

# City of Peekskill

## Downtown Revitalization Initiative

Public Workshop #1

October 30, 2019

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

@PeekskillDRI



**Downtown  
Revitalization  
Initiative**

# Agenda

- 1 Welcome**
- 2 What is the Downtown Revitalization Initiative (DRI)**
- 3 Preliminary Vision and Goals for the Peekskill DRI**
- 4 Open House Stations**
- 5 Report Back**

# Local Planning Committee

**Andre Rainey** Mayor of Peekskill

**Marsha Gordon** Business Council of Westchester

**Bill Balter** Wilder Balter Partners

**Sherry Mayo** WCC Center for the Digital Arts

**Kay Barthelmes** Peekskill Conservation Advisory Council

**Deb Milone** Hudson Valley Gateway Chamber of Commerce

**Tom Carey** Westchester Putnam Central Labor Body

**Ocean Morisset** Peekskill Arts Alliance

**Jonathan Drapkin** Hudson Valley Pattern for Progress

**Wilson Narvaez** Business Owner

**Brian Fassett** Peekskill BID

**Charles Newman** Business Owner

**Monica Flaherty** Business Owner/Investor

**Kecia Palmer-Cousins** Peekskill Youth Board

**Conor Greene** Peekskill Walks

**Maria Pereira** Peekskill School Board

**Louis Lanza** Business Owner/Investor

**Bre Pettis** Business Owner/Investor

**Leslie Masson** Peekskill Trolley Company

**Jeannette Phillips** HRH Care

**Joe Schuder** Peekskill Housing Authority

# New York State and Consultants

## New York State

David Ashton, NYS Department of State

Elizabeth Bengel, NYS Homes and  
Community Renewal

Meghan Taylor, NYS Empire State  
Development

## BFJ Planning

Susan Favate, Principal

Simon Kates, Associate Principal

Taylor Young, Planner

Christina Jimenez, Planner

## RES Group

Patricia Adell

Randy Nigrelli

## KB Engineering

Kurt Bedore



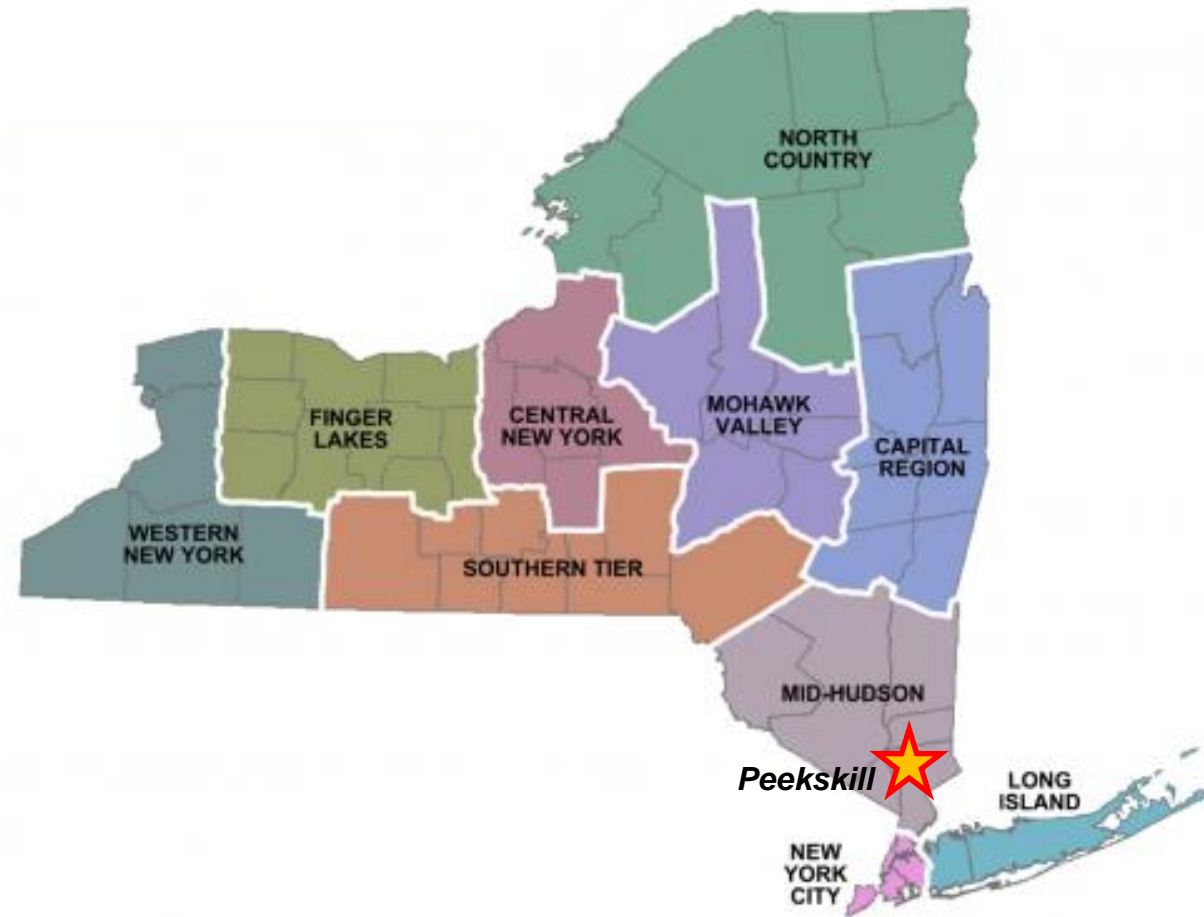
# What is the Downtown Revitalization Initiative?





