



transform, reuse, activate

SENECA LAKE WATERFRONT REDEVELOPMENT OPPORTUNITY



INTENT

The Village of Watkins Glen, New York in partnership with Schuyler County and the Schuyler County Partnership for Economic Development (SCOPED), is seeking request for proposals from qualified developers to partner with us for a rare development opportunity related to the development of several parcels on the Seneca Lake waterfront.

PROJECT BACKGROUND

The Village of Watkins Glen is located at the headwaters of Seneca Lake and is considered the gateway to New York State's Finger Lakes Region. The beauty of its natural surroundings, authentic and welcoming atmosphere, and accessibility from major metro areas such as NYC, Philadelphia, Washington DC, and Toronto as well as nearby cities of Rochester, Syracuse, and Erie, Pennsylvania, make the Village of Watkins Glen a prime location for developers and investors alike. The economies of Watkins Glen and Schuyler County rely heavily on tourism to and through the Finger Lakes Region. Recent tourism statistics estimate Schuyler County hosts over 4 million annual visitors drawn to attractions in the Village and surrounding area including internationally-recognized Watkins Glen International Speedway and Cornell University, nationally-recognized Watkins Glen State Park, pristine Seneca Lake, nationally-acclaimed Corning Museum of Glass, and the Seneca Lake Wine and Beer Trails.



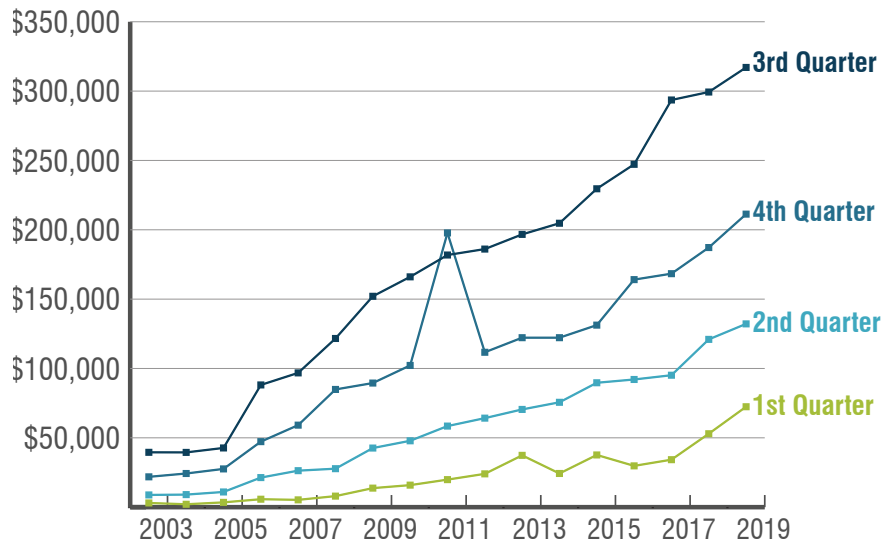
In 2012, the business community in partnership with the Village of Watkins Glen, Schuyler County, and SCOPED began the Project Seneca Initiative which includes redevelopment of the villages of Watkins Glen and Montour Falls as well as transformation of the waterfront in Watkins Glen. When the transformation is complete, investment is expected to total \$400 million. Since 2012, the area has experienced capital investment greater than \$190 million.

Unlike many other communities in the Southern Tier of New York, Schuyler County has positive net migration, occupancy tax revenues continue to set records year after year and sales tax revenues also continue to boast year-over-year increases. GDP for the County is growing at a rate (6.42% since 2001) that outpaces all but two other New York counties. Housing permits for new construction have grown by nearly two percent since 2014. Schuyler County ranked 8th in the State of New York for business growth in 2018 with an annual rate of 3.0%. Watkins Glen's resident population grew by nearly 5% between 2015 and 2017 to a total of 1,919 while median age has lowered from 43 to 38. The 2019 cost of living index indicates that Watkins Glen costs less than the US average (85.8 and 100 respectively). Schuyler County has experienced remarkable increases in both sales tax and lodging tax revenues since 2008. We are achieving success in accomplishing one of our primary economic development goals - to bolster the year-round economy. Our economy is benefiting from an expanded tourism season as demonstrated by change over time in the first and fourth quarterly revenues as depicted below.

