

## **DOWNTOWN REVITALIZATION INITIATIVE – WESTERN NEW YORK**

### **REGIONAL INTRODUCTION**

The Downtown Revitalization Initiative (DRI) will invest \$10 million in 10 communities in an effort to develop a downtown in each of the Regional Economic Development Council (REDC) regions that is ripe for development and will accelerate renewal and transform them into vibrant communities where tomorrow's workforce will want to live, work and raise families. Downtown districts in cities and villages all across upstate are experiencing restored vibrancy and increased property values by implementing projects that result in historic preservation, adaptive reuse, mixed use redevelopment with upper floor housing, walkability, traffic calming, and in-fill development.

Rediscovering and reinvesting in our city, town, and village centers is an economic development strategy grounded in smart growth principles and is setting the stage for success across our region. Old business districts that had suffered high vacancy and low valuation are achieving renewal by developing walkable, compact downtowns that have been transformed into places that are attracting retail investors and residents, thus stabilizing property taxes while also improving quality of life.

All of the WNY Counties have experienced sprawl without growth and some rural counties have seen nearly 100% of new homes and retail buildings constructed completely outside of incorporated municipalities. The unintended consequences of continued sprawl without growth can be high property taxes, impoverished municipalities, and village home abandonment. Each DRI proposal is encouraged to demonstrate local community stakeholder and public official support including partnerships with county government, IDA's, and other economic development organizations.

The Downtown Revitalization Initiative (DRI) represents a significant State investment in one community to be recommended by the Regional Economic Development Council. Along with the specific criteria outlined in the guidebook and application, we must ask, "Would I invest there?" because a goal of this initiative is to inspire confidence and pride, ideally leveraging private sector investment which results in a virtuous cycle of self-reinforcing renewal.

Although we can only select one community for this initiative, the NYS Consolidated Funding Application (CFA), which is also open for applications, represents another opportunity to implement your plans with the assistance of State resources. We believe that the effort put forth to win the DRI competition will lay the groundwork for a future CFA because communities will take stock of plans and policies, convene leaders and volunteers, and discover new opportunities for downtown renewal. We hope this competition will encourage municipalities to take action to attract public and private investment with or without the DRI award. Thank you for your interest in the NYS Downtown Revitalization Initiative in Western New York. We look forward to reviewing your submittal.

## **APPLICATION TEMPLATE**

The Western New York Regional Economic Development Council (WNY REDC) is accepting applications from eligible applicants for the Downtown Revitalization Initiative (DRI). Please refer to the preceding attached Downtown Revitalization Initiative Guide for further information on the DRI program.

**Eligibility:** Only municipalities are eligible to submit an application for consideration.

**Deadline:** Completed applications must be received to the WNY Empire State Development office by 4:00 p.m. on June 3, 2016. No late submittals.

**To submit a proposal:** Each applicant must complete this application and include the requested attachments before 4:00pm on June 3, 2016. Completed applications and attachments must be submitted by email to: Christopher Schoepflin, WNY Regional Director, [Christopher.Schoepflin@esd.ny.gov](mailto:Christopher.Schoepflin@esd.ny.gov) .

**Questions:** Contact, Mo Sumbundu, [Mo.Sumbundu@esd.ny.gov](mailto:Mo.Sumbundu@esd.ny.gov) , (716) 846-8347

**Public Information Session:** A public information session for interested DRI applicants will take place on Monday May 16 at 10:30am at Buffalo State College, Bulger Communications Center. For details and registration, visit: <http://regionalcouncils.ny.gov/content/western-new-york>

**Applicant interviews:** Applicants may be requested to participate in a brief interview regarding their proposal with the DRI Review Committee in Buffalo on June 13 or June 14 between 9:00am-11:00am.

**For regional strategies, progress reports, and other regional initiatives** referred to in this application, visit: <http://regionalcouncils.ny.gov/content/western-new-york>

## **BASIC INFORMATION**

**Regional Economic Development Council (REDC) Region:** Western New York

**Municipality Name:** Town of Lockport

**Downtown Name:** Transit North

**County:** Niagara

**Point of Contact:** Marc R. Smith

**Title:** Coordinator of Economic Development

**Phone:** 716-940-7528

**Email:** Marc@elockport.com

**Downtown Description** - Provide an overview of the downtown and summarize the rationale behind nominating this downtown for a Downtown Revitalization Initiative (DRI) award):

**Our Vision:**

The Transit North corridor will be revitalized through the use of common themes, clearly marked elements, aesthetic standards, economic development and cohesive land use patterns to develop a gateway that creates a sense of arrival and a place worth remembering.

The Transit North Committee has created a historic-themed retail shopping district along a six mile section of Transit Road. The corridor commences at Tonawanda Creek Road and ends at the intersection of Main and Washburn Street Lockport. (This includes all of Main Street Lockport)

Transit North is a multi-community regional effort comprising the City of Lockport, Town of Lockport and Town of Pendleton, NY. By pooling our collective resources we intend to promote our major retail corridor, Transit Road to bring in requested business, promote the vibrancy of our communities and ultimately driving business back into Main Street Lockport. Revitalizing our historic downtown area is a major component of the Transit North Project. Transit North is a six mile corridor with average daily traffic counts of 29,250.

Ultimately our emphasis is on retail development, sustaining services, bringing requested retail shopping for our residents while maintaining a low tax rate. Nearly ½ of current municipal income is derived by sales tax revenue sharing with Niagara County. Since our corridor research shows nearly 1 billion dollars of sales leave our corridor, recapturing some of these sales will increase our sales tax revenues. This is a revenue generating project that does not increase property taxes.

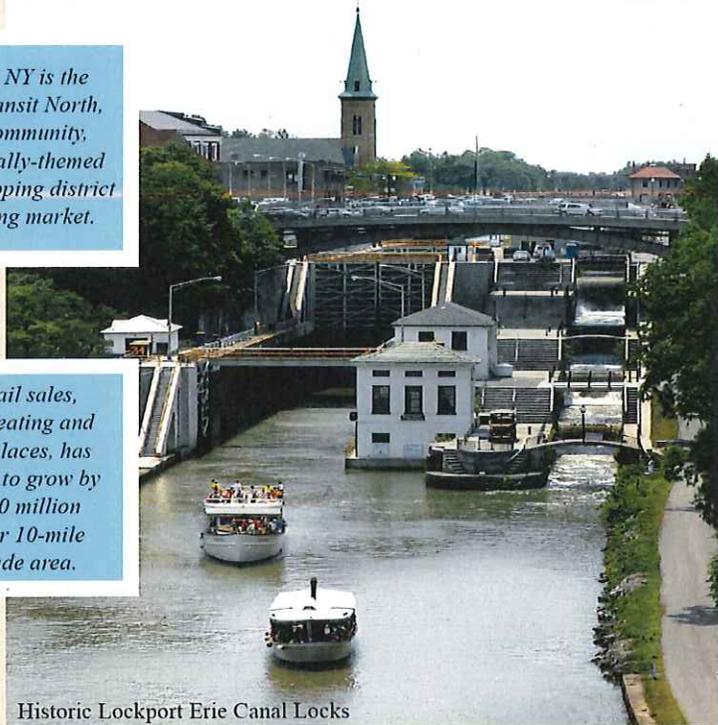
## LOCKPORT, NEW YORK



*Lockport, NY is the heart of Transit North, a multi-community, architecturally-themed historic shopping district in a growing market.*



*Total retail sales, including eating and drinking places, has a potential to grow by over \$680 million within our 10-mile retail trade area.*

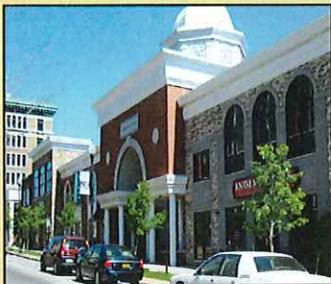


Historic Lockport Erie Canal Locks

# 1 BILLION DOLLARS

Claim Your Part of this Great Economic Opportunity

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



TOWN OF LOCKPORT • CITY OF LOCKPORT • TOWN OF PENDLETON

## **DOWNTOWN IDENTIFICATION**

In addition to the criteria set forth in the attached DRI Guidelines, applicants are strongly encouraged to nominate a target area with the following:

- Alignment with strategies and project criteria in the WNY Strategy for Prosperity
- High population density
- Demonstrated opportunity for revitalization that will create a diverse and vibrant community
- Established high impact leverage/matching funding within target area
- Capacity and ability to execute the strategic plan

**Alignment with strategies and project criteria in the WNY Strategy for Prosperity:** Transit North adheres to the fundamental pillars of the WNY Strategy of Prosperity: Job readiness, Smart Growth and Entrepreneurship.

**Job Readiness:** Transit North will provide up to 600 new jobs just within the Town of Lockport according to the Economic Impact Study. These jobs range from entry level, managerial, national retail and local entrepreneur positions.

**Smart Growth:** Smart growth techniques have been utilized from the founding of this project. Zoning and Planning laws have been augmented to focus future growth within the corridor to reduce sprawl, minimize the impact on infrastructure and future maintenance cost.

**Entrepreneurship:** Over 50% of the new businesses within the Transit North corridor have been the created by entrepreneurs from the region. These entrepreneurs are the backbone of our district.

**High population density:** The Transit North Corridor is and will remain the center of our population density. A population density map is provided on page #9 for your reference. With growth centered on the corridor it is a natural area for sustained growth without within Smart Growth principles.

