



VILLAGE OF  
**HOMER**  
BUILDING ON HISTORY

Downtown Revitalization Initiative  
Local Planning Committee Meeting 2  
Thursday, July 6, 2023

# Introduction and Agenda

- ◆ Welcome & Reintroductions
- ◆ Review of Roles & Responsibilities
- ◆ Revisit Project Schedule
- ◆ Downtown Profile and Assessment Key Takeaways + Feedback
- ◆ Community Engagement Plan
- ◆ Vision Review and Goals Assessment
- ◆ Open Call for Projects Discussion & Public Projects
- ◆ Questions
- ◆ Public Comment

# 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



# 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



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

# Project Timeline

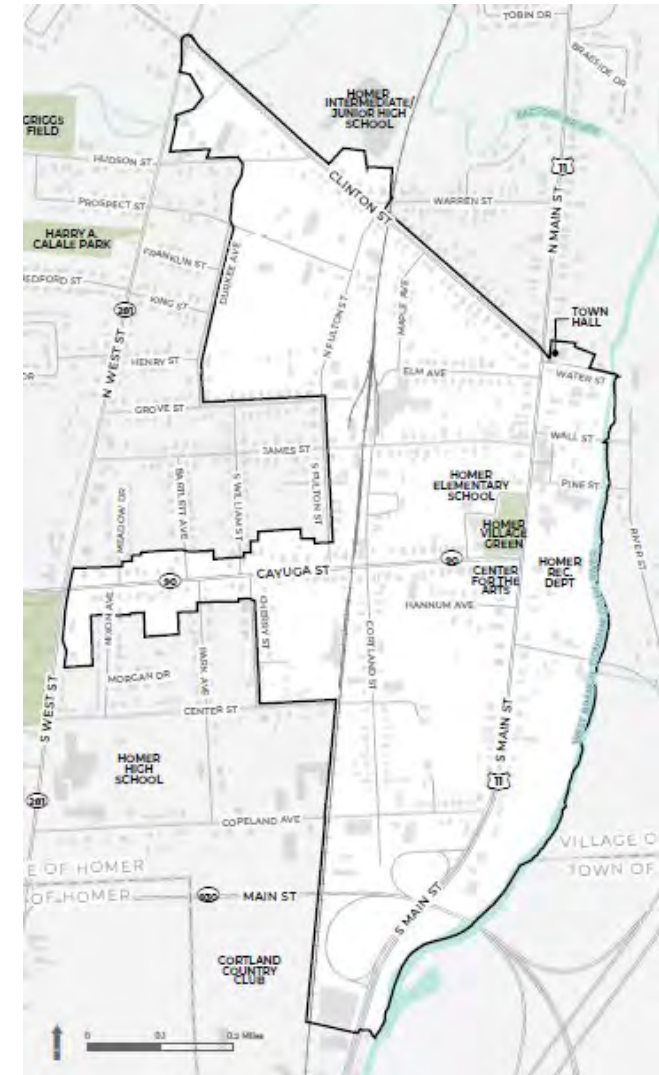
- ♦ May
  - Kick-off Meeting with Village
- ♦ June - LPC Meeting #1
  - ♦ Intro to DRI Program and Roles
  - ♦ Public Engagement Plan
  - ♦ Open Call for Projects
  - ♦ Confirm DRI Boundary
- ♦ July - LPC Meeting #2
  - ♦ Visioning Activities
  - ♦ Public Workshop #1
  - ♦ Office Hours
  - ♦ Data Collection and Analysis / Draft DTP&A
  - ♦ Working groups (if necessary)
- ♦ August - LPC Meeting #3
  - ♦ Finalize Vision, Goals & Strategies
  - ♦ Review Submitted Project List
  - ♦ 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

# LPC Tasks for Today

- ◆ Review Downtown Profile and Assessment key takeaways and provide feedback
- ◆ Review Public Engagement Plan
- ◆ Review vision & discuss goals
- ◆ Discuss Public Workshop #1 (7/6/23)
- ◆ Discuss Pop Up #1
- ◆ Review call for projects and project requirements
- ◆ Discuss working groups

