

Downtown Revitalization Initiative (DRI)

City of Canandaigua Downtown Revitalization Initiative May 22, 2025

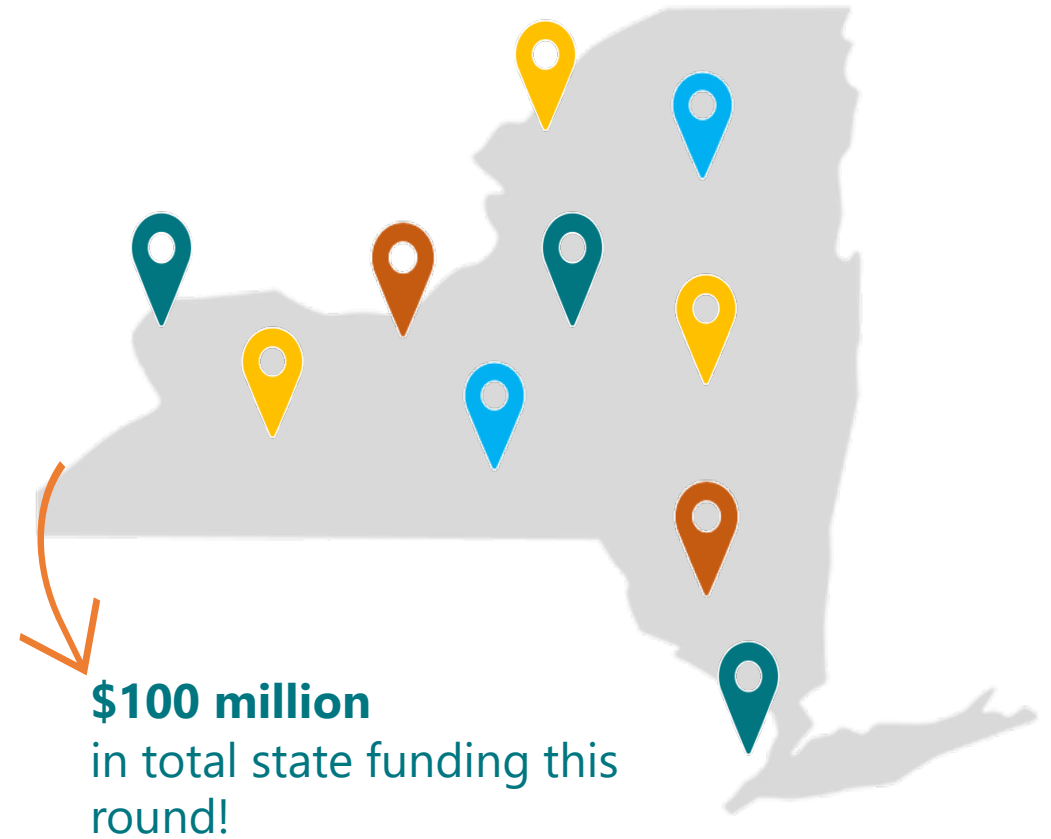


NEW
YORK
STATE

Downtown
Revitalization
Initiative

What is the DRI?

- \$10 Million awarded to one community in each REDC region
- State-wide investment to reinvigorate local and regional economies by revitalizing downtowns
- Program recognizes the unique qualities and sizes of various communities throughout the State



DRI Program Goals



Enhance downtown living and quality of life



Create an active downtown with a mix of uses



Provide diverse employment opportunities for a variety of skill sets and salary levels



Create diverse housing options for all income levels



Provide enhanced public spaces that serve those of all ages and abilities



Encourage the reduction of greenhouse gas emissions



Grow the local property tax base

Planning Process



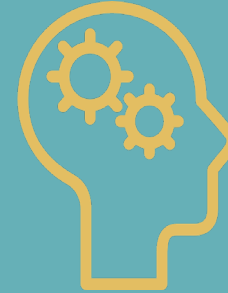
Visioning

Refine the community's future vision, establish priorities and gather input



Opportunities + Challenges

Understand the community's unique characteristics and key opportunities



Project Development + Evaluation

Identify, develop, and evaluate potential projects



Project Recommendations

Recommend projects that align with the community's goals

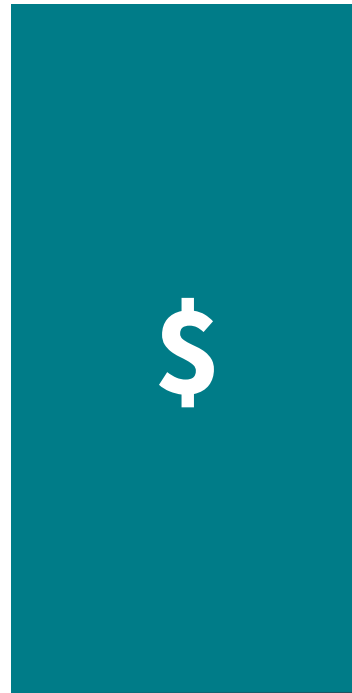
8 Month Timeframe (May – December 2025)

- Each community is led by a consultant team to guide the planning process, develop projects to recommend to the State, and document in a Strategic Investment Plan
- This process helps ensure all voices are heard and projects are carefully considered.

