

**Downtown Revitalization Initiative (DRI)
and NY Forward (NYF)**

Local Planning Committee Meeting #1

NYS Department of State | Office of Planning, Development & Community Infrastructure



**Department
of State**

**Downtown
Revitalization
Initiative**

NY Forward

Welcome + Introductions

Code of Conduct Refresher

- Guidelines, standards and procedures for Local Planning Committee (LPC) members to follow throughout the planning process
- All LPC members are required to serve and act in the public interest.
- LPC members will receive and **must** sign the *Code of Conduct for Members of New York State Downtown Revitalization Initiative and NY Forward Local Planning Committees (Code of Conduct)*.

Remember...

- Members should use the Code of Conduct to guide service and actions while on the Local Planning Committee:

D.

**Disclose conflicts
of interest**

A.

**Act in the public
interest**

D.

**Disqualify as
necessary**

Documenting Conflict(s)

- Members must identify if they have a potential conflict at the first meeting in which the matter giving rise to the conflict is discussed.
- When a potential conflict is identified, LPC members must complete and submit a formal Recusal Form.
- LPC members may not vote, or attempt to influence, a discussion or vote on any project(s), where a potential conflict of interest exists.



**Downtown
Revitalization
Initiative**



NY Forward

Recusal Form

LPC Member Name _____ Date _____

DRI or NYF Name _____

Applicable Project Title(s) _____

Reason(s) for Recusal

(Check all that apply.)

☐ I or a relative or family member have a financial interest in the project. (Describe below.)

☐ I or a relative or family member have an interest as a board member, owner, officer, employee, or investor in the project sponsor. (Describe below.)

☐ I or a relative or family member have an interest as a board member, owner, officer, employee, or investor in a potential competitor of the project. (Describe below.)

☐ Other: _____

Please provide a description of each conflict. (Be complete and specific. Attach additional pages if necessary.)

Member Signature _____

Documenting Conflict(s)

- The LPC co-chairs will remind members of their obligation to recuse at each meeting of the committee.
- A list of recusals together with the recusal form completed by each recused member will be maintained for each project for the duration of the NYF planning process.
- The recusal list will be updated at each meeting.
- A Preamble will be read by a LPC co-chair at the beginning of every LPC meeting reminding members of their obligation to act in the public interest and recuse if necessary.

Voting on Recommended Projects

- All LPC members will vote on a slate of projects to be recommended to the state for DRI / NYF funding.
- Voting will take place via an official LPC ballot to be submitted to the State.
- LPC members must recuse themselves from voting on individual projects where a conflict of interest exists.
- LPC members must follow the determinations made by the Ethics Officer in accordance with the Code of Conduct and other applicable laws.

Are there any general or clarifying questions we can answer now?

If you have specific questions regarding your situation or need advice, contact the New York State Department of State Ethics Officer:

Anais Vasquez, Ethics Officer
(518) 948-0275
Anais.Vasquez@dos.ny.gov

Roles and Responsibilities

State Agency Team

Department of State

Melissa Keller, DOS

Empire State Development

Greg Parker, ESD

NYS Homes and Community Renewal

Tirzah Peters, HCR

NYS Office of the Governor

JW Cook, Finger Lakes Rep.

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

Consultant Team

Lead

Colliers Engineering & Design

- Leigh Ann Kimber
- Kiernan Playford

Sub-Consultant Team

- Sustainable Planning & Design
- Camoin Associates
- Prospect Hill Consulting
- STC Design

- Lead all public engagement
- Prepare program documents
- Assist LPC with identification, development, and evaluation of potential projects
- Conduct research, as necessary.

Municipal Representatives

Deputy Mayor

Annette Crane

Village Administrator

Erica Linden

Village Clerk

Kari Pardun

- Participate in logistical meetings
- Provide crucial data, reports, plans, and documents to the consultant team
- Assist with public engagement outreach, logistics, and advertising

Local Planning Committee

LPC Co-chairs

Margaret Blackman, Mayor

Steve Mowers, REDC Co-chair

Members

Garrett Roe

Michael Doyle

Katrina Arndt

Stacey Kirby Steward

Brenda Tremblay

Erik Duncan

Randy Dumas

Lori Maher

Buck Noble

Amy Guptil

Christina Daniels

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



Your Role as the LPC

What is the Local Planning Committee?

- Group of diverse community and regional stakeholders nominated by the municipality and others. Confirmed by NYS.
- Ambassadors of the NYF program and their respective communities
- Led by co-chairs – the local chief elected official and a Regional Economic Development Council member/designee
- Ensure the community vision is met and the public interest is served



Your ultimate responsibility is to...

