

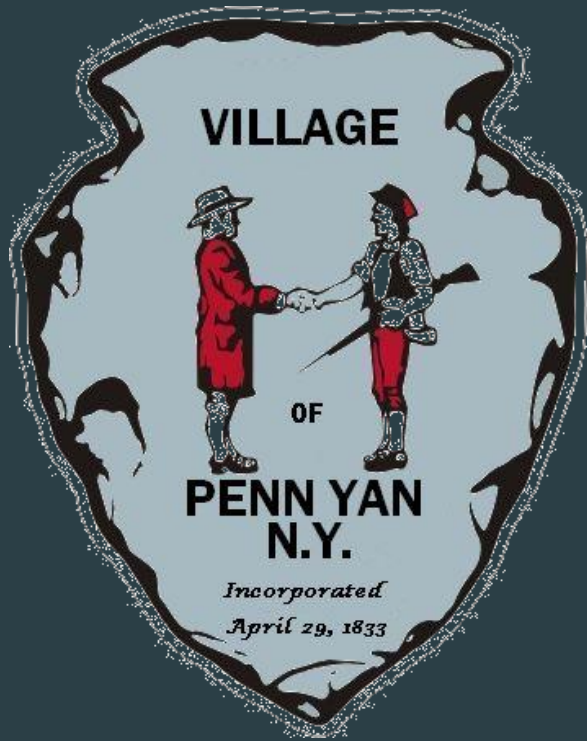
LAKE KEUKA 1mi.

VILLAGE OF PENN YAN DOWNTOWN REVITALIZATION INITIATIVE RFI



NEW YORK
STATE OF
OPPORTUNITY™

**Downtown
Revitalization
Initiative**



AGENDA

- I. New York State Downtown Revitalization Initiative (DRI) Overview
- II. Penn Yan DRI Application
- III. Schedule
- IV. RFI Forms
- V. Process
- VI. Questions

