

# BET ON BATAVIA!!



CITY OF BATAVIA

**DOWNTOWN REVITALIZATION INITIATIVE**

Batavia Opportunity Area

# BASIC INFORMATION



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**Regional Economic Development Council Region:** Finger Lakes

**Municipality Name:** City of Batavia

**Downtown Name:** Batavia Opportunity Area

**County:** Genesee

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# DOWNTOWN DESCRIPTION



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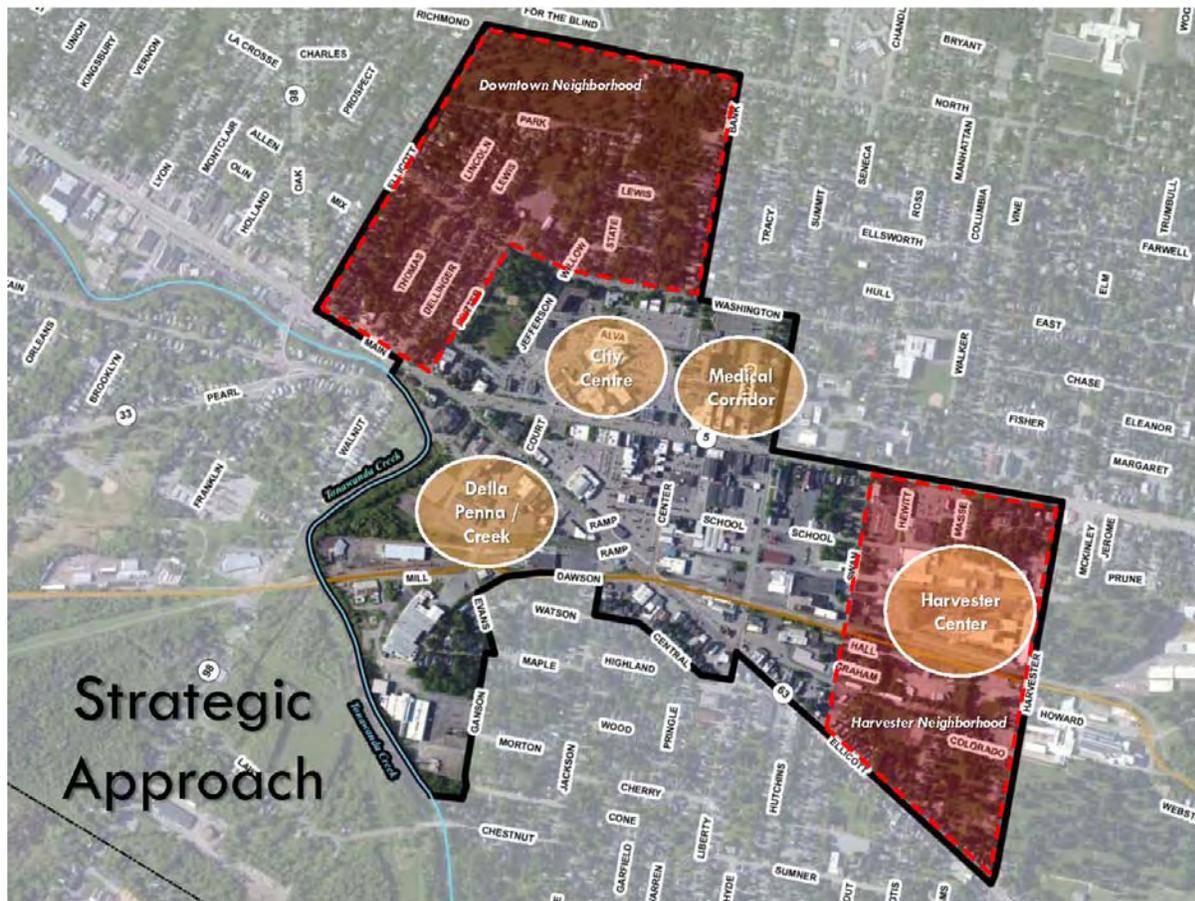
The City of Batavia, Birthplace of Western New York, is the largest City in the Finger Lakes Region after the City of Rochester. It is unique among all the cities in the Finger Lakes because of its central location between Rochester and Buffalo as well as its highly visible location on the New York State Thruway. The City experienced a slight population loss since 2000 but has been counter-balanced by a progressive “edge development strategy” and smart growth initiatives that will refocus resources into the distressed civic core. The edge development approach has resulted in extraordinary State investment just minutes away from Batavia’s Downtown Opportunity Area to establish Genesee County’s Science and Technology Advanced Manufacturing Park (STAMP).



**The City “Bet on Batavia” by investing more than \$5 million in a new City Hall.**

In short, the City of Batavia, and specifically its downtown core, would be an ideal selection for a Downtown Revitalization Initiative (DRI) grant. Downtown Batavia’s revitalization will not only benefit the City of Batavia but it will be noticed by the 15 million travelers that pass it on the Thruway and the 10 million who travel through the Downtown annually. It will help to leverage, extend, and strengthen the investments the State of New York and Regional Economic Development Councils are making in Western New York and the Finger Lakes regions.

The City and its partners have selected a 366 acre area known as the Batavia Opportunity Area as the DRI target location. The boundary originated from the a 2014 Brownfield Opportunity Area (BOA) which has been one of the driving forces of the City's economic and community development program over the last several years. Since the BOA program started in Batavia in 2009 there has been more than \$15 million in public and private projects completed and another \$80 million in the pipeline in the BOA boundary. Our goal is a minimum 5:1 leverage but nationwide research suggests brownfield redevelopment will provide as much as a 9:1 private to public investment leverage. It is a perfect model for the DRI program because it includes the compact, mixed use Downtown Batavia district, a transitioning industrial area (home to America's first business incubator) and adjacent residential districts.



**The Batavia Opportunity Area Plan has been a strategic driving force for economic development in Batavia.**

Most importantly, the area is poised to enter the next level of its Downtown Revitalization program. For the last 10 years leaders in Batavia have been methodically laying the groundwork by redeveloping and rebuilding its urban fabric and downtown economy that was lost during urban renewal and subsequent economic declines. However, Batavia needs to bolster community and cultural amenities and expand downtown entrepreneurial and living opportunities to attract more boomers and millennials that will further stimulate the downtown economy's transformation.

Today the Downtown has an attractive Main Street that was one of the first state roadways to incorporate traffic calming and context sensitive designs. More than 50 buildings have undergone building or façade upgrades and the City has proactively sold and facilitated the redevelopment of more than 10 foreclosed properties without the benefit of a land bank.

Now it's time for Batavia to take advantage of the DRI's technical and financial assistance to propel its revitalization to the next level. It is ready for the challenge:

- **Plans are in place** for five BOA strategic sites in Downtown;
- Many of the plans are now **actual projects in the pipeline** with developers ready to build;
- **Partners have been engaged** including the Genesee County Economic Development Center, the Downtown Batavia Business Improvement District, the Batavia Development Corporation (BDC), the Genesee County Chamber of Commerce, Genesee County and the Batavia City School District;
- The City needs to prepare the Downtown to **attract the anticipated significant millennial population working at STAMP**;
- **The public supports the Batavia DRI project**; and
- The City, the BDC and their partners are **organized to implement**.

We hope that the DRI selection committee “Bets on Batavia” and partners with us to support a transformative Downtown Revitalization Initiative providing a model for downtowns across New York State.



**DRI Funding will help Batavia's Downtown prepare for the population growth generated at the nearby WNY STAMP project**

# DRI TARGET BOUNDARY



## 1. DRI BOUNDARY

The boundary of the Batavia Downtown Revitalization Initiative target area follows the boundaries established for its New York State Department of State designated Batavia Opportunity Area (BOA). It is a 366 acre area as shown in Figures 1 and 2.

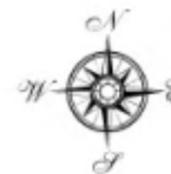
The boundary was selected not only because it is coterminous with the BOA boundary, but also due to the following characteristics:

- It's compact: As shown in Figure 1 the boundary is generally within a ½ mile radius of the center of the historic commercial center;
- It's densely populated : There are approximately 3,400 persons/ per sq. mile or 5.2 persons/acre (Genesee County's average is 122 persons/sq. mile)
- It's pedestrian oriented: One can walk from the center of the boundary and reach any point within the boundary within 10 minutes. The Downtown has a *Walk Score* of 86/100 which, according to the *Walk Score* website (<https://www.walkscore.com>) is "Very Walkable" and "most errands can be accomplished by foot."
- It includes the Batavia Business Improvement District as shown in Figure 1 which is the historic Downtown commercial area;
- It's centrally located: As can be seen by Figure 2 the area is literally located in the center of the City of Batavia;
- It's well traveled: Nearly 10 million people travel through Batavia's downtown district annually traversing one of five major State roadways (Route 5, Route 33, Route 63, Route 98 or the NYS Thruway);
- Five BOA strategic sites with multiple projects "in the gate" are within the boundary;
- Two multi- modal projects serve the area:
  - The Ellicott Trail , provides east-west multi-modal access through the target area and will be the initial leg of a countywide east west trail system; and
  - The Healthy Schools Corridor provides north-south access through the target area and connects the target area with three school properties, United Memorial Medical Center (UMMC) and several adjacent residential neighborhoods.
- ***All*** of the City and Town of Batavia bus routes pass through the target area as Downtown is the hub for the Batavia Bus Service (Regional Transit Service).

In addition the area selected is a mixed use, affordable neighborhood with access to jobs, community anchors, City and County services (Genesee County's seat) and recreational opportunities including two City parks, the YMCA and Jackson Square. Local necessities such as healthcare (UMMC), groceries (Save-A-Lot, fresh markets (Downtown Public Market), Richmond Memorial Library, retail, restaurants and professional services are in the target area or in very close proximity.

Most importantly, because of its central location, the target area is a strategic location that will induce a comprehensive city-wide revitalization.

## CITY OF BATAVIA DOWNTOWN REVITALIZATION INITIATIVE



0 500 1,000 Feet

1:8,400

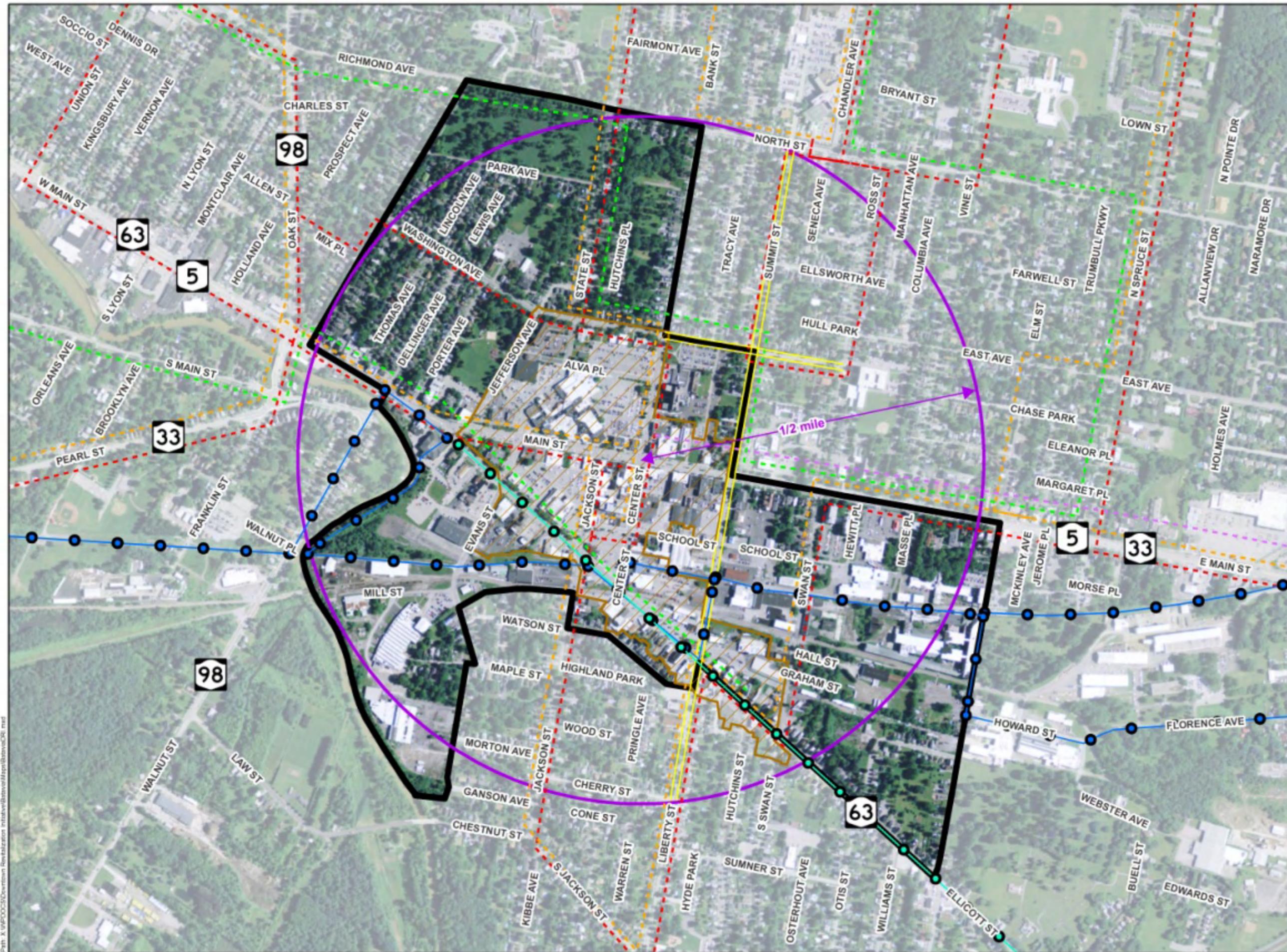
### BOUNDARY MAP

Figure 1. DRI Target Area

#### Legend

-  Project Boundary
-  BID Boundary
-  1/2 Mile Radius
-  Healthy Schools Corridor
-  New Sidewalks (Under Construction)
-  Ellicott Trail (Funded & In Design)
-  Existing Bike Lanes
- Public Transit**
- Batavia Bus Service**
-  Route 1
-  Route 2
-  Route 3: SUNY GCC
-  Route 4: Batavia to Leroy

Sources:  
 1. BID (Business Improvement District) Boundary: Shapefile created by LaBella for Brownfield Opportunity Area Study.  
 2. Healthy Schools Corridor New Sidewalks (Under Construction): Created by LaBella for 2014 TAP application.  
 3. Ellicott Trail (Funded & In Design): Created by LaBella for 2015 TEP application.  
 4. Existing Bike Lanes: Digitized from aerial imagery - bike lanes are located on either side of the road.  
 5. Public Transit: Digitized from the RGRTA's Batavia Bus Service route map found online - routes are purposefully offset from road for display purposes.  
 6. Aerial Basemap: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community.





Batavia BOA Nomination Study Area within the City of Batavia

Batavia BOA Nomination Study Area Relative to Adjacent Towns



Figure 2. DRI Target Area within the City and County

# DRI TARGET SIZE



## 2. DRI SIZE

Batavia's catchment area is defined as Genesee County or the Batavia Micropolitan Area, having 60,000 residents. The city has more than 15,000 residents, second only to Rochester within the Finger Lakes Region. A quarter of the County population is concentrated in the City, geographically central with multiple state highways and I-90 and I-490 providing easy access to and from this regional commerce and employment hub. Unlike other downtowns closer to Rochester, the catchment area is not ambiguous and comingled with catchment areas of other downtowns. Downtown Batavia is also the choice for many residents in the neighboring Wyoming and Orleans Counties for jobs, restaurants, services and entertainment. The combined tri-county catchment area totals 143,873 people according to the 2014 Census American Community Survey.

However, in addition to being the largest urban center in the three county region, Batavia can draw from a much larger population base because of its central location and other factors:

- The Downtown target area is easily accessible from the NYS Thruway exit which is equidistant between the Rochester and Buffalo metro areas (30-45 minutes) and their combined populations of 2.3 million people. Within a one-minute drive of the Batavia Thruway exit travelers are currently spending \$15 million annually on hotel expenditures resulting in a \$160 million visitor impact in Genesee County alone;
- Darien Lake Theme Park attracts more than 1,000,000 people annually, many who drive through the target area on Routes 5, 33, 63 and 98 and patronize restaurants, retail and services in Downtown;
- The Science Technology and Advanced Manufacturing Park (STAMP) planned 15 minutes from Downtown in Alabama, NY with more than 10,000 jobs predicted at full build could potentially attract as many as 20,000 new residents into the County. Many of those new residents will be millennials who appreciate urban lifestyles and gravitate to Downtown areas for living, restaurants and entertainment.
- Batavia Downs, a mile away from Downtown, attracts 800,000 visitors annually;
- Approximately 35,000 pass through the target area on Route 5 daily; another 40,000 pass nearby on the NYS Thruway daily.



**Downtown Batavia is home to the Administrative Headquarters of the Bank of Castile and Tompkins Insurance**

The resident population is complemented by a workforce population within and nearby the target area including:

- 743 Genesee County employees
- 706 United Memorial Medical Center employees
- Graham Corporation's 323 employees
- Premiere Credit's 134 employees
- 141 City of Batavia employees
- 125 Tompkins Insurance/ Bank of Castile
- An estimated 500 employees at the Batavia Industrial Center

For 12 consecutive years, Site Selection Magazine has recognized Batavia as a "Top Ten Micropolitan" surpassing most of the 570 nationwide Micropolitan locales for corporate facility investments. Sophisticated national retailers go beyond Genesee County borders realizing a four county market potential based on travel and buying patterns. A vibrant, year-round downtown, situated as a centerpoint within all the emerging growth, is certainly within reach but needs DRI support to activate other planned investments.

# PAST & FUTURE INVESTMENTS



### **3. PAST PROJECTS AND FUTURE INVESTMENTS**

The Downtown Revitalization Initiative was tailored to Batavia because the program is looking to advance an existing program that is poised to go to the next level in its redevelopment journey. Downtown, City and County leaders have been rebuilding not only the Downtown's urban fabric but the trust of the businesses and pride of the community.

