

Downtown Revitalization Initiative (DRI)

Village of Cattaraugus DRI LPC Meeting #2

June 25, 2025, 5:30-7:30PM | Cattaraugus-Little Valley High School Cafeteria



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Introductions – Local Planning Committee

LPC Co-Chairs:

- Hon. Anthony Nagel, Mayor
- Paul Brown, WNY Regional Economic Development Council

LPC Members:

- Crystal Abers, Cattaraugus Co. Economic Development, Planning, & Tourism Dept.
- Lauren Bronneberg, Cattaraugus Fire Dept.
- Tom Cullen, RocketCup Coffee
- Kiana Deiter, Deiter's Wolfpack Childcare
- Mike Jones, Roberts Memorial Free Methodist Church
- Cedric Manganiello, Bound and Branch Photography/Videography
- Rob Miller, Cattaraugus/Little Valley School
- Elizabeth O'Neill, Saving Grace Outreach
- Tara Perkins, Perky's Market & Village Board
- Mary Pritchard, Resident
- Nancy Radwanski, Resident
- Tyler Soderlund, Cattaraugus Free Library
- TJ Stein, Town & Country Disposal
- Justin York, Dollar General

Introductions – State Partners

Name	Affiliation
Ben Bidell	NYS Department of State
Tirzah Peters	NYS Homes and Community Renewal
Erin Corrado	Empire State Development
Mo Sumbundu	Governor's Office
Frank Puglisi	Governor's Office

Tonight's Agenda



1. Planning process and engagement updates
2. Summary of past plans and recent investments
3. Characteristics of strong DRI projects and project slates
4. Project evaluation criteria
5. Vision and goals
6. Revised DRI boundary area
7. Open Call for Projects
8. Next steps
9. Public comment



Planning Process



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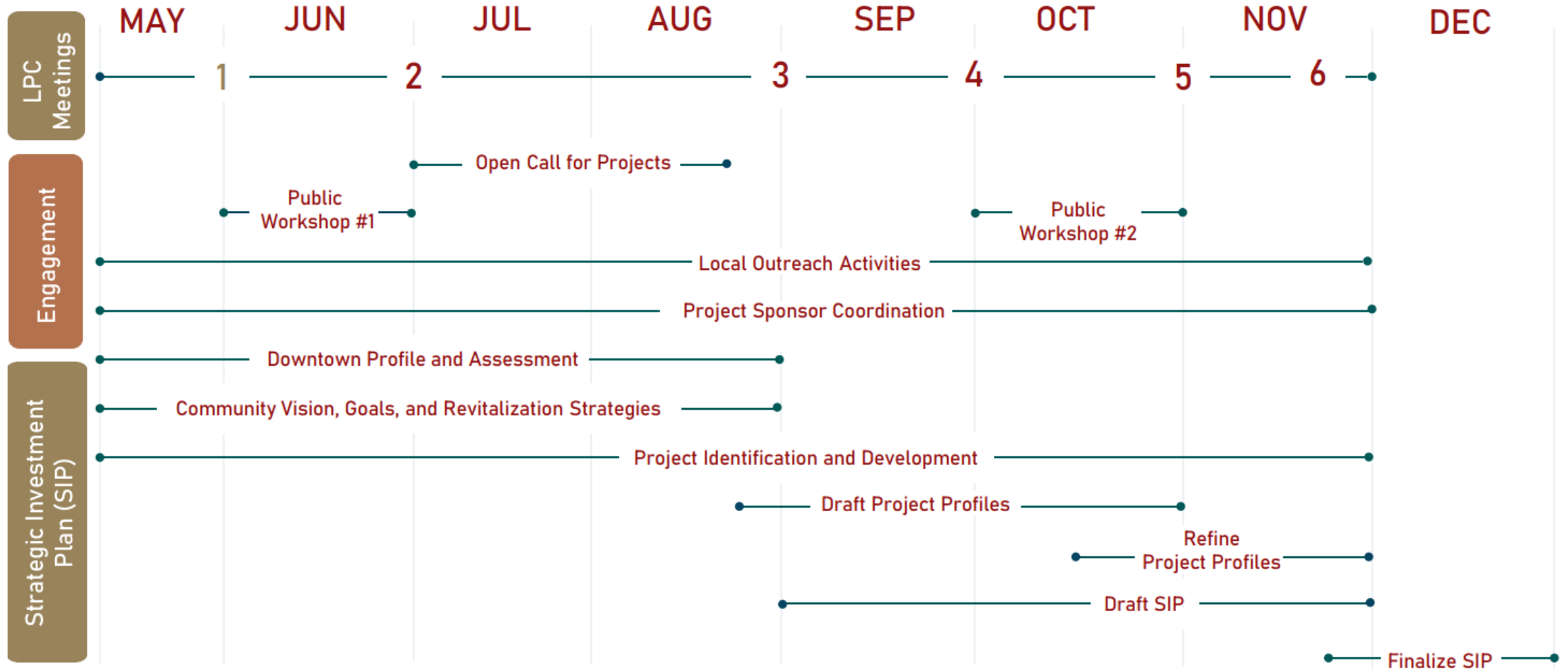
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DRI Scope and Schedule



Cattaraugus DRI Planning Process and Key Deliverable Schedule



LPC Meeting #1 (Last Meeting)



- Reviewed LPC Code of Conduct and roles and responsibilities of the LPC
- Provided an overview of the DRI program
- Outlined the DRI planning process and schedule
- Described submission and evaluation procedures for the Open Call for Projects
- Shared example projects from around WNY
- Discussed public engagement strategies
- Discussed proposed Cattaraugus DRI boundary and vision statement
- Provided an overview of proposed projects in Cattaraugus' DRI application

