



## DOWNTOWN REVITALIZATION INITIATIVE

# VILLAGE OF PENN YAN

Finger Lakes Regional Economic Development Council

## Strategic Investment Plan

MARCH 2019



**Downtown  
Revitalization  
Initiative**

# **DOWNTOWN REVITALIZATION INITIATIVE VILLAGE OF PENN YAN**

**MARCH 2019**

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This document was developed by the Village of Penn Yan Local Planning Committee as part of the Downtown Revitalization Initiative and was supported by the NYS Department of State and NYS Homes and Community Renewal. The document was prepared by the following Consultant Team:



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## FOREWORD

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).

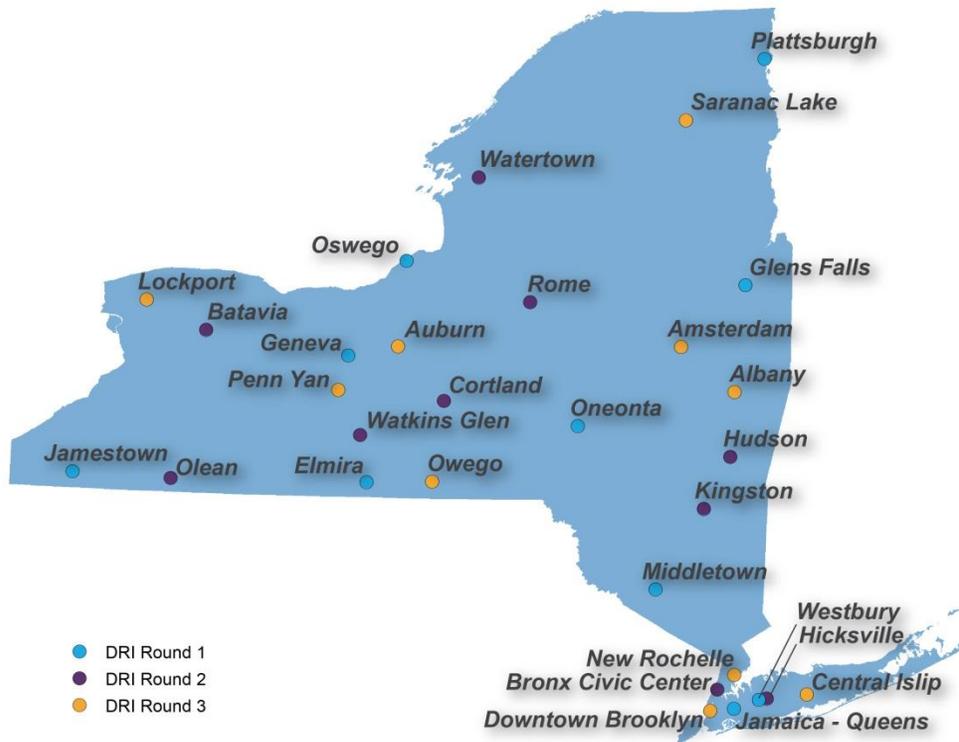
The program’s success in the first two rounds, and the tremendous excitement it generated among other interested communities, led the Governor and the Legislature to include another \$100 million in the 2018 state budget for a third round of DRI funding. As in the previous rounds, each of the Governor’s 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.

## DOWNTOWN REVITALIZATION INITIATIVE VILLAGE OF PENN YAN



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.



# Downtown Revitalization Initiative

## EXECUTIVE SUMMARY

The Village of Penn Yan and its partners in Yates County have taken the next big step in Downtown Penn Yan's revitalization journey with New York's State's Downtown Revitalization Initiative (DRI). New York State's DRI investment of \$10 million will provide the Village of Penn Yan with year-round opportunities that will realize a long-term revitalization of its historic downtown situated on Keuka Lake in the center of a productive rural agricultural region.

This DRI Strategic Plan provides a roadmap to maximize the State's \$10 million investment in Downtown Penn Yan. A 16 member DRI Local Planning Committee (LPC) representing a broad cross section of the Penn Yan region community helped develop the plan and select a slate of 15 transformative priority projects that will realize almost \$25 million in public and private investments. The LPC developed a vision for downtown supported by four goals and 17 strategies that focus on leveraging the area's natural assets; capitalizing on the area's craft food and beverage industry; celebrating local culture and arts; and providing access for all residents, businesses and visitors to participate in Penn Yan's resurgence.

DRI investments will also help to create an estimated 96 new jobs and attract 70 new residents to the downtown core. All of this investment and activity will continue the downtown revitalization momentum started by the Village and Yates County economic development partners prior to the DRI announcement.

The downtown revitalization journey continues in Penn Yan - propelled by the DRI and supported by more than 1,500 area residents who participated in the plan.



Patrons at a local restaurant enjoying Downtown Penn Yan along the Keuka Outlet.

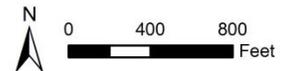
## DRI BOUNDARY: DOWNTOWN TO KEUKA LAKE CONNECTED BY THE OUTLET

Penn Yan's Downtown Revitalization Initiative boundary totals 234.5 acres including 45.7 acres of water. The waterways, Keuka Lake and the Keuka Outlet, were key economic drivers in the historic development of Penn Yan's mixed use downtown and provide residents and visitors with active and passive recreational and natural resources. State Routes 14A, 54A and 54 provide transportation access to the Downtown core from other communities in Yates County and the Finger Lakes region.



**Legend**  
[Red outline] DRI Boundary  
[Dashed black outline] Village Boundary

**Penn Yan DRI Boundary**



## A COMMUNITY SUPPORTED PLAN. . .

Penn Yan was a very engaged DRI community. Attendance at each public meeting exceeded 175 people and each local planning committee meeting was attended by close to 100 people. A downtown survey conducted for the DRI generated nearly 600 responses. Stakeholders including local government staff, organizations, and businesses were also interviewed. Notices and presentations for the DRI were posted on the Finger Lakes Economic Development Center website and the Yates County Chamber website. In total the community engagement strategy touched an estimated 1,500 people in a Village with a population of just under 5,000 people.



Public Meetings



Local Planning Committee Meetings

## DOWNTOWN REVITALIZATION INITIATIVE

VILLAGE OF PENN YAN



### PUBLIC SURVEY



Public Survey

in f t i 1.315.536.7328 Home Contact

News & Media About Us Programs Yates County Entrepreneurs Jobs Partners

### About Finger Lakes EDC

The Finger Lakes Economic Development Center is here to help businesses in Yates County, New York succeed. Whether you are an entrepreneur working to launch your dream business, are a company looking to locate to the area, or an existing business looking for available resources, the Finger Lakes Economic Development Center is here to assist you.

Yates County Economic & Community Health

Yates County, New York is topping the list on a number of economic and community benchmarks in the Finger Lakes nine-county Region. From Tourism, housing, financial self-sufficiency, and general community health and wellness, Yates County has made strides and surpassed its neighbors in nearly every measured category. The FLEDC is proud to highlight these in our report here:

Yates County Economic and Community Health

### \$10 Million DRI Grant:

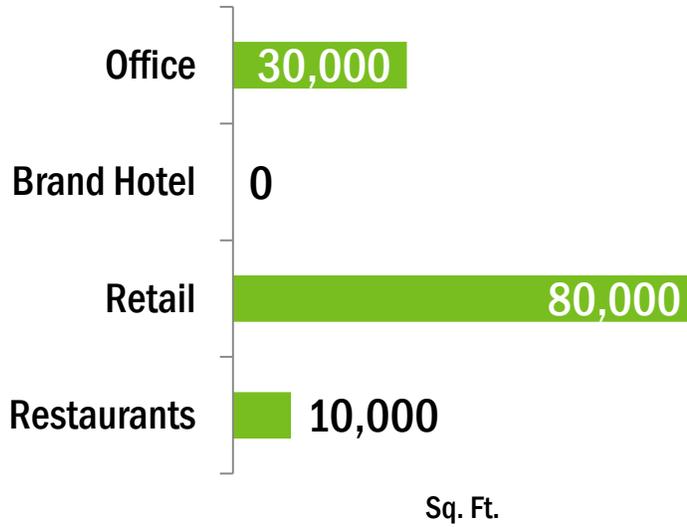
- [DRI 4th Local Planning Committee Presentation - 2.26.19](#)
- [DRI 4th LPC Meeting - Press Release](#)
- Fourth meeting of the Penn Yan Downtown Revitalization Initiative Local Planning Committee Scheduled for February 26, 2019 at the Penn Yan Fire Department
- [DRI Advanced Projects](#)
- [DRI 2nd Public Meeting Presentation - 2/11/19](#)
- [DRI Public Meeting - Monday, February 11, 2019, 5:30pm - 7:00pm - Penn Yan Academy - Cafeteria](#)
- [DRI 2nd Public Meeting - Press Release](#)
- [DRI 3rd LPC Meeting - Press Release](#)
- Third meeting of the Penn Yan Downtown Revitalization Initiative Local Planning Committee Scheduled for January 22, 2019 at the Penn Yan Fire Department
- [2nd Local Planning Committee Presentation - 12/13/18](#)
- LOCATION CHANGE! - 2nd DRI LPC MEETING NOW BEING HELD AT PENN YAN FIRE DEPARTMENT
- [DRI 2nd LPC Meeting - Press Release](#)

Website Posts

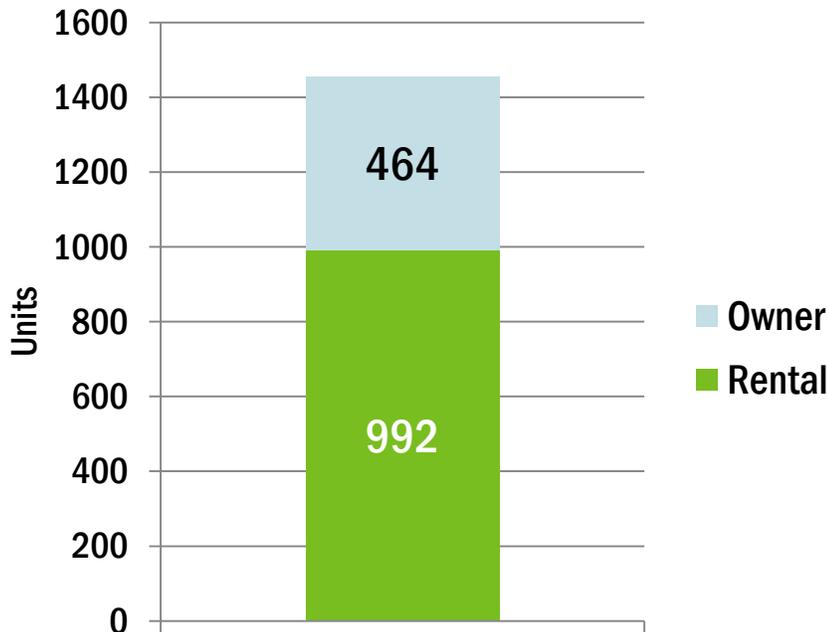
### ... REINFORCED BY THE MARKET

A DRI Economic and Market Analysis estimated a healthy demand for commercial, mixed use, and housing projects over the next two decades in the Penn Yan market area.

## Commercial Demand – Next 10 years



## Residential Demand – Next 20 years



## A DRI VISION FOR DOWNTOWN PENN YAN'S FUTURE

Four goals and 17 strategies support the Penn Yan DRI Vision Statement:

### VISION STATEMENT DOWNTOWN PENN YAN

The revitalization of Downtown Penn Yan will propel long-term regional prosperity and provide year-round opportunities for all residents and visitors to enjoy the area's natural assets, local foods and beverages, arts, and creative economy in an attractive and accessible destination.

#### GOAL 1: LEVERAGE THE AREA'S NATURAL AND HISTORIC ASSETS

Downtown Penn Yan should capitalize on and leverage its unique competitive advantage of proximity to Keuka Lake and the Keuka Lake Outlet complemented by its well preserved National Trust Historic Downtown District.

- Improve year round access to the Keuka Outlet, Keuka Lake, and natural habitats
- Provide passive and active recreational opportunities on and in the Lake, Outlet and natural habitats
- Preserve and renovate historic downtown buildings for a mix of uses based on Village downtown design guidelines
- Promote the historic and cultural importance of the Outlet in the region's development and identity

#### GOAL 2: PROMOTE LOCALLY PRODUCED FOODS, BEVERAGES, PRODUCTS, GOODS AND SERVICES DOWNTOWN

Downtown Penn Yan's long-term vitality will be improved by supporting and promoting the bounty of its rich regional agricultural economy.

- Encourage farm-to-table relationships among local producers, processors and restaurateurs
- Celebrate the variety of unique artisan foods, craft beverages, seasonal produce, and other offerings through downtown festivals, events, and markets
- Incubate local processors and food-related start-ups downtown
- Integrate agri-tourism into local tourism promotion

#### GOAL 3: STIMULATE A VIBRANT YEAR-ROUND DOWNTOWN ARTS AND CULTURE SCENE

Arts in Downtown Penn Yan will help to brand downtown, expand its economic base and improve its quality of life by attracting artists, residents, and visitors.

- Encourage a dense mix of uses and a public realm featuring interactive experiences and public art
- Celebrate the diversity of Penn Yan's residents in multi-cultural, multi-generational activities
- Tap the spirit of volunteerism to engage residents and visitors in life-long learning highlighting local history and culture
- Provide spaces and places where residents and visitors can experience and participate in all forms of art

#### GOAL 4: PROVIDE ACCESS AND OPPORTUNITY FOR ALL RESIDENTS TO BE PART OF DOWNTOWN PENN YAN'S REVITALIZATION

Penn Yan's Downtown will be successful by providing opportunities to a broad base of residents and businesses and access for all individuals to participate in its revitalization.

- Stimulate entrepreneurship and focus economic development opportunities in the downtown core
- Promote affordable downtown residential uses including upper-floor units and live-work spaces for arts or technology entrepreneurs and local residents.
- Offer a continuous and safe alternative transportation network that links downtown to neighborhoods and regional attractions for users of all abilities
- Improve circulation and parking downtown
- Provide vertical access for downtown buildings

**DOWNTOWN REVITALIZATION INITIATIVE VILLAGE OF PENN YAN**

**SLATE OF PROJECTS** 15 projects totaling more than \$24 million were selected by the LPC for consideration by the State for DRI Funding:



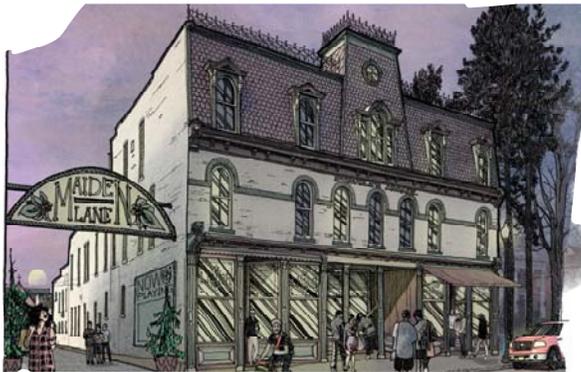
**PROJECT** Revive the Sampson Theatre  
**COST** \$3,750,000  
**DRI FUNDING** \$3,750,000

Substantial rehabilitation of the historic theatre for year round use complemented by construction of a small annex to provide an elevator, bathrooms, set shop, costume shop and ticketing/will call booth.



**PROJECT** The New Knapp on Main  
**COST** \$3,500,000  
**DRI FUNDING** \$1,575,000

Conversion of 17,210 square feet of underutilized and vacant space to a vibrant mixed-use anchor at the outlet gateway to downtown including four commercial units and 11 accessible residential units.



**PROJECT** Restore Struble's Arcade  
**COST** \$3,300,000  
**DRI FUNDING** \$1,485,000

Conversion of 19,200 square feet of long-vacant space to a vibrant mixed-use anchor at the northern gateway to downtown including six commercial units and seven residential units.



**PROJECT** Enhance Parks & Trails  
**COST** \$2,967,606  
**DRI FUNDING** \$2,905,116

Improvements to parks and trails which would provide better trail access to natural areas and improve park facilities and outdoor performance venues at parks along the Keuka Outlet Trail.

DOWNTOWN REVITALIZATION INITIATIVE VILLAGE OF PENN YAN

**PROJECT** Improve Downtown Parking & Circulation

**COST** \$1,547,277

**DRI FUNDING** \$1,507,277

Streetscape enhancements to Water and Wagener Streets to extend the look and feel of Main Street westward and enhancements to the Wagener Street parking lot.



**PROJECT** Enhance Maiden Lane & Main Street

**COST** \$433,907

**DRI FUNDING** \$393,907

Conversion of a portion of Maiden Lane to a pedestrian promenade/event space and enhancements to sections of Main Street including landscaping, walkability treatments, and public art installations.



**PROJECT** Construct the Water Street Townhomes

**COST** \$4,374,600

**DRI FUNDING** \$1,080,000

Develop a vacant lot into 18 new, two story, for-sale market rate single family townhome condominiums with on-site parking.



**PROJECT** Rehabilitate the Belknap

**COST** \$1,200,000

**DRI FUNDING** \$329,000

Conversion of 5,520 square feet of long-vacant space into a mixed-use property with one commercial space, two apartments, and one condo.



**DOWNTOWN REVITALIZATION INITIATIVE VILLAGE OF PENN YAN**



**PROJECT** Renovate the Laurentide Inn  
**COST** \$606,463  
**DRI FUNDING** \$260,000

Repurpose the carriage house into a micro-brewery and tasting room, renovate ground floor of Inn to create speakeasy, implement site work to support private events, and convert driveway to pedestrian walkway.



**PROJECT** Elevate Milly's Pantry  
**COST** \$521,200  
**DRI FUNDING** \$521,200

Install a 4-stop elevator in a new-build small annex to create full building accessibility for business growth and participation in classes, programs, and community gatherings as well as modify exterior stairs.



**PROJECT** Repurpose 126 Main Street  
**COST** \$350,000  
**DRI FUNDING** \$150,000

Repurpose and renovate long-vacant second floor office space into two apartments and one vacation rental.



**PROJECT** Buildout Birkett Commercial Space  
**COST** \$500,000  
**DRI FUNDING** \$180,000

Finish the interior of undeveloped space for an upscale restaurant (install restrooms, bar, patio, flooring, walls, windows, doors, lighting, and infrastructure).

**PROJECT** Buildout the Little Elm Restaurant  
**COST** \$475,000  
**DRI FUNDING** \$200,000

Transform a currently empty storefront within the Microtel Inn & Suites into an upscale farm-to-table restaurant and cocktail bar.



**PROJECT** Establish a Building Improvement Fund  
**COST** \$1,000,000  
**DRI FUNDING** \$600,000

A Building Improvement Fund will be established to provide grant funding for applicants to implement interior and exterior building improvements.



**PROJECT** Leaven the Village Bakery  
**COST** \$150,000  
**DRI FUNDING** \$63,500

Improve underutilized space to house a bakery including finishing the interior walls and ceilings and installing plumbing, HVAC, and a new ADA accessible restroom.



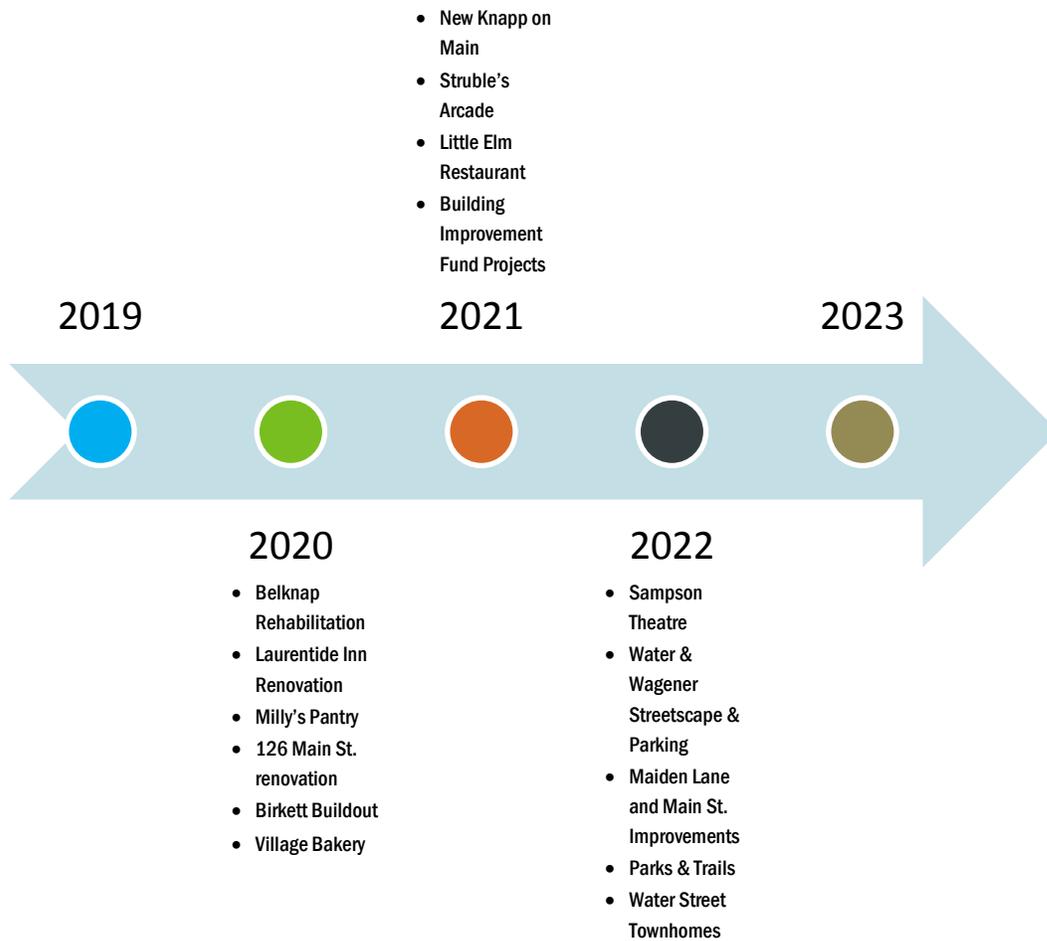
## PLAN IMPLEMENTATION

The Village of Penn Yan, working with New York State, will have the primary responsibility of implementing public projects for parks, trails, streetscape improvements, and parking. Staff at the Village work as an effective team and include the Mayor, Deputy Mayor, Treasurer, Assistant Treasurer, and a Public Works Director. All will work cooperatively with design or construction consultants and relevant state agencies.

Private projects will be implemented by applicants working with state agencies assigned to the projects. The Finger Lakes Economic Development Center (FLEDC) may provide assistance to applicants as needed.

Both the Village and applicants will also be engaging consultants and other professionals to help advance the DRI projects. Funding for professional assistance is included in the budgets of each project.

### PROPOSED DRI PROJECTS – ANTICIPATED COMPLETION DATES





DOWNTOWN REVITALIZATION INITIATIVE

# VILLAGE OF PENN YAN

Finger Lakes Regional Economic Development Council

## Section I

Downtown Profile and Assessment

A comprehensive Profile and Assessment of the downtown is needed prior to developing any recommendations regarding proposed projects for the Downtown Revitalization Initiative (DRI). The Profile and Assessment inventories existing and planned conditions in the downtown, providing a framework for review and analysis of the potential projects.

Components of the Downtown Profile and Assessment include:

- A review of the Downtown Boundary and its context in the region;
- A snapshot of existing socio-economic conditions;
- An analysis of existing physical and regulatory conditions including a review of anchor institutions;
- Information on existing local and regional plans and their relationship to downtown Penn Yan;
- An assessment of local organizational structures and associated capacity to implement DRI objectives;
- An inventory of relevant recent, ongoing, and future projects; and
- A summary of an Economic, Market, and Housing Analysis.

The Profile and Assessment will highlight key opportunities and constraints on future redevelopment. It will also summarize the trends and data necessary to develop a blueprint for the revitalization of downtown Penn Yan.

## DOWNTOWN INVENTORY OF EXISTING CONDITIONS

The inventory of data and mapping included in this section is the information every qualified private or not for profit developer seeks before investing in a downtown. Factors that influence development and redevelopment within downtown Penn Yan were assessed.

The characteristics reviewed below include: socio-economic conditions; land use; zoning; vacant/underutilized sites; transportation systems; infrastructure systems; land ownership; natural resources; and parks, recreation and historic resources.

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### DRI BOUNDARY AND REGIONAL LOCATION

The Downtown Revitalization Initiative (DRI) Boundary includes the Village of Penn Yan's historic mixed use core, Lake Street Corridor, and Keuka Marsh and Outlet (Figure 1). The total acreage of the DRI Boundary is 234.5 acres of which 188.8 acres is land and 45.7 acres is water. This boundary is a slightly modified version of the original boundary submitted with the DRI application. It was expanded to include properties along both sides of the Keuka Marsh and Outlet; thereby creating the opportunity to enhance connections from Keuka Lake to the downtown core (Figure 2) of the Village.

The DRI Boundary includes the central and southwestern quadrant of the Village of Penn Yan. The quaint village is located at the north end of the east branch of Keuka Lake in the heart of the Finger Lakes Region. Home to 4,784 persons (2017 U.S. Census, American Community Survey) the Village of Penn Yan is the seat for Yates County Government. Although it is a small village, it is home to many of the County's largest employers, the regional hospital, and professional services. Residents from the rest of Yates County also consider Penn Yan the economic and tourism center of the county.

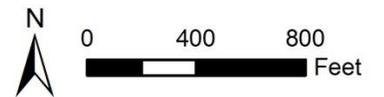
The majority of the Village of Penn Yan is located within the Town of Milo, although the northern most areas of the Village are located within the Town of Benton and the western most areas within the Town of Jerusalem. These Towns are largely rural with concentrations of homes along the various Finger Lakes. The Town of Jerusalem is also home to Keuka College. The remainder of Yates County is a predominantly rural area which is home to a growing number of wineries and organic farms and can boast access to Keuka Lake, Seneca Lake, and Canandaigua Lake.

While the Village may seem somewhat isolated, it is the epicenter of the Rochester, Syracuse, and Ithaca Metropolitan Statistical Areas. Its' high quality of life and recently installed high-speed broadband internet system are attracting a growing number of tele-commuters as seasonal and full-time residents.

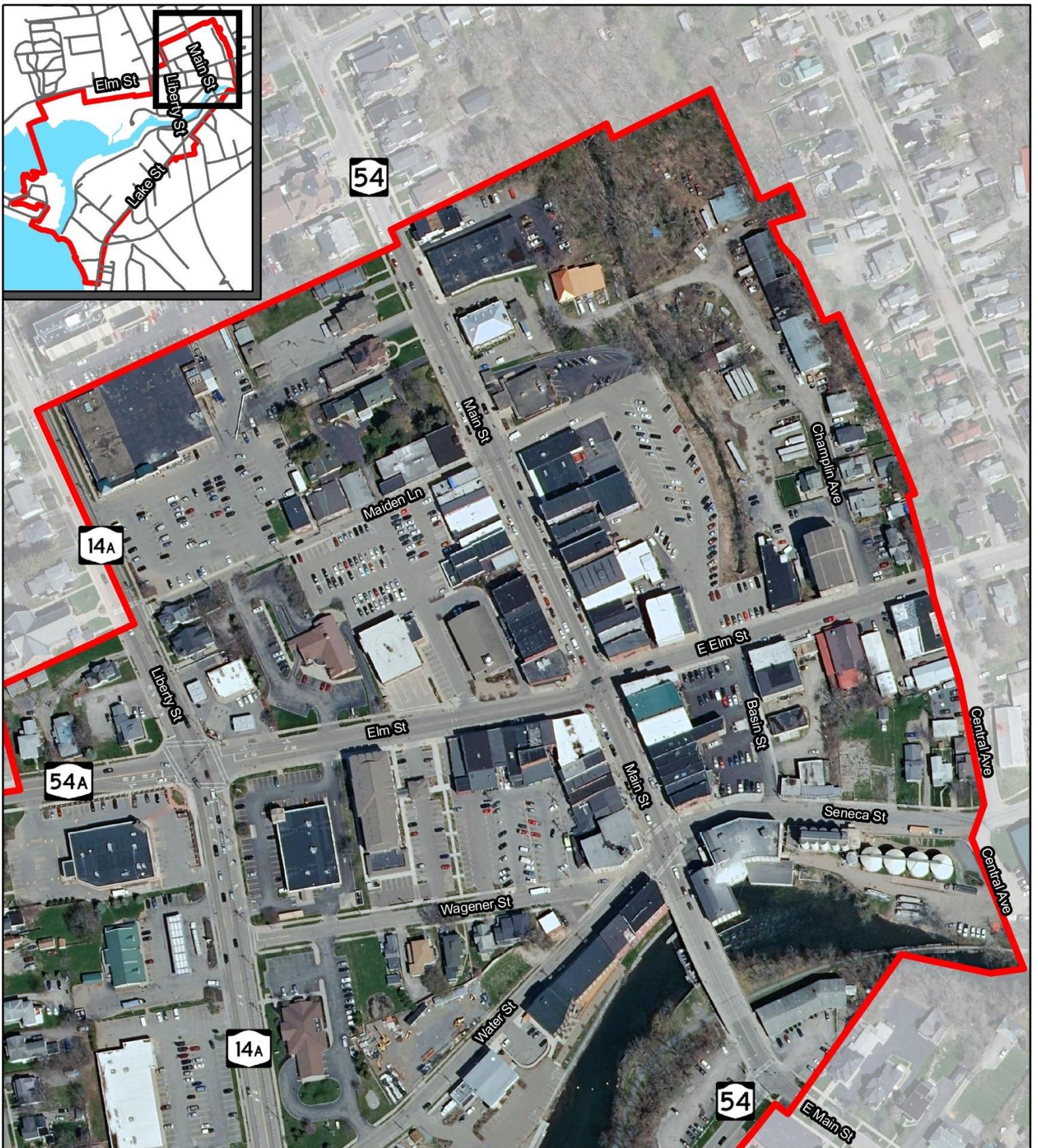


**Legend**

- DRI Boundary
- Village Boundary

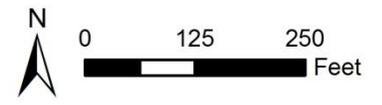


**Figure 1. Boundary**



**Legend**

-  DRI Boundary
-  Village Boundary



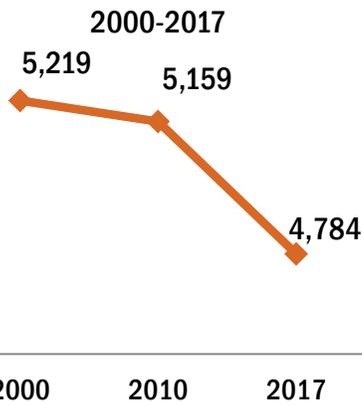
**Figure 2. Downtown Core Boundary**



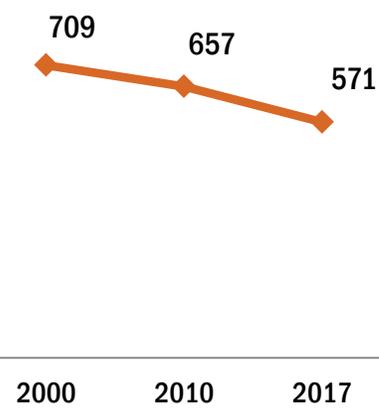
Population

The Village of Penn Yan is currently home to nearly 4,800 residents with an estimated 571 living within the boundaries of the DRI. Population in the Village has declined by more than eight percent between 2000 and 2017, and the population within the DRI Boundary has also decreased but at a slower rate.

**Penn Yan Population Trends**



**DRI Population Trends 2000-2017**



Source: US Census Bureau 2000 and 2010 SF1 Decennial Census, American Community Survey 2013-2017 Estimates, ESRI Community Analyst

**Takeaway for DRI:** While the population is declining in the area, there are opportunities to increase population within the DRI by introducing new housing options. Revitalization of the DRI will attract new investment and residents not only in the DRI but also within the Village and region.

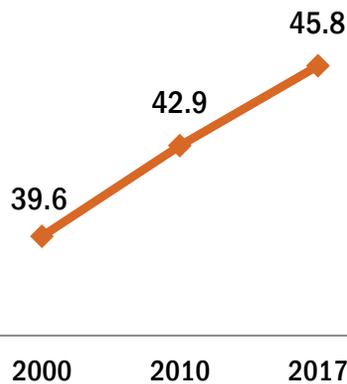


**Increases in population supported by new downtown housing will help restaurants like Amity Coffee in Downtown Penn Yan.**

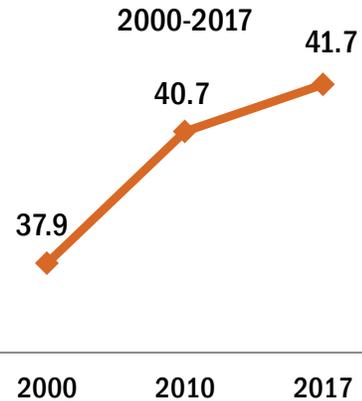
Age

Within the Village of Penn Yan, the median age of the population has steadily increased from 39.6 years old in 2000 to 45.8 years old in 2017. While the median age has also been increasing within Yates County, the increase in median age has been less dramatic.

**Penn Yan Age Trends**  
2000-2017



**Yates County Age Trends**  
2000-2017



Source: US Census Bureau 2000 and 2010 SF1 Decennial Census, American Community Survey 2013-2017 Estimates

**Takeaway for DRI:** As the population ages, more accessible services will be needed within the DRI Boundary including elevators, accessible residential units, and sidewalk ramps. As individuals and households age they also begin to consider other housing options including downtown locations where services, entertainment and restaurants are all available within a short distance.

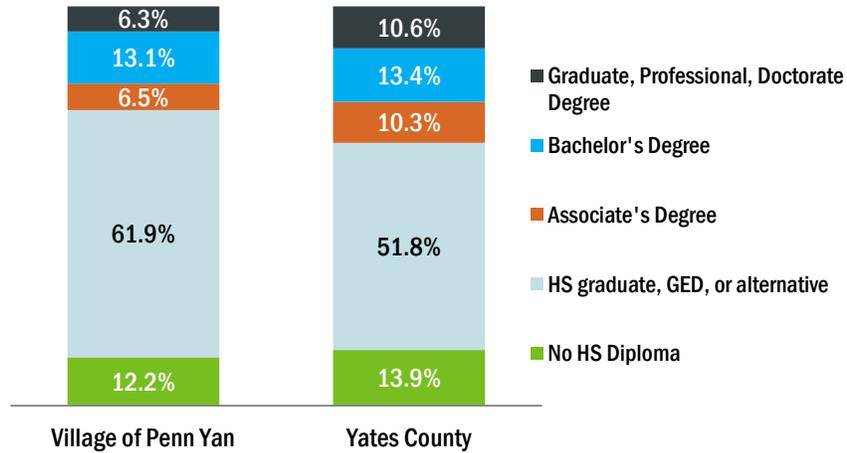
Accessible services in a convenient downtown location like Village Drug on Penn Yan's Main Street are important assets to aging residents who want to live downtown.



**Educational Attainment**

The educational attainment of Village of Penn Yan’s residents differs from that of Yates County as a whole. Less than 26 percent of the Village’s population (≥ 25 years old) has obtained an associate’s degree or higher compared to the County’s 34 percent.

**Educational Attainment - 2017**



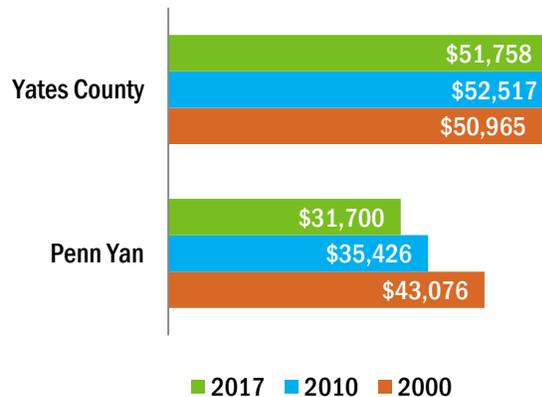
Source: American Community Survey 2013-2017 Estimates

**Takeaway for DRI:** Engaging residents in lifelong learning opportunities downtown, a DRI strategy, would help to increase educational levels.

**Household Income**

The median household income (MHI) for the Village of Penn Yan has historically been and is currently much lower than that of Yates County. Taking into account inflation, the MHI in Penn Yan has actually decreased by 26.4 percent in the Village since 2000. The MHI increased by 1.6 percent in the County between 2000 and 2017.

