

# NY Forward - Capital Region Hoosick Falls

Local Planning Committee (LPC)

Meeting #1

June 3, 2024



**NY Forward**



# Welcome!

## **LPC Meetings are meant to be working sessions of the LPC**

- These meetings are open to the public, but are not intended as interactive public workshops.
- The public is welcome to observe committee meetings and submit comments to [HoosickFallsNYF@gmail.com](mailto:HoosickFallsNYF@gmail.com)
- During the final 15 minutes of the meeting, all comments received via email will be shared, and individuals present may also make comments.

## **How to get involved:**

- We want to hear from you! There will be many other ways for community members to get involved.
- Visit the Hoosick Falls NYF website to send comments: [www.HoosickFallsNYF.com](http://www.HoosickFallsNYF.com)
- There will be two public workshops and additional opportunities to provide feedback. More details will be posted to the website.



# Agenda

- Opening Remarks
- Code of Conduct
- Introductions / Roles and Responsibilities
- Overview of NYF Program
  - Overview of NYF Process and Timeline
  - Hoosick Falls NYF Application
  - Project Development / Open Call for Projects
  - Public Engagement Strategy
- Public Comment
- Closing Remarks



Stock Studios Photography



# Opening Remarks

Mayor Robert Allen



# Code of Conduct



# Code of Conduct - Preamble

*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.*

*We do not currently have any conflicts of interest on file. Do any LPC members need to make a disclosure to the Committee at this time?*

*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.*



# Code of Conduct

- Members of the NYF 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 between LPC members and their interests that do not serve the public.
- All Members must read and sign the Code of Conduct **before** the second LPC meeting.
  - Hard copies can be returned to Village Hall, or scan and email to [HoosickFallsNYF@gmail.com](mailto:HoosickFallsNYF@gmail.com)



# Code of Conduct

Members should use the Code of Conduct to guide service and actions while on the Local Planning Committee

Remember DAD:

- **D**isclose conflicts of interest
- **A**ct in the public interest
- **D**isqualify if necessary



48 Church Street



# 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 Officer:

Acting General Counsel David Gonzalez

(518) 474-6740

# 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.



*Historic District*



# Introductions / Roles and Responsibilities

# Local Planning Committee

## Co-Chairs

**Robert Allen**

Mayor, Village of Hoosick Falls

**Brian Williams**

Executive Director, Capital Region Workforce Development Board, REDC

## Members

**Doug Sauer**

Village Trustee, Village of Hoosick Falls

**Trish Bloomer**

Local Business Owner, Sandbar

**James Monahan**

Board President, Town of Hoosick Rescue Squad

**Ric DiDonato**

Former Deputy Major, Village of Hoosick Falls

**Paula Kamperman**

Leader/Volunteer, Hoosick River Greenway Committee

**Gayle Donohue**

Resident

**Craig Kennedy**

Vice President/Owner, AOW Construction

**Mike Danforth**

Civil Engineer, NYSDOT, Navy Reserve

**Mike Willemsen**

President of Construction, Vecino Group

**Marianne Zwicklbauer**

President, Hoosick Rising

**Aaron Buzzinski**

Local Business Owner and Member of Village Planning Board



# State Agencies

**Department of State (DOS)** will provide guidance and support for the planning process, manage the consultant team, assist in meeting preparation, and participate in review of documents.

- Matthew Smith, [Matthew.Smith@dos.ny.gov](mailto:Matthew.Smith@dos.ny.gov)

**Homes and Community Renewal (HCR)** will provide expertise in housing development, CDBG, and HCR grants and programs.

- Mary Barthelme, [Mary.Barthelme@hcr.ny.gov](mailto:Mary.Barthelme@hcr.ny.gov)

**Empire State Development (ESD)** representative will provide broad knowledge of development and information about State revitalization funding programs.

- Mike Yevoli, [Michael.Yevoli@esd.ny.gov](mailto:Michael.Yevoli@esd.ny.gov)

**NYSERDA** will provide technical assistance related to decarbonization strategies and funding sources.

- Matthew Brown, [Matthew.Brown@nyserda.ny.gov](mailto:Matthew.Brown@nyserda.ny.gov)

# Consultant Team

**Buro Happold:** project management and revitalization strategy

- Ian Nicholson, [Ian.Nicholson@BuroHappold.com](mailto:Ian.Nicholson@BuroHappold.com)

**Interboro:** public engagement, architecture, urban design

- Daniel D'Oca, [Dan@InterboroPartners.com](mailto:Dan@InterboroPartners.com)

