

Downtown Revitalization Initiative (DRI)

Village of Waterloo DRI

Public Workshop #2

September 12, 2024



Department
of State

Downtown
Revitalization
Initiative

Our Agenda for Tonight

- Brief Overview of the DRI
- Vision, Goals & Revitalization Strategies
- The Proposed Projects
- Providing Your Input
- Questions & Answers

Brief Overview of the 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**

Planning Process



Visioning

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



Opportunities + Challenges

Understand the community's unique characteristics and key opportunities



WE ARE HERE!

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

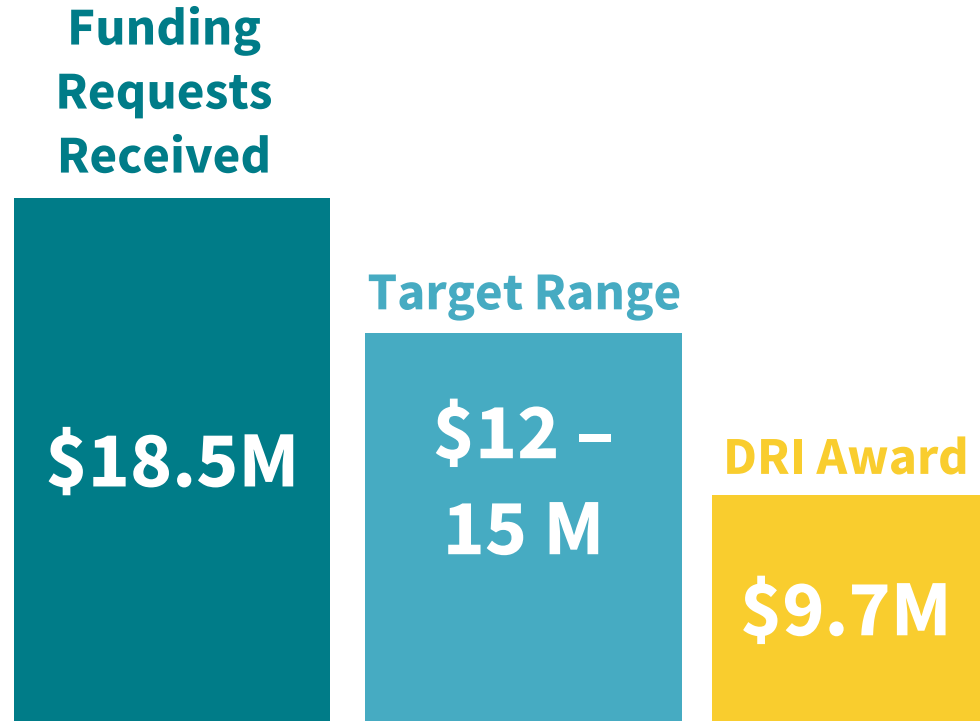
August 2022



Downtown
Revitalization
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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



Vision, Goals & Revitalization Strategies

The final vision reflects input from the LPC and public.

“

Downtown Waterloo will harness its remarkable location on the Erie and Cayuga-Seneca Canal and Route 20 to attract residents, visitors, and entrepreneurs. Well-maintained historic buildings, occupied storefronts, and a critical mass of residents living downtown will create vibrancy and prosperity. Downtown's unique range of shops, restaurants, and amenities will cater to residents while also enticing visitors to stop and explore. New and improved public spaces will make it easier to get around downtown and to Oak Island, which will be renewed as a recreation asset and focal point for community life.

”

GOAL 1:

Provide a diversity of housing options downtown to attract and retain residents and to generate foot traffic to support local businesses.

Key Revitalization Strategies

- Ensure downtown housing meets a range of needs (affordability, tenure, unit size, dwelling type).
- Encourage the redevelopment of vacant or underutilized buildings, upper storeys, and lots.
- Partner with organizations to educate property owners on renovation strategies and incentives.
- Ensure adequate infrastructure and an appropriate amount of parking are in place.

