

NY Forward

Village of Canastota LPC Meeting #2

June 6, 2024



LPC Code of Conduct

Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today's meeting. If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project.

For example, you may state that you, or a family member, have a financial interest in the project, or you are on the board of the organization proposing the project. The conflicts of interest we have on file include *<none to date>*.

Do any other LPC members need to make a disclosure to the Committee?

Please inform the LPC co-chairs during the meeting if the need to disclose a conflict arises unexpectedly, and then recuse yourself from discussion or voting on the project.

Agenda

- Planning Updates
 - Public Meeting Themes
 - Project Website
 - Open Call for Projects
- Past Plans and Recent Investment
- Project Evaluation Criteria
- Revised Vision and Goals Discussion
- Upcoming Dates
- Public Comment

LPC Meetings: Schedule and Topics

MAY

1

Introductions and program and planning overviews

Community's NYF application

Boundary confirmation

Public Engagement Plan input

Open Call for Projects input

Stakeholder list input

Discussion of opportunities and challenges

JUNE

2

Process and engagement updates

Overview of past plans and recent investments

Project evaluation criteria

Characteristics of strong NYF projects and slates

Vision and goals exercise

Open Call for Projects

JULY

3

Process updates

Finalize community vision, goals, strategies

Downtown Profile key findings

Review project evaluation criteria

Discuss proposed projects, identify projects to remove from consideration

Discuss boundary amendments if needed

SEPT

4

Process and engagement updates

Continue discussion of project evaluation criteria, proposed projects

Identify additional project information needed

OCT

5

Process and engagement updates

Continue discussion of project evaluation criteria, proposed projects

Identify additional project information needed

OCT

6

Process updates

LPC vote on final slate of proposed projects

1

Planning Updates



Public Meeting #1 Recap

- Held May 30th at Canastota Junior-Senior High School
- 20+ attendees, including several LPC members
- **Online survey open until 6/14** with same questions from meeting
 - Visit the project webpage on the Village website:
<https://canastota.com/nyforward/>



What we heard: Community priorities

Attract more visitors to downtown from the Thruway

Create more dining, entertainment, and recreational opportunities that appeal to youth, families, and seniors

Improve quality of life by supporting small downtown businesses, increasing walkability, and providing adequate community services

Enhance and expand outdoor recreation spaces and trails



What we heard: Drafting the vision

Add more details about **how the downtown will preserve and enhance its economic, historical, and natural assets**

Address some of the concerns residents raised, such as **filling empty storefronts**, the need for **more community services** and **affordable housing**

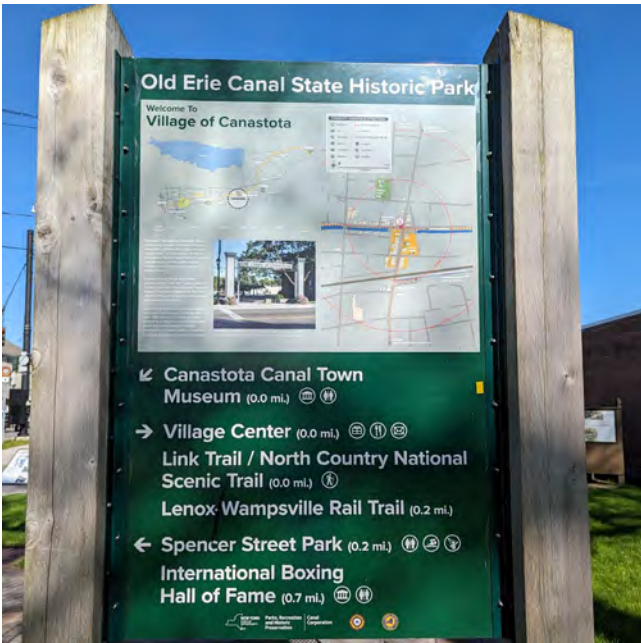
Make it clear that the vision statement is not just about economic development, but also about **improving the quality of life for all residents across different generations**

