

TOWN OF MACEDON

HISTORIC HAMLET BUSINESS DISTRICT

Round 7 DRI & NY Forward Round 2 Application

**Finger Lakes Regional Economic
Development Council**

Empire State Trail pedestrian bridge
overlooking the Erie Canal

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**TOWN OF MACEDON
WAYNE COUNTY**

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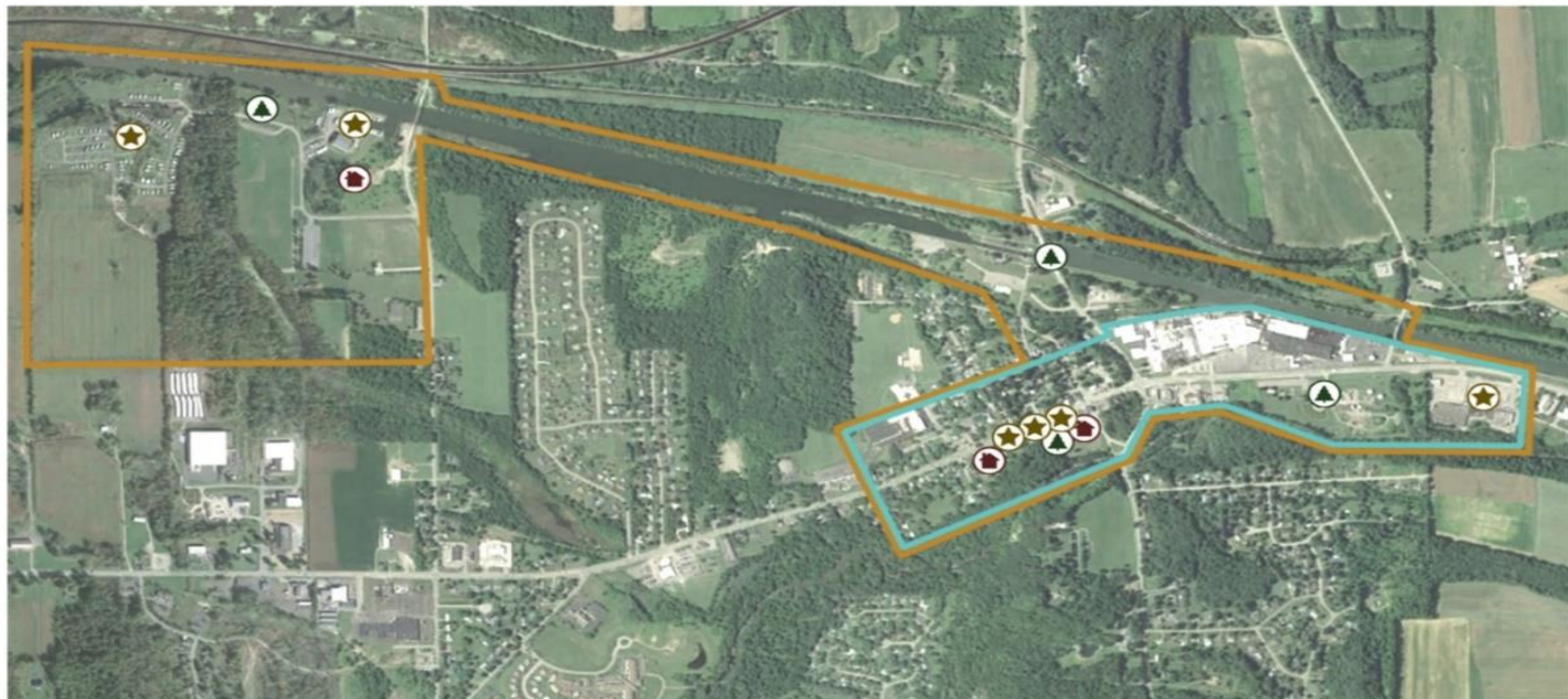
Administrative Capacity20

GEOGRAPHIC AREA AND JUSTIFICATION

DESCRIPTION OF THE DRI AND NY FORWARD BOUNDARIES

The Town of Macedon has identified its centrally located **"Historic Hamlet Business District"** as the primary focus area for their proposed revitalization. The core Downtown area follows State Route 31 from West Wayne Plaza, west to Center Street. The Town has designated this condensed area as the appropriate space to entertain a NY Forward program.

Macedon also recognizes the importance of connecting this area to developing housing, and recreational amenities surrounding Bullis Park. **The Town has long realized that the potential of connecting these areas via the Empire State Trail and have worked over the past three years to achieve connectivity.** Funds have been secured and the final phases of construction are underway. This holistic approach to Downtown Revitalization justifies a DRI award, and as such is designated on the following map as the DRI boundary area.



The 1.5-mile stretch encompasses Macedon's public parks, major employers, and utilizes the Erie Canal and Empire State Trail as an alternative transportation corridor connecting this **walkable Downtown neighborhood with new housing, businesses, restaurants, tourist attractions and community services.**

JUSTIFICATION

Macedon has been proactive and strategic about development and growth. The Town has been successful in attracting commercial and residential investment for many years.

The core of the community has not kept up and the community has struggled to maintain its beautiful downtown.

In an effort to decrease costs to the community and leverage larger resources, the Village was dissolved in 2017 leaving the responsibility of the Hamlet's future to the Town.

Prior to the consolidation of the Town and Village, both a **Local Waterfront Revitalization Plan (LWRP) and Brownfield Opportunity Area (BOA) Nomination Study** were completed, which established a framework for connecting the Downtown core to the Town's natural and recreational resources.

- Both studies defined the Hamlet as an invaluable asset as a hub for affordable housing, preservation of culture, and wealth of recreational assets.
- These studies, and the more recent Downtown Economic Recovery and Resiliency study, found a holistic approach was necessary, focused on connecting the Historic Hamlet to the community assets via the Erie Canal.

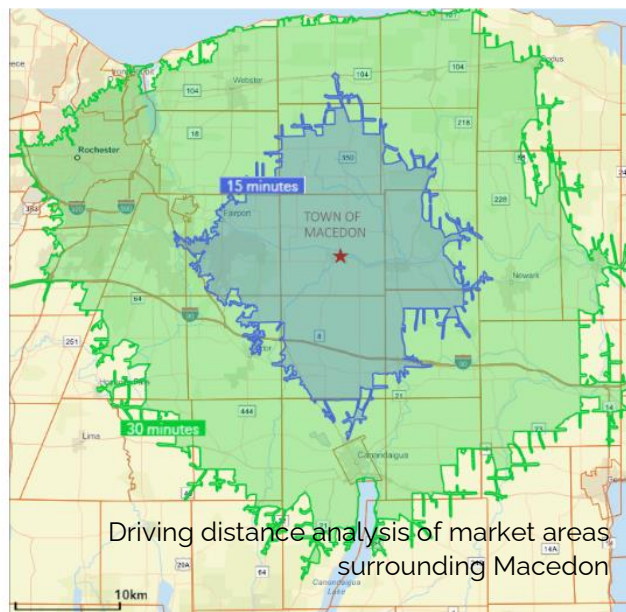
To date, the following projects are underway to build this connectivity:

- Gravino Park enhancements and pedestrian connectivity via the recently completed Quaker Road pedestrian bridge.
- Accessible Boat Launch and Kayak access at Macedon Canal Park
- Bullis Park trail and sidewalk enhancements.

