



## 2019 DRI Application

Applications for the Downtown Revitalization Initiative (DRI) must be received by the appropriate Regional Economic Development Council (REDC) by **4:00 PM on May 31, 2019** at the email address provided at the end of this application.

In **New York City**, the Borough Presidents' offices will be the official applicants to the REDC and organizations interested in proposing an area for DRI funding should contact the respective Borough President's office as soon as possible. Based on these proposals, each Borough President's office will develop and submit no more than two formal applications for consideration by the New York City REDC. Applications to the offices of the Borough President must be received by email no later than **4:00 PM on May 10, 2019**. The subject heading on the email must be "Downtown Revitalization Round 4."

Applicant responses for each section should be as complete and succinct as possible. Additional information is available in the 2019 DRI Guidebook, available at [www.ny.gov/DRI](http://www.ny.gov/DRI).

Applicants in the **Mid-Hudson region** must limit their application to a total of 15 pages, and no attachments will be accepted. The map of the DRI Area requested in question number 1 must be part of the 15-page limit.

Applicants should make every effort to engage the community in the development of the application. Prior to submission, applicants must have held a minimum of one meeting or event to solicit public input on the community vision and potential projects and should demonstrate that any input received was considered in the final application.

### **BASIC INFORMATION**

- REDC Region: [Finger Lakes](#)
- Municipality Name: [Village of Dansville](#)
- Downtown Name: [Downtown Dansville](#)
- County Name: [Livingston County](#)
- Applicant Contact(s) Name and Title:  
[William Bacon, Director, Livingston County Economic Development](#)
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### **VISION FOR DOWNTOWN**

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

The Dansville DRI aims to enhance the Village's downtown by spurring various quality of life initiatives that balance the affordability, availability and accessibility desired by residents who seek less stress from



their daily living. Through the strategies and projects outlined in this application and over the past 16 years, we continue to create a resurgence of the downtown area. These planned, transformational projects will develop housing for all ages; attract new employment opportunities; create destinations; and increase accessibility and convenience. In combination with the incremental growth from prior years, this vision intends to rebuild a community positioned for the future.

## **JUSTIFICATION**

Provide an overview of the downtown area nominated for the DRI program, 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.

The Village of Dansville sits between the southern hills of the Genesee Valley on the South end of Livingston County. It's here where you will find a rural community with a vibrant downtown that uses its history to tell a story of resilience and resurgence. It's a place where neighbors remain steadfastly proud of their neighborhoods and supportive of their businesses. It's the sound of parades and playgrounds. It's the difference between traffic and tranquility. It's lifelong memories. It's all that... only more.

This is the second DRI entry for the Village of Dansville after having not been selected in 2018. Last years' application identified (re) development opportunities that would transform the community. We recognize that this plan mirrors the content from last year as we believe that these identified projects warrant strong consideration and merit. Over the course of the past year, we have been able to make incremental progress on some of the identified plan in the absence of the DRI funding. In this sense progress continues to be made toward achieving the ultimate goal, however, the reinvention of the Village's Main Street and surrounding areas will be much more difficult to achieve through a slower evolution, as opposed to a dramatic transition. Dansville is the perfect candidate for DRI investment, summarized here and expounded upon throughout this application.

**1. DRI AREA** Dansville's downtown district contains one of the largest concentrations of nineteenth-century commercial buildings in western New York State. The commercial core is well defined and surrounded by dense residential development which relies on the central business corridor for accessibility to goods and services on a daily basis.

**2. CATCHMENT AREA** Dansville's unique location in the valley makes it the primary downtown for a large rural population surrounding it. Several surrounding townships rely on the Village downtown as the main artery for retail options. As a major junction of highways, the village is highly accessible and provides a heavier volume of traffic flow to promote sustainability.

**3. INVESTMENT** More than \$25 million has been invested in the downtown area of Dansville in just the last 10 years. A market analysis completed in 2018 identified the potential to grow retail offerings in Dansville by up to 300,000 square feet. With a nearly 20% vacancy rate and an almost 50% passive storefront rate, Dansville is poised to capitalize on past investment and catalyze future investments.

**4. JOB GROWTH** Downtown Dansville is bookended by two of Livingston County's largest employers - LMC Industrial Contractors (500 jobs) and Noyes Health/University of Rochester Medical Center (430

jobs) – both of which have seen multiple expansions over the past few years. The Dansville Central School District and Genesee Community College are also located within the village.

**5. PHYSICAL ENVIRONMENT** A grand scale and rich architectural character permeate Main Street Dansville. The downtown revitalization district is very dense with a large number of intact, three-story masonry buildings, making it an ideal setting for residential and retail, complimented by rolling hills and natural attractions.

**6. QUALITY OF LIFE** In February of 2018 Larisa Ortiz Associates completed an analysis which outlined a path forward and a series of recommendations for downtown Dansville with the goals of creating a downtown environment that meets the needs of all ages; increasing accessibility and convenience; connecting downtown to existing assets and destinations; supporting omni-channel retail opportunities; and improving tenant mix. Identified as a primary development tool, quality-of-life in the community continues to build as improvements and progress is made on the overall vision.

**7. SUPPORT** Downtown revitalization is an ongoing effort in Dansville that is coordinated by several community partners including the Downtown Partnership of Livingston County, the Dansville Economic Development Corporation and the Dansville Chamber of Commerce. Open community meetings have been conducted and an online survey was made available to collect public input on the future vision for Downtown Dansville. The responses have been compiled into a series of initiatives outlined in this plan and further define the vision for redevelopment.

**8. READINESS** Dansville is positioned for growth. Buildings and building owners have been mapped and inventoried and the market has been analyzed. Opportunities have been recognized which will fill gaps identified though a leakage study and recommendations have been made on which local, committed teams are already working together.

**9. CAPACITY** Dansville is prepared with a diverse and experienced team. The Downtown Partnership has been involved in Main Street redevelopment for 16 years and has developed a statewide reputation for administering this exact type of programming. Past success with multiple funding sources including New York Main Street, Community Development Block Grant and Restore NY proves that we are ready to do this. Livingston County’s dedication to its award-winning county-wide downtown revitalization program positions Dansville with the support needed to cultivate resurgence!

## **DOWNTOWN IDENTIFICATION**

**1) Boundaries of the proposed DRI area.** Detail the boundaries of the targeted downtown area or neighborhood, keeping in mind that there is no minimum or maximum size, but that the area should be concentrated and well-defined. Neighborhoods beyond traditional central business districts are eligible if they can meet other criteria making them ripe for investment. Include a map that clearly delineates the area to be included in the downtown revitalization area.

Dansville’s DRI district is contained within a dense, walkable half mile. Centered on the Village’s historic core, the district includes traditional mixed use buildings and two neighboring supporting parcels - connected through compact residential neighborhoods - that are ripe for investment. *(See map on page 6 of the attached supplemental document).*



At the core of the DRI area is the Dansville Downtown Historic District, one of the longest intact nineteenth-century commercial areas in Western New York. This highly intact three-block commercial core was added to the National Register of Historic Places in 2007 and includes both the east and west sides of Main Street (New York State Routes 36 and 63) from Perine to Chestnut Streets and two properties on Ossian Street. The Historic District includes 50 contributing buildings, the majority of which are brick and commercial in character. Most of the buildings are two or three stories in height and were constructed between ca. 1835 and ca. 1900. Beyond the designated historic district, mixed-use development extends to the west and south. Surrounding the district is concentrated residential development which provides regular foot traffic to the downtown area. In fact, downtown Dansville is accessible by foot to the entire village.

A target area of this size ensures that DRI investment would be impactful and measurable; the change would be highly visible and many would feel the effect.

The Village of Dansville is, by comparison, a large village with a population in excess of nearly 5,000 residents and over 26 miles of roads. The overall impact of a DRI investment would spread well-beyond the village limits, and into neighboring communities within a ten-mile radius based on these outlying communities and their reliance on the primary downtown. Dansville has flourished as the largest core community in a wide geographical area. This Village acts as the center of commerce for several surrounding townships including the Town of North Dansville, Town of Ossian, Town of West Sparta, Town of Sparta, Town of Springwater and the Towns of Dansville and Wayland in Steuben County. Cumulatively, this catchment area services another 17,500 residents. The Dansville School District is comprised of a portion, if not all, of these townships with enrollment of over 1,600 students. *(See map on page 7 of the attached supplemental document).*

**2) Past investment, future investment potential.** Describe how this DRI area will be able to capitalize on prior private and public investment and catalyze future investments in the neighborhood and its surrounding areas. Describe recent planning efforts that support public and private investment in the proposed DRI area.

The hospital and its recent affiliation with the University of Rochester Medical Center has continued to add services beyond the original and challenging scope of rural healthcare. This model is bringing a full slate of offerings to the facility and qualified staff to support operations, which is in turn drawing residents from as far as 30-miles away who have no accessible options. First, a new surgical center and intensive care unit was constructed at a cost of \$7.25 million and moved the existing ICU and operating rooms to a newly constructed wing. Next, a new emergency room was constructed at a cost of \$7.5 million to meet the increasing demands for services and to accommodate the changing insurance requirements for observation and admission. In 2019, anticipated completion of a PET Scanner for cancer detection services will complement the recently constructed \$4 million cancer center which was completed in 2017 to conduct radiology treatments for those diagnosed with various types of cancer. Also in 2019, the addition of a second dialysis treatment center located in the Livingston County Center for Nursing and Rehabilitation (CNR) means that elderly residents at our County nursing home will not need to be transported to the other location in Geneseo to receive services. Overall, the \$24 million in capital expenditures, supplemented by capital campaigns which raised approximately \$6 million toward costs, provides an excellent option for healthcare services to the residents of Livingston County and its surrounding area. It is estimated that over 200,000 individuals obtain services ranging from general

visits and orthopedics to cancer treatment and dialysis on an annual basis. The economic impact of the hospital is estimated at well over \$31 million to the local economy.

