



Village of Ossining
DOWNTOWN REVITALIZATION INITIATIVE

Village of Ossining Downtown Revitalization Initiative

LPC Meeting 1

February 17, 2022



**Downtown
Revitalization
Initiative**

Welcome Message from Secretary Robert J. Rodriguez



Welcome from LPC Co-Chairs Mayor Rika Levin and Dr. Marsha Gordon

Agenda



- Introductions
- Code of Conduct
- DRI Overview
 - The DRI Planning Process
 - Roles and Responsibilities
 - Project Types and Project Criteria
- Discussion of the Village of Ossining's DRI Application
 - DRI Boundary
 - Draft Vision and Goals
 - DRI Application Projects
- Draft Public Engagement Plan
 - LPC Meetings and Public Meetings
 - Proposed Outreach Strategies
 - Call for Projects
- Next Steps
- Public Comment [1:45 to 2:00 pm]

Public Comment



- There are a few ways to ask a question or share a comment:
 - Raise hand (*9 if using telephone)
 - Q&A box
- If you submit a question or raise hand during the presentation, note that we'll see it but will not address them until the public comment period
- The chat function will be disabled during the meeting to reduce distraction
- The meeting and all commentary is being recorded.



Introductions

Meet the Local Planning Committee (LPC)



Name	Affiliation
Mayor Rika Levin	Co-Chair, Village of Ossining Mayor
Dr. Marsha Gordon	Co-Chair, Business Council of Westchester
Bill Balter	Wilder Balter Associates
Erika Boetsch	dArlhac Design and Milestone Decal Art
Thomas Carey	Westchester Putnam Central Labor Body
Marlene Cheatham	Interfaith Council for Action Housing Network
Peter Chernoff	The Promenade Group, LLC
Lindsay Farrell	Open Door Family Medical Centers
Brent Glass	Sing Sing Prison Museum
Kim Jacobs	Community Capital New York, Retired
Adam Markovics	Village of Ossining Historic Preservation Commission
Elizabeth Martinez	Karma Lounge and Karma Market
Seth Roye	Seth Roye Architect PC
Joyce Sharrock Cole	Village of Ossining Historian
Jeff Shumaker	Urbanscape
Melita Silva	Melita's Home Furnishings
Dana White	Village of Ossining Trustee

Meet the State Team



Department of State (DOS)

- Susan Landfried
- Joshua Hunn

NYSERDA

- Matthew Brown

Empire State Development (ESD)

- Thomas Scaglione
- James Kostenblatt
- Eric Warren

Homes and Community Renewal (HCR)

- Patricia O'Reilly

Meet the Village of Ossining



- Mayor Rika Levin
- Karen D'Attore, Village Manager
- Maddi Zachacz, Deputy Village Manager
- Jaime Martinez, Planning Director
- Jaimie Hoffman, Communications Director
- Valerie Monastra, Principal Planner



Meet the Consultant Team



VHB

- Catherine Zinnel
- Christiana Kastalek

Karp Strategies

- Yuri Chang
- Hermanoschy Bernard

Kevin Dwarka LLC

WXY, Inc.

Trophy Point

SharpLens

DRI Code of Conduct

New York State Department of State

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.
- The 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 interests
 - Act in the public interest
 - Disqualify if necessary

Conflict of Interest



- A Member shall exercise their 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 their position as a Member to secure unwarranted privileges or exemption(s) for themselves or others.
- Confidential Information
 - No Member should disclose confidential information acquired by them in the course of their duties as a Member or by reason of their position as a Member or use such information to further their 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

