

NY Forward

Village of Canastota

Public Workshop #2

September 19, 2024



Agenda

1. Planning Updates
2. Canastota's NYF Vision & Goals
3. Projects Being Considered for NYF Funding
4. Next Steps
5. How to Provide Input Tonight

1

Planning Updates



Engagement Updates

- **Public Meeting #1**
 - Held May 30th at Canastota Junior-Senior High School
 - 20+ attendees, including several LPC members
 - Online survey ran through 6/14 with same questions from meeting
- **Pop-up event**
 - Held at Fall Festival on September 12



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***

2

***Vision, Goals,
& Draft
Strategies***



What is it?

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.

Shaping the vision statement

Canastota's NYF vision statement was shaped by public input from the first public meeting.



Vision

Canastota's NYF Vision Statement

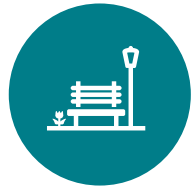
Canastota, an Erie Canal community with a rich history and a prime location in Central New York, has a welcoming and lively Downtown with popular small businesses, a variety of housing options, and attractive amenities for residents and visitors. The Village of Canastota is creating a better community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

Goals

Canastota's NYF Goals



Spur the Downtown economy



Enhance quality of life for all residents



Ensure housing availability and affordability



Promote tourism opportunities

3

***Projects Being
Considered for
NYF Funding***



Eligible project types



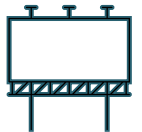
New Development and/or Rehabilitation of Existing Structures



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:

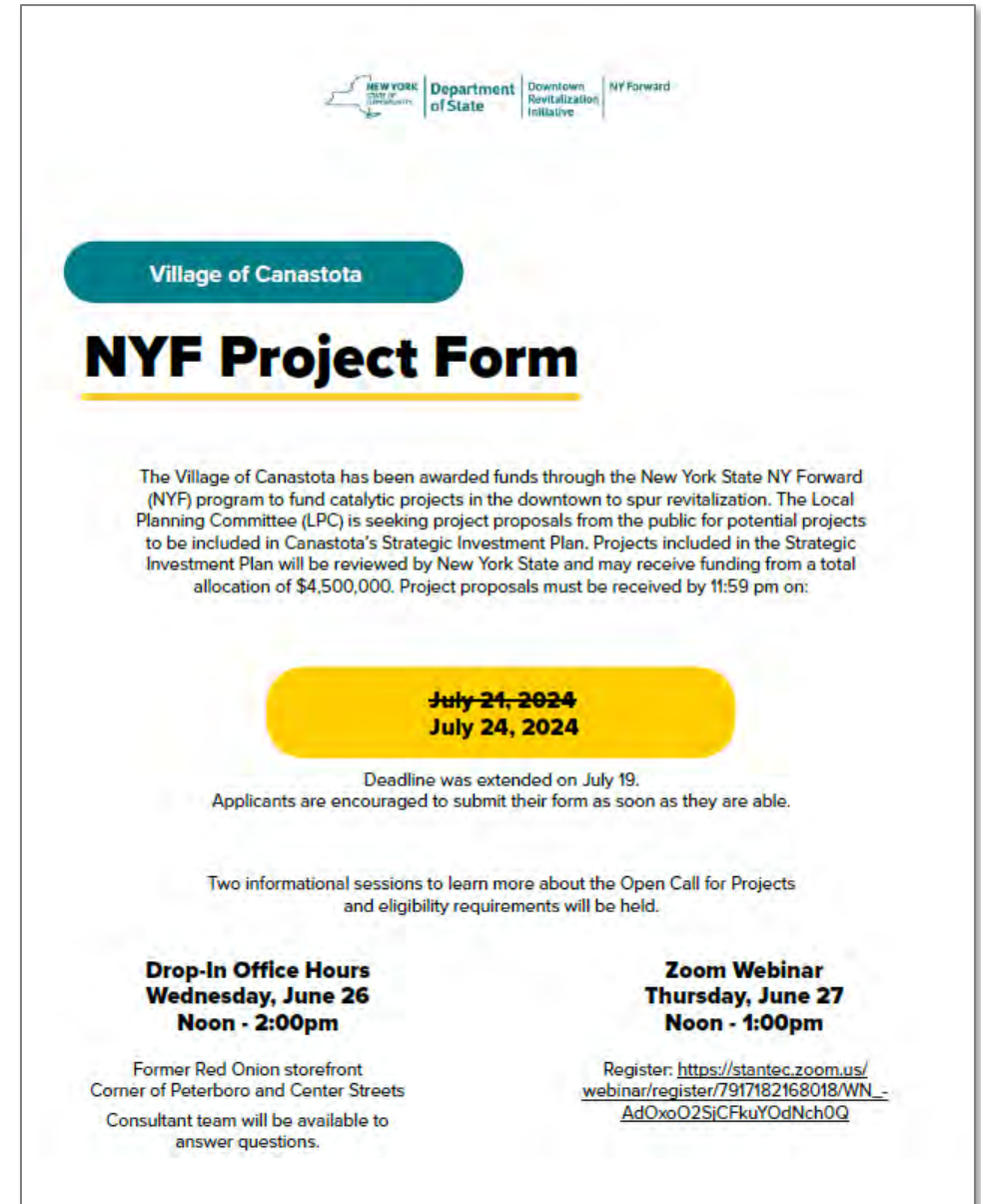
-  Identified project sponsor with capacity and legal authority to undertake project
-  Project sponsor has site control
-  Large enough to be truly transformative to downtown (\$75,000+ total cost)
-  Must be able to break ground within two years of receiving NYF award
-  Financing commitments largely secured – or demonstrated to be able to be secured
-  Includes decarbonization techniques
(if new construction, substantial renovation, or building addition)

