



Source: Downtown Brooklyn Partnership

# NEW YORK STATE DOWNTOWN REVITALIZATION INITIATIVE

## DOWNTOWN BROOKLYN

LOCAL PLANNING COMMITTEE KICKOFF

11.08.18





# Agenda

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1. Welcome
2. Introductions
3. Downtown Revitalization Initiative
  - Overview
  - Roles & Responsibilities
  - Project Selection Process
  - Work Plan
4. Study Area Context & Draft Vision Statement
5. Stakeholder Engagement Strategy
6. Preliminary Project List & Discussion
7. Next Steps
8. Public Comments

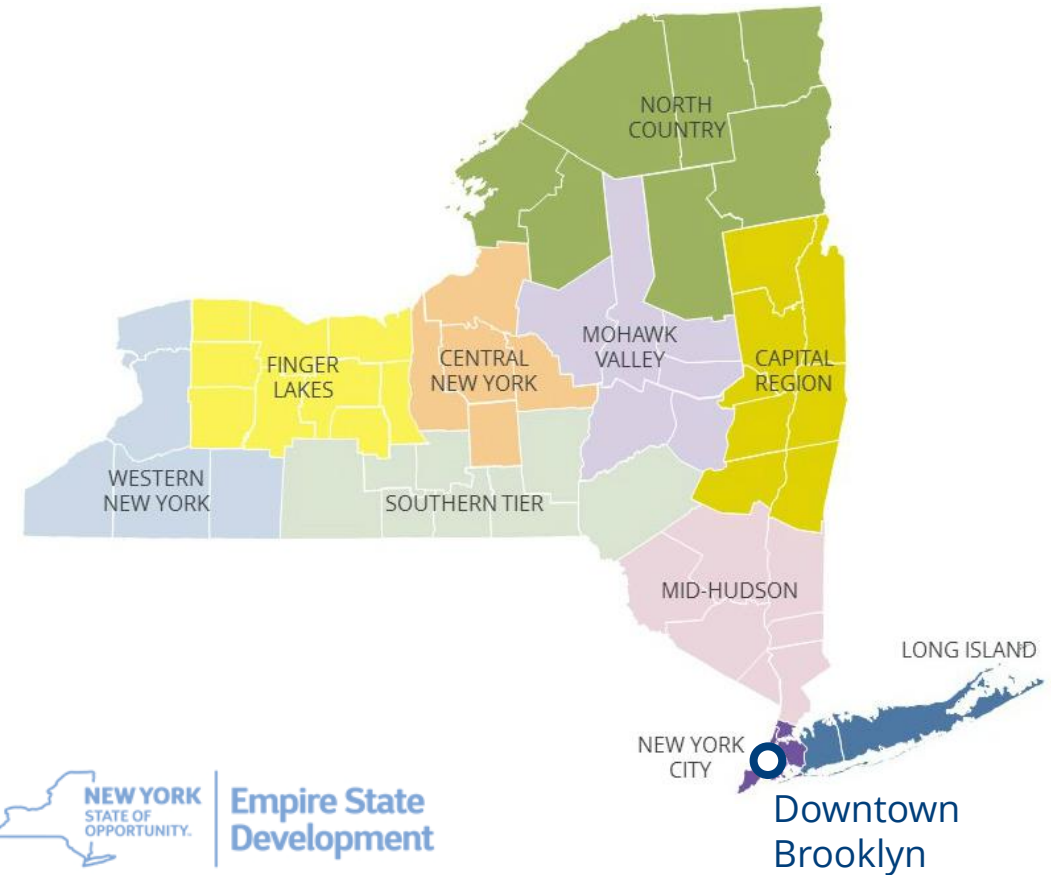


## Downtown Revitalization Initiative

New York State's **Downtown Revitalization Initiative (DRI)** seeks to “transform communities ripe for development into **vibrant neighborhoods where the next generation of New Yorkers will want to live, work, and raise a family.**”

### Selection Criteria

- Physical features that promote a livable, mixed-use downtown.
- Recent or impending job growth.
- Ability to leverage additional public and private investment.
- Commitment from local leaders.



## Leveraging Past Planning and Visioning

DRI allocates **\$10 million** to support the implementation of **catalytic capital-eligible investment projects** in Downtown Brooklyn and the development of a longer-term strategy that will attract additional public and private investment.



Project Leadership



Roles and Responsibilities

Local Planning Committee (LPC)	New York State Team	Planning Team
<p><b>Establish the vision</b> for downtown revitalization</p> <p><b>Brainstorm ideas</b>, provide direction to consultants at meetings</p> <p><b>Support public engagement</b></p> <p><b>Identify and prioritize projects</b> for the plan</p> <p>Review draft <b>DRI documents</b></p> <p>Develop and submit the <b>DRI Strategic Investment Plan</b></p>	<p><b>Support LPC</b> through planning process</p> <p>Ensure Planning Team and LPC meetings <b>accomplish critical tasks</b></p> <p>Ensure program documents <b>meet State and local goals</b></p> <p><b>Facilitate assistance</b> from other State agencies</p>	<p><b>Plan and staff LPC meetings</b></p> <p><b>Plan and lead public outreach</b> events</p> <p><b>Research and study</b> issues</p> <p><b>Prepare program documents</b> with input from LPC and NYS Team</p> <p><b>Help identify projects</b></p> <p><b>Prepare project profiles</b> and analyses that <b>demonstrate feasibility and impact</b> of projects</p>



**HR&A and WXY specialize in planning, analysis, and engagement that help advance locally supported revitalization concepts to implementation.**



## Code of Conduct | Overview

- Members of the DRI Local Planning Committee must always serve and act in the public interest, regardless of their affiliation with, or relationship to, any business, municipality, not-for-profit, agency, program, entity, or interest group.
- Code of Conduct addresses potential conflicts of interest of between Local Planning Committee members and their interests that do not serve the public.
- All Members must read and sign the Code of Conduct.
- Members should use the Code of Conduct to guide service and actions while on the Local Planning Committee
- Remember **DAD**:
  - ✓ **D**isclose conflicts of interest
  - ✓ **A**ct in the public interest
  - ✓ **D**isqualify if necessary



### Code of Conduct for Members of New York State Downtown Revitalization Initiative Local Planning Committees

#### INTRODUCTION

Thank you for having agreed to be a member of a Downtown Revitalization Initiative (DRI) Local Planning Committee (Committee). As a Committee member, you will develop and recommend projects, programs, and policies that your community may embrace to revitalize its downtown. If accepted, these recommendations could influence millions of dollars of public and private investment.

Governor Andrew M. Cuomo is committed to ensuring that all people involved in state programs are dedicated to the public interest. As a Committee member, you must always serve and act in the public interest. To help guide your service and actions, remember DAD. DAD stands for: Disclose conflicts of interest; Act in the public interest; and Disqualify if necessary. If you keep DAD in mind, you should not have any issues. But if you do have issues or questions, ask the General Counsel of the Department of State, who is the Program Ethics Officer.

The Downtown Revitalization Initiative Local Planning Committee Code of Conduct follows. Please sign and return it to your Program contact before entering upon your duties as a Committee member.

#### CODE OF CONDUCT

This Downtown Revitalization Initiative Local Planning Committee Code of Conduct does not supersede or replace any other applicable laws, regulations, standards, or requirements.

#### SECTION 1. DEFINITIONS

1. "DRI" means the Downtown Revitalization Initiative Program.
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5. "Interested Parties" means any person or entity that should be notified of a Committee Member's breach of this Code of Conduct for law enforcement or other regulatory purposes, or any person or entity that the Department of State deems appropriate to give notification of such breach.

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## Code of Conduct | Conflict of Interest

- A Member shall exercise his or her duties and responsibilities for the primary benefit of the public and in such a manner where any benefit to the Member, or a Family Member or Relative of the Member, is incidental only.
- For purposes of this Code of Conduct, a conflict of interest arises if such an exercise results in any benefit to the Member, or a Family Member or Relative of the Member, that is more than incidental.
- A conflict of interest may occur when the personal interests, financial or otherwise, of a member has the potential to interfere with, or appear to interfere with, the member's independent advice.



