



Village of Watkins Glen

Downtown Revitalization Initiative

Local Planning Committee Meeting #6

February 15, 2018

Agenda

- 1. Welcome**
- 2. Meeting Objectives**
- 3. Project Status and Timeline**
- 4. Community Outreach Update**
- 5. Strategies**
- 6. Facilitated Discussion on Potential DRI Projects**
- 7. Next Steps**
- 8. Public Comments**

Local Planning Committee

Judy McKinney Cherry

Laurie DeNardo

Jon Beckman

Dennis Fagan

Jeannette Frank

Brittany Gibson

Eric Hollenbeck

Peter Honsberger

Keith Klug

Tim O'Hearn

Gary Schmidt

Amanda Smith-Socarlis

Ben Stamp

Kristin VanHorn

Ken Wilson

SCOPED

Village of Watkins Glen

Resident

Schuyler County Legislature

The Arc of Schuyler

Watkins Glen Area Chamber of Commerce

Hollenbeck Film + Experience Company

The Great Escape Ice Cream Shop

Cargill Salt

Schuyler County

Village of Watkins Glen

Seneca Physical Therapy

FLX Gateway CDC

Schuyler County Planning

Resident

Co-chairs in bold

New York State and Consultants

New York State

NYS Department of State

NYS Homes and Community Renewal

NYS Empire State Development

BFJ Planning

Susan Favate, Principal, AICP

Simon Kates, Associate, AICP, LEED AP

Ariana Branchini, Planner, AICP

Meeting Objectives

Develop consensus on list of projects to consider recommending for DRI funding.

Consensus list from tonight's meeting will be used for:

- Public survey on potential DRI projects.
- Public workshop on March 7.

Project Status and Timeline



Upcoming Key Dates

- March 1 – Draft plan shared with LPC, comments requested by 3/8.
- March 7 – Final public workshop.
- March 8 – Revised project profiles shared with LPC, comments and final funding recommendations requested by 3/21.
- March 9 – Substantially complete draft plan with images submitted to state.
- March 13 – Final LPC Meeting.
- March 16 – Substantially complete project profiles with images submitted to state.
- March 19-29 – Final revisions made.
- March 30 – Final DRI Strategic Investment Plan submitted to DOS.

Community Outreach Update

Visitor Survey

- Almost 200 responses so far.
- Visitor survey will remain open until March 5.

Watkins Glen DRI Survey

- Score projects proposed for DRI funding: like, neutral, dislike.
- Hard copies will be available at Village Hall.
- Open from February 16 – March 5.

Community Engagement Event 3

Final presentation of projects recommended for DRI funding.

- Public review/comment on projects before LPC makes final recommendation.

March 7, 2018

6:00 pm – 8:00 pm

Watkins Glen Community Center

Criteria for DRI Projects

Projects recommended for DRI funding should:

- Align with local and regional plans.
- Have support from the public and Village officials.
- Provide community and economic benefits.
- Have catalytic and transformative potential.
- Leverage private or public funds.
- Be reviewed for cost and feasibility.

Implementation Timeline



Note: DRI funding is reimbursable, so some projects may require short-term bridge loan or other preliminary funding before payment is received from NYS.

Revised Watkins Glen DRI Strategies

Support the creation of **high quality year-round housing** that serves residents of varied ages, incomes, and type, through renovation for upper floor apartments and new residential development.

Develop additional **downtown programming and community activities** by promoting arts, cultural, and recreational resources.

Create **employment opportunities for the next-generation workforce** in the downtown area by supporting local businesses, providing opportunities for small office space, and activating vacant retail space.

Improve **park assets**, invest in winter recreational amenities, and enhance access to the region's natural resources and recreational amenities, to promote year-round living and tourism.

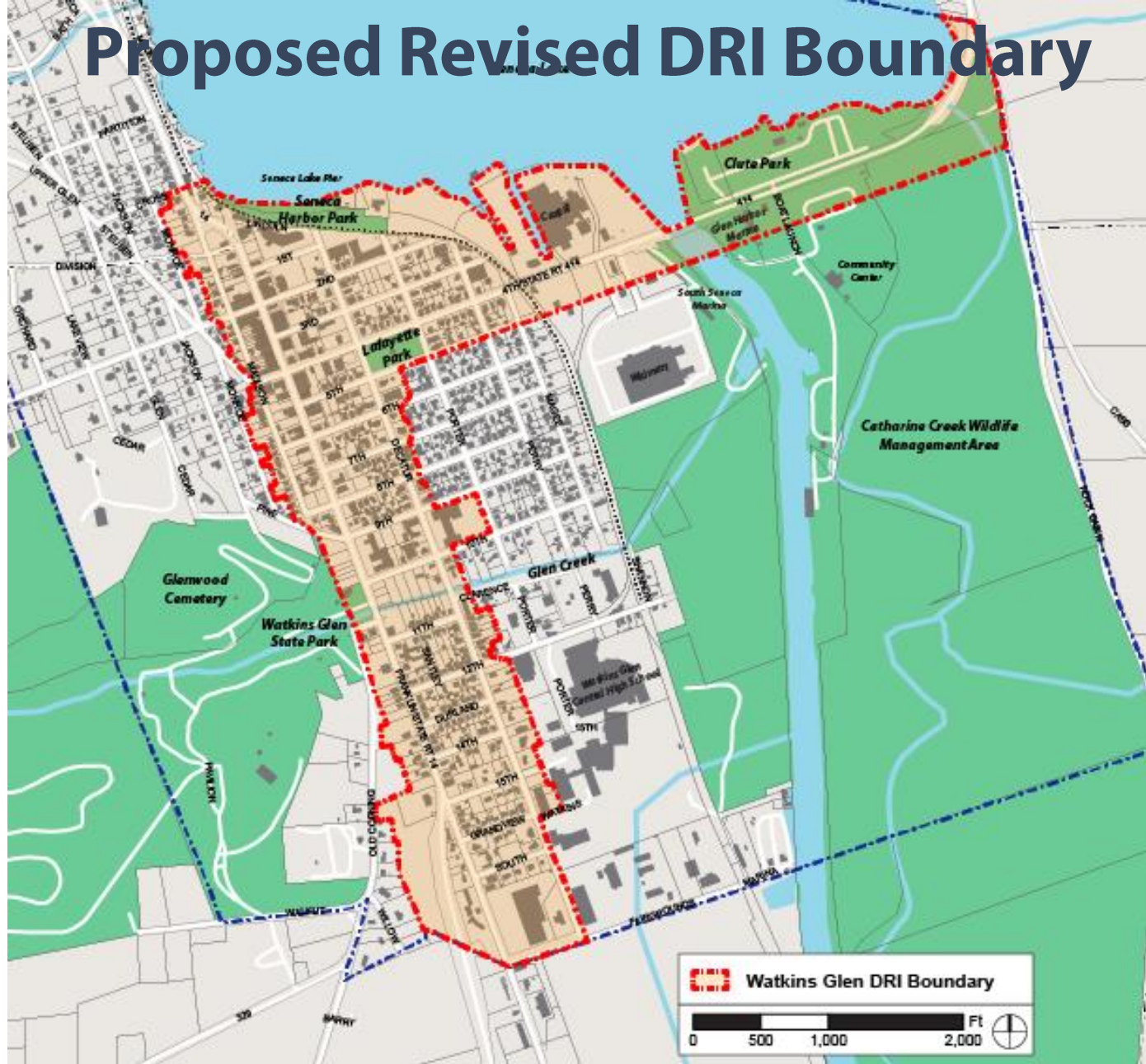
Invest in **streetscape improvements** that will promote walkability and increase safety for people of all ages and abilities.

