



City of Batavia

# DOWNTOWN REVITALIZATION INITIATIVE

LPC Meeting - 01/09/18





# AGENDA

**1** Public  
Workshop

**2** Confirm  
Strategies

**3** Project  
Evaluation  
Criteria

**4** Review  
Projects

**5** Boundary  
Extension

**6** Schedule /  
Next Steps



# DECEMBER WORKSHOP SUMMARY









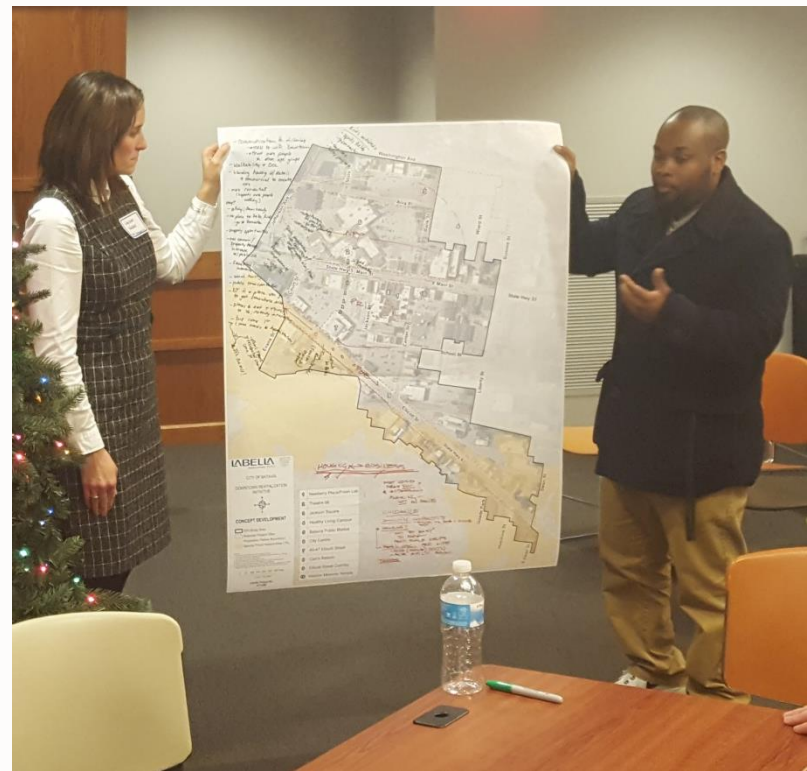






# PUBLIC WORKSHOP

- Continue Main Street / North of Ellicott Street Revitalization
- Begin Ellicott Street Revitalization
- Connect the two areas via north/south Street improvements
- Focus on small businesses, entrepreneurship





# CONFIRM STRATEGIES



# DOWNTOWN REVITALIZATION INITIATIVE

## STRATEGIC INVESTMENT PLAN STRATEGIES

### Downtown Vision

Guiding framework for the DRI Strategic Investment Plan.

### Goals

Identify conceptual ideas that DRI Plan should address.

Priority Projects are organized by Goal to ensure that the DRI Plan addresses all goals.

### Strategies

Specific outcomes that the DRI Plan should achieve.

Strategies can be used to develop metrics to track the impact of Priority Projects.



# DOWNTOWN REVITALIZATION INITIATIVE

## STRATEGIC INVESTMENT PLAN GOALS & STRATEGIES

### ACCESSIBILITY

**Downtown Batavia will provide opportunities for individuals of all ages and abilities to live, work and play**

- Provide activities for youth
- Support market rate housing opportunities especially for seniors and millennials
- Support services, businesses, and activities for young families
- Develop a workforce training center  
Downtown



# DOWNTOWN REVITALIZATION INITIATIVE

## STRATEGIC INVESTMENT PLAN GOALS & STRATEGIES

### SYNERGY

Downtown revitalization projects will be complementary with each other, leveraging synergies among a mix of businesses, properties, organizations, uses and investments.

- Incent integrated redevelopment that includes a mix of uses at a Downtown Healthy Living Campus
- Ensure a critical mass of small business/property development in focus areas to maximize impact
- Encourage entertainment, arts/culture and restaurants to locate, improve or expand Downtown
- Expand health and wellness activity



# DOWNTOWN REVITALIZATION INITIATIVE

## STRATEGIC INVESTMENT PLAN GOALS & STRATEGIES

### CONNECTIVITY

**Batavia's Downtown will provide user friendly networks to connect Downtown with neighborhoods, businesses, institutions, and recreational opportunities.**

- Make Downtown more walkable
- Connect downtown with existing senior housing projects and adjacent neighborhoods
- Improve safety for pedestrians and bicyclists
- Enhance transit stop amenities
- Expand public services including broadband/Wi-Fi, transit & public restrooms
- Connect the medical campus with the mall property to create an urban downtown campus



# DOWNTOWN REVITALIZATION INITIATIVE

## STRATEGIC INVESTMENT PLAN GOALS & STRATEGIES

### VITALITY

**Downtown Batavia will attract residents and businesses through marketing, high quality design, amenities, and arts and culture.**

- Brand Downtown
- Preserve historic structures
- Landscape/buffer Downtown parking
- Integrate green infrastructure techniques into projects
- Upgrade Main Street facades
- Redevelop for the human scale
- Create an arts/culture district
- Integrate art into Downtown projects



# DOWNTOWN REVITALIZATION INITIATIVE

## STRATEGIC INVESTMENT PLAN GOALS & STRATEGIES

### OPPORTUNITY

**Sound investments in Downtown Batavia will create catalytic opportunities for growth, entrepreneurship, and long term economic sustainability**

- Provide opportunities for infill development on Downtown parking lots
- Redevelop the mall/City Centre area by demolition or select demolition
- Redevelop Carr's Department Store
- Encourage partnerships with developers and the private sector
- Encourage micro-retail development
- Support small businesses and develop a small business loan and/or grant fund



# **DRI PROJECT EVALUATION CRITERIA**







# DOWNTOWN REVITALIZATION INITIATIVE

## PROPOSAL EVALUATION CRITERIA **MEETS GOALS**

Applicant	Project	Address	Total Project \$	Grant Request \$	GOALS			READY			CATALYST			PLANS		
					H	M	L	H	M	L	H	M	L	H	M	L
City of Batavia	Jackson Square & Side Street Upgrades	Jackson Square, Jackson Street, Center Street and School Street	\$750,000	\$500,000	✓											

