



June 11- 12, 2019 | The Armory at Sage College | Albany, NY



AICP members can earn Certification Maintenance (CM) credits for many activities at this event. When CM credits are available, they are noted at the end of an activity title. More information about AICP's CM program can be found at [www.planning.org/cm](http://www.planning.org/cm). AICP members must be in attendance for the duration of the activity in order to receive CM Credit.

## Day 1: June 11, 2019

- 1:00 pm - 1:30pm**      **Registration, Light Refreshments and Exhibitor Area**
- 1:30pm - 2:00pm**      **Welcome**  
Jean Hamerman | Center for Creative Land Recycling  
John McDonald | NYS Assemblymember
- 2:00pm - 2:15pm**      **Summit Highlights**  
Hear how to make the most of the Summit and trending topics.
- 2:15pm - 2:35pm**      **Municipal Spotlight**  
Learn what's new, what's next, and what's possible in community revitalization with updates from a dozen municipalities.
- 2:45 pm - 6:15pm**      **Technical Sessions** (three run concurrently for one hour)

Planning Track	Environmental Track	Funding Track
Starting a Renaissance in Your Community through Brownfield Redevelopment CM   1	Everything under the Sun: Brownfields to Brightfields	The Redevelopment Roadmap: of Exit 29, Canajoharie, NY CM   1
Positioning your Property for Redevelopment Summit (90 minutes) CM   1.5	Protecting Assets from Climate Change CM   1	Show Me the Money: Layering Public and Private Sources of Funding CM   1
	DEC Regulatory Updates: Fill Material and Emerging Contaminants (PFA's) CM   1	Finding the Green: Funding Open Space & Sustainability CM   1

## Planning Track

### **Starting a Renaissance in Your Community through Brownfield Redevelopment CM | 1**

Ed Flynn | La Bella Associates

Eric Zamft | Port Chester

Sally Baker | Philmont Beautification

Are there brownfield sites in your community that, if redeveloped, would be catalysts for community revitalization? This panel will cover the full life cycle of a project, from defining your community's redevelopment vision to positioning strategic brownfields for funding and developer engagement based on successful area-wide brownfield planning projects. We'll meet you where you're at during your redevelopment journey, whether that is assessing and prioritizing sites for redevelopment, updating your zoning, engaging the community's stakeholders, tailoring your project for funding, or crafting a development prospectus to get your projects market ready.

### **Positioning your Property for Redevelopment Success (note: 90 minutes) CM | 1.5**

Chris Mercurio | Mohawk Valley Edge

Luiz Aragon | City of New Rochelle

Bill Teator | Dew Ventures

Steven Black | RACER Trust

Learn how forward-thinking communities and organizations are using various tools - from local connections to online marketplaces - to reach and attract developers with Request for Expression or other instruments to entice investment. You'll hear how to create a marketing sheet, prioritize public investments and a developer's perspective on what they look for in a solicitation and how to forge a relationship.

## Environmental Track

### **Everything under the Sun: Brownfields to Brightfields**

Interested in solar development for your brownfield sites? This panel of solar experts will address the latest trends in solar, growing demand for solar sites and how solar intersects with brownfields

redevelopment. Learn about the interconnectivity, the economics and funding, remediation, municipal permitting, and stakeholder engagement to convert a brownfield to a brightfield.

### **Protecting Assets from Climate Change CM | 1**

Failing to plan is planning to fail, and nowhere is this truer than in the case of climate change. Land reuse and climate resilience are intimately connected, and our collective future depends on our ability to see, understand and optimize these connections. These panelists will explore specific, actionable ways in which the redevelopment planning process can integrate critical climate vulnerability questions. This panel will highlight efforts by the Governor's Office under its "Rebuild by Design" and NY Rising Community Reconstruction grants along with updates from the NYS Department of State's programs on Coastal Management and Local Waterfront Revitalization. A municipality/county will spotlight its collaborations with local stakeholders to scope and implement context-sensitive adaptive measures, including storm resiliency infrastructure improvements.

