



Village of Owego, New York

Southern Tier Regional Economic Development Council

New York State
Downtown Revitalization Initiative
Strategic Investment Plan



**Downtown
Revitalization
Initiative**

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Village of Owego

Downtown Revitalization Initiative

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Village of Owego

Downtown Revitalization Initiative

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FOREWORD



“A thriving downtown can provide a tremendous boost to the local economy. The Downtown Revitalization Initiative will transform selected downtown neighborhoods into vibrant places for people to live, work and raise a family, which will also help attract new investments and business for years to come.”

Governor Andrew M. Cuomo

Business and development leaders worldwide recognize that vibrant downtowns with attractive public amenities and a high quality-of-life provide a catalyst for increased economic development, re-population (particularly by young professionals), and urban redevelopment. Recognizing this potential, Governor Andrew Cuomo launched a major new initiative in the spring of 2016 – the Downtown Revitalization Initiative (DRI).

The program’s success in the first two rounds, and the tremendous excitement it generated among other interested communities, led the Governor and the Legislature to include another \$100 million in the 2018 state budget for a third round of DRI funding. As in the previous rounds, each of the Governor’s ten Regional Economic Development Councils (REDCs) selected one community to receive \$10 million for projects that show the greatest potential to improve the economic and social vitality of their downtown areas.

Communities selected in Round Three include:

- Albany (Capital Region)
- Amsterdam (Mohawk Valley Region)
- Auburn (Central New York Region)
- Downtown Brooklyn (New York City Region)
- Central Islip (Long Island Region)
- Lockport (Western New York Region)
- New Rochelle (Mid-Hudson Region)
- Owego (Southern Tier Region)
- Penn Yan (Finger Lakes Region)
- Saranac Lake (North Country Region)

The DRI process involves an innovative combination of community-based strategic planning, inter-agency project support and strategic leveraging of outside investments. The process starts with a Strategic Investment Plan that develops the key ingredients needed for successful downtown revitalization: a clear vision for the downtown; goals and strategies to accomplish the vision; and catalytic projects identified in the plan. The strategic planning process is led by Secretary of State Rossana Rosado and facilitated by staff from the Department of State Office of Planning, Development and Community Infrastructure, NYS Homes and Community Renewal, and Empire State Development. Based on the unique challenges, opportunities, and transformational projects identified in the communities selected, this collaborative, multi-agency effort also includes technical assistance from other state agencies, including but not limited to the Department of Transportation and Department of Environmental Conservation.

The DRI is much more than a \$10 million grant award. It serves a broader agenda for revitalization, growth, and transformation in ways that reflect the collective reimagining of the downtown and provides funding to help achieve that vision with a higher quality of life, amenities, and connection of place and community. The plans and projects also are intended to leverage additional public and private investments within and near the downtown, building upon the regional economic growth supported by the REDCs. To fully leverage the impact of the DRI, Local Planning Committees identify projects that total in excess of the available DRI funds to ensure a continued pipeline of projects in the event that alternative funding becomes available or projects drop from consideration. The most transformative and catalytic projects identified by the community will receive DRI funding.

With the assistance of the State, leadership from within the communities, and public and private investors, these communities are becoming vibrant centers where people want to live, work, experience life, and raise families. This high quality of life is a key driver of where businesses decide to locate.

EXECUTIVE SUMMARY



Introduction

The Village of Owego DRI Strategic Investment Plan (“DRI Plan”) identifies projects and initiatives that have catalytic and transformative potential, provide the greatest public benefit, are primed for implementation, and enjoy broad stakeholder support. The Strategic Investment Plan will provide guidance to the village, region, and state on how to best utilize the allotted DRI funding, maximize the impact of DRI investments, and leverage additional public and private investment.

Owego DRI Area

Located in the Southern Tier region along the Susquehanna River, the Village of Owego is a walkable, historic downtown surrounded by established residential neighborhoods. The village is connected to regional assets by Route 17 (Future Interstate 86) and Route 96, and is located in close proximity to other regional attractions, including Binghamton, Tioga Downs, and the Finger Lakes region.

Owego has positioned itself as a potential hub of arts and culture in the Southern Tier, as well as an employment node for Tioga County and a family-friendly community with access to larger employment centers in Binghamton and Ithaca. Recent restoration of historic buildings and new development shows that Owego’s revitalization is on its way. DRI funding will help provide a catalyst to continue this process.



Downtown Owego

Source: Larisa Ortiz Associates

The Owego DRI area is approximately 1 square mile and stretches between two primary gateways that lead into the village. The DRI area includes residential neighborhoods surrounding the Southern Gateway, which extends along the I-86/17 and State Route 434 corridors on to the south of the Susquehanna River, an area known as the Southside of Owego. From there, it continues over the Court Street Bridge/State Route 96, and into the village’s historic downtown central business district. The DRI Area then stretches west to Owego Creek, including the residential neighborhood to the south and east of Main Street (State Route 17C). The boundary then continues along the village’s western municipal boundary to just north of George Street, encompassing Marvin Park and the Tioga County Fairgrounds, and an industrial redevelopment site that lies just north of the Norfolk Southern and Owego Harford Railway’s interchange. This portion of the DRI Area also includes the residential neighborhood to the west of North Avenue known as “The Flats.”

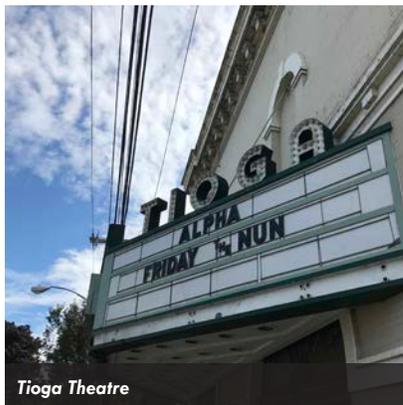
The northern boundary extends along George Street to the intersection of State Routes 38 and 96, which is the second major Gateway into the Village of Owego. It continues south along State Route 96 and encompasses another residential neighborhood to the east that extends from East Avenue to Prospect Street and runs south along East Temple Street and Paige Street. It intersects with Main Street and continues west to Church Street. From there it continues to the southern boundary of the village’s historic downtown central business district.

The total village area encompasses approximately 2.5 square miles, with a population of approximately 3,787 people. Owego serves as a commercial and cultural hub for Tioga County, and as the county seat, contains a significant number of government offices and services, which are both regional employers and important social service providers. Other key employers include the Ben Weitsman & Son recycling and shredding facility, which is located in the DRI Area, as well as the Owego Apalachin Central School District offices just north of the downtown.

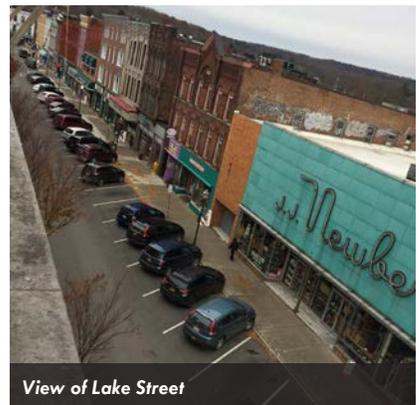
Owego’s downtown core is centered along Front Street, Lake Street, and portions of Main Street and North Avenue. The DRI Area contains numerous businesses, four municipal parks, a local community theater, a movie theater, walking paths that connect the downtown with the Susquehanna River, and a historic commercial district that is listed on the State and National Registers of historic places. Approximately 63 percent of the DRI area is in a floodplain, including 48 percent located in the 100-year floodplain.



Marvin Park



Tioga Theatre



View of Lake Street

Community-Driven Process

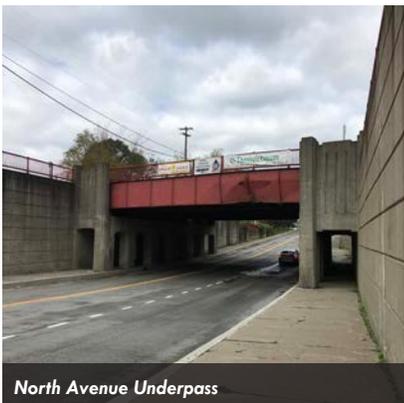
This Owego DRI Plan is the product of a robust public engagement effort involving consensus-building among residents, business owners, and other downtown stakeholders. The public engagement process was structured to provide multiple opportunities for input, and to encourage broad community participation. The process included six Local Planning Committee (LPC) meetings that were open to the public, three community engagement events, attendance at additional civic events, an online survey, and communication through a project website and social media. In addition, the LPC requested submissions of proposals for DRI funding through an open call process. This process generated a great amount of excitement among local residents, entrepreneurs, and property owners. Many of the submissions developed into projects proposed for funding, and others will be candidates for other funding sources in the future.

The LPC was instrumental in providing direction and information to shape the DRI Plan as well as reaching out to their broader constituent and social networks.

Recent Planning Initiatives

Completion of the Owego DRI Plan was guided in part by several recent plans, studies, and resources that address existing conditions, community goals, regulatory frameworks, and revitalization opportunities in the village. These resources have been produced by government agencies at the local, regional, and state levels, as well as regional planning agencies. Existing plans with direct or indirect connections to the village were reviewed to identify established goals and ongoing or proposed projects. These plans were also assessed to ensure that the DRI Plan is supportive and not duplicative of other planning initiatives.

Much of the focus of planning efforts in the past decade has been on addressing flood risk and mitigation strategies, in the wake of major floods in 2006 and 2011 that severely impacted the village. State funds have supported a Hazard Mitigation Plan, a Long-Term Recovery Strategy, the NY Rising Community Reconstruction Program (which covered all of Tioga County), and analyses of flood risk management strategies along both the Susquehanna River and Owego Creek. The village and county have also undertaken planning to support investment and revitalization in Owego and Tioga County, including a tourism study, a housing needs assessment, and a parking study of downtown Owego.



North Avenue Underpass



Construction at the Gateway Building



Single-Family Homes in Owego



Owego's Challenges and Opportunities

Through the inventory and analysis of existing conditions, community input at public engagement events and via the online survey, and discussions with the LPC and village and county staff, a clear picture emerged of downtown Owego's relative strengths and weaknesses. Understanding this baseline position helped to identify appropriate goals, strategies, and actions to spur meaningful and sustainable economic revitalization.

Strengths

Historic Downtown Core with Important Civic and Cultural Uses

Downtown Owego is a traditional, largely intact mixed-use environment characterized by many beautiful and historically significant buildings and public spaces. The pedestrian-oriented scale of the built context combined with the diversity of architecture and quality-of-life amenities offer potential to attract visitors, residents, and workers.

Strong and Growing Arts and Business Community

The village's downtown offers a vibrant mix of shops, restaurants, and personal-service options, including both longtime establishments and new entries, which attract locals and visitors alike throughout the year. In addition, Owego has become a focal point for Tioga County's growing arts community, with two galleries, a working incubator studio space, a live theater, a first-run movie theater, and live music and comedy performances. The downtown hosts regular events including First Fridays, the Holiday Showcase, Lights on the River, the Strawberry Festival, and the Tioga Arts and Cultural Trail. Owego's business and arts community is supported by well-established partners such as the Historic Owego Marketplace (HOM), the Tioga County Chamber of Commerce, the Tioga Arts Council, and Tioga County Tourism, which provide institutional capacity to bolster the downtown.

Access to Local and Regional Attractions

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Single-family homes in Owego

as the Historic Owego Marketplace (HOM), the Tioga County Chamber of Commerce, the Tioga Arts Council, and Tioga County Tourism, which provide institutional capacity to bolster the downtown.

Well-Established and Historic Neighborhoods

Within and just outside the Owego DRI area are several attractive neighborhoods that have seen continued investment by homeowners. Examples include the areas centered on either end of Front Street and along McMaster Street, as well as the Halstead neighborhood in the Southside area of the village. These neighborhoods either have recovered well from prior flooding events or are outside of the floodplain, and they present an appealing visual aesthetic, with their residents providing a strong customer base for downtown Owego's businesses and cultural offerings.

Weaknesses

Continued Risk of Future Flooding Events

With nearly half of the DRI area located within the 100-year floodplain, the impacts from flooding remain an ongoing risk. Memories of the 2006 and 2011 floods – and the potential for future events – were major background concerns continually expressed during the DRI process. Yet, although some projects identified in this Strategic Investment Plan aim to respond to the flood risk, the DRI program cannot, alone, solve the underlying issues. Continued analysis and infrastructure investment on the part of the village, county, and state – and potentially hard choices in the future – will be required to mitigate flood concerns.

Lack of Investment in Many Downtown Properties and Streetscapes

Many downtown property owners – and indeed the village itself – have focused efforts in recent years on recovery from the floods. This has severely constrained the ability to undertake upgrades that could place Owego in a stronger position to attract new residents and businesses. Areas with weak streetscape aesthetics and buildings in disrepair negatively impact the village's image and can create a deterrent to future investment in the community.

Aged and Distressed Housing Stock

The village's housing stock is very aged; 65% of homes in the DRI Area are over 78 years old, well above both the county average of 50 years and the national average of 37 years. Many of Owego's homes lack not only the amenities that today's buyers expect – like open floor plans, updated kitchens, and multiple bathrooms – but also have problems common in older homes such as inadequate wiring, poor insulation, lead paint, etc. When combined with the fact that some property owners have not yet repaired damage from the 2011 flood, much of Owego's housing stock presents burdens, including expensive improvements and flood insurance costs, which can deter homeownership and prospective buyers.

Limited Public Resources

Owego is a small village with significant ongoing challenges. The limited municipal budget severely restricts the village's ability to fund the staffing levels and capital investments that could help to address some of the weaknesses identified above. Although Owego, with assistance from Tioga County, has been successful in obtaining funding through grants and other sources, the village cannot depend on these resources and must be conservative in its decisions on spending and future improvements.

Revitalization Approach

Based on the analysis of existing conditions and an understanding of Owego's relative strengths and weaknesses, the DRI Plan identifies a nuanced approach to revitalization that reflects the distinct needs and opportunities for four key geographic nodes of activity. This organizational approach provides the framework for the DRI vision, goals, and strategies, and helps to think about how the DRI projects may be physically linked to each other to address identified issues and create a groundswell of activity that can further leverage the transformative potential of this Plan.

Reinforce the Downtown Mixed-Use Core

Owego's downtown mixed-use core extends from the Susquehanna River, north to Temple Street including buildings fronting on Park Street, Court Street, Lake Street, Church Street, Central Avenue, and North Avenue. The historical development pattern in the area is of mixed-use buildings built to the sidewalk line, creating a strong street walk and comfortable pedestrian scale. This building typology—providing for diverse downtown uses with limited building setbacks—is advantageous for a village downtown setting. It creates activity on the street, with small lot-lines encouraging many active storefronts and upper floors occupied by a combination of office workers or residents.

Owego's downtown streets that best demonstrate this typology are also perhaps the village's most successful from a retail and commercial standpoint. Front Street between Court and Church and Lake Street both have consistent street walls with active storefronts and thriving retail businesses and restaurants. There are also some blocks in this part of the village that have a less beneficial contribution to the vitality of the downtown streetscape. More modern buildings, set far back from the street with large, underutilized private parking lots act as a detriment to creating life on the street. Given that much of the downtown core area is in fairly good shape, much of the opportunity for revitalization lies in improvements to the public realm and in enhancing the appearance for visitors.

Revitalize the North Avenue Corridor

The North Avenue Corridor, extending from Temple Avenue to Talcott Avenue, is a critical area in downtown Owego. Creating a catalyst to revitalize North Avenue would have substantial benefits by creating jobs, advancing the arts community, reducing stormwater flooding, improving quality of life, and improving aesthetics of the downtown.

North Avenue is not as dense as the downtown core, with a mix of commercial buildings built to the sidewalk, single-family homes, and vacant lots. The decreased building density contributes to a perception that North Avenue is more highway oriented, transitioning from the core downtown to a more rural setting as Route 96 extends to the north.

Reconnect with the Susquehanna River and Owego Creek Waterfronts

The Susquehanna River and Owego Creek are both assets for downtown Owego, providing recreational opportunities and contributing to the natural beauty of the area. Both the river and the creek are attractions for regional visitors as well as a quality-of-life benefit for existing and potential new residents. These waterways are also a periodic source of flooding in the village; Owego's relationship to the water is fraught with this dual scenario. The water is a great resource for residents and visitors, but it also creates a risk of flooding that sometimes threatens downtown assets.

Owego's ability to improve connections to the Susquehanna River and Owego Creek should address both sides of this double-edged sword. Opportunities for continuous public access are limited by private property, but targeted locations can be identified for potential access points. There is also limited wayfinding and signage directing visitors to existing access points to both the Susquehanna River and the Owego Creek. Maintenance of the trails in West Main Street Park can be improved and these trails could be connected to a larger network of on- and off-street pathways to create a continuous loop.

Restore Owego's Residential Neighborhoods

Owego's compact scale ensures that many of the village's residential neighborhoods are in close proximity to the downtown core and North Avenue corridor. These neighborhoods form the life of the village, providing the majority of the village's diverse housing stock in a mix of single- and two-family homes. Much of the vis in the flood plain and the vast majority of Owego's residential neighborhoods were heavily impacted by both the 2006 and 2011 floods. In some cases, homes and neighborhoods are still struggling to recover.

These areas create an opportunity for the DRI program to not only boost downtown economic activity, but also to demonstrate how the local economy is intertwined with housing affordability and resilience. Inclusion of Owego's residential neighborhoods in the DRI Area is a recognition of how important it is to support existing residents, assist homeowners in their efforts to bounce back from the flood, and provide a model for future economic and flood resilience.

OWEGO DOWNTOWN VISION STATEMENT

Owego will leverage its access to one of America's great rivers; its historical charm; its growing arts scene; its safe, friendly, and walkable atmosphere; and its proximity to major regional employers, to improve quality-of-life, resiliency, and economic opportunities for new and future residents, while attracting visitors to enjoy all of the recreational, cultural, and shopping assets that Owego has to offer.

Goal 1: Recreation

Create opportunities for recreation to draw visitors and connect residents to local natural resources to provide year-round activities for residents.

Goal 2: Arts and Culture

Make Owego a regional destination known for its arts and culture, including live theater, film, music, public art, and historic charm.

Goal 3: Downtown Experience

Maximize downtown experience for Owego residents by improving streetscapes, community facilities, and aesthetics.

Goal 4: Infrastructure

Ensure that municipal infrastructure supports residents and businesses and diminishes the impact of flooding, while maximizing cost-effectiveness of municipal services.

Goal 5: Economic Development

Bolster economic development by supporting small businesses, attracting entrepreneurs, and linking Owego residents to local jobs.

Goal 6: Housing and Neighborhoods

Strengthen existing neighborhoods and encourage new housing development to attract new residents.



DOWNTOWN REVITALIZATION STRATEGIES

Owego DRI Strategies:

Goal 1: Recreation

- Enhance connectivity to the waterfront for the enjoyment of local natural resources, including opportunities for recreation, tourism, and outdoor activity.
- Improve park and open space assets to improve quality-of-life for local residents, and attract new residents and visitors.

Goal 2: Arts and Culture

- Build an identity as a destination for arts, culture, and history in the Southern Tier.
- Provide affordable housing and work space for artists.
- Create and maintain the capacity to expand arts and culture programming and community activities.

Goal 3: Downtown Experience

- Invest in streetscape improvements that will promote walkability and increase safety for people of all ages and abilities.
- Advance urban design principles that will make for a more attractive downtown.
- Provide high-quality walking and cycling options throughout the downtown.

Goal 4: Infrastructure

- Address flood risk by encouraging sustainable improvements to village infrastructure, adding mitigation measures in existing buildings, and flood-proofing new construction in the downtown.
- Preserve downtown character by protecting historic resources and encouraging rehabilitation of existing buildings.

Goal 5: Economic Development.

- Stimulate job growth by reactivating vacant or underutilized downtown properties.
- Encourage small business expansion.

Goal 6: Housing and Neighborhoods

- Provide high-quality housing at varying levels of affordability and type.
- Provide resources to assist single-family homeowners to improve the appearance and flood resilience of their homes.
- Attract private developers to build new housing that meets market demand.

Implementation and Management

The following partners will play leading roles in managing Owego's DRI implementation:

The **Village of Owego Board of Trustees** enacts policies and legislation to guide development and manage growth, proposes and implements projects, and supports the Planning Board, Zoning Board of Appeals, and Historic Preservation Commission.

The **Tioga County Department of Economic Development and Planning** facilitates and supports actions that increase job opportunities, maximize quality-of-life, and foster a vibrant rural economy within the County. These activities include administration of grants and activities undertaken by the Tioga County Industrial Development Agency (IDA).

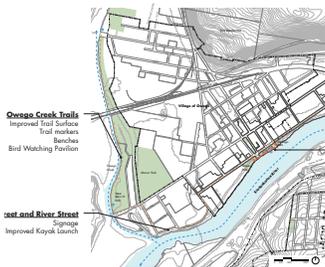
The **DRI Local Planning Committee's** 15 community leaders who developed this Strategic Investment Plan may be called upon in the future to assist with implementation as necessary.

Private and Non-profit Partners sponsor the majority of the projects recommended for DRI funding and will be integral to carrying out changes that will have an impact in achieving the program's goals.

New York State Agencies including Department of State (DOS), Homes and Community Revival (HCR), and Empire State Development (ESD), will establish contracts with local project sponsors and will work with them to ensure successful implementation.

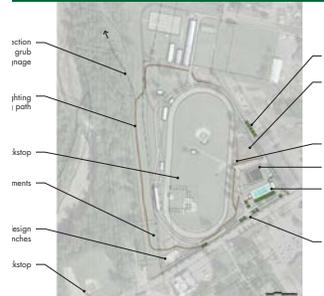
Projects Recommended for DRI Funding

1A: Connect and Activate Owego's Waterfront



Total Cost: \$641,086
DRI Funding: \$641,086
Improve the Riverwalk and Owego Creek trails.

1B: Upgrade Marvin Park to Improve Recreational Opportunities and Reduce Flooding



Total Cost: \$1,793,778
DRI Funding: \$1,433,778
Improve Marvin Park and upgrade facilities.

2A: Create a Comprehensive Marketing Strategy for Owego's Creative Community and Downtown Businesses



Total Cost: \$379,000
DRI Funding: \$350,000
Create and implement a marketing and branding strategy to promote Owego's Creative Community and improve streetscapes.

2B: Expand the Ti-Ahwaga Performing Arts Center



Total Cost: \$540,000
DRI Funding: \$290,000
Construct an addition to TPAC to allow off-stage construction of sets, allowing for additional rentals, special events, and increased revenue.

2C: Expand the Coburn Free Library to Improve Accessibility



Total Cost: \$974,500
DRI Funding: \$300,000
Construct an elevator, reading room, and handicap restroom to increase accessibility.

2D: Expand the Tioga County Historical Society Museum



Total Cost: \$1,346,046
DRI Funding: \$673,023
Construct addition to increase display of artifacts and protect storage areas from future flooding.

2E: Create the North Avenue Art Park



Total Cost: \$1,172,621
DRI Funding: \$1,172,621
Transform vacant lot to a unique, creative public park space with interactive sculpture, outdoor amphitheater, and public parking.

3A: Improve Downtown Streetscapes, Including a Redesign of Lake Street



Total Cost: \$1,777,836
DRI Funding: \$1,777,836
Create a unique shared street on Lake Street and additional streetscape improvements through downtown and on the North Avenue corridor.

Projects Recommended for DRI Funding

3B: Improve Parking Lots



Total Cost: \$441,480
DRI Funding: \$441,480
 Repave and restripe existing lots to increase capacity. Also, recommend management strategies to improve distribution of parking downtown.

3C: Create Downtown Revitalization Fund



Total Cost: \$1,200,000
DRI Funding: \$600,000
 Create a matching grant or low-interest loan fund to encourage and support investment in downtown properties.

3D: Improve Key Facades in Owego's Downtown



Total Cost: \$940,520
DRI Funding: \$475,771
 Multi-site project to improve urban design in the public realm.

4A: Upgrade Sewer Line Behind Lake Street



Total Cost: \$294,338
DRI Funding: \$294,338
 Take ownership of existing, privately-owned sewer line and implement necessary improvements to eliminate sewage backups.

4B: Adopt Flood Mitigation Design Guidelines



Total Cost: \$50,000
DRI Funding: \$50,000
 Adopt guidelines to encourage implementation of flood mitigation strategies by private property owners, including design guidelines to ensure positive impacts on the public realm.

4C: Repair Lights and Wiring on the South Side and Upgrade Downtown Electrical Connections



Total Cost: \$101,374
DRI Funding: \$101,374
 Conduct necessary repairs to fix lights on the southside and Court Street Bridge. Also, repair electrical infrastructure in the downtown to support public events.

4D: Install Southside Drinking Water System to Facilitate New Development



Total Cost: \$1,248,000
DRI Funding: \$338,250
 Construct new water tank on the southside to facilitate development of Owego Gardens II and provide a redundant water source for existing residential development.

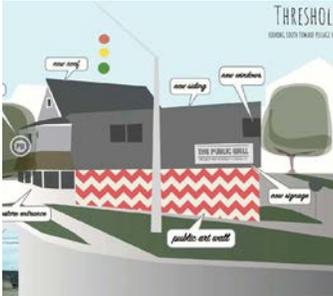
4E: Restore the Owego Central Fire Station



Total Cost: \$400,000
DRI Funding: \$400,000
 Improve visual appearance and structural stability of the facade, conduct roof repairs, and install an elevator.

Projects Recommended for DRI Funding

5A: Create the Public Well Brewery as a Gateway to North Avenue



Total Cost: \$833,700
DRI Funding: \$439,000

Renovate existing building to create a new craft brewery, artist incubator space, and two rental apartments. Would also include facade art installations and public outdoor open space.

5B: Support the Development and Expansion of Owego's Diverse Businesses



Total Cost: \$2,502,061
DRI Funding: \$1,273,990

Multi-site project to assist local businesses in expanding.

5C: Restore 167-169 Main Street with Façade Improvements and Mixed Uses



Total Cost: \$1,004,809
DRI Funding: \$123,429

Revitalize a key building at the gateway to the Village, with necessary gap funding.

5D: Expand Applied Technology Manufacturing Corp. Facility



Total Cost: \$1,570,442
DRI Funding: \$491,236

Expand light manufacturing business that improves facade of the existing building and expands local jobs.

6A: Redevelop Homes on Temple Street to Revitalize a Key Downtown Neighborhood



Total Cost: \$1,634,000
DRI Funding: \$550,000

Redevelop blighted properties, to include 4 owner-occupied single-family homes, 4 market rate townhome rentals, and 4 affordable townhome rentals.

6B: Create the Neighborhood Depot Non-Profit Hub



Total Cost: \$4,422,000
DRI Funding: \$1,000,000

Construct a new non-profit hub, with shared resources for multiple organizations. Site would be available for use by other community organizations and would also serve as a disaster recovery center.

Projects Recommended for DRI Funding

Goal 1: Recreation

- 1A Connect and Activate Owego's Waterfront
- 1B Upgrade Marvin Park to Improve Recreational Opportunities and Reduce Flooding

Goal 2: Arts and Culture

- 2A Create a Comprehensive Marketing Strategy for Owego's Creative Community and Downtown Businesses*
- 2B Expand the Ti-Ahwaga Performing Arts Center
- 2C Expand the Coburn Free Library to Improve Accessibility
- 2D Expand the Tioga County Historical Society Museum
- 2E Create the North Avenue Art Park

Goal 3: Downtown Experience

- 3A Improve Downtown Streetscapes, Including a Redesign of Lake Street
- 3B Improve Parking Lots
- 3C Create Downtown Revitalization Fund*
- 3D Improve Key Facades in Owego's Downtown (Multi-Site Project)

Goal 4: Infrastructure

- 4A Upgrade Sewer Line Behind Lake Street
- 4B Adopt Flood Mitigation Design Guidelines*
- 4C Repair Lights and Wiring on the South Side and Upgrade Downtown Electrical Connections
- 4D Install Southside Drinking Water System to Facilitate New Development
- 4E Restore the Owego Central Fire Station

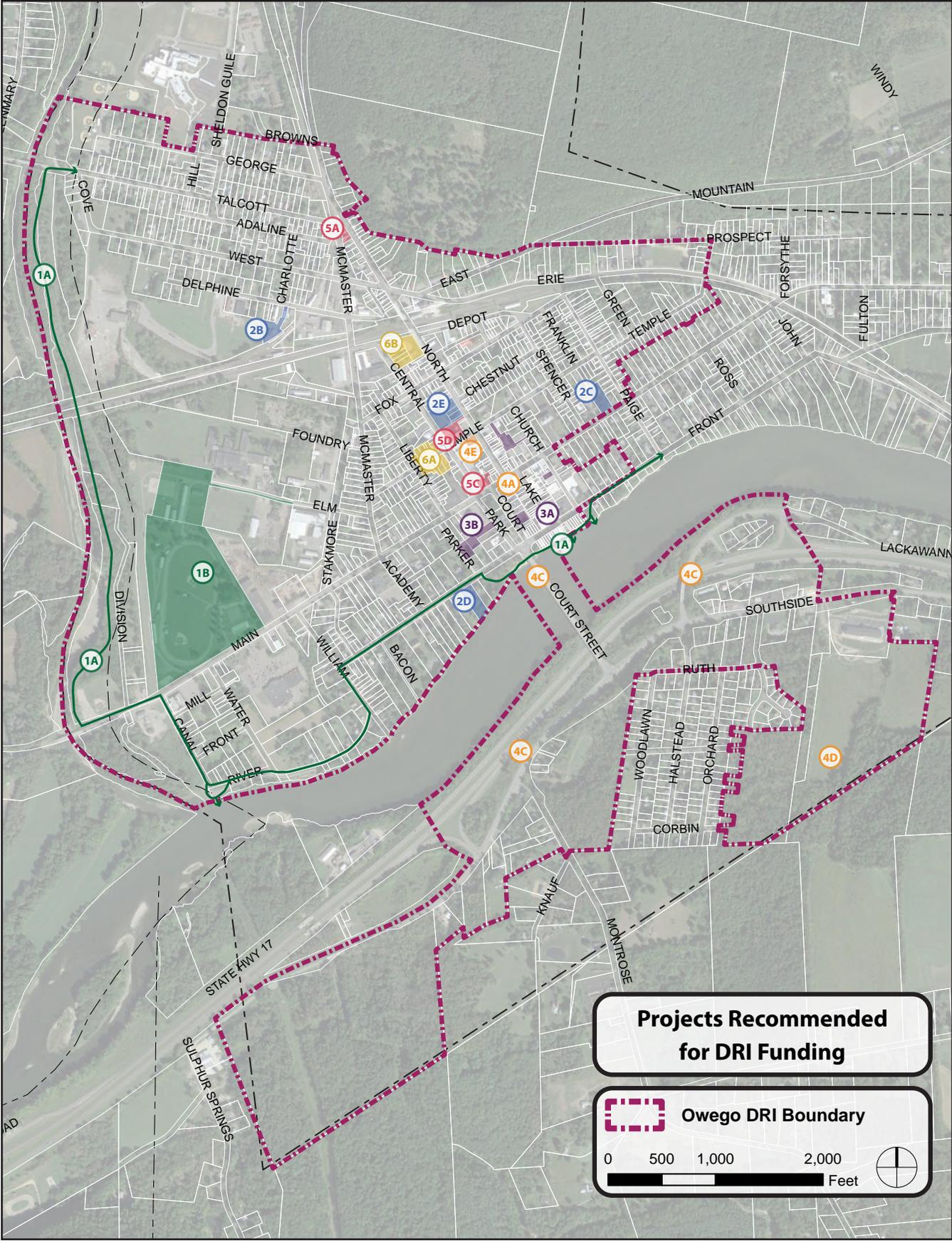
Goal 5: Economic Development

- 5A Create the Public Well Brewery as a Gateway to North Avenue
- 5B Support the Development and Expansion of Owego's Diverse Businesses (Multi-Site Project) *
- 5C Restore 167-169 Main Street
- 5D Expand Applied Technology Manufacturing Corp Facility

Goal 6: Housing and Neighborhoods

- 6A Redevelop Homes on Temple Street to Revitalize a Key Downtown Neighborhood
- 6B Create the Neighborhood Depot Non-Profit Hub

* Projects not mapped



SECTION I: DOWNTOWN PROFILE AND ASSESSMENT



INTRODUCTION

Located in the Southern Tier region, the Village of Owego is a walkable, historic downtown surrounded by established residential neighborhoods and adjacent to the Susquehanna River. Owego is well positioned for future investment and development by capitalizing on its thriving arts scene, existing businesses, natural beauty, and proximity to regional assets.

The Owego DRI Area is connected to regional assets by Route 17 (future Interstate 86) and Route 96. Owego is located in close proximity to other population centers and regional attractions, including Binghamton, Tioga Downs Casino Resort, Elmira, Corning, Ithaca, and the Finger Lakes (Figure 1).

Owego has positioned itself as a potential hub of arts and culture in the Southern Tier, as well as an employment node and family-friendly community with access to larger centers in Binghamton and Ithaca. Recent restoration of historic buildings and new development show that Owego's revitalization is on its way. DRI funding will help provide a catalyst to continue this process.

Downtown Owego can be defined by four distinct geographical areas, each with different existing conditions and different needs to promote revitalization. While the DRI goals and strategies are appropriate for the entire DRI area, it is also useful to consider these more localized issues in assessing the overall needs of downtown Owego. Each of these areas needs to be successful in order to achieve comprehensive revitalization of downtown Owego.

This plan approaches revitalization of these geographical areas in the following ways:

- Downtown Core: Reinforce the mixed-use core of Front Street, Main Street, Lake Street and Courthouse Square.
- North Avenue Corridor: Revitalize the North Avenue corridor to establish a sense of place, increase activity, and improve aesthetics.
- Waterfront: Reconnect with the Susquehanna River and Owego Creek waterfronts as important amenities for recreation and local character.
- Neighborhoods: Restore the neighborhoods as essential to the community, enhancing their appeal for residents at every stage of their life and at various income levels.

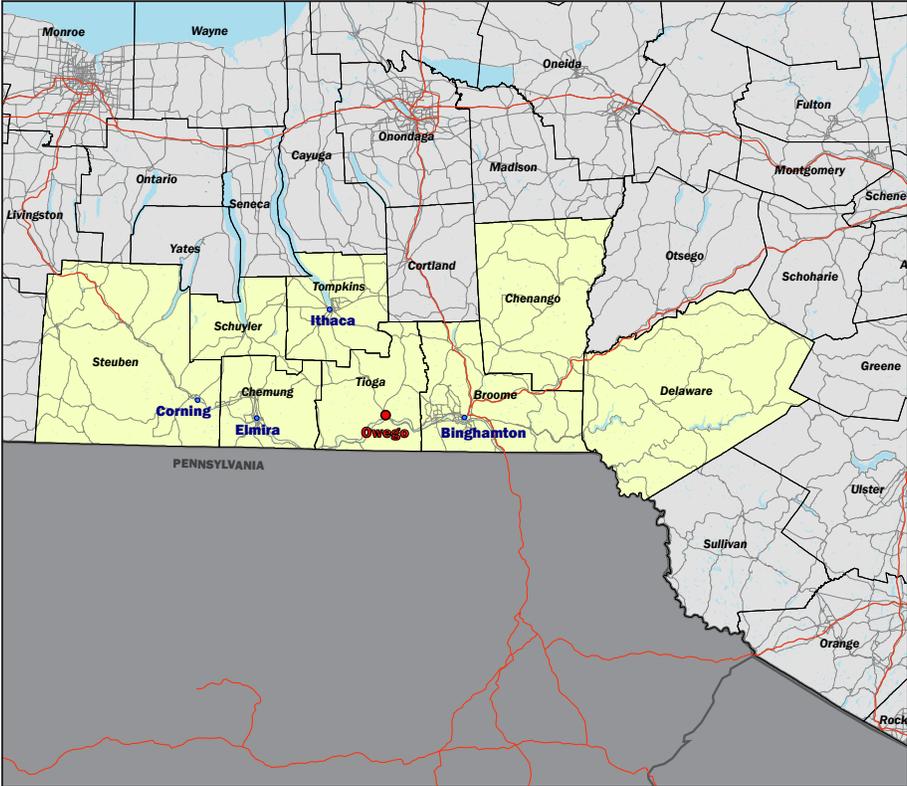
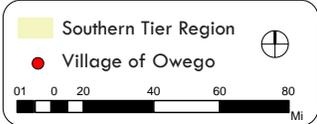


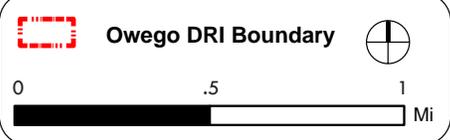
Figure 1: Southern Tier Region



Source: NYS GIS Clearinghouse



Figure 2: Owego DRI Area



Source: Tioga County Planning Department, 2018

DRI AREA BOUNDARY

Study Area

The boundary for the DRI area was chosen to take advantage of the walkable, compact character of the historic downtown area of the Village of Owego. The DRI area connects the downtown as well as the transitional business and residential area between the Southside and North Avenue Corridor to employers; established residential neighborhoods; and amenities that support and enhance downtown living, quality-of-life, and arts and cultural attractions (Figure 2).

The boundary of the DRI area stretches between two primary gateways that lead into the Village of Owego. The DRI area includes residential neighborhoods surrounding the Southern Gateway, which extends along the I-86/17 and State Route 434 corridors on the Southside of Owego. From there, it continues over the Susquehanna River via the Court Street Bridge/State Route 96, and into the village's historic downtown central business district. The boundary then stretches west along Front Street and includes all properties from Front Street to the east side of William Street. It intersects with State Route 17C and continues north along the village's western municipal boundary line, which encompasses the village's Fairgrounds, Marvin Park, and an industrial redevelopment site that lies just north of the Norfolk Southern and Owego Harford Railway's interchange. This boundary also includes the residential neighborhood known as "The Flats."

The northern boundary extends along George Street to the intersection of State Routes 38 and 96, which is the second major Gateway into the Village of Owego. It continues south along State Route 96 and encompasses another residential neighborhood to the east that extends from East Avenue to Prospect Street and runs south along East Temple Street and Paige Street. It intersects with Main Street and continues west to Church Street. From there it continues to the southern boundary of the village's historic downtown central business district.

The total village area encompasses approximately 2.5 square miles, and the village has a population of approximately 3,787 people. The DRI boundary is approximately 1 square mile, with numerous businesses, four municipal parks, a local community theater, a movie theater, walking paths that connect the downtown with the Susquehanna River, and a historic commercial district that is listed on the State and National Registers of Historic



View of Downtown Owego from Evergreen Cemetery

Places. Approximately 63 percent of the DRI area is in a floodplain, including 48 percent located in the 100-year floodplain.

Regional Context

Owego is located in the Southern Tier Region of New York State in Tioga County on the Susquehanna River, at the gateway to the Finger Lakes (Figure 1). The I-86/17 corridor runs through the village and provides easy access to major population centers, employers, educational institutions, and airports across the region and New York State.

Owego’s location on the Susquehanna River offers the village a sense of place and opportunities for outdoor recreation. However, the river has also been the source of flooding that has caused severe damage to the community as recently as 2006 and 2011. In 2011, 85 percent of buildings in the village were damaged by flooding. Owego is a historically significant community with the longest contiguous historic district in New York State.

History

Founded in 1787 and incorporated in 1827, the Village has served as the County Seat of Tioga County since 1822, making it an important regional economic and institutional center. The Village has been home to many notable people over the years, including Lt. Ben Loring, J. Alden Loring, T.C. Platt, Belva Lockwood, Margaret Hastings, Raphael Pumpelly, Isaac S. Catlin, Benjamin Tracy, Richard Stout, Henry Martyn Robert, John D. Rockefeller, and Washington Gladden. Owego and the region were home to important figures of the Women’s Suffrage Movement, which began with the first women’s convention held in Seneca Falls in 1848. Belva Lockwood, a proponent of equal rights who ran for president of the United States before women had the right to vote, worked at a former female seminary in Owego in the 1860s. Lockwood was a contemporary of Susan B. Anthony; the two met in New York while Anthony was working to found the National Woman Suffrage Association. Anthony also visited Owego on several occasions, including in 1894 when she spoke at the Tioga County Courthouse and stayed at the home of her personal secretary who lived on Front Street. The region also has a significant history as part of the Underground Railroad. Owego was a stop for escaped slaves passing from Pennsylvania on their way north. Properties in the Village feature tunnels, hidden rooms, and passageways that date back to this period.



Front Street Businesses



North Avenue

Founded in 1787 and incorporated in 1827, the village has served as the county Seat of Tioga County since 1822, making it an important regional economic and institutional center. The village has been home to many notable people over the years, including Lt. Ben Loring, J. Alden Loring, T.C. Platt, Belva Lockwood, Margaret Hastings, Raphael Pumpelly, Isaac S. Catlin, Benjamin Tracy, Richard Stout, Henry Martyn Robert, John D. Rockefeller, and Washington Gladden. Owego and the region were home to important figures of the Women's Suffrage Movement, which began with the first women's convention held in Seneca Falls in 1848. Belva Lockwood, a proponent of equal rights who ran for president of the United States before women had the right to vote, worked at a former female seminary in Owego in the 1860s. Lockwood was a contemporary of Susan B. Anthony; the two met in New York while Anthony was working to found the National Woman Suffrage Association. Anthony also visited Owego on several occasions, including in 1894 when she spoke at the Tioga County Courthouse and stayed at the home of her personal secretary who lived on Front Street. The region also has a significant history as part of the Underground Railroad. Owego was a stop for escaped slaves passing from Pennsylvania on their way north. Properties in the village feature tunnels, hidden rooms, and passageways that date back to this period.

Owego grew in prominence in the mid-19th century with the creation of an important regional rail system. In the 1830s, the second railroad to be chartered in New York State was built between Owego and Ithaca, providing a route via Cayuga Lake from the Erie Canal to the Susquehanna and points south. When the Erie Railroad pushed its way through the Southern Tier joining New York and Buffalo via Owego during the 1840s, the village enjoyed further growth. Manufacturing and industry grew, and the community flourished through the 19th and 20th centuries, resulting in commercial buildings of varying architectural styles being constructed along Front, Lake, and Main Streets and the first block of North Avenue.

In the 1950s, IBM constructed a new federal systems plant in the Town of Owego just east of the border of the village. This bolstered the existing job base, created additional employment opportunities, and had a positive impact on local development and quality-of-life in and around the Village of Owego. However, the IBM plant, and numerous area subcontractors were dependent on federal Department of Defense contracts, which declined at the end of the 1980s and early 1990s. Approximately 2,500 jobs were lost during this period due to reductions in the workforce at IBM Federal Systems and the related closing of SCI systems, another local defense contractor. While the industrial picture in the vicinity of Owego has improved since the sale of the former IBM facility to Lockheed Martin in 1996 and the more recent establishment of other manufacturing operations, the impact of many village residents losing well-paying jobs reverberated throughout the local economy and continues to be felt today. Many small, local businesses closed, unemployment rose, and the tax base declined. The population also began to decrease as well-trained workers left the area in search of jobs. In response, much of the Village of Owego was declared part of the Tioga County Empire Zone.

In 2011, the village was devastated by Tropical Storm Lee, with 85 percent of the community affected by floodwaters; residents in the Flats and Turtle Town neighborhoods suffered the most extensive impact. Municipal buildings and critical facilities, including offices, highway equipment storage areas, and the Owego Apalachin Elementary School, were severely damaged. Residents and businesses rebuilt and have largely recovered, but evidence of the flood is visible in a few elevated houses, along with unrepaired, abandoned or razed buildings scattered throughout the village.

Recent Investment

Despite the loss of jobs, flooding events, and associated economic hardships faced by Owego in the past 30 years, recently there has been an influx of investment in the downtown (Table 1). New businesses are growing alongside existing ones, buildings have been renovated and reused, and downtown Owego currently projects the vision of a community that has invested in itself. A number of projects within the village are planned, under construction, or recently completed. All of these developments are concentrated in the Owego DRI Area, and most feature a residential component. Most residential units are income- or age-restricted as required by their public funding program.

Table 1: Recent Investment in the Village of Owego

Project	Description	Grants/Public Funding Programs	Comments
Owego Gardens 130 Southside Drive	3-story, 62-unit age-restricted (55+) and income-restricted apartment building; one- and two-bedroom units	CDBG Disaster Recovery/Homes and Community Renewal; Low Income Housing Tax Credits; Tax Exempt FHA bonds and mortgage insurance.	\$12.5 million project; opened in January 2017
Gateway Building 200-204 Front Street	3-story mixed-use building; four retail spaces; new Tioga County Tourism office; public restrooms; eight one-bedroom units; affordable apartments	Small Project Affordable Rental Construction Program (SPARC); Restore New York Communities Initiative	\$2.9 million project; opened November 2018
Owego Parkview Inn 145 Front Street	3-story mixed-use building; nine room boutique hotel; five affordable apartments; ground-floor restaurant	New York Main Street; Tioga County IDA Commercial Facade Improvement Loan Program; Tioga County IDA Free Paint Program	Reopened February 2019 following renovation
Belva Lockwood Inn 249 Front Street	Luxury inn with five guest rooms with private baths	Tioga County IDA Commercial Facade Improvement Loan Program; Tioga County IDA Free Paint Program	Opened January 2019
167-169 Main Street 171 Main Street	Restoration of a 3-story mixed-use building; ground-floor retail/professional office space and 10 apartments	Restore New York Communities Initiative	Planning stage
Owego Gardens 2 Southside Drive	62 apartments, 32 townhouse units; workforce housing	Housing Finance Agency (HFA) New Construction Program; HFA Middle Income Housing Program; HFA Homes for Working Families Program	Planning stage; received local approvals

PLANNING CONTEXT

Summary of Recent Plans and Projects

Owego has benefitted from recent planning efforts that have shaped the village, county and region and have helped identify key priorities for the DRI Plan. These studies include:

Marvin Park Master Plan (2002)

The park Master Plan recommends projects and programs designed to strengthen Marvin Park as a local and regional recreation resource. Recommendations include improvements to entrances, infrastructure, recreation areas (playground, pool, picnic area, infields, and trails), a youth area, an agricultural extension complex, a recreational vehicle and tent camping area, and landscaping. The plan recommended that small aesthetic improvements visible to the public be made first, followed by the trail project. The plan emphasized a need for planning and development controls that would set the tone for the overall image of the park with support from municipal institutions.

Brownfield Opportunity Area Pre-Nomination Study (2011)

In 2011, Owego completed the first step in New York State's Brownfield Opportunity Area (BOA) Program. The proposed study area is roughly bordered by Owego Creek to the west, State Route 17C to the south, the Norfolk Southern rail lines to the north, and Stakmore Lane/McMaster Street to the east. The study area, which the DRI boundary encompasses, includes a grouping of industrial, commercial, and vacant or underutilized parcels, in addition to recreational uses. The pre-nomination study included a preliminary analysis that identified opportunities for revitalization, including improvements to recreational facilities at Marvin Park and West Main Street Park, redevelopment of vacant parcels along McMaster Street and Stakmore Lane, and expansion of existing businesses with BOA program support.

Village of Owego Hazard Mitigation Plan (2012)

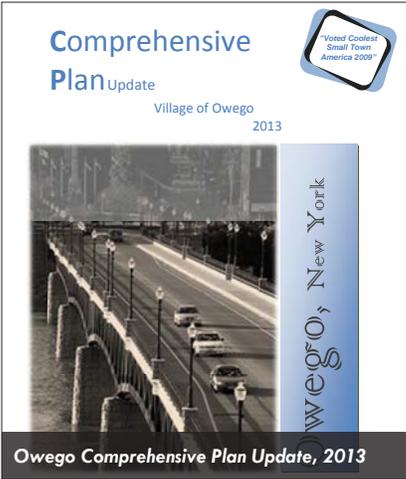
The village conducted a hazard mitigation plan in 2012 to identify vulnerabilities and propose initiatives to mitigate future risk. Owego faces frequent flood, severe winter storm, severe storm, and drought hazards, with high risk recorded for floods and severe winter storms. The plan estimates that 1,974 residents live within the 100-year floodplain (47.1% of the village's total land area). It was estimated that 86.6% of the municipality's general building stock replacement cost value (estimated at over \$484 million) is located in this area. The village has an emergency manager and National Flood Insurance Program (NFIP) floodplain administrator, but lacks other supportive administrative and technical staff. Past mitigation actions include the procurement of funds to elevate 62 homes and acquire 34 homes starting in 2012 with Hazard Mitigation Grant Program (HMGP) elevation and buyout grants. The village purchased generators, completed soil stabilization projects, and performed flood proofing on historic buildings.

Comprehensive Plan (2013)

The updated village Comprehensive Plan outlined a vision for policies and projects to guide future development and growth. The document included a future land use plan to serve as a conceptual guide for desired development patterns, as well as a matrix of strategies the village should undertake to achieve its vision for the future.

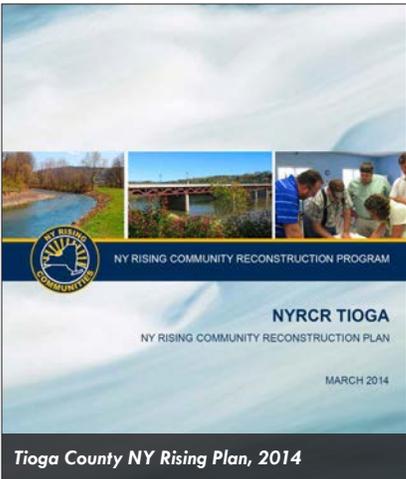
Village of Owego Long Term Community Recovery Strategy (2013)

The village received funding from the New York Department of State (DOS) to assess its existing natural resources to understand the overall conditions of rivers and streams and identify a vision for recovery following the flood damage caused by Hurricane Irene and Tropical Storm Lee in 2011. The 2013 plan identified the 100-year floodplain as the priority area for long term recovery, and identified six initiatives to support the overall vision: prevention activities, property protection, emergency services measures, public information, structural projects, and natural resource protection. Recommendations to achieve these goals included additional studies, administrative changes to local codes, green infrastructure projects, and implementing programs for technical assistance, public awareness, and relocation. Flooding at the North Avenue underpass was identified as a hindrance to evacuation. It was recommended that stormwater interceptors be installed as well as a backup generator for the pump.



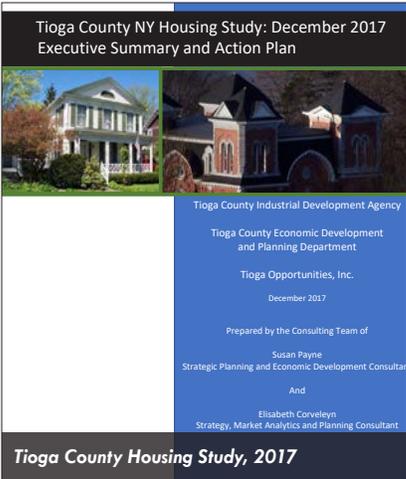
Tioga County 2013 Visitor Research

Young Strategies, Inc. (YSI) conducted a study to analyze the health of tourism in Tioga County. YSI provided a lodging analysis, visitor profile, assessment of community leadership, and identified strengths, weaknesses and obstacles the county must overcome. The study concluded that the county should focus advertising on the three-hour drive market; driving year-round growth; developing evening entertainment, retail, and dining; and promoting weddings, small meetings, and group tours to boost tourism. The strategic direction that the study outlined included the assessment that Owego is the core of Tioga County, and should be the root of future growth in tourism.



Tioga County NY Rising Community Reconstruction Program (2014)

In 2014, Owego was one of five communities in Tioga County eligible to receive up to \$3 million in U.S. Housing and Urban Development (HUD) Community Development Block Grant – Disaster Recovery (CDBG-DR) implementation funds through the NY Rising Community Reconstruction Program (NYRCR). The five communities, all significantly impacted by Hurricane Irene and Tropical Storm Lee, prepared a joint NYRCR plan that identified critical issues in the community and made a series of recommendations for reconstruction, and to mitigate negative impacts of future flood events. The plan recommended that the village relocate its DPW and codes office out of the floodplain, create a stormwater management plan and undertake improvements to public infrastructure, create a regional business incubator node to support businesses struggling to recover from flooding, update resilience tools including the zoning ordinance, and outline an emergency preparedness and notification plan.



Tioga County Housing Study (2017)

In 2017, the Tioga County Industrial Development Agency (IDA), Tioga County Department of Economic Development and Planning, and Tioga Opportunities, Inc. commissioned a housing study to better understand regional trends and housing needs. This study is discussed in more detail in the Real Estate Market section of the Downtown Profile.

Village of Owego Focus Area Screening Results (2018)

In 2018, a preliminary analysis indicated potential for a flood risk management project in Owego to protect from overbank flooding along Owego Creek at its confluence with the Susquehanna River. Potential alternatives were identified. Alternative 1 is a “no action” scenario. Alternative 2 would modify the existing non-federal berm along Owego Creek, at an estimated cost of \$3 million. Alternative 3 would build a new Flood Risk Management (FRM) structure along Downtown Owego or the Brick Pond Park area at an estimated cost of \$28-\$34 million. Alternative 3 could have social and cultural impacts on the village, as the historic district riverfront would be affected. Alternative 4 would include the clearing, snagging, and shoal removal along parts of the Creek and River. This final alternative would require more detailed analysis of potential impacts. Additional alternatives, including dredging of the River and Creek, could have more significant environmental impacts.

Upper Susquehanna River Basin Flood Risk Management Feasibility Study (2016-2019)

This study commenced in 2016 and is projected to finish in 2019. The purpose is to identify and evaluate flood risk to communities within the Upper Susquehanna River Basin, with the goal of identifying strategies to manage and reduce flood risk. The plan is updating topographic surveys, creating a comprehensive flood model, and producing an Environmental Impact Statement and Feasibility Report based on an analysis of alternatives and cost estimates. As of 2018, hydrologic and hydraulic data collection and model update were complete, and updates of economics of existing Flood Risk Management infrastructure was underway.

Village of Owego Parking Study (2019)

The Binghamton Metropolitan Transportation Study (BMTS), the Metropolitan Planning Organization (MPO) for the Binghamton region, completed a draft parking study in March 2019 for a four-block area of downtown Owego bordered by Park, Front, Church, and Temple Streets. The study looked at public on- and off-street parking capacity and utilization, with recommendations for physical improvements to parking resources as well as parking management strategies to improve efficiency and address concerns of inadequate parking.

POPULATION

Total Population

Owego is a village of 3,787 people according to the 2016 American Community Survey. The village’s population has declined since 2010 (3,896) and 2000 (3,911). Tioga county’s population has faced a similar decline; in 2016, the county’s population was 49,649 people, down from 51,125 in 2010, and 51,784 in 2000.



Household Size

Owego had 1,623 households in 2016, with an average household size of 2.26. Tioga County had 19,705 households in 2016 with a larger average household size (2.49).



Age

Owego’s median age was 35.8 in 2016, lower than the county’s median (43.9). Owego’s median age has dipped (39.6 in 2010 and 38.4 in 2000), while the county’s median age increased from 42.5 in 2010 and 38 in 2000.



Income

In 2016, median household income in Owego was \$50,060, slightly lower than Tioga County’s median household income of \$58,115. In 2016 an estimated 17.7% of the population of Owego was below the poverty line, higher than the county’s percentage (11%).



Employment

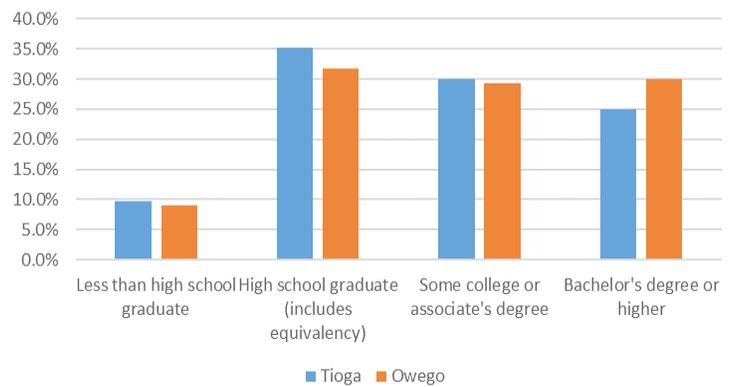
The unemployment rate in Owego was 7.5% in 2016, slightly higher than the county rate (6.7%).



Education

In 2016, Owego had a higher percentage of residents 25 and over with a bachelor's degree or higher (30%) than Tioga County (25%). The village and county had similar levels of educational attainment overall; in both places, the largest portion of the population had a high school degree only (35.3% in Tioga County and 31.8% in Owego). Approximately a third of residents 25 and over in both Tioga County and Owego had some college or associate's degree, and 10% of the population 25 and over had less than a high school degree (Figure 3).

