



VILLAGE OF
HOMER
BUILDING ON HISTORY

Downtown Revitalization Initiative
Local Planning Committee Meeting 1
Thursday, June 1st, 2023

Introduction and Agenda

Welcome to the DRI!

- ◆ Welcome
- ◆ Roles & Responsibilities
- ◆ Consultant Team Overview
- ◆ Communication: point people, protocol for communication with media, etc.
- ◆ Overview of DRI/NYF Planning Process, SIP Components & Timeline
- ◆ Planning of LPC Meetings
- ◆ Public Engagement
- ◆ Project Eligibility Requirements
- ◆ Decarbonization Requirements
- ◆ Homer's DRI Application: Key Opportunities + Potential Projects
- ◆ Review of Information and Data Needs
- ◆ Next Steps

Welcome and Introduction to the VOH

♦ Village of Homer

- ♦ Patrick Clune
- ♦ Tanya Digennaro
- ♦ Dan Egnor



Introduction - State Team

♦ State Team

- ♦ NYS Department of State
 - ♦ Lissa D'Aquanni
 - ♦ Holly Granat
- ♦ Empire State Development
 - ♦ Daniel Kolinski
- ♦ NYS Homes and Community Renewal
 - ♦ Patricia O'Reilly
- ♦ NYS Energy Research and Development Authority
- ♦ New York State Governor's Rep
 - ♦ Tracy DiGenova



Role of the State Partners

- ◆ Assist the LPC and Consultant Team
- ◆ Manage Consultant Team
- ◆ Manage LPC Process
- ◆ Liaison with Other State Agencies
- ◆ Ensure DRI Program Compliance
- ◆ Maintain Schedule



Introduction - LPC

Name	Affiliation
Hal McCabe (Co-Chair)	Mayor, Village of Homer
Garry VanGorder (Co-Chair)	Central New York REDC, ED/ECO CCBDC
Liz Arnold	Deputy Director of Professional Dev&Impact, Truman National Security Project
Russell Darr	President, Landmark Society
Paula Harrington	First Religious Society
Charles Jermy Jr.	Previous Dean, Cornell University School of Continuing Ed.
Mike Kilmer	Executive Director, Elizabeth Brewster House
Stephanie Koslowski	Owner, Main Street Acupuncture
Ty Marshal	Executive Director, Center for the Arts
Renee Neiderman	President, Bev & Co.
Lonni Rawson	Senior LA, PM, ADA Tech Specialist, NYSDOT
Sue Sandy	Branch Manager, KeyBank
Thomas Turk	Homer Central School, Superintendent
Kevin Williams	Village Food Mart, Owner ; Town of Homer, Board Member
Jamie Yaman	Principal Broker, Yaman Real Estate

Role of the LPC

- ◆ Meet at least monthly
- ◆ Confirm DRI Vision
- ◆ Brainstorm ideas
- ◆ Participate in outreach
- ◆ Review documents
 - Downtown Profile and Assessment
 - Community Participation Plan and materials
 - Project Profiles / Sheets
- ◆ Submit slate of projects
- ◆ Deliver an on-time Strategic Investment Plan to NYS DOS



Quick Run-Through:
Binder Contents



Roles and Responsibilities- Planning Team



C&S Companies

◆ Background

- ◆ 550-person national firm, HQ in Syracuse
- ◆ Full service engineering, planning, environmental

◆ Primary Staff

- ◆ Emma Phillips
- ◆ Dan Riker
- ◆ Jeff Williams



◆ Primary Roles

- ◆ Project lead
- ◆ Primary client contact
- ◆ LPC Coordination
- ◆ Planning
- ◆ Market Analysis

◆ Secondary Roles

- ◆ Transportation analysis
- ◆ Engineering analysis
- ◆ Architectural evaluation
- ◆ Energy/sustainability
- ◆ Community Outreach

Trophy Point LLC

♦ Background

- ♦ Provides range of construction consulting services
- ♦ Certified SDVOSB
- ♦ Extensive DRI experience

♦ Staff

- ♦ Richard Chudzik
- ♦ Joe Dommer

♦ Primary Roles

- ♦ Cost estimating
- ♦ Construction feasibility analysis



Molly Vendura Landscape Architect, PLLC

◆ Background

- ◆ Specializes in helping clients envision the potential for their space
- ◆ Over 25 years of experience in landscape architecture, environmental planning, engineering, and urban design
- ◆ Certified WBE

