DOWNTOWN REVITALIZATION INITIATIVE

TOWN OF SENeca FALLS

Strategic Investment Plan

JULY 2020
DOWNTOWN REVITALIZATION INITIATIVE
TOWN OF SENECA FALLS

JULY 2020

STEERING COMMITTEE

Michael J. Ferrara, Co-chair, Supervisor, Town of Seneca Falls
David Mansfield, Co-chair, Three Brothers Winery & Estates
Greg Lazzaro, Co-chair, former Supervisor, Town of Seneca Falls

Doug Avery, Town of Seneca Falls
Kate Bennett, National Women’s Hall of Fame.
Menzo Case, Generations Bank & Habitat for Humanity
Jeramy Clingerman, Seneca Falls Central Schools
Rhonda Destino, Seneca Falls Visitor Center
Brad Ellis, Fall Street Brewing
Jerry Goodenough, Heorot Power Management
Bob McKevery, Retired Superintendent of Seneca Falls CSD
Joell Murney-Karsten, Seneca Falls Development Corporation
Mitchell Rowe, Seneca County
Ann Sandroni, Seneca Falls Business Association
Greg Zellars, Seneca Falls Development Corporation

This document was developed by the Town of Seneca Falls Local Planning Committee as part of the Downtown Revitalization Initiative and was supported by the NYS Department of State and NYS Homes and Community Renewal. The document was prepared by the following Consultant Team:
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DOWNTOWN REVITALIZATION INITIATIVE

FOREWORD

Downtowns define our cities and regions. With their energy and diversity as well as their artistic, cultural and historical assets, vibrant downtowns serve as anchors and catalysts for local and regional growth. These enduring qualities attract businesses, jobs, residents and visitors, and provide the critical infrastructure and diverse tax base necessary for broader and more inclusive growth.

Despite their tremendous value to our society and economy, downtowns suffered decades of disinvestment, economic decline and community malaise with the advent of sprawl and de-industrialization. But people and businesses once again recognize and appreciate what downtowns have to offer. And with that, downtowns are beginning to revamp and re-invent themselves, in many cases using their proud heritage not as a whimsical look backward to a bygone era, but as a catalyst for a brighter future. Yes, downtowns and cities are on the comeback trail, but obstacles remain and the DRI serves as that critical launch pad.

Recognizing both the potential and the challenges of our urban centers, Governor Andrew Cuomo launched a major new initiative in 2016 — the Downtown Revitalization Initiative (DRI). Through the DRI, the Governor moved to aggressively accelerate and expand the revitalization of downtowns and neighborhood centers to serve as centers of activity and catalysts for investment in all ten regions of the state. The DRI represents an unprecedented and innovative plan-to-act strategy that couples strategic planning with immediate implementation.

DRI Communities Selected in Round Four:

- Western New York: Niagara Falls
- Finger Lakes: Seneca Falls
- Central New York: Fulton
- Southern Tier: Hornell
- Mohawk Valley: Utica
- North Country: Potsdam
- Capital Region: Schenectady
- Mid-Hudson: Peekskill
- New York City: Staten Island
- Long Island: Baldwin, Town of Hempstead
In the first four years of the DRI, the State has committed $400 million to invest in downtowns that are ripe for revitalization and have the potential to become magnets for redevelopment, business, job creation, greater economic and housing diversity, and opportunity. Each year, the Regional Economic Development Councils select ten downtowns to receive $10 million each to refine a vision and strategy for revitalization and to implement projects that show the greatest potential to improve the economic and social vitality of their downtown areas. The projects realized through DRI grant funds in turn catalyze multifold additional investments and projects, which creates the momentum and progress necessary to sustain a long-term successful revitalization effort. The excitement and community pride generated by the DRI are clear and palpable.

The ten communities selected in round four of the DRI are confronting a serious challenge—the COVID-19 pandemic. But, in uncertain times, one thing is certain—cities are resilient; they adapt to change, even in a crisis like this. And the DRI is proving to be resilient and adaptable, too.

In the face of COVID-19, round four DRI communities have effectively pivoted to examine the immediate impacts of the pandemic and expand their downtown strategic investment plans to respond to this new challenge through the recommendation of projects that will support recovery and resiliency, especially for the small businesses that represent the heart of our downtowns. The ten round four communities demonstrated a true commitment to realizing their community visions for vibrant and robust downtowns, even in the midst of NY PAUSE. Indeed, each of the ten communities pursued innovative strategies to
engage local stakeholders and successfully identify viable and impactful revitalization projects in safe and effective ways.

The DRI process involves a combination of community-based strategic planning, inter-agency project support and leveraging of outside investments. The process starts with a community-based Strategic Investment Plan that sets the path for successful downtown revitalization—a clear vision for the downtown; goals and strategies to accomplish the vision; and catalytic projects identified in the plan.

The strategic planning process is led by Secretary of State Rossana Rosado and facilitated by staff from the Department of State’s Office of Planning, Development and Community Infrastructure, with the assistance of NYS Homes and Community Renewal and Empire State Development. This collaborative multi-agency effort mobilizes the expertise, technical assistance and project management skills of State agencies alongside those of a team of consultants to support a Local Planning Committee (LPC) in each DRI to develop a community-based vision, goals and strategies for downtown revitalization.

Central to the Strategic Investment Plans are the slate of viable, transformative and catalytic projects identified by each LPC that will help realize the community’s vision for revitalization of its downtown. Of the projects included in the plans, those that are ready to go and show the greatest potential to contribute to revitalization, especially when knitted together with other projects, are awarded DRI funding.

The DRI is much more than a one-off $10 million grant. Firstly, the projects are not selected in a vacuum, rather, they are synergistic and catalytic—that is, they work in concert to create a whole that is greater than the sum of its parts. Secondly, the positive momentum created by the DRI generates exponential effects that leverage additional public and private investments that, in turn, create a self-perpetuating cycle of revitalization.

We often hear the phrase “live, work and play” to describe city life, but we need to move beyond that limited characterization. Downtowns are so much more than that; they are a place to connect, eat, shop, drink, learn, absorb, innovate, observe and interact—they serve as a spark to human inventiveness and social entrepreneurship. Downtowns also offer public gathering spaces that allow people of all ages, incomes and backgrounds to interact safely and comfortably to appreciate the diversity of city life.

There is no cookie-cutter formula for our urban centers. Each one is unique—a different vibe, heritage, culture; a whole different story to tell if we listen carefully enough. And we do just that - the DRI treats and respects each downtown as its own special place—which is the hallmark of what we call “placemaking.”

The DRI has launched a renaissance in downtown redevelopment. With bottom-up leadership and top-down assistance from the State, deep participation from
within the community and collaborative partnerships with public and private investors, the DRI is truly paying dividends by not just transforming the existing community, but also by creating new and yet-to-be-discovered opportunities for generations to come.
EXECUTIVE SUMMARY

Seneca Falls has a remarkable heritage as the birthplace of the Women’s Rights Movement and as the inspiration for the It’s a Wonderful Life movie. The Town of Seneca Falls, with the help of New York State’s Downtown Revitalization Initiative (DRI) program, wants to leverage and honor that heritage by implementing a transformative DRI slate of projects that will support a remarkable future.

The DRI Strategic Investment Plan provides a narrative of how a 13-member DRI Local Planning Committee (LPC) worked with state representatives, a DRI consultant team, project sponsors, and the public to select a slate of 18 transformative priority projects representing more than $36 million in public and private investments. LPC members developed a vision statement and strategies that focused on leveraging the area’s incredible heritage while supporting long-term revitalization that would attract the next generation of residents, workers and tourists to Seneca Falls.

Fortunately, revitalization has been gaining momentum in Seneca Falls and the DRI funding will build upon those past successes and secure Downtown’s future by encouraging additional community and economic development investments. Moreover, strategic implementation of DRI projects will facilitate the community’s recovery from the impacts of the Covid-19 pandemic.
A WELL-DEFINED BOUNDARY

The Downtown Revitalization Initiative (DRI) Boundary covers 0.18 square miles and includes the Seneca Falls' Central Business district, Sacketts Business District, and the areas bordering the Cayuga-Seneca Barge Canal. The total acreage of the DRI Boundary is 116.25. The walkable and compact DRI boundary includes the Women’s Rights National Park, multiple state and federal landmarks, stately mansions, a national historic district, and access to canal and lake waterfront amenities.
PUBLIC AND STAKEHOLDER ENGAGEMENT

A comprehensive DRI community engagement strategy ensured input from a broad base of the public and stakeholders. The DRI Community Participation Plan included DRI Local Planning Committee meetings, a public survey, public meetings, stakeholder meetings, and media (print, radio, social, online) engagement. As a result of the Covid-19 pandemic, the plan was updated to include a virtual community participation component. The final public meetings were held virtually via online videoconferencing.

All public meetings were well attended and provided the LPC with information on the public’s perception of the DRI process and proposed projects. More than 230 people participated in the online public survey. The public’s overall priorities included waterfront improvements, building upgrades, streetscape enhancements and integration of arts and culture.
MARKET SUPPORT

A DRI Economic and Market Analysis estimated a healthy demand for commercial, mixed use, and housing projects over the next two decades in the Seneca Falls market area.

**Estimated Average Commercial Demand**

**10 years - Seneca County Market Area**

- Office: 40,000 Sq. Ft.
- Brand Hotel: 0
- Retail: 30,000
- Restaurant & Bar: 9,000

**Estimated Residential Demand**

**20 years - Seneca County Market Area**

- Owner: 303 Units
- Rental: 1197 Units
A DRI VISION FOR DOWNTOWN SENECA FALLS’ FUTURE

Four goals and 17 strategies support the Seneca Falls DRI Vision Statement:

VISION STATEMENT
DOWNTOWN SENECA FALLS

Downtown Seneca Falls will be a vibrant community leveraging and celebrating its unique heritage to support a revitalized and welcoming year-round destination where living, business, recreation, and the arts converge to attract the next generation of residents and workers.

GOAL 1: LEVERAGE AND PROMOTE THE AREA’S HERITAGE, CULTURE, AND CHARACTER

Seneca Falls is blessed with a wealth of assets including well-known tourist sites, cultural facilities, and historic sites that it will promote to strengthen its appeal to visitors, residents, and businesses.

- Build upon the success of year-round tourism
- Preserve and promote the heritage of the downtown including women’s rights, the canal, the lake, & It’s a Wonderful Life movie
- Reinforce sense of place by preserving and renovating historically-significant buildings
- Articulate the story of Seneca Falls through signage

GOAL 2: ATTRACT AND INCUBATE JOBS AND INVESTMENT

Downtown Seneca Falls will attract investment and jobs to support long-term economic growth in the Town, County and Finger Lakes region.

- Provide incentives to revitalize downtown building
- Attract new professionals with co-working space, business incubators and local culinary opportunities
- Re-purpose buildings for a mix of uses
- Invest in infrastructure, amenities and streetscape to encourage commercial investment
- Attract new businesses to occupy empty spaces downtown

GOAL 3: INVITE NEW RESIDENTS DOWNTOWN

New residents downtown will add vitality and create a sense of neighborhood while supporting the re-purposing the upper floors of historic buildings.

- Develop empty second-story space downtown to create apartments
- Create new residential living opportunities downtown including workforce housing
- Encourage mixed-use buildings that include residential

GOAL 4: IMPROVE DOWNTOWN’S QUALITY OF LIFE

Improving recreational, cultural, and quality of life amenities will support year-round tourist activities and attract residents and businesses.

- Expand arts and cultural events and locations
- Develop, extend and connect multi-modal trails downtown
- Improve circulation and parking downtown
- Invest in parks and greenspace
- Encourage water-based activities and amenities
SLATE OF PROJECTS 18 projects totaling more than $36 million were selected by the LPC for submission to the State for DRI Funding:

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>Establish the National Women’s Hall of Fame as a Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>COST</td>
<td>$2,250,000</td>
</tr>
<tr>
<td>DRI FUNDING</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Description</td>
<td>Renovation of the smokestack, installation of new permanent exhibits and construction of a code-compliant elevator and stairwell for access to the upper floors.</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>PROJECT</th>
<th>Transform the It’s a Wonderful Life Museum</th>
</tr>
</thead>
<tbody>
<tr>
<td>COST</td>
<td>$912,000</td>
</tr>
<tr>
<td>DRI FUNDING</td>
<td>$912,000</td>
</tr>
<tr>
<td>Description</td>
<td>Phase 1 of the museum expansion including structural stabilization of the building, façade renovations, enhanced accessibility and improved signage.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>Repurpose the Wesleyan Church for a Performing Arts Center</th>
</tr>
</thead>
<tbody>
<tr>
<td>COST</td>
<td>$1,250,000</td>
</tr>
<tr>
<td>DRI FUNDING</td>
<td>$1,200,000</td>
</tr>
<tr>
<td>Description</td>
<td>Conversion of a former church into a multi-use performing arts and events center for the Seneca Falls Community Players.</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>PROJECT</th>
<th>Enhance Community Recreation</th>
</tr>
</thead>
<tbody>
<tr>
<td>COST</td>
<td>$324,000</td>
</tr>
<tr>
<td>DRI FUNDING</td>
<td>$324,000</td>
</tr>
<tr>
<td>Description</td>
<td>Installation of “street league” obstacles to the Seneca Falls Skate Park and an ADA-compliant kayak launch at the Community Recreation Center. Both projects will improve use of the Recreation Center.</td>
</tr>
</tbody>
</table>
### Activate the State Street Station

**Cost**: $1,343,180  
**DRI Funding**: $605,000  
Renovate the former historic train station into a full-service Italian restaurant and banquet hall. Exterior and interior renovations will support 150 guests and will be complemented by outdoor seating.

### North Canalside Enhancements

**Cost**: $3,690,000  
**DRI Funding**: $3,690,000  
Improvements to People’s Park, including new pathways and decks overlooking the canal, burying utility lines to open views and providing better access to the Canal from downtown.

### Renovate the Huntington Building

**Cost**: $16,346,927  
**DRI Funding**: $800,000  
Repurposing of the historic Huntington Building into a 50-unit affordable residential complex. Half of the units will be reserved as permanent supportive housing for veterans.

### Fall Street Enhancements

**Cost**: $2,180,300  
**DRI Funding**: $2,180,300  
Streetscape and traffic calming improvements, including enhanced crosswalks, wider sidewalks, planting strips and bike racks. The project also includes Academy Square upgrades.
<table>
<thead>
<tr>
<th>PROJECT</th>
<th>Improve the Heritage and Information Center</th>
</tr>
</thead>
<tbody>
<tr>
<td>COST</td>
<td>$752,025</td>
</tr>
<tr>
<td>DRI FUNDING</td>
<td>$752,025</td>
</tr>
<tr>
<td>Provide upgrades including façade improvements, updating permanent interior exhibits, installation of a new elevator and renovations to boater spaces.</td>
<td></td>
</tr>
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<table>
<thead>
<tr>
<th>PROJECT</th>
<th>Reinvigorate the Gould Hotel</th>
</tr>
</thead>
<tbody>
<tr>
<td>COST</td>
<td>$900,000</td>
</tr>
<tr>
<td>DRI FUNDING</td>
<td>$405,000</td>
</tr>
<tr>
<td>Renovation of the historic landmark hotel's first floor including lobby upgrades, conversion of the restaurant into a dual-purposed café &amp; gastro-cocktail lounge, and relocation of the bar.</td>
<td></td>
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</tbody>
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<table>
<thead>
<tr>
<th>PROJECT</th>
<th>Enhance the South Shore</th>
</tr>
</thead>
<tbody>
<tr>
<td>COST</td>
<td>$1,280,000</td>
</tr>
<tr>
<td>DRI FUNDING</td>
<td>$1,280,000</td>
</tr>
<tr>
<td>Infrastructure enhancements for the south shore of the canal include streetscape upgrades, extension of the Cayuga-Seneca Canalway Trail and gateway archways into the National Women’s Hall of Fame.</td>
<td></td>
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<tr>
<th>PROJECT</th>
<th>Create an Interactive Pathway and Walk of Honor</th>
</tr>
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<tbody>
<tr>
<td>COST</td>
<td>$479,340</td>
</tr>
<tr>
<td>DRI FUNDING</td>
<td>$479,340</td>
</tr>
<tr>
<td>Installation of touchscreen kiosks throughout downtown with information on businesses, events and tourist sites. Mount 24 plaques honoring historic figures.</td>
<td></td>
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</table>
PROJECT: Launch Culinary Arts Studio and Apartments
COST: $1,700,000
DRI FUNDING: $400,000
Renovation of two downtown buildings for a ground floor hands-on culinary arts studio and conversion of vacant upper floors into affordable housing units.

PROJECT: Improve the It’s a Wonderful Life Bridge
COST: $430,000
DRI FUNDING: $430,000
Upgrade the iconic bridge that served as an inspiration for the bridge in the It’s a Wonderful Life movie including installation of artistic programmable LED lighting, new paint, and walking surfaces.

PROJECT: Create Residential Units at the Finger Lakes Health Institute
COST: $982,800
DRI FUNDING: $400,000
Conversion of the vacant second floor classrooms of the former St. Patrick’s school into 10 affordable residential units in the mixed-use facility.

PROJECT: Enhance Ludovico Sculpture Trail
COST: $177,718
DRI FUNDING: $177,718
The existing sculpture trail will be enhanced with the installation of a new gateway entry plaza, upgrading the trail surface to be accessible to all and the addition of descriptive sculpture plaques.
### Project 1: Renovate the Daniels Block

**Cost:** $638,200  
**DRI Funding:** $253,200

The owner of the Daniels Block is proposing to covert the vacant 3rd floor space into five new accessible residential loft units that will be serviced by a new three-stop elevator.

### Project 2: Establish a Building Improvement Fund

**Cost:** $1,000,000  
**DRI Funding:** $600,000

A Building Improvement Fund will be established to provide grant funding for downtown building owners to support interior and exterior building improvements.
PLAN IMPLEMENTATION

Implementation of DRI transformational projects will be a team effort. Both public and private entities will work with state planners, their staff and consultants to facilitate the launch and completion of each project.

The majority of the projects proposed are public projects sponsored by the Town of Seneca Falls, including canalside improvements, streetscape improvements, park improvements and other amenities to improve the quality of life in Seneca Falls. The Town will work closely with the Seneca Falls Development Corporation to implement these important public projects that will attract and maintain downtown businesses and residents.

Private project sponsors will execute their projects directly with assistance from state planners, state agencies and consultants. The Seneca Falls Development Corporation could assist private project sponsors as needed by acting as a liaison with state agencies.

Projects need to commence shortly after the grant is awarded. The graphic below indicates estimated completion dates for each of the projects proposed for funding in the above Slate of Projects.

PROPOSED DRI PROJECTS – ANTICIPATED COMPLETION DATES

- **2021**
  - Skate Park & Kayak Launch

- **2022**
  - It's a Wonderful Life Museum
  - Gould Hotel
  - Culinary Arts Studio/Apartments
  - It's a Wonderful Life Bridge
  - Daniels Block

- **2023**
  - National Women’s Hall of Fame
  - SF Performing Arts Center
  - South Canalside
  - Interactive Pathway
  - Residential & Finger Lakes Health Institute
  - Ludowico Sculpture Trail
  - Building Fund

- **2024**
  - Sorellas Restaurant
  - Huntington Apartments
  - Heritage Info Center
  - North Canalside
  - Fat Street
THE DRI WILL ASSIST WITH COVID RECOVERY

The DRI process started in November 2019 in Seneca Falls and the first LPC meeting was held in the beginning of December 2019. After making significant progress in the winter and spring of 2020 the LPC was to hold its final LPC and public meetings in the middle of March 2020. However, the Covid-19 pandemic public health crisis put the Seneca Falls DRI on pause at the same time.

Throughout NY Pause the Town focused on the provision of core services, specifically those that helped ensure the health and well-being of its citizens during the pandemic. Confident that the State and region were making progress in managing the pandemic, the DRI process was allowed to resume in July 2020. Final public meetings were held using videoconferencing technology and the public was able to provide input online. On July 29, 2020 the LPC concurred with the final slate of DRI transformational projects.

- Multiple projects included on the DRI Slate of Projects could propel the recovery of the Town of Seneca Falls, local businesses, and residents that were impacted by the Covid-19 pandemic. Public improvements will provide the community with places for recreation. Funds to help businesses will make them more resilient. More importantly, the community spirit and cooperation that characterized the Seneca Falls DRI will help the community in its recovery journey.
DOWNTOWN REVITALIZATION INITIATIVE

TOWN OF SENECA FALLS

Section I

Downtown Profile and Assessment
A comprehensive Profile and Assessment of the downtown is a valuable tool when developing any recommendations regarding proposed projects for the Downtown Revitalization Initiative (DRI). The Profile and Assessment inventories existing and planned conditions in the downtown, providing a framework for review and analysis of the potential projects.

Components of the Downtown Profile and Assessment include:

- A review of the Downtown Boundary and its context in the region;
- A snapshot of existing socio-economic conditions;
- An analysis of existing physical and regulatory conditions, including a review of anchor institutions;
- Information on existing local and regional plans and their relationship to downtown Seneca Falls;
- An assessment of local organizational structures and associated capacity to implement DRI objectives;
- An inventory of relevant recent, ongoing, and future projects; and
- A summary of an Economic, Market, and Housing Analysis.

The Profile and Assessment highlights key opportunities and limitations on future redevelopment. It will also summarize the trends and data necessary to develop a blueprint for the revitalization of downtown Seneca Falls.
SENECA FALLS DRI BOUNDARY

The Downtown Revitalization Initiative (DRI) Boundary covers 0.18 square miles and includes the Seneca Falls' Central Business district, Sackett Business District and the areas bordering the Cayuga-Seneca Barge Canal. The total size of the DRI Boundary is 116.25 acres, of which 106.29 acres is land and 9.96 acres is water. Many important community and civic organizations, as well as some of the region’s most important cultural assets and tourist destinations are located in the DRI area.

Most noted for hosting the Seneca Convention in 1848, the first women’s rights convention in the United States, Seneca Falls is nationally revered as the birthplace of women’s rights. With 6,171 residents (2017 U.S. Census, American Community Survey), this historic hamlet still maintains the atmosphere of a quaint small canal community. After visiting it is clear why Seneca Falls small town charm has resulted in it being largely held as the inspiration for the holiday classic "It's A Wonderful Life".

The hamlet of Seneca Falls was an incorporated village from 1831 to 2011, whereupon it was officially dissolved into the Town of Seneca Falls.

The historic Seneca Knitting Mills is in the DRI boundary and is being re-purposed as the National Women’s Hall of Fame.
Figure 1: Boundary

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community
REGIONAL LOCATION

Seneca Falls is close to Rochester, Syracuse, and Ithaca, inspiring a shared identity with both the Finger Lakes and Central New York regions of New York State (Figure 2). Seneca County as a whole is a predominantly rural area dotted with numerous wineries that comprise a major portion of the Finger Lakes Wine Country.

Based on its location, Seneca Falls is ideally positioned to attract young talent from a region that holds many prestigious colleges and universities, including: Syracuse University; Hobart and William Smith; Cornell University; Ithaca College; Wells College; RIT; University of Rochester; New York Chiropractic College; Finger Lakes Community College and Cayuga Community College.
SOCIO-ECONOMIC CHARACTERISTICS

To both understand the community and produce realistic recommendations for revitalization it is vital to understand the demographics of both Seneca Falls and Seneca County. Demographics such as income, population, educational attainment, and age cohorts provide insights into the needs of the community as well as a guide for the downtown’s revitalization.

POPULATION

Nearly 6,200 residents call the Hamlet of Seneca Falls home, with an estimated 327 living within the boundaries of the DRI. Population in the former village has declined by more than ten percent since 2000, and the population within the DRI Boundary has decreased by an even higher rate, 22 percent, since 2000.


Takeaway for DRI: Seneca Falls’ decreasing population is not unlike most upstate urban areas. With a revitalized downtown, and new housing options new investment and residents can be expected.
AGE

Within the hamlet of Seneca Falls, the median age of the population has gradually increased from 38.1 years old in 2000 to 43.6 years old in 2017. While the median age has also increased within Seneca County, that increase has slowed over the last decade.


AGE DISTRIBUTION WITHIN THE DRI BOUNDARY

Within the DRI area there is a higher representation from the Millennial generation, at 27.5%. From the remaining age groups there is a relatively even distribution between the Baby Boomer, Generation X and Generation Z age groups.

Source: American Community Survey 2013-2017 Estimates, ESRI Community Analyst

Takeaway for DRI: Locations which are accessible and have services, entertainment, shopping, and restaurants in a short walking distance are all important when attracting new residents, especially for retirees and the millennial age cohorts.
EDUCATIONAL ATTAINMENT

Seneca Falls’ residents are more educated compared to Seneca County as a whole. More than 28 percent of the population (≥ 25 years old) has obtained a bachelor’s degree or higher compared to the County’s 21 percent.

Educational Attainment - 2017

<table>
<thead>
<tr>
<th>Seneca Falls</th>
<th>Seneca County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate, Professional, Doctorate Degree</td>
<td>10.2%</td>
</tr>
<tr>
<td>Bachelor’s Degree</td>
<td>18.6%</td>
</tr>
<tr>
<td>Associate’s Degree</td>
<td>9.6%</td>
</tr>
<tr>
<td>HS graduate, GED, or alternative</td>
<td>53.3%</td>
</tr>
<tr>
<td>No HS Diploma</td>
<td>8.4%</td>
</tr>
</tbody>
</table>

Source: American Community Survey 2013-2017 Estimates

EDUCATIONAL ATTAINMENT WITHIN THE DRI BOUNDARY

Within the DRI area 23 percent of residents have a Bachelor’s degree or higher. While this rate is lower than what is found in the Town of Seneca Falls as a whole, it still outpaces Seneca County where only 20.5% of the population possesses that level of education.

