

New York Institute of Technology

and the

New York Main Street Alliance

present the

2015 Main Street Forum

March 5, 2015

9:00am - 5:00pm

For 16 years, One of New York's best Downtown Revitalization Conferences

www.mainstreetforum.com

“Rejuvenating your Commercial Corridor”

New York Institute Of Technology

16 West 61st Street, New York, New York; -at 61st Street and Broadway

Conference Schedule:

8:30am - Registration/Breakfast

9:00am – “Three Urban Plans for Long Island communities”

Prof. Michael Schwarting: Director of Urban and Regional Design, NYIT

10:00am - "Moving the Curbs on Main Street To Make Money"

A Panel Discussion on Innovative Transportation Case Studies

Michael King, Principal: Nelson\Nygaard Consulting Associates, moderator

Ingrid Richards, Manager: Downtown and Economic Development, Village of Ossining

Nina Arron, Director of Planning and Sustainability, City of New Rochelle

11:00am – “Best of Regional Downtown Revitalization, throughout Long Island, NYC and New York State”

Robert Elliott, former Deputy Secretary of State for New York State, moderator

Eric Alexander, Director: Vision Long Island

Victor Dadras, Partner: Dadras Architects, and the Downtown Revitalization Group

Kris Goddard, Executive Director: BID Program & Development, NYC Dept. of Small Business Services

12:00pm - Lunch break

1:00pm – “New York State’s Main Street Program: Success Stories”

Crystal Loffler, Program Director, NYS OCR

Chad Purkey, Project Manager, Myrtle Avenue BID

2:00pm – “The Do’s and Don’ts of Retail”

Larisa Ortiz, Principal: Larisa Ortiz Associates, LLC, moderator

Dana Frankel, Director of Economic Dvlpt., Planning & BID Services, LIC Partnership

Artineh Havan, Executive Director, Grand Street BID

3:00pm – “New York’s Cities 2015 and Beyond”

Wade Beltramo, General Counsel: New York State Conference of Mayors and Municipal Officials (NYCOM)

4:00pm – “Utilizing Cloud Tech for Downtown Revitalization”

Anthony Capece, Executive Director: Albany Central District Management Association

5:00pm – Conference concludes

2015 Main Street Forum

March 5, 2015

9:00am - 5:00pm

For 16 years, One of New York's best Downtown Revitalization Conferences
www.mainstreetforum.com

Session Descriptions and Speaker Bios:

+ 9:00am: Three Urban Plans for Long Island communities

Prof. Michael Schwarting: Director of Urban and Regional Design - NYIT

The Office of Campani and Schwarting Architects have produced three urban plans for Long Island communities:

The Village of Port Jefferson Waterfront Revitalization Plan was approved by the village of Port Jefferson on July 5, 2013. It was supported by a 2010 grant from the New York state Department of State Coastal Division with funds provided under Title 11 of the Environmental Protection Fund and matched by the Village of Port Jefferson and the Town of Brookhaven. The project was to develop a plan to replace a Town parking lot with a public park for the waterfront in Port Jefferson, extending from the Port Jefferson harbor edge at the west to the Harbor front Park that was completed in 2008, creating a continuous park along the harbor. An important goal was to better connect the Village downtown to the harbor. This included traffic and pedestrian improvements for Main Street that ends at the harbor.

The second project, Upper Port Jefferson Revitalization Plan – Planning and Urban Design Study, was a commission from the Village of Port Jefferson to be a part of a Comprehensive Plan Update which was being completed at the same time. It was approved by the Village on February 4, 2013. The site is a quarter mile commercial Main Street, extending north from the Village boundary and LIRR Port Jefferson station. It is about one miles from downtown Port Jefferson at the harbor. This was a form based study to revitalize a run-down small shopping area on Main Street into a pedestrian oriented, walkable residential and commercial community with transit oriented development.

