

## LOWER MANHATTAN DEVELOPMENT CORPORATION

Amended Partial Action Plan No. 9  
ForWorld Trade Center Memorial and Cultural Program, Tribute Visitors' Center, Lower  
Manhattan Public Information Program, and Pace University Green Roof Project

## Overview

The Lower Manhattan Development Corporation (LMDC) has prepared the following Amended Partial Action Plan with regard to the \$2 billion federal grant for the World Trade Center disaster recovery and rebuilding efforts administered by the United States Department of Housing and Urban Development (HUD). LMDC received additional funding through a \$783 million grant from HUD for damaged properties and businesses (including the restoration of utility infrastructure) as well as economic revitalization related to the terrorist attacks at the World Trade Center (WTC). The approved Partial Action Plan 9 as amended 8/06/2005 detailed the proposed expenditure of \$72,494,736.84 of the remaining 2.78 billion allocations to fund the following items.

1. WTC Memorial and Cultural Program: Acquisition of Remainder of Southern Site
2. Tribute Visitors' Center
3. Lower Manhattan Public Information Program
4. Pace University Green Roof Project
5. Planning and Administration

This amendment to the Partial Action Plan reduces expenditure for the WTC Memorial and Cultural Program: Acquisition of Remainder of Southern Site by \$1,500,000. The total funds allocated for Partial Action Plan 9 as amended is reduced from \$72,494,736.84 to \$70,994,736.84. This amendment also identifies a potential additional reduction of \$3,100,000 to the allocation for Acquisition of the Remainder of Southern Site which would reduce the total allocated for Partial Action Plan 9 to \$67,894,736.84. There have been no changes and/or modifications to other activities outlined in the approved Partial Action Plan.

Partial Action Plan Activities	Allocation as approved 10/06/2005	Proposed Reallocated Funds	Total Proposed Activity Allocations from \$2.78 billion
WTC Memorial and Cultural Program: Acquisition of Remainder of Southern Site <i>Program reduction</i>	\$64,500,000.00	(\$1,500,000.00)	\$63,000,000.00
Tribute Visitors' Center	\$3,000,000.00		\$3,000,000.00
Lower Manhattan Public Information Program	\$1,270,000.00		\$1,270,000.00
PACE Green Roof Project	\$100,000.00		\$100,000.00
Planning and Administration	\$3,624,736.84		\$3,624,736.84
<b>Total</b>	<b>\$72,494,736.84</b>	<b>(\$1,500,000.00)</b>	<b>\$70,994,736.84</b>
<i>Potential additional program reduction:</i> WTC Memorial and Cultural Program: Acquisition of Remainder of Southern Site		<i>(\$3,100,000.00)</i>	

<b>Total with additional Southern Site reduction</b>	<b>(\$4,600,000.00)</b>	<b>\$67,894,736.84</b>
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Any change greater than 5% in the funding committed to a certain activity, the addition or deletion of any activity, or change in the designated beneficiaries of an activity constitutes a substantial amendment and such amendment will be available for public review and approval by HUD.

To date, HUD has approved 14 Partial Action Plans totaling nearly \$2.6 billion out of the \$2.78 billion allocation. LMDC has issued a total of 14 Partial Action Plans for public comment. The approved, amended, revised and pending Partial Action Plans are listed in the table below:

<b>PAP No.</b>	<b>Purpose of Partial Action Plan</b>	<b>Date Approved or Amended</b>	<b>Total PAP Expenditure</b>
1	Residential Grant Program, Employment Training Assistance Program, Interim Memorial, and Planning and Administration	09/27/2006	\$253,203,500
2	Business Recovery and Economic Revitalization	09/27/2006	\$329,000,000
3	Cultural and Community Development	06/14/2003	\$24,047,048.42
	Amendment Community Development	2/28/2006	\$570,000.00
4	Short Term Capital Projects, Long Term Planning, Supplemental Funds for Business Recovery Grant Program	08/06/2003	\$154,305,603.00
	Amendment to Short Term Capital Projects, Long Term Planning, and Business Recovery Program	Draft for Public Comment Released 9/29/2006	
S-1	New York Firms Suffering Disproportionate Loss of Life	09/15/2003	\$33,000,000.00
S-2	Utility Restoration and Infrastructure Rebuilding	09/15/2003	\$750,000,000.00
	Amendment to Utility Restoration and Infrastructure Rebuilding	Draft for Public Comment Released 09/29/2006	
5	Tourism and Communications	01/28/2004	\$2,421,052.63
6	Revised Affordable Housing Program	11/18/2005	\$44,631,578.95
	Amendment to Affordable Housing Program	Draft for Public Comment Released 09/29/2006	
7	WTC Memorial and Cultural Program and Lower Manhattan Tourism	07/06/2004	\$176,134,105.26
	Amendment to WTC Memorial and Cultural Program	06/08/2005	\$45,305,031.58
8	WTC Memorial and Cultural Program, Related Initiatives, and Lower Manhattan Tourism as amended	10/06/2005	\$93,391,473.69
	Amendments to WTC Memorial and Cultural Program, Tribute in Light, and Living Memorial	Draft for Public Comment Released 09/29/2006	
	Memorial Foundation (Funds generated from program income and not 2.78 billion allocation)	11/23/2004	\$1,000,000.00
9	WTC Memorial and Cultural Program, Tribute Visitors' Center, Lower Manhattan.info, Pace Green Roof	9/27/2006	\$70,994,736.84
	Amendment to WTC Memorial and Cultural Program and Planning and Administration		

