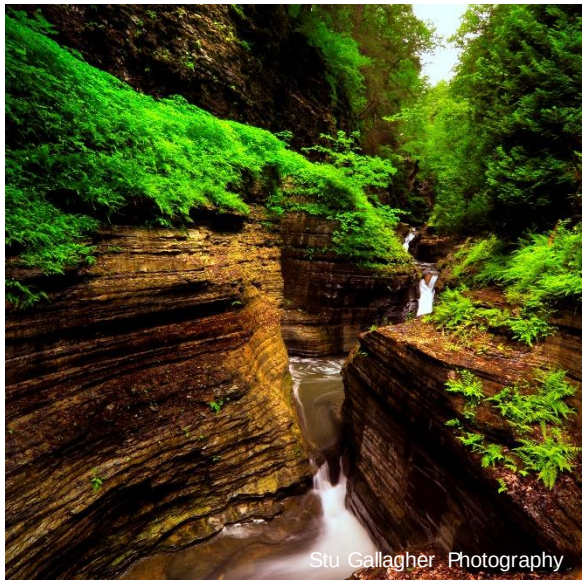


Village of Watkins Glen

Downtown Revitalization Initiative

Public Workshop #1

October 18, 2017

Agenda

1. Welcome
2. Overview of DRI Program
3. Open House Stations
4. Report Back and Next Steps

Local Planning Committee

Judy McKinney Cherry, CEcD	**SCOPED**
Hon. Laurie DeNardo	**Village of Watkins Glen**
Jon Beckman	Watkins Glen International
Hon. Dennis Fagan	Schuyler County Legislature
Jeannette Frank	The Arc of Schuyler
Brittany Gibson	Watkins Glen Area Chamber of Commerce
Eric Hollenbeck	Hollenbeck Film + Experience Company
Peter Honsberger	The Great Escape Ice Cream Shop
Keith Klug	Cargill Salt
Tim O'Hearn	Schuyler County
Amanda Smith-Socaris	Seneca Physical Therapy
Ben Stamp	FLX Gateway CDC
Kristin VanHorn	Schuyler County Planning
Ken Wilson	Resident
Hon. Gary Schmidt	Village of Watkins Glen

