



Village of Watkins Glen

Downtown Revitalization Initiative

Public Workshop #3

March 7, 2018

Agenda

- 1. Welcome**
- 2. Facilitated Discussion on Potential DRI Projects**
- 3. Next Steps**
- 4. 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

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.



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.

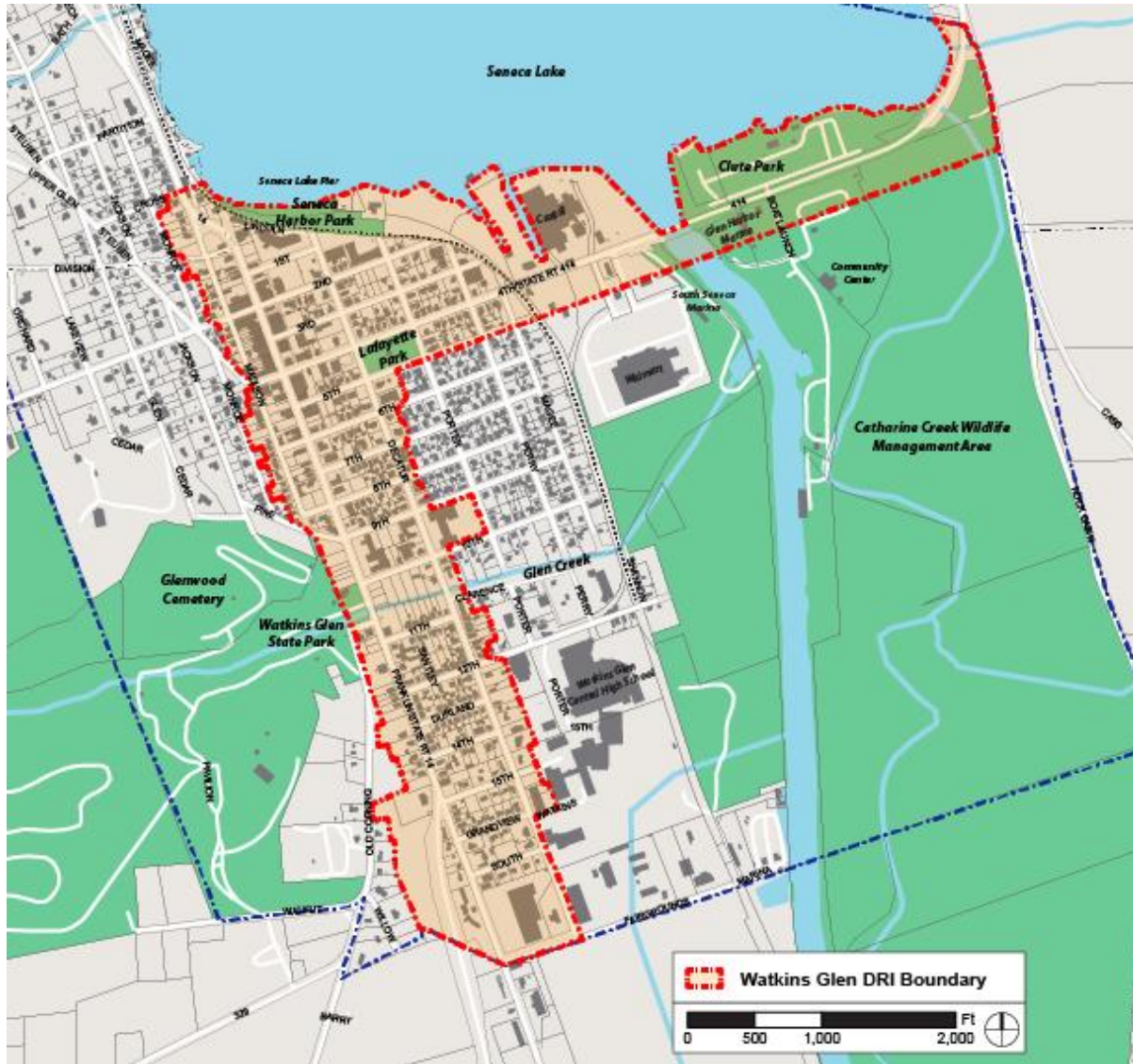
Goal 3: Economic Development

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.

Watkins Glen DRI Boundary (as revised)



Project Status and Timeline



Online Surveys Update

Visitor Survey – Open February 1 – March 5

- 212 responses.
 - Highest percentage of respondents (43%) from out-of-state
 - Most popular reasons for visiting included wineries, Watkins Glen State Park, and seasonal visits to Clute Park campground, friends, family.
 - Visitors seeking more restaurants, shopping options, entertainment.

Watkins Glen DRI Survey – Open February 16 – March 5

- 725 responses.
 - Highest percentage of respondents (44%) lived in the Village
 - 86% of respondents have had a connection to Watkins Glen for 10+ years
- Clute Park, East 4th Street Improvements, Lafayette Park Upgrades, and other **public projects** received the most support from respondents.
- Popular private projects included: 15 N Franklin Renovations; FLX Outdoor Adventure and Discovery Center; Downtown Revitalization Fund.

