Village of Hamburg

DOWNTOWN REVITALIZATION INITIATIVE
ROUND V NOMINATION
BASIC INFORMATION
The Village of Hamburg is located in the Town of Hamburg less than 20 minutes south of Downtown Buffalo. The Village is approximately 2.5 square miles and has a population of 9,696 inhabitants.

Originally settled in 1806 as the hamlet of White’s Corners, the village acted as a service center for surrounding rural communities. Early settlers located in the southeast corner of what is now the village center. In those early days, the variety of crops grown in Hamburg helped support Buffalo’s quality of life. Over time, city residents relocated to the rural areas to set up businesses and build homes as well as farm the countryside. As Hamburg’s population increased, new businesses and residences were built. In 1874, the hamlet was incorporated as the Village of Hamburg.

Through the early 1900s, the Village’s oldest neighborhoods were formed, reflecting the traditional neighborhood design practices and architectural standards of the time. After World War II, the Village grew at an accelerated rate to accommodate the increased demand for new housing. It was during this time and afterward that some of the Village’s more suburban-scaled neighborhoods and commercial nodes were developed. As a result, the Village of Hamburg boasts a diverse range of residential and commercial environments.

After decades of disinvestment, in early 2000’s, the Village of Hamburg began a coordinated effort to revitalize the community. In 2003, the Village adopted an updated Village Comprehensive Plan, which
emphasized traditional neighborhood planning tools to preserve, enhance, and restore the Village’s livability and economic viability. Redevelopment was then supercharged with the reconstruction of Route 62 which was timed with annual grants for small businesses. Thus, the Village of Hamburg was put on the path to revitalization.

Today, the Village of Hamburg continues with the spirit that began at the beginning of the 21st century. Walkability and quality of life remain at the forefront of our community. People choose to live and visit the Village due to our desirable neighborhoods and commercial districts. The Village is a regional draw due in part to its restaurants, annual events, and high quality of life. Yet much more work remains. Now we look to take the next step in our revitalization, build upon past successes, and create an even more desirable and prosperous Village of Hamburg.
VISION FOR DOWNTOWN

The Village of Hamburg, New York has demonstrated the community’s continued commitment to growth and revitalization to be a model Village in the Western New York Region. Through the utilization of prior public investment for the reconstruction and redesign of the Route 62 project, the Village has shown the true impact on how a community can prosper with the collaboration between residents, business owners and government. Additional DRI funding will support the Village’s growth by improving the connectivity and mobility of community members and visitors to further enhance the shared mission and vision of improving quality of life in the Village.

The Trolley Stop is a new, and much beloved community space located within the village.
JUSTIFICATION
The Village of Hamburg is ready to take the next step in its revitalization. For years, the Village of Hamburg has been an example to other communities for its walkability, vibrant central business district, and overall quality of life and now we seek to take the next step. The revitalization of our Village began in the 2000’s and included the reconstruction of Route 62. The community realized that there was value and potential benefits to prioritizing people over cars. With this application, we look to build on the successful legacy of the Route 62 project, by once again prioritizing people over cars through projects that will transform our Village.

"AS A LONGTIME RESIDENT, I HAVE WATCHED LOCAL GOVERNMENT AND RESIDENTS COME TOGETHER TO POSITIVELY IMPACT THE QUALITY OF LIFE FOR THE VILLAGE OF HAMBURG. SINCE OPENING THE GRANGE IN 2016 I HAVE CONSISTENTLY BEEN OVERWHELMED BY THE SUPPORT OF THE COMMUNITY.

THE ECONOMIC DEVELOPMENT AND GROWTH SPURRED BY THE RT. 62 PROJECT HAS HAD A MONUMENTAL IMPACT ON EXISTING AND NEW SMALL BUSINESSES. FUTURE INVESTMENT IN THE VILLAGE THROUGH THE DOWNTOWN REVITALIZATION INITIATIVE WOULD FURTHER ADVANCE THE GROWTH OF THIS COMMUNITY."
We are prepared. Preparation is key and the Village of Hamburg has laid the groundwork and the foundation to enable our proposed projects to succeed. Through collaborative planning efforts with the community and through the funding of several engineering studies, we are prepared to move forward with projects that will positively transform our community. In addition, we have the organizational and people infrastructure in place to ensure the DRI effort will hit the ground running.

We are proposing projects that would transform the Village of Hamburg. All of the proposed projects would transform the Village. In particular, the Downtown Revitalization Initiative investment would aid in bringing even more connectivity into the Village, therefore further improving the quality of life for the entire community through positive economic and social impact. A few of the DRI intended projects are highlighted below:

a. **Village Community HUB Project** – In the center of the district is the municipal parking lot that the Village is seeking to transform into the Village Community HUB. The current parking lot is bordered by Village arterial streets (Main, Buffalo and Union Streets) as well as many businesses. The mobility hub would provide an opportunity for access to multiple modes of transportation, creation of a public gathering space to enhance community events and activities through more efficient parking, the inclusion of electronic vehicle charging stations, and local support for the central business district as well as small businesses.

b. **Roundabout at Lake & Main Streets** – The addition of a roundabout at this intersection would increase connectivity into the Village through pedestrian safety, walkability and lessen congestion and emissions within the area. The Village has already invested in an engineering study to aid in any future planning and design efforts.

c. **18 Mile Creek Accessibility and Connectivity Enhancements** - Centennial Overlook Park and Anna Mae Bacon Bird Sanctuary are two existing features in the Village with Eighteen Mile Creek, a Designated NYS Inland Waterway, separating them. In 2016, through the effort of the Village of Hamburg’s Environmental Conservation Commission, engineering plans were finalized for the development of a pedestrian bridge that would connect the Overlook and the Bird Sanctuary. This plan was prepared in alignment with a plan to establish the Eighteen Mile Creek Greenway.

