New York Forward

Village of Hamilton
LPC Meeting #1

June 2, 2023

Purpose of Today's Meeting

- Introduce the NY Forward planning process and team members
- Discuss public outreach and engagement opportunities, including Open Call for Projects
- Confirm proposed NY Forward boundary
- Discuss opportunities and challenges facing Hamilton's Downtown

LPC Code of Conduct

- Co-chairs will remind LPC members of their obligation to act in the public interest
- All LPC members must sign and return Code of Conduct form at end of today’s meeting

Agenda

- Welcome and Introductions
- Overview of the NYF program
- Overview of planning process scope and timeline
- Introduction to Village's NYF application
- Confirmation of the NYF boundary
- Input on the Public Engagement Plan and Open Call for Projects
- Input on stakeholders, various constituent groups, and hard-to-reach populations to engage
- Discussion of opportunities and challenges
- Public comment

1

Team Introductions

State Team

Roles and responsibilities

- Led by NYS Department of State (DOS) representatives
- Support planning process with best practices, funding resources, and technical expertise

Members

NYS Department of State (DOS):
Lissa D'Aquanni
Holly Granat

Tracy DiGenova, Regional Representative to the Governor's Office
Dan Kolinski, Empire State Development (ESD)
Patricia O'Reilly, Homes and Community Renewal (HCR)
NYSERDA

Local Planning Committee (LPC)

Roles and responsibilities

- Local and regional leaders, stakeholders, and community representatives intended to represent diverse interests
- Meet regularly to brainstorm ideas, provide direction to the consultant team, review planning products, discuss potential projects, and prioritize actions

Members

Co-Chairs:
Ruth Ann Loveless, Mayor
Kipp Hicks, CNY REDC/Madison County IDA

Joanne Borfitz
Bill Butler
Brooks Cato
Jeffrey Coakley
Suzanne Collins
Bill Dowsland
Julie Dudrick
Dan Foust
Jocelyn Gavitt
Henry Howard
Brian Marks
Samantha Martinez
Britty O'Connor

Consultant Team

Roles and responsibilities

- Prepare all program documents, including the Downtown Profile and Assessment, revitalization strategies, project profiles, and Strategic Investment Plan
- Provide expertise in public engagement, market analysis, communications, feasibility

Team members

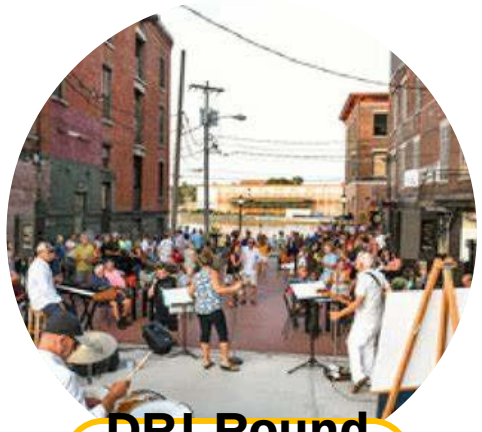
Stantec

Phil Schaeffing, Project Manager
Steve Kearney, Principal-in-Charge
Sarabrent McCoy, Urban Planner

Subconsultants (Subject Matter Experts)

W-ZHA (Market understanding/project economics lead)
BJH Advisors (Project economics support)
Zimmerman/Volk Associates (Residential market demand)
Revby (Small business and retail strategy)
Ideas and Action (Housing finance)
Trophy Point Construction Consulting (Cost estimation)
Highland Planning (Community engagement)

