

Downtown Revitalization Initiative (DRI)

Village of Waterloo DRI

Public Workshop #1

May 28, 2024



Department
of State

Downtown
Revitalization
Initiative

Our Agenda for Tonight

- Team Introductions
- Brief Overview of the DRI
 - Goals
 - Process
 - Public Engagement
- Draft Vision for Downtown Waterloo
- Open Call for Projects
- Providing Your Input Tonight
- Questions & Answers

Team Introductions

State Agency Team

Department of State

Sam Aldrich,

Samantha.Aldrich@dos.ny.gov

Empire State Development

Greg Parker,

Gregory.Parker@esd.ny.gov

NYS Homes and Community Renewal

Tirzah Peters,

Tirzah.Peters@hcr.ny.gov

- Provide guidance and support for the DRI planning process
- Manage and assist the consultant team
- Participate in preparation and review of DRI documents
- Engage other State agencies, when needed

Consultant Team

Lead: Urban Strategies Inc.

(Program facilitation, urban planning & design, public engagement)

Mark Reid

James DiPaolo

Ahmed Abdul Aziz

Sub-Consultant Team

4-Ward Planning (Market Analysis)

TWMLA (Landscape, Civil, Transportation, Environmental)

Bero (Architecture)

Trophy Point (Cost Consultant)

- Lead all public engagement
- Prepare program documents
- Assist LPC with identification, development, and evaluation of potential projects
- Provide the LPC input and feedback on proposed projects
- Conduct research, as necessary

About Urban Strategies

Troy, NY Comprehensive Plan



Village of Perry DRI



City of Olean DRI

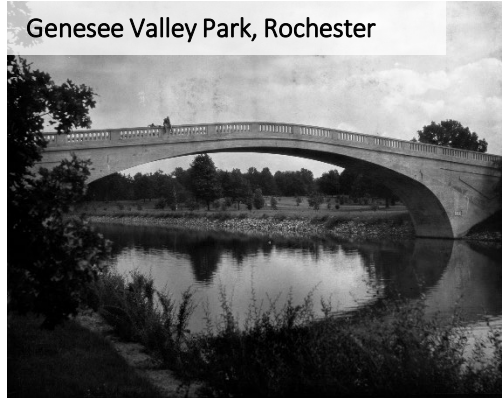
The broader consulting team

Ithaca Commons



Trowbridge Wolf Michaels (Landscape, Engineering, Environmental)

Genesee Valley Park, Rochester



Bero Architecture (Architecture, Heritage)

City of Rochester DRI



Trophy Point (Construction Cost Estimating)

Village of Perry DRI



4ward Planning (Economic & Market Analysis)

Local Planning Committee

LPC Co-chairs

Walter Bennett, Mayor of Waterloo

Julia Hoyle, REDC Member

Members

Lee Boise, Waterloo Rotary Club

Melissa Button, Coldwell Banker Realty

Katherine Chase, Waterloo Library & Historical Society

Sarah Davis, Seneca County Industrial Development Agency

Wendy DiSanto, Waterloo School Board

Salvatore Franzone, Ciccinos

Jillian Henry, Seneca County Planning & Community Development

Alexis Hobart, Community Bank, N.A.

Thomas Murray, Muranda Cheese Company

Dale Pemberton, Finger Lakes Art Council

Jeffery Shipley, Seneca County Chamber of Commerce

Howard Strader, Resident

- Participate in LPC meetings
- Provide input on planning efforts
- Provide feedback to consultant team and State
- Review documents
- Assist with community engagement and outreach

Brief Overview of DRI

What is the DRI?

- \$10 Million awarded to one community in each REDC region
- State-wide investment to reinvigorate local and regional economies by revitalizing downtowns
- Program recognizes the unique qualities and sizes of various communities throughout the State



DRI Program Goals



**Enhance downtown living
and quality of life**



**Provide enhanced public
spaces that serve those of
all ages and abilities**



**Create an
active downtown with
a mix of uses**



**Create diverse
housing options for
all income levels**



**Provide diverse
employment opportunities
for a variety of skill sets
and salary levels**



**Encourage the reduction
of greenhouse gas
emissions**



**Grow the local property
tax base**

DRI Program from Start to Finish



APPLY

September 2023 –
March 2024

- Communities prepared and submitted applications to REDCs
- REDCs nominated communities
- State announced winners



PLAN

April – December 2024

- Local Planning Committees are established
- Community vision and goals are refined
- Projects are identified and refined
- LPC recommends projects to State

WE ARE HERE



IMPLEMENT

2025 - 2030

- Final plans are submitted to the State
- Projects are selected and awarded

Planning Process



WE ARE HERE!