Source: American Community Survey 2013-2017 Estimates, ESRI Community Analyst

**Takeaway for DRI:** It is important to retain highly educated and skilled individuals to fill the workforce needs of Seneca Falls’ business community.
HOUSEHOLD INCOME

The median household income for the Hamlet of Seneca Falls has historically been in line with Seneca County. However, when taking into account inflation, the median household income in Seneca Falls has actually decreased by 7.1 percent since 2000 while the County only witnessed a decrease of 2.4 percent.


POVERTY

The poverty rate in the Hamlet of Seneca Falls has grown by nearly 2.5 percent since 2000 while Seneca County’s rate is relatively the same. However, poverty rates within Seneca Falls still lie below the statewide average of 15.1 percent.


Takeaway for DRI: To attain higher household incomes and decrease poverty rates the DRI should include projects to attract new jobs and business opportunities.
EMPLOYMENT

There are approximately 5,029 jobs located within the Town of Seneca Falls out of a total of more than 13,600 in Seneca County. Therefore, 37 percent of the jobs in Seneca County are located within Seneca Falls. The majority of jobs in the Town of Seneca Falls are in Manufacturing or the Public Administration.

Major Employers in Seneca Falls include:

- Government (Town & Seneca Falls Central School District)
- ITT/Goulds Pumps
- Xylem
- Scepter
- New York Chiropractic College
- Walmart
- Bonadent Dental Laboratories
- Generations Bank
- Waterloo Container
- Seneca Dairy System
- Lifecare Medical Associates (Finger Lakes Health)
- Tops Friendly Markets
- Danaren Dental Laboratory
- Tarjac

Source: NYS Department of Labor
COMMUTING PATTERNS

Commuting patterns provide insight into the links between the community and the greater region. Presently there is a greater migration of employees into Seneca Falls from the surrounding area. 5,962 people live outside of the Town but work within the Town, roughly 704 people both live and work within the Hamlet of Seneca Falls, and 2,222 people live within but work outside of the Town.


**Takeaway for DRI:** There is a large share of professional jobs (Public Admin., Education Services) located within Seneca Falls. Increasing the number of retail and dining options that cater to this workforce will support the downtown’s long-term revitalization.

HOUSING UNITS, OCCUPANCY, AND TENURE

The number of occupied housing units within the DRI has remained stable between 2010 and 2018 with only a minor decrease of four units over that period. Of the estimated 2,918 units in the former village there is a two-to-one ratio of owner occupied to rental units. However, the majority of the units in the DRI are currently renter-occupied.

HOUSEHOLD SIZE

The average owner-occupied household size in the DRI decreased to 1.81 persons per household in 2017. This is significantly smaller than Seneca Falls’ average household size of 2.27 in 2017, which decreased from 2.37 individuals per household since 2000.

### Household Size

<table>
<thead>
<tr>
<th></th>
<th>DRI</th>
<th>Seneca Falls</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>1.87</td>
<td>2.37</td>
</tr>
<tr>
<td>2017</td>
<td>1.81</td>
<td>2.27</td>
</tr>
</tbody>
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**Takeaway for DRI:** Developing a variety of housing, including smaller units, which caters to a range of individuals will increase the vitality of Downtown Seneca Falls.

*Increasing residential units on downtown upper floors is a goal of the DRI Local Planning Committee.*
DOWNTOWN REVITALIZATION INITIATIVE  SENECA FALLS

AGE OF HOUSING STOCK

Within the hamlet, nearly three quarters of the housing stock was built in 1959 or earlier. The 2011 Housing Study listed the cost of upkeep of this older housing stock, and the impact on the level of disposable income for the residents, as a major issue.

![Age of Housing Stock Diagram]

Source: American Community Survey 2013-2017 Estimates

**Takeaway for DRI:** Programs to improve housing in the DRI should include a component to rehabilitation older housing as it comprises the majority of the current housing stock.
PHYSICAL AND REGULATORY CHARACTERISTICS

Physical and regulatory features including land use, transportation, and natural and historic resources shape the character and economy of Downtown Seneca Falls. These features can provide both opportunities and constraints for revitalization and therefore DRI projects will need to respect and respond to these parameters accordingly in order to be successful.

Enhancements to the physical realm of a downtown have resulted in increased business activity and improvements to the overall health of a community. This will be important as areas reshape themselves post Covid.
LAND USE

The largest percentage of land in the DRI area is dedicated to residential use (19.3%), followed by commercial (15.4%), government/institutional (11.0%); and vacant (10%). The commercial uses are clustered in the downtown along Fall St. Parks are situated between downtown and the residential neighborhoods, which are located near the DRI area’s edges.

Currently, 6.2 percent of land use in the DRI area is mixed-use. Increasing the number of sites with multiple uses is an opportunity to add vibrancy to the downtown. This may be achieved through a number of ways, such as adding upper floor residential units or having dedicated live-work artist studios.

There is an opportunity to attract more residents downtown by increasing the number of venues for recreation and entertainment, including movie or live performance theaters. Currently, only two percent of the DRI area is zoned for either recreation and/or entertainment uses, with an additional seven percent of the land dedicated to recreational uses yet captured under the classifications of government/institutional (i.e. National Women’s Historical Park) or vacant land (i.e. Ludovico Art Trail). The bulk of these spaces are museums or passive parks, with few areas for active recreation/sports or live performances.

Another opportunity lies with the clusters of vacant land in the DRI area that can be assembled and used for new development.

Source: Real Property data provided by Seneca County Planning Department.
Figure 3: Land Use

- Residential
- Government/Institutional
- Vacant
- Utility
- Commercial
- Conservation
- Recreation
- DRI Boundary
EXISTING ZONING

There are currently thirteen distinct zoning districts within the Town of Seneca Falls, with six districts found within the DRI boundary. These districts range in intensity from low density residential to heavy industrial use.

The following defines the goals for each respective zoning district in the DRI:

One Family Residential (R-1) As of right, this district allows one family structures in the Hamlet.

Two Family Residential (R-2) As of right, this district allows one and two family structures in the Hamlet.

Local Shopping District (C-1) As of right, this district allows business and professional offices; clothing stores; drugstores; eating and drinking establishments; food stores; hardware stores; hotels and motels; local retail; non-ground floor dwellings; offices and banks; personal services; and public buildings.

Highway Commercial (C-2) As of right, this districts allows auto repair and service; auto salesrooms; eating and drinking establishments; essential services; farm machinery sales; highway related business; motels; offices and banks; personal services; public buildings; and used car lots.

Land Conservation (LC) There are no permitted uses, accessory uses, or uses subject to special conditions in this district.

Industrial (M-1) As of right, this district allows enclosed warehousing; essential services; lumber, building supplies and similarly storage yards; ministorage; nurseries, greenhouses, farms, and customary farm occupations; public buildings; railroad facilities; and wholesale business.

There are opportunities to add more housing utilizing the current building stock as 52.3% of the DRI area is zoned either one-family residential (R-1), two-family residential (R-2), or local retail which allows for upper floor residential use.
Figure 4: Zoning

- C-1, Local Retail
- C-2, Highway Commercial
- L-C, Land Conservation
- M-1, Industrial
- R-1, One-Family Residential
- R-2, Two-Family Residential
TRANSPORTATION SYSTEMS

Downtown Seneca Falls is served by an extensive vehicular transportation system. Routes 5, 20, and 414 all pass through the downtown and Route 89 lies directly adjacent to it. These routes traverse NYS and/or link into the major routes of the NYS Thruway (I-90) and Southern Tier Expressway (I-86/NY 17).

According to the New York State Department of Transportation Urban Functional Classification System, Routes 5, 20, and 414 are principal arterials. State and Bridge Street and portions of Cayuga north of Pine Street are classified as major collectors. West Bayard, running west to east on the southern quadrant of the DRI boundary is a minor arterial.

Annual Average Daily Traffic (AADT) counts for the State Routes and major roadways vary with the highest average daily traffic count of 13,907 being recorded on Route 5/20/414 when it travels through the downtown. West Bayard has an average daily traffic count of 6,824 and Cayuga Street has roughly a 5,500 average daily traffic count. There are additional transportation systems available in the downtown including public transportation service provided by Regional Transit Service (RTS) during weekdays. These public transit connections are a vital service to the County’s lower income, senior, and/or disabled residents who may not have access to automobiles or have other mobility issues.

The Bridge Street bridge is an important part of Seneca Falls’ transportation network, and a tourist attraction as the inspiration for the Bedford Falls bridge in the It’s a Wonderful Life movie.

Photo credit: Seneca Falls Development Corporation
Figure 5: Street Network

- **Principal Arterial**
- **Major Road**
- **Minor Arterial**
- **Railroad**
- **DRI Boundary**

Legend:

- Purple line: Principal Arterial
- Yellow line: Railroad
- Blue line: Major Road
- Red line: Minor Arterial
- Green symbol: DRI Boundary

Scale: 0 400 800 Feet
Regional Transit Service (RTS) provides bus service to the Seneca Falls and the DRI area. Two bus routes service the area with stops to grocery and retail stores; residential areas; the downtown, to municipal offices, and with connections to both Geneva and Waterloo. Additionally, RTS service provides connections to their routes in Ontario and Wayne County.

On-street parking is available but limited on several of the downtown streets. The Town conducted a parking improvement study in 2016 which found that there are approximately 1,805 total parking spaces in the downtown; however, over 55% are private spaces reserved for either customers/tenants/or customers. Of the available public parking spaces, 402 are found in municipal lots and 266 are on-street spaces.

Sidewalks are available on at least one, if not both, sides of streets within the downtown. Crosswalks are available at nearly every intersection, with several midblock crosswalks also available.

Finger Lakes Railway (FLGK) has an east to west corridor utilizing old NY Central and Lehigh Valley railroad tracks. This serves the agricultural and manufacturing industries with rail connections. During the fall and early winter months the rail line is also utilized as a tourist attraction with themed services running.

The Finger Lakes Railway passes through the northern part of the DRI Boundary and is adjacent to the former train station (later converted to the Police Station and now available for redevelopment).
Figure 6: Public Transit

- RTS Route 281 & 282
- Street Segment
- DRI Boundary
INFRASTRUCTURE AND UTILITY SYSTEMS

The downtown is served by a comprehensive network of public infrastructure that can support redevelopment. Infrastructure systems available in the DRI Boundary include:

- **Water**: Public water supply is available within the downtown and accessible to all the downtown properties. Large, 10- to 14-inch diameter water distribution lines are available along many of the major roadways. Most other streets, with the exception of a few, are served by 4- to 8-inch diameter lines.

- **Sanitary and Stormwater Sewer**: Public sewer lines are also available throughout the downtown and accessible to all the downtown properties.

- **Telecommunications**: Spectrum provides phone, internet and cable TV services throughout the downtown.

- **Electric**: Areas within the DRI Boundary are served by New York State Electric and Gas (NYSEG).

- **Natural Gas**: Areas within the DRI Boundary are served by NYSEG natural gas services.

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**Figure 7: Utilities**

- 20" Water Line
- 8" Water Line
- 10-14" Water Line
- 4-6" Water Line
- Sanitary Sewer
- DRI Boundary
PROPERTY OWNERSHIP

Roughly 90 percent of the land in the DRI Boundary (63.6 acres) is owned by private individuals or organizations. Twenty seven parcels which total 13.02 acres within the DRI Boundary are publicly owned. The majority of public land is held by the Town of Seneca Falls who own 17 parcels covering 9.11 acres.

The majority of downtown buildings are privately owned

Source: Seneca County Real Property Services

Photo credit: LaBella Associates
Figure 8: Public Ownership

- County
- Federal
- New York State

Town
DRI Boundary

0 400 800 Feet
NATURAL RESOURCES

There are a number of natural resources located within the DRI Boundary. Many of these resources benefit the community, increase property values, and improve the area’s quality of life; however, they can also create constraints on future development. The DRI aims to protect, enhance, and leverage these natural resources as part of its revitalization strategy.

WATER-BASED RESOURCES

The Hamlet of Seneca Falls and the DRI Boundary are located near the north end of Cayuga Lake – one of the largest Finger Lakes in New York State, with the Cayuga-Seneca Canal traversing the southern portion of the DRI boundary. Water flows along the Cayuga-Seneca Canal through the center of Seneca Falls. This canal was originally opened in 1828 to connect both the Seneca and Cayuga Finger Lakes. Today the canal begins at the junction of the Erie Canal at the Montezuma National Wildlife Refuge. From there it flows south, following the route of the original Seneca River, towards Cayuga Lake with one branch heading towards Seneca Lake.

Cayuga Lake is the longest Finger Lake, extending over 38 miles in length, and is the largest in total size. It serves as the sole source of public water for the greater Seneca Falls Region. Each year millions of people visit Cayuga Lake and the rest of the Finger Lakes to take in the scenic views and sample from the regions numerous wineries. In 2018 the Finger Lakes Region welcomed 4.86 million leisure visitors, with Seneca County being the most-visited in the 14 county Finger Lake Region.
In 1915 Van Cleef Lake, a man-made lake near the “piggy back” locks (Locks 2 and 3) was created over the old “Flats” neighborhood. This nearly mile long and 1,000 foot-wide lake was created as part of a major enhancement to the Cayuga-Seneca Canal to allow for the movement of more materials. A series of small locks, which famously had provided the Village its name, were replaced by two large interconnected locks, which could lift boats a total of 49 feet. Van Cleef Lake was necessary to provide the required water capacity to operate these new locks. While the locks are no longer needed for the regular daily transportation of goods, recreational boats utilize them to travel between the two Finger Lakes and Van Cleef Lake provide a beautiful downtown asset with its tranquil views.

Within Seneca Falls there are several water based recreation facilities available, including the Seneca Falls Boater Amenities Facility, kayak and canoe launches near the Seneca Falls Recreation Center and the National Women’s Heritage Park adjacent to Locks 2 & 3.
Figure 9: Water Features and Flood Zones (FEMA FIRM Data)

- 100 year floodplain
- 500 year floodplain
- Open Water
- Creek
- Freshwater Pond
- DRI Boundary
PARKS, RECREATION AND HISTORIC RESOURCES

The historic resources, parks, and recreational opportunities located within the DRI Boundary help to shape the character of Downtown Seneca Falls. Leveraging Seneca Falls’ numerous historic assets while increasing the number of parks and recreational spaces should be a leading goal of the DRI.

PARKS AND RECREATIONAL RESOURCES

Parks and recreational spaces are important assets as they not only contribute to resident’s physical and mental well-being, but they make the community more attractive to live and work in. Combined, parks, recreational land, and the water areas account for 13.7 percent of the DRI Boundary. Parks and Recreational spaces located within the DRI area include:

**Women’s Rights National Historic Park** – the National Park Service operates this 4.38-acre park, which includes sites in both Seneca Falls and Waterloo that are associated with the 1848 First Women's Rights Convention. Notable sites in Seneca Falls include the Wesleyan Church, the Elizabeth Cady Stanton House, and the Visitors Center.

**Suffrage Park** - located on Lake Street, and situated on Van Cleef Lake, this small park includes a gothic style wood pavilion that is open for public use.

**Stanton Park** - a small, triangular shaped green space connecting Women’s Rights National Historical Park to People’s Park.

Elizabeth Cady Stanton Park in Downtown
Seneca Falls

Photo credit: Seneca Falls Development Corp.
Ludovico Sculpture Park - a one-mile art trail that extends along the southern portion of the Cayuga-Seneca Canal from Seneca Falls and heading west toward Sucker Brook.

Peoples Park - situated along the Cayuga-Seneca Canal and adjacent to Bridge Street. The park features the historic community bandstand and hosts the Seneca Farmers Market every Tuesday from June-October.

Academy Square Park - located along Cayuga Street between North and South Park Streets, this space includes the Soldiers and Sailors Monument, Veterans Monument and the DAR Fountain.

Seneca Falls Skate Park - located on Water Street, this recreational park is open Dusk-Dawn year round, weather permitting. Available only to Seneca Falls residents.

Seneca Falls Boater Amenities Facility - located in the Visitors Center along the Seneca Falls Harbor. Includes a lounge, showers, bathrooms, and laundry accommodations for boaters.

The Seneca Falls Visitor Center provides boater amenities along the Cayuga-Seneca Canal, as well as tourist resources.
Figure 10: Parks and Recreation

- Parks
- Recreation
- Ludovico trail
- DRI Boundary

0 400 800 Feet

National Women's Historical Park
HISTORIC RESOURCES

Within Seneca Falls there are two National Register Historic Districts, seven individually listed National Register Historic Sites, a National Historic Landmark, and a New York State Heritage Area. The DRI Boundary comprises 110.7 acres of the NYS Heritage Area, of which 70.0 acres is listed on the National Register of Historic Places.

The Seneca Falls Historic District, listed in 1991, contains 188 buildings. Properties are situated along State and Cayuga Streets and runs from Butler St. and Auburn Rd. to Canal St. Part of the district is comprised of the Fall Street-Trinity Lane Historic District, which was listed in 1974. The Fall Street-Trinity Lane Historic District covered 130 acres and included the underwater archaeological remains of the 19th century industrial structures that were once located on three islands in the Seneca River; the limestone Trinity Church (1886) and parish house (1916); the red brick "The Armitage" historic home (circa 1870). Other structures listed are the board and batten Cline barn and the 1920’s rectangular bandstand, which was relocated to People’s Park from Van Cleef Park in 1984.

There are seven individually listed National Register Historic Sites in Seneca Falls, including the Amelia Bloomer House; Julius and Harriet Bull House; Fourth Ward School; Elizabeth Cady Stanton House; US Post Office; Wesleyan Methodist Church and Women's Rights National Historical Park. The Cayuga–Seneca Canal, as part of the NYS Barge Canal, was listed as a National Historic Landmark in 2016. The DRI District includes Post Office, Wesleyan Methodist Church, and portions of the Women's Rights National Historical Park and NYS Barge Canal.

Other important historic sites include the Seneca Falls Knitting Mill, the Original Trinity Episcopal Church/Wescott Ruler site, the Van Cleef House and the First Presbyterian Church.
Figure 11: Historic Resources

- Local Historic District
- National Register Sites
- NYS Heritage Area
- DRI Boundary
- National District

SENECA FALLS | I-35
ARTS, CULTURAL, AND LOCAL FOOD RESOURCES

Seneca Falls and Seneca County are fortunate to have several long standing and established visual and performance arts venues in downtown Seneca Falls. The Seneca Community Players have been producing local theater in Seneca Falls for nearly 50 seasons and the Seneca County Arts Council, which hosts a cooperative gallery in downtown Seneca Falls, has served local artists for more than 30 years.

One of the most notable cultural assets in Seneca Falls is the Frank J. Ludovico Sculpture Trail, which was first developed twenty years ago on an old abandoned Lehigh Valley railroad bed along the south shore of the Cayuga-Seneca Canal. In 1999 Wilhelmina Pusmucans first installed a statue in honor of Amelia Bloomer, an early women’s rights advocate and resident of Seneca Falls. The nearly mile long trail now includes several sculptures, mostly completed by women sculptors, which honor the women’s right movement.

Seneca County is also fortunate to be part of the Finger Lakes Wine Country, which features more than 100 breweries, wineries and cideries. According to polls conducted by USA Today, the Finger Lakes Wine Region has been ranked the best in the nation the last two years and continues to bring in tourists from all over the world.

Seneca Falls additionally hosts a downtown public market in People’s Park where local farmers, artisans, bakers, and crafters can sell their products.

The Ludovico Sculpture Trail includes many sculptures completed by women honoring the Women’s Rights movement.
ANCHOR INSTITUTIONS

Several anchor institutions are located in the DRI Boundary including:

- **National Women's Hall of Fame** - founded in 1969 and now relocating to the recently renovated Seneca Falls Knitting Mill, the Hall honors the achievements of American women, with over 275 women inducted as of 2019.

- **Seneca Museum of Waterways and Industry** - located on Fall Street, this interpretative museum focuses on how harnessing the power of the local water sources led to major industry forming throughout the region and that industries subsequent role in the reform movement.
- **It’s a Wonderful Life Museum** - operating since 2010 and open year round, it showcases photographs and memorabilia related to the 1946 film. The museum also hosts an annual Wonderful Life festival during the second weekend in December.

- **Seneca Falls Library** - established in 1881, it provides educational, recreational, and informational programming for the Seneca Falls community. In 2003 the library relocated to a new, more spacious facility on Cayuga Street.

- **Seneca Falls Community Center** - located on Water street near Bridge St., the 21,800 square ft. center includes a gymnasium; kitchen; fitness room; game room; activity space; meeting space; and locker rooms. Adult and youth programming are held at the facility.

The Seneca Falls Community Center on the Seneca Canal is an anchor within the DRI by providing meeting space and recreational facilities. The center hosted all of the DRI committee and public meetings.

Photo credit: LaBella Associates.
PAST PLANNING EFFORTS

Recent reports prepared for the Seneca Falls and its regional partners included recommendations that are relevant for the Downtown Revitalization Initiative. A summary and key relevant recommendations of each follows.

FINGER LAKES REGIONAL ECONOMIC DEVELOPMENT COUNCIL STRATEGIC PLAN (2011)

In 2011 Governor Cuomo and the State of New York established 10 regional economic development councils throughout New York State to encourage strategic regional long term growth. The Councils are made up of a combination of public and private individuals that were charged with developing a Strategic Plan for job creation and community development. In addition, the Council awards millions of dollars in grants and financing on an annual basis.

The Town of Seneca Falls is part of the Finger Lakes Regional Economic Development Council (FLREDC) that includes the nine counties surrounding the City of Rochester.

Key Relevant Recommendations

- Strengthen and expand the region’s network of incubation and grow the number of entrepreneurs
- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation
- Increase access to affordable housing and mixed income units
- Improve access to credit for revitalization and investment
- Seek to invest in water resource-related projects that enhance water access, retain water quality, and increase water safety
- Invest in the development, promotion, and preservation of cultural, artistic, and historic assets
- Strengthen and support the development of the Finger Lakes’ diverse water resources and recreational tourism opportunities, allowing greater access and promoting year-round use
The Town of Seneca Falls completed a new strategic plan for economic development in 2018. This new plan updated the data, objectives, strategies and recommendations from the 2006 Comprehensive Plan and 2007 Economic Development Plan to be better aligned with current trends and changes to the business climate.

The new development plan breaks down the revitalization strategy into eleven defined areas: Establish Structure for Ongoing Economic Development; Build Regional Partnerships; Establish a Brand for Seneca Falls; Help Existing Businesses Grow and Remain in Seneca Falls; Attract and Support New Businesses; Improve Tourism Marketing and Visitor Attraction; Improve Quality of Place; Improve Land Use and Regulatory Control; Implement Marketing & Program Initiatives for Commercial Revitalization; Focus on Specific Areas for Commercial Revitalization or Development; and Improve Housing Stock.

**Relevant Recommendations**

**Establish a Brand:**
“International capital for women’s history, growth and development”
- Work with non-Profit Organizations focused on Women’s Issues
- Support Women Entrepreneurs
- Outreach to Women’s Organizations

**Improve Tourism Marketing and Visitor Attraction:**
- Target Women Travel Market Segments
- Honorary Renaming of Streets
- Improve Area Signage

**Improve Quality of Place**
- Join the Cayuga-Seneca Trail
- Downtown Streetscape Plan
- Town-wide Wireless Network
- Foster support for the Ludovico Trail
- Seneca Falls Performing Arts Center
The Seneca County IDA, working alongside Fairweather Consulting, created the draft strategy after performing an analysis of the county’s economy along with interviews of various business people, government officials, and other stakeholders. The process was started in July 2018 and overseen by a steering committee comprised of representatives from government and key industries including: manufacturing, agribusiness, tourism, banking and services, health care, education, workforce development, IDA and the Chamber of Commerce.

The strategy is intended to guide investment to sectors with potential for growth respective their markets, deployment of new technology, and mobilization of talent.

### Relevant Goals

- Target “Next Generation” Enterprises
- Provide employers with a reliable pipeline of skilled workers
- Address constraints to economic growth that involve infrastructure issues
- Improve the efficiency and effectiveness of the local regulation
- Develop fully serviced sites for industrial and commercial development
- Support and/or create effective economic development partnerships
In 2017 the Seneca Falls Development Corporation undertook an update to the work conducted in the 2007 Economic Development Plan. This update provided additional data, calibrated more closely to the local level, as well as an update to the regional census figures. Items from the 2007 plan, such as the 98-Point Action Matrix, were not to be dismissed but complemented and enhanced by this new data study.

Interviews with economic development officials, business leaders and other actors in the region provided insight into where concentrated efforts for economic growth and development should be made.

