

East Harlem DRI

Community Workshop #1



Department
of State



Downtown
Revitalization
Initiative

MUD Workshop | HR&A Associates | VHB | Sherpa Consulting

Agenda

1. Welcome

2. Overview of DRI Process
3. Open Call for Projects
4. Public Engagement Strategy
5. Overview of Workshop Activities
6. Next Steps
7. Q&A

Welcome

LOCAL PLANNING COMMITTEE CO-CHAIRS



Mark Levine
Manhattan Borough President



Jessica Walker
President and CEO,
Manhattan Chamber of Commerce

Local Planning Committee (LPC)

LPC CO-CHAIRS

Mark Levine Manhattan Borough President

Jessica Walker REDC and Manhattan Chamber of
Commerce

Ethel Battle-Velez Johnson Houses

Melody Capote Caribbean Cultural Center (CCCADI)

Diane Collier Uptown Grand Central

Michelle Cruz Union Settlement's Economic
Development Center

Dimitri Gatanas

Jonah Gensler

Diana Larazadall

Sade Lythcott

Eri Noguchi

Jim Ratti

Sam Rivera

Patricia Singletary

Robin E Spann-Jacobus Addie May Collins Head Start (3)

Ann Marie Vasquez

Jon Weinbach

Urban Garden Center & UGC Eats

LSA Family Health Services

La Villa Merchants Association

National Black Theatre

The Association to Benefit Children

1775 Houses Tenants Association

ON Point NYC

Elmendorf Reformed Church

Addie May Collins Head Start (3)

Boriken Neighborhood Health Center

New York Proton Center

Key State Staff



Department of State

- + Jeannette Rausch, NYC DRI Manager
- + Maria Garcia, Coastal Resources Specialist



Empire State Development

- + Joe Tazewell, Regional Director



- + Naysha Diaz, Manhattan Regional Representative



Homes and Community Renewal

- + Patricia O'Reilly, Program Director

Consultant Team



- + Prime Consultant
- + Urban Design and Planning



- + Market Analysis
- + Development Feasibility and Analysis



- + Transportation Planning



- + Costing and Estimation

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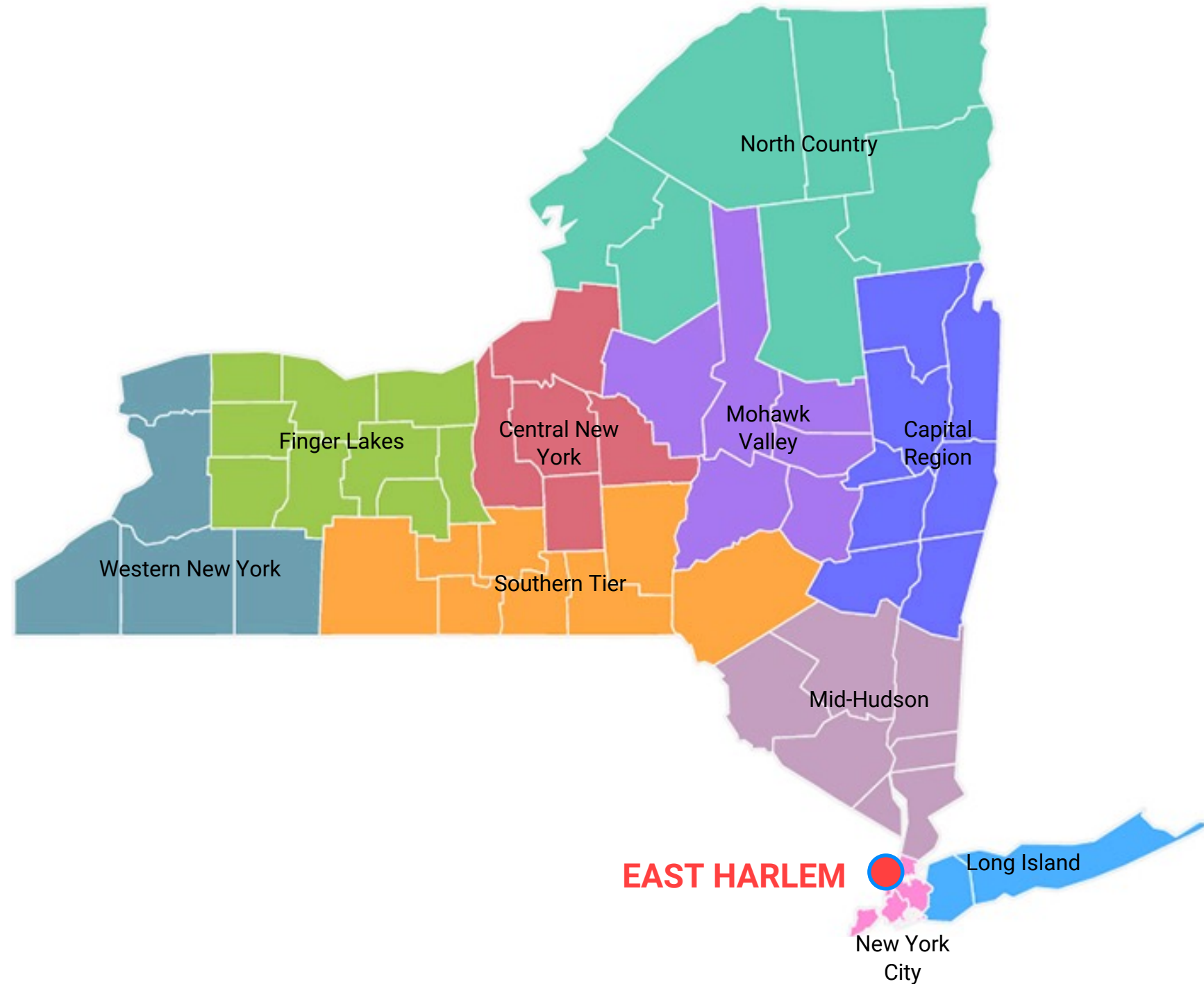
7. Q&A

