

# City of Long Beach NY Forward

Local Planning Committee Meeting #5  
October 18, 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, and there will be an opportunity for public comments.

### How to get involved:

- Visit the Long Beach NYF website to send comments: [www.LongBeachNYForward.com](http://www.LongBeachNYForward.com)

# Agenda

01. Welcome, Project Status, and Timeline
02. Community Engagement Update
03. Project Evaluation Criteria Recap
04. Current Status of NYF Projects
05. Potential NYF Projects (Updates)
06. Matching Requirements & Small Fund Project
07. 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)
- **Brian Berkery** (Co-Founder, Trelus)
- **Nicole Bergman** (Lifestyle Blogger, Between the Boards and Bay)
- **Darren Gallo** (Owner, Rooster Construction)
- **Tara Lannen-Stanton** (Director, Long Beach Public Library)
- **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

**01**

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

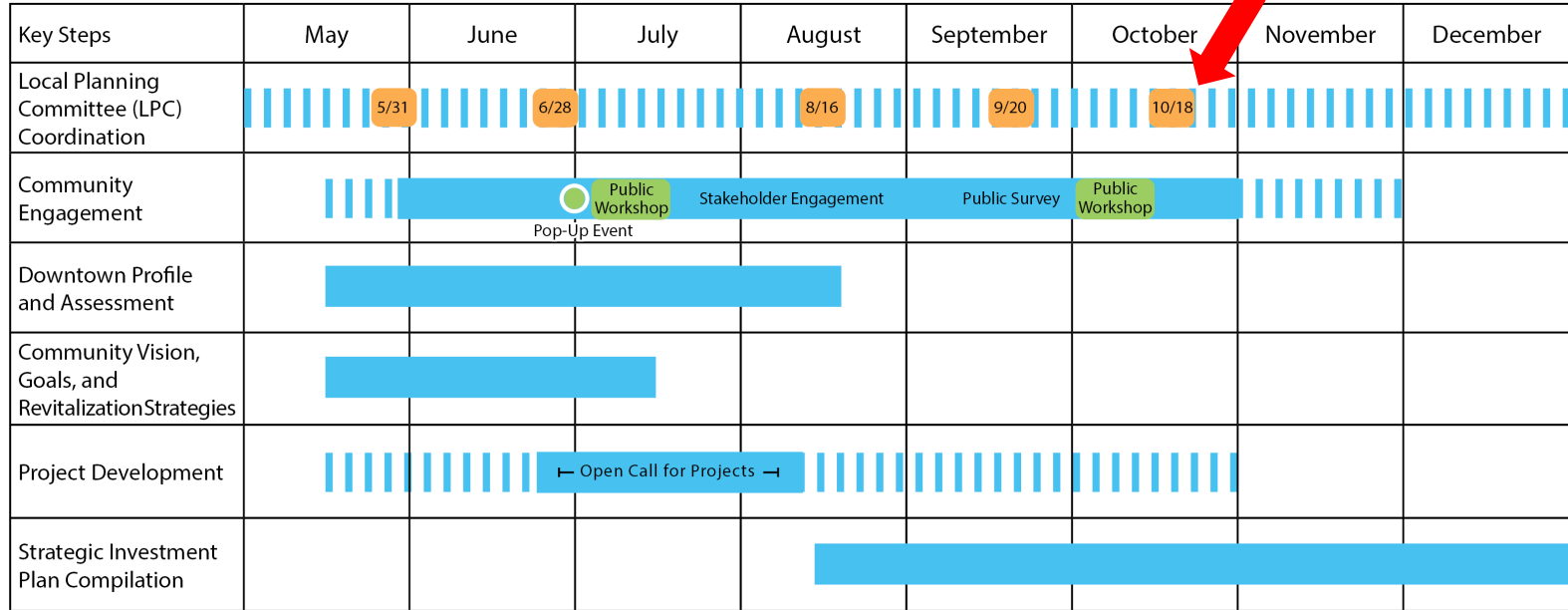
# LPC Member Recusal

*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 Workshop #2

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

Approximately 30 people from the public attended.

## *First portion of the workshop:*

Overview of the NYF program, preliminary identified goals, and proposed projects.

## *Second portion of the workshop:*

Interactive board exercise for attendees to give feedback on proposed public and private projects.



# Public Workshop #2

## Feedback on preliminary public projects

- Key takeaway from the interactive exercise was the general enthusiasm on the idea of including bike lanes as part of Park Avenue improvements.
- Emphasis on safety and streetscape improvements.
- Comments were generally supportive of adding more positive signage in the NYF area with some opposition to digital signage.

## Common themes on proposed private projects

- Comments were in favor of increasing the cohesiveness and marketing of small businesses in the area, as well as adding public art.
- Attendees were mostly supportive of the private and non-profit projects, especially those that included exterior improvements.