Significant investment in the downtown has begun to transform the area. In 2000 the Village of Dansville partnered with the Department of Transportation on a \$5 million project to reconstruct the roadway and sidewalks through the central business district. Upgrades for lighting and streetscape were added to the overall scope and included pedestrian friendly ornate light poles, curbside planters, tree plantings, benches and turning lanes. This project enhanced the attractiveness of the downtown area providing a welcoming feeling for the community.

In 2011 the Dansville Public Library expanded their facility from what was the former Shepard homestead. The 1820's residence underwent a \$3.5 million renovation that brought another 10,000sf of space to the facility while preserving the original structure of the Shepard house.

Between 2010 and 2016 \$670,000 in New York Main Street grant funds spurred another \$1,940,729 in private investment to renovate 25+ derelict buildings resulting in new commercial and residential space in the downtown district.

The Dansville and Mount Morris Railroad began operation in 1870, a 15-mile standard-gauge short-line that ran independently until it was sold in 1985. Since then, the Dansville depot has remained unused and in desperate need of restoration, a priceless historical building, and a repository of local history and tradition. With the help of a \$287,000 Restore NY grant, the owners invested more than \$500,000 to bring the depot back into use as Battle Street Brewery. Having held their grand opening in May 2018, the brewery has celebrated their first anniversary and this building has now become a community gathering place and destination attraction for visitors to the area.

Livingston County's locally funded Sign and Façade program has injected \$99,718, leveraging an additional \$354,274 in private investment to assist 30 buildings/businesses to date.

The Dansville Central School has a grand master plan for bringing their athletic and learning facilities together on the main campus. Property was acquired in early 2019 which have been proposed for additional soccer fields and tennis courts. A redesign for the all-weather track and football field has also been proposed. A growing and developing half-day and all-day 3-4 year old Pre-K program provides children and parents with an early learning solution and gives the students a head start into Kindergarten. New renovations have been approved and will begin in the summer of 2019 to renovate and update the middle school music, arts and drama rooms. These improvements have provided students with a state-of-the-art facility and fields, increasing the level of pride in the school, community and themselves. This too, has a perceptual value to those who visit which sends a message that the school system and resident taxpayers of the district are investing in their young folks.

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

Noyes Memorial Hospital is located a walkable half mile from downtown Dansville and employs 430 people. In recent years, the hospital has seen significant growth. In 2016, Noyes Health became an official affiliate of UR Medicine, joining organizations like Highland Hospital in Rochester, Thompson

Health in Canandaigua, St. James in Hornell and Jones Memorial Hospital in Wellsville, to create a regional healthcare system with the express intent of allowing patients in the region to receive the best possible care close to home. Also in 2016, Noyes Mental Health Services became Noyes Mental Health and Wellness Services and moved from a cramped, aging stand-alone space to a newer, renovated building on the north side of Dansville, with office space for 24 therapists and two art therapy rooms. In 2017, in a unique partnership with UR Medicine's Wilmot Cancer Institute, the Ann and Carl Myers Cancer Center began offering medical and radiation oncology services in newly renovated space.

Somewhat related is the recent addition of the Council on Alcohol and Substance Abuse – CASA-Trinity to the area. A \$2.6 million investment adapted a former automobile dealership into a counseling center for those struggling with addiction. An inpatient rehabilitation facility was also constructed as part of the project which provides capacity for 25 residents who can receive medically-assisted therapy (buprenorphine/suboxone, vivitrol, campral, nicotine replacement therapy, etc), group therapy, adolescent services and full evaluations. The only one of its kind within a 45-mile radius, this facility has filled a necessary gap for the stabilization, rehabilitation and re-entry of those afflicted by substance abuse. As a recognized medical crisis in today's society, the services offered by CASA are a welcomed addition to the rural population of Livingston County.

In 2005 the vacant 500,000 square foot former Foster Wheeler Facility – located 1.5 miles north of downtown – was purchased for redevelopment by Dansville Properties, LLC. By 2015 the facility was ready for a 46,000 square foot expansion for more efficient workflow. Three companies, LMC Mechanical Contractors, American Motive Power and Providence Agriculture now operate from this location employing a combined 500 people, requiring a strong skill set in a wide variety of trades: agricultural, welding/fabrication, electrical, plumbing, carpentry and civil engineering, to name just a few.

With retail trade making up almost 20% of jobs in Dansville, downtown as a whole should not be overlooked as one of the area's major employers poised for growth. There are significant opportunities to renovate and repurpose vacant downtown buildings to include a mix of uses. Dansville has a high rate of vacant storefronts - nearly 20% - and a significant number of passive storefronts - nearly 50% - occupied by offices which could be relocated to second and third floors allowing for additional retail development on the ground level. Many upper floors are currently vacant or underutilized.

Dansville is strategically located at a major, multimodal transportation crossroads. Car, truck, rail, and air transportation together play an important role in support of local and regional manufacturing, retail, and service sectors. Economic development opportunities are plentiful in Dansville; key to its potential for important infrastructure enhancements and future development is readily available land. A shovel-ready industrial park located one mile north of downtown offers 124 developable acres. Less than a mile south of downtown is a highly visible development site just off exit 4 of I-390 with 42 available acres. In today's global economy, industry can locate anywhere. DRI investment in downtown Dansville would significantly improve the marketability of these sites for development and job creation.

**4) Attractiveness of physical environment.** Identify the properties or characteristics that the DRI area 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.

The Dansville Historic District is one of the longest intact nineteenth-century commercial areas in Western New York with a highly intact three-block commercial core. The designated historic district boasts 50 contributing buildings and includes both the east and west sides of Main Street (New York State Routes 36 and 63) from Perine to Chestnut Streets and two properties on Ossian Street. The majority of the buildings, mainly brick, are commercial in character and in most of the district form continuous block fronts. Most of the buildings are two or three stories in height and were constructed between ca. 1835 and ca. 1900. Exceptions include United States Post Office (built 1932-33, National Register listed 1988) and the Shepard Memorial Library (built 1823, National Register listed 1977), two buildings which were constructed in the 1940s to replace buildings lost to fire, and two vacant lots.

The nineteenth-century buildings follow the typical pattern of store fronts on ground floors with living quarters, offices, or meeting rooms on the second levels; many have meeting halls or performance spaces on the third floors. Many retain their nineteenth-century cast metal store fronts with decorative pilasters and large display windows. The multi-story buildings display regular fenestration and feature a variety of stone, wood, brick, and metal decorative elements such as cornices, sills, lintels and storefronts. General similarities in scale, use of materials, rooflines, and setbacks from the street provide visual cohesiveness and uniformity throughout the district; this is particularly true of the east side of Main Street between Clara Barton and Ossian Streets, where a continuous row is formed. The west side row structure is broken in two places by single mid-twentieth century one-story buildings on fire-razed sites. In 1972, a contemporary bank building replaced a historic hotel. At street level, integrity levels vary, with many storefronts retaining most or all of their historic nineteenth-century or early twentieth-century replacement fabric. Upper floors throughout the district retain a high level of integrity of materials, design and craftsmanship.



With the entire village walkable within a one-mile ring you have varied housing options in walking distance to the downtown district. The projects proposed in this application plan to add to that housing with additional options for senior housing, low-moderate income housing, and loft style downtown living options.

While Dansville's traditional downtown has the feel of a city, it is surrounded by inspiring nature. These natural features add not only to the attractiveness of the physical environment, but to the quality of life of those living there. Downtown stands against the backdrop of rolling green hills. The steep hills shelter the valley and as a result create a warmer climate and fertile soil which is why the Village was at one

time the location of several nurseries. Today, more than 145 acres of park land is scattered throughout the village, much of it within the downtown district.



Located just outside the Village and only two miles from downtown, Stony Brook State Park (pictured below) is 568-acres of pristine nature. The park offers natural beauty in a gorge, a stream-fed pool, hiking trails, and three major waterfalls which are uncommonly accessible. Additional recreation options include picnic areas, playgrounds, campsites, cabins, hunting, cross country skiing, and play fields for baseball, basketball, tennis, and volleyball. The park has an upper and lower entrance, connected only by Route 36 and trails.



Twenty-five miles from Dansville residents can enjoy the Nation's #1 State Park – Letchworth. Letchworth is a 14,427 acre State Park that follows the course of the Genesee River as it flows north through a deep gorge and over several large waterfalls.

**5) 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 plan, transit-oriented development, non-discrimination laws, age-friendly policies, and a downtown management structure. If policies that support livability

and quality of life in downtown are not currently in place, describe near-term efforts by the municipality to create and implement such policies.

The Village of Dansville and Livingston County understand the importance of quality of life and the role that the downtown district plays in creating a sense of place. It was with an understanding of the importance of downtown that the County established a Main Street revitalization program – the Downtown Partnership – with the goal of preserving and enhancing the businesses, buildings, and public spaces that are emblematic of what “Life in Livingston” is all about. Combining a mix of innovative incentives with the presence of a full-time downtown coordinator has resulted in a commitment from both the public and private sectors that is visible in renovated buildings, new storefront businesses, apartments, and increased activity in the downtowns.

At its Annual Meeting in Cooperstown, the New York State Economic Development Council recognized Livingston County’s Downtown Partnership Program with the Excellence in Community-Based Economic Development Award. In 2016, the National Association of Counties recognized the Downtown Partnership Program with an Achievement Award. Senator Catherine Young has introduced legislation suggesting the replication of the programming that has been piloted here in Livingston County.