#### **Establishing a Downtown Revitalization Framework with Success**

In the mid 1990s the rebuilding process began with the initiation of community events with downtown owners and other organizations that led to the formation of the 90 parcel Downtown Batavia Business Improvement District (BID) led by a Downtown Manager. That positive step was complemented by the formation of the Batavia Development Corporation (BDC) which replenished and managed a loan fund that provided gap funding for business investments in the Downtown core. Finally a Comprehensive Master Plan was completed with Downtown as its focus and set out a 10 year revitalization plan that was implemented by a newly formed Community Development Department, the BID, the BDC and Genesee County IDA which led to:

- The redevelopment of seven downtown foreclosed properties including two historic properties and a new City Hall;
- The development of three City owned parking lot parcels which included the City's first multi-story building since the 1960s;
- Façade improvements totaling more than \$2 million;
- A comprehensive NYSDOT reconstruction of Main Street, Ellicott Street (Transportation Enhancement Program funded), and three side streets that included one of Upstate New York's first context sensitive downtown projects that incorporated traffic calming and new streetscape amenities;
- Funding to more than 60 businesses partially provided by a replenished loan fund and partially by several CDBG Micro-enterprise grants;
- Revision of the City's Sale of City Land Ordinance and the establishment of an RFP process;
- The redevelopment of an alley into Jackson Square – an outdoor entertainment venue which now holds 10 summer concerts annually (funded by the initial round of NY Main Street grants); and
- A 30 parcel expansion of the BID.



Two former foreclosed redeveloped buildings.

**Building Upon Downtown Revitalization Success**

Over the last decade, substantial private investments have been made within the City of Batavia despite a declining economy and overcoming a dire municipal fiscal situation. City government turned a \$3 million budget deficit into the current environment where robust capital reserves now exist along with an A1 municipal bond rating. The City has also secured more than \$6 million in State grants to improve infrastructure, rehabilitate affordable housing stock, address blight and inspire low-moderate income persons to become entrepreneurs.

Partnership efforts have led to more than \$109 million in public and private investments via 139 projects in the DRI target and nearby in the last decade as shown in Table 1 and the map included in the section 10 “Bet on Batavia” infographic. Companies receiving the funding retained 776 jobs and created 495 jobs. Of that \$3.75 million was supported by New York State grant funding including, but not limited to:

- Downtown NY Main Street Projects: \$1,300,000 total project investments supported by a \$450,000 NY Main Street grant funding 10 building improvement projects;
- Masse Gateway Redevelopment Project: \$3 million total project supported by a \$1.5 million RestoreNY grant funding demolition, revitalization and reuse of former industrial building;
- Downtown Anchor Building Revitalization: \$215,000 total project supported by a \$150,000 Urban Initiatives Grant funding significant renovations of two downtown anchor buildings;
- St. Jerome Senior Apartments: \$10 Million + total project partially funded by \$5,139,571 NYS Housing Trust Fund TCAP and \$107,000 NYSERDA grant funding the creation of 37 apartments in a former hospital buildings;
- Healthy Neighborhoods Sidewalk Project: \$960,000 project funded by a \$720,000 Transportation Alternatives Program (TAP) grant funding 12,000 linear feet of sidewalk replacements;
- Ellicott Trail: A 4.3 mile east-west multi modal trail as seen on the boundary map that passes through the Downtown and is funded by a \$1,024,000 Transportation Enhancements Program (TEP) grant. Construction is planned for late 2017.
- Batavia business leaders and the City co-invested more than \$300,000 in community development programs to celebrate the City’s Centennial and organize block clubs to re-establish a sense of community pride and help address real estate values on at-risk streets.



**A celebration after the completion of a NY Main Street Project.**

### **Future Downtown Success with DRI Assistance**

Capitalizing on the significant economic development success over the last decade the Downtown partners are collaborating on more than \$87 million in future projects (Table 2), all on BOA Strategic Sites, some of which could take advantage of DRI funding to make them happen:

- Ellicott Station Mixed Use Development: Savarino Companies has proposed a \$17 Million, 100,000 sq. ft. mixed use building including 50,000 sq. ft. of retail and 50,000 sq. ft. of 26 market rate apartments on Ellicott Street;
- Batavia Square: A proposed \$18 Million mixed use development including 75 veterans, seniors and workforce apartments and ground floor commercial space;
- Downtown Healthy Living Campus: A proposed \$22 million project for a multi-purpose health campus involving a partnership with United Memorial Medical Center and the Genesee YMCA on a 10 acre site downtown including a new YMCA and offices for health and wellness practitioners;
- New Police Headquarters: The City Council of Batavia has agreed to move forward on a \$10-12 million new Police Headquarters on Swan Street;
- Harvester Park: \$3.2 Million demolition and site preparation of portions of the Harvester Center for future mixed use and light industrial development;
- Newberry Freshlab and Batavia Brewing: The Batavia Development Corporation has secured a \$500,000 NY Main Street Anchor Grant and USDA funding to assist with the redevelopment of a historic Main Street building into a brewpub, restaurant incubator and six new upper floor apartments. This will be owned and operated by an existing local-successful restaurateur;
- Regional Theatre: GoArt!(Genesee Orleans Arts Council), in collaboration with other local cultural groups, is planning a new \$12,500,000 regional theatre for Batavia which has been a significant

need in Downtown Batavia and Genesee County for decades. This project may be part of the Healthy Living Campus;

- Public Market: The City, BDC and BID have been in discussion to fill another long term need in the City – a three season covered public market structure to host the successful Downtown Public Market with costs currently estimated at \$675,000.



Ellicott Station Development

Street View



The Batavia Square (top) and Ellicott Station projects signal a new confidence in Downtown and the City of Batavia

### **Ensuring a Sustainable Downtown Future**

Much of the recent successes and attraction of businesses is based on the hard work and commitment of the City and its partners to focus on Downtown Revitalization. Unlike other Finger Lakes downtowns the City of Batavia has had significant challenges including the urban renewal era and the lack of resources such as a lake, a college or an adjacent tourist attraction that other downtowns possess.

One of the best decisions the City made was completing a Step 2 Brownfield Opportunity Area project that focused on strategically developing five sites that would be transformational for City-wide revitalization. The vision, plans and data produced in the report have been used by the City to attract developers and by developers to craft creative and financially sound development proposals. A Vision Statement developed for the plan summarizes the City's focus on a sustainable downtown future:

**The Batavia Opportunity Area will strive to be a sustainable, mixed use urban center that will embrace and celebrate its history and natural resources by creatively revitalizing properties for new uses in a new economy.**

Please see a summary of the BOA strategic sites attached.

To support and finance development within the BOA the City, County School District, GCEDC and Batavia Development Corporation collaborated to develop the innovative Batavia Pathway to Prosperity (BP<sup>2</sup>) Pilot Increment Financing (PIF) program. Through the BP<sup>2</sup>, a new economic policy model was created – the BP<sup>2</sup> redevelopment fund- that is capitalized through a PILOT Increment Financing (PIF) district. Through this new model, 50% of PILOT payments from new projects in the City of Batavia will be earmarked for the BP<sup>2</sup> Fund. Furthermore, the redevelopment fund will be promoted, marketed, and made available to encourage development and re-investment within the Batavia Brownfield Opportunity Area (BOA). The PIF district spans the entirety of the geographic boundaries of the City of Batavia and is the first of its kind in the State of New York where all taxing jurisdictions have consented to full participation.



### **Anchors and Infrastructure Support Development**

Fortunately the DRI Target area is blessed with excellent infrastructure as documented in the BOA Plan. The City's recent development of a \$22 million water and sewer capital plan will continue to ensure the City is well positioned for future growth and expansion. Route 5 (Main Street) was completely reconstructed in 2005 including the roadway, sidewalks and streetscape while several side streets also underwent streetscape improvements.

In addition, Downtown is the County seat and most County offices are located downtown providing anchors along with City Hall. The downtown is also home to other anchors including the UMMC Bank Street campus, YMCA, GO Art!, the Genesee County Senior Center, the Holland Land Office, the Veteran's One Stop Center, the City Fire and Police Stations, Ice Rink and several churches and schools.

Table 1. Investments in and around the Batavia DRI Target Area, 2006-2016 (DRI Target Area projects in bold).

Date	Project Name	Total Investment	Existing Jobs	New Jobs
9/1/2006	Batavia Senior Living	\$ 5,000,000	11	11
12/1/2006	OATKA Milk Products Cooperative	\$ 5,400,000	0	0
2006	MILTON CAT	\$ 18,600,000	0	100
3/7/2007	Ecovation, Inc	\$ 3,800,000	0	0
4/1/2007	United Memorial Medical Center	\$ 16,710,000	69	26
6/1/2007	Hayes Properties, LLC	\$ 420,000	20	12
11/1/2007	Prime Materials	\$ 630,000	0	7
12/1/2007	Batavia Radiation	\$ 1,000,000	13	7
4/24/2008	Batavia Hospitality	\$ 350,000	28	5
5/14/2008	Summit Lubricants, Inc.	\$ 2,000,000	0	29
2/24/2009	Manor House LLC	\$ 4,100,000	0	0
3/1/2009	Batavia Special Needs	\$ 6,668,300	0	6
3/1/2009	Smile Development	\$ 300,000	14	8
4/1/2009	Depew Lancaster & Western Railroad	\$ 1,959,553	8	3
6/1/2009	<b>Bank Street Senior Housing (UMMC)</b>	\$ 8,432,299	0	1
10/1/2009	Harris Mill Street Properties LLC	\$ 775,000	10	3
12/1/2009	Sanzo & Sons	\$ 250,000	17	3
12/1/2009	Vanderhoof Electric Supply, Inc.,	\$ 1,370,000	8	1
8/5/2010	<b>Batavia Tailors &amp; Cleaners Inc.</b>	\$ 125,000	11	0
7/7/2011	Ken Barrett Chevrolet-Cadillac (Collision Shop)	\$ 635,000	10	3
7/12/2011	Angelica Textile Services, Inc.	\$ 1,210,000	0	0
8/1/2011	Graham Corp (20 Florence Ave)	\$ 1,870,455	278	30
2012	Alpina Foods	\$ 17,800,000	0	50
1/19/2012	Tri County Welding, Inc.	\$ 111,000	5	3
1/19/2012	ALS Enterprises	\$ 150,000	8	2
1/19/2012	<b>Premiere Credit of North America, Inc.</b>	\$ 350,000	0	100
9/1/2012	Lassiter Properties	\$ 755,000	7	6
3/26/2013	Batavia Hospitality, Inc. (Days Inn-Super 8)	\$ 530,000	16	5
3/26/2013	<b>Reed Batavia Properties. LLC</b>	\$ 1,525,000	0	6
6/19/2013	<b>Batavia Showtime, Inc. 2013 Project</b>	\$ 52,200	4	3
7/2/2013	Reinhart Enterprises	\$ 206,000	80	3
8/1/2013	Graham Corporation	\$ 5,500,000	0	30
9/12/2013	<b>Premiere Credit of North America, Inc.</b>	\$ 325,000	85	50
1/15/2014	<b>Jackson Square, LLC (former # 18011306)</b>	\$ 521,500	0	3
4/7/2014	<b>Tompkins Insurance Agencies, Inc.</b>	\$ 1,550,000	10	2
5/20/2014	<b>Premiere Credit of North America, LLC</b>	\$ 400,000	0	25
12/31/2014	9 Apollo Drive, Inc.	\$ 750,000	0	1
4/6/2015	PW Minor Re-Shore- ESD Excelsior Jobs Tax Credits	\$ 7,350,000	55	100
5/7/2015	Depew Lancaster & Western RR	\$ 118,907	9	1
2011-2013	<b>Downtown NY Main St. Project 2010-2012 (10 projects)</b>	\$ 1,300,000	-----	-----
2009-2011	<b>Masse Gateway Restore NY Redevelopment</b>	\$ 3,000,000	-----	-----
2010-2016	<b>Housing Rehabilitation Projects (36 Projects)</b>	\$ 800,000	-----	-----
2006-2016	<b>Façade Improvements (45 Projects)</b>	\$ 1,046,391	-----	-----
2013-2015	<b>Urban Initiatives Downtown Projects (2 Projects)</b>	\$ 215,000	-----	-----
2016	<b>Healthy Neighborhoods Corridor TAP Project</b>	\$ 960,000		
	<b>TOTAL - Last 10 years (139 Projects)</b>	<b>\$ 109,139,405</b>	<b>776</b>	<b>645</b>
	<b>TOTAL - Last 5 years (91 Projects)</b>	<b>\$ 48,300,062</b>	<b>578</b>	<b>423</b>
	<b>TOTAL - In Target Area (117 Projects)</b>	<b>\$ 21,648,784</b>	<b>110</b>	<b>190</b>

**Table 2. Future Projects in the DRI Target Area**

Project	Investment Level	Status
Ellicott Station Mixed Use Development	\$ 17,000,000	Developer Committed
Batavia Square	\$ 18,750,000	Developer Committed
Healthy Living Campus	\$ 22,500,000	Planning Stages
New Police Headquarters	\$ 10,000,000	City Committed, Preliminary Design
Harvester Park	\$ 3,200,000	Site Prep
Newberry freshLAB and Batavia Brewing	\$ 1,700,000	Developer Committed
Regional Theatre	\$ 12,500,000	Planning Stages
Public Market	\$ 675,000	Planning Stages
Ellicott Trail	\$ 1,365,000	Construction Pending
<b>TOTAL</b>	<b>\$ 87,690,000</b>	



Ellicott Station is a major investment by a Buffalo developer to build a mixed use development of offices, housing and retail on a BOA site

# JOB GROWTH



#### 4. JOB GROWTH

Genesee County is expected to outpace the Finger Lakes Region at 8% per Department of Labor reports. Job growth in and around the Downtown DRI Target area Batavia (within 2 miles) has been substantial over the last decade. (See Table 1 and the Infographic Map in Section 10.) Based only on projects that have received incentives through the Genesee County Economic Development Center, 776 jobs have been retained and 645 jobs have been created in the last decade in the area. The majority of those jobs (578 and 423 respectively) have been retained or created within the last five years as development activity has advanced. A diverse mix of job opportunities in professional services, industry and retail are represented in the jobs created and retained.

The increase in the number of jobs has been reflected in local area unemployment figures. According to the New York State Department of Labor the annual unemployment rate in Genesee County dropped from eight percent in 2010 to five percent in 2015. Monthly unemployment figures for 2016 show the same trend as rates for each month to date have been lower than 2015.

Similarly job growth is anticipated to continue into the future. While Moody Analytics predicts approximately 1,000 additional professional and medical jobs will be created in Genesee County by 2022, these numbers do not take into consideration the addition of the STAMP project. Job growth is anticipated to boom in the next decade as the STAMP mega project continues to attract investment with an overall projection of up to 10,000 workers in the next decade. 1366 Technologies, a state of the art solar wafer manufacturer, is STAMP's first occupant and intends to build a 100,000 sq. ft. plant with a \$700 million investment. The new solar plant is anticipated to employ up to 1,000 workers at the plant, most of which will be high tech professionals. The redevelopment of Batavia's urban core, as a place for a segment of STAMP workers to live and play, is a key Strategy helping STAMP achieve its long term vision.



WNY STAMP Master Buildout Plan.

Job growth in the DRI and surrounding area will support Downtown Revitalization and make it sustainable into the future. Specifically, job growth will create demand for:

- Companies and corporations that need space for new jobs;
- Businesses that serve those companies will also need space in the target area;
- Employees of businesses will need housing. As many of the newer professional employees are younger millennials they will want space in a downtown, urban setting where restaurants, entertainment and other amenities are within walking distance and they can live in a loft or historic apartment; and
- More employees and residents downtown will create the demand for additional restaurants and retail while improving the economic sustainability of existing restaurants and retail.

Also, as noted in the DRI Boundary section the jobs in the Downtown target area are easily accessible by foot, car or transit. Similarly, jobs nearby the DRI target area on the list are all served by public transit.



**Millenials working at high tech employers at WNY STAMP will be seeking loft style downtown living like this one at Carr's Warehouse.**

# ATTRACTIVENESS OF DOWNTOWN



## 5. ATTRACTIVENESS OF THE DOWNTOWN

Batavia's Opportunity Area has historic roots, mimics a traditional City neighborhood and ranks 80+ in Walk Scores offering convenience and accessibility to restaurants and all necessary community services including hospital, healthcare, library, schools, entertainment, etc. Traditional brick and mid-twentieth century buildings line Main Street where mixed-use buildings are concentrated within this district; yet, in-fill opportunities abound. The proposed DRI Target Area includes many of the key characteristics needed to attract both jobs and residents:

A. Developable Mixed Use Spaces: There are multiple opportunities within the DRI Target area for mixed use development:

- **Downtown Upper Floors:** In the mid 1990s the City of Batavia amended its Zoning Ordinance to permit upper floor housing in the Downtown which had been previously prohibited during its urban renewal planning. Within the last five years 12 upscale lofts renting for \$900 - 1,200 have been built and rented within a week of their completion. Half the units were helped by NY Main Street funding. Another seven units will come online with the completion of the Newberry NY Main Street project at 109-111 Main Street.
- **Industrial Lofts:** The Harvester Center on Swan Street has multiple buildings that can be converted into mixed use buildings with retail, commercial or light industrial on the lower floors and industrial style apartment lofts on the upper floors;
- **New Mixed Use Spaces:** The City has multiple mixed use projects committed and in the works (see Table 2) that will include more than 100,000 sq. ft. of ground floor commercial space and more than 100 new market rate apartments.

B. Affordable Housing: The DRI Target Area offers a variety of housing types at affordable rates. Overall the Batavia market is very affordable with an average home value of \$92,000 compared to \$130,000 in the Rochester metro according to the 2014 ACS Census data. Similarly, the median rent in Batavia is only \$718 monthly compared to \$797 in the Rochester metro.

As part of the BOA study a BOA neighborhood analysis was also completed and it revealed that housing costs are even more affordable in the BOA area. Housing values ranged from \$80,000 - \$84,000 and rents ranged from \$260 monthly to \$435 monthly according to the 2010 Census.

In addition, several other affordable options are available in the DRI Target Area:

- Washington Towers on State Street provides 126 low income senior apartments;
- Jerome Center on Bank Street provides 37 low income senior apartments;
- Six loft apartment units funded by NY Main Street are restricted to rents that are affordable;
- 75 units for veterans, seniors and working adults are proposed at Batavia Square; and
- The City, utilizing CDBG Housing funds, has renovated multiple homes for low to moderate income households in the DRI target area.

C. Commercial and Main Street Businesses, including affordable food markets: The DRI Target Area includes the traditional, historic Main Street Corridor and Downtown area which hosts more than 100 retailers, offices, services and restaurants. Over the last twenty years the Downtown has attracted more than 10 new restaurants which has energized the Downtown and created activity in the evening hours.

In addition, Save-A- Lot grocery store is an affordable food market in the center of Downtown. Between spring and summer the Downtown Public Market offers fresh produce, baked goods and specialty items from local farmers. Food stamps are accepted at the Public Market.

D. Multi-modal transit and Walkability/Bikeability: See section 1. Boundary, which outlines transit and multi-modal opportunities in the DRI target area.

