



**Downtown
Revitalization
Initiative**

NY Forward

**TRANSFORMING DOWNTOWNS
WITH STRONG
REVITALIZATION PROJECTS**

SEPTEMBER 2023



Downtown Revitalization Initiative

NY Forward

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AGENDA

This webinar will discuss DRI and NYF project types, identify the common attributes of transformational projects, and provide examples of transformational DRI projects throughout the state.

Webinar Parts

- PART 1:** What are the DRI and NYF Programs? (Susan)
- PART 2:** Types of DRI/NYF Projects (Kylie)
- PART 3:** Project Examples (Susan)
- PART 4:** Community's Project Portfolio (Kylie)

PART 1:

WHAT ARE THE DOWNTOWN REVITALIZATION INITIATIVE + NY FORWARD PROGRAMS?

WHAT ARE DRI & NYF?

- DRI and NYF strive to create active downtowns with a strong sense of place and a robust mix of uses that support a diverse population of residents, workers and visitors.
 - **DRI communities:**
 - Typically represent larger geographical areas
 - Have a regional draw and are major employment centers
 - Consist of dense urban development with different transportation options
 - **NYF communities:**
 - Generally smaller communities or neighborhoods with a concentrated node or corridor of activity.
 - Usually have less dense development but are still compact, walkable, and have a distinct sense of place.

GOALS OF THE PROGRAMS



Create an active downtown with a strong sense of place



Attract new and diverse businesses and job opportunities for various skills and salaries



Enhance public spaces and cultural events for residents and visitors



Build a diverse population supported by diverse housing and employment opportunities



Grow the local property tax base



Provide amenities that support and enhance downtown living and quality of life



Reduce greenhouse gas emissions and support resilient investments

PLANNING PROCESS



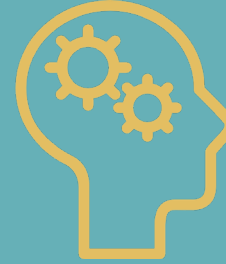
Vision + Goals

Refine the community's future vision, establish priorities and gather input



Opportunities + Challenges

Understand the community's unique characteristics and key opportunities



Project Identification + Evaluation

Identify, review and evaluate potential projects



Project Recommendations

Recommend projects that align with the public's goals

PART 2:

TYPES OF DRI/NYF PROJECTS

TYPES OF ELIGIBLE PROJECTS

- New Development and Rehabilitation of Existing Buildings
- Public Improvement Projects
- Small Project Fund
- Branding and Marketing

WHAT MAKES A PROJECT IDEA INTO A VIABLE PROJECT?

What's a project idea?

Project ideas are wishes of improvements, but there are major questions or challenges regarding these ideas that have not been resolved.

Examples:

- A splash pad at a park for which there is no water source or municipal ability to afford and maintain this improvement
- A community arts space for which there is no permanent location, no funding, no operating plan, or project sponsor with appropriate expertise.
- A mixed-use building on a vacant lot for which there is no identified developer.

WHAT MAKES A PROJECT IDEA INTO A VIABLE PROJECT?

How do project ideas become viable projects?

- The project proposer has the legal authority and capacity to implement a project
- Sufficient financing
- Clear project scope and plans and a detailed budget

WHAT MAKES A STRONG DRI/NYF PROJECT

1. Has been going through a planning and development process
2. Goes beyond the common public improvement projects and deferred maintenance (e.g., streetscape, park enhancements)
3. Involves community input
4. Addresses multiple challenges or opportunities
 - a. a streetscape that also helps with stormwater management
 - b. building renovation with incubator space for new businesses
 - c. repurposing alleyways into beautiful public spaces

WHAT MAKES A STRONG DRI/NYF PROJECT

5. Recognizes the historic context of the downtown or project location
6. Involves synergies between different programs and stakeholders
7. Creates a sense of place that is unique to each community
8. Clearly adds activity and foot traffic to downtown
 - a. New housing units
 - b. New commercial businesses
 - c. New tourist opportunities
 - d. New entertainment, leisure, arts, and culture activities

PART 3:

PROJECT EXAMPLES

NEW DEVELOPMENT AND REHABILITATION OF EXISTING BUILDINGS

Rail Trail Commons Middletown (Round 1)



Litatro Oswego (Round 1)



Capitol Theatre
Rome (Round 3)



After



Before

Former Cohn Building Schenectady (Round 4)



Before

After

211 Main Street North Tonawanda (Round 5)

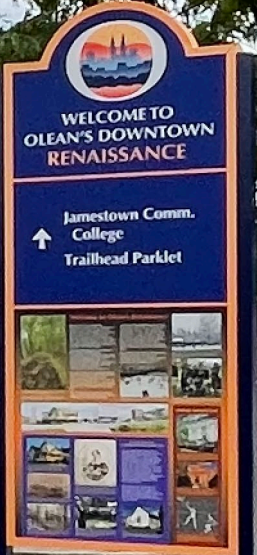


PUBLIC IMPROVEMENTS

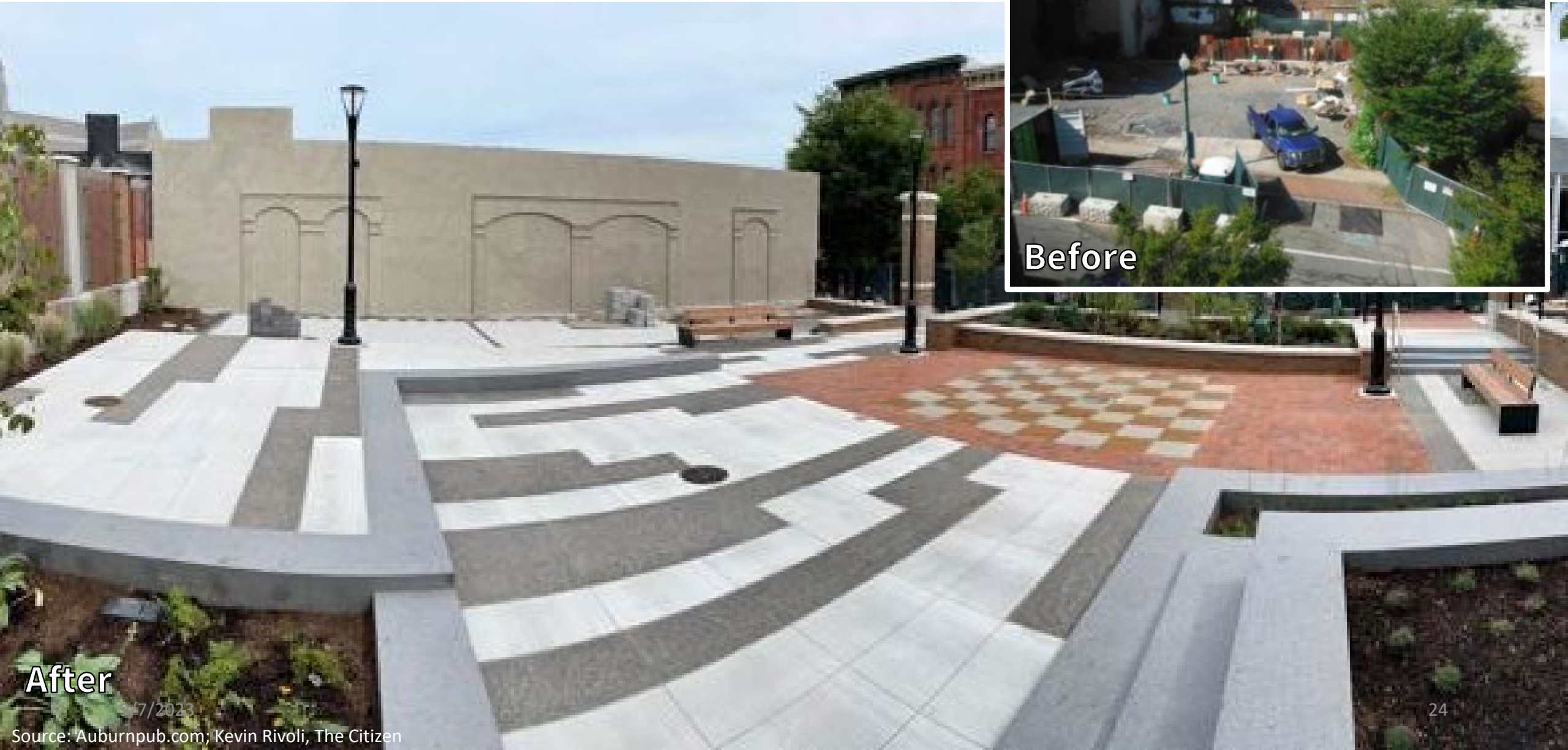
The LINC New Rochelle (Round 3)



