CAPACITY BUILDING WEBINAR: INTRODUCTION & COMMUNITY INVENTORY

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KEVIN DWARKA, LAND USE & ECONOMIC CONSULTANT

JULY 28, 2022
For more information on New York Forward, visit: NY Forward at https://www.ny.gov/programs/ny-forward

For more information on the Downtown Revitalization Initiative, visit: Downtown Revitalization Initiative at https://www.ny.gov/programs/downtown-revitalization-initiative
Thursday, July 27: Introduction & Community Inventory
Thursday, August 11: Visioning, Goal Setting, & Outreach
Thursday, August 18: Community Needs Assessment
Tuesday, August 23: Placemaking Strategies and Early Project Identification
Thursday, August 25: Project Development
Thursday, September 8: Implementation of a Revitalization Plan
WEBINAR PRESENTERS

JESSICA A. BACHER, LAND USE LAW CENTER AT PACE LAW

KEVIN DWARKA, LAND USE & ECONOMIC CONSULTANT
AGENDA: CAPACITY BUILDING WEBINAR INTRODUCTION & COMMUNITY INVENTORY

The introductory webinar will present the fundamentals of community revitalization and provide participants with tools for evaluating their readiness for undertaking transformative changes in the public realm, built environment, economic base, and residential sphere.

• Document & Data Inventory
• Capacity Building Webinars
  • Webinar Schedule
  • Webinar Descriptions
• Q & A
What is Included in the Inventory?

A compilation and summation of all the relevant documents and date points related to the following seven topics:

• Demographic Trends
• Community Input
• Land Use Patterns
• Transportation Conditions
• Environmental Conditions
• Housing Conditions
• Economic and Fiscal Position
Why Should Localities Inventory Documents and Data?

1) Establish understanding of baseline conditions
2) Identify development opportunities and constraints
3) Determine community needs and service gaps
4) Organize existing condition information
5) Distribute information to all stakeholders including residents
6) Assess readiness for undertaking a revitalization strategy
7) Define a scope of action
DEMOGRAPHIC TRENDS

Types of Demographic Information
- Population Shifts
- Racial Composition, Age, & Sex
- Income Levels
- Education Levels

Potential Sources
- Comprehensive Plan Existing Conditions Chapter
- Consolidated Plan
- Policy Map

Example of Population Change Map from Policy Map
COMMUNITY INPUT

Potential Sources

✓ Records of Engagement from Outreach Events
✓ Community Surveys
✓ Non-Profit & Advocacy Organizations
✓ Minutes from Board & Committee Meetings
✓ Direct communications from residents; Op-ed essays published in local newspapers

Example of Community Outreach Event Held in Albany
LAND USE: EXISTING LAND USES

- Unincorporated Mamaroneck is predominantly residential and low-density in character. Higher density residential housing and commercial land uses are found alongside the rail alignment and West Boston Post Road.

- Unlike the Villages of Larchmont and Mamaroneck, Unincorporated Mamaroneck lacks a defined mixed-use center or pedestrian friendly “Main Street” where residents live, shop, and gather for culture activities.

Scale
✓ Municipal Wide
✓ Downtown

Sources:
✓ Local Planning or Building Department
✓ County GIS Department
LAND USE: ZONING

Example of Zoning Map from City of Kingston

Considerations:
• Year of Map
• Accuracy of Map (Amendments, Overlays, New Kinds of Zoning)
• Disjunctures Between Zoning and Existing Land Use Map
LAND USE: VACANT PROPERTIES

Example of Vacant Property Map Based on Newburgh’s Vacant Property Registry

Work with Building & Finance Departments to Establish the Best Possible Record of Vacant, Distressed, and Foreclosed Buildings.
LAND USE: DEVELOPMENT POLICIES

Build

4a. Adopt zoning changes, design regulations, and physical improvements that help transform the Central Business District into a walkable mixed-use neighborhood supporting a wide range of retail experiences, an attractive commercial environment, ample space for community activities, and strong connections to the riverfront and surrounding neighborhoods.

4b. Enhance the public realm to be multifunctional, to accommodate a range of users of varied ages, abilities, and cultures, and to respond to daily, weekly, and seasonal use patterns.

4c. Preserve and enhance the Village’s residential neighborhoods to maintain their stability, value and character.

4d. Diversify housing opportunities to increase housing availability and affordability and to generate new customers for the Village’s businesses.

4e. Adequately protect historic and cultural resources to preserve Ardsley’s unique character, heritage, and identity and to benefit future generations.

