



NY Forward

VILLAGE OF CANASTOTA

CENTRAL NEW YORK
NY FORWARD

Public Meeting #1
May 30, 2024

Meeting Agenda

- 1 Welcome
- 2 NY Forward Overview
- 3 Village Application Review
- 4 Next Steps
- 5 Visioning Exercises

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NY Forward Overview

What is the NY Forward (NYF) Program?

State directs
\$100M investment* to
communities nominated by
the ten Regional Economic
Development Councils (REDCs)

*\$4.5M per community in regions
nominating two downtowns.

Communities develop a
Strategic Investment Plan to
identify transformative projects to
be funded in part through NYF

Learn more: <https://www.ny.gov/programs/ny-forward>

The NYF process is a partnership between

**Local Planning
Committee
(LPC)**

+

Community

+

**New York
State**

+

**Consultant
Team**

LPC Members

Co-Chairs:

Rosanne Warner, Mayor

Kipp Hicks, Madison County IDA

Tracy Cesario

Sena Clarke

Amanda Douglass

Marilyn Higgins

Colleen Keane

Bill McDade

Emily Sorbello

Anthony Palamara

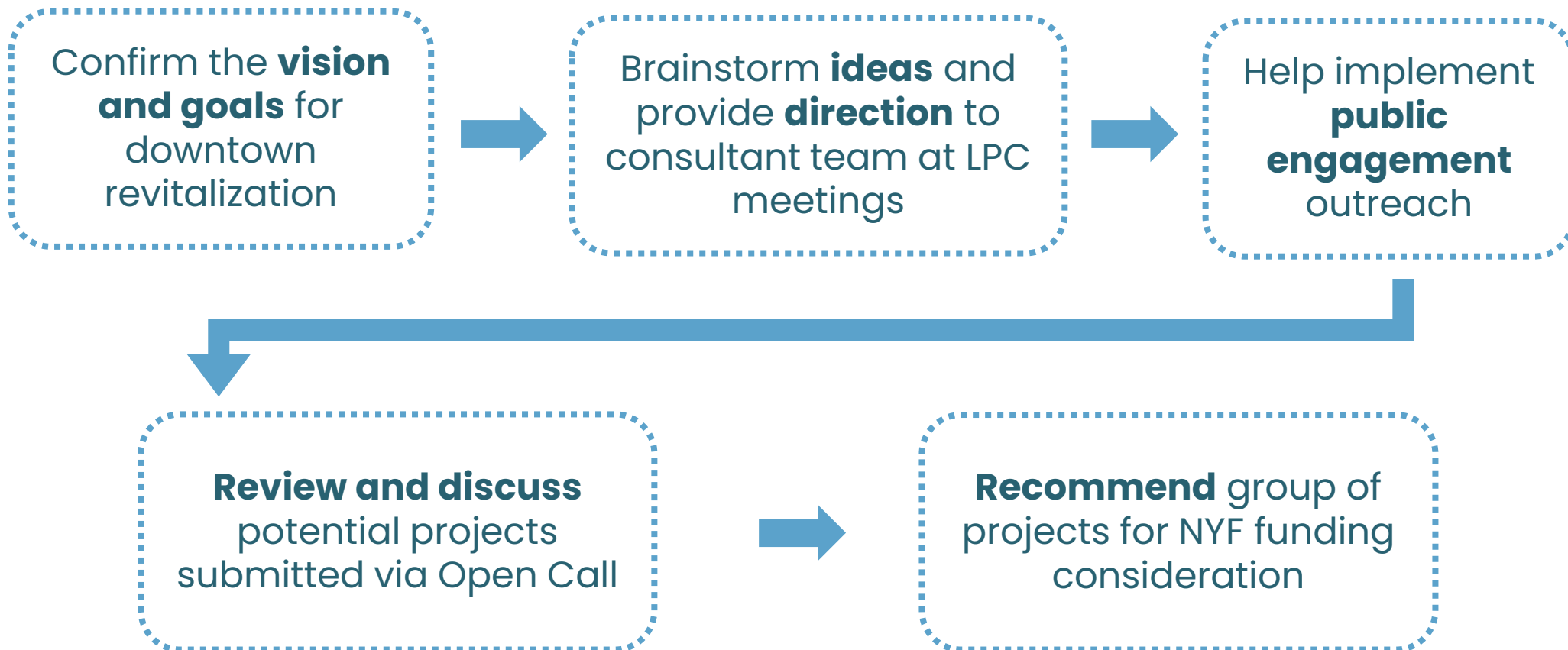
Melinda Parmeter

LPC meetings are open to the public to observe.