Open Call for Projects

Closed July 24th

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

** Note: These figures have changed during the project review process*



NEW YORK STATE DEPARTMENT OF STATE Downtown Revitalization Initiative NY Forward

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/join/7917182168018/WN_AdOxoO25jCFkuYOdNch0Q

15 Potential Projects:

✓ ***\$6.9M***

NYF Funds Requested

✓ ***\$32.1M***

Total Project Costs

5 Small Project Interest:

✓ ***\$279K***

NYF Funds Requested

✓ ***\$372K***

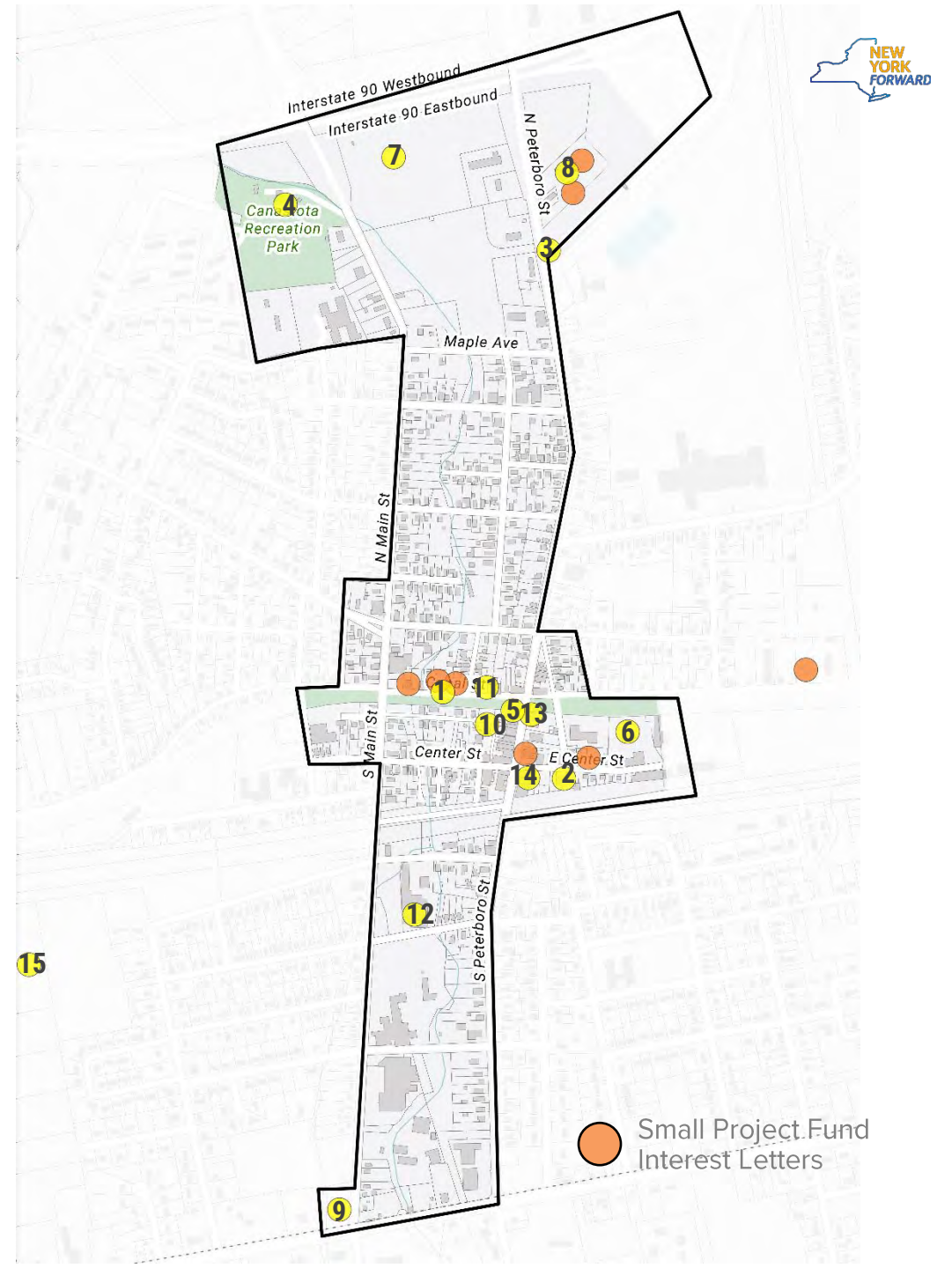
Total Project Costs

Projects Received

Potential NYF Fund Projects

	Requested	Total Cost
1. North Canal Street Enhancements	\$1.61M	\$3.37M
2. Canastota Fire House Renovations	\$909,000	\$909,000
3. Canastota Marketing & Signage	\$290,000	\$290,000
4. Canastota Recreation Park Renovations	\$256,000	\$256,000
5. Erie Canal History Station	\$92,000	\$92,000
