

**DRAFT--Priority Project Profiles**

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## Goal 1: Downtown Living

### 1A. 15 North Franklin Renovation

#### Project Type:

New Development and Rehabilitation of Existing Structures

#### Strategies:

#### DRI Funding Request:

\$275,000

#### Public Support:

#### Project Description:

The property at 15 N Franklin Street includes two structures, a two-story former filling station with a second-floor apartment and a one-story garage with a two-story addition. Both structures have been uninhabited for several years and are in need of exterior improvements and interior renovations. DRI funds will be used for these upgrades and additional site improvements. The property is currently vacant, and will require tenants for both the two-story house and the garage. The property owner will work to find suitable, below-market rate rents in support of this project moving forward. The vision for this property includes the following elements:

- **Two-Story Former Filling Station**

Improvements to this structure will include exterior improvements to the façade, roof, and entrances. The upper floor will require minor interior improvements for its continued use as a single apartment for long-term rental. The ground floor will require renovation in order to create a space suitable for a restaurant or commercial operation.

The house currently has a furnace room at the rear and two restrooms with access outside. There is space behind the building for outdoor seating, the backyard is terraced, and there is potentially opportunity to carve space out of the house behind the property in its basement level for additional retail/seating space.

- Potential Tenants:

- The ground floor is suitable for a restaurant or retail store.
- The upper floor will remain an apartment and will be marketed for long-term rental.

- **Garage**

The garage building has three bays that will require significant work and removal of heavy equipment (lift, air compressor, work benches). The garage could be renovated and outfitted for workshops, work spaces, or separate retail/vendors.

There is a 2 story addition behind the garage with an additional two bays, which does not have a staircase. There is no water access to the garage or its addition.

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- Potential Tenants:
  - o Steve Thompson is a local artist who is interested in locating his workshop in the garage.
  - o The artist workshop could include a front-facing retail shop to attract visitors and families. The small retail shop could stock work by local artists and have a café.
  - o The renovated garage could also include an educational component in partnership with Watkins Glen High School and/or a continuing education program for adults. This partnership between the artist workshop and educational program could provide after school activities, and continuing education in metalworking, woodworking, etc.

**Jobs Created:**

**Project Location/Address:**

15 N Franklin St

**Ownership of Property:**

Sally Scaptura

**Acquisition of Real Property:**

No property acquisition is required to complete this project.

**Anticipated Revitalization Benefits:**

15 N Franklin is located adjacent to the northern gateway and lakefront and is across the street from the largest hotel in the Village. This site is a major focal point in Watkins Glen, and improvements would contribute the following benefits:

- Increased tax revenues
- Additional private investment
- Attraction of new residents, businesses, and visitors
- Permanent job creation

**Future Use of Structure:**

Former filling station: Mixed use commercial ground floor with residential upper floor.

Garage: Artist workshop.

**Project Budget:**

For purposes of the proposal, it is estimated that renovations could cost \$100 per sq. ft. including the necessary infrastructure improvements. The owner has invested a significant amount since 2006 in the remediation of a brownfield.

Two-story house	\$180,000
Garage	\$95,000
Total Cost	\$275,000

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Feasibility and Cost Justification:

Regulatory Requirements:

SEQRA; Village of Watkins Glen Code; Building Permits.

Rendering of Completed Project:

Timeframe for Implementation and Project Readiness:

Project Reporting:

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## 1B. Watkins Glen Housing, Neighborhood, and Childcare Center

### Project Type:

New Development and Rehabilitation of Existing Structures

### Strategies:

### DRI Funding Request:

\$1,500,000

### Public Support:

### Project Description:

This project would create 35 units of mixed-income housing, a daycare center, and neighborhood center. Ithaca Neighborhood Housing Services will lead the project, in partnership with the Watkins Glen Housing Authority and the Arc of Schuyler. The Project would be built on two sites in the Village: the vacant, contiguous parcels currently owned by the Watkins Glen Housing Authority (WHA) at 205-211 E 2<sup>nd</sup>, 216-218 E 3<sup>rd</sup>, and 201 N. Porter Streets and property currently owned by The Arc of Schuyler at 210 12th Street. Both of these locations are close to services, within walking distance of downtown amenities and the Watkins Glen Central School, and either in, or adjacent to, the DRI area.

#### WHA Site:

- Ground Floor: 10,000 sq. ft. of education/community/service space.
- Floors 2-4: Mixed-income, multigenerational housing

#### The Arc Site:

- 5,000 sq. ft. child care center for children 0-4 operated by My Place.
- 5,000 sq. ft. neighborhood center that would provide space for meetings, classes, or special events sponsored by nonprofits, governmental agencies, or civic organizations.
- Potential for an additional 16 housing units.

The project will develop mixed-income workforce housing, provide childcare opportunities for families, and creating community service space for people of all ages to learn, volunteer, and socialize.

#### A. HOUSING:

- Approximately 35 newly constructed units in townhouse and multi-family apartment buildings with one, two and three bedroom options for people of varying ages, incomes, and abilities. In addition, apartments will be set aside for people with developmental disabilities.
- The housing will include laundry facilities, community gathering areas, a playground for children, and leasing/maintenance office space.
- The buildings will be designed to fit with the existing character of their neighborhoods. An elevator will be provided in the multi-story housing and a percentage of the units will be designed to accommodate aging in place.

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B. EDUCATION: the Project will include an approximately 5,000 square foot child care center providing educational opportunities for children birth to age 5 from mixed-income families. The childcare center will include:

- Five classrooms
- Meeting/program space for families
- Commercial kitchen for meals
- Offices for staff and a dedicated playground

B. NEIGHBORHOOD CENTER: the Project will also include an approximately 5,000 square foot “Neighborhood Center”, offering:

- Community space for people to gather, socialize, learn, and share their talents. Use of the space will include meetings, classes, or special events sponsored by nonprofits, governmental agencies, and civic organizations.
- Activities offered could include: cooking classes, musical and artistic performances or instruction, hands-on craft workshops, and presentations on wellness topics.
- The Center will offer seniors, people with disabilities, and other community volunteers opportunities to contribute their time and talents toward building a more inclusive and strong community. The Neighborhood Center would be located in the housing complex community space at either the Watkins Glen Housing Authority site or The Arc of Schuyler site.

**Jobs Created:**

**Project Location/Address:**

- 205-211 Second
- 216-218 Third
- 201 N. Porter Streets
- 210 12th Street

**Ownership of Property:**

The Project is a partnership between four non-profit organizations. Below is an overview of each organization and its anticipated role. These roles and responsibilities will be further refined as the project proceeds through the development process.

**Ithaca Neighborhood Housing Services, Inc. (INHS)**

The developer is Ithaca Neighborhood Housing Services, a 40-year old not-for-profit organization. INHS has extensive experience financing complex multi-family, mixed-use rental projects that include housing, education, and community service/office space. INHS is dedicated to helping people of modest incomes find—and stay in—high-quality housing throughout central New York. INHS accomplishes this by providing low-interest loans to first-time home buyers, developing and managing well-maintained rental units, rehabbing older homes, providing home-repair assistance to seniors, and building new LEED-certified green homes.

INHS’s role in the Project will be to lead the development effort including identifying the design and construction team, identifying financing partners, preparing and submitting funding applications,

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overseeing the land use approval process, financial modeling, and overseeing construction. INHS will be a co-partner/owner of the Project as required by lenders or investors. INHS has been the sponsor, owner, or developer of over 1,000 units of rental housing. Most recently it completed the new construction of 210 Hancock, a \$20,000,000 mixed-use, mixed income housing development in the City of Ithaca that includes 59 rental units, two educational spaces, and seven for sale townhouses. INHS has the staff and financial capacity to complete this Project.

### **Watkins Glen Housing Authority (WHA)**

The WHA owns the 35,000 square foot vacant parcel of land on Second Street, Third Street and Porter that will house a mixed-income/mixed-use rental development. WHA was formed in 1981 to develop, own, and manage Jefferson Village Apartments, a 48-unit senior affordable housing complex.

The WHA will be the co-developer, owner/co-owner, and long-term manager of the new mixed-income housing built on its property.

### **The Arc of Schuyler**

The Arc of Schuyler is a non-profit organization formed in 1978 to provide supports to people with intellectual and developmental disabilities, including autism. The Arc of Schuyler is a chapter of The Arc New York (formerly NYSARC, Inc.) which is the largest not-for-profit organization working with and for people with developmental disabilities in New York. The Arc is one of the largest businesses in Schuyler County employing 150 people in jobs in the social service, industrial, public transportation, and education fields.

The Arc of Schuyler owns a 61,234 square foot lot on 12th Street that includes a 5,980 square foot building that was originally built as a childcare facility. This lot can also be redeveloped for housing/community use. The Arc will be responsible for operation of the Neighborhood Center including staffing the Center and overseeing its programming and operational budget. The Arc will be the conduit for funds from the New York State Office for People with Developmental Disabilities (OPWDD) and will provide services to residents with developmental disabilities residing in the buildings.

### **My Place: A Play and Learning Center (My Place)**

My Place is a non-profit organization that has been providing care for children between the ages of 6 weeks and 12 years for over 5 years. My Place currently leases a 5,000 square foot space in Montour Falls; however, it is actively pursuing space in Watkins Glen and recently formed a partnership with the Watkins Glen School District to provide after school care in the Watkins Glen Elementary School.

My Place will lease the childcare space associated with the Project to run a four to five classroom childcare center. My Place offers families a sliding scale tuition, and accepts childcare subsidies; offering the provision of care and early childhood educational opportunities for all families. In addition to full-time childcare options, they also offer part-time care, a half-day pre-school program, and as mentioned above on-site before/after school programming at Watkins Glen. My Place will be responsible for all aspects of operating the facility, which will be licensed by the State of New York.

### **Acquisition of Real Property:**

Both sites are owned by project partners so there are no site control issues.

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**Anticipated Revitalization Benefits:**

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

**Future Use of Structure:**

Mixed-use with residential and institutional uses.

**Project Budget:**

INHS has estimated the Project costs based on several projects that it has either completed or has under development. Below is a budget for a Project that would be built on the two sites and include:

- 50 one-, two-, and three-bedroom apartments
- Approximately 20,000 square feet of community/education space
- Parking, landscaping, recreational and site amenities.

Development Budget Sources and Uses:		
<b>USES TOTAL</b>		
Land/Building	\$500,000	
Soft Costs and Fees	\$4,002,111	
Hard Construction Costs	\$12,411,099	
Contingency	\$654,220	
Reserves and Working Capital	\$270,675	
Total	\$17,838,105	
<b>SOURCES</b>	<b>TOTAL</b>	<b>% of Total</b>
Conventional Loan	\$600,000	3%
State and Federal Housing Tax Credits	\$10,134,893	57%
NYS Housing Trust Fund Mortgage	\$2,100,000	12%
Down Town Revitalization Initiative	\$1,500,000	8%
NYS Community Investment Funds	\$2,076,164	12%
NYS Office of People With Developmental Disabilities	\$1,427,048	8%
Total	\$17,838,105	100%

**Feasibility and Cost Justification:**

Preliminary analysis of the WHA site found that it accommodates approximately 10,000 square feet per floor. With 10,000 square feet of ground floor education/community/service space and approximately 10 apartments per floor above, this would leave approximately 10,000 square feet of land for parking, greenspace, and a small playground.

The Arc site would provide enough space for a Neighborhood Center and room for a 4,000 square foot addition for the My Place childcare facility. The site has ample space for parking and area for greenspace

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and a playground. It could also house a small seniors program operated by The Arc to offer intergenerational opportunities. Alternatively, this site could be the home of the Neighborhood Center close to The Arc campus.

**Regulatory Requirements:**

SEQRA; Village of Watkins Glen Code; Building Permits.