- Identify best ways to communicate with and engage the community
- Recommend key stakeholders and groups/organizations we should hear from
- Provide guidance and direction on documents
- Help identify potential projects for funding
- **Conduct project evaluation and recommend projects for funding**



We want you all to be active participants in this process and hear your opinions!

What should you expect?

- Generally monthly meetings approximately 1.5 – 2 hours in length, which are open to the public
- Regular emails from state representatives and/or consultants with meeting materials
- Assistance with and participation in public engagement sessions
- Provide input on documents prepared by consultants



We will decide on a schedule for the remainder of the process a little later in the meeting.



NYF Program Overview

What are DRI + NY Forward?

- Two complementary programs with common goals
- Programs recognize the unique qualities and sizes of various communities throughout the State
- State-wide investment to reinvigorate local and regional economies by revitalizing downtowns



DRI + NY Forward Goals



**Enhance downtown living
and quality of life**



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



**Create an
active downtown with
a mix of uses**



**Create diverse
housing options for
all income levels**



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



**Encourage the reduction
of greenhouse gas
emissions**



**Grow the local property
tax base**

DRI/NYF Program from Start to Finish



APPLICATION + SELECTION

September 2024 – March 2025

- Communities prepared and submitted applications to REDCs
- REDCs nominated communities
- State announced winners



PLANNING

March– December 2025

- **Local Planning Committees are established**
- **Community vision and goals are refined**
- **Projects are identified + developed**
- **LPC recommends projects to State**
- **Participate in the preparation of the Strategic Investment Plan**



IMPLEMENTATION

2026 - 2031

- Final Strategic Investment Plan is submitted to the State
- Projects are selected and awarded

Planning Process



Visioning

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



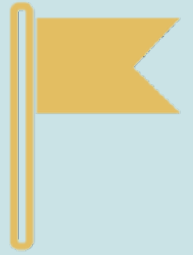
Opportunities + Challenges

Understand the community's unique characteristics and key opportunities



Project Development + Evaluation

Identify, develop, and evaluate potential projects



Project Recommendations

Recommend projects that align with the community's goals

9 Month Timeframe (April – December 2025)

- Each community is led by a consultant team who guides the planning process, works with sponsors to develop projects to recommend to the State, and documents the process/projects in the Strategic Investment Plan.
- This process helps ensure all voices are heard and projects are carefully considered.

What are the eligible project types?



Public Improvement Projects

Streetscape and transportation improvements, recreational trails, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects.



New Development and/or Rehabilitation of Existing Downtown Buildings

Development and redevelopment of real property for mixed-use, commercial, residential, not for profit, or public uses. Development / redevelopment should result in employment opportunities, housing choices or other community services.



Small Project Grant Fund

A locally managed matching small project fund (up to \$600,000) for small downtown projects, such as façade improvements, building renovations, business assistance, or public art.



Branding and Marketing

Downtown branding and marketing projects that target residents, tourists, investors, developers and visitors.

Ineligible Project Types/Activities

- **Planning Activities.** All DRI/NYF funds must be used to implement projects.
- **Operations and Maintenance.** Funds cannot be used for on-going or routine expenses, such as staff salaries and wages, rent, utilities, and property up-keep.
- **Pre-award Costs.** Reimbursement for costs incurred before the completion of the Strategic Investment Plan and the announcement of funding awards is not permitted.
- **Property Acquisition.** DRI/NYF funds cannot be used for property acquisition.
- **Training and Other Program Expenses.** DRI/NYF funds cannot be used to cover continuous costs, such as training costs and expenses related to existing programs.
- **Expenses related to Existing Programs.** DRI/NYF funds cannot supplement existing programs or replace existing resources.

How are projects identified?



**Projects included in the
community DRI / NYF application**



**Projects solicited through
the Open Call for Projects**

**The LPC will evaluate all projects based on the DRI / NYF
Program criteria and community goals. Not all solicited
projects will be included in the final Strategic
Investment Plan.**

Open Call for Projects

- The Open Call for Projects provides an opportunity for community members, property owners, and business owners to submit projects for consideration
- Submission period will be open to the public for at least 4 weeks
- Applicants must complete a submission form with required information (available online or in hard copy at accessible locations)

We are looking for projects that are ready to be implemented in the near-term, are transformational, and are feasible!

Project Match Requirements

- **All Projects.** Project minimum of \$75,000 in total project costs.
- **Privately-Sponsored Projects.** The LPC will set match goals, as appropriate. Minimum match of 25% of total project cost is required by the State.
- **Public or Non-Profit Projects.** No minimum match required.

