

**LIVE**

**WORK**

**PLAY**

**CAZENOVIA:**  
shining brighter



## **BASIC INFORMATION**

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

Municipality Name: Village of Cazenovia

Downtown Name: Cazenovia Historic Business District

County: Madison

## **Vision for Downtown**

Downtown Cazenovia will be a hub for economic activity, community gathering, cultural events, and recreation. Tourists and visitors will take advantage of the opportunities in our charming village year round. The Cazenovia downtown will draw the next generation to raise families and work in the area. Residents will be able to live, work, and play all within our community. Housing will be available for all income levels, jobs will be available across a variety of industries, entrepreneurship will be encouraged, and recreational and cultural opportunities will be plentiful. Community members from Cazenovia and surrounding rural towns and hamlets will primarily visit downtown Cazenovia for all shopping, dining, and entertainment needs. Cazenovia will be a model for strong economic vitality in a rural setting.

## **Justification**

The Village of Cazenovia downtown historic business district has a unique charming character and distinct sense of place. Located on the Route 20 Scenic Byway, defining characteristics include beautifully preserved historic buildings and homes among tree lined streets; a spectacular lake accessible to all; a beautiful college campus; and many parks and trails, all located downtown. Rural villages offer a quality of life that is not possible in more urban settings and thriving rural communities are vital to attracting people to locate in Central New York. Selection of a rural village for the Downtown Revitalization Initiative would highlight the importance of rural life to the Central New York economy and provide a model of success for other rural villages throughout New York facing development challenges.

Our downtown is unique in that the catchment area draws from surrounding rural towns and hamlets that have little or no retail businesses or services. Madison County has an economically diverse population including many poor, disadvantaged, and isolated communities, most of which do not have access to basic needs such as grocery stores and health care providers. We are proud that our downtown offers both world class dining and a thriving outreach organization serving approximately 170 families monthly from their food pantry. Central to our development strategies is the requirement that we ensure that benefits support this diverse population in order for our entire area to thrive.

This application comes at an ideal time for Cazenovia. A great deal of planning has been done and groundwork completed to prepare our downtown for significant, transformational revitalization efforts. Both private and public investment has been made which sets us on a good trajectory for success. However, these efforts could derail quickly without further strategic efforts to maintain the momentum that has been created. Key projects have been identified over the past two years and now funding through the DRI is the needed catalyst to implement these initiatives and sustain economic development.

## DOWNTOWN IDENTIFICATION

### Boundaries of the Downtown Neighborhood

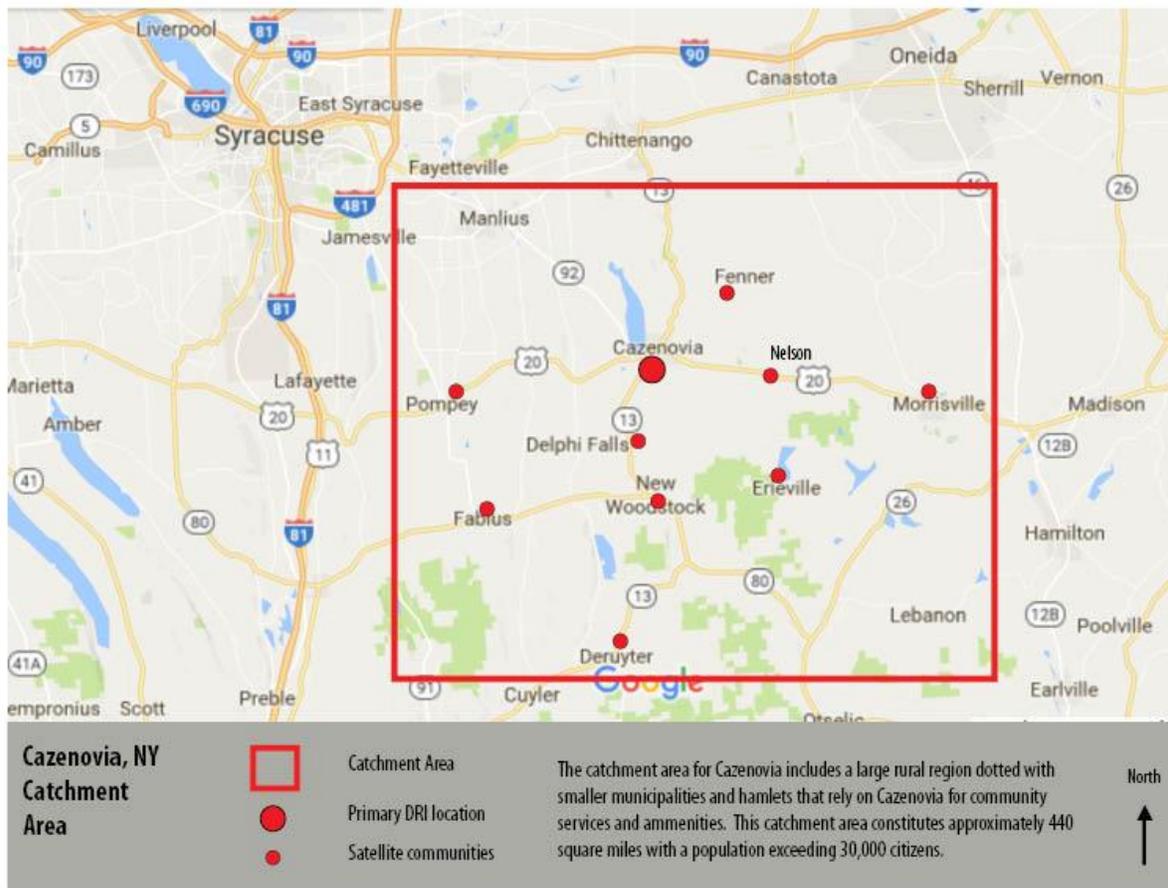
Cazenovia’s downtown boundaries are well defined and include both western and eastern gateways along Route 20 that provide a “hard edge” separating rural and village character. The western gateway begins at the south end of Cazenovia Lake where grand historic houses line the entrance to the village. Recent revisions to zoning law in this part of the village allow for specific, appropriate commercial uses for these buildings, ensuring their preservation at this critical community gateway. The Main Street sequence along Route 20 leads from the Cazenovia Lake waterfront to an area of historic homes to the historic business district. Following the historic business district heading east is a more modern commercial development. This forms the eastern gateway into downtown. Recently design standards were adopted within this zone to protect the character at the eastern gateway to the village.

