



Sutphin Blvd-Archer Av E J Z
JFK Station
Inlay on Sutphin Blvd south of LIRR

Downtown Revitalization Initiative Jamaica

Local Planning Committee Kickoff | November 9, 2016

Agenda

1. Welcome
2. Introductions
3. Downtown Revitalization Initiative
 - Overview
 - Goals & Outcomes
 - LPC & Consultant Roles
4. Project Context & Goals
 - Jamaica Overview
 - Existing Efforts & Plans
 - DRI Application Priorities
5. Work Plan
6. Community Engagement Strategy
7. Discussion & Next Steps
8. Public Comment



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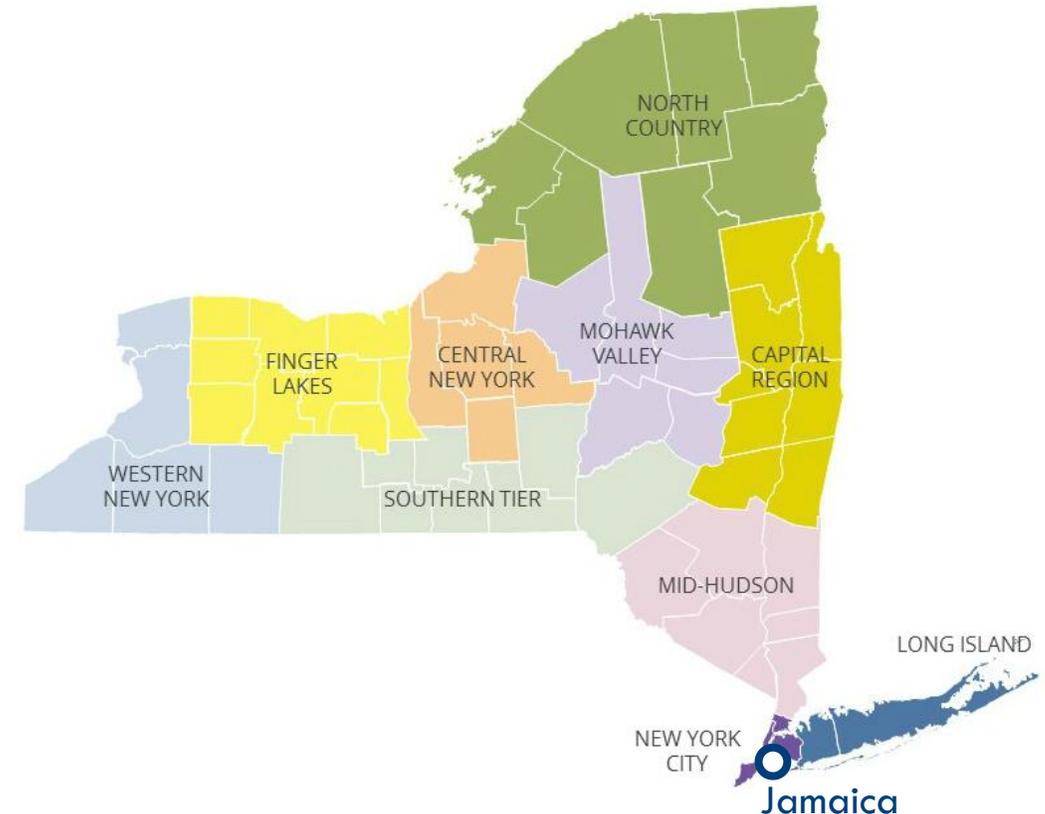


Downtown Revitalization Initiative: Overview

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.



DRI leverages years of local planning and visioning to advance strategic investments in the downtown core.

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



Downtown Revitalization Initiative: Project Leadership

Jamaica Local Planning Committee

First Name	Last Name	Title	Organization
Melinda	Katz	Borough President	Queens Borough President
Carol	Conslato	Co-Chair (REDC)	Queens Chamber of Commerce
Marcia	Keizs	President	York College
Hope	Knight	President & CEO	Greater Jamaica Development Corp.
Cali	Williams	Vice President	NYCEDC
Adrienne	Adams	Chair	Community Board 12, Queens
Patrick	O'Connor	Pastor	First Presbyterian Church in Jamaica
Cathy	Hung	Executive Director	Jamaica Center for Arts & Learning
Dennis	Walcott	President & CEO	Queens Library
Greg	Mays	Executive Director	A Better Jamaica
Deepmalya	Ghosh	Senior VP	Child Center of New York
Cedric	Drew	Executive Director	Jamaica YMCA
Pintso	Topgay	Director	Queens Workforce 1 Center
Rosemay	Reyes	Program Manager	Building Community Capacity/NYC DCA
Ian	Harris	Co-Chair	Jamaica NOW Leadership Council
Maha	Syed	Director of Programs	CChaya Community Development Corp.
Vendesh	Persaud	Vice Chair	Indo-Caribbean Alliance

State of New York

Office of the Governor

Hersh Parekh

Department of State

Stephen Ridler

David Ashton

Fred Landa

Empire State

Development

Joseph Tazewell

Lauren Racusin

Homes and Community

Renewal

Greg Watson

Advisory Committee

Elected Representatives

Congressman Gregory Meeks

State Senator Leroy Comrie

State Senator James Sanders

State Assemblywoman Alicia Hyndman

State Assemblywoman Vivian Cook

Councilman Rory Lancman

Councilman I. Daneek Miller

Councilman Ruben Wills

City and Civic Partners

Stephen Everett (NYC DCP)

Pierina Ana Sanchez (Regional Plan Association)

Martha Taylor (Community Board 8)

Seth Bornstein (Queens Economic Development)

Thomas Grech (Queens Chamber of Commerce)

Isa Abdur-Rahman (Farmers Boulevard CDC)

Clare Dwyer (Y Roads)

Rhonda Binda (Jamaica Center BID)