Stantec's DRI Experience



DRI Round 1

Oswego, Elmira, & Oneonta

DRI Round 2

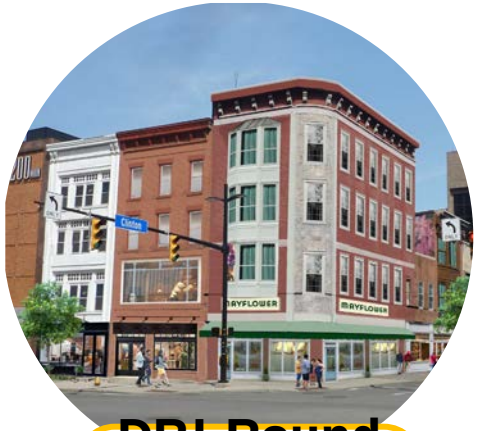
Hudson

DRI Round 3

Albany

DRI Round 4

Schenectady



DRI Round 5

Rochester

NYF: Village of Hamilton

2

Overview of NY Forward

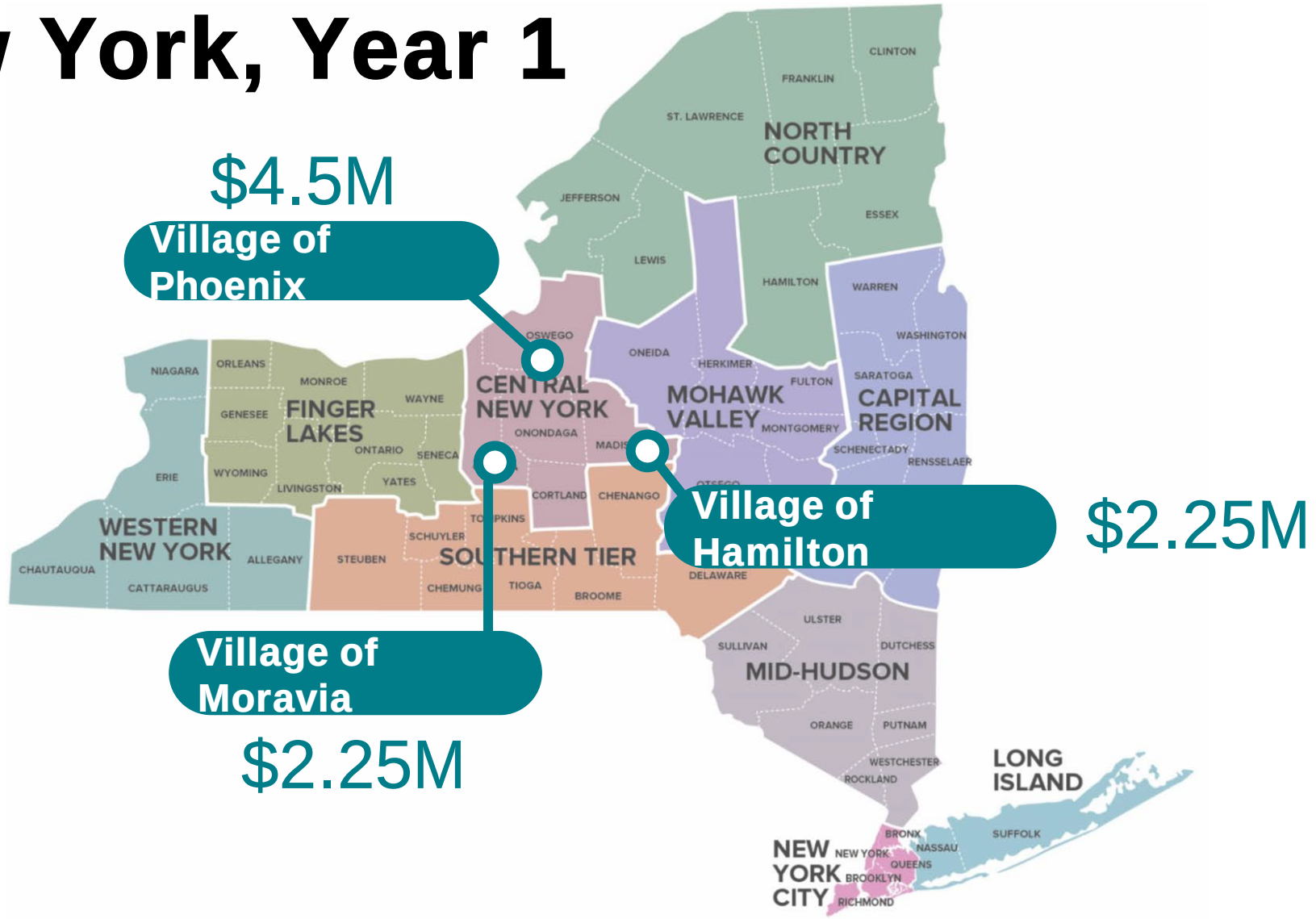
NY Forward

The Downtown Revitalization Initiative (DRI) and NY Forward programs focus 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.

- NY Forward (NYF) was launched in 2022 for New York's **smaller communities**, with a focus on hamlets, villages, and neighborhood-scale commercial centers.
- NYF provides **planning and implementation support**, including capacity-building and technical assistance.
- **DOS** administers NYF in coordination with **HCR, ESD, NYSERDA**, and several other State partners.

NY Forward:
Central New York, Year 1

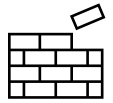
Each REDC has the option of nominating two communities for $4.5 million NYF awards or three communities, one of which will receive $4.5 million and two that will be awarded $2.25 million.