Figure 3: Educational Attainment, Residents 25+, 2016

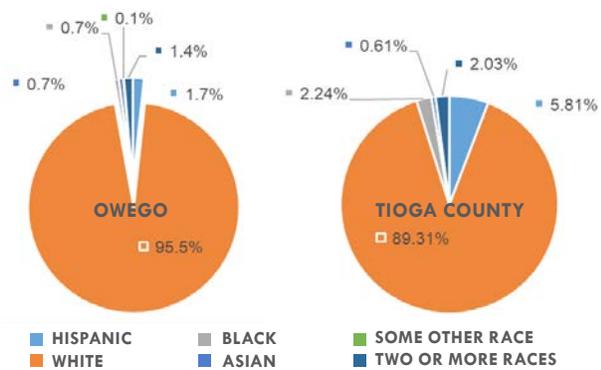


Source: American Community Survey, 2016

Race and Ethnicity

In 2016, Owego's population was 89.3% White. The second largest group was Hispanic/Latino (5.8%), followed by 2.24% Black, and 2% two or more races. In 2016 Tioga County was 95.5% White, 1.7% Hispanic/Latino, 1.4% two or more races, 0.7% Black and 0.7% Asian (Figure 4).

Figure 4: Race/Ethnicity, 2016



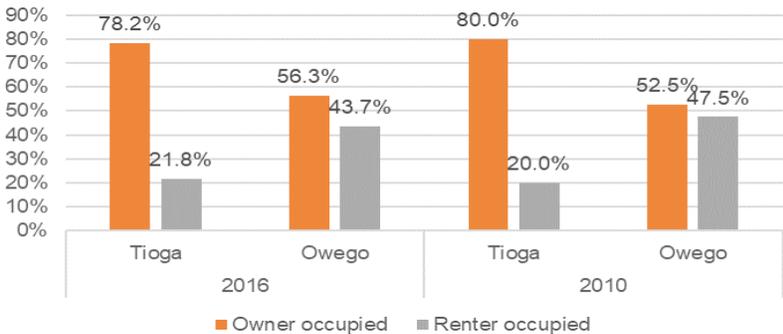
Source: American Community Survey, 2016

Housing Tenure

Owego’s housing stock included 1,897 units in 2016, with a vacancy rate of 14.4%, slightly higher than Tioga County’s vacancy rate (11.1% of its 22,170 units).

In 2016, Owego had a slightly higher percentage of owners (56.3%) than renters (43.7%). However, the percentage of rental units in Owego was more than double that of Tioga County (21.8%). The percentage of owner-occupied housing units in Owego has increased 3.9% from 2010, while the number of owner-occupied units as a percentage of the total in Tioga County decreased by 1.7% since 2010 (Table 2, Figure 5).

Figure 5: Housing Tenure 2010-2016, Tioga County and Village of Owego



Source: American Community Survey, 2016

Table 2: Housing Tenure

2016	Tioga County		Village of Owego	
	Number	Percent	Number	Percent
HOUSING OCCUPANCY				
Total housing units	22,170	100	1,897	100
Occupied housing units	19,705	88.9	1,623	85.6
Vacant housing units	2,465	11.1	274	14.4
2010	Tioga County		Village of Owego	
	Number	Percent	Number	Percent
HOUSING OCCUPANCY				
Total housing units	22,203	100	1,873	100
Occupied housing units	20,350	91.7	1,678	89.6
Vacant housing units	1,853	8.3	195	10.4

Source: American Community Survey, 2016

Age of Housing Stock

Approximately two-thirds of Owego’s housing stock was built before 1940, while less than one-third of Tioga County’s housing dates back to 1939 or earlier. Tioga County has a more balanced distribution of housing stock by year built (Table 3, Figure 6).

For additional information on the residential market in Owego, see the Residential Real Estate Market section on page 1-28.

Figure 6: Age of Housing Stock, Owego and Tioga County, 2016

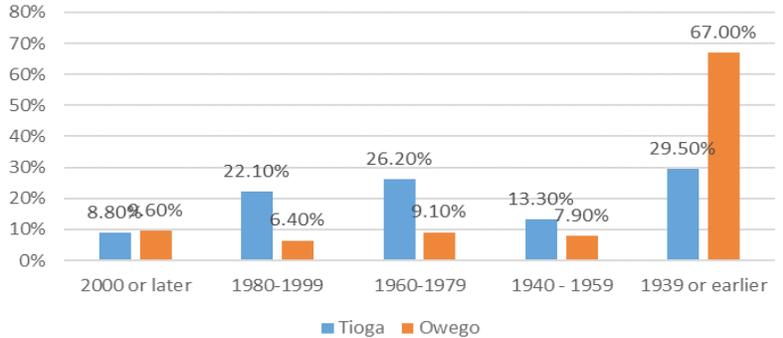


Table 3: Age of Housing Stock

YEAR STRUCTURE BUILT	Tioga County	Village of Owego
2000 or later	8.8%	9.6%
1980-1999	22.1%	6.4%
1960-1979	26.2%	9.1%
1940 - 1959	13.3%	7.9%
1939 or earlier	29.5%	67.0%
Total housing units	22,170	1,897

LAND USE AND PHYSICAL CHARACTERISTICS

Residential Characteristics

The majority of Owego's residential units are single-family homes, although there are some 2-3 family homes close to the downtown core, upper-floor residential units in mixed-use buildings downtown, and some multi-family buildings. Predominantly residential neighborhoods are located directly northeast and southwest of the downtown core, west of Route 96 north of the core, and in the Halstead development and Owego Gardens on the south side of the Susquehanna River (Figure 7).

The corridor along Front Street and Main Street is characterized by high-quality historic homes, many of which have been restored. To the north of these historic homes, the neighborhoods around Temple Street are generally characterized by smaller lots homes, both to the east and the west of the downtown core. Some structures in these neighborhoods still exhibit damage from the 2011 flood event. These residential areas are largely—but not exclusively—single-family. Many are two-family homes, providing a moderate degree of residential density in close proximity to the downtown core.

The Flats neighborhood, north of the railroad tracks, has similar characteristics, including persistent flood damage and a mix of single- and two-family homes. Proximity to the Owego Creek creates potential future flood risk in this neighborhood as well. The Flats also has several vacant parcels. While farther from the downtown core, this area is still in walking distance to several other neighborhood resources, including the Owego Apalachin schools complex, Ti-Ahwaga Community Players, and commercial uses on McMaster Street and North Avenue.

Owego has a wide range of housing types, but still struggles to provide the housing that attracts young professionals that could help to boost the vitality of the village. In particular, the housing stock of single- and two-family homes is aging and still exhibits some damage from recent floods. There may be a need to renovate some of these existing residential units to provide modest, but quality housing options.

While some young professionals may be interested in taking on a home improvement project, many are looking for turn-key starter homes, which are in short supply in the village. Like many communities around New York State, Owego lacks housing in the “missing middle” market. Restored historic homes and recent adaptive reuse projects provide high-end housing options, and affordable senior housing at Owego Gardens and the aging single-family housing stock provides lower-cost housing options. However, the ability to reduce outmigration of young people and attract new residents depends upon having a larger market of quality, middle-income housing.

Commercial Districts

Areas designated for commercial and industrial activity in Downtown Owego create opportunities for new development to attract more activity to the village. Owego's DRI Area includes three primary commercial areas: the downtown core, the North Avenue Corridor, and the Southside Business Node.

Owego's downtown core generally includes parcels fronting on Park Street and Central Avenue to the west, and Church Street to the east. The core extends from the Susquehanna River north to Temple Street. This area is a walkable, mixed-use district, with a diverse mix of business types, including multi-family and mixed-use buildings, commercial uses, and many of the village's municipal facilities. Lake Street and Front Street are great assets for the Village of Owego: beautiful urban streetscapes that support a vibrant collection of restaurants, galleries, and boutiques. Main Street and North Avenue have the potential to follow that successful model. Historic buildings

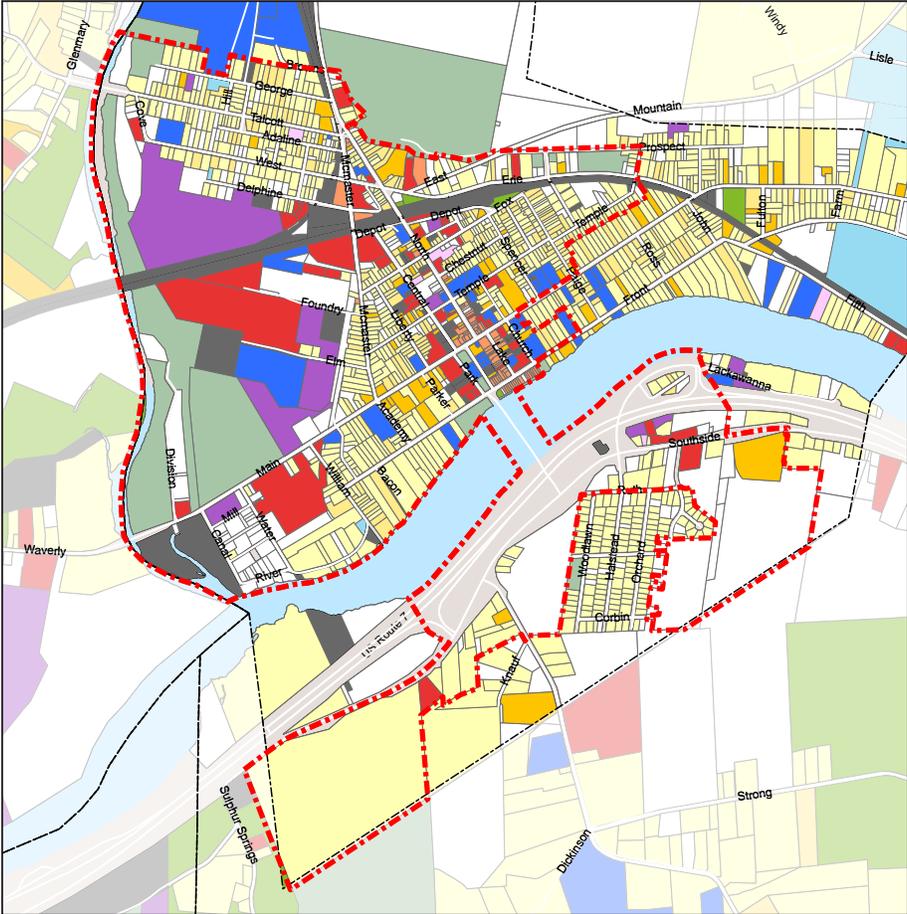
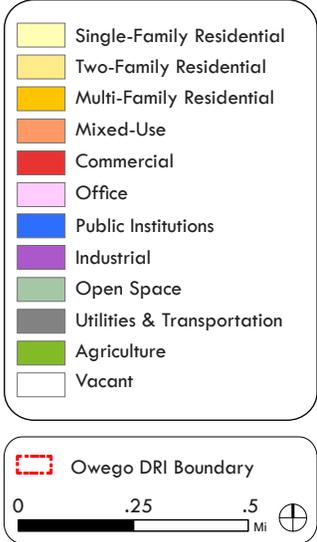


Figure 7: Owego DRI Area Land Use



Source: Tioga County Planning Department, 2018

provide a framework for revitalization in this area, but vacant storefronts and the need for facade improvements have hindered the area. Improvements to buildings and cultural facilities, new businesses, and renovated upper floor apartments on Main and North provide opportunities to fill in gaps in activity in a compact downtown core.

The North Avenue Corridor extends from Temple Street to the northern boundary of the DRI Area at Browns Lane. Land uses on North Avenue are diverse, including restaurants, houses of worship, single-family homes, auto-oriented uses, and some commercial establishments. The section from Fox Street to West Avenue/East Avenue is largely light industrial. This area is split by freight railroad tracks where North Avenue dips for the underpass. Although direct street access is limited in this area due to the underpass, these industrial sites create an opportunity to bring in new jobs to the downtown area.

The Southside Business Node is located south of the Susquehanna River, just east of the Route 434 Access Road, near Owego Gardens. The characteristic of this area is primarily highway-oriented uses, such as a used car dealer, service shop, and gas station. Although this area is somewhat removed from the downtown core, it is in close proximity to several residential developments, including Owego Gardens and the Halstead neighborhood. Potential improvements here could create a more walkable streetscape and attract neighborhood convenience businesses that serve the local community.

Retail Microclimates

There are four distinct retail microclimates where businesses share a customer base. Each microclimate has unique characteristics and challenges which may require different approaches to revitalization (Figure 8).

- **Front & Lake:** Retail mix is largely driven by retail, food and beverage, and functions as a regional destination catering to both residents and visitors.
- **North & Main:** Predominantly service providers, likely serving a more local clientele.
- **Court Square:** Characterized by government and related uses, as well as professional services and food and beverage uses that benefit from the presence of workers and visitors to governmental facilities.
- **Drivers' District:** This area is less pedestrian-focused, with larger-format retail and food/beverage offerings (e.g. Rite-Aid, CVS, and Dunkin' Donuts) that serve the downtown core but are also typical of auto-oriented strip commercial environments.

Along the two key commercial corridors of Front Street and Lake Street, vacancy rates are in keeping with a healthy downtown district. Along North Avenue, however, the 24% vacancy rate likely speaks to structural challenges associated with the business environment.

Road Network

Owego is served by two major state routes. State Route 17, via the Susquehanna River Bridge, bisects the village north-south and serves as the southern gateway to the downtown. SR 17 extends 397 miles through 11 counties in the Southern Tier. Parallel to SR 17 on the north side of the river is State Route 17C, a primary east-west corridor that also functions as Front and Main Streets within the village (Figure 9).

As a result of the downtown's road accessibility, there is a high level of truck traffic traveling north through the village along Route 17 after exiting I-86. Truck traffic has negative impacts on the historic downtown, including noise and exhaust pollution, congestion, and disruption to the pedestrian environment.

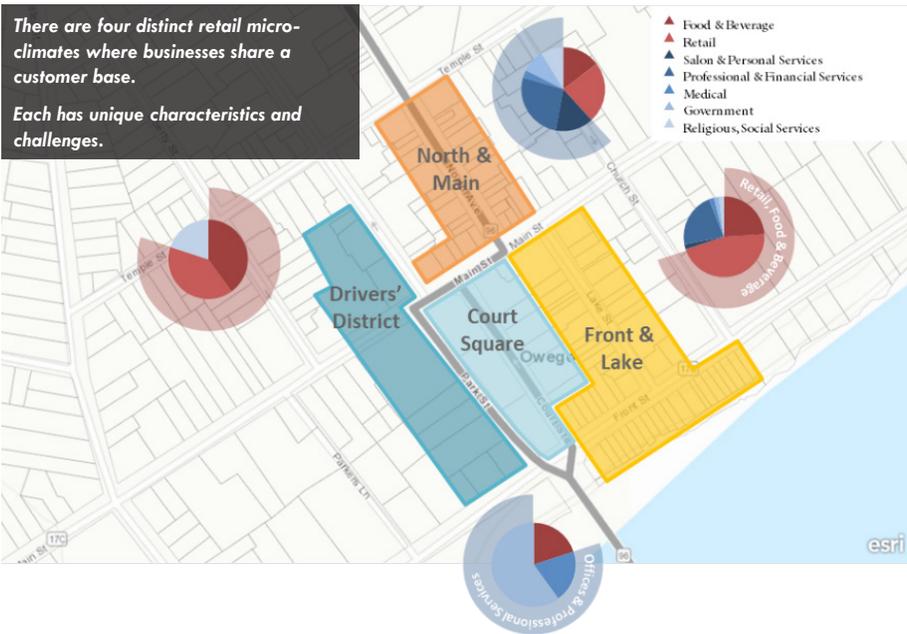


Figure 8: Retail Microclimates, Mix of Retail

Source: Larisa Ortiz Associates, 2018



Figure 9: Road Network

Source: Tioga County Planning Department, 2018

The Norfolk Southern rail line runs east-west through the village, providing an efficient industrial and manufacturing link to cities across the Northeast. The Owego & Harford Railway provides shortline service connecting the village to Harford Mills in Cortland County.

Currently, the village has no public transit access. In 2015, the village closed its Ride Tioga public transit system. Reinstating public transit access could improve residents' access to regional job centers and medical centers, and decrease auto dependence.

Parking and Circulation

The downtown area of the village is served by a combination of public on-street parking and by public and private lots (Figure 10, Figure 11). Public parking throughout the downtown core is well-located and evenly distributed, while private parking lots scattered throughout the downtown provide additional parking opportunities for those visiting the village. When combined, these lots account for a significant portion of land use in the DRI area.

Despite this significant amount of parking, much of it is underutilized. Some of the most convenient parking spots (i.e., on Lake and Front Streets and in the Court Street Lot) are taken up for the full day by downtown business owners and employees, making them unavailable for shoppers. Meanwhile, at the other public parking lots, the location of entrances and exits make them hard to identify and access, especially for first-time visitors. Although most parking lots are well-connected to shopping areas via alley pathways, a lack of clear signage means these pathways are underused.

Owego's existing circulation system – including several one-way streets and truck routes – also creates challenges for visitors, particularly pedestrians, trying to reach shopping and dining attractions. At a basic level, there is limited visibility of the downtown offerings at major gateways and vehicular access points, and the limited online presence of many local businesses affects how the entire district appears online. Thus, visitors driving past the village on the highway may be unaware that a thriving downtown district is located nearby.

Even if visitors do exit the highway to reach downtown Owego, finding parking can be difficult due to the circulation network and a lack of clear wayfinding. Customers are required to take a circuitous route to existing public parking lots. Every additional turn likely results in the “peeling off” of customers leaving downtown, particularly among visitors for whom existing downtown traffic patterns are unfamiliar and potentially frustrating (Figure 12).

Many of the downtown public parking lots lack striping, so cars do not park efficiently. Downtown lots can support more spaces with good striping and more efficient layout. In addition, the village's historic alleyways are the pass-through between storefronts and parking, but they are not clearly marked, making them ineffective for connecting shoppers to downtown assets.

Court Street is the most visible lot for arriving visitors to Lake Street, but at this time there is no clear indication that visitors can pass through this lot to Lake Street. Many of the limited spaces are likely taken by employees or courthouse visitors.

The new Tioga County lot to the west of Park Street could accommodate courthouse visitors and ensure Court Street lot spaces are saved for shoppers. The Tioga lot also provides good access to Lake Street, with an alley connection to/from Lake, but the lack of wayfinding makes it invisible to most visitors. Tioga lot is not well-positioned for convenience shopper parking for those looking to patronize businesses along Lake Street; however, it is optimal to



Figure 10: Free Public Parking Lots and Street Parking

Source: Larisa Ortiz Associates, 2018

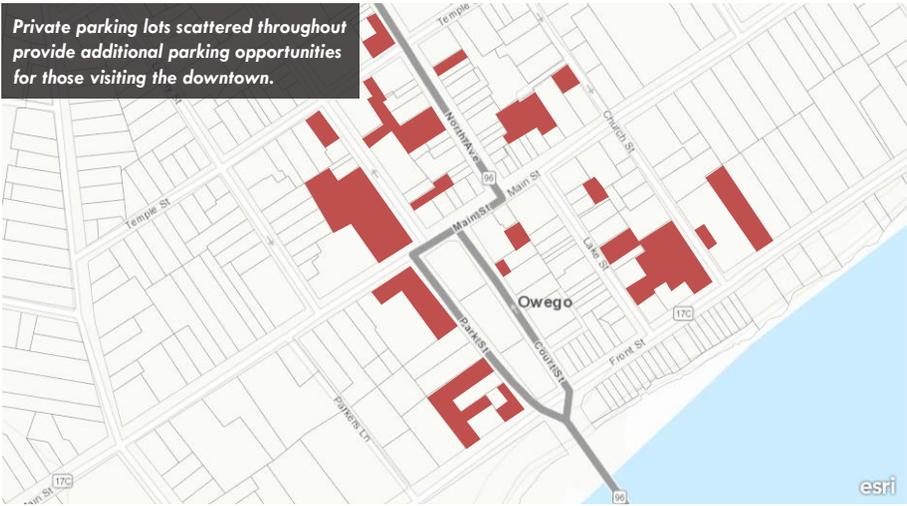


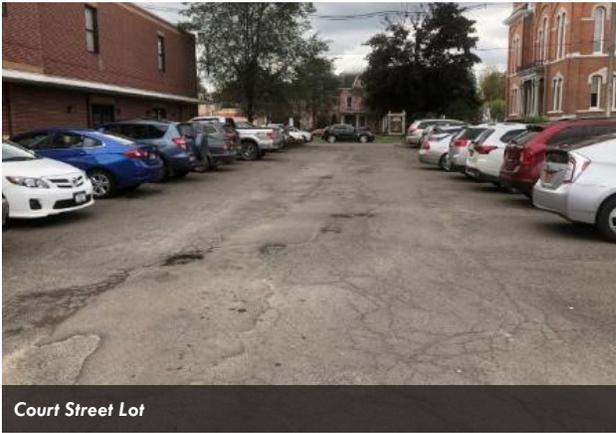
Figure 11: Private Parking Lots

Source: Larisa Ortiz Associates, 2018



Figure 12: Path to Purchase—Routes to Parking Lots

Source: Larisa Ortiz Associates, 2018



Court Street Lot



Hyde Lot

meet the needs of employees and business owners. Improved access to the Tioga lot could easily be achieved by addressing circulation patterns.

The Hyde lot has the potential to provide excellent parking options for tenants along North Avenue, but at this time it is poorly striped, difficult to get to, and has no visibility for the average customer. Alley improvements and better circulation and signage to the Hyde lot have the potential to heighten the awareness of public parking availability and turn this lot into an asset for existing and new businesses. With the right signage and proper circulation, this lot is ideal for overflow from the Court Street lot.

The one-way direction of Lake Street, in particular, also presents several issues that may be affecting its vitality. The majority of traffic flow to downtown Owego, especially among visitors, comes from the south and east. These approaches are the most critical moments the village has to entice customers into stopping. The difficulty accessing Lake Street from the eastern approach (Front Street) or the southern approach (Court Street) results in a loss of customers for every additional turn required of them to park their cars (Figure 13).

Lake Street was originally conceived as a two-way street, and the design of the rest of the downtown core reflects that circulation pattern. Reversing the one-way direction of Lake Street could improve access to Owego's primary retail shopping corridor.

Downtown Facades

In two key areas, the backs of buildings serve as a primary facade: the rear side of buildings on Front Street are seen by drivers travelling north across the Court Street Bridge; the rear side of buildings on Lake Street are seen by drivers travelling north on Court Street.

The view from across the river is the "gateway view" of Owego. There have already been beautification efforts, including the Riverwalk, which serve as a strong foundation to build out additional gateway features. However, there are opportunities for further improvements to the rear of the "River Row" buildings themselves, to create a stronger relationship to the riverfront and to improve visual aesthetics.

Similarly, for many drivers passing through Owego, the only part of the main commercial corridor that they will see is the back of the Lake Street buildings from the Court Street lot. These rear building facades should be improved, and the connection to Lake Street made clearer through signage and further enhancement to the alleyway.

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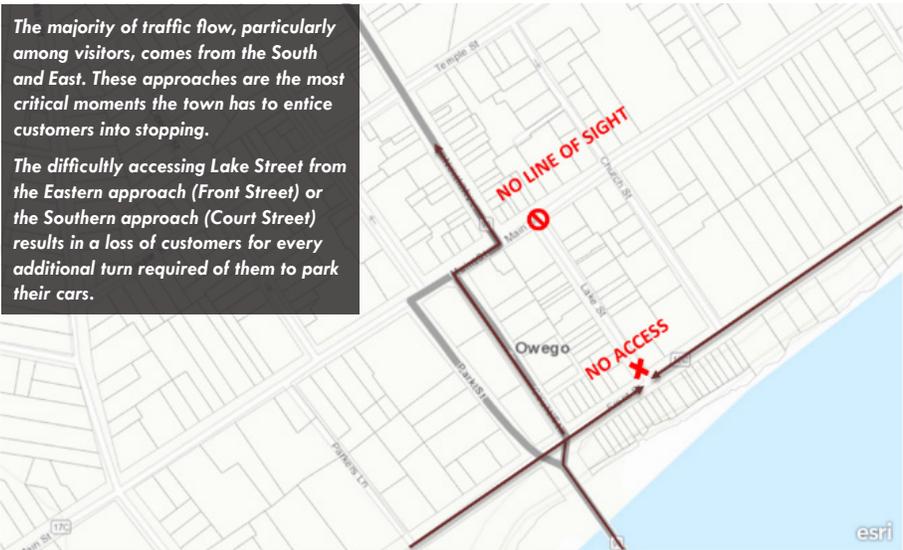
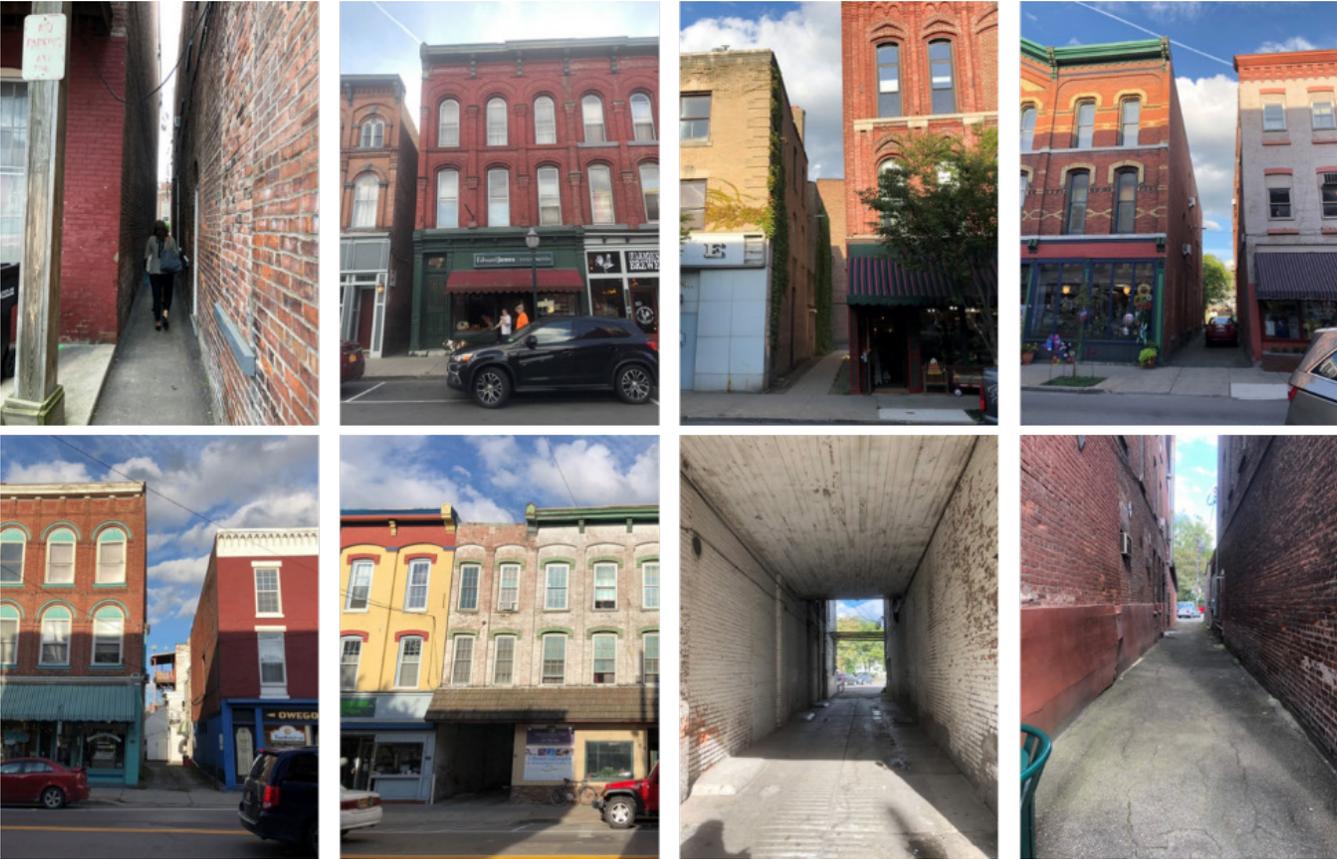


Figure 13: Issues with Direction of Lake Street

Source: Larisa Ortiz Associates, 2018



Alleyways

Source: Larisa Ortiz Associates

In two key areas, the backs of buildings serve as a primary façade:
 1. The rear side of the buildings on Front Street (seen by drivers going north across the bridge), and
 2. the rear side of the buildings on Lake Street (seen by drivers going north up Court Street)



Backs of buildings on Front Street, seen from across the River
 Source: Larisa Ortiz Associates



Backs of buildings on Lake St, seen from Court St, through the Court St Lot
 Source: Larisa Ortiz Associates

The view from across the river is the “gateway view” of Owego. There have already been significant beautification efforts—this is a strong foundation to build out additional features.



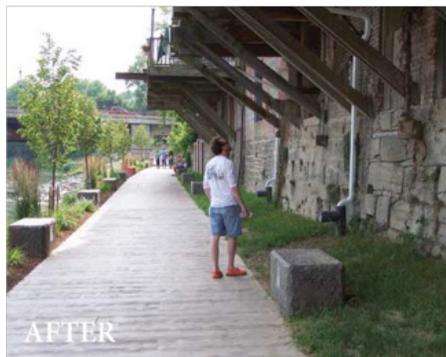
BEFORE



AFTER



BEFORE



AFTER

Before Riverwalk Improvements
 Source: Larisa Ortiz Associates

After Riverwalk Improvements
 Source: Larisa Ortiz Associates

The photos of rear facades on page 1-22 demonstrate the progress that has been made in Owego so far. The removal of overgrown vegetation and trees along the riverfront made the commercial downtown more visible from the bridge and highway, increasing the likelihood that people approaching from the south will take note of the village and choose to stop. These efforts could be furthered with additional lighting and signage. The village is on the right track, and has the opportunity to take it a step further before it reaches its full potential in capturing the attention and dollars of passersby.

Open Space Resources

The largest public open space in Owego is Marvin Park, a 40-acre green space on the western edge of the village. The park is bounded by former school district parcels to the north, the Upstate Shredding - Weitsman Recycling plant to the east, Main Street to the South, and Owego Creek to the west. The park is owned by the village, with agreements that provide usage rights to the Tioga County Agricultural Society and 4-H Club. The park is used for a number of events throughout the year, including its largest, the Tioga County Fair hosted by the Agricultural Society each year in August. Flooding along Owego Creek has challenged the maintenance of Marvin Park in recent years, causing some portions of the park to require significant repairs.



Figure 14: Parks and Open Space

Legend:

- Parks and Open Space
- Owego DRI Boundary

Scale: 0, .25, .5 Miles

Source: Tioga County Planning Department, 2018

Evergreen Cemetery is a large open space resource located outside of the DRI area in the village. The historic cemetery was established in 1851 and offers a variety of monuments and a small memorial chapel built in 1920. At the cemetery's summit, an obelisk monument to SaSaNa Loft marks the highest point in the village and offers a beautiful view of Owego. Hickories Park, located along the Susquehanna River in the Town of Owego, provides recreational amenities including a boat launch, camp grounds, small golf course, dog park, and athletic fields. Hickories Park is a regional attraction and a resource for residents of the village as well.

The DRI area also features several smaller parks. Courthouse Square is a central green space in the village that is used for holiday gatherings and performances. Smaller parks with access to the Susquehanna River include Draper and Ahwaga, on either side of the Susquehanna Bridge. Both include accessible pathways, seating areas, and interpretive signage with historic information. Draper and Ahwaga Parks are connected by the Owego Riverwalk, which spans approximately a quarter-mile distance along the Susquehanna River (Figure 14).

Along Owego Creek, a network of small unmarked walking trails accessible from West Main Street and Hyde Park provides scenic waterfront views, although the trail system is separated by the railroad tracks. Kayak/boat launches are available along the Creek off River Street and Talcott Street.

Flood Risk

The Village of Owego is bisected by the Susquehanna River, while the village's western boundary is formed by Owego Creek, which flows southward and terminates at the River. As a result of the Village's location along these two watercourses, approximately 61% of the buildings in Owego lie within the floodplain (Figure 15).

On September 7, 2011, Tropical Storm Lee stalled over the Southern Tier and dropped over 11 inches of rain on Tioga County during a 24-hour period. Torrential rains, coupled with saturated soil and an already-swollen Susquehanna River from Hurricane Irene, led to record high water levels. The Southern Tier Regional Economic Development Council (REDC) reported that as a result of Tropical Storm Lee, as many as 120 small businesses were impacted by the flood, affecting hundreds of local workers throughout Tioga County. Many residents and businesses were left without electricity and gas service. FEMA assistance totaled over \$25 million in Tioga County, including 34 home buyouts in 2012.

During Tropical Storm Lee and the ensuing days, 85% of the homes, businesses, and municipal structures suffered flood damage in the Village of Owego. Many residents were unable to safely evacuate. Flooding of the underpass along North Avenue left downtown and the Flats neighborhood isolated from each other. Owego Apalachin Elementary School was severely flooded and has since been rebuilt on high ground. However, many homes and businesses have still not fully recovered, and many municipal facilities are still standing in the floodplain. The village received \$3 million in CDBG-DR funding through the NY Rising Community Reconstruction Program to reconstruct an elevated Department of Public Works facility, clerk's office, and code enforcement office at 20 Elm Street.

The village has established areas of special flood hazard in Section 117-5 of its zoning code. All new development, including substantially improved structures in these areas, is subject to additional standards. The Code Enforcement Officer is responsible for granting or denying floodplain development permits in accordance with the provisions of Section 117-10 of the village's zoning code.

Many communities with a high degree of flood risk also adopt Flood Mitigation Design Guidelines. While it may be impossible to eliminate all risks associated with river and creek flooding in Owego, the village - along with property owners - can plan for these risks to be more resilient and better able to recover from flood events. One

element of reducing flood risk is ensuring that buildings in the flood zone are constructed or retrofitted to better manage flood events.

Flood Mitigation Design Guidelines would provide property owners with alternatives that balance the need for neighborhoods and buildings to be designed to withstand a flood event, while also being functional during normal non-flood conditions. Guidelines assist property owners in designing new buildings and retrofitting existing buildings to limit flood damage.

Zoning

The DRI Area includes all eight of Owego’s zoning districts, plus the High Density Mixed Use overlay district and the historic district (Figure 16):

The **Central Business (CB) District** is located in the downtown core, from the Susquehanna River to Fox Street, bounded by Central Avenue to the west and Church Street to the east. This area generally has traditional village development patterns, such as buildings extending to the sidewalk, with parking and services provided in the rear. The CB District is designed to encourage new development to be consistent with historic patterns. For example, front, side, and rear yard setbacks are only required when abutting a residential district. Permitted uses in the CB include single-, two-, and multi-family residential, as well as a wide range of retail, personal service, commercial, office, and recreational uses.

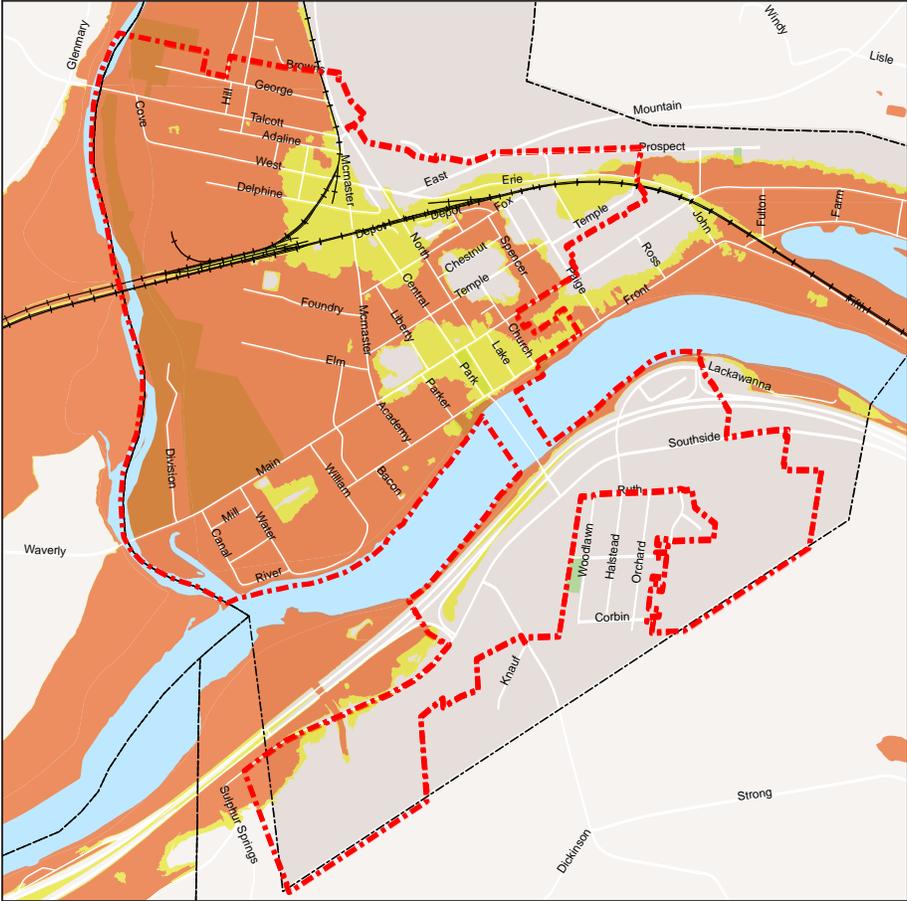


Figure 15: Flood Risk

- 100-Year Flood Plain
- 500-Year Flood Plain
- Owego DRI Boundary

0 .25 .5
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Source: Tioga County Planning Department, 2018

The **Business District** serves as a buffer between the CB and surrounding residential neighborhoods. The B District is mapped on the west side of Central Avenue and the east side of Church Street. The character of these areas differs from the CB in that there is a larger proportion of surface parking lots, creating a more auto-oriented experience. The B District requires front, side, and rear yard setbacks, which contributes to this condition. Minimum front yard setbacks of 25 feet encourage development such as the CVS and Rite-Aid that would feel more appropriate in a suburban highway setting. Permitted uses include all uses allowed in the CB, plus greenhouses and tourist cabins.

The **Industrial District** generally flanks the freight rail lines that bisect the village from west to east. Notably, the I District is mapped along a section of North Avenue from Fox Street to East Street/West Street. This area is home to existing retail, restaurants, and light industrial uses. Future development here could create an opportunity to incubate new, small light industrial businesses. This district allows all uses allowed in any zoning district in the village. While flexibility is generally an advantage in the zoning code, in this case it may be more productive to focus future development in this area on uses that support the local job base.

The **Office Park District** is mapped in the location of Owego Gardens and the proposed Owego Gardens 2 development on Southside Drive. The OP District allows these multi-family uses; all uses permitted in the R-4; and a range of additional retail, office, and commercial uses.

The **Residential 1 District** is mapped in the Halstead development and the property of the Owego Apalachin public school complex in the northern section of the village. The R1 allows schools, single-family homes, parks, libraries, hospitals, and home occupations.

The **Residential 2 District** is mapped along the Susquehanna River, outside of the downtown core, and in the Flats neighborhood. In addition to R1 uses, the R2 also allows two-family homes and professional offices.

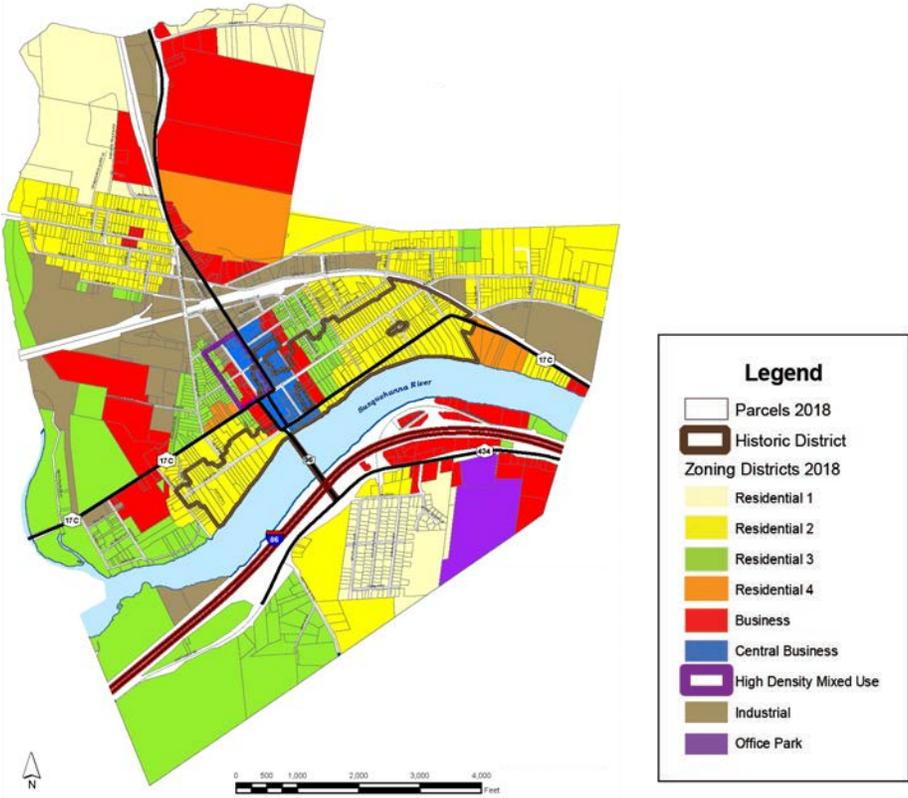
The **Residential 3 District** begins to create a residential transition zone toward the downtown core. The R3 is mapped in the area of Spencer Avenue and Franklin Street to the east of the downtown core, and in the area of McMaster Street to the west. Although most of the parcels in this are single- and two-family, the district also allows multi-family dwellings and hotels.

The **Residential 4 District** includes one block of parcels along the north side of Main Street between Liberty and McMaster Streets. From a use standpoint, the only difference between the R3 and the R4 is that the R4 allows professional office, but not hotels and motels.

The **High Density Mixed Use Overlay** was added in 2003 to encourage revitalization of Owego's mixed-use downtown core. The HDMU recognizes the need for a variety of residential and business uses to create a pedestrian friendly public realm. Ground-floor retail is recommended, along with civic uses and public open space. The HDMU is bounded by Main Street, Liberty Street, Fox Street, and North Avenue, encompassing parts of the CB, B, R3, and I Districts. The HDMU only allows the following general use categories:

- Multi-family residential of 10 or more units per acre;
- Primary retail;
- Secondary retail;
- Hotel and motel;

Figure 16: Village of Owego Zoning Districts



Source: Village of Owego

- Indoor recreation;
- Professional health services; and
- Civic uses.

The HDMU also has development guidelines that encourage aesthetic and architectural compatibility within the downtown core, including a requirement to build to lot lines, maximum parking standards, bicycle parking, streetscape standards, and architectural guidelines.

The Owego Central Historic District encompasses 83 contributing buildings, one contributing site, and one contributing structure, including notable commercial and institutional buildings. The district is the longest in New York State, roughly bordered by William Street to the west, Main and Temple Streets to the north, Erie Street and the railroad tracks to the east, and the Susquehanna River to the south.

RESIDENTIAL REAL ESTATE MARKET

The *Tioga County NY Housing Study: December 2017* was prepared for The Tioga County IDA, the Tioga County Economic Development and Planning Department, and Tioga Opportunities. Although the study analyzed housing demand for the entire county, it provided detail for Tioga's smaller municipalities and sub-markets including the Village of Owego. Given the recency of the Study, the in-depth quantitative analysis, and the analysis of competitive markets throughout and surrounding the county, it provides a valuable basis for the DRI Plan. To supplement the data and better understand historic trends and future potential for the village and county, additional real estate market analysis was undertaken, incorporating data for a larger 20 mile Radius from 20 Court Street, a central location in downtown Owego. With the village's easy access to Route 17, it is anticipated that these housing markets could also be competitive with local housing.

The following presents key observations on the Owego housing market, from the Tioga County Housing Study's and additional analysis:

Supply

The village has approximately 2,000 housing units, with a higher percentage of renter occupied residences:

Housing units in the village are 43% renter occupied, compared to 20% renter occupied for the county overall. Based on discussions with local stakeholders and community outreach, many of the rental units are located in structures originally constructed as single-family homes both in Owego and in other areas in the county.

The village's housing stock is very old: The average age of a home in the county is 50 years (the national average is 37) but is much older in the DRI Area (65% of homes are over 78 years old). As such, many homes have inadequate wiring, poor insulation, lead paint, asbestos shingles, and are not generally built to contemporary buyer expectations (open layouts, updated kitchens, large closets, multiple bathrooms, etc.). Both the study and interviews suggest that young couples and families prefer a house in move-in condition, rather than taking on the financial risk and construction challenges of rehabilitating an older home.

Additionally, the village housing stock was stressed by the 2006 and 2011 floods: As 85% of the village was underwater in the 2011 flood, most residential properties had some damage. Based on the study and additional inspection, some properties have not yet repaired all of their flood damage. Existing and future homeowners are therefore potentially burdened by the cost of repairs and flood insurance, as well as by decreased property values, making rental a less risky alternative for housing.

New residential development opportunities are constrained: Due to topography, aging housing stock, the historic district designation, and flooding, little new home construction has occurred in the village, especially for single-family homes. According to the study, no new housing units have been constructed in the village since 2010.

Demand

The county population is aging and declining: While the countywide population has been declining slightly, growth is only occurring in the 45-64 and 65+ age cohorts. Tioga County has experienced large declines in residents under 45 years old, which could have significant economic impact. The median age in Tioga County is 43.6 years, compared with the statewide average of 38.1 years. As the county's older residents retire or become unable to work, local businesses and organizations will need to hire younger staff to replace them. Both the study and interviews indicate that elderly homeowners aging in place have no interest in improving their properties and

few options for relocating/downsizing to apartments in the local market. Owego Gardens, a 55+ community, illustrates the potential demand for this type of housing.

Employment growth has recently occurred in the county and Southern Tier: County unemployment decreased from 6.1% in January 2017 to less than 4.4% by the third quarter of that year. Historically, Tioga County's unemployment was higher than the statewide average, but it is currently below the New York State average (3.7% vs 4.1% as of September 2018). New and expanding employers such as Crown Cork & Seal and Tioga Downs Casino have brought job growth to the area, which should increase residential demand along the Route 17 corridor for moderately priced housing.

County employment is from a broad range of industry sectors: No single industry sector accounts for more than 17% of county employment, and the largest sectors include Manufacturing, Healthcare & Social Services, Education, and Retail which is a positive factor for future economic viability. Construction, Professional Business Services, and Accommodations & Food Service are the next largest sectors. . Three of the largest employers in Tioga County are Lockheed Martin (2,400 employees), Tioga Downs Casino (700 employees), and Crown, Cork, and Seal (200 employees).

Housing units in the village have a slightly higher vacancy than the county overall: Approximately 13% of the village's residential units are vacant, compared with 10% for Tioga County. In addition to vacant upper-floor apartments in buildings downtown, there are vacant single-family homes that contribute to the blight on certain streets in the village. However, the village's more than 250 vacant residences could represent an opportunity for attracting underserved populations if a funding strategy for affordable rehabilitation or new construction is identified.

Monthly housing costs for renters in the village are below countywide renters' costs: Renters in Owego pay a monthly cost of \$586, compared with \$644 for the county. This may reflect the poor quality of some of the rental units in the village, as well as the larger number of apartments in the village.

Conversely, monthly home-ownership costs in the village exceed countywide levels: Homeowners in the village pay a monthly cost of \$964, compared with \$855 for Tioga County. Homeowners in the village pay village, town, and county property taxes in addition to flood insurance, which contributes to the higher monthly costs. The impact of these additional homeownership costs are particularly burdensome for first-time buyers and seniors, who are not in their peak income earning years, making rental housing a more affordable option.

Local wages suggest a variety of price points for renters and home owners: Lower-range earners could support monthly rents of \$725 to \$1,375, while upper-range earners could support rents of \$1,350 to \$2,250. Lower-range earners could afford houses worth \$75,000 to \$125,000, with upper-range earners affording homes of \$125,000 to \$250,000.

The local School District is well-regarded: With their recently constructed facilities and STEAM Academy, the Owego Apalachin School District draws families to the Village of Owego, and is considered one of the best districts in the county. The Vestal School district in neighboring Broome County is also well-regarded.

Summary of the Tioga County Housing Study's Recommended Strategies

Provide a range of market-rate rental units to attract younger workers: This segment of the population tends to prefer denser residential formats in walkable neighborhoods that include retail, entertainment, restaurants, and social and recreational activities. Attracting these workers is essential to maintaining economic activity within the region, as older residents retire or become unable to work. Attracting younger employees from the county to rent in the village could encourage them to remain invested in the community as their families grow into home ownership.

Provide a variety of apartment types for older residents: Providing a wide range of housing types is important to accommodate the growing number of seniors forecast for the area. Housing types that appeal to seniors could include age-restricted, independent-living, assisted-living, etc.

Encourage seniors who have aged in-place to relocate/downsize to local apartments: Seniors who have aged in-place in single-family homes could be encouraged to relocate to new local apartments better suited to their current lifestyles. This would free up single-family properties, which will likely require significant renovations, for younger single-family homebuyers looking for their first home or for trade-up buyers.

Encourage low- and moderate-income renters to relocate to new workforce housing units: Many low- and moderate-income renters are currently living in subdivided single-family houses in Owego, many of which are in poor condition. Creating new workforce housing units within the village would provide an opportunity for these residents to relocate locally. This will also increase the stock of single-family homes available for buyers, allowing these units to be renovated or redeveloped.

Residential Market: Economic and Demographic Conclusions

Review of the Tioga County Housing Study and supplemental demographic data provided an understanding of the village's existing residential market and the potential for future residential development. The housing supply in Owego is older, and some properties remain damaged by the 2006 and 2011 floods. The supply is constrained by limited land availability, and blighted homes and blocks have also discouraged investment and limited interest in new development.

However, demographic trends suggest opportunities for Owego to attract residential demand from the larger region. These opportunities will come from new and expanding employers in the region. Also, as the increasing senior population retires or becomes unable to work, regional employers will continue to replace them with younger workers. The village is well suited to attract these types of residents, given its vibrant downtown, pedestrian-friendly lifestyle, and easy access to Route 17. The village's appeal to younger workers is evidenced by a strong rental market. The biggest issue will be providing sufficient housing alternatives for younger singles and growing families who have other reasonably priced, quality housing options throughout the county and 20-mile area.

The economy in the region is fairly diverse and employment is growing slowly after years of decline. These newer employers require workers at a variety of experience levels and price points, suggesting potential demand for a range of residential formats. The DRI program represents an opportunity to reverse the decline in the rental and owned housing stock by attracting a younger and diverse population.

RETAIL MARKET

Market Data and Demographics

The following analysis of retail market demand and supply is based upon demographic and psychographic data pulled from two retail trade areas—primary and secondary. Given the rural environment of the region, it is presumed that a large majority of shoppers in the area are arriving by private vehicle. Trade areas were therefore drawn based on drive times (Figure 17).

The Primary Trade Area, or convenience trade area, is where a retail district draws the majority (60%-80%) of its local residential customers who are shopping for goods and services that are typically inexpensive and purchased with greater frequency, including grocery items and personal care items. For Owego, the primary trade area is a 10-minute drive from the center of the historic downtown corridor at Front Street/Lake Street, or approximately a 3-mile radius (Figure 18). The primary trade area includes the Village of Owego, but excludes surrounding neighborhoods.

The Secondary Trade Area is where a retail district draws a smaller share of customers (an additional 10%-20%) who are shopping for comparison goods such as clothing and accessories, furniture, and sporting goods and hobby items. For Owego, the secondary trade area is a 10-minute drive from the center of the historic downtown corridor at Front Street/Lake Street, or approximately a 20-mile radius. The secondary trade area includes more of the surrounding areas (Apalachin, Nichols, and Candor), but excludes larger outlying communities (Ithaca, Binghamton, Vestal, Endicott, and Waverly).

Retail Market Analysis Demographics

This section provides an overview of key demographic factors for the Primary and Secondary Trade Areas, compared with the Southern Tier Regional Economic Development area as a whole. While many of the characteristics are similar to the profile presented for Owego overall and for the residential market, the retail analysis looks at slightly different geographies, relative to driving time.

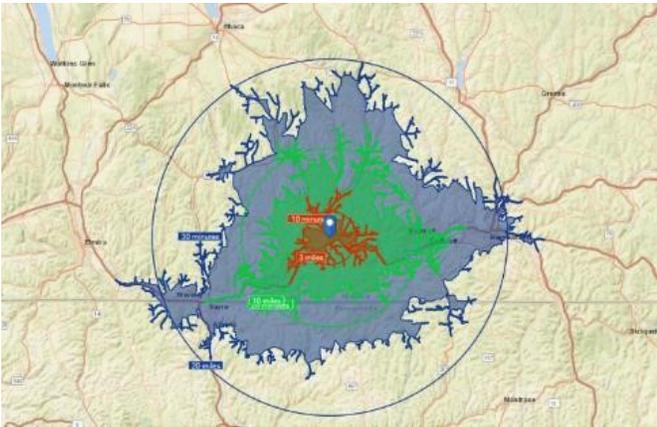


Figure 17: Retail Trade Areas

Source: ESRI Business Analyst Online, Larisa Ortiz Associates

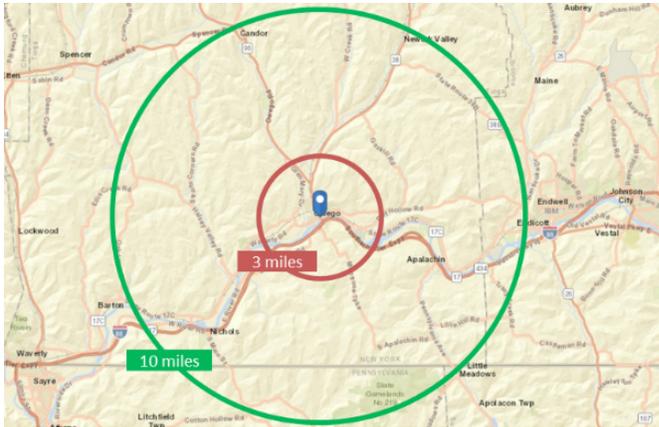


Figure 18: Trade Areas Close Up

Source: ESRI Business Analyst Online, Larisa Ortiz Associates

Table 4: Population Overview of Primary and Secondary Trade Areas and Southern Tier, 2018

	Primary Trade Area	Secondary Trade Area	Southern Tier
Population	7,416	43,432	655,538
Population Density (per sq mi)	262	138	105
Households	3,082	17,770	263,152
Average Household Size	2.35	2.42	2.36
Owner Occupied Housing Units	61%	75%	66%
Renter Occupied Housing Units	39%	25%	34%
Median Age	44.1	45	41.2
Median Household Income	\$52,062	\$58,492	\$51,045
Median Net Worth	\$83,929	\$156,852	\$94,930

Source: ESRI Business Analyst Online 2018 Demographic and Income Profile

Population Overview

- The Primary and Secondary Trade Areas have higher incomes and are older than the Southern Tier (Table 4).
- The Primary Trade Area is slightly younger, has a higher rate of renters, and has a slightly lower income and net worth than the Secondary Trade Area.

Business and Jobs

- The Primary Trade Area has more employees than residents (i.e. people from outside the area are driving in for work). The daytime population grows by 67% (Table 5).
- The Primary Trade Area has a strong manufacturing base, with 41% of employees working in manufacturing, the largest industry sector represented. A significant portion of the primary trade area population also works in services, as well as in government (Figure 19).

Forecasted Change: Age

- **Growth in seniors (65+).** Forecasts show 11% growth in seniors in the PTA (from 2018) (Figure 20).
- **Decline in the number of young people (<24).** Forecasts show a 4% decline in people <14 and a 7% decline in the 15-24 age group. The PTA already has 2/3 fewer young people than the rest of the Southern Tier.
- **Similar age distribution in Primary and Secondary Trade Areas.**

Forecasted Change: Income

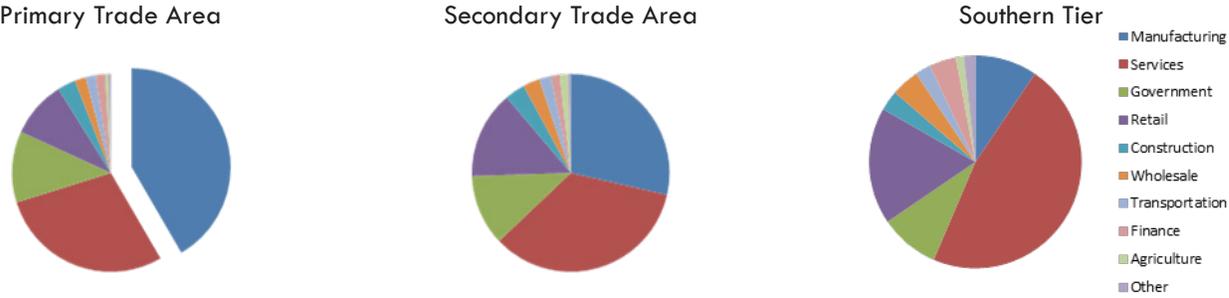
- **Rising incomes.** Forecasts show a 19% rise in high-income households (defined as earning more than \$100,000 a year) (Figure 21).
- **Fewer low-income households.** Forecasts show a 14% decline in low-income households (defined as making less than \$50,000 per year).