Create a **sustainable downtown** by promoting energy efficiency, green infrastructure and other green building practices.

Advance **urban design principles** that will make for a more attractive downtown.

Preserve **downtown character** by protecting historic resources and encouraging rehabilitation of existing buildings.

Proposed Revised DRI Boundary



Type of Projects Included in the DRI Plan

1. **Projects Recommended for DRI Funding.**

- Will be included in the DRI Plan and may receive DRI funding.

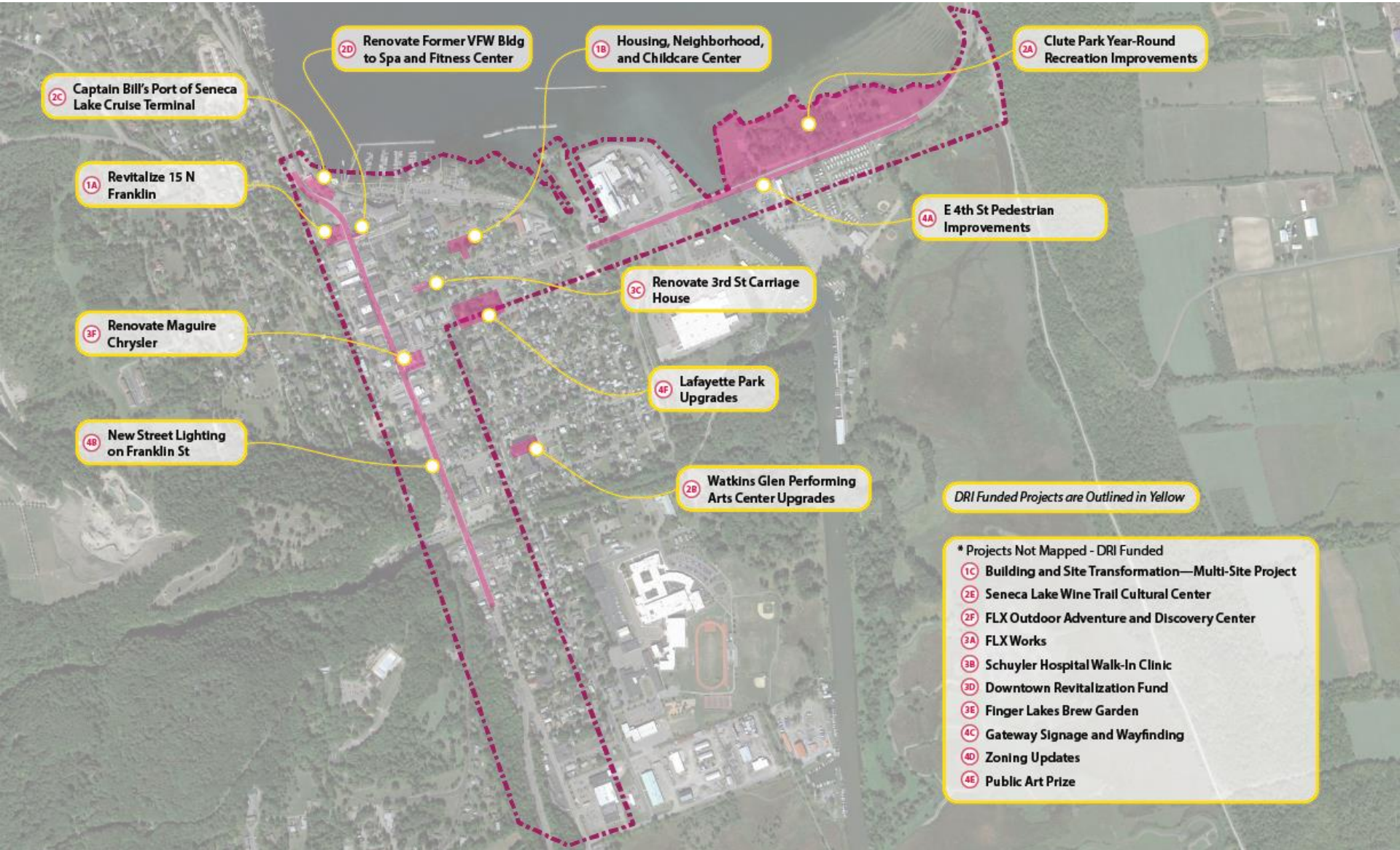
2. **Village Priorities for Other Funding Sources.**

- Projects not eligible for DRI funding, yet are important for achieving the Village's priorities.
- Inclusion in the DRI Plan can help Watkins Glen secure other funding in the future.

3. **Additional Open Call Projects**

- Demonstration of excitement and creativity in Watkins Glen.
- Projects may not receive DRI funding, but should be pursued by project sponsors with other funding.