E. Accessible Recreation Amenities, Parks and Gathering Spaces: The DRI Target area has multiple recreational opportunities within walking distance:

- Jackson Square is an alley in the center of Downtown converted into an outdoor entertainment venue hosting 10 or more summer concerts;
- Austin Park is a small 6 acre park providing playground equipment and the City's Spray Park
- Centennial Park is a larger 14 acre park on the northern border of the DRI offering green space and passive recreational opportunities such as running, walking and sledding.



**Jackson Square was formerly an alley converted into an outdoor music venue offering 10 summer concerts annually.**

F. Access to Health Care Facilities: Unlike other health care facilities throughout the Finger Lakes, United Memorial Medical Center (Rochester Regional Health) has been committed to reinvesting in the City Center and being accessible to people of all ages and income groups. Its main campus is less than a mile from the DRI Target Area and its Board has recently invested more than \$20 million (see Table 1) for a new surgical center and another \$6.5 million for a cancer infusion center which opened this year. There is also an Urgent Care facility at 16 Bank Street in the center of Downtown. Offices of Health Care practitioners are located at the main campus and throughout downtown.

G. Cultural and Entertainment Amenities in the DRI include:

- Jackson Square
- The GO Art! Cultural Center is located in the Center of Downtown and features local artists in its galleries and holds cultural programs at the facility on a regular basis.
- Batavia Showtime operates two first run movie theatres
- Batavia Players has a regional theatre in the Harvester Center for the Performing Arts, and offers between 14 – 18 shows with multiple performances each season.

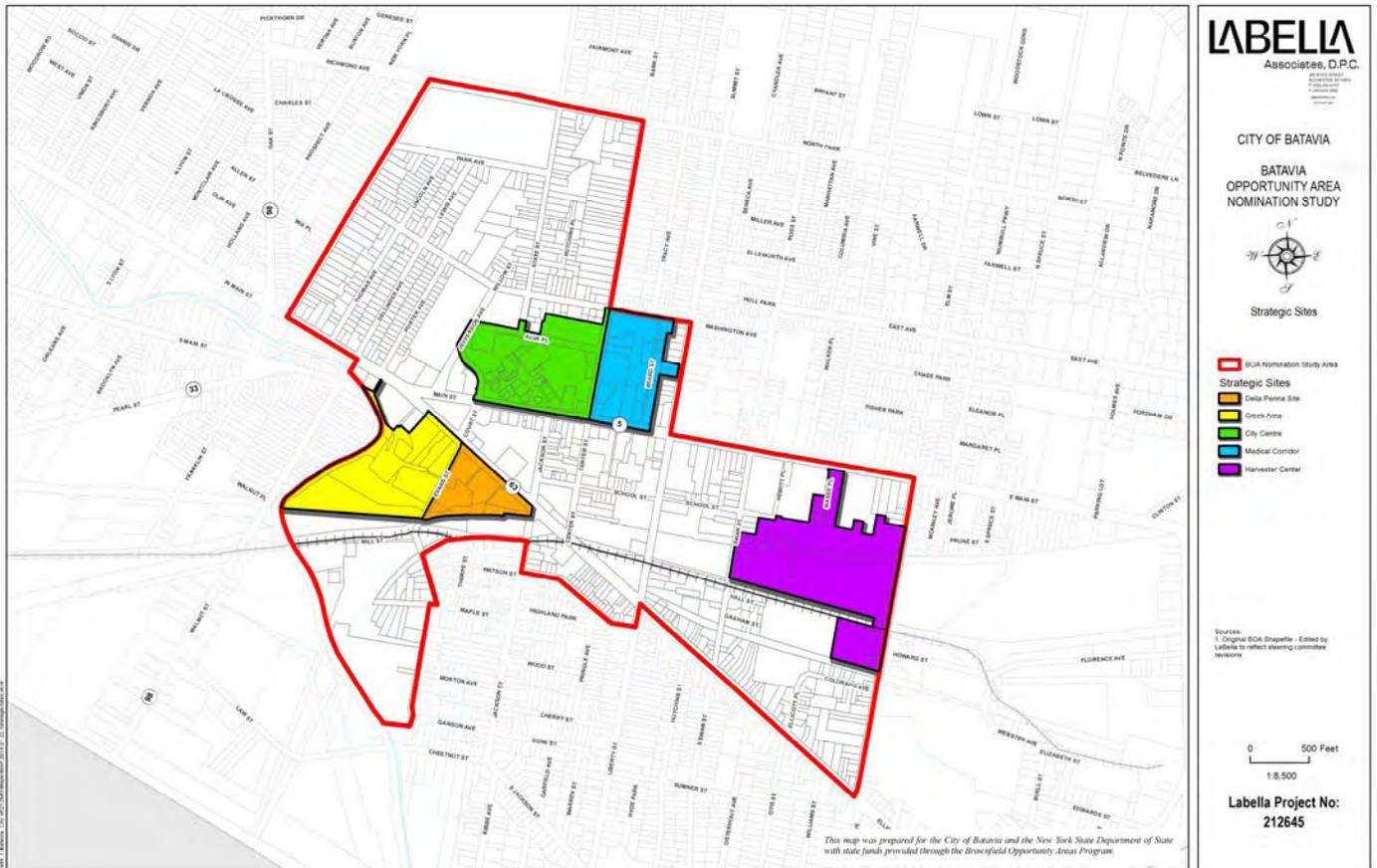
H. Broadband Accessibility: Time Warner Cable offers residential and business class high speed broadband throughout the Downtown District. Empire Access is a new entrant into the broadband market providing internet access to Downtown.



**GOArt! is a Downtown cultural anchor in Batavia's oldest commercial structure.**

**Our potential**

Five strategic brownfield sites are highly visible and represent priority blighted areas to address. Unique loft spaces may be developed at vacant factory sites and superblocks may be returned to a traditional, pedestrian friendly scale. The Ellicott Trail, a 4.3 mile planned pedestrian trail, is slated to begin construction in 2017 that will stretch through the Batavia Opportunity Area offering a transportation alternative in the City which serves as the County’s current employment center. Public gathering places exist but appear tired; with a minor amount of investment each could be returned to vital civic centers. Low income senior housing is primarily offered in downtown due to the service conveniences; however the current portfolio of proposed redevelopment projects offer a variety of housing products to welcome veterans, disabled residents, young professionals and retirees to live downtown that will spur a more dynamic, around the clock economy. Both market-rate and affordable housing is necessary to respond to market pressures. The proposed projects and investments will be facilitated with a firm commitment to best practices in urban planning in order to correct challenges experienced from generations passed.



BOA Strategic Sites

# POLICIES TO ENHANCE QUALITY OF LIFE

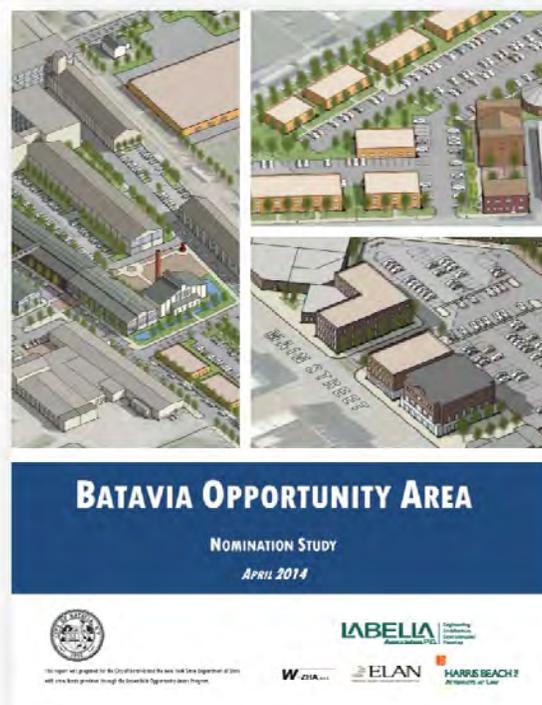


## 6. POLICIES TO ENHANCE QUALITY OF LIFE

The City of Batavia leadership has become very aggressive in creating and adopting new policies that will improve the quality of life in the City. Most recent, an unprecedented policy was instituted March 2016, coined Batavia's Pathway to Prosperity. This collaborative five partner effort will address poverty and enhance quality of life through a fund established specifically to invest within the Batavia Opportunity Area. All taxing jurisdictions, in cooperation with local economic development agencies, agreed to repurpose a portion of PILOT payments to match private investments that will address downtown blight and offer new job and housing opportunities in the City's most distressed areas. Additional policies and plans are outlined below.

### A. Downtown Planning:

- The **Batavia Opportunity Area Plan** was completed in 2014 under the NYSDOS Brownfield Opportunity Areas Program. Five strategic sites were chosen to focus on for planning and future development. Illustrative plans based on a market analysis were prepared for each site and marketed to developers in a Developers' Forum. As a result all five of the Strategic Sites have actual development proposals in place that the DRI funding could advance to construction. *Please see the attached summary of the BOA Strategic Sites attached.*



**The Batavia Opportunity Area Plan has guided  
Downtown economic development efforts**

- A **Community Improvement Plan** was completed using CDBG Planning funding and focused on a detailed market analysis of the Main Street district as well as programs to assist adjacent distressed neighborhoods.

- The **BID Downtown Development Plan** provides market information on the Downtown's primary and secondary trade areas as well as potential buildings and sites available for development.
- The **BID Downtown Design Guidelines** provide design review standards for buildings that receive BID Façade funding.
- The City is updating its **Comprehensive Plan** that will be followed by a comprehensive update of its **Zoning Ordinance** which may include Form Based Zoning for the Downtown District. *Please see attached information on the Comprehensive Plan.*
- The **City's award winning Strategic Plan** emphasizes vibrant, livable neighborhoods facilitating public engagement with community members of all ages, encouraging beautification efforts that create pride and sustainability and promoting diversity of cultural and recreational activities. While resources have been limited to underwrite these initiatives, the DRI may well advance these policies, too.

#### B. Modern Zoning and Parking Standards

- After the last Comprehensive Plan was completed in 1997 the City updated the Zoning Ordinance to fix some urban renewal blunders and misplaced suburban zoning in its laws:
  - Permitted upper floor apartments in the C-3 Downtown district
  - Adopted Design Guidelines, codified in the Zoning Ordinance, for the C-3 Downtown District to require Design Review
  - Adopted a Historic Preservation Ordinance
  - Permitted 100% lot coverage
  - Eliminated parking requirements for Downtown development
- Form Based Codes are being considered for Downtown in the upcoming Zoning Code update

C. Management Structure: A Business Improvement District formed in 1998 and was expanded in 2005 and employs a Downtown Manager. The BID assessment helps to pay for streetscape improvements downtown as well as downtown events and the manager position.

#### D. Complete Streets:

- As part of a recent reconstruction project on Route 63 bike lanes were installed on Ellicott Street in the DRI target area.
- As part of the 2005 Route 5 reconstruction project corner bump outs, new sidewalks, enhanced streetscapes and landscaped medians were installed on Main Street to calm traffic and make the Downtown pedestrian friendly.
- As part of the TEP project on Ellicott Street, bump outs, new sidewalks and enhanced streetscapes were installed.
- All one way streets Downtown (another urban renewal mistake) were made two way streets in the late 1990s to both calm traffic and promote economic development.

E. Transit Oriented Development: While not labeled or marketed as “Transit Oriented Development” the City’s Zoning Ordinance and the BOA Plan all promote the C-3 Downtown District as the highest density mixed use district in Batavia that also hosts the Batavia Bus Service hub.

F. Land Banks: Before the Land Bank concept was initiated by New York State, the City of Batavia proactively marketed, sold and facilitated redevelopment of ten foreclosed properties in the Downtown district (see Section 10 infographic of before/after pictures of redeveloped foreclosed properties). The City is currently investigating a quintuple land bank partnership with Genesee, Livingston, Orleans and Wyoming Counties.



**The reconstruction of Main Street (Route 5) included traffic calming and context sensitive design solutions**

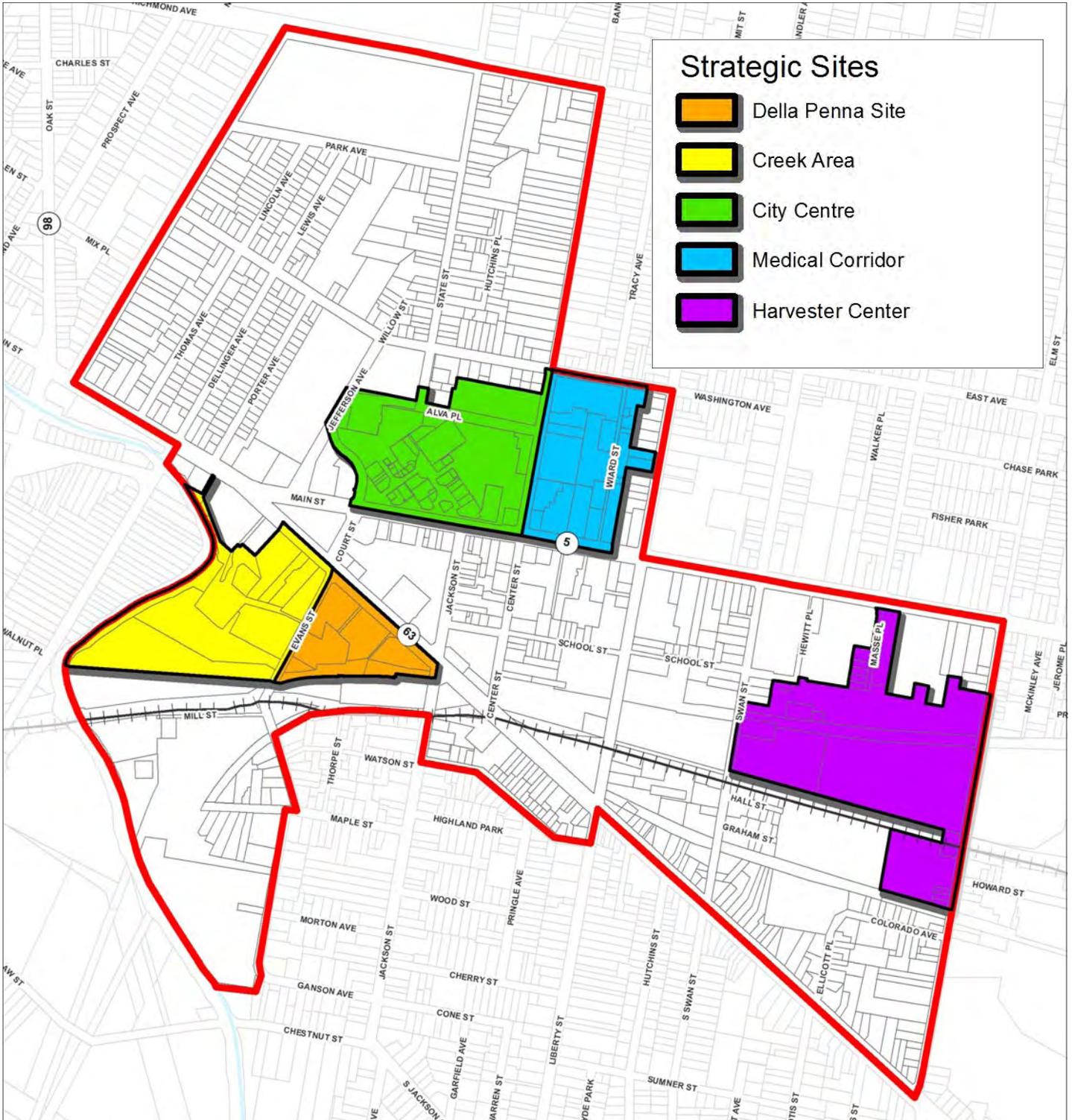


*The Batavia Opportunity Area will strive to be a sustainable, mixed use urban center that will embrace and celebrate its history and natural resources by creatively revitalizing properties for new uses in a new economy*



# BATAVIA OPPORTUNITY AREA

# Strategic Sites



# City Centre / Medical

## Redevelopment Concepts

- **Break up “super block”** between Bank and Jefferson Avenue by extending Jackson Street north through the site.
- **Re-establish “street wall”** on Main Street and Bank Street by introducing multi-story, well designed structures up to the sidewalk.
- Continue the process of **turning mall “inside out”** started on Main Street by introducing facades on all storefronts.
- **Tie City Centre together with the Medical Campus** via alignment of parking lot entrances and traffic calming of Bank Street.
- **Maximize use of City Centre property** by re-organizing parking layout and minimizing concourse space.
- **Improve Circulation and Parking** to support redevelopment plans.

## Targeted Uses

Attraction: Financial Companies, Regional Headquarters, Restaurants, Niche Retail, Home Furnishings Retail, Government Uses, High End Housing

Retention: Medical/Health Care, Professional Services, Retail

Niche Industries: Hotel/Inn



# Della Penna

## *Redevelopment Concepts*

- **Re-purpose site from industrial to mixed use commercial**
- **Establish street wall on Ellicott Street** with multi-story mixed use buildings compatible with Downtown Design Guidelines.
- **Coordinate parking and circulation** with adjacent office development west of property.
- **Develop Ellicott Trail** on former Erie Railroad bed.
- **Create an urban mixed use commercial campus.**

## *Targeted Uses*

Attraction: Home Furnishings Retail, Financial Companies, Restaurants, Government Uses, Specialty Trade Contractors, Housing

Retention: Medical/Health Care, Professional Services



**LABELLA**  
Associates, P.C.

DELLA PENNA



**BOA**

REDEVELOPMENT OPTIONS

**LEGEND**

EXISTING BUILDING

NEW BUILDING

EL LICOTT TRAIL

RAILROAD SQUARE



# Harvester Center

## Redevelopment Concepts

- **Improve circulation and parking** with the introduction of additional internal streets and parking areas.
- **Right Size the facility** by demolishing select buildings to provide space for parking, green space, circulation and new development.
- **Create a mixed use Campus** with loft housing, offices and retail on the north side of the site; move heavier industrial uses to the south side of the building over time.
- **A new Erie Boulevard Complete Street** on the former Erie Railroad ROW that includes sidewalks, streetscape elements, enhanced pedestrian crossings and parallel parking.
- **Re-purpose Ward Plow Site** on Swan for new commercial development; save historic structures if feasible.

