



# Local Planning Committee (LPC)

## Meeting #2

June 28, 2024



# Agenda

## Welcome, Introductions, and Presentation (105 minutes)

- Welcome
- LPC Code of Conduct
- NY Forward Timeline
- Public Engagement Update
- Highland Falls NY Forward Vision and Goals
- Overview and Qualities of Strong NY Forward Projects
- Project Match
- Project Evaluation Criteria
- Open Call for Projects

## Public Comment (15 minutes)

- Next Steps

# LPC Code of Conduct

“ “ *Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today’s meeting.*

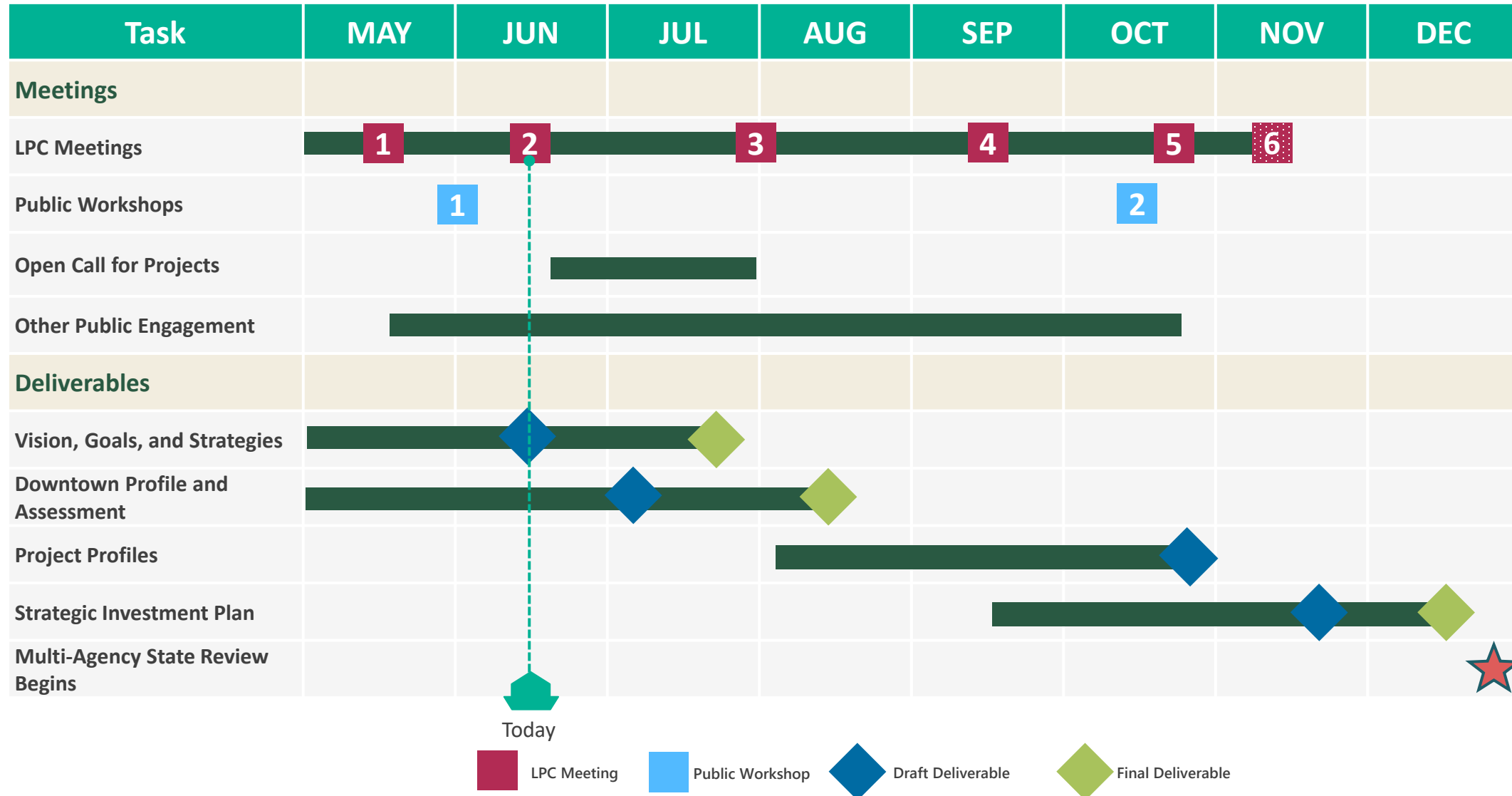
*If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project.*

