



Choose
Newark

2019 DRI Application





BASIC INFORMATION

Regional Economic Development Council (REDC) Region: **Finger Lakes**

Municipality Name: **Village of Newark**

Downtown Name: **Downtown Newark**

County Name: **Wayne**

Applicant Contact Name and Title: **Jonathan Taylor, Mayor – Village of Newark**

Applicant Contact Email Address: jtaylor@villageofnewark.com; jtaylor20140706@gmail.com

VISION FOR DOWNTOWN

As the vital urban center of Wayne County, the Village of Newark will utilize its Erie Canal frontage to create a vibrant, active, accessible and walkable downtown, offering opportunities for housing, shopping, recreation, arts, dining and employment. This downtown area will contribute to creating a high quality of life for all residents and visitors who CHOOSE NEWARK.

JUSTIFICATION

Provide an overview of the downtown area nominated for the DRI program, highlighting the area's defining characteristics and the reasons for its selection. Explain why the downtown is ready for Downtown Revitalization Initiative (DRI) investment, and how that investment would serve as a catalyst to bring about revitalization.

New York State has built the Downtown Revitalization Initiative to reinforce a network of vital urban centers across the Empire State. The Finger Lakes Regional Economic Development Council (FLREDC) has recognized the economic power inherent in strong, vibrant downtowns. The Village of Newark firmly believes in this approach and has made the revitalization of the Village's central business district a core tenet of its economic development strategy.

The Village's location has made it the economic center of Wayne County and the northern Finger Lakes region. The intersection of significant regional transportation routes draws traffic from all of Wayne County and beyond to downtown Newark. A treasured economic asset, the Erie Canal, runs right through the heart of downtown; creating an unrivaled opportunity for expansive tourism growth.

In addition to its incredible location, the Village has a set of economic drivers typically only found in much larger communities. These include:

- A strong, skilled health and human services sector; anchored by Rochester Regional Health's Newark Wayne Community Hospital and supported by a network of 45 additional healthcare providers and human services agencies;
- Two significant industrial parks, one bolstered by New York State Build Now-NY and Start-Up NY designations, with acres of shovel-ready sites and strong clusters of advanced and traditional manufacturers;

- An outstanding public education system, featuring regionally-recognized vocational programming like Wayne-Finger Lakes BOCES and its award winning PTECH program; and
- A vibrant and thriving arts community, consistently supporting the development of public art and music programs and projects.

The Village has maintained its position as a regional economic center via continuous and aggressive reinvestment in infrastructure. In the last several years, the Village and its partners (including New York State) have invested over \$40 million in core infrastructure elements. These include water and wastewater projects serving a large section of the northern Finger Lakes region; transportation enhancements to develop environmentally sound and complete streets features supporting multi-modal transportation; and reinforcement of bridge infrastructure to maintain a regional network.

Even in light of these tremendous strengths, the Village of Newark finds itself challenged to attract and retain new residents. Infrastructure investments have prompted job creation engines like IEC Electronics, V-Technical Textiles and Honest Pharm CO to generate hundreds of new jobs with hundreds more on the immediate horizon. These new employees will be seeking diverse housing, shopping, and dining alternatives, and a uniquely urban sense of place. DRI funds can help capitalize on the momentum gained by early adopters in the adaptive re-use and craft food/beverage sectors and continue to build upon investments already happening in Newark's urban core.

Newark's long-term plans for the Erie Canal, flowing directly through the heart of the downtown area, are bold and inspired, reimagining what the canal can bring to the community and creating a sense of place around the historic waterway. Village leaders plan for the canal to become a center of commerce with canal-facing shops, restaurants, lodging, housing and recreation. Pedestrian bridges will take walkers, runners and bikers from one side of the water to the other; a canal side amphitheater will host musical acts, dance troupes and theatrical productions; indoor fitness activities will be available year-round at a canal side regional health and wellness center; recreational rentals will be available for those wishing to utilize the canal and canal path for biking, boating, snowshoeing and cross-country skiing. DRI funding is the catalyst to creating critical mass and strengthening a sense of place in the areas surrounding the Erie Canal.

Through aggressive solicitation of public input, the DRI team has identified a pipeline of transformative projects (refer to question 7, p. 29) within the village core. Investors have been identified and are ready to commit to developing underutilized buildings throughout the downtown area for such place makers as mixed-use retail/housing, dining, recreation and entertainment. DRI funding will encourage new and renewed investments and close prohibitive funding gaps, creating critical mass within the downtown area and leading to economic gains for the Village and surrounding areas.

With DRI investment, the State of New York will join a strong cadre of investors who have recognized the economic potential of the Newark community and a committed set of local leaders, ready and willing to advance the Village vision with your confidence and support.

DOWNTOWN IDENTIFICATION

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

The Village Center Overlay District (VCOD) was created in 2009 to bring an acute focus to revitalizing downtown Newark. The DRI boundaries closely reflect the VCOD with minor modifications based on public input and the presence of transformative opportunities adjacent to the district.

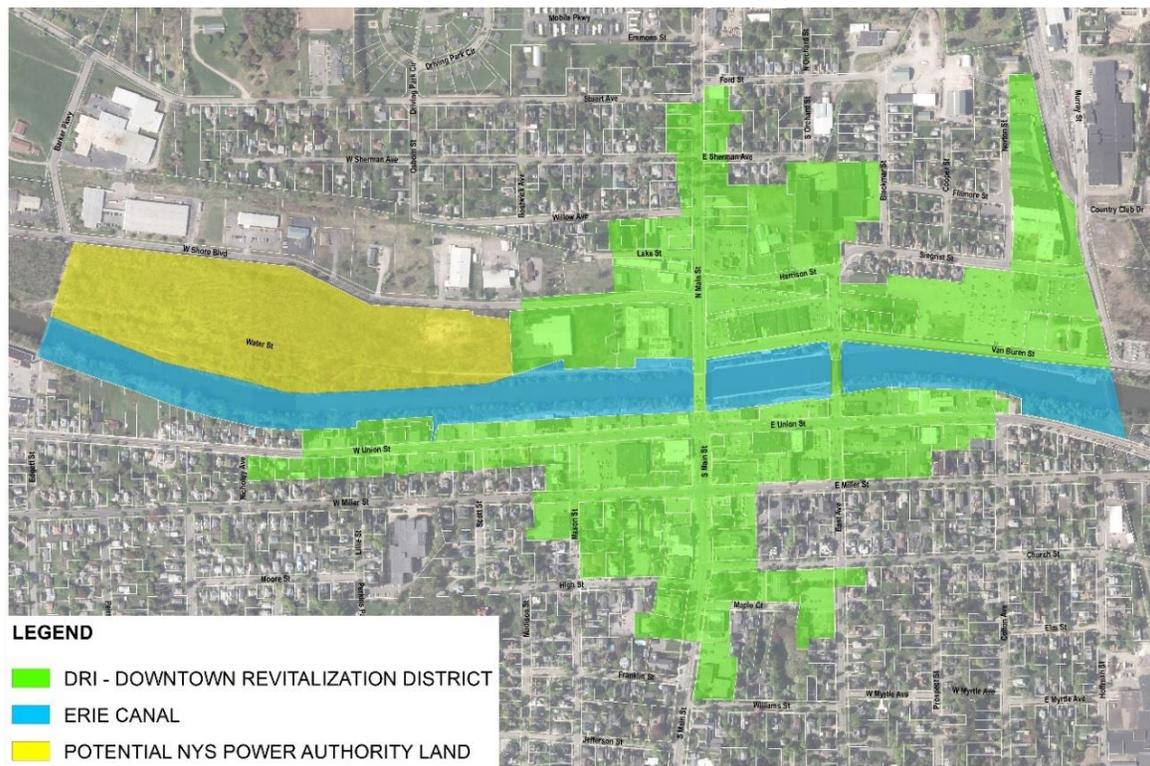


Figure 1: Newark Downtown Revitalization Area

The concise VCOD boundary is centered around the Erie Canal and provides strategic access to retail, fresh groceries, municipal services and housing. The Village of Newark has deep historical ties to the canal, which is a valued attraction for commerce, tourism and recreation. The proximity to the canal and the downtown area's location at the intersection of NYS Routes 88 and 31 enable visitors arriving in Newark as motorists, boaters, cyclists and hikers to venture into the heart of downtown.

The downtown area reflects the objectives of the Village of Newark Comprehensive Plan, unifying both economic and social growth potential with a focus on developable properties for transformative growth. Newark is centrally located between the cities of Rochester and Syracuse to the west and east and Lake Ontario and the Finger Lakes region to the north and south. As the vital urban center and the largest village in Wayne County, the Village of Newark's easy accessibility, 15 minutes to the north of two NYS Thruway exits, makes Newark a desirable year-round destination.

Home to approximately 9,000 people and several company headquarters, over 6,800 people work in Newark every day. More than 450 jobs have been created by businesses in the village in the last five years. Sustained enrollment within the Newark Central School District over the past five years confirms that Newark is a place where families are choosing to live and raise children. Well established roadways, varied transportation options and convenient public services establish Newark as a vital urban center for the surrounding area. The downtown area’s capacity, size and the infrastructure can sustain vibrant growth as people continue to choose Newark.