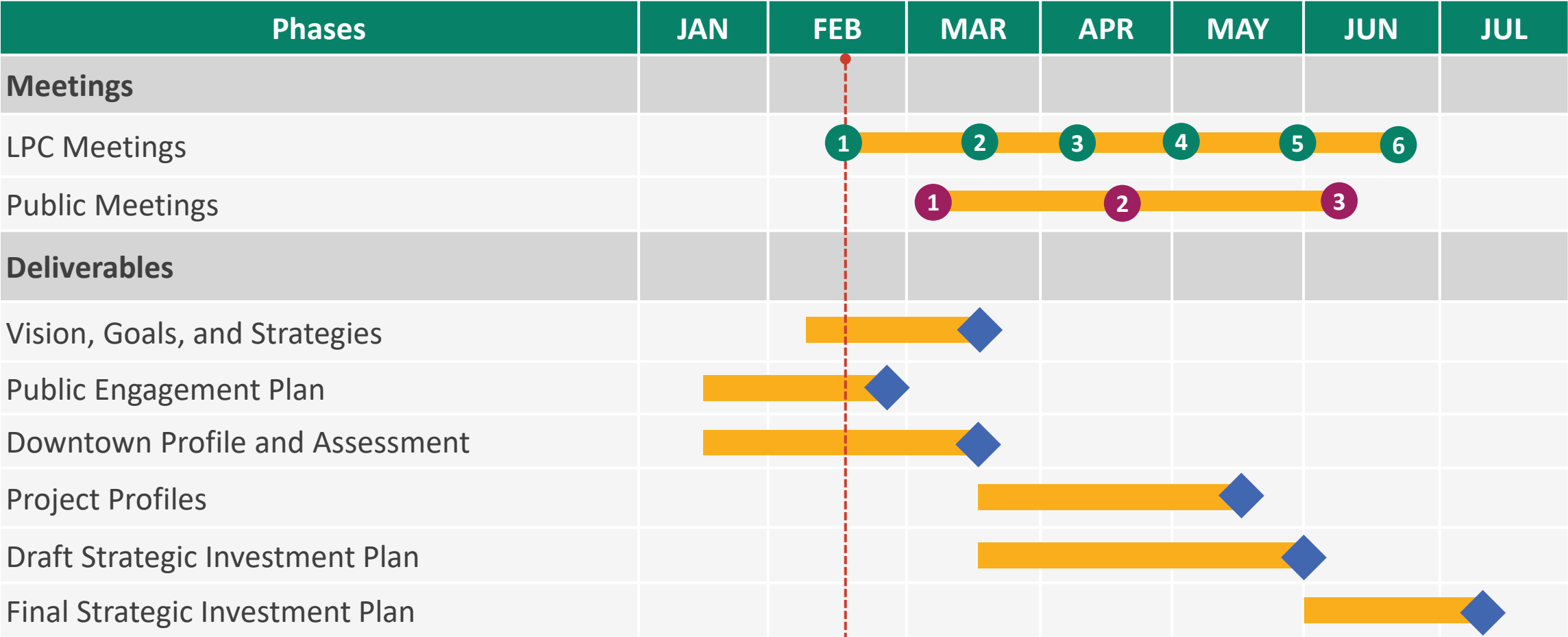
Key Ingredients for a Successful DRI



“*The New York State Downtown Revitalization Initiative (DRI) program is a comprehensive approach to boosting local economies by transforming communities into vibrant neighborhoods where the next generation of New Yorkers will want to live, work, and raise a family.*”

- 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

The DRI Planning Process



● LPC Meeting
 ● Community Meeting
 ◆ Deliverable



Consultant Team



Roles and Responsibilities

- Prepare for and staff LPC meetings
- Prepare for and lead public meetings
- Conduct research and studies
- Prepare program documents with input from LPC and DOS
- Prepare project profiles and analyses that demonstrate feasibility and impact of projects
- Guide the planning process

Local Planning Committee



Roles and Responsibilities

- Brainstorm ideas and provide feedback
- Refine the vision for the Village of Ossining's Downtown
- Develop goals and strategies to achieve the vision
- Develop a Downtown Profile and Assessment
- Develop a public engagement plan and engage the public in the planning process
- Identify and select priority projects for downtown revitalization
- Recommend projects to be included in the Strategic Investment Plan
- Work with the consultant team and state team to prepare and submit a DRI Strategic Investment Plan

State Team



Roles and Responsibilities

- Assist the consultant team and LPC with critical tasks
- Ensure DRI compliance and review program documents
- Provide knowledge about housing, economic development, decarbonization, and energy efficiency programs
- Review and select projects from the DRI Strategic Investment Plan that will ultimately receive DRI funding

Village of Ossining



Roles and Responsibilities

- Co-Chair and provide leadership for the LPC (Mayor)
- Provide local assistance to the consultants and state planner
- Support the DRI process by identifying key resources, information, and stakeholders
- Assist with meeting logistics
- Act as a local point of contact for public engagement

Project Types



Eligible for DRI Funding

- Public improvements
- New development and rehabilitation of existing structures
- Revolving loan and grant funds
- Branding and marketing

Not Eligible for DRI Funding

- Planning activities
- Operation and maintenance
- Pre-award costs
- Property acquisition
- Training and other program expenses
- Expenses related to existing programs

