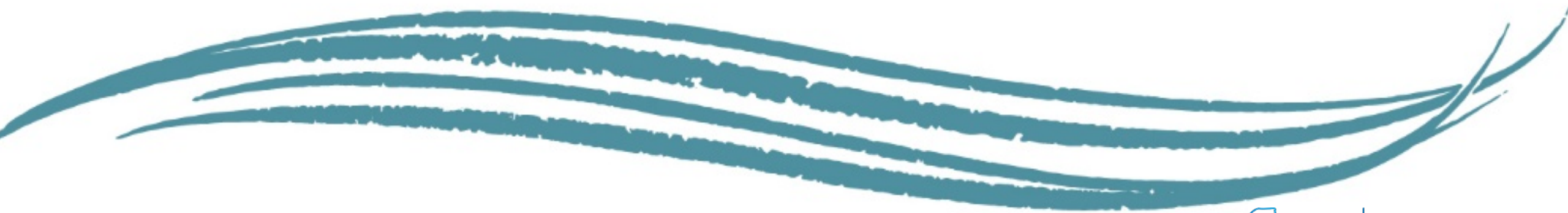


North Tonawanda



# momentum



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



**Downtown  
Revitalization  
Initiative**

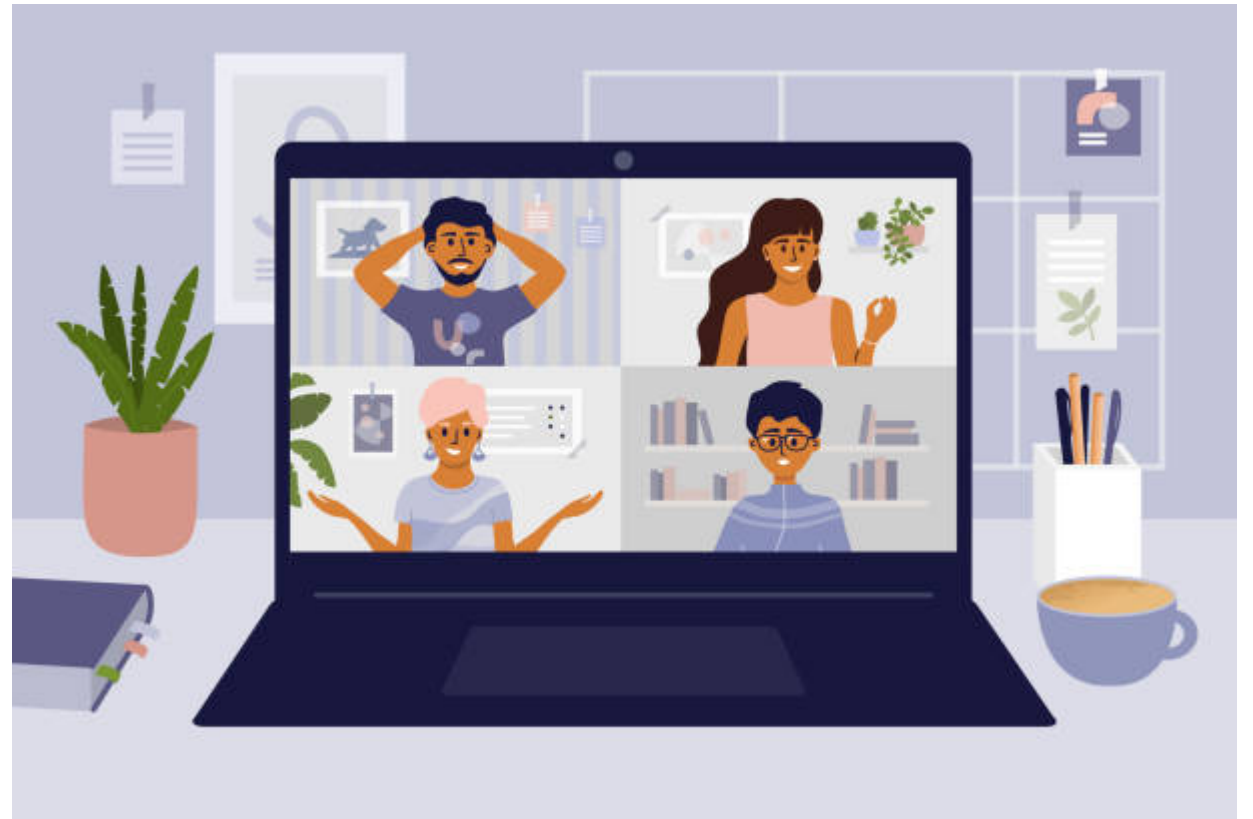
Downtown Revitalization Initiative (DRI)

