



# VILLAGE OF NEWARK DOWNTOWN REVITALIZATION INITIATIVE

STRATEGIC  
INVESTMENT  
PLAN

JULY 2022



Finger Lakes  
Regional Economic  
Development Council



Downtown  
Revitalization  
Initiative



Photo credit: LaBella Associates

# VILLAGE OF NEWARK DOWNTOWN REVITALIZATION INITIATIVE LOCAL PLANNING COMMITTEE

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# VILLAGE OF NEWARK DOWNTOWN REVITALIZATION INITIATIVE

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# FOREWORD

Downtowns define our cities and regions with their energy and diversity, as well as their artistic, cultural, and historical assets. Vibrant downtowns serve as anchors and catalysts for local and regional growth, and they epitomize what we refer to as a ‘sense of place.’ These enduring qualities attract businesses, jobs, residents, and visitors and provide the critical infrastructure and diverse tax base necessary to foster broader and more inclusive growth.

Despite their tremendous value to our society and economy, downtowns suffered decades of disinvestment, economic decline, and community despair with the advent of sprawl and de-industrialization. But people and businesses are once again recognizing the tremendous value downtowns offer to residents, communities, and regions. With that renewed appreciation, many downtowns are beginning to revamp and reinvent themselves. With Governor Kathy Hochul’s leadership, there is a new era of rebirth, revitalization and redevelopment occurring throughout New York State. Communities are creatively leveraging their proud heritage, not as a whimsical look backward to a bygone era, but as a catalyst for a brighter future. And yet,

obstacles remain, as does the need to accelerate and ensure equitable revitalization and build communities that are more climate resilient. This is where the DRI comes into play.

Recognizing both the potential and the challenges of our urban centers, the State launched a major new initiative in 2016: the Downtown Revitalization Initiative (DRI). The DRI effectively accelerated and expanded the revitalization of downtowns and neighborhood centers to serve as centers of activity and catalysts for investment in all ten regions of the state. The DRI represents an unprecedented and innovative “plan-then-act” strategy that couples strategic planning with immediate project implementation.

In the first five rounds of the DRI, the State committed \$600 million to invest in downtowns that are ripe for revitalization and have the potential to become magnets for redevelopment, business development, job creation, greater economic and housing diversity, and opportunity. Each year, the Regional Economic Development Councils (REDC) select ten downtowns to receive \$10 million each. For DRI 5, each region received \$20 million, with the REDCs selecting either two \$10 million awardees or one \$20 million awardee to refine a vision

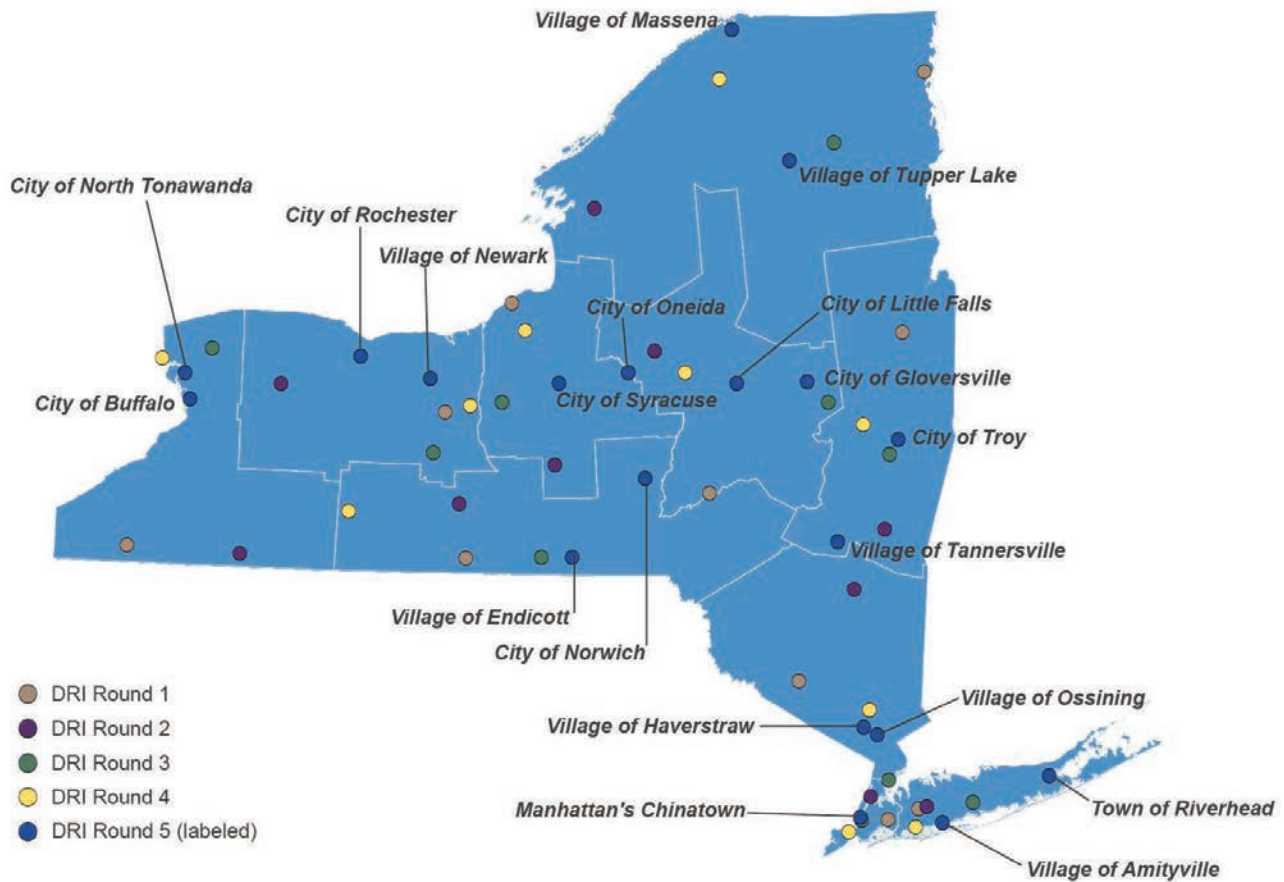
and strategy for revitalization and to implement projects that show the greatest potential to improve the economic and social vitality of their downtown areas. The projects realized through DRI grant funds in turn catalyze multifold additional investments and projects, creating the momentum and progress necessary to sustain a long-term successful revitalization effort. The excitement and community pride generated by the DRI are clear and palpable.

The nineteen communities selected in DRI 5<sup>1</sup> will continue to address the impacts of COVID-19, building on recent recovery and adding resiliency to absorb future shocks. They demonstrated a clear readiness to undertake DRI as a whole community, pursue a vision and recommend project selections to make DRI investments in their communities impactful and sustainable.

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<sup>1</sup> DRI communities selected in Round Five include: Troy, Tannersville (Capital Region); Gloversville, Little Falls (Mohawk Valley Region); Syracuse, Oneida (Central New York Region); Chinatown (New York City Region); Amityville, Riverhead (Long Island Region); North Tonawanda, Buffalo (Western New York Region); Haverstraw, Ossining (Mid-Hudson Region); Endicott, Norwich (Southern Tier Region); Rochester, Newark (Finger Lakes Region); and Tupper Lake, Massena (North Country Region).





The DRI also presents an opportunity to address another looming, omnipresent and global crisis: climate change. Downtowns are inherently climate friendly. Their compact, mixed-use, and pedestrian/bike/transit-friendly design reduces car use and dependence, thus reducing automobile greenhouse gas emissions. Due to high demand from the concentration of population and industry, downtowns provide fertile ground for the proliferation of renewable energy resources, energy efficiency and mass electrification of both buildings and vehicles—all to “de-carbonize” our communities and the State. These climate benefits are helping achieve the nation-leading climate

goals contained in the landmark Climate Leadership and Community Protection Act of 2019 (CLCPA).

In furtherance of these goals, certain DRI projects will now be required to achieve a higher level of energy efficiency and renewable energy use. DOS has forged mutually supportive partnerships with both the New York State Energy Research and Development Authority (NYSERDA) and the New York Power Authority (NYPA) to support carbon-neutral projects and the siting of electric vehicle charging stations in downtowns, respectively. To advance the over-arching emphasis in the CLCPA on equity and climate justice, certain DRI projects will need to address housing affordability.

Downtowns are complex, multi-dimensional systems that require a highly collaborative, partnership-based form of governance. Recognizing this challenge, the DRI process integrates a combination of community-based strategic planning, inter-agency project support, inter-governmental collaboration and public/private leveraging of outside investments.

The DRI strategic planning process is led by Secretary of State Robert J. Rodriguez and facilitated by staff from the Department of State's Office of Planning, Development and Community Infrastructure, NYS Homes and Community Renewal and Empire State Development.



This highly collaborative, multi-agency effort mobilizes the full complement of resources available from state agencies, tapping into their expertise, technical assistance, and project management skills as necessary. Through each DRI planning effort, a Strategic Investment Plan is developed, which sets forth a clear vision for the downtown, as well as goals and strategies to accomplish the vision and catalytic projects.

A Local Planning Committee identifies the slate of viable, transformative, and catalytic projects that show the greatest potential to contribute to overall revitalization. The most catalytic projects that are collectively transformative receive DRI funding, while the State works with the community to attract and leverage funds from other sources, both public and private, for the remaining projects.

The DRI is much more than a one-off grant. First, the projects are not selected in a vacuum; rather, they are synergistic and catalytic, working in concert with one another and contributing exponentially, not just additively, to the upward cycle of vibrancy and revitalization that

the DRI sets in motion. Second, the positive momentum created by the DRI continues well after the Plan is done and projects are awarded. The DRI process is designed to generate exponential effects that assist the community with leveraging additional public and private investments that, in turn, create a self-perpetuating cycle of revitalization. That's what sets the DRI apart from all other urban revitalization initiatives.

Downtowns are a place to connect, eat, shop, drink, learn, absorb, innovate, observe, and interact—a cultivator of human ingenuity and entrepreneurial spirit. They offer public gathering spaces that allow people of all ages, incomes, backgrounds, and abilities to interact safely and comfortably while appreciating the diversity of city life.

There is no cookie-cutter formula for our urban centers. Each one is unique—a different vibe, heritage, culture; a whole different story to tell if we listen carefully enough. Through its focus on placemaking, the DRI treats and respects each downtown as its own special place.

The DRI represents the crown jewel of smart growth programs in NYS. Its emphasis on the “Four E’s” of Smart Growth—Economy, Equity, Environment and Energy—ensures that multiple policy goals and priorities are achieved under one integrative umbrella. The DRI is accomplishing its overarching goal of supporting local and regional economic development and quality of life. The program has proven to be remarkably adaptable, pivoting to both new and ongoing challenges, such as the COVID-19 pandemic, climate change, housing affordability, and socio-economic equity. In this respect, the DRI is even more relevant and imperative now than it was when it began six years ago. And its past, present and future provide a bright beacon light for the State’s communities and regions moving forward.



Photo credit: LaBella Associates



## EXECUTIVE SUMMARY





# INTRODUCTION

The Village of Newark was awarded a \$10 million Round 5 Downtown Revitalization Initiative (DRI) award on December 2, 2021, to propel community and regional revitalization. The award recognizes the Village of Newark's commitment to downtown revitalization through recent investments, local planning initiatives, and infrastructure improvements.

Newark's potential is easily recognized given its proximity to the Erie Canal, the presence of historic buildings, and its position as the economic center of Wayne County. The DRI award will help downtown Newark realize its potential through significant investment in transformative projects that will support long-term revitalization, attract future investments, and provide a foundation for change.

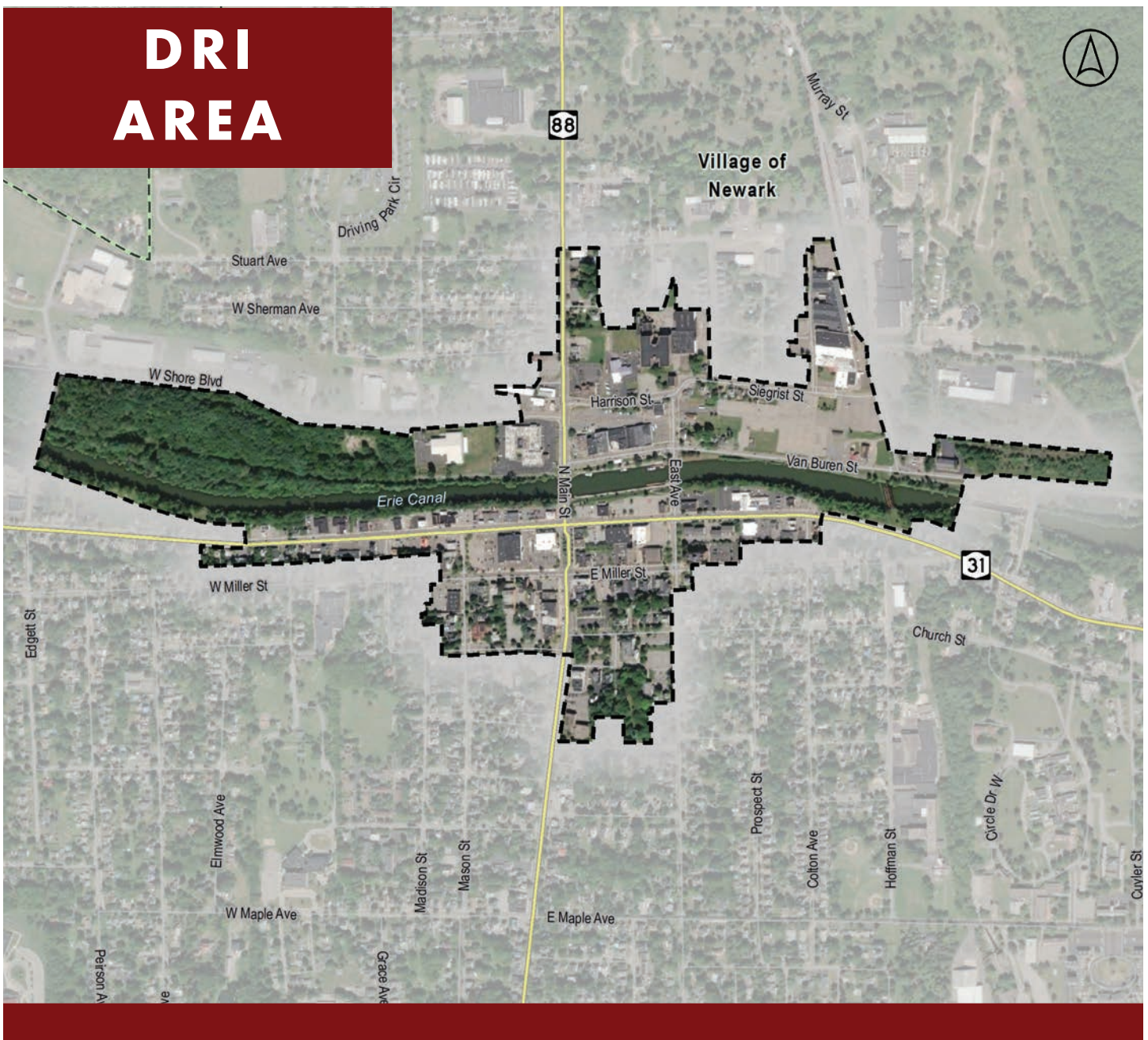
This DRI Strategic Investment Plan identifies a slate of seven priority projects that will induce more than \$20 million in public and private investment, if selected for DRI funding. The projects were selected due to the guidance of the Village of Newark DRI Local Planning Committee and public, which are intended to reinvest in properties along the Erie Canal, promote tourism, support community health, and repurpose downtown buildings. The critical mass of transformative DRI projects will continue the revitalization momentum started by the Village and provide a catalyst for future revitalization.



## A BOUNDARY CENTERED ON THE ERIE CANAL

The Downtown Revitalization Initiative (DRI) Boundary spans the majority of Downtown Newark, with approximately 170 acres of the central business district included. The Erie Canal traverses the center of the DRI area, with the majority of the projects and area of investment targeted north of the Canal.

The northern portion of the DRI area is largely comprised of both current and former industrial lands, an existing hotel, and institutional uses such as Wayne ARC. The southern portion of the DRI area is comprised of municipal buildings, residences, strip plaza retail and historical retail space, and restaurants.



## COMPREHENSIVE COMMUNITY ENGAGEMENT

The proposed slate of DRI projects was based on broad community support achieved through multiple avenues. The DRI Local Planning Committee (LPC) represented the community and region, including elected officials, business leaders, representatives from non-profit organizations, and community members. The LPC established the slate of projects based on the DRI vision, goals, and strategies. Five LPC meetings, open to the public, were held within a five-month period.

Three public open houses and workshops were held to gather community feedback related to Newark's revitalization and reinvestment opportunities. Each included opportunities for community members to provide input on the proposed projects. Both the LPC and public meetings were held in-person and virtually.

A website, [www.newarkdri.com](http://www.newarkdri.com), was launched to promote the Newark DRI and facilitate communication. The website posted notices of upcoming meetings, meeting presentations, DRI documents, and became a portal for open communication throughout the planning process. A community survey was also posted on the website that generated more than 300 responses.

Stakeholders were also consulted early in the project. Local organizations, government staff, and businesses were interviewed to understand their views on downtown Newark's assets and opportunities.



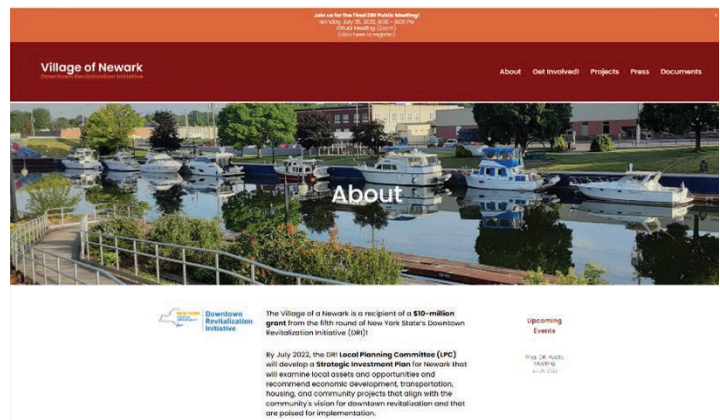
Photo credit: LaBella Associates

### LPC Meetings



Photo credit: LaBella Associates

### Public Workshops



### Project Website



# CRITICAL ISSUES, ADVANTAGES, & OPPORTUNITIES

Critical issues, advantages, and opportunities were identified from public outreach, conversations with local stakeholders, and an analysis of existing conditions. These are summarized below and discussed in greater detail throughout the Downtown Profile.

**1**

## ERIE CANAL

The Erie Canal is a recreational and tourism asset that runs through the center of the Village's downtown. However, the canal feels largely disconnected from downtown today. Improving physical and visual access to the canal will help support local businesses and economic growth.



Photo credit: Mike Colacino

**2**

## CONNECTIVITY

While the Erie Canal is an asset, it also divides downtown into two neighborhoods. Revitalizing the Canal port and surrounding area by improving accessibility, enhancing aesthetics, and creating memorable public spaces will turn the canal into an asset that links both sides of the canal. Likewise, trails along the canal that are connected to walkable neighborhood streets will enhance community connectivity.



Photo credit: LaBella Associates



# 3

## FINGER LAKES REGION

Newark is strategically located between Finger Lakes tourism destinations and the cultural and educational assets of Syracuse and Rochester. The Village can leverage these assets, attracting young professionals to downtown and supporting businesses and activities tied to the region's culinary and cultural identity.

# 4

## HOUSING

A market survey was performed as part of the DRI and revealed there was a demand for more than 650 owner and rental units in Newark. The need was reinforced in public and stakeholder meetings where participants repeatedly mentioned the need for high quality housing units.

# 5

## URBAN RENEWAL

Twentieth Century urban renewal led to the loss of most of the Village's historic buildings. Today, many of these properties remain vacant or underutilized, with surface parking lots occupying key properties in the downtown and along the canal. These sites represent opportunities for transformative change.



# 6

## YEAR-ROUND RECREATIONAL OPPORTUNITIES

Like many upstate New York communities, the duration of the season for outdoor activities in Newark is limited. This is especially true for sporting events, which need to be completed within a set schedule and can't rely on the whims of mother nature. It is also true for outdoor recreational activities and community events. The Newark DRI has an opportunity to provide solutions to extend the outdoor season or provide venues for year-round events.



# A VISION FOR DOWNTOWN NEWARK

A DRI vision statement was developed to guide Newark's revitalization. The LPC then crafted a set of goals and strategies to help develop and select projects that will help realize the Village's vision. All of the projects included in this Strategic Investment Plan meet one or more of the goals listed below.

**Downtown Newark and the Erie Canal District will be a cultural and commercial center to the Finger Lakes region; serving regional residents, workers, and guests with unique urban vibrancy, blending downtown with the beauty of the surrounding rural landscape and the Erie Canal. As the heartbeat of a lively, world-class Village, downtown serves as a destination for those seeking to live in a unique setting, shop and work in a vibrant commercial center, and visit a community reflective and central to all that the Finger Lakes has to offer.**

## GOAL 1: REIMAGINE THE CANAL & PROMOTE TOURISM

### Strategies:

- Enhance or develop pedestrian and bike trails along the canal corridor including supportive facilities
- Attract, develop, and grow water-based recreational opportunities including boating and kayaking facilities around the canal
- Provide rental facilities for bikes and kayaks
- Hold year-round events on and near the canal
- Support lodging and tourist facilities downtown

## GOAL 2: PROMOTE THE HEALTH & WELLNESS OF THE COMMUNITY

### Strategies:

- Provide indoor and outdoor regional recreational facilities
- Develop parks, trails and open spaces for passive and active recreational opportunities
- Upgrade and develop medical facilities to improve the health of citizens
- Support projects to improve the environment and reduce the community's carbon footprint

## GOAL 3: SUPPORT THE CULTURAL, HISTORIC, & CULINARY IDENTITY OF THE REGION

### Strategies:

- Attract and support craft food and beverage businesses
- Hold year-round events including concerts, festivals, and recreational activities
- Leverage the County's agricultural assets through Agri-tourism and growth of the farmers' market
- Entice food-based businesses such as restaurants to locate and expand in Downtown Newark

## GOAL 4: REBUILD & REPURPOSE DOWNTOWN NEWARK

### Strategies:

- Renovate and redevelop buildings
- Repurpose underutilized properties with new buildings and world-class public spaces
- Recapture residents with new income-integrated housing opportunities
- Revitalize streetscapes to complement and enhance private and public developments
- Incubate businesses



# PROJECTS PROPOSED FOR DRI FUNDING

Seven projects totaling more than \$83 million in potential investment are recommended by the LPC for DRI funding:



**PROJECT:**

Construct the Newark Canalside Hotel

**DRI FUNDING:** \$4,000,000

**COST:** \$18,278,000

**DESCRIPTION:** Construct a 60,000-square foot, 98-room full-service hotel & 7,000-square foot banquet / conference center.



**PROJECT:**

Create the Newark Health & Wellness Center

**DRI FUNDING:** \$4,340,000

**COST:** \$16,702,068

**DESCRIPTION:** Build an 89,928-square foot multi-use sports, recreation, and health center.



**PROJECT:**

Reawaken Coventry Commons

**DRI FUNDING:** \$2,000,000**COST:** \$42,453,617

**DESCRIPTION:** Convert a 90,000-square foot former manufacturing space into 95 apartments & 5,000 square feet of community space.

**PROJECT:**

Revitalize the Canal Port

**DRI FUNDING:** \$1,580,000**COST:** \$2,580,000

**DESCRIPTION:** Improve the port with a promenade including an amphitheater, farmers market, kayak / canoe launch, new utilities, and streetscape upgrades.





**PROJECT:**

Develop Greene Suites

**DRI FUNDING:** \$200,000

**COST:** \$595,000

**DESCRIPTION:** Construct four short-term rentals totaling 2,000 square feet and two electric charging stations.



**PROJECT:**

Create the Main Street Beer Garden

**DRI FUNDING:** \$100,000

**COST:** \$214,301

**DESCRIPTION:** Construct a 900-square foot outdoor beer garden.



**PROJECT:**

Resuscitate the Newark Hospital

**DRI FUNDING:** \$795,000

**COST:** \$2,644,000

**DESCRIPTION:** Historic restoration of former hospital into eight mixed income apartments.



# PLAN IMPLEMENTATION

The Village of Newark will provide leadership for DRI project implementation. Public projects will be directly managed by the Village, while private projects will be implemented by project sponsors.

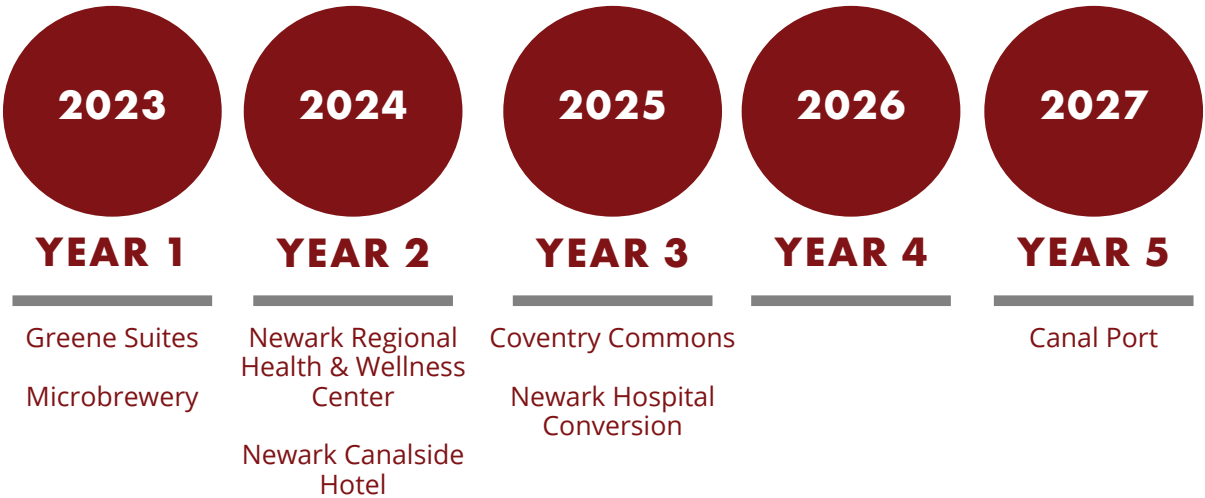
Both may be assisted by design, administration, and construction professionals to advance projects. Funding is included in the budgets of each project to engage professionals.

The Village of Newark Mayor, who has reinforced downtown revitalization as a strategic priority for the Village, will lead the implementation team. The Village’s Economic Development Facilitator will work with the Mayor and also act as the key liaison with private development sponsors. Public projects will also be

managed by the Superintendent of Public Works to ensure they are completed on time and in compliance with local and state regulations.

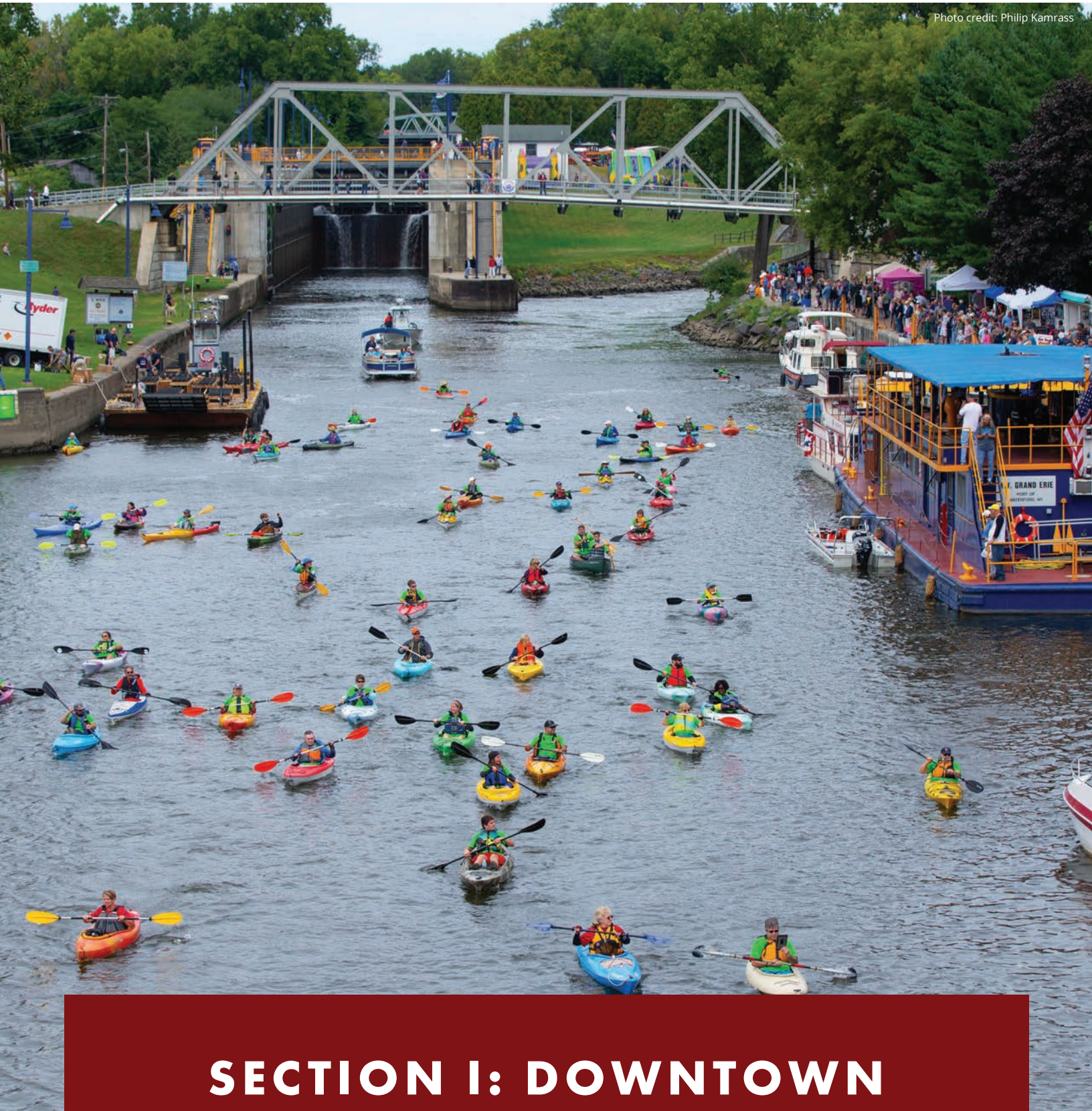
Privately sponsored projects will be coordinated and executed by the individual private project sponsor with assistance from state planners, state agencies and consultants. All of the individual project sponsors have extensive, well documented experience and capacity to implement the projects successfully. All private development projects will be required to meet local regulations and obtain local and state permits and approvals. The Village of Newark’s Economic Development Facilitator could assist private project sponsors as needed by acting as a liaison with state agencies.

## PROPOSED DRI PROJECT ANTICIPATED COMPLETION DATES



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# SECTION I: DOWNTOWN PROFILE & ASSESSMENT



# DRI AREA



## INTRODUCTION

A comprehensive profile and assessment of the downtown is a valuable tool when developing recommendations regarding proposed projects for the Downtown Revitalization Initiative (DRI). The profile and assessment inventories existing and planned conditions in the downtown, providing a framework for review and analysis of the potential projects.

Components of the Downtown Profile and Assessment include:

- A review of the DRI Boundary and its context in the region;
- A summary of past and ongoing planning efforts and projects and Regional Economic Development Council (REDC) strategies and priorities;
- Identification of critical issues, challenges, advantages, and opportunities;
- A snapshot of existing conditions relevant to the DRI strategy; and
- A summary of an Economic, Market, and Housing Analysis.

The Profile and Assessment highlights key opportunities and limitations on future redevelopment. It also summarizes the trends and data necessary to develop a blueprint for the revitalization of downtown Newark.



## NEWARK DRI BOUNDARY

The Downtown Revitalization Initiative (DRI) Boundary covers approximately 170 acres of the Village's central business district, centered on the Erie Canal. The Village's development is deeply rooted to the canal, which has served an important role in commerce, tourism, and recreation throughout its history. At its southern end, the DRI area extends down the recently improved South Main Street to Williams Street and includes recreational, cultural, and institutional anchors. To the north and east, the boundary extends to Ford Street and past Murray Street, respectively, to include the

former IEC Electronics campus and its associated surface parking lot, an underutilized site ripe for redevelopment. On the western end, the DRI extends to Barker Parkway and includes a large, undeveloped waterfront property owned by the New York Power Authority - an opportunity for infill development in alignment with the Reimagining the Canals Initiative. Investment in the DRI area will showcase Newark's greatest recreational asset and attract tourists, residents, and businesses.

## REGIONAL CONTEXT

Newark is strategically located between the cities of Rochester and Syracuse. The location of the Village

at the intersections of two significant regional transportation routes (NYS Routes 88 and 31) has made it an economic center of Wayne County and the northern Finger Lakes region.

Based on its location, the Village of Newark is ideally positioned to attract young talent from a region which holds many prestigious colleges and universities, including: Syracuse University; Hobart and William Smith; Cornell University; Ithaca College; RIT; University of Rochester; as well as several other local community colleges and universities.