Downtown Cazenovia is bordered to the north by the Cazenovia College campus and higher density, mainly historic village housing. It is bordered to the south by higher density housing that includes a mix of historic homes and new, compact developments.



## Catchment area

The Village of Cazenovia is becoming the primary downtown destination for a growing number of residents and college students, and recent new developments have helped to enhance this growth. The catchment area includes not only the nearly 10,000 people living within the Cazenovia community but an additional 23,000 living in surrounding towns and hamlets who frequent downtown Cazenovia for goods and services. In addition, the catchment area serves 3,500 students including those at Cazenovia College and Morrisville State College, 1,200 people who work at nearby Trush Business Park, 400 people employed by Cazenovia College, and 450 employed by Morrisville State College.



Recently, a major grocery chain selected Cazenovia for a new location citing market research that identified Cazenovia as a hub for surrounding rural communities that lack grocery stores. Similarly, Cazenovia has been identified as a hub for health care services within our large catchment area. In addition to the services already located here including a healthcare center in Trush Park and a number of physician and dentist offices, there has been significant interest in locating a regional medical facility here. Many of the rural hamlets and smaller satellite communities within our catchment area lack health care services and other amenities and consider Cazenovia the primary source for these services.

There is also an existing and strategically planned increase in tourists and other visitors to the Cazenovia catchment area. Capitalizing on the extraordinary beauty and resources in Cazenovia, several major investments have been made to draw more visitors for a wide range of reasons including recreation, weddings, art shows, music, theater, lectures, movies and more. In 2013, the Cazenovia Arts and Heritage Alliance commissioned a study to determine the economic impact of the arts and cultural sector on our community. The final report showed that this is a \$5.16 million industry in the Town and Village of Cazenovia that supports 220 full time equivalent jobs and generates \$726,000 in tax revenue. Arts and cultural organizations in the Town and Village of Cazenovia spend \$2.4 million/year and leverage a remarkable \$2.7 million in spending by their arts and cultural audiences. This spending provides vital revenue for local restaurants, hotels, retail stores, and other local businesses. The total combined audience is well over 100,000 per year. Our goal is to increase this audience and enhance our ability to be the primary source for arts and cultural experiences in our catchment area and ensure that experiences are accessible to all.

While small in comparison to urban areas, the amenities offered within the Cazenovia downtown provide a vibrant lifestyle year round. The influx of college students and academic and cultural activity during the school year is balanced by an influx of visitors and snow birds in the summer. A plethora of events that occur every month of the year consistently bring large numbers of people downtown. Cazenovia, as a small rural community, serves many surrounding communities as a regional center for services and amenities.

## Past Investment, future investment potential

### Past Public Investment

Since the adoption of the Comprehensive Plan in 2008, community leaders have taken proactive steps toward investment in our community core. Examples include:

- Several investments to enhance Lakeland Park, a hub for local gathering and focal point for the community. This has included: stabilization of Carpenter’s Barn, an historic structure within the park (\$395,000) and the creation of a Master Plan for the park (\$44,000) (both funded in part by NYS Parks through the CFA); restoration and repair of the historic stone wall and iron fence that significantly adds to the historic character of the village streetscape (funded by the village with money saved over time for this purpose); development of a kayak/canoe launch along the canal that connects Cazenovia Lake with Chittenango Creek (\$140,000 funded in part by NYS Canal Corp. through the CFA).
- Development of Creekside Park along Chittenango Creek in a blighted area of the village that is the former site of the town highway garage (\$79,000 funded by CNY Community Foundation and several local fundraising efforts including multiple community organizations).
- Purchase of properties on Lincklaen and Farnham Streets to enhance downtown parking and aesthetics (\$300,000).
- Significant investment annually (\$10,000-\$20,000) in tree planting and replacement within the downtown resulting in Tree City USA designation.
- A variety of treatment options to address a significant invasive Eurasian watermilfoil infestation in Cazenovia Lake. This includes a combination of harvesting, chemical treatment, and benthic mats and represents a total investment of more than \$700,000. These initiatives have been possible through collaboration between the town, village and Cazenovia Lake Association.



## Past Private Investment

In addition to municipal investment, in the past five years there have been a number of private investments in our downtown. They include:

- Two major building renovations within the historic business district funded with private investment. These mixed use projects have led to the opening of several new street-level businesses, office space and apartments.
- Empire Farmstead Brewery - 40,000 square foot brewery, tasting room, and restaurant funded with public (CFA \$750,000, CDBG \$500,000, USDA \$200,000) and private investment totaling \$6 million. This project created 70 new jobs.
- Hampton Inn and Conference Center - 80 room hotel with 5,000 square foot conference center funded with public (CFA \$1.3 million) and private investment totaling \$9 million. This project created 30 new jobs.
- Aldi Grocery Store - 18,700 square foot retail grocery store funded with private investment as part of the larger “Caz Market” project of mixed use commercial and residential development totaling \$5 million. This project is under construction and the grocery store alone will create 40 new jobs.
- Madison County Distillery - 4,000 square foot distillery funded with private investment.
- Red Barn 20 Event Center - Former private estate offering 5,000 square feet of event space for weddings, conferences and other events funded with private investment.
- Addition of various medical facilities including a facility for laboratory services all funded with private investment.