◆ Staff

- ◆ Molly Vendura

◆ Primary Role

- ◆ Conceptual design for parks, transportation projects, and building upgrades



Prospect Hill Consulting, LLC

♦ Background

- ♦ Planning firm
- ♦ Specializes in community planning and data visualization
- ♦ Certified MBE/WBE

♦ Staff

- ♦ Mike Kane
- ♦ Jenny Mogavero

♦ Primary Roles

- ♦ GIS
- ♦ Project profile preparation
- ♦ Marketing materials for outreach

♦ Secondary roles

- ♦ Planning
- ♦ Community Outreach



Joy Kuebler Landscape Architect, PC

♦ Background

- ♦ Award-winning full-service landscape architecture and urban planning firm
- ♦ Founded in 2003 to focus on the human experience in the landscape by working to improve quality of life through the power of the environment
- ♦ Brings diverse and meaningful projects to life including parks, campus redevelopments, streetscapes, and green infrastructure projects

♦ Staff

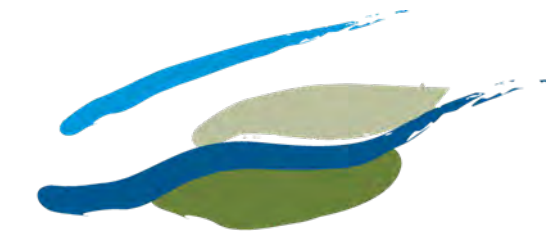
- ♦ Eve Holberg

♦ Primary Roles

- ♦ Downtown Profile & Assessment / Planning
- ♦ Project Profiles

♦ Secondary roles

- ♦ Strategic Investment Plan QA/QC



JOY KUEBLER

LANDSCAPE ARCHITECT, PC

Highland Planning

- ◆ Founded in 2007, with over 20 years experience
- ◆ 6 professionals, IAP2 trained
- ◆ Headquartered in Rochester, NY
- ◆ Staff
 - ◆ Megan Morsch
 - ◆ Julia Hayden
- ◆ **Primary Role**
 - ◆ Community Engagement & Public Engagement Plan
- ◆ **Secondary Role**
 - ◆ Vision, Goals, and Strategies



Role of the Consultant Team

- ◆ Coordinate LPC Meetings
- ◆ Lead Community Engagement
- ◆ Prepare Documents and Information
- ◆ Develop Consensus with LPC
- ◆ Develop and Analyze Projects through:
 - Planning lens
 - Architectural lens
 - Engineering lens
 - Economic Development lens
 - Cost estimating and budgeting
- ◆ Prepare DRI Strategic Investment Plan and put forward projects that will receive funding



