

Watkins Glen

Downtown Revitalization Initiative

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15 N Franklin Renovation

1. SCAPTURA MIXED USE BUILDINGS PROJECT

2. Preliminary Funding Estimate: Uncertain. Open for further information.

For purposes of the proposal, it is estimated that renovations could cost \$100 per sq. ft. including the necessary infrastructure improvements, we expect that the total project could require an investment of \$275,000. (\$180,000 for the garage and \$95,000 for the gas station/living space) The owner has invested a significant amount since 2006 in the remediation of a brownfield.

3. Summary Description

These are two of the most strategic and significant structures in Watkins Glen and could serve as an enticing gateway for those entering the Village from the north. In addition to the physical location, the buildings also retain most of their original integrity and thus reinforces the expression of locality which is a fundamental aspect of achieving/retaining the charming community character in Watkins Glen.

While the physical property is made up of two individual structures, the integrated project represents three new/upgraded uses as the open space between the buildings can serve as a third project. Based on the situation of these properties near the north end of the Village, as well as their position across from the lake, the Harbor Hotel, and within the core of the downtown, which is a key focus of the DRI, these projects would serve as a catalyst for other development in an area where significant investments and improvements have already demonstrated extraordinary returns and made a real difference to the community from a quality of life and economic development perspective which are two critical priorities for the DRI.

More specifically, this project includes the renovations of two buildings:

- **Gas Station.** Known as “Lil Joes” the larger of the two properties is approximately 3,000 square feet and is currently being used for storage. The envisioned renovations would renovate the current second story space to a 3-bedroom, 1.5 bathroom with a sunroom and large living area. The third story is an unfinished space that is

large enough to accommodate a large 1-2 bedroom apartment. These apartments would be a year-round rentals.

- **Garage.** The former Gulf/Texaco garage includes three bays, including a hydraulic lift which will require removal, as well as an addition on the back/west end of the building.

Project needs:

- Electrical is currently a single service for both buildings; thus, the electrical supply will need to be separated to support each individual property. Additionally, the owner indicates some electrical upgrades have been done; however, an electrical assessment will need to be done to ascertain any needs for upgrades.
- Plumbing will need to be upgraded as well. The water line between the former gas station and the garage was severed several years ago and thus individual plumbing systems will need to be established to support each individual property. The gas station building has two toilet facilities on the Southside of the building that was used by both buildings. The plumbing is still in place.
- Restrooms: Assuming it is required by code, a restroom(s) will need to be added for the garage and also upgraded for the former gas station.
- The roof systems on both buildings require assessment. The roof on the garage was replaced 15-20 years ago. It is uncertain when the roof on the gas station was replaced last.
- The space between the garage and gas station requires repair either macadam or patio materials.

Possible Uses:

The current owner recognizes the need to renovate and improve both buildings and is open to suggestions for both renovations and new use(s).

Gas Station: Convert downstairs into a commercial space and install commercial kitchen for farm to table restaurant offering that is not duplicative to other restaurants in the Village.

- Lakeview; overall situation across from the Harbor Hotel
- Reminiscent of old European-style gathering place or café
- Outdoor space between buildings could serve as al fresco dining area; including an option for cold weather dining and use based on the natural windbreaks both buildings afford as well as the embankment to the west of the buildings. Outdoor heaters, similar to those found in more urban areas and European settings would be a perfect complement to the overall vision for the community and invite both residents and visitors alike to embrace cold weather leisure activities
- The current furnace room to be renovated into kitchen space to serve both the front, back and outdoor patrons.
- Refurbish the back porch to offer additional dining options.

Garage: (If feasible) Renovate the building to be made available as commercial space for lease. Install HVAC, plumbing, electrical systems and new entrances. Uses could include:

- An emporium of small shops, open year-round with quality merchandise (preferably handmade work) (i.e. pottery, leather working, jewelry, glass).
- One large retail or service tenant.
- Back of the building (with the upper level) could be used as a location for scooter rentals, kayak rentals, small electric car rentals and charging station.

Special Note: We own a parcel (est. 75 x 300 ft.) of land on the corner of Madison and Division Street that could be augmented to this project.

4. Identification of Responsible Parties and Project Partners.

Sally Clark and Margaret Clinch co-own the property. Other partners may be identified as future tenants for the space.

5. Site Ownership/Legal Jurisdiction

Sally Clark and Margaret Clinch co-own the property.

Sally Scaptura Clark

18 Cherry Street

Geneva, New York

Telephone: (315) 789-4997

6. Anticipated Revitalization Benefits

This project will attract new year-round businesses and employment. A new business or businesses in the renovated garage building and a new restaurant in the former gas station. This project will also create a new large apartment for year-round rental to families through the renovation of the 2nd story apartment. It can also potentially provide a 2nd apartment on the third level. It provides a “face-lift” for a key gateway into the Village and could provide space for unique services, retail, recreation or other uses.

7. Timeframe for Implementation and Project Readiness

The buildings are currently uninhabited and work can commence in less than 60 days from receiving approval for the grant. It will require some engineering expertise to determine how much of the water & sewer piping, electrical and other systems will require complete replacement. While both buildings would, ideally, be renovated simultaneously, the garage could provide sites for up to four businesses and may be the priority for the village.

Aerial View



Street View





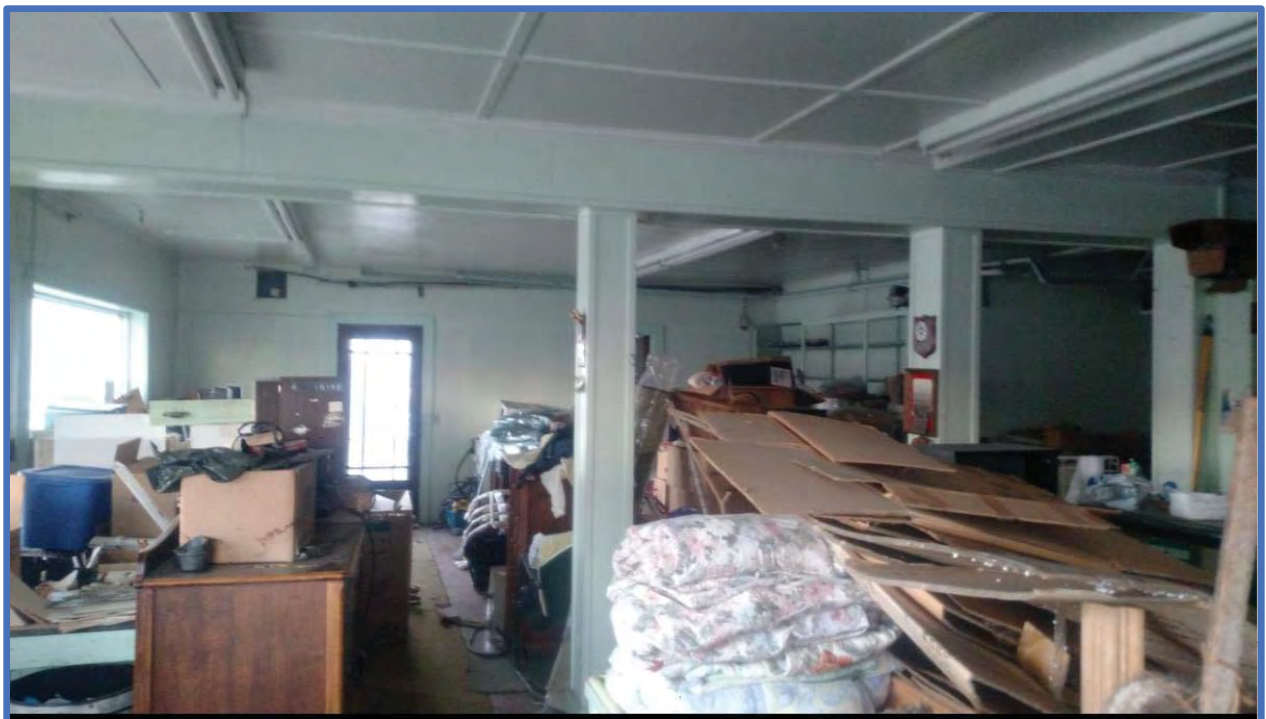
View of Back of Garage



View of Back of Gas Station



Inside Gas Station (Front)



Inside Apartment (Upper Level)



Property Details

Municipality of V. Watkins Glen, Dix									
SWIS:		442401		Tax ID:		65.45-1-1			
Inventory									
Overall EFF Year Built:					0				
Overall Condition:					Normal				
Overall Grade:					Average				
Overall Desirability:					3				
Buildings									
Air Cond. %	Sprinkler %	Alarm %	Elevators	Basement Type	Year Built	Condition	Quality	Gross Floor Area	Stories
0	0	0	0		1940	Normal	Average-	2880	2
0	0	0	0		1940	Normal	Average-	2304	2
Utilities									
Sewer Type:					Comm/public				
Water Supply:					Comm/public				
Utilities:					Gas & elec				
Site Uses									
Use		Rentable Area					Total Units		
Sm gas sta		1,200 sq. ft.					0		
External apt		1,680 sq. ft.					1		
Body shop		1,824 sq. ft.					0		
Non-contrib		480 sq. ft.					0		

302 Condo Café- Revised

**Watkins Glen
Downtown Revitalization Initiative**

Submission Requirements for:

**Lake View 302 East Second Street Housing
Plus Optional Community Cafe
Plus Optional Event Space**

Please accept this submission to the Watkins Glen Downtown Revitalization Initiative as a request for transformation not only to a lake view (lake side) property, but the beginnings of transformation to the East Second Street area. Located at 302 East Second Street, we are directly located behind the Welliver property and adjacent to the WG Sewage plant...both potential lakefront enhancers.

1. Project is called: Lake View 302 East Second Housing + Optional Cafe + Optional Roof Top Event Space

2. Preliminary Funding Estimate.

Private Sources	\$ 125,000	financed
	\$ 50,000	ownership in property

Potential Sources	\$325,000	DRI-funding
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PROJECT TOTAL: \$500,000

Future rental income sources:

Lake View Cafe with outdoor seating:	\$3000 /m = 36,000/a
2 - 2 Bedroom Lake View Condos:	\$3000 /m = 60,000/a
Open roof top Event rental (summer only)	\$32,000 /a
Parking Income	\$5000/a

3. Summary Description

Description of the project: Our goal is to remove building at 302 East Second Street and replace with a 4 story building that will house:

1st Floor	off street parking or housing
2nd Floor	cafe / restaurant or housing
3rd Floor	housing
4th Floor	housing
Roof Top	open rooftop for events

Project location: 302 East Second Street, Watkins Glen NY

Type of project: New construction on property.

How does project advance Watkins Glen?

This area is the quiet end of Watkins Glen nestled on a dead end street with views north up the lake. We are directly located behind the Welliver property and adjacent to the WG Sewage plant...both potential lakefront enhancers. The potential for this neck of the

woods is grand...it is untouched. Growing businesses, housing and traffic to this part of Seneca Lake is one of the largest areas for lake side growth in Watkins Glen.

4. Identification of the Responsible Parties and Project Partners.

Robert & Karen Stewart
105 South Jackson Street
Watkins Glen, NY 14891
Karen 607.535.6686 karen@senecaretreat.com
Bob 607.228.7019 bcstewart67@gmail.com

5. Site Ownership/Legal Jurisdiction

Robert & Karen Stewart
105 South Jackson Street
Watkins Glen, NY 14891
Karen 607.535.6686 karen@senecaretreat.com
Bob 607.228.7019 bcstewart67@gmail.com

6. Anticipated Revitalization Benefits

Building itself	Urban design Beautification to lake front area Attraction for new residents, businesses, and visitors. Increased tax revenues.
Cafe	5 to 10 job creation Attraction for new residents & tourist, A new business Increased tax revenues
2 Condominiums	Urban design Beautification to lake front Attraction for new residents. Increased tax revenues.
Roof Top Event Spot	Urban design Beautification to lake front Attraction for new residents. Increased tax revenues.
Parking	Off street parking for condos & cafe plus potential off street parking for other local business in the area.

7. Timeframe for Implementation and Project Readiness

Fall	DRI Allocation Break Ground after busy tourist season
------	--

Lease Cafe and condos

Winter

Build Project

Spring

Open for business.

Lake View



Facing 302 East Second



214 N Franklin

DRI Application

12/7/2017

Project Title

New Construction of 8 Luxury Downtown Upper Story Apartments

Preliminary Funding Estimate

\$1,200,000.00

Private Funding 30%

DRI Funding 70%

Cost Summary

HVAC \$150,000.00

Rebuilt Subfloors (2) \$50,000.00 each - \$100,000.00

Finish Flooring \$80,000.00

Plumbing/Electrical \$125,000.00

Kitchens (8) \$35,000.00 each - \$280,000.00

Bathrooms (16) \$10,000.00 each - \$160,000.00

Framing/Drywall \$115,000.00

Doors \$10,000.00

Painting \$60,000.00

Trim/Lighting \$45,000.00

Professional Services/Permits \$75,000.00

Project Description

New construction of luxury apartments on the second and third floor of the historic Peele Building located at 214 N. Franklin Street, within the downtown core of the DRI Project.

The project will consist of 4 two bedroom/2 bath units on each floor, for a total of 8 units with high end finishes equal to our previous project on the second floor of 313 N. Franklin Street. This will include quartz countertops, hardwood and tile flooring, stainless appliances etc.

Rents will be at market rate.

As a note regarding the one bedroom apartments in existence at 313 N. Franklin Street the current monthly rent is \$1500.00 with all units occupied.

Façade Improvement

The building façade will match the motif that the Village of Watkins Glen is looking for in the future, an elegant historic look.

Site Ownership/Responsible Party/Project Partners/Legal Jurisdiction

James L. Guild *note this team works well together

Anticipated Revitalization Benefits

The construction of high end apartments will attract new residents that desire to live in a vibrant downtown with disposable income to support Franklin Street businesses.

Also, property tax base will be increased.

Time Frame

Implementation 6/1/2018

Completion 12/1/2018

Current Apartments At 313 N. Franklin Street





Artist's Retreat and Recording Studio - Revised

December 8, 2017

Dear Watkins Glen Local Planning Committee:

Please accept the following application, my second draft of a 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,

A handwritten signature in black ink, appearing to read "T. Durfee".

Travis Durfee

Madison Guest House

413-15 S. Madison Ave

Watkins Glen, NY 14891

(607) 342-2704

madisonguesthouse@gmail.com

www.madisonguesthouse.com

Create an Artist's Retreat and Recording Studio at the Entrance to the Gorge.

OVERVIEW:

304 S. Franklin St. sits on the footprint of the former Glen Park Hotel, a grand edifice that offered 19th century travelers posh respite as they explored the area's magnetic springs and sulfur springs. While the health benefits of the area's older attractions are suspect, the site's location is unquestionably ideal. My property exists mere steps from the entrance to both the state park and the Catherine Valley Trail. My business, Madison Properties Unlimited, LLC., seeks to expand its properties through the development of boutique lodging experience catered to artists seeking to explore the Finger Lakes.

The artist's retreat would be constructed as a renovation to an existing 420 sq. ft. structure we own at 304 S. Franklin St. The single-story building would be renovated into a two-story structure that would house a recording studio on the first floor and artist's lodging on the second floor.

The artistic ethos is ascendant in a culture still riding the wave of the rise of a creative class. The prominent artists of our region are primarily epicurean: the FLX is home to many excellent brewers, vintners, bakes and chefs. An artists retreat and recording studio would make more robust our region's cultural offerings.

Many now work and live as creative types like artists and scientists always have. Their values and tastes, the personal relationships they develop, their decisions about where to live, and even their sense of place has evolved. Our region's "quality of place" could be a deciding factor in determining or deterring whether these creative individuals will relocate to the Finger Lakes. We could enhance our region's cultural offerings by developing creative infrastructure that would appeal to creative individuals seeking a new location.

OVERVIEW:

Madison Properties Unlimited, LLC. is uniquely positioned to blend our years of hospitality and property management with our strong connection to the local music community to build a distinct artistic retreat that would bolster our region's cultural offerings.

The idea is simple: provide a space where artists can settle to complete their projects. Looking to round out your photography portfolio with stills of our famous Gorge and waterfalls? Looking to record your songs with local session players? Looking to complete research on the next great novel of the American road racing experience? If so, you would stay here, in comfort and within walking distance from the community's offerings.

Also, the project would develop a regional concierge service for patrons of the arts looking to explore the cultural offerings available in our region.

BASIC NEEDS:

Madison Properties Unlimited, LLC, would renovate existing structure at 304 S. Franklin St. into a mixed use space including music recording studio and artists lodging upstairs.

RATIONALE:

I am a member of the regional arts community through the musical group, The Sweats. A regional touring act for five years, The Sweats have graced the stages for major events such as the Vintage Festival and Seneca BrewFest, as well as regional events like Ithacafest and the Apple Harvest Festival, also in Ithaca. In addition to a relentless touring schedule in and around the brewhouses and wineries of the Finger Lakes, the group has been a mainstay in downtown Watkins Glen music scene throughout 2017 through its collaboration with the WG Area Chamber of Commerce's First Friday events. The Sweats are also regional arts partners.

We have collaborated with Hollenbeck Film + Experience Co. to provide the soundtrack to regional arts endeavors ranging from Belmont Stakes Soiree to Seneca Film Festival. Current discussions between The Sweats and Hollenbeck F+E include plans to organize a local music festival incorporating multiple venues downtown and the space at The W.

The Sweats are also looking to develop up-and-coming musical talent in the region. Through a collaboration with Seneca Lake brewing Co. The Sweats will be hosting a series of open-mic nights wherein local performers can share their latest work and the assembled crowd votes on the best performer of the night. Winners of such a regional competition, a local version of "The Voice," would be able to use the studio to build on their success.

Community Benefits:

The potential for additional tax revenue and community benefits from this project are high. Artists relocating to the United States would need furnishings, food and basic necessities. The spin-off benefits of artists developing and promoting their work in Watkins Glen is obvious. Musicians and visual artists could perform and display their work in one of the area's many establishments and galleries. Crowds would assemble and spillover business would be soaked up by restaurants and bars.

Catalytic Potential:

An artist's retreat and recording studio dovetails with the overall goal of the DRI funding to transform downtown Watkins Glen. The Long-term implications of this Project would be felt years from now, as more artists venture to the Finger Lakes to record and perform their music.

