

# Downtown Revitalization Initiative (DRI)

## Village of Waterloo DRI LPC Meeting #4

**September 11, 2024**



Department  
of State

Downtown  
Revitalization  
Initiative

# Our Agenda for Tonight

## **Part 1** (10 min):

- Code of Conduct + Recusals
- Engagement / Work Update

## **Part 2** (1 hour and 50 min):

- Project Updates + Sponsor Pitches
- Next Steps
- Public Comment Period

# Code of Conduct

# Code of Conduct

*Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today's meeting.*

*If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project.*

*For example, you may state that you, or a family member, have a financial interest in the project, or you are on the board of the organization proposing the project.*

*Does anyone have a conflict to disclose?*

# Work Update

## Since LPC Meeting #3...

- ✓ We held meetings with sponsors to discuss and advance their projects.

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- ✓ We held meetings with sponsors to discuss and advance their projects.
- ✓ We held a meeting with our broader consultant team to review projects and determine project development needs, market demand issues, and missing information.

## Since LPC Meeting #3...

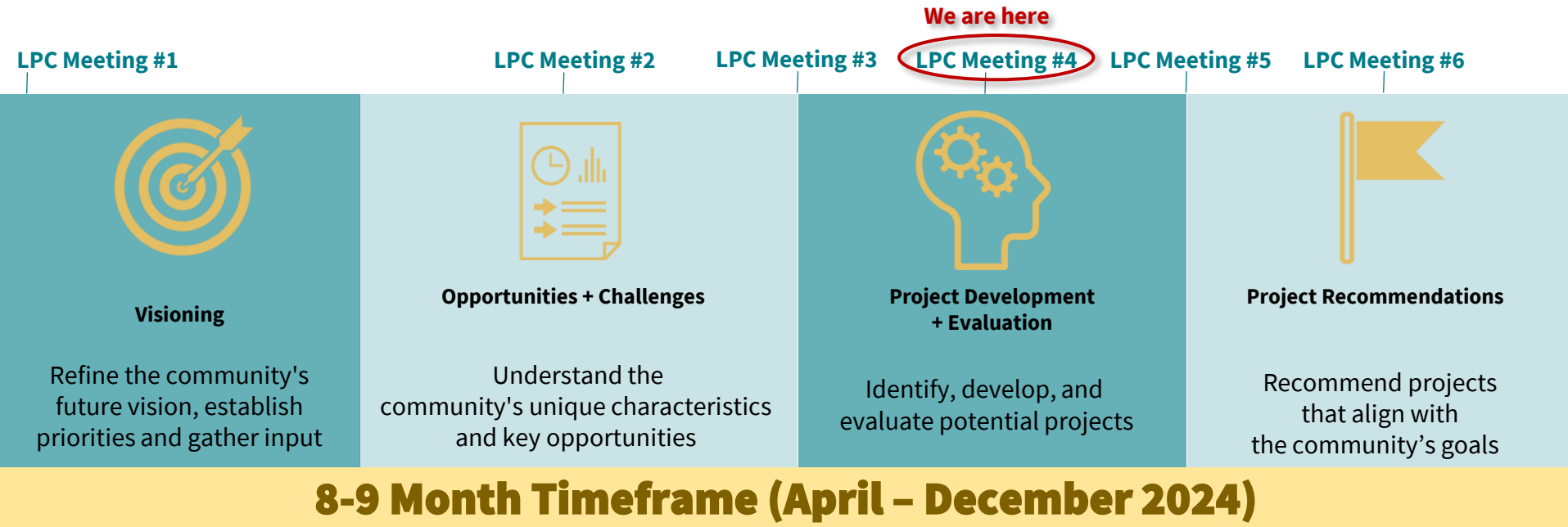
- ✓ We held meetings with sponsors to discuss and advance their projects.
- ✓ We held a meeting with our broader consultant team to review projects and determine project development needs, market demand issues, and missing information.
- ✓ **The revitalization strategies were finalized based on your feedback.**



## Since LPC Meeting #3...

- ✓ We held meetings with sponsors to discuss and advance their projects.
- ✓ We held a meeting with our broader consultant team to review project and determine project development needs, market demand issues, and missing information.
- ✓ The revitalization strategies were finalized based on your feedback.
- ✓ **The written Downtown Profile & Assessment (Draft 1) was prepared.**

# Planning Process



Over the next two months, our focus will be on developing projects and working with the LPC to determine a slate of projects worth between **\$12M to \$15M**.

# Upcoming LPC Meeting(s)

## LPC Meeting #5 – October 9

- We will report back on the results of the LPC Project Evaluation Survey, with projects categorized as strong, possible or weak contenders.
- Based on these results, public feedback, and project updates, we will facilitate a conversation around the projects and begin the process of developing a slate of projects to recommend.

