

Thank you for joining us for the
Homer Downtown Revitalization
Initiative Public Workshop 1!

We will begin the presentation at 5:30 PM.



VILLAGE OF
HOMER
BUILDING ON HISTORY

Downtown Revitalization Initiative (DRI)
Public Workshop #1 - July 6, 2023, 5:00 PM

Agenda

- ◆ Welcome!
- ◆ DRI Program Overview
- ◆ Homer DRI
- ◆ Roles & Responsibilities
- ◆ Project Schedule
- ◆ Public Engagement & Vision
- ◆ Open Call for Projects
- ◆ Next Steps
- ◆ Questions



Downtown Revitalization Initiative Overview

- ◆ Economic development program with the intent to transform downtown neighborhoods that are magnets for redevelopment, job creation, and housing diversity
- ◆ Led by New York State Department of State with Empire State Development and NYS Homes and Community Renewal partners
- ◆ Homer is part of the 6th round of funding - \$10 million award
- ◆ End product is a Strategic Investment Plan detailing a slate of proposed projects. The state will choose the final awardees from the slate



Homer's DRI

- ◆ Homer applied in 2022 (and various years prior)
- ◆ Application included potential public and private projects that were catalytic for Homer's downtown
 - Drew upon previous outreach and planning
 - Application showcased potential projects. These potential projects are not guaranteed inclusion in the Strategic Investment Plan.
- ◆ Community outreach will help shape which projects are included in the Final Strategic Investment Plan



Who helps make this possible?



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

- ◆ Provide direction to consultant team
- ◆ Review documents
 - Downtown Profile and Assessment
 - Community Participation Plan and Materials
 - Project Profiles / Sheets
- ◆ Review and approve slate of projects
- ◆ Deliver an on-time Strategic Investment Plan to NYS DOS

Village and State Partners

♦ Village of Homer

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

♦ 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 NYS Department of State

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

Consultant Team



Role of the Consultant Team

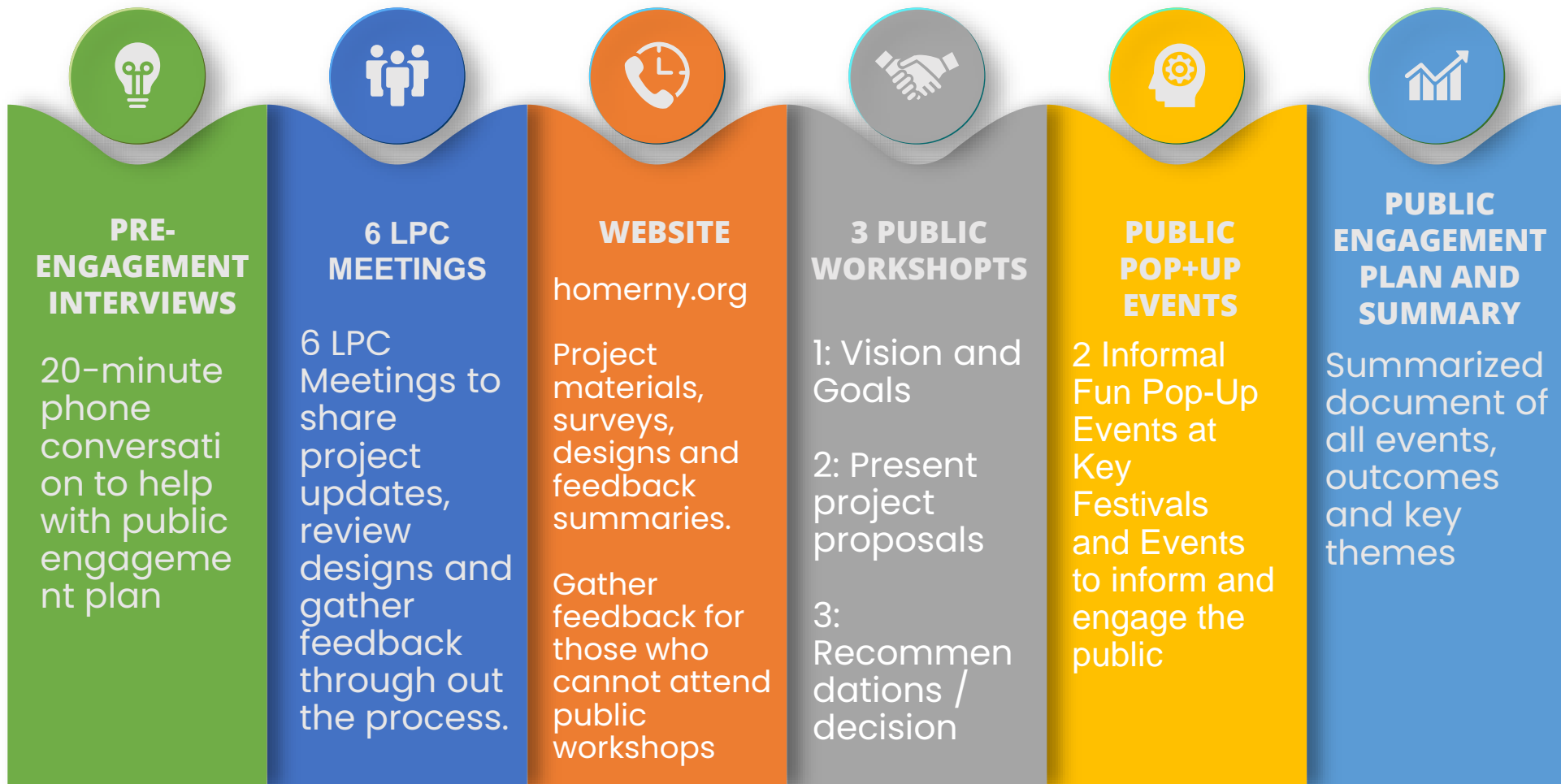
- ◆ Coordinate and lead LPC Meetings
- ◆ Coordinate and lead Community Engagement
- ◆ Prepare Documents and Information
- ◆ Develop Consensus within LPC
- ◆ Develop and Analyze Projects through:
 - Planning lens
 - Architectural lens
 - Engineering lens
 - Economic Development lens
 - Cost estimating and budgeting
- ◆ Prepare DRI Strategic Investment Plan with final slate of potential projects to be considered for funding



