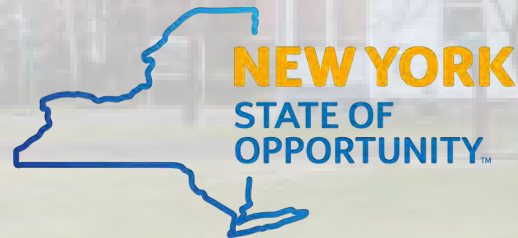


NY Forward - Capital Region Coxsackie

Local Planning Committee (LPC)

Meeting #1

May 31, 2023



NY Forward

Welcome!

LPC Meetings are meant to be working sessions of the LPC

- These meetings are open to the public, but are not intended as interactive public workshops.
- The public is welcome to observe committee meetings and submit comments to CoxsackieNYF@gmail.com
- During the final 15 minutes of the meeting, all comments received via email will be shared, and individuals present may also make comments.

How to get involved:

- We want to hear from you! There will be many other ways for community members to get involved.
- Visit the Coxsackie NYF website to send comments: www.CoxsackieNYF.com
- There will be two public workshops and additional opportunities to provide feedback. More details will be posted to the website.

Agenda

- Opening Remarks
- Code of Conduct
- Introductions / Roles and Responsibilities
- Overview of NYF Program
 - Overview of NYF Process and Timeline
 - Coxsackie NYF Application
 - Project Development / Open Call for Projects
 - Public Engagement Strategy
- Public Comment
- Closing Remarks



Yellow Deli & Dolan Block

Opening Remarks

Mayor Mark Evans

Code of Conduct

Code of Conduct - Preamble

Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today's meeting. If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project.

For example, you may state that you, or a family member, have a financial interest in the project, or you are on the board of the organization proposing the project.

We do not currently have any conflicts of interest on file. Do any LPC members need to make a disclosure to the Committee at this time?

Please inform the LPC co-chairs during the meeting if the need to disclose a conflict arises unexpectedly, and then recuse yourself from discussion or voting on the project.

Code of Conduct

- Members of the NYF 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 between LPC members and their interests that do not serve the public.
- All Members must read and sign the Code of Conduct **before** the second LPC meeting.
 - Hard copies can be returned to Village Hall, or scan and email to CoxsackieNYF@gmail.com

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



Mansion St gateway

Disclosure

- Any potential conflict of interest must be disclosed at the earliest possible time, which should be 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 Officer:

Acting General Counsel David Gonzalez

(518) 474-6740

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.



Introductions / Roles and Responsibilities

Local Planning Committee

Co-Chairs

Mark Evans

Mayor, Village of Coxsackie

Jeffrey Mirel

Principal, Rosenblum Companies; Capital Region REDC Co-Chair

Members

Nicole Bliss

Chair, Greene County Chamber of Commerce

Sarah Gray Miller

Owner, Unquiet Antiques and Ravish Liquors

Brittany Parks

Owner, Coxsackie Transport

Robert Van Valkenburg, Jr.

Chair, Village Planning Board

Bob Phibbs

Owner, The Retail Doctor

Sam Pigeon

President, Coxsackie-Athens Rotary

Alexandra Tighe

Vice President, Brawn Media

Jocelyn Lane

Owner, The Cask & Rasher Restaurant

Bob Irwin

Owner, Irwin Music

Michael Rausch

Historian, Town of Coxsackie

Ryan Palmer

Deputy Superintendent, Coxsackie Athens Central School District

Toni Carroll

Executive Director, Greene County YMCA

State Agencies

Department of State (DOS) will provide guidance and support for the planning process, manage the consultant team, assist in meeting preparation, and participate in review of documents.

- Matthew Smith, Matthew.Smith@dos.ny.gov

Homes and Community Renewal (HCR) will provide expertise in housing development, CDBG, and HCR grants and programs.

- Mary Barthelme, Mary.Barthelme@hcr.ny.gov

Empire State Development (ESD) representative will provide broad knowledge of development and information about State revitalization funding programs.

- Heidi Pasos, Heidi.Pasos@esd.ny.gov

NYSERDA will provide technical assistance related to decarbonization strategies and funding sources.

- Matthew Brown, Matthew.Brown@nyserda.ny.gov

Consultant Team

Buro Happold: project management and revitalization strategy

- Ian Nicholson, Ian.Nicholson@BuroHappold.com

Interboro: public engagement, architecture, urban design

- Daniel D'Oca, Dan@InterboroPartners.com

BJH Advisors: real estate analysis

EDR: landscape architecture, civil/ environmental engineering

Stuart Lynn: cost estimating

KK&P: food systems advisory

The logo for Buro Happold, featuring the company name in a bold, black, sans-serif font, centered between two horizontal yellow lines.The logo for Interboro, featuring the company name in a bold, black, sans-serif font.