Map of Projects Proposed for DRI Funding



Goal 1: Downtown Living

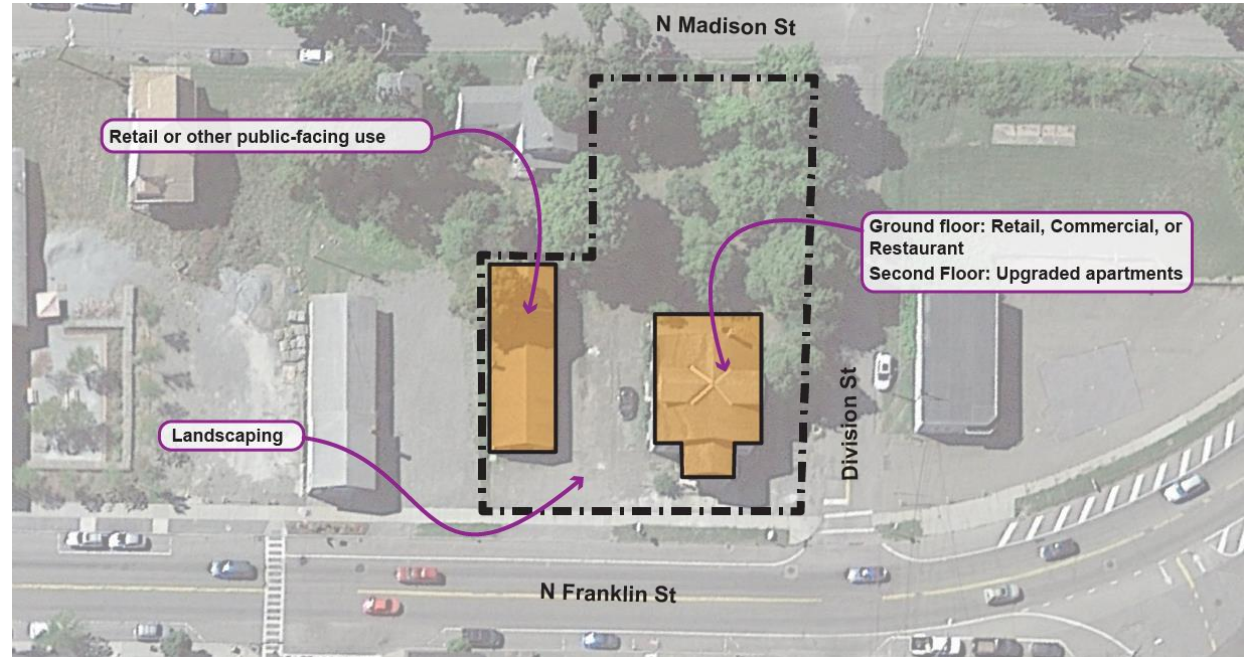
1A: Revitalize 15 N Franklin with Mixed-Uses and Apartments

Project Type: Rehabilitation

Cost Estimate: \$275,000

DRI Request: \$275,000

- Exterior improvements to facades, roof, and entrances.
- Landscaping to improve streetscape appearance.
- Upgrade second floor of filling station for two long-term rental apartments.
- Renovate ground floor of filling station for retail, commercial, or restaurant
- Renovate the garage for retail or other public-facing use.



Goal 1: Downtown Living

1B: Develop a New Mixed-Income Housing and Childcare Center

Project Type: New Construction

Cost Estimate: \$18,000,000

DRI Request: \$1,500,000

Mixed-use, mixed-income development on two sites in downtown Watkins Glen. Locations will be the Watkins Glen Housing Authority site on E 2nd St and Porter St and a second site to be determined.

Uses include:

- ~50 units of mixed-income housing.
- Childcare center.
- Potential for additional commercial/retail space.

Example of mixed-use, mixed-income housing developed by INHS



Conceptual sketch of potential development



Goal 1: Downtown Living

1C: Building and Site Transformation—Multi-Site Project

Project Type: Rehabilitation

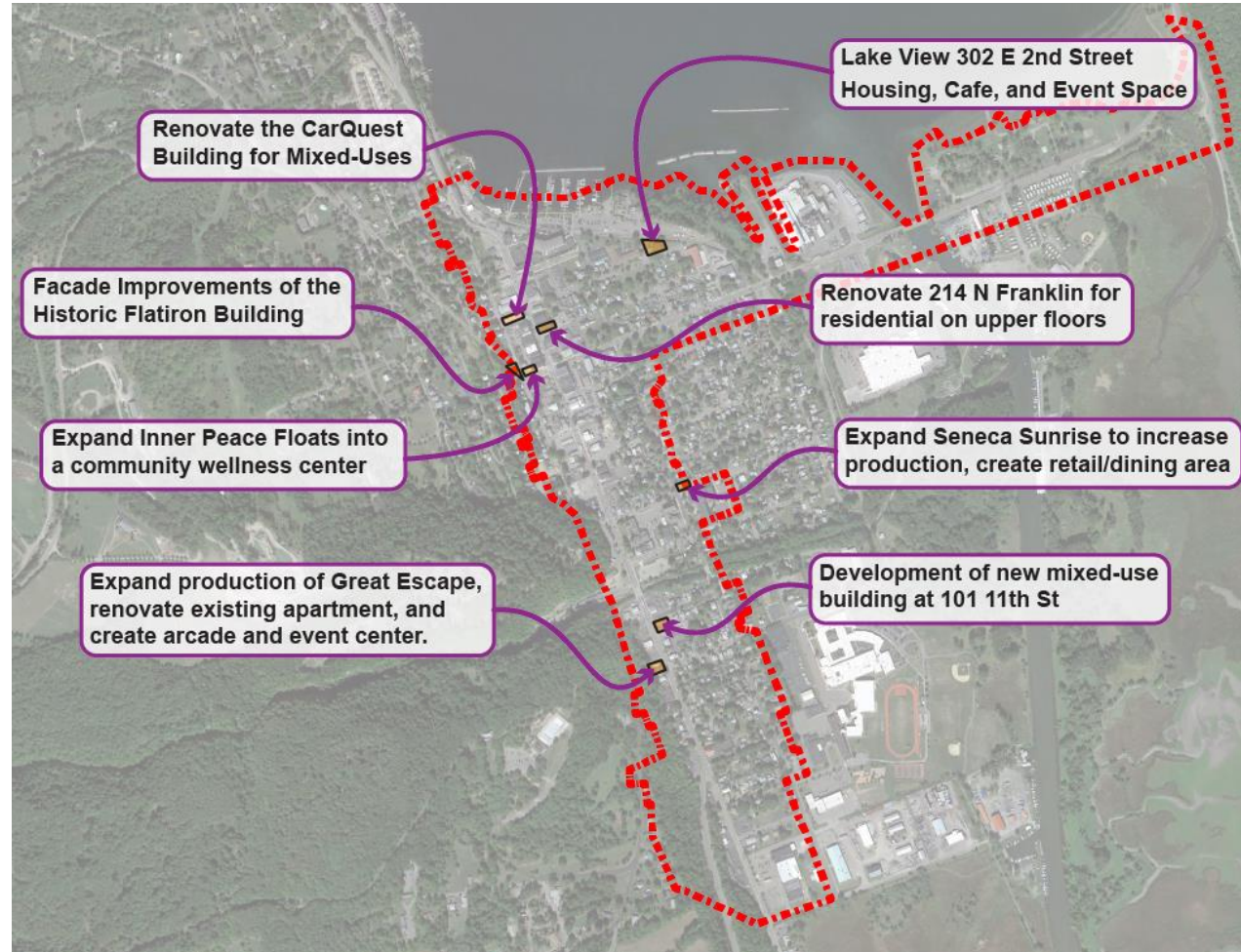
Cost Estimate: \$3,659,972

DRI Request: \$1,702,489

Properties grouped in this multi-site project include new construction, repairs to existing buildings at key sites, and renovations to facilitate expansion of existing small businesses.

