

Downtown Revitalization Initiative (DRI)

Village of Waterloo DRI

LPC Meeting #5

October 9, 2024



Department
of State

Downtown
Revitalization
Initiative

Our Agenda for Tonight

- Code of Conduct + Recusals
- Engagement / Work Update
- Minor Project Updates, Survey Results, and Discussion of Strong, Possible, and Weak Contenders
- 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 #4...

- ✓ We've continued to meet with project sponsors to discuss and advance their projects.

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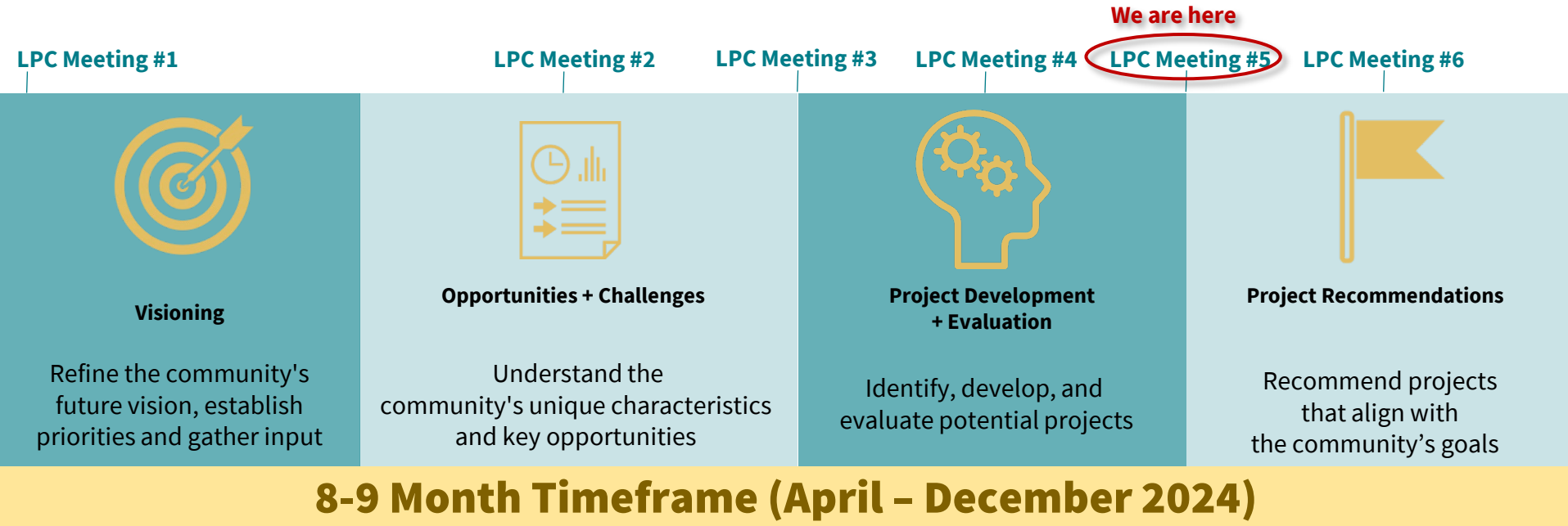
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- ✓ **Our cost estimator has continued his work to vet budgets.**

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- ✓ We launched the LPC and Public Survey and will report on the results tonight.
- ✓ We finalized and circulated the Downtown Profile & Assessment.
- ✓ Our cost estimator has continued his work to vet budgets.
- ✓ **We have begun drafting project profiles, the main component of the Strategic Investment Plan.**

Planning Process



Beginning tonight and over the next month, our focus will be on developing projects and working with you to determine a slate of projects worth between **\$12M to \$15M**.

LPC Meeting #6 (October 30th), if needed

Unless there is general consensus tonight around a slate of projects to recommend for funding, we will regroup at the end of the month to continue that process.

Project Updates, Survey Results, and Discussion

**Tonight, we will start creating a preliminary slate of projects for DRI funding.
Information you may wish to consider includes:**



This process is about arriving at **general consensus** around the best projects to advance downtown Waterloo's revitalization.

- Which projects are the most transformational?
- Which projects are ready for implementation within the short term?
- What's the best mix of projects to support revitalization efforts?
- How do different projects work together/complement one another?

Making these decisions can be hard! For projects not recommended for funding, the LPC may choose to include these as “pipeline**” or “**supporting**” projects, which may position them well for future grant opportunities.**

Project Summary Table

Applications Received	<u>18 Projects Total</u> 8 Renovation / Rehabilitation Projects 3 New Development Projects 5 Public Improvement Projects 1 Small Grant Fund 1 Branding / Marketing Project
Total Project Costs	\$32,016,000
Total DRI Request	\$17,586,000
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 **\$2.5M to \$5.5M**.