Co-chairs in bold

New York State and Consultants

New York State

Kisha Santiago-Martinez, NYS DOS

Sarah Crowell, NYS DOS

Julie Sweet, NYS DOS

Andrew Griffin, NYS HCR

Donna Howell, NYS ESD

Joe Roman, NYS ESD

BFJ Planning

Sarah Yackel, Principal, AICP

Simon Kates, Associate, AICP, LEED AP

Ariana Branchini, Planner

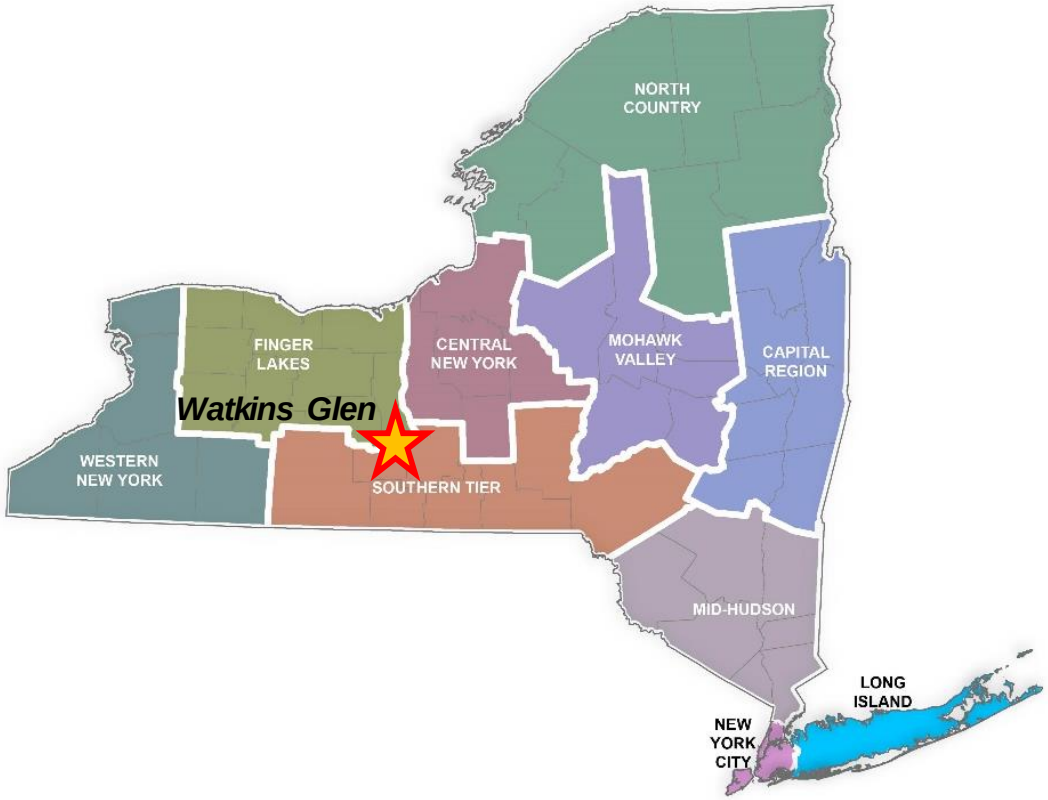
RES Group

Randy Nigrelli

What is the Downtown Revitalization Initiative (DRI)?

$100 Million State Investment in 10 downtown neighborhoods nominated by REDCs

Strategic Investment Plans will identify projects funded through the DRI, and ones funded by other public & private resources



Strategies to build on your successful DRI Application

- Robust ***public participation*** to identify priority projects.
- Emphasize ***capital projects*** such as public infrastructure or private development.
- Identify ***strategic matching grant/revolving loan funds*** to support capital projects.
- Favor projects that ***leverage additional public and private funds***.
- Develop metrics to demonstrate ability to kick-start ***downtown economic development***.

Goals of the DRI Program

- Create an active downtown with a strong sense of place.
- Attract new businesses, high-paying jobs, and skilled workers.
- Enhance arts and cultural attractions.
- Support a diverse population with housing and employment opportunities.
- Grow the local property tax base.
- Provide amenities to enhance downtown living and quality of life.

Key Ingredients of a DRI Plan

- A clear ***vision*** for the downtown.
- ***Goals and strategies*** to accomplish the vision.
- An ***action plan*** with a timeline for projects, initiatives, and actions.
- A ***strategic investment plan*** with catalytic projects to implement the plan.

Watkins Glen DRI Boundary

Downtown Vision, Goals, and Strategies

Downtown Vision

Guiding framework for the DRI Plan.

Goals

Identify conceptual ideas that DRI Plan should address.

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

Strategies

Specific outcomes that the DRI Plan should achieve.

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

Watkins Glen Downtown Vision

The vision of the Watkins Glen Downtown Revitalization Initiative is to leverage the accessible Seneca Lake waterfront, famous wine trails, vibrant arts scene, internationally recognized racetrack with a storied auto-racing heritage, and world class State Park for progressive community development that retains and enhances our unique character to sustain a year-round innovative and prosperous economy that is supported by our community.

Vision statement was created for the DRI Application based on public input and prior planning work in the Village.

Watkins Glen Downtown Goals

Goal 1: Downtown Living

Build on the strong sense of place in Watkins Glen by increasing walkability, providing a range of housing types, and promoting downtown as a mixed-use district.

Goal 2: Culture & Entertainment

Create an active downtown environment for residents and visitors by supporting arts and cultural organizations, nightlife, youth-oriented activities, and regular events.

