

City of Long Beach NY Forward

Local Planning Committee Meeting #1
May 31, 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:

- We want to hear from you! There will be many other ways for community members to get involved.
- Visit the Long Beach NYF website to send comments: www.LongBeachNYForward.com
- There will be two public workshops and additional online opportunities to provide feedback. Keep an eye on the website for more details.
- The first public workshop is scheduled for **July 12th, 2023**. More info will be posted on www.LongBeachNYForward.com

Agenda

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01

Welcome & Introductions

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)
- Nicole Jean Christian, DOS
- Cara Longworth, Empire State Development (ESD)
- Elizabeth Muehlemann, ESD

BFJ Planning

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

Consultant Team Overview

Community Planning and Public Outreach
Land Use Planning & Zoning
Transportation & Complete Streets
Community Engagement
BFJ Planning

Socioeconomic Analysis
Urbanomics

Urban Design/Public Realm
thread collective

Resiliency, Civil Engineering, & Cost Estimating
KB Engineering
CSA Group
Kevin Dwarka

Green Building/Infrastructure
CSA Group
D2D Engineering
thread collective

02

NYF Code of Conduct

What is the 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)*.

Disclosing a Conflict

- Any potential conflict of interest must be disclosed at the earliest possible time, which should be prior to the meeting in which the matter will be discussed or as soon as you become aware of the conflict.
- An appearance of impropriety or an appearance of improper conduct should be avoided.
- *If a potential conflict of interest is known by others but not disclosed, a complaint can be filed with the NYS DOS Ethics Officer. Code of Conduct, Section 6.*

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.

NEW YORK STATE OF OPPORTUNITY Downtown Revitalization Initiative **NEW YORK STATE OF OPPORTUNITY** NY Forward

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 _____

LPC Member Recusal

- LPC members may not vote, or attempt to influence, a discussion or vote on any project(s), where one or more potential conflicts of interest exist. Code of Conduct, Section 3(3)(a).
- When possible, LPC members exercising recusal should attempt to remove themselves physically from any room or location wherein the project(s) that necessitated the need for recusal is/are being considered. Code of Conduct, Section 3(3)(b).
- Note when its not physically possible or practicable to leave.
- To prevent an appearance of improper conduct or an appearance of impropriety, no LPC member exercising recusal shall make public statements, or provide nonfactual information to the public, relating to the matter that gave rise to the need for recusal. *Code of Conduct, Section 3(3)(c).*

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.

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.

Voting on Recommended Projects

- All LPC members will vote on a slate of projects to be recommended to the state for 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.

Questions on the Code of Conduct?

Contact the New York State Department of State Ethics Officer:

Acting General Counsel David Gonzalez

(518) 474-6740

Communications

- As an LPC member, you may:
 - Be provided documents/information that are not immediately publicly available or
 - Be approached by media/press outlets.
- Please be cognizant of statements you provide and information you share.
- Please refer press to **Michelle Rosales** (Michelle.Rosales@dos.ny.gov) if uncertain of how to respond to media requests.

03

**What is
NY Forward?**

What is NY Forward?

- Outgrowth of the Downtown Revitalization Initiative (DRI) program, launched by New York State in 2016 to improve the vitality of urban centers across the State.
 - The 10 Regional Economic Development Councils (REDCs) select communities for significant investment to transform the downtown economy.
 - NY Forward focuses on smaller/more rural communities, awards either \$4.5 million each for two communities, or \$4.5 million for one community/\$2.25 million for two.
 - Each community prepares a Strategic Investment Plan to identify specific projects to promote downtown revitalization.