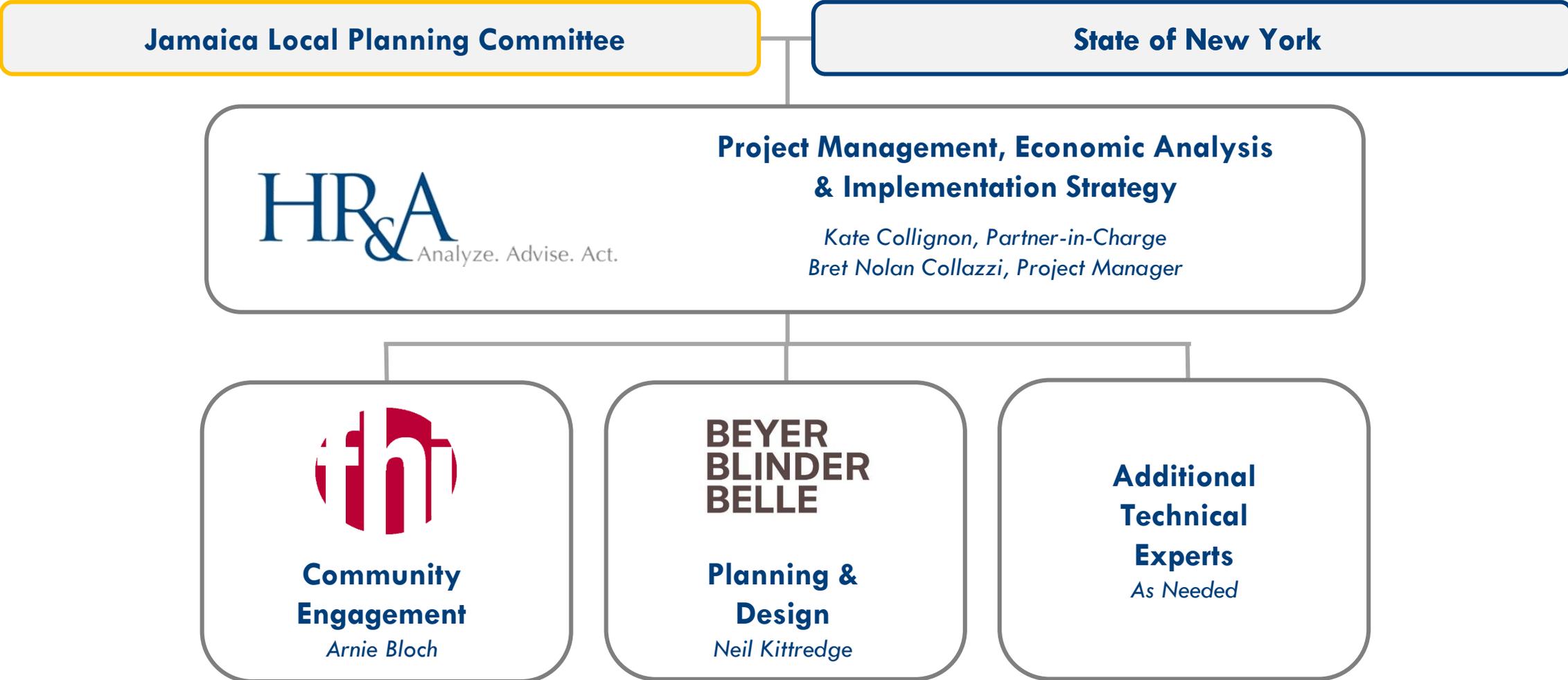
Glenn Greenidge (Sutphin Blvd. BID)

Derek Irby (165th Street Mall Improvement)

Mohammed Fakrul Islam (Jamaica Muslim Center)

Consultant Team: HR&A Advisors + Partners

Downtown Revitalization Initiative: Consulting Team



HR&A and our partners specialize in priming revitalization concepts for implementation through planning and analysis.