4f. Improve the northern Route 9A shopping centers and encourage new development along their frontage.

Types of Land Use Policies

✓ Zoning Changes
✓ Public Realm Improvements
✓ Neighborhood Quality of Life
✓ Housing Supply
✓ Historic Preservation
✓ Commercial Development Goals

Potential Sources

✓ Comprehensive Plan Land Use Sections
✓ Neighborhood Plans
✓ County Development Plans
✓ Advocacy Organizations

Example of Land Use Policies from Ardsley Comprehensive Plan
LAND USE: AREA PLANS

Types of Area Plans

- Downtown Plans
- Neighborhood Plans
- Local Waterfront Revitalization Plans
- Sub-section of Comprehensive Plans
- Major Development Project Master Plans.

Even if an area plan is very outdated, still include it in your inventory AND have it digitized.
TRANSPORTATION: ACCESS NETWORK

Regional Access
✓ General geographic location
✓ Proximity to job centers
✓ Transportation Access via Highways, Regional Road Networks

Internal Access
✓ Local road network and circulation patterns
✓ Parking capacity
✓ Pedestrian and Bike Network

Example of Transportation Network Map from Westchester County GeoHub
TRANSPORTATION: DATA

<table>
<thead>
<tr>
<th>Types of Data to Include:</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Traffic volume data</td>
</tr>
<tr>
<td>✓ Traffic accident data</td>
</tr>
<tr>
<td>✓ Commuting patterns</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sources:</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ New York State DOT Traffic Viewer</td>
</tr>
<tr>
<td>✓ Local traffic studies</td>
</tr>
<tr>
<td>✓ Police department</td>
</tr>
<tr>
<td>✓ Environmental Impact Statements</td>
</tr>
<tr>
<td>✓ US Census (including LEHD data)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Flow of Workers and Residents (2019)</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed in Unincorporated Mamaroneck</td>
<td>1,992</td>
<td>100.0%</td>
</tr>
<tr>
<td>Employed in Unincorporated Mamaroneck But Living Elsewhere</td>
<td>1,869</td>
<td>93.8%</td>
</tr>
<tr>
<td>Employed and Living in Unincorporated Mamaroneck</td>
<td>123</td>
<td>6.2%</td>
</tr>
<tr>
<td>Living in Unincorporated Mamaroneck</td>
<td>4,303</td>
<td>100.0%</td>
</tr>
<tr>
<td>Living in Unincorporated Mamaroneck but Working Elsewhere</td>
<td>4,180</td>
<td>97.1%</td>
</tr>
<tr>
<td>Living and Employed in Unincorporated Mamaroneck</td>
<td>123</td>
<td>2.9%</td>
</tr>
</tbody>
</table>

Example of Commuting Data from US Census “On the Map” LEHD Data Portal
TRANSPORTATION: CAPITAL IMPROVEMENT PLANS

Example of Complete Streets Conceptual Plan from Rochester Loop East Transformation Project

Types of Plans to Include:

- Road and bridge maintenance and expansion projects
- Pedestrian and bike improvements including traffic calming studies and complete streets plans.
- Parking garage plans
ENVIRONMENT: ASSETS

Examples of Assets to Map and Inventory

- Critical environmental areas including wetlands, steep slopes, open spaces, native habitat areas
- Watersheds
- Flood zones
- Topographical patterns
- Water and Sewer infrastructure

Example of Environmental Asset Mapping from Suffolk County GIS Viewer
State and federal data sources on air and water quality are helpful to include in the inventory BUT first research for any compilation reports from advocacy organizations or academic institutions that may have already tabulated and mapped certain data sources.
ENVIRONMENT: POLICIES

Sources:
✓ Comprehensive Plan
✓ Local Resiliency and Sustainability Plan
✓ Local Waterfront Revitalization Plan
✓ Environmental Committee Reports
✓ Cleaner Greener Community Documents
✓ Advocacy Organization Reports

Saw Mill River Revitalization Plan

Resilience, Sustainability & Quality of Life:
2015 Community Charrette
Town of Mamaroneck

Mamaroneck Resiliency & Sustainability Document
Example of Housing Needs Report from Village of Ossining

**Data Sets:**
- Housing Inventory (Density/Unit Size/Bedrooms)
- Homeownership vs Renter Status
- Housing Values and Costs (including burdens)
- Housing Conditions (vacancy, code violations)
- Housing Pipeline (new units, alterations, and expansions)
- Market Trends (sale values, listings inventories, asking price trends, transactions)
- Demographic shifts