6. Canalside Pocket Neighborhood	\$500,000	\$21M
7. Canastota Crossings Business Park	\$1.1M	\$ 3.6M
8. Boxing Hall of Fame	\$123,750	\$165,000
9. 3329 Seneca Turnpike Building Expansion and Job Creation	\$262,500	\$350,000
10. Establish the NYS Farm Brewery	\$825,000	\$575,000
11. Renovate 138 Canal St. Commercial for Use	\$171,500	\$245,000
12. ZEMs/Penny's Expansion	\$180,000	\$225,000
13. Create Taproom, Restaurant, & Welcome Center	\$645,000	\$450,000
14. Renovate 210 S. Peterboro St. into Commercial Space	\$67,500	\$90,000
15. Canastota Sports Park	\$1M	\$1M

Outside NYF Study Area



NYF POTENTIAL PROJECTS RECEIVED

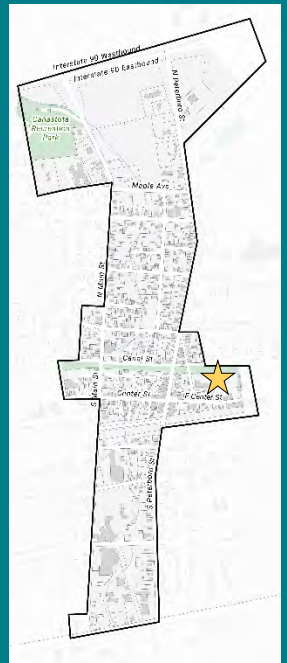
9 private projects + 6 public projects



BUILDINGS

Canalside Pocket Neighborhood

The project will redevelop a vacant site one block from downtown 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, senior housing, an apartment complex, retail, and community amenities.



