

City of Long Beach NY Forward

Local Planning Committee Meeting #2
June 28, 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 at 7pm**. More info will be posted on www.LongBeachNYForward.com

Agenda

- 01.** Introductions & NYF Code of Conduct
- 02.** Planning Process & Engagement Updates
- 03.** Open Call/Office Hours
- 04.** Downtown Profile & Assessment Highlights
- 05.** Visioning Exercise
- 06.** LPC Discussion on Project Requirements
- 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)
- **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
- Mary Barthelme, Homes and Community Renewal (HCR)

BFJ Planning

- Peter Van den Kooy, Associate 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

NYF Code of Conduct

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.

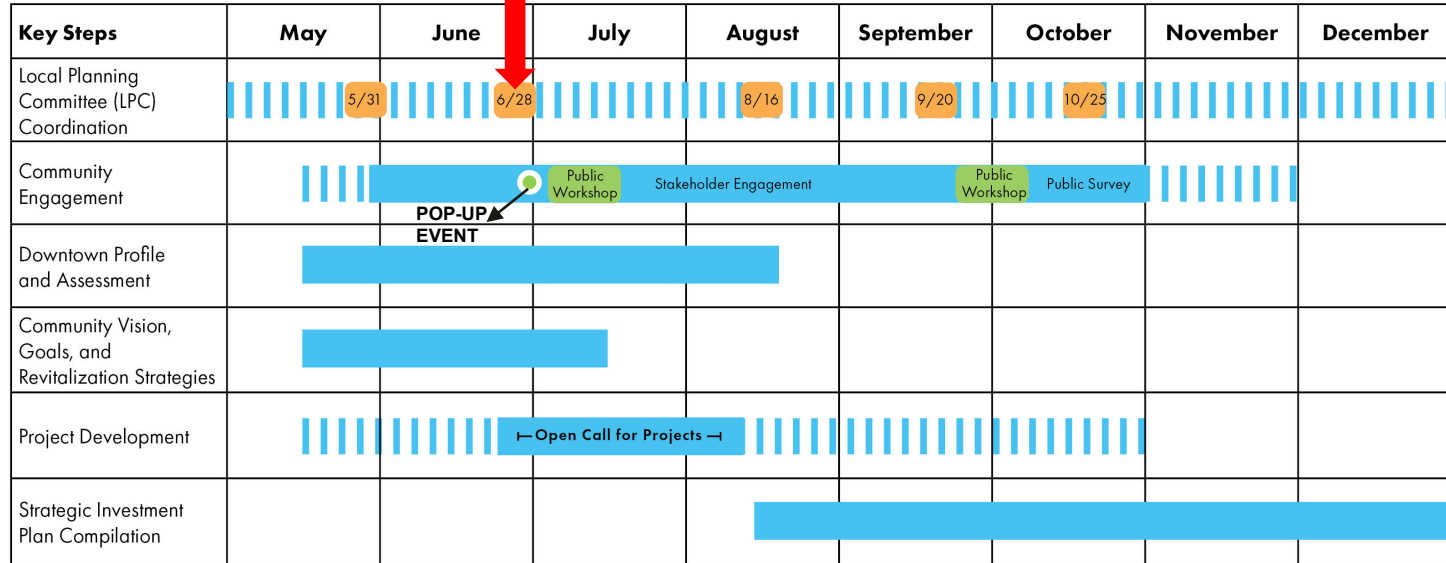
Please inform the LPC co-chairs during the meeting if the need to disclose a conflict arises unexpectedly, and then recuse yourself from discussion or voting on the project.

02

Planning Process & Engagement Updates

NYF Timeline

Long Beach NY Forward Process



- LPC Meetings
- Community Engagement Events

*Subject to change

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



We need your help to spread the word!

CITY OF LONG BEACH NY Forward (NYF)



NY Forward



JOIN US!

PUBLIC WORKSHOP #1

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

Learn more about NYF, what it means for downtown Long Beach, & help the Local Planning Committee develop a shared vision & goals for this project. All are welcome!

WEDNESDAY, JULY 12
7-9 PM

City Hall Auditorium, 6th Floor

FOR MORE INFORMATION:

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

CITY OF LONG BEACH NY Forward (NYF)



NY Forward



Long Beach has been awarded \$4.5M from the NY Department of State toward projects & improvements that will help support a vibrant local economy & enhance the downtown area around the train station & Park Avenue.

JOIN US!

DO YOU HAVE PROJECT IDEAS??

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Wednesday, July 12: 7-9PM
City Hall Auditorium, 6th Floor

Learn more
on the website:



OPEN CALL FOR PROJECTS

The purpose of the Open Call for Projects is to identify potential private/nonprofit projects that can provide benefits to downtown Long Beach & be considered for NYF funding.

Deadline to Submit: August 9

Download the
form & find
submission
instructions here:



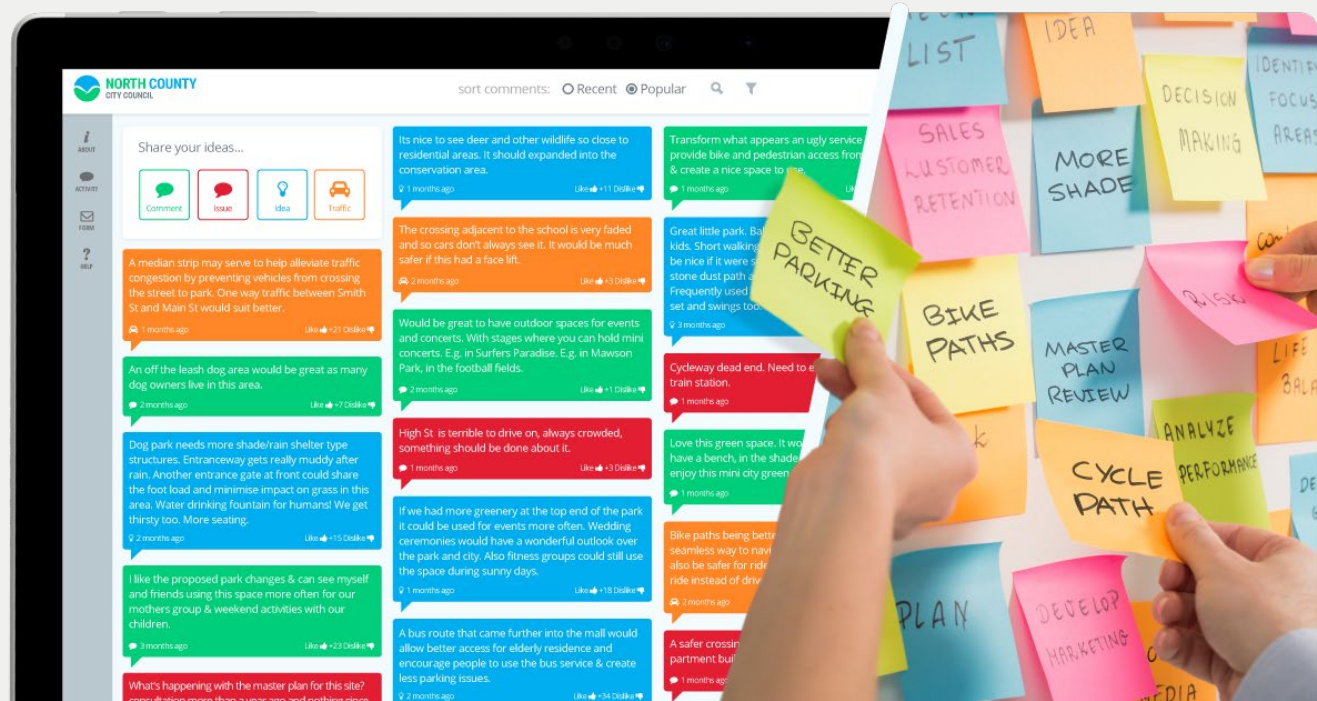
FOR MORE INFORMATION:

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

Online Engagement

“Ideas Wall” Interactive Visioning Exercise

Launch in
coordination with
Public Workshop #1
(July 12)



03

**Open Call /
Office Hours**

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:

June 26, 2023

Office hours to discuss projects:

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

+ more one-on-one opportunities

Deadline to submit projects:

August 9, 2023

Email address for questions and project submissions

LongBeachNYF@gmail.com

CITY OF LONG BEACH
NY Forward (NYF)

NEW YORK STATE OF OPPORTUNITY NY Forward

Long Beach

DO YOU HAVE PROJECT IDEAS?