We have a need. The COVID-19 pandemic has reoriented us towards what matters. During the pandemic, our small businesses were asking for support and the community delivered. On-street parking turned into curbside pickup lanes and the businesses fought hard (and are still fighting) to maintain their presence in the Village. Small businesses were always an important part of a vibrant Village, but the threat to them during the pandemic reminded us how critical they are to the community. What’s more, like other communities, we suffered the cancellation of annual events such as Burgerfest, Musicfest, and Octoberfest, to name a few. And again, this demonstrated to us what these events and public spaces really mean to our collective psyche. Therefore, as our community moves on from the COVID-19 pandemic, we have a renewed sense of what matters. Small businesses need our support, our public spaces and
infrastructure need improvement, and the Village needs to take the next step in revitalization to continue to grow and prosper.

**When we work together as a community, we can deliver.** The Village of Hamburg has a long history of implementing grant projects and working cohesively with all partners to deliver projects from inception to completion. Our community stakeholders want to be involved in the planning and implementation of projects and through work on past projects know the potential pitfalls as well as the pathways to success. Currently, the Village is implementing a community project in excess of $1 million dollars to revitalize our little league complex. This is just the latest community effort preceded by the construction of our Community Playground (2016) and Trolley Stop (2013). Just since 2019, the Village of Hamburg has been awarded over $6,000,000 in grant funding due in part to our demonstrated ability to deliver projects from inception to completion. We are ready to partner with New York State to make this program a success.

Kate Violante & Molly Sowinski

Molly + Kate
35 Main Street
Main + Downing
219 Buffalo Street

When Molly and her husband, Paul, bought their home in the Village of Hamburg, they fell in love with the Village and the beautiful and quaint community.
When Kate came for a visit after living out of state for 15 years, she saw the growth and momentum around the Village and decided to move home to start a business with her sister.
The duo found their space for Molly & Kate in the heart of the Village central business district. Since opening their doors in July 2017, they have seen the community not only embrace their business, but they have since opened an second store, Main & Downing, also located in Village. Through the COVID-19 pandemic, their business was able to thrive by maintaining sales through their online platform.
"Our family has lived in the village for over 10 years, and just recently we were able to purchase our forever home just a few streets down. We love having local shops and a great variety of restaurants within walking distance of where we live. Our kids are able to bike to school and I don't have to worry about their safety while crossing streets.

Throughout the pandemic, this community has really shown up for each other. We loved having the ability to still support our local restaurants with the curb-side pick up parking along Main and Buffalo streets, designated by the village. It truly showed how a community could show up for each other, even if we couldn't be together."
The Village of Hamburg Downtown Revitalization Initiative (DRI) boundary comprises 102.8 acres and lies entirely within the Village of Hamburg. The boundary is centered along Main Street and Buffalo Street (NYS Route 62). Both streets are walkable and compact and possess a series of roundabouts and quality building stock which makes up the charming character the Village of Hamburg is often noted for. Additionally, these streets have seen much investment over the past several decades and contains many of the potential transformative projects which will bring the village to the next level in terms of quality of place.

Hamburg is located within Erie County and is a short commute south of the City of Buffalo. The Village of Hamburg is accessible from two state routes (75 & 62) as well as Interstate 90 and U.S. Route 219.

*Figure 1. Proposed DRI Boundary*
PAST INVESTMENT, FUTURE POTENTIAL INVESTMENT
The goal of the potential DRI investment is to assist the Village of Hamburg in taking its growth and revitalization to the next level. The investment would be transformational but historically speaking, not unprecedented in the Village of Hamburg. To understand the Village of Hamburg’s pathway to revitalization, the past investment that came with the reconstruction of Route 62 merits discussion.

Completed in 2009, the Route 62 project ushered in a new image and brand for the Village of Hamburg centered around the intersection of Buffalo Street and Main Street. A series of NYS Main Street grants, totaling $800,000 over four funding cycles and an additional Rural Area Revitalization grant for $200,000, provided funds which resulted in additional private investment in 40 buildings in excess of $10,000,000. Those included restoration and adaptive reuse of the historic Kronenberg building on the roundabout at Main and Buffalo Streets. Fast forward twelve years later and the impact of the initial public sector investment and subsequent private sector investment is still sending economic ripples through the Village.
While the Route 62 project set the Village of Hamburg on a new course, planning and community efforts since then have helped sustain the success of the project. In 2012, the Hamburg Downtown Historic District was listed on the National Register of Historic Places, incorporating 62 contributing buildings along a two-block stretch of Main Street. This listing makes contributing properties potentially eligible for historic tax credits for building renovation projects. Also, in 2012 the Village of Hamburg approved an update to the Village’s comprehensive plan. The plan remains the guidebook for community leaders in preparing for future investments. The Village is also in the process of completing a comprehensive repeal and replacement of the current zoning code. Set to be adopted before the end of the year, the new zoning code will ensure projects within the DRI will meet or exceed the latest new urbanism standards.
Locally, small businesses, especially service-oriented businesses, are the main source of job creation and growth. Within the DRI alone, there are a wide variety of employment opportunities, in the retail, restaurant, medical, financial, and healthcare service sectors. The largest single employer in the DRI is an Elderwood Assisted Living Facility located at the intersection of Buffalo Street and Union Street. There is also one overwhelmingly unique aspect of the small business environment in the Village of Hamburg: many of the small business owners and entrepreneurs also reside in the Village. The owners of Carte Blanche, Main Street Ice Cream, Mason’s Grille 52, What a Woman Wants Boutique, to name a few, all reside in the Village. This demonstrates how significant local businesses are to our community as the local business owners are also our neighbors.