# Program Overview and Objectives

- The DRI program was introduced by Gov. Andrew Cuomo in spring 2016 to improve the vitality of urban centers across the State.
- The 10 Regional Councils each selected one community for \$10 million of investment to transform the downtown economy.
- Each plan identifies specific projects to promote downtown revitalization.



# Strategy to Implement the DRI Plan

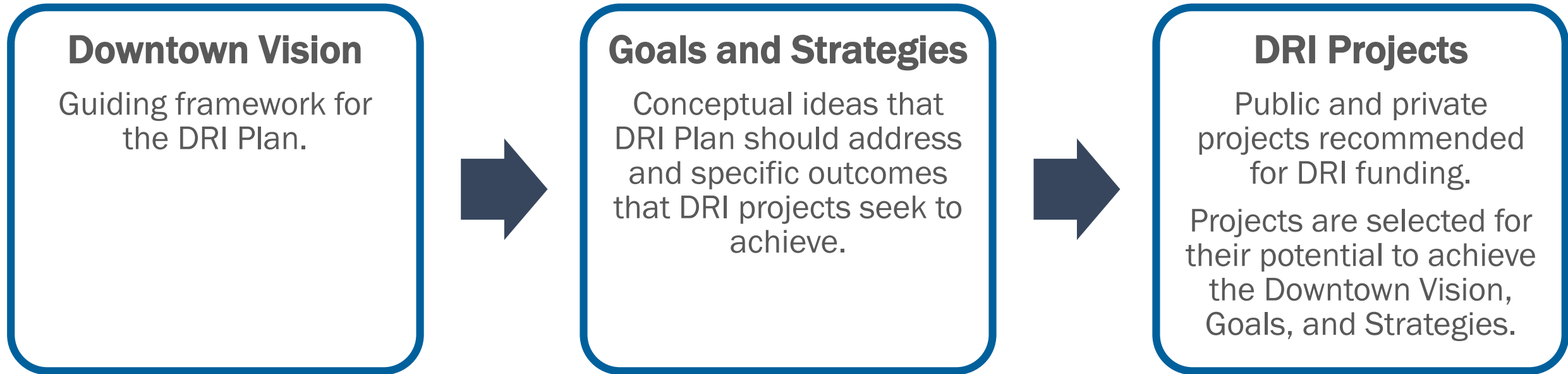
- Robust *public participation* to identify priority projects.
- Emphasize *capital projects* such as public infrastructure or private development.
- Include a limited *strategic matching grant/revolving loan fund* to support capital projects.
- Favor projects that *leverage additional public and private funds*.
- Develop metrics to demonstrate ability to kick-start *downtown economic development*.