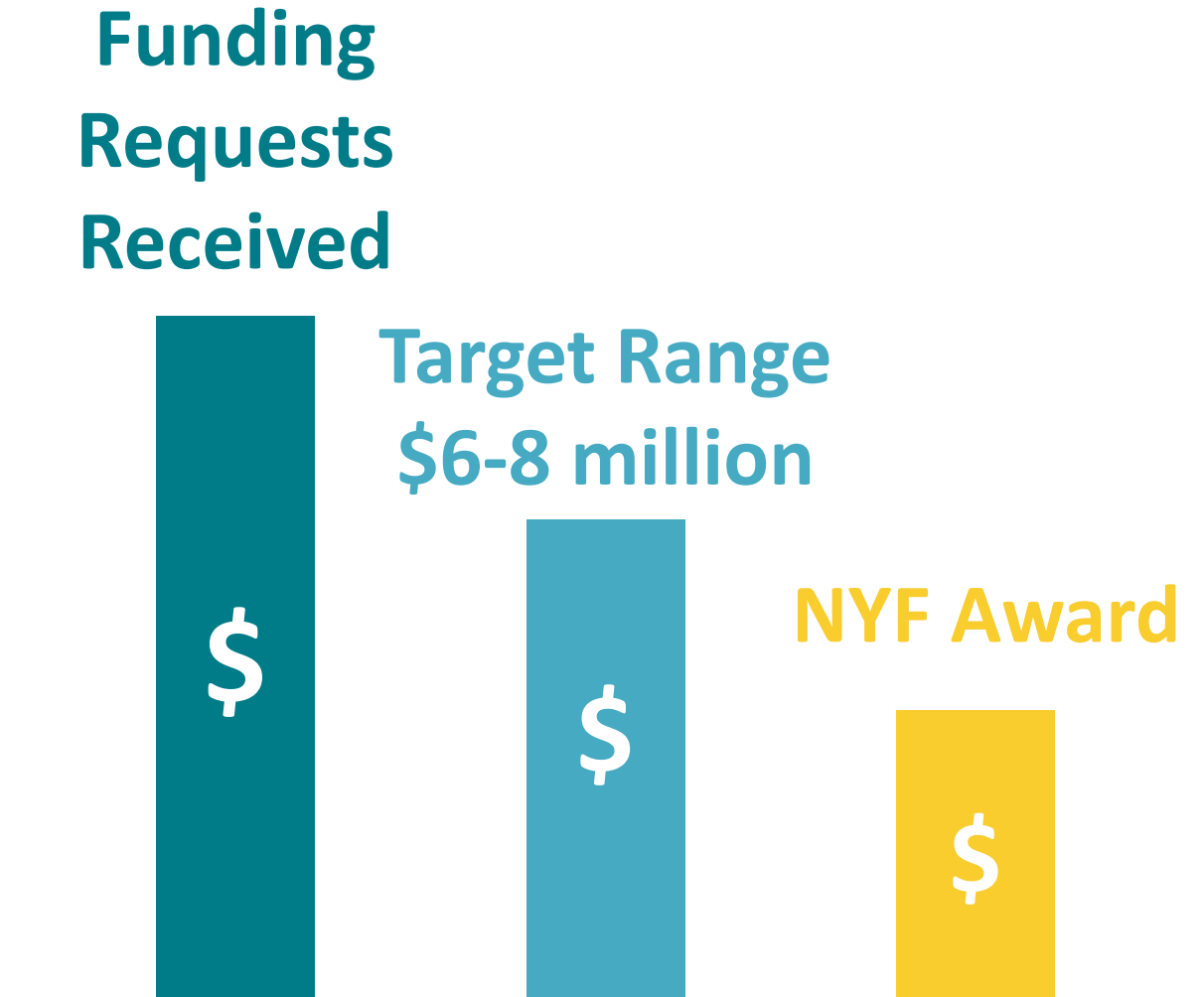
LPC can set a higher match than required

How are projects evaluated?

