

# DOWNTOWN MEDINA



Downtown Revitalization Initiative  
2019 | Round 4

Welcome to  
Historic  
**MEDINA**  
NEW YORK

The Point Sign & Renee Lavo Graphic Design - Medina, N.Y.

SECTION 1

# BASIC INFORMATION



# BASIC INFORMATION

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**REDC Region:**

Finger Lakes

**Municipality Name:**

Village of Medina

**Downtown Name:**

Medina

**County Name:**

Orleans

**Point of Contact:**

Mayor Michael Sidari

**Email:**

msidari@villagemedina.org

**At a Glance:** Downtown Medina is making a name for itself.

Recent investments and ongoing development projects have created a wave of momentum and put the Village on the cusp of significant transformation. To build on this momentum, the Village has undertaken a variety of planning initiatives – including the development of its own Local Waterfront Revitalization Program (LWRP) – to further refine its vision for downtown and to identify impactful projects that can effect positive change. Funding from the Downtown Revitalization Initiative (DRI) will allow us to unlock Downtown Medina’s full potential and to bring the projects and policies in our plans to life.

Our vision is to strengthen Medina’s sense of place and secure its reputation as a premier destination for culture, recreation, and economic development on the Erie Canal. With funding from the DRI, we seek to build on recent economic successes, leverage existing cultural and recreational assets, repurpose and revitalize vacant properties, realize the full potential of underutilized parcels, and enhance the public realm and quality of life for our residents and visitors.

We know that **this Village matters**, and we want everyone else to know too.



Aerial View of Downtown Medina

SECTION 2

# VISION



# VISION FOR DOWNTOWN

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

“ The Village of Medina envisions itself becoming a premier historic, recreational, and scenic community along the Erie Canal. Our aspiration is to be a destination for visitors of all ages who seek culture, bucolic landscapes, economic growth, and all the best that Upstate New York has to offer. We see a vibrant future for Downtown Medina, abound with healthy businesses, cultural and economic diversity, and a strong community of families. And we believe that – by capitalizing on the synergies between our downtown and the waterfront, the Village’s deep-rooted historical significance and architectural assets, recent and ongoing economic developments, and our scenic and strategic location – that Medina is poised to restore and advance its legacy as a key cultural anchor and economic hub along the Erie Canal.”



Main Street in Downtown Medina

SECTION 3

# OVERVIEW OF DOWNTOWN MEDINA



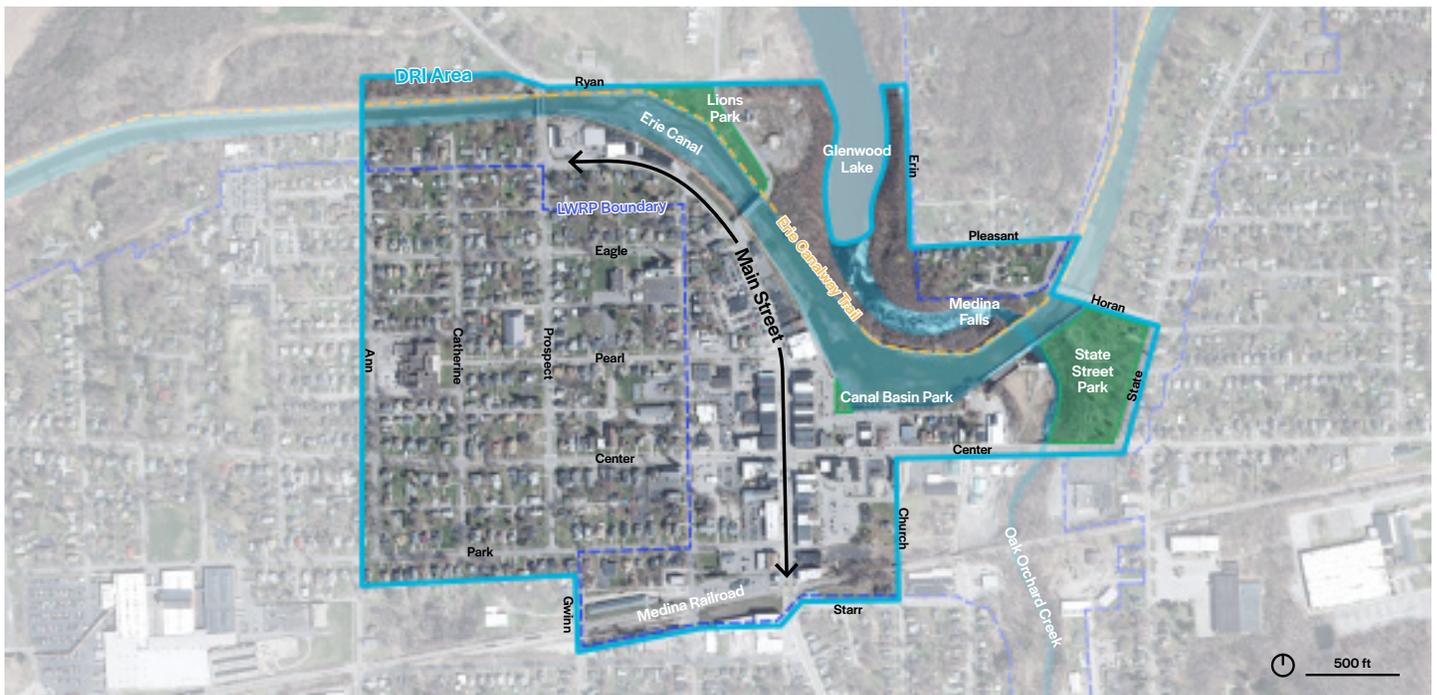
# BOUNDARIES OF THE DRI AREA

Detail the boundaries of the targeted downtown area or neighborhood.

The DRI Area is centered around Main Street, the primary thoroughfare and economic and cultural hub of Downtown Medina. It is generally bounded by the Erie Canal to the north, the railroad tracks to the south, State Street to the east, and Ann Street to the west.

## Key Features

This 0.3 square-mile area is compact and walkable – almost any destination within the boundary can be reached in a 5-minute walk. The area encompasses many of Medina’s most impactful economic drivers including: the Medina Railroad Museum – a regional attraction; the Canal Basin – which draws boaters from as far away as Canada; the Canal Village Farmer’s Market – an important outlet for local vendors; and local favorites like Zambistro’s Restaurant and Fitzgibbon Public House. The boundary also includes a significant portion of the Village’s LWRP. Multiple vacant or underutilized properties also exist within the boundary and are ripe for investment. Other destinations are located just outside the boundary including the Medina Business Park, which is home to many of the Village’s largest employers.



# JUSTIFICATION

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Provide an overview of the downtown area nominated and the reasons for its selection.

**Downtown Medina is trending in the right direction. The Village has secured millions in public and private investment, attracted businesses and jobs, and made a concerted effort to enhance its public realm. This momentum positions Medina at the cusp of real and noteworthy transformation. With proven ability to administer economic development initiatives, a demonstrated need for further improvement, and the pieces in place to ensure that the benefits of revitalization are felt by all in the community, Medina has effectively positioned itself to leverage public investment from the Downtown Revitalization Initiative. Here is what sets Medina apart:**

## **Demonstrated Need**

Medina has been through an all too familiar cultural and economic cycle – a boom and a bust. The Village has weathered years of sustained economic depression, the deterioration of architectural assets and landscapes, and the blighting of Main Street and downtown – but the community has found resolve with an infallible commitment to envisage a better future. As shown in **Section 7, Transformative Opportunities**, our vision involves a combined \$29 million in public and private investment through the DRI, demonstrating the Village’s need for State funding support. We believe that this infusion of funding will catalyze additional outside investment and will have a tangible and transformative impact upon downtown.

## **Scenic and Strategic Location**

Medina’s natural and geographic location makes it a scenic stop along the Erie Canal, with a diverse array of cultural offerings and four-season recreational tourism. The large Canal Basin is ideal for boating, kayaking, and canoeing, and the Canalway Trail is used by residents and employees to go for a bike, jog, or walk the dog. Access to other waterfronts is available at Glenwood Lake, Oak Orchard Creek, and Medina Falls while multiple parks throughout the Village create opportunities for active and passive recreation. These physical characteristics, in combination with Medina’s compact, walkable, and architecturally-charming Main Street and a wide range of housing options, make downtown a family-friendly and economically-viable place to live and work. Likewise, Medina’s proximity to major cities and destinations like Buffalo, Rochester, Niagara Falls, and the Canadian border widens its catchment area, gives it access to a large labor pool, and makes it an attractive location for businesses who want to leverage both US and Canadian markets. As the largest municipality in Orleans County, Medina also contributes to and benefits from the county’s \$27 million tourism industry.

# JUSTIFICATION

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## **Recent and Ongoing Investment**

Medina has experienced outsized capital investment and job creation in recent years for a community of its size. Companies like Fortune 500 Baxter have invested an estimated \$10 million in local infrastructure and added 400 jobs since 2012, many of which pay more than \$100,000 per year. Canadian firms like Brunner, Pride Pak, and Hinspergers leverage Medina to access US markets, while local investors have contributed more than \$10 million to grow their own businesses and to restore some of the most historically significant properties in New York State. Funding from the DRI will allow Downtown Medina to build off these recent economic successes and will likely encourage additional private investment into our growing and diversifying economy.

## **Community Commitment**

There is a prodigious amount of volunteer supported civic, economic and cultural committees and boards within Medina. A selection of some of the highly active boards in the area includes: the Medina Business Association, Canal Village Farmers Market, Medina Sandstone Society, Municipal Tree Board, Orleans Renaissance Group, Village of Medina Architectural and Historic Review Board, Village of Medina Planning Board, Village of Medina Waterfront Development Committee. Their activities include: installing and maintaining planters and hanging banners along Main Street, earning the Village the title of “Tree City USA,” administering the Village’s New York Main Street Program, supporting local businesses and placemaking efforts, preserving the Village’s historic architectural assets, and – among others – planning for the future of the waterfront. The sheer amount and frequent activity of these committees evidences community buy-in and commitment to seeing these and other revitalization initiatives through.

The Village also benefits from a dedicated coalition of local business owners and investors. In fact, an investor group has pledged to add an additional 5% donation to Medina’s revitalization efforts if the Village is awarded DRI funding. On top of the \$10 million DRI award, this additional \$500,000 in private investment will be put towards various historic restoration and revitalization projects, mixed-use and brownfield developments, as well as business expansion initiatives.

The Village’s recent, successful roll-out of its Local Waterfront Revitalization and New York Main Street Programs demonstrates organizational capacity and shows local leadership’s strong commitment to advancing the community’s vision.