Moving forward, the Village of Hamburg aims to not only sustain and support current local businesses, but also intends to attract and grow new ones. A local entity called Pitch Hamburg was formed to help spark even more entrepreneurship within the Village. The mission of Pitch Hamburg is: “to increase the density of entrepreneurial activity in the Village of Hamburg by attracting and supporting new small businesses that complement the community.” The organization is currently performing due diligence on a potential incubator to provide space for small businesses as well as formulating a pitch competition similar to the highly successful competition hosted by the 43 North accelerator.

Large corporations and businesses have also recently made decisions to expand and/or relocate near the Village of Hamburg. FedEx and Amazon have chosen to locate in the Lake Erie Commerce Park (less than 5 miles from the Village) and E-ONE continues to expand its fire truck assembly plant on Camp Road (about 2 miles from the Village). Within the Village limits, Staub Precision Machine, Inc. is building out an advanced manufacturing campus along Grimsby Drive. Taken together, these businesses will help to continue to drive investment and interest in the Village. The Hamburg Development Companies (Hamburg IDA) is and will remain a key partner for the Village of Hamburg. The Village works closely with the Hamburg Development Companies to ensure that businesses, both large and small, have an opportunity to realize their development goals right here in the Village.
INVESTMENT PROJECTS

Past, Current, and Future Projects:

1. 50 Main Street - $2,300,000
2. 7 Buffalo Street - $1,500,000
3. 49 Main Street - $500,000
4. 12 Main Street - $2,430,000
5. 32 Main Street - $530,000

Total Past Investments (not including NY Main Street Projects): $7,891,083

6. 48 & 50 Buffalo Street - $631,383
7. Palace Theater Street - $225,000
8. 48 Buffalo Street - $16,000
9. 43 Main Street - $238,000
10. 60 Main Street - $15,000
11. 46 Main Street - $32,000

Total Current Investments: $526,000

12. Foxglove Pub - $150,000
13. 77 S. Buffalo Apartments - $6,000,000
14. Attea & Attea Law Offices - $500,000
15. 17 Long Medical Building - $4,500,000

Total Future Investments: $11,650,000

*Note: NY Main Street Grant funded investments between 2006-2009 totals $800,000.
PUBLIC INVESTMENT: RECEIVED $7.5 MILLION IN 5 YEARS

The Village and Downtown partners have leveraged grant funds from the Regional Economic Development Council’s (REDC) Consolidated Funding Application (CFA) programs, which have made a significant impact on downtown. Highlights include:

<table>
<thead>
<tr>
<th>Year</th>
<th>Project Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>Westside Neighborhood Cultural Resources Survey – NYSCA, Preservation League</td>
<td>$5,000</td>
</tr>
<tr>
<td>2017</td>
<td>Community Playground - DASNY</td>
<td>$250,000</td>
</tr>
<tr>
<td>2017</td>
<td>Underutilized Sites Strategy - ESDC</td>
<td>$30,000</td>
</tr>
<tr>
<td>2017</td>
<td>Healthy Neighborhoods Phase 1 – NYS DOT</td>
<td>$708,800</td>
</tr>
<tr>
<td>2017</td>
<td>Fence Replacement – NYS DOS</td>
<td>$15,000</td>
</tr>
<tr>
<td>2017</td>
<td>Equipment Purchase (License Plate Reader) – NYS DCJS</td>
<td>$15,625</td>
</tr>
<tr>
<td>2018</td>
<td>Water System Consolidation – NYS DOS</td>
<td>$405,500</td>
</tr>
<tr>
<td>2018</td>
<td>Public Works Facility consolidation – NYS DOS</td>
<td>$37,500</td>
</tr>
<tr>
<td>2018</td>
<td>Recycling Grant - NYS DEC</td>
<td>$317,000</td>
</tr>
<tr>
<td>2019</td>
<td>Healthy Neighborhoods Phase 2 – NYS DOT</td>
<td>$888,656</td>
</tr>
<tr>
<td>2019</td>
<td>Municipal Parking Lot – NYS DOT</td>
<td>$500,000</td>
</tr>
<tr>
<td>2020</td>
<td>Legion Field Revitalization Project - DASNY</td>
<td>$650,000</td>
</tr>
<tr>
<td>2020</td>
<td>Glen Meadows Splash Pad - DASNY</td>
<td>$500,000</td>
</tr>
<tr>
<td>2020</td>
<td>Fire Department Ladder Truck Purchase - DASNY</td>
<td>$200,000</td>
</tr>
<tr>
<td>2020</td>
<td>Water System Consolidation – NYS EFC</td>
<td>$3,000,000</td>
</tr>
<tr>
<td>2020</td>
<td>Pool Rehabilitation – NYS OPRHP</td>
<td>$600,000</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>$7,523,081</td>
</tr>
</tbody>
</table>

New York Main Street Program – Between 2006-2009 the Village administered funds from the New York Main Street program for a building improvement program in the historic downtown core. The program assisted 31 building owners with interior and exterior renovations of downtown buildings.
PRIVATE INVESTMENT:

Private investors have complemented public investments in the village with a variety of mixed-use, and commercial projects. Some highlights include:

**48-50 Buffalo Street**, Renovation Year: 2015, Buildings were rehабbed and restored into multiple storefronts. Current tenants include Hamburg Optical and Bliss Bridal. Total investment over $600,000.

