

Downtown Revitalization Initiative

Application Template

Applications for the Downtown Revitalization Initiative will be received by the Regional Councils. Applicant responses for each section should be as complete and succinct as possible. Applications must be received by the Finger Lakes Regional Economic Development Council by **4:00 PM on June 14, 2017**. Submit your application as a Word Document to NYS-FingerLakes@esd.ny.gov.

BASIC INFORMATION

Regional Economic Development Council (REDC) Region: Finger Lakes

Municipality Name: Village of Medina

Downtown Name: Medina

County: Orleans

Primary Contact: Tim Hungerford, *Village Planning Board Consultant and Village Resident*

Phone: (812) 219-2667

Email: timhungerford@gmail.com

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

Medina seeks to become an exemplary historic Erie Canal-based population center by positioning itself as the model for every struggling rural community in New York State. A destination for young families and individuals seeking culture, bucolic landscapes, community and economic growth. With our large Canal Basin directly connected to downtown, rich and untapped architectural asset base and diverse economic developments, we believe that Medina is poised to become a key economic and cultural hub centrally located between Buffalo and Rochester and only 8 miles from the highly publicized Science and Technology Advanced Manufacturing Park (STAMP) project.

As you know, this \$10 million dollars will not fix a community on its own. It requires individuals and families dedicated to the future of that community... and most importantly to the lives of those who will come after. Our vision is to be the ultimate case study in rebirth, political policy in action and the next wave of economic and cultural growth; showing that progressive states like New York have not forgotten about rural America but rather are looking for ways to leverage the vast untapped resources that reside within them.

Additional resources, details and images may be found in the appendices of this document as well as at: www.medinalovesdri.com

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

Medina’s infrastructure is based around three defining features; (1) the Erie Canal and Canal Basin, (2) Glenwood Lake, the Medina Waterfall and surrounding green space, and (3) the rich architectural stock associated with the four cornered downtown district - especially those edifices constructed in Medina Sandstone along with the plethora of Victorian era inspired homes throughout the village.

While we believe the need to preserve and revitalize that infrastructure is compelling in and of itself for selection, what makes the area especially unique is coupling that need with our recent economic growth.

Medina truly has experienced outsized capital investment and job creation in recent years for a community of our size. Companies like Fortune 500 Baxter have invested an estimated \$10 million in local infrastructure and added 400 jobs since 2012, many of which pay more than \$100k per year. Canadian firms like Brunner, Pride Pak and Hinspergers leverage Medina to access US markets. And local investors are reclaiming some of the most historically significant properties in NYS to the tune of \$10 million.

This current level of privately-funded development coupled with significant local participation in a wide array of civic, cultural and economic organizations makes the village an ideal candidate for DRI scaled investment. Such an investment would propel the Medina area to an unprecedented level of economic and cultural growth, a level which has not been seen in the region for many decades, and help pull a long-standing economically depressed area into the forefronts of modern development, planning and asset utilization.

Lastly, the widest part of the dug ditched portion of the Erie Canal is the **Medina Canal Basin** (the overall largest area located in Waterford, NY). This fact, combined with years of underutilized and untapped potential, make the Medina DRI investment within the Canal Basin and surrounding properties a potentially dramatic economic and cultural case study. We believe such a revitalizing effort will not only immensely help the Medina area but also help transform the Erie Canal into a bustling, historic and beautiful waterway resource of New York State.

DOWNTOWN IDENTIFICATION

This section should be filled out with reference to the list of desired attributes for participation in the DRI as set forth in the DRI program description.

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

Central Business District including identified Erie Canal areas. Please refer to *Appendix 1 - Medina DRI Boundary Map*.

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

We define our primary catchment area as the regions between Buffalo and Rochester (Orleans, Niagara, Monroe, Erie and Genesee counties). This puts Medina in the middle of 2.1 million people. Residents from Buffalo and Rochester depend upon Medina every day for work at one of a dozen major employers. Those same employers attract business travelers year-round, creating substantial demand for hotel nights in our area.

We also have regionally praised and recognized culinary establishments which are frequented by residents spanning the defined catchment area (*Mariachi de Oro* and *Zambistro*). Medina is also considered the last stop on the Niagara Wine Trail (*Leonard Oakes Estate* and *810 Meadworks*). Given these established enterprises, along with Medina's centrally-located position to Buffalo and Rochester, the area is ripe for inventive rural business and cultural development.

The town has garnered regional attention from various civic and cultural events over the past few years with the following attendance figures:

Ale in Autumn (September) - 800
Farm-to-Table Dinner (August) - 150
Parade of Lights (November) - 10,000
Polar Express (December) - 19,000
Steampunk Festival (August) - 1,400 *from 13 different states as well as Canada*
Sweets in Summer - 150 (children)
Thomas the Tank Engine (May) - 12,000
Wine about Winter (February) - 900

Please refer to *Appendix 2 - Medina DRI Catchment Area Map*.

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

As previously noted, investment activity has been outsized for a village of our scale and exemplifies the community's desire and commitment to revitalize Medina. We have had private investment of more than \$375 million in the last decade. Additionally, public funds are currently injecting new life into our school system and hospital. Some highlights below:

Baxter - Fortune 500 firm running one of the largest and most technologically advanced medical infusion pump engineering and manufacturing hubs in the world, roughly one mile from downtown Medina. Baxter invested approximately \$250 million to acquire the Medina operation and subsequently poured an estimated \$10 million into the Park Avenue facility to accommodate 400 new employees and expanded market share. Baxter also attracts significant business travel to Medina. Employees and visitors frequent Medina's hotels, restaurants, shops and parks.

There is substantial investment potential with Baxter. The infusion pump business is a significant driver of its \$6.4 billion revenue hospital products division. However, the only way Medina will capitalize on that potential is if Baxter can continue to recruit good people to live and work here. That requires an attractive downtown, quality housing options, restaurants and hotels. The DRI will help Medina capitalize on this opportunity.