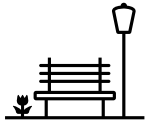
NY Forward Process

- Village submitted an application to REDC and was awarded NY Forward funding
- Community planning process identifies potential NY Forward projects (now through October)
  - Sponsors submit project proposal form
  - Consultant team reviews project proposals
  - LPC votes to recommend list of projects for funding consideration
  - *Note:* recommended projects should total $4-5M in requested NYF funding
- State team reviews list and makes awards totaling $2.25M to subset of LPC's recommended project list
- Funded projects begin after contracting period
  - *Note:* NY Forward award is reimbursable grant (sponsor pays initially and gets reimbursed later, typically when project completed)

NY Forward Eligible Project Types

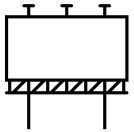


New Development and/or Rehabilitation of Existing Downtown Buildings



Public Improvement Projects

Small Project Fund



Branding and Marketing

Eligibility Requirements

Projects must meet the following eligibility requirements to be considered:

- [x] Must be able to break ground within two years or sooner of receiving NYF funding
- [x] Large enough to be truly transformative to downtown
- [x] Identified project sponsor with capacity and legal authority to undertake project
- [x] Financing commitments largely secured – or demonstrated to be able to be secured
- [x] Project sponsor has site control
- [ ] Includes decarbonization techniques
  [if new construction, substantial renovation, or building addition]

Decarbonization Requirements

Helps achieve the State's goals for carbon emissions reduction in accordance with the New York Climate Leadership and Community Protection Act.

Relevant projects:

- New construction projects > 5,000 SF
- Building addition projects > 5,000 SF
- Substantial renovation projects > 5,000 SF and where other conditions are met (such as replacement of majority of exterior wallcovering material)

Relevant projects must follow one of the below

Compliance pathways:

- ☑ Meet the New York State Stretch Energy Code, regardless of local adoption of the code
- ☑ Obtain an Energy Star score of 90 or better using EPA's Target Finder Calculator
- ☑ Obtain a building or project certification from an approved third-party organization, such as Energy Star, LEED, etc.