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NEW YORK STATE DRI OVERVIEW

Café Next Door

Wheel Market
By Mill's Pantry

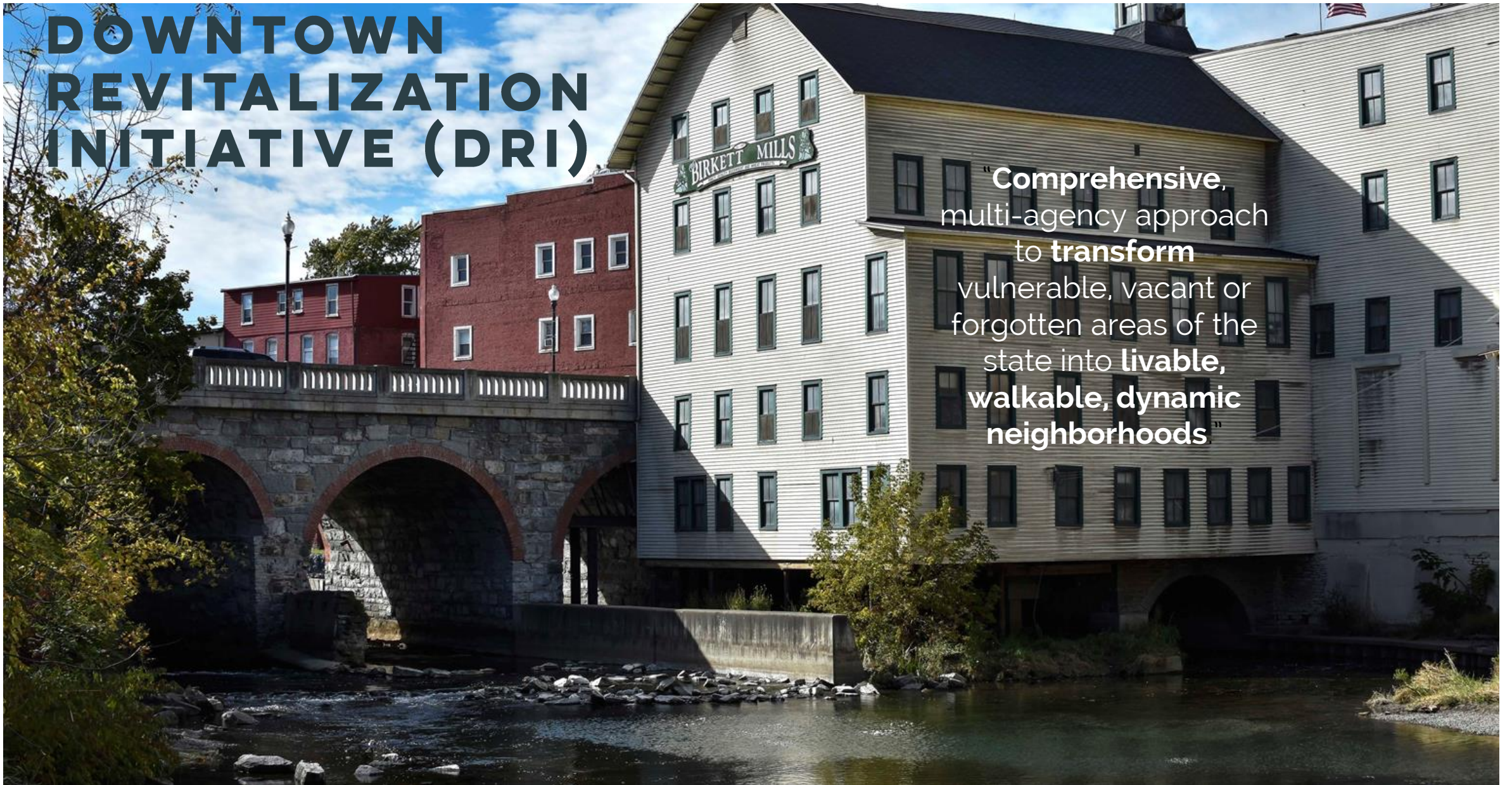
Angel's

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 STRATEGIC INVESTMENT PLAN

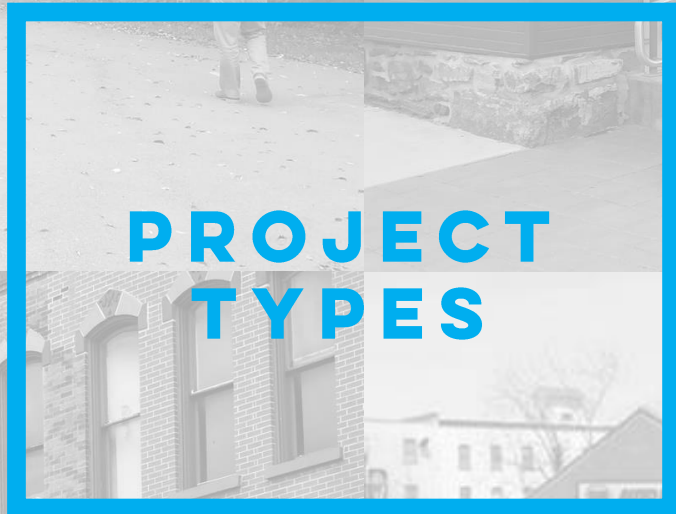
- Downtown Profile & Assessment
- Vision, Goals & Strategies
- Downtown Management & Implementation
- Public Involvement
- Proposed Projects



**PUBLIC
IMPROVEMENTS**



**NEW DEVELOPMENT
OR REHABILITATION**



**PROJECT
TYPES**



**REVOLVING LOANS
AND GRANTS**



**BRANDING &
MARKETING**

- Streetscape
- Roadway Improvements
- Trails
- Parks/Squares/Open Space
- Public Parking



- *Significant* New Development or Rehabilitation
- Mixed Use
- Commercial
- Residential
- Public, Private or Non-Profit



- Building Improvement Fund
 - Modeled after NY Main Street Program . . .
 - But slightly more flexible . . . (i.e. no rent limits)
 - With potentially higher per building limits
- Provides funding for projects that are smaller
- Interior & Exterior renovations
- Max total fund = \$600,000



- Physical - (i.e. not websites, branding campaigns, etc.)
- Signage - Public
 - Gateways
 - Directional
 - Banners



INELIGIBLE USE OF DRI FUNDS

- Site Acquisition
- Projects without Site Control
 - Not owned by applicant
 - No agreements, purchase offers, etc. to own
- Studies, non-physical projects
- Paying back loans
- Training
- Operating & staff costs
- Pre-award costs



PROJECT PROFILE INFORMATION

DOWNTOWN REVITALIZATION INITIATIVE CITY OF BATAVIA

SLATE OF PROJECTS 16 projects totaling \$15,031,750 were selected by the LPC for consideration by the State for DRI Funding:



PROJECT Build Ellicott Station
COST \$23,000,000
DRI FUNDING \$425,000

Redevelopment of an underutilized brownfield site including 51 mixed income residential units, four commercial units, and a brewery/restaurant



PROJECT Build Newberry Place Lofts
COST \$350,000
DRI FUNDING \$175,000

Development of three market rate apartments on the 3rd floor of a historic building, and construction of a patio/beer garden on Jackson Square.