Visioning

Refine the community's future vision, establish priorities and gather input



Opportunities + Challenges

Understand the community's unique characteristics and key opportunities



Project Development + Evaluation

Identify, develop, and evaluate potential projects



Project Recommendations

Recommend projects that align with the community's

8-9 Month Timeframe (April – December 2024)

- Each community is led by a consultant team to guide the planning process, develop projects to recommend to the State, and document in a Strategic Investment Plan
- This process helps ensure all voices are heard and projects are carefully considered.

What is the end goal of the planning process?

- Consensus on a recommended list of projects for implementation
- Submission of a Strategic Investment Plan to the State containing recommended list of projects
- Momentum and direction for downtown revitalization



VILLAGE OF TANNERSVILLE Strategic Investment Plan

Capital Region Economic Development Council

New York State
Downtown Revitalization Initiative

August 2022



Downtown
Revitalization
Initiative

Final Slate of Recommended Projects

- Final slate of projects takes into consideration feedback from the public and is finalized by the LPC
- The total amount of requested DRI funds will have a higher dollar amount than what will be awarded

Funding Requests Received



Target Range



DRI Award



Successful Projects in Our Region



City of Geneva – Round 1



Town of Seneca Falls – Round 4



City of Batavia – Round 2



City of Geneva – Round 1

Public Engagement

- **Critical component of the DRI / NYF planning process!**
- Lead by the consultant team
- Takes place throughout the process and is tailored specifically to each community's needs
- Activities should encourage participation from a broad and diverse population



How does Public Engagement Help This Process?

- Helps to craft / refine the downtown's vision, goals, and strategies
- Input on project types and community needs
- Feedback on proposed projects and transformative potential in downtown



Public Engagement Methods

- LPC Meetings, which include a public comment/question period
- Public Workshops (x2, including tonight)
- Online Engagement
 - [WaterlooDRI.com](https://www.waterloodrill.com)
- Other Local Outreach Activities (TBD)



Draft Vision for Downtown Waterloo

An initial vision was included in the Village's DRI Application

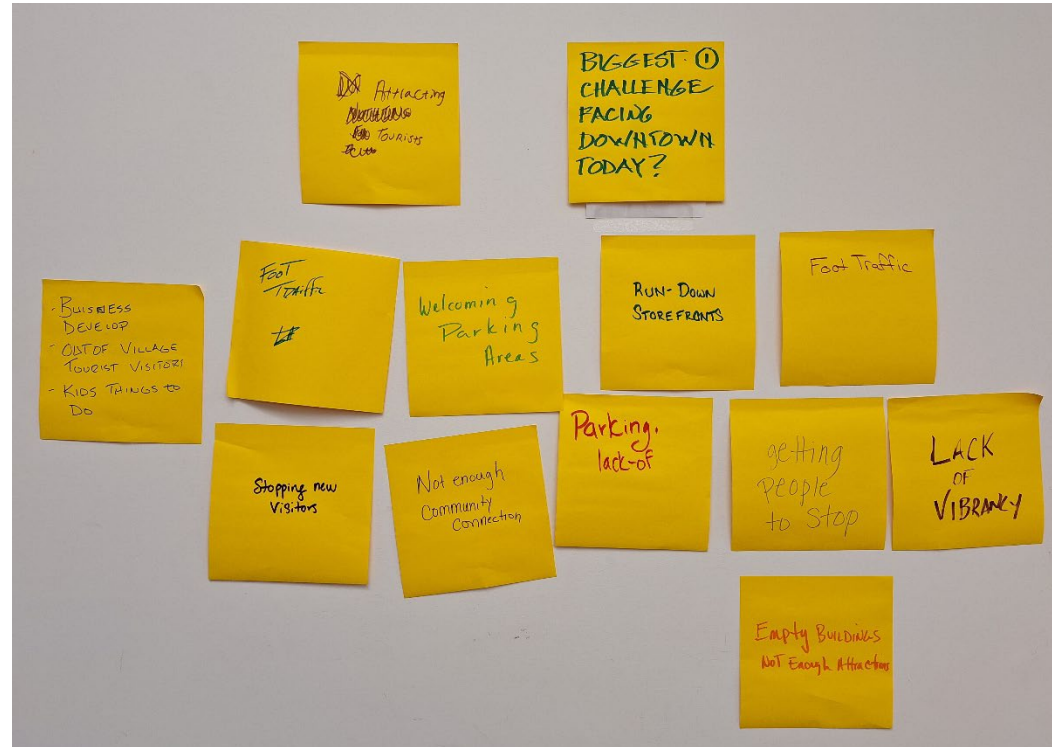
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The Village of Waterloo will capitalize on its **ideal location** as a primary gateway to the Finger Lakes region along the **Cayuga-Seneca Canal** and the Route 5, 20 & 96 corridors, to propel the catalytic revitalization of its **historic and walkable Downtown** into a vital, vibrant urban center that attracts **residents, businesses, and visitors** by leveraging robust public-private partnerships and a passionate and productive **spirit of collaboration**.