**Timeframe for Implementation and Project Readiness:**

<b>Task</b>	<b>Completion By:</b>
Application to DRI Planning Committee	November 2017
Site Evaluation and Architectural Planning	December 2017
Initial Site Concepts	January 2018
Site Plan Approval Process with Village and County	June 2018
Financing Letters of Interest from Lenders and Investors	September 2018
Application to NYS OPWDD	October 2018
Application to NYS HCR	October 2018
NYS HCR Awards	January 2019
Construction and Equity Loan Closings	June 2019
Construction Begins	July 2019
Construction Complete	September 2019
Lease-up Complete	March 2020

**Project Reporting:**

## 1C: Building and Site Transformation – Multi-Site

### Project Type:

New Development and Rehabilitation of Existing Structures

### Strategies:

### Total DRI Funding Request:

\$1,376,764

### Project Description:

This project identifies properties with proposed building and site improvements throughout the DRI area whose improvements will collectively transform the Village. Properties grouped in this multi-site project include new construction, repairs to existing buildings at key sites, and renovations to facilitate expansion of existing small businesses. Collectively, upgrading these sites will improve the image of the Village and provide more suitable structures for office, residential, commercial, and hospitality uses. In order to receive DRI funds, properties included in this project must follow the following criteria:

- Property owners/selected recipients must provide a 50/50 match for grant funds.
- Residential properties must commit to long term rental agreements and workforce appropriate rent levels.
- Where appropriate, buildings must be restored in accordance with their historic designation.
- All properties must abide by design guidelines outlined in project 4D.
- Enforcement of these provisions will be carried out by the Planning Board or the Village's local code enforcement office, as appropriate. Amortization provisions will be set by the New York State Department of Homes and Community Renewal (HCR).

### Anticipated Revitalization Benefits:

Redevelopment and rehabilitation of these properties has the potential to catalyze growth and vibrancy downtown by improving the appearance of key sites in the DRI area. These improvements have the potential to fill vacant space with new residential and commercial tenants, resulting in the following benefits:

- Increased tax revenues
- Additional private investment
- Attraction of new residents, businesses, and visitors
- Permanent job creation

### Regulatory Requirements:

Village of Watkins Glen: Issuance of RFP; Village of Watkins Glen Code, Site Plan Review (Planning Board), SEQRA, and Building Permits.

### Timeframe for Implementation and Project Readiness:

### Project Reporting:

**Lake View 302 East 2nd Street Housing + Café + Event Space**

*DRI Funding Request:*  
\$250,000

*Project Description:*  
Purchase adjacent property at 300 E 2<sup>nd</sup> Street.

Remove the existing building and construct a new 4-story mixed-use building with housing, a cafe, and a rooftop event space.

The site is located behind the Welliver property and adjacent to the current Watkins Glen sewage treatment plant and has the potential to bring additional attractions to the lakefront. Project components include:

- Two 2-bedroom lake view condos.
- Lake view cafe with outdoor seating.
- Open roof top for event rental.
- Off street parking for condos and cafe.

*Jobs Created:*

*Project Location/Address:*  
300-302 E 2<sup>nd</sup> Street

*Ownership of Property:*  
Project sponsor and property owner are the same entity.

*Acquisition of Real Property:*

- Acquire 300 E 2<sup>nd</sup> Street
- Alternative-

*Future Use of Structure:*

- Residential upper floor with ground floor café.
- Future tenants not yet determined.

*Project Budget:*

*Feasibility and Cost Justification:*

*Timeframe for Implementation and Project Readiness:*

### Renovate the CarQuest Building with Mixed-Uses

*DRI Funding Request:*  
\$200,000

*Project Description:*

Renovate the existing CarQuest building to expand the sales floor and convert the upper floor back into apartments.

- 1st Floor: Add new sales floor space by enclosing the front area with a new storefront.
- 2nd Floor: Renovate existing space back into apartments to add 4-6 new residential units. Apartments will be targeted toward locals for long term rental at rents between \$800-\$1,200, and new office space could attract new businesses.
- Additional building improvements
  - Replace old windows with Energy Star windows.
  - Renovate existing office space and add additional office space to rent.
  - Upgrade utilities.
  - Better develop ingress and egress at walk out and onto Madison Ave.
  - Repair and replace existing roof.
  - Upgrade sidewalk and parking area on 2<sup>nd</sup> Street

Renovation of the CarQuest Building will provide:

- Additional sales tax and property tax revenue.
- Potential for more employment in Watkins Glen.
- Construction of new affordable apartments for local residents.
- Creation of additional first and second floor office space.

*Jobs Created:*

Increasing sales area is anticipated to create new sales positions.

*Project Location/Address:*  
502 N Franklin Street

*Ownership of Property:*  
Mark and Jay Henry

*Acquisition of Real Property:*  
This project does not include land acquisition as part of the project.

*Future Use of Structure:*  
Ground floor: continued use as a automotive supply store.

Second floor: residential units marketed for long-term rentals.

*Project Budget:*

DRI Request	Private Leverage	Total Project Cost
\$200,000	\$220,000	\$420,000

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*Feasibility and Cost Justification:*

*Timeframe for Implementation and Project Readiness:*

The development and execution of this plan could be completed between nine and fourteen months.

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### **215 S Madison – Flatiron Building**

*DRI Funding Request:*  
\$131,234

*Project Description:*

This project will enhance the resident and visitor experience through interior and exterior restoration of the historic Flatiron Building located in Downtown Watkins Glen.

The three story brick and masonry flatiron shaped building was commissioned in 1870 by Jonathan Page and completed in 1871. Originally built for residential uses, the flatiron building has been converted to mixed-use residential and commercial with approximately 4,500 square feet of usable space.

Nav-1 Properties, LLC purchased the Flatiron Building in 2008 and was the first company to complete a major interior restoration for upper floor rentals in Watkins Glen. On the upper two floors, the building currently has two long term rental apartments and two short-term rentals. On the main floor there are offices for five businesses which currently employ up to 15 people during the peak tourism season and 5-6 people year round.

This project includes complete exterior historic restoration of the Flatiron Building to preserve its present and future status as an iconic building in downtown Watkins Glen. Some aspects of the restoration will include:

- Restoration of the original Mansard style slate roof and copper arches as well as the flat roof portion of the building.
- Restoration of windows with high-efficiency, period-correct windows.
- Replacement of exterior doors.
- Limited interior renovations.

The brick exterior needs repointing and some structural restoration, as well as exterior painting and caulking. The first floor west wall needs a drainage solution to correct below grade moisture issues. Parking areas on the north need lighting, stairway improvements and paving. The greenspace to the north needs to be configured and utilized for communal residential garden usage. The flooring on the first floor may need replacement due to any drainage modifications.

*Jobs Created:*  
0

*Project Location/Address:*  
215 S Madison Ave

*Ownership of Property:*  
Nav-1 Properties, LLC is the current property owner.

*Acquisition of Real Property:*  
This project does not include land acquisition as part of the project.

*Future Use of Structure:*  
Mixed-use office, residential.

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*Project Budget:*

*Feasibility and Cost Justification:*

*Timeframe for Implementation and Project Readiness:*

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**Renovate 214 N Franklin St**

*DRI Funding Request:*  
\$600,000

*Project Description:*

This project involves improvements to the historic Peele Building at 214 N Franklin Street, including the renovation to provide eight new two-bedroom, two-bathroom apartments on the building's second and third floors. Rents will be set between \$800 and \$1,200 to meet demand identified by the market study completed through the DRI process. The project will also include historic restoration of the building façade.

*Jobs Created:*  
0

*Project Location/Address:*  
214 N Franklin Street

*Ownership of Property:*  
James L. Guild

*Acquisition of Real Property:*  
No acquisition of real property is required.

*Future Use of Structure:*  
Mixed-use building with commercial/office space on the ground floor (currently the Chamber of Commerce) and upper floor residential.

*Project Budget:*

DRI Request	Private Leverage	Total Project Cost
\$600,000	\$600,000	\$1,200,000

Cost Summary	
HVAC	\$150,000.00
Rebuilt Subfloors (2)	\$50,000.00 each -\$100,000.00
Finish Flooring	\$80,000.00
Plumbing/Electrical	\$125,000.00
Kitchens (8)	\$35,000.00 each - \$280,000.00
Bathrooms (16)	\$10,000.00 each - \$160,000.00
Framing/Drywall	\$115,000.00
Doors	\$10,000.00
Painting	\$60,000.00
Trim/Lighting	\$45,000.00
Professional Services/Permits	\$75,000.00
<b>Total</b>	<b>\$1,200,000</b>

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*Feasibility and Cost Justification:*

*Timeframe for Implementation and Project Readiness:*

- Implementation: July 2018
- Completion: December 2018

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### **Sweet Expansions**

*DRI Funding Request:*  
\$246,255

*Project Description:*

- **221 S Franklin St – The Great Escape**
  - Expand the current production area to allow for increased retail and wholesale business, with the addition of 2 new full-time employees.
  - Replace outdated equipment and electrical lighting/wiring to improve energy and production efficiency.
  - Improve building façade and surrounding property:
    - Excavate back bank and reinforce with concrete wall
    - Put in additional parking spaces and drive-through between 221 & 223 S Franklin St
    - Fix current bank drainage from CT RT 327 above road running to back of parking lot
    - Repair and replace wooden siding with vinyl siding, revitalize the outdoor seating area for customers with a new metal fence and flower planter, new tables, and handicap ramp accessibility
  - Install a walk up doggie-service window to create a pet friendly atmosphere
  - Attach new walk-in cooler and freezer units for shared commissary kitchen space
- **221 S Franklin St- Upstairs Single-family Apartment**
  - Renovate the existing year-round one-bedroom apartment into a two-bedroom year-round single family apartment.
  - Rewire the upstairs for new separate electric service for tenants.
  - Add a privacy deck on rear of building above the new production area expansion at the Great Escape.
- **223 S Franklin St -Rental House Renovation & Business Opportunity**
  - Transform the current single-family home into a one-bedroom apartment upstairs with new separate entrance access from the rear of building, new kitchenette & bathroom with retail space on the ground floor.
  - Upgrade the existing ground floor kitchen and mudroom into a commissary kitchen, with access to the newly installed walk-in cooler and freezer at the Great Escape. A new commercial kitchen/commissary could serve small food truck businesses, local troop organizations, etc.
  - Create an arcade and event center, which could include pinball machines, electronic arcade games, as well as some newer video games to create a space for teenagers and young people. The space could host events, including birthday parties and Boy Scout/Girl Scout meetings.
  - This would also allow for 1-2 additional full-time employees

*Jobs Created:*

Three to four full time permanent employees between 221-223 S Franklin properties.

*Project Location/Address:*  
221-223 S Franklin St

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*Ownership of Property:*

*Acquisition of Real Property:*

No acquisition is required.

*Future Use of Structure:*

221 S Franklin- mixed use commercial ground floor with residential upper floor. The Great Escape, the current ground floor tenant, will remain in place.

223 S Franklin- mixed use commercial ground floor with residential upper floor. Tenants not yet determined.

*Project Budget:*

221 S Franklin Upstairs Apartment	\$136,000
223 S Franklin Upstairs Apartment	\$70,000
223 S Franklin Commissary Kitchen Improvement	\$45,000
Parking lot & Bank Reconstruction	\$50,000
Equipment purchases & upgrades	\$57,255
Owner Capital Investment	\$125,000

Owner Investment	\$286,000
Grant Money Seeking	\$246,255
<b>Total Estimate Project Cost</b>	<b>\$532,255</b>

*Feasibility and Cost Justification:*

*Regulatory Requirements:*

SEQRA; Village of Watkins Glen Code; Building Permits.

*Timeframe for Implementation and Project Readiness:*

*Project Reporting:*

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**Inner Peace Floats**

*DRI Funding Request:*  
\$125,000

*Project Description:*

This project would expand the existing Inner Peace Floats business into a community wellness center.