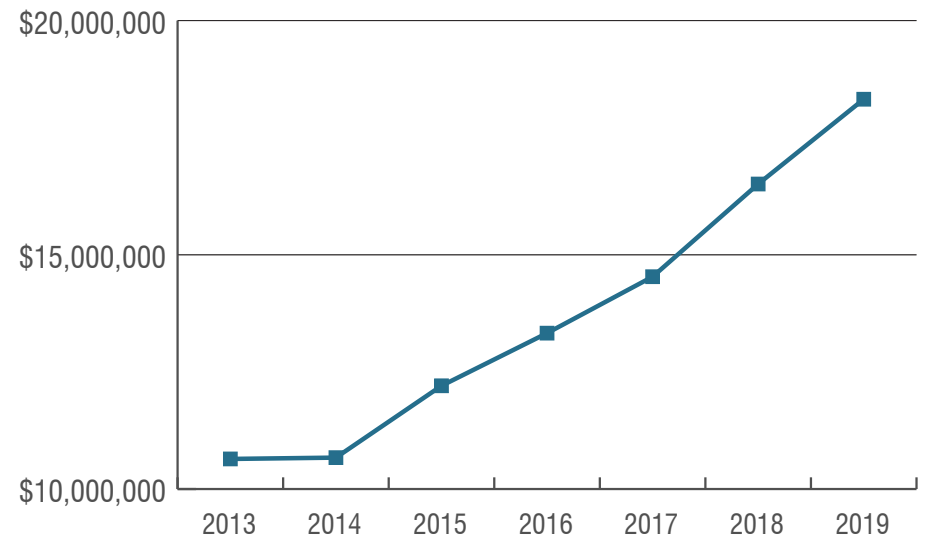
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HISTORIC QUARTERLY ROOM TAX COLLECTED



LODGING VALUE BY YEAR





PROJECT LOCATION

The location of this project offers a once in a lifetime opportunity for development directly on pristine Seneca Lake with unobstructed and breathtaking views of Seneca Lake. The project site is walkable to the Village Downtown and Watkins Glen State Park. All public utilities are located on the site, with a reasonable capacity for development. The project location offers an opportunity for a significant return on investment.

PROJECT LOCATION



PROJECT LOCATION



SITE DETAILS

The project site is composed of three extraordinary parcels on the Seneca Lake waterfront at the terminus of Porter Street in the Village of Watkins Glen. The Village and County are seeking a private developer with interest in entering a long-term land lease agreement up to 99 years, depending on the investment.

Site Owner: The western most parcel is owned by Schuyler County and the remaining two parcels are owned by the Village of Watkins Glen.

Tax Parcel #/ Size: Parcel ID # 65.09-7-3 (.438 acres),
Parcel ID # 65.09-7-4 (0.253 acres)
Parcel ID # 65.09-7-5 (1.021 acres)
Note: Proposals may include all three parcels or individual parcels

Current Uses: The parcels are currently occupied by the Village Marina restaurant and large charter boat launch the Village wastewater treatment plant which will be decommissioned in the Winter of 2021. Upon decommissioning of the Village wastewater treatment plant, the developer shall be responsible for demolition of the facility and preparing the site as necessary to accommodate the proposed development.

Utilities: Services currently available at the site include water and electricity provided by the Village of Watkins Glen. Natural gas and fiberoptic telecommunications are accessible while the existing wastewater treatment plant is not currently served by gas or fiberoptic telecommunications.

Environmental: Preliminary environmental due diligence and hazardous material testing has been completed for the Village plant in a Phase I Environmental Site Assessment. This assessment is accessible on the SCOPED website at www.flxgateway.com. This assessment has revealed minimal evidence of recognized environmental conditions in connection with the subject property. The nature of future development activity and/or reuse of the subject property will determine any need for additional environmental review or investigation.

CURRENT ZONING AND PLANNING STANDARDS

The project site is located in the Lakefront Development (LD) zone, as defined by the 2018 Village of Watkins Glen Zoning Law. The intent of this district allows for mixed use development in the interest of providing employment opportunities, enhancing the local tax base, and promoting water-dependent and water-enhanced land uses along the Seneca Lake waterfront.

The Design Guidelines have been developed for the Village of Watkins Glen as part of the implementation of the 2012 Comprehensive Plan as well as to:

- Preserve and enhance the Village of Watkins Glen's unique character.
- Improve the visual quality of the primary streets leading through the Village.
- Encourage economic development.
- Coordinate projects so that they help each other succeed.

The project site is also located in an area governed by the 2016 Local Waterfront Revitalization Program (LWRP) set forth by the Project Seneca community redevelopment planning initiative. Proposed developments will be reviewed for compliance with LWRP standards.

The County-owned parcel included in the proposed scope of development is occupied by the Village Marina restaurant and large charter boat launch. This parcel has been designated as park land by New York State.



PROJECT GOALS

Year-Round Operation

The Village and project stakeholders are seeking a proposed development that will be in operation year-round. Proposed developments must incorporate features that generate year-round economic activity and benefit village residents and visitors through all four seasons.

Multi-Use, Facility:

A facility providing space for commercial enterprises including but not limited to specialty retail stores and/or restaurants and dining spaces.

Waterfront Architecture

Architectural design of building and landscaped areas on site consistent with existing Seneca Lake waterfront architecture in the surrounding area

Green Infrastructure Practices

The design should incorporate elements of NYS DEC compliant green infrastructure stormwater management to address increased runoff rates and volumes associated with development at the project site.



