

# City of Long Beach NY Forward

Public Workshop #2  
October 4, 2023



NY Forward



# Agenda

01. Welcome
02. Review of NYF Program & Elements
03. Vision
04. Goals & Proposed NYF Projects
05. What's Next?

*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)
- **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

- 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

**02**

# **Review of NYF Program & Elements**

# 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

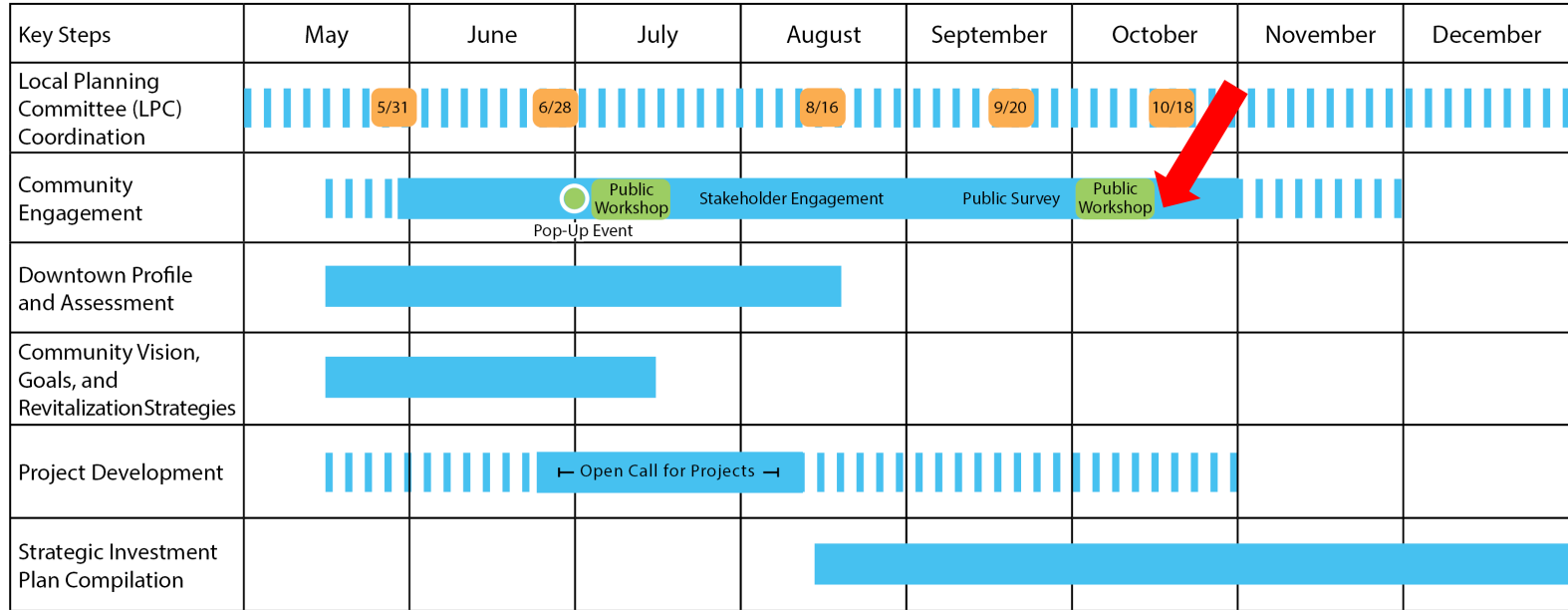




## **Project Recommendations**

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.

