

WATKINS GLEN **20** **DOWNTOWN** **17** **REVITALIZATION INITIATIVE** *Small Village, Big Potential*

RE-DEVELOPMENT PROPOSAL

210 N. Franklin Street
& 212 N. Franklin Street



Investing in real estate.
Developing the future.

Prepared By:
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Amy Downing
Jack Thomas

210 N. Franklin Street

Proposed:

Acquisition and Re-development of
Building in the Commercial Business District

210 N. Franklin Street



Exterior of Building



Located in the DRI Boundary Area

210 N. Franklin Street



Existing 1st Floor Use: Vacant

Main Access via N. Franklin St.



**Proposed 1st Floor Use:
Distillery Tasting Room**

**COMMERCIAL AND RETAIL MAIN STREET BUSINESSES
+ CULTURAL AND ENTERTAINMENT AMENITIES**

210 N. Franklin Street

Main Access via Alley



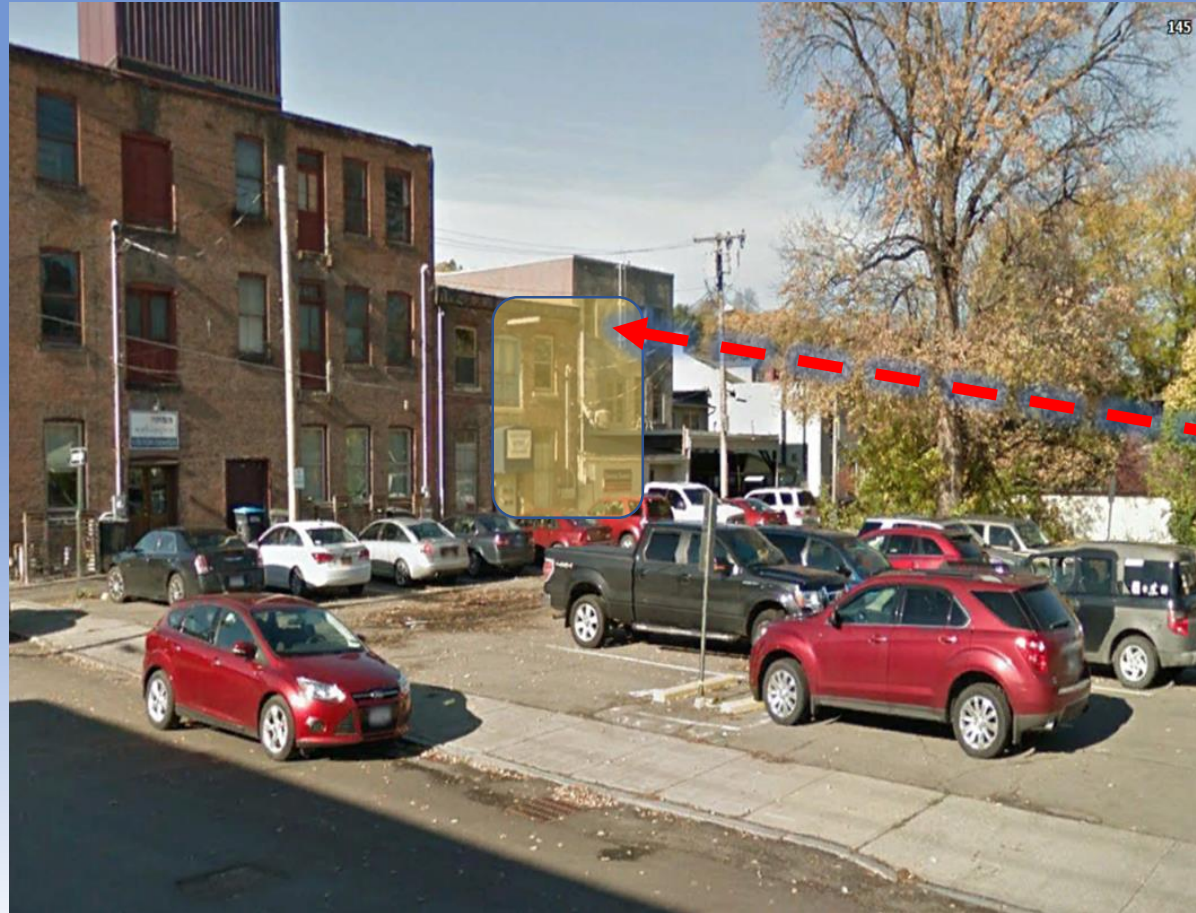
Existing 1st Floor Use: Vacant



Proposed 1st Floor Use: *“Farm-to-table”* Dining

210 N. Franklin Street

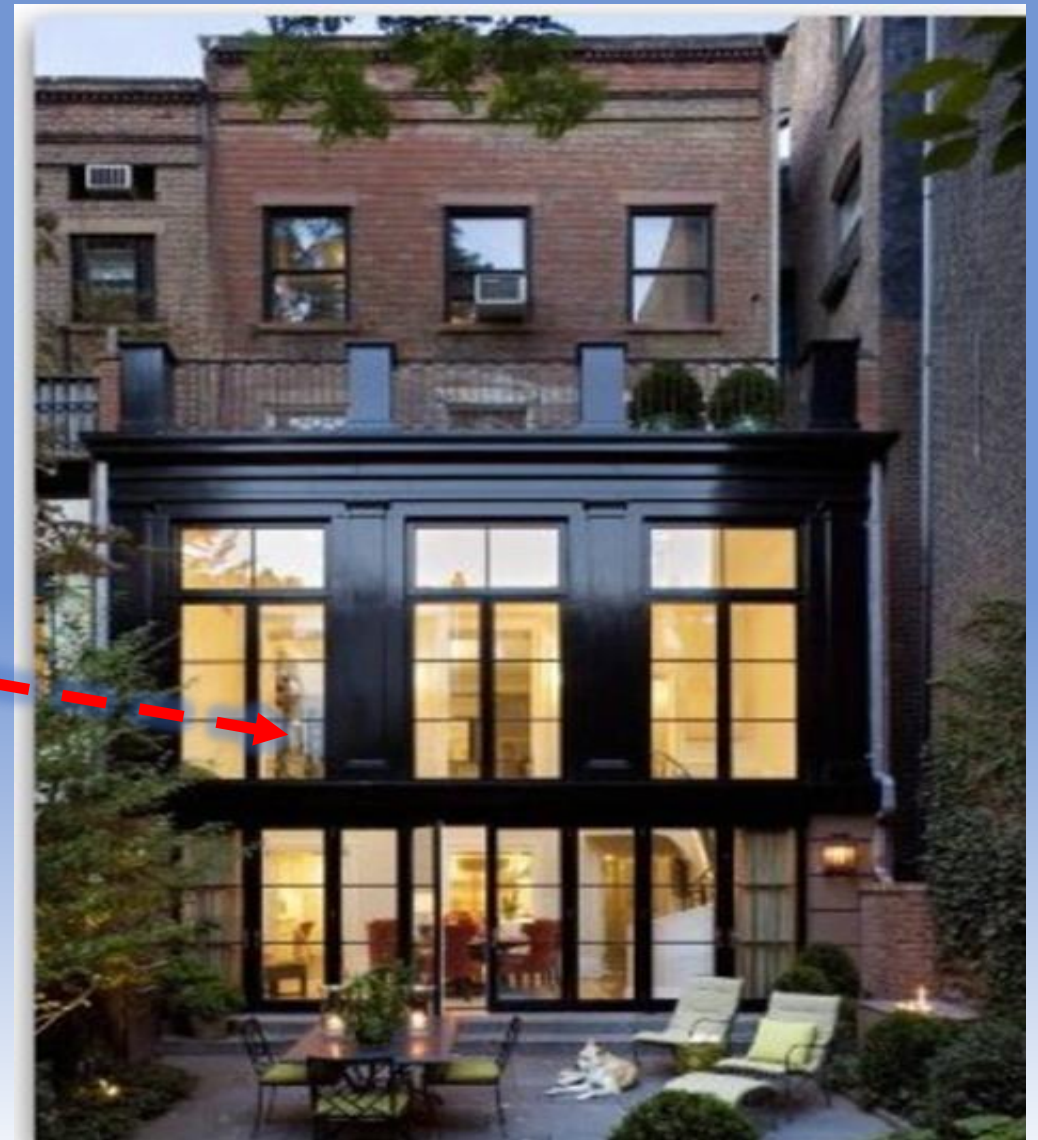
Main Access via Alley



Existing Building Façade

5. ATTRACTIVENESS OF PHYSICAL ENVIRONMENT

Identify the properties or characteristics that the downtown possesses that contribute, or could contribute if enhanced, to the attractiveness and livability of the downtown for a diverse population of varying ages, income, gender identity, ability, mobility, and cultural background. Consider, for example, the presence of developable mixed-use spaces, varied housing types at different levels of affordability, walkability and bikeability, healthy and affordable food markets, and public parks and gathering spaces.