**Household Income Adjusted for Inflation - 2017**

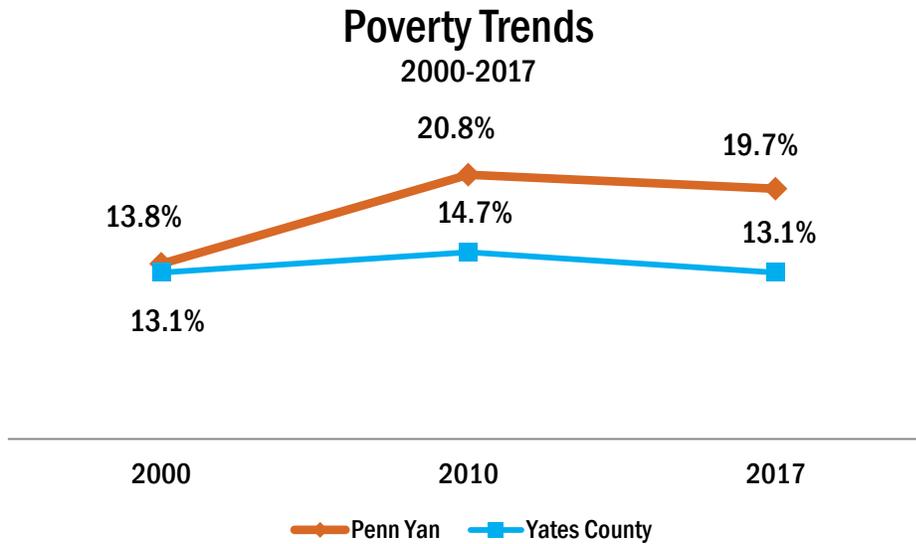


**Takeaway for DRI:** The DRI should include projects that improve long-term economic conditions by attracting jobs which support higher household incomes.

Source: US Census Bureau 2000 Decennial Census, American Community Survey 2006-2010 & 2013-2017 Estimates; BLS’ US Inflation Calculator <<http://data.bls.gov/cgi-bin/cpicalc.pl>>.

Poverty

The poverty rate in the Village of Penn Yan has historically been and is currently higher than that of Yates County. However, recently (2010 to 2017) the Village experienced a decrease in the share of residents living below the poverty level, potentially a result of an improving economy.



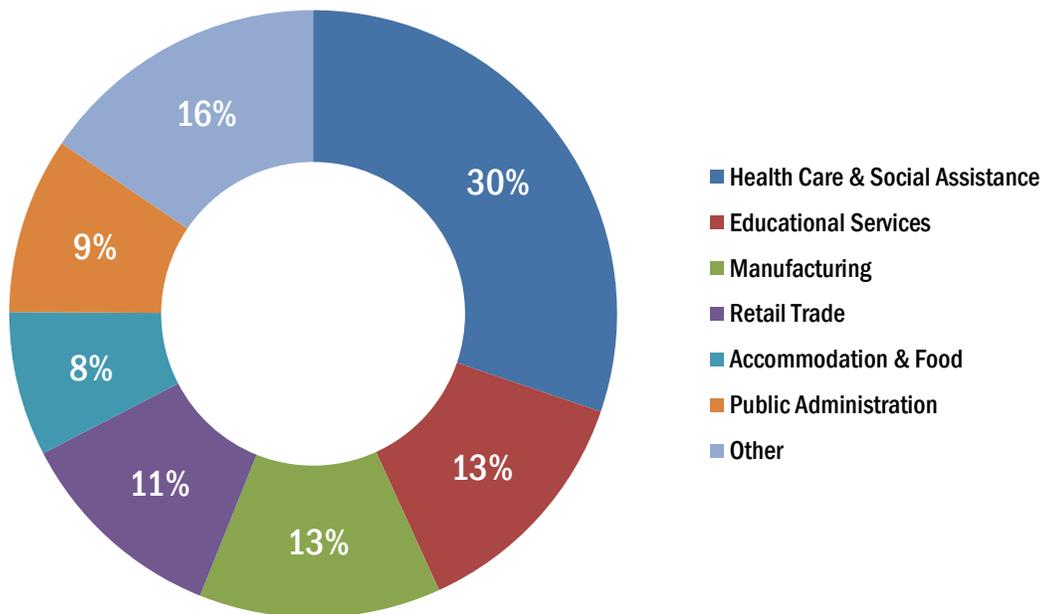
Source: US Census Bureau 2000 Decennial Census, American Community Survey 2006-2010 & 2013-2017 Estimates

**Takeaway for DRI:** Improving job opportunities downtown will help to decrease poverty rates.

Employment

There are approximately 2,991 jobs located within the Village of Penn Yan out of a total of just over 7,000 in Yates County or 42 percent of county jobs. The four highest employment sectors are Health Care and Social Assistance, Educational Services, Manufacturing, and Retail Trade. Health Care, Social Assistance and Educational Services jobs are primarily located just outside of the DRI Boundary at the nearby hospital campus and Penn Yan Central School District.

### Industry At Place Employment Village of Penn Yan - 2017



Source: NYS Department of Labor

**Takeaway for DRI:** There is a significant density of jobs in the Village of Penn Yan – 2,991 people work in a Village with a population of 4,784. Moreover, the majority of the jobs are professional jobs (health care, educational) which advocates for more restaurants and retailers in the DRI to serve the daytime working population.

The presence of a significant number of professional jobs and the strength of the retail sector suggest that economic development strategies for the DRI should focus on growing and attracting jobs in these sectors to support long term revitalization.

## DOWNTOWN REVITALIZATION INITIATIVE VILLAGE OF PENN YAN

Roughly 550 people live and work within the Village of Penn Yan, 2,440 people live outside of but work within the Village, and 1,340 people live within but work outside of the Village.



Source: US Census Bureau OnTheMap 2015

**Takeaway for DRI:** The Village of Penn Yan imports more workers than its exports. Downtown businesses could take advantage of the significant influx of the daytime employee population with additional retail and restaurants as well as providing housing opportunities so more workers can live within the DRI.

**Downtown Penn Yan is home to many prominent businesses in Yates County including the historic Birkett Mills complex at the foot of Main Street on the Keuka Outlet.**

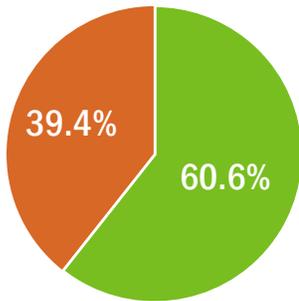
Photo Credit: LaBella Associates

Housing Tenure

The number of occupied housing units within the DRI has remained stable between 2010 and 2018 with a minor decrease of eight units from 351 to 343 in the period. The majority of the units in the DRI are renter-occupied.

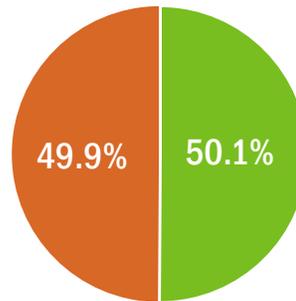
In the Village of Penn Yan the number of units has steadily increased between 2000 and 2017 from 2,299 units to 2,358 units, likely a combination of new construction and division of larger homes into multiple rental units. Currently there is an even statistical split of rental and owner occupied units in the Village.

Housing Tenure  
DRI



■ Renter-Occupied ■ Owner-Occupied

Housing Tenure  
Village of Penn Yan



■ Renter-Occupied ■ Owner-Occupied

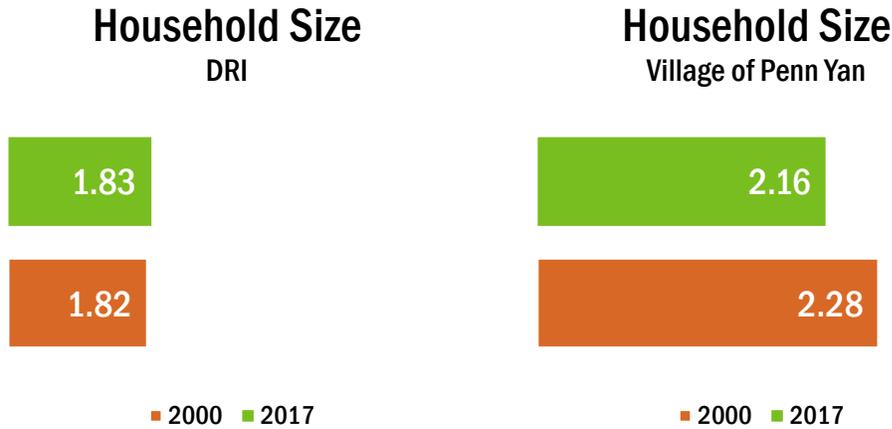
Source: US Census Bureau 2000 and 2010 SF1 Decennial Census, American Community Survey 2013-2017 Estimates, ESRI Community Analyst

**Takeaway for DRI:** The demographic trend of an increasing number of rental households in both the DRI Boundary and the Village of Penn Yan supports the development of rental units in the DRI Boundary.

Promoting the development of residential units should be an important strategy to provide housing opportunities for all sectors of the population. Additional residential units downtown will also increase the vitality of the area.

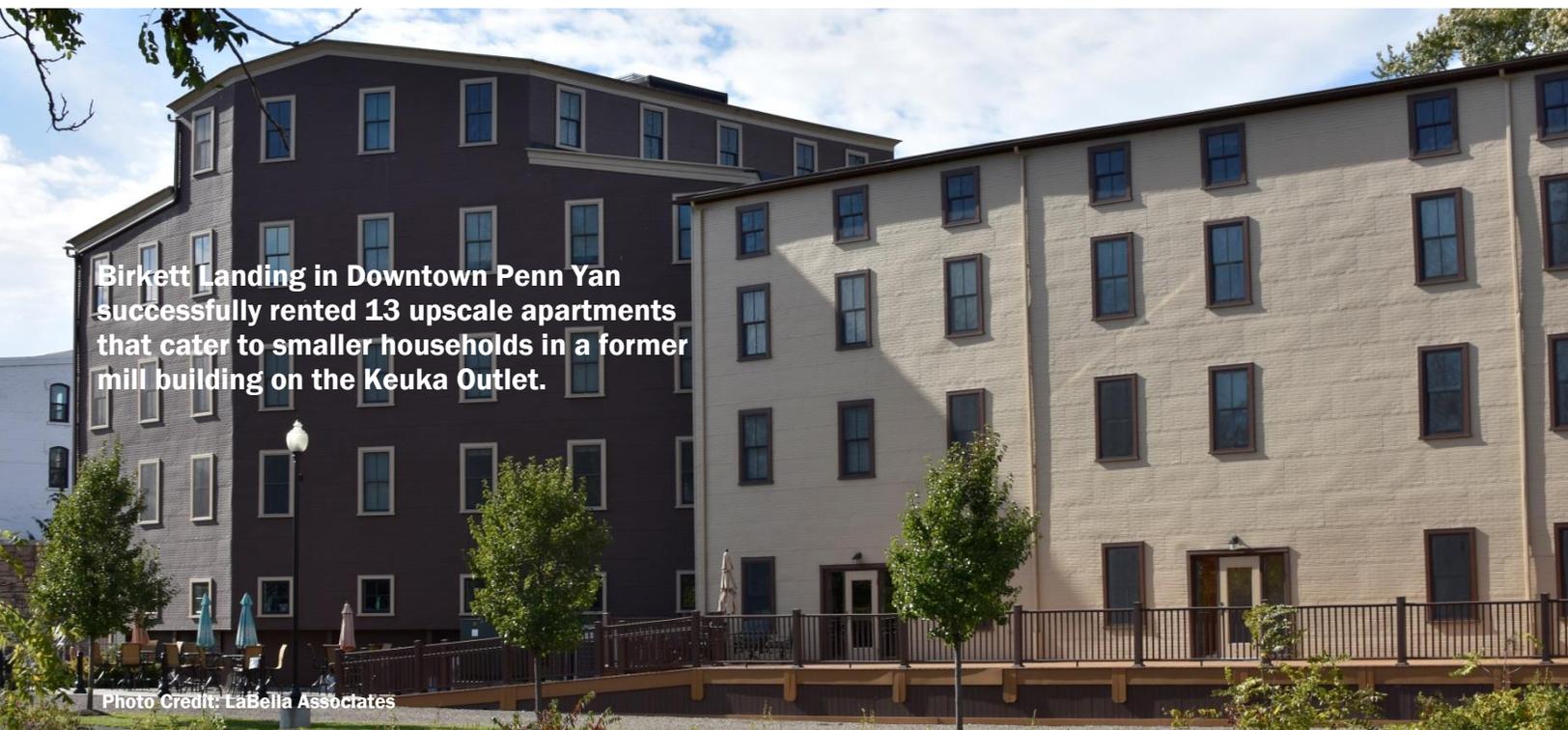
Household Size

The average owner-occupied household size in the DRI has remained stable at 1.83 persons per household which is significantly smaller than the Village of Penn Yan's average household size of 2.16 which has decreased since 2000 when it was 2.28.



Source: US Census Bureau 2000 and 2010 SF1 Decennial Census, American Community Survey 2013-2017 Estimates, ESRI Community Analyst

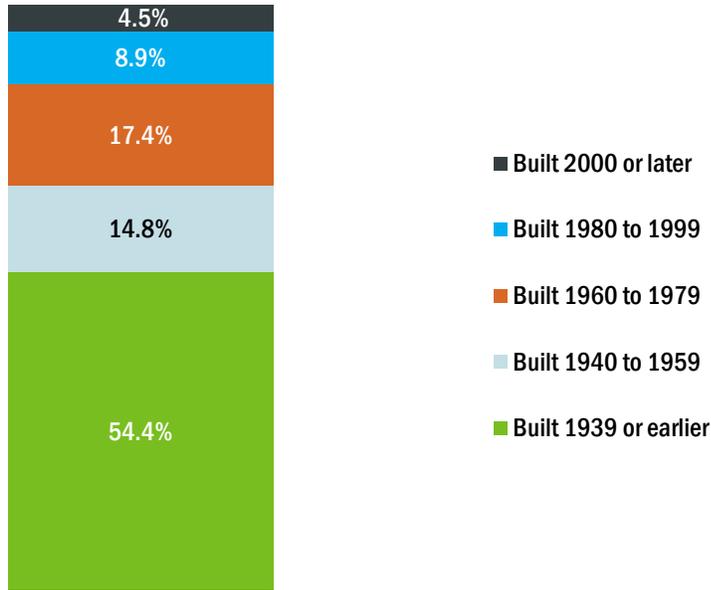
**Takeaway for DRI:** The need for smaller housing units will increase in the future as household sizes decrease. Smaller units are aligned with the type of units found in the DRI Boundary which supports the need to build or renovate smaller units.



**Birkett Landing in Downtown Penn Yan successfully rented 13 upscale apartments that cater to smaller households in a former mill building on the Keuka Outlet.**

Age of Housing Stock

Within the Village, more than two thirds of the housing stock was built in 1959 or earlier.



Source: American Community Survey 2013-2017 Estimates

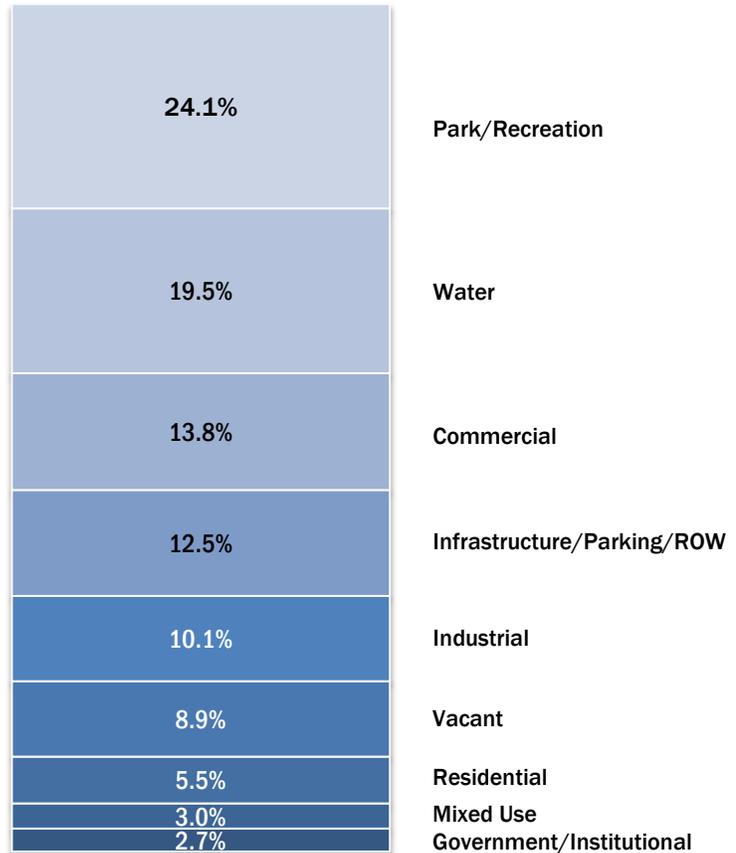
**Takeaway for DRI:** Programs to improve housing in the DRI, must include a component to rehabilitate older homes. While building new units may be an opportunity to meet an increased demand for housing the existing older housing stock is the base housing supply for the Village.

**PHYSICAL AND REGULATORY CHARACTERISTICS**

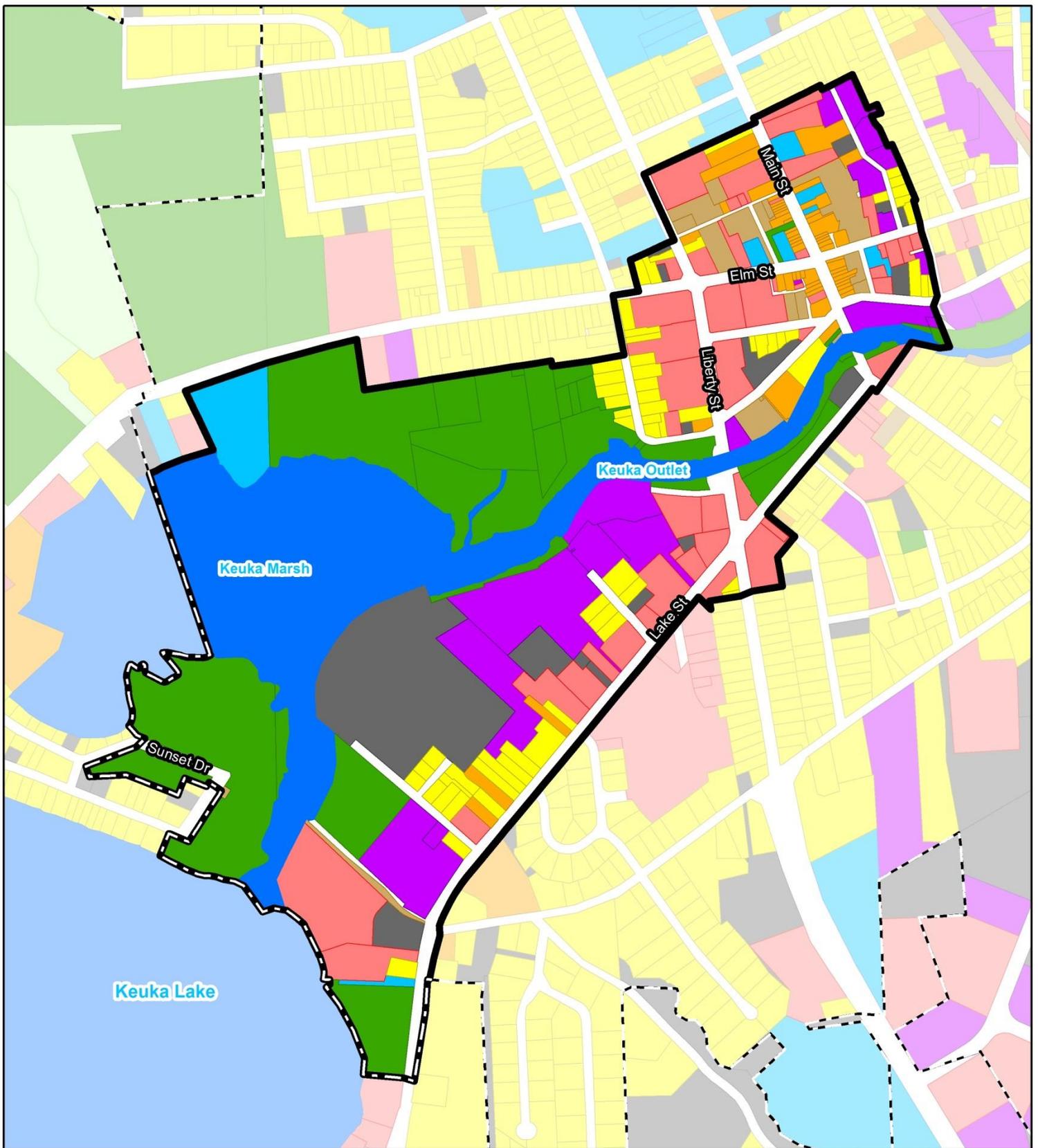
The character and economy of Downtown Penn Yan is defined by its physical and regulatory characteristics including land use, zoning, transportation, natural resources and historic resources. Opportunities and constraints of the characteristics will also provide a framework for developing feasible DRI projects.

**Land Use**

Parks, commercial uses, and industrial/warehouse uses dominate the land portions of the DRI Boundary (Figure 3). Together, these land uses account for nearly 60 percent of the land uses within the land portions of the DRI. Many of the parks are located along the Keuka Marsh and Outlet. Commercial and mixed use properties are clustered within the downtown and along Lake Street and include a variety of small scale independently owned shops and restaurants, chain retail stores and restaurants, and office space. Healthy and affordable food can be purchased from two grocery stores located within the DRI Boundary – Tops and Aldi. Industrial uses line portions of the Keuka Outlet. The Keuka Marsh and Outlet account for nearly 20 percent of the total DRI area.



Source: Yates County Real Property Services



**Legend**

-  DRI Boundary
-  Village Boundary

**Land Use**

-  Park / Recreation
-  Residential
-  Mixed Use
-  Commercial
-  Government / Institutional
-  Industrial / Warehouse
-  Infrastructure / Parking
-  Vacant Land
-  Water



0 400 800 Feet

**Figure 3. Land Use**



**Downtown Penn Yan includes a mix of commercial, institutional, industrial and residential uses in the historic mixed use core.**

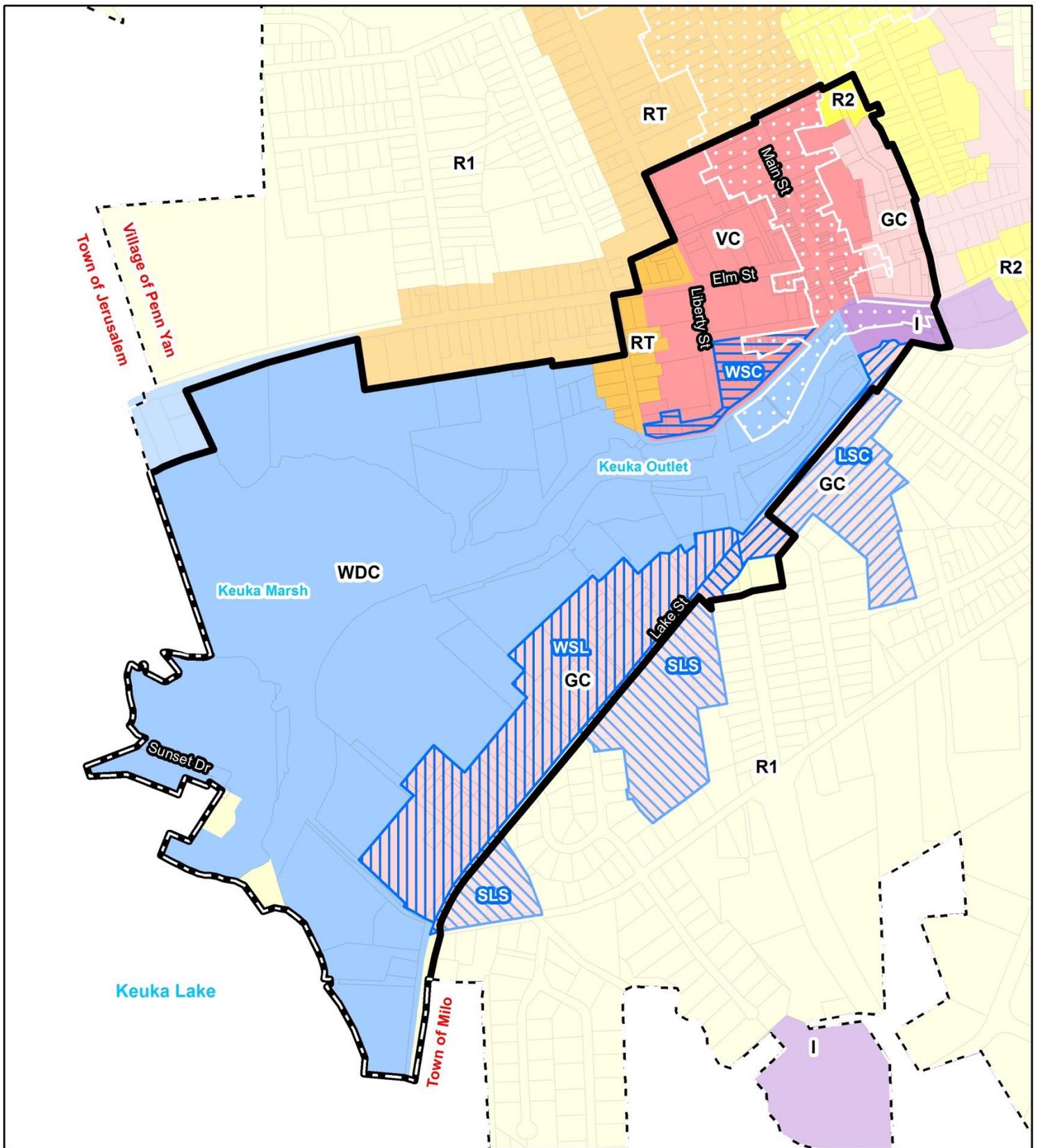
Photo Credit: LaBella Associates

**Existing Zoning**

The core of the downtown is primarily zoned Village Center (VC). Areas along Lake Street, south and west of the historic core, are primarily zoned General Commercial (GC). Waterfront Development and Conservation (WDC) zones regulate areas along the Keuka Marsh and Outlet for appropriate development (Figure 4). A mix of multi-family residential, community, industrial, and commercial uses are allowed in the VC and GC zones. The WDC zone allows a mix of residential, community, and limited commercial uses. All three zoning districts permit upper story residential uses. Combined, these three zones account for more than 94 percent of the DRI Boundary.

While the VC and GC zones do not have Design Guidelines, all proposals in the WDC zone are subject to Design Guidelines for pedestrian pathways, lighting, utilities, buffering, parking, landscaping, and architectural review.

In addition to the traditional zoning districts, the DRI Boundary includes portions of four overlay districts including the Water Street Corridor Overlay District (WSC), the Lake Street Corridor Overlay District (LSC), the Waterfront Side of Lake Street Overlay District (WSL) and the South Side of Lake Street Overlay District (SLS) (Figure 4). The WSC and LSC Overlay Districts set design standards, setbacks, and provisions for exterior features. The WSL and SLS set provisions for exterior features. A Local Historic Preservation District requires review of exterior changes to buildings located within this district by the local Historic Preservation Commission.



**Legend**

- DRI Boundary
- Village Boundary
- Properties

**Approx. Zoning Districts**

- R1 - Single-Family Residential
- R2 - General Residential
- RT - Residential Transition
- GC - General Commercial
- VC - Village Center
- I - Industrial
- WDC - Waterfront Dev. & Conservation

**Approx. Overlay Districts**

- WSC - Water Street Corridor
- LSC - Lake Street Corridor
- WSL - Waterfront Side of Lake St.
- SLS - South Side of Lake Street
- Local Historic Preservation District (White)



0 400 800 Feet

**Figure 4. Zoning**

## Transportation Systems

Downtown Penn Yan is served by a comprehensive vehicular transportation system. Routes 14A, 54, and 54A all pass through and serve the downtown. According to the New York State Department of Transportation Urban Functional Classification System, these three Routes are considered minor arterials. Portions of Lake Street between East Main Street and Brown Street and portions of East Elm Street east of Main Street are classified as major collectors.

Annual Average Daily Traffic (AADT) counts for the State Routes and major roadways vary with the highest counts of between 9,000 to 11,000 on Route 14A between Elm Street and North Avenue. State Route 54 also has moderate traffic counts of 5,000 to 7,000 cars daily. Additional transportation systems in the downtown (Figure 5) include a comprehensive public transit system through Yates Transit Service's (YTS) Bus Service. Public transit connections are vitally important to the County's lower income, senior, and/or disabled residents that do not have access to automobiles.

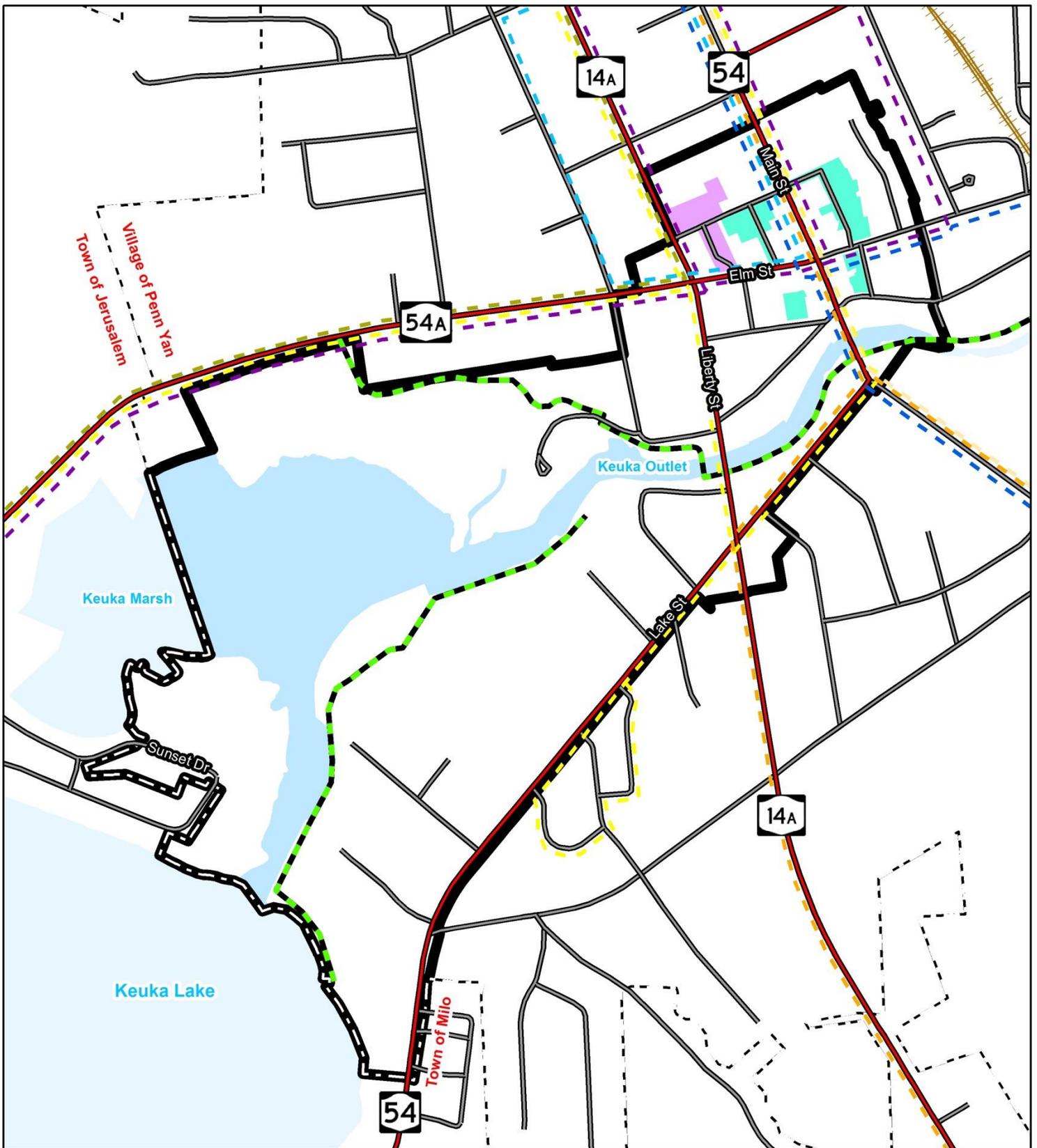
On-street parking is available on several of the downtown streets. Approximately 3.5 acres of public parking lots complement and augment the downtown parking supply.

The downtown also includes a robust multi-modal system that includes a pedestrian network and growing multi-use trail network. Sidewalks are available on at least one, if not both, sides of all streets in downtown.

A strategy to expand the well-established multi-modal transportation network to increase links downtown to residential neighborhoods, parks, and other transportation networks should be a priority for Penn Yan's DRI.



The large Mennonite and Amish populations in Yates County use Downtown Penn Yan streets for daily errands and shopping.



**Legend**

- DRI Boundary
- Village Boundary

**Roadways**

- State Route
- Local Road

**Parking Lots**

- Village Parking Lots
- Private Parking Lots

**Railroads**

- Railroad

**Multi-Use Trails**

- Keuka Outlet Trail

**Yates Transit Service - Bus Routes**

- Route 1: PY-Dundee
- Route 1A: PY-Dundee
- Route 3: PY-Rushville
- Route 3L: Keuka College-PY
- Route 6A: Penn Yan
- Route 6B: Penn Yan
- Route 6C: Penn Yan



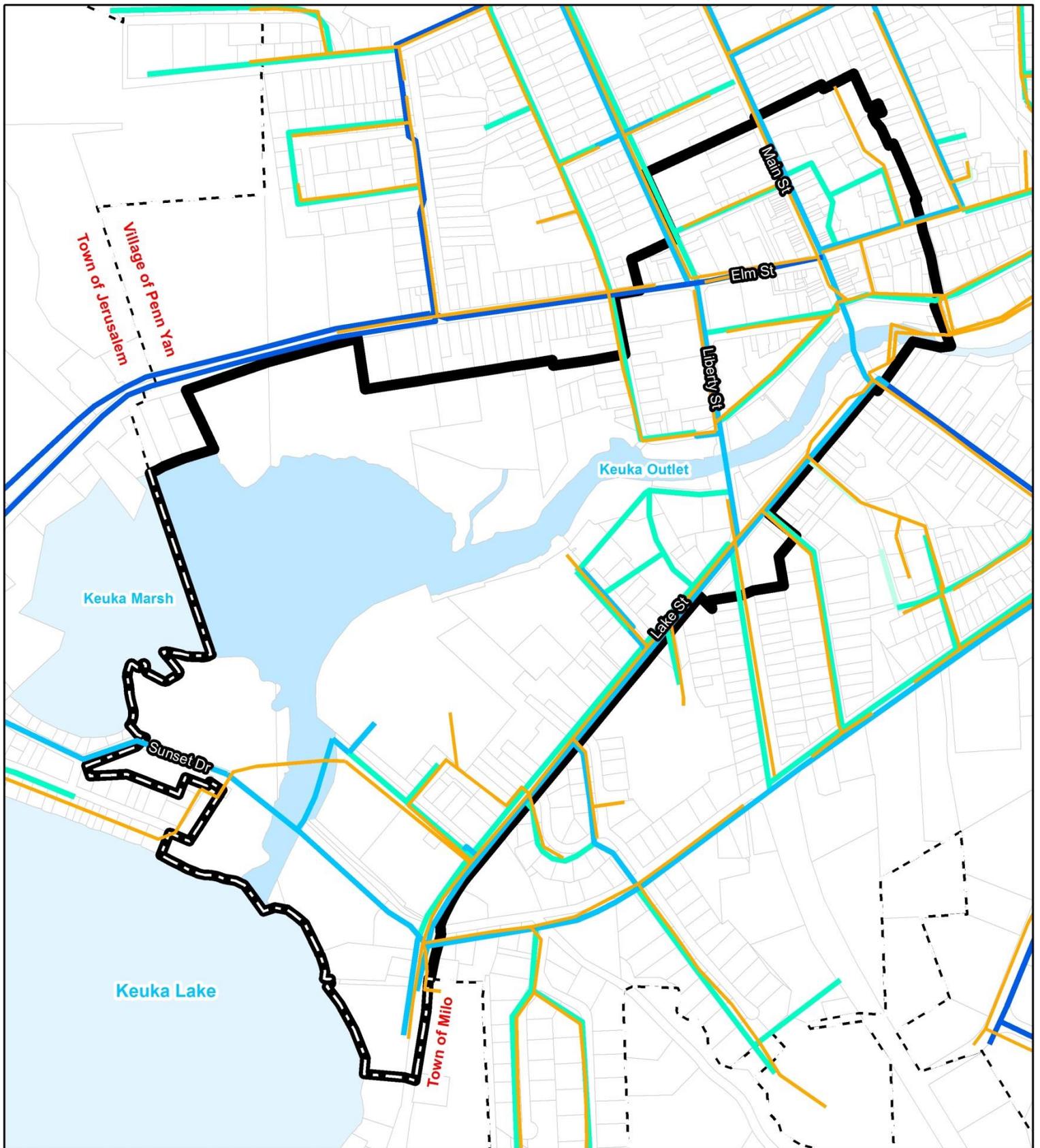
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**Figure 5. Transportation Systems**

### Infrastructure and Utility Systems

The downtown is served by a comprehensive network of public infrastructure (Figure 6) that can support redevelopment. Infrastructure systems available in the DRI Boundary include:

- **Water:** Public water supply is available within the downtown and accessible to all the downtown properties. Large, 8- to 16-inch diameter water distribution lines are available along many of the major roadways. Most other streets, with the exception of a few, are served by 4- to 6-inch diameter lines.
- **Sanitary Sewer:** Public sanitary sewer lines are also available throughout the downtown and accessible to all the downtown properties.
- **Storm Sewer:** A separate public storm sewer system is also available throughout the downtown but has not been mapped to date. However, City staff confirms that there are no drainage issues within the DRI Boundary.
- **Electric:** The downtown is well served by a low cost Village electric system. The Village purchases their allotment of low cost hydro-power from the New York Power Authority (NYPA). Any additional power needs above and beyond the NYPA allotment is purchased through the open market via a coalition composed of other municipal providers. Village customers pay less than if they were New York State Electric and Gas (NYSEG) customers and the low cost power can be used as part of a comprehensive strategy to attract new residents and businesses.
- **Telecommunications:** Empire Access currently offers high-speed fiber internet throughout most of the DRI Boundary. Spectrum and Verizon also provide phone, internet and cable TV services throughout the downtown.
- **Natural Gas:** Areas within the DRI Boundary are served by NYSEG natural gas services.