*For example, you may state that you, or a family member, have a financial interest in the project, or you are on the board of the organization proposing the project.*

*Do any LPC members need to make a disclosure to the Committee?*

*Please inform the LPC co-chairs during the meeting if the need to disclose a conflict arises unexpectedly, and then recuse yourself from discussion or voting on the project.*

# NY Forward Timeline





# Public Engagement Update

# Business Meeting Update

## What we heard:

- › There is a market for new restaurants, but not traditional retail.
- › The Village downtown needs wayfinding signage, marketing, and coordination with West Point Visitor's Center and Bear Mountain.
- › Existing restaurants would benefit from sidewalk or on-street dining.
- › The business community needs a liaison between their community and West Point for coordination on events, opportunities to serve visitors and the West Point community, and shared marketing.
- › Telecommunications is a significant challenge for the business community (both broadband and cell phone service)
- › There is a need for façade improvements in downtown, preferably with a uniform theme.

# Public Workshop #1 and Community Family Fun Day Update

## What we heard:

### *My favorite place to go downtown is:*

- › The library
- › The community garden
- › The ice cream shop
- › The hardware store
- › The farmer's market
- › The gazebo in Veterans Memorial Park
- › West Point Museum and Visitor Center
- › Andy's, Pepe's Tacos, Dunkin Donuts



# Public Workshop #1 and Community Family Fun Day Update

## What we heard:

*To revitalize downtown Highland Falls, the most important thing to focus on is:*

- › Update appearance of downtown (updated facades, new banners and light fixtures, etc)
- › New businesses
- › More foot traffic
- › Branding and marketing the downtown
- › Wayfinding signage
- › Places for children and teenagers to go





# Public Workshop #1 and Community Family Fun Day Update

## What we heard:

### *Key Themes*

- › There is interest in activating existing spaces or creating new spaces where the community can gather and spend time. Examples included creating more spaces for youth, adding game tables to park spaces, and improving accessibility of outdoor green spaces.
- › There is a need for infrastructure improvements, such as widened sidewalks, public wifi, and lighting upgrades, and façade improvements.
- › The public would like a greater variety of businesses and for more retail and dining.
- › The public wants improved local parks.
- › There is interest in more public events.
- › The public is interested in branding/marketing and retail opportunities that would create a more cohesive image of Highland Falls, present the Village as more closely connected to West Point, or build its reputation as a Hudson Valley stopping point.

# LPC Questions and Answers



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# Highland Falls NY Forward Draft Vision and Goals

# Highland Falls NYF Vision Statement from Application



*Highland Falls is an area of great historical significance that has a contemporary vision to revitalize the entire community while weaving its history into the needs of the future. As it currently stands, Downtown Highland Falls is lackluster and often overlooked due to its outdated architecture, limited pedestrian safety features, and lack of branding. Moreover, a major storm in July 2023 caused significant destruction to the Village and its infrastructure, further necessitating reinvestment and downtown revitalization. Despite ongoing difficulties, the Village **envisions a downtown that is better than ever by fostering opportunities for long-term growth.** The downtown will **become a place where residents and tourists can access all the area has to offer on foot or bicycle**, from local businesses on Main Street to the waterfront via Station Hill Road, and past the downtown's limits to the West Point Museum and West Point Visitor Control Center. Along this journey, people can enjoy a continuous stretch of **beautiful streetscapes and wayfinding signage offering directions to historic sites, parks, public art installations, and more, inspiring a thriving local business environment that expands opportunities for local employment both horizontally across employment types and vertically up and down the wage scale.** **Highland Falls' vision is to live up to its name of Hometown, USA, making it a place where tourists will want to visit, and residents will want to stay**, owing to the support of the Village, its dedication to collaboration with residents, and its commitment to the community.*

# Highland Falls NYF Vision Statement Updated

“*A revitalized Downtown Highland Falls will weave its history into the needs of the future, maintaining its close-knit character while becoming a more walkable and vibrant neighborhood with beautiful streetscapes, prosperous local businesses, and spaces for all ages to meet. As a hub of activity in an area surrounded by natural and historic attractions, Highland Falls will celebrate the downtown’s connection to West Point, the Hudson River, and other regional attractions, while providing diverse amenities for residents and visitors alike. Highland Falls will live up to its name of Hometown USA, becoming a place where visitors will come, and residents will thrive.*”

# Goals



Attract West Point tourists and visitors from the West Point community and nearby natural and historic sites, such as Bear Mountain, to Main Street.



