



Village of Watkins Glen

Downtown Revitalization Initiative

Public Workshop #2

December 13, 2017

Agenda

- 1. Welcome**
- 2. Overview of DRI Program**
- 3. Rotating Work Sessions**
- 4. Report Back and Next Steps**

Local Planning Committee

Judy McKinney Cherry, CEcD

Hon. Laurie DeNardo

Jon Beckman

Hon. Dennis Fagan

Jeannette Frank

Brittany Gibson

Eric Hollenbeck

Peter Honsberger

Keith Klug

Tim O'Hearn

Amanda Smith-Socarlis

Ben Stamp

Kristin VanHorn

Ken Wilson

Hon. Gary Schmidt

SCOPED

Village of Watkins Glen

Resident

Schuyler County Legislature

The Arc of Schuyler

Watkins Glen Area Chamber of Commerce

Hollenbeck Film + Experience Company

The Great Escape Ice Cream Shop

Cargill Salt

Schuyler County

Seneca Physical Therapy

FLX Gateway CDC

Schuyler County Planning

Resident

Village of Watkins Glen

Co-chairs in bold

New York State and Consultants

New York State

Department of State

Homes and Community Renewal

Empire State Development Corporation

BFJ Planning

Susan Favate, Principal, AICP

Simon Kates, Associate, AICP, LEED AP

Ariana Branchini, Planner

Thread Collective

Gita Nandan

Elliott Maltby

Amanda

What is the Downtown Revitalization Initiative?

\$100 Million State Investment in 10 downtown neighborhoods nominated by REDCs

Strategic Investment Plans will identify projects funded through the DRI, and ones funded by other public & private resources

Key Ingredients of a DRI Plan:

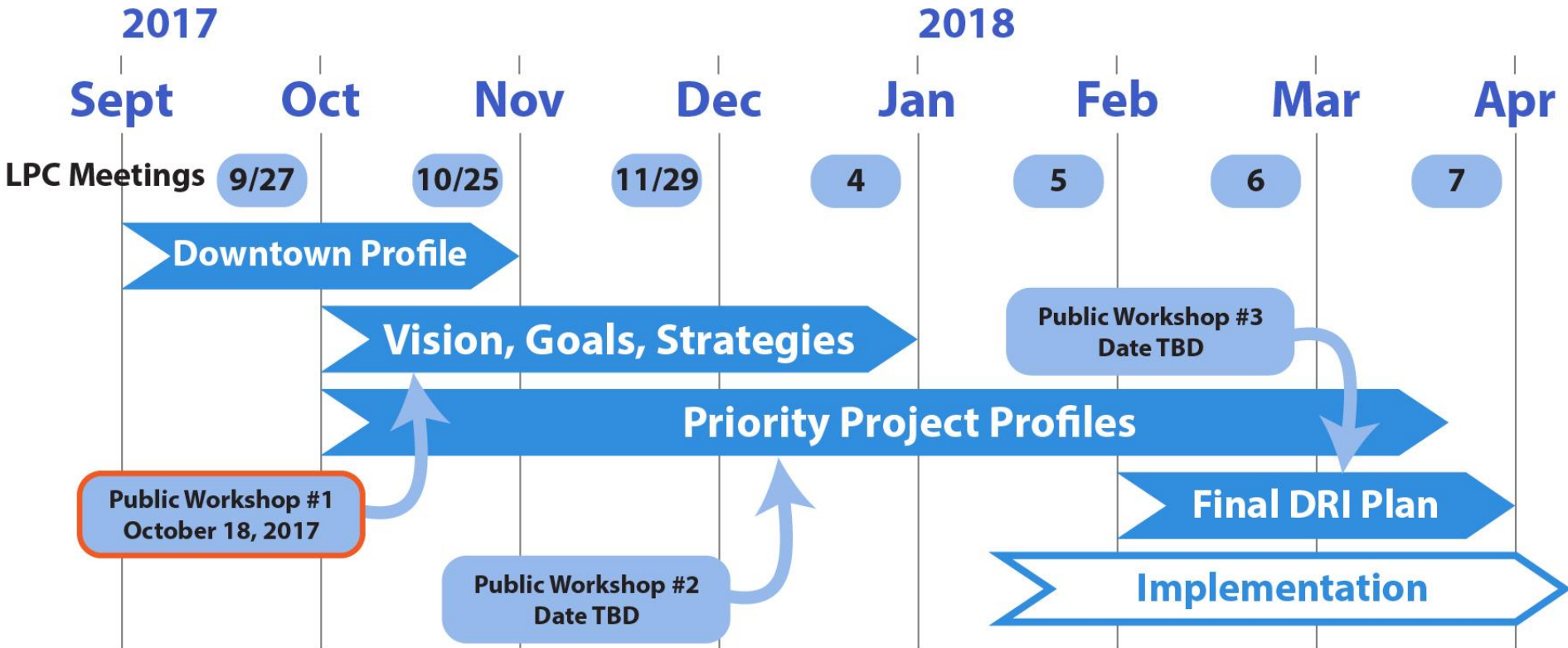
- A clear vision for the downtown.
- Goals and strategies to accomplish the vision.
- An action plan with a timeline for projects, initiatives, and actions.
- A strategic investment plan with catalytic projects to implement the plan.



