Hamburg Lake Erie Waterfront DRI

NYS Downtown Revitalization Initiative

Prepared By:
Town of Hamburg, New York

Submitted to:
Regional Economic Development Council (REDC)

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Final Application
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Enjoy Your Leisure Time in Hamburg...The Town That Friendship Built
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Section A – Basic Information

**REDC Region:**
Western New York

**Municipality Name:**
Town of Hamburg, New York

**Downtown Name:**
Hamburg Lake Erie Waterfront DRI

**County Name:**
Erie

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The Town of Hamburg, New York will serve as the sponsor for the proposed Hamburg Lake Erie Waterfront DRI. The development of the Hamburg Lake Erie Waterfront DRI will initiate the revitalization of the Lake Erie coastline and adjacent communities in the Town Hamburg from the Lackawanna border to the north and Athol Springs to the south. Please see the Project Map in Section D – #1 Downtown Identification (page 7) for a clear description and identification of the DRI Area. Moreover, the Hamburg Lake Erie Waterfront DRI will focus on the revitalization of the strategically targeted area which will include but is not limited to: economic development, waterfront redevelopment & access, multimodal transportation, recreational opportunities, walkability, mixed-use development, shoreline protection, and brownfield remediation.

Specifically, the Hamburg Lake Erie Waterfront DRI is strategically focused on the revitalization of an underutilized primary economic corridor between the southtowns communities and the City of Buffalo. It is expected that the development of the Hamburg Lake Erie Waterfront DRI, will move forward initiatives for community planning, environmental justice, and the revitalization of the Lake Erie waterfront. The proposed project will significantly enhance the ability of the Town of Hamburg to identify and establish the multi-agency and public private sector partnerships necessary to leverage assistance and investments. Additionally, the development of the Hamburg Lake Erie Waterfront DRI will engage community stakeholders, local businesses, and regional agencies in a comprehensive effort that will leverage public funds to attract private investment as a means to enhance public, economic, and environmental value.

The Hamburg Lake Erie Waterfront DRI is based on the collaborative and innovative vision of the Town of Hamburg to advance existing strategic plans. The primary components of the Hamburg Lake Erie Waterfront DRI are based on the Town of Hamburg Comprehensive Plan, Town of Hamburg Marina Feasibility Study, Town of Hamburg LWRP, Hamburg Gateway Revitalization Design Project, Hamburg Multimodal Trails Master Plan, Hamburg Parks & Recreation Master Plan, Town of Hamburg BOA Nomination Plan (2021 CFA expected), and the Hamburg Community Strategic Development Project (DRI-4) which was presented to the WNY REDC and ESD in July 2019.
Hamburg, New York is located directly south of the City of Buffalo and is considered the “Gateway to the Region” while traveling from the south and west. U.S. Interstate 90 travels directly through the Hamburg, New York en route to the cities of Buffalo, Rochester, Albany, and New York City. Additionally, U.S. Routes 219, 75, 62, & 20 and NYS Route 5 all travel directly through Hamburg, New York. The Town of Hamburg also acts as a transition from the City of Buffalo urban sprawl to the suburban/rural communities of southern Erie County (southtowns). It is estimated that the Town of Hamburg and southern Erie County have approximate populations of 60,000, and 250,000, respectively. Additionally, the Town of Hamburg serves as an economic hub for the regional community and has a vibrant night life that revolves around its village and “main street” restaurants and retail shops. The Town of Hamburg is home to many large scale shopping centers, businesses, recreational facilities, venue attractions, and festivals that are constantly bringing individuals into the community from the Western New York region to include but not limited to: Lake Erie Waterfront, Erie County Fair, Hamburg Gaming, Buffalo Raceway, The McKinley Mall (currently in transition), numerous shopping plazas/stores/restaurants, Hamburg Ice Arena, 18 Mile Creek Golf Course, Hamburg Beach, Woodlawn Beach State Park, Village of Blasdell, Village of Hamburg, Burgerfest, and weekly farmers markets (seasonal). In 2019, the Erie County Fair attracted approximately 1,250,000 individuals from the regional community over the ten (10) day event. Please note that the Erie County Fair attracted a slightly smaller number of individuals in 2021 due to the persistence of the COVID-19 pandemic and did not open in 2020 due to the COVID-19 pandemic.

In 2017, the Town of Hamburg initiated the Hamburg Multimodal Trails Master Plan as a collaborative venture with the Village of Hamburg to develop a comprehensive trails system focused on regional connectivity. The Hamburg Multimodal Trails Master Plan is comprised of ten (10) trail components that provide connectivity from the Town of Hamburg to surrounding communities.

It is the vision of the Town of Hamburg stakeholders to utilize their recent revitalization successes, strategic location within region, and their existing capacity for retail, mixed-use, transportation, waterfront, and residential revitalization efforts to ultimately experience sustainable DRI growth. Specifically, the proposed Hamburg Lake Erie Waterfront DRI will target existing vacant or underutilized sites for economic center development, revitalization, and waterfront redevelopment. As determined by the Town of Hamburg Retail Space Revitalization Committee in May 2019, existing vacant retail space and underutilized sites within the Town of
Hamburg is between 30% and 40%. Moreover, the Town of Hamburg “gateways” that provide connectivity from the rural communities of southern Erie County to the City of Buffalo have been identified as underutilized and economically distressed and are designated for revitalization by Town of Hamburg.

