

**DOWNTOWN  
REVITALIZATION  
INITIATIVE**

**CITY OF BATAVIA**

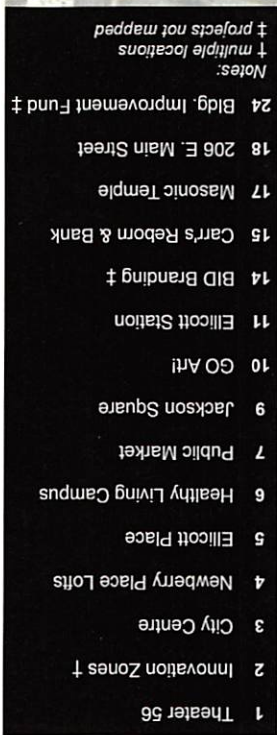
**Section V:**  
**DRAFT**  
**Projects**  
**Proposed for**  
**DRI Funding**







## PROJECT LOCATION MAP



**LIST OF PRIORITY PROJECTS**

**PRIORITY PROJECTS PROPOSED FOR DRI FUNDING**

Build Ellicott Station	Page 63
Build Newberry Place Lofts	Page 67
Revitalize Carr's and Genesee Bank Buildings	Page 71
Develop Ellicott Place	Page 77
Activate the Batavia Innovation Zones	Page 83
Construct Theatre 56	Page 89
Construct a Downtown Public Market	Page 93
Create a Building Improvement Fund	Page 97
Upgrade City Centre	Page 101
Renovate 206 East Main Street	Page 105
Enhance Jackson Square	Page 109
Upgrade the Masonic Temple	Page 113
Develop Branding, Place Making and Wayfinding	Page 117
Enhance GO Art! Arts and Cultural Center	Page 121



## BUILD ELLICOTT STATION



### PROJECT

Build Ellicott Station

### APPLICANT/OWNER

Savarino Companies

### LOCATION

40-52, 56-70 Ellicott Street, Map # 11

### PROJECT COST

\$23,000,000

### DRI FUNDING

\$425,000

### PROJECT DESCRIPTION AND FUTURE USE

Savarino Companies has been working with the City, BDC and GCEDC over the past 2-3 years to redevelop and re-purpose the former Della Penna property at 40-52 Ellicott Street and an adjacent property at 56-70 Ellicott Street. The site is a BOA Strategic site that requires environmental remediation.

The Savarino proposal for the site includes 51 mixed income residential units, four commercial units and a brewery/restaurant. The investment of more than \$23 million is a significant boost to downtown and the new residential units will provide vitality for the area adjacent to a distressed neighborhood.

The project is across the street from the proposed Ellicott Place project and includes portions of the NYSDOT TAP funded Ellicott Trail project.

## 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
(Grants, Tax Credits, Bank Financing)	

### JOBS CREATED

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

### NEW RESIDENTS

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 is the highest priority and enjoys the highest 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.



## BUILD ELLICOTT STATION



Existing conditions of site



Rendering of completed project



Rendering of completed project

## BUILD ELLICOTT STATION

### PROJECT BENEFITS

The project has the following benefits:

- Transforms a vacant and abandoned industrial space into a thriving residential and commercial hub
- 51 rental units will attract an additional estimated 75 residents to downtown; half of units will be affordable to persons and families with moderate incomes
- Cleanup of the contaminated site implements the Batavia Brownfield Opportunity Area Plan
- The mix of medical, educational, nonprofit and food service tenants will create 60 new downtown jobs, attracting customers and clients
- Improved Ellicott Street atmosphere, encouraging walking and biking, and linking to other Batavia DRI-proposed projects including Ellicott Place

### FEASIBILITY & COST BENEFIT ANALYSIS

Based upon a project cost of \$23 Million the \$425,000 DRI grant's impact is:

- DRI Grant Return on Investment: 54.11
- DRI Grant/Jobs Created: \$7,083
- DRI Grant/Residents Attracted: \$5,592

### PROJECT METRICS

The following project metrics will indicate the project's success:

- Number of jobs created
- Number of new residents
- Level of Investment and Return on Investment

### TIMELINE & READINESS

- Overall timeline: 2 years
- Design & construction documents: complete
- Planning reviews & permits: complete
- Construction: 2 years

The project is ready to be initiated upon DRI approval: plans, grant funding, bank funding and tax credit financing have been obtained for the project. A detailed construction budget was prepared by an engineer. Leases are in final negotiations.



## BUILD NEWBERRY PLACE LOFTS



### PROJECT

Build Newberry Place Lofts

### APPLICANT/OWNER

AGRV Properties, Inc.

### LOCATION

109-111 Main Street, Map # 4

### PROJECT COST

\$350,000

### DRI FUNDING

\$175,000

### PROJECT DESCRIPTION AND FUTURE USE

AGRV Properties, which includes multiple local investors, are currently completing a \$2.8 million mixed-use redevelopment project at the former Newberry's building supported by a New York Main Street program grant, State and Federal Historic Preservation Tax Credits, and private funding. The project includes the renovation of the first floor for the Eli Fish Brewing Company and the Fresh Lab restaurant incubator. In addition, four market rate apartments are being developed on the second floor.

The DRI Request is to assist with the final phase of development which includes the creation of three additional market rate apartments on the third floor and the construction of a patio/beer garden on Jackson Square. The Project will assist with the attraction of six to eight residents in the downtown and provide additional revenue to support the first-floor commercial space.

The Newberry building renovation will be a transformative project that is centrally located, brings new residents, businesses, and entertainment to the downtown, and will be a catalyst for future development of adjacent DRI projects like Jackson Square, Carr's Reborn and the Innovation Zones.

## BUILD NEWBERRY PLACE LOFTS

### PROJECT COSTS

TOTAL COSTS:	\$350,000
Apartments:	\$317,600
Patio:	\$32,400

### FUNDING SOURCES

DRI Funding:	\$175,000
Developer Equity:	\$175,000

### JOBS CREATED

The project will create 6 FTE temporary construction jobs.

### NEW RESIDENTS

The project will create three rental units which will bring an estimated 6 to 8 new residents to the downtown.

### REGULATORY REQUIREMENTS

Completed.

### LPC & PUBLIC SUPPORT

This project is the 2<sup>nd</sup> highest priority based on the Local Planning Committee's evaluation of projects submitted for DRI funding.

Public support was moderate based on voting at a DRI Open House.

### DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

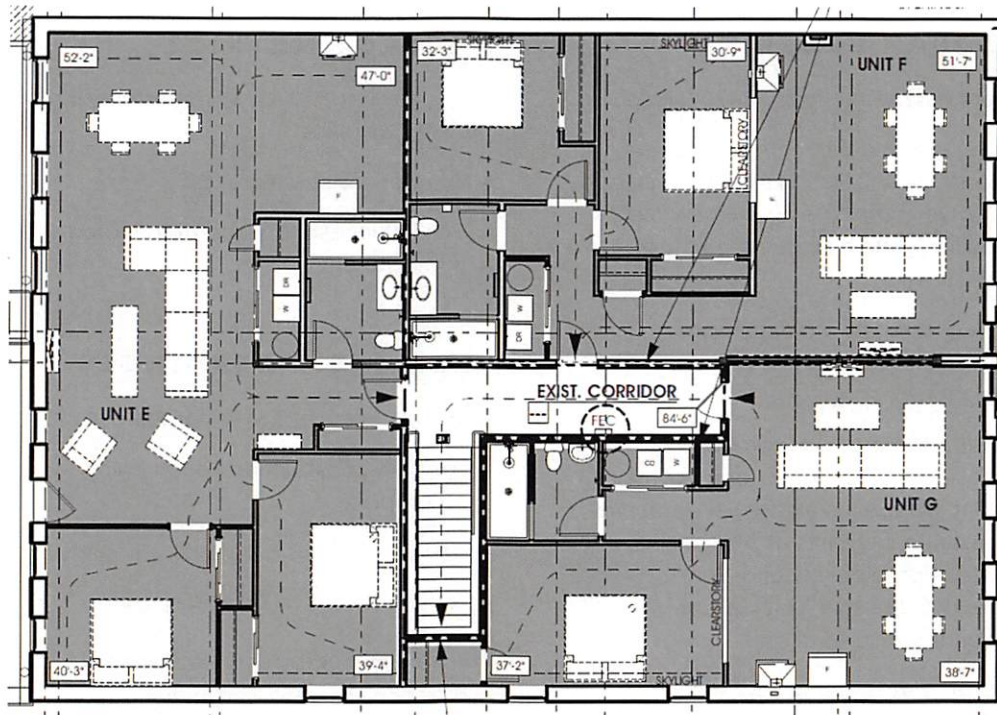
- Support market rate housing opportunities especially for seniors and millennials
- Ensure a critical mass of small business/property development in focus areas to maximize impact
- Encourage entertainment, arts/culture and restaurants to locate, improve or expand Downtown
- Preserve historic structures

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Encourage redevelopment of underutilized real property
- Encourage an appropriate vertical mix of uses



## BUILD NEWBERRY PLACE LOFTS



Proposed layout of 3<sup>rd</sup> floor residential units



Previously completed apartment on 2<sup>nd</sup> floor of the building

## BUILD NEWBERRY PLACE LOFTS

### PROJECT BENEFITS

The project has the following benefits:

- Completes the transformation of the long-vacant, National Register listed J.J. Newberry five and dime store building into a vibrant mixed-use destination
- Creates three new market-rate apartment units attracting up to eight new downtown residents
- Builds upon the near-complete basement and first-floor renovations that include a craft brewery and two restaurant tenants as well as the near-complete second-floor renovations that include four apartments
- Improves the exterior appearance of the building
- Adds a beer garden/patio adjacent to the City's Jackson Square entertainment space
- Leverages adjacent DRI-proposed projects including Jackson Square, Carr's Reborn, Innovations Zones, City Centre, and Theatre 56

### FEASIBILITY & COST BENEFIT ANALYSIS

Based upon a project cost of \$350,000, the \$175,000 DRI grant's impact is:

- DRI Grant Return on Investment: 2.00
- DRI Grant/Residents Attracted: \$21,875

### PROJECT METRICS

The following metrics will determine the project's success:

- Number of new residents
- Level of Investment and Return on Investment

### TIMELINE & READINESS

- Overall timeline: 6 to 8 months
- Design & construction documents: complete
- Planning reviews & permits: complete
- Construction: 6 to 8 months

The timeline for the start of the project is in the spring of 2019 with an anticipated completion in the fall of 2019. With plans completed, planning, zoning and historic preservation approvals obtained, funding match available, New York Main Street grant project finished within a 2-year required timeframe and the environmental assessment complete, this project is ready for implementation. A detailed construction budget was prepared by an architect.



## REVITALIZE CARR'S AND GENESEE BANK BUILDINGS



### PROJECT

Revitalize Carr's and Genesee Bank Buildings

### APPLICANT/OWNER

Kenneth and Andrew Mistler

### LOCATION

97, 101-103, & 105-107 Main Street, Map # 15

### PROJECT COST

\$5,250,000

### DRI FUNDING

\$1,200,000

### PROJECT DESCRIPTION AND FUTURE USE

Two properties on Main Street were once home to the Carr's Department store. Another building, 97 Main Street, was originally the Genesee Bank and then Thomas and Dwyers shoe store. Currently, all three properties are owned by Andrew Mistler. Buildings at the 101-107 Main Street sites have been vacant for more than a decade and have had a negative impact on downtown. The building at 97 Main Street has been vacant or underutilized for more than five years.

The proposed project would include rehabilitation to the buildings for mixed-use redevelopment. Work at 97 Main Street would include new entry doors, 1<sup>st</sup> floor finish upgrades to one commercial unit, and the creation of a total of 4 mixed-income apartments on the 2<sup>nd</sup> and 3<sup>rd</sup> floors. Work at 101-107 Main Street would include new entry doors, new façade, new and restored windows, enhanced patio at Jackson Square, 1<sup>st</sup> floor finish upgrades to two commercial units, new residential staircase, and the creation of a total of 10 mixed-income apartments on the 2<sup>nd</sup> and 3<sup>rd</sup> floors.

Commercial space would include a cidery/café/or the like and the proposed Batavia Innovation Zone retail and office incubators. The project is adjacent to the proposed Newberry DRI project and near other proposed DRI projects at City Centre and Jackson Square.

## REVITALIZE CARR'S AND GENESEE BANK BUILDINGS

### PROJECT COSTS

TOTAL COSTS:	\$5,250,000
Construction:	\$4,650,000
Architectural Costs:	\$400,000
Environmental Costs:	\$100,000
Legal & Bonding Costs:	\$100,000

### FUNDING SOURCES

DRI Funding:	\$1,500,000
Other Funding:	\$3,750,000
(Government Loans, Developer Equity, Bank Financing)	

### JOBS CREATED

The project will create an estimated 18 to 28 FTE jobs.

### NEW RESIDENTS

The 14 units proposed will bring an estimated 18 to 30 new residents to downtown.

### REGULATORY REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:

- City Planning Board: Special Use Permit for upper floor apartments, Downtown Design Review and SEQR approval.
- County Planning Board 239M Review because the project is located on State Route 5.
- City Building Permit.
- SHPO review and approval.
- City Parking Permits from the City of Batavia for residents.

