

## 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
- Finalize Vision, Goals, and Draft Strategies
- Downtown Profile Key Findings
- Discuss Project Evaluation Criteria
- Review Projects Submitted During Open Call
  - Potential projects to remove
  - Potential boundary amendments
- Public Comment

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# Planning Updates





## **Engagement Updates**

- Public Meeting Survey closed 6/14
  - o 8 responses
- Pop-up event planning in progress
  - Fall Festival September 12-14
- Public Meeting #2 September 19<sup>th</sup>
  - Share vision & goals and potential projects





#### Closed July 24<sup>th</sup>

- Received 21 project forms
- Over \$9.3M in requested NYF funding
- Over \$26.2M in anticipated total project costs





Village of Canastota

#### **NYF Project Form**

The Village of Canastota has been awarded funds through the New York State NY Forward (NYF) program to fund catalytic projects in the downtown to spur revitalization. The Local Planning Committee (LPC) is seeking project proposals from the public for potential projects to be included in Canastota's Strategic Investment Plan. Projects included in the Strategic Investment Plan will be reviewed by New York State and may receive funding from a total allocation of \$4.500.000. Project proposals must be received by 11:59 pm on:

July 21, 2024 July 24, 2024

Deadline was extended on July 19. Applicants are encouraged to submit their form as soon as they are able.

Two informational sessions to learn more about the Open Call for Projects and eligibility requirements will be held.

Drop-In Office Hours Wednesday, June 26 Noon - 2:00pm

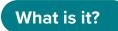
Former Red Onion storefront Corner of Peterboro and Center Streets

Consultant team will be available to answer questions. Zoom Webinar Thursday, June 27 Noon - 1:00pm

Register: https://stantec.zoom.us/ webinar/register/7917182168018/WN\_-AdOxoO2SjCFkuYOdNch0Q 2

# Vision, Goals, & Draft Strategies







## **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.





## **Revised Vision Statement**

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 businesses by providing opportunities to ensure the continued growth and prosperity of the village for generations to come.





## **Revised Goals**

- Spur the Downtown economy
- Enhance quality of life for all residents
- Ensure housing availability and affordability
- Promote tourism opportunities





## **Draft strategies**

- Strategies are action statements to help meet each goal
- Strategies meant to guide village on how to continue revitalization beyond NYF projects

- Each project recommended for NYF funding should connect to a strategy... BUT
- Not all strategies need to be connected to a recommended NYF project.



## **Draft strategies**

#### **GOAL**

# Spur the Downtown economy





#### **STRATEGIES**

Encourage **more small businesses** in and near Downtown

Add sit-down **restaurants** and increase **outdoor dining locations** 

**Fill vacant storefronts** with new productive uses that address local and visitor needs

**Attract high-paying jobs** such as supply chain businesses for chip manufacturing



#### NEW YORK FORWARD

## **Draft strategies**

#### GOAL

**Enhance quality of life for all residents** 

#### **STRATEGIES**

Develop a **public gathering space in Downtown** 

Improve pedestrian and bicycle connections to and through Downtown

Provide recreation and other amenities for families with kids of all ages and seniors





#### NEW YORK FORWARD

## **Draft strategies**

#### GOAL

Ensure housing availability and affordability

#### **STRATEGIES**

**Fill upper floor vacancies** in Downtown buildings with new housing

Add new housing within walking distance of Downtown

Modernize housing supply to support changing local and regional conditions





## **Draft strategies**

#### GOAL

# Promote tourism opportunities



**STRATEGIES** 

**Improve wayfinding** at key gateways such as the Thruway and Seneca Turnpike

Enhance the **Erie Canal as a recreational** and historic attraction

Provide more visitor amenities in Downtown

**Connect trails through Downtown** and the village



#### **QUESTIONS FOR THE LPC**

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

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# Downtown Profile Highlights







