



City of Batavia

# DOWNTOWN REVITALIZATION INITIATIVE

LPC Kickoff Meeting - 11/14/17



# AGENDA

1

## Introductions & Roles

LPC  
NY State Planners & Reps  
Consultants

2

## NY State DRI Overview

Purpose  
Strategic Investment Plan  
Project Types  
Public & Stakeholder Participation

3

## DRI Batavia

Application  
Vision  
Initial Potential Projects  
RFI

4

## Schedule

5

## Next Steps

RFI  
Initial Project Profiles  
Downtown Profile & Public Workshop

# INTRODUCTIONS & ROLES

# INTRODUCTIONS: LOCAL PLANNING COMMITTEE (LPC)

## CO-CHAIRS

Steve Hyde, GCEDC, FLREDC

Eugene Jankowski, City Council President

James Sunser, GCC

Pier Cipollone, BDC

Craig Yunker, CY Farms

Tammy Hathaway, GOArt!

Patrick Burke, Batavia City School Board

Erik Fix, United Way

Marianne Clattenburg, Genesee County

Tom Turnbull, Genesee County Chamber

John McKenna, Bank of Castile

Susie Ott, Lawley Insurance

Julia Garver, YMCA

John Riter, Merrill Lynch,

Peter Casey, DelPlato Casey Law Firm

Matt Gray, Eli Fish Brewing

Nathan Varland, BMHA

Paul Battaglia, GCEDC

Mary Valle, Valle Jewelers

Marty McDonald, City Church

John Bookmiller, Java Farm

Dan Ireland, UMMC



# INTRODUCTIONS: LPC ROLES

- Establish DRI Vision
- Brainstorm **Ideas**, Provide **Feedback**
- **Review** Documents
- Guide **Public Participation**
- Identify/ Prioritize **Projects**
- Develop/Submit DRI **Strategic Investment Plan**



# INTRODUCTIONS: STATE PLANNERS & REPS

Chris Bauer, AICP  
NYS Department of State

Jason Purvis  
NYS Homes & Community Renewal

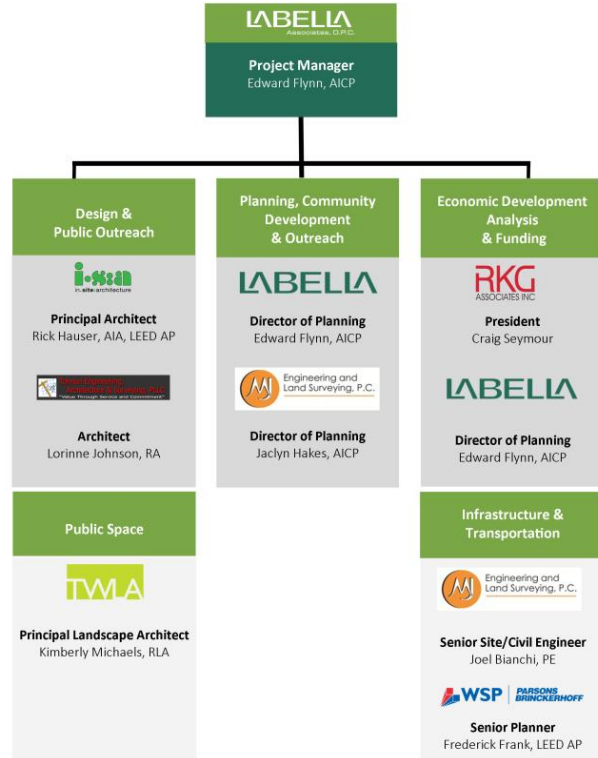
JaMone Turner  
Empire State Development Corp.

Conor McMahon  
Governor's Office

- Assist LPC / Consultants
- Manage Consultants / LPC Process
- Review Documents
- Liaison with State agencies
- Ensure DRI Compliance/Consistency
- Schedule



# INTRODUCTIONS: CONSULTANTS



- Manage/Staff LPC
- Lead Public Outreach
- Prepare Documents & Information
- Develop Consensus with LPC
- Project Development & Analysis



# **Governor Cuomo's DOWNTOWN REVITALIZATION INITIATIVE**



# DOWNTOWN REVITALIZATION INITIATIVE OVERVIEW

- \$100 Million Statewide
- 10 Regional Economic Development Council Awards
- Strategic Investment Plan
  - DRI Projects
  - Other Projects

