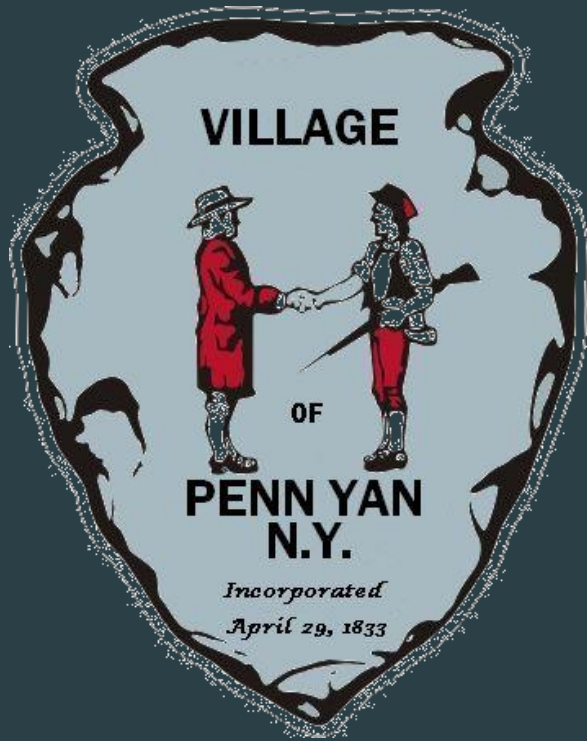


LAKE KEUKA 1mi

VILLAGE OF PENN YAN DOWNTOWN REVITALIZATION INITIATIVE OPEN HOUSE



Downtown
Revitalization
Initiative



AGENDA

- I. New York State Downtown Revitalization Initiative (DRI) Overview
- II. Public Survey Highlights
- III. Economic & Market Analysis Highlights
- IV. DRI Updates
- V. Open House

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NEW YORK STATE DRI OVERVIEW

Café Next Door

Wheel Market
By Mill's Pantry

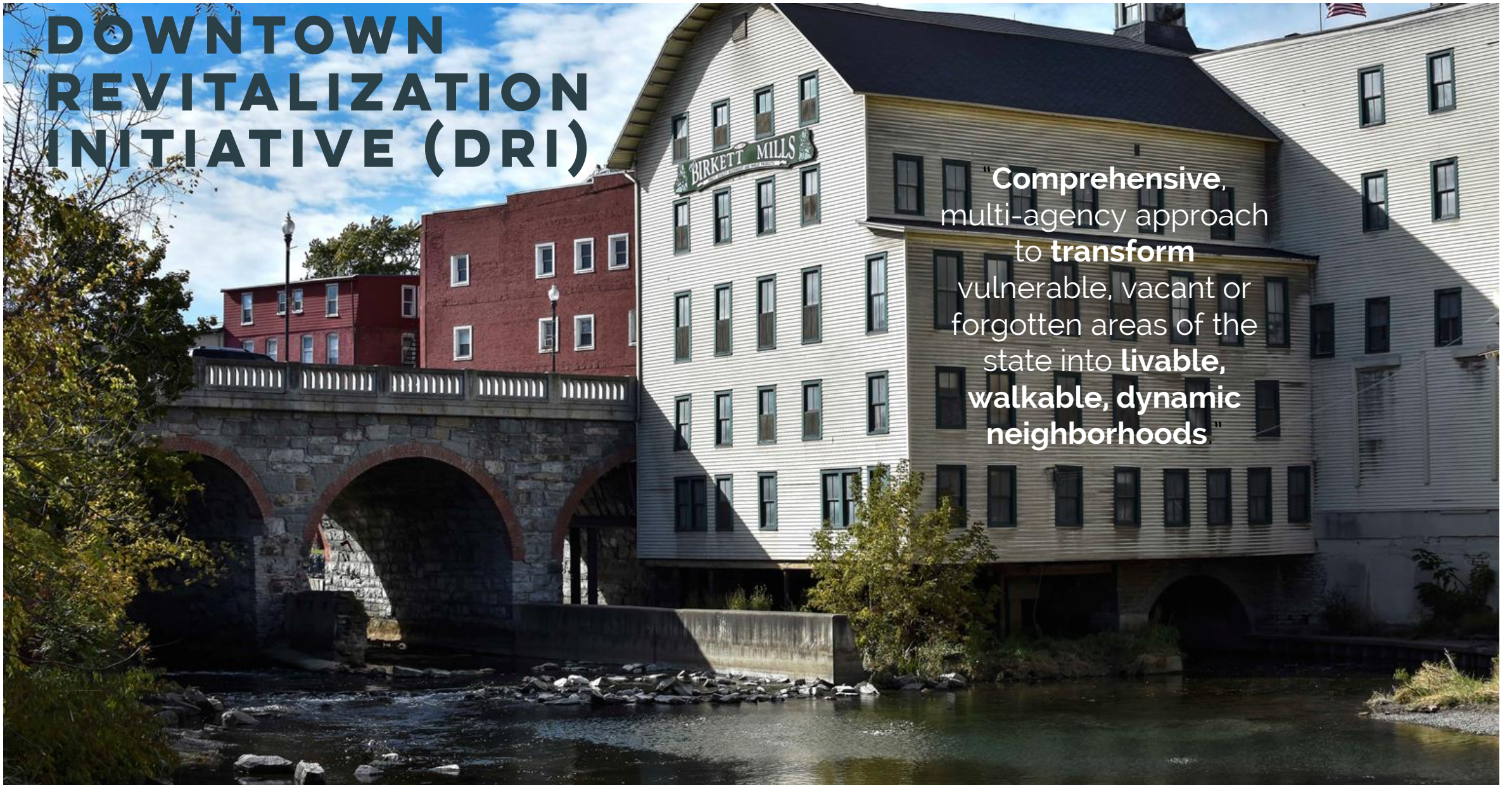
Angel's

BIRKETT MILLS



DOWNTOWN REVITALIZATION INITIATIVE (DRI)