## **Downtown Profile and Assessment**

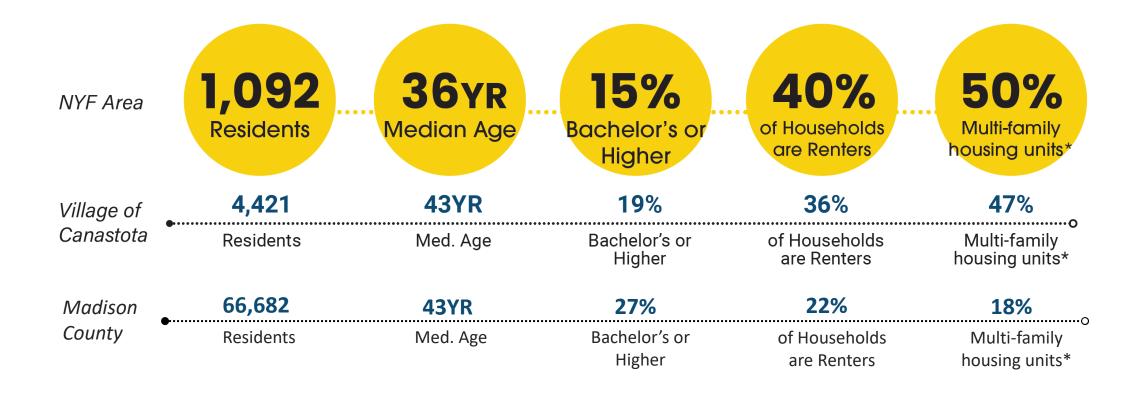
Tells the story of the downtown, including its strengths, challenges, and future potential

- Study Area boundary description and map
- Demographic overview
- Regional and historic context
- Recent plans and investment
- Alignment with REDC strategies
- Physical setting (discussion of topics such as vacancy, land use, resilience concerns, transportation networks)
- Economic trends and opportunities
- Synthesis of trends, challenges, and opportunities





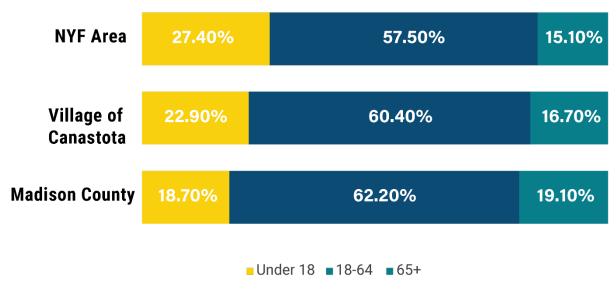
## **Demographic Overview**



#### **Downtown Profile**

# Canastota and the NYF area have a greater share of children and lower share of seniors (65+) than Madison County

This can have implications for the types of housing, services, and recreational opportunities needed in the area.



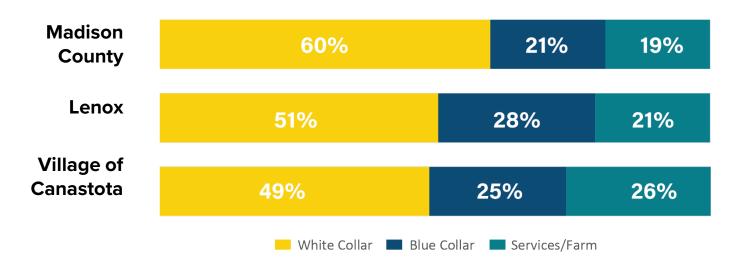




# About half of working residents have white collar jobs.

This is consistent with Lenox but less than Madison County overall.

#### Share of jobs by type:



Source: US Census data





## Canastota has a relatively diverse mix of housing types.

Just under half of Canastota's housing units are in multi-unit buildings.