New look

Old look
**12 Main Street**, Renovation Year: 2013, Building was rehabbed and restored to multi-use building. Current tenants include Spot Coffee and Realm home goods. Total investment more than $2,000,000.
40 Main Street, Renovation Year: 2011, Building was rehabbed and restored to multi-use building. Current tenants include Be Healthy. Total investment more than $500,000.

New Look

Old look
QUALITY OF LIFE
According to Britannica.com, the definition of Quality of Life is: “the degree to which an individual is healthy, comfortable, and able to participate in or enjoy life events”. It is widely accepted that humans are social beings. We have a strong desire to be with and among our family and friends. We enjoy “running into” our neighbors and people in our community. The recent pandemic has only driven these points home. Maximizing the likelihood of interactions with others and eliminating barriers to their frequency is a big part of increasing quality of life in the Village. To bring it all together, we believe that the key to increasing quality of life in the Village of Hamburg is based on this realization: people desire walkable neighborhoods, vibrant commercial districts, and attractive public gathering spaces.

A drone photo taken at end merge of Buffalo St. and Main St. shows portions of Overlook Park and the iconic roundabouts.
Walkable Neighborhoods. Getting people out of their cars and walking on the sidewalks is a simple way to increase quality of life, this is why, in part, walkability has become such a focus for our community. The reality is when sidewalks and infrastructure are made available the scales start to tip toward people opting to walk instead of drive. Additionally, those who choose to walk realize the obvious health benefits of the cardiovascular activity and wellness realized from the fresh air and sunshine.

For years, the Village of Hamburg has prioritized walkability and the community has reaped the benefits. Arguably, the Village is one of the most walkable communities in Western New York. In 2019, Buffalo Spree awarded the Village of Hamburg the award for “Best Neighborhood Stroll” in its annual Best of WNY program. The reconstruction of Route 62 through the Village was the start of the Village prioritizing people over cars. Since that time investments have been made to improve sidewalk infrastructure. Notably, the Village completed a project to reconstruct approximately one mile of sidewalk through the center of the Village, an investment of $750,000. In 2019, one mile of new sidewalks were added along Sunset Drive as part of a $2.5 million dollar capital investment. This fall the Village will bid out a $1.1 million dollar sidewalk project to connect those improvements made along Sunset Drive to the Legion Field recreational facility. New sidewalk infrastructure is not only built in the Village of Hamburg, it is promoted as well. The Village created a “Hub and Spoke” fitness trail system that once built out will connect every neighborhood and park within the Village limits. The Village has and will continue to put our community resources toward improving walkability. We know that these investments pay dividends to our community.
Hub and Spoke Fitness Trail

Vibrant Commercial Districts. Walkability is only a component of promoting higher quality of life. The Village also prioritizes maintaining and enhancing its vibrant commercial district. Restaurants, boutiques, services, and entertainment can all be found in the Village’s central business district (CBD) and DRI boundary. The diversity of businesses and the location make these businesses very accessible to the community. Below is a list (not exhaustive) of businesses within the DRI boundary. All of these businesses collectively create the Village of Hamburg’s vibrant commercial district.

<table>
<thead>
<tr>
<th>Business</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mike’s Village Service</td>
<td>Auto repair</td>
</tr>
<tr>
<td>Key Bank</td>
<td>Bank</td>
</tr>
<tr>
<td>Lake Shore Savings Bank</td>
<td>Bank</td>
</tr>
<tr>
<td>Eric's Bike Shop</td>
<td>Bicycle shop</td>
</tr>
<tr>
<td>Love &amp; Sprockets</td>
<td>Bike shop</td>
</tr>
<tr>
<td>Molly and Kate</td>
<td>Boutique</td>
</tr>
<tr>
<td>Want a Woman Wants</td>
<td>Boutique</td>
</tr>
<tr>
<td>T. Boutique</td>
<td>Boutique</td>
</tr>
<tr>
<td>Braymiller Lanes</td>
<td>Bowling</td>
</tr>
<tr>
<td>Bliss Bridal</td>
<td>Bridal shop</td>
</tr>
<tr>
<td>Spot Coffee</td>
<td>Coffeehouse</td>
</tr>
<tr>
<td>Comfort Zone Café</td>
<td>Coffeehouse</td>
</tr>
<tr>
<td>Hamburg Dance Studio</td>
<td>Dance studio</td>
</tr>
<tr>
<td>Expressions Floral and Gifts</td>
<td>Florist and gift shop</td>
</tr>
<tr>
<td>Hess Brothers Florist</td>
<td>Florist and gift shop</td>
</tr>
<tr>
<td>Town and Country Furniture</td>
<td>Furniture</td>
</tr>
<tr>
<td>Business Name</td>
<td>Category</td>
</tr>
<tr>
<td>---------------------------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>Flicker Gifts and Inspiration</td>
<td>Gift store</td>
</tr>
<tr>
<td>Southtowns Fitness</td>
<td>Gym</td>
</tr>
<tr>
<td>Main Street Ice Cream</td>
<td>Ice cream shop</td>
</tr>
<tr>
<td>State Farm</td>
<td>Insurance</td>
</tr>
<tr>
<td>Benz Associates</td>
<td>Insurance</td>
</tr>
<tr>
<td>Tevington Jewelry</td>
<td>Jeweler</td>
</tr>
<tr>
<td>Ray Crinzi's Jewelers</td>
<td>Jeweler</td>
</tr>
<tr>
<td>Attea and Attea</td>
<td>Law Firm</td>
</tr>
<tr>
<td>United World Martial Arts</td>
<td>Martial arts studio</td>
</tr>
<tr>
<td>Fix Chiropractic</td>
<td>Medical</td>
</tr>
<tr>
<td>Hamburg Optical</td>
<td>Medical</td>
</tr>
<tr>
<td>Dolinar and Thomas, DDS</td>
<td>Medical</td>
</tr>
<tr>
<td>Hamburg Palace Theater</td>
<td>Movie theater</td>
</tr>
<tr>
<td>Prima Oliva</td>
<td>Olive oil, vinegars, and café</td>
</tr>
<tr>
<td>Picture Your Walls</td>
<td>Picture framing</td>
</tr>
<tr>
<td>Century 21</td>
<td>Real Estate Office</td>
</tr>
<tr>
<td>Butera's Craft Beer and Craft Pizza</td>
<td>Restaurant</td>
</tr>
<tr>
<td>Mason's Grille 52</td>
<td>Restaurant</td>
</tr>
<tr>
<td>Mammoser's Tavern</td>
<td>Restaurant</td>
</tr>
<tr>
<td>Carte Blanche</td>
<td>Restaurant</td>
</tr>
<tr>
<td>The Grange Community Kitchen</td>
<td>Restaurant</td>
</tr>
<tr>
<td>Saigon Bangkok</td>
<td>Restaurant</td>
</tr>
<tr>
<td>Juicy Burger Bar</td>
<td>Restaurant</td>
</tr>
<tr>
<td>NOW Pizzeria</td>
<td>Restaurant</td>
</tr>
<tr>
<td>Coyote Café</td>
<td>Restaurant</td>
</tr>
<tr>
<td>Masters' BBQ Company</td>
<td>Restaurant</td>
</tr>
<tr>
<td>John and Mary's Subs</td>
<td>Restaurant</td>
</tr>
<tr>
<td>Corto's Salon &amp; Spa</td>
<td>Salon</td>
</tr>
<tr>
<td>Turn the Page</td>
<td>Used book store</td>
</tr>
<tr>
<td>Hamburg Village Square</td>
<td>Various businesses</td>
</tr>
<tr>
<td>Ten Thousand Vines</td>
<td>Wine store</td>
</tr>
</tbody>
</table>
Despite the success of the CBD, we understand fully that one of the biggest challenges to success is sustainability. We know that in order to maintain and enhance a vibrant commercial district, the CBD needs to be nurtured and supported by the community. For example, just in the last year the Village worked with members of the community on the following initiatives:

- Created “Curb-side Pick-up Only” zones. Along Buffalo and Main Street to help struggling restaurants maintain business during the shutdowns of the pandemic.
- Formed a “Village Community Market” in the middle of the CBD to replace another market that was forced to move to a larger space due to COVID restrictions; and
- Helped shepherd a $225,000 investment in the Palace Theater despite the mandated shut down of the theater.

The CBD is a community asset and already has a vibrant mix of businesses, however we see more opportunity for improvement. Transforming old parking lots in the DRI is vital to maintaining and enhancing our vibrant commercial district. As the Village has shifted away from cars, the shared community parking lots also need to adjust. Bringing accessible sidewalks through the Long Ave. lot and the proposed Village Community Hub will reemphasize the pedestrian and acknowledge the reality of foot traffic being a significant segment of the customers in the commercial district. Encouraging travel by bus, bike, e-bikes and scooters will drive this point forward even more. Also, the installation of EV stations will encourage use of non-carbon emitting vehicles.

The CBD will also benefit from an increase in housing options. Nearby residents translate to customers for businesses in the CBD. Today the area is mostly surrounded by owner-occupied single family homes. Larger housing complexes within the CBD include Creekbend, a mixed income senior complex and an Elderwood nursing home facility. The Village has engaged with a developer, CRS Properties, to construct a 23 unit apartment complex on S. Buffalo along 18 mile creek. This project was specifically identified as a need in the Village’s Comprehensive Plan. The Village will continue to encourage a variety of housing options to ensure a diverse and dense population within the DRI boundary.
Attractive Public Gathering Spaces. Within the DRI boundary are several pocket parks and public gathering spaces that play a big role in promoting quality of life in the Village. There are several pocket parks in the DRI that offer visitors to the DRI opportunities to meet, socialize, eat, and celebrate. Centennial Park and the Overlook are maintained by the Village and volunteers and offer passive park space for small wedding ceremonies and social meetups. The Overlook has a stairway that leads down to a pathway for access to 18 mile creek. A small pocket park on the other side of the Main St. and Buffalo St. roundabout contains tables and Adirondack chairs for outdoor dining. The Village’s Peace Park, across from the Palace Theater, has traditionally been a park for community events including the farmers’ market, Hamburgh Holidays, Burgerfest, among other events.
The DRI application offers several opportunities to build even more transformational public gathering spaces. Enhancements to our existing spaces within the DRI will lead to higher quality of life and better, healthy outcomes for our residents and visitors. For example, while access to 18 Mile Creek is available it is limited. 18 Mile Creek runs right through the Village of Hamburg and yet some might not even be aware of the creek’s existence. Maximizing access to the creek and improving accessibility would be a significant boost to the Village and surrounding community. Improvements as outlined in Section 4.7 will make the creek a more accessible and a more central feature of the Village. Like Canalside in Buffalo, improving the access to 18 Mile Creek will finally connect our community to our waterfront.

