



# CANTON

## PUBLIC OPEN HOUSE # 2 SUMMARY

<b>Purpose:</b>	Public Open House #2
<b>Date and Time:</b>	September 26, 2024, 5:30 PM – 7:30 PM
<b>Location:</b>	Canton Justice Court Room, 60 Main Street, Canton, NY 13617

### Station #1. Project Overview

#### Discussion

This public open house-style session included interactive activity stations which provided an overview of the NY Forward Process, Area Boundary, Goals, Vision, Strategies, LPC Evaluation, and an overview of the proposed projects. A New York State Department of State (DOS) representative and MJ Engineering and Land Surveying team members were available to answer questions and discuss ideas with the public. There were 25 attendees at the Public Open House.

Attendees were provided with a participant guide for the following activity stations.

- **Station #1 - Project Overview:** The what, why, who and how of NY Forward
- **Station #2 – Downtown Profile:** Review the goals and strategies that support downtown Canton
- **Station #3 – LPC Evaluation:** What makes a project viable?
- **Station #4 – Project Gallery:** Place stickers on projects you think would be most transformative to downtown Canton!
- **Station #5 – Kids Table:** This is a place for kids to be creative and share their ideas.
- **Station #6 – Other Thoughts and Ideas:** Have more to share? Write it down at this station!

## Station #2. Downtown Vision & Strategies

### Discussion

This station provided an overview of the downtown Vision, Goals, Strategies, and NY Forward Boundary.

#### **Downtown Canton Vision**

“Nestled along the Grasse River, Canton’s historic downtown is the crossroads connecting the St. Lawrence River Valley. As the heart of Canton, downtown is an accessible, year-round economic hub and regional destination centered around its walkable streets, diverse housing options, art and cultural attractions, variety of local businesses, recreational offerings and community events. Abundant educational opportunities and an active entrepreneurial spirit supports downtown Canton as a thriving, welcoming environment for all to live, learn, work and play.”

#### **Goal 1: Economic Vitality**

Foster and preserve a strong, year-round economic environment with an interconnected, walkable downtown offering a mix of uses and amenities.

1. Foster a supportive business environment through inclusive and cooperative event and development planning.
2. Attract a variety of retail offerings (e.g., shopping and dining) along Main Street to create a strong, year-round market.
3. Encourage diverse business offerings in the downtown to welcome development beyond traditional retail.
4. Enhance the aesthetics of downtown by supporting improvements to existing buildings.
5. Establish consistent branding and a marketing approach reflective of the Village’s culture and history.

#### **Goal 2: Social Inclusion & Connections**

Enhance social inclusion and community connections through improves accessibility, expanded community collaboration, and varied housing options throughout downtown Canton.

1. Diversify the housing stock to attract and accommodate all abilities and a range of incomes through the activation of mixed-use buildings.
2. Improve connections to and within downtown by enhancing the pedestrian environment through the prioritization of streetscape, traffic control, parking, lighting, ADA accessibility enhancements, signage and wayfinding.
3. Enhance collaboration and coordination among educational institutions, businesses, community-based organizations and other community stakeholders.

#### **Goal 3: Recreation & Entertainment**

Enhance community coordination and visibility for downtown events to create locally and regionally attractive entertainment and recreational opportunities.

1. Facilitate regular, year-round recreational and entertainment offerings to attract a wide range of audiences.
2. Design new or enhanced existing recreational and entertainment spaces to include various amenities, green spaces, functional areas (i.e., café seating or activity platforms) that are accessible to people of all abilities.
3. Utilize inviting streetscaping or design elements to connect recreational opportunities within downtown Canton.

## Station #2. Downtown Vision & Strategies

### Discussion

#### Goal 4: History & Culture

Celebrate and expand Canton's historic and cultural presence.

1. Develop and promote year-round arts and cultural events to increase local and regional tourism.
2. Encourage businesses to sponsor and participate in events to create a vibrant atmosphere.
3. Improve key gateways into downtown Canton to create a welcoming environment reflective of local history and culture.
4. Celebrate local history, natural beauty, and cultural heritage to establish a consistent aesthetic and identity for downtown.

## Station #3. LPC Evaluation

### Discussion

This station provided an overview on how the projects were evaluated by the LPC and the project proposals that were submitted through the Open Call for Projects.

All potential projects must complete a NYF project submission through the Open Call, even if submitted in the NYF application.

The LPC will evaluate all projects based on the NYF Program criteria and community goals.

Not all solicited projects will be selected.

