

# City of Dunkirk Downtown Revitalization Initiative (DRI)



Local Planning Committee (LPC) Meeting #1  
June 1, 2023, 6:00 PM



**Downtown  
Revitalization  
Initiative**



# AGENDA

LPC Meeting 1

Welcome and Introductions

DRI Program

Dunkirk DRI Application

Community Engagement

Issues and Opportunities

Next Steps

Public Comment



# INTRODUCTIONS

## Local Planning Committee

### Co-chairs

- Honorable Wilfred Rosas, Mayor
- Mike Metzger, WNY Regional Economic Development Council
- Liz Cardona, Dunkirk Housing Authority
- Rebecca Ruiz, Chautauqua Center
- Nathan Aldrich, Chautauqua County Partnership for Economic Growth
- Gina Paradis, Chautauqua County Land Bank
- Dan Beckley, Advanced Production Group, LLC
- Steve Lilly, ECR International
- Rebecca Wurster, Chautauqua County Dept. of Planning & Development
- Thomas Panasci, Pizza Village
- Miriam Lugo-Alfaro, Dunkirk High School
- Frank Torain, Open Door Church of God in Christ
- Virginia Harper, Resident
- Ellen Luczkowiak, Dunkirk Community Chamber of Commerce
- Beth Starks, Jamestown Community College

# INTRODUCTIONS

## Name

## State Partners

Ben Bidell	NYS Department of State
Erin Corrado	Empire State Development
Leonard Skroll	NYS Homes and Community Renewal

## Name

## City of Dunkirk

Vince DeJoy	Director of Planning and Development
EJ Hayes	Deputy Director of Planning and Development

# INTRODUCTIONS

Consultant Team



Other subconsultants will be engaged throughout the DRI process.



# DRI PROGRAM

- Launched in 2016 to improve the vitality of urban centers across the State
- Regional Economic Development Councils (REDCs) nominate communities for significant investment to revitalize their downtowns
- In DRI Round 6, each of the REDCs chose one community to receive \$10 million (\$100 million in funding statewide)
- Each community prepares a Strategic Investment Plan that guides the implementation of transformational projects

# DRI PROGRAM

## Strategic Investment Plan:

- Downtown Profile & Assessment
- Vision, Goals & Strategies
- Community Engagement
- Project Profiles



# DRI PROGRAM





# ROLES & RESPONSIBILITIES

## Local Planning Committee

### Local Planning Committee will:

- Confirm the community's **vision**
- Brainstorm **ideas** and provide **feedback**
- **Review** documents
- Guide **community engagement**
- Review and **recommend projects** for funding



# ROLES & RESPONSIBILITIES

State Partners

## State agency team will:

- **Assist** LPC / consultant team
- **Manage** consultant team and LPC process
- **Review** documents
- **Liaison** with other State agencies
- Ensure DRI **program compliance**
- Maintain **schedule**



# ROLES & RESPONSIBILITIES

Consultant Team

## Consultant team will:

- **Manage** and staff LPC
- **Lead** community engagement
- **Prepare** documents
- **Develop** consensus with LPC
- Assist with **project** development and evaluation
- Prepare the **DRI Strategic Investment Plan**