Table 5: Employment in the Primary and Secondary Trade Areas and Southern Tier, 2018

	Primary Trade Area	Secondary Trade Area	Southern Tier
Population	7,416	43,432	655,538
Daytime Population	12,400	37,580	658,441
Daytime Population Growth	+ 67%	- 14%	+ 0.5%
Resident : Employee Ratio	1 : 1.3	1 : 0.4	1 : 0.5
Total Businesses	497	1,221	22,848
Total Employees	10,315	18,028	323,291

Source: ESRI Business Analyst Online 2018 Key Facts

Figure 19: Employment in the Primary and Secondary Trade Areas and Southern Tier, 2018



Source: ESRI Business Analyst Online 2018 Key Facts

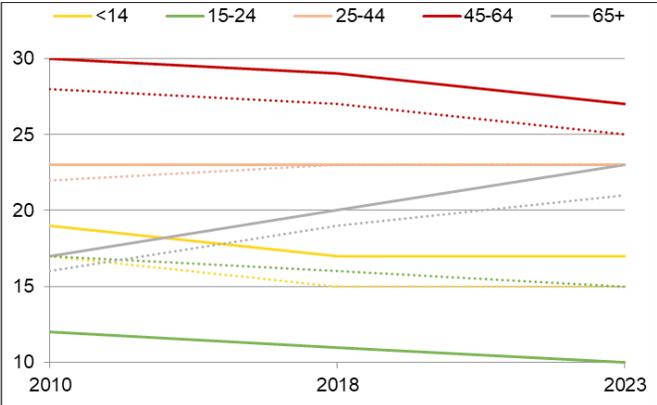


Figure 20: Forecasted Change in Age in the Primary and Secondary Trade Areas

Source: ESRI Business Analyst Online 2018 Community Profile

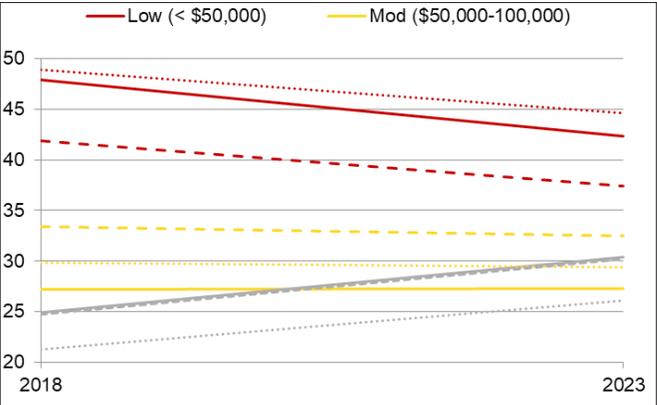


Figure 21: Forecasted Change in Income of the Primary and Secondary Trade Areas

Source: ESRI Business Analyst Online 2018 Community Profile

Retail Gap

A retail demand analysis was conducted to identify future retail opportunities in potential DRI projects. An analysis of retail spending compares the total discretionary income of residents within the trade area against the total sales estimated for local businesses, also within the same trade area. A retail surplus is a result of local businesses selling more than local residents are purchasing. This suggests that outsiders may be coming into the area to shop. It is often best practice to not add additional business types with a large surplus.

A retail leakage is a result of residents spending more than local stores are selling, suggesting that residents are spending outside the trade area. Depending on the size of the retail leakage, this may suggest opportunities for both existing and new businesses to better capture the demand of the residential customer base.

Findings and Opportunities

In Owego’s Primary Trade Area, some leakage is occurring due to the fact that there is shopping available in nearby neighborhoods and communities, specifically for comparison goods (Figure 22, Figure 24). However, some surplus is to be expected, since the village is a destination for shopping, especially in Miscellaneous Retail and Restaurants.

Within the Primary Trade Area, the retail categories with the largest leakage are General Merchandise and Clothing & Accessories. This suggests there is likely an opportunity to meet this demand within Owego’s downtown core.

In the Secondary Trade Area, leakage is occurring in nearly all sectors, showing that people are driving away from Owego to shop (Figure 23, Figure 25). There is a significant opportunity to attract shoppers to Owego within the three- to 10-mile radius and to capture more of this spending, particularly given that the Secondary Trade Area has higher income and net worth than the Primary Trade Area and the Southern Tier. While leakage in some categories suggests opportunities for additional businesses (or additional goods and services in existing businesses), broad leakage such as this suggests a larger attraction/awareness issue and/or the presence of a major shopping destination nearby (with which it would be difficult to compete). Online awareness and marketing is likely the best first step to address this leakage.

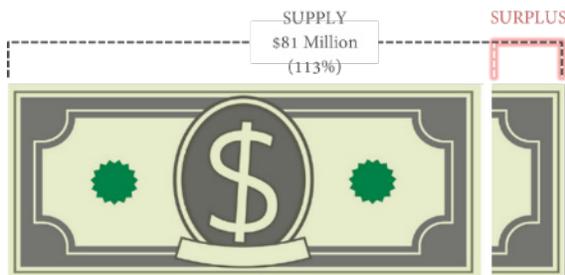


Figure 22: Primary Trade Area Retail Gap
 Excludes nonstore retailers, gasoline stores, and motor vehicle & parts dealers.

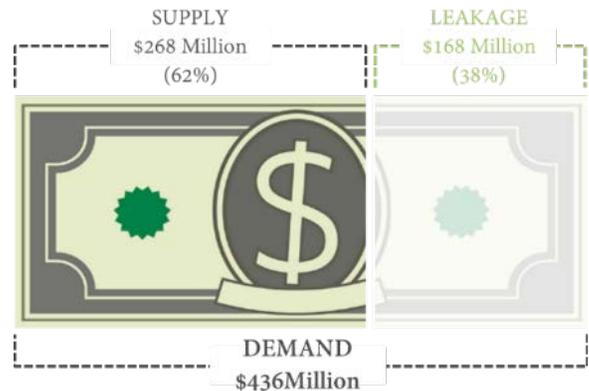


Figure 23: Secondary Trade Area Retail Gap
 Excludes nonstore retailers, gasoline stores, and motor vehicle & parts dealers.

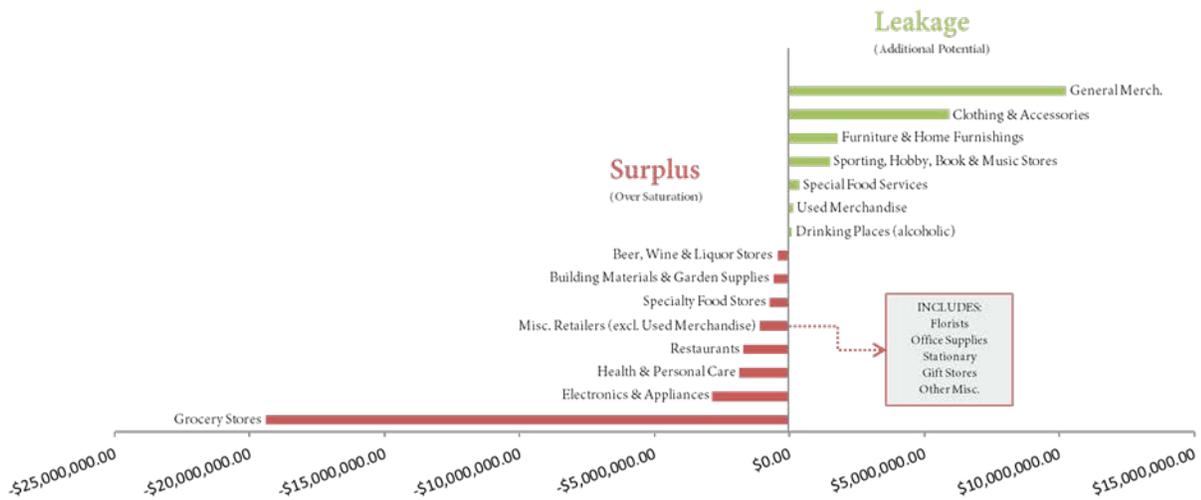


Figure 24: Primary Trade Area Retail Gap Analysis

Source: ESRI Business Analyst Online, Larisa Ortiz Associates

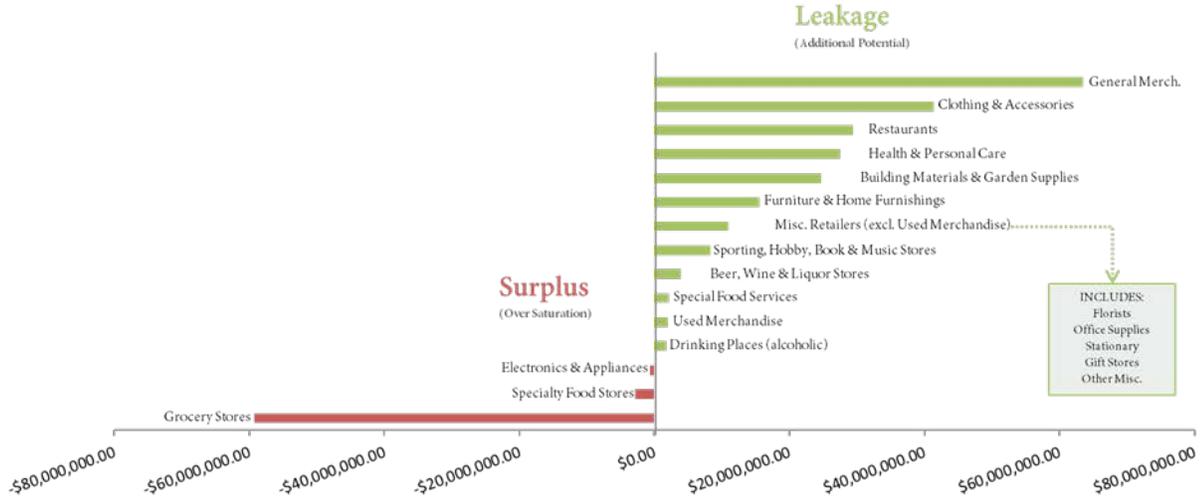


Figure 25: Secondary Trade Area Retail Gap Analysis

Source: ESRI Business Analyst Online, Larisa Ortiz Associates

ARTS, CULTURE, AND TOURISM

The historic Village of Owego is the focal point for Tioga County's growing arts community. The village features two galleries, working incubator studio space, a live theater, concerts, a movie theater, and live music and comedy performances. Significant arts organizations in the village include the Tioga Arts Council and the Ti-Ahwaga Community Players, and regular events showcasing the arts include First Fridays, the Holiday Showcase, Lights on the River, the Strawberry Festival, and the Tioga Arts and Cultural Trail. Arts organizations should benefit from the new hotel rooms that are being developed at the Park View and Belva Lockwood Inns, as well as the increasing number of retailers and restaurants bringing additional visitors to the village. In addition, the public school has enhanced its arts offerings as part of its STEAM Academy. Surrounding universities have arts programs and students that may be seeking an arts-friendly, affordable community to live and work during and after graduating.

Owego's arts and cultural resources make the village more attractive for existing residents, visitors, and potential new residents. Highlighting these assets, expanding visibility of the arts, and providing more resources for the arts community will all contribute to creating an even stronger destination for arts and culture in Owego. Downtown Owego and the village's cultural resources create a gateway for visitors to the Finger Lakes.

Existing arts and cultural organizations in Owego include:

- **Tioga Arts Council:** Established over 40 years ago to support the cultural community for Tioga County's residents and visitors. Located in Downtown Owego, Tioga Arts Council is a central platform for the local arts community. The Council operates a gallery that is open to the public with rotating exhibitions. Tioga Arts Council also runs the Arts Incubator, a studio rental program for emerging visual artists, performing artists, and writers in Tioga County, providing opportunities for collaboration and skill-sharing.
- **Historic Owego Marketplace:** A non-profit organization dedicated to enhancing and maintaining the village as a vital, thriving, retail and cultural center. HOM works with business owners, community members, and organizations to promote Owego and host events that contribute to the business and cultural life of the community. Founded in 1977, HOM has evolved over the years into a marketing and advocacy organization to support a downtown business district.
- **Ti-Ahwaga Community Players:** A non-profit community theater organization that has been producing live theater in Owego since 1958. Ti-Ahwaga is one of the oldest continually active community theater groups in upstate New York.
- **Black Cat Gallery:** Award-winning gallery that features over 30 local master crafters and artists. Works on display include wood carvings, jewelry, fine art, photography, pottery, sculpture, and local farm products.
- **Carol's Coffee and Art Bar:** Local café that displays unique artwork by local artists, live music, and other events.
- **Gallery 41:** An artist cooperative that features works from local artists with traditional and contemporary skills. Works on display include hand-made quilts and textiles, blown glass, hand crafted jewelry, pottery, and furniture.
- **Tioga Arts and Agriculture Trail:** A countywide, self-guided tour through the region's art studios, galleries, and farmland.
- **The Walk-Up Gallery & Studio Space:** A gallery and working studio space in Downtown Owego featuring painting, wool felting, wood working, and fiber art.

Stakeholders in the village's arts and culture community have considered the possibility of forming an arts district to improve marketing and attract both new visitors and residents to Owego. Arts districts typically create a critical mass of cultural venues/activities through supportive public policy and planning, and can include performance venues, galleries, shops, restaurants, night clubs, and film/tv production facilities. They can serve to improve the vibrancy of a downtown by offering places to show art, make art, teach, and hold events attracting both local residents and visitors.

Arts districts can be structured with formal boundaries within a municipality, or utilize a more flexible approach, with entire downtowns informally designated as a district. Formal boundaries are often used in larger cities looking to build a critical mass of venues within a specific area, or when public incentives are provided to encourage reinvestment and redevelopment in targeted neighborhoods. Given the small size of the downtown core, and that one of the village's larger cultural organizations (the Ti-Ahwaga Community Players) is located outside of the downtown core, a more flexible approach may be recommended. This approach could "brand" the village as a growing community welcoming the arts, rather than specific buildings within a boundary line. Flags or other types of signage could identify buildings and storefronts that are Arts District members.

OPPORTUNITIES FOR DOWNTOWN REVITALIZATION

Based on the above analysis of land use, zoning, transportation and the residential and retail markets, it is apparent that Owego's DRI area has four key geographic nodes of activity, with different approaches for revitalizing each area (Figure 26).

Reinforce the Downtown Mixed-use Core

Owego's downtown mixed-use core extends from the Susquehanna River, north to Temple Street including buildings fronting on Park Street, Court Street, Lake Street, Church Street, Central Avenue, and North Avenue. The historical development pattern in the area is of mixed-use buildings built to the sidewalk line, creating a strong street walk and comfortable pedestrian scale. This building typology, providing for diverse downtown uses with limited building setbacks, is advantageous for a village downtown setting. It creates activity on the street, with small lot-lines encouraging many active storefronts, with upper floors occupied by a combination of office workers or residents.

Owego's downtown streets that best demonstrate this typology are also perhaps the village's most successful from a retail and commercial standpoint. Front Street between Court and Church and Lake Street both have consistent street walls with active storefronts and thriving retail businesses and restaurants. There are also some blocks in this part of the village that have a less beneficial contribution to the vitality of the downtown streetscape. More modern buildings, set far back from the street with large, underutilized private parking lots act as a detriment to creating life on the street. Given that much of the downtown core area is in fairly good shape, much of the opportunity for revitalization lies in improvements to the public realm and in enhancing the appearance for visitors.

Revitalize the North Avenue Corridor

The North Avenue Corridor, extending from Temple Avenue to Talcott Avenue, is a critical area in downtown Owego. Creating a catalyst to revitalize North Avenue would have substantial benefits by creating jobs, advancing the arts community, reducing stormwater flooding, improving quality of life, and improving aesthetics of the downtown.

North Avenue is not as dense as the downtown core, with a mix of commercial buildings built to the sidewalk, single-family homes, and vacant lots. The decreased building density contributes to a perception that North Avenue is more highway oriented, transitioning from the downtown core to a more rural setting as Route 96 extends to the north.

The block from Temple Street to Fox Street is eclectic, with a mix of residential, commercial, and municipal uses. The vacant site at the terminus of Chestnut Street presents a significant opportunity to create an anchor attraction in the downtown.

From Fox Street, underneath the railway underpass, to East Avenue/West Avenue, the character is primarily light industrial, creating opportunities to expand the job base in the DRI Area. The underpass creates challenges of a disappearing street frontage and stormwater flooding issues. However, the potential exists for micro-manufacturing to create local jobs.

The stretch from East Avenue/West Avenue to Talcott Street has a mix of single-family homes, two- to three-family homes, and commercial uses. The former beer distributor site at Talcott Street is an informal gateway into the downtown. Improvements here could help to create a more attractive entry into the village.

Reconnect with the Susquehanna River and Owego Creek Waterfronts

The Susquehanna River and Owego Creek are both assets for downtown Owego, providing recreational opportunities and contributing to the natural beauty of the area. Both the river and the creek are attractions for regional visitors as well as a quality of life benefit for existing and potential new residents. These waterways are also a periodic source of flooding in the village. Owego’s relationship to the water is fraught with this dual scenario. The water is a great resource for residents and visitors, but it also creates a risk of flooding that sometimes threatens downtown assets.

Owego’s ability to improve connections to the Susquehanna River and Owego Creek should address both sides of this double-edged sword. Opportunities for continuous public access are limited by private property, but targeted locations can be identified for potential access points. There is also limited wayfinding and signage directing visitors to existing access points to both the Susquehanna River and Owego Creek. Maintenance of the trails in West Main Street Park can be improved and these trails could be connected to a larger network of on- and off-street pathways to create a continuous loop.

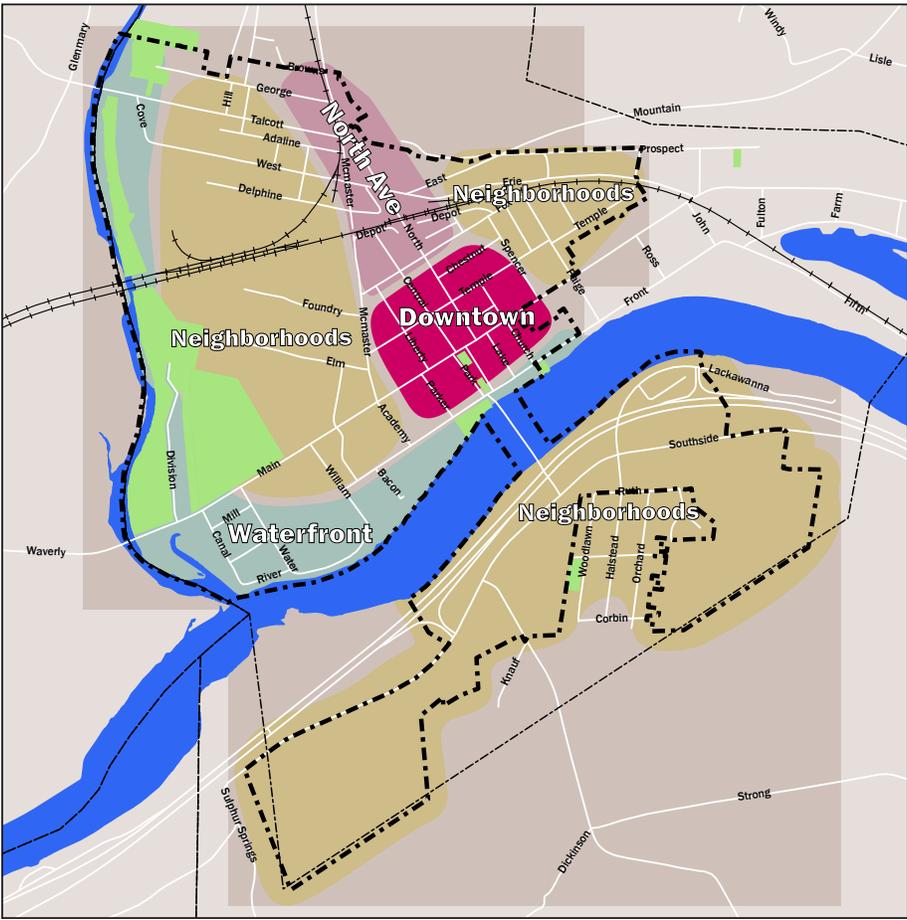


Figure 26: Downtown Geographical Areas

Owego DRI Boundary

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Source: Tioga County Planning Department, 2018

Restore Owego's Residential Neighborhoods

Owego's compact scale ensures that many of the village's residential neighborhoods are in close proximity to the downtown core and North Avenue corridor. These neighborhoods form the life of the village, providing the majority of the village's diverse housing stock in a mix of single- and two-family homes. Much of the village is in the flood plain and the vast majority of Owego's residential neighborhoods were heavily impacted by both the 2006 and 2011 floods. In some cases, homes and neighborhoods are still struggling to recover.

These areas create an opportunity for the DRI program to not only boost downtown economic activity, but also to demonstrate how the local economy is intertwined with housing affordability and resilience. Inclusion of Owego's residential neighborhoods in the DRI Area is a recognition of how important it is to support existing residents, assist homeowners in their efforts to bounce back from the flood, and provide a model for future economic and flood resilience.

SECTION II: COMMUNITY VISION, GOALS, AND STRATEGIES



Owego is well positioned for downtown revitalization due to extensive planning undertaken by the village and Tioga County prior to being selected for the Downtown Revitalization Initiative.

Building on that foundation, during the DRI planning process, the DRI Local Planning Committee (LPC) adapted the village's downtown Vision, evaluated its goals, and created strategies for addressing ongoing revitalization challenges. During committee meetings and public workshops, the LPC and members of the public were given an opportunity to offer feedback and make revisions. The following Vision Statement, Goals, and Strategies summarize the community's aspirations for downtown revitalization and should guide project implementation and future planning efforts in the Village of Owego.



DRI Award Announcement

Source: Business In Focus Magazine

OWEGO DOWNTOWN VISION STATEMENT

Owego will leverage its access to one of America's great rivers; its historical charm; its growing arts scene; its safe, friendly, and walkable atmosphere; and its proximity to major regional employers, to improve quality-of-life, resiliency, and economic opportunities for new and future residents, while attracting visitors to enjoy all of the recreational, cultural, and shopping assets that Owego has to offer.

DOWNTOWN GOALS

Goal 1: Recreation

Create opportunities for recreation to draw visitors and connect residents to local natural resources to provide year-round activities for residents.

Goal 2: Arts and Culture

Make Owego a regional destination known for its arts and culture, including live theater, film, music, public art, and historic charm.

Goal 3: Downtown Experience

Maximize downtown experience for Owego residents by improving streetscapes, community facilities, and aesthetics.

Goal 4: Infrastructure

Ensure that municipal infrastructure supports residents and businesses and diminishes the impact of flooding, while maximizing cost-effectiveness of municipal services.

Goal 5: Economic Development

Bolster economic development by supporting small businesses, attracting entrepreneurs, and linking Owego residents to local jobs.

Goal 6: Housing and Neighborhoods

Strengthen existing neighborhoods and encourage new housing development to attract new residents.

DOWNTOWN REVITALIZATION STRATEGIES

Owego DRI Strategies:

Goal 1: Recreation

- Enhance connectivity to the waterfront for the enjoyment of local natural resources, including opportunities for recreation, tourism, and outdoor activity.
- Improve park and open space assets to improve quality-of-life for local residents and attract new residents and visitors.

Goal 2: Arts and Culture

- Build an identity as a destination for arts, culture, and history in the Southern Tier.
- Provide affordable housing and work space for artists.
- Create and maintain the capacity to expand arts and culture programming and community activities.

Goal 3: Downtown Experience

- Invest in streetscape improvements that will promote walkability and increase safety for people of all ages and abilities.
- Advance urban design principles that will make for a more attractive downtown.
- Provide high-quality walking and cycling options throughout the downtown.

Goal 4: Infrastructure

- Address flood risk by encouraging sustainable improvements to village infrastructure, adding mitigation measures in existing buildings, and flood-proofing new construction in the downtown.
- Preserve downtown character by protecting historic resources and encouraging rehabilitation of existing buildings.

Goal 5: Economic Development.

- Stimulate job growth by reactivating vacant or underutilized downtown properties.
- Encourage small business expansion.

Goal 6: Housing and Neighborhoods

- Provide high-quality housing at varying levels of affordability and type.
- Provide resources to assist single-family homeowners to improve the appearance and flood resilience of their homes.
- Attract private developers to build new housing that meets market demand.

Southern Tier REDC Strategies:

- Build three Innovation Districts that will become drivers of a new advanced economy in Greater Binghamton: the City of Binghamton iDistrict, the Johnson City Health and Cultural iDistrict and the Endicott Advanced Manufacturing iDistrict.
- Establish the Transform Greater Binghamton Fund.
- Invest in regional strengths in advanced manufacturing, healthcare and science, technology, engineering and math (STEM) education.
- Leverage and support the R&D capabilities of academia and industry in the region, giving Southern Tier companies a competitive edge, attracting new jobs and creating opportunities for a reinvigorated workforce.
- Advance New York State initiatives.

SECTION III: DOWNTOWN MANAGEMENT AND IMPLEMENTATION STRATEGY



The Owego DRI Plan was developed by a Local Planning Committee (LPC) comprised of the Mayor and a Trustee, two representatives from the Southern Tier REDC, one staff member from the Tioga County Economic Development & Planning (EDP) office, one board member of the Tioga County Industrial Development Agency (IDA), business owners, leaders from local organizations and institutions, and local residents. Local implementation of the DRI plan will be coordinated by Tioga County EDP, the Village Board, and other village departments and staff as needed.

Most of the projects recommended for DRI funding are capital improvement projects that will be undertaken by the village, Tioga County EDP, or Tioga County IDA. Any changes to local land use regulations will be undertaken by the village, potentially through the use of a consultant.

Some projects will require participation by private entities or non-profit organizations, who will work directly with a state administering agency. In the case of the multi-site Business Expansion project and the multi-site Facade Improvement project, smaller projects that fit criteria set forth in the DRI Plan have been grouped where their combined improvements will have a transformative effect on the Downtown.

Some projects that provide a benefit to a private business or property owner may include oversight by the village and/or Tioga County IDA, in addition to a state administering agency. The capacity of private project sponsors has been evaluated through the DRI process. However, it is expected that additional review of project viability and capacity of private entities will be conducted by appropriate state agencies during the implementation phase.

For the Owego Downtown Revitalization Fund, participants will be selected through a competitive process. Criteria for that process will be developed by the village and the Tioga County IDA in coordination with the state agency administering the DRI funds, and will include demonstration that the recipient has the capacity to implement the project as outlined in the DRI Plan. A portion of funding set aside

for administrative services is included in the DRI request for projects that will require additional organization and management by the local administering organization. These may include the Owego Downtown Revitalization Fund, the Business Expansion multi-site project, and the Facade Improvement multi-site project. It is anticipated that these projects, sponsored by individual private property owners, will be managed and administered by the Tioga County EDP and/or the Tioga County IDA.

The Village Board and Tioga County are unified in their support for the revitalization of Downtown Owego. The village, county, and a network of local and regional economic development organizations have invested significant time and energy, capital funds, and grant resources into projects that support revitalization in Downtown Owego. Together, the village and county have the ability and resources to execute the Strategic Investment Plan included in the Owego DRI Plan.



VILLAGE OF OWEGO
Cooldest Small Town - 2009



SECTION IV: PUBLIC INVOLVEMENT



Visioning at Gateway Building Open House

The DRI planning process sought to engage the Owego community, civic leaders, property and business owners, and other stakeholders, to confirm vision, goals, and strategies and to identify projects to recommend for DRI funding. Community input helped to identify catalytic projects with potential to leverage additional investment and promote economic development in the village.

Purpose and Principles of the Community Engagement Plan

The Owego DRI planning process began with development of a public engagement plan that detailed how the Village of Owego, state agencies, the LPC, and the consultant team would inform and seek input from all stakeholders in the community including village government, residents, business and property owners, stakeholder groups and organizations, and the general public. The objective was to ensure that all stakeholders had ample opportunity to know and understand the DRI process and its intended outcomes; to comment on the study as it progressed; to have their concerns and ideas heard; and to contribute to building a consensus about the vision for the Downtown and other outcomes, culminating in a locally supported DRI Strategic Investment Plan.

LOCAL PLANNING COMMITTEE

A group of local stakeholders was selected to serve on the LPC as an advisory board to assist private-sector and state experts in developing the Owego DRI Plan. The LPC was composed of two representatives from the Southern Tier Regional Economic Development Council, business owners, residents, and leaders from local organizations and institutions. The Owego LPC was co-chaired by Michael Baratta, Mayor of the Village of Owego Board of Trustees, and LeeAnn Tinney, Director of the Tioga County Economic Development and Planning Department. The LPC held monthly meetings that were open to the public to discuss the progress and development of the Strategic Investment Plan and projects. This effort was also coordinated with key stakeholders to solicit feedback and gather information on existing conditions, planned projects, and proposed recommendations.

Overall input, direction, and decisions on the plan were solicited through the LPC. Feedback on plan products was sought from the LPC before distribution to the broad range of stakeholders and the public. The LPC collaborated with state agencies, village officials and the consultant team through a series of six LPC meetings described below, to share and review documents as they were developed. LPC members offered their expertise to provide insights for discussion at meetings and assisted the outreach effort by identifying issues, information resources, stakeholders and potential lines of communication.

LPC Meeting #1 – October 10, 2018

The purpose of this meeting was to introduce the committee and members of the consultant team, discuss a public engagement plan, vision and goals for the Owego DRI, and begin the process of identifying opportunities for revitalization in Owego. Approximately 10 members of the public attended the meeting, in addition to village staff and members of the LPC, consultant team and New York State.

LPC Meeting #2 – November 14, 2018

The purpose of this meeting was to debrief from the first public engagement event and discuss potential changes and additional details to include in potential public project ideas. Approximately five members of the public attended the meeting, in addition to members of the LPC, village staff, the consultant team, and New York State agencies.



Visioning at St. Patrick's Fall Festival

LPC Meeting #3 – December 12, 2018

The purpose of this meeting was to review all potential projects, including submissions to the open call for projects. The LPC discussed criteria that would be used to evaluate project ideas over the next phase of the DRI process. Approximately 20 members of the public attended the meeting, in addition to members of the LPC, village staff, the consultant team, and New York State agencies.

LPC Meeting #4 – January 9, 2019

The purpose of this meeting was to review and discuss a preliminary list of projects and begin to identify priorities and eliminate projects that are not appropriate for DRI funding at this time. Approximately 20 members of the public attended the meeting, in addition to members of the LPC, village staff, the consultant team, and New York State agencies.

LPC Meeting #5 – February 13, 2019

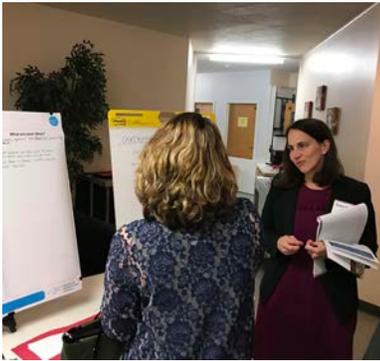
The purpose of this meeting was to review and discuss changes to the preliminary list of projects and continue to eliminate projects that are not appropriate for DRI funding at this time. Approximately 30 members of the public attended the meeting, in addition to members of the LPC, village staff, the consultant team, and New York State agencies.

LPC Meeting #6 – March 13, 2019

The purpose of this meeting was to finalize details on the projects to be recommended for DRI funding, discuss the LPC's role in ongoing DRI implementation, and develop consensus on a list of projects to recommend for DRI funding. Approximately 20 members of the public attended the meeting, in addition to members of the LPC, village staff, the consultant team, and New York State agencies.



Local Planning Committee Meeting #1



Community Engagement Event 1



Community Engagement Event 2

COMMUNITY ENGAGEMENT TOOLS AND ACTIVITIES

Members of the Owego community, including residents of the region, workers, non-profit organizations, business owners, and property owners were all critical stakeholders in developing the Owego DRI Plan. In addition to being invited to attend all meetings of the LPC, the general public was encouraged to participate directly in the DRI process. The DRI planning process included three public workshops, which were designed to inform and involve the public in a meaningful way. Public opinion and comments were documented and considered in the development of plan recommendations.

Pop-Up Community Engagement Events

September 21, 2018

On Friday, September 21, 2018, BFJ Planning hosted two visioning stations at the Owego Historic Marketplace's Third Friday event. Members of the public were invited to engage in a visioning exercise and identify their goals for the DRI program. Initial discussions with attendees identified challenges and opportunities, and introduced the community to the Downtown Revitalization Initiative.

Community Engagement Event #1

October 24, 2018

On Wednesday, October 24, 2018, the first Public Engagement Event for the Owego DRI was held at Tioga Opportunities. The event started with a public presentation on the DRI program, goals and project criteria, the Owego DRI draft vision and goals, an outline of the public outreach strategy, the DRI project timeline, and next steps. Following the presentation, the project team solicited public feedback on preliminary project ideas and the proposed vision and goals. The workshop was attended by members of the Local Planning Committee (LPC), representatives of the state, and approximately 70 members of the public. Public attendees provided feedback and comments on the potential preliminary projects outlined on large-scale presentation boards and maps. Each station had a member of the project team to facilitate the discussion and to answer questions related to potential projects in the DRI Boundary. The purpose of the exercise was to provide the public with an opportunity to share input on project ideas and to generate new ideas for additional projects.

Community Engagement Event #2

January 16, 2019

On Wednesday January 16, 2019, the second of three public engagement events for the Owego DRI was held at Tioga Opportunities. The event started with a public presentation on the DRI program, goals and project criteria, the Owego DRI

vision and goals, the DRI project timeline, and next steps for selecting projects and completing the Strategic Investment Plan. Following the presentation, the project team solicited public feedback on four major public projects at round table design stations. All projects were presented on large scale maps and boards in an open house format. The workshop was attended by members of the LPC, representatives of the state, and approximately 60 members of the public. Public attendees provided feedback and comments on the potential preliminary projects outlined on large-scale presentation boards and maps. Each design station had a member of the project team to facilitate the discussion, encourage participants to identify locations for specific improvements, and to answer questions related to potential projects. The purpose of this exercise was to gain feedback from the community on four major projects that would have a design focus, in order to elicit input on the details of each of these public projects. In addition, all projects under consideration by the LPC were included on boards located around the room, where members of the consultant team engaged the public in discussions to get feedback and help refine project details.

Community Engagement Event #3

March 5, 2019

On Tuesday March 5, 2019, the third of three public engagement events for the Owego DRI was held at Tioga Opportunities. The event started with a public presentation on the DRI program, goals and project criteria, the Owego DRI vision and goals, the DRI project timeline, and slides detailing potential projects to be recommended for funding in the Strategic Investment Plan. Throughout the presentation, the project team solicited public feedback on potential projects in a Town Hall format. All projects were also presented on large scale maps and boards, located around the room for members of the public to comment on and seek additional information. The workshop was attended by members of the LPC, representatives of the state, and approximately 60 members of the public. Public attendees provided feedback and comments on the DRI projects based on information in the presentation in a Town Hall format. The purpose of this exercise was to gain feedback from the community to elicit input on the details of each of these projects, and answer any questions about the next steps in the DRI process. In addition to the presentation, all projects were included in boards located around the room, with images, maps, cost estimates, and short descriptions of each.

Open Call for Projects

The LPC sought proposals for private-sector projects to be considered for DRI funding through an open call for projects between October 12 and December 7, 2018. The purpose of the Open Call for Potential DRI Projects was to hear from members of the community who had ideas for possibly transformative projects on private sites that provide economic and community benefits. This process enabled the LPC to fully vet private projects that could transform the downtown, in an open and transparent process. More than 40 submissions were received, including capital/construction projects. Submissions were required to demonstrate commitment of private funding, the project's transformative nature, and potential community benefits. Members of the community who submitted ideas through the open call remained an integral part of the outreach and planning process. Follow-up with



Community Engagement Event 3

open call applicants continued through the final stages of planning, including extensive consultation and exchange among the LPC, consultant team, and the village. Of the total 46 projects received through open call applications, 23 have been proposed for DRI funding as either standalone projects or as elements of the multi-site Facade Improvement project (Project 3D) or the multi-site Business Expansion Project (Project 5B). In some cases, applicants were considered ideal candidates for funding through the Downtown Revitalization Fund (Project 3C).

Some open call projects that were not recommended for DRI funding, but are still compatible with the goals and objectives of the DRI have been included in the “Projects Recommended for Other Funding” section of this Plan. As part of enthusiasm demonstrated through the open call process, there were also projects that were not considered eligible for DRI funding, and did not fit the criteria for recommendation for other funding. In many cases this was due to accelerated timelines or lack of site control.

Online Public Survey

A public surveys was prepared and hosted via Survey Monkey and in hard copy in February and March. The public survey asked members of the Owego community to give feedback on the semi-final list of projects to be included for DRI funding. A short description of each project was accompanied by an image or graphic. Respondents were asked to evaluate each project by selecting from the following choices: approve, somewhat approve, neutral, somewhat disapprove, disapprove. The survey received more than 1,000 responses between February 19, 2019, and March 3, 2019. The consultant team tabulated results and the LPC took these into consideration in making project recommendations. The “public support” section of each project profile reflects comments and trends identified through the surveys.

Social Media

The consultant team provided project updates via social media, which allowed local interest groups to easily distribute DRI information via their own social media networks. Social media tools used during the process included Twitter and Instagram (@Owegodri). LPC members linked to materials and updates through their personal Facebook pages. Outreach materials and meeting information were also posted on the state DRI website.

Economic Development Stakeholder Feedback

As one component of developing market analyses, the consultant team conducted a series of stakeholder interviews to supplement the residential and retail market analyses. Individuals who were interviewed included local building owners, landlords, developers, residential and commercial brokers, major employers, representatives of local government and civic organizations, retailers and residents. These interviews supplemented the available published data and provided a more in-depth understanding of potential demand for residential units in the DRI area. These interviews also provided more up-to-date information on current rents, occupancy levels, and other market factors to understand current demand, supply, and future potential supply of each use under consideration.

The consultant team also put together a survey directed to merchants and business owners in downtown Owego. The survey received 27 responses, with answers to questions on each merchant’s type of business, customer base, and any issues and opportunities they may have experienced. Additional details on the indications of these interviews are included in Section I: Downtown Profile and Assessment and Section V: Projects Proposed for DRI Funding.

Conclusion

Through a combination of public workshops, stakeholder interviews, and online outreach, the public engagement process generated input from a broad cross-section of the Owego community. In addition to traditional outreach methods, the open call for projects was an effective tool with the added benefit of promoting investment interest in the Owego community. The process brought forward new voices, including local entrepreneurs, developers, and property owners looking to invest in the downtown. Some of the projects developed through this process have been recommended for DRI funding, while others will move forward independently, contributing to ongoing advancement of DRI goals.

SECTION V: PROJECTS RECOMMENDED FOR DRI FUNDING



The Owego Local Planning Committee (LPC), with input from the public, recommends the projects discussed herein for DRI Funding.

The total DRI cost of the projects presented below is approximately \$13.2 million, which is in excess of the available \$9.7 million. This overage is by design and intention, as not all projects may be appropriate or ready for DRI funding. By including projects in excess of \$9.7 million, the LPC has ensured that the full DRI award will be utilized.

This section presents detailed descriptions of the projects recommended for funding through the DRI program. The LPC was tasked with reviewing the projects and initiatives within the context of how well they advance the DRI strategies set forth in the Strategic Investment Plan. The goal of the LPC was to maximize the impact of DRI investment by advancing projects and initiatives through the DRI award that would have the greatest public benefit, are primed for implementation, leverage other available funding, and enjoy broad stakeholder support. The LPC prioritized catalytic and transformative projects that present the strongest likelihood of jump-starting downtown revitalization and investment in the community.

CRITERIA FOR EVALUATING DRI PROJECTS

The LPC reviewed potential projects based on the following criteria:

- Alignment with DRI goals and existing local and regional plans;
- Public support;
- Community and economic benefits;
- Catalytic and transformative potential;
- Capacity to leverage private or public sources of funds; and
- Cost and feasibility.

Additional issues that the LPC considered when evaluating potential DRI projects include:

- The specific use of the DRI funding;
- Potential for alternative state or federal grants that could fund the project;
- Ongoing operating arrangements required to ensure that the project is successful; and
- Market demand, economic feasibility, and potential site control issues.

How the Selection Criteria Were Applied

Cost: The LPC reviewed estimated costs for each of the projects, including the requested DRI contribution and the potential for public, private, and non-profit leverage, where applicable.

Community Benefits: Although economic benefits are the core of the DRI plan, the LPC also considered positive impacts beyond purely economic benefits. Such additional benefits include environmental benefits, enhanced recreational opportunities, increased tax revenue for the village, improved design of the public realm, and enhanced resiliency against future flooding events.

Catalytic and Transformative Potential: Projects were selected that will fundamentally change the downtown and how it is perceived, stimulate additional economic development, leverage other public and private investment, and induce secondary impacts, such as attracting new residents and tourists to downtown Owego.

Job Generation: Employment was a key concern of the LPC, and projects were evaluated for how many projected jobs would be added in the downtown.

Feasibility: Projects recommended for DRI funding should be technically feasible, from a regulatory and permitting perspective, and have few “real property constraints.” Project readiness was also considered.

Public Support: Public feedback was solicited throughout the DRI planning process. Projects were favored that have a high level of LPC and public support.

Projects Recommended for DRI Funding

No.	Project	DRI Request	Other Funding	Total Cost	Page No.
1A	Connect and Activate Owego's Waterfront	\$641,086	\$0	\$641,086	5-6
1B	Upgrade Marvin Park to Improve Recreational Opportunities and Reduce Flooding	\$1,433,778	\$360,000	\$1,793,778	5-12
2A	Create a Comprehensive Marketing Strategy for Owego's Creative Community and Downtown Businesses	\$350,000	\$29,000	\$379,000	5-17
2B	Expand the Ti-Ahwaga Performing Arts Center	\$290,000	\$250,000	\$540,000	5-24
2C	Expand the Coburn Free Library to Improve Accessibility	\$300,000	\$674,500	\$974,500	5-30
2D	Expand the Tioga County Historical Society Museum	\$673,023	\$673,023	\$1,346,046	5-36
2E	Create the North Avenue Art Park	\$1,172,621	\$0	\$1,172,621	5-40
3A	Improve Downtown Streetscapes, Including a Redesign of Lake Street	\$1,777,836	\$0	\$1,777,836	5-46
3B	Improve Parking Lots	\$441,480	\$0	\$441,480	5-55
3C	Create Downtown Revitalization Fund	\$600,000	\$600,000	\$1,200,000	5-59
3D	Improve Key Facades in Owego's Downtown	\$475,771	\$464,749	\$940,520	5-65
4A	Upgrade Sewer Line Behind Lake Street	\$294,338	\$0	\$294,338	5-82
4B	Adopt Flood Mitigation Design Guidelines	\$50,000	\$0	\$50,000	5-86
4C	Repair Lights and Wiring on the South Side and Upgrade Downtown Electrical Connections	\$101,374	\$0	\$101,374	5-90
4D	Install Southside Drinking Water System to Facilitate New Development	\$338,250	\$909,750	\$1,248,000	5-93
4E	Restore the Owego Central Fire Station	\$400,000	\$0	\$400,000	5-96
5A	Create the Public Well Brewery as a Gateway to North Avenue	\$439,000	\$394,700	\$833,700	5-100
5B	Support the Development and Expansion of Owego's Diverse Businesses	\$1,273,990	\$1,228,071	\$2,502,061	5-106
5C	Restore 167-169 Main Street with Façade Improvements and Mixed Uses	\$123,429	\$881,380	\$1,004,809	5-131
5D	Expand Applied Technology Manufacturing Corp. Facility	\$491,236	\$1,079,206	\$1,570,442	5-134
6A	Redevelop Homes on Temple Street to Revitalize a Key Downtown Neighborhood	\$550,000	\$1,084,000	\$1,634,000	5-138
6B	Create the Neighborhood Depot Non-Profit Hub	\$1,000,000	\$3,422,000	\$4,422,000	5-144
	Total	\$13,217,212	\$12,050,379	\$25,267,591	

Projects Recommended for DRI Funding

Goal 1: Recreation

- 1A Connect and Activate Owego's Waterfront
- 1B Upgrade Marvin Park to Improve Recreational Opportunities and Reduce Flooding

Goal 2: Arts and Culture

- 2A Create a Comprehensive Marketing Strategy for Owego's Creative Community and Downtown Businesses*
- 2B Expand the Ti-Ahwaga Performing Arts Center
- 2C Expand the Coburn Free Library to Improve Accessibility
- 2D Expand the Tioga County Historical Society Museum
- 2E Create the North Avenue Art Park

Goal 3: Downtown Experience

- 3A Improve Downtown Streetscapes, Including a Redesign of Lake Street
- 3B Improve Parking Lots
- 3C Create Downtown Revitalization Fund*
- 3D Improve Key Facades in Owego's Downtown (Multi-Site Project)

Goal 4: Infrastructure

- 4A Upgrade Sewer Line Behind Lake Street
- 4B Adopt Flood Mitigation Design Guidelines*
- 4C Repair Lights and Wiring on the South Side and Downtown Electrical
- 4D Install Southside Drinking Water System to Facilitate New Development
- 4E Restore the Owego Central Fire Station

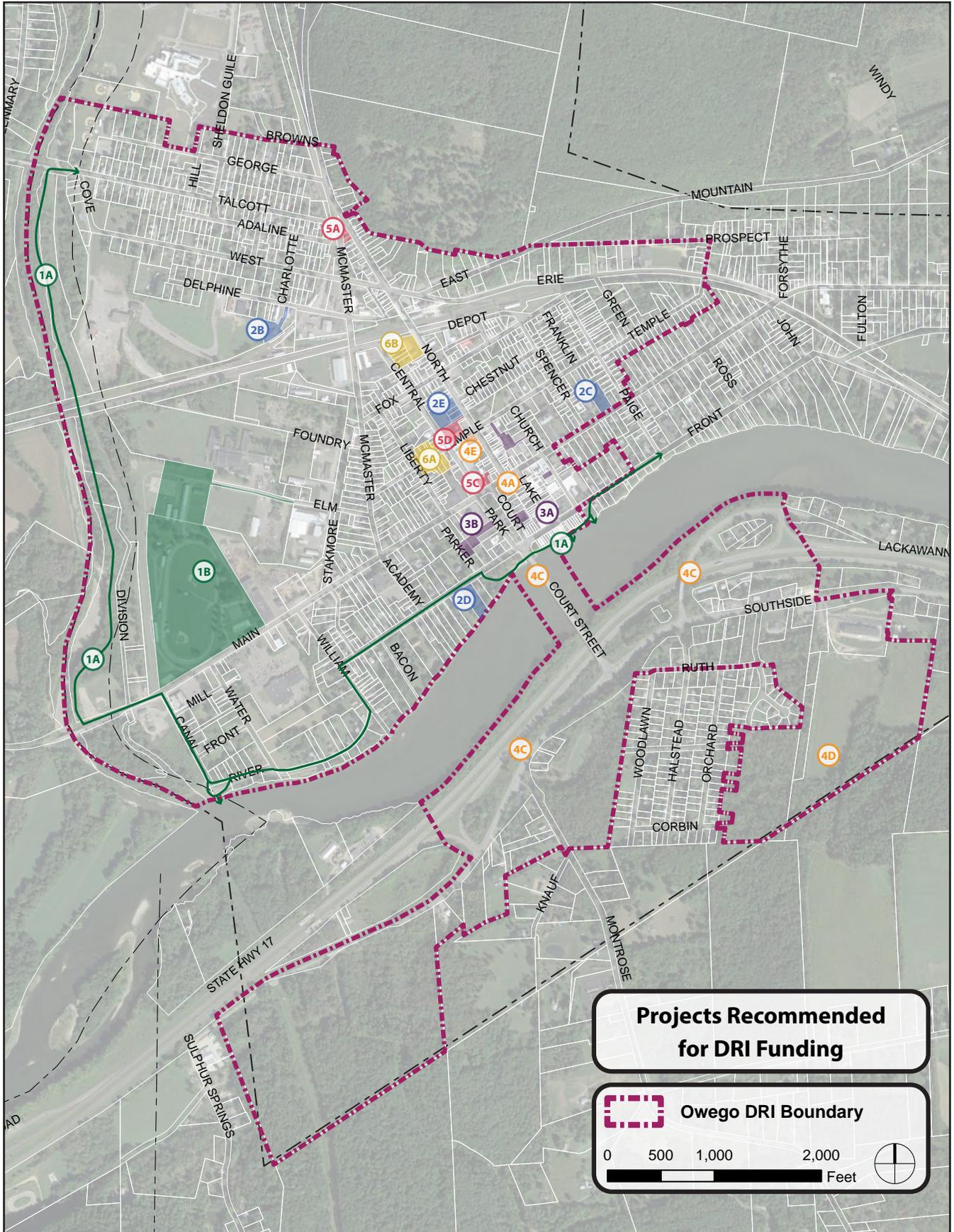
Goal 5: Economic Development

- 5A Create the Public Well Brewery as a Gateway to North Avenue
- 5B Support the Development and Expansion of Owego's Diverse Businesses (Multi-Site Project) *
- 5C Restore 167-169 Main Street
- 5D Applied Technology Manufacturing Corp Expansion at 62-64 Central Avenue

Goal 6: Housing and Neighborhoods

- 6A Redevelop Homes on Temple Street to Revitalize a Key Downtown Neighborhood
- 6B Create the Neighborhood Depot Non-Profit Hub

* Projects not mapped



1A: CONNECT AND ACTIVATE OWEGO'S WATERFRONT



Susquehanna River Waterfront

DRI Funding Request and Total Project Cost	
Total DRI Funds	\$641,086
Other Funding	\$0
Total Project Cost	\$641,086

Project Description:

This project combines several related components that will improve waterfront accessibility and recreational opportunities along the Susquehanna River and Owego Creek, with the aim of enhancing these resources for village residents and visitors. The project includes improving access to the water at several locations, as well as creating connections between the Riverwalk and waterfront parks. Provisions for future maintenance of these improvements was also an important element of the project. Components of this project include:

- Improvements to the existing Riverwalk.
- Improvements and expansion of kayak/rowing launches
- Improvements to the existing Owego Creek walking trails.

Improvements to the Riverwalk

Owego's Riverwalk is an important part of the downtown experience, providing quality access to the Susquehanna River. Enhancements to this resource could increase use and activity of the Riverwalk, support existing and future businesses along Front Street and future residences in the upper stories of buildings overlooking the walkway.



Location: DRI Area

Expansion of the Riverwalk is not feasible at this time due to private ownership of waterfront parcels to the east and west of the Riverwalk endpoints, Draper Park and Ahwaga Park. Therefore, this project focuses on strengthening the existing asset. Improvements to the Riverwalk could strategically address flooding, enhance access to the riverfront, provide recreation opportunities, and promote connectivity throughout the village. These enhancements include:

- Aesthetic improvements including landscaping along the river bank and behind buildings fronting Front Street. Aesthetic improvements to the walkway could enhance the pedestrian experience, provide opportunities for additional lower-level business adjacent to the Riverwalk, and reduce the impacts of flooding of the walkway.
- Shoreline stabilization and clean-up to protect the Riverwalk and reduce the buildup of mud following rain and flood events. New strategies for clean-up could include extending a water source to the Riverwalk to enable the Department of Public Works to power wash the walkway.
- Lighting and signage will make the Riverwalk more visible and attractive to residents and visitors, and make the walkway more accessible in the evenings and for events. Lighting and signage that will make the Riverwalk highly visible from both the Court Street Bridge and NY-17 highway to the south will help alert passing travelers that there is activity and draw them into the downtown.

Improvements and expansion of kayak/rowing launches

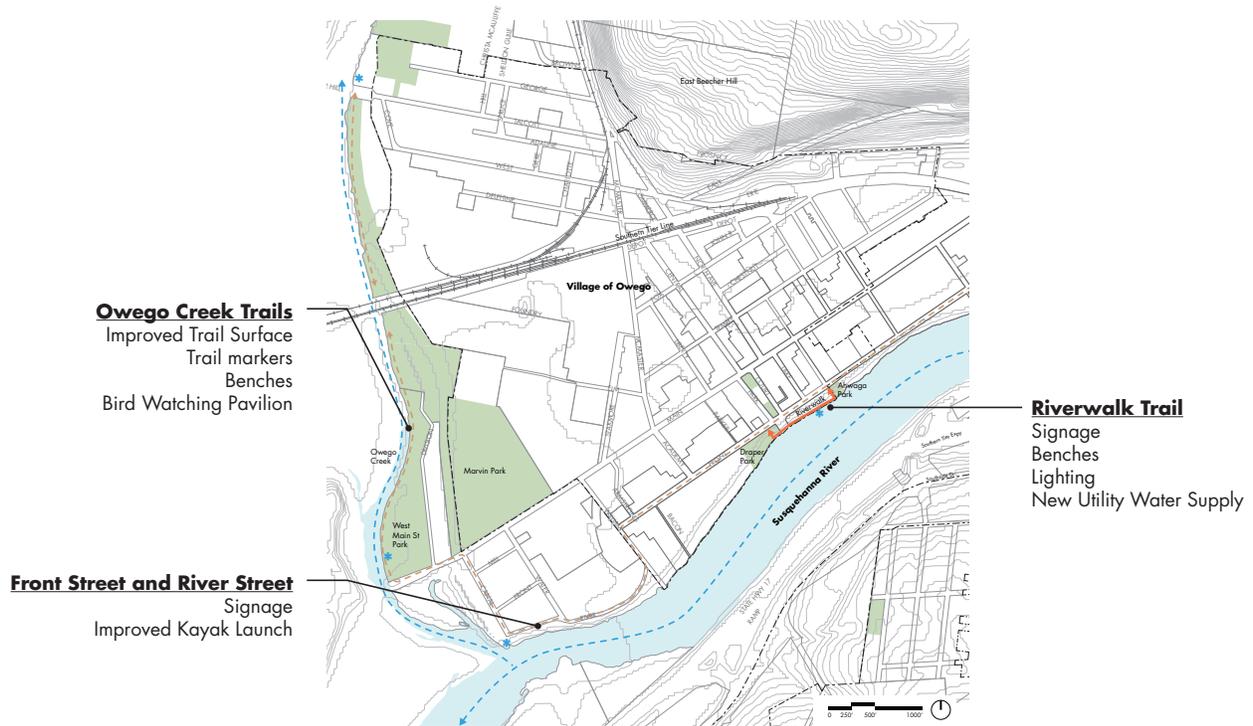
This project will provide funding to improve and expand kayak launch sites at three existing locations. Along Owego Creek, the launches at Talcott Street and the corner of River Street and Canal Street will be enhanced with improved signage and cleanup of vegetation in these areas. On the Riverwalk itself, a kayak launch is difficult due to the flow of the Susquehanna River and lack of direct access from Front Street. However, the existing Riverwalk shoreline seating area will be renovated to better facilitate tie-ups of kayaks and small watercraft, which could



Existing Conditions on the Riverwalk



Existing Conditions at the Owego Creek Trails



provide kayakers and boaters who are already utilizing the river with better access to the Riverwalk and downtown Owego.

Improvements to the existing Owego Creek walking trails

Owego Creek forms the western boundary of the Village of Owego, and provides an attractive waterfront and opportunity for recreation. Currently, the village has designated three trails along the creek, but they are underutilized due to limited signage, access, and maintenance.

DRI funding would be used for improvements that will create a year-round attraction along the creek. The re-envisioned trail would be part of a larger network of pedestrian and bicycling trails around the village, including the Riverwalk and existing sidewalks. Improved trails along the Owego Creek would be constructed with flood resilient landscaping and with ease of maintenance in mind. Potential activities to promote year-round use of the trails could include snowshoeing or cross country skiing, as well as hiking and bicycling.

Specific improvements to the Owego Creek walking trails would include:

- Paving one loop of the trail, from Talcott Street to the railroad tracks, to allow bicycle access.
- Benches and seating areas.
- A bird stand/pavilion overlooking the Creek.
- Signage in West Main Park and on Talcott Street.
- Trail markers along the trails (e.g., distances, interpretive signage, etc.).



Property Owner/Sponsor

Village of Owego

Capacity

The Village of Owego currently maintains the Riverwalk, trails, and other bicycle and pedestrian networks, with assistance from volunteer master gardeners on the Riverwalk. This project would help to ease the burden on the village by making maintenance and management of the Riverwalk and the trail system more manageable. The goal is to reduce post-flood impacts on the Riverwalk and provide a water source so that it is easier for DPW or local volunteers to clean up the Riverwalk and return it to full use after storms. Also, improvements to the trails in West Main Park and off Talcott Avenue would be designed to flood, requiring minimal long-term rehabilitation and maintenance.

Project Partners

Local volunteers will continue to assist in maintenance of the Riverwalk; however, the proposed improvements are intended to provide for more manageable maintenance.