With these connections underway now is the time to invest in the core. Investment is necessary to protect the Historic Downtown in a way that contributes both to the economic vitality of the community and the region.

Macedon has a proven track record of leveraging opportunities and making the most of grant funding. The Town has a plan, and the projects (complete with sponsors and designs) shovel ready. All that is missing is a DRI/NY Forward opportunity to provide the spark.

Figure 1: Primary and Secondary Market Areas



VISION STATEMENT

The Town of Macedon will realize its potential as a strong downtown and regional gateway by strengthening its foundation of supporting and attracting local business growth and laying the groundwork for a robust future of industry, vitality, and historic preservation. Situated in a prime location along the Erie Canalway National Heritage Corridor, Macedon's unique composition and small-town feel will encourage tourism and residential development activities that build its reputation as a Finger Lakes regional hub. The proposed projects are transformative in nature by capitalizing on adaptive reuse and rehabilitation of Macedon's existing assets. Creative infill developments and streetscape enhancements will reimagine downtown walkability and vibrancy. Just beyond the condensed downtown of Macedon's historic hamlet lies bucolic and protected farmland, peaceful public parks, access to canal activities, and regional recreational features enjoyed by residents and visitors alike.

Macedon will set the stage for responsible growth that maintains the town's charming character while ushering in a new era of opportunity for future generations.



A mural on Main Street showcasing Macedon's historic beginnings.

PAST INVESTMENT AND FUTURE POTENTIAL



Macedon Bridge Trailhead for the Empire State Trail

In the past 10 years, planning efforts in Macedon have included a Transportation Corridor plan, Local Waterfront Revitalization Plan, Downtown Recovery and Resiliency Plan, and a Brownfield Opportunity Area Nomination Study.

Now the Town is in the process of updating their Comprehensive Plan and Zoning. These efforts will be complete mid-year 2024. The goal of the Comprehensive Plan and Zoning Update is to take all this information from prior studies, obtain community input, and create a guide to the next development phase of the Town. **A completed Comprehensive Plan and Zoning Update will be ready to direct a DRI or NY Forward award that**

best benefits Macedon. The Town has taken these efforts within this timeline to ensure readiness for the DRI/NY Forward strategic plan opportunity.

Macedon has discussed the DRI process with Oswego, and other recent awardees, and followed their advice to be as ready as possible to take best advantage of the consultant expertise provided by the program.

The Town knows how to leverage private and public funding to act on plans too. Macedon is working with neighbors and state agencies to improve infrastructure, such as an inter-municipal sewer treatment plant project, sidewalk expansions both by the Town Highway Department and in collaboration with NYSDOT projects such as the sidewalk expansion along Route 31 in front of Gravino Park to the Empire State Trail pedestrian bridge. The Town has been active in **helping connect property owners with developers for housing, retail, tourism, and most recently downtown building renovations.** After the recent Downtown Recovery and Resiliency plan and subsequent developer meetings and public engagement sessions, **six downtown building owners totaling 14 projects have come forward ready to begin work.**

Macedon also spurred new energy and investment with the creation of Trolley Stop Square. **A public gathering space on Main Street built over a blighted Brownfield site was made possible by funding provided by NYS Homes and Community Renewal.** The appreciation heard at the official ribbon cutting last month was incredible. Local apartment residents and business owners alike see that Macedon is serious about revitalizing Downtown and now want to get involved.



An aerial view of Macedon's new Trolley Stop Square

The Town is using approximately \$912,000 in American Rescue Plan Act funds to leverage other state funding opportunities and complete a \$1.2 million park improvement project addressing needs in the four most utilized parks in Macedon.

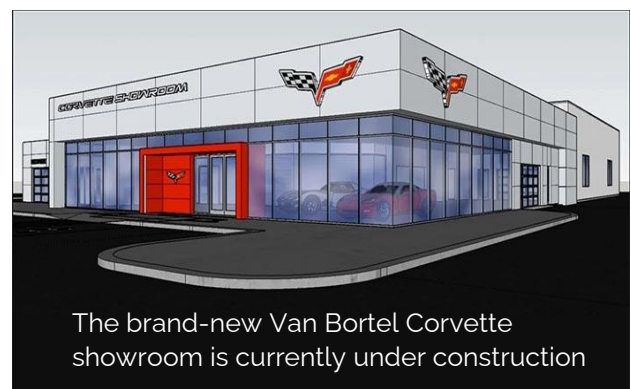
Macedon responded to small businesses struggling during the COVID-19 pandemic by **securing over \$900,000 from CDBG-CARES to support food and beverage businesses at risk of closing their doors.** With amenities and businesses stabilizing, housing options growing, and connectivity established, Macedon has an unprecedented opportunity for transformational projects, however, just as the businesses needed support, the building stock and development projects to attract customers need support too.

Macedon's greatest potential exists in large projects, which have significant funding gaps. Major projects outlined later in the application are ready with committed property owners. Increases in construction costs have put projects on hold or at a potentially reduced scope. **An investment from DRI or NY Forward these large projects would be possible, fully realized, and drive the economic growth and community development the Town has always envisioned.**

RECENT AND IMPENDING JOB GROWTH

The Town of Macedon has a strong history of entrepreneurs creating thriving businesses with impressive growth. Some examples recent job growth from these successes include:

- **ABX Innovative Packaging Solutions** is the largest employer in Macedon; located within walking distance of Main Street, ABX produces flexible packaging for the food processing industry. In 2021, Empire State Development announced expansion of ABX operations in Macedon, which was highlighted in the 2021 Finger Lakes REDC Annual Report for these job growth efforts.
- **Van Bortel** a local Chevrolet dealer, is currently constructing a \$6 million, 34,000-square-foot state-of-the-art Corvette showroom and service center facility expected to attract buyers across the northeastern U.S. and many jobs.
- **The Purple Painted Lady** – A small boutique shop is now the world's largest chalk paint distributor. Job creation continues as they now offer art classes and a Café.
- **Mastercraft Decorators** recently purchased West Wayne Plaza for their expanding business, creating jobs and retail space for other new businesses as well.
- **The Eye Care Center** – a regional vision care provider with established locations in Canandaigua and Geneva – opened a new location in Macedon in July 2023.
- **Microtel Inn & Suites by Wyndham** Macedon is the first hotel in Macedon and one of just a few lodging properties in this part of Wayne County. This 70-room hotel will provide opportunity for large events that retain visitors and support local businesses.
- **Crooked Pines Golf Club** was purchased by a local businessman and developer, who has plans to expand and rename the property to **Sycamore Golf Course & Brewery.**
- **Magnatag** – a nationally known dry-erase board manufacturer
- Other regional and national chains – **KFC, Taco Bell, Hooligans, Caliber Collision, Quicklee's, GO Car Wash** – are opening in Macedon, west of the Downtown, creating jobs and amenities.



