



Rochester

DOWNTOWN REVITALIZATION INITIATIVE

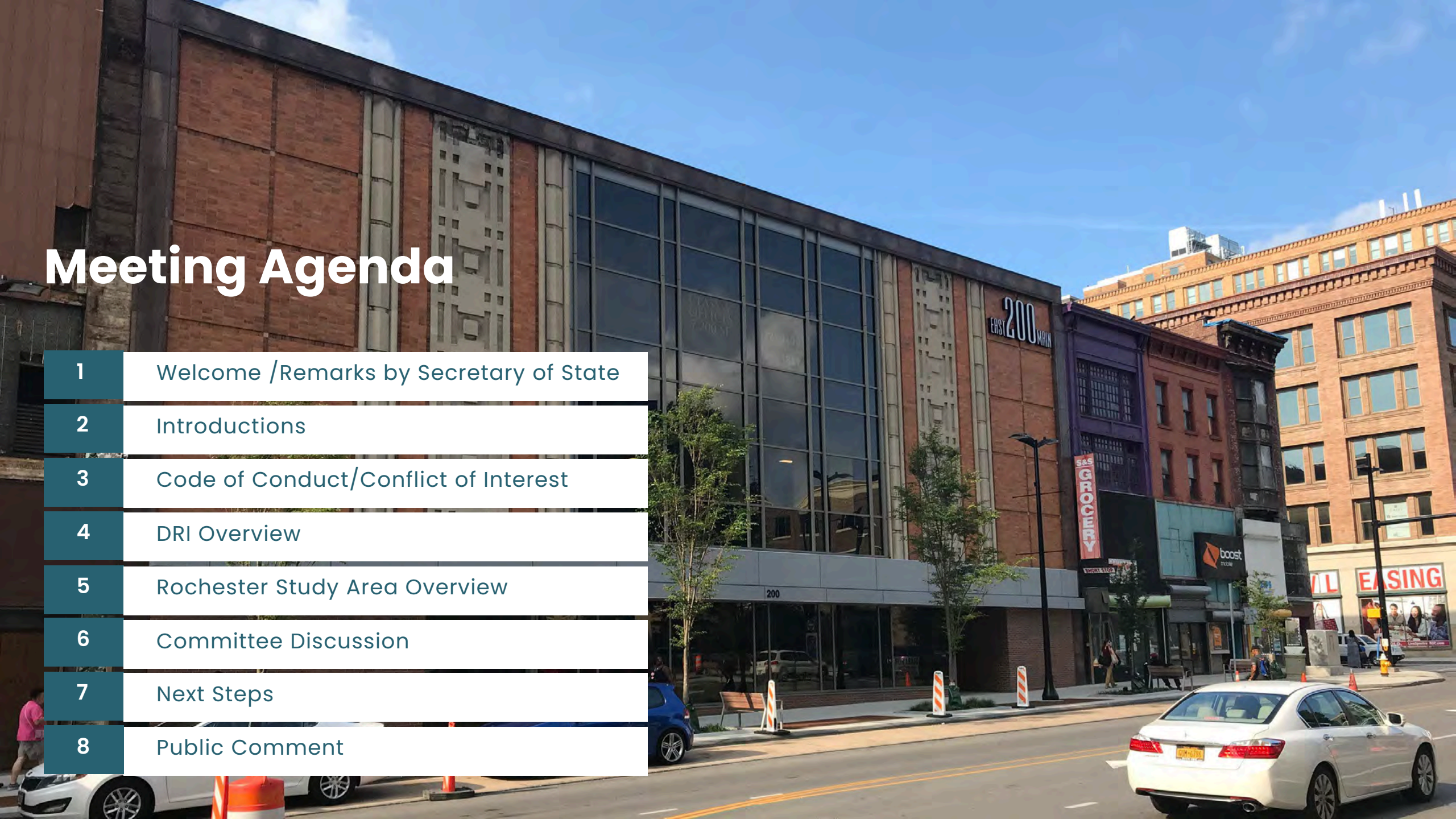
Local Planning Committee Meeting #1

FEBRUARY 16, 2022



Meeting Agenda

- 1 Welcome /Remarks by Secretary of State
- 2 Introductions
- 3 Code of Conduct/Conflict of Interest
- 4 DRI Overview
- 5 Rochester Study Area Overview
- 6 Committee Discussion
- 7 Next Steps
- 8 Public Comment