Roles and Responsibilities

Local Planning Committee (LPC)

NY State Agencies

Consultant Team

Village of Coxsackie Staff

- Review and comment on the Downtown Profile and Assessment
- Establish the vision for downtown revitalization
- Develop goals and strategies to achieve the downtown vision
- Guide a public engagement strategy appropriate for Coxsackie and take an active role in outreach
- Evaluate and select priority projects for funding
- Work with State and consultant team to prepare, revise, and submit the Strategic Investment Plan
- Sign the Code of Conduct and recuse themselves when there's a conflict

Roles and Responsibilities

Local Planning Committee (LPC)

NY State Agencies

Consultant Team

Village of Coxsackie Staff

- Ensure consultants and LPC meetings complete key tasks
- Facilitate interagency evaluation of proposed projects
- Review documents prepared by consultants
- Provide technical assistance to project sponsors, when appropriate

Roles and Responsibilities

Local Planning Committee (LPC)

NY State Agencies

Consultant Team

Village of Coxsackie Staff

- Prepare draft documents for review by NY State planners and LPC
- Lead public engagement events and seek community input
- Prepare project profiles and analyses that demonstrate feasibility and impact
- Provide expertise in wide array of disciplines

Roles and Responsibilities

Local Planning Committee (LPC)

NY State Agencies

Consultant Team

Village of Coxsackie Staff

- Provide local expertise to consultants and NY State planners
- Assist with meeting logistics, provide necessary background data and information
- Help identify municipal programs and resources that can be used to advance the NYF process
- Act as local point of contact of public engagement

Overview of NYF Program

What is NY Forward?

- The DRI program was launched in 2016 to improve the vitality of urban centers across the State.
- The 10 Regional Economic Development Councils (REDC's) select communities for significant investment to transform the downtown economy.
- This year is the first iteration of NY Forward, which applies the same approach as DRI, but to smaller downtowns, with either a \$4.5m or \$2.25m grant award.
- Each community prepares a Strategic Investment Plan to identify specific projects to promote downtown revitalization.

"The NY Forward program focuses on creating healthy, vibrant, walkable downtowns that catalyze sustainable economic development and accrue numerous economic, social, and environmental benefits to the locality, the region and the State as a whole."



DRI and NY Forward Program Goals



Create an active downtown with a strong sense of place.



Attract new businesses that create a robust mix of shopping, entertainment, and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries.



Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region.



Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.



Grow the local property tax base.