Project Criteria



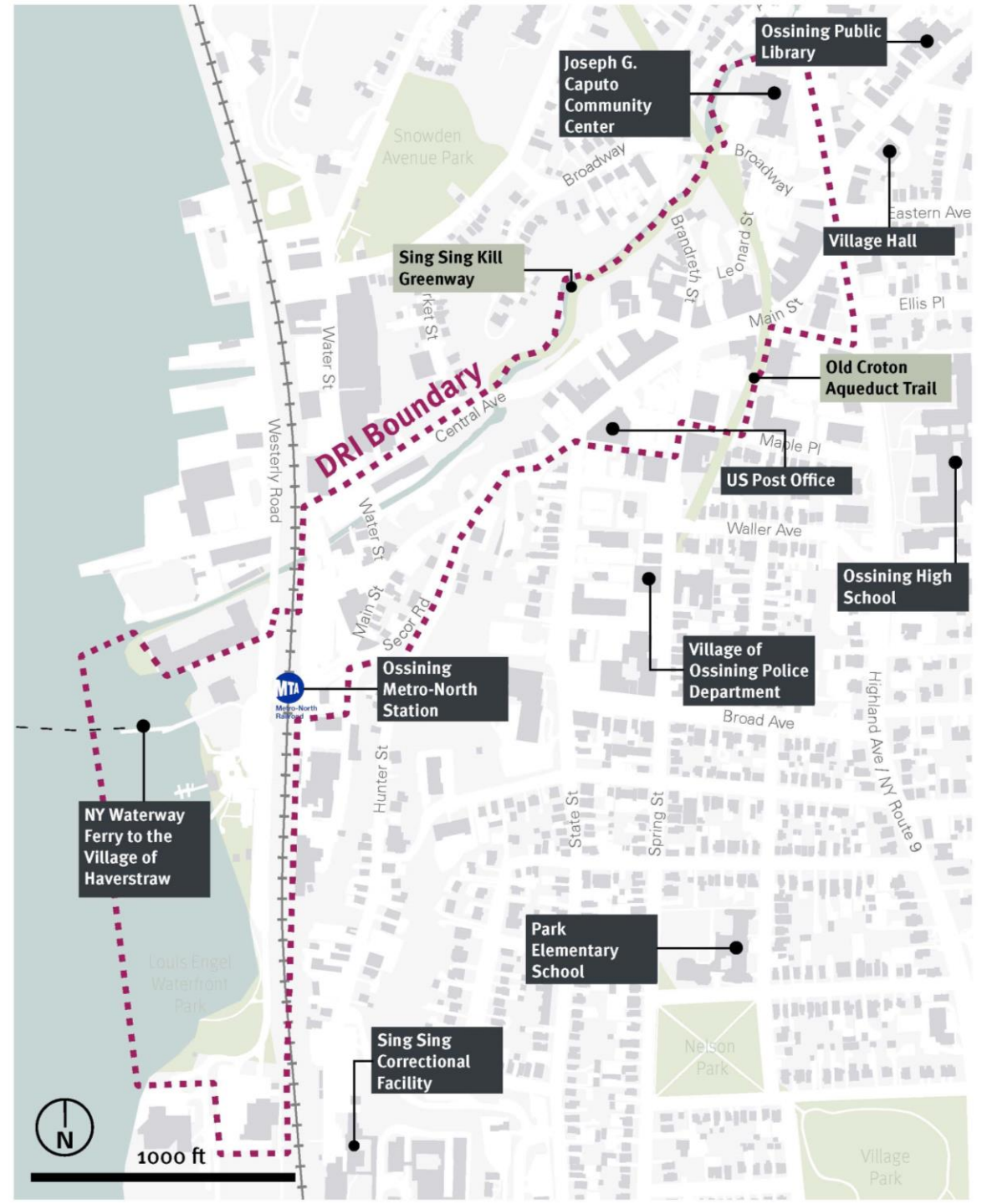
- Timing
 - Projects must break ground within two years
- Project Size and Scale
 - Projects must be at least \$100,000 in cost
 - Residential projects must have at least eight units and an affordable component
- Private or Local Match
 - For public and non-profit projects, DRI funding can be used for 100 percent of project costs. However, leveraging is strongly encouraged.
 - For private projects, DRI funding covers up to 40 percent of project costs
- Decarbonization
 - Private projects committed to higher energy standards may be eligible for DRI funding up to 50 percent of project costs
 - New and substantial rehabilitation must meet the Stretch Energy Code