Main Street in Downtown Medina



Farm to Table Dinner on Main Street



Farm to Table Dinner on Main Street



Canal Village Farmer's Market



Main Street



Fitzgibbon Public House at Christmastime



Medina City Hall



Medina Visitor Center in Rotary Park



Winter in Medina



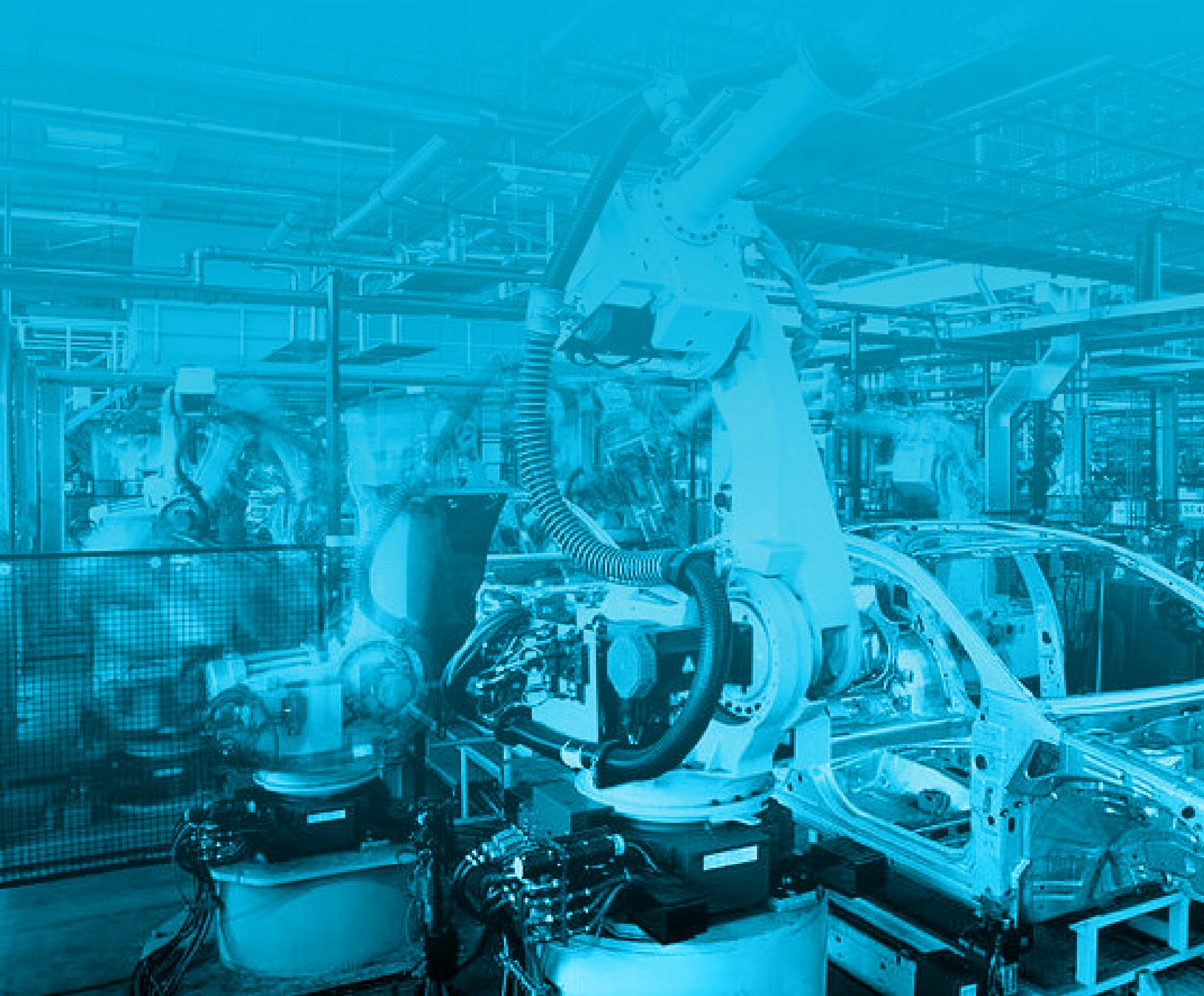
Pedal Boating on the Erie Canal



Businesses along Main Street

SECTION 4

# ECONOMIC CONDITIONS



# PAST INVESTMENT, FUTURE POTENTIAL

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Describe how this DRI area will be able to capitalize on prior private and public investment and catalyze future investments in the neighborhood and its surrounding areas.

As detailed below, with private investment of more than \$375 million in the past decade, investment activity has been outsized in Medina for a village of our scale. Medina is also unique in that we are home to big businesses and economic drivers that rival those of much larger municipalities. We are also home to flourishing small businesses, whose owners have invested millions of dollars in downtown in recent years. In the future, Medina is positioned to attract more investment due to our central location between Rochester and Buffalo, access to their large labor forces, and proximity to the STAMP campus.

## **Baxter**

**Recent Investment:** \$260 million

Baxter is a Fortune 500 firm running one of the largest and most technologically advanced medical infusion pump engineering and manufacturing hubs in the world. Baxter invested approximately \$250 million to acquire the Medina operation and subsequently poured an estimated \$10 million into the Park Avenue facility to accommodate 400 new employees and expanded market share. Baxter also attracts significant business travel to Medina; employees and visitors frequent Medina's hotels, restaurants, shops and parks.

There is substantial investment potential with Baxter. The infusion pump business is a significant driver of its \$6.4 billion revenue hospital products division. However, the only way Medina can capitalize on that potential is if Baxter can continue to recruit good people to live and work in the Village. That requires an attractive downtown, quality housing options, and diverse recreational offerings – all of which DRI funding will help to establish.

## **BMP America**

**Recent Investment:** \$1.8 million

BMP America has been in Medina since 1980 and manufactures engineered textile components for major original equipment manufacturers in the office automation industry. Its customers include Xerox Corp., Eastman Kodak Co., and Hewlett-Packard Co. It attracts talent from Buffalo and Rochester and doubled the size of its facility in 2004 as part of a \$1.8 million investment.

# PAST INVESTMENT, FUTURE POTENTIAL

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## **Bent's Opera House**

**Recent Investment:** \$6 million

Bent's Opera House is one of the oldest surviving opera houses in the United States. It was previously owned by Orleans Renaissance Group, who earned the structure a Seven-to-Save designation from the Preservation League of NYS and also stabilized its Civil War-era facade. This investment literally "saved" the building by replacing a section of the main horizontal support beam – which was crumbling, 150-year old wood – with a steel beam, thereby preventing a catastrophic collapse. In 2017, the building was sold to local developer Talis Equity who has since made enormous investments in structural rehabilitation and is currently conducting a multi-million dollar, total renovation/restoration. This project will create an upscale restaurant, boutique hotel, and restored Civil War-era event space.

## **Brunner**

**Recent Investment:** \$10 million

Brunner manufactures products for the Commercial Vehicle, Bus and Trailer Markets. It completed a \$10 million, 48,000 square-foot expansion in 2014.

## **Cobblestone Hotel**

**Recent Investment:** \$6.75 million

Recently breaking ground in May 2019, the Cobblestone Hotel will be located on a 5-acre site in the Medina Business Park. The 10,567 square-foot building will include 58 hotel rooms, a 50+ person conference room, and a bar. It will be the hotel chain's first location in New York State. With an expected opening in early 2020, the hotel will cater to business travelers and will encourage visitors to stay in Medina for more than a day trip.

## **Hinspergers Poly Industries**

**Recent Investment:** multi-million

Hinspergers is a Canadian-based pool cover manufacturer that ships pool covers all over the continental United States. Since 2001, Hinspergers has invested millions into its Medina facility, doubling the complex to its current 83,000 square-foot footprint.

## **Newell Shirt Factory Building**

**Recent Investment:** \$1.5 million

This \$1.5 million historic restoration project converted an 1876 shirt factory into a trendy, upscale coffee shop and craft cocktail bar with law offices and extended-stay lofts on the upper floors.

# PAST INVESTMENT, FUTURE POTENTIAL

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## **The Olde Pickle Factory (Fisher Price)**

**Recent Investment:** \$8 million

Nearly \$8 million has been invested in this 430,000 square-foot facility to create a state-of-the-art facility that can house a diverse array of tenants. The facility has been instrumental in attracting high-tech businesses to the area and has helped fulfill Medina's growing need for new property.

## **Pride Pak**

**Recent Investment:** \$30 million

Pride Pak is Canada's largest fresh fruit and vegetable processor. In 2016, it opened its US headquarters in Medina, investing \$30 million to construct a 68,000-square foot state-of-the-art facility.

## **Takeform**

**Recent Investment:** \$10 million

Takeform is the fastest growing visual communications firm in the US, with clients like American Express, Oracle, and NBC Universal. It has invested more than \$10 million in the last 5 years in infrastructure, equipment, software technology, and human capital, and recently completed a 15,000 square-foot expansion to accommodate growth. The company frequently flies prospective employees and clients to Medina from around the country.

## **Village Water System Upgrades**

**Recent Investment:** \$8.1 million

The Village has recently begun a \$7.3 million upgrade to its wastewater treatment plant and completed a \$800,000 upgrade to its water system. These investments will facilitate the expansion of the Medina Business Park and the growth of the village.

## **Western New York Energy**

**Recent Investment:** \$90 million

Constructed in 2004 with an initial investment of \$90 million, the Western New York Energy facility in Medina is the first ethanol plant in the Northeast United States. Its mission is to help realize the full potential of WNY's renewable energy resources.

## **414 / 416 Main Street**

**Recent Investment:** \$750,000

This \$750,000, 9,000 square-foot mixed use revitalization effort houses a single-family home, co-working space, and a restaurant.



Storefronts along Main Street



Baxter Facility at 711 Park Avenue



Cobblestone Hotel to be constructed in the Medina Business Park



Zambistro Restaurant at 408 Main Street

# RECENT + IMPENDING JOB GROWTH

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Describe recent or impending job growth within or near the DRI area.

In recent years, Medina has experienced significant economic resurgence, with the attraction and expansion of several large, multinational businesses and the steady growth of local businesses.

## **Associated Brands**

**Local Employees:** 350

One of the largest employers in the Village.

## **Baxter**

**Local Employees:** 600

One of the largest employers in Orleans County.

## **BMP America**

**Local Employees:** 100

Manufactures engineered textile components.

## **Brunner**

**Local Employees:** 350

Expanded 3 times in the past 8 years.

## **Hinspergers Poly Industries**

**Local Employees:** 65

Has seen steady 25% job growth in recent years.

## **Medina Business Park**

**Potential Employees:** 800+

Currently a front runner for an agricultural-related attraction project. Was recently one of two sites in New York State that was short listed by an international manufacturer for a transformative manufacturing project with an initial employment creation of 800+ jobs.

## **Pride Pak**

**Local Employees:** 100

Plans to double employment in the near future after completing its new addition.

## **STAMP**

**Potential Employees:**  
10,000+

Currently in development. Located just 8 miles outside Medina. Projected to create 10,000 jobs in nanotechnology at the site in 15 years. Could result in the creation of 50,000 indirect jobs regionally.

## **Takeform**

**Local Employees:** 160

Planning a multi-million dollar expansion to accommodate current growth. Added 50 employees over the last 12 months.

## **Velocitii Call Center**

**Local Employees:** 35

Growing rapidly.



Medina Business Park Welcome Sign



Pride Pak Facility Ribbon Cutting



Future STAMP Campus



Cobblestone Hotel Groundbreaking

SECTION 5

# QUALITY OF LIFE + ENVIRONMENT



# QUALITY OF LIFE POLICIES

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Articulate the policies in place that increase the livability and quality of life downtown.

**The Village of Medina has implemented a variety of plans and policies to preserve and enhance the character, quality, and design of the public realm and to ensure that Medina’s offerings are available and accessible to all, regardless of age, identity, or ability. The plans and policies listed below are thoughtful, actionable, and far-reaching and are intended to maintain quality of life in the Village now and into the future.**

## **Village and County Plans**

The Village’s official comprehensive plan was recently updated and included with other municipalities in the 2018 Western Orleans Comprehensive Plan. Medina also created its own Downtown Revitalization Plan in 2009 and a Village Economic and Cultural Development Plan in 2017. Collectively, these plans promote predictability in land and building uses, identify long-term goals, and serve as a guide for the Village’s future actions and development.

## **Local Waterfront Revitalization Program (LWRP)**

The Village is nearing completion of its first Local Waterfront Revitalization Program to create policies to protect its waterbodies and to identify projects to enhance the experience along its waterfront. By the nature of proximity, Medina’s waterfront and downtown are intimately linked, making revitalization along the waterfront critically important to downtown revitalization as well.

## **Zoning Code**

Medina’s zoning code is meant to protect and preserve the small-town character of the Village, while guiding and regulating growth in an orderly fashion. In 2017, the Village updated its zoning code to include the Central Business District Overlay whose purpose is to create a contiguous, walkable expansion of the current CBD through the creation of retail and business uses and the adaptive reuse of existing structures.

## **Building and Landscape Design Standards**

As part of the zoning code, the Village enacted a set of building and landscape design standards to maintain a high-quality public realm and to ensure that existing construction and new developments are consistent with the historic character of a nineteenth-century Erie Canal community. Standards emphasize enduring aesthetic appeal and inviting and pedestrian-friendly designs that evoke a strong sense of place and engender pride in the community.



Farm to Table Dinner in the middle of Main Street



Cruise Night Car Show



Civil War Parade



Parade of Lights along Main Street



Medina's Olde Tyme Christmas Event



Parade of Lights



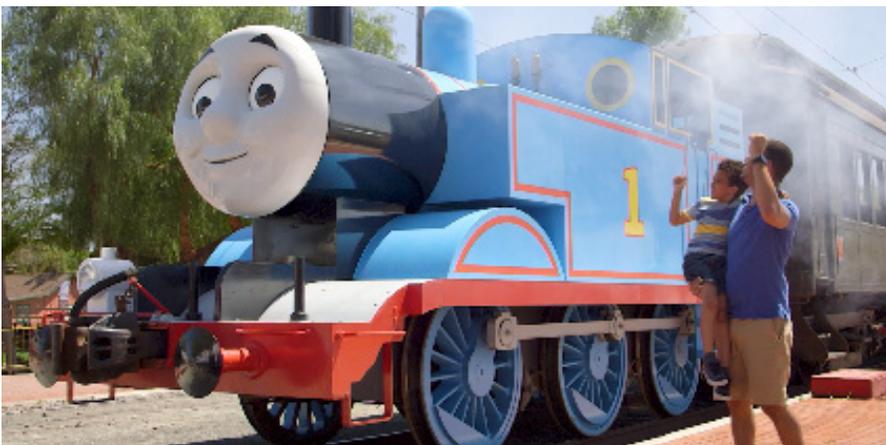
Light Up Park Avenue Competition



Santa's House in Rotary Park



Wine About Winter



Day out with Thomas at the Medina Railroad Museum



Ale in Autumn

# NATURAL ENVIRONMENT

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Identify the characteristics that the DRI area possesses that contribute to the attractiveness and livability of the downtown.

