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

Bergmann
architects // engineers // planners

Camoin
associates
ECONOMIC DEVELOPMENT

SA+A
DEVELOPMENT

AllieWay
MARKETING, INC.

Shumaker
Consulting Engineering & Land Surveying, P.C.
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?
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

- Ramada
- The Smith
- FLCC
- NY 14 to Thruway
- City Hall
- Geneva Events Center
- Ramada
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 on the areas that will yield results by having a positive influence on public and private investment behaviors. Four 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.

**Onward**

- **Downtown**
  - Make Geneva’s center a vibrant economic engine that contributes to the city’s "unique urban identity," to wealth creation in the community, and to the competitiveness and financial stability of the city.

- **Lakefront**
  - Boost access to the city’s lakefront and provide attractive amenities that draw city residents and visitors.

- **Corridors**
  - Use the improvement of major corridors as a mechanism for communicating improved market strength, integrating resources, and strengthening community identity.

- **Economic Advancement**
  - Ameliorate poverty by advancing upward mobility opportunities and addressing quality of life issues.

- **Housing**
  - Improve the quality of the city’s housing stock and the range of options available to all Geneva residents.

**Initiatives**

- **Downtown Critical Mass**
  - Build on the strong revitalization work of recent years by buttressing 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 pleasant in the life of the city by integrating them into the fabric of adjacent neighborhoods and ensuring high levels of maintenance.

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

- **Castle Street Residential Corridor**
  - Promote reinvestment and community pride by addressing urban design opportunities; connecting assets, and reinforcing Castle Street’s strong residential character.

This plan also recommends that joining Reform be a policy priority for the city in order to provide the levels of resilience and flexibility that are needed to ensure that future development helps Geneva achieve its vision.
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
Connecting Downtown to the Lakefront
Re-envisioning Route 5 & 20

Proposed
Re-envisioning Route 5 & 20

Proposed
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

1. Visioning
2. Where We Are
3. Priority Projects
4. Action Strategy
5. Leverage & Build

<table>
<thead>
<tr>
<th>Name</th>
<th>Phasing and Anticipated Costs (all costs are shown in 2012 dollars)</th>
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<tbody>
<tr>
<td>Waterfront Amphitheater</td>
<td>Schematic Design $30,000, Final Design $30,000, Construction $100,000 to $200,000</td>
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<td>Signature Waterfront Public Gathering Space</td>
<td>Schematic Design $50,000, Final Design $100,000, Construction $1,000,000+</td>
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<td>Canal Interpretation / Water Feature</td>
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<td>Wetland Interpretation and Nature Trail</td>
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The Feedback Loop

October 27-28

Vision & Strategy Workshop

Focus Groups
Local Planning Committee

November 2016

Revitalization Strategies & Master Plan

Focus Groups
Local Planning Committee

February 2016

Final Presentation / Open House

Focus Groups
Local Planning Committee
Downtown Profile

Draw on existing framework....
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
Work Completed to Date

• Site Visit and Tour
• Base Mapping
• Review of Past Plans
• Traffic Data Collection
• Parking Data Collection
• 3D Base Model
## Community Engagement

### Work Plan Elements

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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

Focus Group Meetings

Stakeholder Interviews

Public Workshop

Public Storefront

Refine Vision and Values for Downtown area

Downtown Profile Completed
Thank You