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# Code of Conduct | Disclosure & Recusal

## Disclosure

- Any potential conflict of interest must be disclosed prior to the meeting in which the matter will be discussed or as soon as the conflict is noted.
- Even an appearance of impropriety or an appearance of improper conduct should be avoided.
- If unsure of conflict, please request an opinion from NYS DOS Ethics Counsel.

## Recusal

- A member may not vote, or attempt to influence a discussion or vote, where potential conflict exists.
- Members may provide factual information in a public forum about a project from which they have recused.



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for Members of New York State Downtown Revitalization Initiative  
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## Code of Conduct | Documenting Conflicts

- Members must identify a potential conflict at the first meeting in which the matter giving rise to the conflict is discussed.
- A list of recusals together with the recusal form completed by each recused Member will be maintained for each project for the duration of the DRI planning process.
- The recusal list will be updated at each meeting.
- The LPC co-chairs will remind members of their obligation to recuse at each meeting of the committee.



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## Code of Conduct | Acting in the Interest of the Public

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**Unwarranted Privileges:** No Member should use or attempt to use his or her position as a Member to secure unwarranted privileges or exemption(s) for him or herself or others.

**Confidential Information:** No Member should disclose confidential information acquired by him or her in the course of his or her duties as a Member or by reason of his or her position as a Member or use such information to further his or her personal interest(s).

### Questions?

*Contact the NYS DOS Ethics Counsel:*

*Linda Baldwin, Esq.*

*(518) 473-3365*

*Linda.Baldwin@dos.ny.gov*

### What makes a successful DRI Plan?

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A clear **vision** for the downtown

**Goals and strategies** to accomplish the vision

A priority list of **catalytic projects** aligned with goals and strategies

An **action plan** with established project sponsors and a timeline

# Project Eligibility

## ELIGIBLE

### Public Improvements

Investments in infrastructure to support broadband access, water management, streetscape improvements, transportation, and open space.

### New Development and Rehabilitation of Existing Structures

Development or rehabilitation of real property, including pre-development and pre-construction activities.

### Revolving Loan and Grant Funds

Funding for activities like façade improvements, sidewalk improvements, public art and public realm, and physical improvements to commercial space.

### Public Amenities

Public arts/cultural offerings and facilities

## INELIGIBLE

### Planning

### Staff/operating costs

### Training expenses

### Program expenses



## DRI Rounds 1 and 2 Precedent Projects



## Project Selection and Evaluation Guidance

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Structure robust **stakeholder outreach** to source priority projects already in motion.

Emphasize **capital projects** such as public realm improvements and property development.

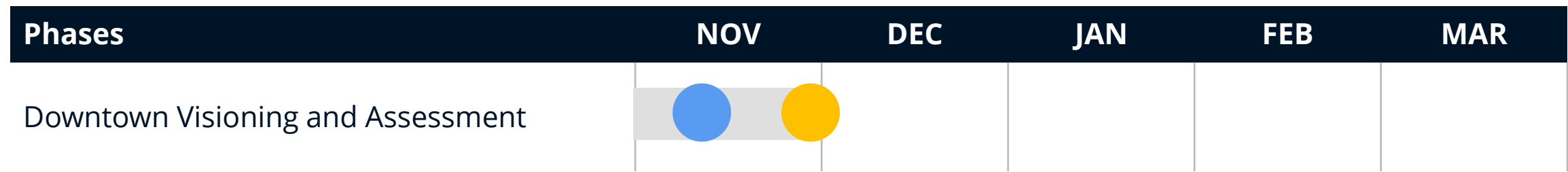
Favor projects that **leverage additional public and private funds**.

Focus early on the **capacity of project sponsors** to implement projects.

Consider **matching grant/revolving loan funds** to support capital projects.

- Local Planning Committee Meetings & Work Sessions
- Milestones

Draft Workplan & Timeline



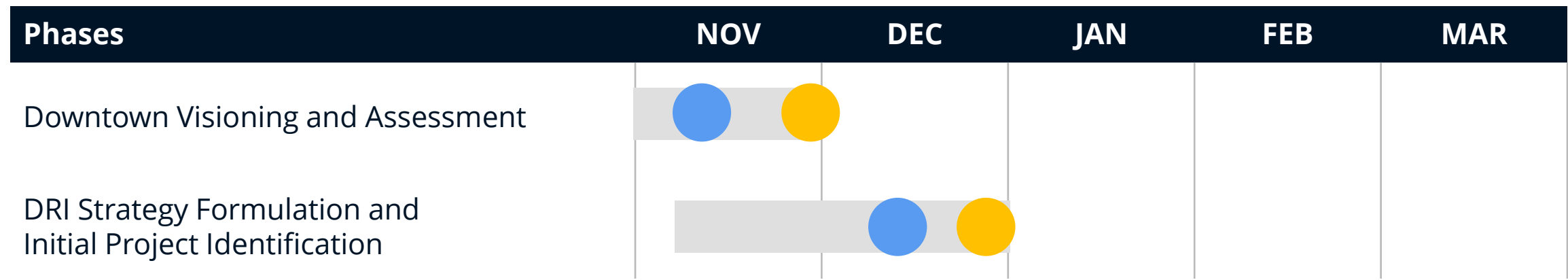
Meeting #1: Kickoff, Visioning, and Initial Discussion of Project Categories