Job Generation:

Estimated employment for the renovation project presents short-term workforce development potential.

The recording studio stands to offer more long-term employment for audio engineers in the region. Technicians could be expected to engineer recording sessions for local bands and local media.

Feasibility:

The project is feasible. The capacity to implement project readiness, site control is a non-issue; we own the property. And regulatory challenges should be minimal; the site is currently zoned for mixed residential and business use.

Budget Specifics:

RENOVATION:

LABOR:

Projected: General Construction (framing, installation of new windows/doors, demo, exterior siding, insulation, drywall, painting & haul fees): \$10,800

- Plumbing (trench new sewer line, kitchen, bathroom, and laundry room, and relocate gas line): \$9,000

- Electrical (replace old panel, rewire entire house, add new lighting/outlets, and cost of LED recessed fixtures): \$6,100

- HVAC (upgrade entire system to meet international building code, run new lines, and relocate new unit in attic): \$7,990

- Exterior Masonry (exterior brickwork to match rest of house): \$20,000

Total: \$53,890

DESIGN AND PERMITTING:

Projected: Initial architect consultation, interior design resources meeting, residential permit review, building permit, demolition permit, electrical permit, plumbing permit, mechanical permit

Total: \$1,224

APPLIANCES:

Projected:

Kitchen: range top, refrigerator, dishwasher, range hood,

Bathroom: toilet, tub, tankless water heater, nest thermostat system

Total: \$6,695

FIXTURES:

Kitchen: Aluminum 48" x 36" awning window, cast iron apron front sink, faucet

Bedroom: Windows, glass door, solid core interior door, ceiling fan

Bathroom: window, sinks, sink faucets, shower faucet kit & valve, tub faucet set

Total: \$6,040

CABINETS AND COUNTERTOPS:

Projected: Lower cabinets & countertops, plus sink installation

Total: \$8,579

FLOORING:

Projected: Reclaimed red & white oak for living room, kitchen, entry, and bedroom

Total: \$3,258

FINISHES:

Projected: Tile tub/shower enclosure, paint

Total: \$1,188

DECOR: New bed, curtains, rugs, mirrors, shelving, end tables, kitchen table, etc:

TOTAL: \$1,625

STUDIO EQUIPMENT:

8-Channel Headphone Amp: \$175

2 – 200-Watt Stage Monitor: \$500

Power Amp: \$425

DI boxes: \$360

Microphones: \$500

Cords (various XLR to speaker): \$500

Total – \$2460

Tax – \$196.80

Grand Total – \$2656.80

Cost with construction expenses – \$5656.80

Total Budget (Projected):

\$69,155.80

Project	Cost Estimate	Private Funds Available	Requested from DRI	Financed
Renovation + Studio Construction	\$88,155.80	\$10,000	\$44,000	\$34,155.80

Public Support:

The local music scene is growing in the area, which is one indication of public support. The attempts to broaden the region's cultural offerings through a film festival and potential music festival show a cadre of Artists prepared to engage in public arts.

SUMMARY:

We would like to create a one-of-a-kind experience that tells the story of our unique perspective and passion for our area. We would offer guests something that guidebooks or internet searches could not. Our intimate connection to the local music scene allows us to share our passion and local knowledge with the world, creating opportunities for guests to gain new knowledge and a different viewpoint. We are excited to go out of our way to create meaningful,

memorable moments.

Our success in hospitality has us well-positioned to help enhance the regional tourism industry by contributing personalized experiences catered to artists. Our project aligns with regional economic development goals identified through the strategic planning process to promote innovative cultural offerings and tourism marketing for Watkins Glen.

450 South Franklin Hotel

Watkins Glen DRI Submission

Project Title: Revitalize Seneca Clipper Inn to Brand New 3-story Hotel

436 S. Franklin St.

Watkins Glen, NY 14891

Preliminary Funding Estimate:

\$4M overall cost estimate

Submission Request from DRI Estimate: \$500,000

Summary Description:

This project hopes to give Watkins Glen a deserving urban facelift. This project would replace the current Seneca Clipper Inn with unique accommodation for Finger Lakes tourists. The hotel would be approximately 51 units, with guest amenities such as conference center, pool, and fitness center.

This project is intended to help with the growing lodging shortage during our peak months, and provide event space for off season in order to not only attract, but keep tourist in Watkins Glen. The central location of this project is ideal for attractions and services such as Watkins Glen State Park, Seneca Lake Wine Trail, Watkins Glen International, in addition to several small businesses and local year-round attractions.

Identification of the Responsible Parties and Project Partners:

Kishan Hospitality, LLC.

Bharat Patel

Neela Patel

Site Ownership/Legal Jurisdiction:

Kishan Hospitality, LLC.

Bharat Patel

Neela Patel

Anticipated Revitalization Benefits:

7 permanent full time positions

3 permanent part time positions

This project anticipates attracting more tourists to stay in Watkins Glen. With the growing number of attractions and increase in not only local, but international tourists, we hope to accommodate all travelers.

Watkins Glen DRI Submission

As indicated in provided 3D elevation, this project is designed to keep Watkins Glen and its unique character in mind. Rustic, natural themes will be incorporated throughout the exterior and interior of the hotel to reflect the local landscape.

In addition, with the creation of 35 more units (SCI currently has 16 units), this project is guaranteed to increase tax revenue with current Schuyler County Lodging Tax. This project also benefits small businesses due to its proximity to downtown Watkins Glen.

Timeframe for Implementation and Project Readiness:

October 2018 – June 2019



450 South Franklin Hotel

PROJECT:
PROPOSED HOTEL DEVELOPMENT
450 SOUTH FRANKLIN ST.
WATKINS GLEN, NEW YORK

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THE PRIOR WRITTEN PERMISSION FROM THE
ARCHITECT.

DATE:
10-09-2017

DRAWING No.:
A-801 - VIEW FROM S. FRANKLIN AND SOUT
ST

PROJECT NUMBER: 17-027

Jonathan E. Bennett ARCHITECTURE

716.438.7940
www.jebn-ae.com



450 South Franklin Hotel

PROJECT:
PROPOSED HOTEL DEVELOPMENT
450 SOUTH FRANKLIN ST.
WATKINS GLEN, NEW YORK

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ARCHITECT.

DATE:
10-09-2017

DRAWING No.:
A-802 - VIEW AT LOBBY

PROJECT NUMBER: 17-027

Jonathan E. Bennett ARCHITECTURE

716.438.7940
www.dcs-ae.com

Tourist Map

From: Richard Cretser <cretsercretser@yahoo.com>
Sent: Monday, December 4, 2017 2:45 PM
To: Kristin VanHorn
Subject: Tourist Map DRI Proposal

Hello Kristin,

At the last meeting in the Village offices I spoke up for an idea I've been working on for a couple of weeks now, talking to business owners and local residents, and I've gotten a lot of positive support. I was asked at the meeting to submit this in writing to you. I've tried to keep it as brief as possible, but forgive me for going way over the "one page" rule, as its a little complicated to explain an art project with commercial overtones.

Please read this over, and let me know if this qualifies for further work. I have no experience with writing grant proposals, and am not interested in starting this for my own benefit, but there are individuals in the community that have expressed getting involved if my initial inquiry gets positive response.

Thank you for your time.

Sincerely,
Richard Cretser
701 N. Decatur St., Watkins Glen

PROPOSAL FOR A TOURIST MAP FOR DOWNTOWN WATKINS GLEN, NY

An internet search for a simple, easy to understand visual guide map to the village of Watkins Glen, NY resulted in an early illustrated view of Watkins, NY ca.1873.
<https://vintagecitymaps.com/wp-content/uploads/2016/11/Watkins-Glen-NY-1873-SF-Bailey.jpg>



WATKINS, N.Y.
 1873

OLD MOUNTAIN HOUSE
 This is the only hotel in the town of Watkins, N.Y. It is situated on a hill overlooking the town. It has 100 rooms and is the largest hotel in the town. It was built in 1850 and is now owned by the same family.

WATKINS GLEN
 This is a beautiful lake in the town of Watkins, N.Y. It is situated in a valley and is surrounded by hills. It is a popular resort for the summer months. It has a boat house and a fishing pier. It is also a good place for picnicking.

LEGEND
 A. Church
 B. School
 C. Store
 D. Hotel
 E. Mill
 F. Factory
 G. Bridge
 H. Road
 I. River
 J. Lake
 K. Hill
 L. Valley
 M. Forest
 N. Field
 O. Pasture
 P. Water

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(Available for \$39.95 to 79.95 depending on size)

It's time to do an updated version.

There are many examples of "caricatures" of popular towns and cities where iconic buildings, areas of historical interest, sporting venues, parks and natural attractions are prominently displayed in an easy to understand "map/poster" document. I've included some examples with some commentary on what could be done for Watkins Glen.

The range of detail could be as simple or complex as seen in these 2 Martha's Vineyard images;

https://i.pinimg.com/originals/4b/83/f7/4b83f7d1af4d7b6f9b36_c632a8ab41ee.jpg

<https://cdn.unifiedcommerce.com/content/product/large/524PZ.jpg>

Also attached are tourist maps of Manhattan;

<http://www.nymap.net/content/maps-of-new-york-city/history-map-of-lower-manhattan-NYC.jpg>

San Francisco;

https://cdn.vox-cdn.com/uploads/chorus_asset/file/4816971/1995846696_55e9b41e57_b.0.jpg

Sri Lanka;

<http://srilankacocotours.lk/images/Tourist%20map.jpg>

The Sri Lanka map shows the multi-lingual value of this kind of a map. Pointing and hand gestures can get you where you want to go.

Silicon Valley;

<http://www.extremetech.com/wp-content/uploads/2011/08/silicon-valley-map1.jpg>

This is an example of commercial signage obscuring the original intent of a map, negates the artistic value and salability of the product, and would be obsolete in a short period of time.

There is a lot of enthusiasm for a map like this in the community, especially the restaurant and retail businesses downtown, as thousands of the State Park visitors often leave not knowing anything of the downtown business district.

The following names (and there may be others) have come up as individuals with the talent, local knowledge and interest required to make this a successful venture;

Maria McMahon: Gallery coordinator for Franklin Street Gallery.
Instructor at Ithaca College for a course called "Map It"

Local artists familiar with Watkins Glen and have produced works depicting iconic buildings and features of the area;

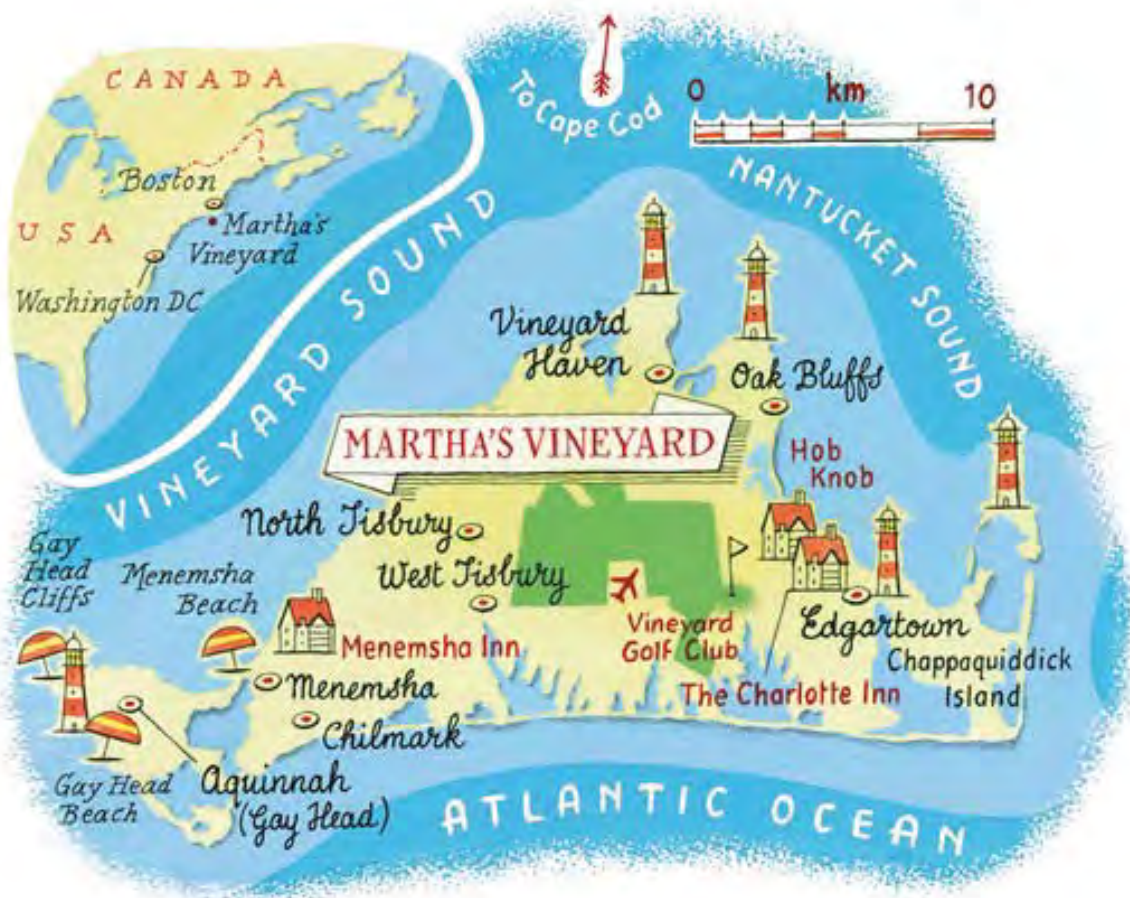
Linda McIntyre

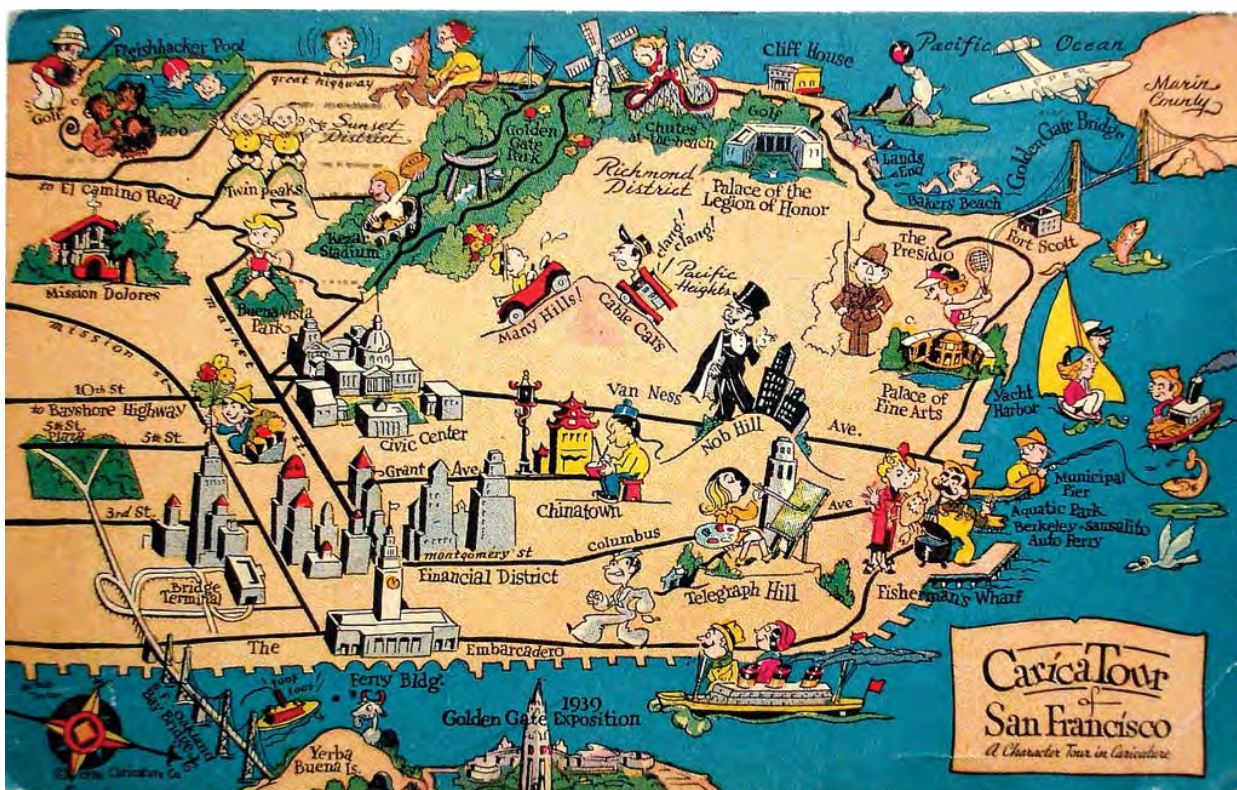
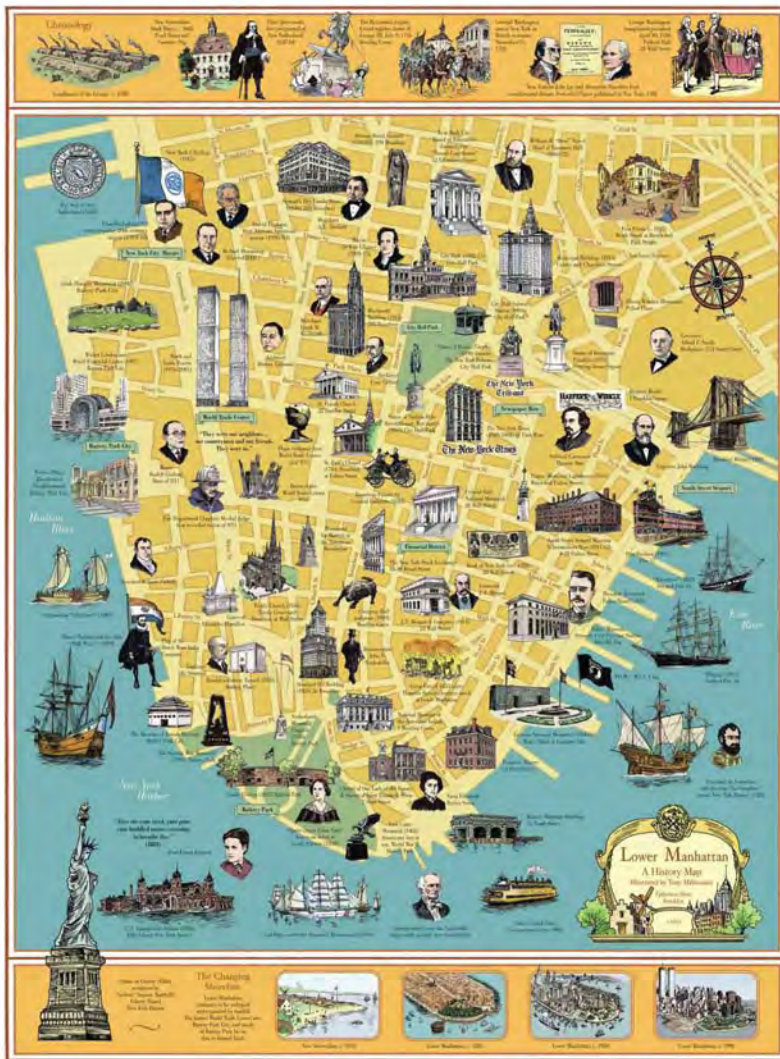
Donald Maas

Coleen Maas

Cynthia Cratsley

With a low capital and reasonable labor cost this is a product that can be developed locally. The map can be produced in sizes and quality ranging from placemats to images suitable for framing and sold as such, resulting in many returns on the investment. It is a good example of kick-start funding helping local talent produce a product that benefits the local community. If artistically rendered and properly depicted, this map will have timeless and historical value. And it can be a salable item for years to come (ref 1873 map of Watkins , NY).





