

DRI: Upcoming Engagement Opportunities

Community Encouraged to Participate in Geneva's Downtown Revitalization Initiative



Upcoming Engagement Opportunities

The City of Geneva invites community members to participate in a series of different engagement opportunities on October 27th and 28th for Geneva's Downtown Revitalization Initiative (Geneva's DRI). Bergmann Associates, the lead consultant for Geneva's DRI, have crafted a robust schedule including focus groups; storefront chats; a community workshop; downtown site visits; and the second Local Planning Committee meeting.

"The Geneva DRI planning process builds on the comprehensive plan's foundation and we are excited to provide a variety of meaningful ways community members can contribute to the initiative," stated Sage Gerling, Director of Neighborhood Initiatives.

Governor Andrew M. Cuomo launched the \$100 million Downtown Revitalization Initiative, a comprehensive approach to transform communities ripe for development into vibrant neighborhoods where the next generation of New Yorkers will want to live and work. Downtown Geneva was selected as the winner of the \$10 million Downtown Revitalization Initiative in the Finger Lakes region.

Over the last decade, Geneva has emerged as a major employment center, boasting over 200 firms and nearly 1,500 jobs in the central business district alone. Geneva's historic walkable downtown is poised to become a vibrant retail, dining, cultural and entertainment destination for the burgeoning workforce and for students at the three local colleges. Under Geneva's DRI, the City will focus on the rehabilitation of key buildings; diversification of housing and retail options; access to healthy food; and building entrepreneurship in the downtown area.

The following is a list of engagement opportunities:

Public Meeting

**Thursday, December 15th
6:00 - 8:00 pm
Ramada on the Lakefront
41 Lakefront Drive**

Focus Groups

**Wednesday, December 14th
5:30-7:00 pm
Multiple Locations (see below)**

Please RSVP to Sage to participate in one of the focus groups at sgerling@geneva.ny.us or 315-828-6585.

1. Civic Amenities and Greenspace (at Geneva Housing Authority, 41 Lewis St., Conf. Room A)
2. Economic Opportunity (at Geneva Housing Authority, 41 Lewis St., Conf. Room B)
3. Arts & Culture (at City Hall, 47 Castle St., Conf. Room)
4. Finance/Private Investment (at City Hall, 47 Castle St., Team Room)
5. Connectivity/Transportation (at Finger Lakes Community College - FLCC, 63 Pulteney St., Classroom 127)

DRI Storefront Hours

Tuesday, Dec. 6

th Noon to 7 PM

Wednesday, Dec. 14th Noon to 5 PM

Thursday, Dec. 15th 9 AM to Noon

Location: 425 Exchange Street

Come down to the storefront to learn more about or share your ideas for the Downtown Revitalization Initiative. A representative from the consultant team

or City staff will be there to chat.

Follow progress at:

<https://www.ny.gov/downtown-revitalization-initiative/finger-lakes-geneva>

Offer feedback, share your ideas online at:

<https://www.ny.gov/content/downtown-revitalization-initiative>

Governor Andrew M. Cuomo launched the \$100 million Downtown Revitalization Initiative, a comprehensive approach to transform communities ripe for development into vibrant neighborhoods where the next generation of New Yorkers will want to live and work. Downtown Geneva was selected as the winner of the \$10 million Downtown Revitalization Initiative in the Finger Lakes region.

Over the last decade, Geneva has emerged as a major employment center, boasting over 200 firms and nearly 1,500 jobs in the central business district alone. Geneva's historic walkable downtown is poised to become a vibrant retail, dining, cultural and entertainment destination for the burgeoning workforce and for students at the three local colleges. Under Geneva's DRI, the City will focus on the rehabilitation of key buildings; diversification of housing and retail options; access to healthy food; and building entrepreneurship in the downtown area.

Participate in Community Workshops:

All interested members of the public are invited to attend the first interactive workshop to learn more about the DRI process and project outcomes. There will be also be an interactive exercise where participants will be asked to share their ideas on projects and initiatives in the downtown area in small group settings.