Ineligible Activities

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

3

Overview of Planning Process

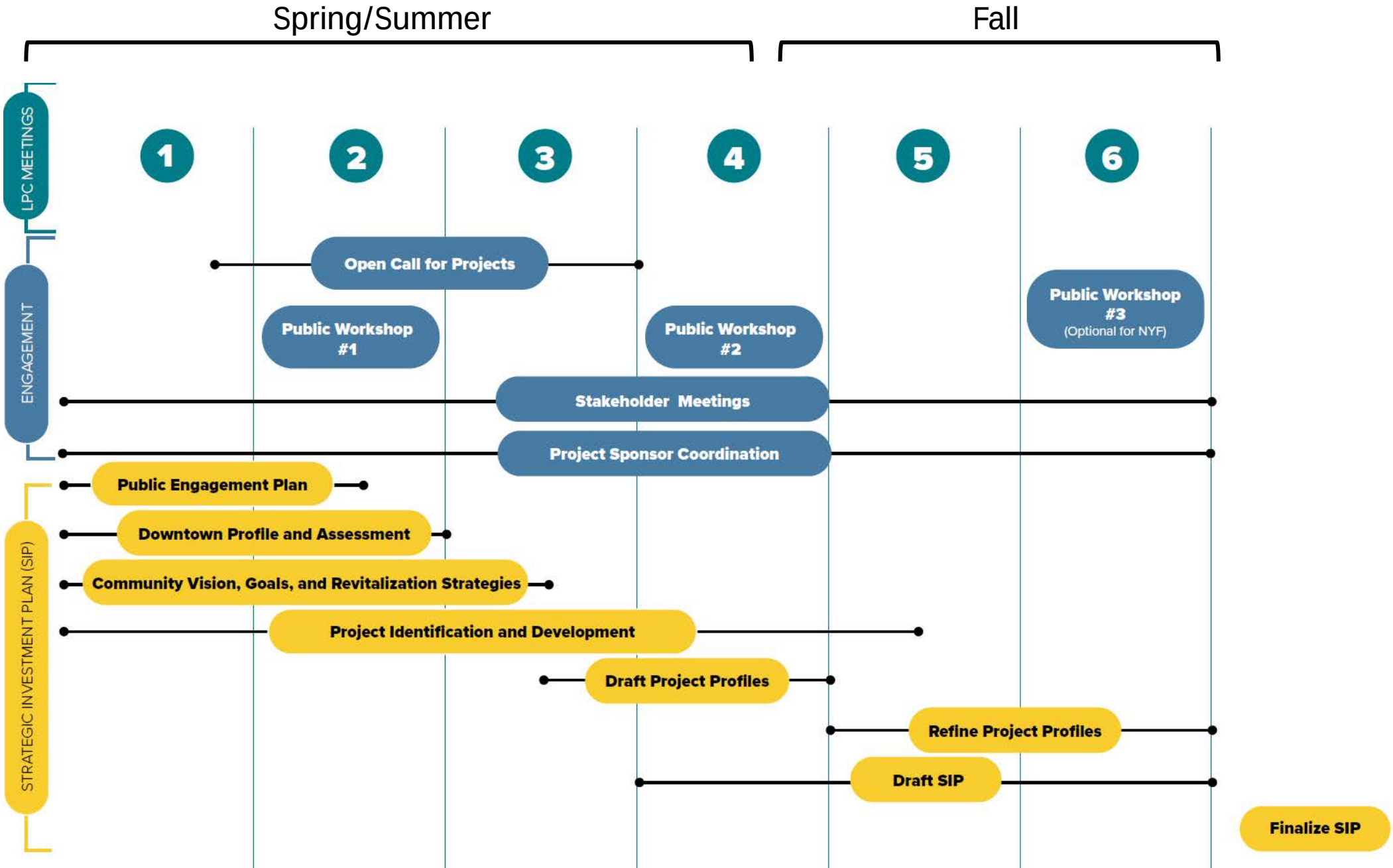
NYF Planning Process

"Plan-then-act"

A fast-paced, community-based, collaborative process focused on the development of a Strategic Investment Plan (SIP)

Planning Steps

Planning Timeline / Sequence



LPC Meetings: Topics and Preliminary Schedule

MAY

1

- Introductions and program and planning overviews
- Boundary confirmation
- Public Engagement Plan input
- Open Call for Projects input
- Stakeholder list input
- Discussion of opportunities and challenges

JUNE

2

- Process updates
- Highlights from downtown profile and assessment
- Visioning exercise

JULY

3

- Process updates
- Finalize community vision, goals, strategies
- Review project evaluation criteria
- Discuss proposed projects, identify projects to remove from consideration

AUG

4

- Process updates
- Continue discussion of project evaluation criteria, proposed projects
- Identify additional project information needed

Optional additional meeting

?

- Process updates
- Continue discussion of project evaluation criteria, proposed projects

OCT

5

- Process updates
- LPC vote on final slate of proposed projects

Public comment at end of each meeting

Public Meetings: Topics and Preliminary Schedule

1. NYF Kick-off and Visioning: June?
    - Program overview
    - Local opportunities and challenges
    - Potential project ideas
2. Potential Project Review: September?
    - Downtown profile highlights
    - Vision and goals
    - Projects submitted via Open Call

- Pop-up at community event: TBD
- Project website: *in development*

Strategic Investment Plan (SIP)

Purpose

The Strategic Investment Plan will...

- Describe the unique challenges and opportunities for revitalization of the downtown, Present the community's vision for the future of the area, and
- Propose transformative projects that may be realized with an investment of NY Forward funds

Components

- Downtown Profile and Assessment
- Community Vision, Goals, and Revitalization Strategies
- Public Engagement
- Project Profiles

SIP Components

Downtown Profile and Assessment

Tells the story of the downtown, including its strengths, challenges, and future potential

- Study Area boundary description and map
- Demographic overview
- Regional and historic context
- Recent plans and investment
- Alignment with REDC strategies
- Physical setting (discussion of topics such as vacancy, land use, resilience concerns, transportation networks)
- Economic trends and opportunities
- **Synthesis of trends, challenges, and opportunities**

SIP Components

Vision, Goals, and Revitalization Strategies

Informed by community engagement to guide decision-making related to future development and investment

- **Vision**: What will the community look like in 5-7 years?
- **Goals**: How will the community attain its vision?
- **Strategies**: What steps must be taken to achieve a specific goal?