“Comprehensive,
multi-agency approach
to **transform**
vulnerable, vacant or
forgotten areas of the
state into **livable,
walkable, dynamic
neighborhoods**”



DRI PROGRAM PRINCIPLES

- **Attractive** Downtown with a **Strong Sense of Place**
- **Attraction of a mix of businesses** – shopping, dining, entertainment – synergistic, create vitality, jobs, taxes
- Enhance **Public Spaces for Arts & Cultural Activities**
- Attract a **Diverse Population**





DRI STRATEGIC INVESTMENT PLAN

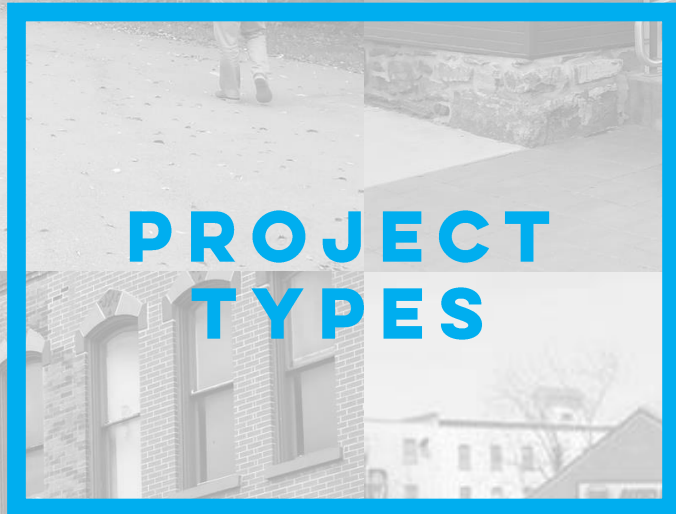
- Downtown Profile & Assessment
- Vision, Goals & Strategies
- Downtown Management & Implementation
- Public Involvement
- Proposed Projects