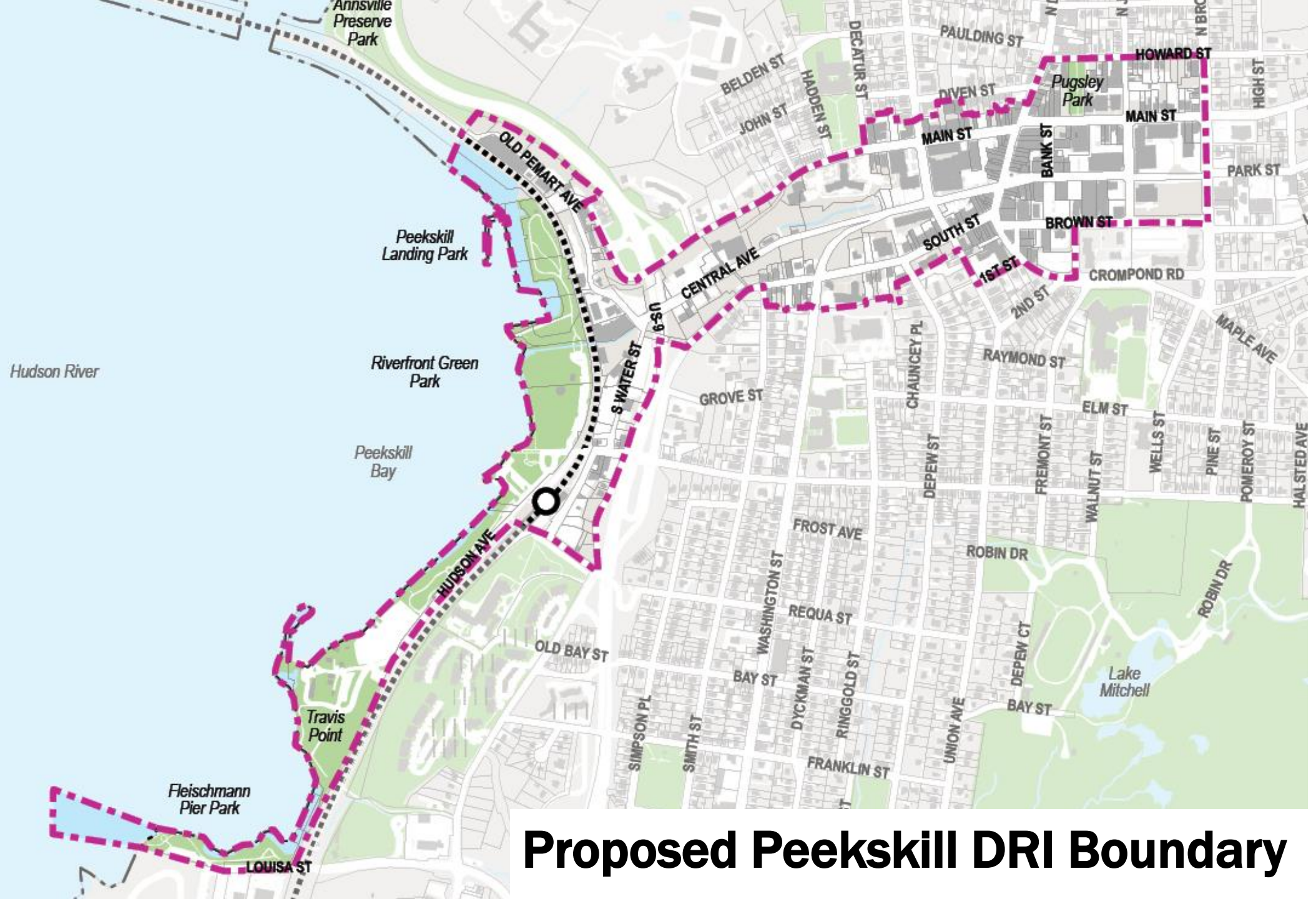
# Fundamental Goals of the Program

- Create an active, desirable downtown with a ***strong sense of place***;
- ***Attract new businesses*** that create a robust mix of shopping, dining, 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;
- Attract a diverse population, with residents and workers supported by complementary ***housing and employment opportunities***;
- Grow the local property ***tax base***; and
- Provide amenities that support and ***enhance downtown living and quality-of-life***.



# Key Ingredients of a DRI Plan





**Proposed Peekskill DRI Boundary**





# What goes into the DRI Strategic Investment Plan?



# Peekskill DRI Plan Sections

Section I: Downtown Profile and Assessment

Section II: Community Vision, Goals, and Strategies

Section III: Downtown Management and Implementation Strategy

Section IV: Public Involvement

Section V: Projects Recommended for DRI Funding

Section VI: Projects Recommended for Other Funding



# Projects that Can Be Eligible for DRI Funding

Focus on capital projects that will transform the physical environment to benefit current and future residents and businesses. Examples could include:

## **Public improvement projects**

Infrastructure projects such as broadband, green infrastructure, streetscape improvements, open space improvements, and public art.

## **New development and/or rehabilitation of existing buildings**

Development, redevelopment, or expansion of real property for mixed-use, commercial, residential, arts and cultural facilities, or other public uses.

## **Revolving loan or grant fund**

Fund to support smaller projects such as façade improvements, public art, or physical improvement to existing and/or vacant commercial space.

## **Branding and marketing**

Downtown branding/marketing projects to target residents, developers, tourists, or visitors.