- Milestones:
- DRI vision, goals, and strategies
  - Draft Downtown Profile



- Local Planning Committee Meetings & Work Sessions
- Milestones

Draft Workplan & Timeline

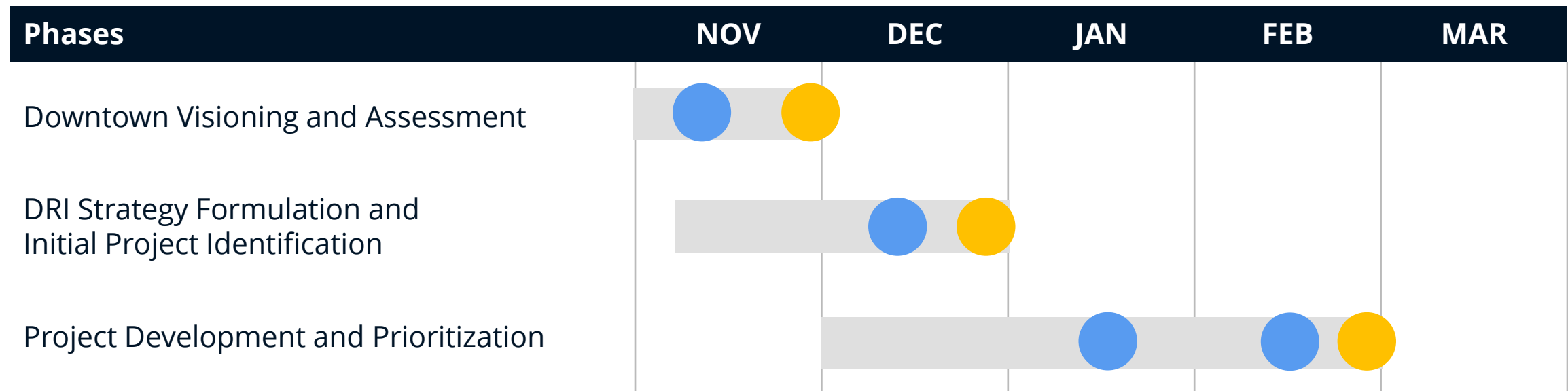


Meeting #2: Project Assessment and Initial Project Evaluation

- Milestones:
- Shortlist of potential priority projects

Draft Workplan & Timeline

- Local Planning Committee Meetings & Work Sessions
- Milestones



**Meeting #3:** Preliminary Project Profile Review and Refinement

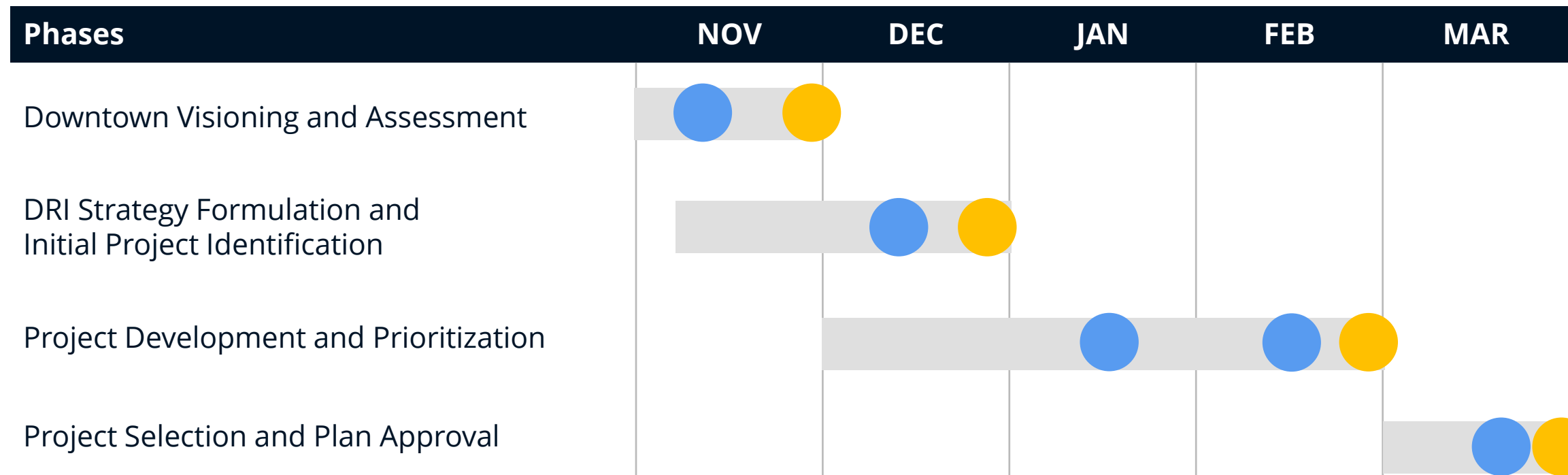
**Meeting #4:** Final Project Discussion and Recommendations

**Milestones:**

- Development of draft project profiles and evaluation criteria
- Development of final priority project profiles and implementation strategy

Draft Workplan & Timeline

- Local Planning Committee Meetings & Work Sessions
- Milestones



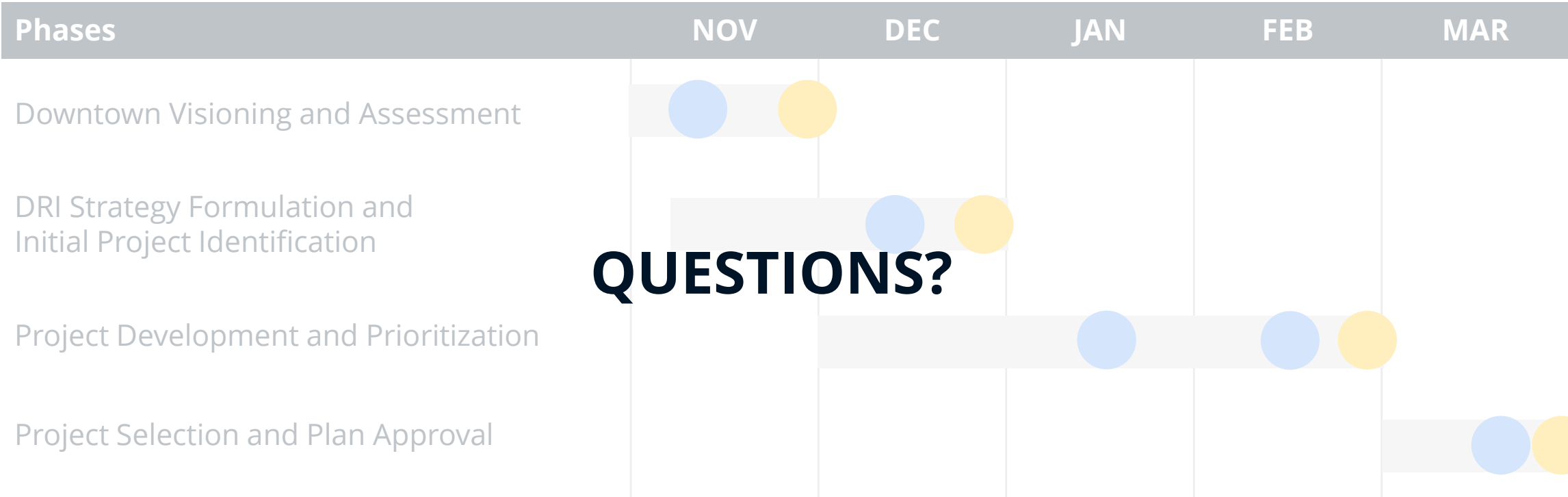
Meeting #5: Final DRI Plan Approval and Celebration

- Milestones:
- Approval of Strategic Investment Plan and priority projects



Draft Workplan & Timeline

- Local Planning Committee Meetings & Work Sessions
- Milestones



QUESTIONS?

**Meeting #5:** Final DRI Plan Approval and Celebration

**Milestones:**

- Approval of Strategic Investment Plan and priority projects

# Agenda

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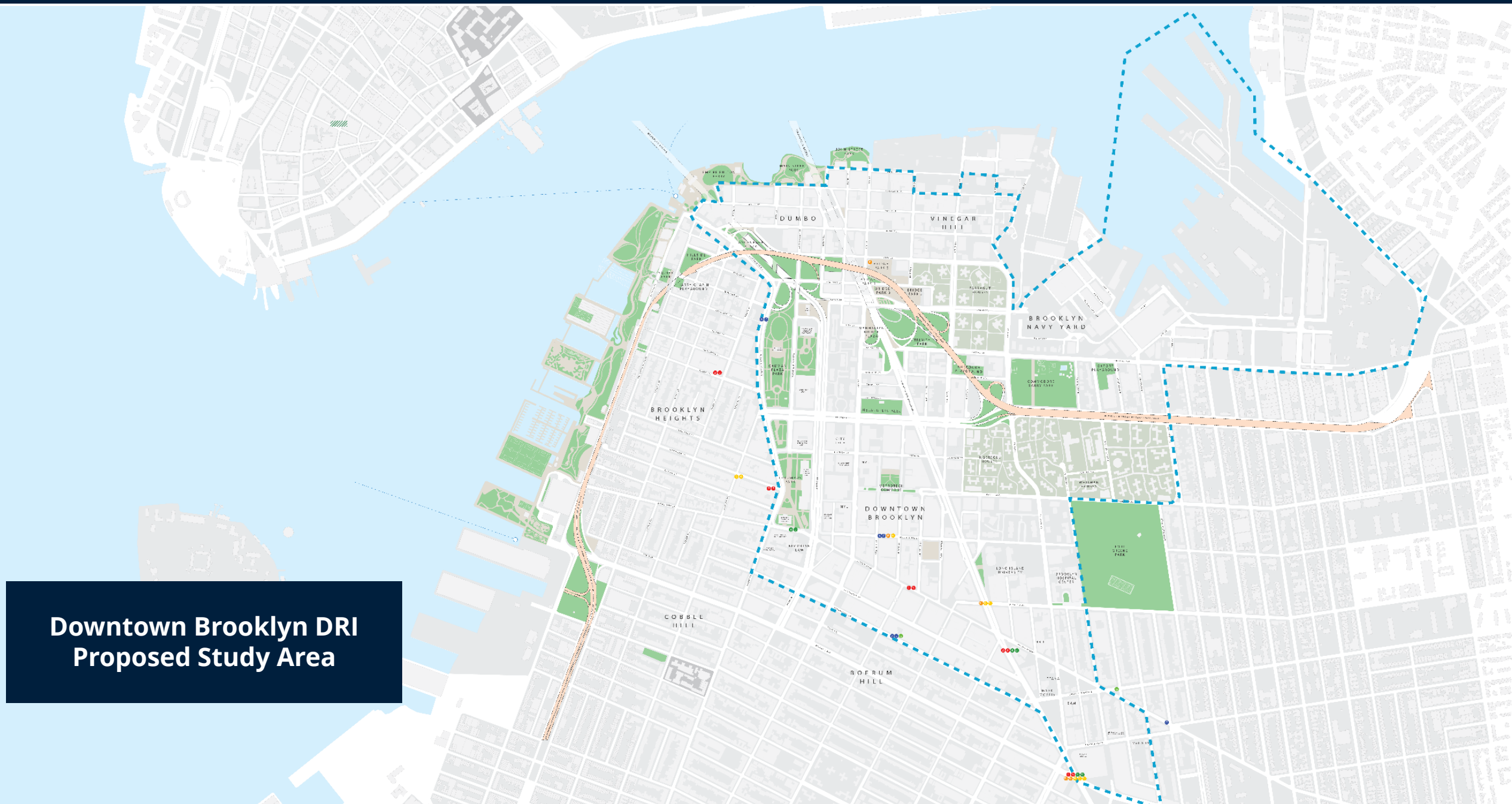
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Source: Downtown Brooklyn Partnership



