



City of Geneva **Downtown Revitalization** **Initiative**

AGENDA

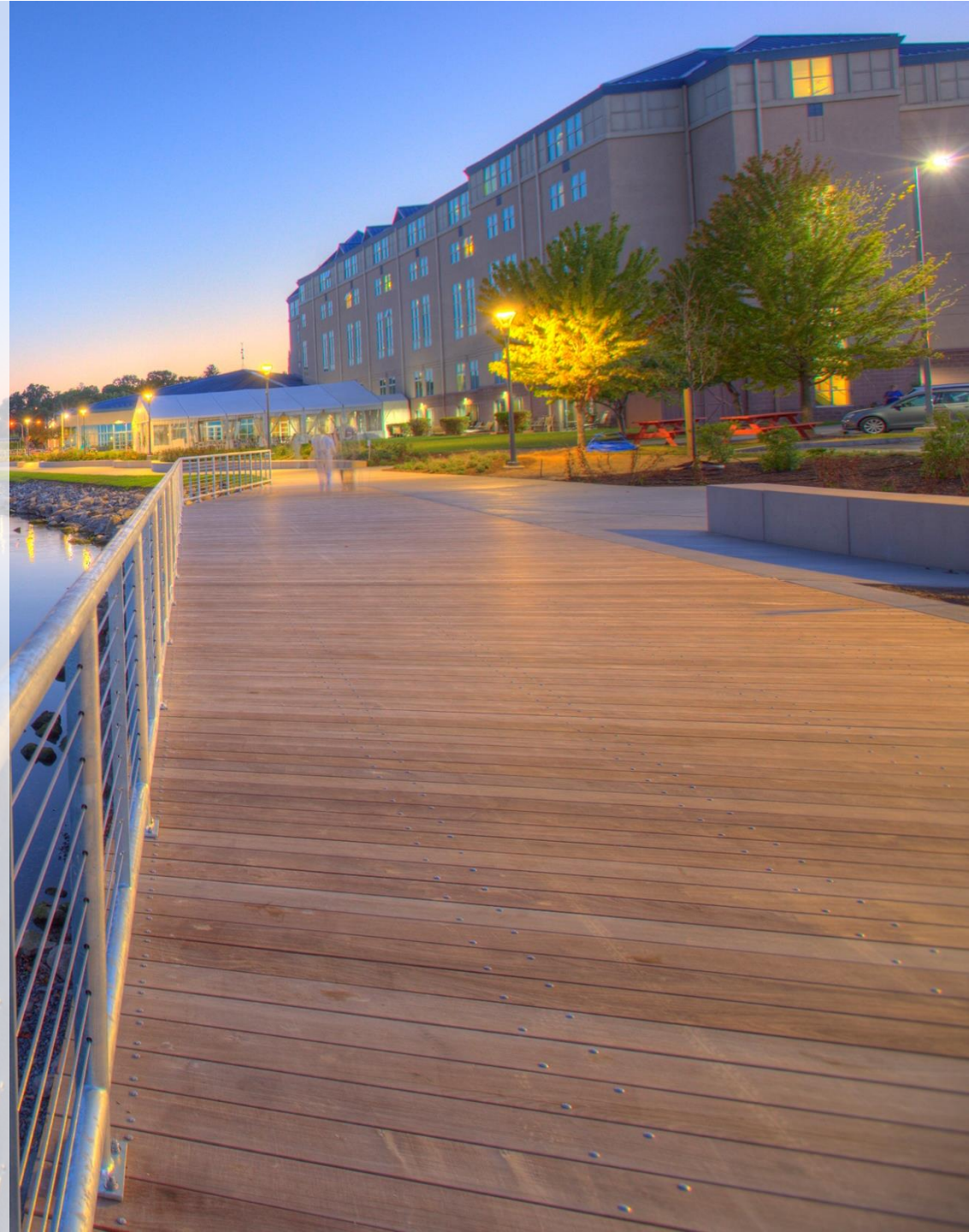
Welcome & Introductions

The last two days....