LPC Meeting #2

March 22, 2022, 3:00 PM

# Agenda

- ◆ Welcome & Reintroductions
- ◆ Review of Roles & Responsibilities
- ◆ Revisit Project Schedule
- ◆ Downtown Profile and Assessment
- ◆ Community Engagement Plan
- ◆ Vision, Goals & Objectives
- ◆ Open Call for Projects Discussion
- ◆ Questions



# Introductions – Local Planning Committee

Name	Affiliation
Austin Tylec, Mayor (Co-Chair)	City of North Tonawanda
Paul Brown (Co-Chair)	Buffalo Building and Construction Trades
Amy Berent	Pulp 716
Deanna Brennen	Niagara Small Business Development Center
Suzanne Daddis	Rotary Club
Barbara Hughes	Webster's Bistro
Amy Usiak	Lumber City Development Corporation
Gabrielle Richards	The Vegan Grocery Store
Brian Wudyka	North Tonawanda Climate Change Task Force
Donna Burgio	North Tonawanda Project Pride
Kelley Culp-Burton	KCB Architecture
Valerie Cronin	Chamber of Commerce of the Tonawandas
Tom Lang	Riviera Theatre
Gregory Stevens	Niagara River Greenway
Amy Fisk	Niagara County Brownfield Development Corp
Richard Andres	Niagara County Legislator

# Introductions – State Partners and City Staff

Name	Department
Chris Bauer	Department of State
Erin Corrado	Empire State Development (ESD)
Lori Borowiak	NYSERDA
Lenny Skrill	NY Homes and Community Renewal (HCR)
Jennifer Dunning	Office of the Governor

Name	Title
Laura Wilson	Director of Development
Chelsea Spahr, PE	City Engineer
Travis Sikora	Assistant Engineer