Criteria for DRI Projects

Projects recommended for DRI funding should:

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

Type of Projects Included in the DRI Plan

1. Projects Recommended for DRI Funding.

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

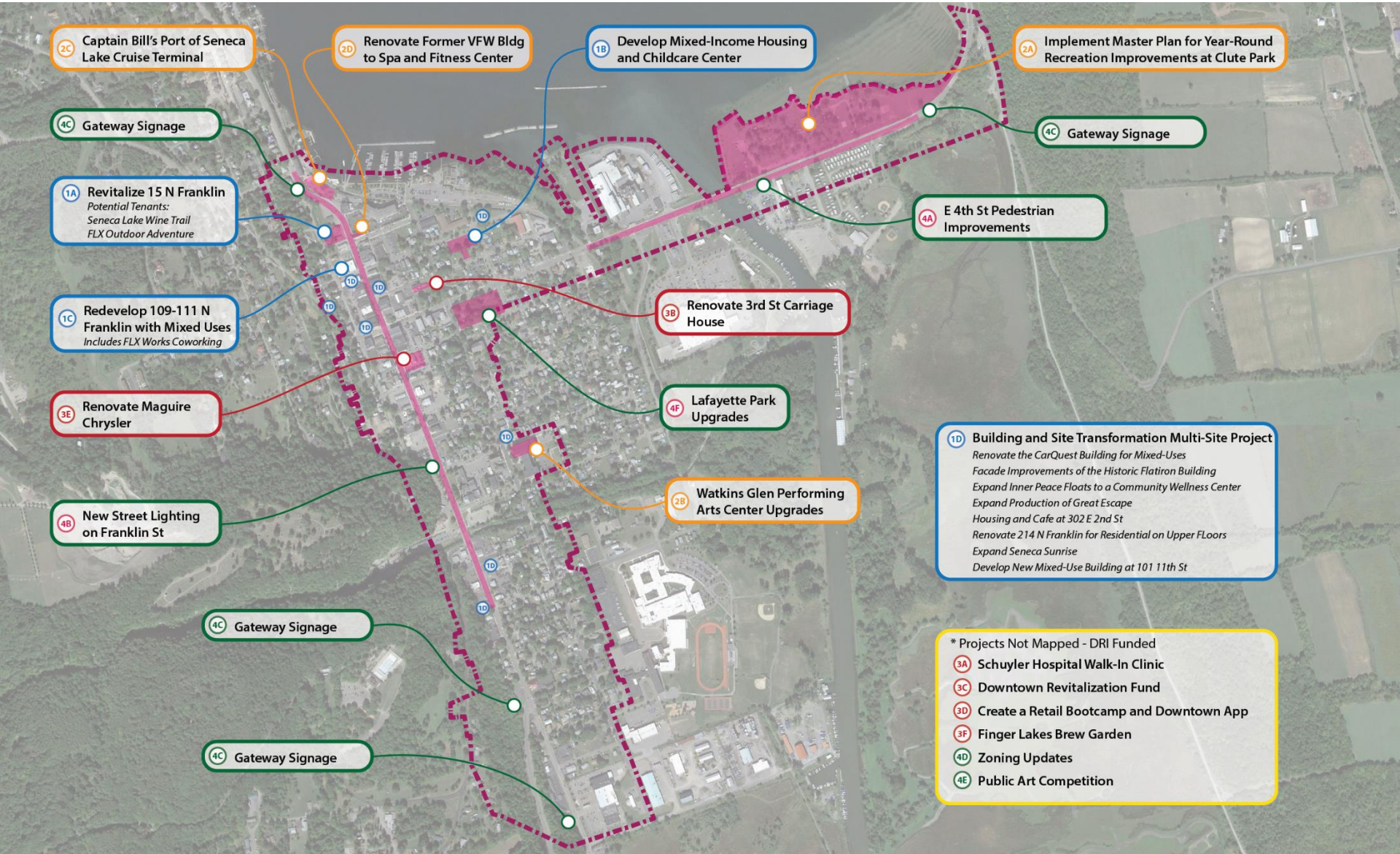
2. Village Priorities for Other Funding Sources.

- Projects not recommended for DRI funding, yet are important for achieving the Village's priorities.
- Inclusion in the DRI Plan can help Watkins Glen secure other funding in the future.
- Examples include: Redevelopment of the Wastewater Treatment Plant, Upgrading Aging Water/Sewer Lines

3. Additional Open Call Projects

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

Map of Projects Proposed for DRI Funding



2C Captain Bill's Port of Seneca Lake Cruise Terminal

2D Renovate Former VFW Bldg to Spa and Fitness Center

1B Develop Mixed-Income Housing and Childcare Center

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

4C Gateway Signage

4C Gateway Signage

1A Revitalize 15 N Franklin
Potential Tenants:
Seneca Lake Wine Trail
FLX Outdoor Adventure

4A E 4th St Pedestrian Improvements

1C Redevelop 109-111 N Franklin with Mixed Uses
Includes FLX Works Coworking

3B Renovate 3rd St Carriage House

3E Renovate Maguire Chrysler

4F Lafayette Park Upgrades

4B New Street Lighting on Franklin St

2B Watkins Glen Performing Arts Center Upgrades

1D Building and Site Transformation Multi-Site Project
Renovate the CarQuest Building for Mixed-Uses
Facade Improvements of the Historic Flatiron Building
Expand Inner Peace Floats to a Community Wellness Center
Expand Production of Great Escape
Housing and Cafe at 302 E 2nd St
Renovate 214 N Franklin for Residential on Upper Floors
Expand Seneca Sunrise
Develop New Mixed-Use Building at 101 11th St

