



# TIMBER SHORE

COMMUNITY ENGAGEMENT MEETING #1

78 Bridge Street, North Tonawanda, NY

# INTRODUCTION HOUSEKEEPING

1. This webinar is being recorded
2. Recording link will be shared post-meeting
3. Ask questions through:
  - Q&A Feature
  - Chat box
  - “Raise your hand” to be unmuted



# INTRODUCTION PRESENTATION OVERVIEW

## Development Presentation (~ 40 min)

Development Team

NT Momentum Master Plan

NT Local Housing Market

Resilient Development Strategy

Timber Shore

## Questions & Answers (~ 20 min)





## DEVELOPMENT TEAM LCDC + PENNROSE

**LCDC + Pennrose are jointly redeveloping the city-owned 78 Bridge Street lot.**

A core team of professionals with unsurpassed qualifications, expertise, and local knowledge will support the technical and design process:

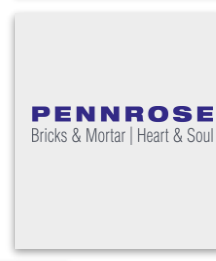
Developer	<b>Pennrose, LLC</b>
Architect + Landscape	<b>SWBR</b>
General Contractor	<b>DiMarco</b>
Property Manager	<b>Pennrose Management Co.</b>

### A Joint Partnership:



## DEVELOPMENT TEAM **PENNROSE: DEVELOPER**

- Premier multifamily developer
- Successful delivery of 17,200 rental housing units in 17 states
- Leader in mixed-income, mixed-use developments
- Partnered with over 80 municipalities
- Private, Tax Credit, State and Federal financing program experts
- Broad Experience throughout NY State



## DEVELOPMENT TEAM WHERE WE WORK

Proven history of successfully partnering with dozens of municipalities on mixed-use housing transformation projects.

### NY Specific Expertise

- Broad range of New York experience
- Hyper-local development execution
- Regional distribution
- Robust NY-based team members





DEVELOPMENT TEAM  
COMPARABLE EXPERIENCE  
**MERIDEN COMMONS I & II**



PROJECT NAME: **MERIDEN COMMONS I & II**  
LOCATION: **MERIDEN, CT**  
YEAR COMPLETE: **2019**  
UNITS: **151 Units (Rental)**



DEVELOPMENT TEAM  
COMPARABLE EXPERIENCE  
**TAYLOR I – TROY, NY**



PROJECT NAME: **TROY APARTMENTS PHASE I**  
LOCATION: **TROY, NY**  
YEAR COMPLETE: **Q1 2023 (Expected)**  
UNITS: **90 UNITS**



DEVELOPMENT TEAM  
COMPARABLE EXPERIENCE  
**THE GARRISON**



PROJECT NAME: **The Garrison**  
LOCATION: **New Castle, DE**  
YEAR COMPLETE: **2019**  
UNITS: **120 UNITS**



DEVELOPMENT TEAM  
COMPARABLE EXPERIENCE  
**WEINBERG COMMONS I & II**



PROJECT NAME: **WEINBERG COMMONS I & II**  
LOCATION: **CHERRY HILL, NJ**  
YEAR COMPLETE: **2019 (PHASE I)**  
UNITS: **160 UNITS**



# DEVELOPMENT TEAM - SWBR LEAD ARCHITECT / MASTER PLANNER

## Firm Overview

- 100+ person multidisciplinary design firm with over 50 years in practice
- Services include architecture, planning, landscape architecture, structural engineering, interior design and graphic design
- Work across New York State in our key markets, which include affordable housing, market rate/mixed-use, supportive, and senior housing

## Charlotte Square Development

- Phase 1: Market rate apartments
- Phase 2: “For sale” luxury townhomes
- Phase 3: Affordable, mixed income apartments



*Charlotte Square Development Phases 1, 2, and 3  
Rochester, NY*



*Charlotte Square Development Phase 2  
Rochester, NY*



*Charlotte Square Development Phase 3  
Rochester, NY*



DEVELOPMENT TEAM - SWBR  
COMPARABLE EXPERIENCE  
**WEDGEPOINT APARTMENTS**



PROJECT NAME: **Wedgepoint Apartments**  
LOCATION: **Rochester, NY**  
YEAR COMPLETE: **2017**  
UNITS: **60 UNITS with Retail/Commercial**