\$500,000 NYF Request (2.4%)
\$21,174,000 Total Project Cost

Sponsor: Madison County & Village of Canastota

Site control: Yes

Existing use: Vacant Land



Proposed Concept

Canalside Pocket Neighborhood

Mix of housing types:

- Single-family
- Townhouses
- Senior apartments
- Small apartment buildings

Canal amenities:

- Dock and deck
- Pedestrian bridge over canal

Commercial space



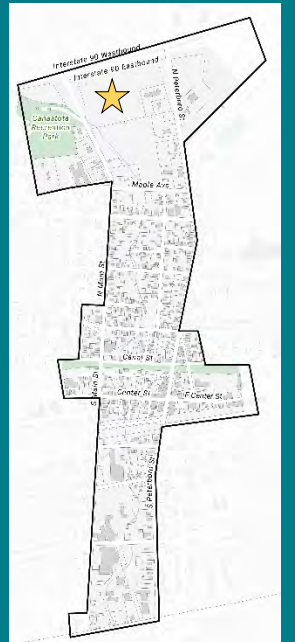
Proposed Concept



BUILDINGS

Canastota Crossings Business Park

The Canastota Crossings project will create a commercial business park on 16 undeveloped acres at the NY Thruway ramps. Up to 5 commercial business tenants are anticipated and about 2.5 acres may be reserved 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

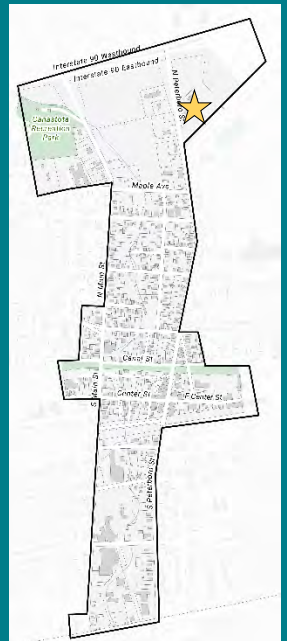
Site control: Yes

Existing use: Vacant Land



Boxing Hall of Fame Museum Renovations

The project will renovate the exterior and interior of this significant tourist attraction. Exterior improvements include installing new siding, sidewalks, windows, signage, landscaping, and an ADA ramp. Interior improvements include upgrades to exhibit display cases, installing interactive displays, new carpets and interior painting, and bathroom renovations. **Project scope in development**



\$123,750 NYF Request (75%)
\$165,000 Total Project Cost

Sponsor: International Boxing Hall of Fame

Site control: Yes

Existing use: Museum Building



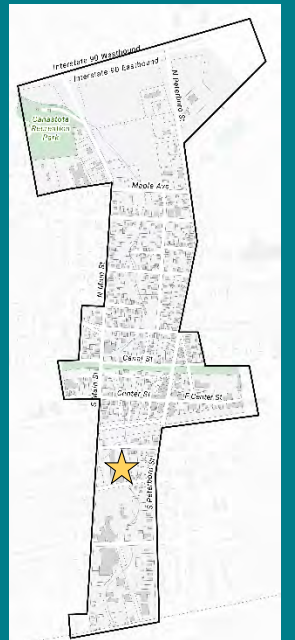
Existing conditions



BUILDINGS | PUBLIC IMPROVEMENT

ZEMs/Penny's Expansion

The project will 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



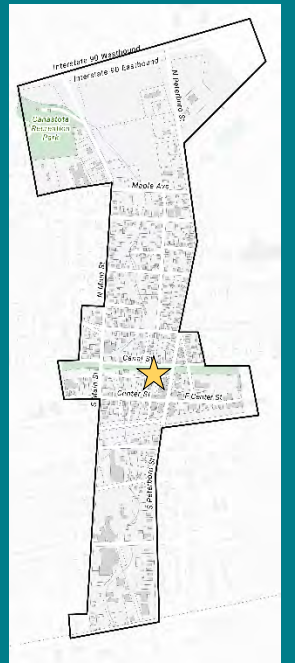
Sponsor sketch of improvements



BUILDINGS

Establish the NYS Farm Brewery

The project will convert a 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.