4C Gateway Signage

4C Gateway Signage

* Projects Not Mapped - DRI Funded
3A Schuyler Hospital Walk-In Clinic
3C Downtown Revitalization Fund
3D Create a Retail Bootcamp and Downtown App
3F Finger Lakes Brew Garden
4D Zoning Updates
4E Public Art Competition

Goal 1: Downtown Living

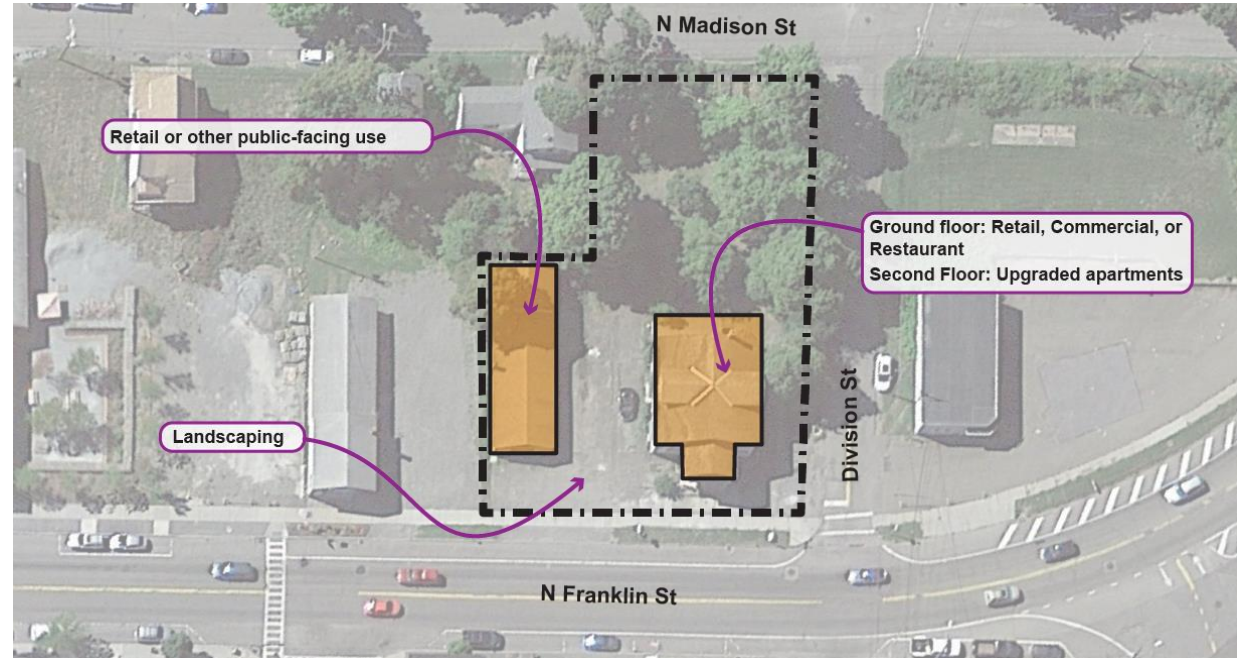
1A: Revitalize 15 N Franklin with Mixed-Uses and Apartments

Project Type: Rehabilitation

Cost Estimate: \$300,000

DRI Request: \$150,000

- Exterior improvements to facades, roof, and entrances.
- Landscaping to improve streetscape appearance.
- Upgrade second floor of filling station for residential use.
- Renovate ground floor of filling station for retail, commercial, or restaurant
- Renovate the garage for retail or other public-facing use.
- Potential site tenants: Seneca Lake Wine Trail, FLX Outdoor Adventure Center.



Goal 1: Downtown Living

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

Project Type: New Construction

Cost Estimate: \$18,000,000

DRI Request: \$1,500,000

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

Uses include:

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

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



Conceptual sketch of potential development



Goal 1: Downtown Living

1C: Redevelop 111 North Franklin with Mixed-Uses

Project Type: Rehabilitation/ New Construction

Cost Estimate: \$13,304,412

DRI Request: \$2,242,897

Mixed-use development at 111 North Franklin (Roosterfish building) by transforming the building from two stories to three.

Uses include:

- 24 apartment renting at \$700-\$1000/month.
- Existing brewery.
- Co-working space.
- Possible coffee shop.