GOAL 2:

Enhance the appeal and vibrancy of downtown by improving and rehabilitating buildings to accommodate a range of businesses and services.

Key Revitalization Strategies

- Support façade improvements.
- Provide support to existing and new businesses to improve their spaces.
- Promote infill development that includes new uses and adds jobs opportunities.
- Enforce the Village's Property Maintenance Law.
- Host pop-up shops to showcase existing spaces.
- Support the creation of a Main Street Association.

Goal 3:

Create an attractive, well-connected, and accessible network of streetscapes, trails, parks, and open spaces.

Key Revitalization Strategies

- Ensure downtown can accommodate a range of transportation users.
- Enhance downtown streets with street trees, curb bump-outs, and street furniture.
- Strengthen connections to the canal area.
- Improve connections to downtown's parking lots.
- Install wayfinding signage to direct people to downtown destinations.

Goal 4:

Foster a high quality of life by providing opportunities for day-to-day social interaction and recreation for people of all ages, interests, and abilities.

Key Revitalization Strategies

- Create small-scale public spaces for casual use.
- Add amenities to existing parks and open spaces.
- Develop a marketing/branding campaign to expand the use of downtown destinations and events.
- Establish a volunteer committee to organize events and activities.
- Encourage the use of parks for events and consider event requirements in the design of new spaces.

Goal 5:

Celebrate and promote downtown's historic assets and distinct history to foster local pride.

Key Revitalization Strategies

- Promote the restoration and re-use of historic buildings
- Partner with organizations to educate property owners on historic preservation incentives.
- Discourage the demolition of builds that contribute to downtown's character.
- Enhance local institutions as destinations through building and landscape improvements.

The Proposed Projects

Project Summary Table

Applications Received	<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
Total Project Costs	\$20,416,000 + 14,300,000 = \$34,716,000
Total DRI Request	\$14,094,000 + \$4,400,000 Original = \$18,494,000
Target DRI Funding	\$12,000,000 - \$15,000,000

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

Benefits of New Development, Renovation, and Rehabilitation Projects

- Preserve and enhance downtown's historic buildings and assets.
- Improve the appearance of downtown and reinforce the historic character, which contributes to local pride and attracts visitors and new residents.
- Create new or improved spaces for businesses / housing units, resulting in more jobs, amenities, and vibrancy.
- Contribute to greenhouse gas reduction.
- Grow the local tax base.



Renovate the American Legion and Enhance the Entrance to the Historic District




This project proposes renovations to the Legion building and surrounding grounds. Improvements include upgrades to the kitchen, banquet hall and bathroom, restoration of the brickwork, windows, and roof, and improved landscaping. Improvements will enhance a community venue and improve the appearance of the building and property.

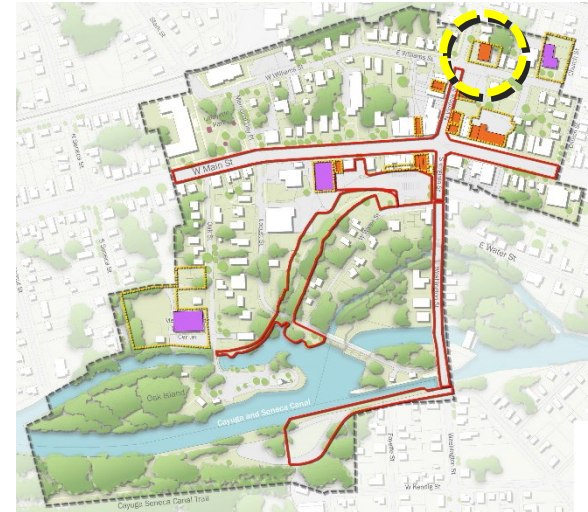
Project Sponsor: American Legion Post 435 (Non-Profit)

Property Owner: Same as above

Project Type: Renovation

Total Cost: \$775,000

DRI Request: \$775,000 (100%) 



Renovate 39 West Main Street into a Multi-Functional Building



This project proposes the renovation of the building at 39 West Main Street. Improvements include the creation of a second commercial unit and facade improvements, including new windows and doors, signage, and a cornice. Improvements will create new and improved commercial space in the downtown and enhance the appearance of the building.