# Downtown Profile and Assessment

- ◆ DRI Boundary and Study Area
- ◆ Demographic Overview
- ◆ Regional and Historic Context
- ◆ Recent Plans and Investment
- ◆ Environmental Context
- ◆ Vacant and Underutilized Sites
- ◆ Land Use
- ◆ Zoning
- ◆ Infrastructure
- ◆ Transportation
- ◆ Public Spaces
- ◆ Historic, Cultural, and Artistic Assets





# Downtown Profile and Assessment

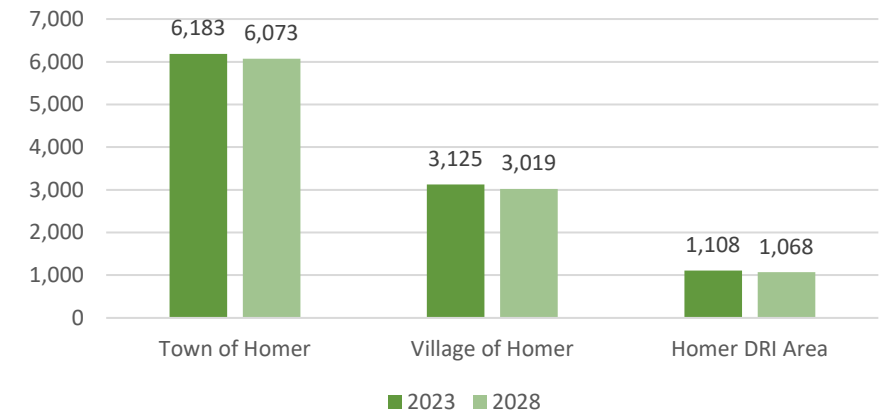
## ◆ DRI Boundary and Study Area

- 286 acres
- 24% of Village's total land area

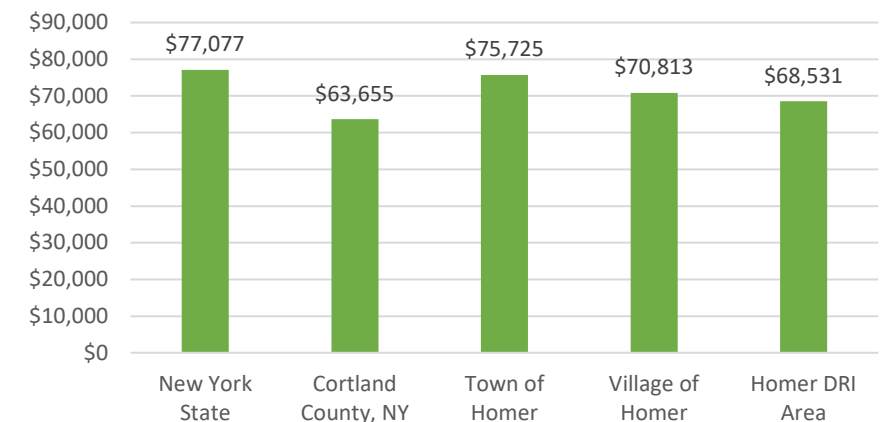
## ◆ Demographic Overview (pulled from ESRI Business Analyst)

- Current DRI population – 1,108
- DRI Area, Village, and Town of Homer projected to decrease in population by 2028 (this likely does not include Micron announcement)
- Median household income is \$68,531 – lower than Village and Town
- DRI, Village and Town all have lower unemployment rates as compared to Cortland County
- Majority owner-occupied housing
- Vacant housing has risen from 2020 to 2023 (15%)

