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**Ariana Branchini**

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**From:** Joe Bowes <jbowes@ithacanhs.org>  
**Sent:** Thursday, January 04, 2018 3:39 PM  
**To:** Simon Kates  
**Cc:** 'JudyMcKinneyCherryCEcD'; 'Laurie DeNardo'; 'Kristin VanHorn'; 'Sweet, Julie (DOS)'; 'Griffin, Andrew F (NYSHCR)'; Susan Favate; Ariana Branchini  
**Subject:** RE: Watkins Glen DRI - Watkins Glen Housing, Neighborhood, and Childcare Center  
**Attachments:** ZoningWatkinsINHS20180103.docx

Simon,

Thank you and the committee for its interest in this exciting project. The zoning of both sites and land use approval path is critical to the success of the Proposal submitted by INHS and its partners. We have engaged HOLT Architects to analyze the zoning of both sites and that analysis is attached. We have scheduled a planning charrette for January 12<sup>th</sup> to begin making decisions about how the programming could fit on each site and what implications those decisions would have on zoning and building massing. HOLT and INHS have several building examples to work from – two story townhouses, three story mixed/use apartment buildings, ect. - and we are using those examples to inform what buildings would go where and how many units will fit on each site. We hope that by the end of January we have a rough proposal that would show the committee what the massing could look like and why. We would then begin the land use approval process with the goal being site plan approval with any required variances by the end of August. Below in your email is a response to each question more specifically. After reading, if you have further questions please do not hesitate to contact me.

Best,  
Joe

Joseph L. Bowes  
Director of Real Estate Development  
Ithaca Neighborhood Housing Services, Inc.  
115 West Clinton Street  
Ithaca, NY 14850  
Direct: 607-277-4500 x 204  
Cell: 607-279-5616  
jbowes@ithacanhs.org



**From:** Simon Kates [mailto:s.kates@bfjplanning.com]  
**Sent:** Wednesday, December 27, 2017 12:21 PM  
**To:** jbowes@ithacanhs.org  
**Cc:** JudyMcKinneyCherryCEcD; Laurie DeNardo; 'Kristin VanHorn'; 'Sweet, Julie (DOS)'; 'Griffin, Andrew F (NYSHCR)'; Susan Favate; Ariana Branchini  
**Subject:** Watkins Glen DRI - Watkins Glen Housing, Neighborhood, and Childcare Center

Dear Mr. Bowes,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal for the Watkins Glen Housing, Neighborhood, and Childcare Center. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

In addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

Below are a series of questions that we have in response to your proposal. We hope to evaluate all of the private projects with the LPC at the upcoming meeting on January 10. **To facilitate that discussion, please send your responses to these questions by January 5.** We expect this conversation to continue beyond January, so this is not the last opportunity to provide information, but the more you can send us now, the better for the LPC to evaluate the feasibility and transformative potential of your project.

1. Have you done any zoning analysis on either of the two sites in question? Based on an initial look, the proposed four-story building at 2<sup>nd</sup> and Porter would exceed the allowable building height under zoning. We should discuss strategies to resolve this.

Yes our analysis does show that this height building would require a zoning variance. We are discussing whether or not it makes sense to go this route or use this site for smaller more residential buildings and put more density on the Arc of Schuyler site.

2. Can you provide more information about the potential 16 units at the Arc of Schuyler site? This seems like a reasonable place in the village for this type of housing, but it's not clear how these units would fit on the site along with the existing building.

We are analyzing whether or not this building should remain on the site or if it should be demolished; unfortunately it is right in the middle of the site and that makes it difficult to work around. While it is in good condition it would not be difficult to demolish the building which would open up a lot of possibilities for a development that could better accommodate a mix of uses. This location near the school and Arc's main headquarters also has a much more "commercial/educational" feel than the WGHA site. The size of this site may make it a better candidate for greater density here.

3. Do you have any additional site planning or building design ideas? One particular concern at the N. Porter site is how to accommodate the Village's parking requirements.

We agree that parking will be an issue that is either solved with a variance or less programming. Given the walkability of both sites, the access to public transportation and the initial concept that the housing would be heavily weighted toward 1 and 2 bedroom units with fewer 3 bedrooms I believe we can demonstrate that building parking to the Village's requirements would be unnecessary.

Thanks again for your participation in this exciting opportunity for Watkins Glen. We look forward to hearing from you soon.

Happy Holidays,

**Simon Kates**

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The Watkins Glen Housing, Neighborhood and Childcare Center – Zoning Information

DRAFT 27 December 2017 – REVISED 3 January 2018

Assumptions:

Two sites:

1. Watkins Glen Housing Authority (WHA) Site: 205-211 Second Street/216-218 Third Street (a through-block condition). Referred to hereunder as the WHA Site.
2. The Arc of Schuyler Site: 201 N. Porter Street. Referred to hereunder as the Arc site.

Proposed Projects (as described in the “Response to Open Call for Potential DRI Projects”):

WHA Site:

Floors 2-4: 10 housing units per floor.

The Arc Site:

5,000 square foot child care center for children 4 and under.

5,000 square foot neighborhood center with assembly spaces.

Potential for 16 housing units.

Zoning (2016 Zoning Ordinance):

The WHA site is within the Village’s BT, Business Transition, Zone.

The Arc site is within the Village’s CD, Canal District, Zone.

Permitted Uses:

Summary from Use Regulation Table (Article 4, Section 4.11 of Zoning Ordinance):

Use Regulations		
Use	BT Zone	CD Zone
Single-Unit or Two-Unit Dwelling	Permitted as of Right	Not Permitted
Multi-Unit Dwelling	Permitted Under Site Plan Review by Planning Board	Permitted Under Site Plan Review by Planning Board
Day Care Center/ Nursery School	Permitted Under Site Plan Review by Planning Board	Not Permitted

Bulk and Density Control Regulations (Article 5, Section 5.1 of the Zoning Ordinance):

NOTE: Requirements of 5.4, Compliance with Density, apply in addition to the requirements included in the following tables. See 5.4 requirements on the last page of this summary.

Density/Bulk Control: BT Zone										
District Use	Minimum Lot Area per Principal Use (SF)		Minimum Lot Width (FT)	Minimum Yard Setbacks (FT)			Maximum Lot Coverage (%)	Maximum Building Height		Minimum Habitable Dwelling Area per Unit (SF)
	Residential	Other		Front	Side	Rear		Feet	Stories	
<b>BT Zone</b>										
Single Dwelling Unit	5,000		50	25	10	30	60 %	35	2	1,200
Two Dwelling Unit	7,500		75	25	10	30	60%	35	2	1,200
Multi-unit Dwelling	12,000		100	25	25	40	60%	35	2	As required by BCNYS
Individual General and Business Use		15,000	100	25	25	40	60%	35	2	
Mixed Use	20,000 & 5,000/DU	10,000	100	25	25	40	60%	35	2	

**Note: The definition of lot coverage includes all impervious surfaces, as well as buildings. Section 5.3, Paragraph D, permits unroofed and unenclosed paving surfaces to project up to the lot line, except as provided in Article 10 (which applies to existing nonconforming conditions.**



Density/Bulk Control: CD Zone										
District Use	Minimum Lot Area per Principal Use (SF)		Minimum Lot Width (FT)	Minimum Yard Setbacks (FT)			Maximum Lot Coverage (%)	Maximum Building Height		Minimum Habitable Dwelling Area per Unit (SF)
	Residential	Other		Front	Side	Rear		Feet	Stories	
Multi-Unit Dwelling	20,000 & 4,000/DU		150	30	20	40	60%	As Established in Site Plan Process		As required by BCNYS
Individual General, Business and Industrial Use		20,000	100	30	As Established in Site Plan Process		70%	As Established in Site Plan Process		

**Note:** The definition of lot coverage includes all impervious surfaces, as well as buildings. Section 5.3, Paragraph D, permits unroofed and unenclosed paving surfaces to project up to the lot line, except as provided in Article 10 (which applies to existing nonconforming conditions).

Off-Street Parking Requirements (from Village of Watkins Glen Zoning Section 9.4.2) Requirements Apply to Both the BT and CD Zones Based on assumptions under "NOTES".				
Proposed Uses:	Zoning: Minimum number of parking spaces:	NOTES:	Required:	To be Provided:
Multiple Dwelling with 30 1, 2, and 3-bedroom apartments.	2 spaces per unit for units with up to 4 bedrooms.	Although the Zoning Ordinance does not have a requirement for staff parking, it may be desirable to provide 1 such space.	60 spaces.	60 spaces for housing; 1 for staff.
5,000 square foot child care center for children no more than 4 years of age. Classrooms: 5; Staff: 13	1 space per employee, plus 2 additional spaces per classroom.	Requires ruling from Municipality that proposed use is included under, or equivalent to "Nursery or Elementary School" under Section 9.4.2M.	23 spaces.	23 spaces.
5,000 square foot neighborhood center providing space for meetings, classes, or special events.	1 space for every 150 square feet of assembly space.	Requires ruling from Municipality that proposed use is included under, or equivalent to, "Membership Club, Conference or Convention Center, Commercial Recreation" under 9.4.4K of the Zoning Ordinance.	34 spaces.	34 spaces.

1. From Section 9.4:
  - a. A parking space shall be a minimum dimension of nine (9) feet by eighteen (18) feet, exclusive of pedestrian access, drive or internal drive, and shall have access from a drive or internal drive. (9.4.1 B)
  - b. Each parking area shall comply to the requirements of the Americans with Disabilities Act (ADA). (9.4.1 C)
  - c. The lighting of off-street parking areas shall conform with the requirements set forth in Section 9.26. (9.4.1 D)
2. From Section 9.4.5, Dimensions for Drives and Internal Drives within a Parking Area:
  - a. Parallel Curb Parking: 12 foot aisle width for a one directional flow and a 22 foot aisle width for a two directional flow.
  - b. 30 Degree Parking: 13 foot aisle width for a one directional flow and a 22 foot aisle width for a two directional flow.

- c. 45 degree Parking: 16 foot aisle width for a one directional flow and a 22 foot aisle width for a two directional flow.
- d. 90 degree Parking: 22 foot aisle width.
- 3. From 9.4.6 B 3: Where such non-residential parking is situated adjacent to a residential use, it shall be set back a minimum of ten (10) feet from the residential lot line, and an adequate landscape buffer, in conformance with Section 9.23, shall be provided within such setback area. *NOTE: Clarification from the Municipality may be required where non-residential (child care and/or neighborhood center) parking is on the same lot as residential parking.*
- 4. **From 9.4.7: Special Requirement for BT, LD, CD, C-I, and C-II Zoning Districts: The Planning Board shall, in review of all Site Plans, consider the potential for synergism to exist between adjoining uses and may require that parking areas be designed to accommodate traffic movement between lots without re-entering the street system in order to lessen traffic volumes and turning movement conflicts and provide proper sight distances.**
- 5. See 9.4.8, Off-Street Parking Waiver, for criteria if a waiver from the Planning Board is needed for any off-street parking requirements.
- 6. 9.4.10, Landscaping: A minimum of eight (8) percent of the area devoted to off-street parking (*emphasis added*) shall be landscaped islands, of other landscaped areas, with lawn, trees, shrubs or other plant materials. **Note that the definition of lot coverage includes all impervious surfaces, as well as buildings.**

From Section 9.5: Off-Street Loading and Unloading Berth Requirements:

<b>Off-Street Loading Requirements:</b>
WHA Site: None. Not required under Section 9.5 for proposed uses.
The Arc Site: None. Not required under Section 9.5 for proposed uses.

From Section 5.4: Compliance with Density.

B. There shall be no more than one (1) principal structure containing any dwelling unit on a lot except as may be approved under Site Plan Review and Approval.



## Ariana Branchini

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**From:** Jim Guild, Famous Brands <famousgilly@aol.com>  
**Sent:** Wednesday, December 27, 2017 4:58 PM  
**To:** Simon Kates  
**Subject:** Re: Watkins Glen DRI - Renovate 214 N Franklin St

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Mr. Kates,

I am willing to provide 40% as a private match. I could also commit to targeting rents within the \$800-\$1200 range. Utilizing all three floors of the historic Peele building will increase the property tax base, as well as maximizing the usage of one of the most prominent buildings on Franklin St. I will be out of town for the winter, but always near my computer. You can reach me anytime on my cell phone @ 607-227-1195.

Best regards,  
Jim Guild

-----Original Message-----

From: Simon Kates <s.kates@bfjplanning.com>  
To: Famousgilly <Famousgilly@aol.com>  
Cc: JudyMcKinneyCherryCEcD <Judy@FLXGateway.com>; Laurie DeNardo <lmd3@cornell.edu>; 'Kristin VanHorn' <KVVanHorn@co.schuyler.ny.us>; 'Sweet, Julie (DOS)' (DOS) <Julie.Sweet@dos.ny.gov>; 'Griffin, Andrew F (NYSHCR)' (NYSHCR) <Andrew.Griffin@nyshcr.org>; Susan Favate <S.Favate@bfjplanning.com>; Ariana Branchini <a.branchini@bfjplanning.com>  
Sent: Wed, Dec 27, 2017 11:24 am  
Subject: Watkins Glen DRI - Renovate 214 N Franklin St

Dear Mr. Guild,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal to renovate 214 N. Franklin Street to provide eight upper story apartments. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

In addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

Below are a series of questions that we have in response to your proposal. We hope to evaluate all of the private projects with the LPC at the upcoming meeting on January 10. **To facilitate that discussion, please send your responses to these questions by January 5.** We expect this conversation to continue beyond January, so this is not the last opportunity to provide information, but the more you can send us now, the better for the LPC to evaluate the feasibility and transformative potential of your project.

1. An important criteria for the LPC and NY State is using DRI funds to encourage additional private investment. There is no hard and fast rule for how much private leverage is required, but we are targeting a minimum of 50% as a private match. Can you provide more input on how much private leverage you are able to provide?



2. Our housing market analysis demonstrated a demand for mid-market residential units (\$800-\$1,200 per month). In exchange for receiving DRI funds, could you commit to targeting rents within that range?
3. Are there other community benefits that would be appropriate to provide as part of this project?

Thanks again for your participation in this exciting opportunity for Watkins Glen. For more information about the Open Call for Projects and the overall DRI program, please visit: [flxgateway.com/dri](http://flxgateway.com/dri). We look forward to hearing from you soon.

Happy Holidays,

**Simon Kates**

**BFJ Planning**

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1E

**Ariana Branchini**

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**From:** Karen <karen@senecaretreat.com>  
**Sent:** Wednesday, January 03, 2018 10:19 PM  
**To:** Simon Kates  
**Cc:** Bob ♥ Stewart; JudyMcKinneyCherryCEcD; Laurie DeNardo; kvanhorn@co.schuyler.ny.us; Sweet, Julie (DOS); Griffin, Andrew F (NYSHCR); Susan Favate; Ariana Branchini  
**Subject:** Re: Watkins Glen DRI - Lake View 302 East 2nd Street

Hello Simon,

A few changes and response to your questions:

**Can you provide more input on how much private leverage you are able to provide?** *Yes, we are confident we can increase private funding.*

**We talked at the workshop about the potential that you could acquire one or both of the adjacent sites. Is that a reasonable possibility?** *Our neighbors property is for sale at \$200,000. I understand that the DRI staff may help negotiate this?*

**Do you have any additional site planning or building design ideas?** *We know we want units to have a nautical theme with outdoor space for each unit plus will blend in with the beautiful lake frontage. Due to zoning, we don't want to waste lakeside space with restaurant or event parking. Our revised plan would be all housing which requires minimal parking.*

**One key concern about new housing is ensuring that units remain long-term rather than short-term or seasonal rentals. Can you explain how this would be maintained as long-term rental housing over time?** *Our goal with all our housing units has been for long term lease. If the quality customer is there, we are on board.*

Thank you!

K

Karen Castor-Stewart  
607.535.6686

On Dec 27, 2017, at 12:00 PM, Simon Kates <[s.kates@bfjplanning.com](mailto:s.kates@bfjplanning.com)> wrote:

Dear Bob and Karen,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal for the Lake View 302 East 2<sup>nd</sup> Street project. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

In addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

Below are a series of questions that we have in response to your proposal. We hope to evaluate all of the private projects with the LPC at the upcoming meeting on January 10. **To facilitate that discussion, please send your responses to these questions by January 5.** We expect this conversation to continue beyond January, so this is not the last opportunity to provide information, but the more you can send us now, the better for the LPC to evaluate the feasibility and transformative potential of your project.

1. An important criteria for the LPC and NY State is using DRI funds to encourage additional private investment. There is no hard and fast rule for how much private leverage is required, but we are targeting a minimum of 50% as a private match. Can you provide more input on how much private leverage you are able to provide?
2. There are some questions about zoning given the project type and site size. We talked at the workshop about the potential that you could acquire one or both of the adjacent sites. Is that a reasonable possibility? We think most of the zoning issues could be resolved if the site were larger.
3. Do you have any additional site planning or building design ideas?
4. One key concern about new housing is ensuring that units remain long-term rather than short-term or seasonal rentals. Can you explain how this would be maintained as long-term rental housing over time?

Thanks again for your participation in this exciting opportunity for Watkins Glen. We look forward to hearing from you soon.

Happy Holidays,

**Simon Kates**

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## Ariana Branchini

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1E

**From:** Terri Galvin <galterri@aol.com>  
**Sent:** Wednesday, January 03, 2018 10:11 PM  
**To:** Simon Kates  
**Cc:** doncannioto@aol.com; 'JudyMcKinneyCherryCEcD'; 'Laurie DeNardo'; 'Kristin VanHorn'; Susan Favate; Ariana Branchini; Julie.Sweet@dos.ny.gov; Andrew.Griffin@nyshcr.org  
**Subject:** FW: Watkins Glen DRI - Renovation of the CarQuest building

Dear Mr. Kates,

After being a General Contractor and an Owners Rep for many years, I have been taught a strong business principal. It is fruitless for one to negotiate with one self. What numbers would you have in mind?

We feel our application has fulfilled the stipulations set down by the DRI. ( I spoke with people at the last meeting who in general were presenting projects of their own. Their negative comments about other certain project seemed to be self-serving at best.

The CarQuest building was a target property when the DRI first was unveiled at the Watkins Community Center. After conversations between myself and a very enthusiastic Judy Cherry (SCOPED) I was introduced to a Principal of B.F.J. with whom I have received counsel about properly presenting this project for consideration. This CarQuest project will: 1) provide more sales tax and property tax will be generated to the local coffers, 2) The potential for more employment in Watkins is within the sales floor expansion. 3) Affordable domiciles for local residents will be created and 4) creation of additional first and second floor space will be offered as office space to new or existing businesses.

Also, please see my answers to your questions below marked as "DRC".

Any further questions please let me know.

