Elmira Downtown
Revitalization Initiative

Public Meeting 1
November 10, 2016
Agenda

Welcome
• Introduction to DRI
• Overview of general process

Preliminary Strategies
• Overview of Market Demand
• Preliminary Options

Break Out Sessions
• Discussion at your table about your priorities
• Your thoughts about the vision

Report Out
• Groups report their findings to the audience

Next Steps
Downtown Revitalization Initiative (DRI)

$100 Million State Investment in 10 downtown neighborhoods nominated by Regional Economic Development Council (REDCs).

Goal is to create vibrant, active town centers.

Strategic Investment Plans will identify projects recommended for DRI funding, and ones funded by other public & private resources.
Program Components

- Downtown Profile & Assessment
- Downtown Vision, Goals & Objectives
- Revitalization Strategies & Action Plan
- Key Projects
- Implementation Strategy
- Performance Indicators/Metrics
- Downtown Revitalization Plan
General Process

• Analysis and Understanding Your Needs:
  Market Demand Opportunities and Constraints
  Local Planning Committee established
  Stakeholder Interviews
  Public Meetings

• Analysis Concepts:
  Overall Plans
  Catalyst Projects
  Opportunities to add (leverage) additional public and private funds
  Public review of concepts

• Draft Plan:
  Based on public comments
  Financial testing
  Implementation strategy
  Public Review

• Final Plan
General Process

October
- Preliminary Downtown profile & assessment
- Draft vision developed

November
- First Public Event
- Downtown vision confirmed
- Key project profiles developed

December
- Concept Plans
- Preliminary financial strategies

January
- Public event held
- Implementation strategy developed

February
- Public event held
- Final Downtown Revitalization Initiative Plan Submitted to REDC
Opportunities for Public Engagement

Public Meetings
• Public Meeting 1: Today
• Public Meeting 2: Draft Plan, January 2017
• Public Meeting 3: Final Plan Presentation
  Winter 2017

Local Planning Committee Meetings
• LPC Meeting Dec. 7th
• Opportunities for public commentary

Online Engagement and Updates
• New York Government Website:
  WWW.NY.GOV/DOWNTOWN-REVITALIZATION-INITIATIVE/SOUTHERN-TIER-ELMIRA

• Online Discussion at My Sidewalk Link:
  WWW.MYSIDEWALK.COM/ORGANIZATIONS/293607/ELMIRA-DRI

Your Input Matters
Additional Team Members

W-ZHA
Economic Assessment, Financial Implementation

Larisa Ortiz
Assoc.
Urban Retail Strategies

Marc
Norman
Affordable Housing Finance

Nelson Nygaard
Multimodal Transportation

EDR
Zoning, BOA, Public Space

Foit Albert
Civil Engineering

Middleton Const.
Cost Estimates
Many Aspects of the Winning DRI Application were developed during the Comprehensive Plan’s community engagement process.

Goals
- Job creation, high-paying jobs, and skilled workers
- Create an attractive, desirable downtown with a strong sense of place
- New housing at upper floors of buildings
- New retail and businesses opportunities
- Renovate underutilized properties
- Increase local property tax base
- Strengthen arts and cultural attractions

Poverty Reduction Initiative
Elmira selected for $1 Million program to address poverty.
Three-Prong Strategy

*Elmira Comprehensive Plan:*
- Establish a Dynamic College Community
- Strengthen Role as Eastern Anchor of I-86 Innovation Corridor
- Reverse Trends of Poverty & Blight

*Elmira Refresh Vision:*
There is potential growth of the I-86 Innovation Corridor.
22,900 commuters come to the city every day.

Elmira/Corning Airport
150,000 boardings per year

Corning Inc
5,100 employees

Hardinge Group
350 employees

CAF USA
650 employees

Anchor Glass
200 employees

Hilliard Corporation
600 employees

Ernie Davis Academy
863 students

Elmira College
1,300 students

Elmira High School
1288 students

Elmira Refresh (1/2 mile radius)

St. Joseph’s Hospital
4,800 admissions

F.M. Howell

Notre Dame High School
380 students
Growth from the City’s Institutions

Institutions need downtown, downtown needs the institutions

Center of Education
- Expansion of Elmira College: 1,300-1,800 students
- Corning Community College

Healthcare
- LECOM Lake Erie College of Osteopathic Medicine: Growth of professionals and 80 new students with long-term career paths in Elmira
- Growth of Arnot Health
- Guthrie Healthcare

Government
- Elmira is a central hub for government services

Banking and other Private Sector Business
- Elmira is a banking center
- Home to multiple large employers
- Many small businesses
The Urban Trends

Millennials
- Preference for vibrant downtowns
- Leaving rural areas
- Want to be connected
- Preference for authenticity
- Preference or healthy foods

Boomers
- Looking for place to retire
- Looking for low cost, activities, warm, connected to activities and people
- Many moving to downtowns

Photo source: Wikimedia
Residential Market Demand

Demand for over 300 market rate units per 2016 Residential Market Demand Study. Based on type of unit and monthly rent ranges, demand for rental housing during the period 2017 – 2022 is forecast in the table.

