

City of Long Beach NY Forward

Public Workshop
July 12, 2023



NY Forward



Agenda

01. Welcome
02. What is NY Forward (NYF)?
03. Long Beach Challenges and Opportunities
04. Preliminary Vision & Goals
05. Opportunities for Public Input

To follow: Open House + Report Back

01

Welcome

Local Planning Committee

- **Ronald J. Walsh** (Acting City Manager, Co-Chair)
- **Resi Cooper** (REDC Co-Chair)
- **Jacquetta Odom** (President, Concerned Citizens of North Park, Commissioner, Long Beach Housing Authority)
- **Rabbi Jack Zanerhaft** (Temple Emanu-El, 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, Long Beach Chamber of Commerce)
- **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, Co-President, Long Beach Chamber of Commerce)
- **Johanna Mathieson-Ellmer** (President, Artists in Partnership)

New York State and Consultants

New York State

- Kevin Garrett, Department of State (DOS)
- Elisabeth Muehlemann, Empire State Development (ESD)

BFJ Planning

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

KB Engineering (Kurt Bedore)

City of Long Beach

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

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**What is NY
Forward (NYF)?**

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 awards \$4.5 million to each community.
- Each community prepares a Strategic Investment Plan to identify specific projects to promote downtown revitalization.



NYF Goals



Create an active downtown with a mix of uses



Enhance downtown living and quality of life



Provide enhanced public spaces that serve those of all ages and abilities



Create diverse housing options for all income levels



Provide diverse employment opportunities for a variety of skill sets and salary levels



Grow the local property tax base



Encourage the reduction of greenhouse gas emissions

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.

Long Beach NYF Plan Sections

Section 1: Downtown Profile and Assessment

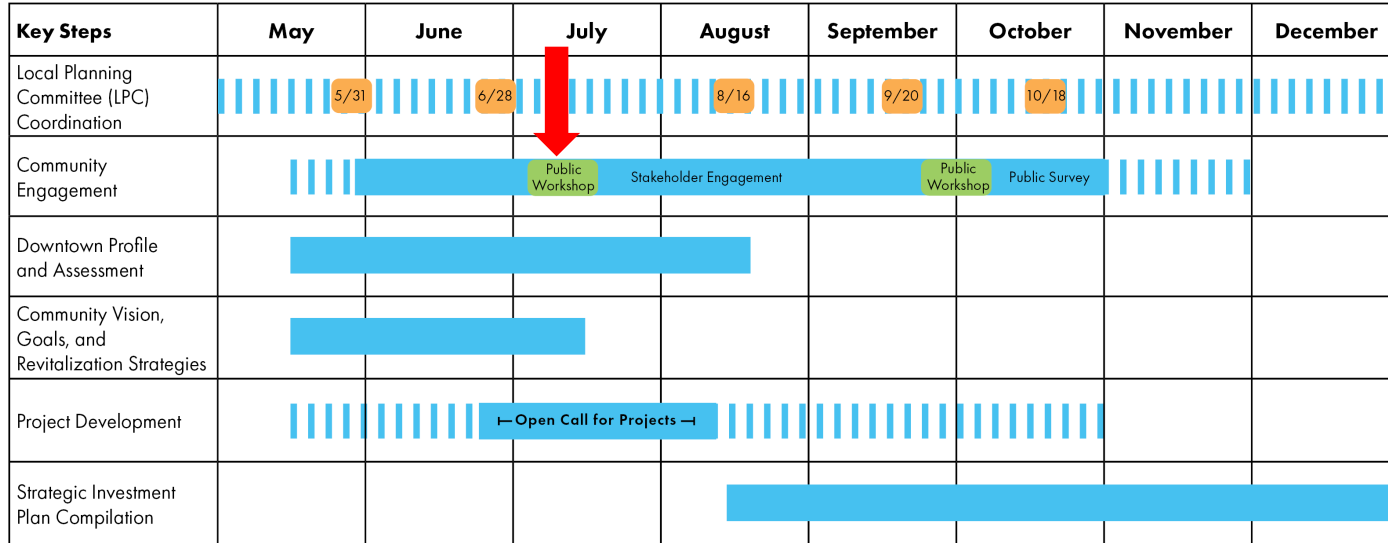
Section 2: Community Vision, Goals, and Revitalization Strategies



