



Downtown Revitalization Initiative

APPLICATION

Applications for the Downtown Revitalization Initiative will be received by the Regional Councils. Applicant responses for each section should be as complete and succinct as possible. Applications should be submitted as Word documents and must be received by the appropriate Regional Council by 4:00 PM on June 1, 2018 at the email address provided at the end of this application. Application guidance is provided in the *Downtown Revitalization Initiative Guidebook* found on the DRI website at www.ny.gov/dri.

BASIC INFORMATION

Regional Economic Development Council (REDC) Region: Western New York

Municipality Name: Village of Alfred

Downtown Name: Downtown Alfred

County Name: Allegany

Vision for Downtown. Provide a brief statement of the municipality's vision for downtown revitalization.

The Village of Alfred, NY, once home to a thriving terra cotta manufacturing industry, today represents a significant opportunity to create a vibrant year-round community, driven by its history, its strong educational institutions, and its scenic location in New York's Southern Tier. We recognize that Allegany County has historically faced economic hardship – often placing it as the poorest county in the State of New York – but our team of regional stakeholders strongly believes that the revitalization of Alfred's downtown sector will result in significant growth within Alfred itself as well as support spin-off growth throughout the region.

Our projects focus on leveraging existing economic development resources – such as SUNY Alfred State College, the State University of New York College of Ceramics at Alfred University, IncubatorWorks' Ceramic Corridor Business Incubator, the local business community, and our artistic and architectural heritage to enable that revitalization. Further, by utilizing proven strategies to make our downtown a vibrant, walkable, resident-friendly community, Alfred will be transformed into a place that best personifies the intent of the Downtown Revitalization Initiative.

JUSTIFICATION

Provide an overview of the downtown area nominated for the DRI program, highlighting the area's defining characteristics and the reasons for its selection. Explain why the downtown is ready for Downtown Revitalization Initiative (DRI) investment, and how that investment would serve as a catalyst to bring about revitalization.

For the purposes of this application, the DRI region under consideration includes the entirety of the Village of Alfred and the hamlets of Tinkertown and Alfred Station, running from the intersection of State Routes 21 and 244, along Main Street, and ending at the intersection of South Main Street and Randolph Road (see Figure 1 under "Catchment Area" below). This district includes both Alfred State College and Alfred University (including the New York State College of Ceramics), as well as the highest density of residential, retail, commercial, and industrial space in the region. Furthermore, it represents one of the most highly trafficked corridors in Allegany County and the County's most significant opportunity to support sustainable growth.

DOWNTOWN IDENTIFICATION

This section should be filled out with reference to the list of desired attributes for participation in the DRI as set forth in the *Downtown Revitalization Initiative Guidebook*.

1) Boundaries of the proposed DRI area. Detail the boundaries of the targeted neighborhood, keeping in mind that there is no minimum or maximum size, but that the neighborhood should be concentrated and well-defined. Neighborhoods beyond a traditional downtown or central business district are eligible, if they can meet other criteria making them ripe for investment. Attach a map that clearly delineates the area to be included in the downtown revitalization area.

The proposed Project Target Area encompasses the entirety of the Village of Alfred and the adjacent hamlets of Tinkertown and Alfred Station (see Figure 1 below). This provides for the inclusion of the core commercial areas, both Alfred State College and Alfred University, as well as some key development sites, including the 81-acre Sugar Hill Development Park and IncubatorWorks' business incubator.

The targeted area, running from NYS Route 21, and extending west along NYS Route 244/Main Street through the Village of Alfred covers a distance of approximately 3.5 miles. This area is primed for street-level business development that can leverage the area's generally strong capacity for walkability (with some improvements envisioned, including extension of sidewalks in certain areas along the route), and supported by the large student population at Alfred's two institutions of higher education.

According to the 2010 Census figures, the permanent population represented by the target area is approximately 4,200 full time residents in the Village, with the Town of Alfred representing another 1,200 full time residents. When both institutions are in session, that population increases to 7,500 residents. Furthermore, nearby attractions, collegiate visitations, and summer programs – including the MostArts Festival and the Tall Pines ATV park – bring upwards of 15,000 annual visitors to the area, representing a significant opportunity to support additional business and tourism opportunities.

Alfred's proposed Project Target Area also serves the larger catchment area, as described in section 2 below.

2) Description of catchment area. Outline why the proposed DRI area, or its catchment area, is of a size sufficient to support a vibrant, year-round downtown, with consideration of whether there is a sizeable existing or increasing population within easy reach for whom this would be the primary downtown destination.

The project catchment area includes the main business districts of the Village and Town of Alfred including the hamlets of Alfred Station and Tinkertown. Additionally, the catchment area includes both Alfred University and Alfred State College, which draw a residential student population of approximately five thousand along with a thousand employees to the valley during academic sessions. Within in the neighborhood boundary of the target project area, there are more than two thousand year-round residents.

Beyond the residents and employees associated with higher education, Alfred also attracts visitors to numerous programming activities throughout the year, especially during the summer. These activities include summer session classes at both institutions, summer camps for elementary and high school students, and ceramic art workshops for adults. Much of the summertime programming centers around Alfred’s history of art. The New York State Summer School of the Arts offers its School of Media Arts to junior and senior high students at Alfred State College. Alfred University hosts the MostArts festival, which includes a coveted Young Pianist Competition, chamber and orchestral concerts, and demonstrations of the various types of media taught at the New York State College of Ceramics. The festival connects with Alfred University’s Summer Ceramic Art Workshops, which feature renowned ceramic artists and draw participants from the world over. Finally, Alfred State College has been approved by the NYS Department of Criminal Justice Services to host a Police Academy and related trainings during the summer recess.

Within the larger catchment area, there are several other communities located within a 15-mile radius of the core Alfred target area. These include the following:

Almond & West Almond Population:	1,967
Andover Population:	1,830
Angelica Population:	1,403
Arkport Population:	815
Belmont Population:	931
Canisteo Population:	2,336
Hartsville Population:	585
Hornell Population:	8,264
Wellsville Population:	7,397
Total Population in Catchment Area:	25,529

Additionally, during academic sessions, the Town of Alfred has a population in excess of 5,000 residents, increasing the total captive population to 30,529. Other smaller communities are also included in the catchment area and would be served by development in the targeted investment area, but are not included in the above calculation.