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



This project proposes the rehabilitation of the third floor of the building at 10 West Main Street. Improvements include the creation seven small offices and upgrades to the building's façade and signage. Improvements will create new office space in the downtown and enhance the appearance of the building.

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%)



Restore Kendig House as a Short-Term Rental



This project proposes the rehabilitation of the second floor of the building at 16 North Virginia Street as a short-term vacation rental. Improvements include building upgrades to meet code requirements, full renovations of the second floor, and façade/exterior upgrades, including new windows, lighting, an accessible ramp, and painting. Improvements will create unique accommodations in the downtown and improve the appearance of the building.

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%)



Renovate the Street of Shops and Achieve Full Ground Floor Occupancy



This project proposes the renovation of the five ground-floor commercial units at the Street of Shops building. Improvements include general renovations and upgrades to the mechanical, electric, and plumbing systems and upgrades to the building's exterior, including trim work, painting, awnings, and an outdoor patio. Improvements will create new and improved spaces for retail and services and enhance the appearance of the building.

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%)



Build the Grange Hall Food and Entertainment Hub



This project proposes the renovation of the Grange Hall building on North Virginia Street. Improvement include the creation of multi-functional food and entertainment venue with a BBQ restaurant, soda fountain/ice cream parlor, arcade, and performance stage, and a rear patio. Improvements will result in a new restaurant that will draw local and visitors and new space for events.

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%)



Rehabilitate 1 East Main Street for Four New Apartments



This project proposes the rehabilitation of the building at 1 East Main Street. Improvements include renovations to a portion of the ground floor and the entire second floor to create five one-bedroom units. Improvement will create new housing opportunities and increase the downtown population.

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%)



Renovate 30 Virginia Street for Three Apartments



This project proposes the renovation of the vacant building at 30 North Virginia Street. Improvements include the creation of two apartments on the second floor, each with two bedrooms, and one apartment on the ground floor within the vacant commercial space. Improvements will create new housing opportunities and increase the downtown population.

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%)



Relocate and Expand the National Memorial Day Museum



This project proposes the construction of an addition to the Waterloo Library & Historical Society to house the Memorial Day Museum. Improvements include a state-of-the-art facility with space for meetings, community events and programming, galleries, collections, and other services and activities, as well as accessibility upgrades. Improvements will create new and improved space for learning and community events and draw visitors to the area.

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%)



Expand and Enhance the Waterloo Recreational Center



This project proposes the construction of a pole-barn building near the Waterloo Recreation Center to be used year-round indoor sports. Improvements include indoor turn as well as enhancements to the existing facility, including basketball court upgrades, exercise equipment, a new playground structure, and a kitchen. Improvements will expand recreation opportunities and enhance a community event space.

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%)



Redevelop Village Hall for Housing and a New Municipal Building



This project proposes the sale and redevelopment of Village Hall to develop the property as a new mixed-use building. Improvements include the construction of a new building for municipal offices and a police station (in the basement and ground floor) and residential uses above grade. Improvements will create modern space for local services and facilities, improve the appearance of downtown, and create new housing opportunities and increase the downtown population.

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%)



Benefits of Public Improvement Projects

- Expand access to green space and recreation to encourage healthy living.
- Increase safety for pedestrians and cyclists.
- Enhance the appearance of downtown.
- Create a more attractive setting for retail.
- Provide new amenities and destinations for locals and visitors.
- Advance environmental sustainability (e.g., through active transportation and improved stormwater management).



Continue the Main Street Public Realm Improvements



This project propose improvements to sections of Main Street and Virginia Street located within the downtown. Improvements include curb bump-outs, painted bike lanes, rain gardens, additional street trees, and new street furniture and lighting. Improvements will improve the appearance of downtown, increase safety for pedestrians and cyclists, and reduce stormwater runoff.

