Applications for the Downtown Revitalization Initiative will be received by the Regional Councils. Applicant responses for each section should be as complete and succinct as possible. Applications should be submitted as Word documents and must be received by the appropriate Regional Council by 4:00 PM on June 1, 2018 at the email address provided at the end of this application. Application guidance is provided in the Downtown Revitalization Initiative Guidebook found on the DRI website at www.ny.gov/dri.

BASIC INFORMATION

Regional Economic Development Council (REDC) Region: Western New York

Municipality Name: Village of Hamburg, New York.
Project Contact: Mr. Paul Becker, Special Projects Coordinator, Village of Hamburg, 100 Main Street, Hamburg, NY 14075, (716) 649-0200 x3900, pbecker@villagehamburg.com

Downtown Name: Hamburg Regional Business District

County Name: Erie

Vision for Downtown. Provide a brief statement of the municipality’s vision for downtown revitalization.

The Hamburg Regional Business District will reinforce the identity of the Village of Hamburg as a vital Western New York community with unique charm and character. The infusion of the requested DRI funding will significantly enhance the capacity of the community to develop and sustain a vibrant regional business district. Moreover, the proposed Hamburg Regional Business District will redevelop existing unused or underutilized facilities or buildings for new business, industrial, and mixed use, in addition to, the transportation infrastructure necessary to support sustained growth throughout the future. Additionally, it is expected that the proposed Hamburg Regional Business District will also serve as a catalyst for the development of the Eighteen Mile Creek Greenway along the southern border of the Village of Hamburg. Please note that the Eighteen Mile Creek Greenway will include a regional tourist attraction comparable to the Wild Center in the Adirondack Mountains. Connectivity will be established to existing public assets to include but not limited to the Eighteen Mile Creek Golf Course, Taylor Road Recreation and Events Center, Lakeview Road Recreation Complex & Ice Rink, Anna Mae Bacon Bird Sanctuary, NYS Hampton Brook Woods Wildlife Management Area, Eric County Eighteen Mile Creek County Park, and the NYSDEC Fishing Access Point.

Ultimately, it is the goal of the Village of Hamburg to maintain neighborhoods that are walkable, attractive, well maintained, and diverse, while including a comprehensive yet balanced mixture of residential, commercial, and retail spaces. It is expected that these components of the Village of Hamburg will satisfy current residents, while attracting new residents and visitors from the local and
regional community and beyond. Through the application of sound planning principles and strong partnerships the Village of Hamburg, local property and business owners will invest in and redevelop vacant and underutilized sites to be converted for new uses, contributing to an appealing atmosphere of prosperity, sustainability, and safety.

**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.

Hamburg, New York is located directly south of the City of Buffalo and is considered the “Gateway to the Region” while traveling from the south and west. U.S. Interstate 90 travels directly through Hamburg, New York in route to the cities of Buffalo, Rochester, Albany, and New York City. Additionally, U.S. Routes 219, 62, & 20 and NYS Route 5 all travel directly through Hamburg, New York. The Village and Town of Hamburg also act as a transition from the City of Buffalo urban sprawl to the suburban/ rural communities of southern Erie County. It is estimated that the Village of Hamburg, Town of Hamburg, and southern Erie County have approximate populations of 10,000, 60,000, and 250,000, respectively. The Village of Hamburg serves as an economic hub for the regional community and has a vibrant night life that revolves around its village and “main street” restaurants and retail shops. Additionally, the Village and Town of Hamburg, New York is home to many large scale, recreational venue attractions and festivals that are constantly bringing individuals in and out of the area from the regional community to include but not limited to: The Erie County Fair, Burgerfest, and weekly farmers market (seasonal). In 2017, the Erie County Fair attracted approximately 1,250,000 individuals from the regional community over the ten day event.

In 2012, the Village of Hamburg updated their Comprehensive Plan. The updated plan utilized stakeholder input to identify priorities for future capital improvements. Walkability initiatives, property maintenance, and mixed use development was evaluated and considered as ways to improve connectivity and expand the tax base in the community.

In 2013, the Village of Hamburg commissioned a market analysis to take a closer look at redevelopment areas and assess the strength of the market for retail, residential, and commercial use. The market analysis identified that a lack of diversity in housing types limited the ability to attract new residents and new housing types are needed to complement the recently revitalized Buffalo Street and Main Street areas. The market analysis identified opportunities for retail development and noted that a lack of commercial office space for lease limited the office market in the Village of Hamburg. Moreover, the 2013 Village of Hamburg Market Analysis was prepared to determine market realities. Some of the key findings included:
• Projected demand for 180,000 square feet of office space over the next 10 years within the study area
• Projected demand for 90,000 square feet of industrial space over the next 10 years within the study area
• Projected demand for 150,000 square feet of eating and drinking space over the next 10 years within the study area
• Projected demand for 50,000 square feet of retail space over the next 10 years within the study area
• Projected demand for 255 new workforce apartments, 17 new market rate owner-occupied townhouses/condos, and 116 new market rate traditional owner-occupied single family homes over the next 20 for the entire Village of Hamburg.

In 2016, the Village of Hamburg finalized an engineering plan for the development of a pedestrian bridge to provide connectivity between Centennial Overlook Park and the Anna Mae Bacon Bird Sanctuary. Please note that the engineering plan was prepared in alignment with a plan to establish the Eighteen Mile Creek (Designated NYS Inland Waterway) Greenway.

In 2017, the Village of Hamburg initiated the Hamburg Multimodal Trails Master Plan as a collaborative venture with the Town of Hamburg to develop a comprehensive trails system focused on regional connectivity. Moreover, the Hamburg Multimodal trails Master Plan is comprised of ten (10) trail components that provide connectivity from the Village of Hamburg to all surrounding communities.