# Introductions - Planning Team



# Questions on Code of Conduct?

**Contact the NYS DOS Ethics Counsel:**

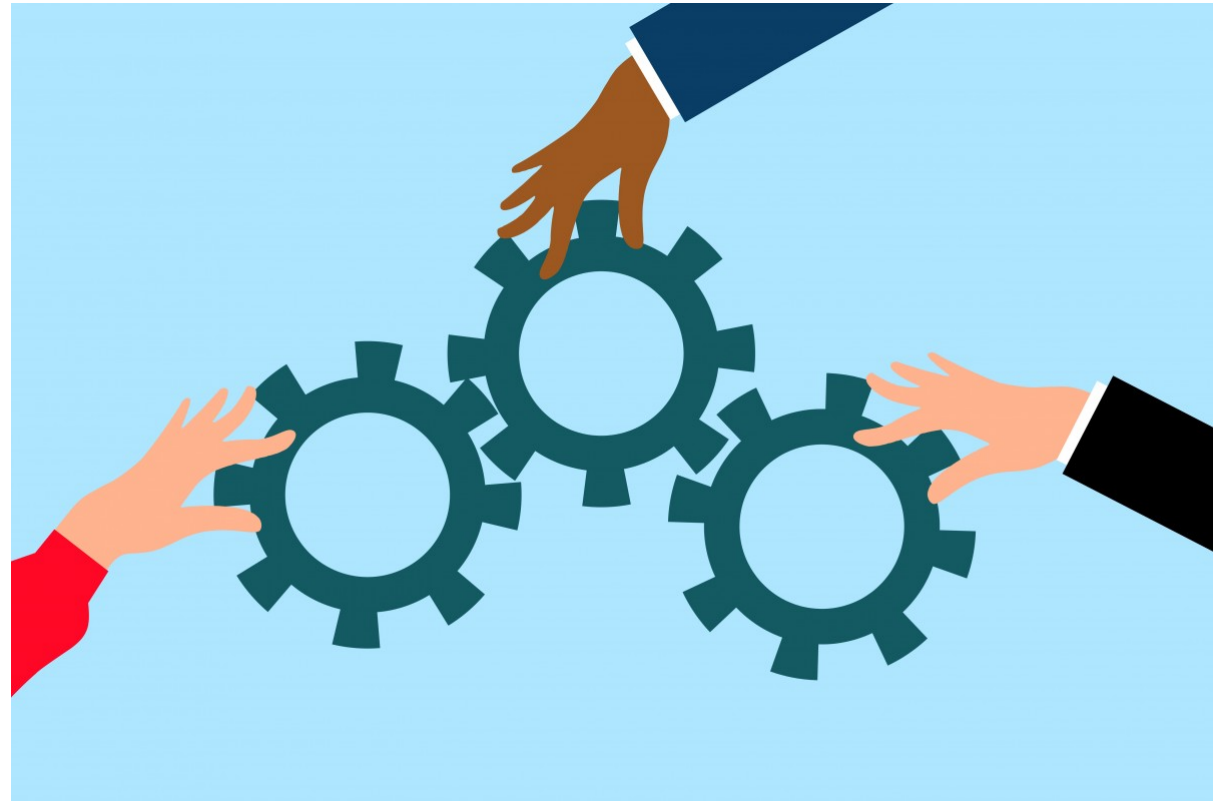
**Linda Baldwin, Esq.**

**(518) 473-3365**

**[Linda.Baldwin@dos.ny.gov](mailto:Linda.Baldwin@dos.ny.gov)**

# Role of the LPC

- ◆ Meet at least monthly
- ◆ Confirm DRI Vision
- ◆ Brainstorm ideas
- ◆ Provide direction to consultant team
- ◆ Review documents
  - Downtown Profile and Assessment
  - Community Participation Plan and Materials
  - Project Profiles / Sheets
- ◆ Submit slate of projects
- ◆ Deliver an on-time Strategic Investment Plan to NYS DOS



# Role of the LPC

- ◆ Play central role in community outreach
  - Identify approach
  - Take active role
    - Spreading the word
    - Participating in outreach events
- ◆ May create work groups
  - To delve deep into an issue
  - Work groups may also include non-LPC members
- ◆ Develop innovative, transformative slate of projects to forward to NYS
  - Credible, ready-to-go projects
  - Public, private, non-profit sectors



# Role of the State Partners

- ◆ Assist the LPC and Consultant Team
- ◆ Manage Consultant Team
- ◆ Manage LPC Process
- ◆ Liaison with Other State Agencies
- ◆ Ensure DRI Program Compliance
- ◆ Maintain Schedule

# Role of the Consultant Team

- ◆ Coordinate LPC Meetings
- ◆ Lead Community Engagement
- ◆ Prepare Documents and Information
- ◆ Develop Consensus with LPC
- ◆ Develop and Analyze Projects through:
  - Vision, Goals & Strategies lens
  - Planning & Economic Development lens
  - Architectural lens
  - Engineering lens
  - Cost estimating and budgeting
- ◆ Prepare DRI Strategic Investment Plan and put forward projects that will receive funding