10	Lower Manhattan Revitalization Programs, Lower Manhattan Tourism, Planning and Administration	2/28/2006	\$301,458,947.00
11	WTC Memorial and Cultural Program, Cultural Enhancement Initiatives, and the Drawing Center	Draft for Public Comment Released 9/29/2006	\$162,086,073.63
	Amendments to Cultural Enhancement Initiatives and the Drawing Center		
12	WTC Memorial and Cultural Program, Fulton Corridor Revitalization Program, and Lower Manhattan Neighborhood Parks and Open Spaces	7/14/2006	\$157,500,000.00
<b>Total Funding Allocated To Date from \$2.78 billion allocation</b>			<b>\$2,598,049,151</b>

Versions of these plans are viewable on the LMDC website at [http://www.renewnyc.com/FundingInitiatives/partialact\\_plans.asp](http://www.renewnyc.com/FundingInitiatives/partialact_plans.asp)

Future Partial Action Plans will detail the projected expenditure of the remainder of funds available from the \$2.78 billion grant and will be subject to a public comment period with later submission to HUD.

### National Objective

The LMDC is a subsidiary of the New York State Urban Development Corporation d/b/a Empire State Development that was created in December 2001 to oversee the rebuilding and revitalization of Lower Manhattan. The activities contained in this Partial Action Plan have been designed to meet the particularly urgent community development needs resulting from the September 11<sup>th</sup> WTC disaster. These activities also have particular urgency because LMDC has determined that existing conditions resulting from the September 11<sup>th</sup> WTC disaster pose a serious and immediate threat to the health or welfare of the City of New York and the individual residents of the City and other financial resources are not available to meet such needs. The funds allocated in this Partial Action Plan relating to the WTC Memorial and Cultural Program initiatives are also for the prevention of blight that could result absent intervention to address the existing conditions resulting from the events of September 11<sup>th</sup>. The geographic areas of focus of this and future Partial Action Plans are located in Manhattan, south of Houston Street.

### Public Comment to the Partial Action Plan

The original Partial Action Plan proposed to allocate funds for the WTC Memorial and Cultural Program, Tribute Visitors' Center, Lower Manhattan Public Information Program, the Pace University Green Roof project, and planning and administration.

This Partial Action Plan was made available to the public for comment from November 17, 2004 through December 17, 2004. Comments were accepted by posted mail and electronic mail. LMDC placed Invitations to Public Comment for Partial Action Plan 9 in English, Spanish, and Chinese daily newspapers and in weekly community newspapers serving Lower Manhattan. In addition, the text of the draft plan was made available on LMDC's website ([www.renewnyc.com](http://www.renewnyc.com)).

LMDC delivered and mailed copies of Partial Action Plan 9 in English, Spanish, and Chinese to more than 90 community, residential, civic and cultural organizations throughout Lower Manhattan, including Community Boards 1, 2, and 3, several tenants' associations and public libraries. In addition, LMDC sent electronic copies of Partial Action Plan 9 in three languages to 15 elected

officials, LMDC's Advisory Council members, and over 140 Lower Manhattan civic, community and cultural organizations.

LMDC received *nine* comments regarding Partial Action Plan 9. The comments and the responses to these comments have been incorporated into this Partial Action Plan as Submitted to HUD and may be viewed in section **VI. Responses to Public Comments**.

#### **Public Comment to Amended Partial Action Plan 9**

This Partial Action Plan has been amended for WTC Memorial and Cultural Program: Acquisition of Remainder of Southern Site. The proposed amendments to Partial Action Plan 9 were approved by the LMDC Board of Directors at the June 16, 2005 meeting.

Public comments on the Amended Partial Action Plan were accepted from June 29 through July 28, 2005 by posted mail and electronically. LMDC placed Invitations to Public Comment in English, Spanish, and Chinese daily newspapers and in weekly community newspapers serving Lower Manhattan. LMDC also delivered and mailed English, Spanish, and Chinese copies of the Amended Partial Action Plan to over 90 civic and neighborhood-based organizations throughout Lower Manhattan, including Community Boards 1, 2, and 3, civic organizations, several tenants' associations and public libraries. In addition, LMDC sent electronic notices, fact sheets, and comment cards in three languages to over 150 Lower Manhattan neighborhood organizations and individuals, and elected officials that represent all or parts of Lower Manhattan south of Houston Street.