SIP Components

Public Engagement

A summary of public engagement touchpoints, outcomes, and feedback

Including LPC meetings, public workshops, online engagement, and other local outreach activities

SIP Components

Project Profiles

The most substantial part of the SIP: Includes all relevant information needed for the State to evaluate projects in the context of downtown revitalization

- NYF funding request and total project cost
- Project description
- Project location
- Project sponsor
- Property ownership status
- Sponsor capacity
- Project partners
- Relevant revitalization strategies
- Relevant decarbonization strategies
- Relevant resiliency considerations
- Synergies with other projects
- Public support
- Project budget
- Project feasibility and impact
- Relevant regulatory requirements
- Images of current and proposed conditions
- Timeframe for implementation

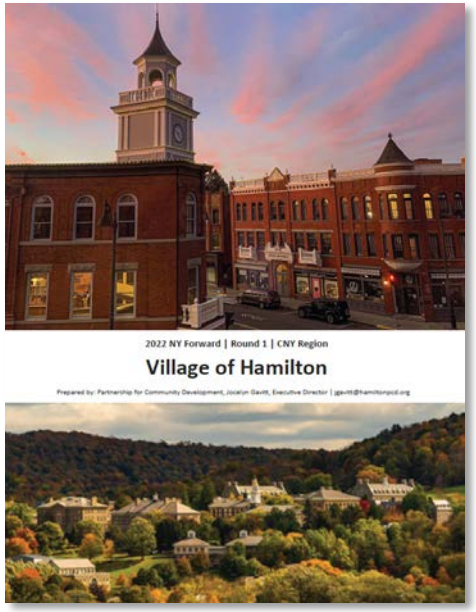
4

Village of Hamilton NYF Application

Key Opportunities & Project Ideas

Village Application

The Village's application for NYF funding included initial project ideas, goals, and descriptions of opportunities and challenges, as well as a draft NYF boundary map.



Vision Statement

Hamilton will be a vibrant downtown center accessible to the community, the university, and the greater region.

From the application

Key Opportunities

- The Village and anchor institutions such as Colgate have made **recent investments** in downtown infrastructure and business growth, village housing development, connection to arts and recreation, and fostering rich, vibrant community life.
- **Partnerships** between the University, Village, and other anchor institutions have been strengthened in recent years.
- The **University brings traffic** from alumni, student families, camps and summer events year-round.
- **Driving access** to Syracuse, Cortland, and Utica (all less than 1 hour away) is an asset.
- Other **nearby community events** bring traffic to Hamilton, including the Bouckville Antique Fair, cycling groups, and Open Farm Day.

From the application

Initial Project Ideas

Housing

Next Generation Housing: New housing development along rail trail

Coleman Court Pocket Neighborhood: New housing development just north of Village center (Madison St)

Canal Terrace Neighborhood & Park: New housing and public park along Eaton St

Civic Spaces

5-Way Intersection redesign: Could include addition of plazas, improved sidewalks

Hamilton Green/Colgate Connection: Enhancement with public amenities and improved connectivity

Alleyway Improvement Program: Enliven vacant or underutilized alleyways

EV Charging Stations

From the application

Initial Project Ideas

Arts and Culture

Trail and Wayfinding Improvements: Expand existing marketing programs and improve trail connectivity

Library Reading Garden: Enliven vacant or underutilized alleyways, modeled after Lebanon St. Alley

Arts and Culture Fund: Invest in community arts initiatives such as Access to the Arts Lending Program