Currently the business offers massage therapy, two float rooms, and a commercial kitchen certified by the Department of Health. The upper floor of the building is currently used as a short-term rental apartment. This project will include expansion of the upper floor space for uses potentially including:

- Nutrition, cooking, and health coaching
- Yoga and meditation.
- Retreats
- Rooftop access

*Jobs Created:*

*Project Location/Address:*  
111 W 4<sup>th</sup> St

*Ownership of Property:*

The owner of Inner Peace Floats is currently under a rent-to-own contract, and has plans to own the building in May 2018.

*Acquisition of Real Property:*

*Anticipated Revitalization Benefits:*

*Future Use of Structure:*

*Project Budget:*

If Inner Peace Floats were able to seek relief in the purchase of the building (\$250,000), the business could match 50% of that cost and put it into the expansion to a community wellness center upstairs (\$125,000).

*Feasibility and Cost Justification:*

Inner Peace Floats has invested \$90,000 in the business and has plans to take on a \$250,000 mortgage the building in May 2018.

*Regulatory Requirements:*

SEQRA; Village of Watkins Glen Code; Building Permits.

*Timeframe for Implementation and Project Readiness:*

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*Project Reporting:*

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### **Seneca Sunrise**

*DRI Funding Request:*  
\$150,000

*Project Description:*

Seneca Sunrise Coffee is a small-batch roaster of organic coffees, a coffee shop, and a retailer of local products. The production facility, coffee shop, and retail space are located in apartment 2 at 806 N. Decatur Street, Watkins Glen, a four-unit rental property. Seneca Sunrise is an established business with a solid year-round customer base.

Since opening its doors in the summer of 2015, there has been a significant increase in retail and wholesale sales. This project will expand Seneca Sunrise in order to continue steady growth by increasing roasting, expansion of the coffee shop and food menu, and developing the retail aspect into a community store that will serve as a retail outlet for local farms, creameries and other small producers as well as for its coffee products. To achieve this, the current location will require remodeling, expansion and equipment upgrades.

The project consists of four components:

- Purchase of the property 806 N. Decatur Street.
- Expansion and remodel of the ground floor to accommodate larger production and retail spaces and a seating/dining area.
- Construction of off-street parking.
- Outfitting of production space, retail space, kitchen and dining area.

#### ***The Purchase of the Property 806 N. Decatur Street***

The property is currently assessed for \$138,000. The owner is willing to finance the sale through a land contract.

#### ***Expansion and Remodel of the Ground Floor***

To accommodate a bigger production capacity and retail space/coffee shop, some remodeling will be required.

- Front porch (24 by 12.5 feet) will be enclosed to provide seating for the coffee shop.
- Along the north side of the building, a 35 by 10 foot addition will be constructed to square off the house. This addition will include a new bedroom for apartment 1, built on top of the existing 150 square foot deck; a bean storage room; a roasting space; and an extension to the porch.
- Existing bedroom of apartment 1 will become part of apartment 2 as an office space.
- Current layout of apartment 2 will be modified to accommodate a larger retail space and coffee shop by opening up or removing the walls that define the current office and bean storage room.
- Kitchen area in apartment 2 will be relocated and upgraded to a full commercial kitchen.
- Creation of a “unique coffee experience in Watkins Glen” that could be offered as a package to their guests that would be an added value. This might take the form of a custom roasting/blending/tasting experience, or a VIP coffee-and-dessert experience, which could also be offered as a stand-alone event to residents.

**Off-street Parking**

- Convert side yard of 806 N. Decatur Street comes into a customer parking area along the north side.
- Requires approval by the Village for creation of a driveway on the Decatur Street side.
- Creating a crush and run driveway and parking area with improved concrete sidewalks that cross the driveways.

**Equipment**

- Coffee roaster - 5-kilo roaster for more efficient roast production would almost double output.
- Community store and kitchen - commercial display cases, coolers and freezers, as well as display racks and shelving; commercial-grade appliances (range, refrigerator, three-bay sink, etc.); and furniture for the dining area.

*Jobs Created:*

- Initially, paid full-time positions for the owners and/or part-time positions for additional employees.
- Considering an employee-sharing agreement with The Great Escape Ice Cream Parlor that would allow an employee to have a part-time job at each business.

*Project Location/Address:*

806 N Decatur St

*Ownership of Property:*

Seneca Sunrise Coffee, owned and operated by Melinda Beheydt, is registered as a Woman-owned Business Enterprise (WBE), and is an active member of the Watkins Glen Area Chamber of Commerce.

*Acquisition of Real Property:*

806 N. Decatur Street, Currently Owned by Loretta Fulkerson.

*Project Budget:*

Preliminary Total Cost of the Project	
Purchase of property	\$138,000
Remodeling	\$242,250
Parking	\$ 15,000
Equipment/Furniture	\$100,000
<b>Total</b>	<b>\$495,250</b>

*Feasibility and Cost Justification:*

Component 1: Purchase of 806 N Decatur St - \$138,000

Component 2: Remodel- Projected cost: a preliminary estimate provided by Barn Livin' LLC quotes the cost of the remodeling project at \$150/sq. foot. After the remodel, the apartment will be about 1,615 square feet, equal to a preliminary remodel cost of roughly \$242,250.

Additional potential sources of funding include:

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- Income generated through Seneca Sunrise Coffee will be reinvested into the business and may be used to finance the purchase of equipment.
- Private investment by the owners of Seneca Sunrise Coffee, Melinda and Jochen Beheydt.
- The current property owner is willing to finance the sale of 806 N. Decatur through a land contract with Melinda Beheydt dba Seneca Sunrise Coffee. The income from the rental units will in part cover the monthly payments. All units are currently occupied, generating a monthly income of \$2,400.
- Given the focus on local products and farm products, funds in support of expanding the retail store may be available through Cornell Cooperative Extension. CCE has been actively pursuing the establishing of a retail outlet for local farms in downtown Watkins Glen. We will initiate a conversation with CCE to explore this option.
- Other grant opportunities may exist and will be pursued, such as the Local Food Promotion Program administered by the USDA.

*Regulatory Requirements:*

SEQRA; Village of Watkins Glen Code; Building Permits.

*Timeframe for Implementation and Project Readiness:*

*Project Reporting:*

## Goal 2: Culture and Entertainment

### 2A: Clute Park Year-Round Recreation Improvements

**Project Type:**

Public Improvement

**Strategies:**

**DRI Funding Request:**

\$2,200,000

**Public Support:**

**Project Description:**

This project will develop a conceptual master plan for year-round improvements to Clute Park. The Village has received funding from the New York State Parks Department and through a recent Local Waterfront Redevelopment Program (LWRP) grant award to implement improvements to Clute Park. DRI funds will supplement these funds to create an overall park master plan to implement additional improvements that will improve the park for year-round residents and make it a more attractive resource for visitors. Elements of the master plan will include:

- **New Pavilion**

A new weatherized pavilion will be constructed in a strategic location within the western portion of the park, providing amenities that may include a restaurant, catering kitchen and event space, a small café/hot cocoa station, and bathrooms. The pavilion will be located adjacent to the proposed recreational ice rink/splash pad in order to block northwesterly winds and provide easy access to bathroom facilities and a café station. The pavilion should include a blank wall suitable for projection during summertime movie events. Potential commercial uses and venue rentals will become source of revenue for the Village and fund ongoing maintenance and operations costs.

- **Ice Rink**

At the center of year-round improvements will be a recreational ice rink, which can be transformed into a splash pad, amphitheater, or open space for events in summer months. The ice rink will require supportive elements including chilling infrastructure and space for a Zamboni and skate rental. The ice rink will generate a revenue stream, which will pay for ongoing operations by an outside contractor.

- **New Bathhouse**

A new weatherized bathhouse will be constructed near its current location to provide bathrooms and changing rooms adjacent to the public swimming area.

- **Improved Pedestrian Walkways**

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Pedestrian pathways will be improved throughout the park, creating an approximate three-quarter mile loop running parallel to E 4<sup>th</sup> Street and the lakefront for joggers and walkers. Pathways will also improve access at the west side of the park.

- **Improved Play Areas**

The master plan will place upgraded playground equipment and a play hill in a strategic location to serve families with children and preserve flexible open space.

- **Active and Passive Recreation Areas**

Active recreation areas will include an improved waterfront area for swimming, basketball courts, and skate park. Passive areas of the park will include the addition of a new wildlife garden and seating pier.

- **Retain Open Areas**

Active play areas will be clustered to allow for a large area at the center of the pedestrian loop to remain open for active and passive recreation as well as larger scale events with necessary infrastructure, including electrical hook ups.

**Project Location:**

Clute Park

**Project Ownership:**

Village of Watkins Glen

**Project Partners:**

A vendor or operator will partner with the Village to manage ice rink and pavilion operations on an ongoing basis.

**Capacity:**

The Village currently manages Clute Park and has the capacity to continue with the assistance of a private operator to manage the operations of newly constructed elements, such as commercial establishments, venue rentals and the ice rink.

**Project Budget:**

DRI Funding Request:	\$2,200,000
LWRP/EPF Grant	\$2,410,862
Parks Grant:	\$415,000
Total:	\$4,611,277

**Funding Sources:**

- LWRP grant
- NYS Parks Grant
- DRI funding

### Feasibility and Cost Justification:

As part of the LWRP grant award, the Village has funding to complete a regional market study.

This project will provide year-round activities for residents and visitors, and will improve the image of the Village to attract additional residents downtown. These improvements will create a destination at Clute Park with the addition of potential commercial elements in the pavilion, community events and new recreational activities designed to be enjoyed during winter months. Improving the park's design will become an asset to the community and leverage outside grant funding to make an impact on the village's economy and quality of life.

The Village hire an outside operator or vendor and will use revenue generated by the ice rink, venue rentals for events and commercial operations at the pavilion to fund ongoing maintenance and operations at the park.

### Regulatory Requirements:

SEQRA; LWRP; Village of Watkins Glen Code; Building Permits

### Timeframe for Implementation and Project Readiness:

The DRI award will fund a conceptual plan that will provide framework for process with additional public outreach before implementation or construction begins.

### Project Reporting:

## 2B: Watkins Glen Performing Arts Center Upgrades

### Project Type:

New Development and Rehabilitation of Existing Structures

### Strategies:

### DRI Funding Request:

\$1,000,000

### Public Support:

### Project Description:

The former Watkins Glen High School, constructed on North Decatur Street Watkins Glen circa 1930, was recently converted into 51 separate apartments for seniors. However, the former high school auditorium remains in its original condition as the Watkins Glen Performing Arts Center. The auditorium is in need of renovations including the following project elements:

- Renovate to the historic 800-seat live theater venue.
- Renovations to offices, and backstage area.
- Convert the former gym to a scene shop.
- Outfit the entire building with more energy-efficient appliances.

This project will enable the Watkins Glen Performing Arts Center to attract theater professionals and train locals in technical skills including, sound board operation, lighting, and camera-work. In addition to local productions, the Performing Arts Center will be fit to host major performances, bands and shows, bringing revenue to the village.

### Jobs Created:

As work progresses, the theatre will have need of technical operations staff, front of house managers and ushers, security, directors, designers, directors, technical operators, set-builders, and performers. Independent entertainment professionals will be able to utilize the space when complete to bring high-quality educational programming to the community.

### Project Location/Address:

906 N Decatur St

### Ownership of Property:

The property is Village-owned, the operator would be Schuyler County.

### Acquisition of Real Property:

This project does not include land acquisition.

### Anticipated Revitalization Benefits:

Live productions will attract visitors to the area, improving the cultural and economic vitality of the community and region. The Watkins Glen Performing Arts Center will partner with local businesses to offer concessions and advertising opportunities, and would like to offer classes to local adults and

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children in addition to our live productions, which will include performers and technical crew of all ages. This project will revitalize the local community by creating activities, entertainment, and educational programs that will appeal to families and children.