Goal 1: Downtown Living

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

Project Type: Rehabilitation

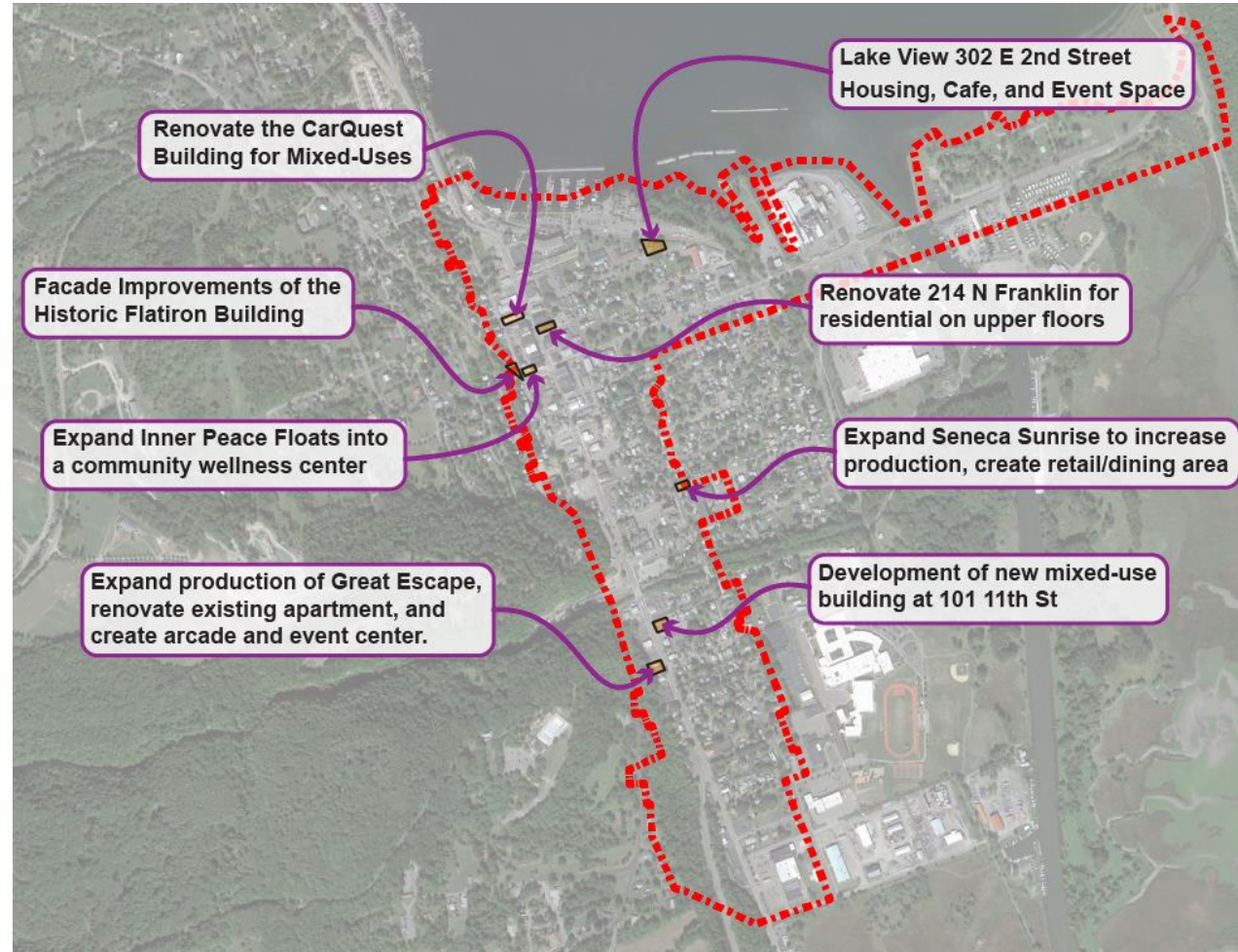
Cost Estimate: \$4,892,279

DRI Request: \$2,318,643

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

Criteria could include:

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



Goal 1 Priority Projects

Projects Potentially Recommended for DRI Funding

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

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

1C: Redevelop 111 North Franklin with Mixed Uses

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

Goal 2: Culture and Entertainment

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

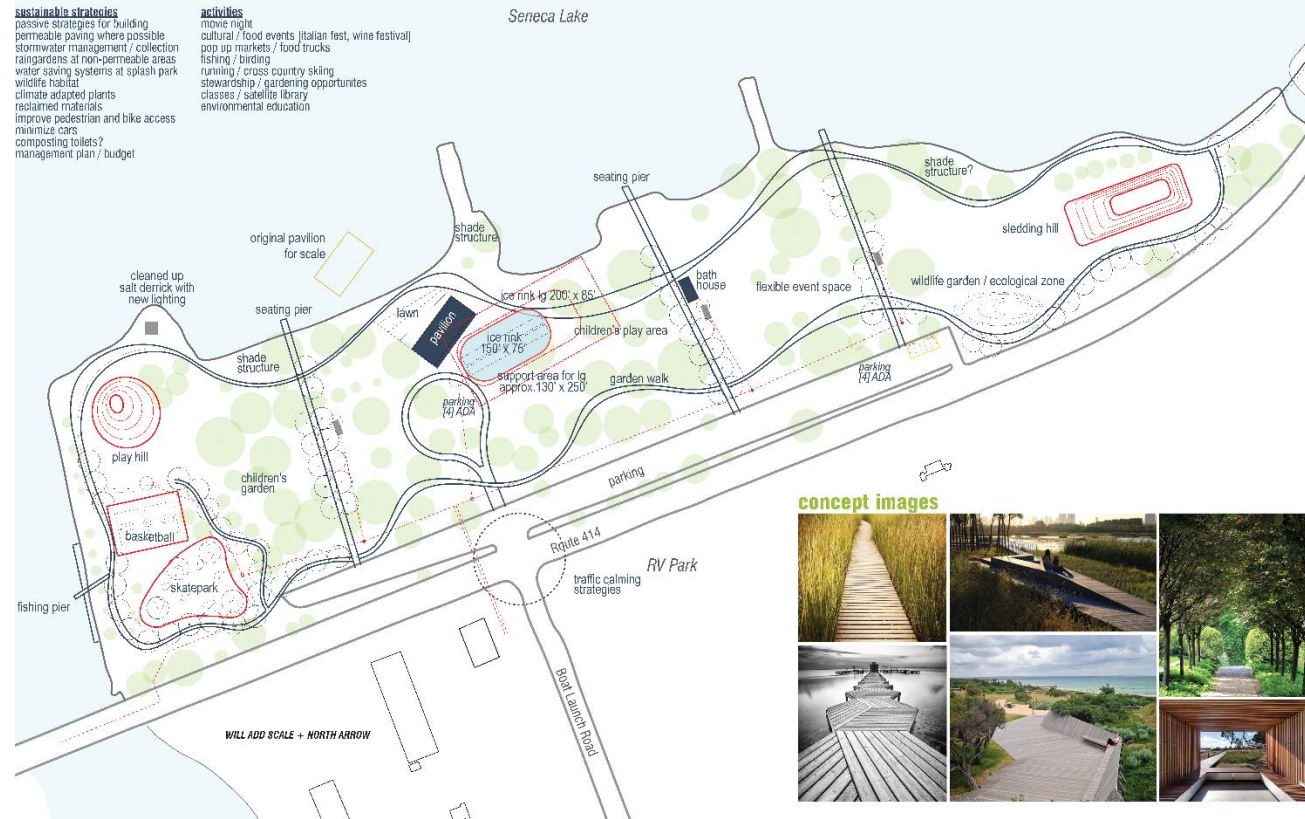
Project Type: Public Improvement

Cost Estimate: ~\$5,000,000

DRI Request: ~\$3,000,000

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

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



Goal 2: Culture and Entertainment

2B: Upgrade Watkins Glen Performing Arts Center

Project Type: Rehabilitation

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

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

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

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



Goal 2: Culture and Entertainment

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

Project Type: New Development

Cost Estimate: \$750,000

DRI Request: \$375,000

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

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



Goal 2: Culture and Entertainment

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

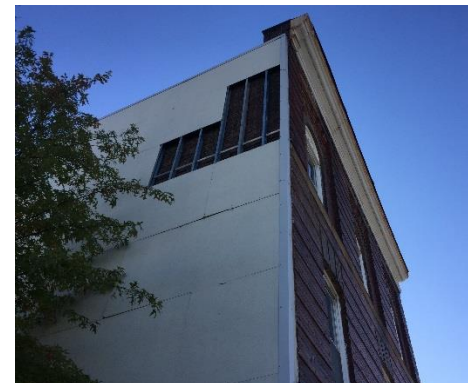
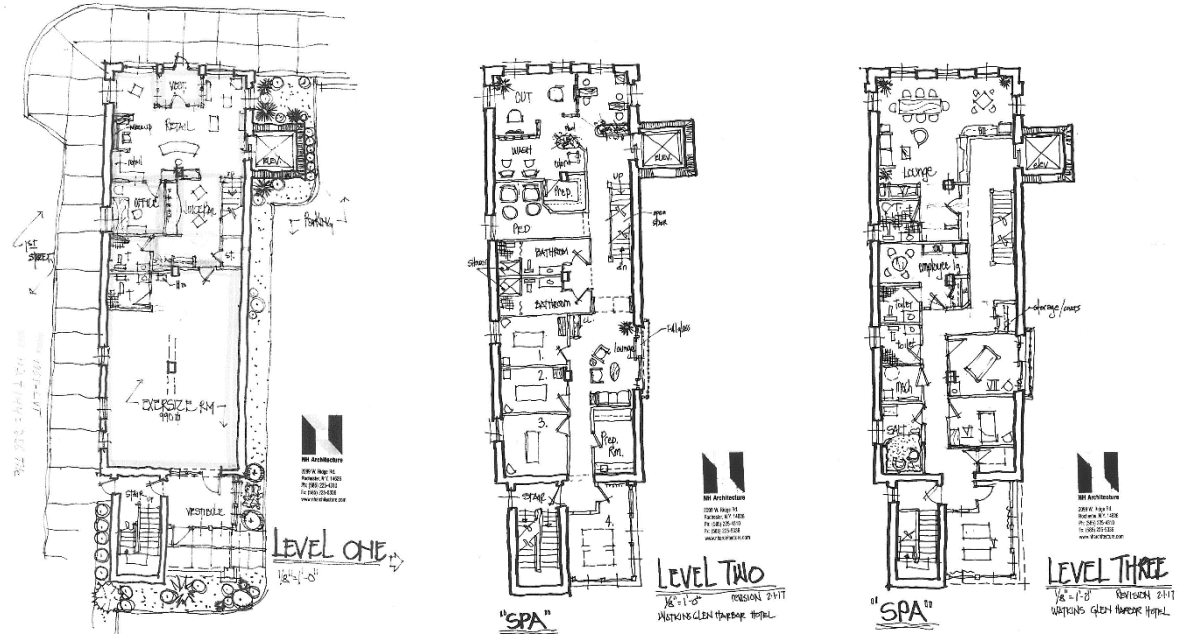
Project Type: Rehabilitation

Cost Estimate: \$2,262,000

DRI Request: \$250,000

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

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



Goal 2 Priority Projects

Projects Potentially Recommended for DRI Funding

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

2B: Upgrade Watkins Glen Performing Arts Center

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

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

Goal 3: Economic Development

3A: Open a Schuyler Hospital Walk-In Clinic

Project Type: Rehabilitation

Cost Estimate: \$400,000

DRI Request: \$100,000

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

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

Note: No site has been identified for this project.