**“Comprehensive approach to boosting local economies by transforming neighborhoods into vibrant communities where the next generation of New Yorkers will want to live, work and raise a family”**



# DOWNTOWN REVITALIZATION INITIATIVE PILLARS



**Public  
Participation**



**Public  
Investments**



**Private  
Investments**



**Leveraging**



**Catalytic  
Impacts**

# DOWNTOWN REVITALIZATION INITIATIVE PROJECTS

**Public Improvements**

**Private Development  
Projects**

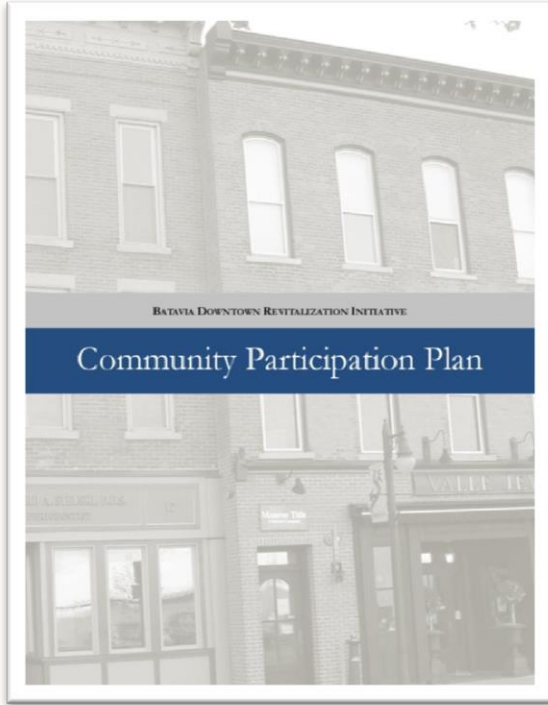
**Revolving Loans and  
Grants**

**Branding &  
Marketing**



# DOWNTOWN REVITALIZATION INITIATIVE

## COMMUNITY ENGAGEMENT



### LPC Meetings

- Open to Public
- 3 Minimum
- Direction / Feedback

### Surveys

- Business / Property Owner
- Public

### Public Meetings

- Workshop
- Open House: Draft Goals/Strategies
- Open House: Project Review

### Stakeholders

- Potential Projects
- Partners / Agencies

### Online

- Website
- Partner websites
- Social Media



# DOWNTOWN REVITALIZATION INITIATIVE

## STRATEGIC INVESTMENT PLAN

### Downtown Vision

Guiding framework for the DRI Strategic Investment Plan.



### Goals

Identify conceptual ideas that DRI Plan should address.



### Strategies

Specific outcomes that the DRI Plan should achieve.



# DOWNTOWN REVITALIZATION INITIATIVE

## STRATEGIC INVESTMENT PLAN



### Part One: Downtown Vision Plan

1. Downtown Profile and Assessment
2. Downtown Vision, Goals, and Strategies
3. Downtown Management/Implementation Strategy
4. Public Involvement

### Part Two: Project Profiles

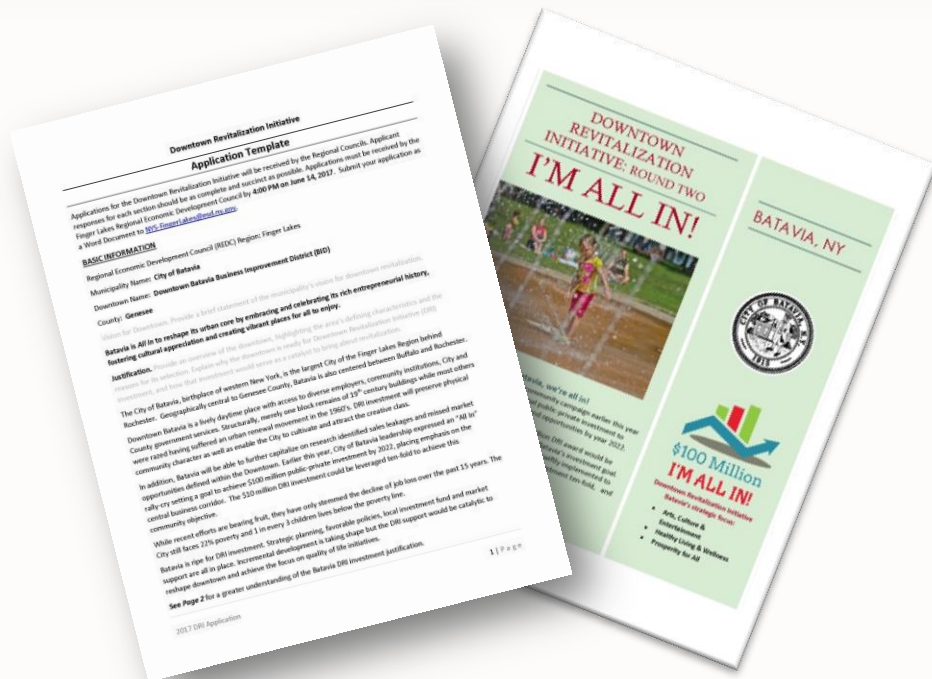
1. Statement of Community Vision
2. Project List
3. Project Location Map
4. Project Profiles