Section 3: Public Engagement

Section 4: Project Profiles

NYF Timeline

Long Beach NY Forward Process



-  LPC Meetings
-  Community Engagement Events

* Subject to change

Projects for NYF Funding

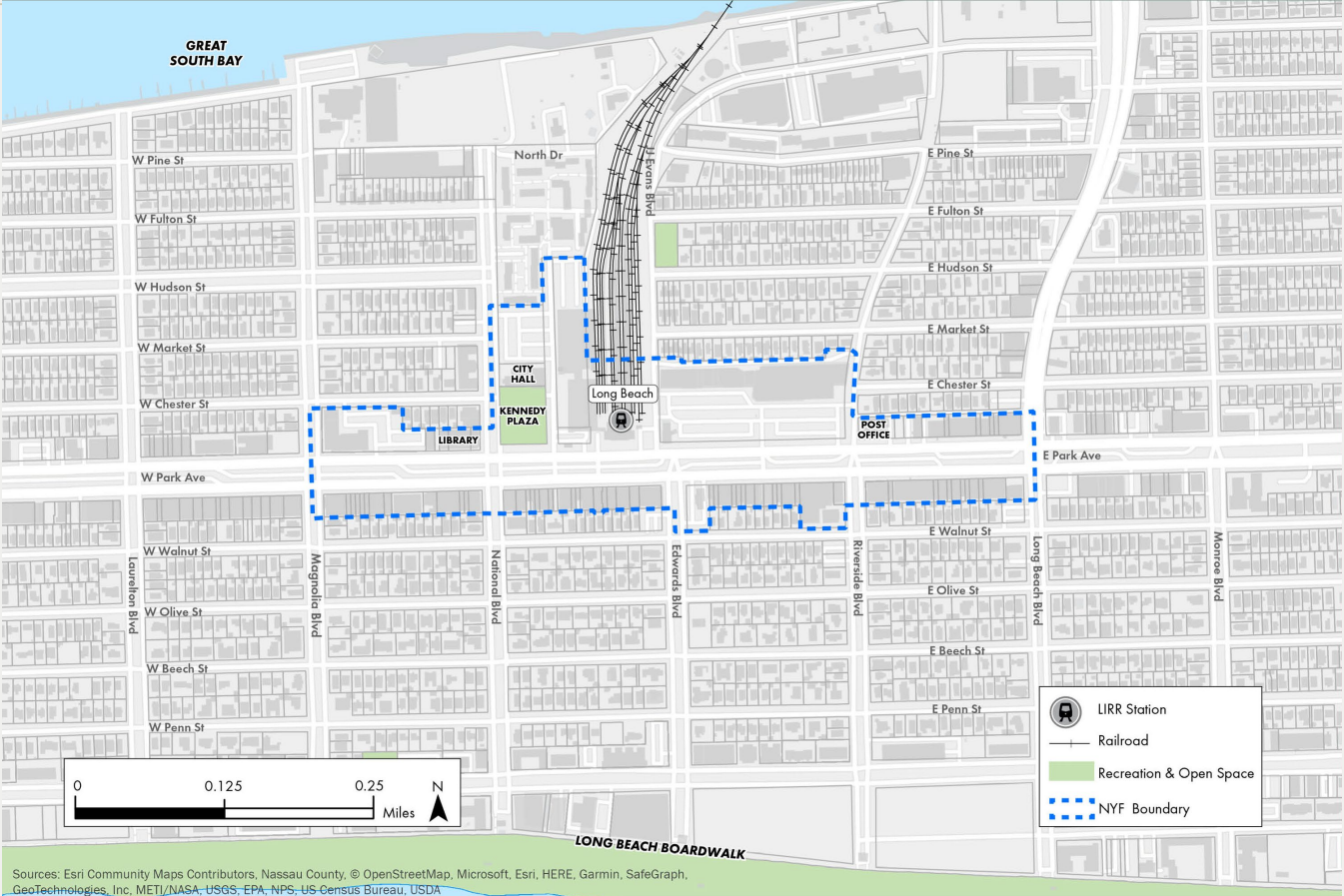
ELIGIBLE PROJECTS:

- New Development &/or Rehabilitation of Existing Downtown Buildings
- Public Improvement Projects
- Small Project Fund
- Branding & Marketing

INELIGIBLE PROJECTS:

- Planning Activities
- Operations & Maintenance
- Pre-Award Costs
- Property Acquisition
- Training & Other Program Expenses
- Expenses Related to Existing Programs

Proposed Long Beach NYF Boundary



Sources: Esri Community Maps Contributors, Nassau County, © OpenStreetMap, Microsoft, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc., METI/NASA-USGS, EPA-NPS-US Census Bureau, USDA

Project Identification

- The City developed a NYF Application where some public project ideas were identified.
- The **Open Call for Projects** will be the main tool to solicit projects from public, non-profit and private project sponsors.
 - All potential project sponsors should submit through the Open Call.
 - It provides an open, fair, and transparent process for the LPC to vet projects.
 - 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.

The Open Call for Projects is Open!

Launch:

June 26, 2023

Office hours to discuss projects:

July 19, 2023 at 11:00 AM (virtual)

*Info to register available on the website
(www.LongBeachNYForward.com)*

Deadline to submit projects:

August 9, 2023

*Email address for questions and project
submissions:*

LongBeachNYF@gmail.com



CITY OF LONG BEACH
NY Forward (NYF)

DO YOU HAVE PROJECT IDEAS?

OPEN CALL FOR PROJECTS

Long Beach has been awarded \$4.5M toward projects & improvements that will help transform the downtown area & support a vibrant local economy.

The purpose of the Open Call for Projects is to identify potential private/nonprofit projects for NYF funding.

DEADLINE TO SUBMIT: AUGUST 9, 2023
Download the form & find submission instructions here:



FOR MORE INFORMATION:
www.LongBeachNYForward.com | www.ny.gov/programs/ny-forward

Open Call Project Form



Long Beach

NYF Project Form

The Long Beach community has been awarded funds through the New York State NY Forward (NYF) program to fund catalytic projects in the downtown to spur revitalization. The Local Planning Committee (LPC) is seeking project proposals from the public for potential projects to be included in Long Beach's Strategic Investment Plan. Projects included in the Strategic Investment Plan will be reviewed by New York State and may receive funding from a total allocation of \$4.5 million. Project proposals must be received by:

August 9, 2023

How to Submit Your Project

- 1 Review the Eligibility Criteria**
on page 2 to make sure your project is eligible to be considered for NYF funding.
- 2 Review the Project Requirements**
on page 3 to learn about the requirements for projects and how your project will be considered by the Long Beach Local Planning Committee and New York State.
- 3 Review the Evaluation Criteria**
on page 4 to see how the State evaluates projects and to understand how the Long Beach LPC may evaluate projects.
- 4 Fill out the Project Proposal Submission Form**
on pages 5 through 11. Address each topic thoroughly and completely. The LPC will use this information to consider projects to be included in the Long Beach Strategic Investment Plan.
- 5 Submit your Completed Application**
Submit your Completed Application (and any supplemental materials) either electronically, in-person, or by mail no later than **August 9th, 2023**.

→ To submit online:

Go to
LongBeachNYForward.com

→ To submit via email:

Email your completed application and any supplemental materials to
LongBeachNYF@gmail.com

→ To submit a hard copy, mail or hand-deliver:

John McNally
City Hall
Room 506
1 W Chester St,
Long Beach, NY 11561

? **Questions regarding project eligibility, evaluation, or the project forms can be directed to 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 Long Beach 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:

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

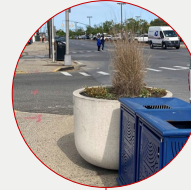
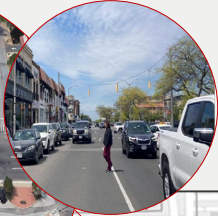
The project will result in secondary benefits to the community.