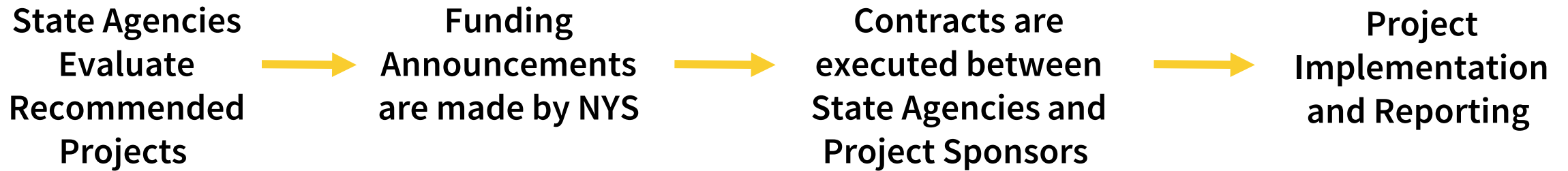
- **Alignment with Local and State Goals.** Projects must advance the goals established by the LPC and the State for the DRI/NYF community.
- **Catalytic Effect.** Projects must have a significant positive impact on the revitalization of downtown.
- **Project Readiness.** Projects should be well-developed and ready to proceed as soon as possible upon the award of funding.
- **Eligible Project.** Projects must be one of the eligible project types.
- **Cost Effectiveness.** Projects must represent an effective and efficient use of public resources.
- **Co-Benefits.** Projects must result in benefits to the community, beyond just the project developer, such as: additional economic activity and improved quality of life.

Final Slate of Recommended Projects

- Final slate of projects takes into consideration feedback from the public and is finalized by the LPC
- The total amount of requested DRI / NYF funds will have a higher dollar amount than what will be awarded



What happens after the planning process ends?



- Announcements are typically made in the months following submission of SIPs
- Projects begin implementation as soon as possible

What is the end goal of the planning process?

- Consensus on a recommended list of projects for implementation
- Submission of a Strategic Investment Plan to the State containing recommended list of projects
- Momentum and direction for downtown revitalization



Project Implementation

- All awards are provided as a reimbursement grant – project sponsors must complete work before monies are provided
- Project sponsors will likely need to secure bridge financing to cover costs while project is being completed
- All awards are subject to State requirements, including MWBE goals, competitive procurement, etc.

LPC Meetings and Timeline



LPC Meeting 2

Topics to be covered:

- Key findings and takeaways from the downtown profile
 - Discuss public engagement efforts
 - Finalize our vision and goals for the NY Forward Boundary Area
 - Finalize match for open call submission form
 - Following this meeting, we typically plan to do an informational session on the Open Call for potential applicants.
 - The open call form will be released soon after this meeting and will be open for a minimum of 4 weeks.
-



LPC Meeting 3

Homework!

- Before LPC 3, review open call submissions and complete project evaluation survey

Topics to be covered:

- Review projects submitted through the open call
 - Review the results of the evaluation survey to help understand what projects the LPC would like to continue to consider
 - Understand what additional project information is needed to support decision making
-



LPC Meeting 4

Homework!

- Continue to review project information, formulate questions and opinions

Topics to be covered:

- Review project development
 - Discuss any responses from project sponsors on LPC questions
 - Typically like to invite project sponsors to attend this meeting to answer any questions the LPC may have.
-



LPC Meeting 5

Homework!

- Continue to review project information, formulate questions and opinions

Topics to be covered:

- Review public input from the second workshop (to be held between LPC 4-5)
 - Review any new developments on projects
 - Goal will be to get to a final slate of projects at this meeting, ballot will be distributed via email for signature.
 - If we cannot get consensus at this meeting, we will hold one more LPC meeting to get to a final list.
-

Proposed Schedule

- LPC Meeting 1 - **TODAY!**
- Public Workshop 1 – Wednesday, **May 28th @ 6:00PM**
- LPC Meeting 2 – Tuesday, **June 10th @ 5:00PM**
 - Open Call Informational Session @ 7:00PM
- LPC Meeting 3 – Tuesday, **August 5th @ 5:30PM**
- LPC Meeting 4 – Tuesday, **September 16th @ 5:30PM**
- Public Workshop 2 – Tuesday, **September 23rd @ 6PM**
- LPC Meeting 5 – Tuesday, **October 7th @ 5:30PM**
- LPC Meeting 6 (Hold in case needed) - Tuesday, **October 28th @ 5:30**



Public Engagement

Public Engagement

- **Critical component of the DRI / NYF planning process!**
- Lead by the consultant team
- Takes place throughout the process and is tailored specifically to each community's needs
- Activities should encourage participation from a broad and diverse population



How does Public Engagement Help This Process?

- Helps to craft / refine the downtown's vision, goals, and strategies
- Input on project types and community needs
- Feedback on proposed projects and transformative potential in downtown



Public Engagement Methods

- LPC Meetings
- Open Call for Projects
- Public Workshops (x2)
- Local Outreach Activities
- Online Engagement

Are there important community groups or stakeholders we should reach out to?

