



City of Geneva
Downtown Revitalization
Initiative

AGENDA

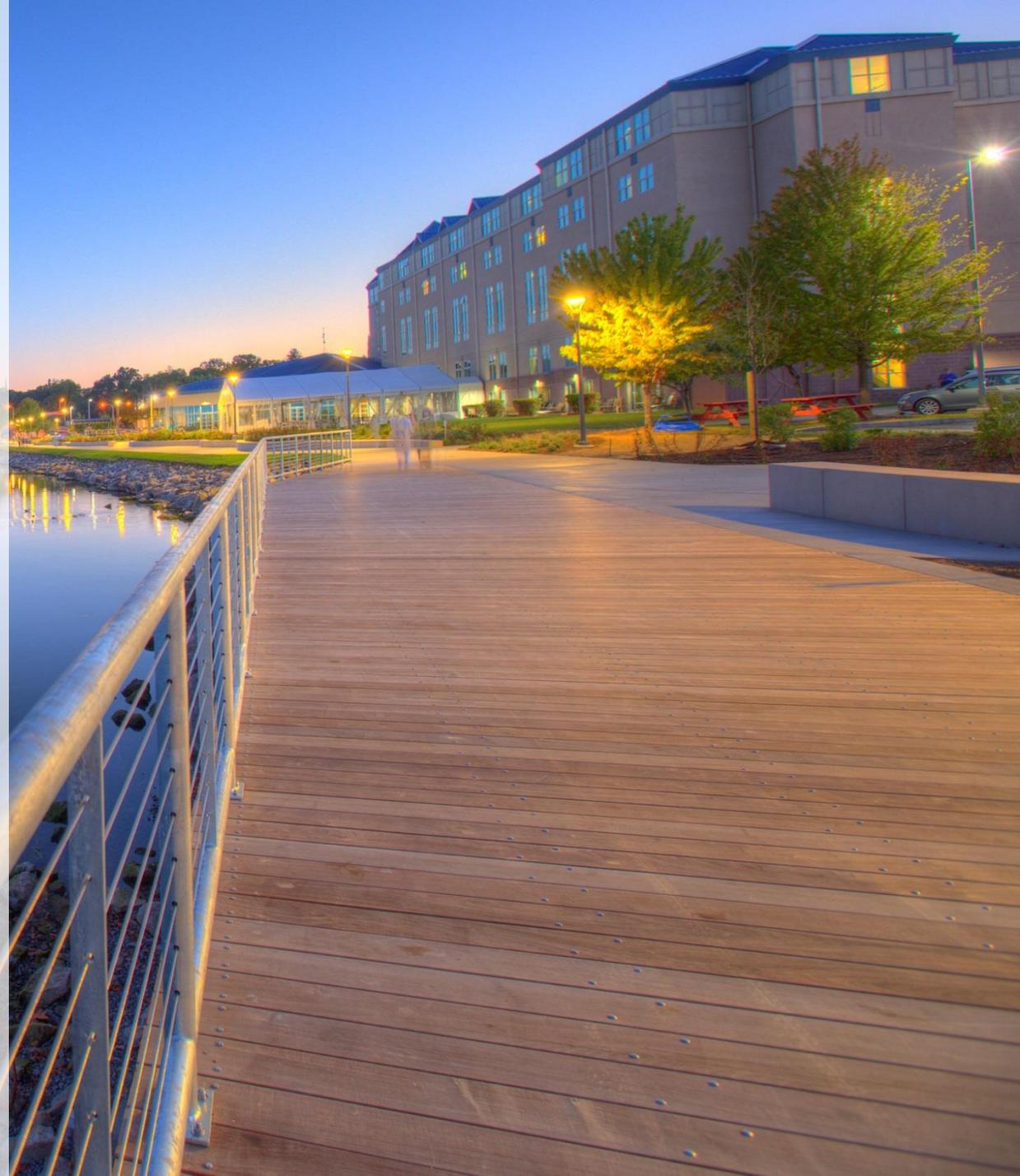
Welcome and Introductions

**What is the Downtown
Revitalization Initiative?**

Building on a Strong Foundation

DRI Process, Scope and Timeline

Discussion



The Project Team

- **The City of Geneva**
- **Empire State Development**
- **Finger Lakes Regional Economic Development Council**
- **New York State Department of State**
- **New York State Department of Housing and Community Renewal**
- **Other State Agencies**



The Consultant Team



Local Planning Committee

Your Role in the Planning Process

- **Provide guidance and direction**
- **Share relevant information with project team**
- **Participate in engagement activities**
- **Spread the word**

Thank you for participating!

What is the DRI?



City of Geneva
Seven Million Dollars
Rebuilding Downtown Geneva

Program Description

\$10
Million

for

10
Communities

Intended to leverage investments to reinforce and secure additional public and private investments proximal to, and within, downtowns

How Were Communities Selected?

- **Well-defined** boundaries
- Able to support a **vibrant**, year-round downtown
- Nearby **investments** planned or undertaken with other public or private funding
- Continuity with the REDC's articulated vision for the region and **consistency** with recent planning efforts for the area
- The existence of **developable properties** within the downtown
- Recent or impending **job growth** within, or in close proximity to downtown
- An **attractive and livable** community for diverse populations of all ages