# Public Survey

- Open 9/21 through 10/12
- 395 responses

## Key takeaways

- Support for most projects.
- Emphasis on addressing pedestrian safety concerns and improving public spaces.
- Support for enhancing the visual appeal of the city, including facade improvements and public art.
- Desire for a mix of businesses and entertainment options to attract diverse clientele and engage the community.



## 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 of parking
- D** Explore extending the sidewalk on the exterior of the median to make safe zones

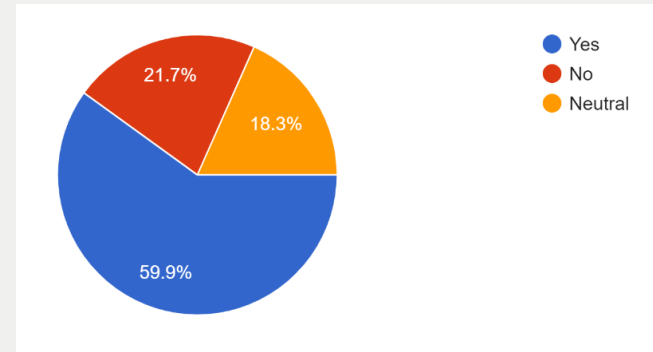
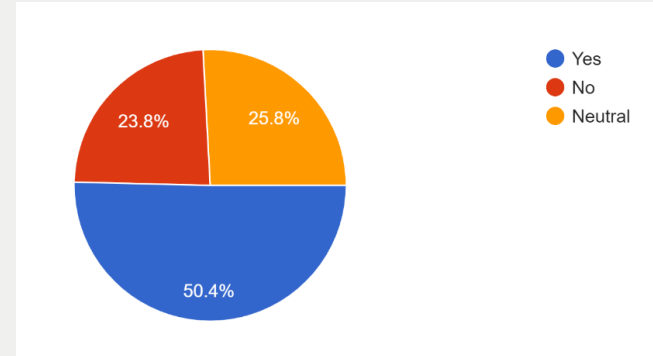
# Public Survey Summary

## Park Ave. Improvements

- Strong desire for safer crosswalks, longer traffic light cycles, and improved pedestrian infrastructure
- Several comments advocate for improvements in bicycle infrastructure, including dedicated bike lanes and bike safety measures

## Dance Loft

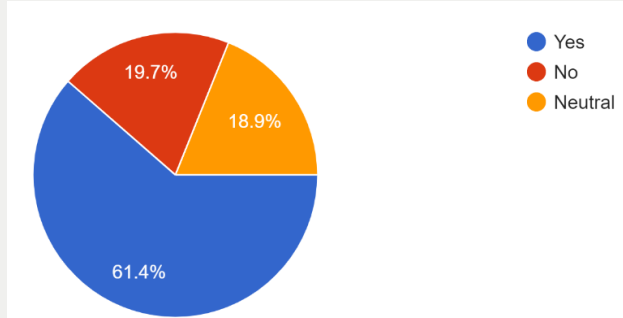
- Parking concerns
- Concerns on location (congested) and high cost (significant portion of NYF funding)
- Desire for diverse businesses and entertainment options in the area, including a movie theater, a music concert hall, and high-end retail stores



# Public Survey Summary

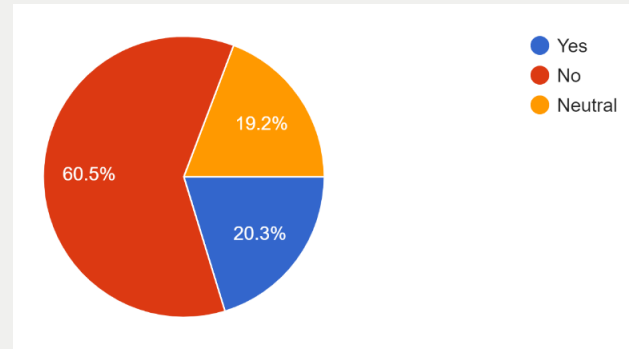
## Library Auditorium Improvements

- Support for improvements for a space that benefit the community and provide more opportunities for performances and programs
- Support for the library as a community resource
- Some skepticism about broader revitalization impact on the downtown area



## Conversion of 5 Single-Family Homes in Two-Family Homes

- Many comments express the need and support for more affordable housing in Long Beach
- Several comments question the project's connection to downtown revitalization
- Concerns about overcrowding