LMDC received **no** comments from the public in response to the amendments to Partial Action Plan 9, outlined below in the section for World Trade Center Memorial and Cultural Program.

#### **Public Participation to Date**

Since its inception, LMDC has solicited and received an unprecedented amount of public comment from all over the world regarding the rebuilding of the WTC Site, the creation of a permanent memorial, and the revitalization of Lower Manhattan. Several Advisory Councils representing a broad spectrum of groups affected by the WTC attacks – including victims' families, business owners, arts and cultural institutions, and downtown residents – have consulted with LMDC throughout the process on issues of concern to their respective constituencies.

LMDC conducts public meetings that provide an avenue for the public to express their thoughts and concerns about the rebuilding efforts and the revitalization of Lower Manhattan. Public meetings as well as meetings with the Advisory Councils have focused on the redevelopment of the WTC Site, the creation of a permanent memorial, and broader issues such as transportation, cultural and civic issues, and economic development in the aftermath of September 11<sup>th</sup>.

LMDC conducts additional outreach initiatives, such as mailings to city, state, and federal elected officials and civic and community organizations, participates in Community Board meetings, and meets regularly with community groups, civic organizations, and public officials to ensure that the opinions of those impacted are taken into account. In the summer of 2003, LMDC conducted a series of outreach workshops in the communities of Lower Manhattan. At the workshops, participating members of the community described priorities for their communities and proposed projects to address those priorities.

LMDC has also sponsored several public exhibits that provided visitors with information and the opportunity to submit written comments on the revitalization efforts. LMDC has received nearly 10,000 comments at the exhibits.

On April 13, 2005, the LMDC issued a Draft Funding Allocation Framework, which articulated draft priorities, objectives, and principles with respect to the allocation of the remaining CDBG funds. The LMDC accepted public comment on this draft Framework through May 1, 2005, and held a public forum on the draft Framework on April 27, 2005 in Lower Manhattan. On May 25, 2005, the LMDC released a revised Funding Allocation Framework, which will serve as the basis for allocating remaining CDBG funds. The Funding Allocation Framework can be viewed at the LMDC website at [www.renenwyc.com](http://www.renenwyc.com) in the Funding Initiatives section.

The LMDC website remains available for the public to provide feedback on a variety of topics related to the redevelopment of WTC Site, the revitalization of Lower Manhattan's neighborhoods, and LMDC Partial Action Plans. To date, LMDC has received thousands of comments through its website.

LMDC also gathers public input through its Funding Application Process. The Funding Application Process provides an opportunity for members of the public, through their funding proposals and subsequent meetings with LMDC staff, to articulate their perceptions of, and solutions to, the diverse needs of Lower Manhattan.

## **I. World Trade Center Memorial and Cultural Program**

### **A. Needs Objective**

On September 11, 2001, terrorist attacks killed 2,749 people and destroyed every structure on the WTC Site, including the WTC office towers, commercial and governmental low-rise buildings, the hotel, and the underground concourse, PATH terminal and subway stations. The structures on the Southern Site, adjacent to the WTC Site, were also destroyed or damaged by the events of September 11<sup>th</sup>: the Deutsche Bank office tower at 130 Liberty Street was severely damaged and remains uninhabitable; the small St. Nicholas Church at 155 Cedar Street was destroyed; and property at 140 Liberty Street was blighted by dust, debris and the condition of surrounding properties. Several other buildings surrounding the site were also severely damaged, including one that housed two electrical substations, with some remaining unoccupied today. While the WTC Site remains closed to the public, a wide sidewalk and viewing area with a commemorative viewing wall has been created along the east side of the site on Church Street and the portion of Liberty Street between the WTC Site and the Southern Site is open to pedestrians from Church Street to the temporary bridge over West Street to Battery Park City.

The significant loss of life, jobs, and commercial space has affected the vitality of Lower Manhattan and continues to pose a threat to the financial, emotional, and cultural vitality of the neighborhood. The WTC Memorial and Cultural Program ("Memorial Program") is intended to counter the blighting effect of the events of September 11<sup>th</sup>, and to provide a permanent memorial that will allow future generations to remember and honor the nearly 3,000 people who died, on that day, in New York City, in Shanksville, Pennsylvania, and at the Pentagon, as well as those who died in the terrorist bombing at the World Trade Center on February 26, 1993. The project will foster the growth of Lower Manhattan as a vibrant cultural and financial district, meeting the particularly urgent community development needs resulting from the WTC disaster.

### **B. Background**

The culmination of LMDC's planning efforts for the redevelopment of the WTC area is the WTC Memorial and Redevelopment Plan (WTC Plan), developed in cooperation with the Port Authority of New York and New Jersey (Port Authority). As part of the WTC Plan, LMDC proposes to implement

the new memorial and cultural uses embodied in LMDC's General Project Plan (GPP), dated June 2, 2004, and amended December 16, 2004. The LMDC has undergone an extensive public process for over two years to develop the WTC Plan and other initiatives.