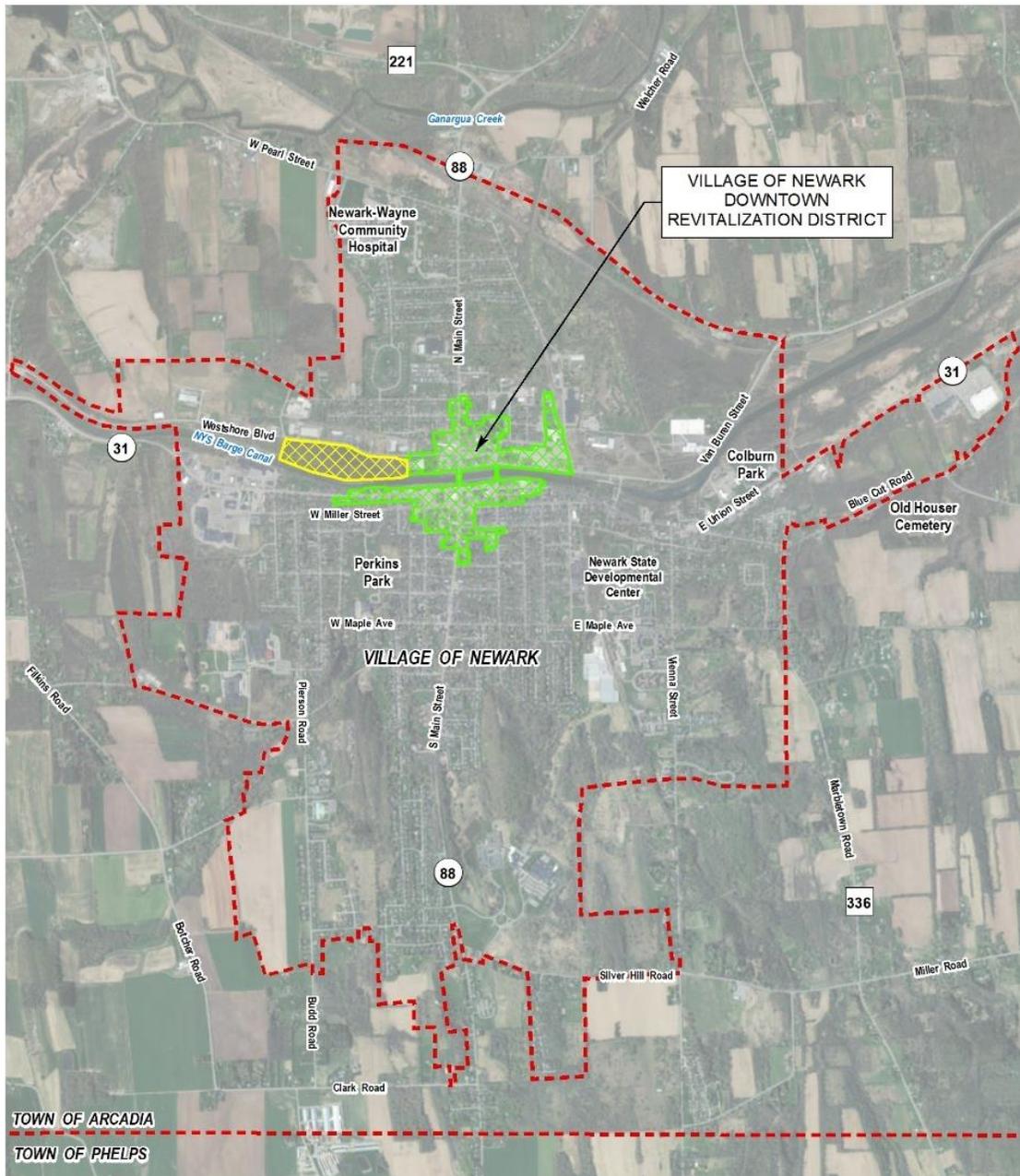


Figure 2: The DRI area in relation to the Village of Newark boundaries.

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

The Village of Newark first demonstrated its commitment to downtown redevelopment when the village Board established the Village Center Overlay District (VCOD); careful planning since then encourages revitalization in the DRI area. DRI funding would jump-start development around the Erie Canal, allow use of the few remaining historic buildings and catalyze the redevelopment of empty parcels.

The Village of Newark's planning efforts have facilitated growth within the downtown area and the Village as a whole. The Village of Newark and Town of Arcadia Comprehensive Plan was adopted at the same time as the VCOD and was reaffirmed in 2017 by the Village Board. An Economic Development Plan which aligns with the Comprehensive Plan, was created by the Village of Newark Economic Development Alliance (VONEDA) in 2013. These documents outline plans and establish guidelines for sustainable community growth that meet the needs and desires of citizens in terms of housing, healthcare, education, employment and recreation. The continuous use of and reference to these planning tools reflect the desire of the village to be a vital urban center that is attractive to current and potential businesses, visitors and residents.

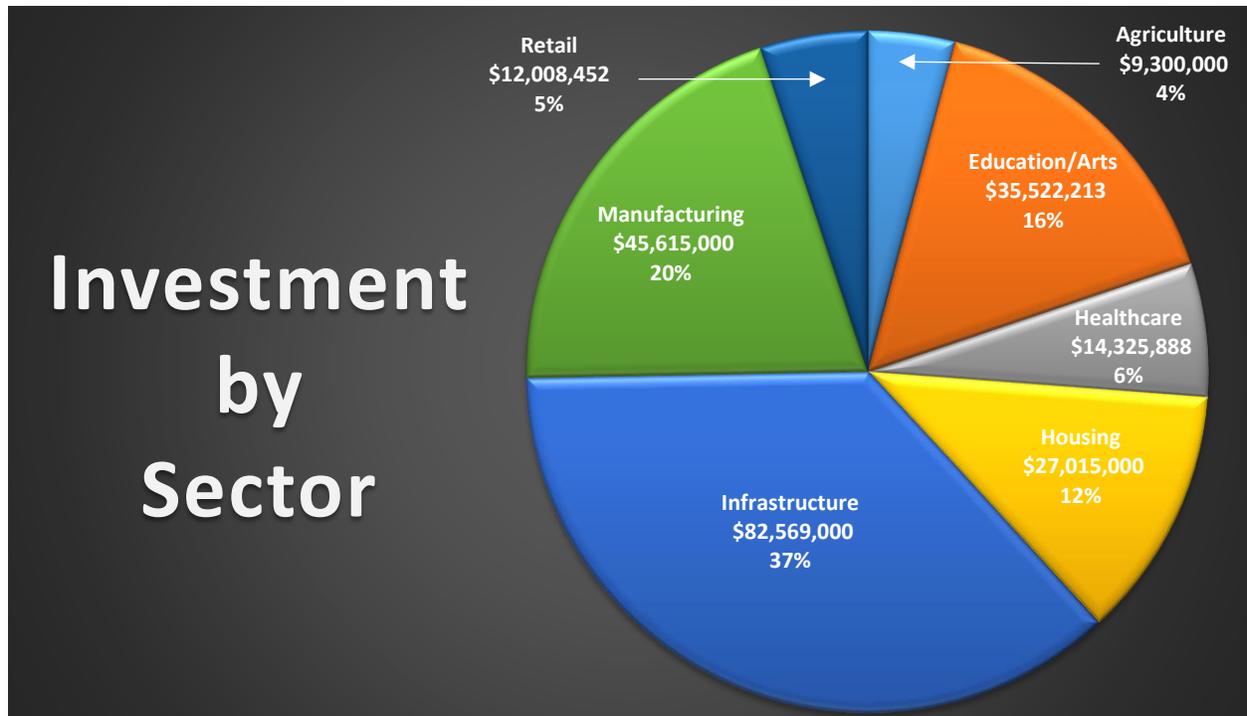
The Village seeks investments related to the Finger Lakes Forward Plan, the comprehensive plan and the Village economic development plan. The Village Economic Development team has worked to identify opportunities for economic expansion, particularly in the areas of healthcare, next generation manufacturing and agriculture, along with the workforce development required to support growth in these industries.



Transformative Investment

In the last 10 years, over \$225 million has been committed to projects within the Village of Newark from a combination of sources, including private investors, local municipal funds, state funds and federal funds. Of this investment, more than half has been in infrastructure and education, catalyzing future private investment and growth in the downtown area as well as surrounding areas. DRI funding will further catalyze investments to revive the downtown area and the unique ability of the Village to leverage past, current and future investments. Investment by local companies such as IEC Electronics, V-Technical Textiles, Newcut, Rochester Regional Health and Upstate Refractory has driven job growth, creating a strong demand for a vibrant downtown area offering housing, recreation, shopping and restaurants.

Grants awarded from both federal and state governments have been leveraged into \$118 million worth of essential municipal and education infrastructure upgrades, which will enable future growth. NYS agencies such as DASNY, NYSDOT, NYSDOH, NYSEFC and NYS Canal Corporation have provided funding for infrastructure projects within the Village. Examples of supporting grants include a TIP grant for the South Main Street reconstruction project, a Canalway grant for canal path improvements and a WIIA grant for water treatment plant upgrades.