Project Schedule

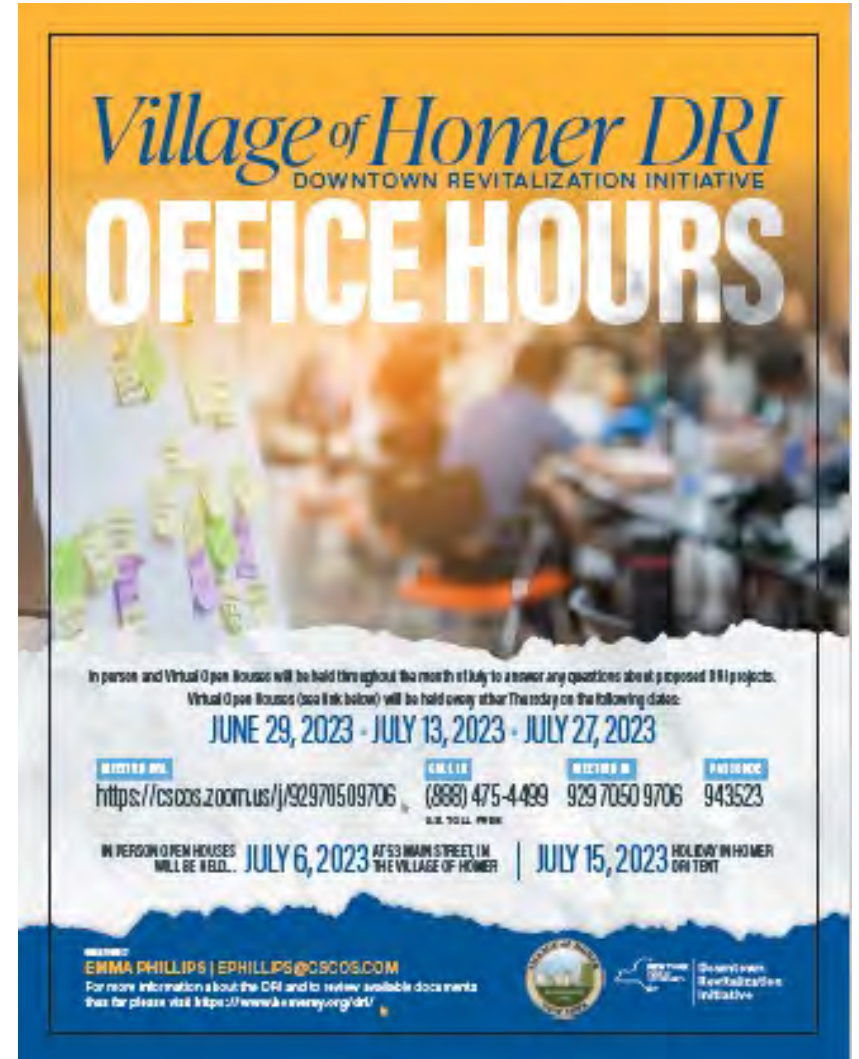
- ♦ May
 - Kick-off Meeting with Village
- ♦ June - LPC Meeting #1
 - ♦ Intro to DRI Program and Roles
 - ♦ Public Engagement Plan
 - ♦ Open Call for Projects
 - ♦ Confirm DRI Boundary
- ♦ July - LPC Meeting #2
 - ♦ Visioning Activities
 - ♦ **Public Workshop #1**
 - ♦ Office Hours
 - ♦ Review Submitted 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
 - ♦ Draft Strategic Investment Plan
- ♦ December –
 - ♦ Public Workshop #3
 - ♦ Finalize Strategic Investment Plan