Don Cannioto  
Cannioto Builders  
33 Hunt Road  
Rock Stream, NY 14878  
585-216-5626  
doncannioto@aol.com

**From:** Simon Kates <s.kates@bfjplanning.com>  
**Date:** December 27, 2017 at 11:33:49 AM EST  
**To:** "doncannioto@aol.com" <doncannioto@aol.com>  
**Cc:** JudyMcKinneyCherryCEcD <Judy@FLXGateway.com>, Laurie DeNardo <lmd3@cornell.edu>, 'Kristin VanHorn' <KVanHorn@co.schuyler.ny.us>, "'Sweet, Julie (DOS)'" <Julie.Sweet@dos.ny.gov>, "'Griffin, Andrew F (NYSHCR)'" <Andrew.Griffin@nyshcr.org>, Susan Favate <S.Favate@bfjplanning.com>, "Ariana Branchini" <a.branchini@bfjplanning.com>  
**Subject:** Watkins Glen DRI - Renovation of the CarQuest building

Dear Mr. Cannioto,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal to renovate the CarQuest building. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

In addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

Below are a series of questions that we have in response to your proposal. We hope to evaluate all of the private projects with the LPC at the upcoming meeting on January 10. **To facilitate that discussion, please send your responses to these questions by January 5.** We expect this conversation to continue beyond January, so this is not the last opportunity to provide information, but the more you can send us now, the better for the LPC to evaluate the feasibility and transformative potential of your project.

1. An important criteria for the LPC and NY State is using DRI funds to encourage additional private investment. There is no hard and fast rule for how much private leverage is required, but we are targeting a minimum of 50% as a private match. Although you have just exceeded this minimum in your proposal, would you be able to provide greater private leverage? DRC: Project Requests for DRI funding is currently approx. 47%. What percentage would make you smile?
2. We have received some public comment in support of keeping the existing storefront open, rather than enclosing it. This open configuration is consistent with some other historic buildings in the Village and reflects a local vernacular architecture that may be worth preserving. Would you consider retaining the open storefront area? DRC: Keeping the front end of the building open was suggested by the business agent for the local electrical union at the last public meeting. He lives in Elmira and is not local. I spoke with him personally. Enclosing that front area is a huge enhancement to sales and inventory display. This is what creates a need for more sales positions. I was thinking that is a primary goal for project approval. One of your examples of open areas of which you speak needs to be raised to the ground. It is a mess.
3. As part of this project, would you include improvements to the sidewalk/parking area on W. 2<sup>nd</sup> Street? DRC: Yes of course. What would you like to see there?
4. One key concern about new housing is ensuring that units remain long-term rather than short-term or seasonal rentals. Can you explain how this would be maintained as long-term rental housing over time? DRC: Long term rentals is the plan for the project. How would you suggest achieving this goal over time other than fulfilling one of the most basic needs for downtown?

Thanks again for your participation in this exciting opportunity for Watkins Glen. For more information about the Open Call for Projects and the overall DRI program, please visit: [flxgateway.com/dri](http://flxgateway.com/dri). We look forward to hearing from you soon.

Happy Holidays,

**Simon Kates**

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## Ariana Branchini

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**From:** Lisa <navone\_lisa@hotmail.com>  
**Sent:** Friday, December 29, 2017 6:37 AM  
**To:** Simon Kates  
**Subject:** Re: Watkins Glen DRI - Historic Flatiron Building Restoration

Hi Simon,

Thank you for your email! I would have to secure a private loan with a bank in order to come up with the additional 50% of the money for the project.

Please let me know if you have any other questions.

Sincerely,  
Lisa Navone

Sent from my iPhone

On Dec 27, 2017, at 11:47 AM, Simon Kates <[s.kates@bfjplanning.com](mailto:s.kates@bfjplanning.com)> wrote:

Dear Ms. Navone,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal for the Historic Flatiron Building Restoration. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

In addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

Below are a series of questions that we have in response to your proposal. We hope to evaluate all of the private projects with the LPC at the upcoming meeting on January 10. **To facilitate that discussion, please send your responses to these questions by January 5.** We expect this conversation to continue beyond January, so this is not the last opportunity to provide information, but the more you can send us now, the better for the LPC to evaluate the feasibility and transformative potential of your project.

1. An important criteria for the LPC and NY State is using DRI funds to encourage additional private investment. There is no hard and fast rule for how much private leverage is required, but we are targeting a minimum of 50% as a private match. Can you provide more input on how much private leverage you are able to provide?

Thanks again for your participation in this exciting opportunity for Watkins Glen. For more information about the Open Call for Projects and the overall DRI program, please visit: [flxgateway.com/dri](http://flxgateway.com/dri). We look forward to hearing from you soon.

Happy Holidays,

**Simon Kates**

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January 5, 2018

1E

Dear Watkins Glen Local Planning Committee:

Please accept the following responses to questions posed about our request for DRI funding for an artist's retreat and recording studio on Franklin Street in Watkins Glen.

As a business owner and local musician, I thank you for the opportunity to apply for DRI funds. As a community member, I thank you for the hard work that went into securing the funds, and the transparency with which the funds will be distributed. Please contact me at any of the below with any questions.

Sincerely,

Travis Durfee  
Madison Guest House  
413-15 S. Madison Ave  
Watkins Glen, NY 14891  
(607) 342-2704  
madisonguesthouse@gmail.com  
www.madisonguesthouse.com

**Could you include a component that pairs the visiting artists with a community-based project? One concern is that if artists are working away in isolation, the project won't have a transformative impact on the community. However, if visiting artists are required to have a community-focused aspect of their work, the retreat could have a broader impact on the village.**

We envision this project connecting artists with our community's existing artistic institutions and providing the spark to grow the region's cultural offerings. Our idea stemmed from my involvement in the Artists in Residence program at the Watkins Glen Central School District (WGCSD).

For several years now, I have been involved in this local project that brings nationally recognized musical talent to WGCSD. The program pairs these musicians with dozens of students to develop their musical skills to prepare for performances for the school and community. Last year we hosted several of the musicians for the three-week program in one our vacations rental properties.

In the normal course of business, we accessed the property for housekeeping. Throughout the house we saw evidence of artists at work. The stray equipment and recording technology about the house made it clear that the musicians had turned the house into an improvised studio. The treatments were spartan: towels on the windows to manage vibrations, a vocal booth behind a three-panel cloth room divider. A thought passed: imagine what these artists would accomplish with a properly equipped studio. I want to bring that idea to reality.

The retreat will be equipped with technology for musical recording as well as accommodations to support the development of visual arts and literature.

Artists utilizing the retreat will be presented with opportunities to workshop their creations in town. We would network with existing establishments to create events for the visiting artists, coupling the potential for exhibition with the benefit of hospitality and respite of an artist's retreat.

Poets, novelists and short story writers could schedule readings at the Watkins Glen Public Library to share the progress of their work.

Visual artists could connect with the Quintus, Franklin Street Gallery or other establishments (GRAFT, Glen Mountain Market, Chamber of Commerce) to share their creations developed at the retreat.

Filmmakers shooting on location could partner with the Glen Theatre or Seneca Film Festival to have a venue for projecting their movies.

Musicians would be encouraged to share their work as partners in the burgeoning local music scene at any number of venues: First Fridays on Franklin, Clute Park Markets, Roosterfish venues, Grist Iron, Two Goats to name a few. We would reach out to connect with those venues to facilitate bookings.

**The key concern about this project is how we ensure that it remains artist-focused, rather than a standard short-term rental. Can you describe how the artistic component can be maintained over time?**

We plan to utilize community partnerships to sustain an artist-focused retreat. We will leverage our contacts with the following community cultural and educational institutions to attract, accommodate, and grow the number of artists visiting Watkins Glen:

- Watkins Glen Central School District and Odessa-Montour School District, both of which host annual Artists in Residence programs.
- Seneca Lake Film Festival
- Quintus Gallery, WG
- O'Neill Art Gallery, Montour Falls
- Writers Groups in WG meeting at the Watkins Glen Public Library
- NYS Council on the Arts
- Arts Council of the Southern Finger Lakes

Seek Professional Development:

The Alliance of Artist Communities hosts a conference in Oct. 2018 for those interested in launching a new artists residency programs. The conference offers best practices from the arts-and-cultural sector with specific, hands-on information about artists' residencies.

Tour, beg, borrow and steal from established artist retreats/colonies: Yaddo (Saratoga Springs, NY), Jacob's Pillow (Becket, MA), Fine Arts Work Center (Provincetown, RI), The Studios at MASS MoCA (North Adams, MA), The MacDowell Colony (Peterborough, NH), Mattress Factory, (Pittsburgh, PA), Palenville Interarts Colony (Palenville, NY), Sculpture Space (Utica, NY), Yellow Springs Institute (Chester, PA), Arts Center of Yates County (Dundee, NY)

**Can you describe how the retreat aspect will work overall? How will it be marketed?**

Marketing the artists retreat will lean heavily on partnerships. We will:

Connect with the regional and statewide arts councils.

Develop a website in collaboration with a web marketing partner to achieve maximum reach by search engine optimization.

Advertise locally with the Chamber of Commerce and in publications promoting the Finger Lakes.

Connect with the Alliance of Artists Communities to ensure that our retreat is listed in the Directory of Artists Residencies.

Also, we would volunteer our project as a potential candidate for promotion of the DRI efforts themselves. Favorable recognition of our efforts here would help spread the word of the opportunities for Artists seeking to explore the Finger Lakes as a cradle of creation.



**An important criteria for the LPC and NY State is using DRI funds to encourage additional private investment. There is no hard and fast rule for how much private leverage is required, but we are targeting a minimum of 50% as a private match. Your proposal just meets this minimum target, but can you provide more input on how much private leverage you are able to provide?**

As outlined in our proposal, we have liquid cash assets totaling \$10,000. Madison Properties Unlimited, LLC has maintained nearly a decade of profitable business in property management and vacation rentals. We have established excellent credit and keep strong relationship with our local lending institutions, namely Chemung Canal Trust Company and Tompkins Trust Company. While lending institutions may hesitate to finance this project absent a DRI-grant commitment, we are optimistic that favorable lending terms will be reached after receiving a DRI award.

**Ariana Branchini**

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1E

**From:** Amanda Smith-Socaris <asmithsocaris@gmail.com>  
**Sent:** Thursday, December 28, 2017 12:32 PM  
**To:** Simon Kates  
**Subject:** Re: Watkins Glen DRI - 6th to 7th Street Renovations

Thank you Simon. I have been talking with Paul Thomas and have given him the relevant information he has requested (rent, utilities, photos) to bring to his group. They seem interested, but I'm happy to entertain other thoughts.

Amanda

Dr. Amanda Smith-Socaris, PT, DPT, OCS  
Seneca Physical Therapy of the Finger Lakes, P.C.  
609 N Franklin Street  
Watkins Glen, NY 14891  
607.535.7475  
[www.senecaphysicaltherapypc.com](http://www.senecaphysicaltherapypc.com)

*This message is personal and confidential*

On Thu, Dec 28, 2017 at 12:23 PM, Simon Kates <[s.kates@bfjplanning.com](mailto:s.kates@bfjplanning.com)> wrote:

Amanda,

Thanks, this is very helpful. We'll let you know if we have any follow up questions before the meeting on January 10<sup>th</sup>. In the meantime, we will also start thinking if there are potential uses for 607. I know that Seneca Lake Wine Trail was interested in that space, so that may be an option as a ground floor tenant.

Thanks again and happy new year,

**Simon Kates**

BFJ Planning

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NEW YORK, NY 10003

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F. [212.353.7494](tel:212.353.7494)

E: [s.kates@bfjplanning.com](mailto:s.kates@bfjplanning.com)

[WWW.BFJPLANNING.COM](http://WWW.BFJPLANNING.COM)

**From:** Amanda Smith-Socaris [<mailto:asmithsocaris@gmail.com>]

**Sent:** Thursday, December 28, 2017 8:45 AM

**To:** Simon Kates <[s.kates@bfjplanning.com](mailto:s.kates@bfjplanning.com)>

**Subject:** Re: Watkins Glen DRI - 6th to 7th Street Renovations

Hello Simon,

Thank you for your thoughtful questions. Answers are inserted in red text:

1. An important criteria for the LPC and NY State is using DRI funds to encourage additional private investment. There is no hard and fast rule for how much private leverage is required, but we are targeting a minimum of 50% as a private match. Your proposal identifies \$38,902 in property owner contributions with a DRI funding request of \$116,708. Can you provide more input on how much private leverage you are able to provide? We are all willing and able to contribute 50% to the improvements we requested. I am unsure if the projects would be shovel-ready if the owner contribution is required to be >50%, though some of them would likely be able to move forward.
2. Given your recent purchase of the adjacent property at 607 N. Franklin Street, are you considering amending your proposal to include additional renovations, expansion or rental of this building? Can you provide more information on your plans for this property as they may relate to the DRI? Yes! I didn't know that amendments were possible. I would like to convert the upstairs into a rental unit (3BR). That would require the addition of a full bath, the removal of a staircase that joins the first and second floor and safety bars on the windows that are very close to the floor. There are other updates that would improve the quality of the rental (new carpet/flooring, updated 1/2 bath, painting). The closing is scheduled for 2/15/18 if there are no delays. Regarding the first floor, I would like it to be considered for any projects that the committee thinks would be a positive addition to the community.

I am very happy to answer any more questions you may have or provide more detail if it is helpful.

Thank you,

Amanda

On Wed, Dec 27, 2017 at 11:03 AM, Simon Kates <[s.kates@bfjplanning.com](mailto:s.kates@bfjplanning.com)> wrote:

Dear Amanda,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal for improvements to 609, 611 and 701 N. Franklin Street. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

As you know, in addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

Below are a series of questions that we have in response to your proposal. We hope to evaluate all of the private projects with the LPC at the upcoming meeting on January 10. **To facilitate that discussion, please send your responses to these questions by January 5.** We expect this conversation to continue beyond January, so this is not the last opportunity to provide information, but the more you can send us now, the better for the LPC to evaluate the feasibility and transformative potential of your project.

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Thanks again for your participation in this exciting opportunity for Watkins Glen. For more information about the Open Call for Projects and the overall DRI program, please visit: [flxgateway.com/dri](http://flxgateway.com/dri). We look forward to hearing from you soon.

Happy Holidays,

**Simon Kates**

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E: s.kates@bfjplanning.com

WWW.BFJPLANNING.COM



## Ariana Branchini

---

1E

**From:** Amanda Smith-Socaris <asmithsocaris@gmail.com>  
**Sent:** Thursday, December 28, 2017 8:45 AM  
**To:** Simon Kates  
**Subject:** Re: Watkins Glen DRI - 6th to 7th Street Renovations

Hello Simon,

Thank you for your thoughtful questions. Answers are inserted in red text:

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I am very happy to answer any more questions you may have or provide more detail if it is helpful.

Thank you,  
Amanda

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2. Given your recent purchase of the adjacent property at 607 N. Franklin Street, are you considering amending your proposal to include additional renovations, expansion or rental of this building? Can you provide more information on your plans for this property as they may relate to the DRI?

Thanks again for your participation in this exciting opportunity for Watkins Glen. For more information about the Open Call for Projects and the overall DRI program, please visit: [flxgateway.com/dri](http://flxgateway.com/dri). We look forward to hearing from you soon.

Happy Holidays,

**Simon Kates**

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[WWW.BFJPLANNING.COM](http://WWW.BFJPLANNING.COM)

**Ariana Branchini**

---

1E

**From:** Ted Marks <ted@atwatervineyards.com>  
**Sent:** Tuesday, January 02, 2018 1:17 PM  
**To:** Simon Kates  
**Cc:** Kristian VanHorn; Judy McKinney Cherry  
**Subject:** Graft / Glen Mountain Outdoor Seating

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Thanks you for your letter.

#1. At present we are unable to come up with more personal money. Two reasons: The project is not a year round venue and hard to justify much more individual funds because the return on investment may not be there. The second reason is the owner is not part of either commercial enterprise and while willing to commit the use of her land, she is unwilling to commit more funds, other than the \$5,000.00 and the use of her land. The other \$5,000.00 is coming from the GRAFT owner.

#2,3.

We have not hired an landscaper yet for the project until we knew it was going to happen. Again we feel the project is more aimed at improving the looks and use of this empty lot and we have not spent funds to design it, unless funds become available..

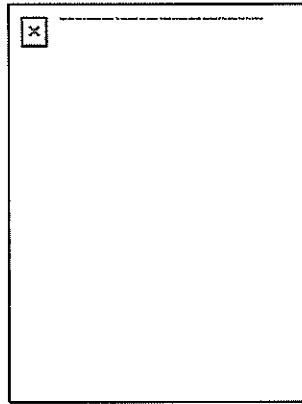
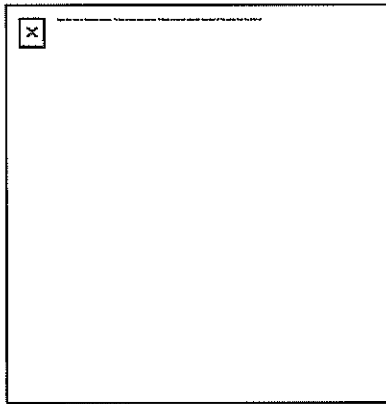
Therefore, of course we are more than willing to use your team to help us in the site planning concept. While we can accomplish some progress with only \$20,000.00, I not sure it would be enough to make an impact. The lighting of the two murals will add to the attraction of downtown and not be possible with only the 50% funding objective.

Please feel free to contact me if necessary.

Ted Marks, GRAFT

607-546-8463

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**Ted Marks Atwater Estate Vineyards**      5055 Route 414      Burdett, NY 14818      607-546-8463      800-331-7323

Check out our live Web Cam, at: [Atwatervineyards.com](http://Atwatervineyards.com)

1E

January 5, 2018

Dear Watkins Glen Local Planning Committee:

Please accept the following responses to questions posed about our request for DRI funding for facade improvement and a congregation space at the **Madison Guest House** on Madison Avenue.

As a business owner and local musician, I thank you for the opportunity to apply for DRI funds. As a community member, I thank you for the hard work that went into securing the funds, and the transparency with which the funds will be distributed. Please contact me at any of the below with any questions.