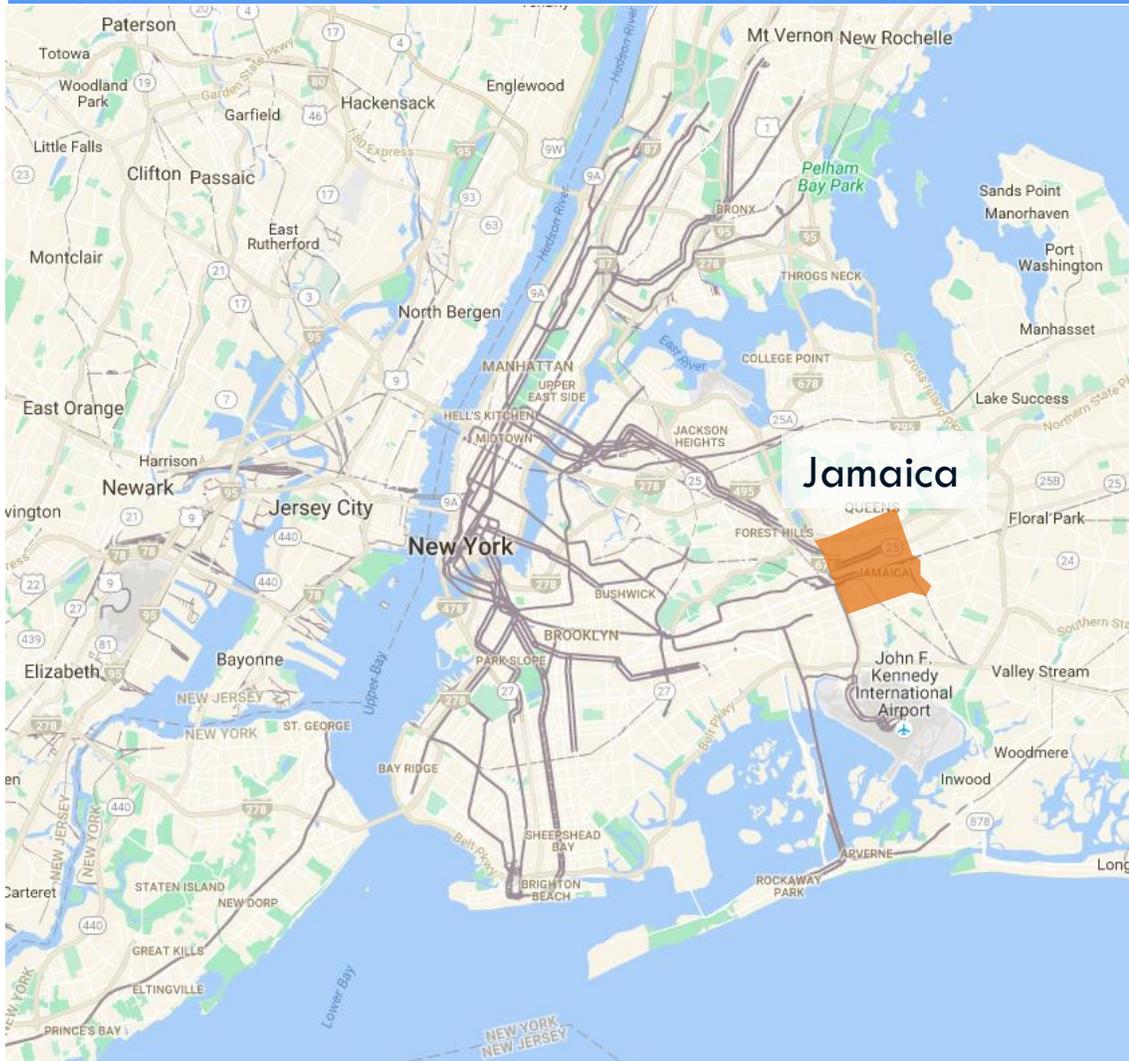


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Spurred by a recent rezoning, Jamaica has seen renewed interest in its core downtown and attracted significant public and private investment.



Jamaica

The People

150,000+ residents (**22%** growth since 1990)

430,000+ commuters passing through daily

8,000+ students attending CUNY York College

14% unemployment rate (2014)

Recent Activity

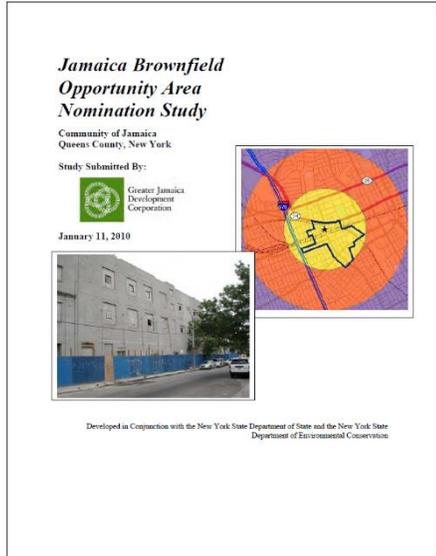
368 blocks rezoned in 2007

\$153 million in investments committed by the City through the Jamaica NOW Action Plan

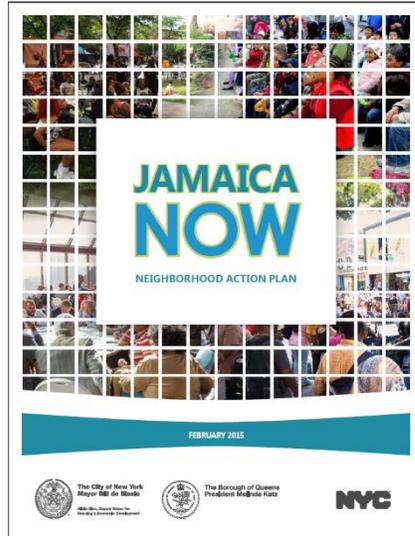
At least **3 major hotel developments** and **5 major residential developments** underway or in planning

Selected as a focus area for the Regional Plan Association's **4th Regional Plan**

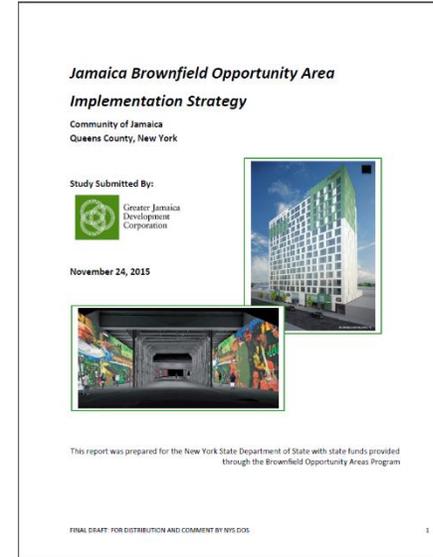
Recent planning studies lay the groundwork for continued investment.