Remarks by Secretary of State

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Introductions

LPC Members

Name	Affiliation
Malik Evans – Co-Chair <i>Tamara Mayberry</i>	Mayor, City of Rochester <i>Chief of Staff, City of Rochester</i>
Robert Duffy – Co-Chair	Greater Rochester Chamber of Commerce
Veronica Dasher	RG&E
Shawn Dunwoody	Dunwoode Visual Consulting
Eugenio Marlin	Ibero-American Development Corporation
Heidi Zimmer-Meyer	Rochester Downtown Development Corporation
Clayton Jones	University of Rochester, Local Government and Community
Ana Liss	Monroe County Planning and Development
Lauren Gallina Payne	Gallina Development
Rachel Laber Pulvino	Visit Rochester
Ebony Miller-Wesley	RIT-Center for Urban Entrepreneurship
Lisa Baron	Greentopia
Joseph Stefko	ROC 2025
Ken Glazer	Buckingham Properties
Jim Brown	Rochester Riverside Convention Center
Nichole Malec	Rochester Regional Health

Roles and responsibilities



City Team

Tamara Mayberry

Chief of Staff

Anne DaSilva Tella

Asst. Commissioner, NBD

Kevin Kelley

Manager of City Planning

Rick Rynski

Sr. Economic Development Specialist

Jeff Mroczek

Project Manager

Erik Frisch

Manager of Special Projects

Dana Miller

Commissioner

Lindsay Nabozny

Sr. Community Housing Planner

State Agency Team

Chris Bauer, Amy DeGaetano
Department of State

Patricia O'Reilly
Homes & Community Renewal

Stephen Golding
Empire State Development

Matthew Brown
NYSERDA

Roles and responsibilities

- Help LPC through planning process
- Ensure Consultants and LPC meetings accomplish critical tasks
- Ensure program documents meet state and local goals
- Facilitate assistance from other State agencies

Stantec's Urban Places

Planning & Urban Design

Mobility

Complete Streets

Engineering

Graphics



DRI ROUND 1 Oswego, Elmira, Oneonta



DRI ROUND 2 Hudson



DRI ROUND 3 Albany



DRI ROUND 4 Schenectady



Consultants

BJH Advisors

Development Economics + Project Profile Support

Highland Planning

Community Engagement

Revby

Real Estate Analysis + Small Business Support

Trophy Point

Cost Estimating

W-ZHA

Economic Assessment + Financial Implementation

Zimmerman/Volk Associates

Housing Market Analysis

Roles and responsibilities

- Prepare for & staff LPC meetings
- Prepare for & lead public outreach events
- Research & study issues
- Help identify projects & prepare project profiles and analyses that demonstrates feasibility and impact of projects
- Prepare program documents with input from LPC & State Planners





Code of Conduct & Conflict of Interest

CODE OF CONDUCT

DRI CODE OF CONDUCT

- Members of the DRI 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 of between Local Planning Committee members and their interests that do not serve the public.
- All Members must read and sign the Code of Conduct.

DRI CODE OF CONDUCT

- Members should use the Code of Conduct to guide service and actions while on the Local Planning Committee
- Remember DAD:
 - ✓ Disclose conflicts of interest
 - ✓ Act in the public interest
 - ✓ Disqualify if necessary

CONFLICT OF INTEREST

- A Member shall exercise his or her duties and responsibilities for the primary benefit of the public and in such a manner where any benefit to the Member, or a Family Member or Relative of the Member, is incidental only.
- For purposes of this Code of Conduct, a conflict of interest arises if such an exercise results in any benefit to the Member, or a Family Member or Relative of the Member, that is more than incidental.
- A conflict of interest may occur when the personal interests, financial or otherwise, of a member has the potential to interfere with, or appear to interfere with, the member's independent advice.

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 Counsel.

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.

DOCUMENTING CONFLICTS

- Members must identify a potential conflict at the first meeting in which the matter giving rise to the conflict is discussed.
- 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.
- The LPC co-chairs will remind members of their obligation to recuse at each meeting of the committee.

ACTING IN THE PUBLIC INTEREST

- **Unwarranted Privileges**: No Member should use or attempt to use his or her position as a Member to secure unwarranted privileges or exemption(s) for him or herself or others.
- **Confidential Information**: No Member should disclose confidential information acquired by him or her in the course of his or her duties as a Member or by reason of his or her position as a Member or use such information to further his or her personal interest(s).