Population Projections



2023 Median Household Income



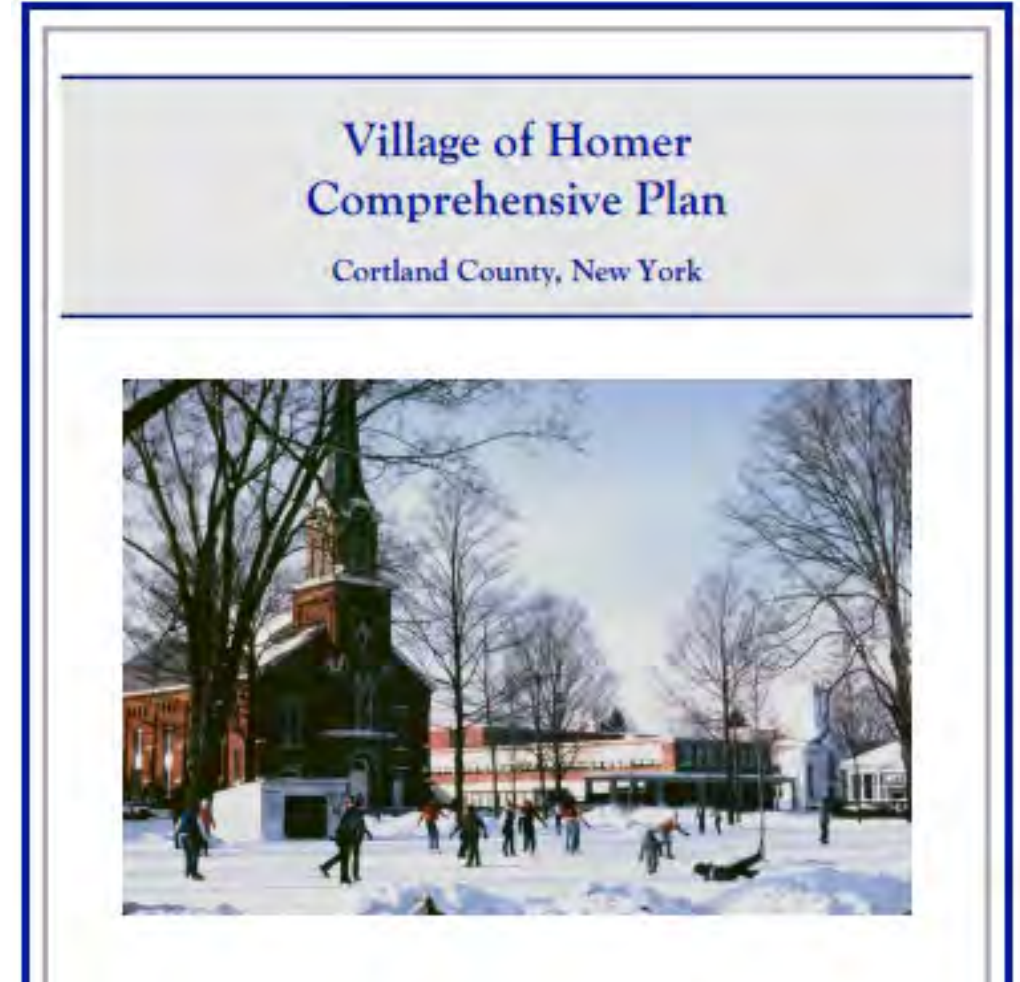
# Downtown Profile and Assessment

## ◆ Recent Plans and Investment

- Cortland County LWRP (2023)
- Homer Comprehensive Plan (2010)
- Climate Smart Communities
- Microenterprise Grants
- NYMS Program

## ◆ Vacant and Underutilized Sites

- Jaline Togs
- Prospect Street Lot (next to bowling alley)
- Circuss House
- Greenwich Street Lot



# Downtown Profile and Assessment

## ◆ Land Use

- 33.2% Single-Family Residential
- 27.8% Community Services
- 10.7% Commercial
- 7% Vacant Land
- Low percentages of housing with two or more units