Goal 3: Economic Development

3B: Renovate 3rd St Carriage House

Project Type: Rehabilitation

Cost Estimate: \$700,000

DRI Request: \$350,000

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

Elements of this project include:

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



Goal 3: Economic Development

3C: Create Downtown Revitalization Fund

Project Type: Fund

Cost Estimate: \$1,200,000

DRI Request: \$600,000

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

- Façade Improvement Program
- Upper Floor Residential Conversion Program

Note: Will include administrative costs.



Goal 3: Economic Development

3D: Enhance marketing of local businesses with a Retail Bootcamp and Downtown App

Project Type: Branding and Marketing

Cost Estimate: \$285,000

DRI Request: \$250,000

This project will provide technical assistance and funding for capital improvements and marketing to make local businesses more competitive and improve the image of downtown. Participating business will undergo a “Retail Audit” by a specialist, and will receive funding to implement physical improvements and marketing strategies. Project also includes creation of a Downtown Visitor App.



Goal 3: Economic Development

3E: Renovate Maguire Chrysler and Adjacent Carriage House

Project Type: Rehabilitation

Cost Estimate: \$3,000,000

DRI Request: \$1,000,000

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

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



Goal 3: Economic Development

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

Project Type: Rehabilitation

Cost Estimate: TBD

DRI Request: TBD

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

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

Note: No site has been identified for this project.



Goal 3 Priority Projects

Projects Potentially Recommended for DRI Funding

3A: Open a Schuyler Hospital Walk-In Clinic

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

3C: Create Downtown Revitalization Fund

3D: Enhance Marketing of Local Businesses with a Retail Bootcamp and Downtown App

3E: Renovate Maguire Chrysler and Adjacent Carriage House

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

Goal 4: Quality of Life

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

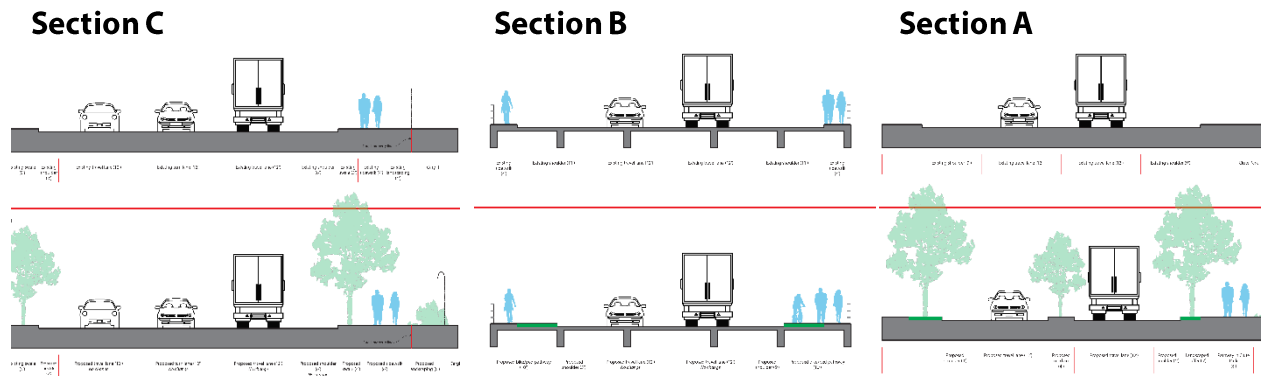
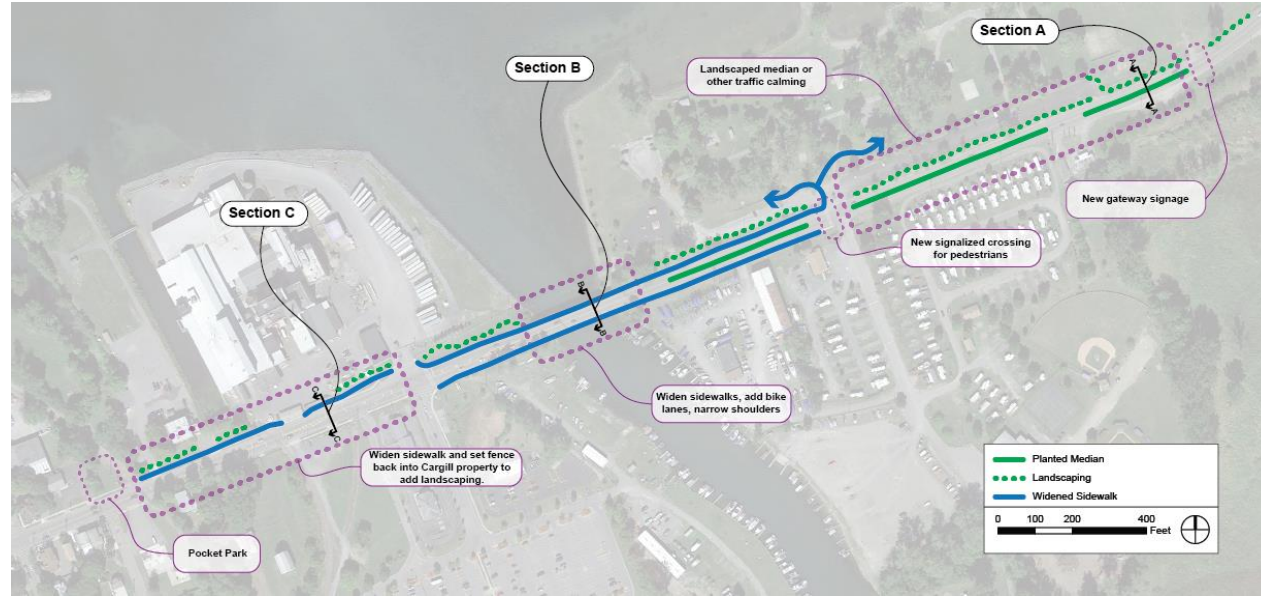
Project Type: Public Improvement