”

That vision will be refined to reflect...

- Input from the LPC from LPC Meeting #1 (May 8)
- Input from you from tonight's Public Workshop
- Input from others through the online survey



Input from LPC Meeting #1 – What is the biggest challenge facing downtown Waterloo?

Open Call for Projects

How are projects identified?



**Projects included in the
community DRI application**



**Projects solicited through
the Open Call for Projects**

**The LPC will evaluate all projects based on the DRI
Program criteria and community goals. Not all solicited
projects will be included in the final Strategic
Investment Plan.**

What are the eligible project types?



Public Improvement Projects

Streetscape and transportation improvements, recreational trails, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects.



New Development and/or Rehabilitation of Existing Downtown Buildings

Development and redevelopment of real property for mixed-use, commercial, residential, not for profit, or public uses. Development / redevelopment should result in employment opportunities, housing choices or other community services.



Small Project Fund

A locally managed matching small project fund (up to \$600,000) for small downtown projects, such as façade improvements, building renovations, business assistance, or public art.



Branding and Marketing

Downtown branding and marketing projects that target residents, tourists, investors, developers and visitors.

Successful Projects in Our Region



City of Geneva – Round 1



Town of Seneca Falls – Round 4



City of Batavia – Round 2



City of Geneva – Round 1

Ineligible Project Types/Activities

- **Planning Activities.** All DRI funds must be used to implement projects.
- **Operations and Maintenance.** Funds cannot be used for on-going or routine expenses, such as staff salaries and wages, rent, utilities, and property up-keep.
- **Pre-award Costs.** Reimbursement for costs incurred before the completion of the Strategic Investment Plan and the announcement of funding awards is not permitted.
- **Property Acquisition.** DRI funds cannot be used for property acquisition.
- **Training and Other Program Expenses.** DRI funds cannot be used to cover continuous costs, such as training costs and expenses related to existing programs.
- **Expenses related to Existing Programs.** DRI funds cannot supplement existing programs or replace existing resources.

Project Requirements

- ✓ Located within DRI boundary

Project Requirements

The Local Planning Committee may consider minor adjustments to the boundary.

For example, the boundary could be tweaked to capture a project just outside the boundary, but not a mile down Main Street.



Project Requirements

- ✓ Located within DRI boundary
- ✓ **Aligned with State and local vision and goals**

Project Requirements

In addition to State goals, locally specific goals will be developed, based on input from the LPC and the public.

These will be finalized before the Open Call is officially launched (June 13).

State Goals



Create an active downtown with a mix of uses



Enhance downtown living and quality of life



Provide diverse employment opportunities for a variety of skill sets and salary levels



Create diverse housing options for all income levels



Provide enhanced public spaces that serve those of all ages and abilities



Grow the local property tax base



Encourage the reduction of greenhouse gas emissions

Project Requirements

- ✓ Located within DRI boundary
- ✓ Aligned with State and local vision and goals
- ✓ **Able to break ground within two years**

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- ✓ Able to break ground within two years
- ✓ **Should have financing commitments or a clear path to sufficient financing in place**

Project Requirements

- ✓ Located within DRI boundary
- ✓ Aligned with State and local vision and goals
- ✓ Able to break ground within two years
- ✓ Should have financing commitments or a clear path to sufficient financing in place
- ✓ **Must be large enough to be truly transformative (>\$75,000)**

Project Requirements

The Village intends to submit an application for Small Project Fund (SPF) which would provide funding for smaller scale building improvements and public art.

Projects that are less than \$75K can be used to demonstrate demand for this fund. Potential users of the SPF will be asked to fill out an Interest Form later on.