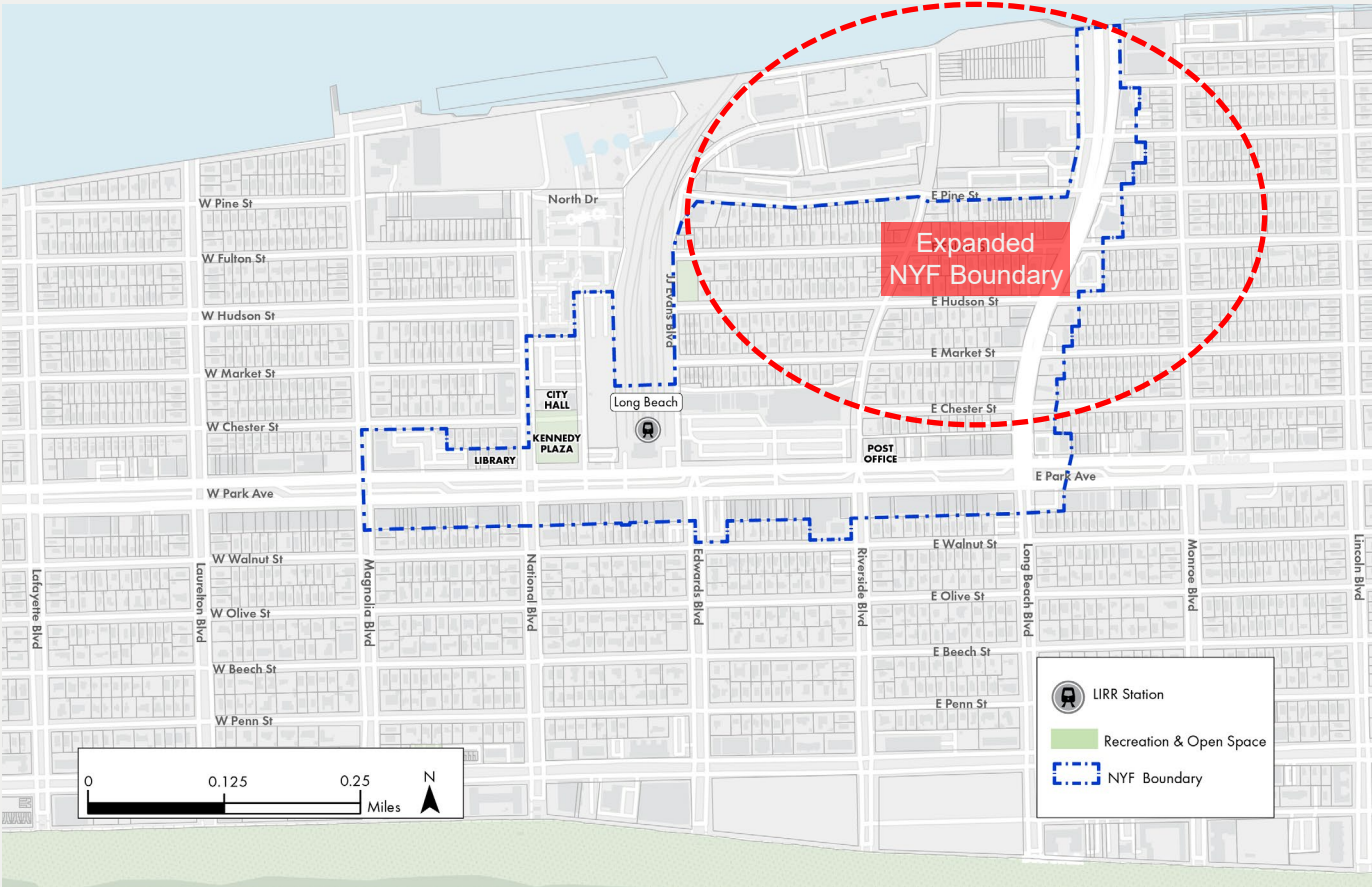
# NYF Timeline



-  LPC Meetings
-  Community Engagement Events

\*Subject to change

# Long Beach NYF Boundary



# Public Engagement Opportunities

## LOCAL PLANNING COMMITTEE MEETINGS

- Final LPC meeting: **October 18, 2023 @12pm**
- City Hall, 6<sup>th</sup> Floor

## PUBLIC WORKSHOPS

- First Public Workshop: July 12, 2023
- Second Public Workshop: (tonight)