Goals of the DRI / Investment Plans

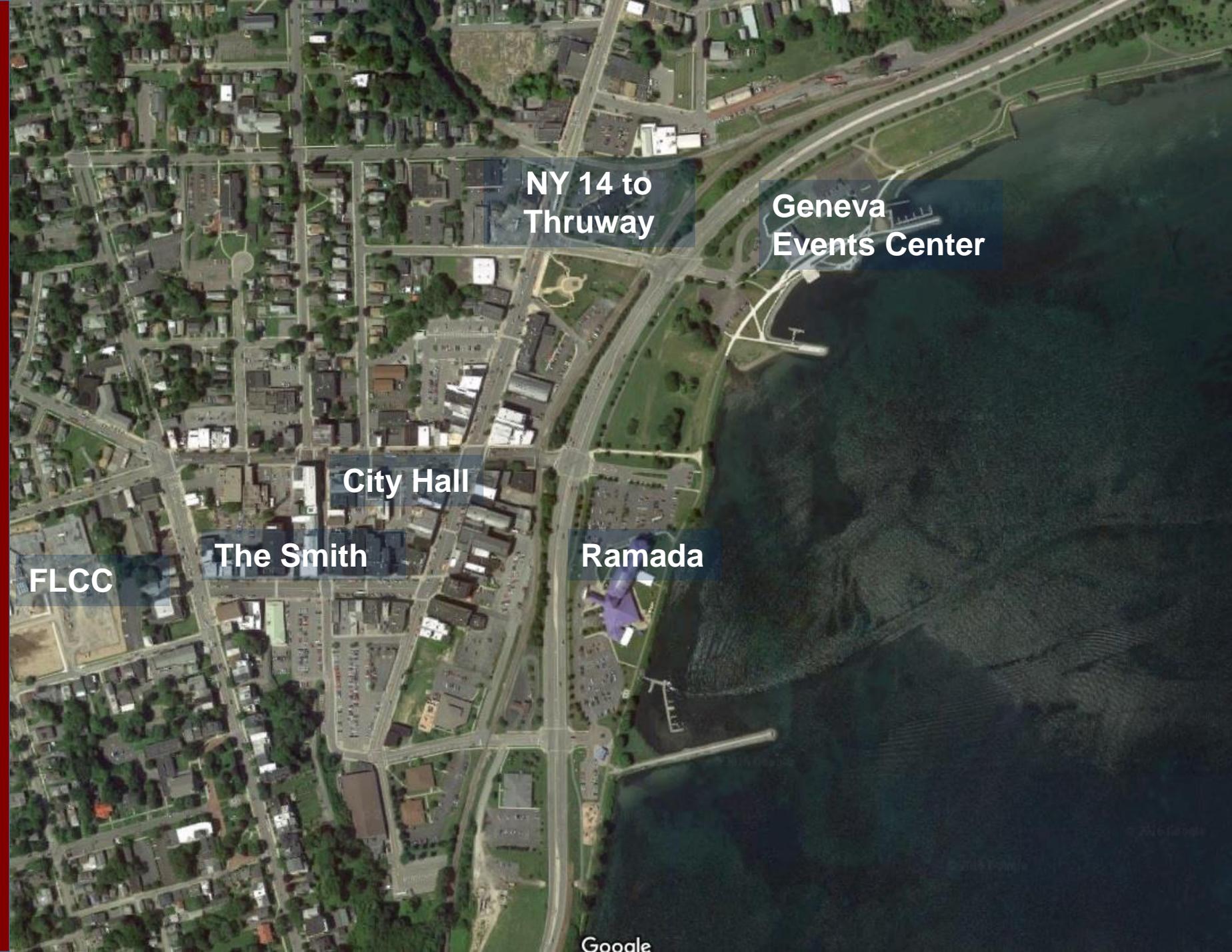
- Creation of an active, desirable downtown with a strong sense of place;
- Attraction of new businesses, high-paying jobs, and skilled workers;
- Arts and cultural attractions;
- A diverse population, supported by housing and employment opportunities;
- An enhanced local property tax base; and
- Amenities to support and enhance downtown living and quality of life.

\$300k
Strategic
Investment
Plans



Building on a Strong Foundation

Conceptual Redevelopment Area



NY 14 to
Thruway

Geneva
Events Center

City Hall

The Smith

Ramada

FLCC

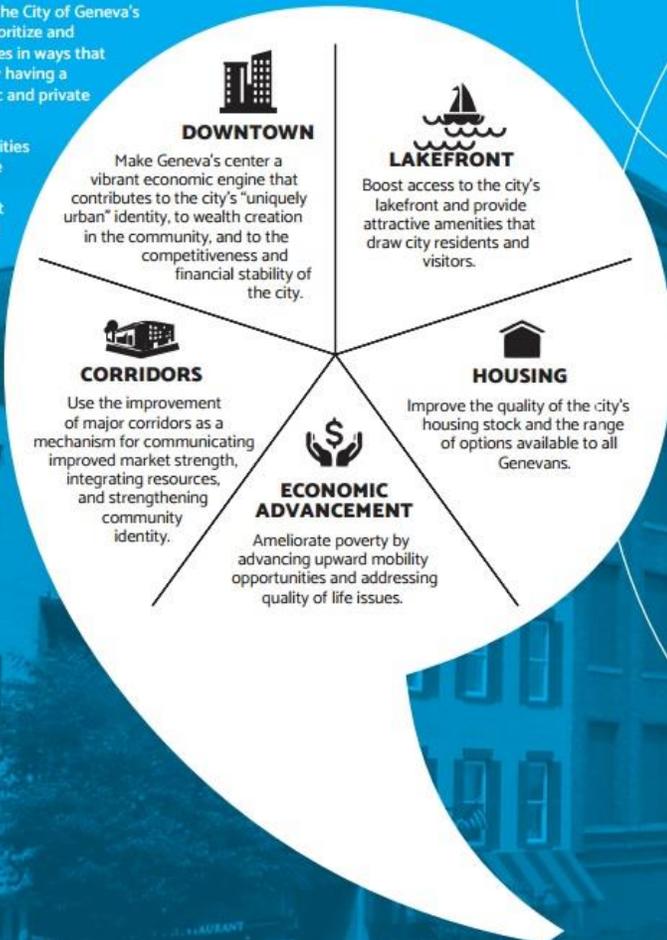
Comprehensive Plan

HOW WE'LL GET THERE

Geneva's Priorities

To make progress toward the City of Geneva's vision, it is necessary to prioritize and focus – to channel resources in ways that are likely to yield results by having a positive influence on public and private investment behaviors.

