

# Farmingdale- NY Forward (NYF)

## Local Planning Committee Meeting #1

**NYS Department of State | Office of Planning, Development & Community Infrastructure**



**Department  
of State**

**Downtown  
Revitalization  
Initiative**

**NY Forward**



# Agenda

1. Introductions
2. Code of Conduct
3. NYF Program Overview & Process
4. LPC Responsibility
5. Public Engagement
6. Farmingdale's NYF Application
7. Discussion of NYF Boundary
8. Visioning Exercise
9. What's Next?





# Introductions and Team Overview

# State Team Overview

## New York State Department of State

### Pape Cisse

- Revitalization Specialist
- [CheikhPape.Cisse@dos.ny.gov](mailto:CheikhPape.Cisse@dos.ny.gov)
- 212-510-2877 (O)
- 646-895-3469 (C)

### Rachel Bruce

- Revitalization Specialist
- [Rachel.Bruce@dos.ny.gov](mailto:Rachel.Bruce@dos.ny.gov)
- 212-510-2874 (O)
- 646-477-5147 (C)



# State Team Overview

## Empire State Development (ESD)

Cara Longworth (Regional Vice President)

Denise Zani (Deputy Director, REDC)

Brandon Gimpelman (Project Manager)

## Homes and Community Renewal (HCR)

Patricia O'Reilly (Director, NY Main Street Program)

Mary Barthelme (Project Manager)

Adrian Halvorsen (Project Manager)

## Governor's Office

Stevens Martinez (Regional Representative, Intergovernmental Affairs)

Robert Calarco (Assistant Secretary for Intergovernmental Affairs)

Joseph Ramirez (Nassau County Regional Representative)

# Consultant Team

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## **Lead**

BFJ Planning:

Noah Levine

Suzanne Goldberg

Eshti Sookram

## **Sub-Consultant Team**

RES Group

MUD Workshop

KB Engineering

Kevin Dwarka, LLC.

- Lead all public engagement
- Prepare the Strategic Investment Plan (SIP) & other documents
- Assist LPC with identification, development, and evaluation of potential projects

# Local Planning Committee

## LPC Co-chairs

Mayor Ralph Ekstrand, *Village of Farmingdale*

Peter Elkowitz, *President and CEO, Long Island Housing Partnership (LIHP)*

## LPC Members

Anthony Bartone

George Graf

Adrienne Esposito

Eric Anderson

William Sklar

Joseph Staudt

Debbie Podolski

Nick DeVito

Chris Werle

Paul Defendini



**We would like to set a standing day and time for regular LPC meetings.**

- Is there a time of day that works best?
- What day of the week is available?

# Code of Conduct

# What is the NYF Code of Conduct?

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- Guidelines, standards and procedures for Local Planning Committee (LPC) members to follow throughout the planning process
- All LPC members are required to serve and act in the public interest.
- LPC members will receive and **must** sign the *Code of Conduct for Members of New York State Downtown Revitalization Initiative and NY Forward Local Planning Committees (Code of Conduct)*.



# Remember...

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

**D.**

**Disclose conflicts  
of interest**

**A.**

**Act in the public  
interest**

**D.**

**Disqualify as  
necessary**

# Documenting Conflict(s)

- Members must identify if they have a potential conflict at the first meeting in which the matter giving rise to the conflict is discussed.
- When a potential conflict is identified, LPC members must complete and submit a formal Recusal Form.
- LPC members may not vote, or attempt to influence, a discussion or vote on any project(s), where a potential conflict of interest exists.



**Downtown  
Revitalization  
Initiative**



**NY Forward**

## Recusal Form

LPC Member Name \_\_\_\_\_ Date \_\_\_\_\_

DRI or NYF Name \_\_\_\_\_

Applicable Project Title(s) \_\_\_\_\_

### Reason(s) for Recusal

(Check all that apply.)

- ☐ I or a relative or family member have a financial interest in the project. (Describe below.)
- ☐ I or a relative or family member have an interest as a board member, owner, officer, employee, or investor in the project sponsor. (Describe below.)
- ☐ I or a relative or family member have an interest as a board member, owner, officer, employee, or investor in a potential competitor of the project. (Describe below.)
- ☐ Other: \_\_\_\_\_

Please provide a description of each conflict. (Be complete and specific. Attach additional pages if necessary.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Member Signature \_\_\_\_\_

# Documenting Conflict(s)

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- The LPC co-chairs will remind members of their obligation to recuse at each meeting of the committee.
- 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 and NYF planning process.
- The recusal list will be updated at each meeting.



# Voting on Recommended Projects

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- All LPC members will vote on a slate of projects to be recommended to the state for NYF funding.
- Voting will take place via an official LPC ballot to be submitted to the State.
- LPC members must recuse themselves from voting on individual projects where a conflict of interest exists.
- LPC members must follow the determinations made by the Ethics Officer in accordance with the Code of Conduct and other applicable laws.