Additionally in 2017, the Village of Hamburg finalized the Hamburg Underutilized Sites Strategy Project, which was supported by an Empire State Development Corporation grant. The overall goal of the project was to develop a revitalization initiative for a 261-acre area impacted by 46 underutilized and vacant properties. The study area included three (3) sub-areas: East Gateway, Lake/ Camp Corridor, and West End. The Village of Hamburg also secured a Local Government Efficiency (LGe) grant to study the relocation of the Village of Hamburg DPW, County, and State operations to a more suitable location.

The Hamburg Underutilized Sites Strategy Project began with an extensive inventory and analysis of existing conditions in an effort to determine constraints and opportunities throughout the study area. Some of the key inventory findings included:

- The study area is impacted by 46 underutilized and vacant properties, many of which are clustered west of the railroad within the Lake/ Camp Corridor and on either of the railroad within the West End
- Transportation access is exceptional, including 1-90, State Highway 75, US Highway 62, rail, and a regional bus system
- Infrastructure access and capacity is excellent (with the exception of small areas without access to sanitary sewer) and can support large scale redevelopment
- A sizable portion of the study area is owned by public and quasi-public agencies, particularly within the West End, which could aid in redevelopment efforts
- Natural resources are nearly non-existent within the study area, eliminating one of many development hurdles
A comprehensive public participation process was conducted which included multiple steering committee meetings, stakeholder interviews, public meetings, and walking tours. The vision statement and five (5) primary objectives were derived from this process. The five (5) derived primary objectives are:

1. To promote land use patterns that enhance the Village of Hamburg’s character
2. To improve the quality and character of the community
3. To provide housing options for a wide range of people
4. To enhance and extend the revitalization of the Village of Hamburg’s core
5. To improve access by all modes of transportation for a safe and enjoyable environment


DOWNTOWN IDENTIFICATION

This section should be filled out with reference to the list of desired attributes for participation in the DRI as set forth in the Downtown Revitalization Initiative Guidebook.

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

The proposed Hamburg Regional Business District is a comprehensive expansion of the previous successes achieved by the Village of Hamburg through the recent implementation of the Buffalo Street and Main Street revitalization projects. Moreover, the proposed Hamburg Regional Business District will significantly define the Village of Hamburg as a regional center for culture, commerce, and community.

The Total DRI Area for the Hamburg Regional Business District is approximately 1,400 acres. Please see the attached Project Maps 1-3. Please note that as identified in Project Map 2 and Project Map 3, the actual areas targeted for improvements in the proposed Hamburg Regional Business District is only approximately 490 acres. Specifically, the Total Business, Industrial, and Mixed Use Development Area is approximately 450 acres and the Total Regional Transit Hub & Pedestrian Bridge is approximately 40 acres. Moreover, while the traditional downtown area of the Village of Hamburg is centered at the intersections Buffalo Street and Main Streets and is included in the Total DRI Area, the significant focus of the project, the proposed business, industrial, and mixed use development area lies in the adjacent western and northwestern portions of the community.

[1] The Business, Industrial, & Mixed Use Development

The locations targeted for business, industrial, & mixed use development are located in direct proximity to the vibrant restaurant and retail sectors on Buffalo Street and Main Street in the Village of Hamburg and would provide connectivity to the proposed Hamburg Regional Business District. Moreover, the Business, Industrial, & Mixed Use Development strategic sites are designated in three (3) unused or underutilized portions of the community: East Gateway, Lake/ Camp Corridor, and West End.

The East Gateway is located along Camp Road roughly between Scranton Road and Staley Drive within both the Village and Town of Hamburg. Currently, the northern portion of the site includes an underutilized big box retail area and former scrap yard, while the southern portion includes a concrete production facility. Infill retail, office, and residential development combined with mixed use areas, a commuter train station, and warehouse/ light industrial will help to create the density required to transform the strategic site into an eastern gateway to the Village of Hamburg.

The Lake/ Camp Corridor is located along Lake Street roughly between Main/ Evans Street and Norwood Avenue within the Village of Hamburg. Currently, the corridor is a mixture of fully utilized and underutilized commercial and residential properties with some key vacant sites. Infill mixed use development at these underutilized and vacant sites will increase the density along the corridor, making it attractive and providing more resident foot traffic.

The West End is located along the railroad corridor roughly between Evans Street and Pleasant Avenue within both the Village and Town of Hamburg. Currently, large portions of the site house the Village, County, and State Highway Departments. Consolidation and relocation of the various Highway Departments onto one site west of the railroad will open up considerable amounts of land for redevelopment. Live/ work units, townhouses, a covered market, restaurant/ brewery, events center, and mixed use development will help create a more suitable buffer between the traditional West End neighborhoods and the adjacent industrial uses.

[2] Transportation

An effective multimodal system of transportation and related infrastructure is important to sustain the development in the proposed Hamburg Regional Business District. Specifically, transportation enhancements for the proposed project are comprised of four (4) components: Roundabout A – Intersection of Main Street (US Route 62) and Lake Street (NY Route 75), Roundabout B – Intersection of Lake Street (NY Route 75) and Pleasant Avenue, Pedestrian Bridge from Centennial Overlook Park to the Ana Mae Bacon Bird Sanctuary, and the Regional Transit Hub.

Roundabout A is proposed at the intersection of Main Street and Lake Street. Currently, the intersection is a four-leg intersection controlled by a single span wire traffic signal. A roundabout was considered at this location in 2006 during the design of the Buffalo Street and Main Street project (PIN 5308.03),
however it was not progressed due to funding constraints. The properties located adjacent to the intersection of Main Street and Lake Street consist of commercial businesses.

Roundabout B is proposed at the intersection of Lake Street and Pleasant Avenue. Currently, the intersection is a four-leg intersection controlled by a single span wire traffic signal. The properties located adjacent to the intersection consist of commercial businesses on the northeast and southwest quadrants. The northwest quadrant is a satellite TV provider and the southeast quadrant is a residential dwelling.

