



 **2019**  
**HORNELL**

**Downtown  
Revitalization  
Initiative**





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# BASIC INFORMATION



**REDC Region** Southern Tier

**Municipality Name** City of Hornell

**Downtown Name** Hornell Downtown District

**County Name** Steuben

**Applicant Contact(s) Name and Title**

John Buckley, Mayor | [mayorbuckley@cityofhornell.com](mailto:mayorbuckley@cityofhornell.com)

Heather Reynolds, City Planner | [hreynolds@cityofhornell.com](mailto:hreynolds@cityofhornell.com)



## YouTube

Learn more about Hornell by watching our introduction video at <https://youtu.be/rfMuecxRVxw>





# VISION FOR DOWNTOWN

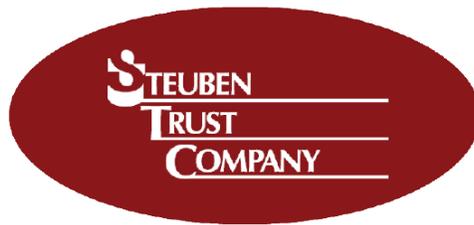


The City of Hornell will build upon the immense progress that is happening with the growth in employment and private development throughout the city. Hornell has over \$300 million in private investment over the last 2 years. With the assistance of the Downtown Revitalization Initiative, Hornell plans to leverage an additional \$250 million that will foster Downtown Hornell's educational, cultural, historic, artistic, recreational, dining, and retail opportunities.

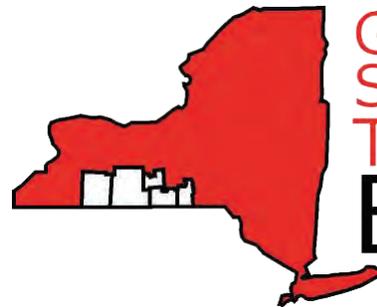
### ***DRI investment will:***

- Strengthen existing local and regional assets;
- Create long-term value to support future generations;
- and Provide an inclusive and sustainable downtown experience for residents, workers, students and visitors.

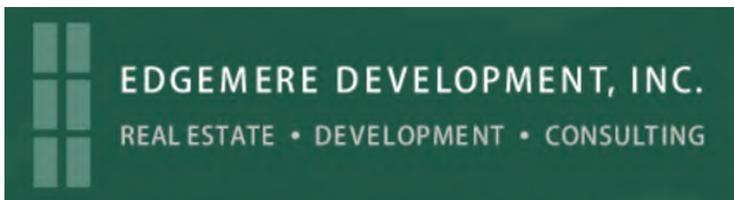




The Krog Group



Greater Southern Tier BOCES



# JUSTIFICATION



**Located on the western border of Steuben County, the City of Hornell has a rich history as the commercial center for neighboring communities within a 30 mile radius. Hornell's downtown is highlighted with a wide Main Street, Victorian style lighting, and plenty of free municipal parking, yet the beautiful wooded hills of the Canisteo Valley are still visible in the distance. Broadway and Seneca Street intersect with Main Street and this overall downtown area has been identified by the city's comprehensive plan as a potentially historic district.**



Hornell has been recently selected as a Federal Opportunity Zone based on the recommendation of several State agencies, including your Regional Economic Development Council. This federal program encourages private investment in low-income urban and rural communities.

The DRI and the opportunity zone designation would work together seamlessly, given they both share the goal to reconnect distressed areas and assist with revitalization .

The entire proposed area is located in census tracts that are considered "distressed". According to the U.S. Census Bureau data, the report looks at the following criteria: percentage of adults without high school diplomas, poverty rate, percentage of prime-age adults

not working, housing vacancy rate, median income ratio, percentage change in employment, and percentage change in establishment. Distressed communities are areas where each of those categories are above the U.S. average.

According to the 2013-2017 American Community Survey's estimates, 89.7% of Hornell residents have a High School diploma (or higher) which is lower than the Steuben County average of 90.4%. The same survey states that 20.9% of Hornell residents are living in poverty, which is significantly higher than Steuben County's average of 12.8%.

These two statistics address what is really the heart of what is holding the City of Hornell back - Hornell is falling behind the rest of the country when it comes to Education and Money.



**Looking at the physical layout of downtown the possibilities are exciting, within a two-block radius we have the HCAC, Broadway Union, the YMCA, the Spotlight Movie theater, and the newly renovated Federation Building theater. The renovation of downtown to be more accessible, walkable, and inviting, would be a huge step in achieving our potential as a regional cultural center.**

**Brett Hunter, Associate Professor  
Alfred University**

## ***DOWNTOWN DESCRIPTION***

Hornell has been able to keep the downtown storefronts full with a nice mix of businesses to serve the community needs. Businesses that currently occupy the storefronts in the target area include: restaurants, utility services, insurance, dentistry, civic, real estate, medical supplies, furniture, discount retail, clothing retail, grocery, spa, beauty salons, shoe sales and repair, furniture rental, accounting, high-end retail, liquor sales, antique co-op, framing services, banking, legal services, movie theater, video rental, pet shop, video productions, dance instruction, community organizations, clothing consignment, floral, and medical services.



The majority of businesses downtown are unique small businesses that look to self-employed, local people for their funding and improvements.

The upper floors of the buildings downtown tell a different story. The Codes Office, no longer considers many units that were deemed livable in the past, safe or habitable. As these structures have yet to be upgraded to meet City Codes by landlords or other property owners, they remain vacant. The City is doing the best that it can with the resources it has to help building owners improve the downtown area. However, the overwhelming state of disrepair to the target area buildings upper floors is beyond the resources of both the owners and the City.

The City of Hornell has some program income money available to loan to building owners at a 0-3% interest rate. Unfortunately, without another source of financial assistance, this loan program will not be enough to cover the vast needs of the aging buildings, and the owners will not utilize the loan opportunity.

When the City of Hornell received a Main Street grant in 2010, the downtown building owners quickly realized that even with up to \$100,000 in financial help for capital improvements, their upper floors would not become code compliant with accessibility being the #1 largest problem/expense.



# URBAN RENEWAL FRACTURES DOWNTOWN

In 1972 the New York State Department of Transportation constructed a section of Route 36 that eliminated 245 homes and the central “Union Park” that was the former heart of Hornell’s downtown. This main arterial is both a benefit and curse to the downtown area. Even though it provides a direct line into the center of the city for vehicular traffic, it also demolished Hornell’s central park space, and it fragmented Main Street, which created a broken interface with downtown.



The City of Hornell operates its own bus system with a regular inter-city loop, as well as 5 additional public routes that include Alfred, Almond, Bath, Canaseraga, Canisteo, Cohocton, Dansville, and Wayland. There is only one bus shelter in the downtown area and stops are not clearly marked making this system difficult to navigate for non-locals.

There are no public gathering spaces, pocket parks, playgrounds, or green spaces currently located in the downtown area. Only two businesses in Hornell’s proposed DRI provide (very limited) outdoor seating and one is only open at lunchtime. A handful of benches are scattered throughout the downtown with no thought to placement.



While more detailed code enforcement regulations regarding signage and lighting were included in the 2000 update, the language addresses mostly safety and building codes rather than design guidelines. Coupled with municipal parking lots that have congested traffic patterns, and minimal directional signage, the City of Hornell’s downtown has no sense of place, and lacks a cohesive concept.

With assistance from the Downtown Revitalization Initiative the City can provide the presence of a quality education system, a credible level of cultural offerings, and infrastructure changes that are essential to Hornell’s ability to keep and draw the quality of citizens, variety of jobs/industry, and high standard of living that goes along with a prosperous, sustainable city.



# DOWNTOWN IDENTIFICATION



**Alfred State sees this opportunity to open a learning Center in downtown Hornell consistent with our Strategic Plan to assist the region in workforce development and driving economic development in the region**

**Dr. Skip Sullivan, President  
Alfred State College**



# 1 | BOUNDARIES OF THE PROPOSED DRI AREA



The proposed Hornell DRI area includes all of Broadway, Main Street from Center Street moving west to end at the Allen Street intersection, and Seneca Street from Main Street, travelling south to the Genesee Street intersection. This targeted area was chosen by the DRI Planning Committee for its central location that is easily accessible for both local residents and neighboring communities. NYS Route 36 runs north-south across Main Street and NYS Route 21 brings traffic from the west and becomes Main Street.

The proposed boundaries are entirely within the existing Business Improvement District, which was established by the city in 1994. The BID is organized and operated by a board of property and business owners (Hornell Partners for Growth) to enhance the economic vitality of the downtown commercial area.

The Hornell DRI is also located entirely within the existing “Neighborhood Overlay” which according to city code “includes properties, which together contribute to the historic and attractive character of particular neighborhoods in the city and to the overall health, safety and welfare of the community. Efforts to protect and enhance these properties can foster civic pride, can maintain the attractiveness of neighborhoods and can help ensure harmonious and orderly growth and development.”

The City of Hornell is home to 8,563 people within a 1.8 square mile municipal boundary. The proposed DRI location is easily walkable to the majority of these residents within 15 minutes, and from the furthest residential boundaries within 30 minutes. There are 72 businesses within the Hornell DRI making it a viable center of a community that simply lacks a visible sense of continuity and financing for leveraging potential investments.

# 2 | PAST INVESTMENT, FUTURE INVESTMENT POTENTIAL

## HOUSING

157 new units, 243 newly renovated \$58 million

- Fairlawn Apartment Community
- Housing Authority  
Hornell Community Apartments
- Arbor Development  
Seneca Street Station
- Lincoln Gardens
- The Residences
- Community Development Housing  
Rehabilitation Program
- BOCES Houses

## MANUFACTURING

\$130 million

- Alstom
- Center for Excellence

## ARTS & COMMUNITY

\$9.5 Million

- Arts Center
- Broadway Union
- YMCA
- Movie Theater

## HEALTHCARE

\$72 Million

- St James Hospital
- St James Medical Village

## PUBLIC INFRASTRUCTURE

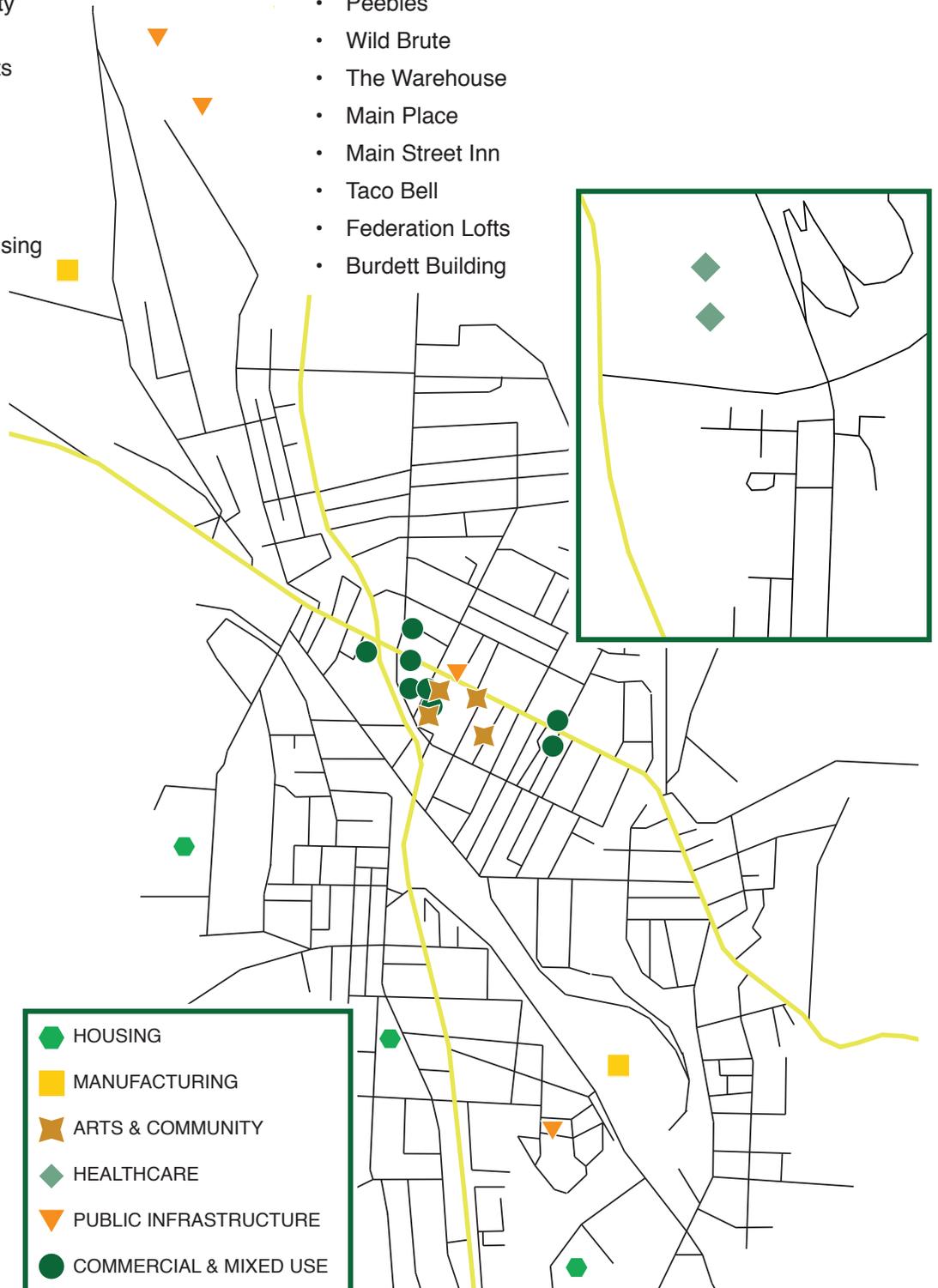
\$59 Million

- IDA Facade Program
- Shawmut Park
- Shawmut Trail
- Main Street Paving
- Wastewater Treatment Plant
- 45 additional streets paved
- Sewer relining
- School District Capital Project

## COMMERCIAL & MIXED USE

\$7.3 million

- Peebles
- Wild Brute
- The Warehouse
- Main Place
- Main Street Inn
- Taco Bell
- Federation Lofts
- Burdett Building



# PAST INVESTMENT

## SENECA STREET STATION



\$2.6 million NYS Homes and Community Renewal grant

22 units remodeled.

## FAIRLAWN APARTMENT COMMUNITY



60 new townhouses

\$8 million private investment by Riedman Homes.

## BROADWAY UNION



Arts incubator. Rehab of downtown building to include six artist studios, dance studio, office, and storefront space. \$50,000 NY Main Street Grant, \$30,000 in private funding. After rehab also generated \$10,000 in NYSCA decentralization fund for public art projects.

# PAST INVESTMENT

## ST. ANN'S FEDERATION BUILDING



Mixed-use rehab of historic structure including two-story restored common area/theater. NY Main Street grant \$300,000 Restore NY grant \$1 million, \$3 million private investment by Krog Corporation.

## HORNELL YMCA



8 million dollar new facility offering athletic leagues, as well as classes in fitness, childcare, swim lessons, Red Cross Classes, art, and music.

## PEEBLES DEPARTMENT STORE



\$2 million expansion - private investment.

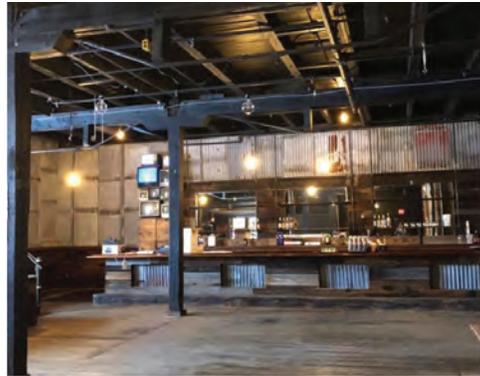
# PAST INVESTMENT

## SPOTLIGHT THEATER



Renovation and reopening of abandoned movie theater - \$250,000 private investment by Scott & Tami Treutlein with assistance from City's Economic Development Loan Program.

## THE WAREHOUSE



Transformation of former nightclub into indoor/outdoor event space that can be rented for conferences, weddings, and other large gatherings. - \$400,000 private investment - Curt & Ryan Flaitz.

## PUBLIC INFRASTRUCTURE



In 2018 the City of Hornell updated the infrastructure on Main Street from the East Main Street Bridge to the intersection with state Route 36. Financial assistance was provided by NYS Marchiselli, and Federal Surface Transportation grants. Contractors milled and paved Main Street, leveled the sidewalks with the street, and installed new handicap accessible cross walk ramps, making downtown ADA compliant.