### Cazenovia, NY Recent Investment Beverage Trail

Empire Farm  
Brewery



Owera Winery  
& Vineyard



Critz Farms  
Cidery



Madison County  
Distillery  
under construction



## Future Potential

The Village of Cazenovia is committed to continuing to invest in the historic downtown and has demonstrated this commitment through increased partnership with and support of the Cazenovia Area Community Development Association (CACDA). This local non-profit was established in 2005 to enhance economic vitality and preserve the rural historic character of our region through education, consensus-building, and project implementation. CACDA is comprised of representatives from several major community organizations to facilitate coordination and collaboration. These organizations include the Town of Cazenovia, the Village of Cazenovia, Cazenovia College, Cazenovia Preservation Foundation, Cazenovia Lake Association, the Greater Cazenovia Area Chamber of Commerce, the Route 20 business park association, and the agricultural community. This is a very effective organization with a track record of administering complex projects with multiple funding sources. CACDA has embarked on a multi-year “Main Street” signature project which seeks to “optimize, support and strengthen our community core”. Accomplishments to date include development of a downtown commercial property inventory, a market survey designed to identify gaps in goods and services available locally, and BACKCaz (Business Advisory Council and Kickstarter) designed to connect prospective business owners with local resources and opportunities, and a partnership with the college to optimize use of the historic theater to offer movies locally. Ongoing plans for the Main Street initiative include development of a co-working space and identification of funding sources for façade improvements, start up businesses, and redevelopment within our downtown.

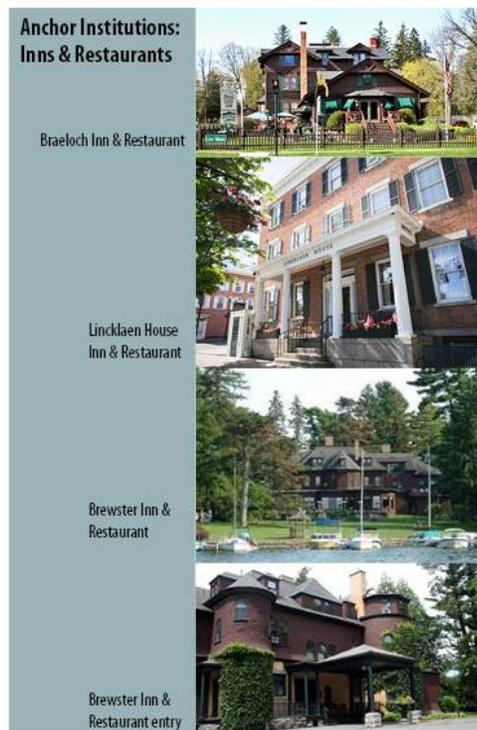
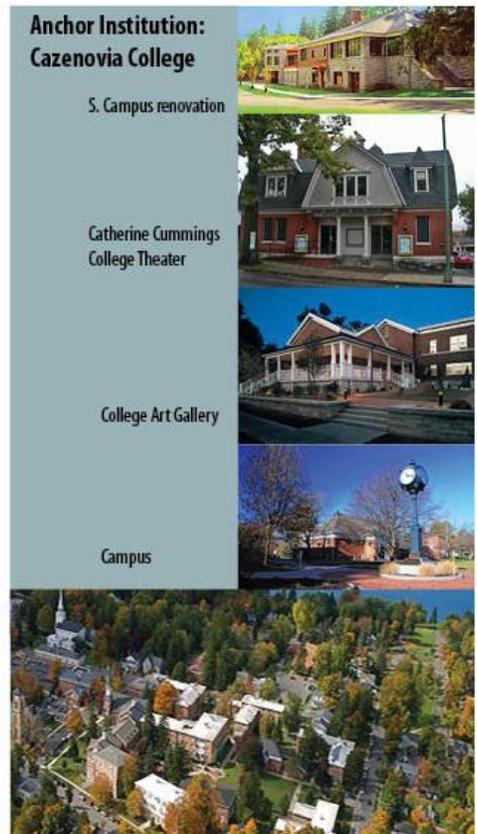
Future opportunities for investment have been identified through collaboration with CACDA and input from the public. There are several properties within the downtown that are persistently vacant, in a state of disrepair, or are not used to the highest and best extent. Local leaders have begun to proactively begin a dialogue with property owners, gain public input and support, and identify potential funding mechanisms to work toward redevelopment of these properties.

## Anchor Institutions and Growth Potential

Anchor institutions include Cazenovia College, three historic inns that include high-end restaurants, a major grocery retailer and a second one under construction, a new Hampton Inn and Conference Center and Empire Farmstead Brewery. The number of new anchor institutions confirms the potential for growth and new investment in our downtown.

Tourism is a major contributor to the growth and stability of our restaurants, shopping, and lodging establishments. There was a clear demand for additional hotel rooms which has been addressed by the addition of the Hampton Inn & Suites. This new hotel also includes a conference center that has opened up many additional opportunities for events, conferences, and weddings, bringing additional economic activity to our downtown. Travelers visiting nearby colleges including Colgate, SUNY Morrisville, and Syracuse University often choose to stay in Cazenovia. Our anchor tourism-related institutions are uniquely involved in the community, are members and leaders of the Chamber of Commerce, and support many local fundraising events.

Additional anchor institutions include Lorenzo State Historic Site, the Cazenovia Public Library and Museum, and the farmer's market. Lorenzo is the site of numerous very large events throughout the year including the Lorenzo Driving Competition, the Eurocar Show, Symphoria, and many others, each bringing thousands of people to our downtown. The Cazenovia Public Library and Museum, which is situated within the historic business district brings in an average of 400 visitors per day contributing greatly to downtown foot traffic. The museum contains an extensive collection of both local artifacts and an Egyptian exhibit featuring a mummy. As many as 1,000 school children visit the museum annually. The library was named the 2017 Central New York Library of the Year by the Central New York Library Resources Council. The Cazenovia farmers market is a Saturday morning ritual for many local residents and brings in as many as 1,000 customers during peak season from within the catchment area including towns and hamlets that are not served by grocery stores or farmer's markets.