Through its work with the Downtown Partnership, Dansville has developed and adopted design guidelines to advise renovations when rehabilitating historic storefronts in the designated downtown district. Façade guidelines are intended to aid owners of buildings undergoing façade renovations, in contributing to the creation of a vibrant, safe, and pedestrian-friendly downtown. Façade elements such as signs, colors, lighting, awnings, windows and doors, siding materials, and detailing all make a significant contribution to the character and identity of the street. Requiring compliance with design guidelines for all buildings receiving grant funding has proven to be extremely beneficial. In addition to preserving our history, the transformations that have taken place in downtown Dansville have helped to attract businesses, visitors, residents, and additional renovations.

The Downtown Partnership is constantly working to adopt and implement forward-looking policies that will assist in community revitalization efforts. For example, Livingston is one of only two counties in the state of New York that offers tax exemption for mixed-use properties through section 485-n of the Real Property Tax Law. The 485-n is an investment in growth and development by the village residents and an incentive for building owners to invest in their property and contribute to the sense of place downtown. This law authorizes the governing body of any town or village in Livingston County to adopt a local law offering a partial tax exemption from town taxes and town special ad valorem levies or from village taxes, to properties that are converted, created, modernized, rehabilitated, expanded, or otherwise improved for commercial and mixed residential and commercial uses.

In 2017 the Downtown Partnership of Livingston County engaged Larisa Ortiz Associates to conduct a retail market analysis for Downtown Dansville. The goal of the analysis was to, based on the market conditions, determine where new retail and targeted investment and development should be encouraged and/or incentivized; and to determine what kinds of physical improvements and downtown projects should be prioritized. Through the analysis, downtown Dansville received an assessment of physical environment, administrative capacity, business environment, demographics and psychographics and retail leakage. Additionally, a set of guiding principles and series of recommendations were developed and are included in this application as initiatives to be addressed with DRI funding.

The Livingston County Land Bank was approved by New York State in September 2017 with the mission to support community (re) development by facilitating the return of vacant, blighted, abandoned, tax delinquent or underutilized properties to productive use. The Board of Directors sees this as a tremendous opportunity to implement a process that will interrupt the cycle of continued deterioration of these properties and shift the focus toward upgrade. Nice neighborhoods that have these types of properties require the assistance of an agency like the Land Bank that can intervene and improve the overall landscape for its residents.

In 2015 the Dansville Transportation and Industrial and Commercial Access Study was completed. The study examines development opportunities in Dansville and conducts a needs assessment based on accessibility to targeted development sites. The result of the study was a series of recommended programs and policies as well as enhancements to land use, transportation, and the public realm.

In 2006 the Town of North Dansville and the Village of Dansville adopted a joint comprehensive plan. The plan was the result of five years of work examining past planning and future opportunities related to Dansville's history, education, culture, land use, transportation, infrastructure, environment, economic development, regional issues and inter-municipal cooperation. The town and village board along with the joint planning and zoning board regularly review the plan every two years to determine if changed circumstances require amendment.

Additionally, the County has several plans in place which will contribute to the livability of Dansville's downtown as they implement initiatives in healthy living, food awareness, transportation, recreational assets, accessible art, broadband access and more. These plans include the Livingston County Economic Development Strategic Plan (2016); Livingston County Community Revitalization Plan (2015); Livingston County Transportation Connectivity Plan (2015); Livingston County Community Cultural Plan (2015); Livingston County Community Health Assessment (2013); Livingston County Community Health Snapshot (2013); Livingston County Department of Health Community Health Improvement Plan (2013).

**6) Public support.** Describe the public participation and engagement process conducted to develop the DRI application, and the support of local leaders and stakeholders for pursuing a vision of downtown revitalization. Characterize the commitment among local leaders and stakeholders to preparing and implementing a strategic investment plan.

Ongoing engagement and regular public participation sessions have provided significant input for this DRI application. Most recently, a community input session was held in May 2019 to discuss the past, present and future aspects for development in the downtown area. The improvements that began in 2011 with a New York Main Street grant offered a backdrop of the types of projects that will create a transformation from good to great. Many cornerstone projects were again identified and discussed under the auspices that public funding would be necessary in order to make them viable. Other suggestions were forward-thinking and brought new perspective, such as the addition of co-workspace and loft living. These projects are identified throughout the attached supplemental document.

The Commercial District Analysis, led by the Downtown Partnership of Livingston County and conducted by Larisa Ortiz Associates offered further overview and community input. Larisa Ortiz Associates is an award-winning nationally recognized firm dedicated to commercial revitalization, including market analysis, community-based planning, retail and real estate advisory services, and downtown development strategies. The goal of the analysis conducted for Dansville was to, based on the market conditions, determine where new retail and targeted investment and development should be encouraged and/or incentivized; and to determine what kinds of physical improvements and downtown projects should be prioritized.

During the Commercial District Analysis, three well attended community meetings and an online survey brought together the voices of community leaders, business owners and private citizens to discuss what's next for Downtown Dansville. Together they discussed the vision for their community. Through the analysis, downtown Dansville received an assessment of physical environment, administrative capacity, business environment, demographics and psychographics and retail leakage. This analysis, partnered with the public input, came together to form a set of guiding principles and series of recommendations which are now included in this application as initiatives to be addressed with DRI funding.

Many community groups work together regularly in Dansville and these groups will continue to do so in the implementation of the DRI. These groups include the Dansville Central School District; Dansville Chamber of Commerce; Dansville Economic Development Corporation; Town of North Dansville; Dansville Lions Club; Dansville Rotary Club; Downtown Partnership of Livingston County; Genesee Community College; Livingston County Development Corporation; Livingston County Economic Development; Livingston County Industrial Development Agency.

If awarded DRI funding, the Downtown Coordinator for Livingston County's Downtown Partnership would serve as local lead for the program with strong support from the Livingston County Development Corporation staff. The Coordinator would be responsible for working with outside experts to convene a Local DRI Planning Committee to oversee the plan. This type of work is exactly what the Downtown Coordinator does on a regular basis.

**7) Transformative opportunities.** Describe opportunities to build on the strengths described above by providing a list of transformative projects that could 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). Identify potential development opportunities, such as municipally-owned property that may be appropriate for redevelopment. Projects may be public or private, and could address economic development, transportation, housing, and community development needs. It should be recognized that if a DRI award is made to the downtown, the projects identified here, along with any others that may arise during the DRI planning process, will ultimately be vetted by the Local Planning Committee and the State to determine which projects receive DRI grants.

Twelve priority projects have been identified totaling approximately \$16,325,000 and there is potential for more.

**FLATIRON DISTRICT | 2-10 Milton Street, 3 Spruce Street, 1 Franklin Street**

Located on the .66 acre site of a former service station, multi-use facility and non-code compliant residential apartments, The Mill will be anchored by a commercial/retail complex which will offer commercial space, craft beverages, artists and novelty shops to complement the downtown offerings that are already successful. Adjacent to the downtown brewery and with an open air space that allows for gatherers to eat, drink or sit, the site will welcome guests and visitors to come and enjoy the beautiful surroundings of the area.

Project Cost: \$1,600,000

**FIELD OF DREAMS | 88 Clara Barton Street**

Dansville sports teams have used the Ralph Clements Field for a multitude of school-sponsored sporting events from football and soccer to youth baseball and tennis. With a lack of overall facilities, the community needs an overflow area that can be accessed year-round by youth leagues and organizations. The “Field of Dreams” is a 6.5 acre parcel that provides upgraded fields for baseball, softball, tennis courts, concessions and locker rooms so that these athletes can enjoy their sport in a quality setting. Currently, cramped, makeshift fields located in residential neighborhoods present challenges with traffic, capacity and safety. Repurposing the existing location will allow for mitigation of all of these factors and create an attraction for all of our young athletes!

Project Cost: \$1,000,000

**CO-WORK SPACE & LOFT LIVING | 45 Elizabeth Street**

The former school is equipped with adequate parking and utilities to retrofit the existing floorplan to meet the demands of residents and the workforce to include burgeoning entrepreneurs. Working remotely in an office setting with the ability to access amenities such as high speed internet connectivity and video conferencing can provide our workforce with an option while remaining close to home.

Project Cost: \$850,000

**MECHATRONICS LAB @ GCC DANSVILLE | 31 Clara Barton Street**

Mechatronics is an area of study comprised of multiple engineering aspects that provides a significant employment opportunity to the students in this geography. The mechatronics lab at MCC in Rochester and is fully subscribed and the other option through GCC in Medina is located almost 2 hours away. Regretfully, the labor gap of new technicians will not be able to cover the vacancies forthcoming in this field, making another lab a necessity to keep up with the workforce demands. The GCC – Dansville campus is an identified and willing partner with available space and capacity to make this second lab a reality. As well, the Dansville location will draw from areas outside of our region, promoting this area and its opportunities to emerging workforce.

Project Cost: \$650,000

**LOFT LIVING @ THE (FORMER) KING’S DAUGHTER’S HOME | 26 Health Street**

An 1860’s constructed building that was initially used as a seminary prior to its conversion to a hospital and subsequent senior nursing home, this building is a 3-story, ~15,000sf brick structure on 5-acres in a quiet residential neighborhood and walkable to downtown. An option for loft living is new to the area and will act as an attraction for new and existing residents! As an historic facility, the opportunity to compliment this financing with historic and new market tax credits will certainly make this project more appealing to private sector development!