QUALITY OF LIFE

Macedon is a historic and important Erie Canal town originally home to the Seneca Nation. Pioneered by settlers during construction of the Canal in the 1820s, Macedon's two Canal locks spurred its quick economic and physical growth. Relics of this **historic and unique past** can still be seen today at various locks, bridges, and burial sites throughout the town. In fact, **Macedon's Canal way sites earned the Heritage Award of Excellence from the Erie Canalway National Heritage Corridor in 2013 and the entire Canalway Corridor is listed in the National Register of Historic Places.**

Macedon is very proud of its shared history with the Canal and continues to benefit from all the Canal offers as a **source of tourism and transportation alternatives** for visitors and locals alike. Today, Macedon's proximity to the Erie Canalway Trail regularly brings **bicyclists and walkers** through Macedon and the Lock 30 Canal Park provides access to several of the early Canal sites. In 2021, Parks & Trails New York estimated that Macedon saw **40,451 visits in 2021**, averaging 110 users per day. This information was part of the rationale for the sidewalk projects aimed at providing safe pedestrian and bike connectivity between the Canal and Downtown.



Fishing on the Erie Canal



A smiling face at Macedon's annual Lumberjack Festival

All Town projects are focused on **inclusion of people with all abilities**. This is a bold statement but proven by recent efforts. Through a Local Government Efficiency Grant funded project, Macedon **renovated the former Village Hall with an ADA ramp and first floor restrooms**. Trolley Stop Square has accessibility features including **specialized benches and elevated electric outlets for power wheelchair users**. Extra steps were taken during construction to update walkways at the neighboring apartment building ensuring Main Street doorways are a pleasant experience regardless of mobility.

The Town has also taken action to make Downtown living accessible for people of varying ages and incomes. This includes expanding sidewalks and trail connections to allow for transportation alternatives between housing, amenities, and employment. Macedon sought out support for businesses with low-to-moderate owners and employees through the CDBG-CARES Small Business and Microenterprise program. Recent public engagement sessions were held to gather input from visitors and residents of various backgrounds.

HOUSING

The following are a few of the up-and coming housing projects showing the Town's active participation in meeting the State's housing needs.

- Multiple Main Street buildings with upper floor residential units are planned for upcoming renovations to improve rental availability in the downtown core.
- Woodland Commons – new affordable housing complex recently constructed
- Parkwood Heights – A thriving senior living community continues to grow
- Planned future townhome development adjacent to the Marina Parkway seen in potential projects is key to growing community around the Downtown.

MULTI-MODAL TRANSPORTATION

- Although public transportation is limited in Wayne County Macedon is fortunate to have RTS Wayne County provide bus service along Route 31, with stops at West Wayne Plaza and along Main Street
- The Empire State Trail is easily accessible from downtown for bikers and walkers and connections continue to grow.

RECREATIONAL AMENITIES

Macedon excels at ensuring recreation is available to residents and visitors. Recreation is positioned as an economic and community development tool through strategic investments which provide continued returns both financially and in improvement of quality of life.

Recent recreation development includes;

- Lock 30/Macedon Canal Park
- Bullis Park
- Midlakes Erie Macedon Landing/Erie Canal Adventures
- Twilight on the Erie RV Resort
- Gravino Park

The Town has done an excellent job of attracting development, connecting property owners with investors has resulted in great growth of quality of life. Macedon offers great recreation opportunities and a way to get to it all by car, foot, or bike. Now investment is needed to close the gaps, connect the dots, and not lose momentum.

SUPPORTIVE LOCAL POLICIES

- Macedon is **leading by example in decarbonization by improving energy efficiency** at the Town Hall and installing Electric Vehicle Chargers. Plans and applications for funding are currently underway to **expand EV charging sites** at Gravino Park and West Wayne Plaza.
- Streetlights throughout the Town were replaced with LED fixtures.
- With expertise from an on-call grants and engineering consultant agreement, Macedon has offered technical support to businesses with questions about NY Stretch Code and support to those interested in pursuing funding for energy efficiency and electrification.
- Macedon's recently adopted solar law was written to **protect natural resources while also streamlining Brownfield solar sites and rooftop solar**. To date, two developers have approached the Town with interest in developing solar on the Town landfill and many property owners have benefited from the "building permit only" process for rooftop solar.
- Macedon is in the process of an **MS4 study to map stormwater discharges and improve water quality and resiliency to flooding**.
- In the past two years, Macedon implemented an ADA policy and compliance officer, **updated their anti-discrimination policy**, and made designations of a Fair Housing Officer and Section Three Coordinator and regularly keeps officers and coordinators up to date with annual trainings.
- Macedon has invested extensive time and resources in developing plans for **Complete Street and alternative transportation opportunities**, including collaborating with NYS DOT to ensure plans are not only impressive, but actionable.
- Macedon has worked with state and federal partners to support **farmland preservation**, through a purchase of development right program **including 10 farms totaling over 2500 acres**. Macedon is also instrumental in supporting the growth of ag-related businesses as highlighted in the recent Wayne County Agriculture plan.
- Macedon is in the process of **updating zoning** alongside the comprehensive plan update to ensure supportive zoning for development, while preserving Macedon's unique character.

This Solar Array provides the electricity at Long Acres Farms and JD wine cellars, a regional agrotourism destination in Macedon. Local policy encourages this type of project preserving character and encouraging smart development.



PUBLIC SUPPORT

The first step in the public engagement process was the Downtown Recovery and Resiliency Plan, funded by NYS Homes and Community Renewal's New York Main Street Program. This study gave Macedon demographic analysis of both the Downtown and the Town as compared to the region. The study team met with property owners and provided suggestions of building renovations and businesses which fit the character of the Town and market needs.

Once the Town had this information, visual boards were created sharing the information with areas for community members to make comments and share ideas.

Since then, three public meetings have been held;

1. Downtown business and property owner meeting

- 14 participants all with businesses or properties in the downtown core
- This was an engaging session with conversations between neighbors who have never met.
- Great ideas were shared among the group and project ideas were formulated.

2. Trolley Stop Square Ribbon Cutting

- Over 30 community members attended and participated.
- Future potential projects and recently completed projects from the Town were shared under the shade of Trolley Stop Square.
- Participants engaged in productive conversations regarding their hopes and visions for the future of Macedon.
- This location was selected because it is central to the affordable apartments in the Town and walkable from any direction, an effort to better reach individuals from historically marginalized and underserved groups.



3. Macedon Heritage Festival on the Erie

- These boards and materials were then taken to this Bicentennial celebration to gain local and regional input. This event attracted over 1,000 attendees from inside and outside of Macedon.

A Downtown Revitalization Committee was formed and tasked with compiling all the public input gathered during meetings. Further public engagement will occur in the coming months as the Comprehensive Plan Update survey goes out virtually to the community and the Comprehensive Plan Committee starts to tally all the results. Notecards with links to the Comprehensive Plan website and email sign up were passed out at all public engagement events mentioned.