In 2019, the Town of Hamburg released in the Hamburg Retail Space Revitalization Survey to the public. With over 750 responses, please note the following (agreed or neutral %):

[A] 94% The Town of Hamburg should be a destination for individuals and families from throughout the WNY Region
[B] 95% The Town of Hamburg should develop its green infrastructure
[C] 97% The Town of Hamburg has the potential to attract new and sustainable businesses
[D] 97% The Town of Hamburg has the potential to attract private investment to revitalize the existing vacant and/or underutilized retail space in an effort to create local jobs
[E] 95% The Town of Hamburg should attract new businesses to the community in an effort to create new jobs and sustain the tax base
[F] 92% The Town of Hamburg has the capacity for growth
[G] 91% The Town of Hamburg should continue to grow at a sustainable pace

In 2021, the Town of Hamburg released in the Comprehensive Plan Survey to the public. With over 1700 responses, please note the following (agreed or neutral %):

[A] 95% The Town of Hamburg should be a destination for individuals and families from throughout the WNY Region
[B] 95% The Town of Hamburg should develop its green infrastructure
[C] 97% The Town of Hamburg has the potential to attract new and sustainable businesses
[D] 96% The Town of Hamburg has the potential to attract private investment to revitalize the existing vacant and/or underutilized retail space in an effort to create local jobs
[E] 95% The Town of Hamburg should attract new businesses to the community in an effort to create new jobs and sustain the tax base
[F] 91% The Town of Hamburg has the capacity for growth
[G] 91% The Town of Hamburg should continue to grow at a sustainable pace

In 2020, a written petition was issued to all Hoover Beach residents to obtain support for the Hamburg Lake Erie Waterfront DRI. 95 out of 104 (91.4%) Hoover Beach parcels have been signed in support. Only 3 refused, the balance have not been reached.
Section D – #1 Downtown Identification: Boundaries of the Proposed DRI Area

Hamburg Lake Erie Waterfront DRI

Total DRI Area = 1/- 570 Acres

RC-1: Hamburg Woodlawn Gateway

RC-2: Hoover Beach

RC-3: Town of Hamburg Marina
The total DRI Area for the proposed Hamburg Lake Erie Waterfront DRI is approximately 570 acres and is comprised of three (3) revitalization components:

[RC-1] Hamburg Woodlawn Gateway
[RC-2] Hoover Beach
[RC-3] Town of Hamburg Marina

As identified in the above Hamburg Lake Erie Waterfront DRI map, it is the vision of the Town of Hamburg to expand upon their recent revitalization successes, utilize their strategic location within region, and develop their existing capacity for remediation, reuse, shoreline protection, retail, mixed-use, transportation, waterfront, marina, and revitalization efforts to encourage sustainable growth.

The Hamburg Lake Erie Waterfront DRI is a community based initiative focused on brownfield remediation, reuse, economic development, and revitalization. Moreover, the Hamburg Lake Erie Waterfront DRI will initiate the revitalization of an existing, distressed community, and maximize the reuse of the waterfront, brownfields, distressed areas, and underutilized sites. The scope for the proposed project was derived from the Town of Hamburg Retail Space Revitalization Committee in 2019 and years of refined community planning initiatives. Throughout the past decade, the Town of Hamburg has been a champion for revitalization and has been successful in securing and utilizing public funds to attract private investment. Approximately, 58,730 people reside in the Town of Hamburg and approximately 37 public and private elementary, middle, and high schools exist within a 10 mile radius.

Moreover, it is the objective of the Hamburg Lake Erie Waterfront DRI to transform the steadily developing Town of Hamburg into a vibrant component of the Western New York Region where the next generation of New Yorkers will want to live, work, raise a family, and invest. Please note that leadership in the Town of Hamburg has developed a strong relationship with the Village of Blasdell and Village of Hamburg and is excited to work in cooperation on the proposed project. Additionally, please note that the Town of Hamburg has a significant capacity for future revitalization initiatives outside of the scope of the proposed project (i.e. McKinley Mall, South Park Shopping District, Lake Street & Camp Road Corridor, etc). It is expected that the Hamburg Lake Erie Waterfront DRI will serve as a catalyst for sustainable and continued revitalization throughout the Western New York Region.

Recent and regular public planning efforts in the Town of Hamburg have been reenergized and include but are not limited to the following: Comprehensive Plan Committee, Shoreline Revitalization Committee, Retail Space Revitalization Committee, Hamburg Moves Committee, Community Development-HUD, Strategic Planning Committee, and the Hamburg Drug Free Communities Coalition.

Currently, the Town of Hamburg is home to approximately 60,000 residents and 1,000 businesses, with a significant employment base. The Town of Hamburg has a diversified collection of employers, a growing retail/entertainment sector, and varied housing choices for residents. Expectations are that the Town of Hamburg will continue to progress as a community and serve as a catalyst for revitalization and economic development in the region. This process will be a reflection of an evolving economic landscape in which the Town of Hamburg will promote its attractive setting, coastline, strong local population, and strategic regional location.