NYF Goals



Roles & Responsibilities

State Agencies

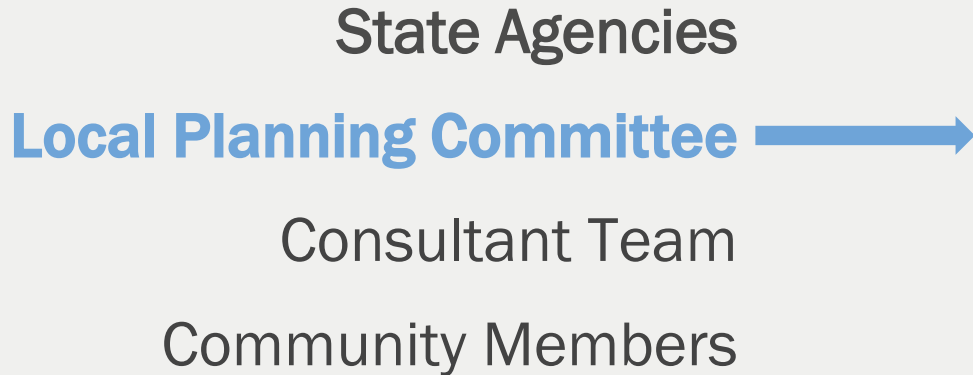
Local Planning Committee

Consultant Team

Community Members

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

Roles & Responsibilities



- Participate in LPC meetings (5)
- Provide direction on planning efforts
- Provide feedback to consultant team and State
- Review documents
- Assist with community engagement and outreach

Roles & Responsibilities

State Agencies

Local Planning Committee

Consultant Team →

Community Members

- Lead all public engagement
- Prepare program documents
- Assist LPC with identification, development, and evaluation of potential projects
- Conduct research, as necessary
- Create the Strategic Investment Plan (SIP)

Roles & Responsibilities

State Agencies

Local Planning Committee

Consultant Team

Community Members →

- Participate in the process
- Help define community vision and priorities
- Share feedback throughout the planning process

Planning Process



Vision + Goals

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



Opportunities + Challenges

Understand the community's unique characteristics and key opportunities



Project Identification + Evaluation

Identify, review and evaluate potential projects



Project Recommendations



Recommend projects that align with the public's goals

- 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.

