

City of Canandaigua

Downtown Revitalization Initiative (DRI)

Local Planning Committee Meeting #1



**Downtown
Revitalization
Initiative**

Agenda

1. Code of Conduct Refresher
2. DRI Program Overview
3. DRI Planning Process
4. Public Engagement
5. Project Match
6. *Canandaigua's* DRI Application
7. What's Next?
8. LPC Visioning Exercise

***Thank you for serving
on the Local Planning
Committee for your
community!***

Welcome + Introductions

Code of Conduct Refresher

What is the DRI Code of Conduct?

- Guidelines, standards and procedures for Local Planning Committee (LPC) members to follow throughout the planning process
- All LPC members are required to serve and act in the public interest.
- LPC members will receive and **must** sign the *Code of Conduct for Members of New York State Downtown Revitalization Initiative and NY Forward Local Planning Committees (Code of Conduct)*.

Remember...

- Members should use the Code of Conduct to guide service and actions while on the Local Planning Committee:

D.

**Disclose conflicts
of interest**

A.


**Act in the public
interest**

D.


**Disqualify as
necessary**

Documenting Conflict(s)

- Members must identify if they have a potential conflict at the first meeting in which the matter giving rise to the conflict is discussed.
- When a potential conflict is identified, LPC members must complete and submit a formal Recusal Form.
- LPC members may not vote, or attempt to influence, a discussion or vote on any project(s), where a potential conflict of interest exists.

**NEW YORK**
STATE OF
OPPORTUNITY.

**Downtown
Revitalization
Initiative**

**NEW YORK**
STATE OF
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NY Forward

Recusal Form

LPC Member Name _____ Date _____

DRI or NYF Name _____

Applicable Project Title(s) _____

Reason(s) for Recusal

(Check all that apply.)

☐ I or a relative or family member have a financial interest in the project. (Describe below.)

☐ I or a relative or family member have an interest as a board member, owner, officer, employee, or investor in the project sponsor. (Describe below.)

☐ I or a relative or family member have an interest as a board member, owner, officer, employee, or investor in a potential competitor of the project. (Describe below.)

☐ Other: _____

Please provide a description of each conflict. (Be complete and specific. Attach additional pages if necessary.)

Member Signature _____

Documenting Conflict(s)

- The LPC co-chairs will remind members of their obligation to recuse at each meeting of the committee.
- 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.

Voting on Recommended Projects

- All LPC members will vote on a slate of projects to be recommended to the state for DRI funding.
- Voting will take place via an official LPC ballot to be submitted to the State.
- LPC members must recuse themselves from voting on individual projects where a conflict of interest exists.
- LPC members must follow the determinations made by the Ethics Officer in accordance with the Code of Conduct and other applicable laws.

Preamble

- A Preamble will be read by a LPC co-chair at the beginning of every LPC meeting reminding members of their obligation to act in the public interest and recuse if necessary.

Are there any general or clarifying questions we can answer now?

If you have specific questions regarding your situation or need advice, contact the New York State Department of State Ethics Counsel:

Anais Vasquez, Ethics Counsel
(518) 948-0275
Anais.Vasquez@dos.ny.gov



DRI Overview

What is the DRI?

- State-wide investment to reinvigorate local and regional economies by revitalizing downtowns
- Program recognizes the unique qualities and sizes of various communities throughout the State



DRI Goals



**Enhance downtown living
and quality of life**



**Provide enhanced public
spaces that serve those of
all ages and abilities**



**Create an
active downtown with
a mix of uses**



**Create diverse
housing options for
all income levels**



**Provide diverse
employment opportunities
for a variety of skill sets
and salary levels**



**Encourage the reduction
of greenhouse gas
emissions**



**Grow the local property
tax base**

Successful Projects in Our Region



City of Geneva – Round 1



Town of Seneca Falls – Round 4



City of Batavia – Round 2



Huntington Apartments – Round 4

Roles and Responsibilities

State Agency Team

Department of State

Samantha Aldrich

Samantha.Aldrich@dos.ny.gov

Empire State Development

Greg Parker

Gregory.Parker@esd.ny.gov

NYS Homes and Community Renewal

Tirzah Peters

Tirzah.Peters@hcr.ny.gov

- Provide guidance and support for the DRI planning process
- Manage and assist the consultant team
- Participate in preparation and review of DRI documents
- Engage other State agencies, when needed

Consultant Team

Lead

Urban Strategies Inc

Mark Reid

mreid@urbanstrategies.com

James DiPaolo

jdipaolo@urbanstrategies.com

Sub-Consultant Team

Fisher Associates

4Ward Planning

Bero Architecture

STC Design

- Lead all public engagement
- Prepare program documents
- Assist LPC with identification, development, and evaluation of potential projects
- Conduct research, as necessary.