Project Cost: \$2,500,000

**AFFORDABLE / SENIOR APARTMENTS | 50 Ossian Street**

Just a short walk from the downtown, this brownfield property was the site of a former utility which has access from two village roads on the north and south sides of the property. Approximately 3 acres in size, this parcel has been readied for mixed income residential development and would provide tenants with a ¼ mile walk to the middle of the downtown district and only ½ mile walk to the off-Main Street shopping district!

Project Cost: \$6,000,000

**PARKING LOT UPGRADES | Multiple Locations**

In order to maximize the use of existing parking resources, the Village will redesign multiple rear parking lots to include repaving, restriping, crosswalks, lighting, signage and landscaping.

Project Cost: \$350,000

**ALLEY IMPROVEMENT PROGRAM | Multiple Locations**

This program will improve the access and visibility of rear parking lots creating an enhanced perception of cleanliness and safety. These alleyways can also be designed as gather places with the addition of benches, lighting, landscaping and public art.

Project Cost: \$25,000

**WAYFINDING SIGNAGE | Multiple Locations**

We are currently underway with a Wayfinding study to assist with the branding and location siting for signage. The DRI would allow us to further the findings of the study and implement the results! Wayfinding signage would improve the visibility of downtown and help direct visitors and employees from outside the downtown onto Main Street. The brand identity from the study would be developed and used to ensure signage is consistent and easily identifiable. Gateway signage would be installed at entrances to downtown and coordinated signage would direct walkers and drivers to parking lots and destinations/assets.

Project Cost: \$300,000

**PUBLIC ART | Multiple Locations**

Public art downtown activates public spaces and creates photo opportunities. Murals, temporary and permanent art installations can serve as destinations. Dansville Artworks is a two-year old organization that has successfully introduced artisans and crafters to the community. A Clara Barton statue committee has convened on several occasions and is in the process of determining costs, siting and design. Wall murals once decorated the downtown sidewalls of buildings and have, unfortunately, now faded away or have been painted over. We seek to bring the charm and attraction back with this investment in public art, benches, sculptures and exhibits by partnering with those organizations who share in this common goal!

Project Cost: \$150,000

**CENTERWAY PARK | Central Main Street**

Contiguous buildings, while historic and attractive, can represent a challenge when it comes to Main Street accessibility and parking. Large municipal lots exist behind these structures, which mean that pedestrians and visitors have to walk around a long row of buildings in order to access the storefronts. A three (3) storefront structure which was rebuilt after a fire in the 1960's, is the perfect place to create

a Centerway Park, allowing for an entertainment venue, gathering place and entrance to and from the largest municipal parking lot in the Village. This project will provide for a place to eat takeout foods from the local restaurants, drink coffee from the coffee shops or sit while working on your mobile device using the free downtown WiFi. A concert gazebo provides a place for music, drama or other performance art while utilizing the traffic and visibility garnered by the downtown businesses.

Project Cost: \$400,000

### **BUILDING RENOVATION PROGRAM | Multiple Locations**

Downtown Dansville has a nearly 20% commercial vacancy rate and an almost 50% passive storefront rate where commercial units are occupied by non-retail use. More than 30 opportunity sites have been identified which require significant façade and/or interior restoration. Many of these buildings include currently vacant second and third floors. If these buildings were renovated, non-retail uses could be moved upstairs opening up additional storefront space for retail businesses and an estimated 75 new residential units could be added downtown. With an ongoing building renovation fund which matches renovations 50/50, Dansville could spur private investment at these opportunity sites, improving the vibrancy and sense of place in its historic downtown district.

Project Cost: \$2,500,000

**8) Administrative Capacity.** Describe the existing local administrative capacity to manage this planning and implementation initiative, including the ability to oversee contracts for awarded municipal projects using existing staff and resources.

In 2003 Dansville became a member of the Downtown Partnership, a county-wide program staffed by a full time Downtown Coordinator, with the mission of promoting and enhancing the unique, authentic, and vibrant communities of Livingston County. The Downtown Partnership was created - and continues to be supported financially - by the Livingston County Board of Supervisors. As a member, the Village of Dansville pays into the Downtown Partnership annually. These financial investments clearly illustrate the commitment among local leaders to support and advance downtown revitalization in Dansville and across Livingston County.

Since 2008 the Downtown Partnership has concurrently overseen the administration of more than \$4.4 million in grant funding leveraging an additional \$5.9 million across Livingston County's nine village cores, for a total investment of more than \$10.4 million in these communities. Offering shared services for the administration of grant funding and revitalization efforts has allowed each Livingston County community, Dansville included, to benefit from revitalization efforts that alone may not have been possible.

The Downtown Partnership has also been instrumental in the development of several plans and policies which lay the foundation for DRI investment including the development of design guidelines, adoption of Real Property Tax Law 485n, and creation of programs at the local level which incentivize investment in historic buildings and new businesses. Pages 16 and 17 of the attached supplemental document expand upon the Downtown Partnership's qualifications.

Should DRI funding be awarded, the Village of Dansville would work closely with the Livingston County Development Corporation and its Downtown Partnership in administration. Livingston County's Downtown Coordinator would be the local lead responsible for convening a local Downtown Revitalization Initiative Planning Committee which would include representation from:

- Village of Dansville
- Town of North Dansville
- Dansville Chamber of Commerce
- Dansville Economic Development Corporation
- Dansville Central School District
- Genesee Community College
- Noyes Health/UR Medicine
- Dansville Rotary Club
- Dansville Lions Club
- Multiple promotion event/downtown festival committees

**9) Other.** Provide any other information that informs the nomination of this downtown for a DRI award.

We recognize that much of this application represents years of planning and progress, some of which may seem redundant from last years' application. We are a village up against many other larger municipalities in this DRI competition, but it is for that very reason that we believe Dansville is where your investment will have the greatest impact. In a large city, \$10 million can be spent in a single building with little notice, but in Dansville it will transform an entire community and change the lives of those who need it most.

Opportunities for development are abundant in our highly-intact historic downtown. Companies are increasingly seeking to relocate and invest in vibrant, walkable downtowns in an effort to attract and retain a talented workforce, but that workforce also wants an occasional break from the stresses that come with fast-paced and always-connected city living and that's what sets Dansville apart - its connection to nature, proximity to State Parks and outdoor amenities, and the quality of life that comes with small town living. Dansville offers the best of both worlds.

As you may be able to tell, our work has not stopped in the community because the Village of Dansville was not selected as a DRI award winner in 2018. If we are met with the same outcome, we will continue to press forward to make this community the best it can be. However, the concepts and plans identified in this application offer a penetrating view of what this community can become with this award. There are many aligned with this vision, including the village government, school officials, business owners, county government and economic development as well as residents and those whose careers have taken them to other places. Everyone who knows this community still calls it home.

Our team is prepared, experienced, cooperative, excited and ready to cultivate resurgence in Dansville!

### **SUBMISSION**

Applications from interested communities must be submitted electronically to the relevant Regional Economic Development Council at the email address in the table below. Proposals for areas within New York City must be sent to the relevant Office of the Borough President, which will select two applications for submission to the NYC Regional Economic Development Council.

- Capital Region [NYS-CapitalDist@esd.ny.gov](mailto:NYS-CapitalDist@esd.ny.gov)  
Counties: Albany, Columbia, Greene, Saratoga, Schenectady, Rensselaer, Warren, Washington
- Central New York [NYS-CentralNY@esd.ny.gov](mailto:NYS-CentralNY@esd.ny.gov)  
Counties: Cayuga, Cortland, Madison, Onondaga, Oswego
- Finger Lakes [NYS-FingerLakes@esd.ny.gov](mailto:NYS-FingerLakes@esd.ny.gov)  
Counties: Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, Yates
- Long Island [LIREDC@esd.ny.gov](mailto:LIREDC@esd.ny.gov)  
Counties: Nassau, Suffolk
- Mid-Hudson [NYS-MidHudson@esd.ny.gov](mailto:NYS-MidHudson@esd.ny.gov)  
Counties: Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster, Westchester
- Mohawk Valley [NYS-MohawkVal@esd.ny.gov](mailto:NYS-MohawkVal@esd.ny.gov)  
Counties: Fulton, Herkimer, Montgomery, Oneida, Otsego, Schoharie
- North Country [NYS-NorthCountry@esd.ny.gov](mailto:NYS-NorthCountry@esd.ny.gov)  
Counties: Clinton, Essex, Franklin, Hamilton, Jefferson, Lewis, St. Lawrence
- Southern Tier [NYS-SouthernTier@esd.ny.gov](mailto:NYS-SouthernTier@esd.ny.gov)  
Counties: Broome, Chemung, Chenango, Delaware, Schuyler, Steuben, Tioga, Tompkins
- Western New York [NYS-WNY-REDC@esd.ny.gov](mailto:NYS-WNY-REDC@esd.ny.gov)  
Counties: Allegany, Cattaraugus, Chautauqua, Erie, Niagara
- New York City - Submit to the appropriate office below.
  - Bronx: James Rausse at [JRausse@bronxbp.nyc.gov](mailto:JRausse@bronxbp.nyc.gov)
  - Brooklyn: Josh Levin at [JoshuaLevin@brooklynbp.nyc.gov](mailto:JoshuaLevin@brooklynbp.nyc.gov)
  - Manhattan: Elka Morety at [EMorety@manhattanbp.nyc.gov](mailto:EMorety@manhattanbp.nyc.gov)
  - Queens: Shurn Anderson at [SAnderson@queensbp.org](mailto:SAnderson@queensbp.org)
  - Staten Island: Lashay S. Young at [LYoung@statenilandusa.com](mailto:LYoung@statenilandusa.com)

DANSVILLE

# *Cultivating Resurgence*

DOWNTOWN REVITALIZATION INITIATIVE

*Village of*  
Dansville, NY



The following pages may look familiar; that is because we didn't rewrite our plan. It's a plan that we have been chipping away at for more than 16 years now, and we will continue to do so. This plan is less about the projects, and more about the experience, capacity, and momentum that make Downtown Dansville ripe for investment.