NYF Timeline

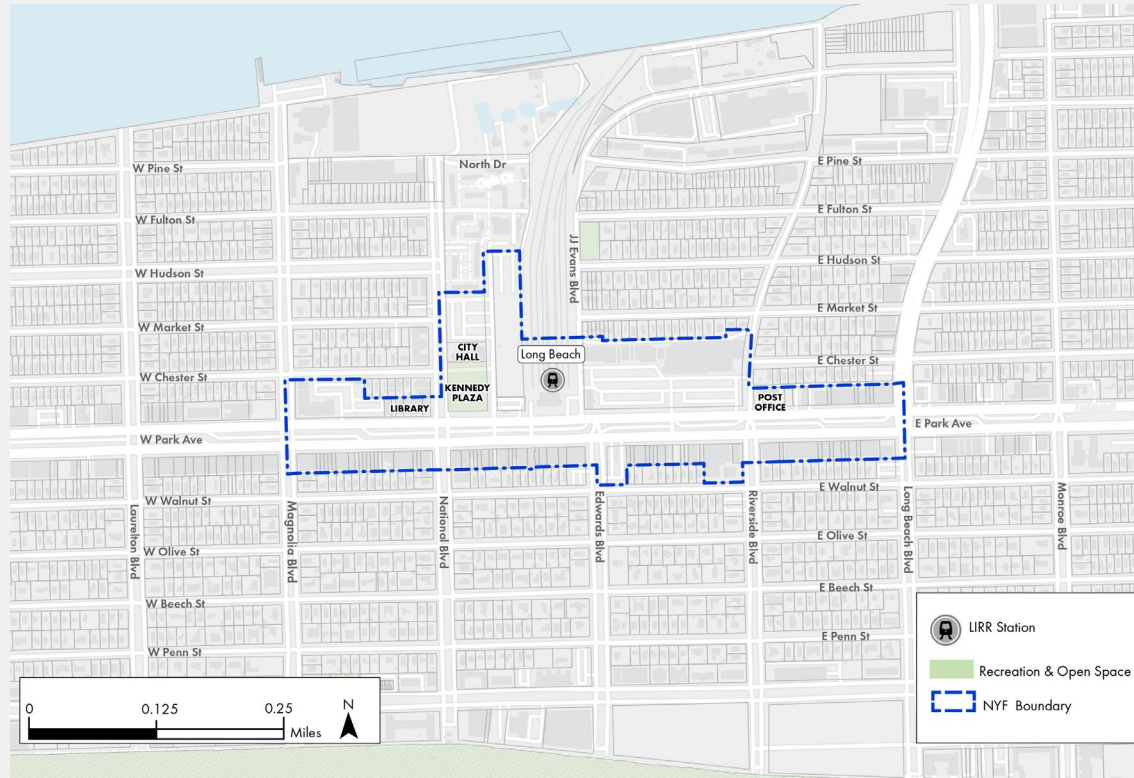
Long Beach NY Forward Process

Key Steps	May	June	July	August	September	October	November	December
Local Planning Committee (LPC) Coordination								
Community Engagement								
Downtown Profile and Assessment								
Community Vision, Goals, and Revitalization Strategies								
Project Development								
Strategic Investment Plan Compilation								

-  LPC Meetings
-  Community Engagement Events

*Subject to change

Proposed Long Beach NYF Boundary



NYF Plan Outline

1. Downtown Profile and Assessment

- Study Area/Boundary Description
- Demographic Overview
- Regional and Historic Context
- Recent Plans and Investment
- Alignment with REDC Strategies
- Physical Setting
- Economic Trends and Opportunities
- Synthesis of Trends, Challenges, and Opportunities

2. Vision, Goals, and Revitalization Strategies

3. Public Involvement

- LPC Meetings
- Public Events/Workshops
- Stakeholder Meetings
- Public Survey
- Project Website
- Community Outreach and Communications Strategy
- Social Media and Press Strategy

4. Projects Proposed for NYF Funding

Projects Eligible for NYF Funding

New Development and/or Rehabilitation of Existing Downtown Buildings:

Projects in this category may include the development or redevelopment of real property for mixed-use, commercial, residential, not-for-profit, or public uses. All projects should be capital investments or should lead to capital investments. They should have a visible and functional impact on the downtown, serving as catalytic or transformative projects that will provide employment opportunities, housing choices, and/or services for the community. Proposals to construct or rehabilitate parking facilities will only be considered if they directly support new development in the downtown area.

Public Improvement Projects:

These may include projects such as streetscape and transportation improvements, recreational trails, wayfinding signage, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects that will contribute to the revitalization of the downtown.

Small Project Fund:

A locally managed matching small project fund may be proposed to undertake a range of smaller downtown projects such as facade enhancements, building renovation improvements to commercial or mixed-use spaces, business assistance, or public art. Funds are capped at \$300,000 for NYF communities.

Branding and Marketing:

Examples include downtown branding and marketing projects that may target residents, investors, developers, tourists, and/or visitors. The costs eligible under this category must be one-time expenses, such as those to develop materials and signage. Ongoing operational costs, such as funding a downtown manager or maintaining a website, are not eligible for NYF funding.

Ineligible Projects

Planning Activities:

Following the preparation of the Strategic Investment Plan, all NYF funds must be used for projects that directly implement the plan.

Operations and Maintenance:

NYF 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:

The cost of property acquisition can be included in the overall project budget, but the acquisition must be funded by another funding source.

Training and Other Program Expenses:

The NYF programs are a one-time infusion of funds and cannot be used to cover continuous costs, such as training costs and expensed related to existing programs.

Expenses Related to Existing Programs:

NYF funds cannot be used to supplement existing programs or replace existing resources.

NYF Project Requirements

Project Location: Projects must be located within the Long Beach boundary

Project Timing: Projects must be able to break ground within two years or sooner of receiving NYF funding.

Project 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. Projects that use other funding sources will be more competitive for funding awards. All projects may be subject to varying match requirements based on the Local Planning Committee's discretion.

Project Size and Scale: Projects must be large enough to be truly transformative for the downtown area.

Project Sponsors: Every project must have an identified project sponsor. Sponsors may be public, not-for-profit, or private entities.