#### Project Match Requirements & Decarbonization

- New construction, building additions over 500 SF and some substantial renovation over 5,000 SF will be required to meet decarbonization standards
- 25% minimum project match for private projects (per NY Forward Program)
  - Proposed projects with a greater sponsor match may be more competitive during the project evaluation process
- No match requirement for public or non-profit projects
- Total project cost must be a minimum of \$75,000 (except small project fund)
- LPC can set higher match requirements at their own discretion

#### How are projects evaluated?

The LPC will evaluate all projects based on the NYS NYF Program criteria and goals and local Canton goals:

- Eligible Project: Projects must be one of the eligible project types
- Alignment with Local and State Goals: Projects must advance the goals established by the LPC and the State for the NYF Community
- Catalytic Effect: Projects must have a significant positive impact on downtown revitalization
- Project Readiness: Projects should be well-developed and ready to proceed as soon as possible upon the award of funding
- Cost Effectiveness: Projects must represent an effective and efficient use of public resources.

## Station #3. LPC Evaluation

### Discussion

- Co-Benefits: Projects must result in benefits to the community, beyond just the project developer, such as additional economic activity and improved quality of life.
- Community Criteria: The LPC may set additional criteria for their review (LPC 2 discussion)

#### What Makes an Idea into a Viable Project?

- Eligible project activities
- A project sponsor that has the legal authority and capacity to implement the project
- Clear project scope and plans and a detailed budget
- Sufficient financing
- Site control or demonstrated ability to acquire the property or receive permission to implement the project
- Readiness and capacity to implement the project within two years of NYF funding

#### Proposals

- 15 Proposed Projects Received
- \$41.3 Million in Total Projects
- \$14.2 Million in Requested Funds
- \$6 - \$8 Million Target Funding Request

#### Funding

- The LPC will recommend a slate of projects, between \$6 - \$8 Million, to New York State for NY Forward funding consideration.
- New York State will then select which projects are awarded NY Forward funding.

#### Project Proposals Submitted

Thank you to all project applicants! Project ID number is used for project tracking purposes only.

- A01 – Upgrade Riverside Drive Streetscape and Gouverneur Street gateway Signage
- A02 – Enhance Park Amenities in the Village Green
- A03 – Enhancements to Willow Island Park
- B01 – Renovate 11 and 11 ½ Riverside Drive into a Commercial Fitness Center and Two Dance Studios
- B02 – Renovate 95 Main Street to Become Accessible, Historic, and Energy Efficient
- B03 – Redevelopment of the Former Midtown Plaza
- B04 – Nature’s Storehouse Expansion
- B05 – Renovate 51 Main Street to Make More Desirable for Customers and Provide Housing
- B06 – Upgrade the Frozen Spoon
- B07 – The Tick Tock Revival
- B08 – Renovations & Upgrades to the TAUNY Center
- B09 – Mix-Use Redevelopment of 15 Gouverneur Street
- B10 – Third Floor Renovation of 75 Mian Street into 3 Apartments
- C01 – Establish a Small Project Fund
- D01 – Canton Branding and Marketing Initiative

## Station #4. Project Gallery

### Discussion

This station provided an overview of the projects continuing forward in the evaluation process. This station included a proposed project map and asked participants to answer the question “How transformative do you think this project could be for Downtown?” by placing a sticker in the low, medium, or high category.

#### **A01 – Upgrade Riverside Drive Streetscape and Gouverneur Street gateway Signage**

This project proposes to implement public streetscaping elements along the portion of Riverside Drive within the NY Forward boundary, pedestrian safety improvements to the Riverside, State and Chapel Street intersection, as well as gateway signage for Gouverneur Street. The goal of this project is to improve the pedestrian and vehicular experience and promote safe connections to downtown Canton by applying complete street principles.

- Total Project Cost: \$1,664,000
- Total NYF Request: \$1,664,000

How transformative do you think this project could be for Downtown?

- Low: 0
- Medium: 6
- High: 16

#### **A02 – Enhance Park Amenities in the Village Green**

This project aims to renovate existing and incorporate new amenities to support existing and future programs within the Village Green. Spaces within the Green will have diverse types and scales to expand potential users and extend uses through the day and seasons. This project will also augment existing tree and lawn planting with a diverse perennial and low shrub palette that will support pollinators and create a soft edge at the street while preserving its existing historic character.

- Total Project Cost: \$1,388,000
- Total NYF Request: \$1,388,000

How transformative do you think this project could be for Downtown?

- Low: 13
- Medium: 4
- High: 2

## Station #4. Project Gallery

### Discussion

#### **B01 – Renovate 11 and 11 ½ Riverside Drive into a Commercial Fitness Center and Two Dance Studios**

This project proposes to renovate an existing building into a commercial fitness center and add a second-story that will house two leased dance studios

- Total Project Cost: \$1,089,000
- Total NYF Request: \$807,000

How transformative do you think this project could be for Downtown?

- Low: 3
- Medium: 8
- High: 15

#### **B03 – Redevelopment of the Former Midtown Plaza**

The proposed use and vision for the former Midtown Plaza is a 3-story mixed-use development to include 56 residential units, a 10,350 sf SUNY Canton Entrepreneurship Center, 2,500 sf of commercial space, and a community garden and dog park, with about 105 parking spaces for tenants, customers and the community at large.

- Total Project Cost: \$27,673,000
- Total NYF Request: \$2,000,000

How transformative do you think this project could be for Downtown?

