



## Open Call for Potential DRI Projects

### Background

The North Tonawanda Downtown Revitalization Initiative (DRI) is a \$10 million investment by New York State to help downtown North Tonawanda continue to thrive by advancing revitalization strategies and projects that transform downtown and support a vibrant, year-round economy. The initiative incorporates a robust outreach process to build on the city's downtown vision developed in previous plans. The goal of the DRI process is to identify key economic development opportunities and recommend projects for funding through the program.

The North Tonawanda DRI Local Planning Committee (LPC) is seeking proposals for private projects for DRI funding. The DRI plan will likely include a combination of public and private projects to help revitalize downtown.

The purpose of this Open Call for Potential DRI Projects is to hear from members of the community about potential transformational projects on private sites that should be considered for DRI funding. DRI funding can be used to support private projects that provide economic and community benefits, and the LPC wants to ensure that any DRI funding for private projects is fully vetted, in the open.

### Potential DRI project submissions should:

- Include capital/construction projects, such as new construction (e.g., residential, mixed-use, hotel, etc.); renovation of existing buildings (e.g., converting vacant upper floors for apartments, adaptive re-use of historic buildings); facade improvements; renovation of ground floor for new retail, office, co-working, commercial, industrial, recreational or cultural use.
- Demonstrate commitment of private funding sources—DRI funding is an incentive to ensure a project's success, not complete funding for private property owners.
- Show that the project will help kick-start additional downtown economic development. The goal of the DRI program is to seek out *transformative projects*—this program is not for projects such as deferred maintenance or minor renovations.
- Consider partnerships between businesses, industry groups, cultural organizations, or non-profit organizations along with property owners or developers, where appropriate.

Please provide as much information as you can, but it is okay if the project still needs some details—part of the DRI process is to evaluate and shape priority projects. Your proposal should demonstrate that your idea is feasible and will have a meaningful impact on downtown North Tonawanda.

### For questions or additional information please contact:

- Laura Wilson, City of North Tonawanda, (716) 695 - 8580 x5516
- Dan Riker, C&S Companies, (716) 572-5312
- Emma Phillips, C&S Companies, (585) 406-7945

### In person office hours with the consultant team are also offered at the following times/locations:

- Every other Wednesday beginning 4/13/22 at 308 Oliver (Project 308 Gallery) from 3:30-5:30
- Every other Thursday beginning 4/7/22 at 31 Webster Street (Pulp 716) from 2:00-4:00.

City of North Tonawanda  
Downtown Revitalization Initiative  
Project Profile Guidance  
Deadline for submission: April 25, 2022



## Submission Instructions

Deadline for submission of applications is **April 25, 2022**. Completed forms and attachments can be submitted as follows:

**Drop off:** City of North Tonawanda, Department of Community Development, Norman Keller Building, 500 Wheatfield Street North Tonawanda, NY 14120, Attention: Laura Wilson, Director

**Email:** [EPhillips@cscos.com](mailto:EPhillips@cscos.com).

## North Tonawanda DRI Area

Eligible projects must be located within the North Tonawanda DRI area.





## Criteria for DRI Projects

Criteria that the LPC will consider when reviewing proposals will include:

- **State and Local Goals** – How is the project aligned with State and local goals and demonstrates strong community support.
- **Project Readiness** – Is the DRI project well developed and poised to proceed in the near term in a way that will jumpstart the redevelopment of the neighborhood.
- **Catalytic Effect** – DRI projects should have substantial benefits beyond their site. How will your project spur additional development, activity, or other public/private investment in North Tonawanda?
- **Co-Benefits** – How will the DRI project result in secondary benefits to both the community and project developer, beyond the primary goal of the project itself, 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.
- **Cost Effectiveness** – Demonstrate how investment of public DRI funds in the project would represent an effective and efficient use of public resources.

## Submission Requirements

Please provide the following information with as much detail as possible. Remember that the LPC will use this information to evaluate the potential for your idea to receive DRI funding, so provide as much information as you can.

### 1. Project Title.

Present as an action-oriented statement (*e.g., Renovate X Building for Mixed-Uses*).

### 2. Preliminary Funding Estimate.

Preliminary total cost for the project. Clearly identify sources of potential funding, including private sources, DRI-funding requested, and other sources. We understand that some potential projects may not yet have developed cost estimates or know all sources of project funding, but please provide as much detail as you can at this stage. Note that should your private project be recommended for DRI funding, you will be required to provide a development pro forma.