Strategies to build on your DRI Application

- Robust ***public participation*** to identify priority projects.
- Emphasize ***capital projects*** such as public infrastructure or private development.
- Identify ***strategic matching grant/revolving loan funds*** to support capital projects.
- Favor projects that ***leverage additional public and private funds.***
- Develop metrics to demonstrate ability to kick-start ***downtown economic development.***

Project Timeline



Public Engagement

Public Workshop #1, October 18

Public Workshop #3, March 2018

Online Survey, January-February
2018

Online Tools

- Facebook, Instagram, Twitter:
@WatkinsGlenDRI



Watkins Glen DRI Boundary



Watkins Glen Downtown Vision

The vision of the Watkins Glen Downtown Revitalization Initiative is to leverage the accessible Seneca Lake waterfront, famous wine trails, vibrant arts scene, internationally recognized racetrack with a storied auto-racing heritage, and world class State Park for progressive community development that retains and enhances our unique character to sustain a year-round innovative and prosperous economy that is supported by our community.

Vision statement was created for the DRI Application based on public input and prior planning work in the Village.

Watkins Glen Downtown Goals

Goal 1: Downtown Living

Build on the strong sense of place in Watkins Glen by increasing walkability, providing a range of housing types, and promoting downtown as a mixed-use district.

Goal 2: Culture & Entertainment

Create an active downtown environment for residents and visitors by supporting arts and cultural organizations, nightlife, youth-oriented activities, and regular events.

Goal 3: Economic Development

Attract high-paying jobs, skilled workers, and young professionals by promoting year-round local-based businesses and investment in infrastructure.

Goal 4: Quality of Life

Promote Watkins Glen's identity as a vibrant community for residents, businesses, and visitors.

Project Types

Eligible for DRI Funding:

- Public Improvements
- New Development and Rehabilitation of Existing Structures
- Revolving Loan and Grant Funds
- Branding and Marketing

The DRI Plan may include two types of projects:

- Priority Projects that are recommended for DRI funding.
- Other important projects that should seek funding from other sources.

Not Eligible for DRI Funding:

- Planning activities
- Staff costs
- Training expenses
- Program expenses

Note: DRI funding can only be used to purchase private property at ***appraised fair market value***.

Criteria for Selecting Priority Projects

- ***Estimated project cost.***
- ***Anticipated community benefits.***
- ***Potential to catalyze downtown transformation.***
- ***Estimate of job creation.***
- ***Project Feasibility.***
- ***Demonstration of public support.***

Open Call for DRI Projects

- We received 30 responses by November 20.
- Wide range of project types:
 - Upper-floor renovations.
 - Façade improvement.
 - Business development.
 - Building renovation.
 - Large-scale development projects.
 - Open space.
- Project estimates range from \$22,000 to \$18 million.
 - Largest DRI project request is \$1.5 million.

Open Call for DRI Projects

Topics for Consideration

- Which projects will have the greatest impact?
- Can some projects be combined?
- How should the LPC address private leverage? Three factors:
 - LPC can set a required private match for certain project types (e.g., façade improvements require a 50-50 match).
 - If LPC is requiring certain community benefits, the DRI contribution can be an incentive to get buy-in (e.g., improved site design or workforce housing).
 - DRI funds can be used to make up a financing gap.

Tonight's Objectives

Rotating Work Sessions

One design station to come up with site plan ideas for Clute Park

Four stations organized by the Watkins Glen DRI Plan Goals

- Downtown Living
- Culture/Entertainment
- Economic Development
- Quality of Life

Report Back

Tonight's Objectives

1. Provide input on project ideas and generate design concepts through facilitated discussion.

- How can Clute Park and other opportunity sites be developed?

2. Provide input on preliminary project ideas.

- Which ideas will have the greatest impact?
- What details do we need to shape priority projects?

3. Write your ideas on maps and flip charts to help guide creation of the Watkins Glen DRI Plan.

Workshop Instructions

1. Check your agenda to find your Group Number.
2. Each group will rotate through the Clute Park station for 20 minutes.
3. When you are not scheduled for the design station, please visit all four open house stations.
4. Write your ideas on maps and flip charts to help guide creation of the Watkins Glen DRI Plan.

Schedule for Group 1	
6:00 – 6:20	Introduction
6:20 – 6:40	Clute Park Design Station
6:40 – 7:40	Open House Stations
7:40 – 8:00	Report Back

Next Steps

Continue to update and revise list of preliminary projects.

Outreach to open call applicants.

Begin preparing the public survey to get input on potential projects.

Upcoming LPC Meetings.

- Wednesday, January 10
- Wednesday, January 31
- Thursday, February 15
- Wednesday, March 14

For more information

Sign in to get on our email list.

Stay tuned for public survey about potential projects.

- Survey will be released in January

Attend future public workshops.

- Next workshop will be held in March

Visit us online.

- www.ny.gov/DRI

Follow us on social media for future meeting notices.

- @WatkinsGlenDRI on Facebook, Instagram, and Twitter



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