- Low: 1
- Medium: 0
- High: 19

#### **B04 – Nature’s Storehouse Expansion**

The Nature's Storehouse Expansion project will unify the properties at 19 and 21 Main Street. The expanded space will feature an enhanced deli, coffee bar, and a diverse range of health supplements and natural remedies. The expansion will also include a dedicated space for customers to sit and enjoy meals. This project also plans to renovate the upstairs apartments, creating two additional modern, comfortable, residential units.

- Total Project Cost: \$662,000
- Total NYF Request: \$497,000

How transformative do you think this project could be for Downtown?

- Low: 0
- Medium: 5
- High: 19

## Station #4. Project Gallery

### Discussion

#### **B07 – The Tick Tock Revival**

The project aims to restore and modernize the Tick Tock restaurant/bar, as well as develop four professional apartments, transforming it into a vibrant, multi-generational dining, entertainment, and living space.

- Total Project Cost: \$1,510,000
- Total NYF Request: \$975,000

How transformative do you think this project could be for Downtown?

- Low: 1
- Medium: 6
- High: 25

#### **B08 – Renovations & Upgrades to the TAUNY Center**

This project aims to implement renovations including window replacements, door upgrades, façade repairs, and interior enhancements to improve accessibility and functionality. This project builds on previous upgrades, ensuring the TAUNY Center better serves the public with enhanced arts and cultural programming.

- Total Project Cost: \$189,000
- Total NYF Request: \$100,000

How transformative do you think this project could be for Downtown?

- Low: 5
- Medium: 0
- High: 13

#### **C01 – Establish a Small Project Fund**

This project will establish a locally managed matching fund to undertake a range of smaller downtown projects including façade enhancements, building renovation to commercial or mixed-use spaces, business assistance, and public art. Applicants to this small projects fund will be required to provide a minimum of 25% of the overall project cost as a matching contribution, leveraging private funds to achieve an even greater transformative impact in downtown Canton.

- Total Project Cost: \$390,000
- Total NYF Request: \$300,000

How transformative do you think this project could be for Downtown?

- Low: 1
- Medium: 5
- High: 17

## Station #4. Project Gallery

### Discussion

#### **D01 – Canton Branding and Marketing Initiative**

The marketing and branding initiative for the Village of Canton is a comprehensive strategy designed to enhance the visibility and appeal of the Village as both a prime tourist destination and an attractive place to live. This project will be executed in three phases to develop a cohesive brand that celebrates and promotes Canton's distinct identity.

- Total Project Cost: \$250,000
- Total NYF Request: \$250,000

How transformative do you think this project could be for Downtown?

- Low: 6
- Medium: 4
- High: 11

## Station #5. Kids Table

### Discussion

This was a place for kids to be creative and share their ideas.

## Station #6. Other Thoughts and Ideas

### Discussion

This station included an opportunity for any additional thoughts and ideas about the proposed projects. The thoughts shared are listed below:

- Pick only 1 municipal project
- EV car chargers behind 19-21 Main Street
- Consider getting closer to the \$6 million # as a way to prioritizing projects rather than having the state do it
- Would love to see plans for outdoor dining/seating for the Nature's, TAUNY, Tick Tock projects... The two tables outside Nature's don't cut it
- Marketing & Branding? Who would implement this? New staff for village?
- I am really disappointed to not see the Gouverneur St./Triple A project displayed here. This project, while rehabbing a long neglected site would also provide townhouse units (attractive to Canton's older residents & currently non-existent in Canton) This project also would bring jobs to Canton. Please reconsider!
- B09-Mixed use redevelopment of 15 Gouverneur street-> this project deserves consideration. It will provide jobs & housing.
- It is unfortunate that all the proposals are not represented.



## Station #6. Other Thoughts and Ideas

### Discussion

- Grants for private projects not municipal or non for profit projects.
- Why are some applicants requesting full funding? Seems a bit inequitable
- Riverside Drive could be so much more attractive! Great idea.
- Midtown Plaza-Absolutely Essential in any plan -TOP PROJECT!!-
- Small project fund-based on the # of projects proposed this summer. This will allow for cover cost creatively!!
- The TAUNY building as is a nice large facility. I see no need to invest further.
- Dance and/or gymnastics studios sound great. A preschool activity center would be great also
- Don't propose a lot of funding for the village park-already nice and multi-functional
- Glad to see a mix of smaller and larger projects! And that rehabs/upgrades are in the mix.
- Remember to consider public transit stops & access for the village green & riverside drive projects.
- BIKE LANES. Pear Tree-GLOW ALLEY Development Pavers & Seating less to food vendor
- Why is the village park a municipal project when the park is privately owned?

This meeting summary conveys our understanding of the items discussed and agreements reached at this meeting. Please forward any additions, corrections and/or questions to my attention.

Submitted by:

Grace Sherburne, MJ Engineering and Land Surveying, P.C.

cc: Consultant Team, State Team, Local Planning Committee