



# WATKINS GLEN **20** **DOWNTOWN** **REVITALIZATION INITIATIVE** **17** *Small Village, Big Potential*

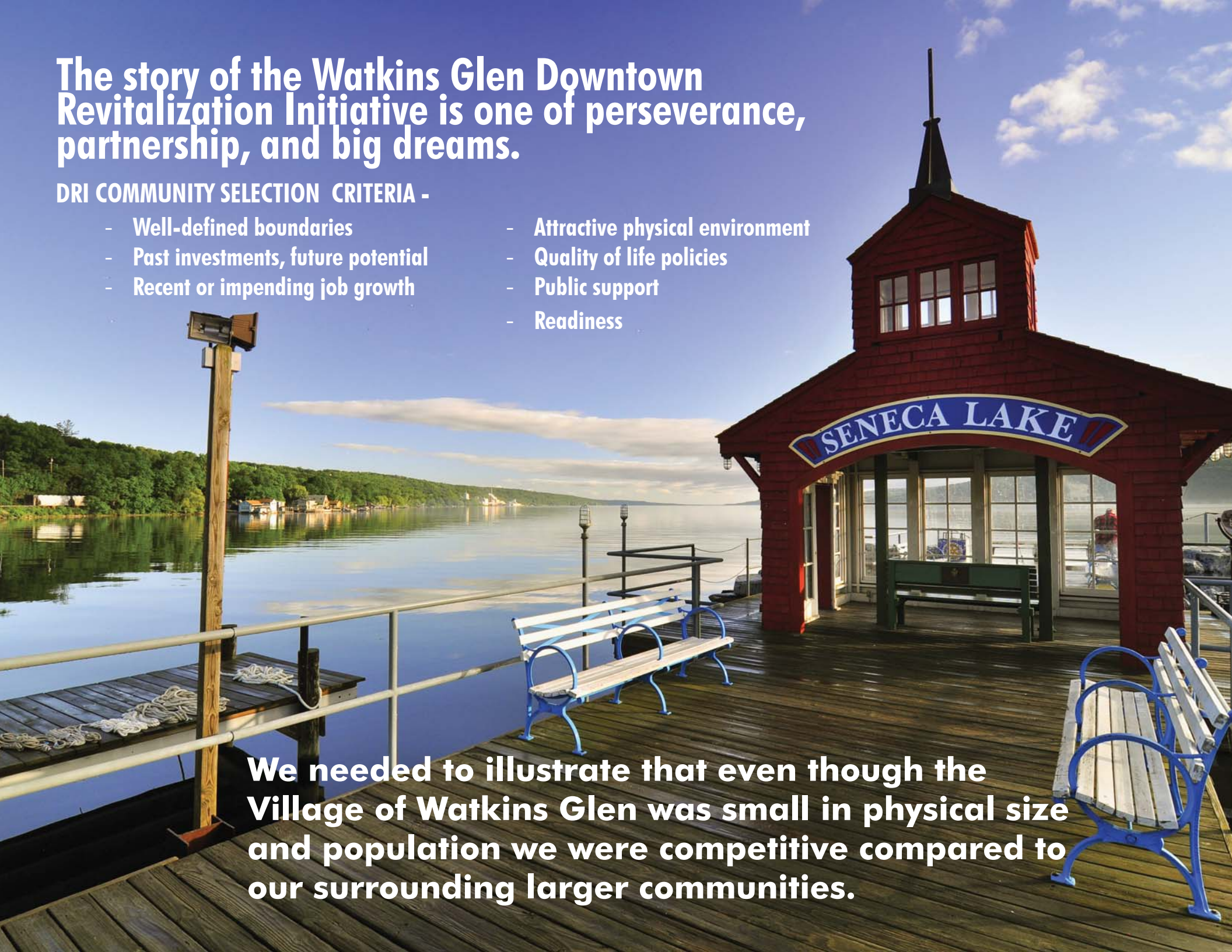


# The story of the Watkins Glen Downtown Revitalization Initiative is one of perseverance, partnership, and big dreams.

## DRI COMMUNITY SELECTION CRITERIA -

- Well-defined boundaries
- Past investments, future potential
- Recent or impending job growth
- Attractive physical environment
- Quality of life policies
- Public support
- Readiness

