



# **Village of Watkins Glen**

## **Downtown Revitalization Initiative**

**Local Planning Committee Meeting #4**

**January 10, 2018**

# Agenda

- 1. Welcome**
- 2. Meeting Objectives**
- 3. Project Status and Timeline**
- 4. Public Engagement Update**
- 5. Discussion of Potential Projects**
- 6. Next Steps**
- 7. Public Comments**

# Local Planning Committee

**Judy McKinney Cherry**

**Laurie DeNardo**

Jon Beckman

Dennis Fagan

Jeannette Frank

Brittany Gibson

Eric Hollenbeck

Peter Honsberger

Keith Klug

Tim O'Hearn

Gary Schmidt

Amanda Smith-Socarlis

Ben Stamp

Kristin VanHorn

Ken Wilson

**SCOPED**

**Village of Watkins Glen**

Resident

Schuyler County Legislature

The Arc of Schuyler

Watkins Glen Area Chamber of Commerce

Hollenbeck Film + Experience Company

The Great Escape Ice Cream Shop

Cargill Salt

Schuyler County

Village of Watkins Glen

Seneca Physical Therapy

FLX Gateway CDC

Schuyler County Planning

Resident

**Co-chairs in bold**

# New York State and Consultants

## **New York State**

NYS Department of State

NYS Homes and Community Renewal

NYS Empire State Development

## **BFJ Planning**

Susan Favate, Principal, AICP

Simon Kates, Associate, AICP, LEED AP

Ariana Branchini, Planner, AICP

# Meeting Objectives

- 1. Trim down the list of projects by eliminating from consideration projects that are not appropriate for the DRI program.**
  - Reasons a project may not be appropriate:
    - Not eligible for DRI funding.
    - Not ready for short-term implementation.
    - Not feasible.
    - Not transformative.
- 2. Start to consider which projects should be recommended for DRI funding versus projects that should be included in the plan for other funding sources.**

# Project Status and Timeline



# Public Engagement Update

## Public Engagement Event 2, December 13, 2017

- Goal 1: Downtown Living
  - Support for zoning for Short Term Rentals.
  - Need for more year-round workforce housing.
  - Support for the residential upper-floor conversions.
  - Watkins Glen housing, neighborhood, and childcare center identified as potentially transformational.

# Public Engagement Update

## Public Engagement Event 2, December 13, 2017

- Goal 2: Culture and Entertainment
  - Need for family-friendly activities.
  - Positive feedback for:
    - Clute Park year-round recreation improvements
    - Renovation of the VFW building into spa and fitness center.
  - Need for affordable entertainment/recreation opportunities.
  - Resources for working families and child care were identified as a priority.

# Public Engagement Update

## Public Engagement Event 2, December 13, 2017

- Goal 3: Culture and Entertainment
  - Support for expansions of existing businesses.
  - Support for infill development of underutilized sites.
  - Need for more family-oriented and year-round uses.
  - The Schuyler Hospital walk-in clinic generated support from members of the public. Possible locations included 715 Franklin, the Guthrie Building and the former NYSEG building on Franklin Street.
  - Concern over how new development would accommodate additional parking demand.

# Public Engagement Update

## Public Engagement Event 2, December 13, 2017

- Goal 4: Quality of Life
  - Support for design elements along bike and walking paths, including parking, green fences, hanging baskets and streetscaping.
  - Need for improved bicycle and pedestrian infrastructure and made note of the limited mobility for persons with disabilities.
  - Art Prize from Grand Rapids could be a model for the public art program.

# Public Engagement Update

## Public Engagement Event 2, December 13, 2017

- Clute Park Design Station
  - Retain green space and not be overdeveloped.
  - The beach, kayak launch, playground, and skate park should be upgraded and maintained.
  - Desire to see the following elements in the masterplan:
    - Ice rink
    - Gardens
    - Playgrounds, benches, and tables
    - Permanent infrastructure for events (e.g., movie nights)
    - Walking/running path
    - Access to the water for swimming and boat launch
    - Dog park
    - Lake views.

# Discussion of Potential Projects

## Six criteria for selecting projects for DRI funding

- **Cost:** Estimated cost to public- and private-sector partners and operating costs.
- **Community Benefits:** Potential tax revenue and other anticipated community benefits.
- **Catalytic Potential:** Potential to transform downtown, leverage additional funding, make a long-term impact.
- **Job Generation:** Estimated employment and workforce development potential.
- **Feasibility:** Capacity to implement, project readiness, site control, regulatory challenges.
- **Public Support:** Demonstration of support based on Public Engagement Events and prior planning.

# Project Selection Matrix

## Explanation of Preliminary Screening Analysis

|   | Cost                        | Community Benefits      | Catalytic Potential      | Job Generation    | Feasibility                     | Public Support |
|---|-----------------------------|-------------------------|--------------------------|-------------------|---------------------------------|----------------|
| ● | Low Cost (<\$500k)          | Many Community Benefits | High Catalytic Potential | Creates Many Jobs | Few Barriers to Implementation  | High           |
| ◐ | Medium Cost (\$500k - \$2M) | Some Community Benefits | Some Catalytic Potential | Creates Some Jobs | Some Barriers to Implementation | Medium         |
| ○ | High Cost (>\$2M)           | Few Community Benefits  | Low Catalytic Potential  | Creates Few Jobs  | Many Barriers to Implementation | Low            |

Other issues to consider in evaluating potential DRI projects:

- What will the DRI funding be used for?
- Is there an alternative source of state, federal, or private funding that could support the project?
- Are ongoing operating arrangements needed for the project to be successful?