Do you have any ideas for community events we can piggyback on, or specific locations for public workshops?

Save The Date!

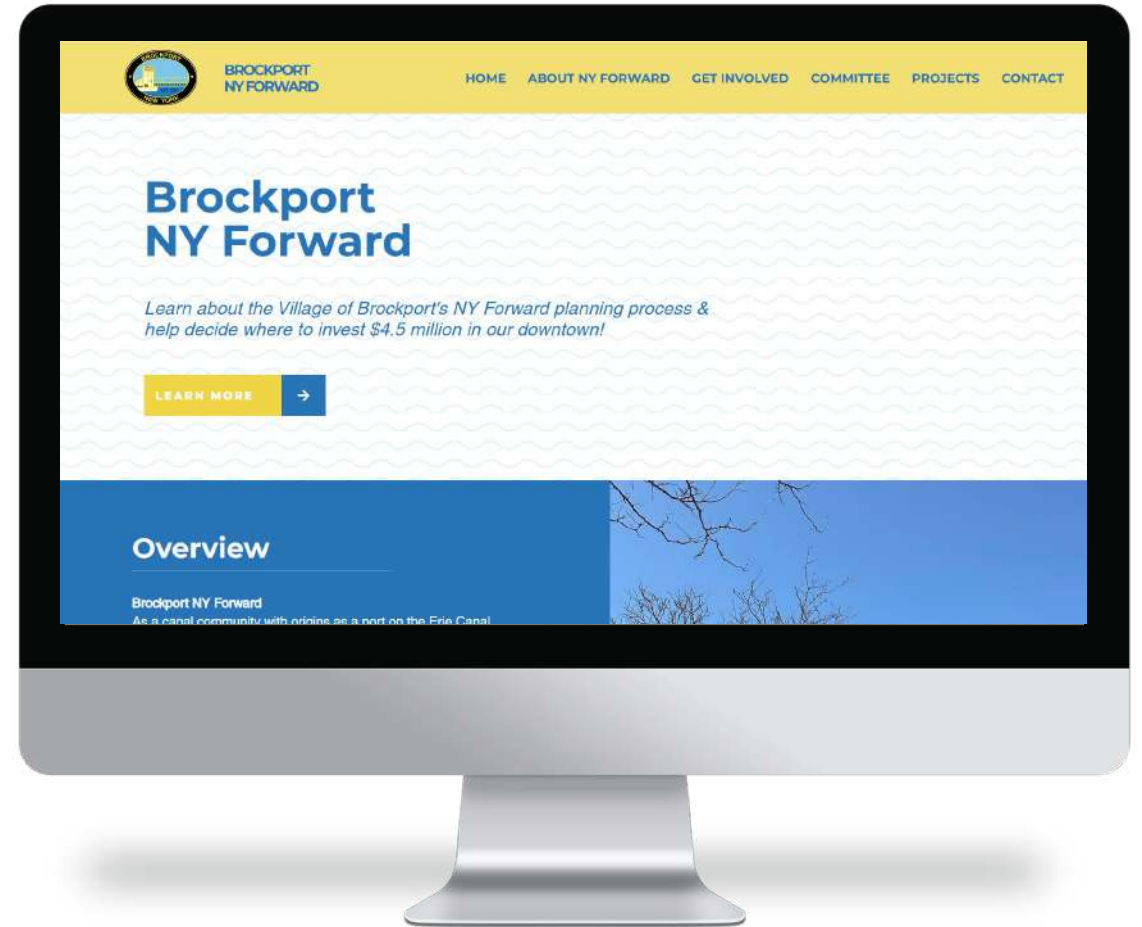
Our First Public Workshop
has been scheduled for
Wednesday May 28