**We needed to illustrate that even though the Village of Watkins Glen was small in physical size and population we were competitive compared to our surrounding larger communities.**

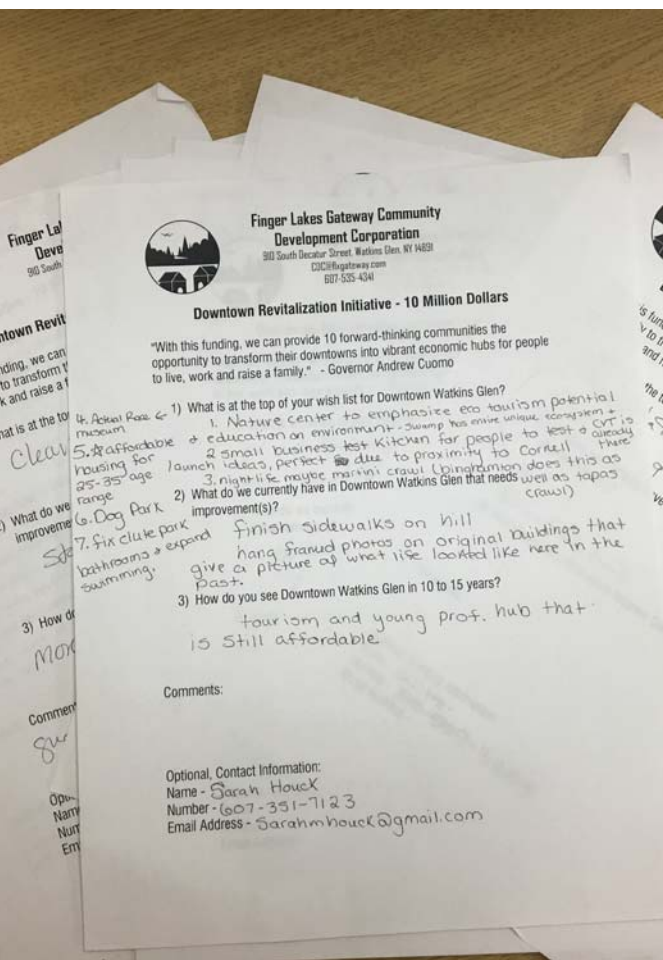




## COMMUNITY INPUT ON THE APPLICATION

In an effort to ensure this DRI application was fully supported and driven by the Community, the DRI Committee held a Public Input meeting on May 31, 2017. In what was an overwhelmingly positive and forward-thinking meeting, attended by over 35 community leaders, business owners, residents and downtown users. The committee asked three important questions:

1. What is at the top of your wish list for Downtown Watkins Glen?
2. What do we currently have in Downtown Watkins Glen that needs improvement(s)?
3. How do you see Watkins Glen in 10 to 15 years?



**“THE PITCH”**

**LETS TAKE A WALK  
THROUGH WATKINS GLEN**



# WATKINS GLEN HAS THE DRIVE & DETERMINATION TO LEVERAGE \$10 MILLION INTO A WORLD CLASS COMMUNITY

2007



2017



\$144,800,000



**TOTAL**  
INVESTMENT

EMPLOYMENT IMPACT  
(INCLUDING CONSTRUCTION JOBS)