A year has passed since we presented this plan for the Village of Dansville in Round Three of the Downtown Revitalization Initiative. Since that time we have continued to make targeted, incremental investment to improve the central business district.

- \$80,000 in grant funding has been secured to develop a wayfinding master plan.
- \$20,000 in grant funding has been secured to update the existing downtown design guidelines and add sections on place making and public art.
- A public art committee has been formed and is exploring several projects including a public plaza which would reuse bricks from the 165 year old Jackson Sanatorium as well as a statue of Clara Barton, founder of the first Red Cross chapter in Dansville 138 years ago.
- The Dream-O-Vate Business Competition surfaced three new entrepreneurs interested in starting a business in downtown Dansville.
- The Village remains dedicated to investing in improved parking.
- Two more downtown buildings have undergone renovation.

As you read through the pages that follow, please know that the projects listed here will evolve and new projects will develop. The takeaway is that the dedicated team that we have built and the policies we have put in place over the years prepare us to handle any project that comes our way.

The Village of Dansville would like to recognize the countless community leaders, business owners, and private citizens who offered their support and input in preparation of this application by attending/participating in the following:

- Internet Survey conducted between September and November of 2017
- Public Vision Session held October 12, 2017
- Public Vision Session held February 6, 2018
- Public Vision Session held May 8, 2018
- Public Vision Session held May 20, 2019

We would like to thank the following organizations that are dedicated, through the Downtown Revitalization Initiative, to transforming Dansville into an area ripe for growth with a vibrant downtown neighborhood where the next generation of New Yorkers will want to live, work, and play:

- Dansville Central School District
- Dansville Chamber of Commerce
- Dansville Economic Development Corporation
- Town of North Dansville
- Dansville Lions Club
- Dansville Rotary Club
- Downtown Partnership of Livingston County
- Genesee Community College
- Livingston County Development Corporation
- Livingston County Economic Development
- Livingston County Industrial Development Agency

*It Takes a Village*



**4**

OUR STRENGTHS SET US APART

**5**

CULTIVATING RESURGENCE

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WALK ANYWHERE

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TIME FLIES WHEN YOU'RE HAVING FUN

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PRIMED & PREPARED

# *Table of Contents*



# Cultivating Resurgence

*The Dansville DRI will repopulate downtown by providing a quality of life that balances the liveliness and hustle of city living with the inspiration and renewal of nature. Through the strategies and projects outlined in this application, we are cultivating resurgence.*

## CULTIVATE

verb | cul-ti-vate

to foster the growth of, culture, or encourage

## RESURGENCE

noun | re-sur-gence

a rising again into life, activity, or prominence

## Opportunity Sites

115-117 MAIN STREET

124 MAIN STREET

126 MAIN STREET

127 MAIN STREET

128 MAIN STREET

131 MAIN STREET

139 MAIN STREET

141-143 MAIN STREET

142 MAIN STREET

145 MAIN STREET

147 MAIN STREET

148-153 MAIN STREET

149-153 MAIN STREET

154-162 MAIN STREET

155 MAIN STREET

157-161 MAIN STREET

164 MAIN STREET

167 MAIN STREET

168 MAIN STREET

170 MAIN STREET

172 MAIN STREET

174 MAIN STREET

176 MAIN STREET

193 MAIN STREET

195-197 MAIN STREET

199 MAIN STREET

211 MAIN STREET

26 CLARA BARTON STREET

28 CLARA BARTON STREET

4-6 OSSIAN STREET

54 WEST AVENUE

## Strategies

DEVELOP HOUSING FOR ALL AGES

ATTRACT NEW EMPLOYMENT OPPORTUNITIES

CREATE DESTINATIONS

INCREASE ACCESSIBILITY AND CONVENIENCE

## Projects



**FLATIRON DISTRICT**  
2 -10 Milton Street  
3 Spruce Street  
1 Franklin Street



**PARKING LOT Upgrades**



**FIELD OF DREAMS**  
88 Clara Barton Street



**ALLEY IMPROVEMENT Program**



**CO-WORK SPACE & LOFT LIVING**  
45 Elizabeth Street



**WAYFINDING SIGNAGE**



**MECHATRONICS LAB @ GCC DANSVILLE**  
31 Clara Barton Street



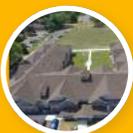
**PUBLIC ART**



**LOFT LIVING @ THE FORMER KING'S DAUGHTER'S HOME**  
26 Health Street

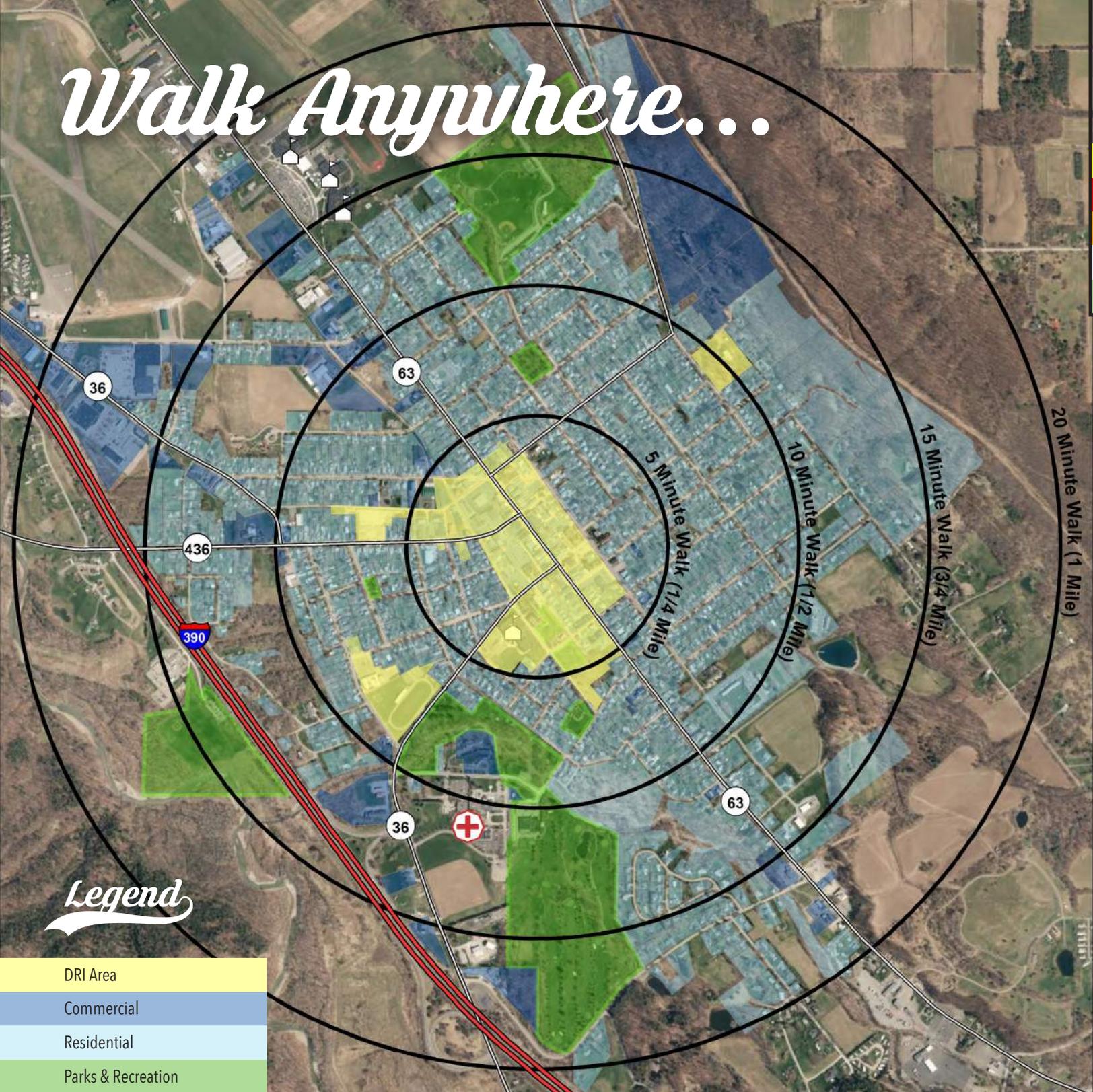


**BUILDING RENOVATION PROGRAM Opportunity Sites**



**AFFORDABLE/SENIOR APARTMENTS**  
50 Ossian Street

# Walk Anywhere...



Dansville's DRI district is contained within a dense, walkable half mile. Centered on the Village's historic core, the district includes traditional mixed-use buildings and two neighboring supporting parcels - connected through compact residential neighborhoods - that are ripe for investment. A target area of this size ensures that DRI investment would be impactful and measurable; the change

would be highly visible and many would feel the effect.

The nearly 5,000 residents, all of whom live within a walkable mile from downtown, would feel the impact. The impact of a DRI investment would spread beyond the Village limits, and into neighboring communities within a ten-mile radius. Dansville has flourished as the largest core community in a wide

geographical area. This Village acts as the center of commerce for several surrounding townships including the Town of North Dansville, Town of Ossian, Town of West Sparta, Town of Sparta, Town of Springwater, and the Towns of Dansville and Wayland in Steuben County. Cumulatively, this catchment area services another 17,500 residents.