Five broad, long-term priorities have been identified by the Steering Committee as essential areas of work that require attention if Geneva is to realize its vision.



INITIATIVES

To convert these endeavors into an actionable set of projects, five inter-related initiatives have been structured, each with a set of recommended actions that are aligned with the community's values:

Downtown Critical Mass

Build on the strong revitalization work of recent years by the cultivating the critical mass of quality public space and residential and business activity needed to solidify downtown Geneva as one of the region's most vibrant economic and cultural centers.

Exchange Street and Hamilton Street Gateway Corridors

Improve conditions along the busy gateway corridors of Exchange Street and Hamilton Street to instill greater pride in the adjacent neighborhoods, boost quality of life, and create a more positive experience for residents and visitors.

Great Geneva Amenities

Make the lakefront and other key amenities more present in the life of the city by integrating them into the fabric of adjacent neighborhoods and ensuring high levels of maintenance. Proactively oppose present and future external threats to these amenities.

Castle Street Residential Corridor

Promote reinvestment and community pride by addressing urban design opportunities, connecting assets, and reinforcing Castle Street's strong residential character.



Economic Opportunity Task Force

Address the city's high poverty levels in a more coordinated manner by convening an Economic Opportunity Task Force to explore best practices in aligning poverty services, education, and job training to advance upward mobility and improve residents' quality of life.

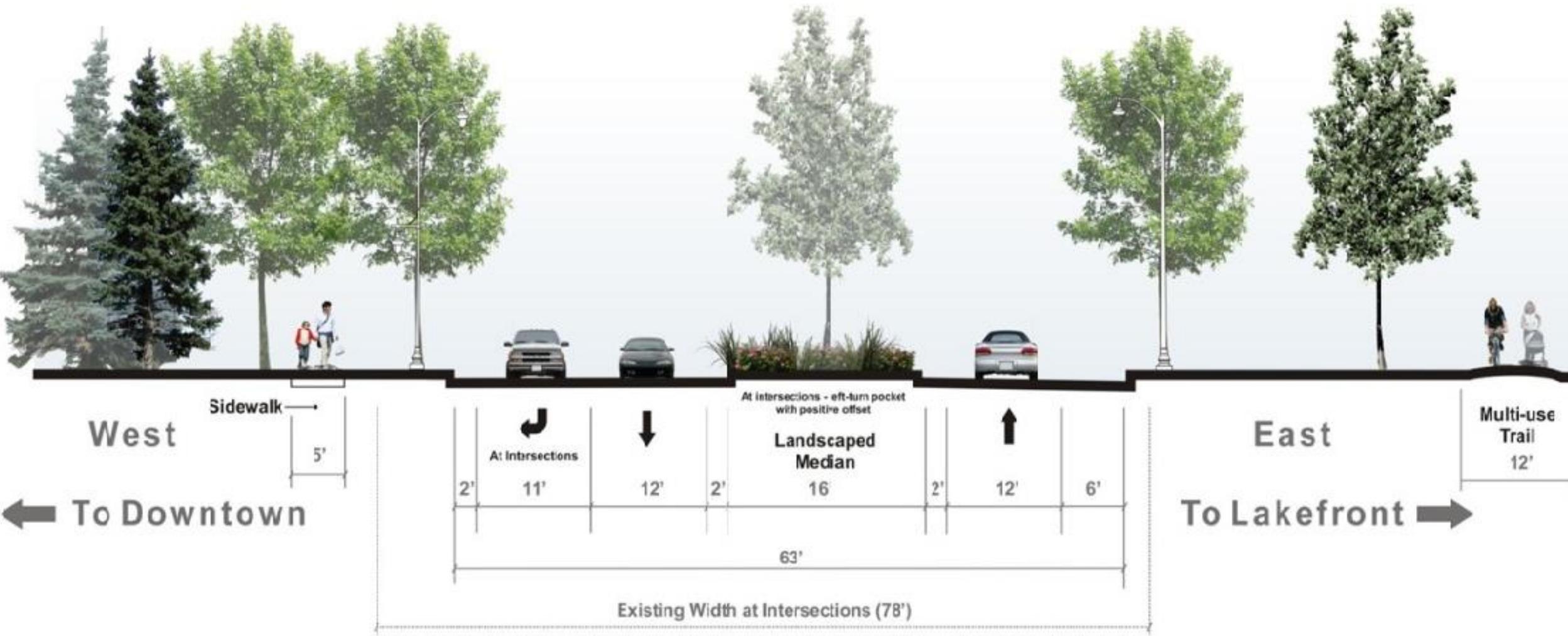
This plan also recommends that Zoning Reform be a policy priority for the city in order to provide the levels of guidance and flexibility that are needed to ensure that future development helps Geneva achieve its vision.

Waterfront Infrastructure Plan



- Phase 1: Shoreline and Pier Improvements at Events Center: Complete
- Phase 2: Ramada/Castle Shoreline Improvements/Boardwalk: To Be Complete—9/30
- Phase 3: Naturalization of Castle Creek/Kayak Launch: To Be Complete—9/30
- Phase 4: Marina: Design Funded/Construction TBD
- Phase 5: Beach: TBD