Goal 3: Economic Development

Attract high-paying jobs, skilled workers, and young professionals by promoting year-round local-based businesses and investment in infrastructure.

Goal 4: Quality of Life

Promote Watkins Glen's identity as a vibrant community for residents, businesses, and visitors.

Watkins Glen Downtown Strategies

Create employment in the downtown area by promoting coworking spaces or shared office space.

Establish a facade improvement program to visually improve building exteriors.

Support renovation of upper floor apartments, development of townhouses and condos, and new single-family housing.

Develop additional downtown programming to increase community activities downtown.

Create pop-up shops and allow temporary uses to activate vacant retail space downtown.

Invest in streetscape improvements.

Invest in winter recreational amenities to promote year-round living and tourism.

Create a sustainable downtown by promoting energy efficiency, green infrastructure, and other green building practices.

Watkins Glen DRI Plan Sections

Part One: Downtown Vision Plan

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

Part Two: Project Profiles

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

Project Types

Eligible for DRI Funding:

- Public Improvements
- New Development and Rehabilitation of Existing Structures
- Revolving Loan and Grant Funds
- Branding and Marketing

Not Eligible for DRI Funding:

- Planning activities
- Staff costs
- Training expenses
- Program expenses

Note: DRI funding can only be used to purchase private property at ***appraised fair market value***.

Criteria for Selecting Priority Projects

Projects recommended for funding can include:

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

The DRI Plan may include two types of projects:

- Priority Projects that are candidates for DRI funding.
- Other important projects that should seek funding from other sources.

Criteria for Selecting Priority Projects

- ***Estimated project cost.***
- ***Anticipated community benefits.***
- ***Potential to catalyze downtown transformation.***
- ***Estimate of job creation.***
- ***Project Feasibility.***
- ***Demonstration of public support.***