The Village of Medina is a scenic location, rich in natural resources and recreational offerings that contribute to quality of life and make Medina an attractive place to live and visit. Indeed, Medina is uniquely positioned to be a destination for canoeing, kayaking, boating, and fishing on all of its waterbodies. In combination, these waterbodies and natural resources provide significant opportunity for the Village to promote itself as a waterfront tourism destination and to capitalize on its ability to provide four-season recreational options.

## **Erie Canal**

**Frontage:** 1.7 miles

The Erie Canal was important to Medina's development and it continues to and will remain important to the Village's identity and success into the future. The Canal is a rich recreational asset, providing opportunities for passive and active recreation and creating scenic viewsheds throughout Medina.

## **Glenwood Lake**

**Frontage:** 0.4 miles

Glenwood Lake is a picturesque scenic resource located just outside the bounds of the study area, with an expansive viewshed and diverse ecological habitat that extends into the study area.

## **Oak Orchard Creek**

**Frontage:** 0.6 miles

Oak Orchard Creek runs South to Glenwood Lake forming the Medina Falls after it runs below the Erie Canal. Informal access to Oak Orchard Creek is provided at John E. Butts Memorial Park where residents and visitors are often seen parked near the riverfront, enjoying the view.

## **Medina Falls**

**Height:** 40 feet

The Medina Falls is a 40-foot high waterfall located along Oak Orchard Creek, just north of where the river runs below the Erie Canal. The beautiful site can be seen from the Erie Canal Heritage Trail. A dedicated overlook for the falls is proposed as part of the LWRP.

# NATURAL ENVIRONMENT

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**Canal Basin Park**  
**Acreage:** 1.6 acres

Canal Basin Park is the Village’s central downtown waterfront park providing parking and boater services. With connections from Main Street via Manilla Place and East Center Street via Mill Street and a pedestrian alley, the property is easily accessible from primary downtown streets. In addition, the park is along the Medina Loop Trail, which links to the Erie Canal Heritage Trail.

Improved connectivity to these trails as well as additional waterfront access and boater amenities are proposed for Canal Basin Park through the LWRP. With these improvements, Canal Basin Park has the potential to become a popular stop along the Erie Canal and can help establish and promote Medina as a downtown waterfront destination.

**Lions Park**  
**Acreage:** 2.6 acres

Lions Park is a small passive park on the northern side of the Erie Canal, within walking distance to the Village’s historic downtown. It acts as a rest stop along the Erie Canal Heritage Trail, with shaded waterfront picnic tables and public art. As part of the LWRP, the trail through Lions Park will be repaired and upgraded with lighting, pedestrian amenities, fitness equipment, and boating facilities.

**State Street Park**  
**Acreage:** 6 acres

State Street Park has waterfront access along both the Erie Canal and Oak Orchard Creek and is within walking distance of both Medina Falls and downtown. It is a large active park with open fields and children’s play areas.

**Erie Canal Heritage Trail**  
**Length:** 0.9 miles

The Erie Canal Heritage Trail runs along the northern side of the Erie Canal through the Village of Medina. It is a paved, multi-use trail allowing for walking, bicycling, and cross-country skiing. It is an important community asset used by residents, employees, and visitors alike. The trail connects Buffalo to the Village of Lyons, and is a segment of the larger Erie Canalway Trail which runs the length of the Canal.

**Medina Loop Trail**  
**Length:** 1.6 miles

The Medina Loop Trail runs along the Erie Canal and forms a loop from Lions Park to Canal Basin Park to State Street Park, in effect connecting downtown to its most proximal parks.



Walking along the Erie Canalway Trail



Glenwood Lake



Medina Falls



Lions Park



Biking along the Erie Canalway Trail



WWI Memorial at State Street Park



New Bandstand at State Street Park



Canal Basin



Boating Amenities at the Canal Basin



Pedal Boating on the Erie Canal

# BUILT ENVIRONMENT

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Identify the characteristics that the DRI area possesses that contribute to the attractiveness and livability of the downtown.

**Medina has a rich architectural building stock that contributes to downtown's inherent charm. Historic, Medina Sandstone buildings line Main Street and Victorian era homes are distributed throughout the nearby neighborhoods. Many of these buildings are recognized as nationally- or locally-significant and they contribute, not only to visual beauty, but also to the historic and cultural heritage of the Village and the region.**

## **NYS Barge Canal District**

**Status:** NRHP

The New York State Barge Canal District is listed as a National Historic Landmark, recognizing it as a place that illustrates the heritage of the United States. The longest branch of the Barge Canal District is the 340-mile Erie Canal, which connects the Niagara River to the Hudson River and travels through the Village of Medina. The Barge Canal was constructed directly on top of the original Erie Canal in the Village of Medina. Several remnants of the Barge Canal are located in the Village including an aqueduct at the crossing of Oak Orchard Creek Gorge. At 400 feet wide and 100 feet deep, the single-reinforced concrete arch aqueduct was said to be the most difficult engineering problem on the New York State Barge Canal project and is the only aqueduct in the Barge Canal system.

## **Main Street Historic District**

**Status:** NRHP

Listed on the National Register of Historic Places in 1995 and expanded in 1997, the Main Street Historic District encompasses an approximately 12.5-acre area in Downtown Medina. The District runs perpendicular from the canal to the railroad tracks and was the first established area in the Village. Most of its buildings are relics from Medina's peak industrial years and nearly all the buildings within the District are listed as contributing to its historic significance. Primarily constructed between 1830 and 1940, the buildings in the District represent the Italianate architectural style, with flat roofs, bracketed cornices, arched windows with hoods, and ornamental cast iron pilasters. Many of the buildings were also constructed with locally-quarried Medina sandstone.

# BUILT ENVIRONMENT

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## **Payjack Chevrolet Building**

**Status:** NRHP

Located at 320 North Main Street, the Payjack Chevrolet Building was constructed in 1949 in accordance with the General Motor's design guidebook. One of the recommendations of the guidebook was to contrast the building with its surroundings. Therefore, this one-story building, setback from the street, stands in contrast to the adjacent two and three-story commercial buildings of the late 19th and early 20th century. Instead, the building reflects the Village's 20th century automobile sales and service industry. At the northern edge of the commercial center, this is the last remaining building of what was once a concentration of dealerships and service centers.

## **U.S. Post Office**

**Status:** NRHP

Located at 128 West Center Street, the Medina Post Office is an example of early 20th century public architecture and is listed on the state and national historic registers. Constructed between 1931 and 1932 in the Colonial Revival Style, the building was part of a massive public buildings program authorized by Congress to alleviate unemployment during the Great Depression.

## **First Lady Folsom's Home**

**Status:** local landmark

First Lady Frances Folsom's Home is one of the Village's locally significant buildings, and is located at the corner of Main and Eagle Streets. First Lady Folsom lived in Medina for a short period in the mid 1870s when she attended Medina High School. In 1886, at age 21, she wed President Grover Cleveland. In 1996, a historic roadside marker was installed outside her home to commemorate the First Lady's time in Medina.

## **Bent's Opera House**

**Status:** local landmark

In addition to being listed on the state and national registers as part of the Main Street Historic District, the Bent's Opera House is recognized as a locally significant building. This Medina sandstone Italianate building, located at 444 Main Street, was built from 1864 to 1865. The Opera House served as a social, civic, and artistic center of the Village. In 2012, the Bent's Opera House was listed on the New York State Preservation League's Seven to Save Endangered Properties list and is currently undergoing renovation and restoration.



Main Street Historic District



Downtown Streetscaping



Medina Sandstone Buildings



Town Clock



Historic District Interpretive Signage



Historic Marker



Historic Storefronts along Main Street



Bent's Opera House



Historic Building Facade



U.S. Post Office

SECTION 6

# PUBLIC SUPPORT



# PUBLIC SUPPORT

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Describe the public participation process used to develop the DRI application.

**Recognizing that the commitment of local leaders, stakeholders, and the community is imperative to the successful revitalization of downtown, the Village enacted a comprehensive engagement effort, in conjunction with its development of the LWRP, to inform and establish support for the DRI. The Village also has a committed group of local leaders and volunteers who are both capable and willing to prepare and implement the DRI.**

**DRI Open House**  
May 21, 2019

The Village held an Open House on May 21st to allow members of the public to share their ideas for the future of Downtown Medina and to provide feedback on the draft DRI application. More than a dozen people attended the Open House, including nearly all of the stakeholders for the private investment projects, which is indicative of strong community interest in the revitalization of downtown.

**LWRP Engagement**  
August 2018  
to Present

Medina's downtown and waterfront are inextricably linked; proposed projects at either location will ultimately impact the other location. As such, the Village views the LWRP and DRI as synergistic efforts to revitalize the waterfront and downtown. It follows that the Village conducted LWRP engagement with the intention of using the resulting public feedback as a means to create and inform its DRI application. Indeed, the feedback collected over the past 10 months was integral to and has significantly shaped the direction of this application. To date, LWRP engagement has included 2 public meetings, 4 waterfront advisory committee meetings, and multiple stakeholder interviews.

**LWRP Visioning Public Workshop**  
October 17, 2018

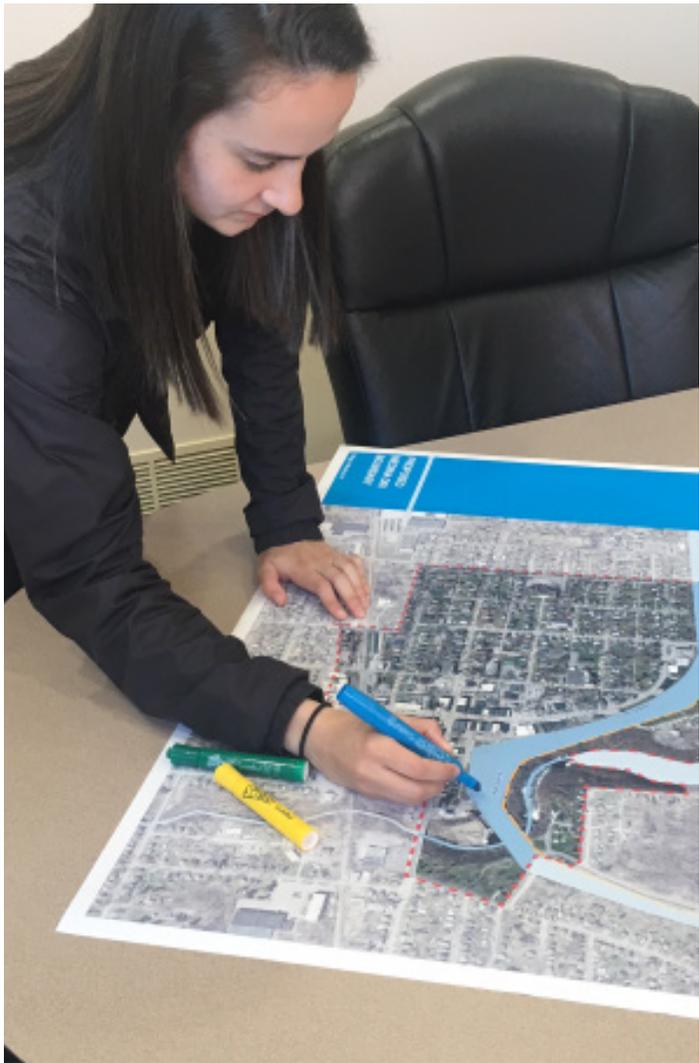
During this workshop, participants were asked to describe Medina now and how they would like it to be in 10 years. Participants agreed that Medina has significant potential but is stymied by a lack of funding. They also prioritized improved access to Medina Falls and enhancements to Canal Basin Park.

**LWRP Design Public Workshop**  
January 16, 2019

During this workshop, participants worked in groups to draw their ideas for Medina's future on large maps. Many consistent themes emerged including the need for: more downtown housing options, improved signage, enhanced streetscaping on Main and Center Streets, more boater amenities at Canal Basin Park, and a dedicated trail to Medina Falls.