**Legend**

-  DRI Boundary
-  Village Boundary
-  Property Boundaries

**Potable Water Lines\***

-  1-2" Water Lines
-  4-6" Water Lines
-  8-10" Water Lines
-  12-16" Water Lines

**Sanitary Sewer Lines\***

-  Sanitary Sewer Lines

Note: \* Utility locations are approximate.

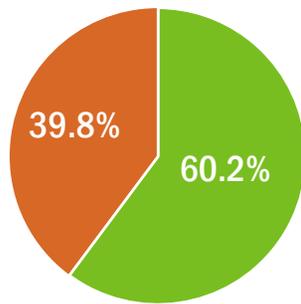


**Figure 6. Utilities**

Property Ownership

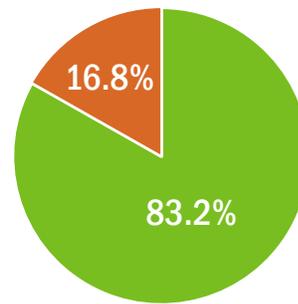
Roughly 60 percent of the land in the DRI Boundary (100 acres) is owned by private individuals or organizations as is shown in Figure 7. Forty-two parcels which total more than 66 acres within the DRI Boundary are publicly owned. The vast majority of public ownership is accounted for by the Village of Penn Yan.

DRI Property Ownership  
By Acres



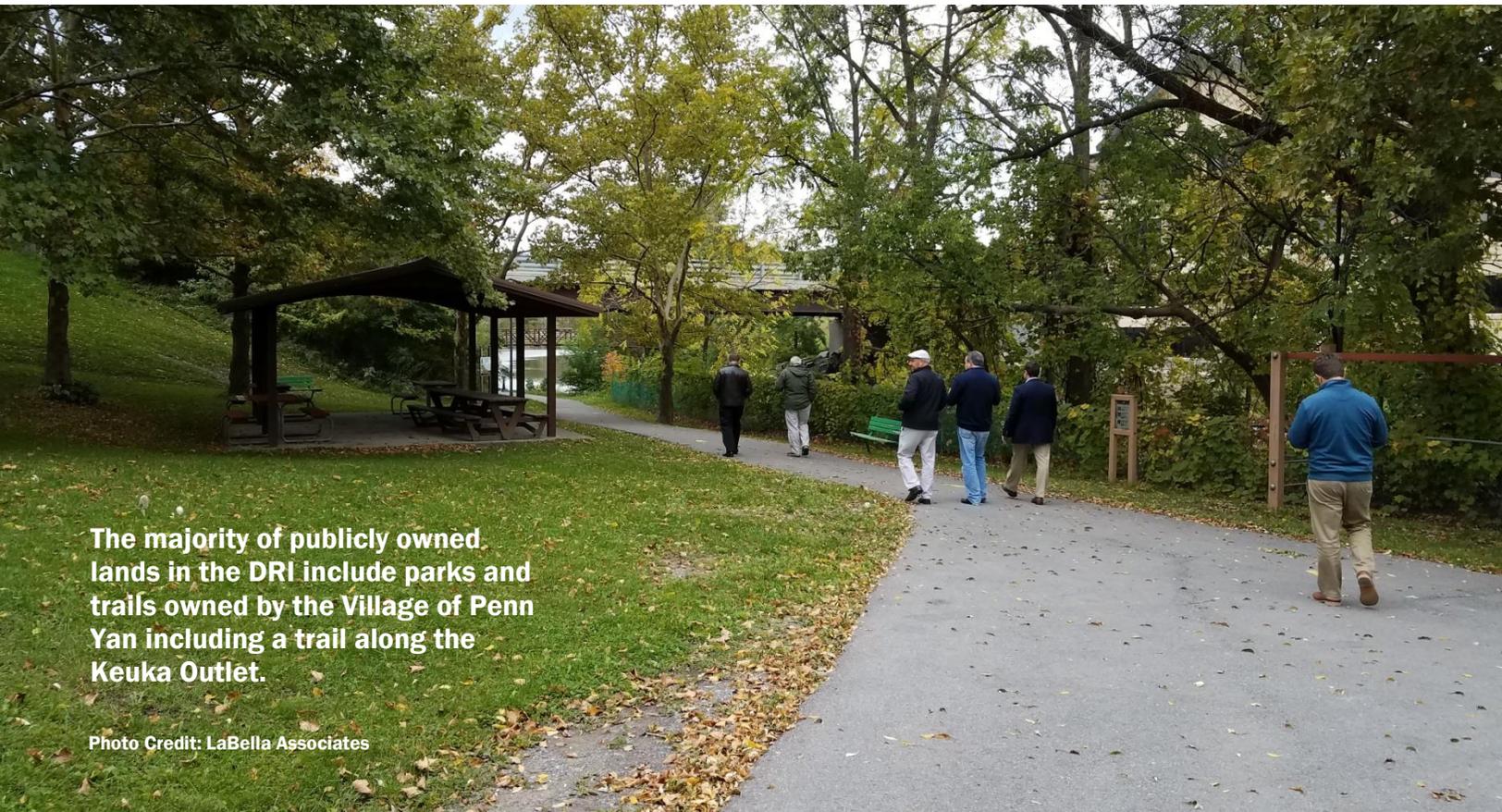
■ Private ■ Public

DRI Property Ownership  
By Parcels



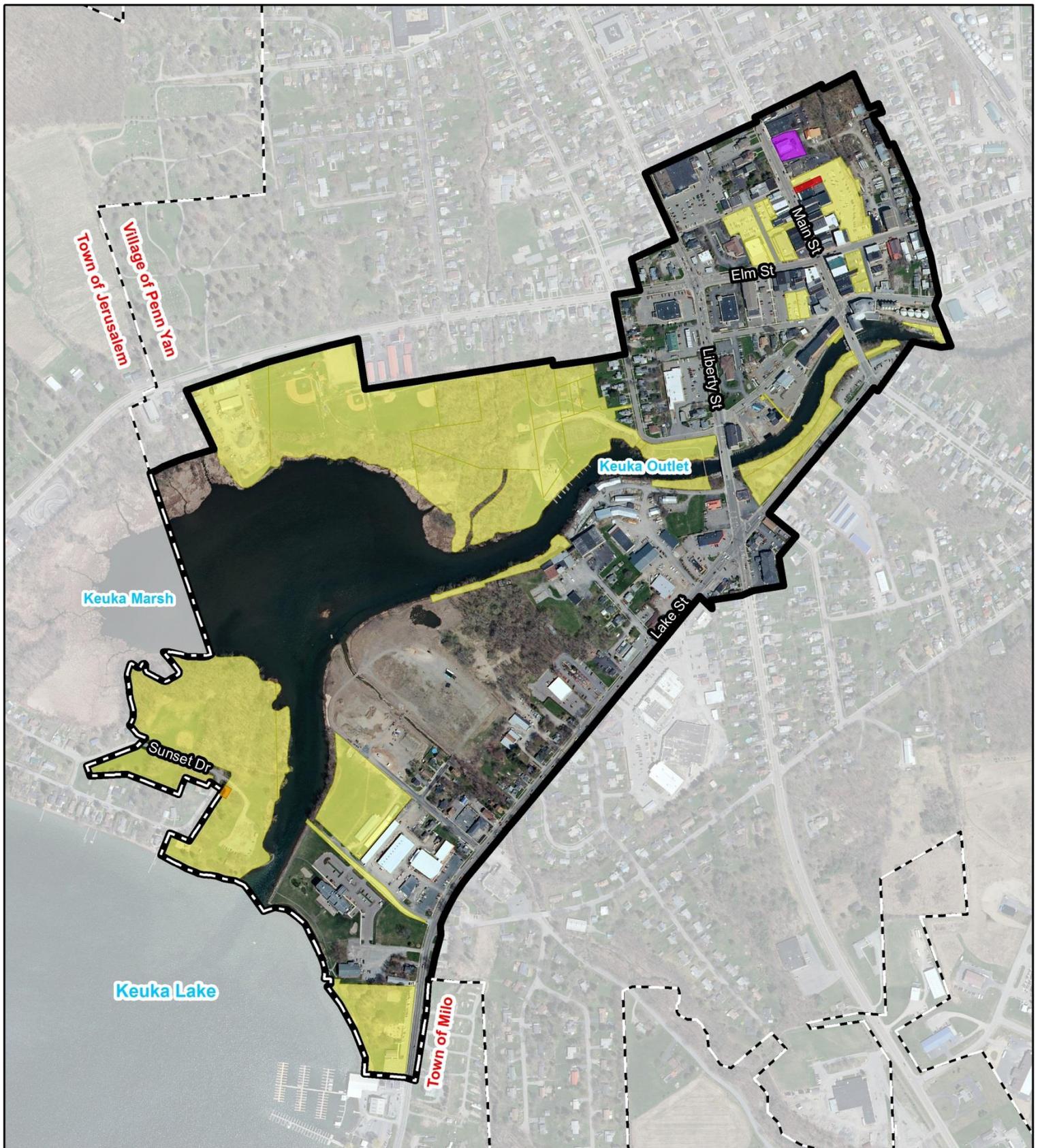
■ Private ■ Public

Source: Yates County Real Property Services



The majority of publicly owned lands in the DRI include parks and trails owned by the Village of Penn Yan including a trail along the Keuka Outlet.

Photo Credit: LaBella Associates



**Legend**

-  DRI Boundary
-  Village Boundary

**Public Property**

-  Village of Penn Yan
-  Town of Jerusalem
-  Town of Milo
-  United States



0 400 800 Feet

**Figure 7. Public Ownership**

### Natural Resources

An abundance of natural resources are located within the DRI Boundary (Figures 8 and 9). Many of these resources benefit the community, increase property values, and improve the area's quality of life; however, they can also create constraints on future development. The DRI aims to protect, enhance, and leverage these natural resources as part of its revitalization strategy.

### Water-Based Resources

---

The Village of Penn Yan and the DRI Boundary are located at the north end of the east branch of Keuka Lake – one of the major New York Finger Lakes (Figure 8). Water flows northward from the Keuka Lake into the Keuka Marsh. It then travels eastward along the Keuka Outlet (formerly known as the Crooked Lake Canal) through the heart of downtown Penn Yan and ultimately to Seneca Lake.

Keuka Lake attracts nearly 1 million people annually to enjoy its many recreational opportunities, spectacular aesthetic views, and numerous wineries. It is also the sole source of public water for the greater Penn Yan Region.

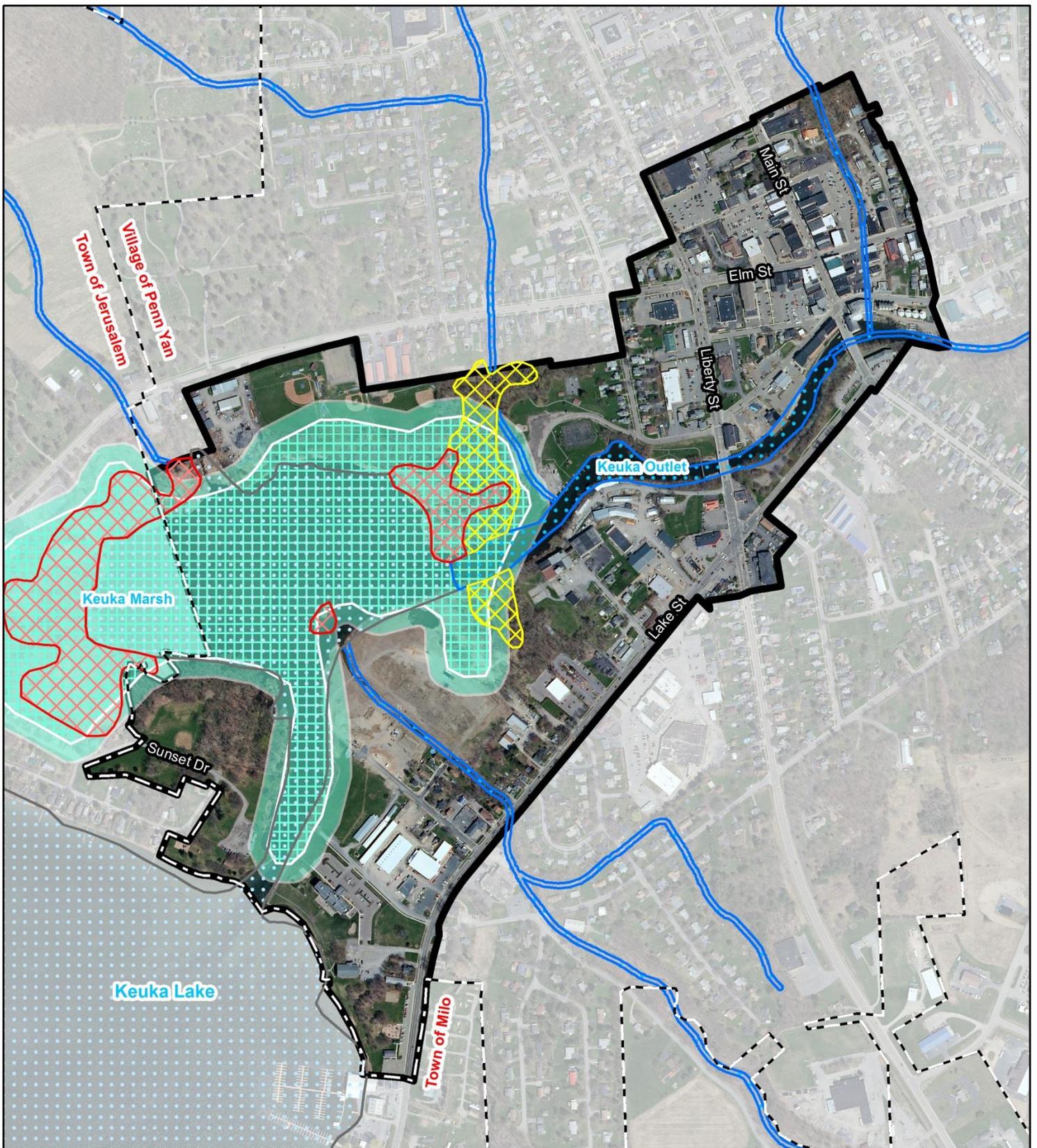
The Keuka Outlet, which includes the Keuka Marsh, is a shallow waterbody that bisects the DRI Boundary from southwest to northeast. Both the outlet and marsh provide opportunities for man-powered boating, fishing, bird watching, and generally observing nature. Additional trail and observation access to the Keuka Marsh would benefit the public while protecting the natural resource.

In addition, the Keuka Outlet (historically known as the Crooked Lake Canal) is of great historical significance to the Village of Penn Yan. The Crooked Lake Canal provided barge access between Keuka Lake and Seneca Lake which ultimately connected to the Erie Canal system. The Crooked Lake Canal served numerous mills located along its banks, including Birkett Mills which still exists within the DRI Boundary. A strategy to promote the historic and cultural importance of the Outlet in the region's development and identity should be a priority for Penn Yan's DRI.

Areas of the Keuka Lake adjacent to the DRI Boundary, as well as the Keuka Marsh and Keuka Outlet have all experienced a build-up of sedimentation. The waterbodies are generally deep enough for recreational canoeing and kayaking but not for large boats. Future projects should focus on dredging out the mouth of the Lake and the Outlet. In the meantime, DRI projects should work on creating/enhancing continuous, safe, and accessible trail connections to the Downtown and increasing docking opportunities.



**Keuka Lake, a Finger Lake, is a significant natural and recreational resource at the southern end of the DRI Boundary. The Lake attracts more than 1 million visitors annually and provides water to the Village.**



**Legend**

- DRI Boundary
- Village Boundary
- State Classification**
- Classified Waterbody
- State Wetland
- Protected Adjacent Wetland Buffer

**Federal Classification**

- Freshwater Emergent Wetland
- Freshwater Forested/Shrub Wetland
- Lake
- Riverine



0 400 800 Feet

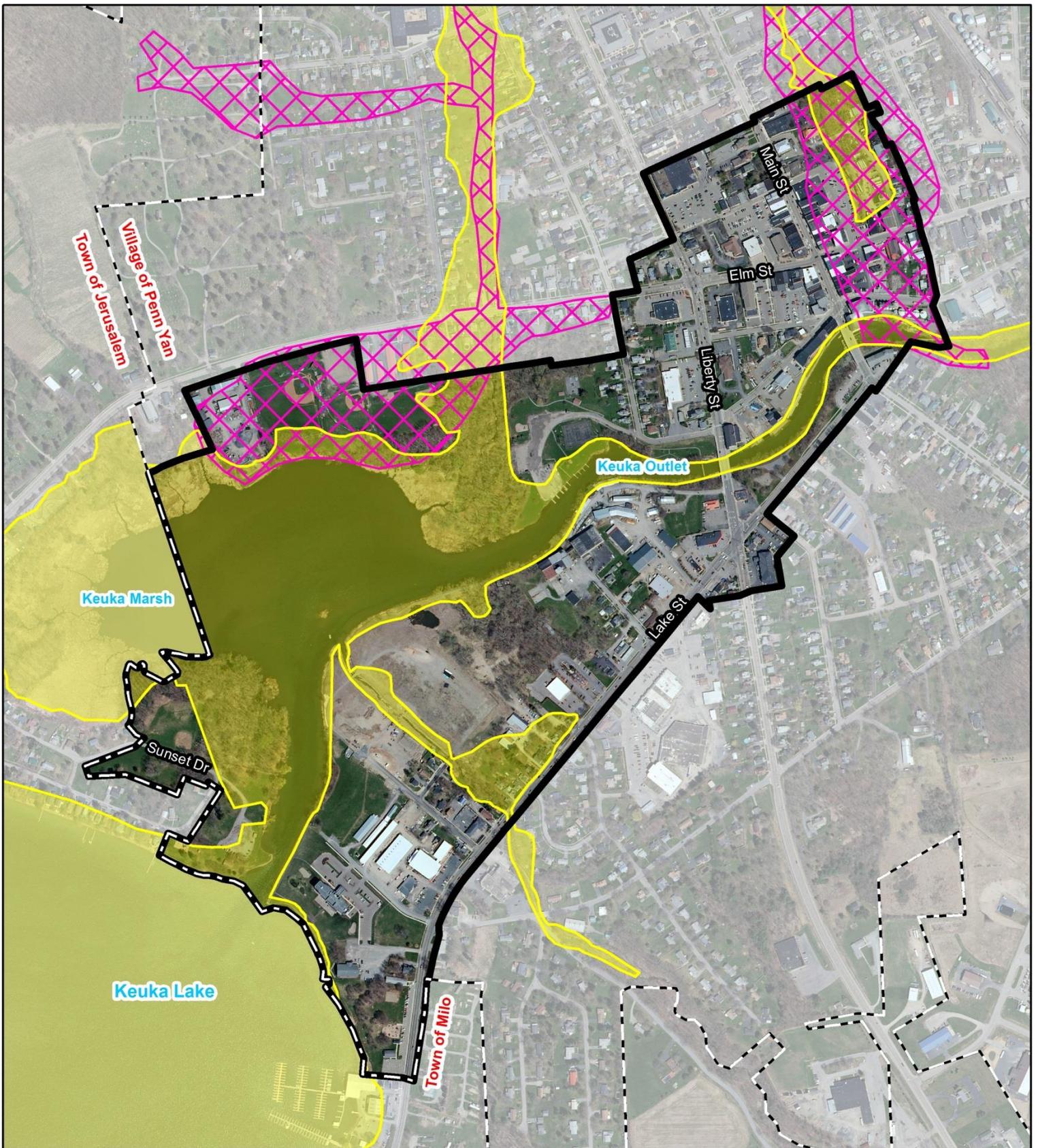
**Figure 8. Waterbodies and Wetlands**

## Flood Areas

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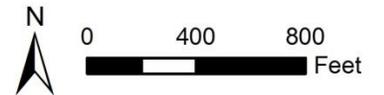
According to the 1981 Federal Insurance Rate Map (FIRM) for the Village of Penn Yan, numerous areas within, adjacent to, and in some instances extending out from the Keuka Lake, Keuka Marsh, Keuka Outlet, Sucker Brook, Jacobs Brook, and the southern un-named tributary to the Keuka Marsh are all located within the 100-year flood zone (Figure 9). Expanding outwards from those areas are small sections of the Village located within the 500-year flood zone. Flood areas designated by the Federal Emergency Management Agency (FEMA) present potential constraints on development within the DRI Boundary.

The Village experienced a severe flash flood in the Spring of 2014 that damaged structures and infrastructure. Particularly hard hit were areas within the downtown along Jacobs Brook, east of Main Street. Many nearby buildings and businesses were flooded. The Owls Nest, a community center on Seneca Street, collapsed. The public parking lot along Basin Avenue caved in damaging numerous cars. A tractor trailer parked at a trucking facility was flipped over. Sidewalks collapsed, roads washed out, and electric and natural gas infrastructure was damaged. Consequently, Governor Cuomo declared a State of Emergency for the Village which provided grants for homeowners and businesses. After several years, all of the damage was repaired, except the Owls Nest building was not reconstructed.



**Legend**

-  DRI Boundary
-  Village Boundary
-  Approx. 100-Year Flood Zone
-  Approx. Areas Flooded During 2014 Flood



**Figure 9. Approx. Flood Zones and 2014 Flood Areas**

## Parks, Recreation and Historic Resources

Numerous parks, recreational opportunities, and historic resources are located within the DRI Boundary (Figure 10) and provide numerous benefits to the community. The density and accessibility of parks, recreation and natural resources is significant and helps to define the character of Downtown Penn Yan. Leveraging these incredible assets should be a primary goal for the DRI.

### Parks and Recreational Resources

---

Parks and recreational land is the largest land use within the DRI Boundary (Figure 10). The Keuka Marsh and Outlet, which provide numerous recreational opportunities as well, are the second largest land use. Combined, parks, recreational land, and the water areas account for nearly 44 percent of the DRI Boundary. Village-owned parks located within the DRI Boundary include:

**Red Jacket Park:** Located on the eastern bank of Keuka Lake, this gateway regional park includes a beach, bathhouse, playground and enclosed pavilion

**Fireman's Field:** Located on the eastern bank of the Keuka Outlet, this park is largely open green space used by the Penn Yan Fire Department for training and for local sports practices. An on-site pavilion is used for festivals.

**Indian Pines Park:** Located at the mouth of the Keuka Outlet, this gateway regional park includes a beach, bathhouse, playground, pavilion, informal boat launch, and softball field.

**Elm Street Sports Complex:** Located along Elm Street and the Keuka Marsh, this regional sports complex is home to the Penn Yan Little League, offering two baseball fields, one multi-purpose field, a playground, two concession stands, restrooms, pavilion, parking lot, and western terminus of the Keuka Outlet Trail.

**Penn Yan Boat Launch:** Located along the northern bank of the Keuka Outlet at the end of Water Street, this regional boat launch includes a boat launch, playground, pavilion, skate park, three tennis courts, bathhouse, and parking lot as well as connections to the Keuka Outlet Trail.

**Lake Street Park:** Located between the Keuka Outlet and Lake Street from Liberty Street to Main Street, this neighborhood park includes a playground, pavilion, grills, benches, and parking lot as well as a connection to the Keuka Outlet Trail.

A major recreational resource within the DRI Boundary is the Keuka Outlet Trail. The Keuka Outlet Trail is an asphalt multi-use trail that allows for walking, cycling, snowshoeing, and cross country skiing. Recreational opportunities at and along the Keuka Marsh and Keuka Outlet include canoeing, kayaking, fishing, bird watching, and passive enjoyment of the natural beauty of the waterbodies.

## Historic Resources

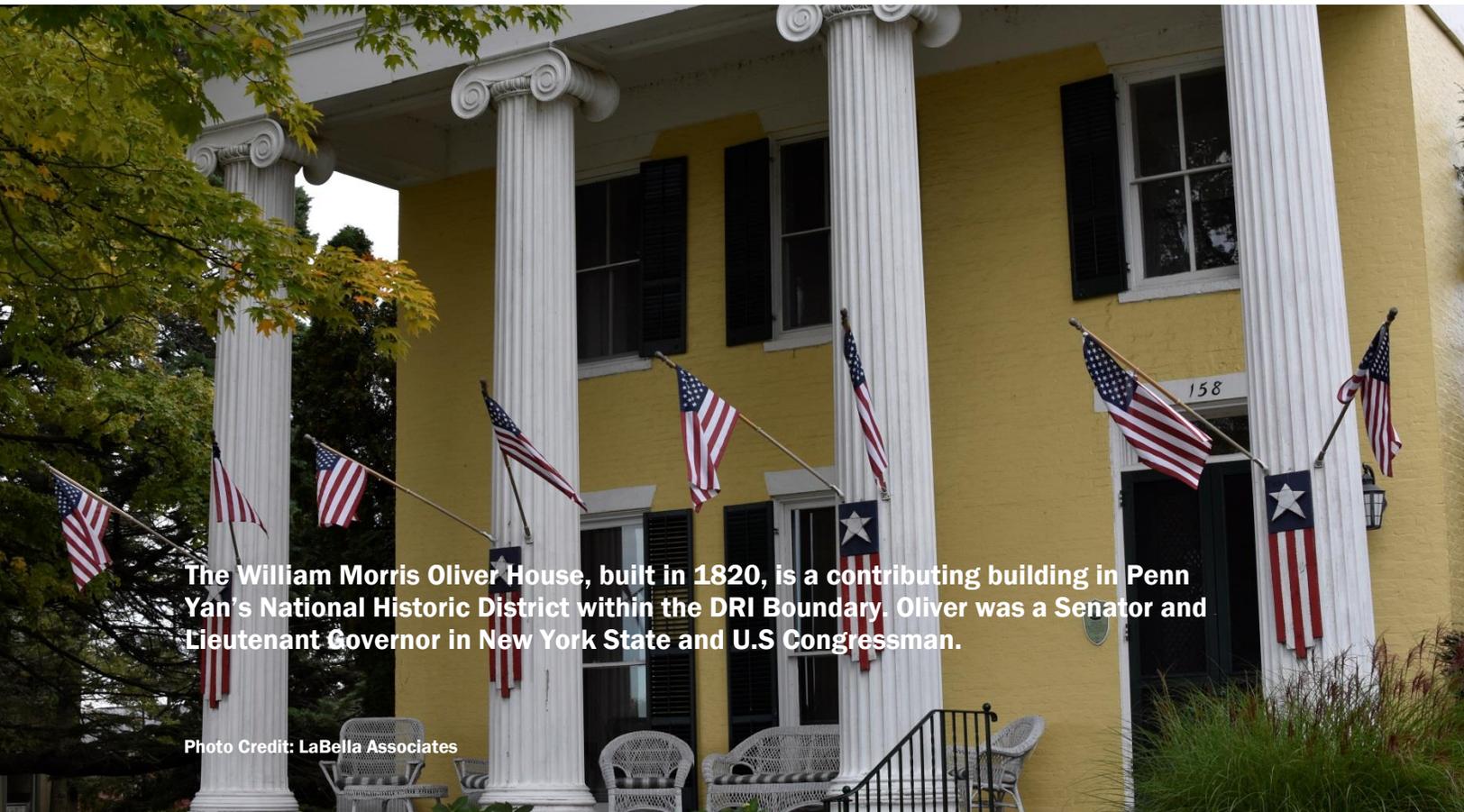
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There are many historic and cultural resources within the DRI Boundary (Figure 10). According to the New York State Historic Preservation Office (SHPO), the entire downtown is within an archeologically sensitive area. This is largely due to its location on and along the Keuka Lake and Keuka Outlet.

The DRI Boundary includes portions of two National Register Historic Districts and two individually listed National Register Historic Sites. The first district, known as the *Penn Yan Historic District*, was designated in 1990 and generally includes buildings along Main Street north of the Keuka Outlet. The second district, known as the *Crooked Lake Outlet Historic District*, was designated in 1995 and generally includes lands adjacent to the Keuka Outlet (historically known as the Crooked Lake Canal) east of Main Street. The two individually listed National Register Historic Sites include the *Sampson Theatre* and the *US Post Office*.

The DRI Boundary also includes portions of a locally designated *Local Historic Preservation District* which applies to 15.6 acres of the downtown along Main, Water, Seneca, and Wagener Streets. Any exterior changes to buildings located within this district, including ordinary maintenance, must be reviewed and approved by the local Historic Preservation Commission. Both the local and national historic districts overlap but are not perfectly coterminous.

With the wealth of downtown historic resources, preserving and promoting historic buildings and sites that will improve aesthetics downtown and attract visitors should be key strategies for the DRI.



**The William Morris Oliver House, built in 1820, is a contributing building in Penn Yan's National Historic District within the DRI Boundary. Oliver was a Senator and Lieutenant Governor in New York State and U.S Congressman.**



**Legend**

-  DRI Boundary
-  Village Boundary

**Parks & Recreation**

-  Parks / Recreation
-  Keuka Outlet Trail

**Historic Resources**

-  National Register Historic Place/District
-  Local Historic Preservation District



**Figure 10. Parks, Recreation, and Historic Resources**

ARTS, CULTURAL, AND LOCAL FOOD RESOURCES

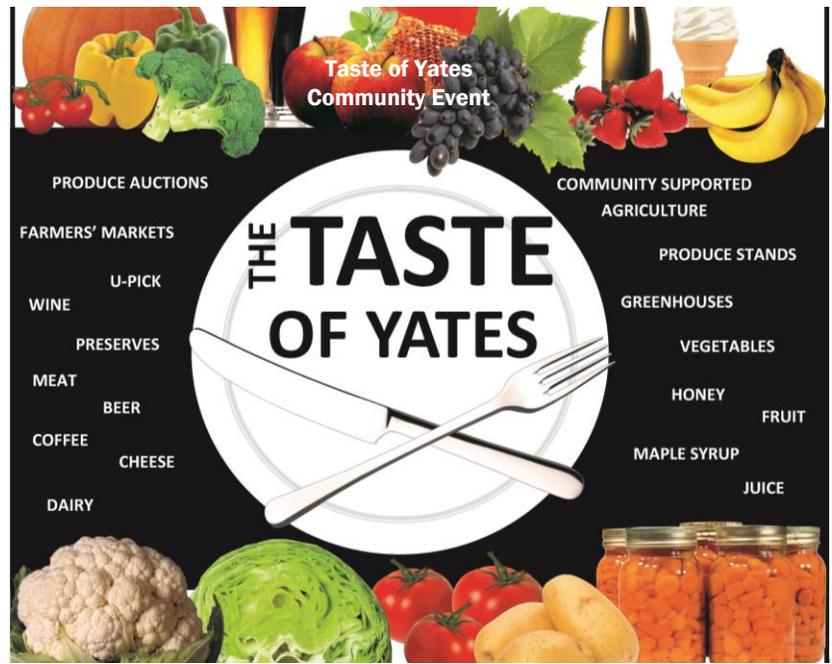
Penn Yan and Yates County are blessed by a disproportionate share of arts, culture, and food assets when compared to other areas of similar size in upstate New York. More than 100 breweries, wineries and cideries are located in and around Penn Yan and act as a significant tourist draw. Proof of the county’s agricultural bounty is reinforced by a six percent growth in the number of farms and a 32 percent growth in the value of farm products sold between 2007 and 2012 (the latest data available). Penn Yan hosts a downtown public market where local farmers can sell their agricultural products and the Yates County Chamber of Commerce along with Cornell Cooperative Extension hold an annual Taste of Yates event to showcase local products.

Local arts are also celebrated downtown. The Arts Center of Yates County is a critical anchor that attracts residents, visitors and seasonal residents to downtown for cultural activities. Similarly, the Penn Yan Theatre Company is a local non-profit organization that provides community theatre for the Penn Yan area. One of the theatre group’s main projects is to revive the vacant Sampson Theatre into a regional theatre.

As the arts, culture and local food resources play an important part in Penn Yan’s identity, leveraging and promoting those resources should be one of the goals for the DRI.



Sampson Theatre  
Proposed DRI Project



## ANCHOR INSTITUTIONS

Several county-wide anchor institutions are located in the DRI Boundary including:

- **Village Hall:** The Village's primary administrative offices are housed in the modern Village Hall at 111 Elm Street in the center of downtown. The building houses all administrative functions including the Village clerk and treasurer, elected and appointed boards, Village justice court, code enforcement, Municipal Utility Board, and other municipal functions. Also located here is the Village Police Department. The department provides full-time police and public safety protection to the Village of Penn Yan residents. Next door to the Village Hall complex, the Village Fire Department is located at 125 Elm Street. The Fire Department is an all-volunteer corps of 70 firefighters that was founded in 1835.
- **Milly's Pantry:** Milly's is a local institution in the center of downtown at 19-23 Main Street established as a non-profit corporation with the mission of helping local children. The Back to School Program supplies 900 backpacks annually to local children and the Weekend Backpack program feeds more than 500 children annually. Funds are generated by the Pinwheel Market that offers local food products and the Café Next Door. A community kitchen on the second floor is open to the public to support food entrepreneurs.

**Milly's Pantry**



Photo Credit: LaBella Associates

**Village Hall**



Photo Credit: LaBella Associates

- **Arts Center of Yates County:** The Arts Center of Yates County (ACYC) is located in the historic Baldwin's Bank Building at 127 Main Street where it offers exhibits by local, regional and international artists in its Flick Gallery, arts and crafts instruction for adults and children, events and fundraisers and a retail shop housed in the bank's vault. The Center is also home to the Penn Yan Art Guild and Palm-of-the-Hand Memoir Writers Group. The Center strives to enrich the quality of life of Finger Lakes residents, artists, and visitors by providing opportunities for involvement in the arts. The center has an executive director and a volunteer board and volunteer staff who operate the downtown center and ACYC at Sunny Point in Dundee.
- **The Birkett Mills:** A discussion of anchor institutions in downtown Penn Yan would not be complete without mention of The Birkett Mills. The business was established and has been in continual operation by founders of Penn Yan since 1797 and moved into its present 1 East Main Street mill and headquarters in 1824. Birkett mills wheat for its signature pancake mix and produces numerous products under its own and other brands including buckwheat groats, kasha, cream of buckwheat, wheat germ, wheat bran and several flours. Many of its products are gluten free, kosher, and/or certified organic.