COVID-19

- Committee Members agree to abide by all on-site, local, State, and Federal protocols in place to reduce the risk of spread of COVID-19 and protect the health and safety of all participants engaged in the DRI planning process.

QUESTIONS?

Contact the NYS DOS Ethics Counsel:

Linda Baldwin, Esq.

(518) 473-3365

Linda.Baldwin@dos.ny.gov



DRI Overview

What is the DRI Program?

State directs
\$200M investment* in 19
downtown neighborhoods
nominated by REDCs

*\$10M/community in regions
nominating two downtowns;
\$20M/community in regions
nomination one downtown

Communities develop **Strategic Investment Plans** to identify competitive projects to be funded in part through the DRI

How to build on a successful application?

Robust **public participation** to identify priority projects

Emphasize **capital projects** such as public infrastructure or private development

Identify strategic matching **grant/revolving loan funds** to support capital projects.

Favor projects that **leverage additional public and private funds**

Develop **metrics** to demonstrate ability to kick-start economic development

Key ingredients of a Strategic Investment Plan

A **clear vision** for the downtown



Goals and strategies to accomplish the vision



An action plan with a **timeline** for projects, initiatives, and actions



A strategic investment plan with **catalytic projects** to implement the plan

Eligible project types

- Public Improvements
- New Development or Rehabilitation of Existing Structures
- Revolving Loan and Grant Funds
- Branding and Marketing (Physical Components)

Ineligible project types

- Planning activities
- Operation and maintenance (include staffing, utilities, rent)
- Pre-award costs
- Property acquisition
- Training and other continuing expenses
- Expenses related to existing programs

Project requirements

Project size and scale

- No DRI awards of less than \$100k will be considered.
- A fully-residential project must include 8+ units and must include an affordable component.

Private or local match

- DRI will not cover >40% of privately-sponsored projects (exception: see Decarbonization).
- Leveraging for public and non-for-profit projects is strongly encouraged. If a grant or loan fund is proposed, the state will work with the community to establish appropriate match requirements.

Timing

- Projects must be able to break ground within <2 years. Grants to projects that do not meet this goal may be rescinded.

Decarbonization

- New and substantial rehabilitation construction projects will be required to meet the Stretch Energy Code, whether or not the locality has adopted that code.
- Privately-sponsored projects that commit to meeting higher sustainability/ resilience standards may be eligible for a larger DRI subsidy of up to 50%

Project selection by State

Once LPC confirms project list, State agencies will further evaluate selected projects based on:

- Alignment with State and local goals
- Project readiness
- Catalytic effect
- Co-Benefits
- Cost effectiveness

Timeline

	JAN	FEB	MAR	APR	MAY	JUN	JUL
Community engagement							
Downtown profile & assessment							
Vision, goals, and strategies							
Project profiles							
Management & implementation							
Strategic Investment Plan							
Final DRI Plan							