# Ground Rules for DRI Project Selection

For all potential DRI projects:

- Not all submissions will be selected.
- Some projects may be combined into multi-site projects.
- Project details can be refined in coordination with applicant.

Proposals by LPC members:

- Committee members can provide factual information, but no advocating.
- Must recuse themselves from project selection process.

# Goal 1: Downtown Living

|    | Project Name                                   | DRI Funding | Other Funding | Total Project Cost |
|----|--|-------------|---------------|--------------------|
| 1A | 15 North Franklin Renovation                   | \$275,000   | TBD           | \$275,000          |
| 1B | Housing, Neighborhood and Childcare Center     | \$1,500,000 | \$16,338,105  | \$17,838,105       |
| 1C | Upper Floor Residential Conversion Fund        | \$200,000   | \$200,000     | \$400,000          |
| 1D | Zoning Revisions to Address Short Term Rentals | \$50,000    | \$0           | \$50,000           |
| 1E | Lake View 302 E 2 <sup>nd</sup> St             | \$325,000   | \$175,000     | \$500,000          |
| 1F | Renovate the CarQuest Building with Mixed Uses | \$200,000   | \$220,000     | \$420,000          |
| 1G | Renovate 214 N Franklin St                     | \$840,000   | \$360,000     | \$1,200,000        |

# Goal 2: Culture and Entertainment

|    | Project Name  | DRI Funding | Other Funding | Total Project Cost |
|----|---|-------------|---------------|--------------------|
| 2A | Clute Park Year-Round Recreation Improvements                               | \$2,200,000 | \$1,700,000   | \$3,900,000        |
| 2B | Watkins Glen Performing Arts Center Upgrades                                | \$1,500,000 | \$1,500,000   | \$3,000,000        |
| 2C | Captain Bill's Port of Seneca Lake Cruise Terminal                          | \$375,000   | \$375,000     | \$750,000          |
| 2D | Renovate the Former VFW Building into a Full Service Spa and Fitness Center | \$250,000   | \$2,012,000   | \$2,262,000        |
| 2E | Redevelop 602 N Franklin Street   |             |               | TBD                |
| 2F | Seneca Lake Wine Trail Cultural Center                                      | \$378,000   | \$42,000      | \$420,000          |
| 2G | Artist's Retreat and Recording Studio                                       | \$44,000    | \$44,156      | \$88,156           |
| 2H | FLX Outdoor Adventure and Discovery Center                                  | \$500,000   | \$55,000      | \$555,000          |
| 2I | Amusement Center  | \$250,000   | \$250,000     | \$500,000          |
| 2J | Pirate-Themed Miniature Golf  | \$1,000,000 | \$0           | \$1,000,000        |
| 2K | Revitalize Seneca Clipper Inn to New 3-Story Hotel                          | \$500,000   | \$3,500,000   | \$4,000,000        |
| 2L | Tourist Map   |             |               |                    |

# Goal 3: Economic Development

|    | Project Name                                 | DRI Funding | Other Funding | Total Project Cost |
|----|--|-------------|---------------|--------------------|
| 3A | FLX Works                                    | \$600,000   | \$800,000     | \$1,400,000        |
| 3B | Schuyler Hospital Walk-In Clinic             | \$100,000   | \$300,000     | \$400,000          |
| 3C | Business Signage Program                     | \$200,000   | \$200,000     | \$400,000          |
| 3D | Mixed-Use Development at 715 Franklin St     |             |               | TBD                |
| 3E | Renovate Third Street Carriage House         | \$700,000   | 0             | \$700,000          |
| 3F | Façade Improvement—Multi-site                |             |               |                    |
| 3G | Business Expansion/Creation                  |             |               |                    |
| 3H | Building Renovation—Multi-site               |             |               |                    |
| 3I | Develop 109-111 N Franklin St for Mixed Uses | \$300,000   | 0             | \$300,000          |
| 3J | Develop Promote Prosper—Retail Bootcamp      | \$65,000    | \$41,000      | \$106,000          |
| 3K | Renovate Maguire Chrysler                    | \$2,023,550 | \$2,023,550   | \$4,047,000        |
| 3L | Renovate First Baptist Church                | \$520,000   | \$65,000      | \$585,000          |
| 3M | Finger Lakes Brew Garden                     | \$450,000   | \$255,000     | \$705,000          |

# Goal 4: Quality of Life

|    | Project Name   | DRI Funding | Other Funding | Total Project Cost |
|----|--|-------------|---------------|--------------------|
| 4A | E 4th Street Pedestrian Improvements (Waterfront Multipurpose Pathway) | \$300,000   | \$40,000      | \$340,000          |
| 4B | New Street Lighting on Franklin Street                                 | \$1,500,000 | \$0           | \$1,500,000        |
| 4C | Sidewalk Repair Fund   | \$200,000   | \$200,000     | \$400,000          |
| 4D | Downtown Design Guidelines   | \$50,000    |               | \$50,000           |
| 4E | Public Artwork Program   | \$200,000   | 0             | \$200,000          |
| 4F | Lafayette Park Upgrades  | \$50,000    | \$200,000     | \$250,000          |
| 4G | Graft/Glen Mountain Outdoor Seating                                    | \$31,500    | \$10,000      | \$41,500           |

# Next Steps

Continue to revise preliminary project ideas.

Prepare for LPC Meeting #5

- Confirm date

Develop public survey questions for review by the LPC at the next meeting.

Upcoming LPC Meetings.

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

Final public workshop will be held in mid- to late-March (date tbd).

# Public Comment



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