According to stakeholders, many professionals live and shop near the adjacent community of Horseheads and other locations.

<table>
<thead>
<tr>
<th>Unit Style</th>
<th>Number</th>
<th>Monthly Rent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studio</td>
<td>25</td>
<td>$550-695</td>
</tr>
<tr>
<td>Small one bedroom</td>
<td>37 - 42</td>
<td>$725-850</td>
</tr>
<tr>
<td>One bedroom</td>
<td>68 - 95</td>
<td>$950-1200</td>
</tr>
<tr>
<td>Luxury one bedroom</td>
<td>11 - 19</td>
<td>$1200-1475</td>
</tr>
<tr>
<td>Two bedroom</td>
<td>115 - 133</td>
<td>$1300-1600</td>
</tr>
<tr>
<td>Luxury two bedroom</td>
<td>14 - 22</td>
<td>$1700-2000</td>
</tr>
<tr>
<td>College student suites</td>
<td>60 - 63</td>
<td>$1800-2000</td>
</tr>
</tbody>
</table>
Project Options

If these market rate rents are attainable, it is expected that developers will begin to approach rent revenue streams that could support new project development; but then rent levels are still below what would be necessary to support the total cost of design, construction and property taxes that must be incurred prior to occupancy. Gap financing will be required.

Sixteen (16) buildings and one vacant parcel suitable for infill development have been identified as potential development projects to respond to the forecasted demand. These properties would have the capacity to accommodate an estimated 190 – 220 apartment units.

The DRI Application targeted several historic properties in the downtown core for renovation. A goal is to provide upper story housing.
Many Pieces to Make a Vibrant Downtown & Regional Destination
Project Options to Make a Vibrant Downtown & Regional Destination

New Mixed-use development at West Water St.

Main Street building renovations
Many Pieces to Make a Vibrant Downtown & Regional Destination

First Arena partnership with Elmira College may enable more downtown sporting events.

Daily Events: Ice hockey, Ice Skating, Convertible for other events: basketball, other types

Home to Jackals Hockey
Seating Capacity: 3,784

Clemens Square Parking Structure Renovation

• Improve maintenance
• Improve lighting
• Improve overall appearance
• Improve ease of use
Linking a Variety of Activities to Make a Vibrant Downtown

Improved connection from Clemens Center to Main Street can help support local businesses
Additional Projects to Make a Vibrant Downtown

Photo of existing viaduct
Additional Projects to Make a Vibrant Downtown

Opportunity for small start-up businesses at Railroad Viaduct

Some individuals work from home. They are looking for space and visibility.

Financial support is required for the management of outdoor events.
Additional Projects: Waterfront as Destination
Creating Linkages between Downtown & Neighborhoods
Linkages: Impediments to Walkability
The Elmira Comprehensive Plan initiated improvements to pedestrian linkages between the College Area and Downtown. Project is already underway.

DRI provides the opportunity to enhance the Cultural Connector.
Pedestrian Connections

The Comprehensive Plan recommended pedestrian improvements to Clemens Center Parkway.

Before

Harlem River Park Gateway

After
Lake Street Bridge

- Reopening Lake Street Bridge for pedestrian and bike use.
- Pending grant application for $2.5M DOT funding. $3.7 M total cost.
- Enhances viability of Central Business District.
- Portion of Creative Corridor
Preliminary Community Comments

- Need support for small business:
  - Finding spaces
  - Business planning assistance

- Support for more outdoor events like those organized by the BID, Business Improvement District

- Improve safety and cleanliness

- Need more diverse types of businesses & economic base

- Think outside the box: use on-line tools and social media to promote downtown businesses & events

- Need for housing for professionals, many currently living in Horseheads

- Need vibrant downtown to attract younger workers

- Many people working out of their homes

- Broken infrastructure holds things back

- Need effective parking strategy

- Elmira has “Good Bones” build on what we have
**Break-out sessions**

At your table: plans, images, colored dots, markers.

Talk with your group about your priorities for downtown. Place the colored dots on your map. Write your comments down so we can record them.

Designate one person in your group to write down comments.

Designate one person in your group to report findings to the audience.

Report-out session starts at 7:45.