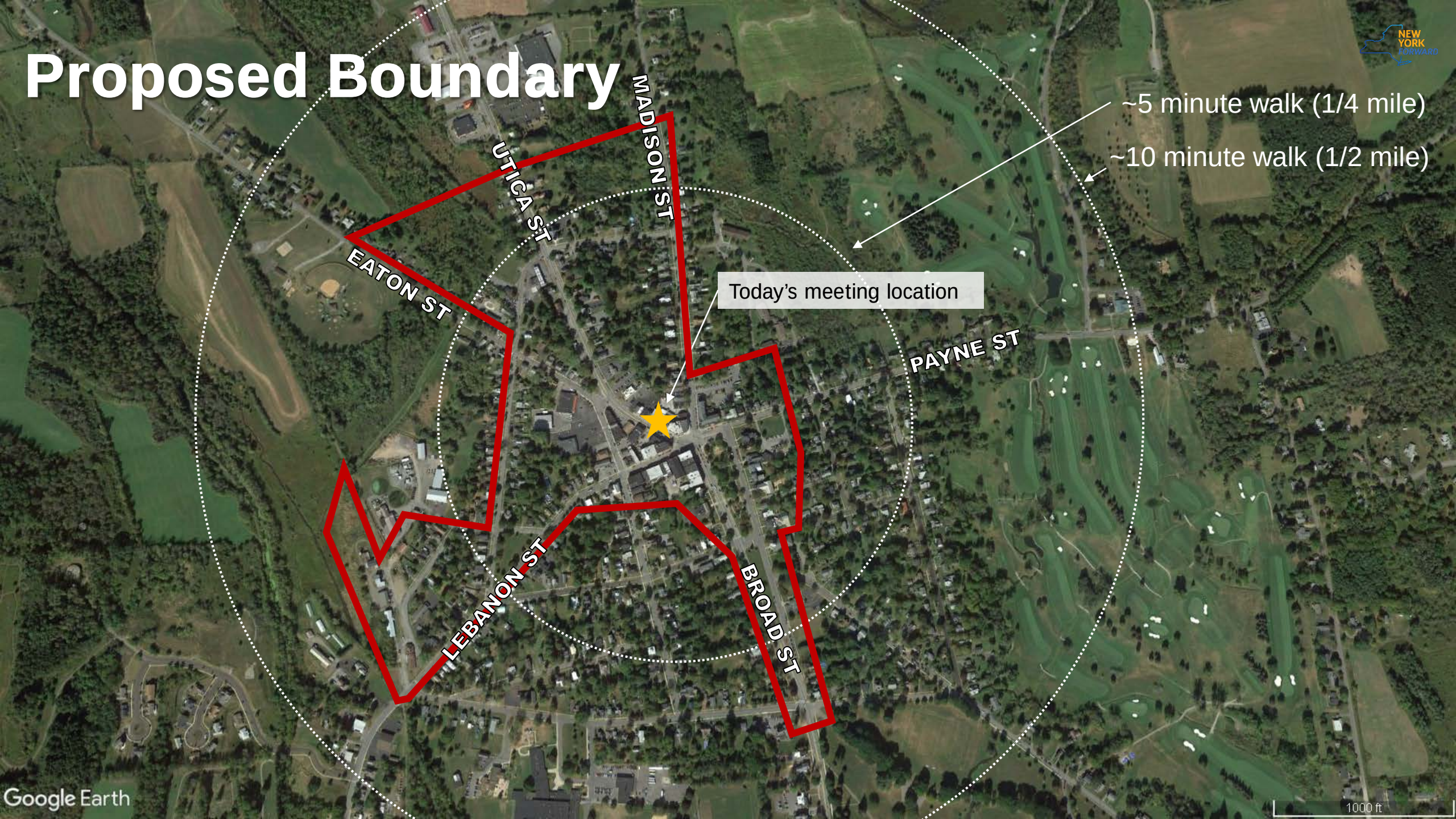
Business Development

Hamilton Community Room: Add informal meeting space for expanded programming at the Hub

5

Boundary Confirmation

Proposed Boundary



6

Discussion:
Public Engagement Plan and Stakeholder List

Public Engagement

Potential Touchpoints and Dates

- Public Meeting #1: June?
  - Program overview
  - Local opportunities and challenges
  - Potential project ideas
- Public Meeting #2: September?
  - Downtown profile highlights
  - Vision and goals
  - Projects submitted via Open Call

Public Engagement

Potential Touchpoints and Dates

- Chance to meet people where they are, share program information, and hear their opinions/ideas
- Pop-up at community event - options:
  - SYMPHORIA! July 6th
  - Live music events every following Thursday for 4-6 weeks
  - Farmers Market, Saturdays 9a-1p