### LPC & PUBLIC SUPPORT

The project was the 3<sup>rd</sup> highest priority based on the Local Planning Committee's evaluation of projects submitted for DRI funding.

Public support was high based on voting at a DRI Open House.

### DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

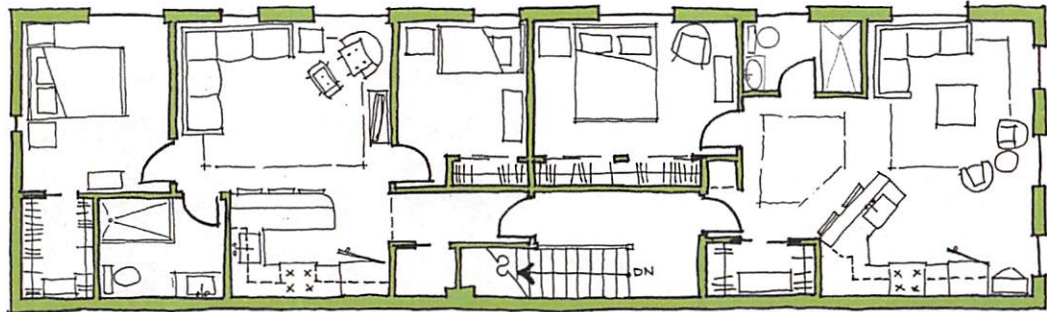
- Support market rate housing opportunities
- Ensure a critical mass of development
- Preserve historic structures
- Upgrade Main Street facades
- Redevelop the former Carr's Department Store
- Encourage micro-retail development

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- 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
- Encourage an appropriate vertical mix of uses



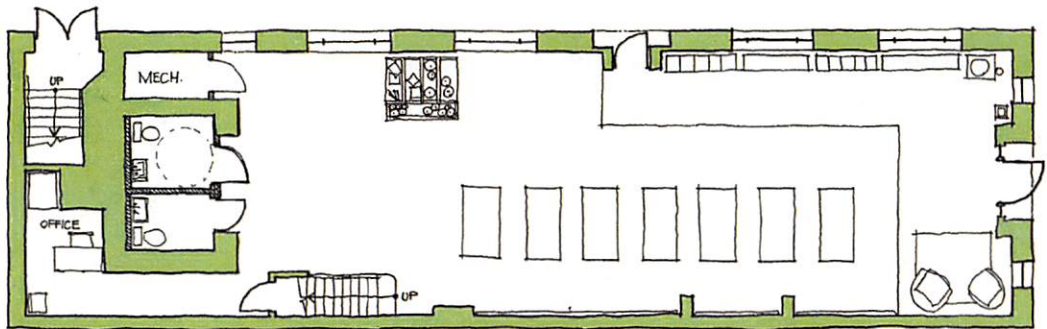
## REVITALIZE CARR'S AND GENESEE BANK BUILDINGS



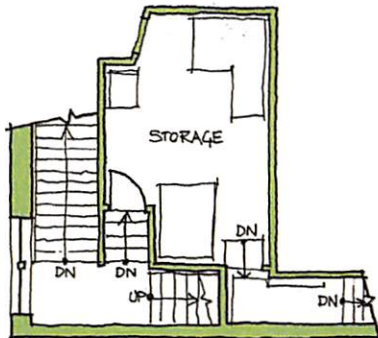
97 Main (former Genesee Bank): Proposed 3<sup>rd</sup> Floor apartment layouts (1br/1ba & 2br/1ba)



97 Main (former Genesee Bank): Proposed 2<sup>nd</sup> Floor apartment layouts (Studio & 2br/1ba)



97 Main (former Genesee Bank): Proposed 1<sup>st</sup> Floor Commercial layout (potential yoga studio)

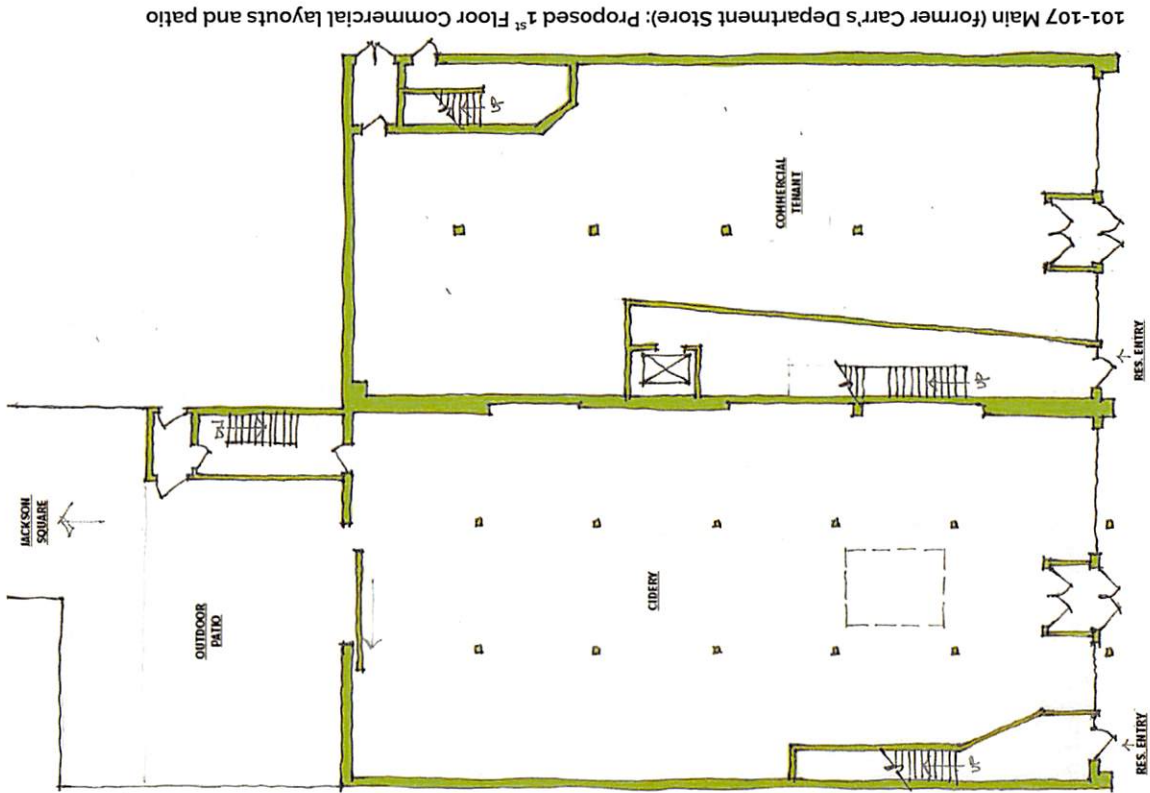


97 Main (former Genesee Bank): Proposed Subfloor Storage Space layout

# REVITALIZE CARR'S AND GENESEE BANK BUILDINGS



101-107 Main (former Carr's Department Store): Proposed Facade Improvements



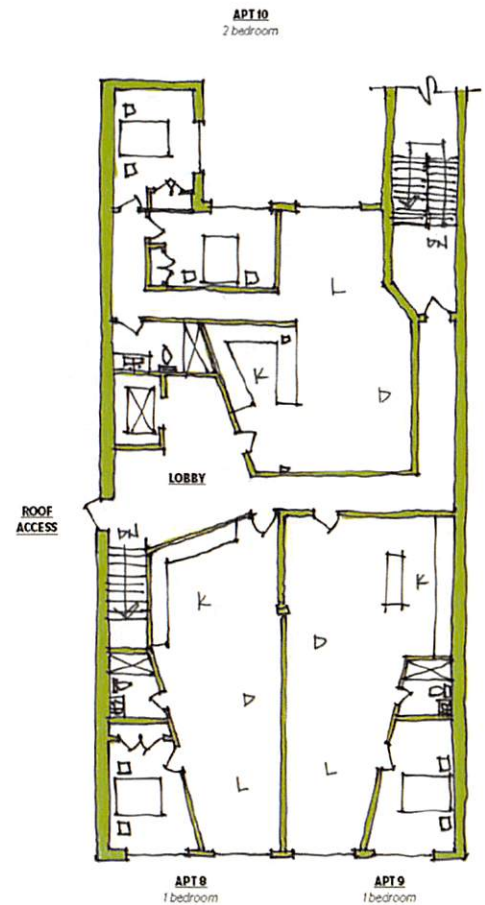
101-107 Main (former Carr's Department Store): Proposed 1<sup>st</sup> Floor Commercial layouts and patio



## REVITALIZE CARR'S AND GENESEE BANK BUILDINGS



101-107 Main: Proposed 2<sup>nd</sup> Floor Apartments



101-107 Main: Proposed 3<sup>rd</sup> Floor Apartments

## REVITALIZE CARR'S AND GENESEE BANK BUILDINGS

### PROJECT BENEFITS

The project has the following benefits:

- 14 additional residential units will create vitality in the downtown by attracting an estimated 18 to 30 new residents to downtown. The residential units are in a space that has been chronically vacant in the Downtown.
- The project is within proximity of numerous other commercial businesses, adding to a dense cluster of businesses that can share customers and host shared events.
- The Newberry Place project is being developed nearby, creating a gateway of new development on Main Street.
- 9,580 sq. ft. of new commercial space could potentially generate 18 to 28 new jobs at the site.

### FEASIBILITY & COST BENEFIT ANALYSIS

Based upon a project cost of \$5,250,000, the \$1,500,000 DRI grant's impact is:

- DRI Grant Return on Investment: 3.50
- DRI Grant/Jobs Created: \$53,571
- DRI Grant/Resident Attracted: \$50,000

### PROJECT METRICS

The project's success will be evaluated on the following project metrics:

- Number of jobs created
- Number of new residents
- Level of Investment and Return on Investment

### TIMELINE & READINESS

- Overall timeline: 2 to 3 years
- Design & construction documents: 6 months
- Planning reviews & permits: 5 months
- Construction: 1 to 2 years

The applicant has completed schematic design documents and preliminary cost estimates with an architect. The applicant is in the process of applying for a HCR CIF Loan. Once approved for DRI funding, the project could start.



## DEVELOP ELLICOTT PLACE



### PROJECT

Develop Ellicott Place

### APPLICANT/OWNER

V.J. Gautieri Constructors

### LOCATION

45-47 Ellicott Street, Map # 5

### PROJECT COST

\$2,500,000

### DRI FUNDING

\$1,150,000

### PROJECT DESCRIPTION AND FUTURE USE

V.J. Gautieri Constructors owns a 48,121 sq. ft. building that once was home to a department store and full service grocery store. Currently, the building's first floor is only half occupied by a limited service grocery store and the remainder of the first floor and all of the second floor are vacant.

The building is in a very prominent location on Ellicott Street that thousands of local and out of town travelers see daily. The underutilization of the site and lack of upgrades to the urban renewal era façade detract from the downtown.

The proposed Ellicott Place mixed use project will include three finished 1<sup>st</sup> floor tenant spaces totaling 10,000 sq. ft. of space, 1<sup>st</sup> floor covered/interior parking, ten 2<sup>nd</sup> floor 1-2 bedroom units, a new elevator, and façade upgrades including new windows.

Renovation of the building would complement potential DRI projects nearby at Jackson Square. The site is also directly across the street from the proposed Ellicott Station DRI project.

## DEVELOP ELLICOTT PLACE

### PROJECT COSTS

TOTAL COSTS:	\$2,500,000
Construction:	\$2,250,000
Architectural Costs:	\$50,000
Financing Costs:	\$150,000
Legal & Bonding Costs:	\$50,000

### FUNDING SOURCES

DRI Funding:	\$1,150,000
Bank Financing:	\$1,350,000

### JOBS CREATED

The project will create an estimated 30 FTE jobs.

### NEW RESIDENTS

The 10 units proposed will bring an estimated 15 new residents to the downtown.

### REGULATORY REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:

- City Planning Board review and approval: Special Use Permit for upper floor apartments, Downtown Design Review and SEQR approval.
- County Planning Board 239M Review because the project is located on State Route 63.
- A City Building Permit will need to be obtained from the Bureau of Code Enforcement.
- SHPO review and approval.
- City Parking Permits will need to be obtained from the City of Batavia for residents.

### LPC & PUBLIC SUPPORT

The project was the 4<sup>th</sup> highest priority based on the Local Planning Committee's evaluation of projects submitted for DRI funding.

Public support was high based on voting at a DRI Open House.

### DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

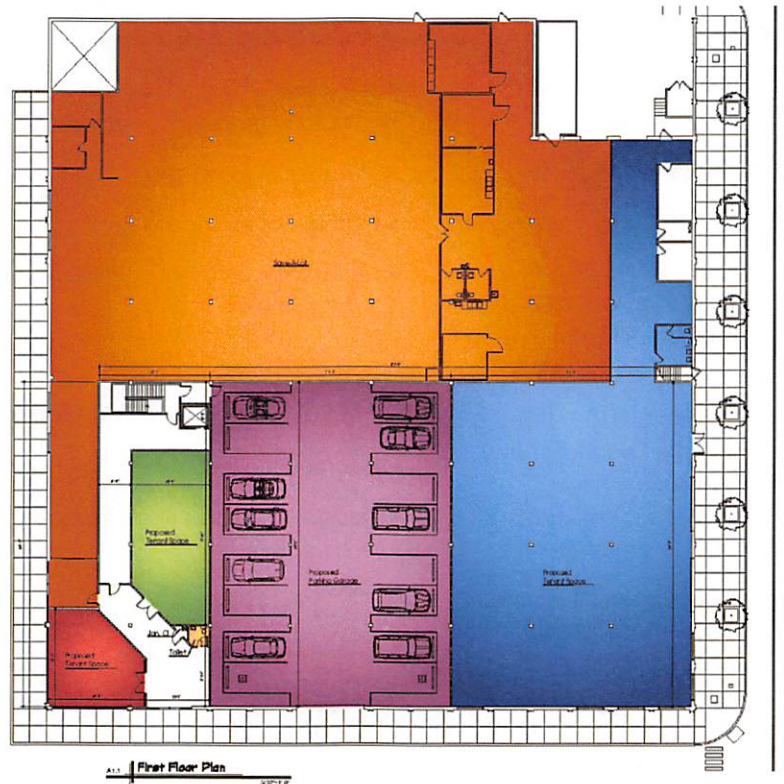
- Support market rate housing opportunities especially for seniors and millennials
- Ensure a critical mass of small business/property development in focus areas to maximize impact
- Encourage partnerships with developers and the private sector
- Encourage micro-retail development

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

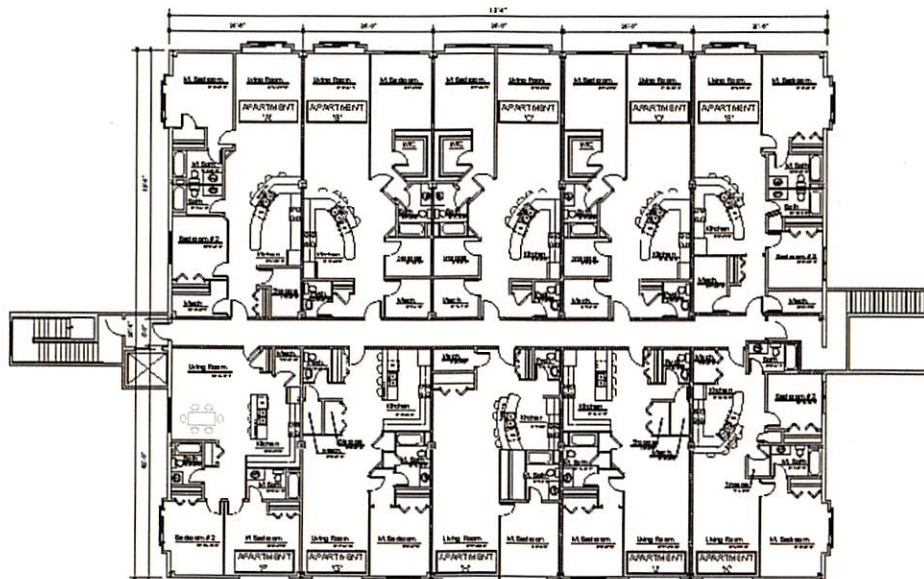
- Develop a Revitalization Strategy for Ellicott Street
- Increase access to affordable housing and mixed income units
- Encourage redevelopment of underutilized real property
- Encourage an appropriate vertical mix of uses



## DEVELOP ELLICOTT PLACE



First floor plan layout for commercial space and covered parking



Second floor plan for residential units

## DEVELOP ELLICOTT PLACE

### PROJECT BENEFITS

The project has the following benefits:

- 10 additional residential units will create vitality in the downtown by attracting an estimated 15 new residents to downtown. The residential units are in a space that has been chronically vacant in the Downtown for more than three decades.
- The project is directly across the street from the Ellicott Station project and both projects will not only have synergy, but they will also establish a new gateway into Downtown.
- 10,000 sq. ft. of new commercial space could potentially generate 30 new jobs at the site.

### FEASIBILITY & COST BENEFIT ANALYSIS

V.J. Gautieri has performed a pro-forma analysis that was reviewed by the DRI consultant team. The pro-forma indicated that without DRI grant funding the project only achieves a .69% return on equity. With DRI grant funding the project achieves a 16.35% return on equity which exceeds the minimum return of 15% required by the developers.

Some other cost/benefit indicators include:

- DRI Grant Return on Investment: 2.17
- DRI Grant/Jobs Created: \$38,333
- DRI Grant/Residents Attracted: \$76,666

### PROJECT METRICS

The project's success will be evaluated on the following project metrics:

- Number of new residents
- Number of jobs created
- Level of Investment and Return on Investment

### TIMELINE & READINESS

- Overall timeline: 1 year
- Design & construction documents: complete
- Planning reviews & permits: 4 months
- Construction: 8 months

The applicant has completed the design documents, pro-forma financial analyses and cost estimates with an architect and engineer. The applicant has a bank commitment for financing pending DRI grant approval. Environmental Site Assessments have been completed and the site is clean. Asbestos removal is complete. Once approved for DRI funding the project could start.



## DEVELOP A HEALTHY LIVING CAMPUS (YMCA/UMMC)



### PROJECT

Develop a Healthy Living Campus (YMCA/UMMC)

### APPLICANT/OWNER

Genesee YMCA / UMMC

### LOCATION

207-213 East Main Street, 1-9 Ward Street, Map # 6

### PROJECT COST

\$22,500,000

### DRI FUNDING

\$5,000,000

### PROJECT DESCRIPTION AND FUTURE USE

The Genesee Area YMCA, in partnership with Rochester Regional Health United Memorial Medical Center (UMMC), will build a multi-purpose health campus in the center of Downtown Batavia. The healthy living campus, a Batavia Opportunity Area Strategic Site, will provide Genesee County with a facility offering holistic, multi-generational health services that address disease prevention, wellness, nutrition, rehabilitation and therapy for the mind and body.

The proposed 85,000 sq. ft., 2 story facility with 300 parking spaces will eventually be home to more than 140 full time equivalent employees. Two separate, but connected buildings, will be built in two phases. The \$19 million YMCA facility will be built in the first Phase totaling 55,000-60,000 sq. ft. A 25,000 sq. ft. Phase 2 will then be constructed after the former YMCA is demolished to house a \$3.5 million UMMC Healthy Living Department and medical offices. The DRI request will help to provide momentum for the project by assisting the first phase of the project.

As a result of the project, the YMCA's annual membership and programs enrollments are anticipated to increase substantially. Synergies will be achieved as the project is adjacent to the proposed DRI projects at the GOArt! facility and Healthy Living Corridor as well as being directly across the street from proposed DRI projects at 200 and 206 East Main St.

## DEVELOP A HEALTHY LIVING CAMPUS (YMCA/UMMC)

### PROJECT COSTS

TOTAL COSTS:	\$22,500,000
Construction:	\$19,500,000
Professional Fees:	\$2,000,000
Testing & Permits:	\$250,000
Legal & Bonding Costs:	\$750,000

### FUNDING SOURCES

DRI Funding:	\$5,000,000
Bank Financing:	\$7,500,000
(Contingent on DRI Funding, USDA Funding, and Campaign Pledges)	
Campaign Pledges	\$9,000,000
Secured Grants:	\$900,000
Anticipated Grants:	\$100,000

### JOBS CREATED

The project will create an estimated 140 jobs at the YMCA and UMMC.

### NEW RESIDENTS

The project will not include a residential component but it will improve the livability of downtown for existing and future residents.

### REGULATORY REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:

- City Planning Board review and approval: Site Plan, Downtown Design Review and SEQOR approval.
- County Planning Board 239M Review because the project is located on State Route 5.
- SHPO review and approval.
- City Building Permit.

### LPC & PUBLIC SUPPORT

The project was the 5<sup>th</sup> highest priority based on the Local Planning Committee's evaluation of projects submitted for DRI funding.

Public support was high based on voting at a DRI Open House.

### DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

- Provide activities for youth
- Support services, businesses, and activities for young families
- Incent integrated redevelopment that includes a mix of uses at a Downtown Healthy Living Campus
- Expand health and wellness activity
- Upgrade Main Street facades

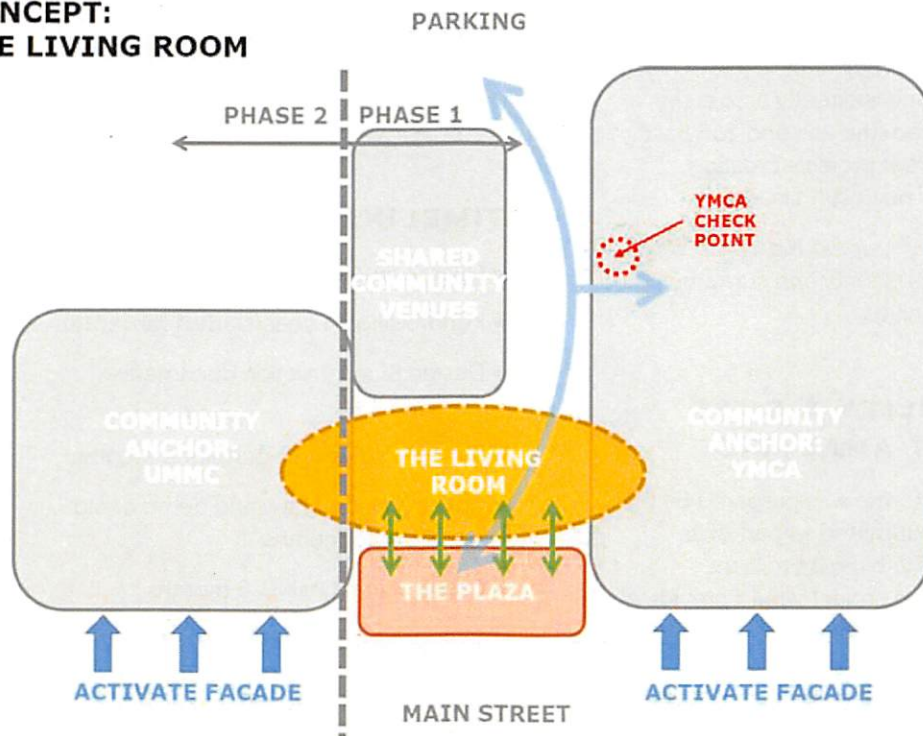
The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Redevelop the underutilized City Centre site and adjacent hospital campus
- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation



## DEVELOP A HEALTHY LIVING CAMPUS (YMCA/UMMC)

### CONCEPT: THE LIVING ROOM



# CONCEPT

Planned interior conceptual layout

## DEVELOP A HEALTHY LIVING CAMPUS (YMCA/UMMC)

### PROJECT BENEFITS

The project has the following benefits:

- 140 new jobs in the downtown is a substantial benefit and will create demand for retail and restaurants.
- The project is adjacent to the GO Art! facility and is directly across the street from the 200 and 206 East Main Street projects creating synergy on East Main Street.
- A regional impact as the YMCA serves Genesee County and surrounding communities.

### FEASIBILITY & COST BENEFIT ANALYSIS

A basic pro-forma was prepared by the YMCA and submitted as part of its application. With the \$5 million requested, the project would provide a surplus by the second year and beyond. Without the DRI funding the project would lose money and not be feasible.

The pro-forma is also based on membership and program revenue jumping by more than 40% based on similar YMCA improvement projects.

Some other cost/benefit indicators include:

- DRI Grant Return on Investment: 4.50
- DRI Grant/Jobs Created: \$35,714

### PROJECT METRICS

The project's success will be evaluated on the following project metrics:

- Number of jobs created
- Level of Investment and Return on Investment
- Number of new memberships

### TIMELINE & READINESS

- Overall timeline: 3.5 years
- Fundraising: 1 year (started Jan. 2018)
- Design & construction documents: 6 months
- Planning reviews & permits: 4 months
- Construction of new and demo of old YMCA: 16 months
- Construction UMMC: 6 months

The applicant has completed the conceptual design documents, pro-forma financial analyses and cost estimates with an architect and engineer. Once approved for DRI funding the project could start.



## ACTIVATE THE BATAVIA INNOVATION ZONES



### PROJECT

Activate the Batavia Innovation Zones

### APPLICANT/OWNER

Batavia Development Corporation

### LOCATIONS

GO Art!, the Public Market, Carr's and fresh Lab (Eli Fish), Map # 2

### PROJECT COST

\$400,000

### DRI FUNDING

\$200,000

### PROJECT DESCRIPTION

Batavia Development Corporation is proposing to utilize DRI funding, along with CDBG Economic Development funding, to establish the Batavia Innovation Zone (BIZ) program. The BIZ program will provide funding to subsidize 15,000 sq. ft. of incubator sites at the following locations:

- Carr's (office/retail) - 5,000 sq. ft.
- fresh Lab (restaurant) - 3,000 sq. ft.
- Public Market (ag value added) - 4,000 sq. ft.
- GO Art! (Art) - 3,000 sq. ft.