Based on the interviews conducted with several local business owners the key needs described are as follows:

**Relevant Findings**

- Improving the Town’s marketing with an emphasis on Seneca Falls’ unique history and home of women’s rights. Concerted town-wide effort to celebrate the Town’s legacy

- Seneca Falls needs to further develop the area around the Canal

- Completion of the Seneca-Cayuga Trail connecting Seneca to Cayuga Lakes

- Increasing the amount of technology available to local businesses (i.e. town wide broadband)

- More housing options

- Hotel space less than an hour away

- Coordinated transportation plan with trolleys

- Attract health & wellness/spa tourism as well as experiential or enrichment tourism activities (i.e. cooking lessons, educational programming, etc.)
The report was created for the Genesee/Finger Lakes Regional Planning Council (G/FLRPC) and New York State Department of State (NYS DOS) with funds provided through the Brownfield Opportunity Area Program.

The report provides an outline of existing conditions as well as a detailed overview of economic development, community development and land use through the lenses of the following subject matters: Land Use; Brownfields; Economic Distress; Downtowns; Tourism and Recreation; Waterfronts; Environmental; Water and Natural Resources; Energy; buildings and Housing; Infrastructure; and Preservation/Cultural.

**Relevant Goals and Objectives**

**Downtowns**
- Continue to implement building and façade renovations
- Fill vacant storefronts
- Improve pedestrian access and walkability

**Tourism**
- Leverage location as the ‘Gateway to the Finger Lakes”
- Promote the Region’s growing wine, culinary, and agricultural enterprises
- Invest in the development, promotion, and preservation of cultural, artistic, and historic assets
- Strengthen and support the Regions diverse water resources and recreational tourism opportunities

**Buildings & Housing**
- Improve quality of housing stock and reduce blight
- Increase middle income housing

**Waterfronts/Water Resources**
- Improve public access to waterfront
- Continue to identify and promote the preservation of cultural, historic, and scenic resources that celebrates Seneca County’s heritage
DOWNTOWN SENECA FALLS PARKING IMPROVEMENT STUDY (2016)

The Town of Seneca Falls contracted with WSP, Parsons Brickerhoff and Highland Planning to inventory available parking in the downtown, identify parking issues and concerns and develop strategies to improve the experience for businesses, residents and visitors. The study focused on the Falls Street Downtown Business District, the Sackett Business District, and areas around Academy Square and the Seneca Falls Library.

**Relevant Findings**

- There is some uncertainty as to which off-street parking is public and which is private
- Off-street parking areas should be better signed, striped, and identified
- There is a lack of bus/charter parking locations
- There is a desire by several businesses to provide some 15 minute on-street parking spaces on Fall Street.
- Overall walkability should be improved, especially Fall Street pedestrian crossings
- There is a desire for improved and more prompt clearing of snow from public parking areas and walkways
- The public elevators that provide access between the Canal level and Fall Street need to be better advertised
- Future parking will need to address supply for upper floor reuse and continued growth of Fall Street and Sackett Business District

**Key Strategies**

- Wayfinding (Parking and Pedestrian)
- Parking lot Branding
- Parking Reconfiguration (on-street and in municipal lots)
- Satellite locations for overflow and Bus/Charter parking
- Enhanced bicycle facilities and amenities
- Walkability improvements
- Pedestrian scale lighting along sidewalks extending between municipal lots and Falls Street
The Seneca County Planning and Community Development Department created this report by soliciting feedback through a countywide survey of residents, focus groups meetings and public meetings.

From this engagement the Seneca County Planning and Community Development Department was able to establish the following seven agreed upon principles which should guide economic development decisions:

1. Develop a strong, growing, diversified economy
2. Integrate both short and long-term economic, environmental and social considerations into decision making
3. Allow for broad community involvement on decisions and actions
4. Avoid serious or irreversible damage to the environment
5. Assess the risk weighted consequences of various options
6. Make those who generate pollution, waste and damage bear the costs of containment, avoidance, abatement, or repair
7. Build these principles into regulatory approaches

Relevant Strategies

Goal 2: Encourage greater collaboration with New York State, municipalities, economic development organizations, and private and nonprofit partners to advance the goals and strategies of this plan

- Strategy 2B: Encourage local communities to specialize in economic development approaches that take advantage of their respective assets

Goal 4: Enhance Tourism as a vital aspect of the County’s economy and quality of life

- Strategy 4A: Maintain and enhance existing recreational and cultural activities, and help create new ones.
- Strategy 4B: Development of tourist-supportive businesses and events
- Strategy 4D: Collaborate with the tourism industry and the State to position the county as a four seasons tourism experience and setting for films
- Strategy 4G: Expand the system of recreational trails and greenways near, or serving employment areas

Goal 5: Minimize land use conflicts

- Strategy 5E: Ensure that new businesses do not detract from rural and/or village character
- Strategy 5H: In conjunction with the villages, create site and building design guidelines for new developments and renovations to uphold property values and reinforce community character
The Seneca County Planning and Community Development Department created this report by compiling findings from a variety of sources including: New York State Department of Environmental Conservation, United States Environmental Protection Agency, A Green Print for Seneca County (Finger Lakes Land Trust: 2010), and the Seneca County Comprehensive Plan (1995).

The most relevant information pertaining to Seneca Falls was contained within Goal 4: “Continue to identify and promote the preservation of cultural, historic, and scenic resources that celebrate Seneca County’s heritage”

Key Strategies

- Strategy 4-A: Improve knowledge of the County’s heritage to promote wider appreciation of the value of cultural heritage, including knowledge of economic benefits of heritage and landscape conservation
- Strategy 4-C: Continue to promote local festivals, fairs, farm tours, history tours, winery tours, foodie tours, and so on that celebrate the county’s heritage
- Strategy 4-D: Promote high quality site and building designs throughout the county to uphold property values and reinforce community character
- Strategy 4-F: Encourage development that adheres to the principle of smart growth and green building
- Strategy 4-G: In conjunction with local communities, maintain site and building design guidelines based on sound planning principles for all new development, in order to reinforce the rural and village character of the county
- Strategy 4-H: Enhance the existing character of village and rural areas of the County by protecting existing investment and lifestyle choices
- Strategy 4-L: Strive to preserve the rural and village character and minimize the visual impact of large scale development. Maximize the amount of natural vegetation preserved on each site
- Strategy 4-N: Improve the visibility and amenities of existing multi-use trails
- Strategy 4-O: Enhance and expand the bicycle and pedestrian infrastructure to close gaps and create connections between destinations, mindful of the rights of private property owners
In 2010 Seneca County began to update their Comprehensive Plan in a ‘notebook’ format where individual plans are created as official chapters once they have been adopted. Only two chapters of the plan were ever adopted before work ceased. The first was the 2011 Housing Plan.

The Housing Plan identified ‘Opportunity to Live in Safe Decent Affordable Housing’ and “Sufficient Emergency/Transitional/Permanent Housing” as the issues cited the most in a survey of human services and economic development agencies. A survey of residents found that in Seneca Falls and other villages, “High Neighborhood Quality of Life” was the most important priority and that “Main Street Incentive Programs” and “Energy Efficiency Programs” were the top choice for where government should invest its resources. This was due to the fact that it was found that homeowners were experiencing a larger housing burden as home value, and thus property taxes, increased at a higher rate than income. Deferred maintenance from homeowners was found as income which might have traditionally been saved for upkeep had to be diverted to pay for the increasing housing costs.

**Key Policies**

- Promote and encourage involvement in State, Federal, and local programs aimed at improving housing quality for All Seneca County residents
- Promote and encourage opportunities for Seneca County residents to participate in energy efficiency improvement programs
- Promote and encourage safe, decent, and affordable housing options for all Seneca County residents
- Promote and encourage a wide variety of housing options and quality of living experiences for all Seneca County residents

**Key Action Items**

- Develop local and/or countywide income eligible housing rehabilitation needs assessments
- Develop local and/or countywide energy efficiency needs assessments
- Develop plans and programs to meet the housing needs of people interested in higher end homes and rental units
The 2007 Strategic Plan for Economic Development was a joint effort by the Town and Village of Seneca Falls. The plan was broken down into two sections:

Section A. Strategic Plan for Economic Development

1. Set up a Structure for Economic Development
2. Build Regional Partnerships
3. Establish Seneca Falls’ Brand: International Center for Women’s Growth & Development
4. Help Existing Business Grow
5. Attract New Business
6. Improve Tourism Marketing & Visitor Attraction
7. Improve Quality of Place

Section B. Commercial Revitalization Plan

8. Improve Land Use & Regulatory Controls
9. Carry out Marketing & Programming Initiatives for Commercial Revitalization
10. Focus on Specific Areas for Commercial Revitalization
11. Improve Housing Stock

Key Recommendations

- **Strategy 3.0 Establish Seneca Falls’ Brand: International Center for Women’s Growth & Development**
  3.7: Enhance Connection to “It’s a Wonderful Life”
  3.8: Support Women Entrepreneurs

- **Strategy 4.0 Help Existing Business Grow**
  4.6: Tourism Industry Enhancement Program

- **Strategy 5.0 Attract New Business**
  5.3: Downtown First-Floor Use
  5.10: Women Artisans
  5.14: Activities and Businesses for Children & Families

- **Strategy 7.0 Improve Quality of Place**
  7.3: Bike & Pedestrian Trail
  7.4: Continue development of a Downtown Streetscape Redevelopment Plan

- **Strategy 11.0 Improve Housing Stock**
  11.1: Community Foundation for Housing Improvements
LOCAL ORGANIZATIONAL CAPACITY

Seneca Falls has taken major steps, including the merger of the Village into the Town in 2011, to maximize its resources and achieve its community and economic development goals. Since 2006, the Town and its partners have overseen $35 million in public investment which demonstrates their organizational capacity to complete large projects.

In addition, the Town of Seneca Falls and Seneca Falls Development Corp have completed a new Strategic Plan for Economic Development in 2018 and a Downtown Parking Improvement Study in 2016. The Strategic Plan for Economic Development stated there is an anticipated update to the 2006 Town and Village Comprehensive Plan. These efforts demonstrate that the Town has both the vision and capacity to plan for and implement transformative community projects.

One of the Town’s key partners is Seneca County Industrial Development Agency (SENIDA) which administered the Main Street grants and former Empire Zone program to improve over a dozen downtown Seneca Falls buildings over the last few years.

Other key organizations that assist with community and economic development projects in the Town are the Seneca County Chamber of Commerce and Seneca Falls Business Association. The Chamber and Seneca Falls Business Association represent local businesses and organizations in the Town and promotes their services through their website and with print materials such as brochures. These organizations are especially valuable through their tourism work which brings outside money into the downtown with the increased number of customers and activity.

A key to success when implementing any projects is to have competent staff and leadership. The Town office has knowledgeable staff that includes the Town Supervisor, Deputy Supervisor, Town Clerk, as well as other support staff.

Available staff that are anticipated to assist with implementation of public and building fund projects include:

- **Town:**
  - Town Supervisor
  - Town Supervisor Elect
  - Deputy Town Supervisor
  - Town Clerk

- **Seneca County IDA:**
  - Executive Director
  - Board President
RECENT, ONGOING AND PLANNED PROJECTS

While it is a small community, the Town and its partners have been very active and effective in implementing a variety of projects. As noted in the DRI application submitted by the Town, $65 million of private investment has occurred near the district between 2006 and 2018, with a total of $100 million of investment. In the last three years alone the downtown has seen over $5.2 million in investment.

Recent investments in the downtown include:

- Gould Hotel renovation ($1.1M)
- National Women’s Hall of Fame ($6M)
- Parkers Restaurant ($1.2M)
- Seneca Falls Public Library ($2M)
- Little Italy ($400k)
- Generations Bank on Cayuga St. ($1.2M)

Over $40 million in future development has already been proposed within the DRI boundary including:

- Canalfront Mixed Use Development: ($18M)
- 2 Fall Street & 10 Fall Street Apartments: ($7M) 80+ units
- Seneca Museum of Waterways & Industry: ($850k)
- Culinary Incubator & Co-share Office Space: ($1.45M)
- St. Patrick’s School/ 81 W. Bayard Street Apartments: ($2.25M) 30+ units
- People’s Park Improvements: ($225k)
- Interactive Museum & History Pathway: ($350k)
- Parking & Walkability Improvements: ($1.25M)
- Connect & Create Bike-Run-Walk Trails: ($1.1M)
- Downtown interactive Kiosks ($160k)
- Commercial Building Improvement Program ($1.4M)
- Seneca Theater Revitalization ($1.8M)
- Sackett Business District Revitalization: ($3.5M)
- Downtown Residential Development Program: ($1.75M)

The proposed DRI projects will complement these completed and ongoing projects to continue the momentum present in Seneca Falls.
ECONOMIC AND MARKET ANALYSIS

An economic and market analysis was conducted in addition to the assessment of the physical features of the DRI area in order to identify the areas strengths as well as potential opportunities to transform the area into a more prosperous downtown.

Keys findings from an Economic and Market Analysis prepared for the DRI include:

- **Seneca County has a low unemployment rate of 3.9 percent.** Creating a vibrant community which can attract the required workforce for local businesses should be a priority.

- **The number of businesses in Seneca County has grown by 11.8 percent since 2000** compared to the 10.08 percent growth in the Rochester-Batavia-Seneca Falls Combined Statistical Area (CSA).

- **Educational Services, Ambulatory Health Care Services, Food Service and Dining Places, and Administrative and Support Services** are expected to grow significantly through 2026 within the Finger Lakes Region. Food Service and Dining Places, Government, Educational Services, and Chemical Manufacturing employment in the 13148 ZIP Code are expected to grow significantly through 2028.

- **There is a projected demand for approximately 23,700 to 54,700 sq. ft. of office space over the next 10 years.** The DRI Boundary is best suited for Class A office space, and Class B office space in existing vacancies (as opposed to flex office space).

- **There is a projected demand for approximately 1,000 to 11,600 sq. ft. of industrial/warehouse space over the next 10 years.** The potential addition of any industrial space within the DRI Boundary must be small scale, context sensitive, and build on the local and regional heritage.

- **Seneca Falls and its environs have abundant hotels even during the busy summer months, and no new hotels are necessary at this time.** A limited number of small-scale Bed and Breakfast openings may be beneficial; further study is needed to validate the potential demand.

- **There is a projected demand for approximately 30,900 square feet of retail space over the next 10 years.**

- **There is a projected demand for approximately 8,000 to 9,300 square feet of eating and drinking space, especially bars, over the next 10 years.**

- **Significant demand for housing including approximately 1,500 new and renovated units over the next 20 years in the Seneca County market area.**
Estimated Average Commercial Demand
10 years - Seneca County Market Area

- Office: 40,000 Sq. Ft.
- Brand Hotel: 0
- Retail: 30,000
- Restaurant & Bar: 9,000

Estimated Residential Demand
20 years - Seneca County Market Area

- Owner: 303 Units
- Rental: 1197 Units

Owner
Rental
Seneca County Rental Unit Market Demand by Income and Rental Rates - 20 years

<table>
<thead>
<tr>
<th>Household Income</th>
<th>&lt; $15k</th>
<th>$15 to $35k</th>
<th>$35k to $50k</th>
<th>$50k to $75k</th>
<th>$75k to $100k</th>
<th>$100k to $150k</th>
<th>$150k +</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated Monthly Rent &amp; Utilities</td>
<td>&lt; $375</td>
<td>$375 - $728</td>
<td>$729 - $1,040</td>
<td>$1,041 - $1,561</td>
<td>$1,562 - $2,082</td>
<td>$2,083 - $3,124</td>
<td>&gt; $3,124</td>
<td></td>
</tr>
<tr>
<td>Target Rental Units Needed to Meet Projected Demand</td>
<td>405</td>
<td>71</td>
<td>174</td>
<td>307</td>
<td>181</td>
<td>56</td>
<td>3</td>
<td>1197</td>
</tr>
</tbody>
</table>

Seneca County Owner Housing Market Demand by Income and Home Value - 20 Years

<table>
<thead>
<tr>
<th>Household Income</th>
<th>&lt; $15k</th>
<th>$15 to &lt; $35k</th>
<th>$35k to &lt; $50k</th>
<th>$50k to &lt; $75k</th>
<th>$75k to &lt; $100k</th>
<th>$100k to &lt; $150k</th>
<th>$150k +</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated Affordable Home Value</td>
<td>&lt; $37,500</td>
<td>$37,500 to $87,499</td>
<td>$87,500 to $124,999</td>
<td>$125,000 to $187,499</td>
<td>$187,500 to $249,999</td>
<td>$250,000 to $374,999</td>
<td>&gt; $375,000</td>
<td></td>
</tr>
<tr>
<td>Target Owner Units Needed to Meet Projected Demand</td>
<td>95</td>
<td>-</td>
<td>1,328</td>
<td>46</td>
<td>47</td>
<td>162</td>
<td>3</td>
<td>303</td>
</tr>
<tr>
<td>Surplus Owner Units</td>
<td>-</td>
<td>1,525</td>
<td>-</td>
<td>44</td>
<td>44</td>
<td>-</td>
<td>29</td>
<td>265</td>
</tr>
</tbody>
</table>
DOWNTOWN REVITALIZATION INITIATIVE

TOWN OF SENECA FALLS

Section II
Downtown Vision, Goals & Strategies
VISION STATEMENT

Based on the Town of Seneca Falls DRI Application’s Vision Statement, and input from the LPC and public, a DRI Vision statement was developed by the LPC:

VISION STATEMENT
DOWNTOWN SENECA FALLS

Downtown Seneca Falls will be a vibrant community leveraging and celebrating its unique heritage to support a revitalized and welcoming year-round destination where living, business, recreation, and the arts converge to attract the next generation of residents and workers.
The statement reflects some of the key elements the LPC and public wanted included in the vision:

- Emphasize the connection to the Women’s Rights Movement and the related concept of the community being welcoming to all

- Acknowledge Seneca Falls’ unique heritage and history which are reflected not only in its historic buildings, but also its part in the history of the United States

- Recognize that the “past is a springboard to the future” as the heritage of the community should be passed on to younger generations

- Key elements of the community’s character should be acknowledged – wine, women’s history and water
GOALS AND STRATEGIES

The goals developed for the Seneca Falls DRI originate directly from the Vision Statement, the original DRI application and the findings of the Profile & Assessment. The goals and strategies also recognize and incorporate the recommendations and strategies of existing local and regional plans outlined in Section I and summarized below:

- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation (Finger Lakes Regional Economic Development Council Strategic Plan - FLREDC)

- Improve Tourism Marketing and Visitor Attraction including targeting Women Travel Market Segments and improving signage (Seneca Falls Strategic Development Plan, 2017/2018)

- Improve Quality of Place including joining the Cayuga-Seneca Trail, developing a Downtown Streetscape Plan and supporting the Seneca Falls Performing Arts Center. (Seneca Falls Strategic Development Plan, 2017/2018)

- Provide more housing options (Seneca Falls Strategic Development Plan, 2017/2018)

- Multiple recommendations from the Seneca County Revitalization Opportunity Report
  
  o Continue to implement building and façade renovations, fill vacant storefronts and Improve pedestrian access and walkability
  
  o Leverage location as the “Gateway to the Finger Lakes” by promoting the Region’s growing wine, culinary, and agricultural enterprises, and strengthen and support the Region’s diverse water resources and recreational tourism opportunities
  
  o Improve quality of housing stock and reduce blight and increase middle income housing
  
  o Improve public access to waterfront
  
  o Identify and promote the preservation of cultural, historic, and scenic resources that celebrates Seneca County’s heritage

- Promote and encourage safe, decent, and affordable housing options for all Seneca County residents (2011 Seneca County Housing Plan)

- Promote and encourage a wide variety of housing options and quality of living experiences for all Seneca County residents (2011 Seneca County Housing Plan)
GOAL 1: LEVERAGE AND PROMOTE THE AREA’S HERITAGE, CULTURE, AND CHARACTER

Seneca Falls is blessed with a wealth of assets including well-known tourist sites, cultural facilities, and historic sites that it will promote to strengthen its appeal to visitors, residents and businesses.

- Build upon the success of year-round tourism
- Preserve and promote the heritage of the downtown including women’s rights, the canal, the lake, & It’s a Wonderful Life movie.
- Reinforce sense of place by preserving and renovating historically-significant buildings.
- Articulate the story of Seneca Falls through signage

VISION STATEMENT
DOWNTOWN SENECA FALLS

Downtown Seneca Falls will be a vibrant community leveraging and celebrating its unique heritage to support a revitalized and welcoming year-round destination where living, business, recreation, and the arts converge to attract the next generation of residents and workers.

A reenactment of a Women’s Rights event in the Town.

Photo Credit: Seneca Falls Dev. Corp.
GOAL 2: ATTRACT AND INCUBATE JOBS AND INVESTMENT

Downtown Seneca Falls will attract investment and jobs to support long-term economic growth in the Town, County and Finger Lakes region.

- Provide incentives to revitalize downtown buildings
- Attract new professionals with co-working space, business incubators and local culinary opportunities
- Re-purpose buildings for a mix of uses
- Invest in infrastructure, amenities and streetscape to encourage commercial investment
- Attract new businesses to occupy empty spaces downtown

VISION STATEMENT
DOWNTOWN SENECA FALLS

Downtown Seneca Falls will be a vibrant community leveraging and celebrating its unique heritage to support a revitalized and welcoming year-round destination where living, business, recreation, and the arts converge to attract the next generation of residents and workers.

Downtown Seneca Falls has a variety of historic mixed-use building that are home to a diverse range of businesses.
GOAL 3: INVITE NEW RESIDENTS DOWNTOWN

New residents downtown will add vitality and create a sense of neighborhood while supporting the re-purposing the upper floors of historic buildings.

- Develop empty second-story space downtown to create apartments
- Create new residential living opportunities downtown including workforce housing
- Encourage mixed-use buildings that include residential

Several buildings downtown, including the Daniels Block pictured here, provide opportunities to repurpose vacant upper floors into attractive residential spaces.

VISION STATEMENT
DOWNTOWN SENECA FALLS

Downtown Seneca Falls will be a vibrant community leveraging and celebrating its unique heritage to support a revitalized and welcoming year-round destination where living, business, recreation, and the arts converge to attract the next generation of residents and workers.
GOAL 4: IMPROVE DOWNTOWN’S QUALITY OF LIFE

Improving recreational, cultural, and quality of life amenities will support year-round tourist activities, and the attraction of residents and businesses.

- Expand arts and cultural events and locations
- Develop, extend and connect multi-modal trails downtown
- Improve circulation and parking downtown
- Invest in parks and greenspace
- Encourage water-based activities and amenities

VISION STATEMENT
DOWNTOWN SENECA FALLS

Downtown Seneca Falls will be a vibrant community leveraging and celebrating its unique heritage to support a revitalized and welcoming year-round destination where living, business, recreation, and the arts converge to attract the next generation of residents and workers.

Downtown hosts multiple events annually including races.
The proposed Priority Projects align with many of the goals set by the LPC:

<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
<th>Leverage Heritage</th>
<th>Jobs &amp; Investment</th>
<th>New Residents</th>
<th>Quality of Life</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Women’s Hall of Fame</td>
<td>Renovation of the smokestack; installation of new permanent exhibits; and construction of a code-compliant elevator and stairwell for access to the upper floors.</td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>It’s A Wonderful Life Museum</td>
<td>Phase 1 museum expansion including structural stabilization of the building; façade renovations; enhanced accessibility; and improved signage.</td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Seneca Falls Performing Arts Center</td>
<td>Conversion of a former church into a multi-use performing arts and events center for the Seneca Falls Community players including exterior and interior renovations.</td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Enhance Community Recreation</td>
<td>Installation of “street league” obstacles to the Seneca Falls Skate Park and an ADA-compliant kayak launch at the Community Recreation Center.</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Sorella Restaurant &amp; Banquet Center</td>
<td>Renovate the former historic train station into a full-service Italian restaurant and banquet hall.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>North Canalside Enhancements</td>
<td>People’s Park improvements including new pathways and decks overlooking the canal; burying utility lines and providing better access to the Canal from downtown.</td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Renovate the Historic Huntington Build</td>
<td>Repurposing of the historic Huntington Building into a 50-unit affordable residential complex. Half of the units will be reserved as permanent supportive housing for veterans.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Fall Street Enhancements</td>
<td>Streetscape and traffic calming improvements including enhanced crosswalks, wider sidewalks and planting strips, and bike racks. Also includes Academy square upgrades.</td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Heritage &amp; Information Center of Seneca Falls</td>
<td>Provide upgrades including façade improvements, updating permanent interior exhibits, installation of a new elevator and renovations to boater spaces.</td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Reinvigorate the Gould Hotel</td>
<td>Renovation of hotel’s first floor including lobby upgrades, conversion of the restaurant into a dual-purposed café &amp; gastro-cocktail lounge and relocation of the bar.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>South Shore Canal Enhancements</td>
<td>Infrastructure enhancements including streetscape upgrades, extension of the Cayuga-Seneca Trail, and gateway archways into the National Women’s Hall of Fame.</td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Interactive Pathway and Walk of Honor</td>
<td>Installation of touchscreen kiosks throughout downtown with information on businesses, events and tourist sites, as well 24 plaques honoring historic figures.</td>
<td>●</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Launch Culinary Arts Studio and Apartments</td>
<td>Renovation of two downtown buildings for a ground floor hands-on culinary arts studio and conversion of vacant upper floors into affordable housing units.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Improve the It’s a Wonderful Life Bridge</td>
<td>Upgrade the iconic bridge that served as an inspiration for the bridge in the It’s a Wonderful Life movie including installation of artistic programmable LED lighting, new paint, and walking surfaces.</td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Residential at the Finger Lakes Health Institute</td>
<td>Conversion of the vacant second floor classrooms of the former St. Patrick’s school into 10 affordable residential units in the mixed-use facility.</td>
<td></td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Enhance Ludovico Sculpture Trail</td>
<td>Installation of a new gateway entry plaza, upgrading the trail surface to be accessible to all, and the addition of descriptive sculpture plaques.</td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Renovate the Daniels Block</td>
<td>The owner of the Daniels Block is proposing to covert the vacant 3rd floor space into five new accessible residential loft units that will be serviced by a new three-stop elevator.</td>
<td>●</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Establish a Building Improvement Fund</td>
<td>A Building Improvement Fund will be established to provide grant funding for downtown building owners to support interior and exterior building improvements.</td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
</tbody>
</table>
SECTION III: DOWNTOWN MANAGEMENT & IMPLEMENTATION STRATEGY

DOWNTOWN REVITALIZATION INITIATIVE

TOWN OF SENECA FALLS

Section III

Downtown Management & Implementation Strategy
Implementation of Downtown Revitalization Initiative projects will be a shared effort among public and private organizations working with New York State agencies. In short, public projects will be implemented by public agencies while private projects will be executed by private property owners or businesses.