North Union Street Streetscape Improvements Olean (Round 2)



State Street Plaza Auburn (Round 3)



After

Post & Union Intersection Westbury (Round 1)



After



Before



SMALL PROJECT FUND

19 Exchange Street Glens Falls (Round 1)



After



Before

Photo credit: The Chronicle

BRANDING & MARKETING

Branding & Marketing Plattsburgh (Round 1)

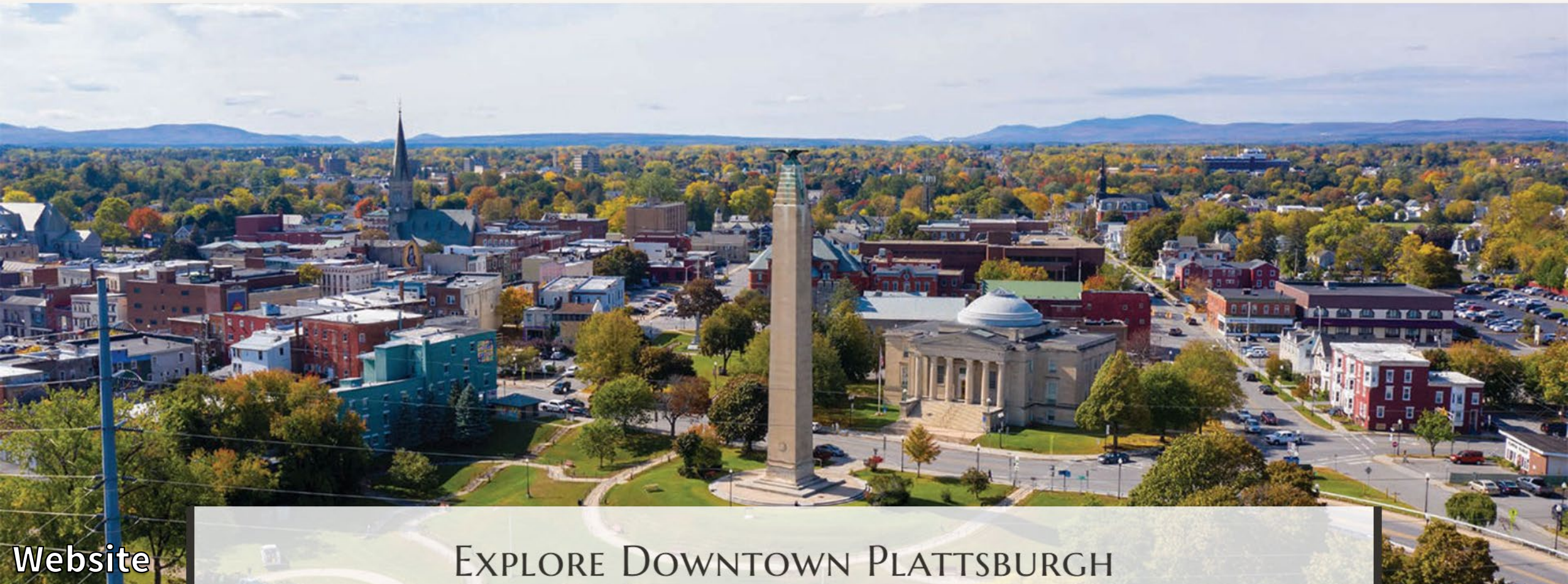
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Website

EXPLORE DOWNTOWN PLATTSBURGH

Wayfinding Signage Plattsburgh (Round 1)