# ROLES & RESPONSIBILITIES

City Staff

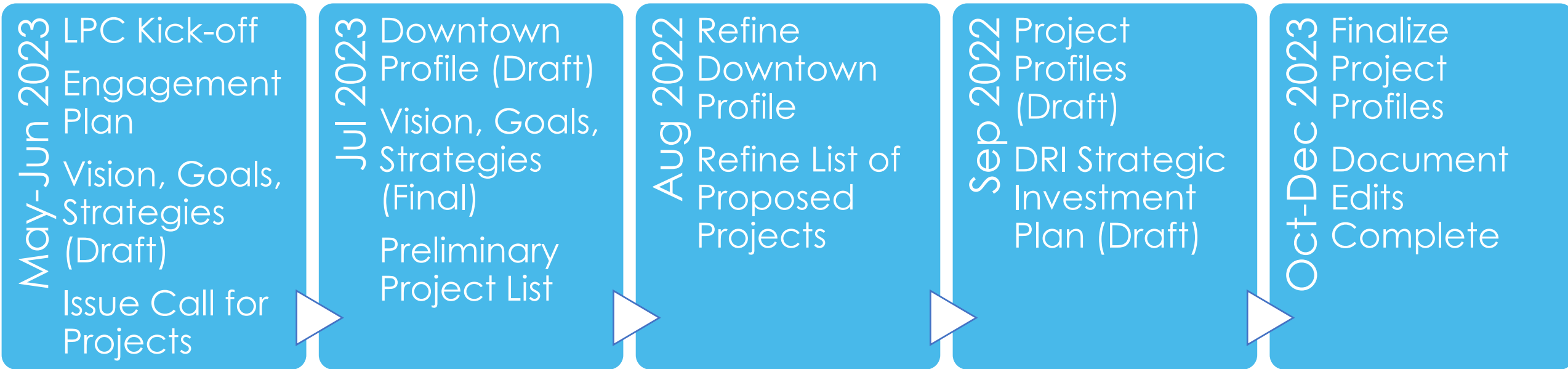
## City staff will:

- Provide **local expertise**
- Assist with **meeting logistics**
- Provide necessary **background data and information**
- Help identify **municipal programs and resources**
- Act as a **local point of contact** for public engagement