The Village of Newark has used municipal funds to offer matching grants for business facade improvements, sidewalk replacement and a land for jobs program. Homeowners along the highly visible Rt. 31 corridor have been offered grants, funded through NYSOCR (CDBG) for home improvements. In an effort to provide affordable housing and entice young families to settle in the Village, a first-time homeowner program, supported by NYSOCR (CDBG) has been offered.

The current downtown area is a blank slate as Urban Renewal removed most of the historic buildings without replacing them. Parking beyond what is currently needed, and several vacant or partially vacant buildings exist in the downtown area, creating opportunities for commercial or mixed-use development. The downtown area includes a former hospital which could be developed for mixed-use; a former Sarah Coventry factory which could be used for loft-style apartments, indoor retail and office space; and a building which has housed various retail businesses that could be divided for multiple retail spaces and apartments. Despite recent investments, downtown Erie Canal frontage is under-utilized, presenting opportunities for private and public investment.

Private investment has been a driving force in downtown revitalization efforts to date, with individual businesses and not-for-profit organizations investing heavily to improve and repurpose existing facilities. The table below reflects investments made in downtown revitalization; these projects are helping to achieve the vision for downtown and have put Newark at a tipping point. The infusion of DRI funds is essential to fully achieving the vision.

Recent Investments in Downtown Area					
Location	Funding	Project	Completion Date	Amount	Impact on Downtown
Canalside	Public (NYS Canal Corp grant, municipal in-kind services)	Canal Path Improvements - Canal path between North Main St. and Edgett St. will be paved, lit, reinforced, widened & benches added.	2020	\$359,000	Provides safer and fully accessible recreational opportunities via the canal path in the downtown area
Canalside	Private	Craft 120 - Modern canal side building renovated to house a sit-down restaurant & bar.	2018	\$325,000	10 jobs; canal side dining with outdoor seating in the downtown area
Canalside	Private	Corner Tavern - Long-time downtown restaurant renovated & re-opened with new ownership.	2018	\$150,000	22 jobs; dining within the downtown area adjacent to the canal
Canalside	Public (Erie Canalway Grant, Municipal Funds)	Canalway Mural - Museum Without Walls, completion of a mural on the North Main Street canal bridge abutment and repair of an existing mural on East Ave bridge abutment.	2019	\$2,000	Creates a vibrant downtown area with murals depicting local history
Canalside	Public (BRIDGE NY, municipal funds)	East Ave Bridge - Repair of historic canal bridge in the downtown area, allowing removal of weight restrictions.	2019	\$625,000	Creates an accessible downtown for vehicular & foot traffic, provides an important link to downtown for boaters arriving at the Port of Newark
Canalside	Public (BRIDGE NY)	West Union Culvert - Repair of a culvert which directs Military Creek into the Erie Canal.	2019	\$550,000	Provides solid infrastructure to support foot & vehicular traffic within downtown
Canalside	Private, Public	The Arc Wayne Erie Shore Landing – a canal-facing street of shops (café, ice cream shop, print shop and other retail space).	May 2019	\$2.3 million	27 jobs; canal side dining, shopping and business services within the downtown area
Downtown	Public (municipal funds)	LED Street Lights - Replace all existing street lights with LED fixtures.	2019	\$1.3 million	Provides a safe, walkable area for pedestrians
Downtown	Private	NYSEG gas line upgrades - Replace aging gas lines throughout the village including downtown area.	2021	\$40 million	Safe utility infrastructure within the downtown area
E. Union	Private	Marshall Exteriors - Re-purpose a vacant downtown building for use as a showroom and corporate headquarters.	November 2018	\$1 million	35 jobs to downtown, 13 of which are new to Newark; contributes to an active downtown
Lake Street	Private	Rose City Improvements – vacant downtown warehouse renovated for use as showroom, storage and offices	2019	\$100,000	Cleans up a vacant property

Location	Funding	Project	Completion Date	Amount	Impact on Downtown
S. Main	Private	Grind-On Coffee - Update a historic downtown building to house a coffee shop and café.	June 2019	\$85,000	5 jobs; shopping & dining within downtown area
S. Main	Private	Raspberries Downtown Ice Cream - Seasonal ice cream shop located in vacant retail space, with outdoor seating.	June 2018	\$7,000	3 PT jobs; dining in downtown area
S. Main	Private	Salvatore’s Pizza and Street of Shops - Renovation of historic downtown building to include space for two restaurants, a retail store and office space.	2012	\$140,000	12 jobs; financial services & dining downtown, additional space available for retail/ dining
S. Main	Public (Federal/State TIP funds, municipal)	South Main Street - Complete reconstruction including water, sewer, lighting, sidewalks, streetscaping and road.	2019	\$10 million	Creates a community gateway from the south and an aesthetically pleasing walkable downtown area
W. Union	Private	Rite-Aid - Repurpose vacant movie theatre building for use as a pharmacy.	2015	\$1.5 million	Shopping near canal in downtown area
Adjacent to Downtown	Private	Advanced Manufacturing Facility - Machine shop to be built in the industrial park.	2020	\$500,000	4 jobs in advanced manufacturing adjacent to downtown
Adjacent to Downtown	Private	Byrne Dairy – A new gas station and retail store built just to the east of the downtown area along E. Union.	June 2019	\$1.5 million	16 FT (12 new) and 9 PT jobs; removal of a deteriorating building, vacant for 20+ years
Adjacent to Downtown	Private	NuPonix - New aquaponics facility to be built in the industrial park for growing lettuce and raising fish. Developer committed to establishing an aquaponic teaching facility.	2020	\$1.3 million	8 new jobs adjacent to downtown
Adjacent to Downtown	Private	Whispering Winds RV & Fun Center & Newark Kountry Club – 200 site RV park with an 18-hole mini golf course, driving range, swimming pool, restaurant & lounge.	2016 (ongoing upgrades)	\$140,000	6 jobs; repurpose vacant golf course, providing recreation, dining, lodging & camping adjacent to the downtown & the canal
Near Downtown	Private	Hope Avenue Apartments – 84-unit complex with market-rate 2-bedroom apartments	2020	\$10 million	Provides needed housing options for employees of anchor institutions
Near Downtown	Private	Honest Pharm CO – Hemp seed producer locating to greenhouse facility, near downtown.	2019	\$7 million	60-80 jobs within walking distance of downtown
Near Downtown	Private	Southwinds Landing – 120-unit single-story apartment complex, primarily targeting the senior market.	2020	\$15 million	Provides needed housing options for retired individuals

Anchor Institutions

The Village of Newark is home to several anchor institutions, accounting for a large number of employees and significant economic stimulus in the village and the surrounding area. The organizations described below are stabilizing forces within the community and are critical to the success of downtown revitalization efforts.

Newark-Wayne Community Hospital

Newark-Wayne Community Hospital (NWCH), owned by Rochester Regional Health (RRH), is the only full-service hospital in the county. With over 870 local employees, RRH has been the driving force in establishing Newark as a healthcare hub for individuals from newborn to senior citizen residing in the village and the surrounding area, a goal set forth in the Village of Newark Comprehensive Plan. RRH has invested over \$10 million in NWCH in the last 10 years, demonstrating its commitment to the community. RRH stands to be a key partner in efforts to develop a regional wellness center, as described later in this application.



Figure 3: New entrance to Newark Wayne Community Hospital

Wayne-Finger Lakes Board of Cooperative Educational Services (W-FL BOCES)

With its headquarters and 300 employees in Newark, W-FL BOCES provides programs and services in collaboration with 25 school districts throughout Wayne, Ontario, Seneca and Yates counties. The organization provides educational services and instructional opportunities for learners of all ages. As an organization, W-FL BOCES is committed to working in partnership with local stakeholders to improve the efficiencies and effectiveness of school operations, providing greater opportunities throughout the region. W-FL BOCES has re-purposed several former Newark Developmental Center buildings, including a \$9 million investment in a state-of-the-art conference facility, which draws professionals from throughout the area into the village. W-FL BOCES has collaborated with Finger Lakes Community College to create a local PTECH program, which offers a combination high school diploma and Associates degree in a technical field upon completion.

Finger Lakes Community College (FLCC)

The Wayne County campus of FLCC, housed in the former Sarah Coventry headquarters building just south of downtown, offers flexible course options and small class sizes to residents throughout the area. FLCC has proven to be an outstanding community partner, working with local school districts, W-FL BOCES and the business community to develop programs that meet the needs of students and the community alike. FLCC is currently working with IEC Electronics and V-Technical Textiles to provide specialized programs for potential and current employees of both companies. Mayor Jonathan Taylor, NCS D Superintendent Matt Cook, and Silver Hill Technology Park developer Don Lasher all serve on the FLCC Advisor Board for the Wayne County Campus.

The Arc Wayne

The Arc Wayne, which employs 570 in downtown Newark, advocates for and serves people of all ages with or without special needs. The Arc Wayne strives to provide innovative, quality support and services



Figure 4: Senator Pam Helming, The Arc Wayne Executive Director Dave Calhoun, Newark Mayor Jonathan Taylor, Assemblyman Brian Manktelow, Golisano Foundation Director Ann Costello and NYS Canal Corp Director Brian Stratton at the ribbon cutting at Erie Shore Landing, located adjacent to T. Spencer Knight Park and the Port of Newark.

promoting independence, choice and community integration. The Arc Wayne contributes in excess of \$25 million to the local economy through employee salaries and the purchase of goods and services in support of its mission. In 2019, The Arc Wayne invested \$2.3 million to open a street of shops called Erie Shore Landing, capitalizing on its canal frontage. This development in the heart of the downtown area employs 27 people. Erie Shore Landing is home to a café, ice cream shop, gift shop and print shop, providing jobs to members of the community and clients of The Arc Wayne.