**City of Batavia**  
**DOWNTOWN REVITALIZATION INITIATIVE**

# DOWNTOWN REVITALIZATION INITIATIVE BATAVIA

## STRATEGIC FOCUS

- Arts, Culture & Entertainment
- Healthy Living & Wellness
- Prosperity for All





# DOWNTOWN REVITALIZATION INITIATIVE BATAVIA

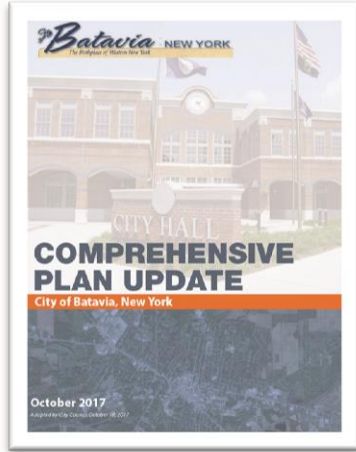
## VISION STATEMENT

Batavia is All In to reshape its urban core by embracing and celebrating its rich entrepreneurial history, fostering cultural appreciation and creating vibrant places for all to enjoy



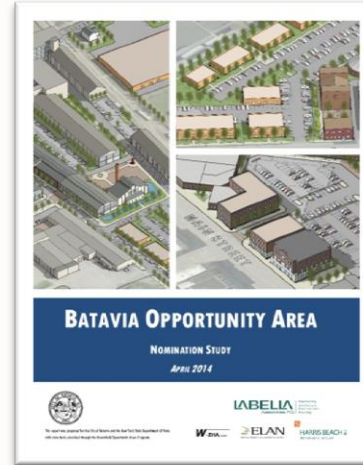
# DOWNTOWN REVITALIZATION INITIATIVE BATAVIA

## RELEVANT PLANNING REPORTS



### COMPREHENSIVE PLAN

- Reinvest in the Mall as a Mixed-Use, Multi-Story Complex
- Update Zoning to Incorporate Form-Based Codes
- Develop and Adopt a Complete Streets Policy
- Develop a Revitalization Strategy for Ellicott Street