Bent's Opera House - Located on the northwest corner of Main Street and Center Street, Bent's Opera House is one of the oldest opera houses in the nation (1865) and on the 2012 Preservation League of NYS Seven to Save List. Construction has begun on the project with an estimated budget of \$6 million. The completed mixed-use project will include a high-end restaurant, boutique hotel and an event space expected to be a regional attraction.

BMP - BMP America has been in Medina since 1980 and manufactures engineered textile components for major original equipment manufacturers in the office automation industry. Its customers include Xerox Corp., Eastman Kodak Co. and Hewlett-Packard Co. It attracts talent from Buffalo and Rochester and doubled the size of its facility as part of a \$1.8 million investment in 2004.

Brunner - Brunner manufactures products for the Commercial Vehicle, Bus and Trailer Markets. It completed a \$10 million, 48,000 square-foot expansion in 2014.

Hinspergers Poly Industries - A Canadian based pool cover manufacturer that ships pool covers all over the continental United States. They opened their US location in December 2001 within the old Jamestown Container building here in Medina. Hinspergers has invested millions into their Medina facility since 2001, more than doubling the complex to their current 83,000 sq/ft facility. They have seen steady job growth during that time with a nearly 25% per year addition in staff.

Medina High School (Old facility) - Located in the village near the YMCA on Catherine Street, the old high school is set to undergo a multi-million dollar mixed-use renovation.

Newell Shirt Factory Building - Located across the street from Bent's Opera House in the heart of downtown Medina, this historic revitalization project was completed in 2012. The \$1.5 million project converted a shirt factory built in 1876 into a boutique hotel, craft coffee shop and winery/meadery.

The Olde Pickle Factory (Fisher Price) - Located one mile from downtown Medina. The 430,000-square foot facility has invested \$8 million in infrastructure improvements with the primary objective of attracting high

technology businesses to locate in Medina. The building was previously Fisher Price and prior to that Heinz. It once housed German POWs during WWII - <http://leewhedon.org/heinz-pow-camp/>

PridePak - Canada's largest fresh fruit and vegetable processor, opened a 68,000-square foot facility in Medina in 2016. The facility is part of a \$30 million state-of-the-art complex constructed to be closer to US customers like Wegmans. The company has committed to creating 200 new jobs at the site.

Takeform - The fastest growing visual communications firm in the United States. Takeform serves customers like American Express, Oracle, Georgetown University and NBC Universal. It has invested more than \$10 million in the last 5 years in infrastructure, cutting edge equipment, software technology and human capital. Takeform is planning a multi-million expansion to accommodate growth and frequently flies prospective employees and clients to Medina from around the country.

Western New York Energy - The first ethanol plant in the Northeast US. Founded by a local group with the mission of developing the full potential of WNY's renewable energy resources. The group attracted more than \$90 million to Medina to build the facility.

414 / 416 Main Street - Located several doors north of Bent's Opera House, this \$750,000, 9,000 sq/ft mixed use revitalization effort houses a single family home, technology co-working space and retail / restaurant / bar. The residential space is currently occupied by the building owners; a young married couple with 2 daughters under the age of the 3 and a third child on the way in July. The project is currently being photographed and submitted for national architectural design awards, as will the restaurant bar concept being developed on the first floor.

Avanti's Pizzeria Building, Fitzgibbons Celtic Pub and Lily and A Sparrow - All recently restored with substantial investment into these popular local restaurant and retail locations. All are reasons Medina's downtown has proven so resilient through economic hardship. Local entrepreneurs fill our downtown storefronts.

Medina is well-positioned to attract future investment for a few additional reasons:

- Access to 2.1 million labor force between Buffalo and Rochester
- Proximity to STAMP (closest municipality at 8.1 miles) coupled with the Niagara Power Project (less than 30 miles from Medina)
- Our community -- a unique and huge additional incentive for Medina to obtain the DRI funding is a commitment from a coalition of local business owners to add an **additional 5% donation** to the revitalization efforts if the village obtains the award (\$500,000 of additional private investment). This investor group has been working on various historic renovation and revitalization projects, brownfield developments, business expansion and growth initiatives along with mixed-use residential developments within the downtown and surrounding areas.

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

There are several burgeoning businesses operating in Medina which have attracted engineers, designers, craftspeople, administrators, general laborers and executives. These businesses include but are not limited to;

- **Associated Brands** - 350 employees and supplies dry food products and private labeling to food organizations.
- **Baxter** - The Fortune 500 firm invested estimated \$10 million into the Park Avenue facility to accommodate 500 new employees since 2012 bringing the total employee count to around 750.
- **BMP** - Currently employs around 100 people.
- **Brunner** - 350 employees. Brunner has expanded 3 times in the past 8 years and, among other products manufactured, supplies brake components for all the trucks that we see on US roads.
- **Hinspergers Poly Industries** - A Canadian based pool cover manufacturer. Hinspergers ships pool covers all over continental United States and opened it's US location in December 2001 within the old Jamestown Container building here in Medina. They have expanded and invested millions into their facility growing from an original 25,000 sq/ft to a now 83,000 sq/ft of manufacturing and office space. They have seen a steady 25% growth in jobs with a staff of 65 now working within the Medina facility.
- **Medina Business Park** - Currently a front runner for an agricultural related attraction project for a national food grower, was recently one of two sites (out of 5) in New York State that was short listed by an international manufacturer for a transformative manufacturing project with the initial employment creation of 800+ jobs.
- **Pride Pak** - Currently employs 100 people with plans to be at 200 in the near future.
- **Stamp Project** - Science and Technology Advanced Manufacturing Park to be located just 8 miles from Medina - the closet population center to the project. <http://www.gcedc.com/index.php/site-selectio/western-ny-stamp/>
- **Takeform** - Employing 160 people currently and is planning a multi-million expansion to accommodate current growth.
- **Velocity Call Center** - Employing 35 people currently and growing.
- **Western New York Energy** - Was the first ethanol producer in the northeast and certainly a catalyst for the astounding growth of corn producers in WNY and Canada. WNYE is currently going through an expansion.