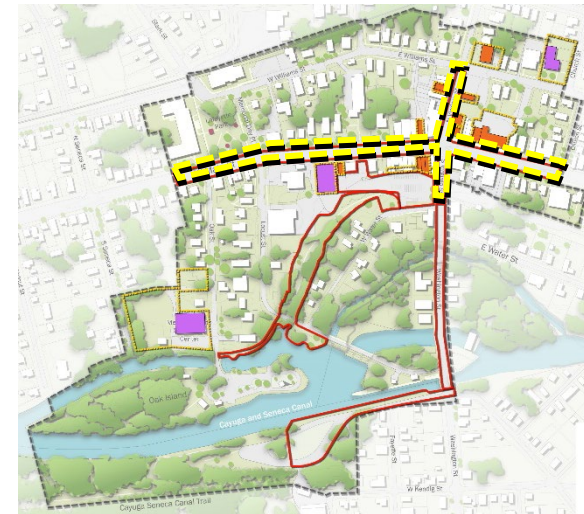
Project Sponsor: Village of Waterloo (Public)

Property Owner: Same as above

Project Type: Public improvement

Total Cost: \$805,000

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



Enhance Washington Street as a Gateway to Downtown



This project propose improvements to Washington Street between Huff Street and Water Street. Improvements include a wider sidewalk with a bike lane, banners and wayfinding, and street trees, where possible. Improvements will enhance Washington Street as a gateway to downtown, enhance the appearance of downtown, increase pedestrian and cyclist safety, and strengthen the connection to the Cayuga-Seneca Trail.

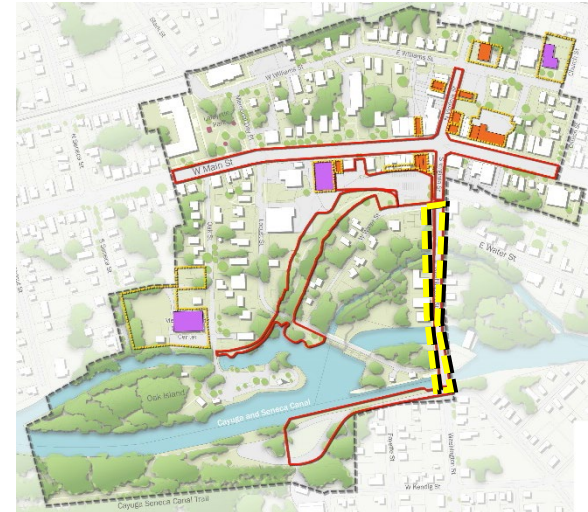
Project Sponsor: Village of Waterloo (Public)

Property Owner: Same as above

Project Type: Public improvement

Total Cost: \$1,185,000

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



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



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%)



This project proposes a redesign of the municipal parking lot to create a multi-modal hub and destination within the downtown. Improvements include more green spaces, enhanced pedestrian circulation, connections to Main Street and South Virginia Street, a promenade for retail/restaurant activities, and a more efficient parking layout. Improvements will enhance the appearance of downtown, create space for events, improve connections to and within downtown, and support downtown retail and visitation.

Enhance the Connection between Oak Island and Main Street



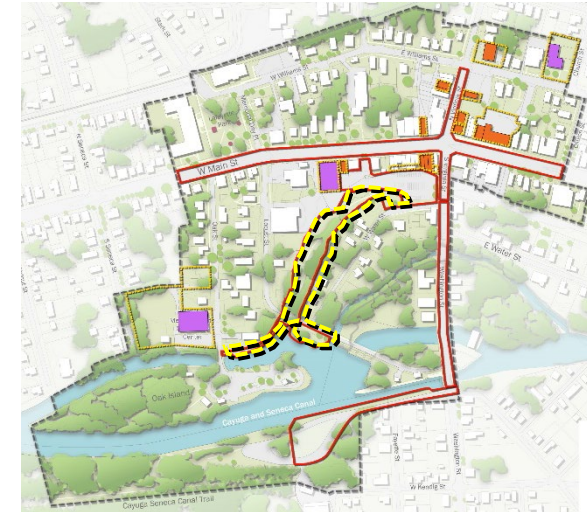
Project Sponsor: Village of Waterloo (Public)