# Project Timeline

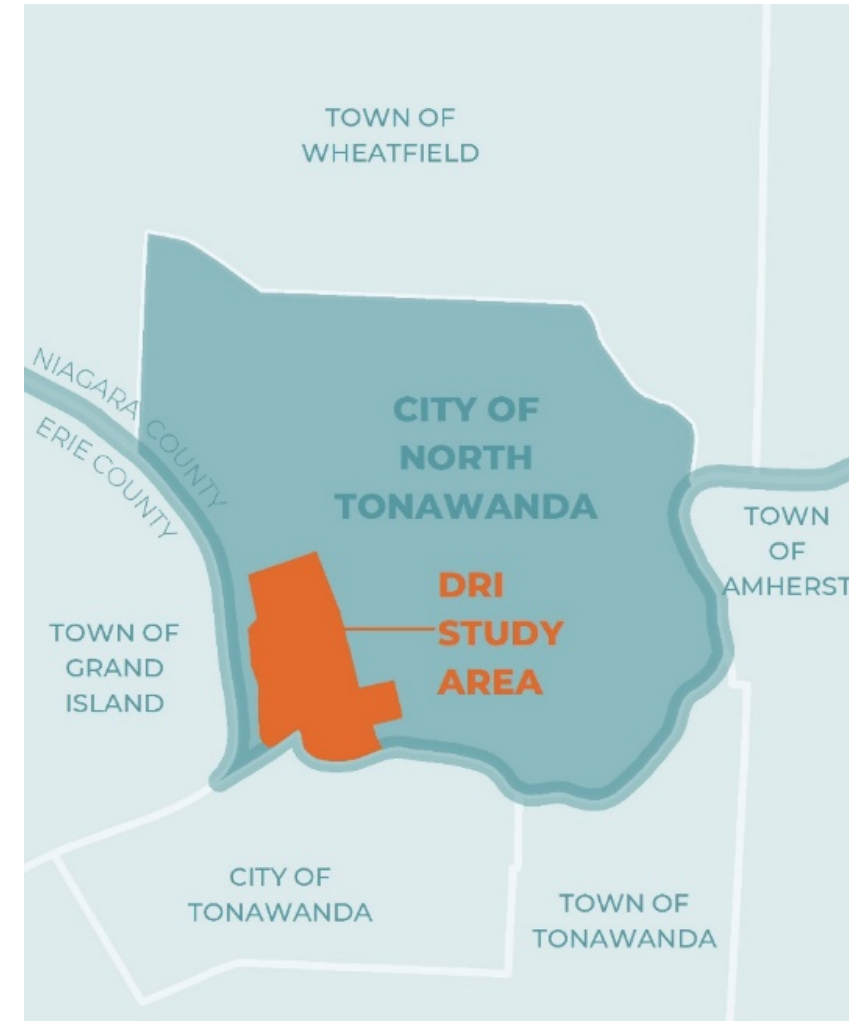
- ◆ February - LPC Meeting #1
  - ◆ Intro and Orientation to DRI Program
  - ◆ LPC Roles and Responsibilities
  - ◆ Projects
  - ◆ Outreach overview
  - ◆ Visioning Exercise
  - ◆ Boundary Discussion
  - ◆ Open Call for Projects
- ◆ March - LPC Meeting #2
  - ◆ Review Engagement Plan
  - ◆ Review Vision, Goals, & Strategies
  - ◆ Public Workshop #1 (3/29/22)
  - ◆ Plan Public Workshop #2 (wk of 5/9 or 16?)
  - ◆ Preliminary Project List
  - ◆ Downtown Profile and Assessment
  - ◆ Working groups
- ◆ April - LPC Meeting #3
  - ◆ Finalize Goals & Strategies
  - ◆ Review Engagement to Date
  - ◆ Public Workshop #2
  - ◆ Focus Project List
- ◆ May - LPC Meeting #4
  - ◆ Review/focus project list
  - ◆ Review Engagement to Date
  - ◆ Plan Public Workshop #3
- ◆ June - LPC Meeting #5
  - ◆ Review/focus project list
  - ◆ Review Engagement to Date
  - ◆ Public Workshop#3
- ◆ July - LPC Meeting #6
  - ◆ Review Public Event #3
  - ◆ Review/focus project list
  - ◆ Finalize slate of projects

