



DOWNTOWN REVITALIZATION INITIATIVE

CITY OF BATAVIA

Finger Lakes Regional Economic Development Council

Strategic Investment Plan

MARCH 2018



**Downtown
Revitalization
Initiative**

DOWNTOWN REVITALIZATION INITIATIVE

CITY OF BATAVIA

MARCH 2018

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This document was developed by the City of Batavia Local Planning Committee as part of the Downtown Revitalization Initiative and was supported by the NYS Department of State and NYS Homes and Community Renewal. The document was prepared by the following Consultant Team:



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FOREWORD

“A thriving downtown can provide a tremendous boost to the local economy. The Downtown Revitalization Initiative will transform selected downtown neighborhoods into vibrant places for people to live, work and raise a family, which will also help attract new investments and business for years to come.”

~ Governor Andrew M. Cuomo

Nationally and globally, business and development leaders recognize that the creation of new downtown communities with public amenities and a high quality-of-life can provide a catalyst for increased economic development, re-population (particularly by young professionals) and urban vibrancy. Governor Andrew Cuomo recognized this potential and launched a major new initiative in the spring of 2016 – the Downtown Revitalization Initiative (DRI).

The Governor’s ten Regional Economic Development Councils (REDCs) each identified one community in which to invest \$10 million to improve the vitality of those urban centers. The Downtown Revitalization Initiative (DRI) funding supports a community planning and implementation process where each community develops the key ingredients needed for successful downtown revitalization: a clear vision for the downtown; goals and strategies to accomplish the vision; and a strategic plan to implement catalytic projects identified in the plan.

Communities selected in Round One included:

- Elmira (Southern Tier Region)
- Geneva (Finger Lakes Region)
- Glens Falls (Capital Region)
- Jamaica (NYC Region)
- Jamestown (Western NY Region)
- Middletown (Mid-Hudson Region)
- Oneonta (Mohawk Valley Region)
- Oswego (Central NY Region)
- Plattsburgh (North Country Region)
- Westbury (Long Island Region)

In 2017, the enacted state budget included another \$100,000,000 for downtown revitalization. DRI Two is again supporting a community planning process, conducted by staff from the Department of State Office of Planning, Development, and Community Infrastructure and the NYS Homes and Community Renewal. This multi-agency effort, led by Secretary of State Rossana Rosado, also includes staff from Empire State Development and assistance from other agencies like the state Department of Transportation and state Department of Labor based on projects identified by the communities.

DOWNTOWN REVITALIZATION INITIATIVE CITY OF BATAVIA

Communities selected in Round Two included:

- Watkins Glen (Southern Tier Region)
- Batavia (Finger Lakes Region)
- Hudson (Capital Region)
- South Bronx (NYC Region)
- Olean (Western NY Region)
- Kingston (Mid-Hudson Region)
- Rome (Mohawk Valley Region)
- Cortland (Central NY Region)
- Watertown (North Country Region)
- Hicksville in Oyster Bay (Long Island Region)



The program emphasizes using DRI investments to reinforce and secure additional public and private investment within and near downtown neighborhoods, building upon growth supported by the REDCs. To fully leverage the impact of the DRI, Local Planning Committees identified projects that totaled in excess of the available DRI funds to ensure a continued pipeline of projects ready for funding within the community in the event that alternate funding sources are identified for projects; additional State funds become available; or projects drop from consideration. The most transformative and catalytic projects from those identified for each downtown will receive DRI funding.

With the assistance of the State, leadership from within the communities, and public and private investors, these communities will become vibrant communities where people will want to live, work and raise families.



EXECUTIVE SUMMARY

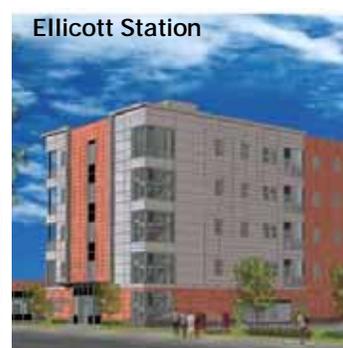
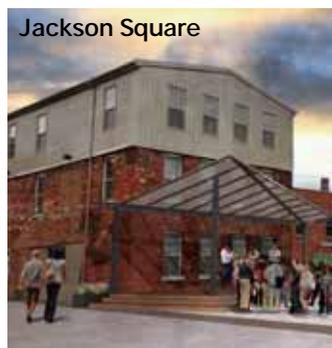
A NEW chapter in downtown Batavia's rebirth has been launched with New York State's \$10 million Downtown Revitalization Initiative investment. The \$10 million investment will help Batavia create an innovative and vibrant downtown that will attract new residents and businesses to propel the resurgence of the City and region.

The Downtown Revitalization Initiative (DRI) journey started as a partnership of the City of Batavia, Batavia Development Corporation, Genesee County Economic Development Center, Batavia City School District and others in the community passionate about the future of a downtown that was established more than 200 years ago. New York State joined and supported that partnership with the Downtown Revitalization Initiative.

This DRI Strategic Investment Plan embodies six months of collaboration and hard work by 23 volunteers of a Local Planning Committee (LPC). The LPC, in partnership with State planners and a consultant team, and guided by public and stakeholder input, developed a downtown Vision supported by five goals, 28 strategies and 16 DRI projects.

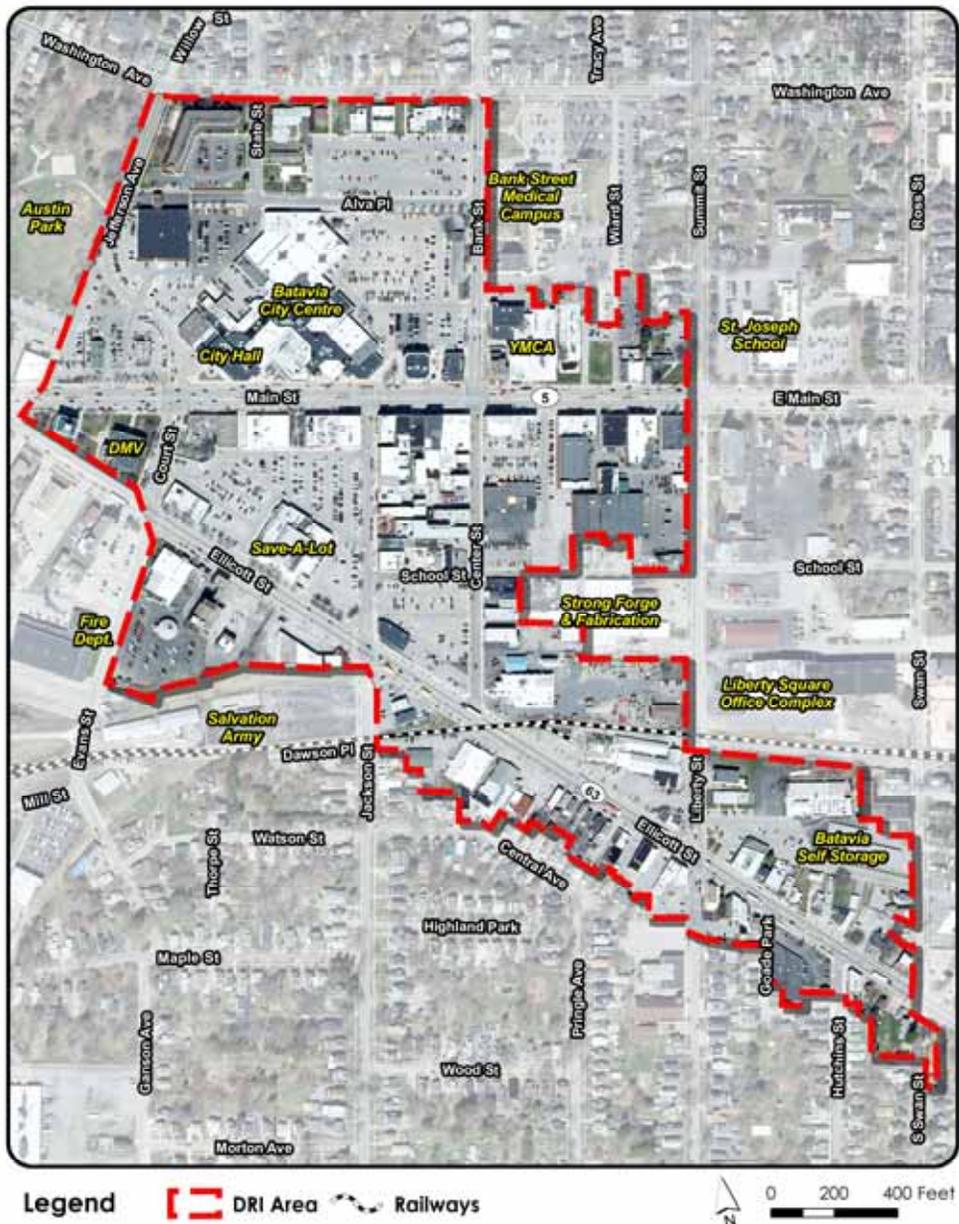
The 16 DRI projects proposed by the LPC for DRI funding represent a mix of catalytic public and private investments totaling \$15 million that will facilitate more than \$60 million in new investments. Proposed DRI projects will also create and retain an estimated 310 jobs and welcome an estimated 140 new residents to downtown. New employees and residents will enjoy a new downtown theater, public market and enhanced public spaces.

Batavia's tomorrow starts today with the DRI investments and implementation of this plan will advance the Finger Lakes Region Forward regional agenda.



A COMPACT AND PEDESTRIAN ORIENTED DRI BOUNDARY

The Downtown Revitalization Initiative boundary selected by the Local Planning Committee (LPC) was the already established Batavia Business Improvement District (BID) boundary which encompasses the historic commercial core in the City of Batavia. Two very active State Routes, 5 (Main Street) and 63 (Ellicott Street), are within the boundary and host the majority of the projects selected for the DRI slate. More importantly, all of the DRI projects are within 1,000 feet of the center of downtown at Bank Street and Main Street which will promote synergy among projects as well as convenient pedestrian access between DRI sites.



The 87 acre DRI boundary includes the City of Batavia’s historic commercial and mixed use core

AN ENGAGED DRI COMMUNITY

The DRI process in Batavia included a comprehensive community engagement strategy that included multiple opportunities for resident and stakeholder input. A 23 member DRI Local Planning Committee included City and regional representatives from businesses, not for profit organizations, government agencies and neighborhoods. State planners and staff from the New York State Department of State, New York State Homes and Community Renewal, and Empire State Development Corporation worked in partnership with the LPC and DRI consultant team to develop the DRI Strategic Investment Plan.



The DRI process included a comprehensive community engagement strategy that provided multiple opportunities for public and stakeholder input.

The LPC met monthly in a very transparent open meeting format that provided opportunities for residents and other interested individuals to stay engaged and provide input throughout the six month DRI process.

DOWNTOWN REVITALIZATION INITIATIVE CITY OF BATAVIA

To complement and inform the Local Planning Committee's engagement efforts, three public meetings and multiple stakeholder interviews were held during the DRI process. Public Meetings included an initial workshop followed by two open houses that were interactive and also provided participants with information about the DRI process and potential projects. Stakeholder interviews, on the other hand, provided an opportunity for smaller individual or group conversations that revealed more detailed and anecdotal information that cannot be obtained at a public meeting.



Residents review DRI projects at a Public Meeting

A VISION TO TRANSFORM DOWNTOWN BATAVIA

DRI GOALS AND STRATEGIES

ACCESSIBILITY

Downtown Batavia will provide opportunities for a diverse population of all ages and abilities to live, work and play.

- Provide activities for youth
- Support market rate housing opportunities especially for seniors and millennials
- Support services, businesses, and activities for young families
- Develop a workforce training center downtown

SYNERGY

Downtown revitalization projects will be complementary with each other, leveraging synergies among a mix of businesses, properties, organizations, uses and investments.

- Incentivize integrated redevelopment that includes a mix of uses at a Downtown Healthy Living Campus
- Ensure a critical mass of small business/property development in focus areas to maximize impact
- Encourage entertainment, arts/culture and restaurants to locate, improve or expand downtown
- Expand health and wellness activity

CONNECTIVITY

Batavia's downtown will provide user friendly networks to connect downtown with neighborhoods, businesses, institutions, recreational opportunities and culture.

- Make downtown more walkable
- Connect downtown with existing senior housing projects and adjacent neighborhoods
- Improve safety for pedestrians and bicyclists
- Enhance transit stop amenities
- Expand public services including broadband/Wi-Fi, transit & public restrooms
- Connect the medical campus with the mall property to create urban downtown campus and to maximize development opportunities

VITALITY

Downtown Batavia will attract residents and businesses through marketing, branding, high quality design, amenities, and arts and culture.

- Brand downtown
- Preserve historic structures
- Landscape and buffer downtown parking lots
- Integrate green infrastructure techniques into projects
- Upgrade Main Street facades
- Redevelop for the human scale
- Create an arts/culture district
- Integrate art into downtown development projects

OPPORTUNITY

Sound investments in downtown Batavia will create catalytic opportunities for growth, entrepreneurship, and long term economic sustainability.

- Provide opportunities for infill development on downtown parking lots
- Redevelop the mall/City Centre area
- Redevelop the former Carr's Department Store
- Encourage partnerships with developers and the private sector
- Encourage micro-retail development
- Support small businesses and develop a small business loan and/or grant fund

A new Vision for downtown Batavia, supported by Goals and Strategies, was developed by the DRI Local Planning Committee to guide the Strategic Investment Plan priorities and selection of DRI projects. The Vision captured the community's desire to facilitate the next chapter of downtown Batavia's revitalization journey with new businesses, arts, culture and a focus on health. Five goals and 28 strategies supported the Vision Statement.

BATAVIA DRI VISION STATEMENT

Batavia is All In to reshape its urban core by embracing and building upon its rich entrepreneurial history, fostering cultural appreciation, and creating a healthy and vibrant community to benefit all

SLATE OF PROJECTS 16 projects totaling \$15,031,750 were selected by the LPC for consideration by the State for DRI Funding:



PROJECT Build Ellicott Station
COST \$23,000,000
DRI FUNDING \$425,000

Redevelopment of an underutilized brownfield site including 51 mixed income residential units, four commercial units, and a brewery/restaurant



PROJECT Build Newberry Place Lofts
COST \$350,000
DRI FUNDING \$175,000

Development of three market rate apartments on the 3rd floor of a historic building, and construction of a patio/beer garden on Jackson Square.



PROJECT Revitalize the Carr's and Bank Buildings
COST \$5,250,000
DRI FUNDING \$1,200,000

Rehabilitation of the historic former Carr's Department store and Genesee Bank into three commercial units and 14 upper floor residential lofts.



PROJECT Develop Ellicott Place
COST \$2,500,000
DRI FUNDING \$1,150,000

Redevelop the upper floors of a former department store into 10 mixed income apartments and 10,000 sq. ft. of lower level commercial space.

PROJECT Develop a Healthy Living Campus

COST \$22,500,000

DRI FUNDING \$4,295,000

The YMCA and Rochester Regional Health will construct an 85,000 sq. ft. health /medical campus including a new YMCA facility and medical space.



PROJECT Activate the Batavia Innovation Zones

COST \$400,000

DRI FUNDING \$200,000

The Batavia Innovation Zone (BIZ) program will provide rent subsidies, marketing and training to incubate new businesses at four downtown locations.



PROJECT Construct Theater 56

COST \$901,750

DRI FUNDING \$701,750

Renovate the interior and façade of an 11,000 sq. ft. space at City Centre for a new downtown theater and dance academy.



PROJECT Construct a Public Market

COST \$2,500,000

DRI FUNDING \$1,500,000

The BID will build a permanent public market structure, market shed, and Innovation Zone shed on a portion of an underutilized downtown parking lot.





PROJECT Create a Building Improvement Fund
COST \$800,000
DRI FUNDING \$600,000

A Building Improvement Fund will be established to provide grant funding for applicants to implement interior and exterior building improvements.



PROJECT Upgrade City Centre
COST \$1,500,000
DRI FUNDING \$1,000,000

The concourse and entrances at City Centre will be upgraded to provide space for an indoor marketplace for micro-retail opportunities and public performance space.



PROJECT Renovate 206 East Main Street
COST \$675,000
DRI FUNDING \$405,000

The owner will convert a vacant 2nd floor space into a full service bar, dining, meeting space, and 2 to 4 market rate residential units.



PROJECT Enhance Jackson Square
COST \$750,000
DRI FUNDING \$750,000

Renovation of the popular outdoor event venue including pavement upgrades, a new stage, lighting, signage, and landscaping.

PROJECT Upgrade the Masonic Temple

COST \$750,000

DRI FUNDING \$500,000

The owner will install a historically accurate storefront and continue building improvements at the former Masonic Temple building.



PROJECT Develop the Healthy Living Corridor

COST \$705,000

DRI FUNDING \$705,000

Traffic calming measures will be installed on Bank Street to tie together the City Centre and Healthy Living Campus.

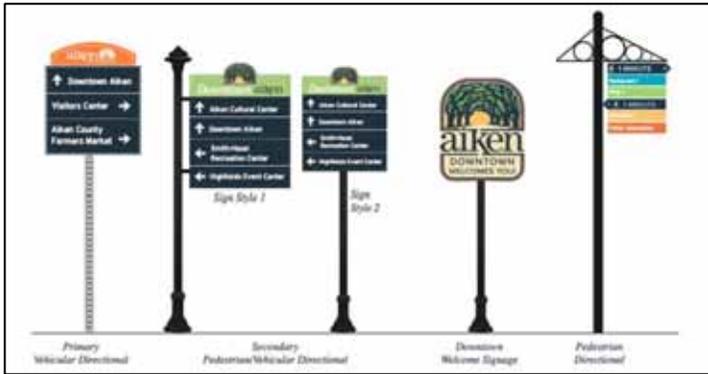


PROJECT Develop Branding & Wayfinding

COST \$250,000

DRI FUNDING \$200,000

The Downtown BID will identify and promote its brand through new downtown signage and marketing materials.



PROJECT Enhance the GO Art! Cultural Center

COST \$1,300,000

DRI FUNDING \$1,225,000

Upgrades to the National Register downtown building will enable GO Art! to expand its services and support its long term economic sustainability.



IMPLEMENTING THE PLAN

Implementation of DRI projects will be a team effort involving DRI applicants, the City of Batavia and the Batavia Development Corporation working with New York State agencies, authorities, and private contractors. The City Manager will be the lead DRI Project Manager and primary liaison with New York State to oversee the DRI Strategic Investment Plan implementation.

The Department of Public Works (DPW) and the Bureau of Maintenance (BOM) will be the primary entities responsible for implementing DRI Public Projects. They will engage engineers to assist with project design, bidding and construction management of DRI Public Projects. Some components of projects may also be completed directly by DPW or BOM staff. The remainder of the DRI projects – Private Development projects and Marketing/Branding projects - will be administered by DRI applicants with help from the Batavia Development Corporation (BDC). The Genesee County Economic Development Center will also assist private applicants advance their projects and will also work with them for bridge financing and other incentives.

The plan will be implemented over a five year period. To maintain momentum, the LPC selected projects that will be completed throughout the five year period.



**DOWNTOWN
REVITALIZATION
INITIATIVE
CITY OF BATAVIA**

Section I: Downtown Profile and Assessment



Prior to developing any recommendations regarding proposed projects for the Downtown Revitalization Initiative (DRI) a comprehensive Profile and Assessment of the downtown is needed. The Profile and Assessment gives a snapshot of the existing and planned conditions in the downtown which provides a framework for review and analysis of the potential projects.

Components of the Downtown Profile and Assessment include:

- A review of the Downtown Boundary and its context in the region;
- An analysis of existing conditions including an economic and market analysis;
- Information on existing local and regional plans and their relationship to downtown Batavia;
- An inventory of relevant recent and future projects; and
- An assessment of local organizational structures and associated capacity to implement DRI objectives.

Key findings of the Profile and Assessment will summarize the trends and data necessary to develop a blueprint for the revitalization of downtown Batavia.

DOWNTOWN INVENTORY OF EXISTING CONDITIONS

This section provides an inventory of factors that influence development and redevelopment within downtown Batavia. The inventory of data and mapping included in this section is the information every qualified private or not for profit developer seeks before investing in a downtown.

The characteristics reviewed below include: land use; zoning; vacant/underutilized sites; land ownership; environmental resources; parks, recreation and historic resources; transportation systems; and infrastructure systems.

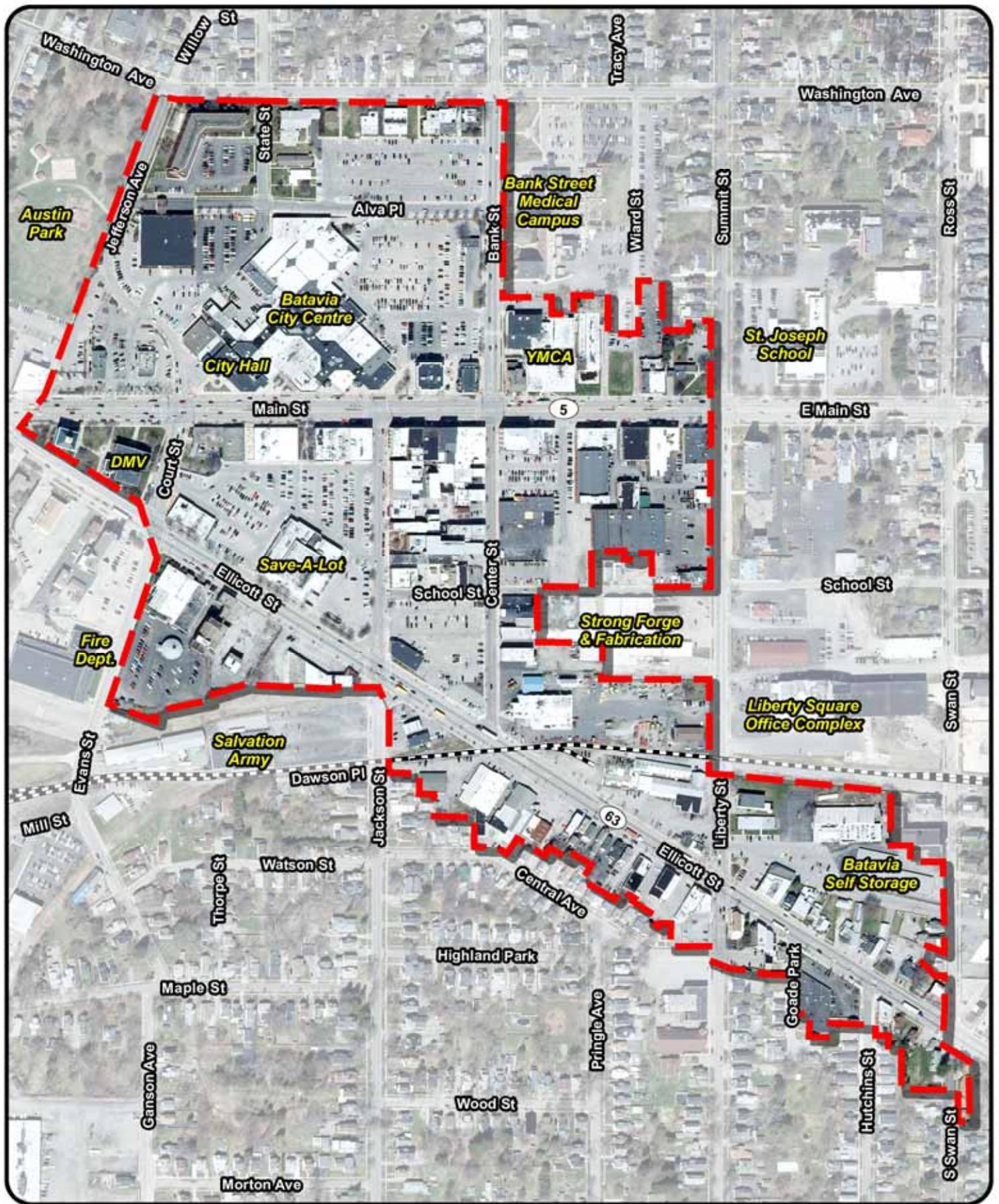
DRI BOUNDARY AND REGIONAL LOCATION

The Downtown Revitalization Initiative (DRI) boundary is the same as the City of Batavia Business Improvement District (BID) boundary which includes the City of Batavia's historic mixed use corridor (Figure 1). The total acreage of the DRI is 87.1 acres. This boundary was the original boundary submitted with the DRI application. While the Local Planning Committee (LPC) considered expanding the boundary at one point, it decided to keep the original boundary to ensure the impact of DRI projects was not diluted.

The DRI Boundary is within the center of the City of Batavia. Batavia is a small City of 15,118 persons (2015 U.S. Census, American Community Survey) in Genesee County and is the seat for Genesee County Government. Although it is a small City, it is the largest municipality in Genesee County (population 59,548 according to the 2015 U.S. Census, American Community Survey) and is home to many of the County's largest employers, the regional hospital, professional services and other regional and State government offices. Residents from the rest of Genesee County also consider Batavia the economic and cultural center of the rural areas between the Rochester and Buffalo metropolitan areas.

The City of Batavia is surrounded by the Town of Batavia which is mostly rural but has a concentration of homes and new commercial development adjacent to City boundaries. The remainder of Genesee County is a predominantly rural area and one of the most productive agricultural areas in New York State.

Batavia has a unique and advantageous location between Buffalo and Rochester. Access to the Buffalo and Rochester metropolitan areas is provided by four State Routes (5, 98, 33 and 63) that traverse the City and an exit/entrance 48 of the New York State Thruway. Despite easy access to the two larger metropolitan regions, most Batavia residents (75%) choose to live and work in the City of Batavia.



Legend

 DRI Area  Railways



0 200 400 Feet

Figure 1. Boundary

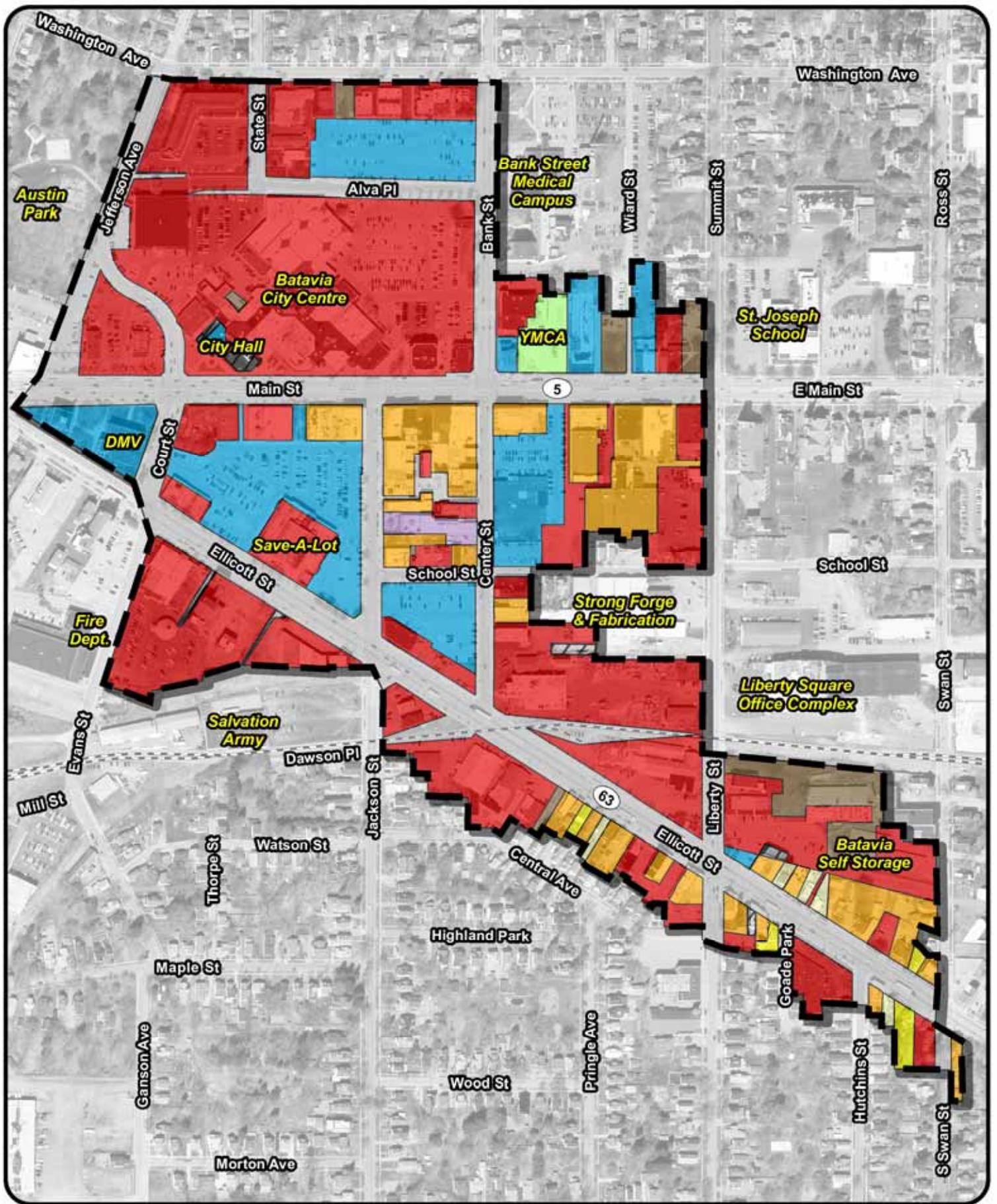
LAND USE

Land use in the downtown (Figure 2) is dominated by commercial uses and community services. Together, these land uses account for over 60 percent of the land uses within the DRI. These are typical uses within a traditional historic downtown district and include multiple offices for Genesee County, City of Batavia offices, small retailers, restaurants and professional offices. Additionally, transportation uses such as roadways account for nearly a quarter of the DRI land use.