The Pedestrian Bridge is a transportation alternatives project designed to provide connectivity from Centennial Overlook Park across the Eighteen Mile Creek (NYS Designated Inland Waterway) to the Anna Mae Bacon Bird Sanctuary. Moreover, this transportation alternatives project is based on the following four (4) objectives: [i] Establish northern access to the Anna Mae Bacon Bird Sanctuary, [ii] Minimize impacts to the environment and surrounding areas, [iii] Restoration of the Bird Sanctuary, and [iv] Provide connectivity to the trail components designed in the 2017 Hamburg Multimodal Trails Master Plan.

The Regional Transit Hub is focused on the reconstruction on two (2) adjacent parking lots in the Village of Hamburg in proximity to the intersection of Buffalo Street and Main Street as a means to facilitate multimodal transportation throughout the Village of Hamburg and regional community. Moreover, the Regional Transit Hub will provide access for individuals to: fixed route bus service, NYSDOT 5310 van services for seniors and individuals affected by disabilities, rural paratransit, and ridesharing. Additionally, please note that at several points during the warm weather months these parking lots are utilized for specialized community events to include but not limited to the annual community Burgerfest and weekly farmers markets. Specifically, the parking lot reconstruction will include: installation of new drainage, new more efficient lighting, improved parking for approximately 200 vehicles, reconfiguration of entrances and exits, public restrooms, and the installation of new pavement to replace ensure structural integrity.

2) **Description of catchment area.** Outline why the proposed DRI area, or its catchment area, is of a size sufficient to support a vibrant, year-round downtown, with consideration of whether there is a sizeable existing or increasing population within easy reach for whom this would be the primary downtown destination.

As previously identified in the Justification Section, in 2013, the Village of Hamburg commissioned a market analysis to take a closer look at redevelopment areas and assess the strength of the market for retail, residential, and commercial use. The market analysis identified that a lack of diversity in housing types limited the ability to attract new residents and new housing types are needed to complement the recently revitalized Buffalo Street and Main Street areas. The market analysis identified opportunities for retail development and noted that a lack of commercial office space for lease limited the office market in the Village of Hamburg. Moreover, the 2013 Village of Hamburg Market Analysis was prepared to determine market realities. Some of the key findings included:
- Projected demand for 180,000 square feet of office space over the next 10 years within the study area
- Projected demand for 90,000 square feet of industrial space over the next 10 years within the study area
- Projected demand for 150,000 square feet of eating and drinking space over the next 10 years within the study area
- Projected demand for 50,000 square feet of retail space over the next 10 years within the study area
- Projected demand for 255 new workforce apartments, 17 new market rate owner-occupied townhouses/condos, and 116 new market rate traditional owner-occupied single family homes over the next 20 for the entire Village of Hamburg

Additionally, the following three (3) recommendations are based on the findings provided by the 2013 Village of Hamburg Market Analysis and are expected to meet the expected population, residential, and commercial growth of the community.

[A] Invest in Lake Street

Lake Street offers the Village of Hamburg the best opportunity to build upon the successes of the recent Buffalo Street and Main Street reconstruction project and extends its revitalization along an underutilized corridor. While Lake Street experiences good occupancy rates, its land use patterns and general conditions suggest that it is underutilized. It does not provide an attractive image for the Village of Hamburg and limits the types of businesses. Conversely, its location in proximity to the Village of Hamburg core offers an opportunity to extend the successful walkable, mixed-use development into a new area. It is expected that the Village of Hamburg will investigate potential strategies for infrastructure improvements and redevelopment of the Lake Street corridor in an effort to spur new opportunities for mixed-uses, including retail, commercial-office, services, and residential.

[B] Redevelop Evans Street Industrial Area

It is expected that the Village of Hamburg will pursue a long term plan for redevelopment of the Evans Street Industrial area along the railroad tracks. This area should be planned as an intensified residential and light industrial area that provides for additional industrial square footage, while mixing in appropriate single- and multi-family residential development such as townhomes and loft apartments. There is also the potential to incorporate larger scale entertainment and recreation opportunities in this area.

[C] Camp Gateway Redevelopment

It is expected that the Village of Hamburg will recognize the importance of Camp Road as a primary gateway from Interstate 90. The identified property holds the potential for both major redevelopment as well as to brand the Village of Hamburg to visitors and travelers exiting the thruway.
3) Past Investment, future investment potential. Describe how this DRI area will be able to capitalize on prior private and public investment, or catalyze future investments in the neighborhood and its surrounding areas.

Currently, the Village of Hamburg is home to more than 10,000 residents and 600 businesses, with an employment base of more than 3,500 jobs. The Village of Hamburg has a diversified collection of employers, a growing retail/entertainment sector, and varied housing choices for residents. Expectations are that the Village of Hamburg will continue to progress as a community, a process that will be a reflection of an evolving economic landscape in which it has successfully taken advantage of its attractive village setting, a strong local population, and advantageous regional location.

Throughout the past decade, the Village of Hamburg has benefited from the implementation of a number of public and private projects that have contributed to the aesthetic and economic revitalization of the urban core. Most significant of these is the reconstruction of New York State Route 62 by the New York State Department of Transportation. Please note that this reconstruction project included four (4) roundabouts, which completely changed the character of the eastern portion of the community, with a total public investment in excess of $20,000,000. Specifically, the project provided an infrastructure upgrade for central commercial arteries and improved roadway conditions, traffic flow, and installed and improved sidewalks, streetscaping, and period lighting.

The Route 62 project ushered in a new image and brand for the Village of Hamburg centered around the intersection of Buffalo Street and Main Street. A series of NYS Main Street grants, totaling $800,000 over four funding cycles, and an additional Rural Area Revitalization grant for $200,000, provided funds which resulted in additional private investment in 40 buildings of in excess of $10,000,000, including restoration and adaptive reuse of the historic Kronrenburg building on the roundabout at Main & Buffalo Streets. In 2012, the Hamburg Downtown Historic District was listed on the National Register of Historic Places, incorporating 62 contributing buildings along a two-block stretch of Main Street. This listing makes contributing properties potentially eligible for historic tax credits for building renovation projects.