TRANSFORMATIVE PROJECT OPPORTUNITIES



MasterCraft Decorators owner reviews plans for West Wayne Plaza with Town Engineer

The Town of Macedon has taken every effort to find **quality potential projects, in line with the goals and vision of the community**. Not stopping there, the Town has worked hard to provide any resources available to get projects ready. Macedon has succeeded in their efforts and the projects listed below have **engaged sponsors with clear plans and business models**. All projects have at minimum a site layout and have been shared with the public. These projects are imperative to the preservation of the historic Downtown and growth of the Town from the core. **All projects are ready for implementation within one year of award and most projects would be completed within two years because of Master Planning and permitting already completed.**

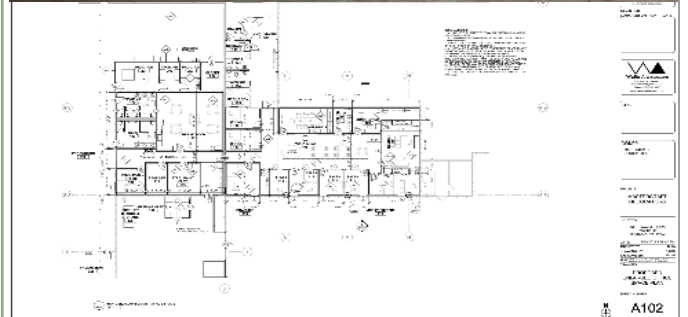
"...the plan outlined in this grant application presents a well-researched and comprehensive approach to breathe new life into our community." – John Regis, Owner of MasterCraft Decorators

LARGE PRIVATE PROJECTS WITHIN THE NY FORWARD BOUNDARY

ACTIVATE WEST WAYNE PLAZA

OWNER/SPONSOR: Mastercraft Decorators
LOCATION: 1900 NY-31
ESTIMATED PROJECT COST: \$5,500,000
DRI FUNDING REQUEST: \$1,200,000
OTHER FUNDING: Private Investment, USDA REAP Grant, NYSERDA, RGE Utility Incentives
TIMELINE: 2 years

Commercial plaza currently home to Macedon Town Court, retail space, a bus stop, and soon Mastercraft Decorators, a new manufacturing and glass etching business and job creator. The project aligns with job creation, green infrastructure (solar roof and HVAC improvements) and reuse of a blighted structure. Project activities include beautification efforts, parking dividers, planters, employee and public EV chargers and green space to improve the property as a venue for community events like a farmer's market. Site plan approval has been obtained; DRI funding would support Phase II.



PROPOSED USES:

Food and Beverage second floor, additional dining or studio dwelling units.

(Optional; possible use of outdoor shelter in adjacent Trolley Stop Square).

EXTERIOR MODIFICATIONS:

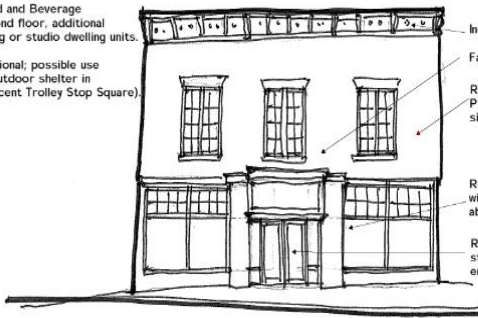
Increase depth of fascia

Facade mounted lit-signage

Remove existing siding. Provide new cementitious siding over existing exterior

Remove vinyl graphics from windows. Add transom windows above, possible interior soffit

Remove two section of existing storefront provide new pair of entry doors and interior vestibule



A.C. DELCO - CHANGE IN USE

103 Main Street - Proposed Renovations



ADD NEW HOUSING UNITS ABOVE NORTH STAR AUTO

OWNER/SPONSOR: North Star Auto

LOCATION: 105 West Main Street

ESTIMATED PROJECT COST: \$500,000

DRI FUNDING REQUEST: \$250,000

TIMELINE: 2 years

This project prioritizes the adaptive reuse of a prominent Main Street building, currently home to an automotive parts rebuilding shop on the ground floor. With vacant residential units on the second floor, this fixture is a prime opportunity to support downtown housing and living. The current property owner is unable to make the investment without support outside of his business operations but is very enthusiastic about improving the housing opportunities and cash flow for the building.

RECONSTRUCT WEST STREET APARTMENTS

OWNER/SPONSOR: ANVO LLC

LOCATION: 2 West Street

ESTIMATED PROJECT COST: \$2,100,000

DRI FUNDING REQUEST: \$1,385,000

OTHER FUNDING: Insurance funding would only cover 33% of costs.

TIMELINE: 3 years

Reconstruction of 18 critical low-income apartment housing on the site of a previous apartment complex which was destroyed by fire. The site is under new ownership and the insurance funds available only covered 33% of reconstruction. This project is a priority to increase affordable housing in a location within walking distance of the school, employment, amenities, and recreation.



CREATE A HISTORIC HAMLET SQUARE

OWNER/SPONSOR: Laurie Leenhouts
LOCATION: 95 West Main Street
ESTIMATED PROJECT COST: \$5,000,000
DRI FUNDING REQUEST: \$2,000,000
OTHER FUNDING: Private Investment, Potential ESD grant opportunity
TIMELINE: 4 years

This is a promising development opportunity located in the center of Macedon's historic hamlet downtown. The local private developer is interested in creating a mixed-use town square concept featuring housing, dining, and entertainment spaces for music and other community events. Renderings attached are only a sample of what has been prepared and already shared with multiple committees including the Master Plan committee. The current parcel has been historically underutilized as an important connection for pedestrian walkways and the Town's gateway signage.



IMPROVE MAIN STREET APARTMENTS

OWNER/SPONSOR: ANVO LLC
LOCATION: 113 West Main Street
ESTIMATED PROJECT COST: \$100,000
DRI FUNDING REQUEST: \$75,000
OTHER FUNDING: Private Investment
TIMELINE: 2 years

Interior improvements for tenants of low-income rental housing on Main Street, directly adjacent to the new Trolley Stop Square. The project sponsor used the attached picture advertising the apartments recently. The apartments rented quickly and now he would like to invest to update other units. This former abandoned lot has started momentum and investment is needed to keep that momentum toward new and improved downtown living.

MAXIMIZE MIXED-USE AT 101 W MAIN STREET

OWNER/SPONSOR: ANVO LLC
 LOCATION: 101 West Main Street
 ESTIMATED PROJECT COST: \$150,000
 DRI FUNDING REQUEST: \$100,000
 OTHER FUNDING:
 TIMELINE: 2 years

Underutilized, centrally located mixed-use building is in major need of exterior and interior improvements. This property was recently purchased. The new property owner is committed to updating the apartments with code compliance, and a complete renovation. The property owner has been in discussions with potential commercial tenants for the first floor.



Remove and replace second floor windows and door, railing and decking. Provide new code complaint railing. New deck and siding.

Remove existing western wood platform, railing and trim. Remove and replace existing glass and replace with thermally broken energy efficient glass and glazing. New door, hardware frame and trim.



New decorative business sign, low level soffit lighting. New entrance

PROPOSED USE - Mixed Use - Business/Apartment

101 Main Street - Proposed Renovations



PROPOSED USES:

Maintain existing public parking driveways from Main Street and Erie St. North.

Outdoor dining patio space, decorative wrought iron fence, masonry pylons, concrete capped with exterior service window.

EXTERIOR MODIFICATIONS:

Review new signage, exterior building lighting, bike rack and designated delivery pick-up/parking station. Review corporate logo/ colors and image with new building Owner.