Proposed: New Exterior Façade, Entry, & Window design, Exterior Elevator

210 N. Franklin Street



Existing 2nd Floor Use:
Vacant Private offices (7)



Proposed 2nd Floor Use:
**Co-working Space &
Private Offices (4)**



210 N. Franklin Street



Proposed 2nd Floor Use:
Co-working Space & Private Offices (4)



**BUILDING A SENSE OF COMMUNITY
+ MIXED-USE DEVELOPMENT**

210 N. Franklin Street



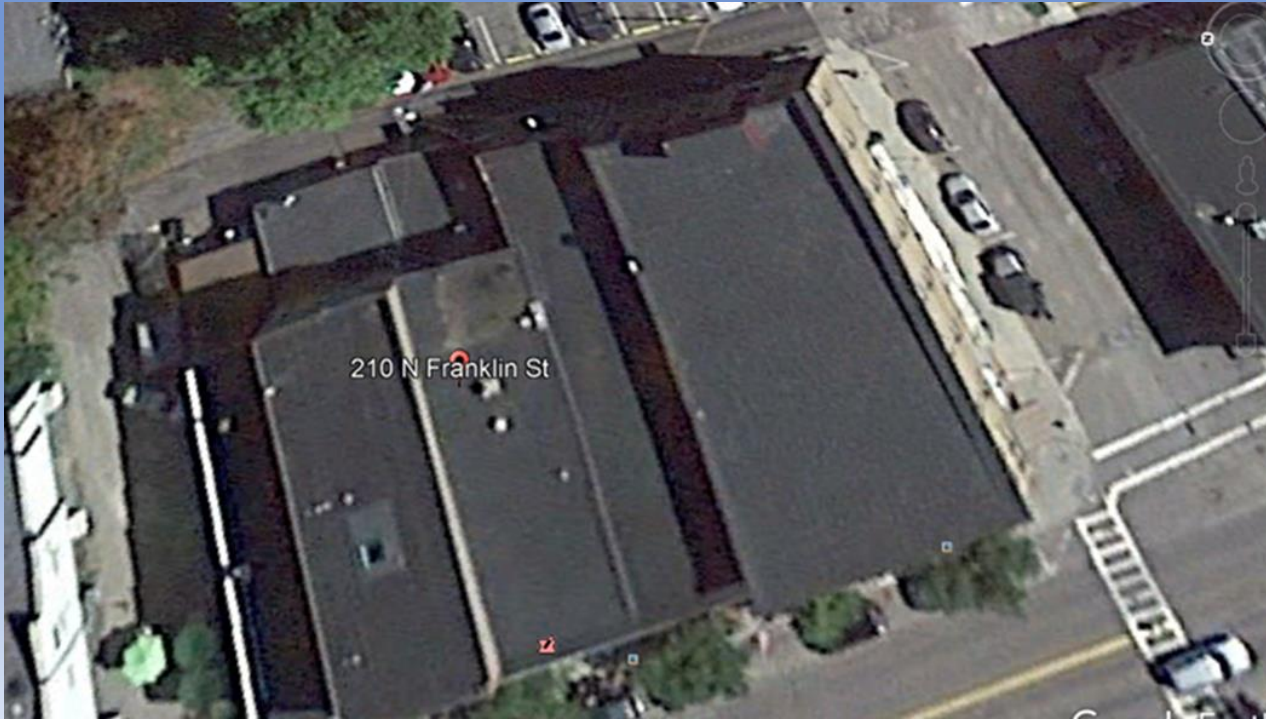
Existing Use: Underutilized Rooftop



Proposed Use: Rooftop Social Venue

**COMMERCIAL AND RETAIL MAIN STREET BUSINESSES
+ CULTURAL AND ENTERTAINMENT AMENITIES**

210 N. Franklin Street



210 N. Franklin Street Rooftop Aerial



Rooftop Social Venue:
*Example w/Exterior
Elevator Access*

210 N. Franklin Street

Total Estimated Project Development Budget: \$500,400.