\$575,000 NYF Request (70%)
\$825,000 Total Project Cost

Sponsor: Erie Canal Brewing Co

Site control: Yes

Existing use: Vacant Building



Existing conditions



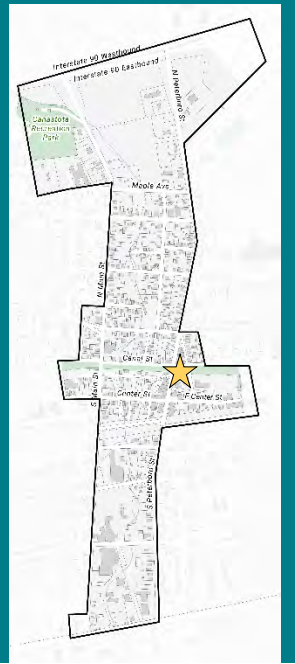
Precedent image



BUILDINGS

Create Taproom, Restaurant, & Welcome Center

The project will 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.



\$450,000 NYF Request (70%)
\$645,000 Total Project Cost

Sponsor: Erie Canal Brewing Co

Site control: Yes

Existing use: Vacant Building



Existing conditions



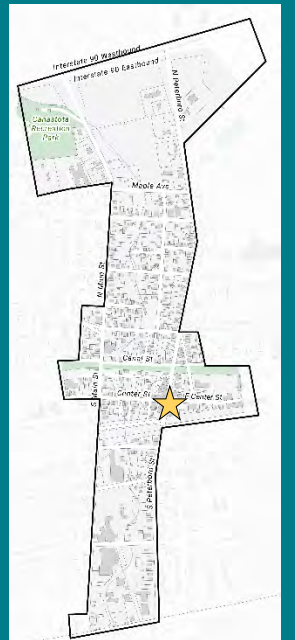
Precedent image



BUILDINGS

Renovate 210 S. Peterboro St into Commercial Space

The project will renovate a portion of the ground floor commercial space and hallways on the 2nd and 3rd floors. Improvements include 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: CNY Mechanical Services LLC

Site control: Yes

Existing use: Apartment Building with Storefronts



Existing conditions



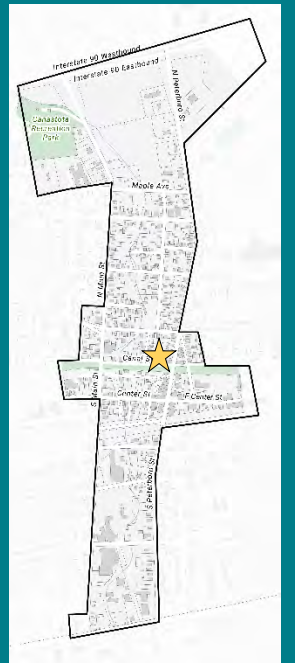
Existing conditions



BUILDINGS

Renovate 138 Canal St. for Commercial Use

The project will revive one of the oldest original structures along the Erie Canal. It will involve a complete overhaul of the building, including a new facade, front porch, walkways, and interior finishes. The completed project will be marketed for lease to local retail or food/beverage establishments at below-market rents, attracting entrepreneurs to the location.