Following its success with the Buffalo Street and Main Street projects, the Village of Hamburg commissioned a comprehensive plan update in 2012 to provide it with direction and inspiration for the future. An update was necessary as the 2003 plan was almost completely implemented. The Village of Hamburg is currently implementing specific components of the 2012 update.
4) **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.

A significant portion of the proposed Hamburg Regional Business District is focused on the business, industrial, and mixed use development which is expected to significantly transform the Village of Hamburg and attract new businesses and professionals that will work, live, and participate in the DRI area, thereby ensuring sustainable growth.

The 2017 Hamburg Underutilized Sites Strategy Project formulated specific strategies per each of the three development sites that comprise the proposed Hamburg Regional Business District. Moreover, it is expected that these specific site strategies will directly facilitate the influx of new businesses, professionals, and community residents. A complete description of the three (3) development sites are identified in the subsequent paragraphs.

[A] **East Gateway Strategies**

[1] Infill Retail Development: The economic and market study revealed the need for additional retail space in order to recapture retail leakage. High traffic counts on Camp Road (in excess of 27,000 vehicles) combined with the existing retail at this currently underutilized plaza, make this stretch along the north side of Camp Road an ideal location for infill retail development.

[2] Class A Offices: The economic and market study revealed a large demand for additional Class A office space. One of the sites of the proposed office space is located on a former junk yard, north of Camp Road and surrounded by retail and proposed residential uses. The other is along Elmview Avenue, adjacent to the proposed large-scale mixed use development.
[3] Townhomes: The economic and market study revealed the need for owner-occupied townhouse development. The new townhouses would create a buffer area between the existing residential neighborhoods to the north and the proposed infill retail development and offices.

[4] Mixed Use Development: As stated previously, the economic and market study revealed the need for additional retail space and Class A office space. It also projected demand for 150,000 square feet of food and drinking establishments over a ten year period and 255 additional market rate rental units by 2035. The new mixed use development will combine all of these uses into a new compact, pedestrian oriented area, taking advantage of some of the largest underutilized properties within the Study Area (i.e. the concrete plant).

[5] Commuter Train Station: There has been renewed interest in commuter and excursion rail service in Western New York utilizing the rail line that runs through Hamburg connecting Hamburg and areas south of Hamburg with Buffalo. Hamburg currently has two train stations located in the West End, one houses a train hobby retail outlet and the other, which belongs to the Town of Hamburg, is vacant. Neighbors of the existing train stations in West Side object to the location of a passenger rail station in their neighborhood citing a lack of parking as among their reasons. Their reasoning is well taken, particularly if a long-rumored downtown Bills stadium is one day developed downtown. In that instance, sports fans and concert goes would almost certainly seek alternatives to driving to the stadium. This new station, located in an area with abundant parking and dense commercial and residential occupancies is a better solution.

[6] Warehouse/Light Industrial: The economic and market study revealed the need for 90,000 square feet of industrial and/or warehouse/distribution space over the next 10 years. This space can be accommodated in the rear of the concrete property, separated from the mixed use development area.
Lake/ Camp Corridor Strategies

[1] Redevelop Vacant Corner / Car Repair into Mixed Use Development: The economic and market study revealed the need for 50,000 square feet of additional retail space, 150,000 square feet of food and drinking establishments, and 180,000 square feet of Class A office space over the next ten years. It also projected demand for 255 additional market rate rental units by 2035. The northwest corner of Lake Street and Church Street is vacant with an auto glass repair shop adjacent to the north. These properties would be an ideal location for a mixed use development. Retail uses would be attracted based on the high traffic counts (in excess of 15,000 vehicles per day), adjacent residential neighborhoods, and proposed upper floor apartments.

[2] Retail or Mixed Use Infill Development on Parking Lot of Plaza: As stated previously, the economic and market study revealed there is demand for additional retail, food and drinking establishments, office, and market rate rental units. While the plaza is active, there are excessive amounts of parking. Retail or mixed use infill development could improve the utilization of this site while creating a denser urban fabric.

[3] New Roundabout and Redevelopment of Underutilized Sites: A detailed discussion about installing new roundabouts at the intersection of Lake Street with Main Street and Lake Street with Pleasant Avenue is provided later in the Master Plan. Installation of the roundabouts would require the demolition of various buildings and the acquisition of portions of parking areas. This will present the opportunity to build new and redevelop existing underutilized sites at these enhanced nodes along Lake Street.

The ultimate goal along Lake Street is to make it an extension of the highly successful Buffalo and Main streets. In order to accomplish this goal, several things must happen. Lake Street needs to visually appear as if it is a natural extension of Buffalo and Main streets and it needs to become more pedestrian friendly. Installation of roundabouts, streetscape enhancement programs, and infill redevelopment to
create a dense urban fabric will all enhance the pedestrian experience and create the visual connection. The addition of upper floor rental units will increase foot traffic along the corridor, enticing future retail development.


[1] Redevelop Hamburg DPW Site for Live/Work Units: The economic and market study projected demand for 255 additional market rate rental units by 2035. Following the proposed consolidation and relocation of the Village Department of Public Works, the site would be an ideal location for live/work units. Live/work units provide residents living space as well as all types of commercial or industrial “maker” space. These units would provide a buffer between the residential uses to the north and industrial uses to the south. There are currently no official live/work units in Hamburg despite the fact many millennials are attracted to both the “maker space” concept of a small production facility or space for artistic or creative occupations such as art studios. The Village zoning allows home occupations in all three of its residential district designations.

[2] New Townhouse Development: The economic and market study revealed the need for owner-occupied townhouse development. The new townhouses would occupy currently vacant and underutilized industrial properties, creating a buffer between the existing residential neighborhoods to the east and the existing railroad to the west.