The business incubator sites will offer a coordinated approach to ensure market ready-spaces, access to qualified tenants, connectivity amongst the incubators, dedicated small business programming and consistent marketing of the unique affordable turn-key spaces proposed for start-up businesses. A unique guaranteed rent subsidy will be offered to participating sites so that long-term, sustainable engagement is possible.

## ACTIVATE THE BATAVIA INNOVATION ZONES

### PROJECT COSTS

TOTAL COSTS:	\$400,000
Marketing/Training:	\$60,000
Rent Subsidies:	\$340,000

- Funds will be used for rent subsidies, marketing, and training and not for building improvements.

### FUNDING SOURCES

DRI Funding:	\$200,000
CDBG Micro Funding:	\$200,000

### JOBS CREATED

The project will create an estimated 30 to 40 jobs.

### PROGRAM DESIGN

The program will be designed similar to a Community Development Block Grant Micro-enterprise Program that includes a rent subsidy:

- The Batavia Development Corporation (BDC) will market the program to and recruit small businesses and entrepreneurs who need funding to start a new business or grow an existing small business.
- Applicants that come from low to moderate income families or are creating jobs for low to moderate income individuals will be given preference for funding.
- All applicants will be required to participate in a training course prior to being considered for funding. The BDC will work with partners at Genesee Community College for the training component.
- Funds will be provided as a rent subsidy of \$2/sq. ft. for up to 5 years at the specified innovation zone locations.

### LPC & PUBLIC SUPPORT

The project was the 6<sup>th</sup> highest priority based on the Local Planning Committee's evaluation of projects submitted for DRI funding.

Public support was moderate based on voting at a DRI Open House.

### DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

- Encourage micro-retail development
- Support small businesses and develop a small business loan and/or grant fund

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Increase the number of small business loans
- Strengthen and expand the region's network of incubation and grow the number of entrepreneurs
- Improve access to credit for revitalization and investment



## ACTIVATE THE BATAVIA INNOVATION ZONES



The former Carr's Department store will host the retail and office incubator space



The GO Art! Cultural facility will host an arts incubator

## ACTIVATE THE BATAVIA INNOVATION ZONES

### PROJECT BENEFITS

The project has the following benefits:

- 30-40 new jobs over a five year period.
- 10-15 new businesses will be assisted.
- The program will generate demand for space in Downtown for new restaurants, offices, and art spaces.
- An entrepreneurial brand will be established in the Downtown that will attract additional businesses.

### ORGANIZATIONAL STRUCTURE

The Batavia Development Corporation (BDC) Executive Director will lead the project and administer the program. The Batavia Development Corporation has been in existence for more than 20 years and is the lead agency for economic development initiatives in the City of Batavia. In that time period the BDC has administered hundreds of small business loans, a CDBG micro-enterprise program, two New York Main Street grants and other loan and grant programs.

A Board of Directors consisting of 10 members govern the Batavia Development Corporation. They include a mix of local and regional business persons, professionals and residents. While the BDC budget varies, the 2017-2018 budget was approximately \$800,000.

### PROJECT REPORTING

The Batavia Development Corporation meets on a monthly basis and will provide reports to the Board of Directors on the progress of the Innovation Zone program including:

- Businesses assisted
- Jobs created/retained
- Assistance provided

As the BDC is a public benefit corporation, minutes and financials will be available to the public and posted on the BDC website.

### TIMELINE & READINESS

The BDC Executive Director has discussed the program with the BDC Board of Directors and they have approved the program. During the 2018 Consolidated Funding Application (CFA) cycle the City of Batavia will apply for \$200,000 in CDBG Micro-enterprise funding to provide a match for the DRI request of \$200,000. The BDC will act as the sub recipient to administer the micro-enterprise program.

CFA project awards are announced in December. Prior to the anticipated December award announcements the BDC will implement preliminary steps to get the Innovation Zone started including recruiting potential applicants and having them fill out applications as well as ask them to provide initial documentation required for the program.

The program could then start once CFA awards are announced and be implemented over a five year period.

The total project cost was established by the BDC based on similar model programs as well as their experience with the micro-enterprise loans program.



## CONSTRUCT THEATRE 56



### PROJECT

Construct Theatre 56

### APPLICANT/OWNER

Batavia Players Inc. / City of Batavia

### LOCATION

35 Batavia City Centre, Map # 1

### PROJECT COST

\$901,750

### DRI FUNDING

\$701,750

### PROJECT DESCRIPTION AND FUTURE USE

Batavia Players Inc., a local non-profit community theatre group currently located at 56 Harvester Avenue, is proposing to establish a new regional performing arts center at Batavia City Centre. Currently the theatre is outgrowing its' space and the space is not ideal for performances.

Consequently, the Theatre group will be relocating to recently foreclosed city owned properties in the Batavia City Centre. The location would provide additional space for the theater and also provide space for retail/concession, offices, costumes, and a dance academy. The approximate 11,000 sq. ft. ADA accessible building would also provide space for an additional 70 seats that would help to increase attendance, and associated revenues, by 40%. Façade improvements are also included as part of this project.

Batavia Players has been looking for new space that is more visually prominent and centrally located which this space provides. The new theatre would have synergistic impacts with the Downtown Revitalization effort as it would be across the street from the Eli Fish Brewing Company and proposed Newberry Place Lofts and nearby several proposed DRI projects at the mall and medical campus. Nightlife, weekend activity, and livability would also be enhanced in Downtown Batavia with the project.

## CONSTRUCT THEATRE 56

### PROJECT COSTS

TOTAL COSTS:	\$901,750
Construction:	\$761,750
Equipment:	\$40,000
Environmental Costs:	\$25,000
Architectural Costs:	\$75,000

### FUNDING SOURCES

DRI Funding:	\$701,750
Volunteer Labor:	\$95,000
Fundraising:	\$30,000
Donated Equipment:	\$60,000
Theatre Equity:	\$15,000

### JOBS CREATED

The project maintains 3 part time positions at the Theatre.

### NEW RESIDENTS

The project will not include a residential component but it will improve the livability of downtown for existing and future residents.

### REGULATORY REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:

- City Planning Board review and approval: Downtown Design Review and SEQR approval.
- County Planning Board 239M Review because the project is located on State Route 5.
- SHPO review and approval.
- A City Building Permit will need to be obtained from the Bureau of Code Enforcement.

### LPC & PUBLIC SUPPORT

The project was the 7<sup>th</sup> highest priority based on the Local Planning Committee's evaluation of projects submitted for DRI funding.

Public support was high based on voting at a DRI Open House.

### DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

- Provide activities for youth
- Upgrade Main Street facades
- Encourage entertainment, arts/culture and restaurants to locate, improve or expand Downtown
- Create an arts/culture district
- Redevelop the mall/City Centre area by demolition or select demolition including removal of concourse

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Redevelop the underutilized City Centre site and adjacent hospital campus
- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation
- Reinvest in the Mall as a Mixed-Use, Multi-Story Complex
- Encourage redevelopment of underutilized real property



## CONSTRUCT THEATRE 56



A view of the proposed theatre looking east on Main Street



An aerial view showing the theatre's connection to the City Centre site

## CONSTRUCT THEATRE 56

### PROJECT BENEFITS

The project has the following benefits:

- The new theatre will fill a gap in Downtown Batavia for performing arts which it has been severely lacking.
- The project will improve the financial viability of the non-profit Batavia Players Inc. by increasing revenues by 40 percent.
- Synergies and economic spin off benefits will be realized by local restaurants and retailers with patrons that attend the theater.
- Based on studies prepared by Americans for the Arts, every dollar spent by an Arts organization, four dollars is spent in the community.

### FEASIBILITY & COST BENEFIT ANALYSIS

The size of the project is feasible for the applicant. It includes façade work and some basic interior work. Much of the interior work will be performed by volunteers and volunteer professionals. More importantly the theater relocation and expansion will increase revenues for the organization, insuring the groups continued viability.

### PROJECT METRICS

The project's success will be evaluated on the following project metrics:

- Increased attendance
- Increased revenues
- Number of new performances

### TIMELINE & READINESS

- Overall timeline: 1 to 15 years
- Fundraising: 1 year (started Jan. 2018)
- Design & construction documents: 4 months
- Planning reviews & permits: 2 months
- Construction: 4-6 months

The applicant has completed the conceptual design documents and initial cost estimates with an architect. In addition, the applicant has secured an agreement and understanding from the City of Batavia Council to rent the space at the City Centre. They have also made arrangements with local banks and others for the construction financing.



## CONSTRUCT A DOWNTOWN PUBLIC MARKET



### PROJECT

Construct a Downtown Public Market

### APPLICANT/OWNER

Batavia Improvement District / City of Batavia

### LOCATION

Alva Place Parking Lot, Map # 7

### PROJECT COST

\$2,500,000

### DRI FUNDING

\$1,500,000

### PROJECT DESCRIPTION AND FUTURE USE

The Downtown Public Market has been a downtown institution for decades. Recently, after years of being in the K-mart plaza on the outskirts of the City, the Genesee Country Farmers Market Association rejoined the Public Market in Downtown Batavia. As a result, the Public Market has grown and will need more space. Currently, the market is also open to the elements and needs a permanent cover to benefit both the customers and vendors.

The DRI proposal is to build a permanent market structure, construct a market shed, construct an Innovation Zone shed, and provide space for food trucks as well as large outdoor events on a portion of the city-owned parking lot at Alva and Bank, part of a BOA Strategic Site. Vendor spaces would double under the proposal.

As Batavia is a rural community with some of the best soils in New York State, a formal public market has been needed for a long time to celebrate the County's agricultural heritage. The new market would also provide fresh, healthy foods to nearby residents, many of whom are seniors and low income. Agri-tourism opportunities in the County could be incubated here through the Batavia Innovation Zone. The Public Market would be adjacent to potential DRI projects at the YMCA/UMMC project and the City Centre.

# CONSTRUCT A DOWNTOWN PUBLIC MARKET

## PROJECT COSTS

TOTAL COSTS:	\$2,500,000
Construction:	\$2,155,000
Professional Fees:	\$345,000

## FUNDING SOURCES

DRI Funding:	\$1,500,000
BID Capital Funds:	\$100,000
BID Bond Funds:	\$900,000

## LPC & PUBLIC SUPPORT

The project was the 8<sup>th</sup> highest priority based on the Local Planning Committee's evaluation of projects submitted for DRI funding.

Public support was high based on voting at a DRI Open House.

## OWNERSHIP OF PROPERTY/LEGAL JURISDICTION

The market would be located in a parking lot currently owned by the City of Batavia. The BID and City will negotiate the sale or lease of the site later.

## PROJECT PARTNERS

The BID is a finalist for a Local Foods, Local Places grant from the US EPA federal initiative that provides technical support and expertise to help communities integrate local food systems into their economic development plans.

Other partners include the City of Batavia, Genesee County Public Market Association and its members.

## DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

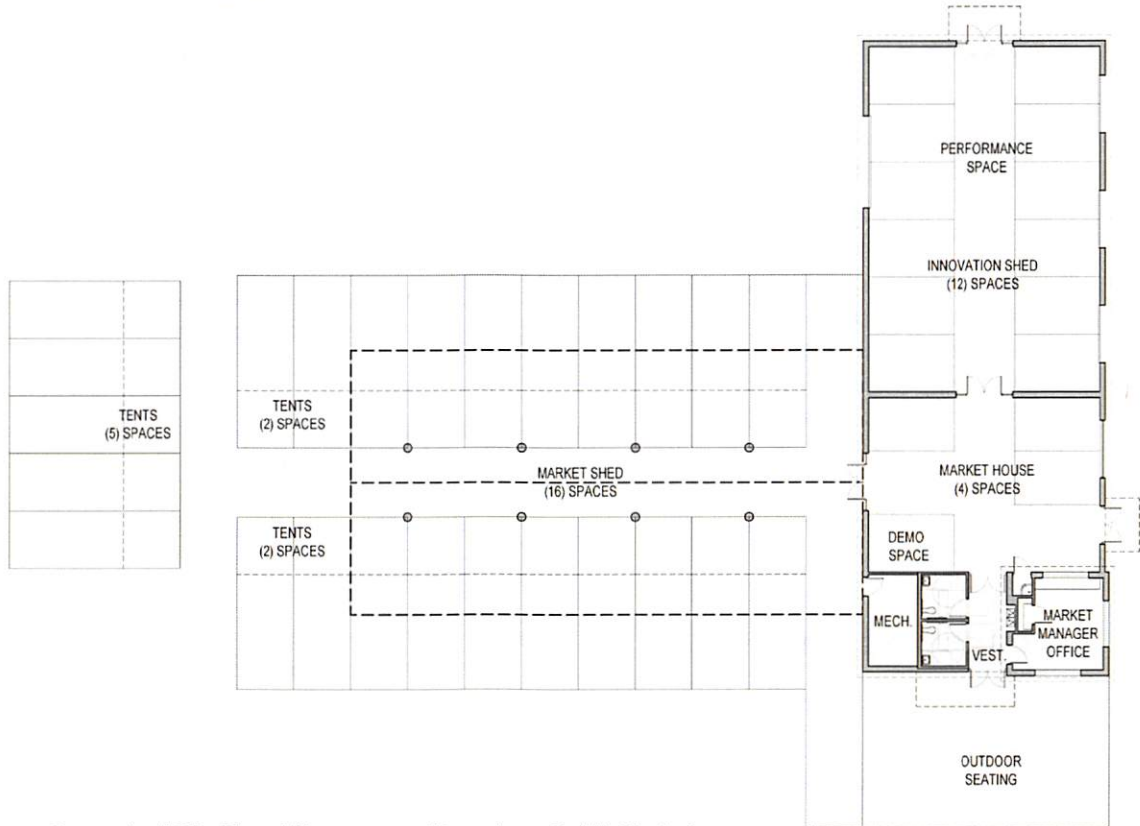
- Support services, businesses, and activities for young families
- Incent integrated redevelopment that includes a mix of uses at a Downtown Healthy Living Campus
- Ensure a critical mass of small business/property development in focus areas to maximize impact
- Encourage entertainment, arts/culture and restaurants to locate, improve or expand Downtown
- Expand health and wellness activity
- Brand Downtown
- Provide opportunities for infill development on Downtown parking lots
- Encourage micro-retail development

