



# NYS Department of State Planning Programs

**SMART GROWTH COMPREHENSIVE PLANNING & ZONING PROGRAM  
BROWNFIELD OPPORTUNITY AREA PROGRAM  
DOWNTOWN REVITALIZATION INITIATIVE / NY FORWARD**

**MARCH 11, 2024**

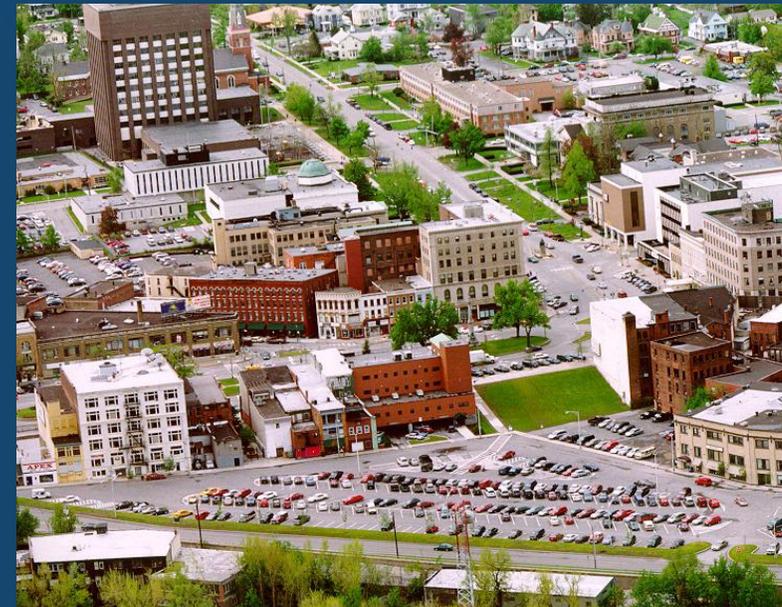


**Office of Planning  
and Development**



# SMART GROWTH COMPREHENSIVE PLANNING & ZONING PROGRAM

THE SMART GROWTH PROGRAM OFFERS MUNICIPALITIES THE OPPORTUNITY TO PLAN AND ZONE FOR THEIR COMMUNITY BY ADDRESSING ALL ASPECTS OF SMART GROWTH.



# SMART GROWTH PRINCIPLES

1. Mixed Land Uses
2. Range of Housing Opportunities and Choices
3. Development and Redevelopment in Existing Communities
4. Distinctive, Attractive Communities with a Strong Sense of Place
5. Density
6. Clean Energy
7. Climate Change
8. Resiliency
9. Green Infrastructure
10. Social Diversity and Integration
11. Regional Planning and Coordination
12. Walkable/Bikeable Neighborhood Design
13. Variety of Mobility Choices
14. Well-Planned and Well-Placed Public Spaces
15. Community and Stakeholder Collaboration in Planning



# COMPREHENSIVE PLANNING

- Land Use Tool
- Vision for Community
- Foundation of decision making
- Short- and long- term goals

Municipalities are encouraged to develop and update Comprehensive Plans which identify a shared vision for the community.



# BENEFITS OF COMPREHENSIVE PLANNING

- Identify community resources
- Develop community consensus
- Provide blueprint for future



# AREA PLANNING

- Land Use Tool for a specific area
- Focuses on important priority areas to the community—e.g., Transit-Oriented Development; BOAs; downtowns; hamlets; central business districts
- Less time-consuming and expensive than a full comp plan



# ZONING ORDINANCES

- Land Use Tool
- Implements the Vision for Community in the Comp Plan or Area Plan
- Legal Foundation for land use decision making
- Provides certainty to residents, developers and municipal officials



## ELIGIBLE ACTIVITIES

- Preparing the Comprehensive or Area Plan and/or Zoning Ordinance;
- Holding and facilitating community forums and public outreach;
- Coordinating with other governmental entities;
- SEQRA and environmental review; and
- Project management