**Demonstrated opportunity for revitalization that will create a diverse and vibrant community:** By Combining the Old/New sections of our community we have the opportunity to bring in vibrant new growth to the economically challenged neighborhoods surrounding the project. There are many multi-family units located within the corridor and enhancing amenities like sidewalks, benches and crosswalks that will bring many neighborhoods into our center for their shopping needs.

**Established high impact leverage/matching funding within target area:** The three communities of Transit North see the value of investing taxpayer resources through their budgeting process. Planning and marketing efforts within the project area are returning great dividends. An infusion of capital from this grant would make a major impact upon the corridor. We would like to establish a façade improvement fund to accelerate participation in the building design guidelines, install streetscape improvements, drainage, banners, etc. to provide a stunning visual statement.

**Capacity and ability to execute the strategic plan:** The Transit North Committee accomplished what at the time was considered impossible. We were able to bring three communities together and work towards common goals. We held public meetings, conducted a community survey and have been working to bring that vision to reality. This clearly demonstrates our ability to develop and coordinate a multi-community strategic plan.

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# A strategy for prosperity

**"A Strategy for Prosperity" aims to make fundamental improvement in the WNY economy, to ensure sustainable and long-term growth in jobs and income in our five-county region, and to contribute to the resurgence of the broader economy of New York State.**

The basic strategy is two-fold. It addresses systemic issues fundamental to the success of our entire economy -- like workforce, infrastructure, and an entrepreneurial culture.

At the same time, it responds to the needs of key industry sectors where our region has strength and can capitalize on comparative advantages.

And it sharpens basic tools -- marketing and promotion and regulatory reform -- to move all industry sectors ahead.

The strategy justifies WNY REDC priority projects for special state funding. Just as important, it provides a plan for us to work together in the coming years to achieve a truly sustainable prosperity.

## A Participatory Process

The strategy was developed through a broad-based, participatory process engaging more than a thousand citizens.

More than 200 community and business leaders volunteered long hours in work groups to develop the details of a plan.

Many others participated in public forums, submitted comments by e-mail or online, or sent letters with their views.

Because of all these efforts, the work before you is driven by the collective intelligence of our region and the shared commitment to follow through in the months and years to come. [See pages 12-13 for more detail on participation in our planning].



## Where are we now?

The bad news in our region is well-known. Job growth here was sluggish when the national economy was booming. A slow but long-term loss of population has yet to abate. Our physical infrastructure - private and public - is too big and too old for our current needs. Businesses are burdened with taxes and regulation.

Our good news is underreported. We have made great strides in our economic restructuring, creating new jobs in health and life sciences, education, professional services, and tourism.

We are more confident in taking advantage of our natural assets -- land, water, location, infrastructure, as well as strong institutions of higher education and a wealth of great architecture, history, and culture that make WNY truly special.

We are determined to continue the transition toward a more balanced economy, a more stable prosperity, and to meet our opportunities and challenges. [See pages 14-15 for an overview of Assets and Challenges.]

## Where do we want to be?

### Strengthen fundamentals

*The strategy focuses on three fundamental issues that -- if we address them appropriately -- can create the right environment for job growth and wealth creation. With a stronger work force, more efficient infrastructure, and a vibrant culture of entrepreneurship, we can turn our economy around.*



**Job readiness.** Jobs cannot be created unless they can be filled. Employers across WNY and in all industry sectors say it is hard to find people who can do the jobs needed. The strategy includes an array of initiatives aimed at improving the match between education and training and jobs in the region and strengthening the connections between the "P-12" system, higher education, and business.



**Smart growth.** While sprawling patterns of development have made every city in America more costly and less efficient, the impact has been doubly destructive in WNY where sprawl has occurred without growth. The strategy specifies how we can reinvest in our urban centers, neighborhoods, and rural villages to conserve energy and make great places; transform brownfields from liabilities into assets; and reduce the cost structure of local government by following smart growth principles in infrastructure planning.

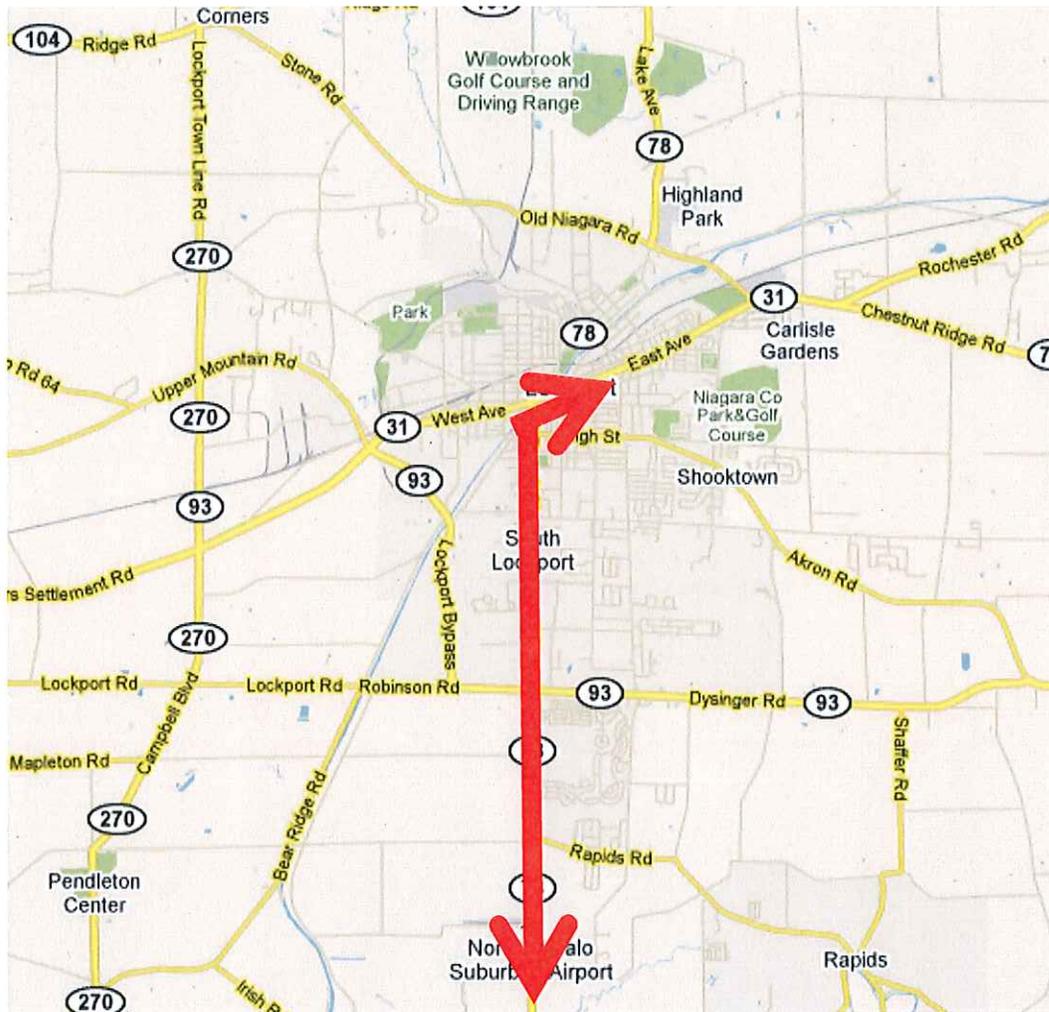


**Entrepreneurship.** People who want to start businesses in our region consider New York State and WNY hostile territory. The strategy calls for a new "ecosystem" that will nurture innovation and risk taking by providing