Key project updates

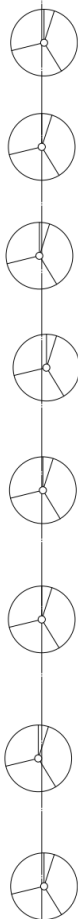
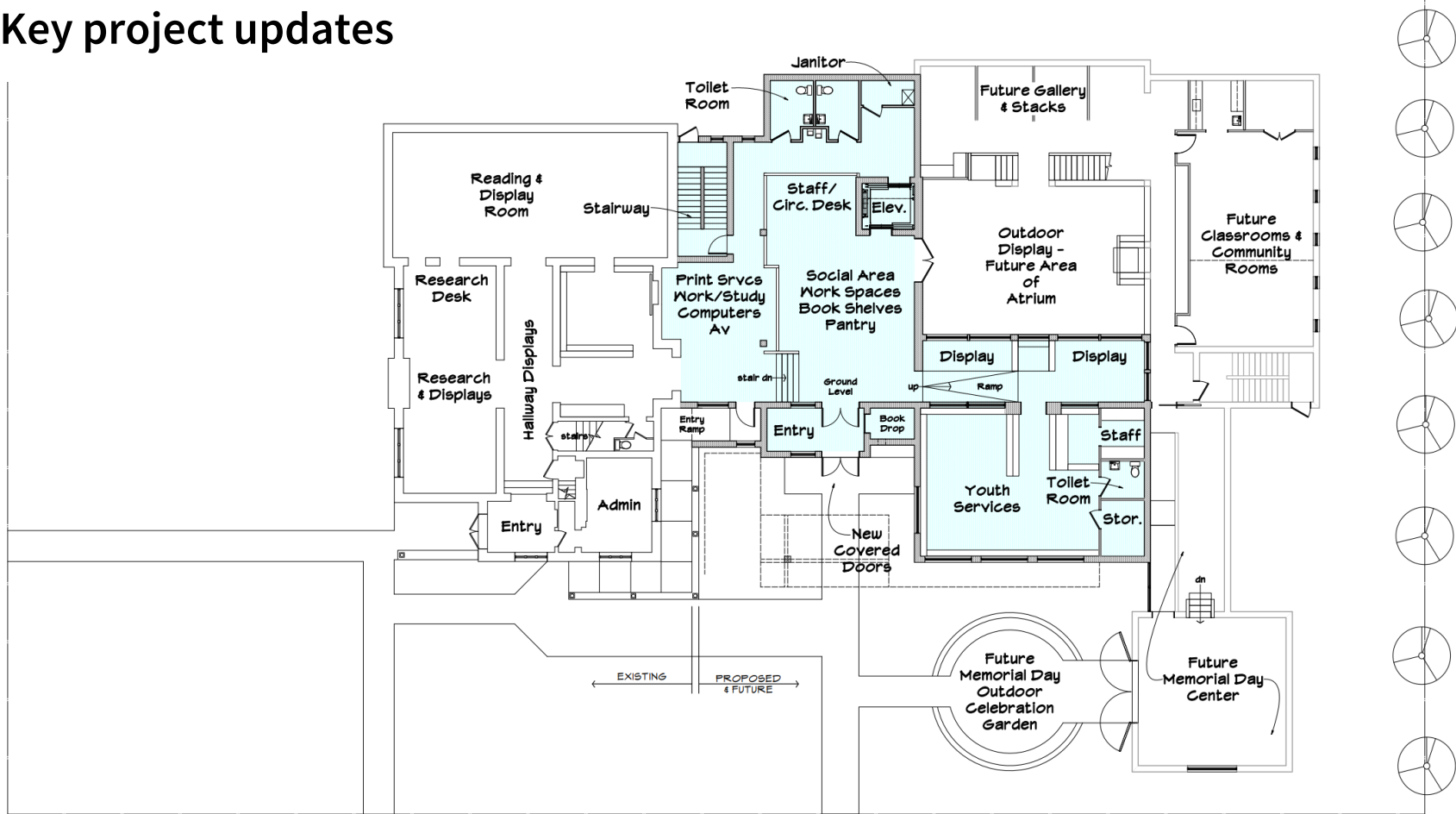
Library & Historical Society

- Sponsor has scoped project to an initial phase that will support a library expansion and some displays from the Memorial Day Museum.
- Total project costs has been reduced from **\$9.82M** to **\$6.5M**, with a DRI funding request of **\$3.0M** (previously **\$5.0M**).