1,388

**TOTAL**  
\$178,898,821  
ECONOMIC IMPACT



projectseneca®

# **WATKINS GLEN IS A WISE INVESTMENT**

**WE HAVE UNPARALLELED NATURAL RESOURCES**

**WE HAVE THE VISION**

**WE HAVE THE CAPACITY**

**WE HAVE THE ENERGY AND SYNERGY**

**WE HAVE COLLABORATION AND COOPERATION**

**WE HAVE A HISTORY OF SUCCESSFUL ACCOMPLISHMENTS**

**WE CAN LEVERAGE THE GREATEST RETURN ON YOUR INVESTMENT**

**WE CAN MOVE QUICKLY, BECAUSE.....**

**WE ARE SMALL & NIMBLE**

# INVESTING IN WATKINS GLEN!!!



# DRI PHASE 2 “THE PLAN & PROJECTS”

## PROJECT CONSULTING TEAM (BFJ PLANNING):

The Consultants assisted the LPC in identifying key projects for implementation using DRI funding, and prepared detailed project profiles and analyses that demonstrated the feasibility and potential impact of projects - \$300,000

## LOCAL PLANNING COMMITTEE CREATION:

### ROLES OF THE LPC

- Create a profile of the downtown.
- Refine the vision that was included in the community’s DRI application.
- Identify and select projects key to overall downtown revitalization.
- Guide the development of a plan for public engagement appropriate for the community.

<b>Representative</b>	<b>Title</b>	<b>Organization</b>	<b>Sector</b>
Judy McKinney Cherry	Executive Director (co-chair)	Regional Council Rep/ SCOPED	Non-Profit Community Development
Laurie DeNardo	Village Trustee (co-chair)	Village of Watkins Glen	Government
Gary Schmidt	Village Trustee	Village of Watkins Glen	Government
Dennis Fagan	Chairman of Legislature	Schuyler County	Government
Tim O’Hearn	County Administrator	Schuyler County	Government
Kristin VanHorn	Director of Planning	Schuyler County	Government
Peter Honsberger	Local Business Owner	The Great Escape Ice Cream Shop	Business
Amanda Smith-Socaris	Local Business Owner	Seneca Physical Therapy	Business
Ben Stamp	Board Member	FLX Gateway CDC	Non-Profit Community Development
Brittany Gibson	Tourism & Marketing Manager	Watkins Glen Area Chamber of Commerce	Business/ Tourism
Eric Hollenbeck	CEO	Hollenbeck Film + Experience Company	Arts/ Cultural
Jeannette Frank	Executive Director	The Arc of Schuyler	Services for the Disadvantage
Ken Wilson	Resident	-	-
Jon Beckman	-	-	Business/Toursim
Keith Klug	Plant Manager, Cargill Salt	Cargill Inc	Manufacturing

## PRIMARY GOALS - WATKINS GLEN DRI

### **Downtown Living**

Build on the strong sense of place in Watkins Glen by increasing walkability, providing a range of housing types, and promoting downtown as a mixed-use district

### **Cultural/Entertainment**

Create an active downtown environment for residents and visitors by supporting arts and cultural organizations, nightlife, youth-oriented activities, and regular events.

### **Economic Development**

Attract high-paying jobs, skilled workers, and young professionals by promoting year-round local-based businesses and investment in infrastructure.

### **Quality of Life**

Promote Watkins Glen's identity as a vibrant community for residents, businesses, and visitors.

## SUPPORTING STRATEGIES - WATKINS GLEN DRI

Support the creation of high quality year-round housing that serves residents of varied ages, incomes, and tenure type, through renovation for upper floor apartments and new residential development.

Invest in streetscape improvements that will promote walkability and increase safety for people of all ages and abilities.

Develop additional downtown programming and community activities by promoting arts, cultural, and recreational resources

Create a sustainable downtown by promoting energy efficiency, green infrastructure and other green building practices.

Create employment opportunities for the next-generation workforce in the downtown area by supporting local businesses, providing opportunities for small office space, and activating vacant retail space

Advance urban design principles that will make for a more attractive downtown

Improve park assets, invest in winter recreational amenities, and enhance access to the region's natural resources and recreational amenities, to promote year-round living and tourism.

Preserve downtown character by protecting historic resources and encouraging rehabilitation of existing buildings.