**Sources:**
- Local Housing Needs Assessments
- Building Department Records
- County Housing Studies
- Policy Map
- Brokerage Reports
## HOUSING: POLICY FRAMEWORK

### Inclusionary Zoning Requirements for Multi-family Buildings in Yonkers

<table>
<thead>
<tr>
<th>Number of Units that Must be Affordable</th>
<th>Large Multi-family (100 or more units)</th>
<th>Medium Multi-family (75-99 units)</th>
<th>Small Multi-family (21-74 units)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10% of the total units authorized for construction</td>
<td>At least two units</td>
<td>At least one unit</td>
<td></td>
</tr>
</tbody>
</table>

### Income Eligibility Requirement

- Forty percent of the units shall be provided to households earning between 40% and 65% of AMI.
- Twenty percent of the units shall be provided to households earning between 66% and 80% of AMI.
- Forty percent of the units shall be provided to households earning between 81% and 100% of AMI.

- Fifty percent of the units shall be provided to households earning between 40% and 65% of AMI.
- Fifty percent of the units shall be provided to households earning between 66% and 100% of AMI.

If one unit:
- Unit shall be provided to households earning between 40% and 65% of AMI

If more than one unit:
- Fifty percent of the units shall be provided to households earning between 40% and 65% of AMI.
- Fifty percent of the units shall be provided to households earning between 66% and 100% of AMI.

### Summation of Yonkers Inclusionary Housing Policies in 2018

- Housing element of comprehensive plan
- Zoning regulations for housing
- Inclusionary zoning policies
- Local, County, State, and Federal fair housing policies
- Court decisions and settlements
**ECONOMIC: SECTORAL TRENDS**

Example of Sectoral Trends from US Census “On the Map” LEHD data portal

<table>
<thead>
<tr>
<th>Sectors Employing Peekskill Residents</th>
<th>2007</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sector</td>
<td>#</td>
<td>%</td>
</tr>
<tr>
<td>Health Care and Social Assistance</td>
<td>1,813</td>
<td>17%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>1,118</td>
<td>11%</td>
</tr>
<tr>
<td>Educational Services</td>
<td>1,098</td>
<td>10%</td>
</tr>
<tr>
<td>Accommodation and Food Services</td>
<td>656</td>
<td>6%</td>
</tr>
<tr>
<td>Other Services (excluding Public Administration)</td>
<td>670</td>
<td>6%</td>
</tr>
<tr>
<td>Professional, Scientific, and Technical Services</td>
<td>732</td>
<td>7%</td>
</tr>
<tr>
<td>Administration &amp; Support, Waste Management and Remediation</td>
<td>546</td>
<td>5%</td>
</tr>
<tr>
<td>Public Administration</td>
<td>560</td>
<td>5%</td>
</tr>
<tr>
<td>Construction</td>
<td>519</td>
<td>5%</td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td>613</td>
<td>6%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>419</td>
<td>4%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>425</td>
<td>4%</td>
</tr>
<tr>
<td>Transportation and Warehousing</td>
<td>297</td>
<td>3%</td>
</tr>
<tr>
<td>Information</td>
<td>388</td>
<td>4%</td>
</tr>
<tr>
<td>Arts, Entertainment, and Recreation</td>
<td>231</td>
<td>2%</td>
</tr>
<tr>
<td>Real Estate and Rental and Leasing</td>
<td>257</td>
<td>2%</td>
</tr>
<tr>
<td>Management of Companies and Enterprises</td>
<td>195</td>
<td>2%</td>
</tr>
<tr>
<td>Utilities</td>
<td>83</td>
<td>1%</td>
</tr>
<tr>
<td>Agriculture, Forestry, Fishing and Hunting</td>
<td>7</td>
<td>0%</td>
</tr>
<tr>
<td>Mining, Quarrying, and Oil and Gas Extraction</td>
<td>1</td>
<td>0%</td>
</tr>
</tbody>
</table>

Source: United States Census Longitudinal Employer-Household Dynamics
ECONOMIC: MARKET DATA

Market Analysis

ASKING RENT AND AVAILABILITY RATE

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Average Asking Rent (per SF)</th>
<th>Availability (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1Q2018</td>
<td>$25.00</td>
<td>18.0%</td>
</tr>
<tr>
<td>1Q2019</td>
<td>$26.00</td>
<td>22.0%</td>
</tr>
<tr>
<td>1Q2020</td>
<td>$28.00</td>
<td>22.0%</td>
</tr>
<tr>
<td>1Q2021</td>
<td>$28.00</td>
<td>22.0%</td>
</tr>
<tr>
<td>1Q2022</td>
<td>$30.00</td>
<td>26.0%</td>
</tr>
</tbody>
</table>