## Section I – The Downtown Community

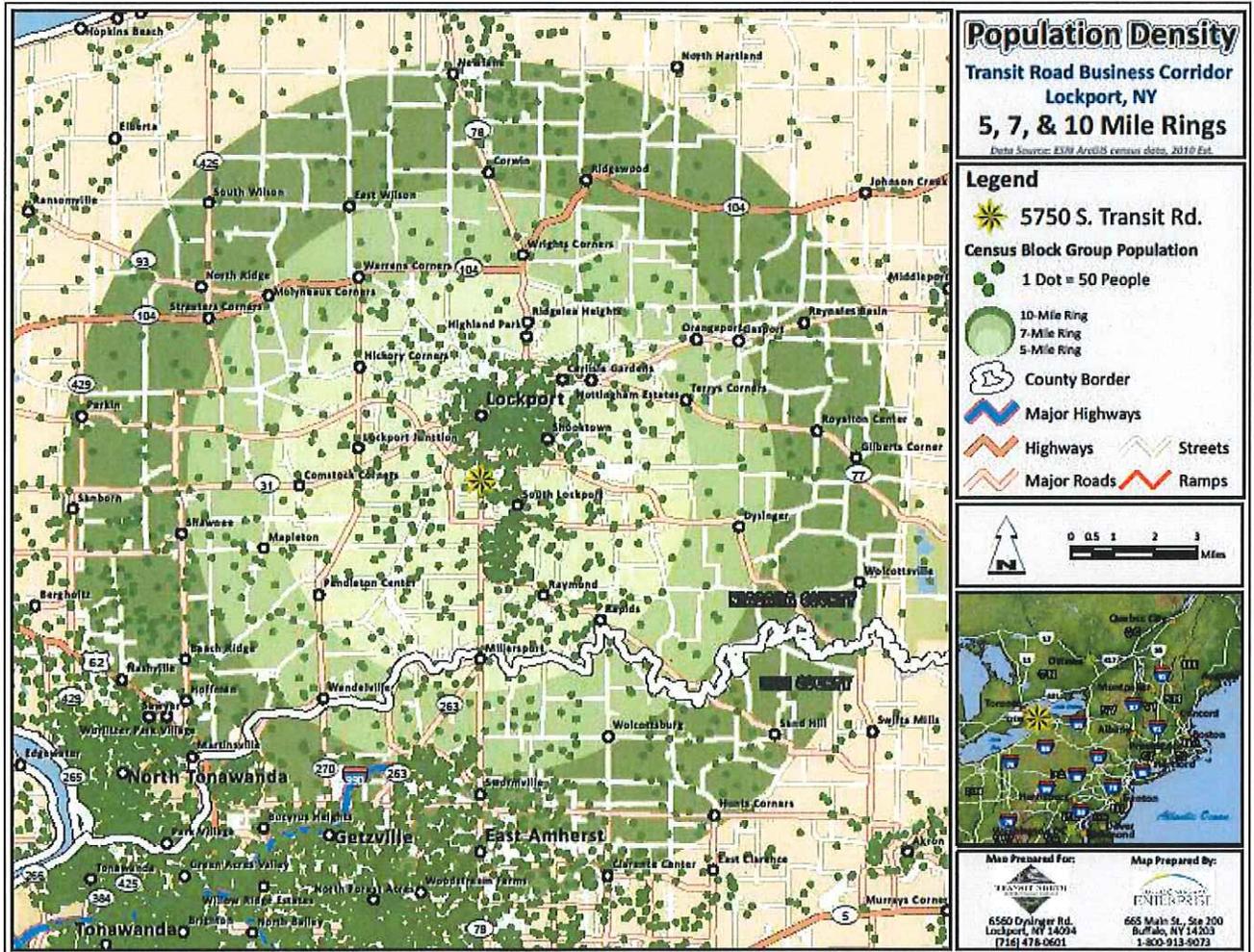
Answer these questions to “paint a picture” of your vision for downtown renewal, including the economic development and quality of life improvements that you foresee.

- 1) Boundaries of the Downtown Neighborhood.** Detail the boundaries of the targeted neighborhood, keeping in mind that there is no minimum or maximum size, but that the neighborhood should be compact and well-defined. Core neighborhoods beyond a traditional downtown or central business district are eligible, if they can meet other criteria making them ripe for investment. *Attach a map of the target area, with streets and boundaries clearly marked.*



The boundary was specifically chosen to be opportunistic and sustainable. Our traditional downtown requires increased traffic counts. By connecting all three communities we allow new construction, existing modern reuse and adaptive reuse within the corridor. We are currently working with our Planner to develop a unified streetscape to tie the three sectors together.

- 2) **Size.** Outline why the downtown, or its catchment area, is of a size sufficient to support a vibrant, year-round downtown, with consideration of whether there is a sizeable existing, or increasing, population within easy reach for whom this would be the primary downtown. *Attach a brief report/map which provides the density, household income and identifies employment centers within the target area.*



## Pop-Facts: Demographic Snapshot 2013 Report

Radius 1: 5737 S TRANSIT RD, LOCKPORT, NY 14094-5892, aggregate

Radius 2: 5737 S TRANSIT RD, LOCKPORT, NY 14094-5892, aggregate

Radius 3: 5737 S TRANSIT RD, LOCKPORT, NY 14094-5892, aggregate

Description	0.00 - 5.00 miles		0.00 - 7.00 miles		0.00 - 10.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
<b>Population</b>						
2018 Projection	45,151		58,777		132,038	
2013 Estimate	45,374		58,868		130,612	
2010 Census	45,617		59,050		129,841	
2000 Census	45,918		58,500		120,783	
Growth 2013-2018	-0.49%		-0.15%		1.09%	
Growth 2010-2013	-0.53%		-0.31%		0.59%	
Growth 2000-2010	-0.66%		0.94%		7.50%	
<b>2013 Est. Pop by Single Race Class</b>						
	45,374		58,868		130,612	
White Alone	40,612	89.51	53,443	90.78	117,786	90.18
Black or African American Alone	2,564	5.65	2,753	4.68	5,128	3.93
Amer. Indian and Alaska Native Alone	180	0.40	238	0.40	478	0.37
Asian Alone	337	0.74	556	0.94	3,840	2.94
Native Hawaiian and Other Pac. Isl. Alone	13	0.03	16	0.03	37	0.03
Some Other Race Alone	322	0.71	361	0.61	642	0.49
Two or More Races	1,347	2.97	1,501	2.55	2,700	2.07
<b>2013 Est. Pop Hisp or Latino by Origin</b>						
	45,374		58,868		130,612	
Not Hispanic or Latino	44,012	97.00	57,327	97.38	127,745	97.80
Hispanic or Latino:	1,362	3.00	1,541	2.62	2,867	2.20
Mexican	317	23.27	337	21.87	754	26.30
Puerto Rican	887	65.12	976	63.34	1,450	50.58
Cuban	14	1.03	17	1.10	20	0.70
All Other Hispanic or Latino	144	10.57	212	13.76	643	22.43
<b>2013 Est. Hisp or Latino by Single Race Class</b>						
	1,362		1,541		2,867	
White Alone	814	59.77	937	60.80	1,820	63.48
Black or African American Alone	98	7.20	108	7.01	189	6.59
American Indian and Alaska Native Alone	15	1.10	20	1.30	41	1.43
Asian Alone	3	0.22	3	0.19	11	0.38
Native Hawaiian and Other Pacific Islander Alone	1	0.07	1	0.06	1	0.03
Some Other Race Alone	288	21.15	316	20.51	527	18.38
Two or More Races	143	10.50	156	10.12	278	9.70



Prepared On: Tues Mar 05, 2013 Page 1 Of 12

Prepared By:

Nielsen Solution Center 1 800 866 6511

Prepared For:

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- 3) **Past Investments & Future Investment Potential.** Describe how this downtown will be able to capitalize on prior, and catalyze future, private and public investment in the neighborhood and its surrounding areas. *Attach a list of investments made in the target area over the last 5 years, including funding amounts and major sources of funding.*

**Transit North Committee** – 2006-2008 The Town of Lockport incurred the expense of providing our Town Planner and hiring a professional meeting facilitator to take the group through a SWOT analysis and create our Vision, Mission and Marketing themes. \$8,000

**Commercial Corridor Overlay** – 2008-2009 Design Guidelines were created to bring in historic building elements for the area. The overlay area exists to bring cohesive elements across the diverse district and tie them together. Instead of adding an additional layer of government to review the design of each project within the Corridor the Design Guidelines were added to the Planning Board process. The planning Board was included in the development of the guidelines and instructed via seminar upon how they interact with their other statutory powers. \$30,000

**ICSC Membership and Conferences** 2008-2014: The Town of Lockport created marketing materials based on input from our large national property owners. Benderson, DDR, Gator were all helpful in teaching us how to understand the national retail marketplace and assisted us in developing our retail marketing strategy. We created with grant money provided by Niagara County and Senator Maziarz marketing brochures and a display booth to take to the International Council of Shopping Center conventions. Marketing material support from Niagara County cost \$16,000. The display booth cost \$15,000. In addition Niagara County sent an employee experienced in convention protocol to our first ICSC Convention which enhanced our efforts and helped us to reach more prospects at the convention.

**Streetscape improvements** 2013-2015: Tree plantings have been installed from Robinson Road to the Tops plaza on the west side of Transit Road. Additional trees will be planted between Tops and the City of Lockport line over the next couple of years. The planting plan has been developed to accommodate a waterline replacement and the ability of Town employees to water the new trees to assure their survival. \$15,000

**Transit North Gateway Signs** 2015: Gateway signs installed at the intersection of Transit Road and Robinson Road. These monument signs highlight the current corridors' main retail development area. As the Corridor expands additional signs will be strategically placed to denote the entire corridor. It was suggested by the property owners that Transit North initially concentrate on filling the existing retail space and that retail expansion would occur as needed thereafter. \$80,000

The corridor is currently serviced by the NFTA bus service. We have established stops within the corridor that can service an expanding ridership without the need for expanded service.

To date most funds have been incurred by the Town of Lockport. Funds were allocated through our annual budgeting process.

- 4) **Job Growth.** Describe how recent or impending job growth within, or in close proximity to, the downtown will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term. *Attach key statistics to describe job growth (by sector if possible) over the last five years.*

Please see attached. Economic Stewardship – Economic Impact Study.

While we continued to develop the project area it became apparent that in independent study regarding the effects of this project would be helpful in providing the public with greater confidence in the outcome of the project.

Transit North Corridor – Market and Economic Benefits Assessment

**Economic Benefit Assessment**

The final step in our analysis was to translate the above retail and office space projections into estimates of employment and earnings. Ordinarily, this sort of analysis would also examine property tax revenues, but the Town of Lockport does not levy a municipal property tax.

The two key figures needed to translate square footage into employment and earnings are: 1) average square feet of space per employee; and 2) average wage per job. The former were adapted from Urban Land Use Planning by Chapin, Kaiser, and Godschalk, a longtime industry standard publication. The latter reflect the 2008 annual figures for Niagara County by employment sector from the New York State Department of Labor. The following table presents these results.

