

VILLAGE OF
HOMER
BUILDING ON HISTORY

Downtown Revitalization Initiative
Local Planning Committee Meeting 3
Thursday, August 3, 2023

Introduction and Agenda

- ◆ Welcome & Reintroductions
- ◆ Review of Roles
- ◆ Revisit Project Schedule
- ◆ Community Engagement Update
- ◆ Updated Vision and Draft Goals
- ◆ Open Call for Projects
- ◆ Public Projects
- ◆ Private, Non Profit, and Small Project Fund Projects
- ◆ Questions
- ◆ Public Comment

Code of Conduct Preamble

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.

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.

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



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



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

- ◆ Discussion about PW 1 & Pop Up 1
- ◆ Overview of survey responses
- ◆ Review updated Vision & new preliminary Goals
- ◆ Review submitted projects

Public Engagement Review



Public Workshop 1

◆ July 6th, 5 - 7 PM

- Vision Statement Exercise
 - ◆ Focus on waterfront / riverfront access
 - ◆ Emphasize historic charm and arts
 - ◆ Needs to be inclusive
 - ◆ Important to protect historic buildings
 - ◆ Suggested new signage throughout Village
 - ◆ Echoed LPC desires for pedestrian safety
- Group Exercise
 1. What do you love about this area?
Historic character, Village Green, architecture
 2. What opportunities do you see for the area?
Building on history, attracting families
 3. What are the area's challenges?
Providing affordable housing, improving infrastructure
 4. What are your Top 5 priorities?
Walkable downtown, river access, diverse housing



Pop Up 1

◆ July 15th, 9 AM – 1 PM

- Project Exercise
 - ◆ **Transportation/Mobility** – bike connections, improved bridges, connected sidewalks, crosswalks
 - ◆ **Environment** – more trees, connect green space with trails, bike lanes
 - ◆ **Housing** – restore historic and older homes, more accessible/smaller homes (1 floor)
 - ◆ **Economic Development** – Circus House, Little White church, bookstore, diner, hotel & spa
 - ◆ **Workforce Development** – Training, workforce housing, affordable housing
 - ◆ **Recreation** – places for kids to bike/skate/scooter, splash pad, nature trail and center, fitness park



Online Survey Responses

- ◆ Purpose of the DRI Survey
 - Gauge attitudes and insights about downtown
 - Understand current downtown use patterns
 - Gather ideas for downtown revitalization
- ◆ Survey Response Summary
 - 330+ respondents
 - Survey responses collected between July 10 and 27
 - Survey promotion:
 - ◆ DRI page on Village's website
 - ◆ QR CODE
 - ◆ Eblast
 - ◆ Holiday in Homer
 - ◆ Facebook



Online Survey Responses

◆ Survey respondents

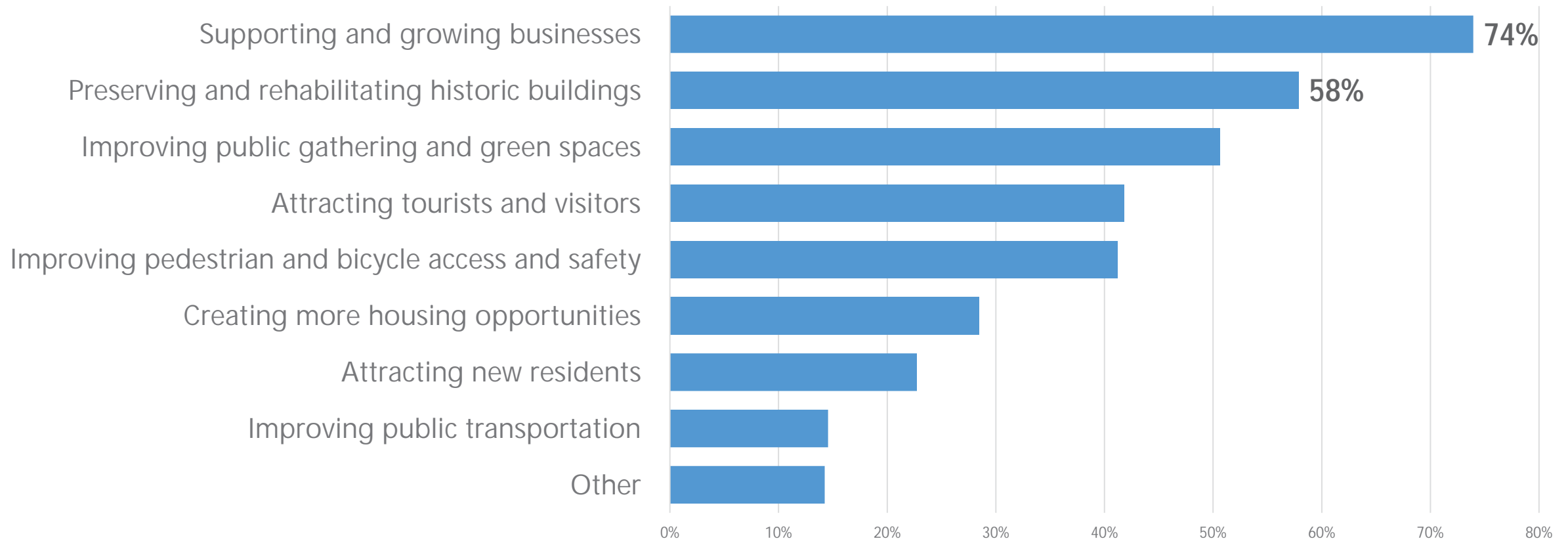
- Live in Homer (77%) and have for more than 10 years (56%)
- Most are age 40-64 (52%), and a third are 18-39 years of age (great news!)