Tourist Map



Schuyler Hospital Walk-In Clinic

Village of Watkins Glen

Downtown Revitalization Initiative

1. Project Title:

Establish a Schuyler Hospital Walk-in Clinic in Watkins Glen.

2. Preliminary Funding Estimate:

The total cost of this project is estimated to be \$300,000-400,000 and funding requested will be \$100,000.

3. Summary Description:

Schuyler Hospital will establish a Walk-in Clinic in downtown Watkins Glen to provide accessible and cost effective medical care at a convenient location. Hours will vary according to seasonal volumes, and services will include diagnosis and treatment of minor medical conditions.

There are no properly designed, handicap accessible, conveniently located facilities currently existing in downtown Watkins Glen. Therefore, this project will include purchase and renovation of an existing building, based on location.

4. Identification of the Responsible Parties and Project Partners:

The responsible parties include Schuyler Hospital, The Cayuga Health System, and Schumacher Clinical partners. Both Schuyler Hospital and The Cayuga Health System have existing walk-in services, and Schumacher Clinical Partners has a national chain of walk-in clinics that they either co-manage or own.

5. Site Ownership/Legal Jurisdiction:

The site will be owned/rented and overseen by Schuyler Hospital.

6. Anticipated Revitalization Benefits:

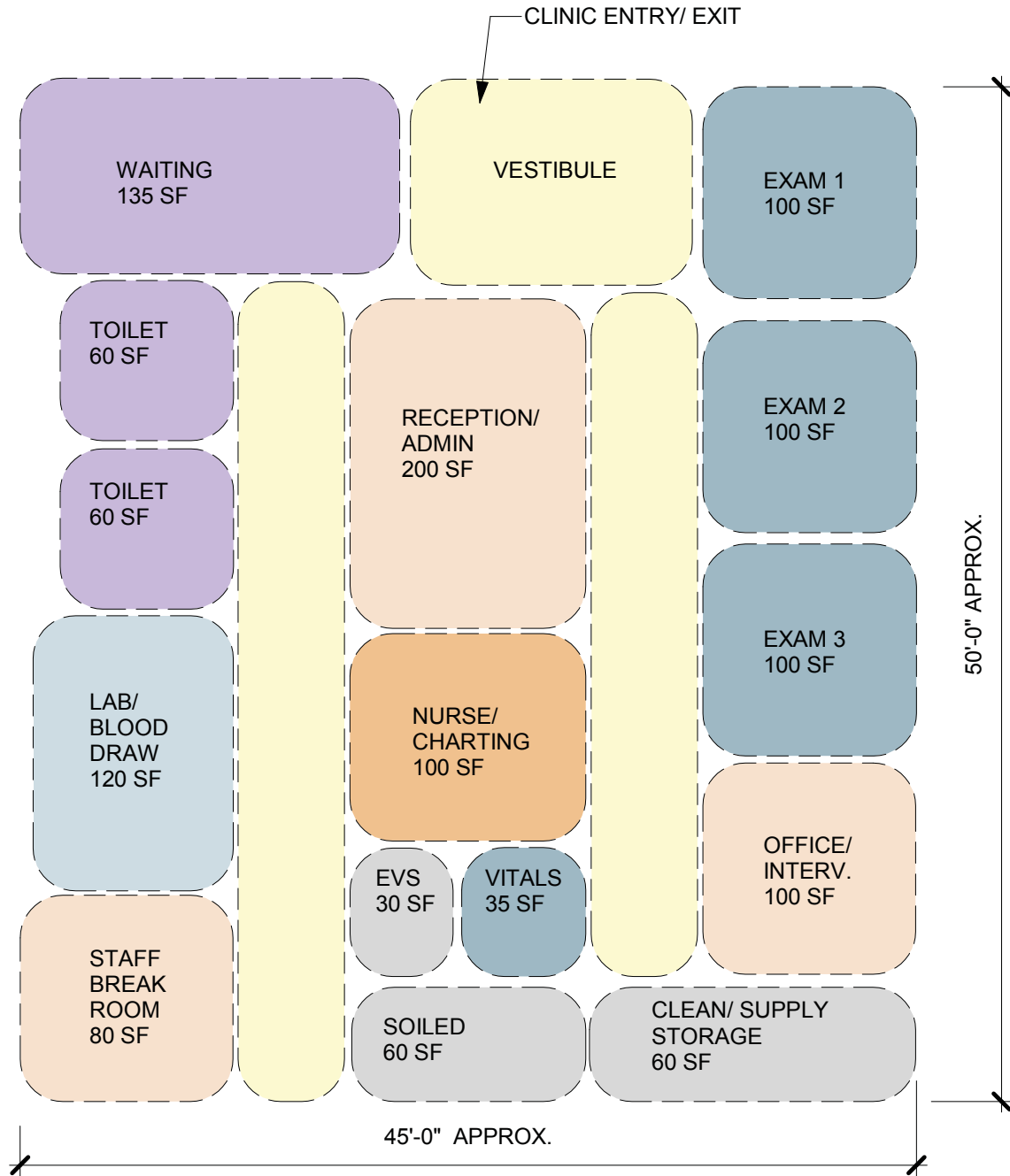
This project supports existing businesses as well as new businesses attracted to Watkins Glen through the DRI Project.

Convenient medical services for tourists will strengthen the visitor satisfaction with local medical services by offering quick, accessible and low cost care as needed. Residents will also appreciate the convenience of a walk-in clinic in downtown Watkins Glen.

We expect 3-4 Full-time positions to be fixed at this location.

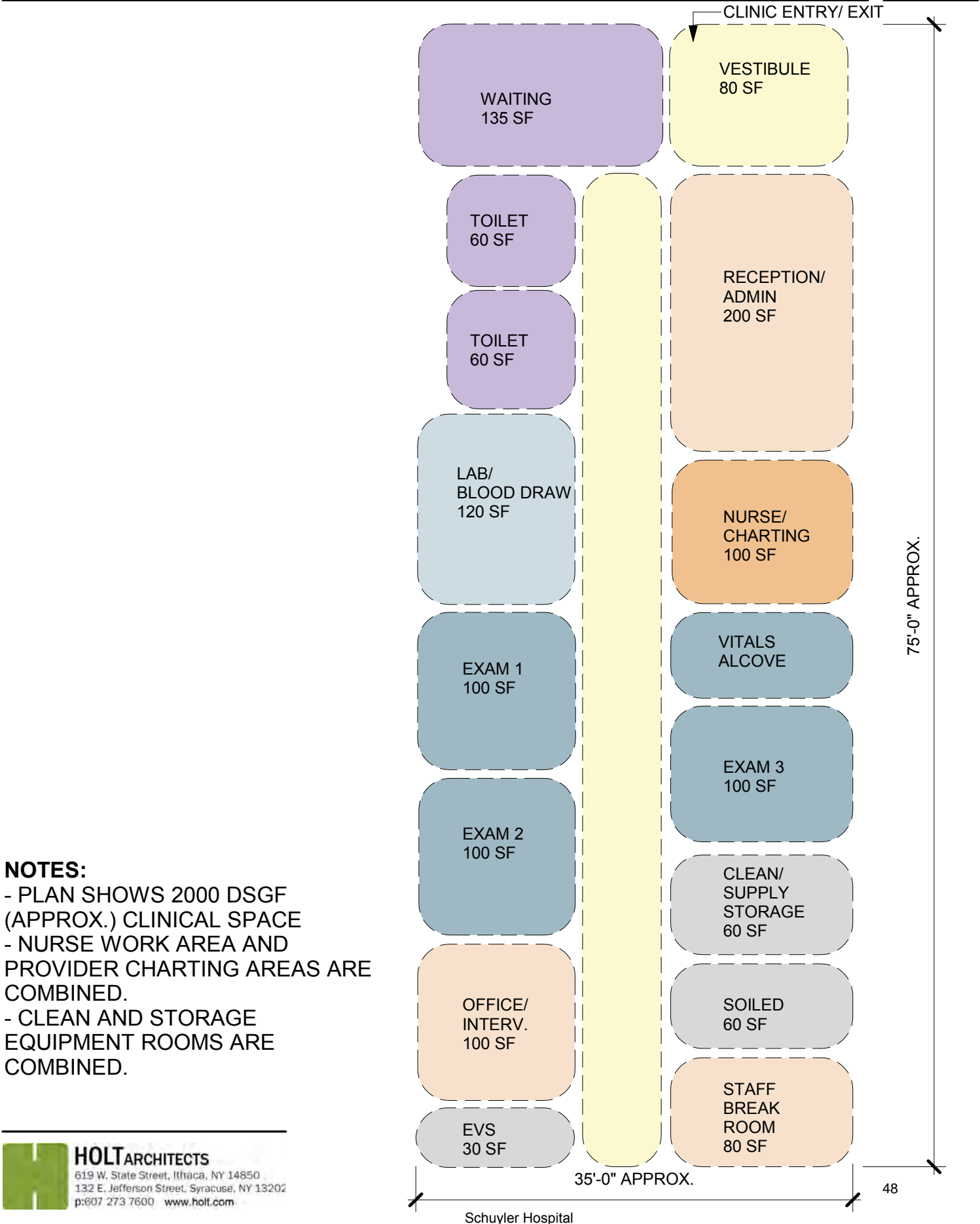
7. Timeframe for Implementation and Project readiness:

We estimate 3-6 months to locate and purchase/rent a property as well as another 3-6 months to complete any necessary renovations.



NOTES:

- PLAN SHOWS 2000 DSGF (APPROX.) CLINICAL SPACE
- NURSE WORK AREA AND PROVIDER CHARTING AREAS ARE COMBINED.
- CLEAN AND STORAGE EQUIPMENT ROOMS ARE COMBINED.



Space Program (Concept Design) - Small Neighborhood Clinic/ Urgent Care Clinic

Schuyler Hospital, 220 Steuben Street, Montour Falls, NY 14865

Note 1: This program is based on the requirements of the 2014 FGI Guidelines, Section 3.2 (Outpatient) Primary Care Facilities**Note 2:** Per 3.2-1.1.2 This clinic will be considered a "small neighborhood clinic", defined as a primary care center with three or fewer exam rooms. "Small neighborhood clinics are permitted to meet only the basic minimum requirements because of their limited size and resources, which may preclude satisfaction of further physical environmental requirements." See description of Required/Recommendation/ Best Practice in Note 3 below.**Note 3:** Glossary**Required:** these are the minimum requirements for the Small Neighborhood Clinic. These must be provided. (Chapter 3.2)**Recommended:** these are additional recommendations for Small Neighborhood Clinics, but they are not required to be provided (per 3.2-1.1.2.2) All also fall under Best Practice and should be considered strong recommendations.**Best Practices:** These are additional industry standards that create a functional clinic. Not required but may contribute to a better work flow/ patient experience.

Type of Space	Concept Space Program			Space Requirements	Required/ Recommended/ Best Practice?	Code Citations		
	Qty	Design SF	Subtotal INSF			NYCRR Part 715	FGI 2014	Min. SF

SMALL NEIGHBORHOOD CLINIC**Public Entrance/ Lobby 80**

Vehicular Drop-Off & Pedestrian Entrance	1	0	0	Reachable from grade level	Required		3.1-6.2.1, 3.2-6.2.1	
Vestibule	1	80	80	Provided for weather control	Best Practice		na	
Wheelchair Alcove	1	0	0	Size for 1 wheelchairs (unfolded). Currently included in the Vestibule. Can also be located within the Waiting Room	Required		3.1-6.2.6; 3.2-6.2.3.4; 3.1-3.6.11.3	

Reception/ Administrative Areas 395 3.2-6, 3.1-6

Reception / Check-in/ Check-out	1	200	200	Access to patient files & records for scheduling. Shall function as a control counter, waiting room control, information desk and reception.	Required		3.1-6.2.2; 3.2-6.2.2	
Administrative Work Area/ Med Records (Provided w/in the Reception area)	1	0	0	Provisions to support administrative activities, finishing and clinical work. Medical Records: E-Record, Restricted (staff only) area, space for medical records storage	Required		3.2-6.3.1.1; 3.1-6.3.5; 3.2-6.3.5	
Waiting Room	9	15	135	Min. 2 per code, design for 3 seats per exam room	Required		3.1-6.1.3; 3.2-6.2.3.1	2 seats/ex
Local Telephone Access	1	0	0		Required		3.1-6.2.4	
Drinking Water Access	1	0	0	Portable water cooler	Required		3.1-6.2.5	
Public Toilet (Shared w/ Patient Toilet)	1	60	60	Access without passing through patient care or staff areas. Code allows this to be shared w/ Patient Toilet.	Required		3.1-6.2.4	
Office / Interview Space (Private Admin)	1	100	100	Area for business transactions, records and other administrative functions. Separate from the public and patient areas.	Required		3.1-6.3.2; 3.2-6.3.3.2	
Office Equipment & Supply Storage	1	25	25	General storage, as req'd by functional program	Required		3.1-6.3.6; 3.2-6.3.6	

Diagnostic and Treatment Areas 395

Exam Room	3	100	300	Min. 80sf clear, min. 2'-8" each side & foot of table. Visual privacy from corridor. Exam table, stool, hand wash station, storage, work surface/PC, task chair, 2 guest chairs.	Required		3.2-3.2.2; 3.1-3.2.2	80
Patient Toilet Room (Shared with Public Toilet/ Specimen Collection Toilet)	1	60	60	Toilet & Handwash, accessible from exam rooms without re-entering the waiting room or leaving the clinic. In a facility that contains no more than 3 exam rooms, the patient toilet room shall be permitted to be shared with the waiting areas. Located adjacent to Lab work Area if possible w/ pass-through	Required		3.2-3.2.6.7	
Vitals Alcove	1	35	35		Best Practice		na	

Patient Support Services: Laboratory 180 Confirm if this is a Stat Lab vs. Laboratory Services. Different tests will have different space requirements

Specimen Collection Toilet Room (Shared w/ the Patient Toilet Room)	1	60	60	This will be done in the Patient Toilet. Pass-thru window into Lab Work Area.	Required		3.2-4.1.2.1	
Blood Collection Facility (Alcove)	1	50	50	Chair, work counter, handwashing station	Required		3.2-4.1.2.2	
Lab Work area	1	50	50	Handwash station, Work counter, chair, storage and refrigeration of samples	Recommended		3.2-4.1.2.2	
Sample Storage for courier pick-up	1	20	20	Storage/Refrigeration for blood, urine and other specimens. Blood storage refrigerators should be monitored and alarmed.	Required		3.2-4.1.3	

Staff Support Spaces 340

Nurse Station	1	50	50	Counters, communication system, storage, handwash, charting, Work stations (Nurses, Providers), prescription printer, Multifunction copier/printer (table top).	Required		3.1-3.6; 3.2-6.1	
Nourishment Area (Provided in the Nurse Station area)	1	0	0	Undercounter refrigerator for juice, storage for crackers. Must be located near a handwashing station.	Best Practice		3.1-3.6.7	
Ice-machine (Provided in the Nurse Station area)	1	0	0	Not required, but can also be provided in the Clean Work Room.	Recommended		3.1-3.6.8	
Emergency Equipment Storage (Provided in the Nurse Station area)	1	0	0	Provided as required to accommodate the emergency equipment provided in the facility. Needs to be readily accessible and under staff control. This will be located within the Nurse Area	Required		3.1-3.6.11.4	
Charting/ Providers Alcove (Shared by 2 Providers)	1	80	80	2 workstation- used by Providers for follow up/charting/ scheduling.	Best Practice		na	
Clean Work Room	1	60	60	Separate room or isolated area. Work counter, handwash and clean supply storage.	Required		3.2-3.2.6.9	
Medication Safety Zone (Provided w/in Clean Work Room)	1	0	0	Work counter, Handwash Station, Lockable Refrigerator, Locked drug storage, Sharps container	Required		3.2-3.2.6.6, 3.1-3.6.6	
Soiled Holding Room	1	60	60	Provisions shall be made for separate collection, storage and disposal of soiled materials.	Required		3.2-3.2.6.10, 3.1-3.6.10;	
Equipment and Supply Storage	1	60	60	Storage for sterile equipment supplies shall be provided	Required		3.2-3.2.6.11	
Environmental Services	1	30	30	Service sink/floor mounted mop sink, supply and household equipment, handwash station or hand sanitizer dispenser.	Required		3.2-5.2, 3.1-5.5.1	

Type of Space	Concept Space Program			Space Requirements	Required/ Recommended/ Best Practice?	Code Citations		
	Qty	Design SF	Subtotal NSF			NYCRR Part 715	FGI 2014	Min. SF
Support Areas for Staff			80					
Staff Lounge/ Lockers	1	80	80	Counter, Microwave, Coffee machine, Refrigerator	Recommended		Not req; 3.2-6.4.2	
Staff Toilet (unisex)	0	55	0	Not required, but (2) toilets provided within facility	Best Practice		Not req	
Building Support <i>(area included in the DGSF to BGSF multiplier)</i>			0	See 3.2-8.1.2 For Building System Requirements for Small Neighborhood Clinics.				
Electrical Closet	0	120	0	Assuming this will be provided in the existing building				
IT Closet	0	25	0	This may be provided as a small server rack within the supply closet.				
Mechanical Room	0	120	0	Assuming this will be provided in the existing building				
TOTAL NET SQUARE FOOTAGE (NSF)			1,470					
NSF to Department Gross SF (DGSF) multiplier			1.35					
TOTAL DEPARTMENTAL GROSS SQUARE FOOTAGE (DGSF)			2,000	rounded up to the nearest 100				

NOTES:
DGSF = Departmental Gross Square Footage. These numbers include all programmatic square footage associated with the department, including all circulation within the department, structure and partitions. In the existing SF, it includes some circulation to the department. The projected DGSF for each department is based on a preliminary space program, and will be further refined in later design phases. This number is determined by multiplying the NSF by a factor of 35% (industry standard for a Small Neighborhood Clinic).