Eligible Activities for the Small Project Fund

- Building renovations (interior and exterior)
- Business assistance (e.g., permanent commercial machinery)
- Public Art (design, production, installation)
- Soft Costs (architecture, engineering)

Project Requirements

- ✓ Located within DRI boundary
- ✓ Aligned with State and local vision and goals
- ✓ Able to break ground within two years
- ✓ Should have financing commitments or a clear path to sufficient financing in place
- ✓ Must be large enough to be truly transformative (>\$75,000)
- ✓ **Must have an identified project sponsor with site control**

Project Requirements

- ✓ Located within DRI boundary
- ✓ Aligned with State and local vision and goals
- ✓ Able to break ground within two years
- ✓ Should have financing commitments or a clear path to sufficient financing in place
- ✓ Must be large enough to be truly transformative (>\$75,000)
- ✓ Must have an identified project sponsor with site control
- ✓ **Must meet the minimum matching requirement**

Match Requirements

- **Privately-Sponsored Projects.** Minimum match of 25% of total project cost.
- **Public or Non-Profit-Sponsored Projects.** No minimum match requirements.

The LPC has discretion to increase match goals, as appropriate. For example, the LPC may decide to increase the match goal for privately-sponsored projects to 40%, if desired.

The LPC will confirm the matching goal at LPC Meeting #2 on June 12!

Project Requirements

- ✓ Located within DRI boundary
- ✓ Aligned with State and local vision and goals
- ✓ Able to break ground within two years
- ✓ Should have financing commitments or a clear path to sufficient financing in place
- ✓ Must be large enough to be truly transformative (>\$75,000)
- ✓ Must have an identified project sponsor with site control
- ✓ Must meet the minimum matching requirement
- ✓ **Construction, additions, and some renovation projects >5,000 SF must comply with decarbonization standards**

How does the LPC evaluate projects?

A key role of the LPC will be to evaluate and recommend projects for inclusion in the Strategic Investment Plan. The LPC may build on the State's criteria:

- Alignment with DRI Goals
- Project readiness
- Catalytic Effect
- Co-Benefits
- Cost Effectiveness

Do you have a transformative project in mind?

Open Call for Projects Information Session!

Wednesday, May 29 from 5:30-7:30 PM
Waterloo Middle School – LGI Room (this room)

Agenda

- More detailed overview of the Open Call
- Question & Answer Period

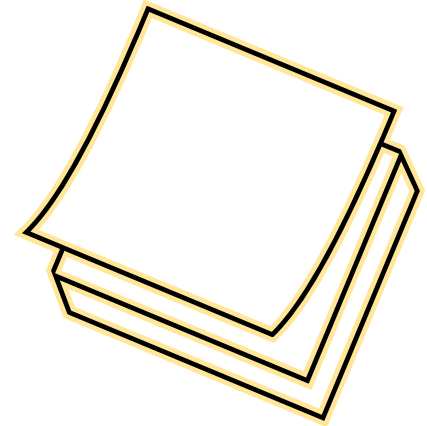
A recording of this session will be posted to WaterlooDRI.com for those who cannot attend.

Providing Your Input Tonight

Providing Your Input Tonight

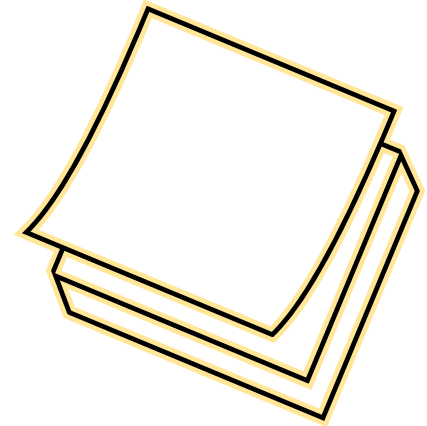
Following the Q&A, join us at the panels to talk to the project team and provide your input!

- Discuss the DRI with the project team & LPC members
- Provide your input using post-it notes



Providing Your Input Tonight

- What do you love about downtown Waterloo?
What are its strengths/assets?
- What are downtown Waterloo's key issues?
- Are there parts of downtown that need improvement?
- What types of projects would benefit downtown Waterloo the most?



How we'll use your input

Input from tonight and the online survey will be used to:

- Refine and finalize the draft vision and goals
- Inform the Downtown Profile & Assessment –
What are the issues and opportunities that the Strategic Investment Plan should address.

Questions & Answers