



Village of Watkins Glen

Downtown Revitalization Initiative

Local Planning Committee Meeting #1

September 27, 2017

Agenda

- 1. Welcome**
- 2. Introductions**
- 3. Local and Regional Vision**
- 4. What is DRI?**
- 5. Community Engagement Strategy**
- 6. Committee Discussion**
- 7. Next Steps**
- 8. 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

Amanda Smith-Socarlis

Ben Stamp

Kristin VanHorn

Ken Wilson

SCOPED

Village of Watkins Glen

Watkins Glen International

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

Co-chairs in bold

New York State and Consultants

New York State

Kisha Santiago-Martinez, Deputy Secretary of State

Sarah Crowell, NYS Department of State

Julie Sweet, NYS Department of State

Andrew Griffin, NYS Homes and Community Renewal

Donna Howell, NYS Empire State Development

BFJ Planning

Sarah Yackel, Principal, AICP

Susan Favate, Principal, AICP, PP

Simon Kates, Associate, AICP, LEED AP

Ariana Branchini, Planner

Consultant Team Overview

Community Planning
Land Use Planning & Zoning
Transportation & Complete Streets

BFJ Planning

Infrastructure and Civil Engineering

CSA Group (MBE)

Historic & Cultural Resources

Stephen Tilly
Page Ayres Cowley (WBE)

Branding & Marketing

Russell Design

Community Engagement

Fitzgerald & Halliday, Inc. (WBE)

Economic Development
Housing

Urbanomics (WBE)
James Lima Planning + Development
Larissa Ortiz Associates (M/WBE)
RES Group (WBE)

Placemaking & Urban Design
Sustainability & Resiliency
Landscape Architecture

Thread Collective (WBE)
DLand (WBE)

Local and Regional Vision



WATKINS GLEN 20 DOWNTOWN 17 REVITALIZATION INITIATIVE

Small Village, Big Potential



Watkins Glen DRI Boundary



Downtown Vision, Goals, and Strategies

Downtown Vision

Guiding framework for the DRI Plan.



Goals

Identify conceptual ideas that DRI Plan should address.

Priority Projects are organized by Goal to ensure that the DRI Plan addresses core objectives.



Strategies

Specific outcomes that the DRI Plan should achieve.

Strategies can be used to develop metrics to track the impact of Priority Projects.

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 and internationally recognized racetrack with a storied auto-racing heritage, and world class State Park with 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.

Primary Goals—Watkins Glen DRI

Downtown Living

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

Cultural/Entertainment

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

Economic Development

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

Quality of Life

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

Supporting Strategies—Watkins Glen DRI

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

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

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

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

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

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

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

What is the Downtown Revitalization Initiative (DRI)?

Program Overview and Objectives

- The DRI program was introduced by Gov. Andrew Cuomo in spring 2016 to improve the vitality of urban centers across NYS.
- The ten Regional Councils each selected one community for \$10 million of investment to transform the downtown economy.
- Each plan identifies specific projects to promote downtown revitalization.

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.

What is the Downtown Revitalization Initiative (DRI)?