**EDR:** landscape architecture, civil/ environmental engineering

**BJH Advisors:** real estate analysis

**Stuart Lynn:** cost estimating

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**BURO HAPPOLD**

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**INTERBORO**

EDR





# Roles and Responsibilities

## Local Planning Committee (LPC)

NY State Agencies

Consultant Team

Village of Hoosick Falls Staff

- Review and comment on the Downtown Profile and Assessment
- Establish the vision for downtown revitalization
- Develop goals and strategies to achieve the downtown vision
- Guide a public engagement strategy appropriate for Hoosick Falls and take an active role in outreach
- Evaluate and select priority projects for funding
- Work with State and consultant team to prepare, revise, and submit the Strategic Investment Plan
- Sign the Code of Conduct and recuse themselves when there's a conflict

# Roles and Responsibilities

Local Planning Committee (LPC)

**NY State Agencies**

Consultant Team

Village of Hoosick Falls Staff

- Ensure consultants and LPC meetings complete key tasks
- Facilitate interagency evaluation of proposed projects
- Review documents prepared by consultants
- Provide technical assistance to project sponsors, when appropriate



# Roles and Responsibilities

Local Planning Committee (LPC)

NY State Agencies

**Consultant Team**

Village of Hoosick Falls Staff

- Prepare draft documents for review by NY State planners and LPC
- Lead public engagement events and seek community input
- Prepare project profiles and analyses that demonstrate feasibility and impact
- Provide expertise in wide array of disciplines

# Roles and Responsibilities

Local Planning Committee (LPC)

NY State Agencies

Consultant Team

**Village of Hoosick Falls Staff**

- Provide local expertise to consultants and NY State planners
- Assist with meeting logistics, provide necessary background data and information
- Help identify municipal programs and resources that can be used to advance the NYF process
- Act as local point of contact of public engagement



# Overview of NYF Program

# What is NY Forward?

- The DRI program was launched in 2016 to improve the vitality of urban centers across the State.
- The 10 Regional Economic Development Councils (REDC's) select communities for significant investment to transform the downtown economy.
- This year is the second round of NY Forward, which applies the same approach as DRI, but to smaller downtowns, with either a \$4.5m or \$2.25m grant award.
- Each community prepares a Strategic Investment Plan to identify specific projects to promote downtown revitalization.

*"The NY Forward program focuses on creating healthy, vibrant, walkable downtowns that catalyze sustainable economic development and accrue numerous economic, social, and environmental benefits to the locality, the region and the State as a whole."*



## DRI and NY Forward Program 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.



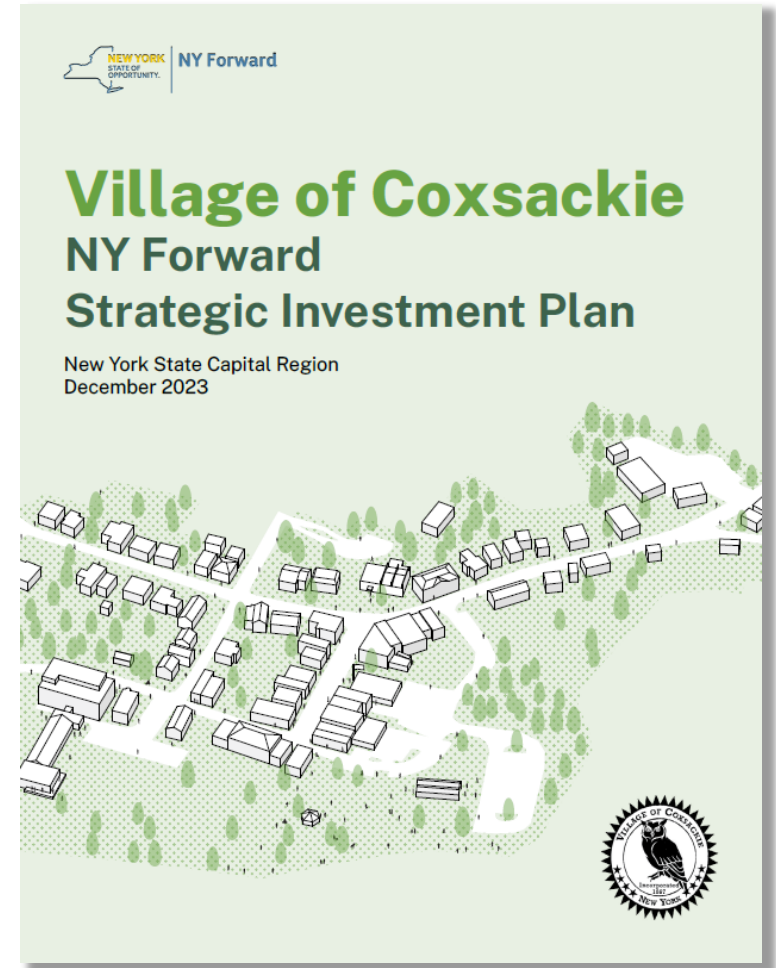
Provide amenities that support and enhance downtown living and quality of life.