◆ What brings survey respondents downtown?

- Food! Eating in restaurants or getting takeout (82%)
- Errands such as bank, post office, shopping (80%)
- Recreation including events (46%)
- Work/school (34%)
- Live downtown (21%) (more great news!)
- Other: Healthcare, faith community, Center for the Arts, Phillips Library, walking
- Never go downtown: 1% (4 people, let's go find them!)

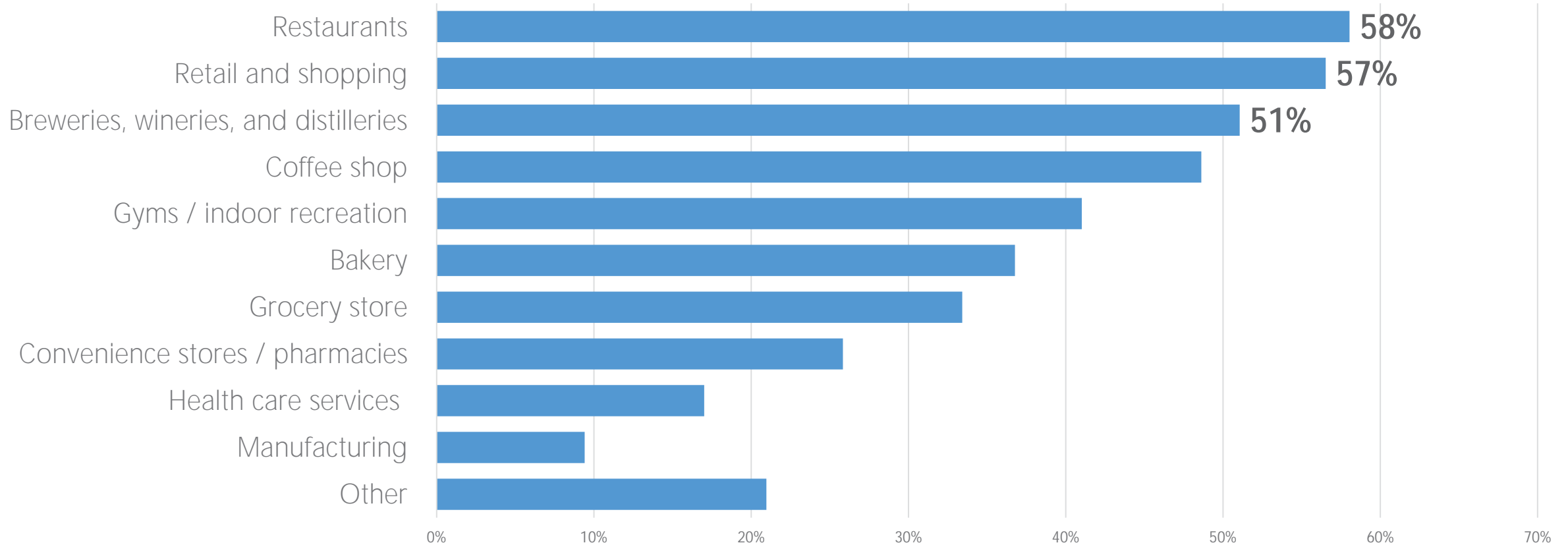
Online Survey Responses

Highest priorities for downtown Homer?



Online Survey Responses

Types of new businesses for downtown Homer?



Vision for Downtown

“Downtown Homer is a place of connections. Its charming, walkable downtown is easy to find and hard to miss. Visitors and tourists alike will forge lasting connections with downtown Homer and its unique mix of shopping and dining destinations, open spaces, and historic and cultural resources.”