Connectivity Plan



Connecting Downtown to the Lakefront



Re-envisioning Route 5 & 20

Proposed



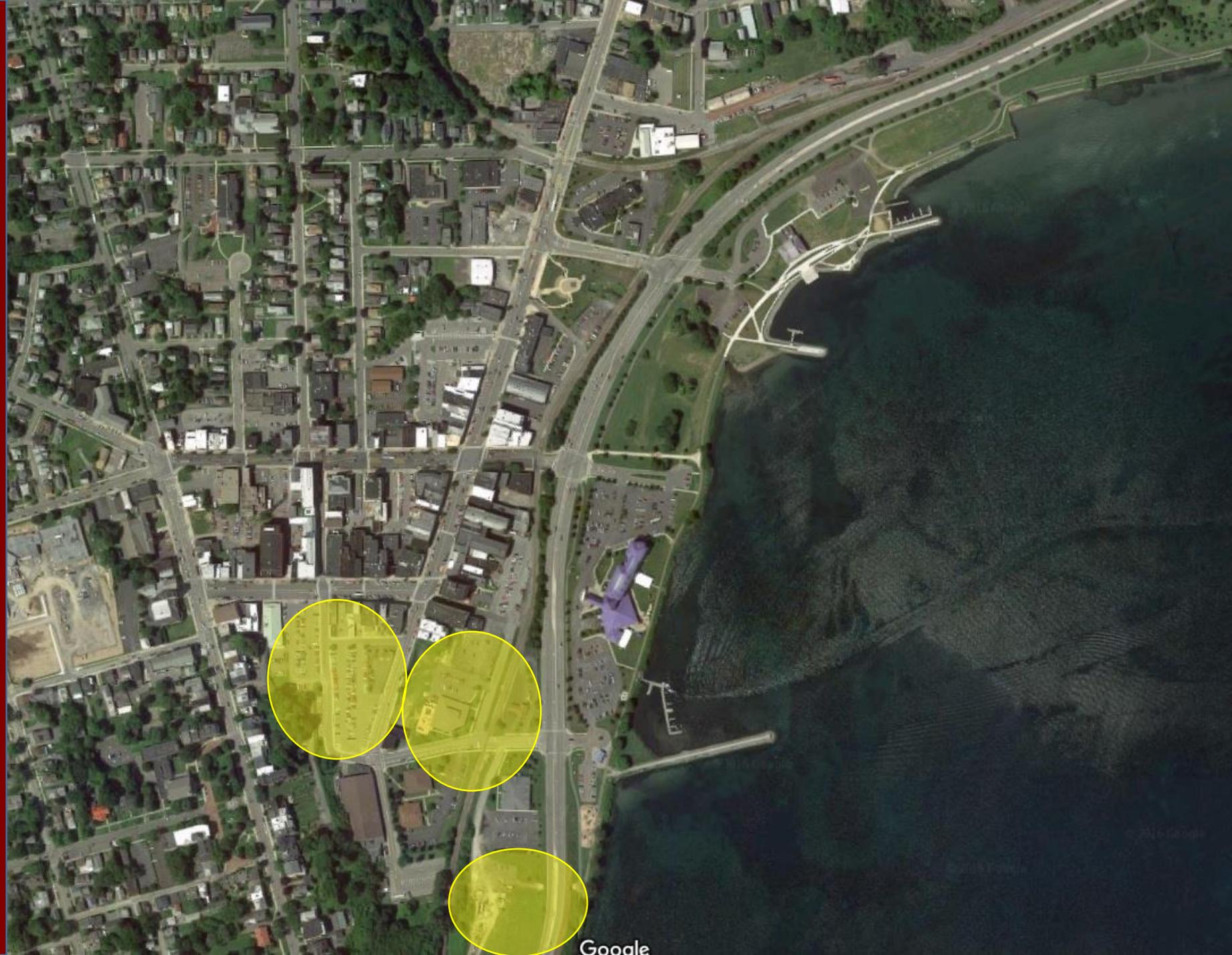
Re-envisioning Route 5 & 20

Proposed

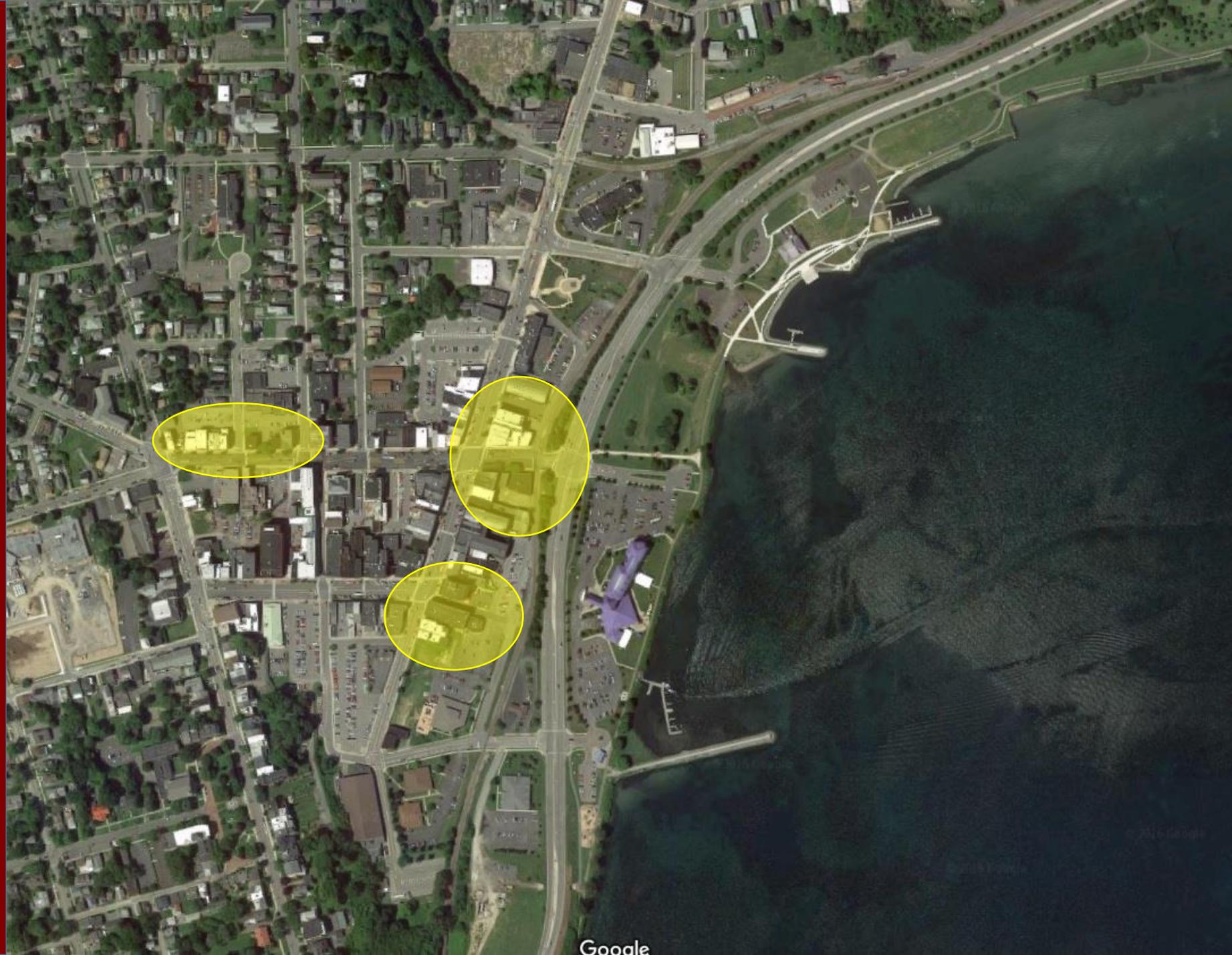


ingalls
planning & design

Infill Opportunities



Adaptive Reuse Opportunities



Key Programmatic Elements

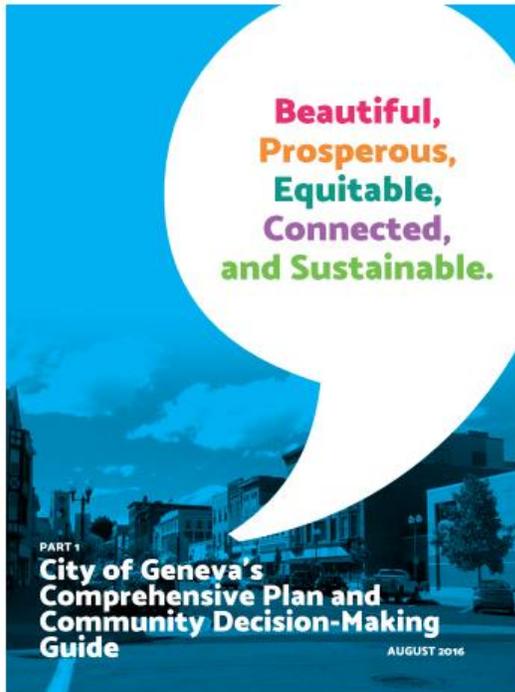
- Poverty Reduction
- Food Desert
- Mixed-Income Housing
- Small Business Development
- Entrepreneurship Development
- Environmental Stewardship
- Educational Institution Connections
- Health Care Connections





The DRI Process

The Planning Process



Name	Phasing and Anticipated Costs (all costs are shown in 2012 dollars)	
Waterfront Amphitheater	Schematic Design	\$20,000
	Final Design	\$30,000
	Construction	\$150,000 to \$200,000
Signature Waterfront Public Gathering Space	Schematic Design	\$20,000
	Final Design	\$100,000
	Construction	\$1,000,000+
Canal Interpretation / Water Feature	Schematic Design	\$25,000