While there is strong business development and job growth in the Medina area, the village could greatly use additional outside funding toward infrastructure improvements that would increase residence retention of these new employees and families. Due to the economic depression the area has suffered the past several decades, much of the housing stock and downtown architectural asset base is in need of significant investment; DRI funding dovetailed with the SHPO / NPS Historic Preservation program will place the community in a strong position to realize its full investment potential. Upon a 2016 survey of 50 employees with salaries over \$75,000 / year (none of whom reside in Medina) the most commonly cited problem was the blighted infrastructure of the village; giving these individuals and families pause toward investing in residential property.

The proposed infrastructure upgrades, coupled with the recent job growth in Medina, will create a truly attractive mix of urban offerings in a historically rich pastoral setting, positioning Medina as an economic and cultural hub situated equally between two of the states largest population centers.

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

Medina truly has a diverse infrastructure for such a small village. With our vast amount of sandstone structures and beautiful historic Victorian era homes, the area is blessed with rich architectural stock. The large Canal Basin is ideal for paddle boarding, boating, kayaking and canoeing. Glenwood Lake and Oak Orchard Creek are accessible for more water activities and there are a wide array of parks located throughout the village; making Medina a family friendly and physically attractive place to reside and do business. We have a wide range of housing options with more diversity on the way from various proposed and under construction mixed-use development projects downtown. The canal towpath is used by many employees in and around the downtown area to walk along during lunch breaks as well as by bikers, runners and walkers of all kinds. There is a burgeoning Hispanic community whom has contributed culturally and economically. There is an active senior citizen center located within the old train depot downtown and the Medina Association of Churches runs a well supported community-led thrift store to serve the underprivileged. Every winter this organization donates gloves, hats and winter jackets to area children and families in need.

What we believe makes Medina an ideal candidate for DRI funding is this combination of a unique physical environment in relation to the scale of the village; DRI funding will go further and appear vastly more impactful in Medina compared to larger communities.

With that point in mind, one of the main goals of the Medina Planning Initiative is to fully preserve and repair our blighted infrastructure and architectural assets. This initially focuses efforts on the buildings downtown along with the Canal Basin, which much of the DRI funding would be allocated. This allocation would develop these underutilized resources in the core of downtown to create a cascading investment effect to the surrounding housing stock which is also in need of revitalization. There are several key potential properties that may be redeveloped into dynamic mixed-use spaces. A few potential spaces include but are not limited to; Bernz-o-Matic building, Snappy Canal Front Facility, majority of the 2nd/3rd floor spaces along historic Main Street and the old Medina High School (a project slated to commence in the near future). All these properties may be zoned mixed-use and are in key geographical locations throughout downtown and the village that would allow residents to live and work with exceptional walkability.

Medina currently has several mixed-use projects underway in the downtown area involving a wide range of residential and commercial developments that all foster greater walking and biking access within the village. Inherently, the scale of Medina is ideal for walking and biking. With established initiatives like the Municipal Tree Board (which earned Medina the title of Tree City USA and a Tree City Growth Award for all their efforts), the community is already making efforts to preserve and develop green space. The Village Economic and Cultural Development Plan long term goals include construction of bike lanes and development of additional green space in and near the downtown area, The plan also proposes several mixed-use development projects for private or publicly funded investments creating a huge potential for Medina to be one of the most aesthetically pleasing, culturally and economically diverse small towns in North America.

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

Modern zoning codes allow for progressive utilization and revitalization of downtown Medina's infrastructure; from mixed-use residential, retail and office spaces throughout downtown to kayak and canoe rental and other seasonal businesses within the Canal Basin. The comprehensive Village Economic and Cultural Development Plan is now being reviewed and updated by the Orleans County Planning and Development Department along with the DRI committee members. Latest editions and policy documentation has been completed and enacted for building and landscape design standards (managed by the Village of Medina Planning Board). The village has infrastructure plans to expand walking and bike access through trails, signage and lanes as well as improved street lighting throughout the village. There is a general non-discrimination legislative policy for the village with board members, village officials and committee members covering a wide cross section of age, gender, race and gender identity.

The Medina Central School District is also utilizing a substantive state infrastructure investment throughout the High, Middle and Elementary school district buildings. The Medina High School was also ranked in near

the top 10% by U.S. News and World Report in 2017 and has a strong, dedicated staff of educators. The High School in recent years also implemented an AVID (Advancement via Individual Determination) program which exists to equip students with the skills, know-how, confidence, and support necessary to successfully complete a four-year degree.

Please refer to *Appendix 3 - Medina Planning Initiative Overview* for visual reference.

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

There is a prodigious amount of volunteer supported civic, economic and cultural committees and boards within Medina. These are a few of the highly active boards in the area; Canal Village Farmers Market, Medina Business Association, Medina Sandstone Society, Municipal Tree Board, Orleans Renaissance Group, Village of Medina Architectural and Historic Review Board, Village of Medina Planning Board, Village of Medina Waterfront Development Committee. The Planning Board, Waterfront Committee and the group of citizens engaged in constructing this application are all committed to leading the oversight of this plan in conjunction with outside experts and the State.

The local governance is also fully committed to dedicating any needed personnel and resources to implementing the proposed projects and utilization of the DRI funding. The village is currently finishing up a round of NYS Main Street Grant Funding, with all accepted grantees poised to use the funds in less than a year of acceptance.