DRI Open House



DRI Open House



Public Comments from the DRI Open House



LWRP Public Meeting #1



LWRP Public Meeting #2



LWRP Public Meeting #2



LWRP Public Meeting #2



LWRP Public Meeting #2

# PUBLIC SUPPORT

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## **Commitment of Local Leaders**

Ongoing

Commitment of the Village’s local leaders to the implementation of strategic plans is evidenced by their recent development of a LWRP as well as their successful execution of past State contracts including a New York Main Street Program grant. Local governance is fully committed to dedicating any needed personnel and resources to ensure that the implementation of the DRI is just as successful.

## **Commitment of Stakeholders**

Ongoing

The Village is rich in community and volunteer support for the advancement of downtown as evidenced by a variety of committees, boards, and non-profits – a small selection of which is detailed below:

**Medina Business Association (MBA):** The MBA is an organization of local business owners which facilitates a forum for sharing ideas and pooling resources and also spearheads a collaborative effort to bring consumers and tourism into the business district. The MBA has been crucial in the development of such regionally recognized events as: Ale in Autumn, Farm to Table Dinner, Parade of Lights, and Wine about Winter to name a few.

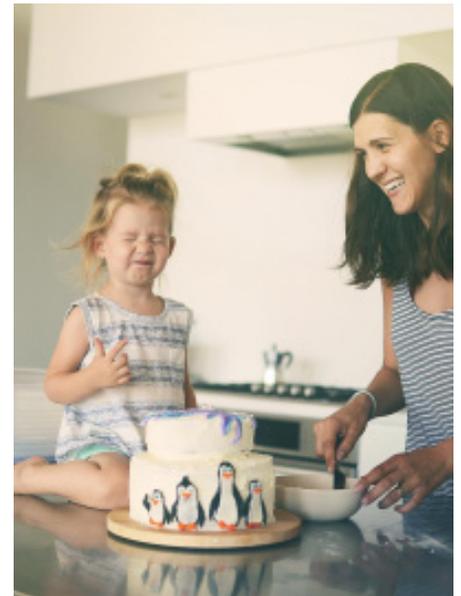
**Waterfront Advisory Committee (WAC):** The WAC engages in strategic visioning and planning for the enhancement and preservation of the Erie Canal and Medina’s other waterfronts. It is presently overseeing the development of the Village’s Local Waterfront Revitalization Program, and is working to refine the community’s vision for the waterfront, to identify projects that will effectuate this vision, and to update local laws and policies to facilitate implementation.

**Orleans County Economic Development Agency (EDA):** The EDA actively pursues the location and expansion of businesses in Medina. It operates both the Medina Business Park and a micro-enterprise program which has resulted in the creation of 29 new small businesses in Medina since 1999.

**Orleans Renaissance Group (ORG):** ORG focuses on historic preservation and cultural advancement in Orleans County, with a particular emphasis on the Village of Medina. ORG is at the forefront of preserving Medina’s heritage, highlighting culture, promoting the arts, and making the community a better place to live.



Medina Business Association supports Small Businesses



Senior Citizen's Center



Orleans Renaissance Group helps to restore Bent's Opera House

SECTION 7

# TRANSFORMATIVE OPPORTUNITIES



# TRANSFORMATIVE PROJECTS

Describe opportunities to build on the strengths described above by providing a list of transformative projects that could be ready for implementation with an infusion of DRI funds.

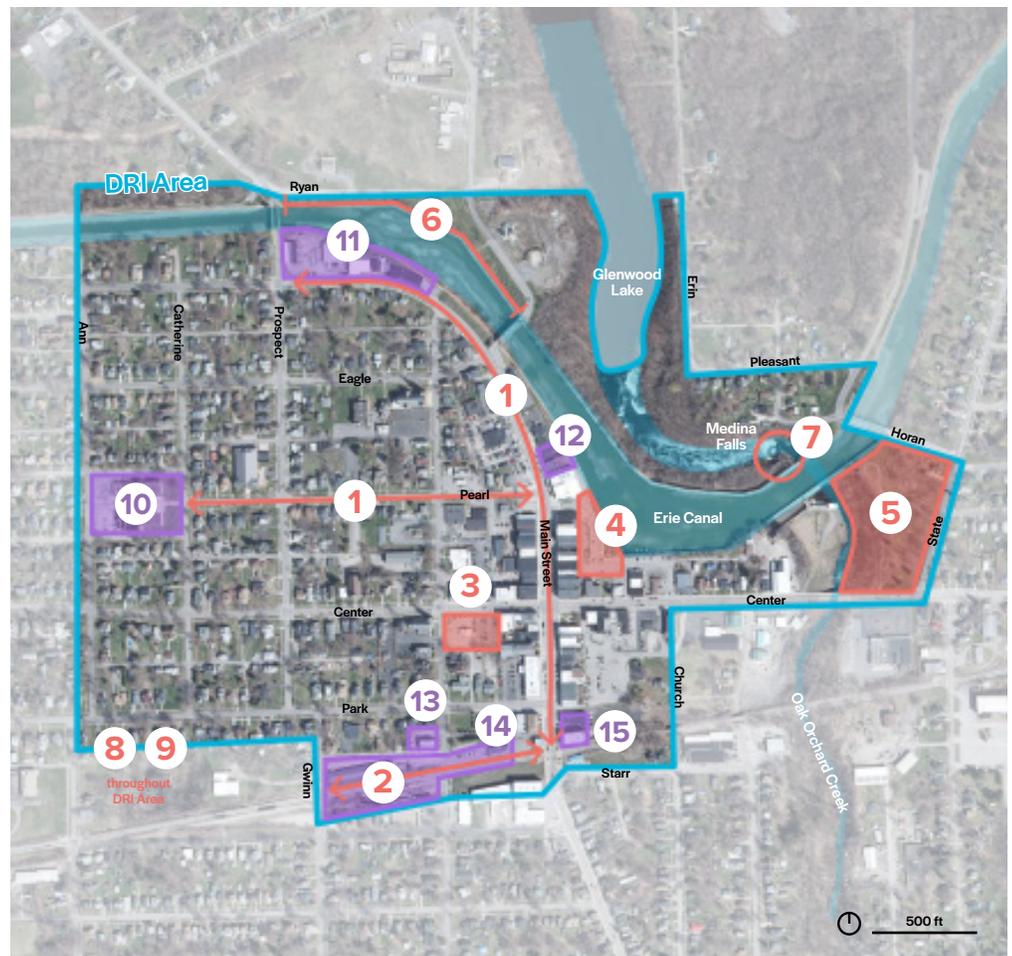
The projects listed below represent those projects the Village believes will provide significant returns on investment by contributing to economic development and enhancing the public realm and quality of life in Downtown Medina. They represent a healthy mix of public and private investment, with some stakeholders already committing private contributions toward their projects. Each project has been thoughtfully planned and selected by the Village for inclusion in this application due to its strong potential to transform downtown and catalyze additional investment and development. The tight spatial clustering of these projects creates synergistic effects, allowing these strategic investments to build off and leverage each other's successes.

## Public Projects

- 1 Streetscape Improvements
- 2 Rail-with-Trail
- 3 Canal Village Farmer's Market
- 4 Canal Basin Park
- 5 State Street Park
- 6 Lions Park Boater Access
- 7 Medina Falls Overlook
- 8 Wayfinding Signage
- 9 Small Grant Fund

## Private Projects

- 10 Mustang City Adaptive Reuse
- 11 Snappy's Mixed-Use Development
- 12 Marina on Main
- 13 Walsh Hotel Mixed-Use Redevelopment
- 14 Medina Railroad Museum Campus
- 15 Medina Hotel and Conference Center



# STREETSCAPE IMPROVEMENTS

---

**Summary:** Improve the downtown pedestrian experience through street furniture, landscaping, and crosswalk enhancements

**Location:** Main Street, Pearl Street

**Project Type:** Public

**Cost Estimate:** \$1 million

**DRI Request:** \$1 million

**Description:** Downtown Medina is a compact, walkable area with rich historic character. While inherently walkable, the Village could benefit from targeted streetscape enhancements including:

- **Enhanced Crosswalks:** Many of the crosswalks within downtown are in good condition; however, crosswalk enhancements are recommended at major intersections on Main Street to increase the visibility of pedestrians to drivers. Options for improvements include colored and textured treatments or high-visibility crosswalk paint.
- **Streetscape Furniture:** Pedestrian and bicycle amenities, including benches, bicycle racks, and trash receptacles and pedestrian lighting should be installed along Main Street where they are not already present. These types of amenities and seating opportunities will encourage pedestrians and bicyclists to relax and spend more time in downtown, and enhanced lighting will improve safety, especially at nighttime.
- **Landscaping and Street Trees:** Street trees are recommended to create an attractive streetscape for both drivers and pedestrians. Where street trees are not appropriate, shrubs, tall grasses and other native vegetation can be planted. These elements will provide an opportunity for shade, soften the roadway, and reduce stormwater runoff to underlying infrastructure.

These public realm improvements are recommended along Main Street, with sidewalk repairs also recommended along Pearl Street to provide increased connectivity between the old high school and downtown. These elements will increase the aesthetic appeal of downtown and improve pedestrian and bicyclist safety. Unique and identifiable streetscape elements are recommended to aid in downtown's placemaking efforts.



Representative Image of Pedestrian and Bicycle Amenities



Representative Images of Enhanced Crosswalks



Representative Image of Landscaped Streetscape

# RAIL WITH TRAIL

---

**Summary:** Multi-use trail along the Medina Railroad

**Location:** Medina Railroad from the museum to Main Street

**Project Type:** Public

**Cost Estimate:** \$200,000

**DRI Request:** \$200,000

**Description:** While the Village is an inherently compact and walkable environment, gaps within the pedestrian network exist. Eliminating these gaps will help create seamless connections between important traffic generators in the Village, such as the Medina Railroad Museum.

Presently, the Medina Railroad Museum has limited connectivity to downtown. An opportunity exists to implement a trail along the existing rail line, connecting the museum east to Main Street. This “rail-with-trail” concept creates a multi-use path alongside the rail line which will support the museum’s existing programming and enhance pedestrian connectivity between the museum and downtown. The trail will help draw the many visitors who come to the museum every year to Main Street where they can experience downtown’s unique and diverse business offerings.



Proposed Rail-with-Trail Concept Rendering



Existing Conditions



Trail Location Map

# CANAL VILLAGE FARMER'S MARKET

---

**Summary:** Construction of a year-round farmer's market with a community kitchen, distillery, and event space

**Location:** Northeast corner of West Center Street and West Avenue

**Project Type:** Public

**Cost Estimate:** \$3 million

**DRI Request:** \$2.8 million

**Description:** The Canal Village Farmer's Market, now in its fifth year of operation, offers fresh foods and gifts from local vendors as well as live music and children's activities. The Market, which is run by Orleans Renaissance Group (a local non-profit), currently operates on select weekends throughout the year out of a small building and temporary stands in the parking lot on the northeast corner of West Center Street and West Avenue.

This project involves the construction of a large, enclosed structure to allow for continuous, year-round operation of the market. The structure will be anchored by three tenants: the farmer's market with a community kitchen and exhibit space; a distillery or microbrewery on the second floor; and a rooftop event space. Enhancing the Farmer's Market with these additional attractions will position it as a community and regional anchor, providing opportunities for local vendors to sell their goods and attracting visitors to downtown for day trips.

This project will serve as the first phase of a larger development on the site, to be known as Kennan Commons. Future phases will include a community greenspace and mixed-use residential and commercial space.



Temporary Tents at Current Farmer's Market



Temporary Tents at Current Farmer's Market



Canal Village Farmer's Market Proposed Site Plan



Canal Village Farmer's Market Rendering



Canal Village Farmer's Market Rendering



Canal Village Farmer's Market Rendering

# CANAL BASIN PARK

---

**Summary:** Improved waterfront access and amenities at Canal Basin Park

**Location:** Canal Basin Park on Manila Place at the base of the Erie Canal

**Project Type:** Public

**Cost Estimate:** \$2 million

**DRI Request:** \$2 million

**Description:** Canal Basin Park is a key destination within the Village due to its strategic location on the Erie Canal and proximity to Main Street. This area is currently hampered by an overabundance of paved parking space and limited recreational access to the Erie Canal. Targeted improvements are recommended to increase public access to the waterfront area and encourage recreational and passive use at this prime waterfront location.

Recommended improvements include:

- Installation of a pedestrian boardwalk along the rear facades of Main Street buildings;
- Conversion of the existing parking space into public greenspace with access to the Erie Canal;
- Construction of a promenade along the Erie Canal;
- Installation of boating docks on the Erie Canal;
- Comfort amenities, such as restrooms and showers;
- Crosswalk enhancements to improve pedestrian connection across East Center Street.