- Storefront
- Focus Groups
- Stakeholder Meetings
- Public Workshop

What we have heard

- Public Realm
- Economic Opportunity
- Community Development
- Arts & Culture
- Connectivity/Transportation
- Vision



Public Outreach



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

...y Area

DOWNTOWN REVITALIZATION INITIATIVE

The Charrette

	Raus	Baptiste	Aaron	Reeves	Christianson	N'dolo	Franzi	Neiman	Franklin	Balling	Johns
9:00 – 10:00	Kick-Off Meeting with City and Project Team Storefront (425 Exchange Street)										
10:00 – 10:30	Meeting preparations										
10:30-11:00		<i>20 East Castle Street</i> <i>Brewery</i> <i>about</i> <i>from Linn & Ross</i>		Tour: 1 Franklin Square, Mary Varvayanis	Tour: 1 Franklin Square, Mary Varvayanis	Mike Manikowski, Director Ontario County Ec Dev Storefront	Raphael Diaz, Restaurant Owner & Latino Fest. Organizer <u>Storefront</u>	Tour: 1 Franklin Square, Mary Varvayanis	Mike Manikowski, Director Ontario County Ec Dev Storefront	Raphael Diaz, Restaurant Owner & Latino Fest. Organizer Storefront	Focus Group: Civic Amenities and Greenspace City Hall, 2 nd Floor
11-11:30	John Johnson - Director of Tech Farm (Food & Craft Beverage Innovation District conversation) @ 500 Technology Farm Drive	Focus Group: Arts and Culture City Hall, 2 nd Floor	Storefront 425 Exchange Street	Tour: 20 East Castle Street, Wendy Marsh	Tour: 20 East Castle Street, Wendy Marsh	Bernie Lynch - Lynch Furniture owner 485 Exchange St.	John Johnson - Director of Tech Farm (Food & Craft Beverage Innovation District conversation) @ 500 Technology Farm Drive	Tour: 20 East Castle Street, Wendy Marsh		John Johnson - Director of Tech Farm (Food & Craft Beverage Innovation District conversation) @ 500 Technology Farm Drive	
11:30-12				Tour: 459 Exchange Street, Dave Bunnell	Tour: 459 Exchange Street, Dave Bunnell	Donna Yudin - Ramada General Manager (Tourism) Ramada		Tour: 459 Exchange Street, Dave Bunnell			
12:00 – 1:00	LUNCH										
1:00 – 1:30	Focus Group: Connectivity City Hall, 2 nd Floor	Wendy Marsh - adaptive reuse developer @ storefront	Focus Group: Connectivity City Hall, 2 nd Floor	Tour: 30 Linden St.: Neil Sjoblom & Greg Lavin	Tour: 30 Linden St.: Neil Sjoblom & Greg Lavin	Focus Group: Finance City Hall, 2 nd Floor	Bob Schick - CEO of Lyons National Bank @ the Bank 399 Exchange St. (also on LPC)	Wendy Marsh - adaptive reuse developer @ storefront	Focus Group: Finance City Hall, 2 nd Floor		Focus Group: Connectivity City Hall, 2 nd Floor
1:30 – 2:00		Storefront 425 Exchange Street		Tour: Family Dollar and adjacent properties with Sage - meet at storefront	Tour: Family Dollar and adjacent properties with Sage - meet at storefront		Amanda Airth – BID Storefront	Neal Braman - City Dir. of Development Services (code enforcement) @ storefront			
2:00 – 2:30		Rhonda Everdyke, Resident Parking Storefront		Chris Lavin - Director of the Boys & Girls Club @ storefront			James Emery Elkin, business owner - Microclimate Wine Bar 38 Linden Street			James Emery Elkin, business owner - Microclimate Wine Bar 38 Linden Street	
2:30 – 3:00	Janelle Drach, Director of Recreation Programming,	Focus Group: Economic Opportunity	Storefront			Focus Group: Private Investment	Focus Group: Economic Opportunity	Focus Group: Private Investment			Unavailable

Storefront



Focus Group Sessions

- Civic Amenities & Greenspace
- Arts and Culture
- Connectivity
- Finance
- Public Investment
- Economic Opportunity