2010



Feb 2015



Nov 2015

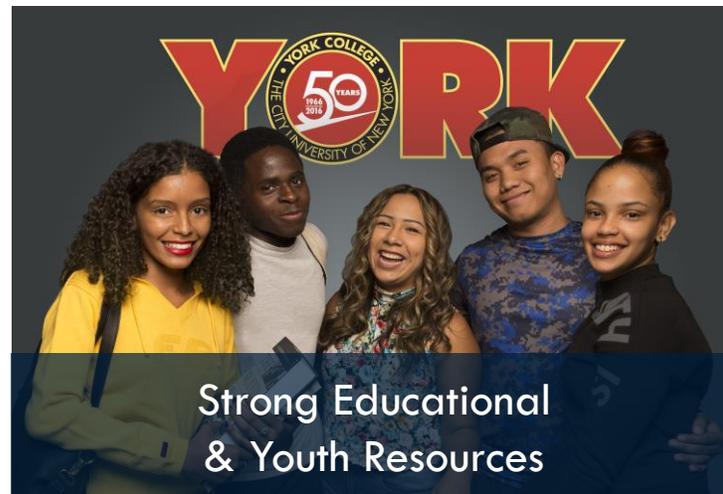
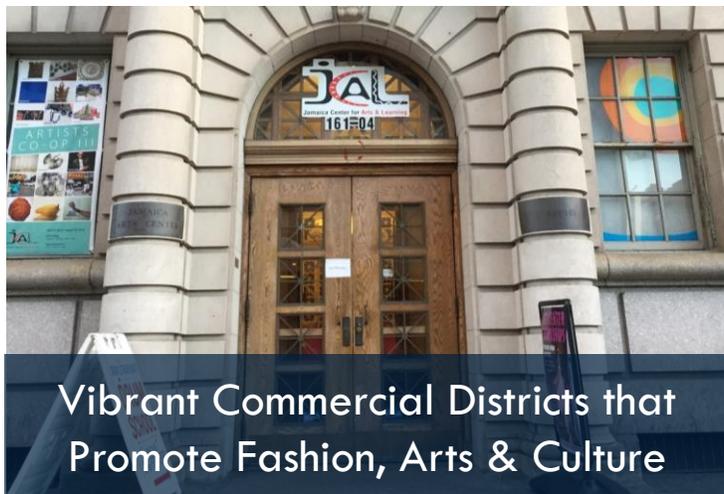
Jamaica Brownfield Opportunity Area Nomination Study

Jamaica NOW Action Plan

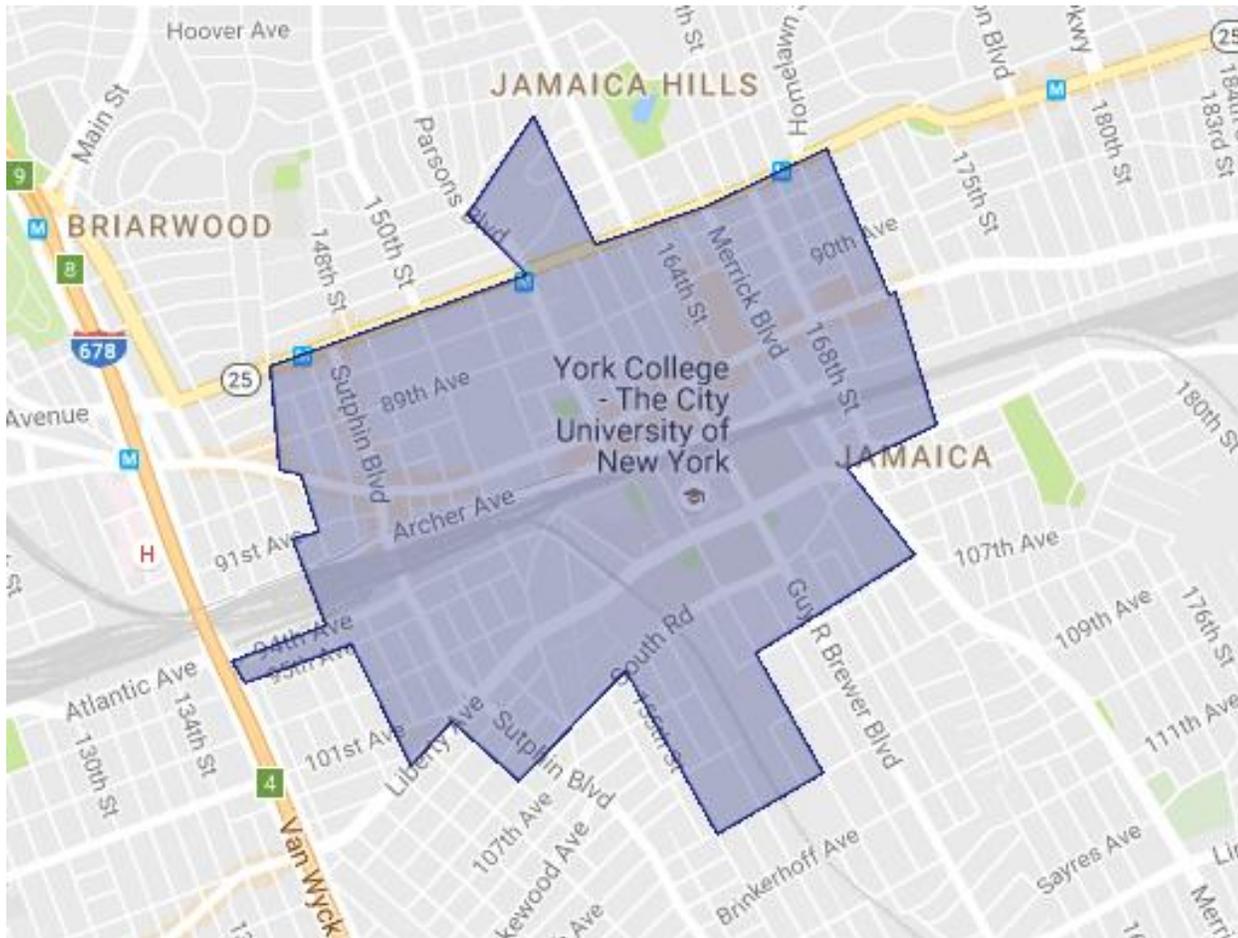
Jamaica Brownfield Opportunity Area Implementation Strategy

*DRI Application
RPA Fourth Regional Plan (2017)
NYCDOT Studies*

Through these studies, the Jamaica community has articulated a set of strategies to catalyze downtown revitalization and local economic development.



Jamaica is exploring a list of potential projects to advance through DRI.