The recommended improvements will transform this underutilized area with a flexible greenspace and seating opportunities to encourage residents and visitors to enjoy the waterfront. The improvements will also activate the rear facades of the buildings on Main Street, creating commercial opportunities on both sides of these structures and allowing for the development of new businesses. By reactivating the backsides of these buildings, this project will likely catalyze private investment aimed at improving the rear facades. Property and businesses owners could make use of the proposed Small Grant Fund to support these facade improvement projects.



Proposed Improvements to Rear Building Facades and Boardwalk



Existing Conditions



Proposed Alley Connection

## Legend

- 1 Pedestrian Walkway / Cafe Table Seating Area (20' Emergency Vehicle Lane)
- 2 Removal of Existing Retaining Wall to Create a Slope to the Water
- 3 Informal Amphitheater Seating
- 4 Restroom / Shower Facilities
- 5 Improved Promenade on the Erie Canal
- 6 Improved Boat Dock Facilities
- 7 New Boat Dock Facilities / Kayak / Canoe Launch
- 8 Improved Parking Lot
- 9 Enhanced Crosswalks
- 10 Enhanced Connection Across East Center Street to Public Parking Lot
- 11 Garage Vehicular Entrance



Site Plan

# STATE STREET PARK

---

**Summary:** Enhanced programming to make State Street Park a year-round recreational destination

**Location:** State Street Park, near East Center Street and State Street, in the Village of Medina

**Project Type:** Public

**Cost Estimate:** \$600,000

**DRI Request:** \$500,000

**Description:** Despite recent improvements, including the addition of a small bandstand, State Street Park is relatively underutilized, especially in the off-season. To encourage public use of this park during all four seasons, several enhancements are recommended:

- Installation of a small ice skating rink for resident and visitor enjoyment;
- Enhanced lighting throughout the park to increase safety and visibility;
- Boat tie ups along the southern side of the Erie Canal wall;
- Installation of seating benches and bicycle amenities; and
- Construction of a nature park trail.

The proposed enhancements to State Street Park are intended to create a year-round recreational destination along the Erie Canal. The installation of motor boat tie ups will allow boaters on the canal to join in on the enjoyment of local musicians' performances at the bandstand during the summer months while the ice skating rink will allow for winter activities and encourage continued use of the park even during the off-season.

Improvements are also recommended to increase connectivity to local recreational features including the nearby Erie Canal and Medina Falls. A formalized connection from the Laurel Street park space to State Street Park is recommended. Enhancements would include identification signage, the construction of a small parking area, and sidewalk improvements on Horan Street.



Existing Conditions



Existing Conditions



Representative Image of Proposed Ice Skating Rink

### Legend

- 1 Trailhead
- 2 Trail Connection from State Street Park
- 3 State Street Park Trail
- 4 Boat Tie-Ups
- 5 Ice Rink Location



Site Plan

# LIONS PARK BOATER ACCESS

---

**Summary:** Installation of boat tie-ups and docking facilities

**Location:** Lions Park

**Project Type:** Public

**Cost Estimate:** \$250,000

**DRI Request:** \$250,000

**Description:** Boater amenities and docking infrastructure are limited within the Village of Medina. Throughout the community engagement process, the public consistently expressed a need for additional boater amenities along the waterfront.

This project proposes the installation of boat tie-ups and docking facilities at the Erie Canal wall adjacent to Lions Park. These facilities will make the park accessible by water. In combination with the installation of boater amenities at Canal Basin and State Street Parks, this project will effectively create 3 boat stops along the canal in Medina. These stops will encourage boaters to stay longer in Medina – possibly docking instead of just passing through – and will draw them into Downtown Medina.

This project also includes the creation of a fitness trail through Lions Park, with various pieces of fitness equipment located along the trail.



Existing Conditions at Lions Park



Rendering of Proposed Boat Tie-ups

# MEDINA FALLS OVERLOOK

---

**Summary:** Viewing platform and overlook at Medina Falls

**Location:** Off the Erie Canalway Trail, near the Horan Road Bridge

**Project Type:** Public

**Cost Estimate:** \$1.9 million

**DRI Request:** \$1.5 million

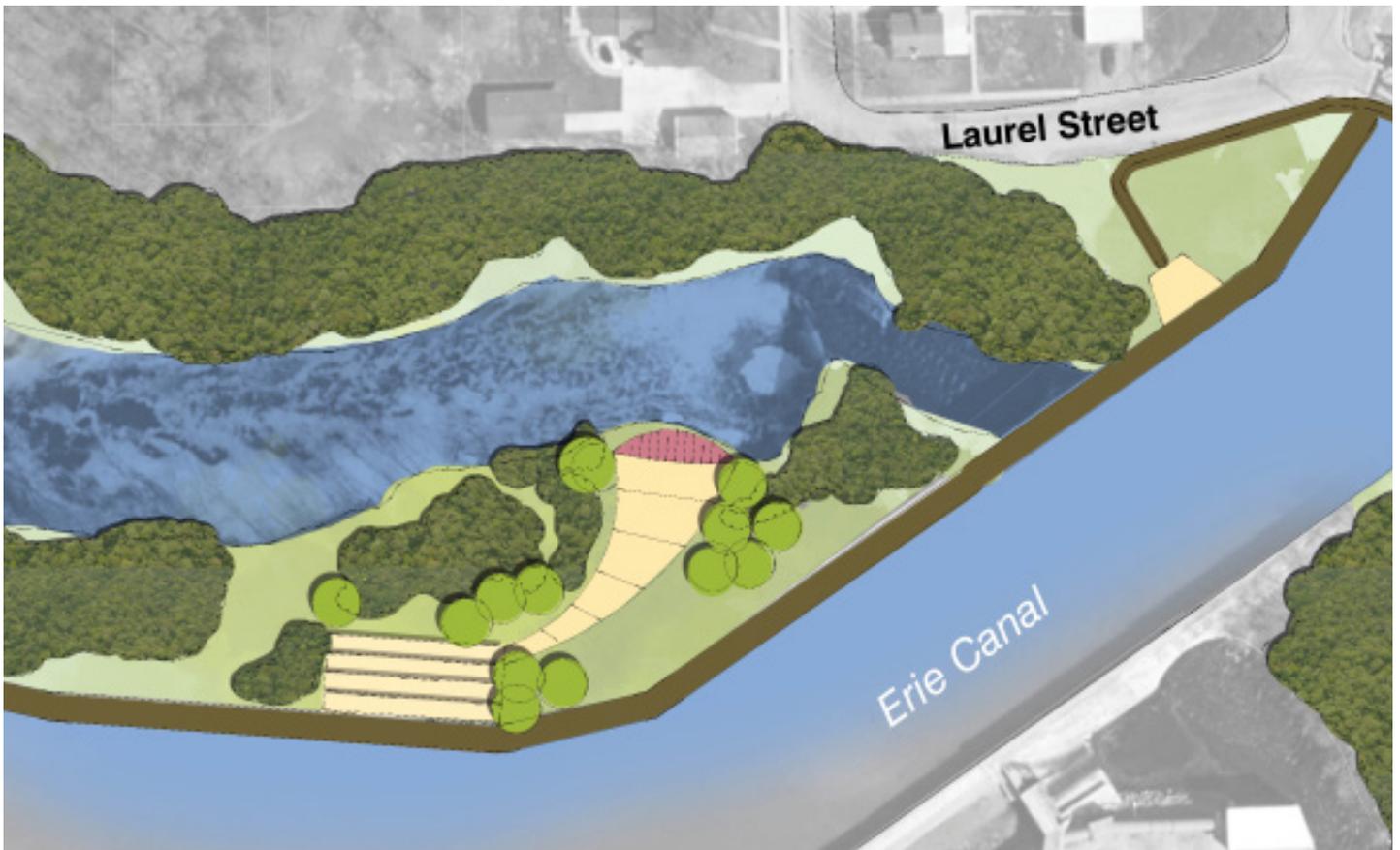
**Description:** Medina Falls is one of the Village's stunning natural wonders. Its 40-foot drop dazzles onlookers and makes a great challenge for any kayakers willing to brave it.

The scenic Falls, however, lacks an easily accessible viewing point and is obscured by brush, foliage, and a significant grade change that can be dangerous for interested onlookers to traverse.

This project proposes a dedicated viewing platform and overlook for the Falls, connected to the Erie Canalway Trail, in order to make this scenic viewshed more safely and easily accessible. This project will also complement and leverage pending work by the Canal Corporation, which has plans to update the canal walls in this area by 2020.



Concept Sketch of Proposed Falls Overlook



Plan of Proposed Falls Overlook

# WAYFINDING SIGNAGE

---

**Summary:** Install a cohesive and well-branded system of wayfinding and directional signs

**Location:** Throughout the Downtown Medina DRI boundary

**Project Type:** Public

**Cost Estimate:** \$200,000

**DRI Request:** \$150,000

**Description:** The Village of Medina contains many unique assets and historic resources, such as the downtown business district and waterfront. However, in many instances visitors may not be knowledgeable about the close proximity of the Erie Canal and other recreational resources. Conversely, those traveling on boat through the Erie Canal may be unaware of the vibrant downtown that is steps away from the Canal Basin. Additionally, public parking areas within the downtown are not clearly identified and prospective visitors may be unaware of where to park in central locations within the Village.

The installation of identifiable wayfinding signage throughout the downtown area is recommended to help residents and visitors reach their destinations and facilitate an easy and comfortable travel experience. An effective signage and wayfinding system will allow residents and visitors to easily navigate within the downtown and waterfront areas and explore beyond their normal comfort zones. Potential signage types for downtown may include:

- Gateway signs;
- Directional signs (vehicular and pedestrian);
- Kiosks and interpretive signs;
- Identification signs (destinations and parking areas); and
- Light pole banners.

Medina's wayfinding system should also be unique and consistent in design. It is recommended that the Village create an identifiable brand for the downtown and waterfront areas to increase their recognizability. This branding should be utilized and incorporated in the signage system to achieve cohesiveness and enhance promotional and marketing efforts.



Representative Image of Pedestrian Directional Sign



Representative Image of Wayfinding Map



Representative Image of Wayfinding Kiosk



Representative Image of Parking Directional Sign

# SMALL GRANT FUND

---

**Summary:** Fund to support economic-development related activities in Medina

**Location:** Downtown Medina

**Project Type:** Public

**Cost Estimate:** \$900,000

**DRI Request:** \$600,000

**Description:** The Small Grant Fund will support economic-development related activities through the distribution of small grants to local businesses and investors. The Fund is intended to support projects that retain jobs, generate increased economic activity, and improve the economic viability and livability of Downtown Medina. Eligible projects could include: historic rehabilitation and repair, facade improvements, land acquisition, new construction, and event programming among others.

Grants from the fund will cover no more than 75% of the total cost for each project and grantees will be expected to contribute at least 25%.

The Village will form a committee to oversee the distribution and use of funds, and will create guidelines to determine which organizations and projects are eligible for funding. By strategically investing in the community, the Village hopes to spur development and catalyze investment from private sources.



Construction on Main Street



Zacher Construction Employees



Small Businesses on Main Street

# MUSTANG CITY: ADAPTIVE REUSE OF OLD HIGH SCHOOL

---

**Summary:** Repurposing the old high school building into loft apartments

**Location:** 324 Catherine Street

**Project Type:** Private

**Cost Estimate:** \$9 million

**DRI Request:** \$3 million

**Description:** Mustang City will be a loft-style community set in the historic former Medina High School building. This project will involve the restoration and adaptive reuse of the historic structure, transforming its 90,000 square-foot footprint into 40 loft apartments. The floorplan will respect the original layout of the building, converting the classrooms into apartments and preserving the original 1920s-era theater. Throughout the building, historic remnants like the stairway banisters, transoms, and chalkboards will be preserved to pay homage to the building's heritage. New features will include a state-of-the-art fitness center in what was the boys' gym.

Mustang City will fulfill Medina's need for additional housing options and will allow for a new kind of "maintenance-free" living, with amenities and services including grocery delivery, cleaning, and laundry pickup. Just steps from the Erie Canal and downtown's restaurants, shops, and nightlife, Mustang City will provide attractive living options for anyone from young entrepreneurs to retirees. This project will also help to restore and repurpose the presently underutilized former high school building into the important community anchor that it once was.