Public Engagement

Discussion

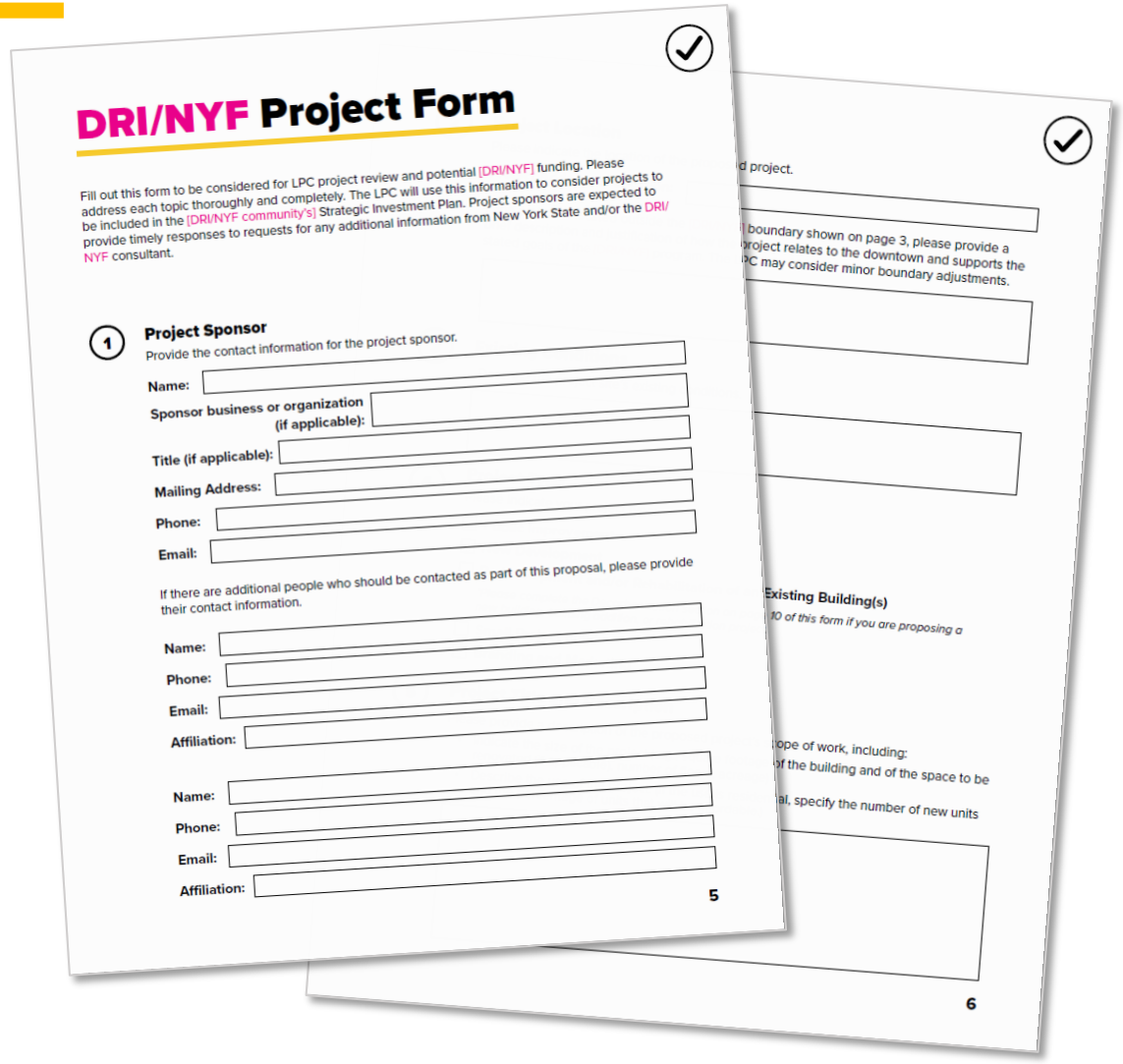
- What methods of communication are most effective at reaching people?
- Who are hard-to-reach populations? How can we connect with them?
- Who are key stakeholders to consider talking with?
- What else should we keep in mind?

7

Discussion: Open Call for Projects

Open Call for Projects

- Period for sponsors to complete project form for consideration by LPC and consultant team
  - All projects, including those in application, must complete form
- Released after LPC #1 and publicized by village, LPC members, and media
- Open at least 4 weeks, up to 6-8 weeks
- Public information session and/or office hours by consultant to answer sponsor questions



DRI/NYF Project Form

Fill out this form to be considered for LPC project review and potential [DRI/NYF] funding. Please 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. Project sponsors are expected to provide timely responses to requests for any additional information from New York State and/or the DRI/NYF consultant.

1 Project Sponsor

Provide the contact information for the project sponsor.

Name:

Sponsor business or organization (if applicable):

Title (if applicable):

Mailing Address:

Phone:

Email:

If there are additional people who should be contacted as part of this proposal, please provide their contact information.

Name:

Phone:

Email:

Affiliation:

Name:

Phone:

Email:

Affiliation:

5

d project.

boundary shown on page 3, please provide a project relates to the downtown and supports the LPC may consider minor boundary adjustments.