From 6-8 PM at the Seymour Library

Online Engagement

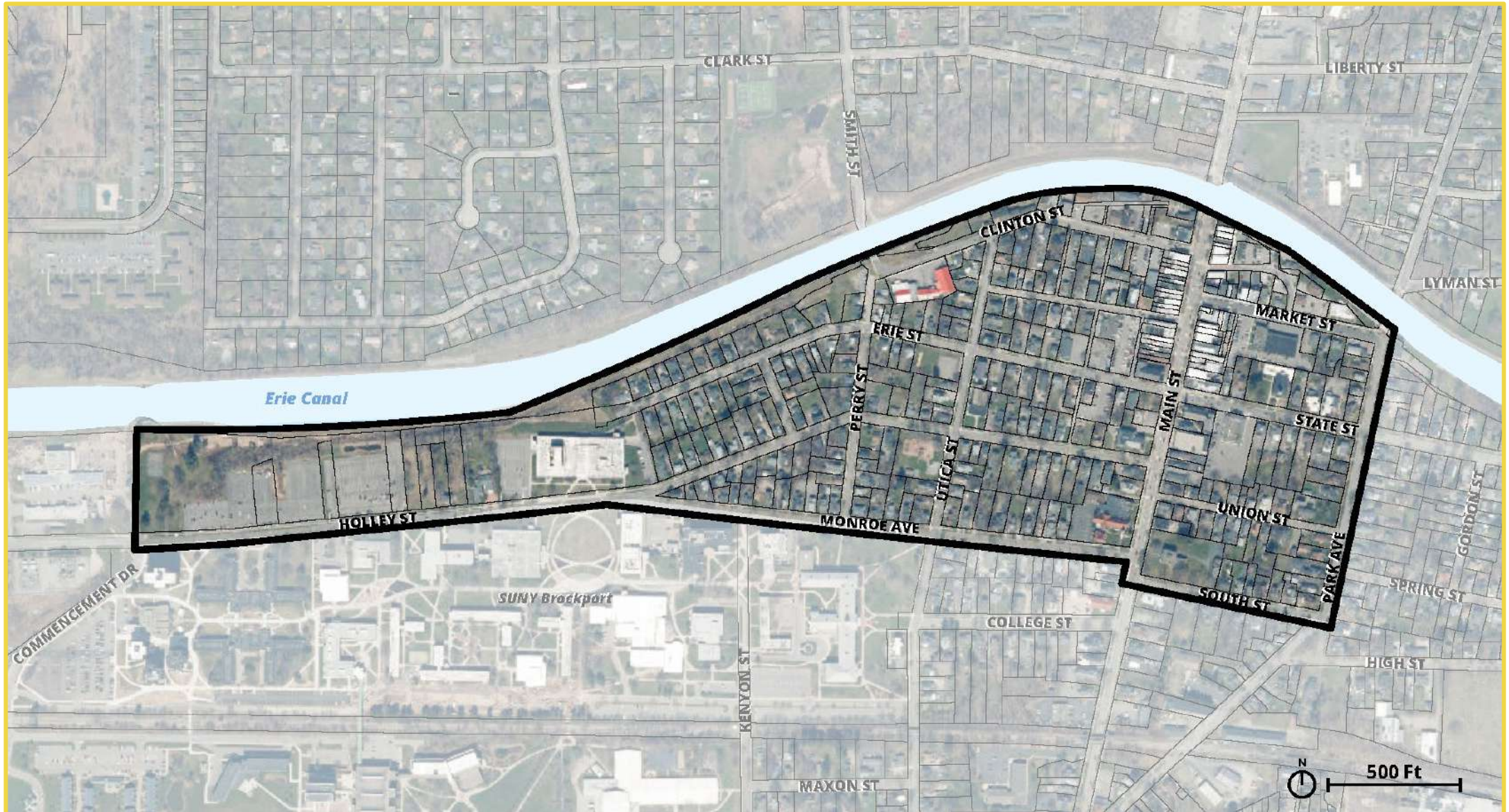
- Learn About the Program
- Find Out About Public Events
- Provide Input
- Propose a Project
- View Meeting Materials

www.BrockportForward.com



Brockport's NY Forward Application

Brockport's NY Forward Boundary



Our Vision of Downtown Brockport

“It’s all in Brockport!”

Brockport is home, a destination, and a family-friendly college town. We’re a 200-year-old village, rich in history, but even richer in promise as we look to the future and building a more prosperous, inviting, and forward- looking community.

The Brockport of our NY Forward dreams is one that works for all—young, old, university student, resident, visitor, tourist. We’re expanding a range of affordable, inclusive housing that will retain SUNY Brockport graduates, keep growing families in the Village, and help older residents downsize and age in place. We will reinvigorate our vacant canalfront and downtown properties, offering new dining and shopping opportunities. Investments in our waterfront will establish Brockport as the premier, inclusive recreation community on the Erie Canal.

Universal design standards will make our Main Street and waterfront streetscapes available to users of all abilities. Downtown beautification and public art projects will celebrate our Victorian heritage, our growing diversity, and tomorrow’s opportunities.

It will all be in Brockport, and soon, YOU will be, too!

Downtown Revitalization Strategy



Support development of diverse housing options

Support the development of diverse, affordable, and accessible housing options on Main Street and near the Erie Canal, illustrating its commitment to being a NYS Pro-Housing community.