## LPC Meeting #6 – October 30, if needed

- The LPC will continue to discuss projects with the aim of finalizing the slate of projects to recommend (if not complete at LPC Meeting #5).

# Review of Projects

## What we are Doing Today – Project Updates + Sponsor Pitches

- Project-by-project, Urban Strategies will share a brief update, if applicable.
- Project sponsors will give a **three-minute** pitch, focusing on how their project is transformative and ready for implementation.
- The LPC will have ~**two minutes** for questions and/or comments.
- Further comments and questions at the end as a group discussion of the LPC.

# Project Summary Table

<b>Applications Received</b>	<b><u>17 Total Projects</u> + <u>1 New Project to Vote Upon for Inclusion</u> 8 Renovation / Rehabilitation Projects 2 New Development Projects +1 New Development to Vote Upon 5 Public Improvement Projects 1 Small Grant Fund 1 Branding / Marketing Project</b>
<b>Total Project Costs</b>	<b>\$20,416,000 + 14,300,000 = \$34,716,000</b>
<b>Total DRI Request</b>	<b>\$14,094,000 + \$4,400,000 Original = \$18,494,000</b>
<b>Target DRI Funding</b>	<b>\$12,000,000 - \$15,000,000</b>

Between now and October, the LPC's task will be to narrow the slate of projects by about **\$3.5M to \$6.5M**.

# Withdrawn application: Renovate 3, 5 and 7 West Main Street for Commercial and Residential Units



Project sponsor has withdrawn their application but is confident that the project can proceed without DRI funding.

**Project Sponsor:** Madison HNJ LLC (Private)

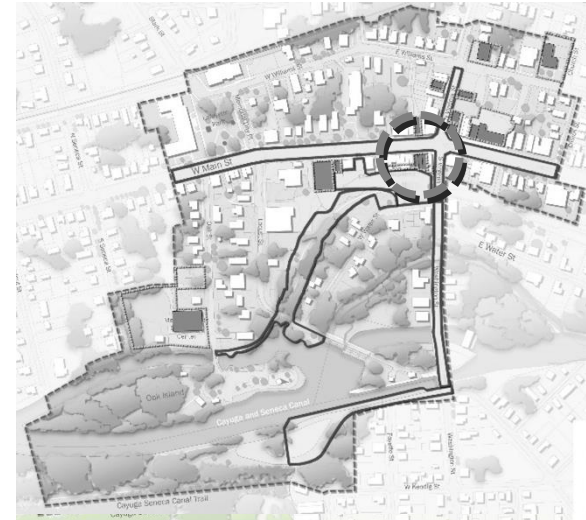
**Property Owner:** Same as above

**Project Type:** Renovation

**Total Cost:** \$3,175,000

**DRI Request:** \$2,000,000 (63%)

**Non-DRI Funds:** \$1,175,000 (37%)







# Sponsor Pitch



# Renovate 39 West Main Street into a Multi-Functional Building



- The project sponsor has increased their non-DRI funding source to meet the minimum match requirement (**\$53,000 or 35%**).
- Sponsor to provide letter of interest from potential retailer (connections from Penny Lane Antique Mall in Geneva).
- Sponsor has worked with an architect to prepare floor plan options (office layout / mercantile occupancy).
- Our cost estimator will review the project budget based on the drawings (floor plans & elevation).

**Project Sponsor:** Molly Headley (Private)

**Property Owner:** Same as above

**Project Type:** Rehabilitation

**Total Cost:** \$150,000

**DRI Request:** \$97,000 (65%)

**Non-DRI Funds:** \$53,000 (35%)





# Unlock the Third Floor of 10 West Main Street and Improve its Façade

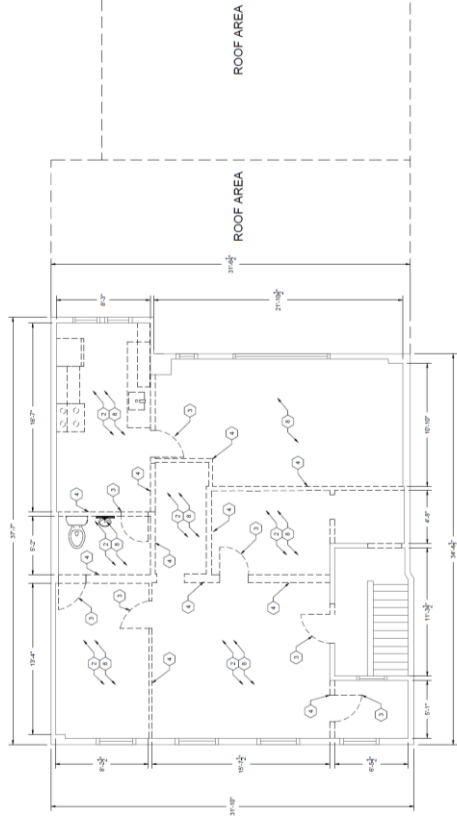


- Healthy Kids is located on ground and second floor as Office of Children and Family Services does not allow childcare to be located above.
- Childcare center is separate and secure from proposed office spaces.
- Applicant has had informal conversations with potential tenants and is working with the Chamber of Commerce to gauge interest.
- Architectural drawings and budget have been forwarded to our cost estimator for review.