## Targeted Uses

Attraction: Machinery Manufacturing, Food Manufacturing, Furniture Manufacturing, Warehousing - Durable Goods, Loft Housing, Professional Office, Restaurants, Retail

Retention: Fabricated Metal Processing, Warehousing - Non Durable Goods

Niche Industries: Artisans



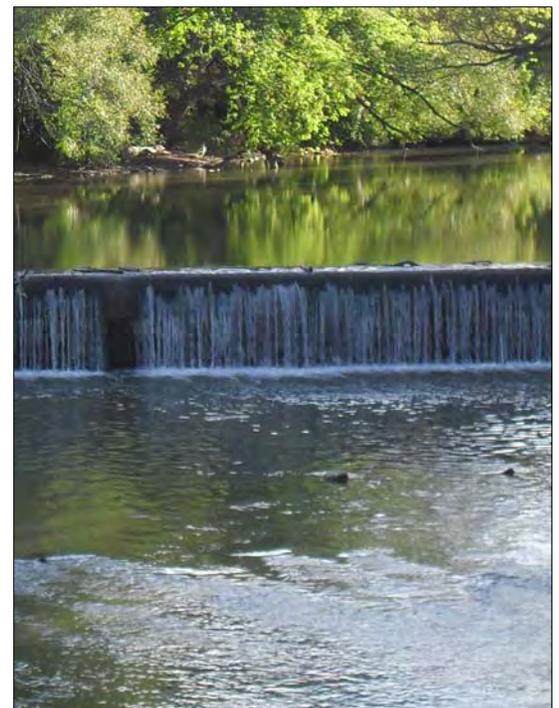
# Creek Area

## Redevelopment Concepts

- **Reclaim access to the Tonawanda Creek** by implementing a modified Creek Park Plan that includes trails connected to the Ellicott Trail and a great lawn for passive recreation.
- **Regain lost space** by reorganizing parking, utilizing vacant properties and re-aligning a formal Rectory Drive between Ellicott and Evans Street.
- **Provide shared parking** to support Genesee County offices, the Ice Rink and new development.
- **Context sensitive development** that is compatible with Courthouse Historic District.

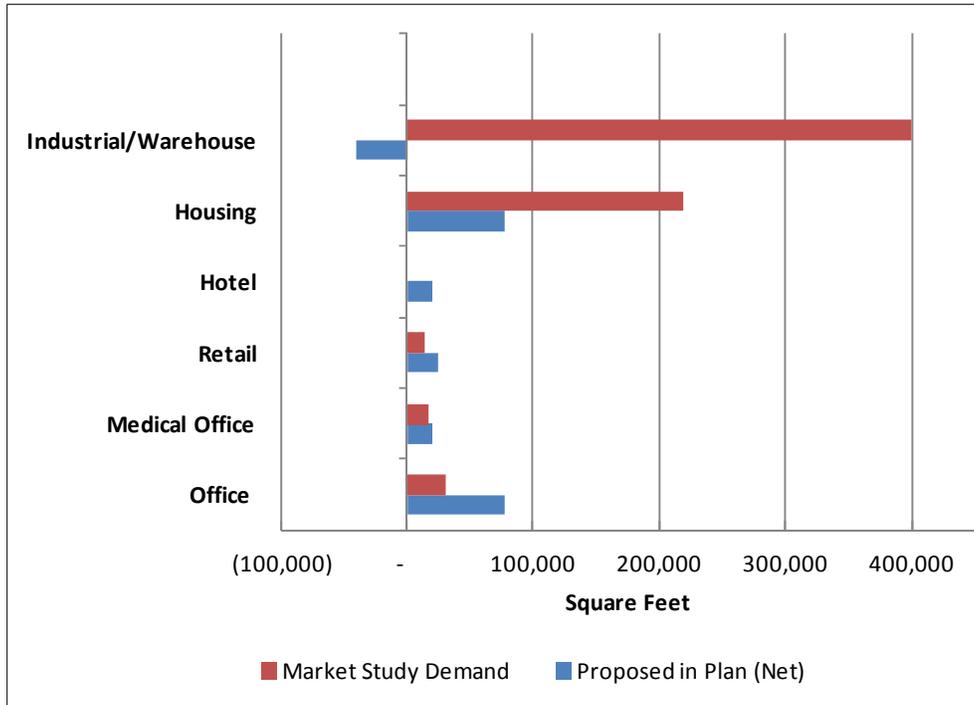
## Targeted Uses

Attraction: Restaurants, Professional Offices, Government Uses, Housing, Recreational Uses



# Economic & Market Profile

## BOA Real Estate Market



## BOA Industry Targets

Industry	2011		
	Employment	Total Wages	Average Wage
<b>CURRENT STRENGTHS</b>			
Local Government	4,467	\$ 161,616,578	\$ 36,180
Machinery Manufacturing	649	\$ 38,014,929	\$ 58,575
Federal Government	602	\$ 35,019,948	\$ 58,173
Food Manufacturing	570	\$ 26,517,253	\$ 46,521
Furniture and Home Furnishing Stores	97	\$ 3,819,666	\$ 39,378
<b>EMERGING STRENGTHS</b>			
State Government	591	\$ 32,008,395	\$ 54,160
Specialty Trade Contractors	494	\$ 22,800,100	\$ 46,154
Food Services and Drinking Places	1,582	\$ 21,180,232	\$ 13,338
Membership Organizations	476	\$ 5,244,425	\$ 11,018
Management of Company and Enterprises	99	\$ 4,523,658	\$ 45,694
Electronics and Appliance Stores	57	\$ 1,982,532	\$ 34,781
Securities and Commodity Contracts	25	\$ 1,492,203	\$ 59,688
Sporting Goods, Hobby, Book and Music Stores	86	\$ 1,228,221	\$ 14,282
Furniture and Related Product Manufacturing	30	\$ 993,855	\$ 33,129
<b>RETENTION TARGETS</b>			
Amusement, Gambling and Recreation Industries	861	\$ 12,481,154	\$ 14,496
Fabricated Metal Product Manufacturing	488	\$ 25,736,784	\$ 52,739

## ***Emerging Themes: Downtown***

The Comprehensive Plan process included several types of public outreach including one-on-one interviews, focus groups and a day-long open house. During the open house, the project team displayed maps and concepts and invited the several dozen residents and business owners who attended to provide their feedback. Based on this information as well as a review of existing planning materials and knowledge of current development in Batavia, the following themes emerged:

- Downtown Batavia is generally underutilized and has significant potential. The City should invest in downtown and leverage the private investment—already occurring on Main Street and on surrounding blocks—with public dollars and commitment.
- The City contains an excessive amount of surface parking, particularly in the downtown areas. The parking lots behind City Hall are prime sites for infill development.
- The City and private sector should promote the development of the YMCA/UMMC (Hospital) site as a healthy living campus to serve all of the City’s residents regardless of age, income level or other need.
- Although Batavia was not spared loss from urban renewal in the mid-20<sup>th</sup> Century, downtown does contain several blocks of architecturally significant buildings. Many if not all of the vacant or underutilized buildings will require investment and renovation in order to be habitable.
- Downtown is primed for additional upper-story development. The supply of quality residential apartments in the walkable “core” of Batavia is not meeting current demand.
- Participants identified Jackson Square is an example of a successful downtown block that could be replicated with additional investment.
- Many residents have expressed a desire for a small boutique hotel in Batavia, as the only lodging options are currently chain hotels near the Thruway exit.
- Batavia City Center—the downtown mall—is in serious disrepair and does not serve an economic or community purpose. Many residents have also expressed a desire for the mall to be either redeveloped as a health-care cluster or demolished and rebuilt at a higher density with a mix of uses. The latter concept, while a longer-term project, could also introduce the possibility of reintroducing a more traditional street grid, enabling improved pedestrian, bicycle and vehicular circulation.
- Additional funding for events in downtown to attract a wider variety of visitors from beyond the local tourism “catchment area” could benefit the health and vibrancy of downtown as well.
- Potential uses for underutilized downtown buildings include a coffee house, brewery (one of which is already being developed by a local investor), a theater or other cultural center and locally-owned restaurants and retail.

# POVERTY REDUCTION



## 7. POVERTY REDUCTION

Poverty in the City of Batavia is real, more than one-fifth of residents city-wide and 1 of 3 children under the age of 18 are living below the poverty line. Batavia City School District reports 53% of the students qualify for free or reduced lunches. The City of Batavia also received the highest z-score, an economic distress indicator, largely due to its 20.8% poverty rate overall and its median family income of \$38,011, both substantially worse than the regional averages of 11.9% and \$53,143 respectively. The Batavia Opportunity Area represents the most distressed census tracts covering the central business corridor and nearby neighborhoods. Some current, alarming Census statistics underscore the seriousness of poverty in the City:

- Between 2000 and 2014 the percentage of individuals living in poverty increased from 12.3 percent to 22.2 percent in the City of Batavia. This represents a numerical increase from 1,858 individuals to 3,274 individuals.
- The percentage of children under 18 living in poverty *more than doubled* from 16.5 percent to 34.9 percent or an increase from 615 children to 1,040 children.
- The majority of City residents, 51.99 percent, live in low to moderate income households

The poverty statistics are even more alarming for neighborhoods within the proposed DRI target area. As part of the BOA plan, consultants prepared a *Focused Neighborhood Analysis* of the specific neighborhoods using 2010 Census block level data and found the following for the two neighborhoods known as the Harvester Neighborhood and Downtown Neighborhood:

- Median Household Income (City MHI \$37,522, County MHI \$49,750) :
  - Harvester: \$12,273
  - Downtown: \$28,857
- Percent of Households Living Below Poverty (City 20.5%; County 11.9%):
  - Harvester: 59.5%
  - Downtown: 28.9%

These statistics demonstrate that the City cannot ignore the poverty and low income populations as part of the DRI Strategy. Fortunately, some programs already exist to assist those in poverty in the key areas of housing, transportation, healthcare and access to food and jobs:

- Transportation: The Batavia Bus Service is available throughout the City and it provides a loop service to Genesee Community College in the Town as well as to other areas in the Town of Batavia. The service's hub is Downtown Batavia so low income individuals have multiple sites they can access the service. A Dial A Ride service is also available for "on demand" services for those that need to be picked up.
- Housing: The City of Batavia has rehabilitated 37 single family owner occupied homes where low to moderate income residents reside. The City's efforts are complemented by the Genesee Valley Rural Council's housing rehabilitation funding for very low income individuals.

- **Healthcare:** United Memorial Medical Center operates an Urgent Care Center in the DRI Target Area and its main campus is less than a mile from the DRI Target Area.
- **Access to Food:** Save-A-Lot is in the center of the DRI Target area offering affordable groceries and the Downtown Public Market offers fresh produce and baked goods three seasons of the year.
- **Access to Jobs:** As Batavia is a small City that is served by a good public transportation service, low income residents in the DRI Target Area without a car can access all places of employment in the City and Town of Batavia.
- **Workforce Training:** Both the Genesee County Career Center and the County Department of Social Services provide low income workers with job training using federal workforce grant funds.
- **Veteran Support:** In 2015, Veterans One Stop Center of WNY opened an office in Batavia in the DRI to serve the needs of the County's more than 4,000 veterans. Housing aid has been the primary service provided to veterans and their families since the center opened 7 months ago.
- **Youth Needs:** The City Police Department, Youth Bureau and City School District are kicking off a joint initiative, Successful Outcomes for Kids (SOKs) designed to keep at risk students (beginning in 4th grade) in school and out of trouble.



**Additional funding for low housing rehabilitation would help to address poverty in the City.**

However, more can be done to help reduce poverty in Batavia and specifically in the DRI Target Area. Some potential programs to address poverty utilizing DRI funds could include:

- Funding for housing rehabilitation for all types of housing. While the City has helped 37 low to moderate income homeowners using CDBG funding, there is a waiting list of more than 20 households that is growing. Similarly, because of the complexity of CDBG regulations rental units that need updates are not being addressed. Therefore funding for single family and multi-family homes would be helpful in assisting low income individuals;
- Funding for Micro-enterprises owned by low to moderate income households or employ low to moderate income employees
- Infrastructure upgrades throughout the DRI Target Area to increase the capacity, reliability and fire flows for low income neighborhoods.
- Funds to attract business development downtown to increase employment opportunities for low income DRI residents.
- An expanded and improved Public Market to offer fresh produce and other goods in a weather protected environment.
- Funding to support Healthy Living Campus which will include additional exercise, wellness and childcare programs above and beyond what both UMMC and the YMCA offer already to low income individuals and seniors.
- Additional Workforce Training Funding to allow Genesee Community College's BEST Center to have a satellite office within the DRI Target Area especially for emerging businesses locating in the DRI.

The Batavia Pathway to Prosperity initiative will provide the greatest impact to reduce poverty where local leaders have proactively agreed to repurpose future tax dollars in order to foster private investments that will reinvent blighted areas, increasing property values and presenting new job and housing opportunities. However, the fund is not capitalized until projects commence, projects do not begin unless they are viable and fully funded. Low market rents coupled with extraordinary and complex brownfield redevelopment expenses do not support multi-million dollar investments having little or no return.

For example Ellicott Station, a proposed 72,000 square foot mixed-use development could house 150 retail, administrative and professional jobs onsite, easy walking distance from affordable housing. The abandoned brownfield site now negatively impacts property values within half a mile, does not have any income producing activities and illustrates blight and disinvestment validating despair.

The DRI will close project funding gaps, increasing project feasibility and provide certainty for private investors to move forward. Batavia's emerging historic retail district, high traffic counts, visible site, national trends for urban revitalization, nearby STAMP investments and proven urban core redevelopment successes in Rochester and Buffalo have piqued the interest of developers serving as a perfect storm for Batavia's downtown revitalization initiatives to reverse poverty and disinvestment trends.

# LOCAL SUPPORT



## **8. LOCAL SUPPORT AND CAPACITY TO EXECUTE**

### ***Leadership and Implementation Plan for DRI Resources***

The City of Batavia is committed to implementing the DRI funds with an organized, inclusive and strategic approach based on results. Implementation will be based on the following framework:

1. Strategic Management Structure: The City of Batavia staff, led by City Manager Jason Molino, will partner with Julie Pacatte, BDC Executive Director, for the overall DRI Program Management Team responsible for leadership, allocation of resources, project performance and communications with the NY State DRI staff, steering committees and other involved agencies. The team will manage the program and any staff from the City or consultants involved in implementation of specific elements of the DRI as shown in the chart below.
2. Inclusivity: The DRI Steering Committee will include key individuals from the City, School District, Downtown, State and County as well as representatives from target area businesses, non-profits and neighborhoods. The Steering Committee will provide guidance for evaluating and prioritizing projects while ensuring that projects are meeting the objectives and goals of the DRI Plan.
3. Implementation Teams: The Program Management Team will organize implementation teams that may include key City staff, business leaders, community members and other stakeholders that can facilitate implementation of projects.
4. Metrics and Reporting: The Batavia Development Corporation will prepare regular project tracking reports that include:
  - Project Name
  - Project Summary
  - Total Investment – Total Project Costs and Funding
  - Schedule, Milestones Reached
  - Job Creation/Retention and/or Individuals Assisted
  - Other Economic or Community Development Impacts



### ***Program Manager Qualifications***

Julie Pacatte is the Economic Developer for the Batavia Development Corporation which is a Local Development Corporation involved in economic development in the City of Batavia. Julie has dedicated her last five years to the revitalization of the City of Batavia, NY. She has managed more than \$1,200,000 in Main Street renovations and facilitated another \$1,000,000 in small business development programs, training and lending. In 2015, her organization increased budget responsibilities nearly 10 times by securing multiple grants to advance community change.

Last fall, Julie introduced a new restaurant incubator concept to address an annual Genesee County eating and drinking sales leakage of \$12,000,000. freshLAB will open Fall 2016 anchored by the Batavia Brewing Company and two other start-up restaurants. Research-directed and imperative, the initiative has a commitment to regional ingredient sourcing, on-going business programming and coaching by industry mentors to be provided in turn-key space on Main Street.

Julie also helped manage the Batavia Opportunity Area study and implementation to return brownfield sites into valuable and thriving downtown destinations. Julie has been asked to lead this change in partnership with City and County representatives, the Genesee County Economic Development Center and business community. To-date the team introduced an unprecedented Batavia Pathway to Prosperity local investment program and inked a \$17,000,000 development agreement to return three acres in the city's central corridor to a high caliber mixed-use destination to include entertainment, commercial space and housing. Four other strategic sites are moving forward at varying paces with nuances to each.

Prior to her time in western New York, Julie coordinated the State's Empire Zone program, Julie coalesced community leaders in their advocacy efforts and represented economic development affairs from tourism to agriculture. Her early career started in the private sector managing multi-million dollar real estate assets and participating on project teams to reposition neighborhood shopping plazas, introduce new master-planned second home communities and launch a sports and leisure company in the mid-Atlantic.

### ***Community Support***

Support letters and local news article on the project follow.



**Batavia has a history of working together to improve the community.**



BATAVIA DEVELOPMENT CORPORATION

June 8, 2016

Downtown Revitalization Initiative Selection Committee  
C/O Vincent Esposito, Executive Director  
Finger Lakes Regional Economic Development Council  
400 Andrews Street, Suite 300  
Rochester, NY 14604

Dear Mr. Esposito:

On behalf of our unprecedented relationship and policies, we express our enthusiastic support for the City of Batavia's **Bet on Batavia** downtown revitalization grant application. The State's \$10,000,000 commitment will be mobilized by our cooperative leadership and local investments.

Collectively, we have created a policy and started a fund to repurpose real property tax dollars in order to further leverage private investment in the most distressed areas of our City. We must address the emerging poverty cycle and lingering blight in Batavia by providing new opportunities and hope to our residents.

Statistics show more than 53% of the Batavia City School students now qualify for free or reduced lunch. The Genesee Finger Lakes Regional Planning Council also reported 1 of 3 children in the City of Batavia under the age of 18 are living below the poverty line. The City of Batavia also received the highest z-score, an economic distress indicator, largely due to its 20.8% poverty rate overall and its median family income of \$38,011, both substantially different than the regional averages of 11.9% and \$53,143 respectively. The City of Batavia socio-economic issues directly correlate to the City of Rochester statistics which have recently become mission-critical with heightened awareness.

We are proud of the progressive approach and recent extraordinary State investment into our County. Now, it's prime time we redirect energies to bolster our civic core.

Genesee County leadership is united for success and ready to accelerate a much-desired transformation in the City of Batavia. Winning the Downtown Revitalization Initiative support would transcend our community into a vibrant future, one that a decade ago seemed unimaginable.

Again, we are passionate and eager to revitalize our downtown in partnership with New York State.

