

City of Poughkeepsie Main Street Program 2010

Public Information Session

September 14, 2011



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What is New York Main Street?

- A program of NYS Homes and Community Renewal
- \$15 million dollars in grants awarded to assist 38 communities in their downtown revitalization efforts
- Grants are awarded to Local Program Administrators (non-profit organizations)
- www.nymainstreet.org



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What is HRH's involvement?

- HRH is acting as the Local Program Administrator
- HRH was awarded funding through NYMS
- HRH is responsible for allocating this money to projects that meet NYMS requirements
- HRH selected this year's target area and will select projects for funding and oversee their completion



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Target Area: Middle Main Neighborhood



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How can this help me?

- Property owners with buildings located in the target area can apply to HRH for grants for storefront signage and facade renovation
- Grants available for:
 - up to \$5,000/building for work on first and/or second floor civic/commercial use
 - not to exceed 75% of Total Project Cost



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What are the program priorities?

- Properties that front directly onto Main Street
- Properties where immediate action will help alleviate or prevent dangers to the health and safety of the community (however, the building must be usable and habitable)
- Historic properties in danger of being lost, in part or in total, to disrepair or damage
- Properties where building renovation would reduce blight or contribute to the economic recovery of the target area



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What are my responsibilities?

- Property owners will enter into a grant agreement with HRH
- Property owners will work with HRH to set forth a scope of work, request bids, select a contractor, and oversee renovations
- Projects must be aligned with the NYMS program goals – ie: no vinyl siding
- HRH will have a final sign-off on all projects when completed



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What is the timeline?

Friday, October 14, 2011	Applications due to HRH
Oct 14 – Nov 30, 2011	Review by HRH and NYMS Selection Committee
End of November 2011	Grant awards announced
Dec 2011 – Jan 2012	Grant agreements signed Scopes of work developed, approved by HRH and submitted to Statewide Historic Preservation Office (SHPO) Permits obtained from City of Poughkeepsie
June 30, 2012	All projects must be completed



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What are my responsibilities?

- All projects must be completed by June 30, 2012
- Property owners will sign a declaration that is filed with the County Clerk agreeing to maintain building renovations and residential affordability for a minimum of five years following project completion



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So you mentioned money...

- Property owners submit **reimbursement requests for completed work** to HRH
- After request has been approved by NYS HCR, HRH disburses money to property owner
- Grants cannot be used for work completed prior to approvals by HRH/SHPO/City of Poughkeepsie



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What about the match?

- Building renovation grants require a 1:3 match
- Other public funds can be used as match
- Funds expended for costs incurred after the date of the grant agreement count, regardless of when they were awarded



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What else should I know?

- All projects must be cleared by the State Historic Preservation Office (SHPO)
- All projects must be cleared under the State Environmental Quality Review Act (SEQRA)
- Churches and municipal buildings are not eligible
- Grants cannot be used for new construction
- Grants cannot be used for demolition or to construct property additions
- Grants cannot be used for acquisition



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Streetscape Improvements

- Part of Middle Main Revitalization's goal to improve the quality of life for residents of the neighborhood
- Streetscape Improvement Survey conducted in May 2011
 - 89.4% said that improvements to facades and retail signage would have the most impact – highest percentage out of all proposed improvements
 - Other priorities: 82.6% "Better property maintenance", 78.3% "Cleaner", 76.6% "More plants and trees"
 - What is the first thing you notice when you visit Middle Main? "I see the interesting places that don't get marketed, the places we get to discover for ourselves."



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Streetscape Improvements

Arlington Business Improvement District (BID) – Poughkeepsie, NY



Image Credits: Project for Public Spaces (PPS)



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Streetscape Improvements

Atlantic Avenue Betterment Association – Brooklyn, NY



Image Credits: Atlantic Avenue Betterment Association



Hudson River
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Streetscape Improvements

What's in a Storefront?

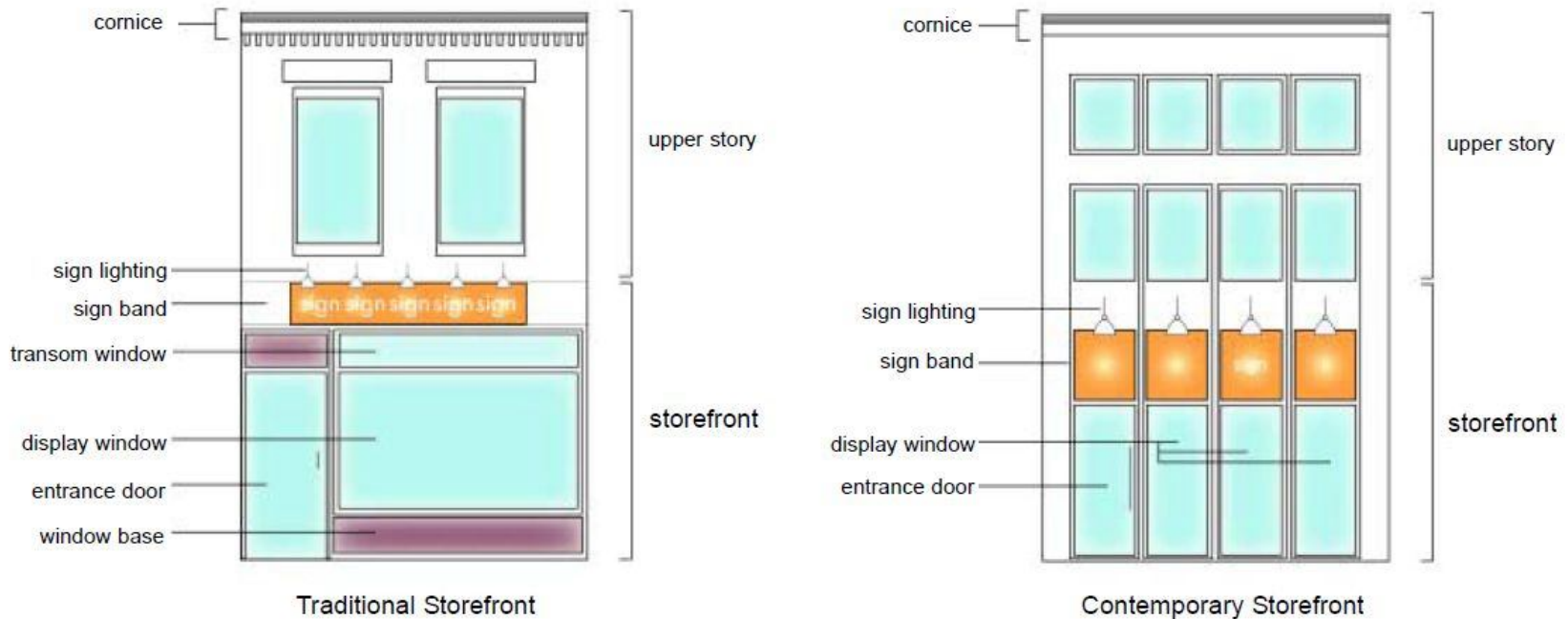


Image Credit: City of Philadelphia - Design Guidelines for Commercial Facade Improvements



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Streetscape Improvements

General Design Guidelines for Effective and Inviting Storefronts

- Interior should be visible from street
- Improvements consistent with existing design of building
- Minimal signage on inside of window
- Display merchandise at eye level
- Signage should communicate name of store while adding visual interest to streetscape
- Open grilles instead of solid security gates
- Maximum of three colors for building exterior

Taken from City of Philadelphia - Design Guidelines for Commercial Facade Improvements



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Q & A



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