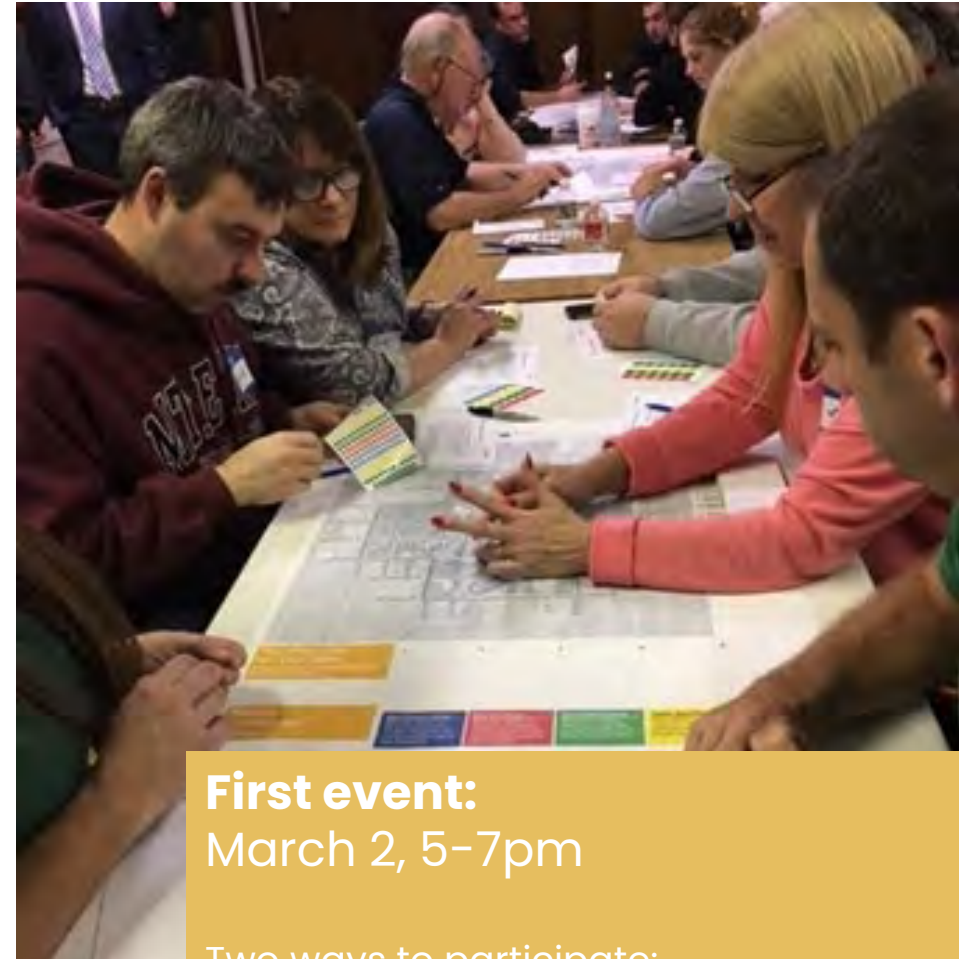
Public engagement objectives

- Build on previous community outreach
- Seek input from key individuals, organizations, and entities
- Use variety of methods (e.g., public meetings, workshops, websites, social media)
- Create work groups (if desired)
- Develop a public engagement strategy



Public engagement plan

- Public workshop format ideas
- Outreach to community stakeholders
- Online engagement
- LPC meetings