## ◆ Transportation

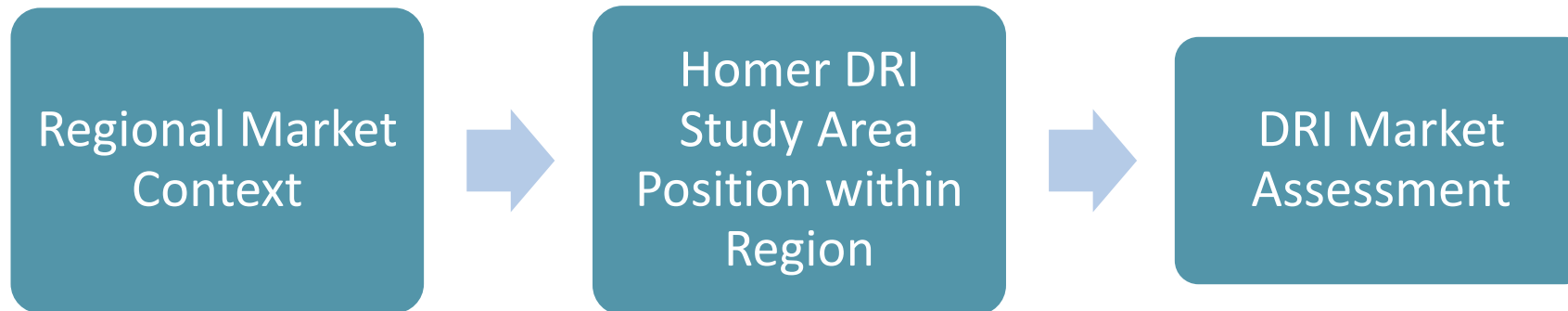
- Bike Trails, Paths, or Lanes?
- Public Transportation needs?

Existing Land Use	Area (Acres)	Area (%)
Agricultural	0	0.00%
Commercial	30.53	10.70%
Community Services	79.48	27.80%
Industrial	12.03	4.20%
Public services	6.67	2.30%
Recreation and entertainment	4.01	1.40%
Residential	1.86	0.60%
Residential - Apartment	10.53	3.70%
Residential - Single Family	94.93	33.20%
Residential - Three Family	3.99	1.40%
Residential - Two Family	17.04	6.00%
Vacant land	19.91	7.00%
Water	4.7	1.60%
Grand Total	285.68	100.00%

# Economic Trends and Opportunities (Mkt Assessment)

## ♦ Purpose:

- Provide understanding of market conditions, opportunities, and challenges to inform DRI Process
- Ensure effective use of DRI funds
- For consideration as part of project evaluations.