# Preamble

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- A Preamble will be read by a LPC co-chair at the beginning of every LPC meeting reminding members of their obligation to act in the public interest and recuse if necessary

*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.*

*The conflicts of interest we have on file include (insert list of LPC members names, affiliation, and project with the conflict). Do any LPC members need to make a disclosure to the Committee? (Pause for additional disclosures.) Thank you.*

*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.*



# **NYF Program Overview & Process**



# What is DRI + NYF?

- Two complementary programs with common goals
- Programs recognize the unique qualities and sizes of various communities throughout the State
- State-wide investment to reinvigorate local and regional economies by revitalizing downtowns



# NYF Goals

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**Enhance downtown living  
and quality of life**



**Create an  
active downtown with  
a mix of uses**



**Provide diverse  
employment opportunities  
for a variety of skill sets  
and salary levels**



**Create diverse  
housing options for  
all income levels**



**Provide enhanced public  
spaces that serve those of  
all ages and abilities**



**Encourage the reduction  
of greenhouse gas  
emissions**



**Grow the local property  
tax base**

# Planning Process



## Visioning

Refine the community's future vision, establish priorities and gather input



## Opportunities + Challenges

Understand the community's unique characteristics and key opportunities



## Project Development + Evaluation

Identify, develop, and evaluate potential projects



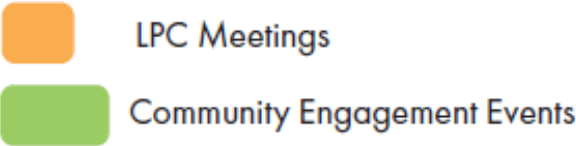
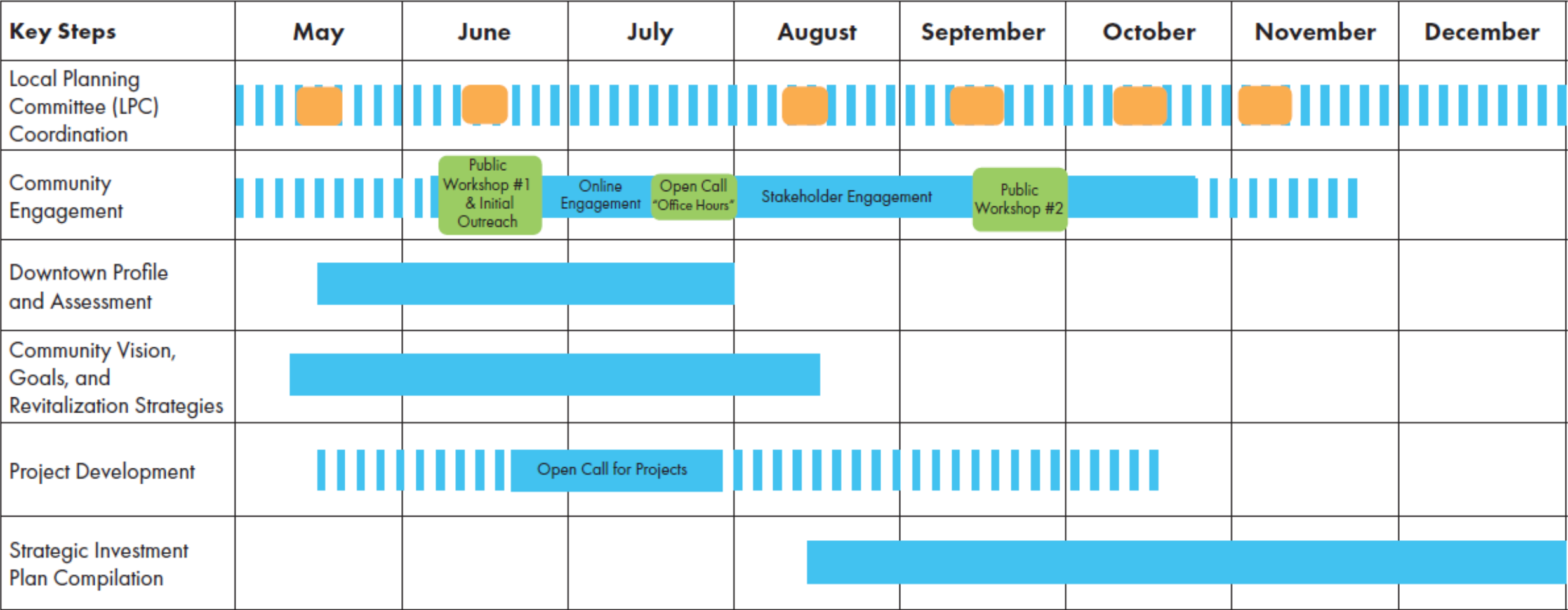
## Project Recommendations

Recommend projects that align with the community's goals

## 9 Month Timeframe (April – December 2025)

- Each community is led by a consultant team who guides the planning process, works with sponsors to develop projects to recommend to the State, and documents the process and projects in a Strategic Investment Plan.
- This process helps ensure all voices are heard and projects are carefully considered.

# NYF Timeline



# How are projects identified?

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**Projects included in the  
community NYF application**



**Projects solicited through  
the Open Call for Projects**

**The LPC will evaluate all projects based on the NYF  
Program criteria and community goals. Not all solicited  
projects will be included in the final Strategic  
Investment Plan.**

# Open Call for Projects

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- The Open Call for Projects provides an opportunity for community members, property owners, and business owners to submit projects for consideration
- Submission period will be open to the public for at least 4 weeks
- Applicants must complete a submission form with required information (available online or in hard copy at accessible locations)

**We are looking for projects that are ready to be implemented in the near-term, are transformational, and are feasible!**

# What are the eligible project types?

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## **Public Improvement Projects**

Streetscape and transportation improvements, recreational trails, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects.



## **New Development and/or Rehabilitation of Existing Downtown Buildings**

Development and redevelopment of real property for mixed-use, commercial, residential, not for profit, or public uses. Development / redevelopment should result in employment opportunities, housing choices or other community services.