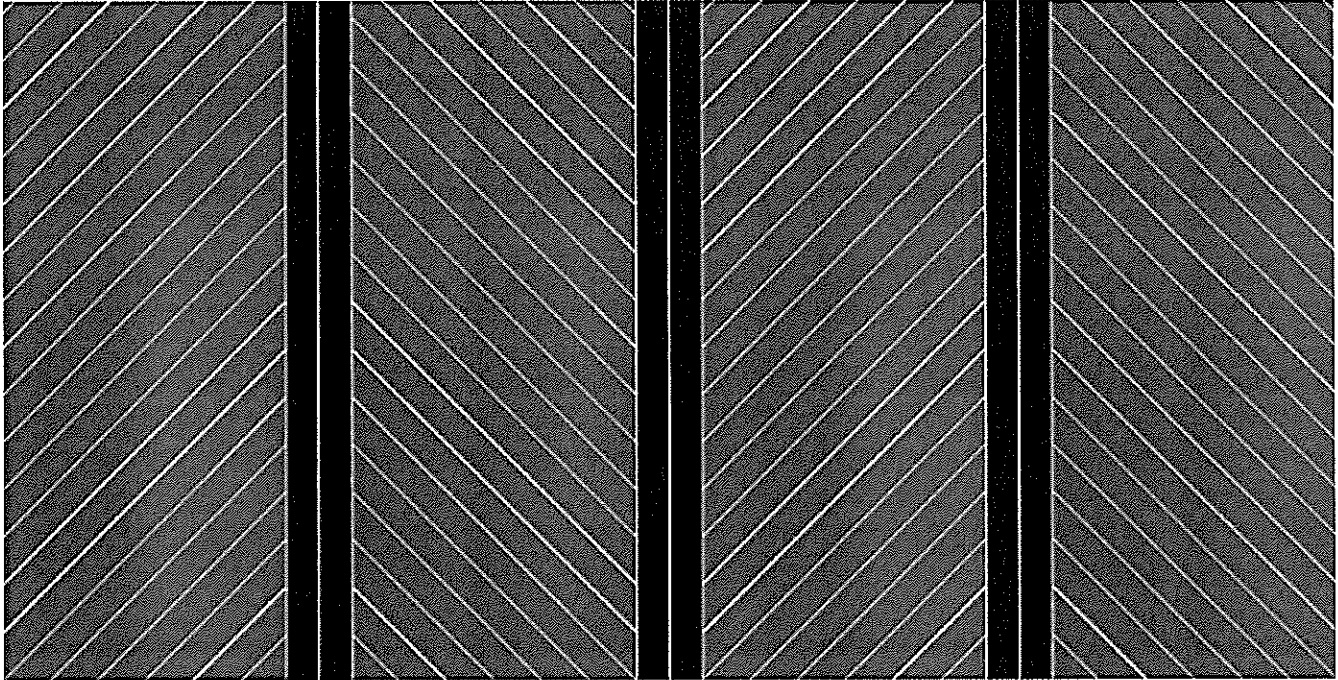
Sincerely,

Travis Durfee  
Madison Guest House  
413-15 S. Madison Ave  
Watkins Glen, NY 14891  
(607) 342-2704  
madisonguesthouse@gmail.com  
www.madisonguesthouse.com

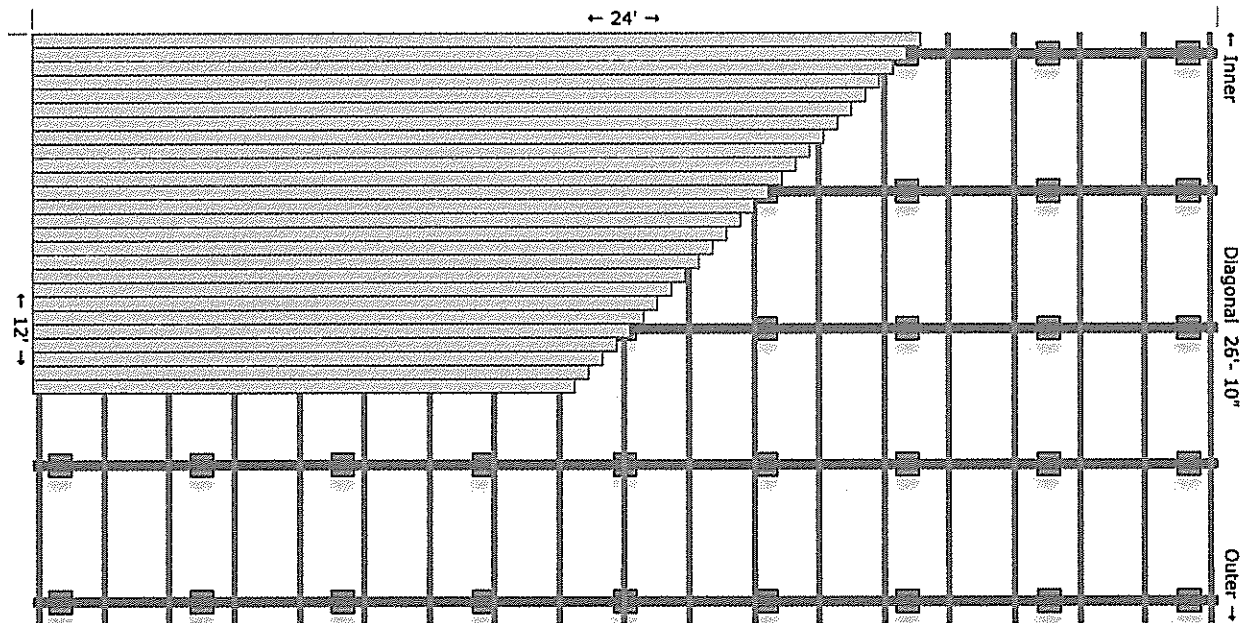


**Do you have additional site plan details that you could provide?**

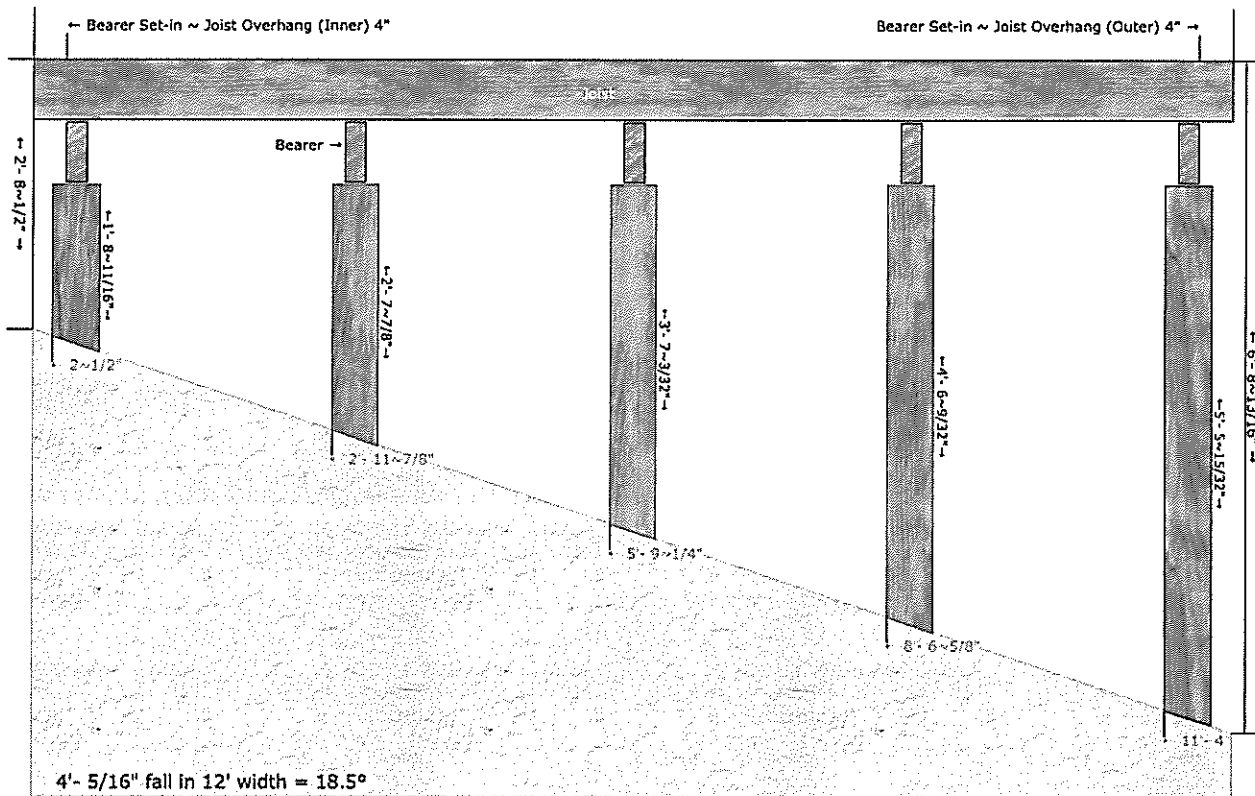
We have developed several ideas for the project, but have yet to hire an architect to complete a proper site plan. The expense of hiring professional assistance is cost prohibitive absent additional funding through the DRI process. Below are some of the ideas we developed to share with the architect we plan to hire for the project:



Facade Idea: Herringbone



Deck View



Side view, hillside

**Would you be willing to work with our team to come up with some site planning concepts?**

We are very open to working with members of the team to develop plans that align with the overarching vision of the DRI. Thank you!

**An important criteria for the LPC and NY State is using DRI funds to encourage additional private investment. There is no hard and fast rule for how much private leverage is required, but we are targeting a minimum of 50% as a private match. Your proposal just meets this minimum target, but can you provide more input on how much private leverage you are able to provide?**

As outlined in our proposal, we have liquid cash assets totaling \$10,000. Madison Properties Unlimited, LLC has maintained nearly a decade of profitable business in property management and vacation rentals. We have established excellent credit and keep strong relationship with our local lending institutions, namely Chemung Canal Trust Company and Tompkins Trust Company. While lending institutions may hesitate to finance this project absent a DRI-grant commitment, we are optimistic that favorable lending terms will be reached after receiving a DRI award.





**Ariana Branchini**

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IE

**From:** Judy Robilotti <ugogirl@stny.rr.com>  
**Sent:** Thursday, January 04, 2018 11:55 AM  
**To:** Simon Kates; Judy Cherry  
**Subject:** Re: Watkins Glen DRI - Renovations to the First Baptist Church

Dear Mr. Kates,

Below are my responses to your request for further information on the submission of my DRI proposal for The First Baptist Church in Watkins Glen.

*1. Do you currently have control of the site, and if not, have you done any outreach to the current property owner?*

I currently do not have control of the site. I have sent a letter to The First Baptist Church inquiring of their status to sell on January 4, 2018.

*2. An important criteria for the LPC and NY State is using DRI funds to encourage additional private investment. There is no hard and fast rule for how much private leverage is required, but we are targeting a minimum of 50% as a private match. Can you provide more input on how much private leverage you are able to provide?*

Being this is a start-up business, I would like to finance a portion of this project of approximately \$50k with low interest financing through Schuyler county and possibly other grants that may be available from some other local agencies. My investment of personal equity based on my Interior Design profession would be valued at approximately \$125K.

I feel I may have under estimated the renovations on my proposal. Will there be a chance to make these adjustments in the future?

*3. Who would manage the special event space operations, or do you envision a new organization that runs the facility?*

I personally would be directly involved in the designing, renovations and conversion of the space as well as managing the facility as a Special Events & Wellness Center and possibly a café.

I look forward to further discussions on the opportunity to be a part of this exciting project in Downtown Watkins Glen.

Well Wishes for the New Year!

Sincerely,

Judy Robilotti

607-221-3834

On Dec 27, 2017, at 11:12 AM, Simon Kates <[s.kates@bfjplanning.com](mailto:s.kates@bfjplanning.com)> wrote:

Dear Ms. Robilotti,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal for renovations to the First Baptist Church. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

In addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

Below are a series of questions that we have in response to your proposal. We hope to evaluate all of the private projects with the LPC at the upcoming meeting on January 10. **To facilitate that discussion, please send your responses to these questions by January 5.** We expect this conversation to continue beyond January, so this is not the last opportunity to provide information, but the more you can send us now, the better for the LPC to evaluate the feasibility and transformative potential of your project.

1. Do you currently have control of the site, and if not, have you done any outreach to the current property owner?
2. An important criteria for the LPC and NY State is using DRI funds to encourage additional private investment. There is no hard and fast rule for how much private leverage is required, but we are targeting a minimum of 50% as a private match. Can you provide more input on how much private leverage you are able to provide?
3. Who would manage the special event space operations, or do you envision a new organization that runs the facility?

Thanks again for your participation in this exciting opportunity for Watkins Glen. For more information about the Open Call for Projects and the overall DRI program, please visit: [flxgateway.com/dri](http://flxgateway.com/dri). We look forward to hearing from you soon.

Happy Holidays,

**Simon Kates**

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## Ariana Branchini

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**From:** Neela Patel <natasha4800@yahoo.com>  
**Sent:** Wednesday, December 27, 2017 11:39 PM  
**To:** Simon Kates  
**Cc:** JudyMcKinneyCherryCEcD; Laurie DeNardo; Kristin VanHorn; Sweet, Julie (DOS); Griffin, Andrew F (NYSHCR); Susan Favate; Ariana Branchini  
**Subject:** Re: Watkins Glen DRI - Budget Inn Renovations

Hello,

I am currently out of the country until Jan 11th and do not have my files on hand. I will be able to better address question 1 once I return.

For question 2, we are more than willing to work with your team on planning concepts. Our vision was the keep a consistent landscape throughout our property, while still fitting the overall DRI project vision.

I can discuss further once I return back to the states.

Bob Patel

Sent from my iPhone

On Dec 27, 2017, at 9:37 PM, Simon Kates <[s.kates@bfjplanning.com](mailto:s.kates@bfjplanning.com)> wrote:

Dear Mr. and Mrs. Patel,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal to renovate the Budget Inn. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

In addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

Below are a series of questions that we have in response to your proposal. We hope to evaluate all of the private projects with the LPC at the upcoming meeting on January 10. **To facilitate that discussion, please send your responses to these questions by January 5.** We expect this conversation to continue beyond January, so this is not the last opportunity to provide information, but the more you can send us now, the better for the LPC to evaluate the feasibility and transformative potential of your project.

1. Do you have additional site plan details that you could provide?
2. Would you be willing to work with our team to come up with some site planning concepts?

Thanks again for your participation in this exciting opportunity for Watkins Glen. For more information about the Open Call for Projects and the overall DRI program, please visit: [flxgateway.com/dri](http://flxgateway.com/dri). We look forward to hearing from you soon.

Happy Holidays,

**Simon Kates**

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## Ariana Branchini

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**From:** Mark Simiele <shs@stny.twcbc.com>  
**Sent:** Wednesday, December 27, 2017 11:56 AM  
**To:** Simon Kates  
**Subject:** RE: Watkins Glen DRI - Captain Bill's Port of Seneca Lake Cruise Terminal

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Simon,

I thank you and the committee for considering my proposal.

As my proposal states I am asking for a 50% match. The scope of the project would be scaled back with a reduced matching grant of less than 50%.

The south elevation facing the main street will be narrowed by approximately 20 ft. The building footprint will be expanded by 8ft to the south. We have been working with DOT the past year to reconfigure parking and access with the existing building footprint. DOT has a traffic flow and parking detail in place. The building proposal will fit the current DOT traffic flow and parking plan.

I am open to working with your team on design and building orientation. Please note our current building location and visual exposure to Franklin St. is one of the keys to our success.

Please let me know if you need additional clarification on any of the above.

Mark Simiele, President  
Wine & Glass Tour, Inc.

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**From:** Simon Kates [mailto:s.kates@bfjplanning.com]  
**Sent:** Wednesday, December 27, 2017 11:33 AM  
**To:** shs@stny.twcbc.com  
**Cc:** JudyMcKinneyCherryCEd; Laurie DeNardo; 'Kristin VanHorn'; 'Sweet, Julie (DOS)'; 'Griffin, Andrew F (NYSHCR)'; Susan Favate; Ariana Branchini  
**Subject:** Watkins Glen DRI - Captain Bill's Port of Seneca Lake Cruise Terminal

Dear Mr. Simiele,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal for Captain Bill's Port of Seneca Lake Cruise Terminal. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

In addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way towards revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

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better for the LPC to evaluate the feasibility and transformative potential of your project.

2. An important criteria for the LPC and NY State is using DRI funds to encourage additional private investment. There is no hard and fast rule for how much private leverage is required, but we are targeting a minimum of 50% as a private match. Although your project just matches this minimum target, would you be able to provide greater private leverage? What are the critical programmatic and site constraints that impact this project? IN particular, we would like to learn more about potential building locations, access, parking, etc.
3. Are you open to working with our team to identify a site configuration that maximizes views and improves connections between Franklin Street and Seneca Lake?

Thanks again for your participation in this exciting opportunity for Watkins Glen. For more information about the Open Call for Projects and the overall DRI program, please visit: [flxgateway.com/dri](http://flxgateway.com/dri). We look forward to hearing from you soon.

Happy Holidays,

## **Simon Kates**

### **BFJ Planning**

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## Ariana Branchini

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20

**From:** Hart, David <DHart@HartHotels.com>  
**Sent:** Thursday, January 04, 2018 2:27 PM  
**To:** Simon Kates  
**Cc:** JudyMcKinneyCherryCEcD; Laurie DeNardo; 'Kristin VanHorn'; 'Sweet, Julie (DOS)'; 'Griffin, Andrew F (NYSHCR)'; Susan Favate; Ariana Branchini  
**Subject:** Re: Watkins Glen DRI - Renovate the former VFW building into a full service spa and fitness center

Simon

Thank you for your reply to our application. Please see responses below to your questions.

David Hart



**David P. Hart, President & CEO**

617 Dingens Street, Buffalo, NY 14206-2407

Phone: 716-893-6551

Mobile: 716-570-6281

Fax: 716-893-6517

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**From:** Simon Kates <[s.kates@bfjplanning.com](mailto:s.kates@bfjplanning.com)>  
**Date:** Wednesday, December 27, 2017 at 12:19 PM  
**To:** David Hart <[dhart@harthotels.com](mailto:dhart@harthotels.com)>  
**Cc:** Judy McKinney-Cherry <[judy@fixgateway.com](mailto:judy@fixgateway.com)>, Laurie DeNardo <[imd3@cornell.edu](mailto:imd3@cornell.edu)>, 'Kristin VanHorn' <[KVanHorn@co.schuyler.ny.us](mailto:KVanHorn@co.schuyler.ny.us)>, "'Sweet, Julie (DOS)'" <[Julie.Sweet@dos.ny.gov](mailto:Julie.Sweet@dos.ny.gov)>, "'Griffin, Andrew F (NYSHCR)'" <[Andrew.Griffin@nyshcr.org](mailto:Andrew.Griffin@nyshcr.org)>, Susan Favate <[S.Favate@bfjplanning.com](mailto:S.Favate@bfjplanning.com)>, Ariana Branchini <[a.branchini@bfjplanning.com](mailto:a.branchini@bfjplanning.com)>  
**Subject:** Watkins Glen DRI - Renovate the former VFW building into a full service spa and fitness center

Dear Mr. Hart,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal renovate the former VFW building into a full service spa and fitness center. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

In addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

Below are a series of questions that we have in response to your proposal. We hope to evaluate all of the private projects with the LPC at the upcoming meeting on January 10. **To facilitate that discussion, please send your responses to these questions by January 5.** We expect this conversation to continue beyond January, so this is not the last opportunity to provide information, but the more you can send us now, the better for the LPC to evaluate the feasibility and transformative potential of your project.

1. What are your preliminary thoughts on building design, historic restoration, façade, etc.?

We have hired NH Architecture from Rochester NY to assist us with the building renovation, floor planning and interior design. NH was the architect for the Watkins Glen Harbor Hotel as well as the Harbor Hotel that we own in the 1000 Islands and the Harbor Hotel that is under construction on Chautauqua Lake near Jamestown and scheduled to open in July 2018. NH will provide nice continuity working along side us on this project.

Generally we will maintain the current building brick façade recognizing some of the brick may need to be repointed. We will add an exterior elevator shaft to the northwest corner of the building. The entire north elevation of the building requires a new skin. We will propose an appropriate new exterior skin product to the planning board that better ties the building together and provides a much better aesthetic for passersby and the view from the hotel front entrance. We will retain and repair the parapet roof line. All windows will be replaced. We will maintain the existing openings while cleaning and repairing the lintels. We will introduce a front door to the building on N Franklin Street that will be a welcome storefront addition to the village. The blue canopy on first street will be removed. The temporary one story structure and fence enclosure at the rear/east end of the building will be removed. A new stairwell will be constructed in the southeast corner of the building and a new rear entrance and vestibule will be constructed in the northeast corner of the building. We will enhance the landscaping along the north and east sides of the building.

Once operational, would the spa/fitness center be open to the public, or only to hotel guests? Can you describe how the newly renovated building will be integrated with the existing hotel?