20+ Stakeholders

Building Tours

9 Buildings



Public Workshop



AGENDA

Welcome and Introductions

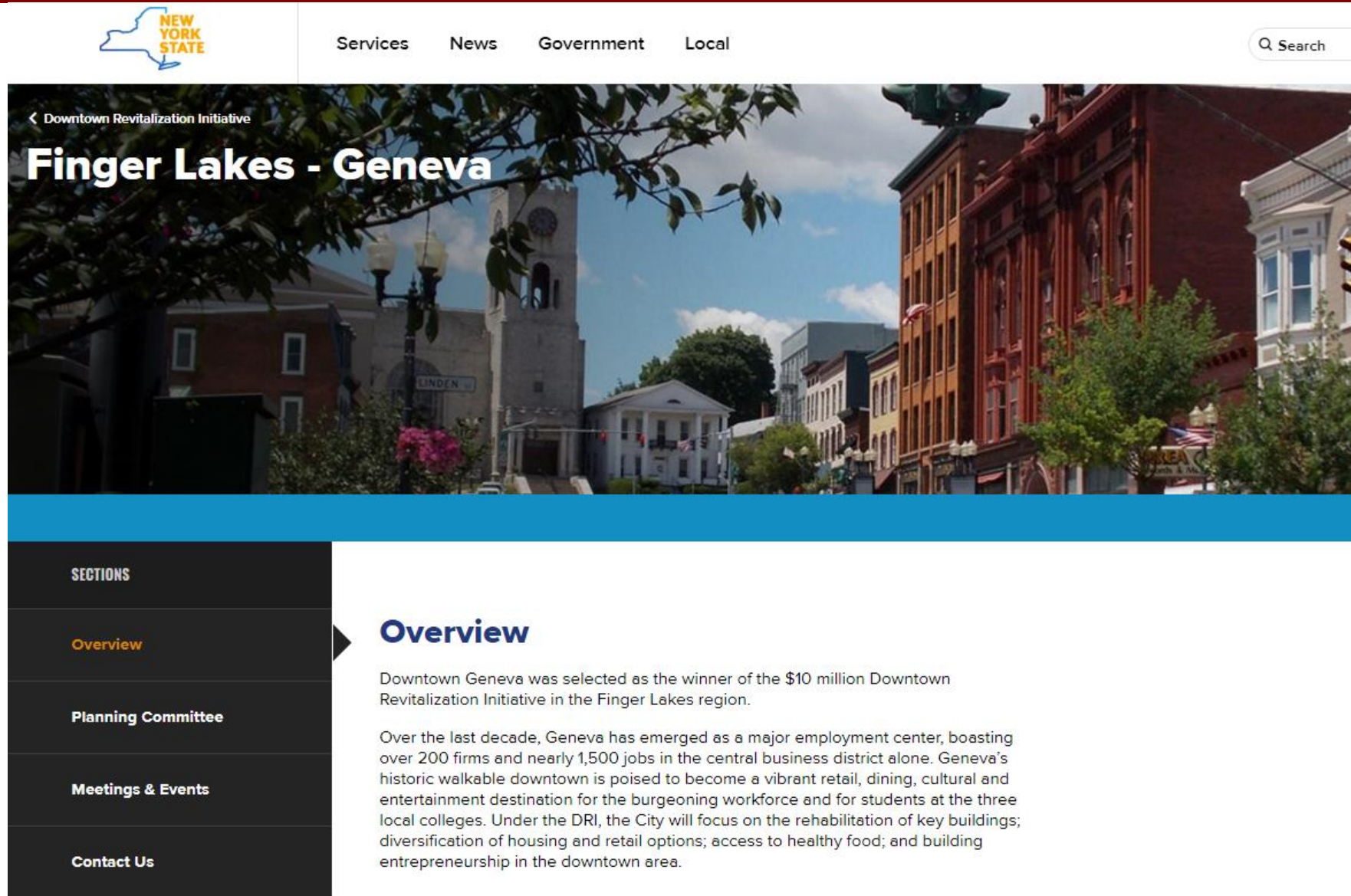
What is the Downtown
Revitalization Initiative?