Property Owner: Same as above

Project Type: Public improvement

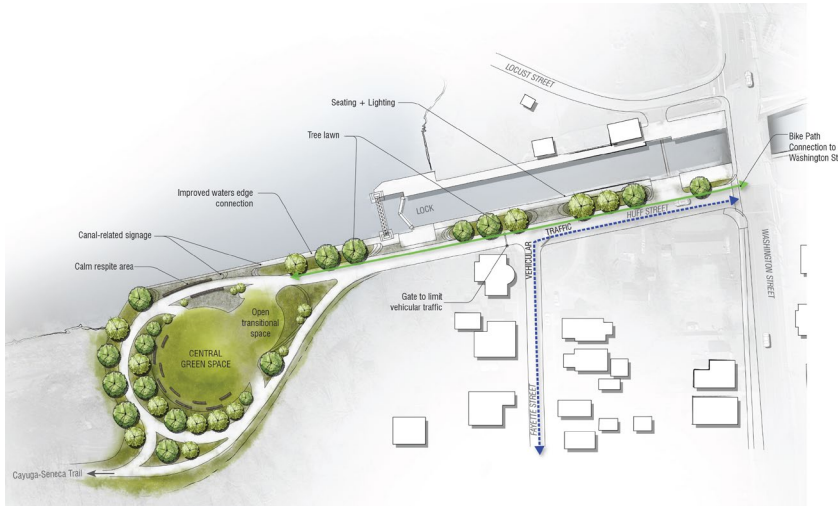
Total Cost: \$1,016,000

DRI Request: \$1,016,000 (100%)



This project proposes to enhance the trail connection between Oak Island and Main Street. Improvements include additional tree planting, new seating and lighting, accessibility improvements, and a new lookout over the water with a shade sail.

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



This project proposes the creation of a trail head for the Cayuga-Seneca Trail and an active transportation link to Washington Street. Improvements include a central green space, and seating, lighting and signage along the canals edge. Improvements will strengthen connections to downtown and support tourism to the area.



Project Sponsor: Village of Waterloo (Public)

Property Owner: Same as above

Project Type: Public improvement

Total Cost: \$396,000

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



Benefits of Small Project Funds

- Improve the appearance of downtown and reinforce the historic character, which contributes to local pride and attracts visitors and new residents.
- Create new or improved spaces for businesses / housing units, resulting in more jobs, amenities, and vibrancy.
- Grow the local tax base.
- Create access to funding for smaller-scale projects, which together can have a significant impact.



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



Project Sponsor: Village of Waterloo (Public)

Property Owner: N/A

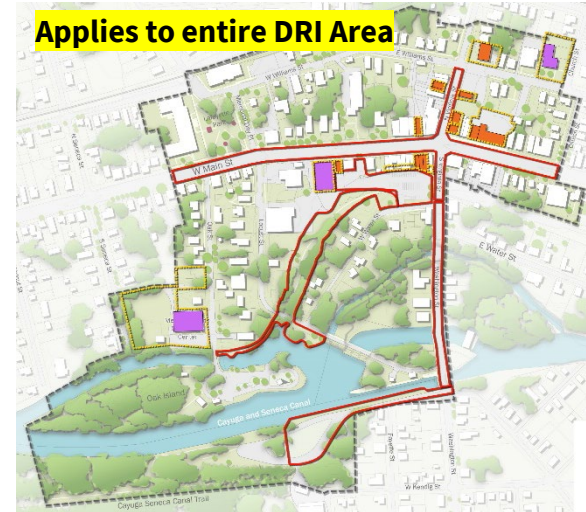
Project Type: Small Project Fund

Total Cost: \$684,000

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



Applies to entire DRI Area



This project proposes the creation of a Small Project Fund administered by the Village to support small-scale building improvements, public art, and business assistance needs. Improvements will enhance the appearance of downtown, encourage the creation of new businesses and expansion of existing businesses, and create new housing opportunities.