The spa will be available to hotel guests and the general public. The fitness center will be reserved for hotel guests only. The spa will have distinct aesthetic ties to the hotel, we will ensure this by working closely with NH Architecture on the building materials and design.

What are your anticipated staffing needs?

The spa will require a manager and a variety of technicians that will working part and full time to deliver a wide variety of services. We estimate FTE of 5-7 jobs.

Thanks again for your participation in this exciting opportunity for Watkins Glen. We look forward to hearing from you soon.

Happy Holidays,

**Simon Kates**

BFJ Planning  
115 FIFTH AVENUE

## Ariana Branchini

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2E

**From:** Paul Thomas <paul@senecalakewine.com>  
**Sent:** Friday, December 29, 2017 10:50 AM  
**To:** Simon Kates  
**Subject:** RE: Watkins Glen DRI - Seneca Lake Winery Cultural Center

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Simon,

We made some good progress yesterday, and while I still have to run everything past the membership on 1/9/18 to confirm they're on board with the idea, based on yesterday's meeting, I believe we will be submitting a more focused, detailed and effective proposal to you and the committee shortly after that meeting. I'm hoping you can answer the following questions, which came up as strong concerns by a few of the member winery owners yesterday:

- By virtue of us potentially receiving public monies from the State, will that also introduce other requirements? For example, would it mean we would be obligated to make the purchased property fully ADA compliant per federal and state laws? So, if the building has a second floor, and no elevator, would we be legally obligated to install an elevator? Or, as another example, would there be requirements that some or all of the construction work done on the building be completed by a state-registered woman/minority-owned business? Would all contractors have to be employed by a business based in NYS? Knowing how thoroughly ignorant I am about these kinds of topics, my membership wants to make sure we're 100% aware of any kind of tethers like that, which might accompany the DRI grant monies, so we allow for them in our project plan.
- One of the properties we originally cited, which was for sale (607 Franklin St) is now under contract with a buyer, and is effectively sold. What happens if the other property we're hoping to purchase ends up being sold before DRI grant recipients are announced? Does that mean we would have to start from scratch, effectively, or simply decline the grant monies at that time? Should we maybe consider buying the desired property now, and then simply hope we'll be awarded the grant monies? Or would buying the property now mean that grant assistance with purchasing the property would not be given, because we purchased it before we were awarded?

I'm sorry to bother you with these needling questions, as I'm sure you're super busy, but I'm not sure where else to find answers to these questions that I can be confident in their reliability. If it is easier to chat about it, you're of course welcome to call me. For now, as I continue conveying the project proposal to our membership I will assume there are no "tethers", and we should not purchase any property until the grant recipients have been announced.

Sincerely,  
Paul

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**From:** Simon Kates [mailto:s.kates@bfjplanning.com]  
**Sent:** Wednesday, December 27, 2017 1:46 PM  
**To:** Paul Thomas <paul@senecalakewine.com>  
**Cc:** JudyMcKinneyCherryCEcD <Judy@FLXGateway.com>; Laurie DeNardo <Imd3@cornell.edu>; 'Kristin VanHorn' <KVanHorn@co.schuyler.ny.us>; 'Sweet, Julie (DOS)' <Julie.Sweet@dos.ny.gov>; 'Griffin, Andrew F (NYSHCR)' <Andrew.Griffin@nyshcr.org>; Susan Favate <S.Favate@bfjplanning.com>; Ariana Branchini <a.branchini@bfjplanning.com>  
**Subject:** RE: Watkins Glen DRI - Seneca Lake Winery Cultural Center

Paul,

Thank you for the quick response. This is all very helpful. I'm copying the group cc'd from my email so we're all on the same page on our end. Don't worry about the timing of your next membership meeting. January 5 is a soft deadline for

us—we need to start gathering additional details so that the Local Planning Committee can discuss all of the projects on January 10, but we don't need to have every detail finalized by then. Understanding that some of the details in your email are tentative, this is exactly what we are looking for to get a better understanding of the project and to continue the conversation.

We will reach out if we have any additional questions. Thanks again,

## Simon Kates

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**From:** Paul Thomas [<mailto:paul@senecalakewine.com>]

**Sent:** Wednesday, December 27, 2017 12:48 PM

**To:** Simon Kates <[s.kates@bfjplanning.com](mailto:s.kates@bfjplanning.com)>

**Subject:** RE: Watkins Glen DRI - Seneca Lake Winery Cultural Center

Mr. Kates:

Thank you for following up with us on our proposal. I will make sure to get good answers to your 3 questions below before end of business on January 5, 2018. We have obtained more details pertaining to our proposal, and one of the properties we submitted is now under contract (607 N Franklin St, Catholic Charities building) with a buyer who is interested in potentially renting to us, so a variety of parameters have evolved the past 5 weeks. Unfortunately as a member-based 501-C6, given our by-laws, we will be unable to submit a second version of our proposal until after our next Trail meeting the morning of January 9, 2018, where our membership can review the updated proposal our committee has crafted, and then vote on it. Hopefully that will not be too late, though if it will be too late by then, please let me know that too. Unfortunately our by-laws are quite specific about how financially relevant matters like this are to be handled, and we're beholden to those policies. For now, here are tentative answers to your 3 questions, based on various anecdotal conversations I've had with Trail leadership the past several weeks.

- 1- We are capable of ratcheting up our investment to at least 50% of the total estimated cost. For several years now we have been responsibly saving monies up, in the hopes that an opportunity like the DRI would manifest, to help make sure a lack of funds wouldn't be a barrier to us submitting ideas. Getting a majority of the member/owners to agree on a number remains tricky.
- 2- Yes, it is possible to combine our project with another DRI site proposal. And yes, we are potentially amenable to renting property. In fact there are some outspoken member/owners that much prefer the Trail rent, rather than own, property. The only caveat being that if the Trail is going to invest non-trivial monies into this project, we would require a relatively long term lease agreement. A one year lease, for example, would not be practical if we have invested tens of thousands of dollars into the property to fulfill our proposed project's goals, as I'm sure you can imagine.
- 3- We have discussed these topics at length, and while I cannot deliver you a hard answer to those good questions until after our Trail meeting, I can assure you:
  - a. The general public would have access to the Cultural Center during regular business hours via a timed locking system. Displays and interactive materials would be housed securely behind Lexan, and the space would not necessarily need to be staffed. Wineries opting to utilize the space for tastings would

have access via combination locks, so they could host a tasting experience on a Saturday night, for example, after regular business hours. SLWT offices and storage would be separate from the public space, and would only be accessed by SLWT staff and their membership.

- b. It is very likely we would be comfortable inviting non-members (which I honestly view as “future members”) to participate in many aspects of this proposed project. The past few years the Trail has adopted a softer stance with non-members, in our effort to be more inclusive, and non-members have taken advantage of industry training we’ve paid to have brought to the region, and we also continue to invite a few non-members to host a booth during our annual Seneca Lake Wine & Food festival. So there is recent precedence for us being more inclusive with non-member wineries.
- c. The general public would be engaged through the various enclosed displays and engaging, interactive digital materials 7 days/week during regular business hours, and would periodically be further engaged when wineries would opt to host tastings, or possibly small farmer’s markets, involving our many other partners in the craft food and beverage industries in Schuyler County.

We have a meeting of our Long Range Planning Committee tomorrow morning, comprised of many very involved owners, and I hope to start getting better direction from them regarding the project parameters, so I can then propose their ideas for approval by the overall membership.

Sincerely,  
Paul

**From:** Simon Kates [mailto:s.kates@bfjplanning.com]

**Sent:** Wednesday, December 27, 2017 12:12 PM

**To:** paul@senecalakewine.com

**Cc:** JudyMcKinneyCherryCEcD <Judy@FLXGateway.com>; Laurie DeNardo <lmd3@cornell.edu>; 'Kristin VanHorn' <KVanHorn@co.schuyler.ny.us>; 'Sweet, Julie (DOS)' <Julie.Sweet@dos.ny.gov>; 'Griffin, Andrew F (NYSHCR)' <Andrew.Griffin@nyshcr.org>; Susan Favate <S.Favate@bfjplanning.com>; Ariana Branchini <a.branchini@bfjplanning.com>

**Subject:** Watkins Glen DRI - Seneca Lake Winery Cultural Center

Dear Mr. Thomas,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal for the Seneca Lake Winery Cultural Center. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

In addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

Below are a series of questions that we have in response to your proposal. We hope to evaluate all of the private projects with the LPC at the upcoming meeting on January 10. **To facilitate that discussion, please send your responses to these questions by January 5.** We expect this conversation to continue beyond January, so this is not the last opportunity to provide information, but the more you can send us now, the better for the LPC to evaluate the feasibility and transformative potential of your project.

1. An important criteria for the LPC and NY State is using DRI funds to encourage additional private investment. There is no hard and fast rule for how much private leverage is required, but we are targeting a minimum of 50% as a private match. Can you provide more input on how much private leverage you are able to provide?
2. We’re wondering if this project could be combined with another site that has been submitted as part of the open call. If so, that would allow Seneca Lake Wine Trail to rent, instead of purchasing a building outright.
3. Can you describe who would have access to the space? Would tastings and events only be available to Seneca Lake Wine Trail member wineries? How would the general public be engaged?



Thanks again for your participation in this exciting opportunity for Watkins Glen. For more information about the Open Call for Projects and the overall DRI program, please visit: [flxgateway.com/dri](http://flxgateway.com/dri). We look forward to hearing from you soon.

Happy Holidays,

**Simon Kates**

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**From:** Liz Millhollen <lizmillhollen@gmail.com>  
**Sent:** Tuesday, January 02, 2018 11:42 AM  
**To:** Simon Kates  
**Cc:** JudyMcKinneyCherryCEcD; Laurie DeNardo; Kristin VanHorn; Sweet, Julie (DOS); Griffin, Andrew F (NYSHCR); Susan Favate; Ariana Branchini  
**Subject:** Re: Watkins Glen DRI - FLX Outdoor Adventure and Discovery Center  
**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Hello! Thank you for getting back to me and all your team's hard work for downtown Watkin's Glen revitalization. As a local who has been living in different areas for more than a decade the potential of the area, family, and friends is what drew me back! This is an exciting time.

Responses:

1. The concept of running the center as a non-profit with diversified revenue streams would ensure our capability to continually raise private funds and investment for operations and capital improvements. A clearly outlined partnership with the town and private businesses would assist in this endeavor. I proposed \$500,000 from the DRI funds to offset initial start-up costs and ensure exceptional programming staff could be hired and retained and fundraising would begin immediately. The \$50,000 in private funds I proposed would be from solicitations, large 'kick-starter' campaigns. Additionally, funding would come from campaigns with pre-launch goals for private sponsored funding i.e "the Corning Inc. Challenge Course", "Schuyler Hospital Ice Rink", "Welliver splash pad" With the backing of the town and private business owners/.corporations we would surpass the initial goal.
2. Yes, Clute Park is a great facility and location. The proposed plans and amenities of the already received funding for Clute Park and any additional layering of ideas should be carefully crafted so there is synergy and collaboration. I am more than willing to merge ideas and work on the collective vision with the current players /operators. I enjoyed many of the ideas proposed by consultants and community members at the last meeting and would be interested in incorporating ideas for an innovative outdoor/park experience for tourists and community members alike. Collaborative management of a thriving summer camp, water safety seminars and classes, paddle sports launch and lessons, park events and hosting running, paddling, or other sport races would all be possible out of the center.
3. Phase two is possible without an additional facility however, it is crucial that the continuing phases of the center are visible to the community, our customers, and our supporters. The programs proposed would need infrastructure to be built and installed on currently held property: Challenge course structures and or zip lines on owned/operated property and and/or a 'Flow-Rider' type installation would be in the water. Multi-day excursions for community school aged groups would be primitive and focus on character development and 21st century learning skills. We would do this by backpacking on the Finger Lakes Trail and camping out. Exact costs are difficult to put a finger on immediately as the development of the center and it's program line and offerings should be considered in tandem with the revenue it can generate from sales as well as fundraising. A 50 / 50 split between program/attraction revenue and fund-raised dollars would be the annual budget touchstone.



Please keep the questions coming and certainly ask for any additional information. I know this project won't be a success in a vacuum so I am excited to collaborate and bat around ideas with key players. I am excited to continue to work with my initial idea as I feel it has a valuable place in the development of Watkins Glen as a thriving community and a hub of adventure tourism in the region.

Looking forward to next steps,

Liz Millhollen

On Wed, Dec 27, 2017 at 12:03 PM, Simon Kates <[s.kates@bfjplanning.com](mailto:s.kates@bfjplanning.com)> wrote:

Dear Ms. Millhollen,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal for the FLX Outdoor Adventure and Discovery Center. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

In addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

Below are a series of questions that we have in response to your proposal. We hope to evaluate all of the private projects with the LPC at the upcoming meeting on January 10. **To facilitate that discussion, please send your responses to these questions by January 5.** We expect this conversation to continue beyond January, so this is not the last opportunity to provide information, but the more you can send us now, the better for the LPC to evaluate the feasibility and transformative potential of your project.

1. An important criteria for the LPC and NY State is using DRI funds to encourage additional private investment. There is no hard and fast rule for how much private leverage is required, but we are targeting a minimum of 50% as a private match. Can you provide more input on how much private leverage you are able to provide?
2. Could phase 1 (years 1-3) operate out of Clute Park (or another shared recreation facility), or would you need your own facility? We should discuss with Watkins Glen Parks Department and potentially the canal marinas to see if there is a potential location on a protected waterway.
3. DRI funding is likely not going to be available for the phase 2 (years 4-6) components. Can you break out the costs by phase 1 and phase 2? The phase 2 components would seem to require an off-site facility outside of the village.

Thanks again for your participation in this exciting opportunity for Watkins Glen. For more information about the Open Call for Projects and the overall DRI program, please visit: [flxgateway.com/dri](http://flxgateway.com/dri). We look forward to hearing from you soon.

Happy Holidays,

## Ariana Branchini

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21

**From:** Tag <tag@tagstickets.com>  
**Sent:** Wednesday, January 03, 2018 4:05 PM  
**To:** Simon Kates  
**Cc:** JudyMcKinneyCherryCEcD; Laurie DeNardo; Kristin VanHorn; Sweet, Julie (DOS); Griffin, Andrew F (NYSHCR); Susan Favate; Ariana Branchini  
**Subject:** Re: Watkins Glen DRI - Pirate Themed Miniature Golf

Thank you for the interest and I will answer your inquiries as best I can.

In response to questions 1-3,

1. I would be willing to put up 25% of my own money to make this work and my reasoning is this, as watkins glen stands here and now, I wouldn't invest in it because everything is hinging on what's going to happen in say the next 3-5 years. That's when there will be a clearer overall picture of what's been developed, good or bad, so for me to take on more financial risk here and now, is not for me sorry to say. This would be a project waiting on the positive results of others so the return on investment is fairly sketchy. Worth trying of course, but I want to have my risk factor as low as possible of course.

2. I have not. I don't feel I'm in a position to put the cart before the horse in trying to acquire the land. I would also refer to Judy McKinney Cherry's expertise in knowing the immediate area and having at least semi direct knowledge of its people and businesses. I would want her opinion and help, before I had one of my attorneys anonymously approach the potential sellers. As such, this is a conversation her and I have not had yet.

3. I had an hour long phone conversation with a major builder of these attractions and I was honestly surprised about how free wheeling he was with information. If I was in his shoes, I wouldn't have been so forthright, so he earned my trust, and I believe his numbers. I also researched four other builders of these attractions, and as with everything that matters, it seems 2-3 of these guys are probably doing 80% of the work throughout the country. These guys know what each other is charging in their profession and I also spoke in length with a local contractor who does a lot of work for me and he's the one who built the one at the top of the hill near the track. He wants to be involved with this one as well. Even though the mini golf he built is or has failed, at least he knows what he did right, and what he did wrong, and I can pick his brain prior to this project being built and while it's being built. I'm comfortable with the informational backup I currently have and feel this largest hurdle at this point is the purchase of the land.

Hope this help,

Tag

Sent from my iPhone

On Jan 2, 2018, at 9:48 AM, Simon Kates <[s.kates@bfjplanning.com](mailto:s.kates@bfjplanning.com)> wrote:

Mr. Rhodes,

I sent this message last week, but had your email address wrong. Please see my prior email below about your proposal for a pirate-themed miniature golf course.

Thanks,

## Simon Kates

### BFJ Planning

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F. 212.353.7494  
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**From:** Simon Kates

**Sent:** Wednesday, December 27, 2017 12:04 PM

**To:** 'tag@tagtickets.com' <[tag@tagtickets.com](mailto:tag@tagtickets.com)>

**Cc:** 'JudyMcKinneyCherryCEcD' <[Judy@FLXGateway.com](mailto:Judy@FLXGateway.com)>; 'Laurie DeNardo' <[Imd3@cornell.edu](mailto:Imd3@cornell.edu)>; 'Kristin VanHorn' <[KVanHorn@co.schuylr.ny.us](mailto:KVanHorn@co.schuylr.ny.us)>; 'Sweet, Julie (DOS)' <[Julie.Sweet@dos.ny.gov](mailto:Julie.Sweet@dos.ny.gov)>; 'Griffin, Andrew F (NYSHCR)' <[Andrew.Griffin@nyshcr.org](mailto:Andrew.Griffin@nyshcr.org)>; Susan Favate <[S.Favate@bfjplanning.com](mailto:S.Favate@bfjplanning.com)>; Ariana Branchini <[a.branchini@bfjplanning.com](mailto:a.branchini@bfjplanning.com)>

**Subject:** Watkins Glen DRI - Pirate Themed Miniature Golf

Dear Mr. Rhodes,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal to create a pirate-themed miniature golf course. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

In addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

Below are a series of questions that we have in response to your proposal. We hope to evaluate all of the private projects with the LPC at the upcoming meeting on January 10. **To facilitate that discussion, please send your responses to these questions by January 5.** We expect this conversation to continue beyond January, so this is not the last opportunity to provide information, but the more you can send us now, the better for the LPC to evaluate the feasibility and transformative potential of your project.

1. An important criteria for the LPC and NY State is using DRI funds to encourage additional private investment. There is no hard and fast rule for how much private leverage is required, but we are targeting a minimum of 50% as a private match. Can you provide more input on how much private leverage you are able to provide?
2. Have you discussed availability and/or sale price with the property owners of either of the sites that you identified in your proposal?
3. Do you have any backup about your cost estimate?

Thanks again for your participation in this exciting opportunity for Watkins Glen. For more information about the Open Call for Projects and the overall DRI program, please visit: [flxgateway.com/dri](http://flxgateway.com/dri). We look forward to hearing from you soon.

Happy Holidays,

**1. An important criteria for the LPC and NY State is using DRI funds to encourage additional private investment. There is no hard and fast rule for how much private leverage is required, but we are targeting a minimum of 50% as a private match. Your proposal just meets this minimum target, but can you provide more input on how much private leverage you are able to provide?**

Schuyler county is a poor county compared to some of the surrounding counties. I am not a wealthy investor looking for a project to make a quick buck on. I am a longtime resident with a dream of owning her own business while contributing to the community she grew up with. That being said, I am not a wealthy resident so I would be relying on Business Loans and other potential opportunities for Female First Time Business owners to help get the business up and running. I will be using that funding towards remodeling and opening costs. I currently work full time as a Business Office Manager with a salary of \$45,000 a year, and if I can secure a location that will allow me to live onsite then a large portion of my income will be going towards funding any additional costs for the business in the first few years, until it finds it's footing. That is why I identified locations that had potential rental units as well, to help supplement towards the start up costs of the business.