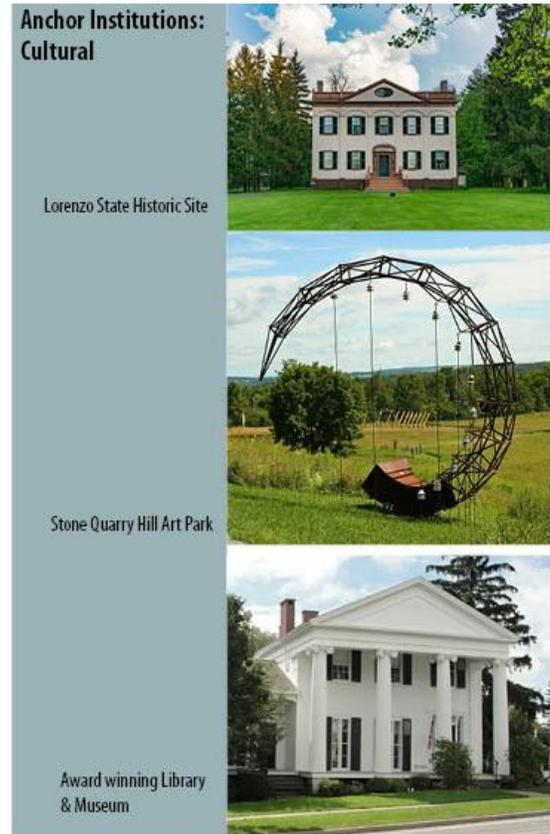
Cazenovia College recently made an investment in community development by agreeing to house the Center for Entrepreneurship and Community Development. This Center provides office space for the Small Business Development Center and for CACDA. It is a local resource for prospective business owners and students interested in entrepreneurship. CACDA, the college, and the Small Business Center partnered this year to host a forum titled “The Entrepreneur Next Door” that offered a panel discussion with local, successful entrepreneurs and also recognized two new businesses as “Entrepreneurs of the Year” from among a dozen new ventures that were nominated. This was well attended and will be an annual event.

The village is committed to smart growth principles and has worked hard to maintain a walkable downtown. Bike lanes have been established where appropriate and trail connections have been supported to encourage walking and biking on our network of over 40 miles of trails. Bike racks have been strategically placed to elevate the visibility of biking as a means of transportation.

Cazenovia is a leader in energy efficiency and stewardship of the environment. In 2014, the village completed a greenhouse gas inventory and became a Climate Smart Community. This year, the village has completed the necessary action items to become a Clean Energy Community and will receive a \$50,000 award to implement additional energy efficiency projects. These designations allow us to be able to capitalize on future clean energy opportunities.

Arts and cultural organizations and events are extensive in Cazenovia and investment in key institutions is a priority. The Cazenovia Arts and Heritage Alliance meets regularly to plan and coordinate collaborative projects and events. This group of anchor arts organizations includes the Lorenzo State Historic Site, Stone Quarry Hill Art Park, Cazenovia College, the Cazenovia Public Library and Museum, the Cazenovia Forum, and other representatives from the arts community. The existence of this arts alliance helps the community to be able to capitalize on future opportunities. Various projects at these institutions have been funded by the REDC as well as by local foundations and fundraising.

All of the efforts discussed above are consistent with the Town/Village Joint Comprehensive Plan and with the CNY REDC vision for the region. By aligning with the CNY REDC strategic goal to “revitalize our region’s urban cores, main streets, and neighborhoods”, we are ready to capitalize on prior investments and take advantage of the momentum already created.



## Recent or impending job growth

Local leaders have worked hard to advocate for and support the kinds of new businesses that will not only bring new jobs but attract new residents and add to the quality of life in Cazenovia.

Recently several businesses have located here that add to the shopping, dining, entertainment and lodging available to residents and tourists. New downtown employers include Empire Farmstead Brewery, Madison County Distillery, Hampton Inn & Conference Center, Red Barn 20 Event Center, and an Aldi grocery store that is currently under construction. Other new employers near the downtown include Owera Vineyards, Critz Farms Brewing Company, and Life of Reilly Distillery. These businesses add variety to the local offerings, complement existing establishments, and have helped to enhance Cazenovia's visibility as a community with an active downtown. According to market studies, the new grocery store will draw from a large rural catchment area. The new grocery store will also help to keep residents in town to do regular shopping. The 'beverage trail' establishments are enterprises that are attractive to professionals. They add to the vibrancy of the community and represent the kinds of businesses that are usually found in more urban areas. Many of these new businesses were supported by funding from the REDC. Over 150 new jobs resulted from these projects.

In addition, there is a thriving light manufacturing industry in Trush Park just outside the village. Several local employers within the park have made recent investments that have created and retained jobs. One example is Marquardt Switches. With the help of REDC funding (\$600,000), Marquardt has expanded their operations and currently employs over 500 people. The village is currently partnering with the Town of Cazenovia and the Town of Nelson to extend village water service to Trush Park. Funding is being requested from both federal and state sources (including the 2017 CFA) in order to make this priority project possible. The extension of public water to the business park will allow the existing businesses to expand and add jobs and will also allow additional acreage to be developed for new enterprises. Local leaders recognize the importance of Trush Park to economic development and are committed to facilitating the project.

Finally, CACDA's Main Street committee identified a growing trend of professionals who could live and work anywhere, choosing to locate in Cazenovia. The combination of a charming and active downtown, spectacular scenery including a lake, trails, and many cycling routes, great schools, and easy access to an airport, has made Cazenovia a very attractive place for those who work remotely. Plans are in place to actively recruit these individuals through selective and strategic marketing of the area. In addition, certain amenities like a co-working space in collaboration with Syracuse Co-works are planned to help foster community among people working independently.