DRI Overview

New York State's Downtown Revitalization Initiative (DRI) was launched in 2016 to accelerate the revitalization of downtowns in all ten regions of the State, fueling downtowns to serve as centers of activity and catalysts for increased local investment

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.



Program Goals and Objectives

1. Create an active downtown.
2. Attract new businesses.
3. Enhance public spaces for arts and cultural events.
4. Build a diverse population with residents and workers.
5. Grow the local property tax base.
6. Provide amenities that support and enhance downtown living and quality of life.
7. Reduce greenhouse gas emissions.



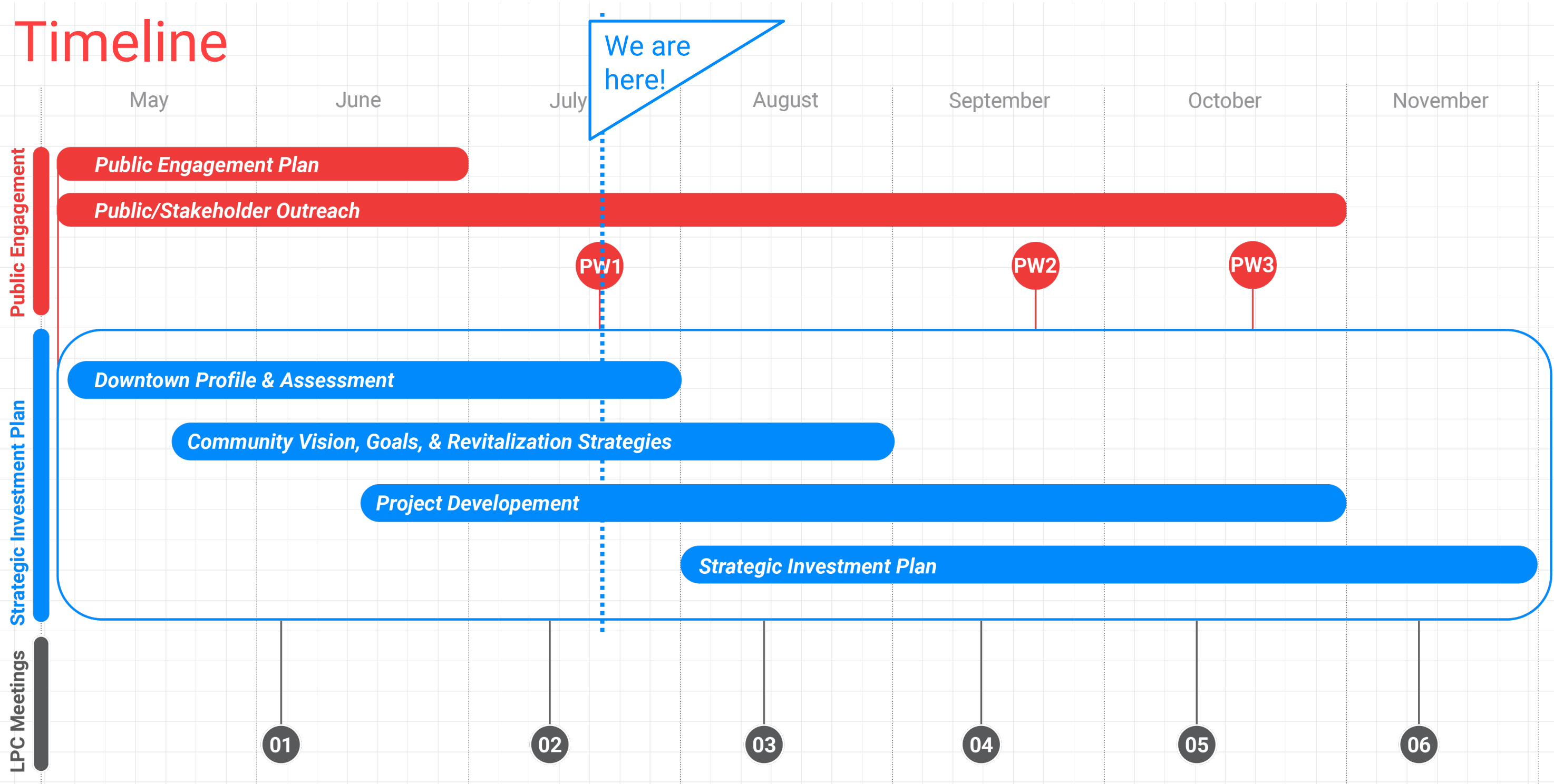
Source: New York Latin Culture Magazine

DRI Process

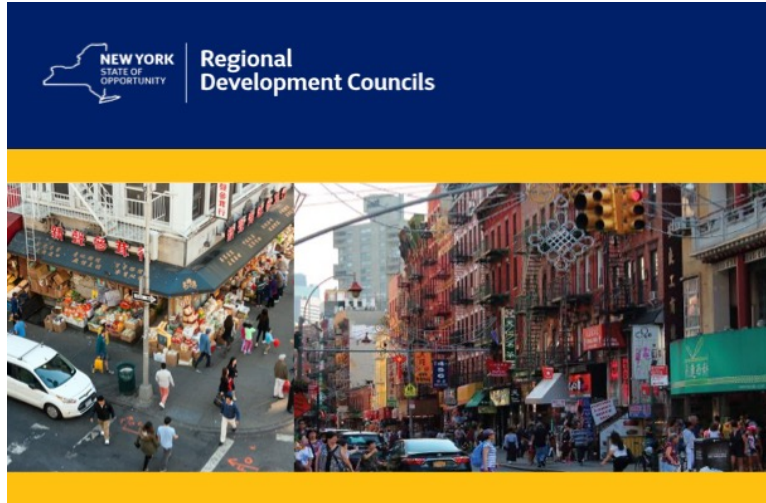
All deliverables developed by the consultant team, with guidance from the Local Planning Committee (LPC).



Timeline



Final Product



New York City Downtown Revitalization Initiative: Chinatown Awards



Project Name	Project Description	Award
Renovate Kimlau Square	Expand public space at Kimlau Square to support a broader mix of community events, draw visitors into the neighborhood, and provide open space in the heart of the community.	\$5,000,000
Beautify the Park Row Connection to Chinatown	Implement capital improvements to beautify and improve accessibility at Park Row from the Brooklyn Bridge to Kimlau Square.	\$4,000,000
Upgrade a Section of Sara D. Roosevelt Park	Renovate park areas to expand access to attractive, welcoming public space with seating, shade, and landscaped areas for the multi-generational local community.	\$3,285,000
Create a Chinatown Welcome Arch/Gateway	Build a landmark gateway arch to commemorate the cultural heritage of the area and draw visitors to the neighborhood.	\$2,500,000
Create a Building Upgrades Fund	Establish a grant program to help existing small businesses and building owners make improvements to the local building stock.	\$1,000,000
Open a Community Health and Wellness Center	Establish a new community health and wellness center at 60 Madison Street, which would offer high-quality and culturally accessible health and mental health services.	\$1,000,000

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How are the DRI Projects Formed and Selected?