**2. The two sites that you identified in your proposal both have proposals submitted by the property owners. Since those are unlikely to be available, have you discussed this possibility with other property owners?**

I have not spoken with the owners of the properties that have been identified yet. If those properties are unavailable for purchase, then I will seek out additional locations. 602 Franklin Street was identified at the public meeting as a potential available property for developing, and after reviewing the property details I feel that it would make a good fit as well. There are plenty of other under utilized buidlings within the DRI area that could be utilized for an indoor amusement center. I initially looked for properties that currently were not in use, had room to grow, had residential rental potential, and that I might have a good chance of purchasing. I will also be considering vacant lots as well.

I would prefer to own the property instead of leasing because I hope to ensure the possibility of growth and longevity to the business without potential interruption, as well as have supplemental income to go towards it's growth. If my project is chosen to move on to the next process in receiving funding then I will coordinate with any property owners about potential purchase and costs associated.

**3. Do you have any backup about your remodel cost estimates?**

My remodeling cost estimates were based on a full business model and apartment units, for buildings that have been sitting empty and neglected for a few years. My full business model includes indoor miniature golf, arcade, laser tag, and event space in addition to the apartment units. So the purchase price and remodeling costs may vary depending on the state the property is in that is purchased. I came to these conclusions from reviewing cost estimates for opening up similar businesses, such as Monster Mini-Golf. According to their website, the cost estimates to open an indoor miniature golf course and franchise with them can be between \$436,000 and \$525,000. See breakdown below, their cost estimate is based on leasing as opposed to purchasing. At this time I am considering designing and building my own course, but may also consider franchising. Using their model I have developed an estimate budget to further answer this question. See below.

## Monster Mini-Golf Franchisee Cost Estimates

Breakdown of Costs Needed	Actual Estimated Amounts	Paid to Who?
Franchisee Fee	30,000	Monster Entertainment
Real Estate/Lease Deposit	15,000-30,000	LandLord
Leasehold Improvements*	100,000-140,000	3rd party (whoever is doing this work for you. construction workers, Electricians..etc)
Architectural Plans**	7,500-15,000	3rd party, whoever is doing this work for you.
Insurance Deposits	2000-4000	The company you will be buying from
Equipment (Office, computer..etc, Ticket Eater)	8000-10000	The company you will be ordering from
Point of Sale system (register)	7,500	The company you will be ordering from
Training (Travel & Living Expenses While Training)	2500-3500	hotel, arifare..etc
Signage	7000-9000	The company you will be ordering from
Golf Course phase II build-out Pkg Fee***	199,000	Twisted Toybox
Operating Supplies..Redemption Stock, Clubs, etc.	10,000-15,00	The companies you will be ordering from
Grand Opening Advertising	10,000-12,000	The Advertisers you will be ordering from
Miscellaneous	15000	
Legal & Accounting****	2500-5000	The company you will be ordering from
Additional Funds / working Capital	20,000-30,000	
Total	436,000-525,000	

Source: <http://www.monsterminigolf.com/us-cost>

## Estimated Costs of Building Amusement Center

Breakdown of Costs Needed	Actual Estimated Amounts	Paid to Who?
Real Estate	\$250,000	Building Owner
Inside Remodeling Phase 1: Golf Course & Lounge	50,000-75,000	Contractors
Outside Remodeling	30,000	Contractors
Insurance Deposits	3,000	Insurance Company
Equipment (Office, computer..etc, Golf clubs)	10,000	Supply Company
Point of Sale system (register)	6,000	Square
Signage	5,000	Sign Company
Marketing/Advertising	5,000	Various media outlets
Legal & Accounting	4,000	Law & Accounting Firm
Miscellaneous	15,000	
Inside Remodel Phase 2: Laser Tag & Apartments	75,000-100,00	Contractors
Total	453,000-503,000	





## Ariana Branchini

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25

**From:** Neela Patel <natasha4800@yahoo.com>  
**Sent:** Wednesday, December 27, 2017 11:35 PM  
**To:** Simon Kates  
**Cc:** JudyMcKinneyCherryCEcD; Laurie DeNardo; Kristin VanHorn; Sweet, Julie (DOS); Griffin, Andrew F (NYSHCR); Susan Favate; Ariana Branchini  
**Subject:** Re: Watkins Glen DRI - Revitalize the Seneca Clipper Inn

Hello,

Currently I am out of the country until Jan 11th, and do not have my files on hand.

We have worked through a majority of the zoning compliances presented, but I can forward your email to our project architect who will be able to answer your question prior to the meeting if necessary.

Bob Patel

Sent from my iPhone

On Dec 27, 2017, at 10:40 PM, Simon Kates <[s.kates@bfjplanning.com](mailto:s.kates@bfjplanning.com)> wrote:

Dear Mr. and Ms. Patel,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal to revitalize the Seneca Clipper Inn to a new three-story hotel. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

In addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

Below are a series of questions that we have in response to your proposal. We hope to evaluate all of the private projects with the LPC at the upcoming meeting on January 10. **To facilitate that discussion, please send your responses to these questions by January 5.** We expect this conversation to continue beyond January, so this is not the last opportunity to provide information, but the more you can send us now, the better for the LPC to evaluate the feasibility and transformative potential of your project.

1. Are there any zoning compliance issues with this project?

Thanks again for your participation in this exciting opportunity for Watkins Glen. For more information about the Open Call for Projects and the overall DRI program, please visit: [flxgateway.com/dri](http://flxgateway.com/dri). We look forward to hearing from you soon.

Happy Holidays,

**Simon Kates**

**BFJ Planning**

115 FIFTH AVENUE  
NEW YORK, NY 10003

T. 212.353.7657

F. 212.353.7494

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23

**Ariana Branchini**

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**From:** JEB <jbennett@dcs-ae.com>  
**Sent:** Monday, January 08, 2018 4:39 PM  
**To:** Simon Kates; Judy@FLXGateway.com; lmd3@cornell.edu; KVanHorn@co.schuyler.ny.us; Julie.Sweet@dos.ny.gov; Andrew.Griffin@nyshcr.org; Susan Favate; Ariana Branchini natasha4800@yahoo.com  
**Cc:** natasha4800@yahoo.com  
**Subject:** FW: 17-034 RE: Watkins Glen DRI - Revitalize the Seneca Clipper Inn;  
**Importance:** High

Good afternoon Mr. Kates,

Happy New Year !!

I left you a phone message and have forwarded you our response to your inquiry below. The owners are out of country and I am not sure if you received my response via the owner so here it is as noted below. Please acknowledge receipt of their response to this email and I will be in attendance on the January 10<sup>th</sup> meeting as the owner's agent. All the best and have a good afternoon!! Cheers!!

--  
Thank You,

Jonathan E. Bennett, Sr. R.A.  
Architect / President

Jonathan E. Bennett Architecture, P.C.  
104 Evans Street  
Lockport, New York 14094

716-438-7940 office  
716-438-7255 fax  
716-909-9891 cell  
ww.dcs-ae.com  
[jbennett@dcs-ae.com](mailto:jbennett@dcs-ae.com)

Please consider the environment before printing this e-mail.

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**From:** JEB [mailto:jbennett@dcs-ae.com]  
**Sent:** Thursday, December 28, 2017 12:09 PM  
**To:** 'Neela Patel' <natasha4800@yahoo.com>  
**Subject:** 17-034 RE: Watkins Glen DRI - Revitalize the Seneca Clipper Inn  
**Importance:** High

Good morning Bob and Neela,

Happy New Year to you both!

Yes our response to the question from the Watkins Glen D.R.I. is as follows:

The only variance we are seeking is for an Area Variance Story Number (not the height) allowed from 2 stories ( required ) to 3 stories ( requested ) and will only pertain to the corner lot bounded by South Franklin Street and South Street ( specifically Lot # 2, 0.76 acre parcel).

I had also just received a return phone call from Greg at the Village and we are on track for submitting plans (tentatively until you tell me otherwise) on January 10<sup>th</sup> for the meeting on January 17<sup>th</sup> at 6:30 pm for the introduction meeting / presentation to the village board. I will await your word to submit these plans.

Safe travels and Happy New Year !!

--

Thank You,

Jonathan E. Bennett, Sr. R.A.  
Architect / President

Jonathan E. Bennett Architecture, P.C.  
104 Evans Street  
Lockport, New York 14094

716-438-7940 office  
716-438-7255 fax  
716-909-9891 cell  
ww.dcs-ae.com  
[jbennett@dcs-ae.com](mailto:jbennett@dcs-ae.com)

Please consider the environment before printing this e-mail.

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**From:** Neela Patel [<mailto:natasha4800@yahoo.com>]  
**Sent:** Wednesday, December 27, 2017 11:43 PM  
**To:** [jbennett@dcs-ae.com](mailto:jbennett@dcs-ae.com)  
**Subject:** Fwd: Watkins Glen DRI - Revitalize the Seneca Clipper Inn

Hello John,

I am currently out of the country and do not know how to properly address this question (due to previous problems with said neighbor). Could you possibly respond to the question on zoning below for us?

Thank you,  
Bob

Sent from my iPhone

Begin forwarded message:

**From:** Simon Kates <[s.kates@bfjplanning.com](mailto:s.kates@bfjplanning.com)>  
**Date:** December 27, 2017 at 10:40:37 PM GMT+5:30  
**To:** "[natasha4800@yahoo.com](mailto:natasha4800@yahoo.com)" <[natasha4800@yahoo.com](mailto:natasha4800@yahoo.com)>  
**Cc:** JudyMcKinneyCherryCEcD <[Judy@FLXGateway.com](mailto:Judy@FLXGateway.com)>, Laurie DeNardo <[imd3@cornell.edu](mailto:imd3@cornell.edu)>, 'Kristin VanHorn' <[KVanHorn@co.schuyler.ny.us](mailto:KVanHorn@co.schuyler.ny.us)>, "'Sweet, Julie (DOS)'" <[Julie.Sweet@dos.ny.gov](mailto:Julie.Sweet@dos.ny.gov)>, "'Griffin, Andrew F (NYSHCR)'" <[Andrew.Griffin@nyshcr.org](mailto:Andrew.Griffin@nyshcr.org)>, Susan Favate <[S.Favate@bfjplanning.com](mailto:S.Favate@bfjplanning.com)>, "Ariana Branchini" <[a.branchini@bfjplanning.com](mailto:a.branchini@bfjplanning.com)>  
**Subject:** Watkins Glen DRI - Revitalize the Seneca Clipper Inn

Dear Mr. and Ms. Patel,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal to revitalize the Seneca Clipper Inn to a new three-story hotel. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

In addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

Below are a series of questions that we have in response to your proposal. We hope to evaluate all of the private projects with the LPC at the upcoming meeting on January 10. **To facilitate that discussion, please send your responses to these questions by January 5.** We expect this conversation to continue beyond January, so this is not the last opportunity to provide information, but the more you can send us now, the better for the LPC to evaluate the feasibility and transformative potential of your project.

1. Are there any zoning compliance issues with this project?

Thanks again for your participation in this exciting opportunity for Watkins Glen. For more information about the Open Call for Projects and the overall DRI program, please visit: [flxgateway.com/dri](http://flxgateway.com/dri). We look forward to hearing from you soon.

Happy Holidays,

## **Simon Kates**

BFJ Planning  
115 FIFTH AVENUE  
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T. 212.353.7657  
F. 212.353.7494  
E: [s.kates@bfjplanning.com](mailto:s.kates@bfjplanning.com)

[WWW.BFJPLANNING.COM](http://WWW.BFJPLANNING.COM)



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2k

**Ariana Branchini**

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**From:** Richard Cretser <cretsercretser@yahoo.com>  
**Sent:** Saturday, December 30, 2017 11:56 AM  
**To:** Simon Kates  
**Subject:** Re: Watkins Glen DRI - Tourist Map

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Hello Simon,

Thanks for responding to my proposal. This got complicated when I found that the proprietor of the local art gallery on Franklin St. is involved with the "ARC of Schuyler" and cannot be directly involved with this project. I had hoped that she would be able to take this and run with it, as she has worked with local talent and is in the right field.

I'm already overloaded with projects and am not willing to start another venture. This requires an artist/illustrator intimately familiar with the village, and I submitted several names that have demonstrated those requirements. I'm still confident that the tourist map would be an artistic success and generate income to boot.

At present, it looks like this will die on the vine unless somebody else steps forward to do the grant proposal and run with it.

Best Regards,  
Richard Cretser

On Wednesday, December 27, 2017, 12:17:19 PM EST, Simon Kates <s.kates@bfjplanning.com> wrote:

Dear Mr. Cretser,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal to Tourist Map for Watkins Glen. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

In addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

We are exploring potential partners who could take on this type of marketing project. If you have any other thoughts on the subject, please let us know.

Thanks again for your participation in this exciting opportunity for Watkins Glen. For more information about the Open Call for Projects and the overall DRI program, please visit: [flxgateway.com/dri](http://flxgateway.com/dri). We look forward to hearing from you soon.

Happy Holidays,

**Simon Kates**

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3/A

**From:** Benjamin Stamp <ben@lakewoodvineyards.com>  
**Sent:** Tuesday, January 09, 2018 8:39 AM  
**To:** Simon Kates  
**Cc:** Kristin VanHorn  
**Subject:** RE: Watkins Glen DRI - FLX Works

Simon,

Thanks again for sharing our enthusiasm for this project. I sat down with Kristin and we tackled what questions we could reasonably answer without the entire CDC board weighing in. That said, we have our regular monthly board meeting this afternoon and the FLX Works project will be a topic of much discussion, so I will have more answers for you tomorrow.

We will discuss the funding in depth with the CDC this evening but we anticipate that the board will be fully willing to invest any uncommitted funds to this project. Being a relatively new organization (less than 2 years old) our overall funding is relatively modest, but we have shown our ability to raise funds most notably through our spearheading of the winning DRI award application. We believe this is our chance to launch the vision for our CDC and we are willing to invest whatever we can scrape together.

That said, we have been searching for other potential grant funding sources for FLX Works to supplement the funding cited in the application. Any suggestions and guidance would be greatly appreciated.

The CDC has eliminated the option to utilize 201 N. Franklin Street for this project and is focused on the potential at 210 N. Franklin Street (Formally Seneca Sweets). As a result the scope and budget for the project has changed. 210 N. Franklin is already set up for a commercial kitchen and potential restaurant space and the 2nd floor is currently set up as office space. Our total project cost has dropped significantly to reflect the status of the proposed site.

REVISED PROPOSED BUDGET:  
Cost of Building: \$340,000  
Co-working Space: \$100,000  
Incubator/Test Kitchen: \$175,000  
TOTAL: \$615,000

FUNDING SOURCES:  
CDC investment: \$15,000  
Other grant funding sources?: \$192,000  
SCOPED Small Business Loan: \$100,000  
DRI Request: \$307,000 (50%)

1. Does FLX Works need to own its space, or could you lease?

The CDC is not opposed to leasing a space if the right opportunity were to present itself. However we did envision ownership of the building as part of our long-term real estate redevelopment goals for the organization.

1. Who would manage the co-working and test-kitchen operations? Is FLX Works the concept/brand, or do you envision a new organization that runs the facility?

We view FLX Works as both the concept and brand that would ultimately become an independent LLC under the Community Development Corporation. The space would have a manager, employed (initially part-time) by FLX Works LLC. The manager would also help to market the space.

1. Have you done any outreach to the property owners that you identified? 210 N. Franklin seems like a more likely fit.

We agree that 210 North Franklin would be the most ideal fit. The CDC has not personally reached out to the owners of building, however Judy Cherry, who serves as our staff support, did take a tour of the building and found it quite suitable for the project we have in mind. She has discussed these opportunities with our board.

If you would like to meet to go over any other questions about the project, Kristin and I can make ourselves available while you are in town.

Sincerely,

Ben Stamp

Assistant Winemaker

Lakewood Vineyards Inc.

4024 State Route 14  
Watkins Glen NY 14891  
Phone: (607) 535-9252  
Fax: (607) 535-6656  
Cell: (607) 425-5822

---

**From:** Simon Kates

**Sent:** Wednesday, December 27, 2017 11:52 AM

**To:** ben@lakewoodvineyards.com

**Cc:** JudyMcKinneyCherryCEcD; Laurie DeNardo; 'Kristin VanHorn'; 'Sweet, Julie (DOS)'; 'Griffin, Andrew F (NYSHCR)'; Susan Favate; Ariana Branchini

**Subject:** Watkins Glen DRI - FLX Works

Dear Ben,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal to create FLX Works. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

As you know, in addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

Below are a series of questions that we have in response to your proposal. We hope to evaluate all of the private projects with the LPC at the upcoming meeting on January 10. **To facilitate that discussion, please send your responses**

**to these questions by January 5.** We expect this conversation to continue beyond January, so this is not the last opportunity to provide information, but the more you can send us now, the better for the LPC to evaluate the feasibility and transformative potential of your project.

1. We should discuss the funding arrangement with the CDC to ensure the full funding package is available.
2. Does FLX Works need to own its space, or could you lease?
3. Who would manage the co-working and test-kitchen operations? Is FLX Works the concept/brand, or do you envision a new organization that runs the facility?
4. Have you done any outreach to the property owners that you identified? 210 N. Franklin seems like a more likely fit.

Thanks again for your participation in this exciting opportunity for Watkins Glen. For more information about the Open Call for Projects and the overall DRI program, please visit: [flxgateway.com/dri](http://flxgateway.com/dri). We look forward to hearing from you soon.

Happy Holidays,

**Simon Kates**

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**From:** glvillmt@aol.com  
**Sent:** Tuesday, January 02, 2018 1:35 PM  
**To:** Simon Kates  
**Subject:** Re: Watkins Glen DRI - Renovate the Third Street Carriage House

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Dear Simon Kates and BFJ Planning Committee Members,

Subject: Watkins Glen DRI - Renovate the Third Street Carriage House

We thank you for looking at our project proposal. We do not want to see the Carriage House sit vacant any longer or get to a point that it can not be renovated and is forced to be torn down .

1. An important criteria for the LPC and NY State is using DRI funds to encourage additional private investment. There is no hard and fast rule for how much private leverage is required, but we are targeting a minimum of 50% as a private match. Can you provide more input on how much private leverage you are able to provide? **Project cost- \$700,000 Private funds- \$350,000**
2. Have you thought of any potential retail tenants for the first floor space? **We are open to having 1, 2 or 3 retail tenants depending on the space they require. We are open to retail business that will enhance our downtown economy and any suggestions you may have. We have had interest voiced in renting space but we have committed to none because of the capital need to renovate the building.**
3. Would you be open to a non-residential upper floor use if a retail or other commercial tenant required more space? **Perhaps depending on the type of retail business. We would prefer to keep the residential space upstairs. we have had several people in the past who have inquired about living there because of the historical nature and unique architecture of the Carriage House .**
4. Do you think any of the other responses to the Open Call for Projects would be a good fit in this space? **Most of the projects we have seen, the proposers have owned their buildings. We are not aware of any at this time that would be. Perhaps you are.. Just let us know if there are.**

If you have any further Questions please feel free to contact Chris or myself. We look forward to a meeting with you. Our office phone is 607-535-7159 and Chris's cell phone is 607-742-6812.