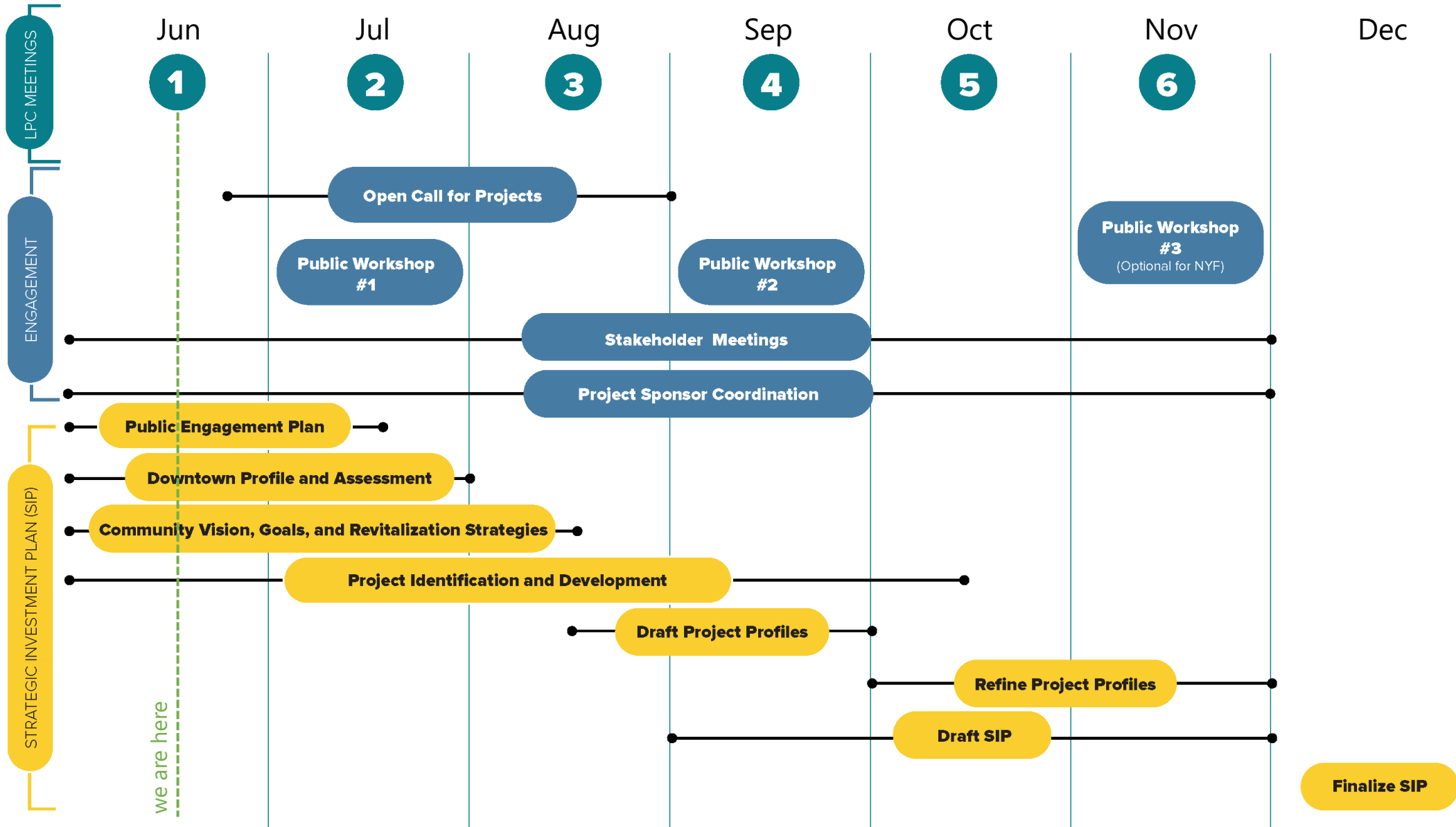


Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.