**Project Sponsor:** Healthy Kids (Private)  
**Property Owner:** Same as above  
**Project Type:** Rehabilitation  
**Total Cost:** \$303,000  
**DRI Request:** \$194,000 (65%)  
**Non-DRI Funds:** \$109,000 (35%)



# Sponsor Pitch



# Restore Kendig House as a Short-Term Rental

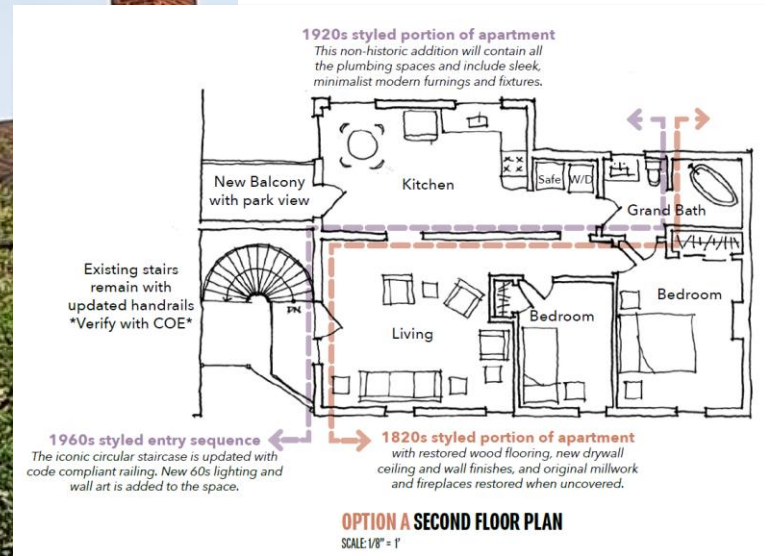


- Sponsor is exploring various alternative funding sources for their project, including tax incentives, historic tax credits, etc.
- Architectural drawings and budget have been forwarded to our cost estimator for review.

**Project Sponsor:** Jazzy's Housekeeping Service (Private)  
**Property Owner:** Same as above  
**Project Type:** Rehabilitation  
**Total Cost:** \$355,000  
**DRI Request:** \$230,000 (65%)  
**Non-DRI Funds:** \$125,000 (35%)



# Sponsor Pitch



# Renovate the Street of Shops and Achieve Full Ground Floor Occupancy



- Exterior improvements include trim, painting, and awnings along Main Street, and a new outdoor seating/patio area at the rear.
- Architectural drawings and a detailed budget will be available by the end of September.
- Sponsor has yet to confirm an increase in non-DRI funding to meet the minimum match requirement.

**Project Sponsor:** Waterloo Downtown Properties (Private)  
**Property Owner:** Same as above  
**Project Type:** Renovation  
**Total Cost:** \$1,300,000  
**DRI Request:** \$871,000 (67%)  
**Non-DRI Funds:** \$429,000 (33%)





# Sponsor Pitch



# Build the Grange Hall Food and Entertainment Hub



- Architectural drawings and a detailed budget will be available by the end of September.

**Project Sponsor:** Waterloo Downtown Properties (Private)  
**Property Owner:** Same as above  
**Project Type:** Renovation  
**Total Cost:** \$824,000  
**DRI Request:** \$519,000 (63%)  
**Non-DRI Funds:** \$305,000 (37%)



# Sponsor Pitch



# Rehabilitate 1 East Main Street for Four New Apartments



- Sponsor has increased the non-DRI funding amount to meet minimum match requirement (**\$230,000** or **35%**).
- Sponsor has provided a letter from their financial institution as proof of available funds for the non-DRI funding amount.
- Sponsor has provided architectural drawings, which have been forwarded to our cost estimator for review.