# PLANNING CONTEXT



Photo credit: LaBella Associates

***The Village of Newark has engaged in a series of strategic planning efforts to ensure initiatives and investments are aligned with an overarching vision. These past plans provide context for Newark's DRI vision.***





## 2009 COMPREHENSIVE PLAN

The Village of Newark and Town of Arcadia Comprehensive Plan was adopted in 2009 and was reaffirmed by the Village Board in 2017. The Plan vision includes preserving the Village's distinct features and walkable setting, strengthening the economic vitality of the business sector, and revitalizing the Erie Canal as a key community asset. Recommendations relevant to Newark's revitalization include:

- Visibly connect the East Union Street commercial core to the canal with infill development;
- Enhance pedestrian and boater amenities along the canal;
- Improve pedestrian circulation between on Main Street between the canal and Central Park;
- Introduce water-enhanced businesses along West Union Street, including canal-side dining, boat rentals, and waterside fueling;
- Create a consistent urban character along

residential streets;

- Invest in community recreation facilities to meet the needs of visitors of all ages and abilities; and
- Promote the canal as a scenic and recreational resource.

## 2013 ECONOMIC DEVELOPMENT PLAN

The Village of Newark Economic Development Alliance (VONEDA) prepared an Economic Development Plan for the Village in 2013. The plan identifies actionable short-term (one year) to long-term (five to ten years) goals and strategies centered around small and large businesses, tourists, and current and prospective residents. Recommendations relevant to Newark's revitalization include:

- Developing a bicyclist-friendly community;
- Holding events along the canal;
- Updating the Village's zoning; and
- Developing land north of the canal.

# FINGER LAKES REDC ALIGNMENT

The Newark DRI is well-aligned with the goals and priorities of the Finger Lakes Regional Economic Development Council (FLREDC). The SIP identifies opportunities for job creation and housing, critical needs to grow the region's economy. Projects focused on wellness and waterfront access will improve the region's quality of life and leverage the County's location as the "Gateway to the Finger Lakes."

## 2011 FLREDC STRATEGIC PLAN

The 2011 FLREDC Strategic Plan identifies regional economic conditions and opportunities and establishes an economic development vision and strategy. Key plan goals include accelerating job creation and strengthening the region's quality of life. To promote economic growth, the Plan identifies community development and housing as critical issues that need to be addressed to promote economic growth.

## 2015 FINGER LAKES FORWARD PLAN

In 2015, the FLREDC completed its Upstate Revitalization Initiative (URI) Plan: Finger Lakes Forward. The plan addresses four overarching objectives: grow jobs, increase regional wealth, drive private investment, and reduce poverty. To meet these objectives, the Plan

identifies three industry cluster, or pillars, that will drive job and output growth (optic, photonics, and imaging; agriculture and food production; and next generation manufacturing and technology), and supporting enabling and foundational elements. Foundational quality of life elements key to meeting the plan goals include education, healthcare, a skilled workforce, a diverse economy, cost of living, and arts and culture.

## 2016 REGIONAL ENGAGEMENT: REVITALIZATION OPPORTUNITY REPORT WAYNE COUNTY

The Wayne County Revitalization Opportunity Report was prepared for the FLREDC and NYSDOS, with funds provided through the NYS Brownfield Opportunity Area (BOA) program. Relevant goals and objectives include implementing building renovations, filling vacant

*"Successful community development relies on a built environment that helps to reinforce the character of the area and an effective use of infrastructure, including the region's many downtowns."*

storefronts, improving walkability, leveraging the County's location as the "Gateway to the Finger Lakes," strengthening recreational water tourism opportunities, and improving access to the waterfront.



# RECENT, ONGOING, & PLANNED PROJECTS

The DRI area has seen a number of public and private investments in recent years that are consistent with and supportive of the Village's economic development goals. In total, the Village saw a total of \$219,600,000 of public and private investment between 2011 and 2021, broken down as follows by sector:

- Education, culture, and the arts: \$36.6 million
- Healthcare and human services: \$15.7 million
- Agriculture: \$8 million
- Housing: \$32.4 million
- Infrastructure: \$83 million
- Manufacturing: \$29 million
- Retail, restaurant, and service: \$14.9 million

Recent, ongoing, and planned projects within the DRI area include:

- In 2019, The Arc Wayne invested \$2.3 million to open a street of shops called Erie Shore Landing, capitalizing on its canal frontage. The development employs 27 people.
- In 2018, local housing contractor Marshall Exteriors completed an adaptive reuse project, converting a vacant anchor building into its home interior showroom.
- In 2018 and 2019, the Village spent \$10.2 million of state and local money to rehabilitate South Main Street.
- In 2021, the Village was awarded over \$330,000 from the New York Main Street program to revitalize downtown buildings for mixed-use development. The funds will be used for façade renovations and upgrades to Central Park, among other things.

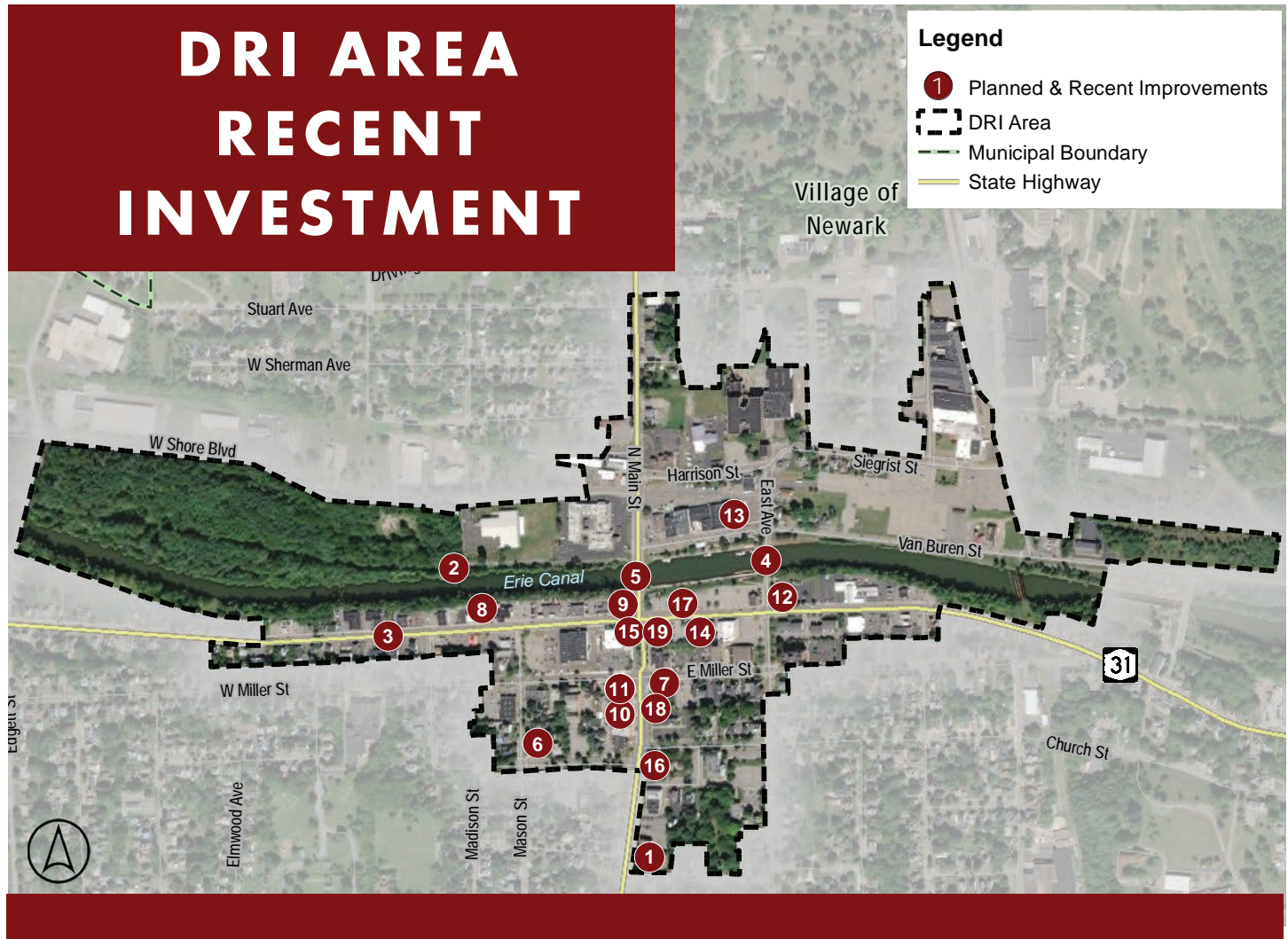
Additional projects in the DRI are presented on the following page.



Photo credit: LaBella Associates

***In the last ten years, nearly \$220 million has been committed to projects in Newark.***

# DRI AREA RECENT INVESTMENT



## Map No. Project Name and Description

- 1 V Technical Textiles moved into vacant school on South Main Street
- 2 Village completed Canal trail upgrades using Canalway Grant
- 3 Reconstruction of a culvert on West Union leading into the Canal
- 4 East Avenue Bridge rehabilitation
- 5 Murals completed under the North Main Street Bridge along the Canal
- 6 Library upgrades, including a new roof and HVAC upgrades
- 7 New apartment added on Miller Street above existing business
- 8 Deb's Craft and Things opened along West Union Street
- 9 Main Street Restaurant opened at the corner of Routes 31 and 88
- 10 Russell's Shopperama opened along South Main Street
- 11 Blue Line Graphics and Design opened at corner of South Main and West Miller Streets

## Map No. Project Name and Description

- 11 JAM Imaging opened
- 11 Ameriprise Financial moved from outside the DRI area into the DRI area
- 11 Mass Appeal Barbershop opened at corner of South Main and West Miller Streets
- 12 American Legion exterior improvements
- 13 Erie Shore Landing was opened by The Arc Wayne in 2019
- 14 Marshall Exteriors converted a vacant anchor building into its showroom in 2018
- 15 South Main Street was reconstructed in 2018 & 2019
- 16 Central Park upgrades planned as part of NY Main Street grant
- 17 Craft 120 Restaurant opened overlooking the Canal
- 18 Grind on Coffee Company opened on South Main Street
- 19 Local developer is constructing a new brewery on South Main Street



# EXISTING CONDITIONS

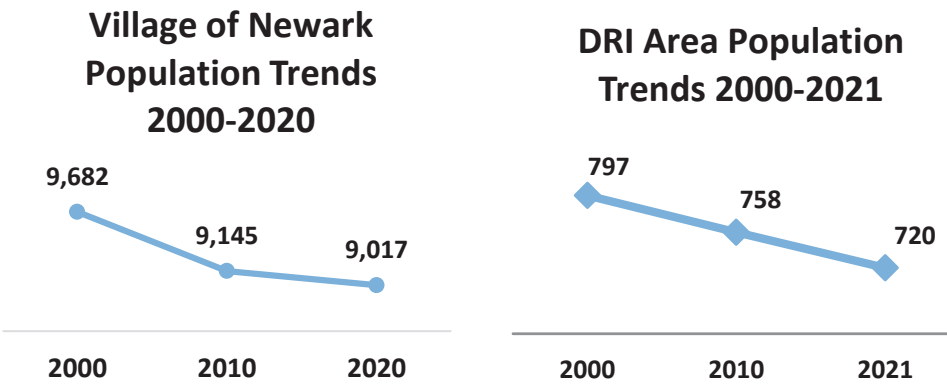
## SOCIOECONOMIC CHARACTERISTICS

To produce realistic recommendations for revitalization, it is vital to understand the demographics of Newark and Wayne County, as well as demographics specific to the DRI area, where available. Demographics such as income, population, educational attainment, and age cohorts provide insight into the needs of the community, as well as a guide for the downtown’s revitalization.

Note: throughout this section, County and Village data is sourced from the U.S. Census Bureau Decennial Census and American Community Survey (ACS); DRI area data is sourced from ESRI. In some instances, there are slight discrepancies in dataset years. The closest years are provided for comparison purposes.

### POPULATION TRENDS

Over 9,000 residents call the Village of Newark home, with an estimated 720 living within the boundaries of the DRI. The population in the Village has declined by just under 7% since 2000, and the population within the DRI boundary has decreased by an even higher rate, a 10% decrease since 2000. This rate of decrease is higher than that experienced at the County level (under 3%).

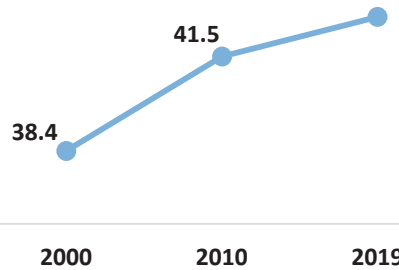


***Newark’s decreasing population is not unlike most upstate urban areas. With a revitalized downtown and new housing options, new investment and residents can be expected.***

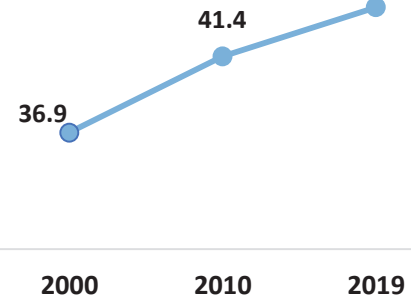
## MEDIAN AGE

The median age in the DRI area is 39.9, which is less than that of the greater Village (42.8) and County (44.3). Looking at trends in resident population over time, the median age of the Village population has increased by over 11% since 2000. This rate of change is slower than Wayne County, which experienced an over 20% increase in the median age over the same 19-year period.

**Village of Newark  
Age Trends (Median Age)  
2000-2019**



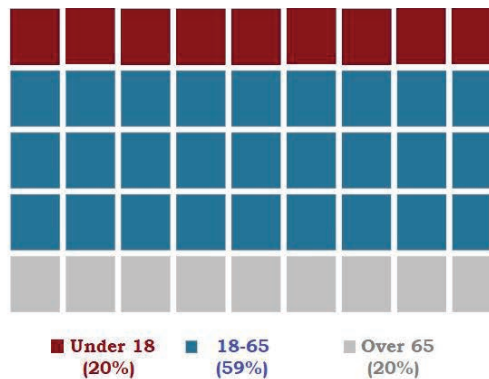
**Wayne County  
Age Trends (Median Age)  
2000-2019**



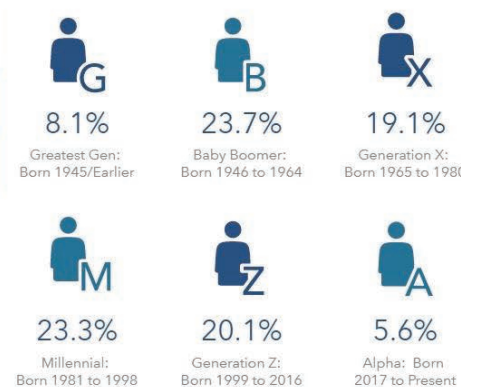
## AGE DISTRIBUTION

Within the DRI area, Baby Boomers and Millennials are the most represented, comprising approximately half of residents. Those born 1945 and earlier and those born 2017 to present represent the smallest percentage of the population, at less than 10% each. Compared to the Village and greater Wayne County, the DRI area has slightly less residents under 18 and slightly more residents over 65.

**Population by Age**



**Population by Generation**



**The Village's aging population, coupled with an interest in attracting young professionals, supports the need for a diversification of housing options.**

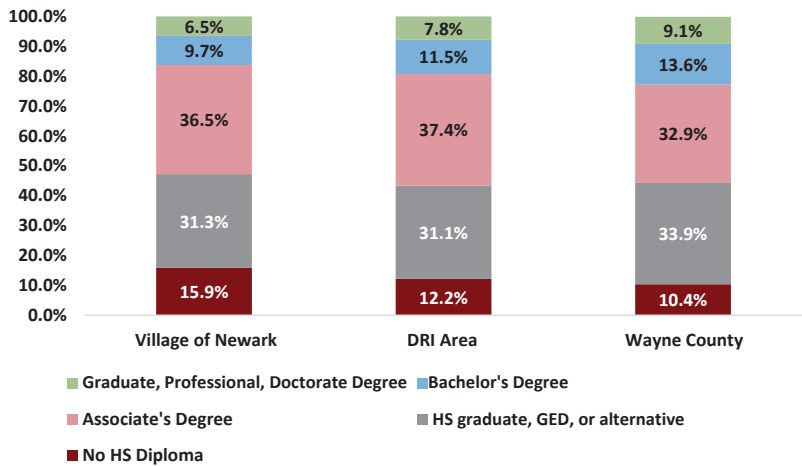




EDUCATIONAL  
ATTAINMENT

Newark’s residents are less educated compared to Wayne County as a whole, with only 16% of the population having a bachelor’s degree or higher, compared to the County’s 23%. Education levels within the DRI area are between that of the Village and County (19% with a bachelor’s degree or higher).

Education Levels (2021)



*The DRI presents opportunities for local workforce development, job creation, and training opportunities tailored to the Village's population.*

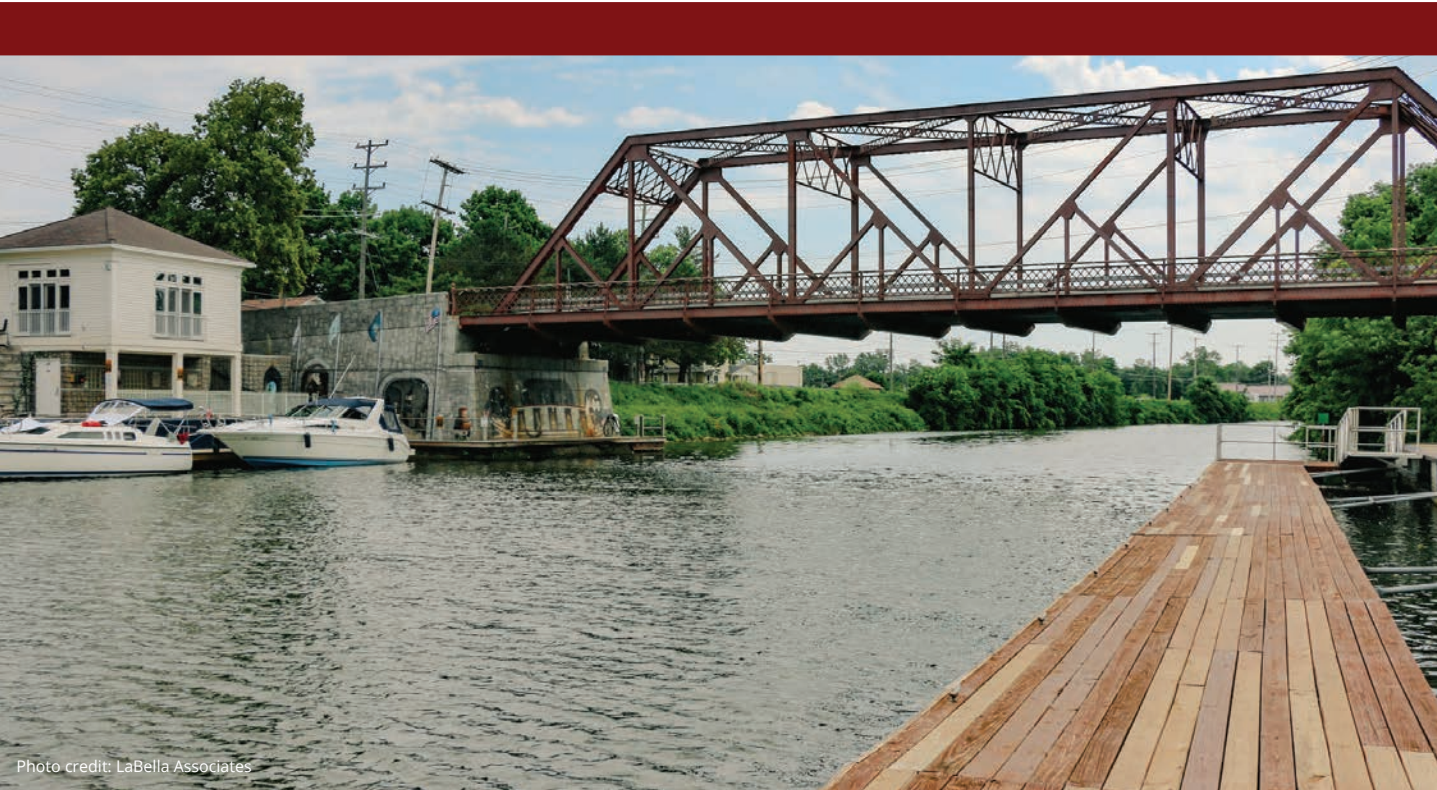
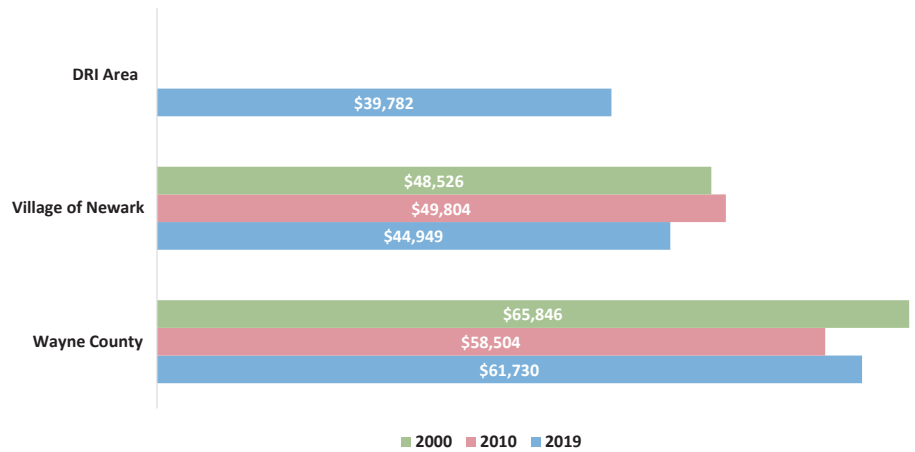


Photo credit: LaBella Associates

## HOUSEHOLD INCOME

The median household income for the Village of Newark has historically been less than that of Wayne County, and the DRI area has a lower median household income than that of both the Village and greater County. When taking into account inflation, the median household income in Newark has decreased by 7.4% since 2000, slightly more than the County-wide decrease of 6.3%.

Median Household Income Adjusted for Inflation

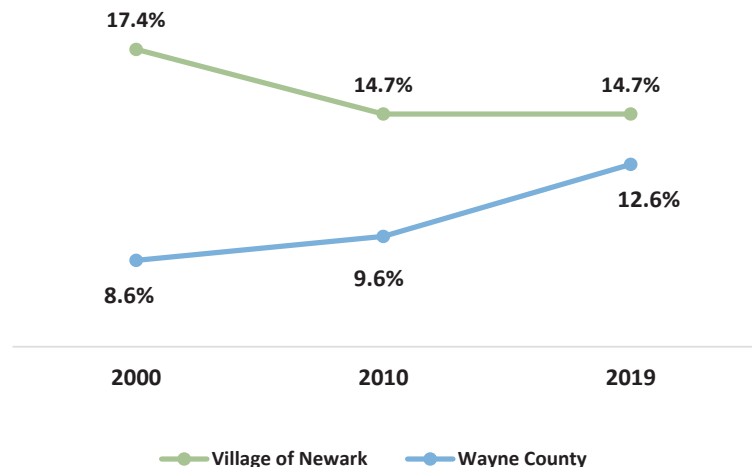


Note: current household income levels for the DRI area were pulled using ESRI data. Data limitations with the ESRI software prevented historical income levels from being tabulated.

## POVERTY

The poverty rate in the Village of Newark has decreased by 2.7% since 2000, compared to a 4% increase County-wide, but remains higher than the County poverty rate.

Poverty Trends



## UNEMPLOYMENT

Under 4% of DRI residents are unemployed, which is comparable to the Village (3.1%) and lower than the County (4.8%). Unemployment rates locally and at the County level are also below the State average.

Unemployment Rates (2021)

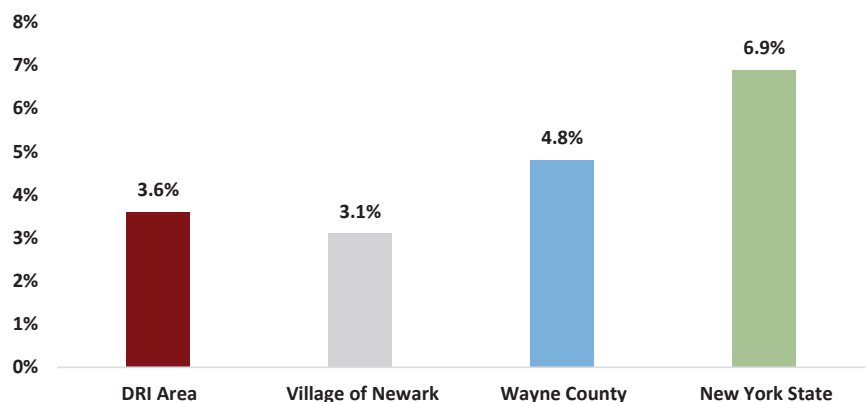






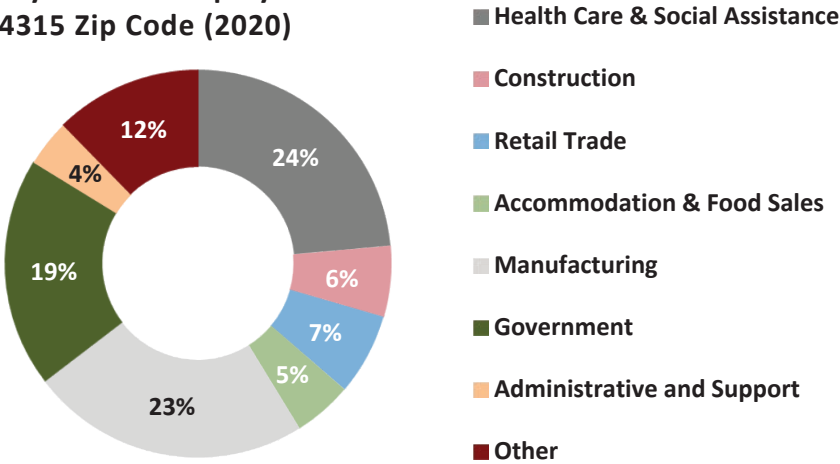
Photo credit: LaBella Associates

*The significant number of employees that commute to Newark daily represent a potential housing demand market that could be met locally.*

**EMPLOYMENT**

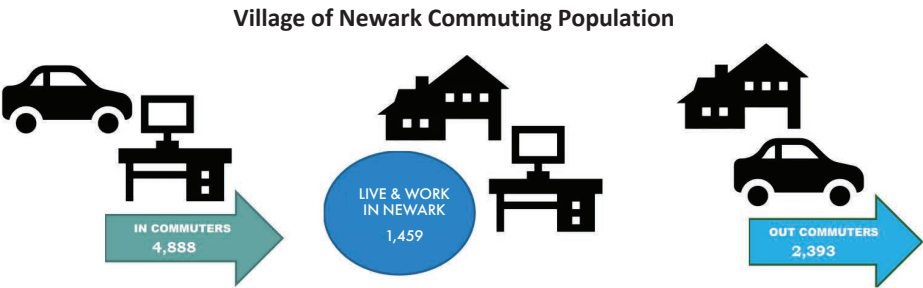
A total of 7,783 (28.6%) out of approximately 27,250 jobs in Wayne County are located in the Village of Newark. Of these jobs, approximately 47% of Newark residents are employed in the Manufacturing, and Healthcare and Social Assistance industries.

Industry at Place Employment  
14315 Zip Code (2020)



**COMMUTING PATTERNS**

Commuting patterns provide insight into the links between the community and the greater region. The patterns for the Village indicate that a majority of people travel into Newark for employment (77% of local employees). A total of 1,459 people both live and work in the Village, while 4,888 people living outside the Village travel into Newark for employment, and 2,393 people living in the Village work outside Newark. This may represent an opportunity to expand housing options in the DRI area.

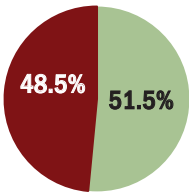


HOUSING

HOUSING UNITS,  
OCCUPANCY & TENURE

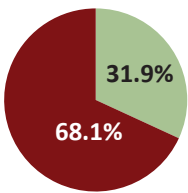
There are 213 housing units in the DRI area, an increase of only 2 additional units since 2010. Of the estimated 4,221 housing units in Newark, there is a two-to-one ratio of owner occupied to rental units. In contrast, over 51% of the units in the DRI area are currently renter-occupied.

Housing Tenure  
DRI Area



■ Renter-Occupied ■ Owner-Occupied

Housing Tenure  
Village of Newark

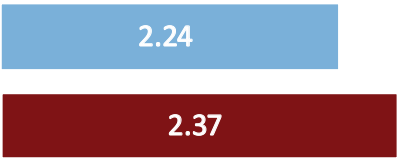


■ Renter-Occupied ■ Owner-Occupied

HOUSEHOLD SIZE

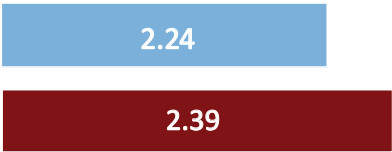
The average owner-occupied household size in the DRI area has decreased from 2.37 to 2.24 persons per household since 2000. This is comparable to Newark's decrease in average household size from 2.39 to 2.24 individuals per household.

Average Household Size  
DRI Area



■ 2000 ■ 2021

Average Household Size  
Village of Newark



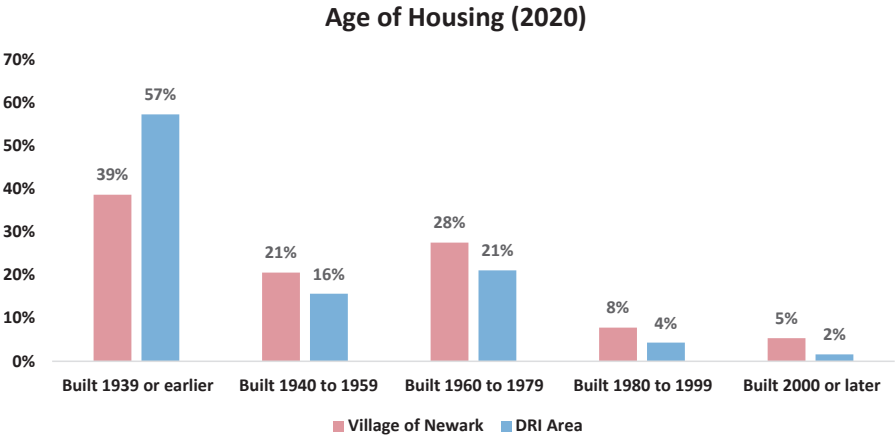
■ 2000 ■ 2019





AGE OF HOUSING STOCK

Approximately 39% of the Village housing stock and 57% of the DRI area housing stock was built prior to 1940, meaning the majority of housing in the DRI area is over 80 years old. To address the higher maintenance needs of older housing, Newark has been successful in obtaining Community Development Block Grants (CDBG) for home improvements.



*Little new housing has been constructed in Newark in the past 20 years. With changes to household size, the adequacy of available housing types should be evaluated and addressed to accommodate this change.*

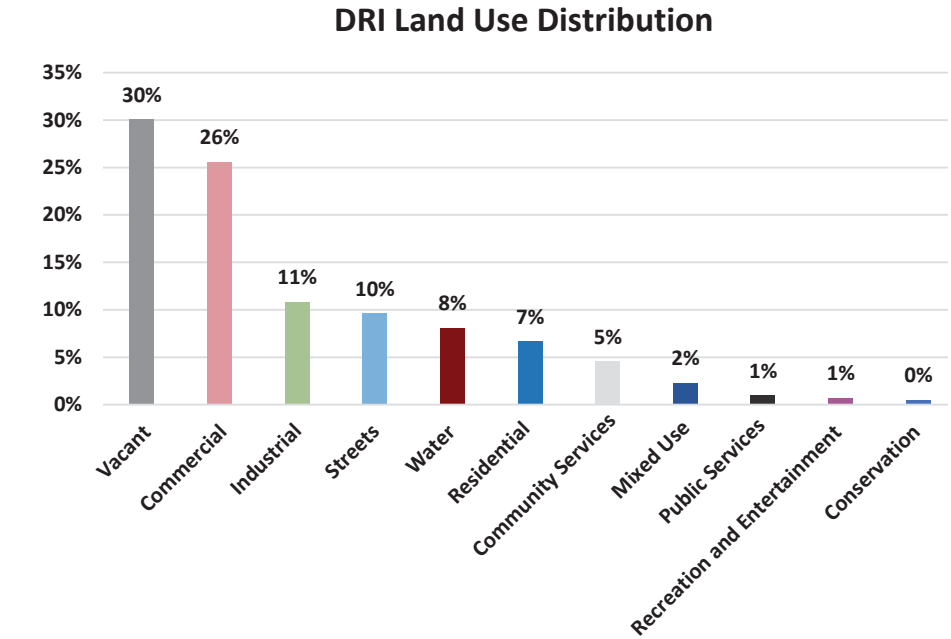
PHYSICAL & REGULATORY CHARACTERISTICS

Physical and regulatory features including land use, transportation, and natural and historic resources shape the character and economy of Downtown Newark. These features can provide both opportunities and constraints for revitalization and help identify successful DRI projects to spur revitalization and catalyze investment.

LAND USE

The majority of the land in the DRI area is vacant (30%), followed by commercial (26%), and industrial (11%). The high share of vacant land is attributable primarily to the NYS Canal Corporation properties that run along the canal. Commercial uses are found throughout the DRI area, while industrial properties are all located on the north side of the canal.

Residential uses represent 7% of the DRI area, and primarily consist of single-family homes. They are generally located off Main Street and in some instances located adjacent to existing industrial land uses.