The DRI in Geneva

Building on a Strong Foundation

Small Group Discussion

Website: <https://www.ny.gov/downtown-revitalization-initiative/finger-lakes-geneva>



Review and Discussion



Public Realm - Opportunities

- Bicentennial Park
- Downtown amenities – benches, restrooms, landscape, electric
- Tunnel parking and accessibility
- Trail system
- Bradford/Franklin “rear facades”
- Parking – lots, access, regulations
- Library
- 5-point intersection
- Family amenities – parks, playgrounds
- Lakefront Park and formal space for events / parking
- Land use standards / signage

Economic Development - Opportunities

- Façade improvements
- Infill development
- Empty storefronts
- Food trucks
- Dove Block
- Commitment to invest in buildings
- Easy to navigate process for developers
- More day-to-day services downtown

Economic Development - Opportunities



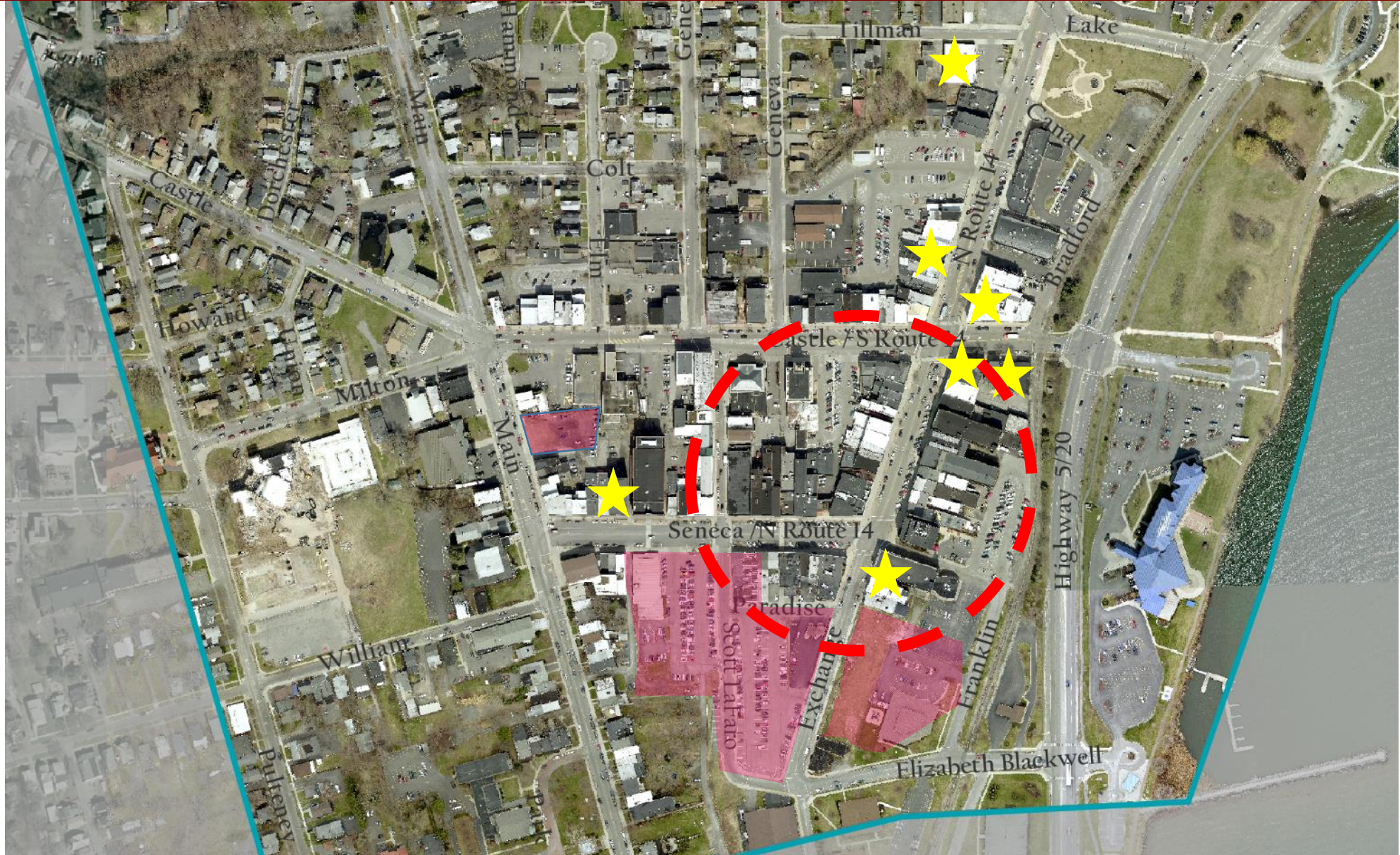
Adaptive
Reuse



Targeted
Rehab