## **Small Project Grant Fund**

A locally managed matching small project fund (up to \$600,000) for small downtown projects, such as façade improvements, building renovations, business assistance, or public art.



## **Branding and Marketing**

Downtown branding and marketing projects that target residents, tourists, investors, developers and visitors.



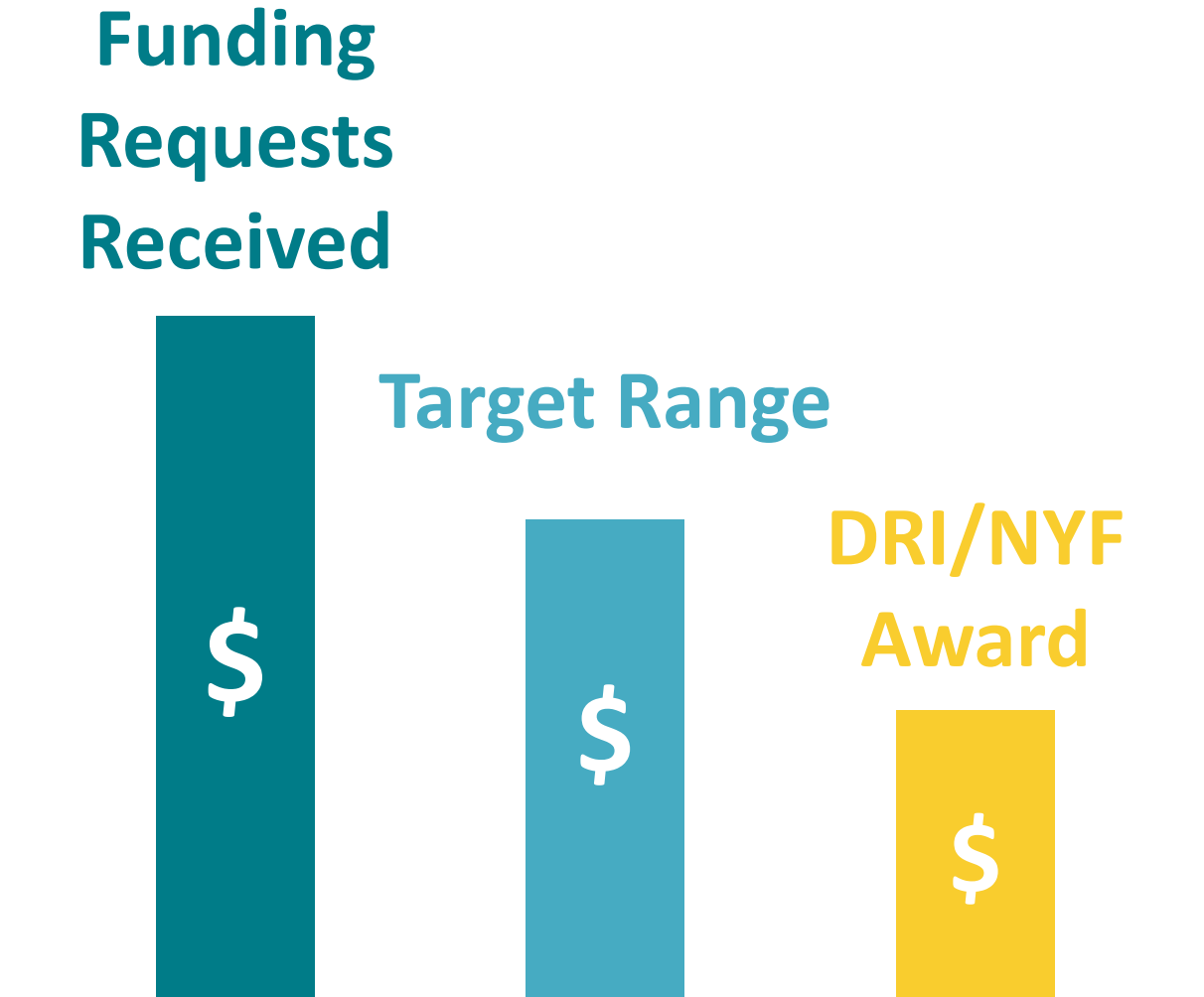
# What are the ineligible project types?

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- **Planning Activities.** All DRI/NYF funds must be used to implement projects.
- **Operations and Maintenance.** Funds cannot be used for on-going or routine expenses, such as staff salaries and wages, rent, utilities, and property up-keep.
- **Pre-award Costs.** Reimbursement for costs incurred before the completion of the Strategic Investment Plan and the announcement of funding awards is not permitted.
- **Property Acquisition.** DRI/NYF funds cannot be used for property acquisition.
- **Training and Other Program Expenses.** DRI/NYF funds cannot be used to cover continuous costs, such as training costs and expenses related to existing programs.
- **Expenses related to Existing Programs.** DRI/NYF funds cannot supplement existing programs or replace existing resources.