# CURRENT DEVELOPMENT PROJECTS



**I hope my investments and confidence that I show for the future of this City will be an inspiration to others investors and entrepreneurs to follow suit.**

**John Carbon, President & CEO  
Main Place and Main Street Inn**

## ROCKLAND SILK MILL



Park Grove Realty is currently transforming an unutilized industrial vacant building into a state of the art multifamily loft style apartment building in the heart of Hornell. This historic \$5 million renovation will be completed with a \$1 million grant from RESTORE NY. This 19 unit structure will be ideal for people who want to live in a city environment. The building already has a direct connection to Main Street which would allow residents to walk to all of the services and amenities downtown. A support letter from Park Grove Realty is attached to this application.

## ST. JAMES HOSPITAL



St James Hospital is undergoing a construction project to build a new hospital and implement an electronic health record through a \$64 million grant provided by New York State Department of Health. In addition St. James Hospital invested \$8 million in establishing a new medical office building on the campus of the new hospital construction, creating a medical village that includes physical therapy, orthopedics, urgent care, Women's Imaging, lab draw station, primary care, pediatric, family medicine, and dental services. St. James finished the construction on the medical village, and the offices opened in early 2019. A support letter from St. James is attached to this application.

## TTA - 1 WILLIAM JACKSON LANE



Transportation and Transit Associates (TTA) is a multi-faceted equipment manufacturer, vehicle assembler and overhaul contractor for railcars and components. Currently, TTA is constructing a 6000 square foot addition. The expansion will allow TTA to have more space for welding and final product assembly, and will create approximately 35 new jobs.

## SENECA STREET BRIDGE



Located at the corner of Maple and Seneca Street, this aging bridge is a northern gateway into the proposed DRI project area. With financial assistance from Bridge NY, the City of Hornell has finished the design phase, and is preparing for the replacement of the Seneca Street bridge this summer.

# CATALYTIC PROJECTS



We see potential for us to make further investments in the city's downtown area which we feel is ripe for redevelopment and we would welcome hearing about future opportunities.

Jerold D. Watkins  
*Riedman Companies*

## EDUCATION CENTER



The Hornell Industrial Development Agency owns the former Tuttle-Rockwell department store on Main Street that currently houses an antique co-op. The IDA would be willing to offer up this building to be used as a downtown education center. Alfred State College has expressed interest in working with the City of Hornell to make a greater presence in the community. Alfred State College is already engaged in planning for workforce development programs as part of the North American Hub Workforce Training and they envision the initial study phase as an excellent project for their Architectural students as well as having the Building Trades students involved in the rehabilitation of the facility. Ultimately the building would include classroom and associated spaces for Alfred State programming and service providers needed for the North American Hub Workforce

training. According to Dr. Skip Sullivan, President of Alfred State College, the proposed learning center could provide “an opportunity for the non-traditional student, evening, weekend and online students that builds on our delivery in Alfred.” as well as “a way to extend activities for Empire State College”. Alstom and other corporations could work with this location as they have their employees continue their education for management training. We envision space for small business education for incubating new businesses, and current businesses could be retained/successful. A commitment letter from Alfred detailing this partnership is attached to this application. Other institutions of higher learning would be welcome to set up at this facility and will certainly be included in the planning/development phases. The total facility (several buildings together) is of a significant size (51,377 total square footage) and having it 100% in use again since 1989 would make an unparalleled impact on the City of Hornell's downtown.



## MAIN STREET & BROADWAY INFRASTRUCTURE IMPROVEMENTS



Now that Main Street has been resurfaced (2018) and the sidewalks and crosswalks have been made ADA compliant, the City intends to make infrastructure changes that will create a sense of place downtown. These changes will be even more attractive to pedestrian traffic and encourage residents and visitors to sit outside or linger in public spaces. Hornell will change the configuration of parking spots in order to make room for wider sidewalks (extra 8 feet on each side), a bike lane on both sides, architectural LED lighting, and new landscaping. The City of Hornell has sent the proposal for these changes to the Region 6 offices of the New York State Department of Transportation for review, and their comments are included in the attachments of this application.

## SHARED ELEVATOR BANK

In the immediate downtown area, the pedestrian circulation corridors at the rear facades of the buildings (specifically on Main and Broadway) also have potential of becoming multi-story circulation corridors. With the provision of a common elevator and exit stair lobbies, the corridors would provide affordable accessibility to the upper floors of the existing buildings and help bring the structures into conformance with building code requirements. The new common lobbies would facilitate economical renovation of the upper floors, most of which are currently unused or under-utilized. The addition of the upper level corridors, would link together all the upper level floors of a contiguous block, and as demand increases, would also encourage the addition of new commercial or residential space. As the downtown continues to develop, usage increases, and markets expand along with prosperity. The increasing demands for quality space could provide the economic impetus for the closure of the multi-story circulation corridors, the enclosed pedestrian bridge over Broadway, and create a multi-level climate controlled “mall” within the historic downtown without compromising the historic primary facades. Enclosed pedestrian circulation could also be accomplished by obtaining easements from the current building owners and creating a fire rated corridor within the space at the rear of the existing buildings. New fire exit stairs, elevators, and lobbies would be incorporated into the plans, possibly with the rehabilitation of some of the existing shafts and stairs.



## STEBEN SQUARE PARK

The City of Hornell wants to provide infrastructure that would re-create the downtown park space that Hornellians have been longing for since Union Park was eliminated from Main Street during 1970's Urban Renewal. Over the last three years, Steuben Trust Co. has allowed the local farmers market to setup on the Seneca Street green space that frames their Hornell office. The farmers market includes live music and outdoor movies on Thursday evenings during the summer. Given the success of these events, the City and Steuben Trust Co. see the green space located on the Seneca Street/ Steuben Square block as a logical location for a permanent public gathering space. “Steuben Square Park” would include a recasting of the Civil War era monument and fountain that was the centerpiece of the former Union Park.



# OPPORTUNITY SITES



This project will preserve an important and historic structure within downtown Hornell and Provides needs housing support, both of which are important initiatives of the City's revitalization efforts.

Andrew V. Bodewes,  
Partner *Park Grove Realty*  
Development & Management

## FORMER HORNELL POST OFFICE



50 Seneca Street - 12,800 square feet (gross floor area) listed on National Register of Historic Places. Currently unoccupied property located across the street from Steuben Square Park (see Catalytic Projects) Ideal for mixed use or commercial space.



## LANDMAN BUILDING



83-93 Main Street - 2 story neo-classical building located on the corner of Seneca and Main Street. Currently occupied 1st floor (commercial), with vacant 2nd story (7,928 square feet). Ideal for mixed use.

## THE COURTHOUSE



10 Allen Street - Former 2-story courthouse with significant architectural/historical significance. Recently auctioned off by Steuben County. Current owner is planning for a mix of several businesses ranging from retail to food service.

## MAIN STREET ALLEY



This public access allows pedestrians to walk directly onto Main Street from the municipal parking lot located behind the north side of Main Street businesses. Updates to this alley would connect the proposed Shared Elevator Bank, and the Main Street & Broadway Infrastructure Improvement projects listed in the "Catalytic" category .

# 3 | RECENT OR IMPENDING JOB GROWTH



**As of this letter, we have another nine businesses that will be opening their doors in the next few months.**

**Valorie Whitehill, Manager  
HPG**

In 2016, Alstom Transportation was awarded a \$2.5 billion contract to build the next generation of high speed rail train sets for Amtrak. Alstom has been adding to their workforce and currently employs 700 at their current location. They anticipate that this work will create 200 new jobs at their Hornell facilities, and an additional 350 jobs to subcontractors in the Hornell area. See a support letter from Alstom in the attachment section of this application.

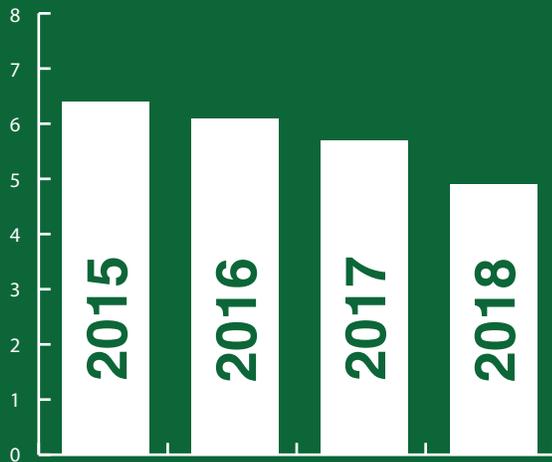
Suppliers and subcontractors are also in the area looking for industrial and business locations. Alstom specified in their Amtrak proposal that they would only work with local companies so there will certainly be an increase in business and jobs in Hornell as a result.

Transportation and Transit Associates (TTA) is a multi-faceted equipment manufacturer, vehicle assembler and overhaul contractor for railcars and components. Currently, TTA is constructing a 6000 square foot addition. The expansion will allow TTA to have more space for welding and final product assembly, and will create approximately 35 new jobs.

Alfred State College, Alfred University, New York State College of Ceramics, and a SUNY Empire State College onsite location are all in Alfred, New York just a short 12 mile drive from the City of Hornell. Corning Community College, and Keuka College are both around 50 miles from Hornell. The diversity of majors offered through these institutions brings a variety of new employees to the area through recruitment of recent graduates.

At the end of 2015 Alstom Transportation was awarded \$30 million by the Upstate Revitalization Initiative to create a Rail Manufacturing Center for Excellence. They will use the initial money to develop a training center in Hornell for transit and also an incubator for encouraging WBE and MBE (Minority/Women owned) businesses. The vision for the Center is a place to keep training future workers in the cutting edge of rail car manufacturing, to offer education at the high school level for the next generation of workers, and where industry suppliers can come to learn and stay abreast of how they can best provide the goods and services the industry needs.

## Steuben County Unemployment Rates



**According to the New York State Department of Labor website, the 2018 unemployment rate for Steuben County was 4.9%, which is significantly lower than the 2017 yearly average (5.7%), with the rates being 6.1% in 2016 and the 2015 average 6.4%.**



**Alstom currently employs personnel from 33 different countries around the globe who have been brought to Hornell because of their industry knowledge and subject matter expertise, to assure the successful execution of the current projects, as well as secure a successful Transfer of Technology and knowledge transfer. In parallel ALSTOM has made a practice of hiring a significant number of recent graduates from local universities for this knowledge to be transferred to in preparation future projects. Many additional renovation and new car projects remain on the horizon and projected growth is forecasted to exceed 900 employees at the Hornell Sites.**

**John Rees, Human Resources Director  
Alstom**

# 4 | ATTRACTIVENESS OF PHYSICAL ENVIRONMENT

The City of Hornell, is unofficially known as “The Maple City” and has been a designated “Tree City” by the Arbor Day Foundation annually since 2001. The City has a community tree ordinance as well as a full time tree board to ensure that Hornell maintains the health and well being of its signature trees. The natural environment makes downtown Hornell feel more welcoming than a typical urban center.

Buildings in the proposed Hornell DRI area that are on the State Historic Register include the St. Ann’s Federation Building, (former) US Post Office Building, and City Hall. In 2000 Historic Hornell Inc. hired Bero Associates Architects to write a “Reconnaissance Level Survey of Historic Resources” for the City of Hornell. Buildings considered “significant” are, “Extremely high architectural and/or historic significance.” Buildings considered, “contributing” are, “Above-average architectural and/or historical significance. That survey identified eleven buildings considered “significant” and 37 considered “contributing” within the target area of this application.

The built environment is a nice mix of commercial and mixed used buildings with very few vacant storefronts. Newly renovated apartments in the proposed DRI are located on Broadway (market and luxury rate), as well as Seneca Street (affordable and low-income). Currently there are 19 more market-rate units being created in a historic former silk mill that is an 8 minute walk from the DRI. According to Hornell Partners for Growth there are 72 businesses located in the proposed project area which include, banking, beauty services, dance instruction, theater, community service organizations, both discount and high-end retail, floral, medical/dental/orthodontic services, churches, legal services, restaurants, child-care, utility services including phone, cell, internet, and cable, insurance, real estate services, employment services, and many more.

With the newly completed Main Street paving and accessibility updates, downtown Hornell is easily accessible and navigable. There are three large free municipal parking lots located downtown. Hornell Area Transit buses run a continuous inner-city loop that makes 2 stops in the DRI. HAT also has regular routes travelling to Bath, Alfred, Canisteo, Dansville, and Wayland. The Alfred route is crucial for bringing college students from Alfred State College and Alfred University. There are roughly 6,600 students enrolled between the Alfred campuses located only 12 miles from Hornell.

Hornell’s self-funded façade program has currently covered over \$414,000 in improvements in the target area, and has been very popular. The 2008 Main Street program assisted nine buildings in renovations and façade improvements. The 2010 Main Street program assisted an additional 5 buildings including the creation of the community arts center.



**I personally see Hornell as my vibrant community, and I’ve been able to achieve important accolades due to my investment in this great city, including the New York State Agricultural Society’s Next Generation Farmers Award and Alfred State’s Distinguished Young Alumni Award for efforts to promote and sustain rural, agricultural America and the small cities that are codependent.**

**Justin Recktenwald, Owner & Winemaker  
Wild Brute Winery, LCC**

## EVENTS

Hornell throws the biggest St. Patrick's Day celebration around bringing a huge crowd every year with a parade, Shamrock run, and events around town. Since it began in 1988, this small celebration is now a citywide, family-focused event which draws visitors from both near and far. Although Hornell's population is 8,563, it isn't unheard of to see over 10,000 people downtown for St. Patrick's Day.

Justin Recktenwald, the owner of Wild Brute Winery has been leasing space at 99 Main Street and renovated that space into "The Brute" which "focuses on locally and regionally crafted food and beverage, and also supports community arts, performing arts, and has been involved with significant fundraising endeavors." The Brute has been such a tremendous addition to downtown Hornell. In the evenings Main Street is active with people sitting outside most notably during special events including a country music event hosted by the Brute and 105.3 KWKPQ (also located on Main Street), farm to table dinners, and pop up themes with plenty of music. Justin would like to be able to purchase the building and expand his business at this prime Main Street location. See attachments to this application for a commitment letter from Justin.



Christmas is also a great time to be in downtown Hornell. "Hornell for the Holidays" begins with an annual parade complete with Santa, real reindeer, and horse drawn wagon rides. The parade leads to hot chocolate, craft tents, and Santa's cottage where the community Christmas tree is officially lit. Horse drawn wagon rides continue throughout the season, and Santa's cottage is open for families to stop and visit. Businesses compete in decorating contests and the streets are lined with lights making Hornell's downtown a joyous and beautiful place to visit and shop.

## THE ARTS

In 2007, the restaurant Ponderosa closed its doors at the Broadway, Hornell location. The City of Hornell took ownership of this building, which was built in 1988. While many organizations and businesses have looked at the building, no one has been interested in occupying the space. This building remained vacant for many years until 2011, when the City of Hornell utilized a NY Main Street grant and turned the building into a vibrant community arts facility.

Many successful artists and art professors live in the City of Hornell and have quietly been gentrifying buildings both residential and commercial throughout the city including two artist-in-resident live/work/gallery buildings on Seneca Street. The talent is here in Hornell to support a thriving arts and cultural center and we've seen that in the success of the Annual Hornell Art Walk. This is a partnership between the city, local artists, Alfred University staff and students, Hornell Partners for Growth (local business improvement district), and Broadway Union that creates a city wide art event. The Art Walk is typically 15+ locations, 50-60 artists, and several hundred viewers. The arts have become a popular economic tool in other cities throughout the country as planners are beginning to recognize the value of creative individuals as active members in the community.

Every year the students from Alfred University share their work from the spring class "Space and Place" with the community through a public presentation at the Hornell Arts Center. This work must be community related and is often the inspiration for future projects in the city.

Alfred State College has a similar annual program where the senior architecture students model proposed designs that could improve the City of Hornell. These proposals are presented to the public for comment and review. The designs are displayed in several locations throughout the city and receive quite a bit of press. One of those designs is included in this DRI application.



# 5 | QUALITY OF LIFE POLICIES

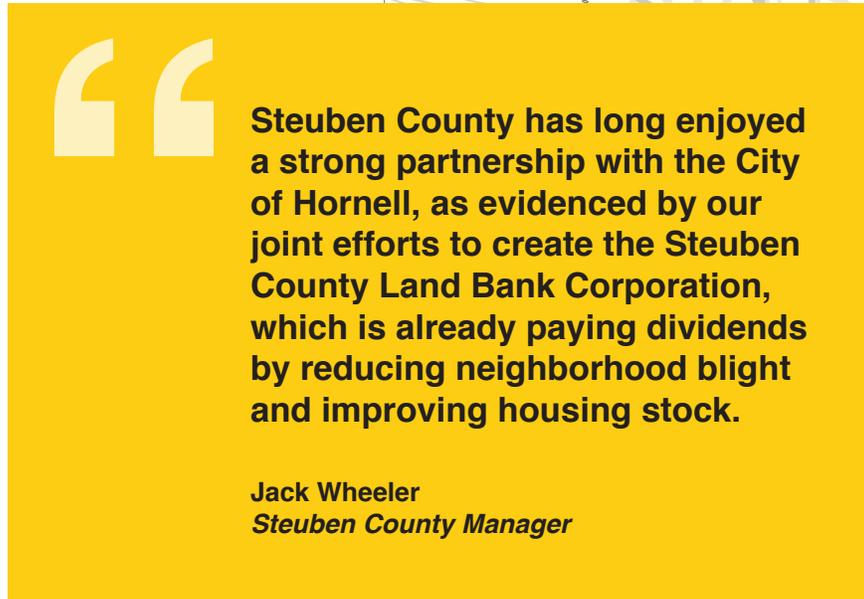
## STEUBEN COUNTY LAND BANK

The City of Hornell works with Steuben County to obtain vacant properties that would otherwise go up for tax sale, which operates similarly to a land bank.