Eligible Projects

1/ NEW DEVELOPMENT AND/OR REHABILITATION OF EXISTING DOWNTOWN BUILDINGS

- Development for mixed-use, commercial, residential, not-for-profit, or public uses.
- Lead to capital investments.
- Provide employment opportunities, housing choices, and/or services for the community.

St George Theater Rehabilitation



2/ PUBLIC IMPROVEMENT PROJECTS

- Streetscape and transportation improvements, recreational trails, wayfinding signage, new and upgraded parks, plazas, public art, green infrastructure.

Brooklyn Streetscape



3/ SMALL PROJECT FUND

- Façade enhancements, building renovation improvements, business assistance, or public art.
- Funds are capped at \$1,000,000 for NYC DRI communities.

Chinatown



4/ BRANDING AND MARKETING

- Downtown branding and marketing projects that target residents, investors, developers, tourists, and/or visitors.
- Costs must be one-time expenses.

Bronx Walk of Fame



Ineligible Project Types

1. STANDALONE PLANNING ACTIVITIES

Following the preparation of the Strategic Investment Plan (SIP), all DRI funds must be used for projects that directly implement the plan.

2. OPERATIONS AND MAINTENANCE

DRI funds cannot be used for ongoing or routine expenses, such as staff salaries and wages, rent, utilities, and property upkeep.

3. PRE-AWARD COSTS

Reimbursement for costs incurred before the completion of the SIP and the announcement of funding awards is not permitted.

4. PROPERTY ACQUISITION

The cost of property acquisition can be included in the overall project budget, but the acquisition must be funded by another funding source.

5. TRAINING AND OTHER PROGRAM EXPENSES

The DRI programs are a one-time infusion of funds and cannot be used to cover continuous costs, such as training. costs and expenses related to existing programs.

Project Requirements

TIMING

Projects must be able to break ground within two years or sooner of receiving DRI/NYF funding.

PROJECT SIZE & SCALE

Projects must be large enough to be truly transformative for the downtown area.

PROJECT SPONSORS

Every project must have an identified project sponsor. Sponsors may be public, not-for-profit, or private entities with the capacity and legal authority to undertake the proposed project.

FINANCING

Projects should have financing commitments largely secured or be able to demonstrate a clear path to securing sufficient financing. This financing, combined with DRI/NYF funding, should enable the sponsor to undertake the project expeditiously.

Project Requirements

MATCHING AND LEVERAGE

New York communities are diverse. There are no programmatic minimum match requirements for the DRI or NYF with the exception of a small project fund. For a small project fund, matching requirements must be no less than 25% of the total cost per project.

SITE CONTROL

The project sponsor must have site control or be in the process of acquiring site control. If the project sponsor is leasing or renting the proposed project site, the property owner must agree to the proposed project in writing.

BUILDING DECARBONIZATION

For DRI/NYF communities, all public, private, and not-for-profit projects that meet the criteria for new construction, substantial renovation, or a building addition shall include decarbonization techniques. Each of these projects will select a method.

DRI Project Boundary Definition

- Projects must be located within the DRI boundary.
- The LPC may recommend and approve boundary adjustments to incorporate a project, or projects, that they believe are compelling and support the vision of the DRI area.
- The DRI area must be compact, walkable, and well-defined.
- DRI area is bounded by FDR Drive, Park Avenue, East 111th Street
- Area is 0.73 square miles



Key Dates and Resources

1. East Harlem DRI Website / www.eastharlemdri.com
2. NYS DRI Website / www.ny.gov/programs/downtown-revitalization-initiative
3. Open Call for Projects / June 15 – July 30, 2023
4. Info Session and Office Hours / Jul 26, 2023
5. Email Us / eastharlemdri@gmail.com