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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:

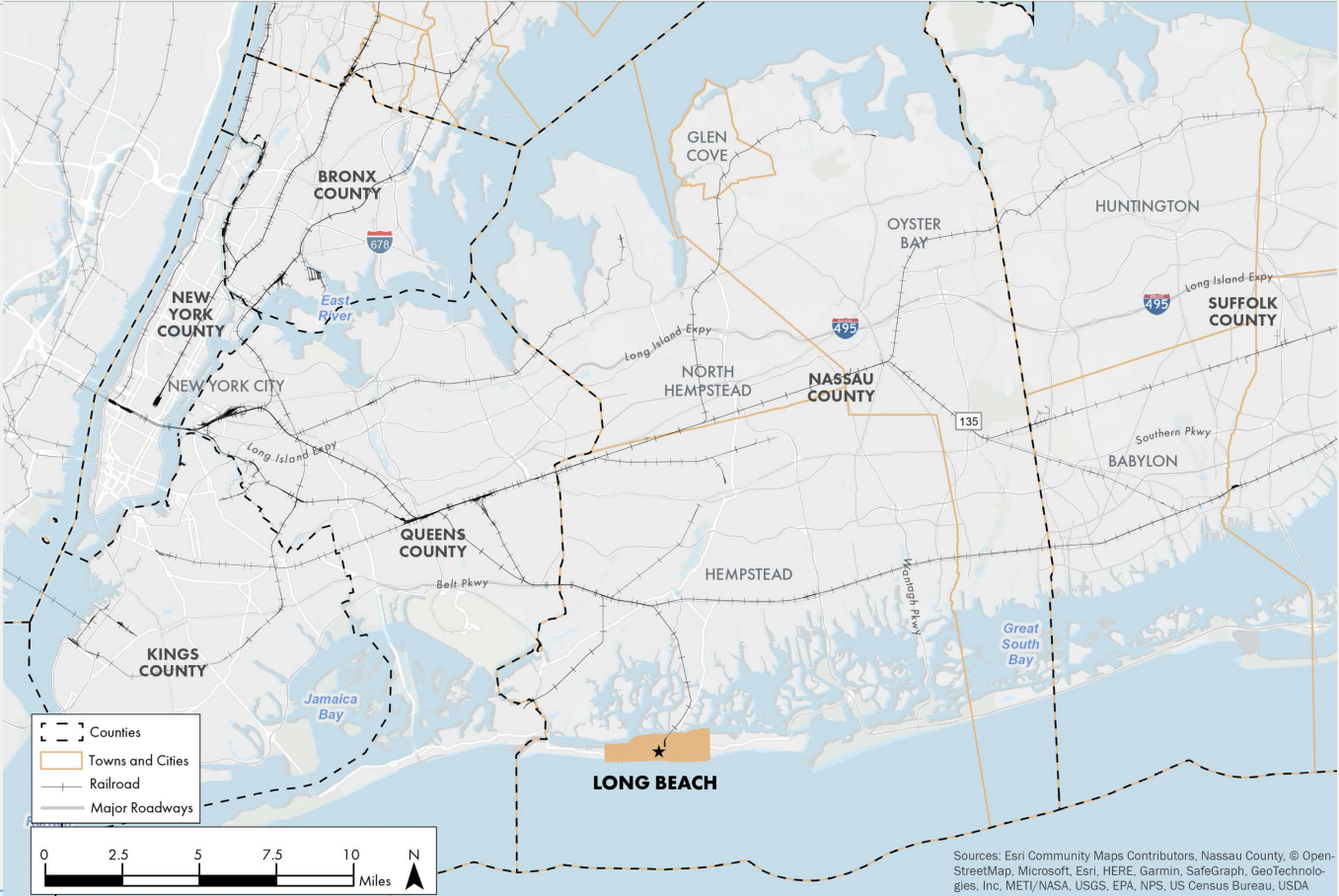
Email:

Affiliation:

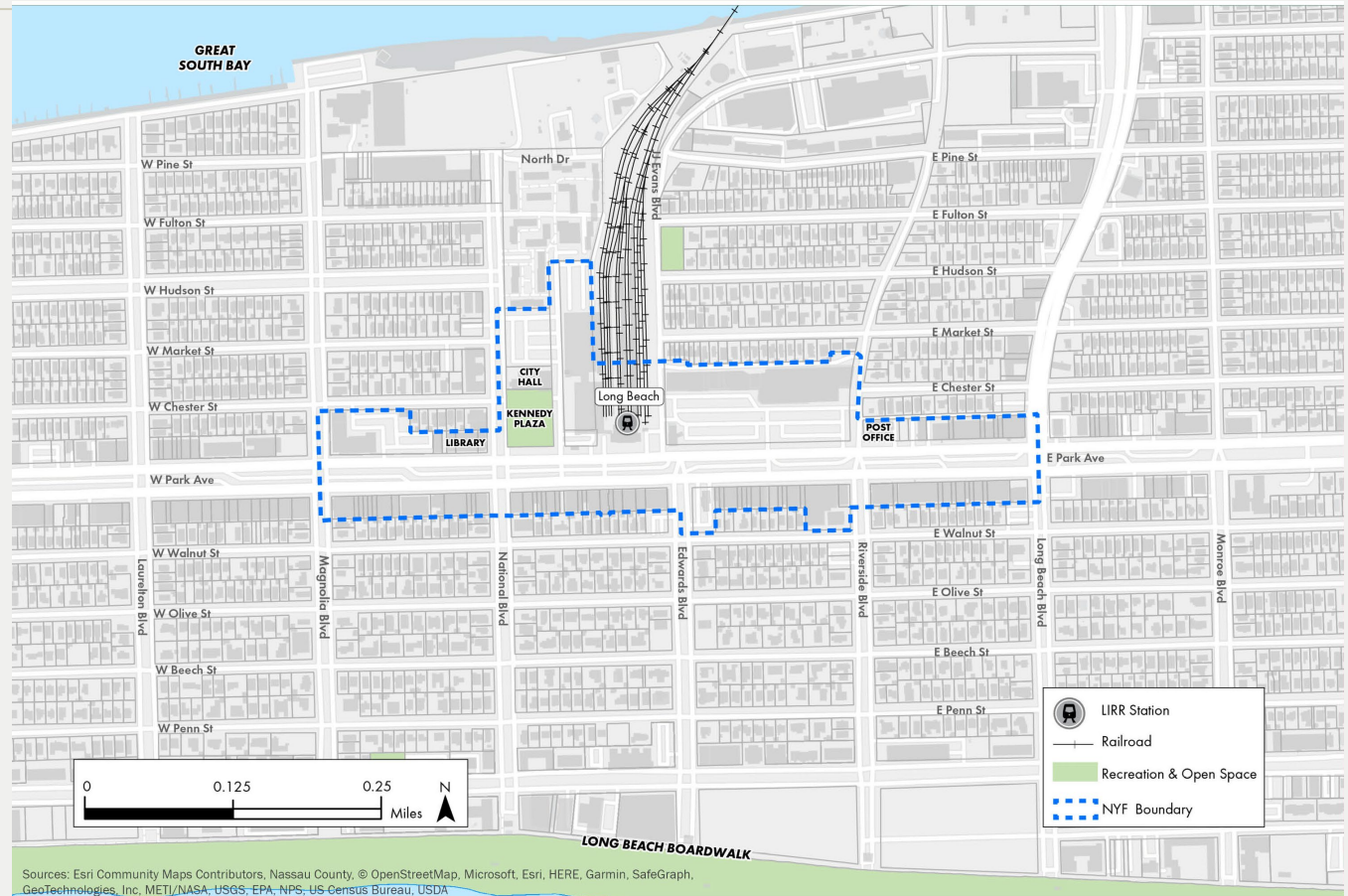
04

Downtown Profile & Assessment Highlights

Regional Context



NYF Boundary



Past Planning Efforts

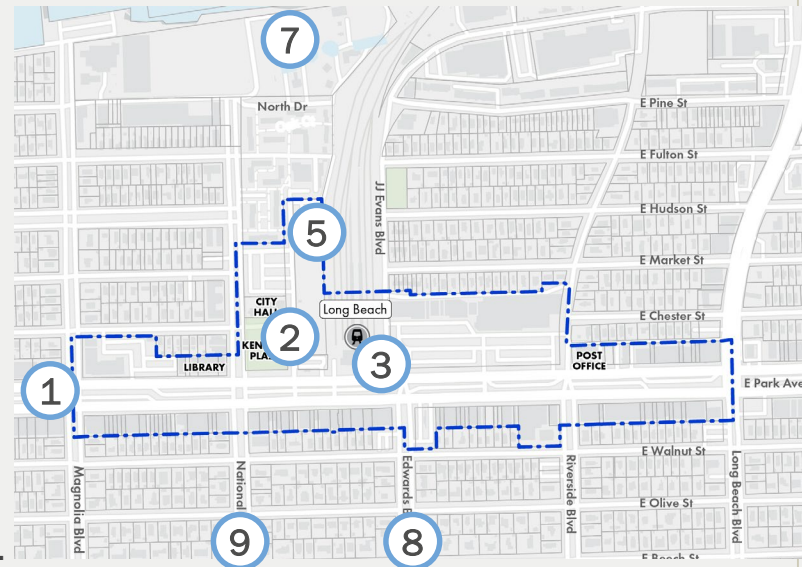
- Comprehensive Plan 2022-2032 (Ongoing)
- NY Floodplain Management Plan (2020)
- Draft Comprehensive Plan Update (2018, not adopted)
- Draft Local Waterfront Revitalization Plan (*LWRP*) (2016, not adopted)
- NY Sustainable Neighborhood Assessment (2014)
- NY Rising Community Reconstruction (*NYRCR*) Plan (2014)
- Complete Streets Policy (2013)
- Comprehensive Plan (2007)