PART 4:

COMMUNITY'S PROJECT PORTFOLIO

ATTRIBUTES OF A STRONG PROJECT PORTFOLIO

- Includes a diversity of project sponsors, including private, public, and not-for-profit
- Benefits both the residents and potential visitors
- Creates synergy with projects that compliment one another
- Appeals to a range of ages and abilities
- Enhances the economic diversity of the community, creating activity throughout the year
- Creates a distinctive and cohesive downtown aesthetic
- Reflects the varied interests of community residents
- Contributes to environmental sustainability and resiliency

OSWEGO – DRI ROUND 1

Public Improvements

- Transform the Aging Midtown Plaza
- Create a Pocket Park on Market Street
- Perform a Complete Streets Streetscape Makeover on West Bridge Street
- Improve the River Walk

New Construction and Rehabilitation

- Create a Multi-Building Mixed-Use Development on West First Street
- Provide Housing Options in New Harbor View Square Mixed-Use Development
- Create and Indoor Water Park as a New Downtown Destination
- Restore the Historic Buckhout-Jones Building
- Transform the Historic Cahill Building into Upscale Housing Along the River
- Renovate the Children’s Museum of Oswego
- Add Housing to a Renovated Gateway Building

Small Project Fund

- Support Local Business Growth, Building Renovation, and Outdoor Programming



WATKINS GLEN – DRI ROUND 2

Public Improvements

- Implement Year-Round Recreation Improvements at Clute Park
- Install New Lighting on Franklin Street
- Improve East 4th Street for Pedestrians and Cyclists + Improve Connection between Downtown and Clute Park
- Update the Zoning Code to Address Short Term Rentals, Design Guidelines, Historic District, and Other Revisions
- Upgrade Lafayette Park with New Equipment, Lighting, and Landscaping
- Install Gateway and Wayfinding Signage

New Construction and Rehabilitation of Existing Buildings

- Redevelop Captain Bill's Port of Seneca Lake to Improve Site Plan and Enhance Views
- Renovate the Former VFW Building into a Full-Service Spa and Fitness Center
- Transform Multiple Buildings and Sites in the DRI Area
- Develop a New Mixed-Income Housing and Childcare Center

Small Project Fund

- Create Downtown Revitalization Fund



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HAVERSTRAW – DRI ROUND 5

Public Improvements

- Extend the Public Trail and Stabilize the Shoreline at the Chair Factory Site
- Enhance the Village's Outdoor Recreation Area
- Improve Connectivity with the Construction of a Multimodal Ferry Station
- Enhance Main Street through the Installation of Four Murals
- Install a Harriet Tubman Statue at the Haverstraw African American Memorial Park

New Construction and Rehabilitation of Existing Buildings

- Revitalize 49 West Broad Street with New Mixed-Use Development
- Establish Brewpub in Historic Stone Building
- Restore and Expand the Haverstraw Brick Museum

Small Project Fund

- Establish a Downtown Façade Restoration Fund

Branding and Marketing

- Establish and Implement a Branding, Marketing, and Wayfinding Initiative



FOR MORE INFORMATION VISIT:

[WWW.NY.GOV/PROGRAMS/NY-FORWARD](https://www.ny.gov/programs/ny-forward)

[WWW.NY.GOV/PROGRAMS/DOWNTOWN-REVITALIZATION-INITIATIVE](https://www.ny.gov/programs/downtown-revitalization-initiative)

CHECK OUT DRI CASE STUDIES:

[HTTPS://WWW.NY.GOV/DOWNTOWN-REVITALIZATION-INITIATIVE/DRI-FOCUS-CASE-STUDIES-SUCCESSFUL-DRI-COMMUNITIES-PROJECTS#BROWNFIELD_REDEVELOPMENT](https://www.ny.gov/downtown-revitalization-initiative/dri-focus-case-studies-successful-dri-communities-projects#BROWNFIELD_REDEVELOPMENT)

OTHER WEBINARS:

[HTTPS://WWW.NY.GOV/NY-FORWARD/CAPACITY-BUILDING-WEBINARS](https://www.ny.gov/ny-forward/capacity-building-webinars)