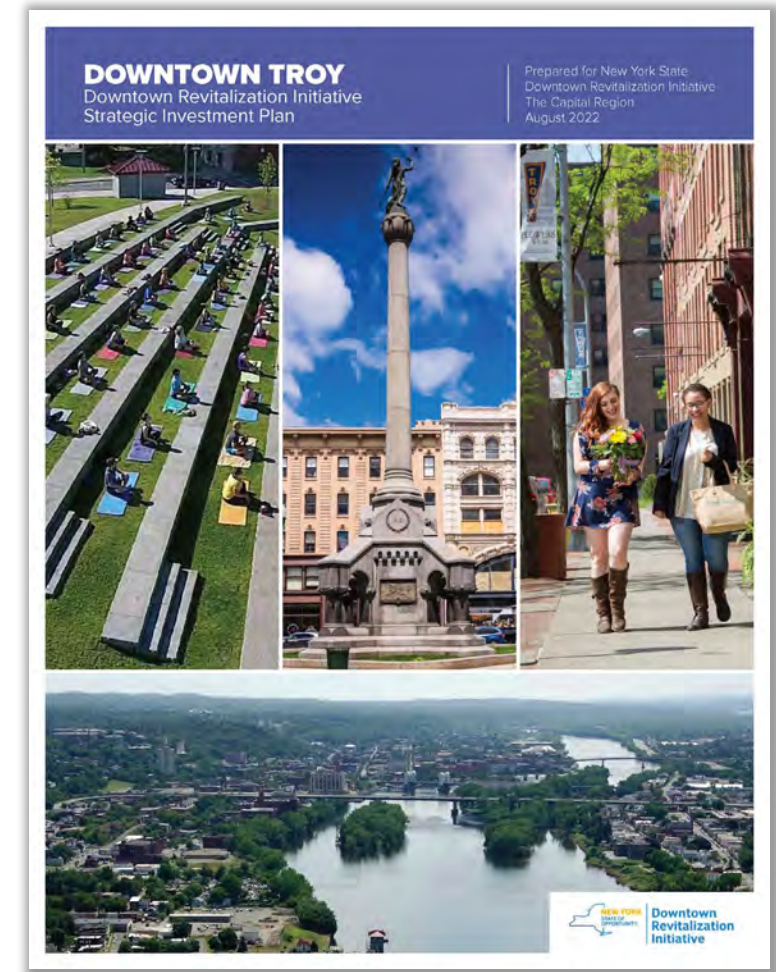


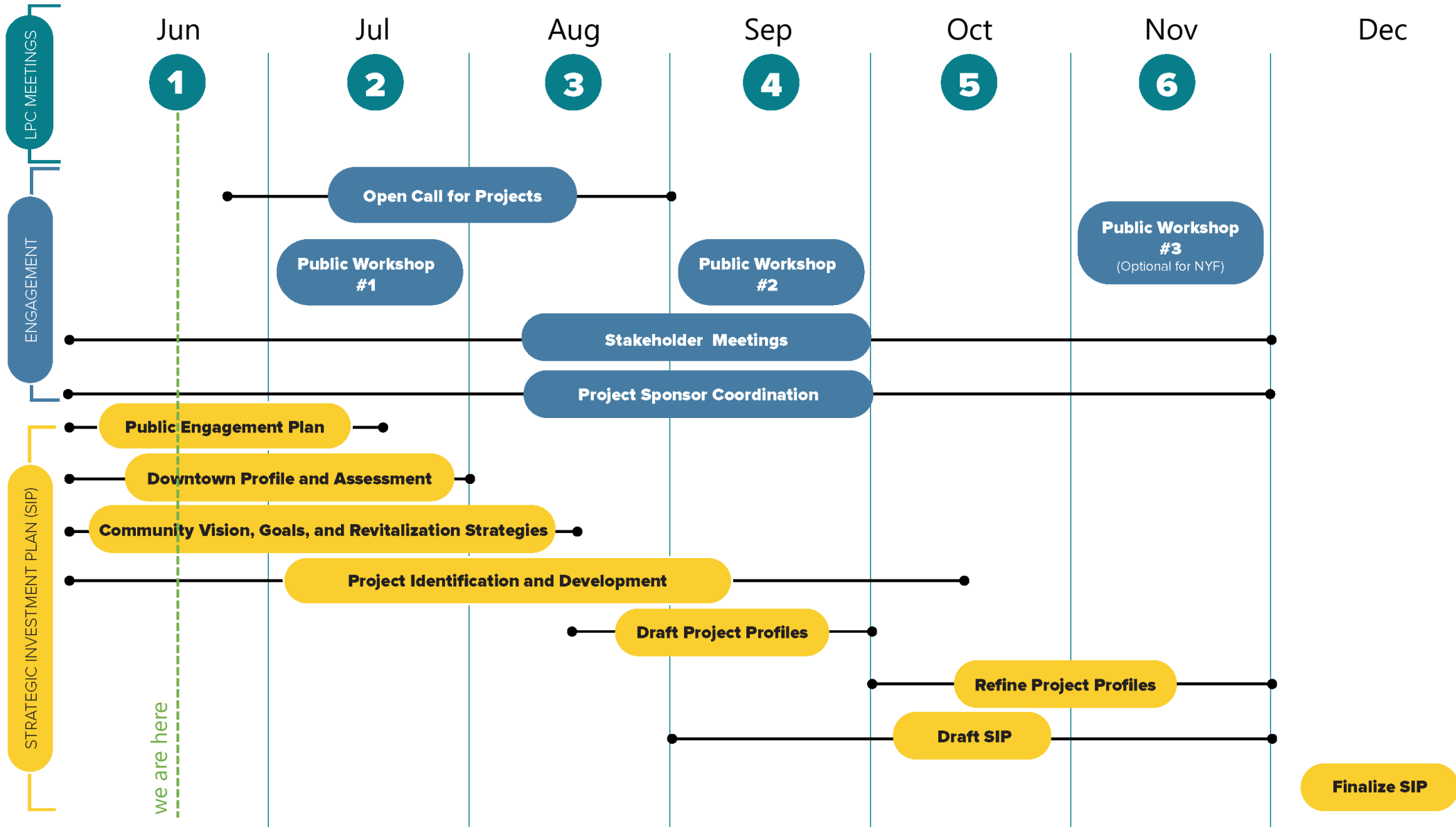
Provide amenities that support and enhance downtown living and quality of life.



Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.

NY Forward Planning Process





Coxsackie NYF Application

NYF Boundary

- Area includes:
 - Reed St National Historic District
 - Riverside Park
 - underutilized areas on Mansion and Ely
 - diverse housing and commerce
 - public library
 - recent developments



Preliminary Downtown Vision

“The Village of Coxsackie is a quaint waterfront community characterized by a historic, vibrant, compact, and walkable downtown with a beautiful view of the Hudson River. The Village has leveraged its best attributes including the area’s natural beauty, rural nature, and small town feel to create a community where people want to:

LIVE *in a safe, walkable, waterfront, historic downtown setting made up of multi-generational families, a dynamic younger generation and new neighbors set against the scenic beauty of the Hudson River.*

WORK *in a downtown that has a wide variety of commerce ranging from art and cultural venues to hospitality and retail and restaurant support services resulting in a must-see destination that meets the needs of both tourists and residents alike.*

PLAY *along a revitalized waterfront that provides public access for active and passive recreation opportunities and a wide variety of art and cultural activities offering a unique mix of activities in a scale that is both accessible and affordable.”*

Preliminary Downtown Goals

- growing Coxsackie
- historic preservation meets forward progress
- open space and Hudson River
- housing options and opportunities
- food and beverage options
- commercial, retail, mixed-use historic buildings
- arts & culture
- walk and bike-ability
- resiliency



Past investments

- \$19.5 million in private investment in the past 5-10 years in the NYF area
 - plus another \$25 million nearby
- \$27.9 million in public investment completed or ongoing
 - wastewater and water system upgrades
 - Riverside Park renovation



Local Policies

- Reed Street Historic District – 1980
- Comprehensive Economic Development Plan – Greene County - 2007
- Water Dependent Use Inventory and Assessment – Greene County – 2008
- DMA 2000 Flood Hazard Mitigation Plan – Greene County – 2009
- Harbor Management Plan
- Village of Coxsackie Zoning Ordinance – 2021
- Local Waterfront Revitalization Plan (LWRP) – under development

Administrative Capacity

- Village Staff
 - Mayor – Mark Evans
 - Village Clerk-Treasurer – Nikki Bereznak
 - Village Board
- Possibility of re-establishing Village of Coxsackie Local Development Corporation (VCLDC)
- Greene County support
 - Office of Economic Development, Tourism, and Planning, including GC EDC



Public Outreach / Support

- NY Forward application process
 - 9/12-9/21 2022: virtual community survey, 126 responses
 - building on 2021 DRI application and ongoing LWRP process
 - project website provided where residents could learn about the NYF initiative, review the map of the proposed boundary, take the on-line survey, and provide project ideas
 - stakeholder meetings, based on comprehensive list of downtown business and property owners

Project Opportunities

- NYF total award amount of \$4.5 million
- 14 projects identified in NYF Application, from 7 different sponsors
- \$16.55 million in total need identified, with \$40.55 million in matching funds
- thematic focus on historic rehabilitation, housing, tourism and business development
- **ALL PROJECTS MUST BE SUBMITTED THRU THE OPEN CALL, INCLUDING THE ONES PREVIOUSLY SUBMITTED IN THE NYF PROGRAM APPLICATION – NOTHING HAS BEEN PRE-DETERMINED! ALL IDEAS WELCOME!**

Project Development

Project Development Process

1. Project Sponsors propose projects through the Open Call
2. Sponsors then develop Projects further, with support from:
 - Consultant team
 - State agencies (DOS, HCR, ESD, NYSERDA)
 - Municipal representatives
 - Outside entities (SBDC's, EAC's, CDFI's)
3. LPC evaluates Projects according to set criteria
4. Strategic Investment Plan submitted to State, including non-ranked slate of Projects totaling more than \$4.5 million recommended investment



Open Call for Projects

- **All Projects must go through this process**
- All Projects must be submitted by a Project Sponsor with the capacity to execute
- Open, fair, and transparent process for LPC to vet project proposals
- Allows LPC and consultant team to obtain information in a consistent manner
- **Submission through the Open Call does not guarantee inclusion in the final plan**