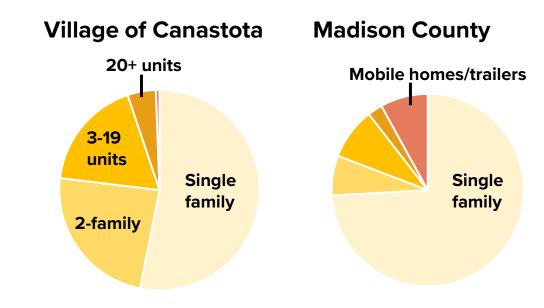
#### **Share of renter-occupied units**

Canastota

**Madison County** 

36% 19%

Source: U.S. Census, 2022



Source: analysis of US Census data





## Canastota's median home value is lower than that of Lenox and Madison County overall.

Canastota offers more affordable options than other parts of the region.



**Village of Canastota** 

Town of Lenox

**Madison County** 

\$134,200 \$160,776 \$162,800

Source: analysis of US Census data; ESRI 2023

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## Project Evaluation Criteria



#### **Project Eligibility**





New Development and/or Rehabilitation of Existing Structures



**Public Improvements** 



**Small Project Fund** 



Branding and Marketing (Physical Components)

## X 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)





## **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
  - 3<sup>rd</sup> party cost estimates

<sup>\*</sup> 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)

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## Open Call Project Submissions





## 15 Potential Projects:

√ \$10.1M

NYF Funds Requested

√ \$29.4M

Total Project Costs

## **6 Small Project Interest:**

√ \$401k

NYF Funds Requested

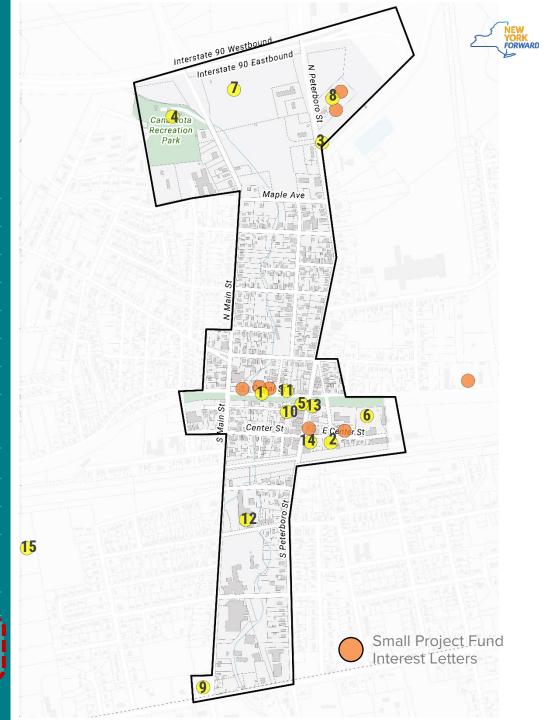
√ \$536k

Total Project Costs

## **Projects Received**

## Potential NYF Fund Projects

		Requested	<b>Total Cost</b>
1.	North Canal Street Enhancements	\$1.61M	\$3.37M
2.	Canastota Fire House Renovations	\$909,000	\$909,000
3.	Canastota Marketing & Signage	\$489,730	\$489,730
4.	Canastota Recreation Park Renovations	\$256,070	\$256,070
5.	Erie Canal History Station	\$92,000	\$92,000
6.	Canalside Pocket Neighborhood	\$500,000	\$15M
7.	Canastota Crossings Business Park	\$1.1M	\$ 3.6M
8.	Boxing Hall of Fame	\$450,000	\$600,000
9.	3329 Seneca Turnpike Building Expansion	\$262,500	\$350,000
	and Jobs Creation		
10.	Erie Canal Brewing Co - NYS Farm Brewery	\$205,800	\$294,000
11.	Renovate 138 Canal St. Commercial for Use	\$171,500	\$245,000
12.	ZEMs/Penny's	\$180,000	\$225,000
13.	Erie Canal Brewing Co -Taproom, Restaurant, &	\$136,500	\$195,000
	Welcome Center		
14.	Renovate 210 S. Peterboro St into commercial space	\$67,500	\$90,000
15.	Canastota Sports Park	\$3.68M	\$3.68M
Outside NYF Study Area			





#### **QUESTIONS FOR THE LPC**

# Should any projects be removed from further consideration?

Should any NYF Area boundary adjustments be made?