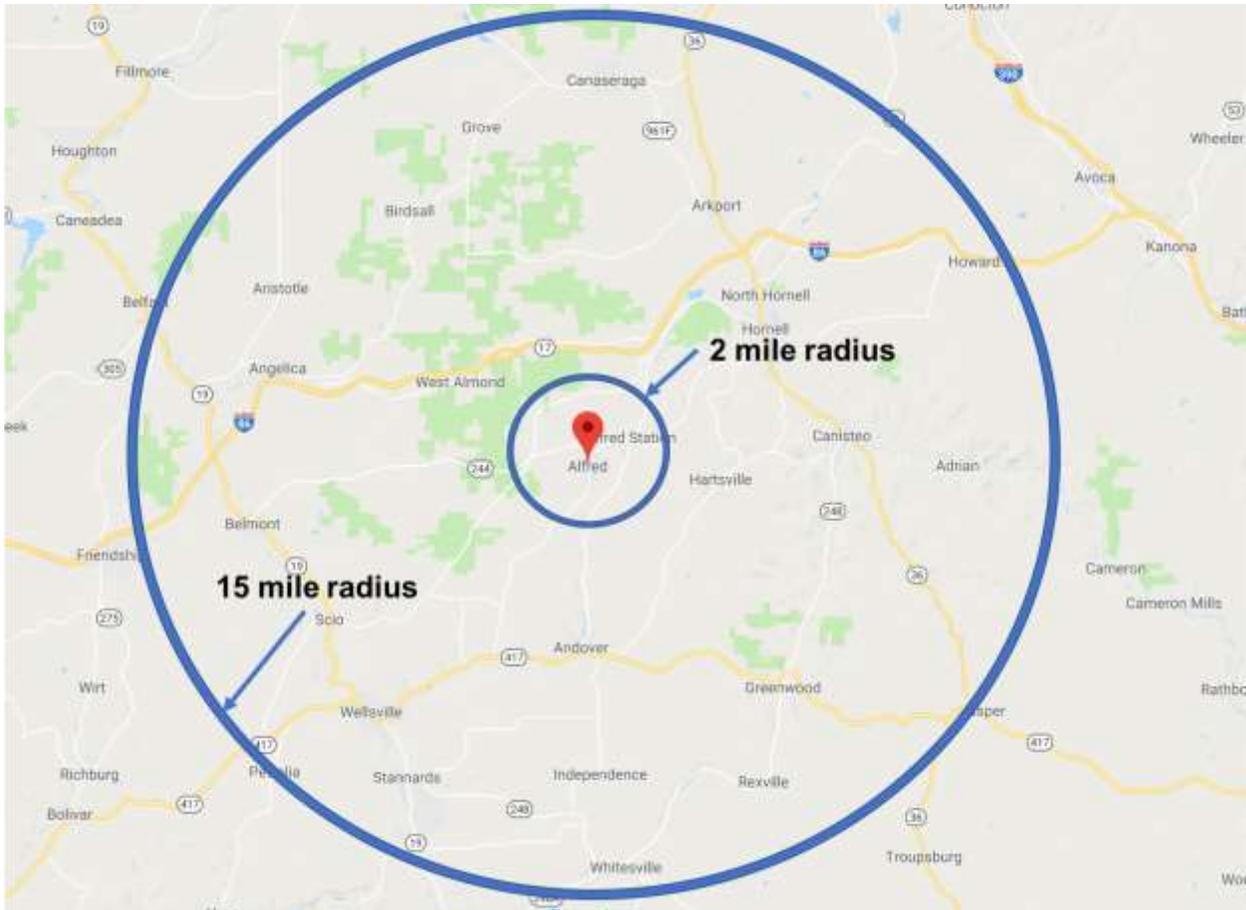


Figure 2 – Map showing key communities included in a 15-mile radius of the targeted investment area.

3) Past Investment, future investment potential. Describe how this DRI area will be able to capitalize on prior private and public investment, or catalyze future investments in the neighborhood and its surrounding areas.

Alfred, NY is in an enviable position as it relates to capitalizing on prior investment, due in large part to its two largest employers – Alfred State College and Alfred University. Both of these institutions annually invest significant dollars in the maintenance and growth of their campuses. The following represent both past and future investments on those campuses, many of which also provide benefits to the broader Alfred community:



Figure 3 – Ceramic Art Museum at Alfred University

- **Alfred Ceramic Art Museum at Alfred University.** In the late spring of 2014 construction began on a new building, designed by Kallmann, McKinnell and Wood of Boston, to house the ceramic art museum and, as a result, ring in a new era for ceramic art at Alfred. Renamed the Alfred Ceramic Art Museum by the Board of Trustees in February 2015 this state of the art facility is the gift of visionary patron of the arts Dr. Marlin Miller (Alfred University alumnus '54, HD '89). The museum, which officially opened in 2016, features an expanded educational mission as well as a commitment to enrich the artistic and scholarly dimensions of ceramic art while celebrating the visual arts in their entirety.

There is the intent to do significant work in front of the Ceramic Art Museum to improve its visibility from Main Street, which is currently impacted by overgrown trees along Canacadea Creek. The reduction in the number of those trees, as well as the replacement of the bridge at Main Street, crossing the creek, and running along Pine Street, will both enhance visibility and encourage walkability.

- **Alfred University Beautification Project.** James Jordan, a member of the Alfred University Board of Trustees and 1972 alumnus, committed \$1 million in 2018 to help beautify the AU campus. Of the commitment, 40 percent will go toward creating an endowed fund designated for campus beautification while the remainder of the funds will be earmarked for current uses to enhance the appearance of the campus.