Draft Primary Study Area

Potential Priority Projects (from application):

- Implement workforce training programs for local residents in growing employment sectors
- Develop physical and technological infrastructure to help visitors navigate Downtown Jamaica
- Develop underused sites on York College campus to support business attraction and retention
- Create a co-working space for local entrepreneurs
- Create a supportive infrastructure for small businesses
- Expand the boundaries of unified Jamaica BIDs
- Improve programmatic connections among local not-for-profits, businesses, stakeholders, and cultural institutions

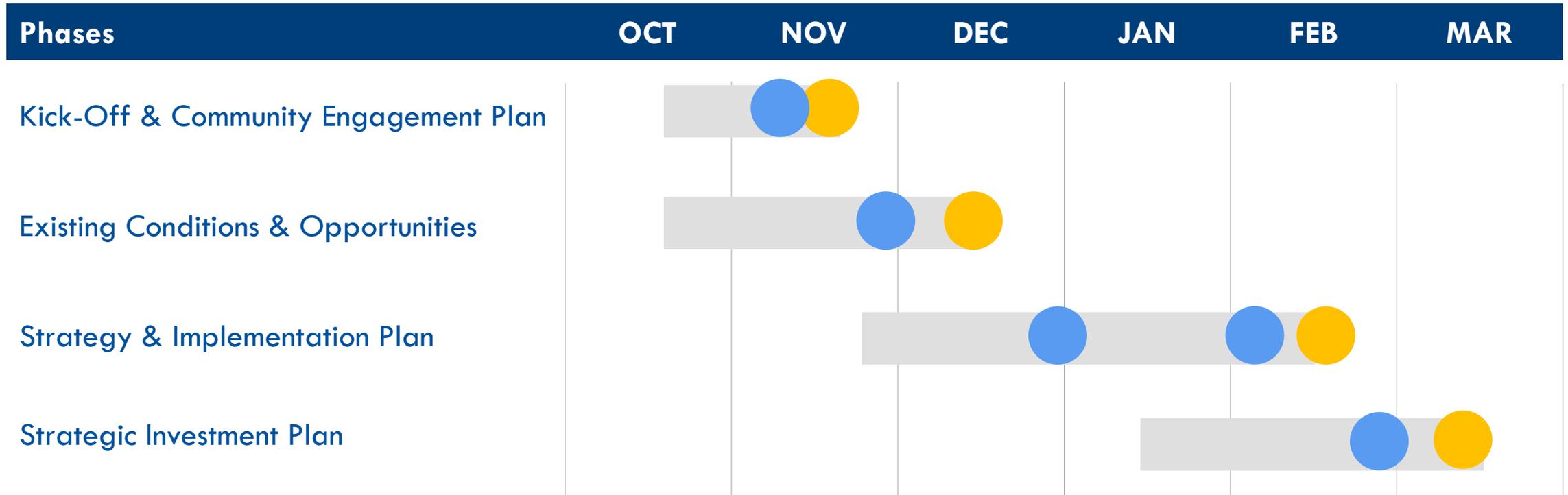
Other projects will be considered by the LPC

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DRI Work Plan & Timeline



- Local Planning Committee Meetings & Work Sessions
- Key Work Product

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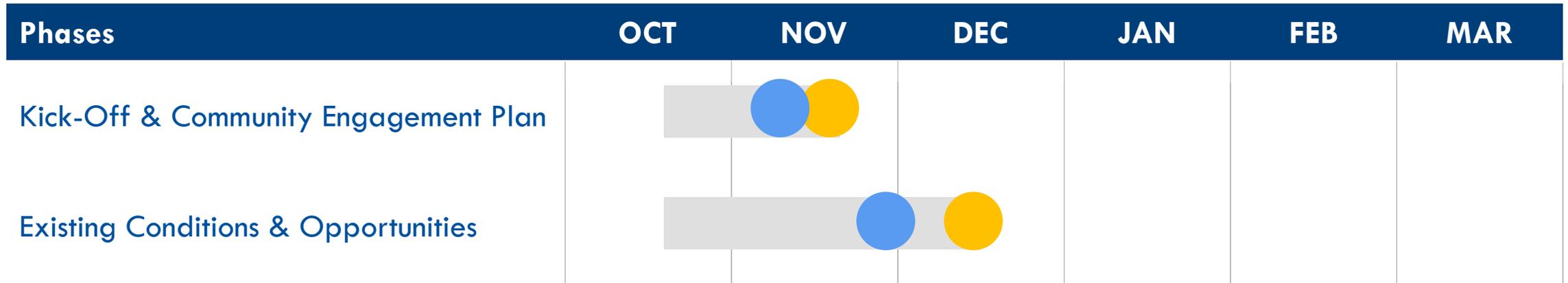
Meeting #1: Kickoff

Work Products:

- Kickoff meeting notes
- Community Engagement Strategy to specify format of public input

