

East Harlem DRI

Public Workshop #3



Department
of State



Downtown
Revitalization
Initiative

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

1. Welcome

2. Overview of DRI process
3. Community Vision and Goals
4. Community Project Process
5. Public Workshop #3

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

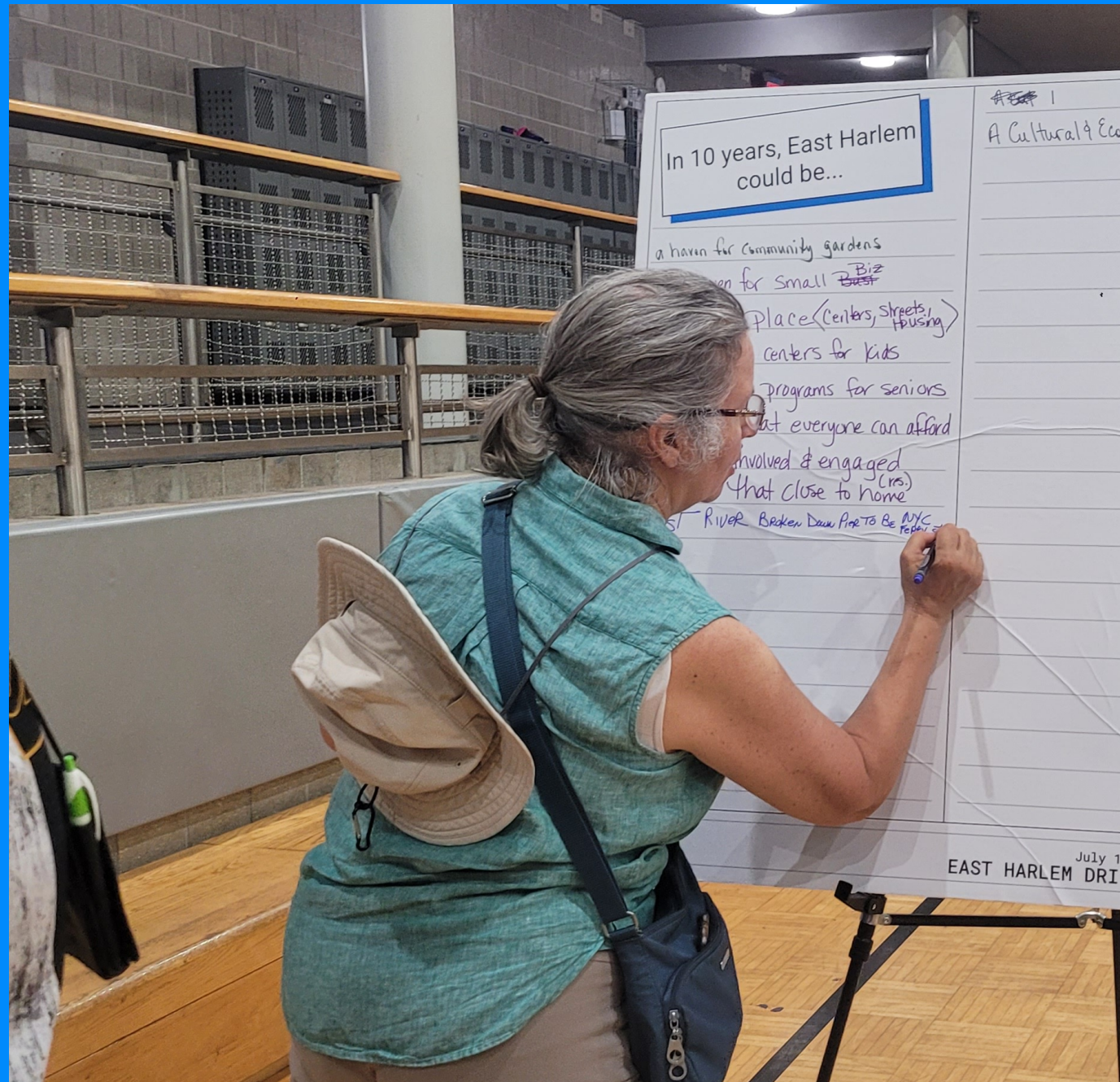
Mark Levine Manhattan Borough President

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** Urban Garden Center & UGC Eats
- Jonah Gensler** LSA Family Health Services
- Diana Larazaball** La Villa Merchants Association
- Sade Lythcott** National Black Theatre
- Eri Noguchi** The Association to Benefit Children
- Jim Ratti** 1775 Houses Tenants Association
- Sam Rivera** ON Point NYC
- Patricia Singletary** Elmendorf Reformed Church
- Robin E Spann-Jacobus** Addie May Collins Head Start (3)
- Ann Marie Vazquez** Boriken Neighborhood Health Center
- Jon Weinbach** New York Proton Center