### GOALS: Does the project advance the LPC DRI Goals?

1. **High:** The project advances between 4 to 5 goals
2. **Moderate:** The project advances between 2 to 3 goals
3. **Low:** The project advances only one or none of the goals

### GOALS

**Accessible:** Entertainment for all

**Synergy:** Center and anchor of existing & new development

**Connectivity:** Connects Jackson to Center; side street upgrades

**Vitality:** Entertainment/ Design

**Opportunity:**



# DOWNTOWN REVITALIZATION INITIATIVE

## PROPOSAL EVALUATION CRITERIA **READINESS**

Applicant	Project	Address	Total Project \$	Grant Request \$	GOALS			READY			CATALYST			PLANS		
					H	M	L	H	M	L	H	M	L	H	M	L
City of Batavia	Jackson Square & Side Street Upgrades	Jackson Square, Jackson Street, Center Street and School Street	\$750,000	\$500,000					✓							

**READINESS:** The project can be implemented in five years.

- **High:** The project can get started immediately after it is awarded DRI funds and be completed within the five year time frame.
- **Moderate:** The project cannot get started immediately after it is awarded but can be completed within the five year time frame.
- **Low:** The project cannot get started or completed within the five year time frame.



# DOWNTOWN REVITALIZATION INITIATIVE

## PROPOSAL EVALUATION CRITERIA PLAN CONSISTENCY

Applicant	Project	Address	Total Project \$	Grant Request \$	GOALS			READY			CATALYST			PLANS		
					H	M	L	H	M	L	H	M	L	H	M	L
City of Batavia	Jackson Square & Side Street Upgrades	Jackson Square, Jackson Street, Center Street and School Street	\$750,000	\$500,000												✓

**PLAN CONSISTENCY:** The project advances key recommendations from the Batavia Comprehensive Plan, Batavia Opportunity Area Plan, Community Improvement Plan, and Finger Lakes Regional Economic Development Council Plan.

**High:** The project advances recommendations from all of the plans

**Moderate:** The project advances recommendations from at least two of the plans

**Low:** *The project does not advance recommendations from a least two of the plans (edit from draft).*



# DOWNTOWN REVITALIZATION INITIATIVE

## PROPOSAL EVALUATION CRITERIA CATALYTIC POTENTIAL

Applicant	Project	Address	Total Project \$	Grant Request \$	GOALS			READY			CATALYST			PLANS		
					H	M	L	H	M	L	H	M	L	H	M	L
City of Batavia	Jackson Square & Side Street Upgrades	Jackson Square, Jackson Street, Center Street and School Street	\$750,000	\$500,000									✓			

### CATALYTIC POTENTIAL

**High:** Very significant projects that will transform the long term viability of downtown, provide a major cost-benefit (project cost/grant request) return on investment, and attract additional development downtown.

**Moderate:** Moderately significant projects that will provide economic or community benefits to advance downtown revitalization, provide a moderate cost-benefit (project cost/grant request) return on investment, and add to the momentum of Downtown revitalization or complement other DRI projects.

**Low:** The project does not provide any or little overall economic or community benefits that will advance downtown revitalization



# **DRI RFI PROJECT SUBMISSIONS**





# THEATRE 56

## BATAVIA PLAYERS INC.

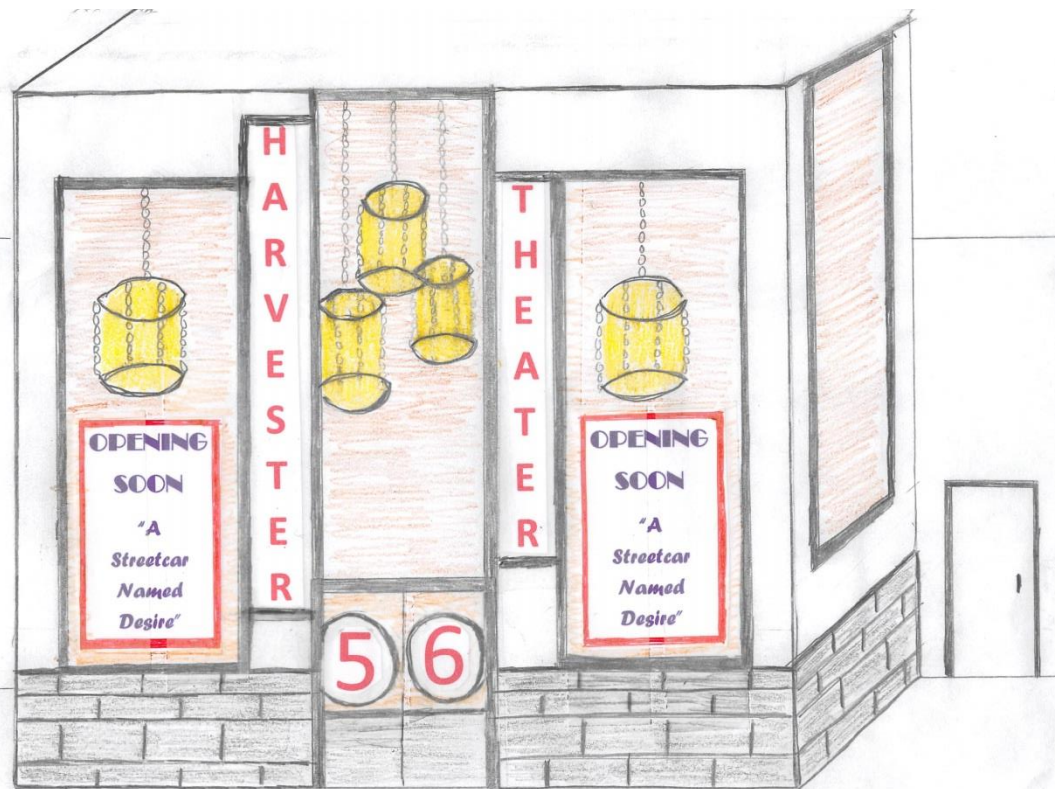
35,16, 2 & 19 CITY CENTRE

EST. TOTAL COST     \$701,500  
DRI REQUEST:         \$546,000

EST. SCHEDULE: 8-12 MONTHS

- ❖ 11,000 SQ. FT.
- ❖ PERFORMANCE/DANCE/OFFICE
- ❖ OUTDOOR ART
- ❖ 170 SEATS (CURRENT 100)
- ❖ 40% INCREASE IN ATTENDANCE
- ❖ \$25/ATTENDEE EXPENDITURES
- ❖ SYNERGY: RESTAURANTS, RETAIL
- ❖ REGIONAL DRAW
- ❖ VOLUNTEERS
- ❖ SCHOOL DISTRICTS





# THEATRE 56

BATAVIA PLAYERS INC.