Key project updates

WILLIAMS STREET



CHURCH STREET



FIRST FLOOR PLAN
 1
 A-1
 1/8"=1'-0"
 7350 SF
 CALLED NORTH

First Floor
 Phase 1 ±3,632 SF
 Phase 2 ±4,249 SF
 Total ±7,881 SF

Key project updates

Waterloo Recreational Center

- Quotes for pole barn, kitchen, playground and basketball equipment increases project costs from **\$250K** to results in a new total project cost of **\$1,366,000**.



Key project updates

Street of Shops & Grange Hall

- Drawings, detailed budget, and cash flow analysis has been received by sponsor and are currently being reviewed by our team.



Key project updates

30 Virginia Street

- Further conversations with the DEC confirm that the property faces environmental constraints.
- While there are ways to address environmental issues, as an immediate DRI project there are still many unknowns (e.g., extent of contamination, required remediation, timeline and cost of remediation, eligibility for tax credits to fund cleanup).
- This project is emerging with a number of challenges, which may not be addressed in the DRI timeframe.



Key project updates

Kendig House

- Sponsor is working with local architects to identify opportunities to reduce budget.
- Sponsor is still working to identify bridge financing.



LPC Survey

Through a survey, we asked you to evaluate the projects based on the criteria and to categorize them as strong contenders, possible contenders, and weak contenders.

Evaluation Criteria

- *Vision/goal alignment*
- *Project Readiness*
- *Catalytic Effect*
- *Co-benefits*

Public Survey

At the Public Workshop and through the online survey, we asked the public:

- Does this project have a significant positive impact on Downtown (yes, somewhat, no)?
- Does this project align with Waterloo's revitalization vision and goals (yes, somewhat, no)?

Consultant Team Input

Our team has also put some thought to strong contenders and projects that could be recommended for removal based on our review of projects, discussions with project sponsors, and public feedback.

A total of 18 projects are under consideration for DRI funding.



Legion



39 West Main



Healthy Kids



Kendig House



Street of Shops



Grange Hall



1 East Main



30 Virginia



Library & HS



Village Hall



Rec Center



Main St Streetscape



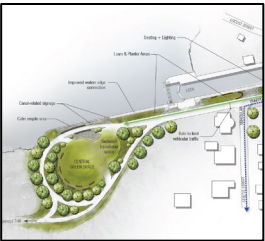
Washington Gateway



Multi-Modal Hub



Vern's Way



Huff Street



The Small Project Fund



Branding, Marketing, Wayfinding

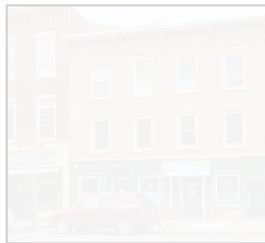
The following projects received a **high evaluation** from the LPC (scoring 60% or more of total available points).



Legion



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30 Virginia



Library & HS



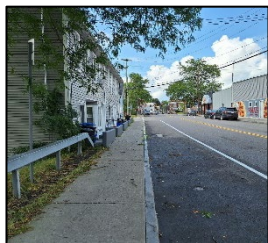
Village Hall



Rec Center



Main St Streetscape



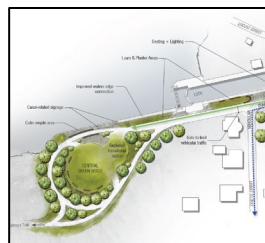
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Multi-Modal Hub



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Huff Street

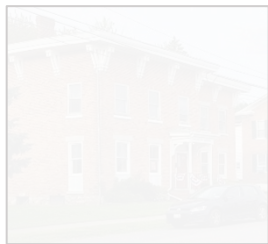


The Small Project Fund

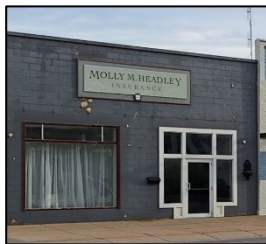


Branding, Marketing, Wayfinding

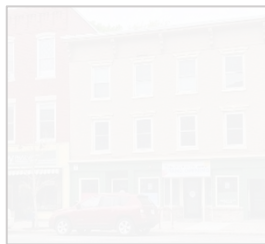
The projects highlighted in **green** had the most public support (>60%). There is considerable overlap with the projects evaluated high by the LPC.



