

DOWNTOWN REVITALIZATION INITIATIVE – LIREDC

Due on Friday, May 20, 2016 to LIREDC@esd.ny.gov

BASIC INFORMATION

Municipality Name: City of Long Beach

Downtown Name: Park Ave CBD/Long Beach Blvd. Innovation District

County: Nassau

Downtown Description - Provide an overview of the downtown and summarize the rationale behind nominating this downtown for a Downtown Revitalization Initiative (DRI) award):

At 2.7 square miles, Long Beach is a highly compact and walkable City with higher densities than most of its Long Island counterparts. The Central Business District and associated Long Beach Blvd. Innovation District is the epicenter of the City's activity, a vibrant year round destination for the region due to its proximity to one of the country's cleanest beaches, boardwalk, shops, restaurants and a multi-modal transportation hub connecting Long Beach to NYC/JFK. Although severely affected by Superstorm Sandy, Long Beach is rebuilding not only stronger, smarter, and safer but more resilient as well. Long Beach is seeing unprecedented private investment and job growth with potential for more as outlined in the current Comp Plan draft.

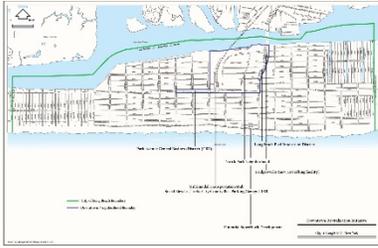
DOWNTOWN IDENTIFICATION

This section should be filled out with reference to the criteria set forth in the DRI Guidelines.

- 1) Boundaries of the Downtown Neighborhood.** Detail the boundaries of the targeted neighborhood, keeping in mind that there is no minimum or maximum size, but that the neighborhood should be compact and well-defined. Core neighborhoods beyond a traditional downtown or central business district are eligible, if they can meet other criteria making them ripe for investment.

The Park Ave CBD/Long Beach Blvd. Innovation District encompasses both sides of Park Avenue from Laurelton Blvd. to Long Beach Blvd. and continues northward to the Long Beach Blvd. bridge. This area is inclusive of approximately 150 businesses including a newly established co-working facility. The area also encompasses the entirety of the North Park neighborhood which is a low/moderate income and highly diverse community located adjacent to industrial bayfront property that is ripe for smart and inclusive redevelopment. The current Draft Comp Plan outlines this area for improved services, connectivity with regard to streets and accessibility for North Park, affordable housing, and both water related job and recreational opportunities.

Attach color map clearly identifying areas within the defined downtown.



- 2) Size.** Outline why the downtown, or its catchment area, is of a size sufficient to support a vibrant, year-round downtown, with consideration of whether there is a sizeable existing, or increasing, population within easy reach for whom this would be the primary downtown. Describe how investments in your downtown could positively impact surrounding communities.

The downtown area as depicted above serves as the primary CBD for the barrier island and Island Park year round with a total population of 49,761. During the summer season, the population of Long Beach doubles with additional daily and weekend visitors (approximately 25,000) from around the region. As envisioned in the Comp Plan, downtown investment can positively impact this population through the provision of more services, a performing/cultural arts center (goal of actor, Billy Crystal) as a regional destination, additional affordable and mixed income housing options (strong market demand present), employment opportunities as well as open space/recreation opportunities in this waterfront, TOD location, only 50 minutes from NYC.

- 3) Past Investments & Future Investment Potential.** Describe how this downtown will be able to capitalize on prior, and catalyze future, private and public investment in the neighborhood and its surrounding areas.

The City of Long Beach is perfectly positioned to capitalize on investments quite simply because it is already occurring. The City has a proven track record of leveraging funding and incorporating resiliency into Post-Sandy projects. The City is also finalizing an update to the Comp Plan and will start a zoning code revision with regional Law Schools this year to follow the planning process. The plan denotes a number of redevelopment opportunities in this area. Private funding thus far includes the Bridgeworks coworking facility (\$2.5M), potential superblock development (\$300M), and Marketing funding (\$478,000) among others. Public funding/TA sources include FEMA, EPA, NOAA, HUD, NYRCRP, GOSR, DOT, DOS, NYSERDA, ESD, DEC, HCR, OEM, etc.