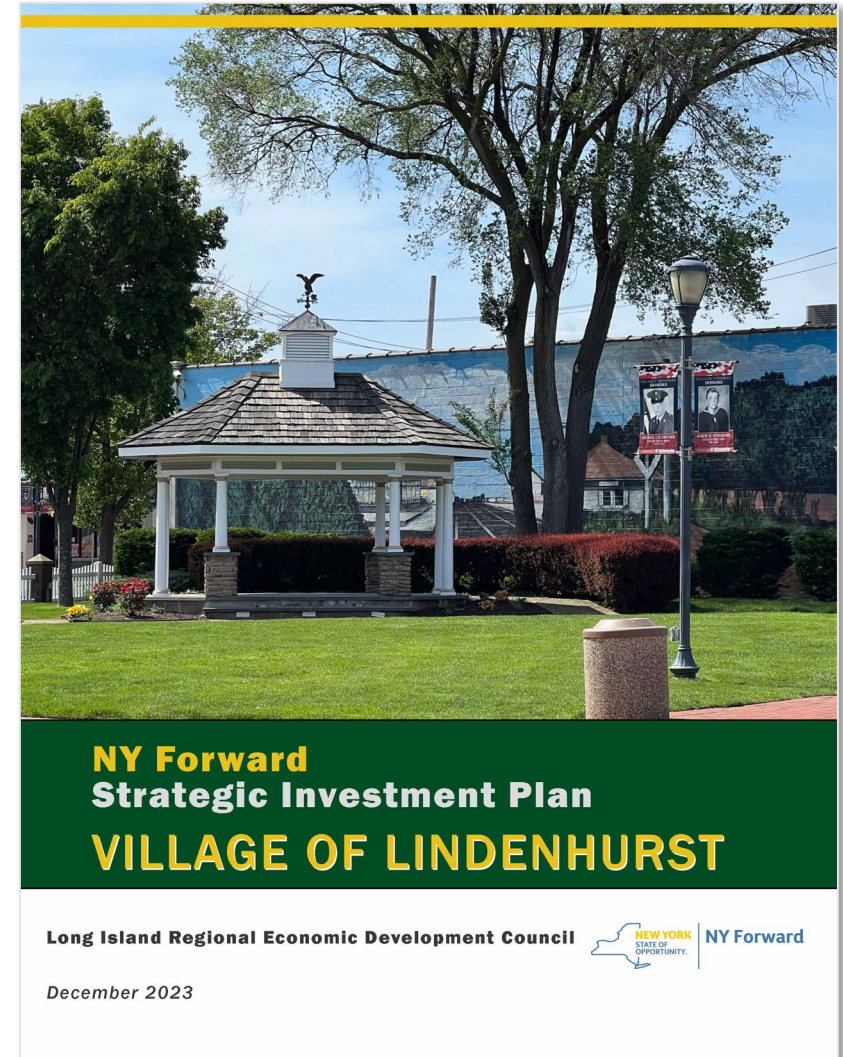
# Final Slate of Recommended Projects

- Final slate of projects takes into consideration feedback from the public and is finalized by the LPC
- The total amount of requested NYF funds will have a higher dollar amount than what will be awarded



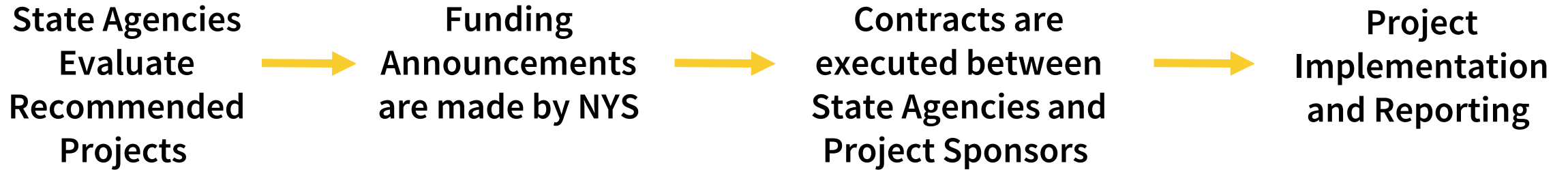
# Strategic Investment Plan (SIP)

- Also known as the NYF plan.
- Prepared by Consultants based on guidance from LPC, details the NYF process.
- Contains analysis on demographics, community's history, vision, and goals, as well as downtown management and implementation strategy.
- Culminates with description of projects proposed for NYF funding, voted on by LPC.
- Project slate is mix of public and private investment in the community.



# What happens after the planning process ends?

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- Announcements are typically made in the months following submission of SIPs
- Projects begin implementation as soon as possible



# LPC Responsibilities

# LPC Overview

**The Local Planning Committee (LPC) is a diverse group of 10-12 individuals with connection to the NYF area (live, work, or play) who will help shape its transformation by discussing, and eventually voting, on a slate of transformational projects.**





# What is the Local Planning Committee?

- Group of diverse community and regional stakeholders nominated by the municipality and others. Confirmed by NYS.
- Ambassadors of the NYF program and their respective communities
- Led by co-chairs – typically the local chief elected official and a REDC member/designee
- Ensure the community vision is met and the public interest is served





# Your ultimate responsibility is to...

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- Identify best ways to communicate with and engage the community
- Recommend key stakeholders and groups/organizations we should hear from
- Provide guidance and direction on documents
- Help identify potential projects for funding
- **Conduct project evaluation and recommend projects for funding**



*We want you all to be active participants in this process and hear your opinions!*

# What should you expect?

- Generally monthly meetings approximately 1.5 – 2 hours in length, which are open to the public
- Regular emails from state representatives and/or consultants with meeting materials
- Assistance with and participation in public engagement sessions
- Provide input on documents prepared by consultants



***We will establish a schedule of meetings at a time that is most convenient for members.***



# Public Engagement



# Public Engagement

- **Critical component of the NYF planning process!**
- Lead by the consultant team
- Takes place throughout the process and is tailored specifically to each community's needs
- Activities should encourage participation from a broad and diverse population





# How does Public Engagement Help This Process?

- Helps to craft / refine the downtown's vision, goals, and strategies
- Input on project types and community needs
- Feedback on proposed projects and transformative potential in downtown



# Public Engagement Methods

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- LPC Meetings
- Open Call for Projects
- Public Workshops (x2)
- Local Outreach Activities
- Online Engagement

*Are there important community groups or stakeholders we should reach out to?*

*Do you have any advice on meeting locations, specific activities, notification methods, etc.?*

# Public Outreach – Upcoming Meetings

## First Public Workshop

- Set Date & Location

## Pop-Up Meeting

- Farmers Market
- Spring Fire Department Fair
- Art in the Park
- Other events?