Program Objectives

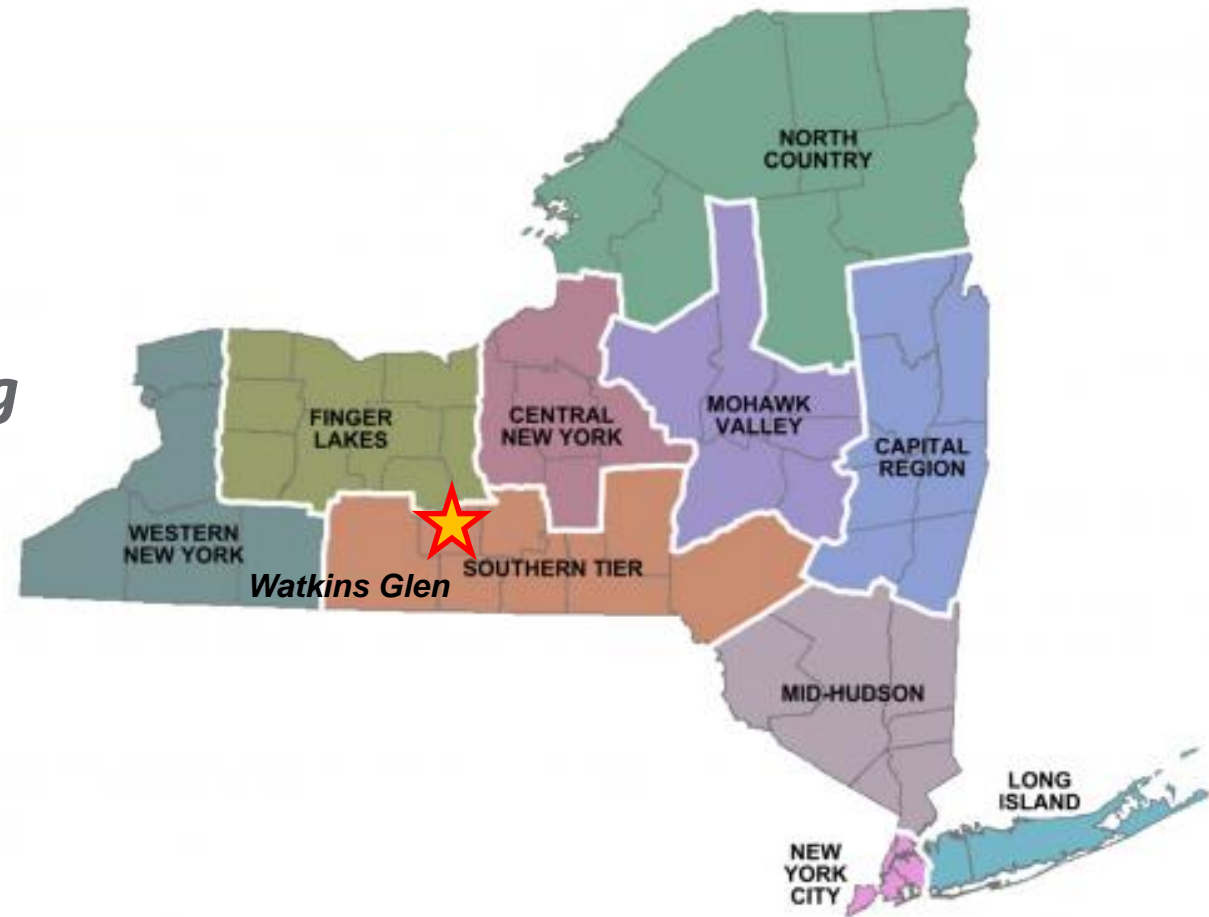
- Boost the local economy, current residents, and businesses.
- Attract new residents, businesses, and visitors.
- Leverage DRI funds with other public and private funding sources.
- Promote transformative housing, economic development, transportation, and community projects.

What is the Downtown Revitalization Initiative (DRI)?

Strategy to build on successful DRI application to ease implementation:

- 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**.

Watkins Glen is one of 10 communities statewide awarded \$10 million for planning, projects, and priority CFA funding.



What is the Downtown Revitalization Initiative (DRI)?

Roles and Responsibilities

Local Planning Committee

- Establish the vision for downtown revitalization.
- Recommend and prioritize projects for the plan.
- Help implement the public engagement process.
- Develop and adopt the DRI Strategic Investment Plan.

Public

- Provide input on potential goals and strategies.
- Suggest and help prioritize potential projects.
- Provide feedback throughout the process on ideas and documents developed by the LPC.

New York State Planners

- Ensure consultants and LPC meetings accomplish critical tasks.
- Facilitate interagency evaluation of proposed projects.
- Review documents prepared by consultants.

Consultants

- Prepare draft documents for review by NYS Planners and LPC.
- Lead public engagement events to gather input from the community.
- Prepare project profiles and analyses that demonstrate feasibility and impact of projects.

Watkins Glen DRI Plan Sections

Part One: Downtown Vision Plan

1. Downtown Profile and Assessment
2. Downtown Vision, Goals, and Strategies
3. Downtown Management and Implementation Strategy
4. Public Involvement

Part Two: Project Profiles

1. Statement of Community Vision
2. Project List
3. Project Location Map
4. Project Profiles

Project Selection Criteria

Projects recommended for funding can include:

- Public and private construction or rehabilitation.
- Legislative and regulatory recommendations.
- Branding and marketing.
- Grant/loan programs for businesses and residents.

The DRI Plan may include:

- Priority Projects that are candidates for DRI funding.
- Other projects and actions that support the Village's vision but could receive funding from other sources.

Project Selection Criteria

Cost

- Estimated cost to public and private sector partners and operating costs.