DRI Work Plan & Timeline

- Local Planning Committee Meetings & Work Sessions
- Key Work Product



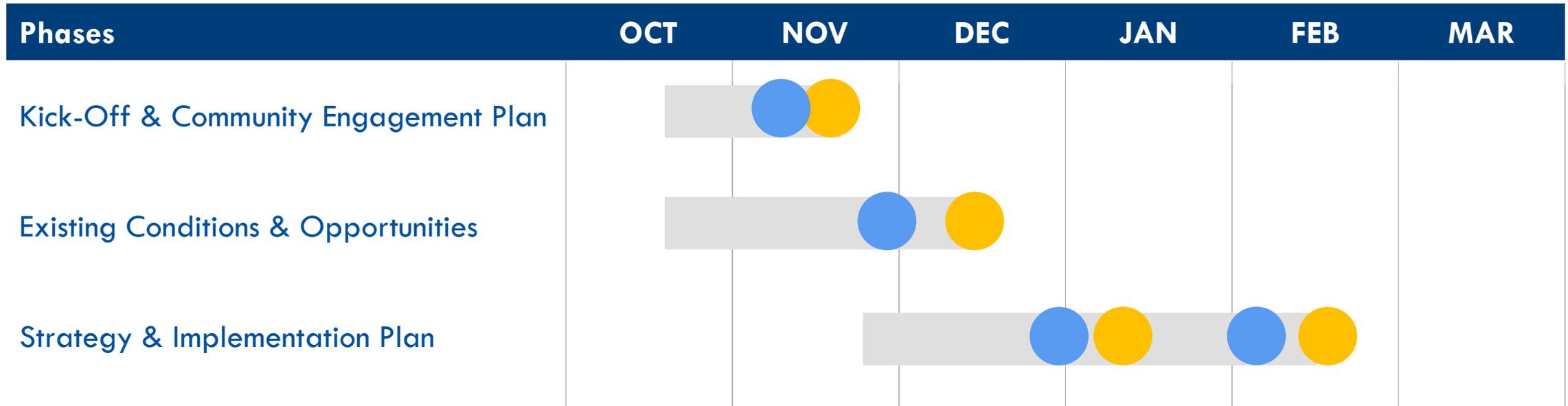
Meeting #2: Visioning and goal-setting work session

Work Products:

- Downtown profile
- Draft vision, goals, and strategies for DRI investment
- Preliminary project list

DRI Work Plan & Timeline

- Local Planning Committee Meetings & Work Sessions
- Key Work Product



Meeting #3: Review of core strategies and Priority Project prioritization

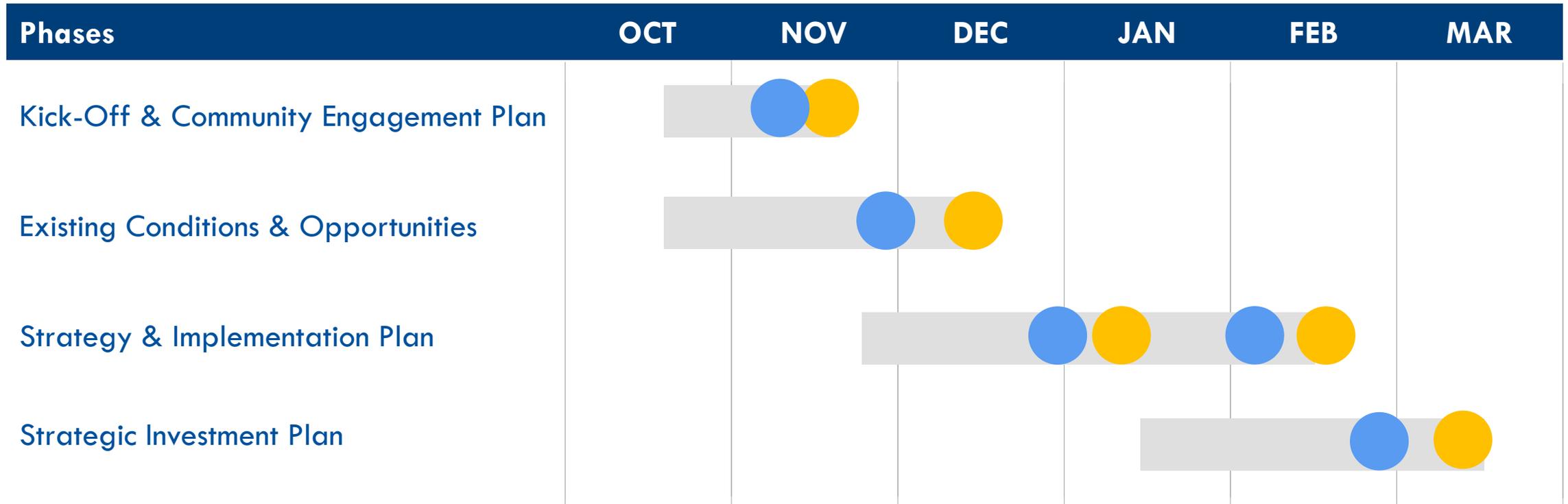
Meeting #4: Review of draft Priority Project Profiles and implementation strategy

Work Products:

- Strategy and Action Plan outlining potential Priority Projects in greater detail
- Priority Project profiles, including project description, design, funding plan, and benefits summary
- Implementation strategy, outlining phasing plan and required actions to implementation
- Draft management report, including a framework for project tracking and performance evaluation

DRI Work Plan & Timeline

- Local Planning Committee Meetings & Work Sessions
- Key Work Product



Meeting #5: Presentation of Draft Strategic Investment Plan

Work Product:

- DRI Strategic Investment Plan

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Draft Community Engagement – Stakeholder Engagement