Throughout the past decade, the Town of Hamburg, Village of Hamburg, and Village of Blasdell have benefited from the development and implementation of several public/private partnerships and projects that have contributed to the aesthetic and economic revitalization of the urban core. The most significant of these was the reconstruction of New York State Route 62 by the New York State Department of Transportation. Please note that this reconstruction project included four (4) roundabouts, which completely changed the character of the community, with a total public investment in excess of $20,000,000. Specifically, this project provided an infrastructure upgrade for central commercial arteries and improved roadway conditions, traffic flow, and installed and improved sidewalks, streetscape, and lighting.
The environmental value of the revitalization components that will be included in the proposed Hamburg Lake Erie Waterfront DRI will be significant. The primary components of the proposed project will initiate the revitalization of a distressed and underutilized primary corridor in the region due to actual and/or perceived pollution. Moreover, the environmental value is focused on the preservation of the Lake Erie waterfront, shoreline protection, resilience, reuse of underutilized sites, and remediation of existing brownfields.

It is expected that the Hamburg Lake Erie Waterfront DRI will provide Town of Hamburg decision makers and project stakeholders with the economic horsepower to enhance public spaces, community character, visual environment, and water dependent public recreation opportunities. The targeted economic corridor is currently underutilized and plays an important role in the Town of Hamburg public spaces, community character, and visual environment. Additionally, economic revitalization and brownfield remediation will include the development and improvement of parkland and green spaces for community involvement and enhanced access to the Lake Erie Waterfront for all individuals. It is expected that the revitalization of the Hamburg Lake Erie Waterfront will create sustainable projects for multimodal transportation and connectivity and support initiatives for the revitalization of underutilized business, retail, recreational, and community areas. The visual environment will offer breathtaking views of Lake Erie.

RC-1: Hamburg Woodlawn Gateway

The RC-1: Hamburg Woodlawn Gateway refers to the revitalization efforts of vacant retail space, underutilized sites, abandoned business structures, and a significantly distressed “main street” community located along Route 5 in Town of Hamburg.

Moreover, the revitalization of the Hamburg Woodlawn Gateway will include but is not limited to: economic development, waterfront redevelopment, multimodal connectivity, and brownfield remediation. Moreover, the Hamburg Woodlawn Gateway refers to an underutilized primary economic corridor between the Town of Hamburg and the City of Buffalo. It is expected that the development of the Hamburg Lake Erie Waterfront DRI will move forward initiatives for community planning, environmental justice, and the development of an urban core along the Lake Erie Waterfront. The proposed project will significantly enhance the ability of the Town of Hamburg to identify and establish the multi-agency and private sector partnerships necessary to leverage assistance and investments. Additionally, the development of the Hamburg Lake Erie Waterfront DRI will engage community stakeholders, local businesses, and regional agencies in a comprehensive effort that will leverage public funds to attract private investment as a means to enhance public, economic, and environmental value.

The revitalization of the Hamburg Woodlawn Gateway is based on the collaborative and innovative vision of the Town of Hamburg to advance existing strategic plans. The proposed project was developed in an effort to continue the community planning and economic development initiatives along the Buffalo River and Lake Erie Waterfront south of the City of Buffalo. The Hamburg Woodlawn Gateway refers to the once prominent “main street” community along the Lake Erie Waterfront. Due to its proximity to the facilities once operated by the Bethlehem Steel Corporation, the once thriving community and adjacent waterfront have been underutilized for decades and now suffer from economic distress due to actual and/
or perceived legacy pollution. Please note that all of the components of the proposed Hamburg Lake Erie Waterfront DRI and existing local/regional strategic plans are consistent with the One Region Forward and Moving Forward 2050 initiatives. It is expected that the potential, subsequent implementation of the revitalization components will significantly enhance economic development, brownfield remediation, tourism, and leverage public funds to attract private investment along the Lake Erie Waterfront and NYS Route 5 corridor.

Additionally, it is expected that the Hamburg Lake Erie Waterfront DRI will stimulate a series of community revitalization efforts that will reinforce the identity of the Town of Hamburg as a vital Western New York community with unique charm and character. The project will significantly enhance economic development, waterfront revitalization, tourism, and leverage public funds to attract private investment along the Hamburg Woodlawn Gateway to the Buffalo River.

It is the ultimate goal of the Hamburg Woodlawn Gateway to extend the successes of the Buffalo River and Ohio Street Redevelopment Projects. In order to accomplish this goal, several components are required. It is necessary that the Hamburg Woodlawn Gateway visually appear as if it is a natural extension of the Buffalo River and Ohio Street Redevelopment and become more walkable. Installation of walkability & bikeability infrastructure, streetscape enhancement, and mixed use redevelopment will create a dense urban fabric that will enhance the experience and create the visual connection. The addition of upper floor rental units will increase foot traffic along the corridor, enticing future retail development.

RC-2: Hoover Beach

The RC-2: Hoover Beach refers to the revitalization efforts of one of the once premier residential communities and public beaches in the Town of Hamburg. Hoover Beach encompasses a significant portion of the shoreline and is located in between the Hamburg Woodlawn Gateway, Woodlawn Beach State Park, and the proposed Town of Hamburg Marina. In 2019 and 2020, Hoover Beach and the adjacent community significantly damaged due to climate change. Severe weather events led to a seiche and flooding, which damaged the shoreline and residential property. The 2019 “Halloween Storm” sustained winds of 37 knots, 16 foot waves, and a 6+ft seiche.
It is expected that the Hamburg Lake Erie Waterfront DRI will provide Town of Hamburg decision makers with the economic horsepower to enhance public spaces, community character, visual environment, and water-dependent public recreation opportunities in proximity to Hoover Beach. The targeted economic corridor adjacent to Hoover Beach is currently underutilized/ distressed and plays an important role in the Town of Hamburg public spaces, community character, and visual environment. Additionally, economic development and brownfield remediation will include the development/ improvement of parkland and green spaces for community involvement and enhanced access to the Lake Erie Waterfront for all individuals. It is expected that the revitalization of the Hamburg Lake Erie Waterfront will create sustainable projects for multimodal transportation and connectivity and support initiatives for the revitalization of underutilized business, retail, recreational, and community areas.