# Public Survey Summary

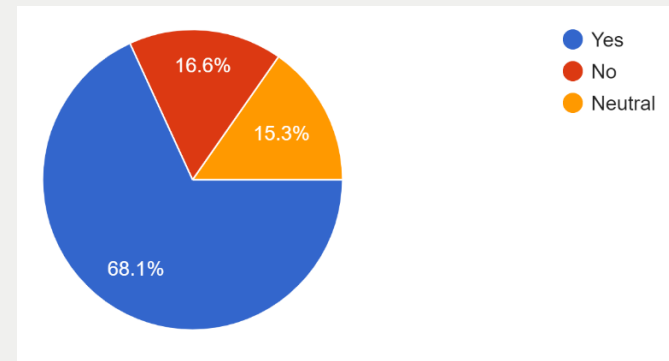
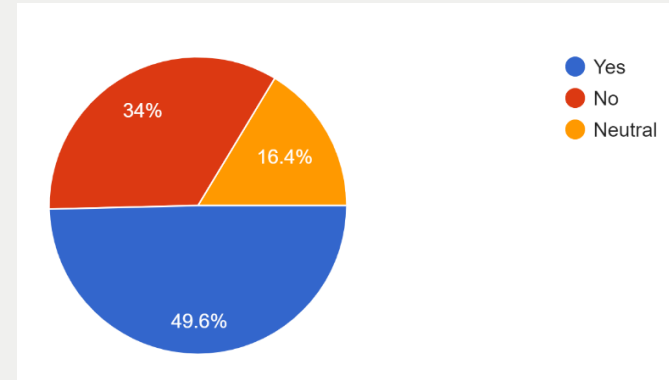
## Barrier Brewing

- Mixed reactions
- Some comments question the need for another brewery or bar

*(Note: project was still in early phases; the tap room is set to open regardless of NYF funding)*

## Kennedy Plaza and Surroundings

- Mixed reactions: some support for the beautification and improvement, while some question the need for such an upgrade
- Support for more seating, charging stations, and infrastructure to support markets, events, and vendors

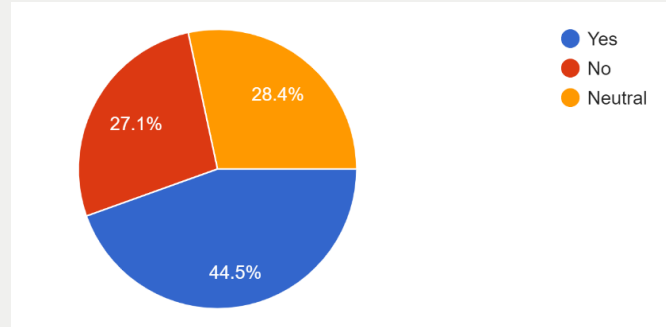




# Public Survey Summary

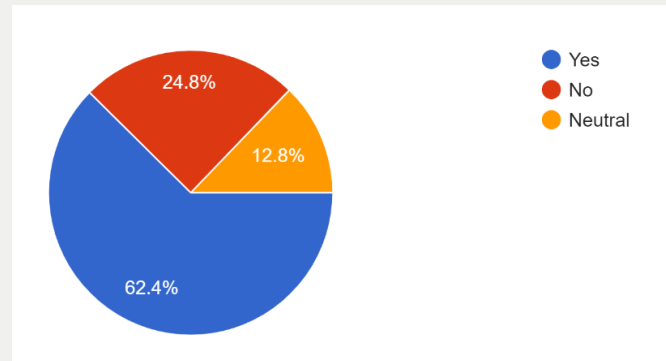
## Professional Youth Theater

- Many expressed skepticism on the need for additional performance spaces
- Ensure that the renovated spaces, if publicly funded, are open for community use



## Bright Eye Beer Facade

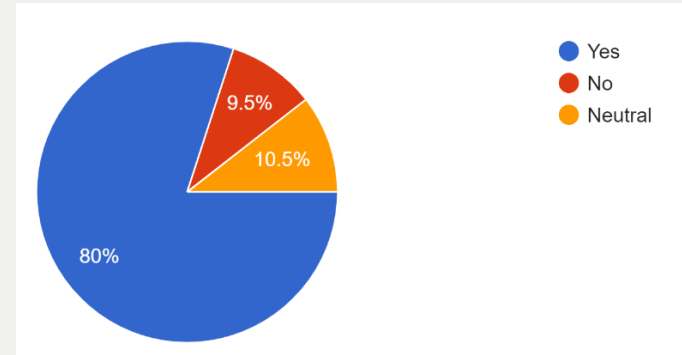
- Some comments mention that the project would make the area more attractive and inviting, potentially contributing to the revitalization of downtown
- Several comments emphasize the importance of the space being open for public use, community events, and meetings.