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

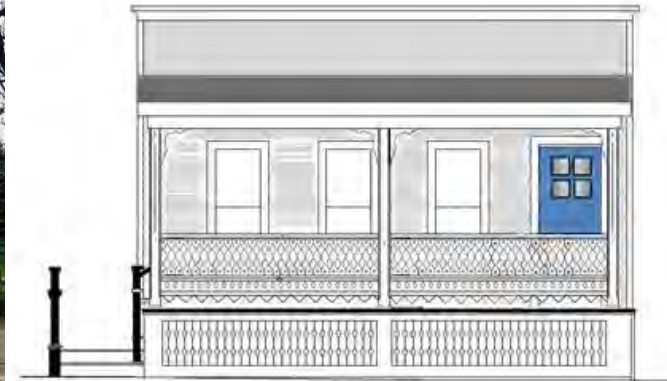
Sponsor: X10U8, LLC

Site control: Yes

Existing use: Commercial I Historic Building



Existing conditions



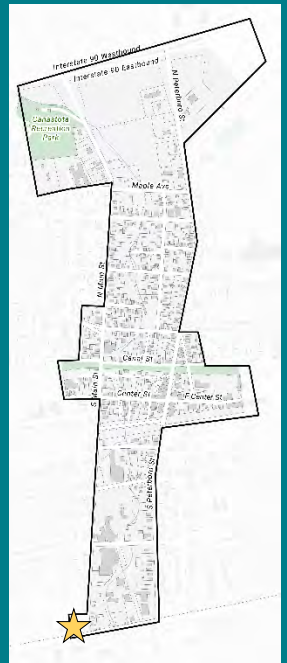
Proposed



BUILDINGS

3329 Seneca Turnpike Building Expansion and Job Creation

The project involves building a new 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 and hire new employees. It will also create a new rental space in the building for another business.



\$262,500 NYF Request (75%)
\$350,000 Total Project Cost

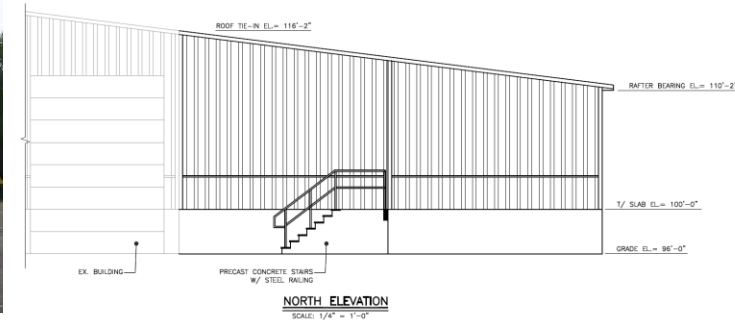
Sponsor: MGM Holdings, LLC

Site control: Yes

Existing use: Commercial/NAPA Auto Parts



Existing conditions

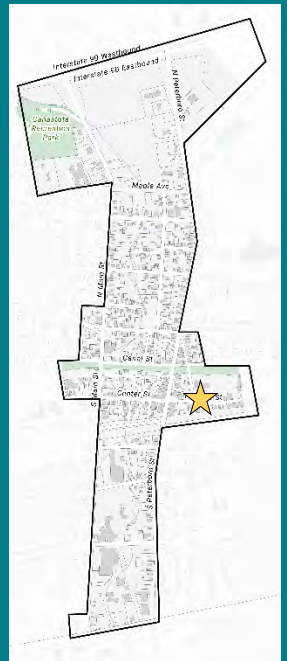


Proposed



Canastota Fire House Renovations

The project will modernize the Canastota Fire House's public meeting space for ADA accessibility and enhanced energy efficiency. It includes an elevator installation, restroom renovation, window replacement, and exterior rehabilitation.



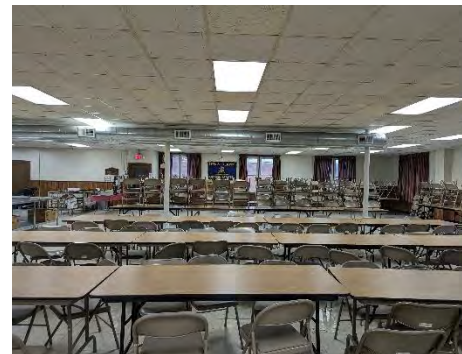
\$909,000 NYF Request (100%)

\$909,000 Total Project Cost

Sponsor: Village of Canastota

Site control: Yes

Existing use: Community Services | Fire House



Existing conditions



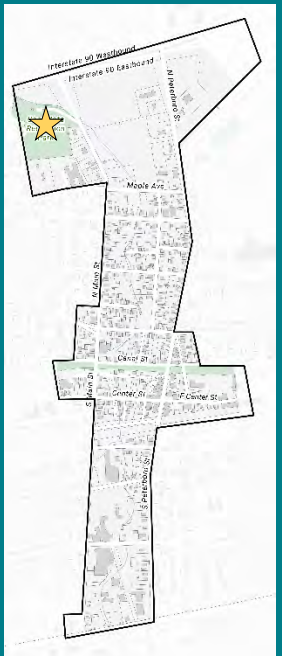
Existing conditions



PUBLIC IMPROVEMENT

Canastota Recreation Park Renovations

The project will renovate the Village of Canastota's heavily-used Recreation Park. It will include resurfacing basketball and tennis courts, adding a pickleball court, replacing dugouts and fencing, and creating a secondary park entrance with additional parking..