Existing Building(s)

10 of this form if you are proposing a

ope of work, including:

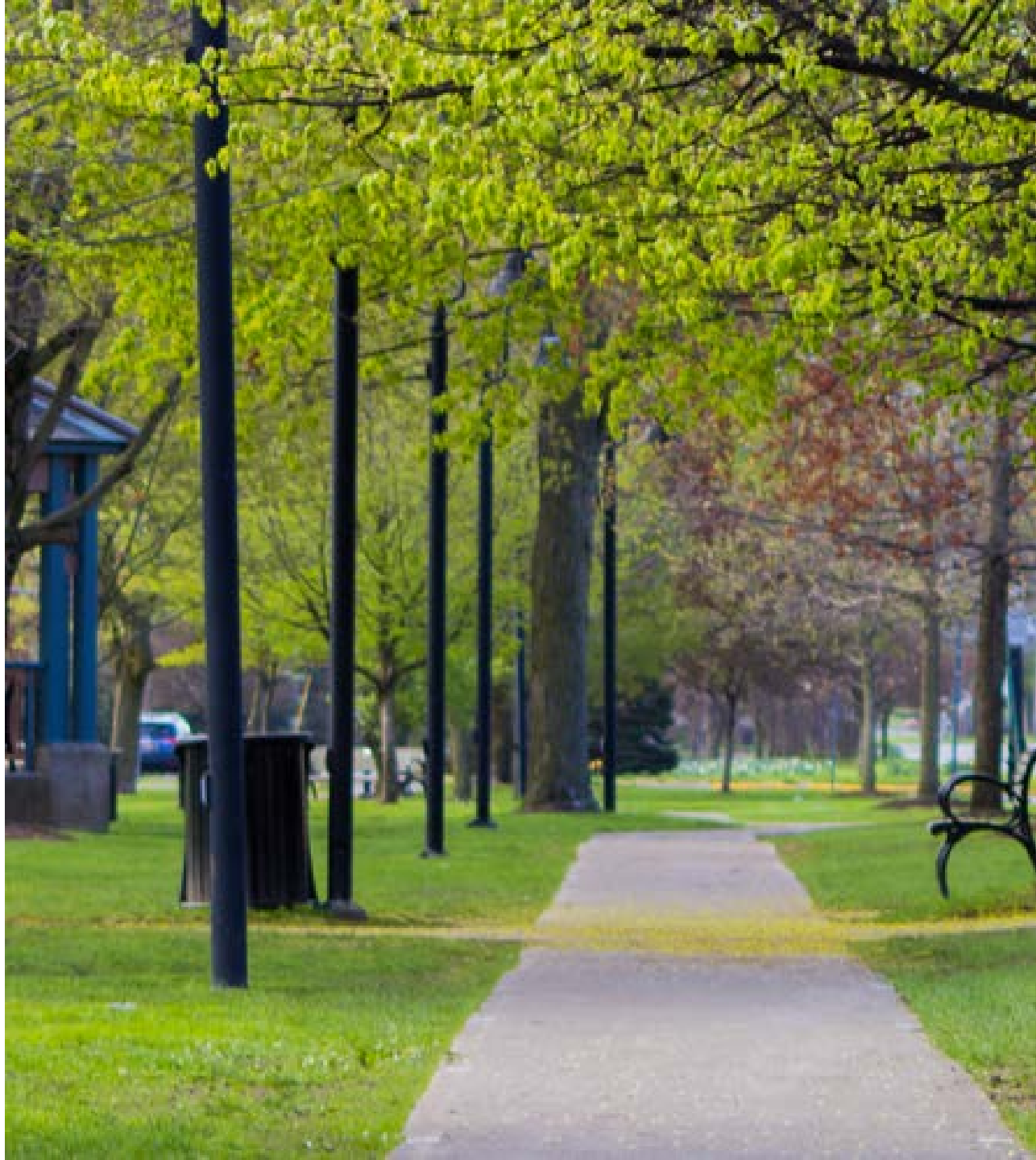
f the building and of the space to be

al, specify the number of new units

6

8

Discussion: Opportunities & Challenges



Opportunities & Challenges

- What are Downtown Hamilton's **strengths** to build from?
- What are its **challenges** to address?
- What **opportunities** exist for NY Forward to build on?

9

Discussion: LPC Logistics

LPC Meetings

Will set schedule for four upcoming meetings + fifth optional date

- Time-of-day and day-of-week preferences/availability of LPC
  - Not week between 2nd and 3rd Tuesdays
  - Not Monday evenings or 3rd Wednesday evening
- In-person preference?

Upcoming Dates

Open Call for Projects

Release in June

Open 4-8 weeks

LPC Meetings

LPC #1: Friday, June 2. 2-4 pm

LPC #2: week of July __

LPC #3: week of August __

LPC #4: week of September __

LPC #5: week of October __

Public Meetings

Public Meeting #1: Kick-off and Opportunities/Challenges

- Week of June __

Public Meeting #2: Vision and Goals, Potential Projects

- Week of September __

10

Public Comment