# STUDY AREA CONTEXT



**Downtown Brooklyn DRI  
Proposed Study Area**

**Downtown Brooklyn is a true downtown: a residential, economic, and transportation hub for the region. It has undergone significant recent planning and investment.**

**Downtown Brooklyn Plan (2004)**



**DUMBO Neighborhood Rezoning (2009)**



**Brooklyn Tech Triangle (2013 & 2015)**



**Comprehensive Economic Development Strategy (2018)**



**Downtown Brooklyn Pedestrian Study (2007)**



**Brooklyn Strand (2016)**



**Brooklyn Navy Yard Master Plan (2018)**

## Key Statistics

**40,000+** residents

**82,000+** total jobs (**11%** of Brooklyn)

**13 subway lines, 15 bus routes, LIRR and NYC Ferry stations**

**17M SF** of occupied office space

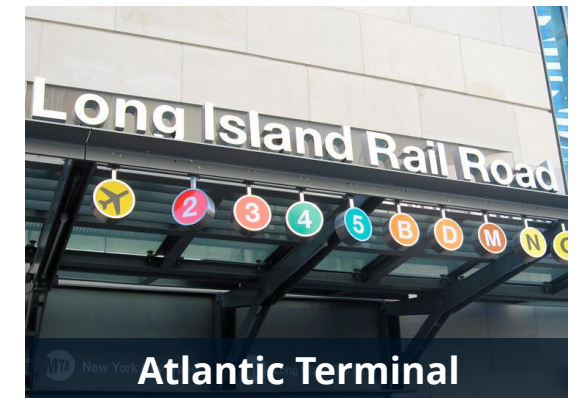
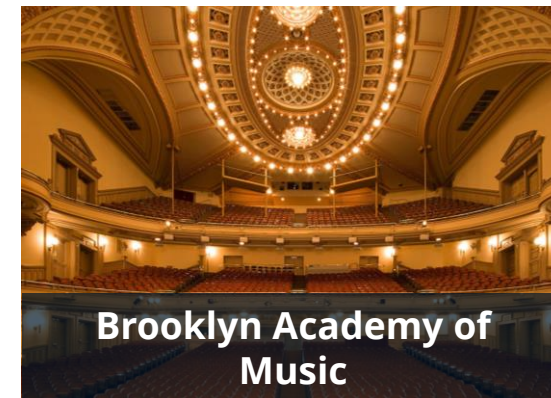
**1,350+ innovation firms** with \$5.3B of economic impact (2015)

**11 higher education institutions** and 45,000+ students

**100+ arts and cultural institutions**

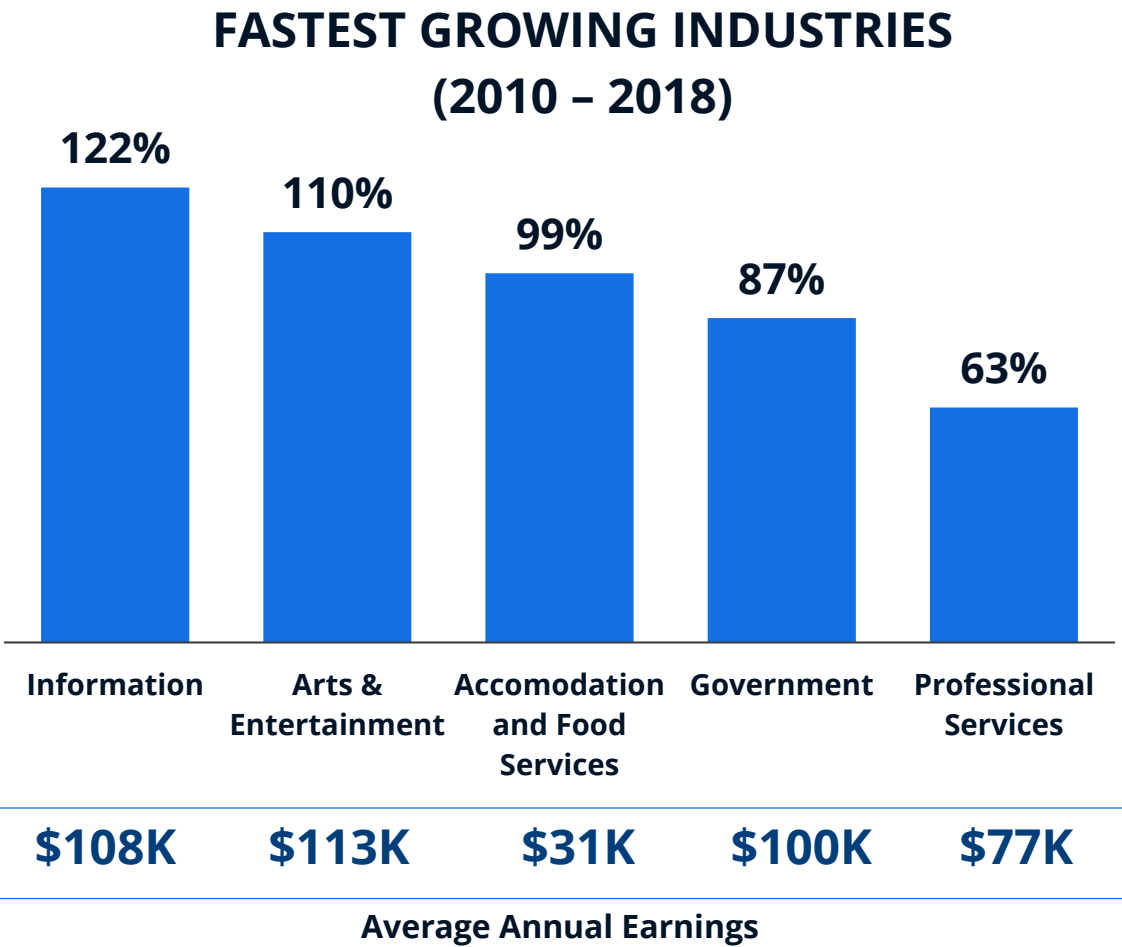
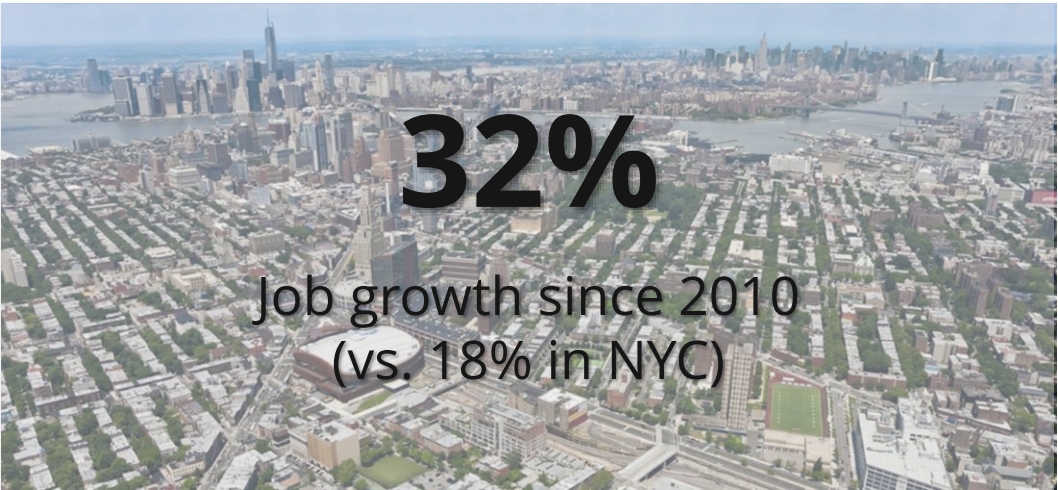