## Stakeholders

- Organizations, community groups, individuals



*Public Workshop*

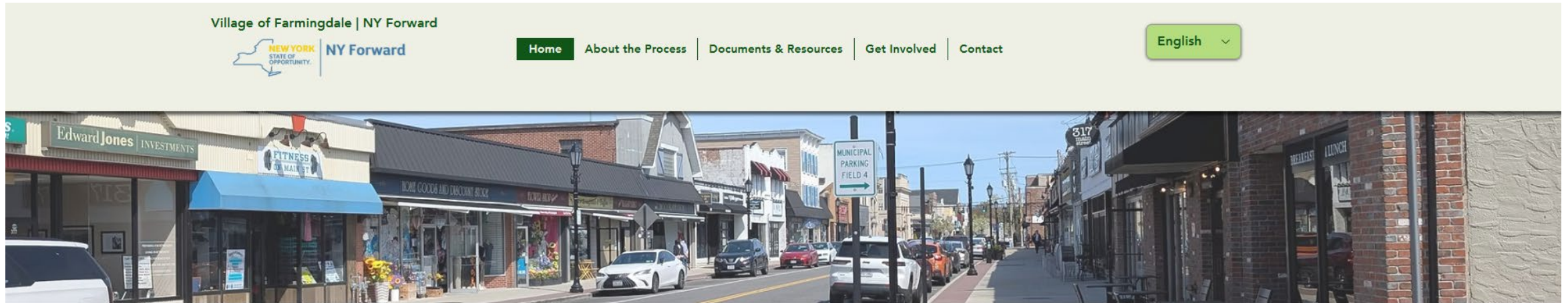


*Pop-Up Meeting*



# Public Outreach – Website

Visit the project website: [FarmingdaleNYF.com](https://FarmingdaleNYF.com)



## NY Forward: Village of Farmingdale

NY Forward (NYF) was launched in 2022 to support downtown revitalization for New York's smaller communities, with a focus on hamlets, villages, and neighborhood-scale commercial centers. Through the NYF program, smaller downtowns will receive planning and implementation support needed to attract more businesses, residents, and visitors, while also providing a higher quality of life for all residents. Farmingdale is the winners in the Long Island region for 2025, and has been awarded \$4.5M toward improvements that will help transform the downtown area.

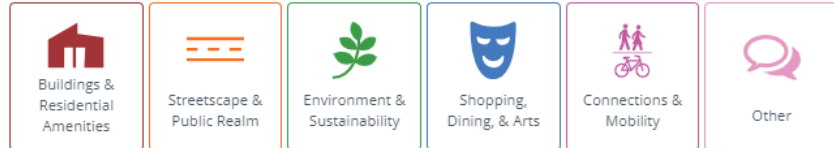
With technical assistance provided by the State and guidance from a Local Planning Committee and the public, Farmingdale will develop a Strategic Investment Plan that identifies specific projects that align with a unique vision for revitalization of the downtown area. This website contains all the information, documents and announcements about NYF as they become available throughout the process.



# Public Outreach – Ideas Wall

## Anticipated to launch by Public Meeting #1

Please add your vision and ideas on how Downtown Long Beach can be improved. Click on a category to enter a comment or see what others wrote.



Turn the third lane into a protected bike lane . You can never use the third lane during the day due to double parking and space could be much better utilized by moving parking away from curb and creating an exterior bike lane.



Start a discussion

Streetscape & Public Realm | 19 days ago

Like +5 Dislike

Biking is a huge part of LB culture. Oceanview or the Boardwalk are fine but Park Ave needs a bike lane. Also, for visitors, somewhere near the train station to rent bikes would be a great option.

Start a discussion

Streetscape & Public Realm | 3 days ago

The Trolley is one of my favorite aspects of LB but there no clear information about it. It would be amazing to have more signage at the train station and the bus stops giving residents and visitors info about using the Trolley. For example, how much does it cost? When does it run? What stops does it make? Is there a bus pass or do you need cash? I've found this info online but it's not easily accessible for those that don't know where to look.

Start a discussion

Connections & Mobility | 3 days ago Like +3 Dislike

Speed bumps should be REQUIRED on every residential street directly bordering Park Ave along East/West Chester and East/West Walnut between Laurelton Blvd and Monroe Blvd. These blocks have much increased through traffic due to the congestion of the downtown area. In addition, the streets along Chester and Walnut have traffic lights, causing those who need to urgently make the light to speed furiously down the block and putting children and pets in extreme danger.

Join the discussion (1)

Other | 14 days ago Like +3 Dislike

Here's a perfect example of how we can reimagine park avenue, inspired by Barcelona's ramblas, and at a minimal cost of only \$11.5 million Lancaster CA completely rejuvenated its downtown to see more than 800 new permanent jobs created and over \$270 million of economic input.

Lancaster, CA transformed its downtown in just 8 months by redesigning its main street from a mini-highway to a tree-lined boulevard.