# LPC Tasks for Today

- ♦ Review Downtown Profile and Assessment
- ♦ Review Public Engagement Plan
- ♦ Discuss Vision, Goals & Strategies
- ♦ Discuss Public Workshop #1 (3/29/22)
- ♦ Plan Public Event #2 (week of May 9 or 16?)
- ♦ Discuss call for projects
- ♦ Discuss working groups

# Downtown Profile and Assessment

- ◆ DRI Boundary
- ◆ Past Planning Efforts
- ◆ Socio-Economic Characteristics
- ◆ Land use & Zoning
- ◆ Transportation
  - Trails
  - Street Networks
  - Public Transportation
- ◆ Historic and Cultural Resources
  - Historic Districts
  - Museums and Theaters
- ◆ Recreational Resources
- ◆ Environmental constraints
  - Brownfields
  - Flood Hazard Areas
  - Wetlands



# Downtown Profile and Assessment

## ◆ Socio-Economic Characteristics

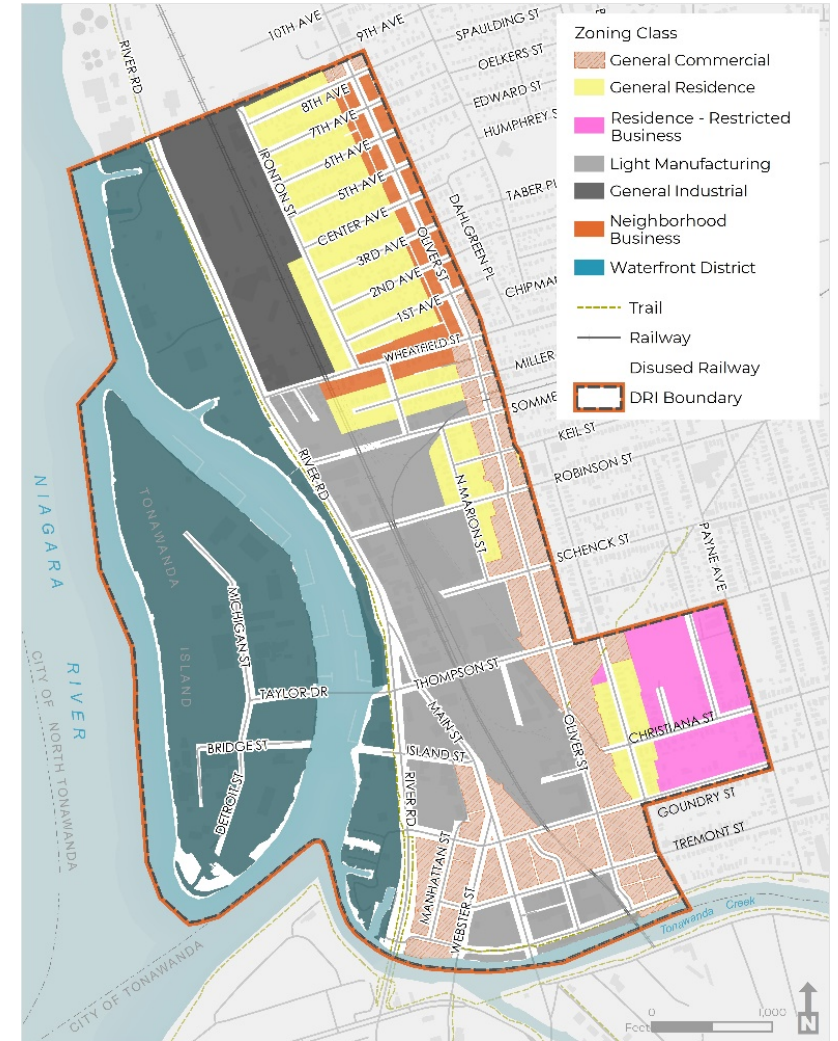
- DRI represents 7% of North Tonawanda's total population
- Median age of the DRI (40.7)
- Significantly more renters in the DRI area – 52%