35,16, 2 & 19 CITY CENTRE

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DRI REQUEST: \$546,000

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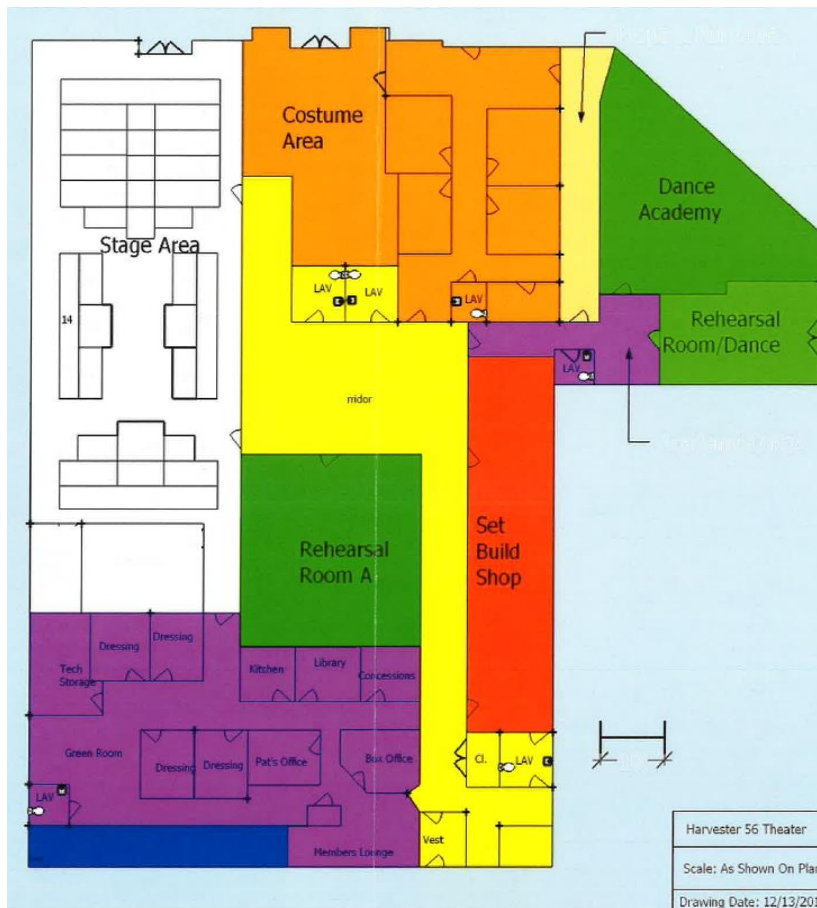
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# BATAVIA INNOVATION ZONES

BATAVIA DEVELOPMENT CORP.

CARR'S, PUBLIC MARKET, GOART!, FRESHLAB

EST. COST: \$400,000  
DRI REQUEST: \$200,000

EST. SCHEDULE: IMMEDIATE

- ❖ 15,000 SQ. FT. - 4 INCUBATORS
- ❖ CARR'S: RETAIL OFFICE
- ❖ GOART!: ART/CULTURAL
- ❖ PUBLIC MARKET: AG VALUE ADD
- ❖ TRAINING, SPACE, RECRUITMENT
- ❖ ASSIST ENTREPRENEURS
- ❖ 30 NEW BUSINESS IN 5 YEARS







# BOA STRATEGIC SITE ADVANCEMENT

BATAVIA DEVELOPMENT CORP. &  
GCEDC

CITY CENTRE, HEALTHY LIVING CAMPUS,  
CREEK AREA

EST COST: \$60,000,000  
DRI REQUEST: \$5,000,000

## SCHEDULE:

- ❖ CITY CENTRE: \$3 MM
- ❖ HEALTHY LIVING: \$1 MM
- ❖ CREEK PARK: \$1 MM
- ❖ CAPITALIZE BP2 FUND
- ❖ PRE-DEVELOPMENT ACTIVITIES
- ❖ DEVELOPMENT INCENTIVES
- ❖ RFP







# NEWBERRY PLACE LOFTS & PATIO

AGRV PROPERTIES

109-111 MAIN STREET

EST COST: \$350,000  
DRI REQUEST: \$150,000

SCHEDULE: 6-8 MONTHS

- ❖ PHASE 1: BREWERY, FRESHLAB, 2<sup>ND</sup> FLOOR LOFTS (4), \$2.8 MM
- ❖ PHASE 2: 3<sup>RD</sup> FLOOR LOFTS (3)
- ❖ PATIO / BEER GARDEN ON JACKSON SQUARE
- ❖ RESIDENTIAL PLANS COMPLETED / MECHANICAL STUBS IN
- ❖ 8-10 RESIDENTS PHASE 1, 6-8 RESIDENTS PHASE 2





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# ELLICOTT PLACE

V.J. GAUTIERI CONSTRUCTORS

45-47 ELLICOTT STREET

EST COST: \$2,343,000

DRI REQUEST: \$1,150,000

SCHEDULE: 8 MONTHS

- ❖ MIXED USE COMMERCIAL & RESIDENTIAL
- ❖ 1<sup>ST</sup> FLOOR NEW
  - ❖ 3 TENANT SPACES
  - ❖ UNDERGROUND PARKING
- ❖ 2<sup>ND</sup> FLOOR 12 1-2 BR UNITS
- ❖ 25-30 NEW RESIDENTS
- ❖ ELEVATOR
- ❖ POTENTIAL OUTDOOR PATIO
- ❖ FAÇADE UPGRADES - ACTIVATES ELLICOTT STREET
- ❖ ACROSS FROM ELLICOTT STATION