	Final Design	\$50,000+
	Construction	\$700,000
Wetland Interpretation and Nature Trail	Schematic Design	\$20,000
	Final Design	\$30,000
	Construction	\$90,000 to

The Feedback Loop

October 27-28

November 2016

February 2016

Vision & Strategy Workshop



Focus Groups

Local Planning Committee



Revitalization Strategies & Master Plan



Focus Groups

Local Planning Committee

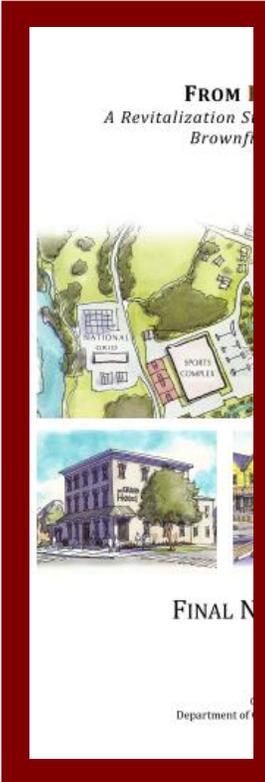


Final Presentation / Open House



Focus Groups

Local Planning Committee



Downtown Profile

Draw on existing framework....

City of Geneva
Waterfront Infrastructure Feasibility Study



June 2012
Prepared by:

PARSONS BRINCKERHOFF

Prepared for:

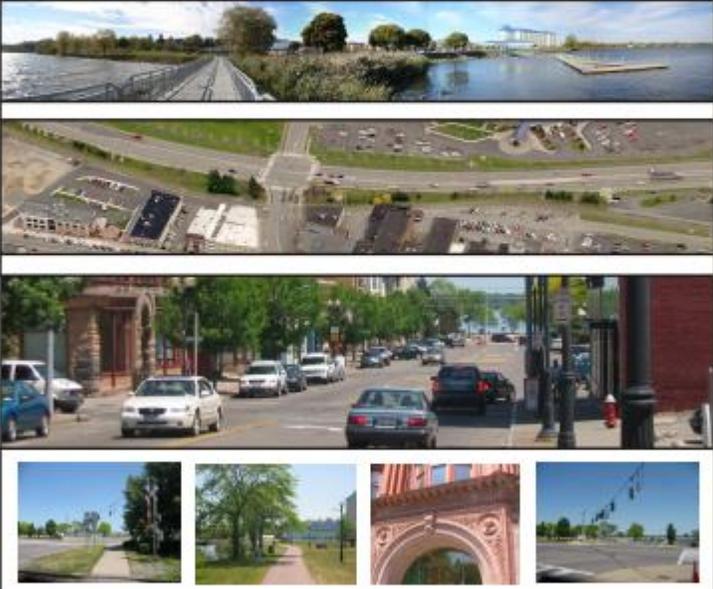


This study was prepared by Parsons Brinckerhoff, Inc. and Trowbridge Wolf Michaels Landscape Architects, LLP for the City of Geneva and the New York State Department of State with funds provided under Title 11 of the Environmental Protection Fund.