LMDC, pursuant to the New York State Urban Development Corporation Act ("UDC Act"), and in cooperation with the HUD and the Port Authority, is undertaking the Memorial Program as part of the implementation of the WTC Plan. In cooperation with other appropriate public and private entities, LMDC will implement the Memorial Program which includes the planning, selection, coordination and construction of a Memorial, Memorial Center, and the planning and possible construction of memorial-related improvements, and museum and cultural uses on the WTC Site and adjacent areas to complement the redevelopment of commercial office space, retail space, conference center and hotel facilities, open space areas, and certain infrastructure improvements by the Port Authority, the owner of the WTC Site.

### **Project Area**

The WTC Plan Project Area ("Project Area") is located in Lower Manhattan on two sites: (i) the WTC Site, an approximately 16 acre super block, bounded by West, Vesey, Church, and Liberty Streets; and (ii) two adjacent city blocks south of the WTC Site (one bounded by Liberty, Washington, Albany and Greenwich Streets, and the other bounded by Liberty, West, Cedar and Washington Streets), Washington Street between Liberty and Cedar Streets, and subsurface portions of Liberty Street and other streets in and around those blocks (collectively, the "Southern Site").

This Partial Action Plan pertains to the acquisition of three parcels to the west of 130 Liberty Street and subsurface portions of adjacent streets for the implementation of the Memorial Program. The parcels include the following: (1) 155 Cedar Street where the Greek Orthodox Church was located, (2) 140 Liberty Street where an outdoor parking lot was located, (3) the portion of Washington Street between Cedar and Liberty Streets, subsurface portions of Cedar and Liberty streets, all of which are public New York City streets.

### **Project Objectives**

The rebuilding of the Project Area as a mixed-use center of commerce, public spaces, and culture, with the memorial at its heart, will advance the goals of the UDC Act, the objectives developed by LMDC, and the goals articulated by the Governor of the State of New York and Mayor of the City of New York—to remember and honor the victims of September 11, 2001 and February 26, 1993 terrorist attacks while revitalizing Lower Manhattan. The acquisition of real property that is blighted and deteriorated is essential to the realization of the redevelopment of the Project Area.

The current conditions of the Project Area are "substandard and insanitary" under the UDC Act and they impair the sound growth and development of Lower Manhattan. In addition, there is a need for the development of cultural, recreational, community and other civic facilities in Lower Manhattan.

Restoring the Project Area as a functioning part of Lower Manhattan is a priority objective for this project. This project is intended to eliminate the blighting effects resulting from the events of September 11<sup>th</sup>, and to re-establish the Project Area as a locus of commerce, civic space and amenities, including appropriate commercial and retail uses, as well as supporting facilities, utilities and infrastructure, for the downtown area. While Lower Manhattan is a center of world finance and a major economic engine for the entire region, it has also become the fastest growing residential neighborhood in New York City and a major destination of regional, national and international travelers. For these reasons, the revitalization of Lower Manhattan should include cultural and other amenities that help make the area a lively environment all day, every day.

### **Acquisition of Remainder of Southern Site and Associated Costs**

The approved Partial Action Plan approved on March 8, 2005, proposed the allocation of \$44,500,000.00 for costs relating to the acquisition of real property immediately south of the WTC Site in order to implement the WTC Plan.

In addition to the WTC Site, the Project Site for the approved WTC Plan comprises several parcels of land just south of the WTC Site that comprise the Southern Site. LMDC funded the acquisition of the parcel at 130 Liberty Street in Partial Action Plan 7, and now seeks to acquire three parcels to the west of 130 Liberty Street along with underground portions of adjacent streets as may be necessary for infrastructure: (1) 155 Cedar Street where the St Nicholas Greek Orthodox Church was located prior to September 11<sup>th</sup>; (2) 140 Liberty Street where an outdoor parking lot was located prior to September 11<sup>th</sup>; and (3) the portion of Washington Street between Cedar and Liberty Street, which is a public New York City street. These three parcels form the western portion or “remainder” of the Southern Site. This area will serve as open space at grade, space for a new St. Nicholas Greek Orthodox Church, and allow critical infrastructure to be built and connected to the WTC Site below grade.

The acquisition of the Southern Site is necessary for the implementation of the WTC Plan, particularly the construction of the Memorial and cultural institutions by shifting some of the redevelopment program off the WTC Site and reserving sufficient space for the proposed memorial and cultural facilities on the WTC Site itself. The Southern Site will serve as public open space above grade and allow critical infrastructure to be built and connected to the WTC Site below grade. In order to acquire the properties, LMDC engaged multiple consultants to examine the property, hold hearings in accordance with the New York State Eminent Domain Procedure Law, issue notices, make findings, obtain insurance, and prepare documents as may be appropriate.