## ELIGIBLE APPLICANTS

- Villages, Towns, or Cities
- Counties, Regional Planning entities or Not-for-Profits
  - with the consent and acting on behalf of one or more villages, towns, or cities





# BROWNFIELD OPPORTUNITY AREA PROGRAM (BOA)

THE BOA PROGRAM PROVIDES ASSISTANCE TO COMMUNITIES TO DEVELOP AREA-WIDE COMMUNITY-BASED PLANS TO REDEVELOP BROWNFIELDS AND ABANDONED SITES, TRANSFORMING THEM INTO CATALYTIC PROPERTIES THAT REVITALIZE THE AREA.

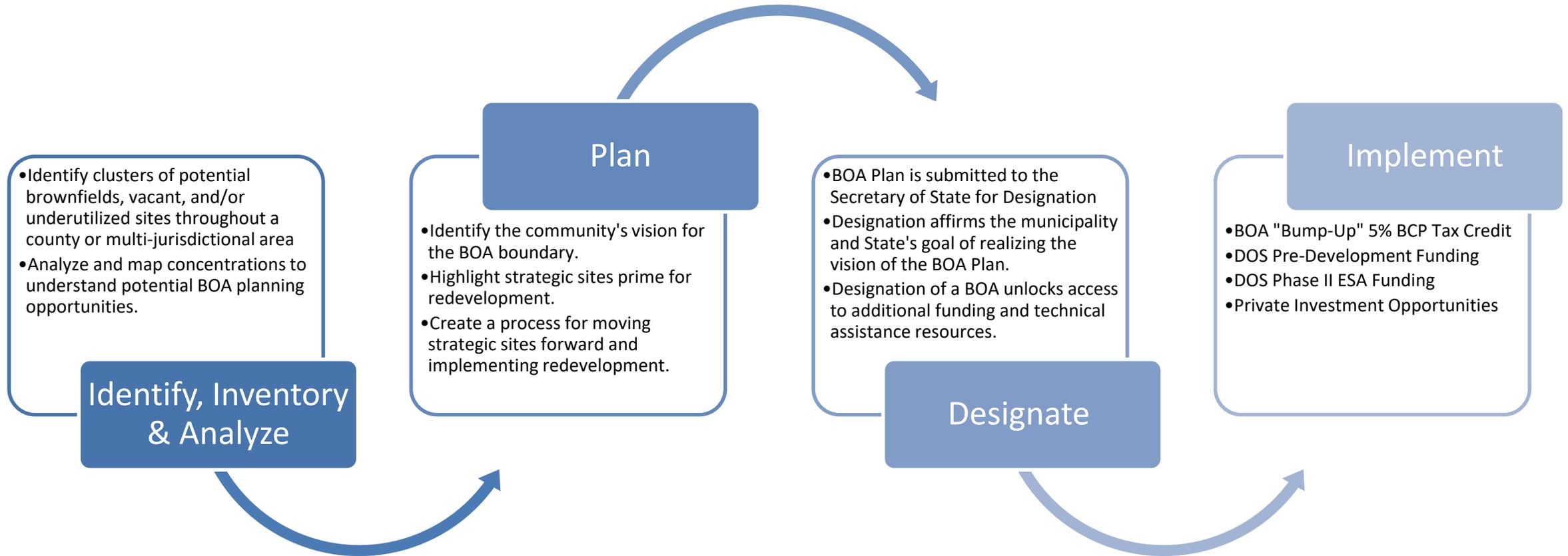


# THE BOA PROGRAM EMPOWERS COMMUNITIES

- To address a range of problems posed by multiple known or suspected brownfield sites;
- To build community consensus on the future uses for the area with an emphasis on strategic sites that are known or suspected brownfields;
- To establish sustainable goals and objectives for area-wide revitalization and for redevelopment of strategic sites;
- To identify and establish the multi-agency and private-sector partnerships necessary to leverage assistance and investments to revitalize downtowns, neighborhoods, and communities;
- To address environmental justice concerns and promote environmental equity in areas that may be burdened by negative environmental consequences; and
- To engage in activities to implement the community's vision after BOA designation by Department of State.