The mixed use redevelopment will combine all of these uses into a new compact, pedestrian oriented area, taking advantage of some of the largest underutilized properties within the DRI Area. A portion of the revitalization component will be to develop vacant buildings into a restaurant/ brewery and events center. Please note that the economic and market study revealed the need for 150,000 square feet of food and drinking establishments over the next ten (10) years. Successful micro-breweries have been popping up all over Western New York.

Moreover, the economic and market study revealed the need for new mixed use, commercial, and market rate apartments over the next ten (10) years. It also projected demand for 255 additional market rate rental units by 2035. This site would be an ideal location for a specialty retail space and mixed use redevelopment. Walkability initiatives, property maintenance, and mixed use development were evaluated and considered as ways to improve connectivity and expand the tax base in the community.
RC-3: Town of Hamburg Marina

RC-3: The Town of Hamburg Marina refers to the potential development of a strategically located public marina and pier to enhance community access to the waterfront, develop a “main street” style community, and protect the Hoover Beach shoreline from future flooding and severe weather related event damage. The proposed location for the Town of Hamburg Marina is at the intersection of Big Tree and Route 5 in proximity to the location of the existing clock tower. It is expected that the proposed Town of Hamburg Marina will build out into the water to provide community access. The Town of Hamburg Marina incorporates the revitalization efforts of one of the once premier waterfront locations in the Town of Hamburg. Over the past several decades, the proposed location for the Town of Hamburg Marina has steadily deteriorated and has been designated for revitalization in both the Town of Hamburg LWRP and the Town of Hamburg Comprehensive Plan. The Lake Erie Waterfront was once one of the premier centers in the Town of Hamburg and an area of pride among residents. It is located along the heavily traveled Route 5, which is the gateway from the City of Buffalo to the southtowns communities. The location for the Town of Hamburg Marina was determined based on the following criteria:

- Character of the adjacent waterfront property, i.e. residential, commercial, etc
- Proximity to marina related attractions or amenities
- Availability of parking and ease of egress
- Dual benefit of shoreline protection
- Low risk of triggering downdrift impacts
- Proximity to navigable water depths of at least 10ft for a marina entrance
It is expected that the Town of Hamburg Marina will include 200 boat slips along with adequate parking, existing or created, to accommodate 100 car stalls and with access to multimodal and public transportation. Moreover, it is expected that the Town of Hamburg Marina will:

- Revitalize the Shoreline
- Enhance Shoreline Protection
- Enhance the Economic Vitality of the Waterfront
- Improve the Connection of the Waterfront to the Community
- Present Economically Viable Immediate and Long Term Improvements
The Hamburg Lake Erie Waterfront DRI will build upon the recent high level of successes achieved by the Town of Hamburg. Since 2018, the Town of Hamburg has received over $2,000,000 in competitive grants and NYS legislative funding for the development of innovative regional planning and the implementation of community projects to include but not limited to the: Town of Hamburg Marina, Hamburg Gateway Revitalization Design Project, Frontier Middle School/ Amsdell Road Connectivity Project, Town of Hamburg Rescue Boat Project, Hamburg Skatepark Reuse Project, Town of Hamburg LWRP, Town of Hamburg 5310 Transportation Project, and the Town of Hamburg BOA Nomination Plan (2021 CFA expected). Please note that through regular collaboration with stakeholders, local business owners, and the community, it is expected that the Town of Hamburg will utilize the above projects in conjunction with proposed Hamburg Lake Erie Waterfront DRI to attract significant investment from the private sector to fuel the revitalization of the Town of Hamburg and Lake Erie Waterfront.

Currently, the Town of Hamburg is home to approximately 60,000 residents and 1,000 businesses, with a significant employment base. The Town of Hamburg has a diversified collection of employers, a growing retail/entertainment sector, and varied housing choices for residents. Expectations are that the Town of Hamburg will continue to progress as a community and serve as a catalyst for revitalization and economic development in the region. The Hamburg Lake Erie Waterfront DRI is based on the collaborative and innovative vision of the Town of Hamburg to advance existing strategic plans. The proposed project was developed through the Town of Hamburg Retail Space Revitalization Committee in 2019 in an effort to continue the community planning and economic development initiatives along the Buffalo River and Lake Erie waterfront south of the City of Buffalo. The Hamburg Lake Erie Waterfront DRI Area refers to the once prominent communities along the Lake Erie Waterfront. Due to its proximity to the facilities once operated by the Bethlehem Steel Corporation, the once thriving communities and adjacent waterfront have been underutilized for decades and now suffer from economic distress due to actual and/or perceived legacy pollution. It is expected that the potential, subsequent implementation of the revitalization components will significantly enhance economic development, shoreline redevelopment, brownfield remediation, tourism, and leverage public funds to attract private investment along the Lake Erie Waterfront and NYS Route 5 corridor.
Section F – #3 Recent or Impending Job Growth

The Hamburg Lake Erie Waterfront DRI is expected to serve as a catalyst for access, sustainable growth, and economic development. Specifically, the revitalization efforts, multimodal transportation, waterfront redevelopment, community readiness, and potential for sustainable SMART growth will attract new businesses and professionals that will work, live, raise a family, and invest in the area. Moreover, the sustainability of the proposed project is based on expected economic development and job growth. The following information was derived from the recent Hamburg Community Market Study.