Overlook Park is a widely loved community asset and offers incredible views year round.
The most transformational project that we are proposing is the Village Community Hub Project. Arguably, this project is being proposed first and foremost to improve quality of life in the DRI, CBD, and the entire Village of Hamburg. The project would boost walkability, bikeability, alternative modes of transportation, enhance our public gathering spaces, and be a major complement and boost to our vibrant commercial district. Sidewalks crisscrossing the current dated parking lot will be a physical connection from the CBD to the surrounding neighborhood. Building a unique flexible public space within the current parking lot will allow for a variety of uses, not just parking spaces for cars. And building a mobility hub will highlight available alternative modes of transportation and include EV stations for next generation vehicles. The Village Community Hub Project is all about taking what is a dated and poorly configured parking lot that has limited benefit to the community and transforming it into a 21st century space with several uses and future benefits for our community. The Village has engaged all the potential private property stakeholders and is currently working on finalizing leases to retain a 20 year control of the entire parking lot. We have also worked closely with the GBNTRC on developing our concept and have engaged DiDonato Engineering Consultants to develop a construction estimate for this project. If the Village is fortunate to be nominated for the DRI program, we propose that this project will start within the first year after the award.
The local biking community is strong in the Village of Hamburg. Social meetups for bike rides happen regularly and typically start in the center of the DRI zone. The Village has encouraged the growth of bike infrastructure and as recently as last year oversaw the installation of three bike repair stations in the Village (one being in the DRI). We expect that the biking community will continue to grow and lend support to increasing and promoting alternative transportation options within the Village.

In summary, increasing the quality of life in the Village of Hamburg has been and will remain a focal point for our community. We understand that people desire walkable neighborhoods, vibrant commercial districts, and attractive public gathering spaces. By focusing on projects that increase quality of life, we will continue to position ourselves as a desirable community on the pathway to continued growth and prosperity.
SUPPORTIVE LOCAL POLICIES
The Village of Hamburg has a well-established framework of local policies that can effectively apply to new projects and initiatives. Importantly, oversight of these policies are of the purview of several engaged and committed community members who serve on Village boards, committees, and commissions. Below is a summary of supportive local policies in the Village of Hamburg and the committees tasked to ensure their application.

In 2006, the Village of Hamburg officially adopted building design standards to be applied in all commercial zoning districts, including the central business district. The guidelines offer very specific design requirements such as appropriate window type, height, placement, sign types and sizing, and appropriate building materials, setbacks, and orientation. The Village Building Design Standards have several objectives which include:

1. Restoring the role commercial areas have as civic spaces where people are attracted for shopping, business, socializing, and recreational activities;
2. Improving the visual quality of the commercial areas and the Village’s business districts;
3. Encouraging designs that will increase property values and quality of life; and
4. Improving pedestrian safety and providing amenities that encourage pedestrian activity, among other objectives.

Since 2006, the building design standards have helped the Village meet all of the aforementioned objectives and more. Today, the building design standards consist of a revised 100 page document and are interpreted by the Village’s Architectural Review Committee (ARC). The ARC meets monthly to review projects and ultimately make recommendations to the full Board of Trustees. Nearly the entire DRI area is subject to the Village’s Building Design Standards and ARC review.

The Village of Hamburg has also invested time and resources into crafting a forward-thinking zoning code. The Village is at the end of a multi-year effort to repeal and replace the Village’s current zoning code. The new code is progressive and includes revisions to reflect the most up-to-date smart-growth planning concepts. The code will be reflective of the Village’s priorities including an emphasis on walkability, sustainable design, and enhancing the overall pedestrian experience. A public hearing is required before formal adoption of the new zoning ordinance. This public hearing is scheduled for mid-October and final adoption is anticipated before the end of 2021.
The Village of Hamburg was incorporated in 1871 after being initially settled around 1820. Today, the Village is fortunate to have a rich inventory of historic homes and structures, many of which are located within the DRI boundary. Specifically, Main Street (from Buffalo to Lake) is designated on the State and National Register of Historic Places for the significant representation of late 19th century and early 20th century architecture that remains today. In addition, several parcels are locally designated as significant historical properties. These designations protect the properties not only from demolition but from alterations that may not be appropriate for a historical structure. Historic structures contribute to the distinctiveness and attractiveness of our community and add to the overall quality of life in a community.

A local historic preservation code protects, enhances, and perpetuates the landmarks and historic areas in the Village. The local code is based on the recommended code created by the NYS State Historic Preservation Office (SHPO). The code is enforced by the Village’s Historic Preservation Commission which has the authority to approve renovations to locally designated properties and make recommendations for proposed changes within the State and National Historic District.

The Village of Hamburg is also on the pathway to receive a Climate Smart Communities designation. On July 7, 2021 the Village entered into an agreement with NYSEG to convert all of the Village’s street lights from old technology bulbs to LED. The conversion will result in approximately 50% reduction in energy consumption. Furthermore, the Board of Trustees will soon take action to adopt a unified solar permit, making it easier for those looking to deploy small scale solar and adopt energy benchmarking practices for Village-owned facilities.

Lastly, it should be noted that the Village of Hamburg actively pursues initiatives identified in its Comprehensive Plan. The Village’s Comprehensive Plan does not collect dust. The Plan is annually reviewed not only by the Village Board of Trustees but also by the community at the annual Business and Community Update. The Comprehensive Plan has been our community’s roadmap since the completion of the transformational Route 62 project.
PUBLIC SUPPORT
The Village ensured the community and stakeholders were engaged as the DRI Application was developed. The comprehensive engagement strategy included a public meeting, stakeholder discussions, and promotion of the DRI. In addition, support letters were requested and received by many residents, businesses and others with a stake in downtown. All of the activities prove the Village is committed to preparing and implementing a DRI Strategic Investment Plan.