# THE BOA PROCESS



# ELIGIBLE APPLICANTS

## Municipalities

- Towns/Villages
- Counties
- Local Public Authorities
- Public Benefit Corps
- School Districts
- Special Improvement Districts
- Indian Nations/Tribes

## Community-Based Organizations

### Not-For-Profit

- 501(c)(3)
- Mission to promote reuse of brownfield sites or community revitalization
- At least 25% of Board of Directors reside in area
- Community has demonstrated financial need

## Community Boards

Defined and described in Section 2800 of the New York City Charter.

Applicants are encouraged to work in partnership & jointly apply for funding.



# ELIGIBLE GRANT ACTIVITIES

## Community-wide Pre-Planning Inventory & Preliminary Analysis

Brownfield and underutilized site identification and inventory, and preliminary analysis of land use of one or more areas within a county or large geographical area to determine the presence of potential brownfield, vacant, and abandoned sites and assess localized concentrations of brownfields or other underutilized land that may be candidates for future in-depth BOA Planning and Predevelopment activities. Pre-planning does not culminate in a State-designated BOA.

## Development or Update of a BOA Plan

Development or update of a designated or non-designated Brownfield Opportunity Area (BOA) Plan, which is a strategic plan for an area affected by known or suspected brownfields that will culminate in a request for State BOA Designation.

## Predevelopment Activities

Activities to complete analyses, plans, and studies or professional services to advance redevelopment within a State-Designated BOA.

## Phase II Environmental Site Assessments

Site investigation activities and additional environmental and technical investigations, including cores, borings, and samplings within a State-Designated BOA.



# COUNTY-WIDE INVENTORY & PRELIMINARY ANALYSIS

- Allows counties or multiple municipalities/jurisdictions to coordinate an inventory of potential brownfields, vacant or underutilized properties
- Final Inventory Report includes recommended next steps for BOA planning and designation.
- Preliminary analyses may include the following:
  - The proximity of potential brownfield concentrations to existing development and land use patterns
  - Demographic and economic patterns
  - Recent public initiatives and private investments
  - Proximity to existing infrastructure assets
  - Potential for renewable energy facility siting
  - Climate vulnerability within the inventory boundary
  - Area suitability for future BOA planning and designation.

Niagara Street Conceptual Rendering



# DEVELOPING A BOA PLAN

- Build community consensus around a vision for revitalization
- Provide a roadmap to return dormant brownfield sites back to productive use
- Identify key redevelopment opportunities
- Offer predictability for the development community and direction for public investment
- Culminates in a BOA Nomination for Designation