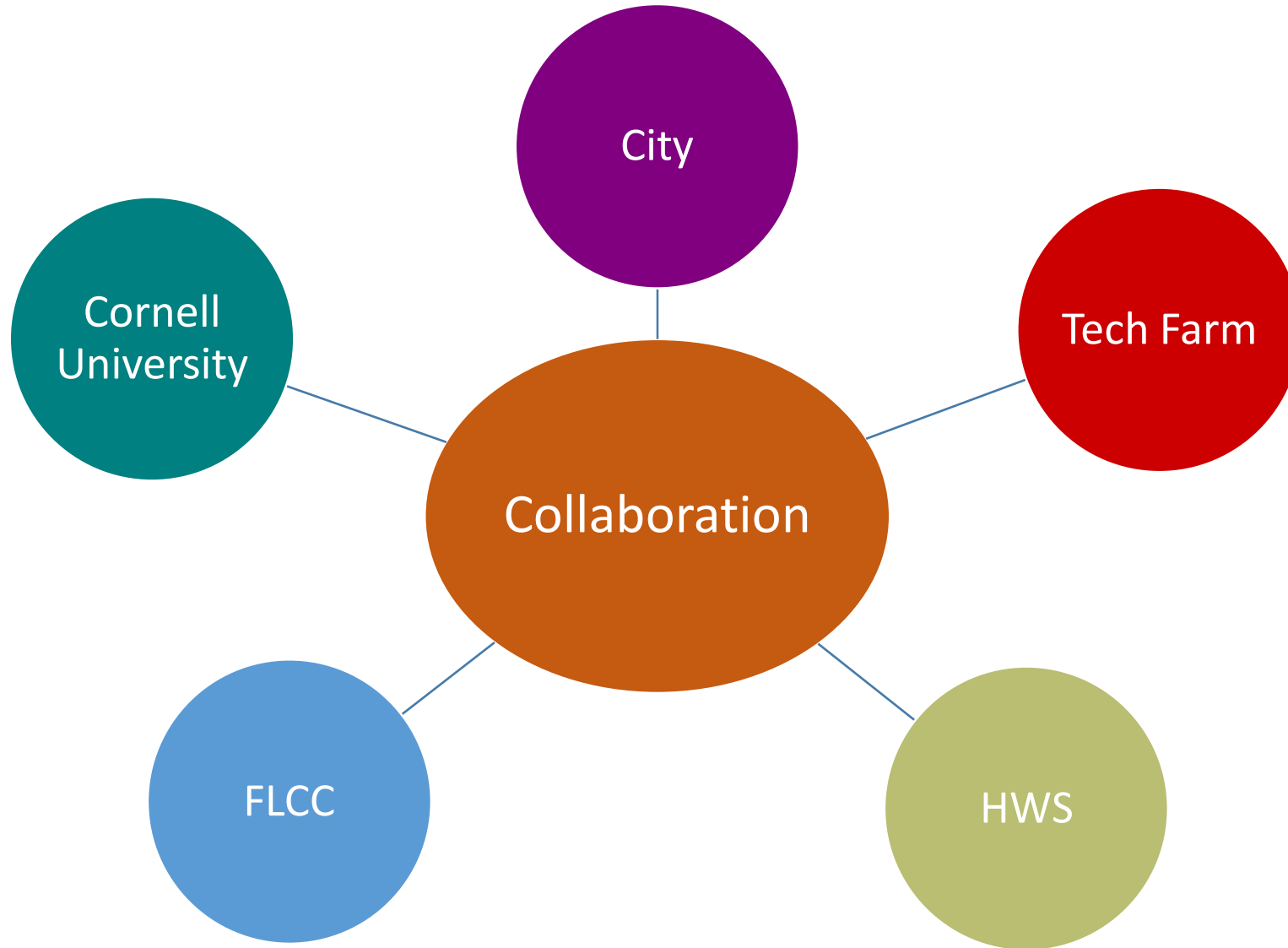
Infill / New
Develop



Community Development - Opportunities

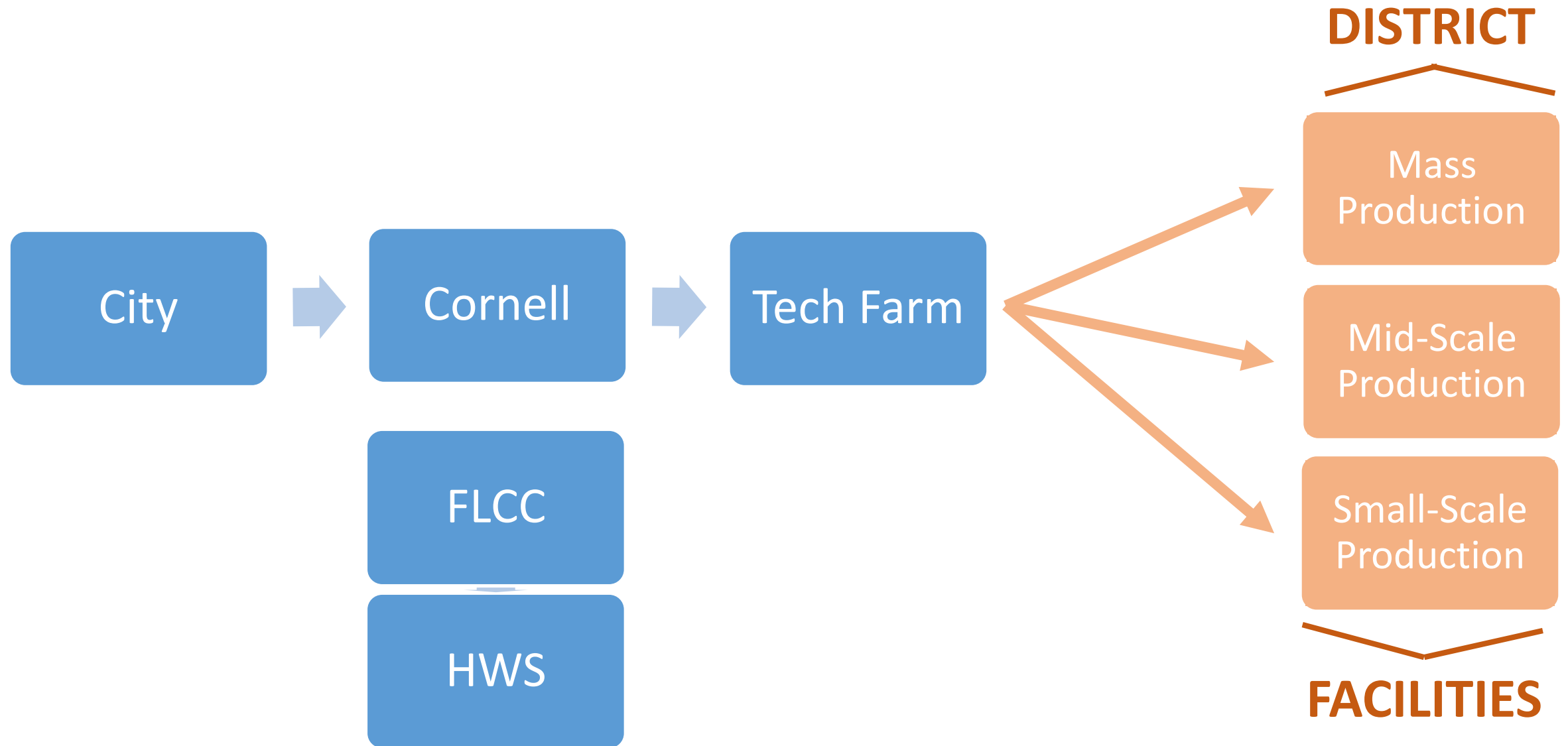
- Food Co-Op / Grocery / Food Access / Foodlink
- Year-round Farmers Market
- Housing availability at varying price points (mid-level)
- Low end housing in need of upgrades
- Senior housing
- FLCC partnerships
- School district collaboration
- Programming for young children
- Public transportation
- Safety - Perception