Agenda



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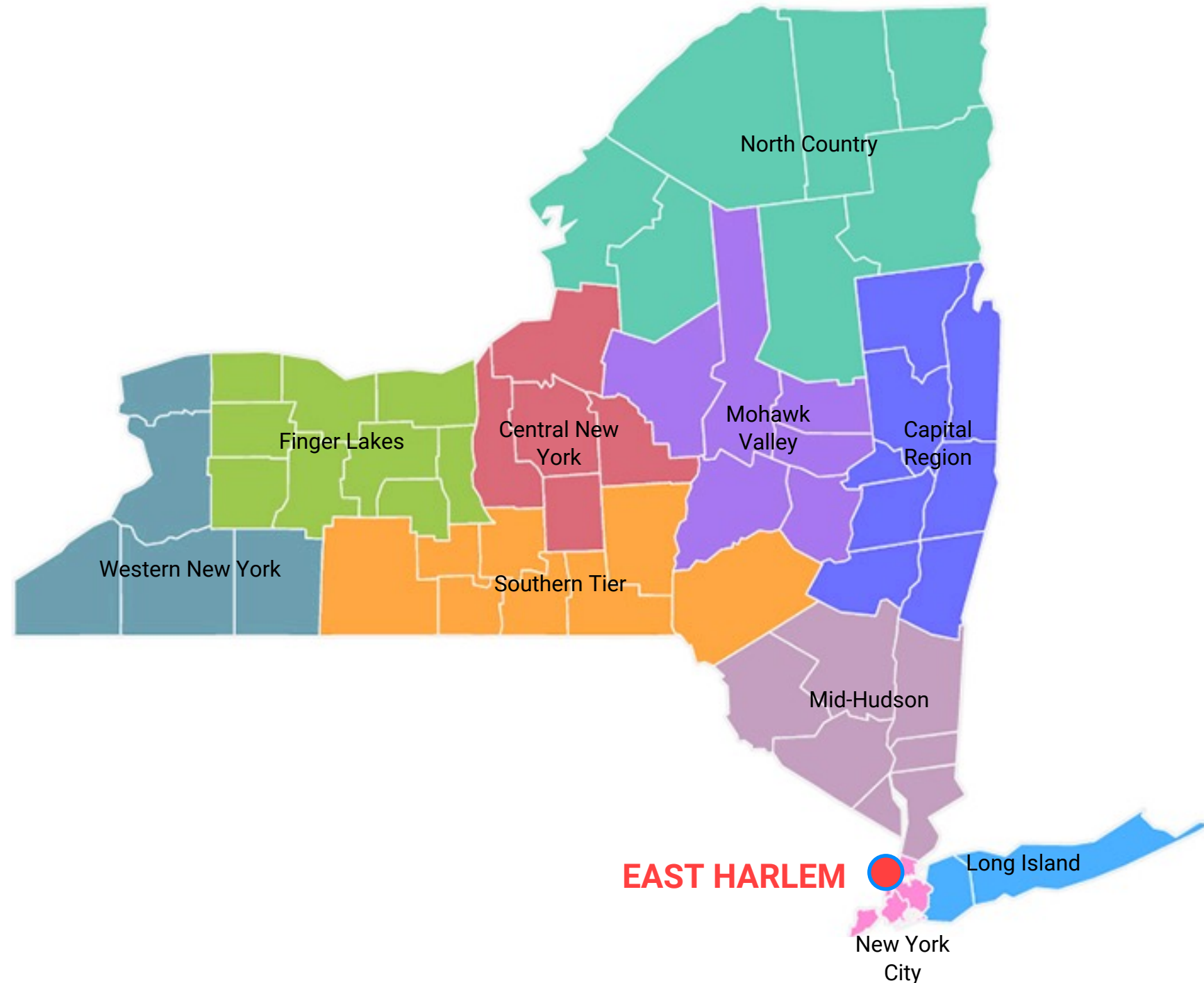
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DRI Overview

New York State's Downtown Revitalization Initiative (DRI) seeks to invest in communities that are “ripe for revitalization and have the potential to become a magnet for redevelopment, business, job creation, greater economic and housing diversity, and opportunity.”