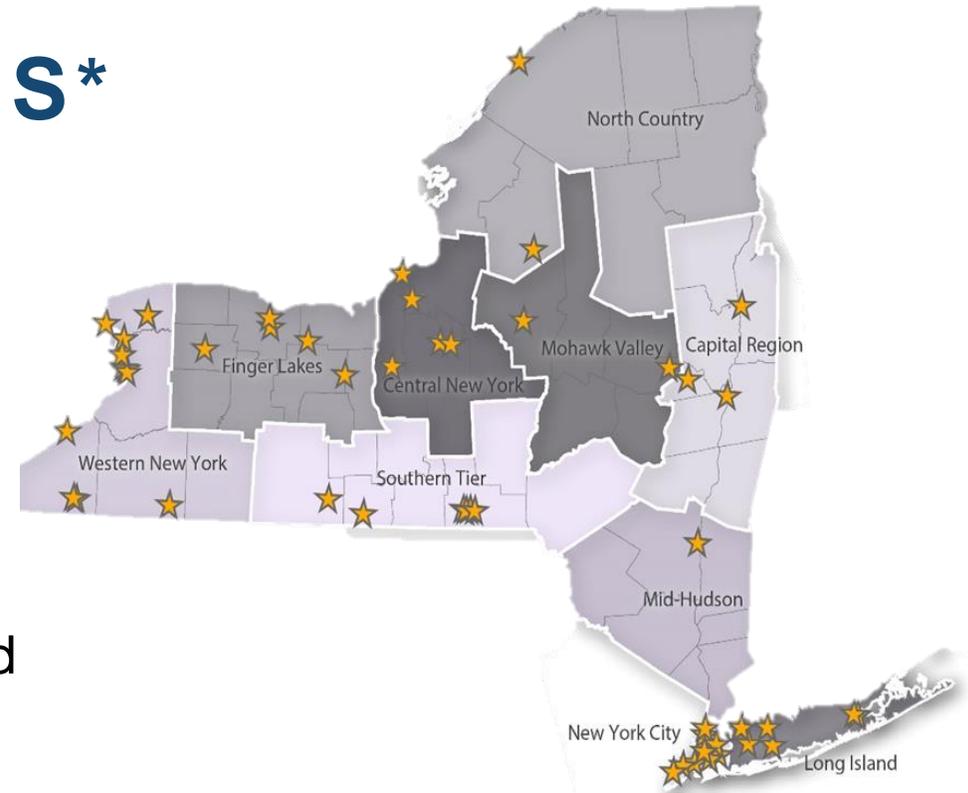
*Guidance describing requirements for BOA Designation is available at:*

[https://www.dos.ny.gov/opd/programs/pdfs/BOA/BOA\\_Designation\\_Guidance.pdf](https://www.dos.ny.gov/opd/programs/pdfs/BOA/BOA_Designation_Guidance.pdf)



# PREDEVELOPMENT ACTIVITIES\*

- Development and implementation of marketing strategies
- Development of plans and specifications
- Real estate services
- Building condition studies
- Infrastructure analyses
- Zoning and regulatory updates; Environmental, housing and economic studies, analyses and reports
- Public outreach
- Renewable energy feasibility studies
- Legal and financial services



\* Projects *must* be located within a State-Designated BOA. A list of designated BOAs is available at: <https://dos.ny.gov/brownfield-redevelopment>



## PHASE II ENVIRONMENTAL SITE ASSESSMENTS AND SUPPLEMENTS\*

- Site is one or more areas of environmental concern and may include more than one contiguous tax parcel.
- Site must have definitive and identifiable boundaries.
- Must meet the criteria and conditions stated in the *BOA Site Assessments: Guidance for Applicants*.
- SA must advance the goals and priorities for revitalization and redevelopment of the BOA
- A SA Supplement is required for each site for which Phase II Environmental Site Assessment funding is being requested.
- SA supplements will be evaluated on a pass/fail basis for eligibility as outlined in the RFA and in the SA guidance.
- The SA Supplement and guidance is available at <https://dos.ny.gov/funding-bid-opportunities>





# DOWNTOWN REVITALIZATION INITIATIVE AND NY FORWARD

AS THE CORNERSTONE OF NEW YORK STATE'S ECONOMIC DEVELOPMENT PROGRAM, THE DOWNTOWN REVITALIZATION INITIATIVE AND NY FORWARD PROGRAMS HAVE INVESTED \$1 BILLION INTO COMMUNITIES TO DATE.