# Public Survey Summary

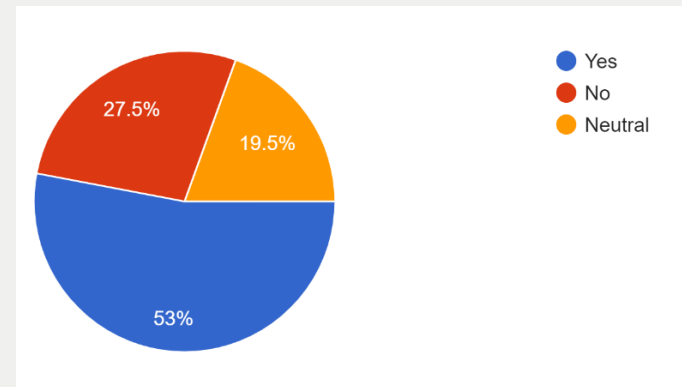
## Library Exterior

- Strong support (“essential to upgrade and enhance the library”)
- Several comments highlight the importance of creating community space and enhancing the library's appearance. Respondents express the desire for outdoor seating.



## Wayfinding & Signage Program

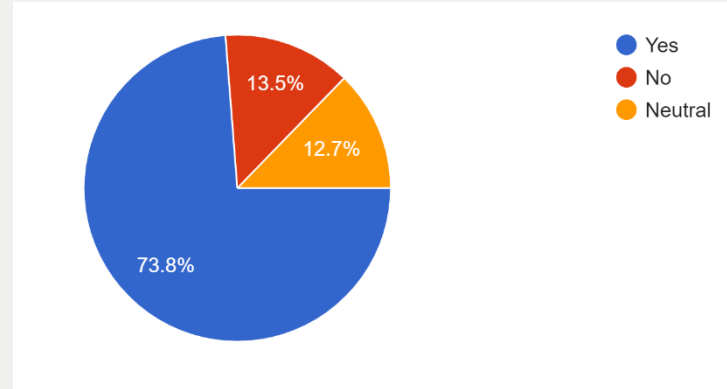
- Mixed opinions on signage and digital installations
- Some skepticism about the effectiveness and cost of such installations



# Public Survey Summary

## Small Project Fund

- Strong support; many respondents emphasize the need for a facelift for facades
- Most see the project as beneficial for attracting visitors and creating a more cohesive and modern look
- Some comments highlight specific areas that require attention, such as the main four corners of Park and LB Blvd, the Stop & Shop Mall, and the cleanliness of sidewalks and storefronts



**03**

# **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.

**04**

# **Current Status of NYF Projects**

# Status of NYF Projects

## FIRM

Dance Loft

Long Beach Public Library Auditorium (\*)

Two-Family Housing Conversions

Kennedy Plaza Redesign

Bright Eye Beer Co. Façade Improvements

Long Beach Public Library Exterior

Wayfinding, Signage and Aesthetics

Small Project Fund

## BEING REFINED

Park Ave Improvements (\*\*)

Barrier Brewing Co. (\*\*)

Bridgeworks Campus Upgrades (\*\*\*)

(\*) Cost may go up  
(\*\*) Working on additional components  
(\*\*\*) Working on details, match to go up?