# Projects that Are 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

# DRI Process

**Selection of DRI Communities**  
Summer/Fall 2019

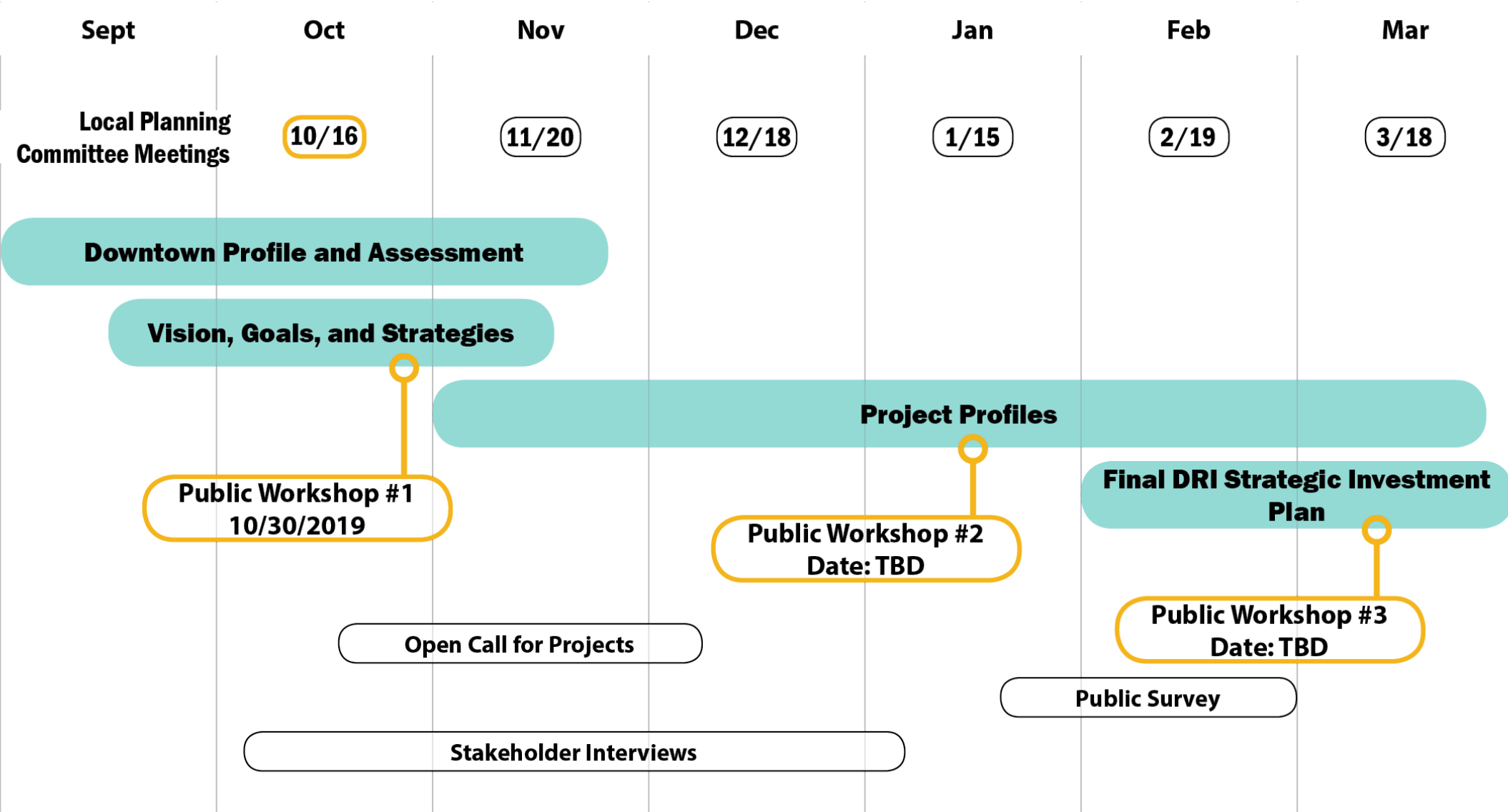
**Preparation of the Strategic Investment Plan**  
September 2019 – March 2020

- DRI Strategic Investment Plan written by consultants and LPC with public input and submitted to the State

**Project Implementation**  
Summer 2020 – 2021

- Projects evaluated by the State and selected for funding
- State agencies work with project sponsors to implement

# Project Timeline





WHAT IS YOUR VISION FOR THE PEEKSKILL DRIVE?

**Public Workshop #1**  
Wednesday, October 30, 2019  
7:00 pm – 9:00 pm  
Neighborhood Center

**Local Planning Committee Meetings**  
Third Wednesdays through March 2019  
7:00 pm – 9:00 pm  
Neighborhood Center  
4 Nelson Avenue  
Visit us online at [www.ci.milpitas.ca.us](http://www.ci.milpitas.ca.us)

Online for more information  
www.PeekskillDRJ.com  
www.ny.gov/DRJ  
@PeekskillDRJ

# Preliminary Peekskill Downtown Vision

Downtown Peekskill is a friendly, intergenerational, and diverse community that will leverage its lively arts, entertainment, and dining scene; excellent access to regional recreation opportunities; entrepreneurial spirit; and historic charm to welcome people of all ages, incomes, and backgrounds to live, visit, learn, work, and raise a family.

*Adapted from City of Peekskill DRI Application*

# Preliminary Downtown Goals

1

Attract and support **job opportunities** for all skill and wage levels, helping both current and future residents establish and grow their careers and the City to expand its tax base, including through investments in critical infrastructure and the youth of the community.

