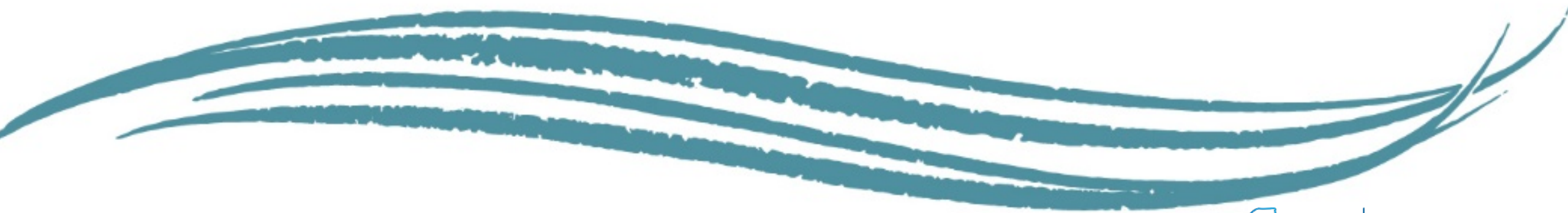


North Tonawanda



# momentum



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



**Downtown  
Revitalization  
Initiative**

Downtown Revitalization Initiative (DRI)

Open Call for Projects

March 31, 2022, 4:00 PM

# Agenda

- ◆ Welcome
- ◆ Introduction
- ◆ Types of Projects
- ◆ Open Call for Projects Form
- ◆ Questions



# Downtown Revitalization Initiative Overview

- ◆ Economic development program with the intent to transform downtown neighborhoods that are magnets for redevelopment, job creation, and housing diversity
- ◆ Led by New York State Department of State with Empire State Development and NYS Homes and Community Renewal partners
- ◆ North Tonawanda is part of the 5<sup>th</sup> round of funding - \$10 million award



# NT's Downtown Revitalization Initiative

- ◆ North Tonawanda applied the summer of 2021
  - DRI announcement of award was made in December of 2021 – Round 5 winners
- ◆ Application included potential public and private projects that were catalytic for NT's downtown
  - Drew upon previous outreach and planning
- ◆ Community outreach will help shape which projects in the Strategic Investment Plan



# DRI Projects - Types

## ◆ Public Improvements

- Streetscaping
- Parks
- Infrastructure

## ◆ Private Projects

- ◆ New Construction
- ◆ Rehabilitation

## ◆ Branding & Marketing

- Hard costs (no advertisements)

## ◆ Downtown Improvement Fund

- Use for smaller scale projects within the DRI that didn't move forward in Strategic Investment Plan

# DRI Projects – Funding Levels

- ◆ Public Projects – opportunity for 100% reimbursement
- ◆ Private Projects:
  - Minimum DRI Ask - \$100,000
  - Maximum DRI Ask – 40% of Project Cost
  - Projects required to meet the Stretch Energy Code
    - [www.nyserda/all-programs-stretch](http://www.nyserda/all-programs-stretch)
  - Residential Projects – Minimum of 8 Units, Affordable Component
  - Decarbonization Component
    - ◆ Example: Green Energy (solar panels), Building Efficiency, Decarbonized Heating & Cooling, EV Charging Station
    - ◆ If included, maximum DRI Ask – up to 50%

# DRI Projects – Evaluation Criteria

- ◆ 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

# Vision for Downtown

*Downtown North Tonawanda is an energetic, diverse, high quality, and unique city experience for residents and visitors. Downtown is a vibrant and welcoming mixed-use district centered on the confluence of two historic waterways, the Erie Canal, and the Niagara River. Downtown North Tonawanda is the hub for residential, commercial, employment, leisure and recreation wants and needs for the city and the region. Residents and visitors alike delight in our waterways, the beauty of our natural landscapes and the multitude of landside cultural and recreational amenities offered at this "Gateway to the Erie Canal."*

North Tonawanda built the NT Momentum plan on the following principles: make the waterfront a destination, offer a dynamic urban experience, design for people, and work collaboratively to define and market the unique opportunity that is Downtown North Tonawanda.