Finger Lakes Developmental Disabilities Service Office (FLDDSO)

FLDDSO, a part of the NYS Office for People with Developmental Disabilities (OPWDD), coordinates services for individuals with developmental disabilities. As a result of Newark previously being home to a State Developmental Center, FLDDSO has a significant presence in the community with approximately 200 employees. The FLDDSO still occupies buildings on the Developmental Center campus and maintains group homes throughout the community.

Supportive Infrastructure

The Village of Newark and supporting partners have been heavily committed to upgrading infrastructure over the last 10 years, with nearly \$83 million invested. These investments make the downtown area ripe for development. Infrastructure improvements include:

- Wastewater treatment plant
- Water treatment plant
- LED lighting project
- South Main Street community gateway
 - Sewer and water line upgrades
 - Storm sewers
- Gas line replacements (NYSEG)
- Fiber-optic network (FirstLight & Empire Access)
- Canal path improvements
- Verizon 5G infrastructure – in 2020

The Village is currently nearing completion of the \$10 million South Main Street reconstruction project, ahead of schedule. As a result of following complete streets principles, downtown businesses will have additional space and landscaping along their frontage, making the area more pedestrian and bicycle friendly.



Figure 5: Engineering drawing of the South Main Street reconstruction.



Figure 6: Progress on the South Main Street Reconstruction project as of May 2019.

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

The Village of Newark has recently experienced and anticipates further job growth as a result of its continuous strategic planning and various partnerships. With several companies having headquarters in Newark, more than 6,800 employees work in the village everyday as executives, management, production workers and minimum-wage level employees. These employees have re-sparked interest in the downtown area as evidenced by recent investment in projects like Craft 120, Grind-On Coffee and The Arc Wayne's Erie Shore Landing. New or improved businesses make working and living in the downtown area more engaging and enjoyable. DRI funding would catalyze further development, creating an environment for active lifestyles in the downtown area for all residents, employees and visitors alike. The Village has demonstrated the ability to manage and sustain growth to complement the needs of the community.

Job Growth Near Downtown

In addition to the jobs created with the previously described smaller downtown projects, several companies have announced large expansions in Newark. Currently located in the downtown area, IEC Electronics recently began construction of a \$23 million advanced manufacturing facility at Silver Hill Technology Park on the south end of the village. Supported by the Village of Newark, Wayne County IDA, Greater Rochester Enterprise, Empire State Development Corporation, NYSEG, RTS through Rochester Mayor Lovely Warren's Office, and Capstone Real Estate Development, this project will create over 350 new jobs. IEC will continue to use part of its existing facility for a period of time. A developer has shown interest in repurposing the existing downtown facility and developing the remaining land along the Erie Canal, particularly if DRI funding becomes available.



Figure 7: Rendering of new IEC headquarters, on which construction recently began.

A greenhouse facility located just outside of downtown, originally built by Jackson & Perkins then owned by Newark Florist, has been acquired by Honest Pharm CO, an out-of-state company aspiring to become the largest producer of hemp seeds in the country. The company is investing \$7 million to upgrade the facility to include a state-of-the-art laboratory and create 60 to 80 jobs of diverse types, salaries and skill levels.



Figure 8: Greenhouse facility purchased by Honest Pharm CO for hemp production.

The Village Economic Development office is currently in discussions to bring NuPonix, an aquaponics facility, to the Village's industrial/business park which would include a \$1.3 million initial investment and immediately create eight jobs in life sciences, with more to follow. This business would include both production and teaching facilities, partnering with FLCC – Wayne County Campus and Cornell University. An additional advanced manufacturing company is in negotiations with the Village to build in the industrial park as part of the Land for Jobs program; the new facility will include four jobs.

The Village of Newark Land for Jobs program is aimed at creating jobs in the Village Industrial/Business Park. The Land for Job program offers businesses village-owned land free of charge in exchange for building a new facility and creating a specific number of full-time jobs. To date, this program has created almost 300 jobs and brought nearly \$18 million in private investment to Newark, with 11 companies choosing to locate in the Industrial/Business Park. The Industrial/Business Park is located on the northwestern edge of the downtown area and is connected via the canal path and the Edgett Street pedestrian bridge across the Erie Canal. The Village Board is currently planning to extend infrastructure within the Industrial park to create additional shovel-ready sites for development.

<i>Land for Jobs Program at Work</i>		
BUSINESS	INVESTMENT	JOBS
Newcut	\$ 4,400,000.00	24
Spunk Fitness	\$ 300,000.00	8
Complete Foot Care	\$ 275,000.00	7
Marshall Exteriors	\$ 480,000.00	15
Micro-Tech Machine, Inc.	\$ 705,000.00	43
Wayne County Dialysis	\$ 2,200,000.00	16
Legendary Auto	\$ 3,500,000.00	53
Newark Veterinary Hospital	\$ 400,000.00	6
Halstead Machine, Inc.	\$ 445,000.00	50
Candy Apple Daycare	\$ 1,000,000.00	23
Upstate Refractory	\$ 4,000,000.00	36
TOTALS:	\$ 17,705,000.00	281

The presence of Newark-Wayne Community Hospital and its commitment to the community, as demonstrated by nearly \$10 million in recent upgrades, has spurred growth in the healthcare sector and established Newark as a regional healthcare hub. Strongly reflecting the FLREDC’s focus on attracting healthcare jobs to the region, 45 different health-related companies employ nearly 1,500 health care professionals within the village. Rochester Regional Health has recently applied for grant funding for the construction of a medical office building on the Newark-Wayne Community Hospital campus, further expanding its presence in the community.

Located on the south edge of the village, shovel-ready Silver Hill Technology Park, home to FLCC, is a Build Now-NY certified site and START-UP NY program location. START-UP NY helps new and expanding businesses located near eligible college campuses through 10-year tax-based incentives and innovative academic partnerships. Build Now-NY reduces the time between commitment and construction. IEC Electronics was able to take advantage of Build Now-NY for its new facility at Silver Hill Technology Park. V-Technical Textiles will take advantage of the START-UP NY program when relocating to the former St. Michael School building in the downtown area.

- 4) Attractiveness of physical environment.** *Identify the properties or characteristics that the DRI area possesses that contribute, or could contribute if enhanced, to the attractiveness and livability of the downtown for a diverse population of varying ages, income, gender identity, ability, mobility, and cultural background. Consider, for example, the presence of developable mixed-use spaces, varied housing types at different levels of affordability, walkability and bikeability, healthy and affordable food markets, and public parks and gathering spaces.*

Formed around the Erie Canal 200 years ago, the waterway is at the heart of downtown Newark. The area has been through many transitions in that time; today a solid framework exists but a true sense of place is missing. The South Main Street reconstruction project, currently underway, provides an attractive environment in terms of streets, sidewalks and streetscapes and makes the area accessible to all. T. Spencer Knight Park at the Port of Newark provides a beautiful and well-equipped gateway to the community for boaters, providing free electrical hook-ups, showers, Wi-Fi and laundry facilities.



Figure 9: May 2018 picture of East Union Street facing west along the south bank of the Erie Canal and a pre-Urban Renewal picture of the same location

At the time of Urban Renewal, shopping centers were built on both edges of the village leading, in part, to the demise of the traditional downtown area surrounding the canal. This highlights the importance of discouraging suburban sprawl while encouraging strengthening and development of existing communities, a goal of Newark's revitalization efforts. Downtown revitalization efforts will spur the growth and establishment of small local businesses and mixed-use housing in order to meet the renewed demand for a compact and walkable downtown area at the heart of the village.

Diverse and Accessible Housing

Neighborhoods surrounding the downtown area find people from different backgrounds and income levels living side-by-side, calling each other friends and neighbors, fostering good will and a greater sense of community among residents. Single-family homes, market-rate apartments, subsidized housing and developments for the elderly and the disabled can be found within a single neighborhood. Retail stores, the downtown library, churches and recreational areas are within a walkable distance.

Newark is home to 28 Arc Wayne community residential homes. These homes provide opportunities for employment, life experiences, housing, meals, companionship and social events. Their presence adds to the rich and diverse fabric of the downtown neighborhood. Wayne County Habitat for Humanity is an active partner in community development; through the construction of multiple homes, the organization has been able to provide hope and housing accessibility to multiple families in the village. The Newark Housing Authority owns a high-rise apartment complex within the downtown area, available to senior citizens and disabled individuals.

Some mixed-use housing is currently available in the downtown area, but an infusion of DRI funding would enable further development of mixed-use spaces that would be more attractive to professionals who work in the area.

Retail & Restaurants

At the center of downtown, several properties are ready to be developed, enabling the Village to continue efforts to create mixed-use neighborhoods as well as strategically planned retail, cultural and arts opportunities.