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Long Beach Challenges and Opportunities

Public Realm Challenges & Opportunities

Opportunities to improve safety and conditions of crosswalks

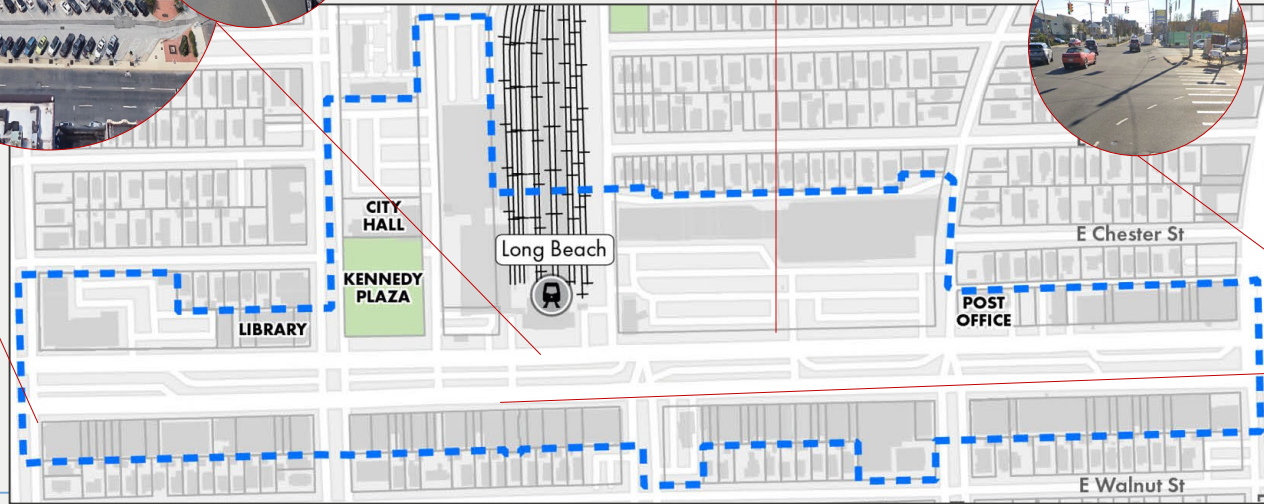


Potential to add greenery & seating

Improve visibility and consistency of wayfinding signage



Create a more unified streetscape



Other LPC-identified Opportunities

- Signage, wayfinding, and beautification of downtown
- Improved City branding
- Continuity and uniformity of downtown identity
- Historical signage and landscaping
- Public art and murals
- Beautification of Kennedy Plaza
- Improved pedestrian and bike safety
- Longer crossing times and improved crosswalks
- Creation of a community hub

Street safety

Identify a
consistent
theme/brand

Streetscape
consistency

Arts community

04

Preliminary Vision & Goals

Downtown Vision, Goals, and Strategies



Preliminary Downtown Vision

Long Beach will capitalize on its unique combination of being a **barrier-island, beach-centric and transit-oriented community** by making improvements to its **streetscapes, public spaces, multi-modal transportation network and wayfinding** to **leverage private investment** in its downtown, creating **jobs, affordable housing and economic development opportunities.**

Preliminary Downtown Goals

- 1 Improve **street safety and connectivity** along Park Avenue to make it pedestrian-friendly, accessible, and easy to navigate for all.
- 2 Establish Downtown Long Beach as a **year-round regional destination** that leverages its multi-modal transit-oriented location to provide **job and housing opportunities**, as well as a diverse range of activities including **arts, entertainment and recreation** for residents and visitors alike.
- 3 Improve **public spaces** through the integration of landscaping, street furniture, wayfinding and public art to strengthen and enhance connections between civic spaces.
- 4 Foster an **attractive downtown environment** through **cohesive streetscape treatments**, including **façade upgrades** and **gateway improvements**, as well as **signage and wayfinding enhancements**, to reinforce the identity of Downtown Long Beach and create a unique sense of place.