Overall, the Seneca Falls Development Corporation will be a liaison with the State for DRI projects. This will ensure that projects are implemented over a five-year period successfully.

PUBLIC PROJECTS

Public project DRI requests add up to more than $9.5 million or two thirds of the more than $15 million in projects proposed. Management and implementation of public projects is therefore critical to the success of the Seneca Downtown Revitalization Initiative program.

Fortunately, the Town of Seneca Falls will be able to work closely with the Seneca Falls Development Corporation for implementation of public projects. The Seneca Falls Development Corporation shepherded all but one of the proposed public projects during the development and selection of the DRI slate of projects. The Development Corporation staff worked closely with the DRI consultant team, New York State officials, and the Town to ensure the projects included the appropriate scope, costs, and impact to be transformational. The development corporation will work cooperatively with the Town, any design or construction consultants hired for the project, and relevant state agencies on the DRI projects.

Seneca Falls DRI Project Implementation Team

Town of Seneca Falls / Supervisor

Seneca Falls Development Corp.

Highway Department  Town Supervisor's Office  Town Consultants
PRIVATE PROJECTS

Private projects will be implemented by private property owners or business. Many will be assisted by design or other consultants to facilitate project consistency with the intended DRI scope and project quality.

While the Seneca Falls Development Corporation will not directly be implementing private projects, they will act as a liaison between the State and private entity as needed. State funding agencies will also work with individual applicants to implement projects.

COMPLYING WITH LOCAL, STATE AND FEDERAL REQUIREMENTS

All DRI projects will be subject to local, state, and federal requirements where applicable. Each project will have different requirements depending on the type of the project and the agency that is funding the project. Some common requirements include: minority and women business participation in contracts, State Environmental Quality Review Act (SEQRA) compliance, and State Historic Preservation Office (SHPO) review.

Public projects will also need to comply with purchasing and procurement requirements. This typically involves competitive bidding and prevailing wage rates for construction projects.

All projects will also need to comply with local approvals. These may include Planning and/or Zoning Board approval, Historic District review, and Building Permit applications.

Other State and Federal requirements or reviews will also need to be considered. The Seneca Falls DRI has multiple projects on the Seneca Canal and the New York State Canal Corporation requirements may need to be met. Similarly, the New York State Department of Transportation will need to review and approve any roadway improvements on Fall Street as it is a State route.

The projected implementation timeframe for the projects are outlined in the graphs and table below:
## DOWNTOWN REVITALIZATION INITIATIVE SENECA FALLS

<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
<th>Timeline</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>National Women’s Hall of Fame</strong></td>
<td>Renovation of the smokestack; installation of new permanent exhibits; and construction of a code-compliant elevator and stairwell for access to the upper floors.</td>
<td>2 years</td>
<td>National Women’s Hall of Fame</td>
</tr>
<tr>
<td><strong>It’s A Wonderful Life Museum</strong></td>
<td>Phase 1 museum expansion including structural stabilization of the building; façade renovations; enhanced accessibility; and improved signage.</td>
<td>1 year</td>
<td>It’s a Wonderful Life Museum</td>
</tr>
<tr>
<td><strong>Seneca Falls Performing Arts Center</strong></td>
<td>Conversion of a former church into a multi-use performing arts and events center for the Seneca Falls Community players including exterior and interior renovations.</td>
<td>2 years</td>
<td>Seneca Falls Performing Arts Center</td>
</tr>
<tr>
<td><strong>Enhance Community Recreation</strong></td>
<td>Installation of “street league” obstacles to the Seneca Falls Skate Park and an ADA-compliant kayak launch at the Community Recreation Center.</td>
<td>8 months</td>
<td>Town of Seneca Falls</td>
</tr>
<tr>
<td><strong>Sorella Restaurant &amp; Banquet Center</strong></td>
<td>Renovate the former historic train station into a full-service Italian restaurant and banquet hall.</td>
<td>2.5 years</td>
<td>Casey &amp; Christopher Galloway</td>
</tr>
<tr>
<td><strong>North Canalside Enhancements</strong></td>
<td>People’s Park improvements including new pathways and decks overlooking the canal; burying utility lines and providing better access to the Canal from downtown.</td>
<td>2.5 years</td>
<td>Town of Seneca Falls</td>
</tr>
<tr>
<td><strong>Renovate the Historic Huntington Build.</strong></td>
<td>Repurposing of the historic Huntington Building into a 50-unit affordable residential complex. Half of the units will be reserved as permanent supportive housing for veterans.</td>
<td>2.5 years</td>
<td>Home Leasing, LLC</td>
</tr>
<tr>
<td><strong>Fall Street Enhancements</strong></td>
<td>Streetscape and traffic calming improvements including enhanced crosswalks, wider sidewalks and planting strips, and bike racks. Also includes Academy square upgrades.</td>
<td>2.5 years</td>
<td>Town of Seneca Falls</td>
</tr>
<tr>
<td><strong>Heritage &amp; Information Center of Seneca Falls</strong></td>
<td>Provide upgrades including façade improvements, updating permanent interior exhibits, installation of a new elevator and renovations to boater spaces</td>
<td>2.5 years</td>
<td>Town of Seneca Falls</td>
</tr>
<tr>
<td><strong>Reinvigorate the Gould Hotel</strong></td>
<td>Renovation of hotel’s first floor including lobby upgrades, conversion of the restaurant into a dual-purposed café &amp; gastro-cocktail lounge and relocation of the bar.</td>
<td>1 year</td>
<td>Charter One Hotels and Resorts</td>
</tr>
<tr>
<td><strong>South Shore Canal Enhancements</strong></td>
<td>Infrastructure enhancements including streetscape upgrades, extension of the Cayuga-Seneca Trail, and gateway archways into the National Women’s Hall of Fame.</td>
<td>2 years</td>
<td>Town of Seneca Falls</td>
</tr>
<tr>
<td><strong>Interactive Pathway and Walk of Honor</strong></td>
<td>Installation of touchscreen kiosks throughout downtown with information on businesses, events and tourist sites, as well 24 plaques honoring historic figures.</td>
<td>2 years</td>
<td>Town of Seneca Falls / Seneca Falls Development Corporation</td>
</tr>
<tr>
<td><strong>Launch Culinary Arts Studio and Apartments</strong></td>
<td>Renovation of two downtown buildings for a ground floor hands-on culinary arts studio and conversion of vacant upper floors into affordable housing units.</td>
<td>1 year</td>
<td>Genecco Family Wealth Trust</td>
</tr>
<tr>
<td><strong>Improve the It’s a Wonderful Life Bridge</strong></td>
<td>Upgrade the iconic bridge that served as an inspiration for the bridge in the It’s a Wonderful Life movie including installation of artistic programmable LED lighting, new paint, and walking surfaces.</td>
<td>1 year</td>
<td>Town of Seneca Falls</td>
</tr>
<tr>
<td><strong>Residential at the Finger Lakes Health Institute</strong></td>
<td>Conversion of the vacant second floor classrooms of the former St. Patrick’s school into 10 affordable residential units in the mixed-use facility.</td>
<td>2 years</td>
<td>Dr. Kingsley Kabari</td>
</tr>
<tr>
<td><strong>Enhance Ludovico Sculpture Trail</strong></td>
<td>Installation of a new gateway entry plaza, upgrading the trail surface to be accessible to all, and the addition of descriptive sculpture plaques.</td>
<td>1.5 years</td>
<td>Friends of Ludovico Sculpture Trail</td>
</tr>
<tr>
<td><strong>Renovate the Daniels Block</strong></td>
<td>The owner of the Daniels Block is proposing to covert the vacant 3rd floor space into five new accessible residential loft units that will be serviced by a new three-stop elevator.</td>
<td>1 year</td>
<td>Commasau Phillips</td>
</tr>
<tr>
<td><strong>Establish a Building Improvement Fund</strong></td>
<td>A Building Improvement Fund will be established to provide grant funding for downtown building owners to support interior and exterior building improvements.</td>
<td>2 years</td>
<td>Seneca Falls Development Corporation</td>
</tr>
</tbody>
</table>
SECTION IV: PUBLIC INVOLVEMENT

DOWNTOWN REVITALIZATION INITIATIVE
TOWN OF SENECA FALLS

Section IV
Public Involvement
The Seneca Falls Downtown Revitalization Initiative process included broad community outreach through multiple forms. A Community Participation Plan was developed to provide a comprehensive engagement strategy to encourage input from the public and stakeholders. Public and stakeholder input, in turn, were key criteria that helped the Local Planning Committee assess and select the final slate of DRI projects.

The Community Participation Plan included the following comprehensive approach to community engagement: DRI Local Planning Committee meetings, public survey, public meetings, stakeholder meetings, and media (print, radio, social, online) engagement. As a result of the Covid-19 emergency, the plan was updated to include a virtual community participation component.

**DRI LOCAL PLANNING COMMITTEE (LPC)**

A broad-based group of leaders representing community and economic development made up the DRI Local Planning Committee (LPC). Thirteen members of the LPC included residents, business owners, and leader of local government or non-profit agencies. New York State Department of State managed the DRI process with the LPC and was supported by a DRI consultant team as well as staff from the Governor’s Office, Empire State Development Corporation, New York State Housing and Community Renewal and the New York State Canals Corporation.

Multiple LPC meetings were conducted to guide the development of the DRI Investment Plan and provide feedback to the DRI consultant team and state planners. All LPC meetings were open to the public and public comments were encouraged at each meeting.

Multiple local media outlets were used to promote LPC meetings. Press releases or ads were provided to local media including Finger Lakes Times which was the primary newspaper to promote the project. The Seneca Area Shopper was the primary media for DRI meeting ads. Other news media or local websites were notified of the meetings including: fingerlakes1.com, senecafallsonline.com, senecadaily.com, Messenger Post Media, thetowncrier.com, Democrat & Chronicle Newspaper and Finger Lakes 1 radio.

Meeting notifications and presentations were also posted on the Seneca Falls Development Corporation DRI website and the New York State Downtown Revitalization Initiative website.

Five LPC meetings were held throughout the duration of the project including:

- December 4, 2019: Introduction of LPC committee, State partners, and consultant team; overview of New York State’s DRI program; review of the Seneca Falls DRI application including an overview of initial projects included in the DRI application; presentation of the project schedule;
introduction of the draft DRI Vision Statement, goals and strategies; and discussion on the project boundary, the Request for Project Information (RFI) and public survey.

- January 29, 2020: Review of results from the first public workshop; review and confirmation of the updated Vision Statement, goals and strategies; presentation of findings of Economic & Market Analysis; and summary of potential projects submitted through the Request for Project Information process.

- February 26, 2020: Review of highlights from the public survey and funding opportunities outside the DRI; and detailed review of projects and project updates.

- March 11, 2020: Update on second public open house; and review of complete draft Final Project Profiles and consultant due diligence findings. Project applicants also attended the meeting to answer LPC member questions as needed.

- July 29, 2020: Final selection of recommended slate of projects totaling $15 million that will be included in the Strategic Investment Plan for consideration by the State for DRI Funding.
PUBLIC SURVEY

To complement LPC meetings and public workshops an online public survey was launched in December 2019 to provide another opportunity for input, especially for those that could not attend public meetings. The survey was a success as 231 people responded to the survey.

Some of the key findings from the survey included:

- More than half of the respondents currently live downtown, are interested in living downtown, or would be interested in living downtown given the right circumstances:

- More than 60% of respondents like the way downtown looks and would bring guests downtown. Almost 80% believe salespeople downtown are friendly. Most of the respondents (almost 90%) feel safe downtown.
Respondents were also asked what places they would like Seneca Falls to emulate and what qualities those places have. The majority of respondents liked communities that had a sense of place, a walkable historic core and took advantage of their waterfronts including Geneva, Skaneateles and Canandaigua. A majority also liked Seneca Falls, which is very encouraging! Qualities liked by participants included a mix of uses, adequate parking, and a variety of shops and restaurants.

Other Places We Like and What We Like About Them

PUBLIC MEETINGS

Three public meetings were held to obtain input and engage the community with the Downtown Revitalization Initiative including:

- **December 16, 2019 Public Workshop**: A project kickoff workshop was held in the Community Center auditorium to provide a brief introduction of the DRI Program, a review of the Seneca Falls DRI application and a summary of the initial vision, goals, and strategies proposed by the Local Planning Committee at their first meeting. A workshop then followed to get public input on public spaces (canal front, parks, event areas); multi-modal improvements (trails, sidewalks, bike lanes, traffic calming, enhanced crosswalks); focused investment areas (block, sections of a block, area); and private projects (infill, renovation, location, type of use). Participants were also given an opportunity to provide their preferences on initial projects included in the DRI application.

- **March 2, 2020 Open House**: Stations were set up with boards for each project that provided project name, sponsor/owner, total project costs,
DRI funding requests, initial renderings or photos, existing condition photos, and a brief project scope. Participants were asked to write comments for each project concerning what they liked about the project and what they felt still needed work.

- **July 30, 2020 Final Public Meeting**: The final public meeting was held virtually to outline the findings and projects included in the final Strategic Investment Plan. Participants had the opportunity to comment on the projects via an online survey.

The consensus at the first two public meetings was to focus on the following types of projects:

- Building Improvement Fund
- Streetscape (esp. sidewalks) & crosswalks
- Canal front focus
- Parks/Water-Based Recreation
- Arts/Culture – Multi-use facility
- Parking

Participants provide project comments at the first Public Workshop.

Photo Credit: LaBella Associates
A public workshop held on December 16, 2019 provided an opportunity for participants to offer ideas for projects and focus areas.

Photo Credit: LaBella Associates
STAKEHOLDER MEETINGS

Members of the DRI Consultant Team met with a variety of stakeholders in the community that represented individuals and organizations in private business, county government and the Chamber of Commerce. The meetings were held midway through the process so questions about potential projects could be discussed. Many of the comments received at the stakeholder meetings were similar to input at the public meetings, which included promoting the canal, National Women’s Hall of Fame and historic buildings or districts. Housing, infrastructure (including parking), and the lack of a return on investment for private investments were consensus impediments to revitalization.

A summary of assets, impediments and opportunities provided by the stakeholder included:

**ASSETS**
- Canal & Waterfront
- NW Hall of Fame
- Huntington Building
- Sackett Business District

**IMPEDEMENTS**
- Return on Investment
- Housing – All Levels
- Infrastructure
- Parking
- National Park visibility & integration

**OPPORTUNITIES**
- Housing
- Improve Assets
- Young couples & families

The DRI Consultant team also held a workshop with middle and high school students from the Seneca Falls Central School District. The meeting followed the same format as the Public Workshop so students could learn about the DRI and also provide input on types of projects they would like addressed with the DRI including:

- Providing more entertainment & gathering spaces;
- New restaurants & more food variety;
- Increasing the number of upper-story apartments;
- Improve safety by upgrading lighting, sidewalks and cleanliness; and
- More retail variety
Seneca Falls Central School District Workshop with middle and high school students
1. Establish the National Women's Hall of Fame as a Destination
2. Transform the It's A Wonderful Life Museum
3. Develop the Seneca Falls Performing Arts Center
4. Enhance Community Recreation
5. Activate the State Street Station with Sorella Restaurant & Banquet Center
6. North Canalside Enhancements
7. Renovate the Historic Huntington Building for Workforce and Veterans' Housing
8. Fall Street Enhancements
9. Improve the Heritage & Information Center of Seneca Falls
10. Reinvigorate the Gould Hotel
11. South Shore Canal Enhancements
12. Create an Interactive Pathway and Walk of Honor (Multiple Locations Throughout Downtown)
13. Launch Culinary Arts Studio and Apartments
14. Improve the It's a Wonderful Life Bridge
15. Create Residential Units at the Finger Lakes Health Institute
16. Enhance Ludovico Sculpture Trail
17. Renovate the DuBois Block
18. Establish a Building Improvement Fund (Available to Downtown Owners)
PRIORITY PROJECTS

The Seneca Falls LPC recommend 18 projects for DRI funding. These projects met the goals and vision established by the LPC and community and offered the greatest promise for transformative change because of their scope, proximity to each other, and level of readiness. Each project is outlined on the following pages with Priority Project Profiles and can be found using the table of contents below.

PRIORITY PROJECTS PROPOSED FOR DRI FUNDING

1. Establish the National Women’s Hall of Fame as a Destination ..... Page V-5
2. Transform the It’s a Wonderful Life Museum .......................... Page V-11
3. Repurpose the Wesleyan Church for a Performing Arts Center....... Page V-17
4. Enhance Community Recreation ......................................... Page V-23
5. Activate the State Street Station with Sorella Restaurant......... Page V-29
6. North Canalside Enhancements ........................................ Page V-37
7. Renovate the Historic Huntington Building........................ Page V-45
8. Fall Street Enhancements ................................................... Page V-51
9. Improve the Heritage and Information Center....................... Page V-59
10. Reinvigorate the Gould Hotel .......................................... Page V-67
11. Enhance the South Shore.................................................. Page V-73
12. Create and Interactive Pathway and Walk of Honor .............. Page V-81
13. Launch Culinary Arts Studio and Apartments ..................... Page V-87
14. Improve the It’s a Wonderful Life Bridge ............................ Page V-93
15. Create Residential Units at the Finger Lakes Health Institute .... Page V-99
16. Enhance Ludovico Sculpture Trail ..................................... Page V-105
17. Renovate the Daniels Block ............................................. Page V-111
18. Establish a Building Improvement Fund .............................. Page V-117

PROJECTS PROPOSED WITHOUT DRI FUNDING

Develop the Lakeview Apartments........................................ Page V-122
Seneca Falls Historical Society............................................. Page V-123
Avicolli’s Restaurant Expansion ........................................ Page V-124
Parker’s Grille Canalside .................................................... Page V-124
156 Fall Street Renovation .................................................. Page V-125
ESTABLISH THE NATIONAL WOMEN’S HALL OF FAME AS A DESTINATION

Establish the National Women’s Hall of Fame as a Destination

OWNER/SPONSOR
National Women’s Hall of Fame

LOCATION
1 Canal St.

PROJECT COST
$2,250,000

DRI FUNDING REQUEST
$1,000,000

PROJECT DESCRIPTION AND FUTURE USE

The National Women’s Hall of Fame (NWHF) continues to transform the former Seneca Falls Knitting Mill into the preeminent center honoring women’s achievements. The museum is seeking to renovate and secure the iconic smokestack; install new permanent exhibits to tell the story of women’s rights, the Mill, the Canal and its relationship to the region; and construct a code-compliant elevator shaft and external stairwell to provide access to the 2nd, 3rd and 4th floor.

The facility is currently inaccessible above the first floor to individuals with ADA assistance needs or children in strollers. Providing access to the three additional floors will create 12,000 sq. ft. in additional museum space. This will enable the Hall to develop new meaningful exhibits, encompassing the Hall’s mission of showcasing great women, while honoring the important sense of place that is Seneca Falls and the Erie Canal.

This is the fourth phase of improvements of a larger $25 million investment at formerly vacant site. The Hall of Fame will provide a significant anchor and tourist attraction in the Sackett District and the South Shore of the Canal. Future phases
ESTABLISH THE NATIONAL WOMEN’S HALL OF FAME AS A DESTINATION

BUDGET

Uses
TOTAL COSTS: $2,250,000
Construction: $1,500,000
Permanent Exhibits $500,000
Design & Soft Costs: $200,000
Construction Admin: $50,000

Sources
TOTAL SOURCES: $2,250,000
DRI Funding: $1,000,000
Other Funding: $1,250,000
NYSCA $145,000
Market NY $150,000
Roch. Comm. Found. $20,000
Fundraising/Bank $935,000

Funding Sources Status
The NWHF was recently awarded the $295,000 in NYSCA and Market NY funding as part of the 2019 Consolidated Funding Application round. They have received a letter of interest from a bank for financing the project including construction financing. A professional campaign consultant has been hired to fundraise to complement fund. Since 2007 the NWHF has raised more than $10 million in funds.

PROJECT SCOPE
Construction will include the following components:
- Installation of a four-stop elevator
- Construction of an exterior stairwell
- Masonry smokestack repairs
- Installation of permanent exhibits

JOBS CREATED
The Hall of Fame project will require hiring three full and part-time employees.

REGULATORY REQUIREMENTS
The applicant has already received approvals for the project including:
- SHPO review and approval
- Local Historic Commission review and approval
- SEQR approval
- Site plan review and approval
- Local building permits
- County 239M review and approval

PUBLIC SUPPORT
The project received positive public comments at public Open Houses. Participants liked the project because it was a historic renovation of a key property that will attract more tourists.

CAPACITY & PARTNERS
CJS Architects has provided architectural assistance and are complemented by Gilbane Building Company as construction manager.
The project is managed by the executive team of the Hall, including Past President Jeanne Giovannini, Treasurer Marianne O’Connor, and President Kate Bennett. Financing partners include Generations Bank and Monarch Private Capital.
ESTABLISH THE NATIONAL WOMEN’S HALL OF FAME AS A DESTINATION

Vacant, dilapidated Knitting Mills building prior to revitalization

Renovated Knitting Mills building after historic restoration

Proposed 1st floor permanent exhibits
ESTABLISH THE NATIONAL WOMEN’S HALL OF FAME AS A DESTINATION

STRATEGIES

The project aligns with the following DRI Strategies:

- Build upon the success of year-round tourism
- Preserve and promote the heritage of the downtown including women’s rights, the canal, the lake, & It’s a Wonderful Life movie.
- Reinforce sense of place by preserving and renovating historically-significant buildings.
- Expand arts and cultural events and locations

The project also aligns with recommendations from the FLREDC Strategic Plan and other local plans:

- Reinforce the identity, sense of place, and character of the area through downtown redevelopment, adaptive reuse of existing buildings and infrastructure, and historic preservation (FLREDC)
- Invest in the development, promotion, and preservation of cultural, artistic, and historic assets (FLREDC)
- Establish a Brand “International capital for women’s history, growth and development” (County Economic Development Strategy)
- Enhance Tourism as a vital aspect of the County’s economy and quality of life (County Economic Development Strategy)

PROJECT BENEFITS

The project has the following benefits:

- Three new jobs and additional jobs in the future.
- Restoration of a national landmark and preservation of the iconic smokestack.
- Enhanced ADA access for handicapped individuals and seniors.
- Increased tourism for Seneca Falls.
- Establishment of an anchor for the Sackett District’s revitalization.
- Increased hours/days open to the public.

PROJECT REPORTING

This project will be monitored for progress and adherence by the Town of Seneca Falls Development Corporation. The following metrics will indicate the project’s success:

- Number of new visitors to the site

FEASIBILITY & COST JUSTIFICATION

Cost estimates were developed by CJS Architects, Gilbane Building Company, and members of the Hall of Fame Executive Team. All estimates were reviewed by LaBella Associates and found to be accurate. Both CJS and Gilbane have significant experience with historic preservation restorations and large building development projects.
ESTABLISH THE NATIONAL WOMEN’S HALL OF FAME AS A DESTINATION

1st floor interior renovations

Additional exhibits

Additional exhibits
ESTABLISH THE NATIONAL WOMEN’S HALL OF FAME AS A DESTINATION

TIMELINE & READINESS

- Overall timeline: 2 years
- Design & construction documents: 3 months.
- Planning reviews & permits: 3 months
- Construction: 18 months

The National Women’s Hall of Fame (the Hall) has its Certificate of Occupancy to move into the 1st floor of the historic Seneca Knitting Mill. The Hall has plans, construction cost estimates, and financing for portions of this project in place. In addition, all reviews and approvals are complete for the proposed project. A marketing and business plan has also been prepared to increase attendance, donations to aid in the long-term financial operations of the facility.
TRANSFORM THE IT’S A WONDERFUL LIFE MUSEUM

PROJECT
It’s a Wonderful Life Museum

OWNER/SPONSOR
It’s a Wonderful Life Museum & Archives

LOCATION
32 Fall St.

PROJECT COST
$912,000

DRI FUNDING REQUEST
$912,000

PROJECT DESCRIPTION AND FUTURE USE

The “It’s a Wonderful Life” Museum seeks to transform the former Seneca Theater into an interpretive space which pays tribute to the message of the movie classic “It’s a Wonderful Life”.