Local Planning Committee

LPC Co-chairs

Bob Palumbo, Canandaigua Mayor

Tracey Dello Stritto, Ontario County Chamber of Commerce

Members

Kari Buch, United Way of Greater Rochester

Tracey Burkey, Finger Lakes Visitors Connection

Denise Chaapel, Canandaigua BID

Ryan Davis, Ontario County

Gordon Estey, Fort Hill Performing Arts Center

Lenore Friend, Finger Lakes Community College

Jennifer Goodemote, Wood Library

John Goodwin, City of Canandaigua

Andy Griffith, Griffith Realty Group

Christopher Keys, Canandaigua National Bank

James McGinn, The Lake House on Canandaigua

Torsten Rhode, Resident (Canandaigua)

Jennifer Yerden, Sights and Shades

- Participate in LPC meetings
- Provide direction on planning efforts
- Provide feedback to consultant team and State
- Review documents
- Assist with community engagement and outreach

Municipal Representatives

Mayor of Canandaigua

Bob Palumbo

Bob.Palumbo@CanandaiguaNewYork.gov

City Manager

John Goodwin

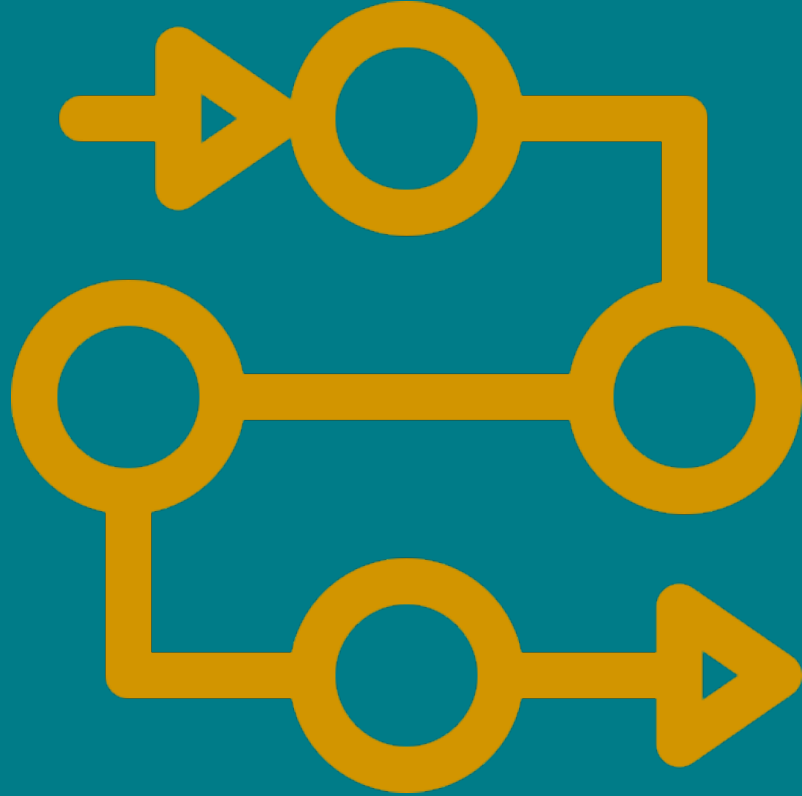
John.Goodwin@CanandaiguaNewYork.gov

Assistant City Manager

Shawna Bonshak

SBonshak@CanandaiguaNewYork.gov

- Participate in core team meetings
- Provide crucial data, reports, plans, and documents to the consultant team
- Assist with public engagement outreach, logistics, and advertising



DRI Planning Process

Planning Process



Visioning

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



Opportunities + Challenges

Understand the community's unique characteristics and key opportunities



Project Development + Evaluation

Identify, develop, and evaluate potential projects



Project Recommendations

Recommend projects that align with the community's goals

8 Month Timeframe (May – December 2025)

- Each community is led by a consultant team who guides the planning process, works with sponsors to develop projects to recommend to the State, and documents the process/projects in the Strategic Investment Plan.
- This process helps ensure all voices are heard and projects are carefully considered.

What are the eligible project types?



Public Improvement Projects

Streetscape and transportation improvements, recreational trails, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects.



New Development and/or Rehabilitation of Existing Downtown Buildings

Development and redevelopment of real property for mixed-use, commercial, residential, not for profit, or public uses. Development / redevelopment should result in employment opportunities, housing choices or other community services.