## ◆ Land Use & Zoning

- Primarily commercial land use (23.1%)
- Second highest is recreation and entertainment (16.8%)
- Largest zoning district is the Waterfront District

## ◆ Transportation

- NFTA Route 25 makes multiple stops within DRI
- Gratwick Riverside Bike Trail
- Raymond Klimek Veteran's Park Loop
- Sweeney Street Bike Trail



Zoning

# Downtown Profile and Assessment

## Historic and Cultural Resources

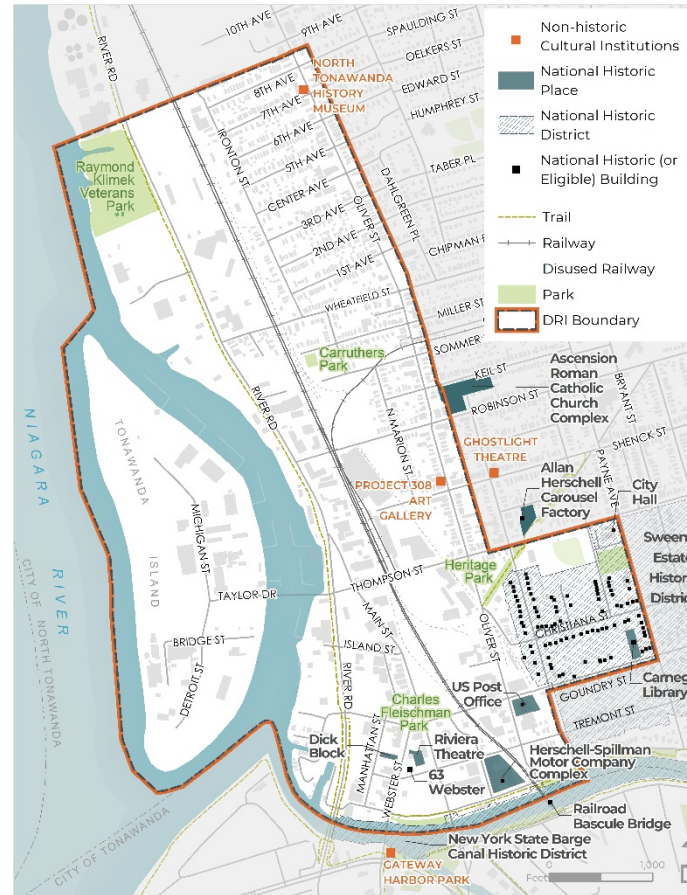
- Historic Districts
- Museums and Theaters
  - Project 308 Gallery
  - NT History Museum
  - Ghostlight Theater