How to Submit Your Project

- 1 Review the Eligibility Criteria**
on page 2 to make sure your project is eligible to be considered for [DRI/NYF] funding.
 - 2 Review the Project Requirements**
on page 3 to see how your project will be evaluated by the [DRI/NYF community] Local Planning Committee and New York State.
 - 3 Review the Evaluation Criteria**
on page 4 to see how the State evaluates projects and to understand how the [DRI/NYF community] LPC may evaluate projects.
 - 4 Fill out the Project Proposal Submission Form**
on pages 5 through 11. Address each topic thoroughly and completely. The LPC will use this information to consider projects to be included in the [DRI/NYF community's] Strategic Investment Plan.
 - 5 Submit your Completed Application**
Submit your Completed Application (and any supplemental materials) either electronically, in-person, or by mail no later than [TBD].
 - **To submit online:**
Go to [insert DRI/NYF community's project website with instructions on how to access and submit the Project Form]
 - **To submit via email:**
Email your completed application and any supplemental materials to [provide email]
 - **To submit a hard copy, mail or hand-deliver:**
[provide address]
- ? Questions regarding project eligibility, evaluation, or the project forms can be directed to [provide contact] at [provide email]**

Open Call for Projects

Launch: week of June 5

Office hours to discuss projects: TBD (late June)

Deadline for questions: TBD (early July)

Deadline to submit projects: TBD (late July)

Email address for questions and project submissions:

CoxsackieNYF@gmail.com

How to Submit Your Project

- 1 Review the Eligibility Criteria**
on page 2 to make sure your project is eligible to be considered for [DRI/NYF] funding.
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→ **To submit a hard copy, mail or hand-deliver:**

[provide address]

- ? Questions regarding project eligibility, evaluation, or the project forms can be directed to [provide contact] at [provide email]**

Open Call for Projects Form

- Project Sponsor
- Project Location
- Existing Conditions
- Project Type
- Project Title and Description
- Property Ownership
- Preliminary Funding Estimate
- Capacity
- Partners
- Project Readiness and Timeframe for Implementation
- Resiliency
- Anticipated Revitalization Benefits
- Supplemental Information (such as photos or renderings)
- Decarbonization

Project Development

Eligible Project Types

- New development and/or rehabilitation of existing downtown buildings
- Public improvement projects
- Small Project Fund
 - locally managed, \$300,000 max
 - 25% matching requirement
- Branding and marketing

Ineligible Activities

- Standalone planning activities
- Operations and maintenance
- Pre-award costs
- Property acquisition
- Training and other program expenses

Project Development

Project Requirements

- Shovel-ready in 2 years
- Project size/scale – large enough to be transformative
- Project sponsor capacity – public, non-profit, private entities
- Financing
- Matching and leverage
 - matching requirement determined by LPC
- Decarbonization



Public Engagement Strategy

Public Engagement Plan

- Draft Public Engagement Plan
- Public outreach tools include:
 - 5-6 LPC Meetings
 - 2 Public Meetings / Workshops
 - 1+ Local Outreach Activities
 - Project Website
 - Stakeholder Meetings



LPC Meetings



Public Workshops



Project Website



Local Outreach Activities

LPC Meetings

- Meeting #1 in progress!
- Venue: Village Hall at 119 Mansion St
- 4-5 additional meetings to be scheduled:
 - LPC Meeting #2: Wed, Jun 28
 - LPC Meeting #3: Wed, Jul 26
 - LPC Meeting #4: Wed, Sep 13
 - LPC Meeting #5: TBD, mid-Oct
 - LPC Meeting #6: Wed, Nov 8 (*if needed*)
- All are open to the public, will include public comment
- Purpose is to brainstorm ideas, provide direction and feedback to consultant teams, review planning products, and discuss engagement efforts.



Public Workshops

- Public Workshop #1 – **Jun 20**
- Public Workshop #2 – **Aug 30**
- **Venue**
 - ~~Riverside Park?~~
 - **School cafeteria**
- Interactive engagement with the public
- Solicit ideas and feedback from the public on various topics
- Language access, ADA accessibility, and other approaches to ensure inclusivity



Local Outreach Activities

- Leverage existing community calendar of events, such as:
 - Wednesday Farmer's Markets at Riverside Park
 - Village Yard Sale (mid-Jul)
 - Riverside Festival (mid-Sep)
- Meant to engage a broad range of constituents



Envision Cambridge (Interboro)

Key Stakeholders

- Meetings and/or focus groups to be arranged with key stakeholders, such as:
 - Rotary Club
 - School Board
 - Business Owners
 - Thurs block parties?
- Provides an opportunity to better understand community needs, identify local opportunities, and inform development of potential projects