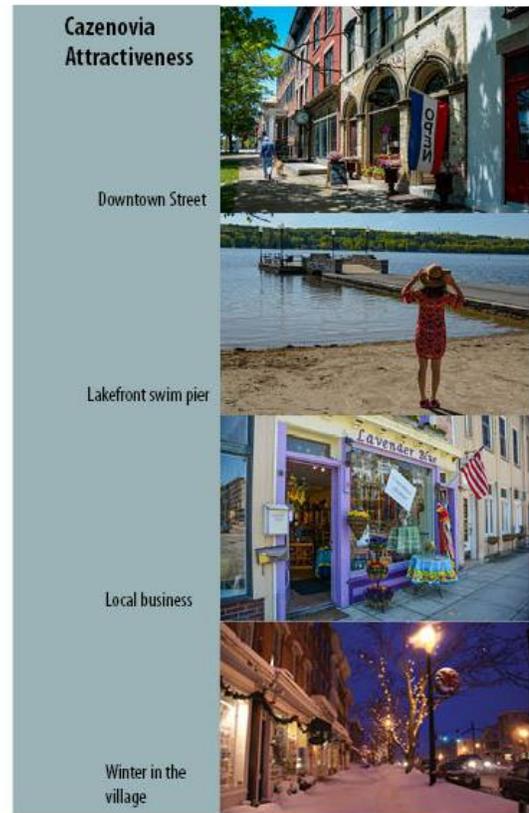
## Attractiveness of physical environment

The historic charm of the Village of Cazenovia is the most frequently cited characteristic that sets the village apart from other area downtowns. The village is located on the Route 20 Scenic Byway has a spectacular lakefront and is known regionally for the beauty of the downtown historic district. Maintenance of this charming character and sense of place has been supported by village actions such as investment in preserving village owned historic property and successful pursuit of Certified Local Government status with the State Historic Preservation Office. The Cazenovia Preservation Foundation annually recognizes property owners who have made improvements to historic properties. This has all helped to maintain the charming village that is enjoyed by both residents and visitors. However, maintenance of this character can be a challenge, due to the constant need for building upkeep and pressure for new development. The most recent new development has occurred on the edges of the downtown and it is important to ensure that new development also occurs within the community core. Owners of older properties face the burden of associated higher cost of maintenance. Financial support or incentives for façade improvements have been considered if funding were available.

Another challenge inherent to historic downtowns is enhancing accessibility without detracting from historic preservation efforts and village character. This is going to be increasingly important as our population ages.

There are several eyesores that exist in stark contrast to the rest of the beautiful village center. Proactive ways to address these chronically vacant properties are under review by village officials and CACDA. With adequate funding, these properties will be redeveloped to provide additional needed mixed use space that will be consistent with and add to the charming character of our downtown.

In addition to historic charm, Cazenovia is well known for natural scenic beauty. Cazenovia Lake, Chittenango Creek, many parks, trails, and bike routes make Cazenovia a hub for outdoor recreation. Several local non-profits maintain over 40 miles of trails and CACDA developed GoCaz.com and uniform trail markers to enhance the visibility of this unique trail system and wealth of recreational opportunities. This project has also helped to demonstrate existing trail connections. Village officials have worked hard to maintain, enhance, and provide new parks whenever possible. A new park offering accessible fishing and natural playground features for children (Creekside) is under development along a scenic portion of Chittenango Creek and has included collaboration with the Cazenovia Public Library and the local Boy Scout



troop, both located adjacent to the park. Other parks within the downtown include Lorenzo State Historic Site, Gypsy Bay, Lakeland Park, Lakeside Park, Memorial Park, the historic village green and the Cazenovia Central School District playgrounds and ballfields. Aging infrastructure in Lakeland Park, the most heavily used public park threatens the ability of the village to continue to provide the only public, guarded swimming location in Madison County.

Finally, the presence of Cazenovia College adds to the livability of the village by bringing a diverse population as well as academic and cultural opportunities for residents. The location of the beautiful, meticulously maintained campus within the downtown center helps add to the walk-ability and vitality of the village.

## Quality of Life policies

For many, the decision to locate in Cazenovia is due to the quality of life found here. Policies have been put in place to make Cazenovia a wonderful place to live, work and play.

The Village of Cazenovia has a joint comprehensive plan with the Town of Cazenovia. Officials from both municipalities understand that while presently there are two local governments serving our residents, we are essentially one community with one downtown core. When crafting the comprehensive plan, it was important to plan holistically. The next, much larger step is consolidation of the town and village which is currently under serious consideration. The goal of consolidation is to provide an enhanced level of services at a lower cost to taxpayers. This enhancement to efficiency and ability to plan at a broader level will help to increase quality of life locally.

Access to healthcare is a key component of quality of life. The distance that residents within our catchment area have to travel for services in Syracuse is a hardship according to the Madison County Rural Health Council. When there is a lack of services in close proximity, it decreases the overall health of the community because many cannot or will not travel far to receive medical care. Cazenovia is a hub for health care services in our area and has an increasing number of opportunities for care from physicians, dentists, laboratory services, and some limited specialty services. There is great interest in expanding what is available locally, particularly additional specialty services.

The award winning Cazenovia Central School District provides an outstanding education for our youngest residents. The community is very supportive of the district and the success is evidenced by consistent ranking in the top 10 of 431 upstate school districts by the Buffalo Business Journal. The district also consistently earns recognition as a Best School for Music Education and has achieved national Blue Ribbon School status.

The village has attained Certified Local Government status from the State Historic Preservation Office which recognizes community preservation efforts in coordination with local land use planning and improvement activities. The village strives to



maintain modern zoning codes and has adopted design standards for key zones within the village.

Our community is fortunate to have the Cazenovia Preservation Foundation which is a local land trust that holds easements on some of the most important historic structures that add to the character of the downtown.

The village has prioritized the walk-ability of the downtown recently by adding some strategic new sidewalks, bike racks, trail connections, and has installed speed feedback signs through a \$30,000 Safe Routes to School project.

The village supports Community Resources for Independent Seniors (CRIS), which is a nonprofit that provides free rides to seniors in need and allows many local seniors to age-in-place. They also facilitate a Timebank website that provides a way for volunteers to connect with those who need assistance.

Finally, the village supports and partners with CACDA providing the village with the added capacity to continue to create and implement quality of life policies and programs moving forward.