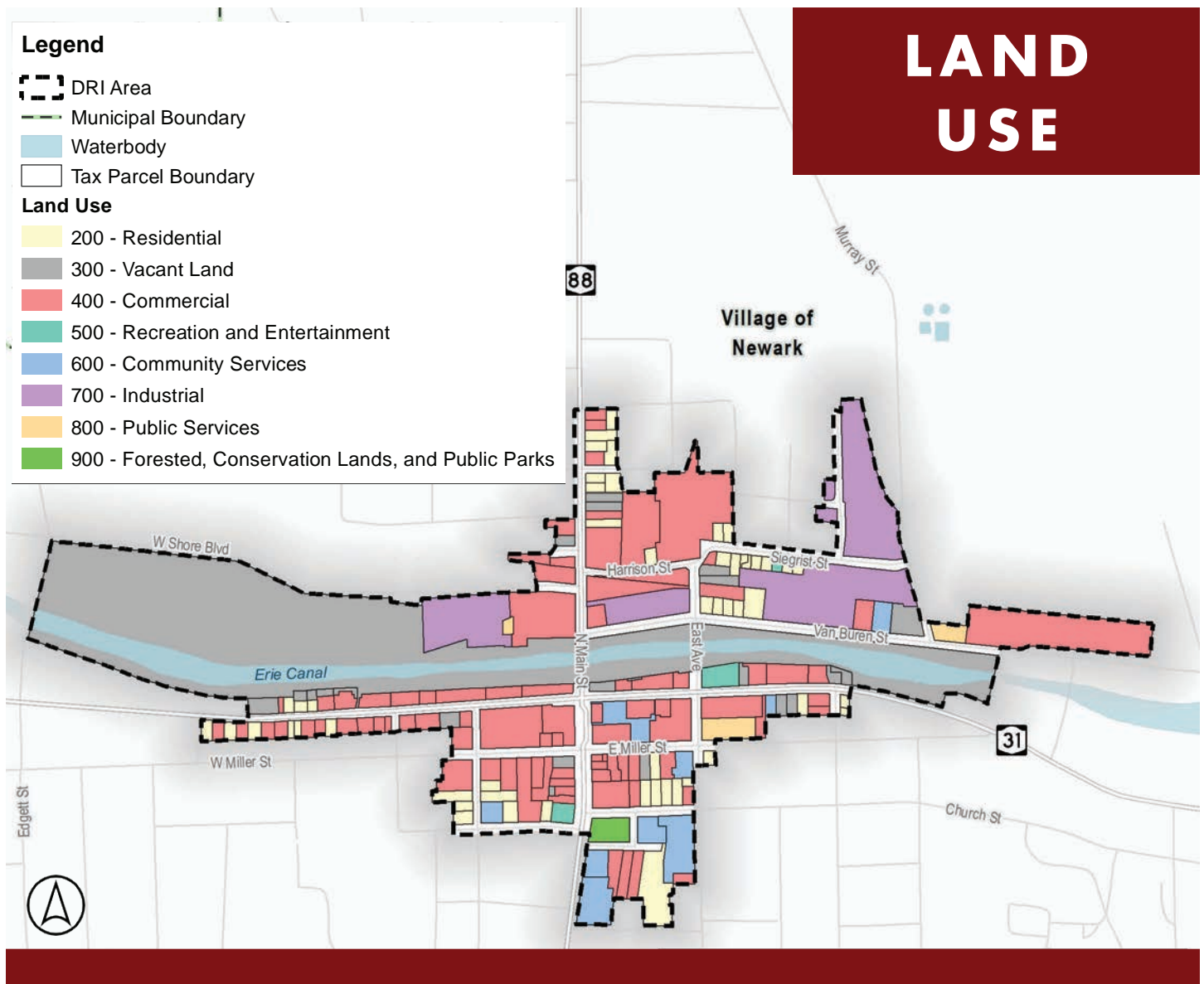
Community services, representing 5% of the DRI area, are largely clustered at the southern end of the

DRI area and include the Post Office, municipal buildings, and religious institutions.

Currently, only 2% of land use in the DRI area has a mixed-use component, such as converted rowhouses and mixed residential/commercial structures.

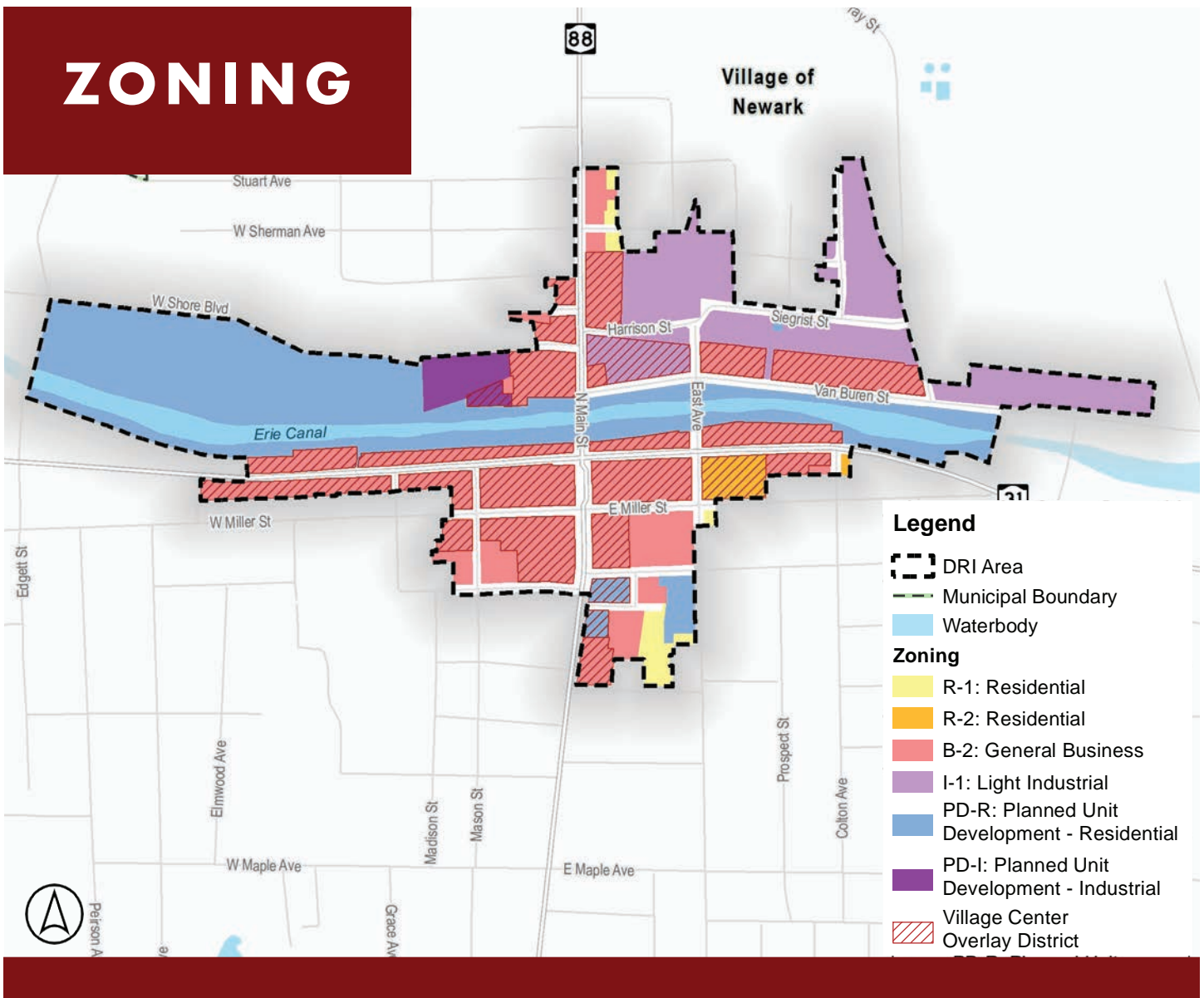
Recreation and conservation (park) land represent a combined 1% of the DRI area. When encouraging greater residential density in the DRI area, the adequacy of the available recreational opportunities should be considered.

***Opportunities to increase the diversity of land uses in the downtown will help to increase downtown vibrancy and enhance quality of life. This may be achieved a number of ways, such as adding upper-floor residential or having dedicated live-work artist studios.***





# ZONING



## EXISTING ZONING

There are currently ten distinct zoning districts within the Village of Newark, with six districts and one overlay district found within the DRI boundary. These districts range in intensity from low density residential to industrial. The Village Center Overlay District (VCOD) covers much of the DRI area.

The following defines the goals for each zoning district in the DRI:

- Residential District R-1:**  
 This district allows one-family dwellings, professional residence-offices, religious institutions, schools, public outdoor recreation uses, and accessory uses.
- Residential District R-2:** In addition to the uses permitted in the R-1 district, this district allows multi-family dwellings, boarding houses/tourist homes, and cemeteries.
- General Business District B-2:**  
 Over one-third of the DRI land area is within the B-2 district. This district allows community centers; private clubs; banks; business offices; indoor places of public assembly, entertainment,

*Much of the Village's zoning does not currently allow the diversity and intensity of land uses envisioned in the DRI area. Zoning updates that the Village is currently undertaking will address this disconnect and support mixed-use downtown development.*

and recreation; hotels; produce, foods, and equipment retail businesses; retail services; personal services; mortuaries; commercially operated schools; commercial parking lots; restaurants, bars, and food stands; and accessory uses.

- **Light Industrial I-1:** This district allows enclosed manufacturing industries; enclosed warehouses; public utilities; gasoline stations; enclosed service and repair; machinery and transportation equipment sales and services; enclosed industrial process and services; freight or trucking terminals; business offices; public garages; parking; and enclosed accessory building uses.

- **Planned Unit Development: Residential (PUD-R):** Over one-third of the DRI land area is within the PUD-R district. The intent of the PUD district is to permit the establishment of areas in which diverse uses can be brought together as a compatible and unified plan. The following uses are permitted in PUD-R districts: one-, two- and multi-family dwellings; housing for the elderly; professional residence-offices; religious

institutions; schools; community centers; membership clubhouses; public outdoor recreation; accessory uses; and parking.

- **Planned Unit Development – Industrial (PUD-I):** This district allows the following uses: enclosed manufacturing industries, machinery and equipment sales, enclosed warehouses, enclosed wholesale uses, public utilities, gasoline stations, enclosed service and repair, trucking and freight terminal, enclosed industrial processes and services, garages, enclosed accessory uses, and parking.
- **Village Center Overlay District (VCOD):** The VCOD was created in 2009 to focus on revitalizing downtown Newark. The intent is to create a uniform set of architectural and site design standards that promote pedestrian-oriented, mixed-use development, create usable public and private spaces; and promote traditional urban design principles.

The Village staff is currently in the process of updating the Village's zoning code. Updates are anticipated to be adopted by Fall 2022.

The zoning updates include revisions to address frequent variance requests and incorporate new uses and definitions. Notably, the current zoning code does not address mixed-use, solar, residential district non-business signs or a designated zoning district specific for hospital development and other medical uses around the hospital campus. These items, along with updates to sections on signage, definitions, zoning districts and parking will be addressed as part of the zoning updates.

The zoning code updates are also anticipated to include eliminating the VCOD, which the Village has found to deter development downtown due to its stringent guidelines. With the elimination of the VCOD, certain requirements in other zoning districts, including the underlying zoning district that covers the downtown area, would be updated to assist with consistent architectural designs in new development while providing the Village Planning Board some flexibility in their site plan approval process.



VACANT &  
UNDERUTILIZED SITES

Using assessor data and a windshield survey, 32 properties were identified as underutilized sites, representing 58% of the DRI area.

30% of the DRI area is vacant; most of this land (approximately 63 acres) is comprised of undeveloped green space. This includes all property fronting the Erie Canal and the forested lands adjacent to the

Canal in the northwestern portion of the DRI area. This large undeveloped area was intended to store materials from dredging operations, which never came to fruition. The NYS Canal Corporation has made an agreement with the Village to transfer ownership.

An additional 9.44 acres of land is occupied by vacant or derelict buildings. This notably includes the former St. Elizabeth's Hospital property, which lies within the core of the historic downtown area, the former IEC Electronics building along

the northeastern border of the DRI area, and three adjacent properties on W. Union Street (213, 224, and 230) that appear vacant and could be assembled for a larger project.

The remainder of the underutilized land in the DRI area (10.84 acres) is comprised of surface parking lots, including several municipal owned surface parking lots, many situated along the Erie Canal, as well as a large parking lot to the north of the Canal that previously served the IEC, prior to its relocation.

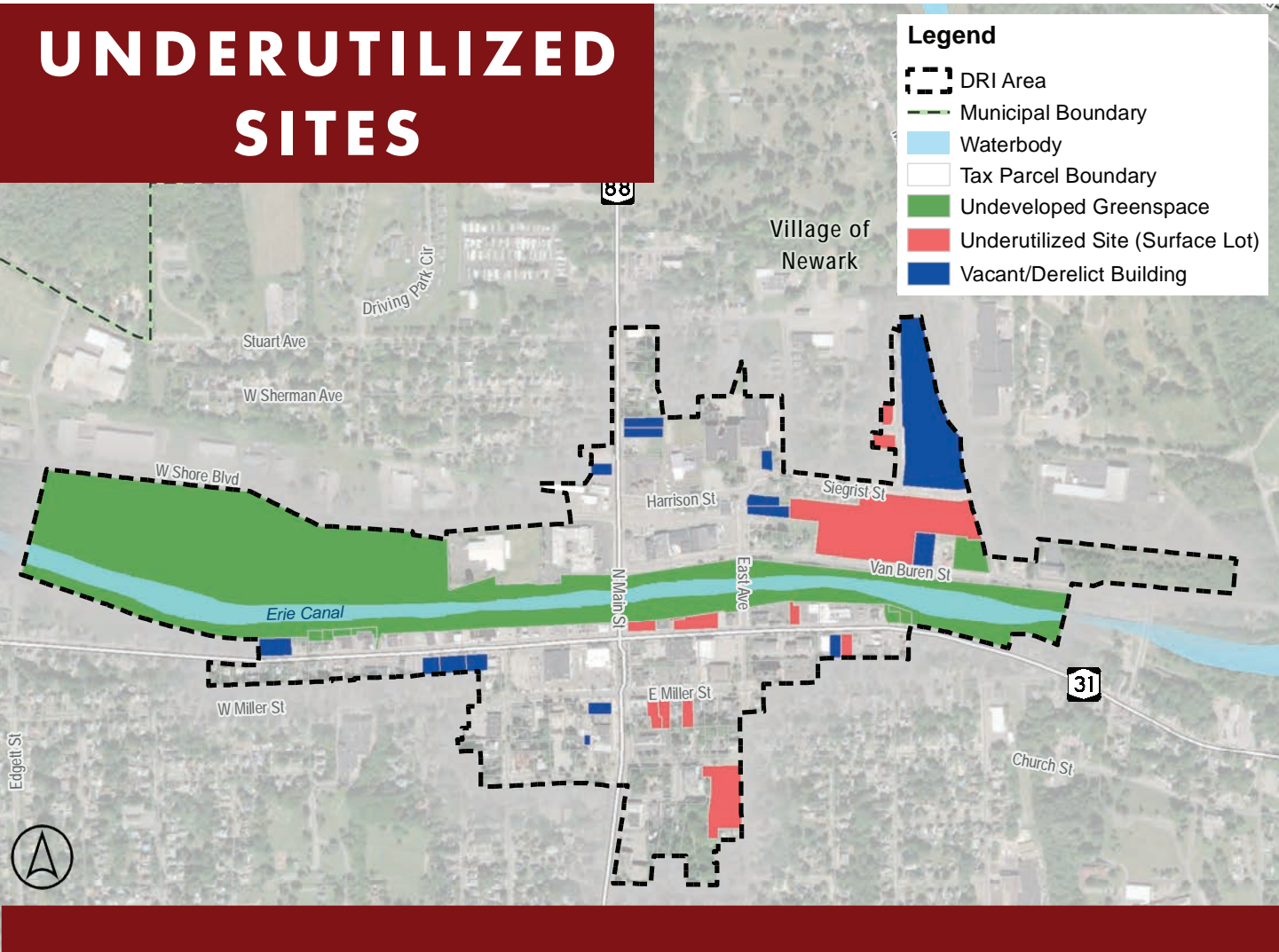




Photo credit: LaBella Associates



Photo credit: LaBella Associates



Photo credit: LaBella Associates

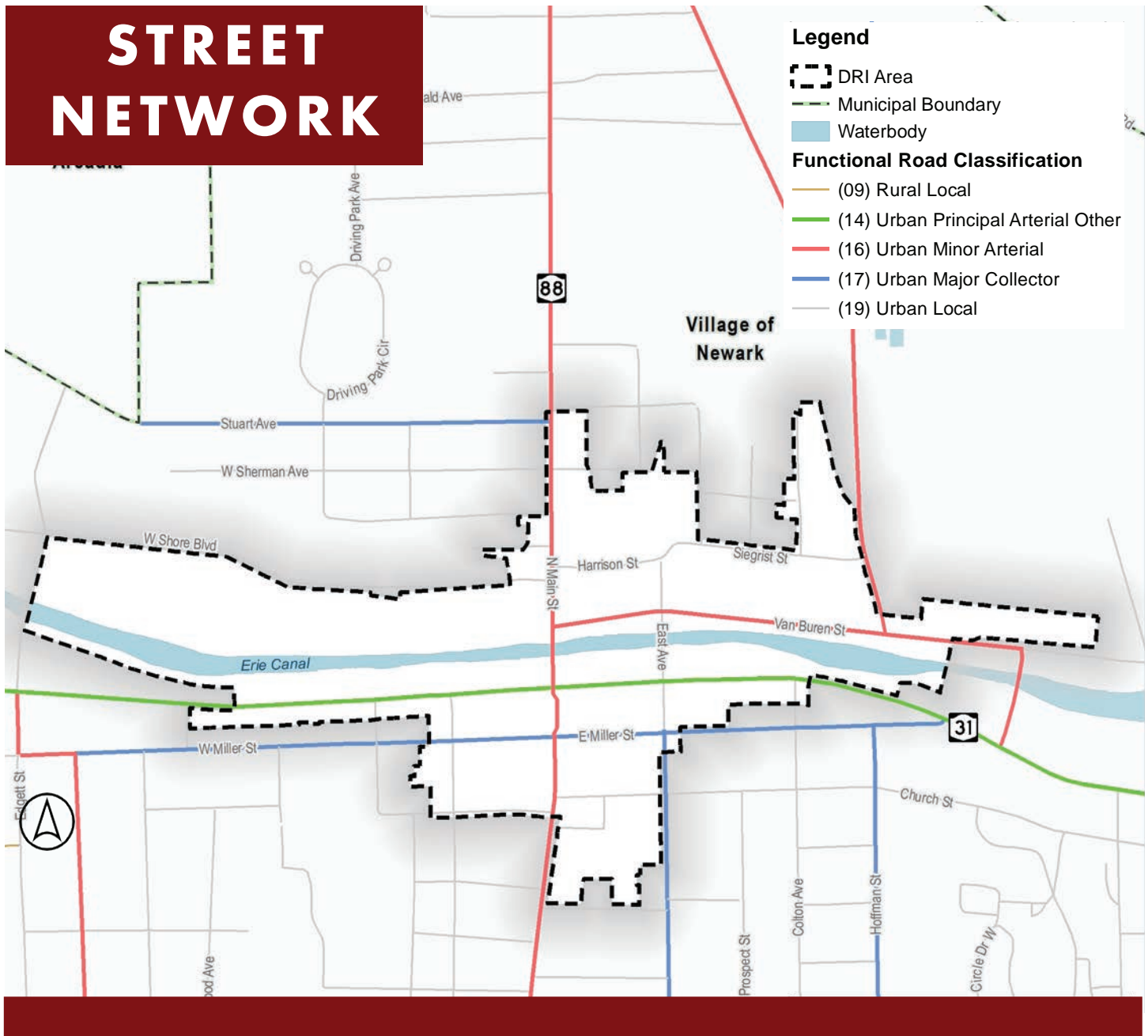
## TRANSPORTATION SYSTEMS

The Village of Newark's transportation system includes its roads and parking lots, pedestrian infrastructure, trails, transit, and water-based transportation opportunities.

- **Street Conditions:** The DRI area is centered around the intersection of NYS Routes 88 and 31, significant regional transportation routes. These routes transverse NYS and/or link into the major NYS and interstate routes. Within the DRI area, Route 31 is a principal arterial with over 9,000 daily vehicles (annual average). Route 88, along with Van Buren Street and Murray Street are minor arterials. Route 88 has upwards of 5,000 daily vehicles, with lower traffic volumes on Van Buren and Murray Streets. East Miller Street and portions of East Avenue are major collectors. The remaining roads within the DRI boundary are local roads.
- **Pedestrian Infrastructure:** The DRI area also has a network of sidewalks and crosswalks. Streetscape improvements were recently completed on South Main Street, including widening sidewalks, enhancing crosswalks, and installing pedestrian-scaled lighting. In contrast, the sidewalks along North Main Street lack accessibility and pose safety concerns for pedestrians.
- **Transit:** Newark is well-connected to surrounding Wayne County communities via several Regional Transit Service (RTS) Wayne bus routes that generally run along major routes in the DRI area, including Routes 31 and 88.
- **Parking:** Parking is available both on-street and off-street throughout the DRI area. With the relocation of IEC to another Newark site outside the DRI, demand has substantially decreased, making the over-supply of parking more apparent.
- **Water-Based Transportation:** The Erie Canal, which forms the central spine of the DRI area, allows convenient access to downtown Newark by boat. The Port of Newark provides boaters many free amenities, including ample docking on both sides of the waterway, electric service, water hookup, a pump-out station, restrooms, showers, laundry facilities, and WiFi.



# STREET NETWORK



*The presence of multiple arterial roadways in the DRI provide an opportunity for high visibility improvements. Safe pedestrian crossings must also be considered when looking to improve connectivity to the canal.*

## INFRASTRUCTURE & UTILITY SYSTEMS

The downtown is served by a comprehensive network of public infrastructure that can support redevelopment. Infrastructure systems available in the DRI Boundary include:

- **Water:** Public water is located within the downtown and accessible to all the downtown properties. The Village recently completed upgrades to its water treatment plant and water lines.
- **Sanitary and Stormwater Sewer:** Public sewer lines are generally located in the right-

of-way throughout downtown and are accessible to all the downtown properties. A sanitary sewer main and a storm drain run through the Canal Corps property. The Village recently completed sewer line and stormwater system improvement, in addition to a \$23 million sewer treatment plant upgrade and expansion.

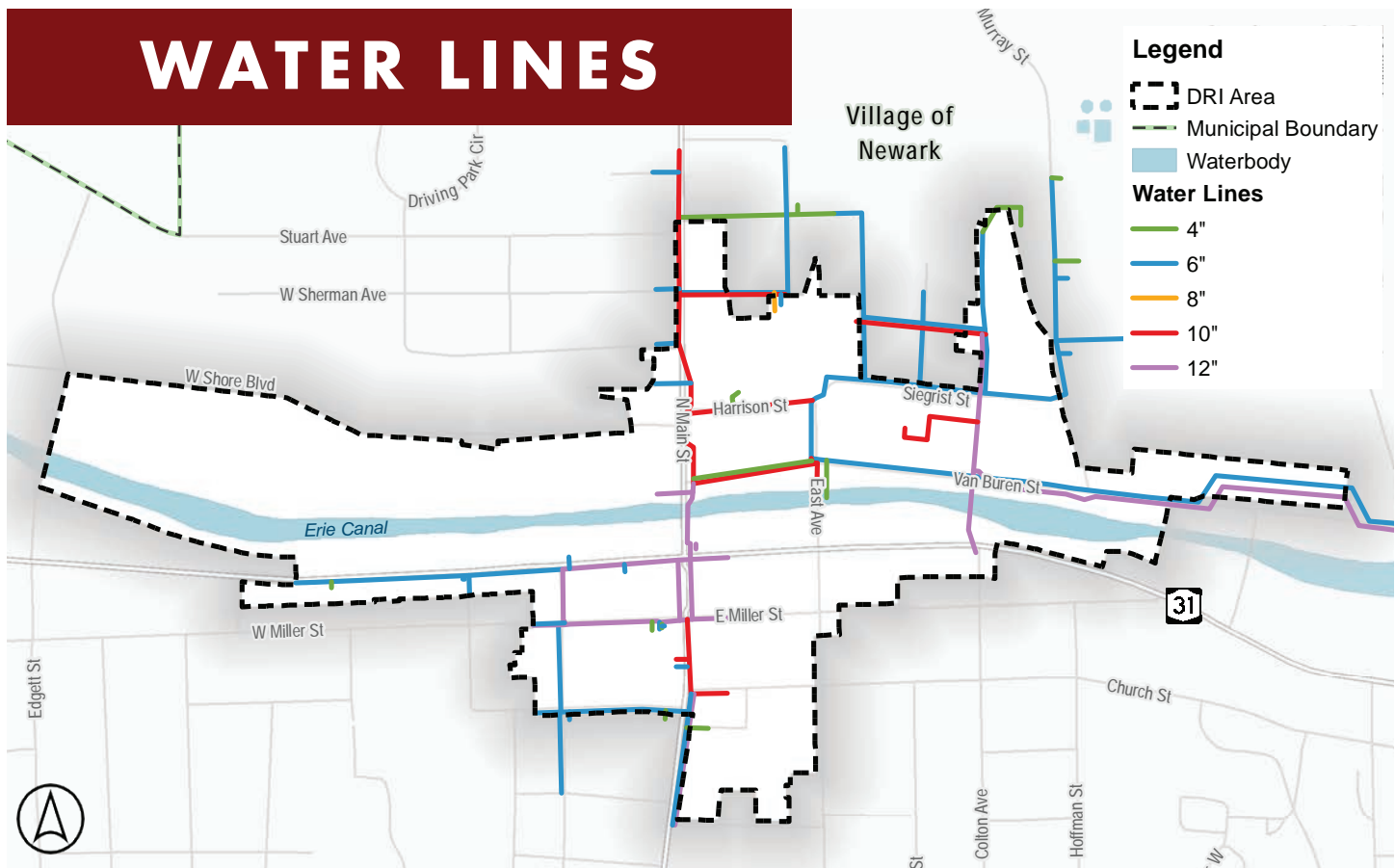
- **Telecommunications:** Spectrum provides phone, internet and cable TV services throughout the downtown. The Village has prioritized the installation of 5G telecommunication equipment throughout the downtown,

allowing high-speed connectivity to businesses and residents.

- **Electric:** Areas within the DRI Boundary are served by New York State Electric and Gas (NYSEG).
- **Natural Gas:** Areas within the DRI Boundary are served by NYSEG natural gas services.

***It is critical that any site development allow for continued access to sewer infrastructure that crosses private property.***

## WATER LINES





## ENVIRONMENTAL ASSETS & CONSTRAINTS

There are a number of environmental resources located within the DRI area. Many of these resources benefit the community, increase property values, and improve the area's quality of life; however, they can also create constraints on future development. The DRI aims to protect, enhance, and leverage these natural resources as part of its revitalization strategy.

### Water-Based Resources

The NYS Erie Canal flows through the center of Newark and forms the central spine of the DRI area. The manmade waterbody was constructed between 1817 and 1825 and spans from Albany to Buffalo. The canal is over 100 feet wide in the DRI area and is classified by the NYS Department of Environmental Conservation as a Class C waterbody, indicating it is

suitable for fishing and non-contact activities. While there are no FEMA flood hazard zones mapped around the canal, intense rainfall events have led the NYS Canal Corporation to close portions of the canal, most recently in 2021.

Military Run is a small Class C(T) stream that runs south from the Erie Canal, crossing Union Street in the western DRI area before entering Perkins Park. The waterbody is identified as a Riverine wetland on the National Wetlands Inventory and is partially subterranean within the DRI boundary.

The only designated wetlands within the DRI project area lie within the boundary of the Erie Canal, a waterbody which has its water levels artificially controlled by the State and therefore poses little to no challenge in development within the DRI area.

*New development in the DRI area must consider and minimize environmental impacts.*

### Brownfields

Brownfield sites are sites where redevelopment or reuse may be complicated by the presence or potential presence of contamination. Within the DRI boundary, there are two sites that are in the State Superfund program

- **125 N. Main Street**, the site of the current Newark Garden Hotel, was the former location of the Newark MGP.
- **175 West Union Street** is a Gulf gas station and was the site of Former Grand Cleaners in the 1940s. Note: This site is identified by NYSDEC as "potential Registry site," as the investigation of the site is not yet complete.

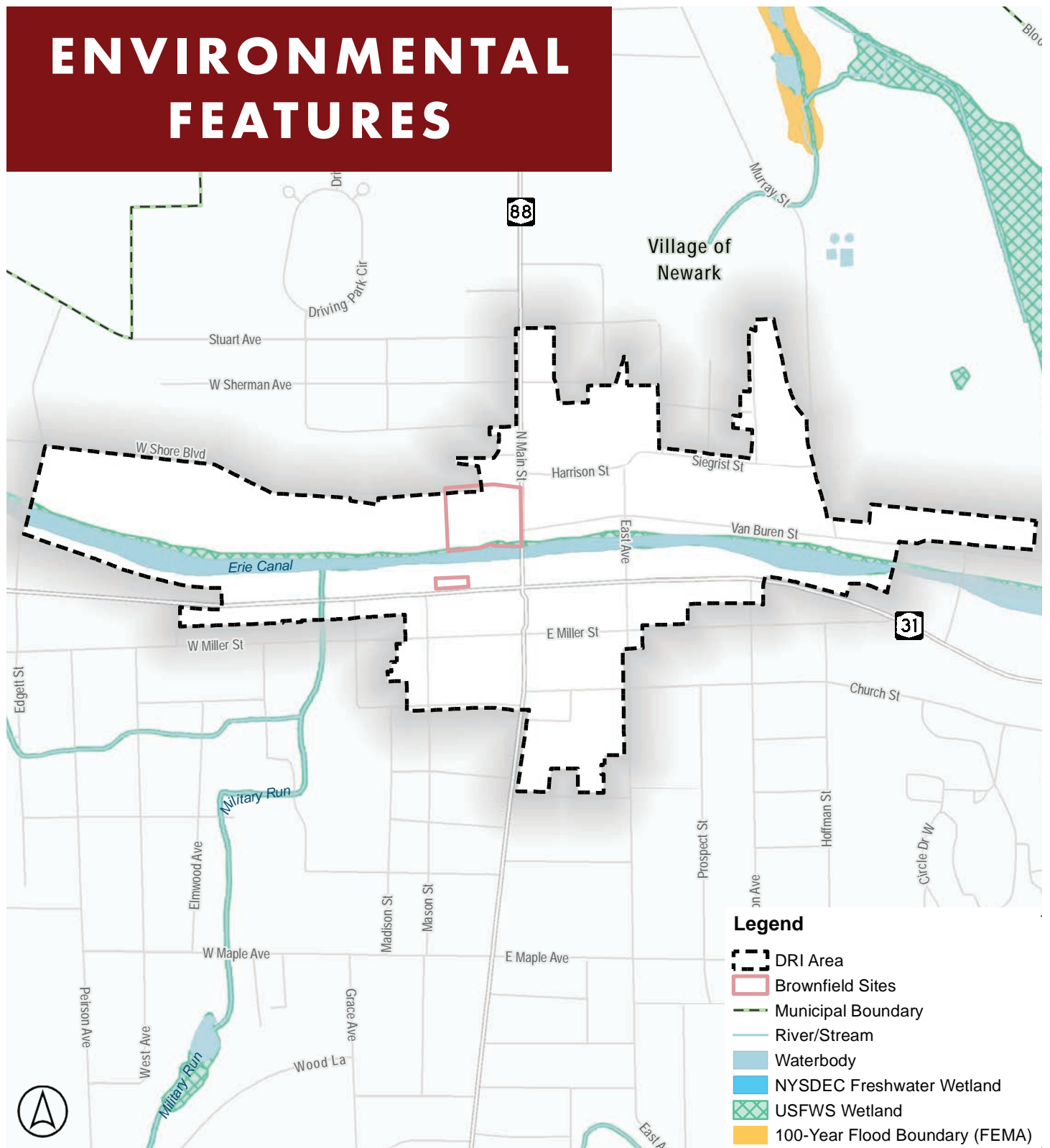


Photo credit: LaBella Associates



Photo credit: Mark Peake

# ENVIRONMENTAL FEATURES





# TRAILS & PARKS



## PARKS & RECREATIONAL RESOURCES

Parks and recreational spaces are important assets as they not only contribute to residents' physical and mental well-being, but they make the community more attractive to live and work in. Parks, recreational land, and the water areas account for less than 10% of the DRI Boundary.

Most notably, the **Erie Canalway Trail** runs along the north side of the Erie Canal within the study area. The 365-mile trail runs from Buffalo to Albany. The trail is a significant recreational and tourist asset, with Parks and Trails NY estimating that it saw over three million visits in 2019 alone.

***The Erie Canalway Trail is a significant recreational and tourist asset that is underutilized in the DRI Area.***

**T. Spencer Knight Park/Port of Newark** is located along both sides of the Erie Canal between Main Street and East Avenue. The park offers electric and water hookups for boaters; showers; laundry service; WiFi; picnic area; gazebo; swings and a sitting area. The park also hosts free Friday evening concerts in the summer months.

**Central Park** is located south of the Canal at the corner of Main and Church Streets. Its covered grandstand area and park benches provide an area for summer band concerts. The Newark Farmers Market is hosted at Central Park on Thursday afternoons from June through October.

The two remaining DRI area parks are smaller and located on side streets. **K&M Demay Skate Park** is located on East Avenue at the southern end of the study area. The park is open for skateboarders and BMX bikers. **George E Weinman Memorial Park** is located north of the Canal on Siegrist Street. The small pocket park features a playground and bench seating.



## HISTORIC & CULTURAL RESOURCES

The historic and cultural resources located within the DRI Boundary help to shape the character of Downtown Newark. Leveraging these assets should be a primary goal of the DRI.

### Historic Resources

While many of the historic buildings in downtown Newark were removed as a result of urban renewal, there are several structures that are listed on or eligible for listing on the State and National Register (S/NR) of Historic Places.

