

projectseneca®

# **PROJECT SENECA**

**Inter County Association of Western New York  
Montage Grill, Glen Motor Inn  
May 11, 2018**

**Presenter: Jack Benjamin  
Project Seneca Steering Committee**



# PROJECT SENECA

## What is Project Seneca?



Project Seneca is a private-public sustainable/livable community redevelopment effort that will drive regional economic growth through investment in targeted initiatives along the southern shore of Seneca Lake, the Village of Watkins Glen, the Village of Montour Falls, and throughout Schuyler County.

# PROJECT SENECA

## History



- Many planning studies for Watkins Glen over the decades
- Local Waterfront Revitalization Plan started in 1998 left uncompleted
- WWTP failing & under consent decree
- Last significant investment was Harbor Hotel (2008)
- Regional investment ongoing

## 2012

- Small team of local leaders (public & private) created new initiative: Project Seneca steering committee established to stimulate implementation of the vision and the plan.

# PROJECT SENECA

## The Basics – How do you start?

1. Leadership – Presence, network, compassion for Vision (Private Sector)
2. Vision – What is the end product?
3. Plan – Blueprint/ Roadmap
4. Structure – Steering committee attached to a parent corporation (non-profit)
5. Funds – Everyone counts.

## Original Vision from 2012

- To leverage the investment and assorted economic benefit of Seneca Lake and regional environs, natural resources, and manmade assets to sustain a 21<sup>st</sup> century community revitalization effort.





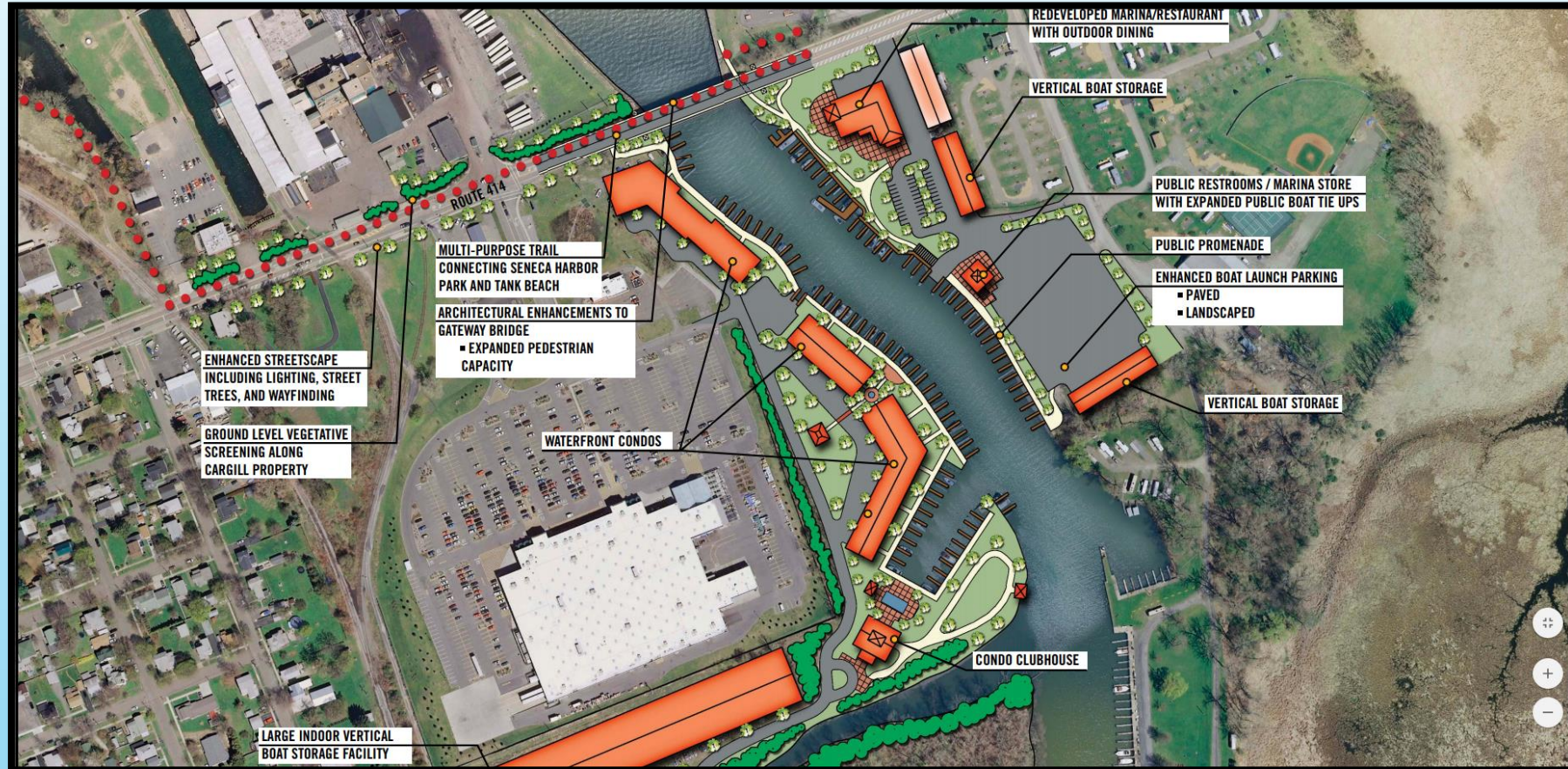
# Early Conceptual Plan for the Waterfront/Franklin Street Area