Table 1. Land Use in the DRI

Land Use	Area	
	Acres	Percent
Commercial	40.3	46.3%
Community Services	12.0	13.8%
Mixed Use	8.3	9.5%
Recreation & Entertainment	0.7	0.8%
Residential - Low Density	0.4	0.4%
Residential - Medium Density	0.5	0.6%
Transportation (Roads, etc.)	21.3	24.4%
Utilities	0.5	0.6%
Vacant Land	2.6	3.0%
Unclassified	0.5	0.6%
Total	87.1	

Source: Genesee County Real Property Tax Service, City of Batavia



Legend



Land Use Type

- Commercial
- Community Services
- Mixed Use

- Recreation & Entertainment
- Residential - Low Density
- Residential - Medium Density

- Transportation
- Utilities
- Vacant Land
- Unclassified



0 200 400 Feet

Figure 2. Land Use

EXISTING ZONING

The downtown area is primarily zoned the C-3 Central Commercial District (Figure 3). Over 83 percent of the DRI area or approximately 73 acres is zoned C-3. A mix of uses is allowed in the C-3 zone including retail, offices, banks, restaurants and hotels. In 2000, the City amended the zoning document to permit upper story residential uses. As the C-3 zone includes the City's historic core, buildings can be constructed up to 45 feet in height and can cover up to 100 percent of the property. All proposals in the C-3 district are subject to Design Guidelines for building design, signs and materials.

The downtown also allows for industrial uses with nearly five percent of the downtown included in the Industrial District (I-1). Retail, light industrial, and offices are permitted uses by right. Junkyards, auto-service stations, live/work units, and brew pub/microbrewery uses are allowed with a special use permit.

The Historic Overlay District applies to 2.2 acres or a little over two percent of the downtown and is generally located along the northern portion of Ellicott Street and west of Court Street near the DMV.

Approximately six percent of the downtown is included within the Planned Development - Service District, while just over one percent is within the Planned Development - Medical District.

Less than one percent of the downtown study area is within the C-2 Commercial zone. The C-2 Commercial zone also allows a mix of uses but it also encourages automobile oriented uses such as gas stations, drive thrus and front yard parking (all of which are prohibited or allowed by special use permit in the C-3 zone). In addition, the C-2 zone only allows up to 40 percent building coverage on properties, which promotes a less dense development pattern than the C-3 zone.

Less than one percent of the downtown is within the Residential (R-3) District, located along Jefferson Avenue.

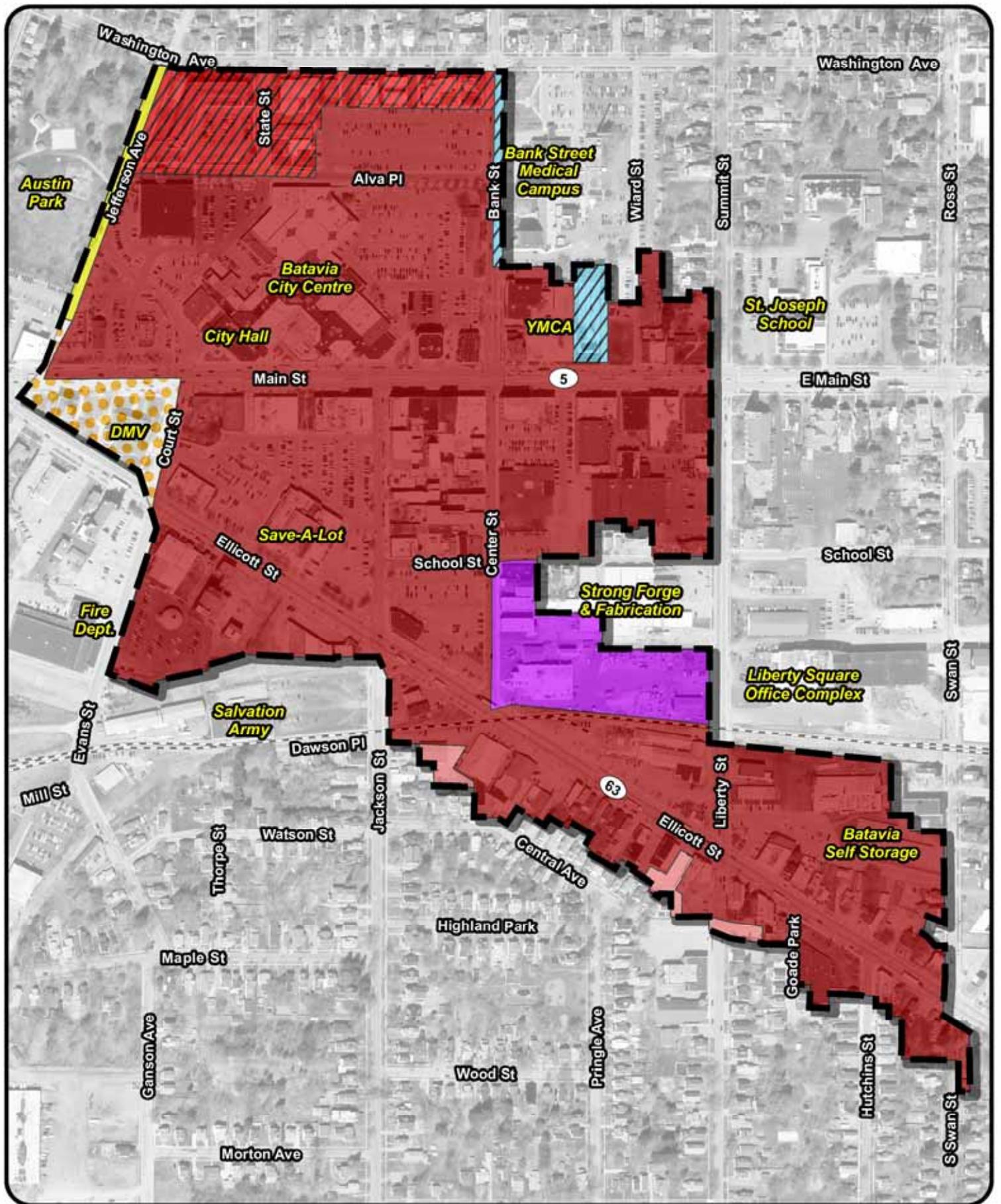
The Downtown Business Improvement District (BID) is coterminous with the downtown DRI area. Businesses within the district pay a BID assessment for marketing, events, design assistance and downtown management.

DOWNTOWN REVITALIZATION INITIATIVE CITY OF BATAVIA

Table 2. Primary Zoning categories within the DRI

Zone	Permitted Uses (Summary)	Special Uses Permitted	Acres	Percent*
C-3: Downtown Commercial	Retail, professional offices, banks, restaurants, hotels, theaters	Drive-in facilities, residential uses (upper floor)	72.7	83.6%
C-2: General Commercial	Retail, restaurants, hotels, theaters	High-rise apartments, large scale multi-family apartments, auto service stations, food processing and distribution.	0.8	0.9%
I-1: Industrial	Retail, light industrial, offices	Junkyards, auto-service stations, live/work units, brew pub/microbrewery	4.3	4.9%
C-2: H-O Historic Overlay District	Historic District Overlay Zone overlays underlying districts. The permitted uses are determined by the underlying zoning districts	Historic District Overlay Zone overlays underlying districts. The special uses permitted are determined by the underlying zoning districts	2.2	2.5%
R-3: Residential	Single family, two-family and multi-family up to three units, churches, schools, museums	Offices, high rise apartments, large scale multi-family	0.6	0.7%
Planned Development - Medical (P-2)	None	Medical facilities, high-rise apartments	1.1	1.3%
Planned Development - Service (P-3)	None	High rise for the elderly	5.3	6.1%

Source: City of Batavia Code. General Code Publishers



Legend



Zoning Districts

- Central Commercial District (C-3)
- Residential District (R-3)
- General Commercial District (C-2)
- Historic Overlay District (C-2 H-O)
- Industrial District (I-1)
- Residential District (R-3)
- Planned Development - Medical (P-2)
- Planned Development - Service (P-3)



0 200 400 Feet

Figure 3. Zoning

UNDERUTILIZED AND VACANT SITES

Utilizing the Batavia Brownfield Opportunity Area (BOA) study as a starting point, an evaluation of underutilized and vacant properties revealed that the DRI area includes 38 properties categorized as underutilized and vacant properties as depicted in Figure 4. Underutilized properties generally had buildings on them that were vacant, significantly underutilized or abandoned. Properties with no buildings on them, or designated as vacant on the real property database, were labeled as vacant. Each underutilized and vacant property was then further categorized by properties with environmental records, sites with suspicious uses (but no records) and those with no records or suspicious uses. Some sites are labeled suspicious because uses that may cause site contamination occupied the site at some time, but no public records concerning potential site contamination exist for those sites.

Tables 3 and 4 provide a summary of the underutilized and vacant properties in the downtown. The character of the properties varies considerably. The list includes industrial buildings, commercial properties, parking lots, auto shops, government sites, vacant lots and sites with environmental records.

Thirty of the properties are classified as underutilized sites. Of those, two had environmental records, 12 had suspicious uses and 16 had no environmental records or suspicious uses. The 30 underutilized properties occupy approximately 11 acres in the downtown.

The downtown also included eight vacant properties. Of those, two had suspicious uses and six had no environmental records or suspicious uses. The eight vacant properties occupy approximately 1.5 acres in the downtown.

The underutilized and vacant property designations included in the BOA were made based on evaluations of real property data, publicly available environmental records (Phase I reports, spills, etc.), aerial photography, Sanborn maps, site visits and information provided by BOA Steering Committee members.

DOWNTOWN REVITALIZATION INITIATIVE CITY OF BATAVIA

Table 3. Underutilized Properties

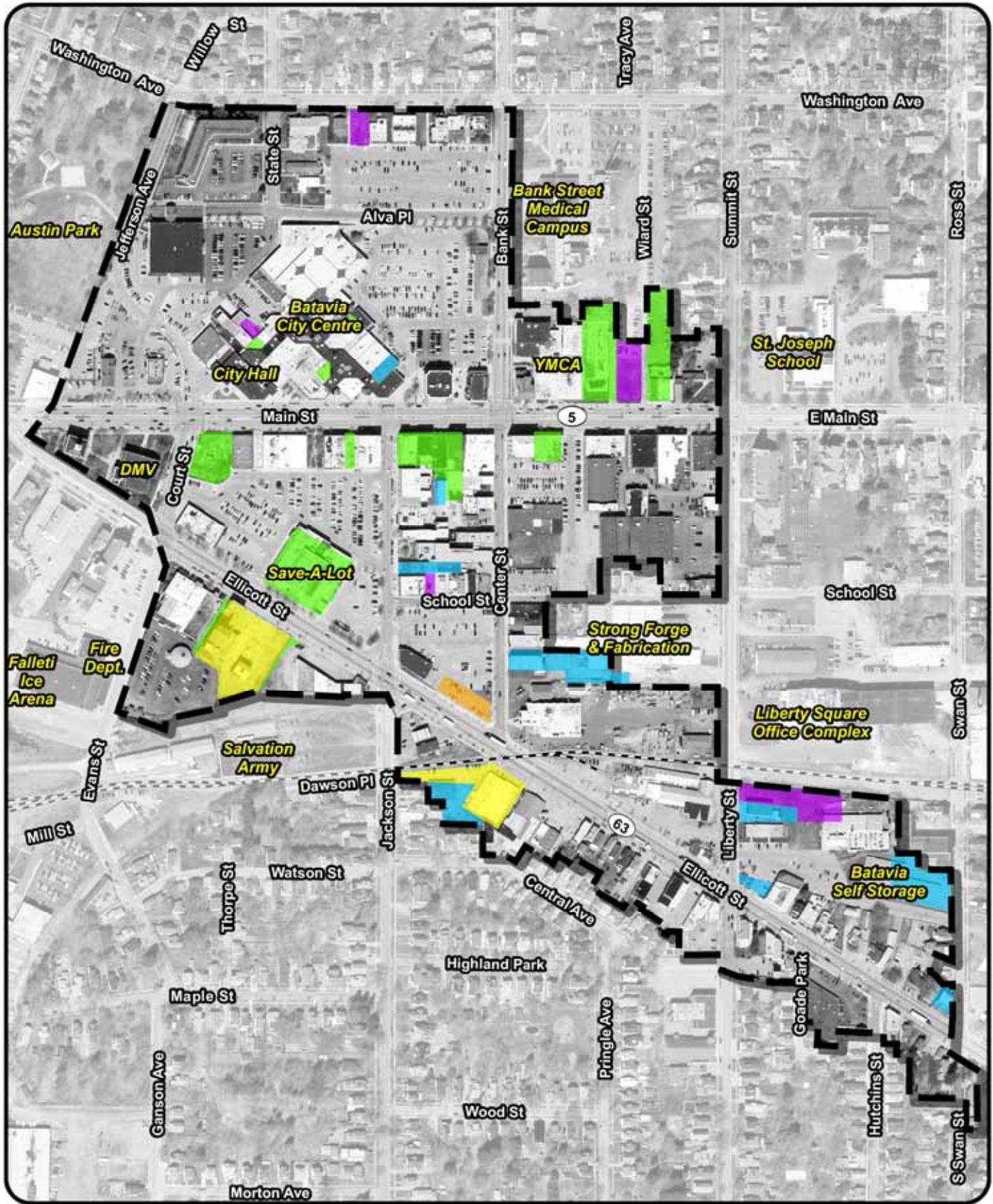
Site	Address	Owner	Land Use	Acres	Assessment	Zone	Site Use
UNDERUTILIZED PROPERTIES WITH ENVIRONMENTAL RECORDS							
1	40-52 Ellicott St	Peter Della Penna	Vacant Indust.	1.13	\$60,000	C-3	building
2	200 Ellicott St	Paul Tenney	Indust./Comm.	0.73	\$160,000	C-3	building
<i>Total All Underutilized Properties with Environmental Records</i>				1.86			
UNDERUTILIZED PROPERTIES WITH SUSPICIOUS USES							
3	198 Ellicott St	Paul Tenney	Industrial	0.32	\$105,000	C-2	building
4	35-37 Jackson St	Batavia Showtime	Commercial	0.16	\$85,000	C-3	building
5	13-15 Jackson St Rear	City of Batavia	Commercial	0.07	\$5,000	C-3	building
6	Center/Liberty	BMP Holdings LLC	Industrial	0.21	\$0	I-1	building
7	39-41 Center St	BMP Holdings, LLC	Industrial	0.45	\$95,000	I-1	building
8	Center/Liberty	BMP Holdings LLC	Industrial	0.16	\$0	I-1	parking
9	301-305 Ellicott St	City Of Batavia	Govt Services	0.08	\$4,500	C-3	parking
10	39 Liberty St	Wortzman Furniture	Commercial	0.22	\$110,000	C-3	building
11	56-58 Swan St	Ellicott Sq. Plaza LLC	Industrial	0.54	\$340,000	C-3	building
12	339-341 Ellicott St	Superior Process	Commercial	0.08	\$80,000	C-3	building
13	96-98 Jackson St	The Salvation Army	Commercial	1.94	\$240,000	C-2,I	building
14	4 Bat. City Centre	Homestead Event Ctr	Commercial	0.08	\$92,200	C-3	building
<i>Total All Underutilized Properties with Suspicious Uses</i>				4.31			
UNDERUTILIZED PROPERTIES WITH NO ENVIRONMENTAL RECORDS OR SUSPICIOUS USES							
15	211 1/2 E. Main Rear	UMMC	Medical	1.22	\$570,000	P-2	building
16	211 E Main St	UMMC	Medical	0.72	\$1,220,000	P-2	building
17	45-47 Ellicott St	V J Gauteri Const. Inc	Commercial	0.93	\$705,000	C-3	building
18	39-45 Main St	Robert C. Noonan	Commercial	0.40	\$411,000	C-3	building
19	83 Main St	Nathan Benderson	Commercial	0.08	\$220,000	C-3	building
20	29 Bat. City Centre	Danla, Inc	Commercial	0.01	\$23,000	C-3	building
21	28 Bat. City Centre	Keith A. Seland	Commercial	0.02	\$23,000	C-3	building
22	2 Bat. City Centre	Chess, LLC	Commercial	0.04	\$50,000	C-3	building
23	10 Bat. City Centre	James E. Gomborone	Commercial	0.04	\$29,500	C-3	building
24	97 Main St	Andrew J. Mistler Sr.	Commercial	0.07	\$90,000	C-3	building
25	99 Main St	GM Hospitality, LLC	Commercial	0.05	\$90,000	C-3	building
26	101-103 Main St	105 of Batavia, Inc	Commercial	0.11	\$65,000	C-3	building
27	105-107 Main St	105 of Batavia, Inc	Commercial	0.15	\$45,000	C-3	building
28	109-111 Main St	113 of Batavia, Inc.	Commercial	0.24	\$120,000	C-3	building
29	215 East Main St	215 E. Main Prop. LLC	Commercial	0.56	\$275,000	C-3	building
30	206 East Main St	Just Chez Realty LLC	Commercial	0.17	\$220,000	C-3	building
<i>Total All Underutilized Properties with No Environmental Records or Suspicious Uses</i>				4.81			
<i>Total All Underutilized Properties</i>				10.98			

Source: Genesee County Real Property Services, LaBella Associates

Table 4. Vacant Properties

Site	Address	Owner	Land Use	Acres	Assessment	Zone	Site Use
VACANT PROPERTIES WITH SUSPICIOUS USES							
1	1-9 Wiard St	UMMC	Medical	0.28	\$31,300	C-3	parking
2	109 Ellicott St	Wortzman Furniture	Commercial	0.22	\$6,800	C-3	no building
<i>Total All Vacant Properties with Suspicious Uses</i>				0.50			
VACANT PROPERTIES WITH NO ENVIRONMENTAL RECORDS OR SUSPICIOUS USES							
3	213 East Main St	UMMC	Medical	0.32	\$60,000	C-3	no building
4	51 Bat. City Centre	City of Batavia	Govt Services	0.05	\$11,900	C-3	parking
5	3 School St	Batavia Showtime, Inc.	Commercial	0.04	\$500	C-3	parking
6	39 Jackson St Rear	Leo S. Mager	Commercial	0.01	\$400	C-3	parking
7	37 Liberty St	Ellicott Sq. Plaza, LLC	Commercial	0.23	\$9,200	C-3	no building
8	37 Liberty St Rear	Ellicott Sq. Plaza, LLC	Commercial	0.29	\$6,800	C-3	parking
<i>Total All Vacant Properties with No Environmental Records or Suspicious Uses</i>				0.94			
<i>Total All Vacant Properties</i>				1.44			

Source: Genesee County Real Property Services, LaBella Associates



Legend

-  Study Area
-  Railways

Underutilized Sites

-  Underutilized "Clean"
-  Underutilized Suspicious Uses
-  Underutilized with Env. Record
-  Vacant "Clean"
-  Vacant Suspicious Uses

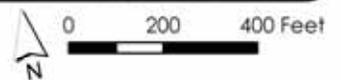


Figure 4. Underutilized & Vacant Sites

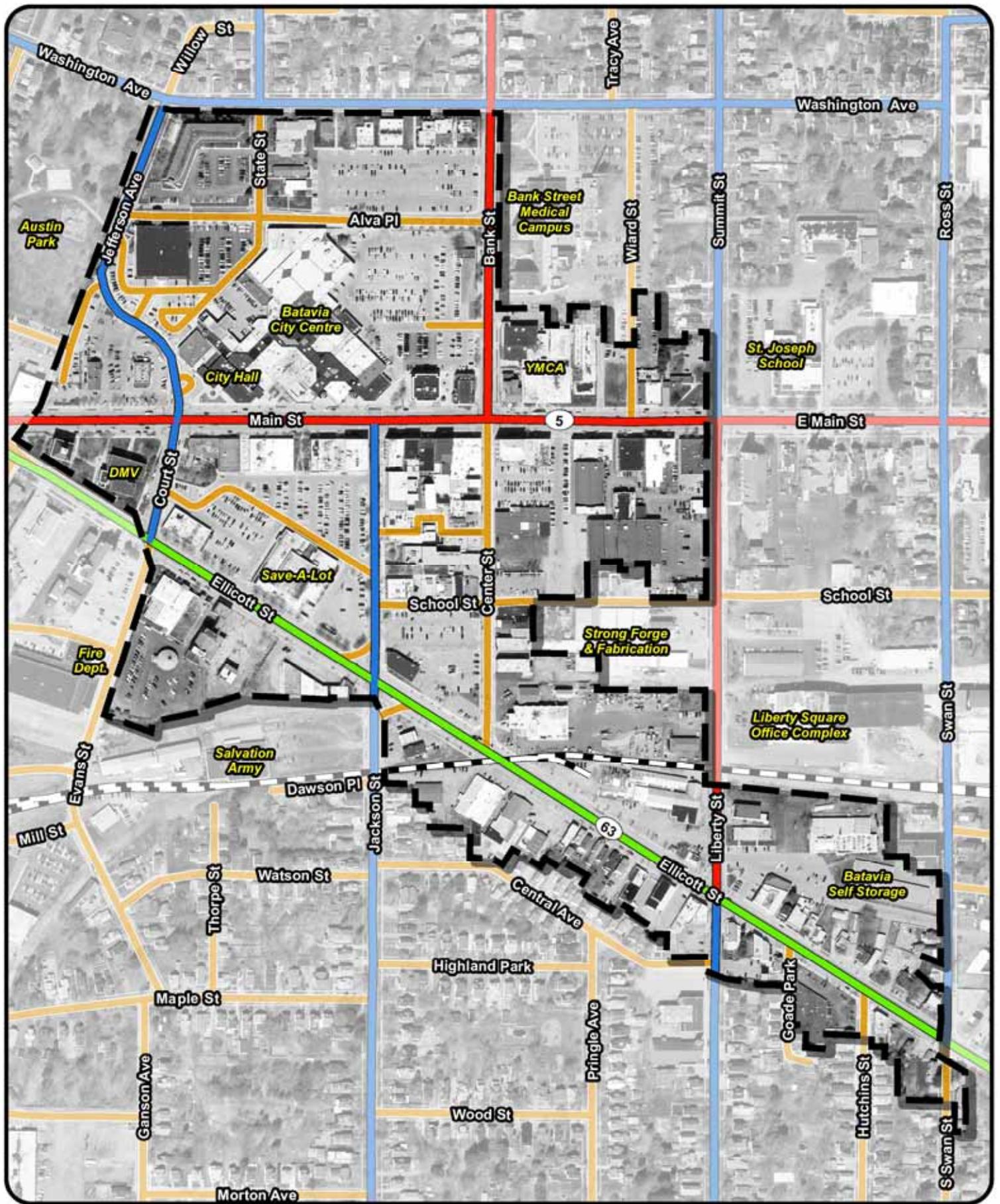
TRANSPORTATION SYSTEMS

One of the significant assets of the downtown is transportation access. State Routes 5, 33 and 63 all pass through and serve the downtown. According to the New York State Department of Transportation Urban Functional Classification System, Routes 5 and 33 are considered minor arterials and Route 63 is categorized as a major arterial (see Figure 5). The distinction between major and minor arterial is based on Route 63's function as a connection between Interstate 90 and Interstate 390, not levels of traffic.

Annual Average Daily Traffic (AADT) counts for the State Routes vary with more than 30,000 vehicles traveling daily on the section of Route 5 between Route 98 and downtown where State Routes 5, 63 and 33 come together as one section.

The downtown does have a grid-pattern street system with Main Street (State Route 5) providing east-west connections, Ellicott Street (State Route 63) providing northwest-southeast connections, and Center/Bank Street and Liberty Street providing key north-south connections.

Additionally, several surface parking lots are available for no-charge public parking throughout the downtown.



Legend

- | | | | |
|---|----------------------|---|--------------------|
|  | DRI Area | Urban Functional Classifications | |
|  | Freight Rail Lines |  | Major Collector |
|  | Unclassified Streets |  | Principal Arterial |
| | |  | Minor Arterial |

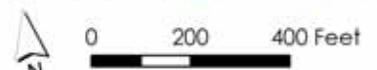


Figure 5. Urban Functional Classification

Table 5. Average Annual Daily Traffic Counts, New York State Routes in Batavia

Route	Section	AADT (Year)
Route 5	Route 63 to Route 33	16,747 (2015)
Route 63	Route 5 to Cedar Street	11,148 (2015)

Source: NYS Department of Transportation

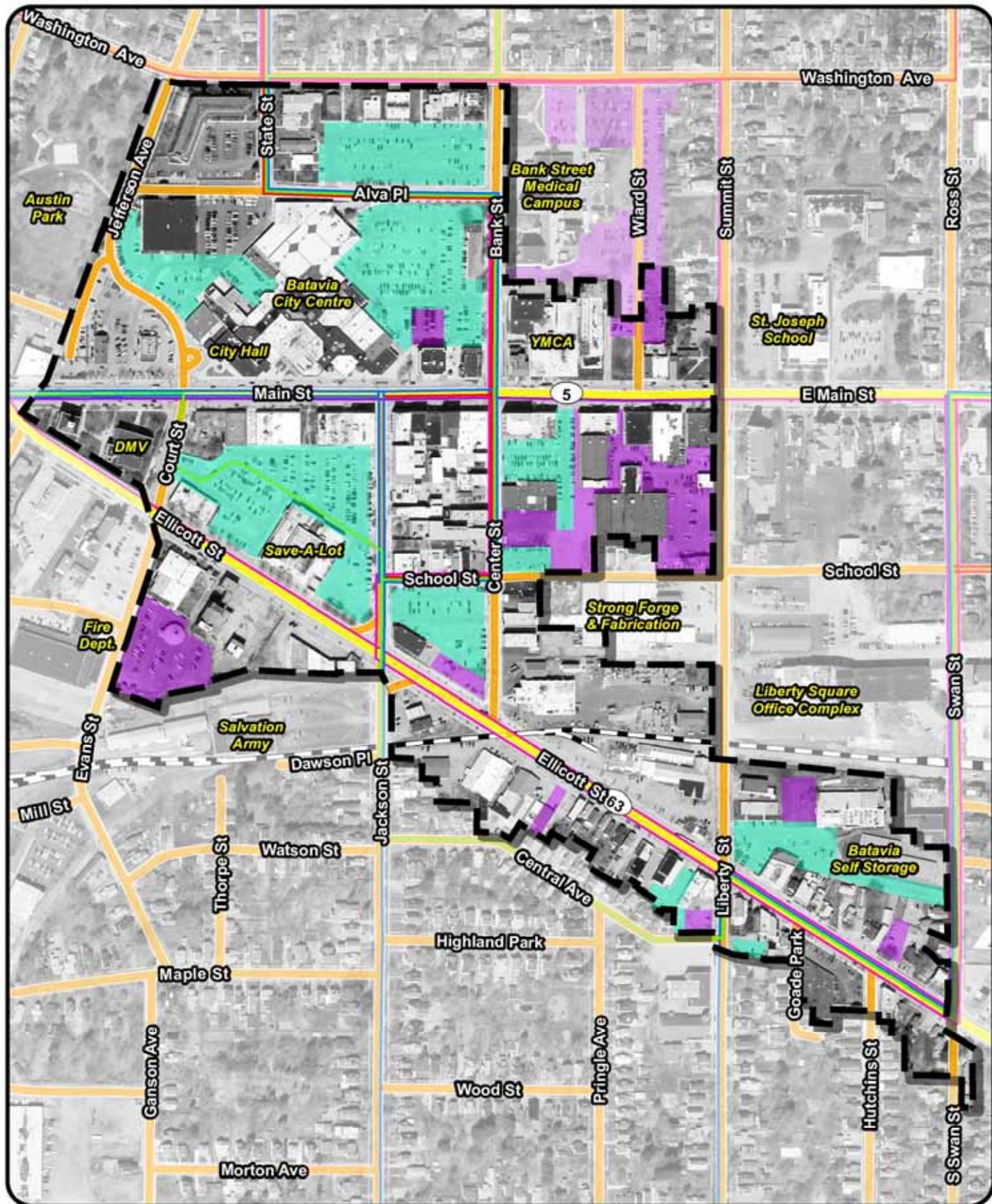
As Figure 6 illustrates there are additional transportation systems in the downtown. The Genesee Valley Transportation System owns a rail spur that runs across the southern part of the downtown and provides access to the CSX mainline which runs south of the City of Batavia.