\$256,000 NYF Request (100%)

\$256,000 Total Project Cost

Sponsor: Village of Canastota

Site control: Yes

Existing use: Recreation I Park



Existing conditions



Proposed park improvements

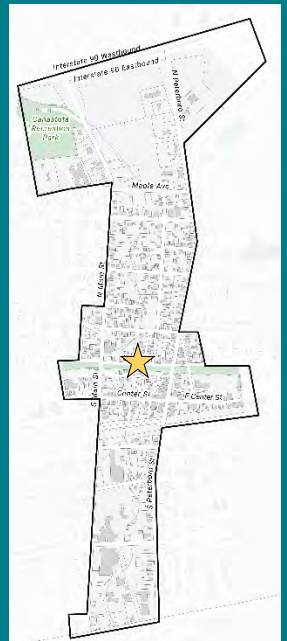
Google Maps: 43.088597616512224, -75.75744589395044



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.



\$1,612,700 NYF Request (47.85%)

\$3,370,500 Total Project Cost

Sponsor: Village of Canastota

Site control: Yes

Existing use: Historic Canal District I Public Infrastructure



Proposed conditions



North Canal Street Enhancements



- 01. Erie Canalway Trail - West Gateway
- 02. Timber Guide Rail, Typ.
- 03. Existing Overhead Utility Lines & Poles, Typ.
- 04. Interpretive Signage, Typ.
- 05. Pedestrian Scale Light Pole, Typ.
- 06. Special Pavement Seating Area with Planters, Typ.

- 07. Multi-Use Trail, Typ.
- 08. Sidewalk, Typ.
- 09. Canal Aerator Bubbler, Typ.
- 10. On-Street Parallel Parking (33 spaces +/-)
- 11. Crosswalk, Typ.
- 12. Canal Overlook with Seating

- 13. Accessible Kayak Launch & Floating Dock
- 14. Dock Gangway
- 15. Terraced Canalfront Seating
- 16. Canalfront Gateway Pavilion with Seating
- 17. Canastota Canal Town Museum
- 18. Picnic Tables, Typ.

- 19. Bicycle Racks, Typ.
- 20. Mural Wall - Free Standing, Typ.
- 21. Bill Sharpe Memorial Park (Rotary Park)
- 22. Village Gateway
- 23. Tree Lawn & Street Tree Plantings, Typ.
- 24. Erie Canalway Trail - East Gateway



PUBLIC IMPROVEMENT

North Canal Street Enhancements

Proposed Conditions



Proposed Conditions

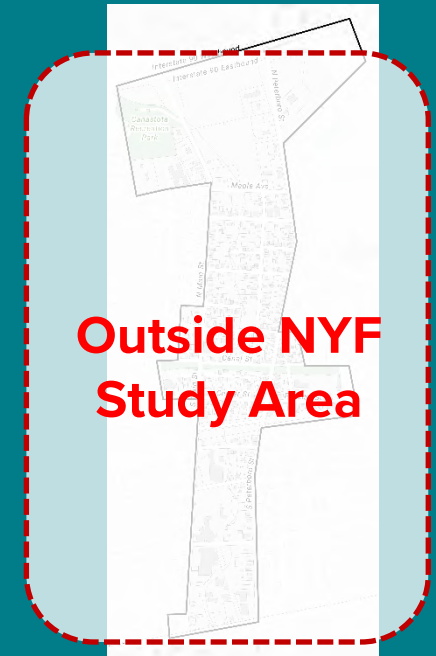




PUBLIC IMPROVEMENT

Canastota Sports Park

The project will install the first phase of a new public park for recreational, athletic, and leisure activities. The scope may include a walking path, athletic fields, parking, lighting and/or landscaping. **Project scope in development**



\$1,000,000 NYF Request (100%)