**Project Sponsor:** Sciuga Custom Builders (Private)

**Property Owner:** Ammar Obadi

**Project Type:** Rehabilitation

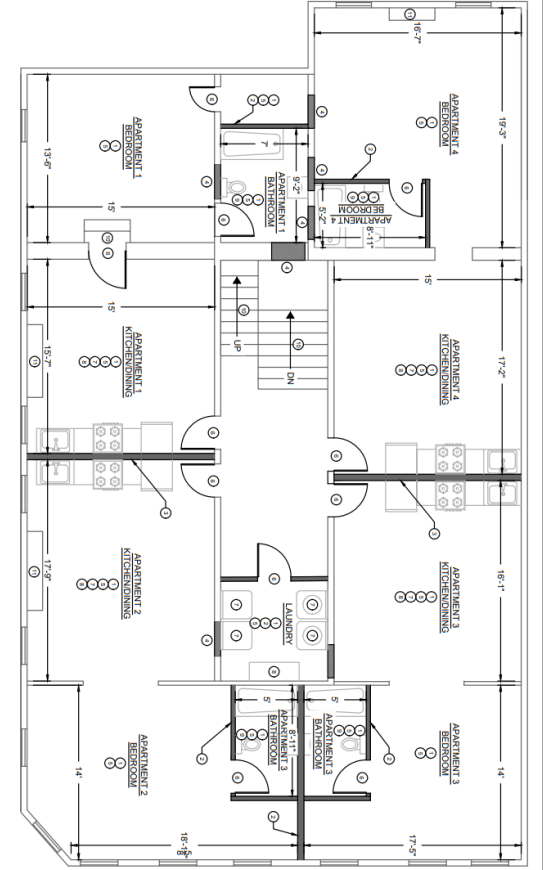
**Total Cost:** \$650,000

**DRI Request:** \$420,000 (100%)

**Non-DRI Funds:** \$230,000 (35%)



# Sponsor Pitch



# Renovate 30 Virginia Street for Three Apartments



- Sponsor has provided architectural drawings shows configuration of three new apartments. No detailed cost estimates have been provided.
- Sponsor is open to retaining a commercial unit at-grade.
- Phase 1 Environmental Site Assessment documents former use as a dry-cleaner and the likely presence of contaminants. It recommends further testing to determine the presence/extent of contamination and the type and nature of remediation/mitigation strategies.
- Application does not account for potential contamination and possible remediation in the scope of work or budget.

**Project Sponsor:** Steve Mueller (Private)  
**Property Owner:** Same as above  
**Project Type:** Renovation  
**Total Cost:** \$250,000  
**DRI Request:** \$175,000 (70%)  
**Non-DRI Funds:** \$75,000 (30%)



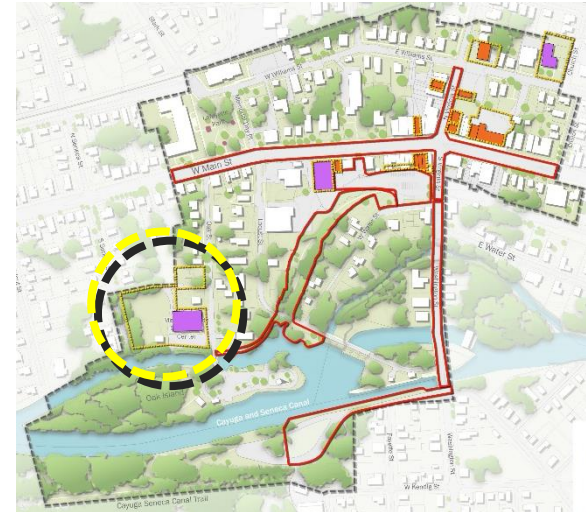


# Expand and Enhance the Waterloo Recreational Center



- Sponsor is working with a pole-barn manufacturer for a cost estimate for the structure.
- Estimates for other project components (kitchen, playground, other equipment) are also being developed

**Project Sponsor:** Village of Waterloo (Public)  
**Property Owner:** Same as above  
**Project Type:** New Development / Restoration  
**Total Cost:** \$250,000  
**DRI Request:** \$250,000 (100%)





# Sponsor Pitch



# Relocate and Expand the National Memorial Day Museum



- Sponsor is working with MRB Group to help identify additional sources of funding, and also working with Watchdog Building Partners to explore how the project could potentially be phased so that the DRI could fund an early phase of the larger project.
- Sponsor is confident that it will be possible to reduce the overall funding request.

**Project Sponsor:** Waterloo Library & Historical Society (Non-profit)

**Property Owner:** Same

**Project Type:** New Development

**Total Cost:** \$9,812,000

**DRI Request:** \$5,000,000 (51%)

**Non-DRI Funds:** \$4,812,000 (49%)



# Sponsor Pitch



# Continue the Main Street Public Realm Improvements



- Initial cost estimates prepared by Fisher sent to cost estimator for further review.