**PUBLIC
IMPROVEMENTS**



**NEW DEVELOPMENT
OR REHABILITATION**



**PROJECT
TYPES**



**REVOLVING LOANS
AND GRANTS**



**BRANDING &
MARKETING**

STATIONS EXERCISE

- Arts & Culture
- Mixed Use Projects
- Historic Preservation
- Parks & Trails

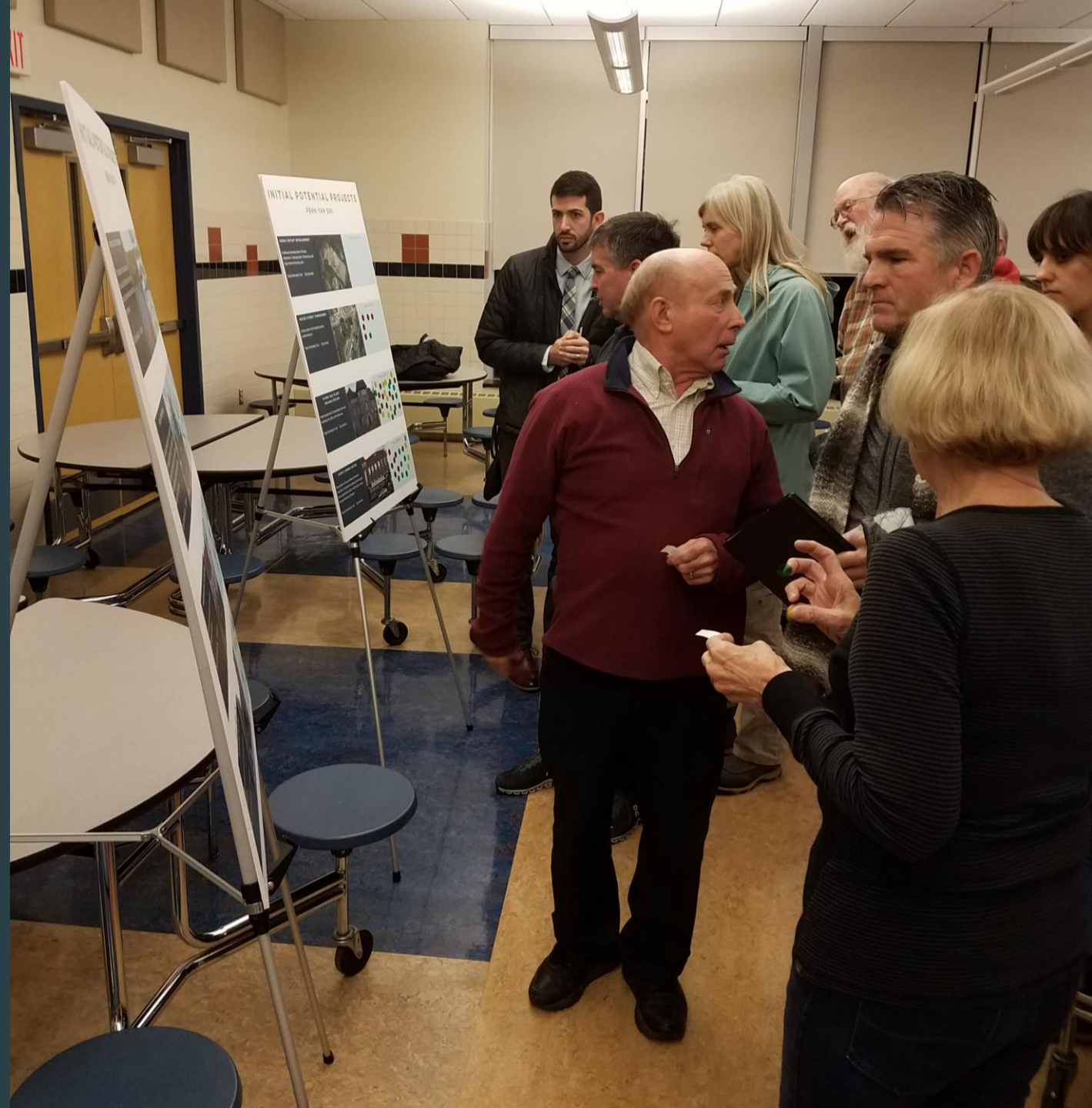
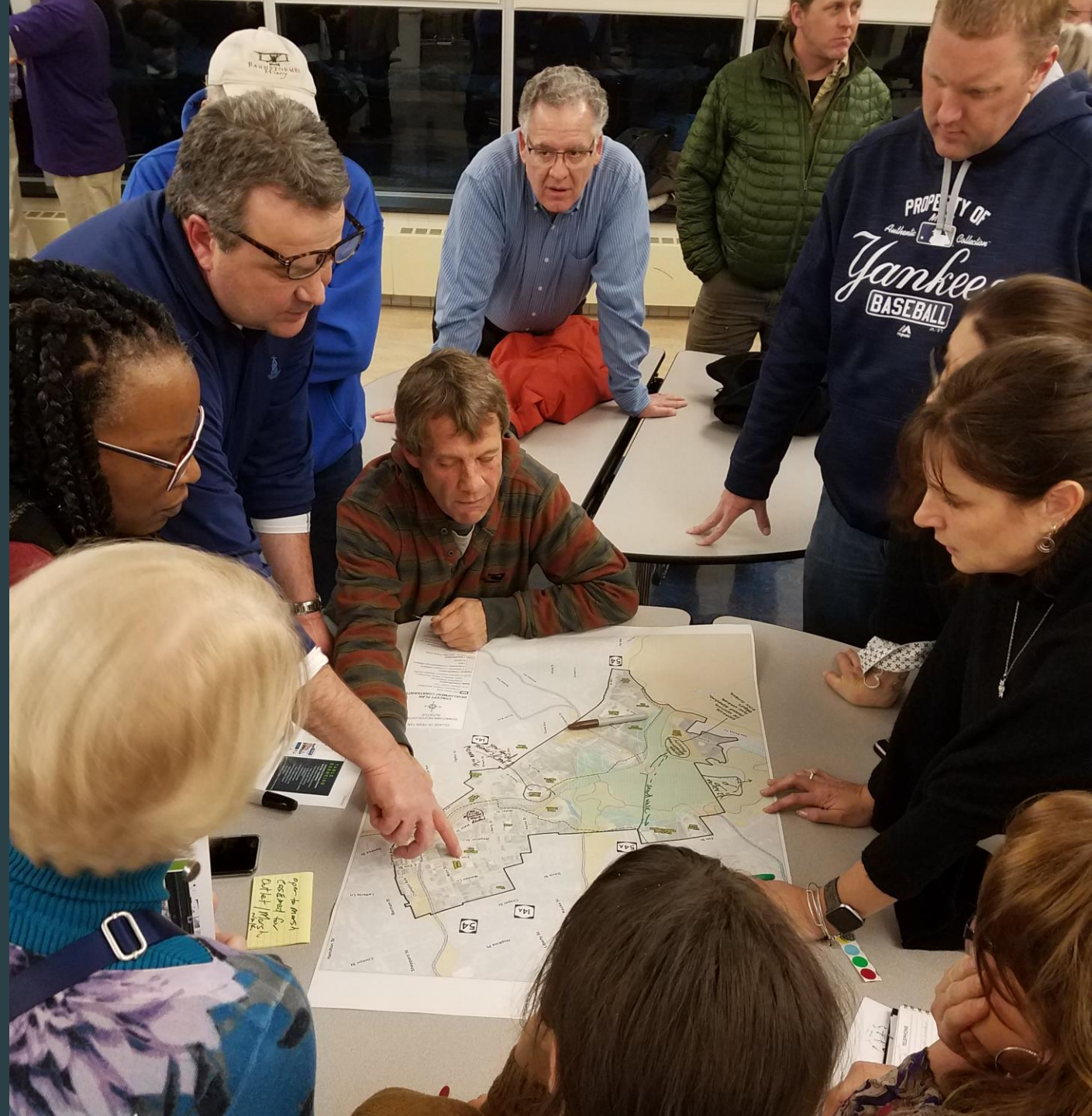
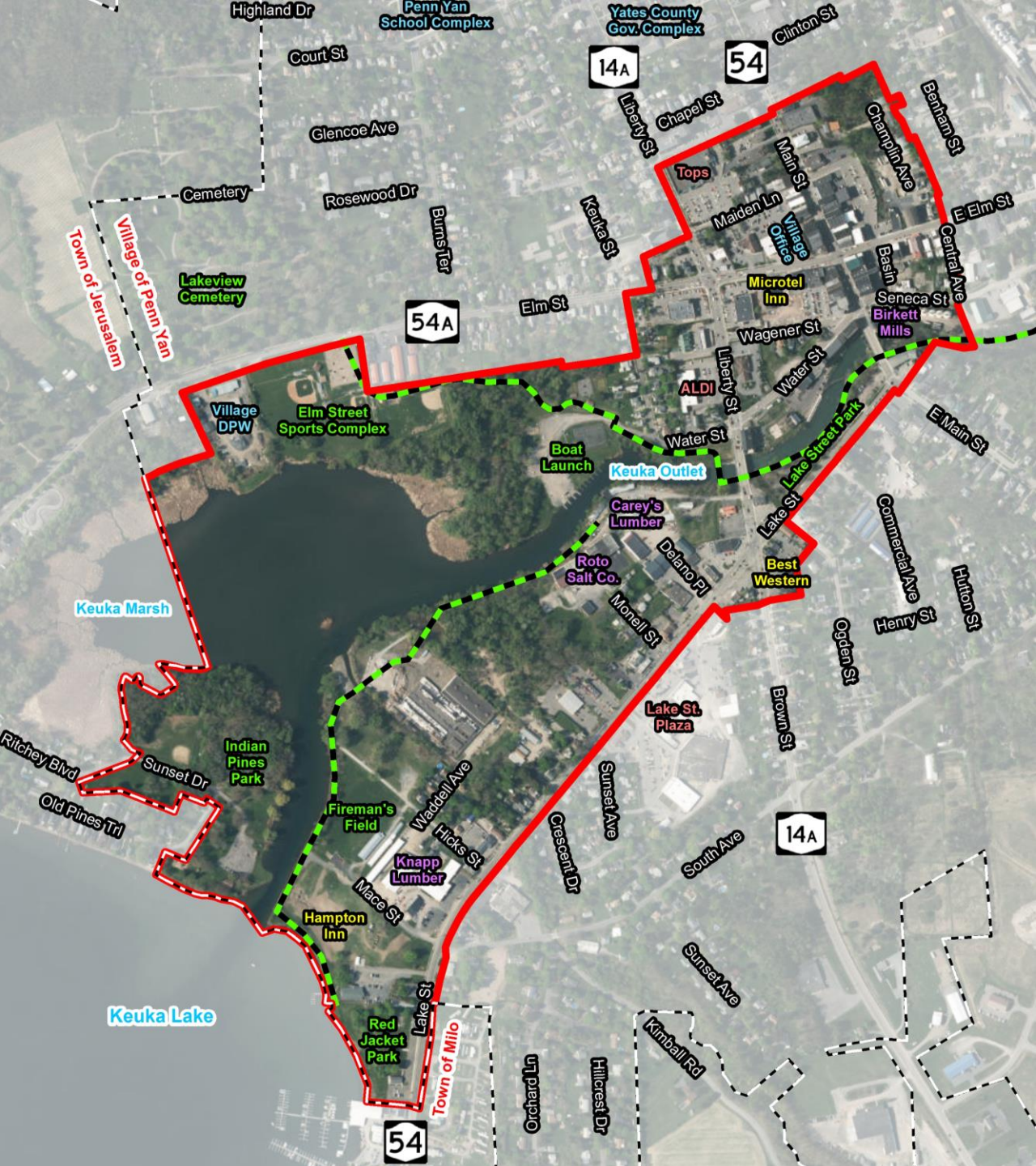