## CODE ENFORCEMENT

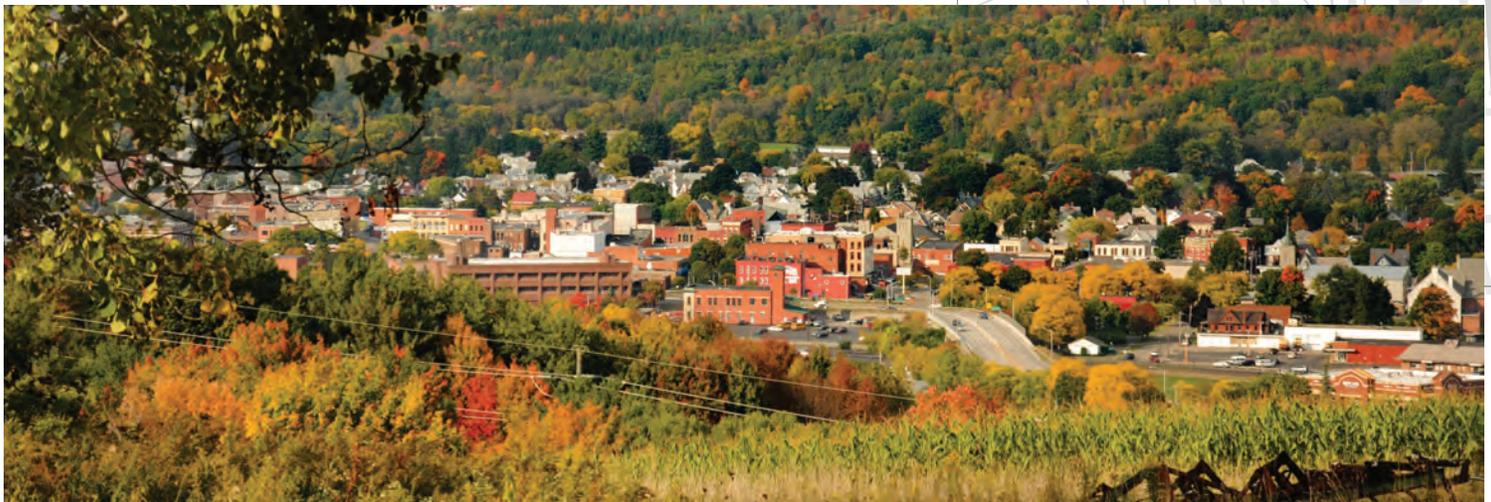
The Hornell Common Council adopted an updated and stricter zoning code in 2000. Along with the written code, a new map was designed by the Planning Board including a business and residential “overlay” district. This overlay operates similar to a historic district and requires any building permit applications submitted for projects in these areas to be reviewed by the Planning Board before a Code Enforcement Office can issue a building permit. The entire proposed Hornell DRI is located in this overlay district.

In 2017 the City of Hornell created Code Enforcement and Housing Quality Improvement Programs with financial assistance from the Local Initiatives Support Corporation. These programs help code enforcement eliminate “zombie” properties from our community, and assist homeowners who are struggling financially stay out of foreclosure.



“ Steuben County has long enjoyed a strong partnership with the City of Hornell, as evidenced by our joint efforts to create the Steuben County Land Bank Corporation, which is already paying dividends by reducing neighborhood blight and improving housing stock.

**Jack Wheeler**  
*Steuben County Manager*



## COMPREHENSIVE PLAN

The City of Hornell has a working comprehensive plan that outlines and supports the proposals in this grant application, and can be viewed on the City's website <http://www.cityofhornell.com> The Hornell Planning Board continues to maintain and update this living document to guide the vision of the city's future.

## CITY SERVICES AND UTILITIES

The Hornell Area Transit bus system serves the eastern communities of Allegheny County, and all of Steuben County west of Corning, as well as a regular inter-city route.



The City of Hornell has made \$3,000,000 in upgrades to its waste water treatment plant in the last 2 years, and is in the construction phase of \$6,000,000 in upgrades to the water filter plant, water storage, and delivery systems.

## BUSINESS IMPROVEMENT DISTRICT

The proposed boundaries are entirely within the existing Business Improvement District, which was established by the city in 1994. The BID is organized and operated by a board of property and business owners (Hornell Partners for Growth) to enhance the economic vitality of the downtown commercial area.

## CIVIL RIGHTS COMPLIANCE

The City of Hornell is in compliance with Title VI of the 1964 Civil Rights Act by having a Title VI Plan that includes a Environmental Justice Plan and a Limited English Proficiency Plan.

An Affirmative Action policy, and Fair Housing policy, is part of Hornell's legal structure and the City will continue to champion equal rights for all of its residents.

Copies of all plans can be obtained from the City Clerk's office as well as [www.cityofhornell.com](http://www.cityofhornell.com).



**Our company values the potential for partnerships like this with the city and the "Steuben Square Park" concept would be very beneficial for community development as a cultural enhancement and draw for our city and area.**

**Brenda L. Copeland, CEO  
Steuben Trust Company**

# 6 | PUBLIC SUPPORT

The business community is engaged in all of our plans. During the Comprehensive Plan process, the business community as well as residents were solicited for ideas and comment at every chapter. This document is the guiding instrument for most municipal activities.

In anticipation of this application, the City of Hornell held public hearings on 4/27/19, 5/22/19, and 5/28/19 to gather public input on what our community needs to thrive, and how the DRI could best be used to achieve our goals. Residents were most interested in hearing about upgrades to property maintenance in the downtown area, accessibility issues with upper floor of buildings, and the lack of a sense of place downtown. A copy of the public notice announcing this public hearing is attached to this application.

## COMMUNITY MEETINGS

Staff from Hornell Partners for Growth went to all 192 businesses within the Business Improvement District to discuss the DRI and personally invite them to the public meetings.



MEETING SIGN-IN SHEET			
Project:		Meeting Date:	
Downtown Revitalization Initiative - Hearing		April 10, 2019	
Name	Address	Phone (Optional)	Email (Optional)
Don Wharman	14 Riverside Pl.		
Devin Wilson	15 Riverside Place		
R. Papp	7 100th St. NW		
Kim Cavallaro	112 Lincoln		
Dave Palma	176 Main St.		
Chris France	174 River St.		
Bud Burnett	116 Henry St.		
Harley Womack	1		
Walter Reynolds	11 Maple St.		
Nick Rowton	113 Market St.		nrowton@hornellny.com
Nedra White	216 Main St.		nedra@whitehite.com
Bill & Susan Angen	315 Main St.		ds@angens.com
Jason Jordan	36 Broadway/Hill		

MEETING SIGN-IN SHEET			
Project:		Meeting Date:	
Downtown Revitalization Initiative - Hearing		April 27, 2019	
Name	Address	Phone (Optional)	Email (Optional)
Walter Reynolds	Hornell		
Suzanne Hayes	Hornell		
Harley Womack	Hornell		
Candy Burdell	Hornell		
Jason Redd	Alfred - Hornell		
James Child	Hornell		
TJ Bon	Hornell		
Bret Hunter	Hornell		
Andrew Cassie	Hornell	607 574 9524	GOHOME@JULTECHNICAL.COM
Greg Sacca	Hornell	607 782 2515	mellam@hls1572@gmail.com
Erica Brea	Hornell	807 282 1715	erica@brea.com
Sandra Rapp			sandra.rapp@yaleco.com
Michelle Proulx	Hornell		
Jason Jordan	Hornell	607 564 3461	

MEETING SIGN-IN SHEET			
Project:		Meeting Date:	
Downtown Revitalization Initiative - Hearing		May 28, 2019	
Name	Address	Phone (Optional)	Email (Optional)
Walter Reynolds	Hornell NY		wreynolds@infobuild.net
Shawn O. Hayes	EMEDIA		shayso@emedia.com
Paul Simpson	NEWPORT NY		FIXXPR@GMAIL.COM
Brett Hunter	Hornell, NY		hunterb@atlasweb.net
John Barry	Hornell, NY		
AMBER WATKINS	Hornell NY		

# LIST OF SUPPORT LETTERS

In the attachments to this application there are support letters from many other agencies including:

John Rees  
Alstom

Jason Sackett  
Hornell Housing Authority

Valorie Whitehill  
HPG

Jett Mehta  
Indus Hospitality Group

Skip Sullivan  
Alfred State College

Brenda Copeland  
Steuben Trust Company

Brian Schu  
Steuben County Legislator

Jerold Watkins  
Riedman Companies

(email comments)  
NYS Department of Transportation

John Schleyer  
The Krog Group

Daniel Porter  
Workforce New York

Jeffery Eaton  
Arbor Development

Thomas Tranter  
Corning Enterprises

Bryan O'Donovan  
St. James Hospital

Bernie Burns  
ARC

Jack Wheeler  
Steuben County

Bilal Ahmed  
Lake Erie College of Medicine

Jeff Ryan  
The Ryan Agency

Laura Opelt  
Catholic Charities

John Oster  
Edgemere Development Inc.

James Griffin  
Industrial Development Association,  
Chamber of Commerce

Brett Hunter  
Alfred University, Broadway Union,  
Hornell Community Arts Center

David Juisto  
Burdett Building

Joe Garcia  
The Courthouse

John Carbone  
Main Place

Katherine Douglas  
Corning Community College

Justin Recktenwald  
Wild Brute Winery

Hewan Fraser  
IronShore Development Agency

Andrew Bodewes  
Park Grove Realty



**I have created a Banquet and Conference Center on Main Street. And just recently opened a six room Inn directly across the Street from the Banquet and Conference Facility. These two projects represent a personal investment of one million dollars.**

**John Carbon, President & CEO  
Main Place and Main Street Inn**

## DRI PLANNING COMMITTEE

With the ultimate goal of the City of Hornell being selected as the 2019 Southern Tier DRI Community a DRI Planning Committee was formed by local individuals. Work on the development of goals and strategies to accomplish the DRI Vision, and development of a DRI Action Plan will be facilitated by Hornell's DRI Planning committee which will provide representation from a wide range of interest and experience.



## COMMITTEE MEETING(S)

The City of Hornell has established the following DRI Planning Committee Members;

Representative	Title	Organization	Sector
Heather Reynolds	City Planner	City of Hornell	Government
Ashley Weakland	Engineering Aid	City of Hornell	Government
John Buckley	Mayor	City of Hornell	Government
Mitch Cornish	Superintendent	City of Hornell	Government
Barbara Perrott	City Clerk	City of Hornell	Government
Christianna Walter	Graphic Designer	Evening Tribune	Newspaper/Media
Brett Hunter	Professor	Alfred University	Education
Rex Simpson	Former Architecture Professor / Architect	Alfred State	Education
Shawn Hogan	Former Mayor/ Executive Consultant	Hornell IDA	Business
Jim Griffin	Executive Director	Hornell IDA	Business
John Carbone	Business Owner	The Main Place/ Main Street Inn	Private

# 7 | TRANSFORMATIVE OPPORTUNITIES



## Additional Restaurants with wider range of cuisine.

- **More Hotels for a selection of choices and basic capacity needs**
- **Bike paths or lanes to safely ride to work or leisure**
- **Cafe style outdoor seating in existing establishments**
- **Wine bar**
- **Additional activities for the children and spouses**
- **Additional downtown establishments where personnel could either walk bike to.**

**John Rees, Human Resources Director  
Alstom**

The City of Hornell has identified potential projects that can be implemented with the assistance of the DRI in Section 2 of this application. They are identified as “Catalytic” (starting on page 18) and “Opportunity” sites (starting on page 20). In addition other projects that can be considered as significant potential include:

## 20 ELM STREET

Once St James Hospital completed the construction of the medical office building near the new hospital, the labs and offices located at 20 Elm Street moved. Currently the building on Elm Street is for sale, but the hospital is considering donating it to the local development corporation. If this transaction is made, the Industrial Development Agency would like to renovate the building to include office space for agencies like Catholic Charities. Catholic Charities has some of their operations at 20 Elm, but would like to centralize all of their programs to this location. A letter from Catholic Charities outlining their needs, and in support of the DRI is included in the attachments of this application.

In addition, Lake Erie College of Medicine has approximately 12-16 medical students based in Hornell at any given time. According to Professor Bilal Ahmed MD, the college plans on creating a “Rural Track Primary Care Residency Program” as well as a “Rural Psychiatry Residency Program” based in Hornell, which would bring in even more medical residents. LECOM feels that “It would be extremely desirable if there were consideration given to housing these students as recognition of their presence in the community as well as to serve as a strong message to them as they plan for their future employment prospects.” 20 Elm Street would be an excellent location to create residential space for these students will common lounge/community space. A letter from LECOM outlining their needs, and in support of the DRI is included in the attachments of this application.



## 17 SENECA STREET - THE BURDETT BUILDING



The owner of the historic Burdett Building, located at 17 Seneca Street has renovated the first floor of the building and now has a dental office and barber shop as tenants in the central downtown business district. He would like to continue his renovations into the 2nd story of the building, and has architectural plans for 6 residential units to be built. Unfortunately he has funded all of the renovations with his own capital and would not be able to enter into phase II of the project (completing the second floor) without some type of assistance. The DRI would be an excellent way to support the completion of this building owner's vision, and create new residential units downtown.



“

**We currently exploring the strong possibility of another investment, that being the new construction of a business class hotel, which we feel would greatly benefit the community and region.**

**Jett Mehta, President & CEO  
Indus Hospitality Group**

CODE REVIEW AND TENENT FITOUT FOR:  
JDKB PROPERTIES, LLC  
MR. DAVID JIUSTO

17 SENECA STREET, HORNELL, NY 14843  
 ISSUED FOR: OWNER REVIEW (1-13-16)



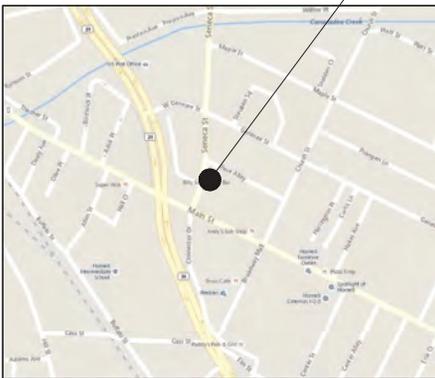
PROJECT DRAWING

ARCHITECTURAL

A0	TITLE SHEET
A1	EXISTING BASEMENT PLAN
A2	EXISTING FIRST FLOOR PLAN
A3	EXISTING SECOND FLOOR PLAN
A4	PROPOSED BASEMENT PLAN
A5	PROPOSED FIRST FLOOR PLAN
A6	PROPOSED SECOND FLOOR PLAN
A7	CODE REVIEW - 2015 EXISTING BUILDING
A8	CODE REVIEW - 2015 BUILDING CODE
A9	LIFE SAFETY PLAN AND BUILDING DATA

LOCUS MAP

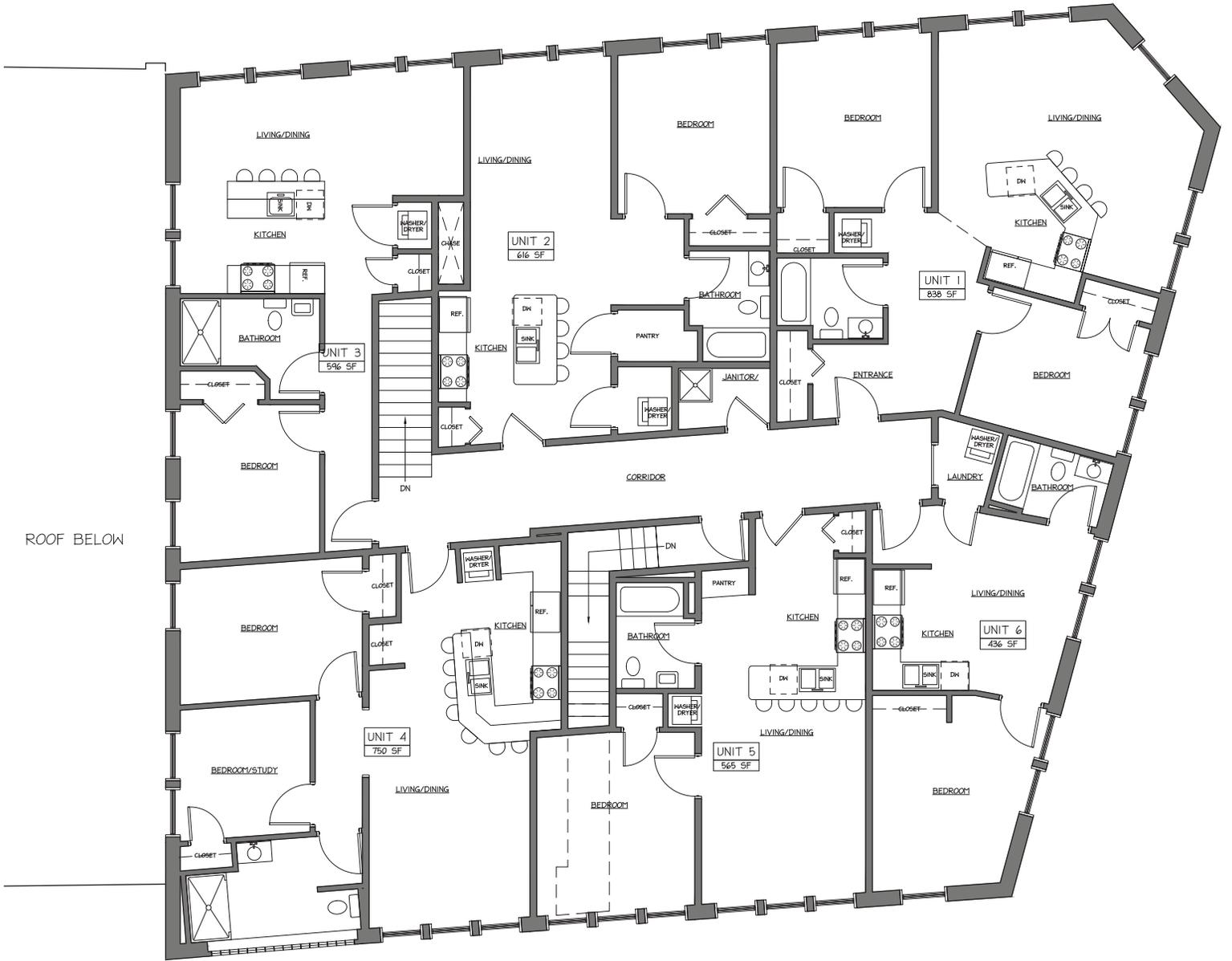
PROJECT LOCATION  
 TAX ID: 151.64-03-001.100



PROJECT DIRECTORY

**OWNER**  
 DAVID JIUSTO  
 JDKB PROPERTIES, LLC  
 3 BUFFALO CIRCLE  
 CANISTEO, NY 14823

**ARCHITECT**  
 JHL TECTURE A.E. P.C.  
 HORNELL STUDIO      BRISTOL STUDIO  
 97 MAIN STREET      190 HIGH STREET  
 HORNELL NY 14843      BRISTOL, RI 02809  
 607-324-4329      401-396-9630



ROOF BELOW

PROPOSED  
SECOND FLOOR PLAN  
SCALE: 1/4" = 1'-0"

## 8 | ADMINISTRATIVE CAPACITY



**With the support of the city and grant funding from the regional arts council we have been able to do a lot with few resources and have developed infrastructure and systems for further programming. The HCAC has the potential to be a key element in the possibilities that DRI funding has to create a more accessible and vibrant downtown.**

**Brett Hunter, Associate Professor  
Alfred University**

Hornell Partners for Growth is the local Business Improvement District, and is populated by membership of all downtown businesses. It is also tasked with promoting Hornell events and the area in general. They have a strong social media presence and reach thousands of people. This organization will be responsible for the outreach and marketing part of the DRI.

The City of Hornell has an experienced staff to administer this program. The Director of the Planning Office has 20 years of experience in writing and administrating grants as well as managing capital projects. She will be responsible for managing the DRI and ensuring that all requirements are being met. The Superintendent of Public Works has 24+ years of supervising capital projects and managing contracts. He will be responsible for supervising the public facilities involved in Hornell's proposal as well as any outside contractors that may be participating. Hornell's Community Development consultant has over 25 years of administrating housing programs and grants. She will be responsible for overseeing the housing portion of the DRI. Hornell's Code Enforcement Office will be ensuring that all construction, demolition is being conducted safely. All buildings receiving grant funding must comply with the design guidelines outlined in the City of Hornell building code. The Planning Office and the Code Enforcement Officer are available to consult with building owners on design and to assist with compliance with the guidelines. All structures involved will be required to obtain building permits and receive a certificate of occupancy after close monitoring by the Code Enforcement Office. The City of Hornell Planning Board will require site plans for review on all projects to ensure that the character of downtown is not compromised.

The City of Hornell sees this program as an opportunity for the Alfred State College architecture students to be involved in a "real world" process. We would like to set up a learning lab for these students in the Tuttle-Rockwell building. The renovations of this building are part of the DRI application and from this studio the students would be able to get hands on experience working with City of Hornell staff.

Hornell has an excellent working relationship with many local organizations including the Hornell Industrial Development Agency, Steuben County, and the NYS DOT Region 6.

# LOCAL ADMINISTRATIVE CAPACITY

Category	Activity	City of Hornell	HPG BID	IDA
<b>Organizational Type</b>		Local Municipality	501(c)6	Local Public Authority
<b>Goals/ Focus Area</b>			Building a thriving and sustainable economy. To promote the formation, retention, expansion and attraction of target businesses in the area.	To promote the prosperity of its residents through the creation of jobs (new or retained), recreational, and economic opportunities in Steuben County.
<b>Policy</b>	Sets Economic Development Policy		x	
	Manages Regional Relationships	x	x	
<b>Project Implementation</b>	Implements economic development initiatives	x	x	
	Conducts Project management	x	x	
	Engages community in initiatives (residents, entrepreneurs, businesses)	x	x	
<b>Incentives &amp; Financial Assistance</b>	Provides Real Property Tax Abatement			x
	Provides Sales Tax Exemption			x
	Provides Mortgage Recording Tax Exemption			x
	Provides Taxable Exempt & Taxable Bond Financing			x
	Makes Low Interest Loans		x	x
<b>Administration</b>	Applies for grants	x	x	
	Convenes Project Advisory Committees	x	x	
	Holds Public Forums	x	x	x
	Administers grants	x	x	

# LETTERS OF SUPPORT



 **2019**  
**HORNELL** | **Downtown  
Revitalization  
Initiative**

May 22, 2019

Mayor John Buckley  
City of Hornell  
82 Main St.  
Hornell, NY 14843

Dear Mayor Buckley:

I am writing in support of your application for a revitalization grant for the City of Hornell.

The Arc of Steuben has been a long time partner with the City of Hornell. In addition to the six group homes that we operate within the city, we have rented office space at the Whistle Stop Plaza in the past, and now occupy program and office space at 42 - 46 Seneca Street. We have long enjoyed a mutual partnership with the city and the mayor's office, and strongly support your application.

Thank you for this opportunity to express our support and wish you success in your application.

Sincerely,



Bernie Burns  
Executive Director

cc: S. Hogan

The New York State  
College of Ceramics at  
Alfred University

School of Art & Design  
2 Pine Street  
Alfred, NY 14802-1296  
607-871-2441  
FAX 607-871-2490

A Statutory College of  
the State University of  
New York

# Alfred University

5/15/19

Dear Mayor Buckley,

I am writing in support of the City of Hornell's application for the New York State Downtown Revitalization Initiative. I write today from several perspectives, as a teacher, an artist, a resident of Hornell, and as the director of the Hornell Community Arts Center. Each of these roles provides me with a different view of the progress, challenges, and possibilities for the City of Hornell as a vibrant place to live and work.

As an Associate Professor of Art at Alfred University, I am a teacher dedicated to bringing my students out of the classroom and into the world, to base their learning in lived experience. Over the past eight years the City of Hornell has made this a possibility a reality. From, 2011-2016, each spring I brought my *Space and Place* class to Hornell for the semester to research, work, meet local residents, create local events and consider how our creative work relates to and impacts the city. This experience has been extraordinarily empowering for the students, it has shown them that they have a role to play in this community (and by extension any other community they end up being a part of) and allowed them to begin to understand their responsibility as artists and citizens of a place. This is especially important in a rural community, a community where even those of us that live here can have a pessimistic view of what is possible. For students to work directly with people and places illustrate the richness of communities like the City of Hornell through direct experience and builds and enthusiasm for local involvement in a new generation of citizens. The enthusiasm that city officials and local residents have shown for having student artist working in the city, has been key to this partnership. Last year, we have started a new partnership between the City of Hornell and the Sculpture/ Dimensional Studies Division of the School of Art and Design that provided student artists the opportunity to create durable outdoor public works in Hornell. Students and faculty worked in conjunction with residents and city officials to site, design, create, and install sculpture in public places around the city. This new initiative created further connections between students and the community, while at the same time providing another element in the visual vibrancy of our community. Continuing to expand partnerships between the City of Hornell and Alfred University can be a tremendous asset to both, as a generator of educational experiences for students and a connection to the cultural programming, research, and energy that a university can bring to the community.

Related to my educational interests, as an artist, I believe that the arts have an important role to play in the development of engaging and sustainable places to live. As a resident of Hornell for the past decade, I am one of an increasing number of artists and creative individuals that are active in creating programming and infrastructure for the arts in Hornell. As the co-founder (with Angie To) of Broadway Union, a non-profit art studio building

and project production organization, I am dedicated to providing a space for artists in Hornell and supporting the production of artworks that engage residents in public spaces. Given Hornell's distinction as an affordable place to live, we were able to purchase the building at 12-14 Broadway, in the heart of downtown, 8 years ago and with the support of the City of Hornell through a Main Street Development Grant we were able to make much need repairs and upgrades to the building. This support has allowed us to make the Broadway Union building an excellent and affordable place to work, saved a solid building from neglect, and created infrastructure and space for further arts programming downtown. With the Broadway Union building as a base of operation, we have been able to generate grant funding and support several ambitious projects in the last couple of years:

- Jung A Woo's *LOFT Shadow Theater* which involved the creation of the 90-foot-long inflatable structure and projection screen that was installed for public interaction at two locations downtown.
- Jonas Sebur's *Listening to Here* which built a mobile radio station that traveled around town broadcasting stories and interviews created by students from the Hornell Public Schools.
- Working with Andrew Oesch on a project that partnered with the Erie Depot Museum, public schools, and the Hornell Community Arts Center. This project includes exhibitions and workshops that combine the history of Hornell with imaginative investigation of possible futures for the city designed by multiple constituencies.

The spaces and history of the city, the support of the city administration, and enthusiasm of teachers and staff in the schools has made much of our work possible. We have laid the groundwork for activity and programming in downtown Hornell and would be ready to act on the possibilities offered by an influx of DRI funding. Given the past investments in infrastructure and current support and enthusiasm, we are ready to fly.

My current position as the volunteer director of the Hornell Community Arts Center (HCAC) has provided a nexus of my roles as resident, teacher, and artist. The HCAC is yet another representation of the city's potential to be a vibrant place to live. The newly (2012) remodeled space is truly a place of possibility. Between its location in the midst of downtown and its open flexible space (including a commercial kitchen, stage, exhibition, and working space), the HCAC has the potential to be a hub of activity in Hornell. In the past several years we have hosted exhibitions, workshops, classes, community groups, and each month we receive more inquiries and interest in the space and its programming. For the past three years (and upcoming again in 2018) we have run a summer arts program which is open to area residents of all ages. A partnership with the city Parks and Recreation Department, this program is indicative of the potential of the HCAC, free for participants and open to all ages, this program brought together a wide variety of area residents and particularly provided a creative outlet and meeting place for area youth. In 2018 we successfully applied for two grants that have allowed us to offer additional programming, including a local music series, additional workshops, and a mobile "art tent" that is set up at the weekly farmers market in the summer and other community events. With the support of the city and grant funding from the regional arts council we have been able to do a lot with few resources and have developed infrastructure and systems for further programming. The HCAC has the potential to be a key element in the possibilities that DRI funding has to create a more accessible and vibrant downtown. As more spaces and programming opportunities grow in downtown Hornell, the HCAC has the ability to offer programming on a more consistent basis, to expand its

audience to encompass the diverse population of Hornell and add immeasurably to the cultural life of the city.

Looking at the physical layout of downtown the possibilities are exciting, within a two-block radius we have the HCAC, Broadway Union, the YMCA, the Spotlight Movie theater, and the newly renovated Federation Building theater. The renovation of downtown to be more accessible, walkable, and inviting, would be a huge step in achieving our potential as a regional cultural center. Hints of this potential can be seen in the Annual Hornell Art Walk that I have organized for five years. This partnership between the City of Hornell, Alfred University students and faculty, local artists, Hornell Partners for Growth, Broadway Union, and the HCAC, created a city-wide art event (typically on the first Saturday in May) which on average included 15+ locations, 50-60 artists and several hundred viewers. This event consistently gained audience and reach, representing the possible vibrancy of downtown we achieve working together. While every city would of course benefit from the influx of capital that the DRI represents, Hornell has been working for years to lay the groundwork for making the most out of this opportunity. The dedication of the city administration to the cultural life of the city and its residents makes Hornell an increasingly desirable place to live and provides innumerable possibilities for the future. I very much support your application for the DRI program and know that Hornell could truly make the most out of this opportunity.

Sincerely,

A handwritten signature in black ink, appearing to read "Brett Hunter", with a stylized, sweeping flourish extending to the right.

Brett Hunter  
Associate Professor  
Sculpture/ Dimensional Studies Division Head

April 23, 2019

Mayor John Buckley  
City of Hornell  
82 Main Street  
Hornell, NY 14843

Subject: Hornell Learning Center

Dear Mayor Buckley,

Alfred State College is currently engaged with planning for Workforce Development programs as part of the North American Hub Workforce Training needs. We have been diligently working with the various training providers in the Hornell area. The College believes a downtown learning center would greatly enhance these training efforts. We envision such a center could include classrooms and associated spaces for Alfred State programming (The Center for Community Education and Training) and other service providers as needed for the North American Hub Workforce Training. This would provide educational opportunities to enhance the workforce development in the Hornell area. Alfred State sees this opportunity to open a Learning Center in downtown Hornell consistent with our Strategic Plan to assist the region in workforce development and driving economic development in the region.

The center would also be an opportunity for the non-traditional students, evening, weekend and on-line students, that builds upon our delivery in Alfred. Lastly, the center would be a way to extend activities for Empire State College hosted on the Alfred campus for students wanting a more flexible program of study.

We would envision working with the North American Workforce Training Committee and the Hornell community to develop what is needed in the new center. After we develop a clear vision for the need, we will develop a full plan for the needed rehabilitation of the North American Hub Workforce Training meeting. The initial study phase is a perfect project for our Architectural students. Some of the rehabilitation work may also be done by some of our Building Trades students. In this way, the project would be student-centered with community input from start to finish.

This is a great opportunity for the college and the community. We look forward to working with you on this project.

Sincerely,



Dr. Skip Sullivan  
President

May 19<sup>th</sup>, 2019

Mayor John Buckley  
82 Main St.  
Hornell, New York 14843

Mayor Buckley,

This letter is being generated in support of the City's application for DRI funding (Downtown Revitalization Funding) which we believe is vital to the continued growth and revitalization of Hornell's Downtown Business District.

As you are aware the Hornell ALSTOM Rollingstock and Components 3 facilities have experienced significant growth in the last 5 years resulting in our current employment of over 700 administrative and craft employees. This growth has culminated with the win of the Next Generation High Speed Train Project with AMTRAK for the North East Corridor. This contract will afford AMTRAK the first deployment of ALSTOM's latest and most advanced technology in High Speed Trains in the world. ALSTOM itself has invested more than \$40 million in upgrading its facilities, building additional test facilities, customer inspection facilities, extending our test track to accommodate the significantly longer length of the NGHST inclusive of a new bridge over the Canisteo River.

Alstom currently employs personnel from 33 different countries around the globe who have been brought to Hornell because of their industry knowledge and subject matter expertise, to assure the successful execution of the current projects, as well as secure a successful Transfer of Technology and knowledge transfer. In parallel ALSTOM has made a practice of hiring a significant number of recent graduates from local universities for this knowledge to be transferred to in preparation future projects. Many additional renovation and new car projects remain on the horizon and projected growth is forecasted to exceed 900 employees at the Hornell Sites.