## Support for the local vision

Cazenovia enjoys active participation by residents in civic matters. The public was asked to participate in many of the efforts that informed this application. Some examples include:

- Three well-attended public meetings to gain input for the Lakeland Park Master Plan
- A 20% response rate among area households to the market survey conducted to identify the gaps in goods and services available locally
- Several committees that have actively met for the past 2-3 years to develop the strategies and projects within this report including the CACDA Main Street committee, the facilities committee, and the Town/Village consolidation committee. Each has included local residents and provided opportunities for public input.

Village leaders have demonstrated their commitment to preparing and implementing a Strategic Investment Plan through their prior efforts to plan and implement economic development projects. Elected officials worked hard over the past 10 years to improve zoning and develop design standards in order to successfully attract needed development projects. Some examples of these successes include the Empire Farmstead Brewery, the Hampton Inn and Suites, and the Aldi grocery store projects.

The Mayor of the Village of Cazenovia, Kurt Wheeler, will be the local leader for the program in partnership with CACDA. CACDA staff has many years of experience convening similar committees and working with experts to successful project completion. The Main Street Committee that has already been established will be expanded to facilitate implementation and presently includes:

Sherburne Abbott - Vice President for Sustainability Initiatives at Syracuse University

Kristi Andersen - Town Board Member and Professor of Political Science at Syracuse University

David Bergh - Vice President for Planning and Institutional Effectiveness at Cazenovia College

Nicki Donlin - Cazenovia Preservation Foundation officer and local real estate professional

Maureen Fellows - Village Trustee and Vice President for Strategic Initiatives and Government Relations, at SUNY Environmental Science and Forestry

Jim Frazee - local business owner

Jocelyn Gavitt - CACDA President and Professor of Landscape Architecture at SUNY Environmental Science and Forestry

Jamie Kowalczyk - Assistant Director for the Madison County Planning Department

Lauren Lines - CACDA Executive Director

Pam McFarland - Greater Cazenovia Area Chamber of Commerce officer

Josh Stack - Principal at Northeast Green Building Consulting, LLC

Kurt Wheeler - Mayor, Village of Cazenovia

## Readiness

The village is well positioned to build on the strengths highlighted above. Through the CACDA Main Street Initiative and other village efforts, a very deliberate process was used to seek public input and identify several transformative projects to enhance our downtown.

- **East Albany Street Redevelopment - Transforming existing Main Street eyesores into thriving, attractive resources**

Three adjacent parcels of commercial property with a prime location at the east end of the historic business district have sat vacant and deteriorating for a number of years. The community has been vocal and united in their concern over the visual blight these properties cast on our downtown. Two of the parcels have been unused and in disrepair for more than a decade. All three had prior use in automotive repair (service station, auto parts, and auto repair). This was not the highest and best use of this prime downtown property and zoning now prohibits this use. CACDA has documented the need for additional mixed use development in our downtown through the commercial inventory and the market survey completed in 2016. The lack of current vacancies downtown further supports this identified need.

The village has engaged the owners of these properties in redevelopment discussions.

Commercial appraisals were recently prepared for the village to initiate the first step toward redevelopment. The village has the willingness and capacity, with CACDA, to pursue brownfields and other funding if needed. Redevelopment of these properties would be truly transformative and would leverage private investment. Public support for this redevelopment is overwhelmingly positive. With an infusion of DRI funds, the village and CACDA can proceed with plans to coordinate the redevelopment of this blighted area of our downtown. The intention is to establish a funding mechanism that would allow for redevelopment and future sale of each property for mixed use development and then have the proceeds from the sale of the property available for future economic development projects. This would allow us to leverage the funds and accomplish more of our goals going forward. This project will be ready for implementation within 2 years.

### Potential Main Street Redevelopment

Long vacant structures to be remediated and redeveloped



Vacant service station to be transformed to mixed use development



Deteriorating warehouse at gateway to community to be redeveloped as walkable lakeview business.



- **Town/Village Consolidation - Center for Public Safety**

As the town and village proceed with planning for consolidation, reorganization of the village police department is a primary concern. With a college campus and three school campuses within the village and just blocks from downtown, a police presence, preferably one that is centrally located, is needed. However, the village police department, as currently organized, is not sustainable. A model that has risen to the top of potential options is the development of a Regional Public Safety Center that would house a combination of local, county, and state police resources. There is interest among all three entities if a location could be identified and funded. DRI funding would help to establish this Regional Public Safety Center within the mixed use redevelopment described above. This center would contribute greatly toward the quality of life downtown and the sustainability of our local government.

- **Lakeland Park - Lakefront Enhancement Project**

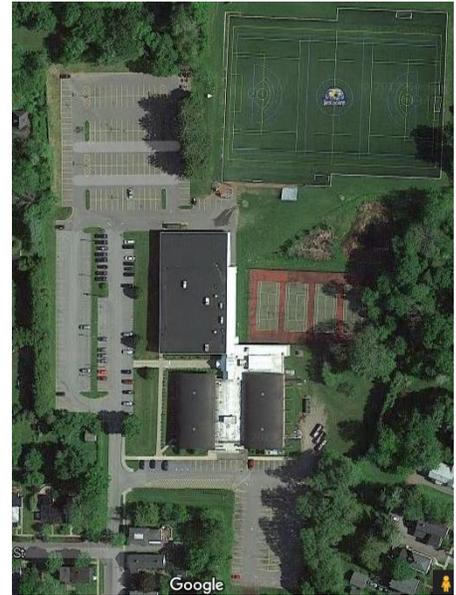
There are several parks within downtown Cazenovia that enhance the commercial features by providing space for gathering, cultural events, and recreation. Our parks are key features in the livability of our downtown. Most prominent among these parks is the iconic Lakeland Park in the heart of the village. This park serves as the primary location for large gatherings, the multi-municipally sponsored summer youth recreation program, a free summer concert series, and offers the only public, guarded swimming in Madison County. In 2016, the village adopted a Master Plan for the park which recommended implementation of improvements in stages. The most critical next step is stabilization, repair, and replacement of the stone wall that borders the waterfront and pier. The current, hazardous condition of this wall threatens the ability of the village to continue to provide swimming, lake access, and other programming at the park. The village plans to implement the other lakefront recommendations within the Master Plan along with the wall repairs. These include enhancements to the pier, beach, and parking area and development of docks to provide short term parking of boats to allow boaters to park at Lakeland and visit downtown. The next stage of improvements at Lakeland Park will be the repurposing of Carpenter’s Barn, a historic building located within the park that is a local landmark. This structure has served various public uses in the past and a stabilization project was recently completed. A future use as a service building for park users is planned and will require further interior renovations.