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Key Components

WORKSHOPS



LOCAL OUTREACH EVENTS



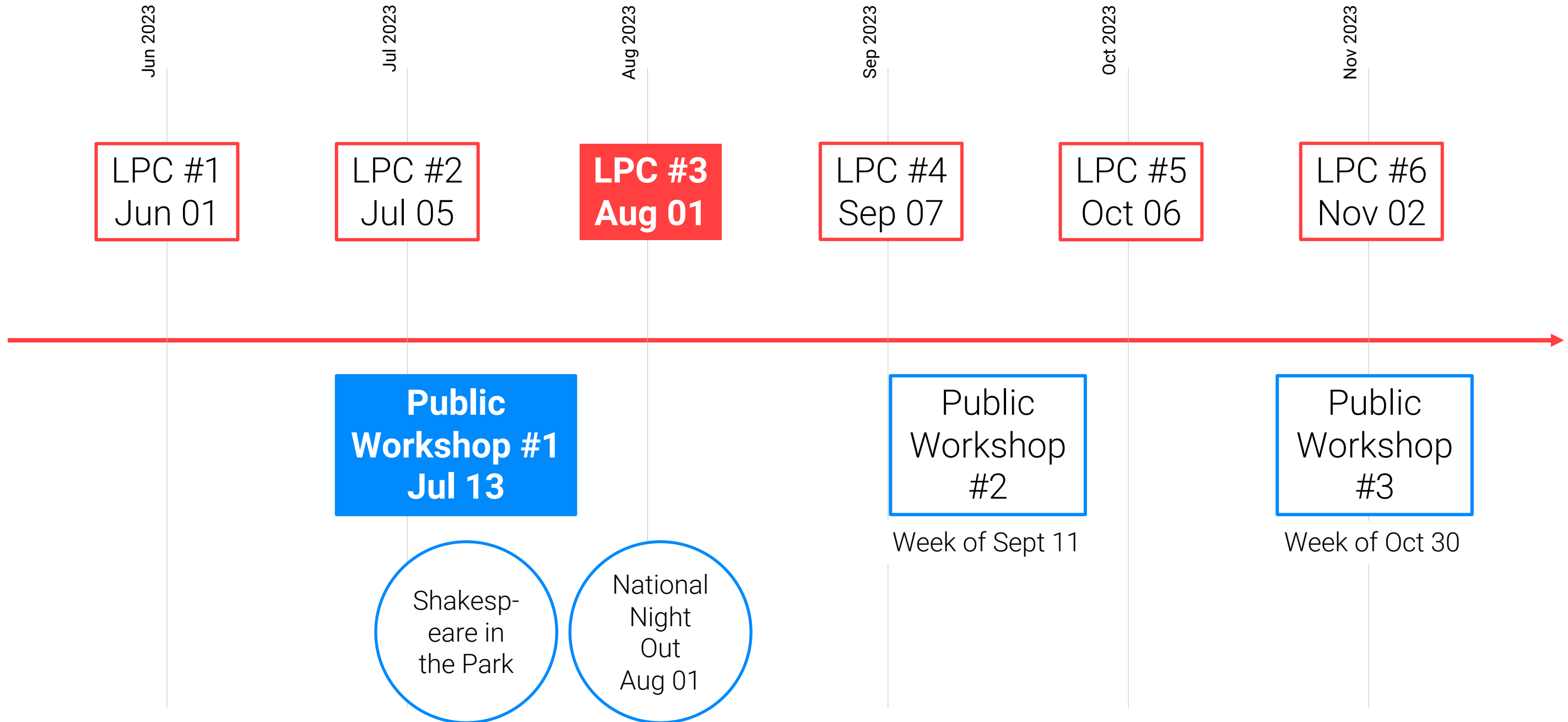
STAKEHOLDER INTERVIEWS



OPEN CALL FOR PROJECTS



Engagement Opportunities



Engagement and Promotion Strategies

1. East Harlem DRI website
2. Public workshop flyer distribution
3. Email blasts through LPC members' networks, BP's office, and community boards
4. Press release for local media outlets
5. Enlisting stakeholders to promote events and participation
6. Attendance at local meetings (Merchant's Association)
7. During stakeholder interviews
8. At local outreach events and public workshops
9. Tabling events

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Workshop Objectives

- 1/ Review the DRI process
- 2/ Envision East Harlem
- 3/ Build Shared Knowledge
- 4/ Map Priority Locations
- 5/ Learn About Next Steps



Overview

Review the DRI Process and Open Call for Projects

What is Open Call for Projects?