In addition, the City is served by a comprehensive public transit system through the Rochester Genesee Regional Transportation Authority's Batavia Bus Service. All bus routes are routed through the downtown, connecting to several large employers found both within and outside of the downtown. These public transit connections are vitally important as the City is home to lower income and/or senior residents that do not have access to automobiles.

Developers also consider parking opportunities in the downtown because it is an important factor for retail, commercial and housing tenants. As shown in Table 6, with the exception of a few narrow streets, on-street parking is available on downtown streets. In addition, there are currently more than 1,600 parking spaces in 16 acres of public parking downtown.

The downtown includes a robust multi-modal system that includes a pedestrian network and growing bicycle network. Sidewalks are available on all streets within the downtown and crosswalks are available at nearly every intersection. However, only Ellicott Street (State Route 63) has an official bike lane. A new Ellicott Street trail that traverses the DRI area is anticipated to start construction in 2019.

The pavement condition of the main arteries in the downtown, Main Street and Ellicott Street, are good based on the evaluation by the City's Bureau of Maintenance using Cornell's Local Roads criteria. Both arterials were recently improved through reconstruction or rehabilitation. Several side streets, including Washington Avenue, are in fair to poor condition using the same evaluation criteria.



Legend

-  DRI Area
-  Freight Rail Lines

-  City Parking Lots
-  Private Parking Lots
-  State Roads
-  Local Streets

Regional Transit Service (RTS) Bus Routes

-  210
-  211
-  212
-  213
-  214

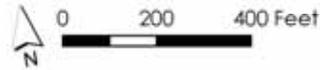


Figure 6. Transit & Parking

Table 6. Downtown Streets, Multi-Modal, On-street Parking and Condition Data

Street Name	On-Street Parking	Sidewalks/Bike Lanes	General Condition
Main St (NYS Route 5)	North Side: Bank St to Jefferson St South Side: Entire Length	Sidewalks: Both Sides	Good (Recon. 2004)
Ellicott St (NYS Route 63)	North Side: Entire Length South Side: Court St to Otis	Sidewalks Both Sides and Bike Lanes	Good (Rehab 2009)
Jefferson Ave	West Side: Alva Pl to Washington Ave	Sidewalks: Both Sides	Good
Washington Ave	South Side	Sidewalks: Both Sides	Fair
State St	East Side	Sidewalks: Both Sides	Good (Rehab 2012)
Alva Pl	North Side	Sidewalks: Both Sides	Fair
Bank St	Both Sides	Sidewalks: Both Sides	Good (Rehab 2010)
Ward St	None	Sidewalks: West Side (Partial)	Poor
Court St	West Side (Recessed Area)	Sidewalks: Both Sides	Good (Recon. 2004)
Jackson St	East Side	Sidewalks: Both Sides	Good (Rehab 2011)

Source: City of Batavia, LaBella Associates

INFRASTRUCTURE AND UTILITY SYSTEMS

The entire downtown is served by a comprehensive network of infrastructure (Figure 7) that can support redevelopment. Infrastructure systems available in the DRI area include:

Water

Public water supply is available within the downtown and accessible to all the downtown properties. Large, 12-inch water distribution lines are available on Route 5 (Main Street) and at the City Centre site. All the other streets, with the exception of a few, are served by 6-inch lines.

Sanitary and Storm Sewer

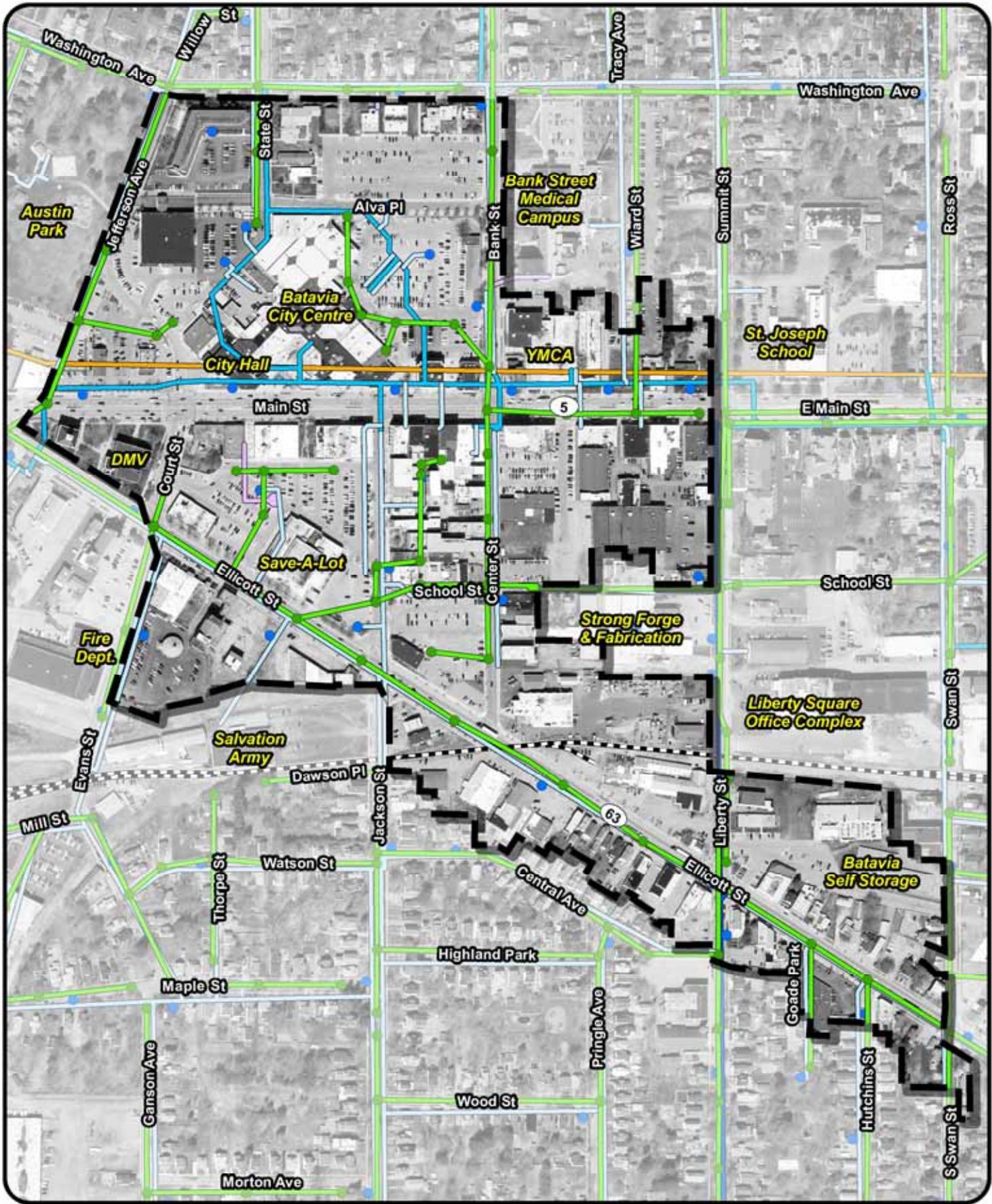
Sanitary sewer lines are available throughout the downtown. The City has confirmed that the lines are of a sufficient size to support redevelopment efforts. Storm sewers have not been mapped to date. However, City staff confirms that all areas in the downtown area are served by storm sewer.

Telecommunications

The downtown is also well served by telecommunications services. A fiber optic line system is available on Route 5 (Main Street) in the downtown. If a company requires high speed fiber optic they could connect to the line on Route 5 via utility poles. Time Warner and Verizon also provide internet, phone and cable TV services throughout the downtown.

Other Utilities

As private utilities, National Fuel gas and National Grid electric do not provide maps of their services but may provide information upon request. However, it is known that the downtown area is served by electric and gas services.



Legend

DRI Area	Potable Water Lines*	Fiber Optic Lines* (Cable Co. Owned)	0 200 400 Feet
Railways	2-6" Water Lines	Sanitary Sewer Lines*	*Utility data compiled from existing sources and may be out-of-date.
	8-12" Water Lines	Sanitary Sewer Manholes*	
	16-20" Water Lines	Fire Hydrants*	
	Private Water Line		

Figure 7. Utilities

PROPERTY OWNERSHIP

The majority of the land in the downtown (over 66 acres) is owned by private individuals or organizations as is shown in Figure 8. Approximately 20 acres representing 26 parcels within the downtown are publicly owned. The public ownership includes the City of Batavia, Genesee County and the Batavia Development Corporation.

Table 7. Public Land Ownership Distribution

Ownership	Land	
	Acres	Parcels
Private	66.7	
Public and Quasi Public		
City of Batavia	18.2	23
Genesee County	1.7	2
Batavia Development Corp.	0.5	1
Total	87.1	

Source: Genesee County Real Property Services

NATURAL RESOURCES

The downtown study area does not include any NYS DEC wetlands. According to the National Wetland Inventory, Tonawanda Creek is a Riverine wetland but it is outside the DRI Boundary. Additionally, the southern portion of the downtown (south of Main Street) is within the 100-year or 500-year flood zone as illustrated in Figure 9. Any new buildings or substantial rebuilding within the 100 year floodplain would need the lowest horizontal level to be constructed at least two feet above the base fold elevation. Many of these areas are south of Ellicott and therefore any DRI projects in the Special Flood Hazard area must comply with the regulations.

Table 8. Environmental Features

Environmental Feature	Acres
100-year Floodzone	17.6
500-year Floodzone	24.5
Total	42.1

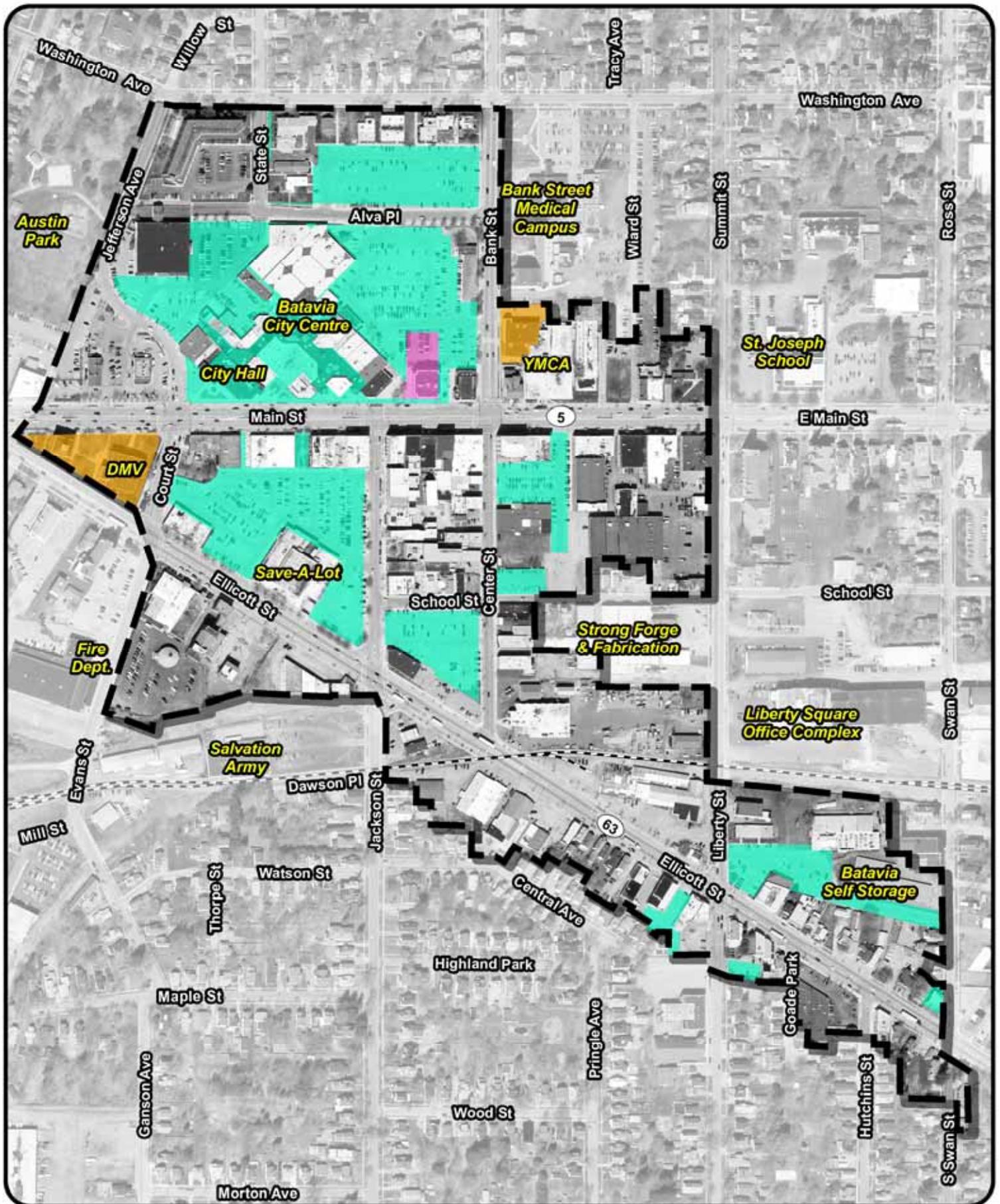
Source: FEMA

WATER-BASED RESOURCES

The only water based resource, and most underutilized recreational resource in the City of Batavia, is the Tonawanda Creek. Tonawanda Creek is just outside the DRI area but is a potential asset to support downtown activity. The Creek is not navigable by large boats or for transportation purposes, but it is deep and wide enough for recreational canoeing and in some areas boating and fishing.

However, the Creek's greatest assets are its views and connection to Batavia's history. Tonawanda Creek takes a significant turn (known as the "Big Bend") from a north-south direction to an east-west direction near the downtown. A dam and small water fall exist in the Creek section near downtown which provides a unique visual and auditory escape from downtown Batavia. The Creek is an "unofficial" urban open space that also provides a logical buffer between the downtown commercial areas and residential areas to the west.

Batavia's history is also directly tied to the Tonawanda Creek. The bend in the Creek was selected by Joseph Ellicott as the headquarters for the Holland Land Office Company where all of western New York was surveyed and developed. The area near the bend in the creek was also where Batavia was originally settled and why downtown is located where it is today.



Legend

-  DRI Area
-  Railways

Public Property

-  Batavia Development Corp.
-  City of Batavia
-  Genesee County

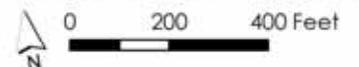
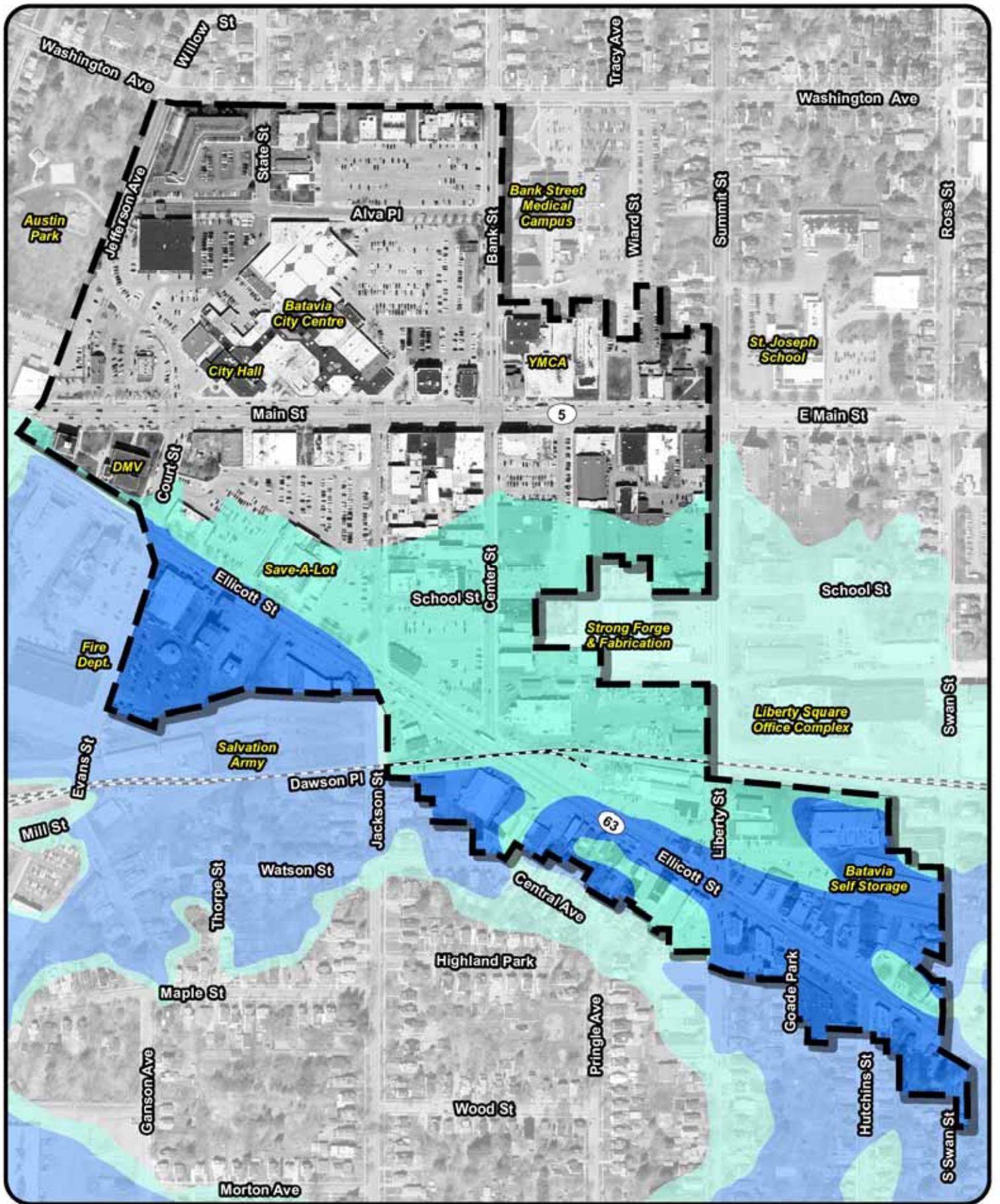


Figure 8. Public Ownership



Legend

-  DRI Area
-  Railways
-  FEMA Floodzones 100-Year
-  FEMA Floodzones 500-Year
-  NYS DEC Wetlands (none in map area)

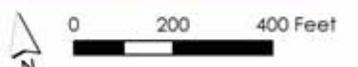


Figure 9. Wetland & Floodzone Features

PARKS, RECREATION AND HISTORIC RESOURCES

Parks and recreation land in the downtown is limited. Austin Park is a small 5.7 acre park located just outside the DRI area adjacent to the City Centre site. It provides a good transition between the downtown commercial district and the residential neighborhoods to the north and west. Passive and active recreational opportunities are also available at Austin Park including a Spray Park.

Another urban park which adds significant value to the downtown is Jackson Square. Jackson Square is a former alley nestled between the rears of the historic buildings on Jackson and Center Streets in downtown Batavia. The square was developed by the former Downtown Development Committee and the City of Batavia with grant funding from New York State as a festival venue for downtown concerts. A Business Improvement District was formed in 1998 and it continued the concert series and expanded it to the Jackson Square concert series which draws more than 500 spectators weekly in the summer.

The YMCA is located downtown on E. Main Street providing a variety of indoor recreational activities for its members including a gymnasium, exercise room and swimming pool. It caters to the young and old as well as residents of all incomes and backgrounds.

There are several historic and cultural resources in the DRI area (Figure 10). According to the New York State Historic Preservation Office, the entire downtown is within an archeologically sensitive area. This is due partly to its location near Batavia's first area of settlement and partly due to its association with Native American tribes (local historians believe the site at the bend in the Creek was used as a Seneca Indian meeting place).

The downtown is home to several locally designated historic sites as well as National Register Historic Sites. In addition, the downtown includes a locally designated historic district as well as a National Register Historic District. Both the local and national historic districts are located near Ellicott Street, Court Street and Main Street. The districts overlap but are not coterminous.

The following are locally designated historic sites that require Certificates of Appropriateness reviews from the City's Historic Preservation Commission for any upgrades or improvements:

- County Building 1, Ellicott Street
- Gas Holder Builder, Evans Street
- Seymour Place (Batavia Club), East Main Street
- Marshall News Building, Jackson Street
- Old Daily News Building, Jackson Street
- Batavia Times, Center Street

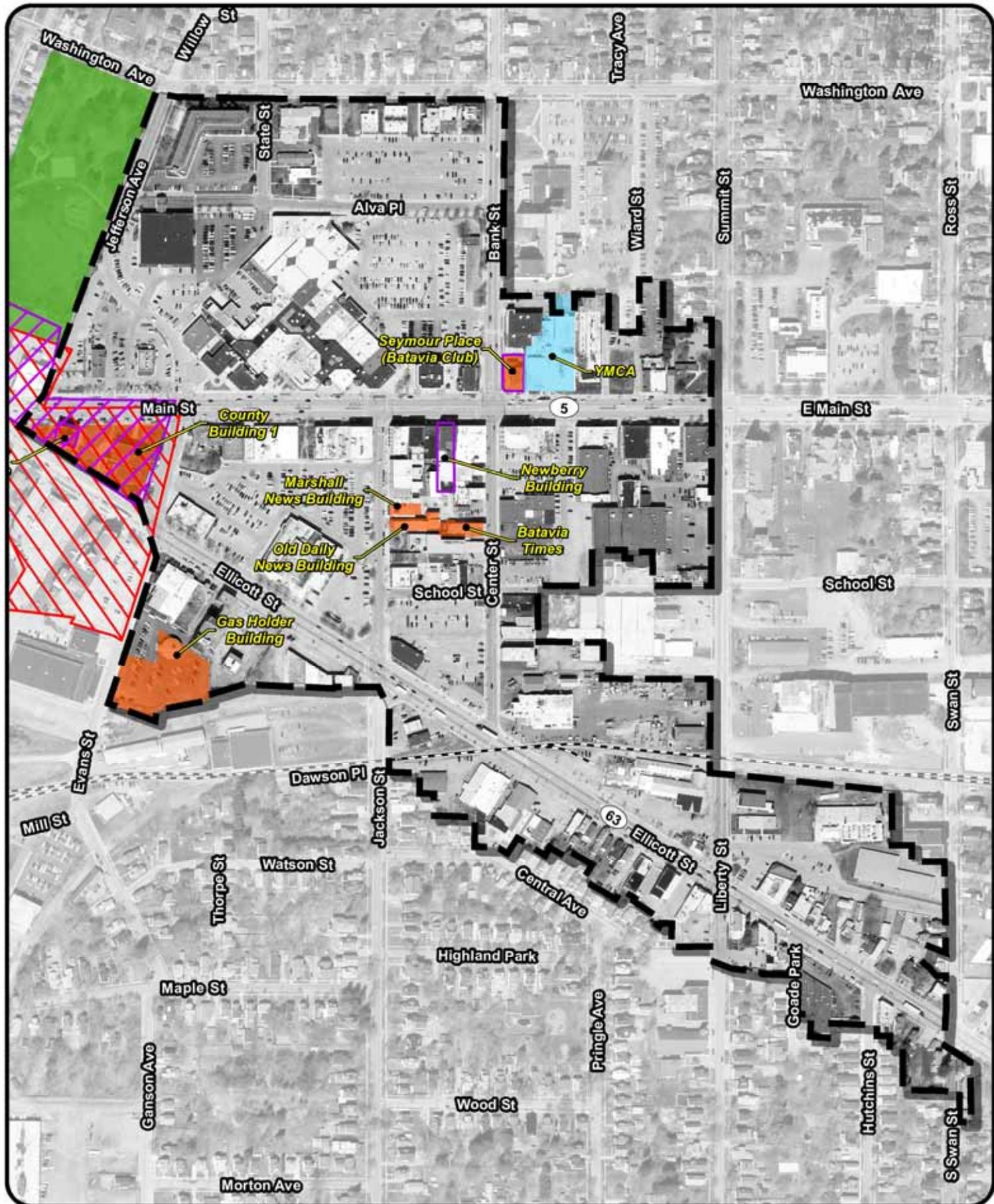
The following are National Register Historic Sites which would require Section 106 State Historic Preservation Office Review if federal funds were used for construction:

- Seymour Place (Batavia Club), E. Main Street
- Newberry Building, E. Main Street

ANCHOR INSTITUTIONS

Several county-wide anchor institutions are located in the downtown core including:

- **City Hall:** The City of Batavia's primary administrative offices are located in the center of the Downtown Revitalization Initiative Boundary. In 2005 the City invested more than \$5 million on a new City Hall to show its confidence in the downtown. The new City Hall is a County-wide anchor because it is used for County meetings and other regional events.
- **County Office Campus:** The historic County Court House (now County Management offices) and the adjacent County Clerk's offices are diagonally across the street from City Hall on Main Street. The campus anchors the west end of downtown and the historic Courthouse as an ideal gateway from the west to downtown. Since the DMV, Clerk and County Legislature offices are all located there, the offices also generate significant activity and foot traffic in the downtown.
- **United Memorial Medical Center (Rochester Regional Hospital):** UMMC has multiple buildings on Main Street and Bank Street in the downtown core totaling almost 10 acres. The hospital buildings in downtown host a laboratory, medical offices, emergency room and space for the regional ambulance service. Recently the hospital partnered with a regional developer to create 36 new senior apartments in a portion of one of their downtown buildings.
- **Genesee Orleans Arts Council (GOArt!):** GOArt! is a regional organization that promotes the value of art and culture "by facilitating the creation, presentation and experience of the arts, heritage and traditions." Their building at the corner of Bank and Main Street is a National Historic Landmark that is one of the oldest commercial structures in Genesee County.



Legend



DRI Area



Railways



Parks



Recreation & Entertainment



Local Historic District



Local Historic Designations



National Register Historic District



National Register Historic Site



0 200 400 Feet

Figure 10. Parks, Recreation, & Historic Resources

PAST PLANNING EFFORTS

Several recent reports prepared by the City of Batavia and regional partners included recommendations that are relevant for the Downtown Revitalization Initiative. A summary and key relevant recommendations of each follows.

City of Batavia Comprehensive Plan (2017)

The City of Batavia updated its 1997 Comprehensive Plan in 2017. The previous plan was out-of-date and many of the plan recommendations had been implemented. An update was necessary for the community to assess its current assets and liabilities while incorporating the most up-to-date planning principles.



The plan focused on land use, economic development, downtown development, and neighborhood revitalization. At the same time, the plan promoted the City's assets of walkability, level of services, historic resources, and affordability.

The primary objective, however, was to develop a community consensus on the future direction of the city for at least the next 10 years.

Key Relevant Recommendations

Reinvest in the Mall as a Mixed-Use, Multi-Story Complex The Mall offers tremendous opportunity to transform the underutilized and auto oriented suburban-style property into a pedestrian-friendly, mixed-use area of the City.

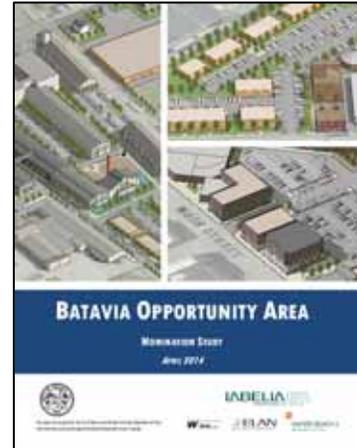
Update Zoning to Incorporate Form-Based Codes Form based elements should ensure that future development allows for an appropriate mixing of uses, including housing and building types that are complementary.

Develop and Adopt a Complete Streets Policy A Complete Streets Policy will ensure streets are not just for automobiles, but also include amenities to make these public areas accessible and friendly for a variety of users including cyclists and pedestrians.

Develop a Revitalization Strategy for Ellicott Street A revitalization strategy for this key corridor will help spur economic development and enhance the character of Ellicott Street.

Batavia Opportunity Area Plan (2014)

In 2012 the City of Batavia was awarded a Brownfield Opportunity Area grant from the New York State Department of State to complete an area-wide plan for the City's historic downtown and industrial corridor. The primary objective of the plan was to develop strategies for revitalizing areas impacted by vacant and underutilized sites with a real or perceived presence of environmental site contamination.



An approximate 360 acre area was studied to identify opportunities for re-purposing and redeveloping underutilized sites that would provide catalytic economic and community development impacts. Four areas were selected as strategic sites and detailed redevelopment plans based on a market analysis were prepared for each site.