Homer invites people from all walks of life to connect with a wide diversity of creative expression in the visual, performing, and literary arts. Through its Downtown Revitalization Initiative, downtown Homer has realized a thriving, safe and sustainable future with economic and social benefits for everyone.”

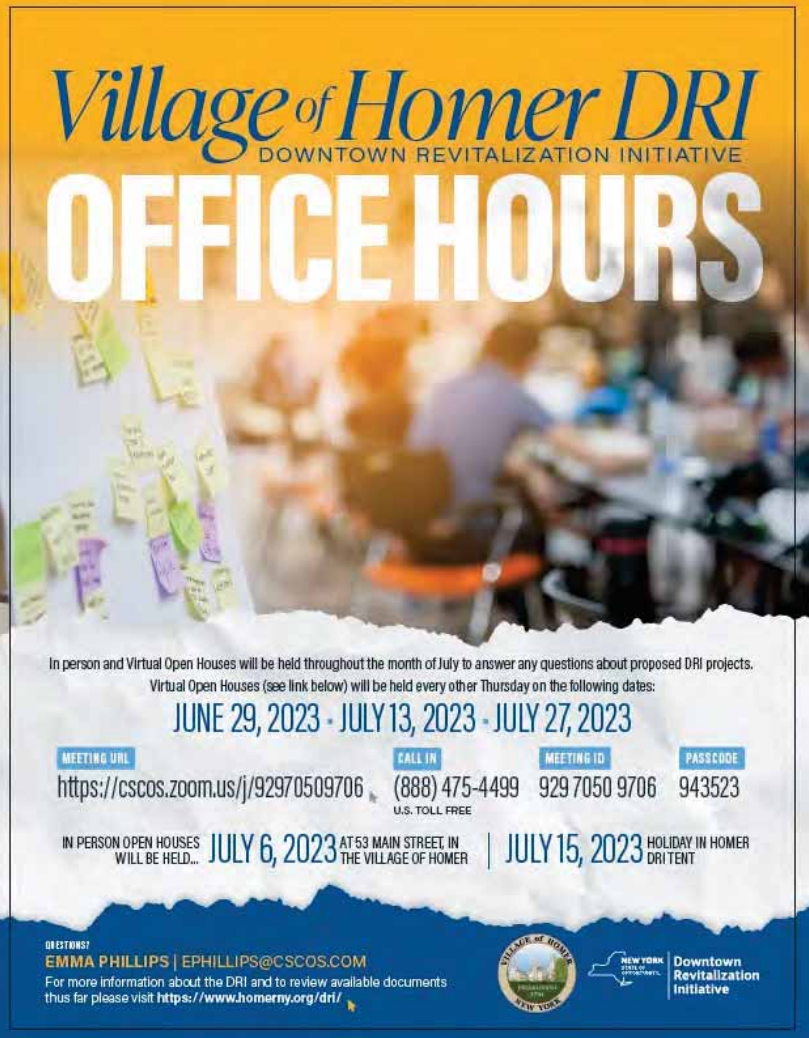
Draft Goals

Our goals are to create a downtown that:

- ◆ Is an incubator for the arts and artists
- ◆ Attracts culture and heritage tourists, historians, and scholars
- ◆ Connects to our waterway for recreation, relaxation and enjoyment
- ◆ Is united by our sense of common purpose in preserving an inclusive smalltown character
- ◆ Has a wealth of social capital, nurturing our neighbors and supporting our small businesses and social enterprises
- ◆ Is easy to move around in, is safe and appealing for all modes of transportation
- ◆ Provide diverse and ample housing for all needs and ages

Open Call for Projects

- ◆ Open Call for Projects opened on June 16th
- ◆ Remained open until August 1st
- ◆ Consultant team led Info Session on June 21st from 3:00 to 4:00 PM – recorded and available on Homer DRI page
- ◆ Consultant team held office hours on July 6th, 13th, 15th, and 27th



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
https://cscos.zoom.us/j/92970509706	(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
For more information about the DRI and to review available documents thus far please visit <https://www.homerny.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

NYS DRI Goals

- ◆ Create an active downtown with a strong sense of place.
- ◆ Attract new businesses that create a robust mix of shopping, entertainment and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries.
- ◆ Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region.
- ◆ Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.
- ◆ Grow the local property tax base.
- ◆ Provide amenities that support and enhance downtown living and quality of life.
- ◆ Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.

Regional Economic Development Council Goals

- ◆ Strategy 3: Cultivate an Inclusive Regional Economy
 - Tactics:
 3. Revitalize strategic urban spaces to remove neighborhood blight and promote homeownership.
 4. Invest in the human capital pipeline through educational advancement opportunities.
 5. Target geographic location of future industrial investments in communities of distress.