Thank You for your time,  
Angie and Christopher Franzese



## Ariana Branchini

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3D

**From:** Brittany Gibson <Brittany@watkinsglenchamber.com>  
**Sent:** Thursday, December 28, 2017 10:31 AM  
**To:** Simon Kates  
**Cc:** JudyMcKinneyCherryCEcD; Laurie DeNardo; 'Kristin VanHorn'; 'Sweet, Julie (DOS)'; 'Griffin, Andrew F (NYSHCR)'; Susan Favate; Ariana Branchini; Rebekah Carroll  
**Subject:** RE: Watkins Glen DRI - Develop, Promote, Prosper and Discover Downtown Watkins Glen

Hi Simon,

Thanks for your email, I hope you had a wonderful holiday! To answer your questions:

1. The marketing fund would definitely include a retail boot camp of sorts – we love that idea. I am definitely open to a call with your team and would invite Chamber President and CEO Rebekah Carroll to join that call. I have copied her on this email. What dates and times might work for you?
2. Let me think about this one a bit and I'll have a response to you by EOD tomorrow.
3. We completely understand and would want this fund to be open to all businesses in the DRI, regardless of Chamber membership.
4. What sorts of details would you like to see regarding the app? I can reach out to the firm that we've contacted about building it (On Cell) and obtain any details, including drilldown on the build out costs that we need.

Thank you again and I look forward to talking soon!

Brittany

### Brittany Gibson

Tourism & Marketing Manager  
214 North Franklin Street, Watkins Glen, 14891  
Office: 607-535-4300 | Mobile: 607-346-5218  
[Chamber Facebook](#) • [Tourism Facebook](#) • [Twitter](#) • [Instagram](#)

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**From:** Simon Kates [mailto:s.kates@bfjplanning.com]  
**Sent:** Wednesday, December 27, 2017 11:44 AM  
**To:** Brittany Gibson <Brittany@watkinsglenchamber.com>  
**Cc:** JudyMcKinneyCherryCEcD <Judy@FLXGateway.com>; Laurie DeNardo <Imd3@cornell.edu>; 'Kristin VanHorn' <KVanHorn@co.schuyler.ny.us>; 'Sweet, Julie (DOS)' <Julie.Sweet@dos.ny.gov>; 'Griffin, Andrew F (NYSHCR)' <Andrew.Griffin@nyshcr.org>; Susan Favate <S.Favate@bfjplanning.com>; Ariana Branchini <a.branchini@bfjplanning.com>  
**Subject:** Watkins Glen DRI - Develop, Promote, Prosper and Discover Downtown Watkins Glen

Dear Brittany,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal for Develop, Promote, Prosper and Discover Downtown Watkins Glen. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

In addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

Below are a series of questions that we have in response to your proposal. We hope to evaluate all of the private projects with the LPC at the upcoming meeting on January 10. **To facilitate that discussion, please send your responses to these questions by January 5.** We expect this conversation to continue beyond January, so this is not the last opportunity to provide information, but the more you can send us now, the better for the LPC to evaluate the feasibility and transformative potential of your project.

1. The marketing fund sounds similar to a 'retail bootcamp' program that provides retail consulting assistance and capital funds to improve storefront design. Are you open to having a call with our team to work out project details?
2. The preliminary funding estimate provides a cost breakdown for a single marketing fund project at \$100,000. How many of these types of projects do you think are needed in downtown Watkins Glen? We would need to set a specific dollar amount on the fund.
3. Would you be open to this fund being available to all businesses in the DRI area? We will likely not want to exclude businesses who are not members of the Chamber. Also, the fund will likely not be available to businesses that are outside of the DRI area.
4. Can you provide some additional details on the downtown app? The cost estimate may be low to create a robust, interactive resource.

Thanks again for your participation in this exciting opportunity for Watkins Glen. For more information about the Open Call for Projects and the overall DRI program, please visit: [flxgateway.com/dri](http://flxgateway.com/dri). We look forward to hearing from you soon.

Happy Holidays,

## **Simon Kates**

BFJ Planning  
115 FIFTH AVENUE  
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[WWW.BFJPLANNING.COM](http://WWW.BFJPLANNING.COM)



310

**Ariana Branchini**

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**From:** Jeannette Frank <JFrank@arcofschuyler.org>  
**Sent:** Thursday, December 28, 2017 11:04 AM  
**To:** Simon Kates  
**Subject:** RE: Watkins Glen DRI - Facade Improvement at 209 N Franklin St  
**Attachments:** Watkins Glen DRI Project Proposal\_Franklin St.docx

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Regarding your question below, “ Can you provide more input on how much private leverage you are able to provide,” our request is for a total of \$33,695, brakes down as follows:

Fire System- \$13,695  
Façade Improvements - \$10,000  
Interior Improvements - \$10,000

The funds would be used to:

Install new fire detection system 1<sup>st</sup> and 2<sup>nd</sup> floors,  
update facade and interior of art gallery to conform with downtown design improvement guidelines (developed through DRI process),  
update entrance to second floor apartment from Franklin St. to reflect period style,  
enclose exposed heat ducts in second floor apartment ceiling.

The community benefit from investing in these renovations include,

Façade work would be consistent with anticipated design guidelines developed through the DRI process,  
Fire system improves safety for the Gallery and adjoining buildings within the block,  
Gallery is in heart of Franklin St. business district and provides an attraction for visitors and local residents interested in local and regional art.  
Improvements to second story 2 bedroom apartment adds to desirably of the apartment for continued rental.

We can commit to a 50% private match from The Arc of Schuyler to have these renovations completed. I can obtain a letter from our Board President if needed.

I would also like to mention that the North exterior wall of the Gallery is very visible as you enter Watkins Glen from the Northern Gateway. We would be open to consideration of the use of the wall for an outdoor mural as part of another proposed project. Funds for the mural are not included in this request.

Please let me know if you need additional information.

---



Jeannette Frank

Executive Director, [The Arc of Schuyler](#) | [Like us on Facebook](#) | [Follow us on Twitter](#)

203 12th Street, Watkins Glen, NY 14891 Phone: 607-535-6934

*Achieve with us.*

A family-based organization providing supports to people with intellectual and developmental disabilities, including autism.

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**From:** Simon Kates [mailto:s.kates@bfjplanning.com]

**Sent:** Wednesday, December 27, 2017 11:54 AM

**To:** Jeannette Frank

**Cc:** JudyMcKinneyCherryCEcD; Laurie DeNardo; 'Kristin VanHorn'; 'Sweet, Julie (DOS)'; 'Griffin, Andrew F (NYSHCR)'; Susan Favate; Ariana Branchini

**Subject:** Watkins Glen DRI - Facade Improvement at 209 N Franklin St

Dear Jeanette,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal to renovate the façade at 209 N. Franklin St. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

As you know, in addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

Below are a series of questions that we have in response to your proposal. We hope to evaluate all of the private projects with the LPC at the upcoming meeting on January 10. **To facilitate that discussion, please send your responses to these questions by January 5.** We expect this conversation to continue beyond January, so this is not the last opportunity to provide information, but the more you can send us now, the better for the LPC to evaluate the feasibility and transformative potential of your project.

1. An important criteria for the LPC and NY State is using DRI funds to encourage additional private investment. There is no hard and fast rule for how much private leverage is required, but we are targeting a minimum of 50% as a private match. Can you provide more input on how much private leverage you are able to provide?

Thanks again for your participation in this exciting opportunity for Watkins Glen. For more information about the Open Call for Projects and the overall DRI program, please visit: [flxgateway.com/dri](http://flxgateway.com/dri). We look forward to hearing from you soon.

Happy Holidays,

**Simon Kates**

BFJ Planning  
115 FIFTH AVENUE  
NEW YORK, NY 10003



3 D

**Ariana Branchini**

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**From:** David Lisk <look4lisk@yahoo.com>  
**Sent:** Friday, December 29, 2017 9:33 AM  
**To:** Beth Lisk; Simon Kates  
**Subject:** Re: **Fwd: Watkins Glen DRI - Convert second-floor to apartment at 208 N. Franklin St**

Our intention has always been to have long term renters and we are not considering changing that.

As far as decreasing our request from 50% we might consider that as long as we are the same as others requesting funding for second floor apartments. As we know; when bidding projects there are most always cost over runs or change orders because something was not communicated correctly or completely to the contractor. We would most likely incur those cost on our own if the grant is based on the initial bid. This obviously would automatically increase our percentage of cost.

If you need anything else please contact us.  
Thank you  
David

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**From:** Beth Lisk <senecaview@gmail.com>  
**To:** look4lisk@yahoo.com  
**Sent:** Wednesday, December 27, 2017 11:43 AM  
**Subject:** Fwd: Watkins Glen DRI - Convert second-floor to apartment at 208 N. Franklin St

----- Forwarded message -----

**From:** "Simon Kates" <s.kates@bfjplanning.com>  
**Date:** Dec 27, 2017 11:20 AM  
**Subject:** Watkins Glen DRI - Convert second-floor to apartment at 208 N. Franklin St  
**To:** "senecaview@gmail.com" <senecaview@gmail.com>  
**Cc:** "JudyMcKinneyCherryCEcD" <Judy@flxgateway.com>, "Laurie DeNardo" <lmd3@cornell.edu>, "Kristin VanHorn" <KVanHorn@co.schuyler.ny.us>, "Sweet, Julie (DOS)" <Julie.Sweet@dos.ny.gov>, "Griffin, Andrew F (NYSHCR)" <Andrew.Griffin@nyshcr.org>, "Susan Favate" <S.Favate@bfjplanning.com>, "Ariana Branchini" <a.branchini@bfjplanning.com>

Dear Mr. and Mrs. Lisk,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal to convert vacant second-floor space to apartment use at 208 N. Franklin St. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

In addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

Below are a series of questions that we have in response to your proposal. We hope to evaluate all of the private projects with the LPC at the upcoming meeting on January 10. **To facilitate that discussion, please send your responses to these questions by January 5.** We expect this conversation to continue beyond January, so this is not the last opportunity to provide information, but the more you can send us now, the better for the LPC to evaluate the feasibility and transformative potential of your project.

1. An important criteria for the LPC and NY State is using DRI funds to encourage additional private investment. There is no hard and fast rule for how much private leverage is required, but we are targeting a minimum of 50% as a private match. Although your project just matches this minimum target, would you be able to provide greater private leverage?
2. One of the DRI goals is promoting more year-round housing in the Village. Would you commit to renting to year-round tenants, rather than short term rentals?

Thanks again for your participation in this exciting opportunity for Watkins Glen. For more information about the Open Call for Projects and the overall DRI program, please visit: [flxgateway.com/dri](http://flxgateway.com/dri). We look forward to hearing from you soon.

Happy Holidays,

**Simon Kates**

BFJ Planning  
115 FIFTH AVENUE  
NEW YORK, NY 10003  
T. 212.353.7657  
F. 212.353.7494  
E: [s.kates@bfjplanning.com](mailto:s.kates@bfjplanning.com)

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To Whom it may concern:

**Regarding the questions asked on the Sweet Expansions Proposal**

**1. Regarding private capital leverage for the 50% match:**

- a. We have spoken with Diane Lantz, Assistant Vice President at M & T Bank this week to work on financial assistance through their branch. She and I discussed to how much we would be able to borrow towards this, in our discussion we discussed the possibilities to go for the whole amount \$517,000 or even as low as 40% (which may be more likely) in the amount of \$206,000
- b. We have \$60,000 in personal monetary investment on our own that would be able to put towards this as well
- c. Also, have the potential to receive \$20,000 through SCOPED

**2. 223 S Franklin St options: Retail vs. Community Event Center/Arcade**

- a. We believe either idea would be a great value to the community
  - i. **To have a Retail Store front local business** would be ideal for this space. For instance, if Seneca Sunrise Coffee wanted to have a Franklin St store front, this would be an ideal location for them to retail local made products in a convenient location on Franklin St.
  - ii. **To have a community arcade/event center** – this would allow for people of all ages, young and Old, visiting our town, residents of Watkins Glen, or social groups such as boy scout/girls scout clubs to have a place to gather, play old school arcade games as well as some newer age video games, birthday parties or celebrations could be held there, and addition of penny candies and soft drinks available
  - iii. Both options would generate additional revenue for the area
  - iv. We really like the idea of the community event center/arcade for it could flow nicely with the existing business of The Great Escape Ice Cream Parlor, but occupancy at one time would have to be looked at (call has been made to Code Enforcement for possibility of this idea)
  - v. Where the retail store front would not be as much of an issue on occupancy

**3. For option 1 retailers in mind**

- a. Would like them to be local, homemade or handmade retail products, no corporate entities would be of interest in this space
- b. Year-round business operation, hours would be based on the retail business owner depending on the business type

**For option 2 operation of the arcade**

- a. We would hire employees (at least two) full time to work and serve the patrons at the arcade/event center
- b. Hours of the arcade would co-inside with The Great Escape business hours
  - a. Open Seven days a week
  - b. Summer hours are 11am-10pm (77 Hours per week)
  - c. Spring, Fall hours would be 12am to 9pm (63 Hours per week)
  - d. Winter Hours would be 12pm to 7 or 8pm (28 hours per week), and the employees would still be able to help in product production at The Great Escape to keep full time hours
  - e. Would be closed to public while a birthday party or private event was going on
- c. This would also be a year-round business not seasonal





## Ariana Branchini

3E

**From:** Seneca Sunrise Coffee <senecasunrisecoffee@gmail.com>  
**Sent:** Thursday, January 04, 2018 6:54 PM  
**To:** Simon Kates  
**Cc:** JudyMcKinneyCherryCEcD; Laurie DeNardo; Kristin VanHorn; Sweet, Julie (DOS); Griffin, Andrew F (NYSHCR); Susan Favate; Ariana Branchini  
**Subject:** Re: Watkins Glen DRI - Seneca Sunrise Coffee

Dear Simon et al,

Please find below the answers to the questions you have regarding our DRI proposal.

Q: Can you provide an update on your plans to purchase the property from the current owner? Is that arrangement still in place?

A: Yes, the arrangement remains in place. The current owner (Mindi's mother) is still committed to selling us the property at fair market value. The owner will hold the mortgage.

Q: What are your primary considerations and constraints on site planning?

A: Our main goal is to convert our location into a coffee shop/community store with a focus on local products. This includes adequate space for roasting coffee and storing green coffee beans. To achieve this, we plan to enclose the porch, open up the interior of the apartment we currently occupy, and build an addition in the sideyard. The Village's code enforcement officer has indicated he sees no objections to the project, provided any new construction meets code.

The new addition must mesh well with the existing building. We are considering abandoning the idea of creating parking space in favor of a larger addition that would include a second floor (year-round rental) apartment.

In planning the new layout, we find ourselves unsure on what is feasible in terms of architecture and structure.

The timing of construction will also need to be thought through, as we need to keep the business open during the renovation process.

Q: Would you be willing to work with our team to come up with some site planning concepts? One initial concern from your proposal is that filling both side yards with driveway and parking will impact the character of the street. The dimensions also may not be enough to accommodate the parking configuration that you proposed.

A: Yes, we would love some input on site planning. Our plans continue to evolve as we reassess our needs, but the process of coming up with a concrete plan is somewhat daunting. For example, we are now considering not adding parking. Instead, we feel it might be more beneficial to us if we were to increase the footprint of the new addition into the sideyard and include an upstairs apartment (year-round rental). The ground floor of a larger addition will offer more room to accommodate increased production and an additional apartment would offer additional rental income.

Q: One of the DRI goals is promoting more year-round housing in the Village. Would you commit to renting to year-round tenants, rather than short-term rentals?

A: Yes. All apartments are currently occupied with year-round tenants and we intend to maintain that.

On Wed, Dec 27, 2017 at 12:13 PM, Simon Kates <[s.kates@bfjplanning.com](mailto:s.kates@bfjplanning.com)> wrote:

Dear Mr. and Mrs. Beheydt,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal to expand and remodel Seneca Sunrise Coffee. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

In addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

Below are a series of questions that we have in response to your proposal. We hope to evaluate all of the private projects with the LPC at the upcoming meeting on January 10. **To facilitate that discussion, please send your responses to these questions by January 5.** We expect this conversation to continue beyond January, so this is not the last opportunity to provide information, but the more you can send us now, the better for the LPC to evaluate the feasibility and transformative potential of your project.

1. Can you provide an update on your plans to purchase the property from the current owner? Is that arrangement still in place?
2. What are your primary considerations and constraints on site planning?
3. Would you be willing to work with our team to come up with some site planning concepts? One initial concern from your proposal is that filling both side yards with driveway and parking will impact the character of the street. The dimensions also may not be enough to accommodate the parking configuration that you proposed.
4. One of the DRI goals is promoting more year-round housing in the Village. Would you commit to renting to year-round tenants, rather than short-term rentals?

Thanks again for your participation in this exciting opportunity for Watkins Glen. For more information about the Open Call for Projects and the overall DRI program, please visit: [flxgateway.com/dri](http://flxgateway.com/dri). We look forward to hearing from you soon.

Happy Holidays,

**Simon Kates**

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3E

## Ariana Branchini

---

**From:** Kathie Notarfonzo <innerpeacefloats@gmail.com>  
**Sent:** Sunday, December 31, 2017 8:21 PM  
**To:** Simon Kates  
**Cc:** JudyMcKinneyCherryCEcD; Laurie DeNardo; Kristin VanHorn; Sweet, Julie (DOS); Griffin, Andrew F (NYSHCR); Susan Favate; Ariana Branchini  
**Subject:** Re: Watkins Glen DRI - Inner Peace Floats  
**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Good evening, Simon....and Happy New Year! :)

I appreciate your response and continued consideration for funding. Please see your questions below along with my answers:

- Do you have a sense of cost estimate for this project?

**The building is going to cost \$250,000. Repairs to the upstairs floor's secondary exits and expansion of business will cost approximately \$125,000**

- An important criteria for the LPC and NY State is using DRI funds to encourage additional private investment. There is no hard and fast rule for how much private leverage is required, but we are targeting a minimum of 50% as a private match. Can you provide more input on how much private leverage you are able to provide?

**We currently have \$90,000 invested in the business itself and plan to mortgage the building this spring. We will not have the funding to expand right away and will have to use the upstairs as an AirBNB in order to have an income to assist in the mortgage payment. If we were able to seek relief in the purchase of the building, we could match 50% of that cost and put it into the expansion to a community wellness center upstairs (\$125,000).**

- Have you developed any additional details on your plans for expansion? Your proposal considers both expansion into a community wellness center as well as apartments. Can the upper-floor accommodate both of these, or are they two different options?

**We have not developed any specific details on our expansion, although we have a rough idea. It does NOT have the potential to be both a community wellness center and apartments. It is Either/Or. These would be two different options. The upstairs was at one time two apartments and set up for residential occupancy, so it is set up for that possibility. That is why I mentioned it. However, having the upstairs turned into year-round rental is not my vision for this space.**

- One of the DRI goals is promoting more year-round housing in the Village. If the upper floor is residential, would you commit to renting to year-round tenants, rather than continuing the short term rental that is currently on the second floor?

In order to make it the community wellness center I envision it to be, I could not commit to renting to year-round tenants. For two reasons - 1. I need to keep it as an AirBNB for now in order to have the income needed to afford the \$250,000 mortgage I'll be taking out to purchase the building in May and 2. I need the upstairs in order to expand.