Our rapid growth, in our opinion, has at a minimum put a strain on the existing amenities of the city of Hornell. While we have needed to upgrade and expand our facilities and capabilities, no such requirement is obliged by the city. While progress has been made in housing with the 2 new housing and apartment complexes, it remains a concern. In addition, culture, amenities and activities for both our employees and their spouses and children is critical to attracting personnel to the area as well as retaining them.

Therefore, Alstom wholeheartedly supports the City's application for the DRI funding in the hopes they will be successful, and the grant will make a difference in the Hornell Downtown District. Another differentiator if you will in making Hornell the place where people want to reside.

We could envision:

- Addition restaurants with a wider range of cuisine.
- More hotels for a selection of choices and basic capacity needs
- Bike paths or lanes to safely ride to work or leisure
- Café style outdoor seating in existing establishments
- Wine bar

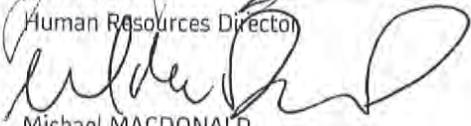
- Additional activities for the children and spouses
- Additional downtown establishments where personnel could either walk bike to.

Upon review we remain to discuss our view of how the grant could help we remain at your disposal,

Regards,



John REES  
Human Resources Director



Michael MACDONALD  
Site managing Director

May 6, 2019

John Buckley, Mayor  
City of Hornell  
82 Main Street  
P.O. Box 627  
Hornell, NY 14843

Dear Mayor Buckley,

I am pleased to be able to write this letter of support for the City of Hornell's Downtown Revitalization Initiative (DRI) application. Arbor Housing and Development has enjoyed a long-term relationship with the City, partnering on a variety of downtown revitalization and homeownership projects, which have resulted in millions of dollars of investment within the City.

Arbor recently completed a substantial rehabilitation of Seneca Street Station, the 26 residential and 6 commercial unit development on Seneca Street. The \$2.6 million project was funded through NYS Homes and Community Renewal's Preservation Initiative Program (PIP). The investment of those funds ensures the property's health for another 25 to 30 years, as well as providing safe, decent, affordable housing options in downtown Hornell. Arbor is also actively working with multiple families in the area to prevent foreclosure and maintain their homeownership. These projects will help ensure the City's revitalization efforts continue.

As we have discussed many times, Arbor continues to be very interested in maintaining our partnership with the City in expanding both affordable and market rate housing options, as well as contributing to redevelopment of downtown Hornell.

We look forward to working with you and the City on this project.

Sincerely,



Jeffrey E. Eaton  
CEO

**BRIAN C. SCHU**  
ATTORNEY  
226 MAIN STREET  
HORNELL, NEW YORK 14843  
—  
TELEPHONE NO. 607-324-5711  
FAX NO. 607-324-5383

BRIAN C. SCHU

May 21, 2019

Mayor John Buckley  
City of Hornell  
82 Main Street  
PO Box 627  
Hornell, NY 14843

RE: Downtown Grant

Dear Mayor:

I am writing this letter to you as a downtown business owner and Steuben County Legislator in support of your efforts to obtain a Ten Million Dollar grant to enhance Hornell's Main Street and downtown area. As you know, I took a struggling home on Main Street in 2003 and renovated it into a law office. I have seen other investments in Hornell's downtown, namely The Mainplace, Main Street Inn, Federation Building, and Hornell YMCA to name a few, which have greatly enhanced the downtown area.

Hornell's downtown currently has some attractive features, but a revitalization grant would greatly improve other portions of downtown and make Hornell more attractive and inviting to visitors and shoppers. Please let me know if there is anything I can do to help your efforts to obtain the grant.

Thank you for your cooperation.

Very truly yours,



Brian C. Schu  
BCS/smm

**From:** Rusak, James P (DOT) [mailto:James.Rusak@dot.ny.gov]  
**Sent:** Tuesday, May 21, 2019 2:55 PM  
**To:** Shawn Hogan - Hornell IDA  
**Cc:** Kelly, Brian C (DOT)  
**Subject:** FW: Main Street

Shawn,

Comments are provided below from both Sandra and Marty. I will discuss further with Brian the potential for a statement from the Region. Let me know if there are any questions.

Jim

**From:** Rapp, Sandra L (DOT)  
**Sent:** Tuesday, May 21, 2019 12:56 PM  
**To:** Rusak, James P (DOT) <James.Rusak@dot.ny.gov>  
**Cc:** Kelly, Brian C (DOT) <Brian.Kelly@dot.ny.gov>; Butler, Martin E (DOT) <Martin.Butler@dot.ny.gov>  
**Subject:** RE: Main Street

Jim,

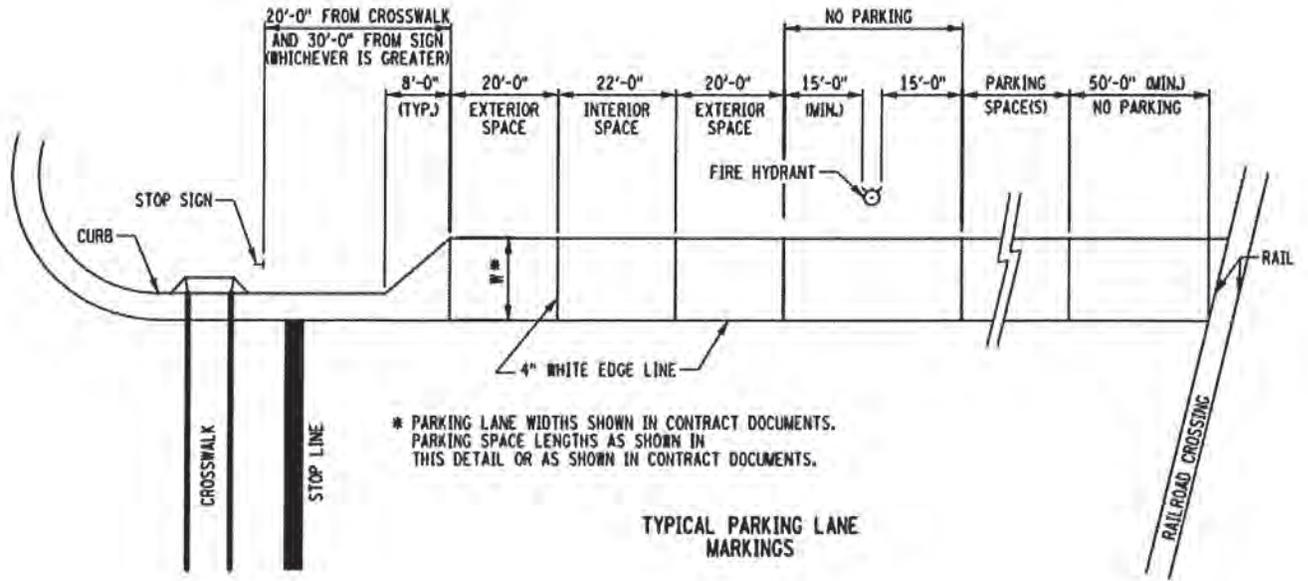
Just a couple suggestions,

- The bike lane should be on both sides of the road, as Marty suggested between the cars and the traffic lane.
- They should add (or keep one) one accessible parking spot

**From:** Butler, Martin E (DOT)  
**Sent:** Tuesday, May 21, 2019 12:25 PM  
**To:** Rusak, James P (DOT) <James.Rusak@dot.ny.gov>  
**Cc:** Rapp, Sandra L (DOT) <Sandra.Rapp@dot.ny.gov>; Kelly, Brian C (DOT) <Brian.Kelly@dot.ny.gov>  
**Subject:** FW: Main Street  
**Importance:** High

Jim, the illustration is lacking some scale details, but here are my comments:

- Parking stalls should be 22 ft to 25 ft long and 8ft wide.
- Bike lane needs to be between parked cars and traffic lane. 5ft.
- Travel lanes at 12ft.
- 40 parking spaces existing
- Typical parking space design shown below calls for 8ft taper at begin and end Parking lanes.
- Approximately 27 parallel parking spaces considering these criteria.
- Approximate existing width of pavement = 64ft. Considering travel, parking and bike lanes a total additional 19ft of sidewalk can be developed. (8ft per side?)



April 30, 2019

Honorable John Buckley, Mayor  
City of Hornell  
82 Main St.  
PO Box 627  
Hornell, NY 14843

Re: NYS Downtown Revitalization Initiative -

Dear Mayor Buckley,

I am writing on behalf of Edgemere to indicate our unqualified support for the City's application under the Downtown Revitalization Initiative to the Southern Tier Regional Economic Development Council. We understand that the City is seeking funding under the DRI, whose purpose is the transformation of downtowns into vibrant communities of working families. The City of Hornell is experienced in proactively developing economic development partnerships and implementing successful funding programs.

Hornell is uniquely positioned to be an outstanding example of the DRI funding intent - recent, current and pending projects all support the City's vision and plan to improve quality of life and foster economic development. New York State's investment of \$30M in 2016 for Alstom to expand its facility and operations in Hornell will add over 200 new jobs to Steuben County and retain over 1,000.

An expanding workforce means a greater housing need, which is documented in local, county, regional and State planning documents. The Southern Tier Soaring 2017 Progress Report lists limited housing stock as a significant challenge to improving the economic position of the community. Hornell City Council has approved a housing resolution and supported projects to address this need. The City, Edgemere and Home Leasing celebrated the completion of Lincoln Gardens in 2017, a \$9 million dollar adaptive reuse creating 25 apartments for seniors including space for a small self-storage business. Additionally, Edgemere and the City of Hornell Housing Authority (CHHA) recently completed CHHA's 148-unit portfolio rehabilitation totaling over \$20 million dollars. Hornell has limited housing stock at an affordable price.

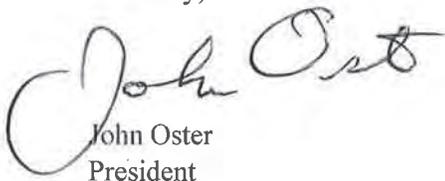
The City has a strong track record of partnership with many organizations/funders on economic and community development efforts. With the expansion of Alstom, the Hornell IDA presented a proposal for the development of the North American Hub for Advanced Transit Manufacturing to provide a state-of-the-art training facility to support transportation manufacturing and innovation. Partners include local educational institutions, global transportation industry manufacturers and innovators. This proposal addressed the challenge of aligning human capital with career opportunities and could result in sustained regional growth.

Other recent developments include the Residence of Hornell by the Basset Group and the Fairlawn Avenue townhomes by the Reidman Corporation. Additionally, St. James Mercy Hospital has been repositioning themselves and now partners with the University of Rochester Medical Center.

Hornell's DRI proposal includes addressing two blocks of blighting housing structures. We are pleased to support Hornell's innovative approach to meeting local needs, creating housing and employment opportunities while stabilizing a distressed community. The City's community revitalization projects create great synergy with the DRI program under which additional downtown properties would be redeveloped.

Good things are happening in Hornell. There are strong partners in Hornell. With the expansion of Alstom, the demand for housing and downtown revitalization has increased. This DRI project dovetails with the City's focus on neighborhood revitalization. Edgemere is pleased to explore other opportunities with thin the City if they receive a DRI award. We are committed to the community and look forward to working with your Downtown Revitalization Initiative. Please let us know if we can help in any way.

Sincerely,

A handwritten signature in cursive script that reads "John Oster".

John Oster  
President



**HORNELL  
PARTNERS FOR  
GROWTH**

BUSINESS  
IMPROVEMENT DISTRICT

**MANAGER:**

Valorie Whitehill  
40 Main Street  
Hornell, NY 14843  
607-324-9786  
[hornellpartners@gmail.com](mailto:hornellpartners@gmail.com)

**CHAIRWOMAN:**

Michelle Pogue  
Michelle Cornell Hulbert  
Agency Allstate Insurance  
607-324-5611  
[mpoguepfr@yahoo.com](mailto:mpoguepfr@yahoo.com)

**CO-VICE CHAIR:**

Jeremy Bittel & Megan  
O'Brien Maple City Physical  
Therapy  
607-324-9344  
[maplecitypt@gmail.com](mailto:maplecitypt@gmail.com)

**TREASURE:**

Maureen Broughton  
Decorator's Choice  
607-324-6001  
[decochoice@verizon.net](mailto:decochoice@verizon.net)

**SECRETARY:**

Sue Lacy  
Steuben Trust Company  
607-324- 5010  
[Sue.Lacy@steubentrust.com](mailto:Sue.Lacy@steubentrust.com)

Downtown Revalorization Initiative Review Board;

The Hornell Partners for Growth (HPG) is a nonprofit Business Improvement District (BID) who represents 192 different businesses. HPG BID is overseen by a Board of Directors made up of 16 business owners and City Officials all with strong ties to not only their business but to their community. HPGs #1 job is to promote the district of which it manages including retail, restaurants and services locations. As of this letter, we have another nine businesses that will be opening their doors in the next few months. Additionally, our goals include assisting current business owners with things such as business classes, advertising, marketing, merchandising, helping to get customers in their door.

One way to accomplish our goals it to work closely with students at Alfred State and Hornell High School. Unique to Hornell's BID, is our proximity to Alfred State College; an entity that we have created a positive relationship with. One specific relationship enables us to work with the Strategic Marketing classes each term. During this time a business within the district volunteers to work with the students for just over two months where they take an in-depth look at the scope of a business to include a definitive SWOT analysis, uses data analytics to identify target markets, break down best practices and uses of marketing ROIs. The result is a free Strategic Marketing Plan for the business, a value to the business up to \$10,000.

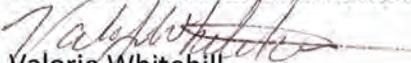
We are also working with the Hornell High School students on several projects to instill a sense of belonging to the community in the youth that may one day run our businesses. Two specific ways we are working together is through the development of our new logo, designed by students from the Computer Graphics Class, and through the volunteering of students who work with our businesses who need assistance with things like learning social media platforms for marking products and services.

As the BID Manager, I went to all 192 businesses within the BID to discuss the Downtown Revitalization Initiative (DRI), specifically identifying to the managers and owners that the DIR can help develop communities and boost economic growth. During this visit I personally handed them a typed invitation to attend the two public information meetings, the first on April 10<sup>th</sup> 6:00 PM and the second April 27<sup>th</sup> at 10:00am, both held at City Hall.

While delivering each notice, when asked "Why" we need the DRI I was able to focus the discussion on the reasons for DRI funds. Specifically helping the owners/manager understand that DRI could help capitalize on current and future investment in the downtown area. That utilizing DRI will help stimulate and sustain a livable community, job growth, and continue to create a welcoming environment for a diverse population of all ages, races, & genders. That the improvements made would help to increase the livability and quality of life within the municipality. After delivering all notices and talking to each business, I feel confident in stating that the Hornell BID is in full support of the City of Hornell's efforts to obtain DRI funds.

Sincerely,

HORNELL PARTNERS FOR GROWTH

  
Valorie Whitehill

HPG Manager

May 22, 2019

**RE: Medical Student and Resident housing in Hornell.**

I am writing this letter to support Hornell's application for the Downtown Revitalization Initiative to the Southern Tier Regional Economic Council.

The University of Rochester's overarching plan to improve population health in the Southern Tier has a significant focus on Hornell and its environs.

The recently opened outpatient facility and the upcoming new St. James's hospitals are tangible illustration of the University's commitment to the region's healthcare.

We have been able to attract very high quality healthcare providers in almost all facets of Medicine and this has brought high quality and technologically advanced care closer to home.

The University of Rochester is also very cognizant of maintaining this momentum and one significant aspect of our future planning has been an effort to attract and infuse an academic presence in our institutions.

I am working in conjunction with the Lake Erie College of Medicine and have opened up both the hospital and the primary care delivery sites for the college's medical students. This effort has been resoundingly successful and we now have a cadre of 12-16 medical students based and Hornell at any given time.

We are now in the process of expanding these efforts. We plan to found a Rural Track Primary Care Residency Program, as well as possibly a Rural Psychiatry Residency Training Program. Both these programs will be based at Hornell. This

illustrates our commitment to the people of Hornell and the surrounding counties.

St. James Mercy Hospital is now also a rural clinical training site for LECOM at Elmira, an osteopathic medical school that will open in 2020.

The primary mission of LECOM at Elmira is to recruit local students to pursue medical school in the southern tier and complete their clinical training at rural sites such as St James Mercy.

Numerous studies of demonstrated that students exposed to rural clinical rotations such as those provided at St James Mercy, have a much higher likelihood to choose primary care specialties and pursue practice in rural underserved areas.

In fact, we have already identified students in the pipeline that have expressed interest in coming back to practice in Hornell based on their excellent clinical rotation experience at St James Mercy over the past year.

It would also be extremely desirable if there were consideration given to housing these students as a recognition of their presence in the community as well as to serve as a strong message to them as they plan for their future employment prospects. Mayor Hogan's proposal to repurpose 20 Elm Street would be highly desirable as we plan to address the future healthcare need of our community for years to come. There really is no better alternative to this plan.