Final Slate of Recommended Projects

- Final slate of projects takes into consideration feedback from the public and is finalized by the LPC
- The total amount of requested DRI funds will have a higher dollar amount than what will be awarded

**Funding
Requests
Received**



**Target
Range**

**\$12 –
15 M**

**DRI
Award**

\$ 9.7M

Successful Projects in Our Region



City of Geneva – Round 1



Town of Seneca Falls – Round 4



City of Batavia – Round 2



Huntington Apartments – Round 4

How does Public Engagement Help This Process?

- Helps to craft / refine the downtown's vision, goals, and strategies
- Input on project types and community needs
- Feedback on proposed projects and transformative potential in downtown



Public Engagement Methods

- LPC Meetings, which include a public comment/question period
- Public Workshops (x2, including tonight)
- Online Engagement
 - www.CanandaiguaDRI.com
- Local Outreach Activities (TBD)



Project Identification and Requirements



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What are the eligible project types?



Public Improvement Projects

Streetscape and transportation improvements, recreational trails, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects.



New Development and/or Rehabilitation of Existing Downtown Buildings

Development and redevelopment of real property for mixed-use, commercial, residential, not for profit, or public uses. Development / redevelopment should result in employment opportunities, housing choices or other community services.



Small Project Grant Fund

A locally managed matching small project fund (up to \$600,000) for small downtown projects, such as façade improvements, building renovations, business assistance, or public art.



Branding and Marketing

Downtown branding and marketing projects that target residents, tourists, investors, developers and visitors.