# DRI SCOPE AND SCHEDULE

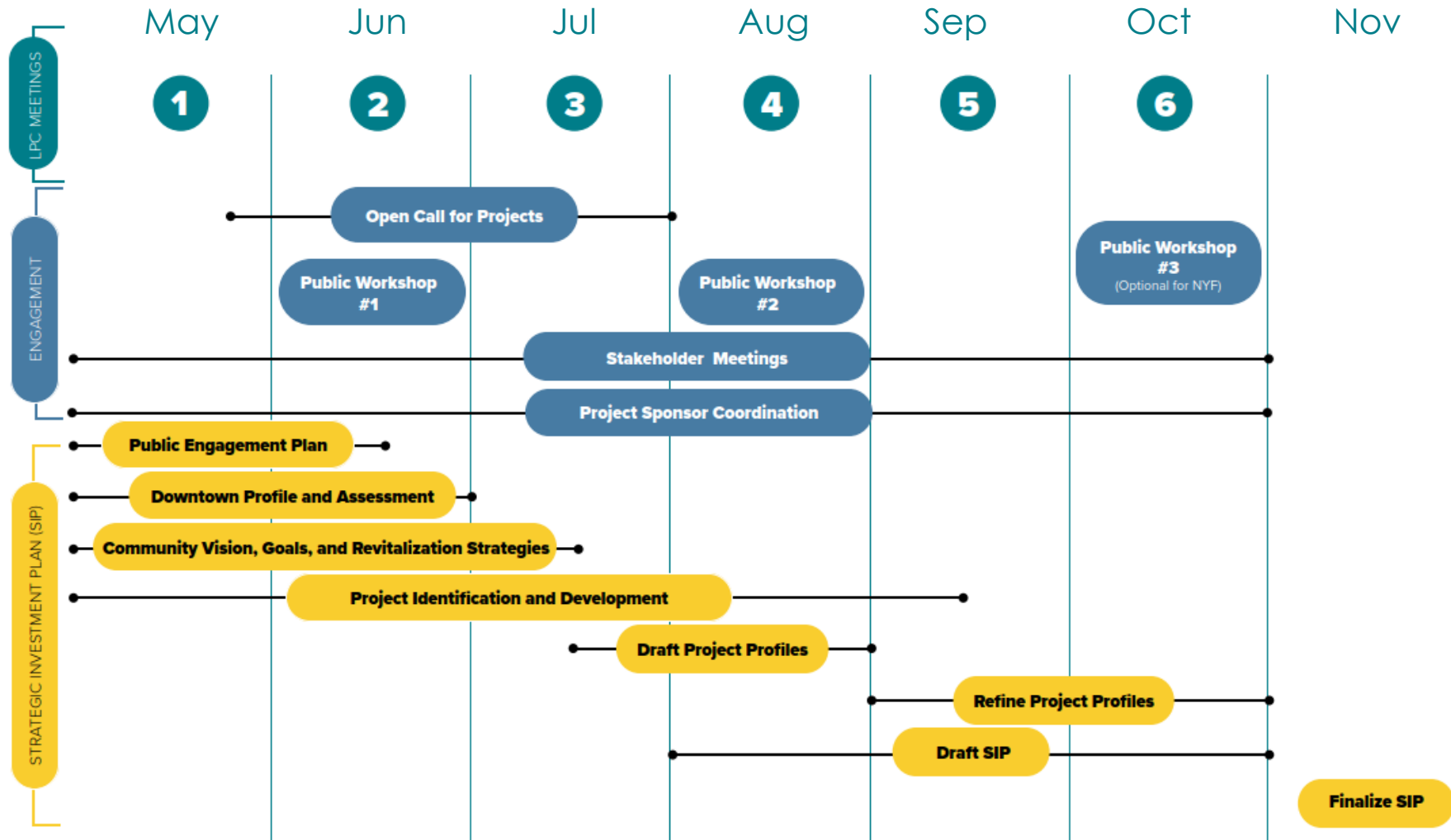
## Key Milestones





# ROLES & RESPONSIBILITIES

## Key Milestones



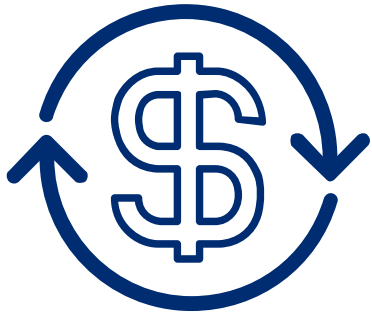
# DRI SCOPE AND SCHEDULE

Eligible Project Types



Public Improvements

New Construction and Rehabilitation



Small Project Fund

Branding and Marketing



# DRI SCOPE AND SCHEDULE

## Ineligible Project Types



Planning  
Activities



Operations and  
Maintenance



Pre-Award Costs



Property  
acquisition



Training and  
Other Program  
Expenses



Expenses  
Related to  
Existing  
Programs

**Timing** – must be able to break ground within two years or sooner

**Sponsor** – must have an entity that agrees to undertake the project

**Site Control** – must have authority to undertake the project at that location

**Scope** – must have potential to transform the downtown area

**Budget** – should have a detailed budget and leverage other funding

**Decarbonization** – may be required to meet energy efficiency requirements

# OPEN CALL FOR PROJECTS

Process

- Used to identify DRI projects sponsored by public, private, or non-profit entities
- Provides an open, fair, and transparent process for LPC to vet projects
- Open call lasts at least 4 weeks
- Technical assistance available
- Allows LPC and consultant team to obtain information in a consistent manner
- Submission of a proposal or inclusion in the SIP does not guarantee selection or funding
- LPC may consider other potential projects that are not submitted through the open call





# OPEN CALL FOR PROJECTS

Process

- Open Call for Projects: June 13 to July 17
- Process:
  1. Applicants submit simple project interest form by June 30 (with request for assistance as needed)
  2. Applicants submit complete DRI Project Form (with assistance from consultant as needed)
  3. Technical assistance and open office hours available throughout the Call for Projects

*Where should the Open Call be advertised? Where should hard copies of the DRI Project Form be available in the community?*



# PROJECT PRIORITIZATION

## Project Evaluation Criteria

LPCs may develop local project evaluation criteria, building from the State criteria:

- Aligned with State and Local Goals
- Advances Revitalization Strategies
- Transformational and Catalytic
- Capacity and Readiness
- Eligible Project Type
- Cost-Effective

\*\*\*Final slate of projects should total \$12-\$15M



### Connection with Lake Erie

- Long shoreline with abundant public access and sport fishing attractions
- City-owned marina and pier in downtown area

### Community Pride and Tradition

- Emerging vibrant Hispanic community
- Polish, Italian, and Hispanic heritage

### Historic Corridors

- Opportunities for reactivating historic properties on Central Ave and Washington Ave

### Diversifying Economy

- Major private investments by companies are bringing a large and diverse set of new jobs to the region



# DRI-SUPPORTIVE POLICIES & INITIATIVES

- City of Dunkirk Comprehensive Plan (2019)
- Sustainable Dunkirk 2030 Zoning Code for Resiliency and Smart Growth (2022)
- Adopted Brownfield Opportunity Area (BOA) Step II (2018) and Step III Marketing Plan
- Brownfield Environmental Assessment Studies (2022)
- North Country Local Waterfront Revitalization Program (LWRP)
- Chautauqua County Land Bank (CCLB) neighborhood transformation and Central Ave property site control
- NYS Energy Code NYSERDA Award (2022)
- NRG Power Plant Feasibility Study/Alternatives Analysis and Site Reuse Planning (2021-2022) and Just Transition Site Reuse Planning Study, Phase II (2022)



# RECENT/CURRENT INVESTMENTS

- Dunkirk Pier Improvements
- Central Connection Project
- Boardwalk Market and 64 on the Pier
- Graf Building renovation to JCC campus
- Clarion Hotel and Steelbound Brewery
- Coburn Block on Central Ave Renovations
- STEL home renovations
- Lakeshore Drive improvements
- Acacia Network Behavioral Health and new Chautauqua Center



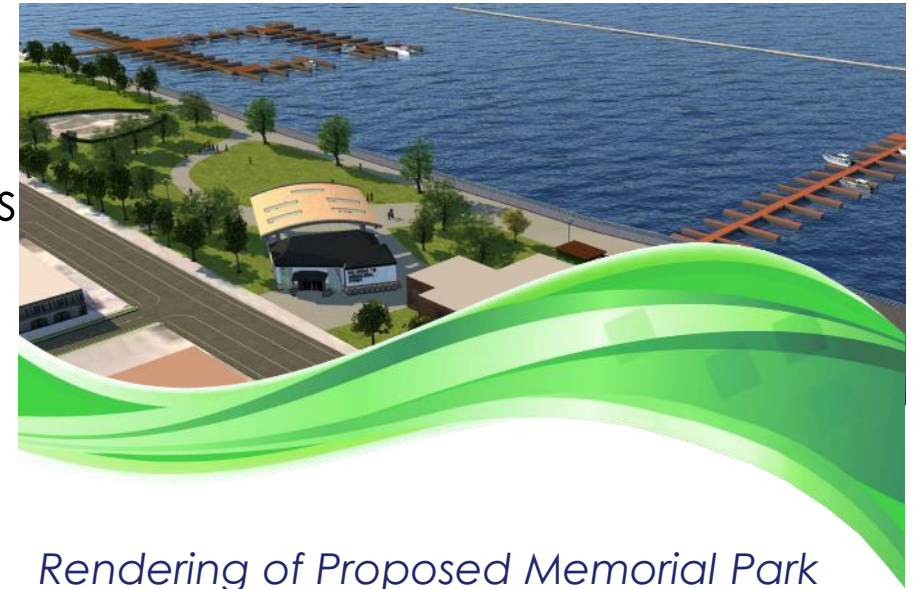


# DRI APPLICATION

Projects

## Application Projects

1. Amphitheater & lakefront trail improvements
2. Marina improvements
3. Clarion Hotel renovations and rebranding
4. Jamestown Community College Downtown Campus
5. Multi-modal transportation hub & Amtrak station
6. Indoor waterpark
7. Washington Avenue residential renaissance
8. Dunkirk Macaroni Company apartments
9. Central Avenue redevelopment
10. Dunkirk Place Specialties
11. Dutch Berges Lake Shore redevelopment site
12. Wayfinding



*Rendering of Proposed Memorial Park Performance Amphitheater & Lakefront Trail Improvements*





# DRI BOUNDARY

## New Proposed Boundary:

New proposed boundary focuses on the downtown core area, including the pier and marina.