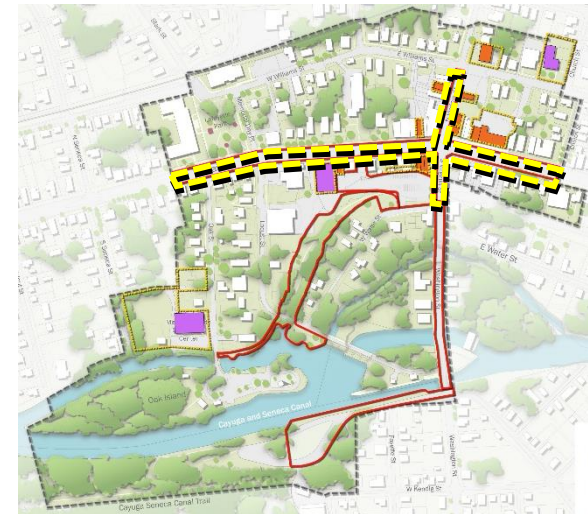
**Project Sponsor:** Village of Waterloo (Public)

**Property Owner:** Same as above

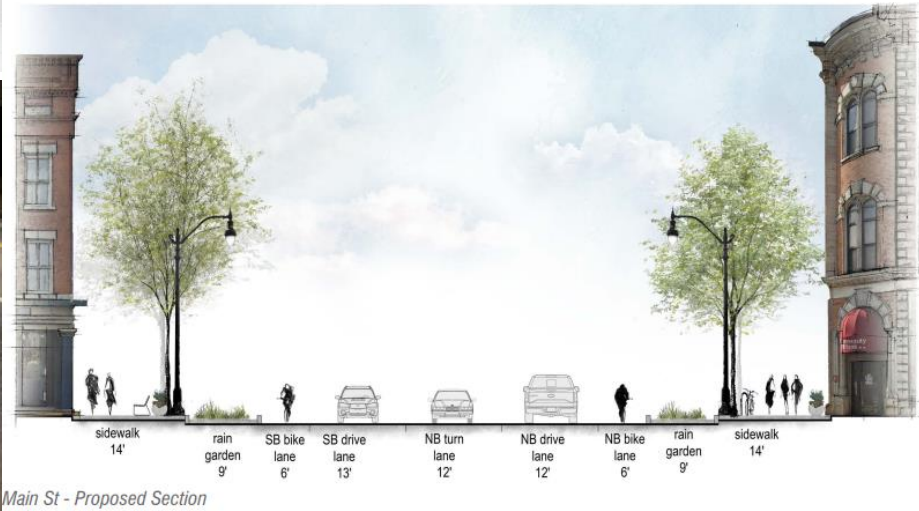
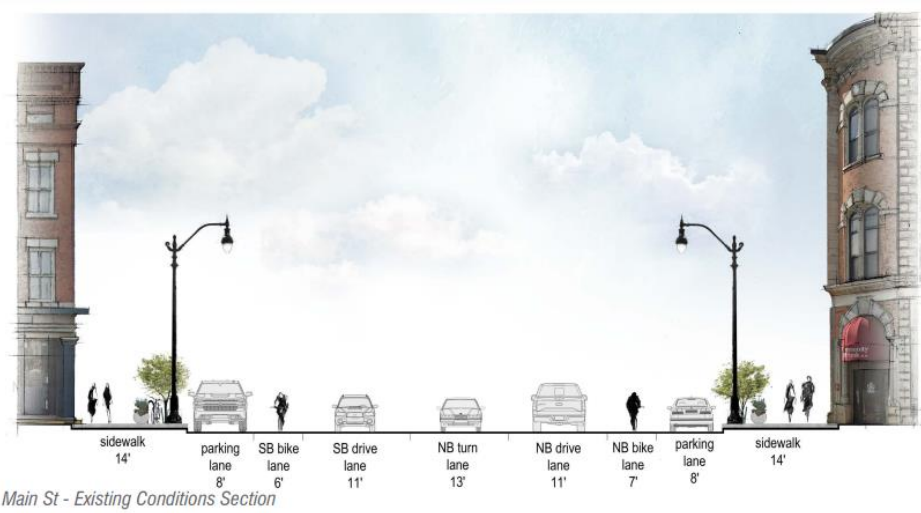
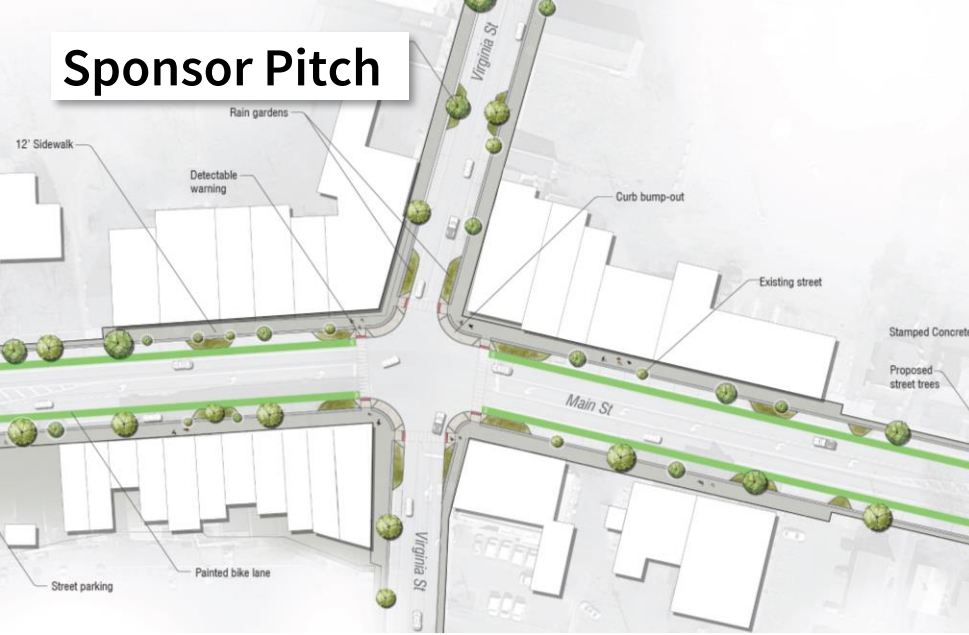
**Project Type:** Public improvement