Final Report September 2010

City of Geneva

Lakefront / Downtown Connectivity Study



Prepared By:

Ingalls Planning & Design • Fairport, New York 14450
SRF & Associates • Rochester, New York 14623
Steinmetz Planning Group • Hilton, New York 14468



Genesee-Finger Lakes Regional Walkability Improvement Program

Geneva Walkability Action Plan

Winter 2015



Downtown Profile

...and supplement with new data to inform DRI strategies

- **Demographics**
- **Socio-economic and market trends**
- **Real estate characteristics**
- **Employers**
- **Labor shed**
- **Building stock – vacancy, condition, price points**
- **Developable sites**



Vision, Values and Principles

Geneva's Vision, Values and Principles were established through the Comprehensive Planning Process

**Beautiful,
Prosperous,
Equitable,
Connected,
and Sustainable.**

This is the Geneva we want to leave to our children.

With our richly textured history, uncommon lakeshore setting, civic pride, architectural heritage, and cultural diversity, we Genevans feel justifiably lucky. Our small city is a great place to raise a family and to be connected within a community of caring neighbors. We come together for community events, at high school commencements, for coffee downtown, along the lake, at church, in city council sessions, in the stands of our ballfields to cheer, and at the grocery store. We know and care for one another. We love Geneva. Though we are a small community, we are urban. And because we possess a collection of assets few other places in America have, we are unique.

Geneva's Values Infused in the DRI

We are stewards of our special natural setting.

Our “uniquely urban” character and sense of community are at the core of who we are.

Our multi-cultural heritage is a point of pride.

Our arts, architectural and recreational assets are important to us.

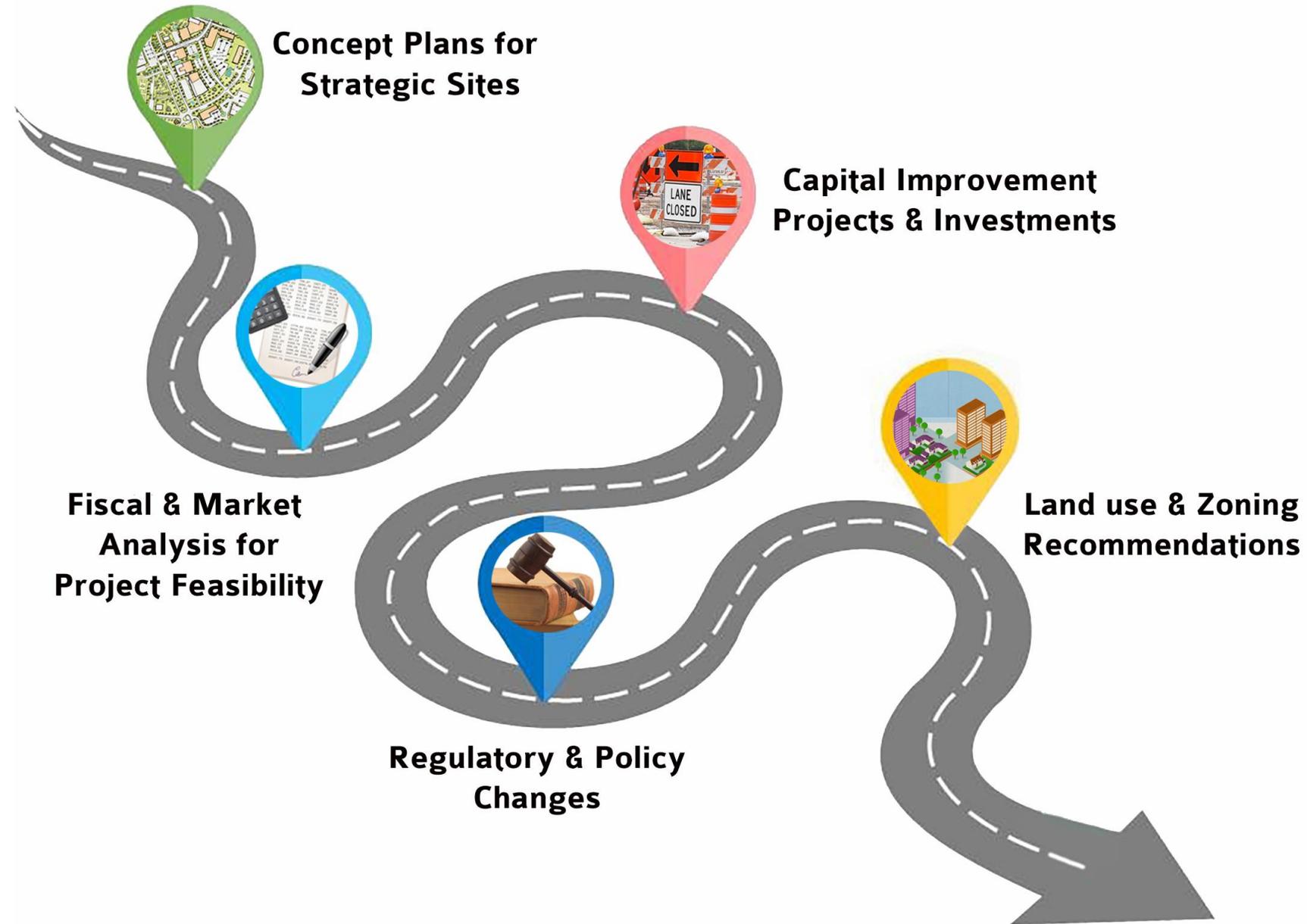
It is important to us that our economy is strong.