Industry and Employment
Since 2000, the trends in the unemployment rate in the Town of Hamburg (including the Village) have been consistent with those in the greater region, as well as of New York State. The Town, however, has consistently had a lower unemployment rate than Erie County, the Buffalo-Niagara Metropolitan Statistical Area, and New York State, quite significantly so in some years. Please note that all four (4) geographic areas have seen a significant decrease in their unemployment rate since 2012. This drop is expected to continue, and can be attributed to a variety of factors, including the recovering economy, economic development efforts in the Village and region, and significant investments in the area such as the Buffalo Billion.

Since 2000, the number of businesses in Erie County has grown by 4.7 percent, outperforming the 4.3 percent growth in the greater Buffalo-Niagara Metropolitan Statistical Area, albeit by less than one percent. Growth was not realized in all industries however, as declines were seen in six of the 21 industry sectors in Erie County between 2000 and 2014. Most notable considering raw numbers are Construction, Manufacturing, Wholesale Trade, and Retail as these sectors made up more than 36 percent of the total establishments in 2000. This trend was reflected in both Erie County and the Buffalo-Niagara MSA. However, gains were seen in the number of Health Care, Professional, and Administrative establishments. While experiencing a slight decline between 2000 and 2010, the Food Services sector rebounded with more establishments in 2014.

The top industries for employment in 2000 in Erie County were Government, Manufacturing, and Health Care and Social Services. As of 2010, Retail has replaced Manufacturing in the top three as the Manufacturing industry experienced significant declines in employment. Accommodations and food services employment has steadily increased since 2000 rounding out the top five employment industries. Health Care and Social Assistance, Professional and Business Services, and Accommodation and Food Services employment in Western New York are expected to grow significantly through 2022. Overall, employment is expected to grow by approximately 51,250 jobs from 2012 to 2022.
Target Industries
In 2014, there were nine (9) industry sectors in the Buffalo-Niagara MSA which had a greater employment share relative to the United States. Of these nine industry sectors, three (3) had significantly greater employment share relative to the United States. These included management of companies and enterprises, educational services, and other services. Conversely, in 2014, there were nine industry sectors in the Buffalo-Niagara MSA which had a lesser employment share relative to the United States. Of these nine industry sectors, three had significantly lesser employment share relative to the United States. These included information, utilities, and professional and technical services. The greatest changes between 2005 and 2014 were experienced in the management of companies and enterprises and utilities.

An Economic Cluster Analysis provides a more detailed breakdown and analysis of the strengths or weaknesses of specific sub-sector industries within the larger industry categories. For example, the manufacturing industry overall is declining in the market area. However, electrical equipment manufacturing and chemical manufacturing continue to thrive. The Economic Cluster Analysis assesses why certain sub-sector industries like electrical equipment manufacturing and chemical manufacturing are performing better than others in the market and vice versa. This is an important exercise because it identifies current and emerging strengths within the market, as well as retention targets, that economic development agencies involved in Village redevelopment can strategically concentrate on for targeted economic development attraction and retention activities.

Some industries, such as construction of buildings, are usually related to or dependent on how well the national economy is doing. Other industries, such as specialty trade contractors, are growing because they have a regional competitive advantage in the Buffalo-Niagara MSA likely because their skills align well with the specific construction needs of Western New York industries. Dependent Industries/ Limited Prospects are industries that do not have a large employment share in the market relative to the share of that industry in the U.S. and they are losing their regional share of employment. Industries in this category are mostly “dependent” industries, meaning that their growth or decline is dependent on the overall performance of the area’s economy, while others are industries that would need (or already have) significant economic development incentives to succeed in the Buffalo-Niagara MSA.

Another factor to consider in selecting targeted industries for attraction and retention are number of jobs, total wages generated for the Buffalo-Niagara MSA and the average wage of workers. Generally, economic development efforts should be focused on those industries that will create the greatest number of jobs and wealth in the economy. For example, a regional headquarters is a perfect example of strategic economic development targeting with more than 13,000 jobs currently, expected increases of more than 3,000 jobs and an average wage of more than $85,000. Workers at these companies would be excellent residential prospects for the new mixed-use neighborhood developments that are in high demand. Niches with significant numbers of jobs such as food services and drinking places both have a very low average wage but are important for the tourism sector and currently create vitality downtown which could be extended to exciting new mixed-use developments.
Section G – #4 Quality of Life

The Hamburg Lake Erie Waterfront DRI Area encompasses several of the once premier communities in the Town of Hamburg and WNY region prior to and during the Bethlehem Steel Corporation era. The Hamburg Lake Erie Waterfront DRI Area serves as the primary corridor into the City of Buffalo from the southtowns communities.

Currently, the DRI Area is comprised of severely distressed “main street”, residential, and business communities surrounded by underutilized sites, an inaccessible waterfront, abandoned businesses, and industrialized areas. Please note that DRI Area is located approximately 1,000 ft from the former Bethlehem Steel Corporation manufacturing facilities and a federal opportunity zone, census tract # 36029017400 (City of Lackawanna). Please note that the DRI Area represents the largest and only “main street” community that exists in proximity to the former Bethlehem Steel facilities located directly along the Lake Erie Waterfront.