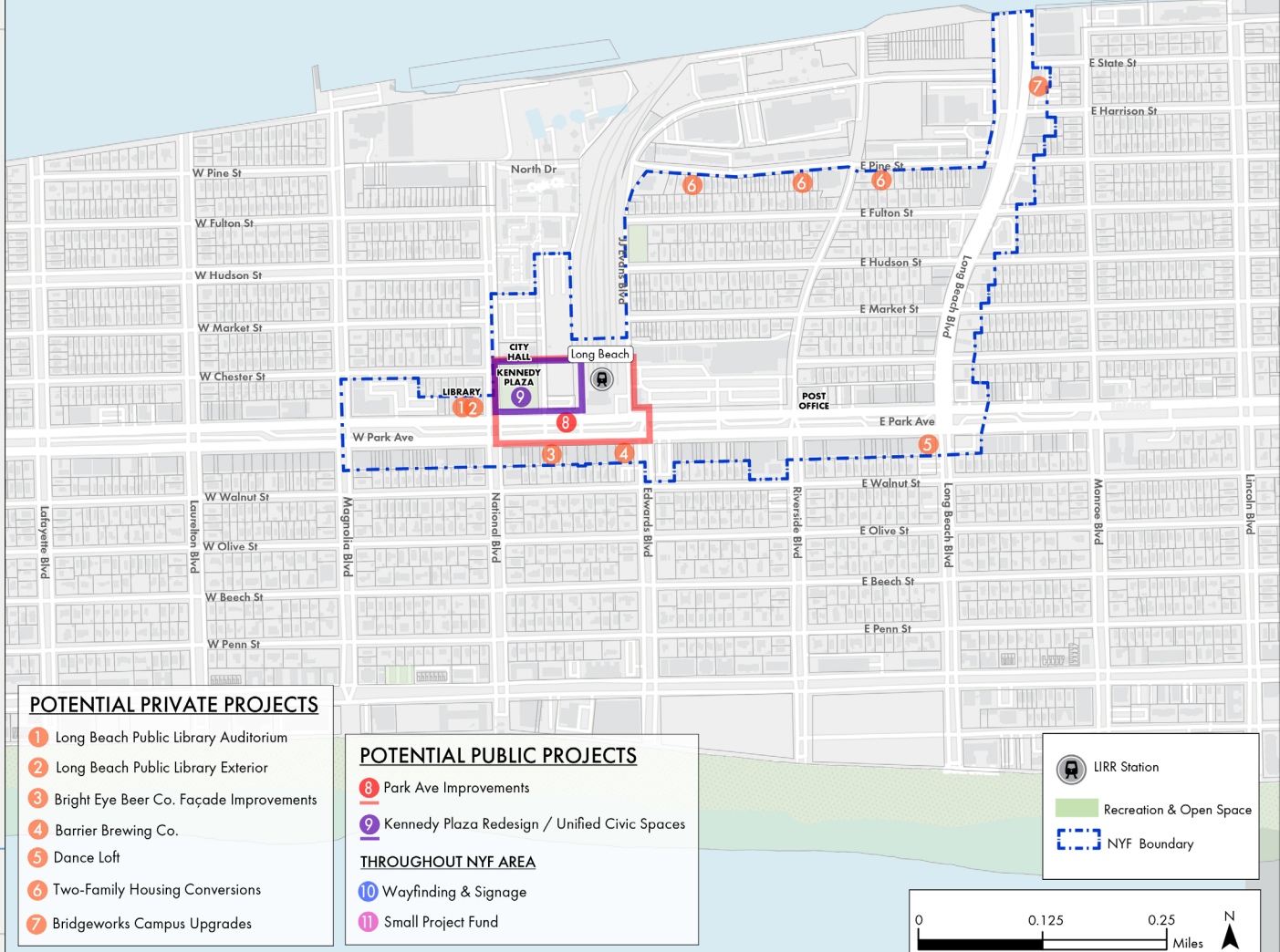
# Project Recommended for Future Funding

- Comprehensive study of Complete Streets in Long Beach to maximize pedestrian and bike safety in the Park Ave corridor. The study would incorporate parking, emergency management, sanitation, and other relevant factors to develop viable, actionable improvements.

**05**

# Updates on Potential NYF Projects

# Long Beach NYF Proposed Projects



## POTENTIAL PRIVATE PROJECTS

- 1 Long Beach Public Library Auditorium
- 2 Long Beach Public Library Exterior
- 3 Bright Eye Beer Co. Façade Improvements
- 4 Barrier Brewing Co.
- 5 Dance Loft
- 6 Two-Family Housing Conversions
- 7 Bridgeworks Campus Upgrades

## POTENTIAL PUBLIC PROJECTS

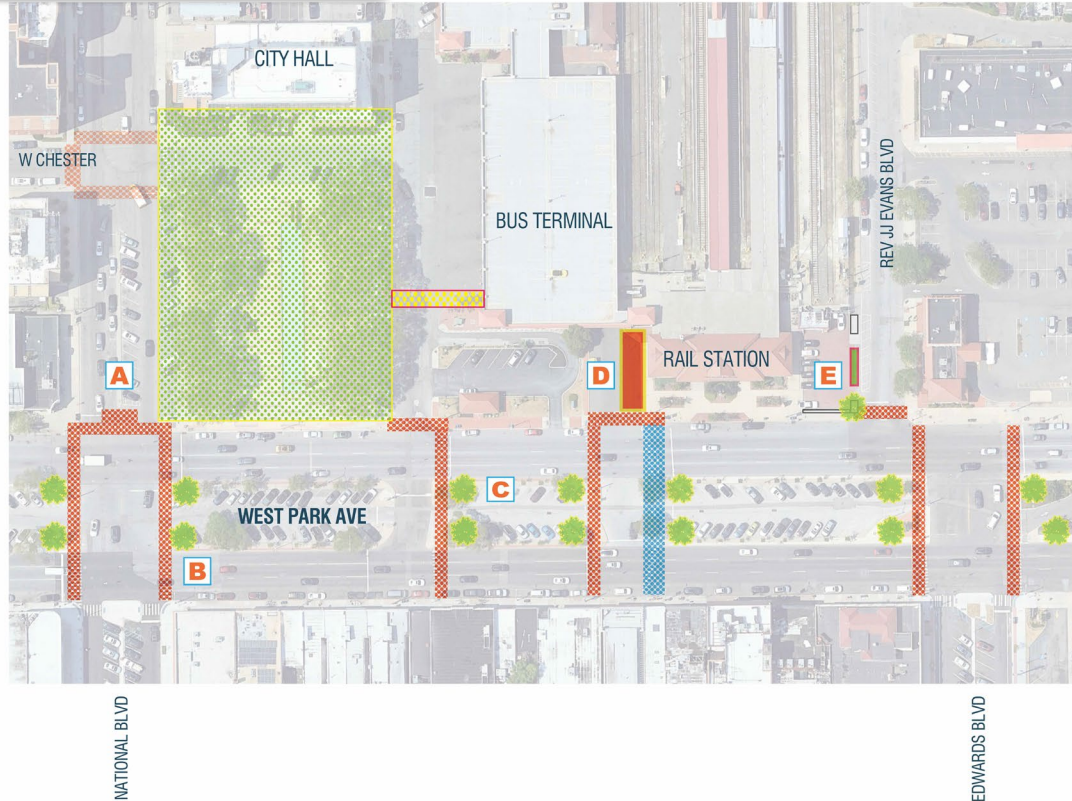
- 8 Park Ave Improvements
  - 9 Kennedy Plaza Redesign / Unified Civic Spaces
- THROUGHOUT NYF AREA**
- 10 Wayfinding & Signage
  - 11 Small Project Fund