Building Decarbonization: For NYF communities, all public, private, and not-for-profit projects that meet the criteria for new construction, substantial renovation, or a building addition shall include decarbonization techniques. Each project that meets the criteria will be required to select a method of demonstrating that the project satisfies the requirements *More information on this requirement can be found in the NYF Guidebook.*

Project Evaluation Criteria

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

- Create an active downtown with a strong sense of place.
- 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.
- 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.
- Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.
- Grow the local property tax base.
- Provide amenities that support and enhance downtown living and quality of life.
- Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.

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 at a scale appropriate for the NYF community.

③ Project Readiness: The project should be well-developed and poised to proceed in the near-term in a way that will jump start the redevelopment of the NYF area.

④ Eligible Project Type: The project must be one of the eligible project types outlined in the Eligibility Criteria section on pages two and three and must meet all the requirements for that specific project type.

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 both the community and project developer, beyond the primary goal of the project, 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.

04

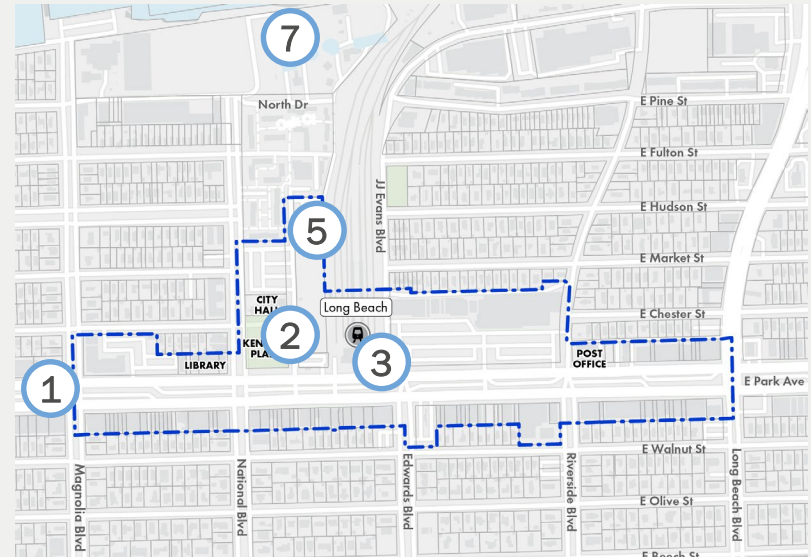
Long Beach Application & Other Initiatives

Long Beach Application



Other Long Beach Initiatives

- 1 \$2.5 million in improvements to Park Avenue underway, supported by New York State funding
- 2 \$400,000 pedestrian safety project underway around City Hall, with support from HUD CDBG funds;
- 3 MTA/LIRR rebuilding of LIRR station and platform areas will be underway in 2023;
- 4 New bike racks being installed downtown
- 5 Major repairs to multimodal parking garage completed.
- 6 New busses added to City bus system
- 7 \$120 million consolidation of sewerage treatment plant with Nassau County underway.



... And more initiatives throughout the City.

05

Downtown Vision, Goals, & Strategies

Downtown Vision, Goals, and Strategies



What is your vision for Downtown Long Beach?

What are the top three priorities or opportunities for the Long Beach NY Forward?

Preliminary Downtown Vision

Long Beach will enhance connections, streetscape, pedestrian and cyclist facilities to make its downtown a **safe and attractive year-round regional destination** that leverages its transit-rich location, convenient access to jobs and ongoing mixed-use development **to increase business, housing and recreational opportunities.**

Preliminary Downtown Goals

- ① Improve **street safety** with a specific focus on **pedestrian and cyclist facilities** along Park Avenue to **strengthen connectivity** between the central business district, the multi-modal transit hub and nearby neighborhoods.
- ② Establish Downtown Long Beach as a **year-round regional destination** that offers local **job opportunities** and a **diverse range of commercial and recreational activities** for residents and visitors alike.
- ③ Leverage the multi-modal transit-oriented location to promote equitable development of a **vibrant mixed-use, mixed-income downtown district**.
- ④ Foster an **attractive and resilient downtown** district through **cohesive streetscape enhancements** that enhance the quality of public spaces and overall aesthetics, and promote climate adaptive infrastructure.