TABLE EXERCISE

- Parking
- Restrooms
- Wayfinding signage
- Parks & Trails – Downtown to Lake Connection
- Affordable Housing – for rent and for sale





DRI BOUNDARY

- Historic Commercial Core
- Keuka Outlet
- Marsh Area
- Parks
- Keuka Lake Waterfront
- 234 acres

LAKE KEUKA 1MI.

PUBLIC SURVEY HIGHLIGHTS

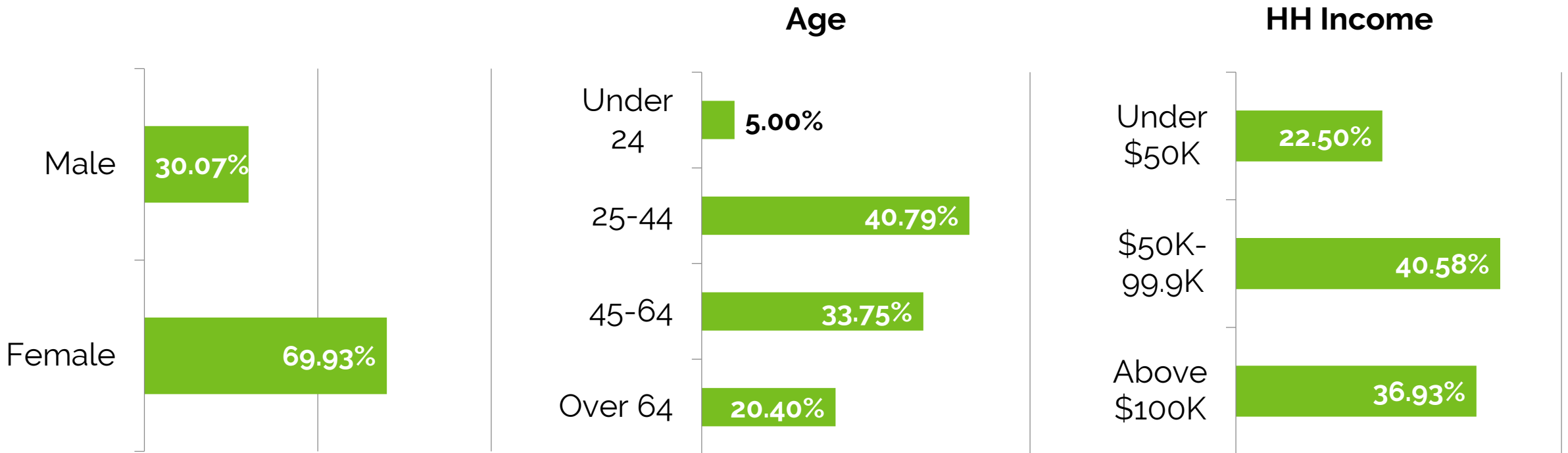
Café Next Door

Wheel Market
By Abby's Pantry

Angel's

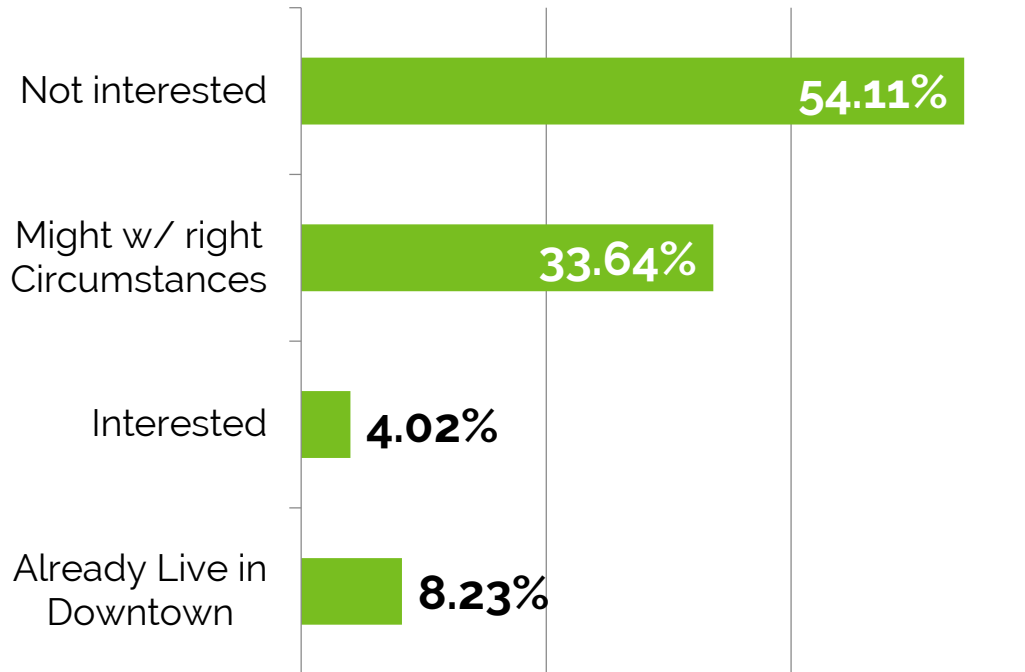
PUBLIC SURVEY HIGHLIGHTS: WHO TOOK THE SURVEY?

558 total responses

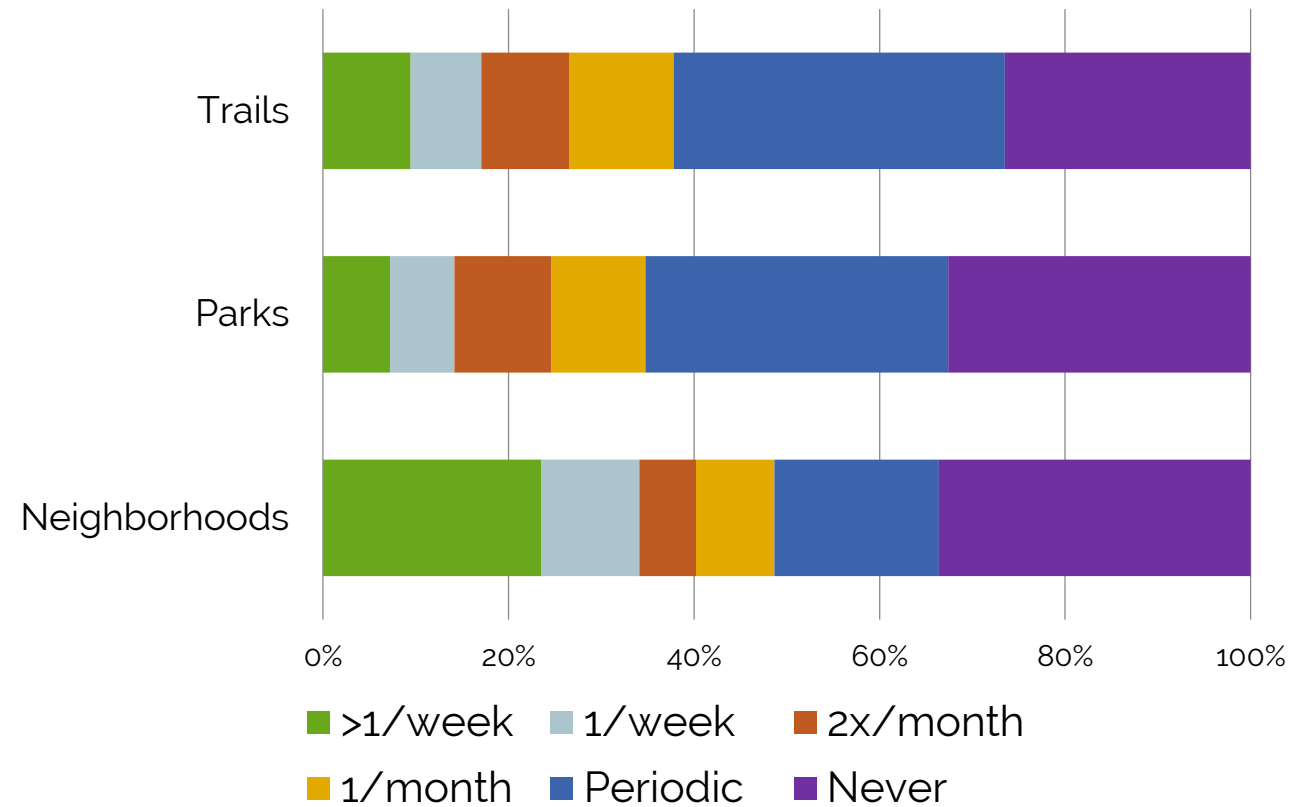


PUBLIC SURVEY HIGHLIGHTS

Would you be interested in living downtown?