The **Enlarged Erie Canal Barge District** was listed on the State and National Register in 2014. Within the DRI Boundary there are two contributing structures to the district: the Bridge E-110 and Bridge E-109, which were constructed in the 1910s.

The **US Post Office – Newark** is located on Main Street at the southern end of the DRI Boundary. The 1913 building was listed on the State and National Register in 1989.

There is one S/NR-eligible building in the DRI area. The **Newark Public Library** is located at the northwest corner of Mason and High Streets

and was constructed in 1900. Founded in 1897, the Newark Public Library offers reading materials, meeting rooms, as well as maintains a small collection of historical materials for residents to conduct research. Located within the Newark Public Library, the Hoffman Clock Museum has been displaying over 300 clocks, watches and watch making tools since 1954. The museum is named after Augustus Hoffman, a Newark resident and watchmaker/jeweler who amassed most of the collection.



# HISTORIC RESOURCES



Much of the DRI area is also within an archaeologically sensitive area. Additional assessments will likely be needed for any project that involves ground disturbance.

## Other Cultural Resources

**Newark Farmers Market:** Held in Central Park from June through October, this public market offers fresh vegetables, fruit, baked goods, flowers, cheese, and crafts. Along with cash and credit card, the market accepts WIC, SNAP, and

Senior Farmers Markets Nutrition Program (SFMNP) vouchers.

## Wayne County Council for the Arts:

Established in 1977 and located within the DRI area, the organization helps foster the artistic culture within the community by offering classes and workshops, and by exhibiting works from local artists.

## Newark-Arcadia Historical Society:

Located at 120 High Street

this museum captures the history of both the Village of Newark and Village of Arcadia. The museum is open on Saturdays, or with an appointment for private tours.

## ANCHOR INSTITUTIONS & MAJOR EMPLOYERS

Newark is home to several anchor institutions notable for their large number of employees and the economic stimulus they generate locally and regionally. Several of



Photo credit: LaBella Associates

the largest local employers are public or non-profit institutions: Newark-Wayne Community Hospital, the Wayne-Finger Lakes Board of Cooperative Educational Services (W-FL BOCES), Finger Lakes Community College, The Arc Wayne, and the Finger Lakes Developmental Disabilities Service Office (FLDDSO).

**The ARC Wayne** is located in the heart of the DRI area on Van Buren Street and has approximately 475 employees in Newark. The non-profit provides opportunities for children and adults with intellectual and developmental disabilities,

working with 1,700 individuals through over 30 programs and services across eight counties. The ARC Wayne contributes over \$25 million to the local economy and recently invested \$2.3 million to open Erie Shore Landing, a series of shops in the DRI area that provide jobs to members of the community and clients.

The **Newark Central School District** is another notable institution in Newark. While the school buildings are located outside the DRI area, the district offices are within the boundary in the Municipal

***Projects should consider opportunities to highlight and enhance the Village's historic and cultural resources.***

building, and the District has 491 employees in the Village.

**Newark-Wayne Community Hospital** is located in the northern most point of the Village of Newark. This community hospital is a major employer, with roughly 997 individuals employed at the campus. This 300-bed hospital is part of the Rochester Regional Health network and includes a recently renovated birthing center and emergency department, as well as provides cardiology, obstetrics and gynecology, orthopedics, pulmonary care, amongst many other services.

**Creation Technologies (Formerly IEC)** is the largest manufacturing employer within Newark, Creation Technologies (Formerly IEC), has a workforce of roughly 736 employees. Due to an expansion of their workforce in 2020, Creation Technologies relocated from the eastern portion of the Village and is now located at the Silver Hill Technology Park in the southern tip of the village.



# ECONOMIC & MARKET ANALYSIS

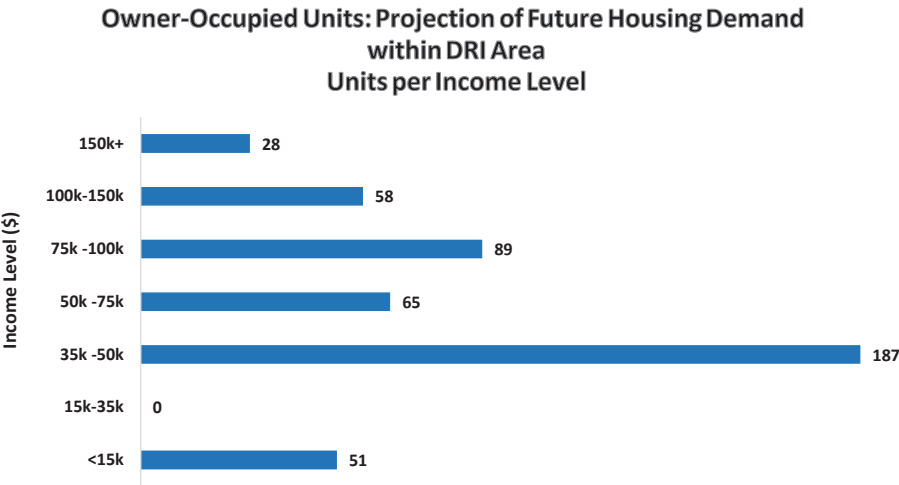
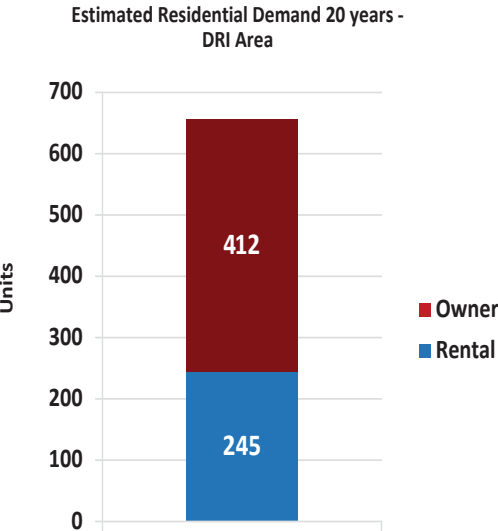
An economic and market analysis was conducted to identify the area's strengths and potential opportunities to transform the area into a more prosperous downtown. Key findings from the analysis are summarized below.

## RESIDENTIAL

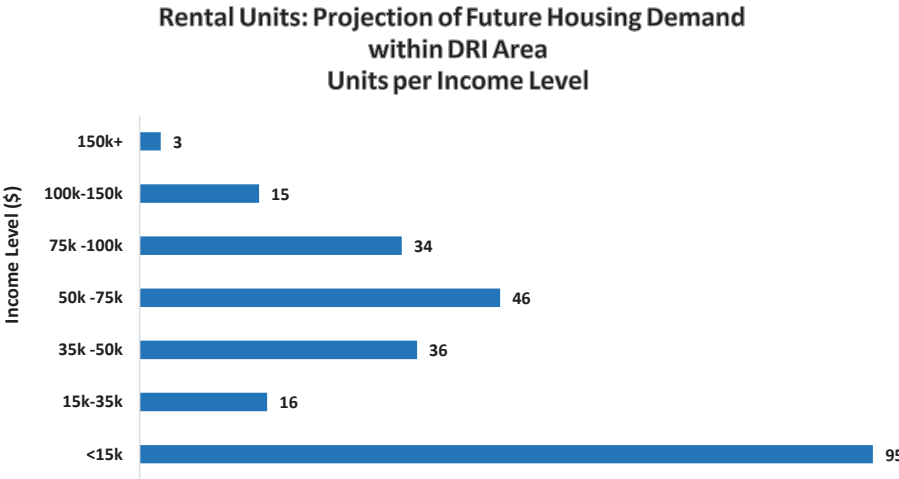
Based on 20-year population projections for Wayne County and assuming 7% of demand could be captured within the DRI area, an additional 657 units could be supported in the Newark DRI area.

Two-thirds (412 units) would be for new owner-occupied units, and demand is projected to be highest for households with incomes of \$35,000-\$50,000.

One-third (245 units) of the projected incremental demand would be for rental units, with the greatest demand for low-income households with incomes of less than \$15,000.

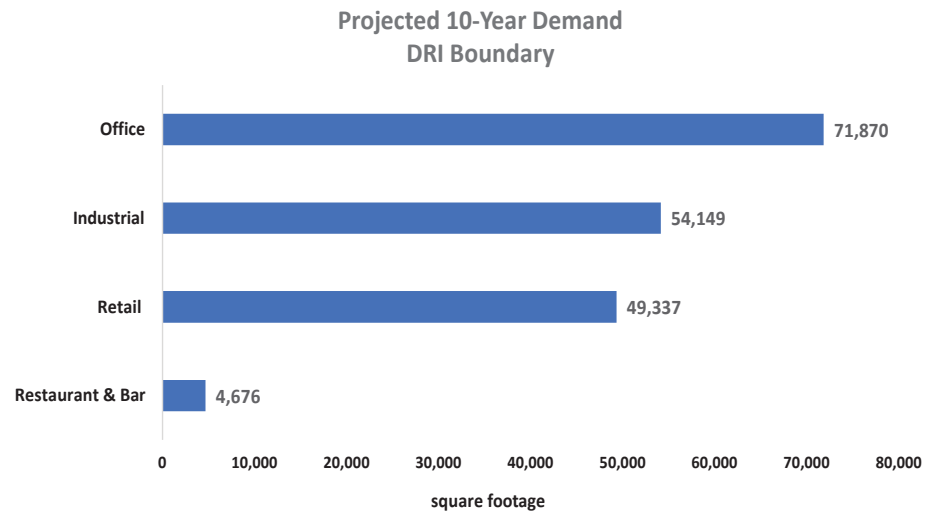


*The market analysis demonstrates a strong demand for both rental and owner-occupied housing for a range of incomes.*



## NON-RESIDENTIAL

The economic and market analysis included projected incremental demand for non-residential uses, including restaurants and bars, retail, hotels, industrial uses, and office space. The findings show a demand for 71,870 square feet of office space, 49,337 square feet of retail space, 4,676 square feet of restaurant space, and 54,149 square feet of industrial space in the DRI area.



### RETAIL DEMAND

Of the projected 49,337 square feet of retail space, certain sectors may be more viable in Newark. Specifically, the sectors listed below would fit within the context of the DRI area, and with appropriate planning could be competitive as there are no offerings within the Village and little competition throughout the County:

- Home Furnishings Stores
- Lawn & Garden Equipment & Supply Stores
- Clothing Stores
- Shoe Stores
- Book, Periodical & Music Stores

***The DRI area has the potential to absorb unmet existing and projected demand for a range of uses, including retail/restaurant, office, industrial, and hotels.***

The following retail sectors have only limited competition within the County and could meet unmet demand:

- Furniture Stores
- Jewelry, Luggage & Leather Goods Stores
- Sporting Goods/Hobby/Musical Instrument Stores
- General Merchandise Stores
- Other General Merchandise Stores
- Florists
- Office Supplies, Stationery & Gift Stores

Lastly, while these existing Village businesses are outperforming the needs of Village residents, the untapped demand for these goods from County residents could be met through careful marketing strategies:

- Electronics & Appliance Stores
- Beer, Wine & Liquor Stores
- Health & Personal Care Stores
- Used Merchandise Stores

### HOTEL DEMAND

The demand for new hotels in the DRI area was evaluated at a regional level. Determinants for hotel demand include occupancy rates and revenue, with standard thresholds of occupancy rates exceeding 60% and rising room rates and revenue indicating the potential for additional hotel demand. Regional occupancy rates hovered between 55.9% and 58.9% between 2015 and 2019, and room revenue and average daily rates in the region increased by 5.4% and 2.2%, respectively, over the five-year period. These data points indicate the potential demand for a new hotel in the DRI area.



# CRITICAL ISSUES, ADVANTAGES, & OPPORTUNITIES

Based on the previous analysis of existing conditions, critical issues, advantages, and opportunities were identified that may affect future development of the DRI area, which are summarized below.

## 1

### ERIE CANAL

The Erie Canal is a recreational and tourism asset that runs through the center of the Village's downtown. However, the canal feels largely disconnected from downtown today. Improving physical and visual access to the canal will help support local businesses and economic growth.



Photo credit: Mike Colacino

## 2

### CONNECTIVITY

While the canal is an asset, it also divides downtown into two neighborhoods. Revitalizing the Canal port and surrounding area by improving accessibility, enhancing aesthetics, and creating memorable public spaces will turn the canal into an asset that links both sides of the canal. Likewise, trails along the canal that are connected to walkable neighborhood streets will enhance community connectivity.



Photo credit: LaBella Associates



## 3

**FINGER LAKES REGION**

Newark is strategically located between Finger Lakes tourism destinations and the cultural and educational assets of Syracuse and Rochester. The Village can leverage these assets, attracting young professionals to downtown and supporting businesses and activities tied to the region's culinary and cultural identity.

## 4

**HOUSING**

A market survey was performed as part of the DRI and revealed there was a demand for more than 650 owner and rental units in Newark. The need was reinforced in public and stakeholder meetings where participants repeatedly mentioned the need for high quality housing units.

## 5

**URBAN RENEWAL**

Twentieth Century urban renewal led to the loss of most of the Village's historic buildings. Today, many of these properties remain vacant or underutilized, with surface parking lots occupying key properties in the downtown and along the canal. These sites represent opportunities for transformative change.



Photo credit: LaBella Associates

## 6

**YEAR-ROUND RECREATIONAL OPPORTUNITIES**

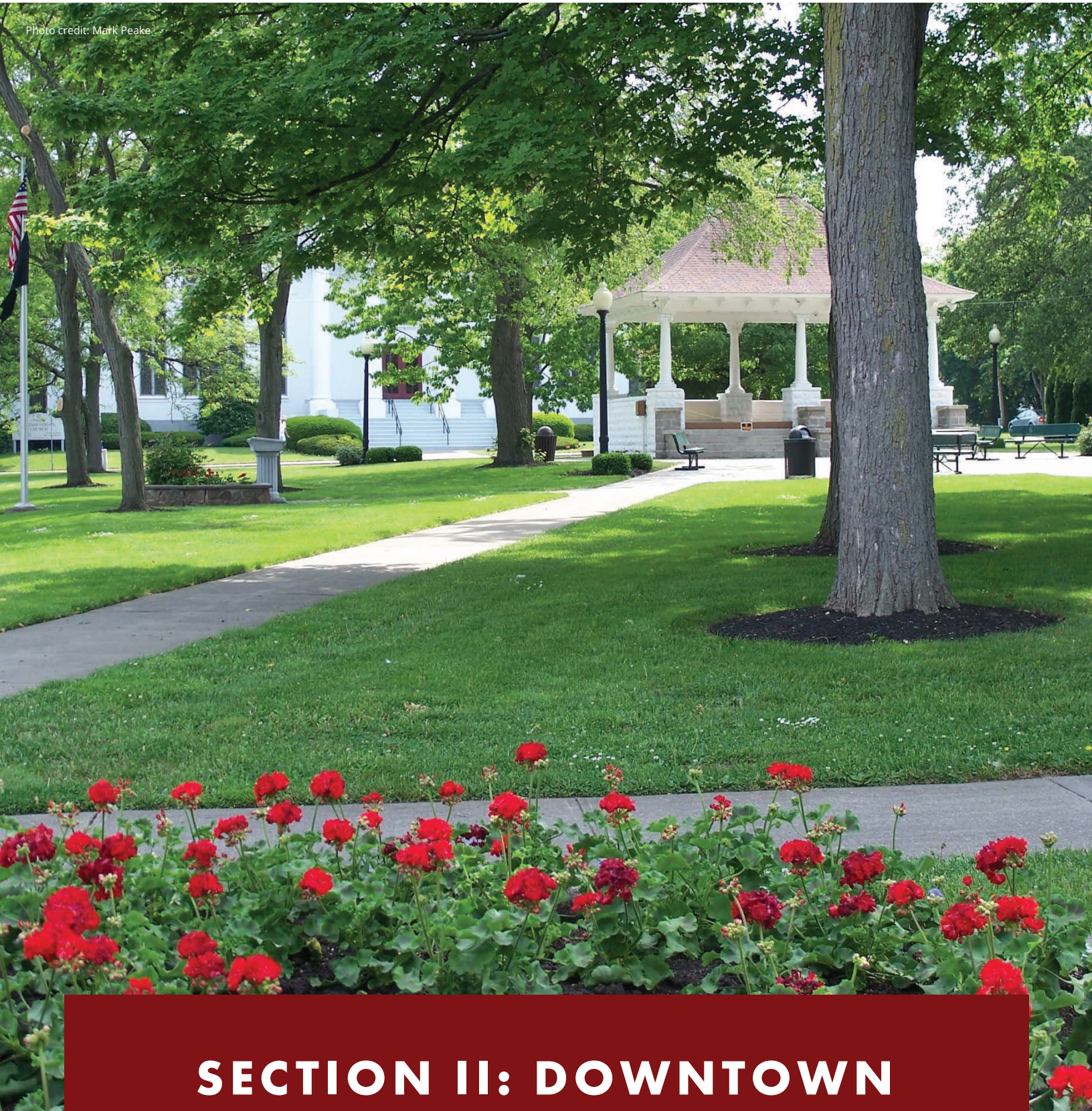
Like many upstate New York communities, the duration of the season for outdoor activities in Newark is limited. This is especially true for sporting events, which need to be completed within a set schedule and can't rely on the whims of mother nature. It is also true for outdoor recreational activities and community events. The Newark DRI has an opportunity to provide solutions to extend the outdoor season or provide venues for year-round events.



Photo credit: LaBella Associates



Photo credit: Mark Peake



## SECTION II: DOWNTOWN VISION, GOALS , & STRATEGIES



# VISION STATEMENT

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A DRI vision statement was developed to guide downtown Newark's revitalization. The vision statement submitted as part of the Village's DRI application was utilized as a base and tailored with input from Local Planning Committee and public throughout the planning process.

The statement reflects some of the key elements the LPC, stakeholders, and public wanted included in the vision:

- Leveraging the Erie Canal as a vital asset
- Establishing an active, year-round cultural hub in the Finger Lakes region
- Creating inclusive, outdoor community spaces along the Canal
- Increasing accommodations, gathering space, and recreation opportunities to promote downtown vibrancy

***Downtown Newark and the Erie Canal District will be a cultural and commercial center to the Finger Lakes region; serving regional residents, workers, and guests with unique urban vibrancy, blending downtown with the beauty of the surrounding rural landscape and the Erie Canal. As the heartbeat of a lively, world-class Village, downtown serves as a destination for those seeking to live in a unique setting, shop and work in a vibrant commercial center, and visit a community reflective and central to all that the Finger Lakes has to offer.***





## GOALS & STRATEGIES

The goals developed for the Newark DRI originate directly from the Vision Statement, the original DRI application and the findings of the Profile & Assessment. The goals and strategies also recognize and incorporate the recommendations and strategies of existing local and regional plans outlined in Section I and summarized below.

### **STRATEGIES FROM FINGER LAKES REDC STRATEGIC PLAN**

- Reinforce the identity, sense of place and character of the area through downtown redevelopment, adaptive reuse and historic preservation
- Invest in the development, promotion, and preservation of cultural, artistic, and historic assets
- Enrich living environments by increasing access to affordable housing and mixed-income units, and promoting energy efficiency
- Strengthen and support the development of the Finger Lakes' diverse water resources and recreational tourism opportunities, allowing greater access and promoting year-round use

### **STRATEGIES FROM GENESEE/FINGER LAKES RPC REVITALIZATION OPPORTUNITY REPORT: WAYNE COUNTY**

- Expand the number of recreational and civic activities within downtowns
- Expand the number of lodging opportunities within Wayne County
- Develop/embrace renewable energy resources

### **STRATEGIES FROM VILLAGE OF NEWARK & TOWN OF ARCADIA COMPREHENSIVE PLAN**

- Enhance pedestrian and boater amenities along the canal
- Improve pedestrian circulation between on Main Street between the canal and Central Park
- Invest in community recreation facilities to meet the needs of visitors of all ages and abilities
- Promote the canal as a scenic and recreational resource



# GOALS AND STRATEGIES FOR THE NEWARK DRI AREA

## GOAL 1: REIMAGINE THE CANAL & PROMOTE TOURISM

**Newark should capitalize and leverage its unique competitive advantage inherent with its proximity to the Erie Canal.**

- Enhance or develop pedestrian and bike trails along the canal corridor including supportive facilities
- Attract, develop, and grow water-based recreational opportunities including boating and kayaking facilities around the canal
- Provide rental facilities for bikes and kayaks
- Hold year-round events on and near the canal
- Support lodging and tourist facilities downtown



Photo credit: LaBella Associates



Photo credit: LaBella Associates



## GOAL 2: PROMOTE THE HEALTH & WELLNESS OF THE COMMUNITY

**Encouraging a healthy and sustainable community will both improve the overall quality of life within Newark and be a draw for sports-related enterprise and tourism.**

- Provide indoor and outdoor regional recreational facilities
- Develop parks, trails and open spaces for passive and active recreational opportunities
- Upgrade and develop medical facilities to improve the health of citizens
- Support projects to improve the environment and reduce the community's carbon footprint



Photo credit: Mark Peake



Photo credit: LaBella Associates





Photo credit: LaBella Associates

### **GOAL 3: SUPPORT THE CULTURAL, HISTORIC, & CULINARY IDENTITY OF THE REGION**

**Enriching the recreational, cultural, and historic assets located throughout Newark will support year-round tourism activities and attract new residents and businesses into the community.**

- Attract and support craft food and beverage businesses
- Hold year-round events including concerts, festivals, and recreational activities
- Leverage the County's agricultural assets through Agri-tourism and growth of the farmers' market
- Entice food-based businesses such as restaurants to locate and expand in Downtown Newark



Photo credit: LaBella Associates



## GOAL 4: REBUILD & REPURPOSE DOWNTOWN NEWARK

Investments made in renovating and repurposing Newark's public spaces and building stock will help create a well-defined sense of place for the Village and invite new residents and workers to relocate into the area.

- Renovate and redevelop buildings
- Repurpose underutilized properties with new buildings and world-class public spaces
- Recapture residents with new income-integrated housing opportunities
- Revitalize streetscapes to complement and enhance private and public developments
- Incubate businesses



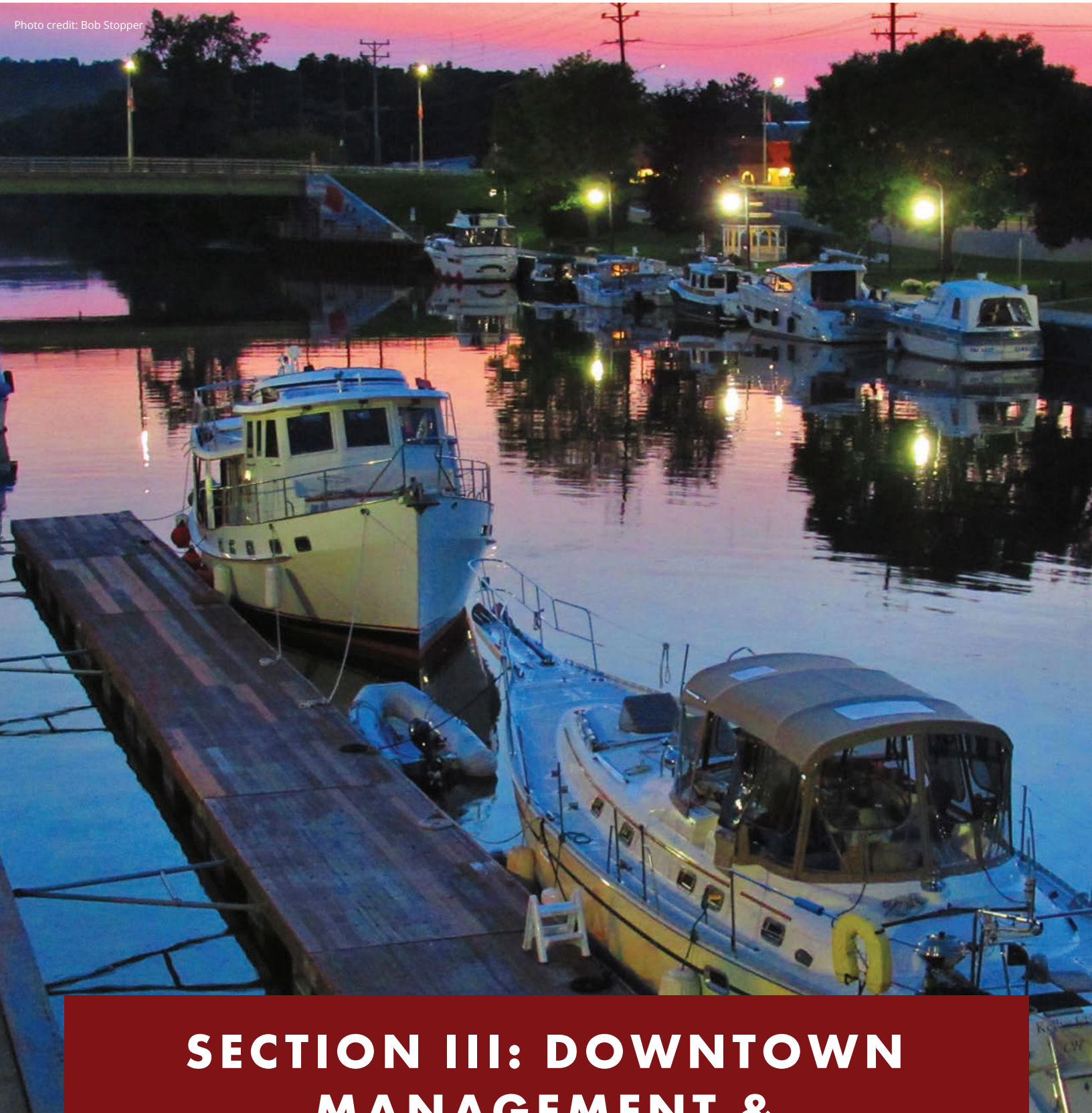
The LPC identified seven priority projects to recommend for DRI funding. Largely concentrated north of the Erie Canal, and within the former site of the IEC campus, these priority projects address a diverse set of needs for the Village of Newark while having great synergistic potential to one another. With the implementation of these projects, there is great potential to transform downtown Newark.

### ALIGNMENT OF PROPOSED PROJECTS WITH NEWARK DRI GOALS

Project	Description	Reimagine The Canal & Promote Tourism	Promote Health & Wellness	Support Cultural, Historic, & Culinary Identity	Rebuild & Repurpose Downtown
Construct the Newark Canalside Hotel	Construct a new 60,000 sq. ft., 98-room full-service hotel & 7,000 sq. ft. Banquet / Conference Center adjacent to the Canal and on the site of the former IEC Electronics complex's surface parking lot.	•		•	•
Create the Newark Regional Health & Wellness Center	Construct a new 89,928 sq. ft. multi-use sports, recreation, and health center on the site of the former IEC Electronics complex.	•	•	•	•
Reawaken Coventry Commons	Conversion of 90,000 sq. ft. of the former Sarah Coventry manufacturing space into 95 apartments & 5,000 SF of community space. The complex would include an assortment of units geared towards a mix of incomes			•	•
Revitalize the Canal Port	Public Improvements at the Port of Newark and adjacent public space. Improvements to include: new promenade including amphitheater; water and electric service for boaters along the south; streetscape enhancements including banner poles and lighting; and accessible kayak/canoe launch.	•	•	•	•
Develop Greene Suites	Construct four short-term rentals totaling 2,000 sq. ft. and two electric charging stations. Each of the units is planned to include a kitchenette, full bathroom, and sitting/bedroom area with a small covered front porch and larger rear porch with views of the treed rear yard	•			•
Create the Main Street Beer Garden	Construction of an 900 SF outdoor beer garden in the alleyway between A new 1,470 SF microbrewery and the adjacent business situated along South Main.	•		•	•
Resuscitate the Newark Hospital	Renovation of the historic three-story former Newark Hospital building into 8 apartments units, with a mixture of market-rate and affordable options			•	•



Photo credit: Bob Stopper



## **SECTION III: DOWNTOWN MANAGEMENT & IMPLEMENTATION STRATEGY**

# IMPLEMENTATION TEAM

Implementation of the DRI projects will be a shared effort among public and private organizations working with New York State agencies. In short, public projects will be implemented by public agencies, while private projects will be executed by private property owners or businesses.

## VILLAGE IMPLEMENTATION TEAM

Overall, the Village of Newark will be a liaison with the State for DRI projects. This will ensure that projects are implemented successfully over a 5-year period. Newark prides itself on a well-developed organizational infrastructure, with a strong capacity to manage a wide range of municipal functions, including public infrastructure design and construction, planning and development review, business recruitment, retention, and expansion, and financial administration. Over the last five years, the Village has developed successful applications for critical economic development and infrastructure projects, and a strong complement of internal staff and contracted subject matter experts have executed these projects on-time, on-budget, and to incredible results.

The **Village of Newark Mayor**, who has reinforced downtown revitalization as a strategic priority for the Board of Trustees, will lead the Village implementation team.

**The Village's Economic Development Facilitator**, will manage the development elements of the DRI, with the support of

his full administrative team. Mr. Peake has served the Village for over two decades in economic and community development roles. He has served as the lead staff member, responsible for economic development efforts in Newark, successfully advancing its impactful Land for Jobs program and fostering growth and revitalization in downtown and industrial parks.

**The Superintendent of Public Works** will advance the public infrastructure DRI projects. He is a licensed professional engineer that has overseen multiple public works projects at a private consulting firm prior to his employment for the Village. He also recently managed the reconstruction of Main Street (State Route 88) for the Village.

Lastly, **The Village Clerk-Treasurer**, will address administrative, reporting, and compliance measures throughout DRI implementation. The Village Clerk/Treasurer has extensive experience working with the DPW superintendent and other Village staff on administering the financial and reporting requirements of public works projects and state/federal grant programs. Collectively, the Village implementation team has executed over \$100 million in public infrastructure projects, and facilitated a similar scale of investments by private sector partners. They are skilled project

managers, program administrators, and public finance experts.

In addition to the internal team, the Village will enlist the support of the Village of Newark Economic Development Alliance (VONEDA); a focused group of economic development stakeholders, representing private sector employers, investors, civic partners, and other community partners. Representatives of VONEDA will join Village leadership, REDC representation, and other key partners on the LPC in facilitating the vision of the Newark DRI.

## PRIVATE PROJECT IMPLEMENTATION

Privately sponsored projects will be coordinated and executed by the individual private project sponsor with assistance from state planners, state agencies and consultants. All of the individual project sponsors have extensive, and well documented experience and capacity to implement the projects successfully. All private development projects will be required to meet local regulations and obtain local and state permits and approvals. The Village of Newark's Economic Development Facilitator could assist private project sponsors as needed by acting as a liaison with state agencies.



# REGULATORY COMPLIANCE

All DRI projects will be subject to local, state, and federal requirements where applicable. Each project will have different requirements depending on the type of the project and the agency that is funding the project. Some common requirements include: minority- and woman-owned business enterprise (MWBE) participation in contracts, State Environmental Quality Review Act (SEQRA) compliance, and State Historic Preservation Office (SHPO) review.

Public projects will also need to comply with local and state purchasing and procurement requirements. This typically involves competitive bidding and prevailing wage rates for construction projects.

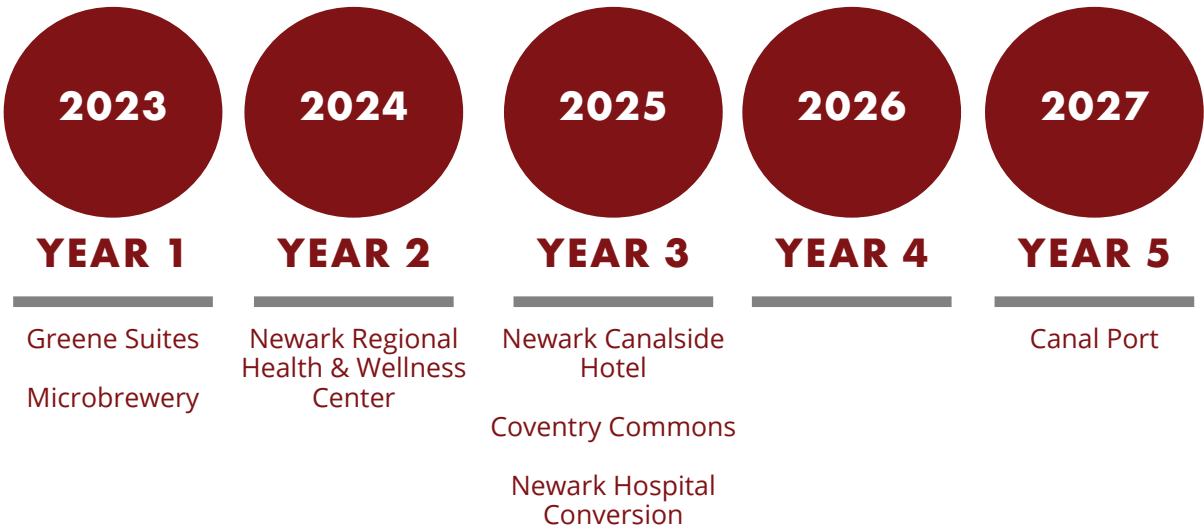
All projects will also need to comply with local approvals. These may include Planning and/or Zoning Board approval and Building Permit applications.

Other State and Federal requirements or reviews will also need to be considered for both private and public projects. The Newark DRI has multiple projects on the Erie Canal and New York State Canal Corporation requirements may need to be met. Similarly, the New York State Department of Transportation will need to review and approve any roadway improvements along State routes.

# IMPLEMENTATION TIMEFRAME

## DRI PROJECT ANTICIPATED COMPLETION DATES

Many projects are shovel-ready and most projects can be completed within 3 years of award announcement. The Canal Port project involves coordination, consultation, and approval from multiple state and federal agencies, including the NYS Canal Corporation and the Army Corps of Engineers. Consequently, the 5-year schedule recognizes the time to obtain approvals.