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

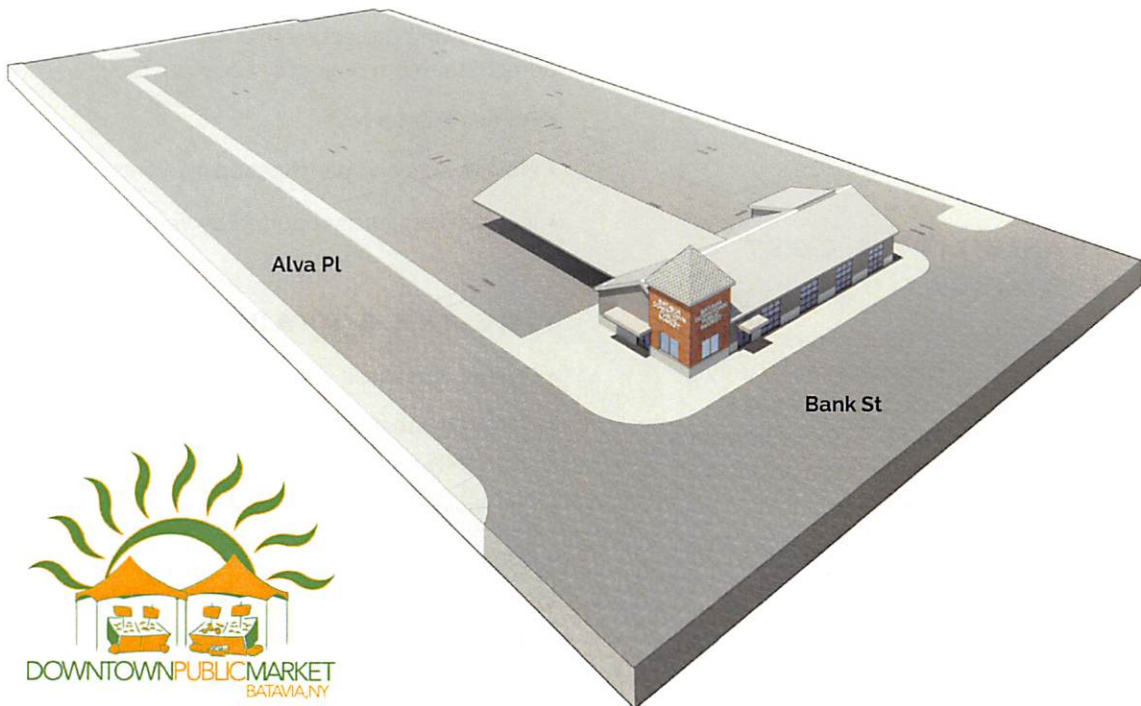
- Encourage redevelopment of underutilized real property
- Support the agricultural and food processing industry



## CONSTRUCT A DOWNTOWN PUBLIC MARKET



Conceptual Site Plan of the proposed Downtown Public Market



Conceptual rendering of the proposed Downtown Public Market

## CONSTRUCT A DOWNTOWN PUBLIC MARKET

### CAPACITY

The BID has capital reserves of \$200,000+ and can bond for \$1 million. As in the past, the bond will be repaid through an increase in the assessment on properties within the BID boundary.

The Batavia BID has been in existence for 20 years and in that time has implemented key projects and programs to revitalize Downtown Batavia. In addition to being the manager of the current market, the BID runs numerous festivals and events and has proved over time to have sound management and fiscal oversight.

### PROJECT BENEFITS

The project has the following benefits:

- Accommodates the growing market in an underutilized parking lot
- Supports agriculture, agritourism and food-related innovation
- Increases access to fresh, healthy food for residents of all circumstances and income levels
- Leverages nearby DRI-proposed projects

### FEASIBILITY & COST JUSTIFICATION

The new Public Market offers the opportunity to showcase the County's diverse agricultural offerings and to provide space for festivals, celebrations and community gathering of all kinds in the heart of downtown.

The Downtown Public Market recently welcomed the Genesee Country Market into downtown, creating an immediate need for additional space at the market.

The market offers an opportunity to incubate small agriculture businesses including Community Supported Agriculture, locally processed foods distribution and direct sales.

The market is a hub for information and educational resources regarding agriculture in Genesee County as well as food and nutritional information.

### REGULATORY REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:

- As a City project, no City review is required. However, a courtesy City Planning Board review and approval including Site Plan, Downtown Design Review, and SEQR approval is recommended.

### PROJECT REPORTING

The following project metrics will demonstrate the project's success:

- Annual BID surveys
- New events and participation in events
- Increased sales as reported by vendors

### TIMELINE & READINESS

- Overall timeline: 2 years
- Design & construction documents: 8 months
- City reviews & permits: 4 months
- Construction: 1 year

The applicant has completed concept plans, renderings, and cost estimates with PLAN Architectural Studio.



## CREATE A BUILDING IMPROVEMENT FUND



<b>PROJECT</b>	Create a Building Improvement Fund
<b>APPLICANT/OWNER</b>	Batavia Development Corporation
<b>LOCATIONS</b>	Multiple Downtown Properties
<b>PROJECT COST</b>	\$800,000
<b>DRI FUNDING</b>	\$600,000

### PROJECT DESCRIPTION

A Building Improvement Fund will be established to provide grant funding for applicants to implement interior and exterior building improvements. The fund will mimic the goals, process and requirements of the NYS Main Street Program including providing funds for administration of the program by the Batavia Development Corporation and also providing funds for soft costs including architectural and environmental costs.

The fund would be available to any building owner within the DRI Boundary. It is anticipated that owners who applied for DRI funds but were eliminated as a Priority Project will receive additional points on their Building Improvement Program application to improve their chances of being selected.

# CREATE A BUILDING IMPROVEMENT FUND

## PROJECT COSTS

TOTAL COSTS:	\$800,000
Renovation:	\$700,000
Architecture & Environ.:	\$40,000
Grant Administration:	\$60,000

## FUNDING SOURCES

DRI Funding:	\$600,000
Building Owner Matches:	\$200,000

## JOBS CREATED

The project will create an estimated 10 jobs.

## NEW RESIDENTS

The project will attract an estimated 23 new residents to the downtown.

## PROGRAM DESIGN

The program will be designed similar to a NY Main Street Program with the following guidelines:

- Grants would fund interior or exterior improvements.
- Projects that have a residential or mixed use component would be encouraged.
- Funds will be provided as a reimbursement.
- Any property within the DRI boundary would be eligible to apply for funding.
- Maximum grant reimbursements would be 75% of project costs.
- Maximum grant level would be determined by the BDC.
- Applicants would be subject to SEQRA environmental compliance including State Historic Preservation compliance.

## LPC & PUBLIC SUPPORT

The project was the 9<sup>th</sup> highest priority based on the Local Planning Committee's evaluation of projects submitted for DRI funding.

Public support was moderate based on voting at a DRI Open House.

## DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

- Encourage micro-retail development
- Support small businesses and develop a small business loan and/or grant fund

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Increase the number of small business loans
- Strengthen and expand the region's network of incubation and grow the number of entrepreneurs
- Improve access to credit for revitalization and investment

## POTENTIAL PROJECTS

Several building improvement projects were submitted to the LPC for consideration for DRI funding. The LPC chose not consider them individually for DRI funding; however, they may reapply to this proposed Building Improvement Fund. Information about these potential projects can be found at the end of Section V.



## CREATE A BUILDING IMPROVEMENT FUND



The former Carr's warehouse building received NY Main Street building improvement funding



The Newberry Place Lofts also benefitted from NY Main Street funding

## CREATE A BUILDING IMPROVEMENT FUND

### PROJECT BENEFITS

The project has the following benefits:

- 10 new jobs and 23 new residents
- Improvements that will benefit an estimated 10 buildings, with 10 commercial units and 15 residential units
- Improved aesthetics and livability in the Downtown core
- Renovated commercial spaces will provide opportunities for new entrepreneurs to establish businesses
- New residents downtown will provide customers for businesses, provide vitality and eyes on the street while providing much needed revenue for property owners

### ORGANIZATIONAL STRUCTURE

The Batavia Development Corporation (BDC) Executive Director will lead the project and administer the program. The Batavia Development Corporation has administered two New York Main grant successfully.

A Board of Directors consisting of 10 members govern the Batavia Development Corporation. They include a mix of local and regional business persons, professionals and residents. While the BDC budget varies, the 2017-2018 budget was approximately \$800,000.

### PROJECT REPORTING

The Batavia Development Corporation meets on a monthly basis and will provide reports to the Board of Directors on the progress of the Building Improvement Fund including:

- Buildings assisted
- Renovated commercial units
- Renovated residential units
- Jobs created/retained
- Assistance provided

As the BDC is a public benefit corporation, minutes and financials will be available to the public and posted on the BDC website.

### TIMELINE & READINESS

Since the BDC is very familiar with administering a NY Main Street program, the Building Improvement Fund could start immediately upon approval of DRI funds. The BDC will prepare and submit an administrative plan to the Housing Trust Fund Corporation (HTFC), coordinate with HTFC, enter into a grant agreement with HTFC, complete a Programmatic Environmental Review, complete required steps for individual project selections and approvals, and monitor the construction process. It is anticipated the \$600,000 will be distributed within a two year time frame.



## UPGRADE CITY CENTRE



<b>PROJECT</b>	Upgrade City Centre
<b>APPLICANT/OWNER</b>	City of Batavia
<b>LOCATION</b>	City Centre, Map # 3
<b>PROJECT COST</b>	\$1,500,000
<b>DRI FUNDING</b>	\$1,000,000

### PROJECT DESCRIPTION AND FUTURE USE

The Batavia Development Corporation, in cooperation with the Genesee County Economic Development Center and the City of Batavia is proposing to use DRI funds for upgrades to the City Centre concourse. Improvements proposed include:

- Removal and replacement of floor tile,
- Installation of low level lighting on poles,
- Removal of Main Street silo entrances and replacement with new entrances,
- Painting of interior concourse walls, and
- Concourse roof upgrades.

The improved concourse will be able to host kiosks and other events that will bring new vitality to the City Centre. New entrances will dramatically improve the appearance of the mall along Main Street and, with the exception of one property, finish the entire Main Street façade improvements that have been implemented over the last 15 years.

## UPGRADE CITY CENTRE

### PROJECT COSTS

TOTAL COSTS:	\$1,500,000
Construction:	\$1,200,000
Environmental:	\$150,000
Architectural Costs:	\$150,000

### FUNDING SOURCES

DRI Funding:	\$1,000,000
City of Batavia Funding:	\$500,000

### OWNERSHIP OF PROPERTY/LEGAL JURISDICTION

The project will only impact the City of Batavia owned concourse and entrances located at City Centre.

### PROJECT PARTNERS

The Batavia Development Corporation will be partnering with the Genesee County Economic Development Center and the City of Batavia.

### REGULATORY REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:

- As a City project, no City review is required. However a courtesy City Planning Board review and approval including Site Plan, Downtown Design Review and SEQR approval is recommended for the new entries.

### LPC & PUBLIC SUPPORT

The project was the 10<sup>th</sup> highest priority based on the Local Planning Committee's evaluation of projects submitted for DRI funding.

Public support was moderate based on voting at a DRI Open House.

### DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

- Upgrade Main Street facades
- Encourage entertainment, arts/culture and restaurants to locate, improve or expand Downtown
- Redevelop the mall/City Centre area

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Redevelop the underutilized City Centre site and adjacent hospital campus
- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation
- Reinvest in the Mall as a Mixed-Use, Multi-Story Complex



## UPGRADE CITY CENTRE



Interior rendering of proposed new micro retail stalls within City Centre



Interior rendering of proposed new City Centre Stage

## UPGRADE CITY CENTRE

### PROJECT BENEFITS

The project has the following benefits:

- A renovated concourse will provide benefits to existing tenants and also help to attract new tenants.
- An upgraded center concourse will be able to host more events.
- Maintenance costs will be reduced.