- **Estimated DRI Funds Request: \$250,200.**
- **Estimated Private Funds Match: \$250,200.**

Site Control: Executed Purchase and Sale Contract Pending

(Subject to Counter offer expiration date: 2/14/18 with DRI contingency)

212 N. Franklin St.

Proposal:

Acquisition and Re-development of
Building in the Commercial Business District

212 N. Franklin Street



Building Exterior



Located in the DRI Boundary Area

212 N. Franklin Street



Existing Building Façade



Proposed Façade Upgrades

212 N. Franklin Street



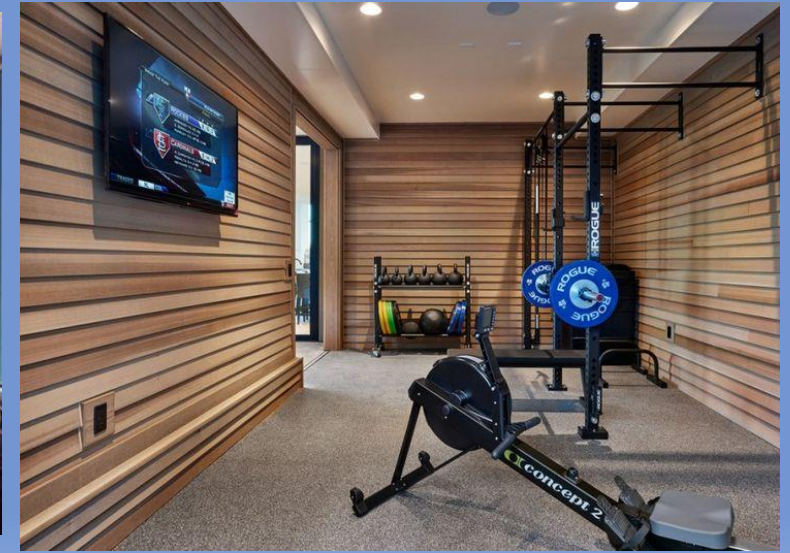
Existing 1st Floor Use: Vacant

Main Access via N. Franklin St

Proposed 1st Floor Use: Pet Services/Retail

212 N Franklin Street

Access via Alley Side



Existing 1st Floor Use:
Vacant



Proposed 1st Floor Use:
Wellness Center

212 N. Franklin Street



Existing 2nd Floor Use: Vacant



Proposed 2nd Floor Use:
Co-working offices

212 N Franklin Street



Proposed 2nd Floor Use:
Co-working



Proposed: Interior Elevator (Alternate)