# Economic Trends and Opportunities (Mkt Assessment)

## ◆ Basis:

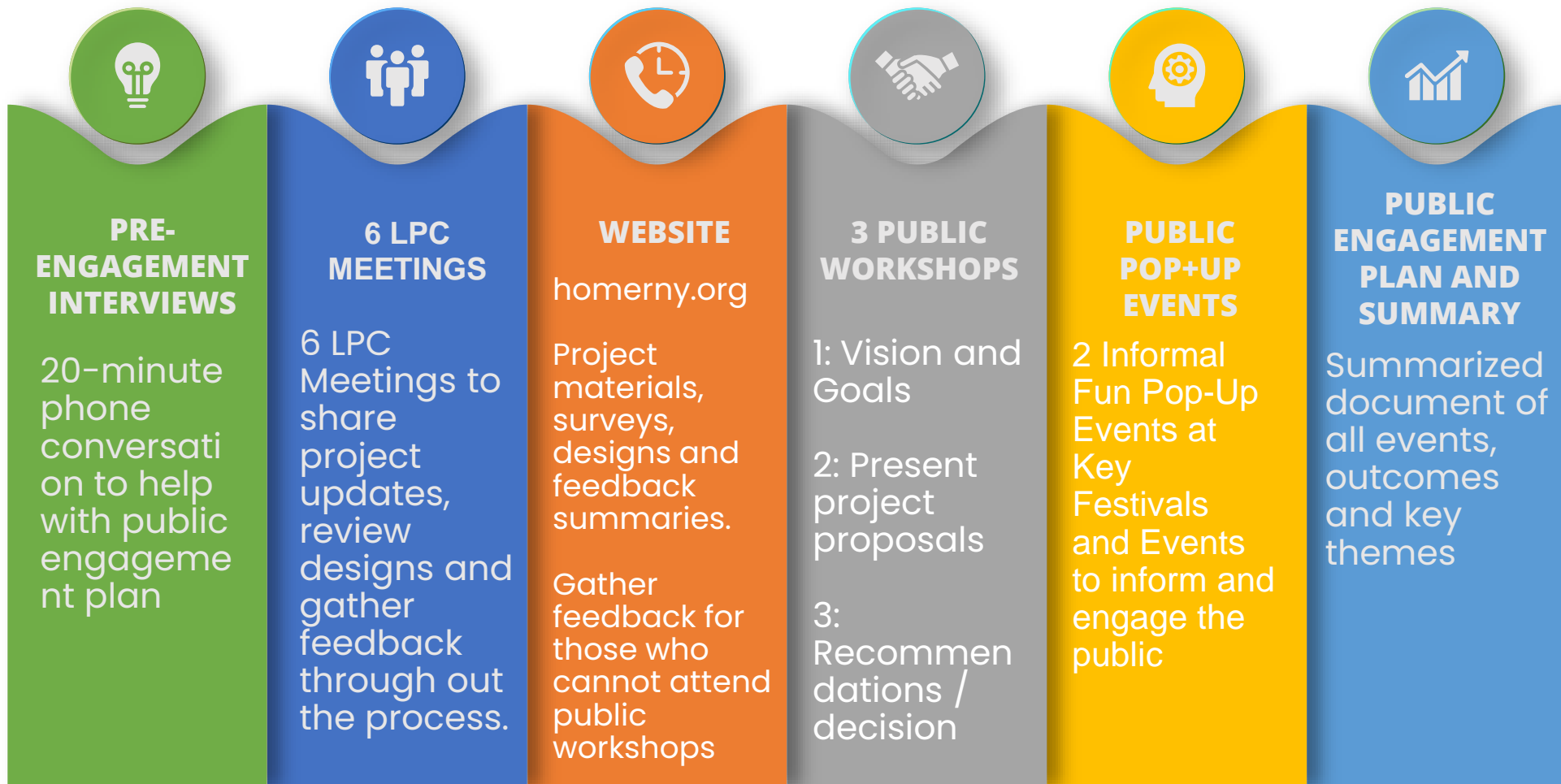
- Data-supported analysis
- Stakeholder input
- Local familiarity and expertise

## ◆ Key Takeaways:

- Regional growth expected
- Residential opportunity, range of formats possible
- Mixed use in downtown area
- Hospitality market saturated, may be niche opportunity
- Case-by-case for other categories
- Overall: Focus on vision and identity, set conditions to benefit from regional growth