# NY Forward Planning Process





# Hoosick Falls NYF Application



# NYF Area Overview

- Area includes:
  - Waterfront Memorial Park
  - Church St, Main St, John St
  - Hoosick Falls Armory
  - Historic US Post Office
  - Baptist Church



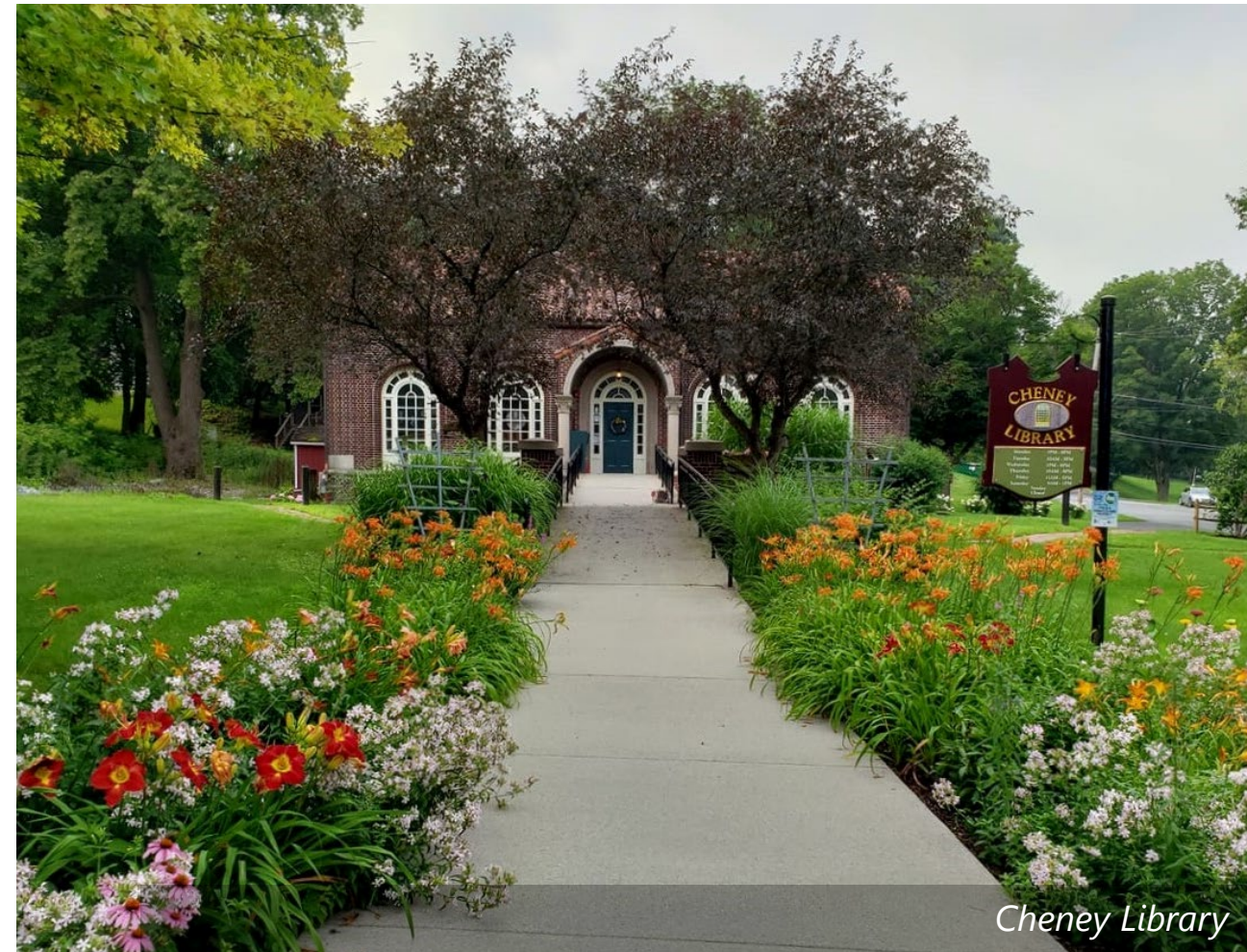
# Preliminary Downtown Vision

*“Hoosick Falls is a New York gem offering its community and visitors beautiful, accessible waterways that provide a significant opportunity for development and transformation from a community hampered by water issues into a community that thrives on its water presence. It likewise offers stately historic buildings alive with fresh local food, drink, boutique shopping, music offerings and entertainment, art, modern, sustainably-minded living spaces, and recreation for all ages. Hoosick Falls’ vibrancy stems from its blended community of long-time residents and new investors who share an industrious, entrepreneurial spirit and a commitment to sustainability, diversity of all forms, and above all, progress.”*



# Preliminary Downtown Goals

- Public safety
- Zoning
- Clean water
- Flood prevention
- Waterfront revitalization
- Historic preservation
- Green initiatives



*Cheney Library*



# Past investments

- \$3.6 million in private investment in the past 5-10 years in the Village area
- \$950k million in philanthropic investment in Wood Block building for creating co-working and public meeting space



*Hoosick Provisions General Store*

# Local Plans & Policies

## Traffic and Parking Assessment (2023)

- Provides recent utilization data for parking throughout the Village Center.