PROJECT Revitalize the Carr's and Bank Buildings
COST \$5,250,000
DRI FUNDING \$1,200,000

Rehabilitation of the historic former Carr's Department store and Genesee Bank into three commercial units and 14 upper floor residential lofts.



PROJECT Develop Ellicott Place
COST \$2,500,000
DRI FUNDING \$1,150,000

Redevelop the upper floors of a former department store into 10 mixed income apartments and 10,000 sq. ft. of lower level commercial space.

DOWNTOWN REVITALIZATION INITIATIVE CITY OF BATAVIA

BUILD ELLICOTT STATION

PROJECT COSTS

TOTAL COSTS:	\$23,000,000
Construction:	\$18,000,000
Professional Services:	\$1,500,000
Financing Costs:	\$3,000,000
Legal & Bonding Costs:	\$500,000

FUNDING SOURCES

DRI Funding:	\$425,000
Other Funding:	\$22,575,000
National Grid Grants:	\$650,000
RestoreNY Grant:	\$500,000
ESDC Grant:	\$1,900,000
Tax Credits:	\$6,000,000
Loans:	\$13,525,000

JOBS CREATED

The project will create 60 FTE jobs and 145 temporary construction jobs.

NEW RESIDENTIAL UNITS

The project will create 51 rental units including a mix of 1 and 2 bedroom units. Up to 75 new residents would be living downtown as a result of the project.

REGULATORY REQUIREMENTS

Completed.

LPC & PUBLIC SUPPORT

This project received a high level of support among the LPC members.

The project received low support at a DRI Public Meeting.

DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

- Support market rate housing opportunities
 - Ensure a critical mass of development in focus areas to maximize impact
 - Encourage entertainment, arts/culture and restaurants
 - Connect downtown with existing senior housing projects and adjacent neighborhoods
 - Preserve historic structures
 - Redevelop for the human scale
 - Encourage partnerships with developers and private sector
- The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:
- Re-purpose the Della Penna (now Ellicott Station) Site
 - Encourage redevelopment of underutilized real property
 - Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation
 - Increase access to affordable housing and mixed income units.

A street scene in Keuka Park, New York, featuring historic buildings, a street sign for Lake Keuka, and a traffic light. The image is dimmed and serves as a background for the text.

PENNYAN DRI APPLICATION

VISION STATEMENT

Downtown Penn Yan is the key for future economic prosperity. As the center hub of business and recreational activity, the revitalization of Downtown is the key component of our economic development plan. We believe focusing on **leveraging our natural assets, capitalizing on our craft food and beverage industry, using the local art scene as an economic engine and capturing the intellectual capital** that lives and vacations here will drive short term success and insure long term economic health and vitality.