### **DEC Regulatory Updates: Fill Material and Emerging Contaminants CM | 1**

This panel will focus on the emergence of PFAS as a contaminant of concern in environmental regulation and the implications of the NYSDEC's recent changes in Part 360 solid waste regulations on management of surplus soil and fill from construction. Find out more about how State regulations impact your projects.

Kevin McCarty | GEI Consultants

Martin Brand | Deputy Commissioner, NYS DEC

Rick Clarkson | NYS DEC

## **Funding Track**

### **The Redevelopment Road Map: Exit 29, Canajoharie, New York CM | 1**

Jane E. Rice, JD, Principal EDR

Matthew L. Ossenfort, County Executive, Montgomery County

Kenneth F. Rose, CEO Montgomery County Business Development Center

Meghan M. Manion, Esq. , County Attorney, Montgomery County

Bob Kreuzer, Senior Vice President The LiRo Group

The Village of Canajoharie nestled in the hills of the Mohawk Valley along the New York Thruway is a small village with a significant brownfield. Redevelopment of this blighted property will transform the community but this challenge is very complex, requiring a relentless focus. With over four years invested, we are still *in the process* of redeveloping this site. As active partners collaborating with various stakeholders, we understand first hand the level of energy, focused

effort, and never ending collaboration necessary to reach our goal of reactivating and revitalizing this site and the community. We will share with you the incremental steps necessary to actively pursue adequate public funding used to leverage private investment for redevelopment.

### **Show Me the Money: Layering Public and Private Sources of Funding** CM | 1

Before you can build a building, you need to build a capital stack. The process of lining up multiple types of public and private funding, managing their separate timelines, and working across lenders and tax credit-issuing entities can be daunting. Add in Opportunity Zones and other new developments, and the complexity just increases. Learn from case studies about capital stacks and funding sources, and see how the pieces come together from a builder's perspective.

### **Finding the Green: Funding Open Space & Sustainability** CM | 1

As part of the reuse planning, municipalities need to address redevelopment through a climate-specific lens and integrate forward-looking decisions into their plans. Creating or restoring parkland, trails and open spaces on a brownfield site or managing a flood zone through green infrastructure can provide both short and long-term tangible benefits to motivate a quicker resolution of the entire site. These panelists will identify technical resources and funding that can support the integration of sustainable measures into your redevelopment plan.

**2:45pm - 6:15pm**

**OFFICE HOURS - meet one-on-one with public and private sector professionals (spend as much or little time in any of these sessions)**

- **BOA pre-planning and nomination**
  - NYS DOS, Bergmann Associates
- **Creating a marketing sheet for your property**
  - RACER Trust, Behan Communications
- **How to Form or Increase the Performance of Your Land Bank**
  - Albany County Land Bank
- **Public Funding and Grant Writing Tips**
  - U.S. EPA, Empire State Development, NYS Department of State, NYS DEC, U. S Housing and Urban Development, Office of the State Comptroller (New York Environmental Protection and Spill Compensation Fund)
- **Negotiation Skills: Working with Private Property Owners**
  - Vita Nuova
- **Private and Tax Incentive Funding: BPC, PILOTS, Opportunity Zones**
- **All Things Green: Solar Development, NYC Clean Soil Bank, Fill Material Reuse, Green Remediation Strategies**
- **Liability transfer and Insurance**

- **Contracting for and interpreting environmental assessment reports**

6:15pm - 7:30pm

**Networking Reception - Opalka Art Gallery**

Complimentary hors d'oeuvres and a cash bar.

