

CITY OF GENEVA

DOWNTOWN REVITALIZATION INITIATIVE

LOCAL PLANNING COMMITTEE MEETING II



Friday, October 28, 2016
11:00 PM – 2:30 PM

Agenda

- I. Welcome and Introductions
- II. Re-Cap of Public Engagement Activities
 - Storefront
 - Focus Groups
 - Stakeholder Meetings
 - Public Workshop
- III. Review Key Themes/Projects and Discussion
 - Public Realm
 - Economic Opportunity
 - Community Development
 - Art & Culture
 - Connectivity/Transportation
 - Vision
- IV. Next Steps



CITY OF GENEVA

DOWNTOWN REVITALIZATION INITIATIVE

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Meeting Notes

Presentation:

Refer to attached PowerPoint Presentation.

Welcome and Introductions

Andy Raus (Bergmann Associates) welcomed the Local Planning Committee (LPC) and introduced the project team. He reviewed the 2-day charrette schedule and discussed the various engagement activities that took place, including; the project storefront, 6 focus group sessions, approximately 20 stakeholder meetings, 9 building tours, and a public workshop.

Review and Discussion

Andy reviewed the 6 themes around which the public engagement activated were organized around. He shared the summary of feedback and requested additional insight from the LPC members. Refer to the attached PowerPoint for further detail.

Public Realm – Opportunities

In addition to the information presented, the LPC discussed the following:

- Tunnel is an important connection
- The Tunnel is perceived as being separate from downtown
- The southern tip of trail
- Parking needs better signage and lighting to increase its visibility
- Upgrade the trail system to be multi-modal
- Analyze the 5-point intersection and the existing pedestrian issues
- The impacts of implementing a roundabout in the 5-point intersection

Economic Development – Opportunities

The LPC discussed the importance of the following:

- Desire to encourage food trucks to activate the downtown
- Activate “dead spaces”, especially on Sundays
- The downtown area is having a chicken and egg issue
- Youth center in U.U building
- Supported the building tours in the:
 - Dove Block

CITY OF GENEVA

DOWNTOWN REVITALIZATION INITIATIVE

LOCAL PLANNING COMMITTEE MEETING II



- East Castle Block (Lake Connection)
- Façade improvements on buildings located in the downtown area
 - Can you allocate money for improvements over time?

Community Development – Opportunities

The LPC discussed the importance of the following:

- Rebranding farmers market to public market
- Ensure that RTS is included in the DRI discussion, could RTS and Wegmans collaborate on creating special routes
- Included teen activities downtown
- Bolster the School District’s achievements to attract more families

Food and Beverage Innovation District – Opportunities

The LPC discussed the importance of the following:

- The innovation district should not just be for “new” businesses
- Ensure that Ontario County and the School District are included in conversations about the District
- The innovation district will allow for a strong workforce development in the food service industry
- The innovation district should not be a ridged linear process but more of a space where “collisions happen”

Connectivity – Opportunities

Andy continued the presentation by identifying key streets (Castle, Exchange, Main and Seneca) the consultant teams heard are in need of a complete streets redesign. Andy showed on a map the gateways that the public had identified as being important for the city. The LPC identified the following gaps that were not identified during the public workshop charrette:

- The Latino population is growing, measures for bi-lingual translations and signage may be necessary
- Economics contribute to “connectivity” into the downtown

CITY OF GENEVA

DOWNTOWN REVITALIZATION INITIATIVE

LOCAL PLANNING COMMITTEE MEETING II



Applying the Vision

Matt Horn clarified that the existing vision statement created during the Comprehensive Planning process will be used as the structure for the DRI's vision statement. The LPC identified the following words that could be represented in the vision statement that were not identified during the public workshop charrette:

- Welcoming
- Friendly
- Inclusive

Next Steps

Andy identified the next steps is having the project team take all of the information from the 2-day charrette event and begin to identify the key projects for the DRI. He also announced that the next meeting will be to prioritize the projects.