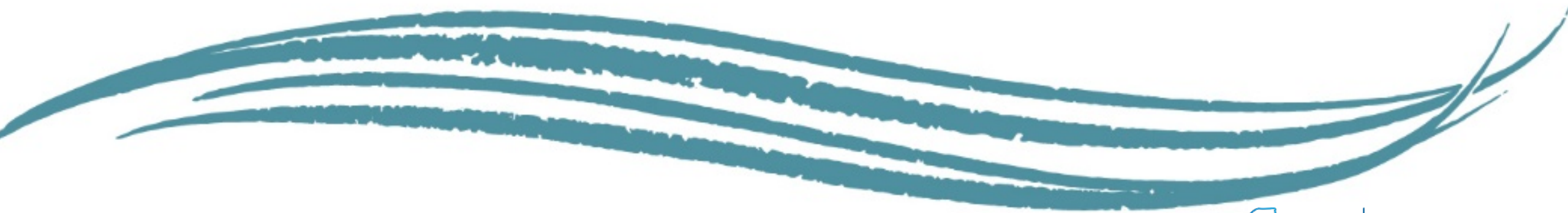


North Tonawanda



momentum



a new city is waiting, it's time to explore



**Downtown
Revitalization
Initiative**

Downtown Revitalization Initiative (DRI)

LPC Meeting #3

April 26, 2022, 3:00 PM

Agenda

- ◆ Revisit Project Schedule
- ◆ Boundary Discussion
- ◆ Community Engagement Updates
- ◆ Vision, Goals & Objectives
- ◆ Projects Discussion
- ◆ Questions



Questions on Code of Conduct?

Contact the NYS DOS Ethics Counsel:

Linda Baldwin, Esq.

(518) 473-3365

Linda.Baldwin@dos.ny.gov

Project Timeline

- ◆ February - LPC Meeting #1
 - ◆ Intro and Orientation to DRI Program
 - ◆ LPC Roles and Responsibilities
 - ◆ Projects
 - ◆ Outreach overview
 - ◆ Visioning Exercise
 - ◆ Boundary Discussion
 - ◆ Open Call for Projects
- ◆ March - LPC Meeting #2
 - ◆ Review Engagement Plan
 - ◆ Review Vision, Goals, & Strategies
 - ◆ Public Workshop #1 (3/29/22)
 - ◆ Preliminary Project List
 - ◆ Downtown Profile and Assessment
- ◆ April - LPC Meeting #3
 - ◆ Finalize Strategies
 - ◆ Review Engagement to Date
 - ◆ Discuss Upcoming Tours and Workshop
 - ◆ Focus Project List
- ◆ May - LPC Meeting #4
 - ◆ Review/Focus Project List
 - ◆ Review Engagement
 - ◆ Plan Public Workshop #3
- ◆ June - LPC Meeting #5
 - ◆ Review/focus project list
 - ◆ Review Engagement
- ◆ July - LPC Meeting #6
 - ◆ Review Engagement
 - ◆ Review/focus project list
 - ◆ Finalize slate of projects

Boundary Amendment

- ◆ Expansion of DRI boundary to include Carousel Museum property



Downtown Revitalization Initiative Area

Public Engagement Timeline

Workshop #1	5:30-7:30 p.m. Tuesday, March 29, Carnegie Art Center
Workshop #2	5:30-7:30 p.m. Tuesday, May 10, venue TBA
Workshop #3	Week of July 11 (tentative)
Tour #1	6-8 p.m. Tuesday, April 19 – Webster/Manhattan/Main streets and waterfront
Tour #2	6-8 p.m. Wednesday, April 27 – Oliver Street Merchants
Entertainment Tour	6-8 p.m. Thursday, April 28 – Webster Street venues
Youth Tour	TBA
Office hours	2 hours weekly Pulp 716, 31 Webster St.; Project 308 Gallery, 308 Oliver St.
Online Survey	Launch week of May 2
Chalkboards	Budwey's, City Hall, Pulp 716, The Vegan Grocery Store
LPC	3-6 p.m. Fourth Tuesday of every month