**Downtown Brooklyn is home to important civic, cultural, and commercial destinations that serve a diverse cross-section of Brooklynites and other New Yorkers.**

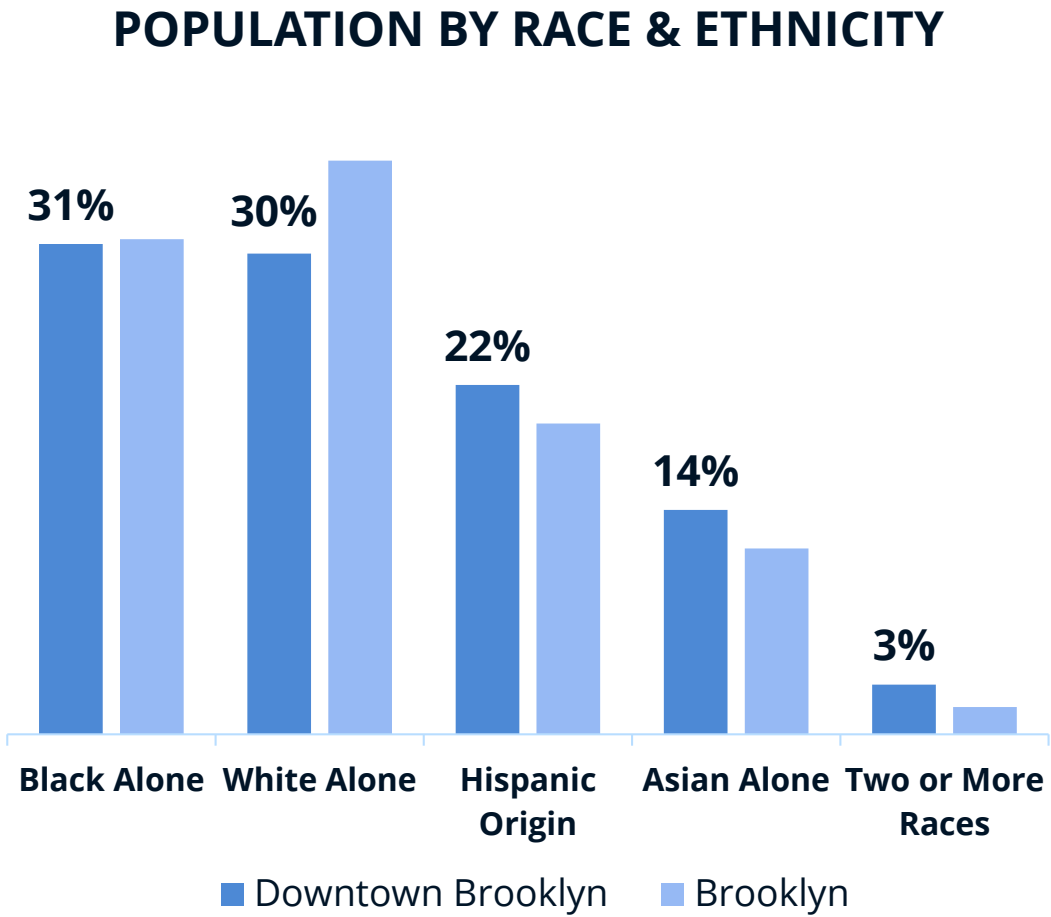
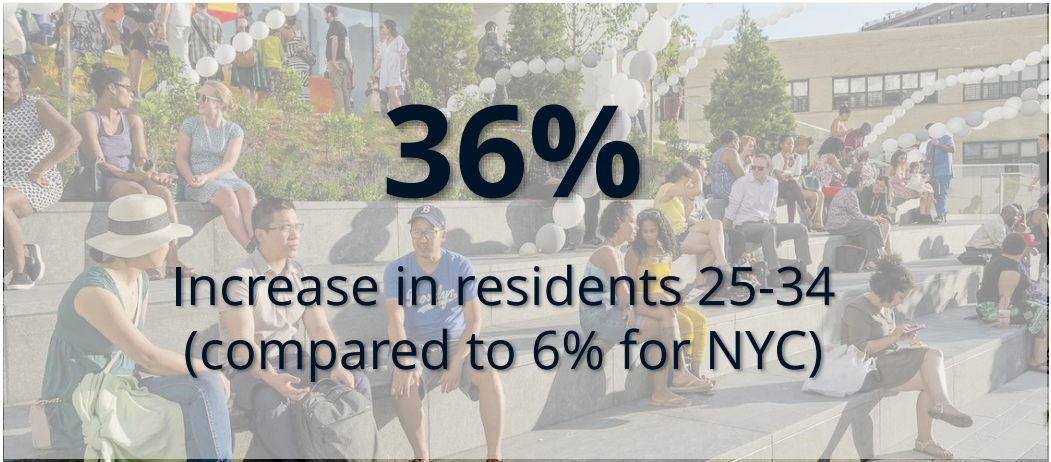
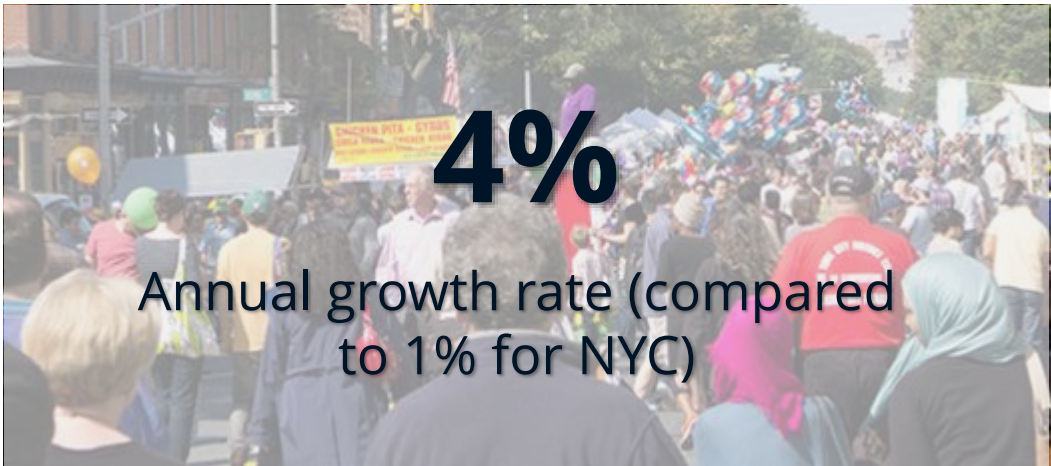




The Study Area is NYC’s largest business district outside of Manhattan. It contains half the borough’s commercial inventory and 11% of Brooklyn jobs.