Food and Beverage Innovation District - Opportunities



= District

Food and Beverage Innovation District - Opportunities



Arts and Culture - Opportunities

- Smith Opera House
- Public Art
- Space for local artisans / studios

Connectivity - Opportunities

- 5&20 - how do people get across
- Connect pass through traffic into downtown
- City to neighborhoods (North Street)
- Wayfinding
- Walkability
- Connect people to parking
- Safe bike and pedestrian connections
- Tunnel conditions and accessibility
- Connecting to food
- Broadband (digital connectivity)
- Public transportation

Connectivity - Opportunities

Complete Street Design and Construction – Castle, Exchange, Main and Seneca



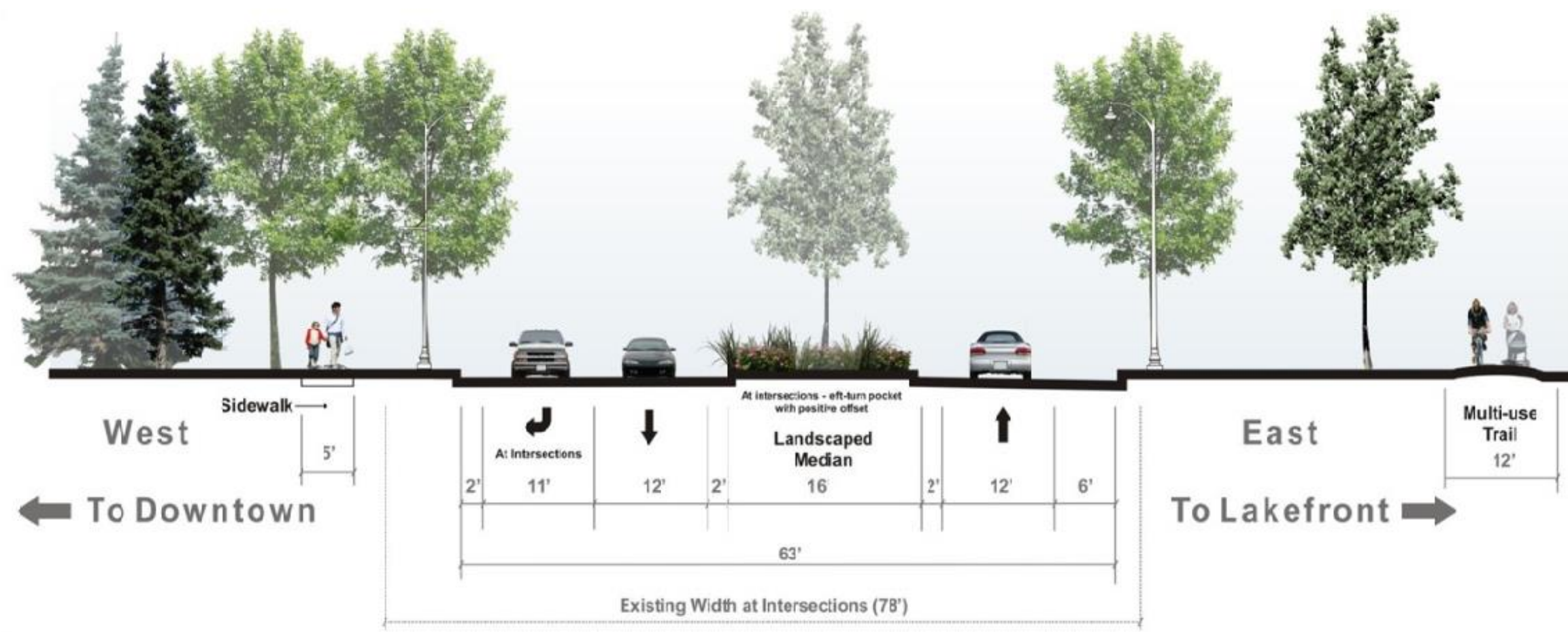
Connectivity - Opportunities

Gateways



Connectivity - Solutions

5 & 20 as a downtown parkway with enhancements



Applying the Vision

Key Themes

- Historic (adaptive reuse)
- Tourism
- Small business
- Events
- Beautiful (public spaces)
- Inclusive
- Walkable
- Vibrant

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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.



Next Steps

Next Steps

Identification of projects by Project Team

Week of Nov 29th – Project Prioritization

- LPC Meeting #3
- Public Workshop #2
- Focus Group Meetings
- Storefront
- Stakeholder Meetings