DRI Strategies

The proposed project will advance the following DRI Strategies:

- Enhance connectivity to the waterfront for the enjoyment of local natural resources, including opportunities for recreation, tourism, and outdoor activity.
- Improve park and open space assets to improve quality of life for local residents, and attract new residents and visitors.
- Advance urban design principles that will make for a more attractive downtown.
- Provide high-quality walking and cycling options throughout the downtown.

Anticipated Revitalization Benefits

Programming and activities along the Riverwalk would increase access to the waterfront. Private businesses in buildings located on Front Street have access to the Riverwalk from their lower level, where there is potential to increase business activity to create a draw for pedestrians. Potential sale of food and drink, water sports rentals, and retail could create a more vibrant riverfront. In conjunction with Riverwalk improvements, enhancing kayak and

rowing tie-ups has the potential to promote the vibrancy of downtown by connecting waterfront users to downtown activities.

Improving existing launch areas for non-motorized boats will enhance access to the Susquehanna River and Owego Creek for recreation, a major goal of the DRI Plan. Improvements to the Owego Creek trails would provide an amenity for residents as well as a recreational attraction for visitors to Owego. The Creek is a prime location for fishing, paddlesports, and bird watching.

Public Support

Activating the waterfront has been a major focus of the Owego DRI. This project received support at all three public workshops and was one of the most highly rated projects in the public survey. With a high “neutral” vote, this project received 58% positive support (approve or strongly approve) from members of the public.

Many who responded to the survey described the waterfront as a key component of the village’s future success. One respondent noted, “The waterfront is a beautiful location to go for a walk on a nice day. I feel it would be in the best interest of the town to improve upon it to keep it beautiful and interesting.” Another survey respondent commented that the river is a vital component to the village’s identity. In addition, members of the public expressed support for upgrading, connecting, and creating clear signage for the village’s trail system. Those respondents who indicated less support for this project generally raised concerns about the village’s ability to maintain the improvements. Based on that feedback, every aspect of the project has been developed and designed to ease the village’s burden in maintaining existing assets, rather than significantly expanding the facilities.

Jobs Created

None

Feasibility and Cost Justification

Project costs were developed by the consultant team based on detailed assumptions as to the type and number of proposed improvements, reflecting best practices in civil engineering and landscape design. The costs also reflect construction mobilization and demobilization costs as well as soft costs including design/legal fees, general contractor overhead and profit, and contingency.

Project benefits should be weighed against projected new annual municipal costs for maintenance and operations. Based on input from the Owego Department of Public Works, anticipated annual ongoing operations and maintenance costs for the various waterfront improvements are \$4,800. These additional costs can be managed by the village and are justified based on the potential for the waterfront to become a quality-of-life asset for downtown; increase market demand for downtown as a place to live, work, and visit; and thus enhance adjacent real estate values.

“We are a river town and should use it as an asset for ourselves and tourism.”

(Public survey comment)

Regulatory Requirements

The proposed improvements, because they are located along the waterfront and in the floodplain, are likely to require permits from the New York State Department of Environmental Conservation (NYSDEC), as well as a floodplain development permit under the village’s flood damage prevention regulations.

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Mobilization	\$43,350	DRI	\$43,350
Riverwalk Improvements	\$151,850	DRI	\$151,850
Improvements to the existing Owego Creek walking trails	\$231,044	DRI	\$231,044
Demobilization	\$40,000	DRI	\$40,000
Design/Legal (15%)	\$69,937	DRI	\$69,937
GC OH&P (10%)	\$46,624	DRI	\$46,624
Contingency (10%)	\$58,281	DRI	\$58,281
Total	\$641,086		\$641,086

Timeframe for Implementation and Project Readiness

Total Timeframe: 12 months

Phase	Activity	Timeframe
Phase 1: Public Input Process	Vision workshops	Month 1 - 3
Phase 2: Design	Schematic design	Month 4 - 6
Phase 3: Approvals	Site plan and SEQR	Month 7 - 8
Phase 4: Construction	Construction	Month 9 - 12

Project Reporting

- Programming: Increased usage and number of events held at the Riverwalk.
- Business Revenues: Increase in revenue from businesses adjacent to the Riverwalk.
- Use: Number of trail visitors, as measured by periodic counts during different seasons.

1B: UPGRADE MARVIN PARK TO IMPROVE RECREATIONAL OPPORTUNITIES AND REDUCE FLOODING



Marvin Park

DRI Funding Request and Total Project Cost	
Total DRI Funds	\$1,433,778
Other Funding	\$360,000
Total Project Cost	\$1,793,778

Project Description:

Marvin Park is the village’s largest open space for recreational use. The park is located at the western edge of the village in an area that is prone to flooding as a result of its proximity to Owego Creek. Currently, the park provides facilities for local residents, and is used for the Tioga County Fair for five days every August. Existing facilities include playground equipment, a pool, skate park, jogging trails, fairgrounds track, bleachers, and outbuildings. Improving Marvin Park will create enhanced amenities for local residents; regional visitors; and the Agricultural Society, which manages the annual County Fair and owns the parcel directly north of the park, which contains fair-related facilities.



Location: Marvin Park, 50 West Main Street

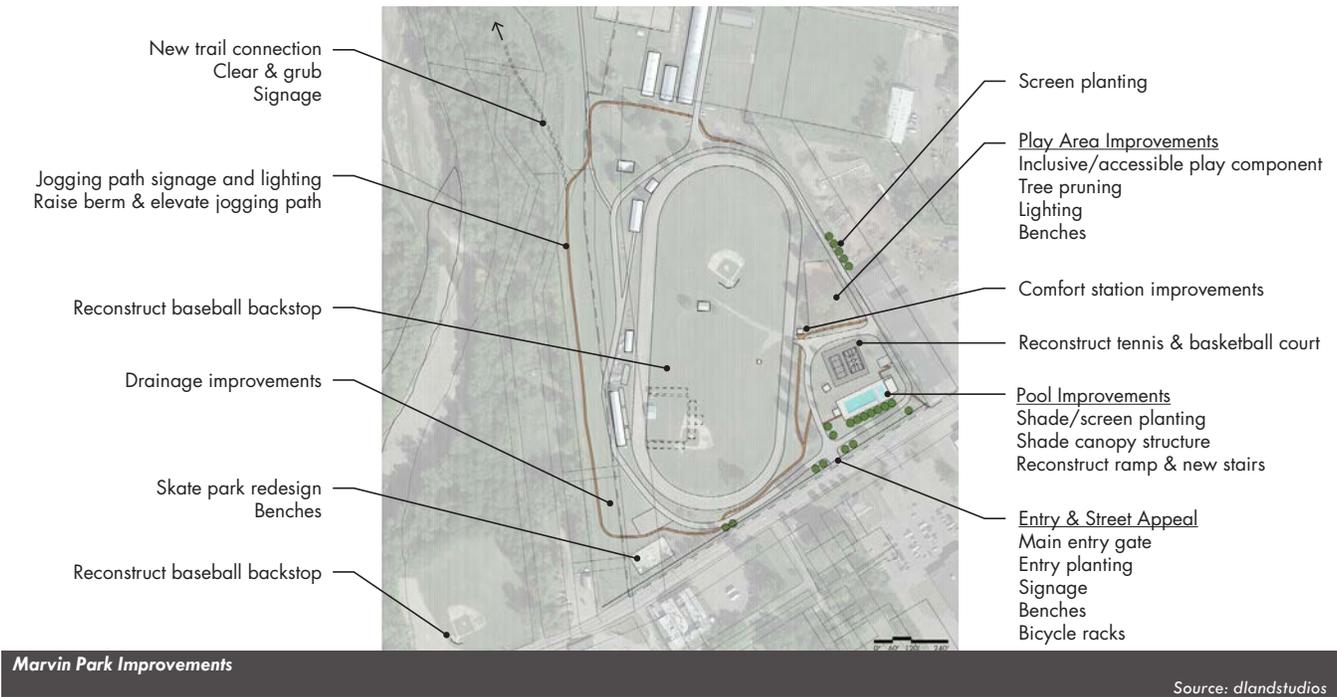
This project would be undertaken in a parallel effort with improvements to the Fairground resources in the park, to be funded by the Agricultural Society. These improvements include new bleachers, announcer’s stand, gate, and concession stand area in the infield of the track. The upgrades will support additional activities at the annual County Fair, such as a professional rodeo event, which could draw new visitors from throughout the region.

DRI funding would be used for general park improvements and upgraded facilities at Marvin Park that would increase its use by Owego residents and visitors alike. These improvements include:

- Landscaping improvements around the existing pool and addition of a shade structure over a portion of the pool;
- Addition of handicap-accessible playground equipment;
- Resurfacing of the existing tennis/basketball courts;
- Replacement of the existing skate park;
- Upgrades to the jogging/walking path including elevating a portion of the path to the top of the flood berm;
- Restroom upgrades; and
- Additional security elements, including a park gate, lighting, and cameras.

This project also includes measures to improve existing drainage conditions and further flood mitigation strategies. Marvin Park is subject to water-related impacts resulting from both stormwater management issues and occasional flooding from Owego Creek. Installation of additional drainage infrastructure would address ongoing drainage problems, while a raised berm along the Creek would provide for greater resiliency against future flooding. These improvements are intended to make the park easier to maintain by the village and more usable by residents and visitors.





Property Owner/Sponsor

Village of Owego, Tioga County Agricultural Society

Capacity

The village would continue responsibility of maintaining the Marvin Park parcel, including the pool, skate park, and playground equipment. The Agricultural Society would maintain the Fairground resources within the park, and would continue to coordinate with the village in planning/programming for County Fair-related activities and other events throughout the year.

Project Partners

- Tioga County Agricultural Society

DRI Strategies

The proposed project will advance the following DRI Strategies:

- Enhance connectivity to the waterfront for the enjoyment of local natural resources, including opportunities for recreation, tourism, and outdoor activity.
- Improve park and open space assets to improve quality-of-life for local residents and attract new residents and visitors.
- Address flood risk by encouraging sustainable improvements to village infrastructure, adding mitigation measures in existing buildings, and flood-proofing new construction in the downtown.
- Provide high-quality walking and cycling options throughout the downtown.

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Mobilization	\$28,000	DRI	\$28,000
Improvements to bleachers, announcer’s stand, gate, concession area	\$360,000	Other grant funds	\$360,000
Landscaping	\$85,700	DRI	\$85,700
Drainage Improvements	\$241,350	DRI	\$241,350
Upgrades to Park Equipment/Facilities	\$526,418	DRI	\$526,418
Passive Recreation Areas	\$141,280	DRI	\$141,280
Demobilization	\$20,000	DRI	\$20,000
Design/Legal (15%)	\$156,412	DRI	\$156,412
GC OH&P (10%)	\$104,275	DRI	\$104,275
Contingency (10%)	\$130,343	DRI	\$130,343
Total	\$1,793,778		\$1,793,778

Anticipated Revitalization Benefits

This project would improve Marvin Park as a recreational asset for Owego residents by upgrading existing park infrastructure, enhancing the experience for those who currently use the park, and potentially attracting new users with a higher quality of offerings. The improvements both to the village-owned portion of the park/fairgrounds complex and the portion owned by the Agricultural Society could expand the potential for events to be held throughout the year, in addition to the annual County Fair. Additional events and activities could draw more regional visitors to the village who could be expected to visit the core downtown area for shopping and dining opportunities.



Public Support

Upgrading Marvin Park received the most positive support of any project through the public survey. Sixty five percent of respondents voted with “approve” or “strongly approve.” With a high percentage of neutral responses (26%), this project received very low negative feedback. Around 9% of respondents disapproved or strongly disapproved of this project. Survey responses demonstrated the value this project will have to local residents: “The pool is used by many and the improvements would make it more inviting to even more people,” and “I walk daily at Marvin Park with friends. The village and children and families and residents will benefit from upgrades.” In addition to benefits for residents, survey respondents commented on the benefit this project could have in attracting additional visitors: “This is a main attraction yearly for the County Fair. Improvements would continue to draw more tourists.” Another survey respondent noted, “The fairgrounds links our rural roots with the

“These are wonderful improvements. We love to walk in the park, and we think more people would use the park with these projects.”

(Public survey comment)

village. So important to our identity and builds relationships within our community.” As with Project 1A, respondents who indicated less support for this project generally raised concerns about the village’s ability to maintain the improvements. Based on that feedback, every aspect of the project has been developed and designed to ease the village’s burden in maintaining existing assets, rather than significantly expanding the facilities.

Jobs Created

None

Feasibility and Cost Justification

Project costs were developed by the consultant team based on detailed assumptions as to the type and number of proposed improvements, reflecting best practices in civil engineering and landscape design. The costs also reflect construction mobilization and demobilization costs as well as soft costs including design/legal fees, general contractor overhead and profit, and contingency.

The Owego Department of Public Works does not anticipate any additional annual municipal costs for park maintenance and operations.

Regulatory Requirements

SEQRA, NYSDEC permitting

Project Reporting

- Programming: Increased usage and number of events held at Marvin Park.
- Business Revenues: Increase in revenue from businesses within 500 feet of the park.
- Use: Number of visitors to the Tioga County Fair.
- User Fees: Net revenue generated for the village by facility rental fees.
- Property Values: Change in assessed value of adjacent properties.

Timeframe for Implementation and Project Readiness

Total Timeframe: 15 months

Phase	Activity	Timeframe
Phase 1: Public Input Process	Vision workshops	Month 1 - 3
Phase 2: Design	Schematic design	Month 4 - 6
Phase 3: Approvals	Site plan and SEQR	Month 7 - 8
Phase 4: Construction *	Construction	Month 9 - 15

*The village may adjust the construction timeframe to minimize impacts during peak season.

2A: CREATE A COMPREHENSIVE MARKETING STRATEGY FOR OWEGO’S CREATIVE COMMUNITY AND DOWNTOWN BUSINESSES



DRI Funding Request and Total Project Cost	
Total DRI Funds	\$350,000
Other Funding	\$29,000
Total Project Cost	\$379,000

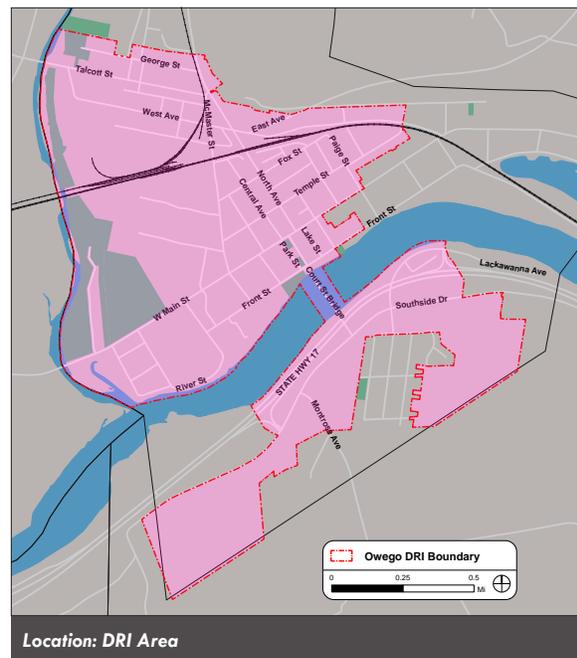
Project Description:

This project will create a dual marketing and branding strategy centered around the “Owego Creative Community” concept, which focuses on supporting and attracting local artists and arts-related businesses, and on strengthening the existing downtown business community. The project also includes physical improvements in the public realm necessary to implement the strategy and upgrades to the Tioga Arts Council (TAC) facility. Components of this project include:

Branding and Marketing

This project will establish a cohesive marketing and branding strategy for Downtown Owego’s arts community and local businesses, coordinating with the Tioga Arts Council, Historic Owego Marketplace, the Tioga County Chamber of Commerce, the Tioga County IDA, and the Tioga County Tourism Office.

A professional marketing firm will be hired to create a marketing strategy, theme, branding logo, and comprehensive signage plan. These designs will be used to create marketing materials for digital media and social media outlets, as well as brochures and magnets, and improvements to the public realm. Additional assistance for marketing could



include assisting businesses in becoming more visible online. About half of Owego's downtown businesses are not tagged or georeferenced on Google Maps and Yelp. Based on a survey of downtown merchants, most business owners do not feel comfortable using these services or are not aware of the benefit. A greater presence online would help the whole village, but many business owners need assistance.

In order to implement this project, the Tioga Arts Council, the Village of Owego, and Tioga County Economic Development and Planning and/or IDA will be responsible for developing a request for proposals (RFP) to contract with a marketing firm with extensive experience helping local communities brand and market their assets. The RFP outline should identify the following tasks:

1. Market Analysis – Demand Segments and Competitive Assessment

- Interview key stakeholders to better understand their objectives for downtown Owego and how they expect to benefit from the Branding and Marketing campaign (County Tourism, IDA, gallery owners, Chamber of Commerce, local business owners, artists, educational institutions, and other local cultural arts and historic district representatives).
- Conduct surveys of existing and if possible potential consumer groups to understand current attitudes, preferences, likes, and dislikes to identify the strengths and weaknesses that can be addressed through the marketing and branding campaign. Target consumer groups may include residents, tourists, employees, through-commuters along Route 17, students, and young professionals in Owego and the surrounding areas who may or may not visit downtown. Understanding the preferences and issues of these market segments will help address any deficiencies, identify strengths, and contribute to the marketing and branding campaign.
- Perform a Competitive Assessment of Owego and other downtowns in the region, summarizing attractions, programs, market segments served, access, strengths and weaknesses, and identifying areas where Owego can improve its competitive positioning. The competitive assessment will be used by the Tioga Arts Council and business owners to guide their short- and long-term strategies, and potentially refine planned physical improvements to the TAC building and other capital investments in the downtown.
- Based on the market research, write a Market Position Statement describing where the “Owego Creative Community” is and how it should be positioned. The statement would identify the arts, cultural, and historical venues/events/programs currently offered; potential future offerings; primary consumer/market segments currently served; and others that could be attracted. It should identify Owego's competitive advantages given its surrounding communities, and should identify steps required to reach the existing target audience and opportunities for future growth.

2. Improve or Build Image and Branding

- Based on prior tasks, create an image and brand for downtown Owego that:
 - Creates a sense of community and place, and makes the downtown an attractive destination for key market segments, while providing business and recreational opportunities for the local community;
 - Provides a consistent representation of the downtown;
 - Provides a common vision and compelling promise to a target audience;

- Enhances the local, regional, and even national awareness and competitiveness of the location;
- Sheds unfavorable images and mitigates weaknesses.
- Create a Brand Strategy that:
 - Recognizes current strengths and weaknesses;
 - Can adapt to improvements or new challenges over time; and
 - Identifies an organization to manage the brand strategy.

3. Marketing Program Implementation

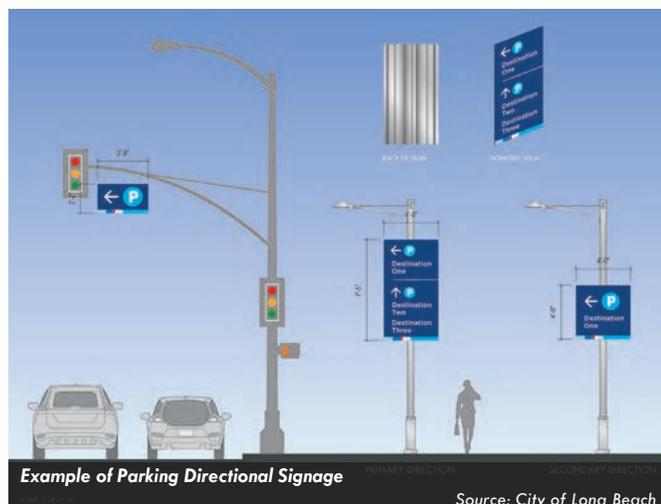
- Identify specific marketing goals with the help of stakeholders (i.e. increase tourism, attract artists and galleries, and increase sidewalk traffic and spending).
- Develop marketing programs to reach potential market segments, including advertisements (types and targets), public relations strategies, promotional campaigns, and special events. This may include but not be limited to social media, signage, banners, and artist competitions.
- Identify the organization(s) responsible for oversight and management of the Marketing Program Implementation.
- Develop budget for implementing and managing the marketing program, producing the media and collateral.

Upgrades to the Tioga Arts Council (TAC) Facility

This project also includes interior upgrades to the TAC building at 179 Front Street to improve their facilities and provide opportunities for additional programming. The Tioga Arts Council is a non-profit organization located in the heart of downtown, that offers creative opportunities for Owego residents, including events, exhibitions, performances, and other cultural and educational experiences. The Tioga Arts Council was founded in 1972, and is staffed by a full-time director and one part-time employee. These improvements are intended to maintain the high-quality, historic nature of this architecturally significant building, while allowing the TAC to better fulfill its mission, deliver services, and expand its capacity. Proposed improvements include:

- Expanding existing gallery space for local artists to show work and build an audience;
- Improving workshop space for the retired artist painting group, intergenerational learning activities, and other arts enrichment activities;
- Enhancing the quality of the Tech Lab space to build on STEAM programs such as the all-girls podcast development program; and
- Seeking “green” solutions to reduce costs and promote accessibility and sustainability in the community.

The TAC improvements will be undertaken in four phases:



Example of Parking Directional Signage

Source: City of Long Beach

- Phase 1 will develop a building master plan, using funding from non-DRI sources.
- Phase 2 will undertake initial renovations to the building, using DRI funding, including refinishing hardwood floors, painting, installing replacement windows on the second floor, installing interior storm windows, replacing two main entry doors to the gallery space and one main entry door to the second floor, and upgrading the existing bathroom for ADA compliance.
- Phase 3, using DRI funding, will reconfigure office space as a second gallery for TAC members and retail space.
- Phase 4, using non-DRI funding sources, will make upgrades to the Tech Lab and workshop space in the basement, and undertake accessibility and energy-efficiency strategies.

Physical Public Realm Improvements to Advance the Branding and Marketing Strategy

Using the comprehensive signage plan developed in the Branding and Marketing Strategy, this project will fund the physical improvements to the public realm that will implement the overall strategy. Different signage solutions at strategic locations throughout the DRI area will be used for various purposes, including wayfinding signage, parking lot signage, flags and banners, sidewalk stamps, and similar improvements, all of which will display the branding logo and theme. Although the exact number and types of signs will be developed as part of the Branding and Marketing Strategy, this project assumes a reasonable amount of such materials and funds them accordingly.

Anchor Projects that Support the Owego Creative Community Concept

This project will connect to two separately funded DRI projects that are related to the arts and could be integrated: the North Avenue Art Park and the Ti-Ahwaga Community Players expansion.

Property Owner/Sponsor

Tioga County Tourism Office, Tioga Arts Council



Capacity

Tioga County Tourism has the capacity to oversee the process of issuing an RFP for the branding and marketing strategy, managing that process, and implementing key elements of the strategy. The organization will work with Historic Owego Marketplace (HOM), Tioga Arts Council, the Tioga County Chamber of Commerce, and other partners during development of the strategy and throughout implementation. Tioga Arts Council will manage the improvements to its building, which it owns. The Village of Owego will approve and maintain public realm improvements, coordinating with the New York State Department of Transportation (NYSDOT) as appropriate.



Project Partners

- Village of Owego
- Historic Owego Marketplace
- Tioga County Chamber of Commerce
- Tioga Arts Council
- Owego Historic Preservation Commission

DRI Strategies

The proposed project will advance the following DRI Strategies:

- Build an identity as a destination for arts, culture, and history in the Southern Tier.
- Create and maintain the capacity to expand arts and culture programming and community activities.
- Invest in streetscape improvements that will promote walkability and increase safety for people of all ages and abilities.
- Provide high-quality walking and cycling options throughout the downtown.
- Stimulate job growth by reactivating vacant or underutilized downtown properties.
- Encourage small business expansion.

Anticipated Revitalization Benefits

The primary motivation behind establishing the Owego Creative Community is revitalization. Countless studies demonstrate that arts-related uses in communities – both small and large – have significant economic and community impacts.

- The Owego Creative Community will help to:
 - Animate blighted and underutilized structures and spaces;
 - Increase tax revenue by bringing properties back onto tax rolls;
 - Boost property values in the larger community;
 - Foster the safety and livability of the neighborhood;

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Tioga Arts Council Facility Improvements	\$54,000	DRI	\$25,000
		TAC	\$29,000
Creative Community and Downtown Business Marketing/Branding—consulting services from a marketing/advertising firm	\$75,000	DRI	\$75,000
Public Realm Improvements—Design and installation of signs, murals, banners, etc.	\$250,000	DRI	\$250,000
Total	\$379,000		\$379,000

- Expand public access to art and nurture arts appreciation; and
- Attract additional artists, arts businesses, non-arts businesses, and tourists to the area.

The upgrades to the existing Tioga Arts Council (TAC) space will allow a well-established community organization to better serve its existing constituents, as well as expand its reach to a larger audience. The expanded gallery space will allow the TAC to showcase more artists, while the improvements to other spaces will create opportunities for expanded arts-related programming. In addition, the building improvements may reduce operating costs due to energy efficiencies, which can free up funding for other mission-related activities that will allow the TAC to serve a wider group of residents and visitors.

The downtown business strategy improvements can be expected to enhance the overall downtown experience and drive a higher volume of visitors and repeat visitors. In addition, the program would encourage new businesses and investment, support higher retail sales and fewer failed businesses throughout the downtown, thus creating a more vibrant environment that is more attractive to new businesses. By encouraging private investment downtown, the program could encourage long-term dedication by area businesses and property owners. Anticipated secondary benefits include increased tax revenue (potentially including sales tax, real estate taxes, and income taxes) due to greater economic activity, and attraction of new retail, office, and residential tenants.

Public Support

This project has evolved from a number of ideas generated from early public engagement, and has remained popular throughout the outreach process. This comprehensive branding and marketing campaign responds directly to public comments supporting the village's identity as a destination for arts and culture, reinforcement of the downtown business community, and its need for better signage to capitalize on tourism and those passing through the village. Support for this project was evident in the public survey, which indicated that a far greater number of respondents supported this project (47%) than opposed it (23%). Those who commented in the public survey mentioned the significance of this project to the revitalization of the downtown. Others noted that the village's historical assets are an asset and should be highlighted, "Tapping into the historic architecture and fine arts that we already established will bring people into the area." One respondent summed it up, "The idea of marketing Owego as a creative community is great. It could make Owego a destination for day trips or weekends."

Feasibility and Cost Justification

Project costs were developed based on various inputs related to the three distinct project elements. For the improvements to the Tioga Arts Council facility, costs were provided by an AIA-licensed professional architect.

For the marketing and branding consulting services, costs were based on the consultant team’s experience and comparable studies in the region.

For the public realm improvements, costs were developed by the consultant team based on detailed assumptions as to the type and number of proposed improvements, reflecting best practices in civil engineering and landscape design. The costs also reflect construction mobilization and demobilization costs as well as soft costs including design/legal fees, general contractor overhead and profit, and contingency.

The proposed installation of signage would be the responsibility of the village Public Works Department. Because this project is likely to include removal of some existing signage, it is anticipated to result in minimal ongoing maintenance costs, as the net number of signs may decrease.

“The arts are the heart of Owego!”

(Public survey comment)

Regulatory Requirements

Installation of signage in any village- and state-owned right-of-way will require approval from the Village Board of Trustees and the NYSDOT.

Project Reporting

- Arts Events: Number of creative community and other similar events held in downtown Owego.
- Visitors: Number of visitors to downtown, the Tioga Tourism office, and the Tioga Arts Council.
- Members of the Tioga Arts Council: Increase in TAC membership.
- Retail Sales: Increase in retail sales due to increased tourism in downtown Owego.
- Web Traffic: Number of unique visitors to the websites of Tioga Tourism, TAC, and Historic Owego Marketplace.

Timeframe for Implementation and Project Readiness

Total Timeframe: 12 months

Phase	Activity	Timeframe
Phase 1: Retain Consultant	Develop RFP and Retain Consultant	Month 1 - 3
Phase 2: Develop Marketing and Branding Strategy	Stakeholder outreach and development of strategy	Month 4 - 9
Phase 3: Implementation	Construction of public realm improvements; Renovation of TAC building	Month 10 - 12

Tioga County Tourism can initiate the Branding and Marketing Project within one year and implement over a 3-year period

2B: EXPAND THE TI-AHWAGA PERFORMING ARTS CENTER



Ti-Ahwaga Performing Arts Center Set

DRI Funding Request and Total Project Cost

Total DRI Funds	\$290,000
Other Funding	\$250,000
Total Project Cost	\$540,000

Project Description:

The Ti-Ahwaga Community Players (TCP), founded in 1958, has been operating at its facility on Delphine Street since 2001. The Ti-Ahwaga Performing Arts Center (TPAC) expansion project includes an addition to the southwest side of the existing building to provide more easily accessible workspace to build and store materials for sets and productions. Currently, when TCP is between shows, sets must be taken down and assembled in the stage and lobby areas, making those areas unavailable for other use. The theater regularly receives requests from other groups to rent out the stage, which it cannot accommodate due to this usage.



Location: 42 Delphine Street

The current configuration of the building is such that workspace is not adjacent to the stage, and storage spaces are scattered. The proposed addition to the building would create a large space adjacent to the existing stage area for the construction of set pieces, which will allow work to be done on multiple theatrical productions at a given time. The addition includes approximately 2,200 sf of additional ground level space, as well as a new full basement of the same square footage. This is an advantage for TCP, because preparations for full-scale productions can be completed in the newly constructed space, freeing up the stage for rentals, including special events, meetings,

parties, films, and concerts. Rental to outside parties will provide revenue to TPAC in the form of rental fees and concessions, which will provide funding toward its operation and future growth plans.

Following the expansion, TCP will fund the retrofit of the existing storage space, currently a garage space with no heating or air conditioning, to be refinished as a flexible space for additional programming that includes classes, community activities, workshops, studios, and galleries. This future expansion will be made possible by the revenue generated from stage rental between productions, which is not currently possible due to space constraints.

TCP has both the organizational capacity and demonstrated demand to expand its facility rentals.

Property Owner/Sponsor

Ti-Ahwaga Community Players, a 501(c)3 non-profit organization, governed by a board of directors, that owns and operates the TCP.

Capacity

The TCP has performed a financial review, indicating they have experienced an overall rental increase of over 300% from 2016 to 2018, with an associated 15% increase in revenue from concessions and 13% overall growth in operational revenue. TCP will assign an overall project manager to work with the general contractor to ensure



Theater Entrance and Garage from Parking Lot



Rear of Building--Location of Addition



Garage--Location of Phase III Improvements



Site Plan of Proposed Ti-Ahwaga Performing Arts Center Expansion

that scope, schedule, and budgets are strictly maintained. TCP will also assign a Board Liaison to oversee the project and report progress to the Board of Directors as part of its monthly Committee reporting.

Project Partners

None

DRI Strategies

The proposed project will advance the following DRI Strategies:

- Build an identity as a destination for arts, culture, and history in the Southern Tier.
- Create and maintain the capacity to expand arts and culture programming and community activities.

Anticipated Revitalization Benefits

The TPAC Expansion Project will help to position Owego as a premier arts community. Performing Arts is a vital piece of any arts community, rounding out strong and diverse opportunities when coupled with the existing and potential arts and culture assets in Owego such as the fine arts, handcrafts, sculpture, and more. This project will expand opportunities for students, making it an asset to attract working-age families who vet communities based on the variety of extracurricular prospect for their children. It will increase visitation to Owego by offering a distinctive experience that can only be found in Owego. It will further Owego's new transformative "brand" as a progressive and culturally diverse place to live and work in conjunction with the current arts businesses and organizations, such as Tioga Arts Council. The TPAC Expansion Project will be a catalyst to attract new residents, and instill a sense of place for current residents and their children, as well as bring new customers for all Owego businesses.

Over the past three years, the TCP has been forced to turn down rental requests due to lack of space. Some of these rentals include private parties, film screenings, and performances. Others, however, are community organizations, local school events, and other non-profit groups who would not be charged for their use of the facility. This expansion will have the additional benefit of providing cost-free shared space for other community based groups.

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Phases I and II: Design and Construction of approximate 4,000 sf addition	\$450,000	DRI Ti-Ahwaga Community Players	\$290,000 \$160,000
Phase III - Build out of storage space	\$90,000	Ti-Ahwaga Community Players	\$90,000
Total	\$540,000		\$540,000

Public Support

The Ti-Ahwaga Performing Arts Center Expansion has been a part of the Owego DRI from its initial application, and has maintained strong support throughout the public outreach process. Many have commented positively on this project during public workshops, and have spoken up to support the theater and advocate for its future expansion. In the public survey, this project received significant positive support (46%), with a large neutral vote (35%). One respondent noted that the theater is a key institution in the village, “Library, Museum and Theater are important for everyone and especially younger families to settle in the community.”

“Keeping theater and the arts alive is important. They are often overlooked.”

(Public survey comment)

Jobs Created

With the additional revenues anticipated from the expansion, TCP plans to hire part-time help to assist in the management of additional productions. Two potential paid positions include office assistant and house manager.

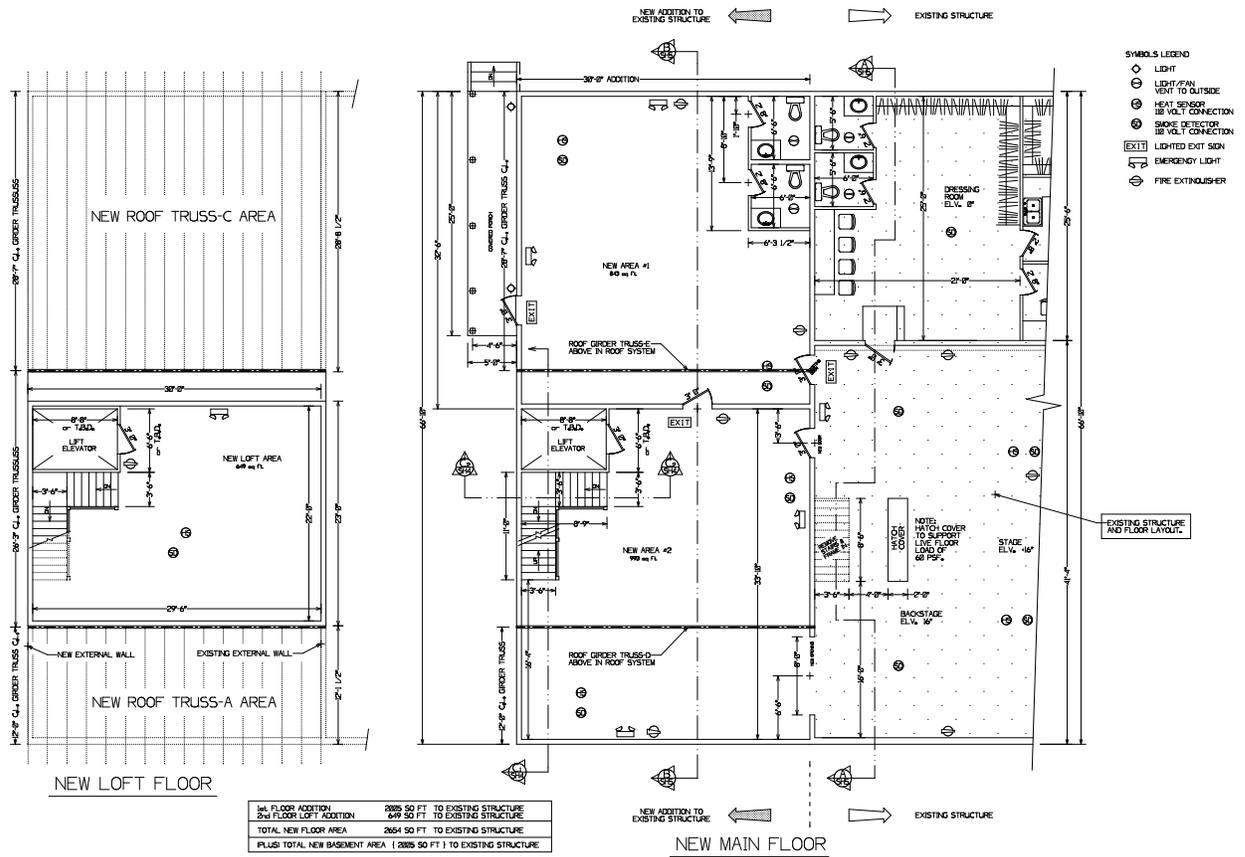
Acquisition of Real Property

TCP owns its current site; however, the project requires expansion into an adjacent parcel owned by Owego Hartford Railroad. TCP has a written agreement with the owner of the adjacent site, for the donation of adjacent property required to complete the build, as the proposed addition to the building will extend into the required 20-foot rear yard setback. This is contingent on the award of DRI funds to complete the project. TCP will pay any fees associated with the survey and transfer of deeded property.

Feasibility and Cost Justification

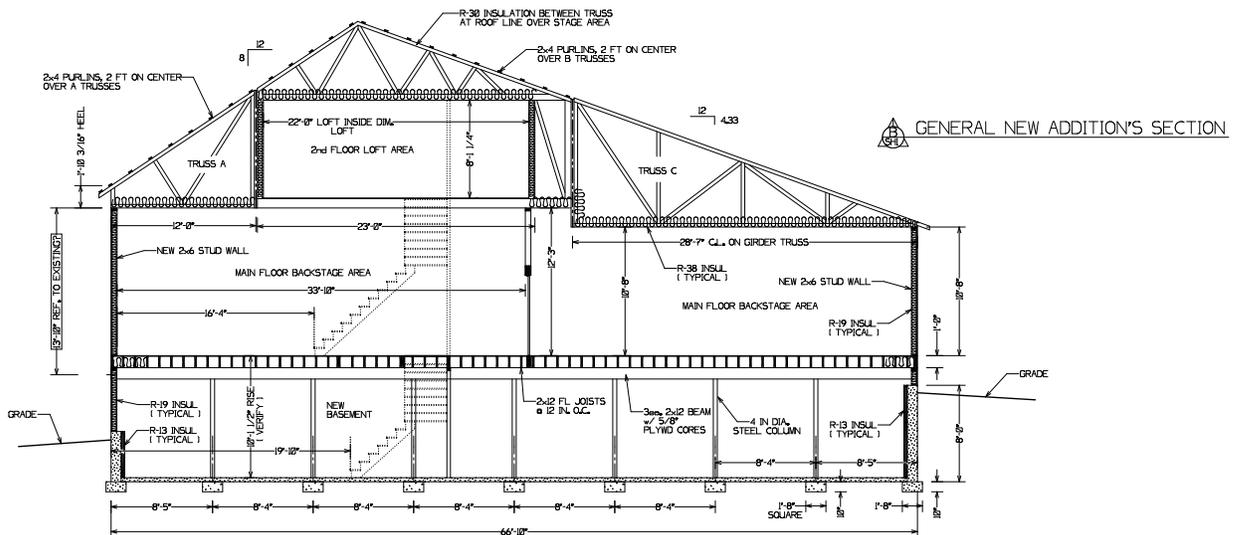
Project costs were provided by the project sponsor, based on estimates by a local professional engineering firm that has prepared plans for the proposed expansion.

Ti-Ahwaga Community Players anticipates being able to accommodate 10-15 additional rentals annually as a result of this project, which they predict will achieve 95% growth in rental revenue and 13% growth in operational revenue.



Floor Plan of New Addition

Source: McElwain Engineering



Section of New Addition

Source: McElwain Engineering

Regulatory Requirements

Expansion of the TPAC will require site plan approval by the Village of Owego Planning Board, as well as satisfaction of State Environmental Quality Review Act (SEQRA) requirements, a floodplain development permit, and receipt of building permits. In addition, TCP has applied to the Village of Owego Zoning Board of Appeals for a rear yard variance, in the event that the agreement with the neighboring property owner does not proceed. The variance application is anticipated to be heard in April 2019. Although TCP is confident that it will acquire the 30-foot by 70-foot parcel needed from the adjacent property owner in order to avoid encroaching into the required rear yard, the organization is seeking the variance as a fallback if that agreement falls through.

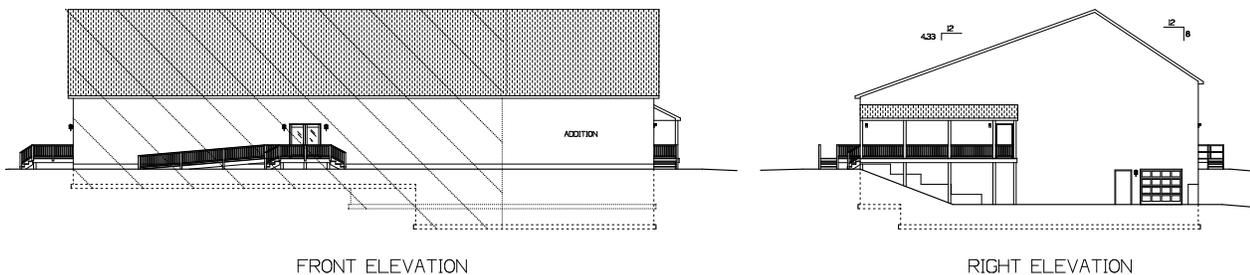
Project Reporting

- Programming: Increase in number of rentals and/or educational programs held at TPAC.
- Revenue: Increase in revenue generated from facility rental and concessions.

Timeframe for Implementation and Project Readiness

Total Timeframe: 15 months

Phase	Activity	Timeframe
Phase 1: Design	Finalize construction plans Solicit multiple bids Review bids and award contract Project kickoff	Month 1 - 3
Phase 2: Construction	Obtain permits Construction	Month 4 - 12
Phase 3: Programming	Remodel workshop and storage room for arts education classes and theater operations	Month 13 - 15



Building Elevation Showing New Addition

Source: McElwain Engineering

2C: EXPAND THE COBURN FREE LIBRARY TO IMPROVE ACCESSIBILITY



DRI Funding Request and Total Project Cost	
Total DRI Funds	\$300,000
Other Funding	\$674,500
Total Project Cost	\$974,500

Project Description:

The Coburn Free Library accessibility project will construct an elevator system in order to provide access to all floors of the historic building. At present, library patrons, board members, visitors, and guests must be able to climb an entire flight of stairs to enter the building, and there is no handicap-accessible bathroom. In order to enhance the library’s role to serve the educational needs in the community, there is a need for greater accessibility to provide ease of access to people with disabilities and mobility issues, elderly patrons, young families with strollers, and community organizations needing wheelchair accessible meeting spaces.



The work will include a 1,200-square-foot annex with an elevator shaft and system, including required electrical connections, necessary building modifications, expanded reading room space, and handicap-accessible restrooms. DRI funds will be used for construction costs and other costs associated with the project.

The elevator will be located at the back of the building with a level walkway from the parking lot to the elevator entrance. The structure will be built on a concrete foundation, with steel and concrete block construction and an exterior of brick and glass, designed to be resilient to future flooding events. The elevator will include protection from flooding using water detection devices that include auto shut-down. This elevator model will not return to

ground level once water is detected, protecting against damage to the mechanical systems, the elevator unit, and any patrons inside. The doors will automatically open in case of water detection, and emergency exits will have clear signage.

The library has initiated work on the project and held a ceremonial groundbreaking in February 2019 in order to satisfy requirements for an existing New York State Library Construction Grant. The library has applied for numerous grants, including DRI funding, and has taken out a line of credit and is utilizing funds already raised to act as a stop gap until funds are received.

Property Owner/Sponsor

Coburn Free Library, a non-profit organization, governed by a board of directors, not affiliated with the Village or Town of Owego or Tioga County.

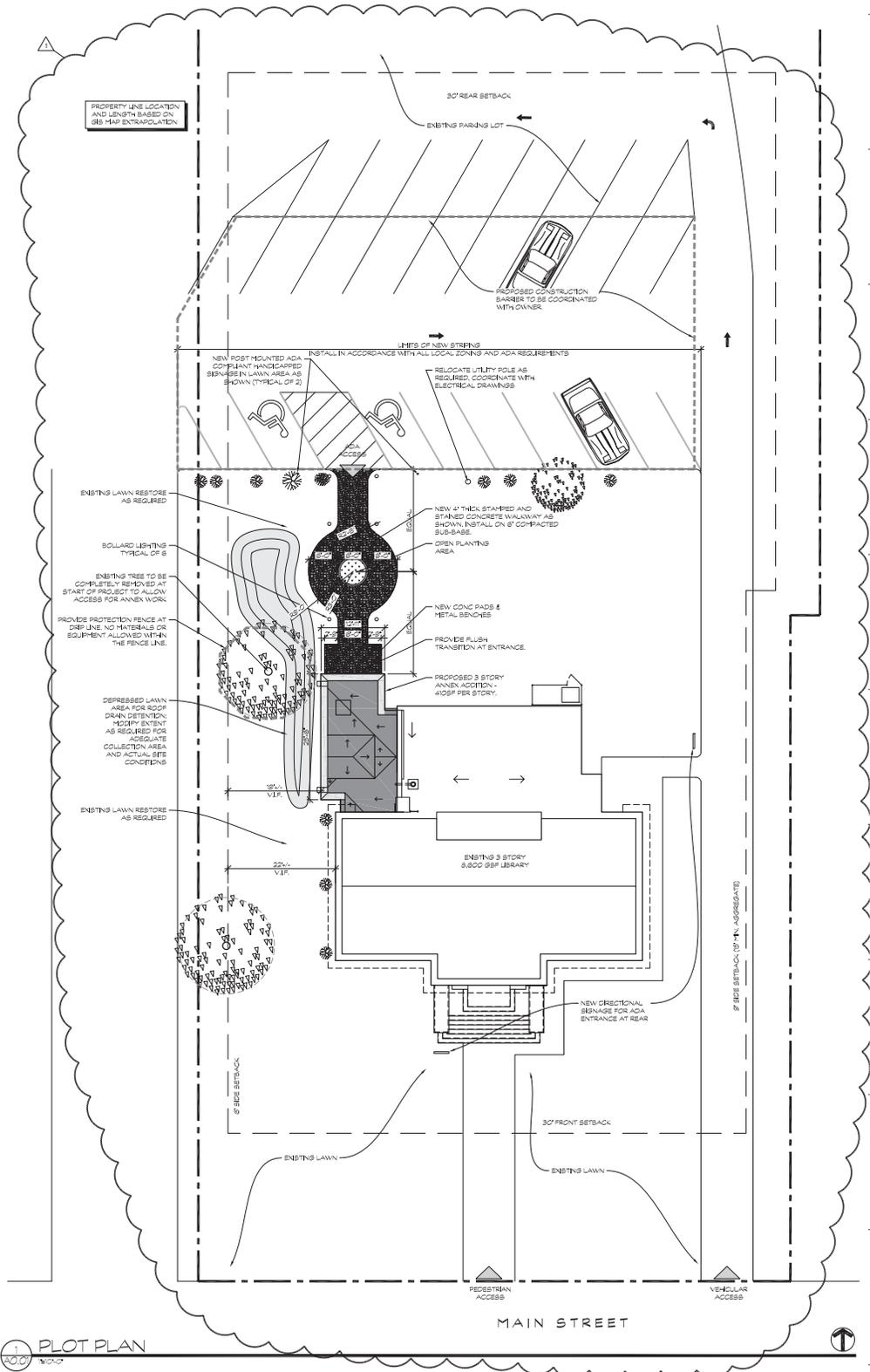
Capacity

The library has the capacity to raise the funds necessary to complete this project, as demonstrated by the successful grant applications already made to support the project and supplement potential DRI funding.



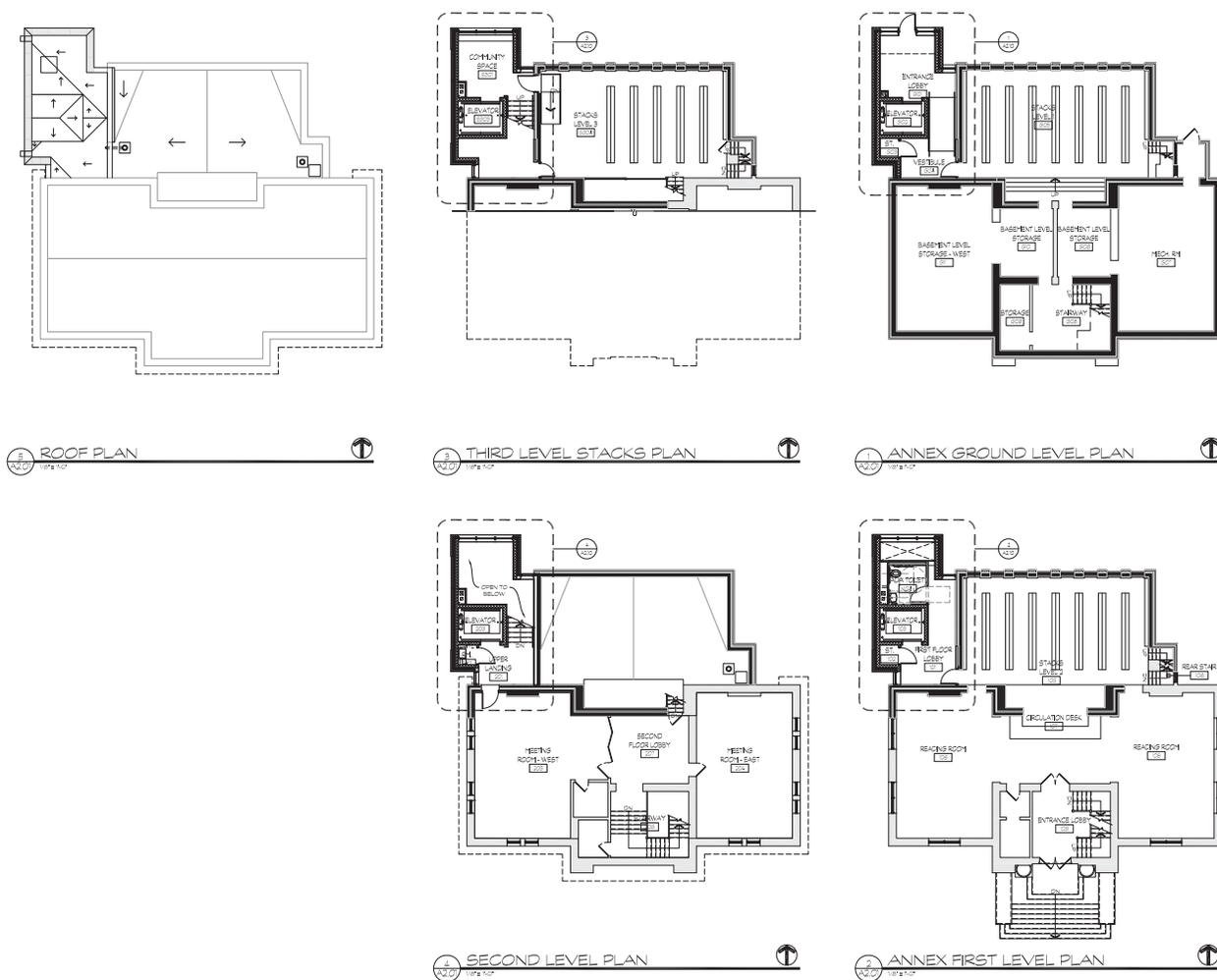
Rendering Showing New Addition

Source: Chianis Anderson Architects



Site Plan Showing New Addition

Source: Chianis Anderson Architects



Floor Plans Showing New Addition Source: Chianis Anderson Architects

Project Partners

None

DRI Strategies

The proposed project will advance the following DRI Strategies:

- Build an identity as a destination for arts, culture, and history in the Southern Tier.
- Create and maintain the capacity to expand arts and culture programming and community activities.
- Address flood risk by encouraging sustainable improvements to village infrastructure, adding mitigation measures in existing buildings, and flood-proofing new construction in the downtown.

Anticipated Revitalization Benefits

Expanding the availability of accessible cultural space in the downtown will provide greater opportunities for programming and make the library's resources available to all local residents, potentially increasing visitors to the facility. These additional visitors may spend more time in the downtown area, including taking advantage of shopping and dining opportunities.

Public Support

The Coburn Free Library is a valuable asset to the community, and received significant support from the onset of the DRI planning process. Members of the public expressed support for this project at public workshops and through the public survey. In the survey, this project was highly rated, with over 60% positive responses (approve or strongly approve). With a large neutral vote (27%), only 12% of survey respondents indicated disapproval. Making the library more accessible was seen as an important improvement for the community. One respondent noted, "Any accommodations for handicapped accessibility is very important," and "Library needs the elevator for ALL to be able to use services available to Owego citizens." Another commenter stated, "The Coburn Library is a learning facility used year-round with limited accessibility. This project would provide long-term benefits to the community." Another member of the public noted the lasting impact this project will have moving forward, "The proposed project could extend the useful life of the library another 100 years."

Jobs Created

None

Acquisition of Real Property

No property acquisition is required.

Feasibility and Cost Justification

Project costs were provided by the project sponsor, based on estimates by an AIA-licensed professional architect that has prepared plans for the proposed expansion.

The library accessibility improvement project would be completed using a combination of DRI funds and other grant funding sources that have already been acquired. The library has taken out a line of credit against its trust, which must be repaid to ensure the future solvency of the library. If the library does not receive DRI funds, it will continue to seek out foundations, grants, and private donors to repay the loan.

Regulatory Requirements

Site plan approval; SEQRA; Floodplain development permit; Owego Historic Preservation Commission (OHPC) review; State Historic Preservation Office (SHPO) review; building permits.

Project Reporting

- Programming: Increase in number of events.
- Visitors: Number of visitors to the library.
- Users: Increase in number of library card holders.

"The Coburn Library is a learning facility used year-round with limited accessibility. This project would provide long-term benefits to the community."

(Public survey comment)

Project Budget and Funding Sources

Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Architect	\$86,500	Other funding	\$86,500
Construction Costs	\$800,000	DRI	\$300,000
		Other funding	\$500,000
Elevator Maintenance and Certification	\$20,000	Other funding	\$20,000
Surveys and Testing	\$20,000	Other funding	\$20,000
Contractor Cost (6% of construction cost)	\$48,000	Other funding	\$48,000
Total	\$974,500		\$974,500

Funding Sources

Source	Amount	Status
Patron Donations	\$150,000	Received
Floyd Hooker Foundation Grant	\$300,000 (\$100,000/year from 2019-2022)	Formal pledge
NYS Library Construction Grant	\$100,000	Received
Senior Citizen's Foundation	\$1,000	Received
Mildred Faulkner Truman Foundation	\$10,000	Received
Lockheed Martin	\$5,000	Received
Tioga State Bank	\$10,000	Received
Mildred Faulkner Truman Foundation	\$150,000 (\$50,000/year for three years)	Application pending
Patron Pledges	\$39,000	Not guaranteed
Projected Patron Donations	\$50,000 (per year donations for 3 years)	Not guaranteed
Fannie Hyde Charitable Trust	\$75,000 (\$25,000/year for 3 years)	To apply
Tioga County Senior Citizens Foundation	\$30,000 (\$10,000/year for 3 years)	To apply
Tioga Downs Regional Community Foundation	\$150,000 (\$50,000/year for 3 years)	Application pending
Community Foundation of South Central New York	Unsure- pending discussion with source	To apply
Visions Federal Credit Union	\$30,000 (\$10,000/year for 3 years)	Plan to request
Tioga State Bank	\$30,000 (\$10,000/year for 3 years)	Plan to request
Downtown Revitalization Initiative	\$300,000	Application pending

Timeframe for Implementation and Project Readiness

Total Timeframe: 10 months

Phase	Activity	Timeframe
Phase 1: Pre-Construction	Finalize construction plans Contracting Permitting and submittals Elevator SFDI	Month 1 - 5
Phase 2: Construction	Building demolition Construction Interior Finishes	Month 6 - 10

The library broke ground in February 2019 and has begun initial work on this project. DRI-funded work would not be undertaken until later in the process, after the award of funds.

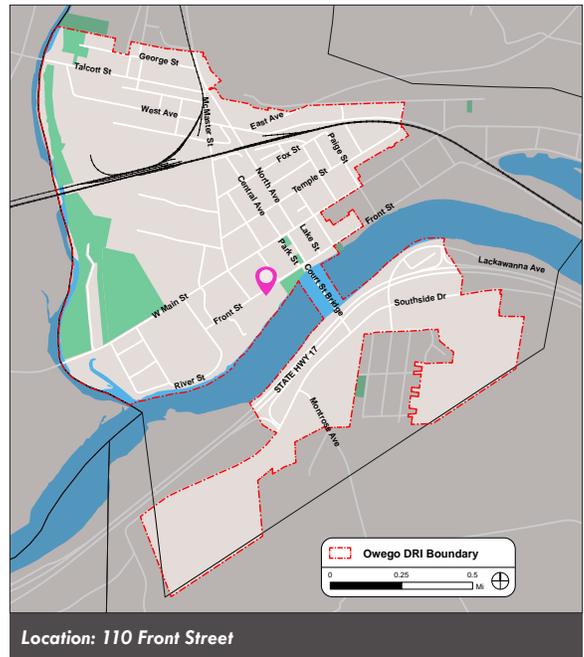
2D: EXPAND THE TIOGA COUNTY HISTORICAL SOCIETY MUSEUM



DRI Funding Request and Total Project Cost	
Total DRI Funds	\$673,023
Other Funding	\$673,023
Total Project Cost	\$1,346,046

Project Description

The Tioga County Historical Society Museum’s facility was built in 1959 and attracted more than 4,000 visitors in 2018. This project will add space for exhibits, storage, classroom/lecture hall, and office space to the current facility, allowing the museum to expand its exhibit and program space to reach a broader audience and increase attendance. The museum has over 350,000 artifacts and roughly 300,000 genealogy records, but its current space constricts the ability to display these resources. With the proposed expansion, the museum has the potential to become a destination for Tioga County, with greater access to the artifacts and family records and the ability to provide more hands-on learning experiences.