Key Relevant Recommendations

City Centre / Medical Campus Site Redevelop the underutilized City Centre site and adjacent hospital campus by breaking up the “superblock” between Bank and Jefferson with the extension of Jackson Avenue through the site; re-establishing the “street wall” on Main and Bank Street; continue turning the mall “inside out”; provide traffic calming on Bank Street; and re-organize and connect parking and circulation at both City Centre and the hospital to maximize redevelopment opportunities

Della Penna (now Ellicott Station) Site Re-purpose from industrial to an urban mixed use campus; re-establish the street wall on Ellicott; develop Ellicott Trail along former rail corridor; and coordinate parking and circulation with adjacent sites

Creek Area (adjacent to DRI) Reclaim access to the Tonawanda Creek with a Creek Park; regain lost space by consolidating parking lots; develop sites consistent with Courthouse National Historic District; and connect site to Ellicott Trail.

Complementary Actions Upgrade/extend public/private infrastructure to advance redevelopment; continue downtown building renovation grant programs; incorporate alternative transportation amenities in all redevelopment (sidewalks, trail connections, bike lanes/racks); insist on high quality public/private streetscape improvements; support cleanup of contaminated sites; and continue to seek out and develop funding and tax incentives to facilitate redevelopment

City of Batavia Strategic Plan (2014)

In 2014 the City of Batavia Manager’s Office, in cooperation with the City of Batavia Council, created a Business Plan to provide 24 Key Intended Outcomes supported by 75 strategies for the City to achieve. The Business Plan is coordinated and tied in with the City’s annual Strategic Plan.

The Business Plan identifies measurable objectives, time frames for completion and lead departments responsible for each initiative.



Key Relevant Recommendations

- Increase the number of small business loans
- Encourage redevelopment of underutilized real property
- Implemented Projects in the Plan:
 - Batavia Opportunity Area Plan completion
 - Carr’s Warehouse rehabilitation
 - Implement a NY Main Street Building Renovation Program
 - Re-establish a Micro-enterprise Fund

Finger Lakes Regional Economic Development Council Strategic Plan (2011)

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

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



Key Relevant Recommendations

Strengthen and expand the region’s network of incubation and grow the number of entrepreneurs

Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation

Increase access to affordable housing and mixed income units

Improve access to credit for revitalization and investment

Support the agricultural and food processing industry

Community Improvement Plan (2010)

In 2010 the City of Batavia and the Batavia Development Corporation worked with czb, LLC consulting to complete a Community Improvement Plan. The plan complemented the Central Corridor Plan and focused on neighborhood redevelopment, downtown development and reversing negative attitudes in the City regarding redevelopment.



Key Relevant Recommendations

Overall stability and value of housing in the City of Batavia was good

Additional affordable housing production is unnecessary in the City

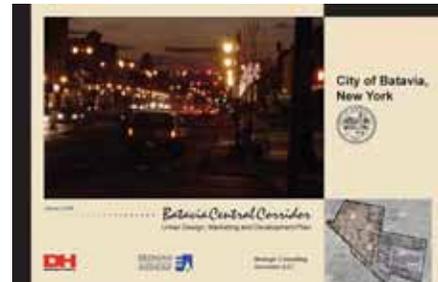
Based on demographics, there is not enough retail in the City

There is a demand for more high income housing in the City as many City households are paying less than what they can afford based on their income

Downtown should focus on regional entertainment (restaurants, movies, art), apparel stores, and home furnishings based on an economic and market analysis

Batavia Central Corridor Urban Design, Marketing and Development Plan (2007)

The Batavia Central Corridor Plan was completed to consider the next steps for economic development in the City of Batavia in 2005 and 2006. The purpose of the plan was to concentrate on strategic redevelopment opportunities identified in the Central Corridor Plan and begin to expand its economic development activities beyond the City core.



Key Relevant Recommendations

Implement a Downtown Public Parking Plan that facilitates infill development in areas with a surplus of parking, internal parking lot revisions including landscaping and the planning for long term parking solutions such as parking decks

Creation of Financing Tools to support business development and property assembly including, but not limited to, creation of limited partnerships, public/private joint ventures, funding for business relocation, property tax abatements and tax increment financing

Encouraging an appropriate vertical mix of uses on Main Street, Jackson Street, Center Street, Bank Street and Liberty Street

Provision of Redevelopment Incentives for elderly housing, student housing, live-work units and artisan studios

Batavia City Centre and Jubilee Foods Strategic Redevelopment Project that proposed additional infill development within City parking lots along Bank Street, Jackson Street, Center Street, Alva Place and Ellicott Street

LOCAL ORGANIZATIONAL CAPACITY

The City of Batavia is blessed with a local community and partners that work together to implement community and economic development projects. The City Manager of Batavia understands the importance of community and economic development projects and the City Council has been proactive in ensuring those policies are implemented. City management partners with the Batavia Development Corporation whose primary purpose is to oversee economic development in the City.

The City also works very closely with the Genesee County Economic Development Center, Genesee County Chamber of Commerce and the Town of Batavia on projects to enhance the economy and livability of the Batavia area. The Downtown Batavia Business Improvement District's (BID) primary objective is to further downtown revitalization through events, marketing and business development. Each partner is "All In" on the future of downtown Batavia.

Evidence of successful partnerships and the capacity of the team to implement projects have been demonstrated with the implementation of the highly successful Batavia Opportunity Area Plan. More than \$91 million in projects have been or will be implemented in downtown since 2012 with a rate of return on New York State BOA funds of 348 to 1.

RECENT, ONGOING AND PLANNED PROJECTS

In 2009 the City received funding to complete a pre-nomination Brownfield Opportunity Area (BOA) Plan. In 2012 the City received additional funding for a BOA Nomination Plan. The plan identified multiple projects that have been implemented in the last seven years totaling more than \$36 million in public and private investment. In addition to the BOA projects, the City and local partners have been busy on additional projects including:

- **Downtown Healthy Living Campus:** The YMCA is working closely with United Memorial Medical Center to construct a Healthy Living Campus in the downtown. The proposed \$22.5 million project would include a new YMCA facility co-located with medical space.
- **Downtown Public Market:** The BID recently was awarded a Strategic Planning grant to study the potential of an expanded Farmers' Market.
- **Newberry Place:** In addition to the \$1 million invested in a 2012 NY Main Street building improvement program, the Batavia Development Corporation secured a NY Main Anchor grant that is assisting the owner of the Newberry Building with redevelopment that will include a brewery and market rate apartments.

ECONOMIC AND MARKET ANALYSIS

Batavia, New York lies 35 miles west of Rochester (metro population of over 1.08 million) and 45 miles east of Buffalo (metro population of over 1.13 million). With Interstate 90 connecting these two metropolitan areas, Batavia sits at the approximate midpoint between these cities. With a direct exit from Interstate 90, Batavia is indeed accessible, and its economy is embedded in a regional context.

Batavia's catchment area, Genesee County or the Batavia Micropolitan Area, has over 60,000 residents. About a quarter of this population (15,000) is concentrated in the City of Batavia. Key findings from an Economic and Market Analysis prepared for the DRI include:

- The population of the Batavia DRI area, like the overall county and region, is expected to be stable or decline slightly (276 to 257 persons) over the next five years, while median household incomes are expected to rise slightly from \$32,615 to \$34,624.
- Poverty is an issue in the DRI area, with a quarter of its households earning less than \$15,000 annually.
- Manufacturing is performing well in Genesee County with an increase of 110 jobs between 2014 and 2016 and is the largest source of good-paying jobs in the area with an average wage of \$53,050.
- The retail, accommodation and food service sectors in Batavia are performing well and employ a large number of people, but offer below average wages.
- There is potential demand for space across most industry sectors. The DRI could potentially absorb some of this demand, particularly in retail.
- The area appears to be developing as a regional restaurant destination. Restaurant sales in the DRI account for more than 10 percent of restaurant sales in the County totaling \$10 Million in sales in 2017.
- Property sale and lease rates are currently relatively low, possibly inhibiting private investment. The average price per square foot is \$26.59, a relatively low rate that indicates new development and construction of such space is likely not currently profitable, and would likely be limited to owner/occupants.
- There is a lack of available Class A office space in Batavia.

HOUSING MARKET ANALYSIS

A housing market analysis was recently completed for Genesee County. Some key findings from the plan that are relevant to downtown include:

- **The Population is Getting Older:** The average age of residents in the County increased from 37.4 to 42.7 years of age from 2000 to 2015. As households age they typically want smaller units, transition from owners to renters and have active lifestyles that a downtown offers.
- **There is Demand for Higher Priced Apartments:** For households earning more than \$50,000 there are not enough units in the market that are available. An ideal location for market rate apartments is downtown Batavia.
- **More New Rental Units will be needed than Owner Units in the Future:** Because of changes in age, income, family sizes and consumer preferences there will be a greater need for rental units regardless of population scenarios. Downtown is well positioned for rental units.
- **The Return on Investment for both Owners and Rental Developers is Low:** Rental rates, in inflation adjusted dollars, have not changed in 15 years. Home values have slightly decreased. The lack of growth in values discourages upgrades and maintenance of homes as well as the attraction of new development and therefore incentives may be needed.

Key relevant recommendations from the Housing Market Analysis include:

- **Construct Market Rate Apartments:** There is a significant demand for market rate (non-subsidized) apartments for those households earning 80% or more of HAMFI (HUD Area Median Family Income).
- **Build New Housing in Downtowns and Main Streets with sidewalks, trails, internet and amenities:** Almost 500 residents participated in a County wide survey and a large majority indicated they would look for downtown/Main Street locations if they were to move. Amenities such as trails, sidewalks and public transit were among the highest amenities requested.

While not all housing options are appropriate or scalable to downtown, multi-family, townhome, small lot and rehabbed or re-repurposed housing options are suitable for downtown. The report estimates a demand for 2,930 units in those categories over the next two decades. However, as stated above, many units need to be subsidized - especially in the initial downtown redevelopment phases.

**DOWNTOWN
REVITALIZATION
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CITY OF BATAVIA**

**Section II:
Downtown
Vision, Goals &
Strategies**



VISION STATEMENT

The Local Planning Committee (LPC) reviewed the original vision statement included in the City's Downtown Revitalization Initiative application:

Batavia is ***All In*** to reshape its urban core by embracing and celebrating its rich entrepreneurial history, fostering cultural appreciation and creating vibrant places for all to enjoy.

The large majority of the LPC members liked the statement and wanted to maintain the spirit and intent of the vision to create a downtown where residents want to live and businesses want to grow based on key principles including:

- Promoting economic development and the entrepreneurial spirit Batavia is known for as the home of America's first incubator;
- Enhancing and building upon the City's cultural assets as a critical component of creating a livable downtown neighborhood that attracts people and tourists; and
- Placemaking within the downtown to create a pedestrian oriented, mixed use downtown with year round vibrancy and activity.

However, the LPC wanted to recognize other key elements within the Vision Statement:

- To ensure the downtown is accessible to people of all ages, abilities and economic backgrounds; and
- Acknowledgement that the DRI could promote the community's health – both physical health and the health of downtown's economy.

Based on the comments of the LPC, the initial DRI application vision statement was revised and agreed upon by the committee:

Batavia is **All In** to reshape its urban core by embracing and building upon its rich entrepreneurial history, fostering cultural appreciation, and creating a healthy and vibrant community to benefit all.

GOALS AND STRATEGIES

The vision statement provides an overall framework for the Strategic Investment Plan. DRI goals and strategies will guide the development of the Priority Projects.

The goals identify conceptual ideas that DRI may address and the strategies outline specific outcomes the Strategic Investment Plan will achieve. The goals support the vision statement and the strategies provide tools to implement the goals.

Strategies should also recognize and incorporate the recommendations and strategies of existing City and regional plans outlined in Section I:

- Redevelop City Centre and Medical Campus
- Implement Form Based Codes / Design Criteria
- Promote Complete Streets
- Implement an Ellicott Street Revitalization Plan
- Support the Della Penna/Ellicott Station Redevelopment
- Invest in Infrastructure
- Invest In Streetscape
- Provide Small Business/Entrepreneur Funding
- Redevelop Underutilized Property
- Provide Funding for Mixed Income Housing
- Encourage Infill Redevelopment especially within Underutilized City Parking Lots
- Promote Vertical Access (elevators) to encourage upper floor redevelopment.

The LPC agreed with the following goals and strategies:

ACCESSIBILITY

Downtown Batavia will provide opportunities for a diverse population of all ages and abilities to live, work and play.

- Provide activities for youth
- Support market rate housing opportunities especially for seniors and millennials
- Support services, businesses, and activities for young families
- Develop a workforce training center downtown

SYNERGY

Downtown revitalization projects will be complementary with each other, leveraging synergies among a mix of businesses, properties, organizations, uses and investments.

- Incentivize integrated redevelopment that includes a mix of uses at a Downtown Healthy Living Campus
- Ensure a critical mass of small business/property development in focus areas to maximize impact
- Encourage entertainment, arts/culture and restaurants to locate, improve or expand downtown
- Expand health and wellness activity

CONNECTIVITY

Batavia's downtown will provide user friendly networks to connect downtown with neighborhoods, businesses, institutions, recreational opportunities and culture.

- Make downtown more walkable
- Connect downtown with existing senior housing projects and adjacent neighborhoods
- Improve safety for pedestrians and bicyclists
- Enhance transit stop amenities
- Expand public services including broadband/Wi-Fi, transit & public restrooms
- Connect the medical campus with the mall property to create an urban downtown campus and to maximize development opportunities

VITALITY

Downtown Batavia will attract residents and businesses through marketing, branding, high quality design, amenities, and arts and culture.

- Brand downtown
- Preserve historic structures
- Landscape and buffer downtown parking lots
- Integrate green infrastructure techniques including green roofs and storm water management into projects
- Upgrade Main Street facades
- Redevelop for the human scale
- Create an arts/culture district
- Integrate art into downtown development projects

OPPORTUNITY

Sound investments in downtown Batavia will create catalytic opportunities for growth, entrepreneurship, and long term economic sustainability.

- Provide opportunities for infill development on downtown parking lots
- Redevelop the mall/City Centre area
- Redevelop the former Carr's Department Store
- Encourage partnerships with developers and the private sector
- Encourage micro-retail development
- Support small businesses and develop a small business loan and/or grant fund

DOWNTOWN REVITALIZATION INITIATIVE CITY OF BATAVIA

Table 9. Project Alignment with Goals

Map #	Project	Description	Access	Synergy	Connect	Vital	Opp
1	Build Ellicott Station	Redevelop the former Della Penna property for 51 mixed income residential units, four commercial units, and a brewery/restaurant.	●	●			●
2	Build Newberry Place Lofts	Development of 3 additional market rate apartments on the 3rd floor and construction of a patio/beer garden on Jackson Square.	●	●		●	
3	Revitalize Carr's and Genesee Bank Buildings	Rehabilitation of 3 buildings including façade and windows, finishing upgrades to three 1st floor commercial units and creation of 14 mixed-income upper floor residential units.	●	●		●	●
4	Develop Ellicott Place	Redevelop the upper floors for 10 mixed income apartments and renovate 10,000 sq. ft. of lower level space for commercial uses.	●	●			●
5	Develop a Healthy Living Campus	The Glow YMCA and UMMC will construct 85,000 sq. ft. of new space for a new YMCA facility and medical space.	●	●			●
6	Activate the Batavia Innovation Zones	The Batavia Innovation Zone (BIZ) program will provide funding for marketing and training and preparing 15,000 sq. ft. of incubator sites at four downtown locations.	●	●			●
7	Construct Theater 56	Renovate the interior and façade of an 11,000 sq. ft. space at City Centre for a new downtown theater and dance academy.	●	●		●	
8	Construct a Downtown Public Market	The BID will build a permanent public market structure, market shed, and Innovation Zone shed on a portion of an underutilized downtown parking lot.	●	●		●	●
9	Create a Building Improvement Fund	A Building Improvement Fund will be established to provide grant funding for applicants to implement interior and exterior building improvements.	●			●	●
10	Upgrade City Centre	The concourse and entrances at City Centre will be upgraded to provide space for an indoor marketplace and public performance space; improvements include floor tiles, lighting, entrances, painting, and roof upgrades.	●	●		●	●
11	Renovate 206 East Main Street	Conversion of a vacant 2nd floor to include a full service bar, dining, an event/meeting space, and 2 to 4 market rate residential units.	●	●		●	
12	Enhance Jackson Square	Installation of decorative pavement upgrades throughout the square and alleyways, stage, seating, lighting, signage, and landscaping to enhance the public venue for outdoor events.	●	●	●	●	
13	Upgrade the Masonic Temple	Building improvements including a new storefront and windows, upgraded lobby, and mechanical upgrades.	●	●		●	●
14	Develop a Healthy Living Corridor	Improvements along the Bank Street corridor including traffic calming, cross walks, relocation of parking lot entranceway, and utility upgrades.	●	●	●		●
15	Develop Branding, Place Making & Wayfinding	The BID will implement a rebranding strategy to include an updated logo, website, promotional material, and wayfinding signage.				●	●
16	Enhance the GO Art! Arts & Cultural Center	Conversion of the GO Art! building into a regional Arts and Cultural Center including building and site upgrades.	●	●		●	

**DOWNTOWN
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**Section III:
Downtown
Management &
Implementation
Strategy**



Implementation of DRI projects will be a team effort involving DRI applicants, the City of Batavia Manager, Department of Public Works and the Batavia Development Corporation working with New York State agencies, authorities, and contractors. The City Manager will be the lead DRI Project Manager and primary liaison with New York State to oversee the DRI Strategic Investment Plan implementation.

The Implementation Table (Table 10) illustrates the timeline and responsibility to implement or manage selected DRI projects. The Department of Public Works (DPW) and the Bureau of Maintenance (BOM) will be the primary entities responsible for implementing DRI Public Projects. They will engage engineers to assist with project design, bidding and construction management of DRI Public Projects. Some components of projects may also be completed directly by DPW or BOM staff.

The remainder of the DRI projects – Private Development projects and Marketing/Branding projects - will be administered by DRI applicants. The Batavia Development Corporation (BDC) will be the City liaison for those projects and will work with applicants as needed to help them keep on schedule, follow regulations and guide them through any City requirements. The Genesee County Economic Development Center may also assist some applicants with bridge financing and other incentives.

DOWNTOWN REVITALIZATION INITIATIVE CITY OF BATAVIA

Table 10. DRI Project Implementation

Project	Description	Timeline	Responsibility
Build Ellicott Station	Redevelop the former Della Penna property for 51 mixed income residential units, four commercial units, and a brewery/restaurant.	2 years	Savarino Companies
Build Newberry Place Lofts	Development of 3 additional market rate apartments on the 3rd floor and construction of a patio/beer garden on Jackson Square.	6-8 months	AGR Properties
Revitalize Carr's and Genesee Bank Buildings	Rehabilitation of 3 buildings including façade and windows, finishing upgrades to three 1st floor commercial units and creation of 14 mixed-income upper floor residential units.	2-3 years	Ken Mistler
Develop Ellicott Place	Redevelop the upper floors for 10 mixed income apartments and renovate 10,000 sq. ft. of lower level space for commercial uses.	1 year	VJ Gautieri Constructors
Develop a Healthy Living Campus	The Glow YMCA and UMMC will construct 85,000 sq. ft. of new space for a new YMCA facility and medical space.	35 years	GLOW YMCA
Activate the Batavia Innovation Zones	The Batavia Innovation Zone (BIZ) program will provide funding for marketing and training and preparing 15,000 sq. ft. of incubator sites at four downtown locations.	2 years	Batavia Development Corporation
Construct Theater 56	Renovate the interior and façade of an 11,000 sq. ft. space at City Centre for a new downtown theater and dance academy.	1-15 years	Batavia Players Inc.
Construct a Downtown Public Market	The Business Improvement District will build a permanent public market structure, market shed, and Innovation Zone shed on a portion of an underutilized downtown parking lot.	2 years	Batavia Business Improvement District, City of Batavia
Create a Building Improvement Fund	A Building Improvement Fund will be established to provide grant funding for applicants to implement interior and exterior building improvements.	2 years	Batavia Development Corporation
Upgrade City Centre	The concourse and entrances at City Centre will be upgraded to provide space for an indoor marketplace and public performance space; improvements include floor tiles, lighting, entrances, painting, and roof upgrades.	1-15 years	Batavia Development Corporation, Genesee County Economic Development Center, City of Batavia
Renovate 206 East Main Street	Conversion of a vacant 2nd floor to include a full service bar, dining, an event/meeting space, and 2 to 4 market rate residential units.	1 year	Just Chez Realty
Enhance Jackson Square	Installation of decorative pavement upgrades throughout the square and alleyways, stage, seating, lighting, signage, and landscaping to enhance the public venue for outdoor events.	15 years	City of Batavia DPW & BOM
Upgrade the Masonic Temple	Building improvements including a new storefront and windows, upgraded lobby, and mechanical upgrades.	1 year	David Howe
Develop a Healthy Living Corridor	Improvements along the Bank Street corridor including traffic calming, cross walks, relocation of parking lot entranceway, and utility upgrades.	15 years	Batavia Development Corporation, Genesee County Economic Development Center, City of Batavia
Develop Branding, Place Making & Wayfinding	The Batavia Business Improvement District will implement a rebranding strategy to include an updated logo, website, promotional material, and wayfinding signage.	15 years	Batavia Business Improvement District
Enhance the GO Art! Arts & Cultural Center	Conversion of the GO Art! building into a regional Arts and Cultural Center including building and site upgrades.	2 years	GO Art!

**DOWNTOWN
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**Section IV:
Public
Involvement**



To ensure the Strategic Investment Plan reflects the community's consensus on the future direction of downtown, the DRI Local Planning Committee (LPC) developed a Community Participation Plan. The plan outlined a comprehensive strategy to involve the community through public and stakeholder engagement. Input obtained through community participation has been used to help develop goals and strategies for the Strategic Investment Plan and has also helped the LPC select the slate of projects proposed for DRI funding.

The Community Participation Plan included the following comprehensive approach to community engagement: DRI Local Planning Committee meetings, public meetings, stakeholder meetings, and media (print, radio, social, online) engagement.

DRI LOCAL PLANNING COMMITTEE (LPC)

The Local Planning Committee (LPC) consisted of 23 members representing a broad cross section of the community including residents, business owners, and local agencies. New York State planners also participated in steering committee meetings. The composition of the members represented both community and economic development interests that guided the direction of the DRI Strategic Investment Plan.

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

LPC meeting notices and press releases were provided to local media including the Batavia Daily News, the Batavian and WBTA radio station. Regional newspapers including the Buffalo News and Democrat and Chronicle were also notified of the meetings. Meeting presentations were also posted on the City's website and the State's DRI website.

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

- November 14, 2017: Overview of New York State's DRI program, introduction of LPC committee, summary of downtown Batavia, review of the DRI application, introduction of the initial DRI Vision Statement, discussion on revisions to the Vision Statement and an overview of initial projects included in the DRI application.
- December 14, 2017: Review of the updated Vision Statement and initial discussion and identification of goals and strategies.

- January 9, 2018: Confirmation of goals and strategies, establishment of project evaluation criteria, validation of DRI boundary, and detailed review of all projects submitted through a Request for Project Information process.
- February 2, 2018: Discussion and selection of the draft slate of DRI projects.
- March 2, 2018: Initial review of draft Project Profiles and consultant due diligence findings. The meeting also offered an opportunity for eight applicants that the LPC wanted more information from to provide presentations and answer LPC member questions.
- March 13, 2018: Final selection of recommended slate of projects totaling \$15 million that will be included in the Strategic Investment Plan for consideration by the State for DRI Funding.

Attendance at each meeting was exceptional resulting in high level discussions, consensus building and productive feedback for the consultant team. Although the DRI schedule was very aggressive, the DRI LPC was up to the task and fully engaged.

PUBLIC MEETINGS

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

- December 14, 2017 Public Workshop: The LPC, with the assistance of the DRI consultant, held a Workshop/Charrette to get input on downtown and to inform the components of the Investment Strategy.

The workshop started with a brief introduction of the DRI Program, community overview, vision, project types and initial projects included in the application followed by instructions on the workshop. Tables/stations were set up to get input from the public on:

- **Projects:** Streets, Streetscape, Parks/Trails, Focus Areas – Infill, Renovation, Transportation
- **Strategies:** What would make you come, stay or invest in downtown?
- **Guidance:** How should the LPC view potential projects and what is important?

Participants were also given an opportunity to provide their preferences on draft goals, strategies and projects.

Co-chair and GCEDC Executive Director Steve Hyde provides an introduction of the Downtown Revitalization Initiative at the first Local Planning Committee (LPC) meeting on November 14, 2017.



- February 8, 2018 Open House: The public was invited to provide their preferences on all the Downtown Revitalization project submissions. Stations were set up with boards for each project that provided total project costs, DRI funding requests, initial renderings or photos and a brief summary. Participants were asked to place stickers on four of their highest priority projects.
- March 13, 2018 Public Meeting: The final public meeting and open house was held to outline the findings and projects included in the final Strategic Investment Plan. Summary Project Profile boards including final renderings and costs were available at stations for the public to review.

STAKEHOLDER MEETINGS

The majority of community stakeholders representing businesses, community groups and agencies were represented on the LPC. However, the consultant team met with multiple community stakeholders and project applicants to obtain additional community input.

Some of the comments provided by stakeholders included:

- Promote the entrepreneurial spirit and innovation in downtown Batavia to create opportunities for new businesses and to provide opportunities for existing businesses to grow.
- Ensure the DRI process is transparent and includes opportunities for input.
- Arts and culture need to be part of the DRI Plan to make downtown more vibrant and livable.
- There is so much synergy with all the projects and the DRI Strategic Investment Plan should capture that.
- The DRI slate of projects should include a mix of projects and make sure there are not too many public projects that do not create jobs or additional tax base in the downtown.



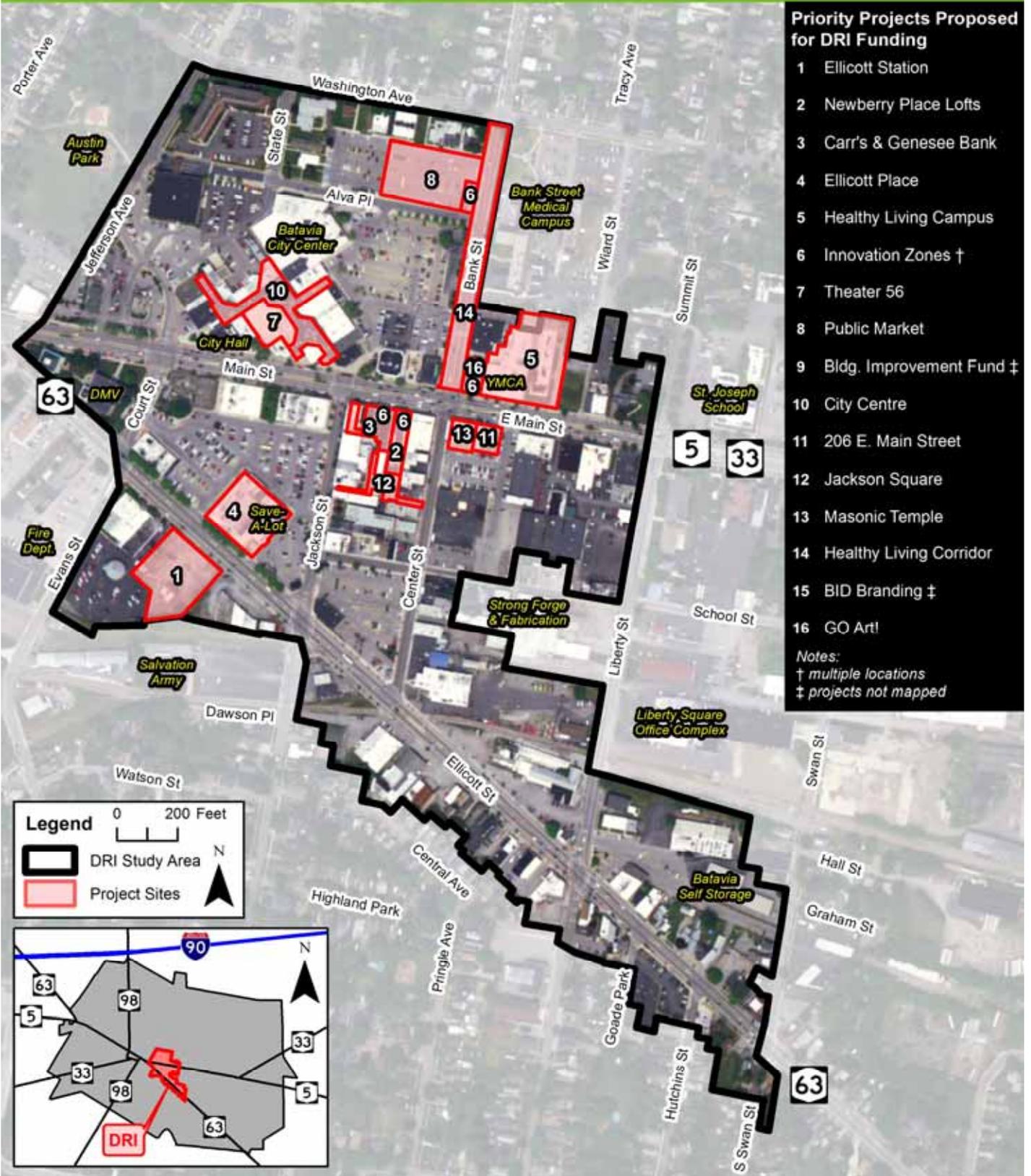
Community members and LPC members formed four teams to develop and discuss strategies for the Downtown Revitalization Initiative at a Public Workshop on December 14, 2017

**DOWNTOWN
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CITY OF BATAVIA**

**Section V:
Projects
Proposed for
DRI Funding**



PROJECT LOCATION MAP



LIST OF PRIORITY PROJECTS

PRIORITY PROJECTS PROPOSED FOR DRI FUNDING

1. Build Ellicott Station	Page V-5
2. Build Newberry Place Lofts	Page V-9
3. Revitalize Carr's and Genesee Bank Buildings	Page V-13
4. Develop Ellicott Place	Page V-19
5. Develop a Healthy Living Campus (YMCA/UMMC)	Page V-23
6. Activate the Batavia Innovation Zones	Page V-27
7. Construct Theater 56	Page V-31
8. Construct a Downtown Public Market	Page V-35
9. Create a Building Improvement Fund	Page V-39
10. Upgrade City Centre	Page V-43
11. Renovate 206 East Main Street	Page V-47
12. Enhance Jackson Square	Page V-51
13. Upgrade the Masonic Temple	Page V-55
14. Develop the Healthy Living Corridor	Page V-59
15. Develop Branding, Place Making and Wayfinding	Page V-63
16. Enhance GO Art! Arts and Cultural Center	Page V-67

PROJECTS PROPOSED WITHOUT DRI FUNDING

Construct the Ellicott Complete Street	Page V-72
Create a City Canvas Art Trail	Page V-73
Improvements to Batavia Showtime Theater	Page V-73
Downtown Building Improvement Projects	Page V-74
Projects Outside the DRI Boundary	Page V-74

BUILD ELLICOTT STATION



PROJECT	Build Ellicott Station
APPLICANT/OWNER	Savarino Companies
LOCATION	40-52, 56-70 Ellicott Street, Map # 1
PROJECT COST	\$23,000,000
DRI FUNDING	\$425,000

PROJECT DESCRIPTION AND FUTURE USE

Savarino Companies has been working with the City, BDC and GCEDC over the past 2-3 years to redevelop and re-purpose the former Della Penna property at 40-52 Ellicott Street and an adjacent property at 56-70 Ellicott Street. The site is a BOA Strategic site that requires environmental remediation.