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

As mentioned above the primary goal and utilization of the DRI funding would be directed toward the downtown Medina Canal Basin and adjacent properties. This plan would involve a complete overhaul of the topography and layout of the basin area including; removal of the visually impairing concrete wall, burying of power lines, seating and general pedestrian interactive improvements, covered outdoor stage for music and theater, docks and slips, temporary / seasonal / event business space and utility allocation, tree and

green space planning and planting, lighting and an overall pedestrian connectivity strategy that will create a walking and biking loop surrounding the Canal Basin (from the lift bridge on Prospect Ave to the Horan Rd bridge to the east).

Portions of the DRI funding would be allocated toward 2nd and 3rd floor building mixed used development projects; focusing on the canal facing properties to maximize overall project effectiveness and thoroughness. There is a very large upper floor vacancy rate in downtown Medina (nearly 80%). The DRI funding would allow private investors to bolster existing plans and investment and further develop economic and cultural utilization of Medina's architectural asset base; leveraging the uniqueness of the sandstone (and brick) structures in the defined zone. Additional funding may also be used to expand the existing Canal Village Farmers Market; helping to foster greater local food access and consumption to a wide range of socioeconomic communities within the downtown and village areas.

9) **Administrative Capacity.** Describe the extent of the existing local administrative capacity to manage this initiative, including potential oversight of concurrent contracts.

Village administration officials and board members are committed to a participatory governance, budgeting and planning approach within the community, engaging a diverse range of businesses, families and individuals within that process. The Medina downtown revitalization strategy is supported by a wide range of development partners including the State of New York, the Orleans County Economic Development Agency, private local businesses, community members, village associates and board members.

The village's administrative capacity includes the following organizations;

- **Medina Business Association (MBA):** The MBA is an organization of local business owners which facilitates a forum for sharing ideas, discussions of community issues, pooling resources and an overall collaborative effort to bring consumers and tourism into the business district. The MBA has been crucial in the development of such regionally recognized events as; Ale in Autumn, Farm to Table Dinner, Parade of Lights and Wine about Winter to name a few.
- **Medina Community:** Much of the success of these potential projects will hinge on local support and engagement; something we have no shortage of in Medina. The current progress seen throughout Medina is a testament to the community members, business leaders and government officials confidence, commitment and desire to improve the region in which we work and live. The collective continued effort and never quit attitude that permeates our area defines both our individual and collective character; an asset that will allow the Medina community to continue its resurgence for decades to come and hopefully bring that growth to unprecedented levels for the region.
- **Medina Local Development Corporation (Medina LDC):** The mission of the Orleans County Local Development Corporation (OCLDC) is to work with Orleans County residents and businesses to promote additional employment, to maintain and encourage job opportunities and business development.

- **Orleans County Economic Development Agency (EDA):** The EDA actively pursues the location and expansion of growing businesses. The agency's staff takes an active role in coordinating and implementing project development by assisting clients and companies with advanced business plan preparation, local and state incentives, government loans/applications, ombudsmen services, state municipal government coordination and overall project management. The EDA also runs a micro-enterprise program which has had 464 participants since 1999 resulting in 29 new operational small businesses in the Medina area.
- **Orleans Renaissance Group (ORG):** ORG's efforts focus on historic preservation and cultural advancement within the Orleans County area, with a strong emphasis on the Village of Medina. In addition to providing support for local preservation projects, the Bent's Opera House restoration project has gained a reputation as an important regional preservation initiative. It has garnered the attention of preservationists, architects, artists and restoration contractors across Western New York and around the country. Regionally, ORG has partnered with the Preservation League of New York State on restoring Bent's Opera House and has collaborated with the League, Preservation Buffalo-Niagara and associated preservationists on preservation initiatives reaching audiences far and wide. Today, ORG's vision for Bent's Opera House is becoming reality as ORG turns the project over to a local developer for a multi-million dollar restoration of the site into a high-end restaurant, boutique hotel and event space. The ORG is at the forefront of preserving our heritage, spotlighting culture, promoting the arts, and making our community and region a better place to live and grow.
- **Private Investment Partners:** We are thankful to have a great deal of private investment partners in the area; they are a big reason why Medina has seen both the economic and cultural growth it has over the past few years. Since 2014, the private investment community has committed an estimated \$50 million in the Medina area while creating hundreds of jobs across a wide socioeconomic range.
- **Village of Medina Architectural and Historic Review Board:** Provides advice and guidance to property owners and government agencies concerning historic preservation issues. Drafts related ordinances, standards and all related law/policy for Village Board. Reviews site plans/restoration plans/sign design and issue certificates of appropriateness, research and recommend designation of properties and historically sensitive areas as worthy of preservation. Participates in and supports the nomination of worthy properties to the State and National Registers of Historic Places. Fosters the development of model regulations to protect historic resources, support appropriate historic district designation and other means of preserving historically sensitive areas. Administers and enforces the provisions of the Historic Preservation Overlay District.
- **Village of Medina Planning Board:** The Planning board is in charged with preparing, reviewing and/or recommending revisions to the comprehensive plan for the development of the Village. It drafts land use ordinances, design standards and all related law/policy for the Village Board. The Planning Board reviews and comments on all proposed zoning amendments before referral to the County Planning Board. The

Planning Board conducts Site Plan Review while being the lead agency for the SEQRA (site environmental review) process. The Board reviews then either grants or denies Special Use Permits as well as the subdivision of parcels. They render assistance to the Village Zoning Board of Appeals at its request while making investigations, maps, reports, and recommendations in any matter related to Planning and Development as it seems desirable providing expenditures of the Village Planning Board do not exceed the budget appropriations for the Village Planning Board.

- **Village of Medina Waterfront Development Committee:** Engage in strategic visioning and planning for Medina's historic Erie Canal and associated waterfronts. To develop effective collaborative partnerships toward implementing the Canal Basin revitalization plan while enhancing the community's vitality through economic development, infrastructure, recreational opportunities and tourism.