The costs include all costs associated with acquisition of the property necessary for the implementation of the WTC Plan, particularly the construction of the Memorial, Memorial Center, and cultural institutions. Allowing for the integration of the Southern Site into the WTC Plan will permit construction of new open space, subgrade truck security, and underground bus parking as well as reduction of density on the WTC Site. Integration of the Southern Site will also permit the reservation of sufficient space for the proposed memorial and cultural facilities on the WTC Site itself. Projected costs include services of legal and other consultants to examine the property, hold hearings, issue notices, make findings, obtain insurance, and prepare documents as may be appropriate.

#### **Amendments to Acquisition of Remainder of Southern Site**

LMDC proposes to allocate ~~\$20~~ \$18.5 million in addition to the \$44,500,000.00 approved by HUD in Partial Action Plan 9 for costs relating to the acquisition of real property for the Southern Site in order to implement the World Trade Center Memorial and Cultural Program.

These additional costs result from (1) increases in the valuation of the land at 155 Cedar Street, at 140 Liberty Street, and Washington Street between Cedar and Liberty Streets since the original authorization request, and (2) the addition of interests in below-grade portions of Cedar and Liberty Streets adjacent to the privately-owned land. Otherwise, the categories of costs remain the same:

- Acquisition of real property
- Real estate appraisal services
- Legal services
- Public hearings, notices and advertisements
- Insurance

### **Potential reduction to the cost of Acquisition of Remainder of Southern Site**

A reduction of up to \$3.1 million may be made to this allocation when the transactions in this program are completed and all costs are known. These funds will be reallocated as described in the Final Action Plan.

### **Beneficiaries**

The thousands of relatives and friends of the nearly 3,000 victims of September 11, 2001 and February 26, 1993 will benefit from the memorial to their loved ones. Others immediately affected by the events, including survivors, area resident and workers, will equally benefit from the project. This project will also benefit businesses, workers, residents, and visitors throughout Lower Manhattan.

### **Schedule**

Activities related to the acquisition of property outlined in this Partial Action Plan began in 2004 and will continue through 2005. The full implementation of the Memorial Program began in 2004 and will extend through at least 2009.

### **Total Estimated Cost**

The total estimated cost for Southern Site portion of the Memorial Program as amended and outlined in this Partial Action Plan, is up to \$64,500,000. Costs associated with this project include: acquisition of real property at 155 Cedar Street, 140 Liberty Street, and Washington Street between Cedar and Liberty Streets; appraisal and real estate consultants; legal and environmental consultants; public hearings, notices and advertisements; public information; and insurance related costs.

## **II. The Tribute Visitors' Center**

### **Description**

LMDC proposes to allocate \$3,000,000 for the Tribute Visitors' Center. This is an initiative proposed by the September 11<sup>th</sup> Families Association (WVFA) with the objective of facilitating the interaction between the September 11<sup>th</sup> community and visitors to the WTC Site, in the context of a healing environment. A void of guidance has evolved over the last three years for the millions of visitors to the WTC Site who wish to learn more about the tragic events of September 11, 2001 and February 26, 1993. While the viewing wall information panels located at the WTC Site provide a chronology and description of the events, there remains a need for a physical space dedicated as an interim program, which responds to the needs of those searching for more in-depth information.

In recognition of this evolving need, LMDC seeks to offer funding and assistance to family groups for the creation of a space near the WTC Site, where family members, survivors, and residents can share their experiences and educate visitors on the City's heroic and historic efforts in the face of tragedy. The Tribute Visitors' Center bridges the gap between those needing to express their stories, and those seeking a real and tangible experience. In addition, the Tribute Visitors' Center will further serve to revitalize Lower Manhattan by providing a space, in close proximity to the WTC Site, that will attract family members, survivors, residents, and visitors and provide them with an opportunity to share their experiences and to learn more about the events of September 11, 2001 and the redevelopment and revitalization efforts going forward.

The Tribute Visitors' Center will distinguish itself from other September 11<sup>th</sup> spaces by its educational elements, its proximity to the WTC Site, and its unique September 11<sup>th</sup> community volunteer program. Its volunteer network builds from the established WVFA network of over 3,800



families of victims that have been actively involved with the Association since September 11<sup>th</sup>, dozens of additional family support networks, thousands of rescue and recovery workers, and hundreds of immediate relief volunteers. The Tribute Visitors' Center will build upon the core mission of the WVFA by providing a broader platform for unity among the September 11<sup>th</sup> community and creating a central place for information about September 11<sup>th</sup>. Their mission further includes: assisting and uniting the families of terrorist victims, fostering family unity and promoting public understanding of the devastation rendered by terrorist acts.