▲ Comprehensive Plan Community Meeting at Temple Emanu-El

Recent Investment in the NYF Area

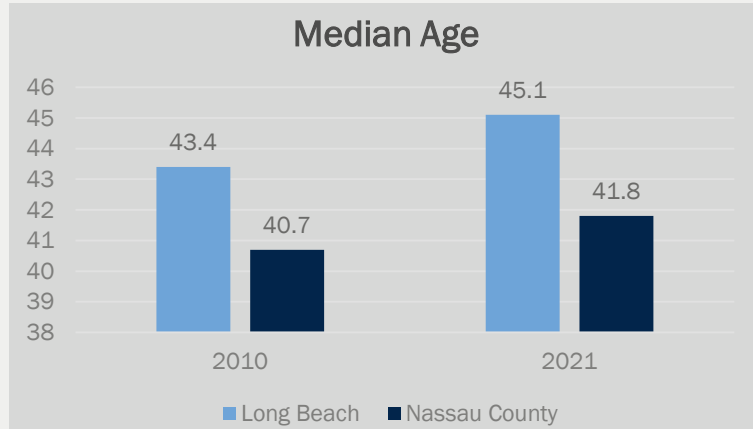
- 1 \$2.5 million in improvements to Park Avenue underway, supported by New York State funding
- 2 \$400,000 pedestrian safety project underway around City Hall, with support from HUD CDBG funds;
- 3 MTA/LIRR rebuilding of LIRR station and platform areas will be underway in 2023;
- 4 New bike racks being 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.
- 8 \$2 million new infrastructure with bicycle lane- Edwards Blvd.
- 9 \$6 million new infrastructure- National Blvd.



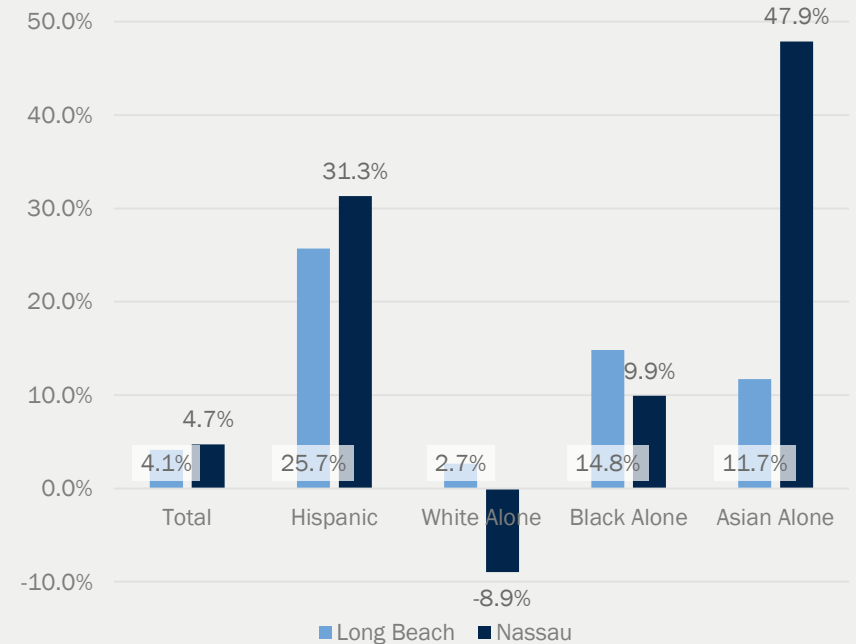
... And more initiatives throughout the City.

Population

- **Population growth** (+1,378 people between 2010 and 2021) in most race/ethnic groups.
- Long Beach is **older** and **gaining population at a slower rate** than Nassau County (4.1% to 4.7%).

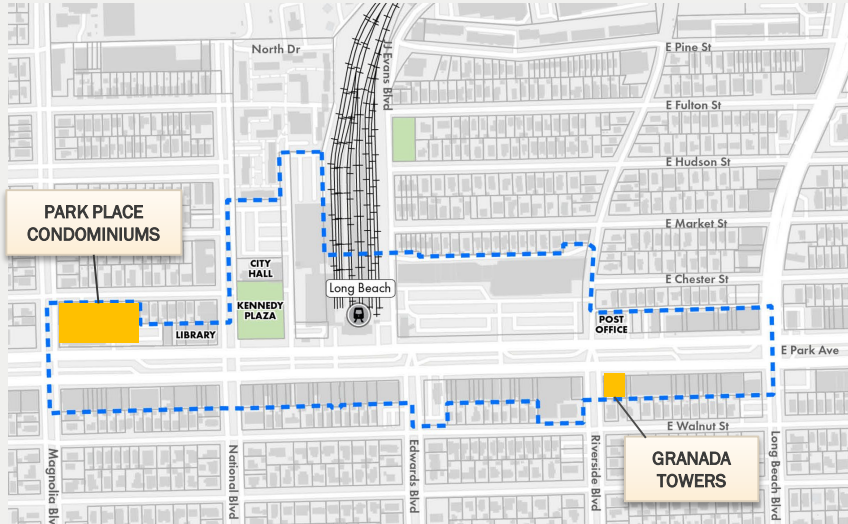


% Change in Population by Selected Race/Ethnicity 2010 to 2021



Population in the NYF Area

- The NYF area has few residents (commercial district).

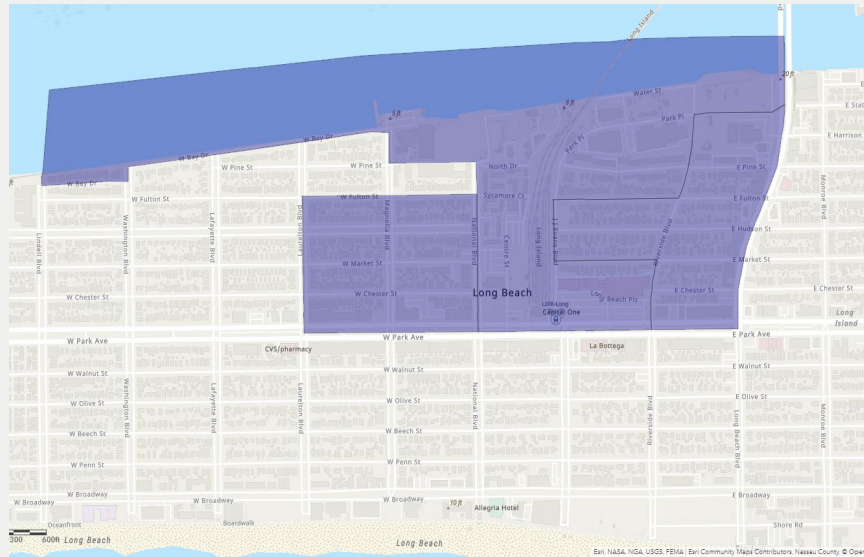


	2010	2023
Total Population	870	868
White Alone	55.7%	50.0%
Black Alone	20.8%	17.2%
American Indian Alone	0.7%	0.5%
Asian Alone	5.7%	7.0%
Pacific Islander Alone	0.1%	0.2%
Some Other Race Alone	12.5%	15.4%
Two or More Races	4.4%	9.7%
Hispanic Origin	25.5%	27.0%

Source: ESRI Business Summary Report.
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Environmental Justice Area