The third project is the Port Jefferson Station Commercial Hub Study for the Hamlet of Port Jefferson Station-Terryville in the Town of Brookhaven on Long Island. It was sponsored by the Planning Commission of the Town of Brookhaven & approved by the Town on March 4, 2014. The site is approximately two miles of the same Main Street of the other two projects. The goal of the project was to transform a stretch of continuous strip malls & shops, south of the LIRR station, into a Main Street character. This too was a form-based study & was accomplished with a Citizens Advisory Committee in collaboration with Long Island planner, Dr. Lee Koppleman.

Speaker Bio:

Jon Michael Schwarting is a registered architect with a Bachelors degree in Architecture and a Masters degree in Urban Design from Cornell University. He received a Museum of Modern Art fellowship to study at the Institute for Architecture and Urban Studies in New York, received a Rome Prize, and is a Fellow of the American Academy in Rome. He was an Associate at Richard Meier Architects in New York in addition to having been a partner in several firms since 1973; Mr. Schwarting is presently partner at Campani and Schwarting Architects in Port Jefferson, NY. He has lectured internationally with much of his work having been published internationally in journals, books, and newspapers. Over the years, he has received private and public grants for architectural and urban research. He has taught architecture at a number of institutions including Cooper Union, Columbia, Penn, Yale, Cornell and Syracuse. He is presently Professor at NYIT, where he has served as Chair and Director of the Graduate Program in Urban & Regional Design.

+ 10:00am: "Moving the Curbs on Main Street To Make Money"

Michael King, Principal: Nelson\Nygaard Consulting Associates, moderator

Ingrid Richards, Manager: Downtown and Economic Development, Village of Ossining

Nina Arron: Director of Planning and Sustainability, City of New Rochelle

A Panel Discussion on Innovative Transportation Case Studies

moderated by Michael King, of Nelson\Nygaard, with examples of successful projects

–with panelist/clients: Ossining, NY and New Rochelle, NY

Speaker's Bios:

Michael King designs streets. Michael's streets and street networks are complete, resilient, and sustainable. In his 20+ year career, he has been at the forefront of mobility, accessibility, and sustainability, working globally from New York to New Orleans, Buenos Aires to Bangkok. He excels at the intersection of transportation and urban design.

Michael brings a designer's eye and training to bear on often intractable transportation issues. He was the first director of traffic calming for New York City; designed the second shared street in the United States (Santa Monica); helped originate the nation's first Safe Routes to School program (Bronx); and has designed bicycle facilities for the largest bus rapid transit system in Asia (Guangzhou). He helped craft the City of Chicago's complete and sustainable streets strategy and oversaw the creation of the NACTO Urban Street Design Guide. In 2013, Michael was awarded the Association of Pedestrian and Bicycle Professionals Private Sector Professional of the Year.

Ingrid Richards has been a dedicated and humble public servant throughout her career. For over 15 years, Ingrid has not only served in multiple levels of government administration including county and local municipalities, but she has helped to advance the causes of various nonprofit organizations within Westchester County.

Ingrid currently serves as the Manager of Downtown and Economic Development for the Village of Ossining. Ossining, with a population 25,000, is a stunning waterfront community with a range of housing types, from the very modest to luxurious estates, and a diversified population with an extensive racial and religious mix. Ingrid works diligently to maintain Ossining's status as one of the best communities in Westchester to live in by encouraging a range of housing opportunities and promoting a vibrant downtown and retail corridors. Prior to her role in Ossining, Ingrid served as the Village Manager for Briarcliff Manor and the Assistant to the Administrator for Rye Brook.

Nina Arron, MSc Planning Cardiff University, UK; was appointed Director of Planning and Sustainability for the City of New Rochelle in mid-2014. Nina's background includes economic and social development in New Zealand and the Pacific, project management in Corporate America, and a passion for walkability and urban greening.