### **Program Objectives**

The Tribute Visitors' Center is being established with the following objectives:

- Encompass the history of September 11<sup>th</sup> within the setting of Lower Manhattan and NYC;
- Enable the September 11<sup>th</sup> community to convey the program along with personal experiences to the public;
- Display basic information about the events of September 11<sup>th</sup> the loved ones lost, the tremendous recovery efforts and the WTC memorial;
- Create a sustainable community and visitors' center;
- Inspire visitors with hope and courage to shape America's future;
- Display basic facts, timeline and information about the events of September 11<sup>th</sup> and the aftermath;
- Create volunteer programs for family members, survivors, residents and recovery workers;
- Offer guided tours around the WTC Site by program docents;
- Develop a Family Advisory Committee to review program content and merchandise to meet respectable standards of remembrance; and
- Recognize the strength and generosity of America following September 11<sup>th</sup> by allowing families the opportunity to express their gratitude for the overwhelming support and comfort they received after the terrorist attacks and to give back through education.

### **Project Area**

The Tribute Visitors' Center will be located at a space in close proximity to the WTC Site. The chosen site will provide approximately 8,800 square feet of space.

### **Beneficiaries**

The creation of the Tribute Visitors' Center will serve to revitalize Lower Manhattan by benefiting the millions of visitors who come to the WTC Site to learn about the events of September 11, 2001 and February 26, 1993. The Center will provide an evolutionary way of addressing the needs of an estimated 500,000 visitors annually, while providing a peer support network of volunteer guides from the September 11<sup>th</sup> community. The Tribute Visitors' Center will also serve family members, survivors, and residents who wish to share their experiences and educate visitors on the heroic and historic efforts of the City as it pulled together in the face tragedy.

### **Schedule**

Activities related to the Tribute Visitors' Center began in 2004 and will continue through 2006.

### **Federal and Other Resources**

LMDC will provide funding for this activity for an amount not to exceed \$3,000,000 to support the Tribute Visitors' Center. Additional sources of funds for this activity will be provided by corporate and non-profit partners, and individual in-kind donations.

### **Total Estimated Cost**

The total estimated cost of this project, as outlined in this Partial Action Plan, is not to exceed \$3,000,000.

## **III. Lower Manhattan Public Information Program**

### **Description**

LMDC proposes to allocate \$1,270,000 for the Lower Manhattan Information Program (LowerManhattan.info) for an additional year of funding from 2004 through 2005. LowerManhattan.info provides people who live in, work in, and visit Lower Manhattan with a single source of essential news and information about the area and its recovery. It is led by the City of New York in partnership with the LMDC, New York State, and the federal government in conjunction with partner agencies and organizations at the local, state, and federal level.

In the months following the attacks of September 11<sup>th</sup>, information about the area's recovery was widely available; however, many of Lower Manhattan's residents and workers did not feel that it was reliable. Moreover, there was no one place where people could turn for a comprehensive overview of available information. LowerManhattan.info was created in response to a significant demand for a credible, "one-stop" source of information regarding Lower Manhattan's recovery from the terrorist attacks of September 11<sup>th</sup>. In its first year, LowerManhattan.info was funded by the Federal Emergency Management Agency (FEMA), LMDC subsequently allocated funds to support this project in Partial Action Plan 5 during its second year. In this Partial Action Plan, LMDC proposes to allocate funds for an additional year.

While Lower Manhattan continues to undergo its redevelopment, revitalization, and transformation into a 21<sup>st</sup> Century central business district and 24/7 mixed-use community, there is a continuing demand for constant and consistent communications outreach. LowerManhattan.info's aim remains to serve all those who live in, work in, and visit Lower Manhattan, below Houston Street. These communities are distinct and large, including neighborhoods stretching from Tribeca to Chinatown and Battery Park City to SoHo, as well as businesses ranging from Fortune 500 companies to small technology start ups to owner run corner delis. Moreover, LowerManhattan.info also aims to serve Lower Manhattan's culturally diverse populations by its availability in English, Chinese and Spanish.

As a government agency, LMDC has its own website [www.renewnyc.com](http://www.renewnyc.com) that communicates the day-to-day activities of the rebuilding efforts as they relate LMDC activities. This includes all public documents relating to the Environmental Review Process, Board Meetings, outreach to family members and a general archive of past and present initiatives and public meetings. However, unlike LMDC's website, LowerManhattan.info focuses on how redevelopment projects affect Lower Manhattan residents and employees as well as puts forth a comprehensive newsletter and website involving all aspects of living and working in Lower Manhattan, not just LMDC initiatives.

### **Program Objectives**

LowerManhattan.info is an integrated campaign designed to deliver information on the rebuilding of Lower Manhattan. The centerpiece of the program is a comprehensive website,

[www.LowerManhattan.info](http://www.LowerManhattan.info), which offers regularly updated news and information for area residents, workers, and visitors. Topics include rebuilding plans and progress; transportation and transit; health, safety, and security; downtown business; community involvement opportunities; things to do; and Lower Manhattan history. The site receives approximately 4,000 visitors daily, with 130,000 visitors reported in September 2004 alone. LowerManhattan.info also integrates construction information into its website.