# COMPLIMENTARY PROGRAMS – EXPANDING ON SUCCESS

## Downtown Revitalization Initiative

Round VII – Total: \$100M  
\$10M for each of NY’s 10 Economic Development Regions



## New York Forward

Round II – Total: \$100M  
\$10M for each of NY’s 10 Economic Development Regions



**Downtown  
Revitalization  
Initiative**

**NY Forward**

# DRI & 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

# Downtown Revitalization Area DRI Reach

## FINGER LAKES AREAS

City of Geneva  
City of Batavia  
Village of Penn Yan Downtown  
Downtown Seneca Falls  
Rochester's Center City  
Downtown Newark  
Village of Perry  
Village of Waterloo

## CENTRAL NEW YORK AREAS

City of Oswego  
City of Cortland  
City of Auburn Downtown  
Downtown Fulton  
Downtown Oneida  
Syracuse's Southwest Gateway District  
Village of Homer  
Villages of Aurora, Cayuga, and Union Springs

## NORTH COUNTRY AREAS

City of Plattsburgh  
City of Watertown  
Village of Saranac Lake Downtown  
Downtown Potsdam  
Village of Tupper Lake  
Village of Massena  
Downtown Ticonderoga  
Village of Lowville

## MOHAWK VALLEY AREAS

City of Oneonta  
City of Rome  
City of Amsterdam Downtown  
Downtown Genesee Street - City of Utica  
Little Falls' Downtown Waterfront District  
Downtown Improvement in Gloversville  
Town of Kirkland/Village of Clinton  
Village of Herkimer

## CAPITAL REGION AREAS

Downtown Glens Falls  
City of Hudson  
Clinton Square - City of Albany  
Downtown Schenectady  
Tannersville's Painted Village DRI District  
Troy's Riverwalk DRI District  
City of Cohoes  
Town and Village of Lake George

## LONG ISLAND AREAS

Village of Westbury  
Hicksville - Town of Oyster Bay  
Downtown Central Islip - Town of Islip  
Downtown Baldwin - Town of Hempstead  
Downtown Amityville  
Downtown Riverhead  
Huntington Station  
Town of Smithtown - Kings Park

## WESTERN NEW YORK AREAS

City of Jamestown  
City of Olean  
City of Lockport Downtown  
Niagara Falls Bridge District  
City of Buffalo  
City of North Tonawanda  
City of Dunkirk  
City of Tonawanda

## SOUTHERN TIER AREAS

City of Elmira  
Village of Watkins Glen  
Village of Owego Downtown  
Homell Downtown District  
Village of Endicott  
City of Norwich  
Village of Johnson City  
Hamlets of Roxbury and Grand Gorge

## MID-HUDSON AREAS

City of Middletown  
City of Kingston  
City of New Rochelle Downtown  
Downtown Peekskill  
Village of Haverstraw  
Village of Ossining  
City of Port Jervis  
City of White Plains