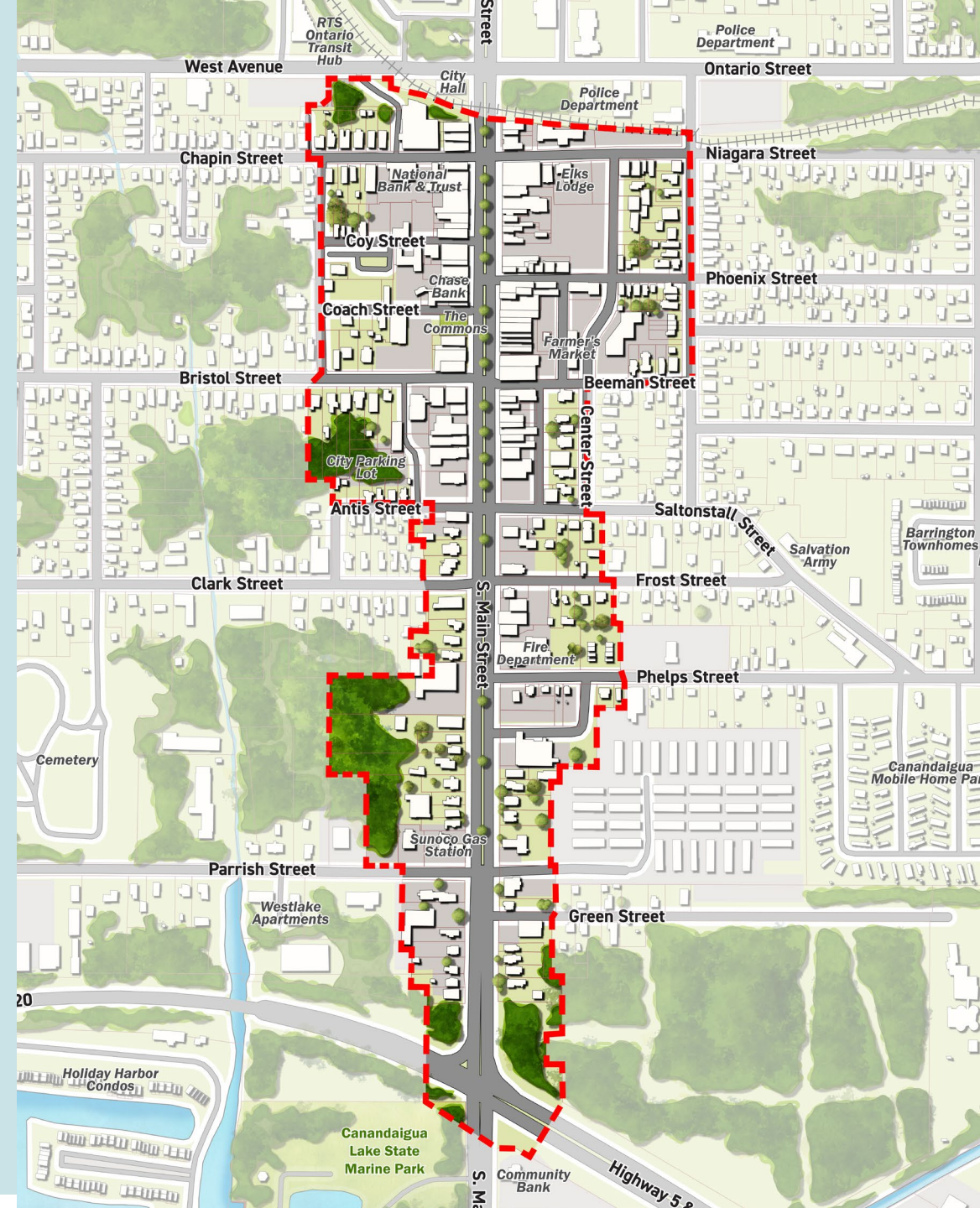
Project Requirements

- ✓ Located within DRI boundary



The DRI Boundary

The LPC may consider minor adjustments to the DRI boundary, for example, to capture potential projects located just beyond (but not a mile down the road).



Project Requirements

- ✓ Located within DRI boundary
- ✓ Aligned with State and local vision and goals



Local goals will be developed in addition to State goals



**Enhance downtown living
and quality of life**



**Provide enhanced public
spaces that serve those of
all ages and abilities**



**Create an
active downtown with
a mix of uses**



**Create diverse
housing options for
all income levels**



**Provide diverse
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**Encourage the reduction
of greenhouse gas
emissions**



**Grow the local property
tax base**

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- ✓ **Able to break ground within two years**



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- ✓ **Financing commitments or a clear path to sufficient financing in place**



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- ✓ **Large enough to be truly transformative (>\$75,000)**



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- ✓ **Have an identified project sponsor with site control**



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- ✓ Have an identified project sponsor with site control
- ✓ **Meet the minimum matching requirement**



Match Requirement & Match Goal

Privately Sponsored Projects

- Match requirement of **30%** of total project costs.
- Match goal of **40%** of total project costs.
- Cost-effectiveness (i.e., meeting the match **goal**) will factor into the overall evaluation