Other information vehicles issued through the public information program include a quarterly color newsletter (increasing production to 250,000 from 200,000 per issue) which is distributed directly to more than 400 Lower Manhattan businesses, community organizations, schools, city agencies, and cultural institutions, along with area hotels and information kiosks. Additionally, targeted mailings, email campaigns, and in-person outreach to small businesses and community organizations provide information directly to the community. Targeted, local marketing and advertising activities are also conducted to help drive people to [www.LowerManhattan.info](http://www.LowerManhattan.info).

LowerManhattan.info will also serve as host to the Museums of Lower Manhattan, an LMDC funded initiative. The websites would have distinct looks but serve to drive web traffic to the same resources and provide a consistent message. Online consolidation would offer users a single point of access or portal to multiple areas of interest in Lower Manhattan.

During the past year, the campaign received the PR Week Award for "Best Use of the Internet", the 2004 PRSA Big Apple Awards for "Best Use of the Internet" and "Community Relations", and the "Most Innovative Use of Technology" by the Center for Digital Government award, among others.

#### **Beneficiaries**

This program will benefit businesses, workers, residents, and visitors in Lower Manhattan. The website is a vehicle that encourages government to be transparent and open to the public.

#### **Schedule**

Activities related to LowerManhattan.info, as outlined in this Partial Action Plan, began in 2004 and will continue through 2005.

#### **Federal and Other Resources**

LMDC funds allocated in this Partial Action Plan are consistent with 2003-4 funds allocated in Partial Action Plan 5. As outlined in this Partial Action Plan, \$1,270,000 is being allocated for one year of funding.

#### **Total Estimated Cost**

The total estimated cost for the Lower Manhattan Public Information Program, outlined in this Partial Action Plan, is not to exceed \$1,270,000.

### **IV. Pace University Green Roof Project**

#### **Description**

LMDC proposes to allocate \$100,000 for planning and design of the Pace Green Roof Project ("Green Roof"). The proposed Green Roof is the result of extensive cooperation between Pace University, the U.S. Environmental Protection (DEP), and the New York City Department of Design and Construction (DDC). New York City DEP and DDC will coordinate the 35,000 square feet Green

Roof project, making Environmental Protection Agency (EPA) Region 2, the New York City Department of it the largest green roof in the Northeastern United States. LMDC's allocation is designated for planning and design of activities for this project.

Located at One Pace Plaza, the Green Roof will serve as a fixture for Lower Manhattan's redevelopment and would demonstrate New York City's commitment to innovative and sustainable growth. Green roofs, also referred to as vegetated roofs, are engineered lightweight roofing systems that carry with them positive environmental impacts. An increasing number of municipalities worldwide have implemented green roof systems as an innovative solution to urban environmental problems. Among their positive environmental impacts are their contribution to the reduction of the city's "urban heat island" effect, their impact on the reduction of the carbon dioxide, their ability to neutralize acid rain, and their impacts on noise reduction. The Pace Green Roof has received a broad range of support from a wide range of community stakeholders, including elected officials and government representatives as an "innovative" project.

### **Program Objectives**

The Pace Green Roof project will serve to enhance the Lower Manhattan community at large, including visitors, residents, civic organizations, and students. At present, Lower Manhattan does not have sufficient open space, and the need for open space has repeatedly been identified as a priority by community stakeholders. For those coming into Lower Manhattan, crossing over the Brooklyn Bridge, the Green Roof would serve as a welcomed introduction. It would also provide an aesthetically pleasing visual for those on the ground, and for those who live and work in surrounding buildings throughout downtown.

Beyond the Green Roof's aesthetically pleasing benefits, it will also be open to the Lower Manhattan community. As a major community partner, Pace University has traditionally permitted the use of its facilities by Lower Manhattan residents and community organizations. The Green Roof will provide an additional venue, accessible to the community, that residents and community organizations will be able to reserve for special events, programs, lectures, and educational activities at no cost. Pace University would also provide free public tours of the green roof, on a weekly basis, for educational purposes, providing information on the development and needs of green roofs, the environmental benefits of green roofs, and other research activities. Moreover, Pace University will continue to explore additional opportunities that will provide expanded public access to the Green Roof for the Lower Manhattan community.

The creation of the Green Roof at One Pace Plaza will also benefit Lower Manhattan's diverse student population. It will allow Pace faculty and students to conduct advanced environmental research. Moreover, the Pace University population, consisting of 11,000 faculty, staff, and students, will be able to access the Green Roof on a daily basis.

### **Project Area**

The Green Roof will be located at One Pace Plaza within short walking distance of the WTC Site.