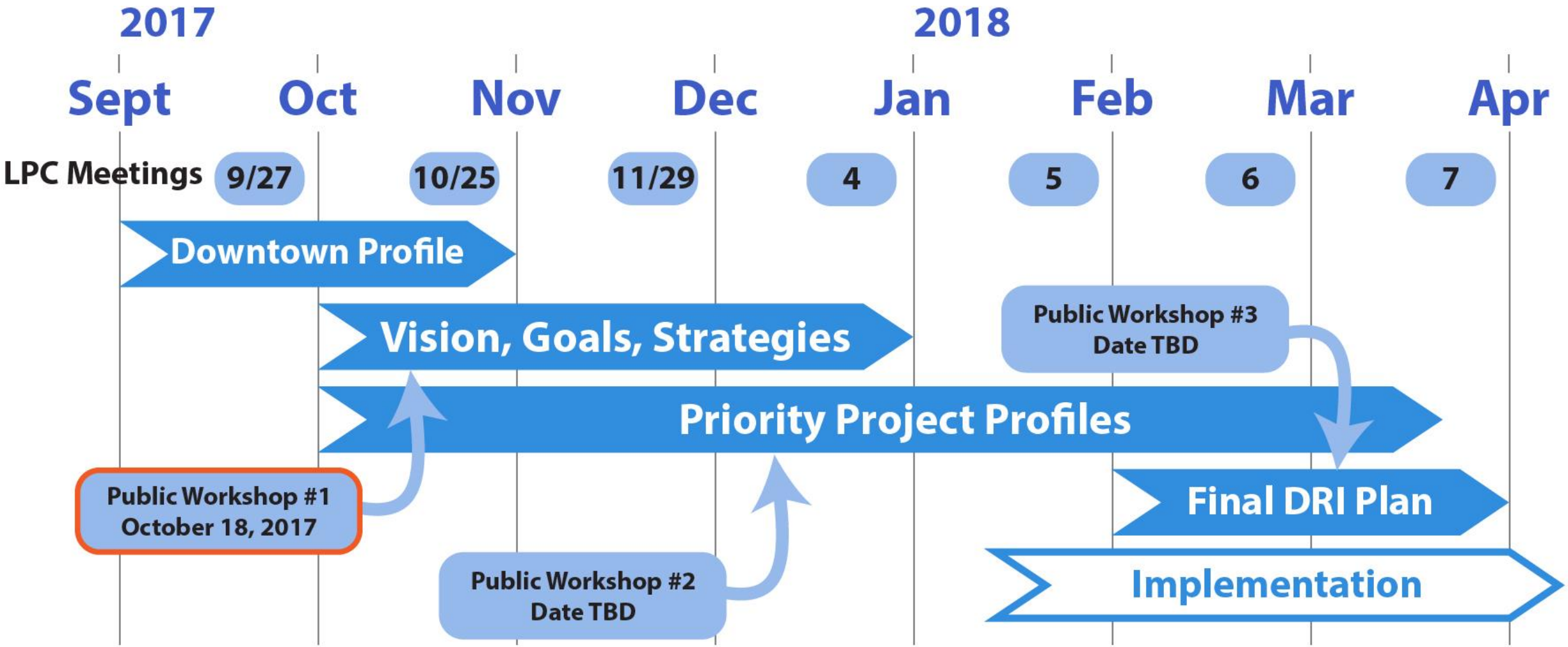
Open Call for Potential DRI Projects

The Watkins Glen DRI Local Planning Committee is seeking proposals for potential DRI projects on private property.

- Objective is to hear from the community about potential projects on private sites.
- LPC wants to ensure that any DRI funding for a project on private property is fully vetted out in the open.
- Deadline to submit will be in late November so the LPC can review submissions before presenting at the next public workshop.
- Types of projects could include: new construction and renovation of existing buildings

Stay tuned for a detailed announcement and specific criteria in the next week.

Project Timeline



Tonight's Objectives

Open House Format

One station to review the Watkins Glen DRI Vision and Goals

Four stations organized by the Watkins Glen DRI Plan Goals

- Downtown Living
- Culture/Entertainment
- Economic Development
- Quality of Life

Report Back

Tonight's Objectives

1. **Review the Vision for the Watkins Glen DRI Plan.**

2. **Provide input on preliminary project ideas.**
   - Which project ideas do you think will have the greatest impact?
   - What are we missing?
   - What additional details do we need to shape priority projects?

3. **Write your ideas on maps and flip charts to help guide creation of the Watkins Glen DRI Plan.**

For more information

Sign in to get on our email list.

Attend future public workshops.

- Next workshop will be held in early-December

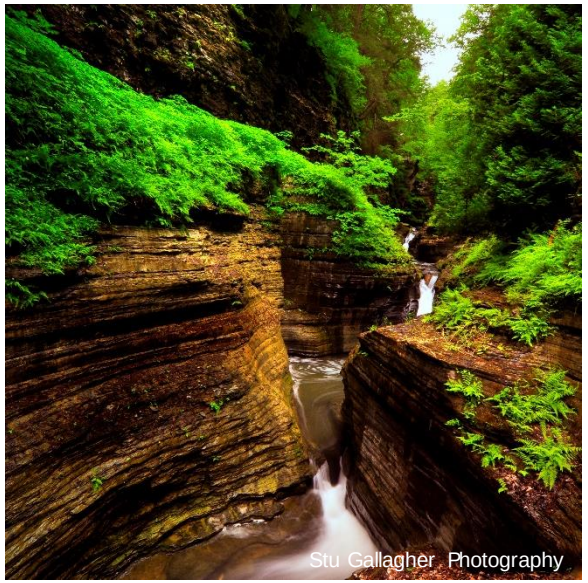
Visit us online.

- www.ny.gov/DRI

Follow us on social media for future meeting notices.

- @WatkinsGlenDRI on Facebook, Instagram, and Twitter

Stay tuned for public survey about potential projects.



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