Lakeland Park is a central feature of downtown Cazenovia and this project would be ready for immediate implementation with DRI funds. A grant application is currently being developed through the 2017 CFA for the lakefront enhancement phase. Public support for this project was demonstrated through public meetings held during the master planning process.



- **Community Center - Bringing the community together for health and social benefit**

For several years, CACDA has convened a facilities committee to study the needs for and opportunities to provide indoor facilities for public gathering and recreation for all ages. The committee inventoried all of the programming and activities that are provided at disparate locations within the community and found a wealth of opportunities but no central organization. As a result, a partnership of municipalities and organizations initiated [cazenovia.recdesk.com](http://cazenovia.recdesk.com) as a way to facilitate a decentralized, virtual community center. Leaders of the effort recognized, however, that it would be more efficient and an enhancement of our downtown if a community center with more offerings could be established locally. In addition, the Madison County Rural Health Council supports efforts to develop a community center, citing its importance as a crucial component of local health.



In 2016, the committee began discussions and partnership with Cazenovia College in an effort to determine if the college athletic facility could serve a dual purpose as a recreation center for the health and enjoyment of the entire Cazenovia community. An enhancement to the facility would also benefit the college and help with student recruitment. Plans are currently underway to determine the most feasible way of expanding the facility to meet community needs. The public response to this concept has been very positive. With DRI funding, implementation would be achievable within one year.

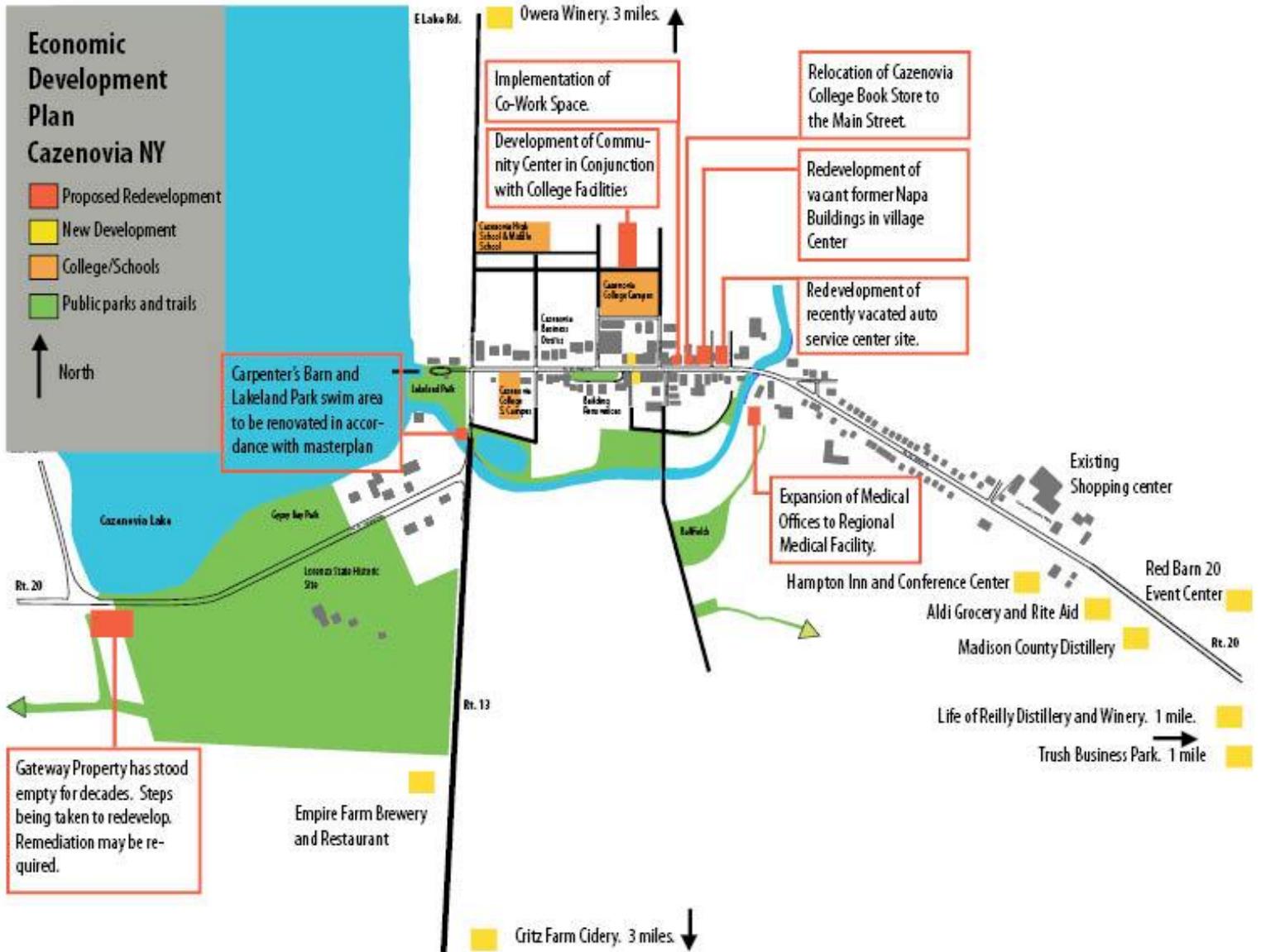
- **Regional Medical Facility - Convenience for the elderly and young families**

The Madison County Rural Health Council and St. Joseph's Medical Center have identified Cazenovia as the target location for expanded regional health care services. Discussions have taken place and plans have been considered for development within the central, walkable Cazenovia Business District. It is expected that these new services will draw from a large area, bringing more business to the community. DRI funding would help to provide assistance with a feasibility study and assessment of potential project sites.