2016 NYS LWRP Grant provides funds for the refinement/feasibility





# Early Conceptual Plan for the Fourth Street/Canal/Walmart Areas



# Summary of Initial Projects

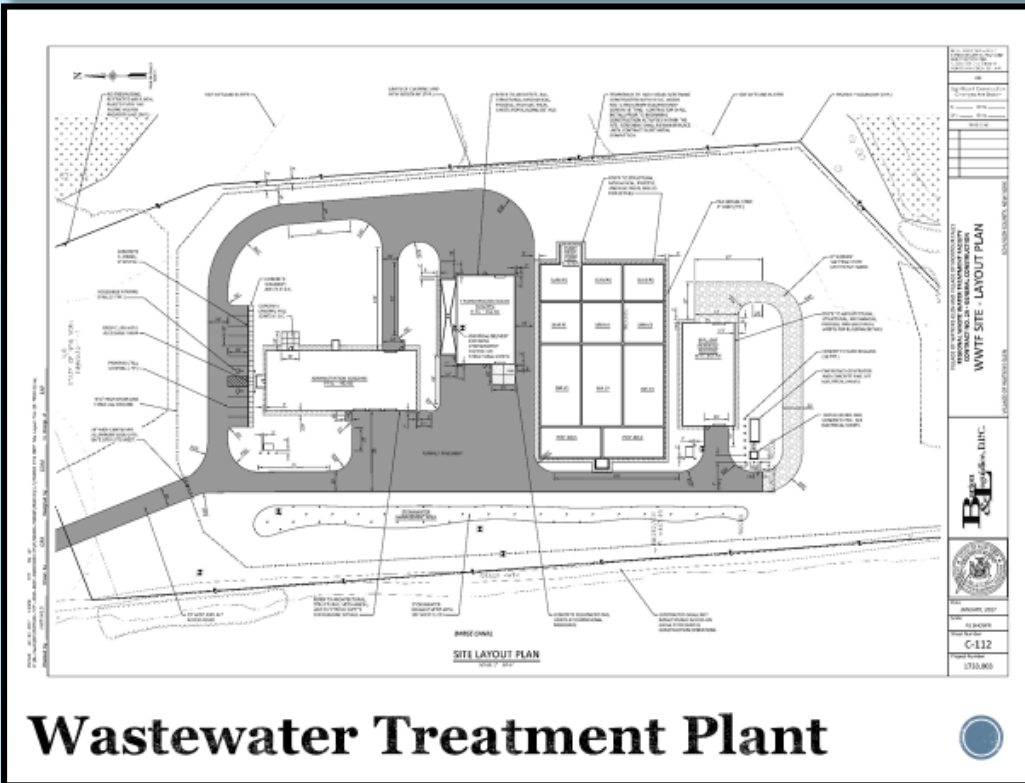
<b>Regional Wastewater Treatment Plant</b>	<b>\$30M</b>
<b>Moves failing WWTP off waterfront</b>	
<b>Improves water quality in Seneca Lake</b>	
<b>Allows for economic growth</b>	
<b>Watkins Brewery Apartments</b>	<b>\$3.7M</b>
<b>Seven vacation rentals</b>	
<b>Middle School Apartments</b>	<b>\$14M</b>
<b>52 Senior 1 &amp; 2 Bedroom Apartments</b>	
<b>Clute Park Master Plan &amp; Enhancements</b>	<b>\$5.9M</b>
<b>Year-round pavilion</b>	
<b>Year-round bathrooms</b>	
<b>Ice rink/splashpad, playground equipment</b>	