Question-and-Answer Session for LPC Members

The Village of Ossining's DRI Application

DRI Boundary

- The DRI Boundary contains Ossining's Downtown Main Street corridor and its public waterfront.
- It is populated by residents who represent Ossining's ethnic and economic diversity.
- The DRI Boundary extends to:
 - Sing Sing Kill Greenway to the north
 - The proposed Sing Sing Museum to the south
 - The Hudson River and ferry dock to the west
 - NY Route 9/Highland Avenue to the east



Vision, Goals, and Strategies



Vision

Guiding framework for the DRI Strategic Investment Plan (SIP)

Goals

Identify conceptual ideas that DRI SIP should address

Strategies

Specific outcomes that the DRI SIP should achieve

Draft Vision for Downtown Ossining



“ *Downtown Ossining is a community that will preserve its cultural and socio-economic diversity while creating an even better tomorrow for the people who make up the community.*

Ossining’s unique assets include a rich history and progressive social structure, abundant public amenities, engaged residents, a commitment to sustainable and inclusive development, an entrepreneurial and innovative business community, and a commitment to the arts.

Ossining’s vision is to build on our successes and strengthen our assets by creating a connected and walkable downtown waterfront district that reflects our community’s diversity with an array of opportunities for local and visitors alike.

Feedback on Draft Vision and Input on Draft Goals

Poll Everywhere

DRI Application Projects



New Development and/or Rehabilitation of Existing Structures

- 30 Water Street Enhancements
- Incubator Business at 200 Main Street
- Improvements to Joseph G. Caputo Community Center
- Repurposing Historic Ossining Firehouses
- Mixed-Use Development and Village Square for Market Square/Post Office Lots
- Structured Parking on Brandreth Lot
- Kickstart Funding for Sing Sing Prison Museum

DRI Application Projects



Public Improvement Projects

- Village Pier Expansion
- Streetscaping at Station Plaza
- Museum in the Streets Reboot
- Public Broadband
- Improved Design for Five-Way Intersection



DRI Application Projects



Grant Fund or Revolving Loan Fund

- Façade Improvements along Main and Spring Streets

Branding and Marketing

- Wayfinding Signage for Downtown Parking and Amenities

Question-and-Answer Session for LPC Members

Draft Public Engagement Plan

LPC Meetings

- Meeting 1 – February 2022
 - DRI Boundary, Vision and Goals, and Application Projects
 - Public Engagement Plan
- Meeting 2 – March 2022
 - Review feedback from Public Meeting 1
 - Downtown Profile and Assessment
 - Project Selection Criteria
- Meeting 3 – April 2022
 - Prepare for Public Meeting 2
 - Preliminary Project List

A brochure for the Village of Ossining Downtown Revitalization Initiative. It features the same logo as the one above. The brochure is divided into several sections with headings in red and green. The "What is a DRI?" section explains the program's purpose. The "What kinds of projects are eligible for DRI funding?" section lists criteria for project selection. The "How can I get involved?" section describes the public meeting process. At the bottom, there is a timeline from February to July showing key milestones and meeting dates. The New York State of Opportunity logo is also present in the bottom right corner.

What is a DRI?

The New York State Downtown Revitalization Initiative (DRI) program is a comprehensive approach to boosting local economies by transforming communities into vibrant neighborhoods where the next generation of New Yorkers will want to live, work, and raise a family.

Every year, each of the State's ten Regional Economic Development Councils award funding to one or two downtowns that have the potential to become a magnet for redevelopment, business, job creation, and housing diversity, and opportunity.

In December 2021, the Village of Ossining was selected as one of the Mid-Hudson winners and awarded \$10 million. The Village of Haverstraw also selected.

A six-month planning process will link the community's vision, goals, and strategies to specific projects that have the potential to revitalize downtown Ossining. This process will be guided by a Local Planning Committee (LPC), which consists of local and regional leaders.

What kinds of projects are eligible for DRI funding?

Projects selected for DRI funding should catalyze or continue downtown revitalization and investment. Projects may range in cost and scale, from small improvements to large-scale construction projects.

An open, community-based planning process has been designed to encourage creative and innovative approaches to downtown revitalization and project identification.

A Call for Projects will be issued in March and explain the eligibility requirements for potential projects. Potential projects will be discussed at three public meetings. The LPC will select a slate of projects for inclusion in the DRI Strategic Investment Plan, which will be submitted to the multi-agency State DRI program for final funding decisions. LPC meetings will be open to the public and will be recorded.

To learn more, visit: www.villageofossining.org

For questions, email: OssiningDRI@vvhb.com

How can I get involved?