How often do you walk or bike in the following areas?



PUBLIC SURVEY HIGHLIGHTS

Are there other towns, cities or areas that have qualities you would like to see imitated in Penn Yan?

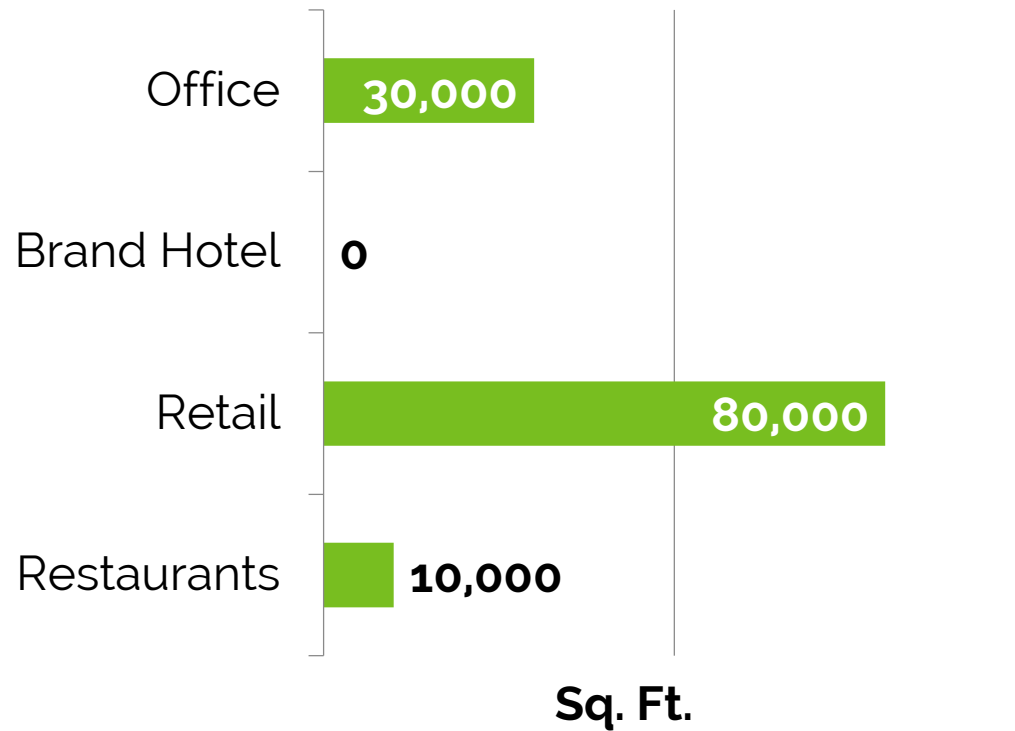
Corning Burlington, VT Victor variety restaurants NY public access lake Ithaca Seneca Falls
variety atmosphere walking public food place stores safe lake
good restaurants great beautiful community Fairport lots PY
Skaneateles close downtown buildings
Canandaigua store fronts
Hammondsport welcoming Geneva Pittsford
restaurants Main Street shops great restaurants park
within walking distance area waterfront nice Skaneateles town Saratoga Springs
good friendly clean need businesses many Watkins Glen linden street Geneva
street well kept activities selection events feel shops restaurants