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

We will leave you with a departure from the formal grant writing tone as this proposal was not outsourced to a firm specializing in such matters. Exactly zero tax payer dollars were spent in the writing and creation of this application. It has been written and created by a group of dedicated community members with review and approval by the aforementioned village boards, committee members and groups. We believe this point exemplifies the uniqueness of our situation and as such our closing thoughts are as follows:

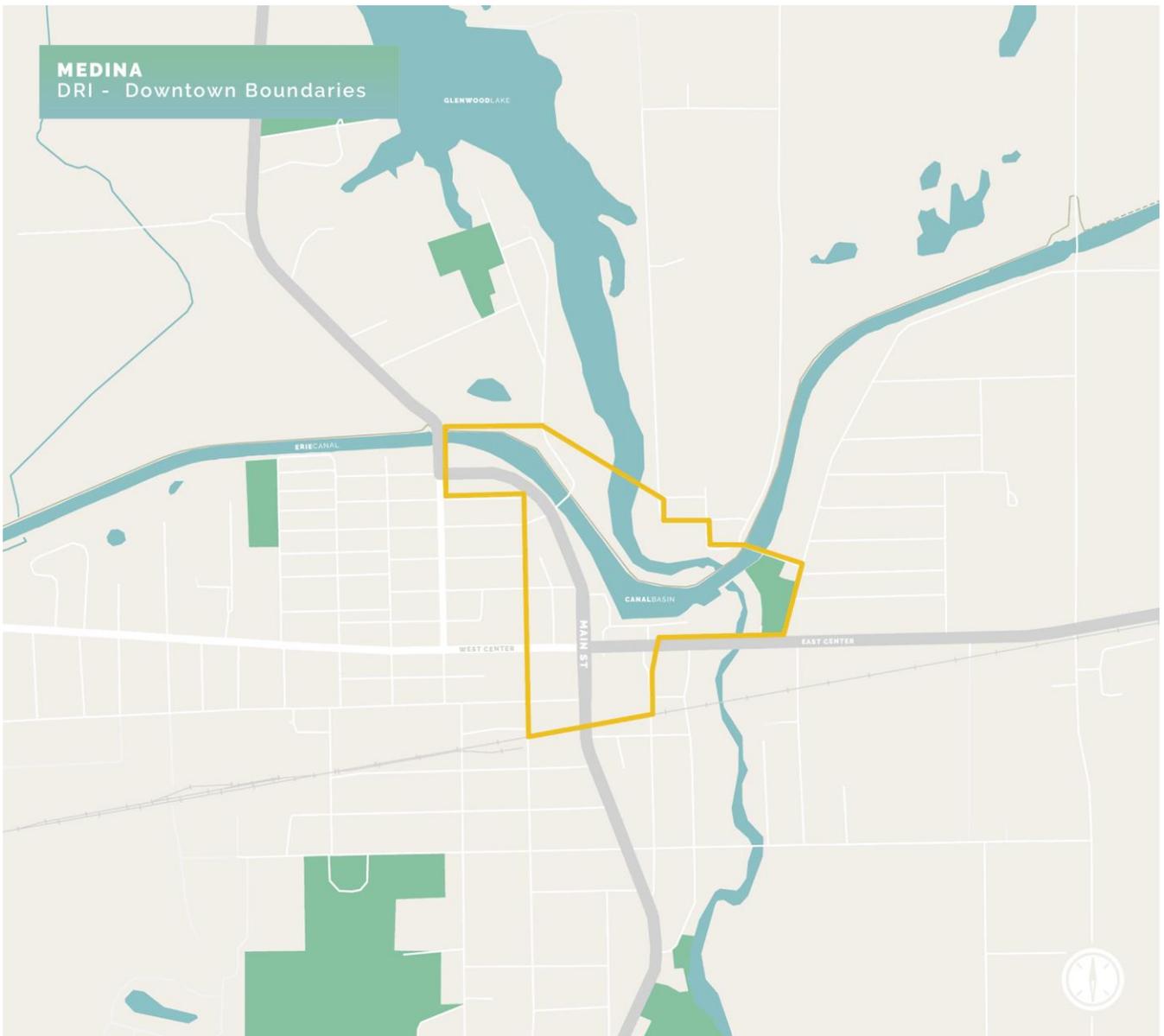
Medina has been through an all too familiar cultural and economic cycle; a boom and a bust. Yet, through the weathered years of sustained economic depression, with the fallout of blighted assets and landscapes, our community has found resolve within an infallible commitment to envisage a better future. We have learned to never give up on our town nor on each other with the hope that we may realize a vibrant future where our genuinely beautiful asset base of sandstone buildings, locally-grown food, rich history and unique waterways are abound with healthy businesses, cultural diversity and most importantly... families.

This fully realized revitalization effort of Medina will require extensive thought and effort. It will require a commitment of private investment and most importantly that of personal investment by the community itself. Our pride resides in knowing that these are elements we have. We, as is true for all too many communities, could simply use a little extra help.