DRI provides an opportunity for stakeholders and community members to submit projects that may be considered by East Harlem's Local Planning Committee (LPC) for inclusion in the DRI Strategic Investment Plan.

Projects should advance East Harlem's vision and leverage additional investment. Projects may range in cost and scale, from small improvements to large-scale construction projects. All projects, including those submitted in the community's DRI application, must be submitted through the Open Call for Projects.

The projects identified in East Harlem's DRI application will comprise the initial slate of projects to be considered, along with others collected throughout the DRI planning process.

Attend virtual office hours on:
July 26, 2023 3:00-5:00pm. Zoom Link on www.eastharlemdri.com

Is My Project Eligible?

Public Improvement Projects. These may include projects such as streetscape and transportation improvements, recreational trails, wayfinding signage, plazas, public art, and other public realm

What Will Make My Project Stronger?

- Projects should be aligned with State and local goals and demonstrate strong community support.

What is the DRI?

New York State's Downtown Revitalization Initiative (DRI) is a cornerstone of the State's economic development program. The DRI transforms downtown neighborhoods into vibrant centers that offer a high quality of life and are magnets for redevelopment, business, job creation, and economic and housing diversity. These compact, walkable downtowns are a key ingredient to helping New York State rebuild its economy from the effects of the COVID-19 pandemic, as well as to achieving the State's bold climate goals by promoting the use of public transit and reducing dependence on private vehicles.

The DRI is led by the Department of State, in close partnership with Empire State Development, NYS Homes and Community Renewal and New York State Energy Research and Development Authority.

SELECTION

Communities submit applications to the REDCs (Regional Economic Development Council). After soliciting community input in 2022, East Harlem submitted an application and was selected in 2023.

PLANNING

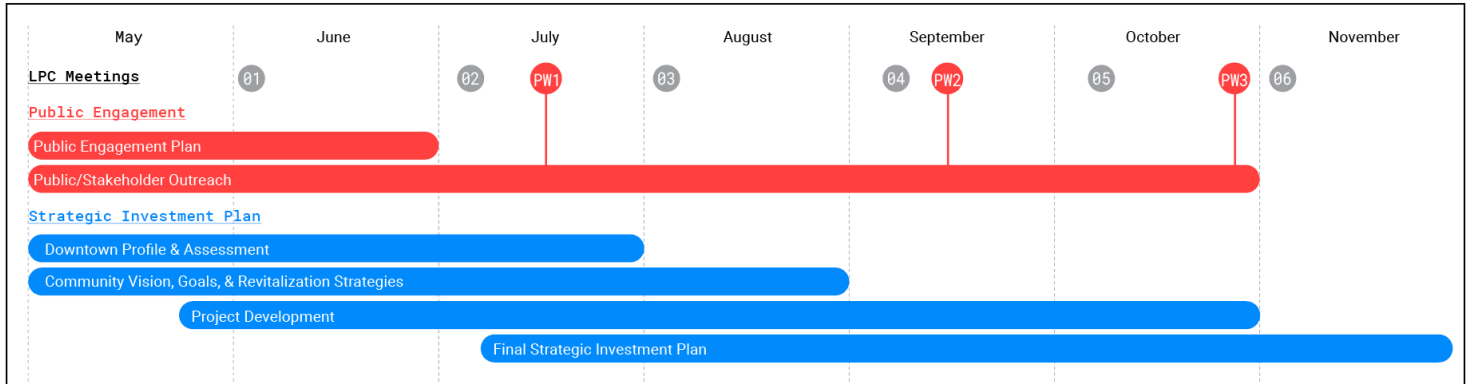
Selected communities will develop a Strategic Investment Plan that includes a vision for the downtown and a catalog of transformative projects, based on community outreach and input. That plan forms the foundation for immediate and ongoing project implementation.

IMPLEMENTATION

DRI awards will be used to implement the most transformative projects from the Strategic Investment Plan. Additional projects may be implemented through the CFA (Consolidated Funding Application) or other funding sources.