Small Project Grant Fund

A locally managed matching small project fund (up to \$600,000) for small downtown projects, such as façade improvements, building renovations, business assistance, or public art.



Branding and Marketing

Downtown branding and marketing projects that target residents, tourists, investors, developers and visitors.

Ineligible Project Types/Activities

- **Planning Activities.** All DRI funds must be used to implement projects.
- **Operations and Maintenance.** Funds cannot be used for on-going or routine expenses, such as staff salaries and wages, rent, utilities, and property up-keep.
- **Pre-award Costs.** Reimbursement for costs incurred before the completion of the Strategic Investment Plan and the announcement of funding awards is not permitted.
- **Property Acquisition.** DRI funds cannot be used for property acquisition.
- **Training and Other Program Expenses.** DRI funds cannot be used to cover continuous costs, such as training costs and expenses related to existing programs.
- **Expenses related to Existing Programs.** DRI funds cannot supplement existing programs or replace existing resources.

How are projects identified?



**Projects included in the
community DRI application**



**Projects solicited through
the Open Call for Projects**

**The LPC will evaluate all projects based on the DRI
Program criteria and community goals. Not all solicited
projects will be included in the final Strategic
Investment Plan.**

How are projects evaluated?

- **Alignment with Local and State Goals.** Projects must advance the goals established by the LPC and the State for the DRI community.
- **Catalytic Effect.** Projects must have a significant positive impact on the revitalization of downtown.
- **Project Readiness.** Projects should be well-developed and ready to proceed as soon as possible upon the award of funding.
- **Eligible Project.** Projects must be one of the eligible project types.
- **Cost Effectiveness.** Projects must represent an effective and efficient use of public resources.
- **Co-Benefits.** Projects must result in benefits to the community, beyond just the project developer, such as additional economic activity and improved quality of life.

Project Evaluation Worksheet Examples

Yes	No	maybe	COMMUNITY SUPPORT
			The project is supported by the community and in line with its DRI vision.
Yes	No	maybe	PROJECT READINESS
			The project is well developed and poised to proceed in the near term in a way that will jumpstart the redevelopment of the neighborhood. The sponsor has the capacity to implement and maintain the project.
Yes	No	maybe	CATALYTIC EFFECT
			The project is likely to have a significant positive impact on the revitalization of the downtown by attracting other public and private investment.
Yes	No	maybe	CO-BENEFITS
			The project will result in secondary benefits to both the community and project developer, beyond the primary goal of the project itself, which will generate additional economic activity, grow the local property tax base, improve quality of life in the neighborhood, and/or result in improved buildings likely to create healthier, more comfortable and productive environments in which to live and work.
Yes	No	maybe	COST EFFECTIVENESS
			There is a demonstrated needs for DRI funds and investment of public DRI funds in the project would represent an effective and efficient use of public resources.

Catalytic Effect*

Will this project have a significant positive impact on downtown Medina? Can it spur additional public and private investment?

-Please select-

High

Medium

Low

Unknown

break ground within 2 years?