## POP-UP EVENT

- Held on July 1<sup>st</sup>, at the Farmers' Market

## KEY STAKEHOLDER INTERVIEWS

- Throughout the process

## OPEN CALL FOR PROJECTS

- Office Hours held on July 19
- 15 projects received

## ONLINE ENGAGEMENT

- Online “Ideas Wall” (July-August)
- Online Public Survey (September 21-October 12)

## WEBSITES

- [www.LongBeachNYForward.com](http://www.LongBeachNYForward.com)
- [www.ny.gov/programs/ny-forward](http://www.ny.gov/programs/ny-forward)

# Ideas Wall Summary

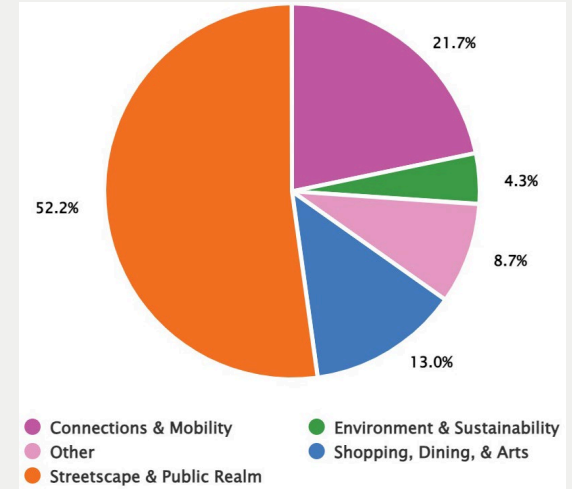
Open from July 12 through August 15

As of Tuesday, August 15, 2pm:

- 198 unique visitors
- 27 comments
- 47 engagements (likes / dislikes)

## Main themes:

- Park Avenue: bike lane, safer/more marked crossings, more greenery
- More art activities
- More bike racks
- Improvements to train station area
- Sidewalk improvements to incorporate greenery, planters, seating and trash receptacles
- Enhance signage and lighting at intersections (specifically at Park Ave & Long Beach Blvd)



# Public Survey

## Launched

September 21, 2023

## Open Until

October 12, 2023

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

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

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.

## TAKE THIS SURVEY!

The Long Beach NYF Local Planning Committee is evaluating projects proposed for inclusion in the NYF plan and wants your input.

Scan to take the survey:



**SURVEY DEADLINE:**  
**THURSDAY, OCTOBER 12<sup>TH</sup>**



**03**

**Vision**



# Downtown Vision, Goals, and Strategies



# 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.**

**04**

# **Goals & Proposed Projects**

# 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

# 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.

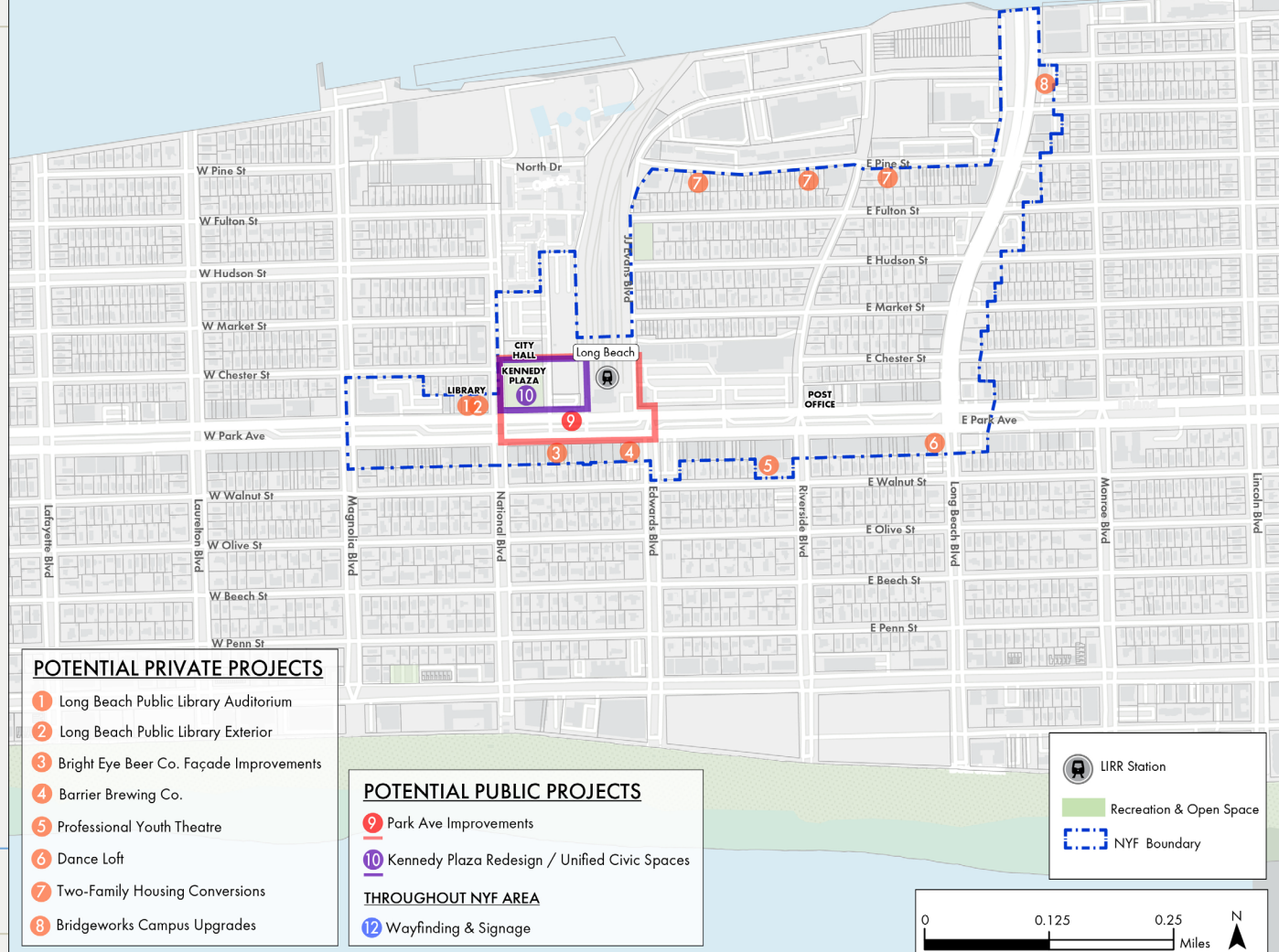
## ⑤ Cost Effectiveness

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.

# Long Beach NYF Proposed Projects



# Downtown Goal #1

Improve street safety and connectivity along Park Avenue to make it pedestrian-friendly, accessible, and easy to navigate for all.

## Goal 1: Street Safety & Connectivity

# 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. Creating generous crossing and pedestrian safety measures at National Blvd
- B. Upgrading existing crosswalks to stamped, colored concrete to match new crosswalk at Kennedy Plaza
- C. Adding more planting to protect pedestrians from traffic, and to provide shade and crosswalks at parking, retain and improve existing plantings
- D. Expanding the intersection to the west of the rail station, expand sidewalk / narrow bus drive to create modest brick plaza
- E. Creating generous crossing and pedestrian safety measures: improve taxi flow, add curbs and median and enlarge pedestrian gathering area at Rev JJ Evans Blvd

### 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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NATIONAL BLVD

EDWARDS BLVD

**ELEMENTS:**

- A** Create generous crossing and pedestrian safety measures at National Blvd
- B** Upgrade existing crosswalks to stamped, colored concrete to match new crosswalk at Kennedy Plaza
- C** Add more planting to protect pedestrians from traffic, and to provide shade and crosswalks at parking, retain and improve existing plantings
- D** Expand the intersection to the west of the rail station, expand sidewalk / narrow bus drive to create modest brick plaza
- E** Create generous crossing and pedestrian safety measures: improve taxi flow, add curbs and median and enlarge pedestrian gathering area at Rev Jj Evans Blvd