What we heard: Project ideas

Canal + Trail Network



Wayfinding

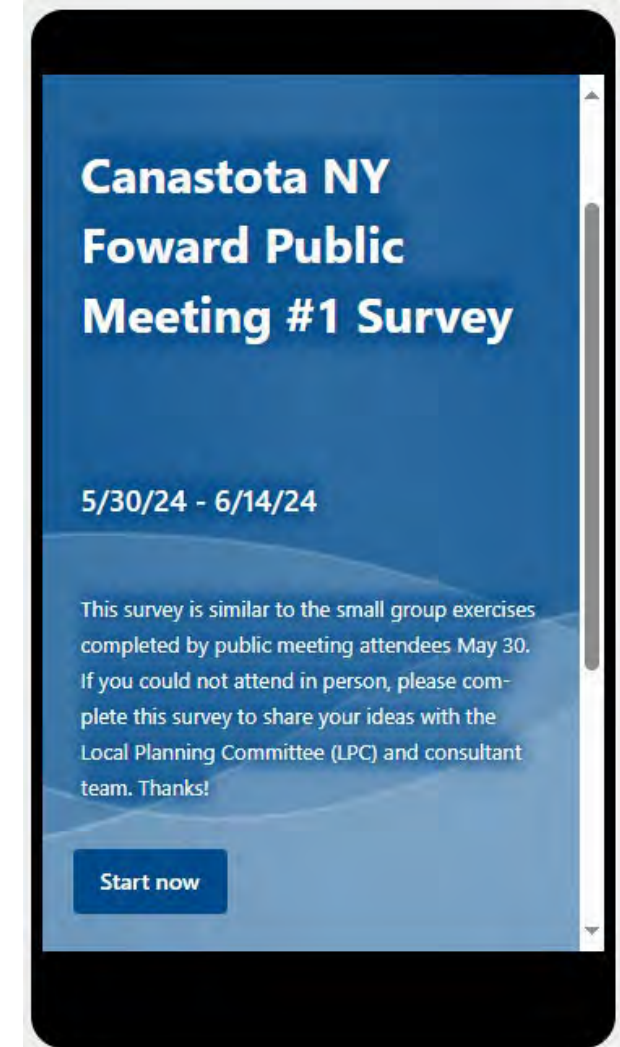


Recreational Spaces



Public Meeting Survey Closes 6/14

- Survey link available at <https://canastota.com/nyforward/>
- For anyone who could not attend the 5/30 meeting
- **We want to hear from as many people as possible!** Students, parents, seniors, young professionals, business owners, long-time residents and people who just moved here



Project Website

NY Forward page on Village website:

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

- Will be updated throughout process with upcoming events and past presentations
- Includes meeting presentations and program information



NY Forward



The Village of Canastota is one of two communities in the Central New York region to be selected for the second round of the State's NY Forward program. Canastota was awarded \$4.5 million to help complete transformative and/or catalytic projects in and near downtown. NY Forward funds are also used to provide robust capacity-building and technical assistance directly to communities throughout each phase of the program.

This site will be updated throughout the planning process this year with information about upcoming meetings, ways to share your ideas and feedback, and past meeting summaries.

ABOUT NY FORWARD

This is the second year of New York State's NY Forward (NYF) program to invigorate and enliven downtowns in New York's smaller and rural communities. As a complement to the Downtown Revitalization Initiative (DRI), NY Forward focuses on creating healthy, vibrant, walkable downtowns that catalyze sustainable economic development and accrue numerous economic, social, and environmental benefits to the locality, the region, and the State as a whole.



NY Forward is led by the NYS Department of State (DOS), in close partnership with Empire State Development (ESD), NYS Homes and Community Renewal (HCR) and New York State Energy Research and Development Authority (NYSERDA). For more information, please visit <https://www.ny.gov/programs/ny-forward>.

TABLE OF CONTENTS

Click on the links below for information on various facets of the NY Forward program.

Revised NYF Boundary

- Expanded north and south based on LPC discussion
- Boundaries: I-90, Peterboro Street, Main Street, and Seneca Turnpike

-  NYF boundary
-  Village boundary



2

Past Plans & Investments



Recent Planning Efforts

- Canastota Comprehensive Plan (ongoing)
- Canal Street Redesign

Recent Investments

- 2015: TEP/TAP Downtown Enhancement Project
 - 2017: Erie Canalway Grant
 - 2017: Restore NY Barlow Street Redevelopment
 - 2018: CDBG for Dutchland Plastics
 - 2020: DOS Canal Revitalization
 - 2022: CSX Community Grant
 - 2023: EPA grant for Sewer Separation Project
-
- 2019-2021: Investments in streetlights, charging stations,
 - 2014-2023: Investments in equipment to enhance public safety (Fire & Police)



Future Potential

- Thruway Exit 34, Oneida Indian Nation
 - 2025: Tesla Sales & Service Center
 - 2025: Maple Leaf Market
- Pocket Neighborhood, “Reimagine the Canals”
- Micron Factory, Clay NY



QUESTIONS FOR THE LPC

Are there other current or recent planning efforts or investments that are important to note?