**Day 2: June 12, 2019**

8:00am - 8:50am

**Municipal Peer Exchange: BOA/DRI Meet and Greet**

8:00am - 9:00am

**Registration and Light Breakfast/Exhibitor Expo**

9:00am - 9:45am

**Welcome Remarks and Keynote speakers CM | .75**

Jean Hamerman | Center for Creative Land Recycling  
 Keynote speaker: Dale Bryk | Deputy Secretary for the Environment, NYS, introduced by Jeff Jones, Jeff Jones strategies

9:45am - 10:45am

**The Talk of the Town: Opportunity Zones CM | 1**

Moderator, Ryan Silva, NYS EDC  
 Bob Richardson | Blue Cardinal Capital  
 Tim Fisher | Council of Development Finance Agencies

Get the latest on the evolving investment opportunity with Opportunity Zones. Hear how investors are raising funds, investing in projects and leveraging other federal grants, loans and credit enhancements with a particular emphasis on rural development, infrastructure projects, affordable housing, environmental remediation and small business development. Blue Cardinal is the manager of the “Opportunity Zone Strategy” fund that will oversee investments in the City of Niagara Falls.

10:45am - 11:00am

**Break: Exhibitor Expo Area**

11:00am - 12:00pm

**Legislation and Practice to Mitigate Displacement CM | 1**

Paul Beyer | NYS Department of State  
 Luiz Aragon | City of New Rochelle  
 Justin Rudgick | City of Oswego  
 Adam Zaranko | Albany County Land Bank

These speakers will spotlight what legislation and practice to mitigate the risk of displacement as a result of land recycling. New Rochelle’s Downtown Overlay Zone requires all new projects to permanently provide 10% of residential square footage at 80% AMI. This code also has a robust community benefit program that entices developers to

provide energy efficient design, community facilities, or additional affordable housing in exchange for bonus height. Oswego just broke ground on a BOA site/project that will become affordable housing—Harbor View Square. The Albany County Land Bank/Land Trust Partnership are partnering here to re-develop vacant properties that will ensure long-term affordability and combat gentrification.

**12:00pm - 12:30pm**

**Luncheon Keynote CM I .5**

Rahwa Ghirmatzion | Executive Director PUSH Buffalo

New York Community Greenworks Initiative is a dynamic and effective green sector community development curriculum that teaches a holistic approach to public engagement, green technology and job training/placement. The curriculum will be used to train “Green Leaders” to redevelop disadvantaged neighborhoods and transform them into energy-efficient, sustainable communities, with improved living conditions, and a pathway for community members to secure employment in the green technology sector.

**12:30pm-1:30pm**

**Lunch /Expo Area**

**1:30pm - 2:15 pm**

**Marketing Pitch Panel**

Join us as three competitively selected municipalities will give their “elevator pitch” aimed at attracting developer interest in a specific redevelopment project in their community. The panelists will provide constructive input and spotlight ways to successfully engage with potential investors. Audience Q&A will follow.

Panelists:

Bill Teator | Dew Ventures LLC

Mike Bly | Blue Cardinal Capital

Matt Paulus | Paulus Development

Bill Hoblock | Richbell Capital

**Presenting municipalities: Apply to present [here](#)**

**2:15pm - 2:30pm**

**Update from NYS DOS: Waterfront, BOA, DRI and more**

**2:30pm - 3:30 pm**

**Strategies for Regional Redevelopment CM I .5**

Erin Crotty | CHA

Linda Shaw | Knauf Shaw

Christian Mercurio | Mohawk Valley Edge

Andrew Kennedy | Center for Economic Growth

Andy Beers | Empire State Trail

Redevelopment does not always fall squarely into one municipality's borders, requiring multiple municipalities or the county to coordinate the redevelopment effort. This panel will offer case studies that spotlight models of successful inter-municipal coordination and best practices in areawide approaches. Issues of contiguous property redevelopment include transportation access, infrastructure investment, budget priorities, funding, taxing jurisdictions and community engagement.

3:30m - 3:45pm

**Closing Remarks**

PLEASE JOIN US. [REGISTER TODAY!](https://bit.ly/2N2R37k)<https://bit.ly/2N2R37k>