PIZZA CAFE

100 Main Street - Proposed Renovations



ESTABLISH CARAGLIO'S EASTSIDE HEADQUARTERS

OWNER/SPONSOR: Caraglio's Pizza
 LOCATION: 100 West Main Street
 ESTIMATED PROJECT COST: \$250,000
 DRI FUNDING REQUEST: \$150,000
 OTHER FUNDING: Potential Empire State Development funding
 TIMELINE: 1 year

This popular regional pizzeria chain with seven Rochester-area locations has purchases this prominent building on the corner of the main downtown intersection. The pizzeria is continuing to vertically integrate and have highlighted this location for both a pizzeria on the first floor and then utilizing the second floor for either housing the company's eastside headquarters or integrating an ingredient production component creating jobs and traffic downtown. The project will involve significant structural and exterior improvements and a complete rebuild of the interior.

SMALL BUSINESS FUND

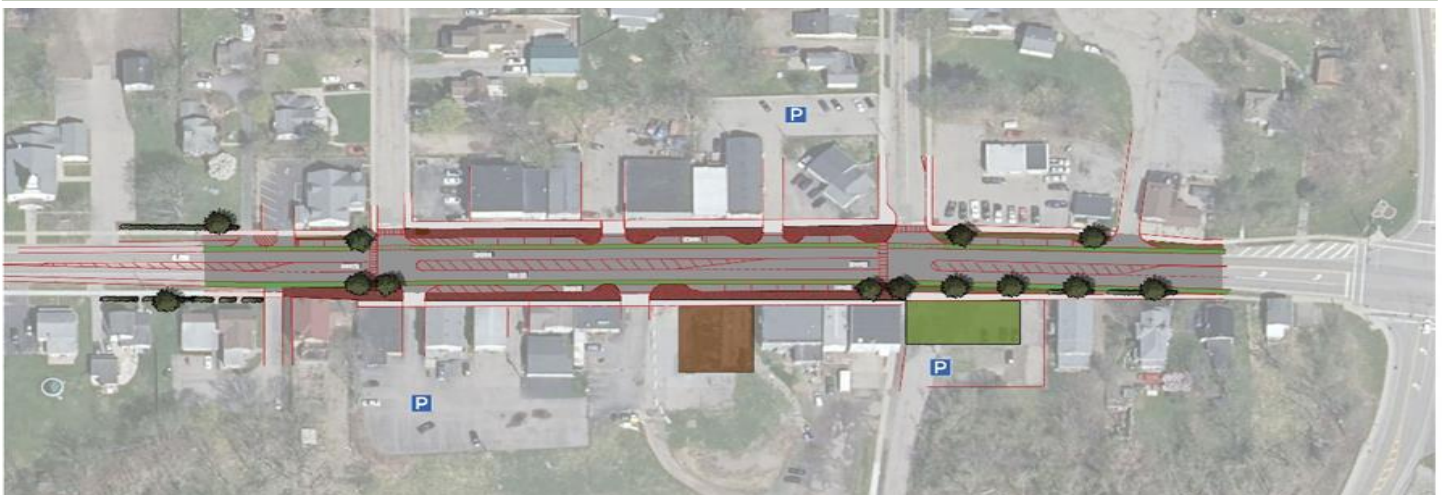
Despite pandemic resiliency support provided with CDBG-CARES grant funding, there continues to be significant need among Macedon's small business and property owners for financial assistance related to façade improvements, operations enhancements, and expansions. Creating a designated fund will complement the growing momentum already underway along the hamlet's business corridor. To date **10** projects have been identified as potential building improvement fund projects (Not including any previously mentioned projects) property owners of all properties have been engaged and are interested in an opportunity participate. The Town was forward in educating all property owners at the first public engagement meeting to the environmental and match requirements of such a fund.

PUBLIC PROJECTS IN THE NY FORWARD BOUNDARY

IMPROVE DOWNTOWN SAFETY FOR BIKERS AND PEDESTRIANS

OWNER/SPONSOR: Town of Macedon
LOCATION: Main Street Corridor
ESTIMATED PROJECT COST: \$700,000
DRI FUNDING REQUEST: \$700,000
OTHER FUNDING: Potential for a DOT-TAP grant
TIMELINE: 4 years

Downtown accessibility improvements to increase walkability and ADA recommendations, in alignment with the Downtown Economic Resiliency and Recovery Plan, were completed by EDR in 2021. Although the Department of Transportation is currently in the process of repaving on Town roads and curbs, these efforts are primarily maintenance and not transformational, except for the sidewalk enhancements in front of Gravino Park. The Town has had 4 meetings with NYS-DOT prior to the beginning of this project to discuss potential improvements to complement the work of the DOT. The suggestions from DOT were included in the plan for Gravino Park and we would look to collaborate with DOT on other potential improvements as part of a NY Forward project. The attached image is from the EDR study, and while we know it's not entirely possible after our conversations with DOT, some of these goals outlined could be accomplished if DRI/NY Forward funding was available.



RELOCATION OF TOWN AMBULANCE SERVICES

OWNER/SPONSOR: Town of Macedon
LOCATION: 79 West Main Street
ESTIMATED PROJECT COST: \$2,500,000
DRI FUNDING REQUEST: \$1,000,000
OTHER FUNDING: Town Funds
TIMELINE: 4 years

The Town purchased a building next to the former Village Hall to gain the ability to introduce ADA accessibility to the former village hall. This ADA project was completed last year and now the Town would like to utilize this acquired building for a centrally located ambulance facility in the downtown. Ambulance relocation will greatly decrease response times for EMT services and better serve all Macedon residents. The new facility will also feature shared community space for CPR classes, meetings, and other safety activities and events. Architectural designs are already complete and ready for review.



RENOVATE GRAVINO PARK

OWNER/SPONSOR: Town of Macedon
LOCATION: Gravino Park
ESTIMATED PROJECT COST: \$1,200,000
DRI FUNDING REQUEST: \$300,000
OTHER FUNDING: Current phase is funded by NYS Canals, ARPA, DASNY, and Joint Utility incentives
TIMELINE: 2 years

Park improvements totaling \$900K are already underway including a new accessible playground, ADA restrooms, EV chargers, new pavilions and resurfaced basketball courts. The DRI request – Phase II of the project – would double the park’s size and include new tennis and sport courts, and a dog park. Additionally, roadside improvements, recommended in our meetings with DOT, would create natural traffic calming measures and encourage pedestrian safety. Master planning is complete and site layout is ready for review.

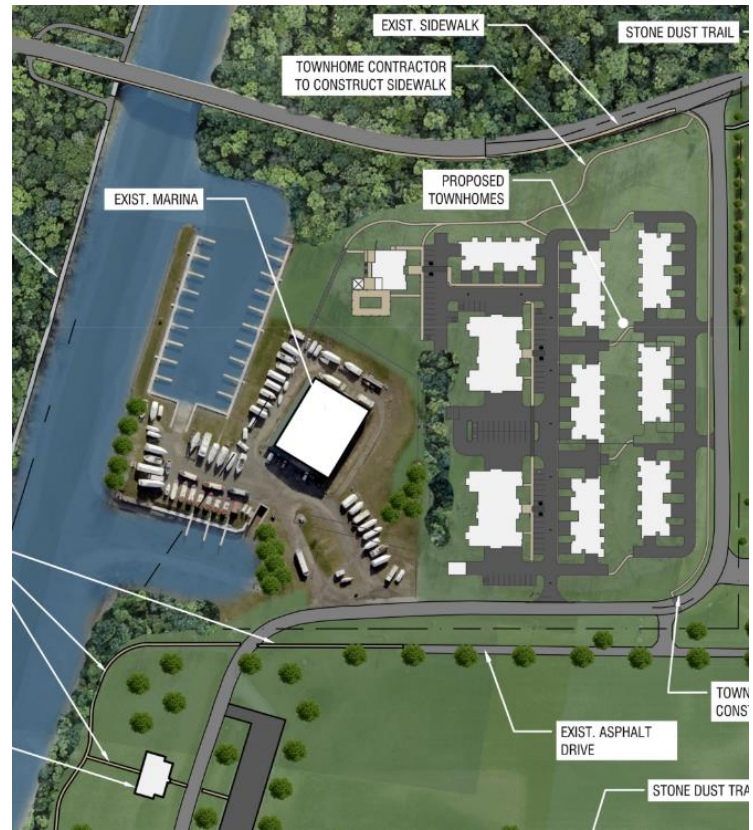


PRIVATE PROJECTS IN THE DRI BOUNDARY

DEVELOP NEW TOWNHOMES NEAR THE MARINA

OWNER/SPONSOR: EML Real Estate Development, LLC.
PARTNERS: Pridemark Homes
LOCATION: 1125 Marina Parkway
ESTIMATED PROJECT COST: \$3,200,000
DRI FUNDING REQUEST: \$1,000,000
OTHER FUNDING: Private Investment
TIMELINE: 2 years

Site plan approval is complete for this project and the project is shovel ready over 130 townhomes will be constructed adjacent to the Marina on the Erie Canal. This project has the financial backing and experienced developers in place. Financial challenges risk the project being phased. The Town is in need of housing and this housing would have synergies with the Marina, Erie Canal, Bullis Park, and Twilight RV resort.



IMPROVE MARINA AMENITIES

OWNER/SPONSOR: Erie Macedon Landing
LOCATION: 1865 Canandaigua Road
ESTIMATED PROJECT COST: \$500,000
DRI FUNDING REQUEST: \$250,000
OTHER FUNDING: Private Investment
TIMELINE: 1 year

Amenities improvements and accommodations for visitors, transient boaters, and residents. Expansion is necessary due to the development of a residential townhome subdivision adjacent to the Marina. This project would be expedited to be ready prior to Townhome completion to ensure synergies for residents of the townhomes and visitors of the lodge and RV resort.

EXPAND TWILIGHT ON THE ERIE RV PARK

OWNER/SPONSOR: Red's Twilight on the Erie RV Resort
 LOCATION: 1100 Marina Parkway
 ESTIMATED PROJECT COST: \$2,000,000
 DRI REQUEST AMOUNT: \$1,000,000
 OTHER FUNDING: Private Investment
 TIMELINE: 2 years

This popular RV Resort situated along the Erie Canal directly west of Macedon Center is at capacity and in need of expansion. Improvements would include additional campsites to expand operational capacity. The campground could easily expand to the east, but that would require tree clearing and potential wetland impacts. Financial challenges restrict growth to the South, but, if these costs could be off set with an award the resulting project would be a better option for the campground, the neighboring park, and the environment. This RV resort attracts visitors from all over the region, state, and further, and is a major amenity on the Erie Canal. A site plan is complete and ready for review.



TRANSFORMATIVE PUBLIC PROJECTS IN THE DRI BOUNDARY AREA



BUILD NEW LODGE FOR BULLIS PARK

OWNER/SPONSOR: Town of Macedon
 LOCATION: Bullis Park
 ESTIMATED PROJECT COST: \$2,800,000
 DRI FUNDING REQUEST: \$1,000,000
 OTHER FUNDING: ARPA, NYS Canals (Pending)
 TIMELINE: 3 years

Construction of a brand new \$2.5M park lodge that will improve community use and park amenities. This project was part of the masterplan created 4 years ago. The Town has applied for additional funding through the Canalway Grant program to update other park amenities and act on this master plan. The lodge plans are already created and ready for review and final engineering.

IMPROVE CANAL PARK ACCESS

OWNER/SPONSOR: Town of Macedon
 LOCATION: Macedon Canal Park
 ESTIMATED PROJECT COST: \$3,000,000+
 DRI FUNDING REQUEST: \$2,000,000
 OTHER FUNDING: The Town would look to partner with another entity and leverage the strategic planning process in hopes of attracting a major project to complement other DRI projects.

This is an incredible opportunity but a consultant team and State agency collaboration is required to act on improving connections across Route 350 for pedestrian and cycling access to the Empire State Trail. The eastern portion of the park is currently owned by the Canal Corporation, and the Town has been in long-term discussions to acquire the land and redevelop and expand the area. The inability to garner a collaborative approach have held this project from moving forward. A DRI process would be just what the project needs to get moving.



OVERALL PROJECT SUMMARY TABLE

	Project Name	Total Project Cost	DRI Request	Match	Category
1	Activate West Wayne Plaza	\$ 5,500,000	\$ 1,200,000	\$ 4,300,000	Private
2	Add New Housing at North Star Auto	\$ 500,000	\$ 250,000	\$ 250,000	Private
3	Reconstruct West Street Apartments	\$ 2,100,000	\$ 1,385,000	\$ 715,000	Private
4	Create a Historic Hamlet Square	\$ 5,000,000	\$ 2,000,000	\$ 3,000,000	Private
5	Improve Main Street Apartments	\$ 100,000	\$ 75,000	\$ 25,000	Private
6	Maximize Mixed Use at 101 W Main	\$ 150,000	\$ 100,000	\$ 50,000	Private
7	Establish Caraglio's East Side HQ	\$ 250,000	\$ 150,000	\$ 100,000	Private
8	Small Business Fund	\$ 500,000	\$ 300,000	\$ 200,000	Private
9	Downtown Safety for Bikes and Pedestrians	\$ 700,000	\$ 700,000	\$ -	Public
10	Relocation of Town Ambulance Services	\$ 2,500,000	\$ 1,000,000	\$ 1,500,000	Public
11	Renovate Gravino Park	\$ 1,200,000	\$ 300,000	\$ 900,000	Public
	NY Forward Boundary Area Total	\$ 18,500,000	\$ 7,460,000	\$ 11,040,000	
12	Develop Townhomes Near the Marina	\$ 3,200,000	\$ 1,000,000	\$ 2,200,000	Private
13	Improve Marina Amenities	\$ 500,000	\$ 250,000	\$ 250,000	Private
14	Expand Twilight on the Erie	\$ 2,000,000	\$ 1,000,000	\$ 1,000,000	Private
15	Build New Lodge for Bullis Park	\$ 2,800,000	\$ 1,500,000	\$ 1,300,000	Public
16	Improve Canal Park Access	\$ 3,000,000	\$ 2,000,000	\$ 1,000,000	Public
	DRI Boundary Area Total	\$ 30,000,000	\$ 13,210,000	\$ 16,790,000	