Benefits of Branding and Marketing Projects

- Showcase what Waterloo has to offer as a place to live, start a business, or visit.
- Encourage outside spending to help sustain local businesses and services.
- Grow the local population and tax base.



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



This project proposes the creation of a branding and marketing strategy to increase local engagement and pride, attract visitors and new businesses, promote local events and community initiatives, and strengthen community identity. Improvements will increase tourism to the area and encourage new residents and entrepreneurs.

Project Sponsor: Village of Waterloo (Public)

Property Owner: N/A

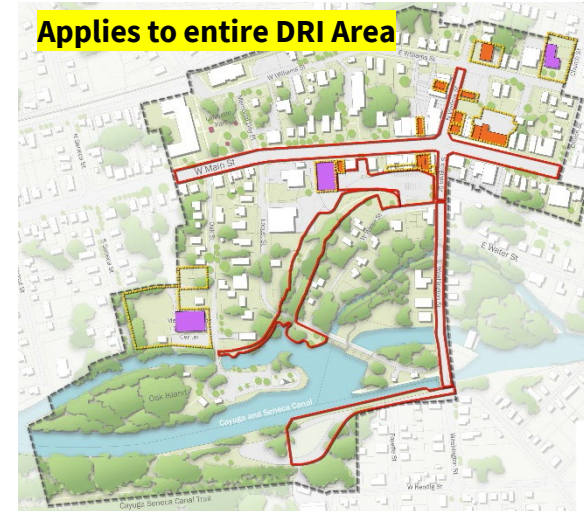
Project Type: Branding / Marketing

Total Cost: \$250,000

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



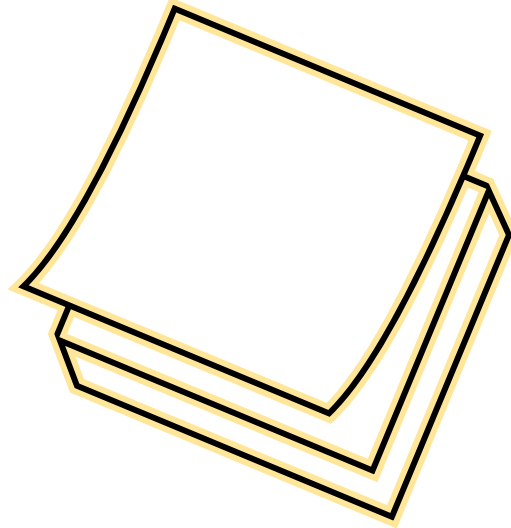
Applies to entire DRI Area



Providing Your Input Tonight

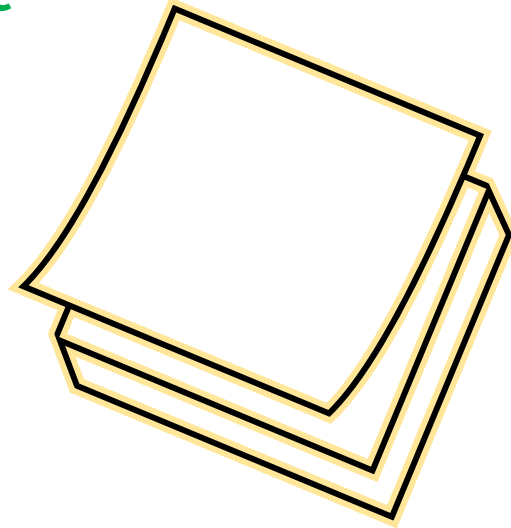
Providing Your Input Tonight

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



Let us know:

- Do you think the projects will have a **positive impact** on downtown Waterloo?
- Do you think the projects align with the revitalization **vision and goals**?
- What do you like about the projects?
- Do you have any other thoughts or concerns?



How we'll use your input

Public support is one of the evaluation criteria the LPC will use to evaluate the projects over the coming months.

Your input is key!

Questions & Answers