**LEVERAGING NATURAL
ASSETS**



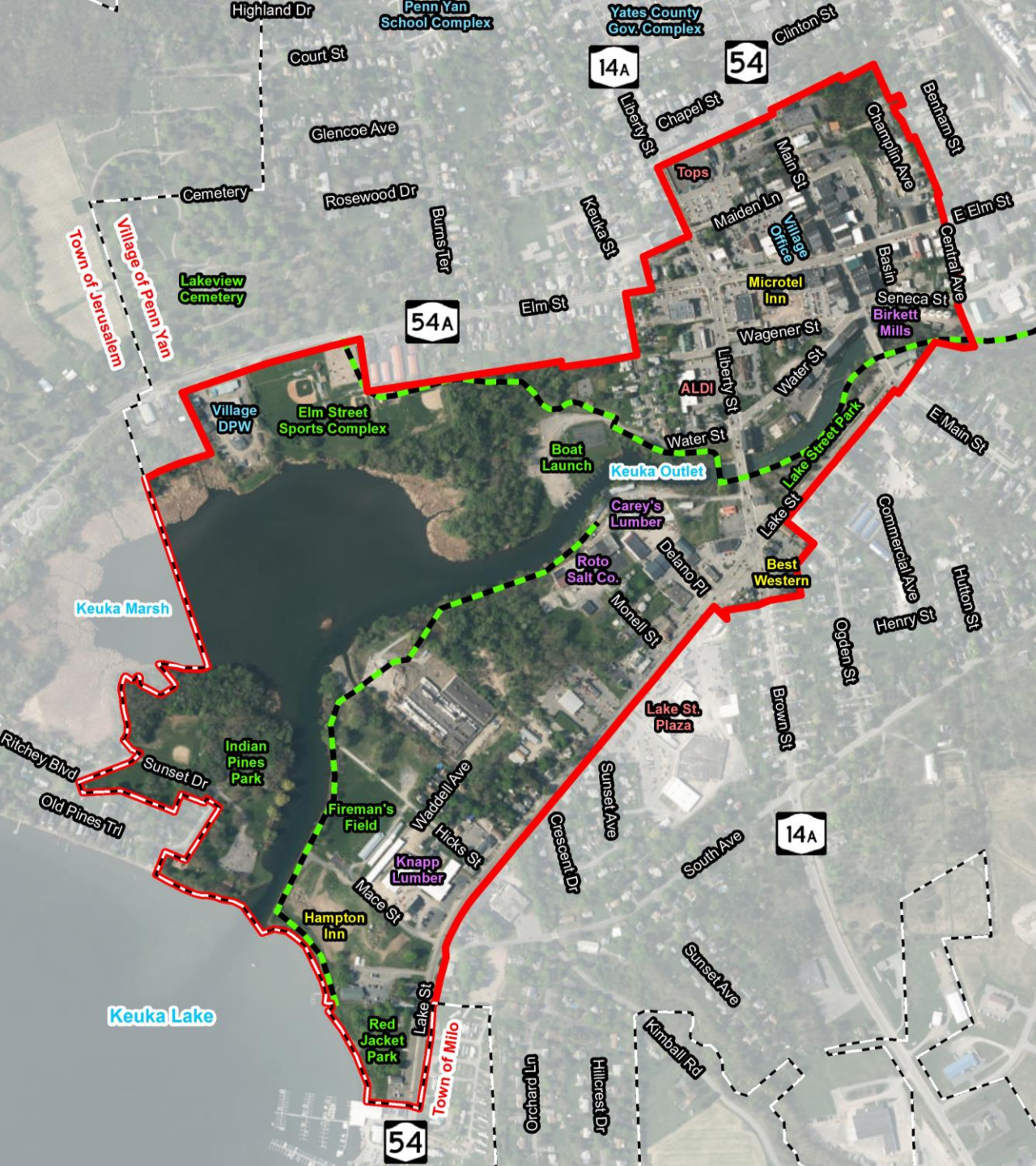
CRAFT FOOD & BEVERAGES



**CAPTURING
INTELLECTUAL
ASSETS**



**ARTS AS AN ECONOMIC
ENGINE**



DRI BOUNDARY

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



- 1 Keuka Outlet Development
- 2 Water Street Townhomes
- 3 NYSEG Gas Plant Remediation
- 4 Opera House Apartments
- 5 The Belknapp
- 6 126 Main Street
- 7 11 Main Street
- 8 Knapp Hotel
- 9 Struble Arcade
- 10 111 Liberty Street
- 11 The Lumber Yard
- 12 Sampson Theater
- 13 Keuka Outlet Boardwalk
- 14 The Sculpture Walk
- 15 Barrington Distillers
- 16 Nano-Brewery
- 17 132 Water Street
- 18 Pinwheel Market
- 19 Downtown Free Wi-Fi*

Note: * Location includes the entire Downtown



Legend

- DRI Boundary
- Village Boundary
- Village Parcels (2018)
- Keuka Outlet Trail

0 300 600 Feet

N

PROJECTS IN DRI APPLICATION

- **19 Total Active**
 - 2 Residential
 - 9 Mixed Use
 - 3 Cultural / Recreational
 - 4 Commercial
 - 1 Municipal

VILLAGE OF PENN YAN
DOWNTOWN REVITALIZATION INITIATIVE
Proposed Projects from DRI Application