ADMINISTRATIVE CAPACITY

Over the last five years, the Town of Macedon and its cadre of dedicated public servants have established an excellent track record in responsible grants management and administration of state funding resources. Most recently, Macedon has successfully implemented awards from:

- CDBG CARES Small Business Assistance
- Local Government Efficiency Grant
- Water Quality Improvement Project / MS4 Mapping Project
- New York Main Street - Technical Assistance
- Canalway Grant Program
- Canal Tourism Infrastructure & Event Grants
- American Rescue Plan Act



Town Supervisor and Engineer meeting with Landscape Architects for Park Plans

In addition to Macedon's Town Supervisor, the Town Engineer also serves in a variety of leadership roles, including economic developer. In addition to his expertise administering streetscape activities and infrastructure improvements, his professional and supportive relationships with many of the town's property owners is an asset to the Town's advantage and has been instrumental in making other grant projects successful as well as laying the groundwork for future involvement and cooperation from community stakeholders.

A local committee of municipal representatives, downtown business owners, and community leaders will be established to support the administration of a DRI award. This advisory board will help to bridge connections by working closely with the Town Supervisor and Town Engineer, as well as bring representation to the table on a range of community interests and priorities.

Related to the administering of many of the grants listed above, Macedon has also been proactive about taking on myriad planning projects for the town's future and establishing a pipeline of revitalization activities. As a key goal of its NYMS-TA award, the Town spearheaded the formation of a comprehensive Downtown Economic Resiliency and Recovery Plan that has provided a robust framework for connecting its critical natural resources with the downtown core to build economic viability.

LETTERS OF SUPPORT



Up-close view of the newly completed Trolley Stop Square on Main Street

THE SENATE
STATE OF NEW YORK



SENATOR
PAMELA A. HELMING
54TH DISTRICT

COMMITTEES

AGRICULTURE
COMMERCE, ECONOMIC DEVELOPMENT
AND SMALL BUSINESS
RACING, GAMING AND WAGERING
RULES
MEMBER
LEGISLATIVE WOMEN'S CAUCUS

**CHAIR OF THE
MINORITY CONFERENCE**

RANKING MINORITY MEMBER

HOUSING, CONSTRUCTION AND
COMMUNITY DEVELOPMENT
INSURANCE
LEGISLATIVE COMMISSION ON
RURAL RESOURCES

September 22, 2023

Hon. Kim Leonard
Supervisor, Town of Macedon
32 Main Street
Macedon, New York 14502

Re: Town of Macedon – 2023 Downtown Revitalization Initiative/New York Forward Grant Application

Honorable Supervisor Leonard,

As the New York State Senator representing the Town of Macedon, it is my pleasure to support the Town's applications for funding from both the Downtown Revitalization Initiative (DRI) and the New York Forward (NYF) Grant program. Funding through these programs is critical for the continued transformation of downtown centers, particularly in small communities and rural areas.

I understand the Town of Macedon is undertaking an ambitious project to completely transform its Main Street corridor and the surrounding neighborhoods. The project will include redevelopment and expansion of public, commercial, and residential spaces to enhance the area's livability while driving new economic development opportunities. DRI and NYF funding will fill gaps in existing projects so that work can continue unencumbered. I applaud the Town for investing in its downtown community to create vibrant new areas and spur additional development and employment opportunities.

Once again, it is my pleasure to support the Town of Macedon's DRI/NYF applications as they align with the essential regional priorities of strengthening sustainability, improving the quality of life, and creating economic opportunities.

If I can be of further assistance, please do not hesitate to contact me at 315-568-9816 or helming@nysenate.gov.

Sincerely,


Pamela A. Helming
State Senator – 54th District

District Office: 25 North St., Canandaigua, NY 14424 • (315) 568-9816 • FAX: (585) 393-0825
Albany Office: Room 711B Legislative Office Building, Albany, NY 12247 • (518) 455-2366 • FAX: (518) 426-6953
www.helming.nysenate.gov • helming@nysenate.gov





BRIAN D. MANKTELOW
Assemblyman 130th District

THE ASSEMBLY
STATE OF NEW YORK
ALBANY

RANKING MINORITY MEMBER
Veterans' Affairs
COMMITTEES
Environmental Conservation
Energy
Local Governments
Ways and Means

September 22, 2023

Honorable Kim V. Leonard
Supervisor, Town of Macedon
32 Main Street
Macedon, NY 14502

Dear Supervisor Leonard:

As the Member of the New York State Assembly representing the 130th District and the Town of Macedon, I am pleased to lend my full support to the Town of Macedon's Downtown Revitalization/NY Forward grant application.

It is my understanding that the Town is seeking up to \$10,000,000 for completion of the revitalization of the Main Street corridor and surrounding area. I am aware the transformation plans are in place and in progress, but funding for projects is needed to fill the gaps.

The project includes improving public, commercial, and residential spaces. It will complement, strengthen and build upon the success of your past and present revitalization efforts within the downtown area and the heart of the community. These funds will help to advance the Town's positive momentum and vision for economic vitality and municipal growth.

I applaud the Town on this endeavor which will make your downtown a better place to live, work and play.

Again, I am pleased to lend my full support to this project which will be of great benefit to our region, the Macedon community, and provide a better quality of life for its residents. It is my hope that favorable consideration will be given to this most worthy request for funding.

If I can be of any further assistance on behalf of the Town of Macedon, please do not hesitate to contact me.

Sincerely,

BRIAN D. MANKTELOW
Member of Assembly, 130th District

BDM:mlb

MASTERCRAFT DECORATORS, INC.

QUALITY DRINKWARE SINCE 1979

320 Macedon Center Road

Fairport, NY 14450-9759

Phone: 585/223-5150

Fax: 585/223-5611

September 20, 2023

To Whom It May Concern:

I am writing this letter to express my enthusiastic support for the Downtown Revitalization / NY Forward grant application submitted by the Town of Macedon. As a proud business owner in our vibrant community, I firmly believe that the proposed revitalization project holds great promise for the future of our downtown area.

I have lived in Macedon for many years and recently purchased the West Wayne Plaza on NYS Route 31. This is a great old plaza that has created many memories for myself and the community. It housed the only movie theatre in town, the local department store, a grocery store, a print shop, an archery store, and many more businesses. I used to target shoot 4 nights a week in the archery shop. The plaza has been over 50% unoccupied for over 20 years. It is a tired old plaza that has been neglected in recent years and needs many repairs. I am working to bring this back to its previous form and live up to the future it deserves. But it is a massive project with increasing material costs, increasing wages, and historic interest rates. Our team is already overbudget in its plans and working to have to put certain modification into a Phase 2 scenario without help.

Our downtown has always been the heart and soul of our community, and over the years, it has faced various challenges, including economic changes and changing consumer preferences. However, the plan outlined in this grant application presents a well-researched and comprehensive approach to breathe new life into our community.