**LEGEND:**

-  Enlarged stamped concrete crosswalk from rail
-  Proposed new stamped colored crosswalk
-  Recently installed stamped crosswalk
-  Extended sidewalk / plaza
-  New planting [all existing planting to remain]
-  Other new crosswalks [see plaza plan]
-  Raised pedestrian zone [see plaza plan]



## Downtown Goal #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.**

## Goal 2: Year-round Destination

# 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.



### Location

180 E Park Ave

### Sponsor

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

### Funding / Cost

NYF Funding \$1.05M

Other Funding \$4,685,000

% NYF Funding ~18%

Total Cost \$5,735,000

## Goal 2: Year-round Destination

# 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.



### 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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## Goal 2: Year-round Destination

# Professional Youth Theatre

### 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.



Existing Conditions

### 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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## Goal 2: Year-round Destination

# Two-Family Housing Conversions

### Description

Conversion of 5 existing single-family homes into two-family homes in the North Park neighborhood. All five homes are currently rented at market rate. This project would double the number of units and provide affordable housing, which is an expressed need of the City.

The proposed 5 new two-family units generated from the project would be 3-bedroom, 2-bathroom units. They would also have the following Affordability/Workforce Housing components:

- Workforce housing at 80-100% Area Median Income (AMI) (\$123,100 - \$156,300) based on US Dept. of Housing & Urban Development (HUD) guidelines for a household of 4
- Commitment to have one unit at 80% AMI (\$123,100)
- Rent would be 30% of AMI per HUD guidelines
- Duration of workforce housing designation: 10-15 years



### Location

24, 26, 82, 114, 118 E. Pine Street

### Sponsor

Darren Gallo / Long Beach Living

### Funding / Cost

<b>NYF Funding</b>	<b>\$300,000</b>
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<b>Other Funding</b>	<b>\$200,000</b>
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<b>% NYF Funding</b>	<b>60%</b>
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<b>Total Cost</b>	<b>\$500,000</b>
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## Goal 2: Year-round Destination

# Bridgeworks Campus Upgrades

### Description

Upgrades to the workspace facility include the following:

- Resilient plantings/flower beds
- Exterior upgrades to facilitate installation of murals
- Creation of exterior roof deck for expanded workspace, events and workshops



### Location

780 Long Beach Boulevard

### Sponsor

780 Realty Associates LLC & Bridgeworks LLC

### Funding / Cost

<b>NYF Funding</b>	<b>\$315,000</b>
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<b>Other Funding</b>	<b>\$55,000</b>
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<b>% NYF Funding</b>	<b>85%</b>
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<b>Total Cost</b>	<b>\$370,000</b>
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## Goal 2: Year-round Destination

# Barrier Brewing Co. (Phase 2)

### Description

Future tenant is planning to start Phase 1 of this project shortly, which consists of creating a satellite taproom, lounge, and brewery for the first satellite location of Barrier Brewing Company. The taproom/lounge will sell multiple draft beer options, NYS spirits, wine, pre-packaged food items from NYS vendors in the centrally-located, currently vacant space. The work and investment for this initial phase will include interior space upgrades and exterior signage.

NYF Funding is requested for Phase 2 of this project consisting of building/site improvements including new glass garage doors, exterior improvements, & outdoor seating.



### Location

2 West Park Ave.

### Sponsor

Evan Klein

Barrier Brewing Company, LLC

### Funding / Cost

<b>NYF Funding</b>	<b>\$104,000</b>
<b>Other Funding</b>	<b>\$26,000</b>
<b>% NYF Funding</b>	<b>80%</b>
<b>Total Cost</b>	<b>\$130,000</b>



# Downtown Goal #3

Improve public spaces through the integration of landscaping, street furniture, wayfinding and public art to strengthen and enhance connections between civic spaces.