+ 11:00am - “Best of Regional Downtown Revitalization, throughout Long Island, NYC and New York State”

Robert Elliott, former Deputy Secretary of State for New York State, moderator

Eric Alexander, Director: Vision Long Island

Victor Dadras, Partner: Dadras Architects, and the Downtown Revitalization Group

Kris Goddard, Executive Director: BID Program & Development, NYC Dept. of Small Business Services

This panel discussion, and presentations, moderated by Bob Elliott, will examine best practices, and specific examples of regional downtown revitalization projects throughout the regions of Long Island, New York City, and New York State

Speaker’s Bios:

Robert Elliott: Bob Elliott has an extensive career in the government, non-profit, and business sectors. Bob served as the Mayor of Croton-on-Hudson from 1991 to 2005 and is a past President of both the Westchester Municipal Officials Association and the New York Conference of Mayors. Recently, Bob was the Deputy Secretary of State of New York State and prior to that was the Executive Director of the New York Planning Federation, which trains and provides technical assistance to municipalities across New York State.

Bob is the founder and past Chairman of Historic River Towns of Westchester, an organization focused on waterfront development, tourism and main street economics in a bottom-up approach to regional planning. He has been the Director of Economic Development, as well as head of the Industrial Development Agency for Westchester County and was also President of the Westchester Convention and Visitors Bureau. Bob was one of the organizers and President of the New York Municipal Insurance Reciprocal, a corporation owned by and insuring over 600 counties, cities, villages and towns in New York State

Eric Alexander, is the Director of Vision Long Island, the region’s Smart Growth planning organization. Eric has over twenty years of experience in housing, transportation, community development and coordinating successful community projects. Specifically, Eric has been a proponent of Smart Growth planning and mixed use development through advocacy efforts on Federal, State, County levels while working with municipalities to develop and implement smart growth policies, regulations, and projects. All told his efforts at Vision Long Island have resulted in acting as a catalyst for over 65 private and 70 public Smart Growth projects supporting 7,800 units of Transit Oriented Development across LI. Since joining Vision Long Island (formerly Vision Huntington) Eric has been working to support proactive land use planning decisions through the use of community visionings, and other progressive planning techniques.

Eric has been listed as one of Long Island’s 100 most influential leaders by the Long Island Business News for three years running and recently was featured on the cover of Corridor magazine. In 2014 he was honored by the 100 Black Men of Long Island and received a “Founders Day” Award by the Ethical Humanist Society of Long Island. In 2013 he was honored with a LI Real Estate “Leadership” Award by the LI Business News, “Long Island Achievement Award” by Public Relations Professionals of Long Island. He was also honored as “Person of the Year” by Northport Patch in 2012, as a “Leader who makes a Difference” by the Hauppauge Industrial Association in 2011, “Business of the Year” by the Hicksville Chamber of Commerce in 2010, a “Graduate of Distinction” by Leadership Huntington in 2010, sustainable development by the LIPC in 2008, community planning by the American Planning Association NY Chapter in 2008, Businessperson of the Year by the Nassau Council of Chambers of Commerce in 2005, the LI Business News 40 under 40 designation in 2003 and the LI Alliance Kairos Award in 1990.

Victor Dadras, is an architect and urban designer with over thirty years of diverse experience, most notably in the design of housing, institutional work, Main Street revitalization, and planning of communities. He holds a Master of Architecture degree in Urban Design from Harvard University, where he participated in published design and planning studies for the city of Jerusalem, in Israel.

As partner with Dadras Architects, his **Main Street revitalization experience** has included both rural / small-town Main Street projects, as well as Urban Neighborhood –Retail Corridor projects: As consulting Architects for the **Greene County (NY) Main Street Revitalization Small Grants Program**; as the architectural consultants for the **City of Yonkers, NY**: Lake Avenue Facade program & McLean Avenue Commercial District Revitalization Program. Dadras also provided architectural consulting services to the **Sutphin Blvd. BID** (Jamaica, Queens, NYC), for their Façade Improvement Program, and –most recently, to the **Downtown Brooklyn Partnership** (3 BIDs), for a very successful 3-year Façade Improvement Program (42 facades, total), from 2011-14