Leveraged Resources: Public 165626351 Private 303000000
 Prior NYS Funding/REDC Funding: Amount 36726351
 Please identify use(s) of prior funding Sandy Reconstruction; Infrastructure; Planning;
 Complete Streets Implementation; Marketing

- 4) Job Growth.** Describe how recent or impending job growth within, or in close proximity to, the downtown will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.

Receiving \$1.4M in outside funding for its 3 year Marketing initiative that has hometown actor, Billy Crystal help promote the City as a destination which sustained local businesses, spurred new ones

post-Sandy and avoided an economic downturn. The Comp Plan outlines a growth of 574-1050 permanent jobs in this area with the proposed development in the CBD and bayfront that would harness diversity and create jobs. The City is already a regional destination, especially young professionals with natural amenities, recreation, shops/restaurants that have had media attention, while also being highly walkable/bikeable. This contributed to attracting the new coworking facility projected to accommodate 500-600 additional professional members.

- 5) Attractiveness of the Downtown.** Identify the properties or characteristics the downtown possesses that contribute or could contribute, if enhanced, to the attractiveness and livability of the downtown. Consider, for example, the presence of developable mixed-use spaces, housing at different levels of affordability and type, healthy and affordable food markets, walkability and bikeability, and public parks and gathering spaces.

Downtown Long Beach is compact, walkable/bikeable and attractive to millennials. Data shows that commuters bike/walk more than the national average. There are a number of properties ripe for redevelopment (some with potential for mixed use conversion) with more diverse housing type/affordable options and an existing robust rental market with higher density than the region, a super market and a biweekly farmers market, held in Kennedy Plaza next to the multimodal transportation hub. The City just implemented a streetscape project that added more bike parking options, greenery and recycling receptacles. The Comp Plan outlines the need for cultural arts/performing space, open space, mixed use development with access to the ocean and bayfronts.

- 6) Policies to Enhance Quality of Life.** Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes, complete streets plans, or transit-oriented development. If policies achieving this goal are not currently in place, describe the ability of the municipality to create and implement such policies.

In 2013, the City Council adopted a Complete Streets policy to support economic development by accommodating all modes and users of the transportation system with the goal of increasing walkability and bikeability. Since then, the City has secured two REDC grants to implement this policy with bike lanes in the downtown and a streetscape program. Following the completion of the Comp Plan, the City will undertake zoning code amendments with TA from Touro and Pace Law Schools ('16/'17) and will include mixed use districts, resiliency and bayfront redevelopment and incentives for transit oriented development (City is a proposed TOD in NYMTC plan). The finalization of the Comp Plan will enable Long Beach to issue an RFQ for a master developer.

- 7) Local Support.** Set forth the local and community support that exists for the revitalization of this downtown and the commitment among local leaders and stakeholders to building and implementing a strategic investment plan. Identify an initial local lead for the program that will work with outside experts to convene a local DRI Planning Committee to oversee the plan.

Support for downtown revitalization has been captured through 3 Community Advisory Committee (CAC) meetings and 6 public meetings held for the Comp Plan this past year as well as NYRCRP public meetings and surveys through the Long Beach Listens webpage. The CAC is a diverse group of local community leaders. The Concerned Citizens of North Park working with Harvard, Hofstra and Erase Racism had also conducted additional planning that was incorporated into the CP and was well received. Planning and support for the revitalization of this area goes back decades. The CAC can also be the DRI Planning Committee and the Department of Economic Development and Planning is positioned with the experience to act as the local lead for the program.

- 8) Other.** Provide any other information you feel would be relevant to help this committee to make an informed decision to nominate this downtown for a DRI award.