In short, we decided that we have no interest in turning the upstairs into year-round apartments. It just doesn't fit in with our needs and goals. Without any assistance, continuing to run it as an AirBNB is our only option. With assistance, we would move right into expansion mode and continue our growth further towards a community wellness center!

If you have any further questions, need clarification, or if you'd like to take a tour of the building and the space, please let me know.... I would love to show you! We look forward to being instrumental in assisting in the quality of life for our visitors and more importantly for our year-round community.

In service,  
Kathie E. Notarfonzo

cell: (607) 425-1042

On Wed, Dec 27, 2017 at 11:58 AM, Simon Kates <[s.kates@bfjplanning.com](mailto:s.kates@bfjplanning.com)> wrote:

Dear Ms. Notarfonzo,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal to expand Inner Peace Floats. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

In addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

Below are a series of questions that we have in response to your proposal. We hope to evaluate all of the private projects with the LPC at the upcoming meeting on January 10. **To facilitate that discussion, please send your responses to these questions by January 5.** We expect this conversation to continue beyond January, so this is not the last opportunity to provide information, but the more you can send us now, the better for the LPC to evaluate the feasibility and transformative potential of your project.

1. Do you have a sense of cost estimate for this project?
2. An important criteria for the LPC and NY State is using DRI funds to encourage additional private investment. There is no hard and fast rule for how much private leverage is required, but we are targeting a minimum of 50% as a private match. Can you provide more input on how much private leverage you are able to provide?

3. Have you developed any additional details on your plans for expansion? Your proposal considers both expansion into a community wellness center as well as apartments. Can the upper-floor accommodate both of these, or are they two different options?
4. One of the DRI goals is promoting more year-round housing in the Village. If the upper floor is residential, would you commit to renting to year-round tenants, rather than continuing the short term rental that is currently on the second floor?

Thanks again for your participation in this exciting opportunity for Watkins Glen. For more information about the Open Call for Projects and the overall DRI program, please visit: [flxgateway.com/dri](http://flxgateway.com/dri). We look forward to hearing from you soon.

Happy Holidays,

**Simon Kates**

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***Kathie E. Notarfonzo, Owner/Operator***

Inner Peace Floats  
111 West Fourth Street  
Watkins Glen, NY 14891

(607) 535-6287

3E

## Ariana Branchini

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**From:** jylle benson-gauss <jmbgauss@yahoo.com>  
**Sent:** Thursday, December 28, 2017 4:16 PM  
**To:** Simon Kates  
**Cc:** JudyMcKinneyCherryCEcD; Laurie DeNardo; Kristin VanHorn; Sweet, Julie (DOS); Griffin, Andrew F (NYSHCR); Susan Favate; Ariana Branchini  
**Subject:** Re: Watkins Glen DRI - New Meat/Seafood/Local Foods Establishment

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Dr. Mr. Kates,

Thank you for your consideration of our proposal.

To answer your questions:

- 1) No, we cannot raise our participation percentage within the timeframe of the grant project completion period because
- 2) we will complete these projects regardless of receipt of the grant, but in a multi-year time frame without the grant, presuming that the macro economy continues on a stable path. Instability is the bane of business, especially tourism.

This project will re-establish a food resource left vacant by the closing of the previous family-owned butcher shop on Franklin Street, and much missed in the community. With the abundance of airbnbs in Watkins Glen, easy access to quality local grocery items such as those supplied by our tenant's market will be a delightful resource for guests and a showcase for local products. In an increasingly competitive global tourist destination market, it is the unique, delightful, nostalgic and/or delicious that will set an area such as Watkins Glen, with its unspoiled beauty, friendly community, and great local foods, apart from a growing number of cute but forgettable destinations.

Best regards,  
jylle benson-gauss

Sent from my iPhone

On Dec 27, 2017, at 12:01 PM, Simon Kates <[s.kates@bfjplanning.com](mailto:s.kates@bfjplanning.com)> wrote:

Dear Ms. Benson-Gauss,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal for a New Meat/Seafood/Local Foods Establishment. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

In addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

Below are a series of questions that we have in response to your proposal. We hope to evaluate all of the private projects with the LPC at the upcoming meeting on January 10. **To facilitate that discussion, please send your responses to these questions by January 5.** We expect this conversation to continue beyond January, so this is not the last opportunity to provide information, but the more you can send us now, the better for the LPC to evaluate the feasibility and transformative potential of your project.

1. An important criteria for the LPC and NY State is using DRI funds to encourage additional private investment. There is no hard and fast rule for how much private leverage is required, but we are targeting a minimum of 50% as a private match. Although your project just matches this minimum target, would you be able to provide greater private leverage?
2. Your proposal anticipates a project start date in January 2018. Are you planning to proceed with this renovation with or without DRI funding?

Thanks again for your participation in this exciting opportunity for Watkins Glen. For more information about the Open Call for Projects and the overall DRI program, please visit: [flxgateway.com/dri](http://flxgateway.com/dri). We look forward to hearing from you soon.

Happy Holidays,

**Simon Kates**

**BFJ Planning**

115 FIFTH AVENUE  
NEW YORK, NY 10003

T. 212.353.7657

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E: [s.kates@bfjplanning.com](mailto:s.kates@bfjplanning.com)

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3F

## Ariana Branchini

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**From:** Finger Lakes BrewGarden <flxbeer@yahoo.com>  
**Sent:** Thursday, January 04, 2018 11:31 AM  
**To:** Simon Kates  
**Cc:** JudyMcKinneyCherryCEcD; Laurie DeNardo; 'Kristin VanHorn'; Julie (DOS)"Sweet"; Andrew F (NYSHCR)"Griffin"; Susan Favate; Ariana Branchini  
**Subject:** Re: Watkins Glen DRI - Finger Lakes Brew Garden

Simon, et al:

Thank you for reaching out, and for your interest in our project! Responses to your questions are below:

1. Finger Lakes BrewGarden is prepared to invest \$100,000 in cash as a down payment to secure a \$500,000 business loan to get the project underway. As put forth in the original proposal, other monies may be attained through various state and federal programs to help finance the start-up. However, for the purposes of this conversation, we will stick with conservative numbers.
2. We are ABSOLUTELY interested in working toward finding other suitable properties!
3. We had actually reached out to two other people in town in regards to the location of our BrewGarden besides Mr. Clifford. Specifically, the Carriage House was one of our first choices, since the property lends itself perfectly to the idea of utilizing green space downtown, having a stunning architectural style, and possessing the space needed for our endeavor. Unfortunately, the property owner did not share our vision for the property and expressed concerns over several aspects of the BrewGarden.

In addition to the Clifford property and the Carriage House, we also approached Mr. Junior Speccio, owner of the former NYSEG office on Franklin St. That site, while not possessing "green space" does have enough real estate to accommodate outdoor activities, and still house a microbrewery on site in the back garage. That property owner as well had no interest in leasing or selling the building to us.

Finding the appropriate real estate on which to locate the BrewGarden, and finding property owners who are interested in helping others develop the downtown area, has been the single most challenging aspect of the start-up to date. We would welcome the LPC's help in finding and securing a suitable spot, including those mentioned above.

Please note that, as an organization, Finger Lakes BrewGarden is most interested in real estate that can be leased with an option to purchase, or outright purchase any property that would finally be settled upon.

We look forward to working with all of you more in the coming weeks and months, and to share some exciting ideas that have evolved for the business since our initial proposal. Please feel free to contact us at any time with other questions, ideas, or concerns.

Respectfully,  
Steven B. Hohle  
Finger Lakes BrewGarden  
607-228-0420  
flxbeer@yahoo.com

On Wednesday, December 27, 2017 9:45 AM, Simon Kates <s.kates@bfjplanning.com> wrote:

Dear Mr. Hohle,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal create the Finger Lakes Brew Garden. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

In addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

Below are a series of questions that we have in response to your proposal. We hope to evaluate all of the private projects with the LPC at the upcoming meeting on January 10.

To facilitate that discussion, please send your responses to these questions by January 5. We expect this conversation to continue beyond January, so this is not the last opportunity to provide information, but the more you can send us now, the better for the LPC to evaluate the feasibility and transformative potential of your project.

An important criteria for the LPC and NY State is using DRI funds to encourage additional private investment. There is no hard and fast rule for how much private leverage is required, but we are targeting a minimum of 50% as a private match. Can you provide more input on how much private leverage you are able to provide?

Are you willing to lease space from another property owner?

If your agreement with the property owner at 1 N Franklin falls through, are there other sites in the Village that may work for this concept? For example, the Third Street Carriage House may be an interesting space that could accommodate both the brew garden and microbrewery in one space (if that property owner is interested).

Thanks again for your participation in this exciting opportunity for Watkins Glen. For more information about the Open Call for Projects and the overall DRI program, please visit:

[flxgateway.com/dri](http://flxgateway.com/dri). We look forward to hearing from you soon.

Happy Holidays,

Simon Kates

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**Additions and Renovations to  
MAGUIRE CHRYSLER OF WATKINS GLEN  
Including  
HISTORIC CARRIAGE HOUSE RENOVATIONS**

**SUPPLEMENT to  
A Proposal for DRI Funding by  
MAGUIRE, LLC**

January 5, 2018

**RESPONSE TO QUESTIONS FROM BFJ PLANNING**

The Maguire proposal represents an opportunity for significant economic development for the Village of Watkins Glen. Car dealerships are the No. 1 generator of sales tax revenue. After completion of the project we are anticipating:

- An increase in Average Annual Retail Revenue to in excess of \$22,000,000
- We are forecasting at least a 30% increase in revenue after expansion.
- 7 new full time well paying jobs would be added, increasing workforce from 10 to 17.

Maguire Chrysler of Watkins Glen is a "all year around" economic driver that provides financial diversity to Watkins Glen's business portfolio (enhanced by but not solely dependent on seasonal businesses related to the travel and tourism industry).

The Maguire Family of Dealerships has won many awards and accolades, among them are:

- The Ithaca Streetscape Award in 2014
- LEED Certification for Maguire Fiat Chrysler in 2017
- LEED Platinum Certification for Maguire Imports in 2012.

**1. Private Investment**

As stated in the proposal Maguire is able to provide \$2,023,550 in private capital toward the project. This would represent 50% of the total investment that we are proposing with DRI funding providing the other 50%. The private investment proposed is significantly more than the investment that would otherwise be made for normal facility upgrades over time. The private investment proposed is conceived of as both an investment in the dealership and importantly, an investment in the future of Watkins Glen as a rapidly evolving area. The restoration of the carriage house, the installation of beautiful stone walls and seating, trees

MAGUIRE CHRYSLER OF WATKINS GLEN  
 Maguire, LLC  
 January 5, 2018  
 SUPPLEMENT

and plantings, decorative fencing, lighting and other street improvements, the classic car display, events space on the roof and balcony for watching parades are all community minded investments in the heart of the Village. Even the manner in which the LEED Certified Chrysler store would be renovated and added to at the rear for service and parts would be done with the community in mind as part of the investment. Maguire Chrysler of Watkins Glen wishes to play a major role as a key component of the rejuvenation of the Village of Watkins Glen in the 21<sup>st</sup> Century. The history of the Village can be carried forward for this early 20<sup>th</sup> Century family owned Packard dealership into the 21<sup>st</sup> Century under the proud ownership of the Maguire Family.

## 2. The Carriage House

The long term plan for the use of the Carriage House is intentionally flexible to allow for a dynamic response to the rapidly evolving changes in the Village. A restored carriage house, easily visible from North Franklin Street, offers many possible uses that could enhance the vibrancy of the beautiful Village. We imagine this to be especially true during the tourism season and for special events. The ground floor of the carriage house opens out toward Franklin Street and the upper level of the carriage house opens out toward Madison Avenue offering the possibility for distinct uses at each level.

**A Carriage House:** We are envisioning that the historic carriage house could be used as a carriage house outpost providing horse and carriage rides in downtown Watkins Glen streets for tours, community events, and as a possible small summer tourism business. Its location, lot size and history lend itself to be the perfect place for that type of usage.

Other possible uses:

- Pop Up Shop: The barn could be used for temporary shop uses for racing events or other special events or on a seasonal basis.
- Affordable housing, especially at the upper level, would also be a possibility.

Our plan is to renovate the entire structure now, which is in very poor condition, in order to preserve its historical character including the lovely decorative motifs. This would allow in the future for one of the uses outlined above. In the process we will restore the structural integrity of the post and beam barn, install a new standing seam roof and replace dilapidated barn siding boards and trim. The infrastructure of the barn would be upgraded including lighting, finished interior, barnboard flooring, water, electric services, HVAC, all in a historic fashion preserving the original character of the structure, interior and exterior appearances.

MAGUIRE CHRYSLER OF WATKINS GLEN  
Maguire, LLC  
January 5, 2018  
SUPPLEMENT

The site, which acts as a forecourt to the carriage house, would be dramatically upgraded from Franklin Street to Madison Avenue. New curbing with tree islands, stone walls reminiscent of the State Park, plantings and trees, decorative wrought iron fencing would be installed on both sides of Franklin Street bringing continuity to the streetscape in downtown Watkins Glen.

### 3. Transformation of Downtown Watkins Glen

Our proposed project would be a major transformation of downtown Watkins Glen. Our site on both sides of Franklin Street between 5<sup>th</sup> and 6<sup>th</sup> Streets, represents a major portion of downtown Watkins Glen and is one of the largest sites along North Franklin Street. While the historic façade facing Franklin Street is quite beautiful (if tired), the sidewall of the dealership is an eyesore and the service areas at the rear of the dealership detract significantly from the beauty within the Village. the carriage barn across the street at the rear of the display lot is gradually falling down. There are no trees or plantings in any of the parking or display lots. The street scape along Franklin is not clearly defined. While it is not currently part of our proposal we would be open to the possibility of the acquisition and improvement of Opportunity Site #7 in the event that it were for sale.

**A Boutique Dealership for Downtown Watkins Glen:** We are proposing to demolish the inferior service building at the rear and to create a beautifully renovated (former Packard) car dealership including a new service addition, completely upgraded site with new pavement, lighting, landscaping, hardwood trees and decorative privacy fencing for the residential neighbors. Across the street we would restore the picturesque carriage house and make it usable a a community event space. Beautiful stone walls that would be low enough for tourists to sit on would be constructed on both sides of Franklin Street surrounded by trees and plantings. Very cool classic cars would be displayed in the upper showroom window. Watkins Chrysler would provide a modern interior space for customers and for events including the use of the roof garden and balcony with New Orleans style railings at the upper level. The vision here is to create a posh boutique dealership that would provide a uniquely fashionable and luxurious experience for customers and the community at large in downtown Watkins Glen. A true infusion of a bit of Finger Lakes wines, racing events, State Parks tourism, we would be at the center of these special events and play our part as a welcoming participant and host.

Other features of this LEED Certified dealership would be ivy covered block walls at the service addition, high density plantings, tall grasses, hardwood trees, stone walls. The south

MAGUIRE CHRYSLER OF WATKINS GLEN  
Maguire, LLC  
January 5, 2018  
SUPPLEMENT

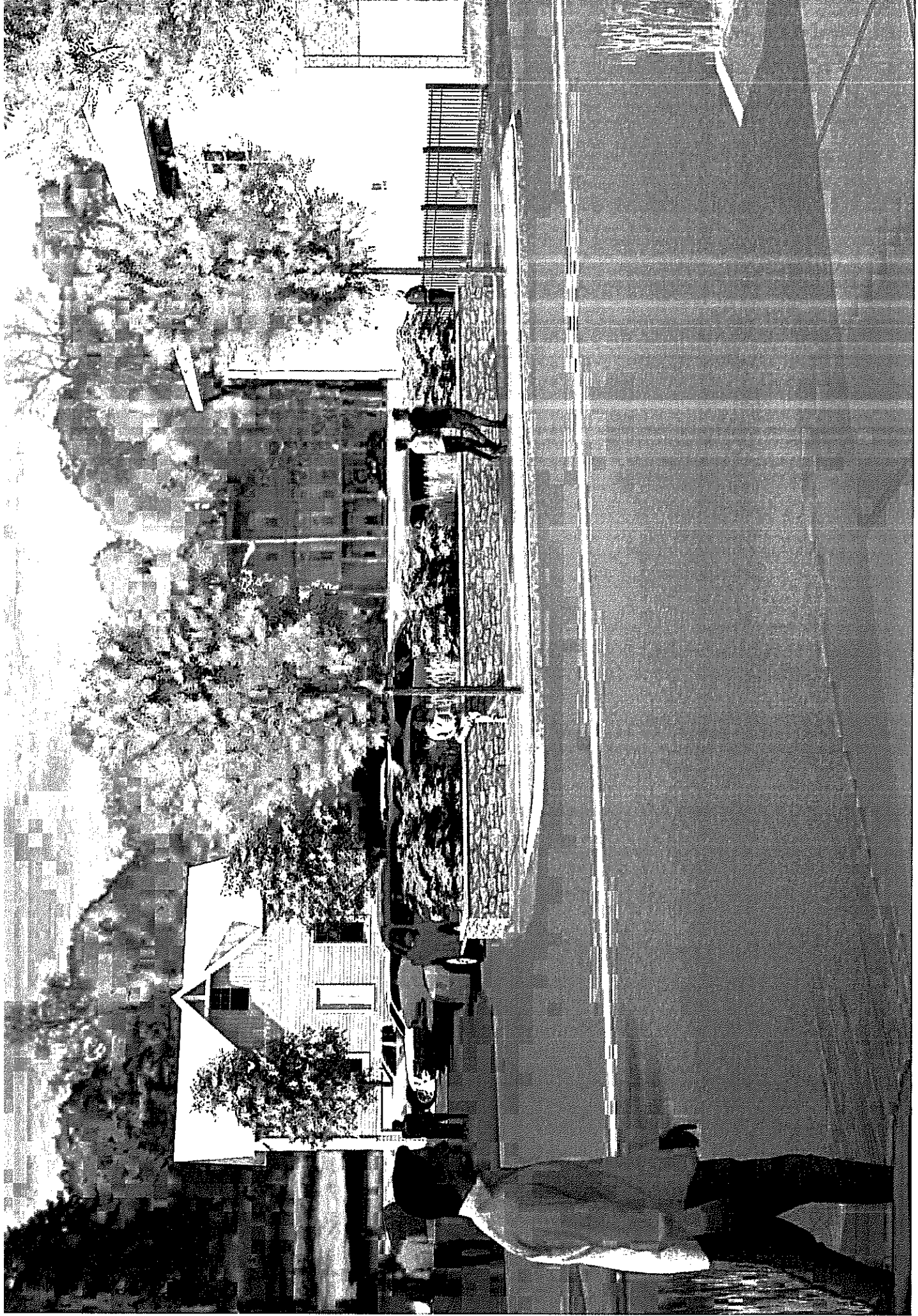
side the historic dealership would be perforated with windows toward the display lot. Decorative and privacy fencing would be installed. An ivy covered block dumpster enclosure would be provided to mask the dumpsters.

Over the years many car dealerships have abandoned downtown areas in favor of locations in suburban areas and larger communities. This has resulted in the loss of property tax base and sales tax revenue in many villages in Upstate New York. The Maguire Family intends to keep their historic dealership in downtown Watkins Glen and to make it evermore an integral part of the rapidly evolving and beautified downtown at the heart of the Village on Franklin Street. We feel very strongly that Franklin Street and downtown Watkins Glen would be tremendously enhanced by our a fully restored and renovated Maguire Chrysler and carriage house. A thriving Maguire Chrysler would contribute in a significant way to the multiplicity of the services that make up a healthy and prosperous downtown, providing the opportunity for car shopping and car repairs within easy walking distance of home or work. In a Village with such a rich racing history it would seem that having a beautifully restored and active Chrysler Dodge Jeep Ram franchise within a showroom easily visible from Franklin Street to both pedestrians and vehicular traffic would be a tremendous asset. The experience of the historic downtown dealership would be enhanced by the classic car display at the upper level also visible from Franklin Street, and many, many more improvements. Taken together the beautifully renovated Maguire Chrysler of Watkins Glen complex would add vibrancy to the downtown and tend to increase future private investment in Watkins Glen.

Documents are attached to this response as follows:

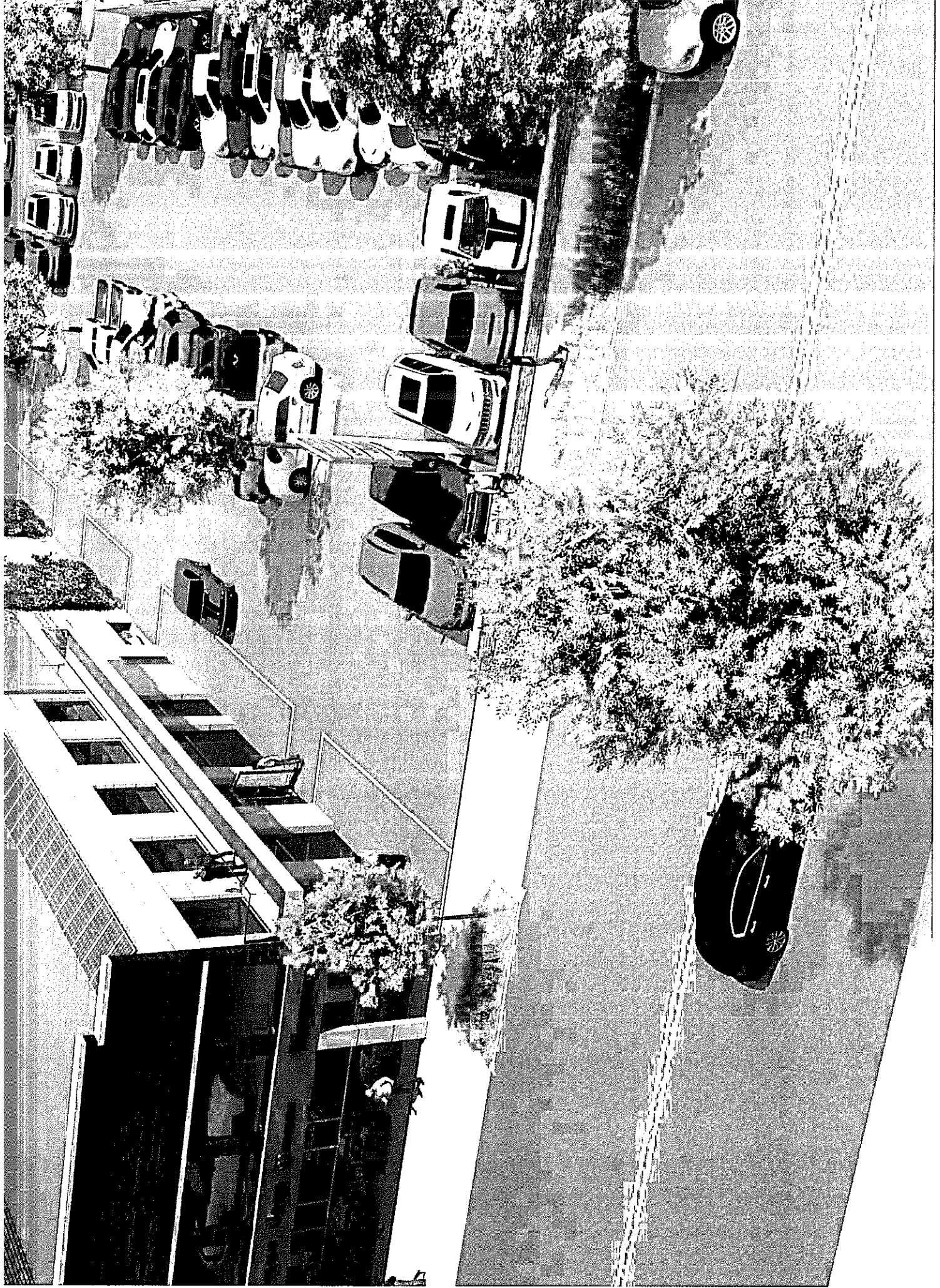
- Renderings (5 total)
- How Car Dealerships Benefit Communities (2 total)
- LEED Certifications (2 total)

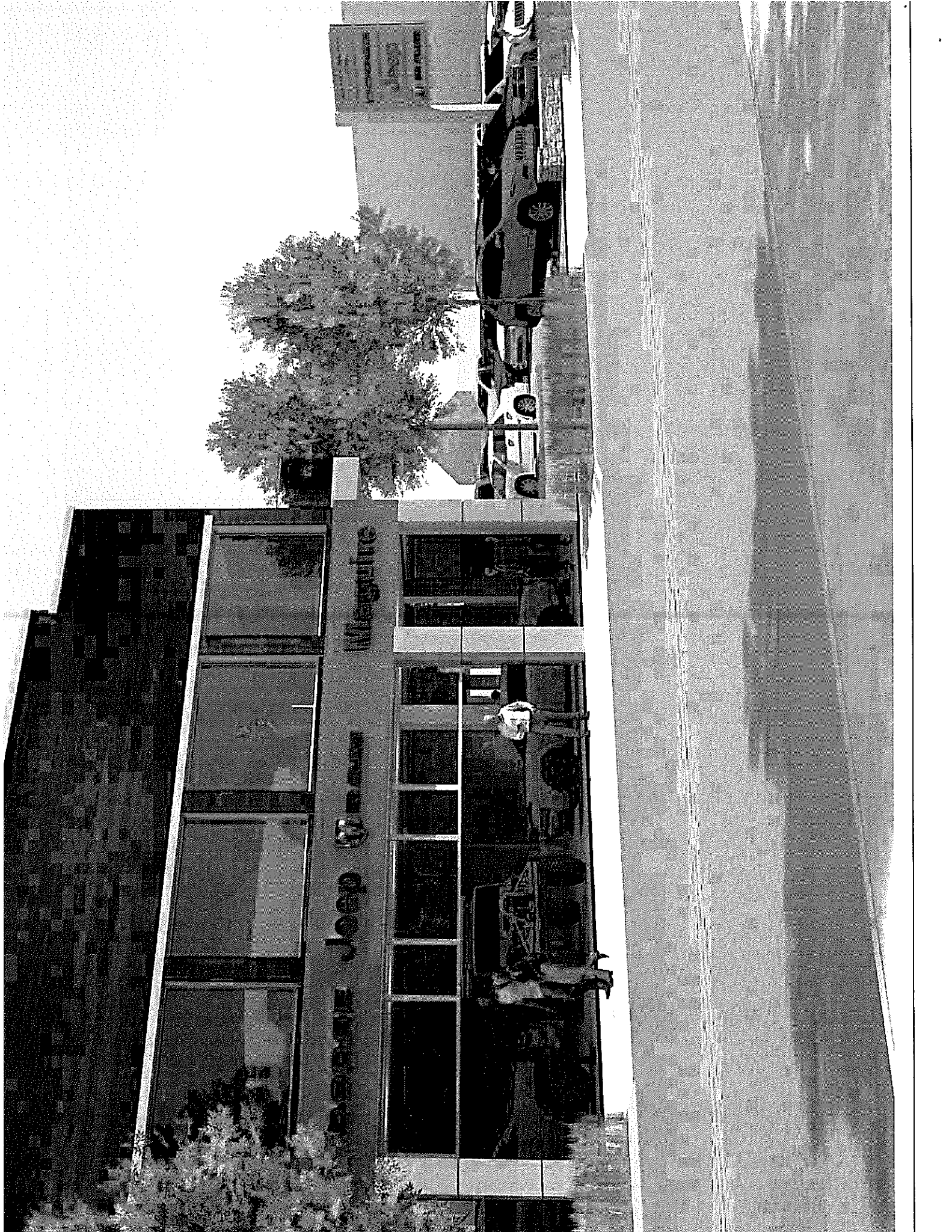












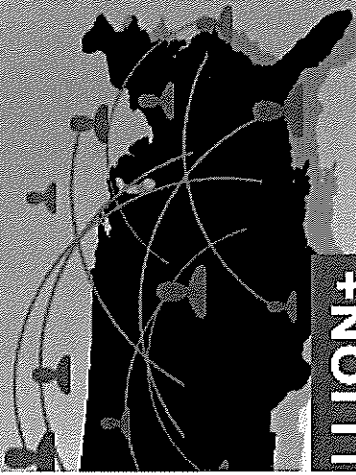




# How Car Dealerships Benefit Communities

## Local Economic Benefits

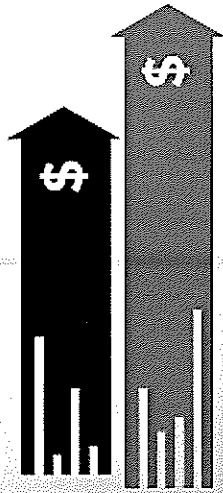
Well-paying jobs and significant tax revenue for communities



More than 1 million employees work in dealerships across the country.

**LLION+**

- New-car sales are 15% of all U.S. retail sales.
- New-car sales are 15% of all U.S. sales-tax revenue.



## Price Competition

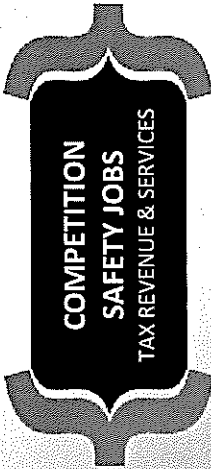
Fiercely compete for consumer's business and prices down.

## Consumer Safety

Take the consumer's side in warranty work and safety recalls-plus, if an automaker goes out of business, the dealer is still there for the consumer.

# KEEP

COMPETITION  
SAFETY JOBS  
TAX REVENUE & SERVICES



with

# LOCAL

FRANCHISED AUTO DEALERS



## Added Value

Simplify an otherwise complex car-buying experience by providing:

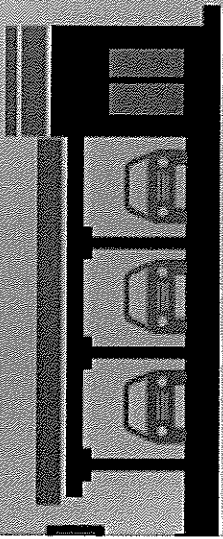
- Test-drives
- Trade-ins
- Registration
- Financing
- Tags
- Aftermarket gear
- And more...

Service all makes of vehicle

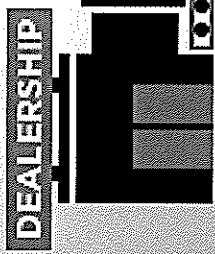
Source: National Automobile Dealers Ass



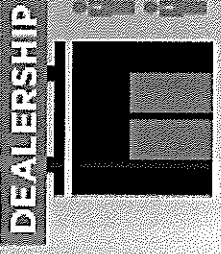
# How Car Dealerships Benefit Communities In NY



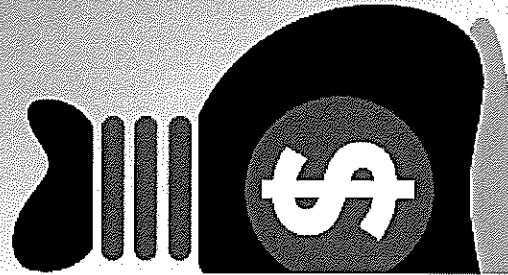
**353**  
Dealerships  
(new car)



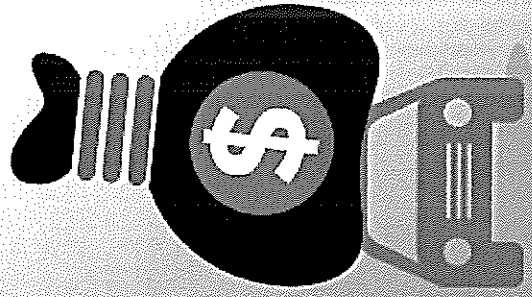
**121,654**  
Total Jobs  
(created by dealerships)  
Includes 52,177 direct jobs and 69,477 indirect and introduced jobs.



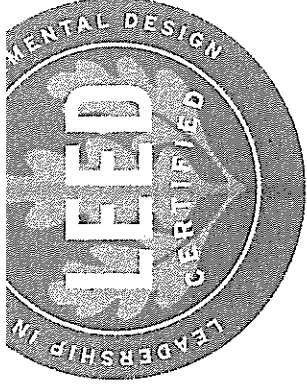
**61**  
Employees  
(average per dealer)



**\$3.2B**  
Payroll  
**\$63,025**  
Average Annual Earnings  
**\$1.4B**  
State and Federal Income Taxes Paid  
Includes income taxes paid for direct, indirect and induced jobs.



**\$60B**  
Total  
**19.1%**  
Share of Total Retail Sales in State



# MAGUIRE FIAT CHRYSLER

Ithaca, New York

HAS FULFILLED THE REQUIREMENTS OF THE LEED GREEN BUILDING RATING SYSTEM CERTIFICATION ESTABLISHED BY THE U.S. GREEN BUILDING COUNCIL AND VERIFIED BY GREEN BUSINESS CERTIFICATION INC.

LEED 2009  
NEW CONSTRUCTION AND MAJOR RENOVATIONS

# GREENFIELD

August 2017

Manish Ranjan



# MAGUIRE AUTOMOTIVE

Ithaca, New York

HAS SUCCESSFULLY ACHIEVED THE FOLLOWING LEVEL OF CERTIFICATION ESTABLISHED BY THE U.S. GREEN BUILDING COUNCIL  
IN THE LEED GREEN BUILDING RATING SYSTEM™ AND VERIFIED BY THE GREEN BUILDING CERTIFICATION INSTITUTE.

LEED FOR NEW CONSTRUCTION

# PLATINUM

A handwritten signature in black ink, appearing to be "R." with a flourish.

May 2012

A handwritten signature in black ink, appearing to be "Patricia J. ...".





4A

## Ariana Branchini

---

**From:** Keith Klug <Keith\_Klug@cargill.com>  
**Sent:** Wednesday, January 03, 2018 8:04 AM  
**To:** Simon Kates  
**Cc:** JudyMcKinneyCherryCEcD; Laurie DeNardo; 'Kristin VanHorn'; 'Sweet, Julie (DOS)'; 'Griffin, Andrew F (NYSHCR)'; Susan Favate; Ariana Branchini; Keith Klug  
**Subject:** RE: Watkins Glen DRI - Pedestrian Improvements to E 4th Street

Simon, great to hear from you! The requested responses are below...

1. Cargill is currently in the middle of some major expansions at our Watkins Glen facility. We are in the middle of a series of investments totally nearly \$30 million. Some of this work has impacted the façade along 4<sup>th</sup> street with the addition of a new rail spur as well as an upcoming warehouse expansion on the south side of our current mill structure. Included in the scope of these projects is a very modest update to the façade along the south side of our facility. It does not include any additional setbacks from the current sidewalk, only repairing and updating some of the fencing structure that is there. The updates that are in scope of these projects is focused on meeting the immediate needs of the facility from a security standpoint and do not allow for what many would described as beautification work. Only after the potential for DRI funds was announced did we begin to consider the scope of beautification type of work. This scope of work is being driven more from the desires of those outside of Cargill. While Cargill strives to be a good neighbor and cares about the outside appearance of our facility, it is not core to our business and our degree of beautification desired does not immediately align with that of those outside of Cargill. While Cargill has only offered limited funds towards this project, we have also offered the use of valuable real estate to make this beautification scope of work a reality. Cargill also recently invested over \$300,000 in our shoreline work surrounding the facility. While this work was necessary to preserve the integrity of our land, we selected a solution that was not the least expensive but rather one that was visibly appealing and was in alignment with the work that had been done along the shores of Clute Park. While we currently do not have any plans to further develop the shoreline of our property, this too is an opportunity for additional investment once the scope of our current site expansion projects is fully determined. Depending on the final scope of work that is developed Cargill could potentially contribute more than the \$40,000 proposed in our application but the amount would still fall short of the 50% in private matching.
2. We do not have any additional site plan details at this time.
3. We would absolutely be willing to work with your team to further develop the potential site plans as well as building façade improvements along 4<sup>th</sup> street.

Simon, hopefully this helps in the work that is before the LPC. Should you have any additional questions or concerns, please feel free to contact me.

Thanks,

*Keith Klug*  
*Plant Manager*  
*Cargill Salt*  
**Cargill**  
*direct: 607-535-6303 | mobile: 810-300-4104*  
*518 East Fourth Street | Watkins Glen, NY 14891*

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**From:** Simon Kates [mailto:s.kates@bfjplanning.com]  
**Sent:** Wednesday, December 27, 2017 11:14 AM  
**To:** Keith Klug <Keith\_Klug@cargill.com>  
**Cc:** JudyMcKinneyCherryCEcD <Judy@FLXGateway.com>; Laurie DeNardo <Imd3@cornell.edu>; 'Kristin VanHorn' <KVanHorn@co.schuyler.ny.us>; 'Sweet, Julie (DOS)' <Julie.Sweet@dos.ny.gov>; 'Griffin, Andrew F (NYSHCR)' <Andrew.Griffin@nyshcr.org>; Susan Favate <S.Favate@bfjplanning.com>; Ariana Branchini <a.branchini@bfjplanning.com>  
**Subject:** Watkins Glen DRI - Pedestrian Improvements to E 4th Street

Dear Keith,

Thank you for interest in the Watkins Glen Downtown Revitalization Initiative and for sending your proposal for pedestrian improvements to E 4<sup>th</sup> Street. It has been very exciting for us to see the enthusiasm and creativity in the Watkins Glen community.

In addition to the public projects that are under consideration by the DRI Local Planning Committee, we received over 40 responses for private projects. Many of these will go a long way toward revitalizing downtown Watkins Glen. The next step for the LPC is to start evaluating project details with each of the respondents to the Open Call for Projects.

Below are a series of questions that we have in response to your proposal. We hope to evaluate all of the private projects with the LPC at the upcoming meeting on January 10. **To facilitate that discussion, please send your responses to these questions by January 5.** We expect this conversation to continue beyond January, so this is not the last opportunity to provide information, but the more you can send us now, the better for the LPC to evaluate the feasibility and transformative potential of your project.

1. An important criteria for the LPC and NY State is using DRI funds to encourage additional private investment. There is no hard and fast rule for how much private leverage is required, but we are targeting a minimum of 50% as a private match. Can you provide more input on how much private leverage you are able to provide?
2. Do you have additional site plan details that you could provide?
3. Would you be willing to work with our team to come up with some site planning concepts, including any façade improvements on the buildings fronting 4<sup>th</sup> Street?

Thanks again for your participation in this exciting opportunity for Watkins Glen. For more information about the Open Call for Projects and the overall DRI program, please visit: [flxgateway.com/dri](http://flxgateway.com/dri). We look forward to hearing from you soon.

Happy Holidays,

**Simon Kates**

BFJ Planning  
115 FIFTH AVENUE  
NEW YORK, NY 10003