[3] New Covered Market: A European-style covered market is envisioned to provide the area’s new neighbors with access to fresh foods and niche retail products. The market is a hub for activity and reinforces the neighborhood’s cachet.
[4] Redevelop Buildings into Restaurant/Brewery and Events Center: The economic and market study revealed the need for 150,000 square feet of food and drinking establishments over the next ten years. Successful micro-breweries have been popping up all over Western New York. The Village has limited spaces to hold indoor events. Following the proposed consolidation and relocation of the Erie County Highways Maintenance Center, the existing buildings would be ideal for redevelopment into a restaurant/brewery and events center.

[5] New Mixed Use Commercial and Market Rate Apartments: The economic and market study revealed the need for 50,000 square feet of additional retail space and 180,000 square feet of Class A office space over the next ten years. It also projected demand for 255 additional market rate rental units by 2035. Following the proposed consolidation and relocation of the Erie County and New York State Highways Maintenance Centers, the site would be an ideal location for a stand-alone mixed use development.

5) **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.

As part of the 2013 Village of Hamburg Market Analysis a visual survey of the Village of Hamburg was conducted to assess the present physical conditions of the various neighborhoods containing residents and businesses. This exercise was done on foot, exposing the consultant team to each area of the village. From this assessment, the distinct character of each neighborhood, including its aesthetic qualities as well as the conditions of its building stock and public infrastructure.

*East Side Neighborhood (East of Buffalo Street)*
The East Side neighborhood is filled with a mix of one and two story homes, mostly single-family. Homes are generally newer then in the central Neighborhood. Houses are well maintained and landscaped. Few houses were less than well maintained and none of them were ready for demolition. The neighborhood is filled with a variety of house styles. A school and park space is found within the neighborhood.

*Central Neighborhood (Between Buffalo & Lake Streets)*
The Central Neighborhood has a higher concentration of older houses, nearly all well maintained. Most homes are two stories and there is a higher frequency of two-family houses. All properties are well landscaped and there seems to be a higher density of vegetation within this neighborhood (Including street trees). Houses present a wide variety of styles. Several parks serve the community.
**West Side Neighborhood (West of Lake Street)**
The West Side neighborhood is a mix of residential structures along with commercial, warehouse, and industrial uses. Most of the houses are in good condition, but there are areas and individual houses that are showing signs of disrepair. There are some infill houses that have replaced aging structures. There is a vacant parcel behind houses on Pleasant Avenue that could support a small residential development. The area is home to many former rail and freight buildings that are currently being used as warehouses. There are large storage yards which include the Villages Department of Public Works and State and County Highway Maintenance Departments. Retail uses include the West End Inn, an animal feed store, and a train hobby store which are all in good condition. A few buildings on Pleasant Avenue are vacant with low value for reuse.

**Buffalo Street**
The Northern section of Buffalo Street contains large retail centers with a Tops, Value, and Walgreens. There is also J.P. Fitzgerald, which is a large, popular bar and restaurant. Further south, there are smaller retail places including restaurants, nail and hair salons, yoga & dance studios, banks. There are also dentist and law offices mixed with some houses. There are no vacant buildings and facades are well maintained. Between Buffalo Street and Pine Street there is Hamburg Village Square Plaza, which was recently purchased by a local developer (ISKALO). The plaza has a large central parking area which the new owner rebuilt to improve drainage, pavement and vehicular and pedestrian circulation. The Plaza has a large central parking area. The Plaza Contains a Right-Aid, Federal Meats, Biehler Liquors, Sherwin Williams, Total Tan, Bangs, and a Chinese Restaurant. The other side contains Tuesday Morning, Pennysaver, and H&R Block. Roughly a third of the plaza is vacant space for lease, with, the new owner is refurbishing the entire plaza, creating new spaces and constructing new facades, and has already attracted a variety of new tenants. South of Village Square are more niche retail stores, pizzerias, a couple small bars, a theater and a bowling alley. There are no vacant spaces and the second floors look active. The streetscape is nicely done with trees and furniture.

**Main Street**
Main Street is another pleasant commercial block with a nice streetscape. Buildings are not vacant and are well maintained. One structure is in need of more significant repair. Along this section there are more banks and law offices, but there are still specialty retail spaces and small restaurants. There are florists, bars, diners, collectables, bread stores, and books. Further east on Main the street transforms into a mix of community services, offices and historic homes used either for small business or apartments.

**Lake Street/Camp Road**
There are no unifying elements on Lake Street. There are sidewalks, but no streetscape treatments. There are a mix of houses. Some are well maintained historic structures, while others are vacant or underutilized. Businesses generally have larger parking areas. There are several gas stations and auto repair stations. There is an industrial building and a few isolated restaurants. Eventually Lake Street turns into Camp Road and becomes more auto-oriented commercial area with large parking lots. There is a Quality Inn located on Camp Road near the Thruway interchange. There are a couple of plazas that have minor retail sales and service establishments and professional offices. This area is a gateway.
South Side Neighborhood (South of Main Street)
South of Main Street is a mix of residential structures from the 1920’s to the 1950’s. The houses are well maintained and in good condition.

North West Neighborhood (West of Sunset Drive)
The neighborhood west of Sunset Drive is generally filled with relatively new residential developments. Some streets were built in the 1960’s and 1970’s. Other streets have been recently developed and Ryan Homes is currently ready to build a model single family home and construct others on the last 54 lots in the Country Meadows subdivision.

Findings
Most of the village is a well maintained pleasant place to live and walk around. There are areas that need some attention. The Hamburg Village Square has significant vacancies. The plaza does not match the style of Buffalo and Main Street where there are few or no vacancies. Lake Street is another area that does not offer the same walkability and character as Buffalo and Main Streets. As a result, contains vacant businesses and underutilized properties.

6) 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 achieving this goal are not currently in place, describe the ability of the municipality to create and implement such policies.

Over the past several years, the Village and Town of Hamburg have developed and implemented several initiatives to encourage and attract diversity, which includes but is not limited to the passage of the municipal Village/Town of Hamburg Fair Housing Law. This law will ensure fair housing to all individuals regardless of: race, disability, marital status, source of income, and sexual orientation. Moreover, the Village/Town of Hamburg is very proud to be one of only a few government entities to have its own fair housing law. The Village/Town of Hamburg, through its Department of Community Development, provides a wide variety of fair housing services in conjunction with its partner, Housing Opportunities Made Equal, Inc. (HOME, Inc.).