PROJECT DESIGN PARAMETERS

The following features have been identified as required design parameters that must be included in plans for development at the site:

- **Waterfront Walk:** Developers must include a waterfront walkway running the entire length of the project site that allows public access along the entire lake frontage.
- **Public Restrooms:** Public restrooms must be incorporated into the proposed development. These may be located in the main building or in a separate building on site. (If the proposal separates parcels, public restrooms must only be accommodated on 65.09-7-3)
- **Private Restrooms:** Developers must include private, locked restroom spaces for tenants of the Village Marina, including shower and restroom amenities. These may be located in the main building or in a separate building on site.
- **Large Vessel Boat Launch:** Developers must maintain the location, function and access to the existing large vessel boat launch between the Village Marina restaurant and Village wastewater treatment plant. This launch is the only location on the southern end of Seneca Lake to launch/remove large vessels from the water. This boat launch is used intermittently and only during the winter months. (If the proposal separates parcels, this must only be accommodated on 65.09-7-3)
- **Parking:** Any additional parking will be the responsibility of the developer.
- **Marina Infrastructure:** There is existing infrastructure on site supporting marina operations. This infrastructure must be accounted for in the final design of the project and maintained during the demolition and construction periods. (If the proposal separates parcels, marina infrastructure must only be accommodated on 65.09-7-3.)



REQUEST FOR PROPOSALS

Developers shall prepare a submittal including the following information:

- 1. Developer Identification:** A complete name, business address, telephone number, and the name, mailing address, and telephone number of the responsible individual serving as point of contact for the project stakeholders.
- 2. Letter of Interest:** A letter expressing the developer's interest in involvement at the project site, including a description of development approach detailing why the respondent is interested in the project, what is the respondents previous experience working with public sector partners, and how will design criteria, objectives and project schedule be addressed.
 - a. Site Concept Plan & Estimate: A sketch or concept plan displaying a potential development scheme and conceptual-level estimate of development cost for the project site that the developer's team proposes.
- 3. Organizational History:** A description of the developer's organization including names of principal officers, number of employees, areas of specialization and expertise, and location of offices from which the development will be administered.
- 4. Project Team Structure:** An organization chart presenting members of the project team including a dedicated project manager, key personnel, and any sub-consultants or contractors assigned to the team, including the availability of backup personnel to assist in project development. This information shall also include a summary of the roles, responsibilities, and general qualifications of each team member identified in the organization structure (i.e., professional registrations, certifications and/or licenses, education, years of experience, and highlighted project experience).

- 5. Highlighted Experience:** A portfolio of experience for all project team members shall be provided presenting previous redevelopment experience. This portfolio shall include all subconsultant experience related to this scope as well. Portfolio entries shall cite specific projects of a similar nature to the development described in this document and include primary client contact information for each project cited.
- 6. Vision and Redevelopment Approach:** Provide a paragraph of the general vision for the redevelopment including your thoughts on the concepts and uses desired by the committee as well as other concepts that you deem worthwhile for the committee to consider.
- 7. Financial Statement:** Provide a statement of the firm's financial capacity and ability to fund the proposed development scheme, including anticipated capital investment to be made by the developer and discussion of funding, financing, investments to be committed to the project as well as any necessary public financial assistance. Also provide financial statements including audited balance sheet, income and cashflow statements for each of the last three years. Additional financial information and verification may be required at the Village's discretion.
- 8. Lawsuit and Claim Identification:** A five-year history of any claims, lawsuits or other legal action taken against members of the project team, including resolution of the legal action by settlement, litigation, or fines issued by regulatory agencies.
- 9. Submittal Deadline:** Request for Proposals are due by 4:00 PM on March 26,2021. Late submittals will not be accepted. Three hard copies and one clearly-labeled thumb drive electronic copy of the RFP package must be delivered to the SCOPED offices. Proposals shall be addressed to:
SCOPED
c/o Waterfront Redevelopment RFP
910 S. Decatur Street
Watkins Glen, NY 14891

CONFIDENTIALITY

The rules of the Request for Proposals do not permit disclosure of the identity of participating firms or developers until after the designated submittal deadline. After that date, no attempt will be made to withhold the names of developers who have submitted proposals, although financial reports and similar data submitted with the proposals will be treated as business confidential.

TIMELINE

The following tentative schedule has been identified for the potential development project:

Selection of Developer: April 2021

Developer Agreement Executed: June 2021

Design Development, Permitting & Approvals: July 2021- April 2022

Demolition and Development Construction: Construction Season 2022-2023

INCENTIVES AVAILABLE

The Village of Watkins Glen and partners recognize that public assistance may be needed to induce redevelopment of the site. The Schuyler County Industrial Development Agency is prepared to provide reasonable assistance to the selected developer based on demonstrated need.