Example of Real Estate Market Data from Newmark Real Estate Advisory

Sources

- Local Economic Development Strategy Documents
- County Economic Development Strategies
- Real Estate Development proposals
- Business Organization Reports (ED Advocacy Organizations, Chambers of Commerce, Merchant Groups)
- Date reports from real estate brokers and advisories
**ECONOMIC: PLANS, POLICIES, AND PROGRAMS**

TARRYTOWN ECONOMIC DEVELOPMENT STRATEGY
A Framework for Sustainable Development

**Sources**
- Economic development and land use section of comprehensive plan, local waterfront revitalization plan, and area plans.
- Local economic development strategy documents
- Memorandums from economic development committees
- County economic development policy frameworks

Example of Local Economic Development Strategy
ECONOMIC: FISCAL AND BUDGET TRENDS

Types of Documents to Review
- Annual Financial Statements
- Annual Budgets from locality and school districts
- Summary of Tax Policies and Incentive Programs
- Grant Reports
- Long-Term Capital Infrastructure Plan
- Fiscal Impact Studies for Proposed Projects

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</tr>
</thead>
<tbody>
<tr>
<td>Development Scenario I: Existing Zoning</td>
<td>152,276</td>
<td>257,873</td>
<td>76,138</td>
<td>486,287</td>
</tr>
<tr>
<td>Development Scenario II: 1 Acre Single-Family Homes</td>
<td>111,381</td>
<td>176,673</td>
<td>42,248</td>
<td>330,301</td>
</tr>
<tr>
<td>Development Scenario III: 2 Acre Single-Family Homes</td>
<td>158,691</td>
<td>257,873</td>
<td>79,346</td>
<td>495,911</td>
</tr>
<tr>
<td>Development Scenario IV: 4 Acre Single-Family Homes</td>
<td>152,276</td>
<td>190,345</td>
<td>76,138</td>
<td>418,758</td>
</tr>
<tr>
<td>Development Scenario V: .25 Acre Homes</td>
<td>26,465</td>
<td>36,890</td>
<td>11,227</td>
<td>74,582</td>
</tr>
<tr>
<td>Development Scenario VI: Age Restricted Multi-Family Homes</td>
<td>1,477,551</td>
<td>1,484,553</td>
<td>490,183</td>
<td>3,452,287</td>
</tr>
</tbody>
</table>

Example of Fiscal Impact Study for Proposed Housing Development in Old Westbury
Thursday, August 11: Visioning, Goal Setting, & Outreach
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AUGUST 11: VISIONING, GOAL SETTING & OUTREACH

This webinar will outline a step-by-step process for actively engaging local residents in participatory and interactive visioning exercises aimed at establishing long-term community goals.

Attendees will learn how to leverage existing community networks and maximize participation through in-person events, virtual meetings, and online surveys.
Many small communities lack a dedicated planner with the range of technical skills in quantitative and spatial analysis that are typically required for community needs assessments.

This webinar will guide participants through “short-cuts” in the technical assessment process and demonstrate easy-to-use online tools in statistical analysis, mapping, and real estate market research so that users can create a robust data driven profile of a community’s core assets and most salient challenges.
This webinar will show participants how to take the “data” from the visioning process and combine it with the findings from the community needs assessment to begin formulating a coherent placemaking strategy and generate development interest.

We will show communities how to harness their fullest economic potential and build momentum in spite of their small population sizes, geographic distance from major employment hubs, or absence of transportation connections.
The webinar will help participants understand how to transform their early placemaking concepts into a synergistic set of transformative projects.

Key issues addressed will be defining a project’s purpose and goals; relating the project goals to the community needs assessment; preparing conceptual designs; and developing a feasible project implementation plan.
SEPTEMBER 8: IMPLEMENTATION OF A REVITALIZATION PLAN

This webinar will focus on strategies for implementing a revitalization plan and avoiding project delays or cancellations.

Key topics included in this webinar will be organizing implementation partners; amending the comprehensive plan and zoning code; shepherding a project through approval processes; and leveraging project successes for further revitalization initiatives.
PLEASE SUBMIT QUESTIONS USING THE CHAT FUNCTION
CAPACITY BUILDING UPCOMING WEBINARS

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