On the ground floor, additions to the south, east, and west facades would accommodate nearly 1,000 square feet of storage space and a 605-square-foot office space/conference room with kitchenette. On the first floor, the additions would allow for two new exhibit spaces totaling about 1,150 square feet, an observation area at the rear facade, and a small office. In addition, the museum has received FEMA funding to acquire a deployable flood wall designed to mitigate the impacts of future flooding at this site. This resiliency measure, which does not

require DRI funding and is anticipated to be in place in the spring of 2019, will help to ensure that the ground floor is protected from flooding and can be safely used to exhibit and store historic artifacts.

The Tioga County Historical Society Museum has hired a grant writing firm to assist in securing funding to make the expansion possible. However, in the event that the Historical Society is not able to raise all of the funds needed to complete this project, Delta Engineers has determined that a phased approach would be possible. Based on a conceptual design of the three proposed additions, Delta Engineering has indicated that the proposed south addition and related site work facing the Susquehanna River could be constructed for 50% of the overall estimate. While this phased process would be less cost-efficient and is not preferred, it demonstrates that DRI funds would be utilized even in the event that other grant funding is not secured.

Property Owner/Sponsor

Tioga County Historical Society

Capacity

The Historical Society is a not-for-profit entity with an 11-member Board of Trustees, a full-time executive director, and about 19 paid and volunteer staff positions. The Board hired a professional grant writer in March 2019. This combination of resources will provide the capacity to seek additional project funding and implement the expansion project.

Project Partners

None

DRI Strategies

The proposed project will advance the following DRI Strategies:

- Build an identity as a destination for arts, culture, and history in the Southern Tier.
- Create and maintain the capacity to expand arts and culture programming and community activities.
- Preserve downtown character by protecting historic resources and encouraging rehabilitation of existing buildings.



Renderings of Proposed Building Expansion

Source: Delta Engineers



Anticipated Revitalization Benefits

Tioga County Historical Society has planned for a 4% increase in attendance in 2019 without the proposed expansion. With completion of this project and the ability to add exhibits, the Society expects a cumulative increase in attendance of 18% to 21% for the first five years after completion. This represents roughly 750 to 880 additional attendees each year. The Society also anticipates that the expansion will increase the number of legacy donors to its facility.

The expansion will allow the addition of staff, both paid and volunteer, as docents, researchers, artifact managers, and program educators. With more programs and exhibits comes new local community members involved, and an increase in out-of-county visitors, which in turn may increase visits to other downtown merchants and activities.

Public Support

The Tioga County Historical Society Museum is an important institution in the village and county. From the initial application through the end of the public outreach process, this project has received support from the community. The public survey indicated that 37% of respondents were in favor of this project. With a large neutral vote (43%), this project had a low percentage of respondents express disapproval (20%). Comments in the survey included support for the Historical Society Museum as a means of highlighting the village's history, "The Tioga Historical Society Museum connects us to our past in a very personal manner."

Jobs Created

6 full-time, 4 part-time, plus 3-7 paid camp staff.

Acquisition of Real Property

No property acquisition is required.

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Construction Cost	\$760,650	DRI	\$673,023
		Other grant funding	\$87,627
General Conditions (Overhead and Profit) (25%)	\$190,162	Other grant funding	\$190,163
Contingency Allowance (30%)	\$228,195	Other grant funding	\$228,195
Bonds and Insurance (3%)	\$22,820	Other grant funding	\$22,820
Design Fees (12%)	\$144,219	Other grant funding	\$144,219
Total	\$1,346,046		1,346,046

Other Funding Sources - Additional funding has not yet been secured, however potential funding sources include:

- Local grants/foundations/fundraising/community organizations
- Capital improvement grantors (e.g. Ella West Freeman Foundation, Kresge Foundation Challenge Grant, The Bill and Melinda Gates Foundation, New York State Parks, Recreation, and Historic Preservation)

Timeframe for Implementation and Project Readiness

Total Timeframe: 12-18 months

Phase	Activity	Timeframe
Phase 1: Pre-Construction	Finalize construction plans Contracting Permitting and submittals	Month 1 - 6
Phase 2: Construction	Construction Interior Finishes	Month 7 - 18

Feasibility and Cost Justification

Project costs were provided by the project sponsor, based on estimates by an AIA-licensed professional architect that has prepared plans for the proposed expansion.

Regulatory Requirements

Site plan approval; SEQRA; Floodplain development permit; OHPC review; SHPO review; Building permits.

Project Reporting

- Programming: Increase in number of events.
- Visitors: Number of visitors to the museum.
- Exhibits: Increase in number of artifacts displayed and exhibitions.

“The Tioga Historical Society Museum connects us to our past in a very personal manner.”
(Public survey comment)

2E: CREATE THE NORTH AVENUE ART PARK



DRI Funding Request and Total Project Cost	
Total DRI Funds	\$1,172,621
Other Funding	\$0
Total Project Cost	\$1,172,621

Project Description:

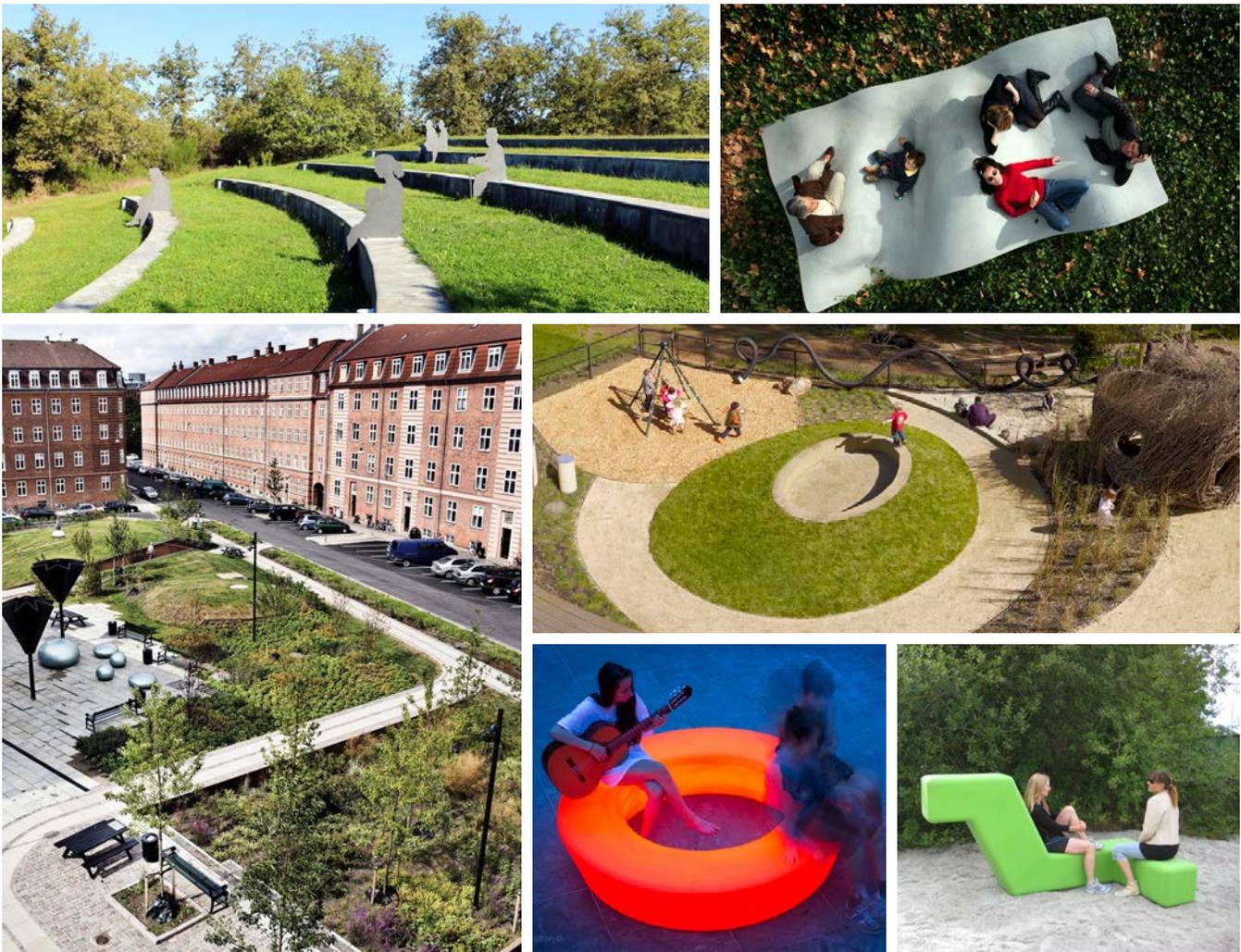
The proposed public project will take an empty, underutilized lot and transform it into the North Avenue Art Park, a unique creative space that will help to establish the Owego Creative Community as well as provide a recreational resource for local residents of all ages. The project will also include public parking to serve the new park and the downtown as a whole.

The site is located within the 100-year floodplain. The concept plan for the site largely preserves the existing grade, several feet below street level, and although flooding is not known to be an issue for this site, based on input from the LPC, the village, and the county, the North Avenue Art Park would be designed to accept stormwater. The park concept incorporates the following elements:



Location: 103, 105, 107-113 North Avenue

- **Open Space for Arts Programming:** Interactive sculpture garden and passive open space. This area would be largely meadow, where grass would only need to be cut occasionally.
- **Outdoor Amphitheater:** The amphitheater will serve as an attraction, potentially engaging other arts and music institutions to hold outdoor performances during summer months. When the amphitheater is not being used for concerts or performances, it can serve as a comfortable place for passersby to relax. Hickories Park



Examples of Interactive Components of the Art Park

Source: dlandstudio

in the Town of Owego has had success hosting events, including arts and music festivals. The Village hopes to harness the excitement around this type of activity, and offer a smaller-scale venue.

- **On-Site Parking:** A new public lot will be created with access from Central Avenue, with an additional 24 spaces. This lot will help to offset the loss of parking spaces on Lake Street (see project 3A) and to increase the available public parking for the North Avenue corridor.

Property Owner/Sponsor

Village of Owego

Capacity

The village Department of Public Works will be responsible for implementation and maintenance of this project. Like all public improvement DRI projects, this project is designed with ease of maintenance in mind. The Art Park's parking area, landscaping, amphitheater, and sculptural elements will be designed to minimize maintenance needs.

Project Partners

- Tioga Arts Council
- Historic Owego Marketplace
- Tioga County Tourism

DRI Strategies

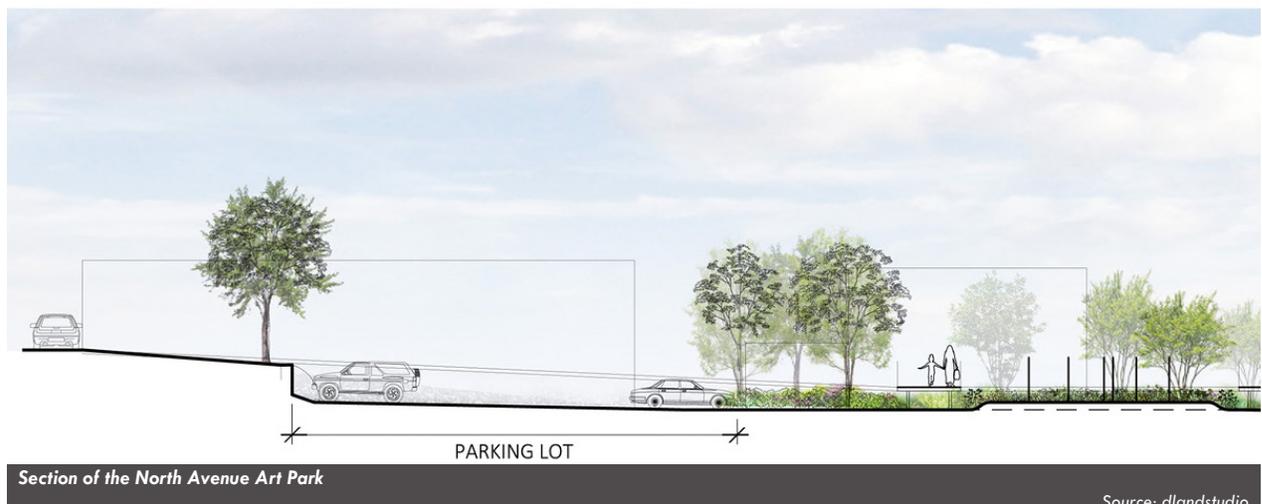
The proposed project will advance the following DRI Strategies:

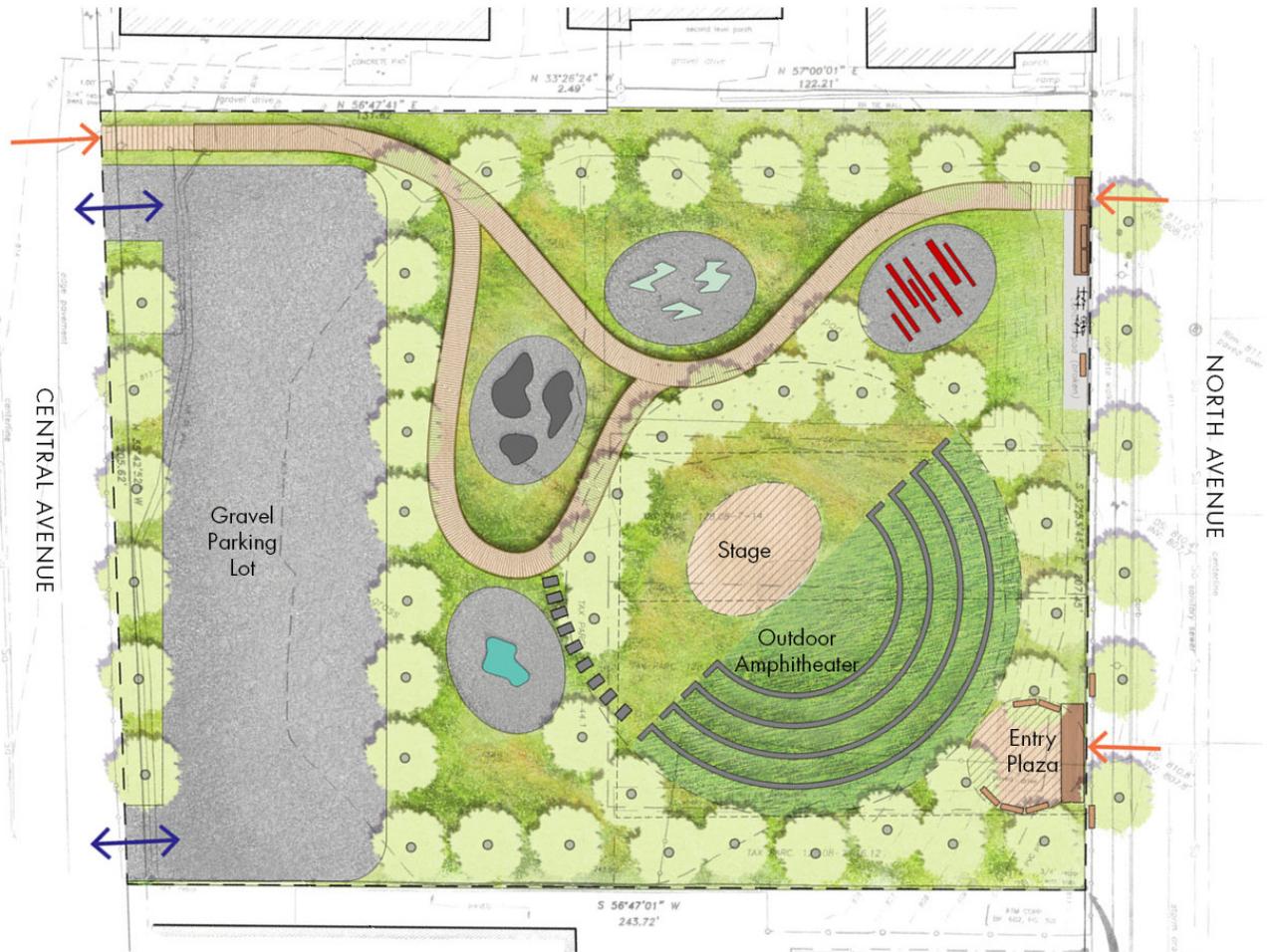
- Improve park and open space assets to improve quality of life for local residents and attract new residents and visitors.
- Build an identity as a destination for arts, culture, and history in the Southern Tier.
- Create and maintain the capacity to expand arts and culture programming and community activities.
- Advance urban design principles that will make for a more attractive downtown.
- Stimulate job growth by reactivating vacant or underutilized downtown properties.

Anticipated Revitalization Benefits

This project will transform a long-vacant lot into an attraction of local, and potentially regional, significance. The North Avenue Art Park can help to anchor the Owego Creative Community, providing a unique public space for organized events as well as informal gatherings. Local institutions and organizations such as the Tioga Arts Council and Historic Owego Marketplace may have a role in programming events at the park. Coordinating with existing downtown festivals, such as Strawberry Fest, and adding new arts-focused events to showcase Owego's creative community will bring additional attention and vibrancy to this part of the downtown.

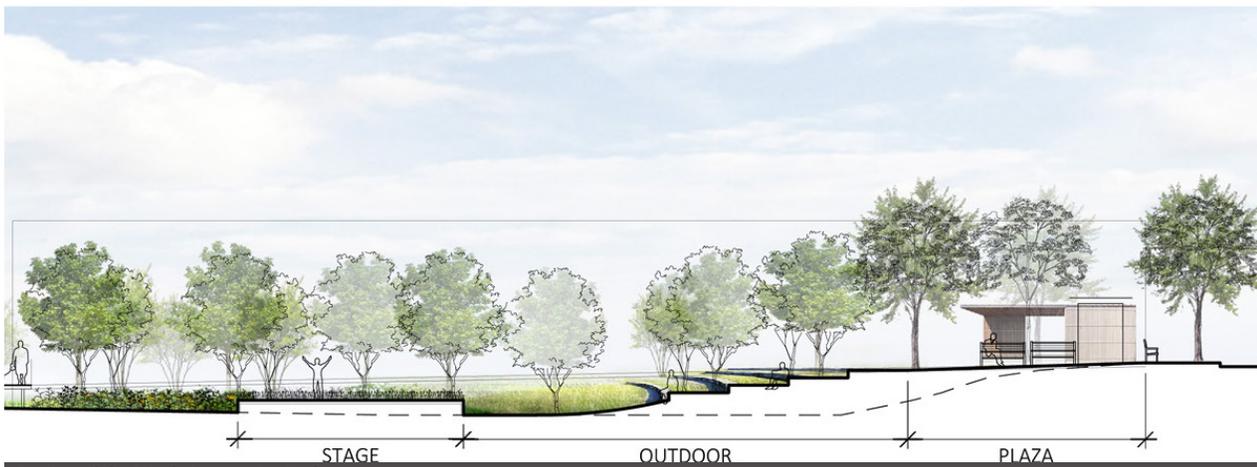
This highly visible site is of great importance to the revitalization of downtown Owego and will ensure that economic development and quality-of-life benefits are extended all the way from the riverfront up the North Avenue corridor. Development on the empty lot will help to beautify the area, providing a beneficial impact on retailers located along North Avenue and serving as a place for shoppers to park or stop on their way between





Conceptual Site Plan

Source: dlandstudio



Section of the North Avenue Art Park

Source: dlandstudio

other downtown businesses. The park's design could include amenities for shoppers such as café tables and chairs, benches to rest, and wayfinding that directs shoppers to and from shops and the park.

This project can also be expected to benefit the adjacent residential neighborhoods on either side of North Avenue, providing an attractive, unique neighborhood amenity that could have secondary benefits on residential property values.

Public Support

The Art Park has been a project that sparked the imagination of the public and has experienced support throughout the DRI public outreach process. At the second public workshop, members of the public came together to develop preliminary design concepts for the park at a roundtable design charrette. From that point, the concept of the Art Park has evolved, with continued interest and support by the community. In the public survey, 35% of respondents indicated approval or strong approval for this project. Many expressed the feeling that this site must be improved in order for the impact of revitalization to be felt not only in the core downtown, but also along the North Avenue corridor. One respondent put it, "That lot has been vacant for years and needs some type of development. If this lot is fixed up it can spark additional private investment in the area." Another agreed that parking is an important component, and critical to attracting new visitors and residents, "I feel we should take an empty and/or underutilized lot and turn it into parking for visitors." Overall, the health of North Avenue was a priority, "That project is vital to the reimagining of North Avenue, a street that vastly needs reimagining," and "DEFINITELY need improvement on North Avenue, one of the main roadways in Owego." Finally, one respondent noted, "I think an outdoor art space with a parking area would be fabulous. We need to encourage people traveling to the Finger Lakes to stop and enjoy Owego."

"That lot has been vacant for years and needs some type of development. If this lot is fixed up it can spark additional private investment in the area."

(Public survey comment)

Jobs Created

None

Acquisition of Real Property

The project site is made up of four separate parcels, each owned by TSB Services, Inc., (Tioga State Bank). The Village of Owego will acquire the parcels from TSB Services, Inc. for \$1 and take control of the site in order to build the Art Park.

Feasibility and Cost Justification

Project costs were developed by the consultant team based on detailed assumptions as to the type and number of proposed improvements, reflecting best practices in civil engineering and landscape design. The costs also reflect construction mobilization and demobilization costs as well as soft costs including design/legal fees, general contractor overhead and profit, and contingency.

Project benefits should be weighed against projected new annual municipal costs for maintenance and operations. Based on input from the Owego Department of Public Works, anticipated annual ongoing operations and maintenance costs for the new park are \$5,400. These additional costs can be managed by the village and are justified based on the potential for the new park to eliminate a potential blight-causing condition and to become a quality-of-life asset for downtown; increase market demand for downtown as a place to live, work, and visit; and thus enhance adjacent real estate values.

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Mobilization	\$41,395	DRI	\$41,395
Site modifications and improvements	\$791,420	DRI	\$791,420
Demobilization	\$20,000	DRI	\$20,000
Design / Legal (15%)	\$127,922	DRI	\$127,922
GC OH & P (10%)	\$85,282	DRI	\$85,282
Contingency (10%)	\$106,602	DRI	\$106,602
Total	\$1,172,621		\$1,172,621

Timeframe for Implementation and Project Readiness

Total Timeframe: 24 months

Phase	Activity	Timeframe
Phase 1: Public Input Process	Vision workshops	Month 1 - 5
Phase 2: Design	Schematic design	Month 6 - 9
Phase 3: Approvals	Site plan and SEQR	Month 10 - 12
Phase 4: Construction	Construction	Month 13 - 24

Regulatory Requirements

SEQRA; Floodplain development permit; NYSDEC permitting.

Project Reporting

- Programming: Usage and number of events held at the Art Park.
- Business Revenues: Increase in revenue from businesses within 500 feet of the park.
- Property Values: Change in assessed value of adjacent properties.

3A: IMPROVE DOWNTOWN STREETSAPES, INCLUDING A REDESIGN OF LAKE STREET



Crosswalk on Front Street



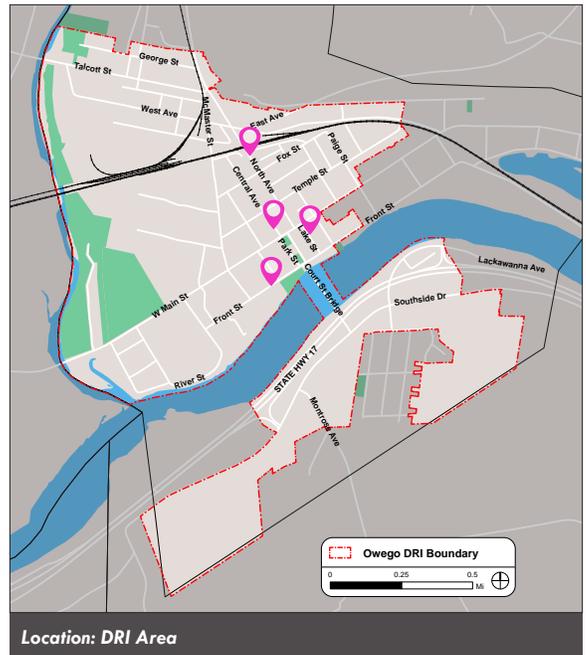
Outdoor Seating on Lake Street

DRI Funding Request and Total Project Cost

Total DRI Funds	\$1,777,836
Other Funding	\$0
Total Project Cost	\$1,777,836

Project Description:

This project encompasses targeted physical improvements to the streetscapes in downtown Owego, with a particular focus on Lake Street, a one-block corridor that is one of the village’s prime commercial nodes, and that has the potential to become an even stronger focal point for the downtown as a whole. The public realm improvements are designed to create a more inviting streetscape that generates pedestrian activity and gives people a reason to linger and explore. The improvements would also extend north throughout the DRI area, including along North Avenue, in order to increase the pedestrian-friendliness of this area and create a more attractive gateway into the downtown core.



Location: DRI Area

Streetscape improvements throughout the DRI area will improve accessibility for pedestrians and cyclists, making the village a more attractive place to shop, dine, and spend time. The upgrades are intended to enhance the overall aesthetic and function of the downtown public realm, and would include the following elements:

Lake Street Shared Street

Lake Street is Owego’s best-trafficked commercial street, featuring historic buildings and a number of retail and restaurant attractions. Expanding upon existing strengths of Lake Street by investing in improvements to the public realm will create a unique destination for visitors and locals, and spur revitalization of businesses and upper floor residential properties. Lake Street improvements will include strategies to improve traffic movement, create a more pedestrian-friendly environment, and ensure visitors can enjoy downtown shops and restaurants on foot, by bike or by car.

A vision for the future of Lake Street includes changing the direction of the street so that it is more easily accessible for drivers seeking shopping and dining opportunities there. Currently, in order to access Lake Street, drivers approaching from either the Court Street Bridge or Front Street must navigate along Court Street, then turn onto Main Street, and then turn onto Lake Street. If they are not able to find on-street parking on Lake Street, drivers, must make additional turning movements to access public parking elsewhere in the downtown. Every turn that a driver makes increases the likelihood that they will “give up” and seek alternatives outside the downtown.



Lack of Sidewalks at Courthouse Square
Source: Larisa Ortiz Associates



Streetscape condition on North Avenue



Source: Larisa Ortiz Associates



North Avenue Staircases and Underpass





Downtown Streetscape Improvements

Eliminating these extra turns will improve visibility of local businesses and make one of the village’s main shopping streets more accessible to visitors.

Proposed Lake Street improvements also include a “shared street” concept, which retains vehicular traffic but provides for expanded pedestrian space, additional landscaping, street furniture, and opportunities for outdoor dining. This concept requires reconfiguring the current angled parking to a parallel design, which would reduce the number of on-street spaces. This loss of parking can be more than offset by additional public parking created through upgrades to the Hyde lot (see Project 3B) and new parking created at the North Avenue Art Park (see Project 2E). The parking reconfiguration on Lake Street would also address existing safety concerns related to the undersized dimensions of the angled spaces and the narrowness of Lake Street. Data provided by the New York State Department of Transportation (NYSDOT) indicate that the crash rate for Lake Street is extremely high, relative to the traffic volume and short distance. From the beginning of 2014 through the end of August 2018, there were 12 crashes on Lake Street, and all of them involved parking maneuvers. Converting angled to parallel spaces would provide more room for drivers accessing the spaces, which should improve safety.

The shared street concept for Lake Street would also expand the available space for pedestrians and cyclists and make the street a more inviting place to linger, through the addition of landscaping, benches, bike racks, etc. Specialized paving treatments would indicate areas designated for pedestrians versus drivers, with these areas separated by attractive bollards or large planters. The concept would provide space for outdoor dining areas associated with restaurants, and could create opportunities to close the street to vehicular traffic for special events such as street festivals.



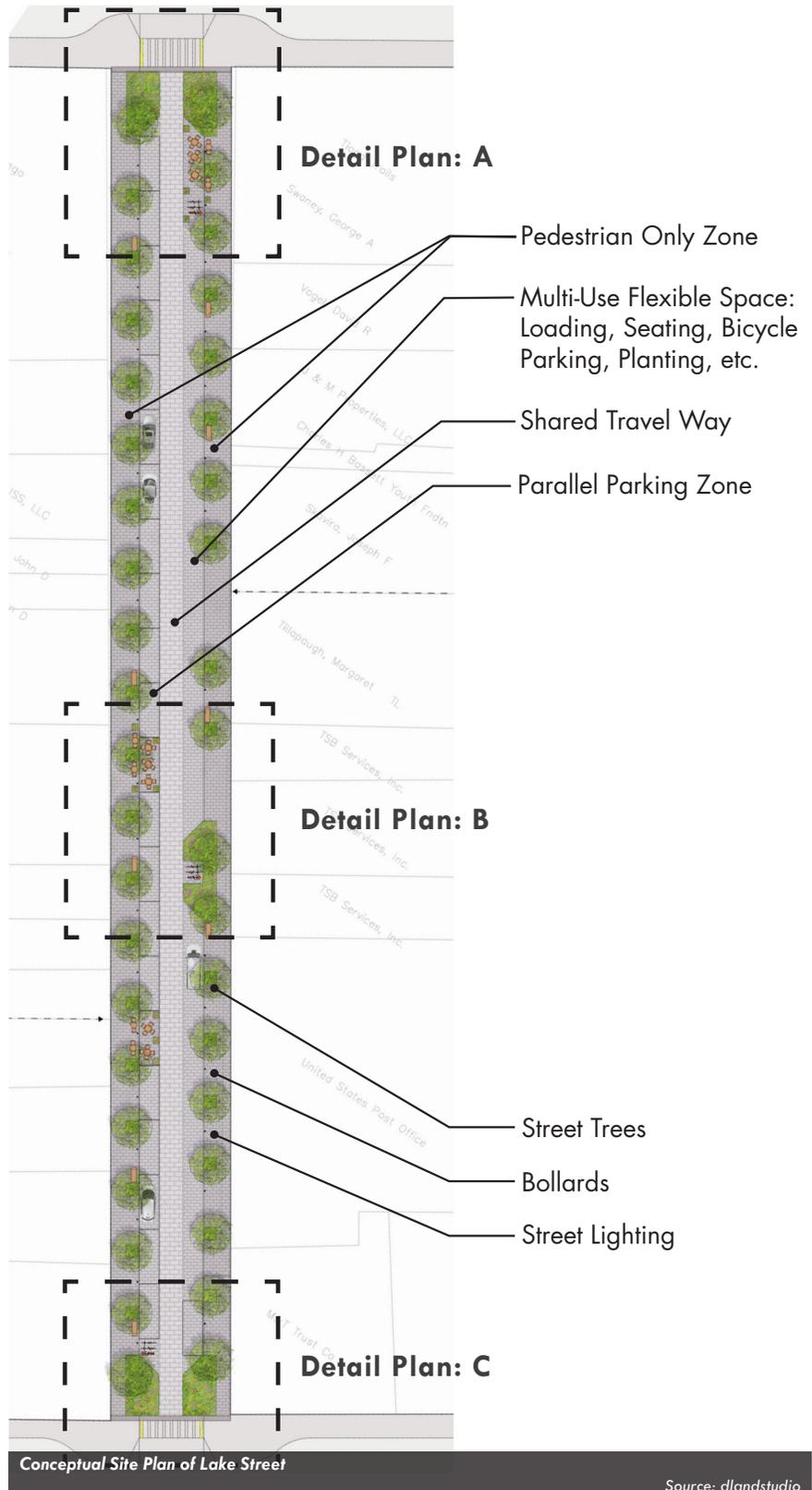
Downtown Streetscape Improvements

Elsewhere in the DRI Area, improvements to the streetscape could include the following in strategic locations, to be finalized with the public and the village Department of Public Works:

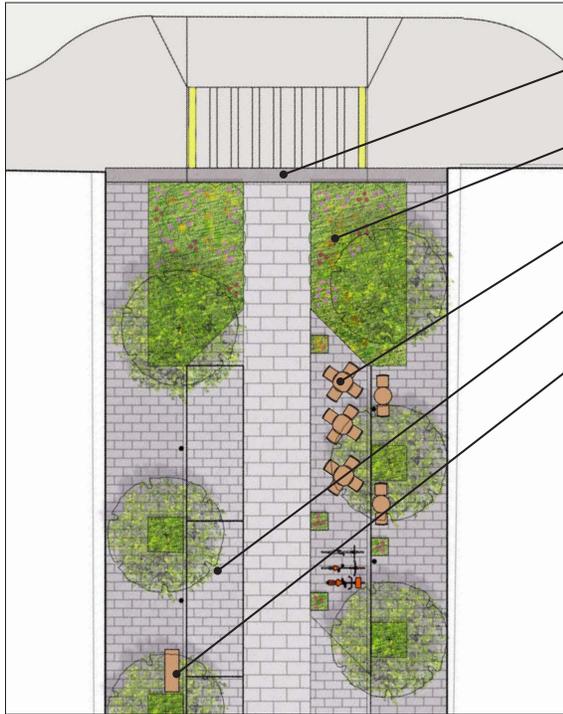
- As a first step, the village should analyze traffic circulation as part of preliminary engineering and design. This initial analysis would assess the village's one-way system and identify opportunities to reduce congestion and create additional on-street parking.
- New or repaired sidewalks.
- Lighting.
- Street furniture.
- Landscaping.
- Bicycle infrastructure.
- Unified wayfinding and branding signage (based on the comprehensive signage plan developed in Project 2A).
- Enhancements to alleyways throughout the DRI area to leverage their access from public parking to commercial corridors.
- Improvements to concrete staircases near the railroad underpass on North Avenue.
- Improvements to the railroad underpass, including enhanced lighting and mural paintings.
- Green infrastructure demonstration projects.



Examples of Shared Streets

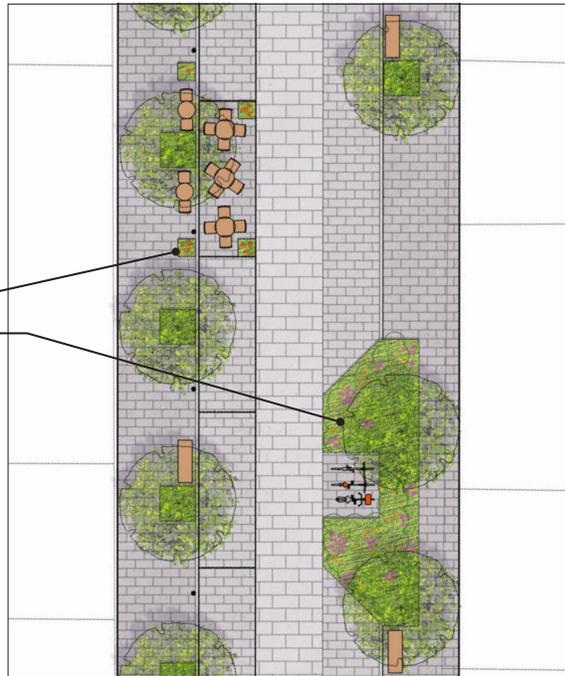


Detail Plan: A



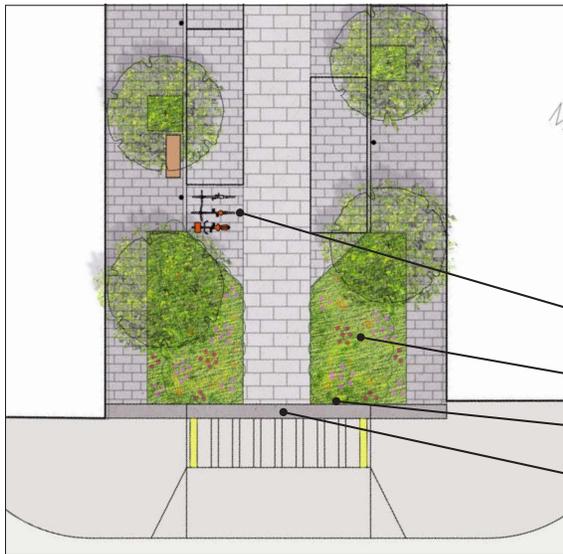
- Raised Roadway
- Gateway Planting
- Outdoor Chairs and Tables
- Parking Lane
- Benches

Detail Plan: B



- Moveable Planters
- Mid-block Street Planting

Detail Plan: C



- Bicycle Parking
- Gateway Planting
- Signage: Yield to Peds;
5 mph max speed
- Raised Roadway

N.T.S. 



Property Owner/Sponsor

Village of Owego

Capacity

The village Department of Public Works will be responsible for implementation and maintenance of this project. Like all public improvement DRI projects, this project is designed with ease of maintenance in mind. Lake Street's paving treatment will be plowable, and landscaping and other public realm improvements will be selected to minimize maintenance needs. Improvements in the railroad underpass area will bring those public realm assets into a state of good repair, which will allow for regular and consistent maintenance going forward.

Project Partners

New York State Department of Transportation (NYSDOT)

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Mobilization	\$46,500	DRI	\$46,500
Preliminary Circulation Analysis	\$150,000	DRI	\$150,000
Lake Street Shared Street Reconstruction	\$836,912	DRI	\$836,912
Other Downtown Streetscape Work	\$239,560	DRI	\$239,560
Demobilization	\$20,000	DRI	\$20,000
Design/Legal (15%)	\$193,946	DRI	\$193,946
GC OH&P (10%)	\$129,297	DRI	\$129,297
Contingency (10%)	\$161,621	DRI	\$161,621
Total	\$1,777,836		\$1,777,836

Timeframe for Implementation and Project Readiness

Total Timeframe: 24 months

Phase	Activity	Timeframe
Phase 1: Public Input Process	Vision workshops Circulation Study	Month 1 - 6
Phase 2: Design	Schematic design	Month 7 - 12
Phase 3: Approvals	Site plan and SEQR	Month 13 - 16
Phase 4: Construction	Construction	Month 17 - 24

DRI Strategies

The proposed project will advance the following DRI Strategies:

- Invest in streetscape improvements that will promote walkability and increase safety for people of all ages and abilities.
- Advance urban design principles that will make for a more attractive downtown.
- Provide high-quality walking and cycling options throughout the downtown.

Anticipated Revitalization Benefits

Downtown streetscape improvements can enhance the area’s sense of place and the perception of downtown by local residents and regional visitors. Physical improvements that enhance walkability can keep visitors downtown longer and visiting more local businesses, providing an economic development benefit and increasing the economic feasibility of new private investment. By leveraging DRI funding to improve the pedestrian experience, this project capitalizes on the health and wellness benefits of walking and encourages people to leave cars behind and enjoy the downtown on foot, where they can shop at local businesses and attend events. Strategic sidewalk improvements

“Parts of downtown look much better than a decade ago. Further improvements would create more curb appeal, which would attract more visitors and businesses. Everyone would feel better about their community.”

(Public survey comment)

could connect public parking lots to nearby attractions. For example, improved streetscapes and alleyways may invite people to park in public lots distributed around the downtown.

Public Support

Improving downtown streetscapes received strong positive feedback from the public survey. Nearly 64% of respondents expressed their approval. The open ended comments included responses such as, “The streetscapes are important to make the downtown look appealing, something that all great towns and cities share to bring in visitors to spend money and draw in new residents.” On Lake Street, many commented that an enhanced pedestrian environment would benefit shoppers and diners. One response noted, “Encourage outdoor dining scenarios, farmer’s market, music and art. Give people a reason to linger longer and support local businesses.” Commenters also supported increasing accessibility in the downtown, “Please make downtown Owego handicapped accessible for those in wheelchairs. We need handicapped spots for vehicles with ramps on Lake Street.”

Jobs Created

None

Feasibility and Cost Justification

Project costs were developed by the consultant team based on detailed assumptions as to the type and number of proposed improvements, reflecting best practices in civil engineering and landscape design. The costs also reflect construction mobilization and demobilization costs as well as soft costs including design/legal fees, general contractor overhead and profit, and contingency.

The Owego Department of Public Works does not anticipate any additional annual municipal costs for streetscape maintenance and operations.

Regulatory Requirements

SEQRA; Floodplain development permit; NYSDOT review.

Project Reporting

- Use: Increased pedestrian counts along Lake Street and throughout downtown during various times of day.
- Safety: Reduction in number of traffic incidents on Lake Street and throughout downtown.
- Programming: New seasonal/street fairs on Lake Street.
- Business Revenues: Increase in revenue from downtown businesses.
- Property Values: Change in assessed value of adjacent properties.
- Traffic Impacts: Reduced congestion from implementing Circulation Study recommendations.

3B: IMPROVE PARKING LOTS



Existing Conditions at the Court Street Lot

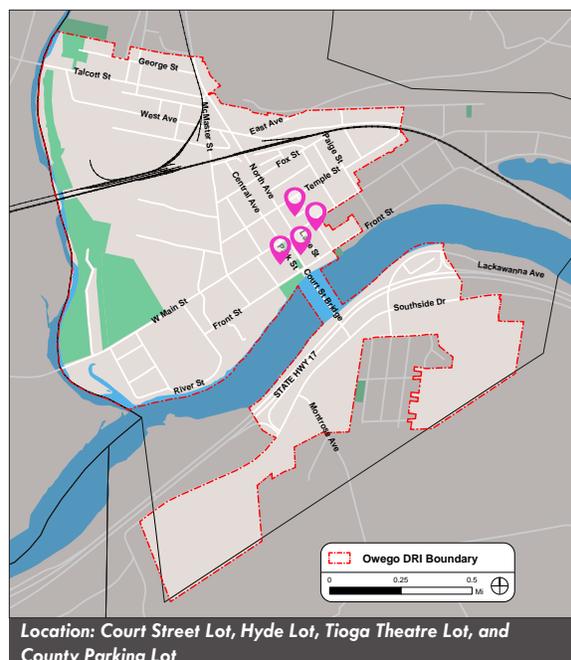
DRI Funding Request and Total Project Cost	
Total DRI Funds	\$441,480
Other Funding	\$0
Total Project Cost	\$441,480

Project Description:

Availability of parking was consistently raised throughout the DRI process as one of the most critical issues facing downtown Owego. This project will implement solutions to the village’s parking issues by improving downtown lots, increasing visibility of parking options, and reconfiguring employee parking options.

A recent study of parking in downtown Owego found that the village has a perceived parking shortage, but that there is significant parking capacity that is underutilized. Some locations, including Lake Street, the Court Street lot and the Tioga Theater lot, have limited availability for cars at certain times. However, other lots, including the nearby back Tioga County lot and the Hyde lot, have a surplus of spaces. These findings demonstrate a need for improved signage, wayfinding, and circulation, to better direct visitors to available parking. A comprehensive parking strategy will implement measures for the village ton make meaningful improvements to reorganize its existing parking supply to better serve the public.

The strategy should include a combination of improvements to maximize space and accessibility, in coordination with the comprehensive signage plan developed in Project 2A and the streetscaping improvements implemented in Project 3A, such as:



Location: Court Street Lot, Hyde Lot, Tioga Theatre Lot, and County Parking Lot



Existing Conditions at County Lot



Existing Conditions at Hyde Lot



Existing Conditions at Tioga Theatre Lot

Physical Improvements

- Improvements to existing lots to maximize space and accessibility with striping, landscaping, and upgraded access points via alleyways.
- Improved signage and wayfinding to clearly alert visitors to available parking lots.
- Electric vehicle charging stations.

Additional Capacity

- Additional spaces will be provided with physical improvements to the existing parking supply in the village. This will include an additional nine spaces gained through improvements to the Hyde Lot, and an additional new 24 spaces at the North Avenue Art Park site off of Central Avenue (see Project 2E).

Parking Management

Some elements of the parking improvement strategy will need to be undertaken by the village separate from DRI funding, including:

- Permitting to improve the distribution of employees in downtown offices and shops to enable shoppers and visitors to have better access to more desirable spaces closer to their destinations.
- Shared parking arrangements to improve efficiency for areas with greater parking needs, in particular in areas where parking needs vary by time of day.
- Regulatory changes to allow for on-street parking overnight by downtown residents, and to provide options for long-term parking by employees of downtown businesses.
- A plan for ongoing maintenance that will be feasible for village staff to manage.

Property Owner/Sponsor

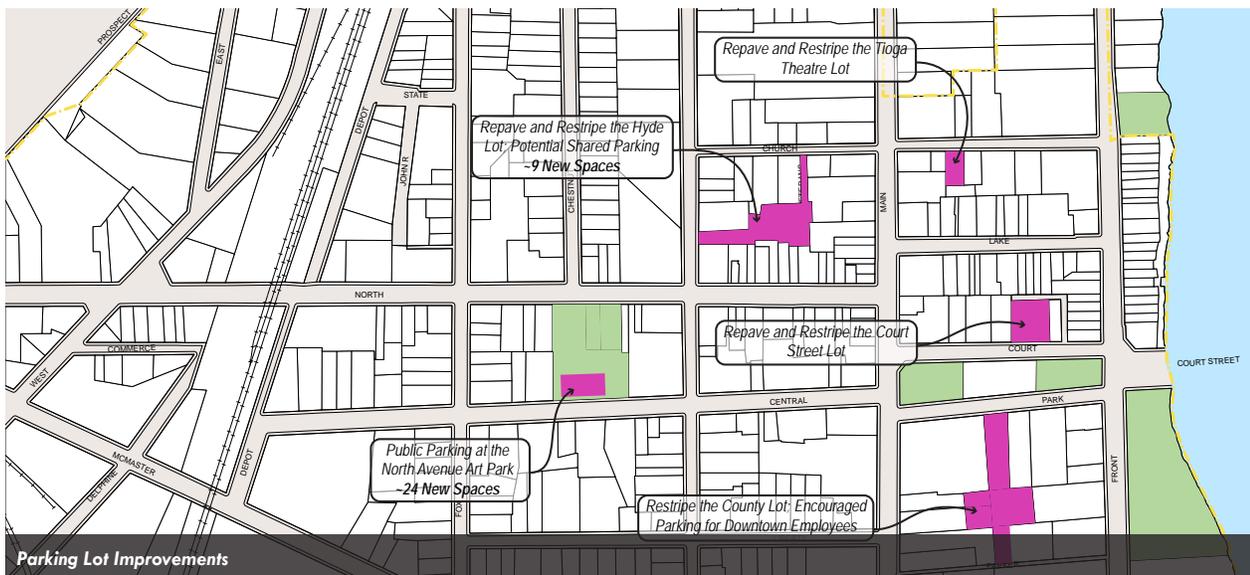
Village of Owego

Capacity

The village Department of Public Works will be responsible for implementation and maintenance of this project. Because this project involves improvements to existing parking lot facilities, additional maintenance requirements are not anticipated.

Project Partners

New York State Department of Transportation (NYSDOT), as applicable



DRI Strategies

The proposed project will advance the following DRI Strategies:

- Invest in streetscape improvements that will promote walkability and increase safety for people of all ages and abilities.
- Advance urban design principles that will make for a more attractive downtown.

Anticipated Revitalization Benefits

Improving downtown parking lots will maximize limited space in the downtown, facilitate accessibility to attractions, and support existing businesses in the area. This project complements the signage component of the marketing/branding project and the streetscaping project, ensuring success in bringing visitors to the Downtown and enhancing the village's image in the surrounding region.

Public Support

Parking has been one of the most-discussed issues throughout the planning process. Members of the public repeatedly expressed their frustration at outreach events with the existing parking downtown. Merchants cited parking among their greatest concerns in downtown Owego. Throughout the public engagement process, people have described the challenge of finding parking near downtown shops as a major deterrent for visitors and locals alike. In the public survey, this project was most highly ranked, with about 76% of respondents indicating support. Respondents noted just how critical they feel this project is, with open-ended comments including, "Parking lots are 'life-blood' to a commercial district and should be appealing," and "Parking should be #1 priority. It's why we don't go into Owego to shop/eat." Another respondent noted that physical improvements to the lots are important, "Parking is a serious problem in the village. Some of the lots are in terrible condition."

Jobs Created

None

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Mobilization	\$79,500	DRI	\$79,500
Parking Lot Improvements (Hyde, Court Street, Tioga Theatre, Tioga County)	\$196,576	DRI	\$196,576
Demobilization	\$45,000	DRI	\$45,000
Design/Legal (15%)	\$48,161	DRI	\$48,161
GC OH&P (10%)	\$32,108	DRI	\$32,108
Contingency (10%)	\$40,135	DRI	\$40,135
Total	\$441,480		\$441,480

Timeframe for Implementation and Project Readiness

Total Timeframe: 24 months

Phase	Activity	Timeframe
Phase 1: Public Input Process	Vision workshops Circulation Study	Month 1 - 6
Phase 2: Design	Schematic design	Month 7 - 12
Phase 3: Approvals	Site plan and SEQR	Month 13 - 16
Phase 4: Construction	Construction	Month 17 - 24

Court Street Lot improvements must be coordinated with improvements to the Lake Street Sewer (see Project 4A).

Feasibility and Cost Justification

Project costs were developed by the consultant team based on detailed assumptions as to the type and number of proposed improvements, reflecting best practices in civil engineering and landscape design. The costs also reflect construction mobilization and demobilization costs as well as soft costs including design/legal fees, general contractor overhead and profit, and contingency.

The Owego Department of Public Works does not anticipate any additional annual municipal costs for parking lot maintenance and operations.

Regulatory Requirements

NYSDOT.

Project Reporting

- Utilization: Improved utilization of public parking lots and even distribution of workers and visitors.
- Business Revenues: Increase in revenue from downtown businesses.
- Parking Management: New parking permits distributed to downtown employees and residents.

3C: CREATE DOWNTOWN REVITALIZATION FUND



Rear Facades on the Riverwalk

DRI Funding Request and Total Project Cost

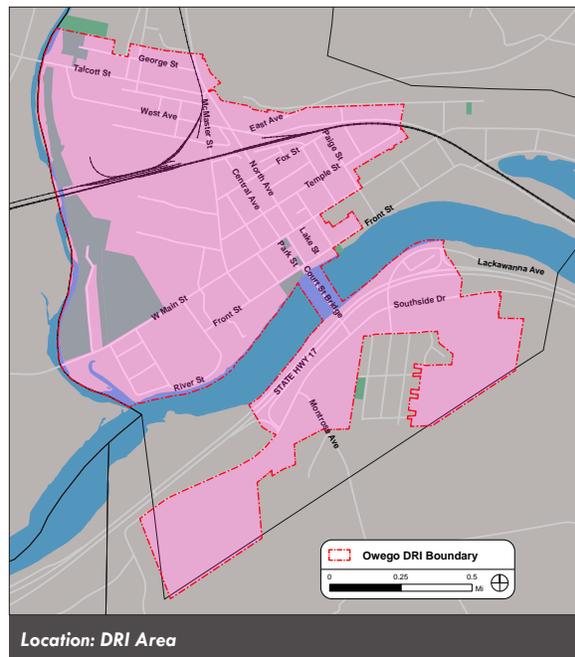
Total DRI Funds	\$600,000
Other Funding	\$600,000
Total Project Cost	\$1,200,000

Project Description:

The Downtown Revitalization Fund was developed as a means of ensuring that the revitalization of the DRI area is an ongoing success, providing the maximum benefit to members of the community. By identifying specific eligible activities, the Local Planning Committee seeks to respond to the most urgent needs in the downtown, and reflect some of the priorities that came across throughout the DRI public outreach process.

This project would create a fund available to local property owners, businesses, and homeowners to use for upgrades, repairs, and use conversions. Those interested in using downtown revitalization funds to invest in their property, home, or business would submit an application and be required to meet a set of common standards in order to receive funds.

Eligible activities under the downtown revitalization fund could include:



Location: DRI Area

Commercial and Mixed-Use Facade Improvement

The facade improvement program would provide assistance to downtown building owners who want to improve the exterior appearance of their buildings. Building facades are an important part of the pedestrian environment. Continuing to improve the aesthetic appearance downtown will help attract more people to the Village and benefit existing businesses. This project could be implemented as an ongoing program (revolving loan fund or matching grant) or as a multi-site project with specific locations identified during the DRI process.

- *Note: Potential sites for this project were submitted as responses to the DRI Open Call for Projects and New York Main Street program.*

Rear Facade Improvement

Downtown Owego is unique in that the rear facades of some buildings are highly visible to the public and are an important part of the civic and visual environment. Examples include the rear of buildings along the south side of Front Street (“River Row”), which are visible both from Route 17 and to drivers entering the Village on the Court Street Bridge; the rear of buildings along Lake Street, which are visible from the Court Street and Tioga Theater lots; and the rear of buildings along the east side of North Avenue, which are visible from the Hyde lot. The Rear Facade Improvement program would provide assistance to building owners who want to improve rear facades that are visible from key public spaces in the downtown.

- *Note: Potential sites for this project were submitted as responses to the DRI Open Call for Projects and New York Main Street program.*

Neighborhood Renaissance Block Rehabilitation

Accelerating the revitalization of downtown-adjacent neighborhoods will build upon the improvements undertaken in the downtown core. These neighborhoods are critical to the success of downtown retail, providing a regular customer base for shops, restaurants, and downtown services. Revitalizing neighborhoods near the downtown core has a dual goal of increasing the number of people living in the neighborhoods, and strengthening the economic diversity and spending power of the residential demographic. This project would provide assistance to single-family homeowners in exterior renovations aimed at improving the quality of the current housing stock in the neighborhoods surrounding the downtown, which were hit hard by floods in 2006 and 2011 and have not recovered. Potential eligible improvements include:

- Facade improvements/repair
- Painting
- Structural improvements (including porches and roofs)
- Landscaping

Projects will be prioritized based on their ability to:

- Improve curb appeal and overall neighborhood environment;
- Enhance the historical character of the neighborhood;
- Attract new homeowners to Owego;
- Leverage additional private investment; and
- Complement improvements within the same residential block.

Upper Floor Residential Improvement Program

This project will assist building owners in renovating the upper floors of downtown mixed-use buildings for residential use. The fund would be aimed at buildings where the upper-floor space is currently vacant, with the goal of bringing new residents to the DRI Area who will frequent local businesses.

– *Note: Potential sites for this project were submitted as responses to the Open Call for Projects.*

Applicants for the Downtown Revitalization Fund would be required to submit an application to the implementing agency to evaluate compliance with program goals. Program criteria could include:

- Location: Property must be located within the DRI Area
- Goal of 50% in matching funds from the project sponsor
- For non-residential projects, compliance with historic district design guidelines whether or not the project is in the historic district
- Compliance with New York Main Street program income limits for Tioga County
- Consistency with flood mitigation design guidelines (see Project 4B)
- Preference for housing targeted at artists
- Existing compliance with all applicable Village codes
- Five-year maintenance declaration to be carried with the building

Property Owner/Sponsor

Private property owners; Tioga County Economic Development & Planning

Capacity

The Tioga County IDA, or its designee, would be the local administrative entity for this project. The IDA has experience administering similar local grant and loan programs, including the New York Main Street program, and is prepared to implement this project.

Project Partners

Individual property owners participating in the fund.

DRI Strategies

The proposed project will advance the following DRI Strategies:

- Provide affordable housing and work space for artists.
- Create and maintain the capacity to expand arts and culture programming and community activities.
- Advance urban design principles that will make for a more attractive downtown.
- Address flood risk by encouraging sustainable improvements to Village infrastructure, adding mitigation measures in existing buildings, and flood-proofing new construction in the downtown.
- Preserve downtown character by protecting historic resources and encouraging rehabilitation of existing buildings.

- Stimulate job growth by reactivating vacant or underutilized downtown properties.
- Encourage small business expansion.
- Provide high-quality housing at varying levels of affordability and type.
- Provide resources to assist single-family homeowners to improve the appearance and flood resilience of their homes.

Anticipated Revitalization Benefits

The proposed Downtown Revitalization Fund would result in immediate physical improvements that would enhance the aesthetic of the streetscape and the perception of the downtown and its nearby neighborhoods to attract new tenants, shoppers, residents, and businesses. The improvements can be expected to enhance the overall downtown visitor experience and attract a higher volume of visitors and repeat visitors, as well as to improve quality-of-life for existing residents. For commercial and mixed-use buildings, renovated and more attractive facades could reasonably be expected to support higher retail sales and fewer failed businesses throughout the downtown, thus creating a more vibrant environment that is more attractive to new businesses. By encouraging private investment, the program could encourage long-term dedication by area businesses and property owners.

Anticipated secondary benefits of the Downtown Revitalization Fund include increased tax revenue (potentially including sales tax, real estate taxes, and income taxes) due to greater economic activity, and attraction of new retail, office, and residential tenants.