Legion



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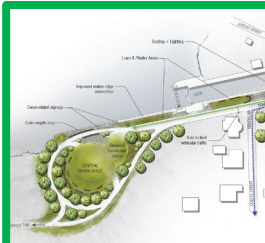
Washington Gateway



Multi-Modal Hub



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Huff Street



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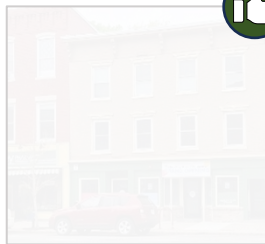
Projects with the  symbol are considered strong contenders by the consultants. Projects with a  symbol are generally supported but require pro forma analysis.



Legion



39 West Main



Healthy Kids



Kendig House



Street of Shops



Grange Hall



1 East Main



30 Virginia



Library & HS



Village Hall



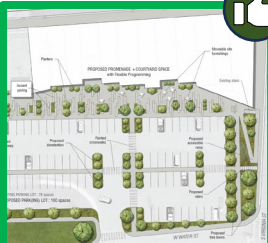
Rec Center



Main St Streetscape



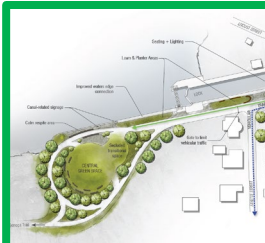
Washington Gateway



Multi-Modal Hub



Vern's Way



Huff Street



The Small Project Fund



Branding, Marketing, Wayfinding

These eight projects were evaluated high by the LPC, had strong public support, and are considered strong by the consultant team.



Legion



39 West Main



Healthy Kids



Kendig House



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30 Virginia



Library & HS



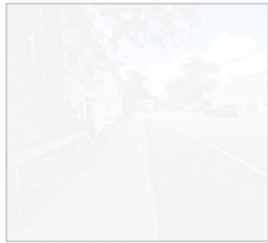
Village Hall



Rec Center



Main St Streetscape



Washington Gateway



Multi-Modal Hub



Vern's Way



Huff Street



The Small Project Fund



Branding, Marketing, Wayfinding

Working towards a preliminary slate of projects

Eight projects were evaluated high by the LPC, had strong support from the public, and are considered as strong contenders by the consultant team.

Together, these projects total \$9,882,000 in DRI funding requests.

Project Name	DRI Funding Request	
Grange Hall	\$	519,000
Street of Shops	\$	845,000
1 East Main Street	\$	420,000
Library & Historical Society	\$	3,000,000
Main Street Improvements	\$	805,000
Multi-Modal Hub	\$	1,411,000
Vern's Way	\$	1,016,000
Small Project Fund	\$	600,000
Waterloo Recreation Center	\$	1,366,000.00
Legion	\$	775,000.00
39 West Main	\$	97,000.00
Healthy Kids	\$	194,000.00
Village Hall	\$	4,400,000.00
Branding	\$	250,000.00
Total Funding Request	\$	15,698,000
Remaining Funding (Low End)	\$	(3,698,000)
Remaining Funding (High End)	\$	(698,000)

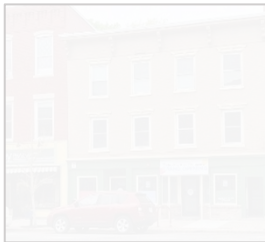
The following projects received a **low evaluation** from the LPC (less than 50% of total available points).



Legion



39 West Main



Healthy Kids



Kendig House



Street of Shops



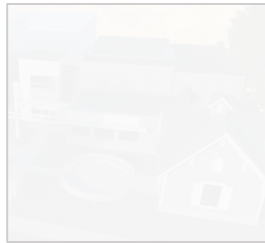
Grange Hall



1 East Main



30 Virginia



Library & HS



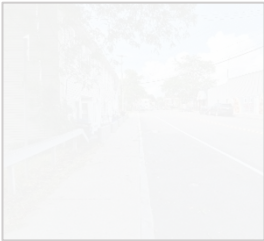
Village Hall



Rec Center



Main St Streetscape



Washington Gateway



Multi-Modal Hub



Vern's Way



Huff Street



The Small Project Fund



Branding, Marketing, Wayfinding

The projects highlighted in **red** had the least public support (less than 50%). There is some overlap with the LPC's evaluation (two projects).



Legion



39 West Main



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Street of Shops



Grange Hall



1 East Main



30 Virginia



Library & HS



Village Hall



Rec Center



Main St Streetscape



Washington Gateway



Multi-Modal Hub



Vern's Way



Huff Street



The Small Project Fund



Branding, Marketing, Wayfinding

Projects with the symbol raise some questions and concerns for the consultant team.