What makes a successful DRI?

- A clear vision for downtown
- Goals and strategies to accomplish the vision
- A strategic investment plan with catalytic projects
- A clear timeline for projects, initiatives, and actions
- Robust public engagement
- Supportive local policies and planning



July 13, 2023
EAST HARLEM DRI PUBLIC WORKSHOP 1




Visioning Activity

In the next 5 years, East Harlem should be...

In 5 years, I wish East Harlem will be...

July 13, 2023
EAST HARLEM DRI PUBLIC WORKSHOP



NEW YORK CITY
Downtown Revitalization Initiative

The image shows a worksheet with three vertical columns of lined paper for writing. At the top left of the worksheet, there is a blue-bordered box with the text "In 5 years, I wish East Harlem will be...". Below this box are the three columns of lined paper. At the bottom of the worksheet, there is a blue banner with white text that reads "July 13, 2023 EAST HARLEM DRI PUBLIC WORKSHOP". In the bottom right corner of the banner, there is a logo for the City of New York Downtown Revitalization Initiative, featuring a small map of the city and the text "NEW YORK CITY Downtown Revitalization Initiative".

Mapping Activity

Identify assets and prioritize places in East Harlem that need improvements.

● What places make East Harlem unique?
● What places need attention?

Please place a dot on the map, number it, and write about the location!

1) _____	17) _____
2) _____	18) _____
3) _____	19) _____
4) _____	20) _____
5) _____	21) _____
6) _____	22) _____
7) _____	23) _____
8) _____	24) _____
9) _____	25) _____
10) _____	26) _____
11) _____	27) _____
12) _____	28) _____
13) _____	29) _____
14) _____	30) _____
15) _____	31) _____
17) _____	32) _____

July 13, 2023
EAST HARLEM DRI PUBLIC WORKSHOP


NEW YORK CITY
Downtown Revitalization Initiative

Key Findings Activity

Review key findings and provide specific feedback on desires, constraints, and improvements

KEY FINDINGS	I AGREE <input type="radio"/> I DISAGREE <input type="radio"/> <small>Place a dot below if you agree or disagree with this finding.</small>	ADDITIONAL THOUGHTS <small>Please add specific locations, types of improvements, and experiences that support/contradict this finding.</small>
East 116 th Street and East 125 th Street are the two most significant commercial corridors in the neighborhood; East 116 th Street has more local businesses while East 125 th Street has more regional and national chains.		Improvements that support this finding could include streetscape enhancements, facade improvements, signage etc.
While there is a lot of foot traffic throughout East Harlem, people tend to pass through the neighborhood instead of staying to spend money and explore the neighborhood.		Help us identify unofficial landmarks (e.g. public murals) or describe a cultural activity/festival that regularly takes place.
The anticipated 2nd Avenue subway extension will bring transformative investment but has also given rise to fears that local businesses and residents could be displaced.		Help us identify priority locations for improvement. Examples of improvements could include crosswalks, lighting, curb bump-out etc.
KEY FINDINGS	I AGREE <input type="radio"/> I DISAGREE <input type="radio"/> <small>Place a dot below if you agree or disagree with this finding.</small>	ADDITIONAL THOUGHTS <small>Please add specific locations, types of improvements, and experiences that support/contradict this finding.</small>
East Harlem DRI area is rich in cultural resources but its historical and cultural significance is largely unknown to residents and visitors because of lack of wayfinding signage that can direct people to places of interest.		
There are several intersections on East 116 th and East 125 th Streets that are dangerous and need to be redesigned for pedestrian safety.		Help us identify priority locations for streetscape improvements. Examples could include particularly inhospitable blocks or a particular amenity that is not listed.
Streetscapes in the DRI area suffer from a lack of adequate lighting, maintenance, and amenities such as trees and benches.		

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Next Steps

ONLINE FEEDBACK

Please check homepage
www.eastharlemdri.com.