Sincerely,

Raymond Cianfrini, Chairman  
Genesee County Legislature

Eugene Jankowski Jr., President  
Batavia City Council

Patrick Burk, President  
Batavia City School Board

Paul Battaglia, Chairman  
Genesee County Economic Development Center

Ramon Chaya, President  
Batavia Development Corporation



MICHAEL H. RANZENHOFER  
SENATOR - 61ST DISTRICT

CHAIRMAN  
COMMITTEE ON CORPORATIONS  
AND OTHER GOVERNMENT COMMISSIONS  
LIBERTY MAJORITY LEADER  
FOR ECONOMIC DEVELOPMENT

THE SENATE  
STATE OF NEW YORK  
ALBANY

✓ 400 MAIN STREET  
SUITE 4  
WILLIAMSVILLE, NEW YORK 12221  
(518) 431-6695  
(585) 451-0322  
(518) 431-4321 FAX  
LEGISLATIVE OFFICE BUILDING  
ROOM 609  
ALBANY, NEW YORK 12247  
(518) 455-3161  
(518) 426-6963 FAX  
778 GENESEE STREET  
ROCHESTER, NEW YORK 14611  
E-MAIL: RANZEN@NYSenate.GOV

June 8, 2016

Mr. Jason Molino, City Manager  
City of Batavia  
One Batavia City Centre  
Batavia, NY 14020

Dear Manager Molino,

It is my understanding that the City of Batavia is applying for the State's Downtown Revitalization Initiative (DRI) competition. I fully support this application.

The DRI program would allow the City to address blight, poverty and leverage extraordinary investments already made in Genesee County to create new industry and job opportunities. Batavia's ability to leverage DRI program dollars into major private sector investment makes them the best city for this investment. The funds from the DRI would help to increase the quality of life for residents and businesses. A more vibrant downtown will draw more people to live and work in the community and stimulate more and diverse job opportunities within the City that will be more accessible to low-income household workers. Batavia's DRI will be led by a collaborative and united leadership team to accelerate Batavia's transformation into a more vibrant community.

With the recent success of our region to attract 1366 Technologies, a solar wafer manufacturer, to the WNY STAMP Park in Alabama and the Ag-Park in Batavia, the City needs to be ready as a vibrant downtown to attract millennials. They also need to provide an attractive place for boomers, seniors and low income families to all co-exist in a healthy walkable downtown center.

As the Senator representing the residents of Genesee County, I fully support the City of Batavia's application. If you have any questions, or would like to discuss this matter, please do not hesitate to contact me.

Very truly yours,

MICHAEL H. RANZENHOFER  
State Senator-61<sup>st</sup> District

MHR/gno

COMMITTEES  
Ways and Means  
Agriculture  
Insurance



RANKING MINORITY MEMBER  
Veterans' Affairs Committee

THE ASSEMBLY  
STATE OF NEW YORK  
ALBANY

**STEVE HAWLEY**  
Assistant Minority Leader  
Assemblyman 139<sup>th</sup> District  
Genesee, Orleans, and Monroe Counties

June 8, 2016

Mr. Jason Molino, City Manager  
City of Batavia  
One Batavia City Centre  
Batavia, NY 14020

Dear Mr. Molino:

I am writing in support of the application that the City of Batavia, Genesee County, has submitted requesting ten million dollars in funding through New York State's Downtown Revitalization Initiative (DRI).

It is my understanding DRI is intended to help "one" downtown in the Finger Lakes Region to transform into a vibrant community where tomorrows workforce will want to live, work and raise families. The requested funding would be used to move Batavia to the next level of its Downtown Revitalization program along with advancing economic and community development projects throughout the Downtown.

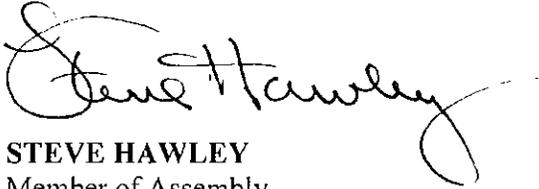
This program would address blight, poverty and leverage extraordinary investments already made in Genesee County to create new industry and diverse job opportunities. This funding would also build upon the public investments made by the City, BID, BDC and the State of NY over the last two decades. DRI funds would advance major projects within the City of Batavia, multimillion dollar initiatives in the pipeline for new construction or redevelopment catalyzing investments.

A vibrant downtown would attract millennial and baby boomers to live and work triggering a more dynamic and thriving economy. A revitalized downtown would also generate additional property and sales tax revenue. The DRI would help implement recommendations for the

Batavia Opportunity Area Plan. The DRI would be led by a collaborative and united leadership team driven to accelerate Batavia's transformation into a more vibrant community.

Therefore it is without hesitation, that I give my full support to the City of Batavia's request for funding through DRI. If you have any questions, please do not hesitate contacting my office.

Sincerely,

A handwritten signature in black ink that reads "Steve Hawley". The signature is written in a cursive style with a large, looping initial "S".

**STEVE HAWLEY**  
Member of Assembly

SMH:esb

## BATAVIA DEVELOPMENT CORPORATION

---

One City Centre  
Batavia, NY 14020

Office: 585-345-6380  
Fax: 585-343-8182  
[www.BataviaDevelopmentCorp.org](http://www.BataviaDevelopmentCorp.org)

June 10, 2016

Mr. Jason Molino, City Manager  
City of Batavia, NY  
One Batavia City Centre  
Batavia, NY 14020

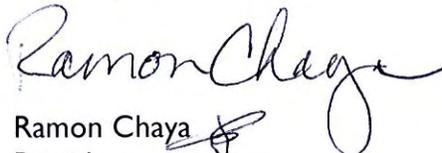
Dear Jason:

The Batavia Development Corporation is in full support of the City's Downtown Revitalization Initiative and efforts to compete for a \$10,000,000 State grant. It would be truly momentous if Batavia were the winning community.

As you know, we have as variety of projects at the gate which require gap financing to advance. Securing these resources and dedicating the focus to our most troubled areas of the City would have extraordinary impacts. As a lifetime Batavia residents, I have not witnessed or experienced such momentum and believe our planning could soon pay-off as a more vibrant future for generations to come.

We are grateful for the collaboration and support of the many State, local and industry partners to achieve our success. Together, we will surely accelerate and sustain the City's renewal trajectory.

Sincerely,



Ramon Chaya  
President



June 8, 2016

Jason Molino, City Manager  
City of Batavia  
One Batavia City Centre  
Batavia, NY 14020

Dear Manager Molino:

I am writing to support the City of Batavia's application for the State's Downtown Revitalization Initiative (DRI) competition.

Batavia's ability to leverage DRI program dollars into major private sector investment makes them the best city for this targeted investment. With the leveraged investment from the DRI blighted property and poverty will be addressed within the city. Not only will the DRI stimulate new job opportunities, but the diversity of these jobs will make them more accessible to low-income workers.

The City of Batavia plans to build upon public and private sector investments made in the region over the last two decades utilizing DRI funds to advance major projects within the City of Batavia. Currently, there are a number of multimillion dollar initiatives, in the pipeline for new construction or redevelopment of strategic brownfield sites that will further catalyze investment.

With the recent success of our region to attract 1366 Technologies, a solar wafer manufacturer, to the WNY STAMP Park in Alabama and the Ag-Park in Batavia, the City needs to be ready as a vibrant downtown to attract millennials. They also need to provide an attractive place for boomers, seniors and low income families to all co-exist in a healthy walkable downtown center.

Therefore, it is without hesitation that I support the City of Batavia's application for the Finger Lakes Regional Economic Development Council DRI. I know that Batavia is prepared to manage dedicated resources that will advance transformative economic and community development projects throughout the Downtown. Please do not hesitate to contact me with any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "S. Hyde", written over a white background.

Steven G. Hyde  
President & CEO



**Batavia City Schools**  
Christopher J. Dailey, Superintendent of Schools

260 State Street, Batavia, NY 14020

Phone: (585) 343-2480 Ext. 1000

Fax: (585) 344-8204

Email: CJDailey@Bataviacsds.org

June 7, 2016

Jason Molino, City Manager  
City of Batavia  
One Batavia City Centre  
Batavia, NY 14020

Mr. Molino:

The City of Batavia is applying for \$10 million in funding through the State's Downtown Revitalization Initiative (DRI). The DRI is intended to help ONE downtown in the Finger Lakes Region to "transform into a vibrant community where tomorrow's workforce will want to live, work and raise families."

I fully support Batavia in this effort for the following reasons:

- Batavia's DRI program will address blight, poverty and leverage extraordinary investments already made in Genesee County to create new industry and job opportunities;
- The DRI will build upon and leverage the public investments made by the City, BID, BDC and State of New York over the last two decades;
- The project will advance major projects within the City of Batavia, multimillion dollar initiatives, in the pipeline for new construction or redevelopment that will further catalyze investment;
- DRI funds may improve the quality of life for all Batavia residents and businesses;
- A revitalized Downtown will generate additional property and sales tax revenue;
- A vibrant downtown will attract millennials and baby boomers to live and work triggering a more dynamic and thriving economy;
- The DRI will stimulate more and diverse job opportunities within the City that will be more accessible to low-income household workers;
- The DRI will help implement recommendations from the Batavia Opportunity Area Plan;
- Batavia's DRI will be led by a collaborative and united leadership team to accelerate Batavia's transformation into a more vibrant community.

Take Care of BCSD!

Christopher J. Dailey

**Patrick D. Burk**  
**123 North Spruce Street**  
**Batavia, New York 14020**  
**585-343-9721**

June 3, 2016

Downtown Revitalization Initiative Selection Committee  
City of Batavia  
One City Centre  
Batavia, New York 14020

Dear Committee Members,

I have been a resident of the City of Batavia for the past 36 years. My wife and I chose this community because of its wonderful neighborhoods, access the education and health care and the juxtaposition between Rochester and Buffalo. My upbringing was more concentrated in Rochester and my wife's was more in Buffalo. Since we had families in both metropolitan areas and also were familiar with resources and opportunities in both areas, Batavia seemed like a great place to be. We also thought this would be a wonderful city to bring up our 4 young children.

Recently I have been made aware of the Downtown Revitalization Initiative that is available for communities such as ours. The \$10 Million in funding would be so important in helping us turn the corner and develop a real downtown community center that would inspire greater employment opportunities, address our areas of blight and concern as well as enhance what is already being done by local investment in this area.

A vibrant and active downtown is the answer to many communities being able to have a new self-identity that includes more retail and greater shopping opportunities, includes and enhances quality of life issues as well as the arts and provides for a centerpiece of the community of which we can all be proud. It attracts millennials as well as baby boomers adding to property values and sales tax revenue. It also will be the catalyst for many new small retail businesses to be established and developed.

Batavia has a fantastic and growing arts community and we have a very nice downtown presence in the GO ART! Building. We are however, lacking in a performance space and this grant would help to establish an atmosphere where that space would be welcome and possible. Batavia already has a dynamic leadership team to oversee the implementation of this grant program, we have an exciting group of community volunteers that have worked hard to enhance our quality of life and provide new opportunities, but this grant would be the all- important instrument that would help us turn the corner and show real success in our downtown community. We are on the cutting edge of making this work and all that is required is the final push. I am hoping you will provide that push by selecting the City of Batavia as the recipient of the Downtown Revitalization Initiative.

Sincerely yours,



Patrick D. Burk

President of the City of Batavia Board of Education

**Batavia Business Improvement District**  
200 East Main Street, Suite 12  
Batavia, NY 14020



June 8, 2016

The Batavia Business Improvement District would like to offer its support for competing for the \$10 million in funding through the State's Downtown Revitalization Initiative (DRI). Because only one community will be chosen in our region, Batavia is a strong contender. Working with other organizations, the City has a plan in place and is ready to implement right away should we be awarded. As a community in economic distress, these funds would have more impact than any other community.

Having a strong, economically viable downtown is necessary to the survival of the entire community. It will help to address blight, poverty and leverage extraordinary investments already made in Genesee County to create new industry and job opportunities. The DRI will build upon and leverage the public investments made by the City, BID, BDC and State of New York over the last two decades. By creating a sense of place, the DRI will stimulate a revitalized downtown with additional property and sales tax revenue by the addition of diverse job opportunities.

Batavia is a community you can bet on being a winner!

Warmest regards,

A handwritten signature in cursive script, appearing to read 'Laurie Oltramari'.

Laurie Oltramari  
*Executive Director*



June 8, 2016

Re: Downtown Revitalization Initiative

To whom it may concern,

On behalf of the over 500 members of the Genesee County Chamber of Commerce, I would like to offer the Chamber's support for the City of Batavia's application for funding through the Downtown Revitalization Initiative.

The City of Batavia has already embarked on an aggressive and comprehensive plan to revitalize the downtown area. The plan will address poverty and blight, offer job opportunities and create a vibrant downtown that will attract both millennials and baby boomers alike to work and live. Awarding the \$10 million available through the state's Downtown Revitalization Initiative would be the tipping point to make this plan a reality.

The Genesee County Chamber of Commerce's mission is to help create an environment of success which will in turn enhance the quality of life for all the citizens of Genesee County. We are "Betting on Batavia" that this project - with the proper funding - has the potential to help fulfill this mission.

We respectfully request that the New York State Downtown Revitalization Initiative "Bet on Batavia" as well by awarding Downtown Revitalization Initiative funding for this project.

Sincerely,

*Tom Turnbull*

Tom Turnbull  
President  
Genesee County Chamber of Commerce



June 10, 2016

Freed Maxick CPAs, P.C.  
One Evans Street  
Batavia, New York 14020

Jason Molino, City Manager  
City of Batavia  
One Batavia City Centre.  
Batavia, NY 14020

Jason:

We are writing this letter in support of the Batavia Downtown Revitalization Initiative. As a firm that has an office located in the heart of Downtown Batavia, we are heavily invested in the community. Not only is our office located in Batavia, but many of our millennial employees are "Betting on Batavia" as they have chosen to relocate to the City, where many are beginning to start families. Over the decades we have witnessed the ups and downs of Downtown Batavia but we are truly excited for the current developments in the City as well as what is planned and what the opportunities are if this Downtown Revitalization Funding becomes a reality. As a firm that works with hundreds of local businesses across all sectors, we know that Batavia is on the verge of an economic development explosion and it is without question that the people and businesses of Batavia are more than ready to support the growth.

Although there are a lot of positives signs for Batavia, it is still undeniable that there are areas of blight and poverty within the City. This \$10,000,000 downtown revitalization grant will continue to advance major projects within the City of Batavia; million dollar projects and initiatives that are in the pipeline for new construction or redevelopment that will further catalyze investment. These projects will not only generate additional property and sales tax revenues but they will stimulate more and diverse job opportunities within the City that will be more accessible to low-income household workers while enhancing the quality of life for all Batavia residents and businesses.

One Evans Street  
Batavia, New York 14020  
585.344.1967  
Fax 585.344.4156

FREEDMAXICK.COM

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We have seen firsthand through our community involvement the amount of time and effort that has already been put in place through the collaboration of the City of Batavia, BID, BDC, GCEDC and New York State to develop a strategic plan to revitalize Batavia. There is no doubt in our mind that Batavia is ready to take the next step in economic development and that will be made a reality with the \$10,000,000 downtown revitalization grant.

Thank You,

*Freed Maxick CPAs, P.C.*

Freed Maxick CPAs, P.C.



Downtown Revitalization Initiative Selection Committee  
of Genesee County, NY  
Care Of: Mr. Vincent Esposito, Executive Director  
Finger Lakes Regional Economic Development Council  
400 Andrews Street, Suite 300  
Rochester, NY 14604

Dear Mr. Esposito,

It is my pleasure to submit this letter to you in support of The City of Batavia in their pursuit of downtown revitalization grant funding. I offer my sincere gratitude for the opportunity to provide my input.

Approximately seven years ago Habitat forged a progressive and forward thinking partnership with the City of Batavia to identify and rehabilitate foreclosed properties in the City that served as blight to the community at large.

At the time, we committed to moving toward a substantive approach to breaking the cycle of poverty housing for families with an eye on revitalization of distressed neighborhoods.

It was ( and continues to be) a relationship built upon mutual trust and a solutions based approach to a mutli-faceted, difficult problem.

It has proven to be transformative to both our capacity at Habitat to assist families and in improving downtown neighborhoods. On the Habitat level, we have received awards for this partnership from Habitat for Humanity of New York State for its innovation and success.

Through our partnership neighborhoods are revitalized, families are strengthened, and the local economy is bolstered. This grant opportunity can only assist those of us already working on anti-poverty initiatives within the City.

We continue to share the same vision as The City of high homeownership rates and addressing the housing crisis faced by low income families in our neighborhoods. Thriving families and a strong community is at the very heart of that shared vision.

For years the collaboration between Habitat and the City has put us both in the position of betting on one another. We bet on Batavia time and again, and it is a win for our families and our neighborhoods!

Best Regards,

Jessica Maguire-Tomidy  
CEO



## GENESEE COUNTY DEPARTMENT OF PLANNING

Felipe A. Oltramari, AICP, CNUa – Director

Derik A. Kane, CNUa – Senior Planner

Erin M. Pence – GIS Analyst

Laraine Caton – Planning Board Chairperson

---

June 9, 2016

Jason Molino, City Manager  
City of Batavia  
City Hall, One Batavia City Centre  
Batavia, NY 14020

Dear Mr. Molino,

On behalf of the Genesee County Department of Planning, I would like to express our support for the City of Batavia's application for the \$10 million in funding through the State's Downtown Revitalization Initiative (DRI).

The DRI is intended to tip the scales in favor of a community on the verge of success. Batavia will move to the next level of its Downtown Revitalization program if selected as the winning Finger Lakes community. Batavia is prepared to manage dedicated resources that will advance transformative economic and community development projects throughout the Downtown.

This project will provide many benefits including:

- Address blight, poverty and leverage extraordinary investments already made in Genesee County to create new industry and job opportunities;
- Build upon and leverage the public investments made by the City, BID, BDC and State of New York over the last two decades;
- Advance major projects within the City of Batavia, multimillion dollar initiatives, in the pipeline for new construction or redevelopment that will further catalyze investment;
- Improve the quality of life for all Batavia residents and businesses;
- Generate additional property and sales tax revenue;
- Attract millennials and baby boomers to live and work triggering a more dynamic and thriving economy;
- Stimulate more and diverse job opportunities within the City that will be more accessible to low-income household workers;
- Help implement recommendations from the Batavia Opportunity Area Plan.