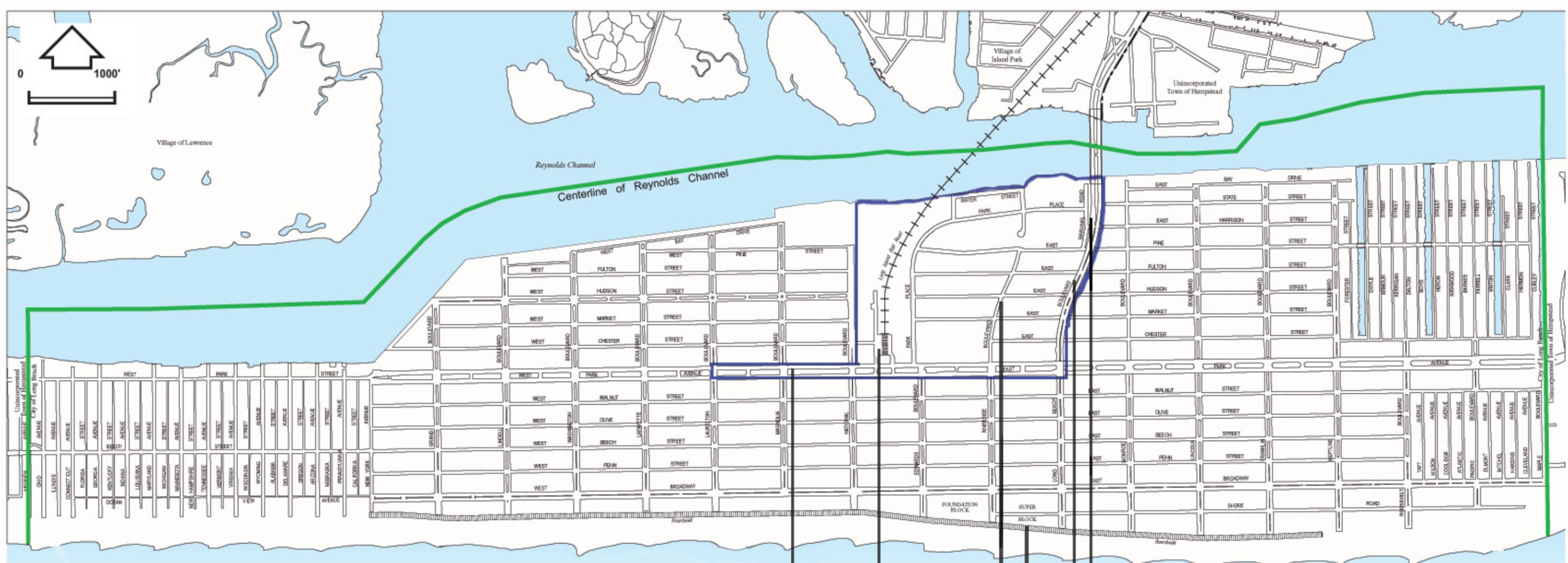
The City's initiatives undertaken have been in line with the LIREDC vision and have been touched on throughout this application including the identification/development of the innovation district and rebuilding/expanding transportation infrastructure to incorporate resiliency, Complete Streets and to improve accessibility (i.e. downtown bike lanes, grant funded). Partnering with St. Joseph's College and the Workforce Development Institute to assist the City's hospitality sector and help connect local employees with various skill levels/wages and employers through training. The City is overcoming historical racism through the North Park Initiative where inclusivity is being pursued and collaborative efforts/services are tackling the issues.

- 9) Identify.** Current infrastructure challenges or other impediments facing downtown development initiatives.

Aging sewer and water infrastructure; outdated building and zoning codes; absent and uninformed building/landowners; limited parking; limited space availability on barrier island; limited resources of local municipality; inefficient transportation infrastructure/ traffic congestion; stormwater/flooding; groundwater limitations; rebuilding process from Superstorm Sandy continues; language barriers (1st municipality to implement language access policy for new americans); need for an expanded tax base, job diversity, arts and more year round residents.

- 10) Describe.** How an existing downtown master plan (if it exists) could coordinate and optimize available resources through a revitalization initiative.

The current state funded draft Comprehensive Plan and Local Waterfront Revitalization Plan (expected to be complete by the end of 2016) has considered the existing conditions of Long Beach, captured public sentiment about future development through extensive public outreach and outlined resilient opportunities Post-Sandy for the defined area complete with conceptual images backed by an initial economic analysis. This foundation of information and action items outlined with associated funding resources can be used as a catalyst for the next phase that will position the City to issue an RFQ for the developable properties.



Park Avenue Central Business District (CBD)

Long Beach Blvd Innovation District
(Long Beach Blvd. from Park Avenue to Long Beach Blvd. Bridge)

North Park Neighborhood (encompassing the area between the Bayfront and Park Ave.
and from Magnolia Blvd. to Long Beach Blvd.)

Bridgeworks (new coworking facility) -780 Long Beach Blvd.