# HEALTHY LIVING CAMPUS

YMCA / UMMC

209 EAST MAIN STREET

EST COST: \$22,500,000

DRI REQUEST: \$5,000,000

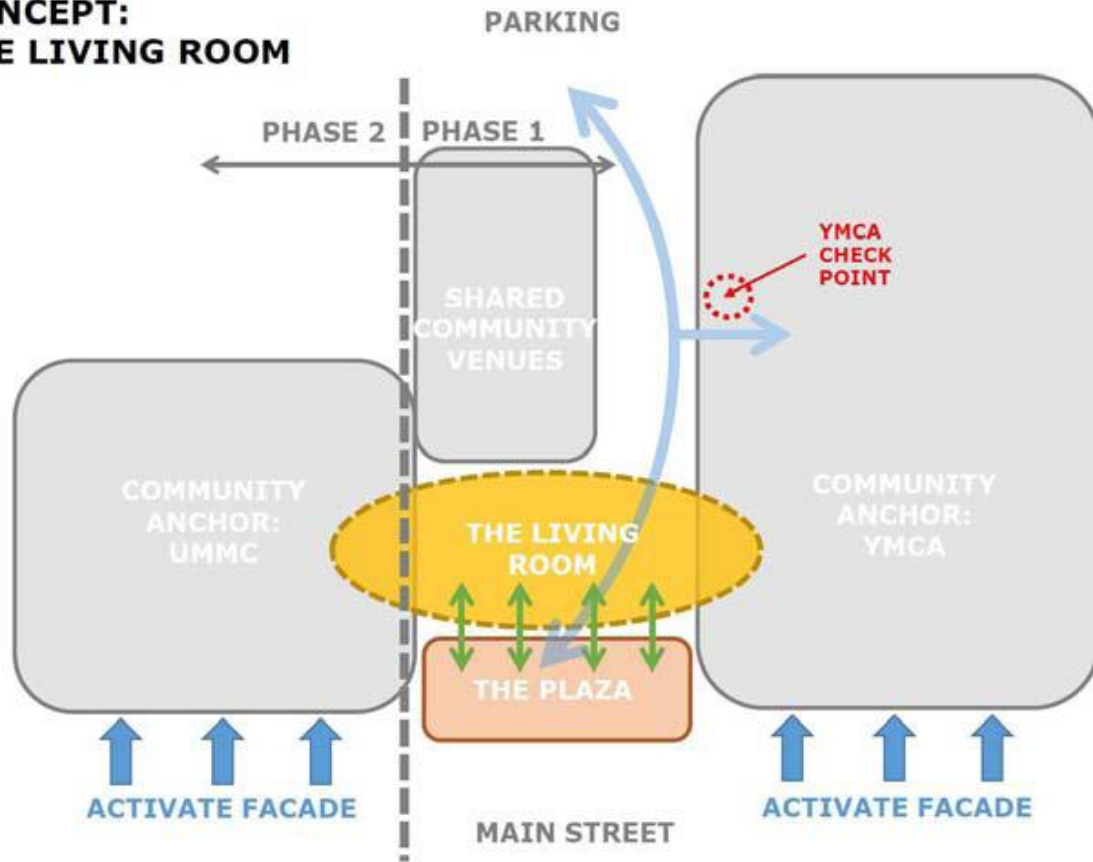
SCHEDULE: 2 YEARS

- ❖ BOA STRATEGIC SITE
- ❖ PREVENTATIVE & INTERVENTION
- ❖ 85K SQ. FT. 65% Y/ 35% UMMC
- ❖ COMMUNITY SPACES
- ❖ ADA ACCESSIBLE
- ❖ INDOOR TRACK!
- ❖ DOWNTOWN FAÇADE, 2 STORIES
- ❖ 140 NEW FTE EMPLOYEES
- ❖ COMPLEMENTS / ATTRACTS BUSINESS, RESIDENTS, LODGING





## CONCEPT: THE LIVING ROOM



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BUSINESS, RESIDENTS, LODGING





# PUBLIC MARKET

## DOWNTOWN BID

CORNER OF BANK AND ALVA

EST COST: \$2-\$3 MILLION  
DRI REQUEST: \$1 MILLION

SCHEDULE: 2 YEARS

- ❖ COVERED MARKET, SHED
- ❖ 40 STALLS (20 CURRENTLY)
- ❖ ARTS: LARGE OUTDOOR EVENTS
- ❖ HEALTHY: HEALTHY FOOD
- ❖ OPPORTUNITY: BDC INCUBATOR
- ❖ ACCESS: NEARBY RESIDENTS, PEDESTRIAN ZONE
- ❖ COUNTY AG PLAN PROJECT
- ❖ AGRI-TOURISM
- ❖ BOA STRATEGIC SITE
- ❖ ALIGNS WITH IDENTITY / BRAND





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# 214-216 FACADE

## MAIN & ELLICOTT PROPERTIES

214-216 E. MAIN

EST COST: \$150,000  
DRI REQUEST: \$90,000

SCHEDULE: 2 YEARS

- ❖ 216 E. MAIN
  - ❖ MONTGOMERY WARD BLDG
  - ❖ NEW STOREFRONT, SIGNAGE
  - ❖ OPEN UP 2<sup>ND</sup> 3<sup>RD</sup> FLOOR W/ WINDOWS
  - ❖ ADD CORNICE
  - ❖ PAINT FACADE
- ❖ 214 E. MAIN
  - ❖ REPLACE AWNINGS
  - ❖ UNIFORM SIGNAGE
  - ❖ LIGHTING

### 216 & 214 Main Street

#### Facade Recommendations



#### 216 Main Street

The elevation of this design was prepared to meet the historic Montgomery Ward building, mostly with the use of uniform materials in substantial portions of the existing concrete facade. This is accomplished using concrete by adding over concrete between the new historically inspired elements and existing geometric concrete elements will provide an interesting composition, while replacing historic forms and sign placement. Second floor windows would be enlarged, with the new cornice providing a small bridge for planters below.