The Savarino proposal for the site includes 51 mixed income residential units, four commercial units and a brewery/restaurant. The investment of more than \$23 million is a significant boost to downtown and the new residential units will provide vitality for the area adjacent to a distressed neighborhood.

The project is across the street from the proposed Ellicott Place project and includes portions of the NYSDOT TAP funded Ellicott Trail project.

BUILD ELLICOTT STATION

PROJECT COSTS

TOTAL COSTS:	\$23,000,000
Construction:	\$18,000,000
Professional Services:	\$1,500,000
Financing Costs:	\$3,000,000
Legal & Bonding Costs:	\$500,000

FUNDING SOURCES

DRI Funding:	\$425,000
Other Funding:	\$22,575,000
National Grid Grants	\$650,000
RestoreNY Grant	\$500,000
ESDC Grant	\$1,900,000
Tax Credits	\$6,000,000
Loans	\$13,525,000

JOBS CREATED

The project will create 60 FTE jobs and 145 temporary construction jobs.

NEW RESIDENTIAL UNITS

The project will create 51 rental units including a mix of 1 and 2 bedroom units. Up to 75 new residents would be living downtown as a result of the project.

REGULATORY REQUIREMENTS

Completed.

LPC & PUBLIC SUPPORT

This project received a high level of support among the LPC members.

The project received low support at a DRI Public Meeting.

DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

- Support market rate housing opportunities
- Ensure a critical mass of development in focus areas to maximize impact
- Encourage entertainment, arts/culture and restaurants
- Connect downtown with existing senior housing projects and adjacent neighborhoods
- Preserve historic structures
- Redevelop for the human scale
- Encourage partnerships with developers and private sector

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

- Re-purpose the Della Penna (now Ellicott Station) Site
- Encourage redevelopment of underutilized real property
- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation
- Increase access to affordable housing and mixed income units.

BUILD ELLICOTT STATION



Existing conditions of site



Rendering of completed project



Rendering of completed project

BUILD ELLICOTT STATION

PROJECT BENEFITS

The project has the following benefits:

- Transforms a vacant and abandoned industrial space into a thriving residential and commercial hub
- 51 rental units will attract an additional estimated 75 residents to downtown; half of units will be affordable to persons and families with moderate incomes
- Cleanup of the contaminated site implements the Batavia Brownfield Opportunity Area Plan
- The mix of medical, educational, nonprofit and food service tenants will create 60 new downtown jobs, attracting customers and clients
- Improved Ellicott Street atmosphere, encouraging walking and biking, and linking to other Batavia DRI-proposed projects including Ellicott Place

FEASIBILITY & COST BENEFIT ANALYSIS

Based upon a project cost of \$23 Million the \$425,000 DRI grant's impact is:

- DRI Grant Return on Investment: 54.11
- DRI Grant/ Jobs Created: \$7,083
- DRI Grant/Residents Attracted: \$5,592

PROJECT METRICS

The following project metrics will indicate the project's success:

- Number of jobs created
- Number of new residents
- Level of Investment and Return on Investment

TIMELINE & READINESS

- Overall timeline: 2 years
- Design & construction documents: complete
- Planning reviews & permits: complete
- Construction: 2 years

The project is ready to be initiated upon DRI approval: plans, grant funding, bank funding and tax credit financing have been obtained for the project. A detailed construction budget was prepared by an engineer. Leases are in final negotiations.

BUILD NEWBERRY PLACE LOFTS



PROJECT	Build Newberry Place Lofts
APPLICANT/OWNER	AGR Properties, Inc.
LOCATION	109-111 Main Street, Map # 2
PROJECT COST	\$350,000
DRI FUNDING	\$175,000

PROJECT DESCRIPTION AND FUTURE USE

AGR Properties, which includes multiple local investors, are currently completing a \$2.8 million mixed-use redevelopment project at the former Newberry's building supported by a New York Main Street program grant, State and Federal Historic Preservation Tax Credits, and private funding. The project includes the renovation of the first floor for the Eli Fish Brewing Company and the Fresh Lab restaurant incubator. In addition, four market rate apartments are being developed on the second floor.

The DRI Request is to assist with the final phase of development which includes the creation of three additional market rate apartments on the third floor and the construction of a patio/beer garden on Jackson Square. The Project will assist with the attraction of six to eight residents in the downtown and provide additional revenue to support the first-floor commercial space.

The Newberry building renovation will be a transformative project that is centrally located, brings new residents, businesses, and entertainment to the downtown, and will be a catalyst for future development of adjacent DRI projects like Jackson Square, Carr's Reborn and the Innovation Zones.

BUILD NEWBERRY PLACE LOFTS

PROJECT COSTS

TOTAL COSTS:	\$350,000
Apartments:	\$317,600
Patio:	\$32,400

FUNDING SOURCES

DRI Funding:	\$175,000
Developer Equity:	\$175,000

JOBS CREATED

The project will create 6 FTE temporary construction jobs.

NEW RESIDENTIAL UNITS

The project will create three rental units which will bring an estimated 6 to 8 new residents to the downtown.

REGULATORY REQUIREMENTS

Completed.

LPC & PUBLIC SUPPORT

This project received a high level of support from LPC members.

Public support was moderate based on input at a DRI Open House.

DRI STRATEGY ALIGNMENT

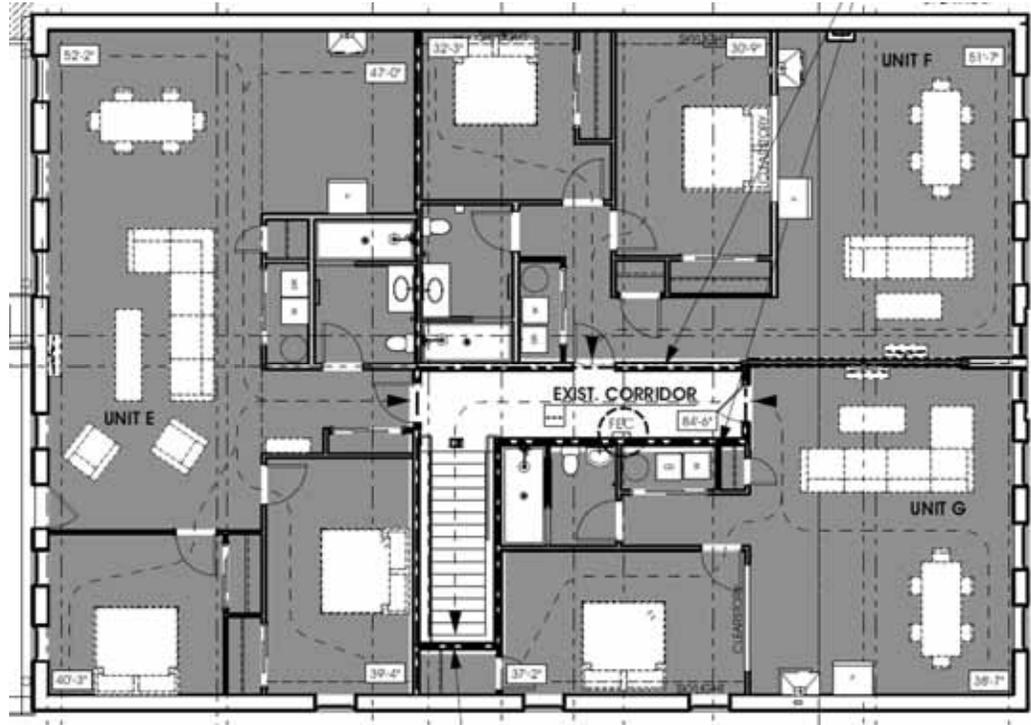
The project aligns with the following DRI Strategies:

- Support market rate housing opportunities especially for seniors and millennials
- Ensure a critical mass of small business/property development in focus areas to maximize impact
- Encourage entertainment, arts/culture and restaurants to locate, improve or expand downtown
- Preserve historic structures

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

- Encourage redevelopment of underutilized real property
- Encourage an appropriate vertical mix of uses

BUILD NEWBERRY PLACE LOFTS



Proposed layout of 3rd floor residential units



Previously completed apartment on 2nd floor of the building

BUILD NEWBERRY PLACE LOFTS

PROJECT BENEFITS

The project has the following benefits:

- Completes the transformation of the long-vacant, National Register listed J.J. Newberry five and dime store building into a vibrant mixed-use destination
- Creates three new market-rate apartment units attracting up to eight new downtown residents
- Builds upon the near-complete basement and first-floor renovations that include a craft brewery and two restaurant tenants as well as the near-complete second-floor renovations that include four apartments
- Improves the exterior appearance of the building
- Adds a beer garden/patio adjacent to the City's Jackson Square entertainment space
- Leverages adjacent DRI-proposed projects including Jackson Square, Carr's Reborn, Innovations Zones, City Centre, and Theater 56

FEASIBILITY & COST BENEFIT ANALYSIS

Based upon a project cost of \$350,000, the \$175,000 DRI grant's impact is:

- DRI Grant Return on Investment: 2.00
- DRI Grant/Residents Attracted: \$21,875

PROJECT METRICS

The following metrics will determine the project's success:

- Number of new residents
- Level of Investment and Return on Investment

TIMELINE & READINESS

- Overall timeline: 6 to 8 months
- Design & construction documents: complete
- Planning reviews & permits: complete
- Construction: 6 to 8 months

The timeline for the start of the project is in the spring of 2019 with an anticipated completion in the fall of 2019. With plans completed, planning, zoning and historic preservation approvals obtained, funding match available, New York Main Street grant project finished within a 2-year required timeframe and the environmental assessment complete, this project is ready for implementation. A detailed construction budget was prepared by an architect.

REVITALIZE CARR'S AND GENESEE BANK BUILDINGS



PROJECT	Revitalize Carr's and Genesee Bank Buildings
APPLICANT/OWNER	Kenneth and Andrew Mistler
LOCATION	97, 101-103, & 105-107 Main Street, Map # 3
PROJECT COST	\$5,250,000
DRI FUNDING	\$1,200,000

PROJECT DESCRIPTION AND FUTURE USE

Two properties on Main Street were once home to the Carr's Department store. Another building, 97 Main Street, was originally the Genesee Bank and then Thomas and Dwyers shoe store. Currently, all three properties are owned by Andrew Mistler. Buildings at the 101-107 Main Street sites have been vacant for more than a decade and have had a negative impact on downtown. The building at 97 Main Street has been vacant or underutilized for more than five years.

The proposed project would include rehabilitation to the buildings for mixed-use redevelopment. Work at 97 Main Street would include new entry doors, 1st floor finish upgrades to one commercial unit, and the creation of a total of 4 mixed-income apartments on the 2nd and 3rd floors. Work at 101-107 Main Street would include new entry doors, new façade, new and restored windows, 1st floor finish upgrades to two commercial units, new residential staircase, and the creation of a total of 10 mixed-income apartments on the 2nd and 3rd floors.

Commercial space would include a cidery/café/or the like and the proposed Batavia Innovation Zone retail and office incubators. The project is adjacent to the proposed Newberry DRI project and near other proposed DRI projects at City Centre and Jackson Square.

REVITALIZE CARR'S AND GENESEE BANK BUILDINGS

PROJECT COSTS

TOTAL COSTS:	\$5,250,000
Construction:	\$4,650,000
Architectural Costs:	\$400,000
Environmental Costs:	\$100,000
Legal & Bonding Costs:	\$100,000

FUNDING SOURCES

DRI Funding:	\$1,200,000
Other Funding:	\$4,050,000

(Government Loans, Developer Equity, Bank Financing)

JOBS CREATED

The project will create an estimated 18 to 28 FTE jobs.

NEW RESIDENTIAL UNITS

The 14 units proposed will bring an estimated 18 to 30 new residents to downtown.

REGULATORY REQUIREMENTS

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

- City Planning Board: Special Use Permit for upper floor apartments, Downtown Design Review and SEQR approval.
- County Planning Board 239M Review because the project is located on State Route 5.
- City Building Permit.
- SHPO review and approval.
- City Parking Permits from the City of Batavia for residents.

LPC & PUBLIC SUPPORT

The project received a high level of support from LPC members.

Public support was high based on responses received at a DRI Open House.

DRI STRATEGY ALIGNMENT

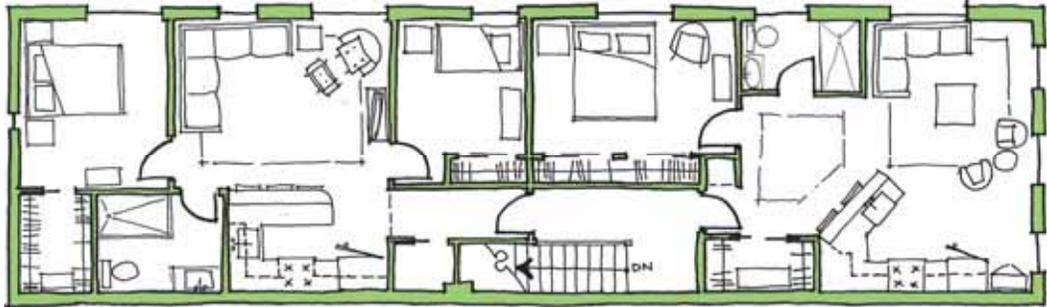
The project aligns with the following DRI Strategies:

- Support market rate housing opportunities
- Ensure a critical mass of development
- Preserve historic structures
- Upgrade Main Street facades
- Redevelop the former Carr's Department Store
- Encourage micro-retail development

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

- Encourage redevelopment of underutilized real property
- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation
- Increase access to affordable housing and mixed income units
- Encourage an appropriate vertical mix of uses

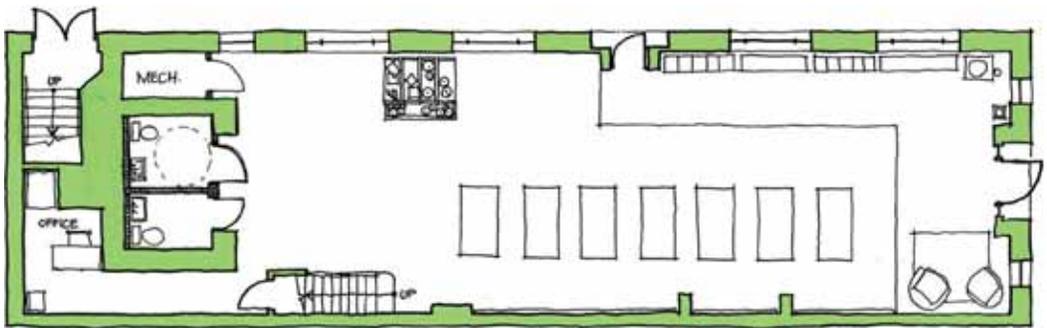
REVITALIZE CARR'S AND GENESEE BANK BUILDINGS



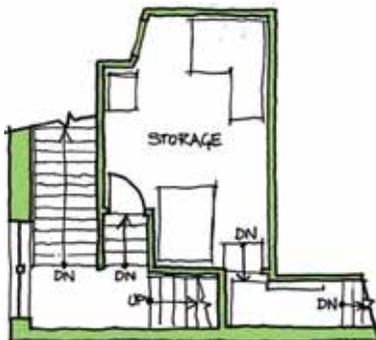
97 Main (former Genesee Bank): Proposed 3rd Floor apartment layouts (1br/1ba & 2br/1ba)



97 Main (former Genesee Bank): Proposed 2nd Floor apartment layouts (Studio & 2br/1ba)



97 Main (former Genesee Bank): Proposed 1st Floor Commercial layout (potential yoga studio)

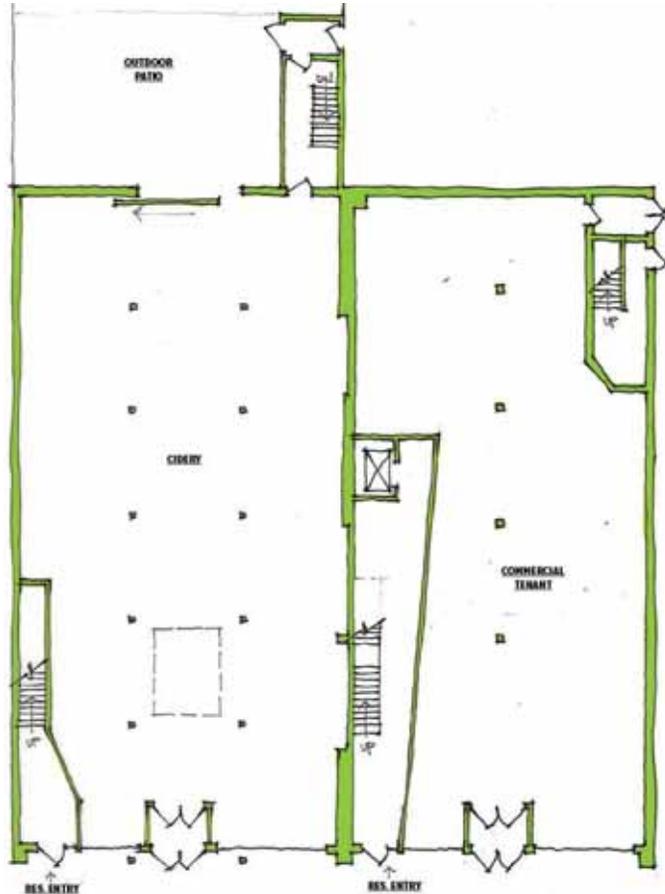


97 Main (former Genesee Bank): Proposed Subfloor Storage Space layout

REVITALIZE CARR'S AND GENESEE BANK BUILDINGS



101-107 Main (former Carr's Department Store): Proposed Facade Improvements

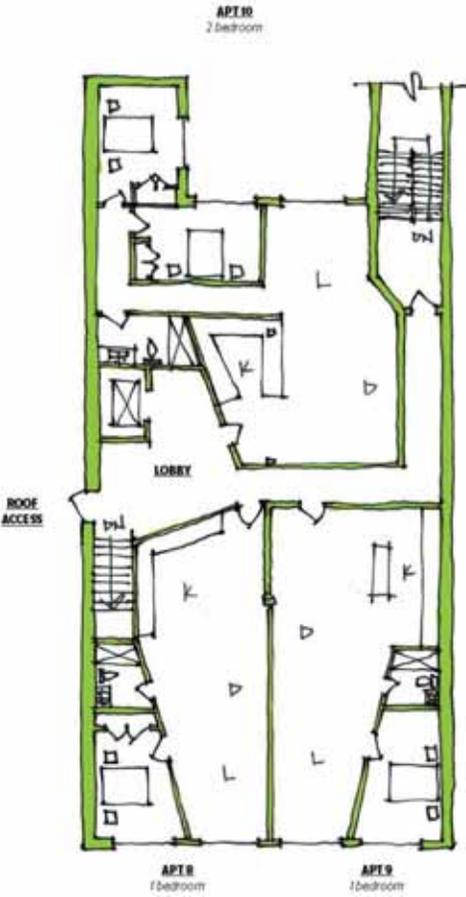


101-107 Main (former Carr's Department Store): Proposed 1st Floor Commercial layouts and patio

REVITALIZE CARR'S AND GENESEE BANK BUILDINGS



101-107 Main: Proposed 2nd Floor Apartments



101-107 Main: Proposed 3rd Floor Apartments

REVITALIZE CARR'S AND GENESEE BANK BUILDINGS

PROJECT BENEFITS

The project has the following benefits:

- 14 additional residential units will create vitality in the downtown by attracting an estimated 18 to 30 new residents to downtown. The residential units are in a space that has been chronically vacant in the downtown.
- The project is within proximity of numerous other commercial businesses, adding to a dense cluster of businesses that can share customers and host shared events.
- The Newberry Place project is being developed nearby, creating a gateway of new development on Main Street.
- 9,580 sq. ft. of new commercial space could potentially generate 18 to 28 new jobs at the site.

FEASIBILITY & COST BENEFIT ANALYSIS

Based upon a project cost of \$5,250,000, the \$1,200,000 DRI grant's impact is:

- DRI Grant Return on Investment: 4.375
- DRI Grant/ Jobs Created: \$42,857
- DRI Grant/Resident Attracted: \$40,000

PROJECT METRICS

The project's success will be evaluated on the following project metrics:

- Number of jobs created
- Number of new residents
- Level of Investment and Return on Investment

TIMELINE & READINESS

- Overall timeline: 2 to 3 years
- Design & construction documents: 6 months
- Planning reviews & permits: 5 months
- Construction: 1 to 2 years

The applicant has completed schematic design documents and preliminary cost estimates with an architect. The applicant is in the process of applying for a HCR CIF Loan. Once approved for DRI funding, the project could start.

DEVELOP ELLICOTT PLACE



PROJECT	Develop Ellicott Place
APPLICANT/OWNER	V.J. Gautieri Constructors
LOCATION	45-47 Ellicott Street, Map # 4
PROJECT COST	\$2,500,000
DRI FUNDING	\$1,150,000

PROJECT DESCRIPTION AND FUTURE USE

V.J. Gautieri Constructors owns a 48,121 sq. ft. building that once was home to a department store and full service grocery store. Currently, the building's first floor is only half occupied by a limited service grocery store and the remainder of the first floor and all of the second floor are vacant.

The building is in a very prominent location on Ellicott Street that thousands of local and out of town travelers see daily. The underutilization of the site and lack of upgrades to the urban renewal era façade detract from the downtown.

The proposed Ellicott Place mixed use project will include three finished 1st floor tenant spaces totaling 10,000 sq. ft. of space, 1st floor covered/interior parking, ten 2nd floor 1-2 bedroom units, a new elevator, and façade upgrades including new windows.

Renovation of the building would complement potential DRI projects nearby at Jackson Square. The site is also directly across the street from the proposed Ellicott Station DRI project.

DEVELOP ELLICOTT PLACE

PROJECT COSTS

TOTAL COSTS:	\$2,500,000
Construction:	\$2,250,000
Architectural Costs:	\$50,000
Financing Costs:	\$150,000
Legal & Bonding Costs:	\$50,000

FUNDING SOURCES

DRI Funding:	\$1,150,000
Bank Financing:	\$1,350,000

JOBS CREATED

The project will create an estimated 30 FTE jobs.

NEW RESIDENTIAL UNITS

The 10 units proposed will bring an estimated 15 new residents to the downtown.

REGULATORY REQUIREMENTS

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

- City Planning Board review and approval: Special Use Permit for upper floor apartments, Downtown Design Review and SEQR approval.
- County Planning Board 239M Review because the project is located on State Route 63.
- A City Building Permit will need to be obtained from the Bureau of Code Enforcement.
- SHPO review and approval.
- City Parking Permits will need to be obtained from the City of Batavia for residents.

LPC & PUBLIC SUPPORT

The project received a high level of support from LPC members.

Public support was high based on input at a DRI Open House.

DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

- Support market rate housing opportunities especially for seniors and millennials
- Ensure a critical mass of small business/property development in focus areas to maximize impact
- Encourage partnerships with developers and the private sector
- Encourage micro-retail development

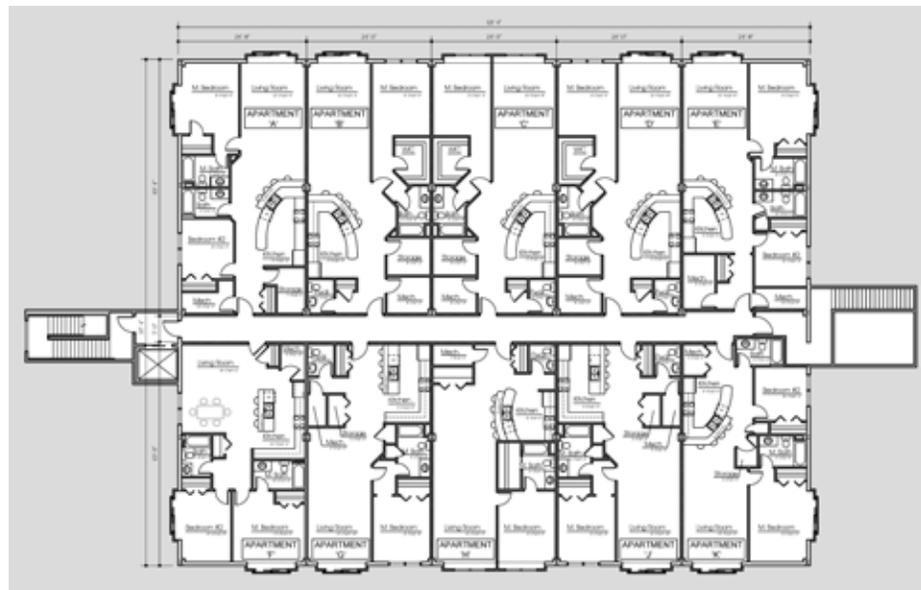
The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Develop a Revitalization Strategy for Ellicott Street
- Increase access to affordable housing and mixed income units
- Encourage redevelopment of underutilized real property
- Encourage an appropriate vertical mix of uses

DEVELOP ELLICOTT PLACE



First floor plan layout for commercial space and covered parking



Second floor plan for residential units

DEVELOP ELLICOTT PLACE

PROJECT BENEFITS

The project has the following benefits:

- 10 additional residential units will create vitality in the downtown by attracting an estimated 15 new residents to downtown. The residential units are in a space that has been chronically vacant in the downtown for more than three decades.
- The project is directly across the street from the Ellicott Station project and both projects will not only have synergy, but they will also establish a new gateway into downtown.
- 10,000 sq. ft. of new commercial space could potentially generate 30 new jobs at the site.

FEASIBILITY & COST BENEFIT ANALYSIS

V.J. Gautieri has performed a pro-forma analysis that was reviewed by the DRI consultant team. The pro-forma indicated that without DRI grant funding the project only achieves a .69% return on equity. With DRI grant funding the project achieves a 16.35% return on equity which exceeds the minimum return of 15% required by the developers.

Some other cost/benefit indicators include:

- DRI Grant Return on Investment: 2.17
- DRI Grant/ Jobs Created: \$38,333
- DRI Grant/Residents Attracted: \$76,666

PROJECT METRICS

The project's success will be evaluated on the following project metrics:

- Number of new residents
- Number of jobs created
- Level of Investment and Return on Investment

TIMELINE & READINESS

- Overall timeline: 1 year
- Design & construction documents: complete
- Planning reviews & permits: 4 months
- Construction: 8 months

The applicant has completed the design documents, pro-forma financial analyses and cost estimates with an architect and engineer. The applicant has a bank commitment for financing pending DRI grant approval. Environmental Site Assessments have been completed and the site is clean. Asbestos removal is complete. Once approved for DRI funding the project could start.