### **Beneficiaries**

Beneficiaries of the Pace Green Roof include Lower Manhattan residents, community and civic organizations, workers, students and visitors.

### **Schedule**

Planning and design for the Green Roof are scheduled to commence in 2004, and will continue into 2005. LMDC funds will be used for planning and design activities for this project.

### **Federal and Other Resources**

The estimated cost for this project in this Partial Action Plan is not to exceed \$100,000 and will only be used for planning and design of the Pace Green Roof. Other funds will be provided by the City of New York and private contributions for the construction costs of the Green Roof.

### **Total Estimated Cost**

The total estimated cost for this project, as outlined in this Partial Action Plan, is up to \$100,000.

## **V. Planning and Administration**

LMDC engages in broad planning and administration activities relating to the recovery, remembrance, and rebuilding efforts in Lower Manhattan, defined by the LMDC's bylaws and charter, as the entire area of Manhattan south of Houston Street.

LMDC's planning activities began with the site planning for the WTC Site and the areas immediately surrounding the site. The agency's off-site planning activities include the other neighborhoods in Lower Manhattan that have been affected by September 11<sup>th</sup> and its aftermath. Specifically, LMDC's off-site planning activities include analyses of Lower Manhattan's transportation, traffic, housing and related amenities, open space, and economic development capacity, needs, and potential. Based on the results of these analyses, LMDC will continue to develop and propose concept plans for areas and projects in Lower Manhattan.

LMDC's administrative activities include, and will continue to include, extensive public information and coordination activities relating to its LMDC planning work. As part of its coordination activities, LMDC serves as a facilitator of outreach and discussions between affected communities as well as the public at large and government agencies and officials. LMDC's public information work will continue to include large-scale public meetings and hearings; periodic printed newsletters and reports; an up-to-date, comprehensive, and interactive web site ([www.renewnyc.com](http://www.renewnyc.com)); extensive electronic communications; and other public outreach and participation efforts. In addition, LMDC continues to maintain its network of community contacts through its advisory councils. Additionally, legal, audit, and investigation activities are performed on an ongoing basis in relation to programs funded by the LMDC CDBG allocation.

HUD has authorized the use of up to 5% of the total CDBG allocation to LMDC for costs associated with planning and administration activities, including costs for overhead, personnel, and consultants. The approved Partial Action Plan 9 proposed the allocation of \$2,572,105.26 towards LMDC's planning and administration activities. The amended Partial Action Plan 9 proposes the additional allocation of \$1,052,631.58 for planning and administration activities. The total amount of funds allocated for planning and administration for Partial Action Plan 9 as amended is \$3,624,736.84.

## **VI. Responses to Public Comment**

This section addresses the comments received from the public following the release of the Partial Action Plan No. 9, from November 17, 2004 to December 17, 2004. The following details *nine* comments received and responses to those comments.

### **Lower Manhattan Public Information Program**

**LMDC received five comments in support of LowerManhattan.info from various civic and cultural organizations that benefited from the publicity provided by the website. These comments refer to LowerManhattan.info as a useful source of information about the renewal process, as a valuable resource for residents and visitors, and as an uplifting and inspiring venue.**

**LMDC received one comment requesting that the LowerManhattan.info campaign extend its boundary to include all of the Community Board 3 area up to 14<sup>th</sup> Street.**

LowerManhattan.info is designed to provide up-to-date information on the rebuilding and revitalization efforts at the WTC Site and in Lower Manhattan, and may be easily accessed by everyone who visits the website regardless of their geographic area. The area covered by the website corresponds with LMDC's established catchment area in Lower Manhattan, south of Houston Street. LowerManhattan.info provides up-to-date information on activities within this area.

### **Other General Comments**

**LMDC received two comments related to the creation and maintenance of affordable housing in Lower Manhattan.**

While Partial Action Plan 9 does not include activities related to affordable housing, LMDC proposed the allocation of \$50 million for affordable housing in Lower Manhattan in Partial Action Plan 6. LMDC continues to work closely with the City in the development of a viable affordable housing program that will best utilize these funds.

**LMDC received one comment requesting that LMDC ensure the aesthetic integration of the various architectural design components in Lower Manhattan.**

LMDC continues to consider many factors and challenges as it proceeds with its work on the WTC Plan and the revitalization of Lower Manhattan. Architectural design and historic resources are among the considerations for the WTC Memorial and Cultural Program and other LMDC initiatives, including the Museums of Lower Manhattan initiative, and the Chinatown Tourism and Marketing Campaign. LMDC continues to receive and consider public input throughout the redevelopment and revitalization process. The LMDC website provides up-to-date information on various LMDC activities throughout Lower Manhattan.

## **VII. Responses to Public Comment on the Amended Partial Action Plan**

The Amended Partial Action Plan 9 was submitted for public comment from June 29 through July 28, 2005. There were no comments on the amendments to Partial Action Plan 9.