First Workshop Details:

October 27th, 6:00 PM – 8:00 PM

Hobart & William Smith Colleges

300 Pulteney Street, Scandling Center, Vandervort Room

(Additional Community Workshops are tentatively scheduled for Nov. 29th and Jan. 25th.)

Sign up to Participate in a Focus Group:

Groups of up to 15 will meet on six different topics for hour and a half sessions at City Hall (47 Castle Street) on October 27th (times listed below). Contact Sage Gerling (sgerling@geneva.ny.us or 315-828-6585) to sign up.

(Additional focus group sessions are tentatively scheduled for Nov. 29th and Jan. 25th).

10/27 10:30 AM - NOON SESSIONS

FOCUS GROUP 1: Civic Amenities and Greenspace: A core element of urban vibrancy is the appropriate design and placement of parks and civic amenities. This group will review current plans for civic infrastructure and identify opportunities to accelerate investment in parks, greenspace, and other civic amenities.

FOCUS GROUP 2: Arts and Culture: Performing and visual art and history are critical to our status as a community of choice for residents and businesses alike. This team will evaluate Geneva's current and potential arts and cultural assets and make recommendations for investments to reinforce these elements.

10/27 1:00 PM - 2:30 PM SESSIONS

FOCUS GROUP 3: Connectivity/Transportation: The connection of downtown with the lakefront is a linchpin of our proposal for DRI investment. This group will review existing recommendations for making this connection, as well as enhancing the streetscape in the downtown district and make recommendations on accelerating investment in these elements.

FOCUS GROUP 4: Finance: It is widely accepted that the \$10 million state investment is a small part of what is needed for a comprehensive revitalization effort. This team will identify other opportunities for investment, including other grant opportunities, private sector infusion, traditional financing, and leveraging DRI funds as revolving loan opportunities.

10/27 2:30 PM - 4:00 PM SESSIONS

FOCUS GROUP 5: Private Investment: The greatest opportunity to leverage additional resources from the DRI allocation is investment in private development projects. This team will develop priorities for infill and adaptive use opportunities, and discuss potential criteria for DRI investment in private sector projects

FOCUS GROUP 6: Economic Opportunity: Of critical importance to the City in this effort is the assurance that revitalization does not occur in such a manner as to displace longstanding, economically disadvantaged populations. This group will identify opportunities for workforce development, employment, education, and other support elements toward enhancing the economic status of those in poverty, and identifying inclusive housing, access to fresh, healthy food, and other elements critical to supporting

impoverished residents.

Talk to the Consultant Team or City Staff at the Storefront:

Come to the DRI storefront (425 Exchange Street) to chat one on one with one of the consultant team members or City staff to learn more about the DRI and discuss your ideas.

425 EXCHANGE STOREFRONT HOURS:

October 27th: 10:30 AM – 4:00 PM

October 28th: 8:00 AM – 3:00 PM

(Additional evening storefront hours will be available from November through January. Times will be posted soon at the storefront or by contacting Sage Gerling at 315-828-6585 or sgerling@geneva.ny.us.)

Attend and listen to the second Local Planning Committee's (LPC) meetings:

The Local Planning Committee will hold their second meeting to review and provide feedback on information and comments obtained during the previous day's focus group sessions, stakeholder meetings and public workshop.

Workshop Details:

October 28th, 11:00 AM – 1:00 PM

Geneva Housing Authority Conference Room

41 Lewis Street

Lunch Provided.

(Additional LPC meetings are tentatively scheduled for November 30th; January 5th; January 26th; and February 23rd.)

Submit Your Ideas, Questions and Comments:

At any time during the DRI planning process, you can submit your ideas, questions, and comments to Sage Gerling (sgerling@geneva.ny.us or 315-828-6585).

Follow progress at:

<http://cityofgenevany.com/downtown-revitalization-initiative/>

Or

<https://www.ny.gov/downtown-revitalization-initiative/finger-lakes-geneva>