Criteria could include:

- Property owners/selected recipients must provide a 50/50 match for grant funds.
- Residential properties must commit to long term rental agreements and workforce appropriate rent levels.
- Where appropriate, buildings must be restored in accordance with their historic designation.



Goal 1: Downtown Living

1D: Redevelop 109-111 N Franklin with Mixed-Uses

Project Type: Rehabilitation and/or New Construction

Cost Estimate: TBD

DRI Request: TBD

There are two potential development proposals for 109-111 N Franklin St, which includes the Rooster Fish brewery and restaurant.

The property owner is currently in negotiations with two development groups. Both would provide a mixed-use adaptive reuse of the site with potentially transformative impact on N Franklin.

Project details need to be settled by late-February for the project to be included.



Goal 1 Priority Projects

Projects Potentially Recommended for DRI Funding

1A: Revitalize 15 N Franklin with Mixed-Uses and Apartments

1B: Develop a New Mixed-Income Housing and Childcare Center

1C: Building and Site Transformation—Multi-Site Project

1D: Redevelop 109-111 N Franklin with Mixed-Uses

Goal 2: Culture and Entertainment

2A: Implement Master Plan for Year-Round Recreation Improvements at Clute Park

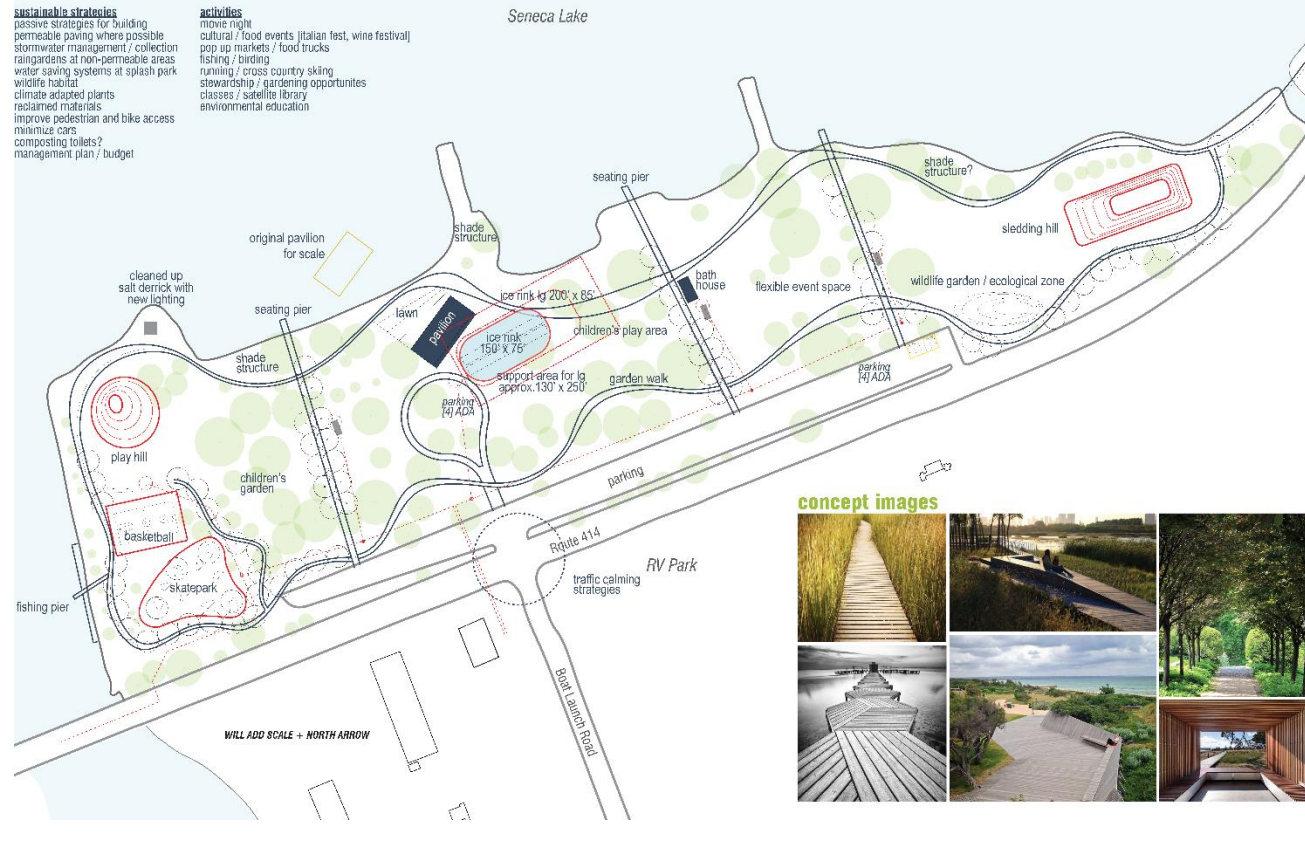
Project Type: Public Improvement

Cost Estimate: ~\$5,000,000

DRI Request: ~\$3,000,000

Implement a master plan for year-round improvements to Clute Park. DRI funding will supplement other grant funds to improve the park for residents and attract visitors. Components include:

- New pavilion and bath house
- Ice Rink/Splash pad
- Improved walkways
- Upgraded play areas
- Active and passive recreation
- Lighting



Goal 2: Culture and Entertainment

2B: Upgrade Watkins Glen Performing Arts Center

Project Type: Rehabilitation

Cost Estimate: up to \$2,000,000

DRI Request: up to \$1,000,000

Upgrades to the performing arts center to support musical performances, live theater, and multi-media events. Improvements would include:

- New HVAC system.
- Construction of green room.
- Construction of ticket and concession areas.
- New energy-efficient lighting and sound systems.
- New screen, projector, and audio-visual equipment.
- Historically appropriate venue signage.