##### Preliminary Cost Estimate per item:

Demolition	-\$10,000
Signage	-\$10,000
Lighting	-\$10,000
Exterior Lighting	-\$10,000
Paint	-\$10,000
Storefront Windows	-\$10,000
Second Floor Windows	-\$10,000
Plaster Windows	-\$10,000
Upper Cornice	-\$10,000
Lower Cornice	-\$10,000
Misc	-\$10,000
General Construction	-\$10,000
Contingency	10%

Total Estimated Cost Range: \$90,000 - \$100,000\*

#### 214 Main Street

The facade suggests a two-story design for existing storefront, mostly with the use of uniform materials in substantial portions of the existing concrete facade. This is accomplished using concrete by adding over concrete between the new historically inspired elements and existing geometric concrete elements will provide an interesting composition, while replacing historic forms and sign placement. Second floor windows would be enlarged, with the new cornice providing a small bridge for planters below.

##### Preliminary Cost Estimate per item:

Demolition	-\$10,000
Lighting	-\$10,000
Signage	-\$10,000
New Signage for Awning	-\$10,000
Exterior Lighting	-\$10,000
Paint	-\$10,000
General Construction	-\$10,000
Contingency	10%

Total Estimated Cost Range: \$34,500 - \$38,000\*



Existing Conditions

\*We are providing the following order of magnitude construction cost estimates for the purpose of determining general feasibility of the project, and for use as a guide for budgeting, financing, and business plan development. These are based on our own experience with similar projects in different markets, with different levels of complexity. They do not reflect direct owner involvement in the project or specific in terms of the level of quality, for exterior finishes, additional elements that can influence project cost include construction climate, owner schedule, general site conditions, and existing ground conditions.

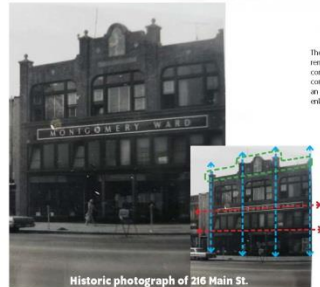


Historic photograph of 216 Main St.



# 216 & 214 Main Street

## Facade Recommendations



### 216 Main Street

The objective of the design was to respect as much of the historic Montgomery Ward facade as possible without removing a substantial portion of the existing concrete face. This is accomplished using contrast - by adding new cornice elements at the roofline and above the storefronts as a nod to what has been changed with time. The stark contrast between the new historically sensitive elements and existing geometric concrete elements will provide an interesting composition, while maintaining historic forms and sign placement. Second floor windows would be enlarged, with the new cornice providing small ledges for planter boxes.

#### Preliminary Cost Estimate per item:

1 Demolition-	-\$80,000
2 Signage-	-\$2,000
3 Signboard-	-\$5,000
4 Exterior Lighting-	-\$6,500
5 Paint-	-\$50,000
6 Storefront Windows-	-\$7500
7 Double Hung Windows-	-\$16,500
8 Picture Windows-	-\$10,000
9 Upper Cornice-	-\$8,700
10 Lower Cornice-	-\$4,800
11 Misc.-	-\$2,000
General Conditions-	4%
Contingency-	+8%

Total Estimated Cost Range: **\$90,000 - \$100,000\***

### 214 Main Street

This facade requires a few small changes for maximum streetscape impact - mainly with the use of uniform signage, color, and exterior lighting. A new linear fixture is added above each signboard area to downlight the new raised signage letters over each business. To better identify individual shops within the building, awnings and signboard areas have been consolidated. This solution allows individual businesses to have their own distinct storefront area while maintaining a consistent color scheme and signboard zones. Caverns are used to both contrast with the neighboring color theme, as well as to tie the historic and new base.

#### Preliminary Cost Estimate per item:

1 Demolition-	-\$1,500
2 ERF Framing Totals-	-\$9,500
3 Signage-	-\$2,750
4 New Fabric for Awnings-	-\$1500
5 Exterior Lighting-	-\$9,750
6 Paint-	-\$4,000
Misc.-	-\$2,000
General Conditions-	4%
Contingency-	+8%

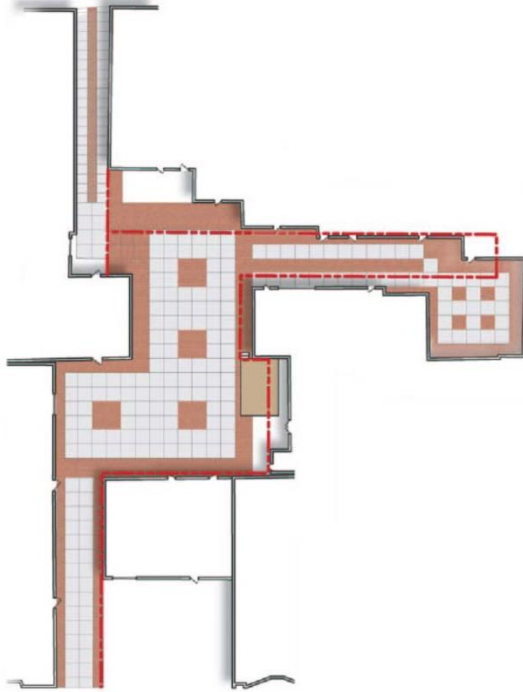
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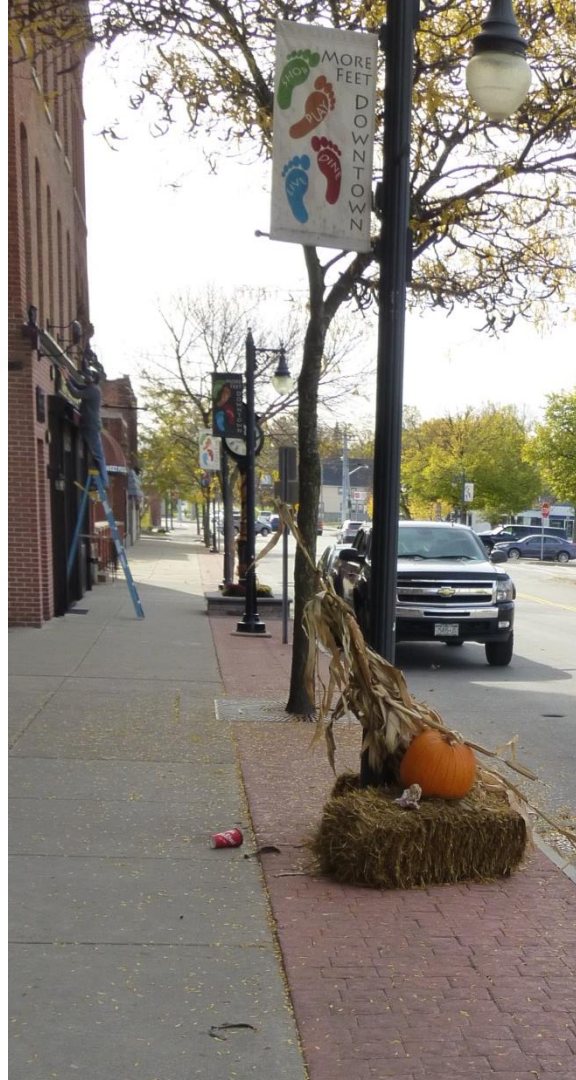
\*We are providing the following order-of-magnitude construction cost estimates for the purposes of determining general feasibility of the project, and for pursuing pre-funding, tenant and business plan development. These are based on our own experience with a wide variety of recent retail projects in different markets, with different levels of restoration. They do not reflect direct owner involvement and are not specific in terms of the level of quality for exterior finishes. Additional elements that can influence project cost include construction climate, owner schedule, pursuit of tax credits, and access to grant funding, etc.