For the cost of just \$11.5M, the project has generated \$273M in economic output since 2010, creating 800 jobs, and nearly doubling tax revenue!



Bike rack idea I saw in Syracuse, NY. Maybe they're less expensive than the pretty bike racks.



Add greenery to create separation btwn traffic and sidewalk/storefronts creating a greener, more visually enticing downtown. These could be stormwater planter to filter water instead or direct my outputting it to the bay. Seating and trash receptacles could be incorporated into the design to create a seamless design btwn all.



Ideas Wall Example

# **Farmingdale NYF Application Overview**



# Farmingdale's Assets & Opportunities

## Assets to build upon:

- Proximity to LIRR
- Mixed-use transit-oriented development (TOD)
- Historic assets
- Community events and festivals
- Abundance of restaurants/bars



*Farmingdale LIRR Station*



*Village Green*



*Businesses on Main Street*



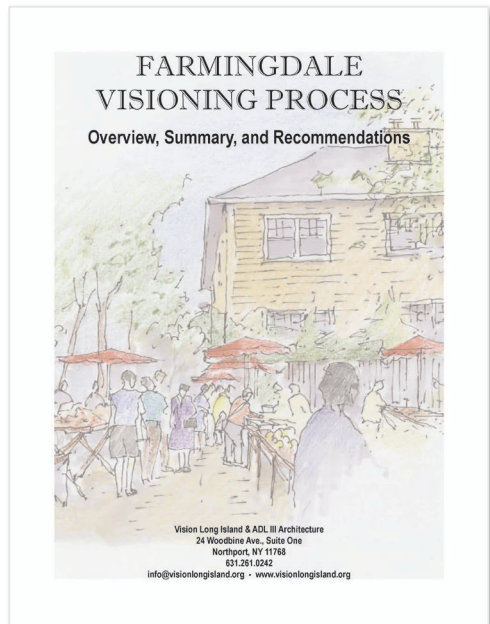
*Community Events*



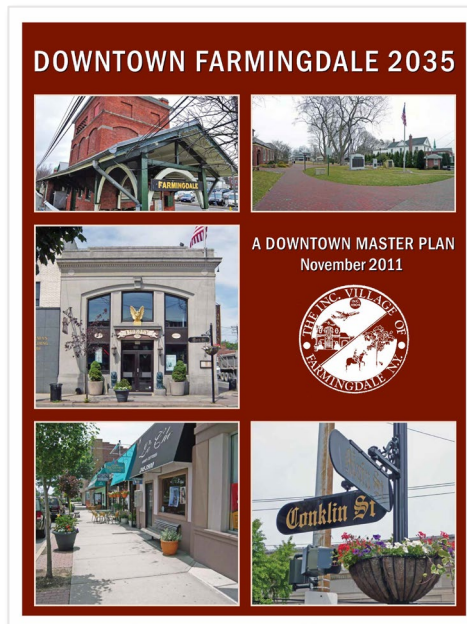
# Farmingdale's Planning Efforts

## Planning efforts to build upon:

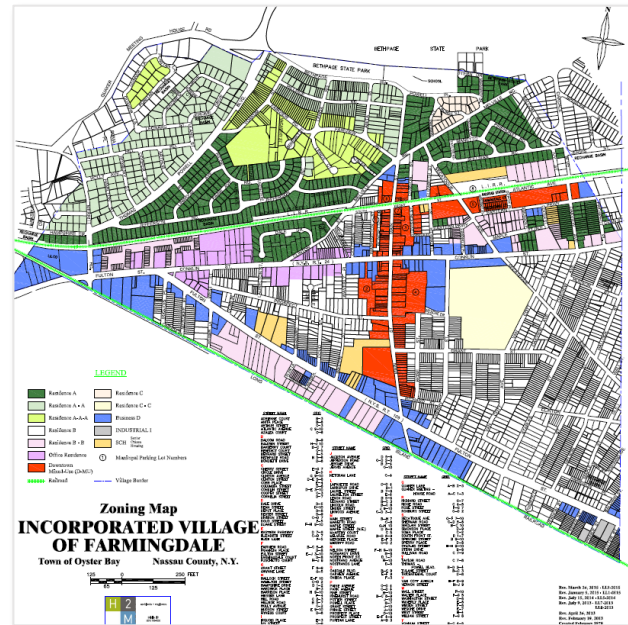
- NYF Application process
- Façade Improvement Program
- Downtown Master Plan & Update
- Creation of the Downtown Mixed Use (DMU) Zoning in 2011
- Improved parking infrastructure



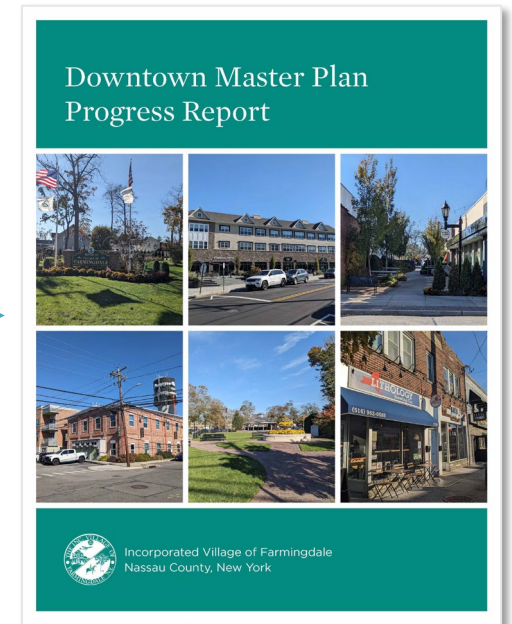
*Farmingdale Visioning Process -  
Vision Long Island (2006)*



*Downtown Master Plan (2011)*



*Downtown Mixed Use (DMU) Zoning (2011)*



*Downtown Master Progress Report (2024)*

# Identified Transformative Project Opportunities

These sites have been identified in the Village's NYF application as prime locations for implementation of a variety of initiatives.