Rendering of Loft



Rendering of Loft



Rendering of One-Bedroom Apartment



Rendering of One-Bedroom Apartment



Old High School Building



Rendering of One-Bedroom Apartment

# SNAPPY'S MIXED-USE DEVELOPMENT

---

**Summary:** Redevelopment of the Snappy facility into a mixed-use commercial and residential space

**Location:** 214 Commercial Street

**Project Type:** Private

**Cost Estimate:** \$1.8 million

**DRI Request:** \$1 million

**Description:** The existing Snappy facility, ideally situated along the Erie Canal, is anticipated to relocate, making this prime location available for redevelopment.

This project proposes a mixed-use redevelopment at the site, with first-floor commercial uses and second-floor residential uses. The development will address community interest in additional housing options by creating desirable waterfront and market-rate units in Downtown Medina. The development is also intended to be consistent with the design, character, and scale of the other buildings along Main Street, and is expected to leverage its proximity to the Erie Canal with an outdoor patio space.



Existing Site



Representative Image of Mixed-Use Development

# MARINA ON MAIN

---

**Summary:** Creating a canal-side indoor/outdoor event space

**Location:** 333–339 Main Street

**Project Type:** Private

**Cost Estimate:** \$1.65 million

**DRI Request:** \$1 million

**Description:** Marina on Main is envisioned as an upscale, multi-use, canal-side event center with both indoor and outdoor seating to cater to a variety of events and special occasions including weddings, reunions, and other large gatherings for 200+ guests. The ground floor is envisioned as a mixed-use space with connectivity to the canal.

The event center will be run by and feature catering from Zambistro Restaurant, and will be located across the street from Zambistro’s primary restaurant facility. The restaurant just recently completed an addition, added rooftop dining, redesigned the kitchen, and has plans to operate a dinner cruise on the canal outside the Marina on Main building.

This project will revitalize and repurpose four underutilized storefronts along Main Street. It will also improve the rear facades along the canal, which presently detract from the pedestrian experience along the trail. Together with the cleanup and enhancements proposed to the Canal Basin in the LWRP and the DRI, Medina on Main will create a unique canal-side dining experience that will attract visitors to downtown.



Rendering of Main Street Facade



Existing Site Conditions along Main Street



Rendering of Entry from Parking Lot



Existing Trail Conditions at Site



Rendering of Outdoor, Canal-side Event Space

# WALSH HOTEL MIXED-USE REDEVELOPMENT

---

**Summary:** Rehabilitating and redeveloping the Walsh Hotel with a mix of apartments and hotel rooms, as well as a bar and lounge

**Location:** 525 West Avenue

**Project Type:** Private

**Cost Estimate:** \$1 million

**DRI Request:** \$600,000

**Description:** Built in the late 1880s, the Walsh Hotel is a historic building on West Avenue. This project involves rehabilitating and preserving the historic structure, with the goal of pursuing New York State and National Landmark Historic Status.

This project will redevelop the approximately 9,400 square foot hotel to include either 8 apartments, 6 to 8 hotel rooms, or a combination of both on the 2 upper floors. The ground floor will house The O'Brien & Ceallaigh Bar and Lounge.

Restoring the structure will help preserve the Village's historic architectural stock and will help maintain its character and charm. Likewise, the hotel's strategic location near the Railroad Museum provides opportunities not only for nearby lodging but also for programmatic collaboration.



The Walsh Hotel at Present



The Walsh Hotel in 1915

# MEDINA RAILROAD MUSEUM CAMPUS

---

**Summary:** Development of Medina Railroad Museum campus, with welcome center on Main Street and courtyard space

**Location:** 530 West Avenue

**Project Type:** Private

**Cost Estimate:** \$1.5 million

**DRI Request:** \$1.2 million

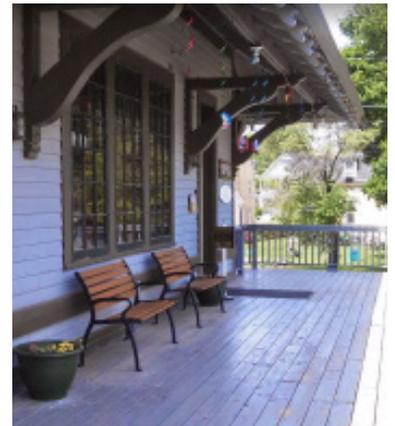
**Description:** The Medina Railroad Museum is one of the largest tourism drivers in the Village, drawing approximately 40,000 people annually. It offers a variety of family-friendly events including the Day out with Thomas the Train, a Polar Express event during the holiday season, and fall foliage train rides. The Museum recently invested \$40,000 in the construction of a panel track to display box cars and house new exhibit and cafe spaces as well as restrooms, and is also in the process of creating a continuous boarding platform.

The Museum envisions these investments as part of a larger plan to expand its footprint and to create more of a campus-like complex. The campus will extend east from the existing museum building to the old train station near Main Street, creating a visible and intriguing presence along the main thoroughfare. The train station building, which is owned by the Village, will act as a welcome center and small exhibit space, attracting people off Main Street and to the museum (while the senior citizen's center that presently occupies this space will be relocated to City Hall). A landscaped pedestrian plaza will connect the train station to the existing museum building. Site improvements at the existing museum will include visitor experience enhancements, roof upgrades, parking lot paving, as well as landscape beautification. On the southern side of the tracks, the campus plan calls for the creation of a park-like courtyard space adjacent to the library. This courtyard will include the installation of two, permanent dining cars – to be rented out for weddings and other events – as well as an enclosed pole barn building, which will be used to store and repair cars.

The campus is intended to strengthen the Museum's position in the Village, to enhance its status as a regional tourism generator, and to bring visitors into downtown. This project would also complement and be complemented by the rail-with-trail project.



Existing Medina Railroad Museum Building



Medina Railroad Museum



Boarding the Polar Express



Representative Image of Dining Car and Courtyard



Representative Image of Pole Barn Train Storage Facility

# MEDINA HOTEL + CONFERENCE CENTER

---

**Summary:** Repurpose the former Dipson Diana Theater into a conference center

**Location:** 601-611 Main Street

**Project Type:** Private

**Cost Estimate:** \$4 million

**DRI Request:** \$2 million

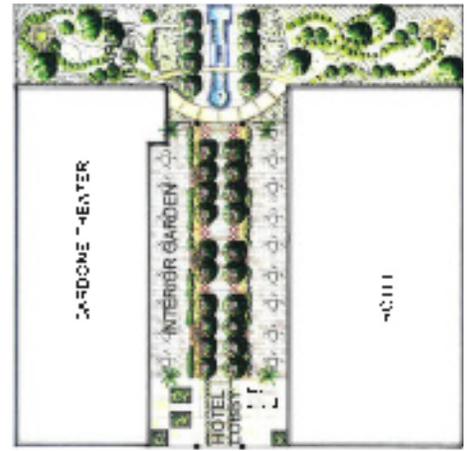
**Description:** The former Dipson Diana Theater presently sits underutilized in a prime location on Main Street. The theater, once a centerpiece of downtown, now contributes to a sense of disinvestment near the downtown gateway. This project proposes to stabilize and restore the theater and to transform it and the adjacent former warehouse into a conference center and hotel complex.

The former 7,900 square-foot theater will be converted into a large event space with capacity for more than 350 people and will also feature a restaurant in the ground floor. The adjacent 20,000 square-foot former warehouse will be converted into a hotel to accommodate conference-goers and other visitors. The combined hotel and conference center is intended to provide a space for a variety of large events including, but not limited to, work functions, seminars, corporate retreats, and lectures.

The theater's location along Main Street, immediately across from City Hall, makes its renovation a critical and visible component of downtown revitalization. Likewise, its programming as a conference center will fill an identified market gap for large, work-related gathering spaces and will bring increased economic activity to Downtown Medina.



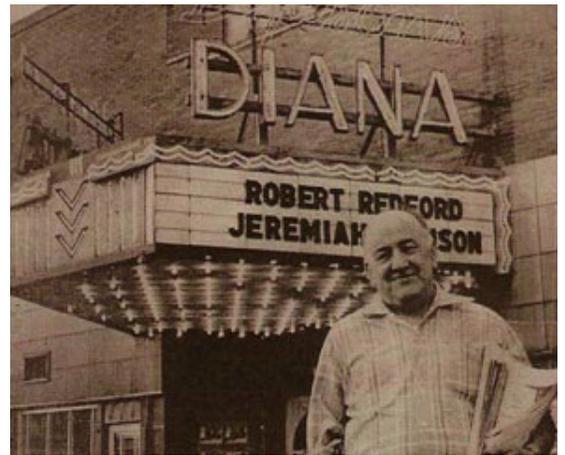
Existing Conditions



Proposed Site Plan



Existing Facade and Marquee



Historic Marquee



Concept Sketch of Proposed Hotel and Conference Center

SECTION 8

# ADMINISTRATIVE CAPACITY



# ADMINISTRATIVE CAPACITY

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Describe the existing local administrative capacity to manage this planning and implementation initiative, including the ability to oversee contracts for awarded projects.

**The Village has a proven track record of successfully executing large, State contracts and is committed to continuing this success through the implementation of the DRI. Knowledgeable and experienced Village staff will lead the administration and execution of the project, with participation from various boards, organizations, and other municipalities.**

## **Local Waterfront Revitalization Program (LWRP)**

In 2017, the Village of Medina was awarded \$37,500 in funding through the CFA to develop a Local Waterfront Revitalization Program. The Village has judiciously undertaken this process, and is nearing completion of its Draft LWRP to be submitted to the Secretary of State in the near future for approval.

## **New York Main Street Program**

In 2016, \$335,000 in funding through the New York Main Street Program was awarded to facilitate building and streetscape improvements along Main Street in Downtown Medina. The funds were prudently distributed to building owners and were put to good use, as can be seen in the charm and architectural beauty of Main Street.

## **Our Partners**

In addition to relying on its own staff, the Village will seek guidance from other parties who have both expertise and a vested interest in the revitalization of Downtown Medina. For instance, the Village could partner with the Orleans County Chamber of Commerce which helped administer Medina's New York Main Street Program. The Village might also partner with the Genesee/Finger Lakes Regional Planning Council as this agency not only has prior experience in the Village but also has an interest in Erie Canal communities and downtown revitalization. At the local level, the Village will seek guidance from the Planning and Zoning Boards, the Waterfront Advisory Committee, and the Medina Business Association, which all actively work to advance economic development-related progress in Downtown Medina.

SECTION 9

# LETTERS OF SUPPORT



**CHAIRMAN**  
MENTAL HEALTH AND  
DEVELOPMENTAL DISABILITIES

**COMMITTEE MEMBER**  
CIVIL SERVICE AND PENSIONS  
CORPORATIONS, AUTHORITIES  
AND COMMISSIONS  
ENERGY AND TELECOMMUNICATIONS  
ENVIRONMENTAL CONSERVATION  
HIGHER EDUCATION  
LABOR  
LOCAL GOVERNMENT  
VETERANS, HOMELAND SECURITY  
AND MILITARY AFFAIRS

THE SENATE  
STATE OF NEW YORK



**ROBERT G. ORTT**  
SENATOR, 62<sup>ND</sup> DISTRICT

**ALBANY OFFICE:**  
815 LEGISLATIVE OFFICE BUILDING  
ALBANY, NEW YORK 12247  
(518) 455-2024  
FAX: (518) 426-6987

**DISTRICT OFFICE:**  
175 WALNUT STREET, SUITE 6  
LOCKPORT, NEW YORK 14094  
(716) 434-0580  
FAX: (716) 434-3297

May 20, 2019

Mayor Michael Sidari  
Village of Medina  
119 Park Avenue  
Medina, NY 14103

Dear Mayor Sidari,

Please accept this letter as an indication of my support for the Medina Business Association and the Village of Medina's funding application for the Downtown Revitalization Initiative. This grant will provide funds to expand upon and improve upon the downtown area.

Downtown areas are tremendously important in towns and villages throughout Orleans County and all of New York State. As our economy struggles to gain footing, efforts to support these enterprises are investments in the future of our communities. I am excited for the future of downtown Medina and how it will bring our community closer together.

The Village of Medina recognizes the need to create a community for people to live, work, relocate, and grow up in, and the renewal of the downtown area is an extremely important goal for everyone involved. I know that there is a tremendous amount of local support for this project and encourage the Medina Business Association and the Village of Medina's efforts.

Faithfully yours,

A handwritten signature in black ink, appearing to read 'Robert G. Ortt', written in a cursive style.