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Opportunities for Public Input

Public Engagement Opportunities

LOCAL PLANNING COMMITTEE MEETINGS

- Next LPC meeting: **August 16, 2023 @12pm**
- City Hall, 6th Floor

PUBLIC WORKSHOPS

- First Public Workshop (tonight)
- Second Public Workshop: **October 4, 2023 @7pm**
- Location TBD

POP-UP EVENT

- Held on July 1st, at the Farmers' Market

OPEN CALL FOR PROJECTS

- Office Hours on July 19th at 11am

ONLINE ENGAGEMENT

- Visioning “Ideas Wall” now open on the website

WEBSITES

- www.LongBeachNYForward.com
- www.ny.gov/programs/ny-forward

KEY STAKEHOLDER INTERVIEWS

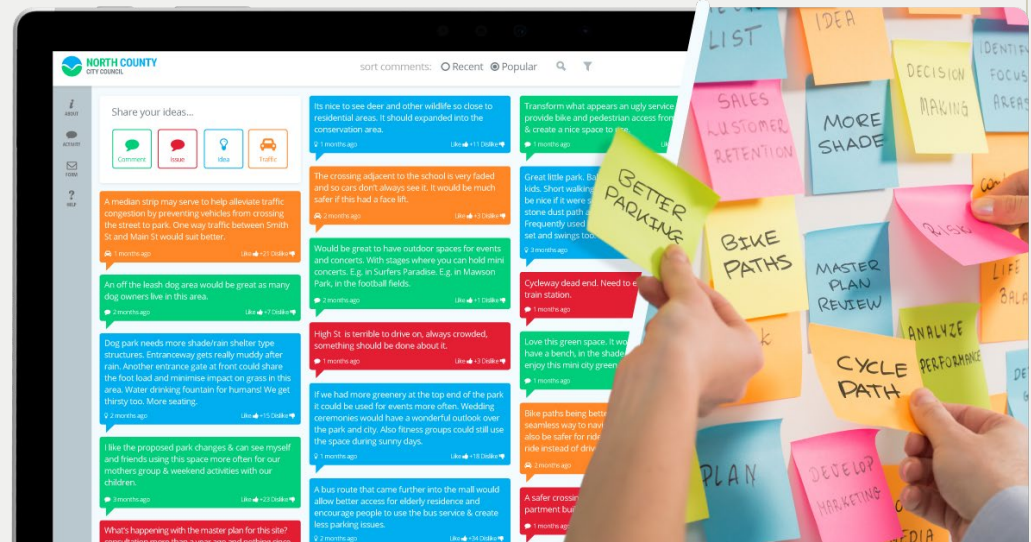
- Throughout the process

Online Engagement

“Ideas Wall” Interactive Visioning Exercise

Now open for public input!

www.LongBeachNYForward.com/get-involved

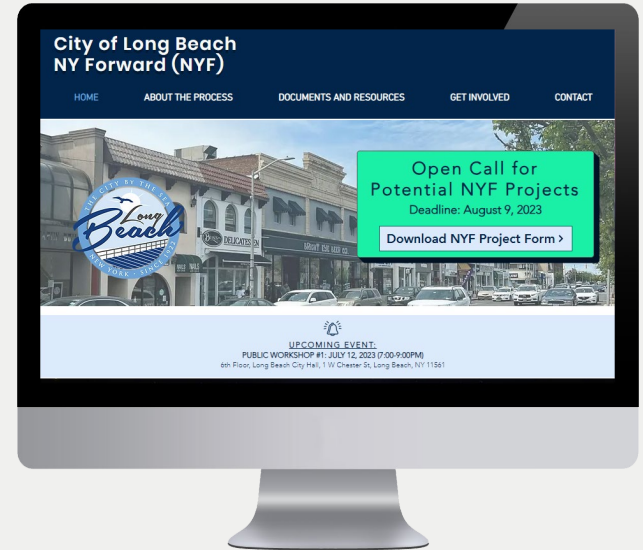


Next Steps

- Open Call for Projects: **Deadline August 9, 2023**
- Online Engagement “Ideas Wall”

Other Upcoming Public Outreach

- Next LPC meeting: **August 16, 2023 @12pm**
- Second Public Workshop: **Oct 4, 2023** (location TBD)
- Open Call Information Session and Office Hours:
July 19, 2023 at 11:00 AM
Webinar via Zoom. Info to register on the website.



Up Next: Open House

Objectives:

- Review the Long Beach NY Forward Preliminary Vision and Goals.
- One station for the vision, and four stations organized by goal.
- Project team members will be located at each station.

Report back will follow the Open House exercise.



PLEASE START MAKING YOUR WAY TO THE NEXT ROOM

**Thank You for Your Interest
in the Long Beach
NY Forward!**