# Potential Public Projects

1. Park Ave Improvements
  - Additional potential Long Beach Boulevard improvements
2. Kennedy Plaza Redesign / Unified Civic Spaces
3. Wayfinding & Signage
  - Updated to include design guidelines

# Goal 1: Street Safety & Connectivity

# Park Ave Improvements

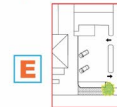
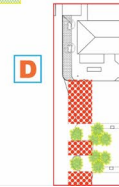


### ELEMENTS:

- 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]





# Goal 1: Street Safety & Connectivity

## Additional Components along Long Beach Blvd



## 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.

### Updates

- City is already working on improvements between Long Beach Blvd and Riverside Blvd (anticipated to start March 2024)
- City applied for funding for the Park Ave section between Riverside Blvd and Edwards Blvd
  - Improvements would include sidewalk reconstruction with brick buffer, street furniture like new benches and bike racks
- NYF project can potentially include street safety measures on LB Blvd (pending call with County) – cost may go up if those are added

### Location

Park Ave between National Blvd and Long Beach Blvd

### Sponsor

City of Long Beach

### Funding / Cost

<b>NYF Funding</b>	<b>\$ 600,000</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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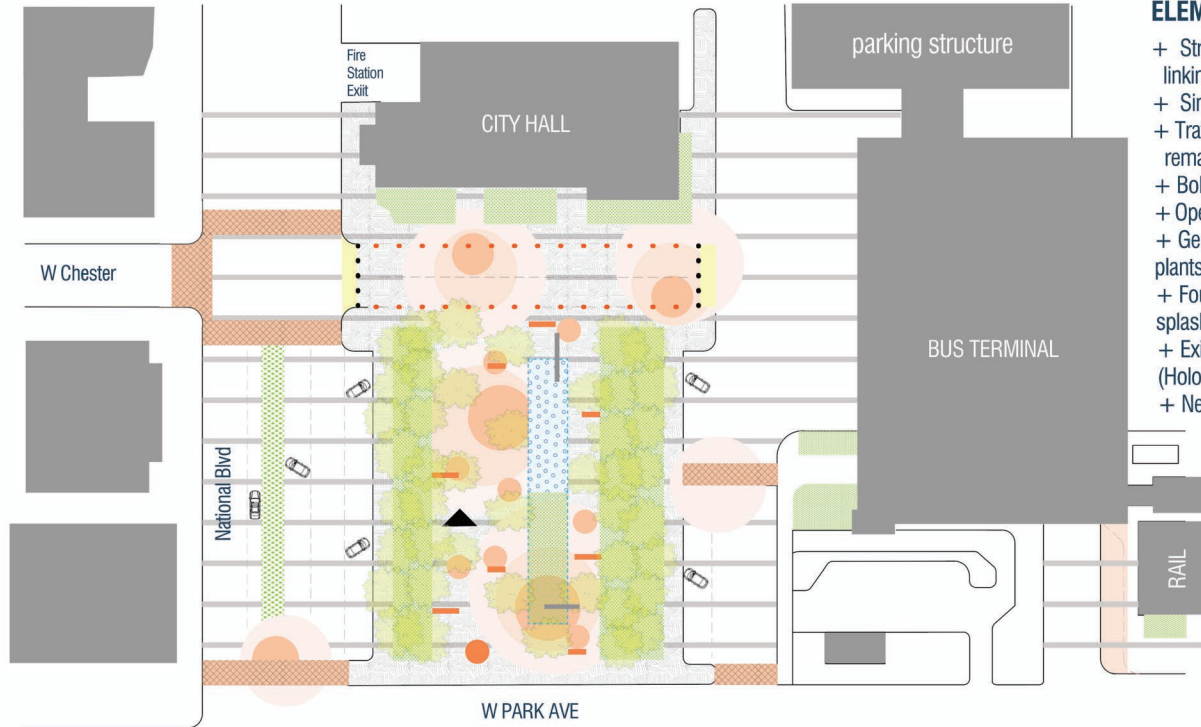
<b>Total Cost</b>	<b>\$ 600,000</b>
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## Goal 3: Public Space