# Legend

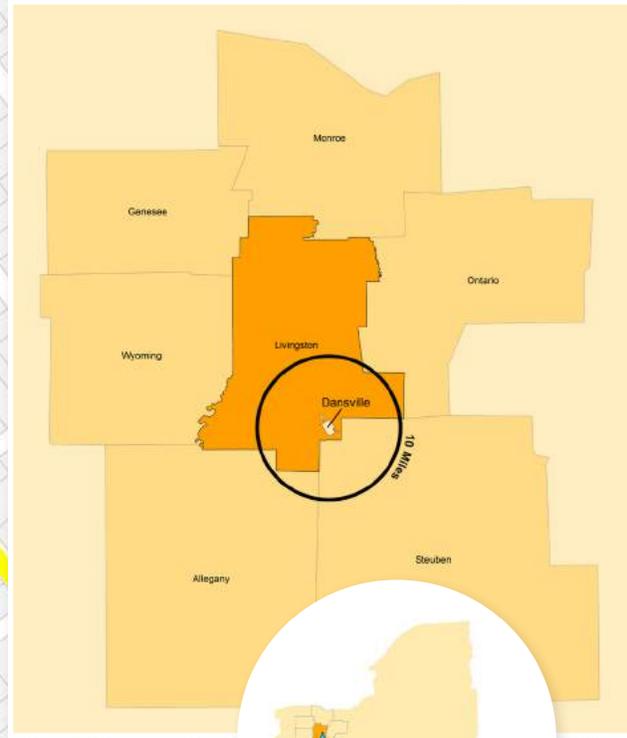
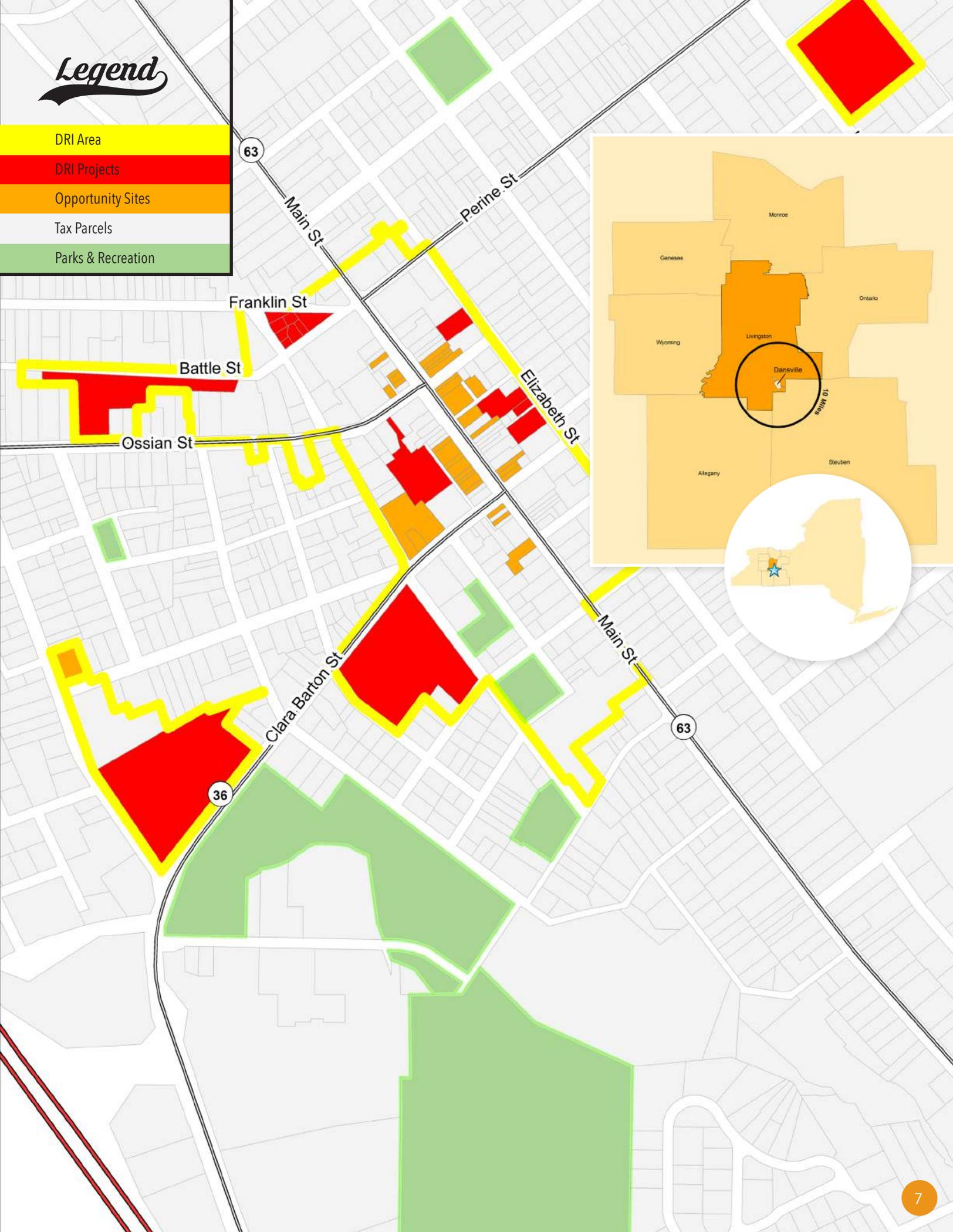
DRI Area

DRI Projects

Opportunity Sites

Tax Parcels

Parks & Recreation



**1795**

Daniel Faulkner is Dansville's founder and first storekeeper

**1854**

Large section of Main Street's north east district destroyed by fire

**1910**

Main Street paved

**1870**

Restoration completed from fires

**1966**

First Annual Dogwood Festival  
*(still going!)*

**2000**

DOT Main Street renovation project completed improving traffic flow and adding new brick work, planters, benches, trees, street lights

**1820**

Shepard Home built  
*(now library)*

**1870's**

Maxwell block built  
*(houses library)*

**2006**

Comprehensive Plan completed

**1859**

Second fire destroys sections of north west Main Street

**1997**

First NYS Festival of Balloons  
*(still going!)*

**2007**

**1921**

Star Theater opened as silent movie house and live vaudevillian theater  
*(still going!)*



Dansville Chamber of Commerce Promotions Committee formed to develop downtown events

**2003**

Downtown Revitalization Program initiated at the county level with a dedicated Downtown Coordinator

Rent Subsidy program initiated to fill vacant storefronts

# Time Flies When You're Having Fun

# 2010-12

## Downtown Projects

**TOTAL PROJECT COST: \$1.8 MILLION**

- 22 Buildings improved
- 17 Residential units created-12 in previously vacant, derelict space
- 6 Derelict buildings restored
- 4 New businesses
- 10 Retained/expanded businesses

Several new festivals initiated: Chalkwalk, Kidding Around Downtown, Art Extravaganza

# 2008

Winter in the Village Festival and Wine Walk initiated (still going!)



Before .....»..... After

**O'CONNELL BUILDINGS**  
Slated to be demolished, these 2 3-story buildings were saved creating 4 residential units and 2 new store fronts.



Before

After

**DANVILLE DENTISTRY**  
3-story derelict building completely rehabbed for commercial use on 1st and 2nd floors creating 3 new jobs and a showpiece for a key corner of the downtown

# 2011

Library renovation/ addition completed

# 2013-16

First Friday Events initiated as a year-round program

## Downtown Projects

**TOTAL PROJECT COST: \$689,035**

- 14 Buildings improved
- 5 New residential units created
- 7 Businesses retained
- 3 Businesses expanded and/or relocated
- 5 New businesses
- 2 Destination businesses open



Before .....»..... After

**QUI'S BUILDING**  
Storefront had been derelict and a detriment to the district for over 10 years



Before .....»..... After .....»..... After

**HAIR PLACE & RESIDENTIAL UNIT**  
Storefront restored to original design, upper windows restored, and a residential unit created from previously unused space



Before .....»..... After

**JAVA JUNGLE**  
Architectural renderings assisted with the redevelopment of this famous local diner

# 2017

## Downtown Projects

**TOTAL PROJECT COST: \$536,680**

- 4 Buildings improved
- 3 New businesses
- 2 Destination businesses

Fairy Door Art Installations on Main Street initiated



Before

After

After .....»..... After

**COFFEE CUP, SUGAR BOWL & CAFÉ TAZZA**  
These 2 buildings were derelict for several years and now house 3 vibrant destination type businesses



Before

After

Before .....»..... After

**BATTLE STREET BREWERY**  
RESTORENY funds assisted in the complete renovation of this train depot in the heart of the downtown. Battle Street Brewery recently opened for business and is quickly becoming an anchor attraction for the Village.