**Projection of Future Employment & Earnings - Transit North Corridor**

SCENARIO 1: NO RESIDENTIAL GROWTH					
Space Type	Net Gain in	SF per	Net Employment	Average	Net Wage
	Occupied SF	Employee <sup>1</sup>	Increase	Wage/Job <sup>2</sup>	Increase
Retail Space	375,700	1,000	376	\$ 21,769	\$ 8,185,100
Motor Vehicle & Parts Dealers	65,600	1,500	44	\$ 34,553	1,520,300
Finance/Insurance/Real Estate	11,100	250	44	\$ 38,953	1,713,900
Medical Office	20,700	400	52	\$ 37,303	1,939,800
<b>Totals</b>	<b>473,100</b>		<b>516</b>		<b>\$ 13,359,100</b>

SCENARIO 2: 4% RESIDENTIAL GROWTH					
Space Type	Net Gain in	SF per	Net Employment	Average	Net Wage
	Occupied SF	Employee <sup>1</sup>	Increase	Wage/Job <sup>2</sup>	Increase
Retail Space	390,600	1,000	391	\$ 21,769	\$ 8,511,700
Motor Vehicle & Parts Dealers	68,200	1,500	45	\$ 34,553	1,554,900
Finance/Insurance/Real Estate	14,500	250	58	\$ 38,953	2,259,300
Medical Office	24,200	400	61	\$ 37,303	2,275,500
<b>Totals</b>	<b>497,500</b>		<b>555</b>		<b>\$ 14,601,400</b>

SCENARIO 3: 10% RESIDENTIAL GROWTH					
Space Type	Net Gain in	SF per	Net Employment	Average	Net Wage
	Occupied SF	Employee <sup>1</sup>	Increase	Wage/Job <sup>2</sup>	Increase
Retail Space	413,100	1,000	413	\$ 21,769	\$ 8,990,600
Motor Vehicle & Parts Dealers	72,200	1,500	48	\$ 34,553	1,658,500
Finance/Insurance/Real Estate	18,400	250	74	\$ 38,953	2,882,500
Medical Office	28,500	400	71	\$ 37,303	2,648,500
<b>Totals</b>	<b>532,200</b>		<b>606</b>		<b>\$ 16,180,100</b>

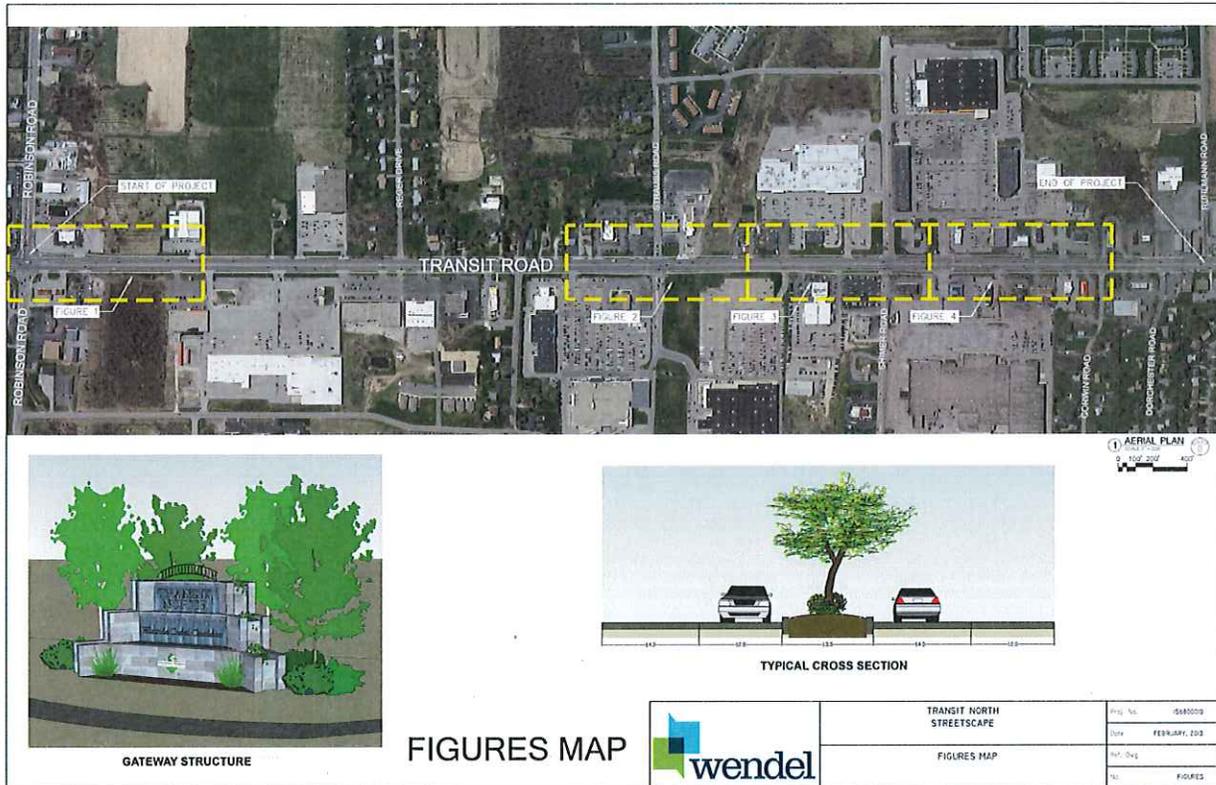
Source: Urban Land Use Planning (Chapin/Kaiser/Godschalk), NYS Department of Labor; Economic Stewardship, Inc.

<sup>1</sup> SF/Employee estimates adapted from Urban Land Use Planning, by Chapin/Kaiser/Godschalk, 1995

<sup>2</sup> Average Wage per Job data are 2008 values for Niagara County as reported by NYS Department of Labor

Based on the projected growth in retail and office space in the Transit North over the next ten years, the corridor can be expected to add between 516-606 new jobs that produced \$13.4-16.2 million in new earnings (in 2008 dollars).

- 5) **Attractiveness of the Downtown.** Identify the properties or characteristics the downtown possesses that contribute or could contribute, if enhanced, to the attractiveness and livability of the downtown. Consider, for example, the presence of developable mixed-use spaces, housing at different levels of affordability and type, historic architecture or historic districts, healthy and affordable food markets, walkability and bike ability, and public parks and gathering spaces. *Attach relevant photos, rendering, or images to demonstrate key properties or characteristics of the downtown you want to feature.*



Transit North Corridor is a diverse area holding open farmland, residential housing, retail strip plazas, big box stores, national retail chains and a historic downtown. The Transit North plan is to connect modern retail with our historic downtown shopping district. An exciting development has been the addition of regional property development companies investing in the area. Iskalo Development has purchased two historic buildings and Sinatra purchased a plaza on Main Street Lockport recently. This will help accelerate development in the downtown area. These investors have a history of adaptive reuse and quality development.

Currently the Transit North Executive Committee is discussing streetscape designs that will tie all three elements of the corridor together.

## Section II – Local Support & Strategic Alignment:

Answer these questions to reassure us that New York State’s investment will have a strong chance of success. We want to know that the municipality has the capacity to both lead and implement, and that local policies are aligned with downtown renewal.

- 6) Policies to Enhance Quality of Life.** Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes, complete-streets plans, transit-oriented development, and the use of historic districts or other designations to provide tax relief for private investors. If policies achieving this goal are not currently in place, describe the ability of the municipality to create and implement such policies. *Attach any relevant comprehensive planning documents highlighting policies that enhance the quality of life.*

Transit North has been growing since 2006 when we held our first multi-jurisdictional meeting, developed a unified district theme and began updating our zoning, master plan and design guidelines for the corridor.

The Town of Lockport has utilized resident surveys to gather input regarding the corridor project and what types of business residents would like us to target for their shopping needs. This information has been helpful in our recruiting efforts. To date, the Town of Lockport added net 110 new businesses since 2004.

Each community completed a parcel by parcel inventory of the entire corridor. We know who owns each parcel; have photographs, identified current land use and current zoning information.

Migration trends are now showing city centers as receiving net increases in population. We intend to accelerate the process by combining new with old. New strip shopping and old sheik city housing will co-exist within the corridor.

The Transit North Executive Committee has also reviewed each community’s masterplan and zoning laws for cohesive elements. It was discovered that all three were largely in compliance with each other and large scale alterations were not required.