- ◆ Strategy 5: Continue to Grow and Invest in a Globally Competitive Ecosystem for Innovation and Entrepreneurship
 - Tactics:
 1. Grow neighborhoods of entrepreneurship by investing in broadband, entrepreneurship programming, and multi-use building renovations.
 2. Enhance the availability of seed capital to regional entrepreneurs.
 3. Target entrepreneurship assistance, capital and programming at minority-, women- and veteran-owned startups.

- ◆ Strategy 7: Build Welcoming and Connected World-Class Communities
 - Tactics:
 1. Develop environments to make arts and cultural institutions more competitive and sustainable.
 3. Catalyze adaptive reuse of historic, vacant, and underutilized properties.
 4. Support anchor institution investment in urban communities.
 5. Grow and support destination tourism assets.

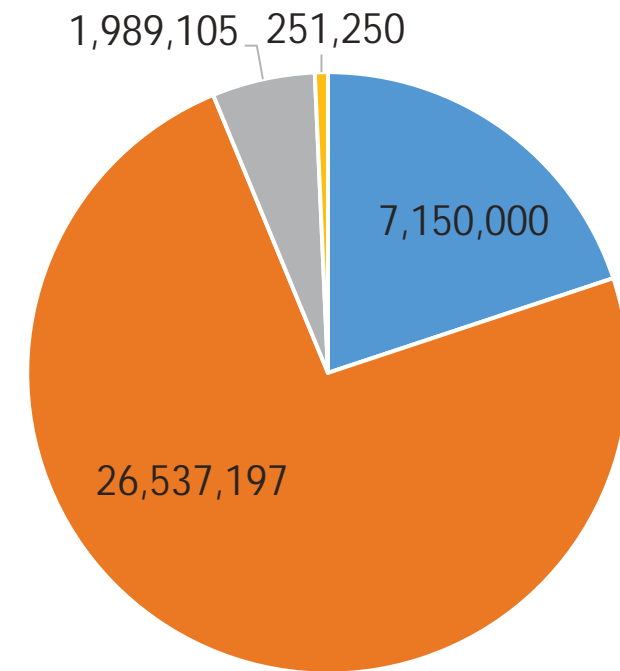
Decarbonization Requirements

- ◆ 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

Submitted Projects

- ◆ 32 total projects
- ◆ ~35 million in requested funding
- ◆ ~ 69 million in total project costs
- ◆ Goal is to be near ~14 million
- ◆ Total project costs and requested funding will change after project team works with sponsors and estimators.
- ◆ More accurate numbers in September / October

Project Requests Distribution



■ Public Projects ■ Private Projects ■ Non Profit Projects ■ SPF

Public Projects

- ◆ Streetscape Improvements and Pedestrian Enhancements - \$3.8-6.3 million
 - Pine Street & Wall Street
 - Main Street
- ◆ Downtown Gateway Improvements – \$950,000
 - Cayuga Street at 281 & North and South Main Street Gateways
- ◆ Homer Festival Grounds - \$1,250,000
- ◆ Downtown Marketing and Signage Plan - \$250,000
- ◆ Building Renovation Program (Small Project Fund) - Pending
- ◆ Public Art Program (murals, sculptures) – \$100,000
- ◆ Lincoln Statue - \$500,000
- ◆ Water Street Bridge - \$300,000

Private Projects

- ◆ *Pine Street Complete Renovation and Site Rehab - 8-12 Pine Street.* Renovation of 4,500 square feet (3 units) with plans of an addition of 4,500 sq. feet which will house 4 new units (7 units total).
 - Sponsor – Paul Armiedo, Armiedo Property Management LLC
 - Total Project Cost - \$1,189,263
 - Requested DRI Amount - \$475,705
 - Other funding sources – Private Equity