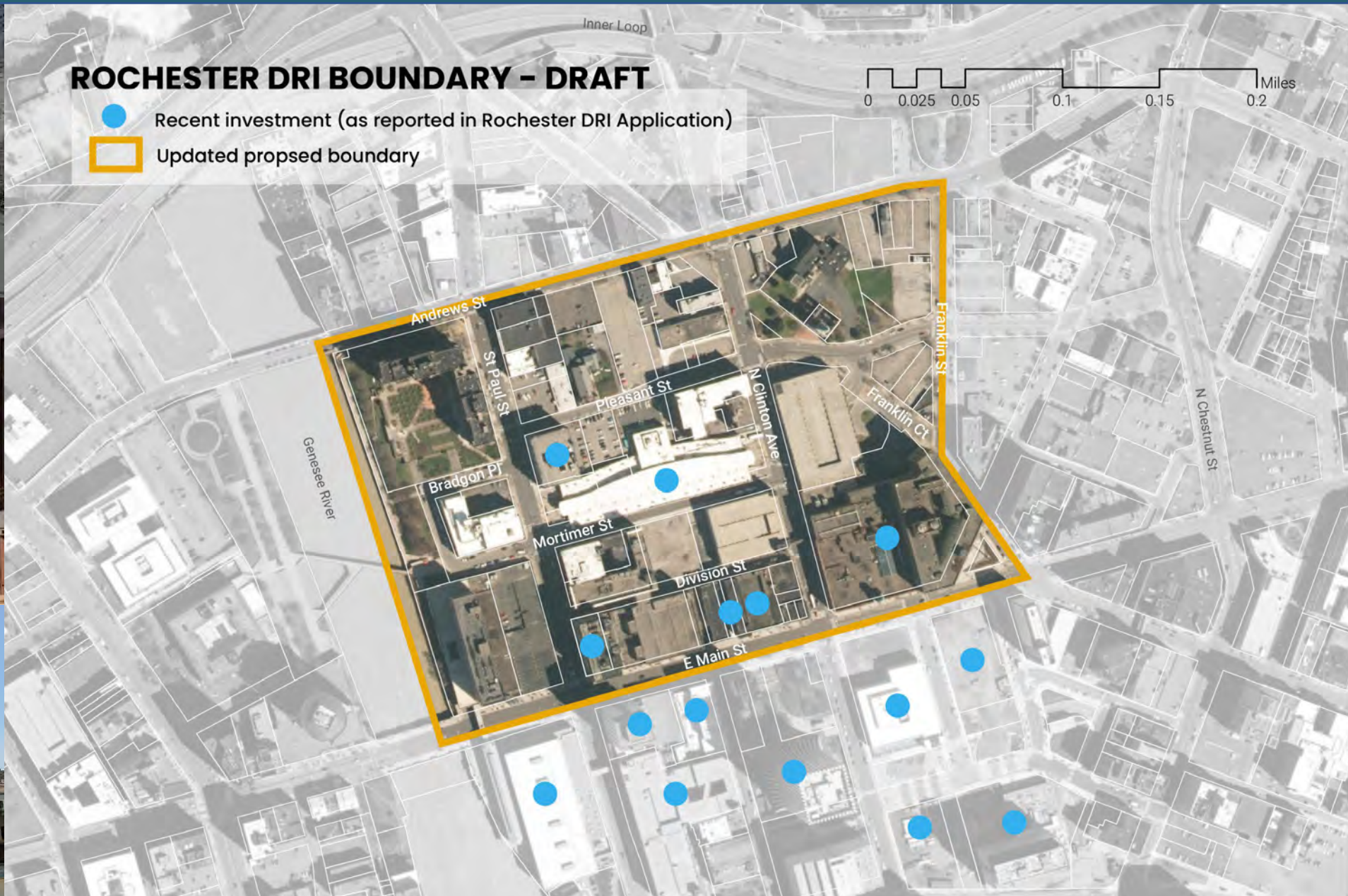


First event:
March 2, 5-7pm

Two ways to participate:
In-Person at MCC Downtown Campus,
or virtually via Zoom



Study Area Overview



How we got here: Previous planning efforts

- Rochester 2034 Comprehensive Plan
- Center City Master Plan
- ROC the Riverway
- Rochester Inner Loop North Transformation Planning Study
- Rochester Commercial Corridor Study
- Transit Supportive Corridors Study
- Complete Streets Policy
- Climate Action Plan
- Citywide Housing Market Study

Project ideas from application

- **NW corner of Main and Clinton:** Public realm improvements and enhancement, multi-modal transportation, EV charging, ...
- **Division Street:** Streetscape and public right of way improvements
- **Mortimer Street:** Streetscape improvements
- **Main St Commons:** Pedestrian access connection, public space improvements
- Building renovations to **several privately-owned structures**
- **Building Renovation Grant Fund** for building renovations, façade improvements, signage
- **Convention Center** expansion and renovation