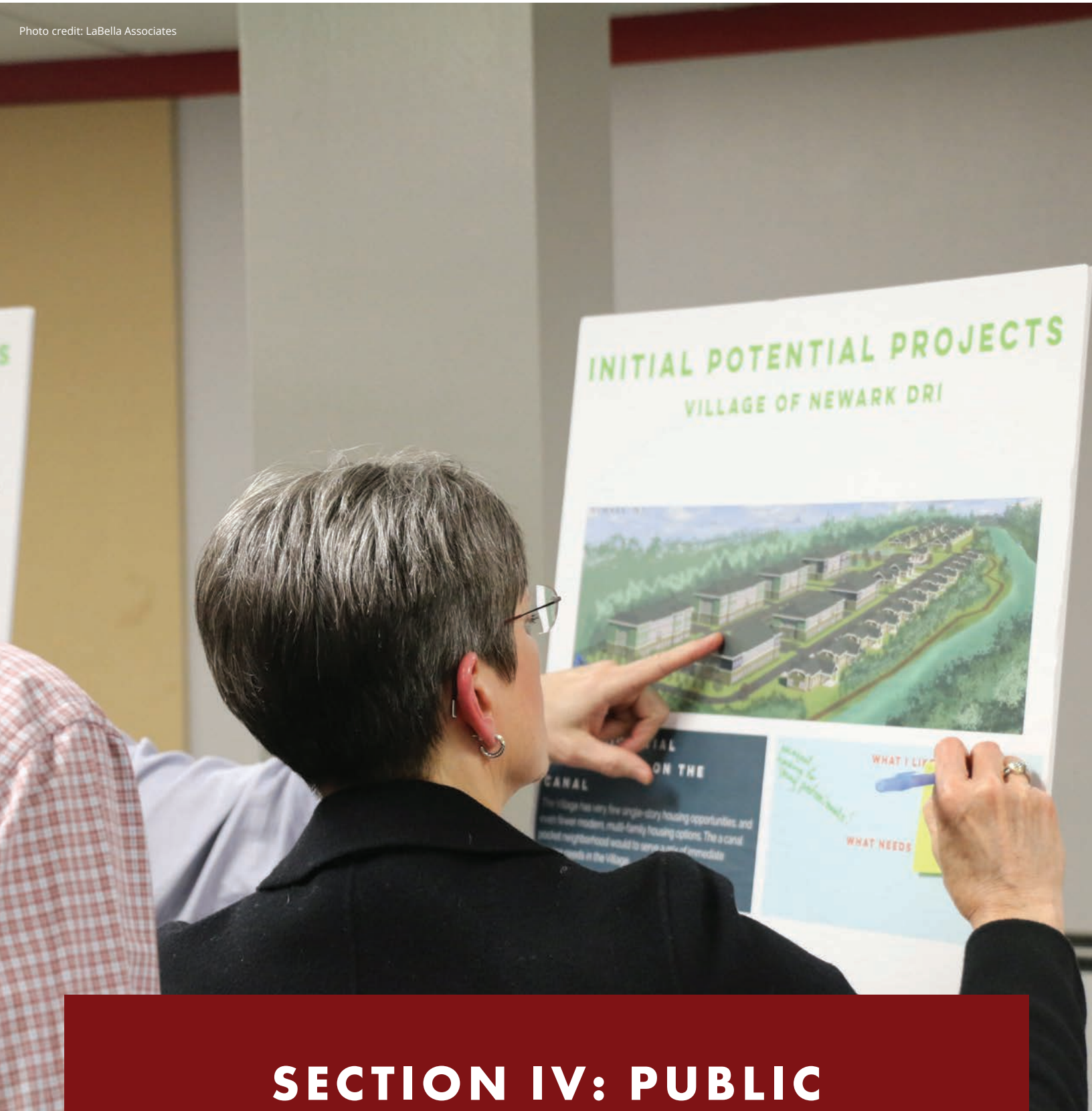
The LPC, guided by public input, recommends 7 projects for DRI funding consideration. These projects are expected to have a significant, positive effect on Downtown Newark, transforming the area into a unique and vibrant community where people will be excited to live, work, and/or visit. Each of these projects have varying timelines for implementation. However, all projects are committed to completing within a five year timeline, if not sooner.

### ANTICIPATED TIMELINE FOR PROPOSED PROJECT COMPLETION

Project	Description	Timeline	Responsible Entity	Project Partners
Construct the Newark Canalside Hotel	Construct a new 60,000 sq. ft., 98-room full-service hotel & 7,000 sq. ft. Banquet / Conference Center adjacent to the Canal and on the site of the former IEC Electronics complex's surface parking lot.	2 years	Chrisanntha, Inc.	
Create the Newark Regional Health & Wellness Center	Construct a new 89,928 sq. ft. multi-use sports, recreation, and health center on the site of the former IEC Electronics complex.	2 years	Capstone Real Estate Development LLC	CJS Architects, Picard Engineer, Thorton Engineering, PC, Capstone Construction Services, Village of Newark
Reawaken Coventry Commons	Conversion of 90,000 sq. ft. of the former Sarah Coventry manufacturing space into 95 apartments & 5,000 SF of community space. The complex would include an assortment of units geared towards a mix of incomes	2.5-3 years	Construction, Design and Management, Inc. & Housing Visions Consultants, Inc.	Passero Architects and Engineers
Revitalize the Canal Port	Public Improvements at the Port of Newark and adjacent public space. Improvements to include: new promenade including amphitheater; water and electric service for boaters along the south; streetscape enhancements including banner poles and lighting; and accessible kayak/canoe launch.	3.5 years	Village of Newark	NYS Canal Corporation, NYSDEC, OPRHP
Develop Greene Suites	Construct four short-term rentals totaling 2,000 sq. ft. and two electric charging stations. Each of the units is planned to include a kitchenette, full bathroom, and sitting/bedroom area with a small covered front porch and larger rear porch with views of the treed rear yard	1 year	Greene Property Management, LLC	
Create the Main Street Beer Garden	Construction of an 900 SF outdoor beer garden in the alleyway between A new 1,470 SF microbrewery and the adjacent business situated along South Main.	1 year	Capstone Real Estate Development LLC	Capston Construction Services, LLC, Runaway Blue Brewing, CJA Architects, Picard Engineer, PC, Thornton Engineering, PC
Resuscitate the Newark Hospital	Renovation of the historic three-story former Newark Hospital building into 8 apartments units, with a mixture of market-rate and affordable options	3 years	Capstone Real Estate Development LLC	



Photo credit: LaBella Associates



## SECTION IV: PUBLIC INVOLVEMENT

## OVERVIEW

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The Newark Downtown Revitalization Initiative process included broad community outreach through multiple forums. All meetings and workshops were held both in-person and via an internet-based video conferencing format. The online format allowed participants to view presentations, listen to dialogue among members, and observe votes of the LPC. To gather feedback from virtual participants, the online format

included both a chat feature and a live question and answer period toward the end of the meetings. These components were additionally complemented by an online survey which virtual participants could utilize after the meetings to ask questions or provide feedback.

A robust Community Participation Plan was developed in order to obtain a comprehensive view of desired improvements strategy

within the Village. The project team utilized interactive and creative methods of engagement, including:

- Local Planning Committee Meetings
- Project Website
- Public Surveys
- Public Workshops
- Stakeholder Meetings
- Student Workshops
- Media Engagement (print, radio, social, online)
- Alternative Engagement Strategies

## DRI LOCAL PLANNING COMMITTEE (LPC)

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A broad-based group of leaders representing community and economic development made up the DRI Local Planning Committee (LPC). A total of 17 LPC members included residents, business owners, and leaders of local government or non-profit agencies. New York State Department of State managed the DRI process with the LPC and was supported by a DRI consultant team as well as staff from the Governor's Office, Empire State Development Corporation, New York State

Housing and Community Renewal, New York State Energy Research, and Development Authority, and the New York State Canal Corporation.

Multiple LPC meetings were conducted to guide the development of the DRI Investment Plan and provide feedback to the DRI consultant team and state planners. All LPC meetings were open to the public and public comments were encouraged at each meeting.

Six LPC meetings were held throughout the duration of the project including:

- **March 1, 2022:** Introduction of LPC committee, State partners, and consultant team; overview of New York State's DRI program; review of the Newark DRI application including an overview of initial projects included in the DRI application; presentation of the project schedule; introduction of the draft DRI





Photo credit: LaBella Associates

Vision Statement, goals and strategies; and discussion on the project boundary, the Request for Project Information (RFI) and public survey.

- **April 7, 2022:** Review of results from the first public workshop; review and confirmation of the Vision Statement, goals and strategies; presentation of findings of Economic & Market Analysis; and summary of potential projects submitted through the Request for Project Information process.
- **May 9, 2022:** Review of highlights from the public survey; overview of the project evaluation tool developed; presentation of updated findings



Photo credit: LaBella Associates

of Economic & Market Analysis; project assignments to the sub-consultants; and discussion regarding scheduling project sponsor presentations.

- **June 1, 2022:** Per the request of the DRI Chairs, a special meeting of the LPC was held in order to afford project sponsors the opportunity to present on their proposed projects.
- **June 7, 2022:** Discussion and summary of the project sponsor presentations; report on potential funding opportunities outside the DRI; overview of the project evaluation tool; review of updated Project Profiles and consultant due diligence findings. Consultants assigned to

each project also attended the meeting to answer LPC member questions as needed.

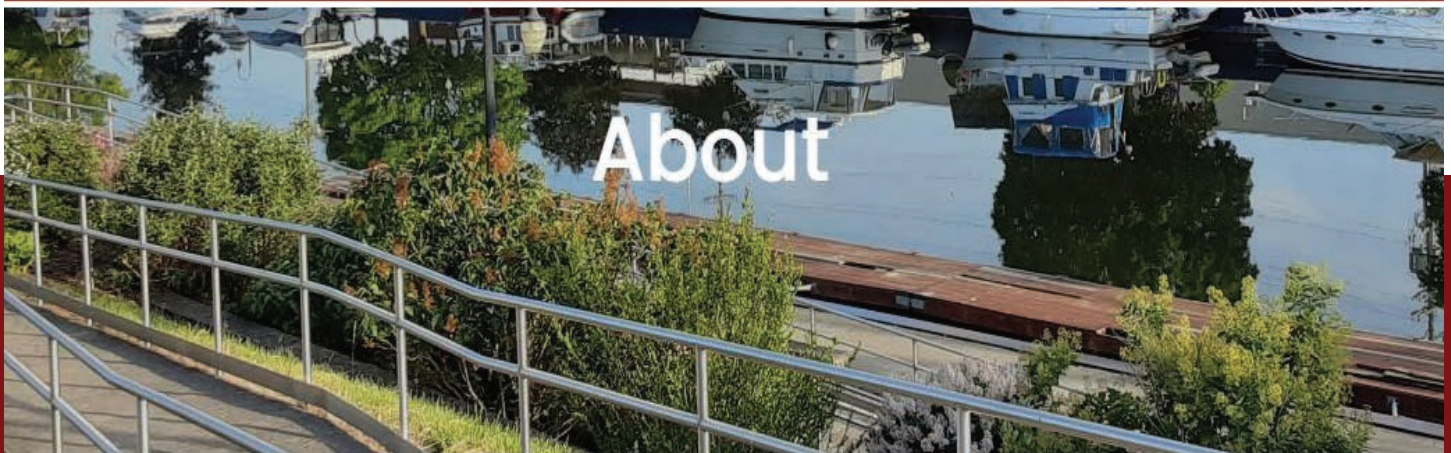
- **July 13, 2022:** Review the findings of the project evaluation tool; selection of preliminary slate of projects totaling more than \$83 million that will be included in the Strategic Investment Plan for consideration by the State for DRI Funding.

# PROJECT WEBSITE

The consultant team utilized Highland Planning's Instant Input tool to establish a project website, [www.NewarkDRI.com](http://www.NewarkDRI.com). The project website was accessible through a computer or a smartphone app. This site contained information about the DRI process and schedule, names of LPC members, upcoming meetings, press releases, a document library, and an opportunity to submit comments. The website was visited 2,200 times by 1,600 unique visitors.

## Village of Newark Downtown Revitalization Initiative

About Get Involved! Projects Press Documents



The Village of a Newark is a recipient of a **\$10-million grant** from the fifth round of New York State's Downtown Revitalization Initiative (DRI)!

By July 2022, the DRI **Local Planning Committee (LPC)** will develop a **Strategic Investment Plan** for Newark that will examine local assets and opportunities and recommend economic

### Upcoming Events

Newark DRI Local  
Planning  
Committee (LPC)  
Meeting #5  
Jul 13, 2022



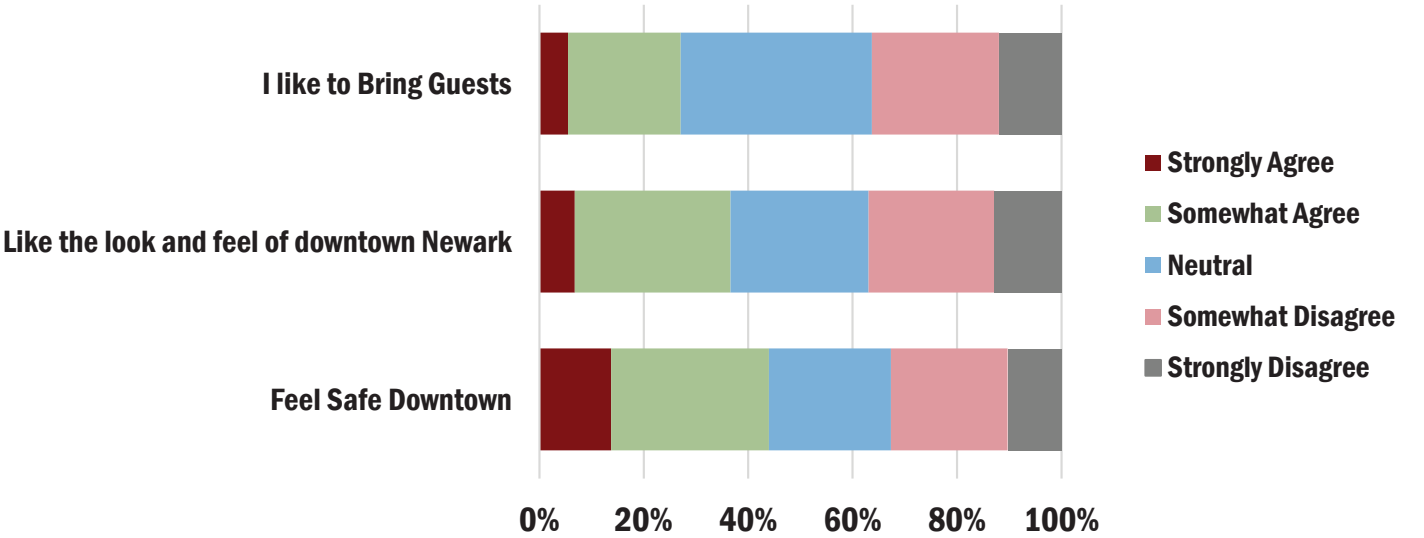
# PUBLIC SURVEY

To complement LPC meetings and public workshops, an online public survey was launched in April 2022 to provide an opportunity for input, especially for those that could not attend public meetings. The survey was a success as 314 people responded to the survey. Some of the key takeaways from the survey are summarized below.

- 75% of the respondents currently live within the Village.
- Over half of respondents currently live in or near downtown, or are interested in living downtown.
- More than 60% of respondents like the way downtown looks and would bring guests downtown. Respondents were also asked what types of business they would like Newark to attract. The most frequently mentioned were breweries; movie theaters; and restaurants.



## How do You Feel About Downtown?



# PUBLIC WORKSHOPS



Photo credit: LaBella Associates



Photo credit: LaBella Associates

Three public meetings were held to obtain input and engage the community with the Downtown Revitalization Initiative. A summary of these meetings is provided below.

- March 16, 2022 Public Workshop:** A project kickoff workshop was held in the LGI Room of the Newark High School to provide a brief introduction of the DRI Program, a review of the Newark DRI application and a summary of the initial vision, goals, and strategies proposed by the Local Planning Committee at their first meeting. A workshop then followed to gain public input on public spaces (canal front, parks, event areas); Canalway amenities (boat/kayak docking, access, signage); multi-modal improvements (trails, sidewalks, bike lanes, traffic calming, enhanced crosswalks); and proposed new development. The 37 participants were also given an opportunity to provide
- April 21, 2022 Open House:** Stations were set up with boards for each project that provided project name, sponsor/owner, total project costs, DRI funding requests, initial renderings or photos, existing condition photos, and a brief project scope. The 30 participants were asked to write comments for each project concerning what they liked about the project and what they felt still needed work.
- July 25, 2022 Final Public Meeting:** The final public meeting was held virtually to outline the findings and projects included in the final Strategic Investment Plan. The 18 participants had the opportunity to comment on the projects via an online survey.

their preferences on initial projects included in the DRI application.

The consensus at the first two public meetings was to focus on the following types of projects:

- Those that leverage the Canal, including developing an amphitheater and new recreational opportunities
- Anchor facilities such as hotel and conference center
- Boating amenities and canoe/kayak launches and rentals



# STAKEHOLDER & STUDENT MEETINGS

## STAKEHOLDER MEETINGS

Members of the DRI Consultant Team met with a 11 key stakeholders in the community that represented individuals and organizations in private business, county government and the Chamber of Commerce. Many of the comments received at the stakeholder meetings were similar to input at the public meetings, which included leveraging the canal, developing anchor facilities, and creating new housing opportunities.

## STUDENT WORKSHOP

The DRI Consultant team also held a workshop, over two sessions, with students from the Newark Central School District. In total, 24 students participated over the entire workshop. The workshop format included a brief presentation on the DRI program and the slate of projects, followed by an opportunity for the students to read about the projects in detail and comment on poster boards detailing each project. Finally, the students participated in a table exercise where they drew on maps to demonstrate where new future investment should be directed.



Photo credit: LaBella Associates

Highlights from the student workshop include:

- Support for the Health and Wellness Center and excitement about the possible improvement in their local athletic teams competitiveness. Other comments noted that this would allow for recreation in the winter months; help curb the trend of obesity; and address the issue with the current facility being too small.
- Students were excited for the canal improvements and having more events in the downtown
- Need for more housing options
- Support the renovation of Coventry Commons, would not like to see building demolished
- Support of a new and improved hotel in downtown

## Stakeholder Comment Highlights

### OPPORTUNITIES:

#### "Untapped Potential"

- Investment
- Housing
- Pedestrian-friendly

#### Leverage Canal

- Tourism
- Focal point
- Accommodations
- Recreation

### IMPEDIMENTS:

#### Demographics

- Economic Distress

#### Zoning

- Mixed Use & Housing

#### Capital

- Lack of investment

#### Employee Amenities

- Recreation
- Housing diversity

### VISION:

- Balance growth with community character
- Tourism/ Accommodations
- Recreation/ Greenspace/ Community Space
- Repurposing/ Historic Preservation
- Wayfinding
- Trails

### OTHER:

- Economic Viability/ Accelerate
- Housing
- Project Synergy
- Quality of Life
- Sustainability

## ADDITIONAL COMMUNITY ENGAGEMENT

### MEDIA ENGAGEMENT

Multiple local media outlets were used to promote LPC meetings. Press releases or ads were provided to local media including the Finger Lakes Times and Wayne County Times, which were the primary newspapers to promote the project. Meeting notifications and presentations were also posted on the Newark DRI website, the Village of Newark website, and the New York State Downtown Revitalization Initiative website.

Posts were additionally made on Village approved social media sites such as the Village of Newark Facebook page.

### ADDITIONAL OUTREACH & EVENTS

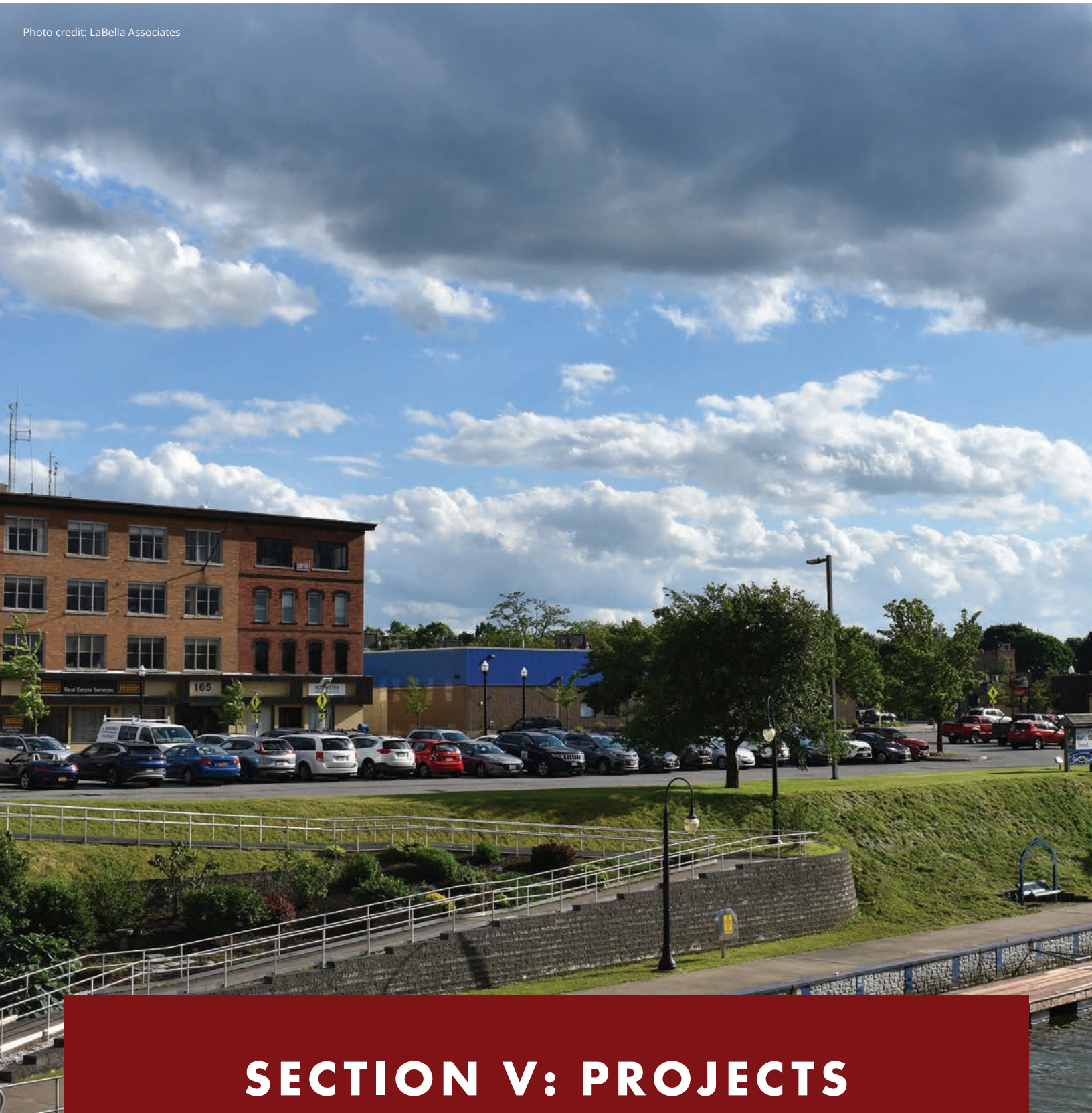
Staff from the DRI consultant team, LPC members and/or Village staff also engaged the community in non-traditional community engagement formats including:

- Local presentations: The DRI Chairs made presentations to the Rotary Club, Wayne County Meals on Wheels, Newark Grange, and the local Chamber.

- Community events: The consultant team was present at the following local events in order to provide community members with information about the DRI and to gather input.: the Wine, Craft Beverage, and Artisan Festival; and the Newark Library book fair. Bookmarks with information on the DRI were distributed at the book fair.
- Consultant team held monthly office hours at the Village Hall to answer questions from the public and applicants in person.



Photo credit: LaBella Associates



## **SECTION V: PROJECTS PROPOSED FOR DRI FUNDING**

# PROPOSED PROJECTS

The Newark DRI Local Planning Committee recommends seven projects for DRI funding. These projects met the goals and vision established by the LPC and community and offered the greatest promise for transformative change because of their scope, proximity to each other, and level of readiness. Each project is outlined on the following pages with Priority Project Profiles and can be found using the summary tables, below.

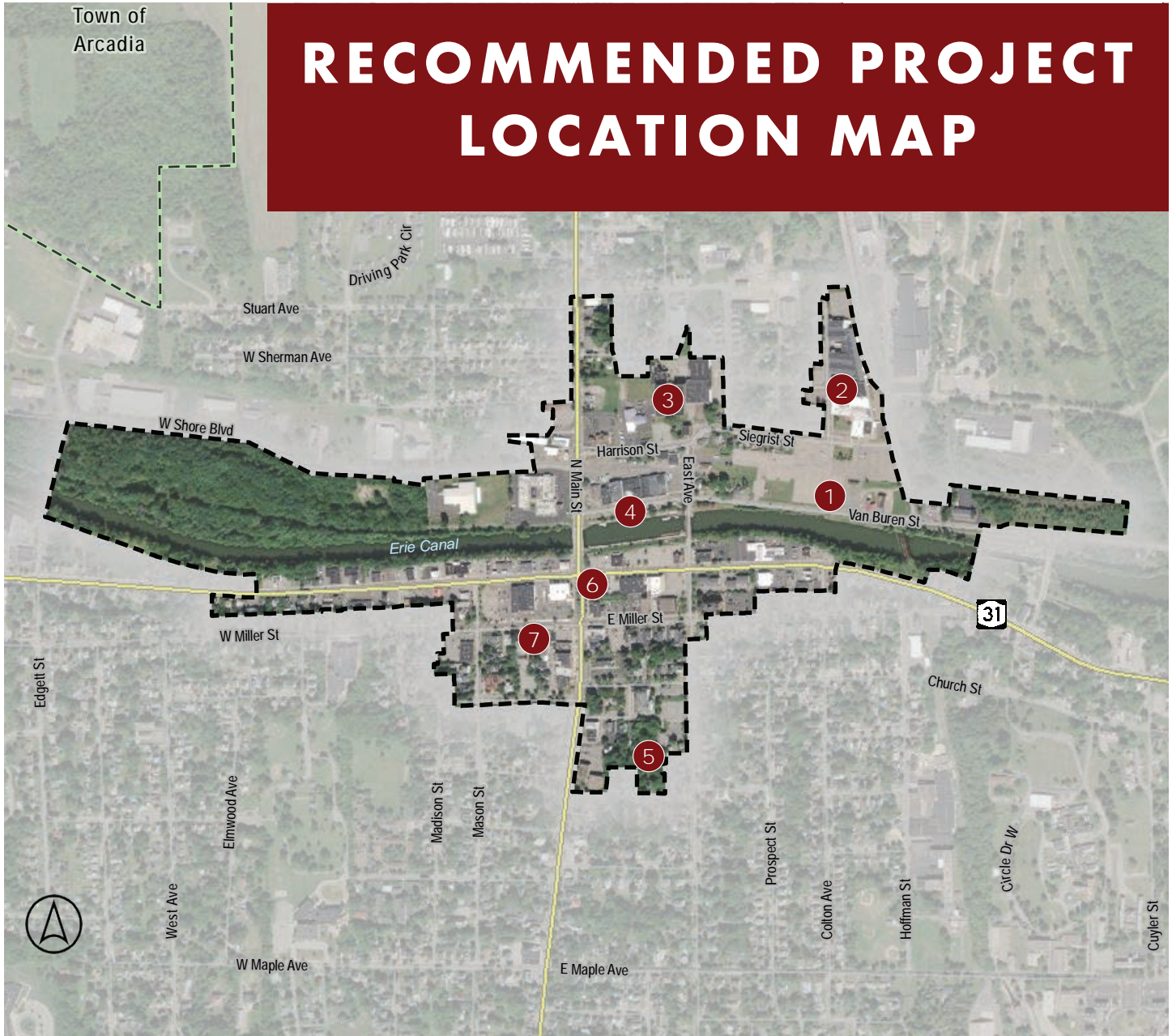
No.	Project Name	Total Project Cost	DRI Request	Page No.
1	Construct the Newark Canalside Hotel	\$18,728,000	\$4,000,000	V-5
2	Create the Newark Regional Health & Wellness Center	\$16,702,068	\$4,340,000	V-13
3	Reawaken Coventry Commons	\$42,453,617	\$2,000,000	V-21
4	Revitalize the Canal Port	\$2,580,000	\$1,580,000	V-29
5	Develop Greene Suites	\$595,000	\$200,000	V-36
6	Create the Main Street Beer Garden	\$214,301	\$100,000	V-42
7	Resuscitate the Newark Hospital	\$2,644,000	\$795,000	V-48



# PROJECT SUMMARY

Project	Description	Responsible Entity	Total Project Cost	DRI Request	Other Funding Sources	Proposed Start Date	Anticipated Completion Date	Jobs Created
<b>Project 1: Construct the Newark Canalside Hotel</b>	Construct a new 60,000 sq. ft., 98-room full-service hotel & 7,000 sq. ft. Banquet / Conference Center adjacent to the Canal and on the site of the former IEC Electronics complex's surface parking lot.	Chrisanntha, Inc.	\$18,728,000	\$4,000,000	Empire State Development (ESD) Capital, Construction Loans & Investor Capital	Winter 2022	Spring 2024	40
<b>Project 2: Create the Newark Regional Health &amp; Wellness Center</b>	Construct a new 89,928 sq. ft. multi-use sports, recreation, and health center on the site of the former IEC Electronics complex.	Capstone Real Estate Development LLC	\$16,702,068	\$4,340,000	Restore NY, ESD Capital, RG&E Eco. Develop. Grant, Village ARPA funds, Capital Campaign, Bank Financing	Winter 2022	Winter 2024	25
<b>Project 3: Reawaken Coventry Commons</b>	Conversion of 90,000 sq. ft. of the former Sarah Coventry manufacturing space into 95 apartments & 5,000 SF of community space. The complex would include an assortment of units geared towards a mix of incomes.	Housing Visions Consultants, Inc.	\$42,453,617	\$2,000,000	HFA Mortgage, HWF funding, Senior Housing Program, Federal/State LIHTC, Federal/State Historic Tax credits, Restore NY, developer funds	Winter 2022	Fall 2025	2
<b>Project 4: Revitalize the Canal Port</b>	Public Improvements at the Port of Newark and adjacent public space. Improvements to include: new promenade including amphitheater; water and electric service for boaters along the south; streetscape enhancements including banner poles and lighting; and accessible kayak/canoe launch.	Village of Newark	\$2,580,000	\$1,580,000	State DOT funds	Fall 2023	Spring 2027	2
<b>Project 5: Develop Greene Suites</b>	Construct four short-term rentals totaling 2,000 sq. ft. and two electric charging stations. Each of the units is planned to include a kitchenette, full bathroom, and sitting/bedroom area with a small covered front porch and larger rear porch with views of the treed rear yard.	Greene Property Management, LLC	\$595,000	\$200,000	Developer funds	Winter 2022	Winter 2023	2
<b>Project 6: Create the Main Street Beer Garden</b>	Construction of an 900 SF outdoor beer garden in the alleyway between A new 1,470 SF microbrewery and the adjacent business situated along South Main.	Capstone Real Estate Development LLC	\$214,301	\$100,000	Developer funds	Winter 2022	Fall 2023	2
<b>Project 7: Resuscitate the Newark Hospital</b>	Renovation of the historic three-story former Newark Hospital building into 8 apartments units, with a mixture of market-rate and affordable options.	Capstone Real Estate Development LLC	\$2,644,000	\$795,000	Mortgage, State Historic Tax Credits, Developer Funding	Winter 2022	Winter 2025	1

# RECOMMENDED PROJECT LOCATION MAP



	Project Name	DRI Request	Project Cost	% DRI Request
1	Construct the Newark Canalside Hotel	\$4,000,000	\$18,278,000	22%
2	Create the Newark Regional Health & Wellness Center	\$4,340,000	\$16,702,068	26%
3	Reawaken Coventry Commons	\$2,000,000	\$42,453,617	5%
4	Revitalize the Canal Port	\$1,580,000	\$2,580,000	61%
5	Develop Greene Suites	\$200,000	\$595,000	34%
6	Create the Main Street Beer Garden	\$100,000	\$214,301	47%
7	Resuscitate the Newark Hospital	\$795,000	\$2,644,000	30%
<b>TOTALS</b>		<b>\$13,015,000</b>	<b>\$83,466,986</b>	<b>21%</b>





## PROJECT 1: CONSTRUCT THE NEWARK CANALSIDE HOTEL

**DRI FUNDING REQUEST:** \$4,000,000

**TOTAL PROJECT COST:** \$18,278,000

### PROJECT DESCRIPTION

The Village of Newark and Wayne County lack modern hospitality facilities. Village of Newark officials, the County tourism office, and local economic development officials have identified the project as a priority. The proposed project will create a 60,000-square foot 98-room hotel and a connected 7,000-square foot banquet and conference facility on an unused Van Buren Street parking lot facing the Erie Canal.

The project will become a keystone in the revitalization of downtown Newark, creating an anchor of vibrant activity along the Erie Canal. Creating a new high-quality franchised hotel/conference facility will recapture local hospitality business that has been lost to facilities outside the community due to lack of appropriate accommodations and also attract new travelers visiting local attractions such as the Erie Canalway Trail and the Hill Cumorah Visitors Center. By including a conference center, the facility will generate year-round revenues by attracting winter business conferences and other large events.

Due to its prime location, this project is visually prominent in the DRI area and will be attractively detailed to welcome the community and visiting travelers. The Erie Canal will be featured in the facility's furnishings and marketing, linking the facility visually and physically to this key transportation asset.