DEVELOPMENT TEAM - SWBR  
COMPARABLE EXPERIENCE  
**CHARLOTTE SQUARE PHASE 1**



PROJECT NAME: **Charlotte Square Development Phase 1**  
LOCATION: **Rochester, NY**  
YEAR COMPLETE: **2016 (Phase 1)**  
UNITS: **72 UNITS – Market Rate and Affordable Units**



DEVELOPMENT TEAM - SWBR  
COMPARABLE EXPERIENCE  
**UNION SQUARE**



PROJECT NAME: **Union Square**  
LOCATION: **Rochester, NY**  
YEAR COMPLETE: **2021 (Estimated)**  
UNITS: **66 UNITS with Retail/Commercial**



# NT MOMENTUM MASTER PLANNING PROCESS

- **2006** - Downtown Redevelopment Plan
- **2008** – NT Comprehensive Plan
- **2008** – Gratwick Park Master Plan
- **2009** – Wayfinding Study
- **2010** – Local Waterfront Revitalization Plan
- **2014** – Brownfield Opportunity Area Program
- **2018** – NT Master Plan Adopted



# NT MOMENTUM THE MASTER PLAN

- NT Momentum is a revitalization strategy for 546-acres in North Tonawanda
- Realized through a multi-year community-driven effort managed by LCD, with input by a steering committee and members of the community
- The Master Plan illustrates the vision for the future redevelopment of NT
- Started in 2006; adopted in 2018



## Project Elements

Tasks, reports, and pre-development studies



Marketing Materials



Transportation Enhancements Plan



Zoning Code Updates



Design Standards



Preconstruction Studies



Environmental Review

### Phase 1 (2015-2025)

1. Grattwick Riverside Park and Marina Improvements
2. Buffalo Bolt Business Park Redevelopment
3. North Island Residential and Park Development
4. Thompson Street Bridge Rehabilitation
5. Taylor Drive and Island Boulevard Construction
6. Tonawanda Island Promenade
7. Office Mixed-Use
8. Retail/Restaurant Mixed-Use and Little River Promenade
9. Downtown Structured Parking
10. Oliver Street Enhancements
11. New Pocket Park
12. Gateway Memorial Park
13. Hotel
14. Main Street Pedestrian Enhancements
15. Multi-Family Residential
16. Multi-Tenant Warehouse Facility

### Phase 2 (2025-2030)

17. Grattwick Riverside Park Redevelopment Phase 2





## NT MOMENTUM PLAN GOALS

1. Spur Redevelopment
2. Preserve Broad Affordability
3. Encourage Outdoor Recreation
4. Enhance Commercial + Local Community Programming
5. Sustain Waterfront Views + Access

## VISION

The ultimate long-term goal of the NT Momentum project is to **spur redevelopment** and revitalization in North Tonawanda, from downtown to the waterfront. Achieving this will require significant effort and **collaboration** among numerous local and state agencies, property owners, business owners, private sector investors, developers, and members of the community.





# NT LOCAL MARKET DEMOGRAPHIC DRIVERS

## POPULATION

- 2020 Population: 30,050

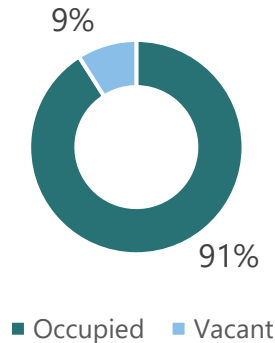
## HOUSING

- 91% of housing units are occupied
- 34% is Multifamily housing

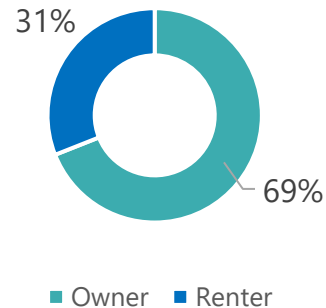
## EMPLOYMENT

- 15,600 employees in NT  
*(-0.2% decline from 2019 to 2020)*
- Most Common Employment Sectors:
  - *Manufacturing (2.4k people)*
  - *Health Care (2.3k people)*
  - *Retail Trader (1.8k people)*