Cultivate a diverse and sustainable mixed-use downtown corridor with thriving small businesses and reactivated storefronts.



Activate downtown with inviting streetscapes, public spaces, and amenities that encourage people to stay and explore.

# LPC Questions and Answers



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# Overview and Qualities of Strong NY Forward Projects



# Project Eligibility

## Eligible Project Types

- › New development and/or rehabilitation of existing downtown buildings
- › Public improvement projects
- › Small Project Fund
  - \$300,000 but it can be up to \$600,000 in total based on demand
  - 10% allocated to administrative costs
- › Branding and marketing

## Ineligible Activities

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

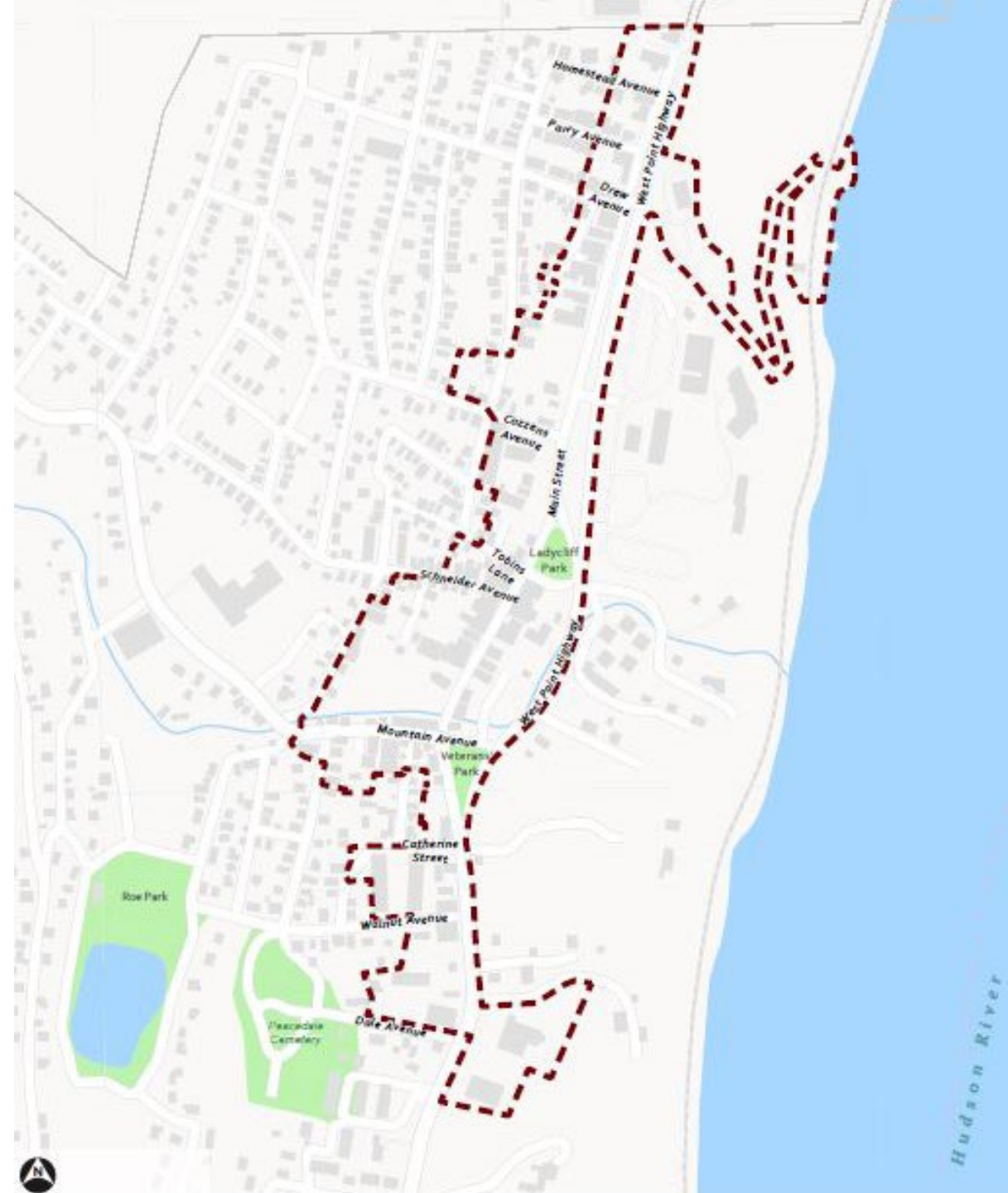
# Project Requirements

- › Shovel-ready in 2 years from project award
- › Project size/scale
  - Standalone NY Forward projects have a minimum total project cost of \$75,000.
- › Project sponsor capacity – public, non-profit, private entities
- › Financing
- › Matching and leverage
- › Site control
- › Building decarbonization
- › Reimbursement