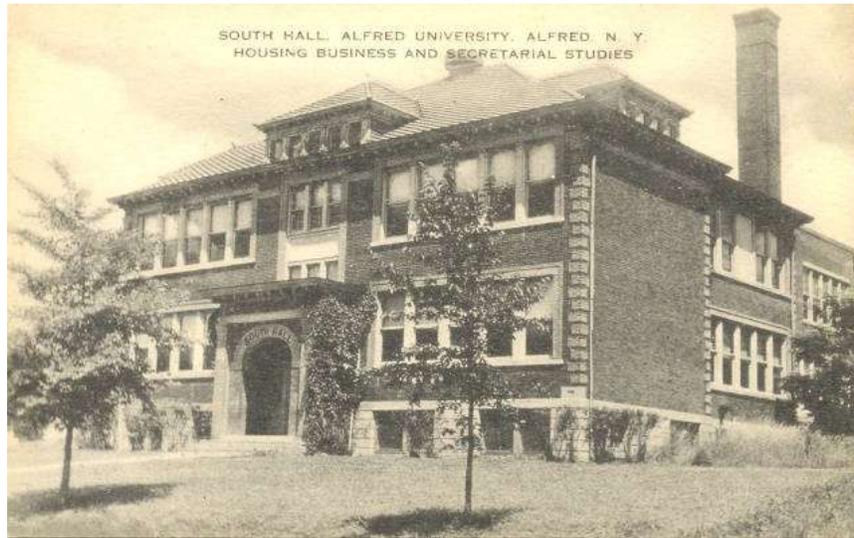


Figure 4 – The Historic South Hall Building, Approx. 1920

- **South Hall – Southern Tier Business Development Center.** The historic South Hall building, located on Alfred University’s campus, was built in 1908 as the Alfred grammar school and represents a significant historical-preservation opportunity. The original portion of the building, which served as Alfred’s primary school, includes historic terra cotta roofing materials, resulting in the 1908-portion of the building still representing a redevelopment opportunity. In 2018, Empire State Development Corporation, through the Western New York Regional Economic Development Council, awarded Alfred University \$1 million towards the restoration and renovation of South Hall into the “Southern Tier Business Development Center.” This project aims to provide area businesses with shared-use access to high-speed teleconferencing capabilities, meeting rooms, and high-speed computing resources. Furthermore, the facility will serve as a training facility to host short-courses and certificate programs. The intent is also to launch new programming, in partnership with a number of area organizations, to spur the development of student-led businesses. In addition to the \$1 million in ESD funding, AU is pursuing an additional \$3 million through the federal Economic Development Administration, as well as funding from private donors. Total project cost is estimated at \$8.5 million.
- **McGee Pavilion.** Constructed in 2011 at a cost of \$5.8 million, McGee Pavilion is the newest facility for the School of Art and Design at Alfred University and, in 2012, received the International Architectural Award from The Chicago Athenaeum/Europe. On the lower floor, the 20,000-square-foot building houses flexible ceramic classroom and studio spaces. The second level contains sonic arts, video and interactive arts studios. The third and fourth floors encompass the Robert C. Turner Student Gallery and a “black box” exhibition space for electronic media.
- **Tefft Residence Hall.** This four-story brick building, originally constructed in 1963 as a men’s residence hall, now houses both men and women. It currently has 50 rooms and can accommodate up to 100 students. Named for 1914 Alfred alumnus, C. Forrest Tefft, it was announced in early 2018 that alumnus Dr. Marlin Mill would be donating \$2 million towards the renovation of the hall. Work is anticipated to be completed in 2019.



Figure 5 – Alfred University McMahon Engineering Building Infill Project/Center for High Temperature Characterization

- **McMahon Engineering Building.** As part of the New York State College of Ceramics at Alfred University, the McMahon building has undergone a number of recent investments in physical and technical infrastructure, and is in the planning stages of another round of development. In 2014, work began on a \$9 million, 2-story addition to the existing facility, representing the “infill” project, designed to house the college’s suite of advanced microscopy equipment. In 2015, Senator Cathy Young assisted Alfred in securing an additional \$4 million for new equipment to be located in the new infill space, representing the new Center for High Temperature Characterization. This equipment is used for high temperature analysis of technical ceramics and glasses used in a wide range of commercial and industrial applications. This portion of the facility was officially opened in 2017. Also in 2017, the State University of New York Construction Fund, through the SUNY 2020 program, awarded the College an additional \$7.75 million to invest in the McMahon building. Half of that funding will be used to renovate the first floor of the building to house advanced equipment used in the additive manufacturing process of ceramics and glass, as well as for ceramic machining and high temperature characterization. That portion of the project is anticipated to be completed by 2022.



Figure 6 – New Outdoor Kiln Facility at Alfred University

- **Alfred University Outdoor Kiln Facility.** With construction having been completed in 2017, the new, 4,000 sq.ft. outdoor kiln facility at Alfred University provides students with access to nine kilns (expandable to 14 kilns), including a 16-foot long wood fired train kiln. Cost of construction of the facility was covered by the State University Construction Fund (SUCF).



Figure 7 – Alfred State Student Leadership Center

- **Student Leadership Center.** The Student Leadership Center serves as a comprehensive connection point at Alfred State for students, staff, and faculty to access leadership and civic engagement opportunities on campus, in the greater Alfred community, and beyond. Opened in 2013 at a cost of \$33.5 million, the 62,000 square foot building incorporates many sustainable design features including: a geothermal heating system, energy recovery wheels for HVAC, sunshade louvers, rainwater harvesting, a green roof, and water efficient plumbing fixtures. Additionally, interior finishes have been selected with a high recycled content and low or no VOCs. Emphasis has also been placed on the use of recycled and regional construction materials, as well as management of the construction waste stream. These design elements allowed the Student Leadership Center to earn LEED Gold certification and win the ASHRAE 2015 Technology Award. The Student Leadership Center is the home base for the Alfred State Leadership Program. The Alfred State leadership experience is an interactive process that develops students who are committed to lifelong learning, community engagement, and having a positive impact on the Alfred State campus, in the greater community, and beyond.
- **MacKenzie Renovation.** The MacKenzie Complex features suite-style accommodations in rowhouse and tower configurations and houses 1,200 students at Alfred State College – the largest single residence hall within SUNY. The completion of the \$17.8 million Phase One renovation was complete in 2018 with upgrades to the Central Quad that include a new dining area, a fitness center, laundry facility, and informal gathering spaces showcasing fireplaces and water features. The quad’s design includes a 35-foot-tall atrium with light illuminating natural surfaces of rock and wood throughout. Bid for Phase Two was accepted at \$13.7 million with expected completion in 2020, renovating three sections of the complex for student residential use.
- **Motorcycle and Power Sports.** Alfred State College completed the construction of an 8,400 square foot facility to offer an associate in occupational studies degree in Motorcycle and Power Sports Technology. This motorcycle and power sports technology degree is the first of its kind among all public colleges in the Northeast. Training includes all aspects of motorcycle and small vehicle repair, including the diagnosis and repair of gasoline and diesel engines, transmissions, electrical/electronic systems, brake systems, steering systems, and suspension systems. The building, which cost \$1.4 million, opened in 2017 and includes hands-on laboratories where students work on all kinds of full-size functioning vehicles.

- **Pioneer Stadium Locker Rooms.** The addition of a locker room facility adjacent to Pioneer Stadium at Alfred State College opened in 2017. The facility features three locker room spaces. The largest space has over 100 lockers, showers, restrooms, and a laundry room while on the other side of the building there are a pair of identical locker rooms with 30 lockers, showers, and restrooms. The space also has an athletic training room facility situated in between the locker rooms. The facility cost \$1.4 million and supports student athletes playing football, soccer, lacrosse, and track and field.