The project scope covers phase 1 of the museum expansion including the stabilization of the foundation and exterior; rehabilitation of the building’s façade to reflect its historic appearance; tree removal; enhanced accessibility; and improved signage.

Completion of all phases of the project would include the removal of the second floor apartments, construction of a 47-seat theatre, a new two-story interior design that includes re-creation of sets from the film and additional exhibits.
TRANSFORM THE IT’S A WONDERFUL LIFE MUSEUM

BUDGET

Uses
TOTAL COSTS: $912,000
Construction: $804,000
Design Costs: $108,000

Sources
TOTAL SOURCES: $912,000
DRI Funding: $912,000

Funding Sources Status
IAWL has received a letter of interest from Generations Bank for gap funding for the project.

PROJECT SCOPE

Construction will include:

- Stabilization of the foundation and exterior
- Façade renovation of the historic 1913 Seneca theater
- Tree removal
- New signage
- Enhanced accessibility

JOBS CREATED

The full expansion of the museum will create 2-3 permanent full time positions.

REGULATORY REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:

- SHPO review and approval
- Local Historic Commission review and approval
- Local building permits
- County 239M review and approval

PUBLIC SUPPORT

Throughout the public engagement process, the community has been supportive of building on the Wonderful Life brand and its link to Seneca Falls and the State of New York.
TRANSFORM THE IT’S A WONDERFUL LIFE MUSEUM

Existing Façade photos
TRANSFORM THE IT’S A WONDERFUL LIFE MUSEUM

CAPACITY & PARTNERS
The project team is led by Caroline O’Donnell (CODA) who was recognized in 2017 as one of the top 30 female architects in the world. The rest of the project team is comprised of: Johnson Hehr Associates/Hadley Exhibits which has produced museum exhibits for 50+ years; John Kuri, filmmaker/author and son of the movies set designer; Back Brook Masonry, and Phelps Construction Group (contractor) which will all bring decades of expertise to the project.

The museum has seen over a 250% increase in attendance over the last five years, with over 13,000 visitors in 2019.

The museum has been featured on national media outlets including the Today Show, Opera Winfrey Network, and CBS Sunday Morning.

STRATEGIES
The project aligns with the following DRI Strategies:

- Build upon the success of year-round tourism
- Preserve and promote the heritage of the downtown including women’s rights, the canal, the lake, & It’s a Wonderful Life movie
- Reinforce sense of place by preserving and renovating historically-significant buildings
- Expand arts and cultural events and locations.
- Provide vertical access for downtown buildings

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Reinforce the identity, sense of place, and character of the area through downtown redevelopment, adaptive reuse of existing buildings and infrastructure, and historic preservation (FLREDC)
- Invest in the development, promotion, and preservation of cultural, artistic, and historic assets (FLREDC)
- Enhance Connection to “It’s a Wonderful Life” (Town of Seneca Falls 2018 Strategic Plan for Economic Development)
- Maintain and enhance existing recreational and cultural activities, and help create new ones (Seneca County Economic Development Plan 2014)

PROJECT BENEFITS
The project has the following benefits:

- 2-3 Permanent jobs
- Historic restoration of a prominent structure downtown
- Increased museum attendance and tourism dollars generated with the expansion of the museum
TRANSFORM THE IT’S A WONDERFUL LIFE MUSEUM

PROJECT REPORTING
This project will be monitored for progress and adherence by Seneca Falls Development Corporation. The following metrics will indicate the project’s success:

- Stabilization of a prominent downtown property
- Increases in annual attendance
- Increases in annual revenues

FEASIBILITY & COST JUSTIFICATION
Back Brook Masonry and Phelps Construction Group drafted estimates for all phases of the museum restoration. The Labella team surveyed the structure and developed new construction estimates for the reduced phase one of the full museum restoration. With DRI approval and permitting, the project could anticipate starting construction in early 2021.

TIMELINE & READINESS
- Overall timeline: 1 year
- Design & construction documents: 4-6 months
- Planning reviews & permits: 3-6 months
- Construction: 1 year

The ‘It’s A Wonderful Life’ Museum, as a non-profit entity, is requesting DRI funds equal to the full project costs and therefore are not relying on a match to initiate the project. Therefore, the project, including obtaining design and permitting approvals, can start immediately upon approval.
TRANSFORM THE IT’S A WONDERFUL LIFE MUSEUM

Historic Photos of Theater
REPURPOSE THE WESLEYAN CHURCH FOR A PERFORMING ARTS CENTER

PROJECT
Repurpose the Wesleyan Church into the Seneca Falls Performing Arts Center

OWNER/SPONSOR
Seneca Falls Performing Arts Center

LOCATION
140 Fall Street (Historic Wesleyan Church)

PROJECT COST
$1,250,000

DRI FUNDING REQUEST
$1,200,000

PROJECT DESCRIPTION AND FUTURE USE
The Seneca Falls Performing Arts Center group, a 501(c) 3 non-profit, is proposing to repurpose the historic Wesleyan Church, next door to Women’s Rights National Historical Park and currently owned by the Women’s Interfaith Institute, for a multi-use Performing arts and events center. The renovated space will be home to the Seneca Falls Community Players, in existence for more than 45 years. Local and regional live music and national park events will also be accommodated.

Rehabilitation of the former church will include exterior masonry repairs, roof upgrades, repair of windows and doors, a first-floor kitchen, and handicapped accessibility improvements (entrance and restrooms). Office space for the SFPAC will be built adjacent to the 2nd floor meeting room at the rear section of the building.

As noted in their application “this venue will provide our community with a nurturing environment for artists, performers, and cultural arts organization to create and grow, as well as to provide a gathering space for social event and functions.”
REPURPOSE THE WESLEYAN CHURCH FOR A PERFORMING ARTS CENTER

BUDGET

Uses
TOTAL COSTS: $1,250,000
Construction: $1,117,500
Permanent Equipment: $46,500
Design & Soft Costs: $86,000

Sources
TOTAL SOURCES: $1,250,000
DRI Funding: $1,200,000
Fundraising/Grants: $50,000

Funding Sources Status
As a non-profit project, implementation is contingent upon DRI funding. Fundraising has been initiated and $20,000 has been raised to date. The building has received grant funding in the past and because of its history, the group is confident they will be successful with future grants. A bank letter has also been obtained for construction financing.

PROJECT SCOPE

Construction will include the following components:
- Masonry rehabilitation of all exterior brick
- Repairs to both towers
- Repair of all windows and doors
- Accessibility improvements including a ramp for the rear entrance and ADA-accessible restroom upgrades
- Construction of a commercial kitchen
- Mechanical upgrades
- Creation of a performance space in the Great Hall
- Addition of office space on the second floor of the rear section

JOBS CREATED

A minimum of two full-time employees will be hired to manage the performances and the building. Additional part-time jobs are also anticipated to assist with productions and ticketing.

REGULATORY REQUIREMENTS

The applicant will need to receive the following approvals for the project:
- SHPO review and approval
- Local Historic Commission review and approval
- SEQR approval
- Site plan review and approval
- Local building permits and code review for assembly
- County 239M review and approval

PUBLIC SUPPORT

The project received positive public comments at both DRI public meetings. Positive feedback was based on the project’s cultural benefits to the community and its potential to attract tourists to Downtown.
REPURPOSE THE WESLEYAN CHURCH FOR A PERFORMING ARTS CENTER

CAPACITY & PARTNERS

Jennifer Ahrens provided architectural assistance in developing a scope of work for rehabilitating the Wesleyan Church. She is Principal at Bero Architects, a Certified Women’s Business Enterprise. Crawford & Stearns also provided a 2010 structural report for the building.

The Seneca Falls Performing Arts Center is an established 501 (c)3 not-for-profit with board members who lead several local non-profits. These board members possess the necessary experience and capabilities to administer the DRI grant.

The Seneca Falls Players have been in existence for more than 45 years. As a result, they are experienced in developing, managing and promoting performances in the community.

STRATEGIES

The project aligns with the following DRI Strategies:

- Build upon the success of year-round tourism
- Reinforce sense of place by preserving and renovating historically-significant buildings.
- Expand arts and cultural events and locations
- Provide incentives to revitalize downtown buildings
- Re-purpose buildings for a mix of uses

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Reinforce the identity, sense of place, and character of the area through downtown redevelopment, adaptive reuse of existing buildings and infrastructure, and historic preservation (FLREDC)
- Invest in the development, promotion, and preservation of cultural, artistic, and historic assets (FLREDC)
- Enhance Tourism as a vital aspect of the County’s economy and quality of life (County Economic Development Strategy)

PROJECT BENEFITS

The project has the following benefits:

- Two new full-time jobs and additional part-time jobs in the future
- Restoration of a historic structure, located within the Seneca Falls Village Historic District
- Enhanced ADA access for handicapped individuals and seniors
- Increased tourism for Seneca Falls
- Enhanced gateway to the Downtown district
REPURPOSE THE WESLEYAN CHURCH FOR A PERFORMING ARTS CENTER

Interior of Great Hall where the stage and seating would be placed.

An image of the Great Hall prior to the 2009 fire.
REPURPOSE THE WESLEYAN CHURCH FOR A PERFORMING ARTS CENTER

PROJECT REPORTING

This project will be monitored for progress and adherence by the Town of Seneca Falls Development Corporation. The following metrics will indicate the project’s success:

- Annual attendance figures
- Number of performances and events held at the facility

FEASIBILITY & COST JUSTIFICATION

The construction cost estimate for this project was developed by Bero Architects who have significant experience in historic preservation projects. Additional costs were provided by the SFPAC based on quotes received for additional construction and equipment.

Construction costs were reviewed by LaBella Associates and determined to be reasonable based on the size of the building and historic preservation requirements.

TIMELINE & READINESS

- Overall timeline: 2 years
- Initial demolition, design & construction documents: 8 months
- Planning and SHPO reviews & permits: 4 months
- Bidding and Construction: 1 year
REPURPOSE THE WESLEYAN CHURCH FOR A PERFORMING ARTS CENTER

An image of the church exterior prior to the 2009 fire.
ENHANCE COMMUNITY RECREATION

PROJECT
Enhance Seneca Falls Community Recreation Center

OWNER/SPONSOR
Town of Seneca Falls

LOCATION
35 Water Street

PROJECT COST
$324,000

DRI FUNDING REQUEST
$324,000

PROJECT DESCRIPTION AND FUTURE USE

The Town of Seneca Falls, in cooperation with the Seneca Falls Development Corporation, are proposing an expansion and enhancement of the existing skate park as well as the construction of a new ADA compliant kayak launch at the Community Recreation Center.

The skate park expansion will include a 3,600 square foot addition and new “Street League” style obstacles, featured prominently in Olympic Skateboarding. Open year-round, dawn to dusk, such an advanced facility would catapult Seneca Falls into the attention of nearby sport enthusiasts of all ages, allowing for an influx of local competitions, clinics, and mentoring opportunities. This addition will overlap slightly with the existing Seneca Falls Skate Park to maintain all existing parking.

Adjacent to the skate park, an ADA-compliant kayak launch will be constructed to augment the existing motor-boat launch. Here, the Rec Center sees an opportunity to provide an expanded variety of seasonal water-craft rentals to residents and tourists of all ability levels.
ENHANCE COMMUNITY RECREATION

BUDGET

Skate Park Rehab & Addition
TOTAL COSTS: $231,000
Construction: $189,000
Wi-Fi + Sound System: $16,600
Soft Costs: $25,400

Kayak Launch
TOTAL COSTS: $92,000
ADA Kayak Ramp: $70,000
Soft Costs: $23,000

Sources
TOTAL SOURCES: $324,000
DRI Funding: $324,000

PROJECT SCOPE

Improvements to be included in extension and rehabilitation of Seneca Falls Skate Park:

- Enhance safety measures: outdoor lighting, security cameras, extended fencing
- Introduce spectator seating area
- Install Olympic-style obstacles
- Repair/repaint existing structures
- Enlarge + resurface existing skate enclosure
- Provide sound system + public Wi-Fi infrastructure
- Public vending machines to service boaters and skaters

Construction will expand existing boat launch to include:

- Safe + easy water access with use of ADA-compliant kayak launch

JOBS CREATED

With the construction of the kayak launch and water-craft rental program several seasonal employment opportunities are expected including positions for Rental/Dock Managers and Watercraft Maintenance crew.
ENHANCE COMMUNITY RECREATION

Existing Skate Park.

Existing Water’s Edge for Kayak Launch Installation.
ENHANCE COMMUNITY RECREATION

REGULATORY REQUIREMENTS

The following steps will be completed immediately upon award:

- Site plan review and approval
- Local building permits
- NYSDEC
- US Army Corps of Engineers

PUBLIC SUPPORT

Throughout the public engagement process, the community has been incredibly vocal of their desire for enhancements to parks and water-based recreation. Community youth stressed their need for improved lighting, cleanliness, and safety at the skate park. In addition, comments have been made at LPC events as to the importance of the skatepark being maintained. By overlapping the new skatepark slightly with the existing skatepark no existing parking is lost.

CAPACITY & PARTNERS

Barton & Loguidice, the contract engineers on staff for the Town, will be utilized to execute this project. The Town has employed B&L on a range of other community projects including the town’s Little League Dugouts. Rampage of Bridgeport, Connecticut, skate park equipment experts, have consulted on the restoration of existing equipment, construction of the addition and new Olympic-style obstacles.

STRATEGIES

The project aligns with the following DRI Strategies.

- Build upon the success of year-round tourism
- Invest in infrastructure, amenities and streetscape to encourage residential investment
- Invest in parks and greenspace
- Encourage water-based activities and amenities

The project also aligns with the Finger Lakes Regional Economic Development Council (FLREDC) Strategic Plan and recommendations from the Seneca Falls 2018 Strategic Plan for Economic Development and other existing local plans:

- Seek to invest in water resource-related projects that enhance water access (FLREDC Plan)
- Strengthen and support the development of the Finger Lakes’ diverse water resources and recreational tourism opportunities, allowing greater access and promoting year-round use (FLREDC Plan)
- Improve tourism marketing and visitor attraction
- Improve quality of place
ENHANCE COMMUNITY RECREATION

PROJECT BENEFITS
The project has the following benefits:

- Seasonal employment with opportunity for youth staffing
- Rental income opportunity for hosting of clinics and competitions
- Revitalization of prominent recreation feature used by local residents and visitors alike
- Provides physical activities with multi-generational appeal
- Provides a unique, and robust (activity) destination prominent to the downtown waterfront

PROJECT REPORTING
This project will be monitored for progress and adherence by the Seneca Falls Department of Parks and Recreation. The following metrics will indicate the project’s success:

- Number of watercraft rentals and seasonal employment opportunities
- Number of parking spaces maintained in rear lot

FEASIBILITY & COST JUSTIFICATION
The cost estimate for installation of an ADA-compliant launch was developed by Barton & Loguidice based on their recent installation of a similar fixed launch for Canandaigua Lake. All estimates were reviewed by LaBella Associates and found to be accurate.

TIMELINE & READINESS
- Overall timeline: 8 months
- Design & construction documents: 2 months
- Planning reviews, approvals, & permits: 2 months
- Construction: 4 months

The design, permitting, and construction of the project are ready to be initiated upon DRI approval. All proposed improvements are located on publicly owned lands. No full cost estimates have been completed at this time.
Skate Park Enhancements.

ADA-compliant Kayak Launch.
ACTIVATE THE STATE STREET STATION WITH SORELLA RESTAURANT & BANQUET HALL

PROJECT
Activate the State Street Station with Sorella Restaurant and Banquet Hall

OWNER/SPONSOR
Casey & Christopher Galloway

LOCATION
60 State Street

PROJECT COST
$1,343,180

DRI FUNDING REQUEST
$605,000

PROJECT DESCRIPTION AND FUTURE USE

The currently vacant historic train station and police station will be fully renovated, restoring as many historic elements as remain and creating an elegant, full service Italian Restaurant and Banquet Hall. SORELLA will feature local, handmade delicacies, in partnership with the highly successful Cafe XIX team. A number of prominent supporters commend the excellent quality of both food and service of the owner. A business plan and the DRI Market Analysis demonstrated a need for the restaurant.

Three new dining spaces will be able to serve parties of 30+, with a total combined capacity of 150+ guests for larger gatherings. Outdoor seating for 35 additional patrons will be provided, offering greater opportunities for social distancing and increased patronage to aid in Covid-19 recovery efforts.

The name SORELLA is Italian for sister, a reference to the women’s rights suffragists. The applicants are working with the town historian and seek to restore as much of the original train station as possible for the restaurant and event space.
BUDGET

Uses
TOTAL COST: $1,343,180
Construction: $1,199,268
Soft Costs: $143,912

Sources
DRI Funding: $605,000
Other Funding: $738,180
Bank Financing: $708,180
Equity: $30,000

Funding Sources Status
The applicant has provided proof of personal and business equity, as well as a letter of interest from the bank / lenders. Full implementation is contingent upon DRI grant funding.

PROJECT SCOPE

Construction will include the complete renovation of the historic train and police station:

- Three (3) dining rooms – total indoor seating capacity 150
- 1,500 sf. Dining and event space, plus kitchens and support space
- A staff restroom plus accessible Men’s and Women’s restroom supporting 150 guests, as well as an additional 35 outdoor seating guests in the warm season
- Exterior improvements to accessibility and historic character

JOBS CREATED

- Conversion of 5-10 current CAFÉ XIX team members from part-time to full time
- An additional 5 -10 new full-time employees

REGULATORY REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:

- SHPO review and approval
- Local Historic Commission review and approval
- Site plan review & approval - change of occupancy, outdoor dining, parking variance, etc.
- Local building permits
- County 239M review and approval
- Coordination with Liquor Authority for full service bar

PUBLIC SUPPORT

The project was reviewed at a Public Meeting on 3/2 and by the LPC on 3/11. In both cases, commentary was resoundingly positive, and all goals, criteria, and requirements are met. Also enclosed, numerous letters of support.
ACTIVATE THE STATE STREET STATION WITH SORELLA ITALIAN RESTAURANT & BANQUET HALL

Proposed interior renovations.

Proposed exterior renovations.
ACTIVATE THE STATE STREET STATION WITH SORELLA ITALIAN RESTAURANT & BANQUET HALL

Existing site plan layout.

Proposed site plan layout.
ACTIVATE THE STATE STREET STATION WITH SORELLA ITALIAN RESTAURANT & BANQUET HALL

Proposed interior layout
ACTIVATE THE STATE STREET STATION WITH
SORELLA ITALIAN RESTAURANT & BANQUET HALL

Existing photos of interior and exterior.
ACTIVATE THE STATE STREET STATION WITH SORELLA ITALIAN RESTAURANT & BANQUET HALL

CAPACITY & PARTNERS
As detailed throughout this application and in the enclosed letters of reference, newspaper articles, etc., Ms. Galloway and her team members have both the business and food services skills to launch SORELLA to success. Their assistance with bridge funding through the DRI process and their ongoing relationship with Generations Bank will allow them to be profitable, as demonstrated in their detailed pro formas.

STRATEGIES
The project aligns with the following DRI strategies:

• Build upon the success of year-round tourism
• Preserve and promote the heritage of the downtown including women’s rights, the canal, the lake, & It’s a Wonderful Life movie
• Reinforce sense of place by preserving and renovating historically-significant buildings

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

• Reinforce the identity, sense of place, and character of the area through downtown redevelopment, adaptive reuse of existing buildings and infrastructure, and historic preservation (FLREDC)
• Invest in the development, promotion, and preservation of cultural, artistic, and historic assets (FLREDC)
• Establish a brand, “International Capital for women’s history, growth and development.”
• Enhance tourism as a vital aspect of the County’s economy and quality of life

PROJECT BENEFITS
The project has the following benefits:

• Conversion of 5-10 part-time jobs into full time positions
• An additional 5-10 new full time jobs
• Restoration of a historic façade on State Street, long vacant
• Placing the once vacant property back on the tax roles
• Providing additional dining and events space options throughout downtown
• Activate State Street, improving exposure of tourism traffic coverage throughout the Village
• Expansion of Seneca Falls’ branding goals, through the creation of yet another women-owned, heritage celebrating, business
PROJECT REPORTING
This project will be monitored for progress and adherence by the Town of Seneca Falls Development Corporation. The following metrics will indicate the project’s success:

- Number of new jobs
- Number of new events
- Success of restaurant & events spaces

FEASIBILITY & COST JUSTIFICATION
The cost estimate was developed by In. Site: Architecture based upon nearly 20 years with similar work across the north east.

TIMELINE & READINESS
- Overall timeline: 2 years and 6 months
- Design & Construction Documents: 6 to 12 months
- Planning review & permits: 2 to 3 months
- Construction: 12 to 18 months

NOTE: The project will be ready to commence construction within 12 to 18 months from award.
NORTH CANALSIDES ENHANCEMENTS

PROJECT
North Canalside Enhancements

OWNER/SPONSOR
Town of Seneca Falls / Seneca Falls Development Corporation (SFDC)

LOCATION
North Shore of Canal between Bridge Street and Ovid Street

PROJECT COST
$3,690,000

DRI FUNDING REQUEST
$3,690,000

PROJECT DESCRIPTION AND FUTURE USE

The Town of Seneca Falls and the Seneca Falls Economic Development Corporation propose to make updates along the north side of the canal and provide crucial connections between the downtown area and the waterfront. Improvements include enhancements to People’s Park, moving utilities underground, and revitalizing connections between downtown and the canalfront.

People’s Park
People’s Park is located canalside and hosts a variety of festivals, music events and the Seneca Falls Farmer’s Market throughout the year. The historic bandstand was moved to the park in 1984, however, there is not an accessible pathway circulation network to the structure or through the park. In addition, the canalfront treatment stops to the east of the park and canal treatment alongside the park does not take advantage of the waterfront views.
NORTH CANALSIDES ENHANCEMENTS

The proposed improvements at People’s Park will activate the canal edge and the interior of the park by extending the waterfront treatment along the edge of the park. Additional pathways and lighting will link the park and the adjacent streets to the waterfront, enhancing the nighttime setting for events. The low branching trees along the canal will be replaced with higher branching shade to open up the views. Decks at the canal edge will provide lookout and photo opportunity locations towards the Knitting Mill on the opposite side of the canal. In addition, a playground will provide an added amenity for everyday users.

**Underground Utilities**
The existing overhead lines along the canalfront and through People’s Park are both unsightly and provide a barrier between the downtown buildings and the canal. This project proposes to move the utility lines underground, which will preserve the area’s natural beauty, open views to the canal, and greatly improve the aesthetics of the canalfront.

**Connections to canalfront**
The canalfront is currently separated from the downtown area by driveway and parking areas. The concrete staircase at the west end is in need of repair and is currently routed by a private building entrance, and the ramp and stair case at the east end by the Ovid Street bridge is functional, yet uninviting.

The proposed project includes crosswalk connections to the building along the canalfront, as well as a widened and improved stairway access at the west end. The historic archway is incorporated into a new overlook so that visitors will no longer need to stand in the roadway to take a photo underneath it. The ramp and bridge underpass will be enhanced with mural-like supergraphics to enliven this main connection way to the canalfront.

All of the enhancements will address impacts of the Covid-19 pandemic by providing outdoor spaces that promote social distancing and meeting the increased demand for recreational resources.
NORTH CANALSIDES ENHANCEMENTS

BUDGET

Uses
TOTAL COSTS: $3,690,000
   Construction: $3,260,000
   Design & Permitting: $430,000

Sources
TOTAL SOURCES: $3,690,000
DRI Funding: $3,690,000

PROJECT SCOPE

Construction at People’s Park and along the North Canalside will include:

- Multiuse pathways
- Decorative lighting
- Accessible pathway routes
- Deck overlooks at the canal
- Selfie-spot with canal in background
- Playground area
- Moving overhead utilities underground
- Improved connections to canal at east & west ends of Falls Street
- Restored historic gateway and overlook to People’s Park
- Decorative paving in parking lot
- Crosswalk connection to businesses along canal
- Decorative mural/graphics on Ovid Street bridge abutments
- Improved railing and waterfront overlook under Ovid Street bridge

REGULATORY REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:

- Environmental Assessment (SEQR)
- Joint Permit Application (ACOE / NYSDEC)
- NYS Canal Corporation review and approval
- New York State Department of Transportation review (NYS DOT)
- SHPO review and approval
- Town of Seneca Falls Site Plan Review / Work Permit
- Town of Seneca Falls Historic Board Review
NORTH CANALSIDE ENHANCEMENTS

PUBLIC SUPPORT
The improvements to People’s Park and improved connections to the canal front were highly desired changes during the public workshops. Enhancing the canal front and the waterfront experience was widely supported by attendees. Improved lighting for nighttime safety was mention several times.