- 7) **Local Support and Capacity to Execute.** Set forth the local and community support that exists for the revitalization of this downtown and the commitment among local leaders and stakeholders to building and implementing a strategic investment plan. Identify an initial local lead for the program that will work with outside experts to convene a local DRI Planning Committee to oversee the plan. *Attach a plan for project implementation, including key team members and outline the team's applicable experience and skills to implement.*

Transit North Focus Group 2016						
Name	Address	City	St	Zip	Phone	Email
Mark Crocker (Supervisor - Town of Lockport)	6560 Dysinger Rd.	Lockport	NY	14094	716-439-9520	<a href="mailto:supervisor@elockport.com">supervisor@elockport.com</a>
Michael Norris (Lockport Town Attorney)	744 Beattie Ave.	Lockport	NY	14094	716-434-3311	<a href="mailto:mnorris@seamannorris.com">mnorris@seamannorris.com</a>
Marc Smith (Coordinator of Economic Development)	6560 Dysinger Rd.	Lockport	NY	14094	716-478-0608	<a href="mailto:marc@elockport.com">marc@elockport.com</a>
Darlene DiCarlo (Councilwomen)	5872 Locust St. Ext.	Lockport	NY	14094	716-433-4817	<a href="mailto:townboard_dd@elockport.com">townboard_dd@elockport.com</a>
Morris Wingard (Planning Board)	7396 Tonawanda Creek Rd.	Lockport	NY	14094	716-433-9483	<a href="mailto:mawingard@roadrunner.com">mawingard@roadrunner.com</a>
Ann McAffrey (Lockport City Mayor)	1 Locks Plaza	Lockport	NY	14094	716-439-6665	<a href="mailto:amcaffrey@lockportny.gov">amcaffrey@lockportny.gov</a>
Brian Smith (City Director of Planning)	1 Locks Plaza	Lockport	NY	14094	716-868-4441	<a href="mailto:briansmithwny@gmail.com">briansmithwny@gmail.com</a>
John Ottaviano (City Attorney)	1 Locks Plaza	Lockport	NY	14094	716-439-6670	<a href="mailto:jottaviano@lockportny.gov">jottaviano@lockportny.gov</a>
David Wohleben (Councilman)	145 Lincoln Ave	Lockport	NY	14094	716-280-3625	<a href="mailto:dwohleben@lockportny.gov">dwohleben@lockportny.gov</a>
Joel Maerten	6570 Cambell Blvd	Lockport	NY	14094	716-625-8833	<a href="mailto:jmaerten1@gmail.com">jmaerten1@gmail.com</a>
David Kantor (Pendleton Planning Board)		Lockport	NY	14094		<a href="mailto:dkantor4@aol.com">dkantor4@aol.com</a>
Thomas Homme (Pendleton Bus Committee)	6670 Bear Ridge Rd.	Lockport	NY	14094	716-210-3091	<a href="mailto:tgardenjr@aol.com">tgardenjr@aol.com</a>
Todd Ostrowski (Councilman)	7011 Monroe St.	Lockport	NY	14094	716-417-7195	<a href="mailto:tostrowski@pendletonny.us">tostrowski@pendletonny.us</a>
Andrea L.Klyczek (NCCED Dir of Marketing)	6311 Inducon Corp Dr.	Sanborn	NY	14132	716-278-8761	<a href="mailto:andrea.klyczek@niagaracounty.com">andrea.klyczek@niagaracounty.com</a>
Jeffery Degnan (NCCED)	6311 Inducon Corp Dr.	Sanborn	NY	14132	716-278-8755	<a href="mailto:jeffery.degnan@niagaracounty.com">jeffery.degnan@niagaracounty.com</a>
Will Collins (NC Legislator)	5913 Beattie Ave.	Lockport	NY	14094	716-434-7512	<a href="mailto:wadokai@roadrunner.com">wadokai@roadrunner.com</a>
Tony Nemi (NC Legislator)	67 S New York Street	Lockport	NY	14094	716-471-8177	<a href="mailto:anthony.nemi@niagaracounty.com">anthony.nemi@niagaracounty.com</a>
David Kinyon (Lockport Canalway Chairman)	117 Windermere Rd.	Lockport	NY	14094	716-434-5868	<a href="mailto:drkinyon@roadrunner.com">drkinyon@roadrunner.com</a>
Nicholas Mroz (Evans Bank - Lockport)	5688 South Transit Rd.	Lockport	NY	14094	716-926-8694	<a href="mailto:nmroz@evansbank.com">nmroz@evansbank.com</a>
John Gibson (LBA Vice Chairman)	26 A Davison Ct.	Lockport	NY	14094	716-438-9317	<a href="mailto:john.gibson@edwardjones.com">john.gibson@edwardjones.com</a>
Hal Morse (GBNRTC)	438 Main St. Suite #503	Buffalo	NY	14202	716-856-2026	<a href="mailto:hmorse@gbnrtc.org">hmorse@gbnrtc.org</a>
Amy Nagy (Sinatra & Company)	617 Main Street, Suite#200	Buffalo	NY	14203	716-220-8468	<a href="mailto:amy@sinatraandcompany.com">amy@sinatraandcompany.com</a>
Mike Basil (Basil Toyota)	6933 S. Transit Rd.	Lockport	NY	14094	716-625-8444	<a href="mailto:mikebasil@basiltoyota.com">mikebasil@basiltoyota.com</a>
Kelly Krupski (NY Beer Project)	6157 S. Transit Rd.	Lockport	NY	14094	716-743-6927	<a href="mailto:kelly@nybeerproject.com">kelly@nybeerproject.com</a>
Bill Heussler (Realty USA Commercial)	344 Delaware Ave. Suite#2	Buffalo	NY	14202	716-818-3186	<a href="mailto:wheussler@realtyusa.com">wheussler@realtyusa.com</a>

Marc Smith – Coordinator of Economic Development will act as the project lead for this program.  
 6560 Dysinger Rd.  
 Lockport, NY 14094  
 717-478-0608  
[marc@elockport.com](mailto:marc@elockport.com)

**Executive committee** consists of Brian Smith (City of Lockport) Thomas Homme (Pendleton Business Committee) and Andrea Klyczek (Niagara County Dir of Marketing).

Section III – Strategic Alignment:

The Strategy for Prosperity was developed with the input of thousands of leaders and citizens across our region and every year we prioritize CFAs that advance the goals of this strategy. Your answers to the following questions will frame your vision for downtown renewal within the regional strategies.

- 8) **Alignment with Regional Strategies.** Describe how your vision and proposed investments will support the following core strategies, target industry sectors, and project criteria.

**Core Strategies:**

- Prepare Our Workforce
- Foster a Culture of Entrepreneurship
- Implement Smart Growth

The Transit North – Historic Canalway Corridor has been included within the Niagara County Comprehensive Plan. Niagara County has presented the Transit North plan to the One Region Forward committee.



**TOWN OF LOCKPORT**

<b>Commercial</b>
Façade improvement program – matching grant program to upgrade commercial building exteriors consistent with design guidelines in targeted commercial districts
Improvements to enhance Transit North infrastructure and streetscaping to enhance attractiveness for retail business expansion; relocation of municipal water line; streetscape improvements (median, crosswalks, and signage); related paving and acquisition expenses
<b>Industrial</b>
Construct a 30,000 ft <sup>2</sup> multi-tenant building for distribution and manufacturing uses in Lockport Industrial Park
<b>Infrastructure</b>
Install broadband service to Lockport Industrial Park to service future technology and datacenter businesses
Relocation of Transit Road water line, intersection of NY 93 (Robinson Road) to the Niagara County line
<b>Parks and Recreation</b>
Construct bicycle path from Day Road Park to Cold Springs Bridge/Canalway Trail

Review of the One Region Forward report shows that City Centers and consolidated regional centers are the most likely outcome of a planned approach to future development. Transit North is a regional center that has adopted “Smart Growth” as one of its founding principles. Transit North has allowed us to focus our current and future retail development into a focused area. In addition, it was a founding principal to revitalize the downtown City of Lockport Historic Shopping District. As our Economic Impact Study shows there is a great opportunity for all three communities to prosper under this plan.

Recent plans such as the Regional Sustainability Plan, “A Strategy for Prosperity in Western New York” and the Erie Niagara Regional Framework have established new initiatives and priorities for

the region, and the Town of Lockport's updated vision is in compliance with these regional goals. Transit North will also provide a level of consistency to local planning efforts in the region. Transit North understands that a majority of new businesses are created by local entrepreneurs. Transit North remains focused in providing smaller footprint facilities to support new and expanding local business.

**Industry Strategies:**

Advanced manufacturing  
Health & life sciences  
Tourism and arts  
Agriculture  
Bi-national logistics  
Energy  
Professional services

**Advanced Manufacturing/Technology:** The Town of Lockport was successful in bringing Yahoo! to New York State in 2008. We continue to expand our advanced manufacturing facilities at the Town of Lockport Industrial Park. We are now experiencing a synergy amongst the tenants of our industrial park. Many of our industrial park customers share products and services with one another.

**Agriculture:** Niagara County has an adopted Right-to-Farm Law that protects and encourages agricultural interests within the County, including the Town of Lockport. The County's Right-to-Farm Law protects farm practice in areas of the County not protected by Agricultural Districts and provides a system for settling neighbor disputes. The law also requires local planning boards to require developers, as a condition for approval of subdivisions, to provide every deeded property buyer a notice of the existence of the district and the possibility of agricultural practices taking place in the area. Further, the County's Right-to-Farm Law encourages local governments to revise their zoning classifications, as appropriate, to be in conformance with the Law.

**Tourism/Historic Preservation:** Our Master Plan identifies Significant Heritage Assets in the Corridor as the Niagara Escarpment, the Erie Canal National Heritage Corridor, and the Niagara Wine Trail to name a few.

**Transportation Improvement Program, 2011-2015**

Transit North is compliant with Transportation Improvement Program. TIP is the capital programming component of the Long Range Transportation Plan consisting of all federally funded roadway, transit, and major transportation projects being considered within the region through 2015. The TIP also includes those regionally significant transportation projects being advanced by state and local entities with non-federal funding.

Projects identified in the TIP that are located within the Town of Lockport include:

- Lincoln Avenue Corridor Improvements
- Old Niagara/ Lake Avenue Intersection Improvements
- Niagara County Bridge Maintenance, including Rapids Road over Mud Creek
- Amherst-Lockport Canalway Trail

**Preservation and Management Plan for the Erie Canal National Heritage Corridor, 2008**

This project works to coordinate with the Erie Canal Preservation and Management Plan. This plan provides a framework to help enable communities along the Erie Canal to harness the potential benefits provided by the historic canal. The plan suggests that development along the canal be mindful of its historic significance, preserve natural and manmade features, and encourages uses capitalizing on the canal as an amenity. Trail systems following the banks of the canal should be encouraged to provide recreational and educational opportunities.

Since the inception of Transit North we have worked hard to make sure we are working with and enhancing other regional planning and development plans. We strongly believe that our plan is having a positive impact upon the quality of life for our residents and strengthens our economic condition.

**Project Criteria:**

- Creates/Retains/Fills Jobs
- Maximizes Return on Investment
- Ready for Implementation
- Is Inclusive
- Promotes Smart Growth
- Oriented to Young Adults
- Builds upon Strengths
- Regional Impact
- Improves Region's Image

**Creates/Retains/Fills Jobs**

As previously stated the Transit North Project is projected to create up to 606 additional jobs within the confines of the Town of Lockport. More jobs will be created within the City of Lockport and Town of Pendleton. They were not included in our initial economic impact statement.

**Maximized Return on Investment:**

The Economic Impact Study estimates construction of between 473,100 to 532,200 square feet of new construction with up to 606 new jobs.

## Economic Benefit Assessment

The final step in our analysis was to translate the above retail and office space projections into estimates of employment and earnings. Ordinarily, this sort of analysis would also examine property tax revenues, but the Town of Lockport does not levy a municipal property tax.

The two key figures needed to translate square footage into employment and earnings are: 1) average square feet of space per employee; and 2) average wage per job. The former were adapted from Urban Land Use Planning by Chapin, Kaiser, and Godschalk, a longtime industry standard publication. The latter reflect the 2008 annual figures for Niagara County by employment sector from the New York State Department of Labor. The following table presents these results.

### Projection of Future Employment & Earnings, Transit North Corridor

Space Type	Net Gain in Occupied SF	SF per Employee*	Net Employment Increase	Average Wage/Job**	Net Wage Increase
<b>SCENARIO 1: NO RESIDENTIAL GROWTH</b>					
Retail Space	375,700	1,000	376	\$ 21,769	\$ 8,185,100
Motor Vehicle & Parts Dealers	65,600	1,500	44	\$ 34,553	\$ 1,520,300
Finance/Insurance/Real Estate	11,100	250	44	\$ 38,953	\$ 1,713,900
Medical Office	20,700	400	52	\$ 37,303	\$ 1,939,800
<b>Totals</b>	<b>473,100</b>		<b>516</b>		<b>\$ 13,359,100</b>
<b>SCENARIO 2: 4% RESIDENTIAL GROWTH</b>					
Retail Space	390,600	1,000	391	\$ 21,769	\$ 8,511,700
Motor Vehicle & Parts Dealers	68,200	1,500	45	\$ 34,553	\$ 1,554,900
Finance/Insurance/Real Estate	17,400	250	70	\$ 38,953	\$ 2,726,700
Medical Office	26,900	400	67	\$ 37,303	\$ 2,499,300
<b>Totals</b>	<b>503,100</b>		<b>573</b>		<b>\$ 15,292,600</b>
<b>SCENARIO 3: 10% RESIDENTIAL GROWTH</b>					
Retail Space	413,100	1,000	413	\$ 21,769	\$ 8,990,600
Motor Vehicle & Parts Dealers	72,200	1,500	48	\$ 34,553	\$ 1,658,500
Finance/Insurance/Real Estate	18,400	250	74	\$ 38,953	\$ 2,882,500
Medical Office	28,500	400	71	\$ 37,303	\$ 2,648,500
<b>Totals</b>	<b>532,200</b>		<b>606</b>		<b>\$ 16,180,100</b>

Source: Urban Land Use Planning (Chapin/Kaiser/Godschalk), NYS Department of Labor; Economic Stewardship, Inc.

\* SF/Employee estimates adapted from Urban Land Use Planning, by Chapin/Kaiser/Godschalk, 1995

\*\* Average Wage per Job data are 2008 values for Niagara County as reported by NYS Department of Labor

### Ready for Implementation:

A majority of the background work has been completed and we are ready to begin implementation of our public investment portion of the project. Façade improvement grants fund, street scape improvements.

### Is Inclusive:

The Transit North project includes the Town of Pendleton, City of Lockport, Town of Lockport and the County of Niagara as our key government partners. Many business and development interests are represented on the Committee. Resident meetings have been held and a public survey was conducted.

**Promotes Smart Growth:**

Great care has been taken to make sure that this project incorporates Smart Growth Planning initiatives. We have refined our commercial corridors to be very narrowly scoped. We are concentrating our current and future growth within established commercial corridors. The proper infrastructure already exists in the corridor therefore minimizing the cost future maintenance. The corridor is also located directly adjacent to the population of our three communities.

**Oriented to Young Adults:**

Young adults have clearly communicated to us that they want diversity, convenience, upscale venues and national retail food options within our corridor. Movie theater, nation chain restaurants, and clothing are the most requested businesses. We are actively recruiting these businesses into the corridor with our national marketing efforts and International Conference of Shopping Center conference attendance.

**Builds upon Strengths:**

The Transit North Committee hired a professional facilitator to help us through a SWOT analysis of the project. To summarize the conclusion of the analysis would be the following statements.

1. We are all historic Erie Canal Communities. This is our combined history. We should embrace it.
2. We do not want to see a corridor of strip plazas. Our Vision: The Transit North corridor will be revitalized through the use of common themes, clearly marked elements, aesthetic standards, economic development and cohesive land use patterns to develop a gateway that creates a sense of arrival and a place worth remembering.

**Regional Impact:**

The Transit North Corridor has long been a regional destination for the Eastern Niagara County Region. Concentrating our efforts within these confines is economically liberating, while helping to lower property taxes and enhancing resident satisfaction.

**Improves Region's Image:**

This will be a highly visible project. We have made great strides with our limited resources to date. Most of WNY has taken notice of the improvements and they comment on how much they like the style and quality development we have established within the Transit North corridor. This Grant will accelerate the process and make this corridor a national class destination.

Click here to enter text.

- 9) **Opportunity Agenda, Inclusivity and Context-Sensitive Planning.** In an effort to prevent unintended consequences of revitalization such as projects out of scale with the neighborhood and/or displacement of current residents or businesses, please explain how you will include existing residents and businesses, particularly the traditionally under-represented groups, in the planning process and highlight any policy action that would ensure equity, diversity and opportunity for those already living in or invested in your targeted downtown neighborhood. Refer to the WNY REDC Opportunity Agenda for more information on these regional priorities.

Transit North assumes the unique qualities of Lockport and the Erie Canal as our centerpiece. Our shared history as Canal Town's binds our future. We are bringing design guidelines of historical significance into the corridor. Stone, brick and modern building materials are being added to existing structures to tie them into our historic downtown marketplace. The diversity of our corridor brings strength as we offer variety in its development styles. New structures are combined with historic building elements to blend with our historic city center. A small section of residential housing at the City/Town border allows reconfiguration as office and entrepreneurial retail for the future. Blended diverse construction materials, small building footprints and varied usage allow for a fun unique work and shopping experience.

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

Please visit <http://www.transitnorth.com>

Full text of our plan, demographic information and Economic Impact Study are available on this site.

I would like to thank you for this opportunity to present to you our unique opportunity, Transit North – Historic Canalway Corridor. It has been an exciting project with wonderful input by the public and members of the committee bringing enthusiasm and vigor throughout the process.

I stand ready to answer your questions. Our heart and soul is defined within the contents of this project.

Sincerely,

Marc R. Smith

Coordinator of Economic Development

Town of Lockport

6560 Dysinger Rd.

Lockport, NY 14094

717-478-0608

[marc@elockport.com](mailto:marc@elockport.com)

Click here to enter text.



**TOWN OF PENDLETON**  
Joel Maerten, Supervisor

6570 Campbell Blvd. Lockport, NY 14094  
Phone: 716-625-8833 Fax: 716-625-6295  
jmaerten@pendletonny.us

RECEIVED  
TOWN OF LOCKPORT

MAY 17 2016

INDUSTRIAL DEVELOPMENT AGENCY

May 13, 2016

Mr. Christopher Schoepflin  
WNY Regional Director  
Empire State Development

Re: Downtown Revitalization Initiative – **Transit North Project**  
Members include – City of Lockport, Town of Lockport, Town of Pendleton

Dear Mr. Schoepflin,

**Please accept this letter of support for the Transit North – Historic Canalway Corridor Downtown Revitalization Initiative Grant.**

We have been active participants in the project since 2006. Transit North has brought together our three communities and Niagara County towards common goals of Smart Growth, job creation and entrepreneurship.

**Our Vision:**

The Transit North corridor will be revitalized through the use of common themes, clearly marked elements, aesthetic standards, economic development and cohesive land use patterns to develop a gateway that creates a sense of arrival and a place worth remembering.

The Transit North Committee has created an historic-themed retail shopping district along a six mile section of Transit Road. The corridor commences at Tonawanda Creek Road and terminates at the intersection of Main and Washburn Street Lockport. (This includes all of Main Street Lockport) Transit North is a multi-community regional effort comprising the City of Lockport, Town of Lockport and Town of Pendleton, NY. By pooling our collective resources we intend to promote our major retail corridor, Transit Road to bring in requested business and promoting the vibrancy of our communities and ultimately driving business back into Main Street Lockport. Revitalizing our historic downtown area is a major component of the Transit North Project.