# Projects (continued)

<b>Kayak/Canoe Launch</b>	<b>\$500,000</b>
<b>Trail &amp; bridge to Clute Park</b>	
<b>ADA Compliant</b>	
<b>Gateway signage</b>	
<b>Northern Gateway Improvements</b>	<b>\$400,000</b>
<b>Median on SR 14</b>	
<b>Defined sidewalk to access Seneca Harbor Park</b>	
<b>Defined egress/exit from Captain Bills parking</b>	
<b>Downtown Revitalization Initiative</b>	<b>\$55.7M in value of</b>
<b>proposed</b>	<b>projects</b>
<b>Key: Local planning was already completed</b>	
<b>Cargill</b>	<b>\$38M</b>
<b>State of New York (DOT Improvements)</b>	<b>\$5M</b>
<b>State of New York (Parks)</b>	<b>\$6.5M</b>

# Regional Wastewater Treatment Plant



**Wastewater Treatment Plant**

## HISTORY

- Project Manager is hired
- MOU created in 2013
- IMA signed in June 2014 (JPC created)
- Alternate solutions studied.
  - Joint plant chosen based on 30 yr. cost
- Study of alternative sites completed
- Study of costs/rates and funding completed
- Delay due to Eagles & Bats
- Final design completed Nov. 2017
- Access Road under construction
- Construction commencing
- \$30M investment



# Watkins Brewery Apartments (Former Frozen Food Locker Building)

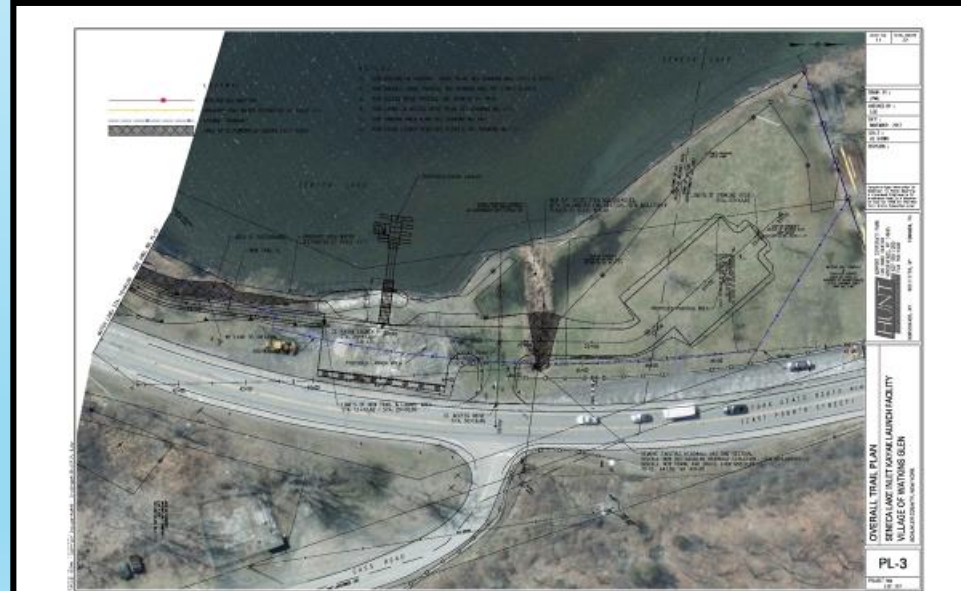


- Building vacant over 15 years
- Blight
- Key location along waterfront
- \$3.7 M investment
- Now: 7 apartments, used as vacation rentals