The DRI will build on the foundation established in the Comprehensive Plan

The DRI will identify and advance specific projects that leverage assets and support the Vision and Values of Geneva...



...establishing a clear
roadmap to continued
revitalization



Outcomes

- **Master Plan with Site Specific Strategies**
- **3D Visualization**
- **Action Plan**
- **Marketing Strategy and Collateral**
- **Funding Strategy**



Collateral

Country Site



POTENTIAL DEVELOPMENT INCENTIVES

- Brownfield Redevelopment Tax Credit
- Remediated Brownfield Credit for Real Property Taxes
- Environmental Remediation Insurance Credit
- Niagara County Brownfields Cleanup Revolving Loan Fund
- Niagara County Brownfield Program technical assistance
- Possible sales tax relief (IDTA)
- Possible utility rate relief

SITE ADVANTAGES

- Urban location
- Falls Road Railroad located immediately adjacent
- Close proximity to US/Canada border (within 2 blocks of downtown)
- Arts District, the East Side
- Access to over 1.5 million people

CONTACT INFORMATION

Chuck Bell, Director
Department of Community Development

The Outer Banks® OF NORTH CAROLINA

outerbanks.org



NEW JENNETTE'S PIER NOW OPEN!
On average, a total of 115 anglers have tried their luck on Jennette's Pier each day since it opened in late May. Be sure to check out the daily fishing report to see what's biting. Additional information posted may include mention of the tides, wind direction, wave size, water clarity and temperature.



CULINARY TOURS AND EVENTS
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras cursus ante eget mauris facilis mattis.



BEGINNING OF FLIGHT
Donec congue sollicitudin ligula quis aliquam. Etiam lobortis convallis augue, et adipiscing ipsum ullamcorper ac. Sed leo leo, tincidunt ut euismod in, congue augue nisi. Cras malesuada tempus quam sit amet vehicula.



GROUP FRIENDLY RESTAURANTS
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras malesuada tempus quam sit amet vehicula. Donec congue sollicitudin ligula quam.



THINGS TO SEE
Vestibulum sagittis justo ante, id tincidunt dui. Vivamus et diam et turpis lobortis elementum in vel risus. Etiam sodales porta mi sit amet tincidunt. Pellentesque vestibulum sagittis justo ante, id tincidunt dui. Vivamus et diam et turpis lobortis elementum in vel risus. Etiam sodales porta mi sit amet tincidunt. Pellentesque vitae lacus in enim Vestibulum



FREE FERRY RIDES
porta mi sit amet tincidunt. Pellentesque vitae lacus in enim Vestibulum



LIGHTHOUSES
Vestibulum sagittis justo ante, id tincidunt dui. Vivamus et diam et turpis lobortis elementum in vel risus. Etiam sodales porta mi sit amet tincidunt. Pellentesque vitae lacus in enim Vestibulum

PLACES TO STAY
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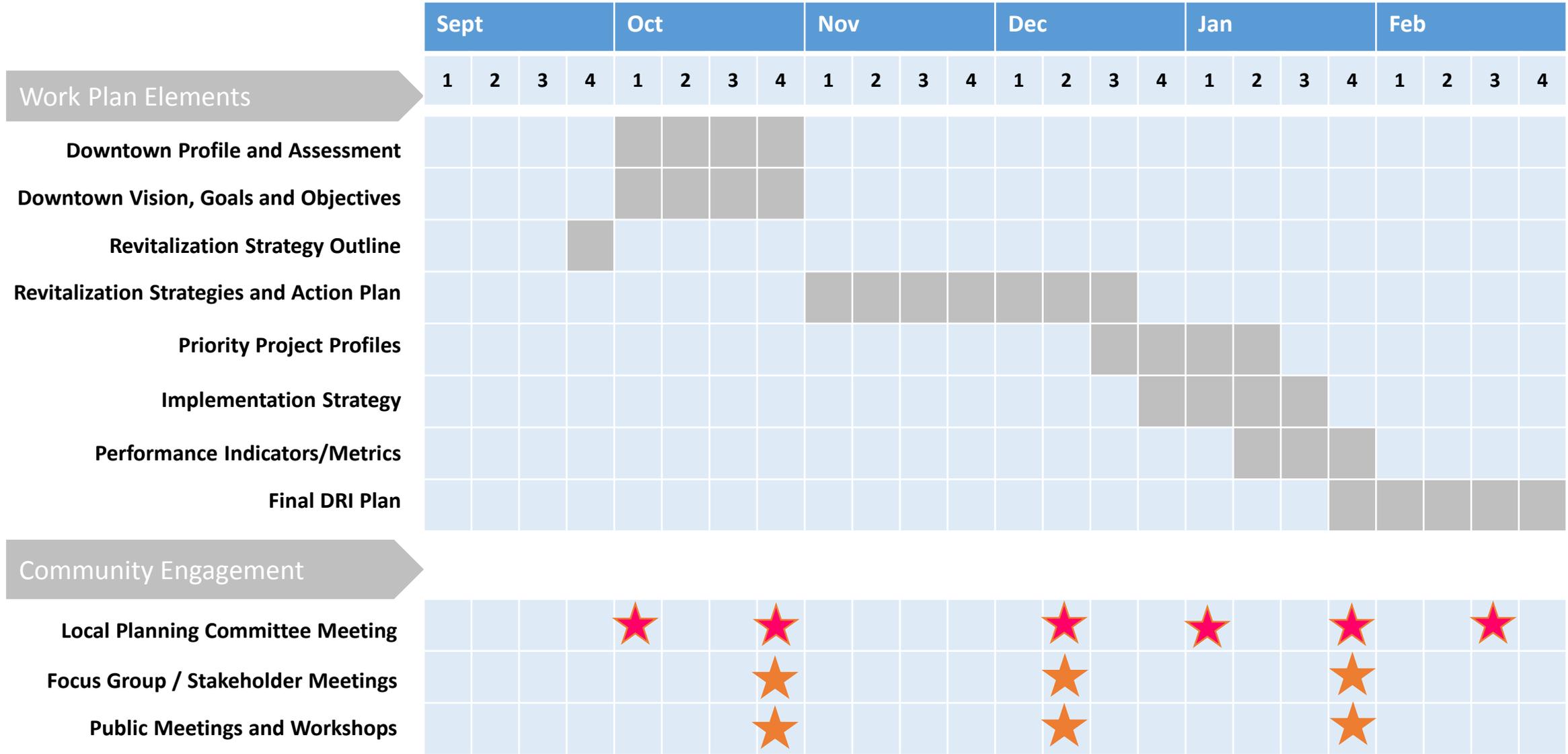
THINGS TO DO
Vestibulum sagittis justo ante, id tincidunt dui. Vivamus et diam et turpis lobortis elementum in vel risus. Etiam sodales porta mi sit amet tincidunt. Pellentesque vitae lacus in enim Vestibulum