## Goal 3: Public Space

# 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:

- Street in front of City Hall is raised to be same height, linking plaza and City Hall entrance
- Single paving pattern creates enlarged public space traffic pattern does not change, and existing parking remains
- Bollards [orange] protect pedestrians
- Operable bollards [black] can close off street from traffic
- General redesign of Kennedy Plaza (new paving, more plants & trees, seating areas)
- Fountain (half size of the current) becomes at-grade splash pad
- Existing memorials and dedication bricks remain in place (Holocaust, WWII, JFK)
- New stamped concrete crosswalks

### Location

Kennedy Plaza and surroundings

### Sponsor

City of Long Beach

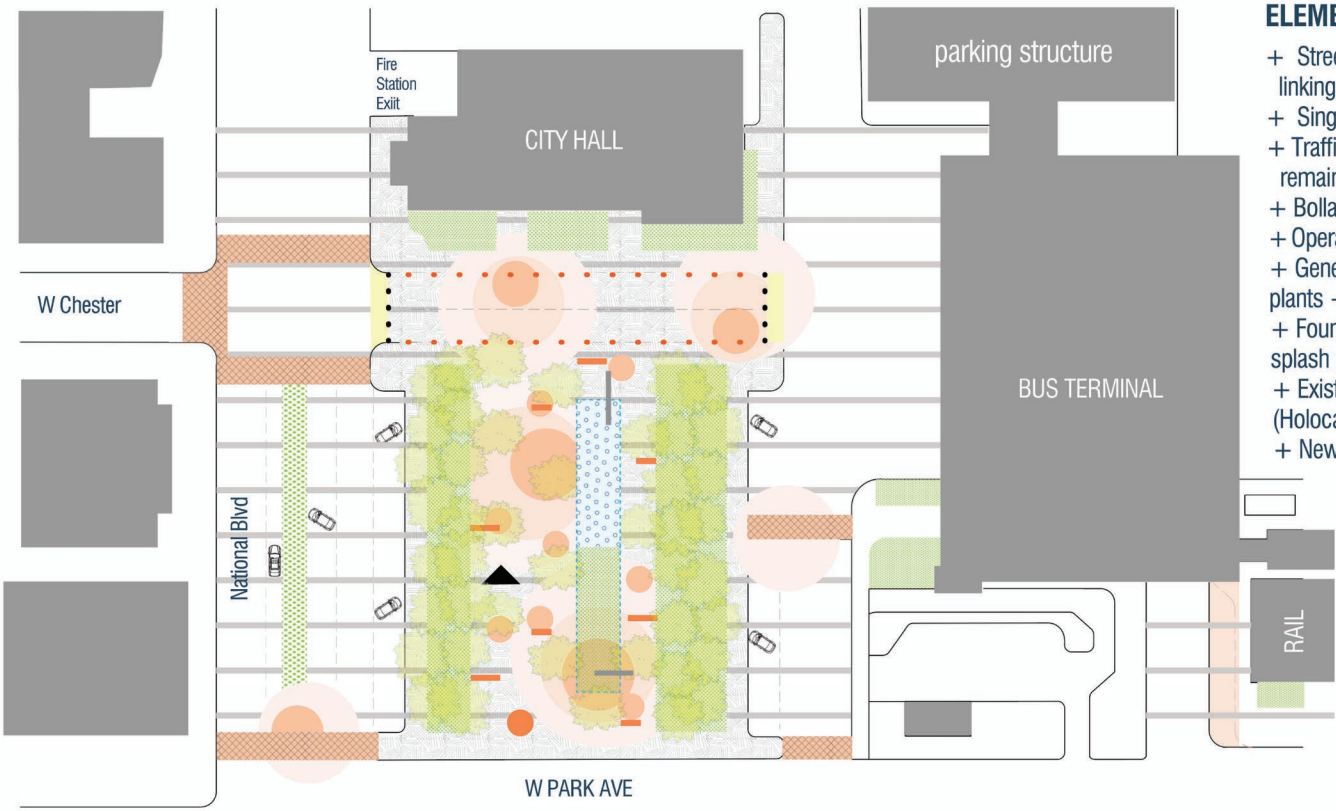
### Funding / Cost

<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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**ELEMENTS:**