Downtown Revitalization Strategy



Improve walkability and multimodal access

Invest in universal design principles for downtown sidewalks, roadways, properties, and amenities to promote inclusivity for all users, encourage multimodal transportation, and help local residents gracefully age in place.

Downtown Revitalization Strategy



Strengthen our identity as a waterfront community

- Position Brockport as the premier inclusive waterfront community along the Erie Canal—suitable for outdoor recreation, travel, exercise, and socialization for people of all abilities.
- Revitalize vacant Canal-adjacent and downtown properties to provide new restaurants and mixed-use building options for residents, students, visitors, and Empire State Trail users, thus building on Brockport's standing as the pilot Empire State Trail Town.

Downtown Revitalization Strategy



Enhance Brockport's sense of place

Reinforce Brockport's unique sense of place and Victorian character through streetscape enhancements, building facade improvements, and public art displays, creating an inviting downtown where people can connect and feel at home.

Overview of Proposed Projects

Projects included in Brockport's NY Forward Application...

- Are just a starting point
- Must be resubmitted through the Open Call to be considered by the LPC
- May or may not be included in the final Strategic Investment Plan depending upon the LPC's evaluation



01

Enhance Main Street Streetscape

Reconstruction of Main Street sidewalks in historic downtown corridor to provide zero-step entryways into Main Street businesses to promote more inclusive access for people with mobility challenges and improvement of Clinton Street streetscape to be more inclusive and beautified.



02

Enhance Clinton Street Streetscape

Enhance Clinton Street with improved sidewalks, lighting, and landscaping to create a seamless connection between Main Street and the Brockport Loop Trail and beautify the corridor.



03

Transform Merchant Street into a Canalfront Promenade

Convert a portion of Merchant Street to a pedestrian-only promenade that can be used as a flexible open space for outdoor dining, events, and informal gatherings.

* Maintain vehicle access to private parking lots.



04

Create a Brockport Loop Trail

Construct stone dust path from new pedestrian bridge to Smith Street Bridge to create a Brockport Loop trail that links SUNY Brockport, the Erie Canalway Trail, and Brockport's historic downtown.

Create a seamless connection to the pedestrian bridge under construction.



05

Repurposed Main Street Bridge Sculpture Art

Local sculptor, designer, art professor Jennifer Hecker will transform salvaged parts of the historic Main Street bridge, combined with cast bronze, to create public art celebrating Brockport's Erie Canal heritage and the industrial feat of the Erie Canal's construction.

This project may be combined with the Brockport Loop Trail.