107 11th Street

Project 107 11th street
New Image / Mixed Use



Watkins Glen Downtown Revitalization Initiative

Project 107 11th st ;New Image Revitalization / Mixed Uses

Preliminary Funding;

New Image Hair Net Work, Inc./ S Lorraine Menio owner of 107 11th st. ,Watkins Glen N.Y. 14891. 30 Years of ownership this property is a mixed use property. The establishment of business 1987 has maintained hiring potential Licensed Stylist as employee's for 30 years. We are in need of more space and employee's as we have seen the influence of Weddings increase 80% in the past 10 years.

This Home was built in 1860 and has been the focus of pedestrians taking pictures coming and going to "The Watkins Glen State Park". a few businesses have been part the historical part of this Property. Former Horse Stable of the Freudenhien Family, a Trucking Business of the Barber Family and a Retail Business of Ms Gretal Santley.

The current space we utilize for Salon is 1800 sq ft.. The mixed use of this property is the upstairs is an additional 1000 sq ft, as a year round rental. We have plans to expand the space also due the need for Family size Living Space.

Both establishments have generated income in this community for the past 30 years

I chose this location because of the "Location"! Watkins Glen was growing faster then the surrounding ares in Schuyler County and we were able to purchase a Parking Lot with the property, which has been a extremely vital commodity.

The Funding is currently staring within the Businesses Capitol improvements Funds. Funding the exterior renovations will take a Bank loan as well as the support of the DRI Project Funding.

Summary Description

Project 107 11th st; New Image Revitalization

The renovation of the existing business is currently in motion. Replacing of the floors, Ceiling tiles, All New Lighting, New Work Stations, Mirrors and Painting this project is projected @ \$10,000.00.

The Additional renovation is both facade Improvements and New. It will a Mixed Use project, The existing established Salon and a Family dwelling above the salon. Both Projects are estimated with an approximate cost of \$248,660.00.

The salon will increase the square space by 500 sq ft. The living space on the upper level will increase by 700 sq ft.

Removal of Front Porch

Rebuilding the front porch to conform with the era of this 1860's home as we have a year round view of the Watkins Glen State Park we will follow the Stone facade of the Park entrance.

A safer and more appealing entrance for clients, new railings, new composition of the floor, stone pillars and a new energy efficient entrance door.

Removal of the back room , formerly a enclosed porch with no insulation value. This space is 192 sq ft and will with an addition increase space to 500 sq ft.

This New expansion will allow a well needed work space for the 70 Plus Wedding Parties we now service each year. We have grown out of current space for these services along with our existing service.

Wedding Suite

Will host approximately 600 guest for Hair Styles, Makeup and Maicure / Pedicures.

Appropriate Lighting

Temperature controlled environment

Adequate work space

Larger Bathroom , allow for changing of clothes for services

New Entrance / Exit Door

Energy efficient

Handy cap Ramp with New Deck

New Construction of a Deck for the many Wedding Parties we see will have a spiral Ramp starting @ driveway to deck, into back entrance door of salon (Wedding Suite).

Summary Continued

Attached is a quote from Northeast Pipeline @ \$128,660.00

This includes;

Roofing @ 28,000.00

Siding @ \$ 31,000.00

Windows @ \$7250.00

Insulation @ \$ 6825.00

Front Porch @ \$11,350.00

Electrical System @ \$4375.00

Backroom / Wedding Suite @ \$ 39,860.00

This quote does not include;

Rebuild of the Blacktop Driveway @ \$40,000.00

Safety of our future Guest

**Stone Patio / Deck off the Wedding Suite with Inclusive spiral Ramp @
\$20,000.00**

**Expansion of Living Space upstairs from 1000 sq ft to 1700 sq ft. @
\$60,000.00**

**This will provide a small Family adequate living space vs a single
person.**

Identification of Responsible Parties

New Image Hair Net Work, Inc.

Northeast Pipeline

Mike Elliott

Anticipated Revitalization Benefits

Continue 12 Month Employment

Hire New Additional Staff

**Design of Property will have a positive influence from the community,
visitors and Businesses**

Sustainability and Environmental Benefits

30 Years plus of a successful Business

Educationally Strong

On the following List of Preferred Vendor List;

Watkins Glen Harbor Hotel

Glenora Winery

Logan Ridge Estates

Scalehouse Brewing

J. R. Dill Winery

Hector Wine Company

**Nationally / Internationally recognized for Hair ad Makeup,
Weddings**

Increased Tax Renewal

Local Sales Tax

N.Y State Sales Tax

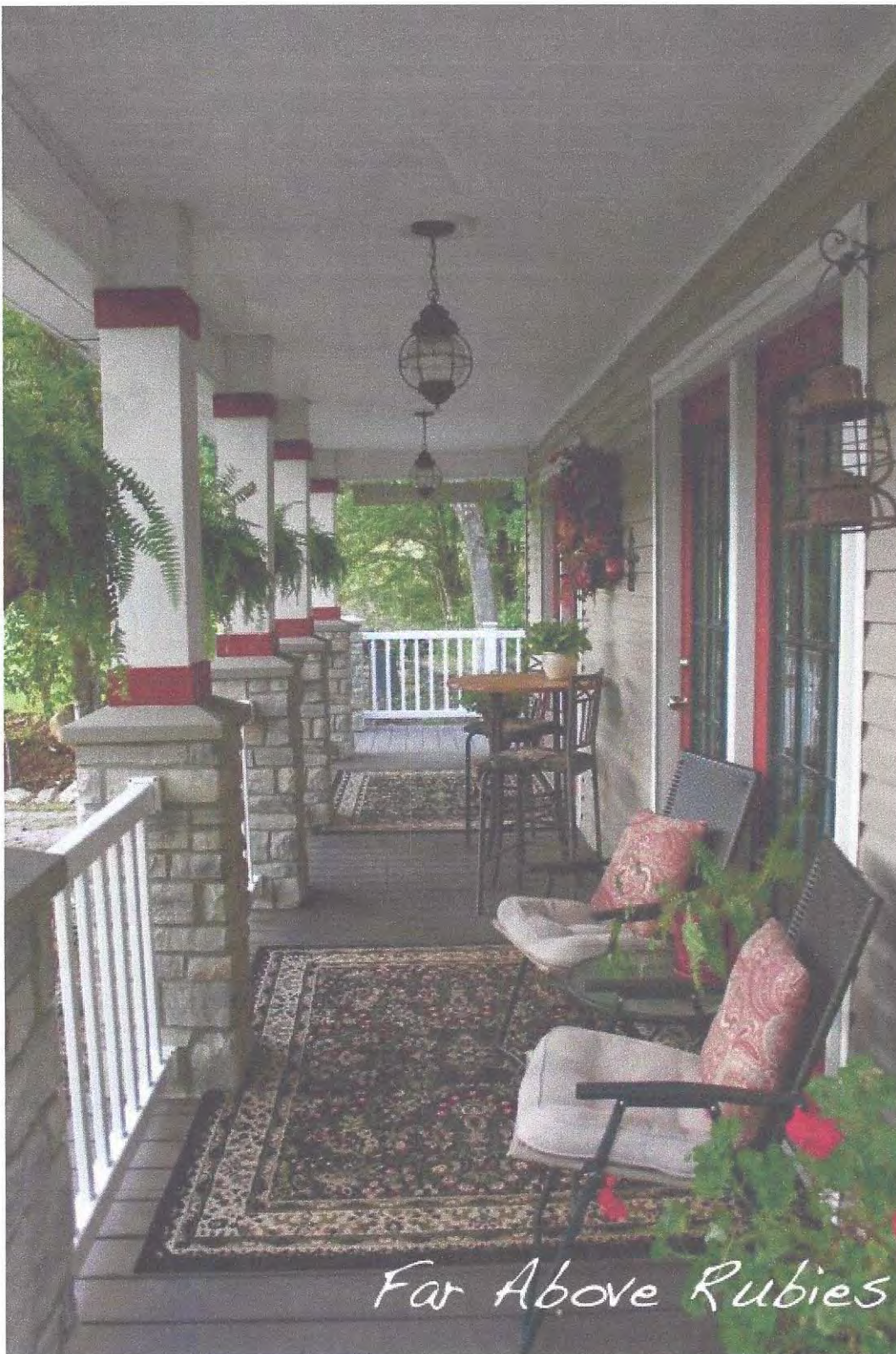
Time Frame for Implementation and Project Readiness

Spring of 2018



Project 107 11th St.
New Image

Idea BACK
PATIO / DECK
With
Handy Cap Ramp



Project 107 11th St.
New Image
Idea Front Porch



Project 107 11th St
New Image

Idea Front porch

12/4/2017

New Image Salon
107 11th S.
Watkins Glen, NY 14891

Attn: Lorraine Menio

Renovation Project

Item	Description	Amount
Roofing	Install new on all roofs	28,000.00
Siding	Installation including soffits and facias	31,000.00
Windows	Installation of new, energy efficient	7,250.00
Insulation	Exterior walls	6,825.00
Front porch	Remove and rebuild	11,350.00
Electrical System	Upgrade throughout	4,375.00
Backroom	Approx. 24' x 8' removal with construction new addition approx. 32' x 14'	39,860.00
	Black top rebuild	40,000.-
	Stone patio / Handicap ramp	20,000
	Expansion living space up stairs approx 600 sq ft.	60,000.-
		<u>120,000</u>
Total		T \$128,660.00
John P. Callanan, Jr		248,660.-

Sweet Expansions - Revised



221-3 Sweet Expansions

EXPANDING, REMODELING & IMPROVING

Project Name: 221-3 Sweet Expansions

Project Description:

1. To expand, transform & rejuvenate current well-established 35-year family owned business at 221 S Franklin St & renovate, remodel & expand single family year-round rental upstairs apartment
2. To renovate & redesign current apartment house at 223 S Franklin St into a community oriented entity for shared business opportunities & single-family year-round rental dwelling upstairs

Project Details:

1. 221 S Franklin St – The Great Escape

- Project will allow for an expansion to the current production area which will allow for the addition of 2 new full-time employees (22% increase), along with 100% increase in product production for the retail/wholesale business
- We will replace outdated equipment and electrical lighting/wiring to become green & energy efficient to help with production efficiency
- To remodel & revitalize outside façade of building & surrounding property
 - Excavate back bank & reinforce with concrete wall
 - Put in additional parking spaces and Drive By between 221 & 223
 - Fix current bank drainage from CT RT 327 above road running to back of parking lot
 - Repair & replace wooden siding with vinyl siding, revitalize the outdoor seating area for customers with a new metal fence & flower planter, new tables handicap ramp accessibility
- Install a walk up Doggie service window to accommodate pet friendly atmosphere
- Attach new walk-in cooler & freezer units for personal business use & shared commissary kitchen space

2. 221 S Franklin St- Upstairs Single-family Apartment

- Completely reconstruct & remodel the year-round single bedroom existing apartment into a 2-bedroom year-round single family live-in dwelling
- Completely rewire the upstairs for new separate electric service which would be accessible to the tenants, which is not currently

- Addition of privacy deck on rear of building above the new production area expansion downstairs

3. 223 S Franklin St -Rental House Renovation & Business Opportunity

➤ Option #1

- To transform the current single-family year-round dwelling into a single bedroom apartment upstairs with new separate entrance access from the rear of building, new kitchenette & bathroom
- Downstairs living room & dining room would be transformed into an available rentable space for a New retail store front business
- Transform & upgrade the current kitchen & mudroom into a rentable Commissary kitchen with use of the newly installed walk-in cooler & freezer attached to 221 property which is a heavily needed space within the community for small food truck businesses, local troop organizations, etc.

➤ Option #2

- Transform the upstairs apartment (as stated above)
- Downstairs shared commissary kitchen (as stated above)
- Create a Community Old School Arcade & Event Center for the Community (would include pinball machines, electronic arcade games, some newer Play Station/Nintendo type, etc.)
 - Would allow for an adolescent/teen hangout for after school, birthday parties, Boy Scout/Girl Scout meeting place etc.
 - This would also allow for 1-2 additional full-time employees

Pros for Sweet Expansions:

- Would allow for 3 to 4 full time permanent employees between 221-223 properties
- Would allow for 2 newly remodeled green energy efficient single-family year-round rental dwellings
- Would promote & grow current local business at 221, current business already supports buying local business products, and would be able to expand into the agritourism market supporting other local ag & market businesses to make products in house (brewery's, wineries, cheese and honey etc.) that would allow for keeping local dollars within our community and supporting each other

- Allow for a New store front business or community arcade & event center at the 223 property, creating community involvement and atmosphere for families to gather for periods of time
- Attract new customers, visitors, & residents to our community for year-round entertainment, living, and quality of life
- Work with other businesses that believe in improving the community's overall appearance, attitudes and work together to better us all within our community by beautifying our current properties to become more presentable to travelers, tourist, local community and transients who may want to become part of our community (i.e. New Image, Seneca Sunrise Coffee, Watkins Motel)
- Would allow for business partnerships to have a Shared employment opportunity for those who can only get part-time currently, as in I only have available 20 hours a week for summer employment, but would be able to share this said employee with per say, Seneca Sunrise Coffee who needs an employee for 25 hours a week, providing a full time (in a sense) position for said individual.
- Would promote safer and smoother traffic flow for current 221 business parking lot and customer outdoor seating area
- Increase Tax Revenues for the local economy due to added store front & or Community arcade

Cons for Sweet Expansions:

- All funding resources are not known at this time, options for financial institutions are still currently being investigated
- Current sketch for renovation of 223 is not available at this time

***See attached sketches for expansion of 221 & addition of drive by along with equipment upgrades

Potential Partners/Business Partners:

B & L Professional Contract Services, Perry Construction, SCOPED, REDEC, Morsemen Carpentry, personal Capital investment, & Local financial institutions for assisted funding

Estimated Costs:

221 Reconstruction \$174,000

221 Upstairs Apartment \$136,000

223 Upstairs Apartment \$70,000

223 Commissary Kitchen Improvement \$45,000

Parking lot & Bank Reconstruction \$50,000

Equipment purchases & upgrades \$57,255

Owner Capital Investment \$125,000

Total Estimate Project Costs \$532,255

-\$125,000 Owner Investment

\$407,255 Grant money seeking

Seneca Sunrise - Revised

Watkins Glen
Downtown Revitalization Initiative
Open Call for Potential DRI Projects

Expansion and Remodel of
Seneca Sunrise Coffee



Drafted and submitted by
Melinda Beheydt
Jochen Beheydt

Watkins Glen, NY
November 20, 2017

Revised December 7, 2017

Introduction

Seneca Sunrise Coffee is a small-batch roaster of organic coffees, a coffee shop and a retailer of local products. The production facility, coffee shop and retail space are located in apartment 2 at 806 N. Decatur Street, Watkins Glen, a 4-unit rental property. Seneca Sunrise Coffee is owned and operated by Melinda Beheydt, is registered as a Women-owned Business Enterprise (WBE), and is an active member of the Watkins Glen Area Chamber of Commerce.

Roasting gourmet coffees from high-quality, certified-organic green beans is the core of our business. We sell our coffee as bags of beans (wholesale or retail), as coffee drinks, and to dining and lodging establishments that serve coffee to their guests. We also actively promote Watkins Glen, Schuyler county, Seneca lake, and local businesses, organizations and events in a number of ways:

- we sell locally and regionally produced agricultural products and crafts in our retail space;
- we use almost exclusively locally sourced ingredients for our food menu;
- by word of mouth, we provide our customers with information about local events, tell visitors about local attractions and refer them to the Watkins Glen Visitor Center for more information;
- we promote and refer people to local businesses by word of mouth and through a prominent social media presence (Facebook, Instagram, Twitter, the website and our newsletter);
- we engage in cross-promotions, as exemplified by our Signature blends line, with our local business partners, including Lakewood Winery, Wildflower Cafe/Nickel's Pit BBQ, The Great Escape Ice Cream Parlor, Watkins Glen State Park Gift Shop,...
- we donate to, provide in-kind support for and sponsor local events, organizations and charities, including the Humane Society, Catholic Charities' Shine the Light on Domestic Violence and the Seneca Film Festival.

We are an established business with a solid retail customer base. We focus on offering locally and regionally produced agricultural products and crafts. We consistently use local ingredients in any food we prepare. We have a well-documented history of co-operating with and cross-promoting other local small producers (see our social media and website). We are involved in the local community. We are open year-round.

We feel the Finger Lakes region in general and Seneca lake in particular has a lot to offer to its residents and visitors, and we have made it part of our mission to tell the world about it and to help this region flourish.

Since opening our doors in the summer of 2015, there has been a significant increase in retail and wholesale sales of roasted coffee, and retail sales of coffee drinks and products from local producers. We project that by the end of this calendar year, overall sales will exceed 2016's sales by 50% -- equally distributed over wholesale and retail, and over coffee and non-coffee products. It is our goal to continue a steady growth and to further develop our business by increasing our roasting capacity, expanding our

coffee shop and food menu, and developing the retail aspect into a community store that will serve as a retail outlet for local farms, creameries and other small producers as well as for our coffee products. To achieve this, our current location will require remodeling, expansion and equipment upgrades. While we have always intended for the Seneca Sunrise Coffee to bankroll its own growth, DRI funding would significantly shorten the timeline and allow us to develop the business faster, and with that the community and economic benefits.