Work Completed to Date

- **Site Visit and Tour**
- **Base Mapping**
- **Review of Past Plans**
- **Traffic Data Collection**
- **Parking Data Collection**
- **3D Base Model**



Timeline



A grayscale photograph of a park. In the foreground, there is a large, leafy tree on the left and a smaller tree on the right. A stream flows through the middle ground, with a small bridge crossing it. In the background, there is a larger bridge and more trees. The text "Group Exercise" is overlaid in the center in a bold, dark red font.

Group Exercise

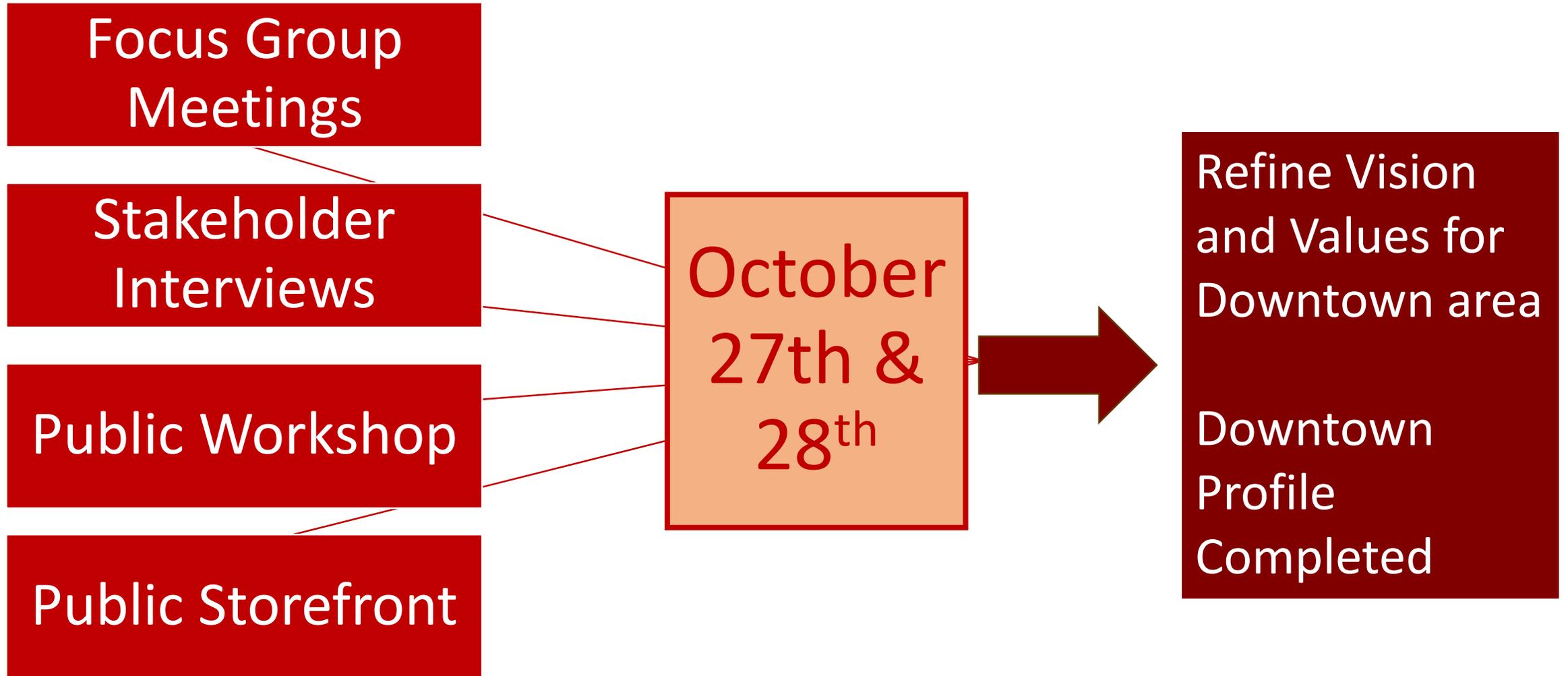
Assets and Opportunities

What are Geneva's biggest assets?

What is a challenge facing the downtown?

What projects do you think would have the greatest influence on Geneva?

Next Steps





Thank You