**Total Cost:** \$805,000

**DRI Request:** \$805,000 (100%)



# Sponsor Pitch



# Enhance Washington Street as a Gateway to Downtown



- Fisher is preparing a detailed concept and initial cost estimate for this project, which will be reviewed by our cost estimator.

**Project Sponsor:** Village of Waterloo (Public)

**Property Owner:** Same as above

**Project Type:** Public improvement

**Total Cost:** \$1,185,000

**DRI Request:** \$1,185,000 (100%)



# Sponsor Pitch



# Establish a Multi-Modal Hub and Gathering Place on the Southwest Block



- Initial cost estimates prepared by Fisher sent to cost estimator for further review.
- Concept has been shared with Savannah Bank for consideration, as a portion of the proposed project (the connection to Main Street) requires their support by providing site control. They have not responded yet.

**Project Sponsor:** Village of Waterloo (Public)  
**Property Owner:** Same as above  
**Project Type:** Public improvement

**Total Cost:** \$1,411,000  
**DRI Request:** \$1,411,000 (100%)





# Sponsor Pitch



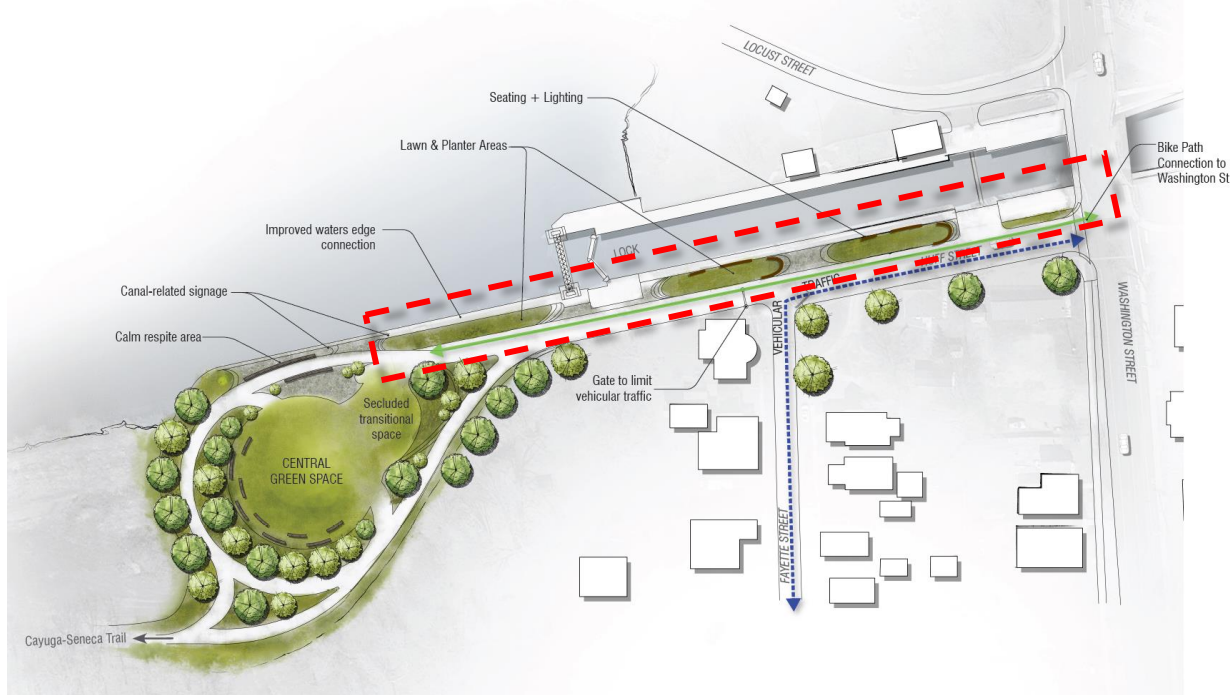


