



DOWNTOWN REVITALIZATION INITIATIVE – APPLICATION TEMPLATE

BASIC INFORMATION

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

Municipality Name: Village of Fairport

Downtown Name: Downtown Fairport (Fairport Downtown Main Street Revitalization and Enhancement Project)

County: Monroe

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

Fairport's downtown is a small, quaint area with a high volume of pedestrian and bike users at any given time of the year. Families, residents, and visitors fill the restaurants, bars and gathering establishments on a nightly basis. It is not uncommon to wait twenty minutes in line in hopes of getting an ice cream cone from one of our local establishments. The downtown corridor is a safe and highly utilized area that caters to any and all who visit and travel within it. Like most downtowns, our downtown is our community greeting center, event center, place of commerce, source of entertainment, as well as a source of adventure and pleasure.

The Village of Fairport's downtown corridor is comprised of many business and zoning areas. Residential, commercial, mixed-use and industrial properties and businesses are all located within the defined area. Within the types of properties, Fairport has breweries, restaurants, niche shops, commercial shopping plazas, residential properties meticulously located to provide a walkable and urban lifestyle, multiple spas and discretionary spending establishments, as well as the staple and required merchants (i.e. dry cleaners, commercial vendors, office parks and other related businesses.

The Fairport Downtown Main Street Revitalization and Enhancement Project will be a rehabilitation, beautification and community and economic development project on Main Street in the downtown commercial and residential corridor. The project will include right of way and traffic enhancements such as parking and access improvements, traffic calming measures, pedestrian amenities, landscape and lighting improvements, way signage, transit facilities, and complete street enhancements. The project zone will be inclusive of new sidewalks, brick pavers, bicycle and pedestrian delineation, street trees, rain garden and other landscaping materials, crosswalk enhancements, street lighting, bicycle lanes, bus stops, right of way signage, and all new utilities to include electric and irrigation. This project complements other capital improvements to the area which all were recently completed which include a new water main lining, new Main Street pavement, and a rehabilitation of the three rail railroad crossing all within the project zone.



The issues and opportunities to be addressed will be to provide a desirable streetscape, mode of transportation and environment to our commercial corridor which will promote an environment of support, desirability, pride and excitement for those that it serves. The implementation of this revitalization initiative increases the overall vitality and mobility of the area as well as acts as a pillar and foundation for ongoing and future development and investment projects from a commercial and residential perspective. The Village also anticipates this project will enhance the industrial and manufacturing corridor located on the north side of the project zone which will initiate development, investment and marketability of reutilizing this space and the amenities that are preexisting.

DOWNTOWN IDENTIFICATION

This section should be filled out with reference to the criteria set forth in the DRI Guidelines.

- 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.

The Fairport Downtown Main Street Revitalization and Enhancement Project will span approximately 3,500 linear feet (0.66 miles) on Main Street in Fairport from approximately 300' south of Church Street to Deland A Park. This corridor is comprised of the complete downtown area within the Village of Fairport. Within the boundaries lies residential, commercial, industrial and mixed use properties, therefore providing a rich and diversified population and demographic to serve.

- 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.

The Village of Fairport's downtown area is of a size sufficient to support a vibrant, year-round downtown is due to the aforementioned diversity within the project area. As previously stated, Fairport's commercial (downtown) corridor is not comprised of one type of business or zoning area. Residential, commercial, mixed-use and industrial properties and businesses are all located within the defined area. Within the types of properties, Fairport has breweries, restaurants, niche shops, commercial shopping plazas, residential properties meticulously located to provide a walkable and urban lifestyle, multiple spas and discretionary spending establishments, as well as the staple and required merchants (i.e. dry cleaners, commercial vendors, office parks and other related businesses). There is a sizable existing and increasing population that our downtown corridor will serve. Current projects such as the Residences at Canalside (48 units), Fairport Senior Housing (71 units) former Hupp Motors property (8 units) and the American Can Co. (units TBD) are all in development or near completion.



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.