Ultimately our emphasis is on retail development, sustaining services and bringing requested retail shopping for our residents while maintaining a low tax rate. Nearly ½ of current municipal income is derived by sales tax revenue sharing with Niagara County. Since our corridor research shows nearly 1 billion dollars of sales leave our corridor, recapturing some of these sales will increase our sales tax revenues. This is a revenue generating project that does not increase property taxes.

Thank you for your consideration,

Joel Maerten



# Office of the Mayor

LOCKPORT MUNICIPAL BUILDING  
One Locks Plaza  
Lockport, New York 14094  
Phone (716) 439-6665  
Fax (716) 439-6668

*Anne E. McCaffrey, Mayor*

May 16, 2016

Mark Crocker  
Town of Lockport Supervisor  
6560 Dysinger Road  
Lockport, NY 14094

RE: Town of Lockport DRI

Dear Supervisor Crocker:

This letter is to express my support for the Town of Lockport's DRI application for the Transit North Corridor. As you know, the Transit North Corridor is an important commercial strip in Niagara County, anchored at the north by the City of Lockport's downtown.

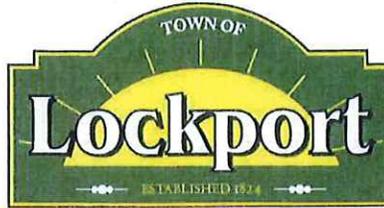
While the City of Lockport has its own application for DRI funding, the benefit should the Transit North Corridor application be nominated would certainly be felt by the City of Lockport and much of eastern Niagara County.

I am pleased to express my support for this project. If you have any additional questions, please do not hesitate to contact me.

Sincerely,

Anne E. McCaffrey  
Mayor

SUPERVISOR  
MARK C. CROCKER  
TOWN CLERK  
NANCY A. BROOKS  
SUPERINTENDENT OF HIGHWAYS  
DAVID J. MILLER.



COUNCIL MEMBERS  
PAUL W. SIEJAK  
PATRICIA DUFOUR  
THOMAS KEOUGH  
DARLENE DICARLO  
TOWN ATTORNEY  
MICHAEL NORRIS

May 18, 2016

Mr. Christopher Schoepflin  
WNY Regional Director  
Empire State Development

Re: Downtown Revitalization Initiative – **Transit North Project**  
Members include – City of Lockport, Town of Lockport, Town of Pendleton

Dear Mr. Schoepflin,

**Please accept this letter of support for the Transit North – Historic Canalway Corridor Downtown Revitalization Initiative Grant.**

We have been active participants in the project since 2006. Transit North has brought together our three communities and Niagara County towards common goals of Smart Growth, job creation and entrepreneurship.

**Our Vision:**

The Transit North corridor will be revitalized through the use of common themes, clearly marked elements, aesthetic standards, economic development and cohesive land use patterns to develop a gateway that creates a sense of arrival and a place worth remembering.

Transit North is a multi-community regional effort comprising the City of Lockport, Town of Lockport and Town of Pendleton, NY. By pooling our collective resources we intend to promote our major retail corridor, Transit Road to bring in requested business and promoting the vibrancy of our communities and ultimately driving business back into Main Street Lockport. Revitalizing our historic downtown area is a major component of the Transit North Project.

Sincerely,



Mark C. Crocker  
Town of Lockport Supervisor

6560 Dysinger Road • Lockport, New York 14094-7970  
Tel (716) 439-9520 • Fax (716) 439-0528

**CHRIS COLLINS**  
27TH DISTRICT, NEW YORK

COMMITTEE ON  
ENERGY AND COMMERCE

- COMMUNICATIONS &  
TECHNOLOGY
- HEALTH
- OVERSIGHT & INVESTIGATIONS

May 27, 2016



**Congress of the United States**  
**House of Representatives**

1117 LONGWORTH BUILDING  
WASHINGTON, DC 20515  
(202) 225-5265 OFFICE

2813 WEHRE DRIVE, SUITE 13  
WILLIAMSVILLE, NY 14221  
(716) 634-2324

128 MAIN STREET  
GENESEO, NY 14454  
(585) 519-4002

Mr. Christopher Schoepflin  
Western New York Regional Director  
Empire State Development  
95 Perry Street; Suite 500  
Buffalo, NY 14203-3030

Dear Mr. Schoepflin:

I would like to express my support for Niagara County and its recent application to the Western New York Regional Economic Development Council for the Downtown Revitalization Initiative (DRI) grant. This funding would allow the City of Lockport, the Town of Lockport, and the Town of Pendleton to continue revitalizing the Transit North corridor. This project will ultimately allow Niagara County to support retail development and enhance downtown Lockport.

The Transit North Committee has worked tirelessly to create a historic-themed retail-shopping district along the six-mile section of Transit Road. The Transit North corridor begins at Tonawanda Creek Road and ends at the intersection of Main Street and Washburn Street in Lockport, NY. Over the years, Transit North has been able to promote a multi-community effort between the City of Lockport and the Towns of Lockport and Pendleton to increase economic development within the region.

Currently, Transit North Committee's research indicates that an estimated \$1 billion of sales revenue leaves this corridor each year. To recapture those lost sales, the municipalities need to increase their sales tax revenue. The municipalities involved will collaborate the funding assistance resources to focus on retail development and support their efforts to bring in requested retail shopping for their residents, all while maintaining a low tax rate.

Grant funding through the Downtown Revitalization Initiative would allow the City of Lockport and Towns of Lockport and Pendleton to revitalize the Transit North Corridor, drive businesses back into Main Street, all while maintaining low tax rates with no increase in property tax rates. For these reasons, I am asking you to support this application in accordance with all applicable rules and regulations. If I may provide any further assistance, please contact our Geneseo District Office at 585-519-4002.

Sincerely,

CHRIS COLLINS

Member of Congress

[www.ChrisCollins.house.gov](http://www.ChrisCollins.house.gov)  
PRINTED ON RECYCLED PAPER



**GREATER BUFFALO-NIAGARA  
REGIONAL TRANSPORTATION COUNCIL**

438 Main Street, Suite 503 Buffalo, New York 14202-3207  
716-856-2026 Fax: 716-856-3203

Mr. Christopher Schoepflin  
WNY Regional Director  
Empire State Development

Re: Downtown Revitalization Initiative – Transit North Project  
Members include – City of Lockport, Town of Lockport, Town of Pendleton

Dear Mr. Schoepflin:

Please accept this letter of support for the Transit North – Historic Canalway Corridor Downtown Revitalization Initiative Grant. Buffalo Niagara Regional Transportation Council (GBNRTC), as the Metropolitan Planning Organization (MPO) for the Buffalo Niagara region, has been an active participant in the project since 2006. Transit North has brought together three communities and Niagara County towards common goals of Smart Growth, job creation and entrepreneurship.

The Transit North corridor will be revitalized through the use of common themes, clearly marked elements, aesthetic standards, economic development and cohesive land use patterns to develop a gateway that creates a sense of arrival and a place worth remembering. Active integration of this land use and development approach with transportation efficiency will further bolster the corridor and improve quality of life.

Transit North is a multi-community regional effort comprising the City of Lockport, Town of Lockport and Town of Pendleton, NY. By pooling their collective resources to promote a major retail corridor, Transit Road, to bring in business and promoting the vibrancy of these communities and ultimately driving business back into Main Street Lockport. Revitalizing historic downtown areas is a major component of the Transit North Project and consistent with our One Region Forward initiatives.

This project will add value to our region and we fully support this application.

Sincerely,

Hal Morse

Executive Director, GBNRTC



6933 S. Transit Road  
Lockport, New York 14094  
716-743-6927

May 31, 2016

Mr. Christopher Schoepflin  
WNY Regional Director  
Empire State Development

Re: Downtown Revitalization Initiative – **Transit North Project**  
Members include – City of Lockport, Town of Lockport, Town of Pendleton

Dear Mr. Schoepflin,

**Please accept this letter of support for the Transit North – Historic Canalway Corridor Downtown Revitalization Initiative Grant.**

We have been active participants in the project since 2006. Transit North has brought together our three communities and Niagara County towards common goals of Smart Growth, job creation and entrepreneurship.

**Our Vision:**

The Transit North corridor will be revitalized through the use of common themes, clearly marked elements, aesthetic standards, economic development and cohesive land use patterns to develop a gateway that creates a sense of arrival and a place worth remembering.

The Transit North Committee has created an historic-themed retail shopping district along a six mile section of Transit Road. The corridor commences at Tonawanda Creek Road and terminates at the intersection of Main and Washburn Street Lockport. (This includes all of Main Street Lockport)

Transit North is a multi-community regional effort comprising the City of Lockport, Town of Lockport and Town of Pendleton, NY. By pooling our collective resources we intend to promote our major retail corridor, Transit Road to bring in requested business and promoting the vibrancy of our communities and ultimately driving business back into Main Street Lockport. Revitalizing our historic downtown area is a major component of the Transit North Project. Transit North is a six mile corridor with average daily traffic counts of 29,250.

Ultimately our emphasis is on retail development, sustaining services, bringing requested retail shopping for our residents while maintaining a low tax rate. Nearly ½ of current municipal income is derived by sales tax revenue sharing with Niagara County. Since our corridor research shows nearly 1 billion dollars of sales leave our corridor, recapturing some of these sales will increase our sales tax revenues. This is a revenue generating project that does not increase property taxes.