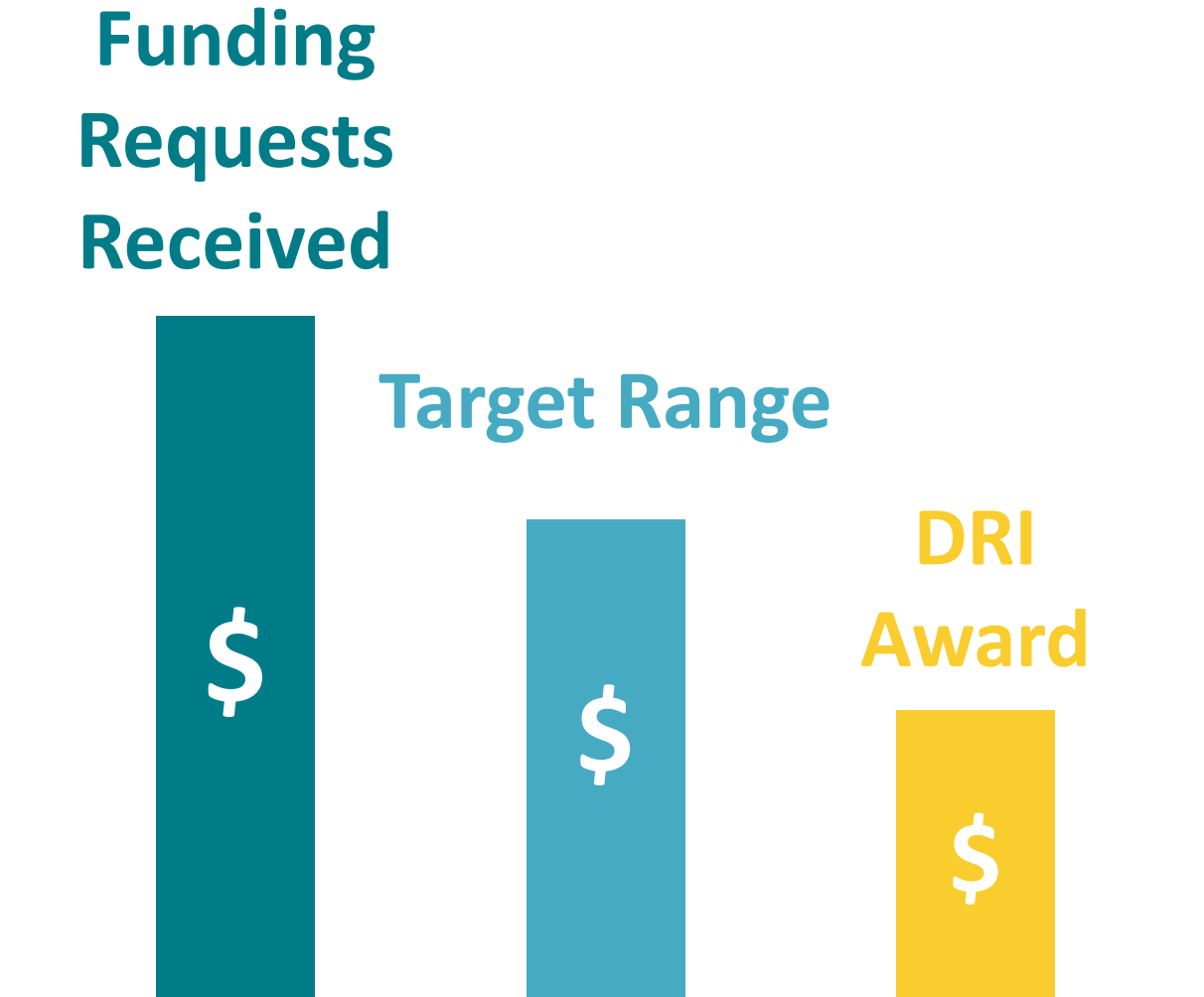
Cost Effectiveness*

Is this project a good use of public funds? Is the budget realistic? Is the NYF request reasonable?

-Please select-

Final Slate of Recommended Projects

- Final slate of projects takes into consideration feedback from the public and is finalized by the LPC
- The total amount of requested DRI funds will have a higher dollar amount than what will be awarded

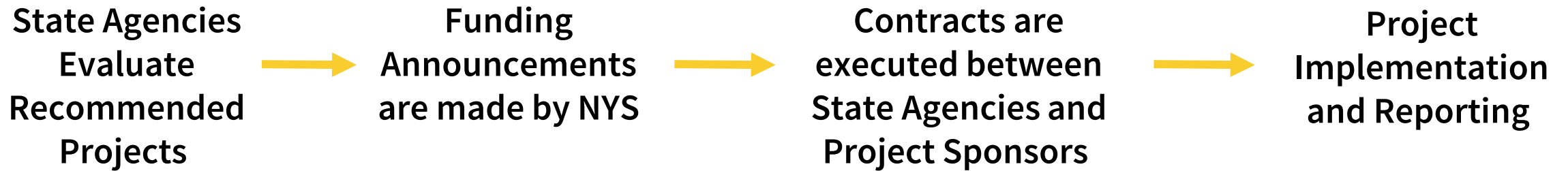


What is the end goal of the planning process?

- Consensus on a recommended list of projects for implementation
- Submission of a Strategic Investment Plan to the State containing recommended list of projects
- Momentum and direction for downtown revitalization



What happens after the planning process ends?



- Announcements are typically made in the months following submission of SIPs
- Projects begin implementation as soon as possible

Project Implementation

- All awards are provided as a reimbursement grant – project sponsors must complete work before monies are provided
- Project sponsors will likely need to secure bridge financing to cover costs while project is being completed
- All awards are subject to State requirements, including MWBE goals, competitive procurement, etc.



Public Engagement

How does Public Engagement Help This Process?

- Critical component of the DRI program!
- Helps to craft / refine the downtown's vision, goals, and strategies
- Input on project types and community needs
- Feedback on proposed projects and transformative potential in downtown



Activities will take place throughout the process and will encourage participation from a broad / diverse population.