Cost Estimate: \$790,000

DRI Request: \$750,000

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

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



Goal 4: Quality of Life

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

Project Type: Public Improvement

Cost Estimate: \$1,500,000

DRI Request: \$1,500,000

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

Note: Could also include upgraded traffic signal poles.



Goal 4: Quality of Life

4C: Install Gateway and Wayfinding Signage

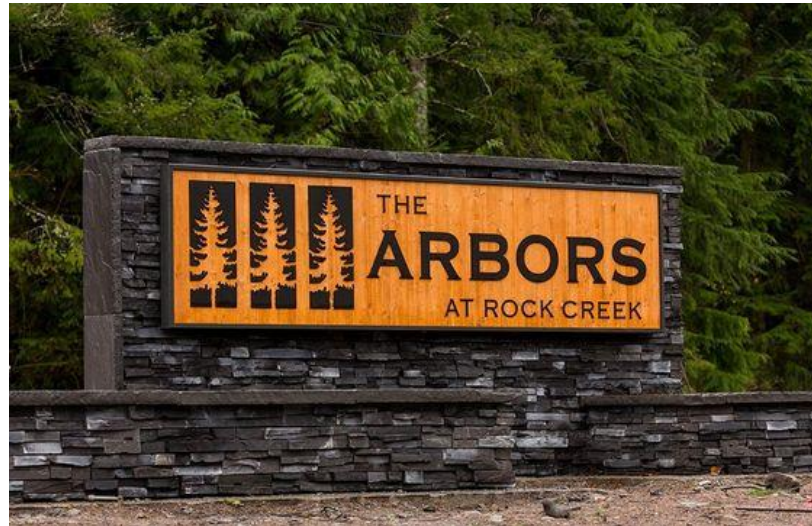
Project Type: Public Improvement

Cost Estimate: \$750,000

DRI Request: \$750,000

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

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



Goal 4: Quality of Life

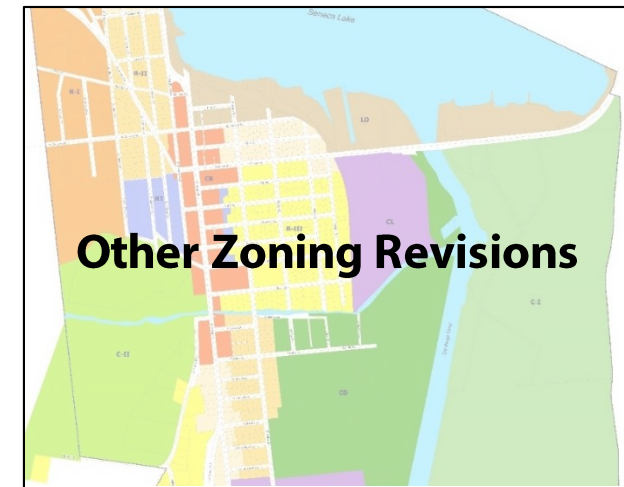
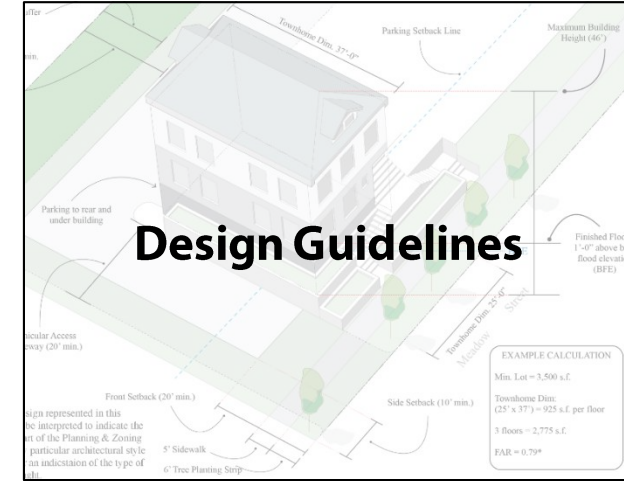
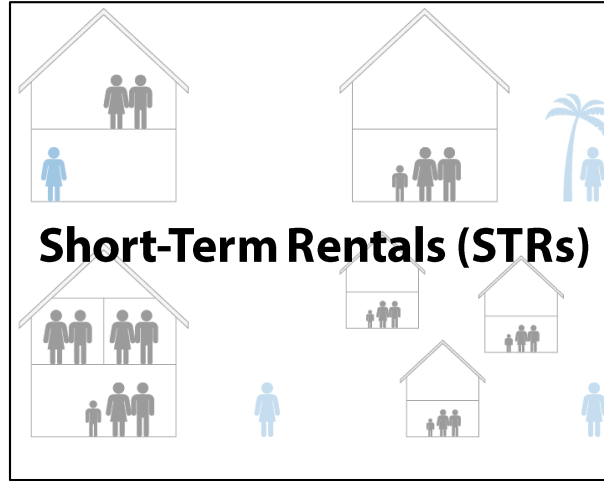
4D: Update the Zoning Code to Address Short Term Rentals, Update Design Guidelines, Consider a Historic District, and Other Revisions