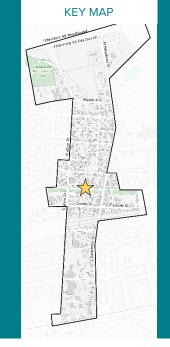
## NYF POTENTIAL PROJECTS RECEIVED

9 private projects + 6 public projects

#### **PUBLIC IMPROVEMENT**

## **North Canal Street Enhancements**

The project will revitalize the Historic Old Erie Canal into a new village park, incorporating streetscape improvements, rotary Park enhancements, a canal overlook, a canal front pavilion, water circulation features, and boat launch.



# **\$1,612,710** NYF Request (47.85%) **\$3,370,571** Total Project Cost

Sponsor: Village of Canastota

Site control: Yes

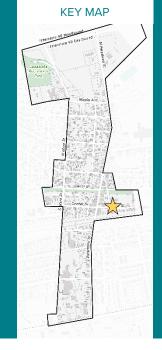
Existing use: Historic Canal District I Public Infrastructure



#### **PUBLIC IMPROVEMENT - BUILDINGS**

### **Canastota Fire House Renovations**

The project aims to modernize and update the Canastota Fire House to comply with the Americans with Disabilities Act (ADA) and enhance its energy efficiency. It includes an elevator installation, window replacement, exterior rehabilitation, restroom renovations, and parking lot paving.



## **\$909,000 NYF Request (100%) \$909,000 Total Project Cost**

Sponsor: Village of Canastota

Site control: Yes

Existing use: Community Services I Fire House



#### **BRANDING AND MARKETING**

## Canastota Marketing & Signage

The project aim to improve event and program information to public and visitors through a new digital sign and three maps/attractions signs.



### \$489,730 NYF Request (100%)

### \$489,730 Total Project Cost

Sponsor: Village of Canastota

Site control: No

Existing use: Public Infrastructure

#### Directional signage/wayfindin

Bie Canal Trail is a regional bike and snowmobile trail and well-used throughout year. County trail is popular biless so, Village wants signage to direct visitors downtown and inform them of services and amenities.



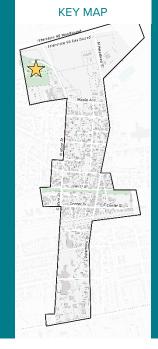




#### **PUBLIC IMPROVEMENT**

### **Canastota Recreation Park Renovations**

The project aims to renovate the Village of Canastota's Recreation Park, enhancing facilities such as dugouts, basketball courts, tennis courts, pickleball courts, fencing, baseball and softball field.



## \$256,070 NYF Request (100%)

\$256,070 Total Project Cost

Sponsor: Village of Canastota

Site control: Yes

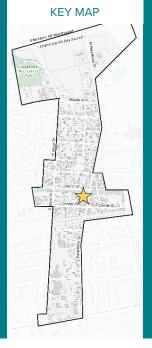
Existing use: Recreation I Park



#### **PUBLIC IMPROVEMENT**

## **Erie Canal History Station**

The project aims to use tactical urbanism to create "The History Station", for educating bicycle tourists and residents about the Old Erie Canal and the Village of Canastota. The project includes bicycle racks, water fountains, bicycle repair stations, phone charging station, information kiosks, benches, audio-visual systems, portable toilet service, fencing, permeable paving and landscaping.



## **\$92,000 NYF Request (100%)**

**\$92,000 Total Project Cost** 

Sponsor: Village of Canastota

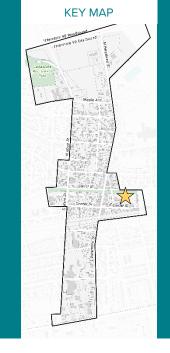
Site control: Yes

Existing use: Public Infrastructure



## **Canalside Pocket Neighborhood**

A winning proposal of the New York Power Authority and the New York State Canal Corporation's Reimagine the Canals Competition, the project aims to redevelop a site into a canalside "pocket" neighborhood, featuring approx. 40 new housing units for diverse income groups that consist of 7–12 new buildings, including single-family homes, townhomes, and an apartment complex.