## Recreational Resources

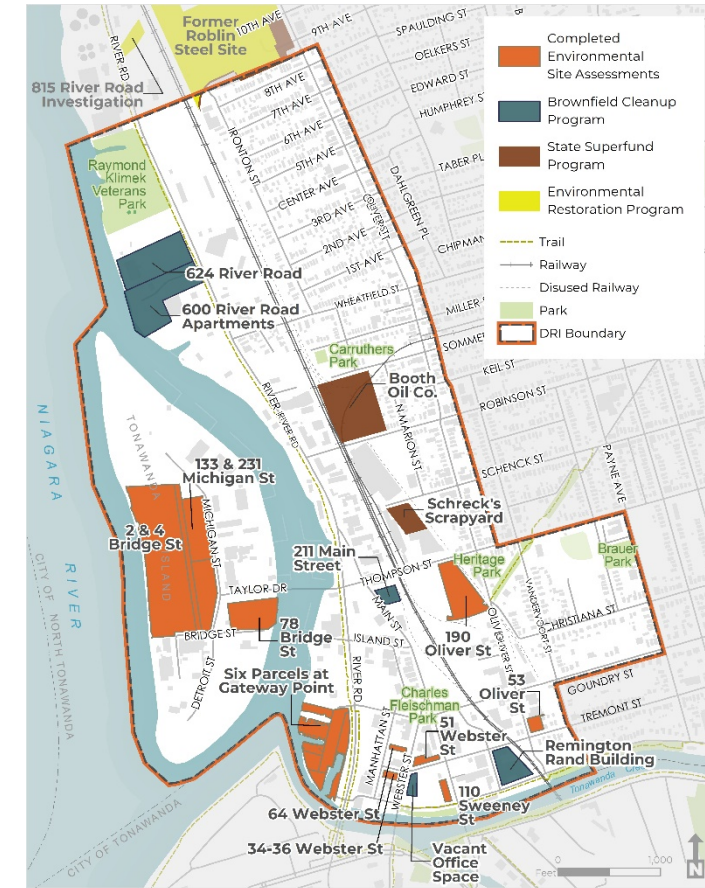
- Gateway Park
- Heritage Park
- Marinas

## Environmental constraints

- Brownfields – 7 total
- Point out properties assessed / remediated



Historic Buildings and Districts



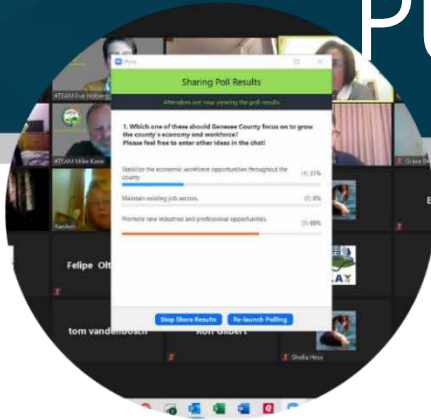
Remediation Sites

# Downtown Profile and Assessment – Market Analysis

- ◆ **Retail Market: Trade area is experiencing sales “leakage”**
  - opportunity for additional retail offerings consistent with community and DRI vision
- ◆ **Residential Market: High demand and growing property values**
  - significant opportunity for the construction of additional residential units
- ◆ **Combined retail and residential demand**
  - creates tremendous opportunity for mixed-use developments within the DRI
- ◆ **Tourism Market was growing significant pre-pandemic.**
  - Community efforts to plan events and to support year-round visitor draws (Riviera Theatre, Herschell Carrousel Factory Museum, Carnegie Art Center, Ghostlight Theater, etc.) were having a positive impact on visitation and consumer spending, and should continue



# Public Engagement Plan Overview



- ◆ Overall goals for public engagement
  - Buy-in and excitement about process
  - New perspectives and fresh ideas
  - Support for LPC and slate of projects
- ◆ Tools and techniques to engage citizens and stakeholders
  - Includes description of PLAYCE activities that build trust, cooperation and consensus
  - Strategies to engage a wide diversity of the community
  - Includes the three workshops/open houses required by DRI
  - Other techniques are crafted by the local team
- ◆ Proposed engagement schedule
- ◆ Public Engagement Plan remains as a draft through the project duration to allow modifications to improve communication/engagement

# Public Engagement Plan Overview



Proposed  
Engagement  
Techniques



Workshops



Community Survey(s)



Interactive Site Tours



Community Chalkboard



Office hours



Entertainment Venue  
Tour ("Pub Crawl")

# Public Engagement Plan Overview

Audience/Activity Type	Social Media	Online Survey	Community Chalkboard; Entertainment Crawl	Interactive Site Tour	Workshop	Office Hours Engagement	Local Planning Committee
General Public	•	•	•	•	•	•	•
Representative Groups	•	•	•	•	•	•	•
Outside stakeholders			•	•	•	•	
Community Leaders		•		•	•		•



