

## LOCAL PLANNING COMMITTEE MEETING 02

School District Office Boardroom

June 27, 2023

The presentation slides can be downloaded at: [www.MedinaNYForward.com/committee](http://www.MedinaNYForward.com/committee).

### Attendees

#### LPC:

- Mayor Mike Sidari, Village of Medina, *LPC Co-chair*
- Steve Mowers, Finger Lakes REDC, Claims Recovery Financial Services, *LPC Co-chair*
- Lauren Backlas, Community Member
- Gabrielle Barone, Orleans County Economic Development Agency
- Kathleen Blackburn, Medina Planning Board
- Gloria Brent, Orleans Community Health Foundation, MDS Consultants
- Christopher Busch, Orleans Renaissance Group
- Jesse Cudzilo, Orleans County YMCA
- Timothy Elliott, Brushstrokes Studios, Into the Enigma
- David Flynn, Community Member
- Rollin Hellner, Hellner Development Company
- Andrew Meier, Hart House Hotel
- Patrick Weissend, Tompkins Community Bank
- Mark Zambito, Orleans County Chamber of Commerce, Zambito Realtors

#### Project Team:

- Samantha Aldrich, DOS Project Manager
- Greg Parker, ESD
- Kimberly Baptiste, Bergmann Project Manager
- Jeanette Petti, Bergmann

### Welcome and Preamble

Kimberly Baptiste, project manager with Bergmann, welcomed Local Planning Committee (LPC) members to the meeting. Steve Mowers (LPC Co-chair) opened the meeting with the standard Preamble. No conflict of interests were noted.

## Project Updates

Kimberly updated the LPC on the status of the planning process. Several elements are in progress, including the development of the Downtown Profile and meetings with project sponsors. Key findings from the Downtown Profile will be presented at today's meeting and a complete draft will be provided to the LPC at the end of July. Since the last LPC meeting, the Community Engagement Strategy has been completed and will serve as a guide for outreach throughout the remainder of the planning process.

The Open Call for Projects is open until **Monday, July 10<sup>th</sup>**. No submissions were received at the time of the meeting but the Project Team has been actively responding to questions from community members. All project applications will be reviewed with the LPC at the next meeting on July 25<sup>th</sup>.

## Visioning Session Recap

Kimberly summarized the results from the visioning session the LPC participated in at Meeting #1. She explained that community members will participate in the same visioning session at Public Workshop #1. Common themes from these visioning sessions will be used to refine Medina's vision for its NYF program and to develop a set of specific goals and strategies to support this vision. A draft vision statement and preliminary goals and strategies will be presented to the LPC for review at the next meeting on July 25<sup>th</sup>.

## Key Findings: Downtown Profile

Jeanette Petti, planner with Bergmann, presented several preliminary findings from the Project Team's on-going development of the Downtown Profile. These key findings include:

- **Medina has a strong foundation to grow from.** Main Street defines downtown Medina. Historic architecture, a continuous street-wall, and unique placemaking features make downtown Medina instantly recognizable and give it a strong sense of place.
- **Medina is a destination on the Erie Canal.** Medina's Erie Canal frontage is a major asset. Medina should continue leveraging and enhancing its waterfront for recreation and tourism.
- **Investment is likely necessary to stimulate new population and job growth in Medina.** Population growth in Medina is stagnant; Medina lost 0.1% population per year from 2020 to 2023. Between 2010 and 2020, 161 jobs were also lost in the Village. Current trends are projected to continue, with Medina expected to lose 0.2% population per year from 2023 through 2028.
- **There are relatively low incomes and low discretionary spending levels in Medina.** Poverty is relatively high, and many people can't afford their housing costs. Because of this, current household spending potential is low as households have less income available to spend on goods and services at downtown businesses.

- **The existing housing stock is not meeting demands.** Units are old, vacancy rates are high, and many people who work downtown do not live in the Village. This suggests that people cannot find attractive housing that meets their needs.

## Next Steps

The next steps in the planning process are as follows:

- **June 27<sup>th</sup> at 7 PM:** Public Workshop #1
- **July 10<sup>th</sup>:** Open Call Applications DUE
- **July 25<sup>th</sup> at 6 PM:** LPC Meeting #3
- **Public Workshop #2:** TBD – stay tuned for updates on the website!

## LPC Questions and Comments

- Is July 10<sup>th</sup> a hard deadline for project application submissions?
  - *Answer:* There is a little flexibility. The LPC may choose to still consider applications submitted after the deadline.
- Housing seems to be an issue identified in the preliminary findings from the Downtown Profile. Can we create a fund for housing projects?
  - *Answer:* NYF funding can be used for residential projects in upper floors of mixed-use buildings or for larger residential complexes. It cannot be used for single-family properties or duplexes.
- When will the LPC discuss potential expansion of the NYF boundary?
  - *Answer:* This discussion will take place at the next LPC meeting on July 25<sup>th</sup>.
- Some of the statistics presented today seem dismal. Is there a market analysis being performed as part of this process?
  - *Answer:* Yes, a complete market analysis is being performed by an economic consultant. This analysis will be more expansive than the key findings presented today and will include information about industry sectors and key targets for residential, commercial, and tourism-related development.

## Public Comments

LPC meetings are open to the public. Time is reserved at the end of each meeting for a public comment period. All comments are recorded. The Project Team and the LPC do not respond directly to comments unless clarification is needed. *No public comments were received at this meeting.*