Public Engagement Methods

- LPC Meetings
- Open Call for Projects
- Public Workshops (x2)
- Local Outreach Activities
- Online Engagement

Are there important community groups or stakeholders we should reach out to?

Do you have any advice on meeting locations, specific activities, notification methods, etc?

Upcoming Engagement Activities

- **May 21: Public Workshop #1**
 - Overview of the DRI
 - Public input on downtown Canandaigua Opportunities & Challenges
 - Aimed at the general public
- **May 22: Open Call for Projects Info Session**
 - Overview of the DRI
 - Eligible project types
 - Preparing an application, and what comes next
 - Aimed at potential project sponsors
- **Throughout May: Stakeholder Interviews**

Targeted LPC Meeting Dates

We propose holding LPC meetings generally on Tuesdays every 4 – 6 weeks. At each LPC meeting, we will confirm the following meeting. Meeting dates could potentially need to change based on workflow and the LPC's availability.

LPC Meeting	Date (all meetings from 6-8pm)
LPC #1	Tuesday, May 6 th (today)
LPC #2	Tuesday, June 10 th
LPC #3	Tuesday, July 29 th
LPC #4	Tuesday, September 9 th
LPC #5	Tuesday, October 21 st
LPC #6*	Wednesday, November 12 th

*If needed

Do these dates work?

Open Call for Projects

Open Call for Projects

- The Open Call for Projects provides an opportunity for community members, property owners, and business owners to submit projects for consideration
- Submission period will be open to the public for at about 7 weeks
- Applicants must complete a submission form with required information (available online or in hard copy at accessible locations)

We are looking for projects that are ready to be implemented in the near-term, are transformational, and are feasible!

Submission Form Components

- Project Sponsor Contact Information
- Project Location
- Existing Conditions
- Project Title and Description
- Property Ownership
- Funding Estimate / Description
- Capacity
- Project Readiness / Timeframe for Implementation
- Supplemental Information, including required documents.

Anticipated Timeline:

- **May 22nd** - Release Open Call form and host Open Call Info Session
- **July 11th** - Application Deadline

Project Match

Project Match Requirements

All Projects

Project minimum of \$75,000 total.

Privately-Sponsored Projects:

Minimum match of 25% of total project cost.

Public or Non-Profit-Sponsored Projects:

No minimum match requirements

The LPC has discretion to increase match goals, as appropriate. For example, the LPC may decide to increase the match goal for privately-sponsored projects to 40%, if desired.

Match Requirement Rationale

- Project sponsors have a significant stake and commitment to the initiative – the projects are more likely be **well-developed, closer to implementation, and “real”**.
- Projects backed by other funding have a more **solid business case** and are more likely to be **sustainable in the long term**.
- **More projects** can be funded and the **total investment in downtown is increased**.

Let's discuss the pros and cons of the two options for the match requirement

1. Maintain the base match requirements

Minimum match of 25% of total project costs for privately sponsored projects. No match requirement for public or non-profit sponsors.

2. Increase the match requirements

Minimum match of (for example) 40%, 50%, etc. of total project costs for privately sponsored projects.

Option 1: Maintain the Base Match Requirement

Pros

- As the lowest possible match requirement, **more projects and a wider variety of projects** may be proposed, which would support a balanced approach to revitalization.
- A 25% match still requires sponsors to have a **significant stake and commitment** in the initiative.

Option 1: Maintain the Base Match Requirement

Cons

- A match requirement of 25% results in a **smaller total investment** than Option 2.

For example, \$10 million in DRI funding with a 25% match would leverage an additional \$3.3 million in non-DRI funding.

A 40% match (for comparison) would leverage an additional \$6.7 million.

Option 2: Increase the Match Requirement

Pros

- Projects are even more likely to be **well-developed, closer to implementation, and “real”**.
- A more efficient use of public funds. **More projects** can be funded and the **total investment in downtown is increased** (see previous example).