# Public Engagement Plan Overview

<b>Workshop #1</b>	5:30-7:30 p.m. Tuesday, March 29
<b>Workshop #2</b>	Week of May 9 or May 16
<b>Workshop #3</b>	Week of July 11
<b>Tour #1</b>	March-April
<b>Tour #2</b>	March-April
<b>Tour #3</b>	March-April
<b>Youth Tour</b>	March-April
<b>Entertainment Crawl</b>	Mid-late April
<b>Office hours</b>	2 hours weekly Staff: Laura, Eve, Emma, Dan R, MikeK ... others?
<b>Survey</b>	Between Public #1 and Public #2
<b>Chalkboards</b>	Begin with Public #1
<b>LPC</b>	3-6 p.m. Fourth Tuesday of every month

QUESTIONS?  
PLEASE CALL

LAURA WILSON  
LUMBER CITY DEVELOPMENT  
CORPORATION

(716)-695-8580 x5516  
LWilson@lumbercitydc.com  
www.LumberCityDC.com

JOIN US FOR A

**PUBLIC  
MEETING**

**REDEVELOPMENT OF  
THE CITY OF NORTH  
TONAWANDA'S  
DOWNTOWN**

Downtown Revitalization  
Initiative (DRI)

**Tuesday, March 29,  
5:30 - 7:30 PM**

Carnegie Art Center | 240 Goundry Street, North Tonawanda, NY 14120

**TO JOIN VIRTUALLY**

Dial: 888.475.4499 (Toll Free) | Meeting ID: 95563543051 | Passcode 279189

Meeting URL <https://cscos.zoom.us/j/95563543051?pwd=N2l4amF4MEx0bDVRyZzhS2gydXhtUT09>



**Downtown  
Revitalization  
Initiative**

# Public Workshop #1

- ◆ 5:30-7:30 p.m., Tuesday, March 29
- ◆ Carnegie Art Center, 240 Goundry St.
- ◆ Activities
  - *Brief* presentation
  - Mapping activity
  - Collaging
  - Vision Goals and Strategies feedback
  - Preliminary Projects
- ◆ Join us for set up if you like! 4:45 p.m.

# Importance of Vision, Goals & Strategies



In addition to the other considerations – readiness, financing, community support – each project will be evaluated through the "lens" of the vision, goals and strategies.

The vision, goals and strategies reflect the fundamental objectives of the DRI:

- ◆ Reflects the unique characteristics of downtown
- ◆ Goals and strategies achieve the vision.
- ◆ Goals should be detailed, attainable, and action-oriented.
- ◆ Measurable strategies follow goals.

# Revised 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 Downtown

In downtown North Tonawanda, on Tonawanda Island and throughout our urban waterways, we will energize, diversify, add value, and become incomparable.

## 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



# 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
  - Maximum 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

- ◆ What the application asks 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.)

# North Tonawanda's Public Projects

- ◆ 78 Bridge Street Public Benefit Area + Feasibility Study
- ◆ Carnegie Art Center
- ◆ Charles Fleischman Park Enhancements
- ◆ Charles Fleischman Park Clock Tower
- ◆ Commercial Property Improvement Grant Program (Webster & Oliver Streets)
- ◆ Downtown Small Business Revolving Loan Fund
- ◆ Electric Car charging stations (Manhattan Street parking lot)
- ◆ Enhanced seating at Gateway Harbor
- ◆ Gateway Harbor Recreation Hub Implementation
- ◆ Manhattan Street Parking Lot Enhancements



# Next Steps

- ◆ Public Workshop #1
- ◆ Office hours and other outreach
- ◆ Open Call for Projects
  - Virtual Public Information Session
- ◆ Narrow down projects



# 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)