### 3. Project Description

Include a concise description of the project, including the project location, type of project, and any other project details that are available. Describe how the project advances the North Tonawanda



DRI Vision and Goals. Identify how the project will help transform downtown North Tonawanda. Describe the actions needed to implement the project and any challenges or obstacles. Photographs of the site and surrounding area may also be provided, as appropriate. If you have renderings, site plans, or other graphics, please provide those as well, however these are not required as some projects may not have advanced to this stage of development. If some details are still being worked out, feel free to describe potential options.

#### **4. Project Location**

Indicate the location of the project and its physical extent, including the address if available. Include a location map.

#### **5. Project Sponsor**

Identify the entity that will implement the project. The entity should have the legal authority to execute contracts with the State and oversee the project.

#### **6. Identification of the Responsible Parties and Project Partners.**

Identify the entities responsible for development, management, and long-term sustainability of the project. Include a list of other public or private entities needed to implement the project (e.g., if you are the developer but the site is owned by someone else, the property owner should be listed). Address the capacity of the responsible parties to implement the project.

#### **7. Property Ownership/Legal Jurisdiction**

Identify current ownership of property on which the project will be located. If the project sponsor is not the property owner, then a written and fully executed agreement must be submitted that clearly identifies the sponsor's rights to the project and permission from property owner to carry out the proposed project. If the project will require acquisition of real property, please describe the need for property acquisition, status of it, and alternatives explored that eliminate the need for additional land. Projects that include land acquisition as a part of the project will not be as competitive for project award selection. Property acquisition as a stand-alone project, without a committed redevelopment activity, is not eligible for DRI funds. While property acquisition may be part of a project, the cost of acquisition is not eligible for DRI funds.

#### **8. Capacity**

Address the capacity of the responsible party(ies) to implement and sustain the project, including a reference to any other DRI project profiles for which the entity(ies) is/are involved.

#### **9. Project Partners**

Include a list of the key public, non-profit, and private entities or organizations needed to implement the project and their role in implementation.



## **10. Decarbonization Strategies and Benefits**

List the DRI strategies that the project addresses; identify alignment with WNY Regional Economic Development Corporation strategies, and other existing local plans or initiatives. Identify any decarbonization strategies and benefits incorporated into the project.

## **11. Anticipated Revitalization Benefits**

Describe benefits associated with the project in the short, middle and long terms. Identify co-benefits of the overall project including the economic, environmental, health, and social benefits, as applicable, of undertaking the project.

## **12. Public Support**

Describe the level of public support for the project; refer to any specific outreach over and above that documented for the DRI Strategic Investment Plan.

## **13. Jobs Created**

Provide the number of full-time or full-time equivalent jobs created by this project, if applicable. Do not include construction jobs required to build the project.

## **14. Project Budget and Funding Source**

Include a firm and detailed cost estimate for the project. Provide a breakdown of sources and uses of funding for the project. It should be clear what aspects of the project will be paid for with DRI funds. Sources of funding other than the DRI may include private equity or financing, tax credits, or other public funding or financing; and bond documents, memorandum of understanding, or contracts or other instruments. The status of other funding must be documented in the narrative and/or budget table (e.g., funding committed, application pending, etc.). The project sponsor should be able to provide documentation of the status of other funding sources.

While the budget narrative may describe past investments made in the project, all items presented in the budget should be for planned/future activities and not for activities previously undertaken.

## **15. Feasibility and Cost Justification**

Provide a summary explaining how the cost estimate was developed. Demonstrate the feasibility of the project and characterize the potential impact of the project on the overall economic health of the downtown area and surrounding region. As appropriate, justify numbers based on project cost estimation, pro forma, targeted economic assessments, market studies, and/or other analyses. For example, profiles should incorporate findings from the market analysis that is done as part of the downtown profile to support the need for housing or a certain class of housing, as well as retail or office development. Submit copies of cited materials.





## **16. Regulatory Requirements**

Identify review, approvals, and permits related to the project (local, state, federal), as applicable.

## **17. Images of Existing and proposed Conditions**

Provide appropriate illustrations of the site and/or project, including existing and proposed conditions, site plans and project illustrations, renderings or appropriate design imagery that provide a visual representation of the project when it is complete.

## **18. Timeframe for Implementation and Project Readiness**

Include a general timeframe and phasing for implementation with milestones and deliverables, with immediate next steps expressed in number of months.