Public support and involvement is one of the Village of Hamburg’s competitive advantages. Over the last 15-20 years, Village of Hamburg has fostered a collaborative environment with members of the community on several impactful projects. The result is that projects are not only delivered, but they are embraced and sustained by the community. The Village of Hamburg has reaped the benefits of a strong spirit of volunteerism. Projects supported by the Village and carried out in part by volunteers led to the construction of the Trolley Stop (2013) and the Community Playground (2016).
On an annual basis, the Village of Hamburg Economic Development Committee organizes an annual Business and Community Update. The annual update is an interactive forum where community stakeholders come together to discuss ongoing and upcoming projects, as well as new initiatives planned for the Village of Hamburg. The event is well attended and most of the initiatives discussed are projects that tie back to the Village’s Comprehensive Plan. The annual update is a highlight on the calendar for all of those with the vested interest in seeing the Village of Hamburg prosper. The update also helps to keep the public informed and engaged on projects that will continue to move our community forward. The Village of Hamburg proposes using this forum during the planning and implementation process of a potential DRI grant.
Several planning efforts have been completed and/or are underway for most of the transformational projects listed in this application. The Village has completed separate preliminary engineering studies for the 18 Mile Creek pedestrian bridge, Lake and Main Roundabout project, and the Village Community Hub project. The public also has opportunities to provide their input for each of the projects. Therefore, none of the larger projects proposed with this application will be starting from square one. The aftermethoded projects, as well as projects to improve the streetscape on S. Buffalo Street and add multi-family housing along 18 Mile Creek were also identified in the Village’s 2012 Comprehensive Plan. Most recently, the Village reached out to the community to give their feedback on making improvements to the main parking area via an online survey. Thus far, the survey has garnered over 400 responses.

Finally, in anticipation of the DRI application, the Village board and staff met numerous times and hosted two open houses with the public. At the open houses, those in attendance were given a brief overview of the DRI grant program, an overview of the draft application and proposed projects, and the opportunity to give us their direct feedback. The public saw displays of each proposed project and were asked two questions: 1) What do you like? and 2) What needs work? The comments were overwhelmingly positive and supportive, with many looking forward to a more intense planning process should the Village be successful in being awarded a DRI grant.

Residents participated in a Public Workshop recently to develop ideas for the future of downtown
TRANSFORMATIVE OPPORTUNITIES AND READINESS
The Village of Hamburg DRI Advisory Committee has identified 11 transformative projects totaling almost $20 million of investment that could be realized with an infusion of DRI funding. The DRI Advisory Committee, as well as the public, have vetted the proposed projects. The mix of public and private projects will have a transformative impact on the long-term revitalization of downtown. Project locations are shown in the map below.
1. DEVELOP THE VILLAGE COMMUNITY HUB

**PROJECT**
Convert municipal parking lot into community square and transportation hub

**OWNER/SPONSOR**
Village of Hamburg

**LOCATION**
Main St. and S. Buffalo St.

**PROJECT COST**
$3,500,000

**DRI FUNDING REQUEST**
$3,500,000

**PROJECT DESCRIPTION**
Transformation of dated parking lot into new Village Community Hub. To include a mobility center, enhanced area for public gatherings, improved pedestrian access, more efficient parking, EV charging and improved landscaping, drainage, and lighting throughout the site. Preliminary cost estimates, concepts, and project scoping have been advanced to this point.
2. INTERSECTION IMPROVEMENTS AT MAIN AND LAKE

PROJECT
Roundabout at Lake and Main St.

OWNER/SPONSOR
Village of Hamburg

LOCATION
Lake St. and Main St.

PROJECT COST
$3,500,000

DRI FUNDING REQUEST
$3,500,000

PROJECT DESCRIPTION
Renderings, plans and cost estimates have been prepared for the project. Replacement of signalized intersection with roundabout located at the intersection of Lake and Main. Will lower congestion, increase pedestrian safety and access, and aid in the transformation of the Lake Street corridor. Village completed a preliminary engineering study for this project.
3. ENHANCE OVERLOOK PARK, 18 MILE CREEK, AND ANNA MAE BACON BIRD SANCTUARY

PROJECT: 18 Mile Creek Accessibility and Connectivity Enhancements
OWNER/SPONSOR: Village of Hamburg
LOCATION: Overlook Park, 18 Mile Creek, and Anna Mae Bacon Bird Sanctuary
PROJECT COST: $2,500,000
DRI FUNDING REQUEST: $2,500,000

PROJECT DESCRIPTION:
Physical improvements to better connect the Village with 18 Mile Creek. Construction of an improved walkway from Overlook Park to a pedestrian bridge at 18 Mile Creek. The proposed bridge connects to the Anna Mae Bacon Bird Sanctuary. An accessible boardwalk, to run from the creek to the Sanctuary entrance on Crescent Ave., will also be developed as part of this project.
4. DEVELOPMENT OF FOXGLOVE PUB

**PROJECT**  
Redevelopment of Home in Foxglove Pub

**OWNER/SPONSOR**  
Andrew & Maura Zalikowski

**LOCATION**  
20 S. Buffalo Street

**PROJECT COST**  
$650,000

**DRI FUNDING REQUEST**  
$260,000

**PROJECT DESCRIPTION**

Rehabbing residential property into mixed use property to include an apartment/Airbnb and pub called "Foxglove Pub".
5. RENOVATE ATTEA & ATTEA BUILDING