CAPACITY & PARTNERS
This Project would be a joint effort between the Seneca Falls Economic Development Corporation and the Town of Seneca Falls. A consultant would be hired for detailed project design as well as project implementation and construction administration.
NORTH CANALSIDE ENHANCEMENTS

STRATEGIES
The project aligns with the following DRI Strategies:

- Leverage and promote the area’s heritage, culture, and character
- Build upon the success of year-round tourism
- Preserve and promote the heritage of downtown and the canal
- Invest in infrastructure, amenities, and streetscape to encourage commercial and residential investment
- Improve downtown’s quality of life
- Expand arts and cultural event and locations
- Develop, extend, and connect multi-modal trails downtown
- Improve circulation and parking downtown
- Invest in parks and greenspace
- Encourage water-based activities and amenities

Regional Economic Development Council Strategic Plan strategies followed include:

- Seek to invest in water resource-related projects that enhance water access, retain water quality, and increase water safety
- Invest in the development, promotion, and preservation of cultural, artistic, and historic assets
- Strengthen and support the development of the Finger Lakes’ diverse water resources and recreational tourism opportunities, allowing greater access and promoting year-round use

The project aligns with the following Seneca Falls Parking Improvement Study Recommendations:

- Improve the connectivity between the canalfront and Fall Street
- Increase nighttime safety by adding pedestrian scale lighting
- Create safe pedestrian-oriented connections and plazas
NORTH CANALSIDE ENHANCEMENTS

PROJECT BENEFITS

The North Canalside Improvements will provide positive change to the area for local residents and tourists. The connections to the waterfront, enhancement of People’s Park, and improvements of the canal edge will create an improved environment which will foster the following benefits.

- Expand open space of park to increase the side of the Seneca Falls Farmer’s Market
- Increase accessibility and evening usage of People’s Park
- Improve park amenities while preserving historic significance
- Decrease vandalism through added nighttime lighting
- Provide activities for children and attract families to downtown area
- Remove unsightly overhead lines and obstructed views
- Create reliable utilities for business by reducing outages with buried lines
- Increase pedestrian, multi-modal, and vehicular safety
- Strengthen connection between the downtown area and canalfront

FEASIBILITY & COST

JUSTIFICATION

The proposed project cost estimate was generated by combining preliminary conceptual design quantities with regional market and bid unit prices. The investment in these public spaces will pay dividends through increased tourism and cultural events in Seneca Falls.

TIMELINE & READINESS

- Overall timeline: 2.5 years
- Design & Construction Documents: 1 year
- Reviews, approvals, & permits: 1 year (concurrent with CD’s)
- Construction: 1 year

The design, permitting, and construction of the project are ready to be initiated upon DRI approval. All proposed park and trail improvements are located on publicly owned lands or trail easements. Required reviews and permits include: SHPO, NYDEC, NYS DOT, and construction permitting.
NORTH CANAL SIDE ENHANCEMENTS

- Proposed Historic Archway Plaza and Water Street Crosswalk
- Existing Historic Archway and East access ramp
- Existing parking lot and driveways alongside canal
NORTH CANAL SIDE ENHANCEMENTS

People’s Park Programming

Mural graphic and brick paver parking precedent images

Playground precedent image
RENOWN THE HISTORIC HUNTINGTON BUILDING FOR WORKFORCE AND VETERANS’ HOUSING

PROJECT
Renovate the Historic Huntington Building for workforce and veterans’ housing

OWNER/SPONSOR
Home Leasing, LLC

LOCATION
201 Fall St.

PROJECT COST
$16,346,927

DRI FUNDING REQUEST
$800,000

PROJECT DESCRIPTION AND FUTURE USE
Home Leasing is converting the Huntington Building (former National Yeast Co.) on Fall St. and Rumsey Street/Veteran’s Memorial Bridge into a 50-unit residential complex situated on 1.57 acres. The project will recreate the fourth floor and mansard roof and consist of a mix of studios and one-bedroom apartments that will serve households between 50-60% of Area Median Income. Half of the units (25) will be reserved as permanent supportive housing for homeless veterans. Rents will range from $640-$800 for a mix of studio and one-bedroom apartments with all utilities included.

The project will include the following amenities: community space, fitness center, secure interior bicycle storage, individual resident storage, interior trash and recycling rooms, raised garden beds and fenced playground, 49 on-site parking spots for residents, and on-site management staff with 24/7 emergency maintenance service.
RENOVATE THE HISTORIC HUNTINGTON BUILDING FOR WORKFORCE AND VETERANS’ HOUSING

BUDGET

Uses

TOTAL COSTS: $16,346,927
  Construction: $12,650,000
  Acquisition: $525,000
  Design & Soft Costs: $3,171,927

Sources

TOTAL SOURCES: $16,346,927
  DRI Funding: $800,000
  Other Funding:
    HCR SHOP $3,625,000
    Limited Partner Capital $11,483,813
    Deferred Develop. Fee $393,114

Funding Sources Status
Funding has been secured / lined up through the following public financing sources: Federal Low Income Housing Tax Credit, IDA PILOT, Federal and State Historic Tax Credits, and Empire State Supportive Housing Initiative (ESSHI). Home Leasing will be reapplying for NYS HCR Loan in early 2021. Securing DRI funds would bolster application for HCR funds.

PROJECT SCOPE
Construction will include:

- Historically appropriate windows at all existing and previously enclosed masonry openings
- New central elevator
- New HVAC, electrical, plumbing, and insulation
- On site amenities: community space, fitness center, secure interior bicycle storage, individual resident storage, interior trash and recycling rooms, raised garden beds, and fenced playground

JOBS CREATED
The project will create 3 permanent positions for property management and potentially employ over 400 individual workers during construction.

REGULATORY REQUIREMENTS
The applicant will undergo the following regulatory requirements:

- SHPO and NPS review and approval
- Local Historic Commission review and approval
- Site plan review and approval
- SEQR Review/Approval
- Local building permits
- Zoning variance
- County 239M review and approval
RENOVATE THE HISTORIC HUNTINGTON BUILDING FOR WORKFORCE AND VETERANS’ HOUSING

Existing conditions – front of building on Fall St.

Existing conditions – rear of building
RENATE THE HISTORIC HUNTINGTON BUILDING FOR WORKFORCE AND VETERANS’ HOUSING

PUBLIC SUPPORT
The project received favorable comments at the March 2, 2020 Open House because it will act a major anchor and gateway into the Village and will provide much needed quality housing units.

CAPACITY & PARTNERS
Home Leasing has over 50 years of property management experience, with over 2,200 units located throughout 25 communities. Eagle Star Housing is a co-owner/service provider on the project, and since 2012 has provided supportive services for formerly homeless veterans with disabilities throughout the region. The project team is additionally supported by the expertise provided by Hunt Architects and BME Associates, the project’s civil engineer.

STRATEGIES
The project aligns with the following DRI Strategies:
- Reinforce sense of place by preserving and renovating historically-significant buildings
- Create new residential living opportunities downtown including workforce housing
- Encourage water-based activities and amenities
- Preserve and promote the heritage of the downtown including women’s rights, the canal, the lake, & It's a Wonderful Life movie
- Re-purpose buildings for a mix of uses
- Develop empty second-story space downtown to create apartments

The project also aligns with recommendations from the FLREDC Strategic Plan:
- Reinforce the identity, sense of place, and character of the area through downtown redevelopment, adaptive reuse of existing buildings and infrastructure, and historic preservation (FLREDC)
- Enrich living environments by increasing access to affordable housing and mixed-income units, and promoting energy efficiency (FLREDC)
- Invest in the development, promotion, and preservation of cultural, artistic, and historic assets (FLREDC)
- Provide more housing options (SFDC ED Plan)
- Improve quality of housing stock, reduce blight and increase middle-income housing (Seneca County Opp. Report)
- Promote and encourage safe, decent, and affordable housing options for all Seneca County residents (Seneca County Comp. Plan)
RENOVATE THE HISTORIC HUNTINGTON BUILDING FOR WORKFORCE AND VETERANS’ HOUSING

PROJECT BENEFITS
The project has the following benefits:

- Permanent jobs (3); and employ ~400 construction workers, with local hiring goals
- Historic restoration of a prominent structure at the gateway to downtown
- Conversion of a long-vacant and blighting property to a vibrant mixed-income residential complex
- Provision of 50 new, accessible mixed-income apartments, with 25 units dedicated as supportive housing to homeless veterans

PROJECT REPORTING
This project will be monitored for progress and adherence by the Town of Seneca Falls Development Corporation. The following metrics will indicate the project’s success:

- Number of construction and permanent jobs created.
- Number of units occupied by veterans

FEASIBILITY & COST JUSTIFICATION
The cost estimate for this project was developed by Hunt Architects, BME Associates, civil engineers, and Home Leasing. The high cost and complexity associated with renovating a historic structure creates tight margins for a project’s realization. Additionally, the Low Income Housing Tax Credits, Historic Tax Credits and subsidy loans from Homes and Community Renewal are limited resources. Local investment through this DRI process would increase the likelihood of receiving a funding award from Homes and Community Renewal, which is extremely competitive.

An award of the $800,000 requested through the DRI would leverage another $15.5M of direct investment into Seneca Falls.

TIMELINE & READINESS
- Overall timeline: 2 years 6 months
- Design & schematic documents: Complete
- Planning reviews & permits: 3-6 months
- Construction: 1 year 4 months

The project is ready to be initiated upon DRI approval and other grant funding approvals: plans, grant funding, bank funding and tax credit financing have all been obtained or identified for the project. A detailed construction budget was prepared by an engineer.
RENOVATE THE HISTORIC HUNTINGTON BUILDING FOR WORKFORCE AND VETERANS’ HOUSING

Renderings of proposed exterior improvements

Proposed site and interior room layouts
FALL STREET ENHANCEMENTS

PROJECT Fall Street Enhancements
OWNER/SPONSOR Town of Seneca Falls / Seneca Falls Development Corporation (SFDC)
LOCATION Fall Street & Academy Square Park
PROJECT COST $2,180,300
DRI FUNDING REQUEST $2,180,300

PROJECT DESCRIPTION AND FUTURE USE

The Town of Seneca Falls and the Seneca Falls Economic Development Corporation propose to make important streetscape enhancements along Falls Street. These improvements will increase pedestrian safety, provide better pedestrian and bicyclist amenities, and create accessible and adequate walkways for the businesses and their patrons. In addition, enhancements include improving pedestrian access and event staging at Academy Square Park.

Pedestrian Safety & Accessibility
At present, the pedestrian crosswalks on Fall Street are faded and are hardly visible to approaching traffic. The traffic lanes are wider than necessary and crosswalks and walkways do not meet current ADA standards. Most vehicles do not slow or stop for crossing pedestrians, leading to an unsafe environment for the busy downtown area.

The Fall Street improvements project includes paver crosswalks and improved signage, bringing increased attention to the pedestrian crossings. The sidewalks, building thresholds, and curb ramps will be updated to be universally accessible.
FALL STREET ENHANCEMENTS

Streetscape Beautification & Amenities
The current streetscape is not overly inviting with narrow sidewalks, a lack of seating areas, minimal planting areas, and an environment dominated by pavement and hardscape.

The proposed enhancements include wider sidewalks with decorative banding and historical markers, seating areas throughout, and expanded planting areas. In addition, decorative bicycle racks with an artistic theme will bring added life to the downtown area. The increase in the width of sidewalks will provide downtown restaurants with additional space for outdoor seating to address social distancing requirements related to the Covid-19 pandemic.

Academy Square Improvements
The current configuration of Academy Square does not provide an accessible route to the central fountain and is not well arranged for the events that are hosted there. The proposed sidewalks, crosswalks, revised seating areas, and added planting will provide better circulation through the site and an improved environment for events.
FALL STREET ENHANCEMENTS

BUDGET

Uses
TOTAL COSTS: $2,180,300
Construction: $1,908,900
Design & Permitting: $271,400

Sources
TOTAL SOURCES: $2,180,300
DRI Funding: $2,180,300

PROJECT SCOPE

Construction along Fall Street will include:
• Pavement treatments at crosswalks
• Improved crosswalk signage
• Brick banding in sidewalks
• Expanded planting areas
• Integrated seating areas
• Decorative “themed” bike racks
• Increased sidewalk area
• Continuous Streetscape elements to Trinity Ave.
• Potential repairs to vaults underneath sidewalks.

REGULATORY REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:
• Environmental Assessment (SEQR)
• New York State Department of Transportation Review (NYS DOT)
• SHPO review and approval
• Town of Seneca Falls Site Plan / Work Permit Review
PUBLIC SUPPORT

The improvements to Falls Street was one of the most prevalent suggestions from community members during the public workshops. Increasing the safety and appearance of the crosswalks and creating a more inviting environment for businesses and patrons was discussed several times. Improvements to attract business and enliven the downtown area were highly favored.
FALL STREET ENHANCEMENTS

STRATEGIES
The project aligns with the following DRI Strategies:

- Invest in infrastructure, amenities, and streetscape to encourage commercial and residential investment
- Improve downtown’s quality of life
- Improve circulation and parking downtown
- Invest in parks and greenspace

Regional Economic Development Council Strategic Plan strategies followed include:

- Invest in the development, promotion, and preservation of cultural, artistic, and historic assets
- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation

The project aligns with the following Seneca Falls Parking Improvement Study Recommendations:

- Improve the visibility and safety of pedestrian crosswalks
- Provide a safe haven for pedestrians with bump-outs
- Provide universally accessible pedestrian crossings and sidewalks
- Provide properly marked handicapped parallel parking spaces on Fall Street.

PROJECT BENEFITS
The Fall Street project will enhance the downtown main street environment for both visitors and local patrons. The proposed streetscape improvements will provide the following immediate and long-term benefits to the downtown area.

- Create a more inviting environment for visitors and local residents
- Attract more businesses and organizations to downtown area and fill storefronts
- Increase in sales and business with more patrons in the area
- Foster community pride and engagement with streetscape improvements
- Create a thriving downtown as a cornerstone of economic development

FEASIBILITY & COST JUSTIFICATION
The proposed project cost estimate were generated by TWMLA and LaBella Associates by combining preliminary conceptual design quantities with regional market and bid unit prices. The investment in streetscape will pay dividends through creating an inviting environment for patrons and increasing business and storefront occupancy in downtown Seneca Falls.
FALL STREET ENHANCEMENTS

Decorative Bike Racks & Planted Bump-outs

Existing Fall Street Intersection Image

Existing Fall Street Mid-block Crossing Image
FALL STREET ENHANCEMENTS

Proposed Academy Square Enhancements

Existing Academy Square Image
FALL STREET ENHANCEMENTS

TIMELINE & READINESS

- Overall timeline: 2.5 years
- Design & Construction
  Documents: 1 year
- Reviews, approvals, & permits:
  1 year (concurrent with CD’s)
- Construction: 1 year

The design, permitting, and construction of the project are ready to be initiated upon DRI approval. All proposed park and trail improvements are located on publicly owned lands. Required reviews and permits include: SHPO, NYDEC, NYS DOT, and construction permitting.

CAPACITY & PARTNERS

This Project would be a joint effort between the Seneca Falls Development Corporation and the Town of Seneca Falls. A consultant would be hired for detailed project design as well as project implementation and construction administration.
IMPROVE THE HERITAGE & INFORMATION CENTER OF SENECA FALLS

PROJECT
Improve The Heritage & Information Center of Seneca Falls

OWNER/SPONSOR
Town of Seneca Falls

LOCATION
89 Fall Street

PROJECT COST
$752,025

DRI FUNDING REQUEST
$752,025

PROJECT DESCRIPTION AND FUTURE USE

The Town of Seneca Falls will upgrade the Heritage and Information Center to improve visitor experiences, take advantage of its visibility and location on the canal, and reinforce its role as the one-stop location for tourism information, resources, and programming in Seneca Falls.

The Town developed a comprehensive approach to meet these goals, including: upgrade the Canal level boater / biker amenities; front and rear facade upgrades to masonry, stucco, lighting, signage; extension & ‘activation’ of the rear balcony; updating / replacing permanent exhibits; interior building upgrades to improve lighting, relocate the conference space; restroom improvements; installation of a new elevator to replace the existing non-operational elevator; establishing a bike-share facility at the site; technology and digitization, including an interactive kiosk highlighting downtown restaurants, shops, businesses, museums, as well as, events, lectures, tours, festivals, etc.
BUDGET

Uses

TOTAL COST: $752,025
CONSTRUCTION: $671,450
SOFT COSTS: $80,575

Sources

TOTAL SOURCES: $752,025
DRI Funding: $752,025

Funding Sources Status

The town has provided a commitment letter for bonding the project cost as well as enhanced support for the Center moving forward.

PROJECT SCOPE

Construction will include:

• Interior improvements to exhibit, conference, greeter and staff space
• Replacement of failing elevator
• A/V system + improved & expanded exhibits
• Exterior improvements to the Cowing and Fall Street facades, including improved usability for the boater access promenade stairwell
• Replacement of aging balcony at mid-level and provision of new balcony at Fall Street level
• New bike-share station

JOBS CREATED

• 3 Full time employees: existing part-time staff will increase to full-time
• 2 new seasonal docents
• 1 new seasonal greeter at boater amenities level / bike share station

REGULATORY REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:

• SHPO review and approval
• Local Historic Commission review and approval
• Site plan review & approval - extension of balconies
• Local building permits
• County 239M review and approval

PUBLIC SUPPORT

The project was again reviewed at a Public Meeting on 3/2 and once more by the LPC on 3/11. In both cases, commentary is resoundingly positive, and all goals, criteria, and requirements are met.
IMPROVE THE HERITAGE & INFORMATION CENTER OF SENECA FALLS

Exterior rendering of rear façade improvements

Interior rendering of proposed improvements
IMPROVE THE HERITAGE & INFORMATION CENTER OF SENECA FALLS

Proposed interior floor layouts
IMPROVE THE HERITAGE & INFORMATION CENTER OF SENeca FALLS

Existing conditions
IMPROVE THE HERITAGE & INFORMATION CENTER OF SENECA FALLS

CAPACITY & PARTNERS

The Town of Seneca Falls is the parent agency for the Center, and has continued to show increasing support for funding.

Formal partnerships include: The National Women’s Hall of Fame, Women’s Rights National Park, It’s a Wonderful Life Museum, Seneca Falls Historical Society, Finger Lakes Welcome Center, NYS Equal Rights Heritage Center, Finger Lakes Tourism, Seneca County, Seneca County Chamber of Commerce.

STRATEGIES

The project aligns with the following DRI strategies:

- Build upon the success of year-round tourism
- Preserve and promote the heritage of the downtown including women’s rights, the canal, the lake, & It’s a Wonderful Life movie
- Reinforce sense of place by preserving and renovating historically-significant buildings

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Reinforce the identity, sense of place, and character of the area through downtown redevelopment, adaptive reuse of existing building infrastructure and historic preservation (FLREDC)
- Invest in the development, promotion, and preservation of cultural, artistic, and historic assets (FLREDC)
- Establish a brand, “International Capital for women’s history, growth and development.”
- Enhance Tourism as a vital aspect of the County’s economy and quality of life.

PROJECT BENEFITS

The project has the following benefits:

- Three (3) Part time jobs will be converted into full time positions; with an additional three (3) new seasonal jobs
- Restoration of a historic façade on Fall Street and a non-descript façade on Cowing Street, providing the appropriate level of visibility for the Heritage & Information Center, enhancing the experience of both the tourist and the resident significantly
- Enhanced boater amenities with some conversions that provide opportunities for income, reducing the Town’s operating costs
- New bike share station, also providing income opportunities
- Expansion of Seneca Falls’ branding goals, through provision of improved services, lounge and exhibit spaces
IMPROVE THE HERITAGE & INFORMATION CENTER OF SENECA FALLS

PROJECT REPORTING
This project will be monitored for progress and adherence by the Town of Seneca Falls Development Corporation. The following metrics will indicate the project’s success:

- Number of new exhibits
- Number of new events
- Increase in patrons to the Visitor’s Center
- Increase in use of boater amenities
- Tracking use of the bike share service
- Demonstrating the success of income producing opportunities and additional grants, enumerating the reduction in operating costs to the Town

FEASIBILITY & COST JUSTIFICATION
The cost estimate was developed by In. Site: Architecture based upon nearly 20 years with similar work across the north east.

TIMELINE & READINESS
- Overall timeline: 2 years and 6 months
- Design & Construction Documents: 6 to 12 months
- Planning review & permits: 2 to 3 months
- Construction: 12 to 18 months

NOTE: The project will be ready to commence construction within 12 to 18 months from award
IMPROVE THE HERITAGE & INFORMATION CENTER OF SENECA FALLS

Rendering of proposed façade improvements including new signage and a new marquee
REINVIGORATE THE GOULD HOTEL

PROJECT
Reinvigorate the Gould Hotel

OWNER/SPONSOR
Peter Dolan, Charter One Hotels and Resorts

LOCATION
108 Fall St.

PROJECT COST
$900,000

DRI FUNDING REQUEST
$405,000

PROJECT DESCRIPTION AND FUTURE USE

The Gould Hotel is a 100-year-old Nationally Registered Historic Building in the heart of Downtown Seneca Falls. As an anchor for visiting tourists and many locals alike, it prides itself on being open to all members of the community at any time of day. To enhance its status as a local lounge and dining amenity, the Gould proposes to renovate its first-floor lobby to better accommodate the community’s needs.

The Gould intends to revitalize its current food service to convert the current restaurant space into a dual-purposed café and gastro-cocktail lounge. To do so, a re-organization of space is required to better serve the needs of guests and public. The existing bar will be relocated to the banquet hall to support the town’s celebratory and fundraising functions. Meanwhile opening the lounge for prolonged, relaxed enjoyment by local students, families, and tourists alike.

By enhancing the overall accessibility of the building, the flow of foot-traffic will be improved and increase business, in turn provide more employment opportunities. Such an endeavor would help turn their kitchen profitable and encourage sustained investment in the downtown area. The timeliness of the DRI will also allow the hotel to include improvements to address Covid social-distancing requirements for restaurants and hotels.
REINVIGORATE THE GOULD HOTEL

BUDGET

Uses
 TOTAL COSTS: $900,000
 Construction: $720,000
 Soft Costs: $180,000

Sources
 TOTAL SOURCES: $900,000
 DRI Funding: $405,000
 Other Funding: $495,000
 Cash / Project Funding $300,000
 Leveraged Investor: $195,000

Funding Sources Status
The owner has access to a range of investor funds remaining from its purchase of the property and intends to leverage its investor call on the building assets to fund part of the project.

PROJECT SCOPE

Construction will include:
• Enclose Fall St. door with vestibule
• Automate main lobby doors on State St. for ADA access
• Establish coffee bar + service
• Provide enlarged bar in expanded café
• Enlarge public lounge space
• Relocate current bar to banquet room
• Rehabilitate main entry door, stoop, ramp, and railings
• Recover café deck
• Restore transom windows on café storefront on Fall St.
• Provide guest gym in basement
• Enhance employee accommodations in basement

JOBS CREATED

Forecasts and Pro Forma made by The Gould’s management project openings for a total of 31 new hires.

By trading the limited use fine-dining for an all-day café, a full team of daytime staff will be required to augment its night-time service. 16 new hires across a range of shifts would staff positions including: baristas, bartenders, cooks, dishwashers, and managers.

Complementary to their regular restaurant service, The Gould intends to hire on both a full-time banquet cook and manager on top of 13 dedicated supplementary positions revolving around service and set-up of banquet needs.

REGULATORY REQUIREMENTS

The owner’s team has already begun consulting with local regulatory authorities and plans to keep the following closely involved throughout their design process:

• Local code compliance and building permits
• NYS Liquor Authority approvals
REINVIGORATE THE GOULD HOTEL

PUBLIC SUPPORT
The public noted at the open house the Gould Hotels importance as a hub for events and tourism. This renovation will create many new jobs and extend the Gould Hotel’s amenities for public events and general area tourism.

Noteworthy is the fact that The Gould currently provides and maintains one of the largest parking lots and public restrooms available to visitors and resident’s downtown. By renovating their public space at street level, the Gould Hotel hopes to better support the town in its redevelopment.

CAPACITY & PARTNERS
Charter One Hotels and Resorts is a 40 year old hotel ownership and management company with success across the East Coast.

Throughout those years, they have owned or managed over 38 hotels and resorts, both branded and independent. In this market they have owned in concert with local investors the Quality Inn Hotel since 1991.

To assist in The Gould’s revitalization, the owner has brought on a variety of local designers and tradesmen. Historic Preservation Architect, Jon Carnes of Crawford & Stearns paired with Interior Designer, Shelia Phillion of Sheila Grace Designs, will guide the design of the café all while respecting its historical significance. Local general contractor Alex Kuehne of Kuehne Construction has signed on to orchestrate the renovation efforts. Custom design and fabrication efforts will be headed by Keith Traub of Unite Two Design who boasts previous DRI success as part of Auburn’s revitalization.
REINVIGORATE THE GOULD HOTEL

STRATEGIES
The project aligns with the following sub components of the DRI strategies:

- Build upon the success of year-round tourism
- Reinforcing a sense of place by preserving and renovating historically significant buildings
- Attract and Incubate Jobs and Investment.
- Improve Downtown’s Quality of Life

Regional Economic Development Council Strategic Plan strategies followed include:

- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation
- Improve access to credit for revitalization and investment

The project also aligns with recommendations from the Seneca Falls 2018 Strategic Plan for Economic Development and other existing local plans:

- Improving tourism marketing and visitor attraction
- Improving quality of place

PROJECT BENEFITS
The project has the following benefits:

- Increased day-time foot traffic in the downtown sector with grab-and-go and café options
- Expanded availability of day-time café and lounge space for culinary enthusiast and co-workers alike
- The rehabilitation of a year-round, vibrant cafe “third space” vital to attraction of new visitors while supporting existing residents and professionals
- By renovating their public space at street level, The Gould hopes to better support the town in its large-scale public events like local fundraisers and hosting the town’s annual ball drop

PROJECT REPORTING
This project will be monitored for progress and adherence by the Town of Seneca Falls. The following metrics will indicate the project’s success:

- Number of day-time café patrons
- Number of entertainers booked
FEASIBILITY & COST JUSTIFICATION

The cost estimate for this project was compiled by the owner from their extensive team of practiced professionals. Together they performed comprehensive Building Reuse Analyses, including detailed assessment of Existing Conditions and Code Implications of various re-use scenarios. All estimates were reviewed by the consultant team and found to be accurate.