212 N. Franklin Street



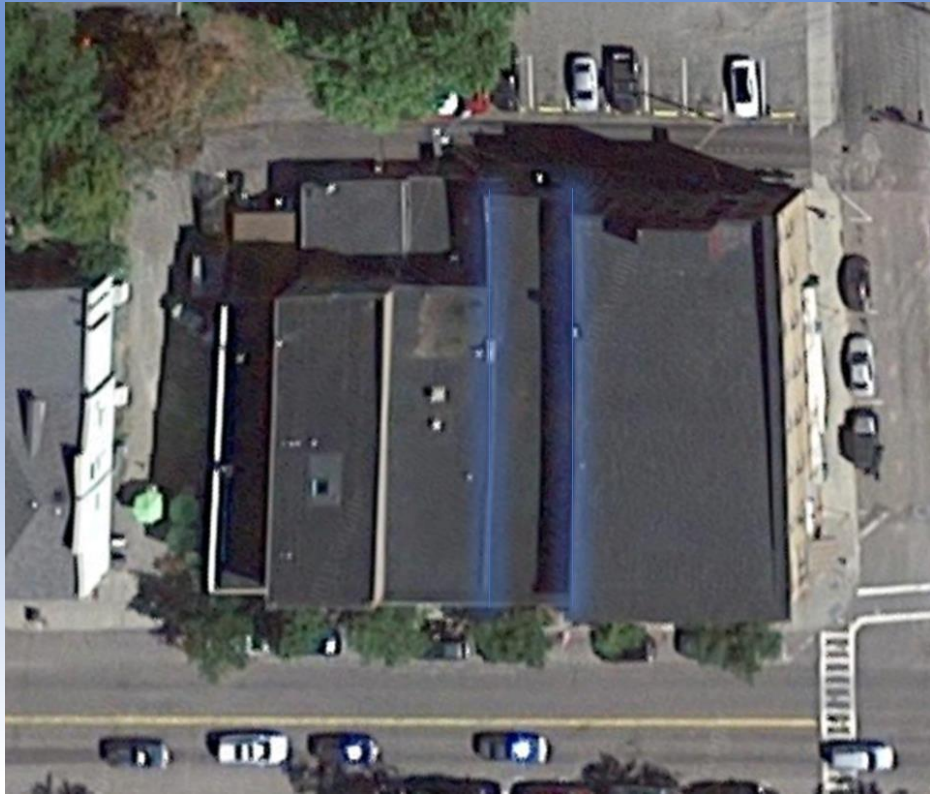
Existing Use: Underutilized Rooftop



Proposed Use: Rooftop Social Venue

**COMMERCIAL AND RETAIL MAIN STREET BUSINESSES
+ CULTURAL AND ENTERTAINMENT AMENITIES**

212 N. Franklin Street



212 N. Franklin Street Rooftop Aerial

212 N. Franklin Street

Total Estimated Project Development Budget: \$602,300.

- **Estimated DRI Funds Request: \$301,150.**
- **Estimated Private Funds Match: \$301,150.**

Site Control: Executed Purchase and Sale Contract Pending

(Subject to Counter offer expiration date: 2/14/18 w/ DRI contingency)

The Re-Development proposal for 210 & 212 N. Franklin St. meets the following:

PRIMARY GOALS - WATKINS GLEN DRI

Downtown Living

- Neighborhood Services, Amenities and Retail
- Walkable
- Range of Housing Types
- Mixed-Use Buildings
- Strong Sense of Place

Cultural/Entertainment

- Arts and Cultural Venues/ Galleries/Theaters
- Regular Events/Festivals
- Restaurants/Bars
- Youth-Oriented Activities
- Tourism

Economic Development

- Year-Round Local based Business
- Attraction of High-Paying Jobs
- Additional Skilled Workers
- Re-Population by Young Professionals
- Investment in Infrastructure

Quality of Life

- Vibrant Community to Live, Work, and Raise Families
- Capture Strong Community Pride
- Clean, Safe Community
- Investment in Education

SUPPORTING STRATEGIES - WATKINS GLEN DRI

SUPPORTING STRATEGIES - WATKINS GLEN DRI

Create Employment in Downtown Area: create co-working spaces or shared office space

Establish a Facade Improvement Program: provide financial incentives to visually improve exteriors

Housing: 2nd and 3rd floor apartments, development of townhouses and condos, single family housing

Develop Additional Downtown Programming: art markets, performance festivals, expansion of "First Friday"

Activate Empty Spaces (short term): create "pop up" shops, allow temporary uses

Invest in the Streetscape: sidewalk repair, benches, bike racks, pedestrian friendly lighting, trees with a healthy canopy

Invest in Winter Recreational Amenities: develop ice rink similar to Canalside in Buffalo

GOALS

- Cultural/Entertainment
- Economic Impact
- Quality of Life

SUPPORTING STRATEGIES

- Create Employment
- Activate Empty Spaces
- Façade Improvement
- Downtown Programming

Thank you for considering our DRI proposal!

Local Planning Committee

Judy McKinney Cherry, CEcD

Hon. Laurie DeNardo

Jon Beckman

Hon. Dennis Fagan

Jeannette Frank

Brittany Gibson

Eric Hollenbeck

Peter Honsberger

Keith Klug

Tim O'Hearn

Amanda Smith-Socariss

Ben Stamp

Kristin VanHorn

Ken Wilson

Hon. Gary Schmidt

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

Seneca Physical Therapy

FLX Gateway CDC

Schuyler County Planning

Resident

Village of Watkins Glen

Co-chairs in bold

New York State and Consultants

New York State

Department of State

Homes and Community Renewal

Empire State Development Corporation

BFJ Planning

Susan Favate, Principal, AICP

Simon Kates, Associate, AICP, LEED AP

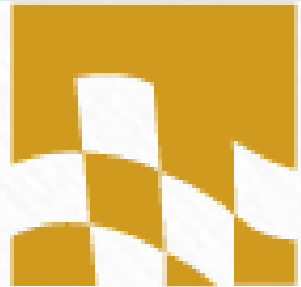
Ariana Branchini, Planner

Thread Collective

Gita Nandan

Elliott Maltby

Amanda



DAWNAPRILE
COMPANY

Investing in real estate.
Developing the future.