Local businesses will be able to advertise through playbills distributed at live productions.

### Future Use of Structure:

Public use entertainment venue

### Project Budget:

The initial Conceptual Study has been quoted at \$15,000. After design decisions have been made, Hunt Engineering estimates the total cost of the project will be between \$1.2 and \$3.0 million including an estimated \$500,000 construction costs and \$100,000 artistic and educational programming.

### Feasibility and Cost Justification:

### Regulatory Requirements:

SEQRA; Village of Watkins Glen Code; Building Permits.

### Timeframe for Implementation and Project Readiness:

- Construction would begin as soon as the grants are disbursed
- Completion within 9 months

### Project Reporting:

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

### Project Type:

New Development and Rehabilitation of Existing Structures

### Strategies:

### DRI Funding Request:

\$375,000

### Public Support:

### Project Description:

This new two story building will serve as the gateway to Seneca Lake at the north end of Franklin Street. Captain Bill's is an anchor location on the main street, and serves as a focal point at the north end of the village. A redesign of the current building will enhance the lakefront and draw visitors north on Franklin Street. The goal is to connect N Franklin Street to Seneca Lake with an attractive new structure that will visually anchor the northern gateway.

The new 5,000 sq. ft. building will be a multi-purpose structure and will include ticketing to Captain Bill's sightseeing and dining cruises, a nautical emporium, a gateway to Seneca Lake visitor area, multiple offices, storage, bridal suite for wedding parties, shower and restroom for marina customers, and meeting rooms for staff and clients. As the business has grown, Captain Bill's has outgrown its current 1977 facility. This construction of a new modern multi-purpose building will enable business to continue to grow and upgrade the customer.

The south elevation facing the main street will be narrowed by approximately 20 ft. The building footprint will be expanded by 8ft to the south. Captain Bill's has been working with DOT the past year to reconfigure parking and access with the existing building footprint. DOT has a traffic flow and parking detail in place. The building proposal will fit the current DOT traffic flow and parking plan.

This project will have a transformative effect on the DRI area. Captain Bill's prominent location at the Village's northern gateway will improve visibility of Seneca Lake from the downtown.

### Jobs Created:

20-25

### Project Location/Address:

1 N Franklin St

### Ownership of Property:

Wine & Glass Tour Inc. is the owner of the project site. There are underground environmental issues recognized by the DEC on the site. Exxon mobile has accepted responsibility for the environmental contamination and has agreed to pay for any future cost regarding such on this site.

### Acquisition of Real Property:

This project does not include land acquisition as part of the project.

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**Anticipated Revitalization Benefits:**

- Increased jobs.
- Create viewsheds from Franklin Street to Seneca Lake.
- Improved parking area layout.
- Increased sales tax revenue.
- Business growth.

**Future Use of Structure:**

Commercial, restaurant

**Project Budget:**

DRI Request	Private Leverage	Total Project Cost
\$375,000	\$375,000	\$750,000

Cost Summary	
Total	\$

**Feasibility and Cost Justification:**

**Regulatory Requirements:**

SEQRA; Village of Watkins Glen Code; Building Permits.

**Timeframe for Implementation and Project Readiness:**

Upon being granted an investment from the DRI, the owners will undergo site plan review through the Village and county. The owners will immediately proceed with demolition and construction of the new facility in the fall of that year. Wine Glass & Tour Company has the ability and intent to complete this project as soon as funding and site plan reviews are in place.

**Project Reporting:**

## 2D: Renovate Former VFW Building into a Full Service Spa and Fitness Center

### Project Type:

New Development and Rehabilitation of Existing Structures

### Strategies:

### DRI Funding Request:

\$250,000

### Public Support:

### Project Description:

The owners of the Watkins Glen Harbor Hotel propose to renovate the vacant former VFW building into a full service spa and fitness center. The building is located at the corner of 1st St and N. Franklin Street. The VFW previously operated the William Coon veteran association at the location, but closed the business in 2013 due to financial difficulties. The building has been underutilized or vacant since the Harbor Hotel opened in 2008. Owners of the Harbor Hotel purchased the building in May 2015.

During its nine years of operation, guests at the Harbor Hotel have expressed the need for spa services, particularly given the hotel's popularity as a wedding venue. A full service spa will raise the profile of the hotel and add a valued service component. In addition to the spa, the hotel fitness center will be relocated into the eastern half of the first floor of the building, doubling the size of the center. The current fitness center, located in a lake view room on the second floor inside the hotel, will be renovated into a hotel suite. This will add significant annual room revenue to the hotel. The spa will be available to hotel guests and the general public. The fitness center will be reserved for hotel guests only.

The building has an unusual size floor plan with very small width. Rehabilitation of the building will require the following elements:

- Historic restoration of the building façade: maintain the current building brick façade which requires some brick repointing. The entire north elevation of the building requires a new skin using an appropriate new exterior skin product that will be more attractive to passersby and the view from the hotel front entrance.
- Retain and repair the parapet roof line.
- Replace all windows and repair lintels.
- Introduce a front door to the building on N Franklin Street.
- Remove the blue canopy on 1<sup>st</sup> St.
- Remove the temporary one story structure at the rear/east end of the building.
- Construct a new stairwell in the southeast corner of the building and a new rear entrance and vestibule in the northeast corner of the building.
- Enhance landscaping along the north and east sides of the building.
- Make the building ADA accessible, including construction of an exterior elevator shaft.
- Addition of life safety infrastructure.

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**Jobs Created:**

Estimated FTE of 5-7 jobs.

**Project Location/Address:**

30 N Franklin St

**Ownership of Property:**

Owners of the Watkins Glen Harbor Hotel: Peter Krog and David Hart

**Acquisition of Real Property:**

This project does not include land acquisition.

**Anticipated Revitalization Benefits:**

- Rehabilitate an empty and dilapidated building located on a prominent corner of the village.
- Match grant funding with additional private investment in the village. The exterior upgrades and inside finish will be a compliment to the village and the Harbor Hotel.
- The spa will be valued and missing service for local residents and Harbor Hotel guests. Permanent employment will be created.
- The completed project will add to the real property tax base in addition to creating additional sales tax and occupancy tax.

**Future Use of Structure:**

Commercial

**Project Budget:**

DRI Funding	\$250,000
Private funding	\$2,112,000
Total cost	\$2,262,000

**Feasibility and Cost Justification:**

**Regulatory Requirements:**

SEQRA; Village of Watkins Glen Code; Building Permits.

**Timeframe for Implementation and Project Readiness:**

The project is shovel ready. Final drawings must be completed and submitted for village approval and building permit. The renovation can be completed and the business can start operation in a six to nine month timeframe.

**Project Reporting:**

## 2E: Seneca Lake Wine Trail Cultural Center

### Project Type:

New Development and Rehabilitation of Existing Structures

### Strategies:

### DRI Funding Request:

\$250,000

### Public Support:

### Project Description:

Rehabilitate an underused building in the DRI area to include:

- Office and storage space for the SLWT staff and materials.
- A small, self-contained Winery Cultural Center visitors will have access to during daylight hours to learn more about our regional industry.
- Space reserved for member wineries to host small, public tasting events, and other related activities. This space would contain the Cultural Center, and would most likely not exceed 900 square feet.

### Jobs Created:

0

### Project Location/Address:

212 N Franklin St

### Ownership of Property:

This property is currently owned by Mr. and Mrs. Michael Hoyt. This proposal assumes the property will be purchased outright, and not through a mortgage.

### Acquisition of Real Property:

This project will require the acquisition of 212 N Franklin. In the event that this property is no longer for sale at the time DRI funding is dispersed, other property in the DRI area would be considered, either for purchase or lease.

### Anticipated Revitalization Benefits:

The Village of Watkins Glen will receive a variety of benefits if this project is fully realized, including but not limited to:

- This project will attract many more visitors to the Village and provide another fun space for residents to enjoy wine and other regional beverages and food.
- Provided the chosen property can accommodate a media-lodging space, this project can bring many more writers/influencers into Watkins on behalf of SLWT and partner businesses and organizations, measurably increasing awareness of the Village.
- More event ticket sales, increasing tax revenues

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- This project would lock SLWT more fully into the community, making it far less likely that the Trail office would relocate to other viable communities.

**Future Use of Structure:**

Commercial, tenant will be Seneca Lake Wine Trail

**Project Budget:**

Cost estimate is to exceed \$500,000

DRI funding	\$250,000
Private funding	\$250,000
Total cost	\$500,000

Asking Price- 212 N Franklin Street	\$339,000
Architectural Design Costs	\$10,000
Renovation Costs	\$85,000
Cultural Center Displays/Content	\$36,000
Misc Potential Expenses	\$30,000
Total estimate	\$500,000

**Feasibility and Cost Justification:**

**Regulatory Requirements:**

SEQRA; Village of Watkins Glen Code; Building Permits.

**Timeframe for Implementation and Project Readiness:**

- Day One: DRI Approval of the Seneca Lake Winery Cultural Center.
- 45 Days: Close on the property. Commence rehabilitation and improvements on the property.
- 165 Days: Completion of primary property improvements
- 225 Days: 100% project completion and ribbon cutting. Provided DRI Approval is received before 9/1/18, we estimate the project will be fully completed May 1, 2019. If this property is no longer available and we must seek an alternative property, or other challenges exist for those that are cited here, this timeline could be discernibly impacted.

**Project Reporting:**

## 2F: FLX Outdoor Adventure and Discovery Center

### Project Type:

New Development and Rehabilitation of Existing Structures

### Strategies:

### DRI Funding Request:

\$500,000

### Public Support:

### Project Description:

The FLX Outdoor Adventure & Discovery Center would provide recreational activities and experiences including cycling, kayaking, snowshoeing, cross country skiing, kite surfing and backpacking with a highly trained and effective staff to provide access to and exploration of the regions most prized natural resources. The FLXOADC will provide rental equipment, guided experiences and on-site adventure elements on water, land, or in the air. A mix of pay to play attractions and more customized excursions and activities will provide something for every level of desired engagement ensuring diverse sources of revenue.

### Organizational Summary

The FLX OADC will be created as a non-profit entity with established core values and a mission statement. A Board of Directors will be selected for their individual contributions of “time, talent, and treasure”. The organization will begin with 2 full time staff and hire a seasonal part time staff of 10-15 Instructors and Guides. Guiding principles for the organization will be access to character building outdoor experiences, fiscal responsibility, safety, and risk management.

### Services and Amenities

Years 1 - 3	Years 4-6 and beyond
<ul style="list-style-type: none"> <li>Rental Equipment for Cycling, Kayaking, Snowshoeing, Cross Country Skiing, Kite Surfing, and Backpacking</li> <li>Teambuilding for Schools, Groups, and Professionals</li> <li>Guided Day Excursions</li> <li>Collaborative events for awareness/charity: Polar Plunge, 5Ks, Hike-a-Thons, adventure races</li> </ul>	<ul style="list-style-type: none"> <li>Adventure Park Tours</li> <li>Zip Line over lake or Forest Canopy Tour</li> <li>High Adrenaline destination element like a ‘flow-rider’, ‘free-fall’, or deep water free climbing wall</li> <li>Overnight Multiple Day Excursions for schools and groups aimed at Character Development and 21<sup>st</sup> Century Learning Outcomes</li> </ul>

<ul style="list-style-type: none"> <li>• Building rappels for fundraising and to put Watkins Glen Revitalization on the map and in the news</li> </ul>	<ul style="list-style-type: none"> <li>• Continue and expand rentals and excursions</li> <li>• Continue and expand Teambuilding</li> </ul>
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**Location requirements**

- The main location requirement for the FLX OADC is access to sheltered water as in the canals, outlets, and inside break walls of Seneca Lake to allow a safe space for training and orientation to watersports.
- Operations of the FLX OADC requires sufficient gear and equipment storage that is efficient yet accessible.
- A shop floor that will be large enough for basic retail as well as a ‘readying’ area to get participants outfitted and briefed on all safety requirements.
- Ideally within launching distance to the lake and the Catherine Valley Trail connectors.
- 3-5 workstations / offices are required for staff as well as a conference room for staff training, workshops, or teambuilding programming.