Communication & Point of Contact

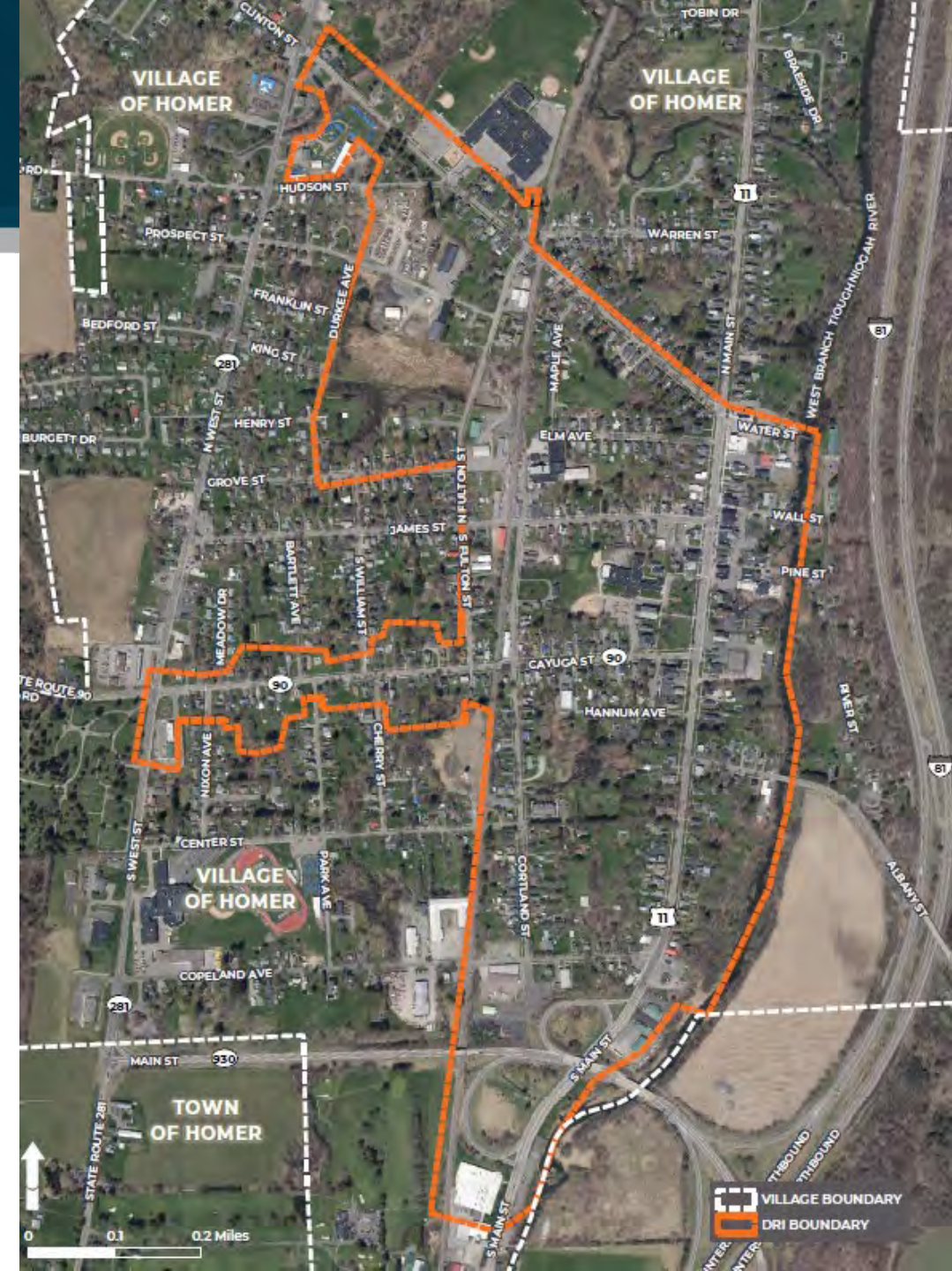
- ◆ Primary Points of Contact – Department of State
 - Lissa D'Aquanni, alissandra.daquanni@dos.ny.gov
 - Holly Granat, holly.granat@dos.ny.gov
- ◆ Primary Points of Contact – C&S
 - Emma Phillips – ephillips@cscos.com / (585) 406-7945
 - Dan Riker – driker@cscos.com / (716) 572-5312
- ◆ Primary Points of Contact – Village of Homer
 - ◆ Mayor Hal McCabe – mayor@homerny.org – LPC Co-Chair
 - ◆ Garry VanGorder – garry@cortlandbusiness.org – LPC Co-Chair
 - ◆ Tanya Digenarro - tdigennaro@homerny.org
 - ◆ Dan Egnor – clerk@homerny.org

Downtown Revitalization Initiative Planning Process

- ♦ *"The DRI transforms downtown neighborhoods into vibrant centers that offer a high quality of life and are magnets for redevelopment, business, job creation, and economic and housing diversity"*
- ♦ Each community develops a Strategic Investment Plan (SIP) that identifies specific projects that align with a unique vision for revitalization of the downtown area
 - Overseen by the Local Planning Committee (you) who meets once a month, in person, at minimum
- ♦ Heavy focus on community engagement throughout
- ♦ \$9.7 million will be awarded to advance the most transformative projects from the Strategic Investment Plan
 - A slate of projects are put forward in the SIP that will total over \$9.7 million; the state determines which projects will receive final funding


Project Scope

- ♦ Public Engagement
 - LPC Facilitation
 - Public Workshops
 - Stakeholder Meetings
 - Online Engagement
 - Local Outreach Activities
- ♦ Open Call for Projects
- ♦ Downtown Profile and Assessment
 - Study Area / Boundary
 - Demographic overview
 - Regional and Historic Context
 - Recent Plans and Investment
 - Alignment with REDC strategies
 - Physical Setting
 - Economic Trends



Project Scope

- ◆ Vision, Goals, and Revitalization Strategies
- ◆ Project and Profile Development
 - Site visits, meeting with sponsors at Office Hours, conduct ongoing meetings, coordinate with NYSERDA and sponsor
 - Draft and Finalize all Content for Project Profiles
 - Assist with renderings, project budget, timeframe for implementation if needed
- ◆ Implementation
 - Finalizing Slate of Proposed Projects alongside the LPC
 - Projects are selected after State review