Please feel free to reach out to me for any questions.



Bilal Ahmed MD. FACP, FRCP (Edinburgh)  
Professor of Clinical Medicine  
University of Rochester School of Medicine  
Adjunct Professor of Medicine, Lake Erie College of Medicine  
Associate Medical Director  
Highland Hospital, 1000 South Avenue, Rochester NY 14620  
[Chief Medical Officer](#)  
St. James Mercy Hospital, Hornell NY  
Noyes Memorial Hospital, Dansville NY  
Jones Memorial Hospital, Wellsville NY  
585-341-8047  
[bilal\\_ahmed@urmc.rochester.edu](mailto:bilal_ahmed@urmc.rochester.edu)





May 22, 2019

Mayor John Buckley  
City of Hornell  
82 Main Street  
Hornell, New York 14843

Dear John,

I am writing in support of your efforts to have the 20 Elm Street building retained by the Hornell IDA. The IDA has a strong reputation for providing economic development and invests in programs that provide services which ensure the general wellbeing of families in the western end of our County.

As you may know, our Hornell Turning Point program has operated out of the 20 Elm Street building since 2007. This program, along with our Canisteo Site, works to stabilize families in economic crisis and support them as they strive for self-sufficiency. Turning Point staff help to connect people living in poverty, or on the verge of falling into poverty, with resources of opportunity that can help them turn a corner in their lives.

The Turning Point Program assists with basic needs such as providing housing stability, utilities, food pantries, clothing, and transportation. Our services are intended to be a hand-up, as we focus on sustaining families through our support and development efforts. Support and Development services include providing SNAP benefits, money management, connection to health care and connecting individuals and families with primary care services, to name a few. In 2018 our Turning Point program (county-wide) connected 1,112 people with primary care. 23% have not seen their PCP in over 1 year. Of the 723 people who came into Turning Point uninsured, 651 were insured within 24 hours. We also helped 1089 people stay in their homes through homeless prevention efforts. In addition, we assisted 92 homeless people and of those 80 were successfully connected to stable housing.

Since the 20 Elm St. Building has been for sale, our organization has been looking for an appropriate location to move to. It is critical that this location be centrally located for individuals who do not have transportation and must rely on a transit system. The 20 Elm St. location has been ideal, with the HATS Bus stop near-by and being within walking distance for those in the city. It also has ample parking and easy access for handicapped accessibility.

As we have looked for alternative space, we have been searching to find suitable space to co-locate two other program sites we have in the western end of our county, our Canisteo site and our Kinship Program Office. As mentioned earlier, our Canisteo site is part of our Turning Point program and our Kinship Family and Youth Services include the following programs: Healthy Families Steuben, Supportive Home and Parent Enrichment (SHAPE), and Therapeutic Foster Care. The 20 Elm Street location is ideal for integrating all our programs in one site.

I appreciate your efforts to ensure these vital programs remain available to the people of Hornell by securing the 20 Elm Street building as a site to provide these critical human service programs.

Sincerely,

A handwritten signature in blue ink, appearing to read "Laura M. Opelt".

Laura M. Opelt  
Executive Director



Help that works. Hope that lasts.

23 Liberty Street | Bath, NY 14810 | 607-776-8085 | 607-776-4092 Fax | CatholicCharitiesSteuben.org

**CITY OF HORNELL HOUSING AUTHORITY**

87 EAST WASHINGTON STREET  
HORNELL, NEW YORK 14843

JASON T. SACKETT  
EXECUTIVE DIRECTOR

PHONE: 607-324-7912  
FAX: 607-324-7913

May 10, 2019

Honorable John Buckley, Mayor  
City of Hornell  
82 Main St.  
PO Box 627  
Hornell, NY 14843

RE: NYS Downtown Revitalization Initiative

Dear Mayor Buckley:

I support your application on behalf of The City of Hornell for the Downtown Revitalization Initiative (DRI) to the Southern Tier Regional Economic Council. The development of downtown affordable housing in the city would continue the strong investment in affordable housing for working families of the area. The expansion of local manufacturing and other employment opportunities will create an increased need for housing at different levels of affordability and type. This DRI project dovetails with the City's focus on neighborhood preservation. The Hornell Housing Authority Agency Plan specifically identifies the need for new housing to replace existing.

Housing need is documented in local, county, regional, and State planning documents. The Hornell City Common Council has approved a housing resolution in support of similar projects. Recently completed projects in the community include the adaptive re-use of the Lincoln Gardens property and the preservation of the Hornell Community Apartments which represent more than 170 affordable units and more than \$25 million in public and private sector investments. We also strongly support the proposed Erie Station Apartments and have agreed in principal to provide Section 8 Vouchers and referrals to the 60 unit new construction property.

The Hornell Housing Authority addresses critical housing needs of Hornell residents every day. We serve 300 vulnerable populations including seniors, individuals with disabilities, and families annually. I strongly encourage the funding of this project which will create affordable housing options in prime locations in Hornell.

Sincerely,



Jason T. Sackett, PHM  
Executive Director



May 9, 2019

Mayor John Buckley  
City of Hornell  
82 Main Street  
Hornell, NY 14843

RE: New York State DRI Program

Dear Mayor Buckley,

I am writing in support of the City of Hornell's efforts to obtain the Downtown Revitalization Grant designation for the 4<sup>th</sup> round of funding.

The City of Hornell is a wonderful place to do business, and we should know, as we have previously developed a Ponderosa Steakhouse, a Dunkin Donuts Franchise and most recently a Taco Bell on Main Street, which opened for business in December 2018. These three developments equate to an investment of over \$5,000,000 dollars by our company, Indus Hospitality Group.

We have enjoyed the support and cooperation of the City of Hornell and will continue to invest in the community as opportunities arise. In fact, we currently exploring the strong possibility of another investment, that being the new construction of a business class hotel, which we feel would greatly benefit the community and the region. We are moving forward with our due diligence and are continuing to conduct studies in our efforts to make this project a reality in the months to come. We know the market, the support the city and Mayor Buckley, as well as the Hornell Industrial Development Agency and we see the growth that is occurring in the City of Hornell, with two new housing projects, a new hospital and medical village.

Individuals, corporations, and businesses are investing in Hornell as they have noted the success of Alstom and its sub-suppliers meeting the transit and transportation needs of our state and nation in the years to come.

We are proud to be investors and business owners in Hornell, and we support their efforts to obtain the Downtown Revitalization grant. We are certainly interested in further development opportunities in the community.

Please feel free to contact me via email at [jmehta@indushg.com](mailto:jmehta@indushg.com), or by phone at (585) 248-2440, if I can provide you with any further information or be of any further assistance.

Sincerely

A handwritten signature in black ink, appearing to read 'Jett Mehta', with a long horizontal flourish extending to the right.

Jett Mehta  
President & CEO  
Indus Hospitality Group

May 12, 2019

David W. & Kara B. Justo  
17 Seneca Street  
Hornell, NY 14843

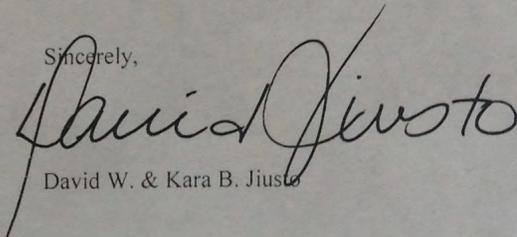
Dear Mr. Hogan,

We hereby make written application to be considered for the upcoming 2019 Grant Program. We hereby state our continued commitment and our intent to complete such a project.

On December 31, 2015 we purchased a vacant, historic, two story masonry building known as the "Burdett Building" located at 17 Seneca Street in the City of Hornell, NY for \$85,000. JDKB Properties LLC was created for the building. We hired a local architect, JHL Tecture, for \$12,960 to provide us with comprehensive remodeling plans and a code review for our 9,400 +/- square foot building. We commenced an extensive seven days per week remodeling project and on May 23, 2016, Hornell Family Dental signed two five year consecutive leases and opened their new practice. With two thirds of the first floor occupied by the dental office, we commenced remodeling the remainder first floor area and Garcia's Barbershop will move in during August 2017. So far we have invested \$140,000 for remodeling to support two such commercial businesses. Our architectural plans also include the layout of six apartments on the second floor and a completed code review which supports the proposed project. The second floor has been vacant for more than 30 years and was once dental offices but never housing. Estimates have been received for some of the things needed to accomplish this project. A mandatory sprinkler system is required for the apartments at \$20,000, six air conditioning systems at \$52,000, and approximately \$25,000 per apartment which will be used for a complete kitchen with appliances, a full bathroom, new flooring throughout, hot water baseboard heaters, new electric panels, wiring, lighting, insulation, drywall, and paint.

In closing, the purchase price of the building and the remodeling costs have been paid for from most of our savings and a commercial loan. Being awarded such a grant would facilitate us to move forward and complete the aforementioned project.

Sincerely,



David W. & Kara B. Justo



## The Krog Group

May 6, 2019

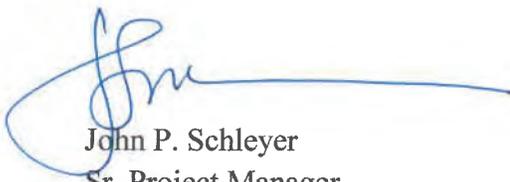
Honorable Mayor John Buckley  
City of Hornell  
82 Main Street  
Hornell, NY 14843

Dear Mayor Buckley,

As stated in years past, it was a pleasure working with the Mayor's Office for the transformation of the Federation Building we partially completed in 2014. Mayor Hogan's vision to bring this abandoned building back to be a contributor once again to the city spurred our interest in joining the team to make this possible. The city's efforts and guidance to obtain the necessary assistance from the state, mainly the Main Street Program and Restore NY Grants brought the required additional resources to make this type of project possible. The restoration of the rear façade of this project, which will finalize the entire exterior renovation, requires assistance from any future funding assistance programs that may come available. This assistance would allow us to provide another appealing entrance to the facility which we believe would aid in our ability to rent out the current vacant spaces. Although much effort and time are required on these types of restoration projects, our joint efforts resulted in a successful project for both the city and The Krog Group. We currently have rented out all 9 residential units and continually have requests checking on availability.

We would be very interested in any future projects such as the Federation Lofts Restoration that may come up in the City if we can experience a similar joining of forces between the City, The State and our firm.

Very truly yours,  
The Krog Group, LLC



John P. Schleyer  
Sr. Project Manager

**MAIN PLACE AND MAIN STREET INN  
JOHN CARBONE, PRESIDENT AND CEO  
378 DUANE ST.  
HORNELL, NEW YORK 14843  
A J.C. INFINITY COMPANY**

5/14/2019

[Type the sender name]  
John Carbone  
The Main Place and Main Street Inn

Mayor John Buckley  
82 Main St.  
Hornell, New York 14843

City Hall

**Dear Mayor Buckley:**

As you are aware, I am an elected official and business owner here in the City of Hornell, New York.

I fully support the Cities efforts to obtain the DRI funding to continue the enhancement to our downtown area and to assist in growing business activity in downtown. I personally have invested considerable amount in downtown. I have created a Banquet and Conference Center on Main Street. And just recently opened a six (6) room Inn directly across the Street from the Banquet and Conference Facility. These two projects represent a personal investment of one (1) million dollars. This investment shows my commitment to this city and my confidence in its future.

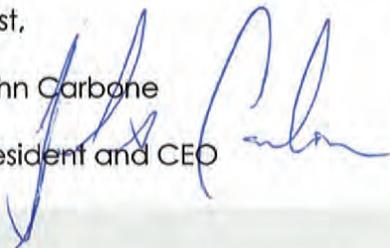
Given other opportunities to work with the City and make further investments would be welcomed and on my radar screen. I try to lead by example and I hope my investments and confidence that I show for the future of this City will be an inspiration to others investors and entrepreneurs to follow suit.

Thank you for the opportunity to show my confidence and commitment to this great City of Hornell.

Wishing you well on your efforts to obtain these DRI funds.

Best,

John Carbone  
President and CEO





# Park Grove Realty

Development & Management

May 15, 2019

Honorable John Buckley, Mayor  
City of Hornell  
82 Main St.  
Hornell, NY 1483

Dear Mayor Buckley,

Park Grove Realty is pleased to provide its enthusiastic support to the City of Hornell's pursuit of funding under the NYS Downtown Revitalization Initiative. Park Grove Realty understands the importance of Governor Cuomo's DRI program, and its ability to invest and subsequently transform downtown neighborhoods in New York State. The City of Hornell would be an excellent choice for DRI, given the City's commitment to continuously attract and work in partnership with the private sector to generate growth within the Hornell downtown community.

The City of Hornell has attracted unparalleled investment for Upstate NY in manufacturing in recent years. This includes the \$2.5 Billion investment by Alstom to increase manpower at their Hornell facilities to build and refurbish high speed trains that are integral to public transportation within the Northeast corridor of the United States. The Company expects to add hundreds of jobs, including management and engineering positions. In addition, Alstom is committed to reinvest in the local community- leveraging local suppliers and services as a part of their manufacturing process. Furthermore, St. James Hospital which is part of the University of Rochester system recently completed construction of a brand new hospital in Hornell. All of these investments in manufacturing and health care which are critical components of the local economy make Hornell the right choice to further leverage this activity with downtown improvements as part of a DRI award.

The City of Hornell and Hornell IDA have been active in devoting time and resources to work with partners that are committed to redeveloping the landscape of downtown Hornell to meet the area's housing demand. Park Grove Realty has worked in unison with the City of Hornell and the Hornell IDA as we are in the process of transforming an unutilized industrial vacant building into a state-of-the-art multifamily loft style apartment building in the heart of Hornell. This project will preserve an important and historic structure within downtown Hornell and provides needed housing support, both of which are important initiatives of the City's revitalization efforts. To advance this project the City of Hornell and Hornell IDA have made financial contributions to ensure this project comes to fruition. This building, the former Rockland Silk Mill, is within the downtown district.

Park Grove Realty is an advocate of the City of Hornell's application under the Downtown Revitalization Initiative to the Southern Tier Regional Economic Development Council. We believe the City of Hornell's intent and actions to improve the downtown Hornell landscape is consistent with Governor Cuomo's intention of the NYS Downtown Revitalization Initiative. We believe DRI funding will cultivate further investment in the City of Hornell. Park Grove is excited to continue work with City of Hornell to advance their downtown revitalization goals and strongly supports Hornell's application.

Sincerely,

Andrew V. Bodewes  
Partner

# RIEDMAN

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## COMPANIES

May 8, 2019

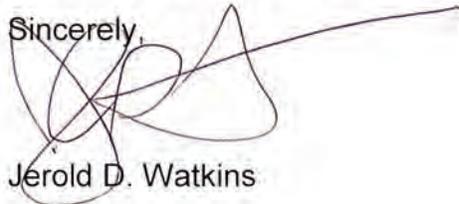
Mayor John Buckley  
City of Hornell  
82 Main Street  
Hornell, New York 14843

Dear Mayor Buckley

I want to let you know that we have just completed the Fairlawn Apartment Community. All 60 units now have a certificate of occupancy and we have been very pleased with the lease-up of the \$10,000,000 development. We expect to have 100 per cent occupancy by summer.

Part of the success of our development is being located a short distance to downtown. Another part is the need for housing in the city. We see potential for us to make further investments in the city's downtown area which we feel is ripe for redevelopment and we would welcome hearing from you about future opportunities.

Sincerely,



Jerold D. Watkins



The Ryan Agency  
57 Broadway  
Hornell, NY 14843  
607-324-7500

Ryan-Manley Agency  
3832 St Rt 417, PO Drw 5  
Jasper, NY 14855  
607-792-3800

Ryan-CHG Agency  
186 S. Main St  
Wellsville, NY 14895  
585-592-4244

5/3/2019

Mayor John Buckley  
City of Hornell  
84 Main St  
Hornell, NY 14843

RE: Downtown Revitalization Initiative

Dear Mayor Buckley:

The Ryan Agency wishes you the very best as you pursue the NYS Downtown Revitalization Initiative.

The three surrounding counties (Allegany, Livingston and Steuben) depend on a strong economic and vibrant Hornell Downtown.

We hope the NYS Downtown Revitalization Initiative committee recognizes the huge potential and return on investment such funding would yield. A boost for Downtown Hornell would benefit tens of thousands of people throughout our whole region.

We wish you the best in your efforts to land the funds this initiative provides.

Best regards,

Jeff Ryan  
President

May 3, 2019

Honorable John Buckley, Mayor  
City of Hornell  
82 Main Street  
PO Box 627  
Hornell, NY 14843

RE: NYS Downtown Revitalization Initiative

Dear Mayor Buckley,

I am writing on behalf of St James Hospital to indicate our unqualified support for the City's application under the Downtown Revitalization Initiative to the Southern Tier Regional Economic Council. The City of Hornell is experienced in proactively developing economic development partnerships and implementing successful funding programs.