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.

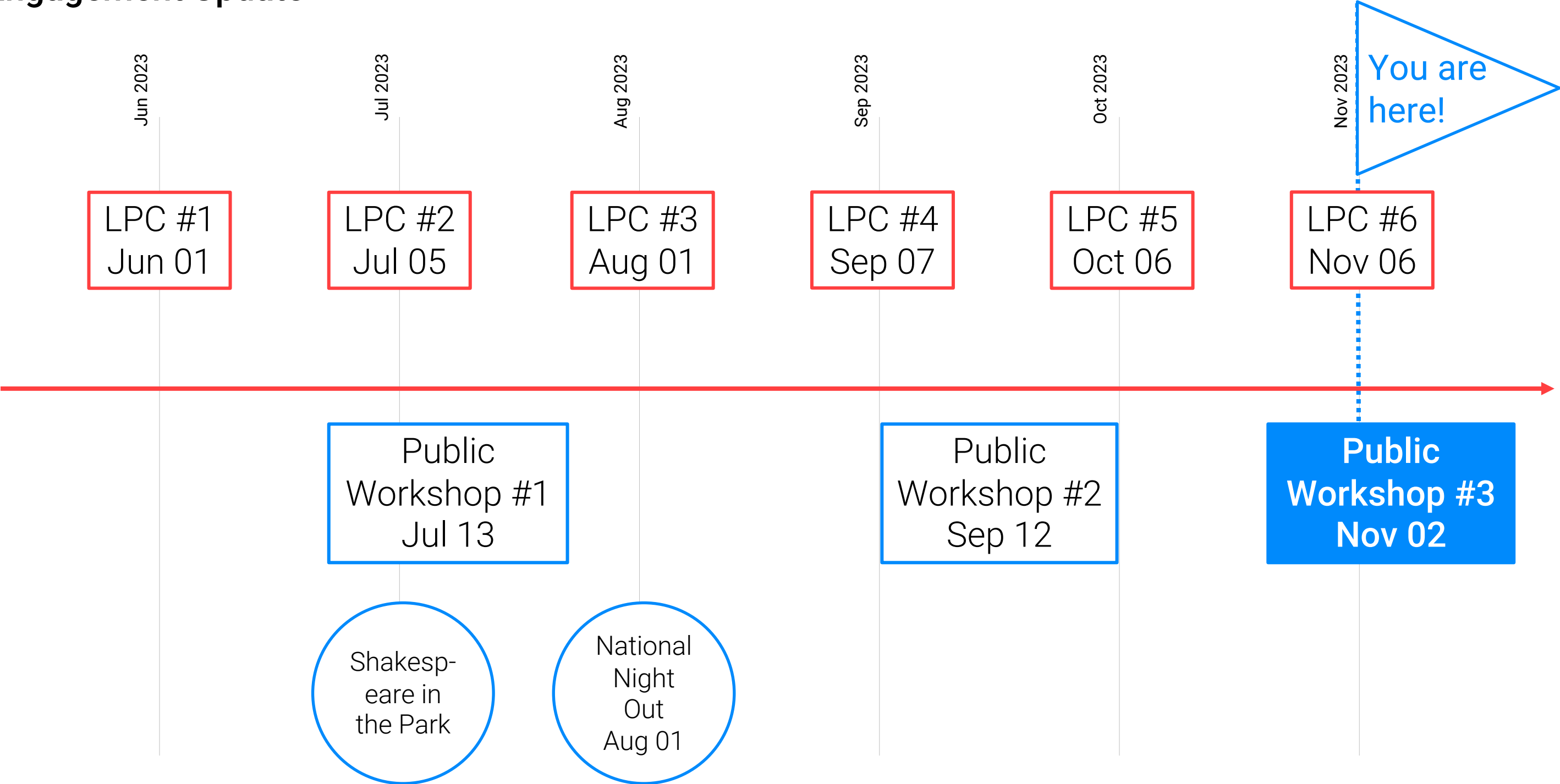


DRI Process

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



Engagement Update



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VISION

Today/ East Harlem is a culturally and socioeconomically diverse neighborhood with two major cross-town commercial corridors and good transit connectivity to surrounding neighborhoods and the wider region. The neighborhood is **home to a rich history of arts, culture, and activism**, and plays an integral role in the larger NYC community. In addition to its many strengths, East Harlem has a number of challenges largely related to its **inadequate resources, a concentration of social services,** and overall affordability, all of which impact its residents, businesses, and the public realm.

What we can do/ Capital projects resulting from the Downtown Revitalization Initiative (DRI) will work in tandem with existing initiatives to **elevate the visibility of East Harlem's unique cultural assets and commercial corridors**, enhancing residents' and visitors' experiences of the neighborhood, and inviting them to spend more time in the area. Investments will support affordability for businesses and residents, improve the public realm and connectivity, and market the area's history and identity.

The Future/ East Harlem will become a **vibrant, safe neighborhood with new business, public spaces, and transportation improvements**. Residents and visitors will have access to a myriad of economic, cultural and educational opportunities and destinations.

1

Local Economy

Support and grow local businesses on primary commercial corridors and leverage increased foot traffic generated by the anticipated 2nd Avenue subway extension.

2

A Safe, Healthy, and Interconnected Neighborhood

Foster a healthier community by investing in public realm improvements that promote environmental sustainability and protect and prioritize pedestrians and cyclists.

3

Historic and Cultural Identity

Reinforce East Harlem's identity by exhibiting and improving the visibility of its unique culture, history, and current assets.

4

Community Development

Ameliorate symptoms of concentrated poverty and disinvestment by improving access to existing resource networks, and supporting open space improvements, wealth building opportunities, and addressing unnecessary impacts within the public realm.

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How are the DRI Projects Formed and Selected?



- Open Call
- Application
- Public Input

- Eligibility & Technical Review
- Stakeholder Matching
- Cost Review
- Scope Definition

Eligible Project Types

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.



Staten Island St George Theater

Public Improvement Projects

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



Brooklyn Streetscape

Small Project Fund

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



Chinatown

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.

Community Project Process

REVIEW OF ELIGIBLE PROJECTS

GOALS ALIGNMENT

Does the project address the DRI vision and goals?

Does the project advance Community Vision and achieve Community Goals?

PROJECT READINESS

Is the project ready for implementation?

Are there open questions regarding financing, ownership, sponsor capacity, etc. that might prevent the project from advancing?

IMPACT

Will this project (individually or combined with other projects) have a beneficial impact on revitalization downtown?

COST EFFECTIVENESS

Does the Project represent an effective and efficient use of DRI funds?

Will the Project generate additional public and private investment downtown?

PUBLIC SUPPORT

Does the Project represent an effective and efficient use of DRI funds?

Will the Project generate additional public and private investment downtown?

How are Projects Implemented?

Final LPC Meeting
(Nov)

State Reviews SIP
and Community
Priority Projects
(Dec)

Governor Announces
Funded Projects
(early 2024)

Project Contracting

- Consultants complete final draft Strategic Investment Plan (SIP)
- Slate of community priority projects submitted to the state

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What We've Heard

Priorities from ~150 participants heard at workshops and local outreach events

- Provide small businesses and entrepreneurship support
- Public realm safety and maintenance
- Safe and walkable street network
- Enhance arts, culture, and historic presence
- Maintain affordability and cost of living



Public Workshop #3- Agenda & Activities

Proposal Review Resources

1. **MAP AND VISION & GOALS / A** handout providing the locations of all projects submitted and vision and goals determined through public outreach displayed on the screen.
2. **PROJECT BOARDS/** Provides an overview of all the project proposals.

East Harlem DRI Complete and Eligible Projects		How well does this project contribute to downtown revitalization?	How would you improve this project to better address the vision and goals?
 <p>4. BORIKEN NEIGHBORHOOD HEALTH CENTER PROJECT DRI Scope: • Adding 13 new stories to the existing Boriken Neighborhood Health Center • Space will be used to expand current services and add additional dental, physical and occupational therapy, and diagnostic services • Addition of administration/office space and a conference room Sponsor: East Harlem Council for Human Services, Inc. (EHCHS) Location: 2265 Third Avenue, New York, NY 10035 Funding Request: \$4,537,000 Total Project Budget: \$1,894,000 - \$ 4,537,000 Remaining Funding Source: EHCHS matching 10% of grant amount up to a maximum of \$500,000 Project Background: This project aims to add three additional floors to an existing health center in East Harlem, New York. The project seeks to offer various healthcare services that are accessible, culturally sensitive, and delivered in one familiar location. Existing services include primary and preventive care, cardiology, podiatry, optometry, nutrition, and dermatology. The project aims to expand dental services, particularly for children, by adding more rooms and hiring a pediatric dentist and an orthodontist. Physical and occupational therapy services will also be introduced to aid patients' recovery and improve their quality of life. Diagnostic imaging services will be made readily available, reducing transportation and adherence issues. The addition of administrative space, including a conference room, will enhance the health center's operational capacity.</p>	☺ ☹ ☹ ☺		
 <p>5. HOTEL DEL BARRIO DRI Scope: • A 1,000 SF workforce development center and 5,000 SF of retail/commercial space targeting local food service operators on the ground floor of the new Hotel del Barrio • Potential partnerships for workforce development program include Positive Workforce Inc. (PWI) and Upper Manhattan Empowerment Zone Development Corporation (UMEZ) Sponsor: BDS Development Inc. Location: 2321 Third Ave Funding Request: \$1.0M Total Project Budget: \$8 Remaining Funding Source: Project Background: The Hospitality Project Manhattan. This mixed floor space for local food service operators to support the hospital oriented development (L) at LaGuardia Airport. The impact.</p>	☺		
 <p>6. ELMENDORF DRI Scope: • Improvements to the building • Improvements include repairs to the stairs Sponsor: Elmendorf Inc. Location: 171 East 121st Funding Request: \$292 Total Project Budget: \$ Remaining Funding Source: Project Background: The restoration efforts restoring metal cornice process, the project makes the Elmendorf Reform symbol of unity for the neighborhood in the lives</p>			
 <p>10. AFRO-LATIN MUSIC & ARTS CENTER DRI Scope: • Fit out and construction of the theater including adaptive acoustic system, deployable bleacher system, rigging and lighting system, and an audio/visual system Sponsor: Afro Latin Jazz Alliance of NY, Inc. (ALJIA) Location: 1695 Park Avenue, New York, NY 10035 Funding Request: \$2,800,000 Total Project Budget: \$7,500,000 Remaining Funding Source: Secured and undetermined City funding Project Background: The proposal outlines plans for a new Afro Latin Music and Arts Center spanning approximately 20,000 square feet in East Harlem. The facility will feature rehearsal and classroom spaces, a recital hall, gallery, community co-working areas, and restrooms. The fit-out construction includes interior partitions, acoustic features, an elevator, plumbing and lighting fixtures, a performance stage, and seating. The center's mission is to promote music and arts from the Americas, fostering accessibility and recognition for these genres. It also aims to break down cultural and socioeconomic barriers by offering community programming and performance opportunities to East Harlem residents and artists, thus enhancing community engagement and cultural appreciation.</p>	☺ ☹ ☹ ☺		
 <p>11. CARIBBEAN CULTURAL CENTER AFRICAN DIASPORA INSTITUTE REDEVELOPMENT PROJECT DRI Scope: • New seating and landscaping on the sidewalk • Leveling of the concrete slab and installation of new floor finishes throughout the entire lobby and entry • Addition of 900 SF of usable space by expanding the building footprint by extending the south facing side of the property • Installation of 1,200 SF of artist canvases on the east and west façades Sponsor: CCOADI Location: 120 East 125th Street, New York, NY 10035 Funding Request: \$2,695,000 Total Project Budget: \$10,522,000 Remaining Funding Source: Anticipating \$4.5M from public sources and \$1.25M from sale of air rights over firehouse Project Background: This project includes the replacement of a sidewalk with a new drainage system to manage rainwater effectively. Additionally, two trees will be planted, and a permanent electronic culture board will be installed between them. Two walls will feature frames for artistic renderings by community artists. The entire building's wiring will be modernized, transitioning from RJ-45 to USB and wireless standards. The project also encompasses replacing the damaged first floor, addressing a decade of leaks, and a one-time branding signage, aligning with the DRI plan for the area.</p>	☺ ☹ ☹ ☺		
 <p>12. EAST 116TH STREETSCAPING AND STREET TREES DRI Scope: • Install 60 new trees, remediate 187 tree pits, prune 181 trees, install 72 tree guards, and install and plant 45 planters on E 116th and E 125th Streets from East Harlem River to Park Ave • The assessment along E 116th and E 125th Streets will determine which existing pits could be expanded/improved, which need pruning, which need a tree guard, and where over-sized planters could be installed Sponsor: The Horticulture Society Location: E 116th St Corridor and E 125th St Corridor from East Harlem River to Park Ave Funding Request: \$650,000 Total Project Budget: \$650,000 Remaining Funding Source: Undetermined Project Background: The initial scope of this project submitted by Union Settlement and La Villa Merchants Association focused on streetscaping improvements including bike racks, signage, lighting, sidewalk repair, and new tree pits. Several conversations with city agencies such as DOT and Parks, led to better clarity regarding partners who would be responsible for the implementation of these improvements. These partners now include DOT, DPR and The Horticulture Society (The Hort). DOT will be responsible for the installation of bike racks and pedestrian safety at intersections along the 116th St Corridor between Harlem River and Park Avenue, and will note need DRI funding. Trees and planting will focus on improving and expanding the micro green areas (sidewalk tree pits, street trees, and tree planters) on 116th and 125th Streets from the Harlem River to Park Ave. This project will provide aesthetic and environmental improvements to the neighborhood for residents, workers, business owners, and others visiting East Harlem.</p>	☺ ☹ ☹ ☺		