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RIVIERA
HOME OF THE MIGHTY WURLITZER
(716) 692-2413
WWW.RIVIERATHEATRE.ORG


UPDATE AND EXPAND THE RIVIERA THEATRE

The historic Riviera Theatre is the cultural, artistic, and economic anchor of Webster Street. This performing arts center, built in 1926, was saved from demolition in the early 1980s and recently celebrated its 90th anniversary. Patrons fall in love with this historic gem attracting over 100,000 visitors to the area each year, directly benefiting the numerous restaurants and retailers nearby.

However, the Riviera Theatre lacks modern amenities for both patrons and performers, limiting the facility's ability to grow and continue to attract national acts. The Riviera Theatre, in partnership with Lumber City Development Corporation, has embarked on an ambitious expansion project.

In August 2021, the Riviera Theatre purchased the adjacent storefront at 71 Webster Street. Utilizing DRI funding, this 6,195 square-foot building will be renovated to expand the

Riviera Theatre Location



Legend: Boundary Project Area

PROJECT PROFILE
RIVIERA THEATRE
PROPERTY OWNER:
RIVIERA THEATRE
PROPERTY TYPE:
NON-PROFIT
LOCATION:
67 WEBSTER STREET
PROPOSED INVESTMENT:
\$1,200,000
TOTAL PROJECT COST:
\$2,550,000
PERCENTAGE OF OVERALL COST:
47%
DEVELOPMENT TYPE:
Renovation
PROJECT DESCRIPTION:
Ready Within 12-24 Months. Significant construction project which could experience delays or cost increases, but is being managed by an experienced team.
PROPOSED START/END DATE:
Summer 2023 – Fall 2024
JOB DESCRIPTION:
2 full time positions, 8-10 part-time positions
CONTACT INFORMATION:
www.rivieratheatre.org
N/A

Project Timeline

- ♦ May
 - Kick-off Meeting with Village
- ♦ June - LPC Meeting #1
 - ♦ Intro to DRI Program and Roles
 - ♦ Public Engagement Plan
 - ♦ Open Call for Projects
 - ♦ Confirm DRI Boundary
- ♦ July - LPC Meeting #2
 - ♦ Visioning Activities
 - ♦ Public Workshop #1
 - ♦ Office Hours
 - ♦ Review Submitted Project List
 - ♦ Data Collection and Analysis / Draft DTP&A
 - ♦ Working groups (if necessary)
- ♦ August - LPC Meeting #3
 - ♦ Finalize Vision, Goals & Strategies
 - ♦ Review Public Event #1
 - ♦ Plan Public Event #2
- ♦ Focus Project List
- ♦ September- LPC Meeting #4
 - ♦ Review/focus Project List
 - ♦ Public Workshop #2
 - ♦ Refine Revitalization Strategies (if needed)
 - ♦ Additional Downtown Analyses (if needed)
- ♦ October - LPC Meeting #5
 - ♦ Review/focus project list
- ♦ November - LPC Meeting #6
 - ♦ Review/focus Project List
 - ♦ Finalize slate of projects
 - ♦ Update Opportunities and Challenges based on Proposed Projects
- ♦ December –
 - ♦ Public Workshop #3
 - ♦ Submit Strategic Investment Plan

Public Engagement

"Broad, inclusive, and frequent public outreach is an essential component of the Downtown Revitalization Initiative planning processes, as public input plays an important role in the creation of the community's vision and goals and in the identification of projects and development of the Strategic Investment Plan."