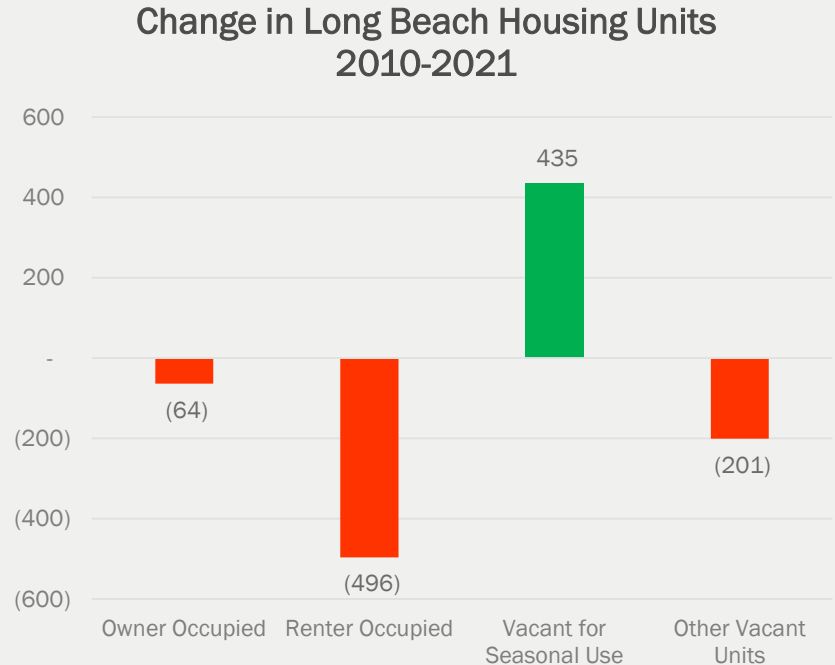
Environmental Justice Area: North Park Neighborhood



Source: NYS DEC GIS Tools for Environmental Justice
https://www.arcgis.com/home/webmap/viewer.html?url=https://services6.arcgis.com/DZHaqZm9cxOD4CWM/ArcGIS/rest/services/Potential_Environmental_Justice_Area_PEJA_Communities/FeatureServer&source=sd

Housing

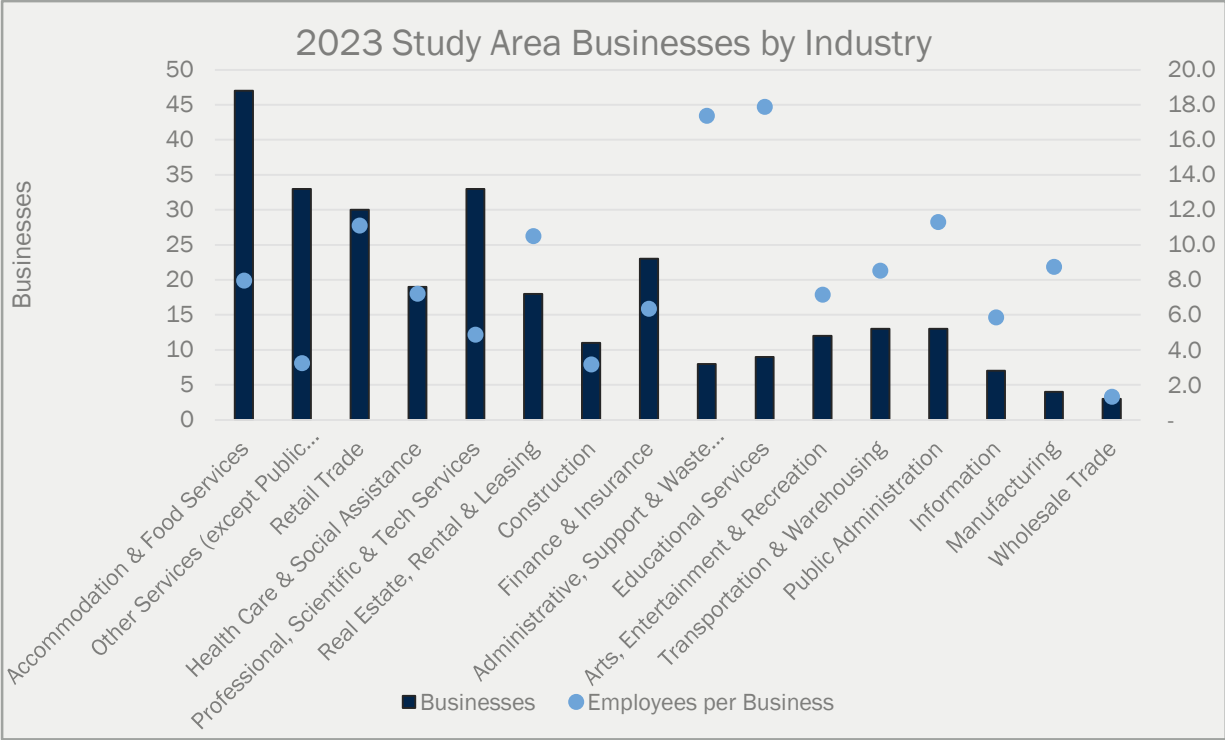
- 16,146 Long Beach **housing units** in 2021.
 - -326 from 2010
 - 400 NYF Area Housing units
- **Ownership rate increased** to 61.8% by 2021.
 - NYF Area Ownership rate: 51.6%
- **Overall vacancy rate increased** from 11.3% in 2010 to 13% in 2021.
 - NYF Area Vacancy Rate: 9.6%
- **Median rent** in 2021 was **\$2,159**, requiring a household income of \$86K to be affordable.



Source: US Census ACS 2010 and 2021 5-Year

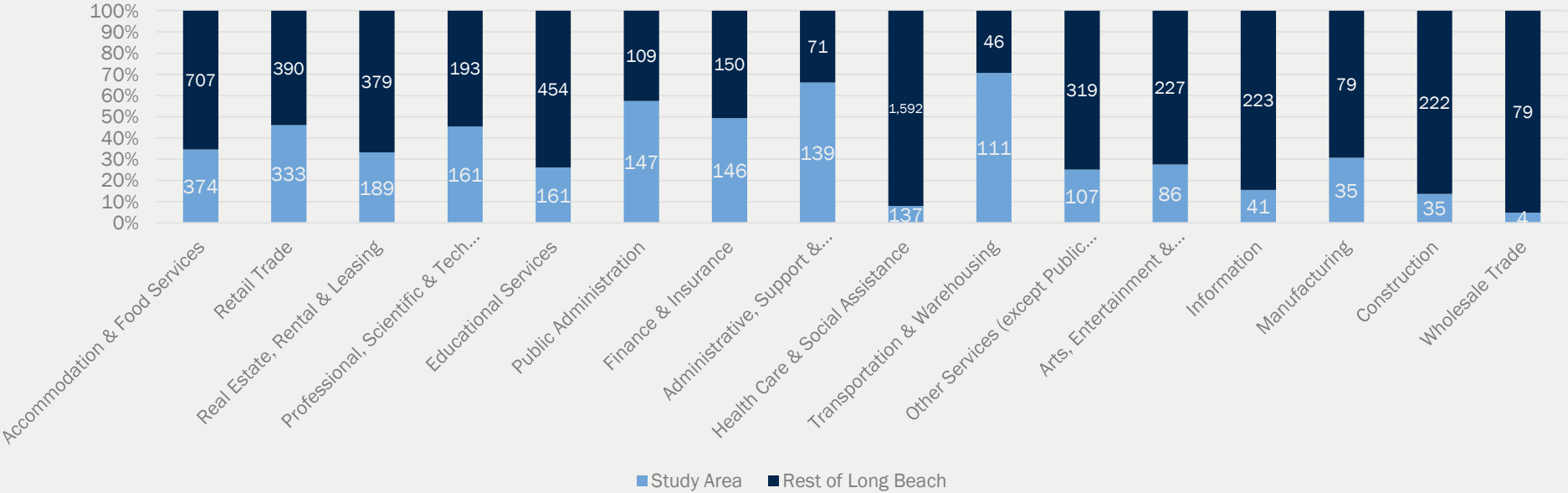
NYF Area Business Profile: 2023

- **283 Businesses**
 - Food Services: 47
 - Prof, Scientific, Tech: 33
 - Other Services: 33
- **2,206 Employees**
 - Food Services: 374
 - Retail: 333
 - Real Estate: 189
- **Average of 7.8 employees per business**