Robert G. Ortt  
State Senator, 62<sup>nd</sup> District



THE ASSEMBLY  
STATE OF NEW YORK  
ALBANY

**STEVE HAWLEY**  
Deputy Minority Leader  
139<sup>th</sup> District

COMMITTEES  
Ways and Means  
Rules  
Agriculture  
Insurance  
Veterans' Affairs

May 20, 2019

Hon. Michael Sidari, Mayor  
Village of Medina  
119 Park Avenue  
Medina, NY 14103

Dear Mayor Sidari:

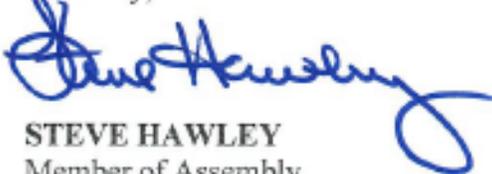
I am writing in support of the application which the Village of Medina, Orleans County, has submitted requesting funding through the New York State's Downtown Revitalization Initiative (DRI)

It is my understanding DRI is intended to help "one" downtown in the Finger Lakes Region to transform into a vibrant community. The funding would be used to move the Village of Medina to the next level, advancing economic and community development projects throughout the downtown area.

This program addresses blight, poverty and will help leverage investments to advance major projects within the Village of Medina. A vibrant downtown would attract and retain millennials and baby boomers triggering a more dynamic and thriving economy. A revitalized downtown would also generate additional property and sales tax revenue.

Therefore it is without hesitation, that I give my full support to the Village of Medina's request for funding through DRI. If you have any questions, please do not hesitate contacting my office.

Sincerely,



**STEVE HAWLEY**  
Member of Assembly

SMH:esb

GENESEE • ORLEANS • MONROE COUNTIES

ALBANY OFFICE: Room 521, Legislative Office Building, Albany, New York 12248 • 518-455-5811, FAX: 518-455-5558  
DISTRICT OFFICE: 121 North Main Street, Suite 100, Albion, New York 14411 • 585-589-5780, FAX: 585-589-5813  
Email: hawleys@nyassembly.gov



# VILLAGE OF MEDINA

A HISTORIC VILLAGE ON THE ERIE CANAL • INCORPORATED 1832 • ORLEANS COUNTY, NY

## PLANNING BOARD • HISTORIC & ARCHITECTURAL PRESERVATION REVIEW BOARD 600 MAIN STREET • MEDINA, NEW YORK 14103

CHRISTOPHER M. BUSCH, CHAIRMAN  
MARY D. LEWIS  
KATHLEEN I. BLACKBURN  
LARISSA A. DEGRAW

JOHN A. DIETER, VICE-CHAIRMAN  
TOM T. SNYDER  
CHRISTOPHER B. GOYETTE  
MARTIN R. BUSCH, CODE ENFORCEMENT OFFICER

### RE: DRI Downtown Revitalization Initiative - Funding Application, Medina, NY

TO: Rossana Rosado, New York Secretary of State  
NYS Downtown Revitalization Initiative

On behalf of the Village of Medina Municipal Planning Board and Historic & Architectural Review Board I am writing to express enthusiastic and steadfast support of the application submitted by the Village of Medina for funding via the Downtown Revitalization Initiative

The aforementioned municipal boards have for many years led the way in authoring local ordinances to protect, preserve and enhance our historic downtown district in addition to fostering job creation, private investment, expansion of tourism, and increase of tax revenues.

We are excited at the prospect of this DRI application and stand ready to assist in any way we are able. We are in full support of a continued vision for a revitalization that will move Medina and the region forward as a viable and vital municipality.

Within the past few years, it has become increasingly evident that this historic and vibrant village has become a destination for young entrepreneurs, hastening a multifaceted commercial and cultural renaissance driven by considerable private investment. Medina's "renaissance" and revitalization has and will continue to attract young families, tourists, culture seekers, trail, cyclist and history enthusiasts, recreational boaters and entrepreneurs seeking to invest and grow in a thriving community.

The resulting synergy from a successful DRI application most certainly will continue the advancement of job creation and generation of tax revenue. Such an infusion of capital will be a transformative breakthrough event in the economy of Medina and the region.

We applaud the Village of Medina and those involved in this process, and pledge our resounding support to this effort. Medina's successful application for DRI funding will without a doubt, lead to dramatic improvement in the regions' key economic indicators of job creation, continued private investment, expansion of tourism, and increase of tax revenues, as well as the preservation of vital cultural and historic assets.

Sincerely,

Christopher M. Busch  
Chairman  
Municipal Planning Board  
Historic & Architectural Review Board

# Medina Business Association

PO Box 793  
Medina, New York 14103

*Maintaining the rural charm of Medina while  
reaching its fullest business potential.*



## **RE: DRI Downtown Revitalization Initiative - Funding Application Village of Medina, New York**

TO: Whom It May Concern

May 4, 2019

On behalf of the Medina Business Association, I am writing to express our enthusiastic and fervent support of the application submitted by the Village of Medina and their DRI Downtown Revitalization Initiative - Funding Application.

The MBA has a vested interest in the vitality of Medina's downtown, waterfront and economy. We are excited at the prospect of this DRI application and subsequent implementation of projects, and stand ready to assist in any way we are able. We are in full support of a continued vision for a revitalization that will be transformative in moving Medina and the region forward as a viable, commercial, entertainment, and agri-tourism destination.

Medina's "renaissance" and revitalization has and will continue to attract young families, tourists, culture seekers, nature and history enthusiasts, recreational boaters and entrepreneurs seeking to invest and grow in a thriving community.

We applaud the Village of Medina and those involved with this application, and pledge our steadfast support in this effort. We cannot emphasize enough our belief that a successful application by Medina for DRI funding will ultimately lead to impactful advances in the regions' key economic indicators of job creation, private investment, expansion of tourism, and increase of tax revenues.

Respectfully,

Cynthia A Robinson, President  
Medina Business Association



# medinaalive.com

The Orleans Renaissance Group, Inc.

Credible. Professional. Innovative.

Promoting the arts, culture and preservation in Medina and Western New York

## Board of Directors

Christopher M. Busch, President  
Bruce W. Krenning, Vice President  
Andrew W. Meier, Treasurer  
Cynthia A. Robinson, Secretary  
Thomas T. Hungerford

Kathleen I. Blackburn, Administrator

## RE: DRI Downtown Revitalization Initiative - Funding Application, Medina, NY

TO: Rossana Rosado, New York Secretary of State  
NYS Downtown Revitalization Initiative

On behalf of the Orleans Renaissance Groups' Board of Directors, I am writing to express our whole-hearted and enthusiastic support of the application submitted by the Village of Medina for funding through the NYS Downtown Revitalization Initiative.

The Orleans Renaissance Group, Inc. (ORG) is a regional not-for-profit organization dedicated to the arts, culture and preservation in the greater Medina, New York area and across the Niagara Frontier. For many years now, ORG has played a pivotal role in preserve and promoting Medina culturally, historically and economically.

In recent years, our initiatives have included hosting the Buffalo Philharmonic Orchestra, world-renown Anonymous 4, and Irish tenor, Ronan Tynan. ORG sponsors one of the regions best sources of locally grown, farm-fresh food- Canal Village Farmers' Market in downtown Medina. We also host WNY's premier gourmet locally-sourced Farm-to Table Dinner on Medina's Historic Main Street every year in August.

We have forged partnerships with local initiatives to develop our Erie Canal Waterfront, and have designed, developed and established history and heritage trails throughout the Downtown Historic District and the community. We have worked with organizations like the Preservation League of New York State to bring Historic Bent's Opera House— the cornerstone of Medina's Historic District— new life and redevelopment. The Orleans Renaissance Group is in the forefront of preserving Medina's heritage, spotlighting culture, promoting the arts, and making our community and region a better place to live, invest and grow.

With a keen interest in the vitality of Medina's downtown and surrounding area, we firmly believe that a successful DRI application and subsequent implementation of related projects will be a vital step in further developing Media's Downtown and Central Business District as a viable, regional, commercial, entertainment, and agri-tourism destination for young families, tourists, and continued entrepreneurial opportunity.

In recent years, there has been a "renaissance" in Medina- economically, commercially, culturally and socially, due in no small part to a community working together with key organizations to encourage improvements in quality of life, job creation, private investment and expansion of tourism. The sum total of these efforts has resulted in a synergy that is on-going and continues to grow. The infusion of capital from a successful DRI application will further propel an established and proven momentum, providing further transformative opportunities to what is fast becoming a WNY destination community. It will be a breakthrough event in the economy of Medina and the region.

We commend the Village of Medina and those working with them, and commit our fervent support to this effort. Again, a successful DRI application will further propel an established and proven momentum, providing further transformative opportunities. It will lead to dramatic improvement in the regions' key economic indicators of job creation, continued private investment, expansion of tourism, and increase of tax revenues.

Sincerely,



Christopher M. Busch  
President • Board of Directors  
ORG

**LYNNE M. JOHNSON**  
Chairman  
**DONALD J. ALLPORT**  
Vice Chairman  
**CHARLES H. NESBITT, JR.**  
Chief Administrative Officer  
**NADINE P. HANLON**  
Clerk of the Legislature  
**KATHERINE BOGAN**  
County Attorney



**ORLEANS COUNTY LEGISLATURE**  
**COURT HOUSE SQUARE**  
3 South Main Street, Suite 2, Albion, New York 14411  
Phone: (585) 589-7053  
Fax: (585) 589-1618  
[www.orleansny.com](http://www.orleansny.com)

**LEGISLATORS**  
Donald J. Allport - At Large  
E. John DeFilipps - At Large  
Merle L. Draper - At Large  
William H. Eick - District 1  
Lynne M. Johnson - District 2  
Fred Miller - District 3  
Kenneth DeRoller - District 4

May 24, 2019

Hon. Michael J. Sidari  
119 Park Ave  
Medina, NY 14103

RE: Downtown Revitalization Initiative – Funding Application for Medina, New York

Dear Mayor Sidari:

On behalf of the Orleans County Legislature, I would like to offer our whole hearted support for the Village of Medina's application for the New York State Downtown Revitalization Initiative.

Orleans County has a long history of supporting activities that are beneficial to the community. The Village of Medina has worked aggressively to develop and improve the Village and specifically the downtown area over many years. A \$10 million dollar award from the Downtown Revitalization Initiative would serve to make the Village of Medina an extraordinary place to live and it will continue to bring more tourism to the Village of Medina along with increasing the vitality of this great Village. Orleans County's small-town quality of life is our signature attribute that we must endeavor to preserve and sustain. In this sense, this opportunity could help as an economic development resource, and the improvement of the downtown Medina commercial district will be a key investment in the future of Orleans County and in this National Trust Historic District.

Orleans County fully supports your effort and stands ready to assist if possible to make this pursuit a reality.

Sincerely,

Lynne M. Johnson, Chairman  
Orleans County Legislature

TOWN OF RIDGEWAY  
410 WEST AVENUE  
MEDINA, NEW YORK 14103  
PHONE: 585-798-0730  
FAX: 585-798-3167  
NYS TDD Relay: 1 800 622-1220  
[www.townridgeway.org](http://www.townridgeway.org)

May 9, 2019

Mayor Michael Sidari  
Village of Medina  
119 Park Ave.  
Medina, NY 14103

Re: Downtown Revitalization Initiative-Funding Application.

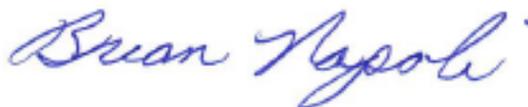
To Whom It May Concern:

This letter will act as the Town of Ridgeway's support to the Medina Business Association and the Village of Medina funding application for the Downtown Revitalization Initiative. We realize the importance of a vibrant and healthy downtown and how it helps the entire area.

Visitors have commented how beautiful and attractive downtown Medina looks and they enjoy visiting the shops, stores and participating in the annual events.

The Town of Ridgeway gives the village its wholehearted support and wishes them great success in the future.

Sincerely,



Brian Napoli  
Supervisor  
Town of Ridgeway  
Orleans County



## Orleans County Chamber of Commerce

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PO Box 501  
Medina, NY 14103  
(P) 585-301-8464  
(E) info@orleanschamber.com  
www.orleanschamber.com

Hours of Operation  
Monday-Friday 10AM-4PM

**Re: DRI Downtown Revitalization Initiative – Funding Application  
Village of Medina**

May 5, 2019

To Whom it May Concern

On behalf of the Orleans County Chamber of Commerce we enthusiastically give our total support to the DRI application being submitted by the Village of Medina.

The Chamber has a vested interest in the growth of Medina's downtown, waterfront and economy as this village and its citizens are trying to revitalize the community. They are trying to attract young families, tourists, culture seekers, nature ad history enthusiasts along with boaters and entrepreneurs seeking to invest and grow this village.

The Chamber is in full support and will assist in any way we are able to help in the vision for Medina and the region as they move toward a viable commercial, entertainment and Agri-tourism destination.