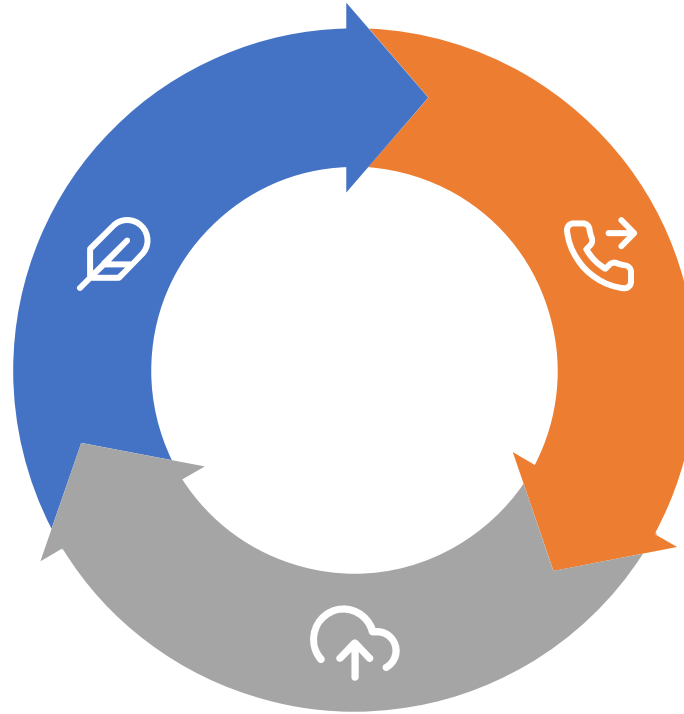
Public Engagement Areas



Public Engagement Planning Questions

How best to engage the community?

- What Local Festivals or Events should we attend?
- What channels work best for your residents?
- What locations should we have the public meetings at?



Hard to Reach Residents?

How can we reach the elderly or people with disabilities that don't have access to a computer, transportation or phone?

Are there any hot-button issues the consultant team should be aware of before we conduct public outreach?

Project Eligibility Requirements

◆ Eligible types:

- New Development and/or Rehabilitation of Existing Downtown Buildings
- Public Improvement Projects
 - Trails, wayfinding signage, improved park space
- Small Project Fund
 - Must have identified projects
 - Can include acquisition of consultant to lead management of fund
- Branding and Marketing
 - Operational costs are not permitted

◆ Ineligible types:

- Standalone Planning
- Operations and Maintenance
- Pre-Award Costs
- Property Acquisition
- Training and Program Expenses

◆ Catalytic

- Attracts other investment and positively impacts surroundings

◆ Transformative

◆ Align with State and Local Goals

- Community Support

◆ Project Readiness

- Can be implemented in the near term

◆ Cost Effective

Project Eligibility Requirements Cont.

◆ Timing

- When will the project happen

◆ Project Size and Scale

- What does the project include and where is it?

◆ Project Sponsors

- Who is leading the project efforts?

◆ Financing

- Are there other funding sources (other grants, private funding, loans)

◆ Matching and Leverage

- Up to 40% match (Public and Non Profits can receive up to 100% reimbursement)
- Projects will be classified as "Large" with a minimum total cost of \$200,000
- Projects will fall into the Small Project Fund if under \$200,000

◆ Site Control

- Does the sponsor own the property? Are there agreements in place?

◆ Building Decarbonization

Decarbonization Requirements

- ◆ Established by NYSERDA
- ◆ The following projects are required to comply with the decarbonization standards:
 - New construction projects > 5,000 SF
 - Building addition projects > 5,000 SF
 - Substantial renovation projects > Non-DRI/NYF Leverage 5,000 SF and other renovation criteria
- ◆ Projects meeting these criteria are required to follow one of the compliance pathways listed below:
 - Meet the New York State Stretch Energy Code, regardless of local adoption of the code
 - Obtain an Energy Star score of 90 or better using EPA's Target Finder Calculator
 - Obtain a building or project certification from an approved third party organization, such as Energy Star, LEED, etc.
- ◆ This is the second year of decarbonization requirements
- ◆ Firms are being used to work through any requirements with project sponsors

Homers Application

◆ Private Projects in Application

- Boutique Hotel and Spa
- Brewster House Independent Living Facility
- Jaline Togs Factory Redevelopment
- Village Food Market
- RH Miller House
- Little White Church Restoration
- Homer Center for the Arts Exterior Restoration
- Circus House Restoration
- Brockway Factory Redevelopment
- Holistic Wellness Center
- American Legion
- HomerWorks