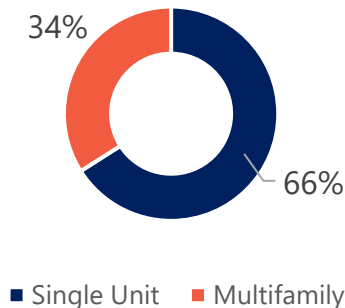
### Most of NT's Housing is Occupied



### Households Typically Own Their Homes



### Single-Family Homes Dominate the Market



## NT LOCAL MARKET COMPARABLE RENTALS

### FY 2020 INCOME PER YEAR

Buffalo-Cheektowaga-Niagara Falls, NY MSA

### For a 4-Person Family

Area Median Family Income \$77,600

### Market Rate Rents

	1BR	2BR
Comp #1	\$1,850	\$2,215
Comp #2	\$1,110	\$1,190
Comp #3	\$1,550	\$2,125
<b>Averages</b>	<b>\$1,503</b>	<b>\$1,843</b>



# RESILIENT DEVELOPMENT STRATEGY

## DIVERSITY IN HOUSING

### FY 2020 INCOME PER YEAR

Buffalo-Cheektowaga-Niagara Falls, NY MSA

#### For a 4-Person Family

#### AMI

#### Monthly Rent

(30% of Monthly Income; 2BR Rent)

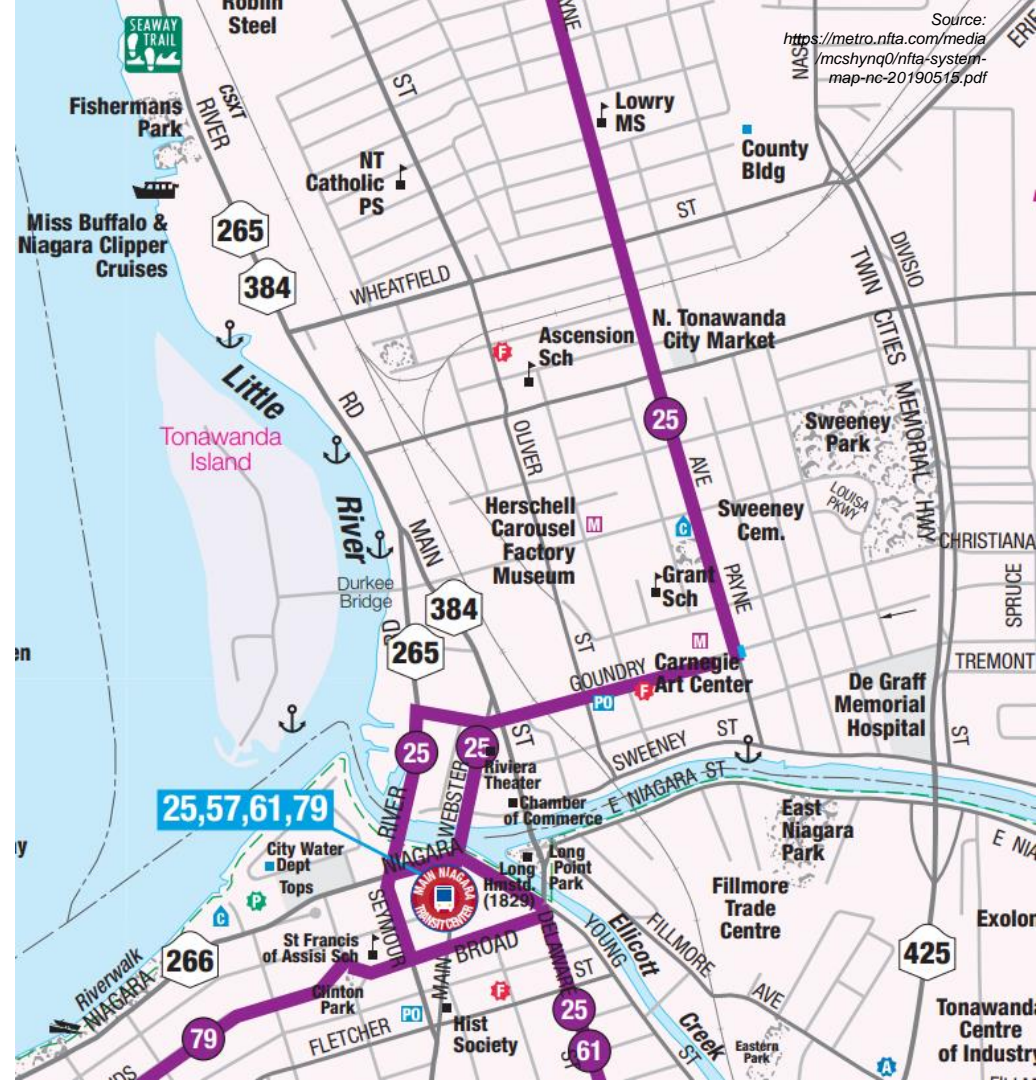
Area Median Family Income	\$77,600	\$1,940
Low (80%) AMI	\$62,100	\$1,553
Very Low (50%) AMI	\$38,800	\$970
Extremely Low (30%) AMI	\$26,200	\$655



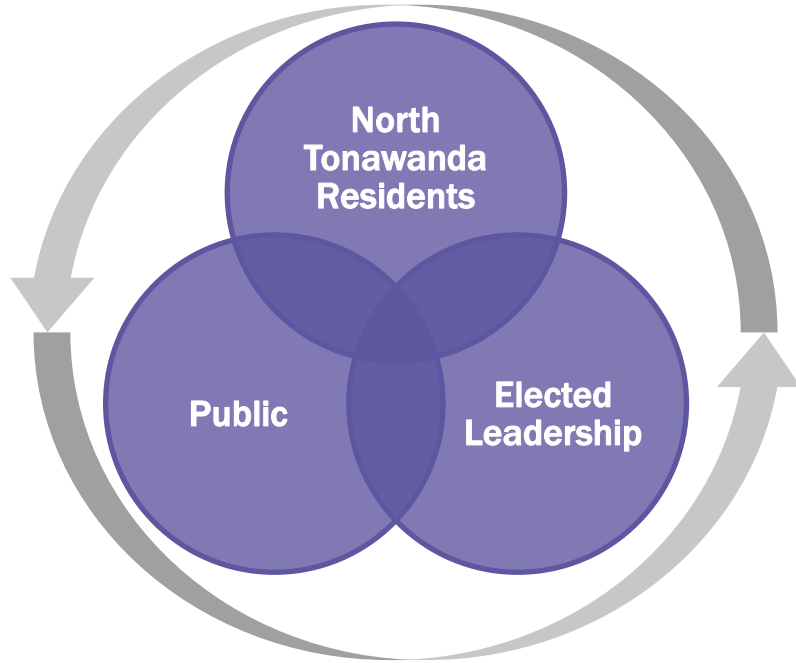


# RESILIENT DEVELOPMENT STRATEGY MULTIMODAL TRANSPORTATION

- NFTA Route 25 is ½ miles from Timber Shore (10 min walk)
- Connects to Niagara Falls + Buffalo Economic Centers
- 0.1 miles from the River Road bike path; connects to Tonawanda Island



# TIMBER SHORE APPROACH TO COMMUNITY



Pennrose's experience as developers and master planners underscores collaborative public involvement as an essential cornerstone to community transformation.

The team commits to working side by side with LCDC, and the City of North Tonawanda to engage residents, local groups and others in formulating the revitalization, employment, and management plans for the community.

# TIMBER SHORE PARTICIPATORY DESIGN

## What is Participatory Design?

Seeks to engage all stakeholders in the design process encouraging input from all voices, inviting end users, neighbors, and other stakeholders to shape the future of the site.

## Why Participatory Design?

The end users of any space –especially public space – are the experts of how the place is used, how it feels, and how it should be designed. Participatory design allows for the harnessing of local expertise, resulting in the best process and design.



Photos: Haven Green Participatory Charette



# TIMBER SHORE PARTICIPATORY DESIGN

## How to Engage

- Workshops and Charettes
- Focus Groups
- Storyboarding
- Online Surveys
- Resident Ballots
- Stakeholder Vision Statements
- Resident Leadership

### » Workshops and Charrettes (both large and small)



### » Resident Leadership

### » Resident Ballots ("Score Card")



### » Storyboarding



### » Resident Ballots/ Preference Survey Boards



### » Community Planning Focus Groups



### » Resident Engagement Packet



### » Resident Vision Statement



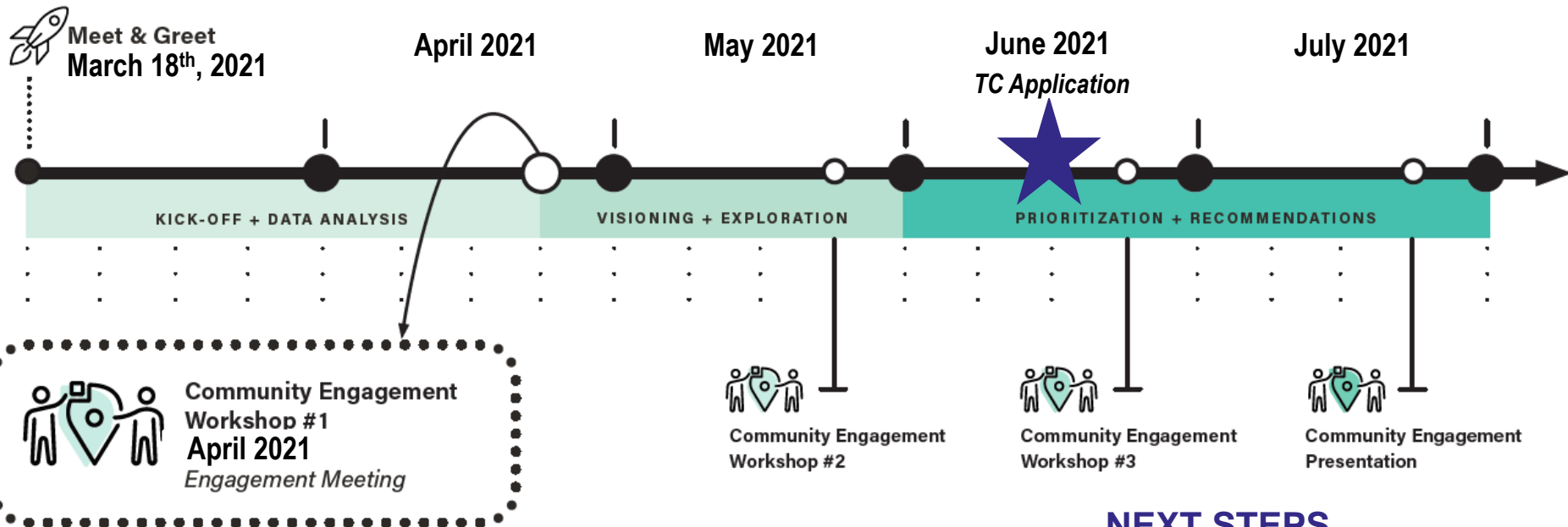
### » Online Survey



### » Role Matrix



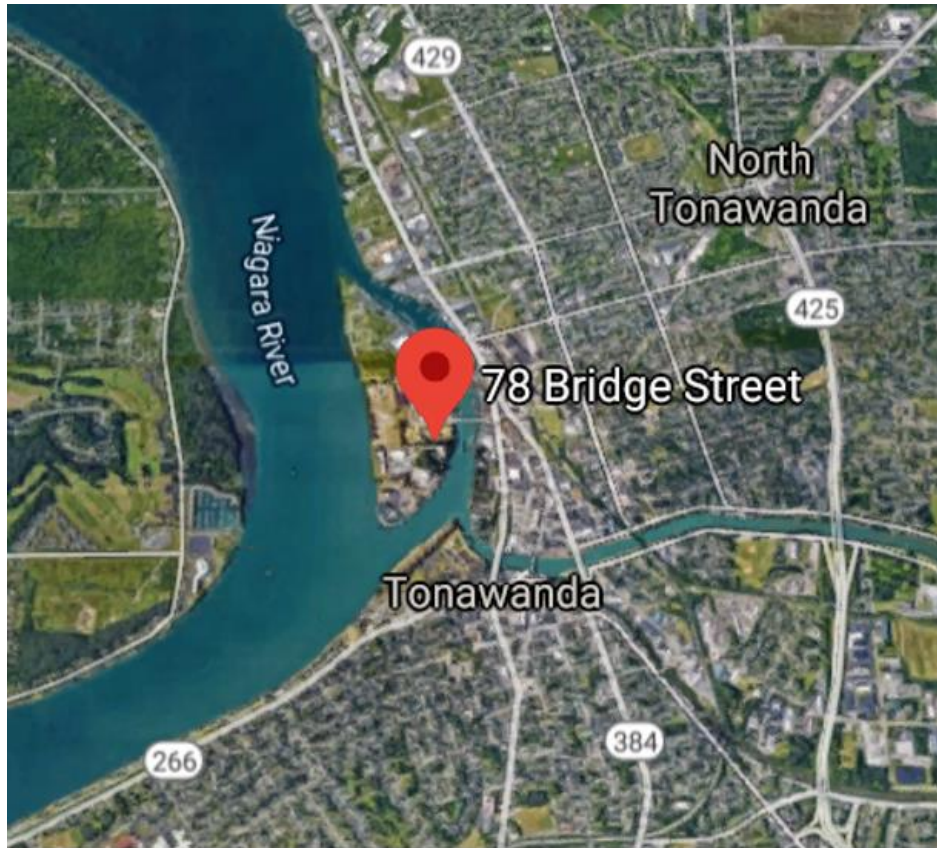
# TIMBER SHORE ENGAGEMENT PROCESS



## NEXT STEPS

Upon Tax Credit Award 3-4 more Community Engagement touchpoints are planned.

## TIMBER SHORE SITE PARCELS



Tonawanda Island

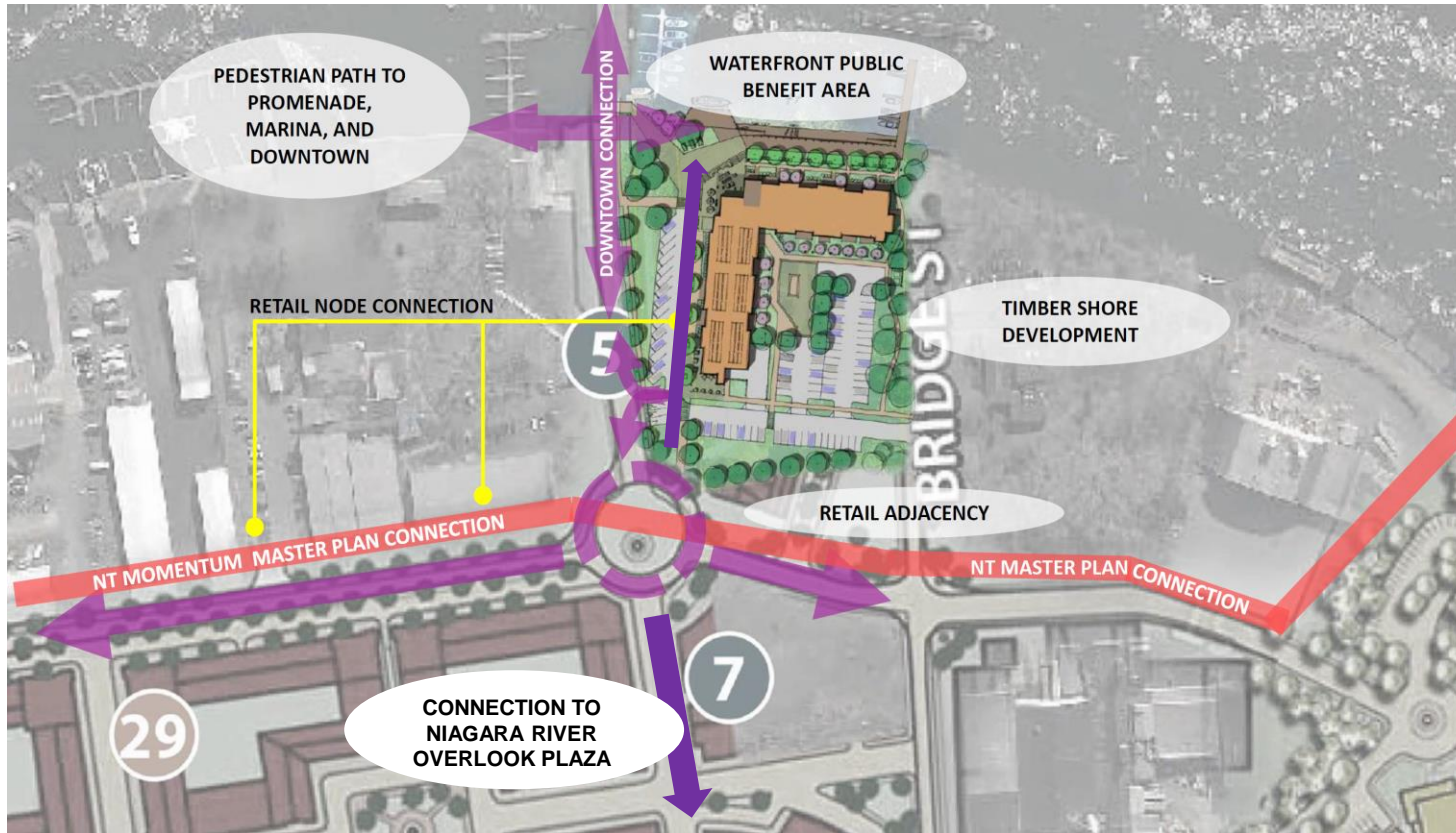


Parcels 1 + 2 – 78 Bridge + 150 Michigan



## TIMBER SHORE PLANNING CONTEXT

**Design a project that animates** the Riverfront & public realm; develops vehicular & pedestrian **connections**; offers public **access** and a **visual** arrival statement; and proposes compatible & appropriate **land uses**.



## TIMBER SHORE SITE DESIGN

Develop a project that is a **linchpin** to unlocking the future of Tonawanda Island. Embrace **placemaking, connectivity**, and the **integration** of land uses. Line the **public realm** with beautiful building facades and screen parking and services areas mid-block.



**CONNECTIVITY**

+



**HEALTH & WELLNESS**

+



**IDENTITY**



# TIMBER SHORE VISUALIZATION





# TIMBER SHORE PRECEDENT IMAGERY



## TIMBER SHORE HOUSING + SERVICES

- Local Supportive Services partnerships are critical to all housing projects.
- We've reached out to a variety of initial groups and are open to developing linkages to support community needs.



# TIMBER SHORE TIMELINE

<b>Concept Design</b>	March – June 2021