# Sponsor Pitch

OAKS ST



# Transform Huff Street into a Pedestrian-Bike Zone along the Canal



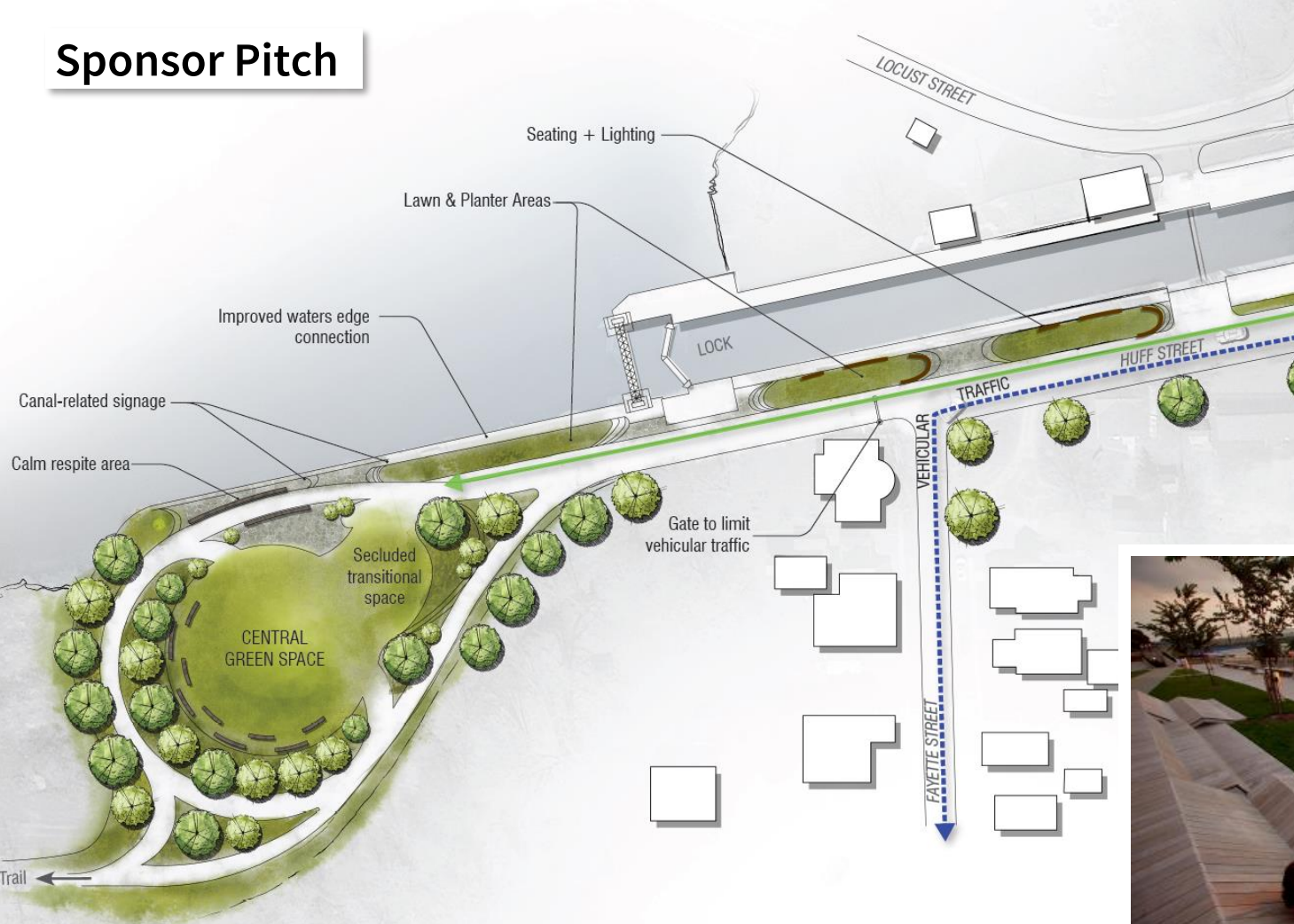
- The concept was presented to NYS Canals, who were receptive. Feedback from Canals is being integrated into the plan (e.g., no trees within 20ft of canal walls, providing a maintenance buffer along the canal).

**Project Sponsor:** Village of Waterloo (Public)  
**Property Owner:** Same as above  
**Project Type:** Public improvement

**Total Cost:** \$396,000  
**DRI Request:** \$396,000 (100%)



# Sponsor Pitch



# Establish a Small Project Fund to Continue Downtown Waterloo's Revitalization

- 8 potential projects have expressed an interest in the Small Project Fund, with total project costs of around \$500K.
- Note: Project awards through this program are generally between \$25K and \$100K, with grant requests not exceeding 75% of total eligible project costs.