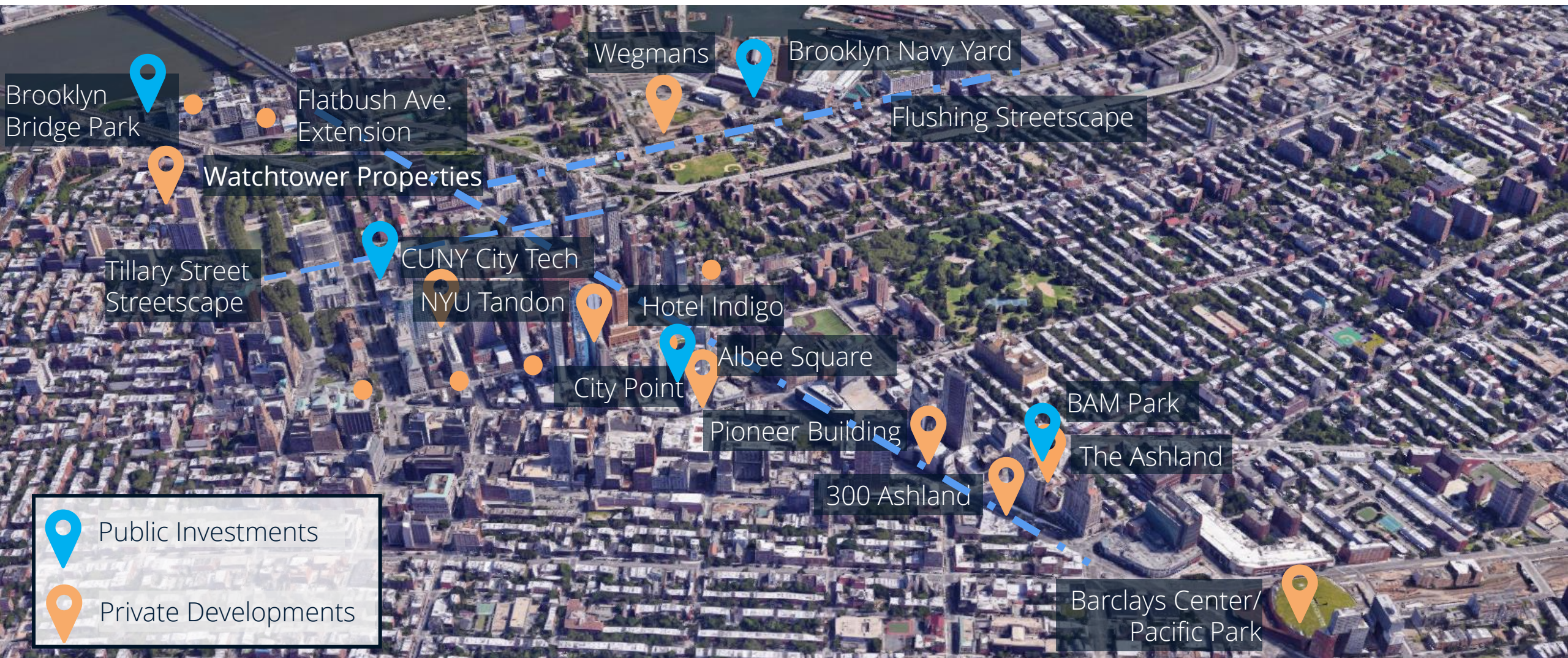
Downtown Brooklyn is a diverse, vibrant, and growing community representing a range of incomes, ethnicities, and ages.





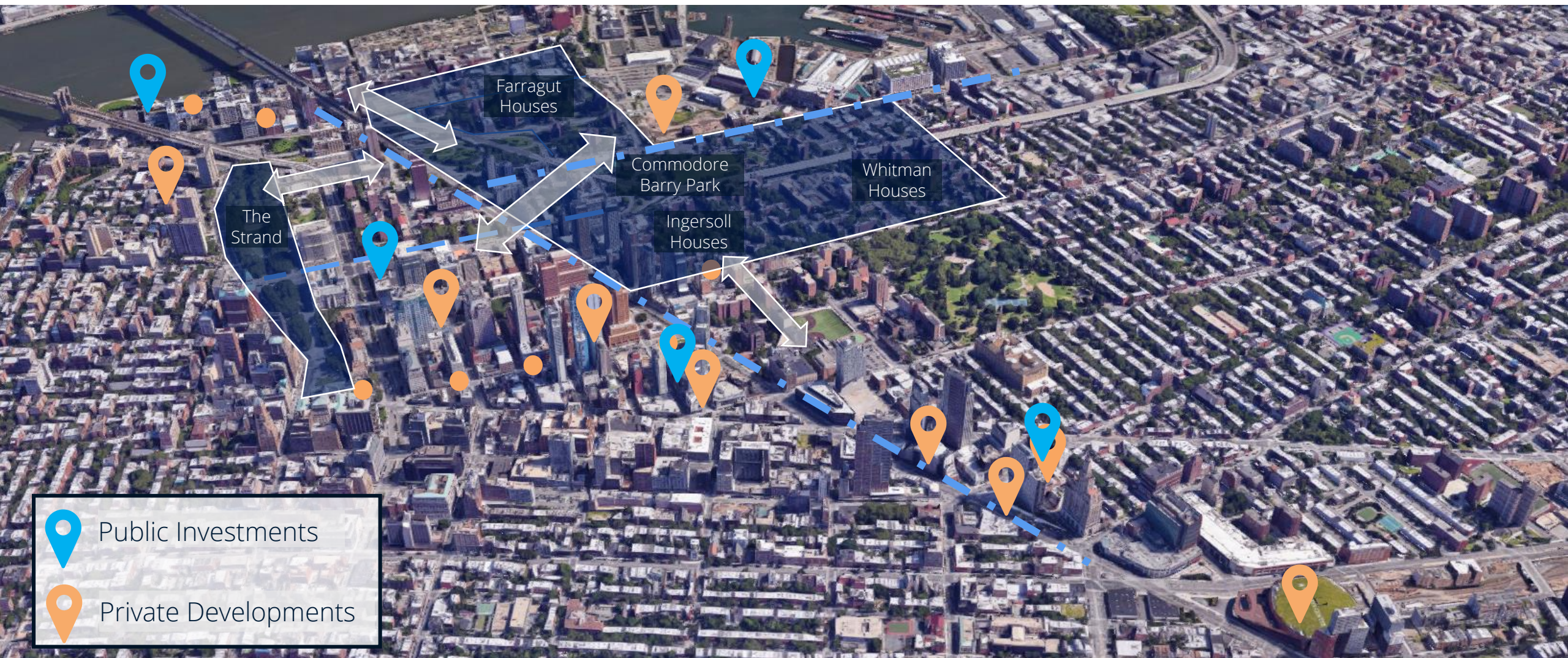
## STUDY AREA CONTEXT

**Over the past decade, Downtown Brooklyn has seen 8,000+ new housing units, 20M SF occupied commercial space, and \$1.5B in public investment.**