Sincerely,

Felipe A. Oltramari, AICP

**TOWN OF BATAVIA**  
TOWN HALL  
**3833 WEST MAIN STREET ROAD**  
**BATAVIA, NEW YORK 14020-9402**

*Gregory H. Post, Supervisor*  
*Daniel G. Underhill, Deputy Supervisor*  
*Patti Michalak, Councilwoman*  
*Sharon White, Councilwoman*  
*Chad Zambito, Councilman*

PHONE: (585) 343-1729  
FAX: (585) 343-8461  
TDD: 1-800-662-1220

*Teressa M. Morasco, Town Clerk*  
*Thomas Lichtenthal, Highway. Sup't.*  
*Michael Cleveland, Town Justice*  
*Thomas Williams, Town Justice*

www.townofbatavia.com  
FOUNDED 1802

June 8, 2016

Mr. Jason Molino, City Manager  
City of Batavia  
One Batavia City Centre  
Batavia, NY 14020

Dear Mr. Molino:

We are pleased to add our enthusiastic support for the City of Batavia's Downtown Revitalization Initiative (DRI) grant application. The City of Batavia's revitalization efforts are exemplary and will not only benefit the City but the Town of Batavia as well as our region. If we are to preserve such a vital part of our economy, we must make the public know how important it truly is. The City and Town of Batavia have worked hard to collaborate on many levels to make Batavia and Genesee County a better place to be and raise our families. It is our goal to continue our collaborations with the City of Batavia and strive to make our region stand out and be leaders in economic and community development.

We strongly recommend the City of Batavia for this initiative. We concur, this initiative will benefit Batavia in the following areas and more:

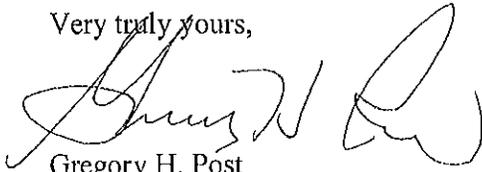
- Batavia's DRI program will address blight, poverty and leverage extraordinary investments already made in Genesee County to create new industry and job opportunities;
- The DRI will build upon and leverage the public investments made by the City, BID, BDC and State of New York over the last two decades;
- The project will advance major projects within the City of Batavia, multimillion dollar initiatives, in the pipeline for new construction or redevelopment that will further catalyze investment;
- DRI funds may improve the quality of life for all Batavia residents and businesses;
- A revitalized Downtown will generate additional property and sales tax revenue;
- A vibrant downtown will attract millennials and baby boomers to live and work triggering a more dynamic and thriving economy;
- The DRI will stimulate more and diverse job opportunities within the City that will be more accessible to low-income household workers;

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- The DRI will help implement recommendations from the Batavia Opportunity Area Plan;
- Batavia's DRI will be led by a collaborative and united leadership team to accelerate Batavia's transformation into a more vibrant community.
- The DRI is compatible with and enhances the Town of Batavia's vision and sustainability program referenced in our comprehensive planning process.

The Batavia Town Board respectfully submits this letter of support with the belief that this is a great opportunity to support downtown Batavia and the region.

Very truly yours,

A handwritten signature in black ink, appearing to read "Gregory H. Post", written in a cursive style.

Gregory H. Post  
Town Supervisor



**John J Riter**  
First Vice President – Wealth Management  
Senior Financial Advisor

21 Masse Place  
Batavia, NY 14020  
(585) 344-3325  
(800) 488-4494  
FAX (716) 803-6346  
Email: john\_riter@ml.com

June 8, 2016

Jason Molino, City Manager  
City of Batavia  
One Batavia City Center  
Batavia, NY 14020

RE: Bet on Batavia &  
The Downtown Revitalization Initiative

Jason,

Just a quick note of support for all the work that you, your staff and Julie Pacatte have put into your Bet on Batavia effort and the State's Downtown Revitalization Initiative. Your level of focus, determination and creativity is impressive to say the least.

As chair of the Genesee County Comprehensive Planning Committee, and as co-chair of the effort to revitalize the "Health and Wellness Campus or Corridor", and lastly, as a local businessman I am thrilled at the prospect of the City winning \$10,000,000 to drive economic development in our area. That would be a perfect complement to the momentum that you and your team have already achieved, and a gigantic step towards your vision and strategic plan for the future.

An investment from New York State like this will undoubtedly stimulate more investment on the part of the private sector. Really savvy business owners recognize and will ultimately commit their investment dollars when they see momentum building. Needless to say, they must see it ... because they're already investing. I can't wait to see it ramped up even more!

And I can't help but think about the impact that this award would have on the quality of life in our community...how it would impact the young, the middle aged, and the seniors...those with higher incomes and most importantly those with lower incomes. The impact that the Downtown Revitalization will have on Batavia's less-than-fortunate will show up in the form of more and better job opportunities. It will include better health and wellness, and make for stronger families. There will be a stronger connection to the community, and more of an incentive for people to stay in the area, especially for the millennials.

Please keep up the good work. Your leadership and your team's commitment to making Batavia the very best it can be is sincerely appreciated.

With respect,

A handwritten signature in blue ink, appearing to read 'J. Riter', with a large, sweeping underline that loops back to the left.

**John J. Riter, CRPC<sup>®</sup>**

First Vice President-Wealth Management  
Senior Financial Advisor

June 9, 2016

Jason Molino, City Manager  
City of Batavia  
One Batavia City Centre  
Batavia, NY 14020

Dear Mr. Molino,

United Memorial Medical Center is a firm supporter of the City of Batavia's application for the Downtown Revitalization Initiative funding. The City of Batavia and the local business have made great strides in revitalization of the downtown sector of our community, but more is possible to make a significant transformation and realize lasting success. I believe resources such as the Downtown Revitalization Initiative will provide the catalyst to create sustained improvement, attract growth, and improve the quality of life for our community.

As a Batavia resident, and the leader of one of our communities largest employers I see the Downtown Revitalization Initiative as a significant benefit to my neighbors, family, friends and the over 800 team members at United Memorial. I believe you and your team have created the appropriate and optimal infrastructure to manage the resources provided by the Downtown Revitalization Initiative to continue to develop a vibrant Batavia.

Please feel free to contact me at 585-344-5345 or via email at [direland@ummc.org](mailto:direland@ummc.org) if you have any questions regarding our support.

Sincerely,



Daniel P. Ireland BSN, MBA, FACHE  
President  
United Memorial Medical Center



Genesee Community College

Office of the President

One College Road  
Batavia, NY 14020-9704  
Phone: (585) 345-6812  
Fax: (585) 343-4541  
[www.genesee.edu](http://www.genesee.edu)

June 8, 2016

Mr. Jason Molino  
Batavia City Manager  
City of Batavia  
One Batavia City Centre  
Batavia, NY 14020

Dear Mr. Molino:

This letter will serve as Genesee Community College's support for the "Bet on Batavia" Downtown Revitalization Initiative Grant application.

A more vibrant and revitalized downtown Batavia would have an extremely positive impact on the City, Genesee County and the entire region. The benefits to the citizens of the area/region are enormous, but in addition, Genesee Community College has student housing (College Village) that houses over 400 students during the academic year. Many of these students are international students or are from large metropolitan areas like New York City – where much more opportunity exists. Many experience a "culture shock" when coming to Genesee. The potential for increased social, cultural, and employment opportunities for these students is tremendous and would definitely add to their quality of life while attending college. Aside from the social and cultural aspect of life for students, keep in mind that Genesee's students contribute in a major way to the economic impact of the area – they spend money in restaurants, at the movies, in retail stores, etc. Additionally, there is a fairly large percentage of our employees who don't actually reside in Batavia or even Genesee County, who commute from the Rochester and Buffalo areas. However, they come to this area to work and many shop here, go to restaurants here, buy gas here – again contributing to the local economy. Certainly a more vibrant Downtown Batavia will attract students and college employees – resulting in increased revenue via sales tax and consumer spending.

The College recently began construction of two new buildings on its campus, one of which is an event center. While this facility will be utilized for our educational programs, this facility will be large enough to accommodate events like trade shows, NJCAA tournaments, home shows, concerts, and agricultural equipment shows – all of which would bring people in from outside of the area to stay in hotels, eat at local restaurants, purchase gas, attend movies, etc. With our location being mid-way between the larger metropolitan areas of Rochester and Buffalo (and only 1 ½ hours from Syracuse, 2 hours from Toronto), the Board of Trustees sees this facility and the College being able to make even more of a contribution to the economy of the region. More opportunities in downtown Batavia will be instrumental to the College's ability to market the facility to this audience – a win-win situation for all involved.

Genesee Community College considers itself to be a good partner with Genesee County, the Genesee County Economic Development Corporation, and the City of Batavia – each contributing to the greater good of the other. What's good for one is good for all. Receiving a

Mr. Jason Molino  
June 8, 2016  
Page 2

grant of this magnitude would allow the City to build upon and leverage all of the public investments made by the various entities over the last twenty years, but would also be highly impactful on the greater Genesee County region and no doubt will be felt throughout the entire Finger Lakes and Western New York regions.

With its regional partners, the City of Batavia is in an ideal situation to fully implement the objectives of a Downtown Revitalization Initiative grant and would serve as an outstanding role model for the State in its success in achieving the goals of the grant.

Sincerely,

A handwritten signature in black ink, appearing to read "James M. Sunser". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

James M. Sunser, Ed.D.  
President

JMS/cec

Michele Stamp  
General Manager and Vice President  
Harvester 56 Theater  
56 Harvester Ave.  
Batavia, NY 14020

Downtown Revitalization Initiative Committee  
c/o Jason Molino  
City of Batavia  
One City Centre  
Batavia, New York 14020

Dear Committee Members,

As the General Manager of the Harvester 56 Theater and Performing Arts Center, I see daily what is happening in the City of Batavia. A long-time resident and mother, I have always centered my interest on what is available for young people and the promotion of the arts. It is exciting that we have many opportunities for this development and that children and young adults have a place to go to perform and learn about theater and the arts.

The Downtown Revitalization Initiative would enable us to expand and provide more of this type of programming by allowing us to look at expanding our theater into a newly developed property. We would be one of a handful of small cities across New York State that would have a theater as part of a thriving downtown with a thriving economic impact.

The arts impact cities like ours more than many think. We have audiences each year into the thousands that also partake in the local restaurants and stores. We ourselves purchase from local establishments and try to keep our spending and our dollars here locally. That is always our goal. That is our dollar and cents impact. I can not even begin to explain what our personal impact is or how we expand and improve the local quality of life.

It is important for Batavia to become a thriving city, fighting poverty and improving our downtown as a way to attract millennials and baby boomers to be a part of our city once again. It will spur job creation, tax base growth and sales tax revenue. It will be the push needed to make our beautiful city more vibrant and alive. It is the answer to what we need to continue on the right path. Please consider us for this grant.

Sincerely yours,

Michele Stamp



tel. 585-343-1423  
 fax. 585-343-6873  
 WesternOTB.com

WESTERN REGIONAL OFF-TRACK  
 BETTING CORPORATION

June 8, 2016



tel. 585-343-3750  
 fax. 585-343-7773  
 BataviaDownsGaming.com

8315 Park Road  
 Batavia, New York 14020

*Creating Revenues for  
 Racing, State and  
 Local Governments*

- Current Member of:
- Harness Tracks of America*
  - United States Trotting Association*
  - American Horse Council*
  - New York Thoroughbred Breeders' Inc.*
  - Local Chambers of Commerce*

Mr. Jason Molino, City Manager  
 City of Batavia  
 One Batavia City Centre  
 Batavia, New York 14020

Dear Mr. Molino:

WROTBC/Batavia Downs Gaming proudly supports the City of Batavia in their application for the Downtown Revitalization Grant "Bet on Batavia".

Over the last 3 years Batavia Downs Gaming has invested over twenty-eight million dollars (\$28,000,000) to our Gaming facility and Harness Track. Batavia Downs harness track is the oldest lighted track in America and the transformation has been remarkable.

On the heels of an investment is the private investment of over seven million dollars (\$7,000,000) of a new 84 room hotel that is being added to our property and expected to open in August of this year.

We have made these investments as we are sure Batavia is a growing community economically and a forward thinking area of New York State.

This Grant would only further the opportunities for taking the right steps into the future and solidify the City of Batavia as a great place to live, work and do business. With its regional and corporate partners, the City of Batavia is positioned ideally to fully implement the objective and goals of the Downtown Revitalization Initiative.

Sincerely,

Western Regional Off-Track  
 Betting Corporation

Michael D. Kane  
 President & CEO

MDK:pag



500 Seneca Street Suite 508  
Buffalo, New York 14204  
Phone: (716) 332-5959  
Fax: (716) 332-5968

June 9, 2016

Dear Jason:

Thank you for applying for the \$10,000,000 Downtown Revitalization Initiative (DRI) grant as offered by New York State. Your enthusiasm and efforts afford Savarino Companies more certainty and confidence in our multi-million dollar project investment proposed at Ellicott Station.

The Savarino Companies team is ready, willing and able to transform a City of Batavia and New York State designated priority brownfield site into a thriving mixed-use destination. We recognize the site presents a unique challenge for the City as the downtown property was abandoned, suffers from environmental contamination, poor urban form and underutilization. Despite these challenges, our team recognized the value of the site's proximity to the historic retail district, its high visibility and accessibility in addition to its location as a terminus for the proposed public trail all representing assets to build on. We believe a multi-use development at this site will leverage those assets and spur additional investment in the area.

Our proposed \$17,000,000 project will remediate a contaminated site, adaptively reuse an iconic downtown building and introduce new construction that follows best-practice urban design. The higher density and redesigned buildings will provide modern space for general office, destination retail and market-rate apartments responding to market demands. When fully realized, Ellicott Station will encourage activity around the clock promoting the live-work-play lifestyles currently unavailable in Batavia.

Savarino Companies has the skills and experiences to propel this project from inception to completion; however, having the City and the Batavia Development Corporation as partners in the process to mobilize resources and direct diligent efforts otherwise leaves little doubt that we have placed a winning bet on Batavia.

We enthusiastically support your Downtown Revitalization Initiative grant application.

Sincerely,

A handwritten signature in black ink, appearing to read "Samuel J. Savarino", with a long, sweeping horizontal flourish extending to the right.

Samuel J. Savarino  
President and CEO

June 9, 2016

Jason Molino, City Manager  
City of Batavia  
One Batavia City Centre  
Batavia, NY 14020

Dear Manager Molino:

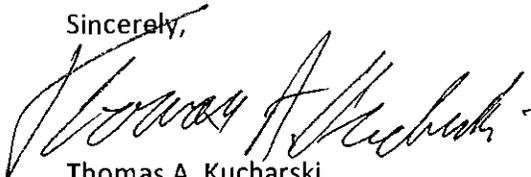
As the President & CEO of Invest Buffalo Niagara, the eight-county Western New York Region's primary research, marketing, business and economic development organization whose service territory includes Genesee County, I am writing today to express my support of the City of Batavia's application for the State's Downtown Revitalization Initiative (DRI) competition.

Batavia's ability to leverage DRI program dollars into major private sector investment makes them the best city for this targeted investment. With the leveraged investment from the DRI, blighted property and poverty will be addressed within the city. Not only will the DRI stimulate new job opportunities, but the diversity of these jobs will make them more accessible to low-income workers.

In part, my support stems from my understanding of how the City of Batavia plans to build upon public and private sector investments made in the region over the last two decades utilizing the DRI funds to advance major projects within the city's boundaries. Currently, there are a number of multimillion dollar initiatives in the pipeline for new construction or redevelopment of strategic brownfield sites that will further catalyze investment.

With the recent success of our region in attracting 1366 Technologies, a solar wafer manufacturer, to the WNY STAMP Park in Alabama and the Ag-Park in Batavia, the City needs to begin focusing on developing a vibrant downtown to attract millennials. They also need to provide an attractive place for boomers, seniors and low income families to all co-exist in a healthy walkable downtown center. Your commitment to these objectives with DRI funds is laudable, and we look forward to the opportunity to promote and market these future success stories.

Sincerely,



Thomas A. Kucharski  
President & CEO

Come grow your business with us.



June 8, 2016

Jason Molino, City Manager  
City of Batavia  
One Batavia City Centre  
Batavia, NY 14020

RE: Downtown Revitalization Initiative for Batavia

Dear Jason,

Thank you for pursuing this program to help attract the funding assistance needed to transform Batavia into a vibrant community where tomorrow's workforce will want to live, work and raise families.

Our community has already invested millions of dollars (both private and public) to achieve the recent progress with industrial, commercial and residential properties. We have all worked hard to find scarce dollars to move our city forward. This significant boost of \$10 million would "tip the balance" to success for each of the priority projects in the Brownfield Opportunity Area (BOA), as well as accelerating additional creative initiatives by the city to improve the economic attraction and quality of life for people of all ages.

The economic, social and environmental benefits of this effort are tremendous. We enthusiastically support your application to participate in the Downtown Revitalization Initiative (DRI) for the City of Batavia.

We appreciate your foresight and initiative in pursuing this chance to get some much needed assistance in moving our community forward during these challenging economic times.

Best regards,

B. Thomas Mancuso, SIOR  
President



# VALLE JEWELERS



21 Jackson Street, Batavia, NY 14020

585.343.3372 Fax 585.344.3827

[valles@rochester.rr.com](mailto:valles@rochester.rr.com)

[www.vallejewelersbatavia.com](http://www.vallejewelersbatavia.com)

June 8, 2016

Jason Molino, City Manager  
City of Batavia  
One Batavia City Centre  
Batavia, NY 14020

Dear Jason:

As a second generation business owner in downtown Batavia, we could not be more excited about the City's effort to win the \$10,000,000 Downtown Revitalization grant. Over the 65 years Valle Jewelers has been in business in the City, we have not witnessed or experienced this much positive momentum since the 1960's pre-urban renewal.

As a former Board member of the Business Improvement District and now volunteering for a variety of other causes, I believe the grant will accelerate the projects we have before us and fill in the gaps of our downtown that we have tried to improve year after year.

Furthermore, I believe and have no doubt the present community leadership will steward the resources in a way that will make our hopes and dreams for the future generations come to fruition. It's important to us that our children and grandchildren may have an abundant life filled with many opportunities.

We have invested our lives and own financial resources to improve our surroundings and look forward to the City taking a great leap forward as well.

Sincerely,

Mary R. Valle

# MANCUSO

## COMMERCIAL REALTY

Jason Molino  
City of Batavia  
One Batavia City Centre  
Batavia, NY 14020

June 8, 2016

Re: Downtown Revitalization Initiative

Dear Jason,

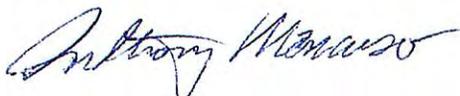
As you know the Mancuso family has been investing in the City of Batavia for over 100 years and plan on another 100 years, God willing. We see New York States DRI as another great tool for the economic growth and stability of Batavia and Genesee County.

Genesee County is in resurgence with companies like Liberty Pumps, Yanceys Fancy, Jiffy-Tite and 1366 growing and investing millions and millions of dollars into our communities.

The City of Batavia is also on an up swing. Companies like Java Farm Supply, T-Shirts Etc. and Tompkins Insurance purchased properties, invested money and brought jobs to downtown. Landlords have developed loft apartments, bringing people back to downtown. This grant is just what is needed to ensure continued success and the creation of a downtown for future generations.