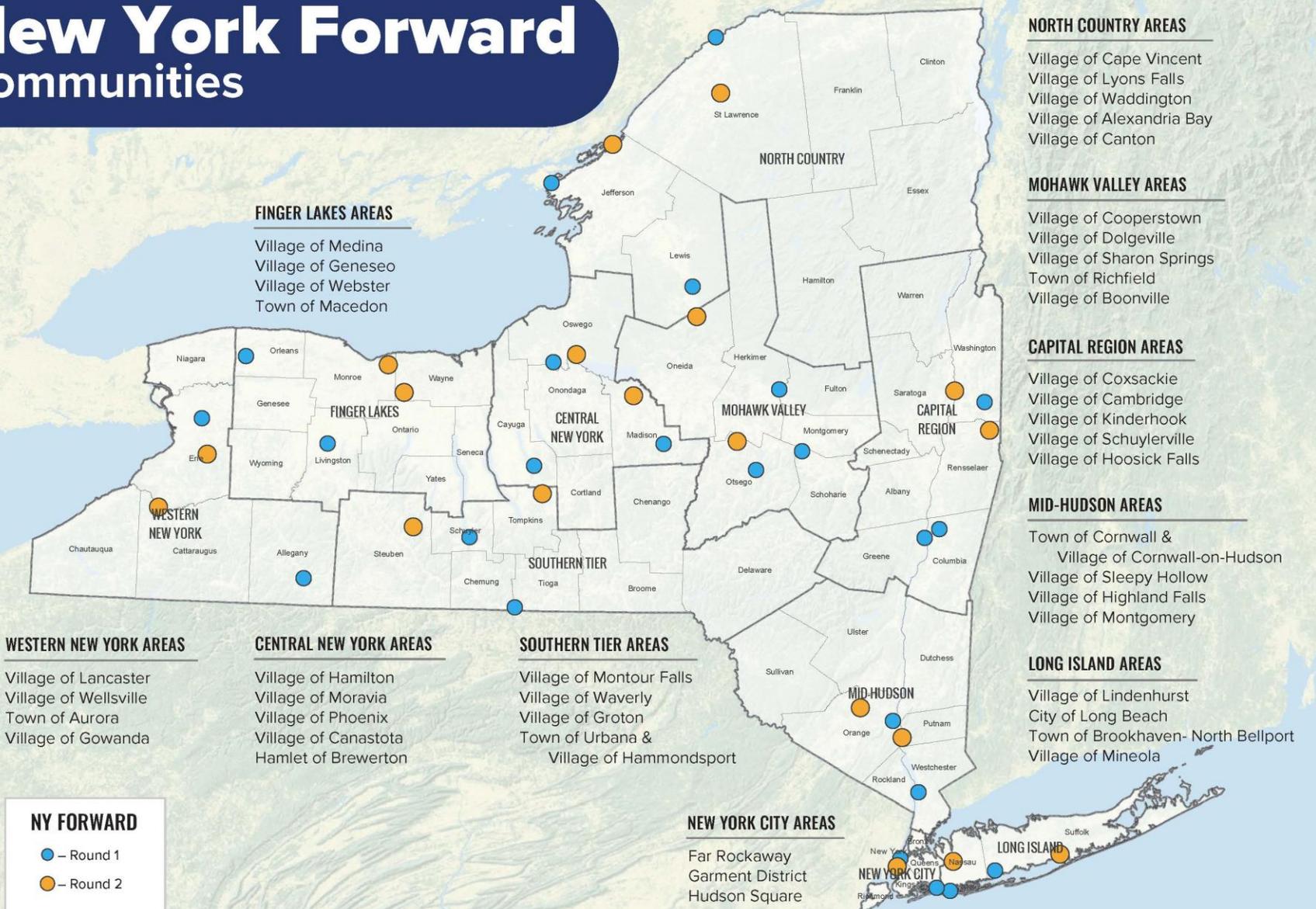
## NEW YORK CITY AREAS

Jamaica  
Bronx Civic Center  
Downtown Brooklyn  
Downtown Staten Island  
Manhattan's Chinatown  
East Harlem  
Long Island City

## DRI ROUNDS

- - Round 1
- - Round 2
- - Round 3
- - Round 4
- - Round 5
- - Round 6
- - Round 7

# New York Forward Communities



## FINGER LAKES AREAS

Village of Medina  
Village of Geneseo  
Village of Webster  
Town of Macedon

## WESTERN NEW YORK AREAS

Village of Lancaster  
Village of Wellsville  
Town of Aurora  
Village of Gowanda

## CENTRAL NEW YORK AREAS

Village of Hamilton  
Village of Moravia  
Village of Phoenix  
Village of Canastota  
Hamlet of Brewerton

## SOUTHERN TIER AREAS

Village of Montour Falls  
Village of Waverly  
Village of Groton  
Town of Urbana &  
Village of Hammondsport

## NORTH COUNTRY AREAS

Village of Cape Vincent  
Village of Lyons Falls  
Village of Waddington  
Village of Alexandria Bay  
Village of Canton

## MOHAWK VALLEY AREAS

Village of Cooperstown  
Village of Dolgeville  
Village of Sharon Springs  
Town of Richfield  
Village of Boonville

## CAPITAL REGION AREAS

Village of Coxsackie  
Village of Cambridge  
Village of Kinderhook  
Village of Schuylerville  
Village of Hoosick Falls