The Village of Fairport's downtown corridor is robust with investment, excitement and overall progression. Fairport hosts a large and very active farmers market from April to October on an annual basis within the project zone. Currently, there is a 48 unit condo development (Residences at Canalside) being built adjacent to Main St. with the first owners occupying their residences in December 2016, an eight (8) unit mixed-use structure being constructed on Main St. that will incorporate retail on the bottom floor and have three floors of luxury apartment units. The existing building was raised to make room for the mixed use building. Also, the existing Fairport American Can Co. is actively seeking, attracting and acquiring tenants that are interested in taking an old, industrial building within the project zone and utilizing it for promotion of start-up businesses and incubator companies, which in turn promote job growth and a sustainable workforce. Currently, Iron Smoke Whiskey recently opened a space in this structure and is competing on a high level with the national liquor distilling market. Triphammer Bierwerks is adjacent to Iron Smoke Whiskey and will be opening their doors to the public in the next few months. There is also discussions with a very prominent Rochester restaurant that may be moving into the former Can Co. in the near future. Providing a desirable streetscape, mode of transportation and environment to these institutions will promote an environment of support, desirability, pride and excitement for those that it serves. The implementation of this Downtown Main Street Revitalization and Enhancement Project will increase the overall vitality and mobility of the area as well as acts as a pillar and foundation for ongoing and future development projects from a commercial and residential perspective. The new Fairport Public Library, located in the project zone, recently completed its \$4 million dollar renovation this past fall. Access to jobs, technology, education, and other assistive measures will be greatly enhanced by this project moving forward. Additional affordable housing initiatives include the Fairport Senior Housing Project on High Street which is located a few blocks from the project zone. The project will provide 71 senior only housing units to our community and is currently under construction. The walking proximity of the downtown commercial corridor and this project is relevant due to the convenience and availability of essential services, shopping, health care, healthy nutritious food and an active lifestyle. The Rochester-Genesee Regional Transportation Authority (RGRTA) also has a bus stop and provides services to this community in downtown Fairport.

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.

The Village of Fairport caters to a very active and engaging lifestyle. As the downtown corridor advances and continues to provide the social and lifestyle amenities the public desires in a small, but progressive community; the opportunities for the market to demand and implement quality housing



options as well as destination venues will be increased. Fairport projects livability and options. We continue to facilitate these components based on the recommendations and voices of our community. The potential for job growth due to the aforementioned projects currently underway in Fairport (See statement #3) is encouraging. In addition to this, the FLREDC has promoted job growth and the creation of jobs as a major priority which should materialize in the Greater Rochester area. Fairport is a place where people from all over Monroe County visit and spend their time frequenting our local establishments, night life, boutiques and major events (Canal Days Festival, Music Festival, Parades, Oktoberfest, etc.

- 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, healthy and affordable food markets, walkability and bikeability, and public parks and gathering spaces.

The attractiveness of our downtown is multi-faceted. Fairport kicks off the spring by opening up its highly established Farmers Market held right in the center of the project zone. The market is held from April to October every Saturday. A current mixed use development being constructed on Main St. is directly adjacent to a brewery, convenient store, restaurants and shopping plaza. Developers and property owners realize the significant assets Fairport has to offer, as well as the livability associated with our community, and are investing and providing opportunities for people to enjoy it. The Village has a plethora of rental units within single family homes, condos, townhouses, all within or directly adjacent to the project zone. In addition, loft apartments over commercial space is becoming a very desirable and sought after amenity. This same mixed use residential over commercial concept is being considered in the American Can Co. building. The owner of this building is currently undertaking a six figure façade improvement project on a portion of the Can Co. as we speak. The desired improvements will capitalize and expand on the multi-modal downtown environment currently in place. The Erie Canal Walking Trail and Bike Path travels directly through the middle of the project zone and downtown corridor. More accessible ingress and egress to the surrounding merchant community would be included with this grant award. The Erie Canal brings in thousands of residents and visitors a year to enjoy its natural beauty, take a boat ride on the Colonial Belle, or simply go for a walk on the many public docks we have along the canal. Kennelly Park and the Fairport Junction are both large gathering areas and designated public assembly venues for festivals, shows and other community gatherings. Both are in the project corridor.