Public or Non-Profit Sponsored Projects

- No minimum match requirement

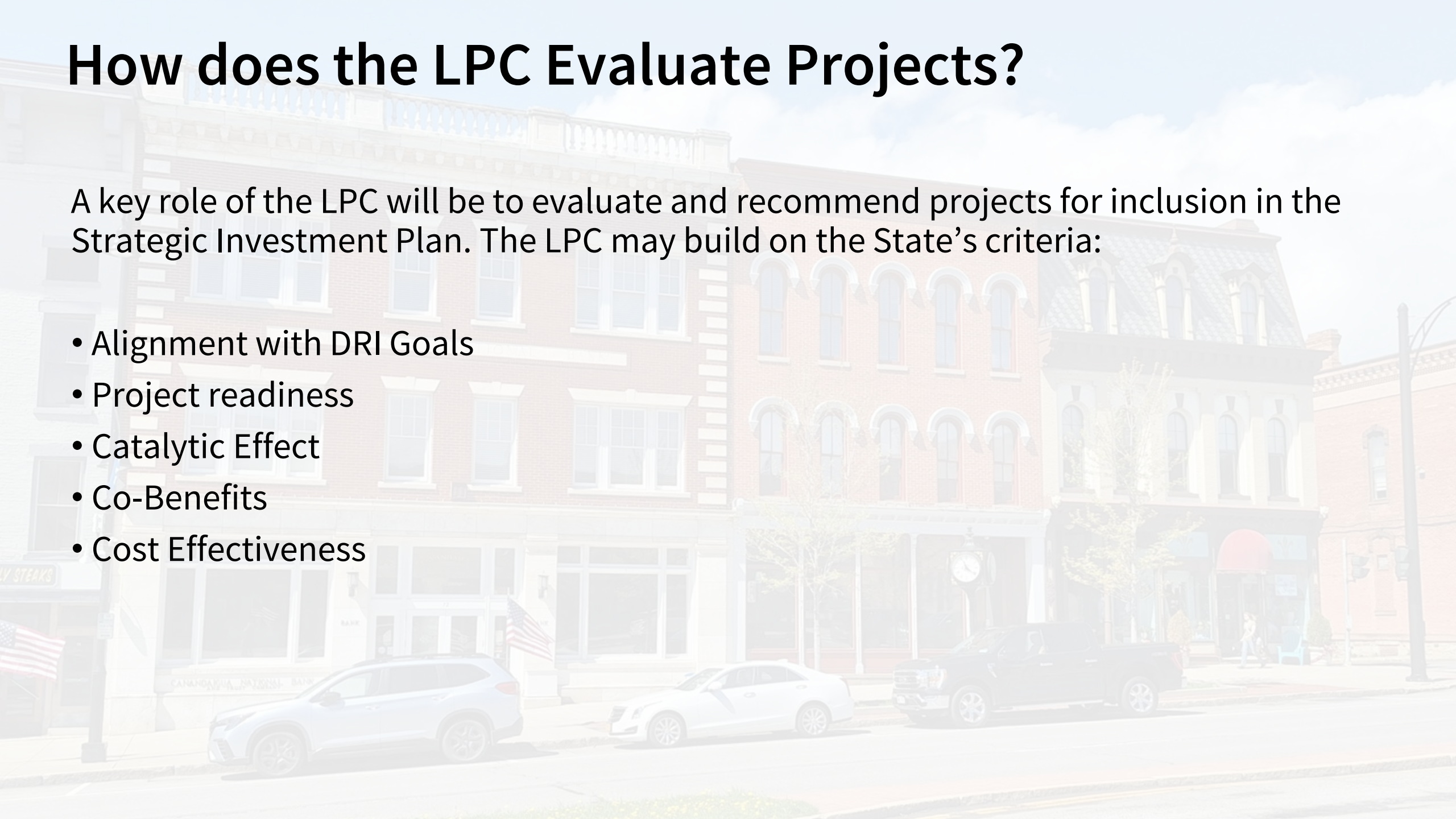
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- ✓ **Construction, additions, and some renovation projects >5,000 SF must comply with decarbonization standards**

How does the LPC Evaluate Projects?

A key role of the LPC will be to evaluate and recommend projects for inclusion in the Strategic Investment Plan. The LPC may build on the State's criteria:

- Alignment with DRI Goals
- Project readiness
- Catalytic Effect
- Co-Benefits
- Cost Effectiveness



Do you have a Transformative Project in Mind?

Open Call for Projects Information Session!

Thursday, May 22 from 5:30-7:30 PM

Conference Room at the Hurley Building – 205 Saltonsall Street

Agenda

- More detailed overview of the Open Call
- Putting together an application and what comes after
- Question & Answer Period

A recorded version of this session and a summary of the Q&A will be posted to CanandaiguaDRI.com for those who cannot attend.