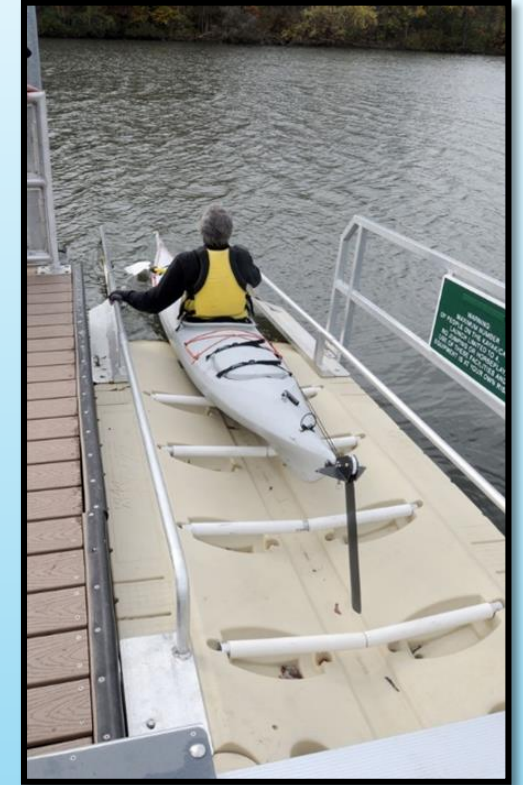
# Clute Park Trail & Canoe/Kayak Launch

**Groundbreaking Ceremony –  
May 18, 2018 11:00 (tent.)**




Project Elements: Launch, Parking Area, Clute Park Access Pedestrian Bridge

**Clute Park Kayak/Canoe Launch**  
OVERALL ECONOMIC VALUE: \$500,000



# Northern Gateway









**Painted Median**

**Short Duration (30 minutes) Bus Drop-off Area**

**Welcome Sign**

**Seneca Harbor**

**Raised Brick Median Varying Widths**



**Northern Gateway Improvements**  
OVERALL ECONOMIC VALUE: \$444,000

- One of the first projects identified
- Redesigned in 2013
- Implementation: 2018



# State Road 14 Redevelopment



- Construction: 2018 - 2019



# Downtown Revitalization Initiative (DRI)

## State Investment of \$10M

### Four major goals

#### PRELIMINARY PROJECT IDEAS

##### Goal 1: Downtown Living

1. North Franklin Street Gateway Development
2. Workforce Housing on Watkins Glen Housing Authority Site
3. Upper Floor Residential Conversions
4. Zoning Revisions to Address Seasonal Housing



#### PRELIMINARY PROJECT IDEAS

##### Goal 3: Economic Development

1. Mixed Use Incubator/Co-working Building
2. Schuyler Hospital Urgent Care Walk-In Center
3. Facade Improvement Program
4. Business Signage Program
5. New Mixed-Use Development at 715 Franklin Street



#### PRELIMINARY PROJECT IDEAS

##### Goal 2: Culture and Entertainment

1. Clute Park Year-Round Recreation Improvements
2. Watkins Glen Performing Arts Center Upgrades
3. Captain Bill's Seneca Lake Cruise Terminal
4. Finger Lakes Rail Passenger Rail



#### PRELIMINARY PROJECT IDEAS

##### Goal 4: Quality of Life

1. Waterfront Multipurpose Pathway
2. Sidewalk Upgrades and Repairs
3. Downtown Design Guidelines
4. Landscaping Design Guidelines
5. New Street Lighting on Franklin Street
6. Public Artwork Program
7. Lafayette Park Fountain and Clock