2

Strengthen **linkages** from the central business district to the transit-oriented waterfront area and to adjacent residential neighborhoods, creating inviting and walkable connections for downtown visitors.

3

Establish Peekskill as a **regional arts, cultural, and dining destination**, with a diverse range of offerings that support tourism as well as local jobs.

4

Enhance the **downtown environment** for residents and visitors alike, through improvements to streetscapes, public spaces, wayfinding and parking signage, and overall aesthetics.

5

Promote a **healthy balance of downtown uses**, including retail, restaurants, small businesses, cultural and community institutions, and housing, to support a 24/7 community.



A man in a dark suit is standing and presenting to a group of people seated at long tables in a community meeting. The room has blue walls, a fire extinguisher, and coats hanging on a rack. A large text overlay is centered on the image.

# Ways to get involved in the DRI Process

City of Peekskill  
Downtown Revitalization Initiative  
Local Planning Committee Meeting #1  
October 11, 2017



# Public Engagement Strategy

## Local Planning Committee meetings

- Third Wednesdays through March
- Neighborhood Center
- 7pm – 9pm

## Public workshops

- First Public Workshop (tonight)
- Second Public Workshop (December)
- Third Public Workshop (February)

## Pop-up events

- October 12: Farmers Market/Harvest Fest
- October 26: Saturday Academy

## Stakeholder interviews

- Interviews and focus groups meetings with key stakeholders

## Public survey

- Will be open later in the process (January/February) to provide input on potential DRI projects

## Open call for projects

- Following slides

## Website and Social Media

- [www.PeekskillDRI.com](http://www.PeekskillDRI.com)
- Instagram and Twitter @PeekskillDRI

# Open Call for Project Proposals

The Peekskill DRI LPC is seeking proposals for potential DRI projects on private property.

- LPC wants to ensure that any DRI funding for a project on private property is fully vetted out in the open through a uniform process.
- Types of projects could include:
  - New construction
  - Renovation of existing buildings
  - Business expansion
  - Business creation

# Open Call for Potential DRI Projects

## Office hours to discuss projects:

Wednesday, November 20

3:00 pm – 5:00 pm

Peekskill City Hall, 840 Main Street

## Deadline to submit questions:

November 22

## Deadline to submit projects:

December 6

PeekskillDRI@gmail.com



A group of people are gathered around a table in a room with a checkered floor, participating in an interactive exercise. A man in a white shirt and glasses is leaning over the table, pointing at a large map. A woman in a black top is looking at the map. A woman in a red top with a name tag that says "ERIN" is also looking at the map. A man in a grey shirt is looking at the map. There are several other people in the background, some sitting at tables and some standing. The text "Open House Interactive Exercise" is overlaid on the image in a white box.

# Open House Interactive Exercise



# Open House Objectives

## Review the Peekskill DRI Vision and Goals

### Five stations organized by the preliminary goals for Downtown Peekskill

1. Job Opportunities for Existing and Future Residents
2. Inviting and Walkable Connections
3. Arts, Culture, and Dining Destination
4. Attractive Downtown Environment
5. Healthy Balance of Downtown Uses

## Report Back

# Open House Interactive Exercise

1. Review the Preliminary Vision for the Peekskill DRI Plan.
2. Provide input on preliminary project ideas.
  - Which project ideas do you think will have the greatest impact?
  - What additional details do we need to shape potential projects?
  - What ideas are we missing?
3. Write your ideas on boards and flip charts to help guide creation of the Peekskill DRI Plan.

# For more information

Sign in to get on our email list.

Attend future public workshops.

- Next workshop will be held in December/January

Visit us online.

- [www.PeeckskillDRI.com](http://www.PeeckskillDRI.com)
- [www.ny.gov/DRI](http://www.ny.gov/DRI)

Follow us on social media for future meeting notices.

- @PeeckskillDRI on Instagram and Twitter

Stay tuned for public survey to comment on potential projects.