NYF Area Jobs

Study Area Portion of All Long Beach Jobs by Industry: 2023



Long Island Real Estate Outlook

Key Points

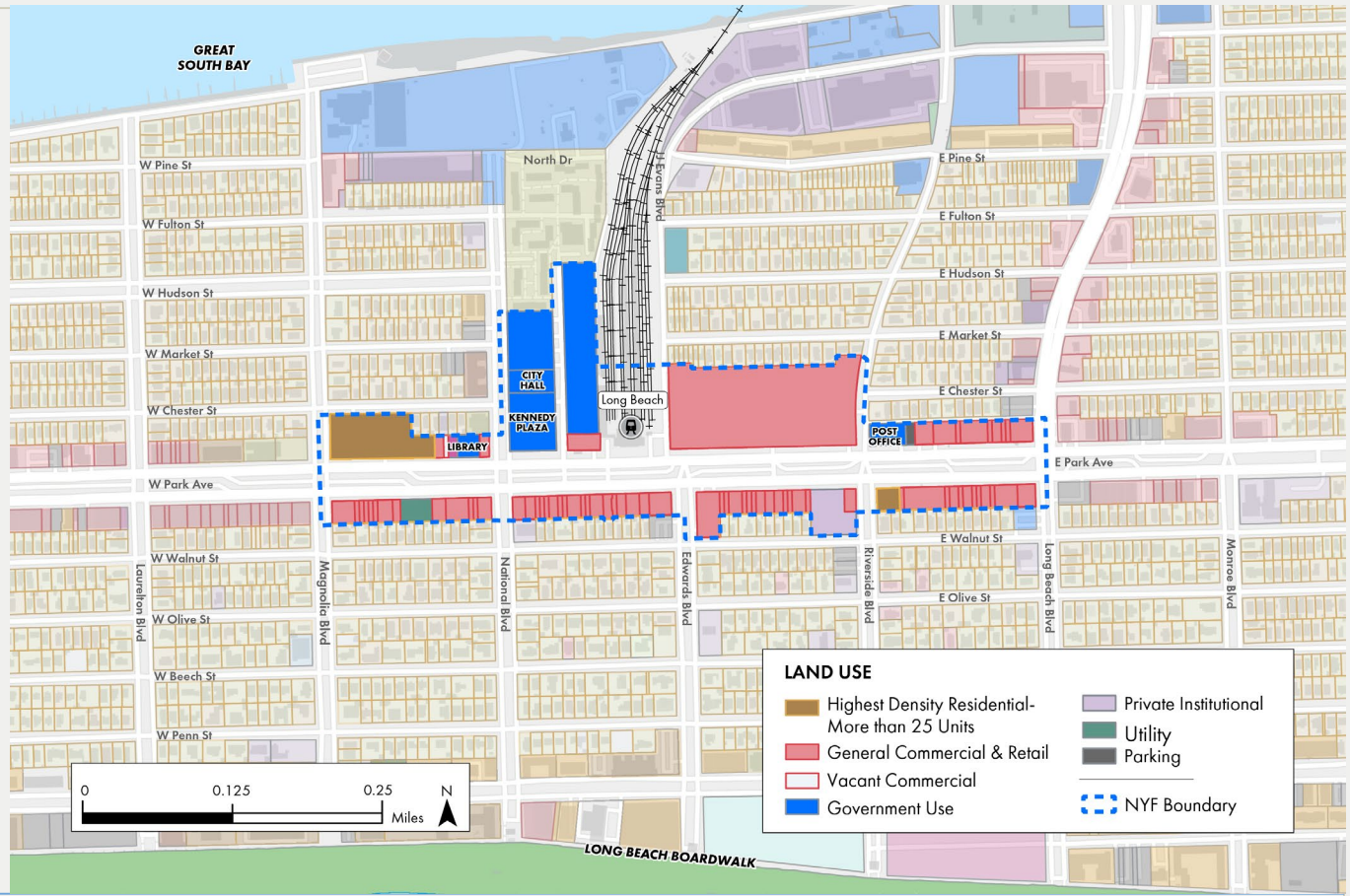
- Apartment greatest opportunity
- Flex R&D potential
- Some Retail potential
- Little Senior Housing demand
- No Office demand
- Long Island Warehouse/
Distribution demand, but unlikely
for Long Beach

Indicators by Property Type

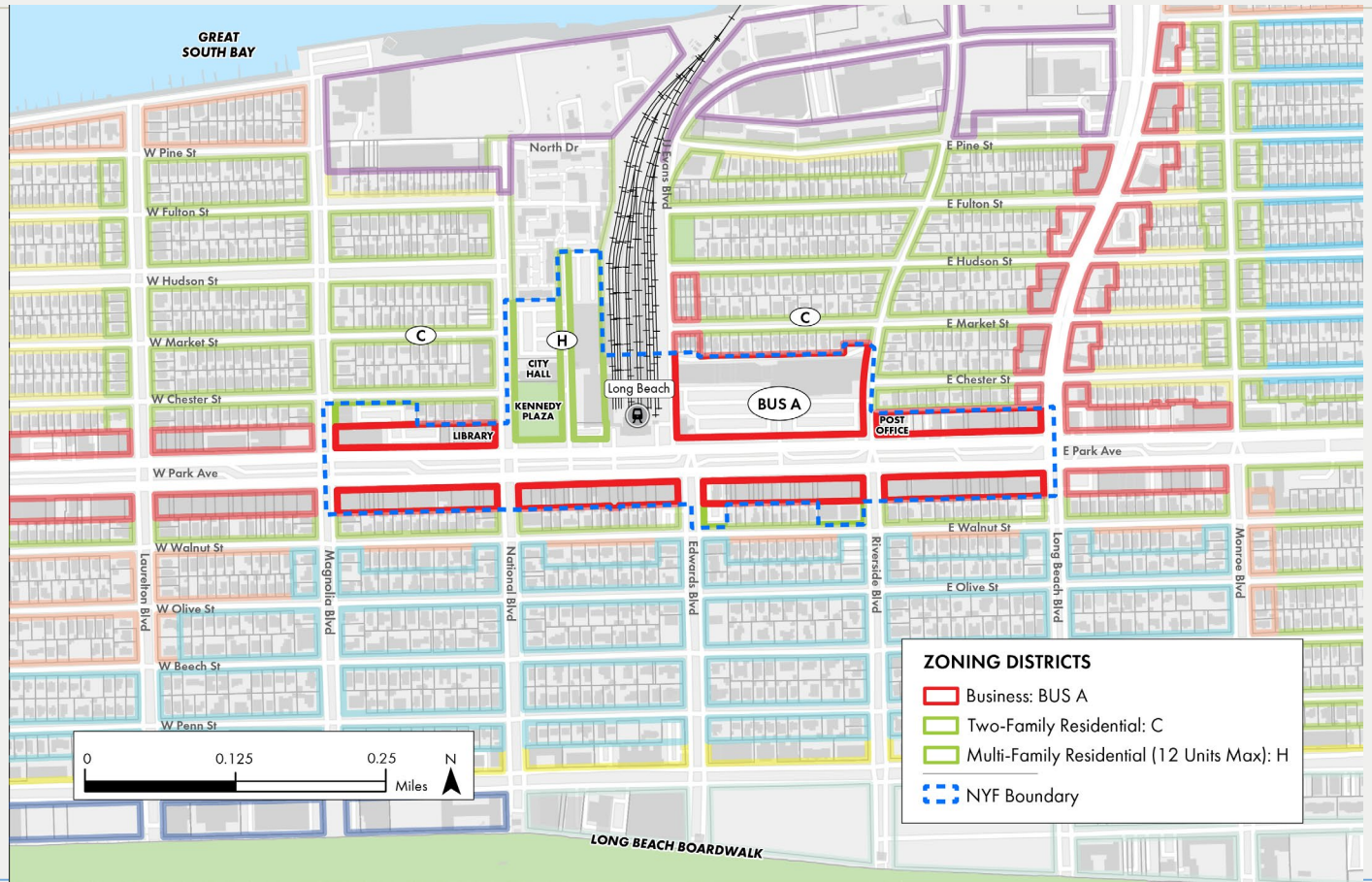
	ASKING RENT	VACANCY	2023 ABSORPTION BASELINE (SF)
Retail	\$35.98 psf	8.6%	102,000 sf
Office	\$23.38 psf	13.5%	(244,000) sf
Warehouse/ Distribution	\$ 9.20 psf	3.1%	744,000 sf
Flex R&D	\$12.27 psf	1.0%	3,000 sf
Apartment	\$2,508 /unit	4.2%	1,617 units
Senior Housing	\$7,415 /unit	13.8%	88 units