Draft Vision for Downtown Canandaigua



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Canandaigua's Draft Vision

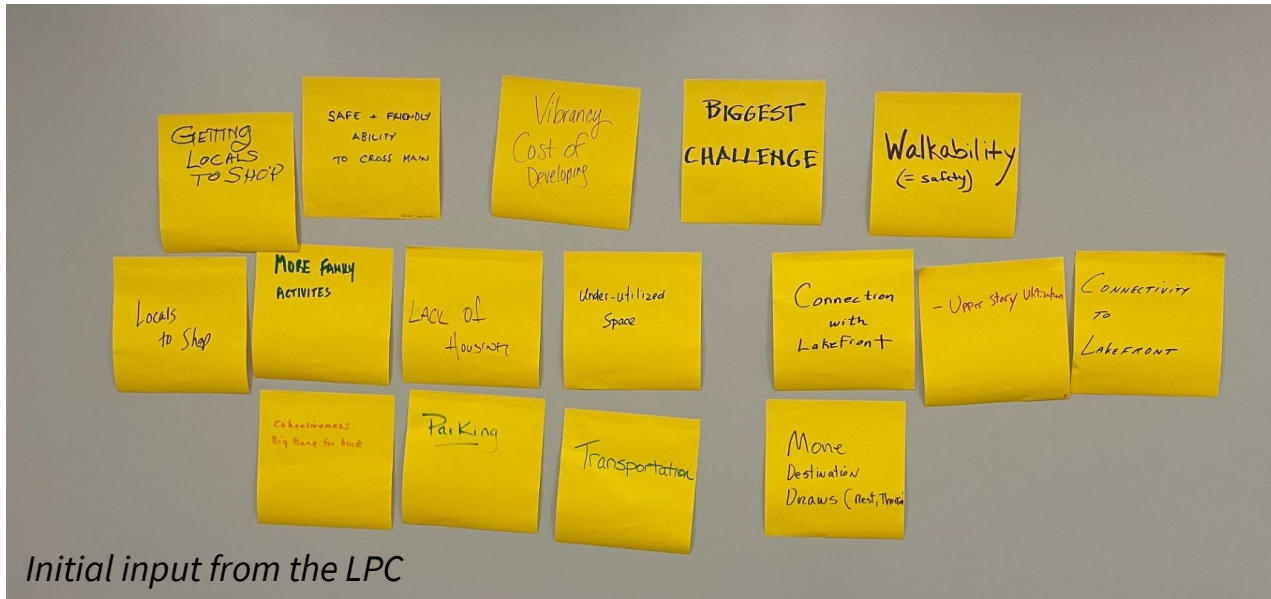
“

Downtown Canandaigua and the Canandaigua Lake waterfront will **connect seamlessly** via safe, quality **walking and biking pathways** that complement the existing streets. Downtown will be brimming with a diverse mix of businesses, housing, events, and arts that **create a vibrant atmosphere** for residents and visitors of all backgrounds. South Main Street will become a **high-density, mixed-use neighborhood** that links Downtown to the lakefront with an **inviting pedestrian environment**.

”

That vision will be refined to reflect...

- Input from the LPC from LPC Meeting #1
- Input from you from tonight's workshop
- Input from others through the online survey



Some questions to consider:

- **What should downtown Canandaigua look and feel in the next 5-7 years?**
- **What services, amenities, and experiences should downtown offer?**
- **What is special about downtown that should be protected / enhanced?**
- **What holds downtown Canandaigua back from reaching its full potential?**

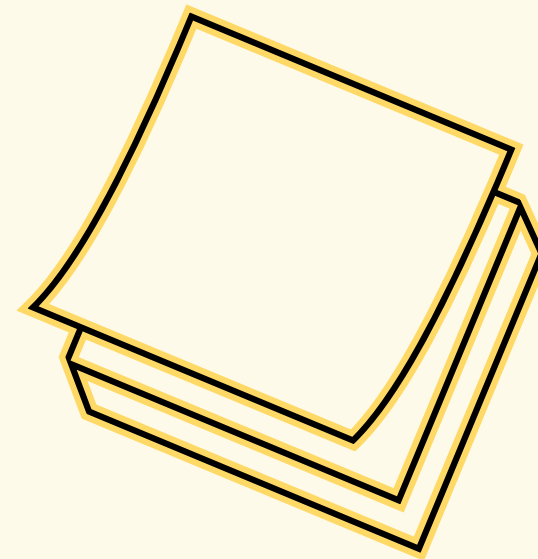
How the Rotary Club can provide input



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Take the upcoming online survey!

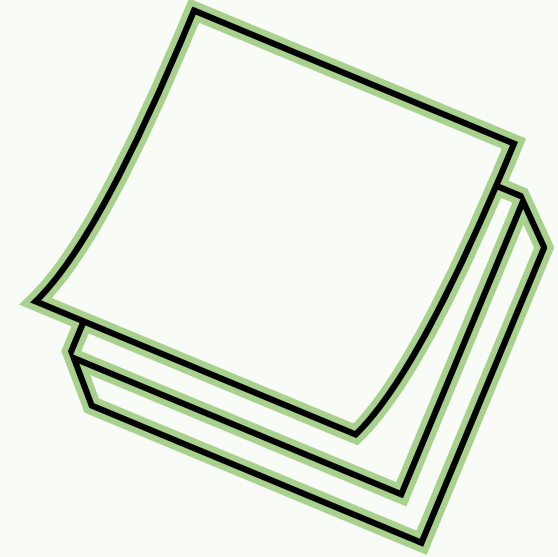
- What do you love about downtown Canandaigua? What are its strengths/assets?
- What are downtown Canandaigua's key issues?
- Are there parts of downtown that need improvement?
- What would entice you and your family to spend more time downtown?
- What types of projects would benefit downtown Canandaigua the most?



How we'll use your input

Input will be used to:

- Refine and finalize the draft vision and goals
- Inform the Downtown Profile & Assessment – What are the issues and opportunities that the Strategic Investment Plan should address.



Questions & Answers



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