3 Evaluation Criteria + Strong NYF Projects



Project Eligibility

Eligible project types



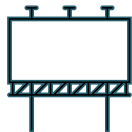
New Development and/or Rehabilitation of Existing Structures



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

Project Eligibility

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 (\$75,000+ total cost)
-  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)

QUESTIONS FOR THE LPC

Are there other criteria the LPC wants to consider?

- Private sponsor match is minimum 25%. Does LPC want to set a higher match?
- Are there other priorities LPC would like to see?

Implementable Projects vs. “Good Ideas”



NYF funds must be designated toward capital initiatives!

Strong NYF Projects

- Clearly meet eligibility requirements
- Meet one or more NYF goals for downtown revitalization
- Have detailed project description* including
 - Site/floor plans
 - Artist view/rendering
 - 3rd party cost estimates

* Consultant team will assist sponsors after Open Call to develop/strengthen project details like budgets, cost estimates, renderings as needed

Strong NYF Project Slates

- Meet multiple NYF goals for downtown revitalization
- Mix of private and public projects
- Synergy between projects due to location (clustered together) and/or type (housing, retail, + recreation projects)

NYF Round 1 Example: Phoenix

11 projects (3 public) and \$4.5M NYF funding leveraging \$16,867,000 other funding for a total investment of \$21,367,000

- Mixed-use building façade enhancements and renovations (4)
- Create outdoor event space for successful distillery
- Renovate prominent building into restaurant + housing
- New primary care and daycare facilities
- Create canalside entertainment venue
- Expand marketing campaign
- Wastewater Treatment Plant expansion

NYF Round 1 Example: Phoenix



PRIMARY CARE



CANALSIDE ENTERTAINMENT
+ PUBLIC AMENITIES



RESTAURANT + HOUSING
RENOVATION

NYF Round 1 Example: Moravia

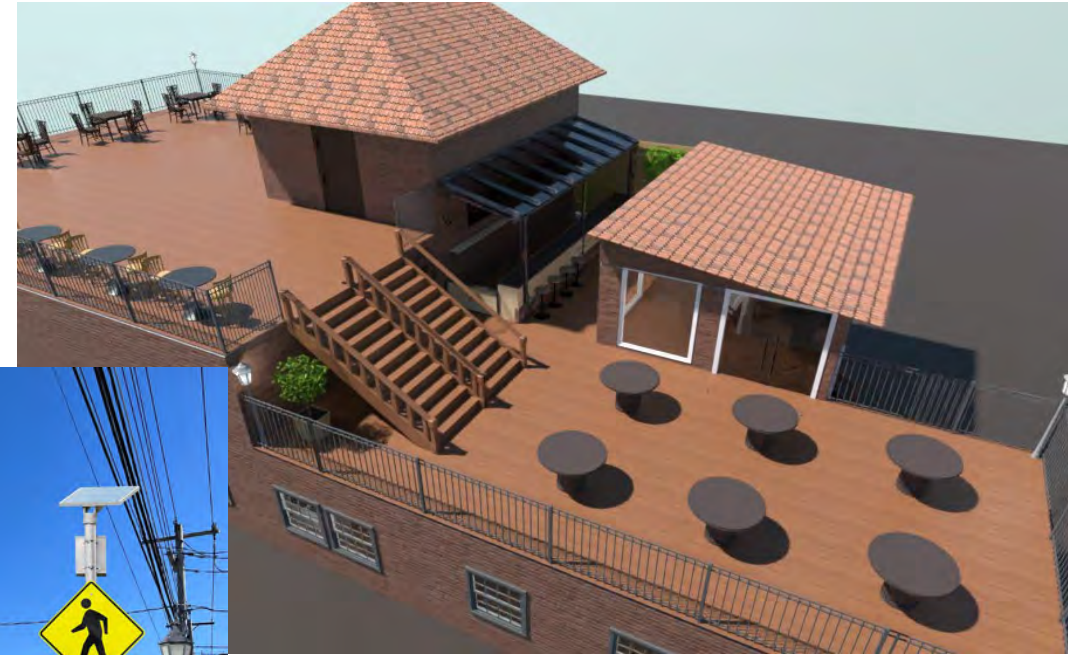
6 projects (3 public) and \$2.25M NYF funding leveraging \$1,112,000 other funding for a total investment of \$3,362,000