**Yet portions of Downtown Brooklyn remain underinvested or disconnected from economic and cultural assets.**



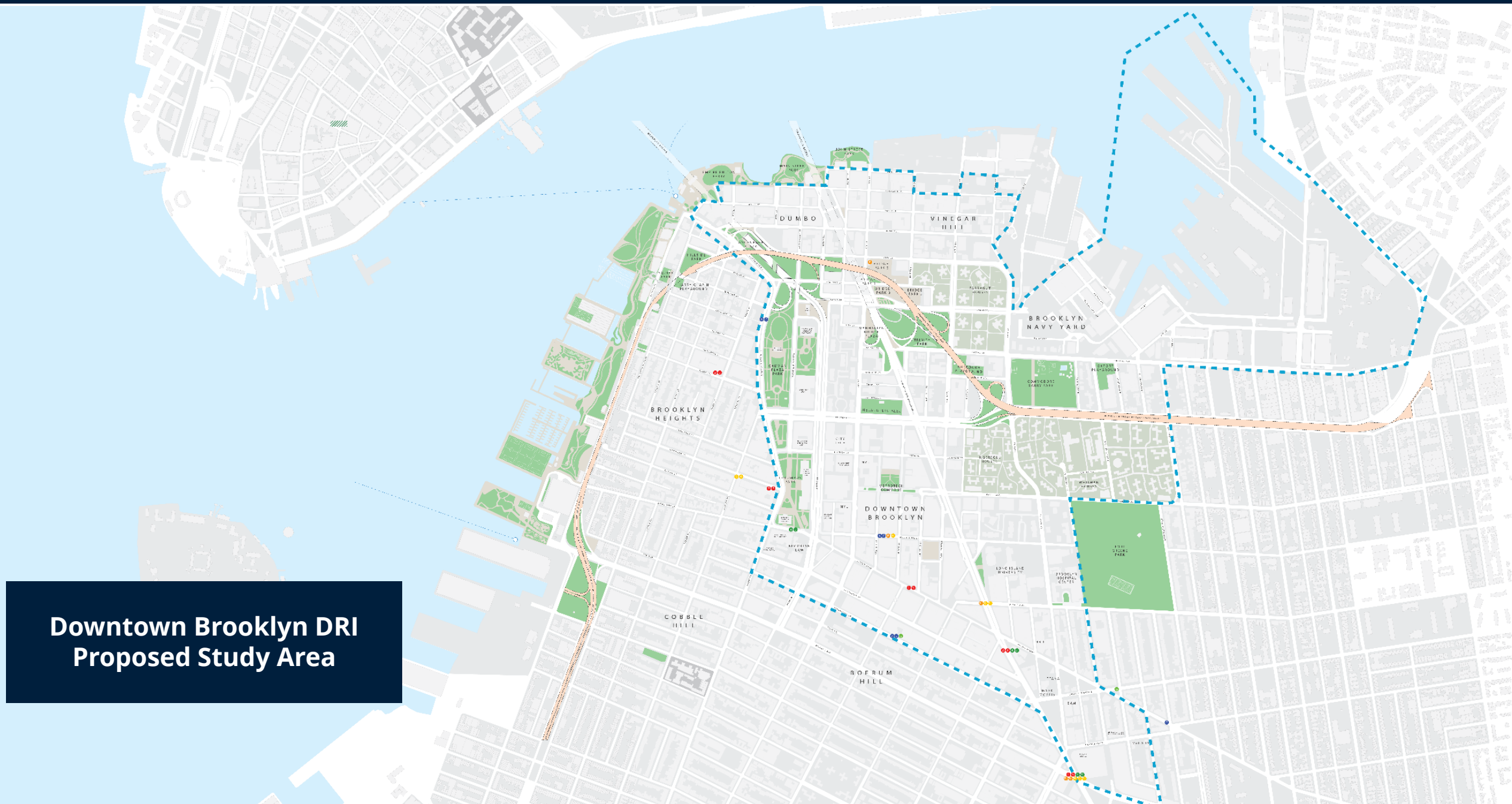


### Draft Vision Statement – Downtown Brooklyn

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**Broaden the benefits of Downtown Brooklyn's growth** by building ***stronger connections*** across neighborhoods, making ***equitable investments*** in public space, and extending educational, entrepreneurial, and cultural ***opportunities*** to underserved communities.

# STUDY AREA CONTEXT



**Downtown Brooklyn DRI  
Proposed Study Area**



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## Draft Approach

### 1. Local Planning Committee Meetings



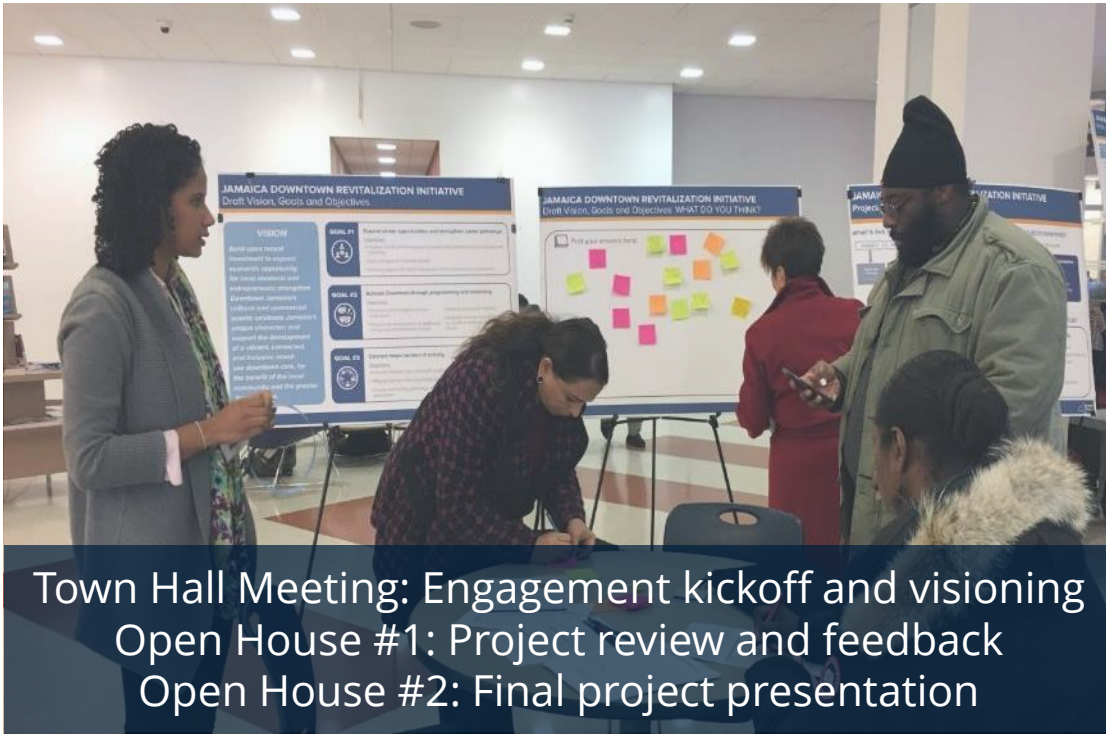
### 2. Small Group Meetings & Interviews