Public Support

Members of the public have identified the rear side of River Row buildings to be a high priority for the Owego DRI investment. Respondents to the public survey noted, “I would love to see the backsides of buildings on the river revitalized so when people drive across the bridge it isn’t an eyesore,” and “Glad to see a part of the plan is to include the rear facades...when those are in such disrepair it makes things feel unsafe and decreases accessibility.” Numerous comments on the survey expressed support for implementing improvements beyond the core downtown areas of Lake and Front Streets. One respondent said, “Owego is more than Front Street,” while another commented, “North Ave. could use sprucing up,” and another noted, “Downtown has already received a lot of money and made cosmetic and structural improvements. It would be nice for the money to be spent outside of Lake and Front Streets.”

There is demonstrated interest in the types of projects eligible for the Downtown Revitalization Fund, indicated both by projects received through the DRI Open Call for projects and in previous applications for the New York Main Street program. Properties that submitted applications under the processes include:

- Grandma’s Cottage Keepsakes (129 North Avenue)
- 97-99 Central Avenue
- 96 Paige Street
- 54 North Avenue
- 56 North Avenue
- 58-60 North Avenue
- 63 North Avenue



54 North Avenue



56 North Avenue



58-60 North Avenue



63 North Avenue



68-70 North Avenue



72 North Avenue



194 Front Street



Court Lot Rear Facades



River Row Rear Facades

Source: Larisa Ortiz Associates

- 68 North Avenue
- 70 North Avenue
- 72 North Avenue
- 88 North Avenue

Feasibility and Cost Justification

The proposed use of DRI funds would be for building construction/renovation, site work, and interior fit-out, as well as administrative fees to set up and run the Downtown Revitalization Fund. DRI funds would not be used to fund removable equipment. It is anticipated that the Downtown Revitalization Fund will be managed and administered by the Tioga County EDP and/or the Tioga County IDA, with individual projects implemented by project sponsors.

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Renovations, Architecture, and Environmental	\$1,170,000	DRI	\$570,000
		Private Funds	\$600,000
Grant Administration	\$30,000	DRI	\$30,000
Total	\$1,200,000		\$1,200,000

Timeframe for Implementation and Project Readiness

Total Timeframe: 12 months

Phase	Activity	Timeframe
Phase 1: Program Design	Program design	Month 1 - 4
	Application and agreement with selected applicants	Month 5 - 6
Phase 2: Project Design and Approvals	Schematic design	Month 7 - 9
Phase 3: Construction and Grant Closeout	Implementation	Month 10 - 12

The above timeline is a sample phasing plan for an individual project. This program would continue until all DRI funds for the program have been expended. It is anticipated that all of these projects could be completed within 12 months, but some may be completed more quickly.

Each project sponsor would work with the local administering agency to prepare a scope of work and cost estimate prior to requesting formal bids or proposals.

Project Reporting

- Occupancy: Additional square feet leased to new commercial and/or residential tenants
- Tax Revenue: Increased sales taxes collected from businesses at sites utilizing the funds
- Property Values: Change in assessed value of adjacent properties
- Program Participation: Number of applicants, number of grant awards, private funds leveraged.

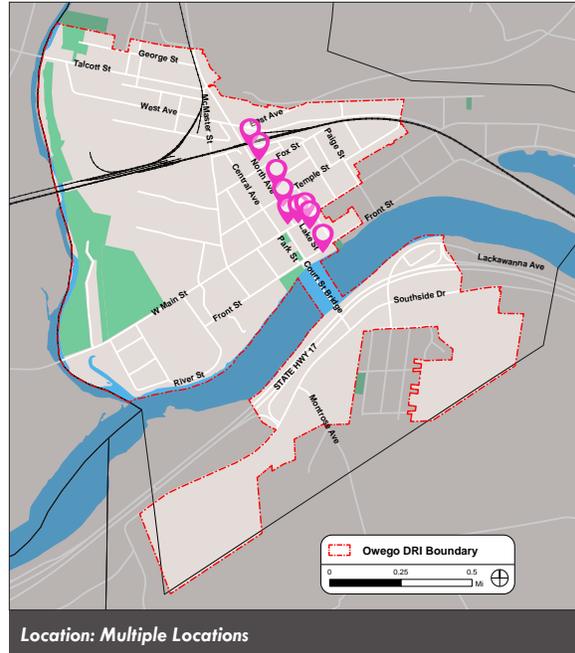
3D: IMPROVE KEY FACADES IN OWEGO'S DOWNTOWN

DRI Funding Request and Total Project Cost	
Total DRI Funds	\$475,771
Other Funding	\$464,749
Total Project Cost	\$940,520

Project Description:

This project identifies properties with proposed facade improvements throughout the DRI area whose improvements would collectively transform the Village. Each of these properties corresponds to an application received during the “Open Call” of the DRI planning process; thus, the individual projects have been vetted with the public and the LPC, and represent actual proposals by the relevant property and/or business owner.

Facade improvements will be a transformative and highly visible public enhancement that advances the objectives of the DRI by upgrading the built environment and improving the image of the Village for residents, business owners, and visitors. These improvements could have a positive effect on investment in the Village by attracting new businesses and residents, and encouraging visitors and pedestrians to spend more time exploring the downtown. This program has the potential to catalyze new investment, increase revenue of existing businesses, and improve the downtown’s sense of place.



Location: Multiple Locations

Property Owner/Sponsor

Individual Property/Business Owners

Capacity

The Tioga County Department of Economic Development & Planning, or its designee, will be the local administrative entity for this project, and would contract directly with the applicable state agency. This structure will ease the administrative burden both on individual property owners and the state. Tioga County has experience in managing similar programs, including the New York Main Street program, and is prepared to implement this project.

Each individual project sponsor under this multi-site project submitted a detailed project proposal, including scope of work, timeframe, and itemized cost estimates, and these proposals were reviewed by the DRI project team.

Project Partners

Individual property owners

No.	Project Name	DRI Request	Other Funding	Total
3D-1	Improve Facades of the JJ Newberry Building (Early Owego Antique Center)	\$29,321	\$29,321	\$58,642
3D-2	Improve Facade at 32-34 Lake Street	\$34,900	\$34,900	\$69,800
3D-3	Improve Facade at 194 Front Street	\$32,825	\$32,825	\$65,650
3D-4	Improve Facades at 53-55 North Avenue, 57-59 North Avenue, and 62-64 North Avenue	\$219,070	\$219,070	\$438,140
3D-5	Improve Facade at 100-106 North Avenue (Community Shop Building)	\$14,217	\$25,850	\$40,067
3D-6	Improve Facade at 132-134 North Avenue (Rainbow Trail Bar and Grill Building)	\$99,638	\$99,639	\$199,277
3D-7	Improve Facades at 50 Lake Street (Tioga Trails Restaurant Building)	\$23,144	\$23,144	\$46,288
	Subtotal	\$453,116	\$464,749	\$917,864
	Admin Cost (5% of Total Project Cost)	\$22,656	-	-
	Total	\$475,771	\$464,749	\$940,520

DRI Strategies

The proposed project will advance the following DRI Strategies:

- Preserve downtown character by protecting historic resources and encouraging rehabilitation of existing buildings.
- Stimulate job growth by reactivating vacant or underutilized downtown properties.
- Encourage small business expansion.

Anticipated Revitalization Benefits

Redevelopment and rehabilitation of these properties has the potential to catalyze growth and downtown vibrancy by improving the appearance and utilization of key sites in the DRI area. This project would support and expand existing downtown businesses, increase commercial activity, attract new visitors, create permanent jobs, and increase property, sales, and occupancy tax revenues. Finally, the improvements would collectively improve the aesthetics of multiple sites and increase overall pedestrian activity throughout the DRI Area. Detailed revitalization benefits of individual projects are discussed below.

Public Support

Projects included in this multi-site project were received as part of the Open Call for Projects. Many of these projects were supported throughout the DRI process at various public engagement events, but were not included in the public survey. However, public input throughout the DRI process indicated support for facade improvement

projects as facilitating a highly visible, transformative impact to downtown Owego. This project is also responsive to comments made in the public survey supporting building improvements beyond the traditional downtown core of Lake and Front Streets (see Project 3C).

Jobs Created

None

Acquisition of Real Property

No property acquisition is required.

Feasibility and Cost Justification

Project costs were provided by the project sponsors, based on estimates by local contractors retained by each sponsor to complete the work, if funded.

The proposed use of DRI funds would be for exterior building construction/renovation, as well as administrative fees to set up and run the project. DRI funds would not be used to fund interior work or removable equipment. It is anticipated that the multi-site facade improvement project will be managed and administered by the Tioga County EDP and/or the Tioga County IDA, with individual projects implemented by project sponsors.

Regulatory Requirements

As applicable, Site plan approval; SEQRA; Floodplain development permit; OHPC review; Building permits.

Project Reporting

- Occupancy: Additional square feet leased to new commercial and/or residential tenants.
- Tax Revenue: Increased sales taxes collected from businesses at sites utilizing the funds.
- Property Values: Change in assessed value of adjacent properties.

Timeframe for Implementation and Project Readiness

Total Timeframe: 12 months

Phase	Activity	Timeframe
Phase 1: Program Design	Program design Contracting with individual applicants	Month 1 - 4
Phase 2: Project Design and Approvals	Schematic design	Month 5 - 7
Phase 3: Construction and Grant Closeout	Implementation	Month 8 - 12

The above timeline is a sample phasing plan for an individual project. It is anticipated that all of these projects could be completed within 12 months, but some may be completed more quickly.

3D-1: IMPROVE FACADES OF THE JJ NEWBERRY BUILDING (EARLY OWEGO ANTIQUE CENTER)

DRI Funding Request and Total Project Cost	
Total DRI Funds	\$29,321
Other Funding	\$29,321
Total Project Cost	\$58,642

Project Description:

This project will restore the north and east facades and renovate the entrance of the JJ Newberry building at 43-45 Lake Street, which houses the Early Owego Antique Center. The JJ Newberry building sits at the corner of Main and Lake Streets and directly at the foot of North Avenue, serving as a visible anchor of the Historic Owego Marketplace. Built in 1958 as the location of the JJ Newberry department store, the building represents Owego’s largest single retail space.

This project will include the following elements:

- Restoration of the north facade – Stabilize the mural on the north side of the building. The original mural was funded by the Appalachian Regional Commission with no provision requiring its maintenance over time.
- Restoration of the east facade – Stabilize the turquoise porcelain panels and restore the neon “JJ Newberry” sign.
- Renovation to the entrance – equipping the outside Lake Street entrance with a glass door, matching the character of existing retail space openings.
- Structural repairs to columns - While the building is generally in very solid shape, remediation of the structural columns is an important safeguard before they are eroded further by weather and ice melt deterioration, and potential flooding.

Property Owner/Sponsor

Jim Mead

Anticipated Revitalization Benefits

The JJ Newberry building, in particular its north facade and large mural, has unprecedented visibility and prominence for visitors and residents. The store has been a fixture of Village life for decades, and is a continuously operating antique center. With facades on three of Owego’s prime downtown corridors, the project will have a transformative impact throughout the DRI area.



Project Budget and Funding Sources

Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Facade Improvements and Repairs	\$48,332	Private funds	\$24,166
		DRI	\$24,166
Architectural, Engineering Fees	\$4,398	Private funds	\$2,199
		DRI	\$2,199
Permits, Testing, Legal & Other	\$580	Private funds	\$290
		DRI	\$290
Project Contingency	\$5,331	Private funds	\$2,665.50
		DRI	\$2,665.50
Total	\$58,642		\$58,642



Existing Conditions

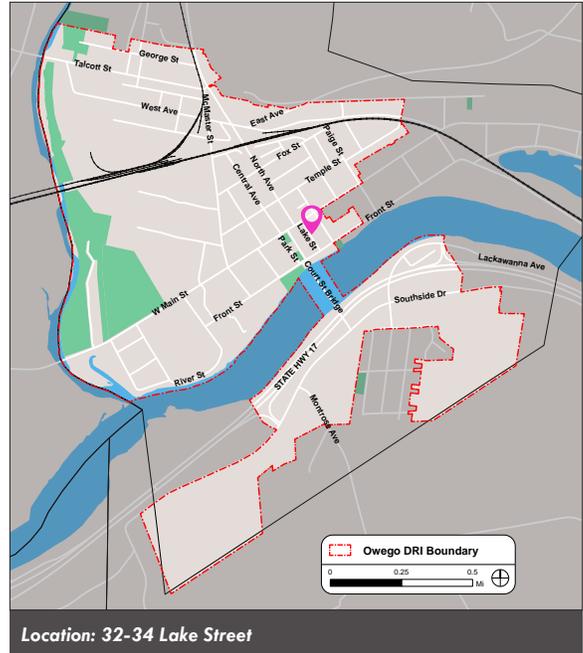
3D-2: IMPROVE FACADE AT 32-34 LAKE STREET

DRI Funding Request and Total Project Cost

Total DRI Funds	\$34,900
Other Funding	\$34,900
Total Project Cost	\$69,800

Project Description:

32-34 Lake Street, known as the “Stebbins and Jones block,” was built in 1880 for the Owego Post Office, and served that purpose until 1920. It currently houses two ground-floor commercial tenants: Sincerely Yours gift shop and Heather Esposito Photography. The building’s owners have undertaken extensive renovations over the years, including a facade renovation, new roof, and rehabilitation of the two storefront spaces. Most recently, the third-floor space was renovated to accommodate an expanded fitness studio (Four Seasons Fitness).



Elements of the facade restoration include:

- Facade Cornice
 - Although the cornice has been maintained with regular repainting, repairs are needed for the existing metalwork, as brackets have been poorly repaired in the past or are deteriorating. Working with the Preservation Association of the Southern Tier, a contractor has provided an initial evaluation of the cornice structure. Repairs will be done in place and would restore the building to the original design.
- Facade Original Bracket Rebuild
 - During past renovations, replacement brackets were added to the facade structure to replace previously removed details. Using historical photographs, period brackets will be manufactured and installed to re-create the original design.
- Brick Repointing and Cleaning
 - The front facade brick work is generally in good shape for a building of this age, but is stained from years of coal-fired heating plants and requires inspection, repointing, and cleaning. The side and rear brick will also be inspected, repaired, and repointed, as needed.
- Window Repair
 - Original double-hung windows are in place in a majority of the window openings. Many of these windows need to be repaired to replace worn wood, install interior storm windows to help with heat retention, and repair and replace mechanical components to restore original window operation.

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Facade Improvements and Repairs	\$54,800	DRI	\$34,900
		Private funds	\$19,900
HVAC Upgrade	\$15,000	Private funds	\$15,000
Total	\$69,800		\$69,800

- Alley Steel Brick Protection
 - An alley between the building and Susquehanna Printers remains open to vehicular traffic, which has caused damage to the brickwork. Period steel “bumpers” will be manufactured and added at various points along the alley wall to prevent damage from traffic.

Property Owner/Sponsor

Joseph and Cecilia Skovira

Anticipated Revitalization Benefits

The Stebbins and Jones block, located on one of Owego’s most successful retail corridors and with active local businesses, has already seen significant investment since its current owners purchased the property in 2001, leading to its occupancy by successful business. Additional upgrades will ensure that this impressive structure will continue to help draw visitors to the Village of Owego, and further enhance the building’s business potential.



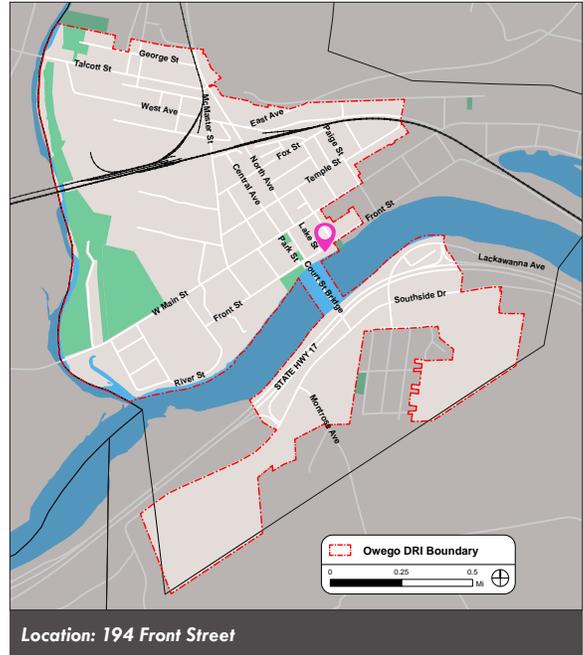
Existing Conditions at 32-34 Lake Street

3D-3: IMPROVE FACADE AT 194 FRONT STREET

DRI Funding Request and Total Project Cost	
Total DRI Funds	\$32,825
Other Funding	\$32,825
Total Project Cost	\$65,650

Project Description:

This project will restore the facade of 194 Front Street, a prominent mixed-use building along the Village’s River Row at the base of Lake Street. The building was constructed in 1849, with one currently leased storefront (The Left Bank) on the street level and three residential units above. A recent attempt to repair a portion of the wooden storefront uncovered a major structural issue, detailed by McElwain Engineering, which also impacts the adjacent Cellar Building that shares a party wall. Renovations to 194 Front Street would result in a new storefront facade, energy efficient windows, and leak repairs. A new storefront on River Row will attract new businesses and keep customers and visitors returning for special events.



Location: 194 Front Street

Property Owner/Sponsor

Bradford Noble

Anticipated Revitalization Benefits

194 Front Street, located on one of Owego’s most successful retail corridors and with an active local business and occupied housing units, has already seen significant investment since its current owner purchased the property in 2005, and further upgrades will ensure that the building can continue to attract retail and residential tenants, as well as maintain River Row’s strong aesthetic.

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Repair Storefront Facade	\$28,750	DRI	\$14,375
		Private funds	\$14,375
Repair Structural Damage – Labor & Materials	\$20,000	DRI	\$10,000
		Private Funds	\$10,000
Repair Structural Damage - Engineering	\$2,500	DRI	\$1,250
		Private Funds	\$1,250
Replace Doors/Windows with Energy Efficient Alternative	\$14,400	DRI	\$7,200
		Private Funds	\$7,200
Total	\$65,650		\$65,650



Existing Conditions at 194 Front Street

Source: Larisa Ortiz Associates

3D-4: IMPROVE FACADES AT 53-55 NORTH AVENUE, 57-59 NORTH AVENUE, AND 62-64 NORTH AVENUE

DRI Funding Request and Total Project Cost	
Total DRI Funds	\$219,070
Other Funding	\$219,070
Total Project Cost	\$438,140

Project Description:

This project involves facade renovations to three individual properties, under common ownership, in the block of North Avenue between Main and Temple Streets. Elements of the facade restoration include:

- Repointing, painting, and sealing of brick on upper floors of commercial facades;
- Replacing storefront facades with new storefronts including raised-panel architectural accents; and
- Replacing storefront windows and doors.



Property Owner/Sponsor

Deborah Smith

Anticipated Revitalization Benefits

The North Avenue corridor was consistently raised during the DRI public engagement process as a significant need for improvement. The three properties in question are each in need to substantial rehabilitation, and ownership under one owner who has demonstrated interest in facade renovation represents an important opportunity to effect visible and transformative change in a key downtown block just north of the core downtown area. Revitalization of these buildings will help to generate positive momentum from the intersection of North Avenue and Main Street northward, enhancing the attractiveness of an area that is seen by thousands of drivers and visitors to Owego every day.

Project Budget and Funding Sources

Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Repair Facade 53-55 North Avenue	\$112,640	DRI	\$56,320
		Private funds	\$56,320
Repair Facade 57-59 North Avenue	\$186,000	DRI	\$93,000
		Private Funds	\$93,000
Repair Facade 62-64 North Avenue	\$139,500	DRI	\$69,750
		Private Funds	\$69,750
Total	\$438,140		\$438,140



53-55 North Avenue



57-59 North Avenue



62-64 North Avenue

Source: Larisa Ortiz Associates

3D-5: IMPROVE FACADE AT 100-106 NORTH AVENUE (COMMUNITY SHOP BUILDING)

DRI Funding Request and Total Project Cost	
Total DRI Funds	\$14,217
Other Funding	\$25,850
Total Project Cost	\$40,067

Project Description:

100-106 North Avenue has a prominent location at the corner of Chestnut Street, directly across from the vacant land that is proposed for the North Avenue Art Park (see Project 2E). A portion of the ground floor is occupied by the Community Shop, which has been an important resource for Owego residents for over 50 years and has been owned and operated by the same family during that time. The remainder of the ground floor is vacant, while there are three occupied apartment units on the upper floors. A fourth apartment unit is in need of renovation and unoccupied. This project will restore the facade and roof at 100-106 North Avenue. As a result of water damage, the building’s roof is in disrepair and has caused structural damage to the facade.

Property Owner/Sponsor

Dave and Jody Seaver

Anticipated Revitalization Benefits

100-106 North Avenue is located along the North Avenue corridor. The Community Shop located in this building is a significant asset to the surrounding community. This project will help the project sponsors continue to serve their neighborhood and improve the appearance of this important stretch of the Village’s downtown.



Project Budget and Funding Sources

Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Repair Facade—North Avenue	\$7,764	DRI	\$7,764
Repair Facade—Sides	\$6,453	DRI	\$6,453
Roof Repair	\$25,850	Private Funds	\$25,850
Total	\$40,067		\$40,067



Existing Conditions at 100 - 106 North Avenue

3D-6: IMPROVE FACADE AT 132-134 NORTH AVE. AND 53 S DEPOT STREET (RAINBOW TRAIL BAR AND GRILL AND ERIE RAILROAD)

DRI Funding Request and Total Project Cost

Total DRI Funds	\$99,638
Other Funding	\$99,639
Total Project Cost	\$199,277

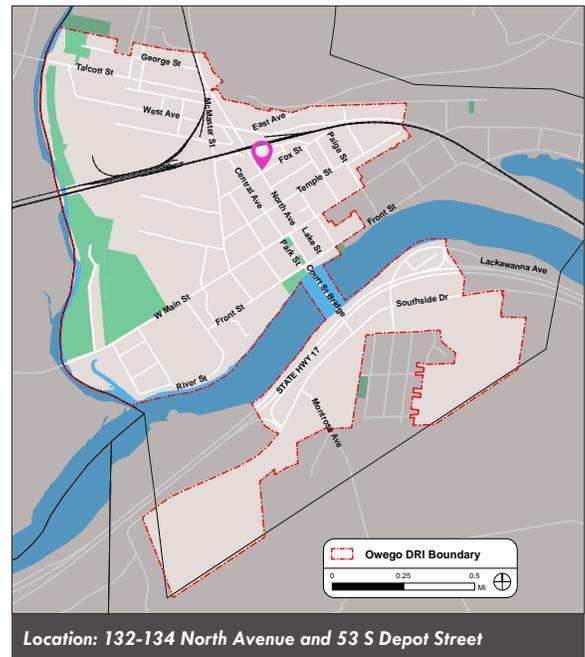
Project Description:

The Rainbow Trail Bar and Grill building occupies a prominent location at the corner of North Avenue and Fox Street. This project incorporates facade and other exterior improvements to improve the aesthetics, including:

- Siding:
 - New siding will be installed along all sides of the building. Hardie board siding will be installed from the 10-foot mark to the roof on all sides except the front, with metal siding installed from the 10-foot mark down. On the front (North Avenue) facade, metal siding will be installed from the 10-foot mark up to the roof, and simulated stone siding will be installed from the 10-foot mark down.
- Windows:
 - The existing bay windows on the front facade will be replaced with a flat facade and new windows, with a similar approach taken on the ground floor. On the Fox Street and opposite facades, four windows will be removed from each side to improve energy efficiency; other existing windows on these facades, along with two windows in the back, will be replaced with windows of the same size.
- Doors:
 - One door on the North Avenue facade will be removed. All remaining doors will be replaced with metal doors of the same size.
- Fence:
 - The existing fence along North Avenue will be replaced with a more attractive fence; this will require removal of an existing concrete foundation in front of and under the existing fence.

This project also includes exterior renovations to the Erie Railroad train station building at 53 Depot Street. Renovations to the exterior include:

- Side Facades:
 - New hardy board siding, metal siding over existing materials.
- Front and Rear Facade:
 - Brick repointing and replacing on the front and back facades of the train station building.



Location: 132-134 North Avenue and 53 S Depot Street

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Rainbow Trail Bar and Grill Building, 132-134 North Avenue			
Facade Improvements and Repairs	\$98,070	DRI	\$76,888
		Private funds	21,182
Insurance	\$2,879	Private funds	\$2,879
Fence	\$9,500	Private funds	\$9,500
Landscaping	\$2,500	Private funds	\$2,500
Erie Railroad Building, 53 South Depot Street			
Brick Repointing and Replacing	\$18,500	DRI	\$18,500
Fence	\$8,500	DRI	\$4,250
		Private	\$4,250
Siding for Additions to Train Station Building	\$31,328	Private	\$31,328
Window and Door Replacement	\$28,000	Private	\$28,000
Total	\$199,277		\$199,277

- Windows and Doors:
 - Replace existing windows and doors.

Property Owner/Sponsor

Aaron and Stacey Riegel

Anticipated Revitalization Benefits

Facade improvements to 132-134 North Avenue will further the revitalization of the North Avenue corridor and complement other DRI projects in the vicinity, including the proposed North Avenue Art Park (see Project 2E) and streetscaping improvements (see Project 3A). This project will strengthen an existing longtime Owego business and improve the viability of upper-floor residential uses. Improvements to the Erie Railroad train station building will positively impact the appearance of a historic building and bring renewed energy to a blighted area that has lacked investment and attention.



Erie Railroad Building



Rainbow Trail Bar and Grill

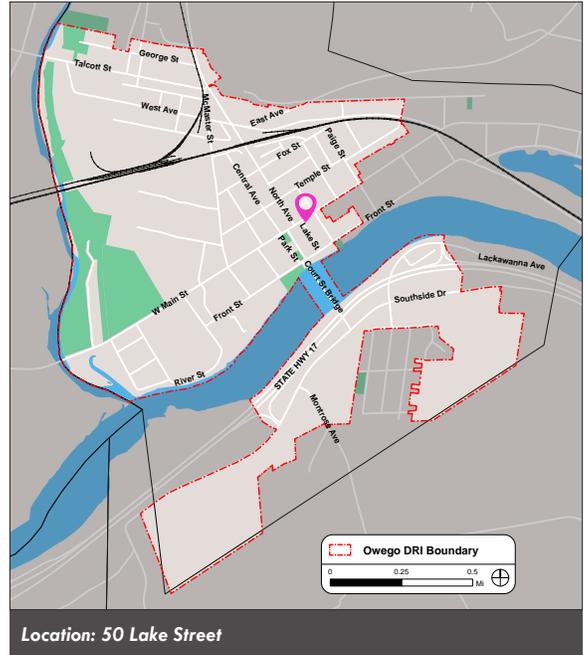
Source: Google Maps

3D-7: IMPROVE FACADES AT 50 LAKE STREET (TIOGA TRAILS CAFE BUILDING)

DRI Funding Request and Total Project Cost	
Total DRI Funds	\$23,144
Other Funding	\$23,144
Total Project Cost	\$46,288

Project Description:

This project will restore the facade of 48-50 Lake Street, a historic building located at the corner of Lake Street and Main Street. Constructed in 1906 as the Owego Hotel, the building also included J.C. Penney on the ground floor until 1943, when a fire gutted the structure. The interior third floor was removed at that time, and the upper floors have remained vacant, with ground-floor uses including stores and, currently, a restaurant (Tioga Trails Café). This building’s location makes it a high priority for exterior improvements; it sits at an important intersection in the downtown, near a number of other proposed DRI projects, including the streetscape upgrades (project 3A) and several properties proposed for facade improvements.



Project components include:

- Window Replacement: Replacement of a total of 29 windows on the second and third floors. This element has already been approved by the Owego Historic Preservation Commission.
- Brick Facade Repairs: Repair and replacement of approximately 470 square feet of damaged brick below the rooftop along the two front facades. New brick and mortar will match the existing facade as closely as possible.

Property Owner/Sponsor

George and April Swaney

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Facade Improvements and Repairs	\$27,562	DRI	\$23,144
		Private funds	\$4,418
Window Replacement and Repairs	\$18,726	Private funds	\$18,726
Total	\$46,288		\$46,288

Anticipated Revitalization Benefits

50 Lake Street has been recognized throughout the DRI process as an important building to target for revitalization. Both the current owners and a prospective buyer proposed redevelopment projects through the Open Call process that involved renovation of the two upper floors for apartments and the ground floor for a community-focused use. Although neither project was selected for DRI funding, there was consensus, among the LPC and the public who reviewed the potential projects in public engagement events, that revitalization of 50 Lake Street would substantially further Owego’s DRI goals. The proposed facade improvement project will create a major aesthetic improvement along two highly visible facades in the core of the downtown. Together with other proposed facade renovations along Lake Street, this project will generate momentum to further strengthen one of Owego’s prime retail corridors. For 50 Lake Street in particular, the facade improvement will remove a barrier to potential future improvements at the building that could include new interior mixed uses.



Tioga Trails Building

4A: UPGRADE SEWER LINE BEHIND LAKE STREET



Location of the Lake Street Sewer, in the Court Street Lot

DRI Funding Request and Total Project Cost	
Total DRI Funds	\$294,338
Other Funding	\$0
Total Project Cost	\$294,338

Project Description:

The mixed-use buildings along the western side of Lake Street are served by a sanitary sewer line that is collectively owned by the building owners. The legal status of the approximately 500-600-foot section of the line has recently been determined, and the line, which is quite old, has not been maintained for some time. There are known to be sags in the sewer line and damage has led to periodic sewer backups in commercial and residential spaces along Lake Street. Given the distributed ownership of the sewer line, a comprehensive repair of the system is unlikely to be completed without the Village taking over ownership and maintenance.



Location: Rear of buildings on the west side of Lake Street

The Village would like to take ownership of the line and assume maintenance; however, there are not currently funds available to make the necessary repairs. Using DRI funds to repair and upgrade the sewer line would relieve both the Village and the property owners on one of Owego’s most critical downtown streets from the legal and financial burden of sewer infrastructure repairs, while bringing the line into the public system and ensuring proper maintenance, which has broad public health benefits. In order to fully understand the scope and needs for this section of the sewer line, the Village will need to undertake comprehensive mapping of the sanitary sewer system, significant portions of which are combined with the stormwater sewer system.

The Village has provided accounts of recorded complaints regarding this issue, and the sewer line's capacity issues and malfunctions are known to have negatively affected owners' ability to rent retail and residential properties connected to the line. Replacing this line and ensuring its ongoing function as part of the Village's sewer system will enable property owners to fully rent and utilize buildings along this key downtown street. Consultation with the Village Board of Trustees during the DRI process indicated that this project is one of the Village's highest priorities.

“We cannot sustain growth in our Village without upgrading this damaged sewer line!”

(Public survey comment)

Property Owner/Sponsor

Village of Owego

Capacity

The Village of Owego Department of Public Works has the capacity to retain an engineering consultant to map the sanitary sewer system and a contractor to implement necessary repairs. Once these repairs are complete, the Village has the capacity to maintain the sewer line as it does others in the vicinity.

Project Partners

Lake Street property owners

DRI Strategies

The proposed project will advance the following DRI Strategies:

- Address flood risk by encouraging sustainable improvements to Village infrastructure, adding mitigation measures in existing buildings, and flood-proofing new construction in the downtown.

Anticipated Revitalization Benefits

Repairing the Lake Street sewer pipe, and transferring ownership to the Village, will protect buildings and businesses on Lake Street from future sewer backups. This will protect businesses and residents of upper floors from the risk of future damage, which will provide greater predictability for building owners and encourage them to undertake upgrades to these spaces.

Public Support

This project has been popular throughout the public outreach process, with numerous Lake Street residents and business owners explicitly identifying the need for this work to be done. The public survey showed that 56% of respondents approved or strongly approved of this project. One respondent to the survey noted, “We cannot sustain growth in our Village without upgrading this damaged sewer line! It is a must or all businesses and apartments above shops and restaurants on Lake Street will be shut down.” Another stated, “Replacing Lake St. sewer line is essential as it does not currently support the buildings/businesses that are on the sewer line now. No further growth on Lake St. until the line is replaced.”

Jobs Created

None

Feasibility and Cost Justification

Project costs were developed by the consultant team based on detailed assumptions that reflect best practices in civil engineering. The costs also reflect construction mobilization and demobilization costs as well as soft costs including design/legal fees, general contractor overhead and profit, and contingency.

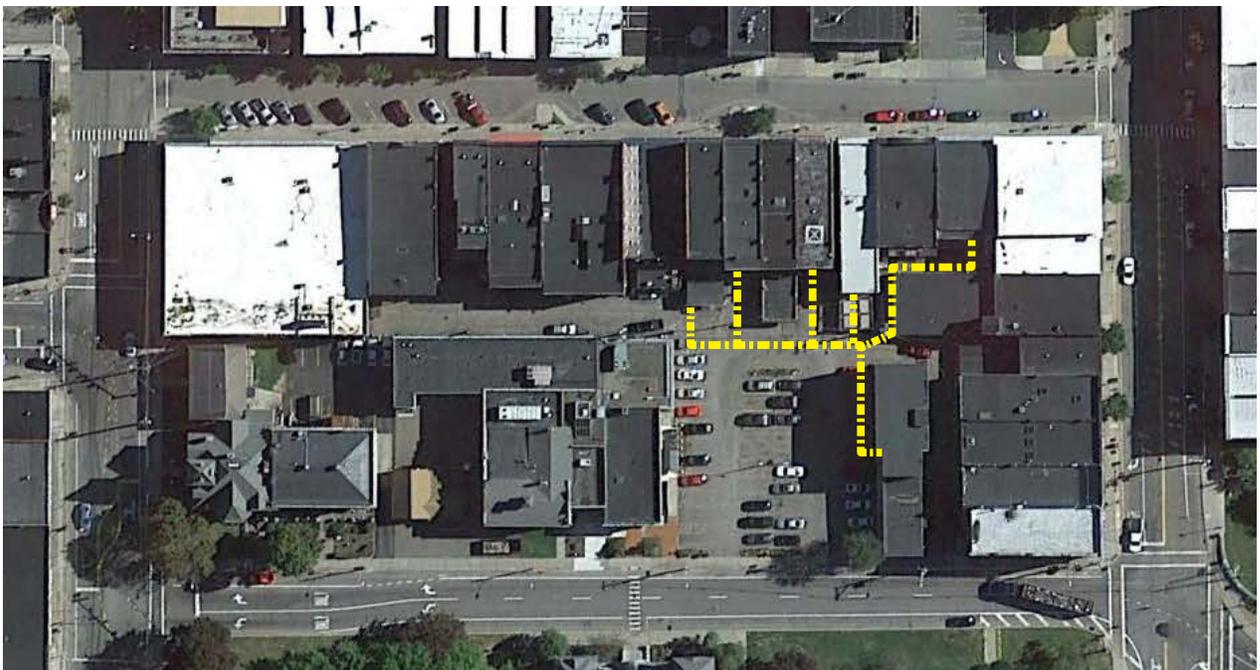
The Owego Department of Public Works does not anticipate any additional annual municipal costs for streetscape maintenance and operations.

Regulatory Requirements

SEQRA; floodplain development permit; NYSDEC review; Building permits.

Project Reporting

- Revenue: Increase in commercial and/or residential rental revenue.
- Occupancy: Square feet leased to new commercial and/or residential tenants.
- Sewage Backups: Reduction in the number of sewage backups at Lake Street buildings.



Location of the Existing Sewer Line Behind Lake Street

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Mapping Full Combined Storm/Sanitary Sewer System	\$20,000	DRI	\$20,000
Mobilization	\$50,000	DRI	\$50,000
Replace Private Sanitary Sewers	\$149,064	DRI	\$149,064
Demobilization	\$20,000	DRI	\$20,000
Design/Legal (15%)	\$32,110	DRI	\$32,110
GC OH&P (10%)	\$21,406	DRI	\$21,406
Contingency (10%)	\$26,758	DRI	\$26,758
Total	\$294,338		\$294,338

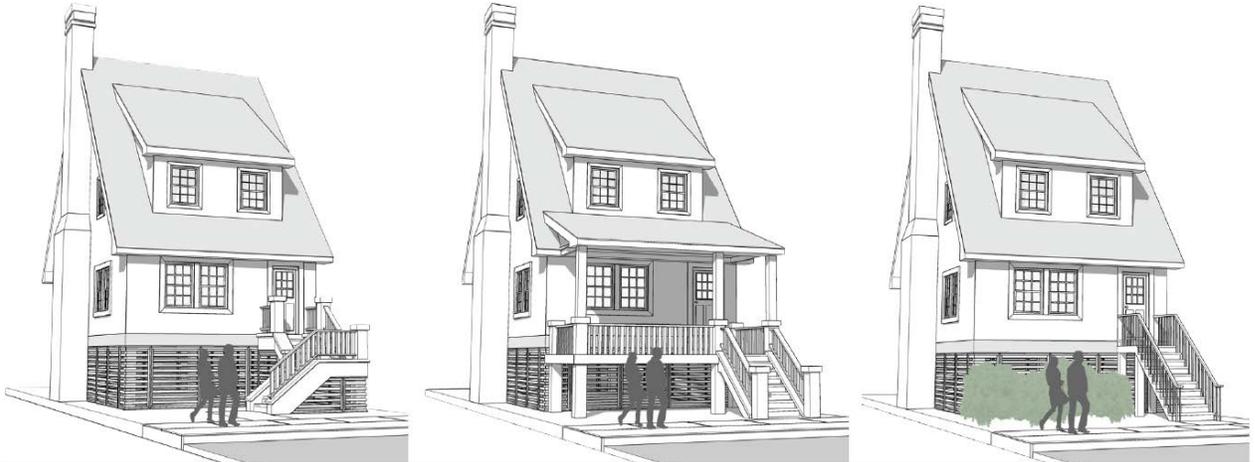
Timeframe for Implementation and Project Readiness

Total Timeframe: 12 months

Phase	Activity	Timeframe
Phase 1: Mapping Comined System	Mapping Full Combined Storm/Sanitary Sewer System	Month 1 - 3
Phase 2: Engineering/Design	Schematic design	Month 4 - 7
Phase 3: Approvals	SEQR and NYSDEC	Month 8 - 10
Phase 4: Construction	Construction	Month 11 - 12

Lake Street Sewer must be coordinated with Court Street Lot improvements (see Project 3B).

4B: ADOPT FLOOD MITIGATION DESIGN GUIDELINES



Examples of Elevated Homes

Source: Coastal Climate Resilience: Designing for Flood Risk, NYC Planning

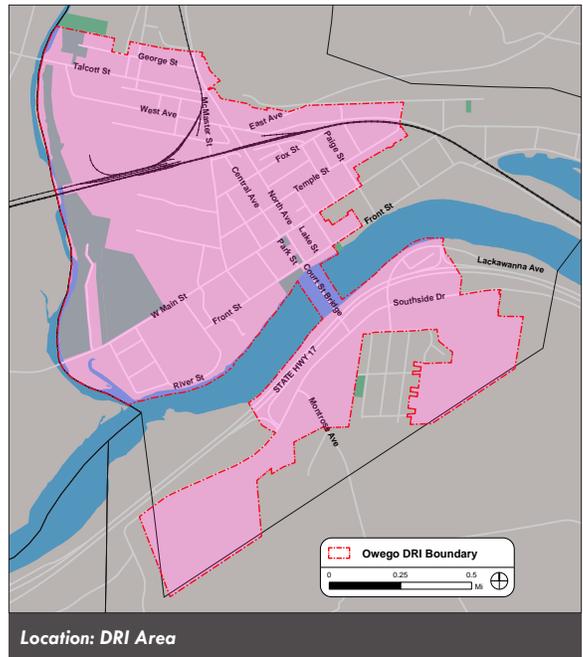
DRI Funding Request and Total Project Cost

Total DRI Funds	\$50,000
Other Funding	\$0
Total Project Cost	\$50,000

Project Description:

This DRI project will update the Village of Owego’s zoning ordinance to provide additional review requirements relating to flood prevention to ensure compliance with the local Flood Damage Prevention law. The advisory Flood Mitigation Design Guidelines will provide resources including diagrams and illustrations, to detail specific measures that property owners can take to improve their resilience to flood events, while ensuring high-quality design in keeping with neighborhood and Village scale.

There are many options to mitigate flood damages and reduce insurance premiums. Flood Mitigation Design Guidelines would provide information for property owners on the range of options, including strategies dependent upon building typology.





Mitigation options that could be detailed in Flood Mitigation Design Guidelines could include:

- Elevating mechanical and electrical systems and utilities above the design flood elevation.
- Infilling basements and/or incorporating wet-flood proofing.
- Elevating the first floor level to above the design flood elevation.
- Elevating the structure to above the design flood elevation.

Property Owner/Sponsor

Village of Owego

Capacity

A consultant with expertise in planning, engineering, and architectural design will be retained to guide the development of Flood Mitigation Design Guidelines, including directing a public participation process. The Village has the capacity to manage a consultant and to adopt code changes that may be required to implement the project.

Project Partners

Village of Owego Historic Preservation Commission, Federal Emergency Management Agency, NYS Office of Emergency Management (NYSOEM), Tioga County

DRI Strategies

The proposed project will advance the following DRI Strategies:

- Address flood risk by encouraging sustainable improvements to Village infrastructure, adding mitigation measures in existing buildings, and flood-proofing new construction in the downtown.
- Preserve downtown character by protecting historic resources and encouraging rehabilitation of existing buildings.
- Provide resources to assist single-family homeowners to improve the appearance and flood resilience of their homes.

Timeframe for Implementation and Project Readiness

Total Timeframe: 9 months

Phase	Activity	Timeframe
Phase 1: RFP Process	Issue RFP and select consultant	Month 1 - 2
Phase 2: Complete Zoning Changes	Planning recommendations prepared by consultant	Month 3 - 7
Phase 3: Adoption by Village Board	SEQR review and adoption	Month 8 - 9

The Flood Mitigation Design Guidelines should be undertaken prior to establishment of the Downtown Revitalization Fund (see Project 3C), as conformance with the guidelines is one of the suggested criteria for the funds. These guidelines shall also apply to elements of the Multi-Site projects (3D and 5B).

Project Budget and Funding Sources

Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Consultant Fee	\$50,000	DRI	\$50,000
Total	\$50,000		\$50,000

Anticipated Revitalization Benefits

The Village is seeking participation in the National Flood Insurance Program's Community Rating Service (CRS), which provides discounts on flood insurance rates. Adoption of Flood Mitigation Design Guidelines could further the Village's efforts in joining the CRS, which would have direct financial impacts on many Owego residents by reducing their flood insurance premiums. In addition, by encouraging strategies that balance mitigating flood risk with historic preservation and community character, the guidelines could support the Village's strong aesthetic environment and sense of place, which makes it attractive for visitors and residents alike.

Public Support

Damage caused by flooding in 2006 and 2011 remains an ongoing issue for many property owners in downtown Owego. The Village has made efforts to look for new solutions and ways to mitigate future property damage. In public workshops, attendees made clear that before any revitalization is to occur in downtown Owego, the Village must address the issue of flooding. Members of the public consistently rated this project highly, and through the public survey expressed a majority approval. Nearly 58% of respondents indicated that they supported this project, and included comments such as, "Absolutely a great idea – There are some new ideas for design guidelines that not only help mitigate flooding but also preserve character. I suggest the guidelines go further to provide guidance on how to be flood safe/proof AND maintain the historic character of a structure."

Jobs Created

None



Figure 16: There can be numerous variations on these schemes and creativity is encouraged in finding design solutions that respond to the unique qualities and constraints of each property, such as architectural character, orientation, proximity to the street, and the extent that it will be elevated. This example of a hybrid solution draws on the existing side approach while providing the additional stairs required with new direct approach stairs. As well, landscaping is utilized in order to soften the transition from the house to the street.

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Figure 13: A front approach to a residence is most desirable in many respects, providing direct access from sidewalk to door. This most welcoming approach to a home is traditional, although there are many exceptions in historic architecture. A direct approach does however require sufficient room between the building facade and the sidewalk setback to enable the construction of stairs and landings perpendicular to the street. While this option will be limited to buildings with sufficient setback and to buildings that are moved back, it is generally encouraged as the preferred option where possible.

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Example of Flood Mitigation Design Guidelines from the Stockade District in Schenectady, NY

Source: Stockade Historic District: Flood Mitigation Design Guidelines, City of Schenectady

Feasibility and Cost Justification

The estimated cost for preparation of flood mitigation design guidelines is based on the consultant team’s experience and comparable studies in the region.

As part of the Village’s efforts to join FEMA’s CRS program, the guidelines could have a direct financial impact on the cost to own a property in the floodplain, which represents a significant area not only of the downtown, but the Village as a whole.

Regulatory Requirements

SEQRA; Adoption by the Village of Owego Board of Trustees.

Project Reporting

- Participation: Numbers of building owners who make renovations to their property following new guidelines.

“Absolutely a great idea – There are some new ideas for design guidelines that not only help mitigate flooding but also preserve character.”

(Public survey comment)

4C: REPAIR LIGHTS AND WIRING ON THE SOUTH SIDE AND UPGRADE DOWNTOWN ELECTRICAL CONNECTIONS



Streetlights on the Court Street Bridge

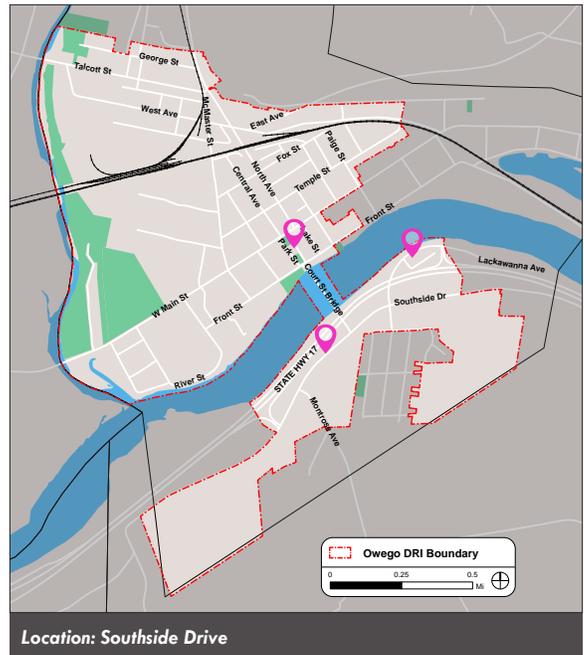
DRI Funding Request and Total Project Cost

Total DRI Funds	\$101,374
Other Funding	\$0
Total Project Cost	\$101,374

Project Type
Public Improvement

Project Description:

The Southside portion of the Village, south of the Susquehanna River, serves as a major gateway into Owego. However, the area along Southside Drive is not well-lit due to non-functional street lights. This project will work with NYSDOT to repair 16 streetlights, as needed, along the gateway portion of Southside Drive. Costs associated with this project include the demolition of an existing circuit breaker panel, and supports, the installation of a new NEMA 3R circuit breaker, and new supports, new LED streetlights to be installed along Lackawanna Avenue and Route 434, and installing a new LED retrofit kit for lighting along the bridge on Route 96.



Location: Southside Drive

This project will also include funding to fix broken downtown public electrical connections. A number of electrical outlets in the downtown are known to be either non-functional or not ideal (only function after dark when the light sensor turns on). These issues have created problems during downtown events such as the Strawberry Festival and First Fridays, when event operators have to run electrical lines in and out of buildings because the outlets in areas

such as Draper and Ahwaga Parks do not work. This project will include hiring an electrician to determine the full scope of the issue, and identify a means of improving the existing system.

Property Owner/Sponsor

Village of Owego

Capacity

The Village of Owego Department of Public Works has the capacity to implement necessary lighting and electrical repairs either with existing staff or through the use of a contractor.

Project Partners

NYSDOT

DRI Strategies

The proposed project will advance the following DRI Strategies:

- Improve park and open space assets to improve quality-of-life for local residents and attract new residents and visitors.
- Create and maintain the capacity to expand arts and culture programming and community activities.
- Invest in streetscape improvements that will promote walkability and increase safety for people of all ages and abilities.

Anticipated Revitalization Benefits

The repair of street lights in Owego's Southside area will better link this portion of the Village to the downtown core, which could induce pedestrian connections across the Court Street Bridge. The repair and replacement of public electrical outlets throughout the downtown will support both existing and enhanced community programming, resulting in greater visitor activity and beneficial impacts for downtown shops and restaurants.

Public Support

This project was supported throughout the public outreach process, with 54 of survey respondents either approving or strongly approving. One respondent noted, "Southside Drive is extremely dark, makes it hard to see people walking at night especially during large events." Another commented, "The lights on the Southside are vitally needed for safety reasons, especially when drawing in visitors for Strawberry Festival, etc."

Jobs Created

None

"Southside Drive is extremely dark, makes it hard to see people walking at night especially during large events."

(Public survey comment)

Feasibility and Cost Justification

Estimated costs for lighting repairs were provided by the electrical contractor currently working with the village on comparable lighting repairs and upgrades. The cost to undertake electrical repairs to downtown outlets reflects the consultant team's best estimate based on the number and location of electrical elements and the problems identified.

Regulatory Requirements

NYSDOT permits.

Project Reporting

- Programming: Increased number of events held downtown.
- Use: Pedestrian counts along the Court Street Bridge, Southside Drive, and around downtown at various times of day.

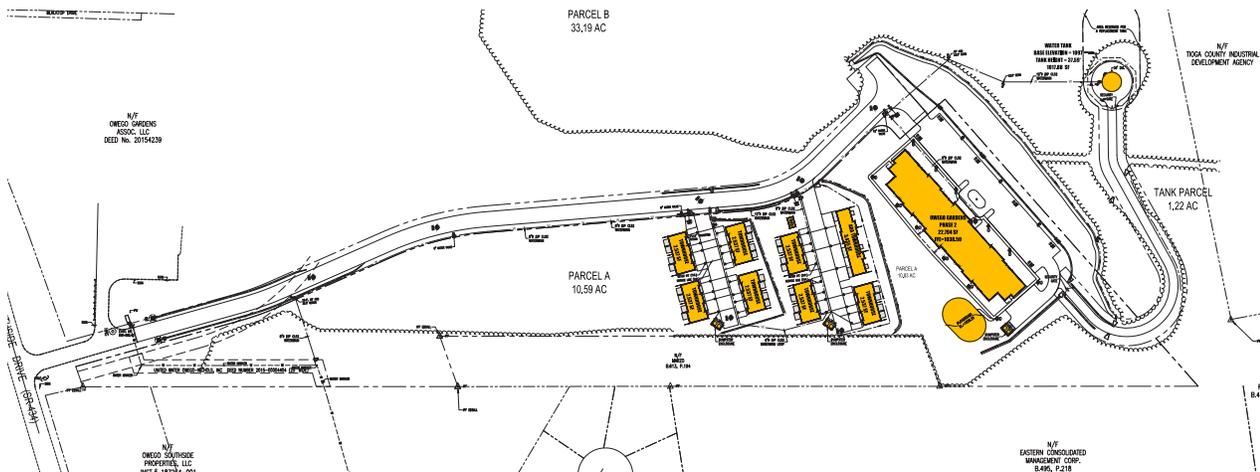
Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Critical Lighting Repairs and Electrical	\$51,374	DRI	\$51,374
Downtown Electrical Outlet Repairs	\$50,000	DRI	\$50,000
Total	\$101,374		\$101,374

Timeframe for Implementation and Project Readiness

Total Timeframe: 6 months

Phase	Activity	Timeframe
Phase 1: Electrical Evaluation	Consultation by electrician to evaluate necessary improvements	Month 1 - 2
Phase 2: Lighting Installation	Installation of LED bulbs in existing streetlights on Southside Drive, Lackawanna Drive, and the Court Street Bridge	Month 3 - 4
Phase 3: Downtown Electrical Improvements	Fix underground wiring and repair and/or replace electrical boxes, conduit, and outlets as needed.	Month 5 - 6

4D: INSTALL SOUTHSIDE DRINKING WATER SYSTEM TO FACILITATE NEW DEVELOPMENT



Location of Water Tank Adjacent to Owego Gardens II

Source: Fagan Engineering

DRI Funding Request and Total Project Cost

Total DRI Funds	\$338,250
Other Funding	\$909,750
Total Project Cost	\$1,248,000

Project Description:

The proposed project will help fund construction of a new water system to support additional development on the south side of the Susquehanna River, including the Owego Gardens II (OGII) project, as well as to provide a redundant water source for the existing Halstead neighborhood. The OGII project, which has already obtained local approvals and is being funded by non-DRI sources, will realize the development of 93 new mixed-income rental units and townhomes located outside of the floodplain. However, OGII is not able to move forward unless upgrades to the current water system take place, as the existing water supply in the area is exhausted and unable to support further development. Because the existing water supply is privately owned and managed, typical funding sources are not available.



Location: 130A Southside Drive

Property Owner/Sponsor

TCIDA

Capacity

The IDA has the capacity to manage a contractor to build and install the new water system. Once constructed, SUEZ, the private water company that owns the existing system, will be responsible for management and maintenance of the system.

Project Partners

Home Leasing, LLC; Edgemere Development, Inc.; SUEZ

DRI Strategies

The proposed project will advance the following DRI Strategies:

- Attract private developers to build new housing that meets market demand.

Anticipated Revitalization Benefits

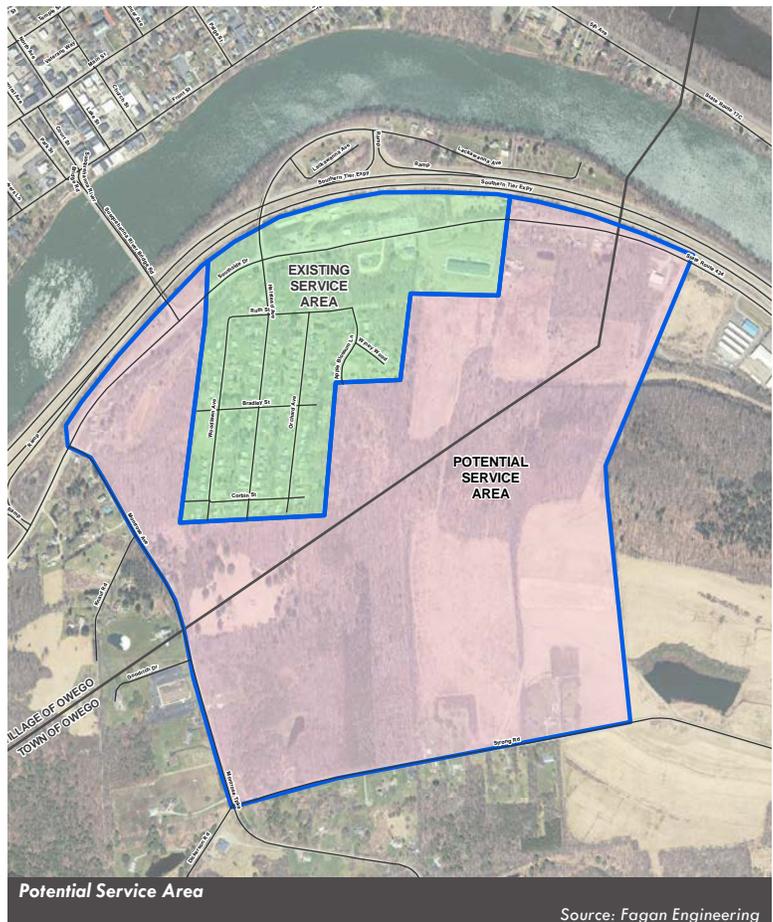
This proposed project will assist with sustaining, improving, and increasing the housing stock within Tioga County, and in the county’s efforts to attract and retain a quality workforce. The development of diverse and affordable housing out of the floodplain will go a long way to reverse population loss by attracting residents to live, work and shop in Owego and Tioga County.

Public Support

This project received support, with 39% of survey respondents either approving or strongly approving. One respondent stated, “Having the ability to expand our infrastructure into Southside will benefit us in the long run,” and another said, “Water will be a huge issue in the future. Securing additional water access is vital to the projects.” Another noted, “It is very difficult to fund infrastructure. We should take advantage of these funds to make these important improvements.” Those participants who did not support this project generally were not in favor of the Owego Gardens II development or similar projects in the Southside area.

Jobs Created

None



Feasibility and Cost Justification

Project costs were provided by the TCIDA, based on an estimate by a local engineering firm retained by the TCIDA to complete the work, if funded.

The TCIDA is requesting DRI funds for approximately 33% of the total project cost, leveraging the remaining costs from other public and private sources. The new water system is critical to the viability of Owego Gardens II, which itself is an important element in addressing Tioga County’s documented shortage of low- and moderate-income housing stock. This project will leverage a substantial amount of additional private investment. The Tioga County

“Having the ability to expand our infrastructure into Southside will benefit us in the long run,”
(Public survey comment)

IDA received a \$350,000 ESD Capital grant in 2015 to assist with infrastructure improvements to the existing water system. Further, the TCIDA has agreed to match the amount of DRI funding awarded for the project. The construction of the water system will also help to leverage the investment of the OGII project.

Regulatory Requirements

SEQRA requirements; Building permits.

Project Reporting

Use: Number of connections to the water system as a result of new development on the Southside.