The Village of Penn Yan is home to a number of the largest employers within Yates County, with over half of the top 20 employers located in Penn Yan and 42 percent of all employment within the County. The major employers, all within one mile of the DRI boundary, include Soldiers and Sailors Hospital (578 employees), Penn Yan Central Schools (400 employees), Yates County Government (246 employees), Finger Lakes Community Health (210 employees) and ARC of Yates (200 employees).

## PAST PLANNING EFFORTS

Recent reports prepared for the Village of Penn Yan and its regional partners included recommendations that are relevant for the Downtown Revitalization Initiative. A summary and key relevant recommendations of each follows.

### Finger Lakes Regional Economic Development Council Strategic Plan (2011)

In 2011 Governor Cuomo and the State of New York established 10 regional economic development councils throughout New York State to encourage strategic regional long term growth. The Councils are made up of a combination of public and private individuals that were charged with developing a Strategic Plan for job creation and community development. In addition, the Council awards millions of dollars in grants and financing on an annual basis.

The Village of Penn Yan is part of the Finger Lakes Regional Economic Development Council (FLREDC) that includes the nine counties surrounding the City of Rochester.



### Key Relevant Recommendations

- **Strengthen and expand the region's network of incubation and grow the number of entrepreneurs**
- **Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation**
- **Increase access to affordable housing and mixed income units**
- **Improve access to credit for revitalization and investment**
- **Support the agricultural and food processing industry**

Village of Penn Yan 2016 Comprehensive Plan (March 2017)

The Village of Penn Yan was awarded a \$40,000 Incentive Proposal grant from the Empire State Development Corp. to complete the 2016 Comprehensive Plan. The plan was an update to the Village’s 2000 Comprehensive Plan and was adopted in March 2017. The plan includes a Vision and Policy Framework, future land use plan and development strategy and a number of priority tasks including a bicycle and pedestrian plan; circulation, access and parking study; low-cost electric incentive; countywide housing strategy; and community programming.



Key community foundations and community enrichment policies related to downtown development as well as other relevant findings from the plan are summarized below.

**Key Relevant Policy**

**Investing in our downtown to foster a vibrant place that attracts visitors and commerce, while providing increased economic opportunities to residents:**

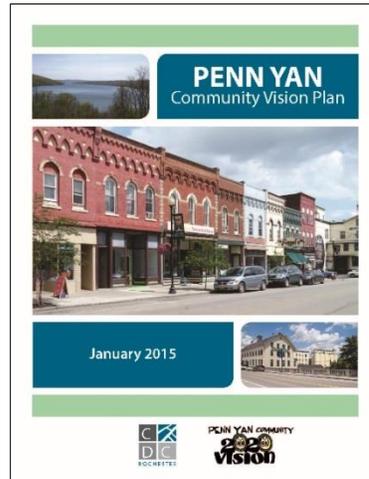
- Implement a downtown revitalization strategy
- Develop a comprehensive branding strategy
- Support the Samson Theater renovation effort.
- Increase the number of locations and accessibility of public docking

**Key Relevant Recommendations**

- A circulation, access and parking study can primarily benefit downtown and the Lake Street corridor
- Implement Vision 2020 Plan recommendations for compact and dense downtown to preserve the character of the CBD
- Update zoning to promote the history and character of downtown Penn Yan
- Create downtown design guideline or standards to preserve the character of the CBD
- Rezone the entire waterfront area – which is included in DRI – Waterfront Development and Conservation (WDC) to spark redevelopment and reinvestment

**Penn Yan Community Vision Plan (January 2015)**

Also known as the Vision 2020 Plan, the Community Vision Plan was the result of a day-long charrette held in November 2012 that was attended by more than 125 people. The ideas and visions expressed during the charrette were focused on seven areas: gateways and wayfinding, waterfront development and connections, the downtown core, housing and mixed use development, newer commercial and community development, preservation—architectural and environmental design guidelines, and transportations and connections. The results of the charrette held wide applicability for downtown throughout its findings, which were distilled by the Community Design Center of Rochester. The themes developed during the charrette reflect the community’s vision for the next 20 to 30 years.



**Community Charrette Guiding Principles**

- **Preserve, cultivate, celebrate historic ambiance: preservation, history, culture, Main Street**
- **Provide, enhance, expand connectivity: gateways, waterfront, parking, region**
- **Demand good design: public realm, design guidelines, signage**
- **Focus on the pedestrian: balance between auto, multi-modal, trails, parks, safety, walkability**
- **Enhance with natural elements: vistas, waterfront, parks, trees, trails**
- **Promote appropriate growth, housing, land use, building use, planning, fighting sprawl**
- **Develop civic pride: Stewardship, property maintenance, partnerships, diversity, and identity**

### Penn Yan Parks + Recreation Master Plan (June 2018)

The 2018 Parks and Recreation Master Plan is a project of Cornell University Design Connect, a program that puts students to work in real-world settings. This project is an update of the 2010 Parks and Recreation Master Plan. It was handled by students in urban and regional planning, architecture and landscape architecture under supervision by academic advisors and Village staff.



The plan follows the 2016 Comprehensive Plan's findings regarding parks and recreation in the village.

The plan includes an inventory of all Village parks and recreation assets as well as scholastic properties, community centers and the trail network.

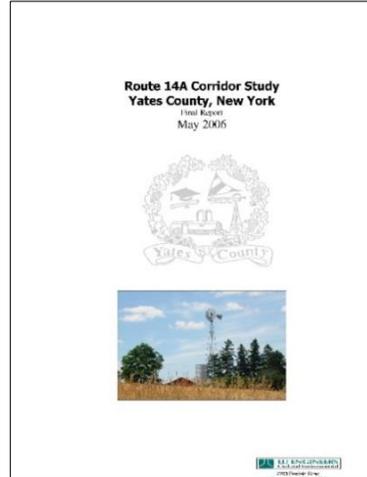
During community meetings, the highest rated projects were to connect Indian Pines Park to the new Hampton Inn; build a boardwalk across the marsh from the sports complex at Elm Street Park to Indian Pines Park; address accessibility issues at Red Jacket Park beach; increase connectivity between the Outlet Trail and downtown; extend the Outlet Trail from Liberty Street south to Red Jacket Park.

#### Key Relevant Recommendations

- Relocate and develop the Keuka Outlet Trail trailhead at Elm Street
- Install wayfinding and interpretive signage on the Keuka Outlet Trail
- Install combination hitching posts/bicycle racks to encourage both forms of alternative transportation
- Landscape and provide seating at the Village boat launch
- Restore the cupola
- Improve accessibility Red Jacket park beach
- In a three-phase approach, construct a pedestrian bridge linking Indian Pines and Red Jacket parks across the outlet, connect the Outlet Trail from the boat launch to Elm Street Park across the marsh and build a pedestrian bridge across the outlet from the boat launch south; and build a boardwalk across the northern edge of the marsh to connect Elm Street and Indian Pines parks

Route 14A Corridor Study Yates County, NY (May 2006)

Route 14A is an important transportation and economic corridor traversing Yates County from north to south and running through downtown Penn Yan. The purpose of the Route 14A study was to assess conditions on the corridor and develop strategies to address needs along the corridor and enhance its contribution to the character and economic development of the communities along the corridor.



The goals of the study were to

- Support the economic vitality of Yates County and the Finger Lakes through sound transportation planning promoting balanced community and economic development;
- Increase safety for motorized and non-motorized uses;
- Protect, enhance, and promote the corridor’s historic and cultural resources;
- Promote corridor-wide and local community planning to balance local land use and development objectives;
- Implement cost and revenue strategies to strengthen the ability of Yates County to implement transportation and infrastructure improvements along the corridor; and
- Protect the natural and scenic resources of the Finger Lakes region.

Within the Village of Penn Yan, 14A is Liberty Street north of Lake Street and Brown Street south of Lake Street and it connects numerous community destinations including the downtown and historic district, recreation destinations, the hospital, myriad businesses, Village and County government facilities and the industrial park. Among the challenges on Liberty Street in downtown are congestion, particularly at Liberty and Elm streets and Liberty and Lake Streets, and shortage of public parking.

**Key Relevant Recommendations**

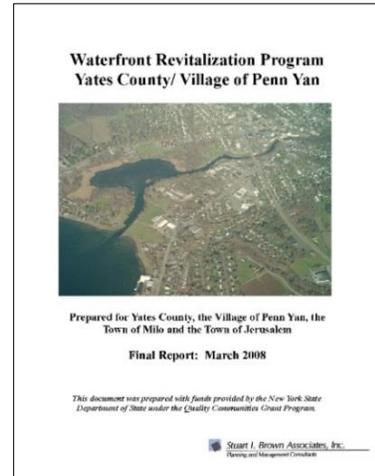
- **Study land use and zoning in the area of Liberty/Brown and Lake Streets to guide rezoning from residential to commercial uses**
- **Complete a pedestrian accessibility study**
- **Study traffic calming and congestion management alternatives for downtown**
- **Monitor condition of bridge over Keuka Outlet**
- **Identify and promote locations for a high-end restaurant, meeting facilities, tourism signage and parking**

### Waterfront Revitalization Strategy for the Keuka Lake Outlet (2008)

The Local Waterfront Revitalization Program (LWRP) is a planning process that results in a strategy adopted by the local community to support the New York State Coastal Management Program. Inclusion in the LWRP makes projects eligible for implementation funding and can be a major source for grants to revitalize waterfront downtowns.

To provide a framework for the alternatives proposed by the plan the following guiding principles were introduced. These included public access to the water, a mixed-use redevelopment of the Penn Yan Marine site strengthened linkages from the water to the downtown and relocation of uses that are not water dependent away from the waterfront. The plan also includes design guidelines to preserve and enhance the waterfront revitalization area.

Although the concept for the marine site has evolved over the years, one concept from the waterfront plan that continues to be local priority is the Keuka Boardwalk Trail, a continuous trail and boardwalk around the perimeter of the Outlet Marsh.



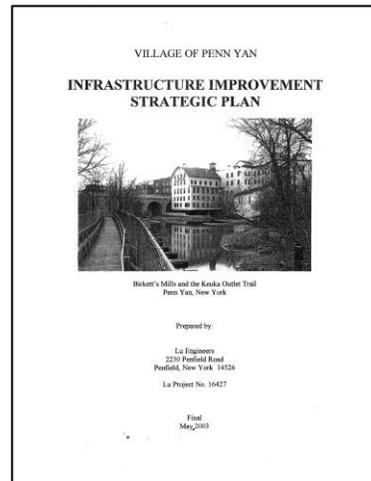
#### Key Relevant Recommendations

- Redevelop the Penn Yan Marine site and neighboring parcels
- Establish tourism attractions including a Finger Lakes boat museum, transient marina and other tourism-oriented developments
- Expand use of Firemen's Field
- Establish a pedestrian and bicycle trail along the southeast side of the Keuka Lake Outlet
- Enhance the outlet trail
- Strengthen linkages to downtown and enhance downtown streetscapes
- Redevelop underused industrial and storage buildings along the waterfront
- Dredge the Outlet channel
- Upgrade parks and infrastructure

### Village of Penn Yan Infrastructure Improvement Strategic Plan (May 2003)

The Village of Penn Yan Infrastructure Improvement Strategy implements a key recommendation from the Village's 2000 Comprehensive Plan to inventory the Village's infrastructure, and to identify specific needs for improvement and potential funding sources including grants and loans.

The study is intended as a baseline analysis for systems that are aging and in need of repair. In some cases no written records of installation and maintenance were found to be extant or were scattered among various Village departments, hence the need for the study. The intent of the study is to allow the Village to methodically and systematically improve and maintain its infrastructure rather than be in a constant mode of crisis response.



While all of the recommendations of the plan with Village-wide significance will ostensibly also benefit downtown, there are three areas that apply superficially to downtown and the DRI area: Transportation, parking and Keuka Outlet and Trail.

#### Key Relevant Recommendations

- Evaluate pavement and drainage conditions in Village parking lots in conjunction with a street pavement evaluation
- Create a maintenance schedule for Village lots
- Establish and maintain a pavement rating system
- Evaluate Route 54 intersections downtown where on-street parking and pedestrian activity impair traffic flow
- Coordinate maintenance and repair of infrastructure and recreation elements in Outlet and Outlet Trail with other stakeholder entities

### Village of Penn Yan Commercial District Streetscape Development Plan (July 1998)

The Village of Penn Yan Commercial District Streetscape Development Plan was a collaboration between the Village Historic Preservation Commission and consultant firm hired to create the plan. The purpose of the plan was develop a strategy to strengthen the historic and commercial fabric of downtown and reinforce downtown as a tourism, business and cultural destination. The plan also focused on linkages between downtown and the Village's neighborhoods.

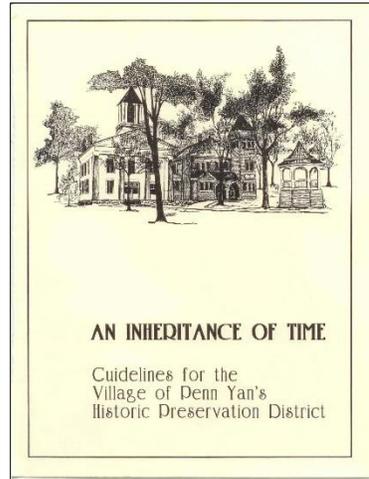
The plan's inventory paid particular attention to the relationship between vehicular and pedestrian traffic, street, sidewalk and parking area conditions, and street amenities such as trees and furniture. The plan's guiding principles are: Simplicity, Connections, Pedestrians, and Tourism. The areas highlighted in the plan are: Improve downtown connections; maintain the downtown's strong "block face" or façade consistency; focus on side streets, entrances and gateways; and improve downtown design and address loitering. The recommendations of the plan are consistent with the NY State Historic Preservation Offices requirements and standards. The cost of the recommended improvements was estimated at \$1.02 million.

#### Key Relevant Recommendations

- Screen parking areas in a historically accurate manner with low walls to strengthen the road edge; improve parking areas with medians and shade trees
- Consider wayfinding signage for parking and gateways
- Install striped pedestrian crossings and pedestrian signage at key downtown locations; define the sidewalk edge with pavers
- Redesign Maiden Lane as a one-way vehicle route to accommodate greater pedestrian volumes
- Install street furniture such as benches, trash receptacles, trees and planters as well as information kiosks, wayfinding elements and restrooms
- Redesign the mini-park to focus its use as a transitional area and discourage loitering

**An Inheritance of Time: Guidelines for the Village of Penn Yan's Historic Preservation District (1993)**

This exhaustive compendium is part historic district inventory, part guide for owners of properties within the historic district, part architectural Penn Yan history and part guide for the appropriate application of standards and design review by Historic Preservation Commission members. While 25 years of technological advances have likely rendered some maintenance, repair and replacement techniques recommended by the *Inheritance* obsolete, the discussions of historic materials, design elements and urban design are topical and helpful.



While the preservation standards have been codified in Chapter 110 of the Village of Penn Yan code, the *Inheritance* provides much richer texture to these standards and context of why they are needed and how they should be applied. The report draws the important relationship that community involvement, zoning, and planning all contribute to the effort of preserving the history and culture of the community through its architecture.

**Historic Preservation Commission Principles**

- **Properties that contribute to the character of the district will be retained intact with their historic features altered as little as possible**
- **And alteration to existing property must be compatible with its historic character and that of the surrounding district**
- **New construction must be compatible with the neighborhood in which it is located**

## LOCAL ORGANIZATIONAL CAPACITY

The Village of Penn Yan is a close-knit community that prides itself in maximizing its resources to achieve its community and economic development goals. The Village and its partners have recently implemented more than \$12 million in public projects which demonstrates the strength of the Village's organizational capacity to complete large projects. In addition, the Village of Penn Yan has completed a Comprehensive Plan, Downtown Vision Plan and Parks and Recreation Plan in the last three years which provides further evidence of the Village's capacity to manage community projects.

One of the Village's key partners is the Finger Lakes Economic Development Center (FLEDC). The FLEDC is the only economic development agency in Yates County and supports and staffs the Yates County IDA, Finger Lakes Horizon Development Corporation and the Yates County Capital Resource Corporation. Currently the FLEDC is working with the Village by administering a New York Main Street grant in Downtown Penn Yan. The FLEDC has also assisted the Village on other grant applications and financing opportunities.

Another key organization that assists with community and economic development projects in the Village is the Yates County Chamber of Commerce. Not only does the Chamber represent many businesses and organizations in the Village, but it also promotes them on their website and with collateral such as brochures. The Chamber is especially helpful with tourism as it is a major contributor to the Yates County economy and provides downtown with customers and activity.

A key reason the Village has had success in implementing projects is its competent staff and leadership. The Village office not only includes the Mayor, but it also includes a Clerk- Treasurer, Deputy Clerk Treasurer and other support staff that have helped with multiple projects implemented in the Village. In addition, the Department of Public Works Director has been a pro-active supporter of public and private development projects in the Village.

Available staff that are anticipated to assist with implementation of public and building fund projects include:

- Village:
  - Mayor
  - Deputy Mayor
  - Public Works Director
  - Treasurer and Assistant Treasurer
  
- Finger Lakes Economic Development Center:
  - CEO
  - Economic Development Specialist

## RECENT, ONGOING AND PLANNED PROJECTS

For a small community in a small County, the Village and its partners have been very active and effective in implementing a variety of projects. As noted in the DRI application submitted by the Village more than \$13 million of private investment has been completed recently with more than \$25 million currently in progress, all within the DRI Boundary including:

- **Water Street Redevelopment:** Development of 13 loft style apartments in former mill buildings along the Keuka Lake Outlet totaling more than \$10 million of investment, as well as a new wine store, have completely changed the appearance and vitality of a once severely underutilized area. The projects have been completed recently.
- **Microtel Inn & Suites:** This recently completed 77 unit hotel, on Elm Street across the street from Village Hall, provides tourists with Downtown lodging opportunities along the Keuka Outlet on a former brownfield property.
- **Keuka Outlet Trail:** The Village recently installed one of two pedestrian bridges across the outlet as part of a Transportation Alternatives Program (TAP) grant. The second one will be installed this spring. Both will provide pedestrian and bicycle access to Downtown and Keuka Lake.



**A recently installed pedestrian bridge across the Keuka Outlet provides access to Downtown Penn Yan for residents and visitors.**

- **Hampton Inn & Suites:** In 2016 this 72 unit hotel opened on the northern shore of Keuka Lake in the Village within the DRI Boundary. The roughly \$10 million investment also includes conference space and a ground floor dining area which serves both tourists and business persons.
- **Downtown Building Renovation Program:** The Finger Lakes Horizon Economic Development Corporation was a recipient of a \$300,000 New York Main Street program that will assist multiple buildings in the downtown with interior and exterior renovations. The project is anticipated to be completed in December 2019.
- **Restore NY Funding:** The Finger Lakes Economic Development Center received \$500,000 in funding to restore the Opera House and Belknap historic buildings in the downtown core.
- **Public Investments:** As noted above, more than \$12 million has been reinvested into infrastructure, trails, bridges, parks and parking downtown over the last 5 years.

All of these projects will complement the proposed DRI projects and the DRI projects will help to continue the momentum created by these recently completed and ongoing projects.

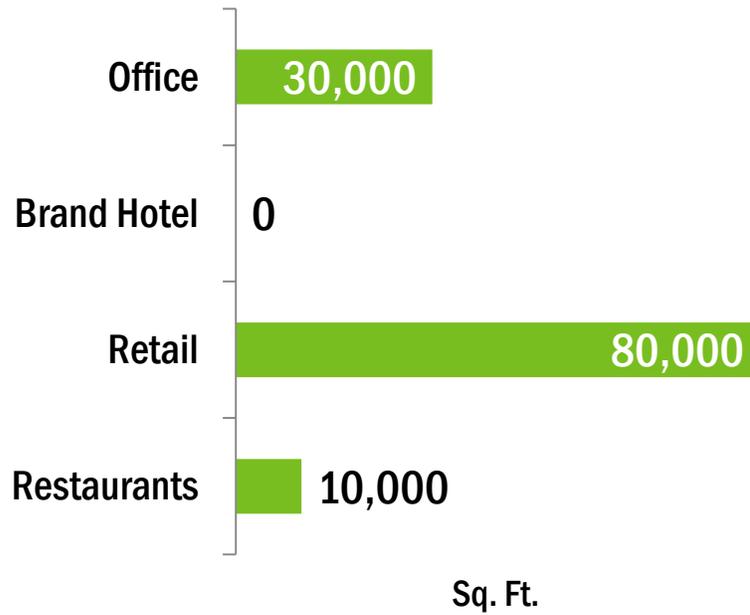
## ECONOMIC AND MARKET ANALYSIS

Penn Yan is the economic center in a largely rural County. Although it is part of the Finger Lakes economy, many residents commute to the Southern Tier for jobs. Penn Yan is also unique because its economy also relies on tourism and the population that resides in second homes around Keuka Lake.

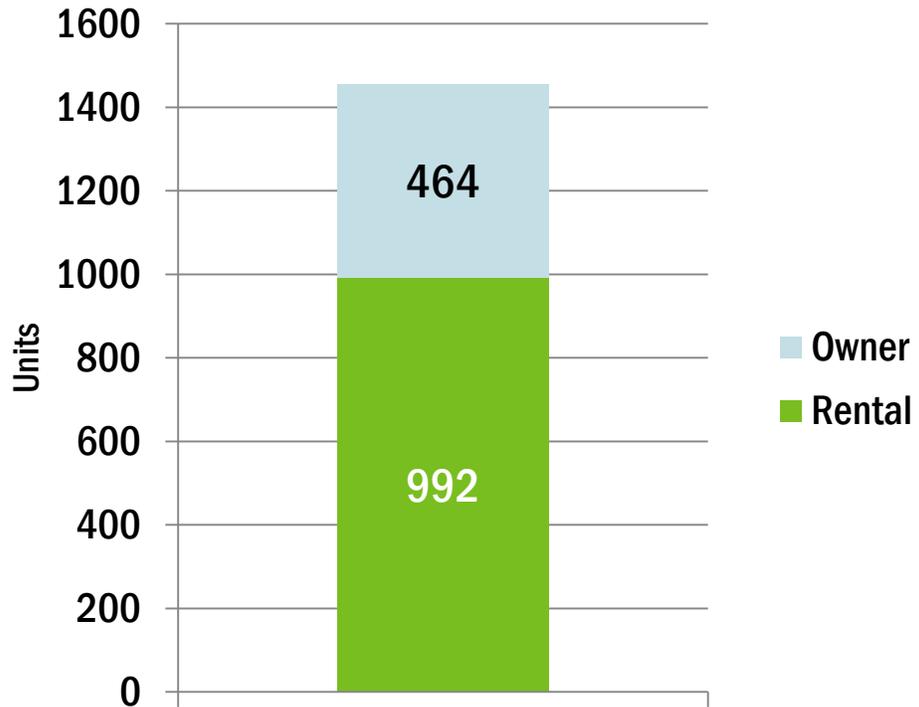
Keys findings from an Economic and Market Analysis prepared for the DRI include:

- Yates County's **unemployment rate has stabilized at roughly 4.5 percent** following several years of decreasing dramatically.
- **The number of businesses in Yates County has grown by 10.5 percent since 2000** compared to the 13.6 percent growth in the Rochester Metropolitan Statistical Area (MSA).
- **Professional and Business Services, Health Care and Social Assistance, and Accommodation and Food Services employment in the Finger Lakes Region are expected to grow significantly through 2024.** Manufacturing, Construction, and Government employment in the 14527 ZIP Code are expected to grow significantly through 2027.
- **A projected demand of 30,000 sq. ft. of office space over the next 10 years, with a high end estimate of 47,240 sq. ft. and a low end estimate of 13,075 sq. ft.** The DRI Boundary is best suited for Class A and Class B office space in existing vacancies (as opposed to flex office space).
- **A projected demand of 15,000 sq. ft. of industrial space over the next 10 years, with a high end estimate of 32,400 sq. ft. and a low end estimate of 5,340 sq. ft.** The addition of any industrial space within the DRI Boundary must be small scale, context sensitive, and build on the local and regional heritage.
- **Hotel occupancy rates suggest that additional hotels are not currently justified.** However, a limited number of small scale Bed and Breakfasts might be warranted upon further study.
- There is a **projected demand for 81,334 square feet of retail space over the next 10 years.**
- There is a **projected demand for 9,240 square feet of eating and drinking space over the next 10 years.**
- **Significant demand for housing including 1,456 new and renovated units over the next 20 years in the Yates County market area.**

### Commercial Demand – Next 10 years



### Residential Demand – Next 20 years



**DOWNTOWN REVITALIZATION INITIATIVE VILLAGE OF PENN YAN**

**Yates County Rental Unit Market Demand by Income and Rental Rates – Next 20 years**

HH Income	< \$15k	\$15k to < \$35k	\$35k to < \$50k	\$50k to < \$75k	\$75k to < \$100k	\$100k to < \$150k	\$150k +	Total
Estimated Monthly Rent + Utilities	< \$375	\$375- \$728	\$729- \$1,040	\$1,041- \$1,561	\$1,562- \$2,082	\$2,083- \$3,124	>\$3,124	
Target Rental Units Needed to Meet Projected Demand	384	148	55	188	144	50	23	992

**Yates County Owner Housing Market Demand by Income and Home Value – Next 20 years**

HH Income	< \$15k	\$15k to < \$35k	\$35k to < \$50k	\$50k to < \$75k	\$75k to < \$100k	\$100k to < \$150k	\$150k +	Total
Estimated Affordable Home Value	< \$37,500	\$37,500- \$87,499	\$87,500 - \$124,999	\$125,000- \$187,499	\$187,500- \$249,999	\$250,000- \$374,999	>\$375,000	
Target Owner Units Needed to Meet Projected Demand	76	-	1,099	-	128	116	13	464
Surplus Owner Units	-	1,066	-	71	-	-	23	-



**The proposed Water Street townhomes project in the DRI Boundary is supported by the DRI Housing Market analysis.**



**DOWNTOWN REVITALIZATION INITIATIVE**

# **VILLAGE OF PENN YAN**

**Finger Lakes Regional Economic Development Council**

## **Section II**

**Downtown Vision, Goals & Strategies**

## VISION STATEMENT

The Local Planning Committee (LPC) reviewed the original vision statement included in the Village's Downtown Revitalization Initiative application:

Downtown Penn Yan is the key for future economic prosperity. As the center hub of business and recreational activity, the revitalization of Downtown is the key component of our economic development plan. We believe focusing on leveraging our natural assets, capitalizing on our craft food and beverage industry, using the local art scene as an economic engine and capturing the intellectual capital that lives and vacations here will drive short-term success and insure long term economic health and vitality.

The large majority of LPC members liked the intent of the original vision statement, including its focus on natural assets, craft food and beverage industry, local art scene, and intellectual capital.

However, the LPC felt the original vision statement was too long and they wanted to recognize other key elements such as:

- Affordable housing need in the DRI area;
- A focus on walkability from home to work/entertainment including sidewalks, bike lanes, and trails;
- Need for sufficient parking to accommodate handicap individuals, residents living downtown, and visitors;
- Opportunities for kids and families (residents and visitors) to attract them downtown; and
- Promotion of tourism and activities for the winter months and not just summer.

Based on comments from the LPC, the original DRI application vision statement was revised and agreed upon by the committee:

## **VISION STATEMENT**

### **DOWNTOWN PENN YAN**

The revitalization of Downtown Penn Yan will propel long-term **regional prosperity** and provide **year-round opportunities** for all residents and visitors to enjoy the area's **natural assets, local foods and beverages, arts, and creative economy** in an attractive and accessible destination.

## GOALS AND STRATEGIES

The goals developed for the Penn Yan DRI originate directly from the Vision Statement, the original DRI application and the findings of the Profile & Assessment. The goals and strategies also recognize and incorporate the recommendations and strategies of existing local and regional plans outlined in Section I and summarized below:

- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation (Finger Lakes Regional Economic Development Council Strategic Plan - FLREDC)
- Increase access to affordable housing and mixed income units (FLREDC)
- Invest in the development, promotion, and preservation of cultural, artistic, and historic assets (FLREDC)
- Develop, network, and promote the region's growing wine, culinary, agricultural, and food micro-enterprises (FLREDC)
- Support the Sampson Theater renovation effort (Penn Yan Comp Plan)
- Increase the number of locations and accessibility of public docking (PY Comp Plan)
- Provide, enhance, expand connectivity: gateways, waterfront, parking, region (Penn Yan Vision Plan)
- Demand good design (PY Vision Plan)
- Focus on the pedestrian (PY Vision Plan)
- Promote appropriate growth, housing, land use, building use, planning, fighting sprawl (PY Vision Plan)
- Promote locations for a high-end restaurant (Route 14A Corridor Study)
- Enhance the outlet trail (Waterfront Revitalization Strategy)
- Strengthen linkages to downtown and enhance downtown streetscapes (Waterfront Revitalization Strategy)
- Upgrade parks and infrastructure (Waterfront Revitalization Strategy).

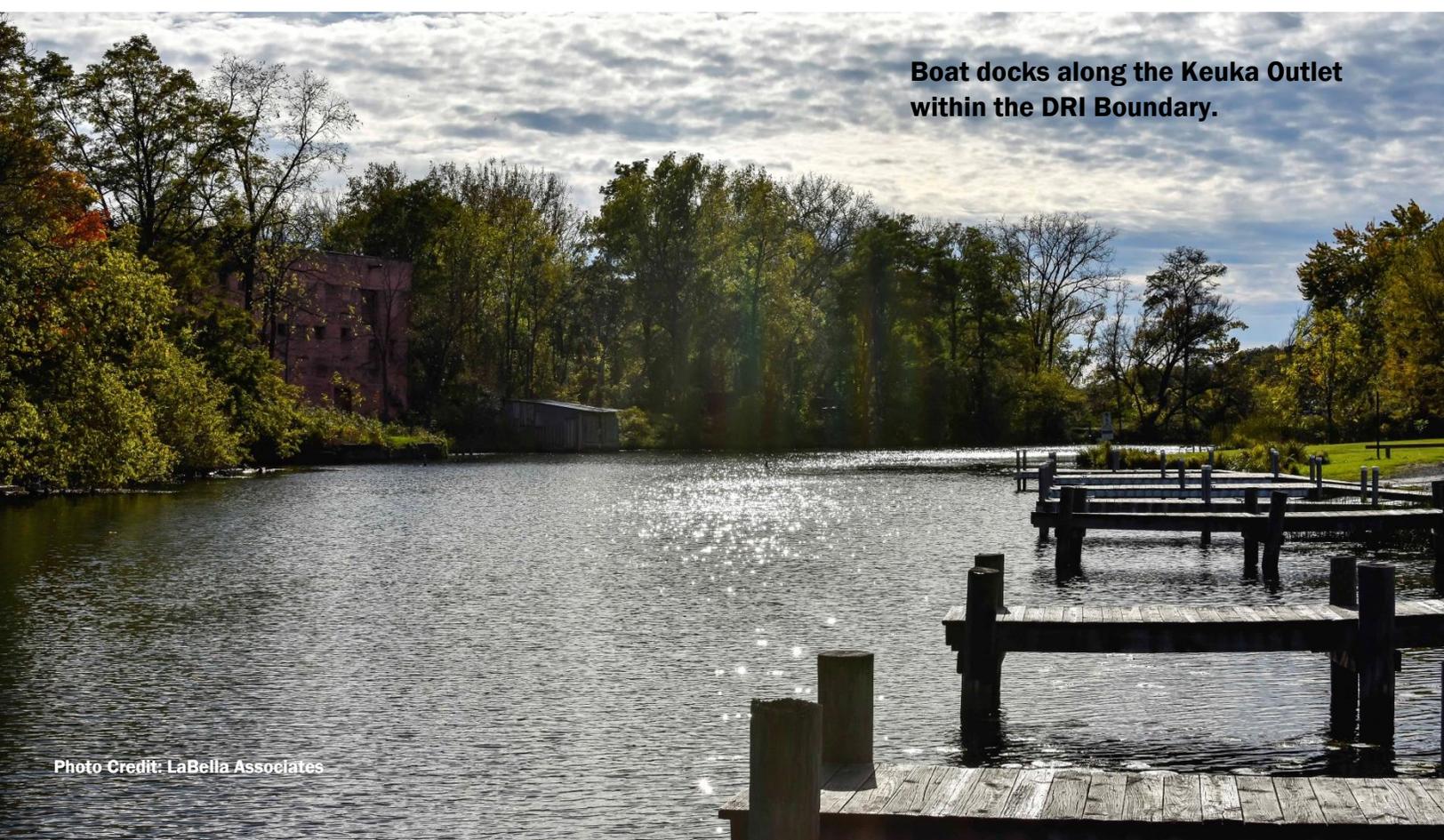
## GOAL 1: LEVERAGE THE AREA'S NATURAL AND HISTORIC ASSETS

Downtown Penn Yan should capitalize on and leverage its unique competitive advantage of proximity to Keuka Lake and the Keuka Lake Outlet complemented by its well preserved National Trust Historic Downtown District.

- Improve **year round access** to the Keuka Outlet, Keuka Lake, and natural habitats
- Provide passive and active **recreational opportunities** on and in the Lake, Outlet and natural habitats
- **Preserve and renovate historic downtown buildings** for a mix of uses based on Village downtown design guidelines
- Promote the historic and cultural **importance of the Outlet** in the region's development and identity

### VISION STATEMENT DOWNTOWN PENN YAN

The revitalization of Downtown Penn Yan will propel long-term regional prosperity and **provide year-round opportunities** for all residents and visitors **to enjoy the area's natural assets**, local foods and beverages, arts, and creative economy in an attractive and accessible destination.



**Boat docks along the Keuka Outlet within the DRI Boundary.**

## GOAL 2: PROMOTE LOCALLY PRODUCED FOODS, BEVERAGES, PRODUCTS, GOODS AND SERVICES DOWNTOWN

Downtown Penn Yan's long-term vitality will be improved by supporting and promoting the bounty of its rich regional agricultural economy.

- Encourage **farm-to-table relationships** among local producers, processors and restaurateurs
- **Celebrate** the variety of **unique artisan foods, craft beverages, seasonal produce**, and other offerings through **downtown festivals, events, and markets**
- **Incubate** local processors and food-related start-ups downtown
- Integrate **agri-tourism** into local tourism promotion

### VISION STATEMENT DOWNTOWN PENN YAN

The revitalization of Downtown Penn Yan will propel **long-term regional prosperity** and provide year-round opportunities for all residents and visitors to enjoy the area's natural assets, **local foods and beverages**, arts, and **creative economy** in an attractive and accessible destination.



Food and beverages at the Amity Coffee shop in Downtown Penn Yan.

### GOAL 3: STIMULATE A VIBRANT YEAR-ROUND DOWNTOWN ARTS AND CULTURE SCENE

Arts in Downtown Penn Yan will help to brand downtown, expand its economic base and improve its quality of life by attracting artists, residents, and visitors.

- Encourage a dense mix of uses and a public realm featuring interactive experiences and **public art**
- Celebrate the diversity of Penn Yan’s residents in **multi-cultural, multi-generational activities**
- Tap the spirit of volunteerism to engage residents and visitors in **life-long learning highlighting local history and culture**
- Provide **spaces and places** where residents and visitors can experience and participate in all forms of art

#### VISION STATEMENT DOWNTOWN PENN YAN

The revitalization of Downtown Penn Yan will propel long-term regional prosperity and provide **year-round opportunities for all residents and visitors to enjoy** the area’s natural assets, local foods and beverages, **arts**, and **creative economy** in an attractive and accessible destination.



Art is part of downtown’s economy and character including the Staving Artist Woodwork retail shop in Downtown Penn Yan.

## GOAL 4: PROVIDE ACCESS AND OPPORTUNITY FOR ALL RESIDENTS TO BE PART OF DOWNTOWN PENN YAN'S REVITALIZATION

Penn Yan's Downtown will be successful by providing opportunities to a broad base of residents and businesses and access for all individuals to participate in its revitalization.