Parker's Grille & Tap House, Ling Ling Chinese Restaurant, Salvatore's Pizzeria, Grind-On Coffee (opening soon), Craft 120, Erie Shore Landing Café & Ice

Cream Shop, Dunkin' Donuts, Pontillo's Pizzeria, The Corner Tavern, BBs Pizzeria, Nana's Village Restaurant and Catering, Raspberries Downtown Ice Cream and Canal View Restaurant provide an abundant variety of food choices. The downtown area offers limited opportunities for retail shopping though it is home to several salons, a pharmacy, a dollar store, two auto parts stores, two cell phone stores, an appliance store, a t-shirt and trophy shop, two gift shops, and service-related insurance and financial businesses. DRI funding would encourage entrepreneurs to close shopping gaps by opening unique retail outlets to include clothing, gifts, hardware, music, toys or other specialty shops.



Figure 10: Patrons enjoying canal side dining at Craft 120.

Transportation

There are many modes of transportation offered locally: the Regional Transit System (RTS) offers twice-daily runs from Central Park and Wegmans Plaza, taking passengers to and from the City of Rochester; Wayne Area Transit Service (WATS) provides service throughout the day along specified routes; local providers offer medical transportation and shuttle services; UBER and Lyft are also available with local drivers. Two international airports are within an easy 60-minute drive of the Village of Newark.

The Village is completing a major reconstruction of South Main Street to make the downtown area more pedestrian friendly. The canal, the canal path and bike lanes offer further options for getting from place to place. A bike share program is being considered and would become an easy reality with DRI funding. Utilizing the existing canal path, preliminary plans for a community trail encircling the village have been discussed and could come to fruition with funding from the DRI or other grants. Newark is a certified Bike Friendly New York (BFNY) community with bike lanes along Route 31.

The Village of Newark is aware of Smart Growth principles and works hard to incorporate them with all development. Creating walkable neighborhoods has been a goal of the Village Board, supported by the matching sidewalk grant program available to residents. From the main intersection of Rt. 88 and Rt. 31, any place within the downtown area can be reached on foot in no more than 10 minutes. DRI funds could be used in conjunction with NYSDOT TIP funds to ensure safe sidewalks are available throughout the DRI area.

Healthy, Affordable Food

Fresh produce and groceries are available within downtown Newark at Save-a-Lot. The Newark Farmers' Market calls Central Park home throughout the Summer and Fall, offering farm fresh products, allowing the use of benefits from WIC and the Farmers' Market Nutrition Program. Wegmans and Walmart are located on the west and east edges of the village respectively, providing additional options.

Together in Christ (TIC) provides a food bank, centrally located near downtown, offering those in need a source of help within easy walking distance of many neighborhoods. The village poverty rate stands at 18.3%, which is above the county average, making amenities like the food closet vital, along with programs like Blessings in a Backpack, FoodLink's Mobile Food Pantry, the Community Garden and the TIC free lunch program



Figure 11: Produce at Newark Farmers' Market.

Entertainment and Culture

Central Park and T. Spencer Knight Canal Park are focal points of the downtown area, offering residents and visitors the ability to gather and enjoy various free events such as monthly movie nights, weeknight concert band performances and weekend live music. Summer events begin with the Wine, Craft Beverage and Arts Festival in mid-June, for which the Newark Chamber of Commerce partners with local artisans and local craft beverage producers to provide an evening of arts and culture. Every Friday night mid-June through Labor Day free, live, local music is presented in the canal side park pavilion.

The third Tuesday of July brings the Taste of Wayne County to the canal park. This event is presented by the Village, the Newark Chamber, the Wayne County IDA, Wayne County Tourism and the Wayne County Farm Bureau. It was launched in 2017 and offers local food-related businesses the opportunity to showcase their signature dishes and provide samples. The event sold out in its inaugural year, with attendance increasing by 50 percent in the second year.



Figure 12: The Taste of Wayne County 2018 was enjoyed by people from all around the region.

Religious opportunities are abundant in the village with 19 churches, providing a diversity of spiritual choices for residents and attracting people from throughout the area. Newark boasts a strong music tradition, with the RPO offering a holiday concert each December at the high school. The school music department has been named a National Association of Music Merchants Best Community for Music for the last five years. Other than school and religious facilities, the community lacks a performance venue. DRI funding would provide the opportunity to build a covered outdoor canal side amphitheater as well as a downtown movie theater, also capable of hosting community performances and productions.

The downtown area is home to the Wayne County Council for the Arts. Additional cultural attractions include the Hoffman Clock Museum, located at the Newark Public Library, and the Newark-Arcadia Historical Museum. DRI funding is essential to ensuring these institutions have the prominent place they deserve in an active and vibrant downtown.

- A vacant historic downtown building is being considered as a new home for the arts council, which would provide a larger gallery space and loft-style apartments above for artists in residence.
- Partnering with Newark CSD and Mural Mania, the Village obtained a grant to restore and add to existing murals along the Erie Canal in the downtown area, creating a Museum Without Walls for tourists and visitors. The most recent mural project, completed in 2018, resulted in the formation of a Mural Club at Newark High School, with the intent of adding more murals throughout downtown.



Figure 13: Mural, completed in 2018, depicting Jackson & Perkins rose gardens.

- Vacant Erie Canal frontage presents an opportunity to use DRI funding to establish an outdoor performing arts space along the canal including a permanent stage and hillside seating.

Broadband is available to all homes within the village. For homes that cannot afford access, NCSD in conjunction with the Newark Public Library offers a program where families may sign out Wi-Fi hotspots to provide high-speed broadband. Free Wi-Fi is available at the Port of Newark.

Wellness & Recreation

Newark has a tradition of providing both organized and independent recreational opportunities with robust programming through the community center, abundant parks and the canal path. The Village has



Figure 14: Erie Shore Landing adjacent to T. Spencer Knight Park.

a strong commitment to the canal, demonstrated by its development of T. Spencer Knight Park and the Port of Newark. With ample dock space offering electrical hook-ups, laundry facilities, restrooms and showers, and a pump-out station available free of charge to boaters, the Port of Newark is well known to travelers along the canal as one of the premier ports for boating amenities. The port also offers free Wi-Fi and a bike repair station. The Newark Interpretative Center, located above the Port of

Newark boater facilities, serves as home to the Greater Newark Chamber of Commerce and a welcome center for those arriving by boat, bike or foot via the Erie Canal. The center is staffed by Village employees when the Chamber office is closed. With the canal at the heart of downtown, further development of canal frontage is a priority. DRI funding would serve as a catalyst for existing business owners to develop their frontage and enable new recreational and wellness opportunities along the canal.

Open space and natural beauty within the village have been preserved with multiple parks. The downtown area boasts Central Park, T. Spencer Knight Park, Elliot Park and Siegrist Park playground. Perkins Park, Charles E. Ross Sports Complex, Lincoln Park, Hallagan Field, Colburn Park and Monje Park can be found in other neighborhoods throughout the village.

The annual Community Pride Day regularly boasts over 100 volunteers dedicated to cleaning up debris, pulling weeds and planting flowers to beautify the village.



Figure 15: Members of a local Cub Scout den pull weeds along the canal during Community Pride Day.

The Alex Eligh Community Center (AECC) provides services for senior citizens during the day, youth after school and families in the evenings. Recreational and social activities for the community youth include

baseball, softball, swimming, soccer and basketball along with a summer park program. In its current state AECC is over-capacity, unable to provide adequate space for programming for hobbies and activities that encourage lifelong wellness. A larger community wellness center would greatly expand the Village's ability to increase programming and therefore quality of life for residents in the area.

Many area residents go elsewhere to pursue specialized athletic opportunities, specifically in the winter months when indoor facilities are required. A new community wellness center would enable the Village to offer these programs, bringing residents from throughout the region into the village rather than forcing them to travel. Preliminary discussions with school officials from several districts have indicated strong interest in local indoor facilities, to include indoor fields for soccer and lacrosse, batting cages, basketball courts and track and field facilities. Discussions have also included Rochester Regional Health (RRH) and local business owners who provide services such as physical therapy, massage, martial arts instruction and fitness classes. Three different parcels of land within the downtown area, along the Erie Canal, are being considered for this project. This project would enhance the sustainability of any revitalization efforts by becoming a major center for sports and recreation, drawing thousands of people to the village annually.

Human Services Agencies

Newark has adopted a proactive approach towards developing pathways to prosperity. By supporting people socially, emotionally and physically, people can not only sustain their employment, but also enjoy the benefits of having a satisfying career. With an 18.3 percent poverty rate, Newark has many obstacles to overcome to provide multiple avenues to a high quality of life for all of its residents. In response to this challenge, downtown Newark has established a social service network to meet the needs of our diverse population. Non-profits & government work collaboratively to help struggling families take advantage of our economic growth in ways that enable them to thrive. Many of the non-profit organizations listed are within a walkable distance from the center of downtown.