PROJECT
Attea & Attea Façade Renovations

OWNER/SPONSOR
Attea & Attea, P.C

LOCATION
11 Main Street

PROJECT COST
$500,000

DRI FUNDING REQUEST
$200,000

PROJECT DESCRIPTION
Facade renovation to reverse a 1970's exterior motif. Removal of Stucco at cornice and repair of original brick work; installation of historically accurate storefront and second floor windows; new pedestrian scaled lighting; and ADA compliant entranceways.
6. RENOVATION OF 17 LONG AVE

PROJECT
Renovation of 17 Long Ave

OWNER/SPONSOR
Iskalo Development

LOCATION
17 Long Ave

PROJECT COST
$4,500,000

DRI FUNDING REQUEST
$1,800,000

PROJECT DESCRIPTION

Proposed Renovation of a medical building. Facade renovation and interior renovation of existing underutilized office building. New storefronts to be created along Long Ave. side of building and portions of the interior, which have never been remodeled will be renovated for medical and office uses.
7. CONTINUED RESTORATION OF PALACE THEATER

PROJECT
Continued Restoration of Palace Theater

OWNER/SPONSOR
Donald Witkowski

LOCATION
31 Buffalo St.

PROJECT COST
$1,500,000

DRI FUNDING REQUEST
$600,000

PROJECT DESCRIPTION
Grant to be provided to make further improvements to Palace Theater. Improvements will build off a recent $225,000 project at the theater. Project costs include construction of fully accessible restrooms on first floor, relocation of the concession stand, improvements to the lobby and other priority improvements.
8. STREETSCAPE IMPROVEMENTS FOR SOUTH BUFFALO STREET

**PROJECT**  
South Buffalo Streetscape Improvements

**OWNER/SPONSOR**  
Village of Hamburg

**LOCATION**  
South Buffalo Street

**PROJECT COST**  
$1,500,000

**DRI FUNDING REQUEST**  
$1,500,000

**PROJECT DESCRIPTION**

Project includes installation of traffic calming measures on S. Buffalo between the Main and Buffalo roundabout and E. Eden Bridge. Project goal is to slow traffic, improve the pedestrian environment and Connectivity, and aid development projects set to occur along this section of Buffalo Street.
9. ACCESSIBILITY AND CONNECTIVITY IMPROVEMENTS TO LONG AVE PARKING LOT

PROJECT
Long Ave Parking Lot Accessibility and Connectivity Improvements

OWNER/SPONSOR
Village of Hamburg

LOCATION
Long Ave. and S. Buffalo St.

PROJECT COST
$1,000,000

DRI FUNDING REQUEST
$1,000,000

PROJECT DESCRIPTION
Create a new north-south landscaped pedestrian connection between Long Ave. and Main Street. Project also includes new parking lot design for more efficient parking for area businesses. Project to incorporate EV charging, green infrastructure, and improved drainage and lighting.
10. DEVELOPMENT OF NEW MULTI-FAMILY HOUSING DEVELOPMENT NEAR 18 MILE CREEK

New Multi-Family Housing Development

CRS Properties

77 S. Buffalo Street

$6,000,000

$2,400,000

Construction of a new multi-family development to consist of 23 units. Development will maintain public access to the creek and bring much needed new rental units to the core of the Village.
11. CONTINUE DOWNTOWN BUILDING IMPROVEMENTS

**PROJECT**  Establish Building Improvement Fund

**OWNER/SPONSOR**  Village of Hamburg

**LOCATION**  DRI Boundary

**PROJECT COST**  $1,000,000

**DRI FUNDING REQUEST**  $600,000

**PROJECT DESCRIPTION**

The establishment of a Commercial Building Improvement Program (CBIP) would assist property owners and downtown businesses willing to make interior and/or exterior space renovations or improvements. Eligible projects could include façade improvements, ADA compliance, residential improvements, construction of new awnings, interior upgrades, sign replacements, and projects designed to enhance the aesthetic quality of the downtown corridor.
ADMINISTRATIVE CAPACITY
The Village of Hamburg contracts with a Community Liaison who would be the in-house project manager and point person for the DRI. The Community Liaison works closely with the Mayor, Trustees, and Village Administrator. Administrative capacity is also supported by Village department heads, community partners (including, Hamburg School District, Hamburg IDA, Southtowns Chamber of Commerce, and Village Business Advisory Committee, among others), and a very strong base of volunteers. Collectively, we have a history of collaboratively working together with a shared community vision: to build upon past successes and continually look to improve the Village of Hamburg.

The Village of Hamburg has been very successful in obtaining grants and following through with project completion and closeout. The following page highlights recent grants awarded to the Village of Hamburg:

<table>
<thead>
<tr>
<th>Potential DRI Local Planning Committee Candidates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thomas J. Moses, Sr.</td>
</tr>
<tr>
<td>Tom Tallman</td>
</tr>
<tr>
<td>Laura Hackathorn</td>
</tr>
<tr>
<td>Paul Gaughan</td>
</tr>
<tr>
<td>Jason Cozza</td>
</tr>
<tr>
<td>Annamarie Masucci</td>
</tr>
<tr>
<td>Damon Ayer</td>
</tr>
<tr>
<td>Jeff Davis</td>
</tr>
<tr>
<td>Heather Sidorowicz</td>
</tr>
<tr>
<td>Katie Mika</td>
</tr>
<tr>
<td>Dave Rust</td>
</tr>
</tbody>
</table>
ADDENDUM
EV CHARGING STATIONS
Public EV Charging Stations

1. Hamburg Village Hall; EV Charging Size: Lower-Bound
2. Municipal Parking Lot (Proposed Village Community Hub); EV Charging Size: Upper-Bound
3. Long Avenue Parking Lot; EV Charging Size: Lower-Bound
SUPPORT LETTERS