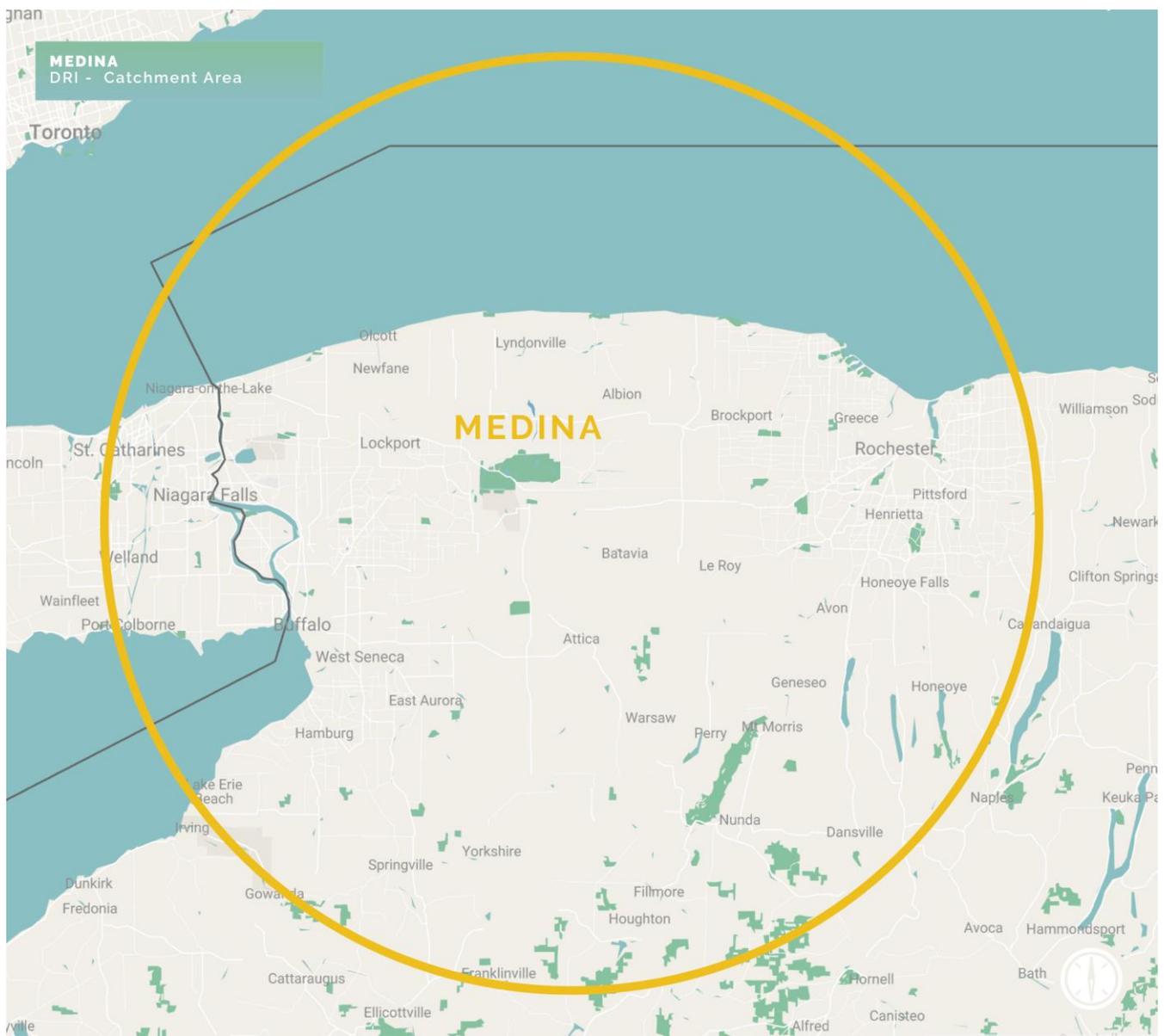
"The present is theirs; the future, for which I really worked, is mine." - Nikola Tesla

Thank you,

The Village of Medina



Appendix 1 - Medina DRI Boundary Map



Appendix 2 - Medina DRI Catchment Area

PARTICIPATORY

- * Employ Participatory Economic, Civic and Cultural Development Policies through leveraging modern communication methodologies, political policy in action and overall transparency with community leaders, citizens and business leaders throughout the Medina area.
- * Engage Local Economic Agencies and village committee members.

REVITALIZATION EFFORTS

01 02 03

- * Define, scope and phase a complete revitalization initiative of key infrastructure in the downtown area, with an initial focus on the Central Business District and Canal Basin.
- * Improve walkability and bikability within an overall increased density planning approach while maximizing green space and green space potential.
- * Develop strategies for continued business development growth in both large and small enterprises.

TECH + DATA

- * Leverage modern data sets, technological tools to fully understand Medina's current and future needs.
- * Foster investment in progressive local businesses and aide in the utilization of software and manufacturing advances.

BROWNFIELDS

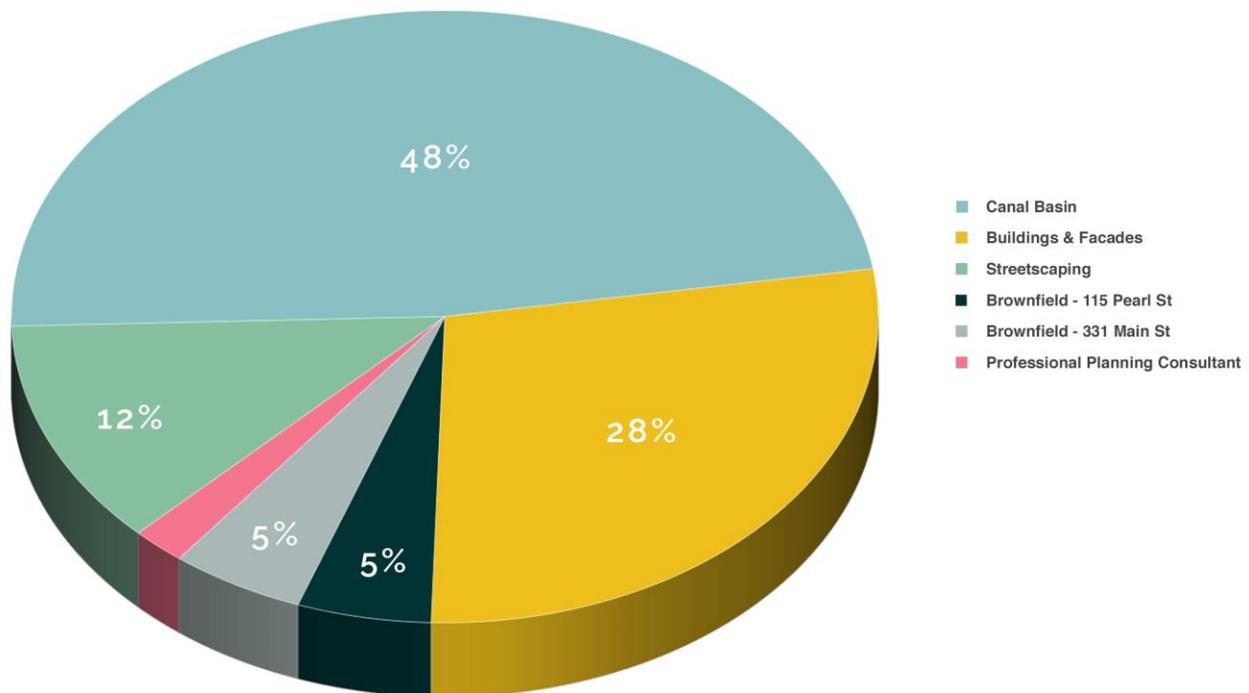
- * Create and implement a Rural Studio style Brownfield development program which leverages local university students recover brownfield sites while providing practical project design, management construction experience.