- Convert vacant buildings into new restaurants (2)
- Improve outdoor space at library
- Improve Main Street streetscape
- Redesign downtown park
- Establish a Small Project Fund

NYF Round 1 Example: Moravia



DOWNTOWN PARK



RESTAURANT CONVERSION



STREETSCAPE
IMPROVEMENTS

NYF Round 1 Example: Hamilton

7 projects (3 public) and \$2.25M NYF funding leveraging \$5,419,000 other funding for a total investment of \$7,669,000

- Build out business incubator space
- Renovate mixed-use buildings to add housing (2)
- Create NY-focused winery + tasting room
- Renovate Village Green
- Improve walking and biking conditions
- Establish a Small Project Fund

NYF Round 1 Example: Hamilton



BUSINESS INCUBATOR



VILLAGE GREEN



MIXED-USE BUILDING
RENOVATION

3

Downtown Vision & Goals



Downtown Vision and Goals

Vision: What will downtown Canastota look like in 5–7 years?

- Provides a guiding framework for Canastota’s Strategic Investment Plan and decision-making regarding future development

Goals: How will the Village attain its vision?

- Clear statements of what needs to be accomplished to move towards the NYF vision.
-

Revitalization Strategies: What steps must be taken to achieve a specific goal?

- Discrete, measurable actions required to achieve a goal.

Initial Draft Vision Statement

From Village's NYF application:

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.

Revised Vision Statement for Discussion

Canastota, an Erie Canal community with a rich history and a prime location in Central New York, has a welcoming and lively Downtown with popular small businesses, a variety of housing options, and attractive amenities for residents and visitors. The Village of Canastota is creating a better community for its residents and providing opportunities to ensure the continued growth and prosperity of the village for generations to come.

QUESTIONS FOR THE LPC

Does the vision statement provide a 5-7 year guiding framework? Would you add/delete anything?

Draft Goals for Discussion

- Support local job growth
- Enhance quality of life for all residents
- Ensure housing availability and affordability
- Promote tourism opportunities

QUESTIONS FOR THE LPC

Do the goals address the appropriate topics for downtown revitalization? Would you add/delete any?

4

Open Call for Projects



Open Call Is Key Time for NY Forward Process

- Interested project sponsors must submit a form to be considered by LPC and consultant team
 - Projects identified in village's application still have to submit to be considered
 - New projects encouraged!
- Consultant team will host **in-person office hours** to meet with interested sponsors and answer questions
- A **webinar** will also be held and recorded to go over the form

Open Call: Project Form

- Most sponsors will fill out detailed form - projects greater than \$75,000
- These projects will be individually considered by LPC and consultant team
- Sponsors should provide as much information as possible.

NYF Project Form

Please complete this form in order for your project to be considered for LPC and potential NYF funding. Please address each topic thoroughly and completely. The LPC will use this information to consider projects to be included in the Village of Canastota's Strategic Investment Plan. Project sponsors are expected to provide timely responses to requests for any additional information from New York State and/or the NYF consultant.

1 Project Sponsor
Provide the contact information for the project sponsor, which is the entity proposing to implement the project. The project sponsor can be different from the property owner.

Name:

Sponsor business or organization (if applicable):

Title (if applicable):

Mailing Address:

Phone:

Email:

If there are additional people who should be contacted as part of this proposal, please provide their contact information.

Name:

Phone:

Email:

Affiliation:

Name:

Phone:

Email:

Affiliation:

7

Open Call: Small Project Form

- Sponsors with projects less than \$75,000 should fill out Small Project Form interest letter
 - LPC needs demonstrated interest to justify consideration of a Small Project Fund
- These projects will be considered as a group by LPC and consultant team

Note: If Canastota is awarded a Small Project Fund, it will have a separate application process in future

Letter of Interest

To the Village of Canastota Local Planning Committee,
 I am writing to confirm my interest in participating in Canastota's NYF Small Project Fund.
 I own or lease the property located at _____

I am interested in making improvements to my property/business, which would contribute to the revitalization of not only my property, but also the NYF Area. The scope of my proposed project includes the following:

I understand the submittal of this letter of interest does not guarantee funding, and I will be required to submit an application to the administering entity of the Fund, if the project is selected for funding through NYF.