# Workforce Profile by the Numbers

- Health Care/Social Assist **27.9%**
- Retail Trade **19.9%**
- Educational Services **14.9%**
- Accommodation/Food Services **10.5%**
- Manufacturing **5.2%**
- Finance & Insurance **4.0%**
- Other**
- Information **0.6%**
- Management of Companies & Enterprises **0.6%**
- Public Administration **0.6%**
- Agriculture, Forestry, Fishing & Hunting **0.7%**
- Construction **0.8%**
- Arts, Entertainment, & Recreation **0.9%**
- Administration & Support, Waste Management & Remediation **0.9%**
- Professional, Scientific, & Technical Services **1.6%**
- Real Estate, Rental & Leasing **1.8%**
- Transportation/Warehousing **2.2%**
- Other Services **3.2%**
- Wholesale Trade **3.5%**

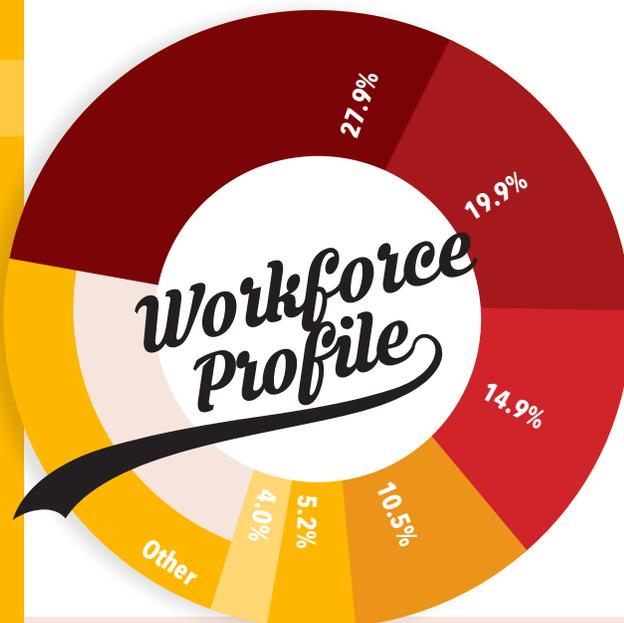
# AHEAD OF THE CURVE

**AN ESTIMATED 80% OF JOB GROWTH IS GENERATED BY EXISTING COMPANIES RATHER THAN ATTRACTION OF NEW BUSINESS. LIVINGSTON COUNTY'S ECONOMIC DEVELOPMENT OFFICE CONDUCTS PERIODIC MEETINGS WITH LOCAL BUSINESSES TO UNDERSTAND THEIR NEEDS, ALONG WITH ANY BARRIERS OR OTHER ISSUES THAT MAY IMPEDE GROWTH, SUCH AS INFRASTRUCTURE, WORKFORCE, PERMITTING, FINANCING, ETC.**

Some of Dansville's largest employers, including Noyes Health/University of Rochester Medical Center and LMC Industrial Contractors have seen significant growth in recent years.

With retail trade making up almost 20% of jobs in Dansville and accommodation and food service another 10%, downtown as a whole cannot be overlooked as one of the area's major employers with significant opportunity for growth. Recent completion of a retail gap analysis for a three-mile trade area reports leakage of \$29,241,452 and suggests industries with significant room for growth.

A shovel-ready industrial park located one mile north of downtown offers 124 developable acres. Less than a mile south of downtown is a highly visible development site just off exit 4 of I-390 with 42 available acres. In today's global economy, industry can locate anywhere. DRI investment in downtown Dansville would significantly improve the marketability of these sites for development and job creation.



## Retail Gap Analysis – Primary TA

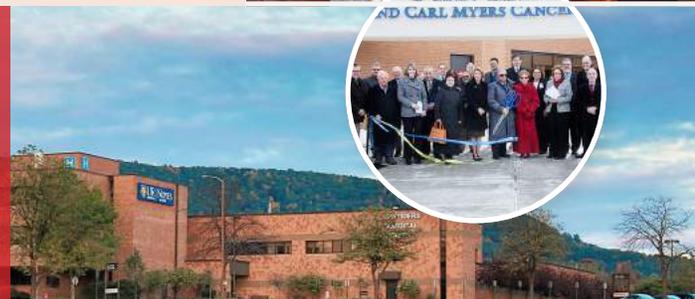
**-\$29,241,452** total retail trade + food and drink surplus

Source: ESRI Business Analyst Online 2017



*"Operating a health care business in Dansville is facilitated by the community's strong interest in providing services to our area residents. There is a cooperative spirit among our many partners that is very beneficial to delivering quality care."*

AMY POLLARD, PRESIDENT & CEO  
NOYES HEALTH/UNIVERSITY OF ROCHESTER MEDICAL CENTER



# A Thriving Community

*"I am a transplant to Dansville, coming here thirteen years ago after purchasing a business and building in the heart of downtown. I have seen many positive physical changes in our downtown during this time. Even more impressive are the incredible sense of community pride and shared interest and drive to make Dansville unique and viable to its citizens and visitors."*

SALOME FARRARO, OWNER, TONY'S PIZZERIA

Dansville has an array of annual events which bring people downtown.

- Dansville's week long Dogwood Festival is in its 52nd year!
- The New York State Festival of Balloons attracts more than 35,000 spectators to Dansville for Labor Day weekend each year.
- Winter in the Village, held in the heart of Dansville's historic downtown, includes a wine tasting tour, tree lighting ceremony, and many family friendly events.
- The Summer Concert Series takes place in a Village park each Monday from June – August.
- The Chalkwalk and Arts Fest, in its 7th year, continues to grow as does the art scene in downtown Dansville.
- First Fridays happens each month, encouraging downtown businesses to remain open late to compliment additional activities such as vendors, tastings, car shows, etc.



## COMMERCIAL & CULTURAL AMENITIES

- The highly intact, historic architecture that exists in downtown Dansville is in itself a cultural attraction.
- Dansville has a rich history including the establishment of the first chapter of the Red Cross founded by resident Clara Barton in 1881.
- Downtown Dansville businesses are dedicated to making the area a truly fun and unique place to be.

### *Destination businesses include:*

- Star Theater
- Battle Street Brewery
- Dansville Artworks
- Restaurants and taverns
- Public library

*"Coming back to a place that had once afforded me great opportunities from public schooling to athletics to friendships felt natural. It seemed like the romance I had felt about leaving had returned, only now I felt obliged to be a cog in the wheel... I'm investing that same love, energy, and opportunity I'd been shown back into the town I had loved. This is my new path."*

JEFF SWIFT, DOWNTOWN BUILDING OWNER AND DANSVILLE NATIVE



## ACCESSIBLE RECREATION

- The entrance to Stony Brook State Park is two miles from downtown Dansville.
- The park offers natural beauty in a gorge, a stream-fed pool, hiking trails, and three major waterfalls.
- Additional recreation options include picnic areas, playgrounds, campsites, cabins, hunting, cross country skiing, and play fields for baseball, basketball, tennis, and volleyball.
- Dansville has more than 145 acres of parkland within walking distance to downtown.

# BRIMMING WITH OPPORTUNITY

# Projects

## FLATIRON DISTRICT 2-10 Milton Street; 5 Spivee Street; 1 Franklin Street

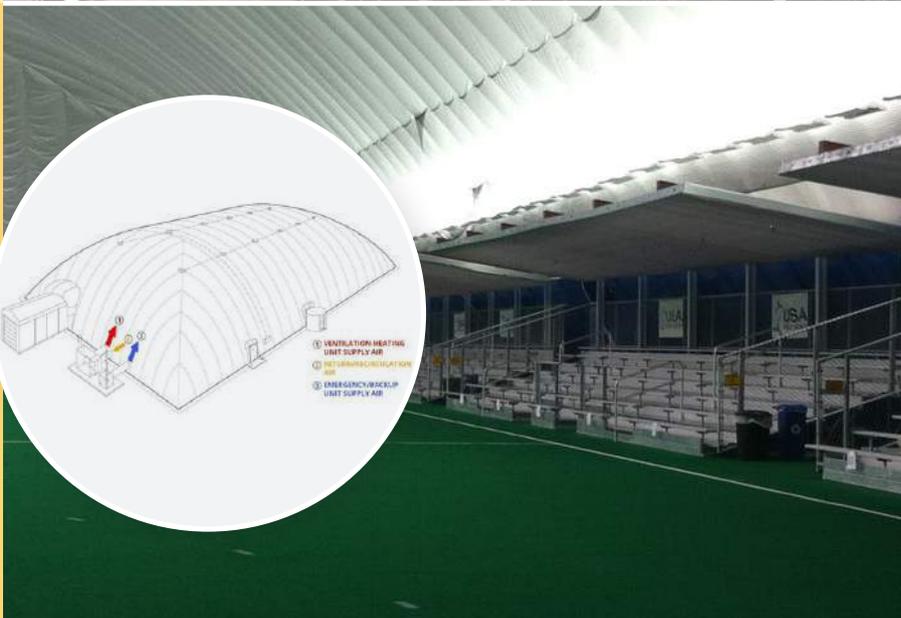


### Project Description:

Located on the .66 acre site of a former service station, multi-use facility and non-code compliant residential apartments, The Mill will be a commercial/retail complex which will offer fresh food, craft beverages, artists, and novelty shops to compliment the downtown offerings that are already successful. With an open air space that allows for gatherings to eat, drink or sit, the building will welcome guests, and visitors to come and enjoy the beautiful surroundings of the area.