Option 2: Increase the Match Requirement

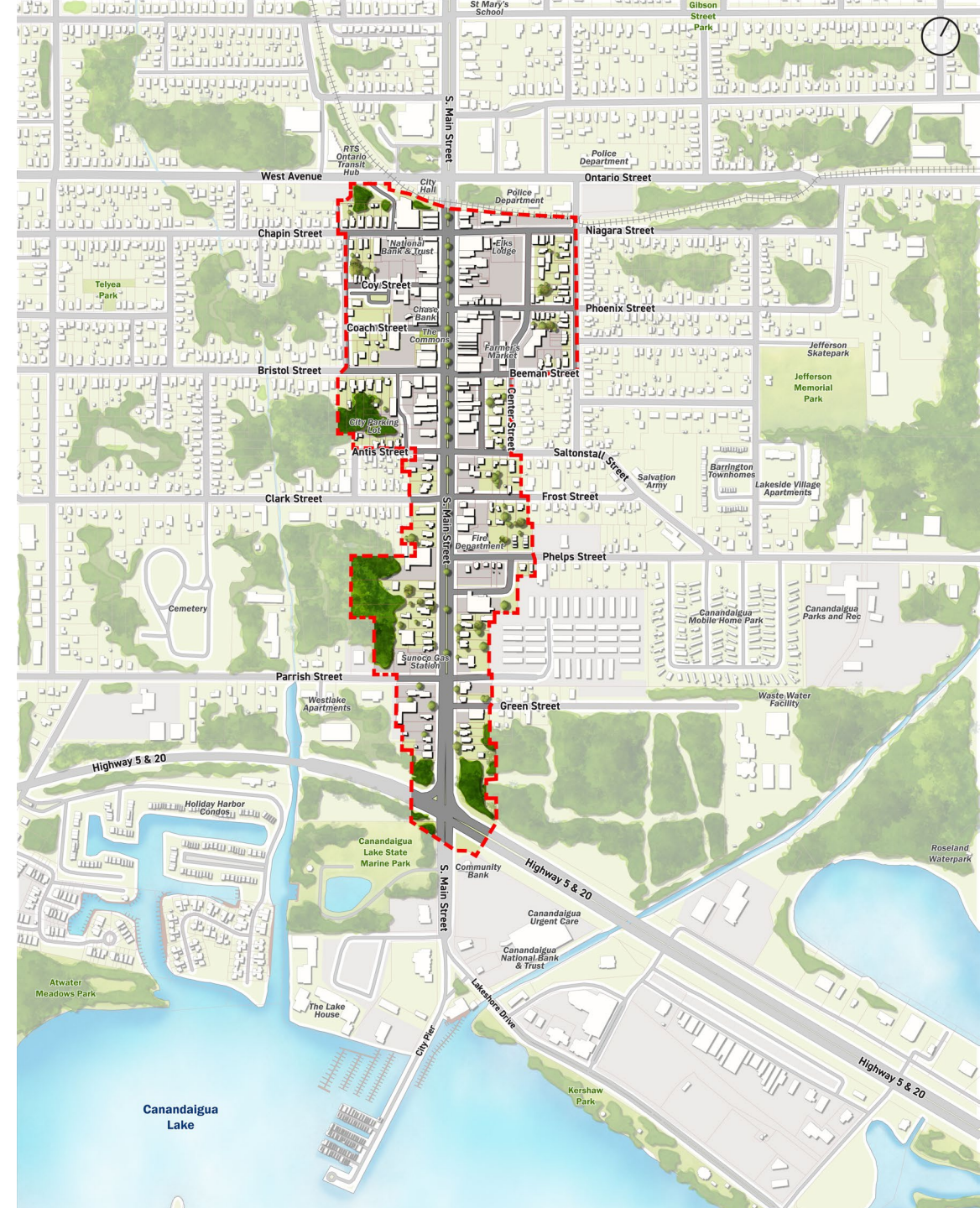
Cons

- Potentially transformative **projects may be excluded** if additional non-DRI funding is required, which could result in **missed opportunities and/or a less balanced approach** to revitalization.
- Projects that require more non-DRI funding and/or various non-DRI funding sources may have a **more tenuous path to financing**.