# PROJECT SOLICITATION: CRITERIA FOR EVALUATION POTENTIAL DRI PROJECTS

Each project that is ultimately selected for DRI funding should be evaluated based on the following criteria:

- Project Cost
- Community Benefits
- Catalytic Potential
- Job Generation
- Feasibility
- Public Support

Additional issues to consider when evaluating potential DRI projects:

- What (specifically) will the DRI funding be used for?
- Is there an alternative state or federal grant that could fund the project?
- What ongoing operating arrangements are required to ensure that the project is successful?

## Village of Watkins Glen Downtown Revitalization Initiative

### Responses to the Open Call for Project Proposals

1. 6th to 7th Street Renovation
2. Convert vacant 2nd floor space to apartment use at 208 N. Franklin St
3. Lake View 302 East Second Street Housing + Community Café
4. 311 N Franklin Façade Renovation
5. Renovation of 500 N Franklin for Mixed-Use
6. 507 Franklin Street
7. Amusement Center
8. Arc of Schuyler Neighborhood Center
9. Artist's Retreat and Recording Studio
10. Captain Bill's Port of Seneca Lake Cruise Terminal
11. Renovation of the CarQuest building with mixed uses
12. Renovate the Third Street Carriage House for Mixed uses
13. Watkins Glen Film Fund
14. Flatiron Building Restoration
15. FLX Works
16. Franklin Street Gallery and Gift Shop
17. Renovate Apartments in the GCC Building
18. Graft/Glen Mountain Outdoor Seating
19. Sweet Expansions
20. Renovate the former VFW building into a full service spa and fitness center
21. Watkins Glen Housing, Neighborhood, and Childcare Center
22. Inner Peace Floats
23. Madison Guest House
24. Monitag Miniature Golf
25. FLX Outdoor Adventure and Discovery Center
26. Seneca Lake Wine Trail Cultural Center
27. Expansion and Remodel of Seneca Sunrise
28. Sparkle Jewelry Store
29. Transformation
30. Watkins Motel

**Project Type:** Rehabilitation

**Cost Estimate:** \$2,262,000

**DRI Request:** \$250,000

The owners of the Watkins Glen Harbor Hotel propose to renovate the vacant former VFW building into a full service spa and fitness center. Adaptive re-use of the building will include:

- Historic restoration of the building façade.
- Enhance landscaping.
- Provide ADA accessibility.

**DRI Request:** \$275,000

- Exterior improvements to facades, roof, and entrances.
- Landscaping to improve streetscape appearance.
- Upgrade second floor of filling station for two long-term rental apartments.
- Renovate ground floor of filling station for retail, commercial, or restaurant
- Renovate the garage for retail or other public-facing use.

**Cost Estimate:** \$350,000

**DRI Request:** \$350,000

Historic restoration of the historic Carriage House building for mixed uses.

Elements of this project include:

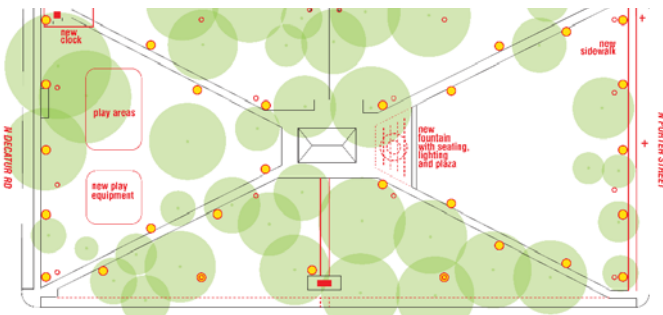
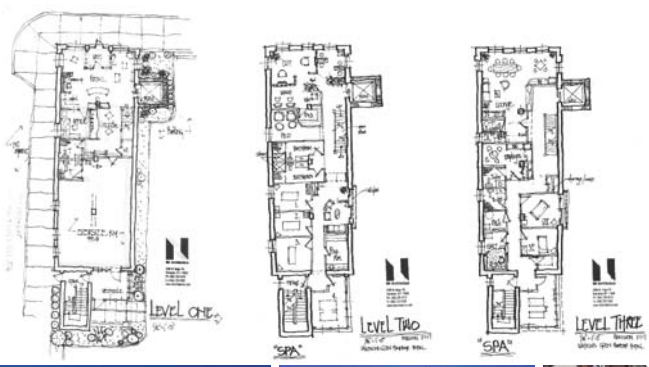
- Renovate the downstairs to lease as retail space to 1,2 or 3 tenants (1,800 sf)
- Renovate the upstairs for two rental apartments (2,277 sf).
- Remove the wooden addition.
- Create parking on-site.