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Construction of New Water Mains and Water Tank	\$973,250	DRI	\$338,250
		ESD Capital Grant	\$350,000
		Tioga County IDA	\$285,000
Contingency (15%)	\$94,750	Tioga County IDA	\$94,750
Engineering / Management	\$180,000	Tioga County IDA	\$180,000
Total	\$1,248,000		\$1,248,000

Timeframe for Implementation and Project Readiness

Total Timeframe: 12 months

Phase	Activity	Timeframe
Phase 1: Engineering	Engineering/design of improvements.	Month 1 - 2
Phase 2: Site Work	Earthwork/infrastructure.	Month 3 - 5
Phase 3: Construction	Construction of water mains and installation of water tank.	Month 6 - 9
Phase 4: Close-out	Site restoration, stormwater management.	Month 10 - 12

4E: RESTORE THE OWEGO CENTRAL FIRE STATION



Village of Owego Central Fire Station

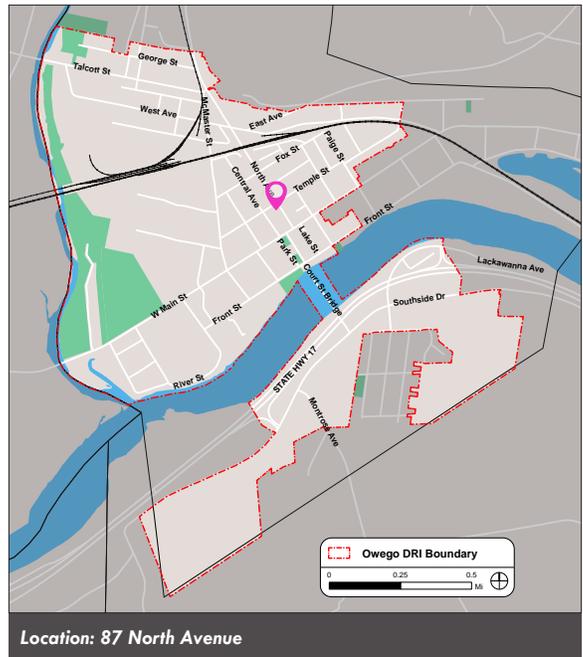
DRI Funding Request and Total Project Cost

Total DRI Funds	\$400,000
Other Funding	\$0
Total Project Cost	\$400,000

Project Description:

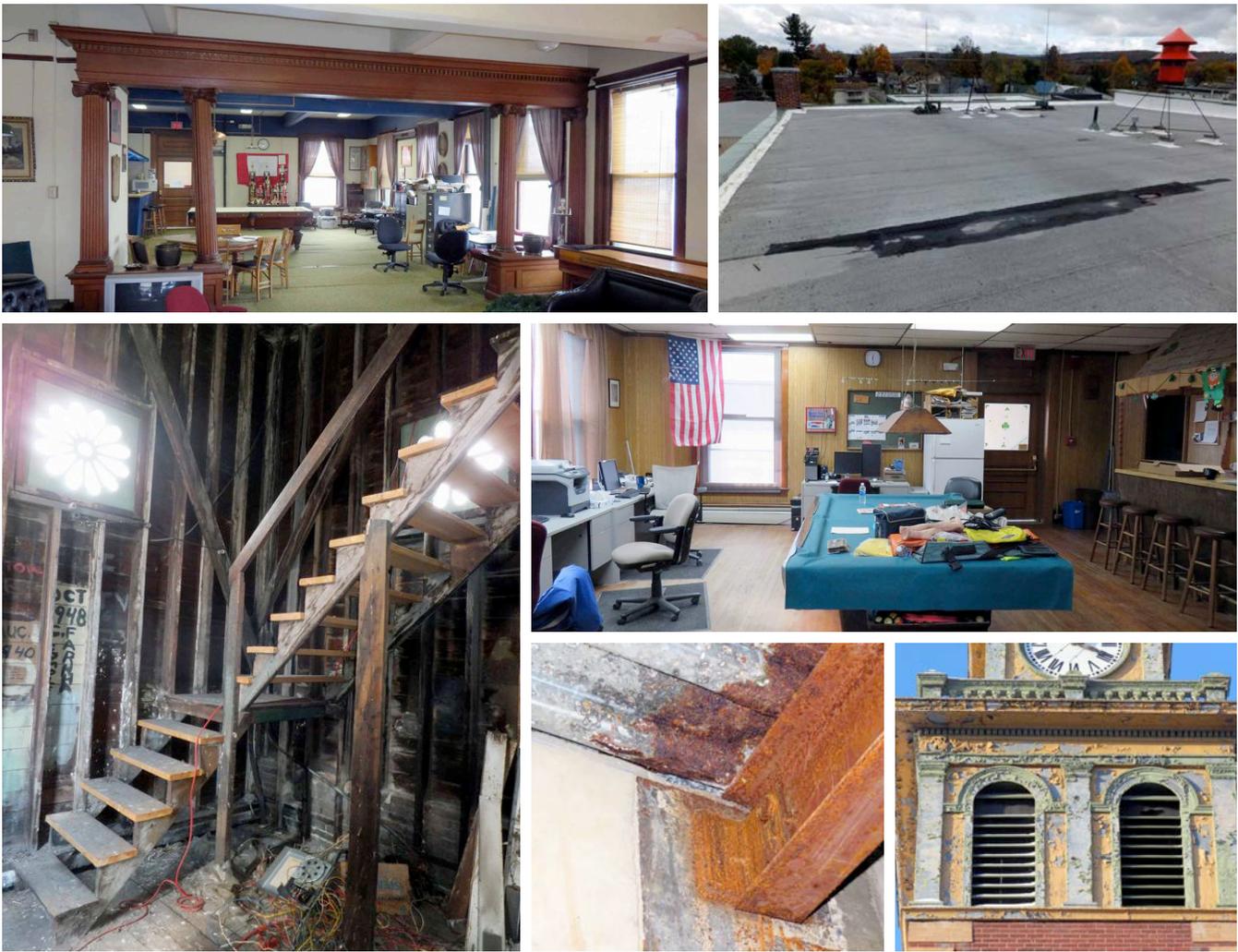
The proposed project will fund physical improvements to the historic Owego Fire Department Central Station, including:

- Facade improvements
- Stabilizing the bell tower
- Masonry, repairs, repointing, repainting
- Roof replacement with chimney work
- Interior repairs
- Handicapped access (bathroom/elevator)
- Flood proof basement/basement repairs
- New sign and repaving



Location: 87 North Avenue

Owego Central Fire Station, which is listed on the National Register of Historic Places, houses the Owego Fire Department, and is a centerpiece in downtown Owego. The fire station serves as an “anchor building” on North Avenue and is an architecturally important and historically significant building. It was built between 1911 and 1912, and is notable for the degree of decorative treatment, including iconic pilasters, brick quoins, and weathervane, as well as the clock tower, which was a gift of Frank M. Baker, superintendent of the Addison & Northern Pennsylvania Railroad. The renovation of the building will improve the appearance and ensure that it continues to exist intact into the future.



Existing Conditions of the Owego Central Fire Station

Source: Owego Fire Department

Today the Owego Fire Department is home to five fire companies, the Susquehanna Hose Company #1, Wave Hose Company #2, Croton Hose Company #3, Hiawatha Engine Company #4, and Ahwaga Ladder Company #5. Each company has its own company room and is responsible for its assigned fire apparatus. The Owego Central Fire Station has been the main location for the Fire Department since its construction was completed. It is also home to the Emergency Medical Services (EMS) department, which occupies space on the second floor and houses ambulances on the ground floor. Because of the structural limitations of the Fire Station, fire trucks are stored across the street at a smaller facility.

Since its opening, the Central Fire Station has been, and continues to be, more than a fire station to the Village of Owego. "Central" Station has been the centerpiece for several community activities including Village of Owego elections, sports team signups, community fundraisers for the fire department as well as other local non-profits, school programs and fundraisers, local vet checkups for pets, and CPR training for the community. Renovations will allow for the continued space for these year round events and drawing visitors to the downtown.

Within the Fire Station, several historical items are on display on the truck room floor and also in the company rooms. The fire station attracts visitors who photograph the historical building and come to see the historically registered Amoskeag Steamer number 182 that was built in 1866 and served the village through 1926. Also on display is the 1930s Sanford hose vehicle that belonged to Wave Hose Company #2.

In addition, this project will include the installation of a new elevator and ADA-accessible bathroom, which will contribute to the department's ability to serve community members with special needs, expand programming, and provide service to all.

Property Owner/Sponsor

Owego Fire Department

Capacity

The Owego Fire Department and Village of Owego, which owns the building, have the capacity to implement the necessary repairs and upgrades funded by this project. Once complete, the improvements will relieve a significant maintenance burden for the village, helping to return the facility to a condition that can be maintained with existing village resources.

Project Partners

Village of Owego

DRI Strategies

The proposed project will advance the following DRI Strategies:

- Build an identity as a destination for arts, culture, and history in the Southern Tier.
- Advance urban design principles that will make for a more attractive downtown.
- Preserve downtown character by protecting historic resources and encouraging rehabilitation of existing buildings.

Anticipated Revitalization Benefits

The project will improve a historic facade and enhance a major visual gateway to downtown Owego. These improvements support historic preservation and help maintain the downtown charm and character that appeals to residents and visitors. The building, a beloved landmark structure in Owego, is located at the major downtown intersection of North Avenue and Temple Street, near several other DRI projects. This project will contribute to a critical mass of investment in a concentrated area to demonstrate progress and improvement. It will transform the perception of downtown Owego and signal that positive change is underway.

The exterior facade improvements will create a more attractive and desirable downtown along the North Avenue Corridor, as well as strengthen the existing residential neighborhood that surrounds the building. A beautifully restored fire station may attract new businesses that create a robust mix of shopping, dining, entertainment, and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries.

Public Support

This project was strongly supported by the community, with 71% of respondents to the survey either approving or strongly approving of the restoration of the fire station. One survey respondent said, "The fire station is a project I can get behind," while one called the building "an eyesore," and another a "cornerstone" of the village. Another

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Phase 1: Tower repair, masonry repairs, repointing, repainting, roof replacement with chimney work	\$150,000	DRI	\$150,000
Phase II: Handicap access, flood proof basement/ basement repairs, new sign and repaving	\$250,000	DRI	\$250,000
Total	\$400,000		\$400,000

Timeframe for Implementation and Project Readiness

Total Timeframe: 12 months

Phase	Activity	Timeframe
Phase 1: Bidding and Contracting	Go out to bid and award contracts.	Month 1 - 3
Phase 2: Complete exterior building improvements	Tower, roof, masonry, repainting.	Month 4 - 7
Phase 3: Complete interior improvements and exterior site work	Interior, basement, handicapped access, sign, repaving.	Month 4 - 12

respondent noted, “North Avenue needs to look better. The fire station is the iconic building on this street. It should look good. If it does, it will also motivate others to make their properties on this street look better.” During the DRI process, the Fire Department hosted an open house for village residents to see first-hand the building’s condition. The strong attendance at this event further demonstrates public interest and support.

Jobs Created

None

Feasibility and Cost Justification

The Fire Department has itemized the cost of the repairs included in this project, based on a detailed 2017 study undertaken for the village on the building’s condition and needs.

“North Avenue needs to look better. The fire station is the iconic building on this street.”
(Public survey comment)

Regulatory Requirements

SEQRA; Site plan approval; Floodplain development permit; OHPC review; SHPO review; Building permits.

Project Reporting

- Visitorship: Number of visitors who come to the fire station.
- Property Value: Change in assessed value of adjacent properties.

5A: CREATE THE PUBLIC WELL BREWERY AS A GATEWAY TO NORTH AVENUE



Existing Conditions at 229 - 221 North Avenue

DRI Funding Request and Total Project Cost

Total DRI Funds	\$439,000
Other Funding	\$394,700
Total Project Cost	\$833,700

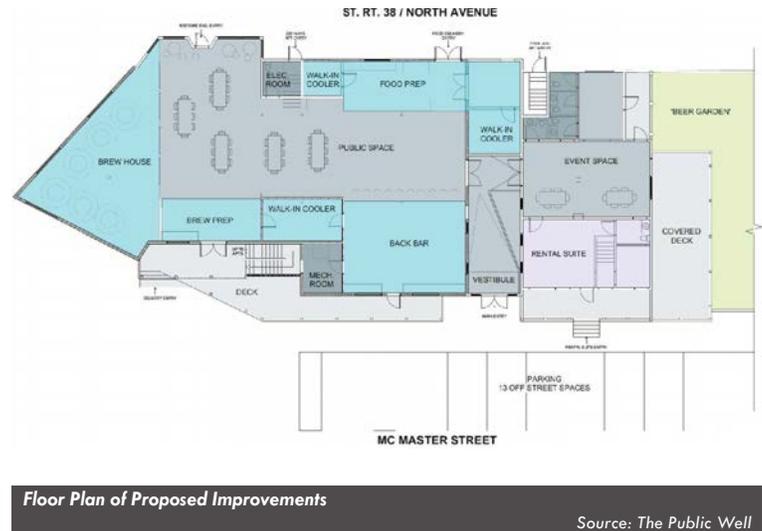
Project Description:

This project will renovate an existing building on North Avenue to create a mixed-use facility at a key gateway into downtown Owego. The building will include three new apartments, a brewery, tap room, and incubator space. The renovation will also include public-facing components to improve the look of this northern gateway, including a mural and new public open space. The brewery and tap room will be located at the northern edge of the village, at the threshold of the Finger Lakes Beer and Wine Trail. The location sits at a busy intersection with prime visibility. This renovation and new business development has the potential to spur further redevelopment of this neglected end of North Avenue/State Route 96 as the main artery leading to and from the heart of the village.



Location: 229-221 North Avenue

The existing property is in need of significant improvements. Exterior renovations will maintain the current look of the building, but will replace failing siding and roofing; install new signage and lighting; repaint the facade; and introduce new design elements such as awnings, landscaping, and decking to create a more appealing street front. The interior space must be reconfigured to accommodate the new uses and bring the building up to code. Interior



renovations include mechanical, plumbing and electrical upgrades, and cosmetic improvements and fit-out for the new use.

This project will renovate the existing 229-221 North Avenue properties into a mixed use building with the following components:

Craft Brewery and Tap Room: The ground floor will include a regional craft brewery operation, called “The Public Well,” with a small tap room that provides an intimate social space for tastings and a space for social events, musical performances, community meetings, and classes. There will be an outdoor beer garden space, with picnic tables and lawn games to expand capacity in the warmer months.

Food Service: The business will offer “cash and carry” food items inspired by the former use of the building, a mom-and-pop grocery store. Food service will include regionally inspired and seasonally creative food options catered to neighborhood families.

Not-for-profit/Artist Incubator Space: The project includes approximately 500 square feet of not-for-profit or artist space on the ground floor to rent at below-market rates to encourage entry-level businesses and/or community endeavors. This resource should help diversify rental opportunities in the DRI area and provide opportunities for interdisciplinary business collaboration.

Residential: The project will include the renovation of approximately 3,000 square feet of residential rental space on the second floor. One of the existing apartments has not been inhabited in approximately 15 years and is in need of significant repairs and renovations to restore it to the rental pool. Another of the apartments may be renovated and divided into two studio apartments, in an effort to diversify the rental housing opportunities to singles that are lacking in the area.

Facade Art Installation: The site has been a local landmark in the community for many years, serving the community as a grocery store/market for 70 years. The buildings are now vacant and have fallen into disrepair, but present an opportunity to restore the sense of place that once existed on this site. The project could include coordination

with the Tioga Arts Council to create a threshold art-piece out of the facade of the building, such as a seasonal mural, light installation, or sculptural entryway into the village.

Public Open Space: The site also includes a small green space at North Avenue and Talcott Street, which has the potential to engage residents and visitors through coordination of public art installations and commission of public sculpture or murals.

Property Owner/Sponsor

Season II, LLC

Capacity

Season II, LLC is made up of four partners, Greg and Emily Pellicano and Ike and Julie Lovelass. The team has experience developing new businesses in Owego, and operating in the food service and hospitality industries. Ike and Julie Lovelass own and operate the popular Owego Kitchen restaurant, located on Lake Street, and have recently transformed a historic home on Front Street into the Belva Lockwood Inn. Their previous endeavors provide them with a strong background in renovation and rental property management. Greg and Emily Pellicano will manage the day-to-day business of the brewery. Greg Pellicano is an experienced brewer with a background in insurance and risk management. Emily Pellicano is a professor with a background in architectural and interior design practice and will be responsible for the renovation design and construction planning as well as graphic design and branding. The team has also obtained a consultant to assist in the NYS liquor licensing and permitting process, as well as a legal consultant. The team has also brought in a certified wine specialist to develop a wine selection.

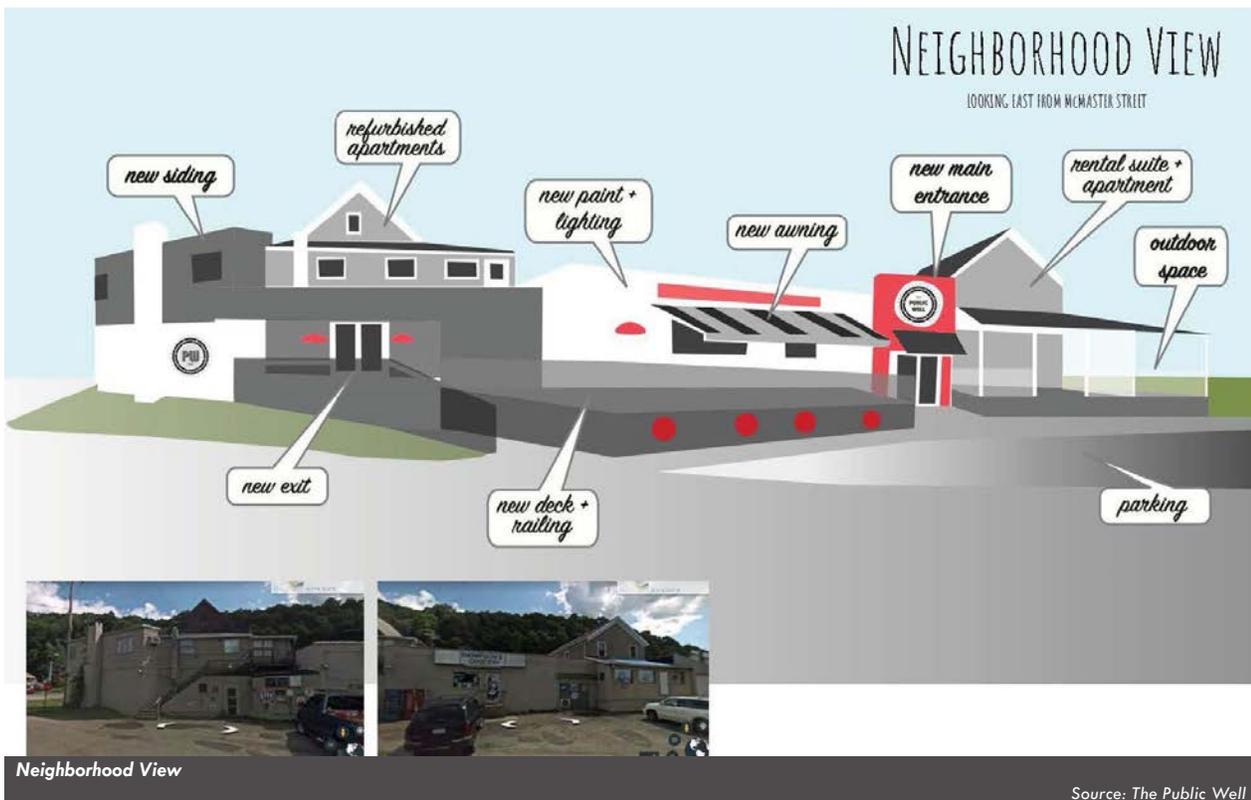
Project Partners

None

DRI Strategies

The proposed project will advance the following DRI Strategies:

- Improve park and open space assets to improve quality-of-life for local residents, and attract new residents and visitors.
- Create and maintain the capacity to expand arts and culture programming and community activities.
- Advance urban design principles that will make for a more attractive downtown.
- Preserve downtown character by protecting historic resources and encouraging rehabilitation of existing buildings.
- Stimulate job growth by reactivating vacant or underutilized downtown properties.
- Encourage small business expansion.
- Provide high-quality housing at varying levels of affordability and type.
- Attract private developers to build new housing that meets market demand.



Anticipated Revitalization Benefits

This project will transform the northern entrance to the village into a beautiful, welcoming and provocative threshold to the Village of Owego, improving the quality-of-life of the residents of the neighborhood through the rehabilitation of a large, highly visible, vacant property; as well as providing new opportunities for entertainment and family outings in the neighborhood and, in general, increasing the wealth of the community through the creation of new jobs, an increase in property values, and increased property tax and sales tax revenues. The project will attract tourism dollars, create new permanent jobs, and attract new residents and businesses.

Public Support

This project has generated excitement from the initial DRI proposal through the final stages of the public engagement process. At workshops, committee meetings, and in the public survey, members of the public expressed a desire to see the northern gateway of the village reactivated, and have identified this project as a key to realizing that goal. In the public survey, approximately 47% of respondents indicated “approval” or “strong approval” for this project. With a large percentage of neutral responses (25%), the portion of respondents who indicated disapproval was proportionately low (28%). Survey respondents identified this project as a potential draw for the village: “I think the brewery is a great project. It will certainly bring more younger people to Owego!” Others identified a need for improving the northern gateway, “The projects at the north end of the village would improve/transform the appeal and activity level for the entire village.”

Jobs Created

This project is estimated to generate six new jobs. Three full time employees will be brought in on day one, with three additional full time hires by year three.

Acquisition of Real Property

No property acquisition is required.

Feasibility and Cost Justification

Construction-related project costs were provided by the project sponsor, based on estimates by a professional architect that has prepared plans for the proposed expansion. Additional non-construction costs were developed by the project sponsor based on experience with comparable projects; the project sponsor has recently completed two renovation projects in Owego and opened businesses in those renovated spaces.

Project Budget and Funding Sources

Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Site Acquisition	\$150,000	Private Investment	\$150,000
Design Fees (Architectural, Structural, MEP, Civil)	\$55,000	Private Investment	\$55,000
Legal and Administrative Expenses	\$10,000	Private Investment	\$10,000
Brewery Equipment	\$96,000	USDA/REAP supported 0% interest loan	\$96,000
Furnishings	\$15,000	Private Investment	\$15,000
Brewery Start-up Inventory	\$5,700	Private Investment	\$5,700
Construction/Renovation Costs	\$502,000	Private Investment	\$63,000
		DRI	\$439,000
Total	\$833,700		\$833,700

Timeframe for Implementation and Project Readiness

Total Timeframe: 9 months

Phase	Activity	Timeframe
Phase 1: Permitting, Interior Demo, Apartment Renovation	Apartment renovations; interior demolition.	Month 1 - 3
Phase 2: Interior Construction	Plumbing, wood floors, ceilings.	Month 4 - 6
Phase 3: Brewery Installation and Exterior Improvements	Brewhouse installation, refrigeration, bar installation, roofing, windows, siding, entrances.	Month 7 - 8
Phase 4: Interior Finishes	Public restrooms install, plumbing and finish, interior installation.	Month 9

Regulatory Requirements

SEQRA; Site plan approval; Building permits.

Project Reporting

- Occupancy: Square feet leased to new commercial and/or residential tenants.
- Tax Revenue: Increase in tax revenues collected from businesses and residents.
- Property Values: Change in assessed value of adjacent properties.

“I think the brewery is a great project. It will certainly bring more young people to Owego!”

(Public survey comment)

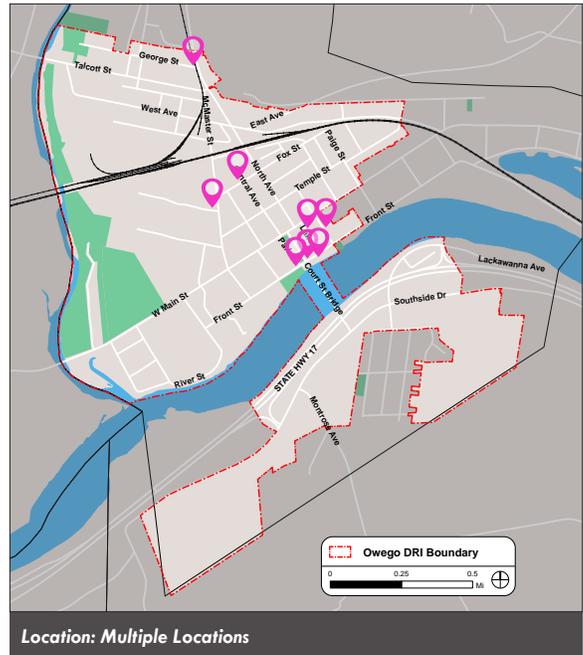
5B: SUPPORT THE DEVELOPMENT AND EXPANSION OF OWEGO'S DIVERSE BUSINESSES (MULTI-SITE PROJECT)

DRI Funding Request and Total Project Cost

Total DRI Funds	\$1,273,990
Other Funding	\$1,228,071
Total Project Cost	\$2,502,061

Project Description:

This project identifies properties with proposed building and site improvements throughout the DRI area whose improvements would collectively transform the village. Each of these properties corresponds to an application received during the “Open Call” of the DRI planning process; thus, the individual projects have been vetted with the public and the LPC, and represent actual proposals by the relevant property and/or business owner. Projects grouped in this multi-site project include new construction, upgrades to existing buildings at key sites, and renovations to facilitate expansion of existing small businesses. Together, improving these sites would enhance the image of the village and provide more suitable structures for office, residential, commercial, and studio uses.



Recipients of DRI Funding would be required to meet certain project criteria that could include:

- Location: Property must be located within the DRI Area
- Goal of 50% in matching funds from the project sponsor
- For non-residential projects, compliance with historic district design guidelines whether or not the project is in the historic district
- Compliance with New York Main Street program income limits for Tioga County
- Consistency with flood mitigation design guidelines (see Project 4B)
- Preference for housing targeted at artists
- Existing compliance with all applicable village codes
- Five-year maintenance declaration to be carried with the building

Property Owner/Sponsor

Individual Property/Business Owners

No.	Project Name	DRI Request	Other Funding	Total
5B-1	Remodel 127 McMaster Street Building to Support an Expanded Salon and New Day Spa	\$160,000	\$167,750	\$327,750
5B-2	Upgrade Ice Cream Works to Enhance Operations and Expand into Wholesale Production	\$45,650	\$60,000	\$105,650
5B-3	Renovate a Former Auto Shop for a Modern Home Improvement and Design Business	\$336,250	\$336,250	\$672,500
5B-4	Renovate 171 Front Street/2 Court Street to Support Retail and a High-Tech Start-up Business Incubator	\$158,500	\$159,000	\$317,500
5B-5	Upgrade the Cellar Building for Upper-Story Housing and Riverwalk-Related Businesses	\$222,832	\$214,978	\$437,810
5B-6	Improve 20 Church Street for Housing, Artist Studios, and a New Facade	\$146,520	\$146,520	\$293,040
5B-7	Renovate 37-41 Lake Street to Enhance the Art Gallery, Add Upper-Story Apartments, and Improve the Facade	\$113,572	\$113,573	\$227,145
5B-8	Add Outdoor Dining at the Parkview Restaurant and Hotel	\$30,000	\$30,000	\$60,000
	Subtotal	\$1,213,324	\$1,228,071	\$2,441,395
	Admin Cost (5% of Total Project Cost)	\$60,666	-	-
	Total	\$1,273,990	\$1,228,071	\$2,502,061

Capacity

The Tioga County Department of Economic Development & Planning, or its designee, will be the local administrative entity for this project, and would contract directly with the applicable state agency. This structure will ease the administrative burden both on individual property owners and the state. Tioga County has experience in managing similar programs, including the New York Main Street program, and is prepared to implement this project.

Each individual project sponsor under this multi-site project submitted a detailed project proposal, including scope of work, timeframe, and itemized cost estimates, and these proposals were reviewed by the DRI project team.

Project Partners

Individual property owners

DRI Strategies

The proposed project will advance the following DRI Strategies:

- Preserve downtown character by protecting historic resources and encouraging rehabilitation of existing buildings.
- Stimulate job growth by reactivating vacant or underutilized downtown properties.
- Encourage small business expansion.
- Invest in streetscape improvements that will promote walkability and increase safety for people of all ages and abilities.
- Advance urban design principles that will make for a more attractive downtown.
- Enhance connectivity to the waterfront for the enjoyment of local natural resources, including opportunities for recreation, tourism, and outdoor activity.
- Provide high-quality housing at varying levels of affordability and type.

This project aligns with the following REDC Strategies:

- Invest in regional strengths in advanced manufacturing, healthcare and science, technology, engineering and math (STEM) education.
- Leverage and support the R&D capabilities of academia and industry in the region, giving Southern Tier companies a competitive edge, attracting new jobs and creating opportunities for a reinvigorated workforce.

Anticipated Revitalization Benefits

Redevelopment and rehabilitation of these properties has the potential to catalyze growth and downtown vibrancy by improving the appearance and utilization of key sites in the DRI area. This project would support and expand existing downtown businesses; increase commercial activity; attract new visitors; create permanent jobs; and increase property, sales, and occupancy tax revenues. The multi-site project would also create additional housing units, increasing the downtown residential population and expanding the customer base for existing and future businesses. Finally, the improvements would collectively improve the aesthetics of multiple sites and increase overall pedestrian activity throughout the DRI Area.

Public Support

The individual commercial and residential properties that make up this multi-site project applied for DRI funding through the Open Call for projects. Many of these projects were supported throughout the DRI process at various public engagement events, and were included in the public survey. Public input throughout the DRI process indicated support for small business expansion, in particular for businesses outside of the downtown core.

Acquisition of Real Property

No property acquisition is required for this project.

Timeframe for Implementation and Project Readiness

Total Timeframe: 12 months

Phase	Activity	Timeframe
Phase 1: Program Design	Program design Contracting with individual applicants	Month 1 - 4
Phase 2: Project Design and Approvals	Schematic design	Month 5 - 7
Phase 3: Construction and Grant Closeout	Implementation	Month 8 - 12

The above timeline is a sample phasing plan for an individual project. It is anticipated that all of these projects could be completed within 12 months, but some may be completed more quickly.

Feasibility and Cost Justification

Project costs were provided by the project sponsors, based on estimates by local contractors retained by each sponsor to complete the work, if funded. Property owners have demonstrated the ability to contribute toward the total cost of the project through a combination of bank financing, additional grant funding, and/or personal funds/cash on hand. The development of new housing, and retail serving residents of that housing, is supported by the Tioga County Housing Study, which demonstrated demand for additional housing units.

The proposed use of DRI funds would be for exterior building construction/renovation, site work, and interior fit-outs. DRI funds would not be used to fund removable equipment. It is anticipated that the multi-site business expansion project will be managed and administered by the Tioga County EDP and/or the Tioga County IDA, with individual projects implemented by project sponsors.

Regulatory Requirements

As applicable: SEQRA; Site plan approval; Floodplain development permit; OHPC review; Building permits.

Project Reporting

- Occupancy: Square feet leased to new commercial and/or residential tenants.
- Tax Revenue: Increase in tax revenue collected from businesses at sites utilizing the funds.
- Property Values: Change in assessed value of adjacent properties.
- Job Creation: Number of jobs created.

5B-1: REMODEL 127 MCMASTER STREET BUILDING TO SUPPORT AN EXPANDED SALON AND NEW DAY SPA

DRI Funding Request and Total Project Cost

Total DRI Funds	\$160,000
Other Funding	\$167,750
Total Project Cost	\$327,750

Project Description:

This project will renovate and expand a mixed-use building at 127 McMaster Street, which currently includes two residential units and a vacant commercial space, for the relocation and expansion of Shear Paradise salon, a locally owned Owego business. The renovation will include a 1,000-square-foot addition, to house the relocated salon and establish a spa. Currently, Shear Paradise is located at 56 North Avenue and employs eight people. The owner has acquired 127 McMaster Street with the intention of expanding her existing business to include additional 6-7 self-employed technicians who will rent space for their services (“booths”). The project will include new plumbing, heating, electrical, and overall facade improvements. The expansion will also create a 450-square-foot additional space outfitted as a spa for a second tenant. This new space will enable the addition of an on-site aesthetician who is a self-employed independent contractor with associated New York State licenses in their trade.

Shear Paradise has been a locally owned hair salon for 38 years, and has been under the current ownership since March 2017. This project will enable the business to grow in the village, creating new jobs and generating additional commercial activity at a key location downtown. In addition, this project will support the expansion and reactivation of commercial space in a mixed-use building, providing the additional benefit of reactivating the area for residents.

Owners of local bed and breakfasts, the Parkview Inn (see project 5B-8) and the Belva Lockwood Inn (see project 5A), have provided statements that they plan to partner with Shear Paradise in the future. Owners identify that the addition of the spa will support their business and generate additional activity in the downtown for visitors.

After renovations are completed, the building will offer the following:

- 3,000 sf of commercial space, consisting of:
 - 2,550 sf for the new salon with seven booths, a large waiting/reception area with restroom, pedicure and manicure station space for private service rooms, and an employee break room.
 - 450 sf for a second commercial leased space, remodeled to include a waiting/reception area, one service room, a restroom, and storage closet.



Location: 127 McMaster Street



- Two newly remodeled apartments:
 - Lower level apartment – 1 bedroom
 - Second floor apartment – 2 bedroom with lofted area

Property Owner/Sponsor
Jennifer Shaw

“Would love to see the spa project happen!”
(Public survey comment)

Anticipated Revitalization Benefits

This project will bring more activity to the McMaster Street area of the downtown, contributing to an active, desirable downtown that encourages others to invest. The spa allows many other small, local businesses to partner with the facility to offer more services to their own customers. Adding the spa businesses to existing salon operations creates a flexible space that can be used for yoga or pilates, or package options in partnership with local hospitality businesses. Partnering with other local businesses will positively impact their sales tax revenue, while also increasing taxes paid by Shear Paradise. The project creates permanent jobs, with opportunities both for full-time employees as well as entrepreneurs operating as self-employed, independent contractors.

Jobs Created

There will be an estimate of 6-7 jobs created: front desk, 2-3 massage therapists, two nail technicians, and one makeup artist. The aesthetician will be renting the second commercial space in the building, operating as a self-employed independent contractor with a New York State license in her trade.

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Property Acquisition	\$97,750	Private funds	\$97,750
Building Renovation	\$230,000	DRI	\$160,000
		Tioga State Bank	\$70,000
Total	\$327,750		\$327,750

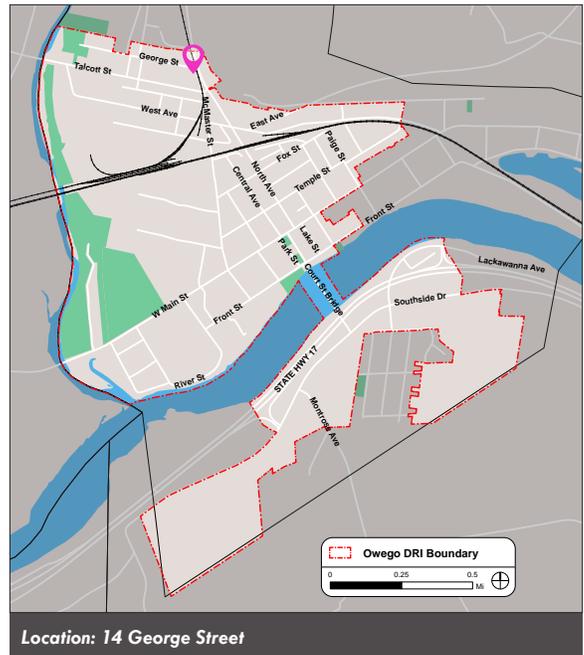
5B-2: UPGRADE ICE CREAM WORKS TO ENHANCE OPERATIONS AND EXPAND INTO WHOLESALE PRODUCTION



DRI Funding Request and Total Project Cost	
Total DRI Funds	\$45,650
Other Funding	\$60,000
Total Project Cost	\$105,650

Project Description:

This project will support the operations of Ice Cream Works in two phases, strengthening the business’s ability to serve the existing customer base and allowing for an expansion into wholesale, year-round ice cream production. Phase 1 of the project will upgrade the building exterior to add a covered porch area to double the outdoor seating area; complete landscaping improvements to create a larger, low-maintenance picnic table area and an outdoor stage area; and increase parking. The covered seating area will increase Ice Cream Works’ ability to serve customers, regardless of weather, during peak season in the summer months. Exterior improvements will enable the business to serve more customers, generating additional revenue to support additional expansion of the existing business, as part of Phase 2.



dairy for off-site sales. This will enable the business to increase its production volume and sell wholesale ice cream during the winter months.

Each year, the business has grown by using the profit and reinvesting it back into the business to expand offerings. This includes the purchase of ice cream freezers; hard ice cream machines; additional soft serve machines; and an ice cream truck that is utilized on a for-hire basis for gatherings such as corporate events, school functions, athletic celebrations, fundraisers, proms, and weddings. Ice Cream Works uses locally sourced ingredients, including berries, lavender, and honey from the owners' personal apiary, with creative homemade ice cream flavors that have developed a following with visitors from the region. The owners have met with New York State representatives responsible for regulating dairy processing operations, and have purchased the necessary equipment to make hard ice cream.

Details of the elements of this project include the following:

Phase 1 – Exterior work

- Expand deck with new extended roof.
- Add built-in benches to the deck.
- Extend the existing retaining wall along the driveway and sidewalk to fill with crushed gravel, creating a new, flat, low maintenance picnic table area.
- Create a community stage area for outdoor performances or musical acts between new covered deck and resurfaced picnic area.

***“Ice Cream Works
does so much for our
community.”***

(Public survey comment)

Phase 1a - Parking improvements

- Move existing fence approximate 10 feet to the west, enlarge and restripe parking lot.
- Replace fence in new location.

Phase 2 – Build the capacity to wholesale homemade ice cream

- Renovate existing storage room to wholesale production specifications.
- Install three-bay sink, table, and other equipment.
- Hard ice cream machine.

Phase 3 – Replace existing ice cream truck

- Purchase used ice cream truck.

Property Owner/Sponsor

Diane and Mike Franz



Flood Damage and Repairs

Source: Ice Cream Works

Project Budget and Funding Sources

Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Ice Cream Truck	\$40,000	Private Funds	\$40,000
Hard Ice Cream Machine	\$18,000	Private Funds	\$18,000
Adirondack Chairs	\$2,000	Private Funds	\$2,000
Building Improvements	\$45,650	DRI	\$45,650
Total	\$105,650		\$105,650

Anticipated Revitalization Benefits

Using DRI funds to upgrade the exterior of Ice Cream Works and expand upon its existing business operations will help revitalize the northern gateway and improve the appearance of a neighborhood in need of attention. Exterior upgrades will help attract additional customers to the business and could bring new visitors to the village. The business expansion portion of this project will help Ice Cream Works expand wholesaling capacity to include off-site retail. This expansion will increase business activity, and potentially increase tax revenues to the village.

Jobs Created

With the expanded operations, the business could potentially grow to include an additional 3-5 part-time employees.



Examples of Deck Improvements

Source: Ice Cream Works



Rendering of Ice Cream Works

Source: Ice Cream Works



Site Plan

Source: Ice Cream Works

5B-3: RENOVATE A FORMER AUTO SHOP FOR A MODERN HOME IMPROVEMENT AND DESIGN BUSINESS



3D View of Proposed Building Renovation

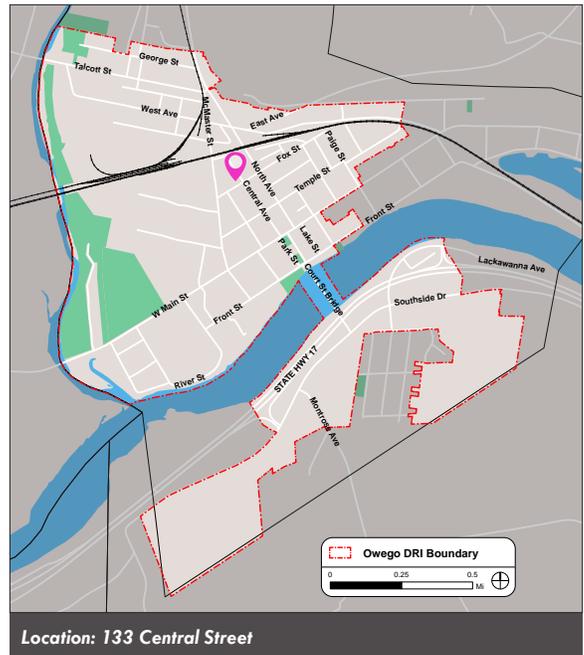
Source: AJH Design

DRI Funding Request and Total Project Cost

Total DRI Funds	\$336,250
Other Funding	\$336,250
Total Project Cost	\$672,500

Project Description:

Home Central is a home improvement and building supplies store with locations in Vestal, Owego, and Candor, New York. Home Central has been in business for three generations, and plans to expand the Owego operation to include a design center and office space, which is planned adjacent to the existing facility on Central Avenue. This project will renovate an existing 1,500-square-foot, 1920s post-and-beam office building into a design center and office space for expanded Home Central sales staff.



Location: 133 Central Street

Proposed improvements include:

Converting the main floor, including two of the garage bays, into a modern design center for Home Central's residential and commercial construction customers. The remaining garage bay will be renovated and retained as storage space for display merchandise. The main floor will house kitchen, bath, and window/door displays, as well as a large workspace for consultations with clients, and a bathroom.



Photos of the Former Auto Shop Building

Source: Home Central

The attic would be transformed into a cathedral loft space allowing for state-of-the-art office and meeting space for Home Central's growing outside/commercial sales division. The loft space will also house various showroom elements.

The exterior of the building will include a new entryway with covered porch and landscaped beds.

Parking will be along the street, with overflow into the open lot between the existing Home Central facility and the expanded building.

The Home Central Design Center would aim to be fully functional on, or before, January 1st, 2020, providing that the awards are announced by mid-summer 2019.

“Invest in projects that create jobs!”

(Public survey comment)

Property Owner/Sponsor

D&A Properties Don Gowan/Home Central

Anticipated Revitalization Benefits

The design center expansion has the potential to allow Home Central to capture more local dollars that are currently being spent in larger surrounding counties. This modern shopping experience will attract shoppers from the region, and enable Home Center to compete with “touch and feel” shopping experiences in larger “big box” stores. Home Central's existing outside sales staff currently sell products in more than six counties. Those customers, homeowners, developers, and contractors will visit a showroom in Owego for the opportunity to touch the products they are interested in purchasing, or to have a one-on-one consultation with a design expert who can guide them through the meticulous decisions surrounding residential and commercial construction. With the ability to display more high-end products, Home Central will achieve “Stocking Dealer” pricing levels with suppliers, which will allow for competitive pricing, improving the ability to compete with those bigger companies that funnel money outside of the county and region. Currently the company does approximately \$10 million in annual sales, but this additional facility would set the company up for annual sales in the \$14-16 million range.

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Interior & Exterior Renovations, Streetscape, and Landscaping	\$441,000	DRI	\$336,250
		D&A Properties, Inc.	\$104,750
Displays	\$190,000	D&A Properties, Inc.	\$115,750
		Don Gowan Inc.	\$74,250
Workspace Items	\$19,000	Don Gowan Inc.	\$19,000
Signage and Marketing	\$22,500	Don Gowan Inc.	\$22,500
Total	\$672,500		\$672,500

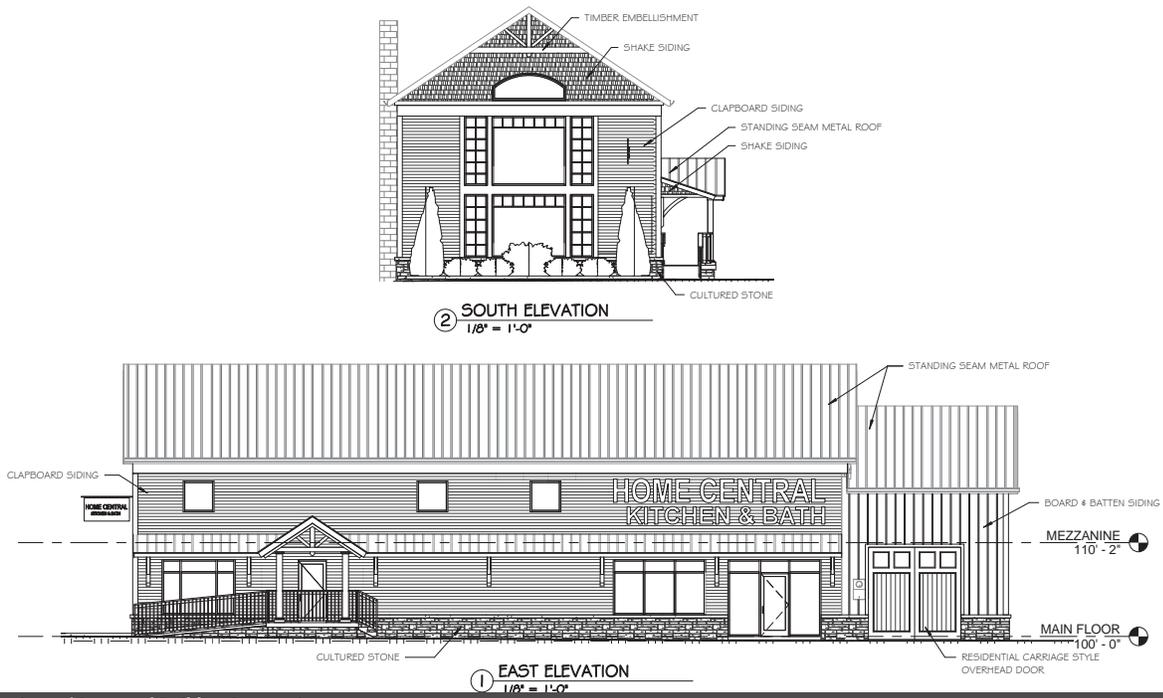
The Home Central design center will have the catalytic effect of bringing construction professionals from outside Tioga County into the village. The design center will introduce tradespeople and larger construction companies to Owego's downtown, and offer AIA continuing education classes in this space that will draw professionals into the village throughout the year and reinforce that Owego is a cutting-edge place to invest construction dollars.

This property is currently assessed at less than \$90,000, but after a thorough renovation, improved facade, landscaping, and revised parking, it could assess at well over \$400,000. Likewise, the sales tax garnered from increasing Home Central's scope of business would also be beneficial. The aesthetic improvement of an upgraded building will enhance an area of Owego that has suffered from a lack of investment in recent years, complementing several other DRI projects in the area (see Projects 6A and 6B).

Jobs Created

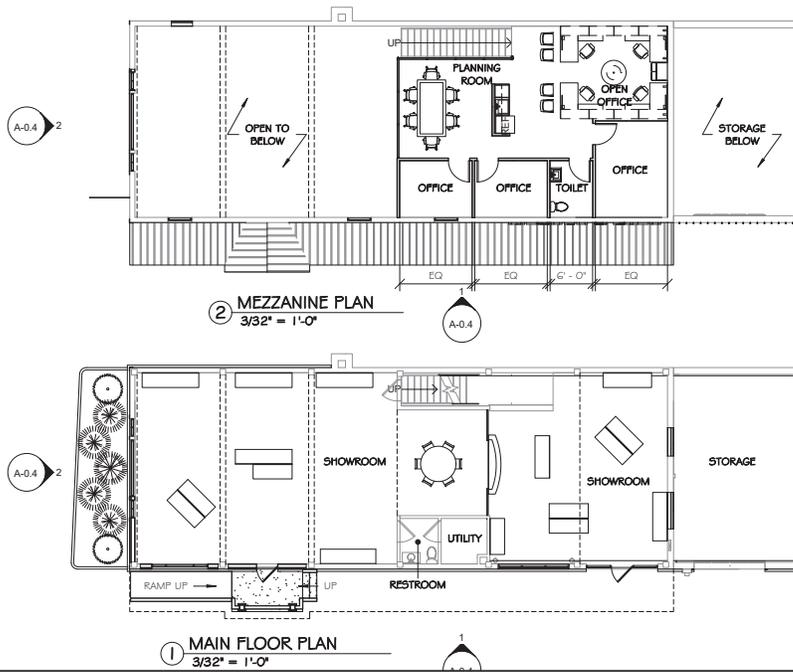
Six to eight (1-2 kitchen designers, 3-4 additional outside salespeople and potentially 2 additional warehouse personnel and/or drivers to facilitate storage and transportation of the materials being purchased). In the long-run it may also be necessary to create a full-time marketing position and expand the purchasing and bookkeeping departments of Home Central to facilitate the extra growth.

These additional sales staff and designers would likely garner about \$325,000 in additional wages annually and could require support staff requiring an additional \$100,000+ in wages. Each outside sales person sells approximately \$1.5 million in building materials per year, meaning that within five years this facility could bring an additional \$30 million in sales to downtown Owego.



Elevations of Proposed Building Renovation

Source: AJH Design



Plans of Proposed Building Renovation

Source: AJH Design

5B-4: RENOVATE 171 FRONT STREET/2 COURT STREET TO SUPPORT RETAIL AND A HIGH-TECH START-UP BUSINESS INCUBATOR

DRI Funding Request and Total Project Cost

Total DRI Funds	\$158,500
Other Funding	\$159,000
Total Project Cost	\$317,500

Project Description:

The project would provide new space in downtown Owego for street-level businesses and an updated business development start-up incubator facility, while retaining the current anchor tenant, CPSI Biotech. The project includes the renovation of first-floor spaces in both the Front Street and Court Street buildings to support two to three new businesses; renovations to the second and third floors of the buildings to provide space for new high tech/professional start-up businesses (up to five start-ups); and facade improvements to the building exteriors.

The project is part of a long-term (20 year) development plan for the property, with prior investment by its owners totaling approximately \$1.45 million over the past 14 years.

Retail Space:

This project will renovate the ground floor spaces in both 171 Front Street and 2 Court Street buildings for two street-level businesses. Currently CPSI's engineering division occupies the Front and Court St spaces making the areas unsuitable for main street business activity. The renovations are designed to adapt these spaces for ground floor businesses, taking advantage of the strategic location and large window fronts that make these spaces ideal for downtown retail. There are currently no committed tenants for these spaces, but several businesses have expressed interest in the Front Street space once completed.

Incubator Space:

The project sponsor and building owner, Field Afar, is a property management company with over 12 years of experience operating in Owego. Field Afar will provide business mentoring and consulting from seasoned professionals by leveraging its extensive professional network to recruit entrepreneurial minded individuals coming out of Cornell and Binghamton Universities looking to start a company. Field Afar will identify companies to fill the incubator spaces, and will supply office and laboratory space, and business and mentoring resources to the groups. Field Afar will provide these groups with high tech facilities at low rents along with IT, custodial and other infrastructure support. Incubator tenants will sign a one-year lease, renewable for up to three years. Each incubator business will be required to provide semi-annual updates on business status as part of the review to determine lease continuation/renewal. The objective is to house startups for one to two years in the facility and then have the companies graduate to other space in the area. To date, two medical device companies with ties to



the current tenant, CPSI Biotech, have expressed interest in renting incubator spaces. A third potential tenant is a West Coast-based e-commerce company looking to establish a presence in New York.

Field Afar has rented to numerous businesses in its Owego space, including two biotech companies and an internet commerce company. The responsible parties involved in the project, Dr. John M. Baust and Dr. Kristi Snyder, have been involved with the founding, launch and/or buildout of four bio/med tech companies in the last 15 years, one of which is a publicly traded company. This team has developed and launched six commercial FDA-regulated technologies, has over 80 patents, and has raised substantial levels of federal and private funding.

Property Owner/Sponsor

Field Afar, LLC, John M. Baust, Kristi Snyder

Anticipated Revitalization Benefits

This project will have a transformative effect on downtown Owego, providing new opportunities for business and job creation. This project will also revitalize the village’s southern gateway as drivers come over the Court Street bridge. New high-tech incubator tenants and their employees will inject a fresh, modern energy into the downtown, while exterior building improvements will highlight the historic nature and charm that makes downtown Owego truly special.

Jobs Created

This project has the potential to create 5-15 new jobs. No tenants have been identified to date, but a number of interested businesses have contacted the project sponsors.



Facade of 171 Front Street



Facade of 2 Court Street and Connecting Bridge



Side of 2 Court Street from the Court Street Lot



Rear Alleyway Roof

Source: Field Afar

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Building Renovation	\$210,000	DRI	\$158,500
		Private Funding	\$51,500
Equipment and Furnishing	\$58,500	Private Funding	\$58,500
Business Mentoring/Consulting	\$30,000	Private Funding	\$30,000
Total	\$317,500		\$317,500

5B-5: UPGRADE THE CELLAR BUILDING FOR UPPER-STORY HOUSING AND RIVERWALK-RELATED BUSINESSES



View of the Cellar from the Riverwalk

Source: The Cellar

DRI Funding Request and Total Project Cost

Total DRI Funds	\$222,832
Other Funding	\$214,978
Total Project Cost	\$437,810

Project Description:

The Cellar Restaurant is located in a historic building on Front Street, with a rear frontage along the Susquehanna Riverwalk. The property owners operate the restaurant on the ground floor and have three rental apartments located on the third floor. The second floor is vacant.

This project will provide for renovation of three third-floor residential units, second-floor conversion for 2-3 new residential units, and rear facade improvements, while stabilizing and preserving a historic property. The project will also include the renovation of the basement to provide a flexible space for event rental and a pop up sandwich shop. The basement space will open directly onto the Riverwalk, providing an attraction for visitors enjoying the riverfront walkway. This will be the first business to open an operation in this location, with the intent of spurring additional business activity along the Riverwalk.



Location: 196-198 Front Street



Existing Lower Level of the Cellar

Source: The Cellar

The project includes the following elements:

- Second Floor –
 - Construction of two new two bedroom apartments, maintaining the existing central corridor.
 - Associated HVAC, electric, and plumbing to be installed.
- Third Floor –
 - Rehabilitation of three existing apartments and relocation of electrical services, HVAC, and fixtures currently located on the lower level. Improvements to third-floor apartments will include new flooring; cabinets; paint; trim; doors and closets; bathroom fixtures and plumbing work.
- Rear River Overlook Construction -
 - Build-out of a new overlook system with second- and third-floor decks. The existing system has several structural issues, including deterioration of existing material. Work on the rear facade will remove all depleted materials and provide a proper structural rebuild, using approved materials and finishings to return the backside of the building to its historic appearance.
- Lower Level –
 - Finish the lower level (framing walls/ceiling, new doors, paint, trim) create room for dry storage, and move HVAC/electrical to third floor. This space will be renovated so that the space can remain flexible, serving as a small rental venue or a pop-up sandwich shop during summer months.

“The Cellar building is beautiful and could be even better!”

(Public survey comment)

The current owners, Sandy and Bob Layman, have been in the food industry for over 40 years, and have owned The Cellar Restaurant since 2003. They purchased the property in 2006 and have completed extensive renovation of the first floor and rear deck, fire escape, and front facade.

Property Owner/Sponsor

Sandy and Bob Layman

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Second Floor	\$143,454	DRI	\$71,727
		Private Funds	\$71,727
Third Floor	\$110,091	Private Funds	\$110,091
Electric	\$55,695	DRI	\$38,243
		Private Funds	\$17,452
Plumbing	\$30,000	DRI	\$30,000
Deck	\$59,300	DRI	\$59,300
Basement	\$39,270	DRI	\$23,562
		Private Funds	\$15,708
Total	\$437,810		\$437,810

Anticipated Revitalization Benefits

This project will help revitalize downtown Owego by adding new residents, improving a historic property, and generating new business and activity along the Riverwalk. The Cellar will be the first business to open directly onto the Riverwalk, helping to spur pedestrian activity and create a better atmosphere for future businesses to open. Improvements to the rear facade of the building, facing the Susquehanna River, will enhance the visitor impression of Owego from Route 17 and approaching from the Court Street Bridge.

Jobs Created

Following the renovation of the lower level space, an additional employee could be brought on part-time to operate the pop-up sandwich shop.



Proposed Floor Plan

Source: The Cellar

5B-6: IMPROVE 20 CHURCH STREET FOR HOUSING, ARTIST STUDIOS, AND A NEW FACADE

DRI Funding Request and Total Project Cost

Total DRI Funds	\$146,520
Other Funding	\$146,520
Total Project Cost	\$293,040

Project Description:

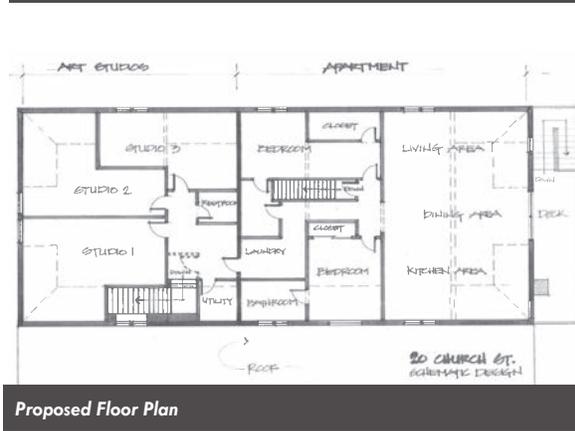
The property at 20 Church Street is a large two-story building that is home to A New Hope Center, a non-profit agency for people in crisis, due to domestic violence, sexual assault, and emotional trauma. The back portion of one side of the building houses an artist’s workshop. As a result of the flood of 2011, the water damaged a significant percentage of the basement and first floor, requiring replacement of furnaces and electrical service and other significant repairs. In 2015, the New Hope Center expanded its facility and completed additional renovations including restructuring of the 1,200-square-foot floor plan, addition of an entrance way, and remodel of the kitchen facility and bathroom. In planning for the future, the renovations were completed with the addition of first-floor access to the second floor.