- + Street in front of City Hall is raised to be same height, linking plaza and City Hall entrance
- + Single paving pattern creates enlarged public space
- + Traffic pattern does not change, and existing parking remains
- + Bollards [orange] protect pedestrians
- + Operable bollards [black] can close off street from traffic
- + General redesign of Kennedy Plaza (new paving, more plants + trees, seating areas)
- + Fountain (half size of the current) becomes at-grade splash pad
- + Existing memorials and dedication bricks remain in place (Holocaust, WWII, JFK)
- + New stamped concrete crosswalks

**LEGEND:**

- Stamped concrete crosswalk
- Plaza / raised pedestrian zone
- Planted area
- Former fountain / pool
- New splash pad / fountain
- Accent paving
- Digital info station
- Bench
- Tree [existing + new]
- Existing memorials [to remain]
- Extent of parking
- Bollards [permanent]
- Bollards [operable / typically not activated]
- Ramp to raised area

# Downtown Goal #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 Long Beach's identity and create a unique sense of place.

## Goal 4: Streetscape & Wayfinding

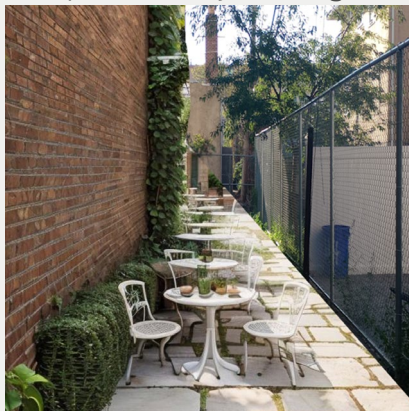
# Long Beach Public Library Exterior

### 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."



Example of Cafe-Style Seating Area



### 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 \$340,000**

**Other Funding \$72,000**

**% NYF Funding 85%**

**Total Cost \$412,000**

## Goal 4: Streetscape & Wayfinding

# Wayfinding and Signage

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:

- Using lighting, signage and color / murals to help people find their way out of the rail station
- Installing a suite of signage: all elements share design concept (modern but easy to maintain and durable)
- Installing a digital sign at Kennedy Plaza
- Creating Bold Gateway Sign / 3D Element at entrance locations

### 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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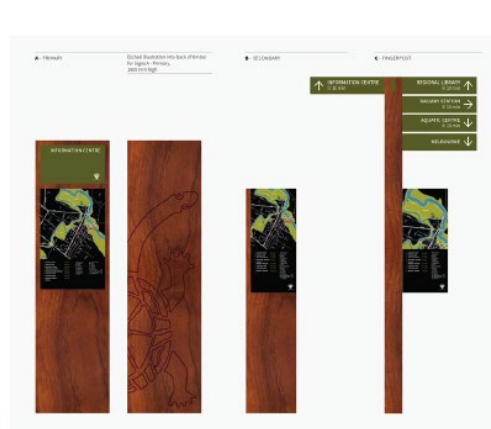
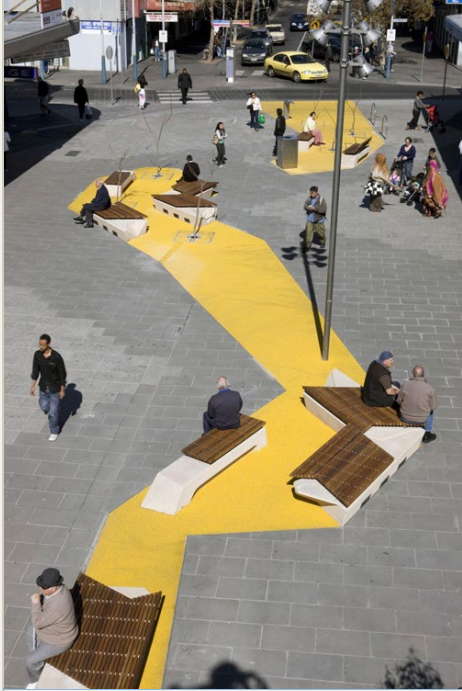
**ELEMENTS:**

