

Batavia Central Corridor

Swan Masse Village Concept

The project area consisted of over 40 acres of the Swan Masse Village between Swan Street and Harvester Avenue, vacant lands south of the railroad tracks to Colorado Avenue, and at the ends of Hall and Graham Streets. Also included are existing commercial properties between Hewett Place and Masse Place and lands north of the existing Mancuso Building along Harvester Avenue.

Overall, the goal in this project area was to rejuvenate the Swan Masse Village, as it once was a renowned downtown industrial hub and “business incubator.” The plan introduces separate structures of mixed-use light industrial, commercial and housing with an urban appeal and vibrancy that consists of lighting, pavement enhancements, pedestrian pathways, open space and streetscape amenities. Central to the development was keeping the powerhouse intact for two important reasons: 1) to keep costs down by retaining the boiler system for the nearby structures that rely upon it, and 2) to strengthen the image as an industrial center as well as maintain the historical integrity and sense of place.

Other historically significant structures to remain in the area are the Harvester Building, which includes the long, four-story, brick and masonry building along Harvester Avenue, and the two adjacent rear structures connected with a pedestrian crossover. Also to remain were the Mancuso Building and the two industrial structures, Batavia’s Prosthetics and Chrome Industries. These structures and businesses remain in use today. The existing brick structure that parallels the railroad tracks needs substantial renovation; it may retain most of its outward appearance but have numerous occupancies and partitions inside for leasable light industry space. The three brick buildings along Swan Street will also remain and may need substantial renovations.





Central Corridor Urban Design & Development Plan
Industrial Powerhouse Square



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