The Project

Summary Project Description

The project consists of four components:

- the purchase of the property 806 N. Decatur Street;
- expansion and remodel of the ground floor of said property to accommodate larger production and retail spaces for Seneca Sunrise Coffee, as well as a seating/dining area;
- creating a parking area;
- outfitting of production space, retail space, kitchen and dining area.

Project Details

The Purchase of the Property 806 N. Decatur Street, Currently Owned by Loretta Fulkerson.

Seneca Sunrise Coffee currently rents apartment 2, which has been converted into a production space in accordance with New York State Department of Agriculture and Markets guidelines. To accommodate the growing business, remodeling is required. The current owner of the property is not prepared to invest in said remodeling, and as a tenant Seneca Sunrise Coffee is not vested enough in the property to make the investment. The solution is for Melinda Beheydt dba Seneca Sunrise Coffee to purchase the property.

The property is currently assessed for \$138,000. No definite sales price has been set yet and no recent appraisal was available at the time of this writing, but the owner is willing to finance the sale through a land contract.

Expansion and Remodel of the Ground Floor

To accommodate a bigger production capacity and retail space/coffee shop, some remodeling will be required (see enclosed illustrations, Supplement 2). No formal plans have been drafted at this time and some of the details may still change due to budget, building code and overall feasibility.

1. The front porch (24 by 12.5 feet) will be enclosed to provide seating for the coffee shop.
2. Along the north side of the building, a 35 by 10 foot addition will be constructed to square off the house. This addition will include a new bedroom for apartment 1, built on top of the existing 150 square foot deck; a bean storage room; a roasting space; and an extension to the porch.
3. The existing bedroom of apartment 1 will now become part of apartment 2 as an office/storage space.

4. The current layout of apartment 2 will be modified to accommodate a larger retail space and coffee shop by opening up or removing the walls that define the current office and bean storage room.
5. The kitchen area within apartment 2 will be relocated and upgraded to a full commercial kitchen.

Projected cost: a preliminary rough estimate provided by Barn Livin' LLC quotes the cost of the remodeling project at \$150/sq. foot. After the remodel, the apartment will be about 1,615 square feet, equal to a preliminary remodel cost of roughly \$242,250. A more detailed and accurate estimate will be drafted in the coming weeks. Barn Livin' LLC is a WBE with headquarters in Chemung, NY, and a member of the Watkins Glen Area Chamber of Commerce.

Creating a Parking Area

806 N. Decatur Street comes with a sizeable sideyard accessible through a driveway on 9th Street. The yard could easily be converted into a customer parking area with several slanted parking spaces along the north side. The most efficient design calls for a one-way traffic pattern with entry from 9th street through the driveway and an exit on Decatur Street.

In order to create the parking area, the Village will need to approve the creation of a driveway on the Decatur Street side. Conversations with Code Enforcement Officer Greg Larnard lead us to believe feel that the Village would grant its approval. Given the proximity of St. Mary on the Lake, the county building, Art & Nancy's, and The W – Watkins Glen Performing Arts Center, parking on 9th street and on Decatur Street can be problematic. Creating a dedicated, private parking space for our customers and tenants would help alleviate that situation.

Creating a crush and run driveway and parking area with beefed-up concrete sidewalks that cross the driveways is estimated to cost \$15,000.

Equipment

Coffee roaster

Since July 2015, we have roasted some 12 tons of green beans in our 3-kilo (6.6 pound) coffee roaster. We roast often and are able to keep up with our current retail, wholesale and online orders. However, in order to continue our growth, we have to drive up production. Moving to a 5-kilo roaster allow us to roast more efficiently and would almost double our output, which would in turn allow us to expand our market. The cost of purchasing, shipping and installing a new coffee roaster -- depending on brand, model and capacity – runs around \$35,000.

Community store and kitchen

A community store that offers local produce, meat and cheeses requires commercial display cases, coolers and freezers, as well as display racks and shelving. Serving food requires a kitchen with commercial-grade appliances (range, refrigerator, three-bay sink, etc.) and furniture for the dining area. Without the benefit of a detailed inventory list (much will depend on the final draft of the remodel) we cautiously estimate a cost of \$65,000.

Funding

Preliminary Total Cost of the Project

Note: the amounts listed are rough estimates based on conversations with contractors. Definitive estimates and quotes were not available at the time of this writing, but will be obtained in the coming weeks.

Purchase of property	\$138,000
Remodeling	\$242,250
Parking	\$ 15,000
Equipment/Furniture	\$100,000
Total	\$495,250

Funding Requested

We request funding in the amount of \$150,000 to kickstart the project.

The project described in this document has been part of the long-term vision since the start of Seneca Sunrise Coffee, with the business financing the various steps as time and money allowed. The opportunity that the Downtown Revitalization Initiative provides could significantly shorten the timeline to complete the steps. We plan to proceed with the project regardless of whether the LPC approves our proposal, using any income, credit line and/or other funds Seneca Sunrise Coffee can obtain.

Additional Funding

Aside from funding through the DRI, we have identified the following (potential) sources of funding.

- Income generated through Seneca Sunrise Coffee will be reinvested into the business and may be used to finance the purchase of equipment.
- Private investment by the owners of Seneca Sunrise Coffee, Melinda and Jochen Beheydt.
- The current property owner is willing to finance the sale of 806 N. Decatur through a land contract with Melinda Beheydt dba Seneca Sunrise Coffee. The income from the rental units will in part cover the monthly payments. All units are currently occupied, generating a monthly income of \$2,400.
- Given the focus on local products and farm products, funds in support of expanding the retail store may be available through Cornell Cooperative Extension. CCE has been actively pursuing the establishing of a retail outlet for local farms in downtown Watkins Glen. We will initiate a conversation with CCE to explore this option.

- Other grant opportunities may exist and will be pursued, such as the Local Food Promotion Program administered by the USDA.

Anticipated Revitalization Benefits

Expanding and remodeling the premises of Seneca Sunrise Coffee will benefit the community and local economy. It will bring more visitors to Watkins Glen and the surrounding area, even during the off-season. We are not a seasonal business; we stay open year round.

Economic benefits

The current location of Seneca Sunrise Coffee is in line with the Village's goal to expand the downtown area more toward the State Park and beyond Franklin Street. Along with the Catharine Valley Trail, Clute Park and The W, a well-established and successful business on Decatur Street may serve as an anchor point for more commercial enterprises there.

Expanding and remodeling Seneca Sunrise Coffee will result in increased tax revenue: serving food and expanding the retail aspect will result in more sales tax revenue, and the remodel and expansion of 806 N Decatur will raise its assessed value.

A community store that focuses on farm products and other products from local small producers will give these businesses an additional, year-round outlet for their products, and will give residents and visitors easier access to them as well. Seneca Sunrise Coffee already sells local raw honey from Dancing Bees Honey farm (Alpine), oils and pepitas from Stony Brook Oils (Geneva), cheeses from five different local creameries, soaps from Finger Lakes Soap Co. (Van Etten) and more products that are otherwise only available at a variety of farmers' markets and gift shops. Having these products consistently available in one, low-threshold location with an established retail customer base has given the producers more exposure, more sales and a foothold in the Watkins Glen market (including locals AND visitors), which in turn translates into more income and increased spending power for them. These non-coffee items currently account for approximately one third of the retail sales and there certainly is potential for more growth as we continue to profile ourselves as a store specializing in local products.

Gourmet, small-batch roasted coffee is an attraction in its own right, similar to wine or beer: people seek it out. Already we receive customers from out of town who list us as (one of) the reason(s) for their visit to Watkins Glen: people from nearby places such as Elmira, Corning or Ithaca, but also from farther afield, such as New York City, Pennsylvania and Ohio. As our brand name grows, we will draw in more visitors.

As Seneca Sunrise Coffee continues to grow and our brand recognition increases, so will the visibility of Watkins Glen in new demographics that may have little to no overlap with people who associate Watkins Glen with the State Park, racing, craft beverages or Seneca lake. Increased visibility will bring more visitors.

Employment opportunities

Expanding the coffee shop and retail space and the resulting increase in sales will lead to year-round employment opportunities. Initially, paid full-time positions for the owners,

but in time Seneca Sunrise Coffee will also be able to support full-time and/or part-time positions for additional employees. There already exists a clear *need* for additional staff.

We are considering an employee-sharing agreement with The Great Escape Ice Cream Parlor that would allow an employee to have a part-time job at each business. The benefits of such an arrangement include a year-round full workweek for the employee, work schedules that complement each other, an increased skill set through cross-training, and a closer co-operation between both businesses.

Cooperation with other local businesses and organizations

The food we prepare is made with ingredients sourced from local producers, most of them located in Schuyler county. Our menu lists them by name and highlights their products to make our customers aware of what is locally available. As we expand, we intend to continue using ingredients that will be mostly sourced from local farms and producers, to increase local consumption of and access to locally and regionally produced agricultural products.

We actively promote any business or organization we work with, either by word of mouth, through social media, or by referring our customers to them. Feedback from these businesses indicates that people tend to follow our recommendations. For example, at least a dozen new members signed up for Ever Green Farm's CSA as a direct result of talking to us; the Watkins Glen Harbor Hotel has attributed two bookings for wedding receptions to our referrals; and we have sent more people to Berta's Cafe for breakfast and to Graft for dinner than we care to count (both restaurants serve our coffee as well). As we grow, other local businesses will grow as well.

The shop serves as a pick-up location for members of Ever Green Farm's certified organic vegetable CSA and Wide Awake Bakery's Crustfund. We intend to further develop this aspect of our business by offering the same service to other agricultural producers that offer membership- or subscription-based services. Other farms have already expressed interest in having us be their CSA pick-up location in Watkins Glen.

Any food left over at the end of the day, or any food item offered in the retail store that is at risk of expiring can be donated to local food banks or pantries.

Part of the community

A coffee house is a great spot for meeting and socializing. Enclosing the porch, moving the roasting and storage aspects to the new addition, and opening up the interior of apartment 2 will provide more seating area, which can be used in the evening as an event space for gatherings, receptions, parties, art shows, music, etc.. These events will expand upon our existing Third Thursday Social, a casual get-together offering attendees the opportunity to socialize or network and during which we offered free coffee tastings and dessert. Because of space limitations, Third Thursday Socials mostly took place on the porch and were limited to the months of May through October.

We would also stay open late on days when events take place at The W for a more rounded experience of an "evening out."

At the suggestion of a B&B in town, we intend to create a “unique coffee experience in Watkins Glen” that could be offered as a package to their guests that would be an added value to staying in Watkins Glen while visiting the Finger Lakes. This might take the form of a custom roasting/blending/tasting experience, or a VIP coffee-and-dessert experience, or something along those lines. This could also be offered as a stand-alone event to residents. The remodel would create the space for us to offer such an experience.

The creation of a private parking area for customers and the tenants of 806 Decatur Street will alleviate some of the parking issues on 9th Street and Decatur Street.

Supplement 1

Contact Information

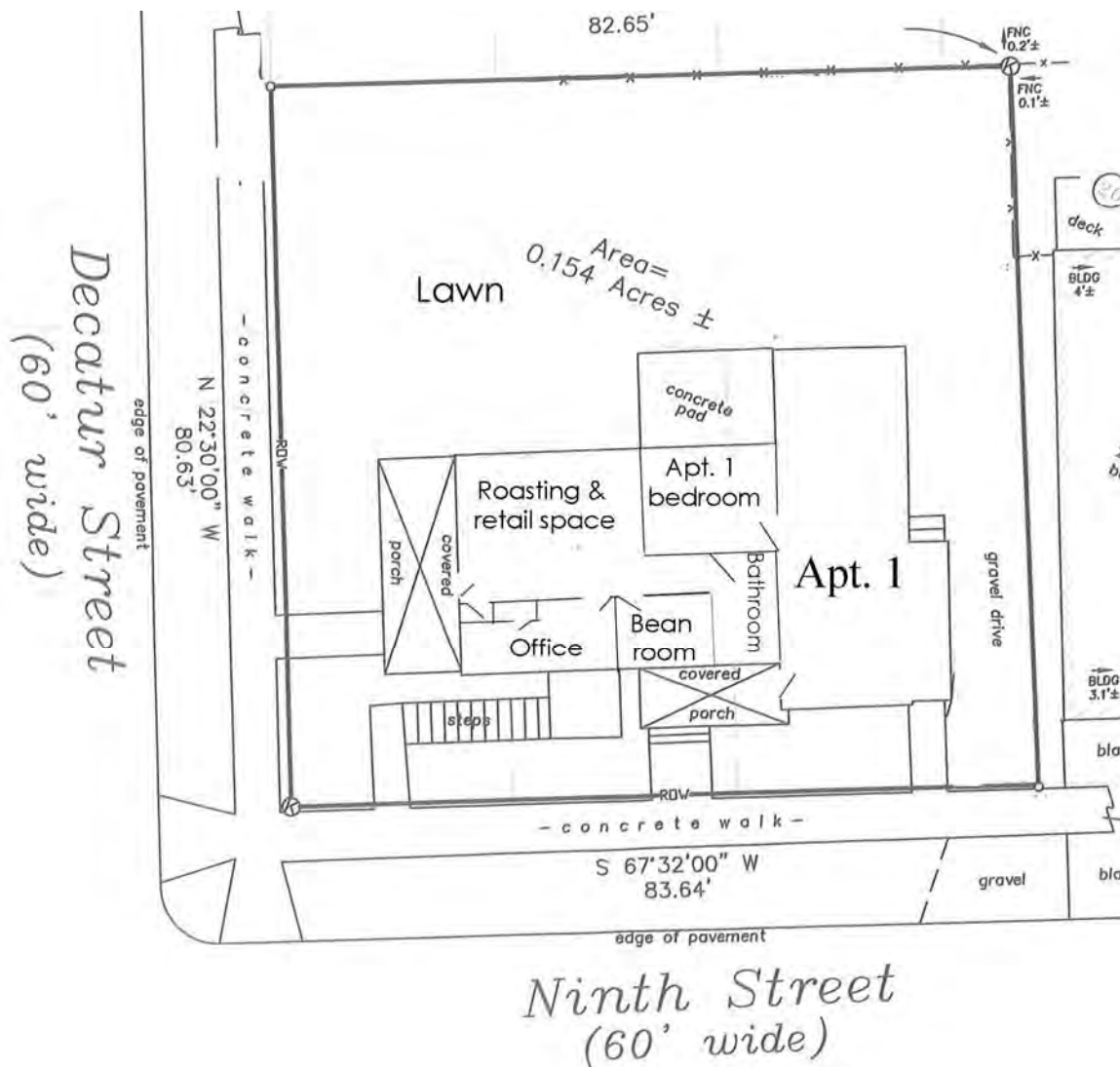
Owners	Melinda Beheydt (Owner/Operator/Roaster) Jochen Beheydt (Support/Logistics/Marketing)
Address	Seneca Sunrise Coffee 806 N. Decatur Street, Apt. 2 Watkins Glen, NY 14891
Telephone	(607) 228-7930 (cell)
Email	senecasunrisecoffee@gmail.com
Website	www.senecasunrisecoffee.com
Facebook	www.facebook.com/SenecaSunriseCoffee
Twitter	@SenecaSunrise
Instagram	@senecasunrise2015

Supplement 2

Images

The images provided are rough drafts of the current situation and the proposed addition/remodel, and are included for illustration purposes only.

Draft of current floor plan



Watkins Glen Downtown Revitalization Initiative
Open Call for potential DRI projects: Expansion and remodel of *Seneca Sunrise Coffee*
November 20, 2017



New Meat and Seafood Local Foods Establishment

Leasehold Improvements and Restoration 316 E 4th Street for New Meat/Seafood/Local Foods Establishment

Funding Estimate – Total project cost is \$75,600. \$38,100 is planned spending by owner (DRI applicant)/tenant. The grant request is for \$37,500. See attached Appendix A for plan of work and estimated costs. Costs are based on preliminary estimates by contractors or (for roofing, siding and sidewalks) on web-based cost estimators by zip code.

Summary Description - To upgrade interior of first-floor commercial space in compliance with special needs of a meat/seafood retail space; to replace deteriorating exterior (siding, roof), re-establishing this building as a permanent quality food resource for the neighborhood and community of Watkins Glen and its visitors.

Since 1907 when business directories show Frank Hennessey operating a grocery store at 316 East Fourth Street, followed by 1942 showing Jimmy's Market; the 1950's with Rockey's Food Market; the 1960's 4th Street Market; the 1980's and 90's as 4th Street Deli; to 2000-2012 as Good Groceries - this site has been a neighborhood and community food resource.

This project seeks to honor that history by restoring this building to anchor the growing commercial activity along the 4th street corridor. Additionally, by bringing in a quality meat/seafood retail specialty store, it will fill a unique niche vacated by the loss of Franklin Street Teemly's Market a decade ago. The inclusion of local and regional cheeses and other food items will provide another showcase and outlet for great New York foods.

By upgrading the exterior this project will ensure the present and future continuation of a retail presence on this site.

2004:

2007:



Project Funding and Partners – 50% of project will be funded by owners, Jylle Benson-Gauss and Robert Cohen of Hector, NY; tenant Ryan Van Horn of Watkins Glen, NY. Funding for the owner/tenant portion has been guaranteed through lease.

Site Ownership/Legal Jurisdiction – The site at 316 E 4th Street is in the town of Dix,

Village of Watkins Glen, County of Schuyler, NY. It is owned by the applicants, Jylle Benson-Gauss and Robert Cohen of Hector, NY who formerly operated Good Groceries at the site. NYS Department of Agriculture and Markets (who will license the business for operation when interior improvements are complete) has already been consulted as to their requirements for this operation; this department is already familiar with the site as Good Groceries. We have always maintained an open, proactive and compliant relationship with the Department.

Code enforcement of the Village of Watkins Glen is also familiar with the site, and the property owners and tenant have an open, proactive and compliant relationship with the code enforcement officer.

