

City of Dunkirk Downtown Revitalization Initiative (DRI)



Public Workshop #1
June 13, 2023, 5:30 PM



**Downtown
Revitalization
Initiative**



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 PARTNERS



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 Pinasci, 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

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



ROLE OF THE PUBLIC THROUGHOUT DRI PROCESS

DRI Process

- Downtown Profile & Assessment
- DRI Vision, Goals, and Strategies
- Project Development
- Project Evaluation



Role of the Public

- Provide feedback on community issues, needs, and opportunities
- Generate project ideas
- Provide feedback on proposed DRI projects

OPPORTUNITIES FOR PUBLIC INPUT

Public Workshops

Pop-up Events

Local Planning Committee Meetings

- LPC Meeting #2: June 27, 6-7:30pm at Clarion Hotel
- LPC Meetings #3-6: Scheduled for the 4th Tuesday of the month, 6-7:30pm, Location TBD

Website: www.DunkirkDRI.com

- **Public Survey** open until July 8
- **Online Engagement Activities** after each workshop
- **Simple Project Interest Form** due June 30
- **Open Call for Projects** runs through July 17

City of Dunkirk Social Media Pages



DRI PROJECTS

General Guidelines

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



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

Visit the website www.DunkirkDRI.com for project forms and more information.



DRI SCOPE AND SCHEDULE

Key Milestones

May-Jun 2023

- LPC Kick-off
- Engagement Plan
- Vision, Goals, Strategies (Draft)
- Issue Call for Projects

Jul 2023

- Downtown Profile (Draft)
- Vision, Goals, Strategies (Final)
- Preliminary Project List

Aug 2022

- Refine Downtown Profile
- Refine List of Proposed Projects

Sep 2022

- Project Profiles (Draft)
- DRI Strategic Investment Plan (Draft)

Oct-Dec 2023

- Finalize Project Profiles
- Document Edits Complete



Dunkirk DRI Application

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



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

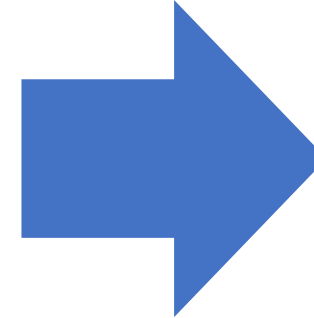


DUNKIRK DRI

\$10 Million Investment

POTENTIAL INVESTMENTS (IN DRI APPLICATION)

- Amphitheater & lakefront trail improvements
- Marina improvements
- Clarion Hotel renovations and rebranding
- Jamestown Community College Downtown Campus
- Multi-modal transportation hub & Amtrak station
- Indoor waterpark
- Washington Avenue residential renaissance
- Dunkirk Macaroni Company apartments
- Central Avenue redevelopment
- Dunkirk Place Specialties
- Dutch Berges Lake Shore redevelopment site
- Wayfinding

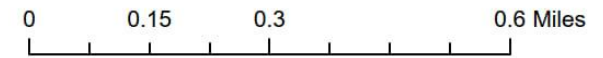


OUTCOMES

- Waterfront activation
- Year-round activities
- Jobs
- Housing
- Walkability
- Improvement to Built Environment

DRI BOUNDARY

- Includes waterfront and harbor assets (e.g., breakwall, docks) and central business district.
- Boundary area narrows to the south to focus on commercial and mixed land use.



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.





Visioning Session

INSTRUCTIONS

1. Individually, complete the **vision statement** exercise form.
2. Share your ideas with the group.
3. Discuss: What is your vision for downtown Dunkirk?
4. Individually, complete the **goals** exercise form.
5. Share your ideas with the group.
6. Discuss: What are your goals for revitalizing downtown Dunkirk?

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Visioning Session

Dunkirk Downtown Revitalization Initiative

INDIVIDUAL VISION STATEMENT EXERCISE

Please help us build on the Dunkirk DRI **Vision**. Read the draft vision statement below and let us know what works, whether anything is missing, or how it could be improved.

DRAFT VISION STATEMENT:

The City of Dunkirk outlined a vision for downtown that 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 with activities for residents and visitors. Downtown Dunkirk will be more attractive, livable, walkable, welcoming, and memorable. The Dunkirk DRI will amplify our diversity, history, and unique sense of place with a genuine and authentic experience that will be catalytic for future organic growth.

What resonates with you?

What could be better / What is missing from the vision statement?

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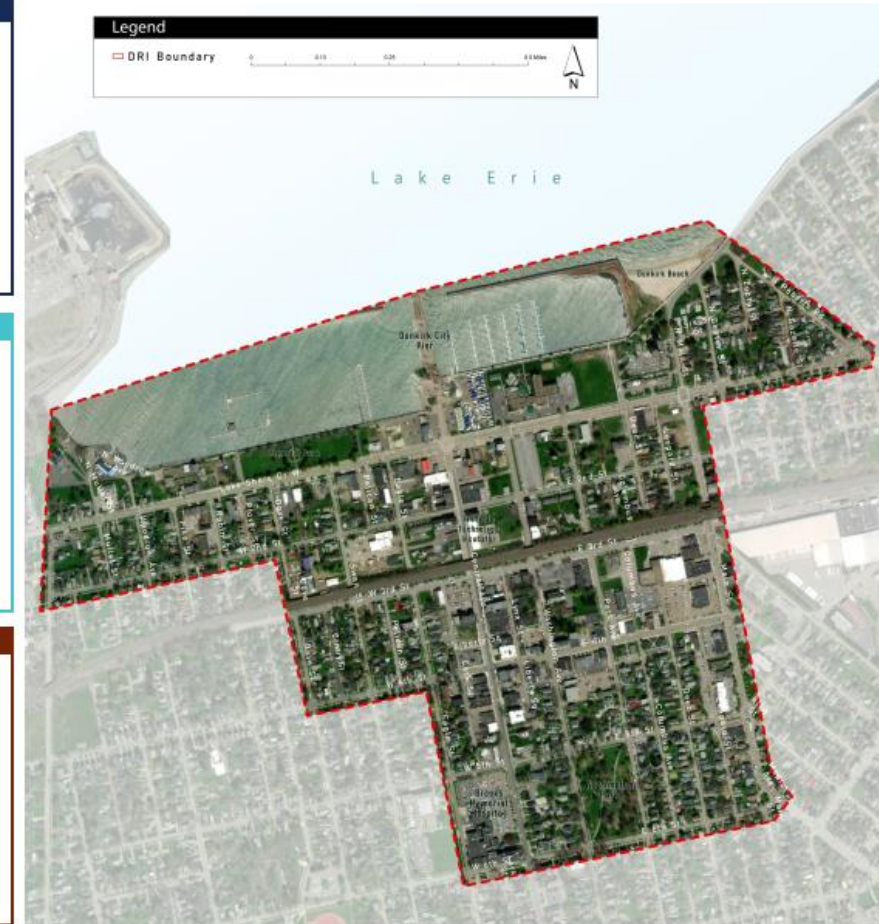


Activity: Identify Opportunities and Challenges

INSTRUCTIONS

1. Individually, brainstorm strengths, challenges, and opportunities within the DRI Boundary. Write your ideas down on post-it notes.
2. Place your post-it notes in the corresponding box on the table map.
3. Share your ideas with the group.
4. Identify common themes and cluster those post-it notes together.

	Strengths What makes the DRI area special? What do you love about it?
	Challenges What are the DRI area's issues or weaknesses?
	Opportunities What opportunities do you see for the DRI area?



NEXT STEPS

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Questions / Comments

About the Dunkirk DRI

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