Homers Application

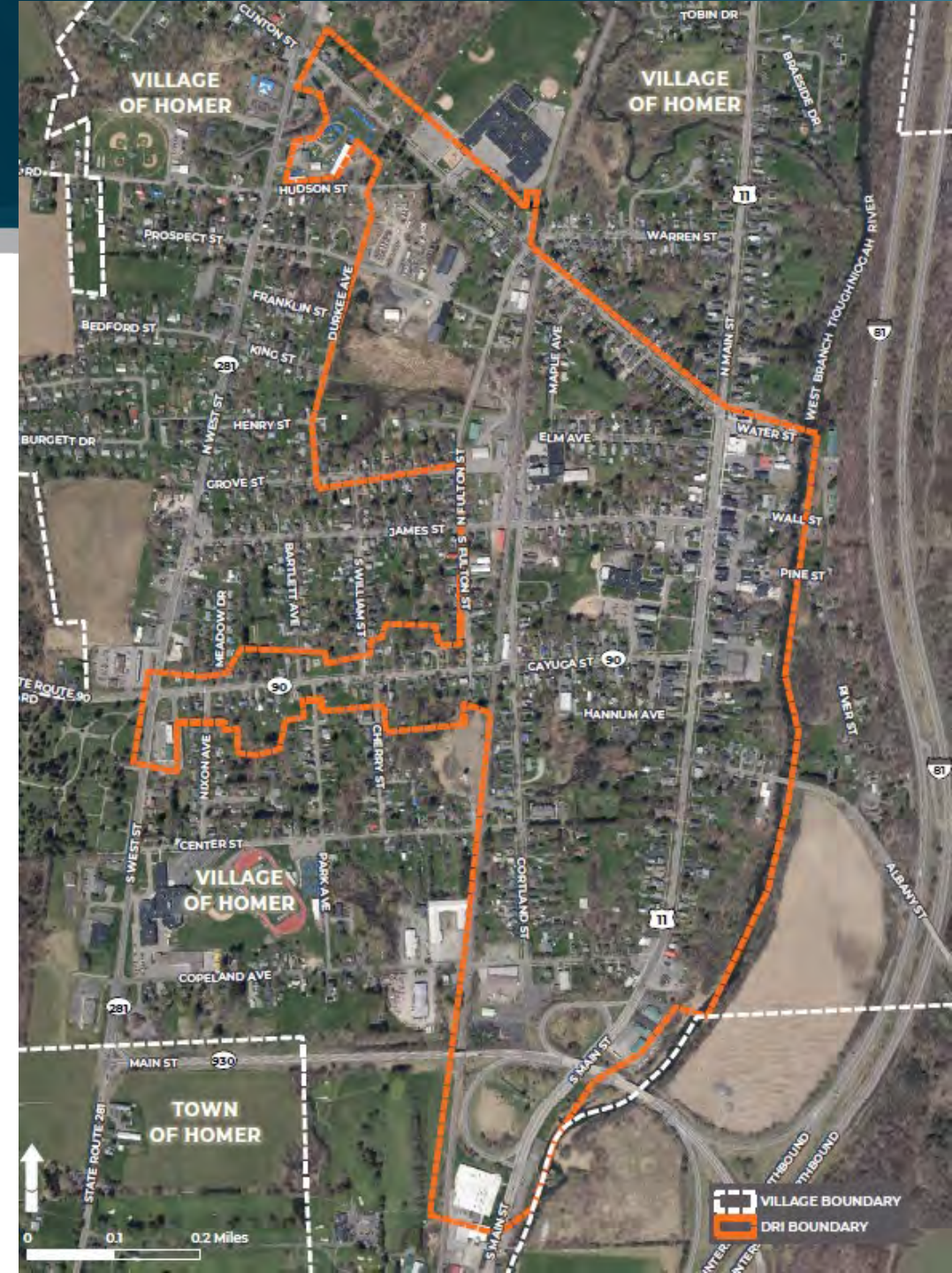
◆ Public Projects in Application

- Homer Riverwalk
- Streetscape Improvements
 - Pine Street and Wall Street
 - Main Street
- Downtown Gateway Improvements
 - Cayuga Street at 281
 - North and South Main Street
- Downtown Parking Lot Enhancements
- Pedestrian Enhancements
- Homer Festival Grounds
- Recreation Park
- Electric Vehicle Charging Stations
- Building Renovation Program (Small Project Fund)
- Marketing and Branding



Boundary Discussion

- ◆ Boundaries should represent areas in which projects would have a transformative effect on the traditional downtown area
- ◆ Eastern Boundary – Tioughniaoga River
- ◆ Southern Boundary – Circuss House
- ◆ Western Boundary – Cayuga Street, Durkee, and N West St
- ◆ Northern Boundary – Clinton Street



Next Steps and Discussion

- ◆ Schedule future LPC Meetings – does the first Thursday of the month work for all?
- ◆ Review Draft of the Downtown Profile and Assessment
- ◆ Review Draft Public Engagement Plan
- ◆ Open Call for Projects