Both Agriculture and Markets and village Code Enforcement will continue to be kept in the loop as the project progresses, in order to ensure that any potential issues are discovered and remedied as early in the project as possible.

There are no known environmental, legal, or code issues for this project.

Anticipated Revitalization Benefits – This project anticipates quality, long-term benefits to the building which maintain the character of the neighborhood and ensure the continuation of a 100-year history of this food resource. By adding a specialty store to the 4th Street corridor it will create a 'draw' of customers and can act as an anchor to further development along 4th Street.

Timeframe for Implementation and Project Readiness – This project will begin January 1, 2018 with an anticipated end in October 2018. It is front-loaded with January through March being interior improvements and restoration, with funding provided by the tenant and owners. The exterior remediation is scheduled for May, 2018 and October, 2018 (the upper floor is a vacation rental; exterior improvements must be scheduled before or after the rental season).

Leasehold Improvements and Restoration 316 E 4th Street
for New Meat/Seafood/Local Foods Establishment
Appendix A: Itemized Project Plan of Work

Project scope is interior first floor and exterior siding/trim, roofing and sidewalks. Costs include installation where applicable and labor/demolition as identified.

*paid by O=owner; T=tenant; DRI=grant

Item	Cost	Paid by*	Begin/end	
Front-retail space 20'x25'				
36,000 btu a/c unit	\$3,000.00	O	Jan 2018	
3-bay warewashing sink	\$1,200.00	O	Jan 2018	
Replace/replumb mop sink, hand sink	\$1,200.00	O	Jan 2018	
Lighting, counters, shelving	\$2,000.00	T	Jan 2018	
Painting	\$400.00	T	Jan 2018	
Rear-processing/storage 20'x20'				
10wx10Lx8h walk-in cooler	\$8,300.00	O	Jan 2018	
Insulate/finish interior walls, ceiling washable finish; Washable flooring; Lighting; A/C Heating; Electrical upgrades to accommodate equipment.	\$20,000.00	O=25% T=75%	Jan 2018	
Exterior 20'wx45'Lx20'h				
Replace deteriorating masonite siding with hardieboard – 2400 sf (@\$10/sf siding cost plus labor)	\$30,000.00	DRI	May 2018	
Repaint trim	\$2,000.00	DRI	May 2018	
Tear off and replace roof with metal – 1207sf (@\$4.00 per sf plus tear-off costs)	\$5,500.00	DRI	Oct 2018	
Replace sidewalk 4 th street side, Perry Street	\$2,000.00	O	Oct 2018	
Total cost	\$75,600.00			
Cost split	\$38,100=O/T \$37,500=DRI			

109-111 N. Franklin St for Mixed Uses

Kristin VanHorn
105 9th St.
Unit 39
Watkins Glen, NY 14891
kvanhorn@co.schuyler.ny.us

November 20, 2017

Dear Kristin VanHorn,

301 Franklin St. Café, Inc, is pleased to submit the following proposal for the Watkins Glen Downtown Revitalization Initiative grant. We look forward to partnering with the DRI Local Planning Committee to further our company's mission to make Watkins Glen a vibrant, cultured destination for its residents and visitors.

301 Franklin St. Café, Inc. (301, Inc.) has invested more than \$2 million over the last five years to acquire and revitalize otherwise abandoned properties central in the DRI area on North Franklin Street, including the conversion of the former Watkins Glen Fire Department to the landmark restaurant Nickel's Pit BBQ. In 2014, 301 Inc. acquired the western 100 block of North Franklin St, formerly Clifford Motors, with the same goal in mind: to convert a formerly abandoned building to a thriving and beautiful part of the Watkins Glen landscape. To this date, 301 Inc. has renovated part of the main building and lot, now home to Rooster Fish Brewing's production facility, tasting room, and beer garden, as well as Local 62, a spirits and wine store exclusively selling NY-made products.

301 Inc. is requesting a total of \$300,000 to continue the multi-part rehabilitation of that property, which would include a public parking lot/ice skating rink, construction of two new storefronts on the corner of Second Street and North Franklin, creation of additional downtown housing both in the currently vacant house on the property and the second floor of the main building, and creation of a landscaped water feature.

Completion of the project will transform a significant area within the DRI zone and create new businesses downtown, including a winter-based attraction, additional housing, public parking, and beautification of the area.

With the assistance of DRI funding, together with internal investment, 301 Inc. can complete this ambition project to transform the physical and economic landscape of Watkins Glen.

Thank you for your time and consideration.

Sincerely,

Nicholas Thayer
Vice President, 301 Franklin St. Café, Inc.

Development of 109-111 N. Franklin St. for Mixed Uses

- I. 301 Franklin St. Café, Inc. (301 Inc.), owns the western end of the 100 block of North Franklin St (109-111 N. Franklin St.). For purposes of this proposal, the complete rehabilitation project will be split into parts A (paved public parking/ice rink and creation of 2 storefronts) and B (transformation of vacant house on property to vacation housing, conversion of empty second floor in main building to rental apartments, and landscaping a water feature into the western side of the property adjacent to South Madison Avenue). 301 Inc. is requesting \$112,500 for Part A of the project and \$187,500 for Part B. 301 Inc. will provide the remaining portion of the projected costs as a capital investment, as the company is dedicated to the improvement and advancement of downtown Watkins Glen.

- II. Development of 109-111 N. Franklin St. for Mixed Uses, Part A

Part A of the project focuses on two areas of maximum economic and transformative impact: conversion of the vacant lot at the north end of the property to a public parking lot that converts to a wintertime public ice skating rink, and the creation of two storefronts with North Franklin St. frontage, located at the southern end of the property at the corner of North Franklin and Second Streets.

Public Parking and Ice Skating

A lack of public parking is an ongoing issue for the downtown area, and the addition of approximately 20-25 parking spaces will significantly improve on that problem. This will have a positive overall affect on the downtown area by providing convenient and safe parking immediately within the downtown area. The lot will be paved, lined, fenced in, lighted, and electronically metered. Additional parking with proximity to businesses in the northern end of the DRI area will have an immediate economic impact by keeping vehicles directly on North Franklin and within walking distances to those businesses.

Another challenge for the downtown area is the lack of activity and attraction in the off-season from November to April. While the area thrives during the warmer months, a lack of winter activities stifles economic activity six months a year. Because there is less need for parking in the winter months, the paved lot will lend itself well to Watkins Glen's first true winter attraction: a public ice skating rink. In the winter months, a portable rink will be constructed over the paved lot. The rink will be operated and maintained by 301 Inc., including concessions and skate rentals. The rink will provide a family-friendly activity for the local and tourist population to seek out. Local businesses will benefit from the increase in winter traffic, and the rink will create up to five off-season jobs.

Estimated costs for the parking lot project, including minimal surveying and excavation, paving, fencing and landscaping, lighting, electronic kiosk, basic portable concessions and skate rental stand, and portable skating rink: \$60,000.

Development of Two Storefronts

The first phase of the project will also include creation of two storefronts on the southeast corner of the property within the main building. The space, currently an abandoned garage, has frontage on North Franklin Street and space for an outdoor area.

Transformation of the space would create two storefronts, including façades, entryway, and shared restrooms. The spaces could either be rented to third party businesses or become home to additional businesses operated by 301, Inc.

Part of the storefront development will also include relocating the current loading door on the front of the building to the Second Street side, allowing for use of the posterior warehouse space by Rooster Fish Brewing.

Estimated costs for the storefront development, including facades, fixtures, etc., finished to a basic state, and reconfiguration of the loading bay currently facing North Franklin Street: \$90,000.

Completion of the public parking lot and new storefronts will completely transform the 100 block of North Franklin: what was a completely abandoned building and lot just four years prior will be an active economic center of the village. With the addition of new storefronts, public parking, and a family friendly winter attraction, this project will create jobs, drive traffic, and positively change the economic landscape of Watkins Glen.

301 Inc. is seeking a 75 % contribution from the DRI grant funds, with the remaining 25 % a capital investment from 301 Inc. The reinvestment of corporate profits shows the company's dedication to realizing the vision and goals of the DRI. Without the need for a third party lender, the project can move quickly.

301 Inc. is experienced in this sort of development, and pending DRI funding, this project can be completed by August of 2018.

Part A of this project brings significant economic impact and beautification to the center of the DRI area, requires a small percentage of the programs funds, and can be completed on a short timeline.

III. Development of 109-111 N. Franklin St. for Mixed Uses, Part B

Part B of the project focuses on downtown housing. Part of the 109-111 North Franklin complex is a currently vacant single family home. This home would be renovated to be used as a vacation rental, providing additional downtown housing. Additionally, the second floor of the main building would be converted to three apartments to be used as long or short-term rentals. Finally, this phase of the project would add a landscaped water feature to the hilled area adjacent to the rental home.

Rehabilitation of the South Madison Guest House

The unit, currently vacant and not habitable, is located in close proximity to Watkins Glen restaurants, the waterfront, and the state park. Establishment of high-end rental housing will bring tourist dollars directly into the downtown corridor and beautify a current eyesore with high visibility from North Franklin. A completed, fully rented home with outdoor living space will add vibrancy to the previously abandoned area. The home will increase property values, and thus tax rental, for the property itself as well as the surrounding properties. Bringing tenants closer to the downtown business district will have a positive economic impact on nearby businesses.

301 Inc. has already “gutted” the home and it is ready for being built out, which is what DRI funding will be used for. To be rentable, the home will need reconfiguration and remodeling of the interior, siding and roof, and a wrap-around deck. The property will be maintained and managed by 301 Inc. The total estimated cost of the South Madison Guest House renovation is \$80,000.

Renovation of Vacant Second Floor to Apartments

The main building on the property currently has a vacant second floor that is ready for conversion to rental units. The second floor has North Franklin Street frontage with windows overlooking the street, and direct access via stairs that lead directly to Franklin.

The apartments could be used for long term tenants or as vacation rentals.

301 Inc. has gotten this area construction ready, but will need complete renovation to be usable. This would include a build out of living spaces, kitchens, and restrooms, along with fire suppression and other fixtures.

Adding rental units directly on Franklin Street allows us to showcase the business district. This will encourage economic development, increase spending at area businesses, and add vibrancy and liveliness to the downtown area.

The total estimated cost of the main building second floor renovation is \$150,000. The properties will be maintained and managed by 301 Inc.

Creation of Landscaped Water Feature

To tie the entire property together, the final part of the project is to create a water feature adjacent to the rental house at the center of the property leading to the Rooster Fish Brewing Beer Garden.

The water feature will use the natural hill already there, and will mimic the water moving through the gorge at the State Park. This will create a focal point for the completed property and serve as a photo opportunity and attraction within the business sector.

In addition to being an attraction, the water feature will beautify the area and complete the entire project with a park-like feature. This will add to the demand for the adjacent rental property, increase visitation to the beer garden, and promote the entire area via social media sharing and discussion.

The estimated cost of the water feature project is \$20,000.

301 Inc. is seeking a 75 % contribution from the DRI grant funds, with the remaining 25 % a capital investment from 301 Inc. The reinvestment of corporate profits shows the company's dedication to realizing the vision and goals of the DRI.

Because of the scope of Part B of this project, this section would not begin until 2019 and would be completed by 2020.

- IV. 301 Franklin St Café, Inc. is a stable and longstanding part of the business community, starting with the Wildflower Café in 1990. Since then, the company has expanded to develop the former Watkins Glen Fire Department building at 205-207 N. Franklin St. (Nickel's Pit BBQ) as well as the acquisition and partial development of 111 N. Franklin St. (Rooster Fish Brewing and Local 62 Spirits, Wine, and Beer).

301 Inc.'s history gives the company a unique advantage with developing North Franklin Street properties. Not only does the company have a track record of successful development of formerly vacant properties, but it has intimate knowledge of the downtown business climate, challenges associated with operating various businesses in Watkins Glen, and the needs of the community.

301 Inc. is a family business, started by Douglas Thayer and currently run by Nicholas Thayer and Jenna Letersky Thayer. Nicholas Thayer is a second generation Watkins Glen business owner, and owns a home in Burdett.

Nicholas and Jenna are newlyweds and have no immediate plans to move out of the area.

- V. The completed project will have a substantial impact on the economic and physical landscape of downtown Watkins Glen:
 - a. The project will create space for multiple new businesses, which will potentially create 30-50 jobs. The space for new businesses will bring new ideas and additional investment.
 - b. The addition of public parking will drive traffic downtown and help connect visitors with small businesses.
 - c. A winter-based business will drive tourists and residents to the downtown area during Watkins Glen's off season
 - d. Added housing will bring tourists directly to downtown businesses
 - e. All parts of the project will beautify a considerable area of the downtown area
 - f. All construction will be as "green" as possible, including the use of efficient fixtures.
- VI. Part A of the project can be completed by mid-late 2018. Part B of the project will begin in 2019 and be completed by 2020.
- VII. 301 Franklin St. Café, Inc, in partnership with DRI, has an opportunity to make a significant impact on Watkins Glen, specifically within the DRI area. With the requested funds, and by embracing the mission of the DRI, 301 Inc. can transform downtown Watkins Glen into a vibrant, lively destination.

Develop, Promote, and Prosper- Discover Downtown Watkins Glen



1. Project Title – Develop, Promote, and Prosper – Discover Downtown Watkins Glen

Implement a cohesive marketing strategy for downtown Watkins Glen, including a Downtown App and a Marketing Fund.

2. Preliminary Funding Estimate – \$106,000

Downtown Businesses	\$10,000
Chamber Investment	\$31,000
Downtown Revitalization Initiative	\$65,000

3. Summary Description

This project proposes a multi-prong approach including a Marketing Fund and a Downtown Watkins Glen App, "Discover Downtown Watkins Glen".

Marketing Fund – Develop, Promote, Prosper

As the Schuyler County Tourism Promotion Agent, the Watkins Glen Area Chamber of Commerce are tasked with representing each and every tourism-based business in our county, regardless of Chamber Membership. This includes wineries, breweries, craft beverage producers, restaurants, cafes, shops, and larger attractions as well. It is our responsibility for promoting tourism and visitation to Schuyler County and by extension, Downtown Watkins Glen. We regularly find ourselves seriously and severely limited in terms of how we can promote these businesses because of the lack of marketing collateral including logos, rack cards, brochures, quality imagery, and so on. So, while we have an on-site Tourism and Marketing Manager, she cannot properly promote these businesses without the necessary promotional tools. Our downtown businesses find themselves similarly challenged in their own marketing.

The Marketing Fund is something that could address this serious challenge and fulfill a very fundamental need for our downtown businesses. Currently, many of our businesses find themselves plateauing as they have limited – and in some cases a complete absence of – marketing dollars. They aren't able to hire marketing professionals internally or contract with marketing firms. In addition, many are doing business "the way it's always been done" are being left behind times. Many would greatly benefit from the expertise of a retail consultant, who could come into their shops and businesses, and identify their strengths, weaknesses, opportunities, and so on.

The Marketing Fund would function similar to the Chamber's current Tourism Assistance Program (TAP). In 2018, the TAP Grant will provide over \$73,000 from Room Tax Monies to support non-profit events and organizations that drive overnight visitation in Schuyler County. The Marketing Fund would provide funding to private, for-profit businesses to be used in myriad ways including: logo creation and design, marketing collateral creation, design, and production, business signage, retail consulting to improve customer experience and drive traffic, as well as branding and marketing assistance. Businesses could access funding via an application process, similar to the process followed by the Chamber's TAP grant. Those applicants receiving funding would then be required to provide reporting, to ensure the stewardship of grant monies.

We would suggest a tiered approach to funding with 10% coming from the businesses, 30% coming from the Chamber, and 60% coming from the Downtown Revitalization Initiative. This program would function similar to a co-op. So, for example, if the project is approved at \$100,000:

Applicant Businesses	\$10,000
Chamber Investment	\$30,000
Downtown Revitalization Initiative	\$60,000

Downtown App – Discover Downtown Watkins Glen

Sample elevator pitch: "Discover everything that downtown Watkins Glen has to offer! Everything is at your fingertips, including: Restaurant Listings, with Complete Menus; Shopping and Business Information; Current and Upcoming Events (including live music and theater); Current Deals & Specials; Entertainment and Attractions; Hotels and Lodging; Nightlife; Local News; and Transportation Info."

The Chamber currently produces the official Watkins Glen and Schuyler County Travel Guide, and also maintains a robust and responsive website, www.watkinsglenchamber.com. These are two key items in our overall Marketing Plan, however, an App has long been on our wish list.

The "Discover Downtown Watkins Glen " App would be an invaluable tool in guiding visitors and locals alike to downtown, and once we get them here – keep them here! When they stay longer, they spend their money in our local shops, restaurants, bars, and other attractions. "Discover Downtown Watkins Glen" would put that information in the palm of the consumers' hands in a way that is educational, informational, and inspirational.

It would become the one-stop shop for all things downtown Watkins Glen – dining, shopping, attractions, events, and more. It would enable consumers to find what they want, where they are including distance from their current location. They would never be lost, with precise GPS directions to every destination with information updated in real-time. Further, with complete social integration, downtown Watkins Glen would garner additional marketing by way of users sharing their experience seamlessly on various social media platforms.

The App would include business listings, an events calendar, an interactive map, and would also allow the user to enable push notifications. Push notifications allow users to stay in touch on topics they choose (whether it's live music, events, or others). The best part? It would be completely geo-fenced, relative to where the user finds themselves. Imagine passing by Rooster Fish Brewing and getting a notification that they just released a new beer. Passing by an historic property and getting a notification that would allow you to read more, learn about the history of the property, and perhaps

even connect with the not for profit that runs it. What better way to promote downtown Watkins Glen, than to provide easy access to all of the great reasons to come here?!

We would suggest the following approach to funding to develop and launch the App:

Chamber Investment	\$1,000
Downtown Revitalization Initiative	\$5,000

The Chamber would assume the yearly hosting fees of \$4,788.

4. DRI Vision and Goals.

Culture and Entertainment

The Marketing Fund will bring businesses to the next level in terms of their presentation and branding. With the assistance of marketing experts and retail consultants, businesses will be able to identify opportunities, improve on weaknesses, and launch new offerings. This will go a long way toward creating an active downtown for residents and visitors alike.

The “Discover Downtown Watkins Glen” App will enable users to experience downtown. It will offer a key marketing channel for arts and cultural organizations, shops, restaurants, and other attractions – providing additional opportunities for growth. It will also serve to promote our many downtown events in one, easy-to-find and easy-to-navigate tool.

Quality of Life

In improving individual business marketing approaches through the Marketing Fund, this will bolster the overall branding of downtown Watkins Glen, which will in turn, enable organizations such as the Watkins Glen Area Chamber of Commerce, along with its regional promotional partner Finger Lakes Wine Country Tourism Marketing Association (among others), as well as I Love NY to promote Watkins Glen’s identity as a vibrant community for residents, businesses, and visitors.

The “Discover Downtown Watkins Glen” App will promote downtown Watkins Glen as a vibrant community and it will bring to the surface the many ways to explore, enjoy, and experience our incredible downtown and perhaps most importantly, lead the user to the information they are seeking.

4. Identification of the Responsible Parties and Project Partners.

The Watkins Glen Area Chamber of Commerce would be the primary entity responsible for the management of the Marketing Fund and the Discover Watkins Glen App. Potential partners include:

- All businesses in the downtown Watkins Glen/DRI catchment area
- Watkins Glen Promotions
- Village of Watkins Glen
- Future Business Improvement District
- Community Development Corporation

We would rely on all of the above listed to support and promote the use of the “Discover Downtown Watkins Glen” App. Of course, the success of an App relies largely on its inherent usefulness, but it also needs support for promotion and use, and we would rely on our above mentioned community partners to assist with that promotion.

5. Site Ownership/Legal Jurisdiction

Not applicable.

6. Anticipated Revitalization Benefits

- Permanent job creation – in the long-term, as business marketing improves, new customers will be generated, necessitating the hiring of additional, year-round staff. Further, a more robust customer-base will improve the retail climate, opening the opportunity for new businesses to come in and further diversify our downtown offerings.
- Attraction of new residents, businesses, and visitors – as marketing of individual businesses in the downtown improves, the act of promoting those businesses becomes much easier. The Chamber has a proven track record in terms of successfully promoting the area. With access to improved tools, that promotion can only take the downtown area into the next level and in turn, attract new residents, businesses, and visitors.
- Increased tax revenues – more visitors downtown means more sales tax and more room tax by way of more people dining in our restaurants, shopping in our businesses, and staying overnight.

7. Timeframe for Implementation and Project Readiness

Marketing Fund

Phase I – Applications – Months 1 to 3

Phase 2 – Fund Selection and Implementation – Month 4

Discover Downtown Watkins Glen App

Phase I – Development – Months 1 to 3

Phase 2 – Implementation (Beta Testing and Soft Launch) – Month 4

Phase 3 – Launch – Month 5

The Watkins Glen Area Chamber of Commerce is the state-recognized Tourism Promotion Agent for Schuyler County. This organization already markets the county and specifically, downtown Watkins Glen. This promotion takes place regardless of affiliation with or membership in the Chamber. Similarly, participation in the Marketing Fund and the App would be extended to *all* businesses in the DRI catchment area, regardless of Chamber membership. The organization is ready to launch either or both initiatives upon approval.

Respectfully submitted,

Brittany Gibson
Tourism and Marketing Manager
Watkins Glen Area Chamber of Commerce

Phone: 607-535-4300

Email: brittany@watkinsglenchamber.com

Renovation of First Baptist Church

Watkins Glen Downtown Revitalization Initiative Proposal

December 8, 2017

From: Judy Robilotti

51 Johnson Ave, Binghamton ,NY 13905

Project Title:

Renovation of the First Baptist Church for Mixed Purpose as a Special Event and Health & Wellness Center

Preliminary Funding Estimate:

Private Funding: \$15,000

Potential Bank funding (low interest-coordinated with Scope): \$50,000

DRI funding request:

Purchase of property \$400,000

Renovations/labor costs: \$120,000

\$570,000

-

Summary Description:

Location: 215 5th St.

OBJECTIVE:

To successfully combine my diverse professional and personal experience, integrity and health consciousness in creating a positive impact and enriching the lives of others.

It is my intention to create a unique and luring space that would hold memorable Special Events in the Watkins Glen downtown area . The church would be used for:

- Wedding Ceremonies, Rehearsal dinners, Anniversary celebrations, private parties, Business functions/meetings, on-site accommodations for Bride & Groom.
- In the food arena: Farm to table dinners, local wine/beer tastings with food paring, Cooking classes-/ group -Specialty -hands-on, demonstration , “make your own dinner party”
- Cooking for Wellness Classes- Creative and artfully inspired cook incorporating whole foods & global recipes as a source for well being, collaborate with local wellness centers
- Healing & Wellness Events : Speakers on holistic modalities of healing & spirituality , Gong baths , yoga , drumming circles etc.

- Music & theater entertainment venues: Cabaret style
- Apartment for rental income or airbnb

Actions Needed:

- Purchase of property (although building is not yet for sale)
- Secure funding
- Renovations/ Purchases
 - Increased bathroom size
 - Build out apartment
 - Secure permits & licenses
 - Build demo kitchen for classes & purchase equipment
 - Marketing/website/signage
 - Furnishings
 - Equipment for events

4. Identification of the Responsible Parties:

As a self-employed business person I offer services to the community such as:

- Certified Transformational Nutritional Coach
- Certified Nutrient –Dense Foods Cook & Educator
- Self-Healing Empowerment Guide
- Interior Designer: Creating harmonious and positive environments in homes and commercial spaces
- Freelance wardrobe & prop Stylist for TV commercials & Photography

I believe these qualifications lend themselves to a thriving event business .

Judy Robilotti
51 Johnson Ave.
Binghamton, NY 13905
607-221-3834

5. Site ownership:

Currently owned by the Baptist church

6. Anticipated Benefits:

- Creation of jobs
- Increase local business from visitors
- Increased tax revenues
- Bringing life & continued preservation to a historic building
- Bringing health & wellness education to the community “food as medicine”

- Collaborate with local wellness centers

This project will not only create jobs for the renovation of the project but going forward as well.

This event space will attract out-of-town seekers to the area looking for a “destination event”, bringing business to lodging and restaurant/entertainment hosts . This space would also create a venue for local events from businesses to the arts.

7. Timeframe:

Months 1-3:

Prepare for purchase & secure funding

Months 3-6:

Construction , renovation

Open for partial business

Month 6-8 :

Open for all facets of business



Maguire Chrysler

Proposal for DRI Project
**Additions & Renovations to
Maguire Chrysler of Watkins Glen**
Including an
Historic Carriage House Renovation



Submitted to Watkins Glen DRI Local Planning Committee
on behalf of Maguire, LLC

December 8, 2017

SCHICKEL ARCHITECTURE with Saratoga Associates

Project No. 17108

330 East State Street, Ithaca, New York 14850 607.277.0845

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

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

December 8, 2017

1. Project Title

Additions and Renovations to Maguire Chrysler of Watkins Glen
Including Historic Carriage House Renovations

2. Preliminary Funding Estimate

Project Cost Summary

Demolish Service Building	3,335 SF	66,700
First Floor Renovations	3,600 SF	918,000
Second Floor Renovations	2,160 SF	378,000
Service/Parts/Customer Recep	8,500 SF	1,462,000
Carriage House Renovations		246,000
Sitework	0.893 Acres	175,050
Fixtures, Furniture & Equipment		<u>184,000</u>

Total Construction and FFE 3,429,750

Total Management/Arch/Eng/Legal/Permits/Ins/Admin 617,350

Total Estimated Project Cost 4,047,100

Investment by Maguire LLC 2,023,550

DRI Funding Request 2,023,550

Source of Owner financing: J.P. Morgan Chase

MAGUIRE CHRYSLER OF WATKINS GLEN
Maguire, LLC
December 8, 2017

3. Summary Description

The Maguire Chrysler of Watkins Glen is an historical downtown style dealership store with Chrysler Dodge Jeep Ram located at 502 North Franklin Street with a display lot on the south side and across the back spanning Fifth Street on the north to Sixth Street on the south. The store consists of the beautiful though rundown original building with showroom above at the second floor and not so beautiful additions at the rear for parts and service. There is also a large display lot on the opposite side of Franklin Street with a historic carriage house all the way at the back of the lot, creating a picturesque backdrop for the display lot. The front of the carriage house actually fronts on Madison Avenue, a residential street. The carriage house is also in rundown condition.

The proposed plan is to demolish the inferior additions at the rear of the Maguire Chrysler store and to completely renovate the original 3,600 SF (plus 2,100 SF at second floor) store for a downtown dealership in a manner that is sympathetic to the historical aspect of the building with a modern showroom, sales areas and offices with the interior opened up to the high open lattice steel truss roof. The partial second story would be renovated for dealer office, conference room, breakroom and a small classic car museum to serve the entire Watkins Glen community. Classic cars would be visible from Franklin Street at the second level, maintaining the sense of the historical downtown dealership. An 8,500 SF addition would be added at the rear for drive-through customer reception, parts storage and a modern service area with 10 service bays including an alignment bay, wash bays, lifts and detail bays. The carriage house would be completely stabilized with a new metal roof and restored to a like new condition usable for storage. Other features of the proposed project would include:

- LEED Certified project with US Green Building Council
- Stone benches along the sidewalk similar to the stone walls at Watkins Glen State Park along the front row of cars on both sides of Franklin Street providing a welcome amenity for weary passersby
- The removal of the south curb cut into the main display lot on Franklin Street increasing the safety along busy Franklin Street
- Decorative tall grasses and hardwood street trees along Franklin Street in islands at strategic locations in the display lots. The street trees would lend naturalistic beauty and shade on sunny days for pedestrians and customers alike
- Ivy covered walls at the block addition creating lovely year-round vegetative texture on the block walls for the enjoyment of the public
- A roof garden between the store and service areas

MAGUIRE CHRYSLER OF WATKINS GLEN
Maguire, LLC
December 8, 2017

- A balcony along the south side of the original building overlooking the display lot and the parades on Franklin Street. The balcony would be accessed from the roof garden
- Solar panel array on the south facing sloped roof of the original building
- Electric Vehicle (EV) Charging Station available to the public
- 8' high dumpster/tire enclosure
- 6' high privacy fences to screen the display, employee and service lots from residential neighbors at the rear and on the south side
- 4' high decorative fence on the north side of the auxiliary display lot on the west side to replace the existing chain link fence. The fence would extend up the slope to tie in at the corners of the carriage house on the north and south sides to prevent anyone from having a mishap along the steep bank along Madison Ave.

4. Identification of Responsible Parties and Project Partners

Property Owner and Applicant and Developer:

- Maguire, LLC, PO Box 612, Trumansburg, NY 14886

Dealership Operating Entity:

- Maguire CDRWG LLC, dba Maguire Chrysler Dodge Jeep Ram of Watkins Glen

5. Site Ownership/Legal Jurisdiction

Property Owner:

- Maguire, LLC, PO Box 612, Trumansburg, NY 14886
- Properties were purchased by Maguire, LLC on August 27, 2014

Environmental Issues:

- There are no known environmental issues of significance on the site. Prior to any demolition the site and buildings would be tested for hazardous materials Any abatement that may be necessary would be done in compliance with Department of Labor regulations

MAGUIRE CHRYSLER OF WATKINS GLEN
Maguire, LLC
December 8, 2017

6. Anticipated Revitalization Benefits

The project would include the creation of 7 well paying jobs, increasing the work force by 70% from 10 to 17 full time jobs. Upon completion new jobs would be added at follows:

- 2 technicians
- 1 administrative
- 1 service writer
- 2 salespersons
- 1 detailer

The project responds in a direct manner to the enhance the urban design and create a beautiful experience for both pedestrians and vehicular traffic by creating a charmingly landscaped and sustainable dealership in the heart of the Village. The many site and building enhancements would add up to a significant enhancement of the streetscape along Franklin between Fifth and Sixth Streets as well as along Fifth, Sixth Street and Madison Avenue.

The proposed significant investment in the DRI by Maguire LLC to create a stunning downtown dealership on Franklin Street would no doubt assist in contributing in a very positive manner to the matrix decision points that go into the decision of anyone to move to Watkins Glen, start a business here or visit for a while and want to come back again.

Maguire LLC proposes to make a significant private investment in the Watkins Glen DRI area.

The LEED Certified dealership would attest to Maguire's continuing leadership role in the automotive industry in the development of green design towards a sustainable future.

The proposed investment would represent a significant increase in the property tax base of the DRI Area and a corresponding increase in the Sales Tax basis local and state shares.

MAGUIRE CHRYSLER OF WATKINS GLEN
Maguire, LLC
December 8, 2017

7. Timeframe for Implementation and Project Readiness

The design of the additions, renovations and site improvements would commence immediately following confirmation of DRI participation in this private project. It is anticipated that construction would start in the Fall 2018 and complete in the Fall 2019.



Maguire Chrysler



MAGUIRE CHRYSLER OF WATKINS GLEN

502 N. FRANKLIN STREET, WATKINS GLEN, NEW YORK 14891

3D RENDERING - VIEW 1

SARATOGA
ASSOCIATES
**SCHICKEL
ARCHITECTURE**

SCHICKEL ARCHITECTURE PROJECT NO. 17108 DEC. 8, 2017



Maguire Chrysler



MAGUIRE CHRYSLER OF WATKINS GLEN

502 N. FRANKLIN STREET, WATKINS GLEN, NEW YORK 14891

3D RENDERING - VIEW 2

SABATOGA ASSOCIATES
SCHICKEL ARCHITECTURE

SCHICKEL ARCHITECTURE PROJECT NO. 17108 DEC. 8, 2017



Maguire Chrysler



MAGUIRE CHRYSLER OF WATKINS GLEN

502 N. FRANKLIN STREET, WATKINS GLEN, NEW YORK 14891

2

3D RENDERING - VIEW 3

KARATOGA
ASSOCIATES
SCHICKEL
ARCHITECTURE

SCHICKEL ARCHITECTURE PROJECT NO. 17108 DEC. 8, 2017



Maguire Chrysler



MAGUIRE CHRYSLER OF WATKINS GLEN

502 N. FRANKLIN STREET, WATKINS GLEN, NEW YORK 14891

3D RENDERING - VIEW 4

SCHICKEL
ARCHITECTURE
LABATOGA
ASSOCIATES

SCHICKEL ARCHITECTURE PROJECT NO. 17108 DEC. 8, 2017



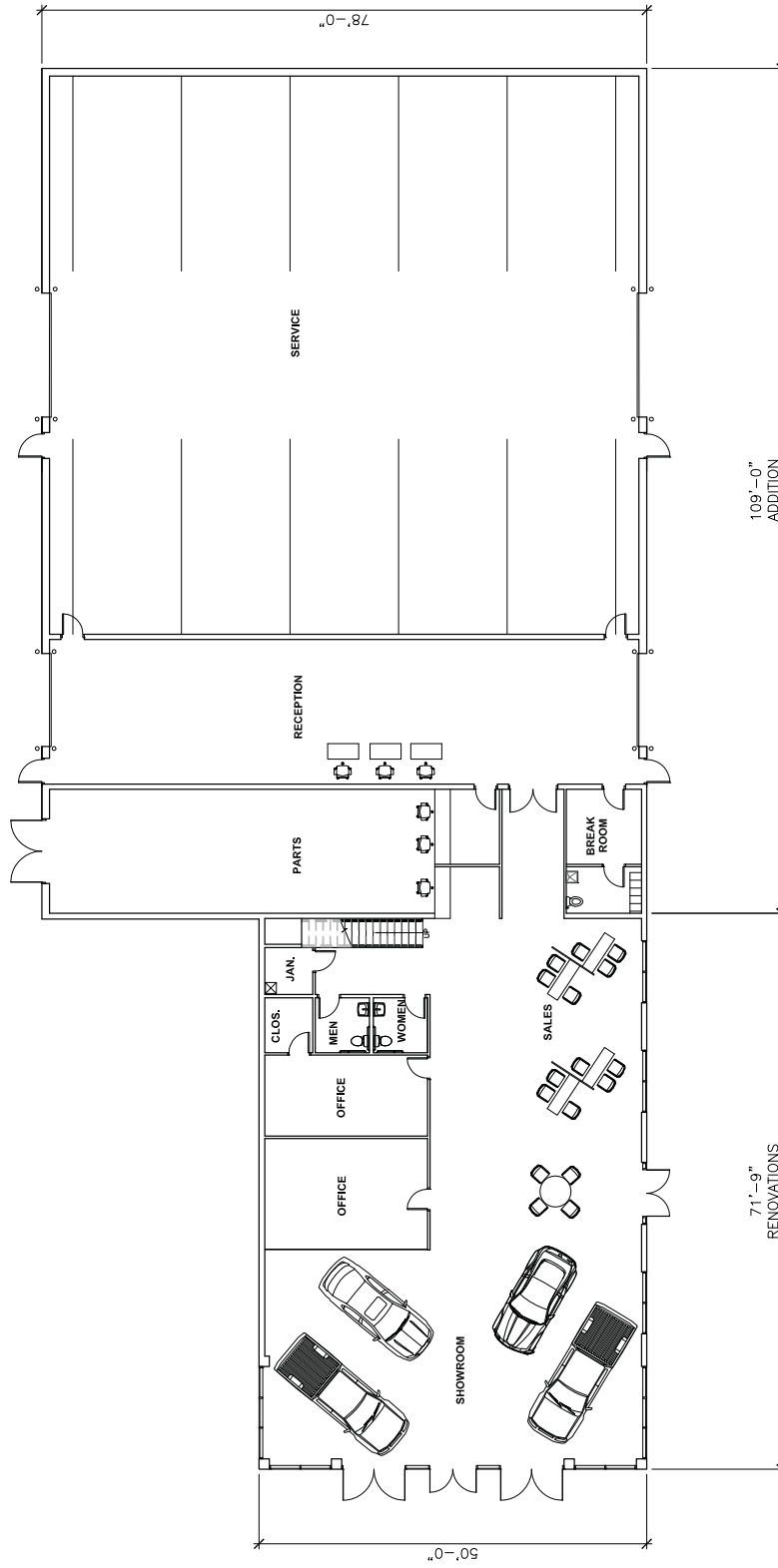
MAGUIRE CHRYSLER OF WATKINS GLEN

502 N. FRANKLIN STREET, WATKINS GLEN, NEW YORK 14891

CONCEPTUAL SITE PLAN

SARATOGA ASSOCIATES
SCHICKEL ARCHITECTURE

SCHICKEL ARCHITECTURE PROJECT NO. 17108 DEC. 8, 2017



Maguire Chrysler



MAGUIRE CHRYSLER OF WATKINS GLEN

502 N. FRANKLIN STREET, WATKINS GLEN, NEW YORK 14891

FIRST FLOOR PLAN

SCHICKEL ARCHITECTURE PROJECT NO. 17108 DEC. 8, 2017



Maguire Chrysler

EXISTING FACADE - TO BE RENOVATED



EXISTING STORE AND STREET FRONT - TO BE RENOVATED



EXISTING DISPLAY LOT- TO BE UPGRADED WITH LANDSCAPING



EXISTING SERVICE BUILDING - TO BE DEMOLISHED AND REPLACED



EXISTING SERVICE BUILDING- TO BE DEMOLISHED AND REPLACED



EXISTING HISTORIC CARRIAGE HOUSE - TO BE RENOVATED

Finger Lakes Brew Garden

Finger Lakes *Brew* Garden

This DRI project will renovate the vacant Clifford Motors car lot / gas station building and grounds for use as a family-oriented restaurant/tavern/outdoor entertainment venue.