This project will incorporate the following renovations:

- **Exterior Improvements:** facade improvements including replacing doors and windows, repointing the brick work, painting trim, and redesign of the store front to restore its historically appropriate appearance.
- **Upper-Floor Renovations:** renovate the second-floor with one two-bedroom apartment and space for three artists’ studios, including a common service area and restroom.
- **Electrical Upgrades:** install new breaker panel and electric on the second floor for each unit and studio; install baseboard heat, outlets, lights, switches and fixtures, outlet/switch trim plates.
- **Plumbing Upgrades:** Install new waste line, drain lines, PEX water supply, shower unit, and shower valve. Supply fixtures and valves.

Property Owner/Sponsor

Gerald Arbes





Existing Facade of 20 Church Street



Proposed Facade Improvements of 20 Church Street

Anticipated Revitalization Benefits

This project will add new residents, support Owego’s growing artist community, and visually improve a longtime village property, while continuing to host an important social resource. Revitalization of the property will complement the strength of nearby downtown corridors and support other DRI projects in the vicinity, including several facade improvement projects (see Project 3D) and improvements to downtown streetscapes (see Project 3A).

Jobs Created

This project will not create any new jobs, but will provide space for artists to work.

“It would be nice to see 20 Church Street receive an updating. This building helps so many families in the community, especially women and children.”

(Public survey comment)

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Exterior Improvements			
Exterior Facade, Windows, Doors	\$63,840	DRI	\$63,840
Second Floor Renovations			
Construction	\$172,300	DRI	\$78,660
		Private Funds	\$93,640
Electrical, Plumbing, Heating and Cooling	\$56,900	Private Funds	\$56,900
Total	\$293,040		\$293,040

5B-7: RENOVATE 37-41 LAKE STREET TO ENHANCE THE ART GALLERY, ADD UPPER-STORY APARTMENTS, AND IMPROVE THE FACADE

DRI Funding Request and Total Project Cost

Total DRI Funds	\$113,572
Other Funding	\$113,573
Total Project Cost	\$227,145

Project Description:

The three-story building at 37-41 Lake Street houses two stores, an office, and four apartments. The current ground-floor use at 41 Lake Street is Gallery 41, which has been part of the community for 21 years, and displays and sells the handmade works of about 25 artists. These artists are members of the cooperatively run gallery and a vast majority are Tioga County residents. The gift shop adjacent to the gallery, at 39 Lake Street, is owned by a member of the community and employs 3-5 individuals. The second-floor office space is occupied by another county resident and supplies counseling to women in business. In 2009, renovations were completed on the upper two floors to convert the apartments to medium-income-level housing, and on the store at 39 Lake Street.

This DRI project proposes a series of renovations:

Exterior improvements: facade improvements including replacing doors and windows, repointing the brick work, painting trim, and redesign of the store front to restore its historically appropriate appearance.

Gallery renovations: replacing the existing flooring and ceiling, updating the lighting, and adding air conditioning to ensure a more comfortable environment for events that the Gallery hosts.

Upper-Floor Renovations: replacing and upgrading the heating and cooling systems for two apartments and completion of the apartments. A second-floor area will be renovated into artist studio space, which will be rented to up to three artists starting out on their journey.

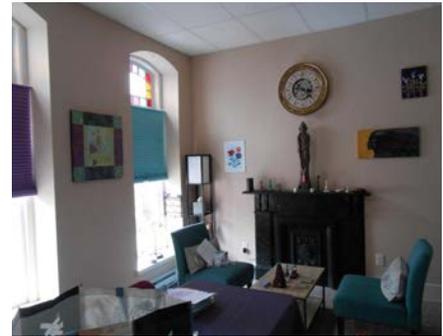
Property Owner/Sponsor

Gerald Arbes

Anticipated Revitalization Benefits

This project will help to revitalize Owego by bringing new residents downtown, and reinvigorating a storefront on Lake Street. This project ties in with the overall emphasis on the arts as a major asset of the village. Gallery 41 provides artists with space for exhibits, musical entertainment, and readings by local writers, enhancing the connection to local artists. Renovating this building will help the village attract additional visitors and provide





Existing Conditions of 37-41 Lake Street

Project Budget and Funding Sources

Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Brick Repointing	\$27,500	DRI Funds	\$27,500
Heating and Cooling	\$32,575	Private Funds	\$32,575
Storefront Upgrades	\$45,000	DRI Funds	\$45,000
Gallery 41 Lighting	\$13,670	Private Funds	\$13,670
Renovations of Apartments: Interior Work	\$108,400	DRI Funds	\$41,073
		Private Funds	\$67,328
Total	\$227,145		\$227,145

cultural and social events that will activate the downtown core. These improvements will have a positive visual impact on the exterior appearance of an important building, which will increase the overall value of the building and could positively impact that of its neighbors.

Jobs Created

This project will not directly create any jobs, but will provide space for artists to work.

“To see Gallery 41 receive an update as so many others already have would keep the history of the community with the arts continue.”

(Public survey comment)

5B-8: ADD OUTDOOR DINING AT THE PARKVIEW RESTAURANT AND HOTEL

DRI Funding Request and Total Project Cost

Total DRI Funds	\$30,000
Other Funding	\$30,000
Total Project Cost	\$60,000

Project Description:

The historic Parkview Hotel is one of the village's most visible buildings at its southern gateway, located on Front Street just off of the Court Street Bridge. This project would expand the business to include an outdoor patio, which would provide additional space for the restaurant and new outdoor events. The expansion will accommodate guests for catering of events and outdoor dining. The patio will be approximately 36 feet by 20 feet, and include a dining area, a gas fireplace with seating area or brick oven for pizza, and lighting.

The Parkview Hotel is the oldest continually operated business in Owego. The project sponsor purchased the establishment after the flood of 2011, and has put significant work into the property. The owners undertook a complete rebuild of the kitchen to accommodate a more efficient layout, including a new walk-in cooler and freezer, and restored the three dining rooms to their original 1900s appearance. The upper floors of the hotel had been closed since 1972, and the owners have recently completed a full renovation and opened their doors to patrons.

Property Owner/Sponsor

Elizabeth George Johnson, Mark H. Johnson

Anticipated Revitalization Benefits

This project will contribute to the overall beautification of downtown and will attract new visitors to stay and dine at the Parkview Hotel and Restaurant. The outdoor dining area is anticipated to generate additional revenue for the restaurant, thus increasing tax revenue for the village. This project has the potential to bring new life to a historic building at the southern gateway to the village that has been underutilized for over 40 years.

Jobs Created

The Parkview currently employees a 21-person staff, serving breakfast, lunch, and dinner. This project will require the Parkview Hotel and Restaurant to hire four additional part-time employees during the summer months. The potential for additional business will increase the hours of kitchen workers as well.





Parkview Hotel



Sketch of proposed outdoor dining area

Source: Parkview Restaurant and Hotel

Project Budget and Funding Sources

Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Renovations	\$60,000	DRI Funds	\$30,000
		Private Funds	\$30,000
Total	\$60,000		\$60,000

5C: RESTORE 167-169 MAIN STREET WITH FACADE IMPROVEMENTS AND MIXED USES

DRI Funding Request and Total Project Cost

Total DRI Funds	\$123,429
Other Funding	\$881,380
Total Project Cost	\$1,004,809

Project Description:

This project requests \$123,429 of DRI funding to complete renovations at 167-169 Main Street in the Village of Owego. Located at one of the village’s most visible intersections, this project will create eight new apartments and two new commercial spaces. The project will also include facade renovations. The total project cost is \$1,004,809 and represents a significant investment into a formerly blighted and vacant building in the Village of Owego. The DRI funding will be used to close a funding gap that prevents the completion of this project.

Property Owner/Sponsor

Alan Briggs

Capacity

The project sponsor submitted a detailed project proposal, including scope of work, timeframe, and itemized cost estimates, and this proposal was reviewed by the DRI project team.

Project Partners

None

DRI Strategies

The proposed project will advance the following DRI Strategies:

- Preserve downtown character by protecting historic resources and encouraging rehabilitation of existing buildings.
- Stimulate job growth by reactivating vacant or underutilized downtown properties.
- Encourage small business expansion.



Location: 167-169 Main Street



Street View of 167-169 Main Street

Source: Google Maps

Anticipated Revitalization Benefits

The restoration of this building will help transform downtown Owego by advancing beautification of a key downtown intersection and bringing new life to a building that has been vacant and not fully renovated since the 1970s. The exterior facade improvements will create a more attractive and desirable downtown, as the property is highly visible from the village's municipal square. This project will help to strengthen the neighborhood that surrounds the building. New residential units will attract a diverse population of residents and workers by providing them market-rate housing opportunities with updated amenities. The private and public investment in the property will subsequently grow the local tax base. It provides living accommodations in close proximity to downtown amenities, thereby enhancing quality of life in the village. This project will bolster economic development by providing eight new market-rate units, as well as two new commercial spaces that will support small businesses, attract entrepreneurs, and link Owego residents to local jobs.

Public Support

This project scored well and received support through the public survey. Over 55% of respondents indicated "approval" or "strong approval" for this project, compared to only 18% indicating they did not approve or strongly disapproved. Comments through the public survey identified the importance of this building's appearance given its highly visible location at a major intersection. One commenter described its importance to the village, "167-169 Main Street is a cornerstone to the community, currently providing a strong negative impression during the first five minutes upon crossing the bridge." Another wrote, "167-169 Main Street is so visible to people driving through, it would make a big difference."

Jobs Created

This project will renovate two commercial spaces, which could bring ~5-10 new jobs to downtown Owego.

Timeframe for Implementation and Project Readiness

Total Timeframe: 12 months

Phase	Activity	Timeframe
Phase 1: Preconstruction	Finalize construction plans Contracting Permitting and submittals	Month 1 - 6
Phase 2: Construction	Construction and interior finishes	Month 7 - 12

Project Budget and Funding Sources

Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Renovations to 167-169 Main Street	\$1,004,809	DRI	\$123,429
		Private Funds	\$230,715
		Restore NY Round V (funds committed)	\$650,665
Total	\$1,004,809		\$1,004,809

Acquisition of Real Property

No property acquisition is required.

Feasibility and Cost Justification

Project costs were provided by the project sponsor, based on estimates by local contractors retained by each sponsor to complete the work, if funded. The property owner has demonstrated the ability to contribute toward the total cost of the project through a combination of additional committed grant funding from Restore NY, and personal funds. The development of new upper-story apartments at this site, and retail serving residents of that housing, is supported by the Tioga County Housing Study, which demonstrated demand for additional housing units.

The proposed use of DRI funds would be for exterior building construction/renovation, site work, and interior fit-outs. DRI funds would not be used to fund removable equipment.

Regulatory Requirements

SEQRA; floodplain development permits; Site plan approval; building permits

Project Reporting

- Occupancy: Square feet leased to new commercial and/or residential tenants.
- Tax Revenue: Increased tax revenue collected from businesses at sites utilizing the funds.
- Property Values: Change in assessed value of adjacent properties.
- Job Creation: Number of jobs created.

5D: EXPAND APPLIED TECHNOLOGY MANUFACTURING CORP. FACILITY



Existing View of 62-64 Central Avenue

DRI Funding Request and Total Project Cost

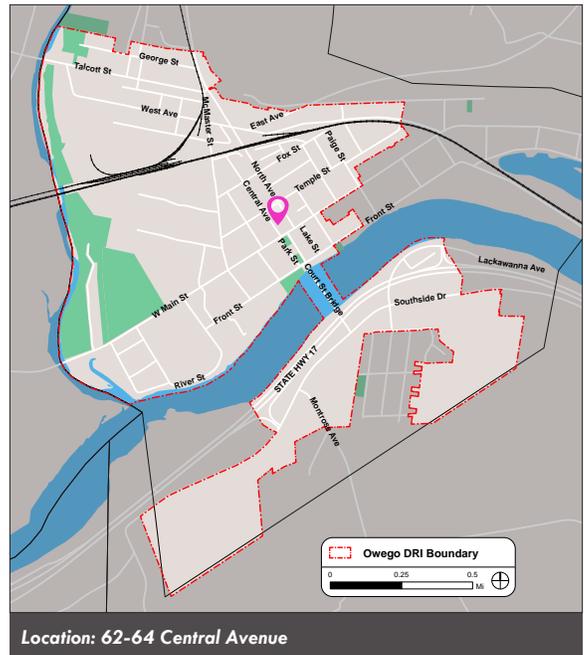
Total DRI Funds	\$491,236
Other Funding	\$1,079,206
Total Project Cost	\$1,570,442

Project Description:

Applied Technology Manufacturing Corporation (ATMC) located at 71–73 Temple Street, recently acquired the property at 62–64 Central Avenue, with the intent of housing its CNC machining and metalworking industrial manufacturing operation. The project will rehabilitate the northern end of the 14,000-square-foot building, and demolish and reconstruct the southern end to facilitate the business expansion, which will create 6-10 new jobs in addition to the 22 jobs that presently exist.

This project will transform an important block in the northern portion of the DRI area. Renovations to the current building will improve this partly dilapidated structure to be more aesthetically pleasing. This project will have a profoundly positive impact on this small, economically distressed area of downtown Owego. The transformed property will be more in line with the aesthetics of the currently attached historic building to the south, which is a business and living space for a local realtor.

Applied Technology Manufacturing Corporation was established in 1927 and is the longest operating industry in the Village of Owego. Increases in volume and diversity of manufactured product resulting from this expansion will sustain the company at this site long into the future.



Location: 62-64 Central Avenue

Property Owner/Sponsor

Applied Technology Manufacturing Corporation, Stephen Lounsberry

Capacity

The project sponsors have a demonstrated capacity to complete this project. Village of Owego officials have already shown their support for this project through the local approvals granted in 2018. The Board of Trustees approved a four-property zoning change from Central Business to Industrial, the Zoning Board of Appeals approved an area variance from parking space requirements, and the Planning Board recommended approval of the zoning change to the Board of Trustees, as well as granting site plan review approval. Additionally, Tioga County has also demonstrated support for this project as the Tioga County Legislature needed to sign off on the zoning change since it affected their Buildings and Grounds property, and the Tioga County Planning Board recommended approval of the zoning change, area variance, and site plan review.

Project Partners

None

DRI Strategies

The proposed project will advance the following DRI Strategies:

- Advance urban design principles that will make for a more attractive downtown.
- Preserve downtown character by protecting historic resources and encouraging rehabilitation of existing buildings.
- Stimulate job growth by reactivating vacant or underutilized downtown properties.
- Encourage small business expansion.

This project aligns with the following REDC Strategies:

- Invest in regional strengths in advanced manufacturing, healthcare and science, technology, engineering and math (STEM) education.
- Leverage and support the R&D capabilities of academia and industry in the region, giving Southern Tier companies a competitive edge, attracting new jobs and creating opportunities for a reinvigorated workforce.

Anticipated Revitalization Benefits

This project will transform the current site to a modern and clean industrial building and property, filled with the vitality of workers inside and out. The upgrades will give this neighborhood a much-needed pick up. The project will revitalize the block and provide jobs for residents in the village and nearby communities. The private investment that will be leveraged will generate new tax revenue for the Village of Owego.

Public Support

This project has been supported during the public engagement process, with members of the public expressing interest in its ability to generate new jobs and improve an area of the village that will benefit from additional investment and beautification efforts. This project received a high “neutral” vote in the public survey (38%), but had a higher positive score (35% voted “approve” or “strongly approve”) than negative (29%).

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Property Acquisition	\$205,215	Private Funding	\$205,215
Rehabilitation of Building North End	\$298,547	Private Funding	\$298,547
Machinery Acquisition Costs	\$329,930	Private Funding	\$329,930
Demolition and Reconstruction of South End	\$736,750	DRI ESD*	\$491,236 \$245,514
Total	\$1,570,442		\$1,570,442

*ATMC's CFA application to ESD's Capital Grant Program will take place during the 2019 CFA cycle. ATMC anticipates completing an application by July 2019, with funding announcements made in mid-December 2019.

Timeframe for Implementation and Project Readiness

Total Timeframe: 12 months

Phase	Activity	Timeframe
Phase 1: Pre-construction	Engineering	Month 1 - 3
Phase 2: Demolition	Removal of wood-framed section and hydraulic lifts	Month 4 - 6
Phase 3: Construction	Construction of steel-framed addition	Month 7 - 12

Jobs Created

6 to 10

Acquisition of Real Property

No property acquisition is required.

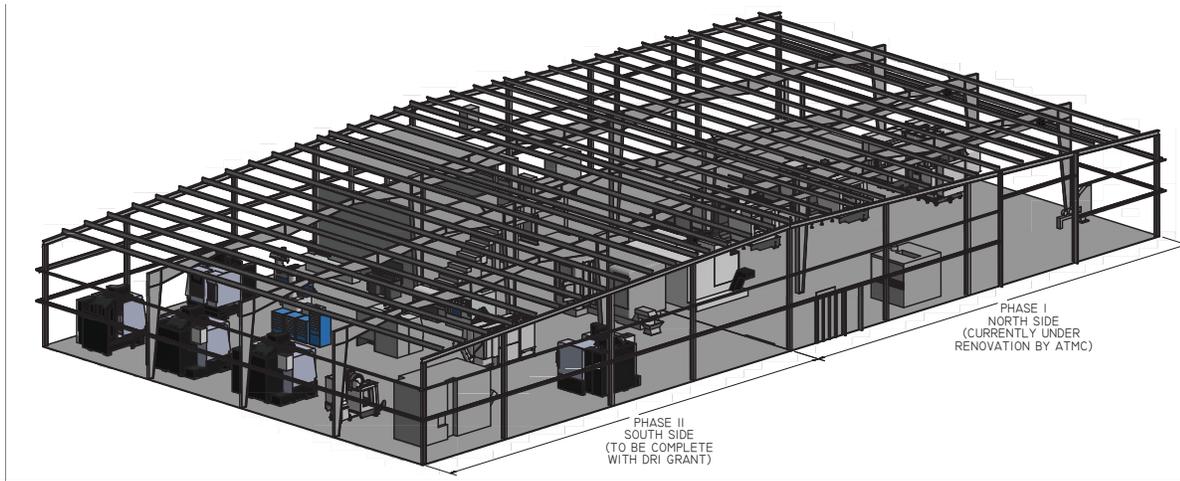
Feasibility and Cost Justification

Project costs were provided by the project sponsor, based on estimates by a contractor that has prepared plans for the proposed expansion.

Applied Technologies has sought funds needed to complete this project through grant sources and personal funds. To the extent that the company is unsuccessful in obtaining the grant funding applied to from Empire State Development, it will fund the project via commercial bank financing. The project sponsor maintains a conservative financial philosophy, having funded its capital expenditures internally, and currently has no debt. If need be, financing 16% of a commercial building project such as this will not be an issue.

Regulatory Requirements

Building permits.



Layout of Building Renovations



Front Exterior



Front Exterior with First Tioga Realty Building



North Portion Interior



North Portion Interior

Project Reporting

- Tax Revenue: Increase in tax revenue collected.
- Property Values: Change in assessed value of adjacent properties.
- Job Creation: Number of jobs created.

6A: REDEVELOP HOMES ON TEMPLE STREET TO REVITALIZE A KEY DOWNTOWN NEIGHBORHOOD



Existing Homes on Temple Street

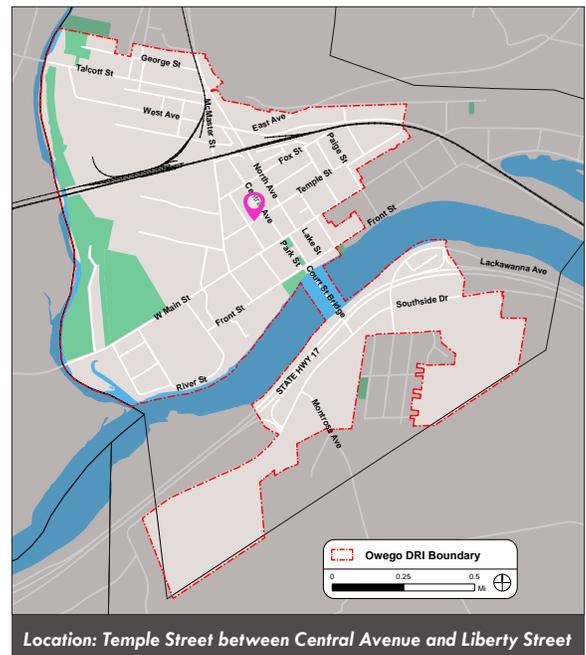
DRI Funding Request and Total Project Cost

Total DRI Funds	\$550,000
Other Funding	\$1,084,000
Total Project Cost	\$1,634,000

Project Description:

Tioga Opportunities Inc. (TOI) is seeking funds to assist with the revitalization and redevelopment of the residential properties in a one-block area along Temple Street at the cross streets of Central Avenue and Liberty Street:

- 37 Temple Street, Owego (Tax Map No. 128.08-7-77) – Structure
- 42-44 Temple Street, Owego (Tax Map No. 128.08-7-68) – Vacant Lot
- 43-45 Temple Street, Owego (Tax Map No. 128.08-7-75) – Structure
- 46 Temple Street, Owego (Tax Map No. 128.08-7-69) – Vacant Lot
- 47 Temple Street, Owego (Tax Map No. 128.08-7-74) – Structure
- 48 Temple Street, Owego (Tax Map No. 128.08-7-70) – Structure
- 49 Temple Street, Owego (Tax Map No. 128.08-7-73) – Structure
- 51-53 Temple Street, Owego (Tax Map No. 128.08-7-72) – Structure



Location: Temple Street between Central Avenue and Liberty Street



Existing Homes on Temple Street

The one-block area along Temple Street at the cross streets of Central Avenue and Liberty Street is a particular area of concern for the Village of Owego, and is an area that has the most potential for single-family housing revitalization and redevelopment. Tioga Opportunities seeks to address this issue by acquiring and demolishing existing structures, followed by a second phase which will include the new construction of (4) single-family, owner-occupied homes, (4) market rate rentals (town houses) and (4) affordable housing rentals (town houses). All structures will be built in accordance with the village's flood damage prevention regulations.

The properties on this block of Temple Street have suffered serious neglect due to absentee property owners. The flood of 2011 also contributed significantly to the overall blight and deterioration of this neighborhood. Assessed values of the structures are extremely low in this area, ranging from \$15,500 – \$52,500, and negatively affect the value of surrounding properties.

Property Owner/Sponsor

Tioga Opportunities

Capacity

TOI is a Community Action agency that has operated in Tioga County since 1965. Its mission is to assist vulnerable populations in moving toward financial stability and in doing so, strengthening neighborhoods and communities. TOI recognizes the importance of safe, stable, and affordable housing in relation to the health and well-being of individuals and families.

Tioga Opportunities has the capacity to raise the necessary funds to complete this project, as demonstrated by the successful grant applications already made to support the project and supplement potential DRI funding.

Project Partners

- Fahs Construction
- Tioga County Property Development Corporation (PDC) Land Bank
- Federal Home Loan Bank

DRI Strategies

The proposed project will advance the following DRI Strategies:

- Invest in streetscape improvements that will promote walkability and increase safety for people of all ages and abilities.
- Advance urban design principles that will make for a more attractive downtown.
- Address flood risk by encouraging sustainable improvements to village infrastructure, adding mitigation measures in existing buildings, and flood-proofing new construction in the downtown.
- Stimulate job growth by reactivating vacant or underutilized downtown properties.
- Provide high-quality housing at varying levels of affordability and type.
- Provide resources to assist single-family homeowners to improve the appearance and flood resilience of their homes.
- Attract private developers to build new housing that meets market demand.

“Attracting more people to the community by providing safe, affordable housing is key to the growth of the community.”

(Public survey comment)

Anticipated Revitalization Benefits

The demolition and redevelopment of these properties along Temple Street will transform and strengthen this residential neighborhood and contribute to the overall attractiveness and desirability of downtown Owego. The construction of new housing will attract a diverse population of residents and workers by providing them with varied housing opportunities with updated amenities. The new construction may increase sales tax revenue for the Village of Owego and Tioga County, and grow the local tax base by increasing the property values in this block, and in surrounding areas that have been negatively impacted by the property blight in this neighborhood.

Public Support

The majority of public survey respondents supported this project (51%), with many commenters noting that it will improve the appearance of a blighted residential block. One noted, “I strongly support rehabilitation of and creation of housing for lower income.” Another commenter described this project as meeting a need in the community, “Attracting more people to the community by providing safe, affordable housing is key to the growth of the community.” This project was also popular during public workshops, where attendees expressed interest in its ability to leverage other grant funding sources and improve the aesthetics of the neighborhood.

Jobs Created

This project will not directly create any jobs.

Acquisition of Real Property

Tioga Opportunities is in the process of securing purchase letters of intent from the following current property owners: Kenneth Jacobson, Ricky Ulrich, Damon Tinkham.



Legend

- Land Bank Property
- Owner Occupied Single-Family Home / AHC Funds
- Tioga Opportunities Inc. Proposed Aquisitions / Demolitions
- Parcel Properties 2018



Site Plan of Redevelopment Properties

Source: Tioga County Office of Economic Development and Planning

Feasibility and Cost Justification

Project costs were provided by the project sponsor, based on estimates by a contractor that has prepared plans for the single-family homes and townhouses. The development of new housing is supported by the Tioga County Housing Study.

TOI currently manages 134 low-moderate-income housing units throughout Tioga County and has extensive experience in developing and managing housing projects for over 30 years. In 1996, TOI worked in conjunction with many partners on the Nichols Schoolhouse project in Nichols, which converted a high school into 13 one-bedroom apartments and received praise from a variety of state entities. In addition, TOI worked with USDA, Rural Development in the building of senior housing in Owego and Waverly throughout the late 1980s and 1990s. Long Meadow Apartments in Owego and Springview Apartments in Waverly offer 64 and 35 units, respectively, to older adults age 62+ and adults over age 18 with a disability. The Apartments at County Farm, located on Route 38 in Owego, which are solely owned by TOI, offer 14 one- and two-bedroom apartments to local residents.

The construction and subsequent sale of the single-family homes will allow TOI to reinvest in adjacent neighborhoods and homes, cleaning up blight and increasing property values not just in this one-block area, but throughout the Village of Owego. This targeted approach will create a sustainable model for neighborhood revitalization.

Regulatory Requirements

SEQRA; Site plan approval; Floodplain development permits; Building permits.

Project Reporting

- Residential occupancy: Tenants renting space in residential units in the townhouses.
- Residential sales: Number of single-family homes sold.
- Property values: Change in assessed value of adjacent properties.
- Tax revenue: Increase in tax revenue at the sites.

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Phase I			
Acquisition	\$100,000	Tioga Opportunities	\$100,000
Soft Costs	\$51,000	Tioga County PDC Land Bank	\$51,000
Demolition	\$138,000	Tioga County PDC Land Bank	\$138,000
Site Plan/Architectural Plans/Drawings	\$50,000	DRI	\$50,000
Phase II			
New Construction of 4 single-family homes	\$500,000	DRI	\$500,000
	\$100,000	FHLB	\$100,000
New Construction of townhouses (4 market rate and 4 affordable)	\$590,000	Fahs Construction	\$590,000
Rehabilitation funding to assist single-family homeowner	\$15,000	AHC Funding	\$15,000
Total	\$1,634,000		\$1,634,000

Status of funds committed - the County Land Bank has included all properties in their current plan, and resources are committed. TOI administers the AHC program and has dollars set aside for this project. TOI has met with Tioga State Bank as a FHLB entity and they have indicated their interest in partnering on this project, but no formal commitment has been made. Fahs Construction has committed to the project and development of the market rate townhouses. The actual amount is subject to change based on the actual plans for said property. DRI dollars will be used to develop the 4 single family homes. TOI has committed \$100,000 for the purchase of said properties.

Timeframe for Implementation and Project Readiness

Total Timeframe: 24 months

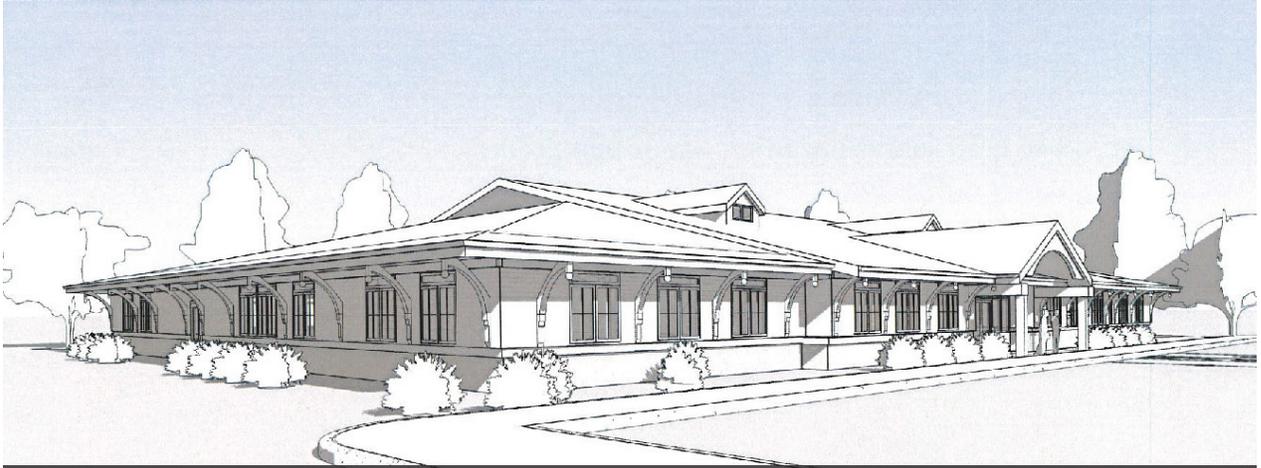
Phase	Activity	Timeframe
Phase 1: Pre-construction	Purchase agreements, acquisition, environmental testing, demolition, and design	Month 1 - 12
Phase 2: Construction	Construction of single-family homes and townhouses	Month 13 - 24



Rendering of Proposed Townhouse Development

Source: Tioga Opportunities

6B: CREATE THE NEIGHBORHOOD DEPOT NON-PROFIT HUB



Proposed Rendering of the Neighborhood Depot

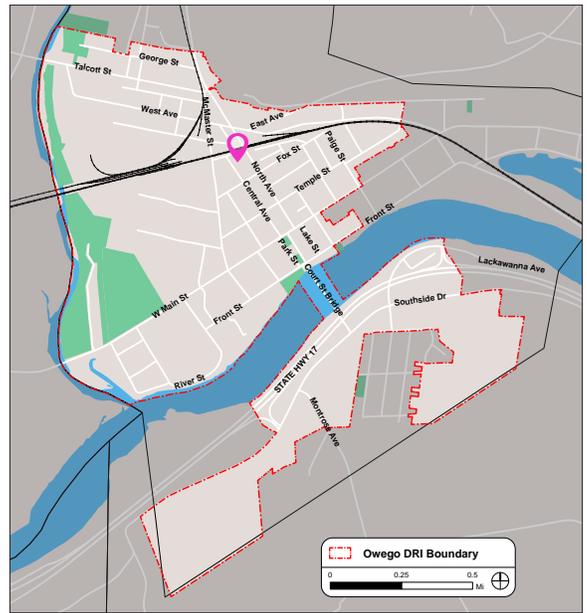
Source: McNeil Development

DRI Funding Request and Total Project Cost

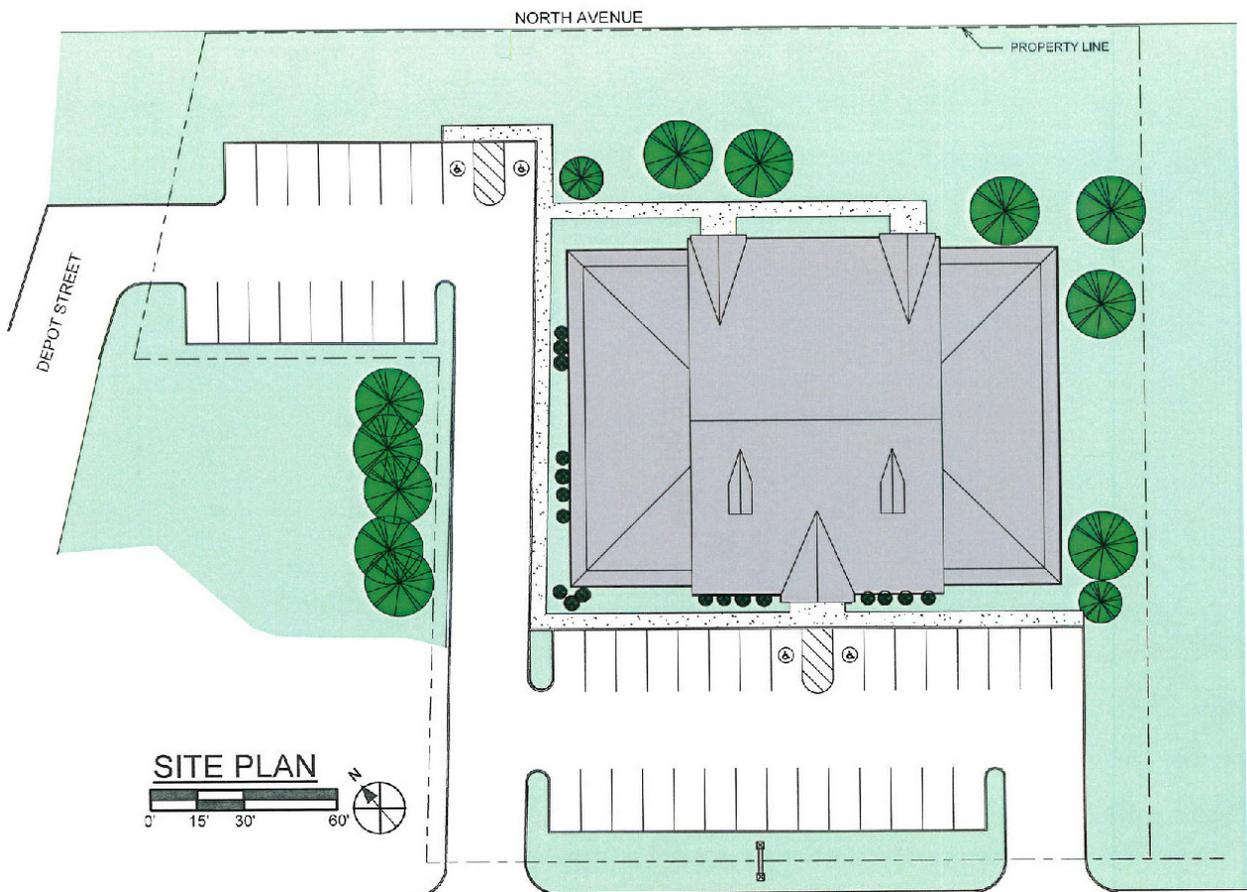
Total DRI Funds	\$1,000,000
Other Funding	\$3,422,000
Total Project Cost	\$4,422,000

Project Description:

This project includes construction of a facility to house several charitable organizations at a shared facility on a 1.6 acre parcel along North Depot Street between Central Avenue and North Street that is outside of the floodplain. The project aims to create a “non-profit hub” to assist organizations with overhead costs by sharing items such as printers, telephones, office space and utilities. In addition, the facility would feature conference rooms and a 100 to 200 person training room available for use by any organization, whether a tenant or not, for staff training, events, and conferences. Upon completion, this building will also serve the community as an emergency shelter, a need that is currently unmet. In March 2019, the village and Tioga County designated this site an important location for an emergency and disaster response center with anticipated space for 150 displaced residents. The Neighborhood Depot building will also include showers and a kitchen to meet the needs of those who have been displaced. Funding for an emergency generator will be sought outside of the DRI process. As a separate part of this project, the sponsor is also pursuing the possibility of adding residential use at this site at a later date.



Location: 146 Central Avenue



Site Plan

Source: McNeil Development

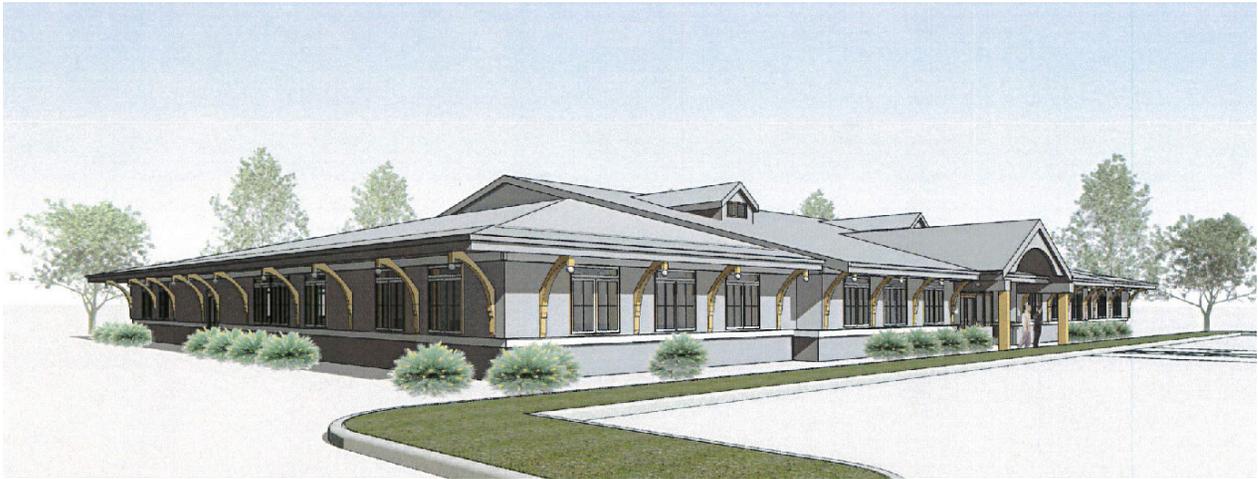
The project also involves the razing of two rental houses to facilitate the new construction. The current nine tenants at these properties will be provided with start-up funding for new living arrangements.

Property Owner/Sponsor

Racker, a non-profit organization governed by a board of directors, with a mission of serving people with disabilities.

Capacity

The Neighborhood Depot is a collaboration of Tioga United Way, Tioga County Rural Ministry, Catholic Charities of Tompkins Tioga, and Racker. Racker, the project lead, is developing construction plans with McNeil Development, owner of the proposed parcel of land and general contractor for the proposed project. Racker will own the land and the building while acting as landlord. The organization operates with a budget of \$40 million, employs just under 1,000 employees, serves more than 3,500 people, and owns 25 houses (individualized residential alternative). In Tioga County, Racker employs 270 people and owns six houses. Racker has the capacity and staff to take on the management of the building.



Proposed Rendering of the Neighborhood Depot

Source: McNeil Development

Project Partners

- Tioga United Way
- Tioga County Rural Ministry
- Catholic Charities of Tompkins and Tioga

DRI Strategies

The proposed project will advance the following DRI Strategies:

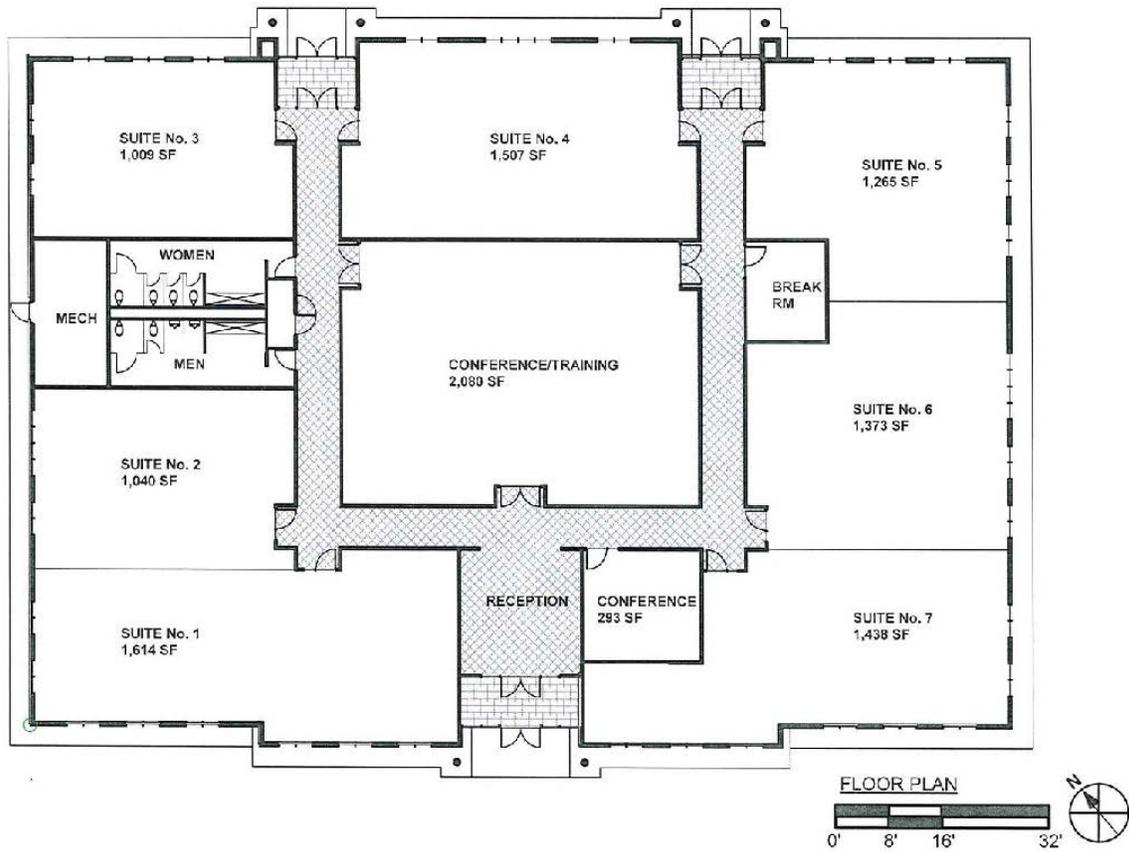
- Advance urban design principles that will make for a more attractive downtown.
- Address flood risk by encouraging sustainable improvements to village infrastructure, adding mitigation measures in existing buildings, and flood-proofing new construction in the downtown.
 - Stimulate job growth by reactivating vacant or underutilized downtown properties.
 - Provide high-quality housing at varying levels of affordability and type.

“The Neighborhood Depot project truly serves the entire community by providing space and shared services for four organizations that consistently invest in the community.”

(Public survey comment)

Anticipated Revitalization Benefits

The project will provide a centralized location out of the flood zone that will service the diverse needs of the community. The facility will serve many community needs under one roof, easing difficulty that many regional residents have in finding transportation to seek services. The money saved by sharing services will increase funds spent on services and programs in Tioga County, increasing the number of staff at the non-profit organizations. The project will also revitalize an area of the village that has suffered from a lack of investment, with buildings in blighted condition – including the two structures that would be removed to create the non-profit hub. With visibility from North Avenue, the aesthetic improvement to the site will have positive impacts to adjacent properties along this key downtown corridor.



Building Plan

Source: McNeil Development



FRONT ELEVATION

Elevation

Source: McNeil Development

Public Support

This project has been well-supported throughout the DRI process, both at public workshops and through the online public survey. Approximately 44% of survey respondents indicated they “strongly approve” or “approve” of the Neighborhood Depot project, 28% were “neutral”, and 28% chose the “disapprove” or “strongly disapprove” option. “The Neighborhood Depot project truly serves the entire community by providing space and shared services for four organizations that consistently invest in the community.” Another respondent spoke to the value of the organizations involved to the community: “I highly favor building the nonprofit shared space in the renovated depot. This will be a driver of necessary social and educational services and the agencies involved have served the community excellently for a long time and are dependable and caring human service agencies.”

Jobs Created

This project will relocate a number of non-profit organizations currently located outside of the village into downtown Owego, bringing approximately 15-18 new jobs to the DRI area.

Acquisition of Real Property

Racker will acquire land from McNeil Development, the current property owner. McNeil Development is also serving as general contractor of the project.

Feasibility and Cost Justification

Project costs were provided by the project sponsor, based on estimates by a professional architect that has prepared plans for the proposed construction.

Regulatory Requirements

SEQRA; Site plan approval; Building permits.

Project Reporting

- Usage: Number of organizations located or using resources at the facility.
- Jobs: Number of jobs created or relocated to the site.
- Impact: Number of people served by non-profit organizations located at the facility.
- Property values: Change in assessed value of adjacent properties.

Project Budget and Funding Sources			
Project Costs		Funding Sources	
Use of Funds	Amount	Source of Funds	Amount
Acquisition and Demolition	\$850,000	Other Funding	\$850,000
Site Work	\$250,000	Other Funding	\$250,000
Design Fee	\$210,000	Other Funding	\$210,000
Construction Cost	\$3,112,000	DRI	\$1,000,000
		Other Funding	\$2,112,000
Total	\$4,422,000		\$4,422,000

The Neighborhood Depot Funding Plan		Award Timing
Owego DRI	\$1,000,000	Summer 2019
REDC CFA Grant	\$900,000	Fall 2019
Private Foundations	\$1,000,000	Ongoing over 3 years
State and Municipalities Grant	\$1,000,000	Summer 2019
Corporate Gifts	\$250,000	Ongoing over 3 years
Private Donors	\$200,000	Ongoing over 3 years
Appalachian Regional Commission	\$150,000	Year 2020

Timeframe for Implementation and Project Readiness

Total Timeframe: 18 months

Phase	Activity	Timeframe
Phase 1: Design	Complete architectural and engineering plans	Month 1 - 5
Phase 2: Pre-Construction	Contractor bidding	Month 6 - 8
Phase 3: Construction	Demolish existing structures and construct new facility	Month 9 - 18

PROJECT SUMMARY TABLE

The project summary table lists all projects recommended for funding from the DRI award. Projects are organized by goal in the same order that they appear in the Strategic Investment Plan.

Table 6: Projects Summary Table

No.	Project Name	Project Description	Responsible Party	DRI Request	Total Cost	Funding Sources	Proposed Start Date	Anticipated Completion Date	Jobs Created
1A	Connect and Activate Owego's Waterfront	Improve the Riverwalk and Owego Creek trails.	Village of Owego	\$641,086	\$641,086	DRI	Fall 2019	Fall 2020	0
1B	Upgrade Marvin Park to Improve Recreational Opportunities and Reduce Flooding	Improve Marvin Park and upgrade facilities.	Village of Owego	\$1,433,778	\$1,793,778	DRI Agriculture Society grant	Fall 2019	Winter 2020	0
2A	Create a Comprehensive Marketing Strategy for Owego's Creative Community and Downtown Businesses	Create and implement a marketing and branding strategy to promote Owego's Creative Community and improve streetscapes.	Tioga County Tourism	\$350,000	\$379,000	DRI	Fall 2019	Fall 2020	0
2B	Expand the Ti-Ahwaga Performing Arts Center	Construct an addition to TPAC to allow off-stage construction of sets, allowing for additional rentals, special events, and increased revenue.	Ti-Ahwaga Community Players	\$290,000	\$540,000	DRI Foundation grant funding Revenue	Fall 2019	Winter 2020	0
2C	Expand the Coburn Free Library to Improve Accessibility	Construct an elevator, reading room, and handicap restroom to increase accessibility.	Coburn Free Library	\$300,000	\$974,500	DRI Foundation grant funding	Summer 2019	Winter 2020	0
2D	Expand the Tioga County Historical Society Museum	Construct addition to increase display of artifacts and protect storage areas from future flooding.	Tioga County Historical Society	\$673,023	\$1,346,046	DRI Foundation grant funding	Fall 2019	Winter - Spring 2020	6 full-time, 4 part-time, 3-7 camp staff
2E	Create the North Avenue Art Park	Transform vacant lot to a unique, creative public park space with interactive sculpture, outdoor amphitheater, and public parking.	Village of Owego	\$1,172,621	\$1,172,621	DRI	Fall 2019	Fall 2021	0

Table 6: Projects Summary Table

No.	Project Name	Project Description	Responsible Party	DRI Request	Total Cost	Funding Sources	Proposed Start Date	Anticipated Completion Date	Jobs Created
3A	Improve Downtown Streetscapes	Create a unique shared street on Lake Street and additional streetscape improvements through downtown and on the North Avenue corridor.	Village of Owego	\$1,777,836	\$1,777,836	DRI	Fall 2019	Fall 2021	0
3B	Improve Parking Lots	Repave and restripe existing lots to increase capacity. Also, recommend management strategies to improve distribution of parking downtown.	Village of Owego	\$441,480	\$441,480	DRI	Fall 2019	Summer - Fall 2021	0
3C	Create Downtown Revitalization Fund	Create a matching grant or low-interest loan fund to encourage and support investment in downtown properties.	Tioga County IDA	\$600,000	\$1,200,000	DRI Private funding	Fall 2019	Fall 2020	0
3D	Improve Key Facades in Owego's Downtown	Multi-site project to improve urban design in the public realm.	Tioga County IDA	\$475,771	\$940,520	DRI Private funding	Fall 2019	Fall 2020	0
4A	Upgrade Sewer Line Behind Lake Street	Take ownership of existing, privately-owned sewer line and implement necessary improvements to eliminate sewage backups.	Village of Owego	\$294,338	\$294,338	DRI	Fall 2019	Fall 2020	0
4B	Adopt Flood Mitigation Design Guidelines	Adopt guidelines to encourage implementation of flood mitigation strategies by private property owners, including design guidelines to ensure positive impacts on the public realm.	Village of Owego	\$50,000	\$50,000	DRI	Fall 2019	Summer 2020	0
4C	Repair Lights and Wiring on the South Side and Downtown Electrical	Conduct necessary repairs to fix lights on the southside and Court Street Bridge. Also, repair electrical infrastructure in the downtown to support public events.	Village of Owego	\$101,374	\$101,374	DRI	Fall 2019	Spring 2020	0
4D	Install Southside Drinking Water System to Facilitate New Development	Construct new water tank on the southside to facilitate development of Owego Gardens II and provide a redundant water source for existing residential development.	Tioga County IDA	\$338,250	\$1,248,000	DRI IDA	Fall 2019	Fall 2020	0

Table 6: Projects Summary Table

No.	Project Name	Project Description	Responsible Party	DRI Request	Total Cost	Funding Sources	Proposed Start Date	Anticipated Completion Date	Jobs Created
4E	Restore the Owego Central Fire Station	Improve visual appearance and structural stability of the facade, conduct roof repairs, and install an elevator.	Village of Owego	\$400,000	\$400,000	DRI	Fall 2019	Fall 2020	0
5A	Create the Public Well Brewery as a Gateway to North Avenue	Renovate existing building to create a new craft brewery, artist incubator space, and two rental apartments. Would also include facade art installations and public outdoor open space.	Season II, LLC	\$439,000	\$833,700	DRI Private funding	Fall 2019	Summer 2020	6
5B	Support the Development and Expansion of Owego's Diverse Businesses	Multi-site project to assist local businesses in expanding.	Tioga County IDA	\$1,273,990	\$2,502,061	DRI Private funding	Fall 2019	Fall 2020	18-26
5C	Restore 167-169 Main Street with Façade Improvements and Mixed Uses	Revitalize a key building at the gateway to the Village, with necessary gap funding.	Alan Briggs	\$123,429	\$1,004,809	DRI New York Main Street Private funding	Fall 2019	Fall 2020	5-10
5D	Expand Applied Technology Manufacturing Corp. Facility	Expand light manufacturing business that improves facade of the existing building and expands local jobs.	Applied Technology Manufacturing Corporation, Stephen Lounsberry	\$491,236	\$1,570,442	DRI Private funding	Fall 2019	Fall 2021	6-10
6A	Redevelop Homes on Temple Street to Revitalize a Key Downtown Neighborhood	Redevelop blighted properties, to include 4 owner-occupied single-family homes, 4 market rate townhome rentals, and 4 affordable townhome rentals.	Tioga Opportunities	\$550,000	\$1,634,000	DRI Tioga Opportunities Tioga County PDC Land Bank FHLB	Fall 2019	Fall 2021	0
6B	Create the Neighborhood Depot Non-Profit Hub	Construct a new non-profit hub, with shared resources for multiple organizations. Site would be available for use by other community organizations and would also serve as a disaster recovery center.	Racker	\$1,000,000	\$4,422,000	DRI REDC Foundation grant funding Private donors Appalachian Regional Commission	Fall 2019	Spring 2020	15-18

PROJECTS RECOMMENDED FOR OTHER FUNDING

This section presents a series of projects that may help the Village of Owego realize its community vision, goals and strategies for revitalization, but that for a variety of reasons have been determined more appropriate to receive funding from other, non-DRI sources. Some of the following projects are preliminary in nature and require additional study to determine feasibility. Others may be eligible and more appropriate for funding through other available sources, while others may have site control or other regulatory issues that need to be addressed prior to implementation. By including these projects in the Strategic Investment Plan, the village recognizes and supports the importance of these projects in furthering Owego's economic, community, and revitalization goals established through the DRI process. This list of projects provides a road map of future redevelopment actions, priorities, and projects for the village, the county, or private parties to undertake over the coming years. Moving forward, the village will work to identify potential funding sources, as well as public and private partners, where appropriate, to advance the following projects, programs, and actions.

Restore and Activate the Historic Tioga Theatre

This project would restore the historic characteristics of the Tioga Theatre, improving upon the appearance of the building, stabilizing the administrative capacity of the theater, and expanding programming opportunities. The Tioga Theatre, located at 208 Main Street, opened in 1908 and has served Tioga County residents continually since then. Currently, the Theatre operates as a first-run movie theater. The building is currently in a state of disrepair as a result of flood damage and neglect. The Tioga Theatre is in the process of registering as a not-for-profit organization, Friends of the Tioga Theatre. The Tioga County Rural Economic Area Partnership (REAP) would serve as the project sponsor for the purposes of administering DRI funding. Restoration of the Tioga Theatre will allow the Friends of the Tioga Theatre to expand current use of the building to include a community event center, live performances, and workshops. This project would also allow Friends of Tioga Theatre to partner with other cultural organizations, such as the Tioga Arts Council and Ti-Ahwaga Community Players, to offer additional programming.

Restore and Enhance Evergreen Cemetery

Evergreen Cemetery is the village municipal cemetery and a local and regional tourist destination. Evergreen is listed on the National Register of Historic Places as an early and important example of the "Rural Cemetery Movement." It is a popular destination for walkers, joggers, and dog walkers. A restoration project would include the following components:

- Restoration of the Mortuary Chapel
- Restoration of the Chapel Stained-Glass
- Improved entry access
- Restoration of the SaSaNa Loft Monument
- Electrical upgrades to the Mortuary Chapel

Renovations to 97-99 Central Avenue

This building, a former auto repair facility, has been empty since the business closed in the 1980s. The current owners have invested in exterior facade improvements, but interior renovations are needed to make the space leasable. The first phase of this project will upgrade the front 1,200 square feet of the building to install utilities (heat, water, and electric) and finish the walls. The second phase will finish the rear 3,800 square feet of the building, for occupancy by a fitness center business that is seeking to relocate to the downtown. The new space will allow the business to expand its operation to include amenities such as an indoor walking track, spinning classes, yoga, and personal training, bringing up to five new jobs to the downtown.

Restoration and Adaptive Commercial Reuse of Owego Clerk's Office

The proposed project is to assist with the restoration and commercial adaptive re-use of the historic Owego Clerk's office, located at 178 Main Street, once these municipal functions are relocated to a new complex at 20 Elm Street (see project #4A above).

A simple Greek Revival structure, this building has a very high degree of architectural integrity, and is a strong contributor to the buildings located within and adjacent to the Courthouse Square. Built in 1851, the old sheriff's office, now the Village of Owego Clerk's Office, is the oldest government building in Owego still standing. Other notable features of the property include a rectangular transom over the door, sidelights and corner lights, stone jack arches over door and window, and simple wooden trim around the doorway.

The restoration and adaptive re-use of the historic Owego Clerk's Office is envisioned as providing commercial space on both floors, requiring interior renovations as well as exterior building facade improvements (windows, doors, repointing/repairing brick, etc.).

Build the Infrastructure to Support New Housing Development on Owego's Southside

The proposed project would include the installation of infrastructure needed to support new housing development on 19-acre vacant site on the corner of Southside Drive & Montrose Turnpike. Infrastructure would include public roads, a watermain, sanitary sewer, and a stormwater system. The IDA hopes to identify a housing developer in the near future.