## Woods Brook Flood Mitigation, Channel Daylighting and Restoration (2023)

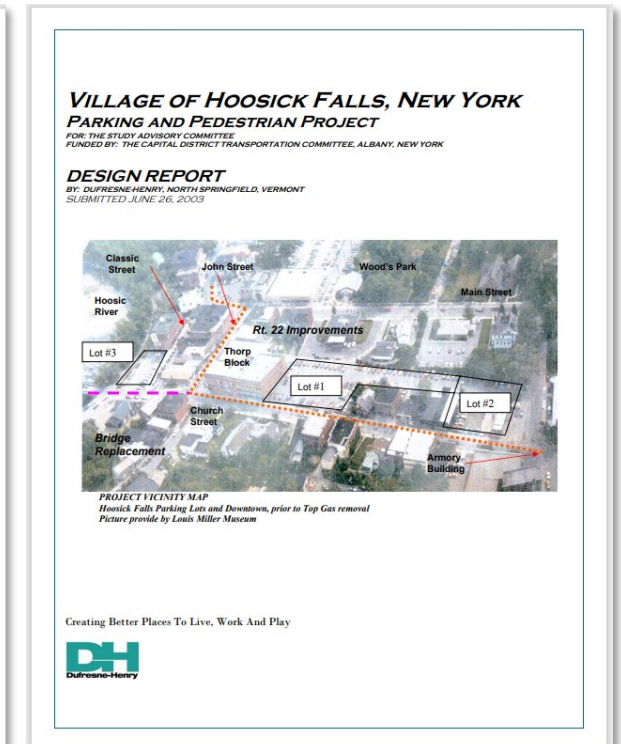
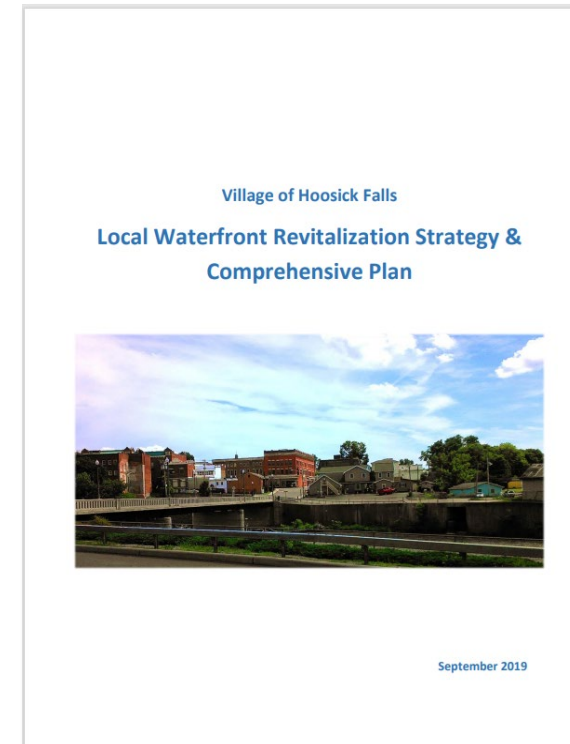
- Project by NY DEC and OGS thru the Resilient NY program, in response to flooding caused by 2017 rainstorm.
- Proposes \$9m capital project consisting of replacing and enlarging multiple culverts, and daylighting specific sections of the stream.

## Local Waterfront Revitalization Strategy and Comprehensive Plan (2019)

- Approved in March 2020; this plan outlines local laws, regulations, and public/private actions for waterfront revitalization. The plan includes recommendations for extending the Greenway, upzoning surrounding districts, and enhancing streetscapes and more.
- Involves local government, financial considerations, public engagement, and the creation of a Historic Preservation Commission.

## Village of Hoosick Falls, Parking and Pedestrian Project Design Report (2003)

- Provides guidance in progressing from concept to design phase for parking and pedestrian improvements, aligning with Route 22 enhancements.
- Proposes concept designs for 3 parking lots, expanding parking in 2 of the lots and reducing parking in the 3<sup>rd</sup> for a bridge replacement project.