- Stimulate entrepreneurship and focus **economic development opportunities** in the downtown core
- Promote **affordable downtown residential uses** including upper-floor units and live-work spaces for arts or technology entrepreneurs and local residents.
- Offer a **continuous and safe alternative transportation network** that links downtown to neighborhoods and regional attractions for users of all abilities
- Improve **circulation and parking** downtown
- Provide **vertical access** for downtown buildings

### VISION STATEMENT DOWNTOWN PENN YAN

The revitalization of Downtown Penn Yan will propel long-term regional prosperity and provide year-round **opportunities for all residents and visitors** to enjoy the area's natural assets, local foods and beverages, arts, and creative economy in an attractive and **accessible destination**.

**Residents and visitors enjoy a Downtown summer festival.**



DOWNTOWN REVITALIZATION INITIATIVE VILLAGE OF PENN YAN

PROJECT ALIGNMENT WITH GOALS

Project	Description	Natural & Historic	Locally Produced	Arts & Culture	Access & Opportunity
Revive the Sampson Theatre	Substantial rehabilitation of the historic theatre for year round use and construction of a small annex to provide an elevator, restrooms, set shop, etc.	●		●	
The New Knapp on Main	Convert underutilized and vacant space into vibrant mixed-use anchor with 4 commercial spaces and 11 apartments	●	●		●
Restore Struble's Arcade	Convert long-time vacant space into vibrant mixed-use property with 6 commercial spaces and 7 apartments	●	●	●	●
Enhance Parks & Trails	Improvements to parks and trails which would provide better trail access to natural areas and improve park facilities and outdoor performance venues at parks along the Keuka Outlet Trail	●		●	●
Improve Downtown Parking & Circulation	Streetscape enhancements to Water and Wagener Streets, enhancements to the Wagener Street parking lot			●	●
Enhance Maiden Lane & Main Street	Conversion of a portion of Maiden Lane to a pedestrian walkway/event space and enhancements to sections of Main Street			●	●
Construct the Water Street Townhomes	Develop a vacant lot into 18 new, two story, for-sale single family townhome condominiums				●
Rehabilitate the Belknap	Convert long-time vacant space into mixed-use property with 1 commercial space, 2 apartments, and 1 condo	●			●
Renovate the Laurentide Inn	Repurpose the existing carriage house into a micro-brewery and tasting room, renovate ground floor of Inn to create speakeasy lounge, implement site work and convert driveway to a pedestrian walkway	●	●		●
Elevate Milly's Pantry	Install a 4-stop elevator in a new-build small annex to create full building accessibility and modify exterior stairs	●	●	●	●
Repurpose 126 Main Street	Repurpose and renovate vacant second floor office space into two apartments and one vacation rental	●			●
Buildout Birkett Commercial Space	Finish the interior of undeveloped space for an upscale restaurant (install restrooms, infrastructure, and bar)	●	●		●
Buildout the Little Elm Restaurant	Transform a currently empty storefront into an upscale farm-to-table restaurant and cocktail bar		●		
Establish a Building Improvement Fund	A Building Improvement Fund will provide grant funding for applicants to implement interior and exterior building improvements	●			●
Leaven the Village Bakery	Improve underutilized space to house a bakery including finishing the interior and installing plumbing, HVAC, and ADA upgrades	●	●		●



DOWNTOWN REVITALIZATION INITIATIVE

# VILLAGE OF PENN YAN

Finger Lakes Regional Economic Development Council

## Section III

Downtown Management & Implementation  
Strategy

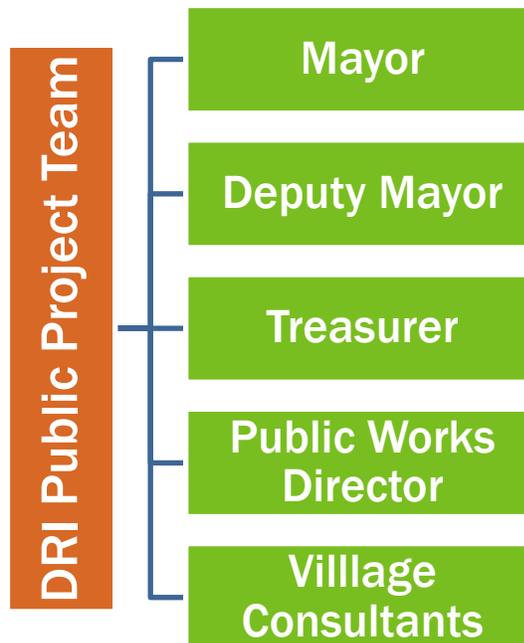
## INTRODUCTION

Implementation of projects selected for DRI funding will be a collaborative effort among the Village, Finger Lakes Economic Development Center and private applicants. The DRI Strategic Investment Plan process provides significant due diligence on each project to ensure they can be implemented, but it is the responsibility of each individual applicant and New York State partner agencies to realize the delivery of DRI projects.

## PUBLIC PROJECTS

A significant amount of the proposed funding for the \$15 million slate of projects is dedicated to public projects. That is partly because of the public and Local Planning Committee support of projects and their alignment with the DRI goals and objectives.

However, another critical component of keeping public projects on the slate of projects is the capacity and ability of the public entities involved in the Downtown Revitalization Initiative. The Village of Penn Yan has the responsibility of implementing the projects for parks, trails, streetscape improvements, and parking. Fortunately the Village staff has successfully implemented more than \$12 million in public improvement projects over the last decade. Staff at the Village work as an effective team and include the Mayor, Deputy Mayor, Treasurer, Assistant Treasurer, and a Public Works Director. All will work cooperatively with any design or construction consultants and relevant state agencies.



## PRIVATE PROJECTS

While private projects will be implemented by applicants working with state agencies assigned to the projects, the Finger Lakes Economic Development Center (FLEDC) will provide assistance to applicants as needed. The Finger Lakes Economic Development Center has extensive experience in assisting local businesses and other organizations with funding through its own programs as well as assisting businesses with state and federal grant funding programs.

Currently the Finger Lakes Economic Development Center is staffed by an Executive Director, Economic Development Specialist and an executive secretary. The FLEDC also may be adding an additional position to assist the agency with a significant backlog of active projects as well as those supported by the DRI.

Most projects, however, will be administered directly by the applicant receiving DRI funds with assistance from the State funding agency responsible for the project. Accordingly the project profiles at the end of the plan outline the capacity of each applicant to implement their project.



DOWNTOWN REVITALIZATION INITIATIVE

# VILLAGE OF PENN YAN

Finger Lakes Regional Economic Development Council

## Section IV

### Public Involvement

A Community Participation Plan was developed to ensure the direction of the Strategic Investment Plan reflected the community's preferences. The plan outlined a comprehensive strategy to involve the community through public and stakeholder engagement. Input obtained through community participation has been used to help develop goals and strategies for the Strategic Investment Plan and provided a framework for the LPC in selecting the slate of projects proposed for DRI funding.

The Community Participation Plan included the following comprehensive approach to community engagement: DRI Local Planning Committee meetings, public survey, public meetings, stakeholder meetings, and media (print, radio, social, online) engagement.

### **DRI LOCAL PLANNING COMMITTEE (LPC)**

The Local Planning Committee (LPC) consisted of 16 members representing a broad cross section of the community including residents, business owners, and local agencies. New York State planners also participated in steering committee meetings. The composition of the members represented both community and economic development interests that guided the direction of the DRI Strategic Investment Plan.

Multiple LPC meetings were conducted to guide the development of the DRI Investment Plan and provide feedback to the DRI consultant team and state planners. All LPC meetings were open to the public and public comments were encouraged at each meeting.

LPC meeting notices and press releases were provided to local media including the Chronicle Express, the Finger Lakes Times, the Lake to Lake Bulletin, the Dundee Observer, WFLR radio station, and WYLF radio station. Meeting notifications and presentations were also posted on the Finger Lakes Economic Development Center website and Yates County Chamber of Commerce website.

Five LPC meetings were held throughout the duration of the project including:

- **November 8, 2018:** Introduction of LPC committee, State partners, and consultant team, overview of New York State's DRI program, review of the Penn Yan DRI application including an overview of initial projects included in the DRI application, presentation of the project schedule, introduction of the initial DRI Vision Statement, discussion on revisions to the Vision Statement and discussion about the Request for Project Information (RFI) and public survey.
- **December 13, 2018:** Review of results from the first public meeting and stakeholder meetings, review and confirmation of the updated Vision Statement, goals and strategies, and summary of potential projects submitted through the Request for Project Information process.

## DOWNTOWN REVITALIZATION INITIATIVE VILLAGE OF PENN YAN

- January 22, 2019: Review of highlights from the public survey and Economic, Market, and Housing Analysis, detailed review of projects submitted through the Request for Project Information process, discussion and selection of the preliminary draft slate of DRI projects.
- February 26, 2019: Review of complete draft Final Project Profiles and consultant due diligence findings. Project applicants also attended the meeting to answer LPC member questions as needed.
- March 13, 2019: Final selection of recommended slate of projects totaling \$15 million that will be included in the Strategic Investment Plan for consideration by the State for DRI Funding.

**Members of the Local Planning Committee (LPC) reviewing projects at the January 22, 2019 meeting.**



Photo Credit: LaBella Associates

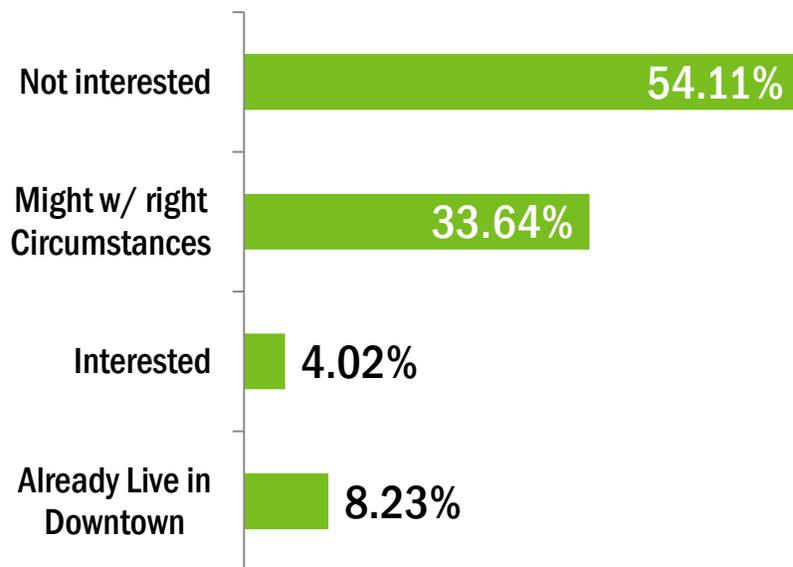
## PUBLIC SURVEY

During November and December of 2018, the Local Planning Committee launched a public survey to determine community preferences and opinions regarding downtown Penn Yan. The survey was available online as well as in hard copy format at the Village Hall. The survey was well publicized and received 558 responses.

Some of the key findings from the survey included:

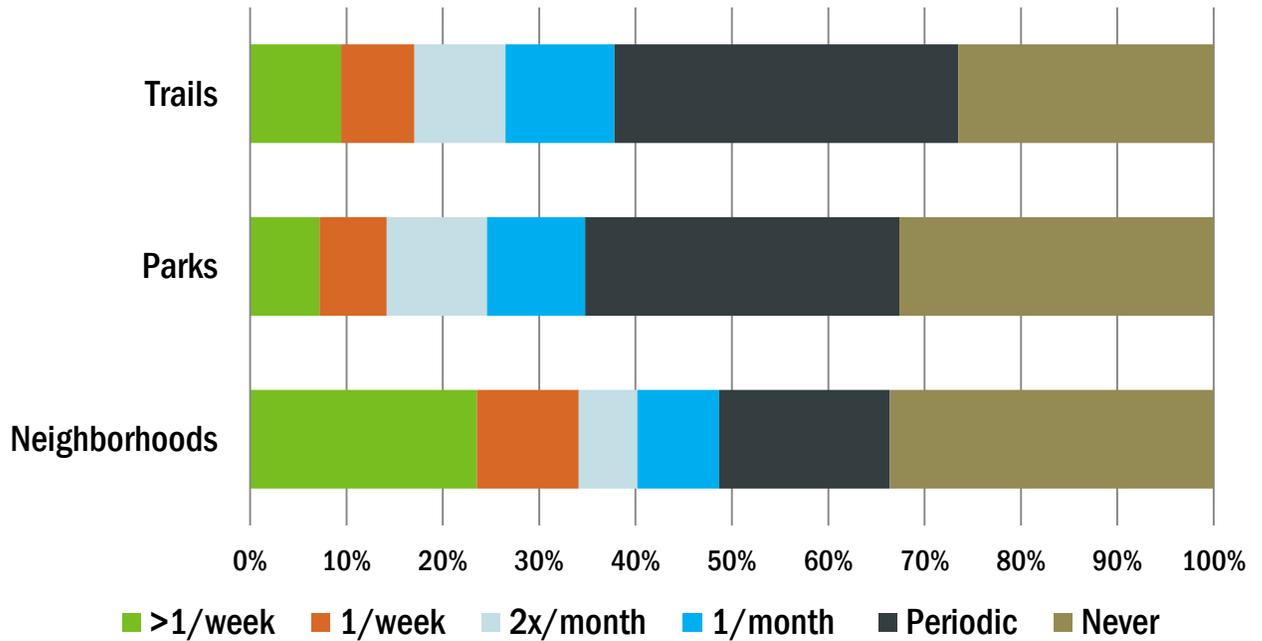
- **Nearly half of the respondents** live downtown, are interested in living downtown, or would be interested in living downtown given the right circumstances.

### Would you be interested in living downtown?



- More than two-thirds of the respondents walk or bike along trails or within parks and neighborhoods.

### How often do you walk or bike in the following areas?



- Respondents would like Penn Yan to imitate the qualities of nearby villages, towns, and cities such as Canandaigua, Hammondsport, Geneva, and Skaneateles, all of which have vibrant, mixed use historic downtowns that engage their waterfronts.

Corning Burlington, VT Victor variety restaurants NY public access lake Ithaca Seneca Falls  
 variety atmosphere walking public food place stores safe lake  
 good restaurants great beautiful community Fairport lots PY  
 Skaneateles close downtown buildings  
 Canandaigua store fronts  
 Hammondsport welcoming Geneva Pittsford  
 restaurants Main Street shops great restaurants park  
 within walking distance area waterfront nice Skaneateles town Saratoga Springs  
 good friendly clean need businesses many Watkins Glen linden street Geneva  
 street well kept activities selection events feel shops restaurants

## PUBLIC MEETINGS

Three public meetings were held to obtain input and engage the community with the Downtown Revitalization Initiative:

- November 27, 2018 Public Workshop: The LPC, with the assistance of the DRI consultant, held a Workshop/Charrette to get input on downtown and to inform participants about the components of the Investment Strategy.

The workshop started with a brief introduction of the DRI Program, review of the Penn Yan DRI application including an overview of the initial vision, goals, and projects included in the DRI application, an invitation to complete the public survey, and instructions on the workshop. Tables and stations were set up to get input from the public on potential projects including: public spaces (parks, event areas); multi-modal improvements (trails, sidewalks, bike lanes, traffic calming, enhanced crosswalks); focused investment areas (block, sections of a block, area); private projects (infill, renovation, location, type of use). Participants were also given an opportunity to provide their preferences on initial projects included in the DRI application.

- February 11, 2019 Open House: The public was invited to provide input on the preliminary draft slate of DRI projects. Stations were set up with boards for each project that provided project name, sponsor/owner, total project costs, DRI funding requests, initial renderings or photos, existing condition photos, and a brief summary. Participants were asked to write comments for each project concerning what they liked about the project and what they felt still needed work.
- March 18, 2019 Public Meeting: The final public meeting was held to outline the findings and projects included in the final Strategic Investment Plan. Summary Project Profile boards including final renderings and costs were available at stations for the public to review.



**Community members attend a packed February 11, 2019 public open house.**



**Community members and LPC members formed six teams to discuss potential projects and strategies for the Downtown Revitalization Initiative at a Public Workshop held on November 27, 2018.**

Photo Credit: LaBella Associates

The consensus at the first two public meetings was to focus on the following types of projects:

- Arts & Culture
- Mixed Use Projects with housing
- Historic Preservation
- Parks & Trails
- Downtown Circulation & Parking
- Restaurants & Food

## STAKEHOLDER MEETINGS

The consultant team met with a variety of stakeholders over a two day period in the fall of 2018 that included participants from the Village, County, businesses, organizations, developers and others. This was early enough in the process to get initial input on both the overall DRI process and specific projects.

Some of the comments provided by stakeholders included:

- Promote pedestrian and bicycle access and circulation
- Fill in the vacant upper floors of downtown buildings
- Include art in all projects in some form
- Don't forgot parking
- More mixed use developments needed
- Get the "Lakers" to Downtown (Lakers refers to those living on Keuka Lake).
- Provide year-round activities and uses
- Family friendly activities



**Members of the Local Planning Committee (LPC) reach consensus on the final slate of projects at the March 13, 2019 meeting.**

Photo Credit: LaBella Associates



DOWNTOWN REVITALIZATION INITIATIVE

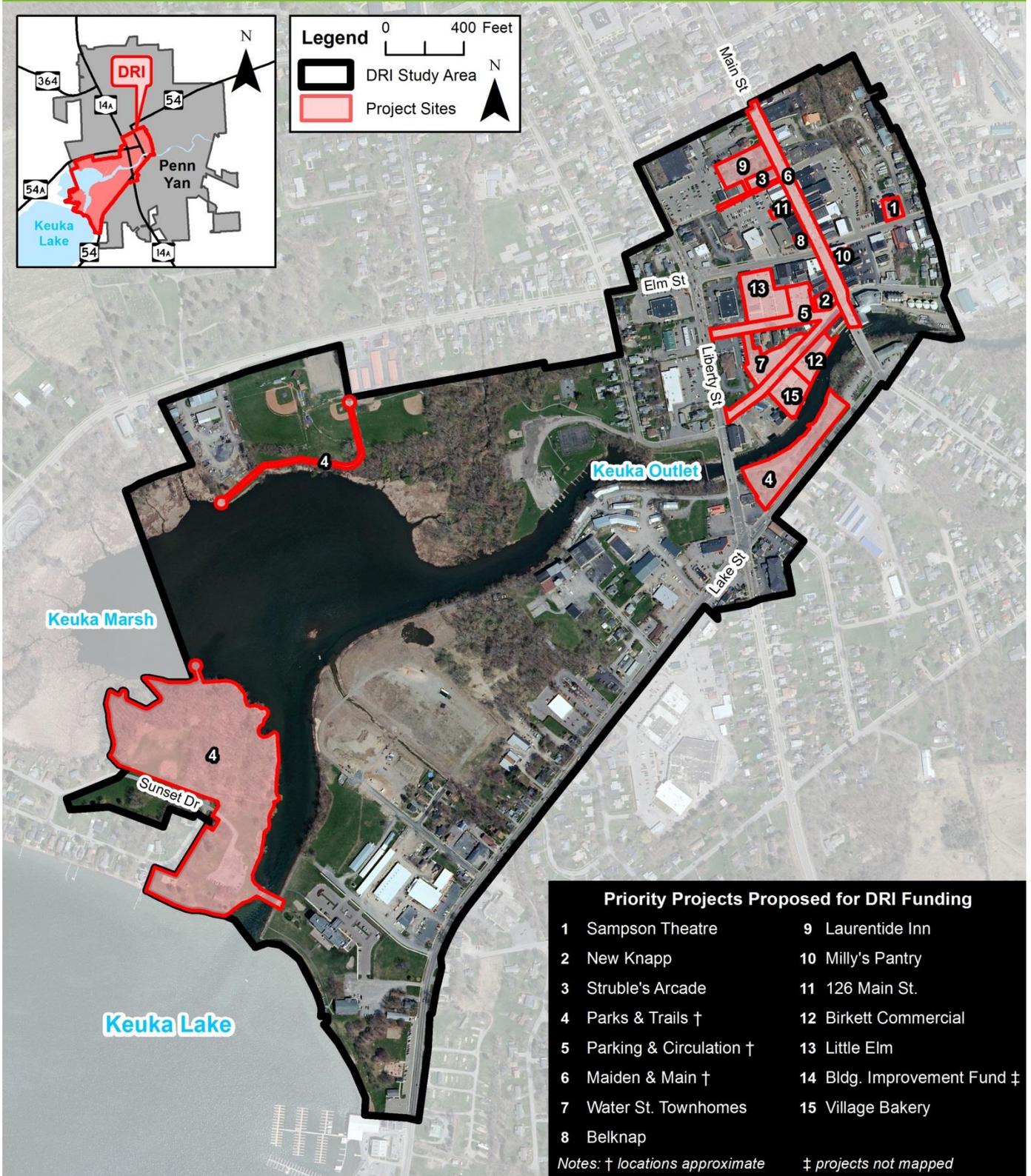
# VILLAGE OF PENN YAN

Finger Lakes Regional Economic Development Council

## Section V

Projects Proposed for DRI Funding

# PROJECT LOCATION MAP



**LIST OF PRIORITY PROJECTS**

**PRIORITY PROJECTS PROPOSED FOR DRI FUNDING**

1. Revive the Sampson Theatre ..... Page V-5  
2. The New Knapp on Main ..... Page V-11  
3. Restore Struble’s Arcade ..... Page V-16  
4. Enhance Parks & Trails ..... Page V-21  
5. Improve Downtown Parking & Circulation ..... Page V-28  
6. Enhance Maiden Lane & Main Street ..... Page V-33  
7. Construct the Water Street Townhomes ..... Page V-38  
8. Rehabilitate the Belknap ..... Page V-43  
9. Renovate the Laurentide Inn ..... Page V-48  
10. Elevate Milly’s Pantry ..... Page V-54  
11. Repurpose 126 Main Street ..... Page V-60  
12. Buildout Birkett Commercial Space ..... Page V-66  
13. Buildout the Little Elm Restaurant ..... Page V-72  
14. Establish a Building Improvement Fund ..... Page V-78  
15. Leaven the Village Bakery ..... Page V-83

**PROJECTS PROPOSED WITHOUT DRI FUNDING**

Develop Liberty Lofts ..... Page V-89  
Renovate 111 Liberty Street & NYSEG Parking ..... Page V-90  
Renovate the Penn Yan Opera House ..... Page V-91  
Construct a Firehouse Museum ..... Page V-91  
Develop Vineyard Hill Housing ..... Page V-91  
Dredge the Lake and Outlet ..... Page V-92  
Construct the Marsh Boardwalk ..... Page V-92  
Restore the Cupola ..... Page V-92  
Downtown Building Improvement Projects ..... Page V-93

## REVIVE THE SAMPSON THEATRE



<b>PROJECT</b>	Revive the Sampson Theatre
<b>OWNER/SPONSOR</b>	Penn Yan Theatre Company
<b>LOCATION</b>	136 East Elm Street, Map #1
<b>PROJECT COST</b>	\$3,750,000
<b>DRI FUNDING</b>	\$3,750,000

### PROJECT DESCRIPTION AND FUTURE USE

Built in 1910 as a theatre, the Sampson has been repurposed over the years for a number of different uses, ranging from an indoor miniature golf course to a tire warehouse. Today, the building is owned and maintained by the Penn Yan Theatre Company (PYTCo). In 2013, the Sampson Theatre was named as one of the “Five to Revive” by the Landmark Society of Western New York.

The PYTCo and its partners are planning multiple project phases to upgrade the Sampson Theatre property. The DRI “phase” is proposed to include 1) substantial rehabilitation of the historic theatre for year round use complemented by 2) construction of a small annex (basement & first floor) to provide an elevator, bathrooms, set shop, costume shop and ticketing/will call booth. Rehabilitation of the historic theatre will position the PYTCo to provide updated space for local shows, Keuka College educational programs and regional Broadway level productions. A rehabilitated theatre will provide Yates County with a multi-use, year-round cultural anchor.

## REVIVE THE SAMPSON THEATRE

### BUDGET

#### Uses

TOTAL COSTS:	\$3,750,000
Construction:	\$3,250,000
Arch. Design Costs:	\$350,000
Construction Admin:	\$150,000

#### Sources

TOTAL SOURCES:	\$3,750,000
DRI Funding:	\$3,750,000

#### Funding Sources Status

DRI funding is pending upon inclusion on the Awarded DRI projects from the State of New York.

### PROJECT SCOPE

Construction will include (also refer to floor plans included in the Profile):

- Substantial interior rehabilitation work including walls, ceilings, flooring and seating
- Exterior rehabilitation work including masonry, signage, windows and doors
- Installation of mechanicals including HVAC, plumbing and electrical
- Construction of a small annex of approximately 5,000 sq. ft.

### JOBS CREATED

The project will create approximately 30 construction jobs. A rehabilitated theatre would create an estimated seven full time equivalent permanent jobs assuming the theatre doubles the number of shows it holds annually.

### REGULATORY REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:

- SHPO review and approval
- Local Historic Commission review and approval
- Site plan review and approval
- Local building permits
- County 239M review and approval

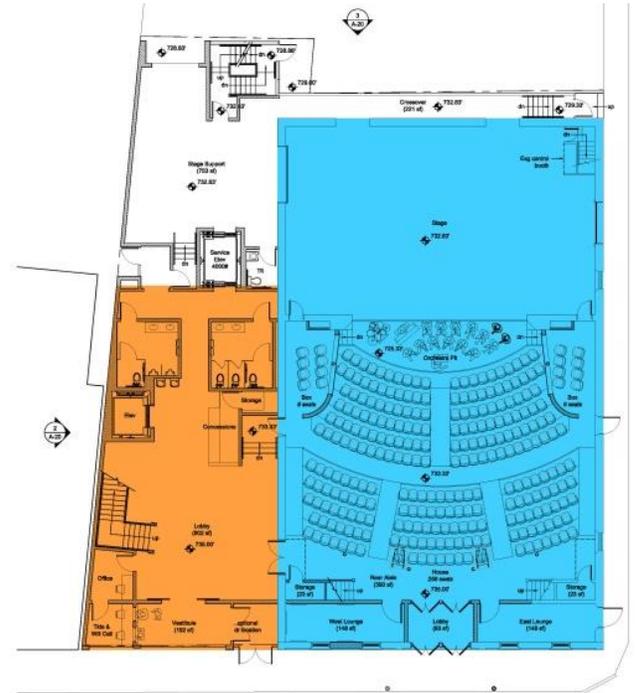
### PUBLIC SUPPORT

The public has supported this project in all public meetings held for the DRI. There is also strong support from the theatre community in Penn Yan that attended the public meetings. In addition, as part of their RFI application, the Sampson submitted 19 letters of support from the community.

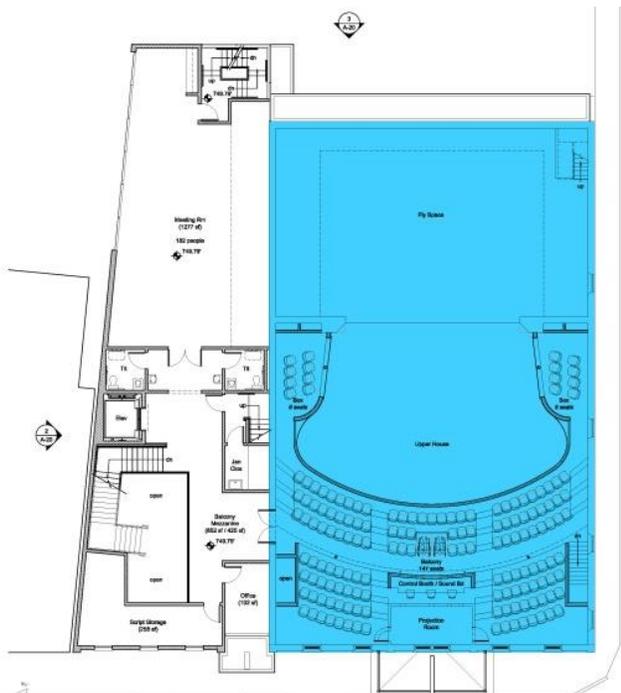
# REVIVE THE SAMPSON THEATRE



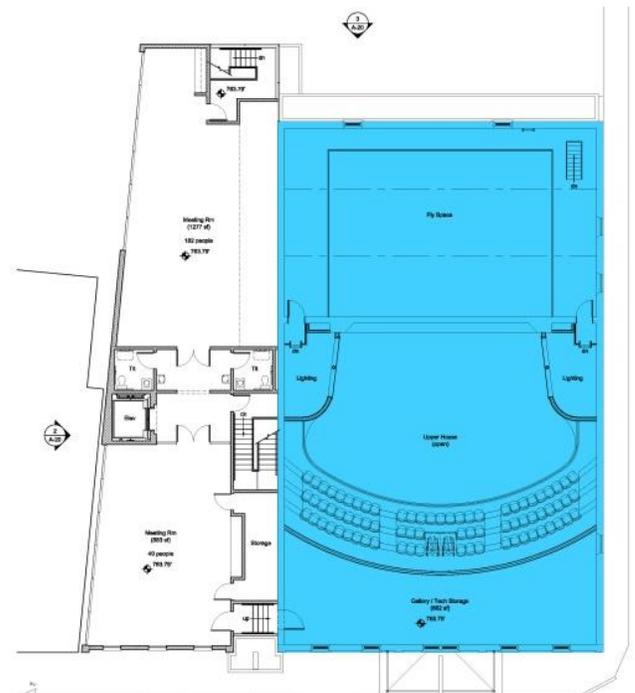
2 story, small Annex  
Basement Plan rev. Feb 6, 2019



2 story, small Annex  
First Floor Plan rev. Feb 6, 2019



2 story, small Annex  
Second Floor Plan rev. Feb 6, 2019



2 story, small Annex  
Third Floor Plan rev. Feb 6, 2019

Floor plans for the theatre rehabilitation. Shaded areas represent the DRI scope of the project for the existing theatre (blue) and the annex (orange).

## REVIVE THE SAMPSON THEATRE

### CAPACITY & PARTNERS

Mike Seppala, a certified Program Management Professional, will provide project management to implement the Sampson's revitalization. Mike is an accomplished Senior Executive with US and international experience in project management, operations management, finance, marketing, and strategic/tactical planning in Fortune 500 and small business environments.

PYTCO is also working with Bero Architecture who has extensive experience with historic rehabilitation projects.

### STRATEGIES

The project aligns with the following DRI Strategies:

- Preserve and renovate historic downtown buildings for a mix of uses based on design guidelines
- Celebrate the diversity of Penn Yan's residents in multi-cultural, multi-generational activities
- Provide spaces and places where residents and visitors can experience and participate in all forms of art

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation (FLREDC)
- Improve access to credit for revitalization and investment (FLREDC)
- Support the Sampson Theater renovation effort (Comp. Plan)
- Preserve, cultivate, celebrate historic ambiance: preservation, history and culture (PY Vision Plan)

## REVIVE THE SAMPSON THEATRE



Existing Exterior



Existing Interior



Conceptual Interior Cross Section

## REVIVE THE SAMPSON THEATRE

### PROJECT BENEFITS

The project has the following benefits:

- Increased theater attendance of approximately 10,000 annually
- Rehabilitation of a historically important theatre in Downtown Penn Yan's National Trust Historic District
- The re-establishment of the theater downtown may increase the number of patrons to downtown restaurants on weeknights and weekends
- Within 10 years of operation the Theater is anticipated to generate more than \$400,000 in revenues
- According to the American for Arts organization every dollar spent by arts organization locally generates four dollars in expenditures in the community
- The theater will improve the economic viability of the Penn Yan Theatre Company to attract additional shows and larger audiences

### PROJECT REPORTING

This project will be monitored for progress and adherence by the Finger Lakes Economic Development Center. The following metrics will be tracked to measure the project's success:

- Increases in annual attendance
- Increases in annual revenues
- Number of new shows and increased variety of shows

### FEASIBILITY & COST

#### JUSTIFICATION

Bero Architecture, a professional Historic Preservation Architecture firm, developed cost estimates for the project in coordination with members of the PYTCo, local contractors, and the latest unit price costs. Those estimates were reviewed by LaBella Associates and found to be accurate.

The PYTCo also recently completed a Feasibility Study to understand whether a small, rural theater could be successful financially over the long term. Findings from the report confirm that there is potential demand for approximately \$425,000 of theater sales within the combined (primary & secondary) market areas.

### TIMELINE & READINESS

- Overall timeline: 3 years
- Design & construction documents: 8 months
- Reviews, approvals, & permits: 4 months
- Construction: 2 years

The Penn Yan Theatre Company, as a non-profit entity, is requesting DRI funds equal to the full project costs and therefore are not relying on a match to initiate the project. Therefore the project, including obtaining design and permitting approvals, can start immediately upon approval.

## THE NEW KNAPP ON MAIN



<b>PROJECT</b>	The New Knapp on Main
<b>OWNER/SPONSOR</b>	Bill Foster
<b>LOCATION</b>	2-8 Main Street, Map #2
<b>PROJECT COST</b>	\$3,500,000
<b>DRI FUNDING</b>	\$1,575,000

### PROJECT DESCRIPTION AND FUTURE USE

Renewing the Knapp Hotel will convert 17,210 sq. ft. of underutilized and vacant space to a vibrant mixed-use anchor at the outlet gateway to downtown. This transformative project will capitalize on the revitalization at the nearby Birkett Mills and develop a catalytic variety of commercial spaces, including a restaurant. With 4,725 sq. ft. of highly visible, premium commercial space (4 units) and 11 accessible one- and two-bedroom apartments, the project will bring roughly 12 FTE jobs and up to 20 residents to the downtown core.

Residents, tenants and patrons will be able to take advantage of the Keuka Outlet Trail improvements, and the New Knapp will drastically improve the sense of arrival to downtown from the south, eliminating blight and activating the street. The addition of an elevator provides accessibility to all 11 apartments, a key factor in the identified residential needs of Penn Yan.

The project is near the proposed Water Street Townhomes DRI project.

## THE NEW KNAPP ON MAIN

### BUDGET

#### Uses

TOTAL COSTS:	\$3,500,000
Construction:	\$3,000,000
Design Costs:	\$350,000
Environmental Costs:	\$150,000

#### Sources

TOTAL SOURCES:	\$3,500,000
DRI Funding:	\$1,575,000
Other Funding:	\$1,925,000
Loan & Equity:	\$1,925,000

#### Funding Sources Status

DRI funding is pending upon inclusion on the Awarded DRI projects from the State of New York.

Equity funding is committed. The owner has obtained a bank letter indicating interest in loan funding.

### PROJECT SCOPE

Construction will include (also refer to floor plans included in the Profile):

- Historic restoration of facades
- Demolition of a historically insensitive and crumbling addition
- New roof, HVAC, lighting-electrical-plumbing, and energy-code-level insulation
- Historically appropriate windows at all existing and previously enclosed masonry openings
- New elevator for all tenants
- New rear stair tower to provide secondary means of egress
- Restored Cupola

### JOBS CREATED

It is estimated that the four commercial spaces will produce roughly 20 new FTE jobs.

### REGULATORY REQUIREMENTS

The applicant has already coordinated directly with neighbors, the FLEDC, and local code enforcement. The following steps are in-progress, or will be completed immediately upon award:

- SHPO review and approval
- Local Historic Commission review and approval
- Site plan review and approval
- Local building permits
- Zoning variance
- County 239M review and approval
- County Health Dept. permit (for restaurant)

### PUBLIC SUPPORT

Public support for the project has continued to be high throughout the DRI process, as it aligns with nearly all of the DRI goals. The owner is well received in the community, as he has already made significant investments after the long-neglected building began to crumble soon after his purchase.

## THE NEW KNAPP ON MAIN

### CAPACITY & PARTNERS

The owner has completed rehabilitation projects in historic, mixed-use buildings in Geneseo and the sought-after Park Ave neighborhood in the City of Rochester as a successful developer. The owner has also completed or assisted with other developments across the state in a professional capacity.

### STRATEGIES

The project aligns with the following DRI Strategies:

- Preserve and renovate historic downtown buildings for mixed-use
- Incubate food-related start-ups downtown
- Encourage a dense mix of uses
- Stimulate entrepreneurship and focus economic development opportunities in the downtown core
- Promote affordable downtown residential uses including upper-floor units
- Improve parking downtown
- Provide vertical access for downtown buildings

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Optimize business creation, retention and expansion (FLREDC)
- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation (FLREDC)
- Enrich living environments by increasing access to affordable housing and mixed-income units, and promoting energy efficiency (FLREDC)
- Invest in the development, promotion, and preservation of cultural, artistic, and historic assets (FLREDC)
- Develop, network, and promote the region's growing wine, culinary, agricultural, and food micro enterprises (FLREDC)
- Increase access to affordable housing and mixed income units (FLREDC)
- Preserve, cultivate, celebrate historic ambiance: preservation, history, culture, Main Street (PY Vision Plan)
- Promote appropriate growth, housing, land use, building use, planning, fighting sprawl (PY Vision Plan)

## THE NEW KNAPP ON MAIN

### PROJECT BENEFITS

The project has the following benefits:

- Revitalization of a highly prominent historic building that is underutilized and blighting
- Provides a critical mass of accessible housing downtown
- Attracts young professionals to the area, in turn increasing tax revenue and local commercial spending
- Provides a variety of commercial spaces in different sizes to accommodate for a variety of needs and budgets for startups and micro-retail

### PROJECT REPORTING

This project will be monitored for progress and adherence by the Finger Lakes Economic Development Center, a local partner. The following metrics will indicate the project's success:

- Number of new commercial and residential units
- Number of new jobs and number of new tenants

### FEASIBILITY & COST JUSTIFICATION

The owner commissioned In. Site: Architecture to develop comprehensive Feasibility Studies for the building in 2018. The cost estimate for the project was included in that scope and reflects a complete Pro-Forma for the proposed work. All available resources will be leveraged, and the project will pursue State and Federal Historic Rehabilitation Tax Credits.

The Economic and Market Analysis indicates a demand of more than 100 apartment units over the next 20 years in Yates County. The Analysis also indicates a demand for up to 10,000 sq. ft. of restaurant space over the next 10 years within the DRI Boundary and a demand for more than 80,000 sq. ft. of retail space within the Village.

### TIMELINE & READINESS

- Overall timeline: 22+ months
- Design & construction documents: 6 – 8 months
- Reviews, approvals, & permits: on-going, 2 – 4 months to completion
- Construction: 14 – 18 months

The owner has been working with In. Site: Architecture since acquiring the property and commissioned comprehensive feasibility studies in 2018. The owner is poised to commence final phases immediately upon approval.

# THE NEW KNAPP ON MAIN



Existing Exterior



Existing Exterior



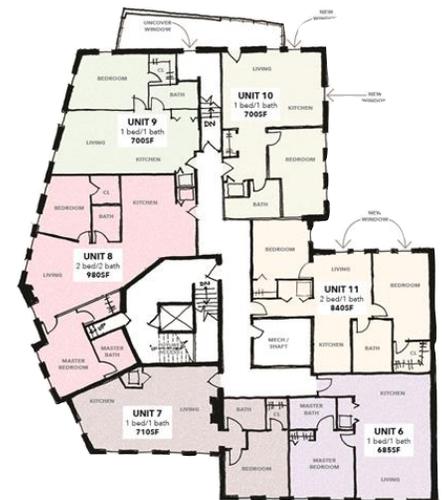
Existing Exterior Addition



**PROPOSED 1ST FLOOR**  
4 Commercial Units  
5,810sf



**PROPOSED 2ND FLOOR**  
5 Apartments  
(4) 2 bedroom, (1) 1 bedroom



**PROPOSED THIRD FLOOR PLAN**  
6 Apartments  
(4) 1 bedroom, (2) 2 bedroom

**PROPOSED FLOOR PLANS**



## RESTORE STRUBLE'S ARCADE



<b>PROJECT</b>	Restore Struble's Arcade
<b>OWNER/SPONSOR</b>	Teresa Hoban
<b>LOCATION</b>	148 Main Street, Map #3
<b>PROJECT COST</b>	\$3,300,000
<b>DRI FUNDING</b>	\$1,485,000

### PROJECT DESCRIPTION AND FUTURE USE

Restoring the historic 3-story masonry gem, Struble's Arcade, will convert 19,200 sq. ft. of long-vacant space into 6 commercial spaces and 7 residential units. This mixed-use property will attract 27 new full time jobs and 12 to 16 new year-round residential tenants to the core of downtown.

A new lift will provide accessible entry to ADA-ready apartment units, expanding the available housing options in Penn Yan significantly. 7 gorgeous, market-rate units with exceptional amenities such as high ceilings, tall-windows, in-unit laundry and storage, accessible rear parking, and shared public indoor and outdoor space will attract a catalytic group of residents to Penn Yan, with disposable income and a vested interest in the success of downtown businesses.

The comprehensive facade and interior renovations will restore the historic arcade and create an indoor semi-public, year-round gathering space, as well as improve this iconic and highly visible property at the gateway to downtown.

Anchor tenants have already been identified for the commercial spaces, including a wine bar, yoga studio, chiropractor, bakery/deli, and an expansion of the existing Hoban's Spirits. The food and drink offerings, as well as the rear parking/bier garden will augment and co-market with the adjacent brewery and restaurants, as well as take advantage of the pedestrian conversion of Maiden Lane.

## RESTORE STRUBLE’S ARCADE

### BUDGET

#### Uses

TOTAL COSTS:	\$3,300,000
Construction:	\$2,871,000
Design Costs:	\$297,000
Environmental Costs:	\$132,000

#### Sources

TOTAL SOURCES:	\$3,300,000
DRI Funding:	\$1,485,000
Other Funding:	\$1,815,000
Traditional Lending:	\$915,000
Partner Lending:	\$900,000

#### Funding Sources Status

DRI funding is pending upon inclusion on the Awarded DRI projects from the State of New York. The owner has had discussions with the bank and partner lenders who have expressed verbal support.

### PROJECT SCOPE

Construction will include (also refer to floor plans included in the Profile):

- Historic restoration of facades
- Demolition of a historically insensitive and crumbling addition
- New roof, HVAC, lighting-electrical-plumbing, and insulation
- Historically appropriate windows at all existing and previously enclosed masonry openings
- New lift for residential and new lift in (1) two-story commercial unit
- Restored historic Arcade

### JOBS CREATED

The six new commercial spaces will provide an estimated 21 new jobs.

### REGULATORY REQUIREMENTS

The applicant has coordinated directly with neighbors, the FLEDC, and local code enforcement. The following steps are in-progress, or will be completed immediately upon award:

- SHPO review and approval
- Local Historic Commission review and approval
- Site plan review and approval
- Local building permits
- Zoning variance
- NYS Liquor Authority approvals
- County 239M review and approval

### PUBLIC SUPPORT

Throughout the public engagement process, the community has been incredibly supportive of the Struble’s Arcade project, as it aligns with nearly all of the DRI goals.

### CAPACITY & PARTNERS

The owner is tackling emergency repairs to prevent demolition by neglect, forming alliances with neighboring businesses and coordinating with the FLEDC.

Cross-marketing is in development between tenants and nearby Laurentide Inn’s brewery & speak-easy at the rear bier-garten, and with the Arts Council for Art in the Arcade.

The FLEDC continues to work closely with Hoban to vet the business plans of her anchor tenants, securing funding where appropriate.

## RESTORE STRUBLE'S ARCADE

The new Maiden Lane owner's alliance will resolve issues with conflicted ownership, (i.e. the impact of an adjacent restaurant's grease trap on outdoor events along Maiden Lane).

### STRATEGIES

The project aligns with the following DRI Strategies:

- Preserve and renovate historic downtown buildings for mixed-use, following the design guidelines
- Promote locally produced foods, beverages, products, goods and services downtown
- Celebrate the variety of unique craft beverages through downtown festivals, events and markets
- Incubate food-related start-ups
- Encourage a dense mix of uses and a public realm featuring interactive experiences and public art
- Provide spaces and places where residents/visitors can experience and participate in all forms of art
- Stimulate entrepreneurship and focus economic development opportunities in the downtown core
- Promote affordable downtown residential uses including upper-floors
- Improve circulation and parking downtown
- Provide vertical access for downtown buildings

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Optimize business creation, retention and expansion (FLREDC)
- Reinforce the identity, sense of place, and character of the area through downtown redevelopment, adaptive reuse of existing buildings and infrastructure, and historic preservation (FLREDC)
- Enrich living environments by increasing access to affordable housing and mixed-income units, and promoting energy efficiency (FLREDC)
- Invest in the development, promotion, and preservation of cultural, artistic, and historic assets (FLREDC)
- Develop, network, and promote the region's growing wine, culinary, agricultural, and food micro enterprises (FLREDC)

### PROJECT BENEFITS

The project has the following benefits:

- Permanent jobs (21)
- New, women-owned businesses with locally relevant skill sets for employees (4+)
- Historic restoration of a prominent structure at the gateway to downtown
- Conversion of a long-vacant and blighting property to a vibrant and mixed-use building.

## RESTORE STRUBLE'S ARCADE

- Provision of four new accessible second floor apartments, plus three unique third floor units
- The rehabilitation of a year-round, vibrant and vital “third place,” in the Arcade - a grand and sky lit historic interior gathering space that will be utilized to support the business tenants, enhance quality of life for the residential tenants, and encourage the year-round cultivation of community events on and around Maiden Lane

### PROJECT REPORTING

This project will be monitored for progress and adherence by the Finger Lakes Economic Development Center, a local partner. The following metrics will indicate the project's success:

- Number of new residential and commercial units
- Number of new tenants and jobs

### FEASIBILITY & COST JUSTIFICATION

The cost estimate for this project was developed by In. Site: Architecture, along with comprehensive Building Reuse Analyses, including detailed assessment of Existing Conditions, and Code Implications of various reuse scenarios.

Additional costs of historically appropriate renovations tighten the already narrow-margin of pro-forma projections. The owner and architect have been in direct communication with the FLEDC, and the project will

pursue PILOTs, a low-interest Bridge Loan, local facade matching funds, and State & Federal Historic Rehabilitation Tax Credits.

All have been accounted for in the completed Project Cost Estimate and the Project Pro-forma.

The DRI funds will bridge the gap for this significant - though not otherwise economically viable - project. The potential impact of the work, on Main Street, Maiden Lane, and the many adjacent DRI projects is profound.

The Market Analysis supports the need for residential units in excess of those being provided by all DRI projects, and the 7 units at the Struble's Arcade are some of the very few located at the core of downtown, or provided with accessibility. In addition, anchor tenants have already been cultivated and vetted with assistance from the FLEDC, ensuring a high rate of commercial occupancy immediately upon completion.

### TIMELINE & READINESS

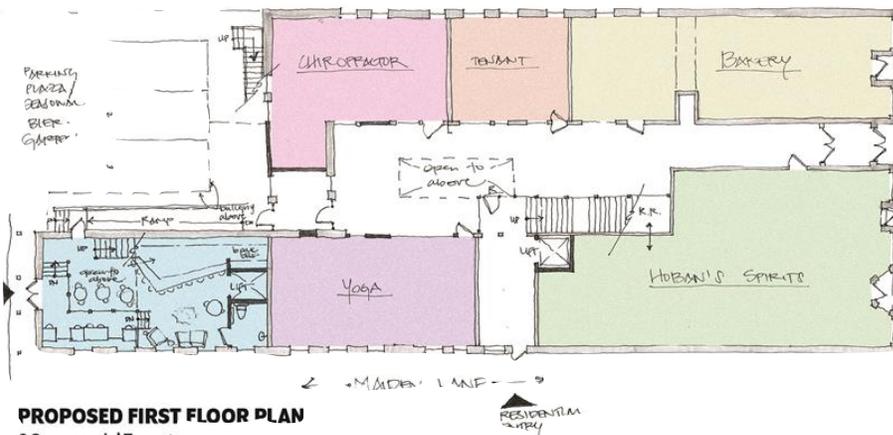
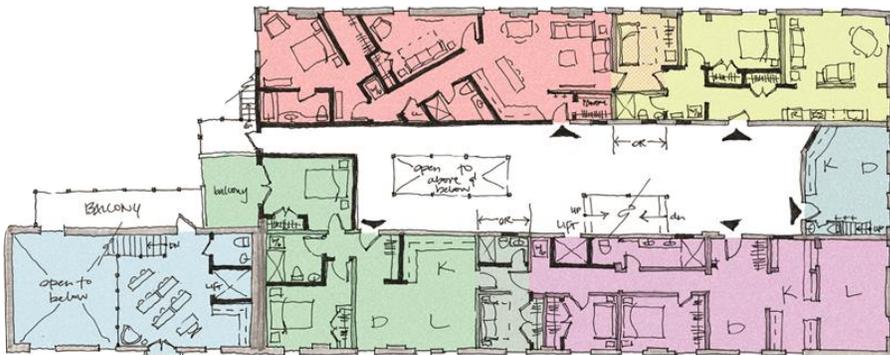
- Overall timeline: 2 years
- Design & construction documents: 6 months
- Reviews, approvals, & permits: 6 – 8 months
- Construction: 8 – 12 months

The owner is poised to commence final phases immediately upon award announcement.

# RESTORE STRUBLE'S ARCADE



## PROPOSED FLOOR PLANS



## ENHANCE PARKS & TRAILS



<b>PROJECT</b>	Enhance Parks & Trails
<b>OWNER/SPONSOR</b>	Village of Penn Yan
<b>LOCATION</b>	Public Parks & Trails, Map #4
<b>PROJECT COST</b>	\$2,967,606
<b>DRI FUNDING</b>	\$2,905,116

### PROJECT DESCRIPTION AND FUTURE USE

The Village of Penn Yan proposes to make various improvements to their parks and trails system which would provide better trail access to natural areas, improved park facilities, and outdoor performance venues at parks along the Keuka Outlet Trail.

#### Downtown Lake Street Park

The downtown Lake Street Park is centrally located along the Keuka Outlet Trail with the potential to become a main destination for tourists and local residents and provides access to the Keuka Outlet Trail. The proposed park improvements would create a cultural event venue, waterfront seating along the outlet, public boat docks near downtown businesses, updated playground facilities and improved views to the waterfront.

## ENHANCE PARKS & TRAILS



Lakefront Keuka Outlet Bridge Gateway & Indian Pines Park



Marsh Overlook with Potential Future Marsh Boardwalk

### Keuka Outlet Trail, Outlet Bridge Gateway, Marsh Overlooks

The Keuka Outlet Trail provides access from downtown Penn Yan for 6.7 miles of trail along a natural waterway that connects Keuka Lake and Seneca Lake. The proposed trail projects include trail extensions and bridges connecting downtown Penn Yan to the Keuka Lake waterfront. Overlooks and interpretive signage would also be integrated to provide destinations along the trail and a glimpse into the industrial past and natural systems of the area. The overlooks would provide anchor points along the marsh for a future overwater marsh boardwalk. A pedestrian bridge at the mouth of the outlet would provide a gateway feature to Keuka Outlet and a much-needed connection between Indian Pines Park and the South Keuka Outlet Loop Trail. Trail extensions and a trailhead to Elm Street Park would provide added access to the trail.

### Lakefront Indian Pines Parks

The lakefront Indian Pines Park is a summertime asset enjoyed by residents and visitors which could be transformed into a destination along the Keuka Lake waterfront. Proposed improvements include beach replenishment, Keuka Outlet Trail connections, and a formalized parking area.

## ENHANCE PARKS & TRAILS

### BUDGET

#### Uses

TOTAL COSTS:	\$2,967,606
Construction:	\$2,580,539
Design & Permitting:	\$387,067

#### Sources

TOTAL SOURCES:	\$2,867,606
DRI Funding:	\$2,905,116
Other Funding:	\$62,490
Village In-Kind:	\$62,490

#### Funding Sources Status

DRI funding is pending upon inclusion on the Awarded DRI projects from the State of New York. The Village of Penn Yan DPW has confirmed their in-kind service contribution to the project.

### PROJECT SCOPE

Construction at park and trail locations will include:

- Prefabricated over water bridge connection and ramp connections
- Over water floating and fixed wood decks, overlooks, and seating
- Performance stage with tiered decking and canopy
- Interpretive signage and site elements for historic and natural areas
- Destination playground
- Gathering plazas with brick pavers
- Quarry block walls / dry laid stone retaining walls and amphitheater seating
- Stone steps and handrails
- Landscape trees, planting beds, and seeded meadow areas
- Asphalt parking area

### REGULATORY REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:

- Environmental Assessment (SEQR)
- Army Corp of Engineering / NYDEC Joint application for permit
- State and Federal Rare Plant and Animal Survey
- SHPO review and approval
- Village of Penn Yan Floodplain Development Permit

### PUBLIC SUPPORT

The Penn Yan parks and trails system is highly regarded as an important local asset by the community. In addition to the public support that was documented during the DRI, local residents have voiced their interest for parks and trails projects during several previous planning efforts.

The outlet trail was noted as one the main strengths and opportunities of Penn Yann during the Comprehensive Plan public workshops. In the public workshops for the Community Vision Plan, the waterfront connections and the Lake Street Park public space were also identified as key projects.

## ENHANCE PARKS & TRAILS

### CAPACITY & PARTNERS

The Village of Penn Yan has proven itself as a municipality that is widely successful at implementing grant funded and similarly scoped projects. Pedestrian bridge crossings in downtown Penn Yan, which have added to the Keuka Outlet Trail network, have been funded through NYSDOT TAP grant funding; playgrounds at nearby parks were implemented with funds from OPRHP. In addition, the Village DPW has recently completed similar projects where in-kind services have been utilized as part of the site construction.

### STRATEGIES

The project aligns with the following DRI Strategies:

- Improve year round access to the Keuka Outlet, Keuka Lake, and natural habitats
- Provide passive & active rec. opportunities on and in the Lake, Outlet and natural habitats
- Promote the historic and cultural importance of the Outlet in the region's development and identity
- Provide spaces and places where residents and visitors can experience and participate in all forms of art
- Offer a continuous and safe alternative transportation network that links downtown to neighborhoods and regional attractions for users of all abilities

+The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Invest in the development, promotion, and preservation of cultural, artistic, and historic assets (FLREDC)
- Strengthen and support the development of Finger Lakes' diverse water resources and recreational tourism opportunities, allowing greater access and promoting year-round use (FLREDC)
- Increase the number of locations and accessibility of public docking (PY Comp Plan)
- Provide, enhance, expand connectivity (PY Vision Plan)
- Focus on the pedestrian: trails, parks (PY Vision Plan)
- Enhance with natural elements (PY Vision Plan)
- Extend and enhance the outlet trail system connecting points of interest (LWRP)
- Increase access to/from the waterfront & downtown (LWRP)
- PY Parks + Recreation Master Plan

## ENHANCE PARKS & TRAILS



## ENHANCE PARKS & TRAILS

### PROJECT BENEFITS

The Parks & Trails project will enhance the Penn Yan lakefront and the Keuka Outlet shoreline downtown. The improvements proposed will provide both immediate and long-term positive impacts to these two key areas of the Village.

The project has the following benefits:

- Create multiple memorable waterfront destinations at the Lake and along the Outlet
- Provide interpretation and insight into the rich history of Penn Yan
- Develop a venue for arts & culture events in an outdoor setting
- Enhance the Keuka Outlet Trail and provide greater connectivity
- Provide water access, docking, and seating decks along Keuka Outlet in the downtown area

### PROJECT REPORTING

This project will be monitored for progress and adherence by the Village of Penn Yan. The following metrics will be tracked to measure the project's success:

- Increase in the quantity of visitors and residents using the Keuka Outlet Trail and visiting the lakefront and downtown parks
- Increase in the number of art and cultural events occurring at Lake Street Park

- Distance that the Keuka Outlet Trail has been extended during construction
- Quantity of boaters using the new outlet docks at Lake Street Park
- Increase in the number of scheduled events occurring at Indian Pines Park

### FEASIBILITY & COST JUSTIFICATION

The proposed Parks & Trails project has the potential to provide unique destinations along the Keuka Outlet Trail in the downtown area and at the lakefront, which will in-turn increase tourism and local visitation.

The proposed performance venue, docks and park facilities at Lake Street Park would both enhance the cultural scene and increase the amount of business patrons in the downtown area. The bridge crossing, and marsh overlooks provide opportunities for interpretation and to create memorable moments for visitors near the lakefront.

The proposed project cost estimate was generated by combining conceptual design quantities with regional market and bid unit prices. The investment in these public spaces will pay dividends through increased tourism and cultural events in Penn Yan.

## ENHANCE PARKS & TRAILS

### TIMELINE & READINESS

- Overall timeline: 2.5 years
- Design & construction documents: 9 months
- Reviews, approvals, & permits: 9 months
- Construction: 1 year

The design, permitting, and construction of the project are ready to be initiated upon DRI approval. All proposed park and trail improvements are located on publicly owned lands or trail easements. Required reviews and permits include: SHPO, NYDEC, Army Corps of Engineering, and construction permitting.



Existing Keuka Outlet near Lake



Existing Lake Street Park Site



Existing Indian Pines Park

## IMPROVE DOWNTOWN PARKING & CIRCULATION



**PROJECT**

Improve Downtown Parking & Circulation

**OWNER/SPONSOR**

Village of Penn Yan

**LOCATION**

Water Street and Wagener Street/Wagener Street Parking Lot, Map #5

**PROJECT COST**

\$1,547,277

**DRI FUNDING**

\$1,507,277

### PROJECT DESCRIPTION AND FUTURE USE

The project includes undertaking streetscape enhancements along Water and Wagener Streets to extend the look and feel of Main Street west along these streets to improve walkability, provide additional on-street parking, continue historic street lighting, and offer an interesting streetscape that adds to the vitality of downtown and encourages reinvestment. Additionally, the project will include enhancements to the existing Wagener Street parking lot to provide continuity with the surrounding development. These enhancements are meant to improve the public's experience of Downtown and help spur economic development and tourism.

## IMPROVE DOWNTOWN PARKING & CIRCULATION

### BUDGET

#### Uses

TOTAL COSTS:	\$1,547,277
Construction:	\$1,208,810
Soft Costs:	\$338,467

(Construction costs include mobilization and field construction and construction management allowance. Soft costs include design fees and contingency)

#### Sources

TOTAL SOURCES:	\$1,547,277
DRI Funding:	\$1,507,277
Other Funding:	\$40,000
Village In-Kind Labor:	\$40,000

#### Funding Sources Status

DRI funding is pending upon inclusion on the Awarded DRI projects from the State of New York. Village in-kind labor will be contributed upon successful award of DRI funding.

### PROJECT SCOPE

Construction will include:

- Water Street streetscape enhancements including enhanced pedestrian amenities, landscaping, street lighting, and widening the north side for additional on-street parking.
- Streetscape enhancements to Wagener Street to include enhanced pedestrian amenities, landscaping, and street lighting .
- Enhancements to Wagener Street Parking Lot to include resurfacing the parking lot, incorporating historic street lighting, and improving pedestrian connections.

### JOBS CREATED

This project is a public benefit project and won't specifically create jobs but is expected to help spur economic development through the enhancement of streetscapes, parking, and public amenities.

### REGULATORY REQUIREMENTS

The applicant may need to take the following steps to obtain approval to proceed:

- Most work will be conducted within Village owned right-of-way. Where needed, the Village may need to secure NYS DOT Highway Work permits.
- Permits from NYSDEC for SWPPP and Erosion and Sediment Control.
- Utility permitting will be necessary where impacting utilities.
- SHPO review and approval

### PUBLIC SUPPORT

Village of Penn Yan officials have expressed a high level of support for these projects. The public expressed support for this project throughout the DRI process. Specifically at the February meeting the public commented that the project was a much needed upgrade and important to the community. Others expressed the need to include greenspace and art within the project scope.

## IMPROVE DOWNTOWN PARKING & CIRCULATION

### CAPACITY & PARTNERS

The Village of Penn Yan has proven itself as a municipality that is widely successful at implementing grant funded and similarly scoped projects.

The Village of Penn Yan is committed to providing in-kind labor services on some of the construction aspects of the project, and will continue to provide the necessary maintenance service to keep the projects in good operating condition.

The Village is already committed to numerous public improvement projects, such as Elm Street Sports Park Complex, public park improvements across the Village, and is undertaking a Downtown Circulation, Access, and Parking study to plan for additional enhancements.

There may be opportunities to work with adjacent property owners to secure some additional capital or get portions of projects constructed as part of public improvements of redevelopment projects.

### STRATEGIES

The project aligns with the following DRI Strategies:

- Encourage a dense mix of uses and a public realm featuring interactive experiences and public art
- Provide spaces and places where residents and visitors can experience and participate in all forms of art
- Stimulate entrepreneurship and focus economic development opportunities in the downtown core
- Offer a continuous and safe alternative transportation network that links downtown to neighborhoods and regional attractions for users of all abilities
- Improve circulation and parking downtown

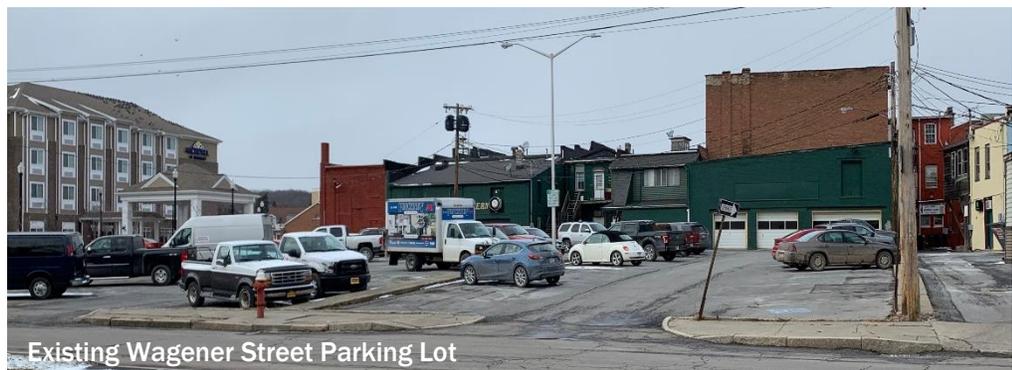
The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Reinforce the identity, sense of place and character of the area (FLREDC)
- Provide, enhance, expand connectivity (PY Vision Plan)
- Focus on the pedestrian: balance between auto, multi-modal (PY Vision Plan)
- Strengthen linkages to downtown and enhance downtown streetscapes (LWRP)
- Village of PY Commercial District Streetscape Development Plan

## IMPROVE DOWNTOWN PARKING & CIRCULATION



Existing Water and Wagener Streets



Existing Wagener Street Parking Lot



Plan view concept for enhancements to Water Street, Wagener Street, and the Wagener Street Parking Lot

Planned Trail Connection & Bridge  
(BY OTHERS)

## IMPROVE DOWNTOWN PARKING & CIRCULATION

### PROJECT BENEFITS

Overall, the project will enhance the character of Penn Yan, adding to the attractive, inviting, and vibrant environment for residents, businesses and patrons, and tourists that will also add to the economic vitality of the Village. The project will provide multiple public benefits:

- Economic – Enhanced streetscapes, public realm, and public amenities create an intriguing and comfortable street that attracts people who will patronize businesses. The project also helps spur revitalization of adjacent properties
- Environmental – Street tree planting areas can also be used as green stormwater collection gardens that help improve water quality
- Healthy and Active Living - Enhancing walkability and creating inviting streets helps promote alternatives to driving and gets people using more active and healthy lifestyles such as walking and biking

### PROJECT REPORTING

This project will be monitored for progress and adherence by the Village of Penn Yan. The following metrics will be tracked to measure the project's success:

- Linear feet of enhanced pedestrian amenities and walkability
- Number of new street trees planted
- Activation, revitalization, or redevelopment of parcels along the streets receiving new streetscapes
- Number of attendees at public events or activities

### FEASIBILITY & COST JUSTIFICATION

The estimated project cost was developed by using a standard linear foot or square foot per unit cost for streetscape amenities taken from recent NYSDOT projects. The opinion of probable cost was prepared by a certified engineer.

Projects that enhance streetscapes and create inviting active public spaces typically generate significant economic activity, especially when combined with active storefronts.

### TIMELINE & READINESS

- Overall timeline: 2 years
- Design & construction documents: 8 months
- Reviews, approvals, & permits: 4 – 6 months
- Construction: 1 year

The project is ready to be initiated upon DRI approval.

## ENHANCE MAIDEN LANE & MAIN STREET



<b>PROJECT</b>	Enhance Maiden Lane & Main Street
<b>OWNER/SPONSOR</b>	Village of Penn Yan
<b>LOCATION</b>	Maiden Lane and Main Street, Map #6
<b>PROJECT COST</b>	\$433,907
<b>DRI FUNDING</b>	\$393,907

### PROJECT DESCRIPTION AND FUTURE USE

The project includes undertaking streetscape enhancements on Maiden Lane and Main Street to improve the look and feel of the downtown area. Maiden Lane will be partially closed to vehicular traffic to create a pedestrian promenade that can be used as a social and public space for events such as a farmer’s market or festivals. The promenade will feature overhead decorative string lighting, resurfaced pavement, and planters to improve the landscape. Main Street will consist of improved landscaping, walkability treatments, and public art installations celebrating its unique character. These enhancements are meant to improve the public’s experience of Downtown and help spur economic development and tourism.

## ENHANCE MAIDEN LANE & MAIN STREET

### BUDGET

#### Uses

TOTAL COSTS:	\$433,907
Construction:	\$338,990
Soft Costs:	\$94,917

(Construction costs include mobilization and field construction and construction management allowance. Soft costs include design fees and contingency)

#### Sources

TOTAL SOURCES:	\$433,907
DRI Funding:	\$393,907
Other Funding:	\$40,000
Village In-Kind Labor:	\$40,000

### Funding Sources Status

DRI funding is pending upon inclusion on the Awarded DRI projects from the State of New York. Village in-kind labor will be contributed upon successful award of DRI funding.

### PROJECT SCOPE

Construction will include:

- Improvements to sections of the Main Street public realm such as replacement of portions of sidewalk, landscaping, public art, or other amenities
- Conversion of Maiden Lane to a pedestrian promenade. Includes resurfacing to a textured surface, ornamental string lighting, and streetscape amenities to create a public gathering and social place, such as farmers' markets and other events

- Firehouse Avenue Parking Lot enhancements that will include restriping for flexible parking needs and accommodate events spaces. Relocating the Maiden Lane curb cut to accommodate parking lot ingress/egress

### JOBS CREATED

This project is a public benefit project and won't specifically create jobs but is expected to help spur economic development through the enhancement of streetscapes, parking, and public amenities.

### REGULATORY REQUIREMENTS

The applicant may need to take the following steps to obtain approval to proceed:

- Most work will be conducted within Village owned right-of-way. Where needed, the Village may need to secure NYSDOT Highway Work permits.
- Permits from NYSDEC for SWPPP and Erosion and Sediment Control.
- Utility permitting will be necessary where impacting utilities.
- SHPO review and approval

## ENHANCE MAIDEN LANE & MAIN STREET

### PUBLIC SUPPORT

This project was well supported by the public as well as steering committee members. Comments received at the February public meeting noted how the project will help attract visitors and slow the pace down so people can enjoy downtown.

### CAPACITY & PARTNERS

The Village of Penn Yan has proven itself as a municipality that is widely successful at implementing grant funded and similarly scoped projects.

The Village of Penn Yan is committed to providing in-kind labor services on some of the construction aspects of the project, and will continue to provide the necessary maintenance service to keep the projects in good operating condition.

The Village is already committed to numerous public improvement projects, such as Elm Street Sports Park Complex, public park improvements across the Village, and is undertaking a Downtown Circulation, Access, and Parking study to plan for additional enhancements.

There may be opportunities to work with adjacent property owners to secure some additional capital or get portions of projects constructed as part of public improvements of redevelopment projects.

### STRATEGIES

The project aligns with the following DRI Strategies:

- Encourage a dense mix of uses and a public realm featuring interactive experiences and public art
- Provide spaces and places where residents and visitors can experience and participate in all forms of art
- Stimulate entrepreneurship and focus economic dev. opportunities in the downtown core
- Offer a continuous and safe alternative transportation network that links downtown to neighborhoods and regional attractions for users of all abilities
- Provide spaces and places where residents and visitors can experience and participate in all forms of art

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Reinforce the identity, sense of place and character of the area (FLREDC)
- Provide, enhance, expand connectivity (PY Vision Plan)
- Focus on the pedestrian: balance between auto, multi-modal (PY Vision Plan)
- Strengthen linkages to downtown and enhance downtown streetscapes (LWRP)
- Village of PY Commercial District Streetscape Development Plan

## ENHANCE MAIDEN LANE & MAIN STREET



Existing Maiden Lane



Plan view concept for enhancements to Maiden Lane

## ENHANCE MAIDEN LANE & MAIN STREET

### PROJECT BENEFITS

Overall, the project will enhance the character of Penn Yan, adding to the attractive, inviting, and vibrant environment for residents, businesses and patrons, and tourists that will also add to the economic vitality of the Village. The project will provide multiple public benefits:

- Economic – Enhanced streetscapes, public realm, and public amenities create an intriguing and comfortable street that attracts people who will patronize businesses. The project also helps spur revitalization of adjacent properties
- Environmental – Street tree planting areas can also be used as green stormwater collection gardens that help improve water quality
- Healthy and Active Living - Enhancing walkability and creating inviting streets helps promote alternatives to driving and gets people using more active and healthy lifestyles such as walking and biking

### PROJECT REPORTING

This project will be monitored for progress and adherence by the Village of Penn Yan. The following metrics will be tracked to measure the project's success:

- Linear feet of enhanced pedestrian amenities and walkability
- Number of new street trees planted
- Activation, revitalization, or redevelopment of parcels along the streets receiving new streetscapes
- Number of attendees at public events or activities

### FEASIBILITY & COST JUSTIFICATION

The estimated project cost was developed by using a standard linear foot or square foot per unit cost for streetscape amenities taken from recent NYSDOT projects. The opinion of probable cost was prepared by a certified engineer.

Projects that enhance streetscapes and create inviting active public spaces typically generate significant economic activity, especially when combined with active storefronts.

### TIMELINE & READINESS

- Overall timeline: 2 years
- Design & construction documents: 8 months
- Reviews, approvals, & permits: 4 – 6 months
- Construction: 1 year

The project is ready to be initiated upon DRI approval.

## CONSTRUCT THE WATER STREET TOWNHOMES



<b>PROJECT</b>	Construct the Water Street Townhomes
<b>OWNER/SPONSOR</b>	Iversen Ventures, Ltd.
<b>LOCATION</b>	131-147 Water Street & 120 Wagener Street, Map #7
<b>PROJECT COST</b>	\$4,374,600
<b>DRI FUNDING</b>	\$1,080,000

### PROJECT DESCRIPTION AND FUTURE USE

Iversen Ventures, Ltd. plans to develop a vacant, one-acre site at 131-147 Water Street and 120 Wagener Street into 18 new, two story, for-sale single family townhome condominiums. This development will create an attractive row-house appearance on Water Street with façades that implement historic design elements complementary to the adjacent Historic District.

The proposal for the site includes 18 mixed-income residential units: a mix of two-story townhomes and upper/lower one-story flats. On-site parking will also be provided behind the townhomes. The new homes will not only develop vacant land in the downtown, but will create a housing alternative for seniors and young professionals seeking a reasonably priced downtown living experience.

The project is across the street from the proposed Birkett Commercial Buildout and Village Bakery DRI projects.

## CONSTRUCT THE WATER STREET TOWNHOMES

### BUDGET

#### Uses

TOTAL COSTS:	\$4,374,600
Construction:	\$3,474,600
Soft Costs:	\$900,000

#### Sources

TOTAL SOURCES:	\$4,374,600
DRI Funding:	\$1,080,000
Other Funding:	\$3,294,600
Bank Financing:	\$2,120,000
Equity:	\$300,000
Initial Sales Revenue:	\$874,600

#### Funding Sources Status

DRI funding is pending upon inclusion on the Awarded DRI projects from the State of New York. The applicant has provided proof of personal equity and a letter of interest for the bank loan financing.

### PROJECT SCOPE

Construction will include (also refer to site plans included in the Profile):

- The development of 18 new, energy efficient for-sale single family condominiums consistent with historic design elements. The buildings will be two-story with a mix of two-story townhomes and upper and lower one-story flats.
- On-site parking will be provided behind the townhomes.
- Funds will also be used for design and other soft costs.

### JOBS CREATED

The project will support jobs in the maintenance and grounds industry by contracting with local businesses.

### REGULATORY REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:

- SHPO review and approval
- Site plan review and approval
- Local building permits
- County 239M review and approval
- Final condominium plan approval by New York State prior to occupancy

### PUBLIC SUPPORT

Many participants at the public meetings like the project's location, urban design features and the need for new home products downtown. Some participants were concerned about parking and the use of public funds for private projects.



## CONSTRUCT THE WATER STREET TOWNHOMES

### CAPACITY & PARTNERS

Chris Iversen is a successful regional developer. Iversen's affiliated development and construction firms, Chrisantha, Inc. and Iversen Construction Corp., have completed projects in Penn Yan, among them being the historic rehabilitation / redevelopment of Birkett Landing high-income apartments on Water Street and the development of the Hampton Inn on Keuka Lake.

The development team will include Mossien Associates Architects, PC and BME Associates, site engineers; both these firms have completed projects with the Iversen team including Birkett Landing and the Hampton Inn Penn Yan.

### STRATEGIES

The project aligns with the following DRI Strategies:

- Encourage a dense mix of uses
- Promote downtown residential uses

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Downtown Core: Promote context appropriate infill when opportunities present themselves (PY Vision Plan)

- Promote appropriately scaled buildings in the downtown (Comp. Plan)
- Promote appropriate growth, housing, land use, building use, planning, fighting sprawl (PY Vision Plan)

### PROJECT BENEFITS

The project has the following benefits:

- An investment of more than \$4 million in the downtown core for new building construction
- Synergies with potential DRI projects at Birkett Landing, Village Bakery, the Knapp Hotel and streetscape improvements along Water Street
- 18 new condominium homes that could host up to 25 new residents in the downtown core that will provide year-round customers for restaurants and retail downtown
- Redevelopment of a chronically underutilized parcel
- Buildings that will be consistent with design guidelines and the existing historic architecture

## CONSTRUCT THE WATER STREET TOWNHOMES

### PROJECT REPORTING

This project will be monitored for progress and adherence by the Finger Lakes Economic Development Center. The following metrics will be tracked to measure the project's success:

- Number of new residents

### FEASIBILITY & COST JUSTIFICATION

Cost estimates were developed by the developer and checked by LaBella Associates for accuracy.

A pro-forma for the project's three phases has also been prepared by the developer. Based on the analysis, the project is feasible with the DRI funding requested.

The project is also supported by the findings of the Economic and Market Analysis which indicates a need for more than 400 owner housing units in Yates County over the next 20 years. More than 100 were needed in the proposed price range of \$250,000 that this project is proposing.

### TIMELINE & READINESS

- Overall timeline: 3 years
- Design & construction documents: 3 months
- Reviews, approvals, & permits: 3 months
- Construction: 2 years for the complete project

The site is owned by Iversen Ventures and concept plans have been prepared. Construction plans could be prepared in three months. No formal plans have been submitted to the Village but the developer has received letters from the Village indicating the project is consistent with Village plans, current zoning and also can be supported by sufficient infrastructure capacity.

A financial analysis including sources and uses has been completed and the cash flow is positive for the developer. Letters have been received for bank financing.

## REHABILITATE THE BELKNAP



<b>PROJECT</b>	Rehabilitate the Belknap
<b>OWNER/SPONSOR</b>	Stacey Mirinaviciene
<b>LOCATION</b>	104-106 Main Street, Map #8
<b>PROJECT COST</b>	\$1,200,000
<b>DRI FUNDING</b>	\$329,000

### PROJECT DESCRIPTION AND FUTURE USE

A historic, 3-story masonry building on Main Street, rehabilitating the Belknap is a catalytic project that converts 5,520 sq. ft. of long-vacant space into one commercial and three residential units. This mixed-use property will attract 12+ new FTE jobs and up to six new residential tenants to a vital Main Street block. Transformative façade restorations and complete interior renovations include a 1,890 sq. ft. anchor commercial space for the expansion of a local business relocating to downtown, as well as two new ~900 sq. ft. gorgeous, market-rate apartments on the second floor, and one third floor, 2-bedroom condo. The book-keeping school portion of Roslyn Accounting will bring 20+ new visitors to downtown Penn Yan on a bi-annual basis in its first year alone.

The project is near other similar proposed DRI projects including 126 Main Street.

## REHABILITATE THE BELKNAP

### BUDGET

#### Sources

TOTAL COSTS:	\$1,200,000
Construction:	\$1,000,000
Design Costs:	\$138,000
Environmental Costs:	\$62,000

#### Uses

TOTAL SOURCES:	\$1,200,000
DRI Funding:	\$329,000
Other Funding:	\$871,000
Local Façade Grant:	\$15,000
Restore NY Grant:	\$221,000
Owner Cash Equity:	\$85,000
Conventional Lending:	\$550,000

#### Funding Sources Status

DRI funding is pending upon inclusion on the Awarded DRI projects from the State of New York.

The local façade grant and Restore NY grant have been awarded. The owner has begun initial discussions with the bank for loan financing.

### PROJECT SCOPE

Construction will include (also refer to floor plans included in the Profile):

- Historic restoration of facades
- New roof, HVAC, lighting-electrical-plumbing, and energy-code-level insulation
- Historically appropriate windows at all existing and previously enclosed masonry openings

### JOBS CREATED

The project is estimated to bring 1 existing regional job to downtown and add 11+ new FTE jobs.

### REGULATORY REQUIREMENTS

The applicant has already coordinated directly with neighbors, the FLEDC, and local code enforcement. The following steps are in-progress, or will be completed immediately upon award:

- SHPO review and approval
- Local Historic Commission review and approval
- Site plan review and approval
- Local building permits
- Zoning variance
- County 239M review and approval

### PUBLIC SUPPORT

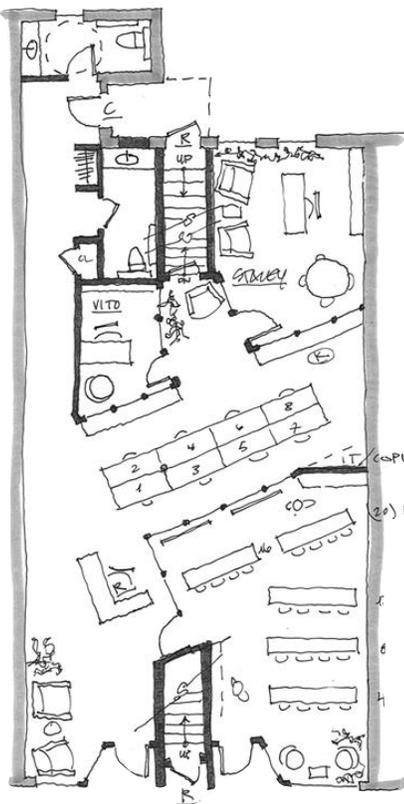
The public expressed support for this project throughout the DRI process. Specifically at the February meeting the public commented that the building is an eye sore in need of renovation and a great building for downtown apartments. Others are concerned that this project has already received a large amount of public funds and that additional office space will not create the needed foot traffic as compared to retail space.

# REHABILITATE THE BELKNAP

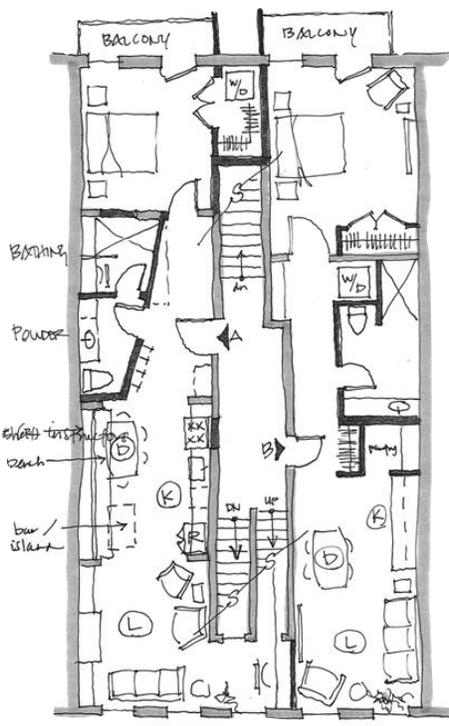


## PROPOSED FLOOR PLANS

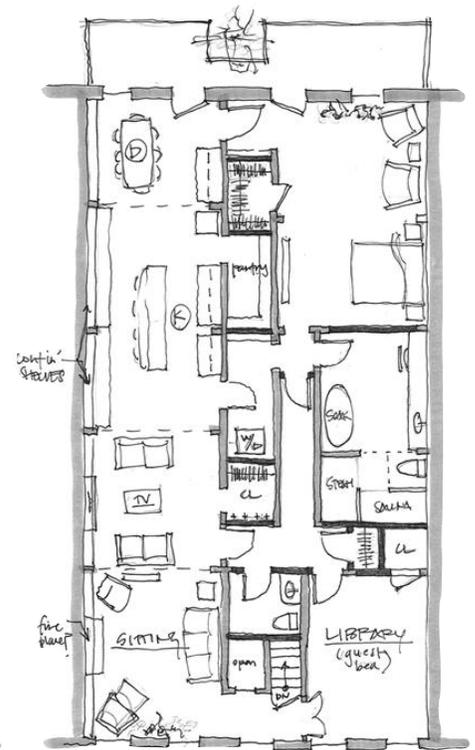
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**PROPOSED FIRST FLOOR PLAN**  
Accounting office



**PROPOSED SECOND FLOOR PLAN**  
2 Apartments



**PROPOSED THIRD FLOOR PLAN**  
1 Apartment

## REHABILITATE THE BELKNAP

### CAPACITY & PARTNERS

Stacey Mirinaviciene has successfully expanded her NYC Firm, Roslyn Accounting, to the Finger Lakes. A CPA and Professor at Keuka College, Mirinaviciene is a highly informed owner regarding the Historic Rehabilitation Tax Credits and available grant funds. She is working with the FLEDC to secure PILOTS and advocating for the community on 485a/b and 421m.

### STRATEGIES

The project aligns with the following DRI Strategies:

- Preserve and renovate historic downtown buildings for mixed-use
- Stimulate entrepreneurship and focus economic development opportunities in the downtown core
- Promote affordable downtown residential uses including upper-floor units

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Reinforce the identity, sense of place, and character of the area through downtown redevelopment, adaptive reuse of existing buildings and infrastructure, and historic preservation (FLREDC)
- Enrich living environments by increasing access to affordable housing and mixed-income units, and promoting energy efficiency (FLREDC)
- Expand opportunities for the region's employees and spur the creation of high-skill, high-wage jobs (FLREDC)
- Preserve, cultivate, celebrate historic ambiance: preservation, history, culture, Main Street (PY Vision Plan)
- Promote appropriate growth, housing, land use, building use, planning, fighting sprawl (PY Vision Plan)

## REHABILITATE THE BELKNAP

### PROJECT BENEFITS

The project has the following benefits:

- Revitalization of a historic building that is underutilized
- Provides additional housing downtown
- Attracts young professionals to the area, in turn increasing tax revenue and local commercial spending
- Upgrades a commercial space with updated technologies and infrastructure to fit current needs
- Provides new professional jobs on Main Street

### PROJECT REPORTING

This project will be monitored for progress and adherence by the Finger Lakes Economic Development Center, a local partner. The following metrics will indicate the project's success:

- Number of new commercial and residential units
- Number of new jobs and number of new tenants

### FEASIBILITY & COST JUSTIFICATION

The cost estimate for this project was developed by In. Site: Architecture, along with comprehensive Building Reuse Analyses, including detailed assessment of Existing Conditions, and Code Implications of various reuse scenarios.

The Economic and Market Analysis indicates a demand of more than 100 apartment units over the next 20 years in Yates County. The Analysis also indicates a demand for as much as 30,000 sq. ft. of office space over the next 10 years within the DRI Boundary.

### TIMELINE & READINESS

- Overall timeline: 14+ months
- Design & construction documents: 2 - 4 months
- Reviews, approvals, & permits: on-going, 4 - 6 months
- Construction: 8 - 12 months

The owner has been working with David Healy Architects since acquiring the property in 2017. Local leverage grants were previously awarded. The owner is poised to commence final phases immediately upon approval.

## RENOVATE THE LAURENTIDE INN



<b>PROJECT</b>	Renovate the Laurentide Inn
<b>OWNER/SPONSOR</b>	Tracey and Marla Hedworth
<b>LOCATION</b>	158 Main Street, Map #9
<b>PROJECT COST</b>	\$606,463
<b>DRI FUNDING</b>	\$260,000

### PROJECT DESCRIPTION AND FUTURE USE

The Laurentide Inn, built in 1820 is a 7-room bed and breakfast with private event space. Since taking ownership in June of 2018, the Hedworths have invested in interior renovations and redesign of the main structure as well as site work.

The proposal for the site includes repurposing the existing carriage house and stables into a three-barrel micro-brewery and tasting room/bar area as well as renovating the ground floor of the Inn for the implementation of a “speakeasy” style lounge. As for site work, the owners also intend to build out the outdoor space to allow for private events like small weddings or acoustic music in the gardens. The owners would also like to turn the driveway that leads onto Maiden Lane into a pedestrian walkway for Laurentide Inn and Brewery guests.

The project is adjacent to the proposed Struble Arcade DRI project and will synergize with the Maiden Lane improvements proposed as part of the Village’s Enhance Maiden Lane and Main Street DRI project.

## RENOVATE THE LAURENTIDE INN

### BUDGET

#### Uses

TOTAL COSTS:	\$606,463
Construction:	\$481,463
FFE:	\$95,000
Soft Costs:	\$30,000

Note: design costs have already been incurred by the owners.

#### Sources

TOTAL SOURCES:	\$606,463
DRI Funding:	\$260,000
Other Funding:	\$346,463
Equity:	\$150,000
Loan:	\$196,463

Note: Owner equity will fund FFE

#### Funding Sources Status

DRI funding is pending upon inclusion on the Awarded DRI projects from the State of New York. The owners have provided proof of personal equity and a letter of interest for bank financing.

### PROJECT SCOPE

Construction includes (refer to floor plans and site plan that follow):

- Carriage House ground floor (2,100 sq. ft.): Structural improvements, doors, walls, bathrooms, mechanicals
- Site Work: Repave parking lot; pedestrian walkway with stamped concrete, pergola and fencing
- Speakeasy (section of ground floor of Inn): New flooring, plumbing, bathrooms, tin ceilings
- Inn (6,900 sq. ft.): Repair or replace historic windows
- Furniture, fixtures and equipment (FFE) for brewery and speakeasy

### JOBS CREATED

An estimated 3 to 5 jobs may be created between the brewery and Inn.

### REGULATORY REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:

- SHPO review and approval
- Local Historic Commission review and approval
- Site plan review and approval (pending review in March)
- Local building permits
- NYS Liquor Authority approvals
- County 239M review and approval
- County Health Dept. permit

### PUBLIC SUPPORT

The public expressed support for this project throughout the DRI process. Specifically at the February meeting the public commented that a brewery would attract a lot of people. Others were concerned that the building and site were too small to accomplish everything in the scope of work.

## RENOVATE THE LAURENTIDE INN



Concept Rendering – Speak Easy

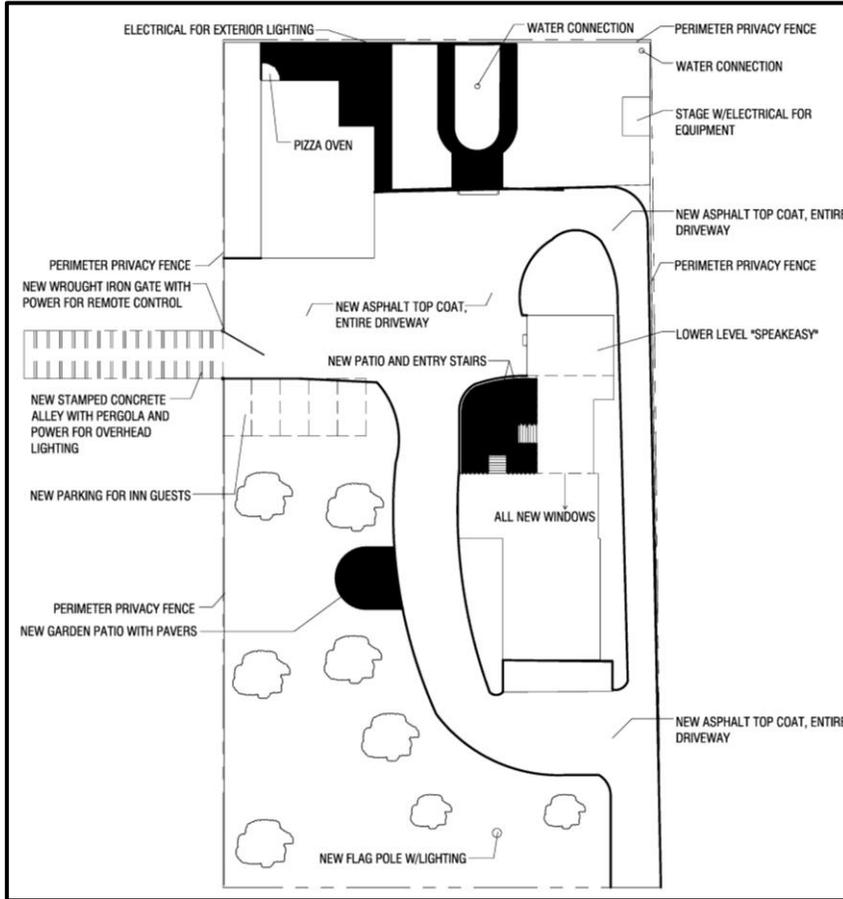


Concept Rendering – Pedestrian Walkway to Maiden Lane

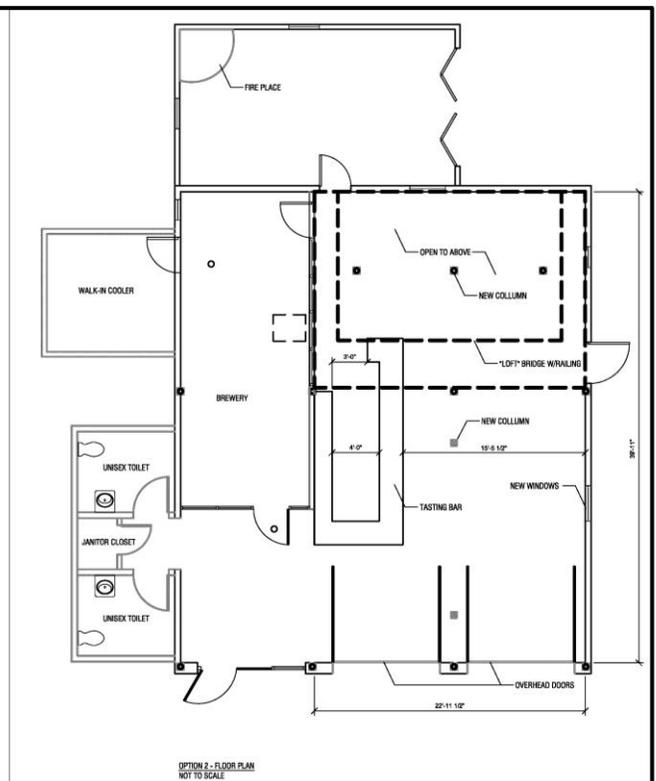
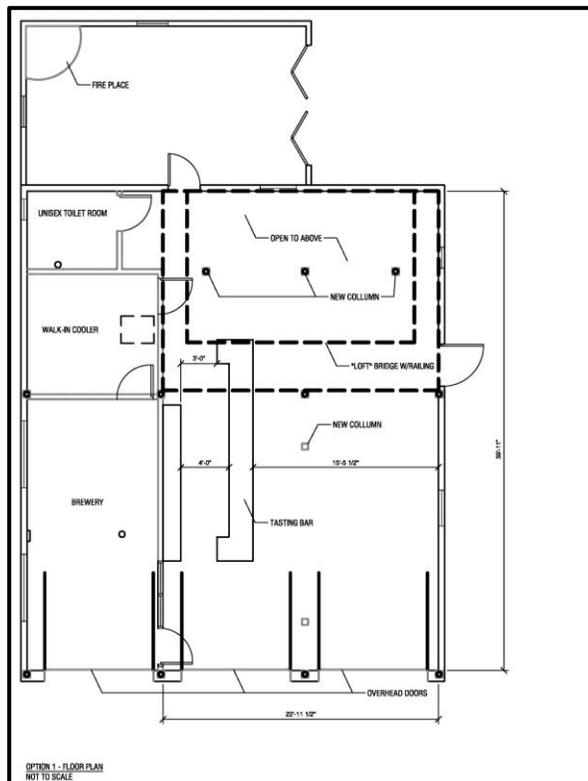


Existing Exterior of Carriage House

# RENOVATE THE LAURENTIDE INN



**Top: Potential site plan**  
**Bottom: Interior brewery plan options**



## RENOVATE THE LAURENTIDE INN

### CAPACITY & PARTNERS

Marla Hedworth will oversee all aspects of the Inn Property. She brings over 10 years of professional experience within hospitality at a variety of restaurants and Inn's across the Northeast including in Hoboken NJ, Simsbury CT, New Haven CT, Providence RI, Boston MA, Provincetown MA, and Harwichport, MA.

Marla will be co-owner of the facility with her husband Tracey, a Finger Lakes native originally from Phelps, NY, who holds the position of Regional Vice President of Life Insurance for AXA, the world's largest insurance company, overseeing New England and the upstate region of New York State.

Brett and Jackie Driscoll will be brewing the beer for the brewpub and Jackie, a design professional, will be providing design leadership and project management for the project.

### STRATEGIES

The project aligns with the following DRI Strategies:

- Preserve and renovate historic downtown buildings for a mix of uses based on design guidelines
- Offer a continuous and safe alternative transportation network that links downtown to neighborhoods and regional attractions for users of all abilities
- Incubate local processors and food-related start-ups downtown
- Celebrate the variety of unique craft beverages through downtown events

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Strengthen and expand the region's network of incubation and grow the number of entrepreneurs (FLREDC)
- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation (FLREDC)
- Support the agricultural and food processing industry (FLREDC)
- Preserve, cultivate, and celebrate historic ambiance: preservation, history, culture, Main Street (PY Vision Plan)

## RENOVATE THE LAURENTIDE INN

### PROJECT BENEFITS

The project has the following benefits:

- Re-purposes spaces at a historic property
- Provides the first craft brewing location in the Downtown Core
- Offers pedestrian connections to the proposed Maiden Lane project
- Improves the financial viability of the historic Inn
- Provides a new tourist destination downtown

### PROJECT REPORTING

This project will be monitored for progress and adherence by the Finger Lakes Economic Development Center. The following metrics will be tracked to measure the project's success:

- Number of jobs
- Number of patrons including tourists

### FEASIBILITY & COST JUSTIFICATION

Design professionals and engineers helped develop the plans and cost estimates for the project.

A pro-forma was prepared for each component and for the overall project and each shows a healthy cash flow assuming award of DRI funding.

Market analysis findings indicate that the local population can support more than 10,000 sq. ft. of new restaurant space. Tourist spending will also support the brewery.

### TIMELINE & READINESS

- Overall timeline: 7 months
- Design & construction documents: completed prior to DRI award
- Reviews, approvals, & permits: 2 months
- Construction: 5 months

The project is ready to be initiated upon DRI approval. Measured concept plans for the entire project have been prepared. 3D visualizations have been created of the brewery. Budgets are based on professional estimates. The owners have met with the Village Code Officer and have scheduled meetings with the Planning Board.

## ELEVATE MILLY'S PANTRY



<b>PROJECT</b>	Elevate Milly's Pantry
<b>OWNER/SPONSOR</b>	Milly's Pantry
<b>LOCATION</b>	19-23 Main Street, Map #10
<b>PROJECT COST</b>	\$521,200
<b>DRI FUNDING</b>	\$521,200

### PROJECT DESCRIPTION AND FUTURE USE

Milly's Pantry is a not-for-profit 501 (c)3 organization dedicated to the needs of Yates County's children. It is funded through donations, grants, rentals, and sales in the Pinwheel Market & Café. The School Supply program provides necessary supplies to over 900 Yates County children annually. The Weekend Backpack program now feeds nearly 500 children weekly in Penn Yan and Dundee. Currently approximately 200 volunteers, along with funds obtained through programs and rental spaces within the building, keep this outreach mission operational.

The historic building consists of 14,000 square feet on three floors, plus a basement, attic and sub-basement. The proposed elevator would require the renovation of each floor to allow access at each floor. The added accessibility would enable business growth and increase funds brought in through rentals. It would also provide access to participate in the many classes, programs and community gatherings to many who cannot currently attend. It provides access to the second floor commercial kitchen to potential entrepreneurs to develop culinary products, provide catering services, or use its pop-up restaurant capability to explore business opportunities.

## ELEVATE MILLY'S PANTRY

### BUDGET

#### Uses

TOTAL COSTS:	\$521,200
Construction:	\$415,200
Design Costs:	\$56,200
Clerk of the Works:	\$50,000
Environmental Costs:	\$30,000

#### Sources

DRI Funding:	\$521,200
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#### Funding Sources Status

DRI funding is pending upon inclusion on the Awarded DRI projects from the State of New York.

### PROJECT SCOPE

Construction will include:

- 4-stop elevator installation at rear of building in new small building annex
- Interior renovation to accommodate elevator lobby at each level, including basement
- Modification of exterior stair to provide second means of egress from each level.

### JOBS CREATED

Milly's is incubating/nurturing entrepreneurs whose culinary product development, catering services, and pop-up restaurant events would represent employment opportunities.

### REGULATORY REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:

- SHPO review and approval
- Local Historic Commission review and approval
- Site plan review and approval
- Local building permits
- County 239M review and approval
- DEC for proposed abatement activities (potential)

### PUBLIC SUPPORT

The project received overwhelming support throughout the DRI process. Favorable comments focused on providing access for all segments of the community to participate in cultural, recreational, fitness, and health activities at this valuable community resource.

## ELEVATE MILLY'S PANTRY



Rear of the existing building at elevator location



Proposed elevator and exterior stair improvements

## ELEVATE MILLY'S PANTRY



**Top:** Third floor ballroom  
**Middle:** Second floor commercial kitchen  
**Bottom:** First floor Pinwheel Market & Café



## ELEVATE MILLY'S PANTRY

### CAPACITY & PARTNERS

Milly's Pantry was awarded a \$248,000 grant from McGowan Charitable Fund to establish a business on Main Street. Milly's Pantry ran a Backpack program that started by feeding 27 children in Penn Yan and now feeds nearly 500 plus children daily. Currently there are 200 volunteers that work with Milly's Pantry on different programs for the less fortunate. They run completely on donations and grants, which continue steadily as a testament to their capacity to fulfill grant obligations and their mission.

### STRATEGIES

The project aligns with the following DRI Strategies:

- Preserve & renovate historic downtown buildings for a mix of uses, providing needed accessibility
- Stimulate a vibrant year-round downtown arts and cultural scene through improved access to arts and cultural programming currently offered in the in accessible facility
- Provide access and opportunity for all residents to be part of Downtown Penn Yan's revitalization
- Encourage a dense mix of uses
- Provide vertical access for downtown building by expanding accessibility and use of the 2nd and 3rd floor for a growing community

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Strengthen and expand the region's network of incubation and grow the number of entrepreneurs (FLREDC)
- Preserve, cultivate, celebrate historic ambiance: preservation, history, culture, Main Street (PY Vision Plan)
- Promotes regional tourism through the sales of regional goods in a historic downtown setting
- Workforce development: The success of a region's children is undeniably linked to the overall success of a region as a whole. Investment in the support of the regions many children in need through meals during non-school hours and weekends is critical to its success. Training, therapeutics arts, senior exercise, recreational and other social programming are carried out here, promoting community health and actively supporting Penn Yan success.

## ELEVATE MILLY'S PANTRY

### PROJECT BENEFITS

The project has the following benefits:

- Improve utilization of the downtown Penn Yan Main Street Corridor
- Expanded accessibility to important regional services for an aging and differently abled population
- Expansion of programs, classes, educational and business opportunities will be made possible by elevator access
- Increase in arts and cultural programs therefore activating community in the downtown area
- Economic engine for incubating small businesses
- Enriching quality of life in Penn Yan Village through improved access to vital human services programming
- Increase in tourism, arts and cultural programs through the sales of regional goods in Pinwheel Market & Café

### PROJECT REPORTING

This project will be monitored for progress and adherence by a Clerk of the Works hired specifically for this project. The following metrics will be tracked to measure the project's success:

- Completion of project on time and budget, while maintaining access to very necessary community services

### FEASIBILITY & COST JUSTIFICATION

The project cost estimate was developed by selected architects, Bero Associates and has reasonably captured required components. Feasibility issues were considered in the estimate by including a budget for environmental remediation.

### TIMELINE & READINESS

- Overall timeline: 12 – 16 months
- Design & construction documents: 3 – 5 months
- Reviews, approvals, & permits: 1 month
- Construction: 9 months

The Milly's Pantry project design is ready to be initiated upon DRI approval. A rough estimate for the elevator and exterior stair construction budget was prepared by Bero Associates Architecture. The addition of an elevator would have a positive impact on the community uses for this building.

## REPURPOSE 126 MAIN STREET



<b>PROJECT</b>	Repurpose 126 Main Street
<b>OWNER/SPONSOR</b>	Tracey Knapp
<b>LOCATION</b>	126 Main Street, Map #11
<b>PROJECT COST</b>	\$350,000
<b>DRI FUNDING</b>	\$150,000

### PROJECT DESCRIPTION AND FUTURE USE

The first floor of the building located at 126 Main Street is occupied by Village Drug. The owner of the building plans to repurpose and renovate the currently vacant second floor office space into three apartments – two for rent and one for a vacation rental.

The proposal for the second floor includes one one-bedroom apartment, one two-bedroom apartment, and one two-bedroom vacation rental. The renovation would include demolition of non-load bearing walls and installation of new insulation, dry wall, electrical, plumbing, HVAC, and appliances. The proposal also includes thermal window replacement; however the owner would like to keep the original transom windows in the apartment facing Main Street.

The project is near other similar proposed DRI projects including the Belknap.

## REPURPOSE 126 MAIN STREET

### BUDGET

#### Uses

TOTAL COSTS:	\$350,000
Construction:	\$340,000
Soft Costs:	\$10,000

#### Sources

DRI Funding:	\$150,000
Other Funding:	\$200,000
Loan Funding:	\$200,000

#### Funding Sources Status

DRI funding is pending upon inclusion on the Awarded DRI projects from the State of New York.

Tracey Knapp has provided a bank letter indicating the viability of the project and her qualification to obtain the necessary financing.

### PROJECT SCOPE

Construction will include (also refer to floor plans included in the Profile):

- Full interior renovation of the 3,200 sq. ft. second floor including demolition, walls, ceilings, flooring, kitchens, appliances, bathrooms, finishes, and trim
- Exterior renovations including new second floor windows
- Installation of mechanicals including HVAC, plumbing and electrical

### JOBS CREATED

The project will not create any jobs.

### REGULATORY REQUIREMENTS

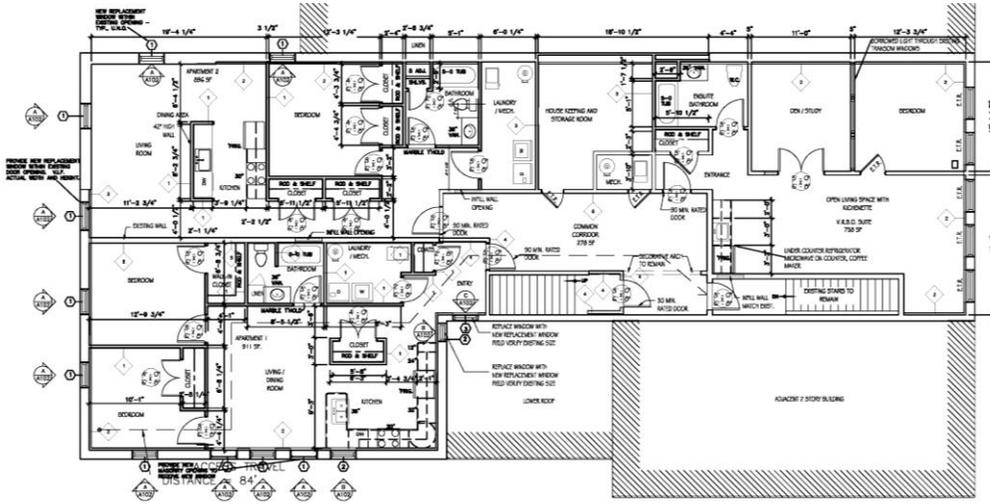
The applicant will need to take the following steps to obtain approval to proceed:

- SHPO review and approval
- Local Historic Commission review and approval
- Local building permits
- County 239M review and approval

### PUBLIC SUPPORT

The public expressed support for this project throughout the DRI process. Comments at the February public meeting included that the building is a showcase for downtown, that the project brings needed housing downtown, and that the short term rental is good for increased downtown tourism. Others were concerned that the project would not affect many people.

# REPURPOSE 126 MAIN STREET



Proposed Plan

PROPOSED PLAN (2) APARTMENTS AND (1) V.R.B.O SUITE



Existing Exterior

## REPURPOSE 126 MAIN STREET



Rendering of Vacation Rental



Existing Interior

## REPURPOSE 126 MAIN STREET

### CAPACITY & PARTNERS

Tracey Knapp has recently purchased the property. She has prior experience with developing and renovating other vacation rentals and apartments outside of downtown Penn Yan. She will be working with design professionals from Architectura to complete the project.

### STRATEGIES

The project aligns with the following DRI Strategies:

- Preserve and renovate historic downtown buildings for a mix of uses based on design guidelines
- Promote affordable downtown residential uses including upper-floor units

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation (FLREDC)
- Increase access to affordable housing and mixed income units (FLREDC)
- Promote appropriate growth, housing, land use, building use, planning, fighting sprawl (PY Vision Plan)

## REPURPOSE 126 MAIN STREET

### PROJECT BENEFITS

The project has the following benefits:

- Increases residential housing options
- Converts unusable and vacant office space into a desirable use
- Incorporates historical features into design (i.e. transom windows will be saved)
- Provides short-term vacation rental in the heart of the downtown, attracting tourists to downtown businesses

### PROJECT REPORTING

This project will be monitored for progress and adherence by the Finger Lakes Economic Development Center. The following metrics will be tracked to measure the project's success:

- Number of new residential units
- Number of new downtown residents
- Number of short term vacation renters

### FEASIBILITY & COST

#### JUSTIFICATION

Estimates for the project were derived from contractor estimates. The project architect from Architectura has reviewed the estimates and found them to be accurate.

A pro-forma for the project indicates positive cash flow assuming award of DRI funding. The Economic and Market Analysis indicates a demand of more than 100 apartment units over the next 20 years in Yates County, the majority of which are market rate units. The Analysis also indicates a demand for small scale vacation rentals.

### TIMELINE & READINESS

- Overall timeline: 8 months
- Design & construction documents: complete
- Reviews, approvals, & permits: 2 months
- Construction: 6 months

The project is ready to be initiated upon DRI approval. Design documents for the apartments are complete. The owner has met with the Code Officer about the project. Lyons National Bank has provided a support letter indicating the viability of the project and Tracey Knapp's qualification to obtain the necessary financing. A pro-forma for the project indicates positive cash flow assuming award of DRI funding.

## BUILDOUT BIRKETT COMMERCIAL SPACE



<b>PROJECT</b>	Buildout Birkett Commercial Space
<b>OWNER/SPONSOR</b>	Birkett Properties
<b>LOCATION</b>	130 Water Street, Map #12
<b>PROJECT COST</b>	\$500,000
<b>DRI FUNDING</b>	\$180,000

### PROJECT DESCRIPTION AND FUTURE USE

Located at 130 Water Street, Birkett Landing is a four-story, mixed-use property on the Keuka Outlet that contains 13 high-end apartments, a wine bar, and 4,500 square feet of undeveloped space. The apartments are fully occupied and there is a waitlist of potential renters.

The proposal for the site includes finishing the interior of a 4,500 square feet undeveloped space on the ground floor of the building facing the Keuka Outlet for an upscale restaurant. An outdoor patio would also be established by the restaurant on the existing deck.

DRI funding would be used to construct restrooms, improve the space's infrastructure and install a bar for a tenant committed to the space.

The project is adjacent to the proposed Village Bakery DRI project, across the street from the proposed Water Street Townhomes and Knapp Hotel DRI projects and faces the Keuka Outlet.

## BUILDOUT BIRKETT COMMERCIAL SPACE

### BUDGET

#### Uses

TOTAL COSTS:	\$500,000
Construction:	\$455,000
Soft Costs:	\$45,000

#### Sources

TOTAL SOURCES:	\$500,000
DRI Funding:	\$180,000
Other Funding:	\$320,000
Bank Financing:	\$220,000
Equity:	\$100,000

#### Funding Sources Status

DRI funding is pending upon inclusion on the Awarded DRI projects from the State of New York.