SOCIAL MEDIA

www.medinalovesdri.com
Instagram: MEDAINLOVESORI

Appendix 3 - Medina Planning Initiative Overview

MEDINA
DRI - Potential Allocations

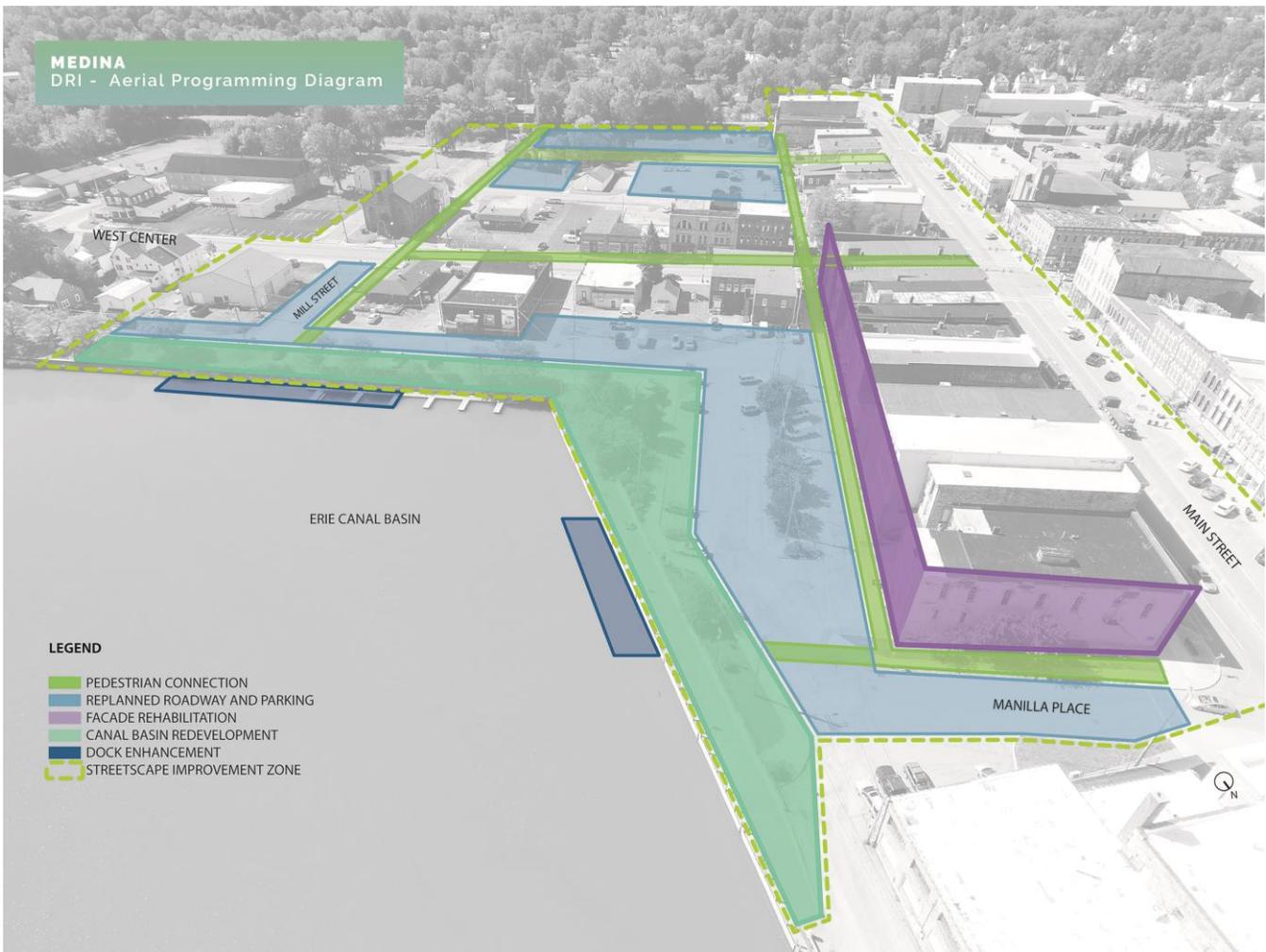


Appendix 4 - Medina DRI Potential Projects

Specific projects for consideration in the Downtown Revitalization Initiative may be:

- **CANAL BASIN REVITALIZATION:** Earlier this year community members assembled the Village of Medina Waterfront Development Committee, an organization whose goal is to define and strategize a master plan for leveraging the waterway assets associated with downtown Medina and the surrounding neighborhoods. The overarching goal being to strengthen the structural and visual health of our water assets in order to foster economic and cultural development within Medina. Given that the widest part of the dug ditched portion of the Erie Canal is the **Medina Canal Basin** we believe the DRI revitalizing effort will immensely help to transform the Erie Canal into a bustling, historic and beautiful waterway resource of New York State.