Summary Description

Finger Lakes *Brew*Garden (FLBG) is a joint venture being undertaken by two local women and their husbands. The concept of FLBG is a double-faceted business, in which a vacant property will be transformed into a thriving hub of activity for both tourists and local residents of *all* ages!

The **first facet** of FLBG is to lease, and eventually purchase the property located along N Franklin St. and across from Captain Bill's, Seneca Harbor Station, and the WG Harbor Hotel. The existing building will be renovated, yet kept close to its original architectural style by preserving the large garage doors. Building renovations would be undertaken to accommodate a small kitchen and bar featuring local breweries, and utilizing local food products, as well as the addition of new bathrooms. The outlying real estate, now a vacant hillside, will be transformed into a terraced green space. This will be accomplished by constructing a 5-foot vertical extension to the top of the existing retaining wall. Back-filling and landscaping behind the wall will providing a level, grassy area where customers of all ages can enjoy free-of-charge outdoor activities such as Bean Bag Toss, Jumbo Jenga, Giant Checkers, or Bucket Ball while enjoying local craft beers and light-yet-elegant, value minded cuisine. Other activities planned for the space are crafts and painting classes, pumpkin carving, special musical events, and of course a real Oktoberfest!!! Other events that FLBG may host are weddings, birthday parties, and family reunions.

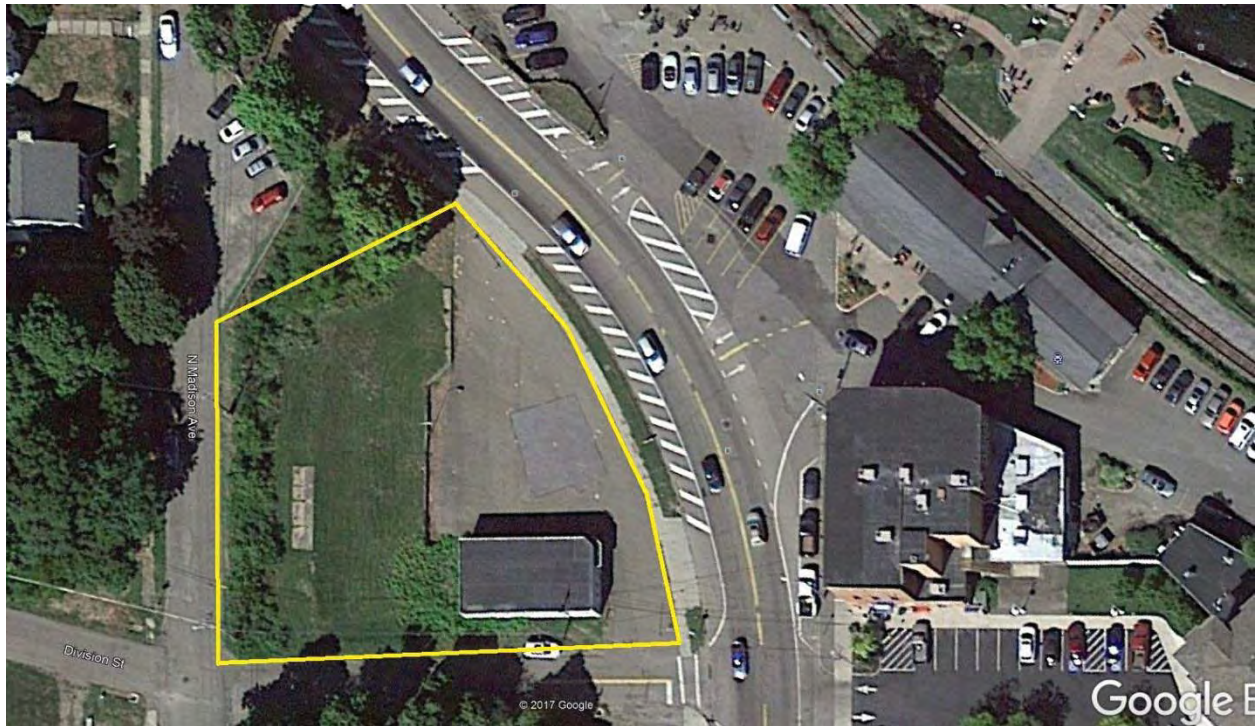
The **second facet** of FLBG is to obtain a separate parcel of property to erect a building (or purchase an existing, appropriate building) with sufficient space to establish a microbrewery in the 10-20 barrel capacity range. This brewery would initially help to accentuate the brew garden's offerings, and could eventually develop into the capacity to enable wholesale distribution of our quality products. The reasoning behind employing a second facet of FLBG is due to space restraints on the main subject property. It simply is more financially feasible to brew off-site and transport beverages to the FLBG than to sacrifice valuable real estate that could be used as outdoor space.

The proposed FLBG property is located in one of the most prominent places in the village. It sits at the northern gateway to town, and a vibrant, family-oriented gathering place such as the one proposed would help to set the tone of visitors' experience here. Much may be said for first impressions, and the current state of this vacant building and property is **not** a fair representation of the lively and fun atmosphere that our town and region have to offer! Unfortunately, outdoor activity options such as those planned are currently not as easily found as lake and water-related activities. Specifically, land based outdoor activities and games in which children and young adults can participate are extremely rare in the area, and **virtually non-existent** in and around downtown Watkins Glen. The development of this green space is perhaps the most transformative feature of this DRI proposal, creating a venue and vibe for activities that no one else currently offers.

The NY Times published an article entitled "Beer Gardens Everywhere" by Alan Feuer. As part of the piece, Alan states "Beer gardens have achieved such cultural ascendancy that even grand masters are getting into the act." He goes on to list several NYC developers and beer illuminati that have opened these types of establishments. The article wraps up with a quote from an owner of a NYC beer garden: "People think that if they do this, they can get success," Mr. Spacek said. "But they forget: It is not just about big wood benches and selling beer. It is about the environment you create — and how you feel."

The aim of FLBG was to create the environment and feel he alluded to, before we ever came across this article. This successful entrepreneur's sentiments show that FLBG is on the right track to be a very successful commercial and cultural endeavor. Support from the DRI would help to ensure a strong start, and lasting success, that will pay dividends back to our community for many years to come!

Site Photos



Example-of-Concept Photos



Preliminary Funding Estimate

The total preliminary startup cost of Finger Lakes **Brew**Garden will be \$705,000

FLBG will be funded through the personal cash investments of the owners, who will also secure funding through a small business loan. Other sources of funding may include: Empire State Development Corp, REDEC, NYS Tourism Board, and the DRI.

The amount of funding being requested from the DRI is \$450,000. Funds received from DRI would be applied directly to the cost of rehabilitation of the Clifford Building, improvements to the adjacent grounds, and to aid in the purchase of brewing equipment. Please note that funding received would be applied to hard assets and to secure a multi-year lease on the FLBG property **ONLY**, and is **NOT** intended to be used for operating capital, beginning inventory, etc. An itemized list of costs is below:

TOTAL COST of PROJECT (Preliminary)			\$ 705,000
Facet 1 Brew Garden			
Building Rehab			
	Bathrooms	70,000	
	Services / Interior Upgrades	30,000	
	Kitchen & Bar Equipment	50,000	
	Décor / Fixtures	20,000	\$ 170,000
Exterior /Green Space			
	Retaining Wall	30,000	
	Fill/Grade	30,000	
	Fencing, Landscaping	25,000	
	Fixtures / Games	5,000	\$ 90,000
	Property Lease		\$ 130,000
Start-Up Costs:			
	Legal	3,000	
	Inventory	10,000	
	Operating Capital	20,000	\$ 33,000
			\$ 423,000
Facet 2 Microbrewery			
	Lot/Land	12,000	
	40' x 60' Building & Slab	45,000	
	Equipment:		
	10 bbl brew equip (used)	180,000	
	20' x 20' walk-in cooler	15,000	
	Truck/Trailer (used)	30,000	
			\$ 282,000

Responsible Parties / Project Partners

All assets will be covered by a New York based LLC. Anna Scheffey-Hohle and Johanna Tuttle will be the major stakeholders in the LLC, along with their respective husbands Steven B. Hohle and John Tuttle. Each of these individuals possess unique experience and talents that, when combined create an impressive management team. Anna possesses a Master's Degree in Social Work, and Johanna has received a Bachelor of Arts degree in Psychology. Both Anna and Johanna have professional experience working with children and youth in a school setting. Anna has a keen interest and natural talent for spotting the emerging commercial, marketing, and style trends. Her extensive international travels give her a broad perspective on the public's view toward commerce. Johanna has a strong stake in the community as the Director of the Schuyler County Youth Football League, Cheerleading program for 8 years and current youth soccer coach for the Schuyler County Strikers program. The qualities these women possess provide them with insights into designing a site layout and planning FLBG activities that would be welcoming to **everyone**, and especially engaging and entertaining to youth and young adults. John has 20 years of professional retail management experience, and has food service training and licenses through his current employer. Steven possesses a Bachelor of Science degree in Horticulture / Business, has professional management experience, and has several years of experience in the art & science of brewing craft beer.

Site Ownership/ Legal Jurisdiction

FLBG is to be located at 11 N. Franklin Street in the village of Watkins Glen, NY and sits in the Town of Reading's jurisdiction. The property owner is Thomas Clifford, with whom FLBG has already been in negotiations to occupy the site. During discussions, Mr. Clifford stated that environmental studies have been conducted on the property due to the nature of its former use. The environmental test results proved to be acceptable to NY State authorities.

Anticipated Revitalization Benefits

There will be both **qualitative** and **quantitative** benefits derived from this DRI project:

On a tangible and measurable level, FLBG will create an estimated 5 permanent jobs its first year of operation. As a result of sales generated through FLBG, tax revenues will be generated for local municipalities. Because of FLBG's commitment to using locally-grown products where feasible, other local individuals and businesses will also benefit from seeing an increase to their businesses. It has been said that "a rising tide raises all boats", and it is in this spirit that FLBG intends to be an active community partner. When speaking of qualitative benefits, this project also yields several. Beautification of our community will be achieved, simply by having such a prominent building and property revitalized and occupied. Further, by providing entertainment options that are not currently available, FLBG can help to greatly enrich the experience of young people that visit with their parents. In turn, the memories created here will serve to draw those same people back to our community both to visit and to live. Hosting special events, advertised through a robust and ongoing social media campaign, will help to draw new visitors as well as current local residents to our downtown by offering a unique, beautiful, and inviting venue for meetings and parties. More visitors, in turn, will serve to draw even more businesses, thus creating a snowball effect for dining, shopping and entertainment options for everyone in town!

Timeframe for Implementation and Project Readiness

There is an estimated 6-month time frame required to fully implement both facets of FLBG. Implementation of Facet 1, the Beer Garden and building, can be initiated immediately. Renovations inside the building would not be hampered by inclement weather. Some construction to the green space may be undertaken, but the balance of grading and landscaping would be expected to take place in early spring 2018. Facet 2, the Microbrewery, could also be started, but Federal and State permitting and licensing has routinely been known to take up to 6 months, leaving that time for FLBG to acquire an appropriate site and gather brewing equipment.

Graft Outdoor Space - Revised

From: Ted Marks <ted@atwatervineyards.com>
Date: December 8, 2017 at 11:29:12 AM EST
To: Kristian VanHorn <kvanhorn@co.schuyler.ny.us>
Cc: SCOPED <scoped@lightlink.com>
Subject: DRI

#1: Project Title

Plaza @ 202 N. Franklin Street

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#2: Preliminary Funding Estimate

\$31,500.00 DRI Requested Funds
\$10,000.00 From Private Funds
\$41,500.00 Total Project Funds Needed

#3: Summary Description

Helen Holland, the owner of the lot who also owns the Glenn Mountain Market building and I, Ted Marks owner of 204 N Franklin Street, housing GRAFT NY Wine & Cider Bar, would like to place an open eating plaza between our two buildings. The lot is approximately 24 ft. wide and 36 ft. deep. On the South wall, of the lot, is the awesome racing painting by Bob Gillespie which extends back about 17 feet from the sidewalk. At that point, we would like to put an arbor and/or awning cover going back another 19 feet to the garage. (Thus we will not cover any of the wall painting).

We would then like to put in pavers or bricks as a base for walking and then place tables for outside dining with some lighting in the form of decorative ambient lighting for evening enjoyment. We would also do landscaping to bring a relaxed family atmosphere to the area. Patrons would be able to sit either under the arbor or out in the open sky and enjoy an evening meal with (hopefully) wine or whatever. Obviously Glen Mountain customers will be able to bring out their lunches and/or coffee also in the morning and afternoon sun.

Our intentions are not to make this an outdoor venue, but we could be open to a one person source of music such as a piano or guitar occasionally as a background to an evening out. This would not be open beyond our normal hours which tend to be no later than 11 PM. We would also not make this a area for pass through traffic to the alley. It would be our responsibility to maintain the cleanliness of the area each and every night.

We are asking for about \$31,500.00 from the DRI funds to pay for the arbor and purchase tables and benches and landscaping that can be out in the weather and be subject to public use. We both feel this will enhance our businesses and make Franklin Street inviting to our local customers and tourist.

The historic racing paintings on both of our buildings need to be exploited as they are part of the entrance to our community. With the increased private funding added from our original estimate, we want to add lighting to high lite **BOTH** of the Bob Gillespie paintings. The one on the Glen Mountain Market building and the one on the Graft building. We would light both paintings with specially designed lighting that would come on in the evenings and turn off at approximately 11 PM. We have not yet had the opportunity to arrange lighting facilities for the Glen Mountain painting, but the Graft artwork will be by fixtures opposite the painting on the Glen Mountain Market building. We will work with either the Glen Theater or the village for proper fixtures opposite the painting on the North Wall of the Glen Mountain Market to accomplish this exciting project.

#4 - 5 Responsible Partners, Project Partners and Site Ownership

Helen Holland, Owner of land
200 N Franklin Street
Watkins Glen, NY

Edward T. Marks, Owner of Graft and 204 N. Franklin Street
Atwater Estate Vineyards
5055 Route 414
Burdett, NY 14818

Both parties will be responsible to implement the project and Graft will be responsible for daily maintenance of the site.

#6 Anticipated Revitalization Benefits

We expect the addition of one staff person will be added to GRAFT.
The lot currently is gravel, overgrown weeds and has little redeeming value

We will use professional landscapers to beautify and design the space making it attractive to tourist who walk by daily to and from the waterfront. We sincerely feel the park like setting will enhance the visitors experience in Watkins and encourage them to take advantage of the Glenn Mountain Market, Graft and even Nick's Bar B Que across the street.

Highlighting (Pun intended) of the two paintings will always and immediately make those entering our Village from the North realize how important our racing heritage is to our community.

#7 Timeframe

We would like to start it so it will be ready for 2018 season, but realize we will have to wait for approval from NY State. We would expect the project to not take more than 2 to 3 months to finish the project. As soon as assurances are secured for funding we will start the process of design and implementation.



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

4th Street Walkway & Landscaping

Cargill DRI Project Proposal

Fourth Street Walkway & Landscaping

Project Title

Develop an attractive walkway and landscaping along East Fourth Street in front of Cargill Salt.

Preliminary Funding Estimate

The total cost for the project is estimated to be \$160,000. We request \$120,000 in DRI funds to fully develop the landscaping along the walkway. The remainder of the funds would be provided by Cargill in addition to the ways in which Cargill will be contributing to the project which are highlighted below in the project description.

Summary Description

The walkway and landscaping would extend east from the current Cargill administrative offices (brick building) to the current truck entrance gate. The current fencing would be moved to the north by approximately 8-10 feet to allow for appropriate room for a berm, landscaping and walkway. This area would be included in a landscaping type of easement that would provide access. Cargill would provide access to water for the irrigation of the landscaping. The berm would require a retaining wall on the backside which would also allow for the fencing to be raised. The landscaping would consist of trees to provide an attractive screen of the manufacturing facility. The rail crossing areas would be maintained with access through an updated fencing material. The current brown building adjacent to the sidewalk will remain but could present an opportunity for a mural to soften its presence.

Identification of the Responsible Parties and Project Partners

The land immediately north of the current sidewalk is owned by Cargill. Long term Cargill could manage the landscaping or Cargill could possibly develop a landscaping type of easement with the Village of Watkins Glen to care for the landscaping once installed. This activity would possibly tie into additional landscaping or flowers that could be added to or around the bridge or Clute Park area.

Site Ownership/Legal Jurisdiction

The land immediately north of the current sidewalk is owned by Cargill. This plan does work well with the current planned expansion of the south warehouse.

Anticipated Revitalization Benefits

The East Fourth Street Walkway is a part of the much larger strategic Waterfront Pathway & Proposed Extension project. This larger project connects the Downtown and Waterfront areas with Clute Park which is a part of the overall DRI Goal 4: Quality of Life.

Timeframe for Implementation and Project Readiness

The timing for implementation of this project is the fall of 2018. This fits well with both the planned Cargill warehouse expansion project as well as the overall DRI timeline.