Hornell is uniquely positioned to be an outstanding example of DRI funding intent. With Hornell's recent, current and pending projects that all support the City's vision and plan to improve quality of life and foster economic development.

St. James Hospital is undergoing a construction project to build a new hospital and implement an electronic health record through a \$64M grant provided by New York State Department of Health. In addition St. James Hospital invested \$8M in establishing a new medical office building on the campus of the new hospital construction, creating a medical village to serve the resident of the Hornell and surrounding communities.

Medical Office Building includes space for:

- St James Hospital Physical Therapy, Orthopedic Clinic, Urgent Care, Women's Imaging and Breast Center, lab draw station, primary care and a specialty suite that will provide patients with access via telemedicine and onsite consultations to a range of specialty services (i.e., GI, vascular, neurological, surgical, urology, etc.);
- Oak Orchard Health, a federally qualified health center (FQHC) (pediatric, family medicine, and dental services);

New Hospital:

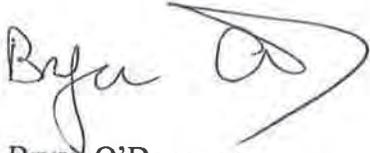
The new two-story building with a third story penthouse, 87,600 square foot facility includes space for the following:

- SJMH ambulatory care (e.g., emergency medicine, observation unit, ambulatory surgery, diagnostics, infusion therapy, and outpatient surgery/procedures);
- SJMH inpatient medical and surgical care (15 bed unit)

The Medical Village project brings together primary care, specialists, emergency medicine, surgery, outpatient services, inpatient care, telemedicine service and more on one healthcare campus. This will make it easier for patients to access care and enhance the health services that can be provided to rural communities.

Good things are happening in Hornell and St James Hospital is pleased to be a part of it. St James is committed to the Hornell community and supports the City's effort to obtain this Downtown Revitalization grant.

Sincerely,

A handwritten signature in cursive script, appearing to read "Bryan O'Donovan". The signature is written in black ink and is positioned to the left of a large, stylized, handwritten flourish that resembles a large, open 'D' or a similar shape.

Bryan O'Donovan  
President & CEO



STEUBEN COUNTY  
OFFICE OF THE COUNTY MANAGER  
**JACK K. WHEELER, MPA**  
**COUNTY MANAGER**  
3 EAST PULTENEY SQUARE  
BATH, NY 14810  
PHONE: (607) 664-2245  
FAX: (607) 664-2282

May 2, 2019

Hon. John Buckley  
Mayor, City of Hornell  
82 Main Street  
Hornell, New York 14843

Re: Downtown Revitalization Initiative

Dear Mayor Buckley:

I am writing to express Steuben County's support of the grant application of the City of Hornell for the Downtown Revitalization Initiative (DRI). The City of Hornell has experienced tremendous progress in recent years, and the successful award of a DRI grant would serve to further augment your development efforts.

The transformations in Hornell have been of critical importance to Steuben County and the region. In particular, the Amtrak contract awarded to Alstom has resulted in a drastic expansion in hiring and talent attraction to the area. This in turn has led to additional housing developments with a value approaching \$20 million. Further, the construction of a new hospital and medical village campus will be a vital asset to the City, County, and region. On top of this, there is a great deal of commercial activity happening in the downtown and surrounding areas. In fact, our former Courthouse has been auctioned to private developers that have innovative ideas for a shared business complex in downtown Hornell.

Steuben County has long enjoyed a strong partnership with the City of Hornell, as evidenced by our joint efforts to create the Steuben County Land Bank Corporation, which is already paying dividends by reducing neighborhood blight and improving housing stock.

All of this is to say that the City of Hornell is doing some very exciting things. However, additional resources from the State, particularly under the DRI grant program, would put these efforts over the top and help solidify the redevelopment of Hornell. Steuben County stands in support of the application, and we urge the State to fully fund the request.

Sincerely,

JACK K. WHEELER, MPA  
STEUBEN COUNTY MANAGER



To the Downtown Revitalization Initiative Team:

The slogan of the New York State Downtown Revitalization Initiative (DRI) is “transforming downtown neighborhoods into vibrant communities where New Yorkers want to live, work and raise families.” The last three years that I have contributed letters to Hornell’s efforts towards the DRI funds, I’ve directly quoted this. In my sixth year of business as a young and struggling, yet determined vintner, restaurateur and entrepreneur (and my third year at my tertiary business in Hornell) I see Hornell tirelessly striving to become that vibrant community where New Yorkers want to live, work and raise families. I personally see Hornell as my vibrant community, and I’ve been able to achieve important accolades due to my investment in this great city, including the New York State Agricultural Society’s Next Generation Farmers Award and Alfred State’s Distinguished Young Alumni Award for efforts to promote and sustain rural, agricultural America and the small cities that are codependent.

Since my business, *The Brute: A Finger Lakes Focused Wine Bar* (our branch location of *Wild Brute Winery*—a NYS Farm Winery), and a plethora of other businesses have opened in the past few years, there has been an increasing quality to the downtown of Hornell. The concepts of tourism—particularly agritourism and ecotourism—have become topics of much conversation. We are experiencing an interest in our roots as a railroad town and a culture that is true Northern Appalachian, as well as embracing the potentials in agriculture and other industries that surround our small city. We have seen a steady increase of small businesses in Hornell, many of which are diverse and unique.

Over the past few years, *The Brute* has been privy to contributing to these cultural enhancements to our downtown and is a small example of the potential of Hornell’s future as a destination of distinction. With the DRI funding, Hornell would be able to reinvest into small businesses like mine and help us continue to create a city that is both distinct and appealing to people both local and afar. Hornell is in such a location that it represents the westward most entrance to the Finger Lakes, and is also a cultural hub for railroad enthusiasts, food & beverage fans, and agricultural devotees. We have a truly distinct backstory, a sprawling number of new, unique and viable businesses, and a growing sector of persons to support the businesses—both from local investments and the rising touristic concepts.

Hornell truly has the potential to transform into the vibrant downtown that is needed to support this growing culture and area of distinction. The DRI funds could enhance this transformation and bring a lasting quality to the city. This quality would come in the form of placemaking layout augmentations, structural enrichments, beautification developments, and much more. I hope you’ll consider Hornell this year as your vibrant community of choice.

Best,  
Justin Recktenwald  
Owner/Winemaker  
Wild Brute Winery, LLC  
The Brute: A Finger Lakes Focused Wine Bar  
99 Main St.  
Hornell, NY 14843

May 23, 2019

Honorable John J. Buckley  
Mayor  
City of Hornell  
82 Main Street  
Hornell, New York 14843

Re: Downtown Revitalization Initiative

Dear John:

On behalf of Corning Incorporated I would like to offer my wholehearted support for your grant application to Governor Cuomo's Downtown Revitalization Initiative (DRI). Obtaining the DRI funding would dramatically increase your efforts to accelerate the momentum that has been built over the past decade to re-vitalize the City of Hornell.

I know first-hand because of my role as Co-chair of STREDC that the City of Hornell is very well positioned with the growth at Alstom to undertake several important downtown revitalization projects that will be successful. The first specific project that deserves mention is the project with Alfred State College and Alfred University on a collaborative training/learning center for advanced manufacturing and alternative education programs geared toward non-traditional students in a rehabilitated former downtown department store. Another highlight of their application is their partnership with Steuben Trust to create a green "town square" with outdoor performance space, a water fountain and wider sidewalks for safer pedestrian travel. Finally, the addition of more upper floor housing units all demonstrate all of this collaborative revitalization will be transformative to the City of Hornell.

These are just a few of the many reasons that Corning Incorporated enthusiastically supports the City of Hornell's DRI application.

Sincerely,



G. Thomas Tranter, Jr.



May 23, 2019

John Buckley, Mayor City of Hornell  
82 Main Street  
PO Box 627  
Hornell, New York 14843

Dear Mayor Buckley,

I am writing on behalf of Chemung-Schuylers-Steuben Workforce New York (CSS WFNY) regarding the submission by the City of Hornell of an application under the Downtown Revitalization Initiative. CSS WFNY is the local Workforce Investment Board responsible for implementing the Workforce Investment Act programs in Chemung, Schuylers and Steuben Counties of New York State. As such, the inclusion under the application of a downtown learning Center holds the utmost potential for transformation of the City Center.

Over the past several years, CSS WFNY has enthusiastically partnered with the City of Hornell serving together on various projects supporting the transition of displaced workers in area businesses and bringing back the Hornell Area Job Fair (which has quickly become a standing yearly event.) We look forward to growing this connection.

As we are all aware, access to a job with sustainable wages is a key building block for families and communities at large. It is also well known that there exists a skills mis-match between what skills job seekers often have as compared to what employers are seeking. The inclusion of a downtown learning and skill training facility would go a long way towards bridging that gap.

As I understand it, as part of this project, if funded, will provide the framework of the infrastructure to bring learning and training opportunities to downtown. Locating such a facility in the City Center with coordinated access to the array of holistic, customer centered supports such as transportation, city services, and related support services is key to the long-term impact. This in turn provides the cornerstone to financial stability and the road out of poverty for them, their families, and the community. For this project, CSS WFNY will commit to coordinating our WIOA programs with the new project.

If you have any questions or need additional information to support the application, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink that reads "Daniel Porter".

Daniel Porter, Executive Director  
Chemung Schuylers Steuben Workforce New York

Phone 607 - 324-0310

# Hornell Area Chamber of Commerce

40 Main Street

Hornell, New York 14843

ALMOND ••• ARKPORT  
ALFRED ••• HORNELL  
CANISTEO

May 30, 2019

Honorable John Buckley, Mayor  
City of Hornell  
82 Main Street  
Hornell, NY 14843

Dear Mayor Buckley,

The Hornell Area Chamber of Commerce strongly endorses your efforts to apply for NYS funding through the Downtown Revitalization Initiative (DRI).

Our Chamber receives inquiries almost daily for suggestion on where to find suitable housing for the many new members of our labor force.

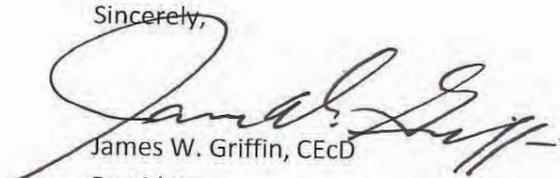
We contract all of the real estate brokers in our area and receive basically the same response, "There are very few available and when they come on the market they are spoken for immediately".

Our Chamber would work with you, developers or individuals who could provide housing units. Our downtown is one of the best in providing retail and service needs, however, these same buildings and owners need assistance to turn the second and third floors into living quarters.

We are proud of what the City has been able to do in providing a vibrant downtown but we now need to do the same for living units.

Our Chamber and its 300+ members wish to express our support and gratitude to you in your efforts to address this critical need.

Sincerely,



James W. Griffin, CECD  
President



One Steuben Square - Hornell, NY 14843  
Phone: 607.324.5010 Fax: 607.324.9584  
SteubenTrust.com

May 6, 2019

John Buckley, Mayor  
City of Hornell  
82 Main Street  
Hornell NY 14843

Dear Mayor Buckley:

I understand it is the City of Hornell's intention to apply for a \$10 million New York State grant for downtown revitalization. We, at Steuben Trust Company, strongly support this initiative, and believe it very important in supporting economic vitality of our city and to create a "sense of place" for residents, businesses and visitors to our community.

Steuben Trust Company has been headquartered in Hornell since 1902 and therefore, has a unique understanding of area needs and potential benefits to be derived from proposed enhancements that these grant funds would support. The need for downtown facade enhancements, quality housing, transportation and other initiatives would promote community prosperity and a more attractive place for residents to live, work and invest. Our company values the potential for partnerships like this with the city and the "Steuben Square Park" concept would be very beneficial for community development as a cultural enhancement and draw for our city and area.

Best wishes for success this year in attaining this vital grant that would provide the foundation for the proposed development work.

Sincerely,

**STEUBEN TRUST COMPANY**

Brenda L. Copeland, CEO  
Chairman of the Board

BLC:mh



May 30, 2019

John Buckley, Mayor  
City of Hornell  
82 Main Street  
Hornell, NY 14843

Dear Mayor Buckley,

The City of Hornell Industrial Development Agency pledges to assist you in any way in your efforts to obtain funding through the Downtown Revitalization Initiative (DRI).

As we are all aware housing needs here in Hornell have become critical. Our major employer Alstom and their entire supply chain have brought in over 200 new employees from all over the world to Hornell. We have failed to keep up with the housing needs to date and it is anticipated another 125-150 will come here for employment in the next 6-12 months.

These people are having to find rooms or housing units as far as 60 miles away. Our existing motels are almost at 100% capacity due to long term rentals.

The Krog Corporation showed what could be done in working with the City and our IDA in renovating the Federation building, and providing nine luxury apartments on the second and third floor, all of which were rented immediately, and have a waiting list.

There are many vacant second and third floor spaces in downtown which could also be transformed to living units immediately, if we can provide assistance through this program.

Our IDA stands as a partner with you and the City in undertaking this vital need. Without adequate housing our efforts to attract companies and suppliers are "Dead in the Water".

Thank you for your efforts and enthusiasm to solve this desperate need.

Sincerely,

A handwritten signature in black ink, appearing to read "James W. Griffin".

James W. Griffin, CEcD  
Executive Director

40 Main Street  
Hornell, NY 14843  
P 607.324.0310  
F 607.324.3776  
hornellny.com

**BETTER BUSINESS  
STARTS HERE.**

Mayor John Buckley

City of Hornell

82 Main St.

Hornell, NY 14843

Dear Mayor Buckley,

Like many over the past 3 years, when we first heard about the Downtown Revitalization Initiative (DRI), we couldn't help but become excited and dream about what these funds could mean for our wonderful community. It was easy to become transfixed by ideas of what Hornell could be with a ten-million-dollar investment, bringing our wonderful community into the 21<sup>st</sup> century and beyond. However, even in our wildest dreams, we're not sure we would be sitting here writing to you now as purchasers and developers of "The Courthouse" at 12 Allen St.

The Courthouse was built in 1909 and sits majestically in the center of our city for over a century. It's beautiful physical presence has stood firm throughout many of the city's changes. Probably one of the biggest changes was in the 1970s when there was a period of urban renewal and state route 36 comes through the heart of the city where the former Union Park once stood. The Courthouse is easily visible to the thousands that drive by on Rt 36 daily, but most important, we believe it could serve as a unifying link to downtown, gaining the best of connecting back with downtown like in the days of Union park, as well as capitalizing on the large audience that Rt 36 provides.

We never believed when we came to the auction for the Courthouse on that fateful day, that we would walk away owners of such a piece of history with some of the most beautiful turn of the 19<sup>th</sup> century architecture we've ever seen. With the size of the building, the possibilities are truly endless. Our vision is to do our best to update the building to serve more modern-day functions and convenience, while maintaining the beauty and charisma of the building. It's amazing that in such a short time, we already have 7 businesses ready to provide services on the first floor of the building. Seven other entrepreneurs that have joined with us in bringing their dreams and visions and opportunity to those in the city and beyond. It's easy to be excited about what is already developing!

First, we have The Book Bar which feature small food items paired with great books and even better wines. Next, Forever 6ix Apparel for designing and printing custom apparel. We also have a space for massage therapist, Rene Desmond. Project BS which specializes in event planning and wine and design events and finally, we have Ritual Overclock, a phone and technology repair business. On the second floor, the Courthouse boasts a huge, turn of the

century courtroom. This is a perfect space to host large events and gatherings as well as theatrical and entertaining events.

This is just a small start for our vision for the Courthouse. We envision the Courthouse to be a hub of a variety of activity, serving functions of practicality, entertainment, health and relaxation. We truly believe this is a unique opportunity for our community, and feel the Courthouse will be a great attraction and addition to Hornell's vibrant downtown scene. People of all ages may come to enjoy themselves at the Courthouse with our multitude of services and venues provided and continue to enjoy themselves in many other great places Hornell has to offer.

The DRI grant would take our ideas and Hornell to the next level. We are excited for you to hear these ideas and our commitment to this great city. We already know we have something special here in Hornell and the Courthouse and we hope that you see it too. Please consider Hornell this year as your community of choice for the Downtown Revitalization Initiative.

Sincerely,


Joe Garcia and Dalton Cady

**IronShore Development Agency**

120 De Kruif Place STE 15J  
Bronx, NY 10475

*" If we build it, they will come"*

May 29, 2019

Shawn D. Hogan  
40 Main St.  
Hornell, NY 14843

Dear Mr. Hogan,

I first started investing in Hornell back in 2012, I took a \$70,000 rundown property and turned it into a million-dollar housing destination (CBRE appraised). I have been able to watch the housing locally with my ear to ground, which is why I am purchasing 83 – 93 Main for the price of \$395,000.00. We will develop this partially abandoned downtown building sitting on a prime real estate location, into 9 residential luxury units, 4 main level storefront commercial retail units and 7 sublevel Art studios/micro offices.