Also, as consulting Architects/Urban Designers to: the Village of Spring Valley, NY; Village of Deposit, NY; Village of Hobart, NY, Village of Stamford, NY, Village of Greenwood Lake, NY, Village of Great Neck, NY, the NYC neighborhood of Douglaston (Queens), NY, and the City of Ogdensburg, NY -for the preparation of their "**Main Street Revitalization Strategy**" -Study Report and recommendations. Dadras Architects have also served the **NYC-Department of Small Business Services** as Consultants to the Storefront Improvement Program, in NYC, working in 3 different neighborhoods of NYC (Red Hook, Brooklyn, White Plains Road, Bronx, and Hamilton Heights, Harlem): 2005-2008; and by the **New York State DHCR- New York Main Street Program**, as *Consultants for Technical Assistance* –in **13** different communities (both rural & urban), throughout New York State: 2006-2009; and again in 2012-2015, for the preparation of Design Guidelines for Education (webinars) for throughout New York State.

Victor Dadras has spoken extensively at local, regional, statewide and national urban planning conferences, including statewide Main Street Conferences (NYCOM), and the 2003-thru-2014 NYMSA Main Street Forum, in Liberty, NY and NYC; The NYS Planning Federation annual Conference, & 2006 APA-State Planning Conference; the LISC Urban Forum, in Miami, 2006, and in Indianapolis, IN, in 2008; at the Municipal Art Society–2006 Neighborhood Retail Panel discussion, in NYC; at the Historic Districts Council (NYC) -Coffee Talk Series, in 2011; the Town of North Hempstead (NY) Downtown Revitalization Conference, in 2012 & 2014; and the Vision LI Smart Growth Summit, in 2012 & 2014.

Kris Goddard: as an Executive Director with New York City's Department of Small Business Services in the Neighborhood Development Division, Kris oversees the City's Business Improvement District (BID) program, providing support and oversight to 70 existing BIDs. Kris is also responsible for the creation of new BIDs throughout NYC, guiding neighborhoods and commercial corridors that wish to form BIDs through the planning, outreach and legislative approval process. In addition to his work with BIDs, Kris also develops and oversees commercial revitalization programs for NYC's BIDs and LDCs including the Neighborhood Retail Recruitment Program and various capacity building workshops. Prior to joining SBS, Kris worked in corporate communications, media relations, and fundraising. Kris holds a master's degree in City and Regional Planning from Cornell University, and received his bachelor's degree in 2004 from Brown University, where he majored in Urban Studies and Sociology.

+ 1:00pm – “New York State’s Main Street Program; Success Stories”

Crystal Loffler, Program Director, NYS OCR – New York Main Street Program
Chad Purkey, Director, Planning & Development: Myrtle Avenue Brooklyn
Partnership

This session will focus on the NYS Office of Community Renewal’s New York State Main Street Program and the successes it has had in the New York metropolitan area.

Both Program NYS OCR Director, Crystal Loffler and Myrtle Avenue Brooklyn Partnership, Director of Planning and Development, Chad Purkey, are very familiar with the inner workings of one of this country’s most successful State Main Street Revitalization programs.

New York's Main Streets are in transition. While many downtown and neighborhood retail districts have seen new life, with significant investment in the development of civic, commercial and residential projects, others have not yet experienced this trend. Many of these communities can once again thrive with proper management and strategic investment of public and private resources. Main Street grants are revitalizing our downtowns through targeted commercial/residential improvements such as façade renovations, interior commercial and residential building upgrades, and streetscape enhancements.

Speaker’s Bios:

Crystal Loffler, is the Program Director of the New York State Office of Community Renewal’s New York Main Street Program, located in Albany, NY. Crystal works with local governments and not-for-profit organizations throughout New York State. As a Program Director, she provides technical assistance and facilitates the successful implementation of community and economic development grants awarded by NYS Homes & Community (HCR) and the Housing Trust Fund Corporation. The New York Main Street (NYMS) program provides financial resources and technical assistance to communities and not-for-profit organizations to strengthen the economic vitality of the State's traditional Main Streets and neighborhoods.