Canandaigua's DRI Application

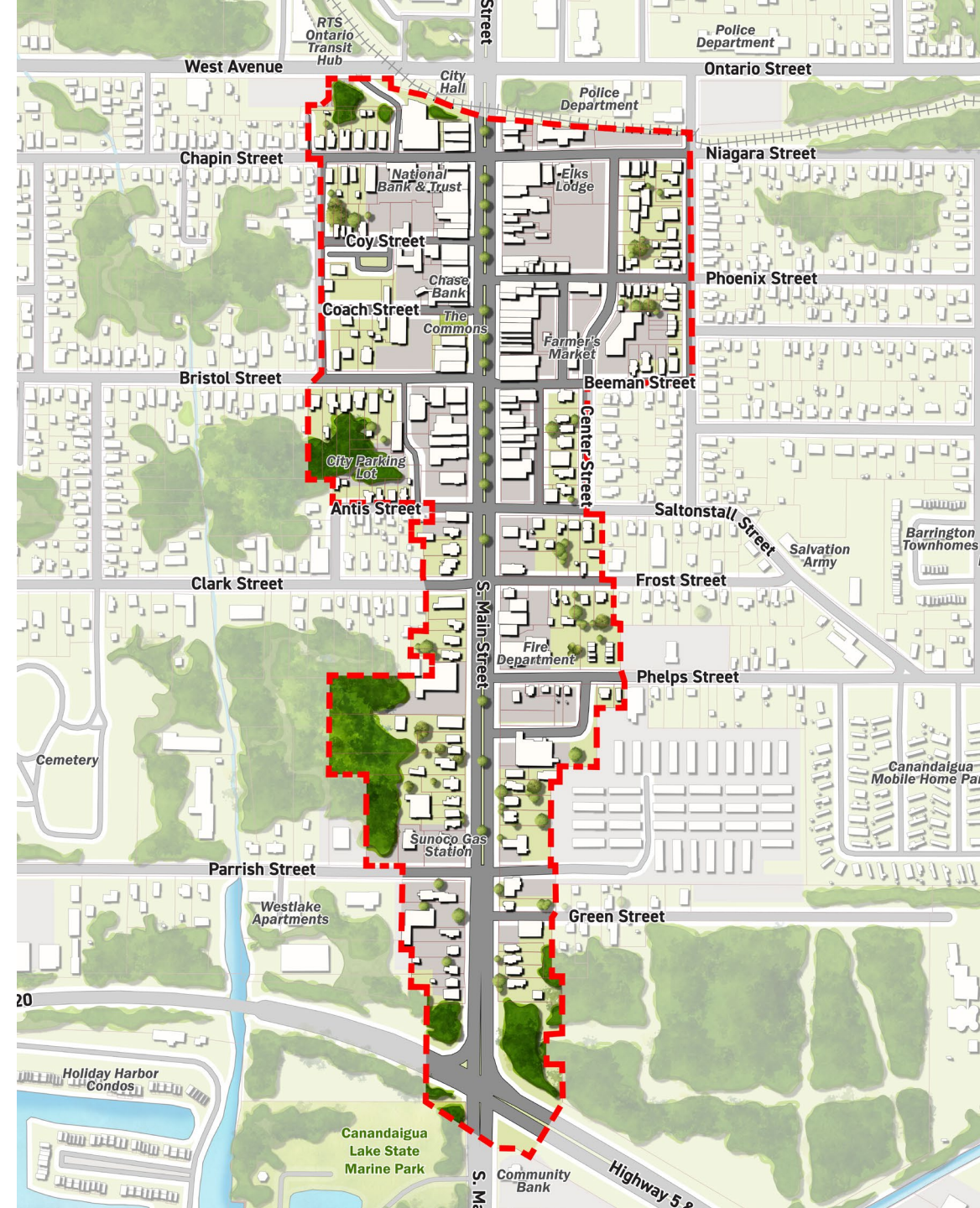
Proposed DRI Boundary

- The proposed DRI boundary represents the compact, walkable core of the city.
- It's intended to create opportunity for commercial and residential development while also improving connectivity to the waterfront.



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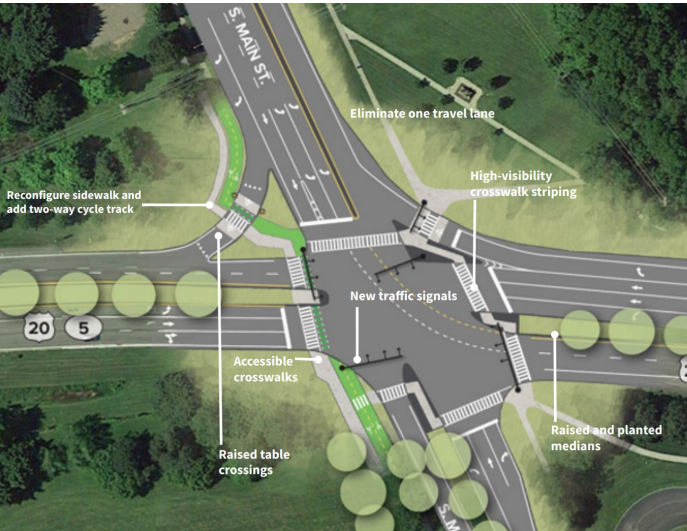
Canandaigua's Vision