Public Workshop #1



- 33 attendees + consultant team
- Brief presentation
- 4 activities
- "Corner conversations"

Community Mapping Results

◆ North of Robinson

- Oliver Street Improvements
- Housing
- Shoreline development
- History Museum
- Trails, gardens

◆ South of Robinson West

- Trees
- Gateways, signage
- Public art
- Public realm improvements
- Trolley/rail connections

◆ South of Robinson East

- Carousel Museum/carousel downtown
- Cultural connections
- Year-round waterfront refreshments
- Jobs
- Signage, info kiosk, ASL accommodations

◆ Tonawanda Island

- Docking
- Destinations/mixed-use dev't/hotel
- Pedestrian overlook (towers)
- Boardwalk/trails
- Shoreline access

Community Chalkboards



Downtown
Revitalization
Initiative



CITY OF North Tonawanda

COMMUNITY

CHALKBOARD

Downtown Revitalization Initiative \$10 Million!!!
How would you spend \$1 Milion in the downtown revitalization area?

Venues:

- Workshop #1
- City Hall
- Budwey's
- Pulp 716
- Vegan Grocery Store

Great Ideas:

- E-bike rentals
- Streetscape improvements & amenities – seating, recycle bins, bike racks
- Building and façade renovations, historical markers
- Parks, trees & greenspaces, community gardens
- Shopping & dining, activities for all ages
- Waterfront and waterway activities & improvements

Vision, Goals & Strategies



- ◆ Vision ✓
- ◆ Goals ✓
- ◆ Strategies ✎
- ◆ The strategies have been updated based on input received:
 - To better reflect downtown as a public good benefitting all North Tonawandans
 - To better position downtown as a regional destination
 - To ensure they are inclusive and equitable
 - To abbreviate them without diluting their meaning to make it easier to align projects to them

Goals and Strategies

Goal # 1 – Energize

Support the density necessary to create excitement throughout the day and into the night with a robust mix of shopping, dining, hospitality, entertainment, and service destinations

Strategies

- Retain existing and recruit new investment to downtown
- Help entrepreneurs develop prosperous and sustainable downtown enterprises
- Enhance downtown as a regional dining and entertainment destination
- Enhance downtown as a regional destination for arts and culture
- Add shade structures and trees and add street furniture to encourage lingering

Goals and Strategies

Goal # 2 – Diversify

Enhance downtown as NT's residential, hospitality, economic, and employment center, and a place that visitors will want to visit again and again and share with others by attracting an array of living, working and recreating opportunities to downtown

Strategies

- Identify and fill niches in downtown residential, office and entertainment
- Attract regional institutions to develop downtown North Tonawanda branch and satellite offices
- Develop diverse housing for buyers and renters of all incomes and needs
- Improve connections between the waterfronts, downtown destinations, and the rest of North Tonawanda
- Ensure downtown is accessible to people of all abilities

Goals and Strategies

Goal # 3 – Add value

Focus on the highest quality, efficient and climate resilient development befitting the downtown's abundant historic, cultural, recreational, and natural resources and its delightful public realm.

Strategies

- Increase project feasibility and sustainability with grants and low-interest loans for energy efficient and climate resilient retrofits
- Increase project feasibility with gap financing, construction loans, and preservation tax credits
- Projects should include green infrastructure components
- Maintain and enhance a high-quality public realm
- Revitalize and rehabilitate historic commercial as well as redundant and obsolete buildings

Goals and Strategies

Goal # 4 – Become Incomparable

Leverage downtown's unique location, culture and history at the confluence of two historic waterways to develop exceptional urban waterfront experiences

Strategies

- Develop entertainment and programming for all ages on the Erie Canal and Little River
- Showcase Niagara County's agricultural bounty
- Develop Tonawanda Island consistent with North Tonawanda's heritage and culture
- Activate the public realm throughout the year
- Prioritize safety, accessibility and convenience on downtown's streets, parking areas, trails, sidewalks, and waterways.

