to maintain and durable
- + Digital signage in Kennedy Plaza and on City Hall side of garage
- + Gateway “bold” signage / sculpture / mural at Long Beach Blvd & Park Ave

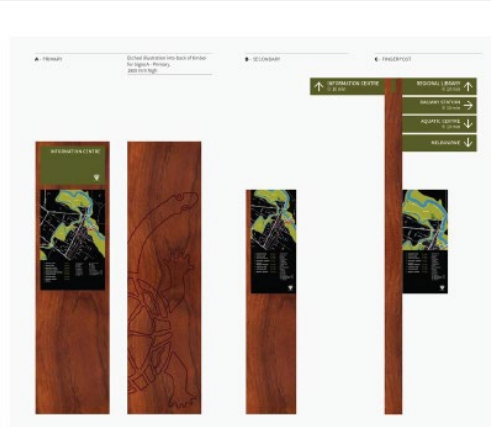
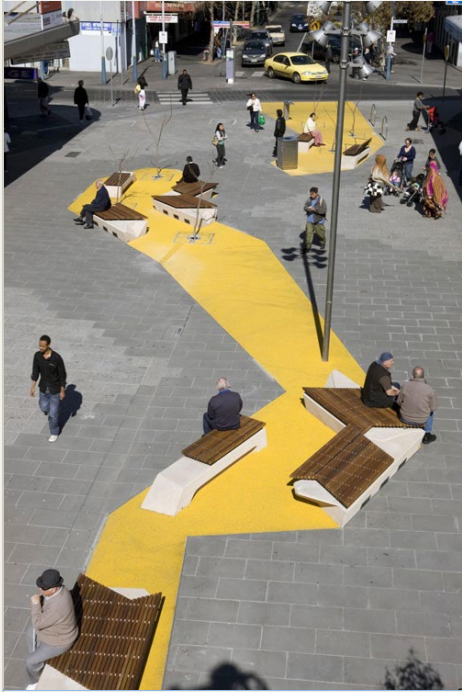
**LEGEND:**

- NYF boundary
- Gateway / iconic 3d element
- Multi-destination signs/maps
- Existing bike racks
- Municipal/community services
  1. City hall & its associated departments
  2. Public library
- Local landmarks [see map from cp]
- National register of historic places [see map from cp]
- Parking signage

Map ID	Resource	Description
1	9/11 Memorial	Landmark
2	Shiver's Bar on the West End	Landmark
3	Cliffside Villa	NHP
4	Laurel Dinner	Landmark
5	Samuel Vanberg House	NHP
6	Long Beach Historical Museum	NHP
7	St. James Church	Landmark
8	Pauline Felt House	NHP
9	Edna Buckman Keame Historic Marker	Landmark
10	Red Brick District	Landmark
11	John F. Kennedy Memorial	Landmark
12	Polkman Memorial at Kennedy Plaza	Landmark
13	LRB Station Building	Landmark
14	Long Beach Post Office	NHP
15	Granade Towers	NHP
16	Barkin House	NHP
17	The Week of The Mexico Historical Marker	Landmark



# Signage examples



# Ineligible/Withdrawn Projects

1. Kennedy Plaza Mixed-Used Building
2. DiscoverLB
3. *814 West Beech LLC. - Corner of California and Beech Street*
4. Dream Factory
5. Art Gallery above Surf Shop

# Project Cost Spreadsheet Summary

## PROPOSED PROJECT

## NYF FUNDING REQUEST

Dance Loft	\$1,050,000	
Long Beach Public Library Auditorium	\$320,000	
<b>Professional Youth Theatre</b>	<b>\$330,000</b>	
<b>Art by the Sea Murals</b>	<b>undetermined</b>	
<b>Performing Arts Studio</b>	<b>\$300,000</b>	
Long Beach Public Library Exterior	\$340,000	
Bright Eye Beer Co. Façade Improvements	\$150,000	
Two-Family Housing Conversions	\$300,000	
Barrier Brewing Co.	<b>\$120,000</b>	
Park Ave Improvements	\$595,000	
Kennedy Plaza Redesign	\$1,800,000	
Wayfinding/Signage	\$225,000	
Small Project Fund	\$300,000	<b>Total \$5,830,000</b>

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# **Matching Requirements & Small Project Fund**

# Matching Requirements

- **There are no programmatic minimum match requirements for the NYF except for a small project fund.**
  - For a small project fund, private funding must be no less than 25% of the total cost per project.
- **However, the LPC can decide whether they require or target a “match” from project sponsors (such as 30% of the total cost).**
  - The sponsor should demonstrate a “gap” in funding (i.e., the project would be less likely to occur without NYF funding).
  - LPC can consider different matching for private vs. public/nonprofit projects.
- **Projects should have financing commitments secured or be able to demonstrate a clear path to securing sufficient financing. It is strongly encouraged that all projects, especially private projects, use non-NYF funds that leverage requested public funding.**

# Small Project Fund – Draft Parameters

- **Local Program Administrator:** City of Long Beach
- **Timing:** After NYS funding is awarded and contracted
- **Eligible Activities:**
  - Façade enhancements
  - Signage and building lighting
  - Public art
  - Building renovation improvements to commercial or mixed-use spaces (including interior fit-out)
  - Business assistance (equipment or machinery)
  - Accessibility improvements
  - Sustainability improvements
- **Matching Requirement**
  - Must be no less than 25% of the total cost per project.

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# Next Steps

# Next Steps

- Continue to revise list of preliminary projects, follow up with sponsors.
- Google Drive: Review ongoing updates to project proposals

## Upcoming Public Outreach Events

- **Second Public Workshop:** October 4<sup>th</sup>, 7-9 PM at the Library, 2<sup>nd</sup> Floor Auditorium
- **LPC Meeting #5:** Weds, October 18<sup>th</sup> (12-2, City Hall, 6<sup>th</sup> Floor)

## JOIN US!

Long Beach has been awarded \$4.5M toward projects & improvements that will help transform the Central Park Ave. Downtown area & support a vibrant local economy through NY Forward.

### PUBLIC WORKSHOP #2

Come learn about the projects proposed for Long Beach and give input on what you'd like to see!

**WEDNESDAY, OCTOBER 4<sup>TH</sup>**

7-9 PM

Long Beach Public Library  
Auditorium, Second Floor  
110 W Park Ave

Learn more here:





**Questions or  
Comments?**