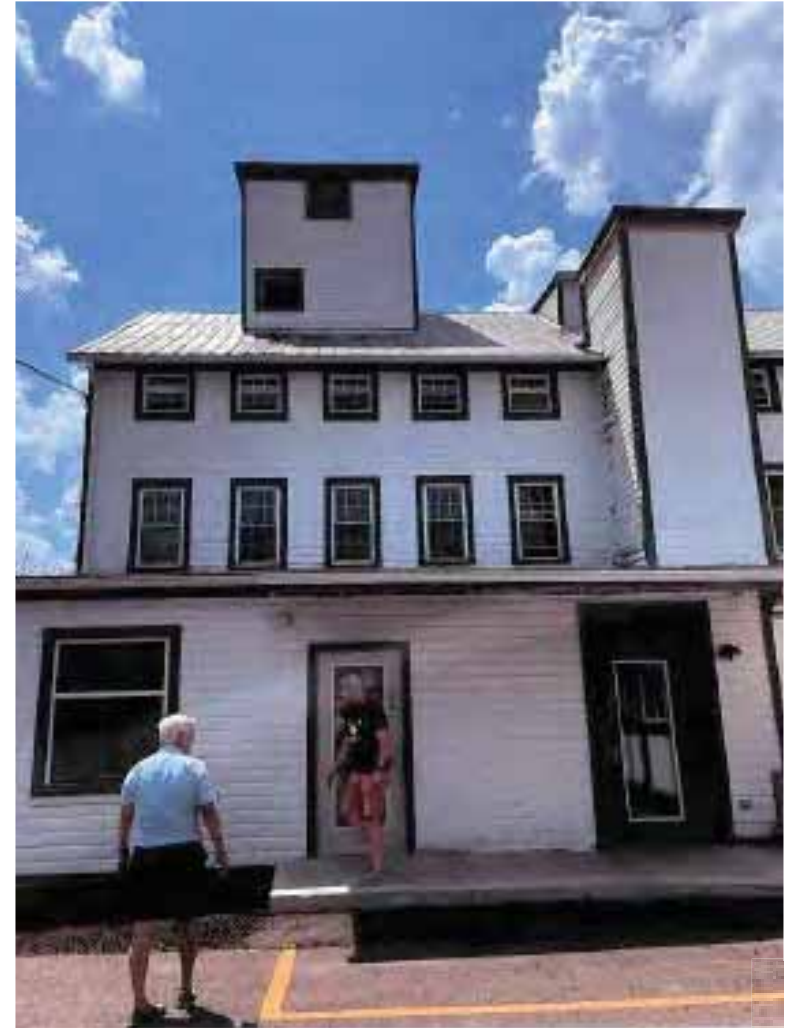
Private Projects

- ◆ *Wellness Spa – 9 North Main Street.*
Redevelopment of a deteriorating structure into a 3,000 sq ft. Wellness Spa.
 - Sponsor – DM3 of Cortland LLC
 - Total Project Cost - \$3,500,000
 - Requested DRI Amount - \$1,000,000
 - Other funding sources – Private Equity & Bank Financing



Private Projects

- ◆ *Water Street Apartments – 11 Water Street.* Redevelopment of existing 7,000 sq ft building into multi-unit market rate apartments (7-8 new units).
 - Sponsor – DM3 of Cortland LLC
 - Total Project Cost - \$4,500,000
 - Requested DRI Amount - \$2,000,000
 - Other funding sources – Private Equity & Bank Financing



Private Projects

- ◆ *Boutique Hotel – 11 North Main Street.*
Redevelopment of existing property into a 12,000 sq ft, 34-room boutique hotel. Planned to be attached to 3,000 sq ft spa at 9 North Main Street.
 - Sponsor – DM3 of Cortland LLC
 - Total Project Cost - \$12,000,000
 - Requested DRI Amount - \$4,800,000
 - Other funding sources – Private Equity & Bank Financing



Private Projects

- ◆ *Brockway Lofts – 41 James Street.*
Adaptive Reuse of a 30,000 sq ft building into a three-story market-rate apartment complex with additional spaces for a potential Farmer's Market, Community Center, and Coworking Space.
 - Sponsor – Jamie Yaman, Yaman Development Group
 - Total Project Cost - \$12,000,000
 - Requested DRI Amount - \$3,600,000
 - Other funding sources – Private Equity & Bank Financing



Private Projects

- ◆ *Route 90 Renovation – 52 Cayuga Street.*
Renovation of 2-story home and additional 2-story building totaling 6,000 sq ft.
 - Sponsor – Paul Armiedo, Armiedo Property Management LLC
 - Total Project Cost - \$771,248
 - Requested DRI Amount - \$308,499
 - Other funding sources – Private Equity



Private Projects

- ◆ *A-Frame Renovation – 93 Clinton Street.*
Conversion of two ground floor apartments, and two first floor apartments. Two new additional second floor apartments (3,000 square ft.) Extension on the rear of the property to accommodate three additional units, 2 of which will be ADA compliant apartments.
 - Sponsor – Paul Armiedo, Armiedo Property Management LLC
 - Total Project Cost - \$1,441,683
 - Requested DRI Amount - \$576,673
 - Other funding sources – Private Equity



Private Projects

- ◆ *Circus House Restoration – 161 South Main Street.* The project will renovate and restore the historic "Circus House", a 4,600 sq ft historic building on the banks of the Tioughnioga River. Includes office space on the first floor and two apartments on the second floor
 - Sponsor – Kimberly Cawley
 - Total Project Cost - \$1,432,000
 - Requested DRI Amount - \$560,000
 - Other funding sources – Historic Tax Credits / Private Equity



Private Projects

Classy Canna – 8 North Main Street.