- Catholic Charities of Wayne County
- Victim Resource Center
- Newark Wayne Community Hospital
- CareNet Pregnancy
- Foodlink Mobile Food Pantry
- Laurel House Comfort Care Hospice
- Finger Lakes Area Counseling and Recovery Agency (FLACRA)
- Blessings in a Backpack
- Head Start
- Youth Advocates Program
- Child Care Council
- Roosevelt Children's Center
- Family Counseling Service of the Finger Lakes

- 5) Quality of Life policies.** *Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes, comprehensive plans, complete streets plan, transit-oriented development, non-discrimination laws, age-friendly policies, and a downtown management structure. If policies that support livability and quality of life in downtown are not currently in place, describe near-term efforts by the municipality to create and implement such policies.*

The Village of Newark has established a variety of policies and codes that facilitate living and doing business within the village, allowing fiscal and environmental responsibility. The following are examples of the influential policies adopted through the strong management structure within the Village office.

Zoning Codes and Design Guidelines

The current Village Center Overlay District (VCOD) was developed with the intent to “promote and protect the public health, welfare and safety of the Village of Newark; create a uniform set of architectural and site-design standards that promote pedestrian-oriented, mixed-use development; create usable public and private spaces; and promote traditional urban-design principles within the core business district of the Village of Newark,” as stated in the Code of the Village of Newark.

Some of the VCOD guidelines have proven to be cost-prohibitive and have deterred growth and renewal in the downtown area. Currently a review of zoning laws is underway to allow for careful implementation of development within the downtown area. An updated Zoning Code will address these deficiencies, reflect our current vision for downtown, and reduce the number of variances required for development. The new zoning will take into consideration surrounding mixed land uses, compact building design and varied housing opportunities. Careful planning within the community preserves open spaces and facilitates development decisions that are predictable, fair and cost-effective in order to achieve the targeted results for the community.

Comprehensive Plan

A comprehensive plan adopted by the Village Board and Town of Arcadia and reaffirmed in 2017, along with the 2013 Economic Development Plan, outline a strategy for sustainable community growth that meets the needs and desires of citizens in terms of housing, healthcare, education, employment and recreation. The use of and reference to these planning tools reflect the desire to maintain and sustain a local economy that is attractive to future business growth and tourism opportunities, while maintaining a rural atmosphere.

As recommended in the Comprehensive Plan, the Village of Newark Economic Development Alliance (VONEDA) was established as an advisory group comprised of local business leaders and community members. In partnership with the Village staff and the Newark Chamber of Commerce, VONEDA works to stimulate economic growth, promote Village assets and preserve the village’s history to serve residents, the business community and visitors alike. VONEDA makes recommendations to the Village Board on economic development issues and strategic initiatives, such as the Economic Development Plan.

Adaptive Re-use

The Village of Newark Economic Development Facilitator engages potential businesses and encourages current businesses to expand by identifying opportunities to adapt existing structures. Adaptation can be supported using RPTL 485-b, Wayne County IDA, Empire State Development, NYSERDA and NYSEG incentives. Marshall Exteriors, a local construction company, is currently taking advantage of incentives to reuse a former downtown drug store; investing nearly \$1 million, which will bring 35 jobs to downtown. V-Technical Textiles is also adding 32 new downtown jobs by repurposing the former St. Michael School –which has been vacant for 8 years. Other examples of adaptive re-use are Grind-On Coffee Company and Craft 120.



Figure 16: The former St. Michael School building is being adapted for manufacturing, R&D and offices by V-Technical Textiles.

Land Bank

Wayne County Industrial Development Agency (WCIDA) recently established a land bank in an effort to reduce the number of derelict properties on the tax rolls. The land bank will acquire, manage, maintain and repurpose vacant, abandoned and foreclosed properties – the worst abandoned houses, forgotten buildings and empty lots. The Village Economic Development Facilitator serves on the land bank committee.

Climate Smart, Complete Streets and Clean Energy

In 2017, the Village Board adopted a resolution affirming its commitment to be a Climate Smart Community, pledging to decrease energy and water consumption and reduce harmful emissions. An energy-efficient lighting project being implemented this year will result in the entire Village of Newark being lit using only LED lighting. The project will lead to an approximate 75 percent energy savings and reduce light pollution and the Village’s carbon footprint. Beyond the energy savings, new LED lighting throughout the community will improve street safety.

Recent upgrades to the wastewater treatment plant include the installation of more energy efficient pumps, an ultra-fine bubble aeration tank which requires less surface area, and the switch to turbo blowers which operate with the efficiency of a jet engine. In 2017, the Village constructed a compost facility as part of wastewater treatment plant upgrades to compost sludge rather than sending it to the landfill.

As part of all re-paving projects within the village, the DPW includes ADA compliant street access at each intersection. Currently underway is a major reconstruction of South Main Street with the overall goal of maximizing pedestrian zones and comfort, ADA compliance and safety, including on-street ADA parallel parking bump-ins. Transit-oriented development was also considered in the design.

Newark has completed three of the four high-impact action items required to be designated a Clean Energy Community. The Village has engaged in energy-code training, streamlining codes for solar use, and benchmarking; the fourth item, updating street lights will begin in 2019.

Smart Cities Technology

The Village of Newark Water Department has implemented BEACON Analytics, which helps the department and residents monitor and detect water leaks in a very timely fashion using gateway sensors. The technology also eliminates the need for house-to-house meter reading, helping the Village to better utilize its personnel and energy resources.

As part of water treatment plant upgrades, the Village implemented smart technology through the installation of a Drexel Brook Sonic Level sensor, which limits the intake of water from Canandaigua Lake to only the water that is needed. This technology prevents excess water, treated for consumption, from being released into the Canandaigua Outlet. Further upgrades to the Water Treatment plant will include a Regal Smart Valve designed to automatically regulate the gas feed rate needed to maintain the chemical residual level determined for a specific water treatment application.

Other implementations of smart technology:

- Village vehicles are equipped with GPS tracking which, through better diagnostics, should facilitate longer vehicle life through more timely maintenance.
- As part of the village-wide street light upgrades, smart technology is being considered for a number of poles, which would include the ability to provide Wi-Fi and dimming capabilities.

Non-Discrimination

The Village of Newark adheres to all state and national non-discrimination laws and is an equal opportunity provider and employer. Employees of the Village receive annual hostile workplace prevention training.

Age-Friendly Community

Newark is for all ages and provides accessible transportation, affordable and accessible housing and easy access to fresh produce and groceries. These amenities particularly help senior citizens live comfortably within the downtown area, addressing requirements for a certified Age-Friendly Community as outlined by AARP/WHO. Seniors in the Newark community have access to programs such as Meals on Wheels, Silver Sneakers, elder day care and various social activities.

In 2016, the Newark Central School District adopted a strategic plan. The Vision Statement said “NCSD is the centerpiece of our community that binds students, staff, families and neighbors through a profound sense of hometown pride. We engage all students with the diverse opportunities and academic experiences they need to reach their maximum potential. Our students thrive in an environment of high expectations, collaboration and respect. Effective communication and sustained connections foster a sense of importance, contributing to the success of every student, every day.”

During the writing of this plan, it was discussed that there was a need to have the students more actively involved in the community in positive ways, and have the community more actively involved in the schools. Several community members involved with writing the NCS D strategic plan committed to taking on activities such as being mentors to students and helping them learn how to apply for employment in our community. This is just one example of Newark being a community friendly to all ages.

In 2018, NCS D worked with other community organizations and agencies to form the Newark WIN Coalition, aimed at encouraging healthy living among all residents and students and discouraging substance abuse. The Newark mayor, a representative the Sherriff's office, members of local churches, business representatives, and other community members join members of the school's counseling and substance abuse teams as a part of this coalition. The coalition has hosted three events since its inception to highlight to parents the dangers that may be "Hidden in Plain Sight" in their children's spaces.

Management Structure

The Village of Newark is currently managed by the Office of the Mayor, which includes the mayor, a clerk/treasurer, an economic development facilitator and support staff. This office is responsible for an \$11 million budget, tax collection, all Village operations and the administration of several local, state and federal grants. The Village has leveraged these grants to fund nearly \$43 million in local projects. The economic development facilitator oversees the Village Center Overlay District (VCOD).

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

The content of this application was compiled through existing strong stakeholder partnerships and community engagement. The Village of Newark's commitment to its local strategy and vision is a product of community involvement, progressive business owners and forward-thinking officials. Public opinion is continuously requested, reviewed and considered through a variety of avenues; the Newark DRI application is a result of this participation and reflects a strong desire for strategic growth within the Village of Newark. Examples of community engagement include:

- Community informational sessions for the South Main Street reconstruction project included the public's ability to vote on the style of planters, bike racks, trash cans, lighting and benches.
- The Cornell Design Connect team partnered with the Village of Newark to create suggestions for the downtown area utilizing resident feedback obtained at an interactive public meeting held at Newark High School.



Figure 17: Members of the Newark Middle School student leadership team provide input on the future of downtown.

- The mayor, Village trustees and Village of Newark Economic Development Alliance (VONEDA) members actively participate community organizations, offering opportunities to provide updates and gather feedback on Village initiatives and projects.
- The Village regularly uses Facebook Live to broadcast important public meetings and solicit feedback.
- In preparation for the DRI application an outreach meeting was held to solicit feedback from area residents; approximately 50 people attended this meeting.
- In order to accommodate those who could not attend the outreach meeting, the Village posted a survey on Facebook to solicit additional feedback; more than 100 individuals participated.
- DRI team members met with the Newark Middle School Student Leadership Team to gather feedback about their hopes for the future of downtown Newark.