# Kennedy Plaza Redesign



### 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

## 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.

### Updates

- New stamped concrete crosswalks instead of a raised intersection at W. Chester and National Blvd
- Extended landscaping median along National Blvd
- All existing parking remains
- Investigating replacement of existing trees given their condition; may increase cost slightly

### Location

Kennedy Plaza and surroundings

### Sponsor

City of Long Beach

### Funding / Cost

**NYF Funding** ~~\$1.8M~~ **\$ 1,500,000**

**Other Funding** \$ -

**% NYF Funding** 100%

**Total Cost** **\$ 1,500,000**

## Goal 4: Streetscape & Wayfinding

# Wayfinding, Signage and Aesthetic Improvements

This wayfinding, signage and aesthetic improvements 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 location
- **Creation of guidelines for cohesive design/identity for downtown corridor**

### Location

NYF Area

### Sponsor

City of Long Beach

### Funding / Cost

**NYF Funding** ~~\$225,000~~ **\$300,000**

**Other Funding** \$ -

**% NYF Funding** 100%

**Total Cost** **\$300,000**



### 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 [1]
- 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

# Potential Standalone Private/Non-Profit Projects

1. Dance Loft
2. Two-Family Housing Conversions
3. Barrier Brewing Co.
4. Long Beach Public Library Auditorium
5. Bridgeworks Campus Upgrades
6. Bright Eye Beer Co. Façade Improvements
7. Long Beach Public Library Exterior

**Professional Youth Theater: no longer a recommended project**

## 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.

### Updates

Consultant team met with project sponsor and environmental consultant to discuss next steps for DEC approval and potential remediation timeline.



### 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	\$1.05M
Other Funding	\$4,685,000
% NYF Funding	~18%
Total Cost	\$5,735,000



## 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

# 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 Barrier Brewing Co. Will sell multiple draft beer options, NYS spirits, wine, pre-packaged food items from NYS vendors in the centrally located, 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>
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<b>Other Funding</b>	<b>\$26,000</b>
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<b>% NYF Funding</b>	<b>80%</b>
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<b>Total Cost</b>	<b>\$130,000</b>
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## 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.



### Update

Library is working on getting more detailed cost estimates.

### Location

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

### Sponsor

Long Beach Public Library

### 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

# 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

### Updates

- Sponsor finalizing details
- Potential for cost increase



### 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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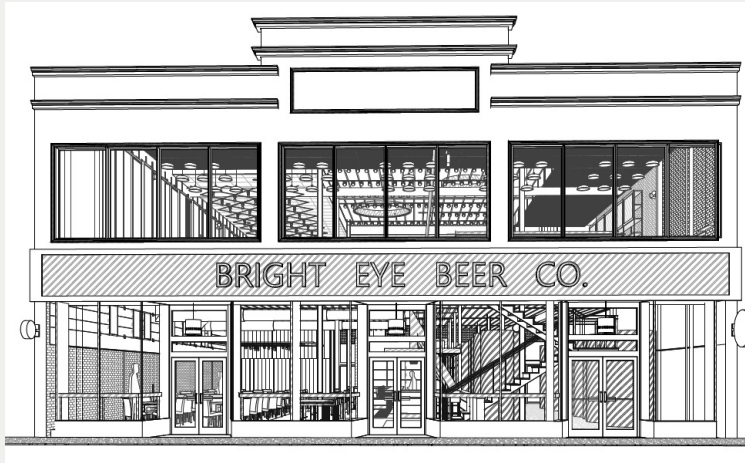
<b>Total Cost</b>	<b>\$370,000</b>
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## Goal 4: Streetscape & Wayfinding

# 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

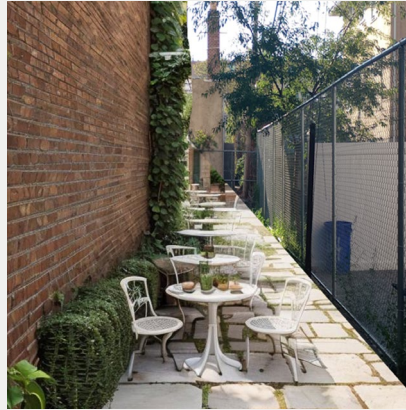
# Long Beach Public Library Exterior

### 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

Long Beach Public Library

### Funding / Cost

<b>NYF Funding</b>	<b>\$340,000</b>
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<b>Other Funding</b>	<b>\$72,000</b>
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<b>% NYF Funding</b>	<b>85%</b>
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<b>Total Cost</b>	<b>\$412,000</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** N/A