Legion



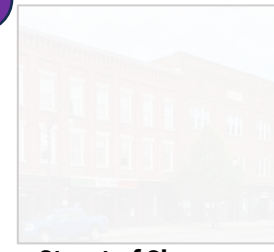
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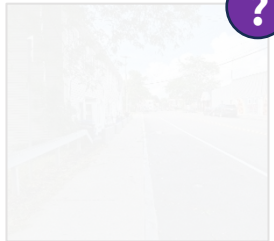
Village Hall



Rec Center



Main St Streetscape



Washington Gateway



Multi-Modal Hub



Vern's Way



Huff Street



The Small Project Fund



Branding, Marketing, Wayfinding

Working towards a preliminary slate of projects

Two projects were evaluated low by the LPC, had low support from the public, and is considered as a weak contenders by the consultant team.

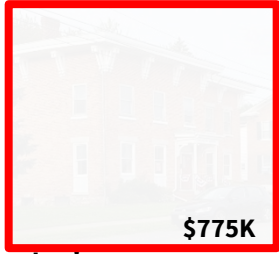


Potential Weak Contenders

- *30 Virginia Street*
- *Kendig House*

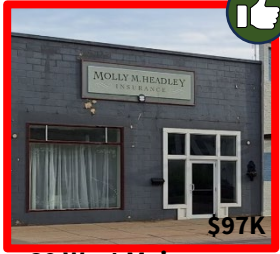
DRI funding request: **\$405,000**

Let's discuss in more detail the projects that fell somewhere in the middle... some are generally supported, others generally unsupported, and others had mixed reviews.



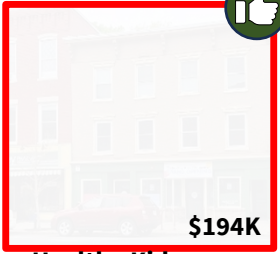
\$775K

Legion



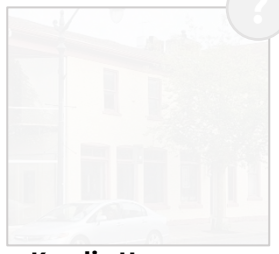
\$97K

39 West Main

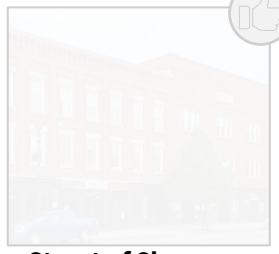


\$194K

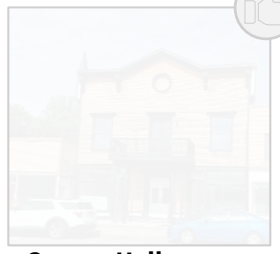
Healthy Kids



Kendig House



Street of Shops



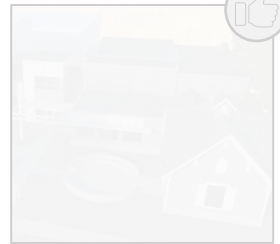
Grange Hall



1 East Main



30 Virginia

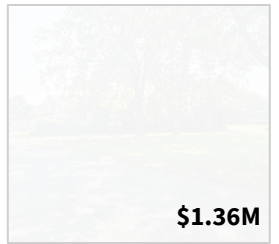


Library & HS



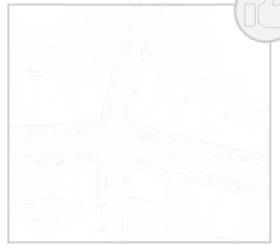
\$4.4M

Village Hall

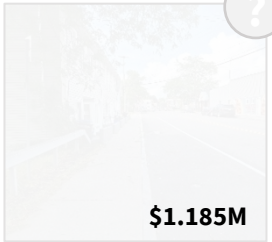


\$1.36M

Rec Center



Main St Streetscape



\$1.185M

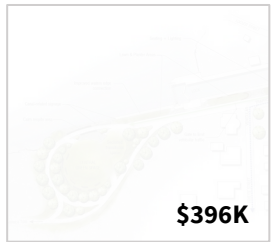
Washington Gateway



Multi-Modal Hub



Vern's Way



\$396K

Huff Street



The Small Project Fund



Branding, Marketing, Wayfinding

\$250K

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

Comments, observations, concerns


- The Legion is a major contributor to the community, and its important to preserve iconic, historic buildings.
- Concern over the overall benefit to the community, especially given dwindling membership numbers. Open post membership is an advantage.
- Perceived to have less economic/community benefit.