Adequate proof of bank and equity financing has been provided by the applicant.

### PROJECT SCOPE

Construction will include (also refer to floor plans included in the Profile):

- Installation of restrooms
- Installation of plumbing, HVAC, electric, kitchen exhaust, fire alarm system, and lighting
- Installation of flooring, walls, windows, and doors

### JOBS CREATED

The project will create the need for an estimated five full time equivalent jobs for the restaurant.

### REGULATORY

#### REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:

- SHPO review and approval has already been obtained
- Local Historic Commission review and approval
- Local building permits
- County 239M review and approval
- County Health Dept. permit

### PUBLIC SUPPORT

The project has received favorable support throughout the DRI process. Comments received at the February public meeting supported the need for the restaurant and its ideal location on the Keuka Outlet. Others were concerned about using public funds at an already successful development.



## BUILDOUT BIRKETT COMMERCIAL SPACE



## BUILDOUT BIRKETT COMMERCIAL SPACE

### CAPACITY & PARTNERS

Chris Iversen is a successful regional developer. Iversen's affiliated development and construction firms, Chrisanntha, Inc. and Iversen Construction Corp., have completed projects in Penn Yan, among them being the historic rehabilitation / redevelopment of Birkett Landing high-income apartments on Water Street and the development of the Hampton Inn on Keuka Lake.

Chrisanntha, Inc. has successfully completed other restaurant developments including the former Steamboat Landing in Canandaigua, and the Pier House Restaurant at the Ramada Inn Geneva.

The development team will include Mossien Associates Architects, PC and BME Associates, site engineers; both these firms have completed projects with the Iversen team including Birkett Landing and the Hampton Inn Penn Yan.

### STRATEGIES

The project aligns with the following DRI Strategies:

- Preserve and renovate historic downtown buildings for a mix of uses based on design guidelines
- Encourage farm-to-table relationships among local producers, processors and restaurateurs
- Stimulate entrepreneurship and focus economic development opportunities in the downtown core

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Strengthen and expand the region's network of incubation and grow the number of entrepreneurs (FLREDC)
- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation (FLREDC)
- Support the agricultural and food processing industry (FLREDC)
- Preserve, cultivate, celebrate historic ambiance: preservation, history, culture, Main Street (PY Vision Plan)

## **BUILDOUT BIRKETT COMMERCIAL SPACE**

### **PROJECT BENEFITS**

The project has the following benefits:

- Fills a void in Downtown which is lacking restaurants
- Supports the spirit of entrepreneurship and small local businesses
- Complements improvements on the Outlet trail and provides food options for bikers, walkers and tourist utilizing the Outlet trail
- Fully utilizes an underutilized space
- Provides synergy with adjacent uses including residential and commercial spaces

### **PROJECT REPORTING**

This project will be monitored for progress and adherence by the Finger Lakes Economic Development Center. The following metrics will be tracked to measure the project's success:

- Number of jobs
- Sales tax revenue

### **FEASIBILITY & COST**

#### **JUSTIFICATION**

Cost estimates were developed by Mossien Architects and checked by LaBella Associates for accuracy.

The committed tenants have provided a full business plan. The plan includes a pro-forma indicating positive cash flow over a ten year term.

Iversen has also provided financial analyses that indicate the return on investment is favorable with DRI funding, but is not favorable without it.

The project is also supported by the findings of the Economic and Market Analysis which indicates a need for up to 10,000 sq. ft. of restaurant/food space over the next 10 years from local residents. Tourist spending will further support this venture.

### **TIMELINE & READINESS**

- Overall timeline: 8 months
- Design & construction documents: 2 months
- Reviews, approvals, & permits: 2 months
- Construction: 3-5 months

A lease agreement has been signed by the potential tenant. All infrastructure and other utilities are in place for the vacant space. SHPO approval has already been received for an exterior kitchen exhaust duct. Schematic designs are complete. Financing is in place. Once approved the project could begin immediately.

## BUILDOUT THE LITTLE ELM RESTAURANT



<b>PROJECT</b>	Buildout the Little Elm Restaurant
<b>OWNER/SPONSOR</b>	Eleven Lakes Restaurant Group, LLC
<b>LOCATION</b>	124 Elm Street, Map #13
<b>PROJECT COST</b>	\$475,000
<b>DRI FUNDING</b>	\$200,000

### PROJECT DESCRIPTION AND FUTURE USE

The Little Elm project will transform a currently empty store front on Elm Street into an upscale farm-to-table restaurant and cocktail bar. This transformation will support and expand the wine and lake tourism industry in the region by supporting local farmers and beverage manufacturers. The space that Little Elm will occupy is the front of the first floor of the Penn Yan Microtel Inn & Suites. Visitors at the Microtel, tourist to the Finger Lakes region, as well as residents of Penn Yan, will dine at the Little Elm. On-site parking is available.

## BUILDOUT THE LITTLE ELM RESTAURANT

### BUDGET

#### Uses

TOTAL COSTS:	\$ 475,000
Construction:	\$ 275,500
FF&E:	\$ 150,000
Design Costs:	\$ 27,000
Legal & Permits:	\$ 22,500

#### Sources

TOTAL SOURCES:	\$ 475,000
DRI Funding:	\$ 200,000
Other Funding:	\$ 275,000
Personal Equity:	\$ 275,000

Note: Personal equity will fund purchase of FF&E

#### Funding Sources Status

DRI funding is pending upon inclusion on the Awarded DRI projects from the State of New York.

Proof of equity funding has been provided by the applicant.

### PROJECT SCOPE

Construction will include (also refer to floor plans included in the Profile):

- Complete a vacant storefront for restaurant use, including all general construction and mechanical, electrical, plumbing and fire protection work
- Furniture, fixtures, and other equipment (FF&E) for restaurant

### JOBS CREATED

The project will create a minimum of 15 jobs.

### REGULATORY REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:

- SHPO review and approval
- Site plan review and approval
- Local building permits
- NYS Liquor Authority approvals
- County 239M review and approval
- County Health Dept. permit

### PUBLIC SUPPORT

The public expressed support for this project throughout the DRI process. Many members of the public are excited about the potential for a new restaurant based on their comments at the February public meeting. Others are concerned about using public funds towards private projects.

## BUILDOUT THE LITTLE ELM RESTAURANT



Existing Interior Vacant Tenant Space

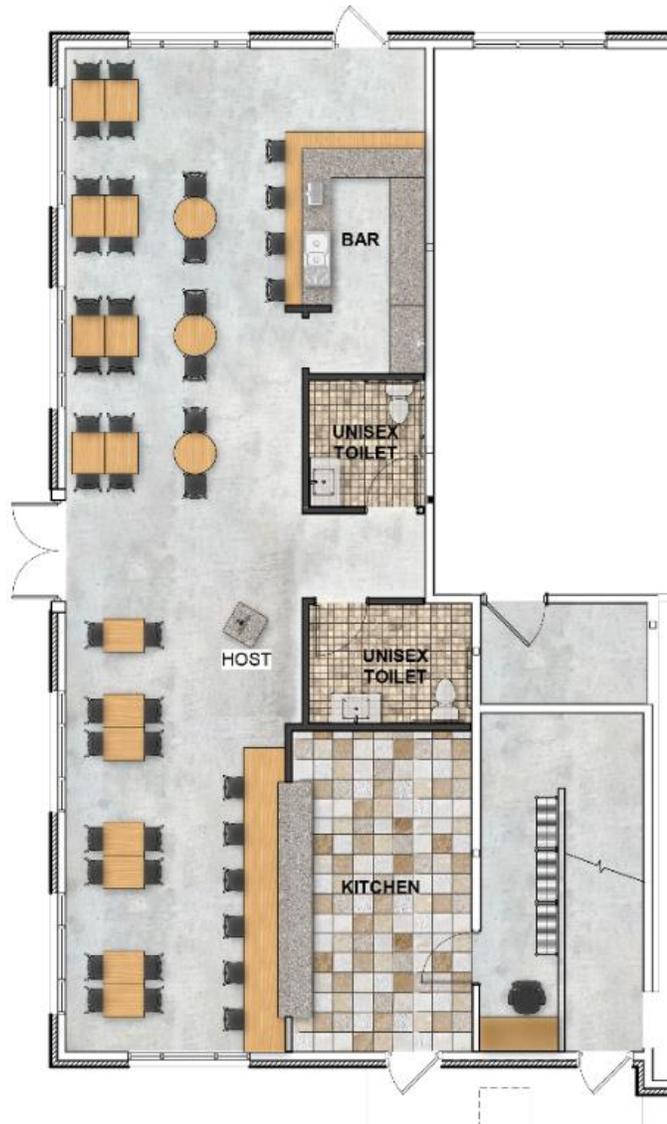


Proposed Aspirational Concept

## BUILDOUT THE LITTLE ELM RESTAURANT



Existing Exterior Elevation of Little Elm Space



Proposed Little Elm Concept Plan

## **BUILDOUT THE LITTLE ELM RESTAURANT**

### **CAPACITY & PARTNERS**

The proposed restaurant is being developed by Eleven Lakes Restaurant Group, a wholly-owned subsidiary of Indus Hospitality Group which owns and operates 31 restaurants. The restaurant will be a tenant. They have a strong track record and a 31-year operating history. The restaurant will be locally themed and supplied in a “farm to table” model similar to its flagship restaurant “Kindred Fare” in Geneva, NY.

### **STRATEGIES**

The project aligns with the following DRI Strategies:

- Encourage farm-to-table relationships among local producers, processors and restaurateurs
- Celebrate the variety of unique artisan foods, craft beverages, seasonal produce
- Iterates agri-tourism into local tourism promotion through visible street front location within a hotel

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Promotes and supports the Finger Lakes regional wine, culinary, agricultural and food enterprises (FLREDC)
- Promote appropriate growth, housing, land use, building use, planning, fighting sprawl (PY Vision Plan)

## **BUILDOUT THE LITTLE ELM RESTAURANT**

### **PROJECT BENEFITS**

The project has the following benefits:

- Increases vitality of both the street and hotel through immediate occupancy of vacant store front, making for a more walkable community and livable, prosperous downtown
- Promotes regional tourism, offering an additional destination for visitors
- Promotes awareness of regional produce and craft beverages, thus increasing strength of those businesses and overall community health
- Promotes job creation

### **PROJECT REPORTING**

This project will be monitored for progress and adherence by the Finger Lakes Economic Development Center. The following metrics will be tracked to measure the project's success:

- Provide employment for 15+ un- and under-employed individuals. This includes first job opportunities for regional population, who are employed year-round, not just seasonally
- Utilize 100 percent locally sourced produce, meats and beverage during key growing seasons and significant quantities during storage seasons
- Minimum 5 percent increase in room revenue at adjacent hotel

### **FEASIBILITY & COST JUSTIFICATION**

Cost estimates were prepared by the applicant company. The owner is highly experienced in this restaurant model and has a strong track record of experience and success. They have provided transformative projects at over 70 restaurant and hotel locations over the course of 31 years.

The Economic and Market Analysis indicates a demand for up to 10,000 sq. ft. of restaurant/food space over the next 10 years from local residents. Tourist spending will further support this venture.

### **TIMELINE & READINESS**

- Overall timeline: 1.5 years
- Design & construction documents: 6 months
- Reviews, approvals, & permits: 4 months
- Construction: 6 months

The owners anticipate being able to start construction within 90 days of award. The applicant is working with HBT Architects. Formal design work has begun. Personal financing is 100 percent secured. The use and signage for the space were approved by the Village in 2014. Further planning reviews and permitting will continue into 2019. Cost estimates were prepared by the applicant company. The owners have completed a pro-forma and have significant personal equity in the project.

## ESTABLISH A BUILDING IMPROVEMENT FUND



<b>PROJECT</b>	Establish a Building Improvement Fund
<b>OWNER/SPONSOR</b>	Finger Lakes Horizon EDC
<b>PROJECT COST</b>	\$1,000,000
<b>DRI FUNDING</b>	\$600,000

### PROJECT DESCRIPTION AND FUTURE USE

A Building Improvement Fund will be established to provide grant funding for applicants to partially support interior and exterior building improvements. The fund will mimic the goals, process and requirements of the NYS Main Street Program including an allocation of funds for administration of the program through the Finger Lakes Horizon Economic Development Center (FLHEDC) and also providing funds for soft costs including architectural and environmental costs. Maximum funding limits and required matches will be established by the FLHEDC.

The fund would be available to any building owner within the DRI Boundary. It is anticipated that owners who applied for DRI funds but were eliminated as a Priority Project will receive additional points on their Building Improvement Program application to improve their chances of being selected.

## ESTABLISH A BUILDING IMPROVEMENT FUND

### BUDGET

#### Uses

TOTAL COSTS:	\$1,000,000
Building Renovation:	\$850,000
Architecture & Environ:	\$90,000
Administration:	\$60,000

#### Sources

TOTAL SOURCES:	\$1,000,000
DRI Funding:	\$600,000
Building Owner Match:	\$400,000

#### Funding Sources Status

DRI funding is pending upon inclusion on the Awarded DRI projects from the State of New York.

Building owner matches will be identified at time of application submittal for the fund.

### PUBLIC SUPPORT

The project received favorable public support throughout the DRI process. Comments at the February public meeting included that the fund was a flexible option to cover future needs, that it was a good way to upgrade facades and improve downtown buildings, and that it was a good balance point for private and community interests.

### CAPACITY & PARTNERS

The fund will be administered by the Finger Lakes Horizon Economic Development Corporation (FLHEDC). The FLHEDC and its affiliate organizations, Finger Lakes Economic Development Center and Yates County Capital Resource Corporation administer 8 loan portfolios totaling over \$4 million in funds with approx. 60 active loans. The loans provided to small businesses help start-up and existing businesses with property acquisition, renovations and purchase of equipment. The FLHEDC is also currently administering a \$300,000 New York Main Street (NYMS) Target Area Grant Program for the Village of Penn Yan. Their familiarity with administering the loan portfolios and NYMS program will aid in the success of the Building Improvement Fund and allow the project to start immediately upon approval.

The FLHEDC and the Village of Penn Yan are also committed to utilizing their revolving loan funds to support projects. The FLHEDC will be the project sponsor and administer the program by providing locally-based, one on one support to prospective fund applicants in development and submission of applications.

The FLHEDC was established in 2010 to address funding needs of businesses that did not require IDA bonding. The FLHEDC has extensive experience in administering loan funds and working with small businesses.

## ESTABLISH A BUILDING IMPROVEMENT FUND

### STRATEGIES

The project aligns with the following DRI Strategies:

- Preserve and renovate historic downtown buildings for a mix of uses based on design guidelines
- Stimulate entrepreneurship and focus economic development opportunities in the downtown core
- Promote affordable downtown residential uses including upper-floor units

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Grow the number of entrepreneurs (FLREDC)
- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation (FLREDC)
- Increase access to affordable housing and mixed income units (FLREDC)
- Promote appropriate growth, housing, land use, building use, planning, fighting sprawl (PY Vision Plan)

### PROJECT BENEFITS

The project has the following benefits:

- An estimated investment of \$1,000,000 in the downtown, \$400,000 of which will be privately funded
- Improved aesthetics in the downtown
- Attraction and retention of small businesses and entrepreneurs
- Rehabilitation and creation of upper floor residential units
- Increased number of residents, businesses, and employees
- Preservation of historic buildings
- Improved quality of life

## ESTABLISH A BUILDING IMPROVEMENT FUND



## ESTABLISH A BUILDING IMPROVEMENT FUND

### PROJECT REPORTING

This project will be monitored for progress and adherence by the Finger Lakes Horizon Economic Development Center (FLHEDC) and the NYS Housing Trust Fund Corp (HTFC). The following metrics will be tracked to measure the project's success:

- Number of properties involved
- Number of renovated and new commercial units
- Number of new businesses and jobs
- Number of renovated and new residential units
- Number of new residents
- Amount of funds leveraged by the project

The FLHEDC will establish a DRI Building Improvement Fund committee to review and select projects. Periodically the FLHEDC will report to the committee on the progress of the program. A project status spreadsheet will be prepared listing all of the projects approved for funding including applicant, address, total project costs, grant funding, scope, and project status. The project status spreadsheet will also be shared with the HTFC.

If certain projects are not progressing beyond the application stage, the FLHEDC may recommend those projects are terminated and replaced with other projects on a waiting list that will be established.

### FEASIBILITY & COST

#### JUSTIFICATION

The Building Improvement Fund is intended to assist property owners primarily with interior and exterior renovations. The Village of Penn Yan requested information on potential projects for DRI funding and received more than \$17.5 million in DRI requests for 25 interior and exterior building renovation projects. The Building Improvement Fund would help to address this significant demand for building improvement funding.

#### TIMELINE & READINESS

- Overall timeline: 2 years
- Design & construction documents: Each building owner will initiate projects at different times. Preparation of design and construction documents will vary.
- Reviews, approvals, & permits: 2 to 4 months for each property owner
- Construction: 6 months to 1 year

The Finger Lakes Horizon Economic Development Center is currently administering a New York Main Street Program which this fund will be modeled after. They are ready to go upon approval as they have the capacity, documentation and experience to administer the program.

## LEAVEN THE VILLAGE BAKERY



<b>PROJECT</b>	Leaven the Village Bakery
<b>OWNER/SPONSOR</b>	Ray & Sandra Spencer
<b>LOCATION</b>	132-138 Water Street, Map #15
<b>PROJECT COST</b>	\$150,000
<b>DRI FUNDING</b>	\$63,500

### PROJECT DESCRIPTION AND FUTURE USE

The owners of 132-138 Water Street plan to improve the underutilized space used by Shoreline Rentals to execute a lease agreement with a successful regional bakery that will produce artisan breads. The bakery will leverage the opening of Union Block Italian Bistro and other restaurants in the Village that would feature the breads made at the bakery on their menu.

The bakery will also be open to the public and will offer breads made with local organic grains. Improvements proposed include finishing the interior walls and ceilings in addition to installing plumbing, HVAC, and a new ADA accessible bathroom.

The project is adjacent to the proposed Birkett Commercial Buildout DRI project, across the street from the proposed Water Street Townhomes DRI project and near other proposed projects including the Knapp Hotel and the Canalside music venue (as part of the Village's Enhance Parks & Trails project).

## LEAVEN THE VILLAGE BAKERY

### BUDGET

#### Uses

TOTAL COSTS:	\$150,000
Construction:	\$140,000
Soft Costs:	\$10,000

#### Sources

TOTAL SOURCES:	\$150,000
DRI Funding:	\$63,500
Other Funding:	\$86,500
Equity:	\$86,500

#### Funding Sources Status

DRI funding is pending upon inclusion on the Awarded DRI projects from the State of New York.

The owner has provided proof of equity financing from a bank.

### PROJECT SCOPE

Construction will include (also refer to floor plans included in the Profile):

- Flooring, walls, plumbing, and HVAC
- Installation of counter, prep area, vestibule, and lighting
- Signage will also be installed on the exterior

### JOBS CREATED

The bakery is operated by a husband and wife team. They also may need to hire a few part time staff to help out with retail sales.

### REGULATORY REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:

- SHPO review and approval
- Local Historic Commission review and approval
- Local building permits
- County 239M review and approval
- County Health Dept. permit

### PUBLIC SUPPORT

The project received favorable public support throughout the DRI process. Comments at the February public meeting included the need for a bakery in the Village and that it would be a great asset to Downtown.

## LEAVEN THE VILLAGE BAKERY



Existing Exterior



Rendering of Exterior Improvements

## LEAVEN THE VILLAGE BAKERY

### CAPACITY & PARTNERS

Ray Spencer, owner of the property, will manage the project. Ray is intimately familiar and experienced with renovating old spaces as he has completely renovated the remainder of the building for his residence, wine shop and the Union Block restaurant. He will be working closely with the tenants (owners of the bakery) and design professionals to complete the renovations.

### STRATEGIES

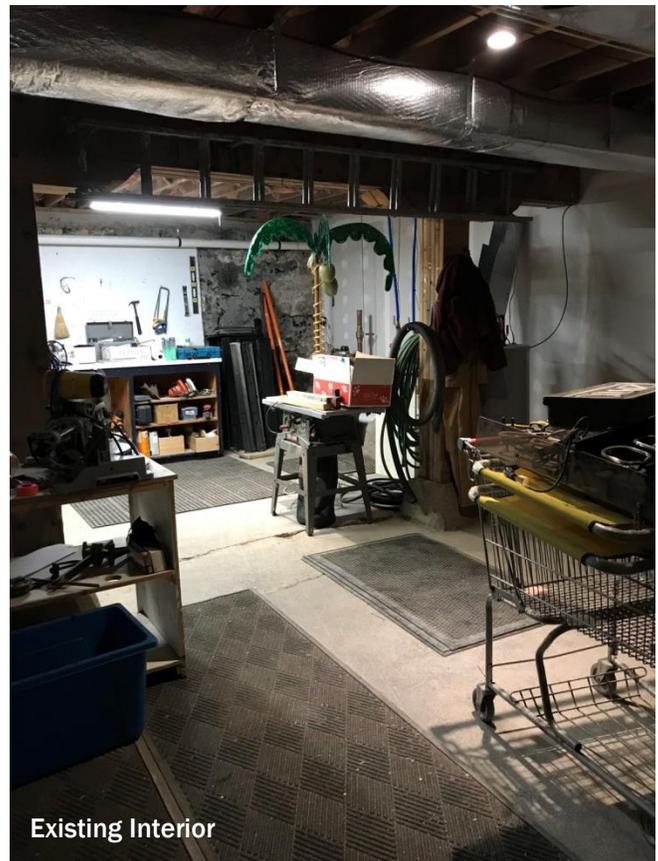
The project aligns with the following DRI Strategies:

- Preserve and renovate historic downtown buildings for a mix of uses based on design guidelines
- Encourage farm-to-table relationships among local producers, processors and restaurateurs
- Celebrate the variety of unique artisan foods, craft beverages, seasonal produce, and other offerings through downtown festivals, events, and markets
- Incubate local processors and food-related start-ups downtown
- Integrate agri-tourism into local tourism promotion
- Stimulate entrepreneurship and focus economic development opportunities in the downtown core

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Strengthen and expand the region's network of incubation and grow the number of entrepreneurs (FLREDC)
- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation (FLREDC)
- Increase access to affordable housing and mixed income units (FLREDC)
- Improve access to credit for revitalization and investment (FLREDC)
- Support the agricultural and food processing industry (FLREDC)
- Preserve, cultivate, celebrate historic ambiance: preservation, history, culture, Main Street (PY Vision Plan)

# LEAVEN THE VILLAGE BAKERY



Existing Interior

Proposed Floor Plan

## LEAVEN THE VILLAGE BAKERY

### PROJECT BENEFITS

The project has the following benefits:

- Fills a void in the Downtown which is lacking a bakery
- Provides a supply of locally produced baked goods to local restaurants
- Supports the spirit of entrepreneurship and small local businesses
- Complements improvements on the Outlet Trail and provides food options for bikers, walkers and tourist utilizing the Outlet Trail
- Fully utilizes an underutilized space
- Provides synergy with adjacent uses including restaurants

### PROJECT REPORTING

This project will be monitored for progress and adherence by the Finger Lakes Economic Development Center. The following metrics will be tracked to measure the project's success:

- Number of jobs
- Number of local restaurants supplied for wholesale market
- Sales tax revenue

### FEASIBILITY & COST

#### JUSTIFICATION

Estimates for the project were derived from contractor estimates and the owner's familiarity with current construction costs of the owner's recent renovation projects. LaBella has reviewed the estimates and found them to be accurate.

The project is also supported by the findings of the Economic and Market Analysis which indicates a need for up to 10,000 sq. ft. of restaurant/food space over the next 10 years from local residents. Tourist spending will further support this venture.

### TIMELINE & READINESS

- Overall timeline: 6 months
- Design & construction documents: 1 month
- Reviews, approvals, & permits: 1 month
- Construction: 4 months

The owner has discussed the project with the Code Enforcement Officer and other than some minor exterior changes that may need local historic preservation review the project will just need a building permit. The improvements will also need to be reviewed and approved by the State Historic Preservation Office (SHPO). Match funding is in place and available to start the project and the tenants are committed to move forward with the project.

## PROJECTS NOT FUNDED BY THE DRI BUT SUPPORTED BY THE LPC

At the outset of the DRI program the Local Planning Committee (LPC) requested information on potential projects from the community, developers and property owners. The response to the request was phenomenal for a small community. Requests were received for 35 projects totaling more than \$43 million.

Consequently, the LPC needed to reduce the number of projects placed on the final slate of projects. Through careful consideration of each project the LPC narrowed down to the \$15 million slate of projects which includes the previously discussed 15 projects. Projects which were not included in the final slate of projects were removed for various reasons. Some were outside the DRI Boundary, others were not transformational, and some were withdrawn by applicants.

Descriptions of several of the key projects that were not included in the final slate of projects, but are supported by the Local Planning Committee for other grant funding sources include:

### DEVELOP LIBERTY LOFTS

**Project Sponsor:** Clifton Land Company in partnership with LeChase Construction

**Total Project Cost:** \$6,800,000

Clifton Land Company, in partnership with LeChase Construction, is working with Sutton Architecture and Carmina Wood Morris, DPC to redevelop and re-purpose the northwest corner of Liberty and Elm Streets.

The proposed project includes a new mixed-use development of 16 two-bedroom residential units and 10,000 square feet of commercial space including a community based adventure center dedicated to nonprofit agencies of the greater Penn Yan community. The investment of more than \$6.8 million at this major intersection near the village core will have a catalytic impact by promoting connectivity to the Village's adjacent central business district, improving a gateway to the Village, increasing the number of downtown residents and improving tax revenue.



## RENOVATE 111 LIBERTY STREET & NYSEG PARKING

**Project Sponsor:** Rei Rei, LLC

**Total Project Cost:** \$3,050,170

Rei, Rei, LLC has been in the process of renovating 111 Liberty Street into a mixed-use facility, but needs additional funding to complete the project. The completed project will include residential and executive apartments and a brewery/winery/restaurant/conference area/outside canal/waterside seating for entertainment and dining. The project also entails purchasing the adjacent NYSEG property located at 150 Water Street to construct a parking lot. The parking lot can provide the needed parking requirements for not only the adjacent property at 111 Liberty Street, but also public parking for the village. There is a historic building at 150 Water Street which would be stabilized and donated, allowing someone to renovate per their needs. New boat docks would also be added to allow for access from Keuka Lake.



## RENOVATE THE PENN YAN OPERA HOUSE

**Project Sponsor:** Jim Long

**Total Project Cost:** TBD

Cornwell's 1864 Penn Yan Opera House has received significant investment and been the home of Long's Cards & Books since the 1990's. The second floor, however, has remained vacant as it presents significant challenges for re-use. Jim & Gloria Long are committed to restoring the Opera Hall as an anchor destination.



## CONSTRUCT A FIREHOUSE MUSEUM

**Project Sponsor:** Village of Penn Yan Fire Department    **Total Project Cost:** \$549,000

The Penn Yan Fire Department is in possession of several firefighting related artifacts and pieces of memorabilia, including a one-of-a-kind 1855 Wright Brothers hand pumper, that need a space in which to be displayed and stored. The Fire Department would like to construct a two-story addition to the Penn Yan Firehouse with a first floor glassed-in museum and storage on the second floor. Storage will be split between climate-controlled record and artifact storage and storage for chairs and tables, which are currently stored in hallways or the corner of the main meeting room.

## DEVELOP VINEYARD HILL HOUSING

**Project Sponsor:** Keuka Housing Council Inc.

**Total Project Cost:** \$15,639,155

The Keuka Housing Council would like to construct an affordable housing development on vacant land next to Court Street Extension in Penn Yan just outside the DRI Boundary. The development would create at least 60 units of affordable housing including an apartment building, townhomes, and single family houses.

## DREDGE THE LAKE AND OUTLET

**Project Sponsor:** Village of Penn Yan

**Total Project Cost:** TBD

Keuka Lake is widely recognized as the most active and social of the Finger Lakes. There are six restaurants on Keuka Lake you can access by boat, and public docks in Hammondsport on the southern end and Penn Yan at the northern end opening up dozens of additional entertainment options. Music abounds on the Lake during the summer with each venue having bands every weekend. Unfortunately, over time the mouth of the Lake and the Outlet have become too shallow for most boats to navigate and need to be dredged. This lack of boat access from Keuka Lake creates a massive bottleneck preventing this traffic from reaching Downtown businesses. (Text taken from DRI application)

## CONSTRUCT THE MARSH BOARDWALK

**Project Sponsor:** Village of Penn Yan

**Total Project Cost:** TBD

The Keuka Outlet Trail, while naturally beautiful, is a straight-line trail with several missing sections. If funded, the proposed DRI “Enhance Parks & Trails” project will fill many of the gaps in the existing trail network. However, to truly complete the trail, a marsh boardwalk would need to be constructed. The marsh boardwalk would either extend around the perimeter of or across the Keuka Marsh. Its’ construction would create both a circular aspect to the trail and an educational component allowing users to explore the marsh and see firsthand the natural habitat of the marsh. (Text taken from DRI application)

## RESTORE THE CUPOLA

**Project Sponsor:** The Cupola Restoration Project of Penn Yan, Inc. (Steve Knapp)

**Total Project Cost:** \$285,000

The project sponsor would like to restore the historic privately-owned cupola which currently rests on the Village of Penn Yan’s Firemen’s Field. Once restored, and with the Village’s permission, it would then be placed on the southward point at Indian Pines Park to serve as a monument for boaters, park, and trail users alike. It would be well situated with interpretive elements and a lake backdrop, creating a lakefront destination and icon for the village.

## **DOWNTOWN BUILDING IMPROVEMENT PROJECTS**

The Local Planning Committee (LPC) received DRI funding requests from several small building improvement projects that either were not transformative enough to be included on the DRI slate of projects and/or were not ready for implementation. However, the LPC understands the value and need for smaller building improvement projects in the downtown to complement and enhance the proposed DRI projects. If the proposed Building Improvement Fund is approved as part of the \$9.7 million DRI award, these applicants will be eligible to apply under the program. These projects can also seek other funding outside the DRI.

- Restore 107 Main Street
- Improve 18 Main Street
- Renovate the Barron House
- Enhance Cole's Furniture
- Rehabilitate the Mustang Pub
- Improve 100 East Main Street
- Improve 160 Main Street
- Improve 162 Main Street
- Improve Knapp & Schlappi Rental Center
- Improve Angel's Restaurant

**DOWNTOWN REVITALIZATION INITIATIVE VILLAGE OF PENN YAN**

Following is a summary of the priority slate of projects proposed for DRI Funding:

Map #	Project Name	Project Description	Responsible Party	Estimated Total Project Cost	DRI Funding Request	Other Funding Sources	Proposed Start Date	Anticipated Completion Date	Jobs Created
1	Revive the Sampson Theatre	Substantial rehabilitation of the historic theatre for year round use and construction of a small annex to provide an elevator, restrooms, set shop, etc.	Penn Yan Theatre Company	\$3,750,000	\$3,750,000	NA	July 2019	July 2022	7 FTE jobs
2	The New Knapp on Main	Convert underutilized and vacant space into vibrant mixed-use anchor with 4 commercial spaces and 11 apartments	Bill Foster	\$3,500,000	\$1,575,000	<ul style="list-style-type: none"> <li>• Bank Financing</li> <li>• Personal Equity</li> </ul>	July 2019	July 2021	20 FTE jobs
3	Restore Struble's Arcade	Convert long-time vacant space into vibrant mixed-use property with 6 commercial spaces and 7 apartments	Teresa Hoban	\$3,300,000	\$1,485,000	<ul style="list-style-type: none"> <li>• Bank Financing</li> <li>• Personal Equity</li> <li>• Local Funding</li> </ul>	July 2019	July 2021	21 FTE jobs
4	Enhance Parks & Trails	Improvements to parks and trails which would provide better trail access to natural areas and improve park facilities and outdoor performance venues at parks along the Keuka Outlet Trail	Village of Penn Yan	\$2,967,606	\$2,905,116	<ul style="list-style-type: none"> <li>• Village In-Kind Services</li> </ul>	July 2019	Dec. 2021	No jobs
5	Improve Downtown Parking & Circulation	Streetscape enhancements to Water and Wagener Streets, enhancements to the Wagener Street parking lot	Village of Penn Yan	\$1,547,277	\$1,507,277	<ul style="list-style-type: none"> <li>• Village In-Kind Services</li> </ul>	July 2019	July 2022	• No jobs
6	Enhance Maiden Lane & Main Street	Conversion of a portion of Maiden Lane to a pedestrian walkway/event space and enhancements to sections of Main Street	Village of Penn Yan	\$433,907	\$393,907	<ul style="list-style-type: none"> <li>• Village In-Kind Services</li> </ul>	July 2019	July 2022	• No jobs
7	Construct the Water Street Townhomes	Develop a vacant lot into 18 new, two story, for-sale single family townhome condominiums	Iversen Ventures, Ltd.	\$4,374,600	\$1,080,000	<ul style="list-style-type: none"> <li>• Bank Financing</li> <li>• Developer Equity</li> <li>• Initial Sales Revenue</li> </ul>	July 2019	July 2022	Maintenance jobs

**DOWNTOWN REVITALIZATION INITIATIVE VILLAGE OF PENN YAN**

Map #	Project Name	Project Description	Responsible Party	Estimated Total Project Cost	DRI Funding Request	Other Funding Sources	Proposed Start Date	Anticipated Completion Date	Jobs Created
8	Rehabilitate the Belknap	Convert long-time vacant space into mixed-use property with 1 commercial space, 2 apartments, and 1 condo	Stacey Mirinaviciene	\$1,200,000	\$329,000	<ul style="list-style-type: none"> <li>• Awarded Restore NY and Local Facade Grants</li> <li>• Bank Financing</li> <li>• Personal Equity</li> </ul>	July 2019	Sep. 2020	11 new FTE jobs
9	Renovate the Laurentide Inn	Repurpose the existing carriage house into a micro-brewery and tasting room, renovate ground floor of Inn to create speakeasy lounge, implement site work to support private events, and convert driveway to pedestrian walkway	Tracey and Marla Hedworth	\$606,463	\$260,000	<ul style="list-style-type: none"> <li>• Bank Financing</li> <li>• Personal Equity</li> </ul>	July 2019	Feb. 2020	3 to 5 FTE jobs
10	Elevate Milly's Pantry	Install a 4-stop elevator in a new-build small annex to create full building accessibility and modify exterior stairs	Milly's Pantry	\$521,200	\$521,200	NA	July 2019	Nov. 2020	No new jobs
11	Repurpose 126 Main Street	Repurpose and renovate vacant second floor office space into two apartments and one vacation rental	Tracey Knapp	\$350,000	\$150,000	<ul style="list-style-type: none"> <li>• Bank Financing</li> <li>• Personal Equity</li> </ul>	July 2019	March 2020	No jobs
12	Buildout Birkett Commercial Space	Finish the interior of undeveloped space for an upscale restaurant (install restrooms, bar, and infrastructure)	Birkett Properties	\$500,000	\$180,000	<ul style="list-style-type: none"> <li>• Bank Financing</li> <li>• Developer Equity</li> </ul>	July 2019	March 2020	5 FTE jobs
13	Buildout the Little Elm Restaurant	Transform a currently empty storefront into an upscale farm-to-table restaurant and cocktail bar	Eleven Lakes Restaurant Group, LLC	\$475,000	\$200,000	<ul style="list-style-type: none"> <li>• Developer Equity</li> </ul>	July 2019	Jan. 2021	15 FTE jobs
14	Establish a Building Improvement Fund	A Building Improvement Fund will be established to provide grant funding for applicants to implement interior and exterior building improvements	Finger Lakes Horizon Economic Development Corporation	\$1,000,000	\$600,000	<ul style="list-style-type: none"> <li>• Building Owner Matches</li> </ul>	July 2019	July 2021	10 FTE jobs
15	Leaven the Village Bakery	Improve underutilized space to house a bakery including finishing the interior walls and ceilings and installing plumbing, HVAC, and a new ADA accessible restroom	Ray and Sandra Spencer	\$150,000	\$63,500	<ul style="list-style-type: none"> <li>• Personal Equity</li> </ul>	July 2019	Jan. 2020	2 FTE jobs