06

Public Engagement Strategy

Discussion of Public Engagement

Potential Public Outreach Tools

- Local Planning Committee meetings (5)
- Public workshops (2)
- Locally specific outreach strategies
- Pop-up events
- Stakeholder interviews
- Social Pinpoint (web-based tool)
- Open Call for Projects



Public Workshop #1

Date

Wednesday, July 12th, 2023 | 7-9pm
City Hall Auditorium, 6th Floor

Topics to be covered during this meeting include:

- Overview of the NYF program
- Identification of needs, challenges, and opportunities that impact the NYF community's revitalization
- Solicitation of project ideas
- An interactive component to solicit feedback on community needs, challenges, and opportunities; and community vision and goals

Online Engagement Opportunities

- Dedicated website: www.LongBeachNYForward.com
- Potential "Ideas Wall" interactive visioning exercise



Open Call for Projects

- Used to identify NYF projects sponsored by private or non-profit entities. All potential sponsors (even if in the NYF application) should submit.
- Provides an open, fair, and transparent process for the LPC to vet projects.
- Allows LPC and consultant team to obtain information in a consistent manner and confirm that the proposed project meets the program criteria.
- Submission of a proposal through the Open Call does not guarantee inclusion in the final plan.
- LPC may consider other potential projects that are not submitted through the Open Call.

Open Call for Projects

Launch:

TBD (June 28th?)

Office hours to discuss projects:

TBD

Deadline to submit questions:

TBD

Deadline to submit projects:

Early to Mid-August

Email address for questions and project submissions

longbeachnyf@gmail.com

NYF Project Form

Fill out this form to be considered for LPC project review and potential NYF funding. Please address each topic thoroughly and completely. The LPC will use this information to consider projects to be included in the Lindenhurst Strategic Investment Plan. Project sponsors are expected to provide timely responses to requests for any additional information from New York State and/or the NYF consultant.

① **Project Sponsor**

Provide the contact information for the project sponsor.

Name:

Sponsor business or organization
(if applicable):

Title (if applicable):

Mailing Address:

Phone:

Email:

If there are additional people who should be contacted as part of this proposal, please provide their contact information.

Name:

Phone:

Email:

Affiliation:

Name:

Phone:

Email:

Affiliation:

6

Stakeholders

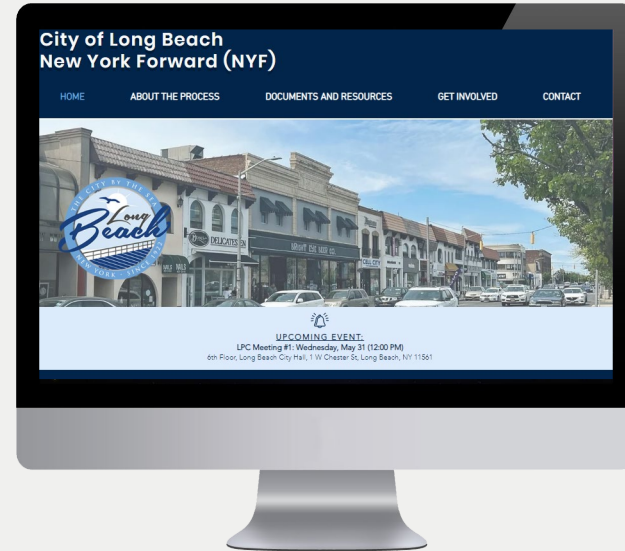
- Federal, State, and Local Elected Officials
- City of Long Beach and County Agencies
- Quasi-governmental, Nonprofit Agencies and Organizations
- Arts, Cultural, Community, and Religious Organizations
- Businesses and Property Owners within the Study Area
- Hard-to-Reach Populations

Next Steps

- Finalize Public Engagement Strategy
- Refine Vision and Goals
- Develop Downtown Profile & Assessment
- Next LPC meeting: June 28th, 2023 (TBD)
- First public workshop: July 12th, 2023
- Launch Open Call for Projects

Other Upcoming Public Outreach

- Pop-up event
- Office Hours (technical assistance for Open Call for Projects)



Questions?