1. Establishment of a community-desired performing/cultural arts center
2. Preservation of Thomas Powell House, furnish historic design markers and trails throughout village
3. Branding and marketing strategies
4. Continue to create downtown workforce housing
5. Small project fund for local businesses



# Community Vision and Goals

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## Vision Statement from NY Forward Application

The Incorporated Village of Farmingdale and local community stakeholders have long been united and proactive in their vision to transform Downtown Farmingdale into an attractive, walkable, vibrant, and desirable center which attracts not only multifarious retail, arts, culture, food, entertainment, and family friendly recreational opportunities, but also a diverse residential population which can afford to live, shop, and work in Farmingdale.



# Community Vision and Goals

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## Vision Statement from NY Forward Application

The Village of Farmingdale and community stakeholders are committed to creating a healthy, thriving mixed-use downtown, welcoming of all ages, races, cultures and demographics.

This ambitious goal includes creating a strong sense of place which attracts more businesses, residents and visitors, while building a strong foundation of ongoing community engagement, planning, and investment in order to provide a higher quality of life for both the current and future populace.



# **NYF Boundary**

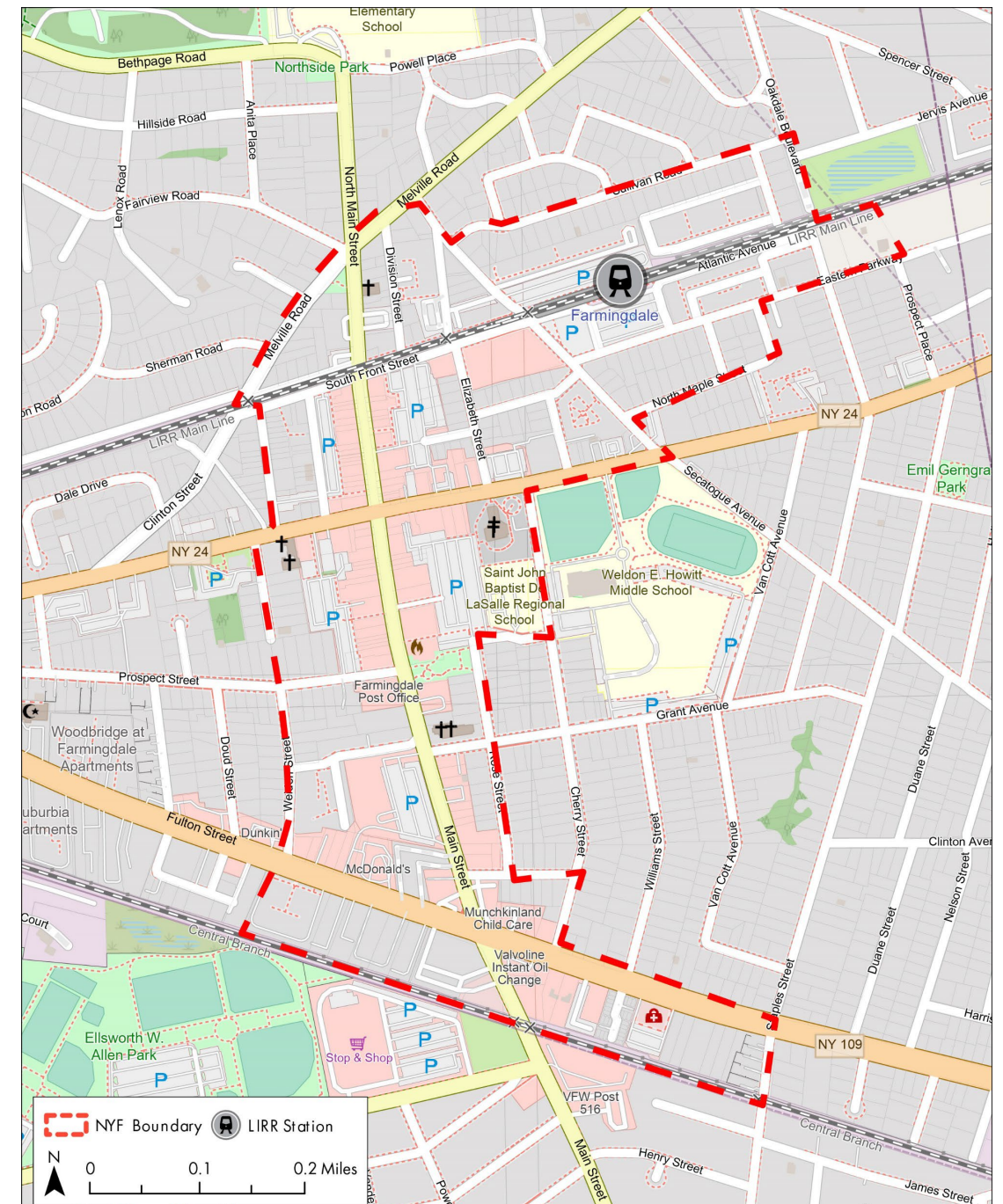
# NYF Boundary Option #1

## Pros:

- Aligns with Downtown Master Plan
- Promotes growth in areas with compatible zoning
- Directs investment in a compact, downtown area
- Encourages walkability