A public comment period is held at the end of each meeting.



Roles and Responsibilities



New York State Team



DOS

Department of State – NYF Lead Agency

DOS lead: Holly Granat

ESD

Empire State Development

HCR

Homes & Community Renewal

NYSERDA

NYS Energy Research & Development Authority

Governor's Office

Regional Representative

Stantec's Urban Places

Planning
& Urban Design

Mobility

Complete Streets

Engineering

Landscape
Architecture



Team Members

Steve Kearney, Principal-in-Charge
Phil Schaeffing, Project Manager
Alanna Wittet, Urban Planner
Anu Maharjan, Urban Designer + Planner

+ Partner firms with expertise in public engagement, project economics, retail, housing, and cost estimating

CONSULTANT TEAM EXPERIENCE

DRI ROUND 1 Oswego, Elmira, Oneonta



DRI ROUND 2 Hudson



DRI ROUND 3 Albany



DRI ROUND 4 Schenectady



DRI ROUND 5 Rochester



CONSULTANT TEAM EXPERIENCE

NYF ROUND 1 Phoenix



NYF ROUND 1 Hamilton



NYF ROUND 1 Moravia



NYF Process

- Village submitted an application to REDC and was awarded NY Forward funding
- Community planning process identifies potential NY Forward projects (now through October)
 - Sponsors submit Open Call for Projects form
 - Consultant team reviews project proposals
 - LPC votes to recommend list of projects for funding consideration (Strategic Investment Plan/SIP)
 - *Note:* recommended projects should total **\$6-8M** in requested NYF funding
- State team reviews SIP and makes awards totaling **\$4.5M** to subset of LPC's recommended project list
- Funded projects begin after contracting period
 - *Note:* NY Forward award is reimbursable grant (sponsor pays initially and gets reimbursed later, typically when project completed)

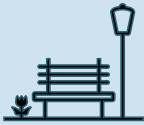
Key ingredients of a Strategic Investment Plan



Eligible project types



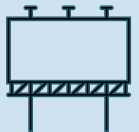
New Development and/or
Rehabilitation of Existing Structures



Public Improvements



Small Project Fund









Branding and Marketing
(Physical Components)

Ineligible project types

- Standalone planning activities
- Operation and maintenance (include staffing, utilities, rent)
- Pre-award costs
- Property acquisition
- Training and other continuing expenses
- Expenses related to existing programs

Eligibility Requirements

Projects must also meet the following eligibility requirements to be considered:

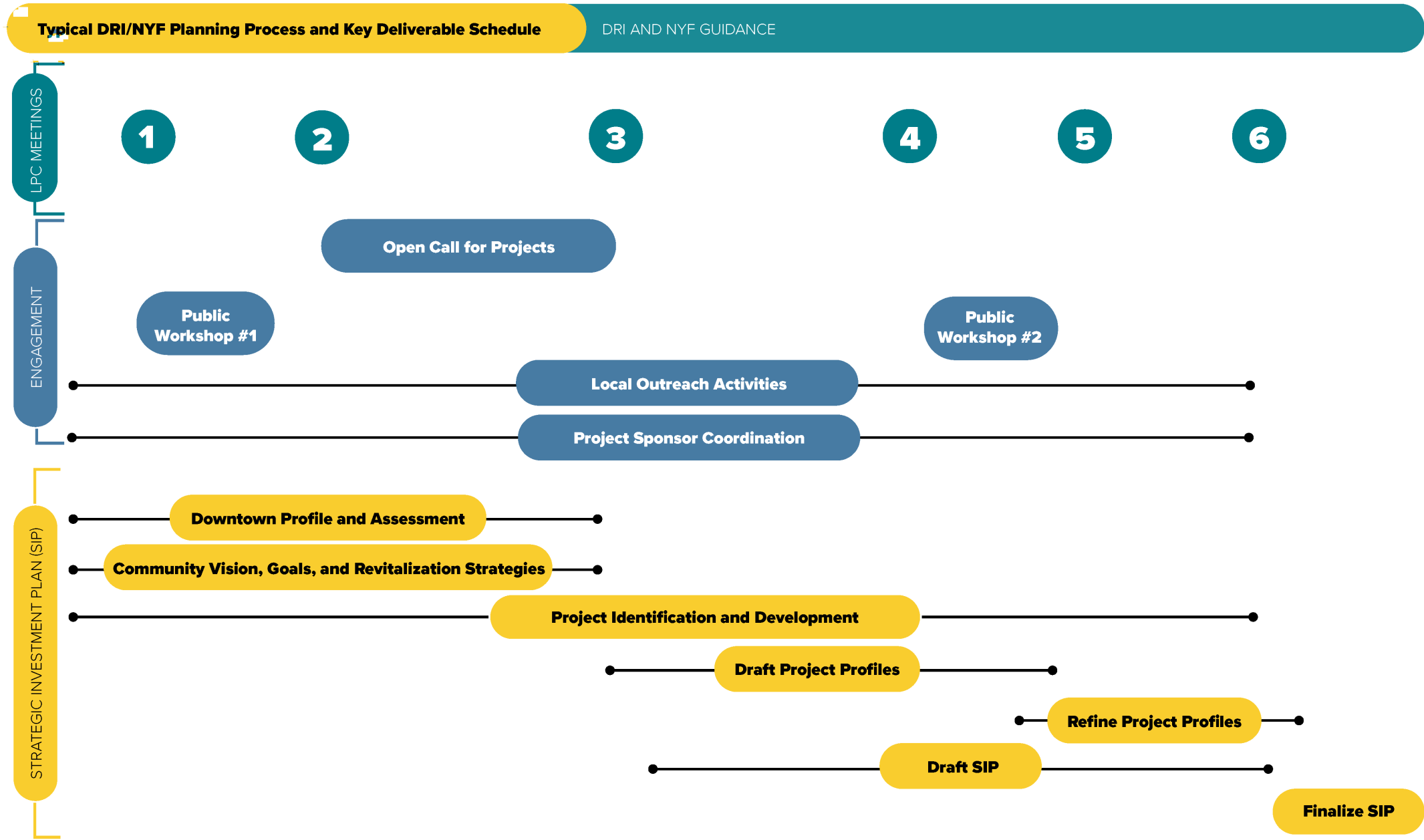
-  Identified project sponsor with capacity and legal authority to undertake project
-  Project sponsor has site control
-  Large enough to be truly transformative to downtown
-  Must be able to break ground within two years of receiving NYF award
-  Financing commitments largely secured – or demonstrated to be able to be secured
-  Includes decarbonization techniques
(if new construction, substantial renovation, or building addition)

Implementable Projects vs. "Good ideas"



NYF funds must be designated toward capital initiatives!

NYF PLANNING PROCESS TIMELINE





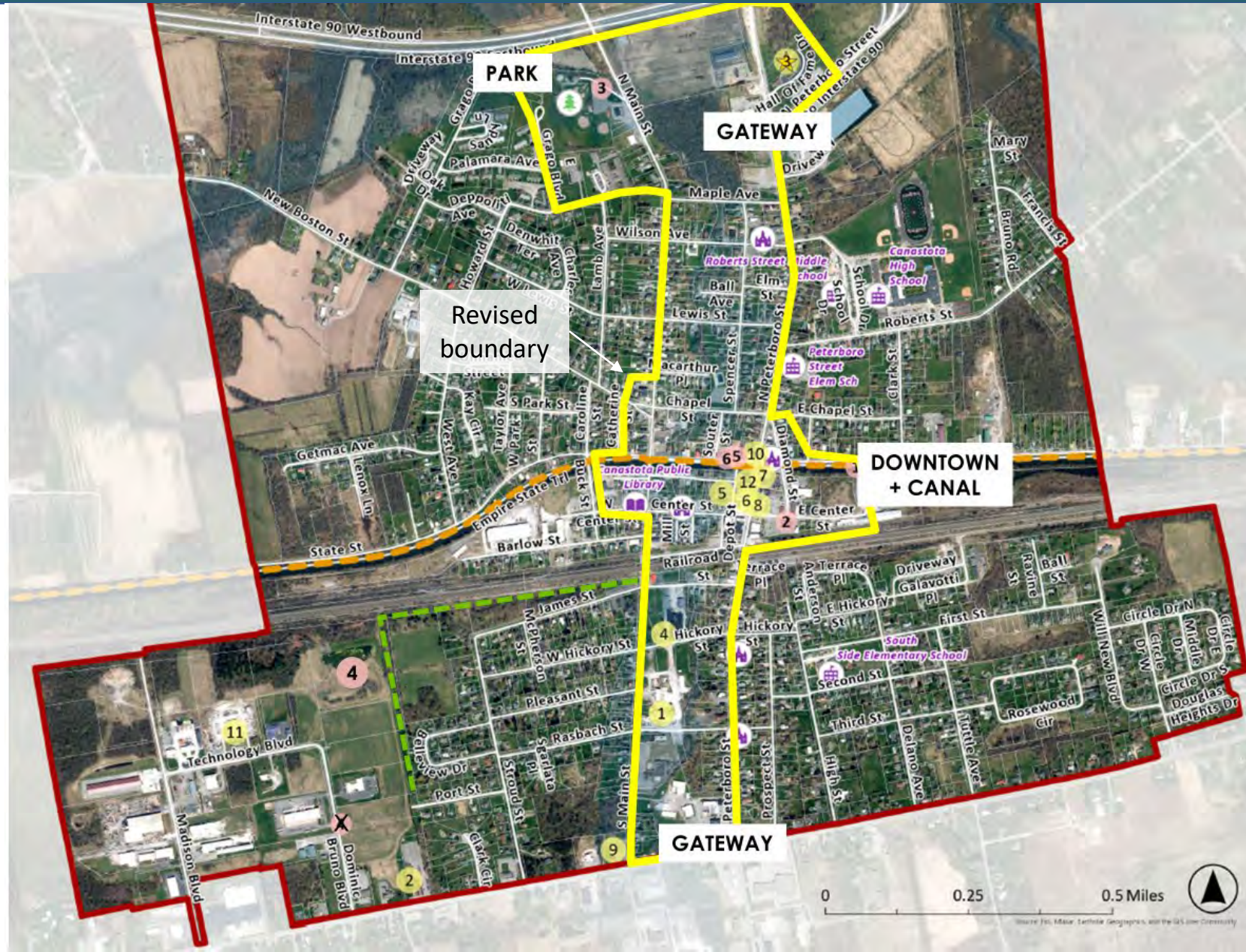
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Village Application Review