- 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, or transit-oriented development. If policies achieving this goal are not currently in place, describe the ability of the municipality to create and implement such policies.

The Village of Fairport has implemented policies to enhance the quality of life within our downtown area. Examples include a recently adopted Public Art Plan. The intent is to promote public art, murals, sculptures and related activities within the project zone. Also, the Village has adopted and



utilizes complete street concepts when taking on new projects or rehabilitating current infrastructure. Due to the relatively small corporation limits of the Village of Fairport, most current businesses and new developments do not meet the standards for allowable public parking within their parcel. The Village is very generous and allows land banks and public parking banks which are majority owned by the Village to satisfy such requirements by Code. The Village Board, with support and promotion of the Planning Board and Zoning Board of Appeals, share the same philosophy of maximizing the potential of our current assets and building upon our strengths of the community. As the Village becomes more landlocked and built out, density requirements become an issue for future in-fill development and housing. The Village entities have progressed past some of the more traditional models for density requirement and have allowed for variances and exceptions to encourage and facilitate proper development and economic sustainability.

- 7) Poverty Reduction.** The FLREDC has identified reduction of poverty as a primary goal of its regional economic development strategy. Please identify if and how the proposed revitalization efforts would provide an opportunity to support this strategy.

The Fairport Downtown Main Street Revitalization and Enhancement Project assists in building workforce development programs and improves physical infrastructure by promoting a social and physical environment within the heart of Fairport's downtown commercial and residential corridor by providing quality mobility in the forms of ADA access, active transportation (bicycle and pedestrian access), improved street lighting, utility infrastructure, and an overall environment that promotes development, industry, investment for our residents, visitors, and community. The northern portion of the project zone has designated CDBG zones (streets) that connect to this corridor which will promote the development and rehabilitation of these neighborhoods as well as provide resources for those in need. The Farmers Market is also a great and local attribute to assisting with providing less expensive and quality food and other amenities to those in need while not forcing significant travel or time constraining barriers.

- 8) Local Support.** 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.

The Village of Fairport has the local support to maximize and fulfill the requirements set forth by FLREDC and the DRI. The Village of Fairport comprised of its elected officials, staff, residents and visitors promote this initiative and the betterment of our community. Responsible development and revitalization initiatives are a natural component of any progressive and responsible community. The Fairport Merchants Association, the surrounding Town of Perinton, the Fairport Office of Community and Economic Development (OCED), and the Fairport Perinton Partnership for a Better Community all support this proposal and will be actively participating in a strategic investment plan and representative of the DRI Planning Committee. This is the greater Fairport communities' downtown initiative, not the local governments. We will facilitate the desires, connections and amenities as a cohesive unit.



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

The Village of Fairport is a fantastic community, which promotes and exudes extreme pride and community spirit. Our constituency demands transparency, continuous improvement and an environment of togetherness and continuity. We feel the Downtown Revitalization Initiative will significantly enhance and foster the attributes and community destination characteristics our residents and visitors desire. We have a good community...this DRI can make us GREAT. We are confident in our abilities to maximize the full potential of this initiative and the transformative attributes it could provide. Fairport is in the midst of a significant investment and resurgence to the area as a betterment to what is already a fine community. We are ripe for development and the enhancements that can make Fairport the Crown Jewel of Western New York. We are already a destination and strong hold amongst Eric Canal communities as well as Village's in New York State. We believe this initiative can put us on the global map and become a point of recognition for all to enjoy and embrace. We have attached some of our current capital plans to coincide with other attributes and initiatives of the DRI. The Village of Fairport has been planning and preparing for this opportunity for over a decade. Plans we submit will demonstrate this resolve and our long term commitment to this process. Engineering plans and concept proposals for portions of the capital component are attached for your review and consideration. The Village of Fairport is grateful for the opportunity to submit an application for this community changing program and we are certain Fairport can showcase the Finger Lake Region with the assistance of this initiative.