OPEN CALL FOR PROJECTS

Due July 30th at 5pm

NEXT LPC MEETING

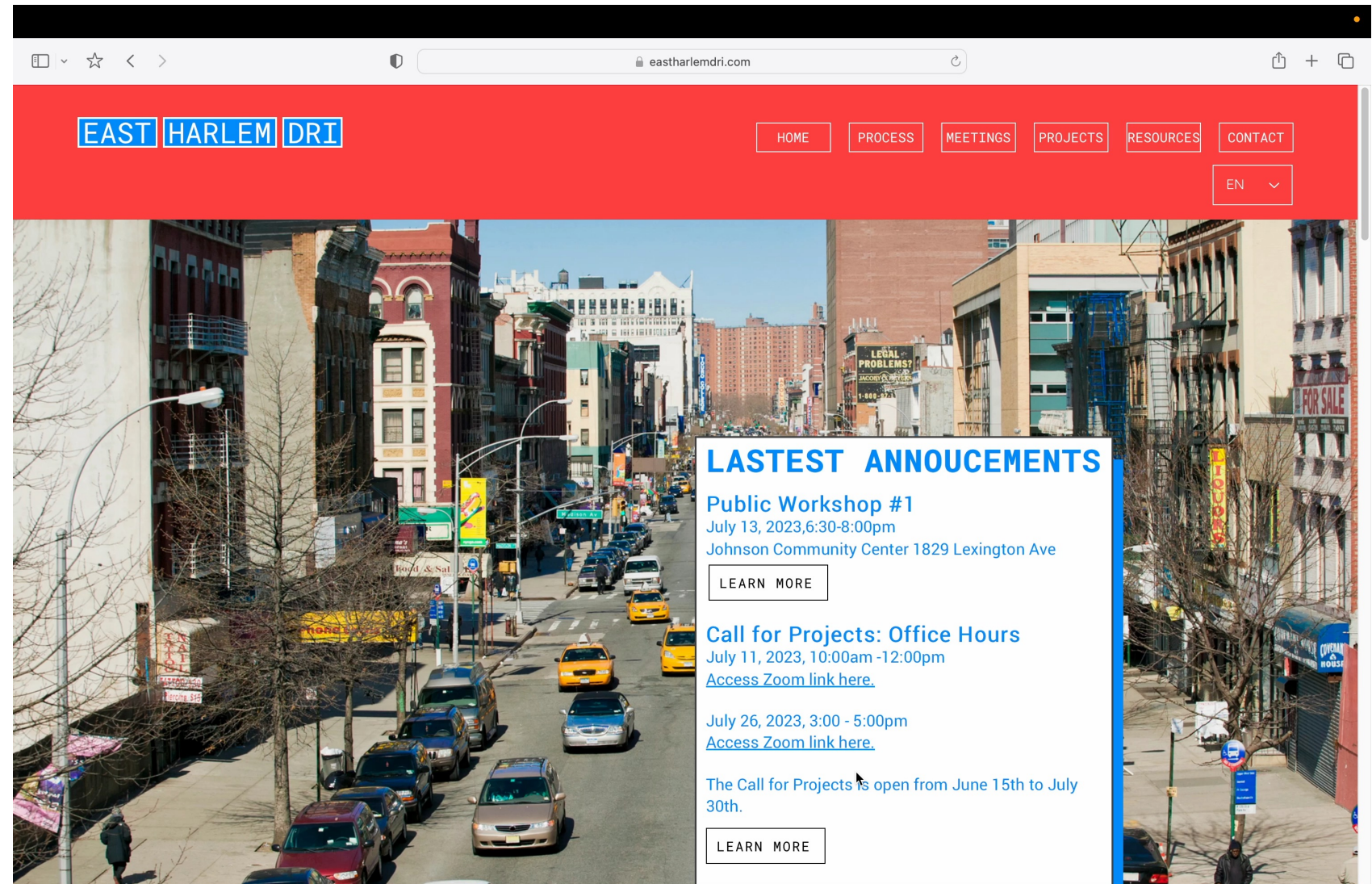
Aug 01, 2023 at 9am @ 75 E 112th St,
New York, NY 10029, USA

NEXT PUBLIC WORKSHOP

Second week of September 2023

CONTACT US

Email us at eastharlemdri@gmail.com
Visit us at www.eastharlemdri.com



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1. Overview of DRI Process
2. Open Call for Projects
3. Key Takeaways
4. Vision and Goals
5. Community Workshop Objectives
6. Next Steps

7. Q&A