**Project Cost:** \$1,600,000

## FIELD OF DREAMS 88 Clara Barton Street

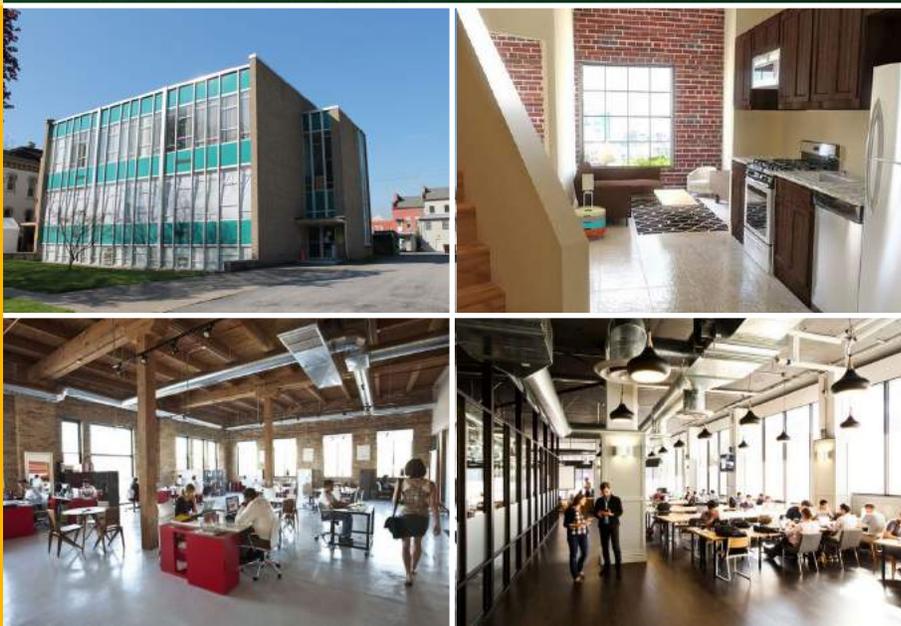


### Project Description:

Dansville sports teams have used the Ralph Clements Field for a multitude of sporting events from football and soccer to youth baseball and tennis. The community lacks indoor facilities and needs an overflow area that can be accessed year-round. The sports dome is an inflatable cover that is climate controlled and will offer a 35,000 sf indoor multi-sport surface that can be used for indoor soccer, volleyball, golf practice range, tennis, and a growing contingent of pickleball players!

**Project Cost:** \$1,000,000

## CO-WORK SPACE & LOFT LIVING 45 Elizabeth Street



### Project Description:

The former school's floorplan can be retrofitted to meet the demands of residents and the workforce - to include burgeoning entrepreneurs - and is equipped with adequate parking and utilities. Working remotely in an office setting with the ability to access amenities such as high speed internet connectivity and video conferencing can provide our workforce with an option while remaining close to home.

**Project Cost:** \$850,000

**MECHATRONICS LAB @  
GCC DANSVILLE**  
31 Clata Barton Street



***Project Description:***

Mechatronics is an area of study comprised of multiple engineering aspects that provides a significant employment opportunity to the students in this geography. The only mechatronics lab is at MCC in Rochester and is fully subscribed. Regretfully, the capacity will not meet the vacancies in this field, making another laboratory a necessity to keep up with the workforce demands.

***Project Cost:*** \$650,000

**SENIOR HOUSING @  
THE KING'S DAUGHTER'S HOME**  
26 Health Street



***Project Description:***

An 1860's constructed building that was initially used as a seminary prior to its conversion to a hospital and subsequent senior nursing home, this building is a 3-story, ~15,000 sf brick structure on 5 acres in a quiet residential neighborhood. A return to senior housing would restore the facility and provide many community residents an opportunity to downsize from home ownership to apartment living without leaving the serenity of a neighborhood!

***Project Cost:*** \$2,500,000

**AFFORDABLE APARTMENTS**  
50 Ossian Street



***Project Description:***

Just a short walk from the downtown, this brownfield property was the site of a former utility and has access from two Village roads on the north and south sides of the property. Approximately 3 acres in size, this parcel has been readied for mixed-income residential development and would provide tenants with a ¼ mile walk to the middle of the downtown district and only ½ mile walk to the off-Main Street shopping district!

***Project Cost:*** \$6,000,000

## PARKING LOT Upgrades



### Project Description:

In order to maximize the use of existing parking resources, the Village will redesign multiple rear parking lots to include repaving, restriping, crosswalks, lighting, signage, and landscaping.

**Project Cost:** \$350,000

## ALLEY IMPROVEMENT Program



### Project Description:

This program will improve the access and visibility of rear parking lots creating an enhanced perception of cleanliness and safety. These alleyways can also be designed as gathering places with the addition of benches, lighting, landscaping, and public art.

**Project Cost:** \$25,000

## WAYFINDING SIGNAGE



### Project Description:

Wayfinding signage would improve the visibility of downtown and help direct visitors and employees from outside the downtown onto Main Street. A brand identity would be developed and used to ensure signage is consistent and easily identifiable. Gateway signage would be installed at entrances to downtown and coordinated signage would direct walkers and drivers to parking lots and destinations/assets.

**Project Cost:** \$300,000

## PUBLIC ART



### Project Description:

Public art downtown activates public spaces and creates photo opportunities. Murals and art installations, temporary and permanent, can serve as destinations.

**Project Cost:** \$150,000

# Endless Potential

## BUILDING RENOVATION Program

### Project Description:

Downtown Dansville has a nearly 20% commercial vacancy rate and an almost 50% passive storefront rate where commercial units are occupied by non-retail use. More than 30 opportunity sites have been identified that require significant façade and/or interior restoration. Many of these buildings include currently vacant second and third floors. If these buildings were renovated, non-retail uses could be moved upstairs, opening up additional storefront space for retail businesses, and an estimated 75 new residential units could be added downtown. With an ongoing building renovation fund that matches renovations 50/50, Dansville could spur private investment at these opportunity sites, improving the vibrancy and sense of place in its historic downtown district.

**Project Cost:** \$2,500,000



Sampling of sites most in need of rehabilitation.

115-117 MAIN ST.



141-143 MAIN ST.



145-147 MAIN ST.



149-155 MAIN ST.



157-161 MAIN ST.



148-152 MAIN ST.



167 MAIN ST.



154-162 MAIN ST.



26 CLARA BARTON ST.



54 WESTAVE.



28 CLARA BARTON ST.



193-199 MAIN ST.



139 MAIN ST.



170-176 MAIN ST.



# Primed & Prepared

**SHOULD DRI FUNDING BE AWARDED, THE VILLAGE OF DANSVILLE WOULD CONTRACT WITH THE LIVINGSTON COUNTY DEVELOPMENT CORPORATION AND ITS DOWNTOWN PARTNERSHIP TO LEAD ADMINISTRATION.**

Dansville has been a member of the Downtown Partnership since its inception in 2003. This county-wide program with the mission of promoting and enhancing the unique, authentic, and vibrant communities of the County is housed in Livingston County's Economic Development Office and supported by the office staff, including a fulltime Downtown Coordinator. The Downtown Coordinator would be the local lead responsible for convening a local Downtown Revitalization Initiative Planning Committee.

The Downtown Partnership has a proven track record of administering concurrent contracts and advancing policies that improve downtown livability and quality of life.



**THE DOWNTOWN PARTNERSHIP'S EXPERIENCE**

*Partnered with Dansville's Opportunity*

## Design Guidelines

In 2010 the Downtown Partnership assisted Dansville with the development of Design Guidelines which, once complete, were adopted by the Village. Design Guidelines are intended to aid owners of buildings undergoing façade renovations with design proposals that contribute to the development of a vibrant and pedestrian-friendly downtown. Façade elements such as signs, colors, lighting, awnings, windows and doors, siding materials, and detailing all have a significant impact on the character and identity of the street. Not only do these guidelines help building owners with design decisions, they can also be used to highlight and enhance existing characteristics of Dansville's downtown.

## Samples:



## Local Law RPTL 485n enacted

Livingston is one of only two counties in the entire state with the **485n** exemption which makes investment in downtown ideal

Reserved exclusively to property converted, created, modernized, rehabilitated, expanded, or otherwise improved for commercial or mixed-use purposes in excess of **\$10,000**

**12 YRS** exemption benefit:

**100%** of the base amount attributable to the construction work is exempt during the first 8 years of the exemption

**80%** is exempt in the 9th year

**60%** is exempt in the 10th year

**40%** is exempt in the 11th year

**20%** is exempt in the 12th year

## New York Main Street Building Renovations

9 New York Main Street Building Renovation Grants completed in 8 downtowns

**\$3.2 million** in grants successfully administered and closed

More than **\$7 million** in total project cost invested in **89 buildings**

1 New York Main Street Building Renovation Grant currently underway in 2 downtowns

## Livingston County Sign & Façade Program

Local funding

**50/50** match for transformative sign and façade projects

**129** projects in all **9** downtown districts

**\$417,000** has leveraged more than **\$945,000** in private investment

More than **\$1.3 million** total project cost

## Restore NY Projects

4 Restore New York Projects underway totaling more than **\$3.5 million**

**\$500,000** grant for Avon Inn, Avon, NY

**\$285,488** grant for Battle Street Brewery, Dansville, NY

**\$700,000** grant for Livingston County Home (Poorhouse), Geneseo, NY

**\$400,000** grant for Park Theater, Avon, NY

## Livingston County Land Bank

The Livingston County Land Bank was approved by New York State in September 2017 with the mission to support community (re) development by facilitating the return of vacant, blighted, abandoned, tax delinquent, or underutilized properties to productive use. The Board of Directors sees this as a tremendous opportunity to implement a process that will interrupt the cycle of continued deterioration of these properties and shift the focus toward upgrade. Nice neighborhoods that have these types of properties require the assistance of an agency like the Land Bank that can intervene and improve the overall landscape for residents.



*"This community has shown considerable resilience in the face of downturns in the economy by reinventing itself to, not only what people want or need, but what can be sustainable and successful."*

BARRY HAYWOOD, PRESIDENT  
DANSVILLE AREA  
CHAMBER OF COMMERCE

## Technical Assistance through the New York Main Street Program

5 New York Main Street Technical Assistance Grants completed, one underway

Project Feasibility Studies for **25** buildings

Commercial District Analysis Completed for all **9** downtowns



## Small Business Assistance

Workshops and webinars to help businesses grow their sales, profits, and customer traffic



Adopt-a-Business program pairs SUNY Geneseo students with businesses to offer social media assistance



Destination Downtown Conference educates business owners, local officials, and citizens who want to attract more traffic to their downtowns and businesses

*Village of Dansville* 14 CLARA BARTON STREET, DANSVILLE, NY 14437