Additionally, the Village of Hamburg will promote balanced land use and development practices that preserve, enhance, and create healthy and attractive neighborhoods, walkable streets, economic development, vibrant retail business districts, and increased property values. Appropriate development
and land use management will enhance the character and quality of life of the Village of Hamburg over time.

The Village of Hamburg will encourage public and private investments that strengthen the community’s residential, business, and commercial environment while also protecting its natural resources and expanding recreational opportunities. Future land use decisions will consider the current physical configuration of the Village of Hamburg. The impacts that proposed development, new construction or changes in property will be considered on residential, aesthetic, and pedestrian qualities as well as other aspects of neighborhood character. The Village of Hamburg will utilize a future land use map to guide future decision making and to update zoning and land use regulations so that underutilized and underperforming areas achieve their highest and best use.

The mixed use development areas will encourage existing residences be retained and maintained. Only non-residential uses that can function well, given physical opportunities and limitations found within the designated areas, should be permitted. For example, properties along Lake Street tend to have smaller lot sizes, limited parking (off-street) and a range of architectural styles. Businesses that require a lot of parking and/or generate high volumes (e.g., drive-throughs) may not be well suited for the mixed use development areas.

Future zoning revisions designated in areas designed for mixed use development will clearly express intentions to retain and enhance residential dwellings on arterial roadways. Revisions will need to address and prohibit wrap around zoning to avoid commercial encroachment into adjacent residential streets. Commercial uses, even in mixed use areas, should be located only along major corridors, not on local neighborhood side streets. Modifying design standards for Lake Street and the other mixed-use areas will allow existing residential structures to remain intact and encourage commercial or office development that will not negatively impact nearby residents.

The Industrial Mixed Use area, which is generally bounded by the railroad, Church Street, Lake Street and Evans Street, will provide the Village of Hamburg continued opportunities for appropriately scaled industrial development while allowing for creative redevelopment of sites and buildings. This could be the perfect location for arts and craft studios, live-work spaces and other niche development enterprises that require larger buildings and/or sites. These mixed-use industrial areas’ future viability will require improvements to the public realm that will restore a sense of physical connectivity, improve walkability and enhance the pedestrian experience.

The design for new development in these areas should reflect the scale, massing and building materials typically found in turn of the century industrial districts. The Village of Hamburg will consider developing design guidelines that guide landscaping and site design and identify design strategies that
will celebrate the area’s railroad heritage, enhance landscaping and site amenities, and guide building massing and façade design to ensure the existing physical context is retained over time.

The Gateway Commercial land use category is characterized by its location at two main entrances into the Village of Hamburg that border the Town of Hamburg. Land uses in these areas are, and will likely continue to be, more suburban in terms of scale, site configurations and development types. However, future development or redevelopment in these areas should better reflect character and promote complementary design standards.

Public realm enhancements, such as roadway reconstruction, enhancements to sidewalks, decorative street lighting, pedestrian amenities (e.g. benches), and landscaped gateway features should be pursued as a catalyst for private investment. The Village of Hamburg will explore strategies to enhance private development, through the establishment of design standards and pursuit of grant funding.

Appropriate uses in these areas may include, but not be limited to: Small to mid-size general or market-specific retail, Banks and other professional offices, Gas stations and convenience stores, Grocery, pharmacy, and other personal products retail establishments, Multi-family residential development (e.g. townhomes and/or apartments, Gymnasiums, dance studios and similar facilities. Development within these areas will incorporate access management practices to minimize curb-cuts along major arterials and improve safety of motorists and pedestrians through the area.

7) **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. Describe the commitment among local leaders and stakeholders to preparing and implementing a strategic investment plan. Identify an initial local lead for the program that will work with outside experts to convene a DRI Local Planning Committee to oversee the plan.

The Village of Hamburg Economic Development Committee has begun the process of gathering community input for a second update to the Comprehensive Plan. A series of focus group meetings will be initiated this spring and together with feedback from the questionnaires distributed at the annual community meeting held in January 2018, community recommendations will be presented to the Village Board by December 2018.

A Complete Streets Policy was formulated by the Village of Hamburg Recreational trails & Tourism Task Force and was recently submitted to the Village Board for consideration. Existing Building Design Standards for central business, commercial, and professional office districts will be modified and expanded to include residential and mixed use districts, in addition to, modifications and additions to the zoning code and land use regulations prepared by consultants. Downtown management strategies exist
through the efforts of organizations such as Imagine Hamburg, Village Business Advisory Committee, and Hamburg Holidays. A formal business improvement district structure is currently being considered.

An annual Village of Hamburg Economic Development and Business Update is held each January in the auditorium of the Union-Pleasant Elementary School, to disseminate information to the general public and solicit comments and suggestions regarding the "state of the village". A public meeting was held and walks were conducted to inform residents and solicit input regarding reconstruction of Sunset Drive, a main connector from the Forest Glen/ Country Meadows residential area to the Village of Hamburg center via Pleasant Avenue to the south and to the City of Buffalo and employment centers to the north via Camp Road/ Rte 75, and I-90.

8) **Project List to Demonstrate Readiness:** Describe opportunities to build on the strengths described above by providing a list of transformative projects that will 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) and which may leverage DRI funding with private investment or other funds. Such projects could address economic development, transportation, housing, and community development needs. While such projects should have demonstrated public support, it is recognized that projects will ultimately be vetted by the Local Planning Committee and the State. Explain how most projects proposed for DRI funding demonstrate their readiness for implementation.

The proposed Hamburg Regional Business District is comprised of the seven (7) project components. Each of the project components have been well researched and prepped for implementation. Additionally, please note that a corresponding professional feasibility study, assessment, analysis, and/or plan currently exists for the each of the identified project components. Please see below for a complete list with designated priority and expected implementation schedule for each of the seven (7) project components. Please note that D = Development and T = Transportation.