JACKSON STREET



CENTER STREET



# JACKSON SQUARE & SIDE STREETS

## CITY OF BATAVIA

JACKSON SQ.; JACKSON, CENTER, SCHOOL

EST COST: \$750,000

DRI REQUEST: \$500,000

SCHEDULE: 6-8 MONTHS

- ❖ SQUARE 15 YEARS OLD
- ❖ PAVEMENT UPGRADES
- ❖ EXTEND ALONG ENTRYWAYS TO JACKSON & CENTER
- ❖ EXTEND TO CARR'S REAR
- ❖ STAMPED CONCRETE ON SIDE STREETS 20 YEARS OLD
- ❖ REPLACE
- ❖ COMPLEMENTS CARR'S & NEWBERRY PROPOSALS; ENHANCES EXISTING DEVELOP.





# GO ART! ART & CULTURAL CENTER

GO ART!

201 E. MAIN STREET

EST COST: \$2,203,000

DRI REQUEST: \$1,983,000

SCHEDULE: 2 YEARS

- ❖ ARTS & CULTURAL CENTER
  - ❖ BEER / ART GARDEN
  - ❖ ELEVATOR
  - ❖ 2<sup>ND</sup> FLOOR FILM/LECTURE
  - ❖ BAR / KITCHEN / CULINARY
  - ❖ POTTERY STUDIO
  - ❖ BUILDING UPGRADES
- ❖ HEALTHY LIVING ADJACENCY
- ❖ REGIONAL DRAW
- ❖ HELPS RESTAURANTS, NIGHTLIFE





# ELLICOTT STATION

## SAVARINO COMPANIES

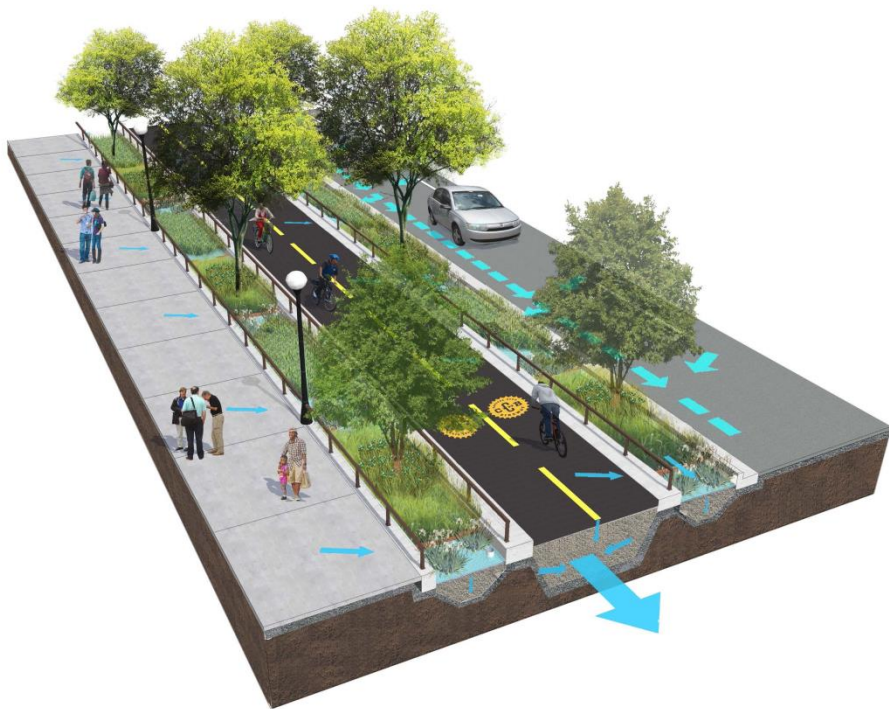
40-52 ELLICOTT STREET

EST COST: \$23,000,000  
DRI REQUEST: \$425,000

SCHEDULE: 2 YEARS

- ❖ MIXED USE, ADAPTIVE REUSE
  - ❖ 81,000 SQ. FT.
  - ❖ 51 MIXED INCOME UNITS
  - ❖ 60 FTE JOBS; 145 CONSTRUCTION JOBS
  - ❖ ELLICOTT TRAIL
  - ❖ ELLICOTT PLACE ADJACENCY
  - ❖ FINANCING, APPROVALS DONE
- ❖ UNKNOWN: STORMWATER LINE
- ❖ BOA STRATEGIC SITE
- ❖ DISTRESSED NEIGHBORHOOD
- ❖ REMOVES BLIGHT





Path as place

# ELLICOTT COMPLETE STREETS

CITY OF BATAVIA/NYS DOT

ELLICOTT STREET

EST COST: \$5,000,000

DRI REQUEST: \$5,000,000

SCHEDULE: 4-5 YEARS

- ❖ ON-STREET ELLICOTT TRAIL
- ❖ MARKED OR SEPARATED BIKE LANE
- ❖ LANDSCAPING
- ❖ REDUCE OVERHEAD WIRES/POLES
- ❖ INTERSECTION/PED X UPGRADES
- ❖ DIRECTIONAL SIGNAGE
- ❖ ENHANCES ELLICOTT STATION, ELLICOTT PLACE, BUSINESS DIST.