# Draft Public Engagement Plan Review



# Vision for Downtown and Exercise

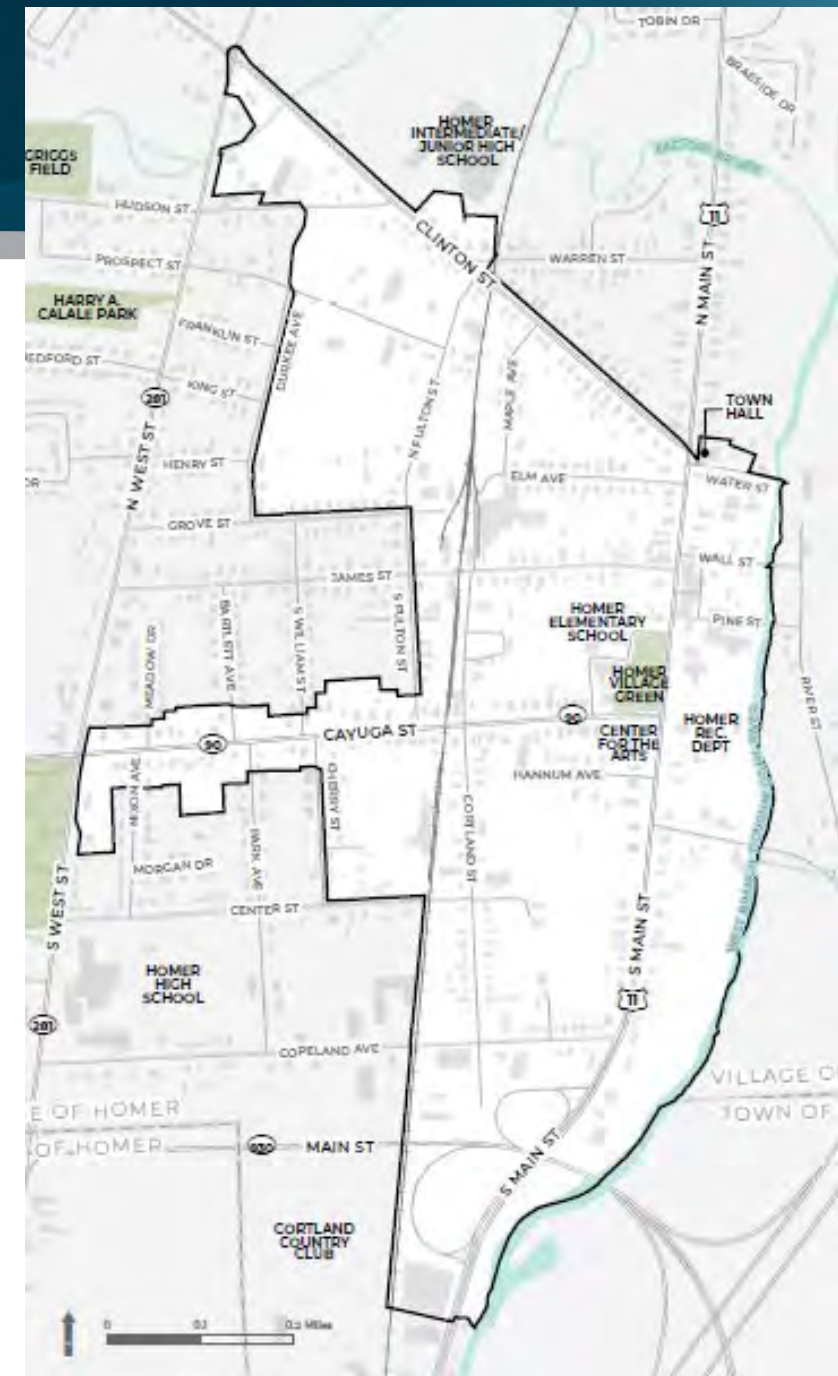
*The Village of Homer is striving to harness the powerful connection between the Tioughnioga River, and the Main Street Business District, with the new wave of energy of recent developments Route 11 Corridor and Private Investments to increase access to the waterfront, create a new linear river park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