Strong NY Forward projects are

- Catalytic
- Transformational
- Able to be implemented in the near-term
- Create synergies between different projects and programs in the downtown

# Project Location - Within the Highland Falls NY Forward Boundary



## What Makes a Strong Project?

- 1) Has been through a planning and development process
- 2) Goes beyond the common public improvement projects and deferred maintenance (e.g., streetscape, park enhancements)
- 3) Involves community input
- 4) Addresses multiple challenges or opportunities
- 5) Recognizes the historic context of the downtown
- 6) Involves synergies between different programs and stakeholders
- 7) Creates a sense of place that is unique to each community
- 8) Clearly adds activity and foot traffic to downtown
  - New commercial businesses
  - New tourist opportunities
  - New housing units
  - New entertainment, leisure, arts, and culture activities

# Types of Public Projects

The municipality is the project sponsor

- › Streetscape improvements
- › Parks/open space improvements
- › Connectivity/transportation improvements
- › Public art
- › Branding, marketing, and wayfinding
- › Small project fund
- › Upgrades to community centers

# Project Example – Streetscape Improvements

## Clean – Streetscape Improvements

This project included the beautification of Union and State Streets in the form of planted perennial flowers and potted plants, complementary streetscape lighting overhead and along tree bases, seasonal light pole banners, and sidewalk replacement and additions for seating areas in front of restaurants. The project also included wayfinding improvements to downtown which include decorative signage and seasonal light pole banners.

**Total Project Cost:** \$900,000

**Total DRI Award:** \$900,000



# Project Example – Branding, Marketing, and Wayfinding

## Plattsburgh – Branding, Marketing, and Wayfinding

This project included a cohesive marketing, branding and signage strategy that tied together and built upon the Downtown’s existing strengths. It included:

- **Targeted Downtown Marketing:** Map of Downtown attractions and seasonal, institution-specific, or program-specific banner or signage materials
- **Passive and Wayfinding Investments:** Integration of the City logo on physical signage and wayfinding installations, historical and art installations, city gateway signage

**Total Project Cost:** \$250,000

**Total DRI Award:** \$250,000

### Wayfinding Installation:



# Project Example – Façade Improvements

## Middletown – Façade and Storefront Signage Improvements

The Façade and Storefront Signage Improvement Program provided property and business owners with incentives to improve façades within Middletown.

**Total Project Cost:** \$1 Million

**Total DRI Award:** \$1 Million

**Before:**



**After:**





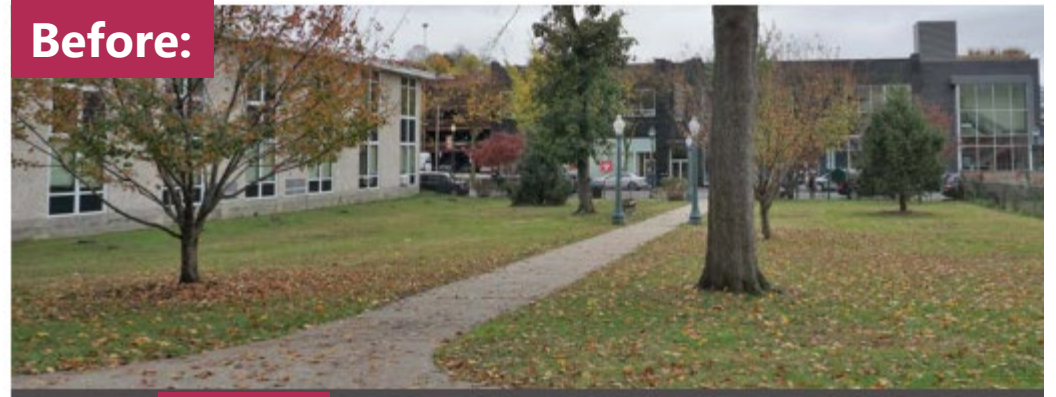
# Project Example – Park Improvements

## Peekskill – Pugsley Park

This project transformed Pugsley Park from an underutilized downtown open space that served as a shortcut, to an active open space for residents to use and enjoy.