The seasonal nature of their primary clientele demands The Gould re-assess current operating procedure if they intend to maintain a local presence. It is that same hurdle which simplifies the complicated nature of renovating a utilized space. The owner intends to refocus their food service efforts on the grab-and-go function of the kitchen to develop the newly expanded staff and remain open during the construction process.

In addition to their regular restaurant service, The Gould operates an independent banquet facility adjacent to their main lobby which stands to benefit greatly with relocation of the current bar. Expanded capabilities would be conducive to a wider array of event hosting opportunities and stimulate their flagging income.

TIMELINE & READINESS

- Overall timeline: 1 year
- Design & construction documents: 2 months
- Planning reviews, approvals, & permits: 2 months
- Construction: 6 – 8 months

The owner is actively advancing their design plans while navigating the approvals process. Upon notification of award, construction will be scheduled to begin mid-October 2021 and be completed early Spring 2022.

Existing Bar to be relocated to Banquet Facility
REINIGORATE THE GOULD HOTEL

The Gould interior layout plan

Proposed interior alterations for Gould Cafe
ENHANCE THE SOUTH SHORE

PROJECT
Enhance the South Shore

OWNER/SPONSOR
Town of Seneca Falls/Seneca Falls Development Corporation

LOCATION
South Shore of Canalside

PROJECT COST
$1,280,000

DRI FUNDING REQUEST
$1,280,000

PROJECT DESCRIPTION AND FUTURE USE

The South Shore Enhancements includes infrastructure improvements in the Sacket District, the original downtown of Seneca Falls. The district encompasses the area between the canal, Bridge Street, West Bayard Street and Ovid Street with infrastructure generally in disrepair. The project includes improvements in the Bridge Street and West Bayard Street right-of ways and multipurpose trail improvements from Bridge Street to Ovid Street along the edge of the canal.

This area is the new home of the National Women’s Hall of Fame (NWHF) located at Canalside along the southern shores, and flanked by other points of interest, including the Ludovico Sculpture Trail. The Hall will continue to be a major tourism draw throughout the year.

Each entrance to the NWHF would feature archways, beautiful landscaping, decorative trees, shrubbery, and ambient lighting at the archway and along the drive into the main parking lot areas. Safety crosswalks would also be added to and from the entrances, a feature currently lacking.

This project will provide a highly visible and attractive point of reference for community residents and visitors that helps frame the importance of the National Women’s Hall of Fame. The project will also meet the need to provide outdoor recreational space that has emerged as a result of the Covid 19 pandemic.
DOWNTOWN REVITALIZATION INITIATIVE  
SENECA FALLS

ENHANCE THE SOUTH SHORE

BUDGET

Uses
TOTAL COSTS: $1,280,000
Construction: $1,100,000
Design Costs: $130,000
Environmental Costs: $50,000

Sources
TOTAL SOURCES: $1,280,000
DRI Funding: $1,280,000

Funding Sources Status
As a public project, implementation is contingent upon full DRI funding. Some in-kind services from the Town’s Highway Department is possible.

PROJECT SCOPE

Construction will include:

- New sidewalk, landscaping and lighting along Bridge Street and Bayard Street from their intersection to the entrances to the Women’s Hall of Fame
- New crosswalks at the entrance to the Women's Hall of Fame on both Bridge Street/Canal Street intersection and on Bayard Street/Center Street intersection
- New large metal archways at the entrance to the Women’s Hall of Fame at both Canal Street entrance off Bridge Street and Center Street entrance off Bayard Street.
- Provide two electronic kiosks, one near the Center Street entrance off Bridge Street and the other at the bottom of the stairs/ramp from Ovid St. to the proposed trail.
- Construct an eight foot wide multi-purpose trail along the canal between Bridge Street and Ovid Street including stairs / ADA ramp from the trail end to Ovid Street.
- Replace sidewalk and curbs on Bridge Street from Canal Street to Bayard Street and along Bayard Street from Bridge to Center Street
- Add landscaping and trees, “Streetscape” along Bridge Street and Bayard Street in the area receiving new sidewalk and curb and along the proposed multipurpose trail along the canal.
- Banner for existing light fixtures

JOBS CREATED

An estimated 6-10 construction jobs will be created during the anticipated six months construction. Increased tourism and trail usage should help to add overall area employment.

REGULATORY REQUIREMENTS

Project is to be completed primarily in the public right-of-way except for the trail improvements along the canal.

Applicant will need to take the following steps:

- SHPO review and approval
- Local Historic Commission review and approval
- Site plan review and approval
ENHANCE THE SOUTH SHORE

South Shore Enhancement Locations

Decorative Bike Racks
Information Kiosks
Streetscape Planters

New Arches to Match Existing
Women's Hall of Fame Museum
ENHANCE THE SOUTH SHORE

Existing Parking Area

Parking & Streetscape Beautification

Proposed crosswalk upgrades and gateway into National Women’s Hall of Fame
ENHANCE THE SOUTH SHORE

REGULATORY REQUIREMENTS

Project is to be completed primarily in the public right-of-way except for the trail improvements along the canal.

Applicant will need to take the following steps:
- SHPO review and approval
- Local Historic Commission review and approval
- Site plan review and approval

PUBLIC SUPPORT

Throughout the public engagement process, the community has been incredibly supportive of the South Shore Enhancements project goals as it supports the Women’s Hall of Fame, regional trail development and nearly all the DRI goals.

CAPACITY & PARTNERS

The Town of Seneca Falls routinely completes infrastructure improvements and has the capacity to contract and manage the proposed infrastructure construction.

STRATEGIES

The project aligns with the following DRI Strategies:
- Build upon the success of year-round tourism
- Preserve and promote the heritage of the downtown including women’s rights, the canal, the lake, & It’s a Wonderful Life movie.
- Invest in infrastructure, amenities and streetscape to encourage commercial investment.
- Develop, extend and connect multi-modal trails downtown.
- Invest in parks and greenspace.

Finger Lakes Regional Economic Development Council Strategic Plan strategies followed include:
- Strengthen and support the development of the Finger Lakes’ recreational tourism opportunities, allowing greater access and year-round use

The project also aligns with recommendations from the Town of Seneca Falls 2018 Strategic Plan for Economic Development:
- Improve quality of life by joining the Cayuga-Seneca Trail
- Improve quality of life by fostering support for the Ludovico Trail with new trail and better access.
- Completion of Seneca-Cayuga Trail connecting Seneca & Cayuga Lakes.
- Improve walkability and lighting.
PROJECT BENEFITS

The project has the following benefits:

- Needed infrastructure improvements for aesthetics and safety
- Approximately 1,600 feet of multipurpose trail immediately adjacent to the canal
- Arch, landscaping and cross walks at both entrances to the Women’s Hall of Fame
- Installation of two electronic information kiosks
- Construction of ADA ramp and stairs from the proposed trail to Ovid Street to improve walkability and sightseeing
- Landscaping and site improvements including lighting for both Bridge Street and Bayard Street, add banners to light fixtures
- Create easy wayfinding for visitors seeking the National Women’s Hall of Fame
- Stairs/ADA ramp at the Ovid Street Bridge to improve area walkability, sightseeing and access to the National Women’s Hall of Fame

PROJECT REPORTING

This project will be monitored for progress and adherence by the Town of Seneca Falls Development Corporation, an arm of the Town.

FEASIBILITY & COST JUSTIFICATION

The cost estimate for this project is a preliminary feasibility budget developed by Patriot Design & Consulting based on experience with similar infrastructure projects.

The project costs include soft costs including topographic survey of the project area, environmental permitting, design, bidding and construction administration.

TIMELINE & READINESS

- Overall timeline: 2 years
- Design & construction documents: 6 months
- Reviews, approvals, & permits: 6 – 8 months
- Construction: 8– 12 months

The Town is poised to commence final design phases immediately upon award announcement. All development but the trail improvements are on the Town right-of-way. The corporation that owns the property proposed for the trail are in support of the project.
ENHANCE THE SOUTH SHORE

Existing Canalside at Bridge Street

Proposed Canalside Riverwalk Trail at Bridge Street
ENHANCE THE SOUTH SHORE

Existing Landscape at W Bayard and Ovid Street

New Ramp and Landscaping at W Bayard and Ovid Street
CREATE AN INTERACTIVE PATHWAY AND WALK OF HONOR

PROJECT
Create an Interactive Pathway and Walk of Honor

OWNER/SPONSOR
Town of Seneca Falls / Seneca Falls Development Corporation (SFDC)

LOCATION
Project is throughout DRI Boundary

PROJECT COST
$479,340

DRI FUNDING REQUEST
$479,340

PROJECT DESCRIPTION AND FUTURE USE

The Town of Seneca Falls / Seneca Falls Development Corporation (SFDC) has a vision of creating new signage downtown through interactive kiosks as well as a Walk of Honor. This signage project includes:

2. Connecting visitors to historical sites, opportunities, and businesses downtown.

The proposed Walk of Honor includes 24 plaques, honoring influential figures tied to the Women’s Rights and Human Rights movements. These plaques will be built into the sidewalks along Fall Street.

The proposed interactive signage includes a mix of 8-10 indoor and outdoor “kiosk” style signs which include a touchscreen interface, capable of providing up to date directions, business locations, local events and more.

Through the integration of a mobile app, residents and tourists alike can get directions and information from these kiosks. The kiosks and associated app will promote and market downtown businesses recovering from the impacts of the Covid pandemic.
CREATE AN INTERACTIVE PATHWAY AND WALK OF HONOR

BUDGET

Uses
TOTAL COSTS: $479,340
Construction: $274,340
Soft Costs: $205,000

Sources
TOTAL SOURCES: $479,340
DRI Funding: $479,340

PROJECT SCOPE

The project will include the purchase and installation of:
- 24 walk of honor plaques
- Signage to the walk of honor area (Fall St.)
- 8-10 Interactive map / kiosks
- Funds will also be used for software and network development and overall equipment integration

JOBS CREATED

No jobs will be created directly from this project, however the ability to support local businesses and encourage patronage downtown could help to create more business and work opportunities downtown.

REGULATORY REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:
- NYS Department of Transportation review & approval
- Town Board review and approval
- Local building permits
- No adverse effect from SHPO
- Approval of installation from other DRI project contractors.

PUBLIC SUPPORT

Throughout the public engagement process, the community has been incredibly supportive of the interactive pathway and walk of honor project.

Feedback from the public sessions included multiple “great idea” statements.

Constructive feedback has included:
- Incorporating the project in with the Fall Street Enhancements
- Retaining the historic signage look rather than a plain kiosk
- Incorporation of QR codes for mobile integration.

All of this feedback has been included in the evaluation and improvements to the original idea.
CREATE AN INTERACTIVE PATHWAY AND WALK OF HONOR

Fall St. where Walk of Honor plaques would be located (both sides of the street)

Signage to be replaced on canal with interactive kiosk and signage to Walk of Honor
CREATE AN INTERACTIVE PATHWAY AND WALK OF HONOR

CAPACITY & PARTNERS

The Seneca Falls Development Corporation (SFDC) is a component of the town. This connection with the town ensures projects like this are well connected to the history and capabilities of Seneca Falls.

SFDC has partnered with the vendor White Label in order to ensure the most detailed quotes and functionality of the equipment for the purposes of this technology integration.

The town will oversee and perform the majority of the installation of both the honor plaques and the kiosks. Specialty installation, such as the concrete preparation for plaques and the development setup of the kiosks, will be performed by the vendors already assigned.

STRATEGIES

The project aligns with the following sub components of the DRI Strategies:

- Build upon year-round tourism
- Preserve and promote heritage
- Reinforce sense of place
- Articulate the story of Seneca Falls
- Expand arts and culture events

Finger Lakes Regional Economic Development Strategic plan strategies implemented with the project include:

- Invest in the development, promotion, and preservation of cultural, artistic, and historic assets
- Strengthen and support the development of the Finger Lakes’ recreational tourism opportunities, allowing greater access and promoting year-round use.
CREATE AN INTERACTIVE PATHWAY AND WALK OF HONOR

PROJECT BENEFITS
The walk of honor will promote the great historic significance of Seneca Falls while paying respect to influential people of the Women’s and Human Rights movements.

The interactive kiosks will replace the currently outdated signs, as pictured above. These signs are beautifully made and simple, yet have incorrect locations for important resources and business locations.

The new interactive signs will have a similar shape and appearance to the current signs while also having the capability to update as frequently as necessary. These capabilities will benefit resources and businesses with new locations and advertise new businesses as soon as they open.

The information provided on the kiosks will encourage multimodal transport downtown, patronage of local businesses and amenities, and an overall greater awareness of the opportunities in Seneca Falls.

This project includes direct synergies to the Fall Street Improvement project and will provide opportunities for all projects to promote their completion and the subsequent opportunities available to the community, once complete.

PROJECT REPORTING
This project will be monitored for progress and adherence by Town of Seneca Falls and the Seneca Falls Development Corporation. Evaluation of effectiveness of the project will include use of the kiosk/app and alignment with pro forma for advertising goals.

FEASIBILITY & COST JUSTIFICATION
Cost estimates were provided by the vendors with an assumption of some installation provided by the town.

A pro forma of the advertising income has been prepared by the SFDC staff and shows income at least capable of offsetting associated maintenance and service fees.

TIMELINE & READINESS
The walk of honor and interactive kiosks timeline is heavily dependent on the completion of the Fall Street Improvements project.

With this in mind the timeline includes:
- Overall timeline: 2 years
- Design and permitting: 6 months
- Site work and prep: 6 months
- Installation: 6 months
- Technology testing and launch: 2 months.
- Advertising launch and testing: 2 months
CREATE AN INTERACTIVE PATHWAY AND WALK OF HONOR

Kiosk Locations

Fall Street Enhancements improving walkability of the Walk of Honor area. (Although in this map area, exact locations have not yet been decided.)
LAUNCH CULINARY ARTS STUDIO & APARTMENTS

PROJECT
Launch Culinary Arts Studio and Apartments

OWNER/SPONSOR
Genecco Family

LOCATION
72 and 74 Fall St.

PROJECT COST
$1,700,000

DRI FUNDING REQUEST
$400,000

PROJECT DESCRIPTION AND FUTURE USE
The Genecco family intends to re-develop 72 and 74 Fall St. to create a mixed-Use development that incorporates the history of Seneca Falls and celebrates its future through a new culinary arts studio and housing which both creates jobs and encourages downtown living.

The culinary arts studio will offer hands-on kitchen space for food education and demonstrations centered on New York State grown and produced food and drink. Local beer, wine, spirits, fruits, vegetables, meats and dairy will be showcased.

In fitting with the need for improved housing stock, the now vacant second story will be converted into five affordable 1 and 2-bedroom residential rental units. A total of 9,000 square feet would be renovated and restored across both levels of each building.
LAUNCH CULINARY ARTS STUDIO & APARTMENTS

BUDGET

Uses

TOTAL COSTS: $1,700,000
- Construction: $1,452,000
- Soft Costs: $248,000

Sources

TOTAL SOURCES: $1,700,000
- DRI Funding: $400,000
- Other funding: $1,300,000
  - Bank Financing: $1,000,000
  - Genecco’s Investment: $300,000

Funding Sources Status

The owner has received interest from multiple partner investors as well as secured written support from their lender, Bank of the Finger Lakes.

PROJECT SCOPE

Re-development of this building within the town’s historic district will activate the ground-level with a culinary studio:

- Revised entry at 72 Fall St – including lobby and overhead doors to bridge the interior / exterior experience
- Construction of 2 classrooms at the rear of 72 Fall St for culinary demonstration, food and drink pairings, and other regional food experiences.
- Expansion of demonstration kitchen space into 74 Fall Street storefront

Upgrades to the now vacant second story include:

- Dedicated stair access at front and rear of 74 Fall St
- Construction of 5, affordable 1 and 2-bedroom apartment units

JOBS CREATED

The revamped kitchen and demonstration spaces will provide a variety of rotating teaching opportunities for local chefs and vendors.

REGULATORY REQUIREMENTS

The reviews and approvals associated with listed authorities will be sought immediately upon award:

- State Historic Preservation Office
- Code enforcement Local Historic Commission review and approval
- Local building permits
- NYS Liquor Authority

PUBLIC SUPPORT

Throughout the public engagement process, the community has stressed the need for increased variety in housing stock. When included with the intention for a first-floor culinary studio, this development opportunity aligns with nearly all the DRI goals.

The owners are willing to receive input and direction from the town residents as to the nature of the mixed-use project.
LAUNCH CULINARY ARTS STUDIO & APARTMENTS

CAPACITY & PARTNERS
The Genecco’s are proven developers with an extensive portfolio of investment properties throughout Canandaigua. Prior ventures include a unique range of housing, retail, commercial, and culinary tenant spaces – they are no stranger to these types of revitalization initiatives. To date, the Geneccos have called on Tripodi Construction to assist in their design efforts. Their development team also has access to various architects that have successfully assisted on past ventures.

STRATEGIES
The project aligns with all 4 the stated DRI Vision, Goals and Strategies:

- Build upon the success of year-round tourism
- Attract new professionals with co-working space, business incubators and local culinary opportunities
- Re-purpose buildings for a mix of uses
- Attract new businesses to occupy empty spaces downtown
- Develop empty second-story space downtown to create apartments
- Create new residential living opportunities downtown including workforce housing
- Encourage mixed-use buildings that include residential
- Expand arts and cultural events and locations

Regional Economic Development Council Strategic Plan strategies followed include:

- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation
- Improve access to credit for revitalization and investment

The project also aligns with recommendations from the Seneca Falls 2018 Strategic Plan for Economic Development and other existing local plans:

- Improving tourism marketing and visitor attraction
- Help existing businesses grow and remain in Seneca Falls
- Improving housing stock

PROJECT BENEFITS
The project has the following benefits:

- Potential redevelopment of an additional storefront downtown. Owners would purchase and relocate existing tenants into new facility that is more affordable and fits their needs.
- Creating a space for community teaching, cooking, and discovery while utilizing local vendors
- Encourage a dense mix of uses and a public realm featuring interactive experiences and public participation
LAUNCH CULINARY ARTS STUDIO & APARTMENTS

PROJECT REPORTING
The Seneca Falls Development Corporation project will monitor for progress and adherence, guided by the success indicating metrics below:

- Number of residential rental units
- Number of new commercial tenants and jobs

FEASIBILITY & COST JUSTIFICATION
The cost estimate for this project was prepared by Renovators Masters of Disasters LLC on a basis of $165 per square foot. This includes all demolition, electrical, drywall, and residential fit out. All estimates were reviewed by the consultant team and found to be accurate.

The owners are flexible in their provision of local housing in response to the town’s needs.

TIMELINE & READINESS
- Overall timeline: 1 year
- Design & construction documents: 2 months
- Planning reviews, approvals, & permits: 2 months
- Construction: 8 – 12 months

The owner is poised to collaborate to meet the needs of the town and its residents by coordinating input with their development plans. Following that they will pursue regulatory approvals upon award announcement.
LAUNCH CULINARY ARTS STUDIO & APARTMENTS

Proposed Culinary Arts Teaching Kitchen
LAUNCH CULINARY ARTS STUDIO & APARTMENTS

Proposed interior layouts of 1st floor culinary kitchen and 2nd floor apartments
IMPROVE THE IT’S A WONDERFUL LIFE BRIDGE

PROJECT
Improve the It’s a Wonderful Life Bridge

OWNER/SPONSOR
Town of Seneca Falls

LOCATION
Bridge Street across Canal

PROJECT COST
$430,000

DRI FUNDING REQUEST
$430,000

PROJECT DESCRIPTION AND FUTURE USE

Located on Bridge Street, this 1915 iron truss bridge is an iconic landmark in Seneca Falls. Connecting each side of the canal (Fall Street area and Sackett District area), the bridge is also a significant draw for visitors of the area.

Designated as the “It’s a Wonderful Life Bridge” in recognition of the belief that it served as the inspiration for Frank Capra’s bridge scene with Jimmy Stewart in the Christmas classic of the same name, an honorary plaque is affixed to the bridge.

The Town of Seneca Falls, in partnership with the Seneca Falls Development Corp., are proposing to upgrade and enhance the Bridge Street bridge, a.k.a. the It’s a Wonderful Life Bridge with new artistic programmable LED lighting, painting, and walking surfaces.
IMPROVE THE IT’S A WONDERFUL LIFE BRIDGE

BUDGET

Uses

TOTAL COSTS: $430,000
Construction: $425,000
Soft Costs: $5,000

Sources

TOTAL SOURCES: $430,000
DRI Funding: $430,000

PROJECT SCOPE

Construction will include the following components:

- Washing and surface prep of the bridge
- Painting of the bridge
- Installation of LED lighting
- Sidewalk enhancements

JOBS CREATED

Although this project will not create any additional jobs, it will attract people across the water to new businesses, supported by the building improvement fund.

REGULATORY REQUIREMENTS

This project will require the following approvals.

- SHPO review and approval
- Local Historic Commission
- SEQR approval
- Canal Corp review and approval

CAPACITY & PARTNERS

The Town of Seneca Falls will work with the Seneca Falls Development Corporation to administer the project. The Development Corporation has been involved in administering several downtown improvement projects. A contractor will also be hired to complete the renovation.

PUBLIC SUPPORT

Public Open House participants all shared the same priorities for the project:

- Improving the connection between the new Women’s Hall of Fame location and Fall St.
- Increasing lighting along the canal

This project accomplishes the priorities by improving visual appeal and structural walking surface connecting the two downtown areas, and adding lighting into the bridge.
IMPROVE THE IT’S A WONDERFUL LIFE BRIDGE

View from Ludovico sculpture trail on the south side of the canal

View from the Community Center on the north side of the canal
IMPROVE THE IT’S A WONDERFUL LIFE BRIDGE

STRATEGIES

The project aligns with the following sub components of the DRI Strategies:

- Build upon year-round tourism
- Preserve and promote heritage
- Reinforce sense of place
- Articulate the story of Seneca Falls
- Expand arts and culture events
- Encourage multi-modal transportation
- Improve circulation and parking downtown
- Encourage parks and greenspace
- Encourage water-based activities and amenities

Finger Lakes Regional Economic Development Strategic Plan strategies that are implemented with this project include:

- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation
- Seek to invest in water resource-related projects that enhance water access, retain water quality, and increase water safety
- Invest in the development, promotion, and preservation of cultural, artistic, and historic assets
- Strengthen and support the development of the Finger Lakes’ diverse water resources and recreational tourism opportunities, allowing greater access and promoting year-round use

PROJECT BENEFITS

The bridge is perhaps the most notable connection the town has with the “It’s a Wonderful Life” film. The bridge is a common visit for tourists during the festival, and year round. Enhancing this bridge will enhance this connection and memory visitors have with Seneca Falls.

Additionally, the improvements to the walking surface and lighting make this area more pedestrian friendly and provides an aesthetically pleasing connection between the Sackett District area and Fall Street.

The Bridge is surrounded by other DRI initiatives on all sides and will tie all these projects together, while providing a focal point to accessible parking and amenities.
IMPROVE THE IT’S A WONDERFUL LIFE BRIDGE

PROJECT REPORTING
This project will be monitored for progress and adherence by Town of Seneca Falls and the Seneca Falls Development Corporation

FEASIBILITY & COST JUSTIFICATION
This project provides significant benefits for the investment required. The lighting and visual improvements alone are worthwhile, let alone the improvements to walkability and attracting people to off street parking near the bridge.

TIMELINE & READINESS
- Overall timeline: 1 year
- Design & construction documents: 3 months
- Permits: 1 month
- Construction: 8-10 months

Commemorative plaques and information on the bridge’s 100+ year history.
IMPROVE THE IT’S A WONDERFUL LIFE BRIDGE

The bridge in relation to downtown (top), the canal (middle) and the National Women’s Hall of Fame & People’s Park (bottom).
CREATE RESIDENTIAL UNITS AT THE FINGER LAKES HEALTH INSTITUTE

PROJECT
Create Residential Units at the Finger Lakes Health Institute

OWNER/SPONSOR
Dr. Kingsley Kabari

LOCATION
81 West Bayard Street

PROJECT COST
$982,800

DRI FUNDING REQUEST
$400,000

PROJECT DESCRIPTION AND FUTURE USE

The intent of this project is to rehabilitate a section of the former St. Patrick’s school into a mixed-use commercial and residential complex focused on clinical holistic medicine. The applicant has renovated a portion of the first floor for medical offices and holistic health services which opened this fall.

DRI funding will be focused on renovating five upper-floor classrooms into up to 10 residential units. The classrooms are ideal for residential uses as they have large windows and access to a large hallway. Similarly, there is sufficient off-street parking for the residents.

The project will be completed in three phases including major interior renovations such as asbestos abatement, building utilities updates for new purposes (HVAC, water, electrical) and residential unit renovations.
CREATE RESIDENTIAL UNITS AT THE FINGER LAKES HEALTH INSTITUTE

BUDGET

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Funding Sources Status
The applicant has provided proof of the equity available with a bank statement. A bank letter has also been provided by the applicant.