The City of Batavia has every thing in place to be New York States premier small city, leading the way into a bright future for Western NY. We are 100 % behind your effort in this process.

Best regards,



Anthony Mancuso President/CEO  
Mancuso Commercial Realty

34 Ellicott Street  
Batavia, NY 14020

E-mail: [tony@mancusorealty.com](mailto:tony@mancusorealty.com)



Phone: 585-343-5257  
Fax: 585-343-5550

[www.mancusorealty.com](http://www.mancusorealty.com)



**THE LANDMARK SOCIETY OF GENESSEE COUNTY**  
Post Office Box 342  
BATAVIA, NY 14021-0342  
[Landmark.Genesee@gmail.com](mailto:Landmark.Genesee@gmail.com)

June 9, 2016

Jason Molino  
City Manager  
City of Batavia  
One City Centre  
Batavia, NY 14020

Dear Jason:

The Landmark Society of Genesee County supports the city's effort to win the ten million dollar downtown revitalization initiative grant.

Batavia's Opportunity Area contains many architecturally and historically significant buildings. The city's economic development plans are sensitive to retaining the unique character and history of Batavia while offering state of the art industrial, commercial, cultural, and retail facilities. Future projects such as Ellicott Station and Harvester Park plan to incorporate existing historic buildings into their designs. Thus, Batavia's history paves the road to its future. Downtown Batavia was devastated by urban renewal, a mistake from which we learned a hard lesson. Going forward, it is crucial that we preserve, utilize, and integrate the local landmarks still standing.

Many of the enterprises featured in the "Bet on Batavia" video are examples of successful operations which are housed in locally significant buildings: Batavia Downs, the Harvester Avenue business incubator, Jerome Senior Apartments, Batavia Brewing Company. All represent examples of significant investments in historic buildings.

The City of Batavia is moving in the right direction and winning this grant would certainly propel it forward. Best wishes to you.

Sincerely,

*Lucine Kauffman*, President

55 River Street  
Batavia, New York 14020  
June 8, 2016

Jason Molino, City Manager  
City of Batavia  
One Batavia City Centre  
Batavia, New York 14020

Dear Jason:

I am writing in support of the city's effort to win the \$10,000,000 downtown revitalization initiative grant currently being offered by the State to the best qualified Finger Lakes region community. I believe our community is deserving of this award for a number of reasons.

1. As the City of Batavia historian, I am well acquainted with Batavia's history as outlined in the 375-page book I published a year ago: *History of Batavia: 1801 to 2015*. Batavia's "golden age" was in the early decades of the 20<sup>th</sup> century. Then we went into a slow, gradual decline as did most other cities in Upstate New York. However, in the last few years, significant steps have been taken that promise to change that picture. The programs described in the *Bet on Batavia* video being submitted with Batavia's application for the DRI grant are examples of these steps. They represent thoughtful, well-conceived efforts to return Batavia to the vibrant city it was a century ago.
2. Successful execution of such programs is enhanced by what I perceive as strong community support among the movers and shakers of Batavia. During the past year, as you know, I served on the Centennial Committee that developed a year-long celebration of Batavia's 100 years as an incorporated city (having earlier been an incorporated village). I was struck by the enthusiasm and generosity of the large number of residents who stepped up to lend their time, energy, and money to the celebration. You'll recall that the fund-raising effort well-exceeded its goal. We are blessed by having community members who are committed to Batavia entering another "golden age."
3. We already have the basic characteristics of a city where the workforce of tomorrow will want to live, work, and raise families. I am a board member and past president of the Landmark Society of Genesee County, currently a commissioner on the Batavia Historic Preservation Commission, Genesee Community College professor emeritus, and past chair and member of the Advisory Board for the Office for the Aging. In these roles, I

have become well acquainted with the many features of our city which make it an attractive, safe, enjoyable, and welcoming place to live. The DRI grant would make Batavia, already a great place to reside, a truly outstanding city that, in particular, would likely attract large numbers of the professionals that will be employed by the nearby STAMP development. We are right on the verge of making that transition; and \$10,000,000 would appear to help move us beyond the tipping point.

I look forward to hearing of a favorable decision this summer.

Sincerely,

A handwritten signature in cursive script, appearing to read "Larry".

Larry D. Barnes  
Batavia City Historian

Nicholas R. Burk  
69 South Main St.  
Batavia, NY 14020  
[nburk@bataviacsdsd.org](mailto:nburk@bataviacsdsd.org)

Mr. Jason Molino  
Manager, City of Batavia  
Batavia City Hall  
One City Centre  
Batavia, NY 14020

Dear Mr. Molino,

As a local coach with the City of Batavia School District, I see on a day to day basis the link to poverty and our neighborhoods in the City of Batavia. I also know that as a young man, we once had a vibrant and exciting downtown. That is not the case now. That is why I am in favor of the city's application for the New York State Downtown Revitalization Initiative.

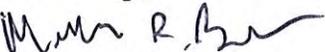
It is important in small cities and communities that the downtown, the center of the community and in this case our entire county, be alive and exciting with a tremendous amount of opportunities for young people and young families. We need to insure that our community center is going to become a thriving and vibrant reflection of the people and the initiative that is alive and well in the City of Batavia.

I have chosen to bring up my young family in this community because I believe in the community and its people. Batavia is full of wonderful residents who have volunteered countless hours to make this a better place to live. We have a wonderful regional theater that was established by my father and we also have musical performance groups such as the Batavia City Band and the Genesee Symphony Orchestra. The arts are alive and well and on the cusp of growing but they need performance space and a downtown location. Other amazing and wonderful things have been accomplished by our city volunteers.

As a side note, the development of downtown will certainly increase property values, create mid-level employment and shore up some of the surrounding neighborhoods which have a high poverty level. Downtown is the key to revitalizing our entire city. It is the key to decreasing poverty and offering opportunities to our citizens.

Daily I work with kids from our district that struggle to even have proper clothing and school supplies. Daily I see empty spaces in our downtown and a need for revitalization. Daily I see the correlation of poverty and what it does to our city. I also know that if we can revitalize and create a sense of pride in our downtown, we will also be enhancing private investment in retail, residential and service businesses. This is the key and I am hoping you will approve our grant application.

Sincerely,

  
Nicholas R. Burk

Batavia City Schools Track and Field

## Jason Molino

---

**From:** btrzecieski@transitowne.com  
**Sent:** Thursday, June 09, 2016 2:39 PM  
**To:** Jason Molino  
**Subject:** Support Letter

TO: DOWNTOWN REVITALIZATION INITIATIVE

### BET ON BATAVIA

This is a letter in support of Batavia's inclusion in the state DRI.

As a property owner, as well as a member of the Batavia Downtown Business District, I firmly believe Batavia is in a state of rebirth and great multiplication.

I have been part of a Main Street revitalization project on the south side of Batavia in the downtown Batavia District. The project was a total renovation of a mixed use, commercial/residential building of over 7000sq. feet. It included two main street store fronts and four upper luxury apartment. I was awarded window grant money from the BID and a grant for Main Street Revitalization from National Grid.

Batavia is the gateway to the growth of Western New York. Batavia is attracting new innovative businesses and, in turn, attracting new people of all ages. Very importantly attracting the future leaders of the millennials, one of the largest generations the United States has seen.

I believe in Batavia. The leaders of the city believe in Batavia.

Thank You,  
Bradley J Trzecieski

Malloryann Flanagan  
Jackson Primary School Library  
411 South Jackson Street  
Batavia, New York 14020

Downtown Revitalization Initiative Selection Committee  
City of Batavia  
One City Center  
Batavia, New York 14020

Dear Committee Members,

I live and work in the City of Batavia and I work with a tremendous amount of young families. I see every day what has happened in our city. We have tremendous pockets that need improvement and an incentive to grow. That includes our downtown.

This initiative will allow for the creation of retail establishments, restaurants and human service businesses that will also create jobs, property improvement, increase in taxation and a higher quality of life for our residents. It will indeed be a great start to help sustain the private sector investment that is going on in Batavia.

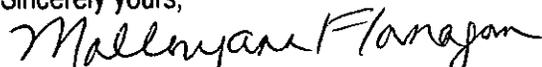
A recent video entitled "Bet on Batavia" truly reflects what is so special about this community. It is a center point between the second and third largest cities in New York State and is known as the Birthplace of Western New York. Established in 1802 and becoming a city in 1915, Batavia has long been a thriving area with manufacturing and retail. That has now changed. It will be the quality of life issues and businesses that will attract the Millennials and young families to stay here or become a great part of our community. I and my family have a solid belief in this city and what it can become once again.

More employment from increased retail and service industries will also assist in providing jobs that will assist in leveling off our poverty problems. We have a great need for these type of mid-level employment opportunities and they definitely assist in the elimination of some of our local poverty issues.

Now is the time for Batavia to turn the corner and become a bigger and better place for all. We are right at the tipping point of success with a combination of local excited volunteers and neighbors, a motivated city staff and private and successful investment in our downtown. This grant will be a major boost for our projects and insure that our community will succeed.

Please consider us for this Downtown Revitalization Initiative. It would make a world of difference for our community and its present and future residents.

Sincerely yours,

  
Malloryann Flanagan

Librarian, Jackson Primary School

**dRae**

Donna Rae Sutherland  
120 Vine Street  
Batavia, NY 14020  
[dsutherland@rochester.rr.com](mailto:dsutherland@rochester.rr.com)  
585-409-9216

June 9, 2016

Jason Molino, City Manager  
City of Batavia  
One Batavia City Centre  
Batavia, NY 14020

RE: **Bet on Batavia** Application for NYS Downtown Revitalization Initiative

Dear Jason,

As a city resident and home owner, employee at Genesee Community College (GCC), and mother of recently college graduated son, I would like to support the City of Batavia in its application for funding through New York State's Downtown Revitalization Initiative (DRI) grant. The Bet on Batavia trifecta of living, working and raising a family in this community couldn't be more compelling, nor better timed. The revitalization of downtown aligns perfectly with the \$25 million capital projects currently under construction at Genesee Community College's main campus which is less than two miles from downtown Batavia.

The construction contractors are scheduled to complete the following two new facilities next summer: The 18,478 square foot Student Success Center and the 56,614 square foot Richard C. Call Arena, which will be the largest open floor space in Genesee, Livingston, Orleans and Wyoming (GLOW) Counties, GCC's designated service area.

Together, the College anticipates these two projects will bring a transformative opportunity for GCC and the whole GLOW region, which Batavia is the largest central city. The Student Success Center creates a new "front door" for the College and features a one-stop service center and assigns each incoming student a "success coach." We believe this improved system of delivering student services will become a model for the nation. Meanwhile, the Call Arena is expected to draw as many as 500,000 visitors to campus through new trade shows, ceremonies, concerts, national athletic competitions and many other new events. As GCC celebrates its 50<sup>th</sup> Anniversary, we are excited and we are preparing for the next 50 years of continued success.

Of course, many of my college colleagues, as well as students live, study, work and do business in downtown Batavia, including a growing population of international students. The DRI would further enhance our collective experiences and generate additional connections and economic opportunity for our community, which literally stretches around the globe. In addition, I believe the plans to revitalize Batavia will one day bring my son back to this area as he discovers the many benefits of living in a smaller city that is affordable, friendly and offers a vibrant quality of life.

With enthusiasm and sincerity, I believe "betting on Batavia" would be a wise investment for our New York State taxpayers by building on current initiatives and partnerships, and leveraging assets that are already in development. Please feel free to contact me if you have any questions.

Yours truly,



Donna Rae Sutherland  
GCC Associate Director for Marketing Communications  
[dsutherland@genesee.edu](mailto:dsutherland@genesee.edu)  
585.343.0055 x6616

Ellen J. Burk  
123 North Spruce St.  
Batavia, New York  
585-344-0475

Downtown Revitalization Initiative Selection Committee  
City of Batavia  
One City Centre  
Batavia, New York 14020

Dear Selection Committee,

As a mother and grandmother in the City of Batavia I would like to see Batavia be awarded the \$10 Million Downtown Revitalization Grant. This is an important aspect for our city and it would be the link for turning the corner and reviving our once thriving downtown. In fact, I see it as a catalyst that would actually have a major impact on our entire city. It certainly would enhance the local and private development sector and encourage economic and retail growth.

As a child, I remember Main Street lined with successful businesses and great apartments above stores where families and the working middle class live. That is what a downtown should be, a mixed combination of retail, business office, human services and residential. Our private investment in our downtown is moving in that direction, but so much needs to be enhanced and accomplished in order for that to become a success. The downtown of my childhood needs to be revived and it once again will become the center of our community.

Grants such as this are a remarkable way for small communities to catch up and realize the increase and growth that is happening across our New York State. This grant will not only add to the beauty of our city but it also will help increase the quality of life for our residents. We have a thriving and growing arts community with a regional theater and a symphony orchestra, we have private investment in buildings and businesses and we have the structures to create a real solid downtown sector for our city.

I see the expansion of retail and the creation of jobs. I can see new entertainment and shopping entities for our young people and families to enjoy with employment opportunities and increased property values. I also can see an expansion in downtown residential investment in condos and apartments so that there are places for people to live in a vibrant community center. We need this grant in order to obtain what many think is impossible, a renewed and viable downtown. Urban Renewal of the 60's and 70's struck a blow to a once thriving business center. It is time that is corrected and it is time for Batavia. Please select us for this grant. It will mean a world of difference in making our city thrive.

Sincerely,



Ellen Jane Burk

David Adams  
Director – Harvester 56 Theater  
56 Harvester Ave.  
Batavia, New York 14002

Downtown Revitalization Initiative Committee  
c/o Jason Molino  
City of Batavia  
One City Centre  
Batavia, New York 14020

Dear Mr. Molino,

This letter is to express my support for the Downtown Revitalization Initiative Grant that the city is applying for from New York State. I am part of our Regional Theater and Performing Arts Center known locally as the Harvester 56 Theater. My “real” job is being a City of Batavia Fireman. Both of these positions give me a strong insight on what we need to bring Batavia back and to impact our economy.

It is no secret that we are hoping to move our theater to a downtown location and to expand and increase our programs. This initiative would allow for major improvements to be made to our downtown area that will allow this to happen. The Harvester 56 Theater brings thousands of people into the City of Batavia on an annual basis and we have even started up our new film development company and have our first film almost completed. These are exciting times in Batavia.

This grant will be the push we need to develop our downtown area into a successful attraction for millenials, young families, new businesses and retail sales and housing. It would be exciting to see a downtown that is thriving again. We already have a good amount of private investment in this area but I know that this grant will only increase that and hasten the improvement. Please consider us for the Downtown Revitalization Grant. We have good caring people, tons of community improvement volunteers and a solid plan for improvement. You can “Bet on Batavia”

Sincerely,

David Adams



Dan's Tire & Auto  
Service Center, Inc.  
48 Batavia City Centre  
Batavia, New York 14020

Ph: (585) 343-7210  
Fax: (585) 343-4917  
[dan@danstire.com](mailto:dan@danstire.com)

6/8/2016

To Whom It May Concern:

I wish to pledge my support for the \$10 million dollars in funding to revitalize the Batavia downtown area. I believe this city would benefit greatly from this funding & would help make Batavia, New York a prosperous place to do business & provide employment to the people in the surrounding areas.

Sincerely,

A handwritten signature in black ink, appearing to read "Daniel DiLaura". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Daniel DiLaura - President

# Batavia ready to ask state to place \$10 million bet on community's future

[batavia](#) [business](#) [news](#) [downtown](#)



Just 10 years ago, Batavia was a city barely hanging on. Nobody could imagine, said City Manager Jason Molino, that things would have turned around enough by 2016 that Batavia could be a serious contender for a \$10 million prize in a competition for downtown revitalization projects.

Genesee County Economic Development Center CEO Steve Hyde said Batavia is certainly a top contender in the Finger Lakes Region because of the progress made, the joint initiatives underway, the recent wins in job creation in Genesee County.

Gov. Andrew Cuomo loves competitions for economic development, Hyde said, and Finger Lakes came out on top a few years ago in a competition of the state's 10 economic development regions, winning a \$500 million prize. Of that \$500 million, 34 percent is earmarked for use in Genesee County, primarily at the high-tech Science, Technology and Advanced Manufacturing Park (STAMP) in Alabama. With Dairy Farmers of America taking over the \$200 million Quaker Muller food processing plant in the ag park, and 1366 Technologies heading into STAMP, Batavia is hitting all the high points the governor's office looks for in these competitions.

"(At build out), we're talking about 30,000 to 50,000 direct and indirect jobs in the region," Hyde said. "In the Finger Lakes Region, what other community is poised to benefit off that job growth more than Batavia? It will be difficult for any other community."

Stiff competition may come from Rochester, which is battling one of the highest poverty rates in the nation, and fighting poverty is a key goal of the governor's office, but Rochester also got \$100 million from that \$500 million prize for its anti-poverty efforts. The \$10 million could have a bigger impact in Batavia, which could be a factor in the prize consideration.

"The \$10 million is a potential drop in the bucket in terms of explosive transformation for Rochester," Hyde said. "The state likes to look at the leverage model and when it looks at \$10 million in Batavia and what it could do in Rochester when they have \$100 million already committed, they will look at the marginal benefit. That's just my personal view."

Every city and several villages and towns in the Finger Lakes Region are competing for the same \$10 million prize, and we should know by the end of June which community wins the award, which would be spent on projects over a five-year period.

Yesterday's panel discussion at the Generation Center on Center Street, with Molino, Hyde, Economic Development Coordinator Julie Pacatte and County Manager Jay Gsell, was a chance to share with the community how Batavia will respond to the application request and gather feedback on how the questions will be answered.

"You would think for a \$10-million prize, they would have a 40-page stack of paperwork, but it's just a two-page application," said Councilman Adam Tabela (*inset photo*), who moderated the discussion.

The application needs to address issues about downtown boundaries, mixed use, walkability, public gathering places and economic opportunity.

The city already has traction in some key initiatives, Molino said, most notably its brownfield program, known as the Batavia Opportunity Area, or BOA. An experienced brownfield developer has already committed to redeveloping the former Dellapenna building on Ellicott Street, and there is interest from developers in the city's other four target BOA areas.

"Over the past 18 months, we've seen the most interest yet in investment in Batavia," Molino said.

Just an announcement that the city won the prize, if it won, would generate even more interest, Molino said.

Pacatte said Batavia is getting developer attention because of its mixed-use potential. Downtown scores well on walkability ratings; it has parks and open space, both retail and business space and the city's initiative to bring quality housing to downtown has been tremendously successful. The BDC helped developers open up nine refurbished apartments downtown, and all were leased immediately. The apartments at the former WBTA building at Swan and East Main are also all rented, even though two of them have not yet been completed.