# COMMUNITY ENGAGEMENT

## Outreach Activities



- Project Website
- Three (3) Public Workshops
- Local Outreach Activities
- Monthly LPC Meetings (6)
- LPC as Community Ambassadors

- What would “**success**” look like to you from a public engagement perspective?
- What’s the **best way** to reach a wide range of people?
- Are there **best venues and times** for public meetings?





# Activity: Identify Opportunities and Challenges

# DRAW to DUNKIRK DRI

Vision

**Application Vision:** *Dunkirk is striving to harness the powerful connection with Lake Erie as a wave of energy surging with new significant private and public investment activating the waterfront and harbor... Downtown Dunkirk will be more attractive, livable, walkable, vibrant, and memorable...The Dunkirk DRAW will amplify our unique sense of place with a genuine and authentic experience that will be catalytic for future organic growth.*



# Goals & Strategies from 2019 Comprehensive Plan

## **Goal 1: Reverse the trend of vacancies in Downtown Dunkirk.**

- D4: Encourage repurposing of one or more vacant storefronts and buildings into coworking and shared workspaces that provide locations for start-ups, freelancers, entrepreneurs and more established businesses at affordable rents.
- D6: Encourage and assist the Fredonia Incubator to spinoff and/or partner with new businesses in Downtown Dunkirk, with a focus on filling vacant storefronts and buildings.
- D7: Encourage and facilitate preserving and repurposing historically significant vacant structures through various strategies.

## **Goal 2: Attract new investment in Downtown Dunkirk through commercial, educational, and entertainment opportunities that will result in increased vitality, more visitors and new residents.**

- D10: Promote high density residential development in existing spaces above stores and through new multi-use construction.
- D11: Evaluate opportunities for and support the creation of an “Arts District” in Dunkirk, leveraging existing resources, including the Adams Art Center, Dunkirk Historical Museum, and the Dunkirk Public Library and Post Office
- D13: Support the creation of an ethnic restaurant and retail hub in Downtown Dunkirk
- D19: Strengthen existing and facilitate new partnerships with higher education institutions and encourage them to locate and invest in Downtown Dunkirk to create an Innovation Neighborhood District.
- D20: Continue supporting the City’s partnership with Jamestown Community College including the proposed feasibility study of locating the JCC North Campus in Downtown Dunkirk.
- D22: Create an Economic Development Zone focused on creating new development incentives within the downtown and waterfront districts.



# NEXT STEPS

- Next LPC Meeting, June 27
- Pop-up event, June 8
- Public Workshop #1, June 13
- Distribute public survey
- Open Call for Projects
- Public Engagement Plan
- Downtown Profile and Assessment



*Rendering of Proposed Indoor Waterpark*

# NEXT STEPS

Please share with your networks!

## Pop-up event at Thursdays on the Pier (June 8, 6-9pm)

- Fishing game to introduce DRI and gather feedback

## Public Survey (Open June 8 to July 8)

- Available on website

## Submit Project Ideas

- Simple project interest form due by June 30
- Full DRI project form due by July 17

## Public Workshop #1 (June 13, 5:30-7:30pm)

- Introduction to DRI and call for projects
- Needs identification and visioning activity

## LPC Meeting #2 (June 27, 6-7:30pm)

- Visioning activity
- Present and discuss vision and goals
- Review key findings of Downtown Profile & Assessment

See more  
info and  
links at  
website  
**DunkirkDRI**  
.com







# Public Comments