The revitalization project's goals, including improving buildings, enhancing public spaces, and supporting local businesses, align perfectly with the vision that many of us share for our community. We need to increase economic development and the livability of our downtown. This overall transformation is planned and in process, but projects desperately need funding to fill gaps and make a greater future for Macedon possible. The infusion of funds from this grant will undoubtedly have a significant and positive impact on the overall vibrancy and economic sustainability of our downtown.

I have had the privilege of witnessing firsthand the dedication and passion of the individuals and organizations behind this initiative. Their commitment to preserving our community's character while fostering growth and development is truly commendable. The vision isn't just in Town Hall. The community is actively asking for this and we have a number of projects lined up to appreciate the value that this grant can offer.

Moreover, the revitalization of our downtown will not only benefit the current residents and business owners but also attract new visitors, investors, and entrepreneurs. It has the potential to create jobs, boost property values, and foster a sense of pride among our residents. Our vision is to make Macedon a better place to work, live, and play.

MASTERCRAFT DECORATORS, INC.

QUALITY DRINKWARE SINCE 1979

320 Macedon Center Road

Fairport, NY 14450-9759

Phone: 585/223-5150

Fax: 585/223-5611

In conclusion, I wholeheartedly endorse the Town of Macedon for the Downtown Revitalization / NY Forward Grant and urge you to consider it favorably. The transformation of our downtown will be a testament to our community's resilience and commitment to its future. I am confident that, with your support, our downtown will thrive once again, becoming a source of pride for all of us.

Thank you for your attention to this matter, and I look forward to witnessing the positive changes that this grant could bring to our beloved downtown area.

Sincerely,

John Regis
President
Mastercraft Decorators / Premier60
585.303.5690



1125 Marina Parkway
Macedon, NY 14502
(315) 986-3011

September 25, 2023

To Whom it May Concern,

Erie Canal Adventures is located in Macedon, NY on the historic Erie Canal. We operate a full suite of services as a Marina and a Canal Boat rental company that attracts visitors to travel the Erie Canal on our vacation boats. Our rental boat customers travel to NY from over 45 states around the country, and we attract over 1,200 visitors to our operation each year. In addition to our rental boats, we provide a full-service marina with 40 slips for personal boats and a public ramp to access the Erie Canal for fishing, boating, kayaking and other water attractions.

I am excited to hear that the Town of Macedon has applied for the Downtown Revitalization / NY Forward Grant Application. Macedon NY is a great town with many opportunities for expansion to bring the people, businesses and visitors a unique lifestyle as a Canal Town. Many towns in our area have expanded their downtown and made access to the Erie Canal a priority for their town. We welcome this expansion and revitalization to increase the town's attractions in our area and become a destination for Erie Canal lifestyle living.

I fully support this revitalization project grant and look forward to seeing the development and revitalization of the Town of Macedon.

If you have any questions, please feel free to reach out to me to discuss in more details the benefits of this project for Macedon. My cell is (585) 329-7746.

Thank you,

Brian Keenan - President

Erie Canal Adventures & Erie Macedon Landing

Vladimir Mirochnik

Anvo Property Management LLC

anvo@live.com

9/19/23

To whom it may concern,

I am writing to express my enthusiastic support for the Town of Macedon's Downtown Revitalization / NY Forward Grant Application. As a housing provider and business owner in Macedon, I am invested in the success and growth of our community.

The proposed revitalization of the Main Street corridor and surrounding areas presents a significant opportunity to boost economic development and enhance the overall appeal of Macedon. Improvements to public spaces, commercial areas, and residential neighborhoods will make our town more attractive to residents, tenants, and businesses alike.

This grant could very well be our only chance to make substantial improvements to this area. It represents the crucial financial support needed to transform our vision for Macedon into a tangible reality.

Should you require further information or assistance, please do not hesitate to reach out. I eagerly anticipate the positive impact this revitalization will bring to our town.

Sincerely,

Vladimír Mírochník

585-315-2829

September 18, 2023

*Why I'm hopeful and excited for the future here in Macedon with grants being available...

There is a rich history of a caring, dedicated to the community, hard-working people all around the town of Macedon. The Baptist Church on Main St in Macedon, which I regularly attend, has wonderful people that make up the congregation. The building is over 200 years old, well maintained and quite beautiful and striking to me and to the residents of our town.

We have access to stores such as Walmart, Lowes, CVS and many others. This has made shopping quick and convenient for most necessities. I appreciate that the traffic is generally pretty light. I do lot of house renovation and maintenance work in this community on the several properties I own, so I'm driving back and forth in the town frequently during the day. There are also well-established restaurants that have been here for over 10 years and a couple of new ones as well. McDonalds and Dunkin Donuts, Sunoco Gas Station, Salvatores, etc. and they are all frequented by myself and others.

There are quite a good number of intelligent, cooperative, creative, compassionate people ... those both employed by the town as well as in the general residential and business communities in Macedon. In fact, changing the landscape of our downtown not only enriches the character of the town, but also the residents of our town. Our Macedon residents look forward to sharing the beauty of our town and parks with others through the DRI Initiative and the NY Forward application. I am positive, with the assistance of these grants, vast improvements will be made on what is currently here.

We have undulating land with drumlins and creek beds, productive farmland and the spectacular canal and public park areas which are all so beautiful. It would be great if everyone, besides the Macedon residents, could enjoy as well. We will certainly see a wonderful outcome for our downtown and parks while providing an adventurous experience for current residents, businesses as well as making it more attractive for future residents!

Sincerely,

Laurie Leenhouts

585-415-7511 fiddlerlal@aol.com

Town of Macedon
32 Main St.
Macedon, NY 14502
Office of the Historian
historian@macedontown.org

September 21, 2023

Town of Macedon
32 Main Street
Macedon, NY 14502

Re: Downtown Revitalization / NY Forward Grant Application

To Whom it May Concern:

I am writing this letter of support for the Downtown Revitalization / NY Forward Grant Application that the town of Macedon is submitting. I understand that this grant will provide \$10,000,000 to support a complete revitalization of the Main Street corridor and surrounding supporting areas of our downtown community.

As Town Historian, I know how important local businesses are to a community. There has always been a "downtown" to Macedon. At the turn of the 20th Century the Bickford Huffman Grain Drills Company took up the whole south side of the street. Their products re-invented the farming industry. During the mid-20th century, we had a grocery, lunch-counter, and hardware store. Today we have smaller businesses, but they are struggling to compete with malls, big box stores and on-line ordering. We do have a very large manufacturing business "downtown." I often see people walking to work.

Macedon is a "walkable" community. I can only assume that its layout is the envy of many other communities. We can walk for exercise, for meals, insurance, antiques, car repairs, hair services, socialization and for worship. People have the opportunity to live in apartments within walking distance to all of these services. Proximity to vital services is important for people who are unable or unwilling to drive places. Macedon is unique in that we have two large residential places for people with mental health and developmental disabilities. The proximity of our local businesses is crucial to many of these people.

It is important to support all of those entrepreneurs who are excited to invest their time and money in their businesses. The Covid Pandemic took its toll on many, changing the way people interact and purchase goods and services. Providing funding to rebuild and revitalize our Main Street would help not only those owners, but the community as a whole.

I strongly encourage New York State to help the people of Macedon continue to be a great place to live.

Sincerely,

Linda A. Braun
Linda Braun
Macedon Town Historian