## **\$500,000 NYF Request (3.3%) \$15,000,000 Total Project Cost**

Sponsor: Madison County & Village of Canastota

Site control: Yes

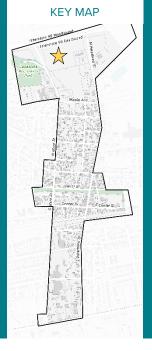
Existing use: Vacant Land





## Canastota Crossings Business Park

The Canastota Crossings project aims to establish a commercial business park on 16 acres, with 14 acres for the development of up to 5 commercial business tenants and 2.5 acres for retail. The project includes grading, stormwater retention, utility services, paving, and landscaping.



## **\$1,077,300 NYF Request (30%) \$3,591,000 Total Project Cost**

Sponsor: MLT Holdings

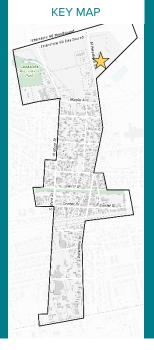
Site control: Yes

Existing use: Vacant Land



# **Boxing Hall of Fame Museum Research Library**

The project aims to build a 2,000-square-foot climate-controlled library room extending off the Hall of Fame Museum, allowing the Hall to display and preserve its extensive collection of boxing research material dating back to the 1800s. The facility will also help preserve Canastota's boxing history, including top contenders, managers, promoters, and trainers, and New York State's distinguished boxing history.



## **\$450,000 NYF Request (75%) \$600,000 Total Project Cost**

Sponsor: International Boxing Hall of Fame

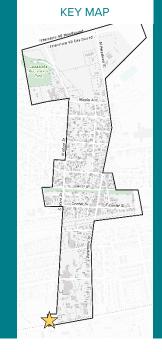
Site control: Yes

Existing use: Museum Building



## 3329 Seneca Turnpike Building Expansion and Jobs Creation

The project involves building a 130 X 37.5 FT warehouse space and replacing the loading dock, aiming to boost sales growth and revitalize the property. This expansion would increase sales tax revenue, hire new employees, and free up rental space for new businesses. The new stockroom would improve operations and safety, while the loading dock would provide safer freight shipping.



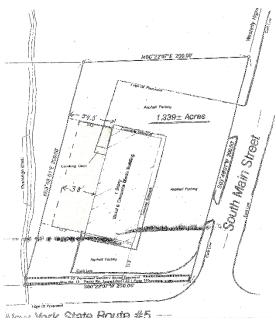
## \$262,500 NYF Request (75%)

\$350,000 Total Project Cost

Sponsor: MGM Holdings, LLC

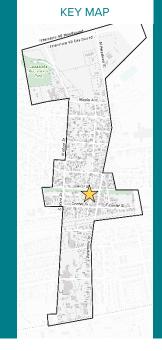
Site control: Yes

Existing use: Commercial/NAPA Auto Parts



## **Erie Canal Brewing Co - NYS Farm Brewery**

The project aims to convert a 9,000SF site consisting of approx. 3,700SF vacant historic Erie Canal building into a NYS farm brewery and tourist destination. The renovation will involve converting the interior into a brew facility, tasting room, educational venue, tourist destination, and packaging facility for off-premium sales. The exterior renovations will include Erie Canal themed exteriors and ample visitor parking.