The proposed Newark Regional Health and Wellness Center will be constructed across Siegrist Street to the north and the project is in close proximity to the Coventry Commons. Together, these three DRI projects will extensively revitalize this currently forlorn area of the Village northeast of the core.

## PROJECT LOCATION/ ADDRESS

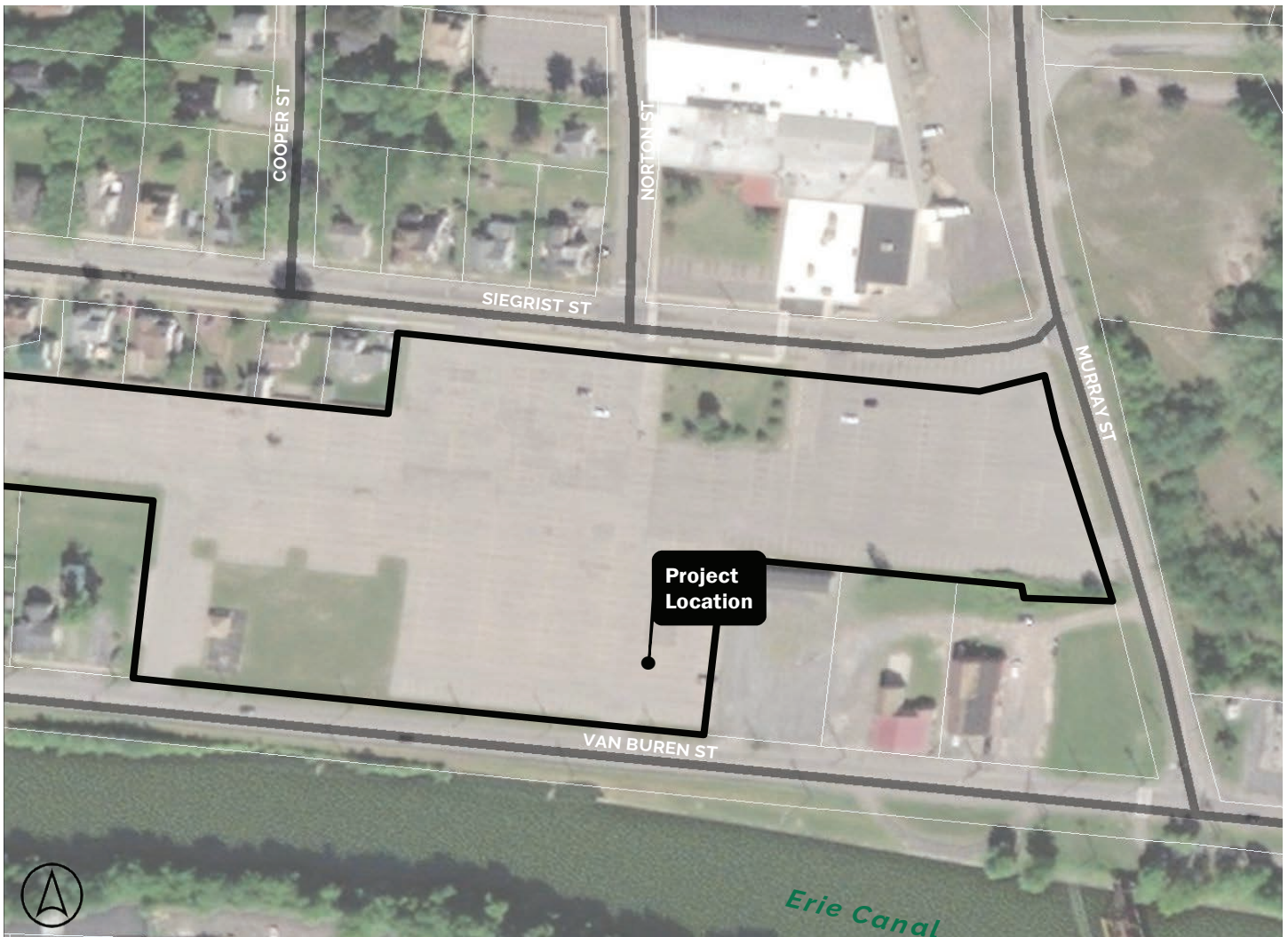
Van Buren Street

## PROJECT SPONSOR

The project sponsor is Chrisanntha, Inc.

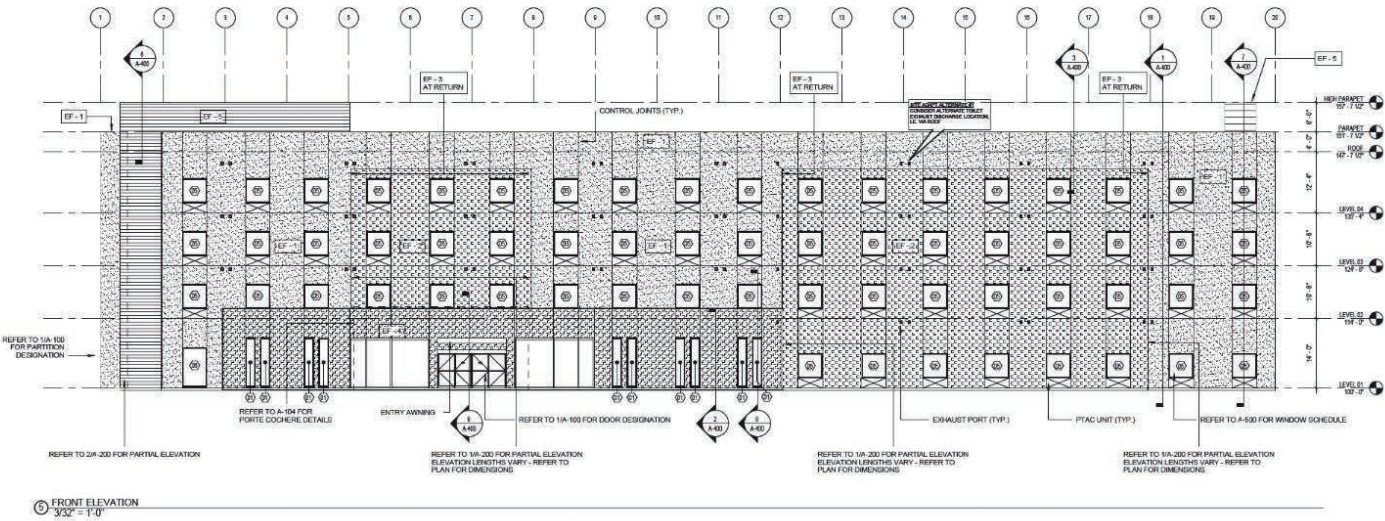
## PROPERTY OWNERSHIP

The current property owner is IEC Electronics Corp. Capstone Real Estate Development has an agreement with the current property owner to purchase the property and has provided a memorandum of understanding with Chrisanntha, Inc. to sell a portion of land on the former IEC Electronics parking lot for development of the hotel.

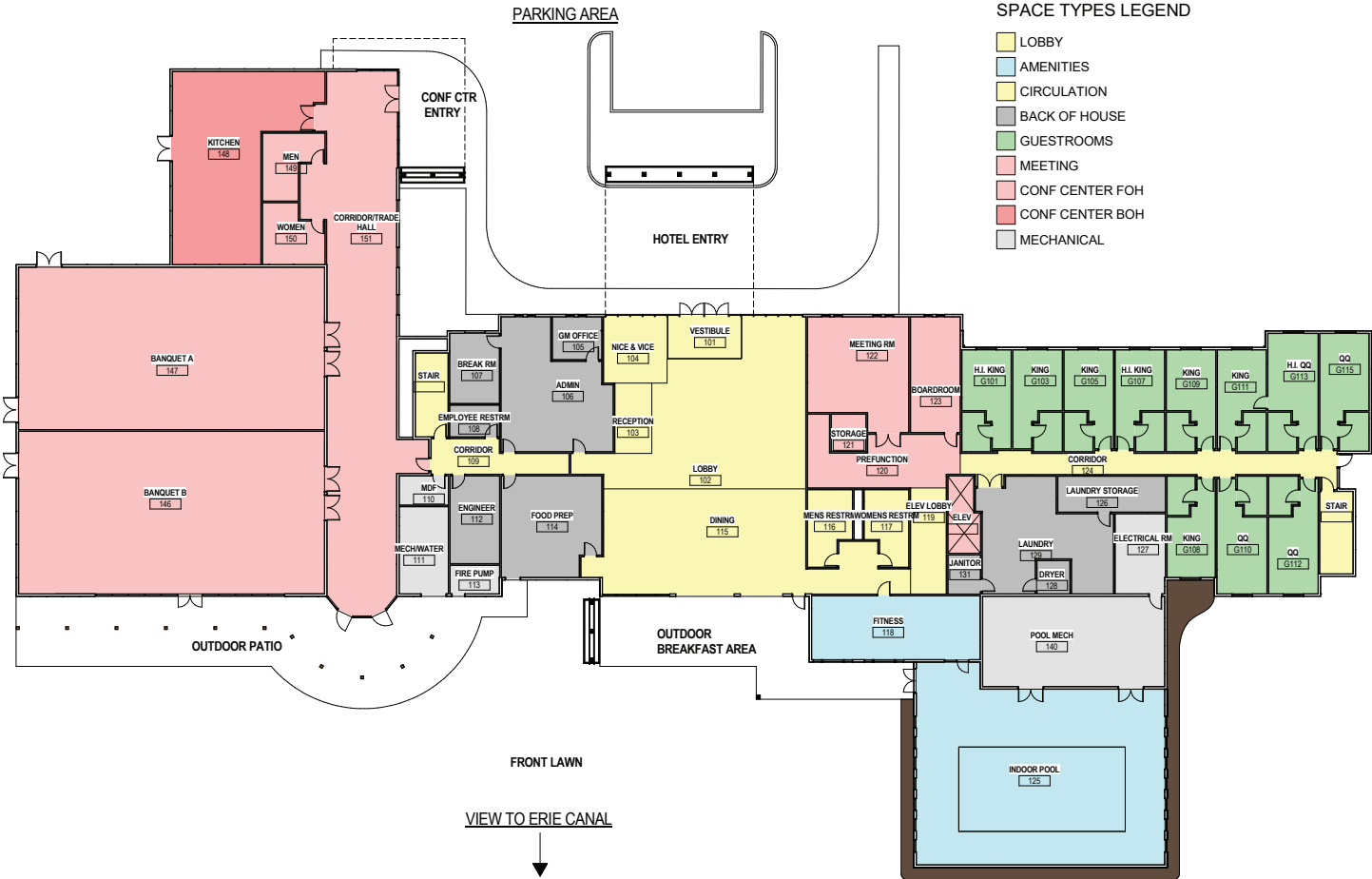




# SCHEMATIC FRONT ELEVATION



# SCHEMATIC FIRST FLOOR PLAN



## CAPACITY

Christopher Iversen, the leader of Chrisanntha, Inc. as well Iversen Construction Corp. and Chrisanntha Construction Corp., is a successful regional developer who has completed several similar projects within the Finger Lakes over the past 25+ years. Three of these, the Hampton Inn Geneva, Hampton Inn Penn Yan, and the Ramada Inn Geneva, were developed under the same developer-owner-operator framework planned for this project. All three hotels have been successful drivers of economic activity in their communities.

Mr. Iversen also has experience developing within the DRI program. Chrisanntha, Inc. was awarded two DRI awards in Penn Yan for the Water Street Townhomes and the Birkett's Landing Restaurant. The Water Street Townhouse project's design and construction document have been completed and all local approvals have been obtained. Once the State approves the condominium offer plan, construction will commence. The Birkett Landing project, however, was a victim of the Covid pandemic's impact on the restaurant industry and did not move forward.

## PROJECT PARTNERS

The project team includes architects and engineers whom the Iversen team has successfully worked with on previous projects. The developer has previously created successful partnerships to attract the required equity and debt financing in the undertaking and management of similar projects.

## STRATEGIES

The project aligns with the following DRI goals and strategies:

- Support year-round lodging & tourist facilities
- Support projects that reduce the community's carbon footprint
- Repurpose underutilized properties with new buildings

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Developing land north of the canal
- Expanding the number of lodging opportunities within Wayne County
- Continue to support travel and tourism

## ANTICIPATED REVITALIZATION BENEFITS

The project will result in the following benefits:

### SHORT-TERM

- An initial investment of over \$18.7 million into the village core for new building construction
- Project commitment to meet the NYStretch Energy Code, including making the building solar-ready

### MID-TERM

- Reactivation of a large unused parking lot in the Village core into a vibrant center of economic activity while contributing significant new real estate tax revenue to the local government
- Inclusion of a geothermal heating and cooling system to minimize energy use

### LONG-TERM

- Anticipated ongoing operating budget of more than \$3.5 million contributed annually to the local economy
- Extensive spending of new overnight visitors at local restaurants, stores, and attractions
- Recapture of local hospitality business that has been lost to surrounding communities due to lack of modern hospitality facilities
- Anchor facility of a potential larger future mixed-use redevelopment project on the remainder of the parking lot (the New Municipal Building is proposed as part of the DRI and additional structures are proposed in the longer term)

## PUBLIC SUPPORT

The project has received positive support throughout the public meetings. Many participants have noted it's a significant need and one of the community's top priorities.

## JOBS CREATED

The project will employ at least 40 new year-round employees, ranging from entry-level service employees to professional managers.



## EXISTING CONDITIONS



## FUTURE CONDITIONS





## EXISTING CONDITIONS



## FUTURE CONDITIONS





## FEASIBILITY & COST JUSTIFICATION

The cost estimate was developed by the developer and checked for accuracy by Foit-Albert Associates. The estimated costs are based on the developer's construction costs of a similar project, adjusted for inflation.

An operating pro-forma was provided by the developer. Based on the analysis, the project is feasible with the DRI funding requested. The DRI funds will bridge the gap for this project. Once completed, the facility will become a new anchor in the village core.

In addition, the project is supported by a Preliminary Market Analysis completed by RMS Commercial Group, showing favorable conditions, that there is extensive unmet hospitality demand within the surrounding market area that could be captured by the facility.

## REGULATORY REQUIREMENTS

The developer has had preliminary discussions with the Village regarding zoning and permits. The following steps are in-progress, or will be completed immediately upon award:

- SHPO review and approval
- SEQR approval
- Site plan review and approval
- County 239M review and approval
- Local IDA incentives approval
- Local building permits
- Potential zoning variance, pending Village zoning updates

## TIMELINESS & READINESS

The project has an overall timeline of 2 years from DRI award (Winter 2022) to construction completion (Spring 2024)

- DRI Award: Winter 2022
- Design and approvals: 10 months
- Construction: 15 months
- Construction completion: Spring 2024

Facility is anticipated to be open by March 1, 2025, for the summer 2025 season.

The current landowner is in favor of the development and has provided a letter stating that he will sell the land to Chrisantha, Inc. pending funding award. The owner is poised to commence design and construction phases immediately upon award announcement.

## DECARBONIZATION STRATEGIES & BENEFITS

The developer has committed that the project will meet the NYStretch Energy Code. Strategies will include incorporation of a geothermal ground-source heat pump system below the property and the facility will be made solar-ready if feasible. Additional energy-efficiency features in accordance with the NYStretch code will be incorporated as well. The developer is aware that some additional costs will be accrued in order to meet NYStretch code compliance and has accounted for this in the project budget. The developer has elected to achieve the required score on the Energy Star Portfolio Manager/Target Finder system as the intended compliance path.

The developer has engaged an architect and initial drawings have been created. Following grant award, the project, including the energy-efficiency strategies, will be fully developed. The project will seek to become an example of environmentally-sensitive design and responsible natural resource utilization in the Village.

## PROJECT BUDGET & FUNDING SOURCES

DRI funding is pending upon inclusion on the Awarded DRI projects from the State of New York. DRI funding will not be applied towards acquisition expenses. The owner has provided letters of interest from the bank and equity investors. The DRI funding requested is the gap between the project cost and the maximum amortizable loan and maximum investor capital available, assuming a modest 5% ROI. Development costs given above include contingencies to account for the uncertain construction market. The developer also applied for an ESD Capital Grant through the CFA process in June of 2022 for 20% of the total project cost (\$3,655,700). That grant request is currently pending. DRI funding would help finance the construction of the hotel and conference center, including the building interior and exterior, as well as site improvements.

Uses	Cost	Source
Land Acquisition	\$735,000	ESD Grant
Construction	\$4,000,000	DRI Award
	\$2,400,000	ESD
	\$6,400,000	Loan
	\$255,000	Capital
Soft Costs	\$1,362,300	Loan
	\$538,700	Capital
Furnishing/ Equipment	\$520,700	ESD
	\$500,000	Loan
	\$2,016,300	Capital
<b>Total Uses</b>	<b>\$18,728,000</b>	

Source	Cost	Status of Funds
DRI Funding	\$4,000,000	Pending
ESD Grant	\$3,655,700	Pending
Construction Loans	\$8,262,300	Pending
Investor Capital	\$2,810,000	Pending
<b>Total Sources</b>	<b>\$18,728,000</b>	

Total Funding Sources	Cost
Total DRI Funds Requested	\$4,000,000
Total Funds from Other Sources	\$14,728,000
Total Project Cost	\$18,728,000





## PROJECT 2: CREATE THE NEWARK REGIONAL HEALTH & WELLNESS CENTER

**DRI FUNDING REQUEST:** \$4,340,000

**TOTAL PROJECT COST:** \$16,702,068

### PROJECT DESCRIPTION

The proposed Newark Regional Health & Wellness Center project will be constructed on the site of the vacant IEC Electronics facility at 105 Norton Street. The 235,000 square foot former IEC Electronics facility will be demolished and a new, approximately 89,928 square foot Regional Health & Wellness Center will be constructed at the site by Capstone Real Estate Development. Capstone will own and maintain the building and site.

The Village of Newark will lease and operate 70,928 square feet for a regional recreation facility that will include an indoor track, athletic turf fields, a basketball court, locker rooms, and community/flex spaces. Approximately 3,000 square feet of the facility will be leased by a local physical therapy practice. An additional 16,000 square feet of space will be leased by a regional health care organization for primary care/family medicine, orthopedics, endocrinology and potentially urgent care and lab services. There will also be space available for childcare and outdoor recreation facilities and activities.

The indoor track and field facility will address the limited supply of suitable indoor spaces for Section V high school athletic programs, which include 125 track and field teams in the Finger Lakes and Southern Tier. Also, the facility will replace an obsolete and undersized community center that provides inadequate recreational opportunities for the local community.

More importantly, this transformative project will repurpose a vacant, underutilized site on the canal waterfront into a vibrant anchor of activity. There will also be synergies with the nearby proposed Newark Canalside Hotel and the Newark Port upgrades, as the center will attract visitors to the area that will require hotel rooms and outdoor recreational amenities.

## PROJECT LOCATION/ ADDRESS

105 Norton Street

## PROJECT SPONSOR

Capstone Real Estate Development, LLC is the project sponsor.

## PROPERTY OWNERSHIP

Capstone Real Estate has an agreement with IEC Electronics Corp. (the current property owner) to purchase the property.





## CAPACITY

Capstone Real Estate Development LLC has worked on several similar-sized projects throughout the region, including redevelopment of the former Sarah Coventry campus and construction of a new 150,000 square foot manufacturing facility for IEC Electronics south of downtown Newark. Capstone has also recently completed the Factory 243 mixed-use development project in Canandaigua, New York.

Capstone's success is partly due to their relationships with suppliers and banks, which he leverages to obtain competitive pricing and financing. In addition, Capstone Construction Services will perform all the work as a general contractor which reduces costs and time to complete projects.

## PROJECT PARTNERS

Project partners include:

- Capstone Real Estate Development LLC will be the project developer
- The design team engaged by Capstone Real Estate Development will include CJS Architects, Picard Engineer (Mechanical Engineering), and Thornton Engineering, P.C. (Civil Engineering).
- Capstone Construction Services will construct the building as the general contractor
- The Village of Newark will rent space from Capstone Real Estate and operate the recreation center
- A local physical therapy practice and regional health organization will also rent from Capstone and manage two additional tenant spaces

## STRATEGIES

The project aligns with the following DRI goals and strategies:

- Provide indoor and outdoor regional recreational facilities
- Upgrade and develop medical facilities to improve the health of citizens
- Repurpose underutilized properties with new buildings and world-class public spaces

The project also aligns with the following Finger Lakes Regional Economic Development Strategic Plan goals and strategy:

- Reinforce the identity, sense of place, and character of the area through downtown redevelopment, adaptive reuse of existing buildings and infrastructure, and historic preservation.

## ANTICIPATED REVITALIZATION BENEFITS

The project will result in the following benefits:

### SHORT-TERM

- An initial investment of over \$16.7 million into the Village core for new building construction
- Increased recreational and fitness opportunities for the local population
- Enhanced practice facilities for local school athletes and other professional athletes
- Spaces large enough to hold other non-sports events
- Meeting spaces for events
- Up to date childcare facilities

### MID-TERM

- Accessible healthcare for a broad base of the population

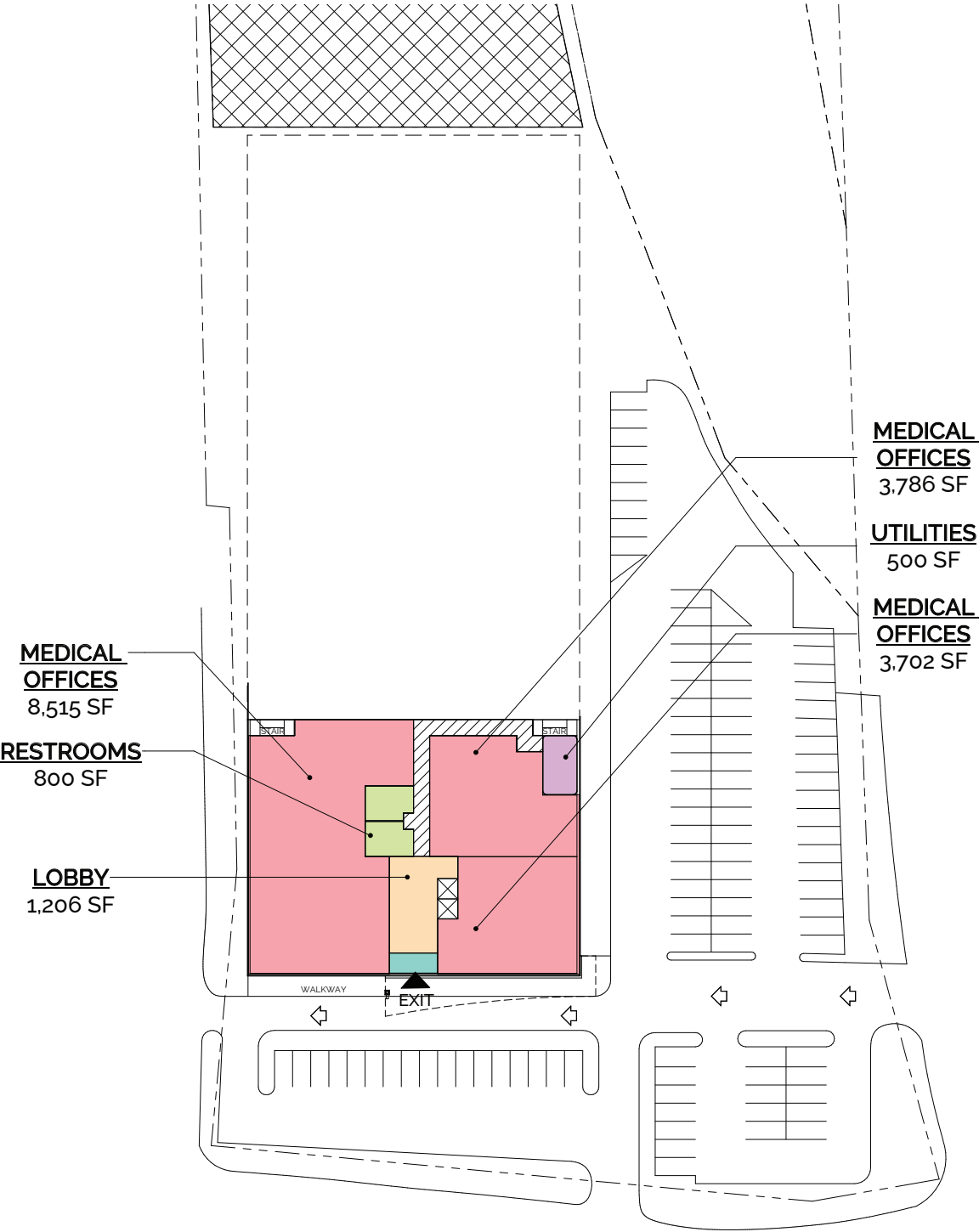
### LONG-TERM

- Twenty-five (25) new permanent jobs created
- Attract regional athletic events and corresponding tourists from outside the area

## PUBLIC SUPPORT

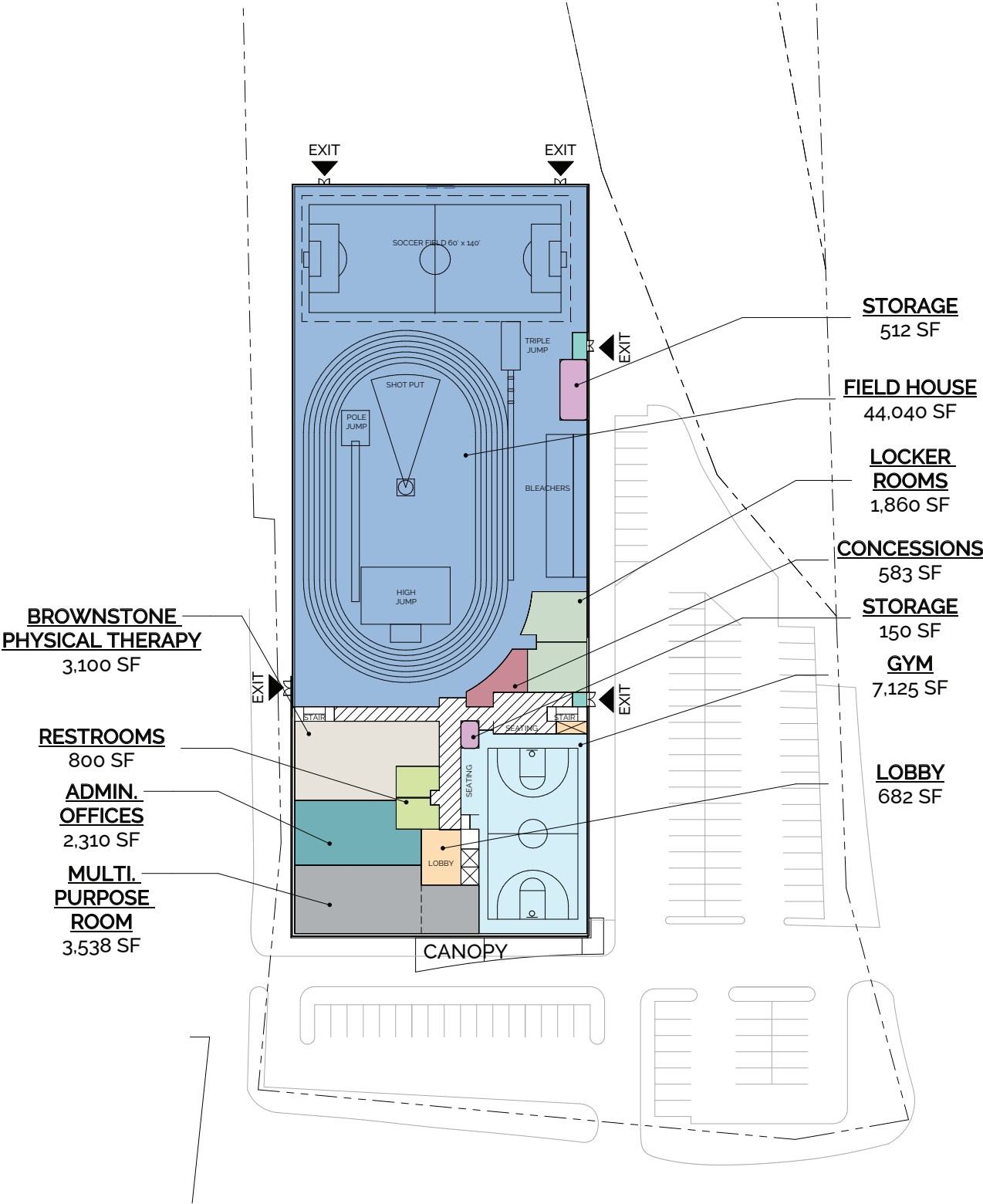
Throughout the public engagement process, the community has been enthusiastically supportive of the Health & Wellness Center project. Some of the reasons for the support include benefits to all segments of the population from toddlers to seniors, fills a gap in needed services, and its catalytic impact.

# LOWER LEVEL PLAN





# UPPER LEVEL PLAN



## **JOBS CREATED**

An estimated 25 jobs in total will be created and retained for the three distinct uses proposed for the center.

## **FEASIBILITY & COST JUSTIFICATION**

The cost estimate for this project was developed jointly by CJS Architects, Capstone Development, and LaBella Associates. Cost estimates were based on recent bid results for similar projects and current material prices. Cost estimates also accounted for the requirements, and time needed, to satisfy state funding agencies.

Two pro-formas were provided for the project. A real estate pro-forma for the building was developed by Capstone Real Estate Development and demonstrated that the project will generate a reasonable financial return that increases over a 10-year period. The Village has also developed a separate operations pro-forma for the recreation center that illustrates project revenues from facility rentals by Section V schools and other organizations will cover project expenses.

The impact of the DRI award will be transformational for downtown Newark and the Finger Lakes region. The facility will host more than 20 meets and 500 hours of practices annually, which will bring in hundreds of students, and their families, to downtown Newark. The facility patrons and their families will require overnight stays that will generate demand and revenue for the proposed Canalside hotel.

Likewise, the facility will provide benefits to the local community. Residents in the region will benefit from expanded recreational and sports training opportunities. This project is especially important for the Village as the project is located in an underserved, low-income neighborhood and residents there will benefit from improved recreational amenities within walking distance of their homes.

## **REGULATORY REQUIREMENTS**

The applicant will need to take the following steps to obtain approval to proceed:

- Local Planning Board Site Plan Review and approval
- County 239M review and approval
- Local Building Permit
- State Historic Preservation Office archaeological review and no adverse impact finding.
- SEQR approval

## **TIMELINESS & READINESS**

The project has an overall timeline of 2 years from DRI award (Winter 2022) to construction completion (Winter 2024)

- DRI Award: Winter 2022
- Design and approvals: 6 months
- Construction: 18 months
- Construction completed: Winter 2024

## **DECARBONIZATION STRATEGIES & BENEFITS**

Since this a new building, it will meet the New York Stretch Code by incorporating comprehensive decarbonization strategies including:

- Energy recovery ventilation systems
- Building and mechanical system insulation
- Energy efficient windows
- Occupant sensor controls in select areas
- Exterior lighting controls
- Electrical monitoring system
- High-efficiency HVAC system and water-heating system

The costs of these proposed energy efficiency measures have been included in the total cost.



## PROJECT BUDGET & FUNDING SOURCES

DRI funding is pending upon inclusion on the Awarded DRI projects from the State of New York. DRI funding will primarily be utilized to help fund the construction costs for the project, including the shell of the building and interior improvements for the recreation facility and physical therapy office. The interior of the medical facility will be completed by a regional health organization. Capstone had submitted a bank letter from Canandaigua National Bank & Trust indicating that they are willing to favorably consider construction and permanent financing for the project. Capstone will also be submitting funding applications to RG&E for electrical work and Restore NY for building demolition. ARPA funding from the Village and a community capital campaign will help fund the project also. Pro-formas for the building and operation of the programming have been completed.

Uses	Cost	Source
Construction	\$4,340,000	DRI Award
	\$6,481,243	Bank Loan
	\$500,000	RG&E
	\$2,000,000	Restore NY
	\$1,000,000	ESD Capital
	\$530,000	Capital Campaign
	\$470,000	ARPA Funding
Permitting/ Inspections	\$197,800	Bank Loan
Design	\$351,700	Bank Loan
Construction Administration	\$831,325	Bank Loan
<b>Total Uses</b>	<b>\$16,702,068</b>	

Source	Cost	Status of Funds
DRI Funding	\$4,340,000	Pending
Restore NY	\$2,000,000	Pending
ESD Capital	\$1,000,000	Pending
RG&E	\$500,000	Pending
ARPA Funding	\$470,000	Secured
Capital Campaign	\$530,000	Pending
Permanent Bank Loan	\$7,862,068	Pending
<b>Total Sources</b>	<b>\$16,702,068</b>	

Total Funding Sources	Cost
Total DRI Funds Requested	\$4,340,000
Total Funds from Other Sources	\$12,362,068
Total Project Cost	\$16,702,068

## EXISTING CONDITIONS



## FUTURE CONDITIONS







## PROJECT 3: REAWAKEN COVENTRY COMMONS

**DRI FUNDING REQUEST:** \$2,000,000

**TOTAL PROJECT COST:** \$42,453,617

### PROJECT DESCRIPTION

Adaptive reuse of the former 1903 Reed Manufacturing Building will convert this prominent but underutilized 3 story factory into 101,000 square feet of newly renovated residential. It will have 95 apartment units for senior and workforce housing, along with a 5,000-square foot communal resident space. This property will add anywhere from 150-200 new year-round residents downtown. The communal resident spaces will provide amenities to residents such as a gym, bulk storage, offices, and a flex space for group activities.

The footprint of the building is comprised of two large 4 bay by 12 bay industrial floors, connected in the middle via elevator and stair towers into an H shape. The facade has little ornamentation, with engaged brick pier columns that extend upward into a simple decorative drop corbel at the roofline. Between the brick columns, oversized jalousie windows span below steel lintels decorated by small florets. The rear of the building has a smaller, 2-story addition that was a former boiler house, with an iconic brick chimney extending skyward.