## MID-HUDSON AREAS

Town of Cornwall &  
Village of Cornwall-on-Hudson  
Village of Sleepy Hollow  
Village of Highland Falls  
Village of Montgomery

## LONG ISLAND AREAS

Village of Lindenhurst  
City of Long Beach  
Town of Brookhaven- North Bellport  
Village of Mineola

## NY FORWARD

- - Round 1
- - Round 2

## NEW YORK CITY AREAS

Far Rockaway  
Garment District  
Hudson Square

**Downtown  
Revitalization  
Initiative**

**NY Forward**

# IMPACT IN CENTRAL NEW YORK

OSWEGO, NY



AFTER



BEFORE

BEFORE



AUBURN, NY

AFTER



NEW YORK  
STATE OF  
OPPORTUNITY.

Downtown  
Revitalization  
Initiative

NY Forward

# PROJECT REQUIREMENTS

The DRI and NYF programs are designed to fund transformational projects that have the potential to create an immediate, positive effect on a community's downtown. Projects identified in a DRI or NYF application should meet the following criteria:

## ***Project Sponsors***

DRI/NYF funding awards may be awarded to public, not-for-profit, and private entities to implement projects selected for funding. Project sponsors must have the capacity and legal authority to undertake the proposed project.

## ***Timing***

Projects must be able to break ground within two years or sooner of receiving DRI/NYF grant funds.

## ***Matching and Leverage***

New York communities are diverse. To meet the opportunities and challenges throughout the State, there are no programmatic minimum match requirements for the DRI or NYF. However, the LPC may impose match requirements as part of the planning process.

## ***Financing***

Projects should have financing commitments largely secured or be able to demonstrate a clear path to securing sufficient financing. This financing, combined with DRI/NYF funding, should enable the sponsor to undertake the project expeditiously.



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# PROJECT REQUIREMENTS CONTINUED

## ***Building Decarbonization***

For the DRI and NYF program, projects that represent new construction or building addition (over 5,000 SF) and substantial rehabilitation (over 5,000 SF and meeting at least two other renovation criteria) will be required to demonstrate compliance with one of the three compliance path options: meeting the NY Stretch Energy Code, obtaining an Energy Star score of 90 or greater using the EPA Target Finder Tool, or obtaining a certification from an approved third-party organization such as LEED). Energy consultants will be available to support project sponsors in meeting this requirement.

## ***Project Size and Scale***

Projects must be large enough to be truly transformative for the downtown area.

## ***Site Control***

The project sponsor must have site control or be in the process of acquiring site control. If the project sponsor is leasing or renting the proposed project site, the property owner must agree to the proposed project in writing

# HOW TO PREPARE THE BEST APPLICATION POSSIBLE

## *Traits of Winning Applications*

- Responses to each application requirement are complete, concise, and thoughtfully considered
- Applications are informed by robust community engagement
- Applications present a compelling, community-based vision for revitalization
- Proposed projects are well-aligned with the community vision
- Proposed projects are feasible and have been developed in coordination with project sponsors / property owners
- Proposed projects show a holistic approach and project connectivity towards revitalization efforts

# EVALUATION CRITERIA

- Well-Defined Boundaries
- Past Investments, Future Potential
- Recent or Impending Job Growth
- Quality of Life
- Supportive Local Policies
- Public Support
- Transformative Project Opportunities and Readiness
- Administrative Capacity

< NY Forward

## Capacity Building Webinars

Share   

Overview

Introduction/Community  
Inventory

## Overview

These educational webinars will give participants an overview of the fundamentals of downtown



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# THANK YOU!

The 2024 Consolidated Funding Application (CFA) is anticipated to be announced in May.  
To apply or access related CFA materials: <http://regionalcouncils.ny.gov>

The next round of the Downtown Revitalization Initiative and NY Forward Program is anticipated to be announced in July.

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