# Administrative Capacity

- Village Staff
  - Mayor – Robert Allen
  - Village Board
  - Planning and Zoning Committees
- Hoosick Rising Economic Development Partnership, Inc.
- Hoosick Falls Historical Preservation Commission



*Municipal Building*



# Public Outreach / Support

- NYF application committee conducted public outreach
  - Community Survey receiving 693 responses (10% of adults in village limits)
  - Collection of 390 suggestions and comments
  - Phone survey reaching 40 public and private sector employees in focus area
- *Hoosick Here and Now* Facebook page used to promote NY Forward application



Stock Studios Photography

# Project Opportunities

- NYF total award amount of \$4.5 million
- 10 projects identified in NYF application, 7 projects identified for Small Project Collective Impact Fund
- \$8.6 million in total need identified, with \$5.3 million requesting NYF funding
- Thematic focus on rehabilitation, housing, tourism and business development
- **ALL PROJECTS MUST BE SUBMITTED THRU THE OPEN CALL**, INCLUDING THE ONES PREVIOUSLY SUBMITTED IN THE NYF PROGRAM APPLICATION – NOTHING HAS BEEN PRE-DETERMINED! ALL IDEAS WELCOME!



# Project Development



# Project Development Process

1. Project Sponsors propose projects through the Open Call
2. Sponsors then develop Projects further, with support from:
  - Consultant team
  - State agencies (DOS, HCR, ESD, NYSERDA)
  - Municipal representatives
  - Outside entities (SBDC's, EAC's, CDFI's)
3. LPC evaluates Projects according to set criteria
4. Strategic Investment Plan submitted to State, including non-ranked slate of Projects totaling more than \$4.5 million recommended investment

Month  
1

- ☑ Initiate Open Call for Projects
- ☑ Public Engagement
- ☑ Stakeholder Meetings

Month  
2

- ☑ Continue Open Call for Projects
- ☑ Public Engagement
- ☑ Stakeholder Meetings

Month  
3

- ☑ Initial List of Proposed Projects is Presented + Reviewed at LPC Meeting #3
- ☑ Project Development with Sponsors

Month  
4

- ☑ Refined List of Proposed Projects is Presented + Reviewed at LPC Meeting #4
- ☑ Project Development with Sponsors

Month  
5

- ☑ Refined List of Proposed Projects is Presented + Reviewed at LPC Meeting #5
- ☑ Project Development with Sponsors

Month  
6

- ☑ Final Slate of Projects Recommended for DRI/NYF Funding to be Identified at LPC Meeting #6

Month  
7

- ☑ Submit Final Project Profiles as Part of the Strategic Investment Plan

# Open Call for Projects

- **All Projects must go through this process**
- All Projects must be submitted by a Project Sponsor with the capacity to execute
- Open, fair, and transparent process for LPC to vet project proposals
- Allows LPC and consultant team to obtain information in a consistent manner
- **Submission through the Open Call does not guarantee inclusion in the final plan**

## How to Submit Your Project

- 1 Review the Eligibility Criteria**  
on page 2 to make sure your project is eligible to be considered for [DRI/NYF] funding.
- 2 Review the Project Requirements**  
on page 3 to see how your project will be evaluated by the [DRI/NYF community] Local Planning Committee and New York State.
- 3 Review the Evaluation Criteria**  
on page 4 to see how the State evaluates projects and to understand how the [DRI/NYF community] LPC may evaluate projects.
- 4 Fill out the Project Proposal Submission Form**  
on pages 5 through 11. Address each topic thoroughly and completely. The LPC will use this information to consider projects to be included in the [DRI/NYF community's] Strategic Investment Plan.
- 5 Submit your Completed Application**  
Submit your Completed Application (and any supplemental materials) either electronically, in-person, or by mail no later than [TBD].

→ **To submit online:**

Go to [insert DRI/NYF community's project website with instructions on how to access and submit the Project Form]

→ **To submit via email:**

Email your completed application and any supplemental materials to [provide email]

→ **To submit a hard copy, mail or hand-deliver:**

[provide address]

- ? Questions regarding project eligibility, evaluation, or the project forms can be directed to [provide contact] at [provide email]**

# Open Call for Projects

**Launch:** Monday, June 10?

**Office hours to discuss projects:** TBD (early July)

**Deadline for questions:** TBD (mid July)

**Deadline to submit projects:** August 4?

*Email address for questions and project submissions:*

**HoosickFallsNYF@gmail.com**

## How to Submit Your Project

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on page 2 to make sure your project is eligible to be considered for [DRI/NYF] funding.
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[provide address]