- + Use lighting, signage and color / murals to help people find their way out of the rail station
- + Install a suite of signage: all elements share design concept
- + Modern but easy to maintain and durable
- + Digital sign at Kennedy Plaza
- + Bold Gateway Sign / 3D Element at entrance locations

**LEGEND:**

- - - NYF Boundary
- Gateway Element [2]
- Digital signage [1]
- Multidestination Sign and City Map [6]
- Municipal: City Hall / Public Library [5]
- Local Landmarks / Points of Significance / community input
- P Parking signage

# Signage Examples



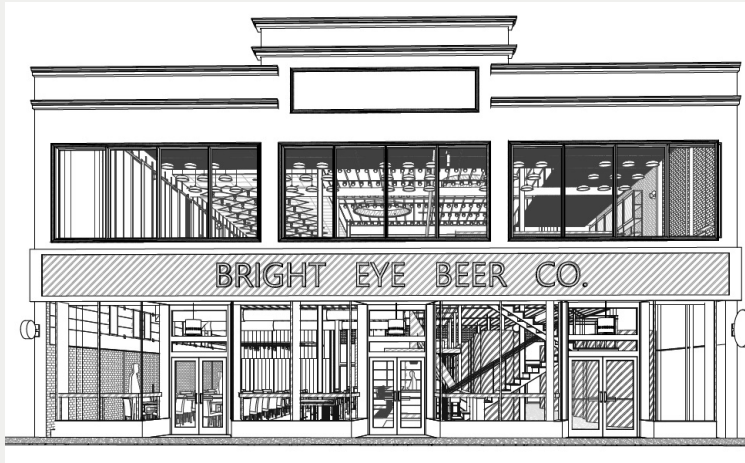


## Goal 4: Streetscape & Wayfinding

# 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.



### 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>\$200,000</b>
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## Goal 4: Streetscape & Wayfinding

# Small Project Fund

### Description

The Small Project Fund can include a range of downtown projects such as façade enhancements, building renovation improvements to commercial or mixed-use spaces, business assistance, or public art. Funds are capped at \$300,000. Eligible activities include building renovations (i.e., façade/storefront renovations), public art, and soft costs, (i.e., architecture or engineering expenses).

*Examples of Potential Small Project Fund Businesses*



### Location

Throughout NYF Area

### Sponsor

City of Long Beach

### Funding / Cost

**NYF Funding** \$300,000

**Other Funding** 25% of private match

**% NYF Funding** 75%

**Total Cost** \$375,000

# Project Cost Spreadsheet Summary

## PROPOSED PROJECT

## NYF FUNDING REQUEST

Dance Loft	\$1,050,000
Long Beach Public Library Auditorium	\$320,000
Professional Youth Theatre	\$330,000
Long Beach Public Library Exterior	\$340,000
Bright Eye Beer Co. Façade Improvements	\$150,000
Two-Family Housing Conversions	\$300,000
Barrier Brewing Co. Taproom/Lounge	\$104,000
Park Ave Improvements	\$595,000
Bridgeworks Coworking	\$315,000
Kennedy Plaza Redesign	\$1,800,000
Wayfinding/Signage	\$225,000
Small Project Fund	\$300,000

**Total \$5,829,000**

**05**

**What's Next?**

# Take the Survey!

## Other Upcoming Public Outreach

- Next LPC meeting:  
**October 18, 2023 @12pm**
- Public Survey Open NOW  
until October 12, 2023

## TAKE THIS SURVEY!

The Long Beach NYF  
Local Planning Committee is  
evaluating projects proposed for  
inclusion in the NYF plan and  
wants your input.

**SURVEY DEADLINE:  
THURSDAY, OCTOBER 12<sup>TH</sup>**

Scan to take the survey:



# Up Next: Open House

## Objectives:

- Provide feedback/comments on the boards located around the room with descriptions of each project, organized by goal.
- An interactive design exercise will be conducted for the public projects.

Report back will follow the Open House exercise.



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