= \$68.9M total development cost

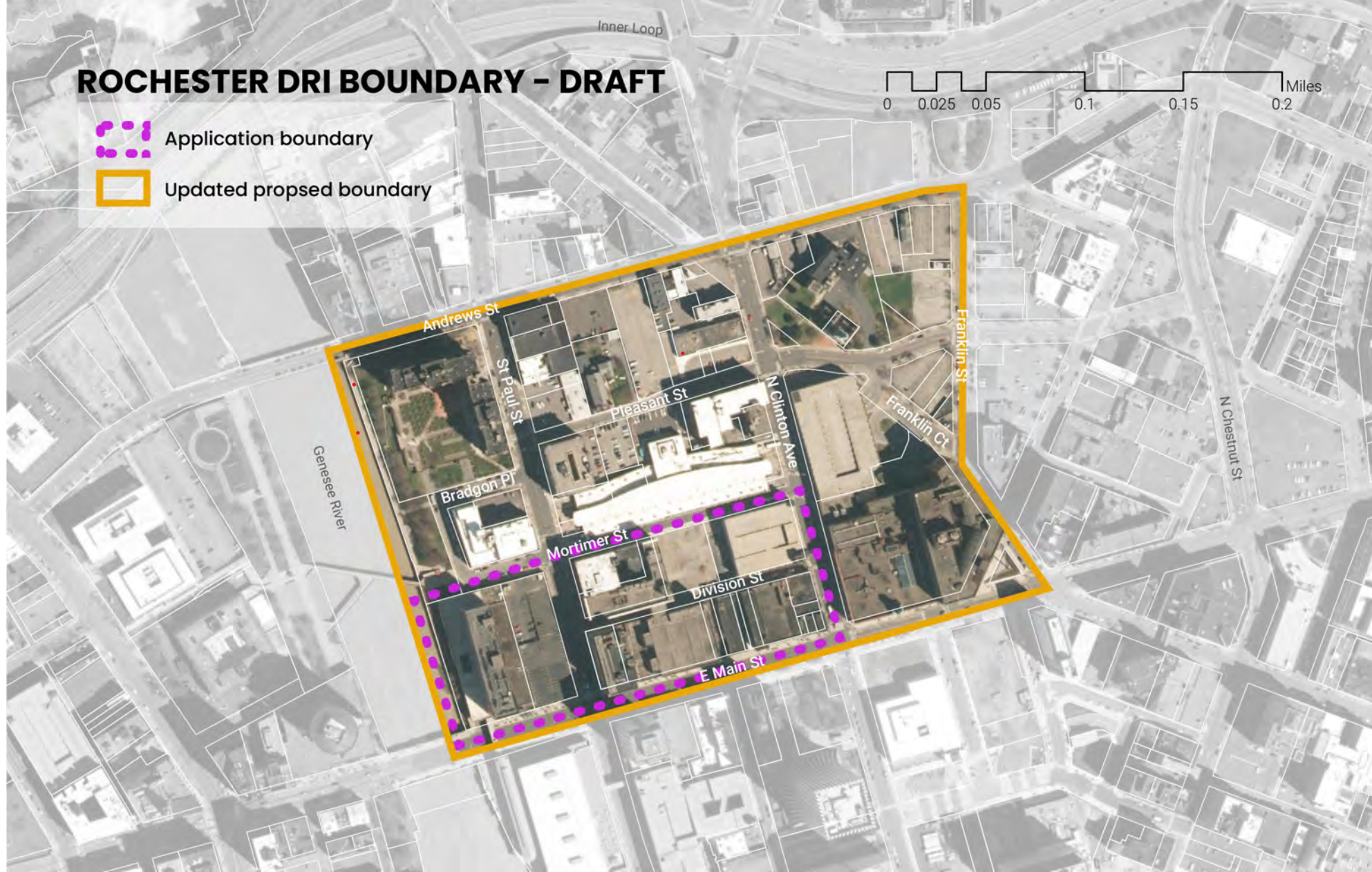


LPC Discussion

DISCUSSION TOPICS

- Boundary confirmation
- Public call for projects
- Vision statement discussion
- LPC meeting schedule
- Questions?

Boundary



What does the Call For Projects ask for?

Project Summary

- Project title
- DRI funding request and total project cost
- Project description (5-7 sentences)

Project Sponsors

- Responsible parties
- Project partners
- Capacity

Site Detail

- Location
- Existing uses
- Building condition
- Environmental conditions/constraints
- Site ownership
- Regulatory requirements

Proposed Development

- Description and concept
- Market study/analysis
- Implementation timeline

Cost Estimates and Financing

- Estimated costs
- Funding sources

Jobs Created

Local Impact

Vision statement from application

The City's vision is for our Downtown to be the **vibrant heart of our region**; a place that will continue to attract a **diverse population** of new residents, while developers continue to report **low vacancy rates**; a place where investments will boom, while making it the **fastest growing area** in the region; and, finally, a place that will continue to attract **more innovation, arts, culture, and entertainment** so as to boost yearly visitors and overall economic development.

The infusion of additional investments triggered by a DRI grant will **put the finishing touches** on our Downtown revitalization and cement it as the centerpiece of the Finger Lakes region.

Tentative LPC Meeting Schedule

MEETING	DATE
#1	2/16
#2	3/16
#3	4/13
#4	5/18
#5	6/15
#6	6/29
#7*	7/13

Evenings, 5-7pm

Whether Meetings #2-7 will be virtual (via Zoom) or in-person is to be determined.

*Additional meetings if needed



Next Steps

Next Steps

- Confirm dates for upcoming committee meetings and public workshops
- Issue Call for Projects Form
- Finalize Community Engagement Plan
- Confirm Vision, establish Goals and Strategies
- Draft Downtown Profile and Assessment. Draft to be made available prior to next LPC meeting.

Public Comment

*Help us with your ideas to
continue the momentum downtown!*



NEW YORK
STATE OF
OPPORTUNITY.

**Downtown
Revitalization
Initiative**