**Jobs Created:**

Administrative positions, FT / PT Instructor/Guide positions, Apprenticeships, and maintenance/logistics positions will all be created at the center. These jobs will be springboards for college or first professional position resumes. The Center is committed to access for underrepresented groups in the outdoors and recruiting a diverse staff.

**Project Location/Address:**

Proposed Location: Lakeside Park / Clute Park Area, waterfront space, or canal front space.

**Ownership of Property:**

At this time no specific site has been selected. The Center Director would look to collaborate with public and private property owners to identify a site. The center would be amenable to lease and licensing agreements that outline access to services for city residents/youth.

**Acquisition of Real Property:**

No acquisition.

**Anticipated Revitalization Benefits:**

The FLX OADC will increase access to the natural attractions within the DRI area and stimulate the local economy through job creation, tourism, and tax revenue.

- Visitor attraction - The FLX Outdoor Adventure & Discovery Center will be a destination attraction for those living in the area and visiting the area.
- A percentage of every revenue dollar spent at the FLX OADC goes directly to assisting schools and groups to engage in our character building outdoor education programming.

**Future Use of Structure:**

N/A

**Project Budget:**

<b>Income</b>	
Direct Income (rental, excursion, program, retail)	\$89,450
DRI funding	\$500,000
Donation Income	\$55,000
Total Income	\$644,000

<b>Expense</b>	
Total Salary Expense	\$111,256
Equipment	\$40,000
Capital	\$150,000
Maintenance	\$22,000
Taxes, License, Fees	\$14,000
Insurance	\$16,000
Total Expense	\$353,256

**Feasibility and Cost Justification:**

The preliminary total cost for the project in its first year will be \$40,000 in gear and equipment and \$150,000 for any capital improvements on existing building or \$500,000 for creation of a new center. The center would adjust budget annually to ensure it is not operating at a loss. Annual financial goals are to create a fund for two years operating expenses at a minimum and a self-insured retention of \$50,000 for any legal fees prior to insurance payments. Private sources of funding would be from individual donors through annual giving, crowd-sourced funding, fundraising events and campaigns. Revenue will also be generated through pay to play attractions, programming, rental equipment, and retail sales.

**Regulatory Requirements:**

SEQRA; Village of Watkins Glen Code; Building Permits.

**Timeframe for Implementation and Project Readiness:**

Lessons, excursions, and rental operations could begin immediately even without a physical building. However, the dream of a HUB for adventure tourism requires a physical center in which the culture of 'growth through challenge' is palpable. Fundraising for capital expenses for pay to play attractions will be ongoing from day one until groundbreaking. The third year is the milestone for breaking ground on a major attraction.

**Project Reporting:**

## Goal 3

### 3A: FLX Works

#### Project Type:

New Development and Rehabilitation of Existing Structures

#### Strategies:

#### DRI Funding Request:

\$307,500

#### Public Support:

#### Project Description:

The FLX Gateway CDC aims to build upon Watkins Glen and Schuyler County's accelerating local food and beverage movement to create new employment opportunities, additional year-round economic activity, and increased foot traffic and new innovation vibe for Watkins Glen.

"FLX Works" will provide co-working space, a test kitchen space, and practical business tools to give budding entrepreneurs a leg up in starting businesses in Watkins Glen. "

- The kitchen and culinary incubator space will include a state of the art commercial-grade cooking equipment suitable for a wide variety of food production businesses.
- Co-working space where diverse groups of freelancers, remote workers, and other independent professionals work together in a shared, communal setting to act as a hub for new ideas and allow the Village of Watkins Glen to become more attractive new year-round residents.

#### Jobs Created:

#### Project Location/Address:

#### Ownership of Property:

#### Acquisition of Real Property:

#### Anticipated Revitalization Benefits:

- Attraction of new residents
- Additional Private Investment - Co-working spaces cater to the entrepreneurial community members who are looking for a place to make connections and foster development
- Non-Traditional Job Creation – capitalize on the growing freelance economy.

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**Future Use of Structure:**

Commercial/residential

**Project Budget:**

<b>Proposed budget</b>	
Cost of Building	\$340,000
Co-working space	\$100,000
Incubator/test kitchen	\$175,000
Total Cost	\$615,000

**Feasibility and Cost Justification:**

FLX CDC will utilize a combination of private investment, low interest loans and CFA funding to fund the remaining portion of the project. During construction the CDC will utilize a project manager to oversee all stages of the construction process. Once the facility is ready to open a general manager would be hired to oversee the day-to-day management.

<b>Funding Sources</b>	
CDC investment	\$15,000
Other grant funding sources	\$192,000
SCOPED small business loan	\$100,000
DRI Request	\$307,000

**Regulatory Requirements:**

SEQRA; Village of Watkins Glen Code; Building Permits.

**Timeframe for Implementation and Project Readiness:**

Architectural and engineering drawings as well as all necessary site plan approvals can be completed by the end of 2018. Construction is expected to be completed within one year, and FLX Works will be fully operational by the first quarter of 2020.

**Project Reporting:**

## 3B: Schuyler Hospital Walk-In Clinic

### Project Type:

New Development and Rehabilitation of Existing Structures

### Strategies:

### DRI Funding Request:

\$100,000

### Public Support:

### Project Description:

Schuyler Hospital will establish a Walk-in Clinic in downtown Watkins Glen to provide accessible and cost effective medical care at a convenient location. Hours will vary according to seasonal volumes, and services will include diagnosis and treatment of minor medical conditions.

There are no properly designed, handicap accessible, conveniently located facilities currently existing in downtown Watkins Glen. Therefore, this project will include purchase and renovation of an existing building, based on location.

### Jobs Created:

3-4 Full-time positions to be fixed at this location.

### Project Location/Address:

### Ownership of Property:

The site will be owned/rented and overseen by Schuyler Hospital.

### Acquisition of Real Property:

### Anticipated Revitalization Benefits:

Convenient medical services for tourists will strengthen the visitor satisfaction with local medical services by offering quick, accessible and low cost care as needed. Residents will benefit from the convenience of a walk-in clinic in downtown Watkins Glen.

### Future Use of Structure:

Medical

### Project Budget:

The total cost of this project is estimated to be \$300,000-400,000 and funding requested will be \$100,000.

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Preliminary Project Profiles

**Feasibility and Cost Justification:**

The responsible parties include Schuyler Hospital, The Cayuga Health System, and Schumacher Clinical partners. Both Schuyler Hospital and The Cayuga Health System have existing walk-in services, and Schumacher Clinical Partners has a national chain of walk-in clinics that they either co-manage or own.

**Regulatory Requirements:**

SEQRA; Village of Watkins Glen Code; Building Permits.

**Timeframe for Implementation and Project Readiness:**

Estimate 3-6 months to locate and purchase/rent a property as well as another 3-6 months to complete any necessary renovations.

**Project Reporting:**

DRAFT

### 3C: Renovate Third Street Carriage House

#### Project Type:

New Development and Rehabilitation of Existing Structures

#### Strategies:

#### DRI Funding Request:

\$350,000

#### Public Support:

#### Project Description:

This project will renovate the historic Carriage House building for mixed uses. The property includes the original Carriage House with a wooden addition. In the past people visiting the Village boarded their horses and carriages there. The property is currently used for storage by the Villager Motel. The inside is in the original condition and the owners wish to preserve as much as possible of its history.

Elements of this project include:

- Renovate the downstairs to lease as retail space to 1,2 or 3 retail tenants depending on their space requirements (1,800 sf)
- Renovate the upstairs for rental apartments (2,277 sf total)
- Remove the wooden addition
- Create a parking lot on available land to serve new tenants of the Carriage House

#### Jobs Created:

Dependent on retail use

#### Project Location/Address:

The project location is the Brick Building on the corner of Third and Decatur Street

#### Ownership of Property:

Christopher and Angeline Franzese

#### Acquisition of Real Property:

This project does not include land acquisition.

#### Anticipated Revitalization Benefits:

- New retail/commercial businesses and permanent jobs.
- Increased sales taxes, village, county and school taxes.
- New residents in second floor units.
- Historic restoration of historic building

#### Future Use of Structure:

Mixed use commercial ground floor with residential upper floor

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**Project Budget:**

DRI Request	\$350,000
Private Funding	\$350,000
Total Cost	\$700,000

Cost breakdown	
Building renovations (including upstairs: 2 apartments (2,277 sf) and retail space downstairs (1,800 sf)	\$650,000
Parking lot	\$50,000

**Feasibility and Cost Justification:**

The Carriage House renovation project would be done with private bank financing and requested DRI funding. At this stage the owners have an architect from Geneva working on the final design plans. They have begun requesting cost estimates from contractors on restoration of the roof and outside.

**Regulatory Requirements:**

SEQRA; Village of Watkins Glen Code; Building Permits.

**Timeframe for Implementation and Project Readiness:**

The Owners are waiting for the architect and contractors to complete their work. The project should be ready to proceed in Spring 2018.

**Project Reporting:**

## 3D: Watkins Glen Downtown Revitalization Fund

### Project Type:

New Development and Rehabilitation of Existing Structures

### Strategies:

### Total DRI Funding Request:

\$600,000

### Project Description:

This project will create a fund to be allocated to small businesses, building owners, non-profit organizations and entrepreneurs to improve the built environment in the DRI area through a series of competitive matching grant funding opportunities. The project will include three components:

#### **Implement a Façade Improvement Program**

This program will provide matching grant funding for the improvement of facades in the DRI area.

#### **Retail Bootcamp: Develop, Promote, and Prosper**

The Retail Bootcamp program provides technical assistance and funding for capital improvements and marketing to make local businesses more competitive and improve the image of downtown businesses.

#### **Upper Floor Residential Conversion Program**

This program provides funding to encourage building owners to renovate vacant or underutilized upper floor space to provide additional residential units in the DRI Area.

### **Anticipated Revitalization Benefits:**

- Improve the urban design of the streetscape and perception of downtown and attract new tenants, shoppers, residents and businesses.
- Increase tax revenue (potentially including sales tax, real estate taxes, and income taxes) due to increased economic activity, and attract new retail, office, and residential tenants.
- Leverage additional private investment, expanding the impact of DRI funds towards physical improvements downtown.

### **Organizational Structure/Responsible Parties:**

SCOPED has the capacity to implement this project, with ongoing participation and maintenance by private building owners.

Participating private property owners will have ownership and legal jurisdiction.

### **Regulatory Requirements:**

SEQRA; Village of Watkins Glen Code; Building Permits.

### **Project Reporting:**

## Façade Improvement Program

### DRI Funding Request:

\$200,000

### Project Description:

This program will improve facades in fair to poor condition in the DRI Area. Building façades are an important part of the pedestrian environment and affect the experience of Downtown residents, workers, shoppers, and visitors. Continuing to improve the pedestrian environment will help link key anchors within the Downtown, including the lake front and the State Park. Improved facades will encourage pedestrians to linger on Franklin Street and frequent local shops and restaurants.

This project is a matching grant program with criteria to ensure funds meet the program's objective of providing financial assistance to property owners for interior and exterior storefront improvements. This program recommends allocation of \$200,000 of DRI funds for an improvement program that would provide up to \$25,000 per facade, with a 50% match from property owners.