Goal 2: Culture and Entertainment

2C: Redevelop Captain Bill's Port of Seneca Lake Cruise Terminal to Improve Site Plan and Enhance Views

Project Type: New Development

Cost Estimate: \$375,000

DRI Request: \$375,000

Construction of a new two-story building to create a gateway to Seneca Lake at the north end of Franklin Street. Redesign of the site will enhance views of the lake and draw visitors north on Franklin—and from the lake into downtown.

The new building will also allow Captain Bill's to expand their facility, providing improved services to guests and providing an additional 20-25 seasonal jobs.



Goal 2: Culture and Entertainment

2D: Renovate the Former VFW Building into a Full-Service Spa and Fitness Center

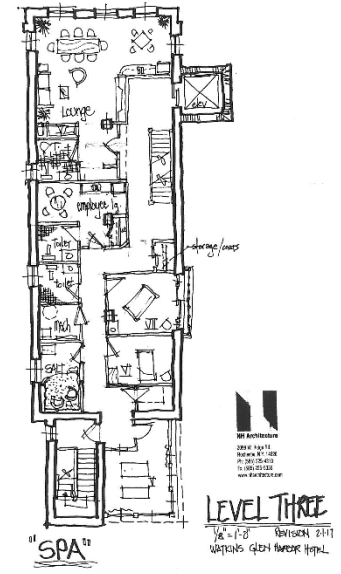
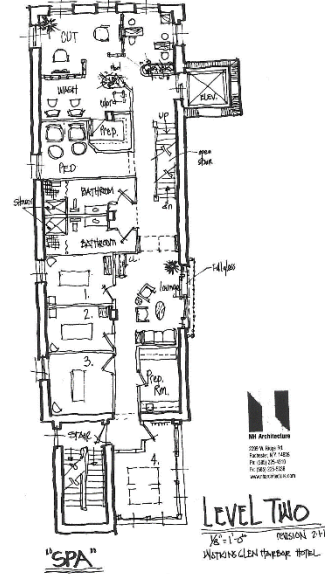
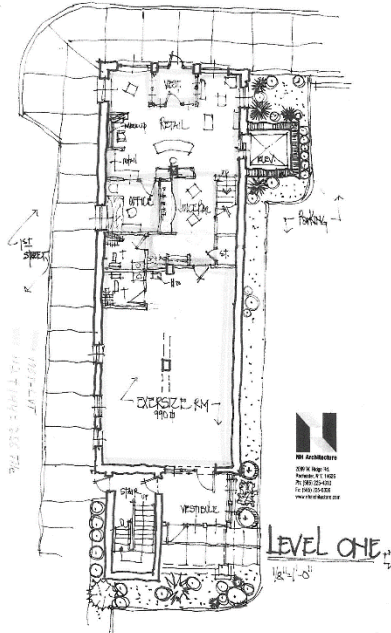
Project Type: Rehabilitation

Cost Estimate: \$2,262,000

DRI Request: \$250,000

The owners of the Watkins Glen Harbor Hotel propose to renovate the vacant former VFW building into a full service spa and fitness center. Adaptive re-use of the building will include:

- Historic restoration of the building façade.
- Enhance landscaping.
- Provide ADA accessibility including elevator.
- Full-service spa open to the public.
- Fitness center for hotel guests.



Goal 2: Culture and Entertainment

2E: Create a Seneca Lake Wine Trail Cultural Center and Event Space

Project Type: Rehabilitation

Cost Estimate: TBD

DRI Request: TBD

Creation of a Winery Cultural Center with interpretive displays about the local wine industry and event space. Components would include:

- Office and storage space for the SLWT staff.
- Winery Cultural Center for visitors to learn more about the regional industry.
- Event space regional wineries to host public tasting events, and other related activities.

Note: Could be a component of another rehabilitation project.



Goal 2: Culture and Entertainment

2F: Establish the FLX Outdoor Adventure and Discovery Center for Recreational Activities

Project Type: Rehabilitation

Cost Estimate: TBD

DRI Request: TBD

FLX Outdoor Adventure & Discovery Center would provide recreational activities/experiences including cycling, kayaking, snowshoeing, cross country skiing, kite surfing and backpacking with staff trained to provide access to the region's most natural resources. Services would include:

- Equipment rental.
- Teambuilding activities.
- Guided day excursions.
- Collaborative events for awareness/charity.

Note: Could be a component of another rehabilitation project.



Goal 2 Priority Projects

Projects Potentially Recommended for DRI Funding

2A: Implement Master Plan for Year-Round Recreation Improvements at Clute Park

2B: Upgrade Watkins Glen Performing Arts Center

2C: Redevelop Captain Bill's Port of Seneca Lake Cruise Terminal to Improve Site Plan and Enhance Views

2D: Renovate the Former VFW Building into a Full-Service Spa and Fitness Center

2E: Create a Seneca Lake Wine Trail Cultural Center and Event Space

2F: Establish the FLX Outdoor Adventure and Discovery Center for Recreational Activities

Goal 3: Economic Development

3A: Create FLX Works Downtown Co-Working Space

Project Type: Rehabilitation

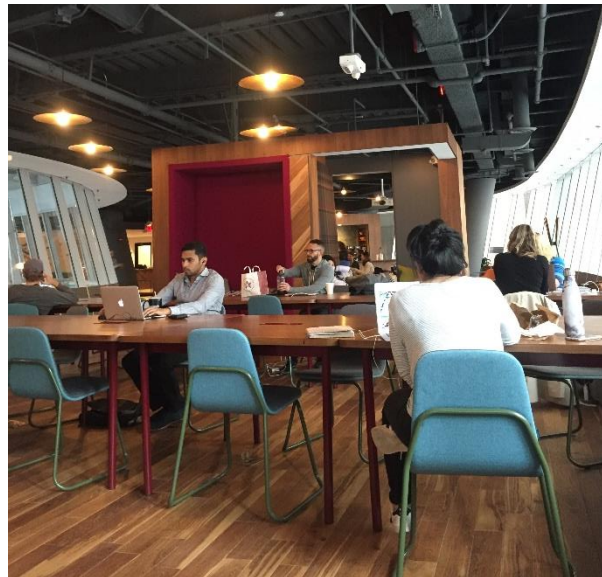
Cost Estimate: TBD

DRI Request: TBD

FLX Works will provide co-working space, a test kitchen space, and practical business tools for local entrepreneurs. Components include:

- Kitchen and culinary incubator space with commercial-grade cooking equipment.
- Co-working space to attract a diverse groups of freelancers, remote workers, and other independent professionals in a shared, communal setting.

Note: Could be a component of a new development project.