Public Engagement Areas



Call for Projects

- ♦ Call for projects was released on June 16th
- ♦ Call for Projects Info Session was held on June 22nd from 3-4 PM
- ♦ Office Hours will be held virtually every other week from 10:30 AM – 12:30 PM (July 13 and 27th)
- ♦ In person office hours were held today (July 6th) and will be held July 15th at Holiday in Homer
- ♦ All project materials / presentations are available at:
<https://www.homerny.org/proposed-projects/>



Village of Homer DRI
DOWNTOWN REVITALIZATION INITIATIVE

OFFICE HOURS

In person and Virtual Open Houses will be held throughout the month of July to answer any questions about proposed DRI projects. Virtual Open Houses (see link below) will be held every other Thursday on the following dates:

JUNE 29, 2023 · JULY 13, 2023 · JULY 27, 2023

MEETING ID	CALL IN	MEETING ID	PHONE
https://csccs.zoom.us/j/92970509706	(866) 475-4499	929 7050 9706	943523

U.S. TOLL FREE

IN PERSON OPEN HOUSES WILL BE HELD: **JULY 6, 2023** AT 53 MAIN STREET, 1M THE VILLAGE OF HOMER | **JULY 15, 2023** HOLIDAY IN HOMER DRI TENT

ORGANIZED BY
EMMA PHILLIPS | EPHILLIPS@CSCCS.COM
For more information about the DRI and to review available documents, please visit: <https://www.homerny.org/dri/>

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The Village of Homer
Downtown Revitalization Initiative

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 or are 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
- ◆ NYS is supplying additional consultants to work through decarbonization

Public Projects

◆ Public Projects in Homer's Application

- Homer Riverwalk
- Streetscape Improvements
 - Pine Street and Wall Street
 - Main Street
- Downtown Gateway Improvements
 - Cayuga Street at 281
 - North and South Main Street
- Pedestrian Enhancements
- Homer Festival Grounds
- Building Renovation Program (Small Project Fund)
- Marketing and Branding
 - New addition post-market assessment

Presentation Wrap Up

- ◆ Final Questions
- ◆ Contact Information:
 - Emma Phillips (C&S) – ephillips@cscos.com
 - Daniel Riker (C&S) – driker@cscos.com
 - Lissa D'Aquanni - Alissandra.DAquanni@dos.ny.gov
- ◆ For more information: www.homerny.org/dri/

Next Steps

◆ More outreach!

- Look for us at Holiday in Homer on July 15th

◆ Monthly LPC Meetings

- Next meeting – August 3rd, 2:30 – 4:30 PM

◆ Project Review

Our Activities This Evening

- ♦ Your role tonight
 - Discuss openly and respectfully.
There are no bad ideas!
- ♦ Draw, write, speak
 - Whatever works best for you!

EXERCISES

INDIVIDUALLY

Complete the Vision Statement exercises

IN GROUPS

Discuss projects ideas, opportunities, and challenges of the DRI area.

Vision for Downtown

The Village of Homer is striving to harness the powerful connection between the Tioughnioga River, and the Main Street Business District, with the new wave of energy of recent developments Route 11 Corridor and Private Investments to increase access to the waterfront, create a new linear river park and strengthen our downtown.

The Homer DRI will amplify our diversity, walkability, arts, and unique sense of historic charm with a genuine and authentic experience catalyzing future organic growth and creating a newly vibrant downtown center where the region's workforce and families will want to live, work and play.

Individual Exercise

- ◆ Review the vision statement worksheet on your table
- ◆ Write/Annotate:

What resonates with you, what could be better?

Group Exercise

- 1) Identify a notetaker and a reporter at your table
- 2) Identify assets, potential opportunities, and challenges
- 3) Review and build on preliminary potential projects
- 4) Agree on 5 shared priorities
- 5) Prepare to report back to the room on your 5 priorities

Please Take the Survey!

We want to hear from you!

Take the survey here:

<https://www.surveymonkey.com/r/downtownhomer>

Or use the QR Code:

