



# Village of Watkins Glen

## Downtown Revitalization Initiative

Local Planning Committee Meeting #2

October 25, 2017

# Agenda

- 1. Welcome**
- 2. Project Status and Timeline**
- 3. Public Engagement Update**
- 4. Open Call for Project Ideas**
- 5. Preliminary Project Ideas–Discussion**
- 6. Next Steps**
- 7. Public Comments**

# Local Planning Committee

**Judy McKinney Cherry**

**Laurie DeNardo**

Jon Beckman

Dennis Fagan

Jeannette Frank

Brittany Gibson

Eric Hollenbeck

Peter Honsberger

Keith Klug

Tim O'Hearn

Gary Schmidt

Amanda Smith-Socarlis

Ben Stamp

Kristin VanHorn

Ken Wilson

**SCOPED**

**Village of Watkins Glen**

Watkins Glen International

Schuyler County Legislature

The Arc of Schuyler

Watkins Glen Area Chamber of Commerce

Hollenbeck Film + Experience Company

The Great Escape Ice Cream Shop

Cargill Salt

Schuyler County

Village of Watkins Glen

Seneca Physical Therapy

FLX Gateway CDC

Schuyler County Planning

Resident

**Co-chairs in bold**

# New York State and Consultants

## **New York State**

NYS Department of State

NYS Homes and Community Renewal

NYS Empire State Development

## **BFJ Planning**

Sarah Yackel, Principal, AICP

Simon Kates, Associate, AICP, LEED AP

## **Larisa Ortiz Associates**

Larisa Ortiz, Principal

Nur Asri, Project Associate

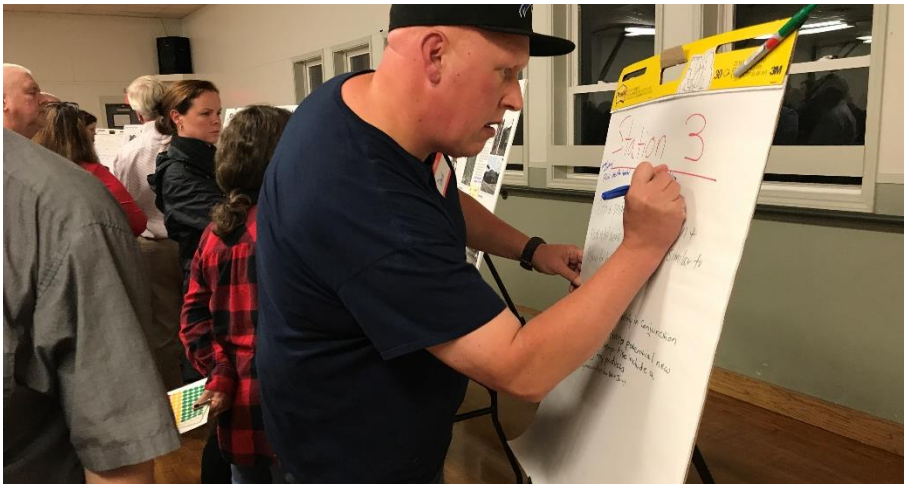
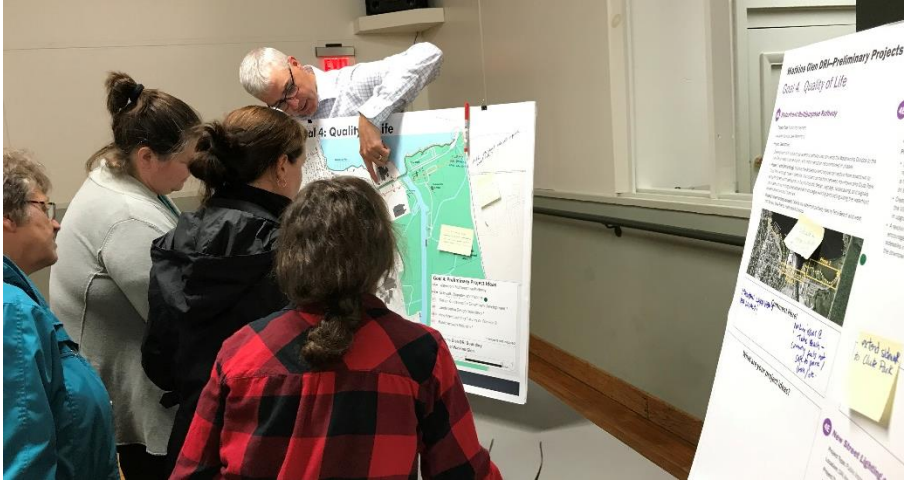
# Project Status and Timeline





# Public Engagement Update

## Public Engagement Event 1, October 18, 2017



# Public Engagement Update

## Public Engagement Event 2

Evaluate Project Ideas and Refine Project Details

- Date: December 13, 2017 from 6:00pm to 8:00pm.
- Location: Community Center.
- Format: Roundtable Design Workshop.

## Public Survey

- Survey will be developed to hear input on project ideas.
- Administered online via Survey Monkey, with hard copies available.
- Survey will be open in early 2018.

# Watkins Glen DRI Plan Sections

## Part One: Downtown Vision Plan

1. Downtown Profile and Assessment
2. Downtown Vision, Goals, and Strategies
3. Downtown Management and Implementation Strategy
4. Public Involvement

## Part Two: Project Profiles

1. Statement of Community Vision
2. Project List
3. Project Location Map
4. Project Profiles



# Watkins Glen Downtown Vision

**The vision of the Watkins Glen Downtown Revitalization Initiative is to leverage the accessible Seneca Lake waterfront, famous wine trails, vibrant arts scene, internationally recognized racetrack with a storied auto-racing heritage, and world class State Park for progressive community development that retains and enhances our unique character to sustain a year-round innovative and prosperous economy that is supported by our community.**

Vision statement was created for the DRI Application based on public input and prior planning work in the Village.

# Watkins Glen Downtown Goals

## Goal 1: Downtown Living

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

## Goal 2: Culture & Entertainment

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

## Goal 3: Economic Development

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

## Goal 4: Quality of Life

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

# Open Call for DRI Projects

## The Watkins Glen DRI Local Planning Committee is seeking proposals for potential DRI projects on private property.

- Objective is to hear from the community about potential projects on private sites.
- LPC wants to ensure that any DRI funding for a project on private property is fully vetted out in the open.
- Deadline to submit will be in late November so the LPC can review submissions before presenting at the next public workshop.
- Types of projects could include: new construction and renovation of existing buildings

# Project Selection Criteria

## **Projects recommended for funding can include:**

- Public and private construction or rehabilitation.
- Legislative and regulatory recommendations.
- Branding and marketing.
- Grant/loan programs for businesses and residents.

## **The DRI Plan may include:**

- Priority Projects that are candidates for DRI funding.
- Other projects and actions that support the Village's vision but could receive funding from other sources.

# Project Selection Criteria

## Cost

- Estimated cost to public and private sector partners and operating costs.

## Community benefit

- Potential tax revenue impacts and anticipated community benefits.

## Catalytic potential

- Potential to transform downtown, leverage additional funding, make a longterm impact.

## Job generation

- Estimated employment and workforce development potential.

## Feasibility

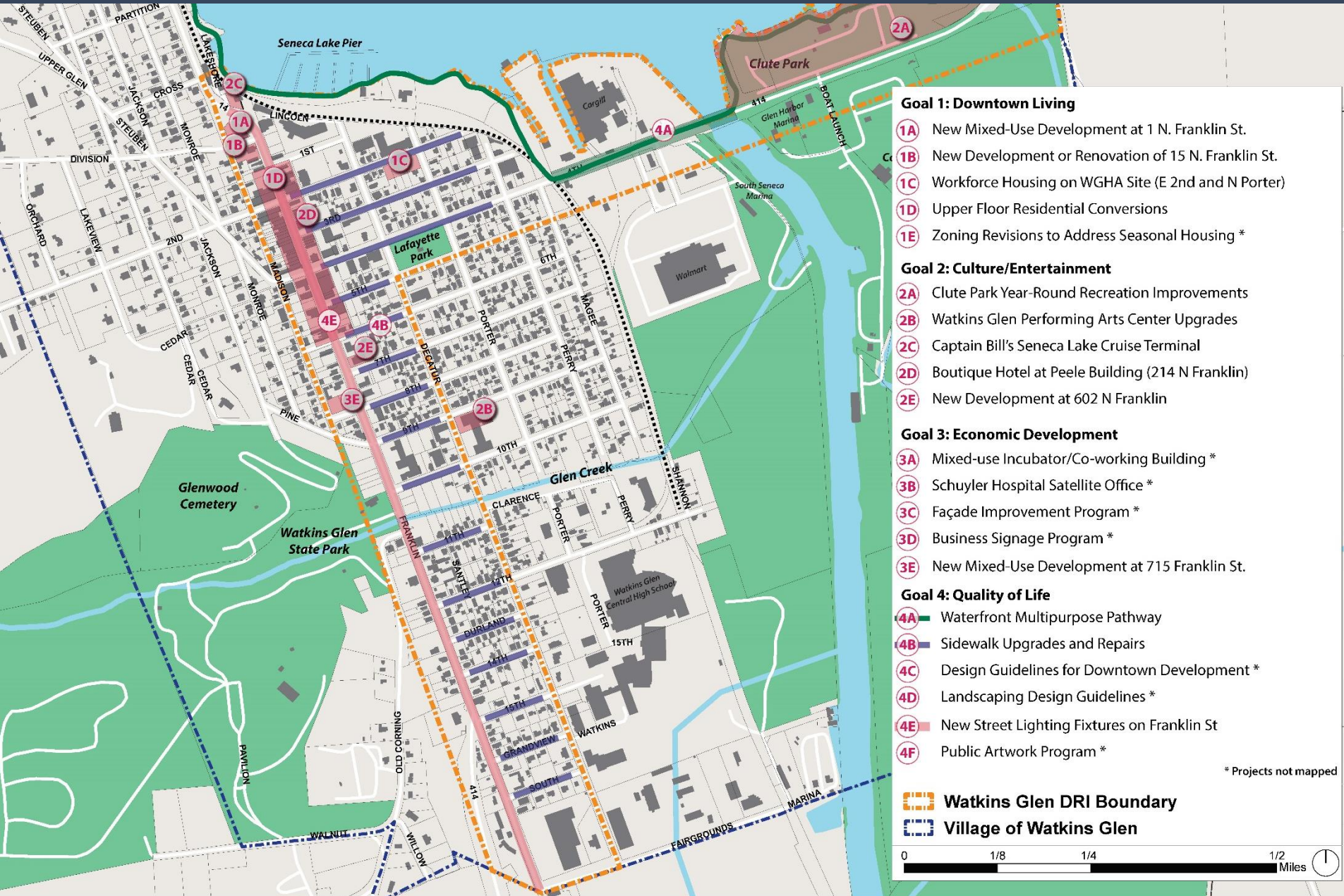
- Capacity to implement, project readiness, site control, regulatory challenges.

## Public support

- Demonstration of support based on Public Engagement Events and prior planning.



# Preliminary Project Ideas—Discussion



## Goal 1: Downtown Living

- 1A New Mixed-Use Development at 1 N. Franklin St.
- 1B New Development or Renovation of 15 N. Franklin St.
- 1C Workforce Housing on WGAH Site (E 2nd and N Porter)
- 1D Upper Floor Residential Conversions
- 1E Zoning Revisions to Address Seasonal Housing \*

## Goal 2: Culture/Entertainment

- 2A Clute Park Year-Round Recreation Improvements
- 2B Watkins Glen Performing Arts Center Upgrades
- 2C Captain Bill's Seneca Lake Cruise Terminal
- 2D Boutique Hotel at Peele Building (214 N Franklin)
- 2E New Development at 602 N Franklin

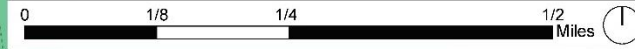
## Goal 3: Economic Development

- 3A Mixed-use Incubator/Co-working Building \*
- 3B Schuyler Hospital Satellite Office \*
- 3C Façade Improvement Program \*
- 3D Business Signage Program \*
- 3E New Mixed-Use Development at 715 Franklin St.