**% NYF Funding** N/A

**Total Cost** \$300,000

# Project Cost Spreadsheet Summary

## PROPOSED PROJECT

## NYF FUNDING REQUEST

Dance Loft	\$1,050,000
Long Beach Public Library Auditorium	\$320,000
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	\$600,000
Bridgeworks Coworking	\$315,000
Kennedy Plaza Redesign	\$1,500,000
Wayfinding/Signage	\$300,000
Small Project Fund	\$300,000

**Total \$5,279,000**

**06**

# **Matching Requirements & Small Project Fund**



# Target for Matching Funds?

- **There are no programmatic minimum match requirements for the NYF, except for a small project fund.**
  - For a small project fund, matching requirements must be no less than 25% of the total cost per project. (LPC can require a higher match.)
- **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.
- **Proposed private project requests range from 18% to 85% NYF Funding.**



# Small Project Fund – Draft Parameters

- **Local Program Administrator:** City of Long Beach
- **Timing:** After NYS funding is awarded and contracted
- **Eligible Activities (must be private projects):**
  - Façade enhancements
  - Signage and building lighting
  - Building renovation improvements to commercial or mixed-use spaces (including interior fit-out)
  - Business assistance (equipment or machinery)
  - Accessibility Improvements
  - Sustainability Improvements
- A portion of the fund could be set aside for **murals/artwork** (15%?)
- Another 10% to be set aside for program administration by a City-retained consultant (per State’s guidance)
- **Matching Requirement**
  - Must be no less than 25% of the total cost per project.
  - LPC can determine minimum and maximum project amounts
    - Min. (\$10,000?) and Max. (\$50,000?)

**07**

# Next Steps

# Next Steps

- Vote to determine NYF projects to be included in the Strategic Investment Plan
- Consultants to continue following up with project sponsors to finalize project details and cost estimates
- Consultants to submit draft and final NYF Plan to State (end of November – mid December)

# Ballot

## Long Beach NYF Ballot



LPC Member Name: \_\_\_\_\_

NYF funding amounts are recommendations of the Local Planning Committee. Projects will be selected for funding by New York State and will be reviewed at that time for project readiness and eligibility, among other criteria. Projects listed at \$0 are not recommended for NYF funding but are additional priorities of the LPC and will be included in the Strategic Investment Plan.

Place an "X" in one of the following boxes.

- I am in favor of submitting the NYF Strategic Investment Plan with the slate of projects listed below as proposed by the full Local Planning Committee, except as noted by a recusal due to actual or perceived conflict of interest.

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- I oppose submitting the NYF Strategic Investment Plan with the below-listed slate of projects.

PLACE "X" IN BOX TO RECUSE	PROJECT NAME/DESCRIPTION	NYF FUNDING REQUEST
<input type="checkbox"/>	1: Park Ave. Streetscape Improvements	\$600,000
<input type="checkbox"/>	2A: Dance Loft (New Commercial Building at 180 Park Ave.)	\$1,050,000
<input type="checkbox"/>	2B: Modernize the Public Library Auditorium	\$320,000
<input type="checkbox"/>	2C: Conversion of Five Single-Family Homes in Two-Family Homes	\$300,000
<input type="checkbox"/>	2D: Outdoor Dining Area and Exterior Improvements at Barrier Brewing	\$104,000
<input type="checkbox"/>	2E: Creation of a Roof Deck and Exterior Upgrades at Bridgeworks	\$315,000
<input type="checkbox"/>	3: Redesign Kennedy Plaza for Better Integration with Surroundings	\$1,500,000
<input type="checkbox"/>	4A: Upgrade the Upper Floor Facade of Bright Eye Beer	\$150,000
<input type="checkbox"/>	4B: Upgrade the Façade and Exterior Spaces of the Library	\$340,000
<input type="checkbox"/>	4C: Wayfinding, Signage and Design Guidelines	\$300,000
<input type="checkbox"/>	4C: Small Project Fund	\$300,000

# What Happens When the NYF Plan Is Complete?

## Management and Implementation Strategy

- Project award winners should be announced in early 2024.
- Public improvement projects will be undertaken by the City of Long Beach.
- The Small Project Fund will be administered locally by the City. Recipients will be selected through a competitive process.
- NYF funding is reimbursable—rather than an up-front grant, project sponsors are reimbursed for expenses incurred.

**Questions or  
Comments?**