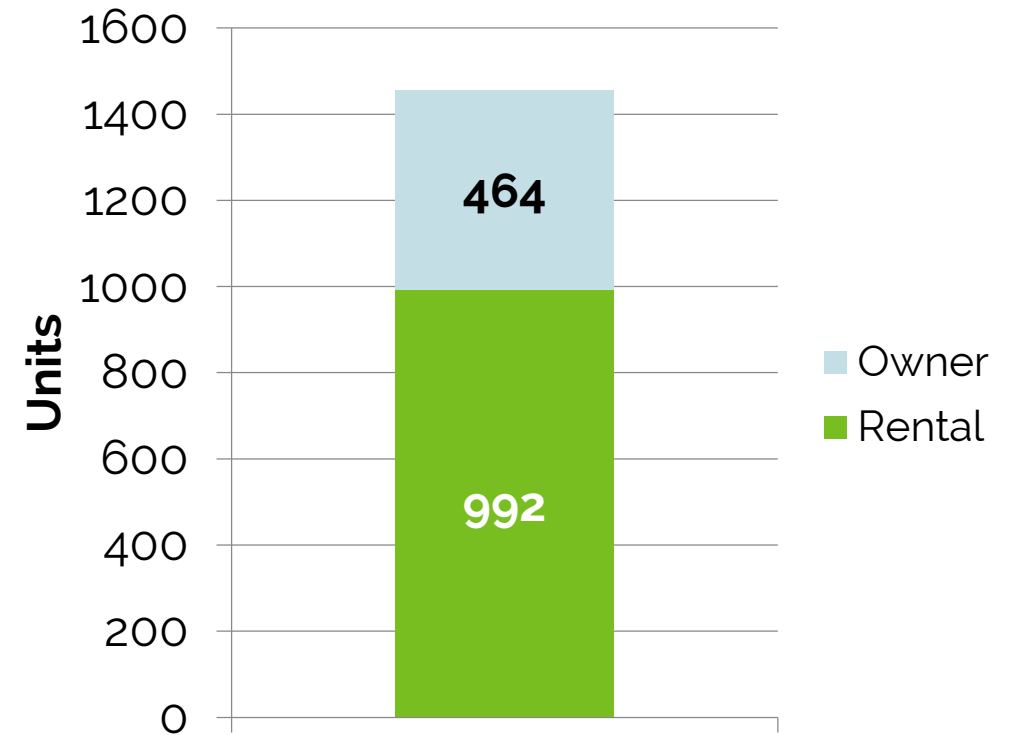
ECONOMIC & MARKET HIGHLIGHTS

MARKET FINDINGS YATES COUNTY

Commercial Demand – 10 years



Residential Demand – 20 years



MARKET FINDINGS

YATES COUNTY

Rental Housing Market

| HH Income | < \$15k | \$15k to < \$35k | \$35k to < \$50k | \$50k to < \$75k | \$75k to < \$100k | \$100k to < \$150k | \$150k + | Total |
|--|---------|------------------|------------------|------------------|-------------------|--------------------|----------|-------|
| Estimated Monthly Rent + Utilities | < \$375 | \$375-\$728 | \$729-\$1,040 | \$1,040-\$1,561 | \$1,562-\$2,082 | \$2,083-\$3,124 | >\$3,124 | |
| Target Rental Units Needed to Meet Projected Demand | 384 | 148 | 55 | 188 | 144 | 50 | 23 | 992 |

Proposed in Current DRI projects – 47 (2 Vacation Rentals)

Owner Housing Market

| HH Income | < \$15k | \$15k to < \$35k | \$35k to < \$50k | \$50k to < \$75k | \$75k to < \$100k | \$100k to < \$150k | \$150k + | Total |
|---|------------|-------------------|----------------------|---------------------|---------------------|---------------------|------------|-------|
| Estimated Affordable Home Value | < \$37,500 | \$37,500-\$87,499 | \$87,500 - \$124,999 | \$125,000-\$187,499 | \$187,500-\$249,999 | \$250,000-\$374,999 | >\$375,000 | |
| Target Owner Units Needed to Meet Projected Demand | 76 | - | 1,099 | - | 128 | 116 | 13 | 464 |
| Surplus Owner Units | - | 1,066 | - | 71 | - | - | 23 | - |

Proposed in Current DRI projects – 18

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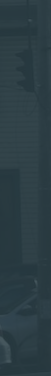
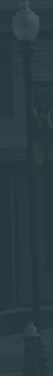
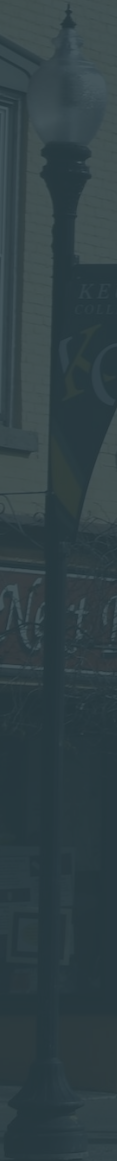
DRI UPDATES