NYF BOUNDARIES

Village of Canastota's NYF proposed Area Boundary

-  Revised boundary – to be confirmed
-  Proposed boundary in application



Vision statement draft

“The Village of Canastota seeks to create a better community for our residents and provide opportunities to ensure the continued growth and prosperity of the village for generations to come.”

Project ideas from the Village's application*

Private Sector : \$4,909,000 Investment

- **Small Business & Commercial Development:** support redevelopments, renovations, expansions, and various improvements of commercial, retail, institutional, recreational and historic buildings of the town. Twelve projects identified so far.

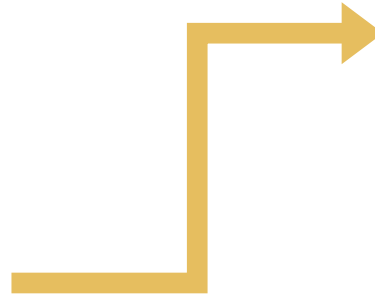
Public Sector : \$2,199,000 Investment

- **North Canal Street Enhancements:** Create a village green along the Canal
- **Canastota Fire House Enhancements:** Renovation with ADA compliance, energy-efficiency and repaving
- **Canastota Recreation Park:** Renovate existing recreational facilities and add new features
- **Erie Canal History Station at Canastota:** Tactical urbanism
- **Marketing, Branding and Signage:** Concentrated marketing and branding campaign
- **Community Park and Pond Enhancements:** Construct new park southwest of downtown

* These projects will not be automatically considered by the LPC.
All projects must submit an [Open Call for Projects form](#), available online.

Project ideas

- Village's application to the State identified potential project ideas
- Actively working to identify additional projects
- LPC will issue **open call for projects** that all sponsors must respond to
- Projects must be within the NYF boundary



SPREAD THE WORD!

Open call for projects

- Requires detailed information about project sponsor, confirmed funding, plans, etc.
- NYF focused on implementable projects, *not just ideas*
- Online form, office hours, webinar
- Consultant team available to discuss ideas
philip.schaeffing@stantec.com

4 Next Steps

Meetings

- LPC Meeting #1: 5/10
- ➔ **Public Meeting #1: 5/30**
- LPC Meeting #2: 6/6
- LPC Meeting #3: 7/31
- **Public Meeting #2: 9/18**
- LPC Meeting #4: 9/19
- LPC Meeting #5: 10/15 or 16
- LPC Meeting #6: 10/29 or 30

Open Call for Projects: 6/10 – 7/21

Strategic Investment Plan: Oct/Nov

Canastota NYF

*Help us with your ideas to continue
the momentum downtown!*

<https://canastota.com/nyforward/>



NY Forward



5 Visioning Workshop

Your role tonight

Discuss openly, but respectfully.
There are no bad ideas!

Draw, write, speak –
however works best for you.

Exercises

INDIVIDUALLY

Complete the Vision Statement and Goals exercises.

IN GROUPS

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

Individual exercise:

- Review the vision statement and list of goals
- Write/Annotate: What resonates with you, what could be better
- Identify the opportunities and challenges facing downtown

NY Forward - Village of Canastota Individual Vision Statement Exercise

Please help us build on the Canastota NYF Vision. Read the draft vision statement that was included in the application and let us know what resonates with you, and what could be better.

DRAFT VISION STATEMENT:

The Village of Canastota seeks to create a better community for our residents and provide opportunities to ensure the continued growth and prosperity of the village for generations to come.

WHAT RESONATES WITH YOU:

WHAT COULD BE BETTER / WHAT IS MISSING FROM THE VISION STATEMENT:

NY Forward - Village of Canastota Individual Opportunities and Challenges Exercise

Help us in identifying Canastota's strengths, challenges, and areas of opportunity. Please respond to the following questions.

WHAT ARE DOWNTOWN CANASTOTA'S STRENGTHS TO BUILD FROM?

WHAT ARE CHALLENGES TO ADDRESS?

WHAT OPPORTUNITIES EXIST FOR NY FORWARD TO BUILD ON?

Group discussion:

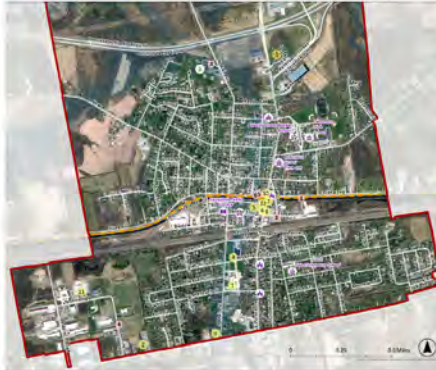
- Identify a notetaker and reporter at your table
- Identify assets, potential opportunities, and challenges
- Review and build on preliminary potential projects
- Agree on 5 shared priorities
- Prepare to report back to the room on your 5 priorities

CANASTOTA, NY
NY FORWARD PROGRAM


VISIONING SESSION

NEW YORK STATE
NY FORWARD
MAY 2024

PROJECT IDEA MAP



DOWNTOWN AREA



Project Ideas from Village's Application*

Public Projects:

- 1 North Canal Street Enhancements: Revitalize the Canal district and turn it into a village green
- 2 Canastota Fire House Enhancement: Renovation with ADA compliance, energy efficiency
- 3 Canastota Recreation Park: Refurbish, renovate, reequip and construct recreational facilities
- 4 Community Park and Pond Enhancement: Construct new park in conjunction with the existing park on Main St.
- 5 Erie Canal History Station at Canastota: Tactical urbanism
- 6 Marketing, Branding and Signage: Concentrated marketing and branding campaign

Private Projects:

- 1 Small Business & Commercial Development: Support redevelopments, renovations, expansions, and various improvements of buildings in the downtown. Twelve projects identified so far:
 - 1 - Canastota Dairy Products
 - 2 - Theodor's Restaurant & Banquet Facility
 - 3 - International Living Hall of Fame
 - 4 - JEMS Ice Cream
 - 5 - Erie Canal Craft Brewery A
 - 6 - Erie Canal Craft Brewery B
 - 7 - Kaff's Custom Framing Building Renovations
 - 8 - Textures Hair Salon
 - 9 - 3225 S. Main Street Building Rehabilitation
 - 10 - The Magical Muse
 - 11 - Craft Equipment Rental LLC
 - 12 - 113 S. Peterbovo Street

Legend:

- Wedge of Canastota
- Project Area Red
- Public
- 100' New Front
- 100' Behind end of Street
- Canastota Public History
- Shadows
- Points and Comment

TOP FIVE PRIORITIES

- 1.
- 2.
- 3.
- 4.
- 5.

What features draw people to downtown today?

LOVE

What challenges should be addressed?

CONCERN

What opportunities exist for NY Forward to build on?

OPPORTUNITY

Canastota NYF

*Help us with your ideas to continue
the momentum downtown!*

<https://canastota.com/nyforward/>



NY Forward