The project will renovate the existing residential structure to create a storefront that will offer the sale of local artisan wares, pottery, specialty gifts, glassware, and herbal remedies.

- Sponsors – Kailey Ruoff and Stephanie Koslowski, Classy Canna LLC
- Total Project Cost - \$275,800
- Requested DRI Amount - \$110,320
- Other funding sources – Unknown



Private Projects

Elizabeth Brewster House – 41 North Main Street.

New three-story addition with 16 private living quarters and common space. Renovations on existing building for elevator and connecting the building to the addition

- Sponsors – Michael Kilmer and Richard OShea, Elizabeth Brewster House
- Total Project Cost - \$9,187,000
- Requested DRI Amount - \$3-5 million
- Other funding sources – Future residents & Bank Financing



Private Projects

Revitalize Homer – Village of Homer municipal boundaries.
\$3,800 distributed to every resident of Homer for miscellaneous building improvements including: Exterior painting or historic mural installation, heating systems or major appliances renovation, home improvements to age in place, sidewalk repair or installation, structural repairs, weatherization and insulation.

- Sponsor – Victor Siegle
- Total Project Cost - \$9,700,000
- Requested DRI Amount - \$9,700,000
- Other funding sources – Unknown
- Items of Note – includes property outside of DRI Boundary / sponsor is not an official non-profit organization recognized by the IRS

Private Projects

The Train Station– 11 Wall Street.

Redevelopment of two-story 3,350 sq ft building into retail, office space, and apartments. Includes new windows, deck, porch, conductors view window and, corbels.

- Sponsors – Kevin & Deborah Williams
- Total Project Cost - \$725,000
- Requested DRI Amount - \$290,000
- Other funding sources – Unknown
- Items of Note – in collaboration with 11 Wall Street Book & Brew



Private Projects

Village Market Interior Restoration - 7 South Main Street. Approximately 3,600 sq ft of interior renovation for retail space including new wooden finish floors, adapted ceilings, rewiring and plumbing, traditional lights, sprinkler system, back of store façade, and brick repair.

- Sponsors – Kevin & Debbie Williams, Village Food Market
- Total Project Cost - \$290,000
- Requested DRI Amount - \$116,000
- Other funding sources – Unknown



Non Profit Projects

American Legion ADA Improvements / Building Enhancements- 63 South Main Street. New handicap entrance with elevator and rehabilitation of two toilet facilities for handicap use. Installation of new doors with handicap operators, split-system air conditioning and, repairs to the existing entrance.

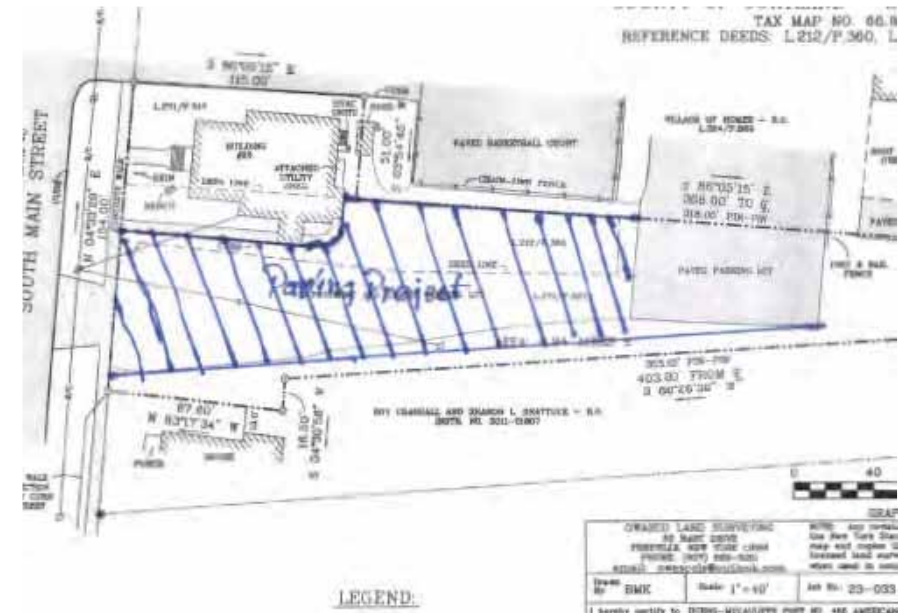
- Sponsors – Francis Ritter, Brenda Macintosh-Clark, Paul Powers - The American Legion NY Burns-McCauliffe Post 465, Inc.
- Total Project Cost - \$220,000
- Requested DRI Amount - \$220,000
- Other funding sources – Unknown



Non Profit Projects

American Legion Parking Lot Rehabilitation - 63 South Main Street. Parking lot rehabilitation and upgrade including drainage, paving, and landscaping providing additional 100 +/- parking places that will connect the municipal parking lot at the rear of the fire station.