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SCHEDULE

Café Next Door

Wheel Market
By Mill's Pantry

Angel's

BIRKETT MILLS

SCHEDULE

	August	September	October	November	December	January	February	March	April	May	June
Project & Report Activities			Downtown Profile, Assessment, Vision & Goals		Preliminary Projects and Strategies	Preliminary Project Profiles	Draft Final DRI Strategic Plan & Project Profiles	Final DRI Plan & Project Profiles			
Public & Stakeholder Participation				Stakeholder Meetings & Request for Projects							
				Public Workshop: Direction & Goals	Review Prelim. Projects & Strategies			Review DRI Slate Open House			
Local Planning Committee				Intro., Vision & Goals, RFI Criteria	Strategies & Prelim. Project Review & Criteria	Final Project Review & Project Recs		DRI Slate Recs			

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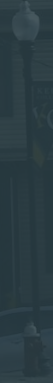
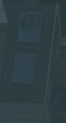
RFI FORMS

Café Next Door

Wheel Market
By Moby's Pantry

Angel's

BIRKETT MILLS



REQUEST FOR PROJECT INFORMATION

- Applicant & Property Info.
- DRI \$ Request
- Narrative, Cost, Benefits, Plan Consistency
- Optional: Pro-Forma, renderings, financial commitments.
- Release 11/9 ; due 12/10



DOWNTOWN REVITALIZATION INITIATIVE

VILLAGE OF PENN YAN

Finger Lakes Regional Economic Development Council

Request for Project Information



**Downtown
Revitalization
Initiative**

REQUEST FOR PROJECT INFORMATION: BASIC INFO

- Applicant & Property Info.
 - Contact Info.
 - DRI Property Location, size
 - Vacancy
- Taxes
- Copy of Deed – Site Control
- DRI \$ Request, Total Project

DOWNTOWN REVITALIZATION INITIATIVE VILLAGE OF PENN YAN RFI

**DOWNTOWN REVITALIZATION INITIATIVE (DRI)
VILLAGE OF PENN YAN**

**REQUEST FOR PROJECT INFORMATION (RFI)
CONSTRUCTION PROJECTS**

A. Applicant Information

Name of Applicant: _____
Mailing Address: _____

Telephone: _____
Cell Phone: _____
e-mail: _____

B. Property Information

Address of Property: _____
Name of Business(es) _____
of Commercial Units _____ # Vacant _____
of Residential Units _____ # Vacant _____
Total Square Feet _____ Sq. Ft Vacant: _____
Property Taxes Paid to Date? Yes ___ No ___
Water/Sewer Paid to Date? Yes ___ No ___
Taxes Paid to Date on All Village owned Properties? Yes ___ No ___

Please provide proof that you have site control or ownership of the site

C. Downtown Revitalization Initiative Funding Request

Total Project Costs \$ _____
DRI Funding Request \$ _____

3

The LPC Committee understands the time period to provide information is short. Consequently provide as much information as you have by the due date.

REQUEST FOR PROJECT INFORMATION: DESCRIPTION NARRATIVE

- Property/Project Size – sq. ft. & units
- Estimated Costs – construction, soft costs
- Schedule
- Before photos
- Benefits & Consistency with Village plans
- Implementation – Who, experience, partners

D. Proposed Project

Name: _____

Attach a Description of the Project including:

(We understand the timeframe to submit information is short so please provide as much information as possible that you have at this point. The bullets and categories are for your guidance and some may not be applicable to your project)

- Detailed Description:
 - How many sq. ft. to be built and/or renovated?
 - How many commercial and residential units to be built/renovated?
 - Estimated costs from a third party (architect, engineer, contractor); please include construction and soft costs (design, testing, etc.)
 - Timeline/Schedule/Readiness
 - Photo(s) of site
 - Benefits- i.e. jobs, vacant space renovated, underutilized site redeveloped, historic property renovation, leveraging, etc.
 - Catalytic potential for the Downtown
 - Consistency with Village Plan recommendations:
 - Comprehensive Plan
 - Penn Yan Vision Plan
- Implementation
 - Who will manage the project and what is the experience of that person or firm (attach resumes or company profiles)?
 - Identify any partners that will assist with implementation (i.e. design firm, construction manager, financing partners, etc.)
- Optional Information

This information is not required at this stage but please submit if it is available. Please note that most of this information may be requested at a later stage as the LPC and consultant review the submittals. Also, DRI consultant help may be available to develop or “perfect” these items as a project progresses through the DRI LPC review.

 - Renderings/Site Plans/Graphics
 - Pro-forma
 - Financial letters of commitment
 - Evidence of zoning code and regulatory compliance

Please review the certifications on the following page, which are part of this RFI, before signing below. Compliance with the certifications is required. All owners or principals must sign.