- **Additional Opportunities - Drawing people to Cazenovia’s downtown by highlighting and repurposing key existing resources**
  - Redevelopment of the gateway building at the west end of downtown on the south end of the lake. This former car dealership is currently used as a warehouse. This is not the highest and best use of this prime waterfront property at the entrance to Cazenovia. The building has also suffered major disrepair.
  - Relocation of the Cazenovia College bookstore to a college owned Main Street location. This move would elevate the visibility of the college, enhance bookstore sales, offer a highly desirable retail establishment in a more prominent location, and provide a better use for a prime storefront. Funding would be required to move forward with this relocation.
  - Create a multi-use trail around Cazenovia Lake which would include extension of sidewalk on the east and south sides with cinder trail and bike lanes on the north and west sides. Many people already run, walk, and bike around the lake which includes spectacular scenery. If a trail were in place, additional visitors would come for this activity and a safer experience could be offered.
  - Improvements to Memorial Park. This park, in the center of downtown, is the venue for many events such as the summer farmer’s market, parade stops, memorials, and ceremonies. The narrow sidewalk and heavy pedestrian use, particularly during the highly successful farmers market causes heavy wear and tear. Improvements could be made to better accommodate the high traffic volume.
  - Trail improvements. Several trail improvements have been proposed that would connect missing links in trail connections through the village and improve accessibility to our network of over 40 miles of trails.

## Past and planned future development



# Recreation Plan Cazenovia NY



- Public parks and trails
- Proposed trails
- Proposed projects



Create trail around lake.  
Extend sidewalk on east and south sides with cinder trail.  
Paint bike lanes on north, and west sides of lake.

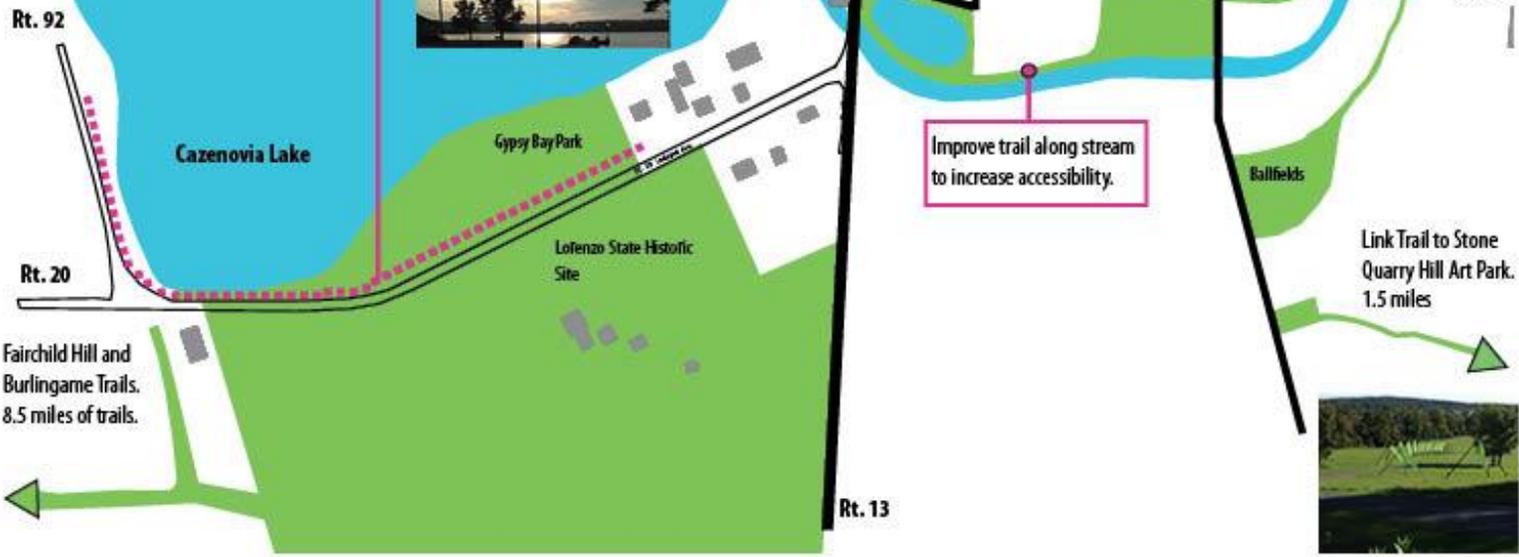
Repair and improve Lakeland Park swim area according to masterplan.

Improve Cannon Park to withstand frequent farmers market activity.

Build missing link of trail connection through village

Improve trail along stream to increase accessibility.

Link Trail to Stone Quarry Hill Art Park. 1.5 miles



## Administrative Capacity

The village partnership with CACDA provides the administrative capacity to manage a Downtown Revitalization Initiative. CACDA has a 12 year history of successfully managing complex projects with multiple funding sources and contracts for both the Town and Village of Cazenovia. The leadership of both municipalities work well together and would lend time and expertise to this effort.

## Other

Cazenovia is well positioned to flourish as a community where residents can live, work, and play if given the opportunity to implement our vision with a Downtown Revitalization award. This would represent an excellent chance to showcase a model of economic vitality in a rural community and highlight the importance of thriving small towns to the health of Upstate New York.

As described above, Cazenovia has:

- A distinct historic downtown that is supported by the community
- A committed team of community leaders with past success implementing economic development projects
- A list of well vetted and researched projects that are supported by the community and ready for implementation
- Thriving arts and cultural organizations with experiences for everyone
- A college campus downtown and a SUNY campus within our catchment area that engage with the community in many ways
- Significant prior public and private investment that could be leveraged for greater impact
- Recent job growth and the potential for hundreds of additional jobs
- A quality of life for an economically diverse population not found in other urban or sprawling areas

The impact of this award would be truly transformational for our downtown and surrounding towns and hamlets. We appreciate the opportunity to submit this nomination.