I anticipate the total project cost to be approximately \$ _____, for which I understand I would be eligible for a maximum reimbursement of up to 75% of the total eligible costs. I understand that deferred maintenance and general repairs are not eligible improvements. Additionally, if awarded, I understand that upon completion of the proposed scope of work, this project will result in a finished space ready for occupancy. I also understand that this is a reimbursement program, meaning I must complete all the work in the approved project scope, pay all contractors in full, and submit invoices and proof of payment before receiving the grant.

My project includes the following activities/improvements and associated estimated costs:
 Without the reimbursement to defray 75% of the project cost, I will be unable to permanently

Activity / Improvement	Cost
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
Total project cost	\$
Total NYF funding request	\$

2

What Happens After Open Call Closes

- Submitted projects will be shared with LPC at next meeting and at public meeting in September
- Consultant team begins reviewing materials and meeting with sponsors to strengthen project details (Aug to Oct)
- Sponsors must be responsive to consultant team requests
- Project details may evolve during this period – updated cost estimate or NYF request, etc.

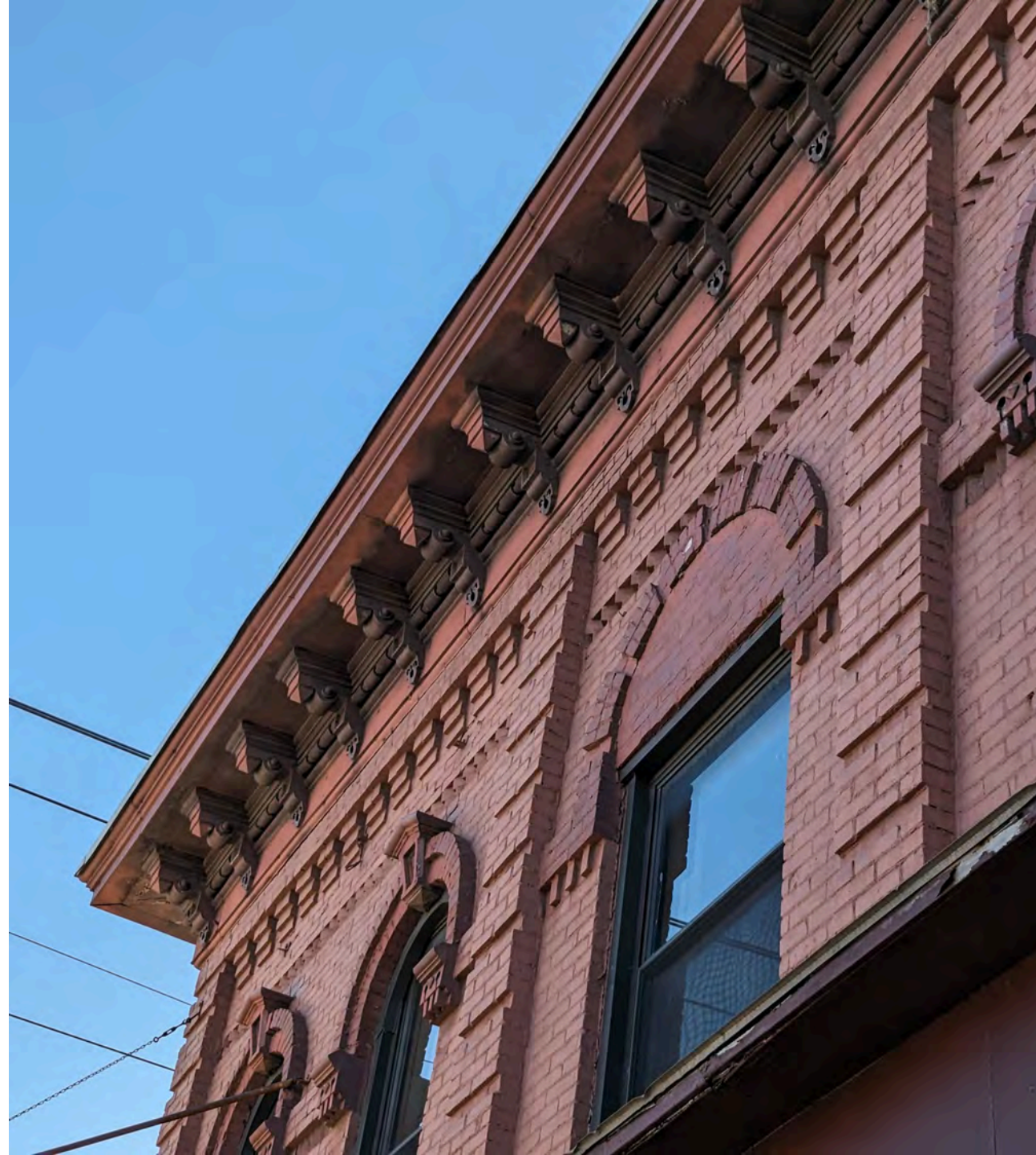
Open Call for Projects Closes 7/21

- Form available to download from <https://canastota.com/nyforward/> early next week (6/10)
- Sponsors can submit via email (preferred) or in-person at the Village Offices
- Questions about the form? Contact the consultant team: steve.kearney@stantec.com



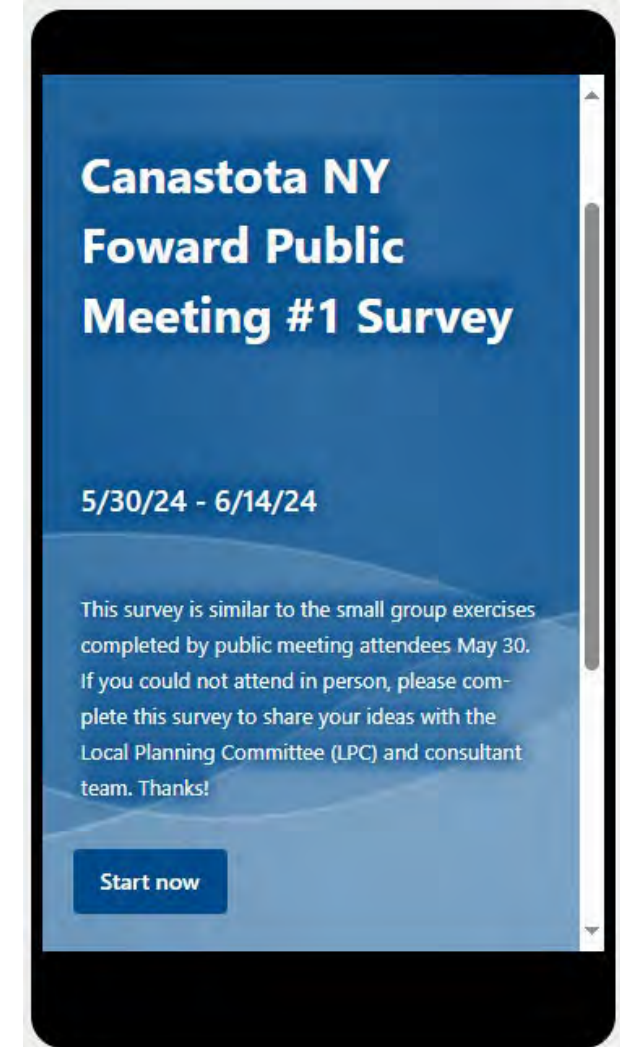
5

Upcoming Dates



Public Meeting Survey Closes 6/14

- Survey link available at <https://canastota.com/nyforward/>
- For anyone who could not attend the 5/30 meeting
- **We want to hear from as many people as possible!** Students, parents, seniors, young professionals, business owners, long-time residents and people who just moved here



Future Meetings

LPC Meetings

LPC#1: Wednesday, May 8

LPC #2: Thursday, June 6

LPC #3: Wednesday, July 31

LPC #4: Wednesday, Sept 18

LPC #5: Tuesday, October 15

LPC #6: Tuesday, October 29

Public Meetings

Public Meeting #1: May 30

- Kick-off and Opportunities/Challenges

Public Meeting #2: Thursday, Sept 19

- Vision and Goals, Potential Projects

NYF Pop-Up

At a local event TBD

General Public Survey Opening Late June

- Survey link will be available at <https://canastota.com/nyforward/>
- For anyone to share thoughts about how they use Downtown today and what they would like to see in future
- **We want to hear from as many people as possible!**



5

Public Comment