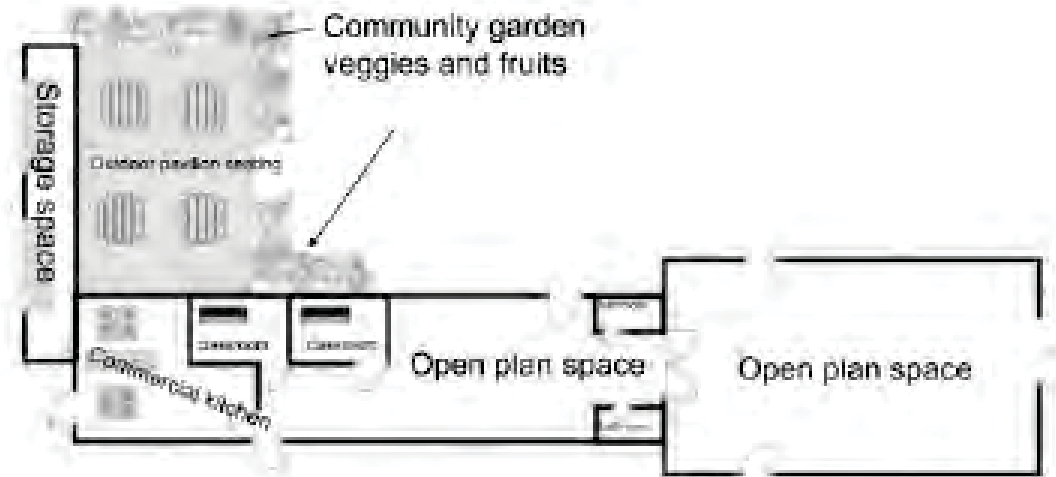
- Sponsors – Francis Ritter, Brenda Macintosh-Clark, Paul Powers - The American Legion NY Burns-McCauliffe Post 465, Inc.
- Total Project Cost - \$189,530
- Requested DRI Amount - \$189,530
- Other funding sources – Unknown
- Items of Note – Small Project Fund*



Non Profit Projects

Cortland Collective Community Center
- 41 James Street. Renovation of existing space to offer new community center.

- Sponsor – Bryn Carr, Cortland Collective Impact Initiatives
- Total Project Cost - \$935,000
- Requested DRI Amount - \$75,000
- Other funding sources – Grants, Yaman Real Estate
- Items of Note – dependent on and in collaboration with Brockway Lofts at 41 James Street. Builds upon Seven Valleys Health Coalition DRI Submission.



Non Profit Projects

HomerWorks- 41 James Street. Renovation of 2,500 sq ft space on the first floor of Brockway Square development, building out a customized coworking space as an entrepreneurial and learning hub for all of Cortland County.

- Sponsor – Liz Arnold, HomerWorks
- Total Project Cost - \$439,575
- Requested DRI Amount - \$404,575
- Other funding sources – Grants, Yaman Real Estate, Bridge Loan
- Items of Note – dependent on and in collaboration with Brockway Lofts at 41 James Street



Non Profit Projects

Year-Round Farmers Market and Commercial Kitchen - 41 James Street. Renovation of 4,600 sq ft into a 20-C commercial kitchen and space for year-round Farmers Market including bathrooms, and vendor loading doors.