DEVELOP A HEALTHY LIVING CAMPUS (YMCA/UMMC)



PROJECT

Develop a Healthy Living Campus (YMCA/UMMC)

APPLICANT/OWNER

Genesee YMCA / UMMC

LOCATION

207-213 East Main Street, 1-9 Ward Street, Map # 5

PROJECT COST

\$22,500,000

DRI FUNDING

\$4,295,000

PROJECT DESCRIPTION AND FUTURE USE

The Genesee Area YMCA, in partnership with Rochester Regional Health United Memorial Medical Center (UMMC), will build a multi-purpose health campus in the center of downtown Batavia. The healthy living campus, a Batavia Opportunity Area Strategic Site, will provide Genesee County with a facility offering holistic, multi-generational health services that address disease prevention, wellness, nutrition, rehabilitation and therapy for the mind and body.

The proposed 85,000 sq. ft., 2 story facility with 300 parking spaces will eventually be home to more than 140 full time equivalent employees. Two separate, but connected buildings, will be built in two phases. The \$19 million YMCA facility will be built in the first Phase totaling 55,000-60,000 sq. ft. A 25,000 sq. ft. Phase 2 will then be constructed after the former YMCA is demolished to house a \$3,5 million UMMC Healthy Living Department and medical offices. The DRI request will help to provide momentum for the project by assisting the first phase of the project.

As a result of the project, the YMCA's annual membership and programs enrollments are anticipated to increase substantially. Synergies will be achieved as the project is adjacent to the proposed DRI projects at the GOArt! facility and Healthy Living Corridor as well as being directly across the street from proposed DRI projects at 200 and 206 East Main St.

DEVELOP A HEALTHY LIVING CAMPUS (YMCA/UMMC)

PROJECT COSTS

TOTAL COSTS:	\$22,500,000
Construction:	\$19,500,000
Professional Fees:	\$2,000,000
Testing & Permits:	\$250,000
Legal & Bonding Costs:	\$750,000

FUNDING SOURCES

DRI Funding:	\$4,295,000
Bank/USDA Financing:	\$9,505,000
(Contingent on DRI Funding, USDA Funding, and Campaign Pledges)	
Campaign Pledges	\$7,000,000
Foundations:	\$1,000,000
Other Grants:	\$700,000

JOBS CREATED

The project will create an estimated 140 jobs at the YMCA and UMMC.

NEW RESIDENTIAL UNITS

The project will not include a residential component but it will improve the livability of downtown for existing and future residents.

REGULATORY REQUIREMENTS

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

- City Planning Board review and approval: Site Plan, Downtown Design Review and SEQR approval.
- County Planning Board 239M Review because the project is located on State Route 5.
- SHPO review and approval.
- City Building Permit.

LPC & PUBLIC SUPPORT

The project received a high level of support from LPC members.

Public support was high based on feedback at a DRI Open House.

DRI STRATEGY ALIGNMENT

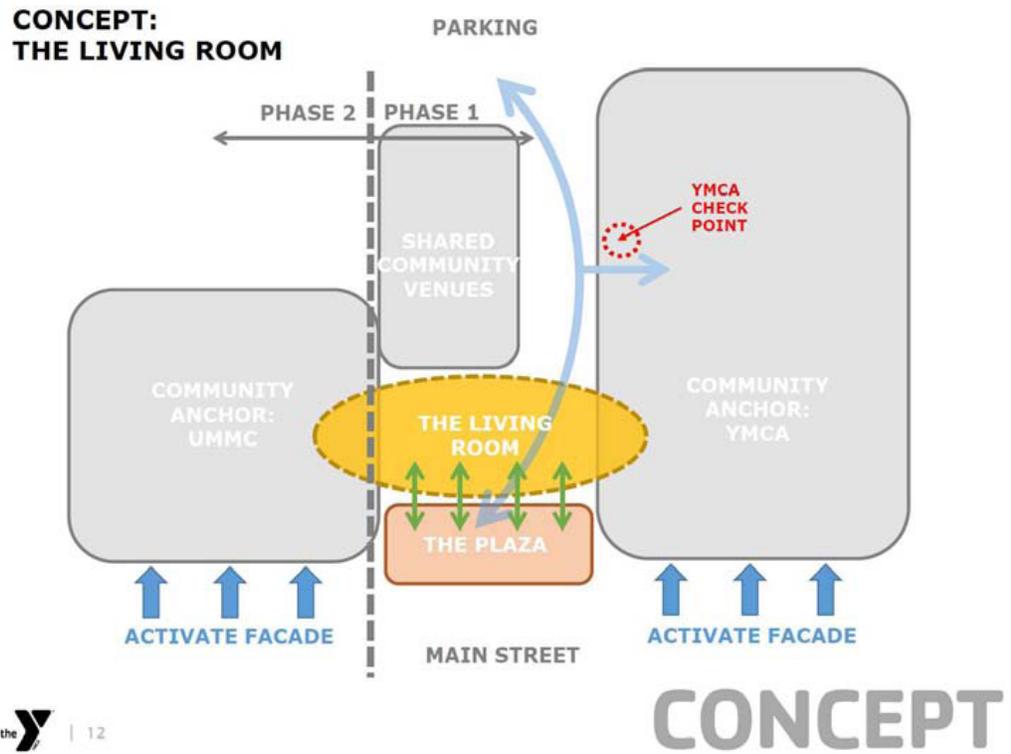
The project aligns with the following DRI Strategies:

- Provide activities for youth
- Support services, businesses, and activities for young families
- Incent integrated redevelopment that includes a mix of uses at a Downtown Healthy Living Campus
- Expand health and wellness activity
- Upgrade Main Street facades

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

- Redevelop the underutilized City Centre site and adjacent hospital campus
- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation

DEVELOP A HEALTHY LIVING CAMPUS (YMCA/UMMC)



Planned interior conceptual layout

DEVELOP A HEALTHY LIVING CAMPUS (YMCA/UMMC)

PROJECT BENEFITS

The project has the following benefits:

- 140 new and retained jobs in the downtown is a substantial benefit and will create demand for retail and restaurants.
- The project is adjacent to the GO Art! facility and is directly across the street from the 200 and 206 East Main Street projects creating synergy on East Main Street.
- A regional impact as the YMCA serves Genesee County and surrounding communities.
- The project will create a community hub for downtown Batavia.
- Memberships will increase from 3,000 to over 6,000
- The project will generate 3,000 daily visits downtown

FEASIBILITY & COST BENEFIT ANALYSIS

A basic pro-forma was prepared by the YMCA. With the \$4.295 million requested, the project would provide a surplus by the third year and beyond. Without the DRI funding the project would lose money and not be feasible.

The pro-forma is also based on membership and program revenue jumping by more than 40% based on similar YMCA improvement projects.

Some other cost/benefit indicators include:

- DRI Grant Return on Investment: 5.24
- DRI Grant/ Jobs Created: \$30,679

PROJECT METRICS

The project's success will be evaluated on the following project metrics:

- Number of jobs created
- Level of Investment and Return on Investment
- Number of new memberships
- Based on an analysis by the Genesee County Economic Development Center, the project will have a \$60 Million impact on the local economy in terms of income and sales tax revenue.

TIMELINE & READINESS

- Overall timeline: 3.5 years
- Fundraising: 1 year (started Jan. 2018)
- Design & construction documents: 6 months
- Planning reviews & permits: 4 months
- Construction of new and demo of old YMCA: 16 months
- Construction UMMC: 6 months

The applicant has completed the conceptual design documents, pro-forma financial analyses and cost estimates with an architect and engineer. Once approved for DRI funding the project could start.

ACTIVATE THE BATAVIA INNOVATION ZONES



The fresh Lab concession stand under construction at the Eli Fish Brewing Co where the restaurant incubator will be located

PROJECT	Activate the Batavia Innovation Zones
APPLICANT/OWNER	Batavia Development Corporation
LOCATIONS	GO Art!, the Public Market, Carr's and fresh Lab (Eli Fish), Map # 6
PROJECT COST	\$400,000
DRI FUNDING	\$200,000

PROJECT DESCRIPTION

Batavia Development Corporation is proposing to utilize DRI funding, along with CDBG Economic Development funding, to establish the Batavia Innovation Zone (BIZ) program. The BIZ program will help establish up to 15,000 sq. ft. of incubator sites at the following locations:

- Carr's (office/retail) - 5,000 sq. ft.
- fresh Lab (restaurant) - 3,000 sq. ft.
- Public Market (ag value added) - 4,000 sq. ft.
- GO Art! (Art) - 3,000 sq. ft.

The business incubator sites will offer a coordinated approach to ensure market ready-spaces, access to qualified tenants, connectivity amongst the incubators, dedicated small business programming and consistent marketing of the unique affordable turn-key spaces proposed for start-up businesses. A unique guaranteed rent subsidy will be offered to participating sites using CDBG funds so that long-term, sustainable engagement is possible.

ACTIVATE THE BATAVIA INNOVATION ZONES

PROJECT COSTS

TOTAL COSTS:	\$400,000
Marketing/Training:	\$60,000
Rent Subsidies:	\$340,000

- DRI funds will be used to prepare properties for the incubators and for marketing, and training. CDBG Micro-enterprise funding will be used for rent subsidies

FUNDING SOURCES

DRI Funding:	\$200,000
CDBG Micro Funding:	\$200,000

LPC & PUBLIC SUPPORT

The project received moderate support from LPC members.

Public support was moderate based on responses at a DRI Open House.

JOBS CREATED

The project will create an estimated 30 to 40 jobs.

DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

- Encourage micro-retail development
- Support small businesses and develop a small business loan and/or grant fund

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

- Increase the number of small business loans
- Strengthen and expand the region's network of incubation and grow the number of entrepreneurs
- Improve access to credit for revitalization and investment

PROGRAM DESIGN

The program will be designed similar to a Community Development Block Grant Micro-enterprise Program that includes a rent subsidy:

- The Batavia Development Corporation (BDC) will market the program to and recruit small businesses and entrepreneurs who need funding to start a new business or grow an existing small business.
- Applicants that come from low to moderate income families or are creating jobs for low to moderate income individuals will be given preference for funding.
- All applicants will be required to participate in a training course prior to being considered for funding. The BDC will work with partners at Genesee Community College for the training component.
- CDBG Funds will be provided as a rent subsidy of \$2/sq. ft. at the specified innovation zone locations.

ACTIVATE THE BATAVIA INNOVATION ZONES



The former Carr's Department store will host the retail and office incubator space



The GO Art! Cultural facility will host an arts incubator

ACTIVATE THE BATAVIA INNOVATION ZONES

PROJECT BENEFITS

The project has the following benefits:

- 30-40 new jobs over a five year period.
- 10-15 new businesses will be assisted.
- The program will generate demand for space in downtown for new restaurants, offices, and art spaces.
- An entrepreneurial brand will be established in the downtown that will attract additional businesses.

ORGANIZATIONAL STRUCTURE

The Batavia Development Corporation (BDC) Executive Director will lead the project and administer the program. The Batavia Development Corporation has been in existence for more than 20 years and is the lead agency for economic development initiatives in the City of Batavia. In that time period the BDC has administered hundreds of small business loans, a CDBG micro-enterprise program, two New York Main Street grants and other economic development programs.

A Board of Directors consisting of 10 members govern the Batavia Development Corporation. They include a mix of local and regional business persons, professionals and residents. While the BDC budget varies, the 2017-2018 budget was approximately \$800,000.

PROJECT REPORTING

The Batavia Development Corporation meets on a monthly basis and will provide reports to the Board of Directors on the progress of the Innovation Zone program including:

- Businesses assisted
- Jobs created/retained
- Assistance provided

As the BDC is a public benefit corporation, minutes and financials will be available to the public and posted on the BDC website.

TIMELINE & READINESS

The BDC Executive Director has discussed the program with the BDC Board of Directors and they have approved the program. During the 2018 Consolidated Funding Application (CFA) cycle the City of Batavia will apply for \$200,000 in CDBG Micro-enterprise funding to provide a match for the DRI request of \$200,000. The BDC will act as the sub recipient to administer the micro-enterprise program.

CFA project awards are announced in December. Prior to the anticipated December award announcements the BDC will implement preliminary steps to get the Innovation Zone started including recruiting potential applicants and having them fill out applications as well as ask them to provide initial documentation required for the program.

The program could then start once CFA awards are announced and be implemented over a two year period.

The total project cost was established by the BDC based on similar model programs as well as their experience with the micro-enterprise program.

CONSTRUCT THEATER 56



PROJECT	Construct Theater 56
APPLICANT/OWNER	Batavia Players Inc. / City of Batavia
LOCATION	35 Batavia City Centre, Map # 7
PROJECT COST	\$901,750
DRI FUNDING	\$701,750

PROJECT DESCRIPTION AND FUTURE USE

Batavia Players Inc., a local non-profit community theater group currently located at 56 Harvester Avenue, is proposing to establish a new regional performing arts center at Batavia City Centre. Currently the theater is outgrowing its' space and the space is not ideal for performances.

Consequently, the Theater group will be relocating to recently foreclosed city owned properties in the Batavia City Centre via a lease, with an option to purchase in the future. The location would provide additional space for the theater and also provide space for retail/concession, offices, costumes, and a dance academy. The approximate 11,000 sq. ft. ADA accessible building would also provide space for an additional 70 seats that would help to increase attendance, and associated revenues, by 40%. Façade improvements are also included as part of this project.

Batavia Players has been looking for new space that is more visually prominent and centrally located which this space provides. The new theater would have synergistic impacts with the Downtown Revitalization effort as it would be across the street from the Eli Fish Brewing Company and proposed Newberry Place Lofts and nearby several proposed DRI projects at the mall and medical campus. Nightlife, weekend activity, and livability would also be enhanced in downtown Batavia with the project.

CONSTRUCT THEATER 56

PROJECT COSTS

TOTAL COSTS:	\$901,750
Construction:	\$761,750
Equipment:	\$40,000
Environmental Costs:	\$25,000
Architectural Costs:	\$75,000

LPC & PUBLIC SUPPORT

The project received moderate support from LPC members.

Public support was high based on feedback at a DRI Open House.

FUNDING SOURCES

DRI Funding:	\$701,750
Volunteer Labor:	\$95,000
Fundraising:	\$30,000
Donated Equipment:	\$60,000
Theater Equity:	\$15,000

DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

- Provide activities for youth
- Upgrade Main Street facades
- Encourage entertainment, arts/culture and restaurants to locate, improve or expand downtown
- Create an arts/culture district
- Redevelop the mall/City Centre area by demolition or select demolition including removal of concourse

JOBS CREATED

The project maintains 3 part time positions at the Theater.

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

- Redevelop the underutilized City Centre site and adjacent hospital campus
- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation
- Reinvest in the Mall as a Mixed-Use, Multi-Story Complex
- Encourage redevelopment of underutilized real property

NEW RESIDENTIAL UNITS

The project will not include a residential component but it will improve the livability of downtown for existing and future residents.

REGULATORY REQUIREMENTS

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

- City Planning Board review and approval: Downtown Design Review and SEQR approval.
- County Planning Board 239M Review because the project is located on State Route 5.
- SHPO review and approval.
- A City Building Permit will need to be obtained from the Bureau of Code Enforcement.

CONSTRUCT THEATER 56



A view of the proposed theater looking north from Main Street



An aerial view showing the theater's connection to the City Centre site

CONSTRUCT THEATER 56

PROJECT BENEFITS

The project has the following benefits:

- The new theater will fill a gap in downtown Batavia for performing arts which it has been severely lacking.
- The project will improve the financial viability of the non-profit Batavia Players Inc. by increasing revenues by 40 percent.
- Synergies and economic spin off benefits will be realized by local restaurants and retailers with patrons that attend the theater.
- Based on studies prepared by Americans for the Arts, every dollar spent by an Arts organization, four dollars is spent in the community.

FEASIBILITY & COST BENEFIT ANALYSIS

The size of the project is feasible for the applicant. It includes façade work and some basic interior work. Much of the interior work will be performed by volunteers and volunteer professionals. More importantly the theater relocation and expansion will increase revenues for the organization, insuring the groups continued viability.

The construction project will be administered by the construction firm hired for the project and there is funding within the construction budget for that purpose. Also, the theater has obtained letters from the GCEDC and volunteers confirming their interest in potentially providing bridge funding and volunteer hours.

PROJECT METRICS

The project's success will be evaluated on the following project metrics:

- Increased attendance
- Increased revenues
- Number of new performances

TIMELINE & READINESS

- Overall timeline: 1 to 1.5 years
- Fundraising: 1 year (started Jan. 2018)
- Design & construction documents: 4 months
- Planning reviews & permits: 2 months
- Construction: 4-6 months

The applicant has completed the conceptual design documents and initial cost estimates with an architect. In addition, the applicant has secured an agreement and understanding from the City of Batavia Council to rent the space at the City Centre. They have also made arrangements with local banks and others for the construction financing.

CONSTRUCT A DOWNTOWN PUBLIC MARKET



PROJECT	Construct a Downtown Public Market
APPLICANT/OWNER	Batavia Improvement District / City of Batavia
LOCATION	Alva Place Parking Lot, Map # 8
PROJECT COST	\$2,500,000
DRI FUNDING	\$1,500,000

PROJECT DESCRIPTION AND FUTURE USE

The Downtown Public Market has been a downtown institution for decades. Recently, after years of being in the K-mart plaza on the outskirts of the City, the Genesee Country Farmers Market Association rejoined the Public Market in downtown Batavia. As a result, the Public Market has grown and will need more space. Currently, the market is also open to the elements and needs a permanent cover to benefit both the customers and vendors.

The DRI proposal is to build a permanent market structure, construct a market shed, construct an Innovation Zone shed, and provide space for food trucks as well as large outdoor events on a portion of the city-owned parking lot at Alva and Bank, part of a BOA Strategic Site. Vendor spaces would double under the proposal.

As Batavia is a rural community with some of the best soils in New York State, a formal public market has been needed for a long time to celebrate the County's agricultural heritage. The new market would also provide fresh, healthy foods to nearby residents, many of whom are seniors and low income. Agri-tourism opportunities in the County could be incubated here through the Batavia Innovation Zone. The Public Market would be adjacent to potential DRI projects at the YMCA/UMMC project and the City Centre.

CONSTRUCT A DOWNTOWN PUBLIC MARKET

PROJECT COSTS

TOTAL COSTS:	\$2,500,000
Construction:	\$2,155,000
Professional Fees:	\$345,000

FUNDING SOURCES

DRI Funding:	\$1,500,000
BID Capital Funds:	\$200,000
BID Bond Funds:	\$800,000

LPC & PUBLIC SUPPORT

The project received moderate support from LPC members.

Public support was high based on feedback at a DRI Open House.

OWNERSHIP OF PROPERTY/LEGAL JURISDICTION

The market would be located in a parking lot currently owned by the City of Batavia. The BID and City will negotiate the sale or lease of the site later.

PROJECT PARTNERS

The BID is a finalist for a Local Foods, Local Places grant from the US EPA federal initiative that provides technical support and expertise to help communities integrate local food systems into their economic development plans.

Other partners include the City of Batavia, Genesee County Public Market Association and its members.

DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

- Support services, businesses, and activities for young families
- Incent integrated redevelopment that includes a mix of uses at a Downtown Healthy Living Campus
- Ensure a critical mass of small business/property development in focus areas to maximize impact
- Encourage entertainment, arts/culture and restaurants to locate, improve or expand downtown
- Expand health and wellness activity
- Brand downtown
- Provide opportunities for infill development on downtown parking lots
- Encourage micro-retail development

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

- Encourage redevelopment of underutilized real property
- Support the agricultural and food processing industry

CONSTRUCT A DOWNTOWN PUBLIC MARKET

CAPACITY

The BID has capital reserves of \$200,000+ and can bond for \$1 million. As in the past, the bond will be repaid through an increase in the assessment on properties within the BID boundary.

The Batavia BID has been in existence for 20 years and in that time has implemented key projects and programs to revitalize downtown Batavia. In addition to being the manager of the current market, the BID runs numerous festivals and events and has proved over time to have sound management and fiscal oversight.

PROJECT BENEFITS

The project has the following benefits:

- Accommodates the growing market in an underutilized parking lot
- Supports agriculture, agritourism and food-related innovation
- Increases access to fresh, healthy food for residents of all circumstances and income levels
- Leverages nearby DRI-proposed projects

FEASIBILITY & COST JUSTIFICATION

The new Public Market offers the opportunity to showcase the County's diverse agricultural offerings and to provide space for festivals, celebrations and community gathering of all kinds in the heart of downtown.

The Downtown Public Market recently welcomed the Genesee Country Market into downtown, creating an immediate need for additional space at the market.

The market offers an opportunity to incubate small agriculture businesses including Community Supported Agriculture, locally processed foods distribution and direct sales.

The market is a hub for information and educational resources regarding agriculture in Genesee County as well as food and nutritional information.

REGULATORY REQUIREMENTS

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

- As a City project, no City review is required. However, a courtesy City Planning Board review and approval including Site Plan, Downtown Design Review, and SEQR approval is recommended.

PROJECT REPORTING

The following project metrics will demonstrate the project's success:

- Annual BID surveys
- New events and participation in events
- Increased sales as reported by vendors

TIMELINE & READINESS

- Overall timeline: 2 years
- Design & construction documents: 8 months
- City reviews & permits: 4 months
- Construction: 1 year

The applicant has completed concept plans, renderings, and cost estimates with PLAN Architectural Studio.

CREATE A BUILDING IMPROVEMENT FUND



PROJECT	Create a Building Improvement Fund
APPLICANT/OWNER	Batavia Development Corporation
LOCATIONS	Multiple Downtown Properties, Map # 9
PROJECT COST	\$800,000
DRI FUNDING	\$600,000

PROJECT DESCRIPTION

A Building Improvement Fund will be established to provide grant funding for applicants to implement interior and exterior building improvements. The fund will mimic the goals, process and requirements of the NYS Main Street Program including providing funds for administration of the program by the Batavia Development Corporation and also providing funds for soft costs including architectural and environmental costs.

The fund would be available to any building owner within the DRI Boundary. It is anticipated that owners who applied for DRI funds but were eliminated as a Priority Project will receive additional points on their Building Improvement Program application to improve their chances of being selected.

CREATE A BUILDING IMPROVEMENT FUND

PROJECT COSTS

TOTAL COSTS:	\$800,000
Renovation:	\$700,000
Architecture & Environ.:	\$40,000
Grant Administration:	\$60,000

FUNDING SOURCES

DRI Funding:	\$600,000
Building Owner Matches:	\$200,000

JOBS CREATED

The project will create an estimated 10 jobs.

NEW RESIDENTIAL UNITS

The project will attract an estimated 23 new residents to the downtown.

PROGRAM DESIGN

The program will be designed similar to a NY Main Street Program with the following guidelines:

- Grants would fund interior or exterior improvements.
- Projects that have a residential or mixed use component would be encouraged.
- Funds will be provided as a reimbursement.
- Any property within the DRI boundary would be eligible to apply for funding.
- Maximum grant reimbursements would be 75% of project costs.
- Maximum grant level would be determined by the BDC.
- Applicants would be subject to SEQRA environmental compliance including State Historic Preservation compliance.

LPC & PUBLIC SUPPORT

The project received moderate support from the LPC.

Public support was moderate based on input at a DRI Open House.

DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

- Encourage micro-retail development
- Support small businesses and develop a small business loan and/or grant fund

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

- Increase the number of small business loans
- Strengthen and expand the region's network of incubation and grow the number of entrepreneurs
- Improve access to credit for revitalization and investment

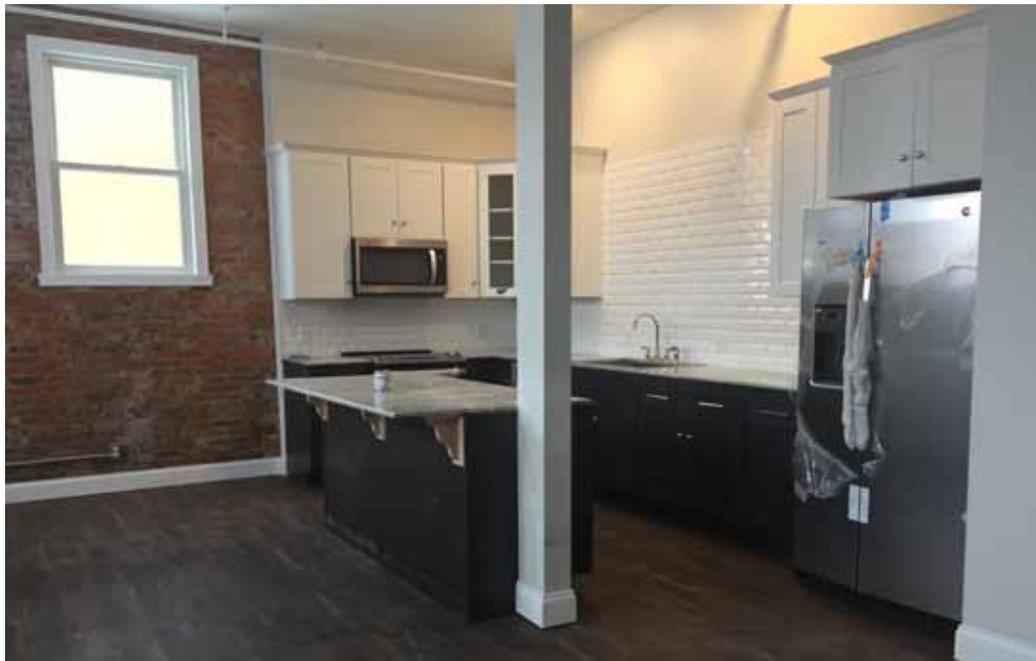
POTENTIAL PROJECTS

Several building improvement projects were submitted to the LPC for consideration for DRI funding. The LPC chose not consider them individually for DRI funding; however, they may reapply to this proposed Building Improvement Fund. Information about these potential projects can be found at the end of Section V.

CREATE A BUILDING IMPROVEMENT FUND



The former Carr's warehouse building received NY Main Street building improvement funding



The Newberry Place Lofts also benefitted from NY Main Street funding

CREATE A BUILDING IMPROVEMENT FUND

PROJECT BENEFITS

The project has the following benefits:

- 10 new jobs and 23 new residents
- Improvements that will benefit an estimated 10 buildings, with 10 commercial units and 15 residential units
- Improved aesthetics and livability in the downtown core
- Renovated commercial spaces will provide opportunities for new entrepreneurs to establish businesses
- New residents downtown will provide customers for businesses, provide vitality and eyes on the street while providing much needed revenue for property owners

ORGANIZATIONAL STRUCTURE

The Batavia Development Corporation (BDC) Executive Director will lead the project and administer the program. The Batavia Development Corporation has administered two New York Main grant successfully.

A Board of Directors consisting of 10 members govern the Batavia Development Corporation. They include a mix of local and regional business persons, professionals and residents. While the BDC budget varies, the 2017-2018 budget was approximately \$800,000.

PROJECT REPORTING

The Batavia Development Corporation meets on a monthly basis and will provide reports to the Board of Directors on the progress of the Building Improvement Fund including:

- Buildings assisted
- Renovated commercial units
- Renovated residential units
- Jobs created/retained
- Assistance provided

As the BDC is a public benefit corporation, minutes and financials will be available to the public and posted on the BDC website.

TIMELINE & READINESS

Since the BDC is very familiar with administering a NY Main Street program, the Building Improvement Fund could start immediately upon approval of DRI funds. The BDC will prepare and submit an administrative plan to the Housing Trust Fund Corporation (HTFC), coordinate with HTFC, enter into a grant agreement with HTFC, complete a Programmatic Environmental Review, complete required steps for individual project selections and approvals, and monitor the construction process. It is anticipated the \$600,000 will be distributed within a two year time frame.

UPGRADE CITY CENTRE



PROJECT	Upgrade City Centre
APPLICANT/OWNER	Batavia Development Corporation, GCEDC, City of Batavia
LOCATION	City Centre, Map # 10
PROJECT COST	\$1,500,000
DRI FUNDING	\$1,000,000

PROJECT DESCRIPTION AND FUTURE USE

The Batavia Development Corporation, in cooperation with the Genesee County Economic Development Center and the City of Batavia is proposing to use DRI funds for upgrades to the City Centre concourse. Improvements proposed include:

- Removal and replacement of floor tile,
- Installation of low level lighting on poles,
- Removal of Main Street silo entrances and replacement with new entrances,
- Painting of interior concourse walls, and
- Concourse roof upgrades.

The improved concourse will be able to host micro-retail kiosks and other events that will bring new vitality to the City Centre. New entrances will dramatically improve the appearance of the mall along Main Street and, with the exception of one property, finish the entire Main Street façade improvements that have been implemented over the last 15 years.

UPGRADE CITY CENTRE

PROJECT COSTS

TOTAL COSTS:	\$1,500,000
Construction:	\$1,200,000
Environmental:	\$150,000
Architectural Costs:	\$150,000

FUNDING SOURCES

DRI Funding:	\$1,000,000
City of Batavia Funding:	\$500,000

OWNERSHIP OF PROPERTY/LEGAL JURISDICTION

The project will only impact the City of Batavia owned concourse and entrances located at City Centre. The City owns the concourse and a recent agreement confirms the City's long term management of the concourse.