### BATAVIA OPPORTUNITY AREA

#### Strategic Reinvestments:

- City Centre
- Della Penna (Ellicott Station)
- Medical Campus

<http://www.batavianewyork.com/city-council/pages/comprehensive-plan-update>

<http://bataviaopportunity.com/>

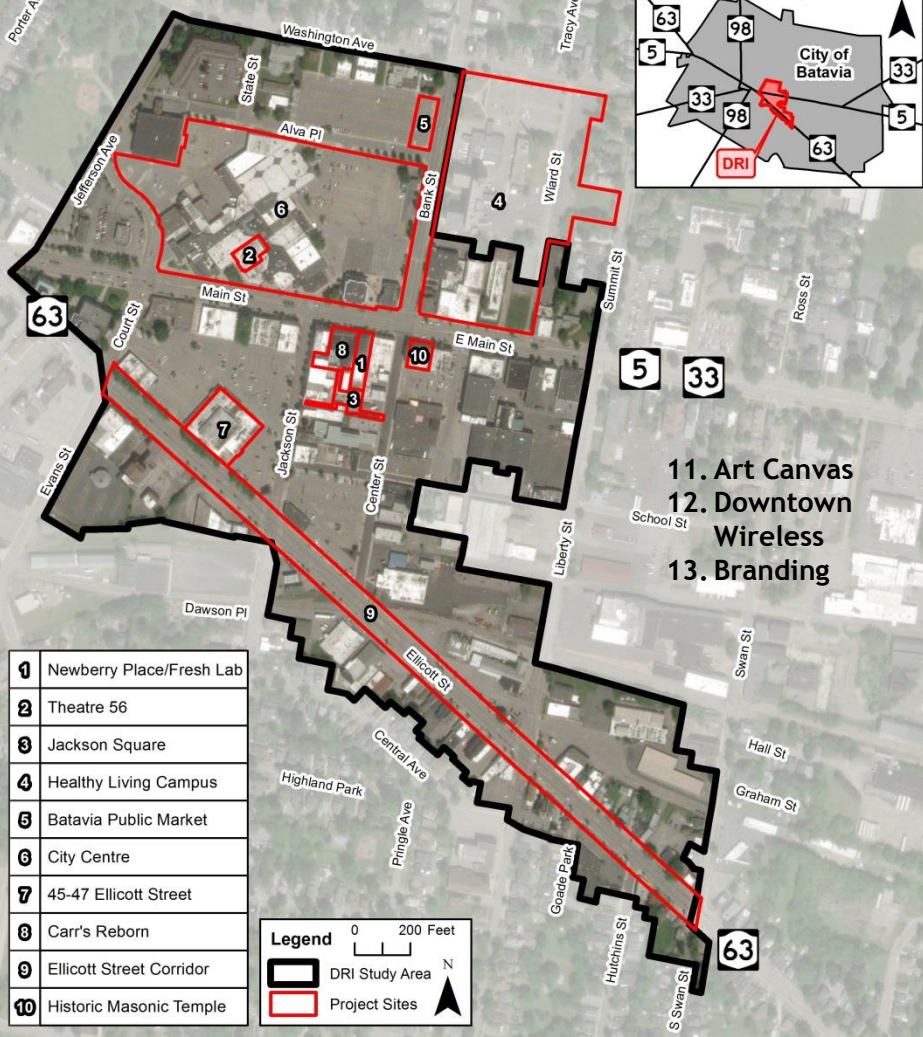








# DRI APPLICATION PROJECT EXAMPLES



11. Art Canvas  
 12. Downtown Wireless  
 13. Branding



# SCHEDULE

# SCHEDULE

	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						

# NEXT STEPS & DISCUSSION

# NEXT STEPS

## Request for Information (RFI): Additional Information - Initial & New Projects

- **Project:** Description, costs, size, schedule
- **Readiness:** Plans, partners, funding
- **Benefits:** Jobs, investment, community
- **Capacity to Implement:** Experience
- **Budget & Pro-forma**
- 11/20 RFI Release, 11/21 Information Session, 12/8 due

**DOWNTOWN REVITALIZATION INITIATIVE (DRI)**  
**CITY OF BATAVIA**

**REQUEST FOR PROJECT INFORMATION (RFI)**  
**PRIVATE BUILDING PROJECTS**

This application is intended for larger private development projects only. This is not intended for facade improvements, small building renovation projects, public improvements, branding or similar projects. The maximum DRI funding share under this category is 50% of total project costs.

**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 City owned Properties? Yes \_\_\_\_\_ No \_\_\_\_\_

**C. Downtown Revitalization Initiative Funding Request**

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





# NEXT STEPS



- **Public Workshop:** Week of 12/4 or 12/11
- **Reviews and Comments:**
  - **Request for Information:** by 11/17
  - **Vision, Participation:** End of Month
- **Stakeholder Interviews**
- **Next Meeting:** 12/12, 4 p.m.
- **DRI Program Website:**  
<https://www.ny.gov/programs/downtown-revitalization-initiative>

# DISCUSSION: GOALS

## VISION STATEMENT

Batavia is **All In** to reshape its urban core by embracing and celebrating its rich entrepreneurial history, fostering cultural appreciation and creating vibrant places for all to enjoy

- What Goals will Advance the Vision?
- **DRI Objectives**
  - Creation of an **Active Downtown** with a strong **Sense of Place**
  - Attraction of **New Businesses & Jobs**
  - Enhancement of Public Spaces for **Arts & Culture**
  - **Diverse Population** via Housing and Jobs
  - **Property Tax Base** Growth
  - **Amenities** for Downtown **Living** and **Quality of Life**



# PUBLIC COMMENTS