Facades identified include but are not limited to: 209 N Franklin St, 311 N Franklin St, 500 N Franklin Street, 607-611 N Franklin Street

### *Program Criteria*

1. Location: Property must be located within the DRI Area
2. Review and Approval:
  - The Watkins Glen Planning Board
  - NY State Historical Preservation Office (SHPO)
  - Program Application to SCOPED for review and consideration for approval.
3. Applicant Eligibility:
  - a. At the time of application, the property owner must be current on all Village, school, county, State, and Federal taxes along with water and sewer fees. Additionally, there shall be no outstanding building code violations, state code violations, judgements and or tax liens on the property under consideration and any other property fully or partly owned by the Applicant in the Village.
4. Matching Grant Amount: This program provides a 50-50 grant match up to a total of \$25,000 in DRI funds. \$25,000 is the maximum grant amount provided by the program. The grant amount will be less than \$25,000 if the project cost is less than a total of \$50,000.
5. Eligible Expenses: The Downtown Façade Assistance Program will help fund exterior and limited interior improvements. Where appropriate, the work should restore or emphasize historic features of the building. Eligible expenses could include:
  - Façade restoration
  - Cleaning and repointing brickwork
  - Painting

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- Cornice repair
- Other masonry repairs
- Window reconstruction/replacement
- Roof repair
- Design expenses
- Entrance and lobby improvements
- Elevator installation to comply with Americans with Disabilities Act (ADA) requirements

*Program Requirements*

The following requirements must be met in order to receive assistance at project completion (though not necessarily in the same order):

1. Scope of Work
2. Consultation with SHPO: All projects require review and approval by SHPO. In order to submit the application the SHPO, SCOPED require:
  - Façade design/rendering
  - Narrative scope of work
  - Historic photos of the building
3. Cost Estimates: The Applicant is required to provide two cost estimates for the total scope of work. Grant assistance will be based on the lower of the two estimates.
4. Self Help: SCOPED will not reimburse the Applicant for “self help” in circumstances where the Applicant performs a portion of the work.
5. Planning Board: Each project must receive architectural and site plan review and approval by the Village’s Planning Board.
6. SCOPED Approval: After the Applicant has received approval from SHPO and the Planning Board, and has received two cost estimates, the project will be presented to SCOPED for approval and grant award.
7. Reimbursement: In order to receive reimbursement, the Applicant must provide t SCOPED with final invoices that clearly demonstrate the work that was completed.

**Timeframe for Implementation and Project Readiness:**

Short Term: <1 year—This program can be implemented within 1 year by using the framework established. This Façade Improvement Program will continue until all DRI funds for the program have been expended.

**Project Budget:**

**Retail Bootcamp: Develop, Promote, and Prosper**

**Project Type:**

Branding and Marketing

**Strategies:**

**DRI Funding Request:**

- \$200,000
- Program goal is to maximize visible capital improvements on storefronts in the DRI Area
- Goal is to reach 10-15 businesses, with an expected average total project cost of \$27,000 per business, including a minimum of \$7,000 contribution from the DRI funding per project.

**Project Description:**

Many businesses in downtown Watkins Glen have limited resources for capital improvements and marketing to promote themselves. Many locals know about their favorite local businesses, but in some cases there are physical or marketing barriers for visitors to find what the Village has to offer.

The Retail Bootcamp program will provide technical assistance and funding to downtown businesses to enhance the sidewalk environment for customers and marketability of stores and merchandise. Selected private, for-profit businesses will participate in a two-step store improvement process. First, selected businesses will be granted free technical assistance in the form of a Retail Audit. The Retail Audit will evaluate the current conditions of the store’s **interior and exterior appearance, customer service levels, merchandise mix and product pricing, and marketing tools** (please refer to Appendix for a sample retail audit matrix). This information will then be used to identify and prioritize capital and/or marketing improvements to increase revenue and attract new customers.

Second, the program will provide funding for the implementation of priority improvements based on the Retail Audit. In order to maximize visual impact on the public realm within the retail core of Watkins Glen, exterior store appearance improvements selected based on Retail Audit findings and in consultation with WGACC and applicants will be provided as a full grant at a value of no more than \$5,000 per applicant (including technical assistance from building, construction, and design experts).

All other priority improvements selected will be funded as a 60% DRI matching grant with 30% contribution from WGACC and 10% from the applicant.

Potential improvements include:

Audit Category	Potential Improvements
Exterior Store Appearance*	Signage (non-illuminated, blade, window, A-frame) Awnings (retractable) Lighting (sconce, gooseneck) Power washing windows Painting Outdoor seating

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<b>Interior Store Appearance/ Fit-out</b>	In-store signage Lighting Sound Store layout Interior Fit-out Painting
<b>Customer Service</b>	Point-of-sale systems
<b>Merchandise Mix/ Product pricing</b>	Window display In-store display shelves Inventory management
<b>Marketing Tools</b>	Logo creation and design Marketing collateral design and production Online marketing assistance

*\*Exterior store improvements must meet Watkins Glen Building Design guidelines*

The program, overseen by the Watkins Glen Area Chamber of Commerce, will be application-based. Businesses located in the downtown retail core will be given priority. Selected applicants receiving funding for improvements will also be required to provide regular reporting to WGACC to ensure that DRI funds are being used as intended.

The Watkins Glen Area Chamber of Commerce (WGACC) currently administers a Tourism Assistance Program (TAP) that provides funding to support non-profit events and organizations. The Retail Bootcamp program could follow a similar model to the Chamber TAP.

**Components:**

**1. Retail Audit**

- Technical assistance by a retail consultant
- List of improvements to be prioritized by cost and impact (in consultation with WGACC and business owner)

**2. Capital + Marketing Support**

- Technical assistance and cost estimates by pre-selected list of experts by WGACC (including architects, interior designers, electricians, graphic designers)
- Implementation of exterior store appearance improvements (including awning and signage)
  - Any exterior store appearance improvements selected by applicant will be granted with DRI funding at a value of no more than \$5,000
- Implementation of other priority improvements
  - The program can reimburse up to 90% of the cost of all other eligible types of improvements (60% DRI, 30% WGACC) for maximum project costs of \$20,000

**Process:**

1. WGACC Committee reviews applications and selects up between 10 and 15 applicants ( with priority given to businesses located within downtown retail core)
2. Applicants meet with Retail Consultant who provides Retail Audit with list of potential improvements.

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3. Applicants selects from the list of improvements based on priority, cost-benefit, and availability of private leverage (in consultation with WGACC)
4. If applicants opt to implement exterior store appearance improvements (including awning and signage), a grant of up to \$5,000 will be reimbursed.
5. If applicants opt to implement all other eligible improvements, a matching grant (with 60% contribution by DRI and 30% of contribution by WGACC) of up to \$18,000 will be provided.

**Project Target Area:**

DRI Area

**Ownership of Property/Legal Jurisdiction:**

**Project Partners:**

Watkins Glen Area Chamber of Commerce

**Capacity:**

**Project Budget:**

Component	DRI Contribution	WGACC Contribution	Applicant Contribution
<b>Retail Audit</b>	100%		
<b>Capital + Marketing Support – Storefront Exterior Improvements</b>	100%		
<b>Capital + Marketing Support – All other eligible improvements</b>	60%	30%	10%

**Potential project funding breakdown:**

DRI Funding	Estimated Cost	# of businesses	DRI TOTAL	Match by WGACC	Match by Applicant
<b>1. Retail Audit</b>					
Technical assistance (by retail consultant)	\$2,000	15	\$30,000		
<b>2. Capital Support - Exterior Improvements</b>					
Technical assistance, cost estimates & implementation	\$5,000	15	\$75,000		
<b>3. Capital &amp; Marketing Support - Other improvements</b>					
Technical assistance and cost estimates (by	\$2,000	15	\$30,000	\$1,000	\$333.33

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pre-selected list of  
experts)

All other eligible

improvements

\$10,000

15

\$150,000

\$5,000

\$1,666.67

**\$285,000**

**Feasibility and Cost Justification:**

**Timeframe for Implementation and Project Readiness:**

**Project Reporting:**

- WGACC Committee conducts monthly walk-throughs with selected businesses to provide technical assistance and ensure that project progress meets program criteria.
- Applicants provide quarterly progress reports to document progress towards project completion.

### Upper Floor Residential Conversion Program

**DRI Funding Request:**

\$200,000

**Project Description:**

An upper floor residential conversion program will assist building owners in rehabilitating upper floors of downtown mixed use and residential buildings through a matching grant. This program will promote downtown living, bringing residents to the DRI area who will frequent local businesses year-round.

This program must follow the criteria of the Watkins Glen Downtown Revitalization Fund, requiring that all funding meet a minimum of a 50/50 match by the owner, and that all residential spaces created or improved using DRI funds are for year-round residences at the target rental rate (\$800-\$1,200 per month).

The upper floor residential improvement program recommends allocation of \$200,000 of DRI funds for an improvement program that would provide up to \$50,000 per unit, with a 50% match from property owners.

Buildings in the DRI Area will be considered eligible for this program.

Buildings identified for the Upper Floor Residential Conversion Program include but are not limited to: 208 N Franklin St, 300 N Franklin St.

**Timeframe for Implementation and Project Readiness:**

**Project Budget:**

**Organizational Structure/Responsible Parties:**

**Project Reporting:**

## 3E: Finger Lakes Brew Garden

### Project Type:

New Development and Rehabilitation of Existing Structures

### Strategies:

### DRI Funding Request:

\$450,000

### Public Support:

### Project Description:

Finger Lakes Brew Garden (FLBG) has two major elements:

1. FLBG will lease, and eventually purchase a property and undertake renovations to accommodate a small kitchen and bar featuring local breweries, and local food products, and outdoor space where customers of all ages can enjoy free-of-charge outdoor activities such as Bean Bag Toss, Jumbo Jenga, Giant Checkers, or Bucket Ball while enjoying local craft beers and light-yet-elegant, value minded cuisine.
2. FLBG will build a microbrewery in the 10-20 barrel capacity range. This brewery would initially help to accentuate the brew garden's offerings, and could eventually develop into the capacity to enable wholesale distribution of our quality products.

The aim of FLBG was to create the environment and a successful commercial and cultural endeavor.

### Jobs Created:

5 jobs in year 1

### Project Location/Address:

### Ownership of Property:

### Acquisition of Real Property:

### Anticipated Revitalization Benefits:

- Tax revenues
- Local individuals and businesses will also benefit from seeing an increase to their businesses.
- Beautification by revitalizing a vacant or underutilized property
- Entertainment options to enrich the experience of young people, hosting special events
- Draw new visitors as well as current local residents to our downtown by offering a unique, beautiful, and inviting venue for meetings and parties.

**Future Use of Structure:**

Commercial

**Project Budget:**

<b>Brew Garden: Facet 1 Cost Breakdown</b>	
Bathrooms	\$70,000
Services/Interior Upgrades	\$30,000
Kitchen & Bar equipment	\$50,000
Décor/Fixtures	\$20,000
<b>Building Rehab total</b>	<b>\$170,000</b>
Retaining Wall	\$30,000
Fill/Grade	\$30,000
Fencing, Landscaping	\$25,000
Fixtures/Games	\$5,000
<b>Exterior/Green Space total</b>	<b>\$90,000</b>
<b>Property lease</b>	<b>\$130,000</b>
Legal	\$3,000
Inventory	\$10,000
Operating Capital	\$20,000
<b>Start-Up cost total</b>	<b>\$33,000</b>
<b>Facet 1 Total</b>	<b>\$423,000</b>

<b>Microbrewery: Facet 2 Cost Breakdown</b>	
Lot/Land	\$12,000
40'x60' Building and slab	\$45,000
10 bbl brew equip (used)	\$180,000
20' x 20' walk-in cooler	\$15,000
Truck/trailer	\$30,000
<b>Equipment total</b>	<b>\$225,000</b>
<b>Facet 2 Total</b>	<b>\$282,000</b>

**Feasibility and Cost Justification:**

The total preliminary startup cost of Finger Lakes Brew Garden will be \$705,000

FLBG will be funded through the personal cash investments of the owners, who will also secure funding through a small business loan. Other sources of funding may include: Empire State Development Corp, REDEC, NYS Tourism Board, and the DRI.