The location is currently defined as 15000 + sq. ft Retail location currently subdivide into 3 occupied retail clients (Howard Hanna, T-Mobile and 1 law firm) and 1 unoccupied. The second floor is completely unoccupied, there is an additional 7,000 sq. ft in the basement. I will require a total of investment of 1.5million to enhance this downtown residential and commercial destination. This leaves about 18,000 sq. ft available for development in possibly the most prime area of downtown Hornell; With this in mind, it's important to consider what will have the greatest impact to the revitalization of main street? With a housing shortage in the city, the 2<sup>nd</sup> and 3<sup>rd</sup> floors of 83-93 main will be converted into 9 apts total. Six luxury 2-bedroom units composed of contemporary hardwood and granite and the full complement of stainless-steel appliances. The 3<sup>rd</sup> floor will have 3-2bedrrom town houses complete with a common area patio open to all residence. The basement will be converted into 7-21 century art studios/ micro offices, these art studios are gaining popularity through our nations downtown areas, and will no doubt add to the downtown culture of main street.

My previous investment experience in Hornell began nearly a decade ago, I came from the NYC market with a wealth of experience managing my own new construction residential units in NYC, and as property Manger for the Mann Group I managed and developed over 300 free market commercial and Luxury rentals. I have managed and constructed some of NYC's most desired rental units.

From the time I arrived in Hornell, I have watched this city's housing demand grow past capacity, while the infrastructure had developed and is poised for the next level growth. During this time, I have developed long abandoned 6 unit apartment building on Prindle Ave into one of the highest demand professional living areas in the city. This 6-unit gem was built in the image on my NYC rentals and has been in high demand, as we have never had a vacancy since the building reached capacity in 2012. Professionals are the same no matter where you go, they desire comfort and efficiency. And that is what we will continue to provide.

We believe that a partnership with the city through the DRI grant will enable me to take the Landman building to the next level, that will accentuate the facade of the century old building to restore and enhance the prominent curb appeal of the Landman building which, will spur investment/development and increase the overall desirability of the area with a limestone façade and new windows. In addition, an elevator for all 3 floors of the building will make the residential and commercial spaces more accessible to a broader age range of tenants by making those areas more accessible to elderly and handicap enhancing the overall universal appeal of the building.

**IronShore Development Agency**

120 De Kruif Place STE 15J  
Bronx, NY 10475

*"If we build it, they will come"*

The Prindle Terrace apts that we built have uncovered an overwhelming demand in the city which furthermore, created a waiting list of professional tenants for most of the last decade here in Hornell NY. I have no doubts with the partnership through the DRI grant, will continue to find the very same success with the Landman building and shatter all of our expectations. With this knowledge we can hit the ground running with the revitalization of our main street here in Hornell NY. This will signify an enthusiastic beginning and excite our residences of our future to come, with a Façade that will stand the test of time.

Thank you for your consideration.

Sincerely,



Hewan P. Fraser

Owner/General Manager

(O) 917.340.2627

(F) 607.661.4032

[hfraser@ironshorepropertymgmt.com](mailto:hfraser@ironshorepropertymgmt.com)



Iron  
Shore  
Properties llc.



Corning Community College  
**Katherine P. Douglas**  
*President*  
1 Academic Drive  
Corning, NY 14830  
T: 607.962.9232 F: 607.962.9485  
president@corning-cc.edu • corning-cc.edu

May 29, 2019

Mr. Sean Hogan  
Hornell IDA  
40 Main Street  
Hornell, NY 14843

Dear Sean:

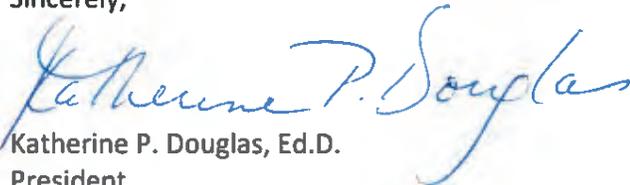
SUNY Corning Community College would like to support the Hornell IDA's Downtown Revitalization proposal for a Community Learning Center. Hornell is part of SUNY CCC's service region and the College has, historically, attempted a number of initiatives to serve this area. Over time, the City of Hornell, the Hornell Chamber of Commerce and the Hornell City School District have offered space to the College both to meet with prospective students and to offer classes. There has not, however, been dedicated space for both purposes. This new vision would allow SUNY Corning Community College to have space for recruitment activities, College classes and workforce education opportunities to serve the regional workforce needs.

The College is planning to launch an Associate's Degree program in Fall 2019 that will be offered in a flexible format with many of the courses offered online and the remainder offered one evening per week in Hornell. While the Hornell City School District has been a supportive partner in this initiative, space dedicated to adult learners would be preferable. Additionally, the school does not have available space for daytime workforce classes designed to further develop the incumbent workforce. Examples of coursework could include: Lean/Six Sigma, Project Management, OSHA, Manufacturing Supervision/Leadership, Non-Profit Supervision/Leadership, Notary Public Exam Prep, and a wide variety of customized business training.

Additionally, this space would be helpful in collaboration with the other educational partners in this region. SUNY CCC already has articulation agreements with two of the proposed partners: Alfred State College of Technology and SUNY Empire State College. This space would allow the College to work with these partners to help prospective learners create educational plans to meet their goals.

In summary, SUNY Corning Community College is excited about the opportunity for residents in our region to have increased access to higher education and workforce development through the Community Learning Center.

Sincerely,



Katherine P. Douglas, Ed.D.  
President

**Learning Transforms Lives**

# HORNELL IN THE PRESS



 **2019**  
**HORNELL** | **Downtown  
Revitalization  
Initiative**

# THE WALL STREET JOURNAL.

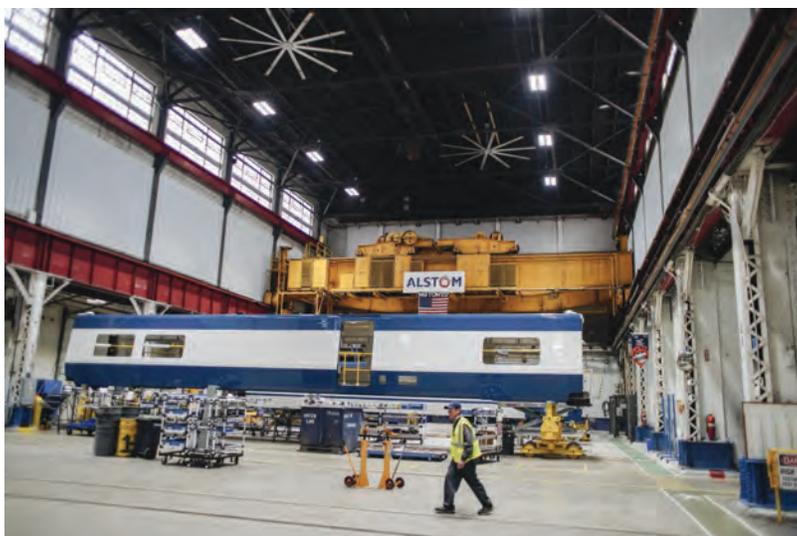
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<https://www.wsj.com/articles/next-generation-acela-rail-cars-taking-shape-in-n-y-factory-11557662401>

U.S.

## Next-Generation Acela Rail Cars Taking Shape in N.Y. Factory

Amtrak's new \$2 billion fleet of high-speed trains, built by France's Alstom, will enter service in two years



A new Amtrak passenger car is being built at Alstom's facility in Hornell, N.Y. PHOTO: LIBBY MARCH FOR THE WALL STREET JOURNAL

*By Ted Mann*

May 12, 2019 8:00 a.m. ET

HORNELL, N.Y.—The future of American high-speed rail is sitting in a building older than the Battle of Gettysburg: a cavernous factory that holds the first shells of a \$2 billion fleet of Amtrak Acela trains due to begin running from Washington, D.C., to Boston two years from now.

Even as Congress moves toward renewed debates over the future of both Amtrak and high-speed rail, the first of 28 new Acela train sets are starting to take shape here. They are the first new generation of passenger trains on the railroad since the Acela's debut in 2000.

For Amtrak, that means a chance to relaunch a service that has been both a commercial success and a procurement headache—and still the nearest approximation in the U.S. to the high-speed trains that whisk travelers among major cities in Europe and Asia.

Amtrak is buying 28 new sets of power cars and passenger coaches from French manufacturer Alstom SA, which is assembling the trains at its complex of plants in New York's Southern Tier. The train model, known as Avelia Liberty, is from a family of trains already in use in France and Italy, Amtrak executives say.

The new trains will be slowly entering the existing Acela service and will have a top speed of 160 miles an hour, up from 150 miles an hour on the current fleet. The trains will be built to tilt up to 6.3 degrees, allowing trains to run faster in curves and save energy by avoiding braking for some turns.

Average speeds will be much lower, since the Acela will still run on the Northeast Corridor, whose curves will limit trains to top speed in just a few spots. And unlike high-speed trains in Europe and Asia, the Acela shares tracks with commuter trains and freight lines, requiring it to reduce speeds. The new trains will be capable of going up to 186 miles an hour if tracks are later upgraded, Alstom says.

The new Acelas will be just one meter (about three feet) longer than the current trains, but with shorter power cars and redesigned passenger cars. Amtrak says they will carry one-third more passengers with a maximum capacity of 378, up from the current 304.

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#### SHARE YOUR THOUGHTS

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*What features would you most like to see in a new Acela rail car? Join the conversation below.*

Amtrak says the new trains will have upgraded interiors, including outlets and USB ports at each seat and wheelchair accessibility in every restroom. The railroad also said the lightweight design will improve efficiency by 20%, while a regenerative braking system will return some power to the overhead catenary wire system. Track improvements and the new trains' suspension system will allow for a smoother ride, Amtrak says.

The first of the 28 new Acelas is scheduled to enter service in summer 2021, replacing the existing fleet of 20 trains by the end of 2022. Amtrak says the larger fleet will allow more frequent, half-hourly Acela service at peak periods.

Eventually, railroad officials say they could offer limited-stop and nonstop service between Washington and New York.



The interior of a partially completed Amtrak passenger car at the Hornell facility last month. PHOTO: LIBBY MARCH FOR THE WALL STREET JOURNAL

The railroad is hoping for a smoother launch than the first time around. The first Acela train set was delivered to Amtrak in October 2000, more than one year late, by a consortium of Alstom and Canada's Bombardier Inc.

Amtrak pulled Acela trains from service in 2002 after cracks developed in critical shock absorbers. Amtrak and the consortium filed dueling \$200 million lawsuits, which were later settled.

In 2005, Amtrak pulled the trains from service again after cracks were found in braking equipment. The trains returned to service after the trouble was traced to a supplier.

Despite the complications, the Acela became a success. Even without meeting the target time of two hours, 11 minutes between Washington and New York, the railroad succeeded in peeling passengers away from airline shuttles. Acelas carried more than 3.4 million passengers in fiscal 2018, and Amtrak said adjusted operating earnings for Acela trips was \$318.8 million, more than 60% of the \$524.1 million Amtrak earned overall on the Northeast Corridor.

For its new Acela fleet, Amtrak selected Alstom alone, using a \$2.45 billion federal loan from the Federal Railroad Administration. Amtrak says it will pay back the loan entirely with revenues from its Northeast Corridor operations, with no need for federal grants.

Roughly \$2 billion of the loan will pay for the 28 train sets, spare parts, management and contingency costs, and service upgrades, an Amtrak spokeswoman said. Other funds will go

toward safety improvements and upgrades to tracks and stations.

Alstom says 95% of the trains' content are produced in the U.S., in keeping with the Buy America provisions of Amtrak's loan. But the railroad did receive a waiver to import the extruded aluminum shells of the passenger cars, whose honeycomb structure helps limit the trains' weight and improve efficiency, from Alstom's factory in Savigliano, Italy.

In Hornell, the Amtrak contract is changing the face of a factory complex that dates to the dawn of the railroad age. Hornell has been a center for railroad manufacturing, and the boom-and-bust cycles of that industry, since the New York and Erie Railroad opened a locomotive plant in 1850.

One April morning, workers in a massive plant built in 1860 were working on an overhaul of a light railcar from Baltimore, while an adjoining building held the final few double-decker commuter coaches from a fleet Alstom is refurbishing for the Massachusetts Bay Transportation Authority.

Alstom is the largest employer in town. Its three plants around Hornell employ about 800 people, of whom about 250 are working on the new Acela fleet, a company spokeswoman said.

Alstom recently broke ground on a new building to house Acela equipment for its formal acceptance by Amtrak, bought a new shunter locomotive capable of pushing around the million-pound completed trains, and doubled the length of an existing test track, to 1.4 kilometers (just under a mile), including a new bridge over the adjacent, flood-prone Canisteo River.

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#### RELATED

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- Plan to Expand Amtrak Ridership Could Sidetrack Storied Trains

At peak capacity, the Hornell factories will be producing a passenger car a day, one power car every five days, and one cafe car every 10 days, said Michael MacDonald, the company's managing director for high-speed

trains in North America.

Amtrak and Alstom officials both say they hope that the railroad's big investment will help foster the growth of an American supply chain for high-speed rail equipment. The absence of such a supply network raised costs and limited design choice for the original Acela, and railroad officials blamed reliance on a narrow, specialized supplier base, in part, for the 2005 disruption in Acela service.

Alstom says the Amtrak contract is helping seed new expertise in their industry.

Mr. MacDonald noted the example of TTA Systems LLC, which has worked with Alstom in Hornell for years. TTA Systems is now building the tilting “bogies”—the crucial assemblies that connect to train cars and carry their wheels.

“They’ve overhauled 30-year-old bogies for years that are on a metro car that’s going 30 miles an hour,” Mr. MacDonald said. “This is going to 170 miles an hour, and it’s going to tilt. It’s a different animal.”

**Write to Ted Mann at [ted.mann@wsj.com](mailto:ted.mann@wsj.com)**

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## Maple City rated among NY's best buys

**Low income to home price ratio seals No. 3 ranking**

By Jason Jordan  
The Spectator

HORNELL — Cheap living and a quaint oasis in the rural landscape is the promise of Hornell.



**Buckley**

For years, city officials have touted the low cost of services and housing as its calling card in promotional materials, citing annual studies by third party media outlets and financial advisory institutions.

Recently, HomeSnacks.net — synthesizer of public and market data for the purpose of helping people find a place to live that best suits their needs — published a study on the most affordable places to live in New York and Hornell is in the top 10.

Hornell was rated by the publication as the No. 3 cheapest place to live. This is the

fourth year of the rankings, and Hornell has always placed near the top. Last year it was rated fifth in the state.

From 1 to 10, those appearing on the list were Waterloo, Iliion, Hornell, Ogdensburg, Olean, Medina, Kenmore, North Tonawanda, Hamburg and Depew.

The report was compiled by

looking at the most recent Census data to construct a cost of living index. The results are available online at: homesnacks.net.

Cited as the primary reason for the City of Hornell's third-place ranking in 2019 was its home price to income ratio of just 1.6x.

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## CHEAP

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In addition to its affordability, rated at an 8.5 out of 10, Hornell was scored highly by HomeSnacks for Safety (8.5), amenities (8.5), commute (9) and education (7).

“The Maple City is second when it comes to home price to income ratio. We’re not surprised it’s so affordable. And we definitely think it’s because they have such a strong economy,” the study credited.

While the availability of jobs was a consideration, Hornell was given an overall score of 5 for jobs, 5 for diversity, 4 for housing, and an overall SnackAbility score of 7/10.

A summation of the city’s ranking went on to note the median income of \$40,400 as being a benefit in comparison to the median home price of just \$66,200. Because a home is often the largest asset someone will ever own, housing affordability is often what makes or breaks a community.

The city may have made a strong case for the No. 1 spot, however, the income to rent ratio was just 47th best in the state, at a rate of 65.6 to 1. According to Census data, the median rent is \$616 per month.

Several other cities in the top 10 boasted higher median incomes, or better income to rent ratios, but most couldn’t put together the right circumstances to eclipse Hornell in the rankings.

“The city provides a real bang

for your buck to residents,” said Hornell Mayor John Buckley, pointing to the low cost of services provided by the city, including some of the state’s lowest water and garbage fees, full time fire and police service and a transit system.

HomeSnacks is not the only organization doing Hornell the honor of calling it affordable. Earlier this year, SmartAsset, a financial services monitoring organization, named the City of Hornell the fourth most affordable places to live in New York State for the fifth year in a row.

“We’re always highlighting all the positives that Hornell has to offer, and our growth factor is directly related to that. Remaining high on rankings like this is a testament to steady city leadership over the years,” Buckley said.