Goal 3: Economic Development

3B: Open a Schuyler Hospital Walk-In Clinic

Project Type: Rehabilitation

Cost Estimate: \$400,000

DRI Request: \$100,000

Creation of a Schuyler Hospital Walk-in Clinic in downtown Watkins Glen to provide accessible and cost effective medical care at a convenient location.

This project could be accommodated in a building purchased and renovated by Schuyler Hospital, leased and renovated by the hospital, or as a tenant in new construction.

Note: No site has been identified for this project.



Goal 3: Economic Development

3C: Renovate 3rd St Carriage House

Project Type: Rehabilitation

Cost Estimate: \$350,000

DRI Request: \$350,000

Historic restoration of the historic Carriage House building for mixed uses.

Elements of this project include:

- Renovate the downstairs to lease as retail space to 1,2 or 3 tenants (1,800 sf)
- Renovate the upstairs for two rental apartments (2,277 sf).
- Remove the wooden addition.
- Create parking on-site.

Note: Could include other potential projects as tenant(s).



Goal 3: Economic Development

3D: Create Downtown Revitalization Fund to Improve Facades, Assist Local Retail Businesses, and Convert Vacant Upper Floor Space for Residences

Project Type: Fund

Cost Estimate: \$1,200,000

DRI Request: \$600,000

This project will create a fund to be allocated to small businesses, building owners, non-profit organizations and entrepreneurs to improve the built environment in the DRI area through a series of competitive matching grant funding opportunities. The project will include three components:

- Façade Improvement Program
- Retail Bootcamp
- Upper Floor Residential Conversion Program

Note: Will include administrative costs.



Façade Improvement Program



Retail Bootcamp



Upper Floor Residential Conversion Program



Goal 3: Economic Development

3E: Establish the Finger Lakes Brew Garden, a Family Restaurant and Microbrewery

Project Type: Rehabilitation

Cost Estimate: TBD

DRI Request: TBD

Renovate an existing property to create a farm-to-table restaurant and brew pub featuring local breweries, local food, and outdoor activities.

Construct a microbrewery to supply the brew pub and enable wholesale distribution.

Note: No site has been identified for this project.



Goal 3: Economic Development

3F: Renovate Maguire Chrysler and Adjacent Carriage House

Project Type: Rehabilitation

Cost Estimate: \$4,047,100

DRI Request: up to \$2,023,550

Renovate the existing Maguire Chrysler dealership to accentuate historical characteristics, improve landscaping in the parking area, and add a modern service area to increase employment.

Additional public benefits of the project would include a classic car museum, renovated carriage house (on Madison St), roof garden, electric vehicle charging station, and LEED certification.



Goal 3 Priority Projects

Projects Potentially Recommended for DRI Funding

3A: Create FLX Works Downtown Co-Working Space

3B: Open a Schuyler Hospital Walk-In Clinic

3C: Renovate 3rd St Carriage House with Ground Floor Commercial and Two Upper Floor Residential Units

3D: Create Downtown Revitalization Fund to Improve Facades, Assist Local Retail Businesses, and Convert Vacant Upper Floor Space for Residences

3E: Establish the Finger Lakes Brew Garden, a Family Restaurant and Microbrewery

3F: Renovate Maguire Chrysler and Adjacent Carriage House

Goal 4: Quality of Life

4A: Improve E 4th St for Pedestrians and Cyclists, Improving Connectivity between Downtown, Clute Park, and the Waterfront

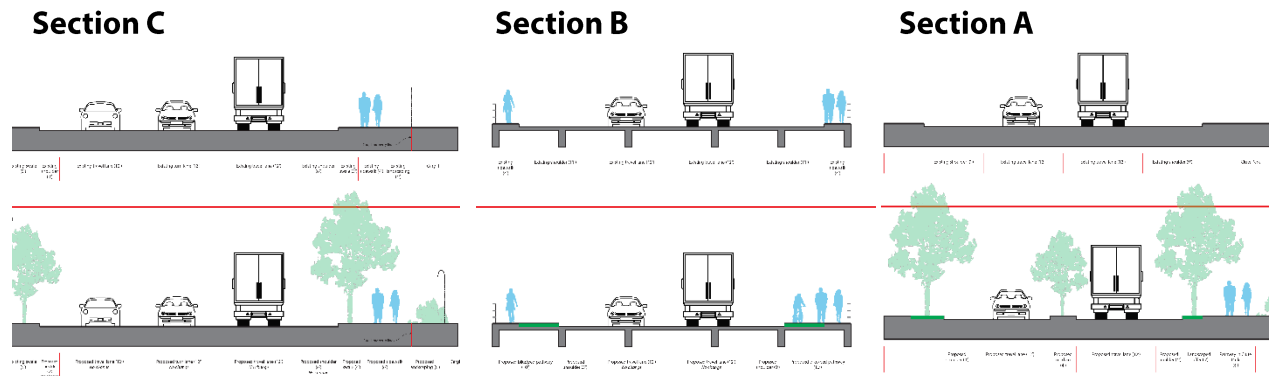
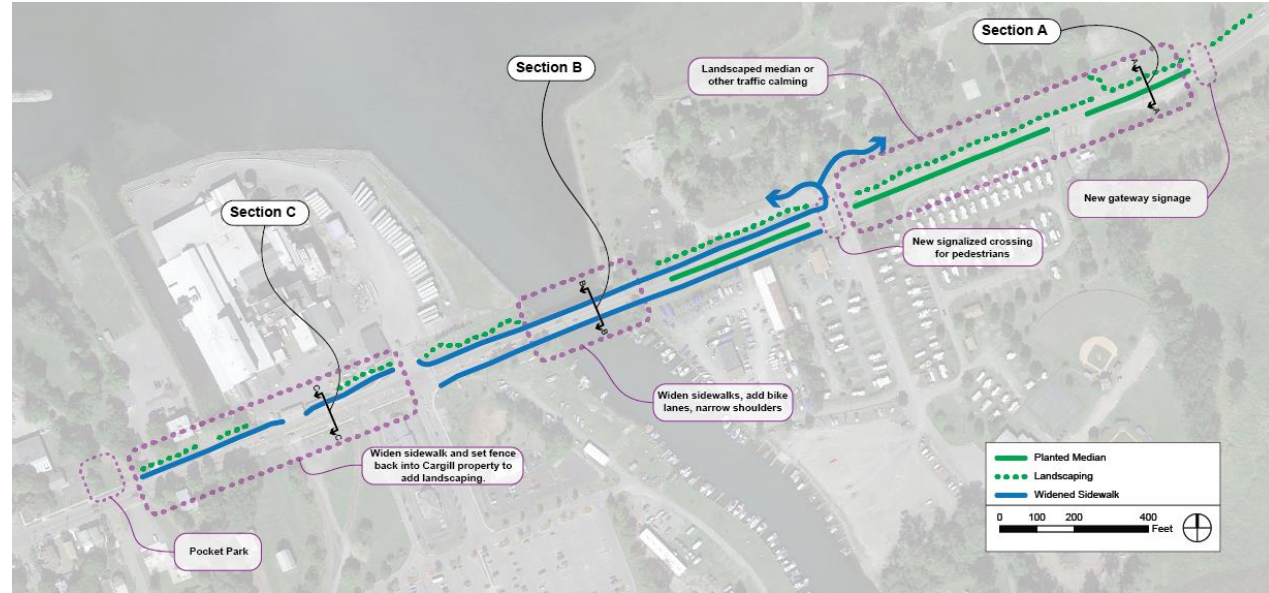
Project Type: Public Improvement