Red shed outside Riverside Park

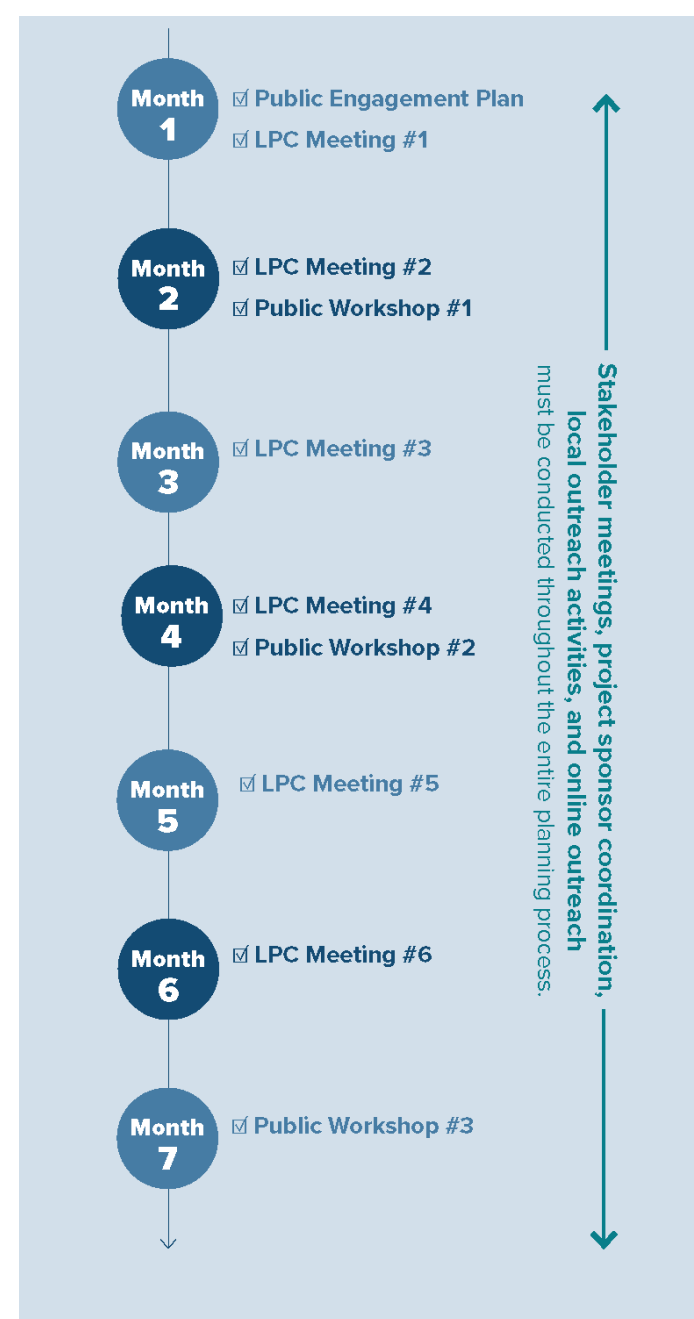
Social Media, Online Outreach, Press Strategies

- Project website is live!
- Will host information on meetings, events, and project progress including proposed project information
- Will also provide a platform for feedback and interaction from the public, including the Open Call for Projects
- Will link to Village website and Facebook page

www.CoxsackieNYF.com

LPC / Public Engagement Timeline

- Launch Website – Week of May 29
- LPC Meeting #1 – Wednesday, May 31, 6-8pm
- Open Call for Projects (released) – week of June 5
- Public Workshop #1 – Tuesday, Jun 20
- LPC Meeting #2 – Wednesday, Jun 28
- Local Outreach Activity – local events?
- LPC Meeting #3 – Wednesday, Jul 26
- Strategic Investment Plan (draft) – Nov 1 (tentative)



Local Planning Committee Q&A

Public Comment

please submit comments to

CoxsackieNYF@gmail.com

Closing Remarks

Mayor Mark Evans

Next steps

- ✓ Finalize Public Engagement Plan
- ✓ Send out Open Call for Projects
- ✓ Refine Downtown Vision and Goals
- ✓ Develop Downtown Profile and Assessment

Public Workshop 1
6/20
6:00-8:00pm
High School Cafeteria

LPC Meeting 2
6/28
6:00-8:00pm
Village Hall

LPC Meeting 3
7/26
6:00-8:00pm
Village Hall



Thank you!