There will be three public meetings over the course of the six-month DRI planning process.

FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
Develop Vision & Goals	Call for Projects	Preliminary Project List	Refined Project List	Priority Project Selected	Submit DRI Strategic Investment Plan to State
LPC Meeting 1	Public Meeting 1 LPC Meeting 2	LPC Meeting 3 Public Meeting 2	LPC Meeting 4 LPC Meeting 5	Public Meeting 3 LPC Meeting 6	

NEW YORK STATE OF OPPORTUNITY | Downtown Revitalization Initiative

LPC Meetings



- Meeting 4 – May 2022
 - Review feedback from Public Meeting 2
 - Refine Project List
- Meeting 5 – May 2022
 - Prepare for Public Meeting 3
 - Downtown Management and Implementation Strategy
 - Refine Project List
- Meeting 6 – June 2022
 - Review feedback from Public Meeting 3
 - Review DRI Strategic Investment Plan
 - Vote on Final Project List

Public Meetings

- Meeting 1 – March 2022
 - What is a DRI?
 - Feedback on DRI Boundary, Vision and Goals, and Application Projects
 - Solicit responses to Call for Projects
- Meeting 2 – April 2022
 - Report out from Meeting 1 and update on planning process
 - Feedback on Project Selection Criteria
 - Feedback on Preliminary Project List
- Meeting 3 – June 2022
 - Report out from Meeting 2 and update on planning process
 - Feedback on Refined Project List
 - Next Steps



You're Invited!

The Village of Ossining was awarded \$10 million for downtown revitalization. What comes next?



Public Meeting 1

Tuesday March 8, 2022
6:00 to 8:00 pm on Zoom

Join us to learn more about the DRI program and share your input!

Visit www.villageofossining.org for the virtual meeting link and more resources

The Village of Ossining was awarded \$10 million through the New York State Downtown Revitalization Initiative (DRI) program, which is a comprehensive approach to boosting local economies by transforming communities into vibrant neighborhoods where the next generation of New Yorkers will want to live, work, and raise a family.

At the meeting, we will discuss the following topics:

- › Timeline for the DRI Planning Process
- › A Look at the Ossining Downtown Area

We want your feedback on:

- › Vision and Goals for the Ossining Downtown Area
- › Revitalization Themes, Issues, and Opportunities
- › Potential DRI Projects

Visit www.villageofossining.org or email OssiningDRI@vhb.com for more information.



Proposed Outreach Strategies



- Posting to the Ossining DRI webpage and social media pages
- Village email blasts, including the weekly Letter from the Mayor
- Enlisting LPC members and key stakeholders, including youth, to promote engagement
- Targeted outreach to organizations serving the Village's Latinx and African American communities
- Door-to-door outreach to businesses in downtown Ossining
- Distributing flyers and hanging posters in both English and Spanish
- Press releases to local media outlets, including Spanish language outlets

Feedback on Proposed Outreach Strategies



- How can we encourage broad participation, including among those who may not have been engaged in prior planning processes?
- Are there effective outreach strategies that we may have missed?
- How can we promote active participation in public meetings?
- How will we know if the DRI Strategic Investment Plan reflects the community's priorities?

Call for Projects



- The projects identified in the Village's DRI application will comprise the initial slate of projects to be considered, along with others collected throughout the DRI planning process
- The Call for Projects is an opportunity for stakeholders and community members to submit additional projects that may be considered by the LPC for inclusion in the DRI Strategic Investment Plan. It includes:
 - Project sponsor information
 - DRI funding request
 - Description of current conditions at project location
 - Description of proposed project, including status and plan for implementation
 - Description of project benefits
- Opens on Tuesday February 22nd and closes on Monday March 21st
- Online submission form will be linked from the Village of Ossining's DRI webpage

Question-and-Answer Session for LPC Members

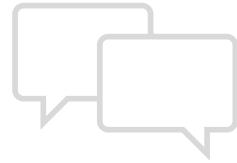
Next Steps

Important Dates



- Call for Projects will open on Tuesday February 22nd
- Public Meeting 1 will take place virtually on Thursday March 8th
 - Please attend and help to spread the word!
- Doodle poll to schedule all remaining LPC meetings



 OssiningDRI@vhb.com

For Code of Conduct submissions, email:

 Susan.Landfried@dos.ny.gov

Village of Ossining DRI Website:



New York State Downtown Revitalization Initiative (DRI) |
Ossining NY (villageofossining.org)

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Thank You!

Visit www.VillageofOssining.org to learn more!