### FEASIBILITY & COST JUSTIFICATION

The proposed upgrades are based on estimates provided by an architect. Feasibility issues were considered in the estimate by including a budget for environmental remediation (asbestos removal).

### PROJECT METRICS

The project's success will be evaluated on the following project metrics:

- Number of new businesses or organizations that locate at the mall
- Number of new kiosks for small micro businesses
- Reduction in maintenance costs

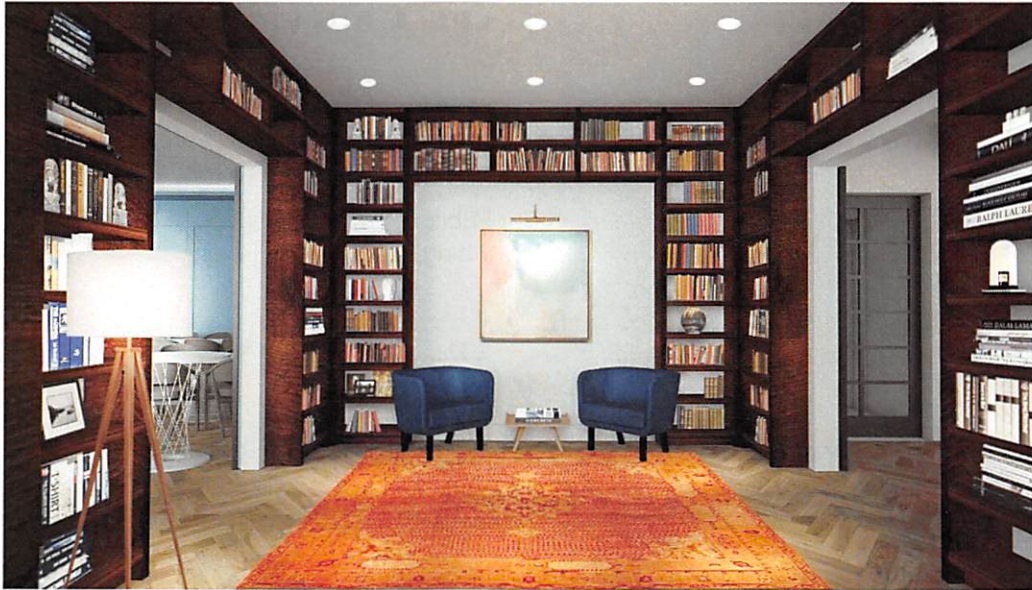
### TIMELINE & READINESS

- Overall timeline: 1 to 1.5 years
- Design & construction documents: 4 months
- City reviews & permits: 2 months
- Construction: 6 to 9 months

The applicant has completed the conceptual design documents and initial cost estimates with an architect.



## RENOVATE 206 EAST MAIN STREET



### PROJECT

Renovate 206 East Main Street

### APPLICANT/OWNER

Just Chez Realty

### LOCATION

206 East Main Street, Map # 18

### PROJECT COST

\$675,000

### DRI FUNDING

\$405,000

### PROJECT DESCRIPTION AND FUTURE USE

This project would advance the next phase of building upgrades for this property. Phase 1 (which is already completed) included renovations to a vacant first floor space to expand a restaurant from a pizzeria to a full service Italian restaurant. Phase 2 (for which DRI funds would be used) will address the vacant second floor and introduce a full service bar, an expanded dining area, an event/meeting space, and 2 to 4 market rate apartments.

Implementation of Phase 2 would complete the building renovations and create an even greater critical mass of development and activity, building upon that which was already generated by the Phase 1 Main Street Pizza upgrades. The project will have synergies with nearby proposed DRI projects including the YMCA/UMMC and GO Art!.

This project is a public-private partnership addressing regional priorities and provides a transformational and catalytic impact along multiple economic development goals.

## RENOVATE 206 EAST MAIN STREET

### PROJECT COSTS

TOTAL COSTS:	\$675,000
Hard Costs:	\$551,500
Professional Fees:	\$123,500

### FUNDING SOURCES

DRI Funding:	\$405,000
Other Funding:	\$270,000
(Developer Equity and Loan Financing)	

### JOBS CREATED

The restaurant function will create an estimated 9 full time equivalent jobs.

### NEW RESIDENTS

The units proposed will bring up to 6 new residents to the downtown.

### REGULATORY REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:

- City Planning Board: Special Use Permit for upper floor apartments, Downtown Design Review and SEQR approval.
- County Planning Board 239M Review because the project is located on State Route 5.
- City Building Permit.
- SHPO review and approval.
- City Parking Permits from the City of Batavia for residents.

### LPC & PUBLIC SUPPORT

The project was the 11<sup>th</sup> highest priority based on the Local Planning Committee's evaluation of projects submitted for DRI funding.

Public support was moderate based on voting at a DRI Open House.

### DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

- Support market rate housing opportunities especially for seniors and millennials
- Ensure a critical mass of small businesses to maximize impact
- Encourage entertainment, arts/culture and restaurants to locate, improve or expand
- Preserve historic structures
- Encourage partnerships with developers and private sector

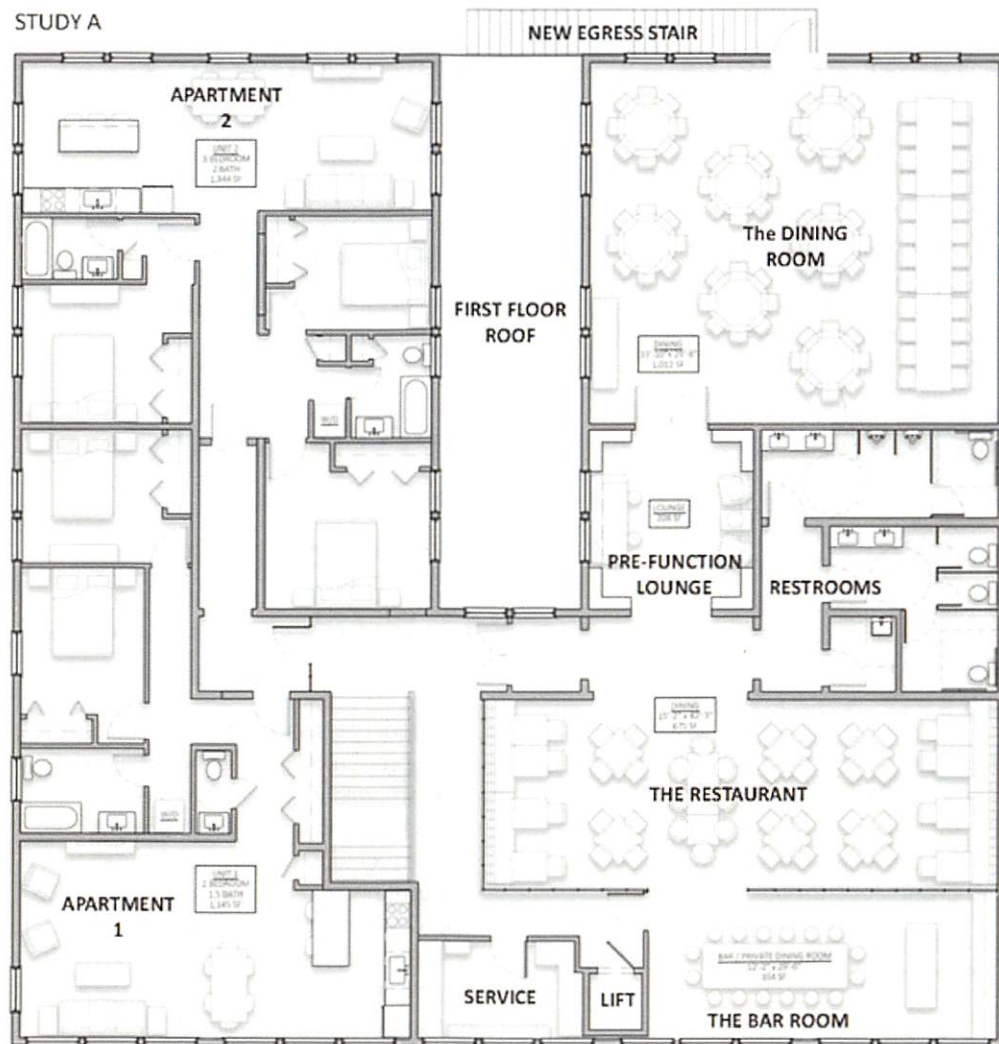
The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Encourage redevelopment of underutilized real property
- Encourage an appropriate vertical mix of uses



## RENOVATE 206 EAST MAIN STREET

STUDY A



Second floor renovation plan for restaurant space and residential units



Proposed Bar Room Sketch

## RENOVATE 206 EAST MAIN STREET

### PROJECT BENEFITS

The project has the following benefits:

- New apartments will attract four new downtown residents
- Completes the renovation of a centrally located downtown building
- Adds code compliance and safety features
- Adds new upscale dining and event space in a refined setting
- The project leverages other DRI-proposed projects including the YMCA/UMMC and GO Art!

### FEASIBILITY & COST BENEFIT ANALYSIS

Based upon a project cost of \$674,000, the \$404,000 DRI grant's impact is:

- DRI Grant Return on Investment: 1.67
- DRI Grant/Jobs Created: \$44,889
- DRI Grant/Residents Attracted: \$67,333

### PROJECT METRICS

The project's success will be evaluated on the following project metrics:

- Number of jobs created
- Number of new residents
- Level of Investment and Return on Investment

### TIMELINE & READINESS

- Overall timeline: 1 year
- Design & construction documents: 4 months
- Planning reviews & permits: 2 months
- Construction: 6 months

Preliminary conceptual drawings have been prepared by an architect along with preliminary cost estimates. If selected for DRI funding, the applicants will request final design and construction documents and obtain City permits and approvals. A match has been identified. Just Chez successfully completed its first floor project on time using Rural Revitalization state funding.



## ENHANCE JACKSON SQUARE



### PROJECT

Enhance Jackson Square

### APPLICANT/OWNER

City of Batavia

### LOCATION

Jackson Square, Map # 9

### PROJECT COST

\$750,000

### DRI FUNDING

\$750,000

### PROJECT DESCRIPTION AND FUTURE USE

Jackson Square is a unique public space in the heart of downtown Batavia. Bordered by historic buildings, the generous central open space is accessed via alleyways. There has been a continued effort to develop the space into a venue for outdoor events and enhance the environment for the adjacent residents and restaurant patios.

The City's 2004 redevelopment of the Square with a New York Main Street grant led to significant reinvestment in the area and proposed upgrades are expected to encourage additional reinvestment. The Jackson Square DRI project proposes a second phase of improvements for the open spaces and adjacent alleyways.

In the concept design, the Jackson Street Alley, Center Street Alley, and Jackson Square Alley serve as informal gathering areas and circulation spaces. The Jackson Square Performance Plaza is the central space for outdoor events and music concerts. Site improvements include wood plank-inspired scored concrete boardwalks with brick banding; planters; benches, tables and chairs for seating. A multi-level deck with a glass and steel canopy is proposed to serve as a public lounge space during the day and a stage at night. A combination of catenary and post-top lighting is proposed to illuminate the spaces at night. Vertical metal signage and a decorative gate bring greater attention to the alleyway entrances from Jackson and Center streets. The replacement of deteriorated stamped concrete strips on Jackson Street and Center Street is also included in the proposed improvements.

Separate DRI proposals from adjacent properties include gardens and patios to further enhance the Square as a lively hub and gathering space.

## ENHANCE JACKSON SQUARE

### PROJECT COSTS

TOTAL COSTS:	\$750,000
Hard Costs:	\$650,000
Engineering & Landscape Design:	\$100,000

### FUNDING SOURCES

DRI Funding:	\$750,000
--------------	-----------

### LPC & PUBLIC SUPPORT

The project was the 12<sup>th</sup> priority project based on the Local Planning Committee's evaluation of projects submitted for DRI funding.

Public support was moderate based on voting at a DRI Open House.

### OWNERSHIP OF PROPERTY/LEGAL JURISDICTION

Jackson Square and the associated alleyways are within the public right-of-way under the jurisdiction of the City of Batavia.

### PROJECT PARTNERS

Project partners include the City of Batavia, City DPW, Downtown BID, and adjacent property owners.

### CAPACITY

The City has the capacity to finance the project if necessary.

### DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

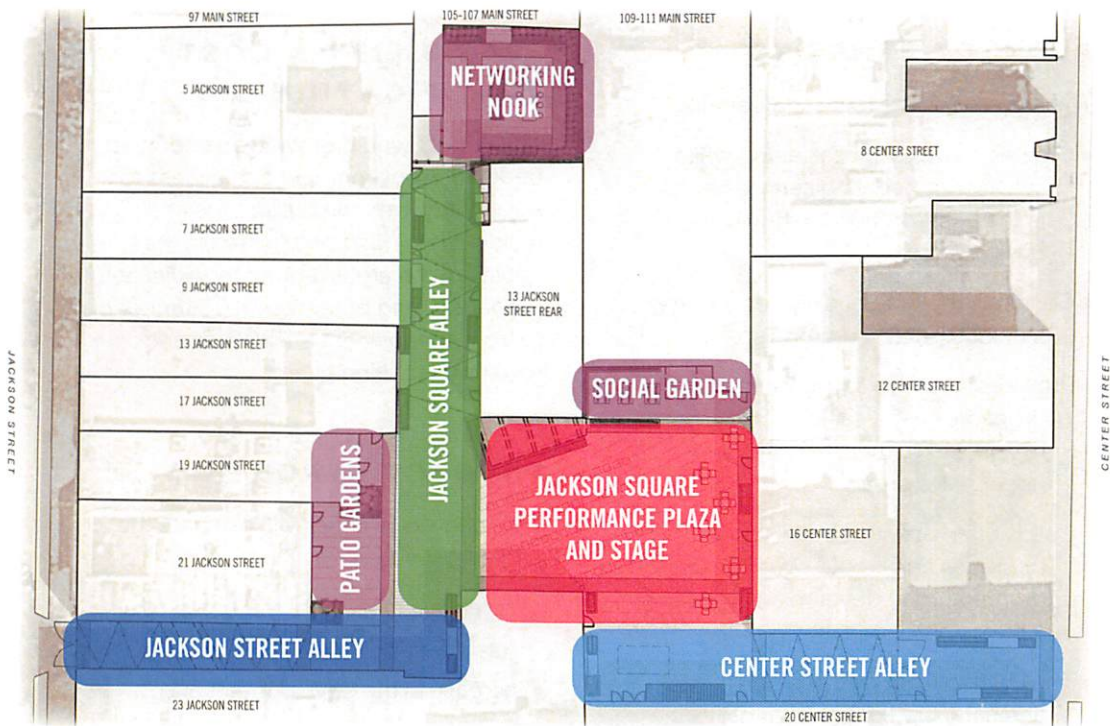
- Provide activities for youth
- Support services and activities for young families
- Encourage entertainment and arts/culture to locate Downtown
- Connects a critical mass of small businesses and properties in a focused area to maximize impact
- Redevelop for the human scale
- Create an arts/culture district

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

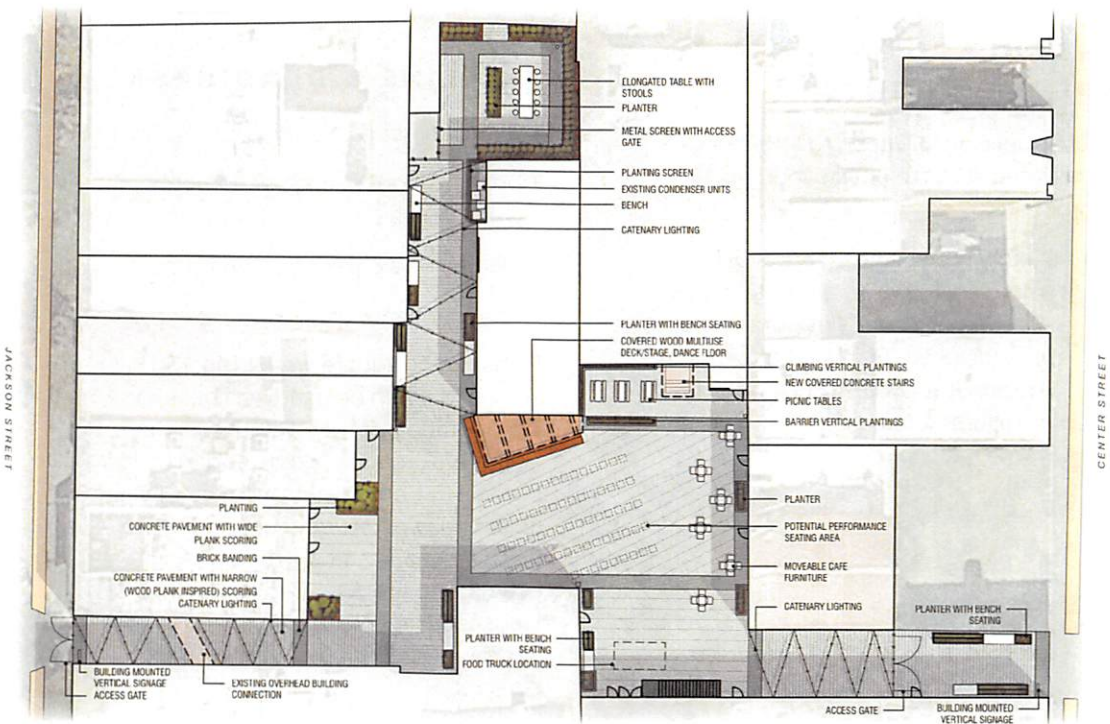
- The project would encourage redevelopment of adjacent underutilized real property
- Reinforce the identity, sense of place and character of the area



## ENHANCE JACKSON SQUARE



Program Areas / Spatial Relationship Diagram



Detailed Concept Plan

## ENHANCE JACKSON SQUARE

### PROJECT BENEFITS

The project has the following benefits:

- Creates an urban plaza setting while still accommodating service needs in the heart of the downtown business area.
- Connects multiple businesses through a unique public common space.
- Provides incentive to adjacent properties to invest in improvements to connect to the alleyways and larger plaza area.
- Builds upon previous state-funded upgrades and would continue the momentum to develop this space as a public outdoor event venue.
- The lighting from post top luminaries and catenary lights would provide a safer and more attractive nighttime setting.

### REGULATORY REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:

- As a City project, no City review is required. However a courtesy City Planning Board review and approval including Site Plan, Downtown Design Review and SEQR approval is recommended

### FEASIBILITY & COST JUSTIFICATION

The project would provide an improved pedestrian environment and access to adjacent downtown businesses and residences. This would increase the quality of the areas around the adjacent properties, and potentially the number of patrons for adjacent businesses and restaurants during events.

### PROJECT REPORTING

The following metrics will evaluate the project's success:

- Increase in the use of the space as a gathering place
- Increase in the development and investment by adjacent businesses
- Increase in art/culture events in the downtown area

### TIMELINE & READINESS

- Overall timeline: 1.5 years
- Design & construction documents: 6 months
- City reviews & permits: 4 months
- Construction: 8 months

Plans for the square were prepared in 2002 and could be used as a base for the upgrades. Revised landscape and engineering plans would need to be prepared. Coordination with the City and adjacent owners would be required to finish the plans and bid the project. Cost estimates were prepared by engineers, landscape architects, and the City. Once approved for DRI funding, the project could start.



## UPGRADE THE MASONIC TEMPLE



### PROJECT

Upgrade the Masonic Temple

### APPLICANT/OWNER

David E. Howe

### LOCATION

200 East Main Street, Map # 17

### PROJECT COST

\$750,000

### DRI FUNDING

\$500,000

### PROJECT DESCRIPTION AND FUTURE USE

The Masonic Temple Building is a downtown anchor. The historic building has been under renovation for more than 20 years and has been the successful recipient of several New York Main Street building improvement grants. The building is mostly occupied including retail tenants on the first floor, commercial space and the BID offices on the second floor, and a yoga studio on the third floor.

The project will involve façade work, completion of a window replacement project, restoration of the Main Street store fronts with energy-efficient display windows and doorways, and installation of bay windows and other appurtenances original to the 1908 building. An elevator will be installed if feasible.

The Masonic Temple project is adjacent to the proposed DRI project located at 206 East Main Street, directly across the street from the proposed Healthy Living Campus DRI project and diagonally across the street from the potential City Centre DRI project.

## UPGRADE THE MASONIC TEMPLE

### PROJECT COSTS

TOTAL COSTS:	\$750,000
Construction:	\$735,000
Architectural Costs:	\$15,000

### FUNDING SOURCES

DRI Funding:	\$500,000
Other Funding:	\$250,000
(Bank financing, personal resources)	

### JOBS CREATED

The project will create temporary construction jobs.

### REGULATORY REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:

- City Planning Board: Downtown Design Review and SEQR approval.
- County Planning Board 239M Review because the project is located on State Route 5.
- City Building Permit.
- SHPO review and approval.

### LPC & PUBLIC SUPPORT

The project was the 14<sup>th</sup> priority project based on the Local Planning Committee's evaluation of projects submitted for DRI funding.

Public support was moderate based on voting at a DRI Open House.

### DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

- Ensure a critical mass of development in focus areas to maximize impact
- Encourage entertainment, arts/culture and restaurants
- Preserve historic structures
- Redevelop for the human scale

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- 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



## UPGRADE THE MASONIC TEMPLE



MASONIC TEMPLE, BATAVIA, N. Y.

31



The owner of the Masonic Temple would like to rehabilitate the exterior storefronts to their original 1908 appearance. The top photo shows the inappropriate façade treatments that were added. Center: a drawing of the historic façade. Left: new windows will increase the building's energy efficiency.

## UPGRADE THE MASONIC TEMPLE

### PROJECT BENEFITS

The project has the following benefits:

- Completes the on-going renovation of an historic downtown anchor
- Elevator installation will make upper floors more marketable and encourage upper-floor residential development
- Elevator installation will allow universal access for office and residential tenancies
- Energy efficient windows will save costs
- Restoration of Main Street façades will increase the historic value of the building and the downtown fabric as a whole

### FEASIBILITY & COST BENEFIT ANALYSIS

Based upon a project cost of \$750,000 the \$500,000 DRI grant's impact is:

- DRI Grant Return on Investment: 1.50

### PROJECT METRICS

The following project metrics will indicate the project's success:

- Number of new tenancies/residents

### TIMELINE & READINESS

- Overall timeline: 1 year
- Design & construction documents: 6 months
- Planning reviews & permits: 2 months
- Construction: 6 months to 1 year

The project is ready to be initiated upon DRI approval. Owner financing is in place. The applicant has completed preliminary designs and cost estimates with an architect and engineer.



## DEVELOP BRANDING, PLACE MAKING AND WAYFINDING



### PROJECT

Develop Branding, Place Making and Wayfinding

### APPLICANT/OWNER

Downtown Batavia BID

### LOCATION

Throughout Downtown

### PROJECT COST

\$250,000

### DRI FUNDING

\$200,000

### PROJECT DESCRIPTION AND FUTURE USE

This project involves the enhancement of the BID's comprehensive branding and marketing strategy to further position Downtown Batavia as an exciting destination. The strategy will focus on cultivating Batavia's "Downtown Experience" by promoting the identity of Batavia, nurturing positive perceptions for both residents and visitors through a cohesive campaign on multiple platforms, ensuring synergy with existing businesses and new DRI winners.

To achieve the goal, the BID will develop new written content, blogging, photography, video production, install wayfinding signage, utilize existing brand website and social media, and research existing retail market conditions to identify gaps and strategically recruit.

Targeted marketing coupled with updated knowledge regarding market conditions for commercial development will strengthen Downtown Batavia's identity and visibility. Improved gateway and wayfinding signage will enhance experiences for visitors to discover and enjoy downtown's assets, amenities and culture. The BID will maintain a library of photos and videos for use by downtown partners and Tourism Promotion Agencies to ensure a consistent message about Downtown Batavia.

## DEVELOP BRANDING, PLACE MAKING AND WAYFINDING

### PROJECT COSTS

TOTAL COSTS:	\$250,000
Construction:	\$115,000
Branding:	\$30,000
Website:	\$30,000
Ad Campaign:	\$50,000
Signage Design & Placement Strategy:	\$25,000

### FUNDING SOURCES

DRI Funding:	\$200,000
BID Reserves:	\$50,000

### LPC & PUBLIC SUPPORT

The project was the 17<sup>th</sup> priority project based on the Local Planning Committee's evaluation of projects submitted for DRI funding.

Public support was moderate based on voting at a DRI Open House.

### OWNERSHIP OF PROPERTY/LEGAL JURISDICTION

The signs and banners proposed will be within the public realm and/or attached to public property including light poles. Legal jurisdictions will include City of Batavia and NYS DOT. The Federal Manual of Uniform Traffic Control Devices (MUTCD) and the NYS Manual of Uniform Traffic Control Devices spell out guidelines for signage proposed within the state-controlled right of way.

### PROJECT PARTNERS

The BID will seek a marketing/advertising firm through a competitive process to work with it to develop the strategy. The project will require the support and assistance of the Downtown BID members, the public and the City Government. Key signage program partners include the City of Batavia City Manager and DPW and NYS DOT.

### DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

- Support services, businesses and activities for young families
- Make Downtown more walkable
- Improve safety for pedestrians and bicyclists
- Brand Downtown
- Redevelop for the human scale

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Focus on downtown development and the walkability of the city
- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation
- Reversing negative attitudes about redevelopment and creating an atmosphere that encourages investment in downtown destinations
- Development of a comprehensive marketing strategy for Downtown



## DEVELOP BRANDING, PLACE MAKING AND WAYFINDING



Banners, like those pictured above and at the right set the tone for downtown – they communicate downtown's image and reassure visitors they are still inside the downtown district.



Effective signage and wayfinding programs create good first impressions and welcoming atmospheres for downtown visitors. They help improve the pedestrian scale of the city and encourage walking by connecting destinations and linking them with parking and major access points. Wayfinding systems reinforce the brand identity of downtown and contribute to economic development efforts.