A well designed "getting there" that is as enjoyable as "being there".





# CITY ART CANVAS

BRIAN KEMP/GO ART!

EST COST: \$34,000

DRI REQUEST: \$29,000

SCHEDULE: IMMEDIATE

- ❖ ART ON BUILDINGS AND IN PUBLIC PLACES
- ❖ EXTEND JACKSON SQUARE MURAL CONCEPT
- ❖ PROMOTE LOCAL ARTISTS
- ❖ LOCAL ART = LOCAL CHARACTER
- ❖ TRAIL
- ❖ ARTS/CULTURE
- ❖ TOURISM
- ❖ ACCESS TO ARTS: ARTISTS & PUBLIC
- ❖ ENHANCES THEATRE 56, GO ART! PROPOSALS





DOWNTOWN CHATHAM CENTRE

Logo Design



Pocket Folder  
Design + Print

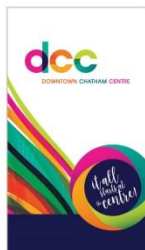
Business Cards Design + Print

*it all starts at the centre!*

Tagline



Social Media Banners  
Design + Print



Outdoor Banners  
Design + Print



Indoor T-Signs  
Design + Print



Door Decals  
Design + Print

# BID BRANDING & MARKETING

DOWNTOWN BID

EST COST: \$250,000

DRI REQUEST: \$200,000

SCHEDULE: ONE YEAR

- ❖ PLACE BRANDING
- ❖ COMPREHENSIVE MARKETING CAMPAIGN
- ❖ COMMUNITY/PUBLIC RELATIONS
- ❖ BANNERS
- ❖ VISITOR/DIRECTIONAL SIGNS
- ❖ LOGO/TAGLINE
- ❖ EVENT ALIGNMENT
- ❖ STREETSCAPE
- ❖ MARKETING / BUSINESS ATTRACTION / TOURISM
- ❖ WEBSITE / SOCIAL MEDIA





# CARR'S REBORN

KENNETH MISTLER

97 , 101-105 MAIN ST

EST COST: \$7,195,000

DRI REQUEST: \$1,500,000

SCHEDULE: TWO YEARS

- ❖ CARR'S
- ❖ CAFÉ
- ❖ BDC RETAIL INCUBATOR
- ❖ GENESEE BANK (THOM & DWYER)
- ❖ BDC OFFICE INCUBATOR
- ❖ BOTH BUILDINGS
- ❖ 17 MIXED INCOME UPPER FLOOR APARTMENTS/LOFTS
- ❖ HISTORIC TAX CREDIT PROJECT
- ❖ FAÇADE UPGRADES
- ❖ ADJACENT TO NEWBERRY PLACE & ELI FISH BREWING



# BATAVIA SHOWTIME

KENNETH MISTLER

6 ALVA PLACE

EST COST: \$250,000

DRI REQUEST: \$250,000

SCHEDULE: ONE YEAR

- ❖ NEW MARQUEE
- ❖ BETTER EXTERIOR LIGHTING
- ❖ LOUNGE THEATER SEATS
- ❖ 3D CAPABILITIES
- ❖ CAFÉ
- ❖ NEW SOUND SYSTEM
- ❖ ENTERTAINMENT COMPLEMENT TO THEATRE 56, GO ART! ARTS HELPS RESTAURANTS, KEEPS RESIDENTS IN COUNTY
- ❖ MAINTAINS COMPETITIVENESS







# 200 E. MAIN UPGRADES

DAVID HOWE

EST COST: \$750,000

DRI REQUEST: \$500,000

SCHEDULE: ONE YEAR

- ❖ CONTINUE BUILDING IMPROVEMENTS
  - ❖ WINDOWS
  - ❖ STOREFRONT
  - ❖ NY MAIN AND RURAL REVITALIZATION \$
- ❖ VERTICAL ACCESS / ELEVATOR
- ❖ RESIDENTIAL
- ❖ ADJACENT TO MAIN STREET JUST CHEZ PROJECT (MAIN ST PIZZA)
- ❖ ACROSS FROM UMCC, GO ART!



# 206 E. MAIN UPGRADES

JUST CHEZ REALTY (MARCHESE)

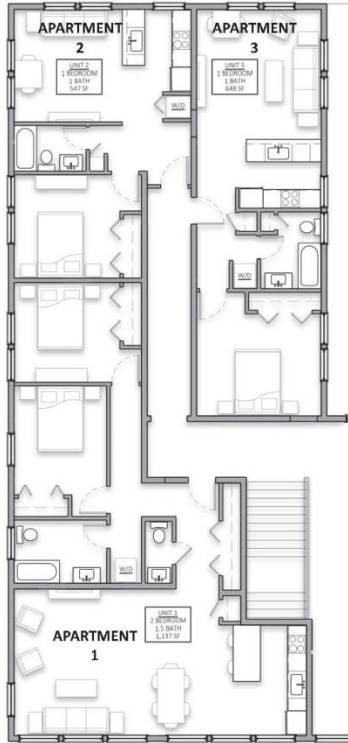
EST COST: \$674,000

DRI REQUEST: \$404,000

SCHEDULE: ONE YEAR

- ❖ CONTINUE BUILDING IMPROVEMENTS
- ❖ UPPER FLOORS
- ❖ RURAL REVITALIZATION \$
- ❖ RE-PURPOSE FORMER OFFICES
- ❖ RESIDENTIAL :2-4 APTS, 4-10 NEW RESIDENTS
- ❖ FULL BAR , DINING, AND EVENT SPACE
- ❖ ADJACENT TO HOWE / 200 E. MAIN
- ❖ ACROSS FROM UMCC, GO ART!