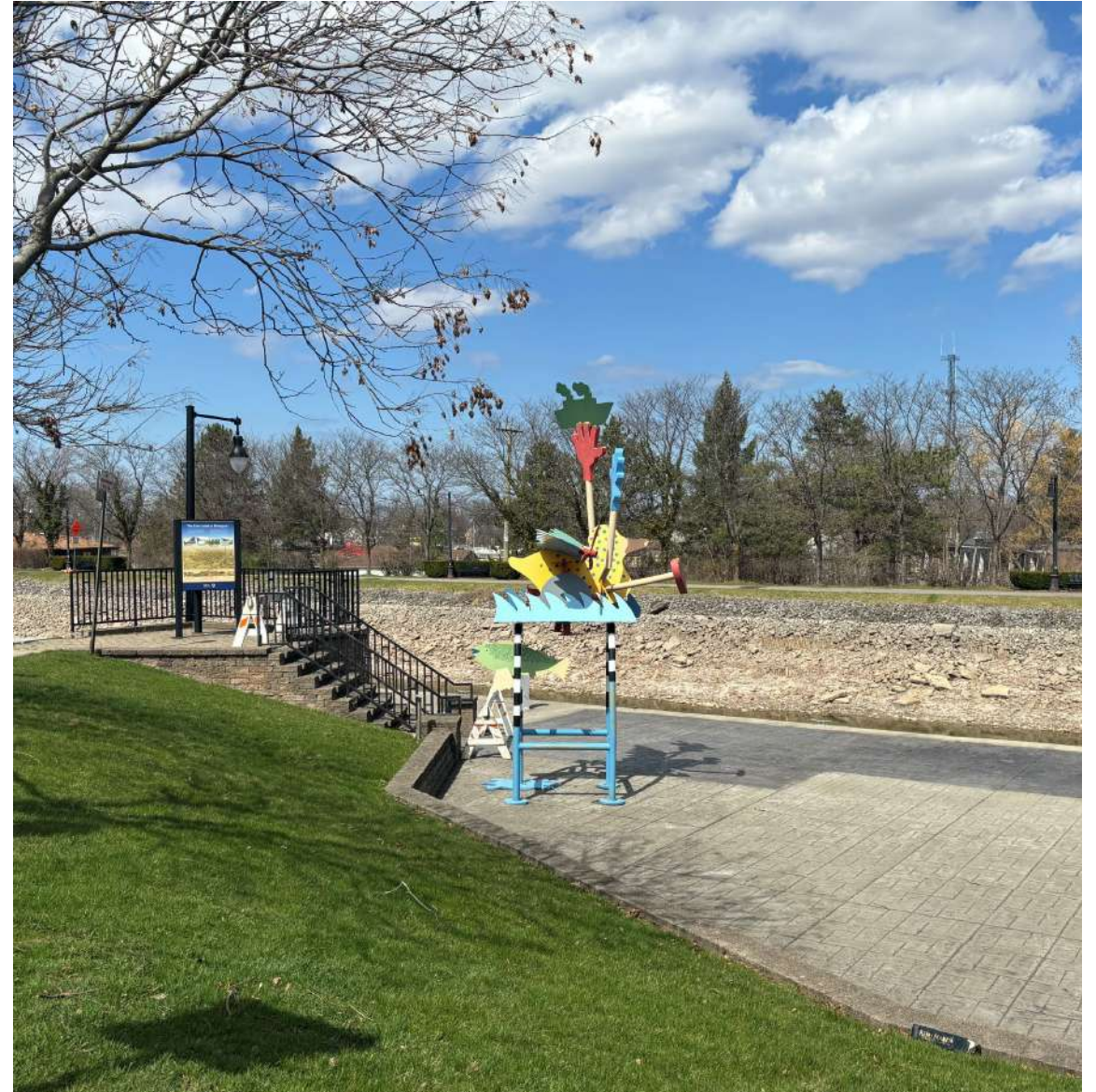
confirm



06

Create an accessible amphitheater at Brockport Welcome Center

Retrofit additional inclusive outdoor seating at Brockport's Welcome Center, 11 Water Street for waterfront picnics, concerts, and festivals.



07

Enhance Downtown through Public Art

Create a mural at Barber's Grill & Tap Room, 22 Main Street, celebrating current and future bicyclists who call Brockport home.

Paint utility boxes to add color, character, and culture to the historic downtown streetscape.



08

Create a Community Collaboration & Workforce Innovation Hub

Transform 85 Clinton Street into a unique, mixed-use space capitalizing on its proximity to both the Erie Canal and SUNY Brockport.

Potential partnership with SUNY Brockport's Small Business Development Center to foster new development opportunities in downtown Brockport.



09

Construct Canalfront Housing on Clinton Street

Construct 30 multi-family, market-rate housing units situated directly on the Erie Canal, offering a direct link to the Village's downtown corridor and SUNY Brockport.



10

Reactivate Canalfront Restaurant at 48 Merchant Street

Redevelop 48 Merchant Street to offer a high-end dining option on the Erie Canal for residents and tourists.

Attract both waterway users and bicyclists who are traveling on the Trail to stop in Brockport to refuel, socialize, and visit local businesses.



11

Create a Mixed-Use Housing Development at 1 Main Street

Renovate 1 Main Street to provide additional canalside apartment housing units for short-term and/or longer term rentals above Custom House.



12

Mixed-Use Dining and Tasting Room

Renovation of 51
Market Street to
create a tasting room
and pop-up kitchen to
increase dining
options and support
local business
development.



13

Small Project Fund



3-5 Main Street



40 Main Street



52 Main Street



Vacant Rentals
(various)



What's Next?

Next Steps

- Review the DRI / NYF Guidance Document
- Review the community's DRI / NYF application
- Review, sign and return the Code of Conduct

Program resources can be found at:

NY Forward

<https://www.ny.gov/programs/ny-forward>

Visioning Session

In a word –

**Downtown's greatest
asset is....**

In a word (or two) –

**I would go downtown
more if it had...**

In a word –

**The greatest challenge
facing Downtown
Brockport is...**

Public Comment

Ground Rules

- Please state your name and affiliation, if applicable
- Please limit your comments to 3 minutes
- Please be respectful of each other

You can find more information online at:

www.BrockportForward.com

www.ny.gov/programs/ny-forward

Thank you!

We appreciate your thoughts, comments, and feedback and look forward to your continued participation in Webster's NY Forward planning process.