Cost Estimate: \$790,000

DRI Request: \$750,000

Improve pedestrian infrastructure to encourage residents and visitors to explore the Village on foot and take advantage of the resources at Clute Park. Improvements would include:

- Wider sidewalks.
- Landscaped median to slow traffic.
- Coordination with Cargill.
- Pedestrian activated crossing at Boat Launch Road.
- Landscaping.



Goal 4: Quality of Life

4B: Install New Lighting along Franklin Street in Coordination with NYS Department of Transportation Improvements

Project Type: Public Improvement

Cost Estimate: \$1,500,000

DRI Request: \$1,500,000

Coordinate street lighting improvements on Franklin Street with NYSDOT repaving work. DRI funds will be used to install conduit and foundations as part of the NYSDOT project and purchase new fixtures once the below-grade work is completed.

Note: Could also include upgraded traffic signal poles.



Goal 4: Quality of Life

4C: Install Gateway and Wayfinding Signage

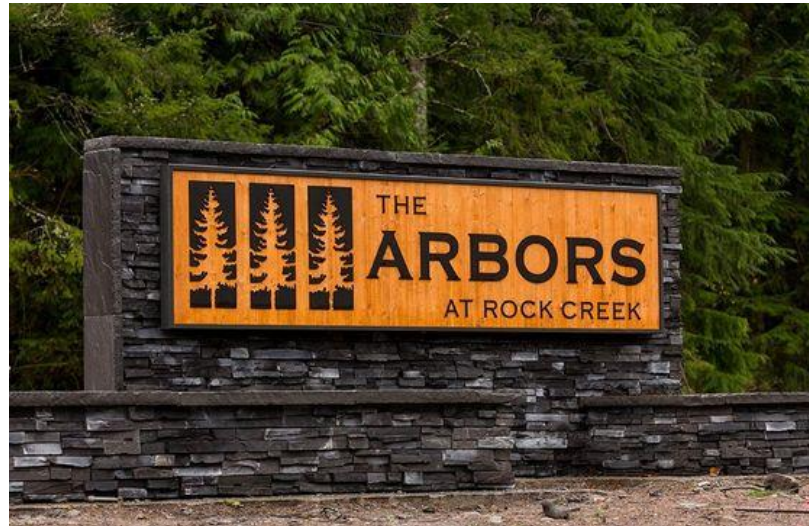
Project Type: Public Improvement

Cost Estimate: \$750,000

DRI Request: \$750,000

This project will improve gateway and wayfinding signage throughout the Village. Gateway improvements will welcome visitors coming into the four major gateways at the eastern, northern, southern entrances as well as the entrance to the S Franklin Street from SR 414. Wayfinding signage will orient pedestrians, cyclists and drivers while promoting local businesses and attractions.

Style will match the new stone barriers at Watkins Glen State Park.



Goal 4: Quality of Life

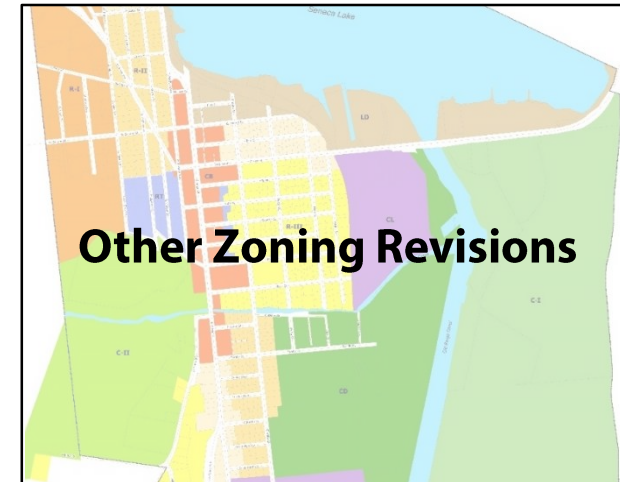
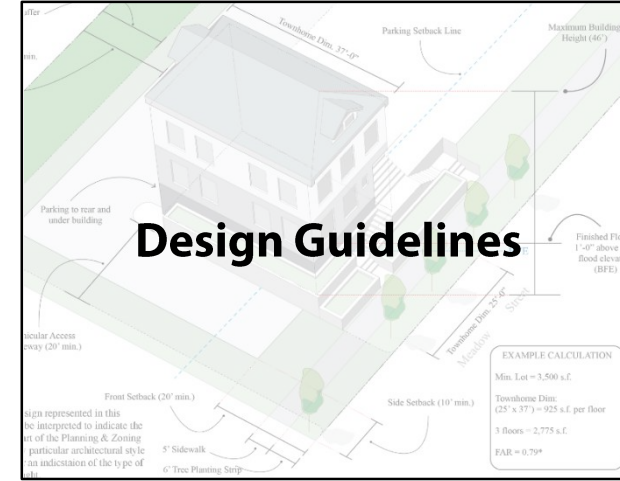
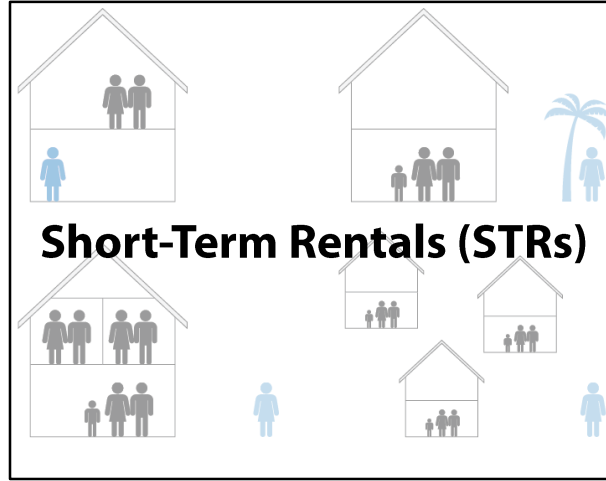
4D: Update the Zoning Code to Address Short Term Rentals, Update Design Guidelines, Consider a Historic District, and Other Revisions

Project Type: Public Improvement

Cost Estimate: \$100,000

DRI Request: \$100,000

DRI Plan can include recommendations for zoning code updates, including funding for implementation. Zoning can only be adopted by the Village Board of Trustees, so the DRI Plan itself is not adoption of zoning. Any recommendations of potential zoning changes must be aligned with Village Board priorities.