The amount of funding being requested from the DRI is \$450,000. Funds received from DRI would be applied directly to the cost of rehabilitation of the Clifford Building, improvements to the adjacent grounds, and to aid in the purchase of brewing equipment. Please note that funding received would be applied to hard assets and to secure a multi-year lease on the FLBG property ONLY, and is NOT intended to be used for operating capital, beginning inventory, etc. An itemized list of costs is below:

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All assets will be covered by a New York based LLC. Anna Scheffey-Hohle and Johanna Tuttle will be the major stakeholders in the LLC, along with their respective husbands Steven B. Hohle and John Tuttle.

**Regulatory Requirements:**

**Rendering of Completed Project:**

**Timeframe for Implementation and Project Readiness:**

- There is an estimated 6-month time frame
- Implementation of the Beer Garden and building can be initiated immediately.
- The Microbrewery- Federal and State permitting and licensing may take up to 6 months, leaving that time for FLBG to acquire an appropriate site and gather brewing equipment.

**Project Reporting:**

DRAFT

## 3F: Renovate Maguire Chrysler

### Project Type:

New Development and Rehabilitation of Existing Structures

### Strategies:

### DRI Funding Request:

\$2,023,550

### Public Support:

### Project Description:

The Maguire Chrysler of Watkins Glen is an historical downtown style dealership store with Chrysler Dodge Jeep Ram located at 502 North Franklin Street with a display lot on the south side and across the back spanning Fifth Street on the north to Sixth Street on the south. The store consists of the original building with showroom above at the second floor and additions at the rear for parts and service. There is also a large display lot on the opposite side of Franklin Street with a historic carriage house at the back of the lot. The front of the carriage house fronts on Madison Avenue, a residential street. The carriage house is in poor condition.

The proposed plan is to demolish the additions at the rear of the Maguire Chrysler store and to renovate the original 3,600 SF (and 2,100 SF at second floor) store for a downtown dealership in a historical aspect of the building with a modern showroom, sales areas and offices with the interior opened up to the high open lattice steel truss roof. The partial second story would be renovated for dealer office, conference room, breakroom and a small classic car museum to serve the entire Watkins Glen community. Classic cars would be visible from Franklin Street at the second level, maintaining the sense of the historical downtown dealership. An 8,500 SF addition would be added at the rear for drive-through customer reception, parts storage and a modern service area with 10 service bays including an alignment bay, wash bays, lifts and detail bays. The carriage house would be completely stabilized with a new metal roof and restored to a like new condition usable for storage. Other features of the proposed project would include:

- LEED Certified project with US Green Building Council
- Stone benches along the sidewalk similar to the stone walls at Watkins Glen State Park along the front row of cars on both sides of Franklin Street providing a welcome amenity for weary passersby
- The removal of the south curb cut into the main display lot on Franklin Street increasing the safety along busy Franklin Street
- Decorative tall grasses and hardwood street trees along Franklin Street in islands at strategic locations in the display lots. The street trees would lend naturalistic beauty and shade on sunny days for pedestrians and customers alike
- Ivy covered walls at the block addition creating lovely year-round vegetative texture on the block walls for the enjoyment of the public
- A roof garden between the store and service areas

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- A balcony along the south side of the original building overlooking the display lot and the parades on Franklin Street. The balcony would be accessed from the roofgarden
- Solar panel array on the south facing sloped roof of the original building
- Electric Vehicle (EV) Charging Station available to the public
- 8' high dumpster/tire enclosure
- 6' high privacy fences to screen the display, employee and service lots from residential neighbors at the rear and on the south side
- 4' high decorative fence on the north side of the auxiliary display lot on the west side to replace the existing chain link fence. The fence would extend up the slope to tie in at the corners of the carriage house on the north and south sides to prevent anyone from having a mishap along the steep bank along Madison Ave.

**Jobs Created:**

7 jobs, increasing the work force by 70% from 10 to 17 full time jobs. Upon completion new jobs would be added at follows:

- 2 technicians
- 1 administrative
- 1 service writer
- 2 salespersons
- 1 detailer

**Project Location/Address:**

502 N Franklin St

**Ownership of Property:**

- Maguire, LLC, PO Box 612, Trumansburg, NY 14886
- Properties were purchased by Maguire, LLC on August 27, 2014

**Acquisition of Real Property:**

No property acquisition is required.

**Anticipated Revitalization Benefits:**

- Job creation.
- Improved streetscape and urban design.
- Increased tax revenue.

**Future Use of Structure:**

Commercial

**Project Budget:**

Project Cost Summary

Cost Breakdown
----------------

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Demolish Service Building- 3,335 SF	\$66,700
First Floor Renovations - 3,600 SF	\$918,000
Second Floor Renovations – 2,160 SF	\$378,000
Service/Parts/Customer Recep - 8,500 SF	\$1,462,000
Second Floor Renovations - 2,160 SF	\$378,000
Carriage House Renovations	\$246,000
Sitework - 0.893 Acres	\$175,050
Fixtures, Furniture & Equipment	\$184,000
<b>Total Construction and FFE</b>	<b>\$3,429,750</b>
<b>Total Management/Arch/ Eng/Legal/Permits/Ins/Admin</b>	<b>\$617,350</b>
<b>Total Estimated Project Cost</b>	<b>\$4,047,100</b>
<b>Investment by Maguire LLC</b>	<b>\$2,023,550</b>
<b>DRI Funding Request</b>	<b>\$ 2,023,550</b>

**Feasibility and Cost Justification:**

**Regulatory Requirements:**

**Timeframe for Implementation and Project Readiness:**

The design of the additions, renovations and site improvements would commence immediately following confirmation of DRI participation in this private project. It is anticipated that construction would start in the fall 2018 and complete in the Fall 2019.

**Project Reporting:**

## Goal 4

### 4A: E 4<sup>th</sup> Street Pedestrian Improvements (Waterfront Multi-Purpose Pathway)

**Project Type:**  
Public Improvement

**Strategies:**

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

**Public Support:**

#### **Project Description:**

East 4<sup>th</sup> Street is one of the major corridors in the DRI area, but currently lacks sufficient pedestrian infrastructure to encourage residents and visitors to explore the Village on foot and take advantage of resources available at Clute Park. and will serve as

- **Widen Sidewalks**

Existing sidewalks along E 4<sup>th</sup> Street should be widened to accommodate pedestrians and make for a more walkable environment.

- **Traffic Calming**

Traffic calming is needed along E 4<sup>th</sup> Street between the Eastern Gateway and the bridge. These may include adding a landscaped median, narrowing the shoulder, and additional landscaping.

- **Coordination with Cargill**

The walkway and landscaping would extend east from the current Cargill administrative offices to the current truck entrance gate. The existing fencing would be moved back by 8-10 feet to allow for additional landscaping and sidewalk widening. Cargill would reach an agreement with the Village in order to provide access for the public. Cargill would provide access to water for the irrigation of the landscaping. Landscaping would consist of trees to provide an attractive screen of the manufacturing facility. Rail crossing areas would be maintained with access through an updated fencing material. The current brown building adjacent to the sidewalk will remain but could present an opportunity for a mural to soften its presence.

- **Additional improvements** to East 4<sup>th</sup> Street could include:

- Bikelanes
- Signalized Crossing at Boat Launch Road
- Landscaping
- Wayfinding (see project 4C)

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- Gateway Improvements (see project 4C)

**Project Location:**

E 4<sup>th</sup> Street between Clute Park and Magee Street

**Project Ownership:**

Village of Watkins Glen

**Project Partners:**

- Cargill- The land immediately north of the current sidewalk is owned by Cargill. Cargill would maintain the landscaping on its property.
- New York State Department of Transportation (DOT)-

**Capacity:**

**Project Budget:**

DRI Funding	\$750,000
Cargill	\$40,000 plus in-kind use of property

**Funding Sources:**

**Feasibility and Cost Justification:**

**Regulatory Requirements:**

SEQRA; Village of Watkins Glen Code

**Timeframe for Implementation and Project Readiness:**

The timing for implementation of this project is the fall of 2018. This fits well with both the planned Cargill warehouse expansion project as well as the overall DRI timeline.

**Project Reporting:**

## 4B: New Street Lighting on Franklin Street

**Project Type:**  
Public Improvement

**Strategies:**

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

**Public Support:**

### **Project Description:**

This project would coordinate lighting improvements with New York State Department of Transportation (DOT) repaving work on SR 14/Franklin Street. DOT is proceeding with plans to resurface SR 14, but the work does not include lighting improvements. Lighting upgrades would require additional funding--in addition to coordination with DOT. By coordinating with DOT, this project ensures that the necessary below grade infrastructure is installed (conduit and foundations) so that DRI funds can be used to install new fixtures once the below-grade work is completed.

Resurfacing is being funded by NYS DOT and the conduit and foundations would be paid for by the Village. With DRI funds used to purchase fixtures, this project would demonstrate substantial additional leverage of public funds.

New fixtures would create an appealing and consistent appearance while maintaining safety.

### **Project Location:**

Franklin Street

### **Project Ownership:**

Village of Watkins Glen

### **Project Partners:**

New York State Department of Transportation

### **Capacity:**

### **Project Budget:**

### **Funding Sources:**

### **Feasibility and Cost Justification:**

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**Regulatory Requirements:**

SEQRA; Village of Watkins Glen Code

**Rendering of Completed Project:**

**Timeframe for Implementation and Project Readiness:**

**Project Reporting:**

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## 4C: Gateway Signage and Wayfinding

### Project Type:

Public Improvement

### Strategies:

### DRI Funding Request:

\$750,000

### Public Support:

### Project Description:

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. This project will improve the image of the Village and encourage visitors and residents to enjoy local resources.

- **Gateway Signage**

- **Northern Gateway** – a sign to be located along the southern curve at the entrance of the Village near 1 North Franklin Street.
- **Eastern Gateway** – an overhead sign, to be integrated into a plan that includes traffic calming measures (see project 4A)
- **414 Gateway** – a sign will be located at the site of the existing temporary gateway sign on a concrete wall at the entrance to a small shopping plaza at the corner of SR 414 and S Franklin Street.
- **Southern Gateway** – an overhead sign at the southern boundary of the Village, near Fairgrounds Lane.

- **Wayfinding**

The wayfinding project would locate and install a multifaceted suite of wayfinding components: gateway signs; signs orienting drivers, pedestrians, and bicyclists; kiosks with maps; lighting; and special paving treatments. The wayfinding elements will direct people to municipal parking; shopping areas; and open spaces. Signage for major attractions such as the State Park, Seneca Lake, the Catherine Valley Trail, the lakefront and the historic district will include directional arrows as well as informational text and maps.

### Project Location:

Four major gateways to the Village and throughout the DRI area.

### Project Ownership:

Village of Watkins Glen

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Project Partners:

Capacity:

Project Budget:

Funding Sources:

Feasibility and Cost Justification:

Regulatory Requirements:

Timeframe for Implementation and Project Readiness:

Project Reporting:

DRAFT

## 4D: Zoning Revisions to Address Short Term Rental Housing, Design Guidelines and Historic Preservation

### Project Type:

Public Improvement

### Strategies:

### DRI Funding Request:

\$100,000

### Public Support:

### Project Description:

This project would develop zoning code updates to address conflicts raised by the high demand for seasonal rental housing. Seasonal rentals are an important part of Watkins Glen's tourism industry, but also create unintended consequences in the housing market by reducing supply and driving up housing prices.