PROJECT PARTNERS

The Batavia Development Corporation will be partnering with the Genesee County Economic Development Center and the City of Batavia.

REGULATORY REQUIREMENTS

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

- As a City project, no City review is required. However a courtesy City Planning Board review and approval including Site Plan, Downtown Design Review and SEQR approval is recommended for the project.

LPC & PUBLIC SUPPORT

The project received moderate support from LPC members.

Public support was moderate based on responses at a DRI Open House.

DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

- Upgrade Main Street facades
- Encourage entertainment, arts/culture and restaurants to locate, improve or expand downtown
- Redevelop the mall/City Centre area

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

- Redevelop the underutilized City Centre site and adjacent hospital campus
- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation
- Reinvest in the Mall as a Mixed-Use, Multi-Story Complex

UPGRADE CITY CENTRE



New proposed exterior entrances on Main Street



Interior rendering of proposed new City Centre Stage

UPGRADE CITY CENTRE

PROJECT BENEFITS

The project has the following benefits:

- A renovated concourse will provide benefits to existing tenants and also help to attract new tenants.
- An upgraded center concourse will be able to host more events.
- Maintenance costs will be reduced.

FEASIBILITY & COST JUSTIFICATION

The proposed upgrades are based on estimates provided by an architect. Feasibility issues were considered in the estimate by including a budget for environmental remediation (asbestos removal).

PROJECT METRICS

The project's success will be evaluated on the following project metrics:

- Number of new businesses or organizations that locate at the mall
- Number of new kiosks for small micro businesses
- Reduction in maintenance costs

TIMELINE & READINESS

- Overall timeline: 1 to 1.5 years
- Design & construction documents: 4 months
- City reviews & permits: 2 months
- Construction: 6 to 9 months

The applicant has completed the conceptual design documents and initial cost estimates with an architect.

RENOVATE 206 EAST MAIN STREET



PROJECT	Renovate 206 East Main Street
APPLICANT/OWNER	Just Chez Realty
LOCATION	206 East Main Street, Map # 11
PROJECT COST	\$675,000
DRI FUNDING	\$405,000

PROJECT DESCRIPTION AND FUTURE USE

This project would advance the next phase of building upgrades for this property. Phase 1 (which is already completed) included renovations to a vacant first floor space to expand a restaurant from a pizzeria to a full service Italian restaurant. Phase 2 (for which DRI funds would be used) will address the vacant second floor and introduce a full service bar, an expanded dining area, an event/meeting space, and 2 to 4 market rate apartments.

Implementation of Phase 2 would complete the building renovations and create an even greater critical mass of development and activity, building upon that which was already generated by the Phase 1 Main Street Pizza upgrades. The project will have synergies with nearby proposed DRI projects including the YMCA/UMMC and GO Art!.

RENOVATE 206 EAST MAIN STREET

PROJECT COSTS

TOTAL COSTS:	\$675,000
Hard Costs:	\$551,500
Professional Fees:	\$123,500

FUNDING SOURCES

DRI Funding:	\$405,000
Other Funding:	\$270,000
(Developer Equity and Loan Financing)	

JOBS CREATED

The restaurant function will create an estimated 9 full time equivalent jobs.

NEW RESIDENTIAL UNITS

The units proposed will bring up to 6 new residents to the downtown.

REGULATORY REQUIREMENTS

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

- City Planning Board: Special Use Permit for upper floor apartments, Downtown Design Review and SEQR approval.
- County Planning Board 239M Review because the project is located on State Route 5.
- City Building Permit.
- SHPO review and approval.
- City Parking Permits from the City of Batavia for residents.

LPC & PUBLIC SUPPORT

The project received moderate support from LPC members.

Public support was moderate based on comments at a DRI Open House.

DRI STRATEGY ALIGNMENT

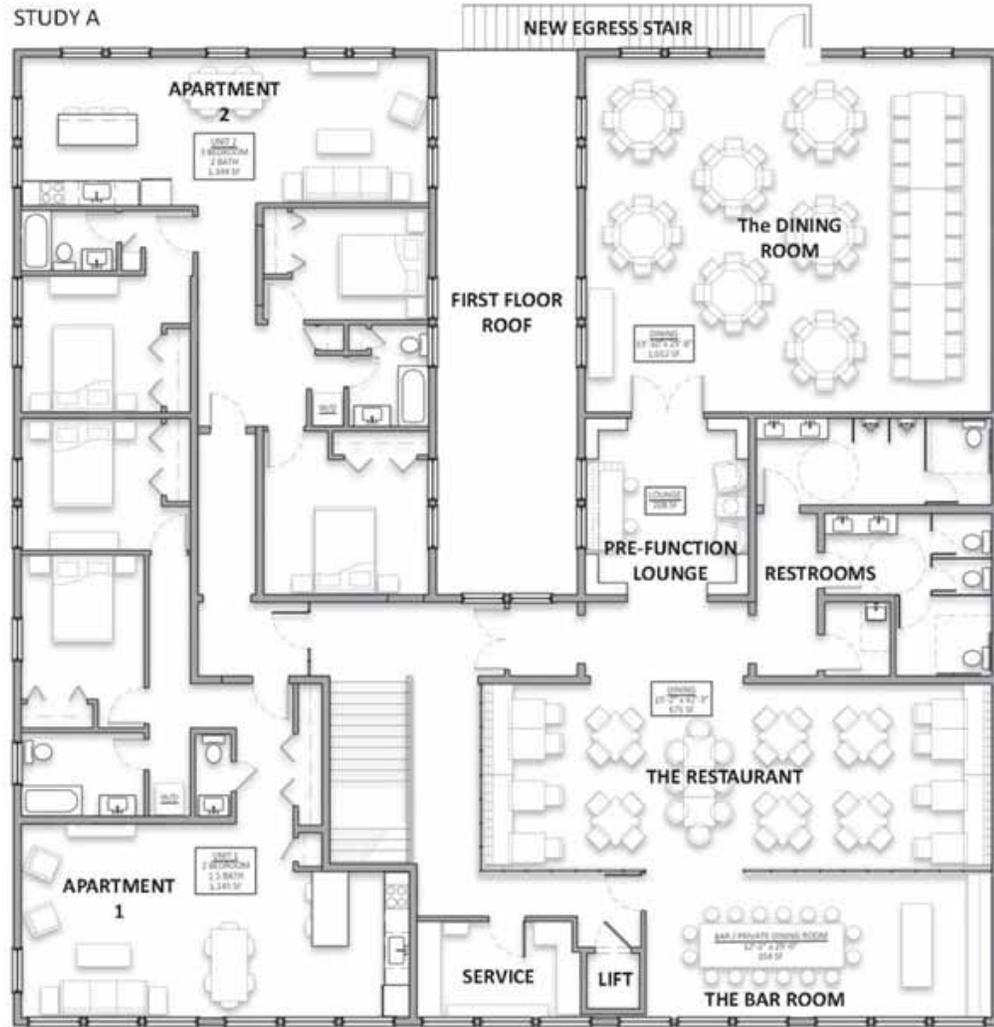
The project aligns with the following DRI Strategies:

- Support market rate housing opportunities especially for seniors and millennials
- Ensure a critical mass of small businesses to maximize impact
- Encourage entertainment, arts/culture and restaurants to locate, improve or expand
- Preserve historic structures
- Encourage partnerships with developers and private sector

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

- Encourage redevelopment of underutilized real property
- Encourage an appropriate vertical mix of uses

RENOVATE 206 EAST MAIN STREET



Second floor renovation plan for restaurant space and residential units



Proposed Bar Room Sketch

RENOVATE 206 EAST MAIN STREET

PROJECT BENEFITS

The project has the following benefits:

- New apartments will attract four new downtown residents
- Completes the renovation of a centrally located downtown building
- Adds code compliance and safety features
- Adds new upscale dining and event space in a refined setting
- The project leverages other DRI-proposed projects including the YMCA/UMMC and GO Art!

FEASIBILITY & COST BENEFIT ANALYSIS

Based upon a project cost of \$675,000, the \$405,000 DRI grant's impact is:

- DRI Grant Return on Investment: 1.67
- DRI Grant/ Jobs Created: \$45,000
- DRI Grant/Residents Attracted: \$67,500

PROJECT METRICS

The project's success will be evaluated on the following project metrics:

- Number of jobs created
- Number of new residents
- Level of Investment and Return on Investment

TIMELINE & READINESS

- Overall timeline: 1 year
- Design & construction documents: 4 months
- Planning reviews & permits: 2 months
- Construction: 6 months

Preliminary conceptual drawings have been prepared by an architect along with preliminary cost estimates. If selected for DRI funding, the applicants will request final design and construction documents and obtain City permits and approvals. A match has been identified. Just Chez successfully completed its first floor project on time using Rural Revitalization state funding.

ENHANCE JACKSON SQUARE



PROJECT	Enhance Jackson Square
APPLICANT/OWNER	City of Batavia
LOCATION	Jackson Square, Map # 12
PROJECT COST	\$750,000
DRI FUNDING	\$750,000

PROJECT DESCRIPTION AND FUTURE USE

Jackson Square is a unique public space in the heart of downtown Batavia. Bordered by historic buildings, the generous central open space is accessed via alleyways. There has been a continued effort to develop the space into a venue for outdoor events and enhance the environment for the adjacent residents and restaurant patios.

The City's 2004 redevelopment of the Square with a New York Main Street grant led to significant reinvestment in the area and proposed upgrades are expected to encourage additional reinvestment. The Jackson Square DRI project proposes a second phase of improvements for the open spaces and adjacent alleyways.

In the concept design, the Jackson Street Alley, Center Street Alley, and Jackson Square Alley serve as informal gathering areas and circulation spaces. The Jackson Square Performance Plaza is the central space for outdoor events and music concerts. An enhanced patio (networking nook) will be created adjacent to the Carr's building. Site improvements include wood plank-inspired scored concrete boardwalks with brick banding; planters; benches, tables and chairs for seating. A multi-level deck with a glass and steel canopy is proposed to serve as a public lounge space during the day and a stage at night. A combination of catenary and post-top lighting is proposed to illuminate the spaces at night. Vertical metal signage and a decorative gate bring greater attention to the alleyway entrances from Jackson and Center streets.

Separate DRI proposals from adjacent properties include gardens and patios to further enhance the Square as a lively hub and gathering space.

ENHANCE JACKSON SQUARE

PROJECT COSTS

TOTAL COSTS:	\$750,000
Hard Costs:	\$650,000
Engineering & Landscape Design:	\$100,000

FUNDING SOURCES

DRI Funding:	\$750,000
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LPC & PUBLIC SUPPORT

The project received moderate support from the LPC.

Public support was moderate based on input at a DRI Open House.

OWNERSHIP OF PROPERTY/LEGAL JURISDICTION

Jackson Square and the associated alleyways are within the public right-of-way under the jurisdiction of the City of Batavia.

PROJECT PARTNERS

Project partners include the City of Batavia, City DPW, Downtown BID, and adjacent property owners.

CAPACITY

The City has the capacity to finance the project if necessary.

DRI STRATEGY ALIGNMENT

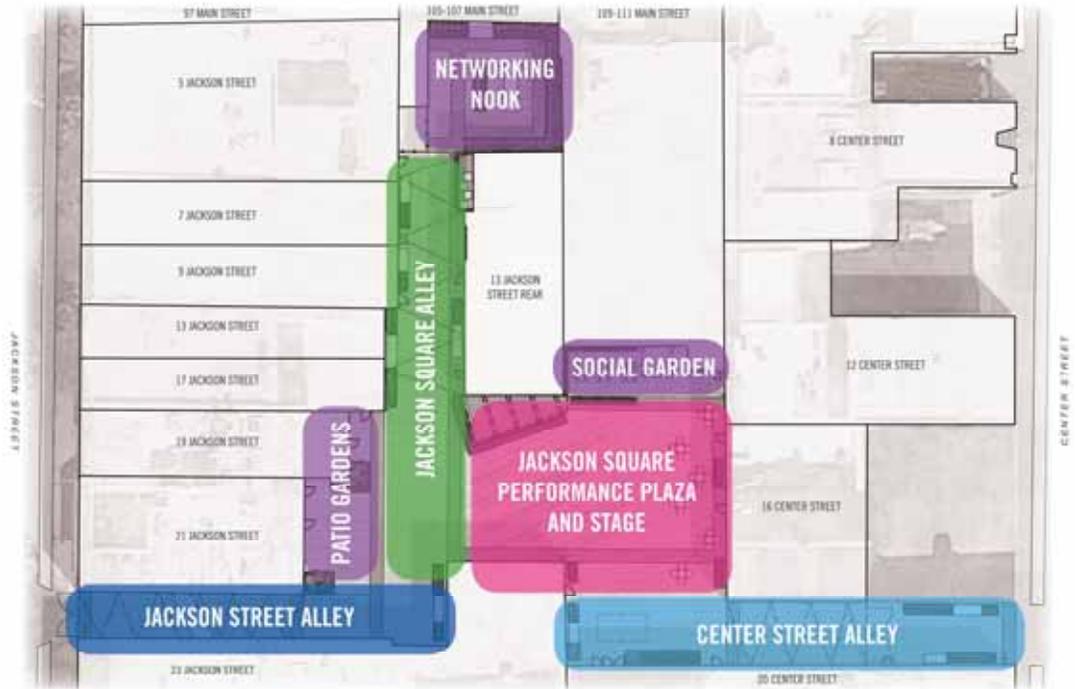
The project aligns with the following DRI Strategies:

- Provide activities for youth
- Support services and activities for young families
- Encourage entertainment and arts/culture to locate downtown
- Connects a critical mass of small businesses and properties in a focused area to maximize impact
- Redevelop for the human scale
- Create an arts/culture district

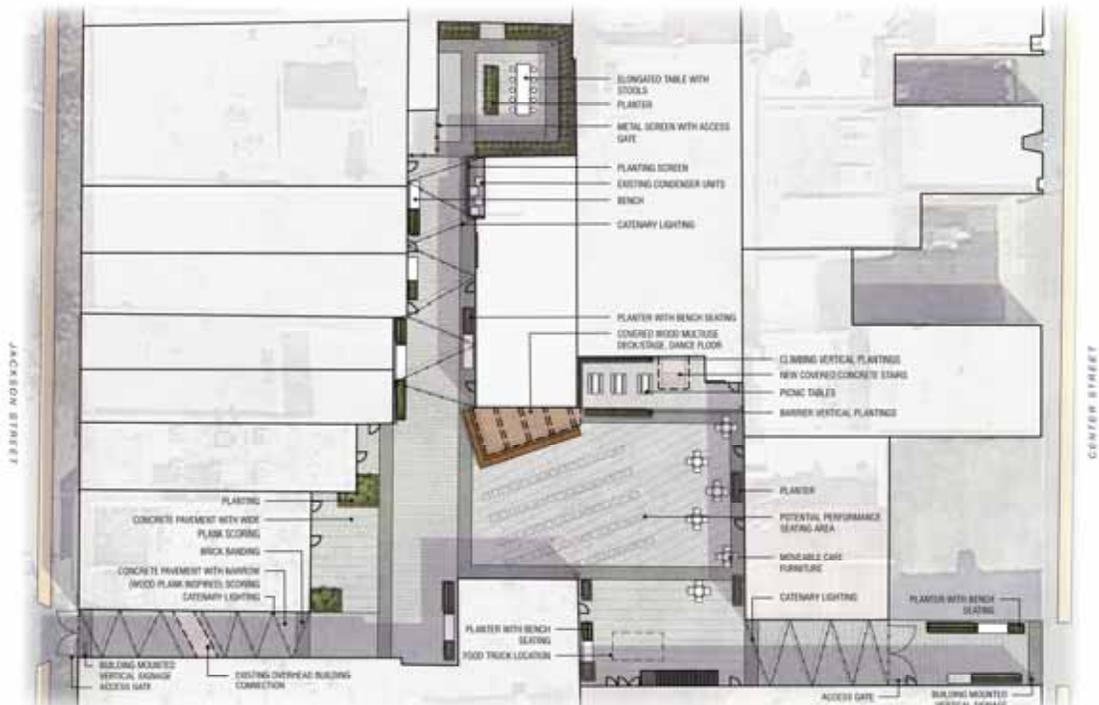
The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- The project would encourage redevelopment of adjacent underutilized real property
- Reinforce the identity, sense of place and character of the area

ENHANCE JACKSON SQUARE



Program Areas / Spatial Relationship Diagram



Detailed Concept Plan

ENHANCE JACKSON SQUARE

PROJECT BENEFITS

The project has the following benefits:

- Creates an urban plaza setting while still accommodating service needs in the heart of the downtown business area.
- Connects multiple businesses through a unique public common space.
- Provides incentive to adjacent properties to invest in improvements to connect to the alleyways and larger plaza area.
- Builds upon previous state-funded upgrades and would continue the momentum to develop this space as a public outdoor event venue.
- The lighting from post top luminaries and catenary lights would provide a safer and more attractive nighttime setting.

REGULATORY REQUIREMENTS

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

- As a City project, no City review is required. However a courtesy City Planning Board review and approval including Site Plan, Downtown Design Review and SEQR approval is recommended

FEASIBILITY & COST JUSTIFICATION

The project would provide an improved pedestrian environment and access to adjacent downtown businesses and residences. This would increase the quality of the areas around the adjacent properties, and potentially the number of patrons for adjacent businesses and restaurants during events.

PROJECT REPORTING

The following metrics will evaluate the project's success:

- Increase in the use of the space as a gathering place
- Increase in the development and investment by adjacent businesses
- Increase in art/culture events in the downtown area

TIMELINE & READINESS

- Overall timeline: 1.5 years
- Design & construction documents: 6 months
- City reviews & permits: 4 months
- Construction: 8 months

Plans for the square were prepared in 2002 and could be used as a base for the upgrades. Revised landscape and engineering plans would need to be prepared. Coordination with the City and adjacent owners would be required to finish the plans and bid the project. Cost estimates were prepared by engineers, landscape architects, and the City. Once approved for DRI funding, the project could start.

UPGRADE THE MASONIC TEMPLE



PROJECT	Upgrade the Masonic Temple
APPLICANT/OWNER	David E. Howe
LOCATION	200 East Main Street, Map # 13
PROJECT COST	\$750,000
DRI FUNDING	\$500,000

PROJECT DESCRIPTION AND FUTURE USE

The Masonic Temple Building is a downtown anchor. The historic building has been under renovation for more than 20 years and has been the successful recipient of several New York Main Street building improvement grants. The building is mostly occupied including retail tenants on the first floor, commercial space and the BID offices on the second floor, and a yoga studio on the third floor.

The primary focus of the project will be to replace the inappropriate storefront (including signage/awning) with one that is historically appropriate in design and materials while being energy efficient. The owner will also continue renovations to the historic structure with upper floor window replacements, lobby improvements and mechanical upgrades.

The Masonic Temple project is adjacent to the proposed DRI project located at 206 East Main Street, directly across the street from the proposed Healthy Living Campus DRI project and diagonally across the street from the potential City Centre DRI project.

UPGRADE THE MASONIC TEMPLE

PROJECT COSTS

TOTAL COSTS:	\$750,000
Construction:	\$735,000
Architectural Costs:	\$15,000

FUNDING SOURCES

DRI Funding:	\$500,000
Other Funding:	\$250,000
(Bank financing, personal resources)	

JOBS CREATED

The project will support 3 temporary construction jobs.

NEW RESIDENTIAL UNITS

No residential units are proposed.

REGULATORY REQUIREMENTS

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

- City Planning Board: Downtown Design Review and SEQR approval.
- County Planning Board 239M Review because the project is located on State Route 5.
- City Building Permit.
- SHPO review and approval.

LPC & PUBLIC SUPPORT

The project received moderate support from the LPC.

Public support was moderate based on responses at a DRI Open House.

DRI STRATEGY ALIGNMENT

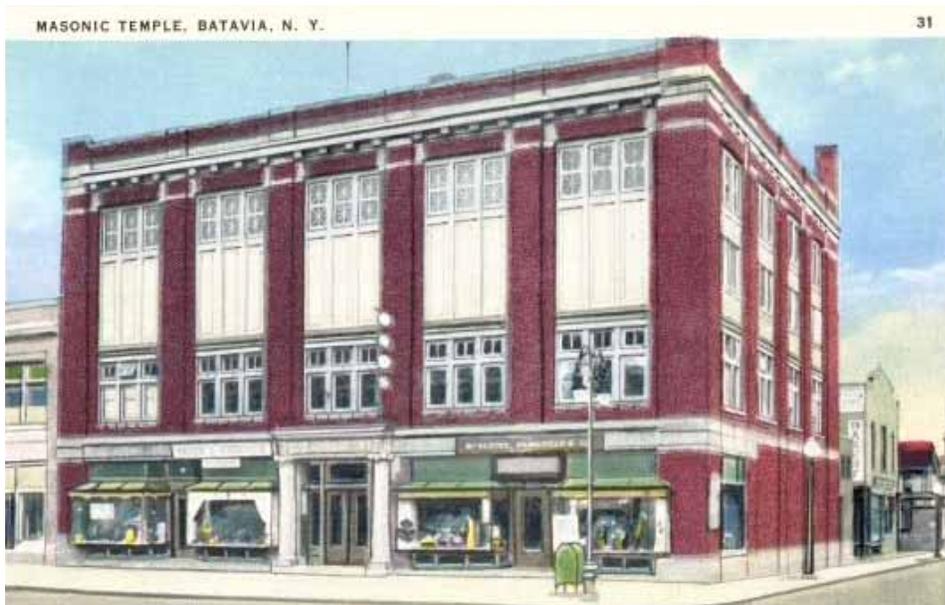
The project aligns with the following DRI Strategies:

- Ensure a critical mass of development in focus areas to maximize impact
- Encourage entertainment, arts/culture and restaurants
- Preserve historic structures
- Redevelop for the human scale

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

- Encourage redevelopment of underutilized real property
- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation

UPGRADE THE MASONIC TEMPLE



The owner of the Masonic Temple would like to rehabilitate the exterior storefronts to their original 1908 appearance. The top photo shows the inappropriate façade treatments that have been added over the years. The center photo is a drawing of the historic facade. The photo to the left shows the current windows: new windows will increase the building's energy efficiency.

UPGRADE THE MASONIC TEMPLE

PROJECT BENEFITS

The project has the following benefits:

- Completes the on-going renovation of an historic downtown anchor
- Elevator installation will make upper floors more marketable and encourage upper-floor residential development
- Elevator installation will allow universal access for office and residential tenancies
- Energy efficient windows will save costs
- Restoration of Main Street façades will increase the historic value of the building and the downtown fabric as a whole

FEASIBILITY & COST BENEFIT ANALYSIS

Based upon a project cost of \$750,000 the \$500,000 DRI grant's impact is:

- DRI Grant Return on Investment: 1.50

PROJECT METRICS

The following project metrics will indicate the project's success:

- Number of new tenancies/residents

TIMELINE & READINESS

- Overall timeline: 1 year
- Design & construction documents: 6 months
- Planning reviews & permits: 2 months
- Construction: 6 months to 1 year

The project is ready to be initiated upon DRI approval. Owner financing is in place. The applicant has completed preliminary designs and cost estimates with an architect and engineer.

DEVELOP THE HEALTHY LIVING CORRIDOR



PROJECT

Develop the Healthy Living Corridor

APPLICANT/OWNER

Batavia Development Corporation & Genesee County Economic Development Center / City of Batavia

LOCATION

Along Bank Street from Main Street to Washington Avenue, Map # 14

PROJECT COST

\$705,000

DRI FUNDING

\$705,000

PROJECT DESCRIPTION

The Batavia Development Corporation, in partnership with the Genesee County Economic Development Center, and in cooperation with the City of Batavia, is proposing to use DRI funding to install traffic calming and safety improvements on Bank Street as well as utility upgrades to prepare and attract future development in the corridor including:

- Traffic calming measures and safety improvements (bump outs and decorative crosswalk treatments) to enhance the pedestrian experience and safety.
- Relocation of the southernmost City Centre parking entrance north to align with Healthy Living Campus driveway (current YMCA/Senior Center driveway).
- Upgrading a 4-inch water line to 8-inches to promote commercial and mixed use development in the area.

The improvements are anticipated to generate an estimated \$12 million in future private and public investment along the corridor.

DEVELOP THE HEALTHY LIVING CORRIDOR

PROJECT COSTS

TOTAL COSTS:	\$705,000
Construction:	\$555,000
Inspection:	\$50,000
Design:	\$100,000

FUNDING SOURCES

DRI Funding:	\$705,000
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OWNERSHIP OF PROPERTY/LEGAL JURISDICTION

All project work will occur within the public right-of-way of Bank Street under the jurisdiction of the City of Batavia.

PROJECT PARTNERS

The Batavia Development Corporation will lead the project but will be partnering with the Genesee County Economic Development Center. Both entities will be coordinating the project with the City of Batavia who controls the street and right of way.

REGULATORY REQUIREMENTS

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

- City Engineering Department review and approval.
- City Council review and approval.

LPC & PUBLIC SUPPORT

The project received moderate support from the LPC.

Public support was moderate based on feedback at a DRI Open House.

DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

- Make downtown more walkable
- Improve safety for pedestrians
- Connect the medical campus with the mall property to create urban downtown campus and to maximize development opportunities
- Redevelop for the human scale

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

- Redevelop the underutilized City Centre site and adjacent hospital campus
- Provide traffic calming on Bank Street; and re-organize and connect parking and circulation at both City Centre and the hospital to maximize redevelopment opportunities

DEVELOP THE HEALTHY LIVING CORRIDOR



An aerial view showing the proposed traffic calming and safety improvements as well as the relocation of the parking lot entranceway. It is anticipated that these improvements will entice developers to construct new buildings in underutilized parking lots as shown in the figure above. However, these new buildings are not part of the proposed DRI project.

DEVELOP THE HEALTHY LIVING CORRIDOR

PROJECT BENEFITS

The project has the following benefits:

- Improved pedestrian safety with enhanced crosswalks and City Centre entrance realignment
- Upgraded water pressure and capacity that will facilitate larger development proposals and also improve fire safety
- Improved aesthetics for the Healthy Living Corridor
- The project will connect the Healthy Living Campus with the City Centre
- Infrastructure and streetscape improvements will help leverage more than \$12 million in future development in the corridor

FEASIBILITY & COST JUSTIFICATION

The concept to upgrade Bank Street with traffic calming components was initiated with the Batavia Opportunity Area (BOA) Plan. Since the BOA plan involved extensive public and stakeholder participation, the concept has been acknowledged by the community.

The cost estimate was prepared by an engineer based on the concept plans and drawings developed for the BOA. As the estimates were based on concept plans and a basic engineered drawing the design and contingency figures were adjusted accordingly.

Feasibility issues were addressed by the cost estimate and included issues such as utility relocations and inflation. The City staff members involved in street reconstruction were also involved in initial discussions.

PROJECT METRICS

The project's success will be evaluated on the following project metrics:

- Improved pedestrian safety
- Level of private and public investment

TIMELINE & READINESS

- Overall timeline: 1.5 years
- Design & construction documents: 6 months
- City reviews & permits: 4 months
- Construction: 6-8 months

The applicant has completed the conceptual design documents and initial cost estimates with an engineer.

DEVELOP BRANDING, PLACE MAKING AND WAYFINDING



PROJECT	Develop Branding, Place Making and Wayfinding
APPLICANT/OWNER	Downtown Batavia BID
LOCATION	Throughout Downtown, Map # 15
PROJECT COST	\$250,000
DRI FUNDING	\$200,000

PROJECT DESCRIPTION AND FUTURE USE

This project involves the enhancement of the BID's comprehensive branding and marketing strategy to further position downtown Batavia as an exciting destination. The strategy will focus on cultivating Batavia's "Downtown Experience" by promoting the identity of Batavia, nurturing positive perceptions for both residents and visitors through a cohesive campaign on multiple platforms, ensuring synergy with existing businesses and new DRI winners.

To achieve the goal, the BID will develop new written content, blogging, photography, video production, install wayfinding signage, utilize existing brand website and social media, and research existing retail market conditions to identify gaps and strategically recruit.

Targeted marketing coupled with updated knowledge regarding market conditions for commercial development will strengthen downtown Batavia's identity and visibility. Improved gateway and wayfinding signage will enhance experiences for visitors to discover and enjoy downtown's assets, amenities and culture. The BID will maintain a library of photos and videos for use by downtown partners and Tourism Promotion Agencies to ensure a consistent message about downtown Batavia.

DEVELOP BRANDING, PLACE MAKING AND WAYFINDING

PROJECT COSTS

TOTAL COSTS:	\$250,000
Construction:	\$115,000
Branding:	\$30,000
Website:	\$30,000
Ad Campaign:	\$50,000
Signage Design & Placement Strategy:	\$25,000

FUNDING SOURCES

DRI Funding:	\$200,000
BID Reserves:	\$50,000

LPC & PUBLIC SUPPORT

The project received moderate support from the LPC.

Public support was moderate based on input at a DRI Open House.