In addition to past and future investments at both educational institutions, a number of private investments have either occurred recently or are under development that will add to Alfred’s downtown district, helping to create a more vibrant, year-round community. These include:



Figure 8 – IncubatorWorks Alfred Facility

- **IncubatorWorks (Formerly CeramicsCorridor).** IncubatorWorks (IW) is an organization that supports economic development in the southern tier of New York State with three locations: Alfred, Corning, and Elmira. The Alfred facility represents a 30,000 sq.ft., two-story technical facility that is subdivided into laboratory, manufacturing, and office space. It is located approximately one mile from Alfred University, sitting on NYS Rt. 244, Main Street in Alfred, NY. Over the last several years, the incubator has evolved from a static business incubator model with a focus on ceramic business start-ups to become IW, a dynamic incubator system with an expanded vision encompassing advanced materials and manufacturing. IncubatorWorks presently houses six companies with approximately 30 employees.
- **New York Main Street Grant.** The Village of Alfred received an award of \$290,625 from an Office of Community Renewal New York Main Street Grant in 2010 funding. Along with matching funds, the NY Main Street award activated \$400,000 of investment in exterior, restoration, and energy efficiency improvements to the business district in the Village of Alfred.

- **Complete Street Project.** The Village of Alfred improved crosswalks along the business district in 2011 including a sidewalk bump-out consisting of matching sidewalk pavers along the northern corners of Main Street and West University/Saxon Drive which acts as a passive speed restraint into the pedestrian center of the Village.
- **Community Garden.** The Alfred Community Garden was created in 2010 as a project in support of Alfred State College’s Green team. Its mission is to improve food security and nutrition literacy by focusing on gardening education, hands-on experience, and mentoring. The garden is a mix of raised beds and flat plots on approximately 1/3 of an acre of fenced garden. During the 2018 growing season, it will host approximately 20 gardeners and 4 civic engagement activities. This will be the second year of a joint project with the Alfred Area Food Pantry where volunteers will raise fresh produce to be offered to pantry clients throughout the season. The community garden is open to members of the campus community, members of the local community, and not-for-profits who wish to learn about and grow produce. The garden has developed partnerships and joint programming with other local organizations to help extend its reach. Some of those organizations are: Alfred University, the Alfred Area Food Bank, the David E. Howe Library (Wellsville), the Allegany County Jail (Belmont), and Literacy West, Inc. (Belmont). The garden has proven to be a civic engagement laboratory, growing the passion for gardening and food self-sufficiency in both Alfred State and Alfred university students who volunteer their time and resources in support of the garden. A steering committee of five (5) manages the garden; the village, Alfred University, and Alfred State College faculty and staff members make up the steering committee.



Figure 9 – The new Collegiate (The Jet) Restaurant Building on Main Street

- **The Collegiate Restaurant.** A devastating fire in October, 2009 at the corner of South Main and West University streets destroyed one large commercial/residential building and heavily damaged another in the heart of Alfred’s downtown. The Collegiate Restaurant, known as “The Jet,” and operating in Alfred since the 1920s, was a local institution located adjacent to the razed building. Owner John Ninos, Jr. decided to invest in Alfred and renovated an existing structure into a significantly larger facility located at 31 N. Main Street that includes a portico, which mirrors other peaked towers throughout the Village.

- **Tinkertown Hardware.** Expansion of industrial and commercial division in 2014 cost \$80,000 and produced a thirty by sixty warehouse which supplies MRO, janitorial, safety and office supplies to businesses, factories, municipalities, and housing developments in Allegany, Steuben, and Cattaraugus counties.
- **Rochester Regional Health (RRH)** has been in conversations with Alfred University about the opportunity to create a Community Health Center within the boundaries of the Project Target Area, preferably on Main Street in Alfred, NY. The intent of the Center would be to provide certain medical services not presently available in the community, or not accessible without leaving the area. Furthermore, while both Alfred State and Alfred University have on-site student health centers, there are various resources that are not available on off hours, including mental health counseling. RRH has also discussed making additional services, such as primary care, OB/GYN, x-ray/medical imaging, and other services available to the community. RRH has expressed an interest in working with a private developer to build (or repurpose) a facility that could be leased to house a Community Health Center. This type of development is viewed as an important resource for driving additional, year-round residential growth in the community, including potential development of senior or assisted living centers. Potential sites include, but are not limited to, the proposed South Main & West University building, AU's Greene Hall, or a former medical office building located on Glen Street in the Village.

In addition to these private-sector projects, a number of Public Works investments are also either in-process or have been proposed, including:

- **Bakers Bridge replacement** – In 2018, Allegany County and the State of New York will replace the vehicular bridge on Hamilton Hill Extension – historically known as Bakers Bridge – that connects NYS Routes 244 and 21 in Alfred Station. The new bridge will include a pedestrian crossing and landscaping adjacent to the Alfred Station Fire Hall, field, and picnic pavilion.
- **Pine Street Bridge replacement** – In 2019, Allegany County and the State of New York will replace the vehicular bridge on Pine Street, which functions as the main entrance to Alfred University and the Ceramic Art Museum. The updated bridge will include pedestrian crossing on both sides, street lighting, signage, and landscaping to showcase Alfred University, the Ceramic Art Museum, and the Canacadea Creek.
- **Pedestrian Bridge replacement** – Alfred State College has begun designing the replacement pedestrian bridge that connects the campus to the downtown business district with plans for the new structure to be constructed in 2019.
- **Wastewater Treatment Plant and Water System improvements** – The Village of Alfred has contracted with Clark Patterson Lee to complete a review and master plan of water and wastewater infrastructure during fiscal year 18-19. Once complete, repairs and improvements to Village infrastructure over the next 30 years from water and sewer rents will result in millions of dollars for investment to the Project Target Area.
- **Sewer line extension** – A preliminary sewer feasibility study was developed by Clark Patterson Lee for the Village in 2016. Three options utilizing pumps into a forced sanitary main returning sewage to the Alfred Wastewater Treatment Plant were outlined. The first option would extend service throughout the Project Target Area, the second ending at Alfred Almond Central School, and the third to the Interstate connection in the Village of Almond. The entire, three-stage project would cost approximately \$7.7 million and provide further development opportunities to the target corridor as well as along NYS Route 21 and the whole Village of Almond. Project interest and funding continue to be sought with interest expressed from the Towns of Alfred and Almond, and to Alfred Almond School District.

- 4) **Recent or impending job growth.** Describe how recent or impending job growth within or near the DRI area will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.