Public outreach shows that the vision for downtown outlined in the DRI application and in Village planning documents is in line with what residents identified as needed to revitalize downtown. Residents are



Figure 18: Residents provide input on downtown needs at a public forum in May.

enthusiastic about the changes being made and being planned for the downtown area, but DRI funding is essential to meeting these expectations and helping to accomplish this shared vision for the downtown area.

There is a strong and steadfast commitment of local leaders and stakeholders to prepare and implement a strategic investment plan for this DRI and overall downtown revitalization. A few key partners pledging their support of the DRI are highlighted below:

Newark Central School District

"The Newark Central School District stands fully committed to work with the Village of Newark, the Town of Arcadia and the local Chamber of Commerce in economic development and revitalization efforts. The school recognizes its role in this process as a key to the readiness of the local workforce and as a local taxing agent. All of our decisions are based on how to provide Newark students the best education possible at a value our community can afford," stated Matt Cook, Newark CSD Superintendent.

Finger Lakes Community College

"Finger Lakes Community College's new strategic plan calls on the college to expand its interaction with the communities we serve. FLCC has a campus center just outside the Village of Newark downtown, and we believe there are opportunities for our students to engage in some of the Village's efforts to revitalize this historic community. FLCC is also excited to continue to partner with industry that supports the Newark economy with both credit and noncredit programs to provide an educated and skilled workforce," said Dr. Robert Nye, Finger Lakes Community College President.

Newark-Wayne Community Hospital

"Newark-Wayne Community Hospital's partnership with the Village of Newark is evidenced in nearly all of our efforts at growth and expansion. We continue to look for additional ways for our organization to support the Village of Newark in the community efforts for health and wellness and economic development in our area. We believe that through the Downtown Revitalization Initiative and other community collaboratives that Newark and the surrounding communities will continue to succeed," stated Dr. Dustin Riccio, Eastern Regional President of Operations, Rochester Regional Health System.



Figure 19: Newark Wayne Community Hospital's recently constructed ER

Finger Lakes Works

The Finger Lakes Workforce Investment Board (FL Works) seeks to improve the economic well-being of job seekers and employers in the region by aligning human potential with opportunities in the workplace. FL Works will become a critical partner as downtown revitalization becomes reality. "We will work with local businesses to assist them with their hiring and training needs to assure the employees provide valuable customer service to all. We will work with local residents to provide the necessary training they need to become successfully employed," stated Karen Springmeier, Executive Director of the Finger Lakes Workforce Investment Board.

Greater Newark Chamber of Commerce

"Newark's positive job-growth momentum continues with projects such as Newark-Wayne Community Hospital's multi-department expansion, V-Technical Textiles purchase of St. Michael's School, Byrne Dairy replacing Roosevelt School, IEC's new campus, Erie Shore Landing expanding at the canal, Marshall Exteriors in the heart of downtown, and the Rt 88/Main St infrastructure backbone to the community. The Chamber sees additional expansion potential on the horizon that could be made reality with the award of the DRI to Newark. As President of the Chamber and a long-time Newark resident, I will do all I can to help maximize the award, help the area flourish and be an economic engine of the highest caliber," said Greater Newark Chamber of Commerce President, Steven Hasseler.

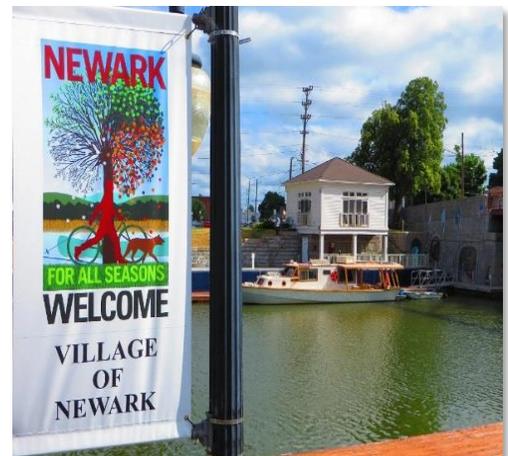


Figure 20: Chamber office at the Interpretive Center

Village of Newark Economic Development Alliance (VONEDA)

“With the recent business expansions and the Village of Newark infrastructure upgrades I see Newark as a community that is on the brink of something significant. With the influx of \$10 million in DRI funding for the downtown area I feel the village could become a showcase for the region,” stated Mark Peake, and Village of Newark Economic Development Facilitator and VONEDA member.

Marshall Exteriors

“When we chose to purchase the building at 135 E. Union St. we knew it was just one step of being a part of something bigger. The downtown community of Newark is energized with updates. I see it everywhere I turn. My company relocated to Newark 15 years ago and I was immediately dedicated to growing and being a part of this community. Now after being an active part in the Newark community for many years, investing in the revitalization of the downtown area is a top priority to my company. I know that for me to succeed, Newark has to succeed,” said Adam Olschewske, Owner of Marshall Exteriors.



Figure 21: Marshall Exteriors' new downtown headquarters before and after renovations.

Support comes in many forms, including partnerships, investment, continued commitment to doing business in the village, legislative support and planning assistance. The Village of Newark has a long list of individuals who are supportive of efforts to revitalize the downtown area, some of whom are listed below.

	Name	Position	Organization	
Government	Chuck Schumer	Senator	United States	
	Pam Helming	Senator	New York State	
	Brian Manktelow	Assemblyman	New York State	
	Jonathan Taylor	Mayor	Village of Newark	
	Newark Village Board		Passed a Resolution of Support	
	Mark Peake	Facilitator	Village of Newark Economic Development	
	Jon C. Verkey	Supervisor	Town of Arcadia	
	Steven LeRoy	Chairman	Wayne County Board of Supervisors	
	Wayne County Board of Supervisors		Passed a Resolution of Support	
	Rick House	Administrator	Wayne County	
	Brian Pincelli	Director	Wayne County Economic Development & Planning	
	Josh McCrossen	Commissioner	Wayne County Social Services	

	Name	Position	Organization
	Karen Springmeier	Executive Director	FL Workforce Investment Board
	Matt Cook	Superintendent	Newark Central School District
	Vicma Ramos	Deputy District Superintendent	W-FL BOCES
Community	Mike Muscolino	Director	Alex Eligh Community Center
	Robert Stopper	Canal Advocate	Canal New York Board Member
	Peter Dohr	Executive Director	Catholic Charities
	Beth Claypoole	Executive Director	Cornell Cooperative Extension
	Dr. Robert Nye	President	Finger Lakes Community College
	Steven Hasseler	President	Greater Newark Chamber of Commerce
	Lisa Barrett	Director	Newark Food Closet
	Shirley Stowell	President	Newark Garden Club
	Marie Wasman	Executive Director	Newark Housing Authority
	Melissa Correia	Director	Newark Public Library
	Robyn Dropkin	Executive Director	Parks and Trails NY
	Mark DeCracker	President	Trail Works, Inc.
	Diana Lagenor	President	Wayne County Business Council
	Mike Crespo	Director	Wayne County Youth Advocacy Program
	VONEDA	Passed a Resolution of Support	
	Business	Chris & Toni Avery	Owners
Mike Majors		Owner	Craft 120, Pontillo's
Dustin Riccio, MD		President	Eastern Region Rochester Regional Health
Rod Graybill		Owner	Graybill Real Estate, LLC
Jeff Schlarbaum		President & CEO	IEC Electronics
J.T. Trickey		Owner	John T. Trickey Jr., Inc.
Adam Olschewske		Owner	Marshall Exteriors
Peter Wiles, Jr.		President	Midlakes Navigation Co., Ltd.
David Scheer		Owner	Newark Garden Hotel
Bob Ohmann		Owner	Newark Pilots Baseball Team
Illa Burbank		President	NewCut
Peter Mitchell		Owner	Parker's Grille & Tap House
Todd Peters		Owner	Premier Martial Arts
Pam Heald		President & CEO	Reliant Community Federal Credit Union, Wayne County IDA Committee Member
Don Lasher		Owner	Silver Hill Technology Park, Capstone Real Estate Development, LLC
Paul Cole		Owner	Super Gen Products
Shawn DeCook	Operations Manager	V-Technical Textiles	

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

The potential of DRI funding has changed the conversation in Newark from what was to what could be, jump-starting Village and developers’ plans for transforming vacant spaces and buildings. The catalytic projects listed below are viable options for the Local Planning Committee to consider as discussions begin.