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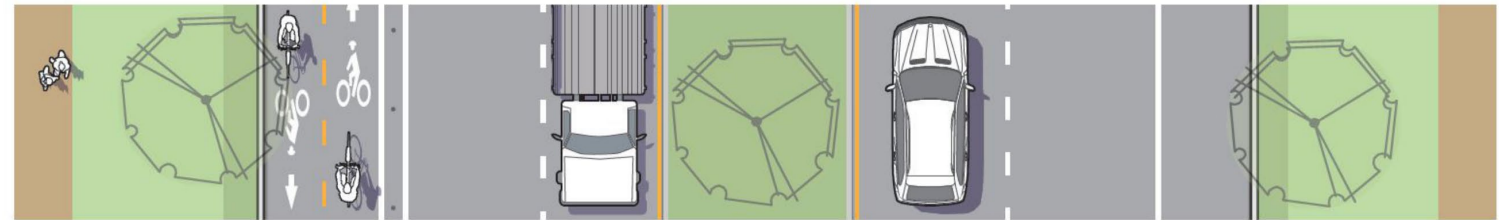
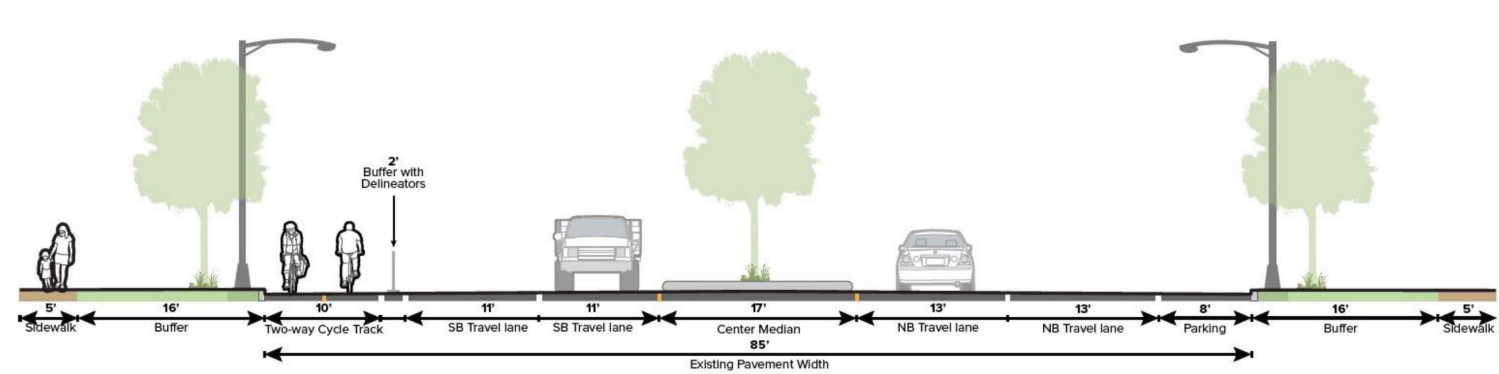
Downtown Canandaigua and the Canandaigua Lake waterfront will **connect seamlessly** via safe, quality **walking and biking pathways** that complement the existing streets. Downtown will be brimming with a diverse mix of businesses, housing, events, and arts that **create a vibrant atmosphere** for residents and visitors of all backgrounds. South Main Street will become a **high-density, mixed-use neighborhood** that links Downtown to the lakefront with an **inviting pedestrian environment**.

”

Overview of Projects in the Application



Overview of Projects in the Application





What's Next?

Next Steps

- Review the DRI Guidance Document
- Review the Canandaigua's DRI application
- Review, sign and return the Code of Conduct
- Next LPC meeting – June 10th

Program resources can be found at:

<https://www.ny.gov/programs/downtown-revitalization-initiative>

OR

www.CanandaiguaDRI.com

Visioning Session

Canandaigua's Vision

“

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”

On your first giant post-it note...

In three words or less, what is the
biggest challenge facing
downtown Canandaigua today?

Post it to the wall.

On your second giant post-it note...

In three words or less, what **type of projects** do you think is most needed in the downtown?

Post it to the wall.

On your third giant post-it note...

In three words or less, what outcome of Canandaigua DRI would you be most **proud** to see?

Post it to the wall.

Public Comment

Public Comment

Please be respectful and follow these guidelines:

- State your name and affiliation (as applicable)
- Please limit comments to 3 minutes

The project team will be available to respond to questions more in-depth at the first public workshop (May 21)

**Program resources
can be found at:**

CanandaiguaDRI.com

**[www.ny.gov/program/downto
wn-revitalization-initiative](http://www.ny.gov/program/downto-wn-revitalization-initiative)**