Thank you for your consideration,  
NEW YORK BEER PROJECT LLC

A handwritten signature in blue ink that reads "Lynne M. Jasinski".

Lynne M. Jasinski  
Controller

NIAGARA COUNTY LEGISLATURE

FROM: Legislators Wm. Keith McNall, DATE: 05/24/16 RESOLUTION # LL-044-16  
Kathryn L. Lance, Randy R. Bradt, et al.

APPROVED BY CO. ATTORNEY	REVIEWED BY CO. MANAGER	COMMITTEE ACTION	LEGISLATIVE ACTION
<i>[Signature]</i> 5/19/16			Approved: Ayes _____ Abs. _____ Noes 0
			Rejected: Ayes _____ Abs. _____ Noes _____
			Referred: _____

RESOLUTION ENDORSING NIAGARA COUNTY COMMUNITIES' APPLICATIONS FOR WESTERN NEW YORK REGIONAL ECONOMIC DEVELOPMENT COUNCIL DOWNTOWN REVITALIZATION INITIATIVE GRANT APPLICATIONS

WHEREAS, New York State's Regional Economic Development Councils are each holding a competitive application process for a \$10 million Downtown Revitalization Initiative grant to be awarded to a single community in each region deemed "ripe for development" into "vibrant communities where tomorrow's workforce will want to live, work and raise families," and

WHEREAS, the Western New York Regional Economic Development, of which the Honorable Wm. Keith McNall, chairman of this Legislature, is a member, has issued a Downtown Revitalization Grant application, and

WHEREAS, four Niagara County communities have indicated an intent to move forward with applications for the Western New York Regional Economic Development Council's Downtown Revitalization Initiative, and

WHEREAS, the applications submitted by Niagara County communities are synopsisized by those respective communities' economic development agencies as follows:

City of Lockport: The City of Lockport's Downtown Revitalization Initiative builds upon the recent economic development successes in downtown Lockport, such as progress at Harrison Place, the continued restoration of the Flight of Five locks, and the construction of Cornerstone CFCU Arena. The nomination request highlights the potential for an even greater impact on Lockport, Niagara County, and throughout the Western New York region by enhancing existing assets in the City's downtown, like The Historic Palace Theatre and vacant and under-utilized mixed-use properties;

City of Niagara Falls: The City of Niagara Falls is targeting the area north of Niagara Street to create a vibrant, year-round downtown district. Major projects like the Seneca Niagara Casino, expansion of Niagara Falls Memorial Medical Center, NCCC's Culinary Institute, construction/renovation/expansion of new hotels have been completed in recent years resulting in creation of new jobs. This trend will only continue as there are other projects in the pipeline to continue the diversification of the Niagara Falls economy. Projects like Housing Visions and the Market Rate Rental Rehabilitation program have begun to create an attractive livable community for diverse populations. The city's 2009 Master Plan has laid a framework of policies that will allow Niagara Falls to integrate continued growth through the DRI;

City of North Tonawanda: The City of North Tonawanda's nomination for the Downtown Revitalization Initiative, known as the NT Momentum project, is the culmination of ten years of comprehensive planning focused on North Tonawanda's historic downtown. This initiative will catalyze development in North Tonawanda along the Niagara River and Erie Canal waterfronts

anchored by a historic downtown filled with culture, arts, recreation, tourism, and a great atmosphere in which to live and work. Focused on leveraging strong local assets, this project will bring new investment to North Tonawanda and spark resurgence in downtown. The Downtown Revitalization Initiative is the opportunity to implement the NT Momentum project and bring the communities downtown redevelopment vision to reality;

Transit North: The Transit North – Historic Canalway Corridor Downtown Revitalization Project brings together three Niagara County communities, the Towns of Lockport and Pendleton and the City Lockport, who are seeking to revitalize the six-mile Transit North

corridor which commences at Tonawanda Creek Road and terminates at the intersection of Main and Washburn Streets in the City of Lockport, and has average daily traffic counts of 29,250. The historic-themed retail shopping district will not only lead to the development of a gateway that creates a sense of arrival and a place worth remembering, but will also help drive business back onto Main Street in the City of Lockport, and

WHEREAS, it is the judgment of the Niagara County Center for Economic Development that these applications are of similar weight and value, and are in line with the vision for development set forth in the Niagara County Comprehensive Plan, and

WHEREAS, this Legislature is prepared to support implementation efforts by any Niagara County community awarded the Downtown Revitalization Initiative grant, now, therefore, be it

RESOLVED, that the Legislature of the County of Niagara does hereby endorse the Downtown Revitalization Initiative grant applications of the City of Lockport, the City of Niagara Falls, the City of North Tonawanda, and the Transit North consortium, and be it further

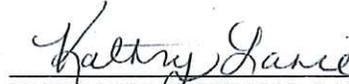
RESOLVED, that the Legislature of the County of Niagara does hereby direct Commissioner Sam Ferraro and the Center for Economic Development to provide any assistance or information sought by the Western New York Regional Economic Development Council in its efforts to evaluate the strengths of the applications from the four Niagara County communities, and be it further

RESOLVED, that the Legislature of the County of Niagara does hereby direct Commissioner Sam Ferraro and the Center for Economic Development to provide full assistance to any Niagara County community that should be awarded the DRI funding as it implements the project outlined in its application, and be it further

RESOLVED, that this Legislature directs that individual copies of this Resolution be sent to all representatives seated on the Western New York Regional Economic Development Council, namely Satish K. Tripathi, Jeff Belt, Crystal Abers, Aaron Bartley, Robert T. Brady, Deanna Alterio Brennen, Byron W. Brown, Paul Brown, Curtis Crandall, Michael Cropp, Colleen C. DiPirro, Paul A. Dyster, Dr. Charles Edmondson, Vince Horrigan, Virginia Horvath, Dottie Gallagher-Cohen, Dr. Rosa Gonzalez, Pamela R. Henderson, John R. Koelmel, Thomas A. Kucharski, Brenda W. McDuffie, Wm. Keith McNall, Michael Metzger, Jennifer J. Parker, Mark Poloncarz, Senator Michael H. Ranzenhofer, Member of the Assembly Robin Schimminger, Samuel Teresi, and Melinda Vizcarra, and Empire State Development Corp. Western New York Regional Director Christopher Schoepflin, as well as representatives of the four Niagara County municipal economic development agencies submitting applications.



LEGISLATOR WM. KEITH MCNALL



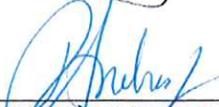
LEGISLATOR KATHRYN L. LANCE



LEGISLATOR RANDY R. BRADT



LEGISLATOR ANTHONY J. NEMI



LEGISLATOR RICHARD L. ANDRES



LEGISLATOR WILLIAM J. COLLINS



LEGISLATOR JASON A. ZONA



LEGISLATOR DENNIS F. VIRTUOSO

LEGISLATOR OWEN T. STEED



LEGISLATOR MARK D. GROZIO

CHAIRMAN  
MENTAL HEALTH &  
DEVELOPMENTAL DISABILITIES  
COMMITTEE MEMBER  
CITIES  
CIVIL SERVICE AND PENSIONS  
CORPORATIONS, AUTHORITIES  
AND COMMISSIONS  
ENVIRONMENTAL CONSERVATION  
HIGHER EDUCATION  
LOCAL GOVERNMENT  
VETERANS, HOMELAND SECURITY  
AND MILITARY AFFAIRS

THE SENATE  
STATE OF NEW YORK



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

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May 31, 2016

Mr. Christopher Schoepflin  
WNY Regional Director  
Empire State Development

Re: Downtown Revitalization Initiative – Transit North Project  
Members include – City of Lockport, Town of Lockport, Town of Pendleton

Dear Mr. Schoepflin,

**Please accept this letter of support for the Transit North – Historic Canalway Corridor  
Downtown Revitalization Initiative Grant.**

My predecessor and I have been active participants in the project since 2006. Transit North has brought together our three communities and Niagara County towards common goals of Smart Growth, job creation, and entrepreneurship.

The Transit North corridor will be revitalized through the use of common themes, clearly marked elements, aesthetic standards, economic development and cohesive land use patterns to develop a gateway that creates a sense of arrival and a place worth remembering.

The Transit North Committee has created an historic-themed retail shopping district along a six mile section of Transit Road. The corridor commences at Tonawanda Creek Road and terminates at the intersection of Main and Washburn Street Lockport (This includes all of Main Street Lockport).

Transit North is a multi-community regional effort comprising the City of Lockport, Town of Lockport and Town of Pendleton, NY. By pooling our collective resources we intend to promote our major retail corridor, Transit Road, to bring in requested business and promoting the vibrancy of our communities and ultimately driving business back into Main Street Lockport. Revitalizing our historic downtown area is a major component of the Transit North Project. Transit North is a six mile corridor with average daily traffic counts of 29,250.

Ultimately the emphasis is on retail development, sustaining services, bringing requested retail shopping for our residents while maintaining a low tax rate. Nearly ½ of current municipal income is derived by sales tax revenue sharing with Niagara County. Since our corridor research shows nearly 1 billion dollars of sales leave our corridor, recapturing some of these sales will increase our sales tax revenues. This is a revenue generating project that does not increase property taxes.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert G. Ort". The signature is stylized with a large initial "R" and a long horizontal flourish extending to the right.

Robert G. Ort

State Senator, 62<sup>nd</sup> District