## Draft Approach

### 3. Public Open Houses

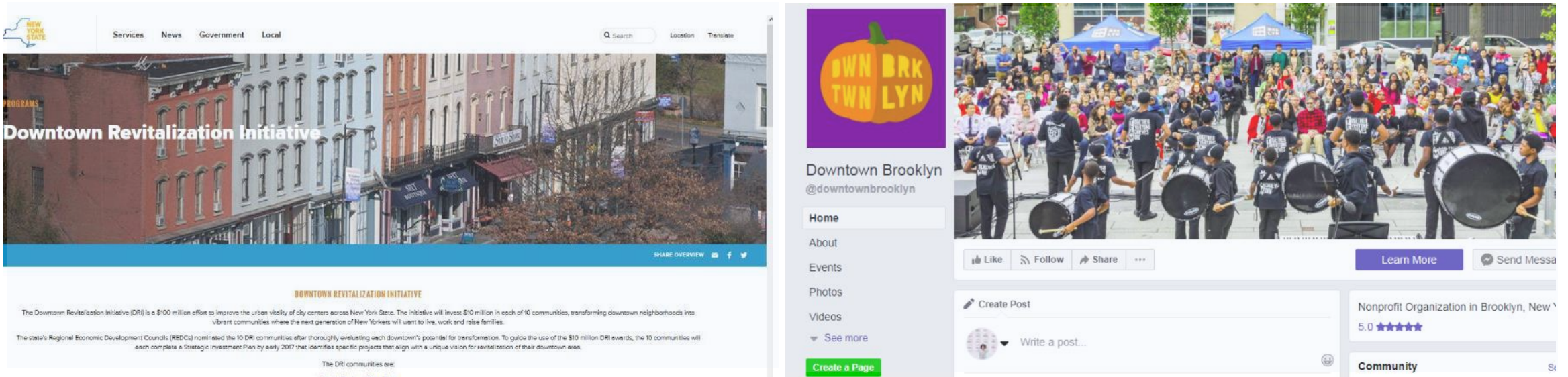


### 4. Public Outreach



## Draft Approach

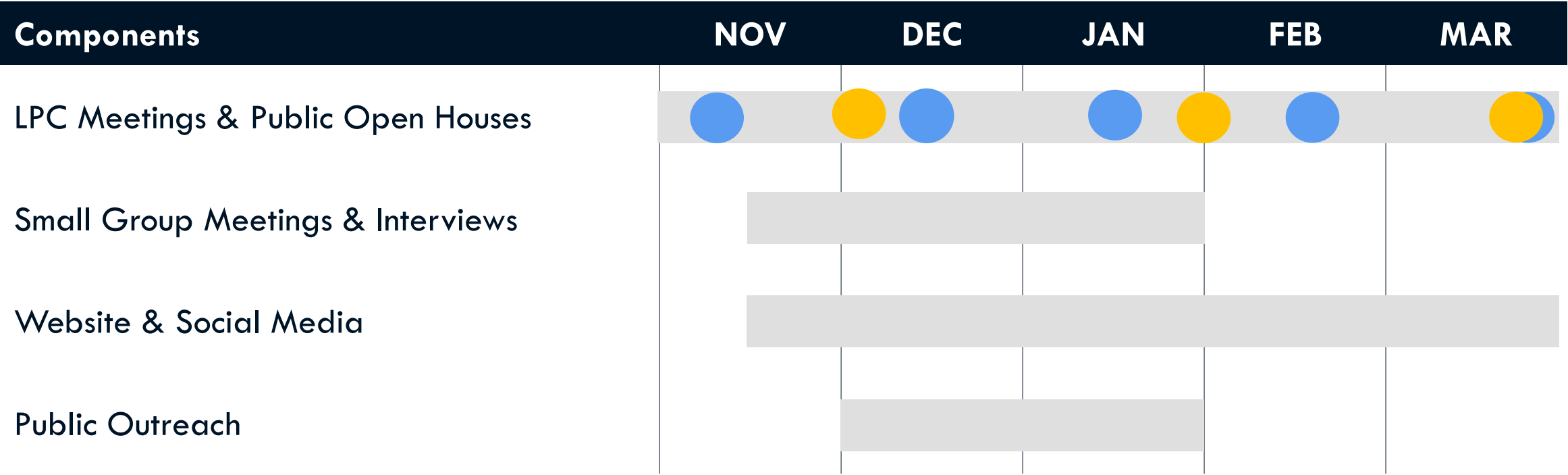
### 5. Website and Social Media (e.g. Announcements, FAQs)



DRI website; existing social media channels

Engagement Timeline

- LPC Meetings
- Public Open Houses



## How you can help support public engagement

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**Promote events and milestones** on social media and newsletters

**Attend open houses** and encourage your networks to do so

**Notify Planning Team of existing events and other channels** for promotion

**Propose additional strategies** for engagement



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## Potential Project Categories

1

**Public Realm  
+ Physical  
Connections**

**Connecting Tillary**



**Park Avenue Crossing**



**Reconnecting  
Neighborhoods**



*Brooklyn Strand Public Realm Recommendations*

2

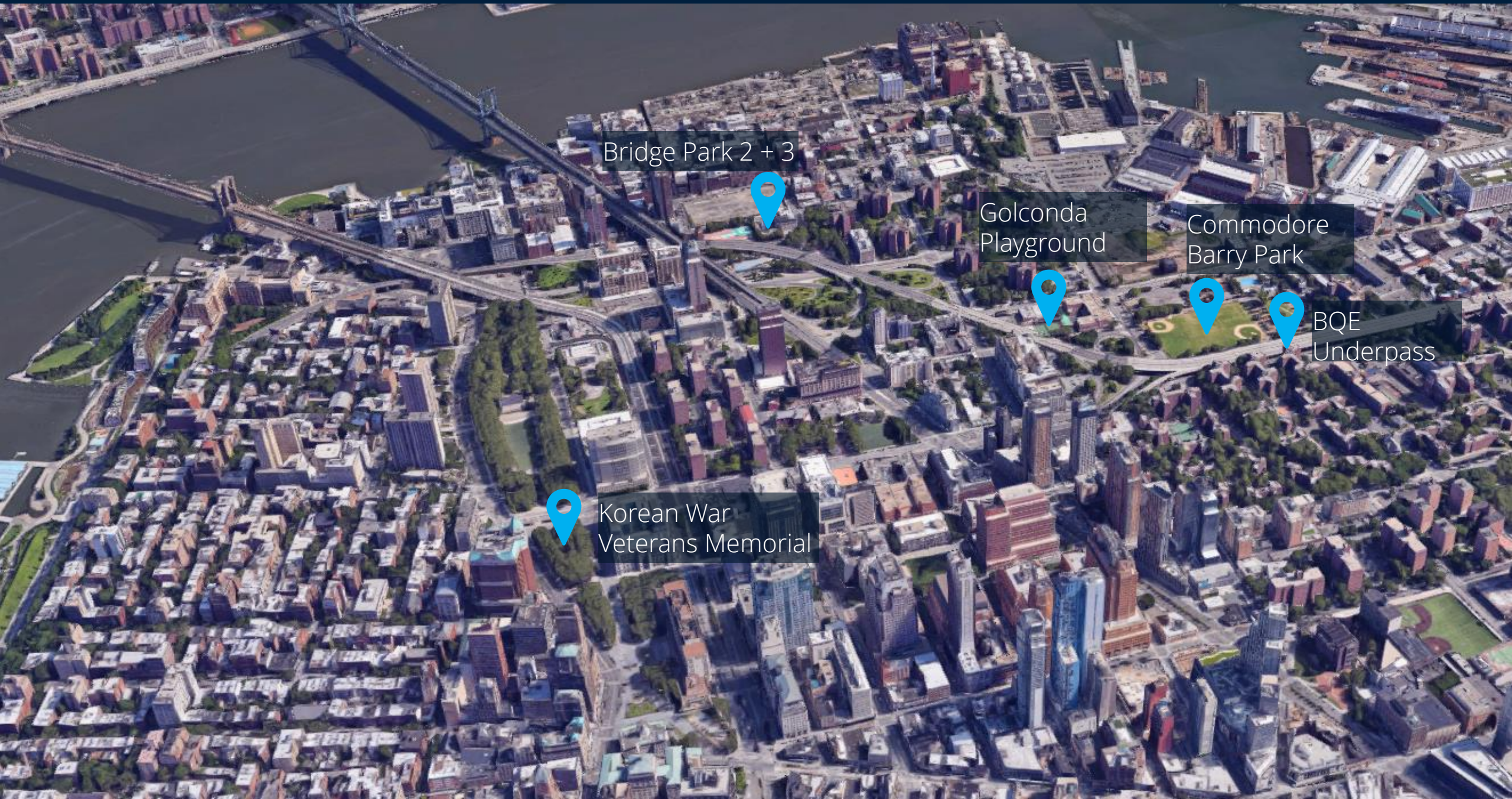
**Education + Entrepreneurship  
Connections**

3

**Arts + Culture  
Connections**



# PRELIMINARY PROJECT LIST



Bridge Park 2 + 3

Golconda  
Playground

Commodore  
Barry Park

BQE  
Underpass

Korean War  
Veterans Memorial



**What's missing?**

**What additional context should we know  
about proposed projects?**

**For less defined project ideas, are there entities  
potentially able to take on projects that  
we should speak with?**

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Action Items

ITEM

- 1. Finalize vision statement and study area
- 2. Draft and share Stakeholder Engagement Strategy
- 3. Initiate outreach and project analysis
- 4. Share comments on study area and vision statement
- 5. Notify Planning Team of potential DRI projects
- 6. Sign and return Code of Conduct form

OWNER

- Planning Team
- Planning Team
- Planning Team
- LPC Members
- LPC Members
- LPC Members

### Upcoming LPC Meetings – Tentative Dates

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**December 13, 12:30-2:30 PM**

**January 15, 12-2 PM**

**February 13, 12-2 PM**

*All at Borough Hall, Community Room*

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