Goal 4: Quality of Life

4E: Develop a Public Artwork Competition

Project Type: Public Improvement

Cost Estimate: \$200,000

DRI Request: \$200,000

This project would fund a public artwork competition to beautify the DRI area and engage residents and visitors while bringing new opportunity for local artists.

DRI funds for the Public Artwork Project will fund selected artists' works to be displayed permanently throughout the Village and a final prize to be awarded to one piece following a period of public voting.

Potential public and private sites will be identified, with artists submitting proposals for specific locations.



Goal 4: Quality of Life

4F: Upgrade Lafayette Park with New Equipment, Lighting and Landscaping in Coordination with Private Donations

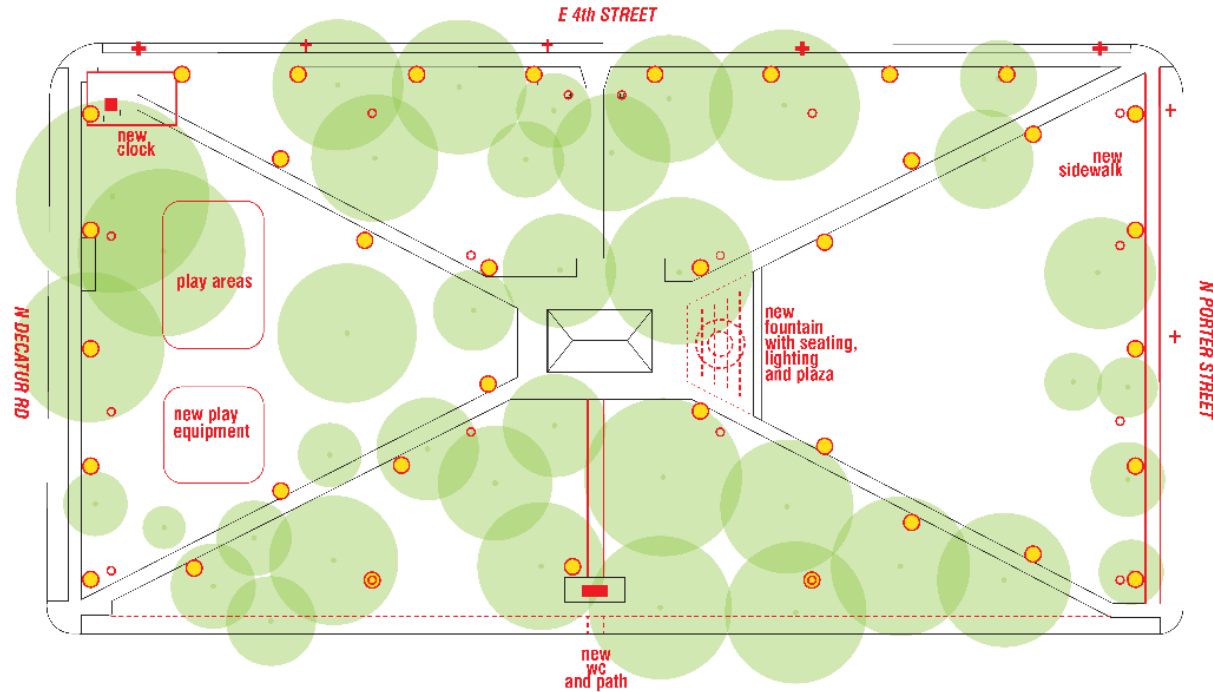
Project Type: Public Improvement

Cost Estimate: \$350,000

DRI Request: \$150,000

Leverage private donor contributions to upgrade Lafayette Park. Existing funding will provide a fountain, clock, and some lighting. DRI funds could be used to:

- Purchase additional lighting.
- Add a public restroom.
- Install a sidewalk along Porter.
- Repair bandstand roof.
- Plant shade tolerant grass along 5th St.
- Upgrade play equipment.



Goal 4 Priority Projects

Projects Potentially Recommended for DRI Funding

4A: Improve E 4th St for Pedestrians and Cyclists, Improving Connectivity between Downtown, Clute Park, and the Waterfront

4B: Install New Lighting along Franklin Street in Coordination with NYS Department of Transportation Improvements

4C: Install Gateway and Wayfinding Signage

4D: Update the Zoning Code to Address Short Term Rentals, Update Design Guidelines, Consider a Historic District, and Other Revisions

4E: Develop a Public Artwork Competition

4F: Upgrade Lafayette Park with New Equipment, Lighting and Landscaping in Coordination with Private Donations

Projects Recommended for Other Funding

Village Priorities for Other Funding Sources

- Feasibility Study & Redevelopment of the Former Wastewater Treatment Plant
- Expanded Street Lighting Initiative (completing Franklin St and E 4th St)
- Upgrade Water and Sewer Infrastructure
- Additional Boat Slips
- Expanded Beachfront in Clute Park
- Sidewalk Improvements and Upgrade Steps on Sidestreets West of Franklin St
- Traffic and Parking Management Program
- Hotel Improvement Fund
- Watkins Glen Film Fund

Other ideas received through the Open Call for Projects

- Madison Guest House
- Watkins Motel
- Replace concrete wall at the Budget Inn
- Renovate First Baptist Church
- Artist's Retreat and Recording Studio
- Indoor Mini-Golf Amusement Center
- Pirate-themed Mini-Golf
- Renovate Apartments in the GCCC Building
- Revitalize Seneca Clipper Inn
- Watkins Glen Film Fund
- Sparkle Jewelry Store
- New Image Salon
- New Meat-Seafood-Local Foods Establishment
- Landon's Pub and Pizza
- Quest Adventure Gaming Escape Room

Next Steps

Continue to refine project profiles.

Public Survey

- Dates: February 16 – March 5

Final public workshop:

- Wednesday, March 7

Final LPC Meeting:

- Tuesday, March 13

Public Comment



Village of Watkins Glen Downtown Revitalization Initiative

Local Planning Committee Meeting #6

February 15, 2018