**Total Project Cost:** \$1.6 Million

**Total DRI Award:** \$865,000



# Project Example – Commercial Renovation

## City of Cohoes – Private Restaurant/Bar Renovation

This project includes renovation of the commercial ground floor into a bar and restaurant with outdoor patio. Further improvements included the restoration of its historic façade, and the rehabilitation of the adjacent parking lot with new surfacing, paths, seating, lighting, and planting.

**Total Project Cost:** \$618,000

**Total DRI Award:** \$247,000

**Existing:**



**Proposed:**



# Project Example – Olive Opera House

## Ossining – Olive Opera House

This project proposed to do exterior renovations and restorations and retrofit the interior of the building to allow for flexible workspaces, studios, and a performance space with a modular stage.

**Total Project Cost:** \$3.1 Million

**Total DRI Award:** \$1.5 Million

**Existing:**



**Proposed:**



# Small Project Fund vs. NYF Project

## Small Project Fund

- › Under \$75,000 total project costs
- › Reimbursement program
- › Limited project scope
  - Interior and exterior renovation for commercial and mixed-use spaces
  - Upper-story residential improvements
  - Permanent commercial equipment
  - Examples:
    - Façade improvements
    - ADA-accessible entrance installment
    - Permanent equipment purchase
- › Applicant applies to the Small Project Fund to be established by the Village, if awarded

## NY Forward Project

- › \$75,000 or over total project costs
- › Reimbursement program
- › Broader project scope
  - New development
  - Rehabilitation of existing downtown buildings
  - Examples:
    - Construction of new building
    - Construction of additional floors
    - Substantial interior rehabilitation (ie: fitting out vacant interior space for new business)
- › Applicant applies for NY Forward funding through the Open Call for Projects

# Small Project Fund vs. NYF Project

## Small Project Fund – Information Requirements

- › Project address
- › Project description
- › Preliminary project cost
  - Itemized to the best extent possible

## NY Forward Project – Information Requirements

- › Sponsor name/contact information
- › Project location
- › Project type
- › Existing conditions
- › Project title and description
- › Project alignment with Vision and Goals
- › Property ownership
- › Sponsor capacity
- › Preliminary funding estimate
- › Project readiness and timeframe
- › Supplemental information (ie: site images, renderings, etc)
- › Decarbonization questions (if applicable)

# LPC Questions and Answers



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# Project Match

# Project Match

## NY Forward Project Match

- › Goal is 25% match for private NY Forward projects
  - LPC decided to lower private match to a minimum of 10% if hardship is demonstrated
- › No match requirement for non-profit or public projects
  - LPC can require a match for non-profit or public projects

## Small Project Fund

- › Goal is 25% match for Small Project Fund projects
  - LPC decided to lower to a minimum of 10%



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# Project Evaluation Criteria

# Project Evaluation

- › At LPC Meeting #5 or #6, the LPC will be asked to select a slate of potential NY Forward projects totaling \$6 million - \$8 million, which will be submitted to the multi-agency State NY Forward program for final funding decisions.
- › The State will award \$4.5 million in NY Forward funding to individual projects recommended by the LPC.
- › For today's meeting, the LPC will review the draft list of project evaluation criteria and refine the list to be used in analyzing projects submitted through the Open Call for Projects.

# Project Evaluation Process

## LPC Meeting #2

The LPC determines the project evaluation criteria to be used to refine the project list.

## LPC Meeting #3

The Consultant team will present the projects received through the Open Call for Projects and will assist the LPC in determining the following:

- Project eligibility
- Project readiness
- LPC may refine initial project list

## LPC Meeting #4

Projects will be presented to LPC with additional information (updates, detailed budgets, etc). LPC will use project evaluation criteria to continue to refine the project list.

## LPC Meeting #5 or 6

LPC determines the final slate of projects to be included in the Strategic Investment Plan.

# Project Evaluation Criteria

- › State and Local Goals
- › Project Readiness
- › Catalytic Effect
- › Co-Benefits
- › Cost Effectiveness
- › Public Support

# Project Evaluation Criteria – State and Local Goals

- › Alignment with State goals
- › Alignment with regional (REDC) goals
- › Alignment with local vision and goals

# Project Evaluation Criteria – State and Local Goals

## New York State Goals:

- › Create an active downtown with a strong sense of place.
- › Attract new businesses that create a robust mix of shopping, entertainment, and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries.
- › Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region.
- › Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.
- › Grow the local property tax base.
- › Provide amenities that support and enhance downtown living and quality of life.
- › Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.

# Project Evaluation Criteria – State and Local Goals

## REDC Goals:

- › Set a strong foundation for economic growth by investing in infrastructure, transportation, and housing.
- › Incentivize local planning and technical assistance to speed up review times, create shovel-ready development sites, and administer economic development funds.
- › Revitalize downtowns and community centers through adaptive reuse and packaged investments in the public realm that will further establish our walkable communities as economic engines for the region.
- › Attract new companies and support the growth of existing businesses in the Mid-Hudson region, with a special focus on priority sectors that are likely to stay, expand, and pay a living wage for the region.
- › Support the region's workforce by taking steps to attract and retain people, providing them with affordable access to education, training, and wraparound services, and by exposing them to regional workforce opportunities at an earlier age.
- › Preserve and create outdoor spaces that make the Mid-Hudson region an attractive place to live and visit. Recognize the imperative need to protect our natural resources from degradation, while also leveraging them for tourism, agriculture, and the development of sustainable businesses.

# Goals



Attract West Point tourists and visitors from the West Point community and nearby natural and historic sites, such as Bear Mountain, to Main Street.



Cultivate a diverse and sustainable mixed-use downtown corridor with thriving small businesses and reactivated storefronts.



Activate downtown with inviting streetscapes, public spaces, and amenities that encourage people to stay and explore.



# Project Evaluation Criteria – Project Readiness

## Project Readiness

*The project should be well-developed and poised to proceed in the near-term in a way that will jump start the redevelopment of the NY Forward area.*

- Is the project scope clearly defined?
- Does the project sponsor have the capacity to implement and maintain the project, and manage a state contract?
- Can this project begin implementation within about 2 years from project award?
- Does the project sponsor have other funding available for this project?
- Can the project proceed without any significant regulatory hurdles?
- Does the sponsor have site control?

# Project Evaluation Criteria – Catalytic Effect

## Catalytic Effect

*The project is likely to have a significant positive impact on the revitalization of the downtown by attracting other investment at a scale appropriate for the community.*

- Will this project significantly enhance downtown Highland Falls?
- Will this project have long-term beneficial impact?
- Does this project have the potential to attract other investment or create benefit beyond the NY Forward boundary?

# Project Evaluation Criteria – Co-Benefits

## Co-Benefits

*The project will result in benefits to both the community and project sponsor, such as generating additional economic activity and improving quality of life.*

- Provides public benefit.
- Draws visitors to the downtown.
- Grows the local tax base.
- Encourages visitors and residents to stay and explore the downtown.

# Project Evaluation Criteria – Cost Effectiveness

## Cost Effectiveness

*NY Forward investment in a project would represent an effective and efficient use of public resources.*

- Is there a demonstrated need for NY Forward funds?
- Did the sponsor provide adequate budget information?
- Does this project have the potential to leverage other private or non-state investment?
- Is the sponsor providing matching funds?

# Project Evaluation Criteria – Public Support

## Public Support

*The public supports and understands the benefits of the project.*

- Does the public support the project?
- Does the public understand the project and its proposed benefits?
- Is the NY Forward funding request consistent with public priorities?

# LPC Questions and Answers



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Open Call for Projects

# Open Call for Projects

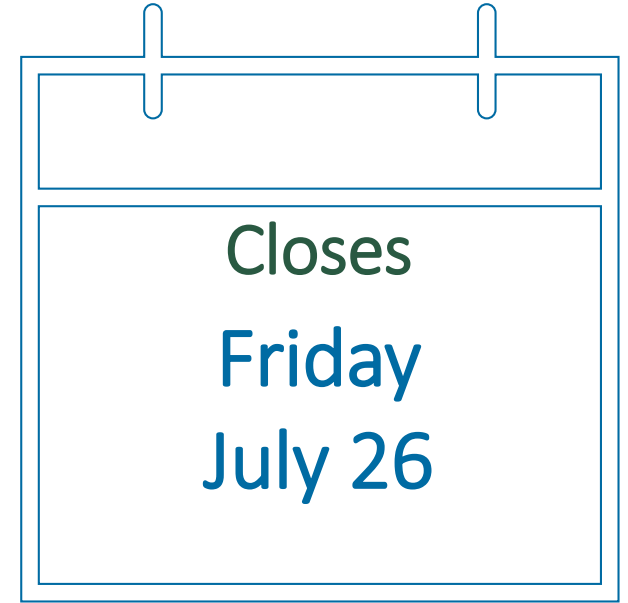
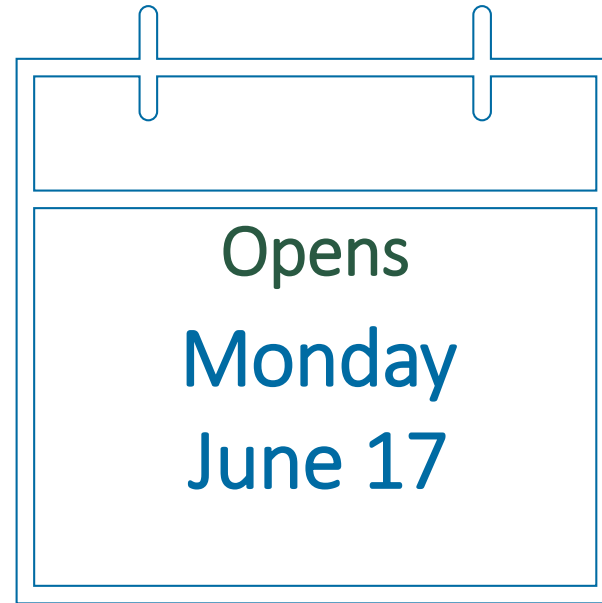
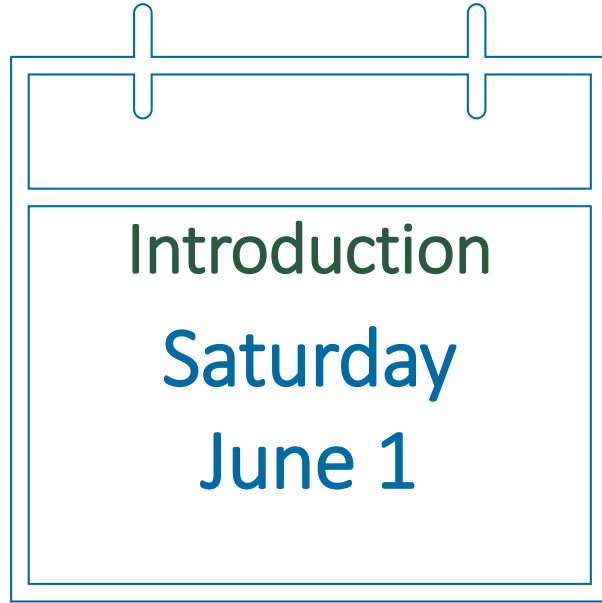
- › The Open Call for Projects is an opportunity for stakeholders, community members, and business owners to submit projects for consideration by the LPC for inclusion in the NY Forward Strategic Investment Plan.
- › A project form will be made available to prospective project sponsors. The submission period will be open to the public for at five weeks from June 17 to July 26.
- › All project sponsors, including those for public projects, must complete a form.
- › Consultant team will be available to answer questions during the submission period

## Project Form Components

- Project Sponsor
- Project Location
- Existing Conditions
- Project Type
- Project Title and Description
- Property Ownership
- Project Alignment with Vision and Goals
- Preliminary Funding Estimate
- Capacity
- Project Readiness and Timeframe for Implementation
- Supplemental Information such as photos or renderings
- Decarbonization

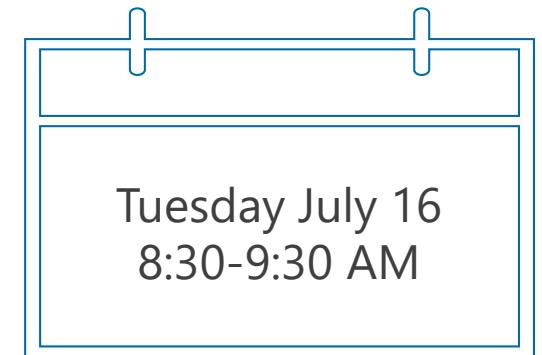
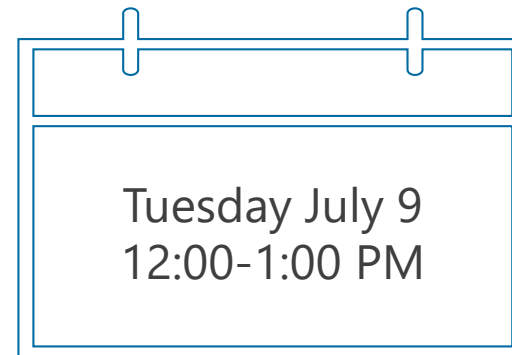
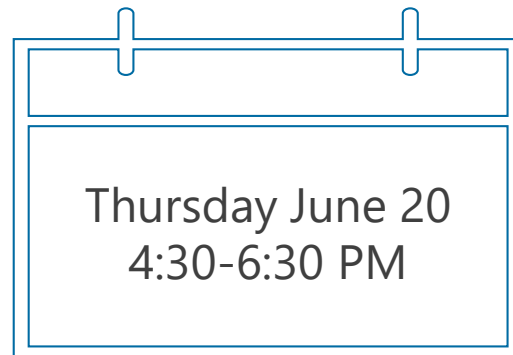


# Open Call for Projects



*The submission form will be linked on the Highland Falls' NY Forward website.*

*Virtual Office  
Hours for Open  
Call for Projects*



# LPC Meetings

- Meeting #1 – May 14, 2024
- Meeting #2 – June 13, 2024
  - › Review feedback from Public Workshop #1
  - › Vision and Goals
  - › Project Match
  - › Project Evaluation Criteria
  - › Open Call for Projects
- Meeting #3 – August 7, 2024
  - › Downtown Profile and Assessment key findings/takeaways
  - › Project Evaluation Criteria
  - › Proposed Projects from the Open Call for Project
- Meeting #4 – September 18, 2024
  - › Refine Project List
  - › Preparation for public outreach
- Meeting #5 – October 29, 2024
  - › Review feedback from public outreach
  - › Review Project List
  - › Vote on Final Project List
- Meeting #6 (if needed) – November 12, 2024
  - › Review Project List
  - › Vote on Final Project List

# LPC Questions and Answers



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# Public Comment

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Next Steps

# Next Steps

## LPC Members

- › Promote Open Call for Projects
- › Promote Small Project Fund Letters of Interest

## Consultant Team

- › Promote Open Call for Projects
- › Promote Small Project Fund Letters of Interest
- › Downtown Profile and Assessment
- › Public project development

# Important Dates



## June 17, 2024

- Open Call for Projects begins

## June 20, 2024

- 4:30 – 6:30 PM – Open Call for Projects Virtual Office Hours

## July 9, 2024

- 12:00 – 1:00 PM – Open Call for Projects Virtual Office Hours

## July 16, 2024

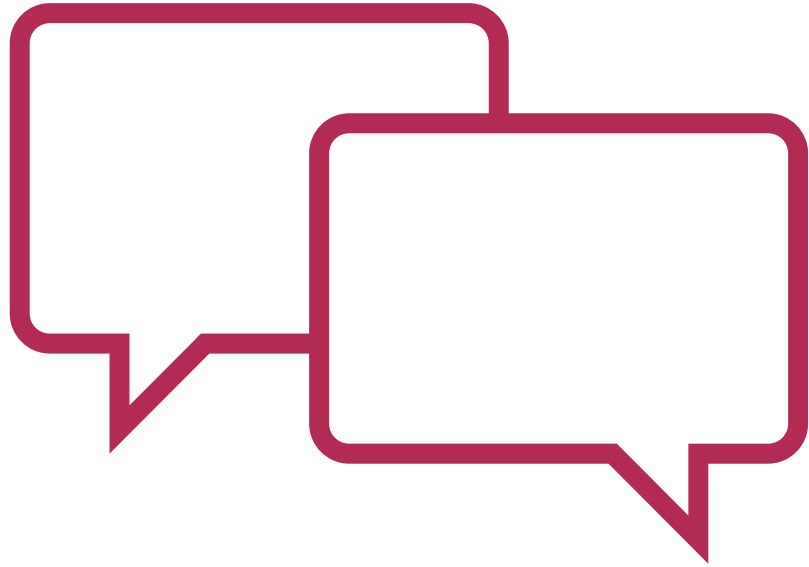
- 8:30 – 9:30 AM – Open Call Virtual Office Hours

## July 26, 2024

- Open Call for Projects closes

## August 7, 2024

- 5:00 – 7:00 PM – LPC Meeting #3



# Questions?

 [HighlandFallsNYF@vhb.com](mailto:HighlandFallsNYF@vhb.com)

**For Code of Conduct submissions, email:**

 [Susan.Landfried@dos.ny.gov](mailto:Susan.Landfried@dos.ny.gov)

**Highland Falls NY Forward website:**

 [www.highlandfallsnyf.com](http://www.highlandfallsnyf.com)