Project Type: Public Improvement

Cost Estimate: \$100,000

DRI Request: \$100,000

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



Goal 4: Quality of Life

4E: Develop a Public Artwork Competition

Project Type: Public Improvement

Cost Estimate: \$200,000

DRI Request: \$200,000

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

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

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



Goal 4: Quality of Life

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

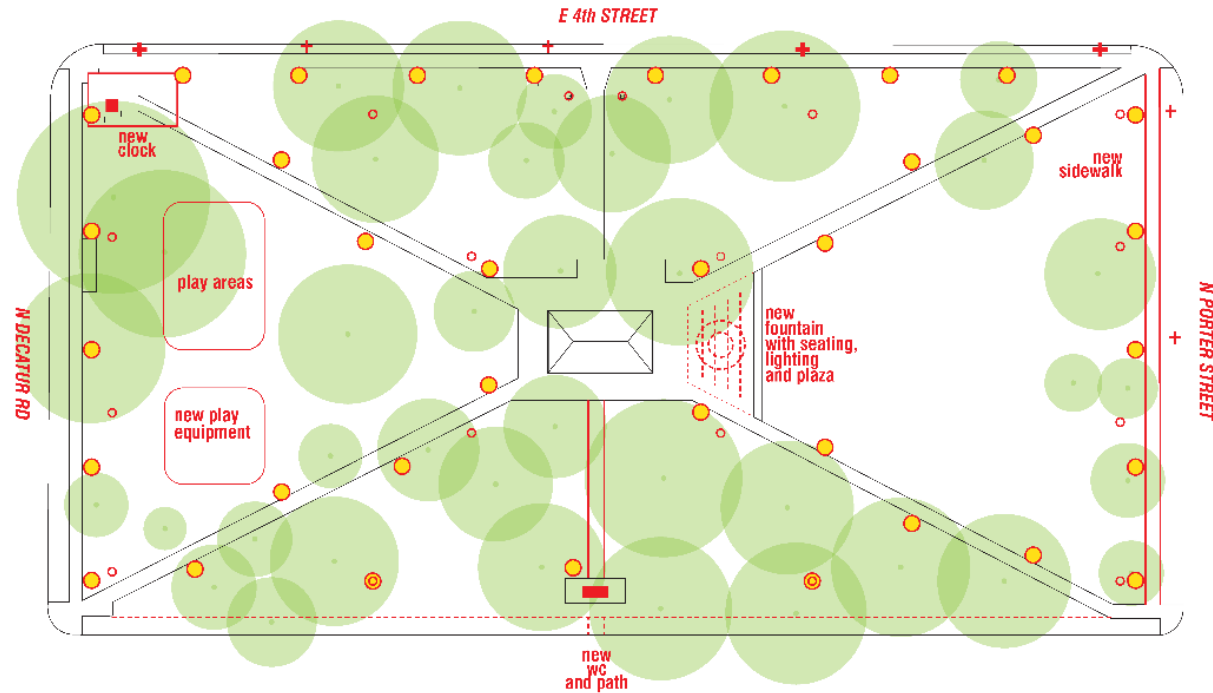
Project Type: Public Improvement

Cost Estimate: \$350,000

DRI Request: \$150,000

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

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



Goal 4 Priority Projects

Projects Potentially Recommended for DRI Funding

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

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

4C: Install Gateway and Wayfinding Signage

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

4E: Develop a Public Artwork Competition

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

Projects Recommended for Other Funding

Village Priorities for Other Funding Sources

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

What Happens When the DRI Plan Is Complete?



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

What Happens When the DRI Plan Is Complete?

Management and Implementation Strategy

- Public improvement projects and changes to local laws will be undertaken by the Village.
- Some projects require participation and/or sponsorship by private entities. Additional review of project viability and capacity of private entities will be conducted by appropriate state agencies.
- Private projects for which the recipient(s) have not been clearly identified in the plan will be selected through a competitive process.
- DRI funding is reimbursable—rather than an up-front grant, project sponsors are reimbursed for expenses incurred.
- Local financial institutions are creating a program to assist private DRI projects with short-term bridge loans to assist with timing of reimbursement.

Next Steps

Continue to refine project profiles.

Final LPC Meeting:

- Tuesday, March 13

Final DRI Plan submitted to State:

- Friday, March 30

Public Comment



Village of Watkins Glen Downtown Revitalization Initiative

Public Workshop #3

March 7, 2018