

Watkins Glen

Downtown Revitalization Initiative

Open Call for Potential DRI Projects

Background

The Watkins Glen Downtown Revitalization Initiative (DRI) is a \$10 million investment by New York State to help downtown Watkins Glen continue to thrive by advancing revitalization strategies and projects that transform downtown and support a vibrant, year-round economy. The initiative incorporates a robust outreach process to build on the village's downtown vision developed in previous plans. The goal of the DRI process is to identify key economic development opportunities and recommend projects for funding through the program.

The Watkins Glen DRI Local Planning Committee (LPC) is seeking proposals for private projects for DRI funding. The DRI plan will likely include a combination of public and private projects to help revitalize downtown.

The purpose of this Open Call for Potential DRI Projects is to hear from members of the community about potential transformational projects on private sites that should be considered for DRI funding. DRI funding can be used to support private projects that provide economic and community benefits, and the LPC wants to ensure that any DRI funding for private projects is fully vetted, in the open.

Potential DRI project submissions should:

- Include capital/construction projects, such as new construction (e.g., residential, mixed-use, hotel, etc.); renovation of existing buildings (e.g., converting vacant upper floors for apartments, adaptive re-use of historic buildings); facade improvements; renovation of ground floor for new retail, office, co-working, commercial, industrial, recreational or cultural use.
- Demonstrate commitment of private funding sources—DRI funding is an incentive to ensure a project's success, not complete funding for private property owners.
- Show that they will help kick-start additional downtown economic development. The goal of the DRI program is to seek out *transformative projects*—this program is not for projects such as deferred maintenance or minor renovations.
- Consider partnerships between businesses, industry groups, cultural organizations, or non-profit organizations along with property owners or developers, where appropriate.

Please provide as much information as you can, but it is okay if the project still needs some details—part of the DRI process is to evaluate and shape priority projects. Your proposal should demonstrate that your idea is feasible and will have a meaningful impact on downtown Watkins Glen.

Submission Instructions

Email submissions to Kristin VanHorn at kvanhorn@co.schuyler.ny.us

Deadline for submission: November 20, 2017

Deadline to submit question: November 13, 2017

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Watkins Glen DRI Area

Eligible projects must be located within the Watkins Glen DRI area. The Watkins Glen DRI area runs along Franklin Street and 4th Street within the Village. The total area is just over 450 acres, stretching north to south from the Seneca Lake waterfront along Franklin Street to the southern boundary of the Village. The boundary also extends east along 4th Street to the eastern boundary of the village. The DRI area incorporates three distinct parts of the Village: 1) the downtown core on North Franklin Street and the Seneca Harbor waterfront; 2) the business transition area on South Franklin; and 3) East 4th Street including Clute Park.

The DRI area also includes four major gateways to the downtown, the northern gateway on North Franklin Street, on Route 414/East 4th Street, South Franklin at Fairgrounds Lane, and the intersection of Route 414 with South Franklin at 15th Street. The DRI area is compact and walkable, with its farthest edges about a 20 minute walk from the corner of 4th Street and North Franklin.



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Criteria for DRI Projects

Criteria that the LPC will consider when reviewing proposals will include:

- Estimated Project Cost
 - What is the total project cost and how much funding would be requested from the DRI program?
- Community and Economic Benefits
 - The most important objective of the DRI program is to benefit the community as a whole. Even though your idea involves a private project, what benefits could you see it having for the Village and region as a whole?
- Potential to Transform Downtown
 - DRI projects should have substantial benefits beyond their site. How will your project spur additional development, activity, or other improvements in Watkins Glen?
 - Another important objective of the DRI program is to leverage additional investment in downtown Watkins Glen. The LPC wants to see how far we can stretch our \$10 million grant and these projects are not a handout. How much private funds will you or others provide?
- Feasibility
 - How realistic is the project in the near to mid-term? Do you own the property? If not, is there a possibility of either purchasing the site or partnering with the current owner?
- Public Support
 - Public support will be evaluated by members of the community during the DRI process. However, if your idea has already been presented in a prior planning document or has received support in a public setting, you can show existing public support here.

Submission Requirements

Please provide the following information with as much detail as possible. Remember that the LPC will use this form to evaluate the potential for your idea to receive DRI funding, so provide as much information as you can.

1. Project Title.

Present as an action-oriented statement (e.g., Renovate Smith Building for Mixed-Uses).

2. Preliminary Funding Estimate.

Preliminary total cost for the project. Clearly identify sources of potential funding, including private sources, DRI-funding requested, and other sources. We understand that some potential projects may not yet have developed cost estimates or know all sources of project funding, but please provide as much detail as you can at this stage. Note that should your private project be recommended for DRI funding, you will be required to provide a development pro forma.

3. Summary Description

Include a concise description of the project, including the project location, type of project, and any other project details that are available. Describe how the project advances the Watkins Glen

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DRI Vision and Goals. Identify how the project will help transform downtown Watkins Glen. Describe the actions needed to implement the project and any challenges or obstacles.

Photographs of the site and surrounding area may also be provided, as appropriate. If you have renderings, site plans, or other graphics, please provide those as well, however these are not required as some projects may not have advanced to this stage of development.

If some details are still being worked out, feel free to describe potential options.

4. Identification of the Responsible Parties and Project Partners.

Identify the entities responsible for development, management, and long term sustainability of the project. Include a list of other public or private entities needed to implement the project (e.g., if you are the developer but the site is owned by someone else, the property owner should be listed). Address the capacity of the responsible parties to implement the project.

5. Site Ownership/Legal Jurisdiction

Identify site ownership/jurisdiction over the project/initiative; identify any site control issues and proposed resolution; identify any known or potential environmental conditions on or near the site. Note that in order for DRI funding to be used for site acquisition costs, the purchase price cannot exceed appraised fair market value.

6. Anticipated Revitalization Benefits

Describe benefits associated with the project. Benefits could be direct and quantitative (e.g., it will create jobs once the project is completed) or more qualitative (social and community benefits). Your submission does not need to include specific details (e.g., number of jobs), but must describe the types of benefits that the project is expected to provide and how it will achieve those benefits for the community as a whole. Some examples of revitalization benefits include:

- Permanent job creation
- Urban design and beautification.
- Attraction of new residents, businesses, and visitors.
- Additional private investment.
- Sustainability and environmental benefits.
- Increased tax revenues.

7. Timeframe for Implementation and Project Readiness

Include a general timeframe and phasing for implementation.