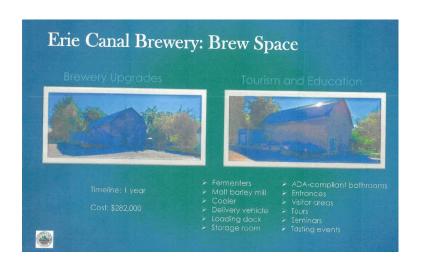
## \$205,800 NYF Request (70%)

\$294,000 Total Project Cost

Sponsor: Erie Canal Brewing Co

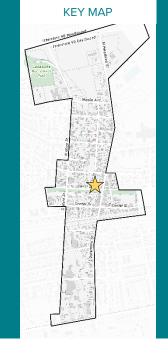
Site control: Yes

Existing use: Commercial I Existing Steel Building



## Renovate 138 Canal St. for Commercial Use

The project aims to revive one of the oldest original structures along the Erie Canal. It consists of two floors totaling 2,480 SF, and sits on an irregular 3,500 SF lot. The completed project would be marketed for lease to local retail or food/beverage establishments. Funds from the NYF program would allow the owner to charge below market rents, attracting entrepreneurs to the location. The project will involve a complete overhaul of the building, including a new facade, front porch, walkways, and interior finishes.

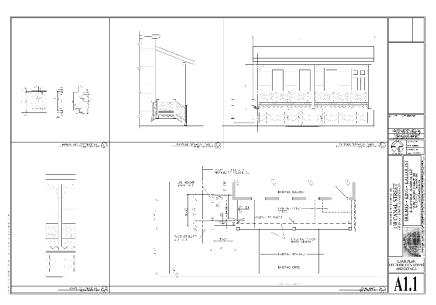


## **\$171,500 NYF Request (70%) \$245,000 Total Project Cost**

Sponsor: John Stimpfle I X10U8, LLC

Site control: Yes

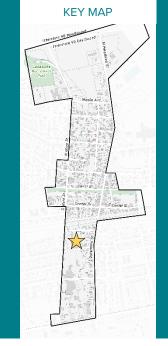
Existing use: Commercial I Old Historical Building



#### **BUILDINGS | PUBLIC IMPROVEMENT**

## ZEMs/Penny's

The project aims to create a 2-acre public space in front of ZEM's/Penny's, renovate local businesses' interior, and add 600ft of new sidewalk, gazebo, music stage, and pavilion. The interior expansion will create more retail space and a Village welcome center.



## **\$180,000 NYF Request (80%) \$225,000 Total Project Cost**

Sponsor: ZEMs Ice Cream and Penny's Candy Co.

Site control: Yes

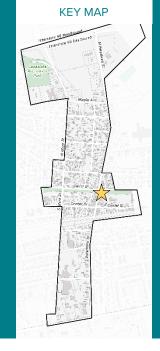
Existing use: Ice Cream Parlor, Mini Golf, Bakery And

Candy Shop



# Erie Canal Brewing Co - Taproom, Restaurant, & Welcome Center

The project aims to restore an unoccupied historic building to a productive facility, promoting local economic growth, creating jobs, providing affordable apartments, attracting tourism, and providing event space. The taproom will feature NY craft beer, wine, and locally sourced food. The project will support transformational goals of the village, including the NY Forward Public Project and proposed changes at the nearby highway exit.

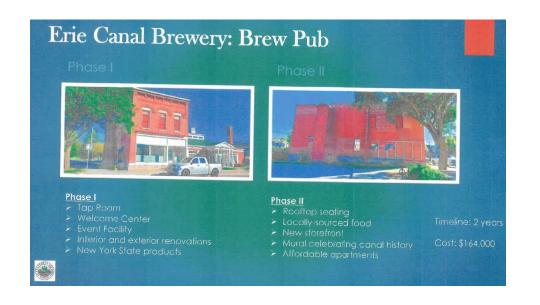


## **\$136,500 NYF Request (70%) \$195,000 Total Project Cost**

Sponsor: Erie Canal Brewing Co

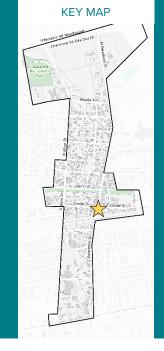
Site control: Yes

Existing use: Vacant Building



# Renovate 210 S. Peterboro St into commercial space

The project includes improvements such as wall repair, flooring installation, electric upgrades, light fixtures, brick wall repainting, exterior window and door replacement, ADA accessibility renovations, and new heating and AC in commercial spaces.