**What resonates with you? What could be better?**

# Roundtable Discussion

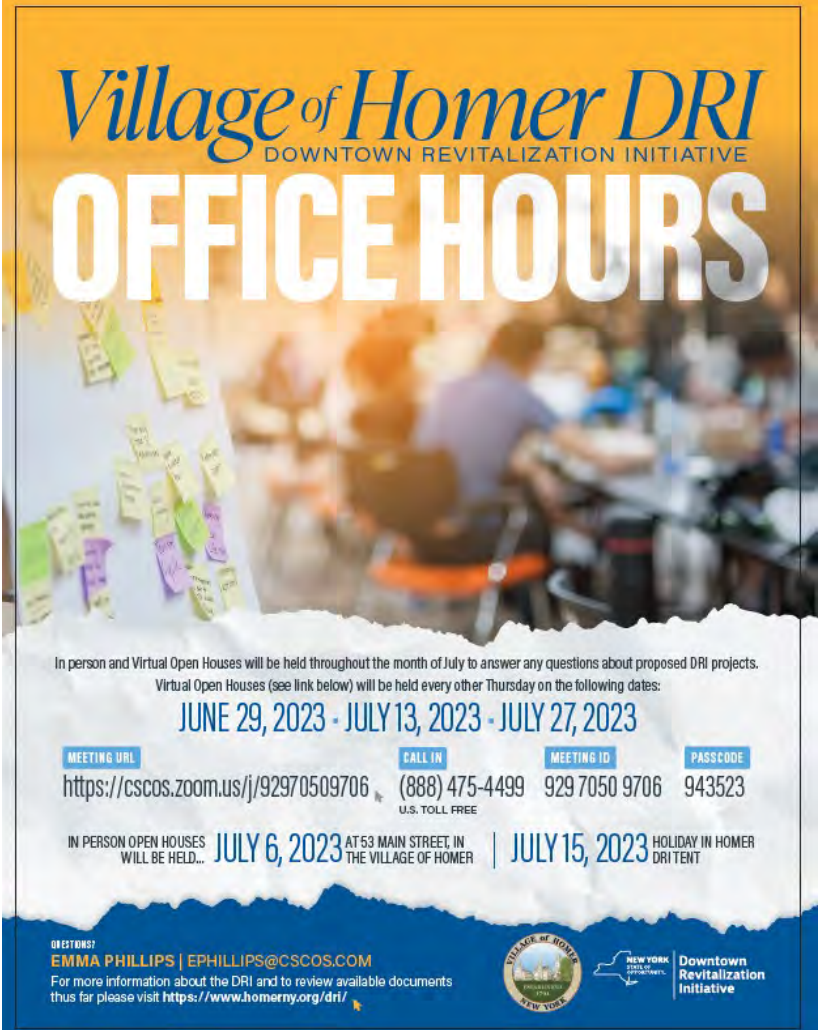
- ◆ What do you love about the DRI area?
- ◆ What are the area's challenges?
- ◆ What opportunities do you see for this area?
- ◆ What are your top 5 priorities?





# Open Call for Projects

- ♦ Open Call for Projects opened on June 16<sup>th</sup>
- ♦ Will remain open until August 1<sup>st</sup>
- ♦ LPC will review full list of projects at August 3<sup>rd</sup> meeting
- ♦ Consultant team led Info Session on June 21<sup>st</sup> from 3:00 to 4:00 PM – recorded and available on Homer DRI page
- ♦ Consultant team will hold office hours on July 13, 15, 27, and 29<sup>th</sup>



The poster features a background image of a meeting room with people seated at tables and a whiteboard covered in colorful sticky notes. The text is overlaid on this image.

**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 URL	CALL IN	MEETING ID	PASSCODE
<a href="https://cscos.zoom.us/j/92970509706">https://cscos.zoom.us/j/92970509706</a>	(888) 475-4499	929 7050 9706	943523
U.S. TOLL FREE			

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

QUESTIONS?  
**EMMA PHILLIPS** | [EPHILLIPS@CSCOS.COM](mailto:EPHILLIPS@CSCOS.COM)  
For more information about the DRI and to review available documents thus far please visit <https://www.homer.ny.org/dri/>

  **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 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
- ◆ NYS is supplying additional consultants to work through decarbonization requirements with project sponsors



# 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
- Pedestrian Enhancements
- Homer Festival Grounds
- Building Renovation Program (Small Project Fund)
- Marketing and Branding



# Next Steps and Discussion

- ◆ Public Workshop #1 – right after this! 5- 7 PM
- ◆ Office Hours and Pop up on July 15<sup>th</sup> at Holiday in Homer
- ◆ Finalize Downtown Profile and Assessment
- ◆ Review of Projects