Multimodal Transportation Hub
Social Bicycles, Taxis, City/County Bus, Parking Garage, LIRR

Potential Superblock Development

- City of Long Beach Boundary
- Downtown Neighborhood Bounday

Downtown Revitalization Initiative

City of Long Beach, New York



CITY OF LONG BEACH

1 WEST CHESTER STREET
LONG BEACH, NEW YORK 11561
(516) 431-1001
FAX: (516) 431-1389

JACK SCHNIRMAN
CITY MANAGER

May 19, 2016

Long Island Regional Economic Development Council
150 Motor Parkway
Hauppauge, New York 11788

Re: REDC – Long Island Downtown Revitalization Initiative

Dear Long Island Regional Economic Development Council,

With this letter, we are submitting the City of Long Beach Downtown Revitalization Initiative application for the **Park Avenue Central Business District/Long Beach Boulevard Innovation District**. After careful review of the guidelines, we believe we are the perfect candidate.

The City of Long Beach's downtown was in need of revitalization prior to Superstorm Sandy. After Sandy hit in October, 2012, the City has been rebuilding "stronger, smarter and safer" by investing in flood mitigation infrastructure and drainage, energy efficiency measures and street improvements with tremendous help from New York State and the federal government. At this time it is important that we harness the momentum and energy of rebuilding post-Sandy to revitalize our downtown and spur economic growth. In order to attract year-round visitors to our businesses, one of the City's goals is to emphasize a larger focus on Long Beach as an arts and cultural destination. One of the City's goals is to create a Performing Arts Center to attract and interest visitors and residents, boost the economy and create jobs in our downtown. Long Beach has one of the highest millennial populations on Long Island and as we update our Comprehensive Plan, we are looking to attract more of this population to live, work, play and shop in Long Beach.

Through the update to the Comprehensive Plan, currently in final draft form and under review, we have been able to identify the needs and solutions for downtown and bayfront transit-oriented development that will increase jobs and affordability, support connectivity to our long neglected minority community of North Park, as well as encourage the provision of available space to support the cultural art community; the implementation of Complete Streets and streetscape initiatives within our central downtown with the assistance of LIREDC, NYS DOT and NYS DOS funding; the partnership with Touro and Pace Law Schools on technical assistance to modernize the zoning code and increase affordable housing opportunities. The City has a



CITY OF LONG BEACH

1 WEST CHESTER STREET
LONG BEACH, NEW YORK 11561
(516) 431-1001
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demonstrated track record of not only planning, but implementing projects necessary to spur growth.

The Downtown Revitalization funding would build upon the growth spurred by the LIREDC and catalyze dramatic, positive changes for Long Beach with the potential to affect the region, making Long Beach a model New York State community "where tomorrow's workforce wants to live, work and raise a family." The current City Council is the most diverse the City has ever seen, with both the first Hispanic and the first female African American council member in the history of the City. It is both their, and my, mission to make the City a more diverse, attractive and sustainable place year-round.

Sincerely,

Jack Schnirman
City Manager

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LEGISLATIVE OFFICE BUILDING
ALBANY, NEW YORK 12247
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FAX (518) 426-6914

DISTRICT OFFICE
55 FRONT STREET
ROCKVILLE CENTRE, NEW YORK 11570
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WEBSITE
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THE SENATE
STATE OF NEW YORK
ALBANY



SENATOR TODD KAMINSKY
9th SENATE DISTRICT

RANKING MINORITY MEMBER
LOCAL GOVERNMENT COMMITTEE

COMMITTEES:

ALCOHOLISM & DRUG ABUSE
CODES
ENVIRONMENTAL CONSERVATION
FINANCE
HEALTH
TRANSPORTATION
VETERANS, HOMELAND SECURITY &
MILITARY AFFAIRS

May 19, 2016

Long Island Regional Economic Development Council (LIREDC)
150 Motor Parkway
Hauppauge, New York 11788

Dear Long Island Regional Economic Development Council,

I am writing to urge your consideration of the City of Long Beach's Downtown Revitalization Initiative grant application for the Park Avenue Central Business District/Long Beach Boulevard Innovation District.

The central business district of Long Beach is perfectly positioned for revitalization. As a community ravaged by superstorm Sandy, capital investments have been made to strategically rebuild the community so that it is stronger and more resilient than it was. Further funding will allow the city to continue its focus on building a stronger, more resilient community, while also better integrating the larger community with the business district.

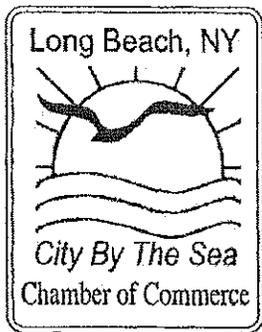
Major developments are part of the City's Comprehensive Plan, and include investments in downtown and bay front transit oriented development, updates to the zoning code, and plans for mixed use development in and around the LIRR station and North Park, which will spur job growth and encourage economic development. Further, the City hopes to bring together its 22 arts and cultural organizations with local businesses to collaborate and transform Long Beach into a vibrant, creative community.

Long Beach is catalyzing on current investments, and its future will only be strengthened by new investment to complete its transformation into a community where tomorrow's workforce will want to live, work, and raise families. I am confident that these improvements will only reinforce what Long Beach's 33,000 residents already know – it's the best place to live.

Sincerely,

A handwritten signature in black ink that reads 'Todd Kaminsky'. The signature is written in a cursive style with a horizontal line above and below the name.

Todd Kaminsky
Member of Senate
9th District



The Long Beach Chamber of Commerce
350 National Blvd • Long Beach • New York 11561-3312
(516) 432-6000 • Fax (516) 432-0273

May 17, 2016

Long Island Regional Economic Development Council (LIREDC)150
Motor Parkway
Hauppauge, New York 11788

Re: REDC – Long Island Downtown Revitalization Initiative

Dear Long Island Regional Economic Development Council,

I write to you in support of the City of Long Beach Downtown Revitalization Initiative application for the **Park Avenue Central Business District/Long Beach Boulevard Innovation District**. The central business district of Long Beach exhibits the quality's a downtown should possess as defined by this initiative and is perfectly positioned for revitalization. It is extremely critical for the City of Long Beach to receive funding at this time in order to complement/leverage the current resiliency work taking place post-Superstorm Sandy as well as current and future private investment.

Some of this work includes the update to the Comprehensive Plan, currently in draft form and under review, with initial recommendations for downtown and bayfront [transit oriented] development that will increase jobs, support connectivity and affordability as well as encourage the provision of available space to encourage the already robust cultural art community; the implementation of Complete Streets and streetscape initiatives within our central downtown with the assistance of NYS DOT and NYS DOS funding; and the partnership with Touro and Pace Law Schools on technical assistance to modernize the zoning code.

The Downtown Revitalization funding would build upon the growth spurred by the LIREDC and catalyze dramatic, positive changes for Long Beach with the potential to affect the region, making Long Beach a model New York State community "where tomorrows workforce wants to live, work and raise a family."

Sincerely,

Mark Tannenbaum
President

President

Mark Tannenbaum

Chairman of the Board

Michael J. Kerr

Executive Vice President

Camille Giardina

Vice Presidents

Brian Bergman
Alan Finchley
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Joseph T. Lee

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Stanley Fleishman

Office:

Executive Director

Janet Cohen



Institute for Land Use &
Sustainable Development Law

Sarah J. Adams-Schoen, *Director*

April 11, 2016

Via email (pbourne@longbeachny.gov)

Patricia Bourne
Econ. Development Dir.
1 West Chester Street
Long Beach, NY 11561

Dear Ms. Bourne,

It is with great pleasure that I write to confirm the participation of the City of Long Beach in the **Zoning for Coastal Resilience** project that Touro's Institute on Land Use & Sustainable Development Law is undertaking in coordination a number of government and community partners, including the New York State Department of State and Governor's Office of Storm Recovery, the Environmental Protection Agency, the Federal Emergency Management Agency, and Pace University's Land Use Law Center, amongst others. Participation in the project is offered free of charge as a result of a generous grant from the New York Sea Grant.

As you are acutely aware, threats from sea-level rise and coastal storms create significant social, environmental and economic risks. To help address these threats, the Zoning for Coastal Resilience project will provide to three Long Island communities practical tools and critical information that will assist in increasing coastal resilience. The project will begin this spring with the **Land Use Leadership Alliance (LULA) Training Program**, which is a 3-day leadership training program designed to help leaders create new networks of support, identify successful land use techniques, and develop implementable local strategies that will enable a more resilient future for the region. The LULA provides the foundation for the Technical Assistance phase of the Zoning for Coastal Resilience project, during which Touro Law and other community partners will work closely with you and other local leaders to assist in a detailed assessment of the City's local laws to increase coastal resilience in your community.

Land Use & Sustainable Development Law Institute
Touro Law Center • 225 Eastview Drive, Central Islip, NY 11722
631-761-7137 • sadams-schoen@tourolaw.edu

Page 1

The objectives of the Zoning for Coastal Resilience project include:

1. Facilitating community-driven sea-level rise (“SLR”) and coastal storm resilience assessments and local law amendments by identifying, developing and providing training to community leaders;
2. Facilitating coastal communities undertaking detailed assessments of their zoning codes with respect to SLR and coastal storm resilience by providing technical assistance throughout the assessment process; and,
3. Facilitating coastal communities amending their zoning codes to increase SLR and coastal storm resilience by providing technical assistance throughout the amendment process.

To achieve these objectives, the project team will work collaboratively with community leaders and project technical experts to assist community leaders in assessing and amending their zoning codes and other related local laws to increase coastal community resilience. Neither the LULA nor the Technical Assistance phase of the project will recommend any particular policies or strategies, nor will they promote a particular point of view. Instead, the LULA and Technical Assistance phases of the project will provide support to City of Long Beach officials, staff and community leaders to empower them in assessing and amending local laws to increase coastal resilience. During the Technical Assistance phase of the project, this collaborative support may include, for example, legal research and analysis of issues related to amending zoning codes and other community planning documents to increase resilience, surveys of existing best practices, facilitation of workshops with technical experts, and assistance in drafting and assessing potential local law amendments.

By participating in this project, the City of Long Beach will also be helping to empower other waterfront communities on Long Island and throughout New York to increase their resilience to flooding. The project team will use its experience with the City to develop an annotated set of model laws or best practices, and will provide important information about resilient code amendment processes and local conditions to the NYS DOS Office of Planning & Development, which is currently in the early stages of working with the Department of Environmental Conservation and other stakeholders to develop model codes and technical guidance pursuant to New York’s Community Risk and Resiliency Act of 2014 (“CRRA”).

I look forward to discussing the project in more detail with you shortly and to seeing you at the upcoming LULA programs on **May 6, May 20, and June 3**. In the meantime, if

you have any questions about the project, please feel free to contact me at (631) 761-7137, sadams-schoen@tourolaw.edu. I look forward to working with you on this exciting and ambitious project.

Sincerely,

Sarah J. Adams-Schoen

Sarah J. Adams-Schoen
Assistant Professor of Law and Director
Land Use & Sustainable Development Law Institute
Touro College Jacob D. Fuchsberg Law Center

cc: Jonathan Halfon, Field Coordinator, Community Planning and Capacity Building,
FEMA (jonathan.halfon@fema.dhs.gov)
Rabi Kieber, Sustainability/Green Building Coordinator, US EPA Region 2
(Kieber.Rabi@epa.gov)
Paul Beyer, Esq., State Director of Smart Growth Planning at the NYS Department
of State (Paul.Beyer@dos.ny.gov)
Lori Heithoff, Local Gov. Specialist, NYS Department of State Office of Planning &
Development (

SMART GROWTH RESILIENCY PARTNERSHIP



Dear City of Long Beach Representative,

Thank you for your interest in the technical assistance that EPA, in partnership with FEMA will provide as part of an interagency partnership to support Hurricane Sandy recovery. This technical assistance will help three communities in Nassau or Suffolk County integrate smart growth practices into their community resilience efforts. At this time, we have finished reviewing letters of interest and are happy to inform you that your community had been selected. We received a number of strong applications and are excited to get to work with you in the near future. We would like to set up an informal kick off meeting at your earliest convenience with your project manager. This meeting can be in person either at your offices or the Federal Offices in Lower Manhattan (unfortunately we are unable to pay for travel at this time) or via teleconference.

If you have any additional questions about this technical assistance or the work of The Smart Growth Resiliency Partnership, please contact Rabi Kieber at kieber.rabi@epa.gov or Jonathan Halfon at jonathan.halfon@fema.dhs.gov.

Sincerely,

The Smart Growth Resiliency Partnership