## \$67,500 NYF Request (75%) \$90,000 Total Project Cost

Sponsor: Doug Case I Owner

Site control: Yes

Existing use: Apartment Building With Storefronts



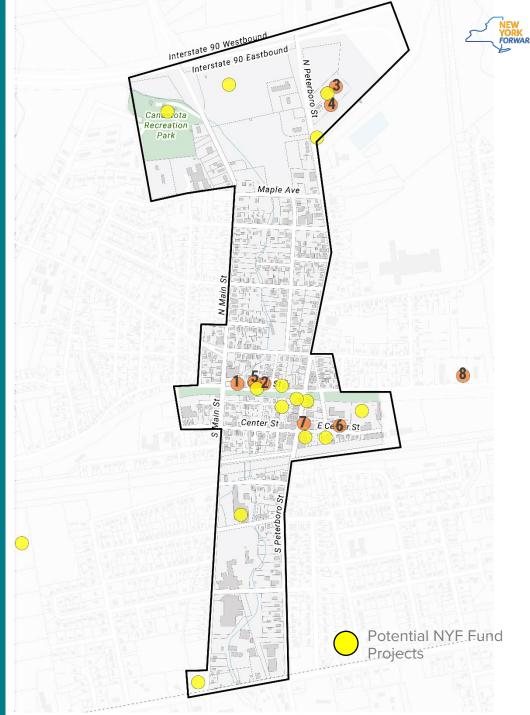


## **SMALL PROJECT INTEREST**

## **Projects Received**

## Potential Small Project Fund Projects

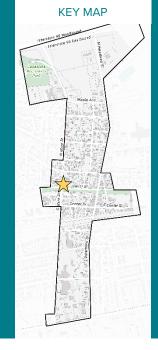
		Requested	Total Cost
1.	186 Canal St. Building Enhancements	\$75,000	\$100,000
2.	150 Canal St. Building Improvements	\$75,000	\$100,000
3.	BHOF Museum Exterior Renovation	\$67,500	\$90,000
4.	BHOF Museum Interior Renovation	\$56,250	\$75,000
5.	184 Canal St. Building Improvements*	\$48,000	\$64,000
6.	132 E. Center St. Building Improvements*	\$38,250	\$51,000
7.	140 S Peterboro St. Building Improvements	???	\$22,320
8.	Greater Lenox Ambulance Services Signage		1
Upgrade		\$25,600	\$34,150
Outside NYF Study Area			



<sup>\*</sup> Interest letter received after deadline

## 186 Canal St. Building Enhancements

The project includes the installation of new windows and HVAC system, upgrading the front facade, and re-establishing a supporting wall to the creek and edge of the backyard.



## **\$75,000 NYF Request (75%)**

\$100,000 Total Project Cost

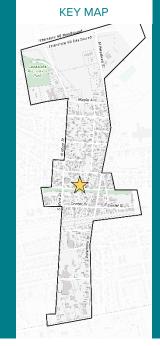
Sponsor: SIA Inc.

Site control: Yes

Existing use: Commercial Residential

## 150 Canal St. Building Improvements

The project includes building renovations, including upper-story residence, HVAC/weatherization, and Canal side patio addition.



## **\$75,000 NYF Request (75%)**

\$100,000 Total Project Cost

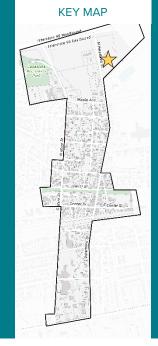
Sponsor: J. Pratt's Real Property LLC

Site control: Yes

Existing use: Residential

## **BHOF Museum Exterior Renovation**

The project aims to renovate the exteriors of the BHOF museum, which includes installing and upgrading new siding, sidewalks, windows, signage, landscaping, and an ADA ramp.