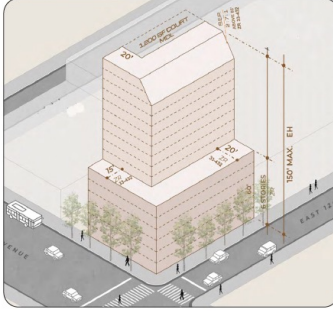









November 2, 2023
EAST HARLEM DRI PUBLIC WORKSHOP

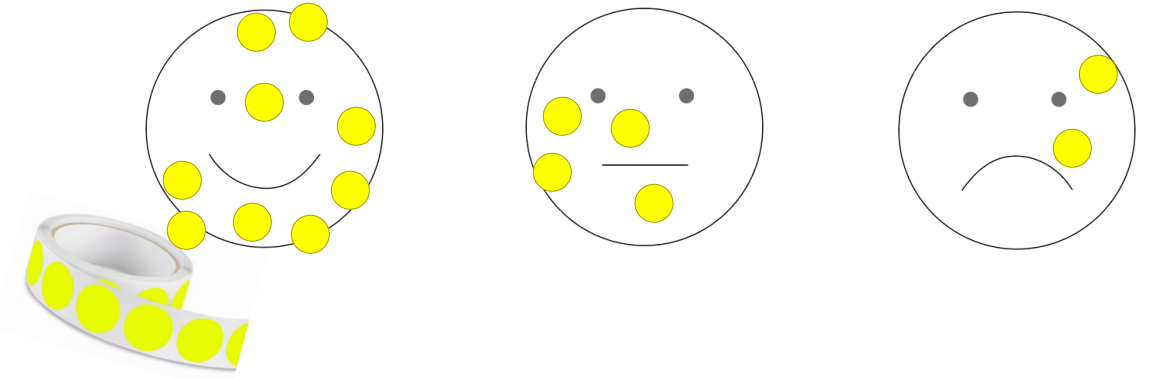


Public Workshop #3- Agenda & Activities

Workshop Activity

East Harlem DRI Complete and Eligible Projects	How well does this project contribute to downtown revitalization?	How would you improve this project to better address the vision and goals?
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 <p>6. ELMENDORF REFORMED CHURCH FAÇADE RESTORATION DRI Scope: • Improvements to the Elmendorf Reformed Church façade • Improvements include limestone cleaning, restoration of metal cornices, installation of energy-efficient windows, and repairs to the stairway and stone curbs Sponsor: Elmendorf Reformed Church Location: 171 East 121st Street, New York, NY 10035 Funding Request: \$292,000 Total Project Budget: \$292,000 Remaining Funding Source: Seeking out grants from the Landmark Conservancy Project Background: The restoration efforts involve facade improvements to refresh the structure, including cleaning the limestone exterior, restoring metal cornices, installing energy-efficient windows, and repairing stairway steps and stone curbs. In this process, the project maintains the physical structure and emphasizes the church's lasting connection to the community. The Elmendorf Reformed Church has historically functioned as a gathering place, a source of inspiration, and a symbol of unity for the community. These renovations ensure the preservation of its historic presence and its ongoing importance in the lives of those it has served for generations.</p>	  	

How well does this project contribute to downtown revitalization?



How would you improve this project to better address the vision and goals?



Thank you for your participation!