As per the Spring 2021 Community Update for the State Superfund Program, SITE Number 915009: Former Bethlehem Steel Site, Lackawanna, NY – Investigation & Remedy Selection:

“The New York State Department of Environmental Conservation (DEC) and Department of Health (DOH) are committed to a thoughtful and thorough cleanup of the former Bethlehem Steel Corporation site (“Site”) and to keeping the Lackawanna community informed of our actions. We encourage you to sign-up for our LISTSERV to continue receiving updates on these actions and future public information sessions (see last page for information on how to sign up). Our top priority during the cleanup process is ensuring that public health and safety is protected. DEC and DOH are issuing a proposed cleanup remedy for the site in documents called Draft Proposed Statements of Basis (SBs).

In August 2019, DEC accepted Tecumseh Redevelopment Inc.’s Final Corrective Measures Study Report. Tecumseh Redevelopment Inc. (“Tecumseh”) then - signed an Order agreeing to implement the final corrective measures/remedial actions chosen by DEC for areas of the site that have not been addressed by previous remedial actions. Tecumseh also agreed to continue to operate and maintain the remedial systems already in place in several areas of the former Bethlehem Steel site.

Proposed remedies aim toward restoring the former Bethlehem Steel property in a manner that is sustainable and protective of human health and the environment. The remedy must be cost-effective, comply with other statutory requirements, and utilize permanent solutions, alternative
technologies, or resource recovery technologies to the maximum extent practicable while attaining all remedial action objectives identified for the site. Sustainable restoration will advance the goals of preserving, restoring, and connecting the natural resources and resiliency features of New York’s Lake Erie Shoreline and increases waterfront access to Lake Erie, a key economic development strategy.

The former Bethlehem Steel site is listed as a Class "2" site in the State Registry of Inactive Hazardous Waste Sites (list of State Superfund sites). Thus, it represents a significant threat to public health or the environment. Investigations have been completed at the site to evaluate soil, groundwater, sediment, and surface water. DEC, in consultation with DOH, have issued Draft Proposed Statements of Basis (SBs) to select remedial actions to address contamination at the site (specifically three SBs, one sitewide and two that cover specific portions of the site). These decision documents will lay the groundwork for predesign investigations (if applicable), the design phase, and remedial actions tailored to the contamination and conditions found in specific areas of the site.

A public comment period is required before these documents are finalized. Any feedback received will be taken into consideration for further modifications of the proposed remedy. An overview of these documents will be discussed during the Virtual Public Information Meeting announced on the front page, including information about remedial elements. The proposed remedies include:

* Pre-Design Investigations (PDI)
* Sediment Dredging
* Remedial Design Program
* Site-wide Groundwater Treatment
* Sustainable Restoration Plan
* Financial Assurance
* Climate Resiliency Plan
* Institutional and Engineering Controls
* Corrective Action Management Unit (CAMU)
* Site Management Plan
* Soil Cover System

The former Bethlehem Steel site was originally developed by Seneca Steel in 1902 and enjoyed a long history of iron and steel production throughout much of the 20th century. The site changed ownership to Bethlehem Steel in 1922. It quickly became the third largest steel plant in the United States. At its peak, the property stretched over 2.5 miles of Lake Erie shoreline, from
Woodlawn Beach to Buffalo’s Inner Harbor and reached one mile inland. Slag, the primary byproduct of the steel production process, was dumped into Lake Erie. Excess slag was disposed of and used to extend the shoreline into Lake Erie up to one-half of a mile and, in some areas, is over 90 feet thick. Of the 1,000+ acres of former Bethlehem Steel property, the approximate 489-acre Corrective Measures Study (CMS) Area, as defined below, is the subject of this community update.

A Resource Conservation and Recovery Act (RCRA) Facility Investigation (RFI) was initiated by Bethlehem Steel Corporation (BSC) in 1990. Site investigations were conducted primarily by BSC before that company filed for bankruptcy in 2001. Tecumseh acquired the site in 2003, years after steel-making operations had ceased, and then subsequently completed the RFI in January 2005. Tecumseh is a wholly owned subsidiary of ArcelorMittal USA LLC.

The United States Environmental Protection Agency (EPA) and DEC determined that these locations required further investigation and/or clean-up. These areas include the former coke plant, former fuel storage area, and slag fill along the western part of the site, where solid and/or hazardous waste from former steel-making operations were spilled or disposed by BSC. Contaminated sediment was also found to be present in several watercourses, including Smokes Creek. The CMS Report and the Comprehensive Groundwater Quality Report, both issued in 2019, summarize the comprehensive investigation activities that were conducted by Tecumseh after the completion of the RFI.

Several cleanup actions have been undertaken by Tecumseh since 2005 to mitigate the migration of contamination from the site, including:

* Installation and operation of a groundwater collection and treatment system in the coke oven battery adjacent to the Ship Canal
* Installation of a slurry wall, interior and exterior groundwater collection system, leachate/groundwater treatment system, and cover system at the Acid Tar Pits located near Smokes Creek
* Collection, treatment, disposal, or recycling of residual wastewater and tar from various pipes, tanks, vessels, and containment areas
* Sediment removal from the lower reach of Smokes Creek to reduce the potential for upstream flooding.”