OWNERSHIP OF PROPERTY/LEGAL JURISDICTION

The signs and banners proposed will be within the public realm and/or attached to public property including light poles. Legal jurisdictions will include City of Batavia and NYS DOT. The Federal Manual of Uniform Traffic Control Devices (MUTCD) and the NYS Manual of Uniform Traffic Control Devices spell out guidelines for signage proposed within the state-controlled right of way.

PROJECT PARTNERS

The BID will seek a marketing/advertising firm through a competitive process to work with it to develop the strategy. The project will require the support and assistance of the Downtown BID members, the public and the City Government. Key signage program partners include the City of Batavia City Manager and DPW and NYS DOT.

DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

- Support services, businesses and activities for young families
- Make downtown more walkable
- Improve safety for pedestrians and bicyclists
- Brand downtown
- Redevelop for the human scale

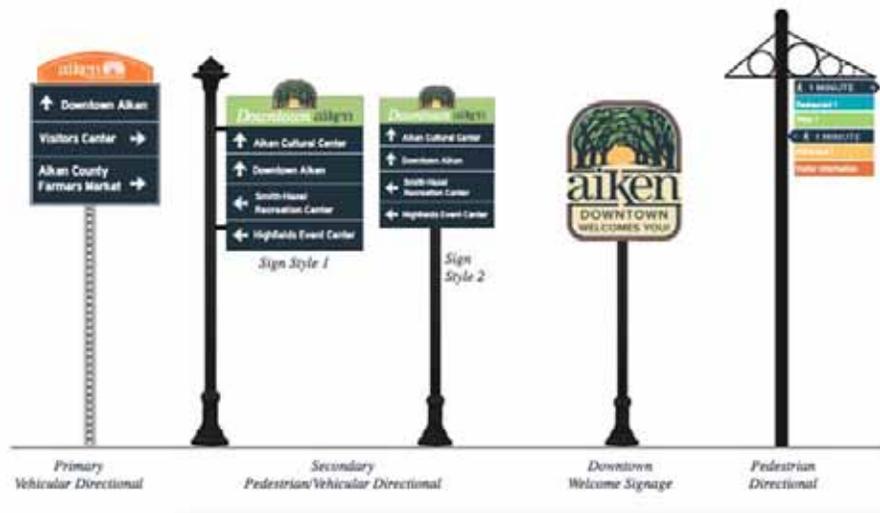
The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Focus on downtown development and the walkability of the city
- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation
- Reversing negative attitudes about redevelopment and creating an atmosphere that encourages investment in downtown destinations
- Development of a comprehensive marketing strategy for downtown

DEVELOP BRANDING, PLACE MAKING AND WAYFINDING



Banners, like those pictured above and at the right set the tone for downtown – they communicate the downtown’s image and reassure visitors they are still inside the downtown district. (Photo Credit: Michigan Municipal League flickr)



Effective signage and wayfinding programs create good first impressions and welcoming atmospheres for downtown visitors. They help improve the pedestrian scale of the city and encourage walking by connecting destinations and linking them with parking and major access points. Wayfinding systems reinforce the brand identity of downtown and contribute to economic development efforts. (Graphic Credit: City of Aiken and *Aiken Standard*)

DEVELOP BRANDING, PLACE MAKING AND WAYFINDING

CAPACITY

The BID has capital reserves of \$200,000+ and can bond for \$1 million.

The Batavia BID has been in existence for 20 years and in that time has implemented key projects and programs to revitalize downtown Batavia. The BID runs numerous festivals and events and has proved over time to have sound management and fiscal oversight.

PROJECT BENEFITS

The project has the following benefits:

- Leverage DRI investments by providing a cohesive and consistent message about downtown
- Showcase DRI project milestones and accomplishments
- Create a user-friendly and welcoming downtown Batavia for visitors
- Increase publicity for events sponsored by the BID
- Increase market demand for downtown Batavia
- Create a more harmonious and efficient environment for both residents and visitors

FEASIBILITY & COST JUSTIFICATION

The project will improve the business environment for downtown Batavia investors, developers and tenants. Cohesive, attractive and positive advertising about downtown, reinforced through the BID's website and paired with a welcoming wayfinding system will change existing negative perceptions about downtown. Increased positive

regard for the district will result in better tenant and developer confidence in projects, better attendance at events and repeat visits for non-event purposes.

REGULATORY REQUIREMENTS

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

- City of Batavia review and approval
- NYSDOT review and approval.

PROJECT REPORTING

The following metrics will evaluate the project's success:

- Annual BID surveys, media metrics
- Social media and website metrics, increased media coverage
- Collateral distribution
- Enhanced events participation, new businesses and sales

TIMELINE & READINESS

- Overall timeline: 1.5 years
- Develop and deploy marketing & PR content: 8 months
- Wayfinding program, schematic designs: 4 months
- Permits & approvals, sign fabrication & installation 6 months

The BID is prepared to proceed immediately to prepare and distribute an RFP for consultants to develop the branding and wayfinding programs. Cost estimates were received from marketing and sign firms.

ENHANCE THE GO ART! ARTS AND CULTURAL CENTER



PROJECT

Enhance the GO ART! Arts and Cultural Center

APPLICANT/OWNER

Genesee-Orleans Regional Arts Council
(GO Art!)

LOCATION

201 East Main Street, Map # 16

PROJECT COST

\$1,300,000

DRI FUNDING

\$1,225,000

PROJECT DESCRIPTION AND FUTURE USE

The Genesee Orleans Regional Arts Council (GO Art!) wants to turn the GO Art! facility into a regional arts and cultural institution that will promote visual and media arts. While their current facility has the "bones" to be a regional arts center, it will require multiple upgrades for both arts services and necessary building improvements.

The DRI proposal requests funding for building upgrades and outdoor site improvements. Building upgrades include installation of a lift to access the 2nd floor; renovation and reconfiguration of the 2nd floor to create a multi-use film/lecture hall (with retractable stage and seating), podcast space, and restrooms; renovation of the 3rd floor to create additional office and art storage space; energy efficiency renovations; and general exterior maintenance items. Exterior site improvements include the creation of an art/sculpture/culinary/beer/music garden. The proposed improvements will create/enhance the following programs: outdoor programming, art/education/seminars, and multi-media art.

The project will have synergies with adjacent and nearby proposed DRI projects including the YMCA/UMMC and 206 East Main Street projects.

ENHANCE THE GO ART! ARTS AND CULTURAL CENTER

PROJECT COSTS

TOTAL COSTS:	\$1,300,000
Construction:	\$1,080,000
Architectural Costs:	\$130,000
Abatement:	\$90,000

FUNDING SOURCES

DRI Funding:	\$1,225,000
Bank Financing:	\$40,000
Fundraising:	\$10,000
Volunteer Labor:	\$5,000
Donated Contractor Services & Materials:	\$20,000

JOBS CREATED

The project will create an estimated 1 FTE job.

NEW RESIDENTS

The project will not include a residential component but it will improve the livability of downtown for existing and future residents.

REGULATORY REQUIREMENTS

- City Planning Board: Site Plan Review, Downtown Design Review and SEQR approval.
- County Planning Board 239M Review because the project is located on State Route 5.
- City Building Permit.
- SHPO review and approval.

LPC & PUBLIC SUPPORT

The received a low level of support from the LPC.

Public support was high based on responses at a DRI Open House.

DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

- Provide activities for youth
- Support services, businesses, and activities for young families
- Ensure a critical mass of small business/property development in focus areas to maximize impact
- Encourage entertainment, arts/culture and restaurants to locate, improve or expand downtown
- Preserve historic structures
- Create an arts/culture district
- Integrate arts into downtown development projects

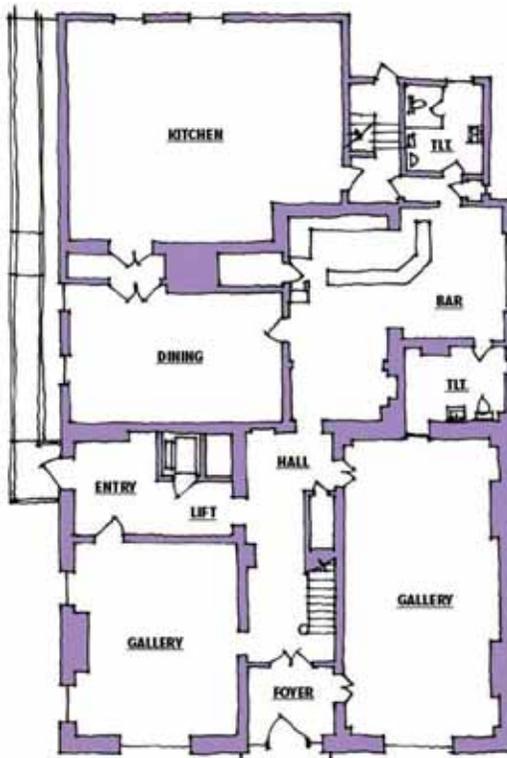
The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation
- Downtown should focus on regional entertainment (art) based on an economic and market analysis

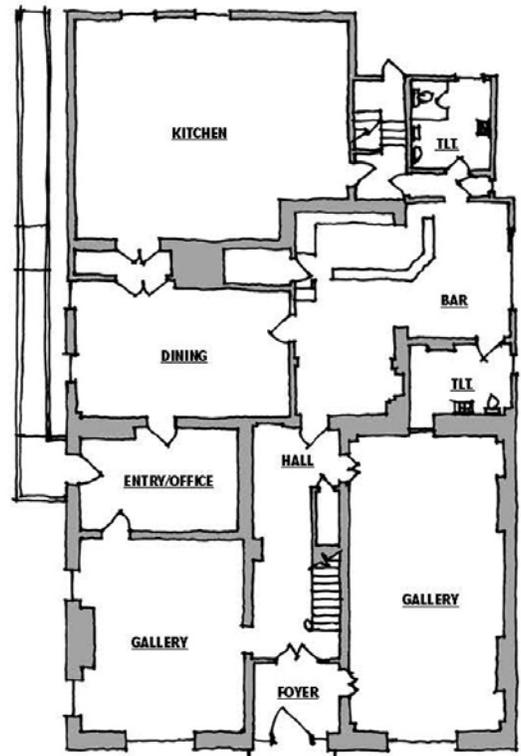
ENHANCE THE GO ART! ARTS AND CULTURAL CENTER



Rendering of the proposed GO Art! art/sculpture/culinary/beer/music garden

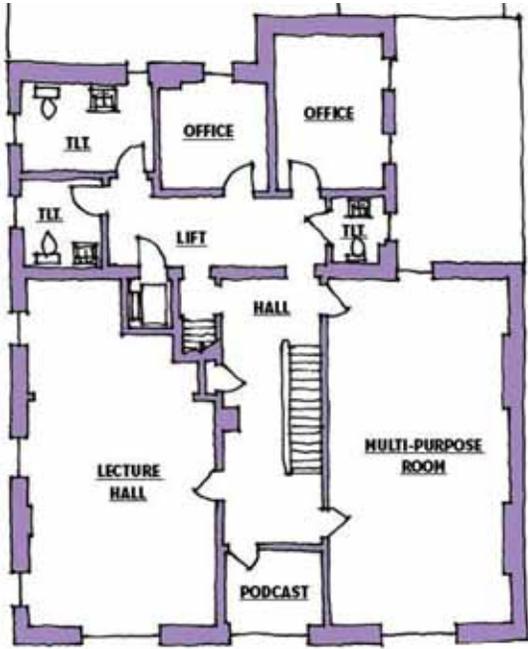


Proposed 1st Floor Plan

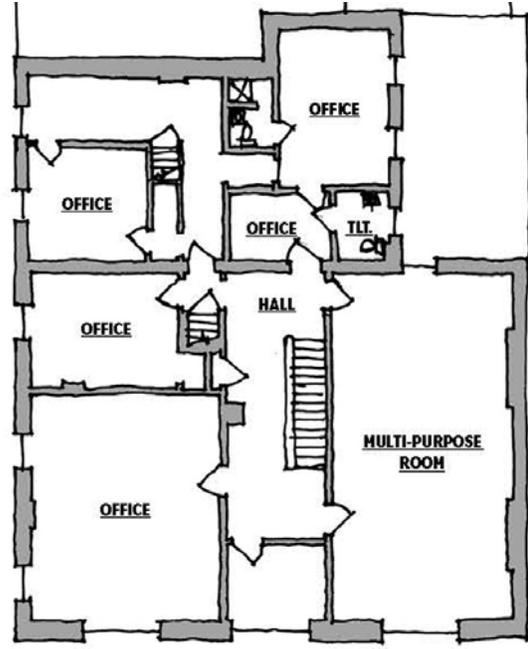


Existing 1st Floor Plan

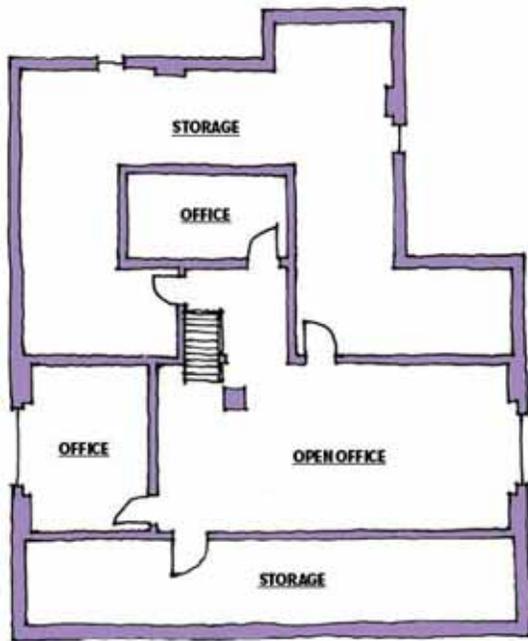
ENHANCE THE GO ART! ARTS AND CULTURAL CENTER



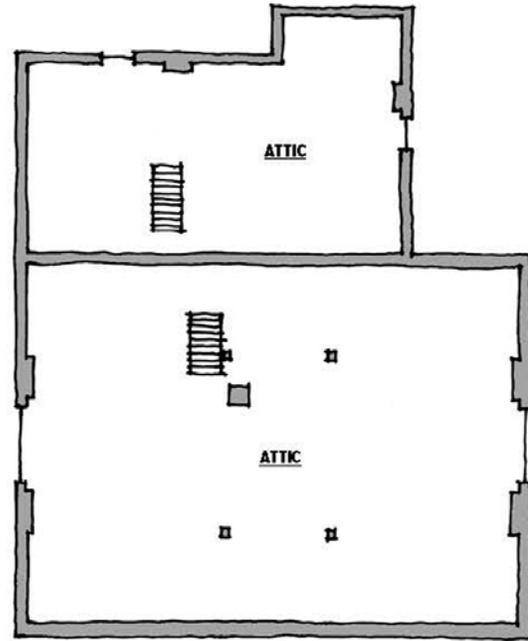
Proposed 2nd Floor Plan



Existing 2nd Floor Plan



Proposed Attic Floor Plan



Existing Attic Floor Plan

ENHANCE THE GO ART! ARTS AND CULTURAL CENTER

PROJECT BENEFITS

The project has the following benefits:

- Expands the art and cultural offerings available to residents, improving quality of life and attracting future tenants to the downtown
- Improves the accessibility of the center by allowing access to the second floor with a new lift
- The newly renovated art/sculpture/culinary/beer/music garden would provide visual interest and pedestrian amenities on the street level and well as create space for outdoor programming

- Memberships and donations
- Requests for information and collateral distributed

TIMELINE & READINESS

- Overall timeline: 2 years
- Design & construction documents: 8 months
- Planning reviews & permits: 2 months
- Construction: 1 year

The applicant has completed schematic design documents and preliminary cost estimation with an architect. Once approved for DRI funding the project could start.

FEASIBILITY & COST BENEFIT ANALYSIS

Based upon a project cost of \$1,300,000, the \$1,225,000 DRI grant's impact is:

- DRI Grant Return on Investment: 1.06
- DRI Grant/ Jobs Created: \$1,225,000

The construction project will be administered by the construction firm hired for the project and there is funding within the construction budget for that purpose. Also, the theater has obtained letters from a local bank and volunteers confirming their interest in potentially providing bridge funding and volunteer hours.

PROJECT METRICS

The following metrics will be used to evaluate the project's success:

- Enrollment in GO Art! programming
- Attendance at GO Art! events and programs
- Attendance at gallery shows and events

PROJECTS NOT FUNDED BY THE DRI BUT SUPPORTED BY THE LPC

Among the proposals received from project sponsors, 25 were referred on for consideration by the Local Planning Committee. Among the 25, one was removed due to funding and traffic concerns; one project was withdrawn; one was deemed an ineligible use of funds; and six were packaged into potential projects to be funded by the recommended Building Improvement Fund. In addition, there were five projects that were not considered because they are outside of the Study Area boundary. Descriptions of several of the key projects that were not considered in the final round of funding decisions follow.

CONSTRUCT THE ELLICOTT COMPLETE STREET

Project Sponsor: City of Batavia

Total Project Cost: \$3,080,000

This project involves a Complete Streets upgrade to a two-block section of Ellicott Street. This concept would allow for the extension of the Ellicott Trail from a terminus near Ellicott and Jackson Street (coming soon) as a separated side path to Harvester Avenue. This project would serve as a demonstration project for how the separated side path could work within the Ellicott Street right of way. Two varying concepts have been developed for the two-block stretch - one on Ellicott Street between Court and Jackson Streets, and the other between Jackson and Center Streets.

The block of Ellicott Street between Court and Jackson uses the existing pavement width and maintains the existing on-street bike lanes, while eliminating the on-street parking along the north side of Ellicott to allow for an additional northbound travel lane for queuing. On-street parking is provided along the south side of Ellicott Street and utilities are buried, sidewalk improved, and landscaping enhanced. The block of Ellicott Street between Jackson and Center extends the Ellicott Trail from the Ellicott Station redevelopment site as a separated side path along the south side of Ellicott Street. This concept has the separated path ending at Center Street and transitioning to the existing on-street bike lanes.



CREATE A CITY CANVAS ART TRAIL

Project Sponsor: Brian Kemp

Total Project Cost: \$34,000

The initiative would expand and formalize the existing Batavia City Canvas Art Trail. The Art Trail is a grassroots initiative to showcase local artists and bring more people downtown by creating a walkable experience for residents and visitors. In addition to guided community Art Walks, a map and smart phone application (App) would facilitate self-guided touring. The map and App would include information about the pieces and artists. Local businesses and organizations will distribute the map; the App would be available for free download.

This project was withdrawn by its sponsor. If the sponsor chooses to pursue it at a later date, City Canvas Art Trail may be eligible for funding by grant sources such as those available from the NYS Council on the Arts. The program could become part of the proposed Building Improvement Fund, providing an incentive to property owners to include public art in their building renovation projects.

IMPROVEMENTS TO BATAVIA SHOWTIME THEATER

Project Sponsor: Ken Mistler

Total Project Cost: \$250,000

An effective movie theater could provide direct jobs for Batavia residents and would provide a safe and relaxed environment for residents to enjoy themselves. A public space would allow those waiting to meet people or waiting for a movie to start to utilize free wireless internet while enjoying concessions. It would make for a unique and pleasurable movie viewing experience.

While \$500,000 has been invested in the Batavia Showtime Theater to date, it continues to require significant upgrades. Funds would be used for exterior improvements and renovations, including façade improvements, a new marquee, traffic calming measures and expansion of the exterior public gathering space. The theater interior requires new seating and other upgrades.



DOWNTOWN BUILDING IMPROVEMENT PROJECTS

The DRI received requests from a number of building owners for building renovation projects. Individually these projects are not the catalysts the DRI is intended to initiate. The DRI Local Planning Committee is mindful that taken together, a group of building renovation projects can be catalysts for downtown renewal. The LPC developed a Building Improvement Fund modeled after the successful New York Main Street Target Area Building Renovation grant program. The following six projects will be encouraged to participate in the Building Renovation Fund if it is ultimately financed through the DRI.

- Improvements to 214 & 216 East Main Street
- Improvements to Batavia Showtime Theater (description above)
- Improvements to 39-43 Jackson Street
- Improvements to 315 & 327 Ellicott Street
- Improvements to 242 Ellicott Street
- Improvements to 232 Ellicott Street

PROJECTS OUTSIDE THE DRI BOUNDARY

REVITALIZE AUSTIN PARK

Project Sponsor: City of Batavia

Total Project Cost: \$500,000

The City of Batavia proposed to use DRI funds for an Austin Park playground revitalization project. The park, a 6.7-acre City-owned park includes fields, picnic shelter, playground, splash pad, restrooms and a fitness trail. The playground equipment currently located in the park is approximately 20 years old and has experienced significant wear and tear over the years. New playground equipment is a much-needed investment in the park and would enhance the popular splash pad area. A new welcoming and age-appropriate playground design would be incorporated. The Thompson Park Playground in the City of Watertown would serve as desirable model. This community-based effort involved many volunteers. It was ultimately not considered for DRI funding as it was located outside of the DRI boundary.

DEVELOP THE CREEK PARK SPORTS COMPLEX

Project Sponsor: Genesee Amateur Hockey Association

Total Project Cost: \$14,720,000

The Creek Park Sports Complex project is a multi-sport facility near downtown. The project involves renovation of the existing Falletti Ice Arena, adding a second ice rink, and an indoor field house. The 100,000 square foot complex will feature two ice pads, a soccer field house, warming room, concession area, pro-shop and tenant spaces on the 83,000 square foot first floor. The 17,000 square foot second floor will include a restaurant, training center, and viewing areas. Renovations will include updated lighting and locker room improvements to the existing facility along with façade improvements to better match the

surrounding neighborhood. The project was ultimately not considered for DRI funding as it was located outside of the DRI boundary.

REDEVELOPMENT OF THE CREEK AREA

Project Sponsor: Batavia Development Corp.

Total Project Cost: \$15,000,000

Funding Request: \$1,000,000

Tonawanda Creek has been identified as downtown's most underutilized recreation asset. The 18 acre area surrounding the creek is largely underutilized. The project would include the extension of the Ellicott Trail, development of Creekside residential units, establishment of a linear creek park and walkway connecting to Ellicott Trail, and reorganization and consolidation of parking lots. This project would energize one of the five BOA Strategic Sites and engage residents in a lively process to determine the highest and best use of the area. The project would include pre-development studies to identify hazards and remove uncertainties surrounding development potentials. The project was ultimately not considered for DRI funding as it was located outside of the DRI boundary.

DOWNTOWN REVITALIZATION INITIATIVE CITY OF BATAVIA

Table 11. Summary of Priority Projects Proposed for DRI Funding

Map #	Project Name	Project Description	Responsible Party	Estimated Total Project Cost	DRI Funding Request	Other Funding Sources	Proposed Start Date	Anticipated Completion Date	Jobs Created
1	Build Ellicott Station	Redevelop the former Della Penna property for 51 mixed income residential units, four commercial units, and a brewery/restaurant	Savarino Companies	\$23,000,000	\$425,000	<ul style="list-style-type: none"> • Awarded grants • Tax Credits • Bank Financing 	July 2018	July 2020	<ul style="list-style-type: none"> • 60 FTE jobs • 145 temp. construction
5	Develop a Healthy Living Campus	The GLOW YMCA and UMMC will construct 85,000 sq. ft. of new space for a new YMCA facility and medical space (existing space is inaccessible, inefficient, and does not meet the needs of these entities)	GLOW YMCA	\$22,500,000	\$4,295,000	<ul style="list-style-type: none"> • Bank Financing • Campaign Pledges • Secured Grants • Anticipated Grants 	July 2018	Dec. 2021	<ul style="list-style-type: none"> • 140 new and retained FTE jobs
3	Revitalize Carr's and Genesee Bank Buildings	Rehabilitation of 3 buildings including façade and windows, finishing upgrades to three 1st floor commercial units (including creation of retail and office incubator space) and creation of 14 mixed-income upper floor residential units	Ken Mistler	\$5,250,000	\$1,200,000	<ul style="list-style-type: none"> • Anticipated HCR CIF Loan • Bank Financing • Developer Equity 	July 2018	Sep. 2020	<ul style="list-style-type: none"> • 18 to 28 FTE jobs
4	Develop Ellicott Place	Redevelop vacant portions of building to create three 1st floor commercial spaces, 1st floor covered parking, and 10 upper floor residential units; includes façade work and new windows	V.J. Gautieri Constructors	\$2,500,000	\$1,150,000	<ul style="list-style-type: none"> • Bank Financing 	July 2018	July 2019	<ul style="list-style-type: none"> • 30 FTE jobs
8	Construct a Downtown Public Market	The Business Improvement District will build a permanent public market structure, market shed, and Innovation Zone shed on a portion of an underutilized downtown parking lot	Batavia Business Improvement District & City of Batavia	\$2,500,000	\$1,500,000	<ul style="list-style-type: none"> • BID Capital Funds • BID Bond Funds 	July 2018	July 2020	<ul style="list-style-type: none"> • 0 jobs

DOWNTOWN REVITALIZATION INITIATIVE CITY OF BATAVIA

Table 11. Summary of Priority Projects Proposed for DRI Funding (cont.)

Map #	Project Name	Project Description	Responsible Party	Estimated Total Project Cost	DRI Funding Request	Other Funding Sources	Proposed Start Date	Anticipated Completion Date	Jobs Created
10	Upgrade City Centre	The concourse and entrances at City Centre will be upgraded to provide space for an indoor marketplace and public performance space; improvements include floor tiles, lighting, entrances, painting, and roof upgrades	Batavia Development Corp. (BDC), Genesee County Economic Development Center, & City of Batavia	\$1,500,000	\$1,000,000	• City of Batavia Funding	July 2018	Dec. 2019	• 10 FTE jobs
16	Enhance the GO Art! Arts & Cultural Center	Conversion of the GO Art! building into a regional arts and cultural center including building and site upgrades which will expand the types of programming which can be offered at the site	GO Art!	\$1,300,000	\$1,225,000	• Volunteer Labor • Fundraising • Donated Contractor Services & Materials • Bank Financing	July 2018	July 2020	• 1 FTE jobs
7	Construct Theater 56	Renovate the interior and façade of an 11,000 sq. ft. space at City Centre for a new downtown theater and dance academy	Batavia Players Inc.	\$901,750	\$701,750	• Volunteer Labor • Fundraising • Donated Equipment • Theater Equity	July 2018	Dec. 2019	• Maintains 3 part-time jobs
9	Create a Building Improvement Fund	A Building Improvement Fund will be established to provide grant funding for applicants to implement interior and exterior building improvements	Batavia Development Corp.	\$800,000	\$600,000	• Building Owner Matches	July 2018	July 2020	• 10 FTE jobs
12	Enhance Jackson Square	Installation of decorative pavement upgrades throughout the square and alleyways, stage, seating, lighting, signage, and landscaping to enhance the public venue for outdoor events	City of Batavia DPW & City of Batavia BOM	\$750,000	\$750,000	NA	July 2018	Dec. 2019	• 0 jobs

DOWNTOWN REVITALIZATION INITIATIVE CITY OF BATAVIA

Table 11. Summary of Priority Projects Proposed for DRI Funding (cont.)

Map #	Project Name	Project Description	Responsible Party	Estimated Total Project Cost	DRI Funding Request	Other Funding Sources	Proposed Start Date	Anticipated Completion Date	Jobs Created
13	Upgrade the Masonic Temple	Building improvements including a new storefront and windows, upgraded lobby, and mechanical upgrades	David E. Howe	\$750,000	\$500,000	• Bank Financing • Personal Resources	July 2018	July 2019	• 3 temp. construction
14	Develop a Healthy Living Corridor	Improvements along the Bank Street corridor including traffic calming, cross walks, relocation of parking lot entranceway, and utility upgrades	BDC, Genesee County Economic Development Center, & City of Batavia	\$705,000	\$705,000	NA	July 2018	Dec. 2019	• 0 jobs
11	Renovate 206 East Main Street	Conversion of a vacant 2nd floor to include a full service bar, dining, an event/meeting space, and 2 to 4 market rate residential units	Just Chez Realty	\$675,000	\$405,000	• Bank Financing • Developer Equity	July 2018	July 2019	• 9 FTE jobs
6	Activate the Batavia Innovation Zones	The Batavia Innovation Zone (BIZ) program will provide funding for marketing and training and preparing 15,000 sq. ft. of incubator sites at four downtown locations	Batavia Development Corp.	\$400,000	\$200,000	• Anticipated CDBG Micro Funding (to apply during 2018 CFA)	Dec. 2018	Dec. 2020	• 30 to 40 FTE jobs
2	Build Newberry Place Lofts	Development of 3 additional market rate apartments on the 3rd floor and construction of a patio/beer garden on Jackson Square	AGRV Properties, Inc.	\$350,000	\$175,000	• Developer Equity	March 2019	Oct. 2019	• 6 temp. construction
15	Develop Branding, Place Making & Wayfinding	The Batavia Business Improvement District will implement a rebranding strategy to include an updated logo, website, promotional material, and wayfinding signage	Batavia Business Improvement District	\$250,000	\$200,000	• BID Reserves	July 2018	Dec. 2019	• 0 jobs