**Cost Estimate:** \$350,000

**DRI Request:** \$150,000

Leverage private donor contributions to upgrade Lafayette Park. Existing funding will provide a fountain, clock, and some lighting. DRI funds could be used to:

- Purchase additional lighting.
- Add a public restroom.
- Install a sidewalk along Porter.
- Repair bandstand roof.
- Plant shade tolerant grass along 5<sup>th</sup> St.



**Cost Estimate:** \$18,000,000

**DRI Request:** \$1,500,000

Mixed-use, mixed-income development on two sites in downtown Watkins Glen. Locations will be the Watkins Glen Housing Authority site on E 2<sup>nd</sup> St and Porter St and a second site to be determined.

Uses include:

- ~50 units of mixed-income housing.

- Childcare center.

**Cost Estimate:** TBD

**DRI Request:** TBD

FLX Outdoor Adventure & Discovery Center would provide recreational activities/experiences including cycling, kayaking, snowshoeing, cross country skiing, kite surfing and backpacking with staff trained to provide access to the region's most natural resources. Services would include:

- Equipment rental.
- Teambuilding activities.
- Guided day excursions.

**Cost Estimate:** \$4,047,100

**DRI Request:** up to \$2,023,550

Renovate the existing Maguire Chrysler dealership to accentuate historical characteristics, improve landscaping in the parking area, and add a modern service area to increase employment.

Additional public benefits of the project would include a classic car museum, renovated carriage house (on Madison St), roof garden, electric vehicle charging station, and LEED certification.

**DRI Request:** \$750,000

This project will improve gateway and wayfinding signage throughout the Village. Gateway improvements will welcome visitors coming into the four major gateways at the eastern, northern, southern entrances as well as the entrance to the S Franklin Street from SR 414. Wayfinding signage will orient pedestrians, cyclists and drivers while promoting local businesses and attractions.

Style will match the new stone barriers at Watkins Glen State Park.



Conceptual sketch of potential development



# COMMUNITY INPUT AND INVOLVEMENT

7: LPC MEETINGS (20+ EACH MEETING)

3: PUBLIC WORKSHOPS (100+ EACH MEETING)

2: COMMUNITY SURVEYS (720+ RESPONSES)

2: MEETINGS WITH VILLAGE PLANNING AND ZBA



WATKINS GLEN DOWNTOWN REVITALIZATION INITIATIVE  
Local Planning Committee Meeting 2  
October 25, 2017  
For More Information: [www.ny.gov/DRI](http://www.ny.gov/DRI)

Want to stay connected about the DRI Process? Leave your contact information below:

Name: Janel Walker Email: jwalker@ro.schenectady.ny.us

① Business willing to provide a breastfeeding/lactation room in visitation and an community building, this is a requirement for an Age-Friendly Environment

② Comments: Please consider infant child youth activity center for our community residents - downtown location  
"Arbuan Play Space" is an awesome facility for the children ages 1-5 children. Something similar and thereby putting it into sports activities for older children would be beneficial.  
Also "Howards Resource Center" provides a great model for all ages - you reach.