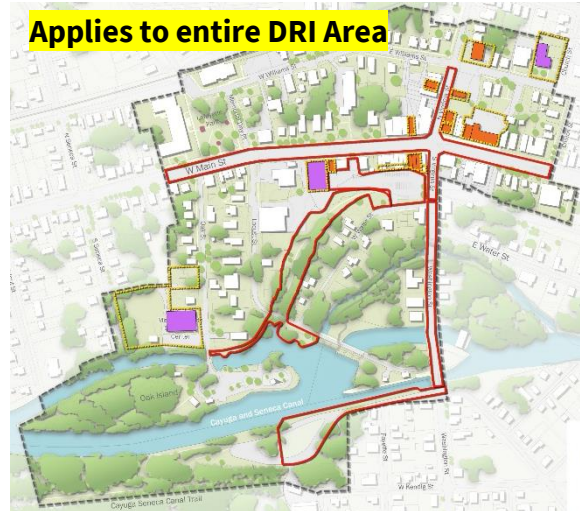
**Project Sponsor:** Village of Waterloo (Public)

**Property Owner:** N/A

**Project Type:** Small Project Fund

**Total Cost:** \$684,000

**DRI Request:** \$500,000 (73%)



# Sponsor Pitch



# Develop Marketing Materials to Promote Downtown Waterloo as a Place to Visit and Invest

- Village has received a quote from a marketing agency to refresh the Village's brand and develop a strategic marketing plan that will aim to attract new visitors, residents, and businesses to the area - \$50K.
- Remainder of budget will be used towards wayfinding signage, based on input from Fisher and USI on locations for directional signage and enhanced wayfinding points and more detailed cost estimates.

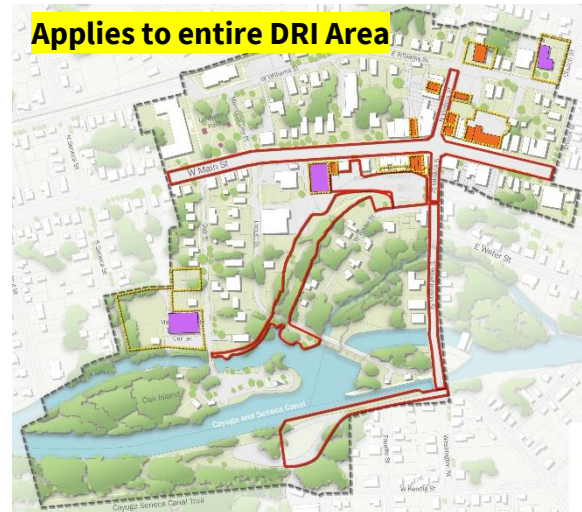
**Project Sponsor:** Village of Waterloo (Public)

**Property Owner:** N/A

**Project Type:** Branding / Marketing

**Total Cost:** \$250,000

**DRI Request:** \$250,000 (100%)





# Redevelop Village Hall for Housing and a New Municipal Building



- The proposed project entails the sale and redevelopment of Village Hall for a new mixed-use building with a modern Police Station and Village Office on the ground floor and basement (as tenants), and residential units above.
- The overall height of the building, number of units, and type of housing are still to be determined.

**Project Sponsor:** CDM Inc.  
**Property Owner:** Village of Waterloo  
**Project Type:** New Development / Restoration  
**Total Cost:** \$14,300,000  
**DRI Request:** \$4,400,000 (31%)



# Sponsor Pitch



# Questions, Comments & Discussion

# Next Steps

# What's happening between now and LPC Meeting #5...

- ❑ **Public Workshop #2 will be held tomorrow from 5:30-7:30pm in this room, with a similar engagement activity hosted online afterwards. We hope you're able to come and represent the LPC.**

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- ❑ We will analyze your feedback to understand which projects the LPC considers to be strong contenders, possible contenders, and weak contenders/recommended for removal for discussion at LPC Meeting #5.

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- ❑ **We will continue to meet with project sponsors to discuss and advance their projects.**



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- ❑ We will continue to meet with project sponsors to discuss and advance their projects.
- ❑ **We will circulate the Downtown Profile & Assessment for your review.**

# Public Comment Period

# Public Comment

Please be respectful and follow these guidelines:

- State your name and affiliation (as applicable)
- Please limit comments to 3 minutes

**Program resources can be found  
at:**

**[www.WaterlooDRI.com](http://www.WaterlooDRI.com)**

**[www.ny.gov/program/downtown  
-revitalization-initiative](http://www.ny.gov/program/downtown-revitalization-initiative)**