The village is working with private funding partners as well as seeking public funding to improve the accessibility and aesthetic appeal of the entire basin area; the DRI funding would greatly expedite these goals. The existing board has already begun working with multiple architectural and landscape designers, contractors as well as structural and environmental engineers related to the overall site plan, groundwork remediation efforts and general topographical changes required to turn the Canal Basin area into a pedestrian friendly, culturally and economically viable asset for the village.



The board has broken the project down into the following four phases:

Topographical Adjustments and Remediation:

- Burying of power lines (costs and lead times have already been obtained from National Grid)
- Reconfigured parking and roadway
 - Maximize space utilization
 - Improve Pedestrian / Bicycle traffic flow
- Replace concrete wall with grass and tree lined slope
- Remediate any soil conditions as needed

Canal Basin Infrastructure Upgrades

- Boating Amenities - slips, docks, tie-ups and restroom improvements
- Lighting - for security and ambiance
- Boat Launch
- Kayak Launch

- Trees and plantings
- Walkway improvements

Medina Waterfall Area Upgrades

- Pedestrian Access to view the waterfall
- Repaired sidewalks
- Lighting
- The waterfall exists as a result of a unique engineering infrastructure feat related to the Canal and Canal Basin. The master plan seeks to bolster this unique opportunity around the canal and the Medina area, creating a regional tourist attraction with the potential to foster a greater tax basis and increased revenues throughout the downtown area (with the added benefit of increasing the aesthetic beauty and overall quality of life while living in and near downtown).

Seasonal Business Development Program

- Once infrastructure upgrades are complete the village will schedule a design and development program for seasonal businesses entrepreneurial opportunities. Engaging architecture and design students from local universities to help design and construct any temporary or permanent Canal Basin shop buildings (i.e. the Rural Studio - Auburn University model).



MEDINA
DRI - Canal Basin Rendering



- **STREETScape UPGRADES:** Dovetailing with the initial Canal Basin infrastructure efforts would be the improved streetscapes as outlined in the Aerial Programming Diagram (page 17). The goal of these improved streetscapes would be to connect the surrounding residential areas to downtown and the Canal Basin. This effort would also work in conjunction with the Brownfield Acquisition & Development portion of the proposed plan (detailed further on page 20) as well as the overall planning board initiative to improve pedestrian walkways and bike paths throughout the village (outlined in the image to the right).



- **BUILDINGS & FACADES - Mixed Use Development:** This program promotes enhanced usage of our unique downtown building stock; an asset base with many buildings comprised of priceless Medina Sandstone housed in a compact four corner downtown district which supports entrepreneurial pursuits, social engagement, civic leadership, walkability, cultural events and preservation.

The aforementioned outsized capital investments being made by companies like Baxter, Brunner, Pride Pak, the potential Stamp Project and Takeform is creating a larger and larger housing and temporary lodging deficiency within the Medina area. This portion of funding would be directed toward attracting the national

level talent these companies are seeking by leveraging our existing untapped architectural resources and infrastructure to increase unique hotel, temporary and permanent housing options across a diverse project set.

DRI funding combined with private funding, the SHPO / NPS Historic tax credit program and additional grant programs has the ability to cultivate proposed mixed-use development projects along the Canal Basin, Main Street, East and West Center Streets. These projects will increase housing availability and diversity to myriad of locally employed community members while also reducing wasted resources and blight; putting additional properties on the tax roll while also improving the infrastructure and quality of life within Medina.

Within this programming the village could also allocate resources to expand the scope, utilization and economic development within the local farmers market (Canal Village Farmers Market). This programming would design and develop a best practice strategy for increasing local food consumption, local farmer economic support via community purchasing power and overall cultural awareness of the benefits related to supporting local food movements (reduced carbon footprints, access to whole healthy fruits and vegetables for blighted neighborhoods). An overall goal with the market would be to expand infrastructure and food offerings into a year round facility and market. The existing farmers market building is in need of general amenity upgrades (bathrooms, lighting, paint, etc.) as well as improved parking lot utilization and increased green space in order to reach the open-year-round goal. This programming would reduce the distance needed to obtain locally grown, healthy food options for neighborhoods surrounding the downtown Medina area (currently community members need to travel nearly 2 miles to the nearest grocery store).



- **BROWNFIELD ACQUISITION & DEVELOPMENT:** There are two key brownfield sites coupled with two existing properties within the downtown Medina area that could be leveraged in accordance with the previously laid out infrastructure projects. The first brownfield property is located at 151 Pearl Street and could be transformed into a mixed-use municipal parking and green space lot serving parking needs for the northwestern block of Main Street while increasing overall green space in this quadrant. The property located at 331 Main Street could be given a similar treatment while being tied into the Canal Basin revitalization efforts. Both properties would improve downtown accessibility, add additional and needed municipal parking areas while increasing the total tree count / green space square footage within the downtown area. The current large parking lot behind the southeastern block of downtown is in need of additional green space, proper parking layout design and general improvements. With better design this area could become a higher utilized municipal lot again coupled with thoughtful green space improvements. The lot located 201 E. Center Street currently houses a contracting company but may be better utilized as a municipal lot and/or waterfront development project for boater amenities in conjunction with the proposed new boat launch area located in close proximity to this property.



- **PROFESSIONAL PLANNING CONSULTANT:** The village would seek to retain a professional planning consultant for assistance in refining any and all large-scale revitalization efforts and master planning for the Canal Basin and downtown areas. Part of this effort would involve further and continued overall community input and engagement as well.