Figure 10 – Rendering of development at intersection of South Main & West University

- **South Main & West University development.** The owner of the southernmost lot in the Village of Alfred’s business district has designed a 4-story, mixed-use building to restore the lot vacated by fire in 2009. The \$2.5 million project will consist of approximately 20,000 sq.ft. and include 3 floors of residential apartments totaling 15 units with multiple commercial tenant spaces located at street level.
- **Southern Tier Concrete Products, Inc.,** located in Alfred, NY is seeking to do a beautification project along NYS Route 244 in front of their manufacturing plant. The project seeks to replace a row of dying pine trees in front of the plant, covering an area of approximately 500’ in frontage, and construction of a 6’ retaining wall. Total cost for the project is estimated at \$65,000 and includes removal of all existing trees and disposal of waste material, site excavation and preparation for the retaining wall, and cost of materials and labor to install the retaining wall.

Southern Tier is also considering the expansion of its manufacturing and warehousing capacity. To do this, Southern Tier is seeking to build a bridge, which meets applicable design requirements for heavy trucks, to gain access to additional property. The construction of the bridge will also serve to showcase a new interlocking concrete block technology to potential customers. This expansion would result in the creation of 16 new jobs over 5 years, with an average salary of \$40,000, and position Southern Tier for significant growth. The project would also include the construction of a second block manufacturing plant of approximately 10,000 sq. ft of manufacturing space. The total project cost is projected at approximately \$1 million.

- **Sugar Hill Development Corporation.** Located within the Project Target Area, this 81-acre development site presently houses two facilities, including Belvac Ceramic Solutions, a division of Belvac, that recently purchased Alfred-based start-up company Xylon LLC. This facility focuses on the manufacture of ceramic beer can molds. Xylon was also a graduate of IncubatorWorks. The other facility currently located within the park is owned by Southern Tier Concrete who uses it for cement block manufacturing. This site is being marketed by Allegany County Economic Development for future industrial/manufacturing developments.

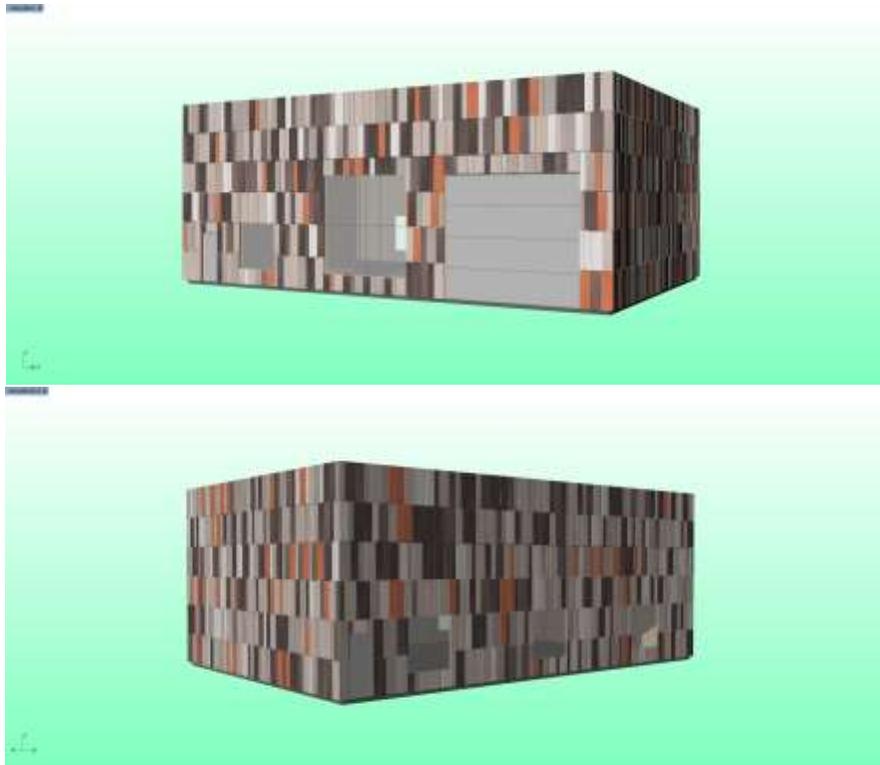


Figure 11: Rendering of Proposed Calix “Advanced Ceramic Manufacturing Center” located on Main Street

- Calix Ceramic Solutions**, located in Amherst, NY, is seeking to establish a pilot level “Advanced Ceramic Manufacturing Center” in Alfred, NY. The facility is located adjacent to, and in corporation with, the New York State College of Ceramics at Alfred University. Located at 843 Route 244 in Alfred Station, NY it is anticipated that the project will result in the creation of 10 new manufacturing jobs in Alfred, with average salaries of \$50,000 each. The total project cost is estimated at \$1,000,000, which includes the refurbishment and upgrade of the facility located in Alfred Station including interior upgrades to create two manufacturing bays and an engineering office. In addition, the facility will require utility upgrades, HVAC, plumbing, electrical, and roofing improvements as well as the addition of a shipping dock. The facility will also undergo a complete exterior residing – including approximately \$300,000 in donated terra cotta materials being provided by Boston Valley Terra Cotta. Equipment for powder processing cell equipment to be located in the facility include a rotary atomizer spray dryer, custom milling, and vacuum tanks for the Forming and Green Machining Cell equipment, an isostatic press, CNC lathe and CNC mill.
- Biorefinery Development & Commercialization Center.** The Alfred State College Biorefinery Development and Commercialization Center (BDCC) at the proposed Almond Ecological Industrial Park (EIP) is a strategic initiative of Alfred State College building on Alfred’s heritage of supporting the manufacturing industry. The center will be a research, commercialization, and product development resource for businesses and research institutions statewide and nationally. \$12.2 million in state and federal funds will be used to renovate and outfit an existing 21,000 square foot facility in Almond, NY into the BDCC and plan development of the adjacent 500-acre EIP.

- **IncubatorWorks (IW).** To accelerate its transformation, IW infrastructure must evolve to meet the needs of advanced materials manufacturing, which is dramatically different than when the Alfred incubator opened for business nearly 30 years ago. IW must revitalize its Alfred incubator and equip it to be fully functional for today's advanced manufacturing. This updating is critical not only to attracting innovative industry to Allegany County, but also to be ready for the Clean Energy businesses that will be coming to the region through Governor Cuomo's 76 West Initiative.

Approximately \$1.5 million in funding is being sought against approximately \$300,000 in funding from the NYS Designated Incubator program to build additional high bay space at the incubator located at 200 N Main St. The project – Next Gen Alfred— will transform the 30-year-old facility –by adding 5,000 sq.ft. of high bay space, including a loading dock, to the existing building. The building currently has 30,000 sq.ft. on two floors, built much like an academic building, with only 2,160 sq.ft. of space suitable for equipment intensive advanced manufacturing. With the addition of this high bay space, IW can better leverage the existing office and lab space in the original facility. This new space would be expected to attract at least 2 new startups to the Alfred incubator, help in finding new startups to replace the graduates expected in the next year, create 10 new jobs, and retain 35-50 jobs in the incubator. This project will also result in the demolition of a former Alfred State College storage and was recently donated to IW, but has now been condemned and represents a danger to anyone nearby. This demolition will allow better access by delivery trucks to the new loading dock that is planned to greatly improve access and safety.



Figure 12: Sample of Ceramic Foam Filter Manufactured at ASK Hi-Tech

- **ASK Chemicals Hi-Tech** is the metal filtration arm of ASK Chemicals, based in Alfred Station, NY. The Hi-Tech division developed fully sintered reticulated ceramic foams in the early 1980s, thereby creating a mechanism for filtration of high temperature alloys. This resulted in higher quality, metal cleanliness, and yield improvements for both the foundry and investment casting industries worldwide. Filters are available in a variety of compositions, such as zirconia, alumina, silicon carbide, and mullite. Custom shapes are also a specialty (see example in Figure 12 above). ASK Hi-Tech is Alfred's largest industrial employer, with approximately 100 employees working in their facility.
- **Tall Pines ATV Park.** Located approximately 7 miles from Alfred, in the nearby community of Andover, NY, Tall Pines ATV Park is an attraction bringing upwards of 15,000 visitors to the community annually. The Park includes over 70 miles of well-maintained trails, cabins, camping, and rental equipment catering to the ATV and/or dirt-bike enthusiast and hosts an annual Tough Mudder competition each summer.

5) Attractiveness of physical environment. Identify the properties or characteristics that the DRI area possesses that contribute, or could contribute if enhanced, to the attractiveness and livability of the downtown for a diverse population of varying ages, income, gender identity, ability, mobility, and cultural background. Consider, for example, the presence of developable mixed-use spaces, varied housing types at different levels of affordability, walkability and bikeability, healthy and affordable food markets, and public parks and gathering spaces.



Figure 13 – Examples of Structures with Terra Cotta Roofing Tiles. More than 30 such structures exist in the Target Area.

Due to its historical role as a major manufacturer of terra cotta for architectural applications, Alfred benefits from having a unique concentration of terra cotta roofs located throughout its downtown district. Several examples of these roofs are pictured above (Figure 10) and provide a good representation as to the range of conditions of these historic roofs. As Alfred University seeks to preserve and restore the terra cotta roof on its own South Hall facility, another important initiative – to both preserve Alfred’s history and character while adding to the communities’ beautification – can include making matching resources available to area property owners to preserve these artistic architectural treasures, resulting in transforming Alfred into a draw for architectural tourism. Alfred has previously hosted walking tours throughout the Target Area to highlight these roofs, but the time to support major repairs is now. Furthermore, as Alfred University works to partner with manufacturers of solar roofing materials in the development of environmentally robust glass materials, historic terra cotta roofing materials can be showcased alongside the backdrop of the next generation of solar roofs that stylistically mimic terra cotta.

Alfred also benefits from having Canacadea Creek run through the heart of the district. This under-appreciated resource represents an opportunity to improve recreational access to the waterway, including the addition of trails, and possible park-site development. Presently, a portion of the creek is covered as it passes through the Alfred University campus near the Ceramic Art Museum. In support of community-wide wellness initiatives, there may be

an opportunity to re-open the creek on the AU campus, providing area residents with a beautiful, park-like setting in proximity to AU's James A. McLane Physical Fitness Center and Joyce and Walton Family Center for Health and Wellness that includes a full fitness center, pool, regulation-size basketball courts, and indoor track.

In addition, Alfred, NY is located within a few miles of a number of State parks, including Bully Hill State Forest, Turnpike State Forest, Phillips Creek State Forest, Vandermark State Forest, Palmer's Pond State Forest, Canacadea State Forest, and is only 22 miles south of the 568-acre Stony Brook State Park, located near Dansville, NY.



Figure 14 – Rendering of Pedestrian Pathway along State Route 244 Corridor

Alfred State Architecture students designed several renderings of a pedestrian pathway along NYS Route 244 as part of an Urban Design Studio class assignment to develop an Alfred comprehensive plan. A road diet of the business corridor through Alfred would provide safety to student athletes who train along the roadway and create a pedestrian connection from Alfred Station to the Village center, and access to the trail systems on Alfred State and Alfred University.

Located within a 200-acre wooded area, Alfred State College opened 4.5 miles of trails along three paths in 2016. The Pioneer Trail system includes a 2-mile Cross Country Trail, a 1.5-mile Happy Valley Trail, and a 1-mile Pioneer Fitness Trail which features five fitness stations, allowing hikers to obtain a full-body workout. On the other side of the valley, Alfred University has maintained the Pine Hill Trails – a 3-mile loop – which spans the hillside behind the institution from the park at “hairpin turn” to the John Stull Observatory.

Enhancing the Pioneer Trail system, the Student Senate of Alfred State College built a tubing hill at the trailhead of the trail system. The attraction, which was constructed by Alfred State heavy equipment operations students, cost the non-profit \$50,000 and opened in 2017.

In addition to trail systems, the campuses of Alfred State College and Alfred University offer tremendous amounts of green space for communal use. The manicured campuses provide park-like conditions for students and residents to exercise and congregate. Furthermore, much of the programming provided by both institutions is available to the larger community, providing cultural opportunities unique to a rural location.

One such opportunity is the Alfred ArtWalk, which is a collaborative monthly venture created by the galleries in the Village of Alfred and the campuses of Alfred University and Alfred State College in an effort to foster dialog within the local arts communities. While small, the Village is home not only to the two educational institutions, and the Alfred Ceramic Art Museum, but it also houses eight art galleries, a sculpture park, and a growing number of pop-up venues whose contents range from local artists and artisans, to student and alumni work, and even to contemporary work by established and emerging regional, national, and international artists.

6) Quality of Life policies. Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes, comprehensive plans, complete streets plan, transit-oriented development, non-discrimination laws, age-friendly policies, and a downtown management structure. If policies achieving this goal are not currently in place, describe the ability of the municipality to create and implement such policies.

- Village Zoning Code – Alfred has had a long history of local zoning ordinances dating back to the 1940s. The current zoning code includes districts for Historical Preservation, Overlay for group housing such as fraternities and sororities, and Aquifer Protection. The code is administered by a Planning Board at monthly meetings and a Zoning Board of Appeals that meets when necessary.
- Comprehensive Plan – Alfred is currently updating its existing Comprehensive Plan, which was adopted in 2004 and addresses livability, economic development, environmental preservation, land use, infrastructure improvement, and municipal efficiency. The updated plan is expected to be adopted within six months.
- Co-educational History - Alfred University was founded in 1836 as the Select School by Seventh Day Baptists as a non-sectarian institution. Unusual for the time, the school was co-educational – only the second in the nation and first in New York State. It was also racially integrated, enrolling its first African-American student and two Native American students in the 1850s. Due to this distinctive, Alfred has a long history of promoting equality and respecting diversity which has fostered a culture of acceptance of varied religious beliefs, ethnic minorities, gay and lesbian individuals, as well as internationals in the community.
- Non-discrimination Heritage – At the Seventh Day Baptist general conference in 1836, all church members from Alfred signed a statement calling for the abolition of slavery. The location of the current Gallery 2 at 43 North Main was an underground railroad location. In 1974, the Village of Alfred adopted an Equal Rights and Opportunity ordinance which states that “No person, corporation or other legally recognized entity within the corporation limits of the village shall discriminate against any person(s) race, color, religion, sex, marital status, or sexual orientation.”
- Sidewalk Paver Project - Through donations of time and money, the Alfred 21st Century Group coordinated the systematic installation of brick sidewalk pavers along the Main Street portion of the Village of Alfred business district. Together with other streetscape improvements such as lamppost style street lighting, matching refuse containers, uniform signage standards, and awnings, the project produced a charming downtown commerce district in Alfred.
- Allegany County Land Bank - In cooperation with the ACCORD Corporation and other neighborhood partners, Allegany County formed the Allegany County Land Bank Corporation (ACLBC) in 2016. The mission of the ACLBC is to combat the problem of vacant and abandoned properties in Allegany County and facilitate their return to productive use.

7) Public Support. Describe the public participation and engagement process conducted to develop the DRI application, and the support of local leaders and stakeholders for pursuing a vision of downtown revitalization. Describe the commitment among local leaders and stakeholders to preparing and implementing a strategic investment plan. Identify an initial local lead for the program that will work with outside experts to convene a DRI Local Planning Committee to oversee the plan.

Planning for this application began in May 2017 with a joint meeting of officials from the Village of Alfred, Allegany County, Alfred University, and Alfred State College. Since then, Town of Alfred officials, local business leaders, and college students have joined the conversation.

The Sponsored Programs offices of both Alfred State College and Alfred University have provided assistance and guidance to the Village and Town preparing this application. The Village Deputy Mayor met with the Alfred Area Business Association to discuss development possibilities and funding opportunities related to DRI and the Smart Growth Community Fund. Additionally, the Deputy Mayor has been updating the public of application progress during Village board and Planning Board meetings over the past year. DRI committee members met with two Alfred State students studying Digital & Media Animation and Graphic & Media Design during the Spring 2018 semester to produce a complimentary video to this application as a class project. Finally, Urban Design Studio students produced renderings of potential economic development and community improvement projects as part of a comprehensive plan project.

Alfred University, as the largest property owner in the Village of Alfred, is interested and willing to look at creative uses for some of those properties, including converting some back to the private sector and returning them to the tax rolls. This is particularly the case for a number of single-family houses that sit on the southern portion of its campus. It is envisioned that many of these properties would undergo remodeling and then be sold to faculty or staff of either institution. There is also a possibility of other Alfred University-owned properties that have a commercial use being repurposed to expand the availability of commercial space along Alfred's Main Street. This is exemplified by Greene Hall, which currently houses Alfred University's Human Resources and Communications/Marketing staff. This facility once represented three separate commercial spaces, and it may be worth investigating making them available again. Priority would be placed on small retail establishments that would provide unique experiences particularly serving the student populations.

The Village of Alfred will act as the local lead with assistance from Alfred State College and Alfred University expertise. Where applicable, students will continue to be incorporated in the project – shifting from planning to implementation of the grant. Updates on progress will be made at monthly Village and Town board meetings.

Attached to this application are letters of support from Alfred State College, Alfred University, the Village of Alfred, and Allegany County.

8) Project List to Demonstrate Readiness: Describe opportunities to build on the strengths described above by providing a list of transformative projects that will be ready for implementation with an infusion of DRI funds within the first one to two years (depending on the scope and complexity of the project) and which may leverage DRI funding with private investment or other funds. Such projects could address economic development, transportation, housing, and community development needs. While such projects should have demonstrated public support, it is recognized that projects will ultimately be vetted by the Local Planning Committee and the State. Explain how most projects proposed for DRI funding demonstrate their readiness for implementation.

As discussed in the preceding sections of this application, there are a number of projects that, with an infusion of DRI funding, would address economic development, community development, housing, and transportation, while helping to transform Alfred, NY into a year-round community. Many of these projects are also aimed at encouraging the recruitment and retention of faculty and staff at both educational institutions, as well as bringing certain amenities that can serve to attract students to both institutions. The projects included herein are further down the development path, and could be ready for implementation within the first year or two following a DRI award.

- **Terra Cotta Roof Restoration.** Alfred benefits from having a unique concentration of terra cotta roofs located throughout its downtown district. Many of these important historical and architectural assets are in need of significant restoration. Working with long-time community partners, such as Orchard Park, NY-based Boston Valley Terra Cotta – a manufacturer of terra cotta roofing and architectural materials – a plan will be developed to assist property owners in evaluating the current conditions of their existing terra cotta roofs, and identifying the necessary repairs and replacement needs to bring these architectural gems back to their former glory. DRI cost share funding will be sought to augment private investments made by property owners under these efforts. This restoration will also support tourism in the community, including annual walking tours to showcase these assets, as well as serve as a tie-in to the many art galleries located throughout the area and at our educational institutions.
- **Southern Tier Concrete Products, Inc.** is considering the expansion of its manufacturing and warehousing capacity. To do this, Southern Tier is seeking to build a bridge, which meets applicable design requirements for heavy trucks, to gain access to additional property. The construction of the bridge will also serve to showcase a new interlocking concrete block technology to potential customers. This expansion would result in the creation of 16 new jobs over 5 years, with an average salary of \$40,000, and position Southern Tier for significant growth. The project would also include the construction of a second block manufacturing plant of approximately 10,000 sq. ft of manufacturing space. The total project cost is projected at approximately \$1 million and assistance from DRI matching funds would help to make this expansion a reality.
- **Calix Ceramic Solutions**, located in Amherst, NY, is seeking to establish a pilot level “Advanced Ceramic Manufacturing Center” in Alfred, NY. The facility is located adjacent to, and in corporation with, the New York State College of Ceramics at Alfred University. The facility is located at 843 Route 244 in Alfred Station, NY. It is anticipated that the project will result in the creation of 10 new manufacturing jobs in Alfred, with average salaries of \$50,000 each. The total project cost is estimated at \$1,000,000, which includes the refurbishment and upgrade of the facility located in Alfred Station including interior upgrades to create two manufacturing bays and an engineering office. In addition, the facility will require utility upgrades, HVAC, plumbing, electrical, and roofing improvements as well as the addition of a shipping dock. The facility will also undergo a complete exterior residing – including approximately \$300,000 in donated terra cotta materials being provided by Boston Valley Terra Cotta. Equipment to be located in the facility would be for powder processing cell equipment, a rotary atomizer spray dryer, custom milling, and vacuum tanks for the Forming and Green Machining Cell equipment, an isostatic press, CNC lathe and CNC mill.

- **South Main & West University development.** The owner of the southernmost lot in the Village of Alfred’s business district has designed a 4-story, mixed-use building to restore the lot vacated by fire in 2009. The \$2.5 million project will consist of approximately 20,000 sq.ft. and include 3 floors of residential apartments totaling 15 units with multiple commercial tenant spaces located at street level. A critical need, identified by both Alfred State College and Alfred University, includes expanding the number of Main Street-based entertainment and retail options that are available to serve both the student and faculty/staff populations. This project addresses that need and also represents an extremely visible project in the heart of Alfred, NY. Alfred has a shortage of modern residential options, which this project will provide. The lack of housing options also hampers both institution’s efforts to recruit and retain talented faculty and staff. DRI matching funds would provide the final funding required to replace the commercial and residential space lost to fire in 2009.
- **State Rt. 244 Pedestrian Pathway.** State Route 244 is the main business corridor within the Town of Alfred and the predominant link between the Town and Village. Due to its function as the entryway to Alfred State College, Alfred University, and the Village of Alfred, students and residents use the shoulder of this highway for athletic training and a pedestrian path to local businesses. The safety of residents and the aesthetic appearance of this business corridor are important toward Alfred growing its commercial and residential base. Alfred State Architecture students designed several renderings of a pedestrian pathway along State Route 244 as part of an Urban Design Studio class assignment. A road diet of the business corridor through Alfred would provide safety to student athletes who train along the roadway and create a pedestrian connection from Alfred Station to the Village center, and access to the trail systems on Alfred State and Alfred University.
- **Dog Park.** The Alfred State College Veterinary Technology building sits along State Route 244 at the Village line. A community dog park would functionally match with the curricular aspects of this location and create a link between the pedestrian pathway along St. Rt. 244 and the Community Garden, which sits behind the Vet Tech building. The Alfred Lions Club has shown interest in raising funds and developing a dog park, which could be tied into the existing kennel runs attached to the Vet Tech facility.
- **Wayfinding.** A placemaking goal for this proposal is to better connect all the elements of the Project Target Area in a multimodal fashion. To that end, improved signage along the corridor highlighting access and proximity to hiking trails, creek access, local shops, and galleries will encourage walkability and promote increased interactions within Alfred.
- **ADA Compliance.** During discussion of the DRI with the Alfred Area Business Association, an expressed concern of the business community was complying with the Safe Harbor rule enacted in the 2010 Americans with Disabilities Act revised standards. It would be beneficial to these businesses, students and residents with disabilities, and the community at large to aggregate ADA improvements into one project within the Alfred DRI proposal. DRI cost share funding will be sought to augment private investments made by property owners toward this effort.

9) Administrative Capacity. Describe the extent of the existing local administrative capacity to manage this initiative, including potential oversight of concurrent contracts once projects are selected for award.

The DRI program proposed herein, impacting the Village of Alfred and Hamlets of Tinkertown and Alfred Station, benefits from having an array of dedicated local resources to aid in the administration of this initiative. This includes staff and elected officials from the Village and Town of Alfred, support from Allegany County, the Allegany County Industrial Development Agency, Alfred State College, and Alfred University. Each of these organizations have agreed to provide shared resources to assist in the management of this project. Both educational institutions have significant experience in managing a large number of concurrent projects, including complex construction projects, state and federal grants supporting research initiatives, and industrially-sponsored programming from small scale analytical testing projects to long-term sponsored research projects. As the program lead, the Village of Alfred is well equipped to work with both the local team of stakeholders and Empire State Development Corporation, to ensure that projects are conducted in an open, fair, and responsible manner. Additionally, the Village successfully led the implementation of a New York Main Street grant in 2011.

10) Other. Provide any other information that informs the nomination of this downtown for a DRI award.

A key consideration to the local community in pursuing a DRI award is Allegany County's perennial placement as one of the poorest and economically distressed Counties in the State of New York. As one drives around many of the County's smaller villages and hamlets, years of hardship having taken its toll can be seen. As the home to three outstanding educational institutions – Alfred State College, Alfred University, and Houghton College – Allegany County does have many of the necessary tools that can be leveraged to drive prosperity to the region. Businesses exist, albeit not to the degree often seen in rural or suburban communities located across the State. Alfred's unique heritage, linking together science, technology, manufacturing, and the arts serves as the foundation for where our community can grow. While not the size of other DRI award winners across the State, nor with the vision necessarily to expand to those sizes, we do believe Alfred, NY represents an untapped gem that, with the assistance from a DRI or Smart Growth award, can be a shining example of what the DRI program was intended to do.

In addition to the material included in this application, we request that you also watch the accompanying video, linked here: <https://www.dropbox.com/s/ohf8o06067j2mog/DRI-FINAL.mp4?dl=0>

This video was developed by students at Alfred State College, showcasing some of the opportunities that exist in our community.

*Don't forget to attach a map that clearly delineates the proposed DRI Area. (See item 1.)

EMAIL SUBMISSION ADDRESSES

Please submit your application as a Word Document to the Regional Council for your region.

Capital Region	NYS-CapitalDist@esd.ny.gov
Central New York	NYS-CentralNY@esd.ny.gov
Finger Lakes	NYS-FingerLakes@esd.ny.gov
Long Island	LIREDC@esd.ny.gov
Mid-Hudson	NYS-MidHudson@esd.ny.gov
Mohawk Valley	NYS-MohawkVal@esd.ny.gov
New York City	NYC-DRI@esd.ny.gov
North Country	NYS-NorthCountry@esd.ny.gov
Southern Tier	NYS-SouthernTier@esd.ny.gov
Western New York	NYS-WNY-REDC@esd.ny.gov