## Cons:

- Does not include the Thomas Powell House (potentially other funding sources for historic preservation)





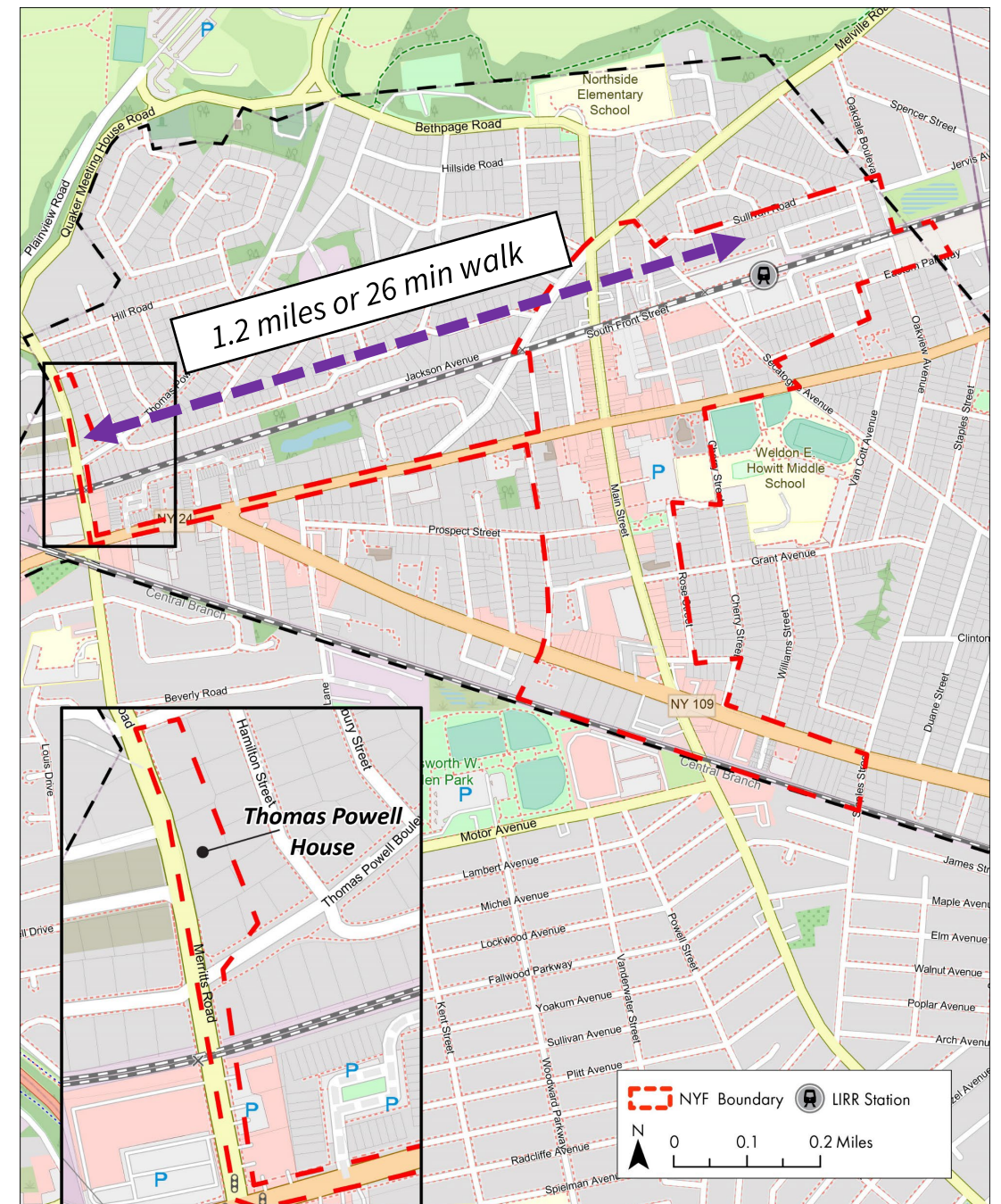
# NYF Boundary Option #2

## Pros:

- Includes the Thomas Powell House
- Opportunity for historic trail
- Potential to expand downtown to areas west on Conklin Street
- Boundary could be expanded to include more property owners on Conklin Street

## Cons:

- Includes areas that feel disconnected from downtown
- Areas along Conklin Street are primarily residential
- Expanding the boundary may dilute investment into the compact, downtown area
- Distance is not walkable/accessible for all



# Visioning Exercise

## Farmingdale NYF Visioning Exercise

0 surveys completed

0 surveys underway



**What's Next?**

# Next Steps

- Review the NYF Guidance Document
- Review the community's NYF application
- Review, sign and return the Code of Conduct

**Project Website:**  
**FarmingdaleNYF.com**

**NY Forward Program Resources:**  
**[https://www.ny.gov/programs/  
ny-forward](https://www.ny.gov/programs/ny-forward)**



# Next Steps

## ■ LPC Meetings

- LPC #2
- LPC #3

***Discuss dates***

## ■ Public Workshop #1

- Set Date & Location

## ■ Pop-Ups

- Farmers Market
- Spring Fire Department Fair
- Art in the Park
- Others?

## ■ Stakeholder List

## ■ Website and Virtual Outreach