REQUEST FOR PROJECT INFORMATION: OPTIONAL ATTACHMENTS

- Renderings, Site Plans, Graphics
- Pro-forma
- Financial Commitments proof
- Code compliance proof

D. Proposed Project

Name: _____

Attach a Description of the Project including:

(We understand the timeframe to submit information is short so please provide as much information as possible that you have at this point. The bullets and categories are for your guidance and some may not be applicable to your project)

- Detailed Description:
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REQUEST FOR PROJECT INFORMATION: UNDERSTANDINGS

- All Village Taxes Paid up to date:
 - Property
 - Water/Sewer
 - All properties owned in Village
- Regulations
 - Environmental (SEQR)
 - SHPO
 - MWBE
 - Local

RFI Information

To the best of my/our knowledge, all of the information I/we have provided is true and correct. I/We understand that any willful misstatement of material fact will be grounds for disqualification. The State of New York is hereby granted permission to verify any of the information in the application in any appropriate manner.

Taxes/Fees

I/We understand that all taxes and fees must be paid for the property to be improved with DRI Funding and for all other properties in the Village of Penn Yan owned wholly or in part by me/us. I/We understand that no DRI contracts will be signed unless all taxes, fees and service charges are current.

Environmental Compliance

I/We understand that before proceeding with the project New York State may require compliance with environmental regulations including, but not limited to, NY State Historic Preservation Office (SHPO) approval, local zoning, environmental site disturbance, lead based paint and asbestos.

REQUEST FOR PROJECT INFORMATION: CRITERIA

- Provide information in the narrative to answer these questions

PROJECT CRITERIA

Note: This information will be used to evaluate potential DRI projects. However, at this initial RFI stage, it is understood all of this information may not be available.

When describing benefits in your project description, some of these criteria and associated examples may be helpful.

<p>1. The project is visually prominent and the proposed improvements will have a significant visual impact in the DRI target area.</p> <ul style="list-style-type: none"> • Are façade improvements included? • Are visual improvements to the rear of the building included? • Is the project consistent with the Downtown Design guidelines? • Are the visual improvements transformative for the Downtown?
<p>2. Funds will be used to improve upper story residential units.</p> <ul style="list-style-type: none"> • How many units impacted? • Are the improvements significant (\$ value, beyond maintenance, new layout, etc.)?
<p>3. The project improvements will improve a historically significant building - architectural historic value and/or relationship to history of the area.</p> <ul style="list-style-type: none"> • Will the project promote the building's architectural value? • Does the building have an important historic link to the Downtown?
<p>4. The project will promote economic development.</p> <ul style="list-style-type: none"> • New jobs? • Significant \$ investment? • Expansion of a business?
<p>5. The project is consistent with Plans for Downtown</p> <ul style="list-style-type: none"> • Village of Penn Yan Comprehensive Plan (http://www.villageofpennyan.com/pdf/PY_PLAN_ADOPTED_2017.pdf) • Penn Yan Vision Plan (http://www.py2020vision.org/wp-content/uploads/2015/12/Penn-Yan-Draft-Vision-Plan.pdf) • Downtown Design Guidelines
<p>6. The applicant has proof of other funding and the project is ready to go.</p> <ul style="list-style-type: none"> • Bank Statements? • Letters from banks or other financial institutions or investors? • Estimates received yet? • Consistent with zoning and required permits? • If improving a vacant space is there a tenant in place?
<p>7. Leveraging</p> <ul style="list-style-type: none"> • The applicant is providing a match
<p>8. Value to the Downtown</p> <ul style="list-style-type: none"> • Is the proposed project's use consistent with zoning? • Will the proposed project increase pedestrian traffic? • Will the proposed project enhance downtown's quality of life and make it more livable?
<p>9. Was the project included in the DRI Application as a potential project?</p>

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PROCESS

Café Next Door

Wheel Market
By Mill's Pantry

Angel's

BIRKETT MILLS

SUBMISSION & QUESTIONS

- Questions
 - Ed Flynn
 - 585-295-6285
 - eflynn@labellapc.com
- Submission
 - Village Hall (paper)
 - eflynn@labellapc.com
(electronic)

PROCESS



1. Eligible & Transformative
2. Eligible & Building Fund
3. Eligible and not transformative
4. Ineligible

1. Project Definition / Refinements
2. Cost Estimates
3. Renderings
4. Pro-forma
5. Permits / Regulations
6. Schedule Implementation - 5 years max

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QUESTIONS

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