We believe a successful DRI application will make an immense impact to the area's economic indicators of job creation, private investments and the expansion of tourism.

Sincerely,

Paula Knaak  
President



May 20, 2019

Rossana Rosado  
New York Secretary of State  
NYS Downtown Revitalization Initiative

Re: DRI Funding Application, Medina NY

On behalf of the County of Orleans Industrial Development Agency's (COIDA) Board of Directors we wish to convey our full support for the Village of Medina's application for funding through the NYS Downtown Revitalization Initiative.

The COIDA and its affiliates have invested hundreds of thousands of dollars in the infrastructure and development of "Shovel Ready" industrial sites within the Village of Medina. We have seen 3 major development projects in the last three years and expect additional investment in and around the greater Medina area. Without the existence of a vibrant downtown there is a reluctance on the part of the developers to invest in the area.

Again, the COIDA fully supports Medina's DRI application.

Sincerely,

A handwritten signature in blue ink, appearing to read 'J Whipple', is positioned above the name 'James Whipple, CEO'. The signature is fluid and stylized, with a long horizontal stroke extending to the right.

James Whipple, CEO



May 14, 2019

Rossana Rosado, Secretary of State  
NYS Department of State  
One Commerce Place, 99 Washington Avenue  
Albany, NY 12231-0001

RE: Downtown Revitalization initiative

Dear Secretary Rosado:

Thank you for the opportunity to express support for the DRI application submitted by the Village of Medina.

The Village downtown and canal port are significant assets on the NYS Canal System. Medina is fortunate in that its downtown and port, along with the NYS Canalway Water Trail and Erie Canalway Trail are all within walking distance. Together, these assets, unique in the Erie Canalway National Heritage Corridor, provide a foundation and critical mass for revitalization activities.

Officials in the Village of Medina have been working with the Erie Canalway National Heritage Corridor for many years and we have witnessed the Village's remarkable progress, including historic preservation efforts and downtown business growth. Behind these efforts stands the commitment of local officials, business owners, residents, and other volunteers with a passion to attract investment, create jobs, revitalize the Village and improve overall quality of life.

We support DRI funding that would enhance boater, trail user and tourist experiences, including the development or improvement of marinas, farmers' markets, lodging and other canal-related amenities.

In addition, Medina's planned trail improvements, rejuvenation of a canal basin park and other facilities identified in their Local Waterfront Revitalization Plan (LWRP) are all consistent with Erie Canalway's award-winning Preservation and Management Plan (<https://eriecanalway.org/resources/preserve-plan>).

Your consideration of this application consistent with current laws, rules, regulations, and policies is much appreciated.

Sincerely,



Bob Radliff,  
Executive Director



## MEDINA CENTRAL SCHOOL DISTRICT

### OFFICE OF THE SUPERINTENDENT

One Mustang Drive  
Medina, New York 14103-1845  
(585) 798-2700 ♦ Fax (585) 798-5676

[www.medinacsd.org](http://www.medinacsd.org)

Mark B. Kruzynski  
Superintendent of Schools

May 16, 2019

Re: DRI Downtown Funding Initiative - Funding Application, Medina, NY

Dear Secretary Rosado,

On behalf of the Board of Education of the Medina Central School District, I am writing to express my overwhelming support of the application submitted by the Village of Medina for funding through the Downtown Revitalization Initiative.

The Village of Medina has undergone a tremendous revitalization in the last several years, which has been aided by careful and thoughtful planning by local officials and significant private investment. Our downtown business district has been thriving, with many new stores and shops opening for business. The village has become a leader in the region in attracting tourism, taking advantage of our strategic location on the Historic Erie Canal.

As a school district, we have a synergistic relationship with the surrounding community. We wholeheartedly believe that our improved downtown draws many new families into our school district. Likewise, the Medina Central School District is currently in the middle of a major capital improvement project to help upgrade our facilities, as we also hope to help the community improve its infrastructure and to further make this Village an attractive destination to work and raise a family.

The Medina Central School District is in full support of the revitalization of our community, and are ready to assist by any means possible. The DRI funding will lead to further dramatic improvement in the quality of life of the Village of Medina, will spur job creation, lead to even more private investment, and increased tax revenue. We offer our strong support of this initiative

Sincerely,

Mark B. Kruzynski  
Superintendent of Schools

May 30, 2019

New York Secretary of State Rossana Rosado  
NYS Downtown Revitalization Initiative

Dear Honorable Secretary Rosado,

Genesee Community College @ Medina supports the Village of Medina's application for the Downtown Revitalization Initiative. While we must remain neutral in terms of the selection of individual villages, and while we are not in the position to support the effort financially as a non-profit State University of New York community college, we do have several capabilities that might contribute to the program's success.

SUNY GCC has two campus centers in Orleans County: Medina and Albion. Between them, the community will be able to attend over 100 college credit classes annually in a wide variety of subject areas ranging from business administration to computer information systems management. Working with our diverse students and faculty, we can envision significant opportunities for class projects and internships that would augment the village's vision and goals for downtown revitalization.

Additionally, both campus centers offer non-credit classes that could be tailored to accommodate and augment the positive impact of the DRI program. Our Business and Employees Skills Training (BEST) Center is a regional provider of training, workshops and consulting. The BEST Center is the proud recipient of the prestigious Association of Community Colleges "National Best Practice Award" for Community Economic Development. Having their expertise and exhaustive list of courses available to the DRI program participants would be an important enhancement to the community's goals.

Please don't hesitate to contact me if you have any questions.

Sincerely,



Jim Simon  
Associate Dean  
Medina and Albion Campus Centers  
Genesee Community College  
State University of New York  
11470 Maple Ridge Rd (Route 31A)  
Medina, NY 14103  
585-798-1688, x4191  
[jsimon@genesee.edu](mailto:jsimon@genesee.edu)



Takeform  
Tom Hungerford, VP of Sales  
11601 Maple Ridge Road  
Medina NY 14103

May 23, 2019

New York Secretary of State Rossana Rosado  
NYS Downtown Revitalization Initiative

Dear Secretary Rosado:

I'm writing this letter in support of the Village of Medina's application to the NYS Downtown Revitalization Initiative (DRI) on behalf of Takeform. Takeform is one of the largest employers in Medina with over 200 employees working in Medina, along with over 100 sales and support employees across the United States.

Takeform designs, manufactures, and supports wayfinding signage systems and spatial branding initiatives for 40% of the largest 100 healthcare systems in the country, hundreds of Fortune 500 corporations, and some of the most iconic colleges and universities in the world.

Our factory in Medina produces over 20,000 signs and experiential graphics every week – more than a million each year. Currently, Takeform is the largest and fastest growing experiential design company in the country.

Over the last two years we've hired more than 80 employees, invested millions of dollars expanding our design studio and factory, and we plan to continue hiring and expanding at an even faster pace over the next several years.

However, in order to support this rate of growth, it's vital that we attract the best talent from across the region and beyond. The initiatives being advocated in Medina's application for the DRI program would greatly enhance our ability to achieve these growth goals and continue investing in the community.

It's for this reason that Takeform strongly supports Medina's efforts to secure participation in the NYS DRI.

Sincerely,

A handwritten signature in black ink that reads "Tom Hungerford". The signature is written in a cursive, flowing style.

Tom Hungerford  
VP of Sales, Takeform



339 N. Main Street • Medina, NY 14103

716-638-9300 585-798-9898

[www.ZambitoRealtors.com](http://www.ZambitoRealtors.com)

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**RE: DRI Downtown Revitalization Initiative - Funding Application, Medina, NY**

5/9/2019

To Whom It May Concern:

I found my way to Medina, New York in the 1970's as a factory worker at the local Fisher Price Plant. I continued to make this town "home" even after Fisher Price closed their doors and moved operations. As a single mother of three, working odd jobs I found opportunity and comfort in this community and was able to provide an opportunistic life for my children. Eventually building a career as a local Realtor I've been able to experience this town, its residents, as well as its economic highs and lows on a level few others have. In 2006, I opened up a restaurant on Medina's 400 Main Block with my son (and CIA Graduate Chef) Michael. The idea of a fine dining restaurant in the economically depressed local economy was laughable at the time. Over the years of struggles and hard work we built a formidable restaurant and catering business as we slowly saw a change on our block and Main Street as a whole. Our little 50 seat bistro drew out of town guests that brought small businesses; as vacant storefronts began to be filled and commerce started to increase. The American Dream was real and it was happening before our eyes in our little village!

We have dreams of bringing this town to the "next level". There are three vacant buildings across from my aforementioned restaurant on the Erie Canal that we have great plans for. The proposed event center will serve as a venue for our established and growing catering business and fill a much needed void in the area, as well as clean up the eyesore that currently welcomes travelers down our Main Street and Erie Canal Basin corridor. The grand plan includes an Erie Canal Dinner Cruise that will showcase everything our historically rich region has to offer.

I am excited about the Downtown Revitalization Initiative and the opportunity it will provide to make Medina once again an attractive place not only for tourism, but for young families. This is the commercial and social hub of our County, and although I see pride in the citizens who choose to live, work and commune here - Medina is in need of a boost. With help improving the area of arts and culture, private job creation, community services and the overall curb appeal of the downtown this bustling small town could easily become the jewel of the Erie Canal.

Wishful Regards,

A handwritten signature in dark ink that reads 'Rita Zambito'. The signature is fluid and cursive, with the first name 'Rita' being more prominent than the last name 'Zambito'.

Rita Zambito



# Medina Sandstone Society

*Dedicated to Historic Preservation and Community Service*

P.O. Box 25  
Medina, NY 14103  
SandstoneSociety.org

May 6, 2019

**RE: DRI Downtown Revitalization Initiative - Funding Application, Medina, NY**

TO: Rossana Rosado, New York Secretary of State  
NYS Downtown Revitalization Initiative

On behalf of the Medina Sandstone Society, I am writing to express our enthusiastic and whole-hearted support of the application submitted by the Village of Medina for funding via the NYS Downtown Revitalization Initiative.

The Medina Sandstone Society was formed in 2004 and exists to build local pride based on our heritage as an Erie Canal port and a major Medina Sandstone quarrying region, to support hometown initiatives, to embrace historic preservation and to help the Medina area in modern times to reach its full potential. Our Society awards small grants to non-profit groups through our Medina Sandstone Trust. We award an annual scholarship award to an exceptional high school history student. We help promote tourism and appreciation of our history through our Medina Sandstone Hall of Fame.

We are enthusiastic and excited at the prospect of this DRI application and stand ready to assist in any way we are able. We are in full support of a continued vision for revitalization that will move Medina and the region forward as a viable and vital municipality.

Over the past 10-15 years our historic downtown has increasingly drawn new, unique businesses to our storefronts, attracted recreational boaters and bicyclists, and young entrepreneurial professionals who desire a quieter place to raise their families. We are exceptional proud of these signs of renewal for our village, but there remains so much more that we could do, and need to do, to reach our village's full potential for job creation, continued private investment, expansion of tourism, increased tax revenues, as well as the preservation of our vital cultural and historic assets.

A successful DRI application would most certainly be a transformational breakthrough event in the economy of Medina and this region. So we applaud the Village of Medina and those involved in this process, and pledge our resounding support to this effort!

Sincerely,

David C. Miller,

*ParkCenter Acquisitions LLC.*  
*216 West Center St.*  
*Medina, NY 14103*

Rossana Rosado,  
Secretary of State  
NYS Downtown Revitalization Initiative

To Whom It May Concern:

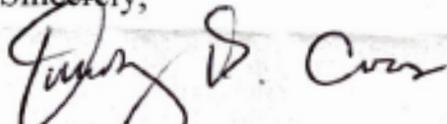
I wish to express my strong support of the Village of Medina's 2019 Application for the Downtown Revitalization Initiative (DRI) Program.

I have deep roots in this community. My family has lived and worked here for six generations. I have been a funeral director for over thirty years. In addition to building a business, I have personally invested a great deal of time, money and sweat equity in restoring several historic homes. I am currently invested in the restoration of The Walsh House, a once flourishing hotel which dates to the 1860's.

It is obvious to me that Medina is now poised on the cusp of a dramatic downtown resurgence. This is due in no small part to the vision, investment and hard work of other local stakeholders.

The Downtown Revitalization Initiative would provide critical assistance to validate and fuel the current momentum. The tenacity shown by local businesses and retail establishments is indicative of a feisty entrepreneurial spirit. It is obvious that vision, zest and commitment are already present in abundance. The ripple effect of the positive economic impact provided by DRI funding would rejuvenate this area for generations to come.

Sincerely,



Timothy D. Cooper