Community benefit

- Potential tax revenue impacts and anticipated community benefits.

Catalytic potential

- Potential to transform downtown, leverage additional funding, make a longterm impact.

Job generation

- Estimated employment and workforce development potential.

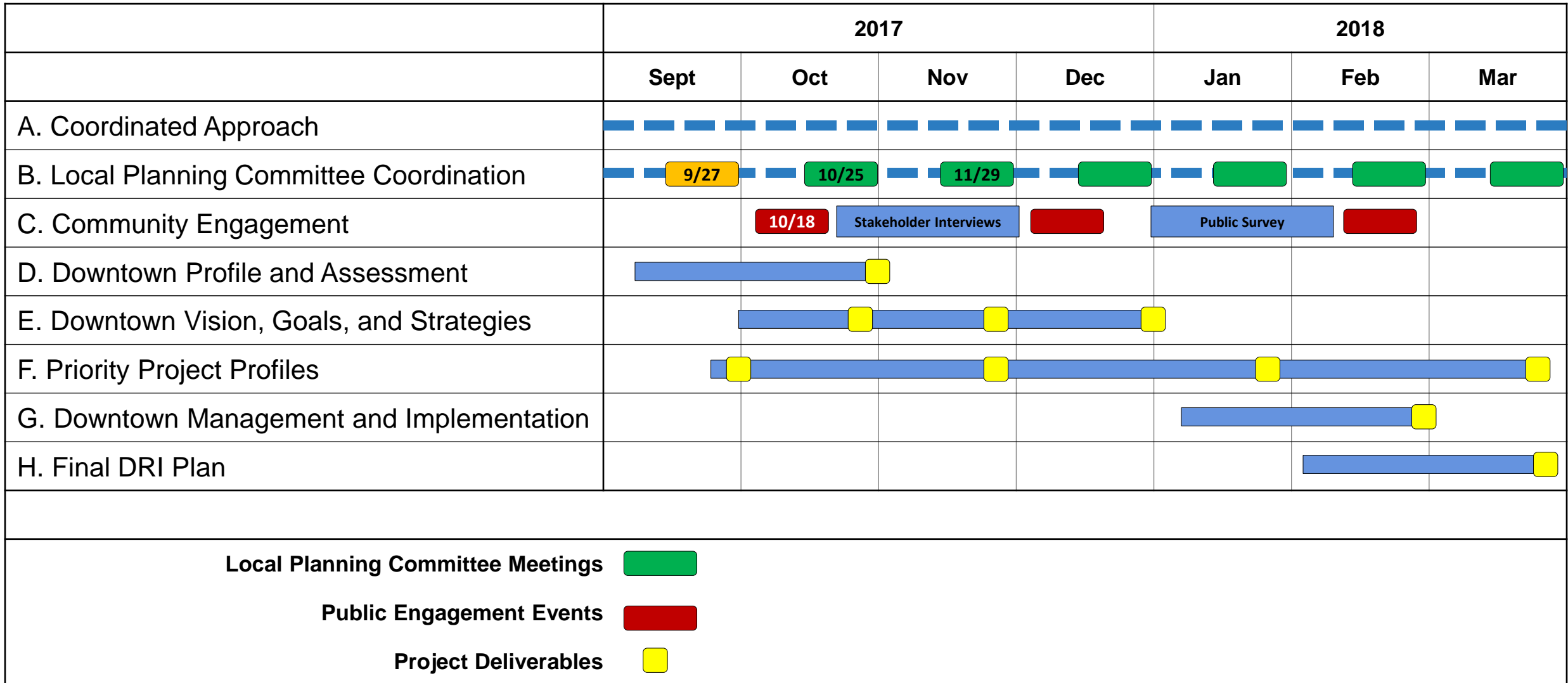
Feasibility

- Capacity to implement, project readiness, site control, regulatory challenges.

Public support

- Demonstration of support based on Public Engagement Events and prior planning.

Project Timeline



Public Engagement Plan

Public workshop format ideas.

Public survey.

Outreach to community stakeholders.

Locally specific outreach strategies.

First Public Engagement Event

October 18, 2017

6:00pm – 8:00pm

Community Center



Committee Discussion

Next Steps

- **Finalize the Public Engagement Plan.**
- **Set dates for upcoming committee meetings and public workshops.**
- **Update Vision, Goals, and Strategies and existing conditions as needed.**

Public Comment



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