In the interior upper floors, many of the original characteristics of a century-old factory remain largely in tact – with exposed timber columns and joists, open spans with tall ceilings, massive light filled openings between brick piers, and aged wood

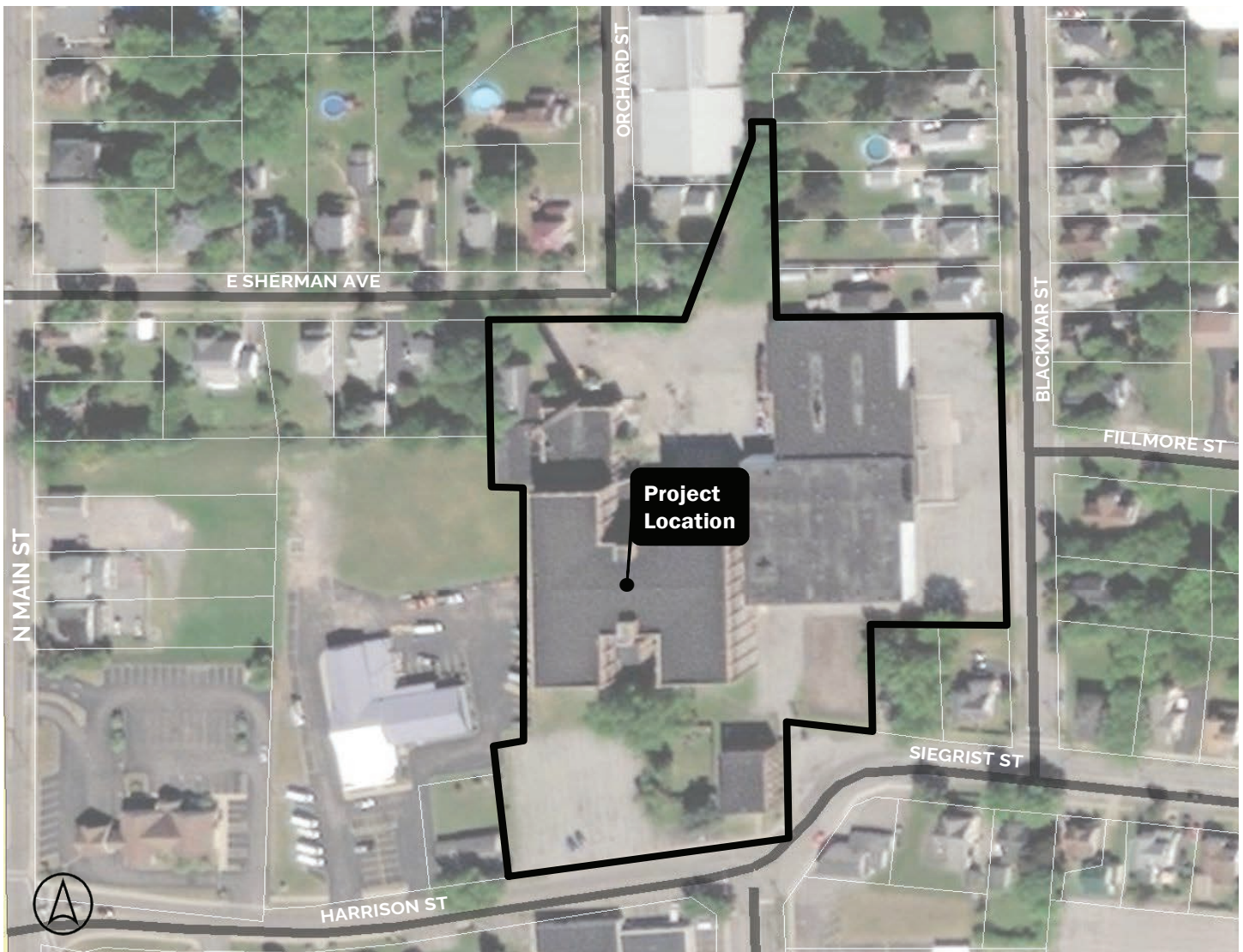


flooring. The exterior masonry will be repaired and replaced as necessary, with additional lighting better fitting the character of the building. Insensitive ground-level warehouse storage additions to the east will be demolished to accommodate the parking required and to provide additional resident green space. In total, the project will include a 150-space parking lot along Blackmar Street, as well as an ADA and guest parking lot accessible from Harrison Street.

The spending potential of 95 new households within walking distance of all of the commercial services in the Village will provide support for all of the jobs within the village, directly increasing the commercial growth potential of downtown. To strengthen its connection to the downtown core, the revitalized canal port will

act as a conduit linking business to residents in a safe, walkable, vibrant space. Its proximity to the health and wellness center will provide services to the senior population living in the building.

Upon DRI award confirmation, the project team will begin the process of listing the building on the national register to be eligible for historic preservation tax credits. Next, project partner Passero Architects and Engineers will develop and submit construction documents of the proposed plans to SHPO to ensure coordination with the Secretary of the Interior Standards for Historic Preservation and then securing of tax credits for the project, while meeting energy efficiency standards required of the DRI program.





## PROJECT LOCATION/ ADDRESS

132 Harrison Street

## PROJECT SPONSOR

Housing Visions is leading the development and financing of the property.

## PROPERTY OWNERSHIP

The property is currently owned by Rodney J. Graybill. The project sponsor has a fully executed purchase agreement with the owner dated May 2, 2022, with a contingency to perform an Environmental Site Assessment within 90 days of acceptance of the offer (August 1, 2022). The environmental report came back satisfactory and the project sponsor and current property owner are moving forward with the purchase of the property. The final closing date will be October 1, 2023.

## CAPACITY

The applicant has put together a very qualified team, with the project managed by Housing Visions consultants, who has expertise with other DRI projects of similar historic and administrative complexity. In the Oswego DRI, Housing Visions successfully completed the 40,000-square foot Oswego Harbor View apartments, 75 units and 10,000 square feet of commercial and retail spaces totaling \$25.8M. In Cortland, another 149,000-square foot vacant industrial building was transformed into 47 mixed-income apartments and commercial space using Historic Tax Credits and Main Street Revitalization funding, totaling \$16.5M.

Passero has experience working on other similar projects throughout the region, such as the Bridge Square historic lofts and offices in Rochester NY, which developed a former factory building into 24 loft apartments and 5,000 square feet of retail space. Specializing in sustainability, Passero has many LEED accredited professionals and experience with sustainable modernization of historic structures.

## PROJECT PARTNERS

Housing Visions is leading the development and financing of the property, and has hired Construction, Design and Management, Inc as the Project Manager and coordinator. To work on the individual nomination, construction documents, and permitting, the team hired Passero Architects and Engineers.

## STRATEGIES

The project aligns with the following DRI goals and strategies:

- Renovate and redevelop buildings
- Repurpose underutilized properties
- Recapture residents with new income-integrated housing opportunities
- Supports the cultural, historic, and culinary identity of the region
- Revitalize the immediate streetscape

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Reinforce the identity, sense of place, and character of the area through downtown redevelopment, adaptive reuse of existing buildings and infrastructure, and historic preservation
- Enrich living environments by increasing access to affordable housing and mixed-income units, and promoting energy efficiency
- Invest in the development, promotion, and preservation of cultural, artistic, and historic assets
- Encourage the construction of a mix of types and sizes of housing and affordability to meet the needs of a diverse population such as senior citizens, first-time home buyers, special-needs residents, etc. with a range of incomes
- Developing land north of the canal

## ANTICIPATED REVITALIZATION BENEFITS

The project will result in the following benefits:

### SHORT-TERM

- An initial investment of over \$42 million into the Village core for building renovation
- Attract 150-200 new permanent residents directly connected to the downtown core via a walkable canalside pathway will increase foot traffic downtown – encouraging walkability, economic activity downtown, and increased spending downtown

### MID-TERM

- Provide a wide range of housing sizes and price ranges to alleviate Newark's housing needs for both senior and workforce households
- Rehabilitates a long-vacant and blighted property to a vibrant apartment building that contributes to the vitality of downtown and increases property value

### LONG-TERM

- Sets the precedent in Newark for a catalytic, energy efficient multi-unit apartment building that utilizes a fraction of the space of equivalent single family housing, and utilizes existing infrastructure

## PUBLIC SUPPORT

Throughout the public engagement process, the importance of providing additional long-term residential housing was identified – of which Coventry Commons is the only project positioned to meet that need in any significant way. During the LPC meetings, the importance of this many new apartments, with proximity to the health and wellness center, as well as the canal was noted as synergistic. The project ultimately scored as third highest by the LPC.

## JOBS CREATED

Upon completion, the project is anticipated to create at least two full time jobs in the form of a property manager and a maintenance technician.

## FEASIBILITY & COST JUSTIFICATION

The cost estimate was developed by Housing Visions Consultants, Inc., with the construction budget developed from an average of several other recent projects of similar size and complexity. Their cost per square foot was then applied to the current property to estimate order of magnitude construction cost. Although the \$2M request is 20% of the DRI, it is a bit more than 4% of the overall project budget – being one of numerous funding streams from a diverse array of sources.

Leveraging \$42M of investment with only \$2M of award, the addition of 95 new housing units will have an oversized impact on the growth and success of the downtowns commercial and public spaces. With a projected 150-200 new residents within walking distance to downtown, coupled with investment along the canal in between, Coventry Commons ensures there will always be plenty of people engaged with and enjoying Newark's public realm.

Until the numerous funding sources are secured, the applicant doesn't have enough information to accurately develop a proforma showing possible rent, sources, interest rates, and return on investment.

## REGULATORY REQUIREMENTS

The applicant has started the process to apply for an individual historic denomination. The following steps are in-progress, or will be completed immediately upon award:

- Individual Listing on the National Register
- SHPO review and approval
- Site plan review and approval
- Local building permits
- Potential variance pending Newark zoning update.



## **TIMELINESS & READINESS**

The project's overall timeline is 2.5-3 years, from award (Winter 2022) to project completion (Spring/Fall 2025)

- Award: Winter 2022
- Individual building nomination on NRHP: 9-12 months
- Design and construction drawings, HTC: 3-6 months
- Review, approvals, and permitting: 2-3 months
- Construction: 18-24 months
- Anticipated Project Completion: Spring/Fall 2025

The owner has a fully executed purchase agreement dated May 2nd 2022 and is poised to begin work upon award announcements anticipated for December 2022. Passero has already 3D-scanned and drawn detailed existing conditions drawings for the property, and developed preliminary apartment layouts for the building. Construction Design and Management developed an exhaustive proforma on their funding sources, and worked with DRI consultant in.site:architecture to produce renderings and site plans sufficient to convey the project at this stage.

## **DECARBONIZATION STRATEGIES & BENEFITS**

While the design of the building is still being developed by Passero Architects, a pathway for compliance with Enterprise Green Communities 2020 has been identified.

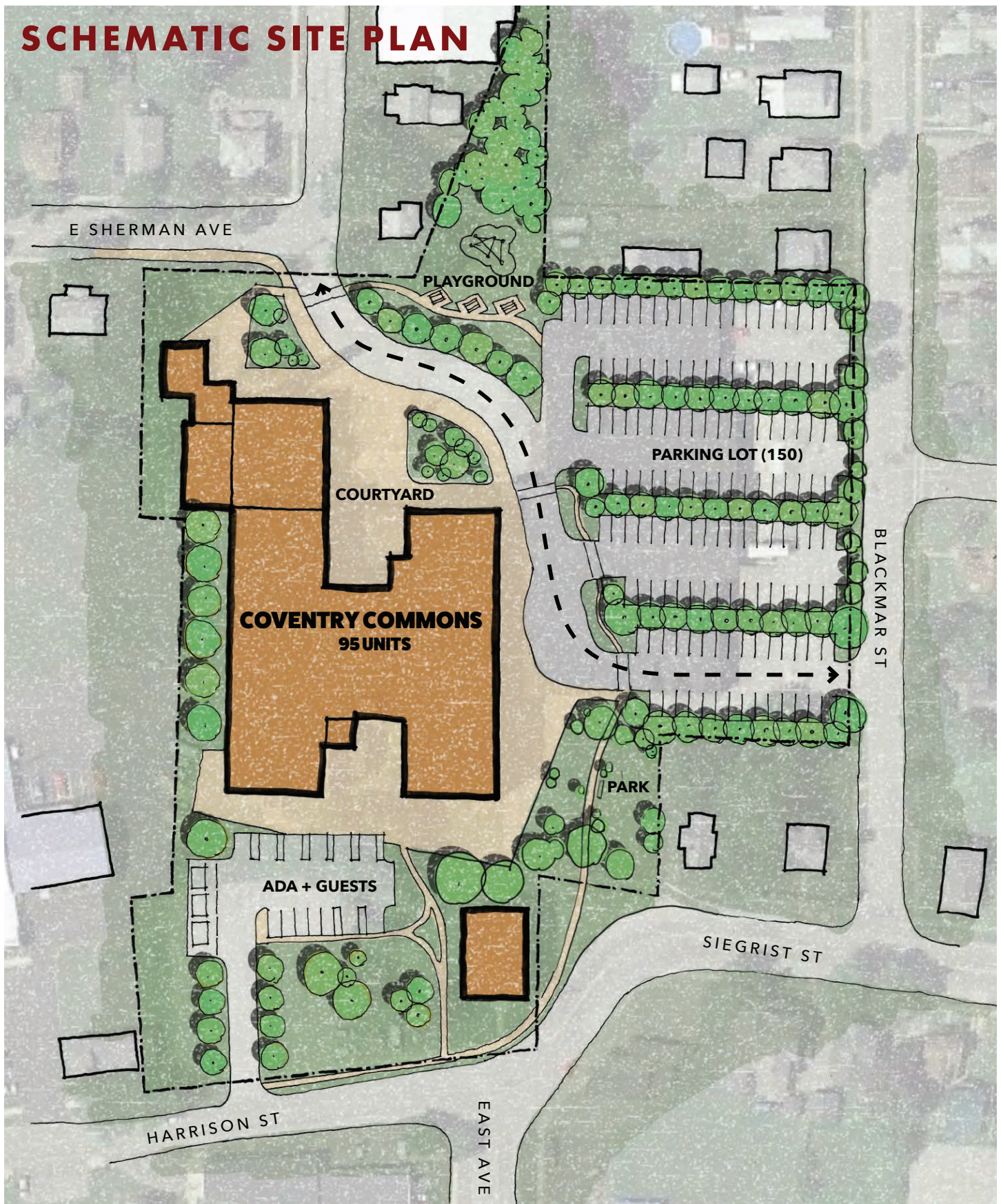
Coventry Commons will comply with NYSEDA New Construction Housing 20% Improvement Pathway. Compliance requires being built 5% more efficient than ENERGY STAR multifamily new construction program.

95 new housing units brought online within an existing building will have a significantly lower embodied energy compared to new construction. Coupled with the requirement to exceed the ENERGY STAR rating for multifamily by 5%, this will minimize the impact to the existing municipal infrastructure by lowering energy demand loads per occupant from energy savings and efficiency benefits. Specifics about individual unit appliances and general building systems are still being coordinated and developed by Passero Architects.

## **AFFORDABILITY**

The proposed project will utilize tax credits and other incentives to provide senior, workforce, low income, and market rate housing options that will offer a diverse new influx of residents. The applicant is still in the process of a full market analysis, in which they will be able to fine tune the exact unit mixture of those three types of housing. The project will incorporate the DRI requirement of at least 25% affordable units into the unit mixture.







## PROJECT BUDGET & FUNDING SOURCES

DRI funding is pending upon inclusion on the Awarded DRI projects from the State of New York. The development team has extensive experience navigating multiple streams of funding, such as Historic Preservation Tax Credits (HPTC), the Senior Housing Program (SENR), Homes for Working Families (HWF), and Low Income Housing Tax Credits (LIHTC). The DRI funding will be a source of leveraging for the remaining sources of financing. NYS Homes and Community Renewal (HCR) has funding available for new construction, substantial rehabilitation, or acquisition/moderate rehabilitation of properties to be developed into housing for seniors. The Coventry Commons has had initial conversations with HCR and team anticipates securing a loan from this funding source to develop independent living units within the project. The Village will be submitting a 2022 Round 6 Restore NY application for the project.

Uses	Cost	Source
Construction	\$2,000,000	DRI Award
	\$4,000,000	Homes for Working Families (HWF)
	\$2,850,000	Senior Housing Program (SENR)
	\$2,000,000	Restore NY
	\$3,547,380	Federal Low Income Housing Tax Credits (LIHTC)
	\$3,950,000	State LIHTC
	\$6,345,970	Federal Historic Preservation Tax Credits (HPTC)
	\$3,499,650	State HPTC
Soft Costs	\$179,525	NYSERDA
	\$215,050	Accrued Interest from HWF Funds
	\$174,940	Accrued Interest from SENR Funds
	\$7,131,584	LIHTC
Developer Fees	\$1,600,000	Sponsor Note, ,
	\$362,571	Deferred Developer Fee
	\$3,131,863	Federal LIHTC
Operating Reserve	\$215,084	Federal LIHTC
Acquisition	\$250,000	LIHTC
	\$1,000,000	HFA 1st AL
<b>Total Uses</b>	<b>\$42,453,617</b>	

Source	Cost	Status of Funds
DRI Funding	\$2,000,000	Pending
Housing Finance Agency (HFA) First Mortgage	\$1,000,000	Applied to and Pending
HFA Construction Loan	\$19,750,000	Applied to and Pending
Homes for Working Families (HWF)	\$3,400,000	Applied to and Pending
HWF Interest	\$215,050	Interest on a loan
Senior Housing Program (SENR)	\$2,565,000	Applied to and Pending
SENR Interest	\$174,940	Interest on a loan
Federal Low Income Housing Tax Credit (LIHTC)	\$4,282,773	Applied to and Pending
State Low Income Housing Tax Credit (LIHTC)	\$790,000	Applied to and Pending
Federal Historic Preservation Tax Credits (HPTC)	\$1,269,195	Applied to and Pending
State Historic Preservation Tax Credits (HPTC)	\$699,930	Applied to and Pending
Deferred Reserves	\$215,084	Pending
Deferred Developer Fee	\$4,091,645	Pending
NYS Restore Grant	\$2,000,000	Pending
<b>Total Funding</b>	<b>\$42,453,617</b>	

Total DRI Funding Sources	Cost
Total DRI Funds Requested	\$2,000,000
Total Funds from other Sources	\$40,453,617
<b>Total Project Cost</b>	<b>\$42,453,617</b>



## EXISTING CONDITIONS



## FUTURE CONDITIONS







## PROJECT 4: REVITALIZE THE CANAL PORT

**DRI FUNDING REQUEST:** \$2,580,000

**TOTAL PROJECT COST:** \$1,580,000

### PROJECT DESCRIPTION

The Newark Port is an active and essential node along the Erie Canal for tourists. It is a critical anchor at the heart of Newark that, if revitalized, will enhance a key destination between the north and south neighborhoods of downtown. Therefore, the Village would like to invest in the port to enhance the long-term revitalization of downtown and create synergies with DRI projects on both sides of the canal.

The DRI funding would allow the Village to complete the first phase of the project. The first phase of the proposed improvements include:

- Construction of a canal promenade on the north side including decorative pavement, a covered central plaza for performances, a space for the relocated farmers' market, accessible walkways, and planting enhancements
- Water and electric services on the south side to provide services to the power pedestal boat tie-ups
- Streetscape including banner poles and lighting on streets and bridges
- Accessible kayak/canoe launch
- Gateway feature at the entrance to the port promenade
- New concrete paver crosswalks

This first phase is an incremental step in the overall vision for the Newark Port ultimately providing a larger transformation of the waterfront and the downtown. Future phases include covered farmers market stalls along the promenade, amphitheater seating on the opposite side of the canal, and moving overhead utility lines underground.

## PROJECT LOCATION/ ADDRESS

Newark Canal Port Area between the Main Street and East Avenue bridges

## PROJECT SPONSOR

The project sponsor is the Village of Newark.

## PROPERTY OWNERSHIP

The project site is owned by the NYS Canal Corporation. The NYS Canal Corporation is supportive of the project.

## CAPACITY

The Village of Newark has routinely completed infrastructure improvements and has the capacity to contract and manage the proposed infrastructure construction. A consultant would be hired for detailed project design.

## PROJECT PARTNERS

The Village will work with design professionals to prepare final construction and bidding documents as well as construction administration to implement the project. Site control and/or use-agreement with NYS Canal Corporation (owner) needs to be achieved for portions of the site prior to work commencing. Other project partners include the New York State Department of Environmental Conservation (NYSDEC) and the NYS Office of Parks, Recreation and Historic Preservation (OPRHP).

## STRATEGIES

The project aligns with the following DRI goals and strategies:

- Reimagines the canal and promote tourism
- Promote the health and wellness of the community
- Supports the cultural, historic, and culinary identity of the region
- Rebuild and repurpose downtown Newark
- The project is visually prominent and the proposed improvements will have a significant visual impact in the DRI target area. The covered stage, lighting and streetscape enhancements will open waterfront and enhance the view of the Port from every side
- Improves the Village's quality of life





- Improves tourism and builds upon the community's heritage
- The public space improvements to the Port of Newark will attract more everyday visitors and patrons for downtown businesses.

The project also aligns with recommendations from the FLREDC Strategic Plan and other existing local plans:

- Reinforce the identity, sense of place, and character of the area through downtown redevelopment, adaptive reuse of existing buildings and infrastructure, and historic preservation
- Invest in the development, promotion, and preservation of cultural, artistic, and historic assets
- Strengthen and support the development of the Finger Lakes' diverse water resources and recreational tourism opportunities, allowing greater access and promoting year-round use

## ANTICIPATED REVITALIZATION BENEFITS

The project will result in the following benefits:

### SHORT-TERM

- An initial investment of over \$2.5 million for public space enhancements
- Improved pedestrian and vehicular circulation patterns with crosswalks and decorative pavement for traffic calming and streetscape enhancements
- Additional lighting to provide a safer and more attractive streetscape and nighttime setting

### MID-TERM

- An accessible kayak launch will provide new light craft access to the Canal and an opportunity for a rental or light craft vendor
- Strengthen connectivity for downtown areas and provide accessible walkways between the parking areas and canal front areas

### LONG-TERM

- Enhanced gathering areas along the canal to provide more opportunities for performance events, markets, and everyday use
- The opportunity for future branding and marketing

## PUBLIC SUPPORT

Throughout the public engagement process, the community has been very supportive of the enhancements to the Canal Port. The inclusion of amenities on the north side of the canal and addition of enhanced pedestrian features at the port were widely supported through the public survey and at the public workshops as they would complement adjacent projects such as the new hotel and conference center; new municipal center; Coventry warehouse conversion to residential units; and the development of a health and wellness center at the site of the former IEC property.

## JOBS CREATED

One to two additional seasonal jobs will be created as part of this project.

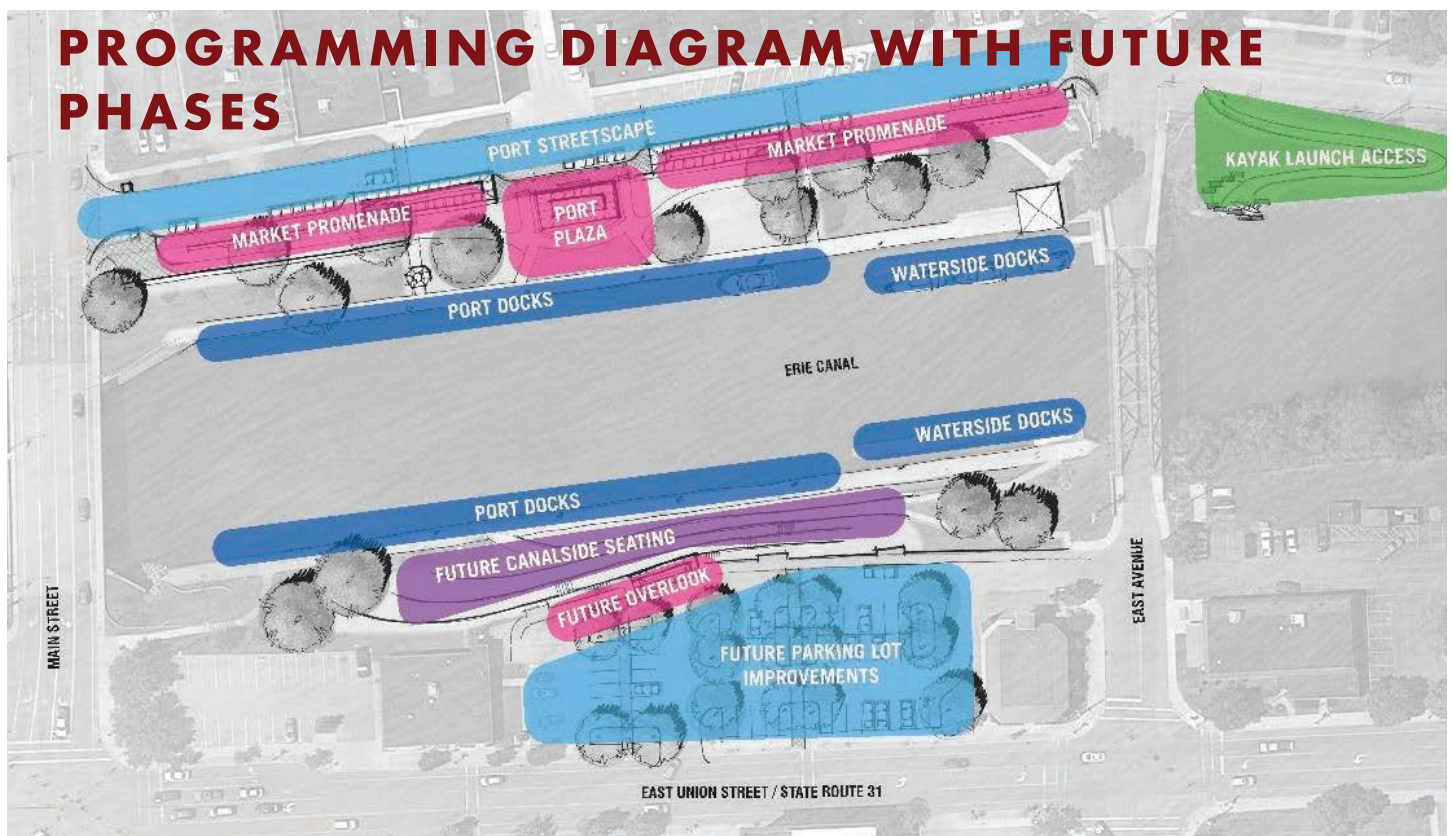
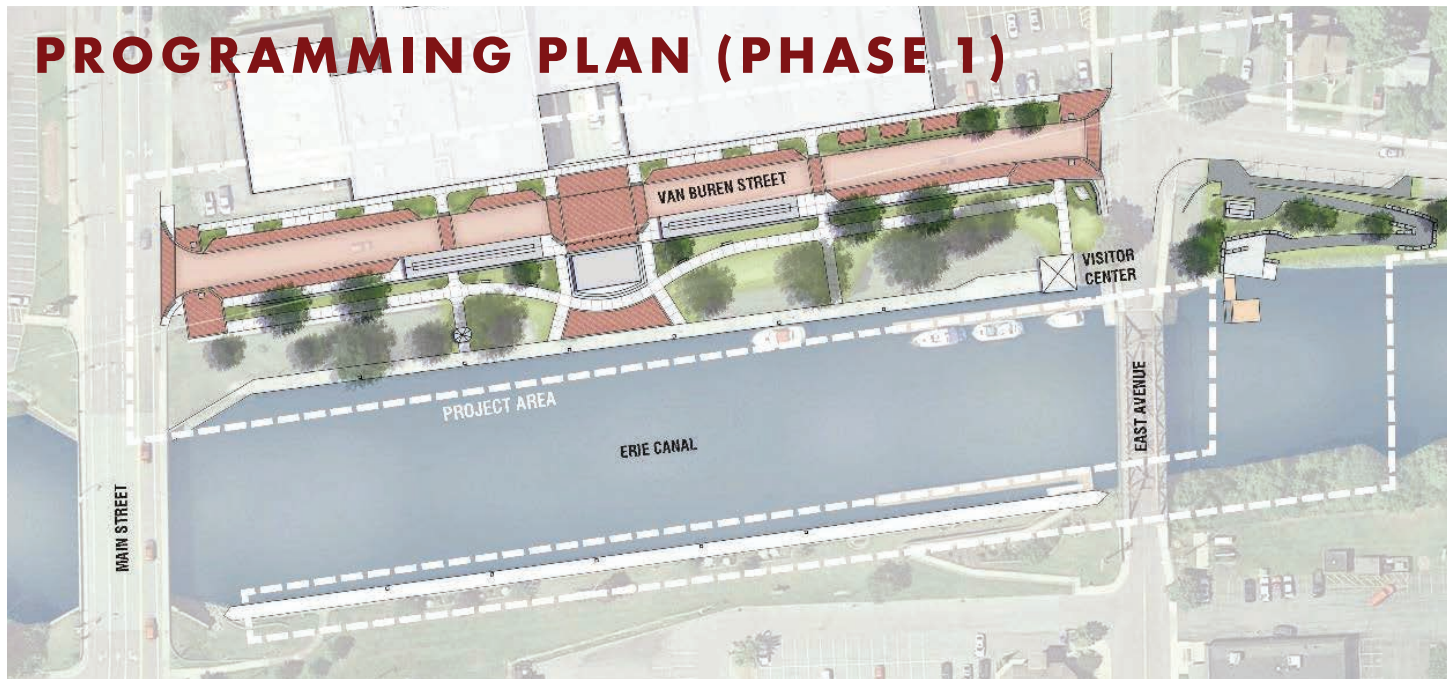
## FEASIBILITY & COST JUSTIFICATION

Cost estimates were developed and reviewed by Trowbridge Wolf Michaels and LaBella Associates using industrywide accepted means of cost allocation and estimation. The cost estimates were based on contemporary construction market costs. Current fluctuations and material costs in the construction market were also factored into the estimate. Based on the analysis, the project is feasible with the "designated NYSDOT funds and requested DRI funds.

## REGULATORY REQUIREMENTS

The applicant will need the following approvals for the project including:

- Environmental Assessment (SEQR)
- SHPO review and approval
- NYS Canal Corporation review and approval
- Joint Permit Application (ACOE/NYSDEC)
- Village of Newark Site Plan Review / Work Permit



The project is an incremental step in the overall vision for the Newark Port ultimately providing a larger transformation of the waterfront and the downtown. This first phase includes the port plaza, covered stage, streetscape enhancements, kayak launch, accessible walkways, bridge lighting, and boat utilities. Future phases will include covered farmers market stalls along the promenade, amphitheater seating on the opposite side of the canal, and moving overhead utility lines underground.



EXISTING CONDITIONS



FUTURE CONDITIONS





## EXISTING CONDITIONS



## FUTURE CONDITIONS





## TIMELINESS & READINESS

The project's overall timeline is 3.5 years from award start (Fall 2023) to completion (Spring 2027)

- DRI award: Winter 2022
- Anticipated start: Fall 2023
- Design: 9 months
- Approvals: 9 months
- Bidding and award: 1-2 months
- Construction: 9 months
- Construction completed: Spring 2027

## DECARBONIZATION STRATEGIES & BENEFITS

The project provides the following decarbonization strategies and benefits:

- Tree plantings and landscape materials provide carbon capture
- Incorporate parking locations for Lower Emission Vehicles
- Provide market location for local vendors to sell produce & goods
- LED Light fixtures will reduce energy demands

## PROJECT BUDGET & FUNDING SOURCES

DRI funding is pending upon inclusion on the Awarded DRI projects from the State of New York. The Village of Newark has designated \$1M of NYSDOT funds to be utilized for the envisioned streetscape work upon DRI award. The DRI funds will be utilized to fill the funding gap.

Uses	Cost	Source
Streetscape & covered stage	\$1,000,000	State DOT funds
Kayak launch	\$166,000	DRI Award
South power	\$229,700	DRI Award
Ampitheater	\$847,800	DRI Award
Soft costs	\$336,500	DRI Award
<b>Total Uses</b>	<b>\$2,580,000</b>	

Source	Cost	Status of Funds
DRI Funding	\$1,580,000	Requested
State DOT funds	\$1,000,000	Secured
<b>Total Sources</b>	<b>\$2,580,000</b>	

Total Funding Sources	Cost
Total DRI Funds Requested	\$1,580,000
Total Funds from Other Sources	\$1,000,000
<b>Total Project Cost</b>	<b>\$2,580,000</b>



## PROJECT 5: DEVELOP GREENE SUITES

**DRI FUNDING REQUEST:** \$200,000

**TOTAL PROJECT COST:** \$595,000

### PROJECT DESCRIPTION

The project includes construction of a new 2,000-square foot four-unit short-term stay hotel located on a vacant property in the heart of Newark adjacent to Central Park and only three blocks from the Canal, walkable to a variety of restaurants, churches, and funeral homes.

Each of the 350-450-square foot units is planned to include a kitchenette, full bathroom, and sitting/bedroom area with a small covered front porch and larger rear porch with views of the treed rear yard. The building in the future may become part of a bed-and-breakfast complex, including the developer's home on the lot to the rear and offering space for small events and receptions in the yard between.

The project is planned to include one or more electric car charging stations and to incorporate a rooftop solar energy system to offset the building's heat and power needs.



## PROJECT LOCATION/ ADDRESS

Vacant lot east of 113 Maple Court

## PROJECT SPONSOR

The project sponsor is Greene Property Management, LLC.

## PROPERTY OWNERSHIP

The property is owned by the project sponsor, Greene Property Management, LLC.