"We think that's a great testament to what can happen in our market," Pacatte said.

Pacatte also revealed that in addition to a microbrewery and restaurant incubator being planned by Matt Gray and Jon Mager for the former Newberry building on Main Street, they are also planning a \$1.5 million investment to convert the second and third floors of the building into apartments.

Gsell said the city's investment in infrastructure, notably the current work on Washington Avenue, is a further sign the city is moving in the right direction and creating an environment developers will find attractive.

Other projects in Batavia's favor, Molino said, are the flood insurance rating program, which has helped reduce the cost of flood insurance for affected properties by 15 percent, and Batavia's first-in-the-state zombie property law. Batavia is showing tangible success in dealing with zombie properties, which is still unique in the state.

All of these efforts will give Batavia a good start on dealing with its own poverty rates, Hyde said, and putting people to work and reducing poverty is the main reason all of these economic develop efforts exist in the first place.

"If we say we're a democracy and we're a free enterprise society, then we address the poverty issue," Hyde said. "The only way we get a society to function well is if we create opportunities for everybody."



The video below is part of Batavia's application for the prize.

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Monday June 06, 2016

[The Buffalo News.com \(/\)](http://TheBuffaloNews.com/)

## City & Region

### Batavia advances plan in effort to win \$10 million economic prize

By Mike Pettinella

Genesee Correspondent

Updated: June 6, 2016, 09:37 PM Published: June 6, 2016, 09:37 PM

BATAVIA – Believing that the City of Batavia is at a “tipping point” for an economic revival, representatives of a committee bidding to win a \$10 million award through the state’s Downtown Revitalization Initiative shared their plan Monday with community residents.

“What community or neighborhood can say they’re at the tipping point (that Batavia is at)?” said Stephen G. Hyde, president of the Genesee County Economic Development Center. “It would be hard for any community to fly above what is happening here in Batavia.”

Moderated by City Councilman Adam M. Tabelski, the forum attracted about 45 people to the City Church Generations Center. Genesee County Manager Jay A. Gsell, City Manager Jason R. Molino and Batavia Development Corp. Director Julie Pacatte joined Hyde on the panel.

Batavia is competing with nine other municipalities in the Finger Lakes Region for the state funds, which can be used to advance and implement downtown revitalization projects, with an added goal of sparking additional private investment downtown.

Hyde and the others pointed to the collaborative effort among the city, county, school district and the IDA that began with infrastructure and agricultural/technical business parks outside the city and progressed to downtown investment such as the Ellicott Station project – a \$17 million retail-commercial-resident project to be developed by Buffalo’s Samuel J. Savarino – as well as the FreshLab microbrewery/restaurant incubator and the addition of downtown apartments.

The panel said Batavia fares well on all seven aspects of the selection criteria – compact, definable downtown; critical mass for year-round vibrancy; ability to capitalize on public and private investment; job growth potential; quality of life and access to amenities; policies that promote livability; and community support.

Tabelski showed a five-minute video, tagged “Bet on Batavia,” and said the community is in prime position heading into the home stretch of the contest.

He said Batavia’s application will be forwarded to the Finger Lakes Regional Development Council before Friday’s deadline, and he hopes committee leaders will be part of the finalist interview round on June 16. The winner is scheduled to be announced June 23.

The Batavia contingent has drawn up a plan that focuses on a dozen projects, most of them within the 366-acre Brownfield Opportunity Area, which includes Ellicott Station along with Creek Park (behind the Falletti Ice Arena), Health/Medical Corridor (YMCA, St. Jerome and United Memorial Medical Center), Harvester Center (35 acres of industrial property on Harvester Avenue) and the City Centre (and downtown mall).

Molino said the city has “somewhat of an advantage” as a result of work that already has been done in the brownfield area and through the passage of several public policies that create tax incentives and vehicles for reinvestment, while Pacatte noted that the goal is to “create a new living, dynamic downtown with a strong residential component.”

Gsell said the county and city already have spent “significant dollars on infrastructure” and with a large concentration of population in the center of the city, Batavia is primed for “our new legacy.”

The Finger Lakes Region, which previously won a \$500 million Upstate Revitalization Initiative award, is focusing on ways to alleviate poverty, and the Batavia plan also reflects that strategy, Hyde said.

“A third of all our kids (in Batavia) are living in poverty,” he said. “How do you break that cycle? That’s

what we're trying to do."

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# \$10 million award would accelerate projects already in development

By JIM KRENCIK

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**Item 1 of 2**

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JIM KRENCIK/DAILY NEWS

Batavia Development Corporation Director Julie Pacatte told a "Bet on Batavia" panel that projects in the city's pipeline do not depend on Batavia winning a \$10 million Downtown Revitalization Initiative grant, but it would be an accelerant for multiple sites.

BATAVIA — An opportunity to receive a \$10 million state investment into Batavia's downtown isn't likely to come again, but the leaders behind a "Bet on Batavia" plan don't see it as the city's one shot at revitalization.

"I don't think (the funding opportunity) dramatically changes the city's effort. We have a lot of great plans in place. It accelerates them," Batavia Development Corporation Director Julie Pacatte said following a panel on the city's Downtown Revitalization Initiative application Monday. "(It's for) the projects we have in the hopper right now and we're trying to figure out how to make them go forward. This \$10 million will enable us to move them forward with certainty, and move quickly."

For Ellicott Station, the announced development of two abandoned Ellicott Street properties into a targeted mixed-use site, Pacatte said DRI funds could help with the "extraordinary expenses" behind cleaning up and redeveloping brownfields, as well as close the gaps in the market to draw in commercial, retail and residential users.

The city's five Brownfield Opportunity Areas — Ellicott Station, Creek Park, Healthy Corridor, Harvester Center and City Centre — would be the focus for investment.

Where the funding will specifically go is not part of the application, but the ideas behind it weren't guarded as Pacatte, City Manager Jason Molino, County Manager Jay Gsell and GCEDC President and CEO Steve Hyde spoke at the Generations Center.

Batavia is one of 10 finalists for the one-time competitive funding award, a miniature version of the \$500 million regional economic development battle that the Finger Lakes region previously won.

"The state is looking to fund a downtown ripe for additional redevelopment and likely to stimulate more private investment," City Councilman Adam Tabelski said.

According to a campaign video — viewable at [tinyurl.com/BataviaDRI](http://tinyurl.com/BataviaDRI) — Batavia can leverage at least \$50 million of private investments for projects the DRI could assist. Each of the panelists remained bullish on Batavia's chances after meeting with Regional Economic Development Director Vincent Esposito last week.

Gsell pointed to well-rounded aspects of Batavia's downtown, not only residential, commercial and industrial.

"We have medical, retail, commerce, financial, food and beverage, recreation, media," Gsell said. "It may seem like incidentals ... but the idea is to promote this (diversity) and have the availability for people to not just live and work here, but thrive."

"This is our new legacy."

Hyde believes the funding would help capture Millennials coming to work at STAMP in Alabama, which combined with the Genesee Valley Agri-Business Park and multiplier industries will add "30,000 to 50,000 jobs regionally."

"In the Finger Lakes region, what community or neighborhood is as ready to benefit from the job potential," Hyde said. "It will be hard for a community to fly above what we have here."

Molino said the work already done to identify the BOA sites and the 366-acre central corridor for spark-able investment puts the city out as a community where \$10 million can go farther due to less need for spending on new studies.

"We have a substantial amount of work done, and more resources that can be funneled to a project," Molino said.

Communities have to submit their applications by Friday, with finalists presenting to the Finger Lakes Regional Economic Development Council June 16. The FLREDC is expected to announce its choice a week later, with development of how the five-year plan will run beginning in July.

"It's very aggressive timeline for state program, things are moving every week," Tabelski said before debuting the video. "Tonight is a great first start."

# Batavia competing for downtown development funds

WGRZ 10:49 PM. EST June 06, 2016



BATAVIA, N.Y. - The City of Batavia is competing for \$10 million in downtown development funds from the state.

The initiative is a competition among communities in each of the economic development regions of the state for dollars to improve their downtown areas. At a forum Monday night, the community listened to leaders talk about plans for brownfield redevelopment with a focus on the city's central corridor.

Winners of the regional awards will be announced on June 23rd.

## JOIN THE CONVERSATION

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[LEAVE A COMMENT \( \)](#)

# OTHER: INFOGRAPHIC



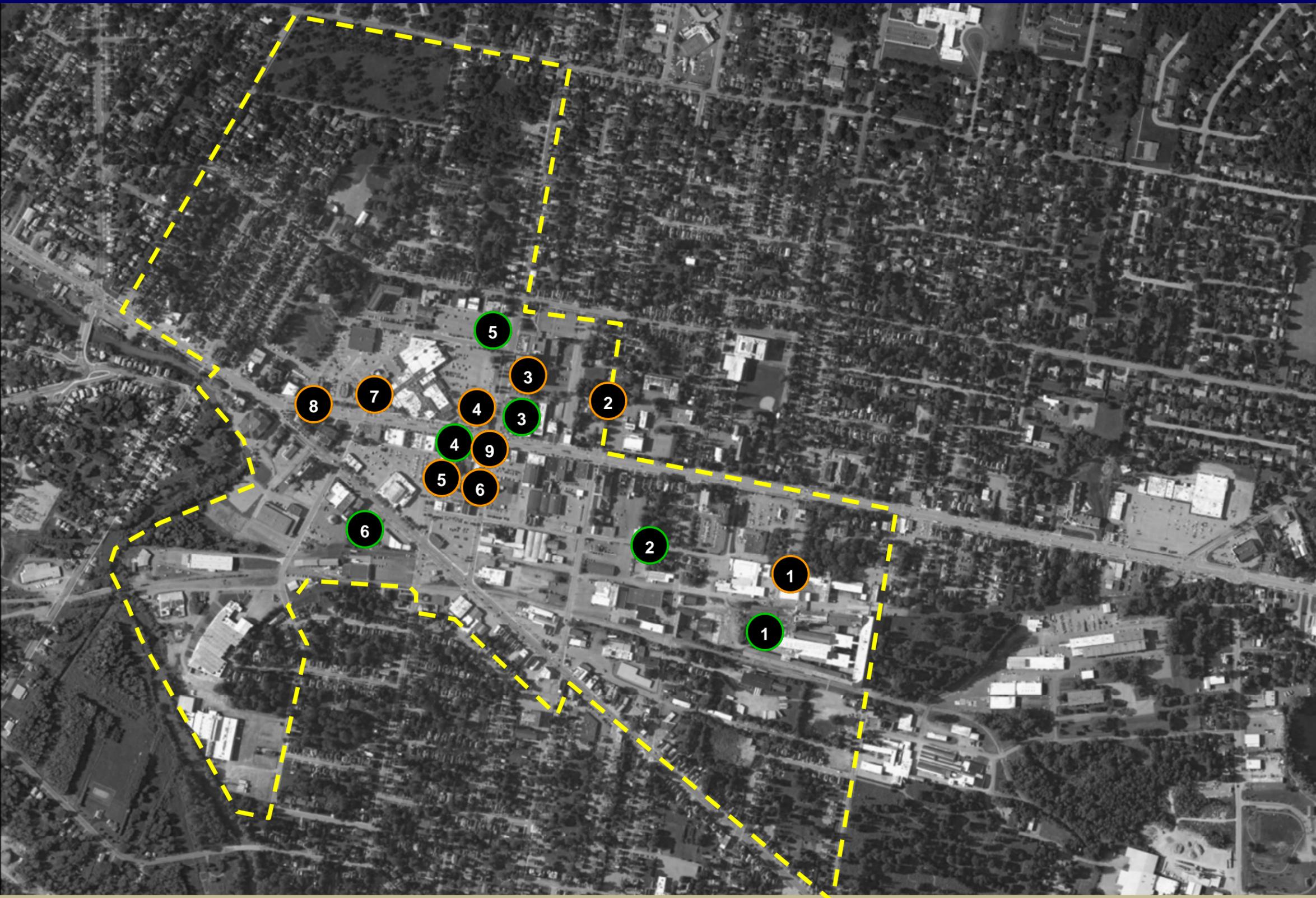
## 9. OTHER

The City of Batavia, and its Economic Development Agency, the Batavia Development Corporation have diligently focused on its brownfield redevelopment strategies, small business development and introduced a variety of community development policies. The Genesee County Economic Development Center (GCEDC) has been leading an “edge development strategy” whereby targeted industry greenfield sites have been developed on the City’s edge leveraging natural resources and available infrastructure to attract private investment and job creation. These sites have been strategically developed and made easily accessible to 2.1 million workers within a one hour commuting distance linking New York’s 2<sup>nd</sup> and 3<sup>rd</sup> largest cities, Buffalo and Rochester.

This collective smart growth approach has protected rich farmland and clearly defined priorities for sustainable County growth. Progressive planning, momentum and interest in all areas has propelled Batavia forward and created a buzz among the development community. With economic growth potential at the tipping point and infill redevelopment opportunities abounding, Batavia is ripe for investment and the transformation of its urban core. New York State can make a winning [Bet on Batavia](#) to bring to life its downtown revitalization initiatives.

*Please see attached infographic for additional information.*

# BET ON BATAVIA!!



## LEGEND

### Past Projects

- 1 Masse Gateway Redevelopment \$3M
- 2 Healthy Neighborhoods Corridor \$1M
- 3 Jerome Senior Apartments \$8M
- 4 Bank of Castile/Tompkins \$4M
- 5 Carr's Warehouse \$500K
- 6 Jackson Square \$50K
- 7 City Hall \$5M
- 8 Main Street Reconstruction \$28M
- 9 Tompkins Insurance \$1.5M

### Future Projects

- 1 Harvester Park & Police Station \$15M
- 2 Ellicott Trail \$1.5M
- 3 Healthy Living Campus \$22M
- 4 Newberry Brewpub/freshLab \$1.5M
- 5 Public Market \$675K
- 6 Ellicott Station \$17M

— DRI Boundary

# CITY OF BATAVIA DOWNTOWN REVITALIZATION INITIATIVE

# BET ON BATAVIA!!

## Recent NY Main Building Renovations and Downtown Anchors



### LEGEND

#### *Building Renovations*

- 1 19-21 Jackson
- 2 200 E. Main
- 3 75 Main St.
- 4 222 E. Main
- 5 17 Jackson
- 6 81 Main
- 7 73 Main
- 8 45 Main
- 9 206 Main

#### *Key Downtown Anchors*

- 10 City Hall
- 11 County Offices
- 12 GOArt!
- 13 Richmond Memorial Library
- 14 Churches

CITY OF BATAVIA DOWNTOWN REVITALIZATION INITIATIVE

# BET ON BATAVIA!!

## PAST PROJECTS



City Hall



Carr's Warehouse



Main Street Reconstruction



Bank of Castile/Tompkins Insurance Administrative Headquarters



Masse Gateway Project

# CITY OF BATAVIA DOWNTOWN REVITALIZATION INITIATIVE

# BET ON BATAVIA!!

## FUTURE PROJECTS



Harvester Park & Police Station



Ellicott Trail



Batavia Brewing and freshLab



Batavia Square



Ellicott Station

# CITY OF BATAVIA DOWNTOWN REVITALIZATION INITIATIVE

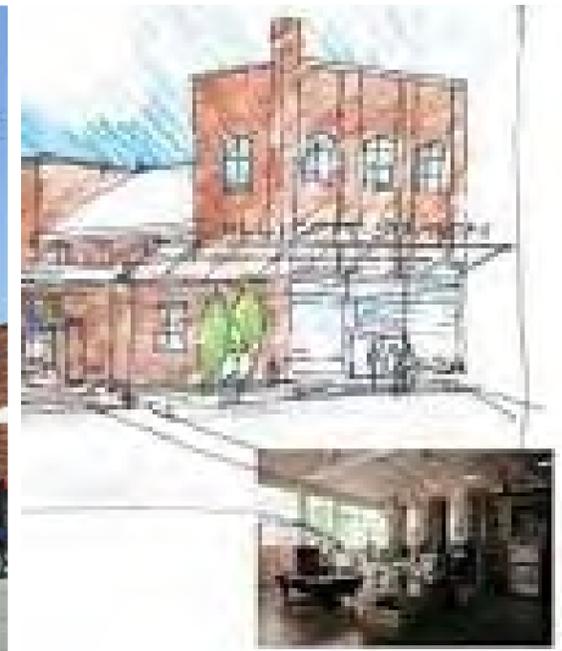
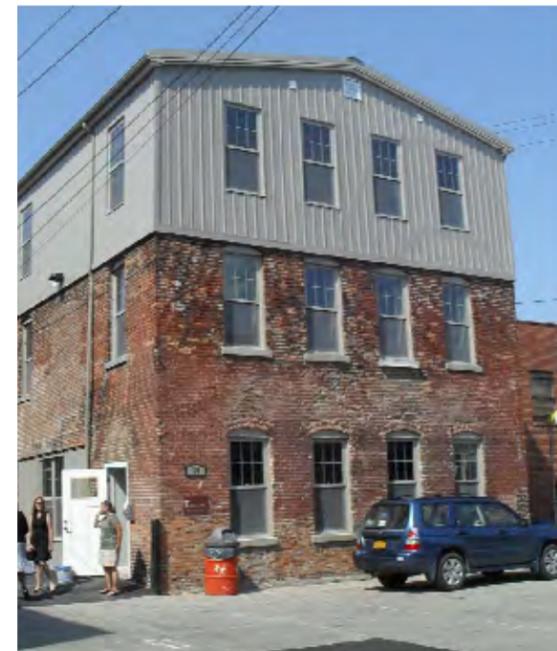
# BET ON BATAVIA!!

## SUCCESSFULLY REDEVELOPING DOWNTOWN FORECLOSED PROPERTIES

BEFORE . . .



. . . AFTER



## CITY OF BATAVIA DOWNTOWN REVITALIZATION INITIATIVE

# BET ON BATAVIA!!

SUCCESSFULLY DEVELOPING CITY OWNED PARKING SITES



CITY OF BATAVIA DOWNTOWN REVITALIZATION INITIATIVE

# BET ON BATAVIA!!

## BATAVIA DRI TARGET AREA AND NEARBY BY THE NUMBERS

- \$109 Million** Investments in a decade
- \$88 Million** Investments Planned in 5 years
- \$4 Million** Building and Façade Renovations
- \$2.5 Million** Multi-Modal Improvements
- 10,000** Workers at WNY Stamp
- 25 Million** Travelers Through Batavia
- 5%** Unemployment

## NEED TO ADDRESS POVERTY

### Living in Poverty City of Batavia