Source: Moody's CRE/REIS Long Island Market Reports 2023

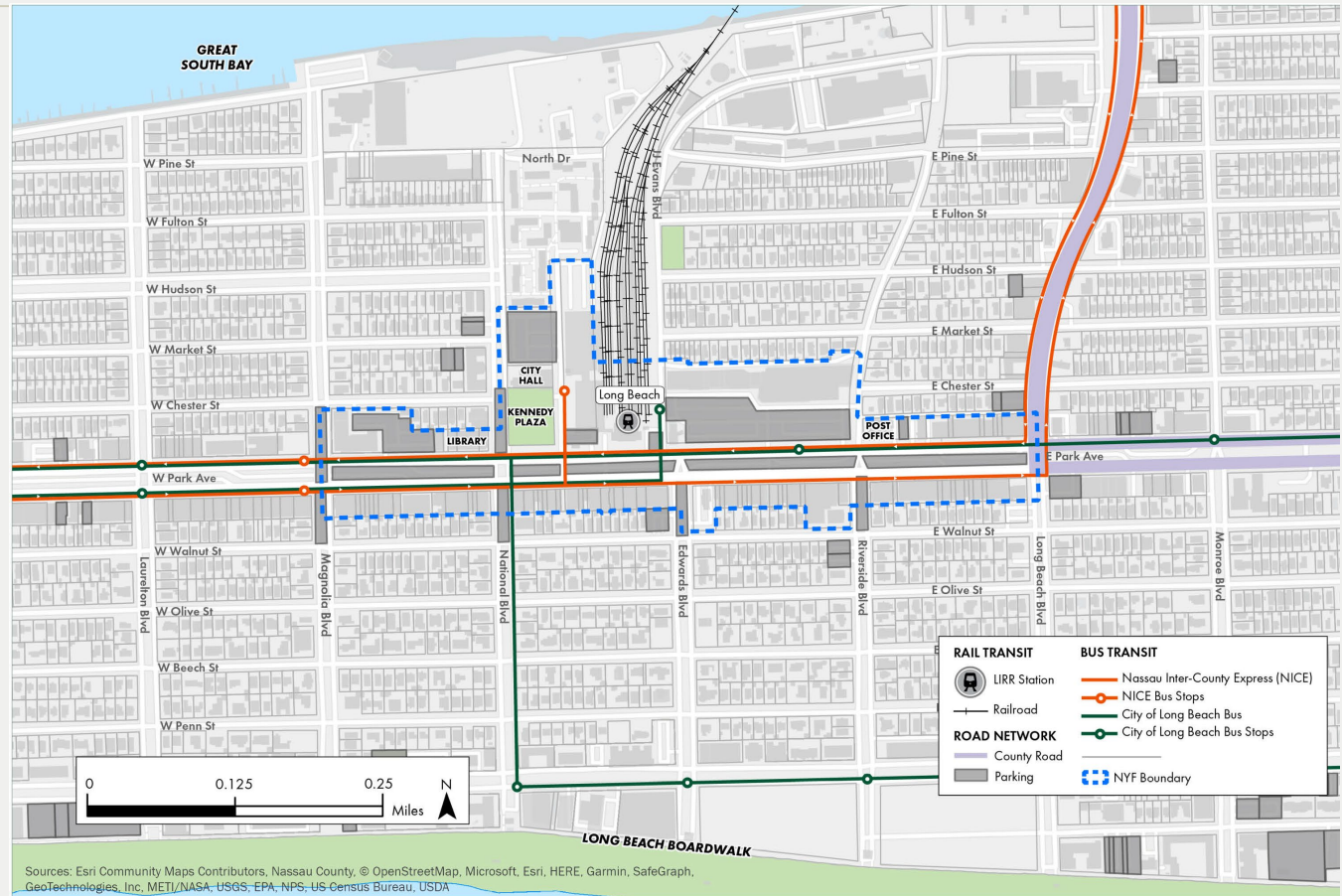
Land Use



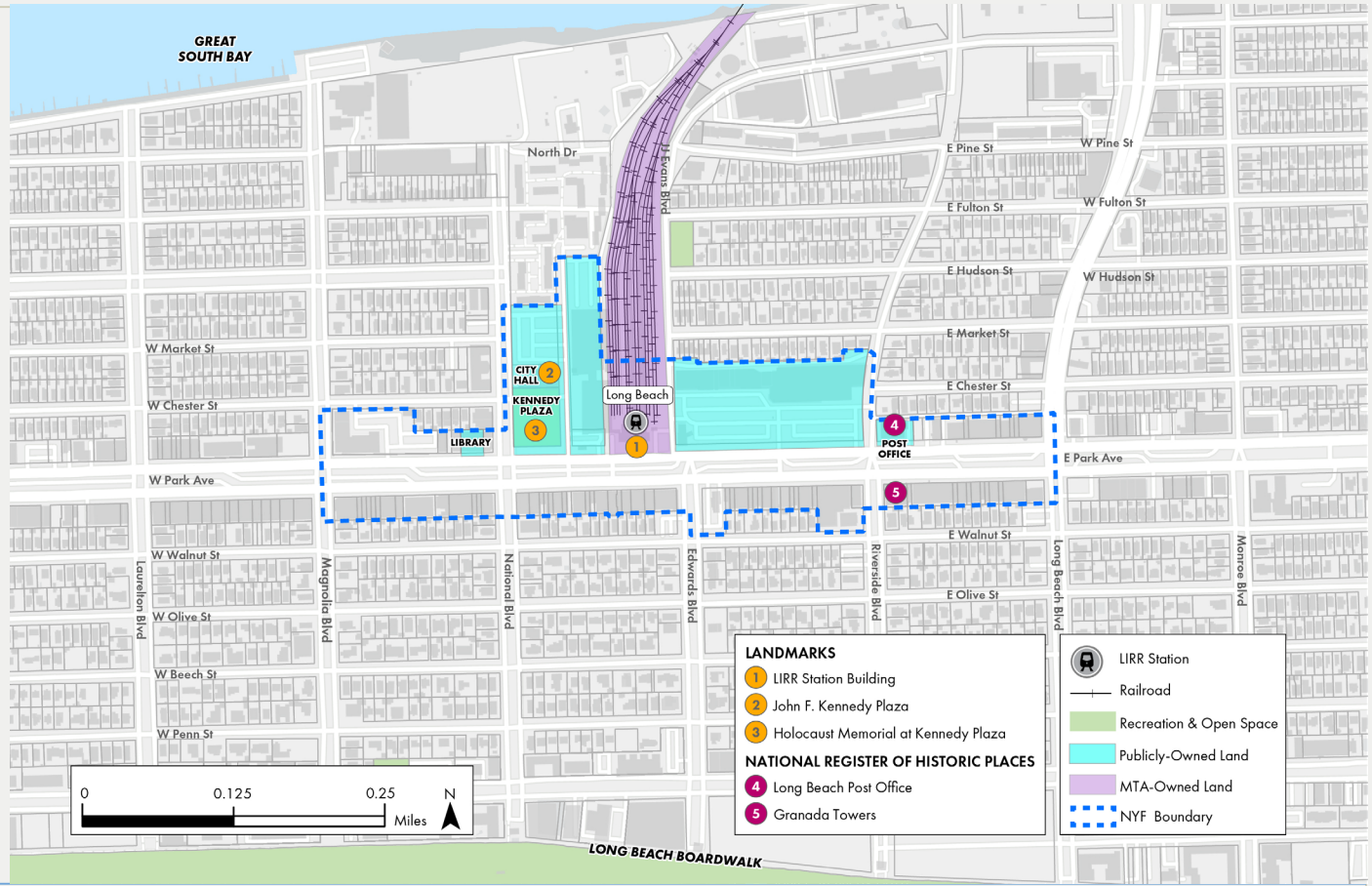
Zoning



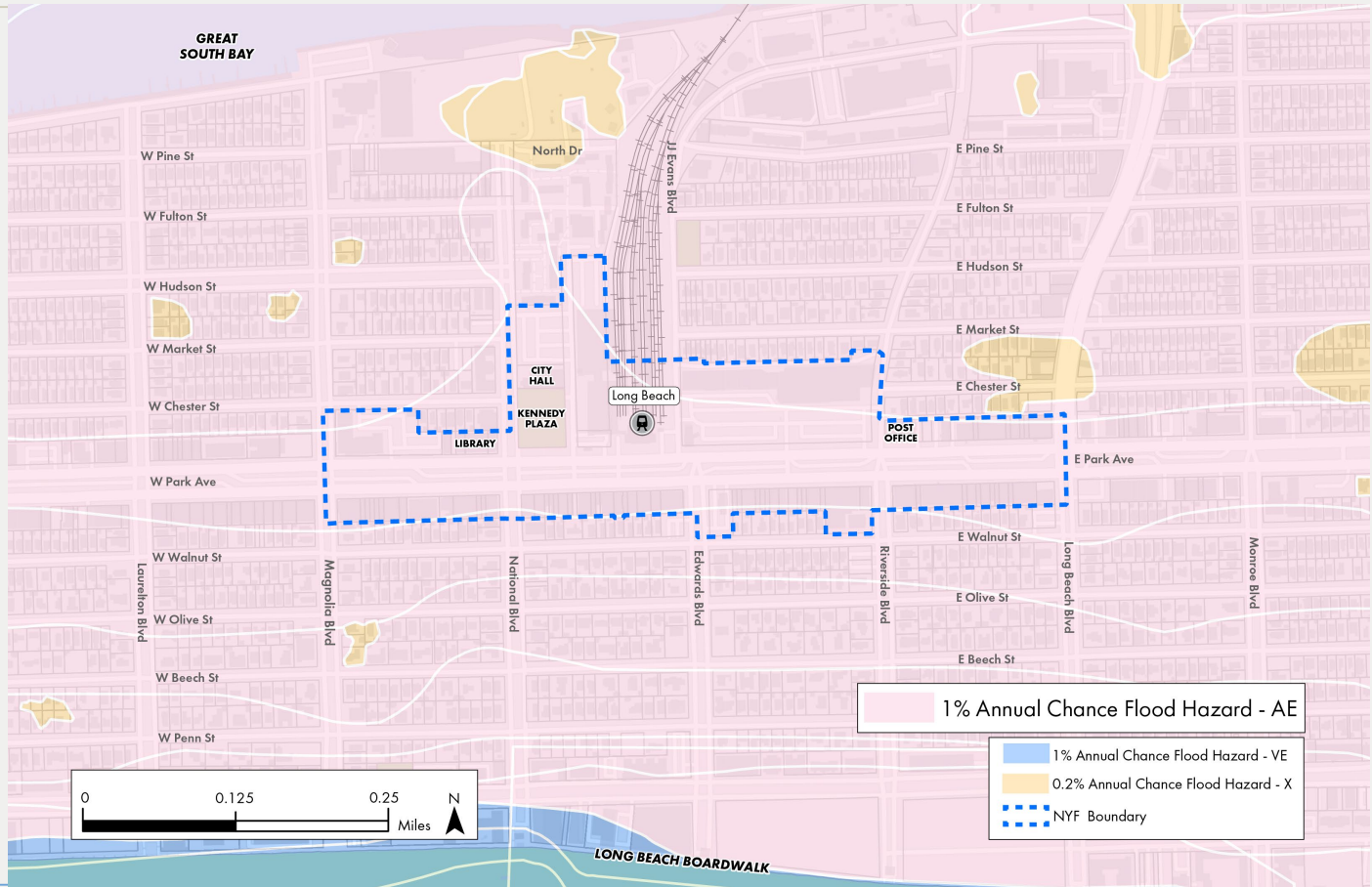
Transit Networks



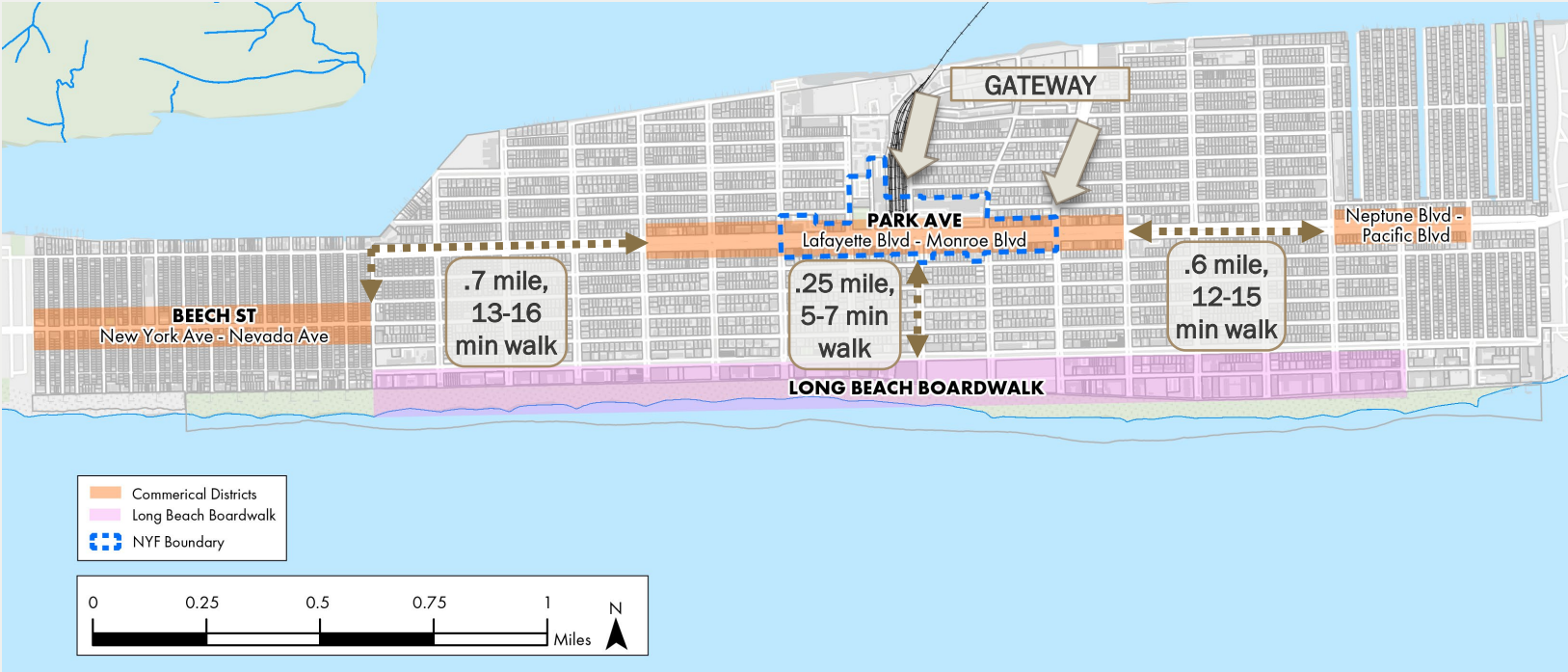
City-Owned Land and Historic Sites



FEMA Flood Hazard Hazard

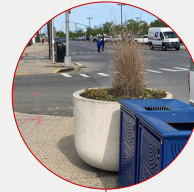
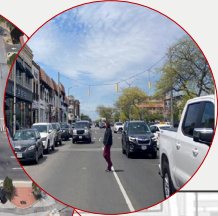


Commercial Districts