③ Also: Please consider that any housing development includes

*(Handwritten notes in margins: "This is so important to me", "Age-Friendly Environment", "Senior & Junior Community is the Staffing Center")*



10 New Mixed-Use Development at 1 N. Franklin Street  
Project Type: New Development/Rehabilitation  
Location: 1 N. Franklin Street  
Project Description:  
• Proposed mixed-use building with outdoor deck including a bar or some combination of retail and office space on the first floor and residential or other floor.  
• The site is currently privately owned.

11 New Development or Renovation of 15 N. Franklin Street  
Project Type: New Development/Rehabilitation  
Location: 15 N. Franklin Street  
Project Description:  
• Build out existing development on the Watkins Glen Housing Authority-owned site located at E. 2nd Street and Porter St.  
• Development options could include an RFE to attract private developers.  
• A new development using DR could be contingent upon DR site plan approval.

12 Upper Floor Residential Conversions  
Project Type: New Development/Rehabilitation  
Location: Multiple project, specific properties to be identified  
Project Description:  
• Private funding to assist property owners in converting upper floors of buildings to residential.  
• Reprovision would be targeted towards selling residential units in currently vacant upper floor space.  
• DRH funding could be used as a matching grant to private investors.  
• Use of DRH funds for this project could be contingent upon DRH project approval through DRH project approval process.  
• This DRH development is a small site project in which the DRH process could identify multiple specific properties.

13 Zoning Revisions to Address Seasonal Housing  
Project Type: Public Improvement  
Location: DRH Area  
Project Description:  
• Review zoning code updates to address seasonal rental housing.  
• Seasonal rentals are an important part of Watkins Glen's tourism industry, but they have contributed to congestion in the housing market by reducing locally owned housing stock.  
• A zoning approach to seasonal housing should address these concerns, provide for support both the tourism industry and local housing market.  
• DRH funding could be used to write and adopt zoning code updates.

What are your project ideas?  
Extend DRI Area to Salt Point / Rt 14 and get Village Water to them to spur more dense development.  
Future development of W.G. will need to be on West side, so need water & sewer in town of Reading next to Village.

*(Handwritten notes: "This is the best location for the project", "Affordable housing for transparency sector", "Main Street Housing II", "All levels")*

## Station 1

- Pocket Park on portion of 200 N. Franklin
- 3rd Street Carriage House - Redevelopment to single family housing
- TRAFFIC (TRUCK) NOISE A HINDERANCE TO DOWNTOWN LIVING!
- Too much car/truck traffic on 4th/Franklin  
Need Improved Town/Street signage + waysiding
- mixed development needs to include some type of preschool/ youth facility
- Need to upgrade the water and sewer lines  
to get you start putting more people into our comm.

*(Handwritten notes: "Truck traffic is way too much through side streets. NY thru way - search for their more trees!", "SOME ARE OVER 100YRS OLD")*



# **PROJECT SELECTION & PROPOSED DRI PROJECTS:**

**The LPCs evaluated the full list of potential projects to select a slate of projects for inclusion in the DRI Strategic Investment Plan that would:**

- Most effectively advance the community's DRI strategies**
- That would have the greatest public benefit**
- That were primed for implementation**
- That had strong broad stakeholder support.**

## **BY THE NUMBERS**

- 22 Projects Submitted**
- \$14,374,813(Requested in DRI Funding)**
- \$55,796,801 (Total Project Investment)**

2D Renovate Former VFW Bldg to Spa and Fitness Center

2C Captain Bill's Port of Seneca Lake Cruise Terminal

4C Gateway Signage

1A Revitalize 15 N Franklin  
Potential Tenants:  
Seneca Lake Wine Trail  
FLX Outdoor Adventure