Ultimately, the Hamburg Lake Erie Waterfront DRI will reinforce the identity of the Town of Hamburg as a vital Western New York asset with unique charm and character. The infusion of the requested DRI funding will significantly enhance the capacity of the stakeholders to implement the proposed project and community revitalization. It is an objective of the Town of Hamburg to re-envision a waterfront economic center, communities, and neighborhoods that are walkable, attractive, well maintained, and diverse, while including a comprehensive yet balanced mixture of waterfront attractions, residential, commercial, and retail spaces. It is expected that the proposed project components will satisfy current residents, while attracting new residents and visitors from the local and regional community and beyond. Through the application of sound planning principles and strong partnerships the Town of Hamburg stakeholders, local property and business owners will invest in and redevelop vacant and underutilized sites to be converted for new uses, contributing to an appealing atmosphere of prosperity, sustainability, and safety.
Section H – #5 Supportive Local Policies

Over the past several years, the Town of Hamburg has developed and implemented several initiatives to encourage and attract diversity, which includes but is not limited to the passage of the municipal Town of Hamburg Fair Housing Law. This law will ensure fair housing to all individuals regardless of: race, disability, marital status, source of income, and sexual orientation. Moreover, the Town of Hamburg is very proud to be one of only a few government entities to have its own fair housing law. The Town of Hamburg, through its Department of Community Development, provides a wide variety of fair housing services in conjunction with its partner, Housing Opportunities Made Equal, Inc. (HOME, Inc.).

Additionally, the Town of Hamburg promote balanced land use and development practices that preserve, enhance, and create healthy and attractive neighborhoods, walkable streets, economic development, and sustained property values. It is expected that appropriate development and land use management will enhance the character and quality of life of the Town of Hamburg over time.

It is expected that the Town of Hamburg will encourage public and private investments that strengthen the community’s “main street”, residential, business, and commercial environment while also protecting its natural resources and expanding recreational opportunities. Future land use decisions will consider the current physical configuration of the Town of Hamburg. Impacts on proposed development, new construction or changes in property will be considered on residential, aesthetic, and pedestrian qualities as well as other aspects of neighborhood character. The Town of Hamburg will also utilize a future land use map to guide future decision making and to update zoning and land use regulations so that underutilized and underperforming areas achieve their highest and best use. Please note that the Town of Hamburg is currently considering adopting the NYS stretch code and working on the NYS Clean Energy Communities (CEC) Program through the University at Buffalo.

Public realm enhancements, such as roadway reconstruction, enhancements to sidewalks, decorative street lighting, pedestrian amenities (e.g. benches), and landscaped gateway features should be pursued as a catalyst for private investment. The Town of Hamburg recently received $50,000 in funding from the Ralph C. Wilson Jr. Foundation for the Hamburg Gateway Revitalization Design Project which will provide landscape design services to re-envision the Town of Hamburg Gateway Corridors. Additionally, the Town of Hamburg also received $50,000 in funding from NYS Senator Sean Ryan for the Hamburg Moves Committee, which is currently working on community connectivity projects.
Section I – #6 Public Support

The scope for the proposed Hamburg Lake Erie Waterfront DRI was derived from years of refined community planning initiatives. Moreover, as previously stated, the proposed Hamburg Lake Erie Waterfront DRI was initially developed in Spring 2019 during public meetings for the Town of Hamburg Retail Space Revitalization Committee. The committee was created to address the high level of retail vacancies in the Town of Hamburg and identify plans for revitalization. The primary components of the Hamburg Lake Erie Waterfront DRI are based on the Town of Hamburg Comprehensive Plan, Town of Hamburg Marina Feasibility Study, Town of Hamburg LWRP, Hamburg Gateway Revitalization Design Project, Hamburg Multimodal Trails Master Plan, Hamburg Parks & Recreation Master Plan, Town of Hamburg BOA Nomination Plan (2021 CFA expected), and the Hamburg Community Strategic Development Project (DRI-4) which was presented to the WNY REDC and ESD in July 2019.

In early 2020, the Hamburg Lake Erie Waterfront DRI Area was identified for revitalization and the Town of Hamburg began to plan in anticipation of the 2020 DRI, when the COVID-19 pandemic hit and the 2020 DRI was cancelled. In Fall 2020, the Town of Hamburg continued to work on the findings identified by the Retail Space Revitalization Committee and “The Business Improvement Exemption Law” was created on 12/7/2020. A public hearing was held on 11/16/2020. Please note that the core components of this application were included in that process.

Additionally, public meetings are held monthly for the Town of Hamburg Shoreline Revitalization Committee. Currently, the Town of Hamburg Shoreline Revitalization Committee is the project advisory committee for two (2) CFA approved projects through NYSDOS (Town of Hamburg Marina Feasibility Study & Town of Hamburg LWRP Update). Please note that this application was discussed and refined at the public shoreline revitalization meetings on 7/15, 6/27, 5/13, and 4/15. The Town of Hamburg Shoreline Revitalization Committee is comprised of 26 members that represent different sectors of the community and all meetings are open to the public.

If the proposed Hamburg Lake Erie Waterfront DRI is awarded funding from the REDC, the Town of Hamburg shall prepare a Community and Stakeholder Participation Plan of agreed upon public outreach and techniques to ensure meaningful public participation in the planning process. This includes an anticipated schedule of public meetings, other outreach methods and techniques that will be used to ensure public participation throughout the course of developing the DRI.