Challenges & Opportunities

Opportunities to improve safety and conditions of crosswalks

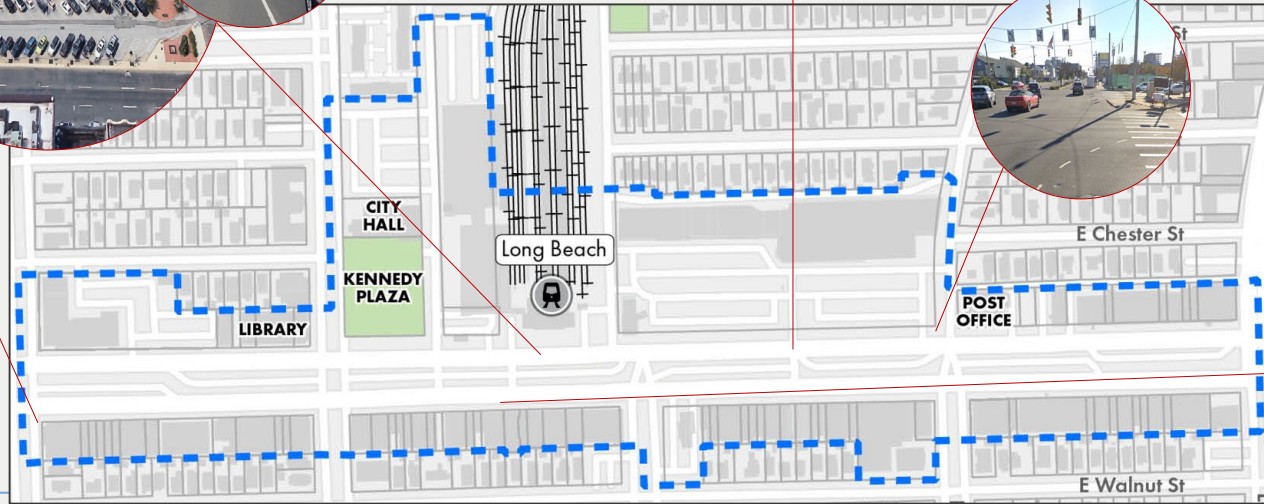


Potential to add greenery & seating

Improve visibility and consistency of wayfinding signage



Create a more unified streetscape



05

Visioning Exercise

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.**

What We Heard at LPC #1

LPC-identified top priorities or opportunities for the Long Beach NYF:

- 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

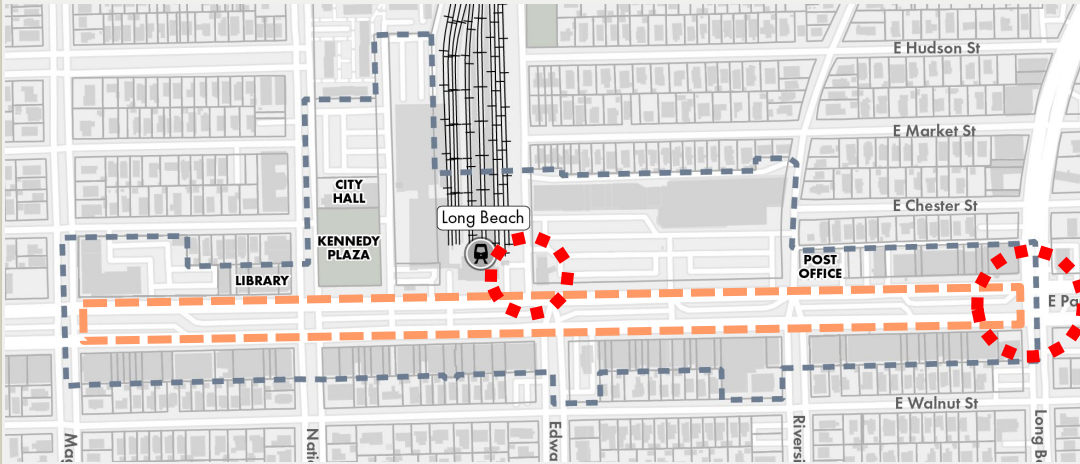
Arts community

Purpose of this Exercise



Preliminary Downtown Goals/Themes

1 Street Safety & Connectivity



LPC-IDENTIFIED PRIORITIES

Pedestrian-friendly environment

Street safety

Too much parking

LPC IDEAS FOR PROJECTS

Brick crosswalks

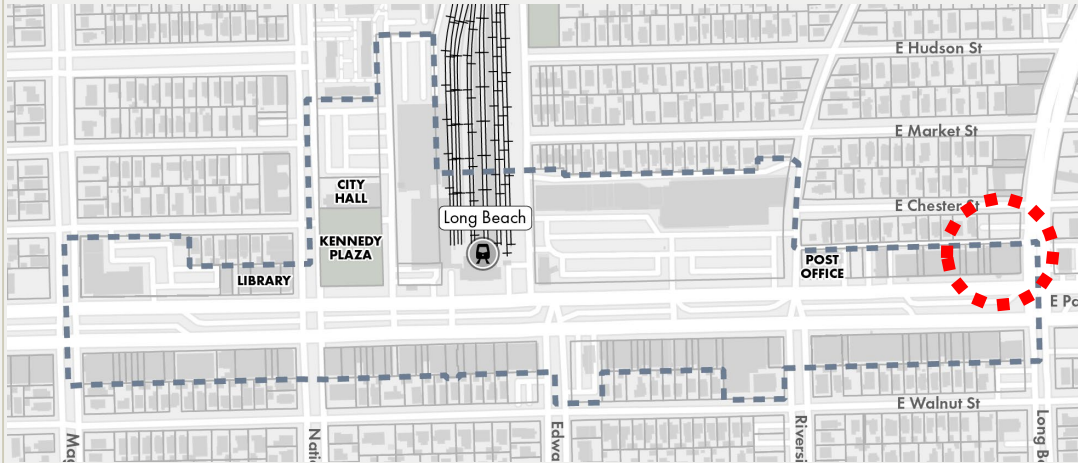
Improve signage and wayfinding

Make vehicle entrance into downtown “contrived”

Preliminary Downtown Goals/Themes

2

Year-round Regional Destination
with Variety of Attractions



LPC-IDENTIFIED PRIORITIES

Create a
community hub

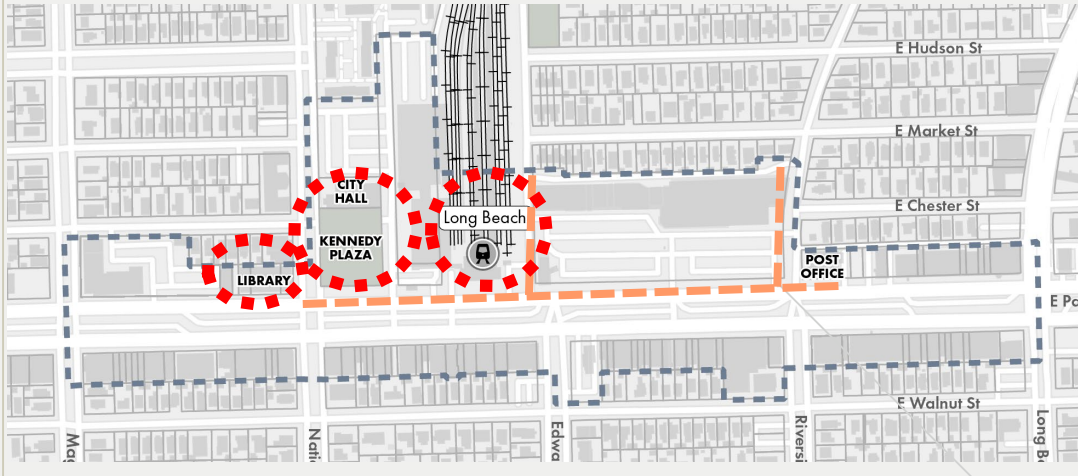
Create spaces
for the arts

LPC IDEAS FOR PROJECTS

Movie theater site
as opportunity site

Preliminary Downtown Goals/Themes

3 Public sites redesign opportunities



LPC-IDENTIFIED PRIORITIES

Kennedy Plaza

Library

Stop & Shop

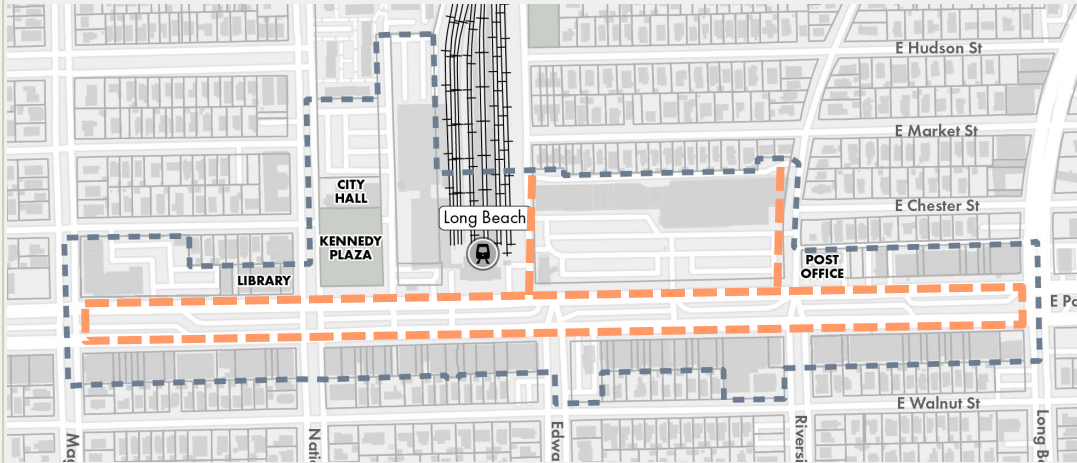
LPC IDEAS FOR PROJECTS

Kennedy Plaza redesign

Make station area work with Kennedy Plaza

Preliminary Downtown Goals/Themes

4 Uniformity and Continuity in Streetscape



LPC-IDENTIFIED PRIORITIES

Identify a consistent theme/brand

Gateway enhancements

Streetscape consistency

LPC IDEAS FOR PROJECTS

Murals & public art

Branding

Define the boundary with gateway signage

06

LPC Discussion on Project Requirements

Project Sponsor Funding Contribution

- There are no programmatic minimum match requirements for the NYF with the exception of a small project fund.
 - For a small project fund, matching requirements must be no less than 25% of the total cost per project.
- However, the LPC can consider how much funding a sponsor proposes to commit as a key factor in the project selection process
- The sponsor should also demonstrate a “gap” in funding (i.e., the project would not occur without NYF funding)

Project Cost Minimum

- Projects must be large enough to be truly transformative for the downtown area.
- **The LPC can decide whether to establish a project cost minimum for project.**

Other Project Cost Considerations

- 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-DRI/NYF funds that leverage requested public funding.
- Projects that use other funding sources will be more competitive for funding awards.

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:

- 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.

08

Next Steps

Next Steps

- Promote Open Call for Projects and Conduct Outreach
- Finalize Vision, Goals, and Strategies
- Continue working on Downtown Profile and Assessment for State Review
- Begin Project Profile Development (public and private)

Upcoming Public Outreach Events

- **Pop-Up Event:** Sat, July 1, 2023 (rain date: July 8) @ Farmer's Market & Arts on the Plaza in Kennedy Plaza
- **Public Workshop #1:** Weds, July 12, 2023 (7-9PM, City Hall, 6th Floor)
- **LPC Meeting #3:** Weds, August 16th (12-2, City Hall, 6th Floor)
- **LPC Meeting #4:** Weds, September 20th (12-2, City Hall, 6th Floor)

Questions?