\$1,000,000 Total Project Cost

Sponsor: Village of Canastota

Site control: Yes

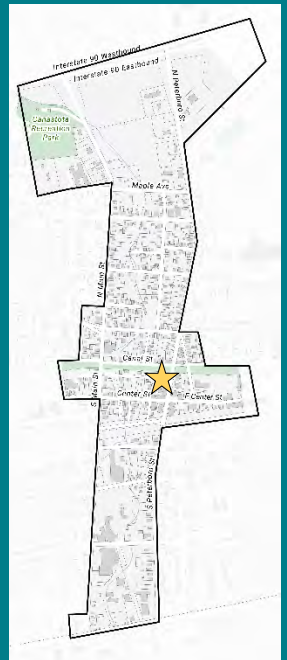
Existing use: Vacant Land





Erie Canal History Station

The project will renovate and expand "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



Existing conditions



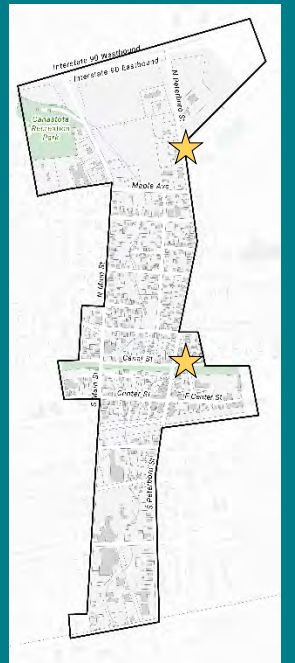
Proposed improvements



BRANDING AND MARKETING

Canastota Marketing & Signage

The project will promote village attractions to drivers coming from the NY Thruway and bicyclists and other trail users along the Empire State Trail. It includes a digital sign and gateway landscaping at the Thruway and three local attractions signs at key trail points.



\$290,000 NYF Request (100%)

\$290,000 Total Project Cost

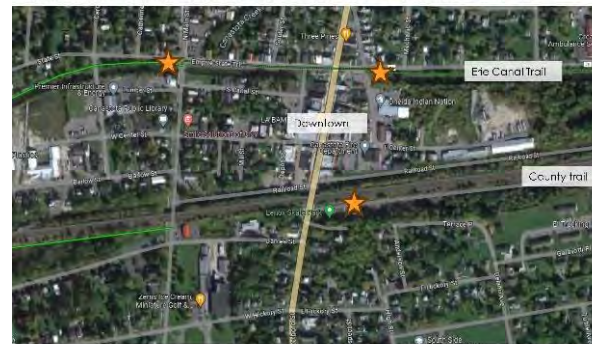
Sponsor: Village of Canastota

Site control: Yes

Existing use: Public Infrastructure

Directional signage/wayfinding

Empire State Trail is a regional bike and snowmobile trail and well-used throughout year. County trail is popular but less so. Village wants signage to direct visitors downtown and inform them of services and amenities.



★ Potential signage location
Map and list of attractions/services



Gateway sign example

4

Next Steps



NY Forward Process

Late Oct

- LPC votes to recommend a list of projects totaling \$6-8M in NYF funding requests

Nov 2024

- Strategic Investment Plan (SIP) submitted to State

Early 2025

- State agencies review SIP and make final project selections for Village's \$4.5M award

NY Forward Process

***2nd half
2025+***

- Project implementation begins
 - After sponsor finalizes contract with State agency
 - Within two years of award contract being signed

***Project
Completion***

- Sponsor reimbursed for their NY Forward award amount after project completed

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

5

***How to
Provide Input
Tonight***



Collecting Input

Project Open House

Grab a worksheet and visit the poster gallery

For each project on the worksheet:

- Review the poster information
- Share your level of support and respond to other questions on worksheet

Please return your worksheet once you've completed it for all projects



Collecting Input

Online Feedback

Project information will be posted on the Village website along with a survey similar to the worksheet for anyone unable to attend tonight.

Tell your friends!

Survey will close on **Friday, October 4**

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



How Your Feedback Will Be Used

Public feedback is one of several aspects evaluated for each project.

Worksheet responses and online survey feedback will be summarized and presented to the LPC at their next meeting.

‘Public support’ is part of each project profile in the Strategic Investment Plan (SIP).



THANK YOU!