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# Open Call for Projects Form

- Project Sponsor
- Project Location
- Existing Conditions
- Project Type
- Project Title and Description
- Property Ownership
- Preliminary Funding Estimate
- Capacity
- Partners
- Project Readiness and Timeframe for Implementation
- Resiliency
- Anticipated Revitalization Benefits
- Supplemental Information (such as photos or renderings)
- Decarbonization

# Project Development

## Eligible Project Types

- New development and/or rehabilitation of existing downtown buildings
- Public improvement projects
- Small Project Fund
  - locally managed, \$300,000 max
  - 25% matching requirement
- Branding and marketing

## Ineligible Activities

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

# Project Development

## Project Requirements

- Shovel-ready in 2 years
- Project size/scale – large enough to be transformative
- Project sponsor capacity – public, non-profit, private entities
- Financing
- Matching and leverage
  - matching requirement determined by LPC – minimum 25%
- Decarbonization



*St. Marks Episcopal Church*



# Public Engagement Strategy

# Public Engagement Plan

- Draft Public Engagement Plan
- Public outreach tools include:
  - 5-6 LPC Meetings
  - 2 Public Meetings / Workshops
  - 1+ Local Outreach Activities
  - Project Website
  - Stakeholder Meetings





# LPC Meetings

- Meeting #1 in progress!
- Venue: Hoosick Armory at 80 Church St
- 4-5 additional meetings to be scheduled:
  - LPC Meeting #2: early July?
  - LPC Meeting #3: early Aug?
  - LPC Meeting #4: mid Sep?
  - LPC Meeting #5: mid Oct?
  - LPC Meeting #6: mid Nov?
- All are open to the public, will include public comment
- Purpose is to brainstorm ideas, provide direction and feedback to consultant teams, review planning products, and discuss engagement efforts.



*Cheney Library Mailbox*



# Public Workshops

- Public Workshop #1 – **Jun 24? Jul1?**
  - *At least 1 week prior to LPC-2*
- Public Workshop #2 – TBD (mid-Sep)
  - *At least 1 week prior to LPC-4*
- **Venue?**
  - *Armory?*
- Interactive engagement with the public
- Solicit ideas and feedback from the public on various topics
- Language access, ADA accessibility, and other approaches to ensure inclusivity



Hoosick River



# Local Outreach Activities

- Leverage existing community calendar of events, such as:
  - [help us fill in the blanks!]
- Meant to engage a broad range of constituents



*Summer Concert Series*



# Key Stakeholders

- Meetings and/or focus groups to be arranged with key stakeholders, such as:
  - [help us fill in the blanks!]
- Provides an opportunity to better understand community needs, identify local opportunities, and inform development of potential projects