STUDY B



STUDY A







# 206 E. MAIN UPGRADES

JUST CHEZ REALTY (MARCHESE)

EST COST: \$674,000

DRI REQUEST: \$404,000

SCHEDULE: ONE YEAR

- ❖ CONTINUE BUILDING IMPROVEMENTS
- ❖ UPPER FLOORS
- ❖ RURAL REVITALIZATION \$
- ❖ RE-PURPOSE FORMER OFFICES
- ❖ RESIDENTIAL :2-4 APTS, 4-10 NEW RESIDENTS
- ❖ FULL BAR , DINING AND EVENT SPACE
- ❖ ADJACENT TO HOWE / 200 E. MAIN
- ❖ ACROSS FROM UMCC, GO ART!





315 ELLICOTT

327 ELLICOTT

BRADLEY TRZECIESKI

EST COST: \$120,000

DRI REQUEST: \$80,000

SCHEDULE: ONE YEAR

- ❖ COMMERCIAL 1<sup>ST</sup> FLOOR
- ❖ RESIDENTIAL 2<sup>ND</sup> FLOOR





# 242 ELLICOTT

VANCE GROUP

EST COST: \$70,000

DRI REQUEST: \$40,000

SCHEDULE: 8-12 MONTHS

❖ RESIDENTIAL 2<sup>ND</sup> FLOOR 2  
APARTMENTS





# 39-43 JACKSON ST

JACK WAGONER

EST COST: \$76,895

DRI REQUEST: \$76,895

SCHEDULE: ONE YEAR

❖ 2<sup>ND</sup> FLOOR OFFICE UPGRADES





# 214 E. MAIN STREET

JASON QUILLIAM

EST COST: \$150,000

DRI REQUEST: \$150,000

SCHEDULE: 3 MONTHS

❖ EQUIPMENT, MARKETING,  
WORKING CAPPITAL





**232 ELLICOTT ST**

**RICHARD BORRELL**

**EST COST: \$100,000**

**DRI REQUEST: \$80,000**

**SCHEDULE: 6 MONTHS**

**❖ COMMERCIAL UPGRADES**



# OUTSIDE DRI BOUNDARY

Applicant	Project	Address	Total Project \$	Grant Request \$	Project Summary
61 Swan Street of Batavia	Building Upgrades	59 1/2 Swan	\$200,000	\$150,000	Owner proposes building improvements: office
Stephanie Call/GAHA	Multi-Sport Complex @ Falletti Ice Arena	18-22 Evans	\$14,720,000	\$2,000,000	Renovation & upgrades to Falletti Arena to provide additional sheet of ice and indoor field.
City of Batavia	Austin Park	Jefferson Ave	\$500,000	\$500,000	The City is proposing to upgrade the park with site improvements and equipment upgrades
Richard Borrell	Building Upgrades	46 Swan	\$220,000	\$175,000	Owner proposes building improvements: office



# INELIGIBLE USE OF DRI FUNDS

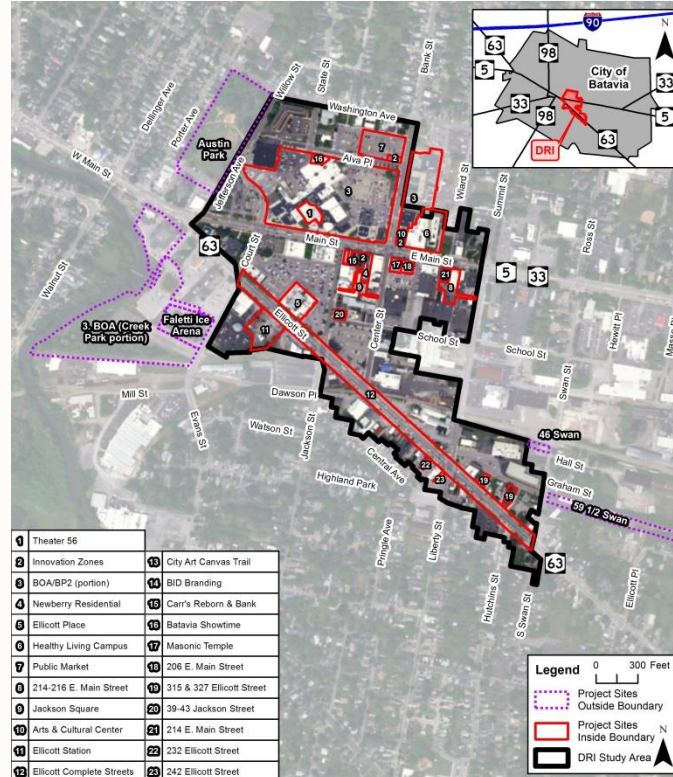
Applicant	Project	Address	Total Project \$	Grant Request \$	Project Summary
Ken Mistler	Multiple Property Historic Tax Credit Research		\$40,000	\$4,000	Proposal to study the north side of Main Street for potential National Trust Historic Tax credit eligibility
CDC of Rochester	Community Design Charrette		\$95,000	\$95,000	CDC is proposing to conduct a 5 month Charrette process for Downtown



# BOUNDARY EXTENSION



# DOWNTOWN REVITALIZATION INITIATIVE BOUNDARY EXTENSION?





# SCHEDULE/NEXT MEETING



# DOWNTOWN REVITALIZATION INITIATIVE

## NEXT STEPS / SCHEDULE

- Project Presentations?
  - 23 x 5 minutes = 2 hours
- On Schedule!
- 2<sup>nd</sup> Public Meeting
- Project Review:
  - LPC Evaluations: 1/15 to Ed via e-mail
- Next Meeting
  - Consensus - Draft Priority Projects
  - Date?

	October	November	December	January	February	March
Project & Report Activities	Downtown Profile & Assessment, Initial Project Profiles	Draft DRI Goals	Refine DRI Goals, Develop draft Strategies & Align with Preliminary Projects	Draft Final Project Profiles	Final Project Profiles & Report	
Public & Stakeholder Participation		Stakeholder Meetings	Public Workshop	Public Open House		Final Public Meeting
Deliverables	Vision Statement Profile, Assessment & Initial Projects	Draft DRI Goals	Draft Goals, Strategies, Preliminary Projects		Draft Final Project Profiles	Final Project Profiles & Report
LPC Meetings		●	●	●		●



# PUBLIC COMMENTS