# Goals for NT's Downtown – Evaluation Criteria

## 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

## 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

## 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.

## 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

# Application Form

- ◆ 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

# Application Form

## ◆ Preliminary Funding Estimate

- The more precise and detailed the better, although applications without detail are acceptable
- When possible cite sources of estimates
- Provide assumptions and contingencies
- Include discussion of funding sources

# Application Form

- ◆ Summary Description
  - What is the project
  - What is involved in the project
  - Provide as many details as possible

# Application Form

## ◆ Project Title

- Try to make it informative
- Doesn't need to be salesy
- Property, business, or building name or street address may be useful

# Application Form

- ◆ Responsible Parties and Project Partners
  - Who is doing the project (project sponsors)
  - Who is funding the project
  - Does the sponsor have site control
  - Who else is involved and what is their role

# Application Form

- ◆ Site/Ownership/Legal Jurisdiction
  - Ownership is important to show the project can be done
  - If project sponsor does not own, what agreements are in place with landowner
  - This question is intended to demonstrate that the project can move forward

# Application Form

- ◆ Anticipated Revitalization Benefits
  - This is where the pitch is made
  - What is the project and what are its benefits
  - Why do the project
  - How will it help the community
  - Who will it help
  - How is it transformative or catalytic
  - How does it advance the DRI goals



# Application Form

- ◆ Timeframe for Implementation and Project Readiness
  - The DRI is intended to concentrate investment in a short period of time to increase the impact of the funding
    - Projects that can start in 2 years are more competitive
  - How soon can the project start
  - How long will the project take
  - Does design and permitting need to occur (both fundable)

# Example of Successful DRI Project

## CROSSROADS PROFESSIONAL BUILDING



Renovation of the existing Crossroads Professional Building to facilitate expanded dental access and enhance adjacent site with public connectivity improvements.

Total Project Cost: \$ 700,000  
DRI Funding: \$ 420,000

The building owner is interested in expanding services within the building, potentially providing needed specializations such as oral surgery, endodontics and/or periodontics. The added specialties have the potential to foster a partnership with the local hospital, which does not currently have an oral surgeon on staff. To be able to provide such services at the Crossroads Professional Building, several building improvements are necessary including the provision of an elevator. The potential installation of an elevator has led to discussion with an oral surgeon, confirming interest in opening a satellite office in the building. In addition, with the proposed project improvements, the building owner has received interest from a periodontist. The proposed project would not only address the needs for expanding services, but also improve the quality of the public realm. Specific project elements include:

- Development of an external core to house an elevator, stairwell and separate building entrance. The construction of this external addition will require the demolition of the adjacent building at 68 Main Street and associated site preparation.
- Removal of the front stairwell for improved office layout flexibility and the redesign of the front entrance.
- Exterior refurbishing including facade improvements such as new awnings and new windows.
- Site improvements including the development of a greenspace, landscaping and a pedestrian walkway.



**Support increased entertainment and business investments in the downtown to catalyze additional residential growth.** The proposed project supports needed business investment in professional services that serve the local and regional residential community.



**Support mixed-use development, prioritizing retail/commercial uses on the ground level to maintain an active streetscape.** The current ground floor use is a dental office that brings more than 12,000 verifiable out-of-area people yearly into the downtown. With office visits combined with other business and shopping in Hornell, this active ground level use supports the downtown business community.

# Open Call for Projects

- ◆ 30-day submission window – Closes April 27, 2022
- ◆ Following call for projects:
  - LPC reviews preliminary project sheets
  - Consultant team works with proposers to enhance applications
    - Fill in gaps in information
    - Engineering assessments
    - Cost estimates
    - Market assessment
  - LPC reviews revised project sheets
  - LPC recommends projects to NYS
  - NYS selects final list of projects for funding

# Wrap Up

- ◆ Final Questions
- ◆ Contact Information:
  - Daniel Riker (C&S) – Project Manager – [driker@cscos.com](mailto:driker@cscos.com)
  - Emma Phillips (C&S) – Project Planner – [ephillips@cscos.com](mailto:ephillips@cscos.com)
- ◆ For more information: [NTMomentum.com](http://NTMomentum.com)
- ◆ NT DRI Application: <https://www.ny.gov/downtown-revitalization-initiative/dri-round-five-winners>
- ◆ DRI Office Hours
  - Every other Wednesday starting 4/7 – Project 308 Gallery from 3:30-5:30
  - Every other Thursday starting 4/13 – Pulp 716 from 2:00-4:00