## Goal 4: Quality of Life

- 4A Waterfront Multipurpose Pathway
- 4B Sidewalk Upgrades and Repairs
- 4C Design Guidelines for Downtown Development \*
- 4D Landscaping Design Guidelines \*
- 4E New Street Lighting Fixtures on Franklin St
- 4F Public Artwork Program \*

Watkins Glen DRI Boundary  
 Village of Watkins Glen



\* Projects not mapped

# Goal 1: Downtown Living

**1A: New Mixed-Use Development at 1 N. Franklin Street**

**1B: New Development or Renovation of 15 N. Franklin Street**

**1C: Workforce Housing on Watkins Glen Housing Authority Site**

**1D: Upper Floor Residential Conversions**

**1E: Zoning Revisions to Address Seasonal Housing**





# Goal 1: Downtown Living

## New Project Ideas:

- Extend Village water service to Salt Point.
- Reduce stormwater runoff in downtown.
- Pocket parks and community gardens in downtown.
- Redevelop Carriage House.
- Reduce truck traffic and noise.
- Improved wayfinding signage.
- More street trees.
- Pre-school/youth facility in new development.
- Upgrade water and sewer lines to accommodate new development.

# Goal 2: Culture & Entertainment

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

**2B: Watkins Glen Performing Arts Center Upgrades**

**2C: Captain Bill's Seneca Lake Cruise Terminal**

**2D: Boutique Hotel at former Peele Building**

**2E: Redevelopment of 602 Franklin Street**



# Goal 2: Culture & Entertainment

## New Project Ideas:

- Salt History Museum.
- YMCA or family resource centers, activities, childcare.
- Children's sports leagues (e.g., gymnastics, ice hockey, soccer, etc.)
- Indoor sports/gym activity center or large communal art space.
- Clute Park: outdoor theater, dog park, concert/performance series.
- Bike rental.
- Relocate racing museum to Franklin.
- Downtown museum for geology, viticulture, Native American heritage, racing heritage, the Finger Lakes, fish and boating, etc.
- Ice climbing facility.
- Collaboration with Corning Museum of Glass.
- Village-wide WIFI and broadband.
- Seneca Lake Winery Heritage Center.
- Educational Collaboration with FLCC/CCC.



# Goal 3: Economic Development

**3A: Mixed Use Incubator/Co-working Building**

**3B: Schuyler Hospital Satellite Office**

**3C: Facade Improvement Program**

**3D: Business Signage Program**

**3E: New Mixed-Use Development at 715 Franklin Street**



# Goal 3: Economic Development

## New Project Ideas:

- Test kitchen with pop-up restaurant space, cooking/wine classes.
- Maker space with 3D printers, electronics development, and shop equipment.
- Grants or loans to develop small businesses on Decatur.
- Property tax abatement to encourage property owners to improve property.
- Activity space to bring young families downtown.
- Co-working facility at the carriage house.
- Cornell Viticulture/FLCC satellite location.
- Program to assist retail owners with operations (i.e., Gordon Ramsey Restaurant Makeovers).
- Fill vacant storefronts.
- Retail Boot Camp to transform businesses with help merchandising/branding.
- Hemp Research Institute.
- New façade/redevelop Ferry House (475 N. Franklin).

# Goal 4: Quality of Life

**4A: Waterfront Multipurpose Pathway**

**4B: Sidewalk Upgrades and Repairs**

**4C: Downtown Design Guidelines**

**4D: Landscaping Design Guidelines**

**4E: New Street Lighting on Franklin Street**

**4F: Public Artwork Program**



# Goal 4: Quality of Life

## New Project Ideas:

- Improve façade of the salt plant.
- Alternative Health & Wellness Center.
- Salt Plant hiking trail from Cargill to US Salt with scenic overlook.
- Community Garden at Clute Park.
- Signage for Village/Service organizations.
- More trees and landscaping.
- Public artwork—not just murals; interactive pieces, partner with other underrepresented agencies; rotating art and visiting artists.
- Parking management to resolve parking issues.
- Broadband.
- Public garden at Clute Park to showcase native plants, bushes, seasonal flowers, etc.

# Next Steps

Revise list of preliminary project ideas based on public comment and LPC discussion.

Release Open Call for Project Ideas

Finalize Downtown Profile and Assessment.

Finalize Vision, Goals, and Strategies

Prepare for Public Engagement Event #2.

- December 13 from 6:00 – 8:00 at the Community Center

Prepare for Next LPC Meeting.

- November 29 from 6:00 – 8:00 at Village Hall



# Public Comment



## Village of Watkins Glen Downtown Revitalization Initiative

Local Planning Committee Meeting #2

October 25, 2017