Café Next Door

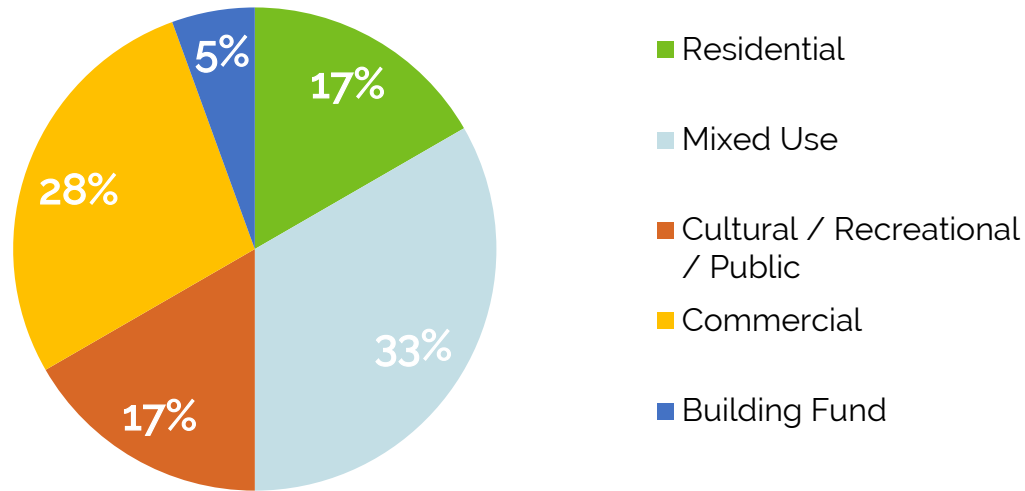
Wheel Market
By Moby's Pantry

Angel's

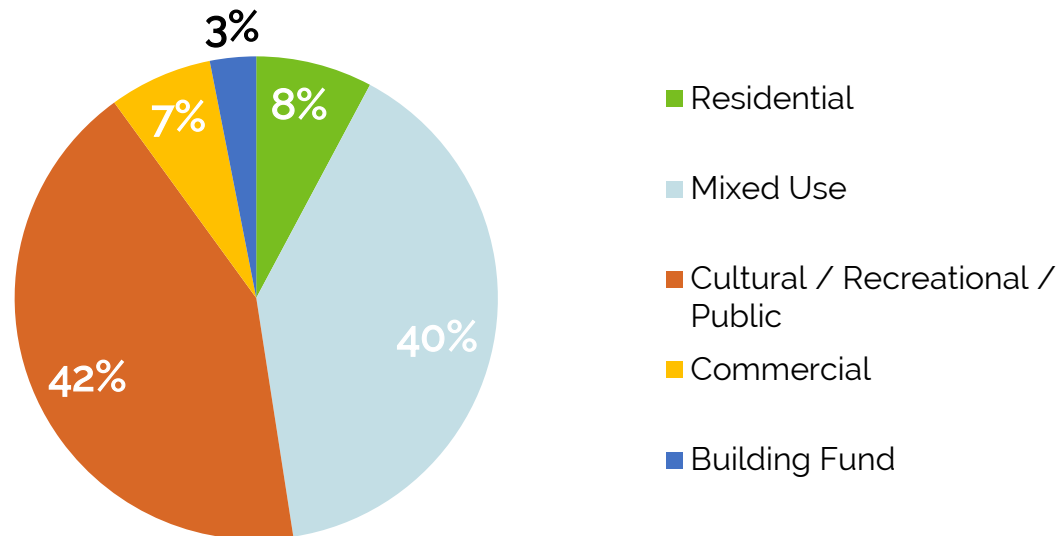
BIRKETT MILLS



of Projects – Advanced Phase



\$ of Projects – Advanced Phase



DRI PROJECTS

- **18 Advanced Phase**
 - 3 Residential
 - 6 Mixed Use
 - 3 Cultural / Recreational / Public
 - 5 Commercial
 - 1 Building Fund
- 14 in Reserve / Standby or eligible for future Building Improvement Fund

REMAINING SCHEDULE

Consultant &
Applicant
Project
Development
Feb/March

LPC Meeting –
Preliminary
Slate
February 26,
2019

LPC Final
Review and
Final Slate
Selection
March 13, 2019

Final Public
Meeting
Week of
March 18th

Strategic
Investment
Plan
submitted to
State
March 31, 2019

CLARIFICATIONS, COMMUNICATIONS & PROFILE DEVELOPMENT

- **Design Question Clarification**
 - Consultants not designing projects
 - Verifying costs, uses, codes
 - If selected on slate, each project will have design budgets
- **Communication with Applicants**
 - Each will review Draft Final Profiles – Costs, DRI Requests, Scope, Benefits, etc.
- **Profile and Project Development** – applicants & consultants - meetings, revisions, refinements, matches, feasibility

DOWNTOWN REVITALIZATION INITIATIVE VILLAGE OF PENN YAN

THE NEW KNAPP ON MAIN



| | |
|----------------------|-----------------------|
| PROJECT | The New Knapp on Main |
| OWNER/SPONSOR | Bill Foster |
| LOCATION | 2-8 Main Street |
| PROJECT COST | \$3,500,000 |
| DRI FUNDING | \$1,750,000 |

PROJECT DESCRIPTION AND FUTURE USE

The Knapp Hotel is an important Landmark in the Village of Penn Yan as it is one of the only remaining hotels from the late 1800's. The Knapp Hotel sits on the original site where the founder of Penn Yan, Abraham Wagner, built what was called 'The Mansion' back in 1818. The current Knapp Hotel, built in 1897, was originally a 37 room hotel. Over the years, the Knapp has changed many hands and is in dire need of major repairs - including roof leaks, basement water infiltration, and exterior brick facade damage - due to prolonged exposure to the elements.

The overall vision is to create a highly visible mixed use gateway into downtown that emphasizes the original beauty and detailing from the historic building. 11 new apartments would be added on the upper floors ranging from 1 to 2 bedrooms. The rear addition will be removed, with outdoor seating available for the rear commercial space as well as two premium parking spaces. In a future phase, access to the roof may be provided.

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OPEN HOUSE

Café Next Door

Wheel Market
By Mill's Pantry

Angel's

BIRKETT MILLS



POTENTIAL PROJECTS

PENN YAN DRI

STRUBLE ARCADE TERESA HOBAN

148 Main Street

Total Estimated Cost: \$3,800,000

DRI Funding Request: \$1,900,000

Est. Schedule: 2.5 Years

Struble's Arcade is a 3 story mixed-use masonry building with 19,200 sf of vacant space on 3 floors. The former use of the building was primarily commercial, with two rows of shops and offices adjacent to an arcade with access to a double height mezzanine and skylight. The proposed use would restore this arcade to its former glory, while converting the upper floors over to 7 market rate apartments - of which 4 would be accessible via a new lift to the second floor.

The first floor would be redeveloped into 6 commercial spaces, all of which would be accessible from a main entry point on Main Street - providing a wide range of square footages for new or micro-retail businesses, as well as two larger storefronts slated to become a bakery and liquor store. Future tenants of both the upper and lower floors will get to enjoy interacting via the historic day lit mezzanine, full of public seating and commercial overflow on even the coldest of winter days.



Proposed Rendering



Existing Exterior



Existing Skylight

WHAT I LIKE ABOUT THIS PROJECT



LIBERTY LOFTS CLIFTON LAND COMPANY IN PARTNERSHIP WITH LECHASE CONSTRUCTION

201 Elm Street

Total Estimated Cost: \$8,728,044

DRI Funding Request: \$4,000,000

Est. Schedule: 2.5 Years

Clifton Land Company, in partnership with LeChase Construction, is working with Sutton Architecture and Carmina Wood Morris, DPC to redevelop and re-purpose the northwest corner of Liberty and Elm Streets.

The proposed project includes a new mixed-use development of 24 two-bedroom residential units, 18,000 SF of commercial space, available parking and "Center Stage" - a community-based adventure center dedicated to nonprofit agencies of the greater Penn Yan community. The investment of more than \$8.7 million at this major intersection near the village core will have a catalytic impact by promoting connectivity to the Village's adjacent central business district and improving a gateway to the Village.



Proposed Rendering



Proposed Rendering



Existing Exterior

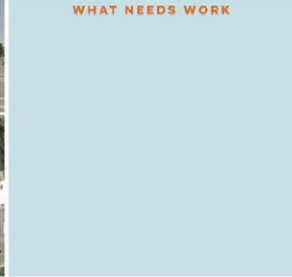


Proposed Site

WHAT I LIKE ABOUT THIS PROJECT



WHAT NEEDS WORK



STATIONS EXERCISE

- Stations around the Room
- Post-its
 - What you like about project
 - What needs work
- Circulation, Access & Parking Study guest table