Boundary

# Spurring Private Sector Investment

## Cargill

### Cargill Growth Overview

Potassium Chloride Production

Mill Creek Gallery Development

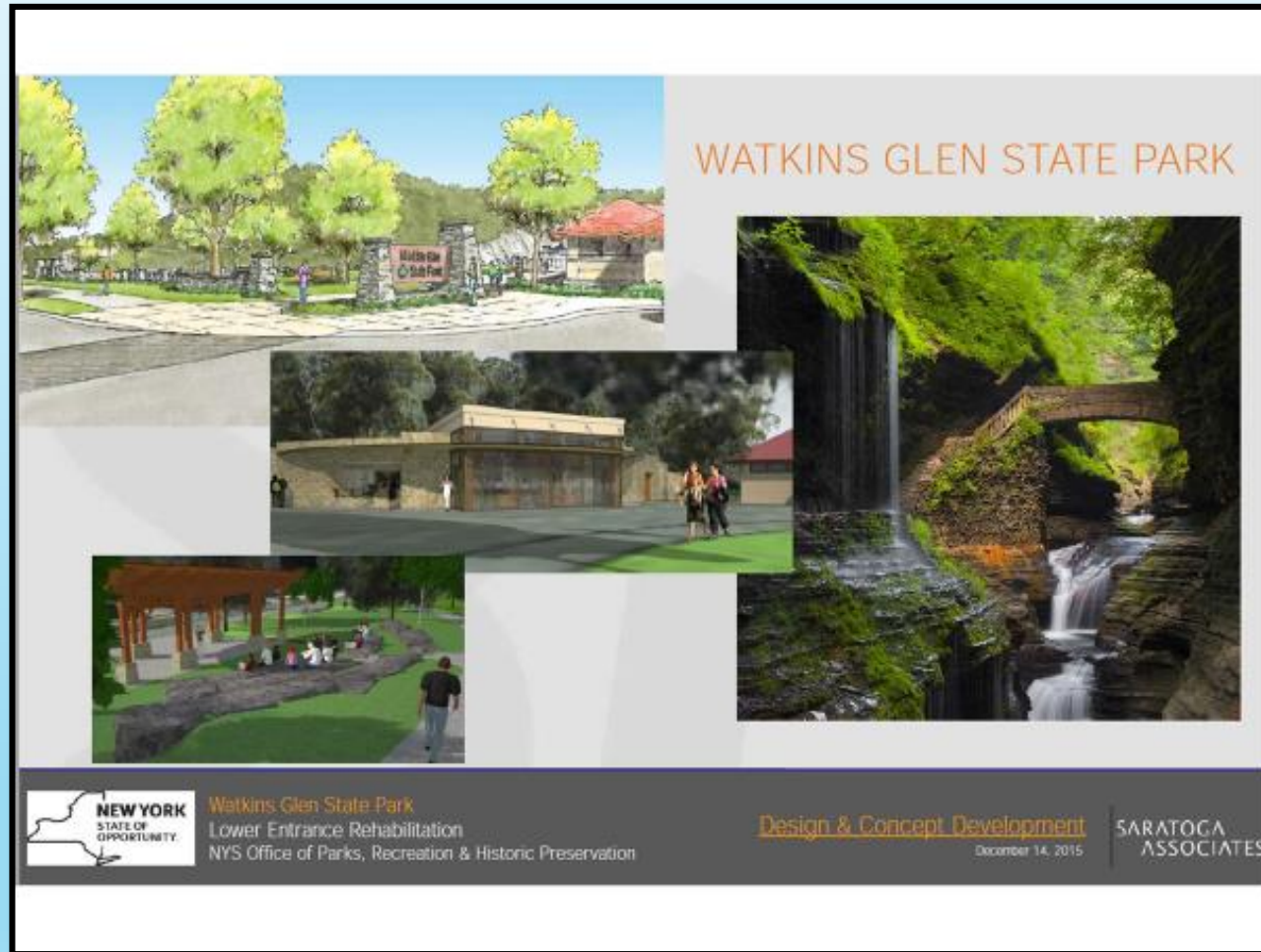
Packaging & Warehouse Expansion



- Expanded production with new product
- \$38M in investment
- Re-established rail connection
- New jobs



# Watkins Glen State Park Improvements



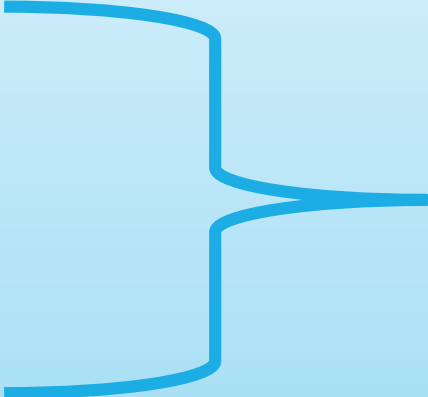
- Scheduled to open the end of May
- \$6.5M Investment



# Schuyler County NYS & Federal AWARDS Since 2012

## Agency

- LWRP
- ARC
- USDA
- CDBG
- DOT
- HCR
- PARKS
- ESD
- EFC



\$9,804,750

RWWTP

\$30,000,000

DRI

\$10,000,000

\$49,804,750



# **Project Seneca IMPACT & Financials**



**2016-2017**

**\$60,015,500 announced or invested**

**2012 to 2017**

**\$118,100,000 announced or invested**

# Basics for Creating A Transformational Project & Gathering Financial Support

- Think Outside the Box – Create an expectation
- Include & Engage Others – Get private sector to assist the resourcing of the vision and plan development
- Create a Steering Committee
- Ensure Comprehensive Planning is the Foundation - Ongoing
- Go After Everything Possible
  - Look at all opportunities and try to make them fit
- Get creative with the match
- Layer the grant requests
- Demonstrate the ROI to your funders – People want to associate themselves with success and everyone counts
- Promote the brand

*Project Seneca is a Registered Brand and the Logo is also protected by the US Patent Office*

## Summary

- Total Dollar investment to-date for projects - \$159M
- Estimated Dollar investment by 2021 - \$239M
- Dollar investment to-date by the private sector for plan implementation assistance - \$500,000
- Estimated Dollar investment by private sector to support plan capitalization - \$1M
- Descriptive annual review with stakeholders







**Questions?**

**Thank you!**