Legion

LPC:
Public:
Consultants:

Medium Support
Low Support
Medium Support

Total Cost	DRI Funding Request
\$775,000	\$775,000 (100%) 

LPC Survey Results	
Evaluation	Medium
Strong Contender	50%
More Information Needed	30%
Doesn't Appear Ready	20%
Recommend for Removal	0%

Workshop & Public Survey Results	
Transformative Potential	Low
Alignment with Goals	Medium

Renovate 39 West Main Street into a Multi-Functional Building

Comments, observations, concerns


- Interest in the proposed use by artisans from the area. Some question whether there is demand for more retail space?
- A façade that's in need of improvement and would have a good impact.



39 West Main

LPC:
Public:
Consultants:

High Support
Low Support
High Support

Total Cost	DRI Funding Request
\$150,000	\$97,000 (65%) 

LPC Survey Results

Evaluation	High
Strong Contender	60%
More Information Needed	40%
Doesn't Appear Ready	0%
Recommend for Removal	0%

Workshop & Public Survey Results

Transformative Potential	Low
Alignment with Goals	Medium

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

Comments, observations, concerns


- Small-scale office space is an affordable option for small businesses and younger entrepreneurs.
- Will there be demand for office space? Are there any prospective tenants?
- It's a building that would benefit from facade improvements.
- Concern for parking availability.



Healthy Kids

LPC:
Public:
Consultants:

Medium
Low Support
High Support

Total Cost	DRI Funding Request
\$303,000	\$194,000 (65%) 

LPC Survey Results	
Evaluation	Medium
Strong Contender	50%
More Information Needed	40%
Doesn't Appear Ready	10%
Recommend for Removal	0%

Workshop & Public Survey Results	
Transformative Potential	Low
Alignment with Goals	Medium

Redevelop Village Hall for Housing and a New Municipal Building

Comments, observations, concerns


- Blend in with downtown’s historic buildings in its scale, design, and signage. Some think it’s too big.
- Project improves an eye-sore (some prefer current building).
- There is a need for housing, but how much?
- Solves a big problem, but are the proposed uses compatible (institutional, residential)?
- Concern for the large request, but solves a big problem.
- More information required, but otherwise, many benefits.



Village Hall

LPC:
Public:
Consultants:

High Support
High Support
Questions/Concerns/Pro Forma

Total Cost	DRI Funding Request
\$14,300,000	\$4,400,000 (31%) 

LPC Survey Results	
Evaluation	High
Strong Contender	33%
More Information Needed	44%
Doesn't Appear Ready	22%
Recommend for Removal	0%

Workshop & Public Survey Results	
Transformative Potential	High
Alignment with Goals	High

Expand and Enhance the Waterloo Recreational Center


Comments, observations, concerns

- Addresses a need in the community for space and programming for youth – but it should accommodate people of all ages.
- Are there more affordable ways to create more recreation opportunities?
- Concern for compatibility with surrounding residential area.
- One of the weaker public improvement projects. Less of a direct benefit on the core of downtown, and a lack of detail.



Rec Center

LPC: Medium Support
 Public: High Support
 Consultants: Medium Support

Total Cost	DRI Funding Request
\$1,366,000	\$1,366,000 (100%) 

LPC Survey Results	
Evaluation	Medium
Strong Contender	22%
More Information Needed	57%
Doesn't Appear Ready	22%
Recommend for Removal	0%

Workshop & Public Survey Results	
Transformative Potential	High
Alignment with Goals	High

Enhance Washington Street as a Gateway to Downtown

Comments, observations, concerns


- This is an important connection to the trail and is currently not safe/comfortable to use.
- This area needs improvement, but the state of buildings along this street means the impact is limited. How much will these improvements help without reinvestment in the buildings?
- More detailed cost estimates are needed.



Washington Gateway

LPC:
Public:
Consultants:

High Support
Medium Support
Questions/Concerns

Total Cost	DRI Funding Request
\$1,185,000	\$1,185,000 (100%) 

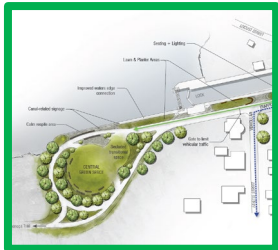
LPC Survey Results	
Evaluation	High
Strong Contender	56%
More Information Needed	22%
Doesn't Appear Ready	22%
Recommend for Removal	0%

Workshop & Public Survey Results	
Transformative Potential	Medium
Alignment with Goals	Medium

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

Comments, observations, concerns


- Puts an underutilized resources to good use (the trail, the canal) for locals and visitors.
- A project that benefits the general public, especially in combination with other public improvement projects.
- Seems excessive.