The NYMS grant program provides funds from the NYS Housing Trust Fund Corporation (HTFC) to revitalize historic downtowns, mixed-use commercial districts, and village centers through targeted commercial/residential improvements such as facade and storefront renovations, interior residential building upgrades and streetscape enhancements.

The Office of Community Renewal administers the New York Main Street program. New York Main Street provides financial resources and technical assistance to communities to strengthen the economic vitality of the State's traditional Main Streets and neighborhoods.

Chad Purkey: as the Director of Planning & Development, Chad manages Myrtle Avenue Brooklyn Partnership's façade improvement program, which provides local business and property owners with technical assistance and matching grant funds from both the State's New York Main Street program and the BID Façade Improvement Grant program. In addition to working with commercial property owners and merchants on façade improvement, Chad is also charged with developing new programming that fosters local historic preservation and contributes to the revitalization of Myrtle Avenue and the surrounding neighborhood. Chad holds a M.S. in City and regional Planning from Pratt Institute and a B.F.A. in Historic Preservation from the Savannah College of Art and Design (SCAD).

+ 2:00pm –“The Do’s and Don’ts of Retail”

Larisa Ortiz, Principal: Larisa Ortiz Associates, LLC, moderator

Dana Frankel, Director of Economic Dvlpt., Planning & BID Services, LIC Partnership

Artineh Havan, Executive Director, Grand Street BID

This panel discussion will discuss the real life challenges that practitioners face when trying to attract businesses to their districts. What challenges and pitfalls do commercial district managers face when trying to plan for and execute retail attraction strategies? Hear directly from BID Directors who are working to actively attract new businesses to their communities. Larisa Ortiz, author of ICSC's "Improving Tenant Mix: A Guide for Commercial District Practitioners" will moderate this panel.

Speaker’s Bios:

Larisa Ortiz is principal of Larisa Ortiz Associates (LOA) where she specializes in developing retail strategies for business districts in challenging urban markets. Prior to founding Larisa Ortiz Associates in 2008, Larisa served as founding Director of the Commercial Markets Advisory Service (CMAS) for the Local Initiative Support Corporation (LISC), where she was charged with developing and executing technical assistance programs in commercial revitalization for LISC’s national network of partners. In 2009, Larisa was a member of a consultant team that established the first Business Improvement District in Central America (San Salvador, El Salvador).

Larisa is a Mayoral-appointee to the New York City Planning Commission and teaches at the Pratt Institute in Brooklyn, NY, as well as for the International Council of Shopping Centers (ICSC) and the International Economic Development Council (IEDC). Larisa serves on the Board of the International Downtown Association (IDA) and as Co-Chair of the International Council of Shopping Centers (ICSC) New York State Alliance Program. She is the author of “Improving Tenant Mix: A Guide for Commercial District Practitioners” (ICSC, 2015). A Watson Fellow and Fulbright Scholar, Larisa holds a Master in City Planning from the Massachusetts Institute of Technology (MIT).

Dana Frankel joined Long Island City Partnership in 2011, currently serving as Director of Economic Development, Planning & BID Services. In this role, Dana builds partnerships among varying community stakeholders and develops and executes programs and strategies related to place-making, retail attraction and marketing. In addition, she oversees daily services of the Long Island City Business Improvement District, including supplemental sanitation, safety and maintenance of capital streetscape improvements. Dana also currently serves a member of Community Board 2 in Queens. She holds a Master of Urban Planning Degree from CUNY Hunter College and a BS in Community and Regional Planning from Appalachian State University.