<table>
<thead>
<tr>
<th>Priority</th>
<th>Project Component</th>
<th>Implementation Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>[T-4] Regional Transit Hub</td>
<td>&lt; 2 years</td>
</tr>
<tr>
<td>2</td>
<td>[T-3] Pedestrian Bridge</td>
<td>&lt; 2 years</td>
</tr>
<tr>
<td>3</td>
<td>[T-1] Roundabout A</td>
<td>2-3 years</td>
</tr>
<tr>
<td>4</td>
<td>[T-2] Roundabout B</td>
<td>2-3 years</td>
</tr>
<tr>
<td>5</td>
<td>[D-2] Lake/ Camp Corridor</td>
<td>3-5 years</td>
</tr>
<tr>
<td>6</td>
<td>[D-3] West End</td>
<td>3-5 years</td>
</tr>
<tr>
<td>7</td>
<td>[D-1] East Gateway</td>
<td>3-5 years</td>
</tr>
</tbody>
</table>
Project Component Descriptions

[D-1] East Gateway – Infill retail, office, and residential development combined with mixed use areas, a commuter train station, and warehouse/light industrial development

[D-2] Lake/ Camp Corridor – Infill mixed use development at underutilized and vacant sites

[D-3] West End – Live/work units, townhouses, a covered market, restaurant/brewery, events center, and mixed use development

[T-1] Roundabout A – Roundabout at the intersection of Main Street and Lake Street

[T-2] Roundabout B – Roundabout at the intersection of Lake Street and Pleasant Avenue

[T-3] Pedestrian Bridge – Connectivity from Centennial Overlook Park to the Anna Mae Bacon Bird Sanctuary

[T-4] Regional Transit Hub – Reconstruction of two (2) existing adjacent parking lots at the intersection of Buffalo Street and Main Street; Incorporation of a formalized transportation hub for individuals throughout the local and regional community.

9) Administrative Capacity. Describe the extent of the existing local administrative capacity to manage this initiative, including potential oversight of concurrent contracts once projects are selected for award.

The Village of Hamburg contracts with a Special Projects Coordinator who in collaboration with the municipal staff have successfully administered four (4) NYS Main Street grants, one (1) Rural Area Revitalization Program (RARP) grant, one (1) NYSDOT Transportation Alternative Program (TAP) grant, several Community Development Block Grants (CDBG), and an Empire State Development grant throughout the past decade.

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

Project Budget

Please see the attached Project Budget for the proposed Hamburg Regional Business District, it is expected that the total implementation cost of the proposed project is between $10,000,000 and $15,000,000. Please note that formal project descriptions and cost estimates are for each of the seven (7) project components are attached. Additional and supporting project information is available from the Village of Hamburg upon request. Please contact:

Mr. Paul Becker
Special Projects Coordinator
Village of Hamburg
100 Main Street
Hamburg, NY 14075
Office: (716) 649-0200 x3900
Email: pbecker@villagehamburg.com
Additional General Information

The Village of Hamburg is a Certified Local Government (CLG), includes a Historic Main Street District and has been a recipient of a Livable Community award. The Village has bonded $2,300,000 to reconstruct Sunset Drive and incorporate complete streets and green infrastructure elements into the project. Additionally, the Village of Hamburg has authorized bonding up to $9,000,000 to upgrade its potable water system to accommodate future needs and development and eventual turnover to the Erie County Water Authority.
## Recent Grant Awards

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Funding Source</th>
<th>Agency</th>
<th>Grant Amount</th>
<th>Total Project Cost</th>
<th>Contract No.</th>
<th>Completion Date</th>
<th>Use of Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Side Neighborhood Cultural Resource Survey</td>
<td>Preserve New York</td>
<td>NYSCA, Preservation League</td>
<td>$5,000</td>
<td>$7,406</td>
<td>2146</td>
<td>5/2017</td>
<td>Survey historic resources in the west end of Village to identify properties that are potentially eligible for landmark designation</td>
</tr>
<tr>
<td>Community Playground</td>
<td>State &amp; Municipal Facilities Program</td>
<td>Dormitory Authority</td>
<td>$250,000</td>
<td>$460,000</td>
<td>7799</td>
<td>11/2017</td>
<td>Handicapped accessible playground at Community Center and outdoor space for Library</td>
</tr>
<tr>
<td>Underutilized Sites Strategy</td>
<td>Urban &amp; Community Development Program Working Capital</td>
<td>ESDC</td>
<td>$30,000</td>
<td>$60,000</td>
<td>AA524</td>
<td>9/2017</td>
<td>Study commercial and industrial areas characterized as underutilized and vacant to identify potential sites for development</td>
</tr>
<tr>
<td>Healthy Neighborhoods</td>
<td>TAP</td>
<td>NYS DOT</td>
<td>$708,800</td>
<td>$886,000</td>
<td>5761.07</td>
<td>10/2017</td>
<td>Construct approximately 1 mile of sidewalk, crosswalks, curb ramps, striping and pedestrian signage to meet ADA requirements and improve safety and promote the health</td>
</tr>
<tr>
<td>Water System Consolidation</td>
<td>LEG</td>
<td>NYS DOS</td>
<td>$405,500</td>
<td>$481,000</td>
<td>C1000908</td>
<td>12/2018</td>
<td>Upgrade of waterlines to help accommodate the consolidation of the Village's water system with Erie County Water Authority</td>
</tr>
<tr>
<td>Public Works Facility Consolidation</td>
<td>LGE P</td>
<td>NYS DOS</td>
<td>$37,500</td>
<td>$75,000</td>
<td>C1000899</td>
<td>7/2018</td>
<td>Study the feasibility of consolidating Village Public Works and Transportation facilities with those of the Town, County of Erie, and State DOT</td>
</tr>
<tr>
<td>Fence Replacement</td>
<td>Community Projects Appropriation</td>
<td>NYS DOS</td>
<td>$15,000</td>
<td>$15,000</td>
<td>TM61478</td>
<td>8/2017</td>
<td>Replace ball diamond and tennis court fencing at Legion field and Glen Meadows Park</td>
</tr>
<tr>
<td>Recycling Grant</td>
<td>Municipal Waste Reduction &amp; Recycling Program</td>
<td>NYS DEC</td>
<td>$317,000</td>
<td>$634,000</td>
<td>C0028366-335000</td>
<td>12/31/2018</td>
<td>Purchase of recycling related equipment</td>
</tr>
<tr>
<td>Equipment Purchase</td>
<td>Legislative Initiative</td>
<td>NYS DCJS</td>
<td>$15,625</td>
<td>$16,702</td>
<td>T102309</td>
<td>12/31/2017</td>
<td>Purchase and installation of a license plate reader to improve crime prevention</td>
</tr>
</tbody>
</table>
*Don’t forget to attach a map that clearly delineates the proposed DRI Area. (See item 1.)