## \$67,500 NYF Request (75%)

\$90,000 Total Project Cost

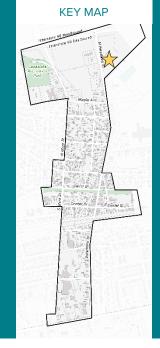
Sponsor: **BHOF** 

Site control: Yes

Existing use: Museum

### **BHOF Museum Interior Renovation**

The project aims to renovate the interiors of the BHOF museum, which includes upgrading exhibit display cases, installing interactive displays, new carpets and interior painting, and replacing the bathroom floor.



## \$56,250 NYF Request (75%)

**\$75,000 Total Project Cost** 

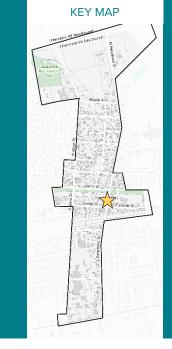
Sponsor: **BHOF** 

Site control: Yes

Existing use: Museum

## 140 S Peterboro St. Building Improvements

The project includes replacing the front door, upgrading top and side windows with energy-efficient models, and repairing the brick wall at the rear of the building.



**\$XX NYF Request (X%)** Not specified

## \$22,321.50 Total Project Cost

Sponsor: Textures Hair Salon

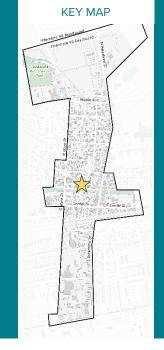
Site control: Yes

Existing use: Hair Salon



## 184 Canal St. Building Improvements

The project includes replacing the roof, front windows, leveling the porch, adding new electric wiring throughout the building, and updating two hot water tanks and one furnace.



## \$48,000 NYF Request (75%)

### \$64,000 Total Project Cost

Sponsor: Canal Street Partners, LLC

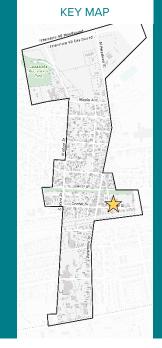
Site control: Yes

Existing use: Commercial Residential



## 132 E. Center St. Building Improvements

The project includes replacing the roof, restoring brick and mortar in several places, adding new electric wiring throughout the building, and updating the dated gravity feed boiler.



## \$38,250 NYF Request (75%)

**\$51,000 Total Project Cost** 

Sponsor: Canal Street Partners, LLC

Site control: Yes

Existing use: Residential

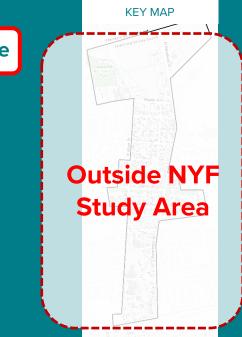


## **OUTSIDE NYF AREA**



## **Canastota Sports Park**

The project aims to create a new public park for recreational, athletic, and leisure activities in the village that includes athletic fields, walking path, pavilion, amphitheater, public restroom, parking, lighting and landscaping.



**\$3,676,998 NYF Request (100%) \$3,676,998 Total Project Cost** 

Sponsor: Village of Canastota

Site control: Yes

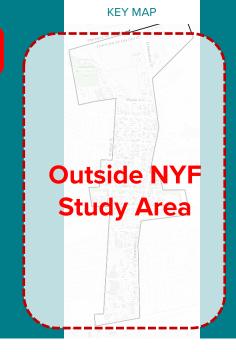
Existing use: Vacant Land



May not be eligible

# **Greater Lenox Ambulance Services Signage Upgrade**

The project includes replacing the Greater Lenox Ambulance Services's outdated sign with a new LED sign.



## \$25,600 NYF Request (75%)

## **\$34,150 Total Project Cost**

Sponsor: Greater Lenox Ambulance Services

Site control: Yes

Existing use: Ambulance Service Building



#### **QUESTIONS FOR THE LPC**

Should any projects be removed from further consideration?

Should any NYF Study Area adjustments be made?

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# **Upcoming Dates**





## **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** 

Fall Festival, September 12-14

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## Public Comment

