



CENTER FOR CREATIVE  
LAND RECYCLING

RECLAIM. CONNECT. TRANSFORM.

## 5th Annual NYS Redevelopment Summit: Webinar Series and Online Learning Opportunities June 22-26, 2020



AICP members can earn Certification Maintenance (CM) credits for many activities at this Summit. When CM credits are available, they are noted before the activity description. 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 event in order to receive CM Credit.

**Join us for comprehensive programming led by experts who will provide the tools and professional guidance you need to propel your economic recovery and community revitalization goals forward.**

**[REGISTER NOW!](#)**

### Summit Kickoff

Tuesday, June 23rd | 9:30am EST - 10:00am EST

Learn about the week's activities, including webinars, Office Hours, and the Summit's LinkedIn networking group. Hear live and pre-recorded messages from the Cuomo Administration and federal leaders about how planners, economic development professionals and land reuse practitioners are central to New York State's revitalization and our pathway forward, together.

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### Land Banks As a Force for Community Revitalization and Equity

Tuesday, June 23rd | 11:00am EST - 12:15pm EST

**CM | 1.25**

It's well established that land banks play a pivotal role in community revitalization. Their mission positions them to lead on repurposing properties into community assets, making them a guiding light in the redevelopment sector. Across the country, land banks are doing incredible work, but in many respects, New York land banks stand a head above the rest thanks to innovative legislation and groundbreaking collaborative relationships with local and state agencies, and a broad range of community groups.

In this webinar, our exceptional panel of speakers from three of NY's most influential land banks, will consider how land bank legislation, regulations, and practices allow them to play outsized roles in creating and preserving livable communities. Specifically, panelists will discuss:

- The acquisition of brownfield properties for redevelopment;
- Tools to retain existing, and build new, affordable housing;
- Methods for building coastal and natural resiliency to further community revitalization;
- And collaborating with land trusts to preserve acres of natural environment.

We'll also consider the implications of COVID-19 and explore how land banks can play an active role in the recovery.

**Speakers:**

Adam Zaranko | Executive Director | Albany County Land Bank  
Katelyn Wright | Executive Director | Syracuse Land Bank  
Sarah Lansdale | Director, Planning and Environment | Suffolk County

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## Placemaking and the Arts: Integral Elements in Community Engagement

Wednesday, June 24th | 11:00am EST - 12:15pm EST

**CM | 1.25**

What makes a place? So much of our work in land reuse revolves around cleaning up and building up but there's far more to community revitalization than infrastructure and job creation. In this unique webinar, panelists explore the fundamentals of fostering community vibrancy and share out-of-the-box approaches to creative place making in New York State. We'll discuss successful place making projects; learn how place making objectives can be implemented *throughout* the land reuse process, not just at the end; and consider best practices and next steps for incorporating place making into your community.

**Speakers:**

Leonardo Vazquez | Founding Director | National Consortium for Creative Place Making  
Ken Kearney | President | Kearney Realty & Development Group  
Mara Manus | Executive Director | NYS Council on the Arts  
Andre Rainey | Mayor | City of Peekskill, NY

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## What's Bright in New York: The Renewable Energy Pathway

Thursday, June 25th | 11:00am EST - 12:15pm EST

**CM | 1.25**

Solar development is getting its well deserved moment in the sun. In June 2019, Forbes reported that for the first time renewable energy's share of total available installed U.S. generating capacity surpassed that of coal. Now, as carbon based energy sectors flounder under the pressures of COVID-19, renewables - and solar in particular - are making groundbreaking strides. Thanks to new policies, provisions, and a strong legislative focus on the green economy, NYS is prevailing in this upward trend.

This panel will delve deeper into NYS's Climate legislation to achieve 70% renewable energy by 2030 and share pathways for the renewable expansion needed to meet these aggressive targets. We'll also explain components of the Accelerated Renewable Energy Growth & Community Benefit Act and the Build Ready provision that encourages renewable energy developers to build projects on brownfields and other previously compromised lands. Finally, panelists including representatives from municipal, governmental, and private entities will:

- showcase completed projects
- Identify challenges and opportunities

- and explore the intersections between solar development, land reuse, and NYS's suite of green initiatives including the "Restore Mother Nature" bond act.