1C Redevelop 109-111 N Franklin with Mixed Uses  
Includes FLX Works Coworking

3E Renovate Maguire Chrysler

4B New Street Lighting on Franklin St

4C Gateway Signage

4C Gateway Signage

2A Implement Year-Round Recreation Improvements at Clute Park

4C Gateway Signage

4A E 4th St Pedestrian Improvements

1B Develop Mixed-Income Housing and Childcare Center

3B Renovate 3rd St Carriage House

4F Lafayette Park Upgrades

2B Watkins Glen Performing Arts Center Upgrades

1D Transform Multiple Buildings and Sites in the DRI Area  
Renovate the CarQuest Building for Mixed-Uses  
Improve Façade of the Historic Flatiron Building  
Expand Production of Great Escape  
Expand Seneca Sunrise  
Develop New Mixed-Use Building at 101 11th St

\* Projects Not Mapped - DRI Funded  
3B Downtown Revitalization Fund  
4D Zoning Updates  
4E Public Art Competition

# **AWARDED PROJECTS:**

## **SELECTION CRITERIA**

- **State and Local Goals** – The project is aligned with state and local goals and demonstrates strong community support.
- **Project Readiness** – The project is well developed and poised to proceed in the near term in a way that will jumpstart the redevelopment of the neighborhood
- **Catalytic Effect** – The project is likely to have a significant positive impact on the revitalization of the downtown by attracting other public and private investment.
- **Co-Benefits** – The project will result in secondary benefits to both the community and project developer, beyond the primary goal of the project itself, which will generate additional economic activity, grow the local property tax base and improve quality of life in the neighborhood.
- **Cost Effectiveness** – Investment of public DRI funds in the project would represent an effective and efficient use of public resources

<b>Project Name</b>	<b>Other Funding</b>	<b>Requested DRI Amount</b>	<b>DRI Award</b>	<b>Total Project Cost</b>	<b>State Agency</b>	<b>Local Grantee</b>
15 North Franklin	\$200,000	\$287,500	\$287,500	\$487,500	HCR	SCOPED
Mixed-Income Housing/Child Care	\$11,203,049	\$1,500,000	\$500,000	\$11,703,049	HCR	INHS
109-11 N. Franklin Mixed-use	\$11,107,176	\$2,227,870	\$1,000,000	\$12,107,176	HCR	2+4
Multi-Site Transform	\$1,673,638	\$1,374,489	\$1,039,585	\$2,713,223	HCR	SCOPED
Clute Park	\$2,852,862	\$3,129,467	\$2,017,428	\$4,870,290	DOS	Schuyler County
WG Performing Arts	\$250,000	\$1,000,000	\$250,000	\$500,000	DOS	Schuyler County
Captain Bill's Spa and Fitness Fund	\$500,000	\$500,000	\$500,000	\$1,000,000	ESD	SCOPED
	\$2,012,000	\$250,000	\$250,000	\$2,262,000	ESD	SCOPED
	\$600,000	\$600,000	\$350,000	\$950,000	HCR	SCOPED
East 4th St. Improvements	\$40,000	\$1,034,565	\$1,034,565	\$1,074,565	DOS	Village
Franklin St. Lighting	\$0	\$1,500,000	\$1,500,000	\$1,500,000	DOT	Village
Gateway Signage	\$0	\$644,875	\$644,875	\$644,875	DOS	Village
Zoning	\$0	\$50,000	\$50,000	\$50,000	DOS	Village
Lafayette Park	\$200,000	\$276,047	\$276,047	\$476,047	DOS	Village
<b>Total Investment</b>	<b>\$30,638,725</b>	<b>\$14,374,813</b>	<b>\$9,700,000</b>	<b>\$40,338,725</b>		

2D Renovate Former VFW Bldg to Spa and Fitness Center

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4C Gateway Signage

1A Revitalize 15 N Franklin  
Potential Tenants:  
Seneca Lake Wine Trail  
FLX Outdoor Adventure

1C Redevelop 109-111 N Franklin with Mixed Uses  
Includes FLX Works Coworking

4B New Street Lighting on Franklin St

4C Gateway Signage

4C Gateway Signage

2A Implement Year-Round Recreation Improvements at Clute Park

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4A E 4th St Pedestrian Improvements

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