Artineh Havan is the Executive Director of the Grand Street Business Improvement District (BID) and has over 15 years of combined community and economic development experience in the nonprofit, philanthropy and government sectors. Prior to that, Artineh was a community planner with Sustainable Long Island, where she coordinated and facilitated Brownfield redevelopment and downtown revitalization projects. Her experiences also include grant management at the Ford Foundation’s community development and quality employment programs as well as the Fund for the City of New York. Artineh started her public sector career in Southern California at the Los Angeles County Community Development Commission. She has a B.A. in History from University of California, Los Angeles and a Master of Urban Planning from New York University. Artineh lives 1.5 miles from the BID and is proud to be part of the community and economic revitalization of the neighborhood in which she lives.

+ 3:00pm: New York's Cities 2015 and Beyond

Wade Beltramo, General Counsel: New York State Conference of Mayors and Municipal Officials (NYCOM)

On March 21, 2006, gubernatorial candidate Eliot Spitzer gave a speech at Syracuse University's Maxwell School of Citizenship and Public Affairs entitled "Revitalizing the Economic Life of Cities." Urbanists, main street devotees, and smart growth advocates saw the speech as a long overdue watershed moment when State policy would be focused on revitalizing New York's historic, but aging and increasingly neglected cities. Unfortunately, the promise of that 2006 speech was never realized, and nine years later New York's cities, downtowns, and main streets are still in need of revitalization. This session will focus on four practical elements that are crucial to urban renewal in 2015 and beyond: (a) placemaking, (b) gap financing, (c) fostering entrepreneurship, and (d) local leadership.

Speaker Bio:

Wade Beltramo is General Counsel to the New York State Conference of Mayors and Municipal Officials (NYCOM), a voluntary membership association which represents New York's city and village governments. As NYCOM General Counsel, he is responsible for general municipal legal matters as well as building code, property maintenance, justice court, parking and traffic regulations, community and economic development, and local government consolidation and dissolution issues. He has been with NYCOM since April 2002.

Mr. Beltramo joined NYCOM after serving as Assistant Corporation Counsel in the New York City Law Department, where he litigated both civil and criminal cases on behalf of the City's Department of Buildings, Department of Health, Taxi and Limousine Commission, Department of Environmental Protection, and Fire and Police Departments. Prior to working for New York City's Corporation Counsel, he was an analyst in the New York City Mayor's Office of Operations. Mr. Beltramo graduated from Grinnell College, with a Bachelor of Arts degree in Political Science. He received his Juris Doctorate from Brooklyn Law School.

+ 4:00pm - Utilizing Cloud Tech for Downtown Revitalization

Anthony Capece, Executive Director for the Albany Central District Management Association

Learn about exciting cloud based tools & technology based management tools and trends. You will see new hardware and gadgets and web-based software that can help make your organization stay more connected with your membership or work teams and better way to promote your programs. This fast paced, interactive and fun presentation highlights examples of some very creative ways new tools are being deployed by business to innovate how we communicate and stay connected.

Speaker Bio:

Anthony Capece is the 16 year Executive Director for the Central District Management Association, Inc, in Albany, New York. The district exceeds three miles of retail, residential & commercial properties with an assessed value over 230 million dollars up from 160 million in 1998. The BID area was once a disinvested business district with 100 vacant buildings, now has seen a remarkable revival and consists of over 500 businesses & 80 places to eat. All Anthony has provided leadership not only in Economic development, but is an innovator for such programs as a not for profit Car Sharing initiative in Albany & he also has innovated such ideas a digital community wide, public, web based system called ArtTV, that brings local art and cultural programs into transit stations via a community wide digital signage network.

Anthony is currently the President of a statewide group of his professional peers called the New York State Urban Council designed to advocate and provide technical guidance to NY communities in dealing with their downtown and Main Street challenges and issues, Anthony served as part of Mayor of Albany Kathy Sheehan s transition team with his focus on improving the cities technical & IT infrastructure. Anthony Is chair of the Hudson Valley Community College Workforce training and development Division. Anthon currently serves as a member of the Board of Directors of the Northeastern Economic Developers Association, a 15 State regional group focused on regional economic development matters.