**Speakers:**

Jennifer Phelps | Senior Project Manager, Build Ready Program | NYSERDA  
Kathy Spencer | Principal Environmental Analyst | LaBella  
Alex Leff | Principal | Sive Paget  
William Aiello | Mayor | City of Olean  
Paul Curran | Founder and Managing Director | BQ Energy  
Nona Flynn | Treasurer | Yates County

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**Peer to Peer: Community Meet and Greet**

*Thursday, June 26th | 9:30am EST - 10:30am EST*

Get to know and exchange ideas with fellow community and economic development coordinators and staff from around the state. Join this facilitated discussion for BOA, DRI and other communities to share where you are going and discuss how to advance your priority land reuse projects amid job losses and the health crisis.

**Moderated by:**

David Ashton | Program Director, Office of Planning and Development | NYS Department of State

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**Your Resource Roadmap: Practical Planning and Layered Funding**

*Session 1: Monday, June 22nd | 11:00am EST - 12:30pm EST*

*Session 2: Friday, June 26th | 11:00am EST - 12:30pm EST*

**CM | 3**

Get your economic recovery plan in place and prepare for the cascade of federal funding. Join Matt Ward, CEO of Sustainable Strategies for a three hour deep dive on building a Resource Roadmap to guide your public entity or company in the recovery process. This session will provide recommendations on how to ready a "Resource Roadmap" that can identify how local, federal, state, philanthropic and private resources can be leveraged to support brownfield activities throughout all stages of the redevelopment process.

This three hour zoom workshop will include exercises and interactive questions. You'll come away from this session with an understanding of what's in the federal stimulus packages and what to watch for in future packages. Earn a certificate for your participation and gain practical strategies and tips for how to match funding to your projects, leverage match requirements, secure community development finance and incentives, garner stakeholder and political support, prepare ahead of the grant application deadline, and achieve optimal results for resource leveraging. That is a tall order in three hours, but let's start the process now!

A small investment now could lead to a big payoff: hundreds of thousands of dollars in possible grants, incentives, and other funding resources.

**Speakers:**

Matt Ward | CEO | Sustainable Strategies  
Pietra Zaffram | Member | Harris Beach pllc  
Julia Martin | Member | Bousquet Holstein pllc

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**Office Hours**

*Every day, Monday, June 22nd - Friday, June 26th @ 2:00pm EST- FREE, but registration required*

A staple of CCLR's Summit is the opportunity to speak with experts about your specific projects. Office Hours online? Yes! It can be done.

Get professional guidance on your pathway to redevelopment by attending this short zoom meeting followed by **scheduled individual calls with experts from a range of federal and state agencies and land reuse experts**. Get insight and information on regulatory compliance, green remediation, brownfield redevelopment for solar, land banking, and more. Complete information on Office Hour topics, participating entities, and directions for signing up will be released soon. Stay tuned!

**June 22nd:** The Latest from NYSDEC: Brownfield Cleanup Program (BCP), Emerging Contaminants, and Other Updates

**June 23rd:** It's In the Planning: Brownfield Opportunity Areas, Technology Platforms, Land Banks, and Other Programs that Spur Revitalization

**June 24th:** Getting Shovel Ready: Marketing Your Properties in Opportunity Zones and Beyond

**June 25th:** All Things Green: Renewable Energy, Soil Remediation Strategies, Open Spaces and more

**June 26th:** Securing Public Funding and Risk Management

**For information about the Summit or sponsorship opportunities, contact Jean Hamerman at [jean.hamerman@cclr.org](mailto:jean.hamerman@cclr.org).**

**[REGISTER NOW!](#)**

The Center for Creative Land Recycling (CCLR) is the oldest and only national nonprofit organization whose mission is to enable communities to develop sustainably and equitably by restoring underutilized properties to productive reuse. For 22 years, CCLR has convened, consulted, and collaborated with communities, government agencies, and the private sector to facilitate land redevelopment in ways that reduce inequity and increase community wellbeing. CCLR is U.S. EPA's Technical Assistance to Brownfield Communities provider in 10 states and territories, including New York State. In this capacity, CCLR offers workshops, webinars, online resources, and one-on-one technical assistance to build local capacity to support land reuse, create job-generating redevelopment, restore the environment and build more equitable, healthy and prosperous futures. For more information visit, [www.cclr.org](http://www.cclr.org)