- Population served:
- Potential impact to the economy:
- Impact to the DRI area (sustainability, identity, sense of place):

### Outline of Discussion on Potential Zoning Revisions

- **Short-Term Rentals (STRs)**
  - Approach recognizes three different types of STRs that appear to be operating in the Village:
    - Snowbirds – homeowner rents out their house for the time they are away during the winter.
    - Guest House – property owner rents out rooms of a home full-time, and does not reside at the property, though they tend to be local. Amenities such as meals may or may not be provided.
    - Investor – property owner rents out the full home year-round, and typically does not reside locally or provide any amenities.
  - Of the three types, the investor model appears to be most problematic for Watkins Glen, as it removes single-family homes from the supply of year-round housing.
  - The snowbird model is likely having minimal impact on the housing market because those property owners would be living outside the village anyway, and are merely trying to capitalize on the use of their unoccupied home. Prohibiting this type of STR would be controversial as it would cut into a revenue stream that is helping residents afford to live in the Village.
  - The guest house model function like a boarding house or small inn, and should be treated as such. This type of STR provides a needed alternative to the large traditional hotels in the village.

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- Overall approach is to legalize and provide a method of permitting all three models, with a focus on limiting the investor model.
- Potential options:
  1. Accessory Permit:
    - i. Allows STR for unlimited days per year in rooms within homes where the owner also lives.
    - ii. Requires definition of permanent home (e.g., use as primary residence for X days per year).
    - iii. Accessory permit is renewed annually for a fee.
  2. Temporary Permit:
    - i. In residential zoning districts (R-I, R-II, R-III), allows an entire home to be used for STRs for up to 90 days per year.
    - ii. In commercial and transition zoning districts (CB, LD, RT, BT), allows an entire home to be used for STRs for unlimited days per year.
    - iii. Temporary Permits do not have to be owner-occupied.
    - iv. Temporary permits are renewed annually for a fee.
  3. Fees and Fines
    - i. Fees for accessory permits should be relatively small, to avoid barriers to owner-occupied single-family homeowners.
    - ii. Fees for temporary permits should be higher than for accessory permits, but not an unreasonable barrier.
    - iii. Fines should be imposed for using a home as an STR without complying with permitting requirements.
  4. Compliance with the NYS Multiple Dwelling Unit law
    - i. STRs are prohibited by law in properties with more than four units.
    - ii. Property owners of buildings with more than four units who are using units as STRs are essentially operating a hotel, inn, or bed & breakfast and should comply with commercial building code, zoning, and tax regulations.
  5. Accessory and Temporary Permit Conditions
    - i. Need to determine standards of approval for STR permits, such as inspections or training programs.
    - ii. Require posting of operational restrictions and contact information inside the unit.
    - iii. Maximum occupancy limits should be imposed to prevent overcrowding. For example, occupancy limits could be set at two persons per bedroom, plus two additional persons.

6. Quantitative Restriction

- i. Set a maximum ratio of long-term residential units to temporary permits.
- ii. No such regulation should be imposed on accessory permits (any resident should be able to rent out a room in a home without restrictions).
- iii. Maximum ratio should be set at level that allows the STR industry to operate without overwhelming the housing market.

• **Design Guidelines**

- Village adopted design guidelines September 2016. The guidelines provide a good base, but need to be “beefed up” to be more clear about the scale and aesthetic of development that the Village envisions. The addition of diagrams and other illustrations would be helpful.
- The administrative process of regulating, enforcing and implementing the guidelines needs to be more explicit.

• **Local Historic District**

- The Watkins Glen Historic District was listed on the National Register in 2012. However, a local historic district was never established. Steps for establishing such a district are:
  - Determining the appropriate boundary for a local historic district. This could be the same as the National Register District, or could be larger to incorporate more buildings. This could be implemented utilizing an overlay district that uses the same boundaries as what is on the National Register.
  - Drafting enabling legislation for a local preservation ordinance.
  - Creating a Historic District Commission or Architectural Review Board to review projects within the historic district, as an advisory board to the Planning Board.
- It is also recommended that the Village obtain Certified Local Government (CLG) certification through NY SHPO, prior to developing a local preservation ordinance. Benefits include:
  - Funding for historic resource surveys, planning studies, publications, and training programs;
  - Technical assistance from SHPO staff;
  - Participation in a network of CLG communities; and
  - A quarterly newsletter.

• **Other Zoning Revisions**

- Land area per residential unit
  - Square footage requirement for multi-family and/or mixed-use development in RT, BT, CD and LD zones may be excessively high and present a barrier to potential development.
- Parking Ratios
  - Multifamily:

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- Current requirement is two spaces per unit for the first four bedrooms, plus a half space for each additional bedroom (same as single-family). Typically, multifamily apartments have lower parking ratios than single-family uses. A ratio of 1 space for a studio or one-bedroom apartment, plus a half space for each additional bedroom, is appropriate for locations without public transit.
- Hotels:
  - Current requirement is one space per room, plus one space for every four employees, plus one space per 150 sf of restaurants/assembly rooms. The additional parking required for restaurants/assembly rooms may not be needed since most users of those facilities will be staying at the hotel already.
- Office, General Business, or Professional
  - Current requirement is 2.5 spaces for each additional 1,000 sf beyond the first 1,000 sf of gross floor area. Is the intent to require no parking for these uses if they are less than 1,000 sf? This should be clarified.
- Restaurants
  - Current requirement is one space per 60 sf of customer floor area. This may be high.
- Parking Lot Landscaping
  - Current requirement is that at least 8% of off-street parking areas must be landscaped. The Village may consider increasing this to 10%.
  - Although the design guidelines indicate that landscaping should be provided to break up large pavement areas and aid circulation, the code should be more specific about requiring landscaping islands. Many codes require that a landscaping island be provided at least every 10 spaces, for parking lots over a certain threshold (e.g. over 25 spaces).
- Zoning Map Changes
  - Evaluate the zone around Watkins Glen High School and between 12<sup>th</sup> and Clarence Streets. These may be better suited as R3 instead of Canal District.
- Building Height
  - Maximum heights in the Bulk Density Schedule should be identified as either feet or stories for clarity.
  - Develop a clear and consistent process for establishing building height during the site plan review process
- Signage Design Guidelines
  - Ensure that any new design guidelines around signage is also captured in the Sign Requirements section of the zoning to eliminate any conflicting language.

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**Project Location:**

Village-wide

**Project Ownership:**

Village of Watkins Glen

**Project Partners:**

Schuyler County, Village of Watkins Glen Planning Board

**Capacity:**

**Project Budget:**

**Funding Sources:**

**Feasibility and Cost Justification:**

**Regulatory Requirements:**

**Timeframe for Implementation and Project Readiness:**

**Project Reporting:**

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## 4E: Public Artwork Project

### Project Type:

Public Improvement

### Strategies:

### DRI Funding Request:

\$200,000

### Public Support:

### Project Description:

This project would fund a public artwork competition to beautify the DRI area and engage residents and visitors while bringing new opportunity for local artists. The Public Artwork Project would be administered by community volunteers to oversee the commission, selection and placement of artwork in public places. DRI funds for the Public Artwork Project will fund selected artists' works to be displayed throughout the Village and a final prize to be awarded to one piece following a period of public voting. Installations will be displayed on a temporary basis, with the exception of the final public selection, which will remain in place in the Village after receiving prize money. This project will engage members of the public, support artists, and encourage visitors and residents to circulate throughout the Village to visit each piece of art during the voting period.

The Public Artwork Project would be open to anyone who would like to submit artwork, and can operate with the support local businesses, potentially with coordination from the Watkins Glen Area Chamber of Commerce (WGACC).

- The Village creates a Public Artwork Committee of local business owners, artists, and members of the community to create an RFP, identify appropriate locations, and review proposals for public art projects, and select the finalists.
- Selected finalists will receive funding to complete their proposed work, and install in designated location. Small pieces may also be located in participating businesses or other public locations.
- The Village and committee will advertise a period of public voting, promoting the project with public engagement events and coordinating with community partners such as the WGACC. Members of the public will vote for their favorite piece.
- The committee will count public votes and award the prize to the winner, which will find a permanent location in the Village. Pieces that do not receive the final prize may be purchased moved.

Phase 2: In order to sustain the Public Art Project as an annual event, SCOPED could establish an ongoing funding stream similar to the Rockland County model. Rockland County's Percent for Art Law states that 1% of the first \$15 million of bonded County capital projects will be allocated for art; a similar percentage could be used in Watkins Glen.

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SCOPED would oversee the Public Artwork Program and work with local Watkins Glen volunteers to commission, select, and place works of art at public sites, and oversee the conservation of the artworks once installed.

### Project Location:

Village-wide

### Project Ownership:

Art would primarily be located in public places, in which case the Village would have legal jurisdiction and ownership. Art located on private property would require coordination with private owners.

### Project Partners:

- Watkins Glen Area Chamber of Commerce
- SCOPED
- ARTS Council of Southern Finger Lakes

### Capacity:

### Project Budget:

### Funding Sources:

- DRI funding to support the program design and launch, funding to commission artwork, promotional materials and final prize.
- The Village can partner with the ARTS Council of the Southern Finger Lakes to apply for grant funding through the New York State Council on the Arts (NYSCA). As an eligible applicant, the ARTS Council can administer funds from the NYSCA Decentralization Program to provide funding for quality arts projects for the Watkins Glen community.
- Donations from private individuals and organizations

### Feasibility and Cost Justification:

### Regulatory Requirements:

SEQRA; Village of Watkins Glen Code

Phase 2: In order to achieve a funding mechanism for public art similar to the AIPP program in Rockland County, the Village of Watkins Glen would have to pass a "Percent for Art Law" enabling a percentage of bonded Village capital projects to be allocated for art. The Village would also need to coordinate with the ARTS Council, as the logical organization to administer the ongoing program, with identified local volunteers.

### Timeframe for Implementation and Project Readiness:

A Public Artwork Committee could be formed within a month of selection for DRI funding. The voting process should be held during the summer to maximize its visibility and accessibility for residents and visitors.

Project Reporting:

DRAFT

## 4F: Lafayette Park Upgrades

### Project Type:

Public Improvement

### Strategies:

### DRI Funding Request:

\$50,000

### Public Support:

### Project Description:

This project will leverage private donation funding to improve a public park in the DRI area. Elements included in the private donation are a new fountain and clock to be located on the eastern side of the park, as well as additional lighting. The DRI could fund additional improvements to the park, including:

- Develop flexible master plan addressing current and possible future donations
  - coordinate location of new clock and fountain
  - explore fountain option that can be integrated into play area [in ground instead of object]
- Keep open space at east side of park for open play, pick-up sports
- Consider location for public restroom
- Further improve signage / wayfinding for Catherine Valley Trail and Finger Lakes Trail – the current kiosk is not legible
- Consider improved/more integrated play area with better safety surfacing
- Ensure new lighting is coordinated with new lighting throughout the Village
- Retain all existing, healthy trees, develop plan for future replacement, addition of trees where relevant
- Develop comprehensive maintenance plan, improve plant maintenance / pruning training
- Explore adding more lush landscaped / garden area where appropriate
- Develop catalog of site elements, furniture, seating to create consistent look, identity

### Project Location:

Lafayette Park is bordered by N Decatur St to the west, E 4<sup>th</sup> St to the north, N Potter St to the east, and 5<sup>th</sup> St to the south.

### Project Ownership:

### Project Partners:

### Capacity:

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Project Budget:

Funding Sources:

Private donation	\$200,000
DRI Request	\$50,000
Total cost	\$250,000

Feasibility and Cost Justification:

Regulatory Requirements:

SEQRA; Village of Watkins Glen Code

Timeframe for Implementation and Project Readiness:

Project Reporting:

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