PROJECT SCOPE

Construction will include the following components:

- Installation of a lift to the second floor.
- Renovation of five classrooms into up to 10 affordable housing units including new walls, kitchen, bathrooms, mechanicals and other amenities.
- Potential replacement or repair of window units.
- Provide updated mechanicals.

JOBS CREATED

With more than 15,000 square feet being renovated for offices the project could attract up to 50 jobs.

REGULATORY REQUIREMENTS

The applicant will need approvals for the project including:

- Zoning and Planning Board approvals
- SHPO review and approval
- Local building permits

PUBLIC SUPPORT

The project was well received at public open houses because it meets many of the DRI goals regarding new living opportunities and will provide much needed housing options for area residents in a good location.

CAPACITY & PARTNERS

The applicant has developed a comprehensive team to implement the project.

Lakeside Engineering has prepared basic designs for the building upgrades. Bianco Construction is a general contractor working on the project along with Belle Services for HVAC work and Caratozzolo Electric for electrical work.

The entire project is being managed by Dr. Kinsley Kabari who is experienced in renovating properties including maximum Fitness in Waterloo and Start to Fit Gym near Utica, NY.
CREATE RESIDENTIAL UNITS AT THE FINGER LAKES HEALTH INSTITUTE

Typical interior former classroom toward Bayard Street

Typical former classroom facing hallway
CREATE RESIDENTIAL UNITS AT THE FINGER LAKES HEALTH INSTITUTE

STRATEGIES

The project aligns with the following DRI Strategies:

- Re-purpose buildings for a mix of uses
- Develop empty second-story space downtown to create apartments.
- Create new residential living opportunities downtown including workforce housing.
- Encourage mixed-use buildings that include residential.

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Reinforce the identity, sense of place, and character of the area through downtown redevelopment, adaptive reuse of existing buildings and infrastructure, and historic preservation (FLREDC)
- Enrich living environments by increasing access to affordable housing and mixed-income units, and promoting energy efficiency (FLREDC)
- Invest in the development, promotion, and preservation of cultural, artistic, and historic assets (FLREDC)
- Provide more housing options (SFDC ED Plan)

- Improve quality of housing stock, reduce blight and increase middle-income housing (Seneca County Opp. Report)
- Promote and encourage safe, decent, and affordable housing options for all Seneca County residents (Seneca County Comp. Plan)

PROJECT BENEFITS

The project has the following benefits:

- Up to 50 new jobs could be created at the Institute.
- Renovates and repurposes a vacant building in the south side of Seneca Falls.
- Enhanced ADA access for handicapped individuals and seniors.
- Attraction of up to seven new residents.

PROJECT REPORTING

This project will be monitored for progress and adherence by the Town of Seneca Falls Development Corporation. The following metrics will indicate the project’s success:

- Number of new residents.
- Total amount invested at the Institute.
CREATE RESIDENTIAL UNITS AT THE FINGER LAKES HEALTH INSTITUTE

Potential interior improvements

Potential interior improvements
CREATE RESIDENTIAL UNITS AT THE FINGER LAKES HEALTH INSTITUTE

FEASIBILITY & COST JUSTIFICATION

The cost estimate for this project were developed from proposals from Bianco Construction Belle Services and Caratuzzolo Electric. All estimates were reviewed by the consultant team and found to be accurate.

TIMELINE & READINESS

- Overall timeline: 2 - 3 years
- Design: Completed
- Planning reviews & permits: 6 months-1 year
- Construction: 2 years
ENHANCE LUDOVICO SCULPTURE TRAIL

The Ludovico Sculpture Trail is located along the southern bank of the Seneca River/Barge Canal running west from Bridge Street in the Sackett Business District. The trail is owned by the Friends of the Ludovico Sculpture Trail.

The Friends propose to develop a formal Bridge Street trailhead with a gateway arch and permeable arrival plaza. Other project features include an accessible trail surface and two new base-mounted interpretive signs. Bronze plaques will identify sculptors and works; additional seating will invite trail users to linger and enjoy the quiet and serenity of the trail and canal. To ameliorate runoff from uphill neighbors that result in soggy areas, the Friends will establish raingardens with native plants.

These projects will enhance the trail, raise its profile and develop awareness of the trail and its artworks. It also complements nearby DRI projects including the National Women’s Hall of Fame and Sackett Business District revitalization. The trial will also provide improved outdoor recreational space that will allow for social distancing and meet the increased demand for recreation.

The trail is an element of the Erie Canalway Trail and a future element of the Cayuga-Seneca Trail. As such it will be maintained for public use without fee in perpetuity. As a 501(c)3 non-profit organization, the Friends of the Ludovico Sculpture Trail relies on voluntary contributions of time and money for the continued development and maintenance of the trail.
ENHANCE LUDOVICO SCULPTURE TRAIL

BUDGET

Uses
TOTAL COSTS: $177,718
- Construction: $160,530
- Design Costs: $8,594
- Construction Admin.: $8,594

Sources
TOTAL SOURCES: $177,718
- DRI Funding: $177,718

Funding Sources Status
The owner has had discussions with its bank which has expressed verbal support for approval of a bridge loan.

PROJECT SCOPE

Construction will include:
- Decorative gateway arch at the trailhead
- 30-foot square arrival plaza with pervious pavers
- Repair and improvement of an existing informational kiosk and six-panel mural
- Placement of screening to enhance the entrance of the trail and define its southern edge
- Placement of 11 bronze identifying plaques
- Placement of two new benches matching existing benches
- Development of a raingarden with engineered soil and native plants
- Landscaping including removal of dead trees and general trail cleanup within the DRI boundary
- Development of “Finger Lakes” sculpture and “Motherhood” statue
- Storage shed
- Security lighting and camera
- Brochures, rack card
- Green dog waste station

REGULATORY REQUIREMENTS

The applicant has coordinated directly with the Town of Seneca Falls. The following steps are in-progress, or will be completed immediately upon award:
- Environmental Assessment (SEQR)
- Army Corp of Engineering / NYS DEC Joint application for permit
- State and Federal Rare Plant and Animal Survey
- SHPO review and approval

PUBLIC SUPPORT

Throughout the public engagement process, the community has been very supportive of the Ludovico Trail. Trail enhancements complement adjacent projects such as the National Women’s Hall of Fame, Sackett Business District revitalization and improvements to the It’s A Wonderful Life bridge. It also aligns with a majority of DRI goals.
ENHANCE LUDOVICO SCULPTURE TRAIL

CAPACITY & PARTNERS

The Friends of the Ludovico Sculpture Trail is a small, non-profit volunteer organization that has worked for 22 years to establish and sustain the trail. The trail enjoys widespread local public approval and support and is fortunate to have a board consisting of members who additionally head several local non-profits. These board members possess the necessary experience and capabilities to administer the DRI grant if awarded.

DRI-funded enhancements will raise the profile of the trail and help attract additional donors and volunteers.

STRATEGIES

The project aligns with the following DRI Strategies:

- Expand arts and cultural events and locations
- Develop, extend and connect multi-modal trails
- Invest in parks and greenspaces
- Build upon the success of year-round tourism
- Preserve and promote the heritage of the downtown
- Articulate Seneca Falls’ story
- Invest in infrastructure, amenities and streetscapes

The project also aligns with recommendations from the FLREDC Strategic Plan and other local plans:

- Reinforce the identity, sense of place, and character of the area
- through downtown redevelopment, adaptive reuse of existing buildings and infrastructure, and historic preservation (FLREDC)
- Invest in the development, promotion, and preservation of cultural, artistic, and historic assets (FLREDC)
- Strengthen and support the development of the Finger Lakes’ diverse water resources and recreational tourism opportunities, allowing greater access and promoting year-round use (FLREDC)
- Foster Support for the Ludovico Trail (SFEDP)
- Join the Cayuga-Seneca Trail (SFEDP)
- Establish bike/hike trails and establish a map showing existing and potential trails. (SF Comp Plan)
- Finish the Sculpture Trail (SF Comp Plan)
- Improve visual access of canal from all locations. (SF Comp Plan)
ENHANCE LUDOVICO SCULPTURE TRAIL

PROJECT BENEFITS
The project has the following benefits:

- Encourages continued and develops new support for an important local natural, artistic and cultural resource
- Complements proposed DRI Seneca Knitting Mill, Sackett District and Bridge projects
- Complements National Women’s Hall of Fame
- Supports local tourism
- Supports healthy lifestyles

PROJECT REPORTING
This project will be monitored for progress and adherence by the Town of Seneca Falls and the Seneca Falls Development Corporation, a local partner. The following metrics will indicate the project’s success:

- Continued progress on trail development, additional sculptures, etc.
- Continued progress on Cayuga-Seneca Trail linkage

FEASIBILITY & COST JUSTIFICATION
The cost estimate for this project was developed by Joy Kuebler Landscape Architecture.

- It is anticipated that the DRI will fully fund this project, which is not otherwise feasible.

TIMELINE & READINESS
- Overall timeline: 18 months
- Design & construction documents: 6 months
- Reviews, approvals, & permits: 6 – 8 months
- Construction: 4-6 months

The owner is poised to commence immediately upon award announcement.

Plan view of proposed entrance plaza improvements
ENHANCE LUDOVICO SCULPTURE TRAIL

Photos of the existing trail
ENHANCE LUDOVICO SCULPTURE TRAIL

Existing entrance on Bridge Street

Proposed new entry plaza on Bridge Street

Plan view of trail site amenities and details

Additional site amenities include:
- Directional/funding signs
- 8 x 8 storage shed
- Dog waste station
- Lighting and security camera at entrance

V-110 | PROJECTS PROPOSED FOR DRI FUNDING
RENOVATE THE DANIELS BLOCK

PROJECT
Renovate the Daniels Block

OWNER/SPONSOR
Commasau Phillips

LOCATION
102 Fall Street

PROJECT COST
$638,200

DRI FUNDING REQUEST
$253,200

PROJECT DESCRIPTION AND FUTURE USE

The proposed project will create new residential units downtown and enhance the existing businesses by constructing an ADA compliant vestibule.

Phase 1 of the renovation of the historic, mixed use Daniels Block building will result in five new accessible residential units being constructed on a currently underutilized third floor. These units, as well as the ground and 2nd floor, will be serviced by a newly installed elevator which is included in the project’s scope. Additionally, the front entrance at Fall Street Brewing will be modified to improve accessibility with new doors, a ramp, and safety railing being installed.

The building manager has stated that the owner may later convert the second floor, which is currently occupied as a law office, into an additional four residential units.
RENOVATE THE DANIELS BLOCK

BUDGET

Uses
TOTAL COSTS: $638,200
Construction: $635,500
Design Costs: $22,500

Sources
TOTAL SOURCES: $638,200
DRI Funding: $253,200
Other Funding: $385,000
  Traditional Lending: $385,000

Funding Sources Status
The applicant has provided adequate documentation that the equity and bank financing are available.

PROJECT SCOPE

Construction will include (also refer to floor plans included in the Profile):

- Enclosure of existing vestibule and construction of two new entrances, one facing Fall St. and the other on State St.
- Installation of elevator
- Addition of ADA compliant ramp, safety handrail, and vestibule renovation
- Conversion of the third floor into 5 accessible residential units (Phase 1); followed by conversion of the currently occupied second floor into 3 accessible residential units (Phase 2)

JOBS CREATED

One job will be added to assist with managing the property’s residential components.

REGULATORY REQUIREMENTS

The applicant may need to take the following steps to obtain approval to proceed:

- SHPO review and approval as building is listed on the National Register
- Local Historic Commission review and approval
- Site plan review and approval
- Local building permits
- Zoning variance, including but not limited to: total number of allowed dwelling units
- County 239M review and approval

PUBLIC SUPPORT

Throughout the public engagement process, the community has shown support for the renovation and increased accessibility investments for businesses situated along Fall St., as well as the conversion of second and third floors into residential units. Some participants at the public meetings were however concerned about impacts on parking with the reactivation of the second and third floors.
RENOVATE THE DANIELS BLOCK

Existing interior of 3rd floor
CAPACITY & PARTNERS

A purchase offer by Mr. Commassau Phillips was secured in mid-February. Mr. Phillips currently owns 22 commercial and residential units in Seneca Falls, including the adjacent buildings at 22-30 State St., and another 29 residential units in Geneva. The properties are all managed by David A. Vasile, Inc. which has over 35 years of property management experience.

Renderings for the conversion of the second and third floor into a mix of studio and one bedroom residential units were created by Michael J. Palmieri Architect.

Lakeside Engineering produced estimates for the renovation and reconfiguration of the vestibule / entranceway into the current Fall St. Brewing location. The firm is headed by Robert G. Harner who brings 20 years of experience in corporate management, business development, client relations, project management, and engineering design to this project.

STRATEGIES

The project aligns with the following DRI Strategies:

- Preserve and promote the heritage of the downtown including women’s rights, the canal, the lake, & It’s a Wonderful Life movie
- Reinforce sense of place by preserving and renovating historically-significant buildings
- Provide incentives to revitalize downtown buildings
- Re-purpose buildings for a mix of uses
- Attract new businesses to occupy empty spaces downtown
- Develop empty second-story space downtown to create apartments
- Create new residential living opportunities downtown including workforce housing
- Encourage mixed-use buildings that include residential

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Reinforce the identity, sense of place, and character of the area through downtown redevelopment, adaptive reuse of existing buildings and infrastructure, and historic preservation (FLREDC)
- Enrich living environments by increasing access to affordable housing and mixed-income units, and promoting energy efficiency (FLREDC)
RENOVATE THE DANIELS BLOCK

- Develop, network, and promote the region’s growing wine, culinary, agricultural, and food micro entreprises (FLREDC)
- Improve Visitor Marketing and Tourism attraction (Town of Seneca Falls Strategic Plan for Economic Development) by creating a more accessible environment that fosters a growing tourism market

PROJECT BENEFITS

The project has the following benefits:

- Permanent jobs (1)
- Increase aesthetic of downtown
- Boost year round tourism by making the building more accessible to people with disabilities
- Historic restoration of a prominent structure in downtown
- Provision of five – eight new accessible apartments on the second and third floors
- Creation of a more visible and accessible entrance to Fall Street Brewing, a new year-round tourist drawing attraction and “third place”
- Close access to parking at the rear of the building.

PROJECT REPORTING

This project will be monitored for progress and adherence by the Seneca Falls Development Corporation The following metrics will indicate the project’s success:

- Number of new residential and/or commercial units
- Increased sales at Fall Street Brewing / Finger Lakes Kombucha
- Number of new tenants and jobs

FEASIBILITY & COST JUSTIFICATION

The cost estimate for the residential component of the project was developed by Michael J. Palmieri Architect and Lakeside Engineering produced the estimate for the construction of the new commercial entranceways. Both estimates were reviewed by LaBella Associates and found to be accurate. A pro-forma has been completed and the cash flow is positive for the developer. Letters of support have been received for bank financing.
RENovate the Daniels Block

Timeline & Readiness

- Overall timeline: 1.5 years
- Design: 3 months
- Planning reviews & permits: 3 months
- Construction: 1 year

The project is ready to be initiated upon DRI approval. Design documents for the apartments are complete as are the rendering for the reconfigured entranceway leading into Fall St. Brewing. With DRI approval and permitting the project could anticipate starting construction in early 2021. As the conversion to residential units is a phased approach, the overall project timeline is extended over several years.
ESTABLISH A BUILDING IMPROVEMENT FUND

PROJECT
Establish a Building Improvement Fund

OWNER/SPONSOR
Seneca Falls Development Corporation

PROJECT COST
$1,000,000

DRI FUNDING
$600,000

PROJECT DESCRIPTION AND FUTURE USE

A Building Improvement Fund will be established to provide grant funding for downtown building owners to support interior and exterior building improvements. Maximum funding limits, and required matches, will be established by the Seneca Falls Development Corporation.

The fund would be available to any building owner within the DRI Boundary. It is anticipated that owners who applied for DRI funds but were not selected for the final slate of Priority Projects will receive additional points on their Building Improvement Program application to improve their chances of being selected.

The fund will provide numerous benefits including preservation of historic buildings, attraction of both residents and businesses, and improved vitality in the downtown core. Funding will also help property owners and businesses recovering from the Covid pandemic with funding to upgrade their buildings and businesses including opportunities to make improvements to address social-distancing requirements.
ESTABLISH A BUILDING IMPROVEMENT FUND

BUDGET

Uses
TOTAL COSTS: $1,000,000
Construction: $850,000
Design & Soft Costs: $90,000
Grant Admin: $60,000

Sources
TOTAL SOURCES: $1,000,000
DRI Funding: $600,000
Other Funding: $400,000
Owner equity: $400,000

Funding Sources Status
DRI funding is pending upon inclusion on the slate of awarded DRI projects from the State of New York.

Building owner matches will be identified at time of application submittal for the fund.

CAPACITY & PARTNERS

The fund will be administered by the Seneca Falls Development Corporation. The Seneca Falls Development Corporation will be the project sponsor and administer the program by providing locally-based, one-on-one support to prospective fund applicants in development and submission of applications.

The Seneca Falls Development Corporation was established in 2007 as the Economic and Community Development arm of the Seneca Falls Town Council. The Development Corporation has extensive experience in administering loan funds and working with small businesses.

Demand for the program is high. Based on projects submitted through the DRI Request for Information, there are 18 projects that require more than $1.2 million to support almost $2 million in total project costs.

PUBLIC SUPPORT

Those that attended the Public Open Houses were very supportive of the Building Improvement Fund because it will assist small businesses and will improve the aesthetics and vitality of downtown.
ESTABLISH A BUILDING IMPROVEMENT FUND

STRATEGIES

The project aligns with the following DRI Strategies:

- Preserve and renovate historic downtown buildings for a mix of uses based on design guidelines
- Stimulate entrepreneurism and focus economic development opportunities in the downtown core
- Promote affordable downtown residential uses including upper-floor units

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Grow the number of entrepreneurs (FLREDC)
- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation (FLREDC)
- Increase access to affordable housing and mixed income units (FLREDC)
- Continue to implement building and façade renovations (Seneca County Opportunity Report)
- Fill vacant storefronts (Seneca County Opportunity Report)

PROJECT BENEFITS

The project has the following benefits:

- An estimated investment of $1,000,000 in the downtown, $400,000 of which will be privately funded
- Improved aesthetics in the downtown
- Attraction and retention of small businesses and entrepreneurs
- Rehabilitation and creation of upper floor residential units
- Increased number of residents, businesses, and employees
- Preservation of historic buildings
- Improved quality of life
ESTABLISH A BUILDING IMPROVEMENT FUND

Many of the smaller building renovation projects downtown can benefit from the Building Improvement Fund.
ESTABLISH A BUILDING IMPROVEMENT FUND

PROJECT REPORTING
This project will be monitored for progress and adherence by the Seneca Falls Dev. Corp and the NYS Housing Trust Fund Corp (HTFC). The following metrics will be tracked to measure the project’s success:

- Number of properties involved
- Number of renovated and new commercial units
- Number of new businesses and jobs
- Number of renovated and new residential units
- Number of new residents
- Amount of funds leveraged by the project

The Seneca Falls Dev. Corp. will establish a DRI Building Improvement Fund committee to review and select projects. Periodically the Seneca Falls Dev. Corp will report to the committee on the progress of the program. A project status spreadsheet will be prepared listing all of the projects approved for funding including applicant, address, total project costs, grant funding, scope, and project status. The project status spreadsheet will also be shared with the HTFC.

If certain projects are not progressing beyond the application stage, the Seneca Falls Dev. Corp may recommend those projects are terminated and replaced with other projects on a waiting list that will be established.

FEASIBILITY & COST JUSTIFICATION
The Building Improvement Fund is intended to assist property owners primarily with interior and exterior renovations. The Town received project requests for smaller building improvement projects totaling $1.1 million to support approximately $1.7 million in projects which demonstrates significant demand already for the funding.

The Building Improvement Fund would help to address this significant demand for building improvement funding.

TIMELINE & READINESS
- Overall timeline: 2 years
- Design & construction documents: Each building owner will initiate projects at different times. Preparation of design and construction documents will vary
- Reviews, approvals, & permits: 2 to 4 months for each property owner
- Construction: 6 months to 1 year

The Seneca Falls Dev. Corp. has administered similar funds. They are ready to go upon approval as they have the capacity, documentation and experience to administer the program.
SUPPORTED PROJECTS NOT RECOMMENDED FOR DRI FUNDING

The Local Planning Committee (LPC) received 41 proposals totaling more than $28 million in DRI requests initially in January. Many were smaller projects and placed on a list for the Building Improvement Fund by the LPC. Other larger projects however, after a consensus evaluation by the LPC based on criteria, were removed from the potential slate of projects. Nonetheless, those projects are supported by the LPC for funding outside the DRI. A description of those projects is provided in this section.

DEVELOP NEW LAKEFRONT LIVING OPPORTUNITES AT LAKEVIEW APARTMENTS

Two Fall Street LLC envisions redeveloping this anchor property, situated at the Fall Street promenade along Van Cleef Lake, into a high-end residential complex and boutique hotel. The development would include 80 high-end rental units and hotel units, the majority featuring lake views, as well as meeting and event spaces. Both 2 and 10 Fall Street would be needed for the development.

The applicants interested in developing the property have decided to keep the building and add two wings to accommodate the units. Greenspace and trails would replace the parking area in front of the building facing Van Cleef Lake while parking would be in the rear of the building.

The development would include a number of amenities: lake access rights and an on-site gym. Additionally, a walking trail will be further developed on the property and kayak rentals for the general public are under consideration.
EXPAND THE SENECA FALLS HISTORICAL SOCIETY

Project Sponsor: Seneca Falls Historic Society
Total Project Cost: $1,102,168

The Seneca Falls Historical Society has strived to protect and preserve the history of Seneca Falls and Seneca County since 1896. The Society however lacks a climate controlled facility, which places the museum’s expansive collection in jeopardy due to irreparable deterioration of the artifacts. Additionally, the museum has greatly outgrown the confines of the former Becker mansion and are unable to display the majority of their collection, including many items of national and international importance.

Initial design for a permanent structure, dubbed the “Carriage House”, was undertaken in 2013/2014. This annex would be constructed on the museum grounds and stylized after the mansion as well as a carriage house which previously sat on the property. The modified plan entails constructing a new 5,100 sq. ft. structure and would include 3,100 sq. ft. of finished space for exhibits and office space, and 2,000 sq. ft. of climate controlled storage for the archives and artifacts. With the offices relocated, over 8 separate rooms within the mansion could be restored to their original state and be utilized to showcase more of the museum’s collection.
EXPAND AVICOLLI’S RESTAURANT

Project Sponsor: Nereyda Blandon
Total Project Cost: $300,000

Over the past eight years the owners of Avicollis’s Restaurant have worked hard to sustain a local business creating local jobs and serving the community high quality pizza and Italian cuisine.

In an effort to compete in a market dominated by chains and large pizzerias, the owners have decided to make major improvements to their restaurant including, interior updates, updated equipment, an 800 to 1100 square foot enclosed patio, improved LED signage, and repaving of their parking lot.

The new atrium covered patio will also extend the season and accommodate more customers at the site. The expansion is critical for a restaurant in a tourist area.

CREATE LOCK 25: A NEW SPACE FOR EVENTS, LODGING AND FOOD

Project Sponsor: Parker’s Grille
Total Project Cost: $1,950,000

The parent company for the regional chain running long-successful Parkers’ Grille locations throughout the Finger Lakes will be branching out to the ever-expanding events & bakery market in the region. Downtown Seneca Falls is the preferred location as it would be mutually beneficial for both the business and the town.

The proposed space, which is currently vacant, would go through a full renovation to house (3) separate businesses, as well as short term lodging, a bakery, support kitchen, (2) events spaces, and (2) short-term lodging units.

Commercial space will include event areas capable of accommodating up to 250 guests; the bakery will provide wholesale goods to the Parkers’ locations as well as local businesses and sit-down retail consumption; support kitchens for all
three of these spaces will serve those needs of the 95 Fall Street businesses as well as other Parkers’ holdings.

ADA-accessible, Canal-Level Lodging space will be designed to accommodate the more stringent NYS code requirements of short term (airbnb / vrbo) lodging, yet could be converted to apartments over time as the market evolves. The project is focused on bringing long-vacant space back online, creating jobs, and providing a lodging option not currently available along the canal, all while retaining the historic charms of the existing building.

**RENOVATE 156 FALL STREET**

![Image of 156 Fall Street]

**Project Sponsor:** Finger Lakes Regional Land Bank Corporation  
**Total Project Cost:** $357,708

This unique not-for-profit collaboration between the Finger Lakes Regional Land Bank Corp. and Ithaca Neighborhood Housing Services will renovate a vacant and abandoned property into two unit residential units. These unique apartments would include a two level 985 sq. ft. apartment and a one level 460 sq. ft. apartment. The renovation will pay close attention to local historic preservation standards by removing or replacing more recent alterations with in-kind materials when possible. Purple was selected to match the brand of Seneca Falls, and to stand out as a standard for the quality of Seneca Falls downtown houses.

The project is in close walking distance to other potential DRI projects and assets including the new National Women’s Hall of Fame, the Women’s Rights National Historical Park, and the Seneca Falls Recreation Center. The completed apartments will also be a short walk from both the downtown commercial district on Fall Street as well as the Sacketts Business District.

The Land Bank believes the renovation will act as a catalyst for other properties in the immediate vicinity.