Public participation will occur early and consistently in the process through visioning workshops, informational meetings, project presentations, and public education. The Town of Hamburg will provide the REDC with a minimum of two weeks' advanced notice of all proceedings relative to the public participation process. Community outreach will inform the
public about the project and serve as a means for the public and stakeholders to participate in forming the plan, thus ensuring community support and understanding. The public participation outline and summary description will include, at a minimum:

* The use of a local advisory committee to guide plan preparation
* The preparation, update and maintenance of a community contact list that includes the names, addresses, telephone numbers, and e-mail addresses of individuals and organizations with a stake in the proposed area. This will be used on a regular basis to keep stakeholders informed of progress on the plan
* An initial public kick-off meeting to explain the DRI Program and the project's intent and scope and to solicit initial public input to develop, refine, or confirm the community's vision for the study area, project goals and objectives, opportunities and constraints
* The review of the vision statement, goals, and objectives
* The review of the existing conditions analysis
* The review of the economic and market trends analysis and an exploration of alternative approaches to redevelopment and revitalization
* Public presentation and informational meeting will solicits feedback on the entire project, including the strategic sites, redevelopment strategies, findings of all analyses, and key recommendations.

Methods and techniques may include, but are not limited to:

* Public informational or outreach meetings
* Stakeholder interviews
* Visioning sessions
* Design charrettes
* Workshops
* Discussion groups
* Surveys
* Public meetings and hearings
Section J – #7 Transformative Opportunities & Readiness

The Hamburg Lake Erie Waterfront DRI is comprised of six (6) primary transformative projects. Each of proposed transformative projects have been well researched and are prepped for implementation. Please see below for a comprehensive list of transformative projects with designated priority and expected implementation schedule.

<table>
<thead>
<tr>
<th>Priority</th>
<th>Transformative Projects</th>
<th>Description</th>
<th>Implementation Schedule (Start)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>[P-1] Hamburg Woodlawn Gateway Retail, Shopping, &amp; Business District Revitalization</td>
<td>Utilize public funds to attract and incentivize the economic redevelopment and revitalization of the Woodlawn Gateway located along NYS Route 5</td>
<td>&lt; 1 year</td>
</tr>
<tr>
<td>2</td>
<td>[P-2] Town of Hamburg Marina</td>
<td>Utilize public funds to develop a public marina and pier to attract private investment and enhance public access and attractions to the waterfront</td>
<td>&lt; 1 year</td>
</tr>
<tr>
<td>3</td>
<td>[P-3] Shoreline Protection &amp; Public Access</td>
<td>Utilize public funds to enhance shoreline protection and public beach access via a multiuse path along the coastline in Hoover Beach</td>
<td>1-2 years</td>
</tr>
<tr>
<td>4</td>
<td>[P-4] Mixed-Use &amp; Recreational Facility Reuse &amp; Redevelopment</td>
<td>Utilize public funds to attract and incentivize private investment that remediate and develop mixed-use buildings on suspected brownfields</td>
<td>1-2 years</td>
</tr>
<tr>
<td>5</td>
<td>[P-5] Multimodal Transportation &amp; Connectivity</td>
<td>Utilize public funds to enhance walkability and bikeability infrastructure</td>
<td>1-2 years</td>
</tr>
<tr>
<td>6</td>
<td>[P-6] Landscape Design &amp; Enhancements</td>
<td>Utilize public funds to enhance streetscaping and lighting</td>
<td>1-2 years</td>
</tr>
</tbody>
</table>
**Section K – #8 Administrative Capacity**

The Town of Hamburg is experienced in the administration and implementation of local, state, federal, and non-profit funding awards. Once funding is awarded for the proposed Hamburg Lake Erie Waterfront DRI, it is expected that the Town of Hamburg Supervisor’s Office in collaboration with the selected consultants, Town of Hamburg Department of Finance, and Town of Hamburg Attorney’s Office will have direct oversight of the proposed Hamburg Woodlawn Lake Erie Waterfront DRI.

[1] Mr. James M. Shaw, Supervisor, Town of Hamburg  
*Responsibilities: Project Oversight & Project Management*

*Responsibilities: Project Oversight & Project Management*

*Responsibilities: Project Management, Strategic Planning, & Grants Management*

*Responsibilities: Development of the DRI Planning & Engineering Components*

[5] Ms. Samantha Tarczynski, Director of Finance, Town of Hamburg  
*Responsibilities: Fiscal Accounting*

*Responsibilities: Contract Administration*

[7] Mr. Sean Doyle, Executive Director, Hamburg IDA  
*Responsibilities: Private Sector Engagement & Incentives*

[8] Project Advisory Committee [TBD]  
*Responsibilities: Project Oversight & Project Management*

[9] Project Stakeholders & Regional Agencies [TBD]  
*Responsibilities: Project Advisory*
Section L – #9 Other: Attachments

Attachments:

Attachment 1: DRI Area Maps
Attachment 2: Letters of Community Support
Attachment 3: Documentation of Public Participation
Section M – Addendum: Opportunities for Electric Vehicle Charging Stations

Potential Town of Hamburg EV Charging Station Locations

1. Hamburg Town Hall Plaza, 6100 South Park Avenue, Hamburg, NY 14075
2. Hamburg Senior Community Center, 4540 Southwestern BLVD, Hamburg, NY 14075
3. Lakeview Recreation Site, 2982 Lakeview Road, Hamburg, NY 14075
4. Taylor Road Recreation Facility, 6765 Taylor Road, Hamburg, NY 14075
5. Woodlawn Fire Hall, 3281 Lake Shore Road, Hamburg, NY 14219