## CAPACITY

Greene Property Management, LLC is operated by Michael and Judith Greene. Michael is a local business owner who runs a local survey and engineering company, which provides him with the skill set to oversee a project of this type. Since the 1980s, Mr. Greene has been involved in the design, layout, and construction of numerous subdivisions and single-family home sites, many of them from start to finish. He also personally developed nine single-family home sites from land that he bought and subdivided. In the past five years, Greene Property Management has taken on five complete home renovations along with one ongoing restoration project on a 4,100-square foot home.

## PROJECT PARTNERS

In order to maximize the positive financial impact on the local economy, the developer intends to use local design professionals and contractors to construct the project.



## STRATEGIES

The project aligns with the following DRI goals and strategies:

- Rebuild and repurpose downtown Newark
- Promote economic development
- Improves tourism

The project also aligns with the recommendations from the FLREDC Strategic Plan and other existing local plans:

- Expanding the number of lodging opportunities within Wayne County
- Continue to support travel and tourism
- Reinforce the identity, sense of place, and character of the area through downtown redevelopment, adaptive reuse of existing buildings and infrastructure, and historic preservation.

## ANTICIPATED REVITALIZATION BENEFITS

The project will result in the following benefits:

### SHORT-TERM

- Creation of new hospitality space directly adjacent and walkable to the village center and its many amenities and attractions, perfect for tourists as well as visitors attending weddings, funerals, reunions, and other business events
- Development of hospitality units in a smaller, more intimate format to provide an alternative to staying in a large hotel
- Provision of one new handicapped-accessible lodging unit
- Retaining existing trees and landscape in the rear yard as much as possible

### MID-TERM

- Installation of solar panels on the south-facing roofs to help contribute in the move away from fossil fuels and in order to offset the building's electrical usage, including that of the car charger(s)

## LONG-TERM

- Development of a vacant lot close to the Village Center, which will increase the vibrancy of the area as well as increase the amount of property taxes received by the Village

## PUBLIC SUPPORT

Throughout the public engagement process, the community has been supportive of the project, as it aligns with the DRI goals of promoting tourism and repurposing underutilized properties.

## JOBS CREATED

The project will create two existing jobs, one for housekeeping and one for maintenance of the building and grounds.

## FEASIBILITY & COST JUSTIFICATION

The project meets the stated community goal of filling a void in lodging offerings and will specifically accommodate a niche for lodging needs for the subset of visitors who would prefer an alternative offering to the traditional hotel setting.

The cost summary for this project was developed by a contractor solicited by the developer, based on schematic drawings prepared by Foit-Albert Associates. Foit-Albert further assisted in the refinement of these costs and reviewed them for accuracy.

The developer has provided an operating pro-forma for the property showing positive cash-flow. Since the project financing does not involve a loan, the property is anticipated to show a profit with an average room occupancy rate of as low as 25%, which will allow it to weather the lull in demand during the winter months.

The developer owns the land with no mortgage or liens and has provided proof of property ownership.



## EXISTING CONDITIONS



Photo/credit: Foit-Albert Associates

## FUTURE CONDITIONS





## EXISTING CONDITIONS



## FUTURE CONDITIONS





## REGULATORY REQUIREMENTS

The owner has discussed the project with the Village building officials and the following steps are in-progress, or will be completed immediately upon award:

- SHPO review and approval
- Site plan review and approval
- Local building permits
- Potential zoning map amendment, pending Newark zoning update.

## TIMELINESS & READINESS

The project's overall timeline is 1 year from award (Winter 2022) to completion (Winter 2023)

- DRI Award Announcement: Winter 2022
- Design and construction documents: 2-3 months
- Review, approvals, and permits: 1-2 months
- Construction: 6-8 months
- Construction completion: Winter 2023

The owner is poised to commence final phases immediately upon award announcement.

## DECARBONIZATION STRATEGIES & BENEFITS

At less than 5,000 square feet, the project does not meet the threshold for required compliance with the NYStretch code. However, in alignment with decarbonization goals, the project proposes to incorporate a rooftop solar energy system. The project will also incorporate one or more electric car charging stations for public use in the parking lot.

## PROJECT BUDGET & FUNDING SOURCES

The owner has direct funds available to complete the project as the result of the recent sale of another property and has provided proof of funds availability. Costs reflect substantial in-kind design support from the owner's engineering firm.

Uses	Cost	Source
Building	\$200,000	DRI Funds
	\$300,000	Developer Funds
Parking/Sitework	\$35,000	Developer Funds
Soft Costs	\$10,000	Developer Funds
Alternative Energy	\$50,000	Developer Funds
<b>Total Uses</b>	<b>\$595,000</b>	

Source	Cost	Status of Funds
DRI Funding	\$200,000	Pending
Direct Developer Funds	\$395,000	Secured
<b>Total Sources</b>	<b>\$595,000</b>	

Total Funding Sources	Cost
Total DRI Funds Requested	\$200,000
Total Funds from Other Sources	\$395,000
<b>Total Project Cost</b>	<b>\$595,000</b>



## PROJECT 6: CREATE THE MAIN STREET BEER GARDEN

**DRI FUNDING REQUEST:** \$100,000

**TOTAL PROJECT COST:** \$214,301

### PROJECT DESCRIPTION

The State of New York has made the craft beer industry a focus of the Downtown Revitalization Initiative because businesses like this bring people to urban places. A new 1,470-square foot microbrewery is currently under construction utilizing two retail spaces within the pair of buildings located at 100 South Main Street, at the central intersection of the Village at Main & Union Streets.

The brewery, which will open in fall 2022 and was founded by an experienced Assistant Brewer at Young Lion Brewing in Canandaigua, will be the first in the Newark area.

This project proposes to construct a beer garden within an existing underutilized 15 foot wide by 60 foot long alleyway between the two retail buildings at 100 South Main. The beer garden will add street life and vibrancy to the core of the Village and, because the brewery will only serve beer and light refreshments, is expected to drive overflow business to other restaurants and businesses in the area such as the existing ice cream parlor located next door.



The beer garden will allow the brewery to expand its capacity during the warmer months and give patrons an option of settings in which to enjoy their beverages and time with friends while improving the streetscape. In addition, should a COVID-like situation occur, the additional outdoor space would make the brewery more appealing to customers and therefore make the business more sustainable. The beer garden is planned to feature a trellis roof, lighting, planters, and a variety of seating arrangements and is also in walking distance to the Erie Canal and proposed Canal Port project.

## PROJECT LOCATION/ ADDRESS

100 South Main Street

## PROJECT SPONSOR

Capstone Real Estate Development LLC is the project sponsor.

## PROPERTY OWNERSHIP

The property is owned by the project sponsor, Capstone Real Estate Development LLC.

## CAPACITY

Capstone Real Estate Development is a successful Rochester-based development company that has completed a variety of residential and commercial projects in Rochester and the Finger Lakes totaling more than \$100 million in construction value since 2012. Recent projects include the development of the new 153,000-square foot \$17 million headquarters for IEC Electronics on Silver Hill Road in Newark as well as the \$18 million first phase of the Factory 243 mixed-use development in Canadaigua, reusing the former Lisk Manufacturing facility for offices, retail, and apartments. In comparison to these large, complex projects, the construction of the new beer garden at 100 South Main Street is well within Capstone's development capacity.



## PROJECT PARTNERS

Construction will be by Capstone's contracting arm Capstone Construction Services, LLC. Project partners include the tenant microbrewery Runaway Blue Brewing; architect CJS Architects, PC; MEP engineers Picard Engineer, PC; and civil engineers Thornton Engineering, PC.

## STRATEGIES

The project aligns with the following DRI goals and strategies:

- Rebuild and repurpose downtown Newark
- The project is visually prominent and the proposed improvements will have a significant visual impact in the DRI target area
- Promote economic development
- Applicant has provided proof of other funding and the project is ready to go
- Creates a value to the Downtown

The project also aligns with the recommendations from the FLREDC Strategic Plan and other existing local plans:

- Support existing businesses and the retention of jobs
- Fill vacant storefronts
- Expand options for amenities, entertainment, restaurants, and retail

## ANTICIPATED REVITALIZATION BENEFITS

The project will result in the following benefits:

### SHORT-TERM

- Reactivation of two retail spaces within the 100 South Main Street building that have been vacant for more than 12 months
- Activation of a currently desolate, unused alleyway into a vibrant center of urban activity
- Significant improvement to the streetscape directly adjacent to the central intersection within the Village

### MID-TERM

- Expansion of a small, local business
- Support of 3-4 existing operational positions at the microbrewery
- Support 1-2 additional seasonal operational positions within the microbrewery at times when the beer garden is open

### LONG-TERM

- Increased capacity and serving of alcohol and light refreshments only will result in spillover revenues to surrounding restaurants and businesses by microbrewery visitors

## PUBLIC SUPPORT

Results from the public survey show substantial support for breweries; "brewery" was the second-most cited business that the public would like to see come to downtown Newark.

## JOBS CREATED

The beer garden will allow expansion of brewery operations while it is open in the warmer months, resulting in one to two additional seasonal positions.

## FEASIBILITY & COST JUSTIFICATION

The cost estimate for this project was developed by Capstone Development and reviewed for accuracy by Foit-Albert Associates. The cost estimate was discussed to ensure that its components fully meet the project goals and the estimate does take into account inflation due to the current uncertain economic climate.

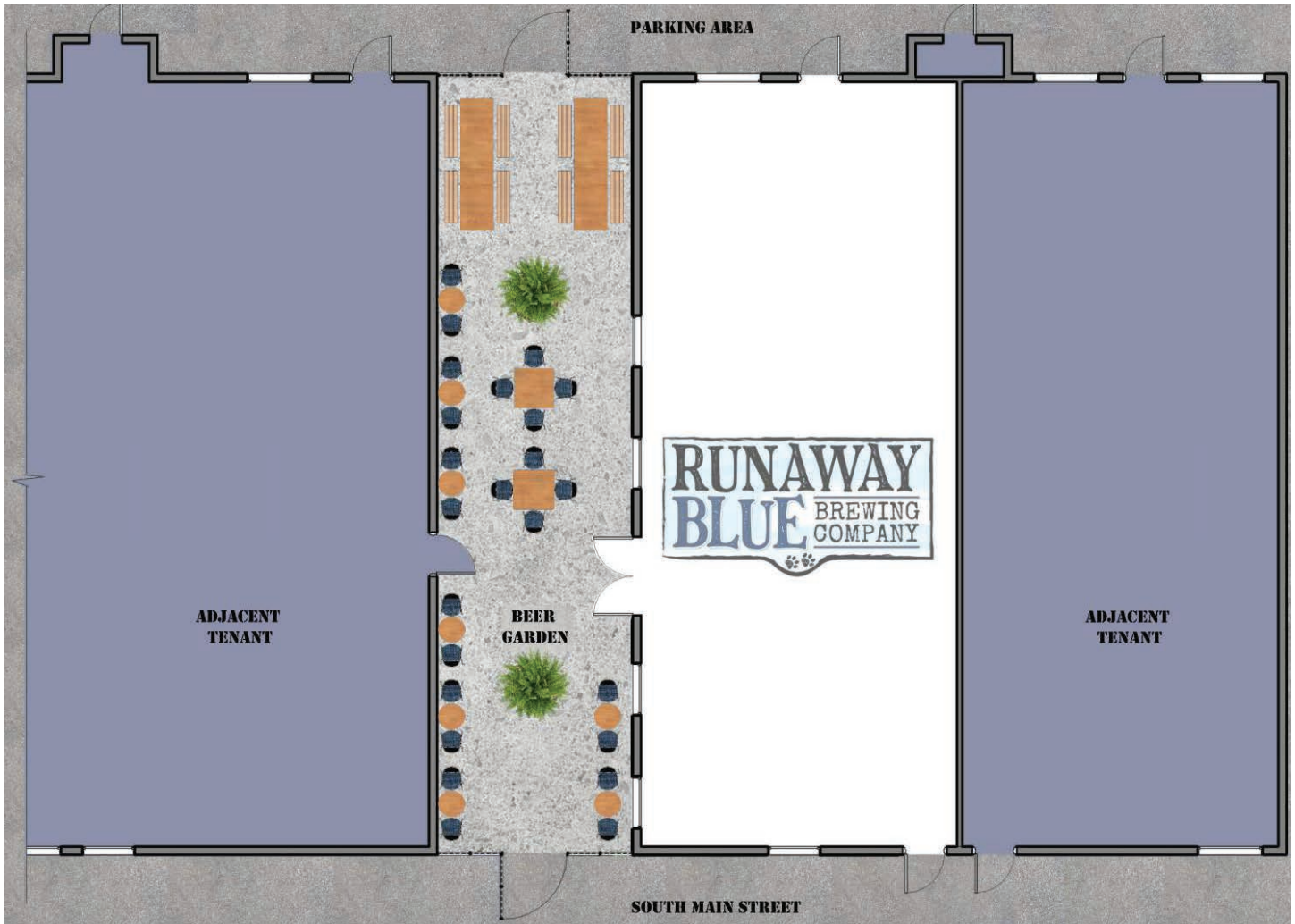
DRI funds will provide necessary support for this project, which will provide significant improvement to the streetscape at the core of the village center in Newark.

The developer has provided an operational pro-forma for the microbrewery showing positive cash-flow. Construction of the beer garden is anticipated to increase net income by more than 30% per year.

Capstone has provided proof of ownership of the 100 South Main property, as well as proof of funds availability to undertake the beer garden buildout work.



## CONCEPTUAL SITE PLAN



### REGULATORY REQUIREMENTS

The applicant has already received a building permit for the microbrewery itself and NYS Liquor Authority approvals are pending; the federal portion has been approved. The following steps for the beer garden project are in-progress, or will be completed immediately upon award:

- SHPO review and approval
- Site plan review and approval
- Local building permits for beer garden

### TIMELINESS & READINESS

The project's overall timeline is less than 1 year from award (Winter 2022) to completion (Summer/Early Fall 2023)

- DRI announcement: Winter 2022
- Design, approvals, and permits: 2-3 months
- Construction: 4-6 months
- Construction completion: Summer/Early Fall 2023

The owner is poised to commence work immediately upon award announcement.

DECARBONIZATION STRATEGIES & BENEFITS

At less than 5,000 square feet, the project does not meet the threshold for required compliance with the NYStretch code. However, due to its location at the heart of the Village, the microbrewery promotes walkability; lessened automobile usage is consistent with decarbonization goals.

**PROJECT BUDGET & FUNDING SOURCES**

DRI funding is pending upon inclusion on the Awarded DRI projects from the State of New York. The developer has the necessary equity to fund the remainder of the project costs.

Uses	Cost	Source
Construction	\$100,000	DRI Award
	\$90,951	Developer Funds
Soft Costs	\$23,350	Developer Funds
Total Uses	\$214,301	

Source	Cost	Status of Funds
DRI Funding	\$100,000	Pending
Direct Developer Funds	\$114,301	Secured
Total Sources	\$214,301	

Total Funding Sources	Cost
Total DRI Funds Requested	\$100,000
Total Funds from Other Sources	\$114,301
Total Project Cost	\$214,301



## EXISTING CONDITIONS



## FUTURE CONDITIONS







## PROJECT 7: RESUSCITATE THE NEWARK HOSPITAL

**DRI FUNDING REQUEST:** \$795,000

**TOTAL PROJECT COST:** \$2,644,000

### PROJECT DESCRIPTION

This project encompasses the restoration and renovation of the historic 3-story former Newark Hospital building. It will convert roughly 9,000 square feet of long-vacant space into eight apartment units, with a mixture of market rate and affordable options, increasing the diversity of downtown housing options and adding 12-18 long-term residents in the core of the downtown.

At the rear, a historically insensitive addition will be removed to restore what remains of the former George D. York residence before it was subsumed by its current form. Extensive asbestos abatement will need to occur to make the building safe to inhabit, which has been identified and estimated for. Found during a preliminary inspection of the building, necessary improvements include Windows and floor restoration, substantial structural improvements, creation of a tenant lawn space at the rear, new lighting and signage at the front facade, re-stabilization, and new interior and exterior finishes consistent with Secretary of the Interior standards for historic preservation.



The former hospital lobby will once again open its doors to residents of Newark, this time providing apartment units with large windows, in-suite laundry, 10 parking spaces, outdoor lawn space, and a layout celebrating the historic eccentricities of its former use.

A mixture of unit sizes was selected to position the building for stable, long-term tenants and aging seniors looking for a more accessible unit near a walkable urban experience combined with a cozy village neighborhood feel. These 12-18 new residents are then catalytic in promoting additional spending and activity within the businesses, events, and public spaces throughout downtown Newark, as well as increasing the downtown tax base.

The Resuscitate the Newark Hospital project has synergies with some of the other proposed projects within the boundary area. With eight additional apartment units being added to the downtown area, the modest additional foot traffic will support projects like the beer garden and any programming or events for the revitalized canal port. Within walking distance of the Health and Wellness Center, the port also serves as a pathway to the center, supporting car-free transit decisions among residents and bolstering health outcomes.

## PROJECT LOCATION/ ADDRESS

112 West Miller Street

## PROJECT SPONSOR

The project sponsor is Capstone Real Estate Development LLC

## PROPERTY OWNERSHIP

The project sponsor has a signed purchase agreement with the current owner, Christopher P. Avery, dated June 1, 2022. The purchase agreement is contingent on DRI award.

## CAPACITY

Capstone has redeveloped the former Sarah Coventry site at 100 Technology Parkway in Newark, recently constructed the new headquarters for IEC Electronics at 328 Silver Hill Road in Newark, and completed Phase One of the Factory243 development in Canandaigua.

The applicant has experience pursuing individual historic nominations and will do so to obtain Historic Tax Credits. Their most recent experience was with 795 Monroe LLC, which was part of the old Shantz Button Factory in Rochester. This project was completed seven years ago and recently sold earlier this year.



## PROJECT PARTNERS

The applicant has been working with Capstone Real Estate Development LLC, who will develop and manage the construction of the project.

SHPO will be contacted as part of the process to get the building individually listed in the national register of historic buildings and then request historic tax credits for the project.

## STRATEGIES

The project aligns with the following DRI goals and strategies:

- Renovate and redevelop buildings
- Repurpose underutilized properties
- Recapture residents with new income-integrated housing opportunities
- Supports the cultural, historic, and culinary identity of the region

The project also aligns with the recommendations from the FLREDC Strategic Plan and other existing local plans:

- Promote new housing development in appropriate areas while preserving the historic character of the community
- Encourage the construction of a mix of types and sizes of housing and affordability to meet the needs of a diverse population
- Address vacant/blighted properties

## ANTICIPATED REVITALIZATION BENEFITS

The project will result in the following benefits:

### SHORT-TERM

- An initial investment of over \$2.6 million into the Village core for building renovation
- Historic restoration of a prominent structure at the gateway to downtown
- Provision for 4 accessible ground-floor apartments
- Creates 8 new apartments within 2 blocks of the Erie Canal

### MID-TERM

- Conversion of a long-vacant and blighting property to a vibrant apartment building that contributes to the vitality of downtown

### LONG-TERM

- Locally available housing can reduce vehicle miles traveled (VMT) via new resident commuting.

## PUBLIC SUPPORT

Public support for additional residential units is high based on public survey during the initial DRI intake sessions with benefits of an increased tax base, adding more downtown residents, and being one of only two long-term residential projects proposed.

## JOBS CREATED

The proposed work will create one (1) part time permanent position when ongoing maintenance, snow shoveling, administration, and marketing are considered.

## FEASIBILITY & COST JUSTIFICATION

The cost estimate for this project was built upon a bid received earlier in 2022, and updated by in.site: architecture to reflect a more accurate understanding of the apartment layouts optimized for Historic Rehabilitation Tax Credits to be pursued by the applicant. This update was also predicated by an in-depth site analysis, documentation of existing conditions, and basic code evaluation/income analysis to study the feasibility of a conversion to multi-family residential. See supplemental basic proforma, showing rent projections.

By combining the DRI and Historic Rehabilitation Tax Credits effectively, the project will ensure a high standard of design is met.



## REGULATORY REQUIREMENTS

The applicant is knowledgeable of the local regulatory requirements in Newark and has been laying the ground for the following steps to be completed immediately upon award:

- Individual listing on the National Register of Historic Places (NRHP)
- SHPO review and approval
- SEQR approval
- Site plan review and approval
- Potential zoning variance to allow apartment use in the B-2 District, pending Village zoning updates
- County 239M review and approval
- Local building permits

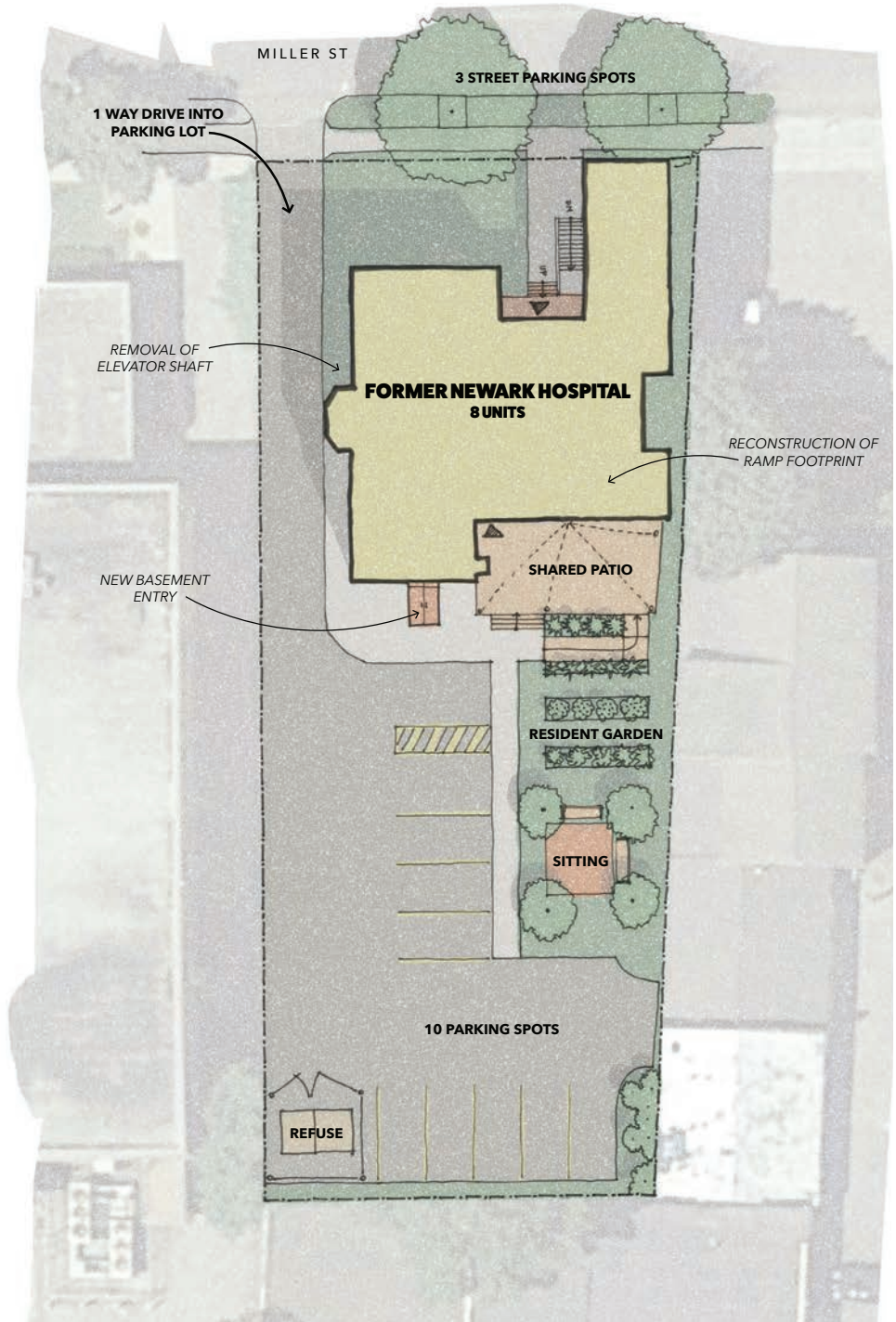
## TIMELINESS & READINESS

The project's overall timeline is 3 years from award (Winter 2022) to completion (Winter 2025)

- DRI announcement: Winter 2022
- Individual building nomination on NRHP: 9-12 months
- Design and Construction drawings, HTC: 3-6 months
- Review, approvals, and permitting: 2-3 months
- Demolition and Abatement: 2 months
- Construction: 12 months
- Construction completion: Winter 2025

The project applicant is poised to purchase the building, with an offer contingent on DRI award to the current owner. The owner has updated existing conditions drawings of the property, schematic level floor and site plans indicating his preferred layouts, and rental income projections for the proposed units.

## CONCEPTUAL SITE PLAN



## DECARBONIZATION STRATEGIES & BENEFITS

Due to the total square footage of the project being 8,200 square feet, well under 10,000-square foot cutoff, the project will not be required to fulfill decarbonization requirements with its proposed adaptive reuse. Decarbonization strategies may also negatively impact historic preservation goals for this property – which are a requirement for funding. However energy efficiency strategies will be implemented in the design development phase of the project.

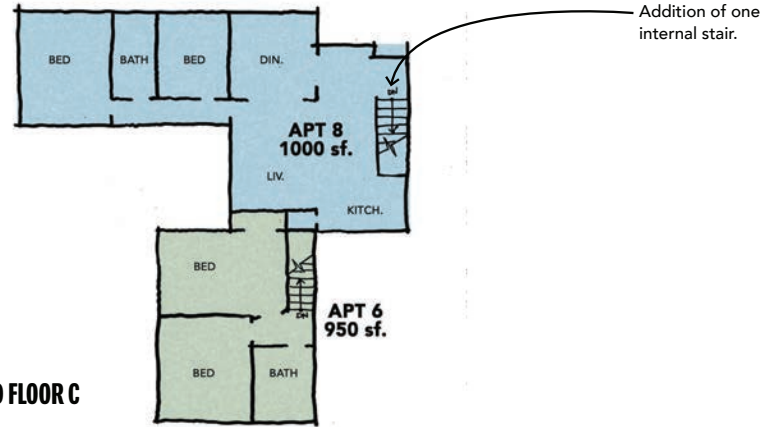
## AFFORDABILITY

The Former Newark Hospital apartment conversion will provide a unit mix of market rate and affordable options based on the Area Median Income (AMI) for Newark. The proposed strategy includes four ground-level, accessible, affordable units that will be prime relocating opportunities for aging seniors in the area.

## PROPOSED FLOOR PLANS

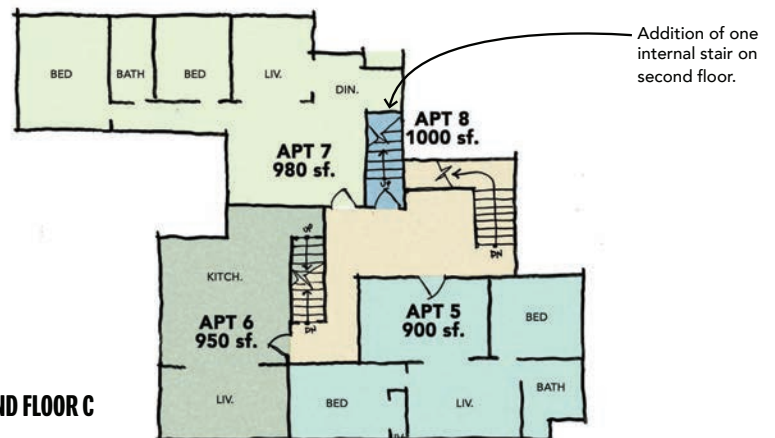
### PROPOSED THIRD FLOOR C

SCALE: 1/16"=1'-0"



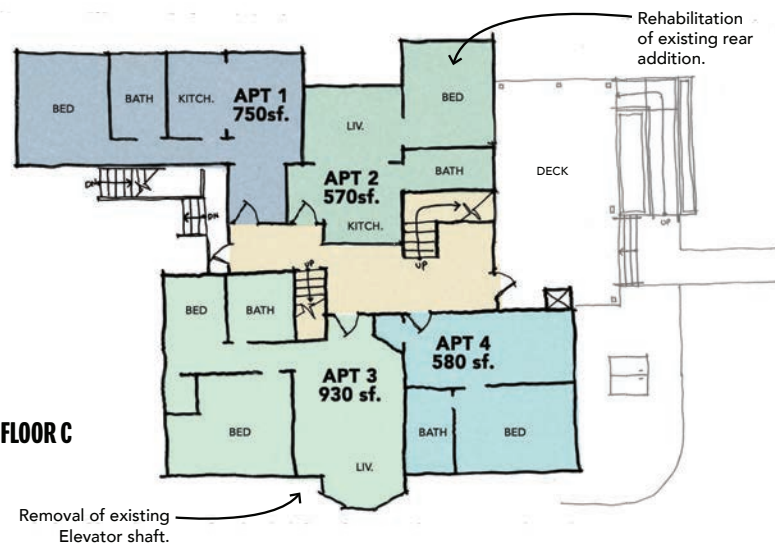
### PROPOSED SECOND FLOOR C

SCALE: 1/16"=1'-0"



### PROPOSED FIRST FLOOR C

SCALE: 1/16"=1'-0"





## PROJECT BUDGET & FUNDING SOURCES

DRI funding is pending upon inclusion on the Awarded DRI projects from the State of New York. The applicant is currently in process of getting support from the bank. Pending DRI award, the applicant will begin the process individually listing the Former Newark Hospital on the National Register to secure access to historic preservation tax credits.

Uses	Cost	Source
Construction	\$715,000	DRI award
	\$719,143	NYS Tax Credits
	\$649,857	Mortgage
	\$166,000	Capital
Design Costs	\$225,000	Capital
Environmental Costs (inc. abatement & selective demolition)	\$80,000	DRI Award
Interest, Taxes, Fees	\$89,000	Capital
<b>Total Uses</b>	<b>\$2,644,000</b>	

Source	Cost	Status of Funds
DRI Funding	\$795,000	Pending
Mortgage	\$649,857	Pending DRI Award - Applicant has been in contact with the bank regarding the project, and the bank is willing to consider financing favorably
NYS Portion of Rehab tax credit	\$719,143	Pending DRI Award - Applicant will be working with SHPO to begin the process of individually listing the building in the national register of historic buildings. The applicant is knowledgeable of the process to do so.
Capital	\$480,000	Secured
<b>Total Sources</b>	<b>\$2,644,000</b>	

Total DRI Funding Sources	Cost
Total DRI Funds Requested	\$795,000
Total Funds from other Sources	\$1,849,000
Total Project Cost	\$2,644,000



## EXISTING CONDITIONS



Photo credit: in.site:architecture

## FUTURE CONDITIONS





## EXISTING CONDITIONS



Photo credit: in.site:architecture

## FUTURE CONDITIONS





# SUPPORTED PROJECTS NOT RECOMMENDED FOR DRI FUNDING

Throughout the DRI process, the Village of Newark LPC considered a number of proposed projects for inclusion in the Strategic Investment Plan. While several proposed projects are not recommended for DRI funding, they are recognized by the LPC and public as being important to Newark's downtown revitalization. A description of these projects is provided in this section.



## CONSTRUCT THE NEWARK MUNICIPAL BUILDING

- **Project Sponsor:** Village of Newark
- **Total Project Cost:** \$6,807,622

The Village of Newark is proposing to construct a 17,917 square foot, two-story municipal building on the site of the vacant IEC Electronics parking lot north of the Erie Canal. The building would replace the outdated building the Village and Newark Central School District offices operate out of currently at 100 East Miller Street.

A new building would provide professional offices, meeting rooms, and common areas for Village administration, code enforcement, economic development, and court facilities. The Newark Central School District offices would also lease space from the Village for school district administration. The municipal center will be located near the proposed Hotel Newark and Conference Center as well as the Health and Wellness Center, providing significant synergies for the north side of the canal.

In addition to providing up to date municipal facilities, the project will also offer a more accessible building for the community. The building will also be designed to replicate some of the features of the former Village Hall that was demolished during urban renewal.





## DEVELOP 4 SEASONS PALACE SENIOR HOUSING

- **Project Sponsor:** CL Ministries Inc.
- **Total Project Cost:** \$2,437,700

This project involves the adaptive re-use of the former St. Elizabeth's Hospital into 8 accessible senior housing units. The applicant currently has a written agreement for purchase with the current property owner. This site is currently vacant in a central location downtown. The renovation of this building would provide a significant improvement in the attractiveness of this area and create much needed senior housing.

The proposed senior housing units would be a mix of studio apartments and one-bedroom apartments that would each accommodate one to two senior residents. The units would range from 732 square feet to 853 square feet. Building staff, including security and maintenance, would be located on-site, with an office located on the building's ground floor.



## REPURPOSE THE CANAL BRIDGE

- **Project Sponsor:** Village of Newark
- **Total Project Cost:** \$4,469,000

The Village of Newark envisions repurposing an abandoned, historic canal bridge near the eastern boundary of the DRI area into a pedestrian and bike bridge. The bridge would not only provide convenient and safe access across the canal for pedestrians and bicycles, but it would also be part of a larger active transportation loop between the north and south canal neighborhoods.

The current bridge structure would be painted and restored, including any necessary structural repairs. A new bridge deck would be constructed on top of the existing floor beams. Pedestrian safety railings and lighting would be installed across the bridge. The concrete bridge abutments would be repaired to provide a structurally sound substructure. On the north side of the bridge, an ADA ramp will be installed to access the 20-foot height of the bridge near Van Buren Street. With the proximity of the bridge to the road, a retaining wall system would be used to assist with the vertical rise. The south side would utilize the existing slopes to provide access to East Union Street.

# VILLAGE OF NEWARK DOWNTOWN REVITALIZATION INITIATIVE STRATEGIC INVESTMENT PLAN



Finger Lakes  
Regional Economic  
Development Council



Downtown  
Revitalization  
Initiative