DRI Projects

GOALS

- ◆ Catalytic
 - Attracts other investment and positively impacts surroundings
- ◆ Transformative
- ◆ Align with State and Local Goals
 - Community Support
- ◆ Project Readiness
 - Can be implemented in the near term
- ◆ Co-Benefits
 - Multiple benefits that stem from the initial projects (increased quality of life, growth in local tax base, improved buildings)
- ◆ Cost Effective

TYPES

- ◆ Public Improvements
 - Streetscaping
 - Parks
 - Infrastructure
- ◆ Private Projects
 - ◆ New Construction
 - ◆ Rehabilitation
- ◆ Branding & Marketing
 - Hard costs (no advertisements)

DRI Projects

New Construction/Rehab Guidelines

- ◆ Public Projects – opportunity for 100% reimbursement
- ◆ Private Projects:
 - Minimum DRI Ask - \$100,000
 - Targeted DRI Ask – 40% of Project Cost
 - Residential Projects – Minimum of 8 Units, Affordable Component
 - Decarbonization Component
 - ◆ Example: Green Energy, Building Efficiency, Decarbonized Heating & Cooling, EV Charging Station
 - ◆ If included, maximum DRI Ask – up to 50%
 - ◆ Projects required to meet the Stretch Energy Code
 - ◆ Developed by NYSERDA to improve energy conservation

Open Call for Projects - CLOSED

- ◆ What the application asked for:
 - Project Title
 - Preliminary Funding Estimate
 - Summary Description
 - Responsible Parties and Project Partners
 - Site/Ownership/Legal Jurisdiction
 - Anticipated Revitalization Benefits
 - Timeframe for Implementation and Project Readiness
- ◆ Project application deadlines are not flexible. 30 days to submit projects
- ◆ Following call for projects, consultants put together project sheets to make them as competitive as possible and worthy of state consideration (providing additional market analysis, renderings, estimating etc.)

Call for Projects Summary

- ◆ 31 total projects
 - 7 Public Projects
 - 6 Non Profit Projects
 - 18 Private Projects
- ◆ Over \$15 million requested – missing cost estimates for some projects so this number may be closer to \$20 million
- ◆ Need to focus projects

Review of North Tonawanda's Public Projects

- ◆ Oliver Street Walkability Enhancements
- ◆ Gateway Harbor Recreation Hub
- ◆ Commercial Property Improvement Fund
- ◆ Wayfinding and Signage Implementation
- ◆ Carruthers Dog Park
- ◆ Smart Growth 2.0 including Clock Tower
- ◆ 78 Bridge Street Public Benefit Area

Review of Non Profit Projects

- ◆ Carnegie Arts Center Enhancements
- ◆ Riviera Theatre Updates
- ◆ NT History Museum
- ◆ Railroad Museum
- ◆ Allan Herschell Company Complex Music Room (Carousel)
- ◆ Suzuki Strings 4 Webster Street

Review of Private Projects

- ◆ 122 Webster Street
- ◆ Upgrades to 235/239 Oliver Street
- ◆ Prosper Brewing Upgrades
- ◆ Carousel Park Apartment Upgrades
- ◆ 211 Main Street Redevelopment Project
- ◆ 10 Goundry Street Residential Project
- ◆ The Clubhouse at 62 Webster Street
- ◆ 27 Main Street – Dockside
- ◆ 230 Oliver Revitalization
- ◆ 624 River Road Apartments / Coffee Shop
- ◆ 134 Main Street Renovations
- ◆ Twin Cities Elk Lodge
- ◆ 82/83 Webster Street Upgrades and Mural
- ◆ River Road Riverwalk
- ◆ Timber Shore Development – 78 Bridge
- ◆ 15 Webster Street Updates
- ◆ 665 River Road Upgrades
- ◆ 729 River Road Sensory Garden Trail

Next Steps

- ◆ Site Tours
 - Oliver Street – 4/27
 - Venue Tour – 4/28
- ◆ Public Workshop #2
- ◆ Office hours
- ◆ Narrow down projects



Wrap Up

- ◆ Final Questions
- ◆ Contact Information:
 - Daniel Riker (C&S) – Project Manager – driker@cscos.com
 - Emma Phillips (C&S) – Project Planner – ephillips@cscos.com
- ◆ For more information: NTMomentum.com