Huff Street

LPC:
Public:
Consultants:

High Support
Medium Support
Medium Support

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

LPC Survey Results	
Evaluation	High
Strong Contender	56%
More Information Needed	33%
Doesn't Appear Ready	11%
Recommend for Removal	0%

Workshop & Public Survey Results	
Transformative Potential	High
Alignment with Goals	Medium

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


Comments, observations, concerns

- Mixed reviews, a top priority for some, less so for others.
- Priority should be making downtown look nice first.
- Emphasize Waterloo's unique location between the two Finger Lakes.

*Branding,
Marketing,
Wayfinding*

LPC:
Public:
Consultants:

High Support
High Support
Medium Support

Total Cost	DRI Funding Request
\$250,000	\$250,000 (100%) 

LPC Survey Results	
Evaluation	High
Strong Contender	44%
More Information Needed	44%
Doesn't Appear Ready	11%
Recommend for Removal	0%

Workshop & Public Survey Results	
Transformative Potential	High
Alignment with Goals	Medium

Working towards a preliminary slate of projects


Which of these projects would you like to consider adding to the preliminary slate of projects?

Project Name	DRI Funding Request	
American Legion	\$	775,000
39 West Main Street	\$	97,000
Healthy Kids	\$	194,000
Village Hall	\$	4,400,000
Recreation Center	\$	1,200,000
Huff Street	\$	396,000
Branding, Marketing, Wayfinding	\$	250,000
Total Funding Request	\$	7,312,000
Remaining Funding (Low End)	\$	4,688,000
Remaining Funding (High End)	\$	7,688,000

Restore Kendig House as a Short-Term Rental

Comments, observations, concerns

- Seems like a big investment, especially for the potential impact of a single unit.
- Has the potential to support/increase tourism, but is there enough to do in town?
- A rental unit might be a better use, given housing crisis and existing accommodations in the area.
- A better candidate for the Small Project Fund.
- Concern for where visitors will park.

Total Cost	DRI Funding Request
\$355,000	\$230,000 (65%) 


LPC Survey Results	
Evaluation	Low
Strong Contender	20%
More Information Needed	30%
Doesn't Appear Ready	50%
Recommend for Removal	0%

Workshop & Public Survey Results	
Transformative Potential	Medium
Alignment with Goals	Medium

Renovate the Street of Shops and Achieve Full Ground Floor Occupancy

Comments, observations, concerns

- Occupied storefronts are important for revitalization, especially for this stretch. Getting the right tenants is key.
- More shops and restaurants will create a good visitor experience.
- Concern for the owners' ability to implement the project using grant funding and to maintain the improvements.

Total Cost	DRI Funding Request
\$1,300,000	\$871,000 (65%) 


Survey Results	
Evaluation	High
Strong Contender	90%
More Information Needed	10%
Doesn't Appear Ready	0%
Recommend for Removal	0%

Workshop & Public Survey Results	
Transformative Potential	High
Alignment with Goals	Medium

Build the Grange Hall Food and Entertainment Hub

Comments, observations, concerns

- A good idea, a restaurant like this can benefit locals, including youth, and also draw visitors from neighboring towns.
- An enhanced venue for different types of events would be a great addition to the community.
- Concern for the owners' ability to implement the project using grant funding and to maintain the improvements.
- Parking an issue if it's going to be a venue. Could Community Bank authorize parking on their lot?

Total Cost	DRI Funding Request
\$824,000	\$519,000 (63%) 


LPC Survey Results	
Evaluation	High
Strong Contender	80%
More Information Needed	20%
Doesn't Appear Ready	0%
Recommend for Removal	0%

Workshop & Public Survey Results	
Transformative Potential	High
Alignment with Goals	High

Rehabilitate 1 East Main Street for Four New Apartments

Comments, observations, concerns

- Improvements to a building right at the corner would have a high impact.
- Waterloo is in need of housing. Will the apartments be affordable?
- There are benefits beyond housing, including façade improvements, tax revenue, etc.
- Concern for parking.