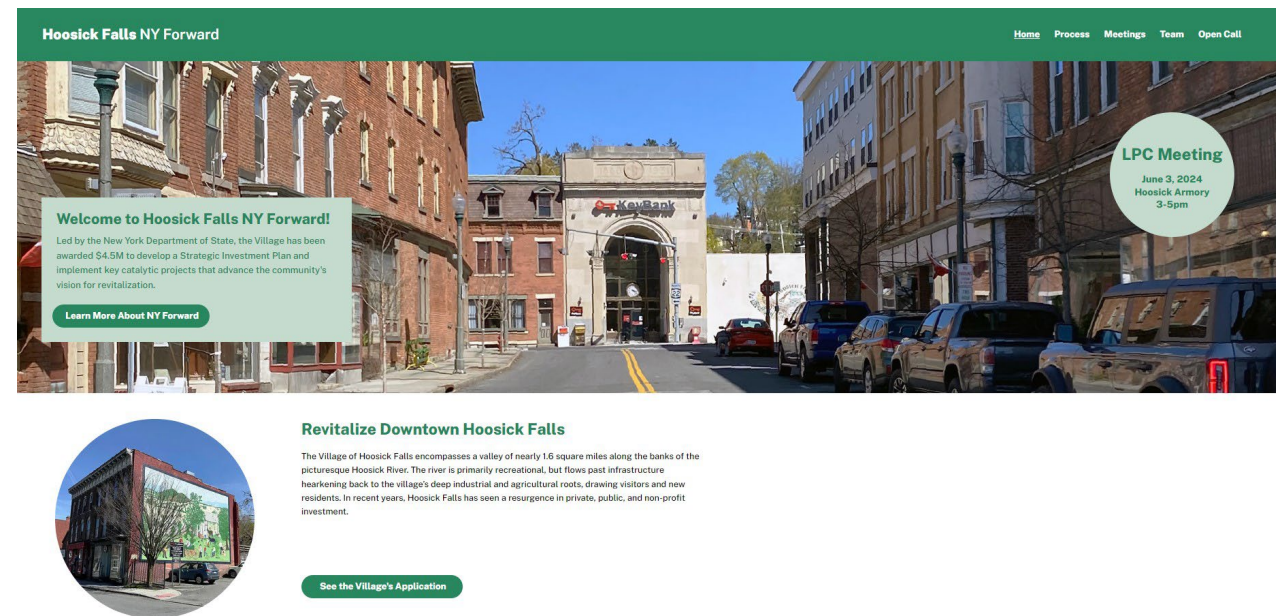
Route 22 Downtown Hoosick Falls



# Social Media, Online Outreach, Press Strategies

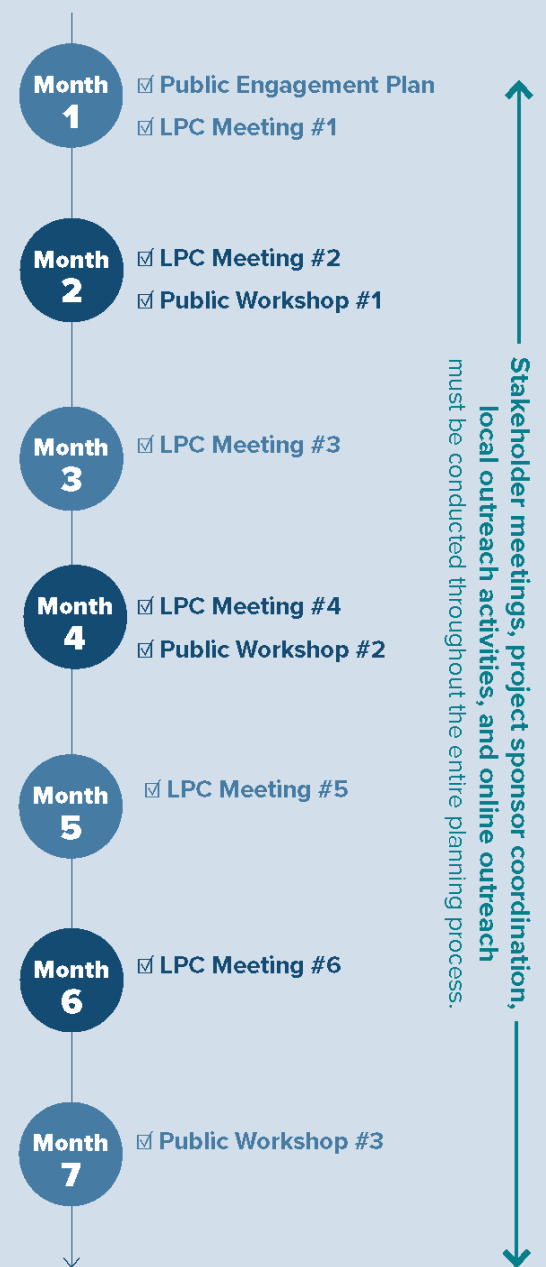
- Project website is live!
- Will host information on meetings, events, and project progress including proposed project information
- Will also provide a platform for feedback and interaction from the public, including the Open Call for Projects
- *Hoosick Here and Now* Facebook Page

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



# LPC / Public Engagement Timeline

- Launch Website – Week of June 3
- LPC Meeting #1 – Monday, June 3, 3-5pm
- Open Call for Projects (released) – June 10?
- Public Workshop #1 – June 24? July 1?
- LPC Meeting #2 – mid July?
- Local Outreach Activity – local events?
- LPC Meeting #3 – mid Aug?
- LPC Meeting #4 – mid Sep?
- LPC Meeting #5 – mid Oct?
- Strategic Investment Plan (draft) – late Nov





# Local Planning Committee Q&A



# Public Comment

please submit comments to

**[HoosickFallsNYF@gmail.com](mailto:HoosickFallsNYF@gmail.com)**



# Closing Remarks

Mayor Robert Allen



# Next steps

- ✓ Finalize Public Engagement Plan
- ✓ Send out Open Call for Projects
- ✓ Refine Downtown Vision and Goals
- ✓ Develop Downtown Profile and Assessment

**Public Workshop 1**

**?**

**6:00-8:00pm?**

**Armory?**

**LPC Meeting 2**

**?**

**6:00-8:00pm?**

**Armory?**

**LPC Meeting 3**

**?**

**6:00-8:00pm?**

**Armory?**





Thank you!