1. Local Planning Committee Meetings with Public Participation



Monthly meetings and working sessions

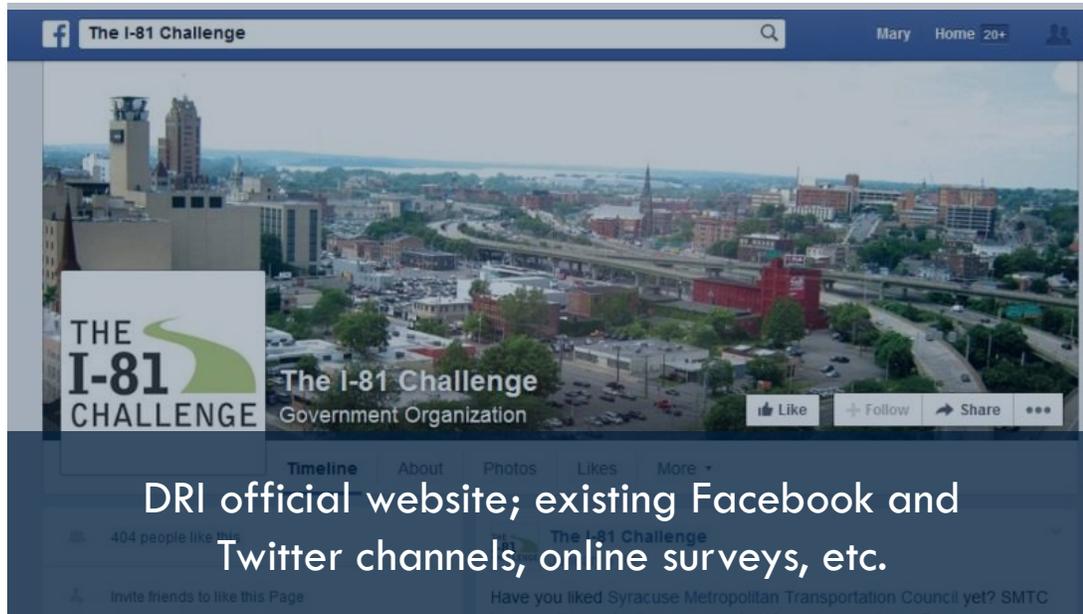
2. Small Group Meetings / Interviews



Members of the LPC and Advisory Committee and related organizations

Draft Community Engagement – Public Awareness & Input

3. Online Tools and Social Media (e.g. Announcements, FAQs)



4. Public Meetings and Open Houses



Draft Community Engagement Strategy

Potential Channels

Local Planning Committee Meetings with Public Participation

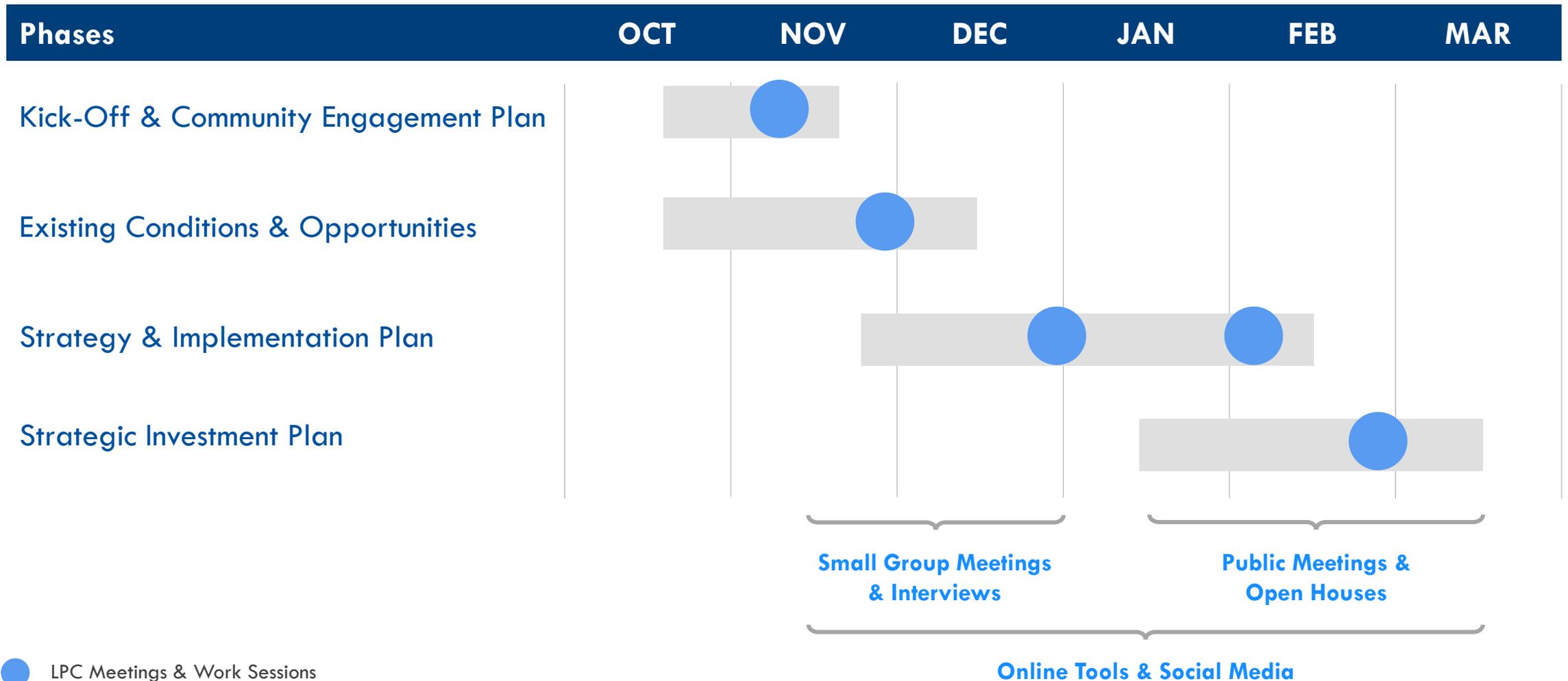
Small Group Meetings/Interviews

Online Tools and Social Media (e.g. Announcements, FAQs)