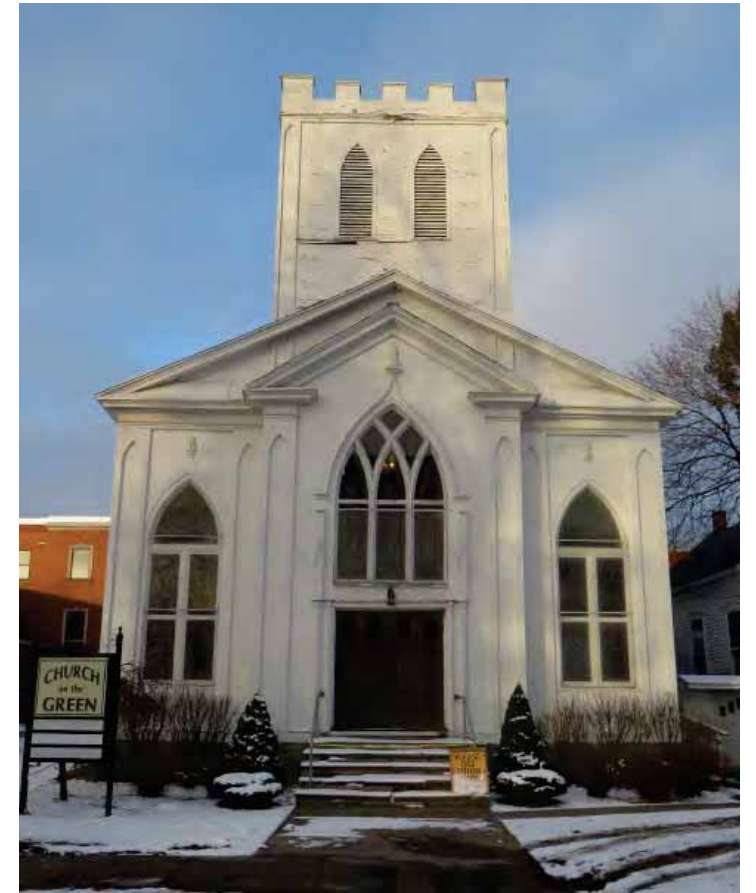
- Sponsors – Jackie Leaf, Kate Downes – Seven Valleys Health Coalition
- Total Project Cost - \$850,000
- Requested DRI Amount - \$150,000
- Other funding sources – Grants, Yaman Real Estate,
- Items of Note – dependent on and in collaboration with Brockway Lofts at 41 James Street and the proposed Community Center



Non Profit Projects

Renovation & Repurposing of the Little White Church
- 9 Central Park Place. Stage one of three stages. Stage one includes: foundation and sill plates replacement on both buildings; removal of stained-glass windows from chapel for later restoration, leveling, truing and supporting of post-and-beam chapel walls.

- Sponsors – Joseph Cortese, Ty Marshal, Linda Dickerson Hartsock, Center for the Arts
- Total Project Cost - \$2,076,745
- Requested DRI Amount - \$950,000
- Other funding sources – EPF grants, Capital Campaign, Sen. Gillibrand FY 24 Discretionary Spending



Small Project Fund Projects

Apartment Renovations and Weatherization
- *31 Clinton Street*. Replacement of flooring, kitchen/bath fixtures, replacement of all windows, installation and additional insulation, replacement of hot water heater for 3-unit apartment building. Paving of driveway and re-siding of garage.

- Sponsors – Armideo Brothers, Paul & Dante Armideo
- Total Project Cost - \$65,000
- Requested DRI Amount - \$48,750
- Other funding sources – Private Equity
- Small Project Fund*



Small Project Fund Projects

Apartment Renovations and Weatherization
– 17-19 Cayuga Street. Replacement of flooring, kitchen/bath fixtures, replacement of all windows, installation and additional insulation, replacement of hot water heater for 3-unit apartment building.

- Sponsor – Dante Armideo
- Total Project Cost - \$48,000
- Requested DRI Amount - \$36,000
- Other funding sources – Private Equity
- Small Project Fund*



Small Project Fund Projects

Interior and Exterior Improvements – 15 South Main Street (Lucky Kitchen) Exterior renovations including a new roof, painting, and exterior façade. Interior renovations (1,600 sq ft) including replacement of flooring, new counter area, replacement of windows, and renovating 1 of the 2 residential apartments.

- Sponsor – Dante Armideo
- Total Project Cost - \$78,000
- Requested DRI Amount - \$58,500
- Other funding sources – Private Equity
- Small Project Fund*



Small Project Fund Projects

Senior Housing – 7 Pine Street. Renovation of former industrial space into six senior housing units. Upgrades to building sprinkler system and façade.

- Sponsors – Bruce, Tyler, and Samantha Crandall
- Total Project Cost - \$100,000
- Requested DRI Amount - \$40,000
- Other funding sources – Unknown
- Small Project Fund*



Small Project Fund Projects

- ◆ MoJoe's Book & Brew – 11 Wall Street. Bookstore/retail/cafe business serving beer, wine, and cider. Slated to entire first floor (1600 sq ft) and part of the second floor (300-500 sq ft).
 - Sponsors – Molly Lane, Kevin Williams, Joseph Cortese
 - Total Project Cost - \$197,000
 - Requested DRI Amount - \$68,000
 - Other funding sources – Private Equity
 - Small Project Fund*
 - Items of Note – in collaboration with 11 Wall Street Train Station Project



Next Steps and Discussion

- ◆ Review Downtown Profile and Assessment
- ◆ Finalize Vision & Goals
- ◆ LPC Meeting 4
- ◆ Site Tour following LPC 4 to review public projects further led by Molly Vendura from MVLA