## DEVELOP BRANDING, PLACE MAKING AND WAYFINDING

### CAPACITY

The BID has capital reserves of \$200,000+ and can bond for \$1 million.

The Batavia BID has been in existence for 20 years and in that time has implemented key projects and programs to revitalize Downtown Batavia. The BID runs numerous festivals and events and has proved over time to have sound management and fiscal oversight.

### PROJECT BENEFITS

The project has the following benefits:

- Leverage DRI investments by providing a cohesive and consistent message about downtown
- Showcase DRI project milestones and accomplishments
- Create a user-friendly and welcoming Downtown Batavia for visitors
- Increase publicity for events sponsored by the BID
- Increase market demand for Downtown Batavia
- Create a more harmonious and efficient environment for both residents and visitors

### FEASIBILITY & COST JUSTIFICATION

The project will improve the business environment for Downtown Batavia investors, developers and tenants. Cohesive, attractive and positive advertising about downtown, reinforced through the BID's website and paired with a welcoming wayfinding system will change existing negative perceptions about downtown. Increased positive

regard for the district will result in better tenant and developer confidence in projects, better attendance at events and repeat visits for non-event purposes.

### REGULATORY REQUIREMENTS

The applicant will need to take the following steps to obtain approval to proceed:

- City of Batavia review and approval
- NYSDOT review and approval

### PROJECT REPORTING

The following metrics will evaluate the project's success:

- Annual BID surveys, media metrics
- Social media and website metrics, increased media coverage
- Collateral distribution
- Enhanced events participation, new businesses and sales

### TIMELINE & READINESS

- Overall timeline: 1.5 years
- Develop and deploy marketing & PR content: 8 months
- Wayfinding program, schematic designs: 4 months
- Permits & approvals, sign fabrication & installation: 6 months

The BID is prepared to proceed immediately to prepare and distribute an RFP for consultants to develop the branding and wayfinding programs. Cost estimates were received from marketing and sign firms.



## ENHANCE THE GO ART! ARTS AND CULTURAL CENTER



### PROJECT

Enhance the GO ART! Arts and Cultural Center

### APPLICANT/OWNER

Genesee-Orleans Regional Arts Council  
(GO Art!)

### LOCATION

201 East Main Street, Map # 10

### PROJECT COST

\$1,300,000

### DRI FUNDING

\$1,225,000

### PROJECT DESCRIPTION AND FUTURE USE

The Genesee Orleans Regional Arts Council (GO Art!) wants to turn the GO Art! facility into a regional arts and cultural institution that will promote visual and media arts. While their current facility has the "bones" to be a regional arts center, it will require multiple upgrades for both arts services and necessary building improvements.

The DRI proposal requests funding for building upgrades and outdoor site improvements. Building upgrades include installation of a lift to access the 2<sup>nd</sup> floor; renovation and reconfiguration of the 2<sup>nd</sup> floor to create a multi-use film/lecture hall (with retractable stage and seating), podcast space, and restrooms; renovation of the 3<sup>rd</sup> floor to create additional office and art storage space; energy efficiency renovations; and general exterior maintenance items. Exterior site improvements include the creation of an art/sculpture/culinary/beer/music garden. The proposed improvements will create/enhance the following programs: outdoor programming, art/education/seminars, and multi-media art.

The project will have synergies with adjacent and nearby proposed DRI projects including the YMCA/UMMC and 206 East Main Street projects.

## ENHANCE THE GO ART! ARTS AND CULTURAL CENTER

### PROJECT COSTS

TOTAL COSTS:	\$1,300,000
Construction:	\$1,080,000
Architectural Costs:	\$130,000
Abatement:	\$90,000

### FUNDING SOURCES

DRI Funding:	\$1,225,000
Bank Financing:	\$40,000
Fundraising:	\$10,000
Volunteer Labor:	\$5,000
Donated Contractor Services & Materials:	\$20,000

### JOBS CREATED

The project will create an estimated 1 FTE job.

### NEW RESIDENTS

The project will not include a residential component but it will improve the livability of downtown for existing and future residents.

### REGULATORY REQUIREMENTS

- City Planning Board: Site Plan Review, Downtown Design Review and SEQR approval.
- County Planning Board 239M Review because the project is located on State Route 5.
- City Building Permit.
- SHPO review and approval.

### LPC & PUBLIC SUPPORT

The project was the 20<sup>th</sup> highest priority based on the Local Planning Committee's evaluation of projects submitted for DRI funding.

Public support was high based on voting at a DRI Open House.

### DRI STRATEGY ALIGNMENT

The project aligns with the following DRI Strategies:

- Provide activities for youth
- Support services, businesses, and activities for young families
- 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
- Preserve historic structures
- Create an arts/culture district
- Integrate arts into Downtown development projects

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

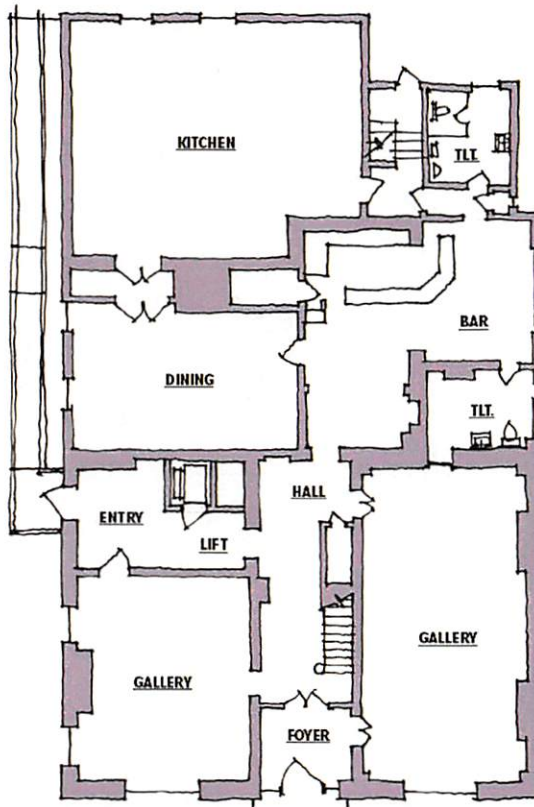
- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation
- Downtown should focus on regional entertainment (art) based on an economic and market analysis



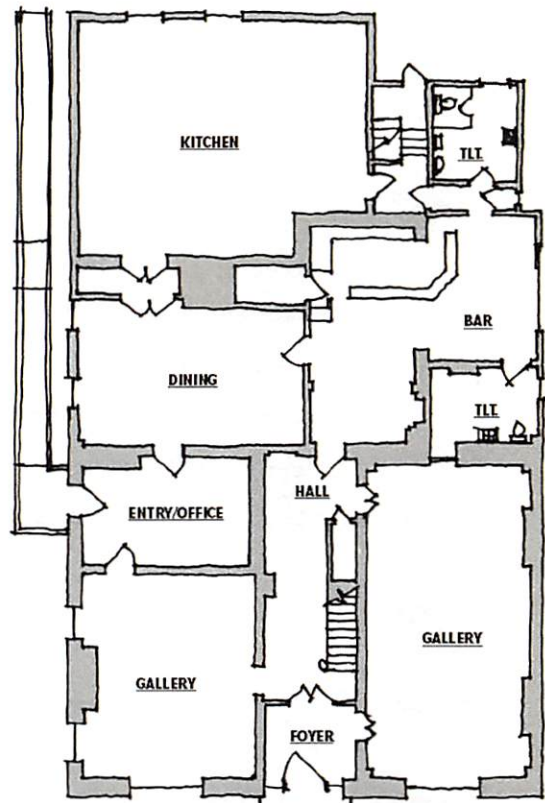
## ENHANCE THE GO ART! ARTS AND CULTURAL CENTER



Rendering of the proposed GO Art! art/sculpture/culinary/beer/music garden

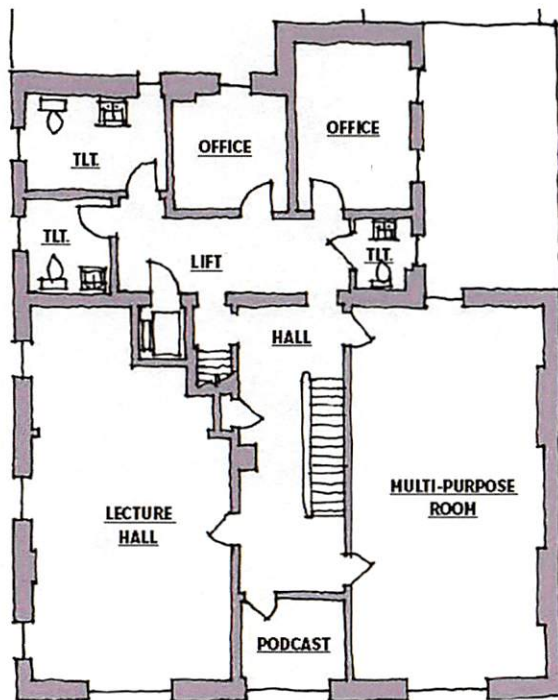


Proposed 1<sup>st</sup> Floor Plan

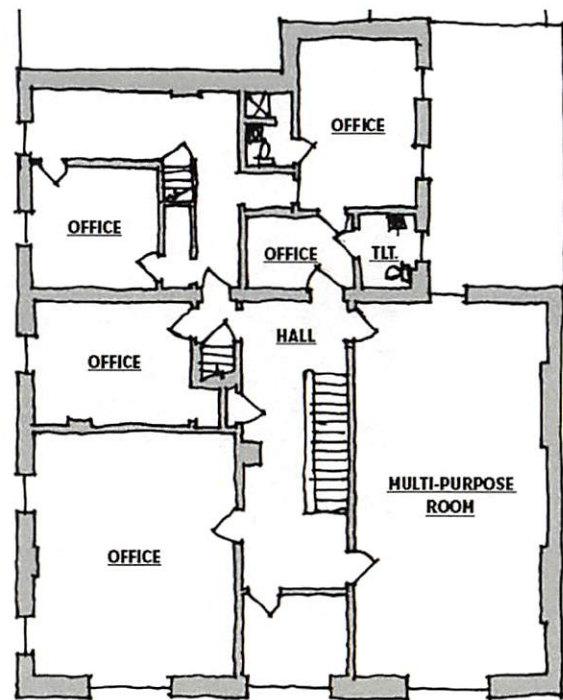


Existing 1<sup>st</sup> Floor Plan

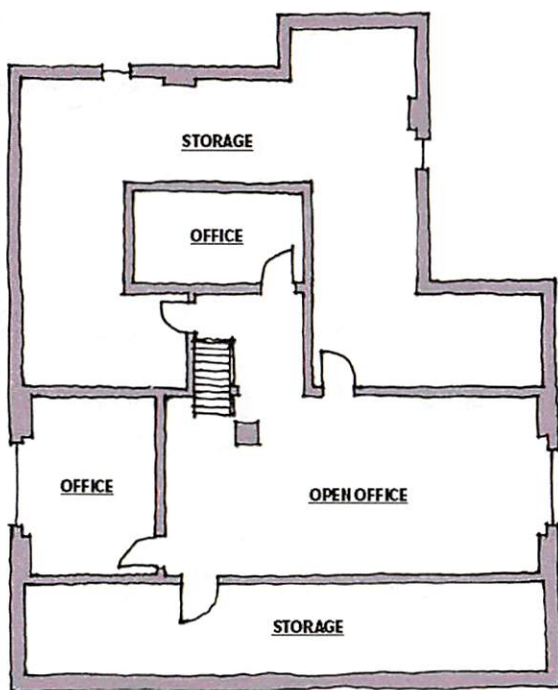
## ENHANCE THE GO ART! ARTS AND CULTURAL CENTER



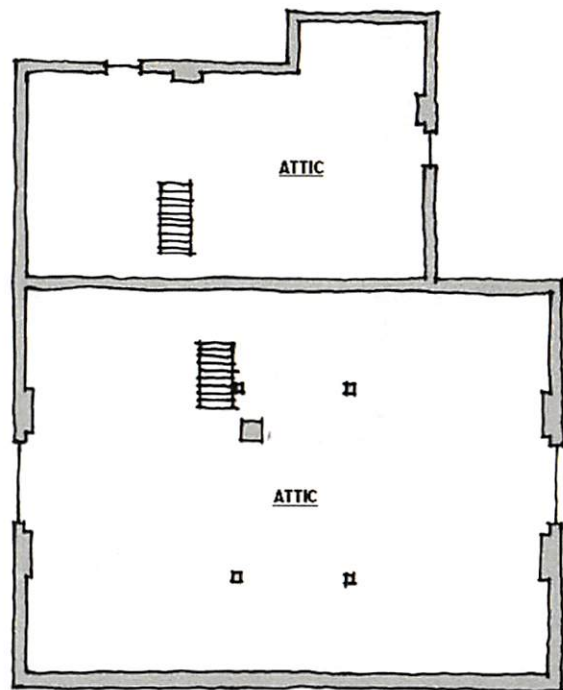
Proposed 2<sup>nd</sup> Floor Plan



Existing 2<sup>nd</sup> Floor Plan



Proposed Attic Floor Plan



Existing Attic Floor Plan