Public Meetings and Open Houses

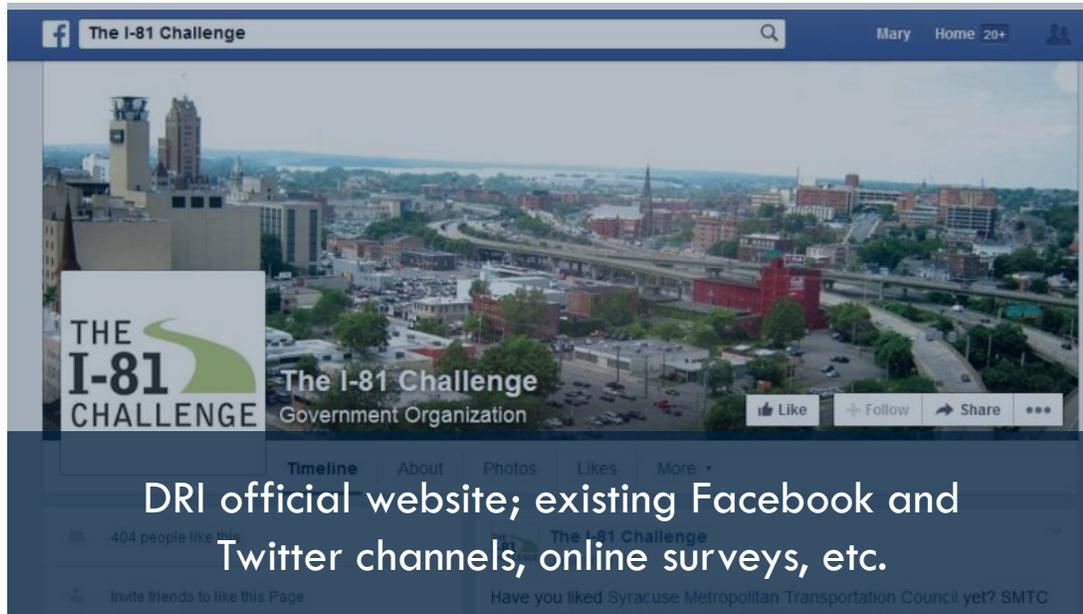


Draft Community Engagement Timeline



Draft Community Engagement – Public Awareness & Input

3. Online Tools and Social Media (e.g. Announcements, FAQs)



DRI official website; existing Facebook and Twitter channels, online surveys, etc.

What outreach lists and social media assets can DRI leverage to promote DRI goals and outcomes?

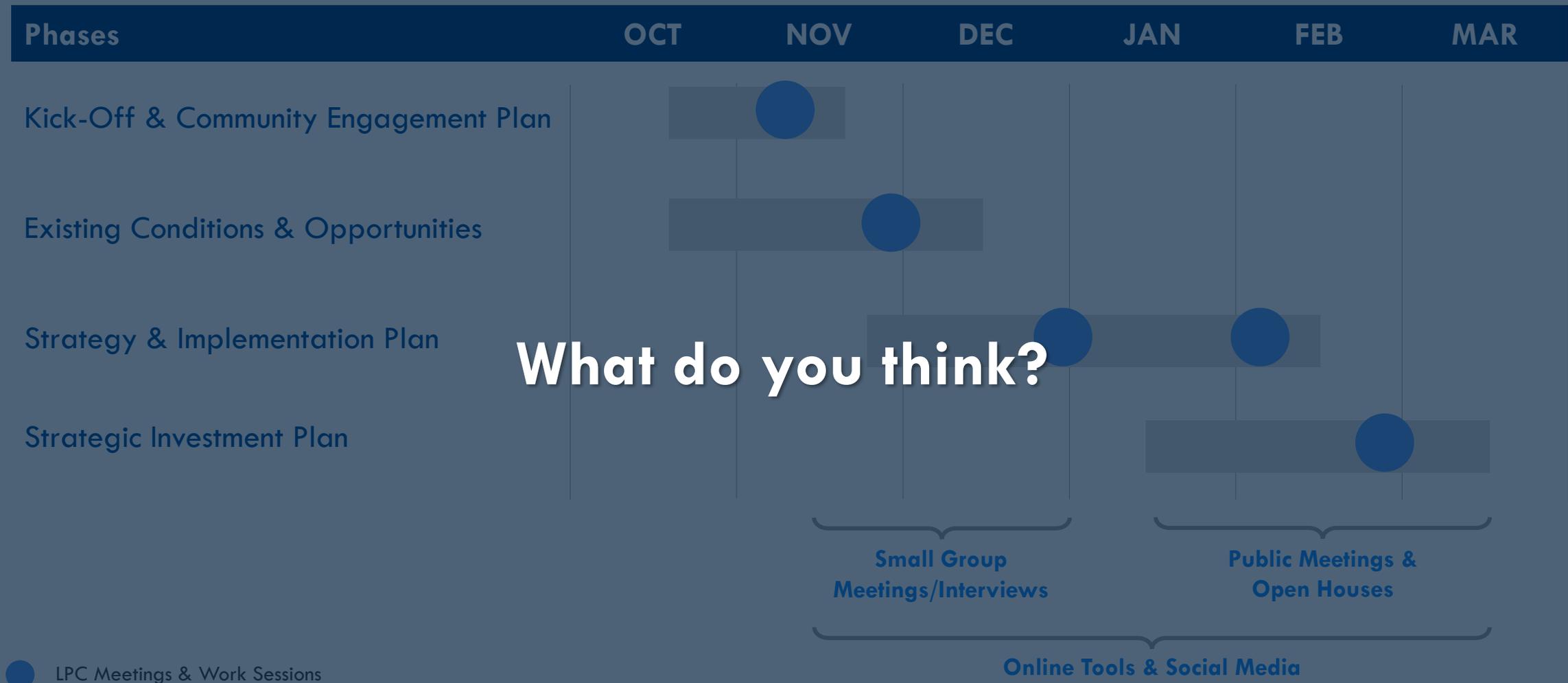
4. Public Meetings and Open Houses



Presentations to community groups, open house during project screening, final event

What events and forums can DRI leverage to provide updates and solicit input on potential projects?

Draft Community Engagement Strategy



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Discussion: Needs & Opportunities

1. Are there **additional key strategies** we should be considering at the outset?
2. Are there **additional potential projects** or impending investments we should be aware of?
3. What **other goals** should we be aware of as we launch this process?

Next Steps

- Confirm dates for LPC meetings
- Formalize Community Engagement Strategy
- Begin existing conditions analysis and define draft DRI vision, strategies, and goals

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