**EMAIL SUBMISSION ADDRESSES**

Please submit your application as a Word Document to the Regional Council for your region.

<table>
<thead>
<tr>
<th>Region</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Region</td>
<td><a href="mailto:NYS-CapitalDist@esd.ny.gov">NYS-CapitalDist@esd.ny.gov</a></td>
</tr>
<tr>
<td>Central New York</td>
<td><a href="mailto:NYS-CentralNY@esd.ny.gov">NYS-CentralNY@esd.ny.gov</a></td>
</tr>
<tr>
<td>Finger Lakes</td>
<td><a href="mailto:NYS-FingerLakes@esd.ny.gov">NYS-FingerLakes@esd.ny.gov</a></td>
</tr>
<tr>
<td>Long Island</td>
<td><a href="mailto:LIREDC@esd.ny.gov">LIREDC@esd.ny.gov</a></td>
</tr>
<tr>
<td>Mid-Hudson</td>
<td><a href="mailto:NYS-MidHudson@esd.ny.gov">NYS-MidHudson@esd.ny.gov</a></td>
</tr>
<tr>
<td>Mohawk Valley</td>
<td><a href="mailto:NYS-MohawkVal@esd.ny.gov">NYS-MohawkVal@esd.ny.gov</a></td>
</tr>
<tr>
<td>New York City</td>
<td><a href="mailto:NYC-DRI@esd.ny.gov">NYC-DRI@esd.ny.gov</a></td>
</tr>
<tr>
<td>North Country</td>
<td><a href="mailto:NYS-NorthCountry@esd.ny.gov">NYS-NorthCountry@esd.ny.gov</a></td>
</tr>
<tr>
<td>Southern Tier</td>
<td><a href="mailto:NYS-SouthernTier@esd.ny.gov">NYS-SouthernTier@esd.ny.gov</a></td>
</tr>
<tr>
<td>Western New York</td>
<td><a href="mailto:NYS-WNY-REDC@esd.ny.gov">NYS-WNY-REDC@esd.ny.gov</a></td>
</tr>
</tbody>
</table>
Project Map 1: Overview Map

Village of Hamburg DRI Area

Regional Growth Area
HAMBURG REGIONAL BUSINESS DISTRICT
VILLAGE OF HAMBURG DRI AREA
TOTAL AREA = +/− 1,400 ACRES

TOTAL DRI AREA
+/- 1,400 ACRES

ROUNDABOUT A

ROUNDABOUT B

TOTAL BUSINESS, INDUSTRIAL, & MIXED USE DEVELOPMENT AREA
+/- 450 ACRES

TOTAL REGIONAL TRANSIT HUB & PEDESTRIAN BRIDGE AREA
+/- 40 ACRES
Project Map 3: Hamburg Regional Business District

**HAMBURG REGIONAL BUSINESS DISTRICT**

**Village of Hamburg DRI Area**

Total Area = +/- 1,400 Acres

Total DRI Area

+/- 1,400 Acres

Roundabout A

Roundabout B

Total Business, Industrial, & Mixed Use Development Area

+/- 450 Acres

Total Regional Transit Hub & Pedestrian Bridge Area

+/- 40 Acres
Figure 1: Study Area Boundary
## Project Budget - Total Expected Project Costs

### Hamburg Regional Business District - DRI

<table>
<thead>
<tr>
<th>Item</th>
<th>Requested DRI Funding</th>
<th>Expected Local Funding</th>
<th>Total Project Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>[D-1] East Gateway Development</td>
<td>$600,000</td>
<td>$500,000</td>
<td>$1,100,000</td>
</tr>
<tr>
<td>[D-2] Lake/ Camp Corridor Development</td>
<td>$750,000</td>
<td>$1,000,000</td>
<td>$1,750,000</td>
</tr>
<tr>
<td>[D-3] West End</td>
<td>$750,000</td>
<td>$1,500,000</td>
<td>$2,250,000</td>
</tr>
<tr>
<td>[T-1] Roundabout A</td>
<td>$2,100,000</td>
<td>$500,000</td>
<td>$2,600,000</td>
</tr>
<tr>
<td>[T-2] Roundabout B</td>
<td>$1,500,000</td>
<td>$300,000</td>
<td>$1,800,000</td>
</tr>
<tr>
<td>[T-3] Pedestrian Bridge</td>
<td>$1,300,000</td>
<td>$200,000</td>
<td>$1,500,000</td>
</tr>
<tr>
<td>[T-4] Regional Transit Hub</td>
<td>$3,000,000</td>
<td>$1,000,000</td>
<td>$4,000,000</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>$10,000,000</strong></td>
<td><strong>$5,000,000</strong></td>
<td><strong>$15,000,000</strong></td>
</tr>
</tbody>
</table>

### Stated Assumptions

*Expected Local Funding refers expected Local or Private Investment*

**Please note that the above Total Expected Project Costs do Not include Contingencies**