<b>Application Submission</b>	June 2021
<b>Funding Award</b> <i>(anticipated)</i>	September 2021
<b>Design + Documentation</b>	September 2021-February 2022
<b>Construction</b>	February 2022-April 2023
<b>Grand Opening</b>	May 2023!





# TIMBER SHORE OPPORTUNITY

This project is...

- Underscoring **site viewsheds, waterfront access + natural surroundings**
- Workforce Housing **Transformation**
- Diverse **Multi-income + Mixed-use**
- **Complex**, Layered Financing
- Public-private Open Space **Stewardship**
- Deep, Sustaining **Community Commitment**
- Local Retail Partnerships
- **Key to Future Island Development**



**PENNROSE** + **SWBR** + **DiMarco**  
Bricks & Mortar | Heart & Soul Constructors

# QUESTIONS & ANSWERS



## TIMBER SHORE QUESTIONS

1  
**WHO WILL LIVE IN THE  
NEW DEVELOPMENT?**

2  
**HOW CAN I GET ONE OF  
THE NEW APARTMENTS?**

3  
**HOW AFFORDABLE WILL  
THE APARTMENTS BE?**

4  
**WILL THERE BE  
SERVICES AVAILABLE  
FOR THE TENANTS AND  
COMMUNITY OFFERED  
OUT OF THE NEW  
BUILDING?**

5  
**WHAT IS THE LENGTH OF  
AFFORDABILITY?**

6  
**HOW CAN I BE INVOLVED  
IN THE FUTURE?**