In-Progress Projects										
Location	Project	Start Date	Readiness	Downtown Impact	Infrastructure	Retail/Dining/Recreation	Manufacturing	Health & Wellness	Housing	Education/Arts
Canalside	Current Municipal Building	2018	engineering evaluation completed, purchase offer on existing building	mixed-use development, energy savings to municipality		√			√	
Canalside	Canal Path	2019	ready for implementation	paved path improves safety and lowers maintenance costs	√	√		√		
Canalside	Library Upgrades	2018	engineering study completed	more accessible facility, energy savings						√
N. Main	North Main Street Reconstruction	2019	preliminary plans done, applying for grant funding	creates a community gateway from the North	√			√		
N. Main	Hotel Upgrades – upgrade to utilize canal frontage, install elevator for accessibility	2016	owner committed, additional funding needed	facilitates tourism along the canal and in Newark - one of two hotels in the county & the only one with banquet facilities		√				
S. Main	V-Tech Technical Textiles – move operations to former St. Michael School	May 2019	in progress, seeking additional funding	re-purpose vacant school as manufacturing & office for international textile firm, 32 jobs to downtown, 16 new			√			

Potential Projects									
Location	Project	Readiness	Downtown Impact	Infrastructure	Retail/Dining/Recreation	Manufacturing	Health & Wellness	Housing	Education/Arts
Canalside	Current IEC Building & Land	developer interested	canal development for tourism, reuse of an existing manufacturing facility		√	√		√	
Canalside	Health & Wellness Center - establish a regional indoor sports and healthy living campus	discussions between Village, county schools, RRH & private wellness providers; funding needed	Provide opportunities for year-round recreation, keep sales tax revenue in the county and bring visitors to downtown through hosted sporting and recreational events		√		√		√
Canalside	New Municipal Building – build an energy efficient building to house the Village, town, school district and law enforcement	preliminary drawings created, funding being sought, current building has offer	centralized & accessible building for access to school/government offices, building maintenance & energy cost savings to taxpayers	√					√
Canalside	Pedestrian Bridge – convert former railroad bridge for use as a pedestrian bridge	funding needed	enhance walkability and accessibility of downtown by bridging the canal	√			√		
Canalside	Recreational Rentals - including bike, kayak, snowshoe and cross-country ski rentals	developer interested	provide residents & visitors with year-round downtown recreational opportunities	√	√		√		
Canalside	Canalside Facade Grants – provide funding to businesses with canal frontage to establish canal-side facades & sidewalks	funding needed	establish canal as the center of downtown area, welcome visitors from the canal, and begin to establish a walkable area on the south canal bank		√				
Canalside	Gas Station – utilize canal frontage to provide fuel and service to boaters	funding needed	draw boaters into existing downtown business by providing necessary services		√				
Canalside	Canal Bank Amphitheatre – use vacant canal frontage to build a covered venue for performing arts using natural features	funding needed	provides seasonal entertainment venue for visitors and residents within the downtown area		√				√
Church St.	Condemned Medical Building – demolition of building and redevelopment of the lot	developer committed to redevelopment; financing needed for demolition	create housing opportunities in the downtown area, improve aesthetics of the area by removing a building vacant for 30+ years					√	

DOWNTOWN REVITALIZATION INITIATIVE

Location	Project	Readiness	Downtown Impact	Infrastructure	Retail/Dining/Recreation	Manufacturing	Health & Wellness	Housing	Education/Arts
Downtown	Community-wide Walking Path – walking path to circle entire village	design phase, funding needed	connect downtown to the rest of the village including the canal path, provide additional recreation opportunities	√			√		
Downtown	Creation of Revolving Loan Fund – for start-up business or business expansion	funding needed	encourage entrepreneurs to establish & grow needed businesses in the downtown area, creating and/or retaining jobs and generating sales tax revenue		√	√	√	√	√
Downtown	Murals – mural club at NHS to create additional murals for placement in downtown	funding needed	improve aesthetics of downtown utilizing works of art						√
Downtown	Sidewalk upgrades – replace broken sidewalks and add sidewalks where needed	additional funding needed	enhance year-round accessibility of the downtown area for people of all mobilities	√			√		
Harrison St. (1 block off canal)	Former Sarah Coventry Factory – establish a mixed-use facility to showcase local craft beverage & agriculture industry through an indoor space with retail, manufacturing, & loft style apartments	developer interested	provide year-round, direct-from-producer shopping within downtown as well as housing that appeals to individuals without families		√	√	√	√	
S. Main/ West Miller	Former Hospital – renovate historic hospital building to house Wayne County Arts Council and artist lofts	developer interested	offers opportunities for artist-residency in downtown area while offering residents & visitors the opportunity to attend art shows & purchase art		√			√	√
S. Main	New Movie Theater – build a new single-stage venue which could also be used for community theater and concert productions	developers interested	provides additional downtown activity, creates synergy with existing downtown dining as well as local dance & theatre troupes		√				√
S. Main	Current Rite-Aid Building – redevelop building for banking and retail use	developer interested	provide shopping & banking within the downtown area		√				
S. Main	Vacant Storefront – convert an existing historic building for craft brewery	developer interested	provides dining opportunity in downtown area		√				
S. Main	Second Story of Restaurant – create mixed use space using vacant second floor	owner interested	provide housing or office space within downtown		√			√	

Pictures that follow reflect some of the potential projects or project sites that are outlined in the table above.



Figure 22: Concept drawing of municipal campus along the Erie Canal.



Figure 23: Current canal side IEC parking lot, soon to be available for development.



Figure 22: Former St. Elizabeth's Hospital, being proposed for use as artists' lofts and

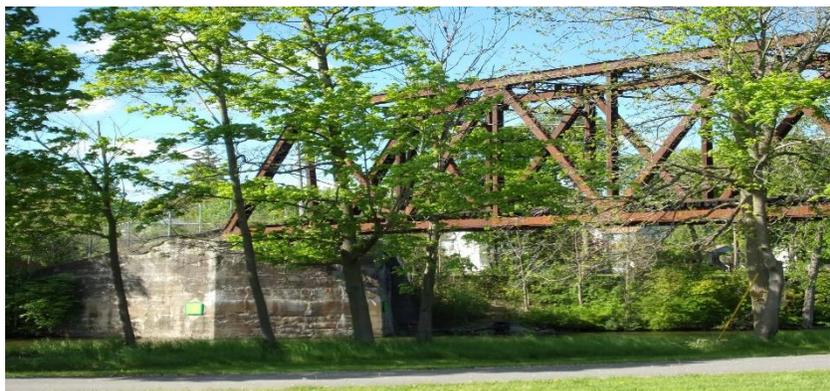


Figure 21: Former railroad bridge spanning the Erie Canal being proposed for use as a pedestrian bridge.

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

The Village of Newark has been fortunate to have applied for and received numerous grants from agencies such as BridgeNY, DASNY, NYSDOT, NYSDOH, NYSEFC, NYSOCR and NYS Canal Corporation. Examples of projects that these grants have funded include: rehabilitation of the East Avenue Bridge, installation of a sidewalk leading to Newark Middle School, upgrades to the fluoridation system, upgrades to the Wastewater Treatment Plant, residential rehab of housing on East and West Union Street, loans/grants for First Time Homebuyers, improvements to the Canal Path, and reconstruction of South Main Street that is currently on pace to be completed ahead of schedule.

These opportunities have required various levels of corresponding grant administration, with designated projects successfully completed, exemplifying the Village's capacity to manage overlapping large projects. Through its previous collaborations with the community, business owners and private investors, the Village has the necessary experience to successfully execute a DRI award.

The committed leadership of the mayor and key Village officials has facilitated two-way communication with key stakeholders and the community, creating a clarity of vision and a culture of continuous improvement. The Village of Newark Comprehensive Plan is regularly referenced when Village decisions are made, demonstrating the consistency of administrative capacity and the ability for local leadership to fulfill strategic goals.

The Village of Newark's DRI application has been developed with local leaders and volunteers alike. This team is committed to the DRI process and the steps necessary to support the revitalization of the downtown area.

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

Potential. Tipping point. On the brink. Lots of good news. These are all phrases heard related to the Village of Newark. Very high poverty. Not what it used to be. Former Rose Capital. Destroyed by Urban Renewal. These are also phrases that can be heard related to the Village of Newark. For years, residents have dwelled on what Newark was when it was home to Sarah Coventry, Jackson & Perkins and other large successful companies, but the tides are turning and talk has become much more positive in recent years. The Village of Newark has solidified its infrastructure and is now experiencing economic expansion and job growth not seen in years. This economic growth is working to alleviate poverty concerns and giving people hope for what the future holds for the village.

Retail, dining, recreation and housing are attempting to keep pace with job growth in the village. An infusion of DRI funding, paired with private investment, would enable the Village to quickly achieve several projects key to the revitalization and growth of downtown. The Erie Canal has been at the heart of Newark since its inception, providing the original economic driver to generate population and the industries required by that population. The vision for the revitalization of downtown Newark is based on

much the same premise: develop the canal as the village core and the village will flourish around it, with local traffic and year-round tourism as the primary drivers.

Newark does have its challenges, including a downtown that essentially went away with Urban Renewal and suburban sprawl. What those events left for Newark was a blank slate, a slate that, building-by-building, is being filled according to a plan to revitalize downtown around the Erie Canal. Buildings are being made to face the canal with dining and retail, the canal path and canal park are being developed and improved at the heart of downtown. People can be heard discussing what the canal could become, discussions that include: increased recreational opportunities through a health and wellness center; an outdoor canal side amphitheater; additional canal facing businesses; an additional pedestrian bridge; boat, bike, ski and snowshoe rentals; a modern canal side municipal building and library to name just a few.

The State of New York has repeatedly placed its faith in Newark to leverage economic development and infrastructure funds to create vitality and grow the State's economy. We've forged a tremendous partnership. The Downtown Revitalization Initiative represents an opportunity to deepen that partnership and create a new sense of opportunity for the village and the region.

Choose Newark. We did.



Figure 24: South Main Street looking north through downtown Newark.