Total Cost	DRI Funding Request
\$650,000	\$420,000 (65%) 


LPC Survey Results	
Evaluation	High
Strong Contender	60%
More Information Needed	40%
Doesn't Appear Ready	0%
Recommend for Removal	0%

Workshop & Public Survey Results	
Transformative Potential	Medium
Alignment with Goals	Medium

Renovate 30 Virginia Street for Three Apartments

Comments, observations, concerns

- Waterloo is in need of housing, but the ground floor should be kept for commercial use.
- Improvements should also be made to the exterior of the building, as it's unattractive.
- The funding request is relatively small for three apartments – is it accurate?
- Good idea for the site, but serious concern for environmental contamination based on previous use as a laundromat.
- Lacks project readiness and capacity to bring this project forward – unlikely to break ground in two years.

Total Cost	DRI Funding Request
\$250,000	\$175,000 (70%) 


LPC Survey Results	
Evaluation	Low
Strong Contender	20%
More Information Needed	30%
Doesn't Appear Ready	30%
Recommend for Removal	20%

Workshop & Public Survey Results	
Transformative Potential	Medium
Alignment with Goals	Medium

Expand the Library and Integrate the Museum Collections

Comments, observations, concerns

- The library is a great community resource, especially for kids, and the museum can draw people from away.
- A great project that benefits the whole community, there's need for more space / programming.
- Make sure the new building complements the historic building.
- Concern for the overall amount requested. Is an expansion of this scale required?
- This is a project that is ready for implementation if the funding sources fall into place.

Total Cost	DRI Funding Request
\$6 – 6,500,000	\$3,000,000 (~50%) 


LPC Survey Results	
Evaluation	High
Strong Contender	33%
More Information Needed	44%
Doesn't Appear Ready	22%
Recommend for Removal	0%

Workshop & Public Survey Results	
Transformative Potential	Medium
Alignment with Goals	Medium

Continue the Main Street Public Realm Improvements

Comments, observations, concerns

- Enhances the appearance of downtown and contributes to local pride.
- Improves the “curb appeal” for downtown businesses. The sidewalks in particular need work.
- A project that benefits the general public.
- Concern for maintenance (snow removal, keeping the planting areas looking good).
- Concern for loss of parking spaces.

Total Cost	DRI Funding Request
\$805,000	\$805,000 (100%) 


Survey Results	
Evaluation	High
Strong Contender	44%
More Information Needed	22%
Doesn't Appear Ready	11%
Recommend for Removal	22%

Workshop & Public Survey Results	
Transformative Potential	High
Alignment with Goals	High

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

Comments, observations, concerns

- Success will depend on the types of businesses backing onto it and on whether the buildings are improved.
- A project that benefits the general public and can catalyze other investment.
- If properly maintained, it would be nice.
- Some concern for the design feeling too city-like, though it's only a concept at this stage.
- A permanent pavilion should be included (i.e., for a farmers' market).
- How will parking be managed during construction?

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


LPC Survey Results	
Evaluation	High
Strong Contender	78%
More Information Needed	0%
Doesn't Appear Ready	22%
Recommend for Removal	0%

Workshop & Public Survey Results	
Transformative Potential	High
Alignment with Goals	High

Enhance the Connection between Oak Island and Main Street

Comments, observations, concerns

- Great idea to continue this connection and create more reasons to visit downtown.
- There should be canoe/kayak rentals.
- The cost seems too high for the proposed improvements.
- Concern for maintenance.

Total Cost	DRI Funding Request
\$1,016,000	\$1,016,000 (100%) 


LPC Survey Results	
Evaluation	High
Strong Contender	78%
More Information Needed	22%
Doesn't Appear Ready	0%
Recommend for Removal	0%

Workshop & Public Survey Results	
Transformative Potential	Medium
Alignment with Goals	High

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

Comments, observations, concerns

- Good idea to improve the buildings that already exist. This will make a difference.
- Small improvements can have a big impact.
- Important to ensure the fund is managed properly: how much is awarded, for what type of project, who is eligible. The public should also have a say.

Total Cost	DRI Funding Request
\$684,000	\$500,000 (73%) 

LPC Survey Results	
Evaluation	High
Strong Contender	63%
More Information Needed	37%
Doesn't Appear Ready	0%
Recommend for Removal	0%

Workshop & Public Survey Results	
Transformative Potential	High
Alignment with Goals	High

Next Steps

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- Fisher (our Landscape Architect) is hosting an event at the Haunted House being held on October 25 at LaFayette Apartments to get input on the public improvement projects.

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- We will continue working with project sponsors to refine their projects.
- We will continue drafting project profiles and share drafts of them in about a week's time.
- We will start preparing the outstanding components of the Strategic Investment Plan.**

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

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