LPC Meeting #2 (Tonight)



- Engagement updates
- Review foundational plans and studies
- Characteristics of strong DRI projects
- Building a strong slate of DRI projects
- State and local evaluation criteria for projects
- Revised vision and goals based on feedback
- Revised DRI boundary based on feedback
- Overview of process for Open Call for Projects

LPC Meeting #3 (Next Meeting)



- Engagement updates
- Vision, goals, and revitalization strategies
- Downtown profile key findings/takeaways
- Project evaluation criteria
- Proposed projects
- Projects to remove from funding consideration, as appropriate
- Proposed boundary adjustments that may be needed to incorporate potentially transformative projects

Engagement Updates



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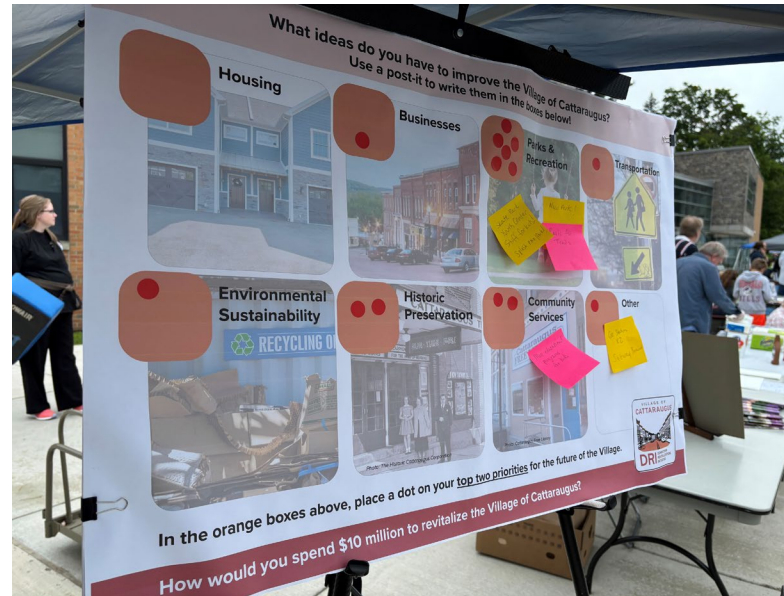
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Pop-Up at CLV Community Day (June 14)



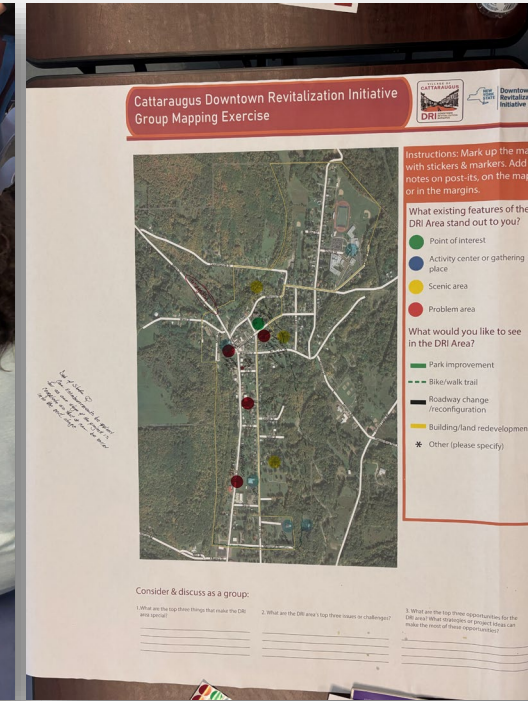
- ~100 people engaged
- Members of the public gave their thoughts on priorities and project ideas
- Online and paper copies of the survey were distributed to members of the public



Public Workshop #1 (June 18)



- 21 attendees
- Agenda Included:
 - DRI Overview Presentation
 - Review of the DRI program and planning process
 - Public engagement
 - Project requirements and open call
 - Individual visioning and goal-setting exercise
 - Group mapping exercise
 - Next steps



Note: Activities will be available online for those who could not attend at www.CattaraugusDRI.com and the Cattaraugus DRI Facebook page

Public Survey



- Public survey will be open until mid-summer
- Will help identify community issues, opportunities, and needs to be addressed in the Strategic Investment Plan
- 23 responses to-date
- Available online at www.CattaraugusDRI.com
- Paper copies of the survey with DRI informational boards and drop boxes available at:
 - Village Hall
 - Bank of Cattaraugus
 - Pritchard Hardware
 - Dollar General

A poster for the Village of Cattaraugus DRI survey. It features the same street scene illustration as the logo. A large QR code is overlaid on the right side of the illustration. The text "VILLAGE OF CATTARAUGUS DRI DOWNTOWN REVITALIZATION INITIATIVE" is at the top. Below the QR code, it says "TAKE THE SURVEY!". At the bottom, it says "New York State has awarded \$10 million to the Village of Cattaraugus through the Downtown Revitalization Initiative (DRI), which will be used to fund transformative projects that will revitalize the Village. This survey will help identify community issues, opportunities, and needs to be addressed through the DRI, and is also available in hard copy at Village Hall. Visit www.CattaraugusDRI.com to learn more."

Past Plans and Recent Investments



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Past Planning Efforts



- Village Zoning Law and Map (2002)
- Cattaraugus County Comprehensive Plan (2016)
- Town of New Albion-Village of Cattaraugus Comprehensive Plan Update (2017)
- Complete Streets Action Plan (2024)

Are there any other plans missing from this list?

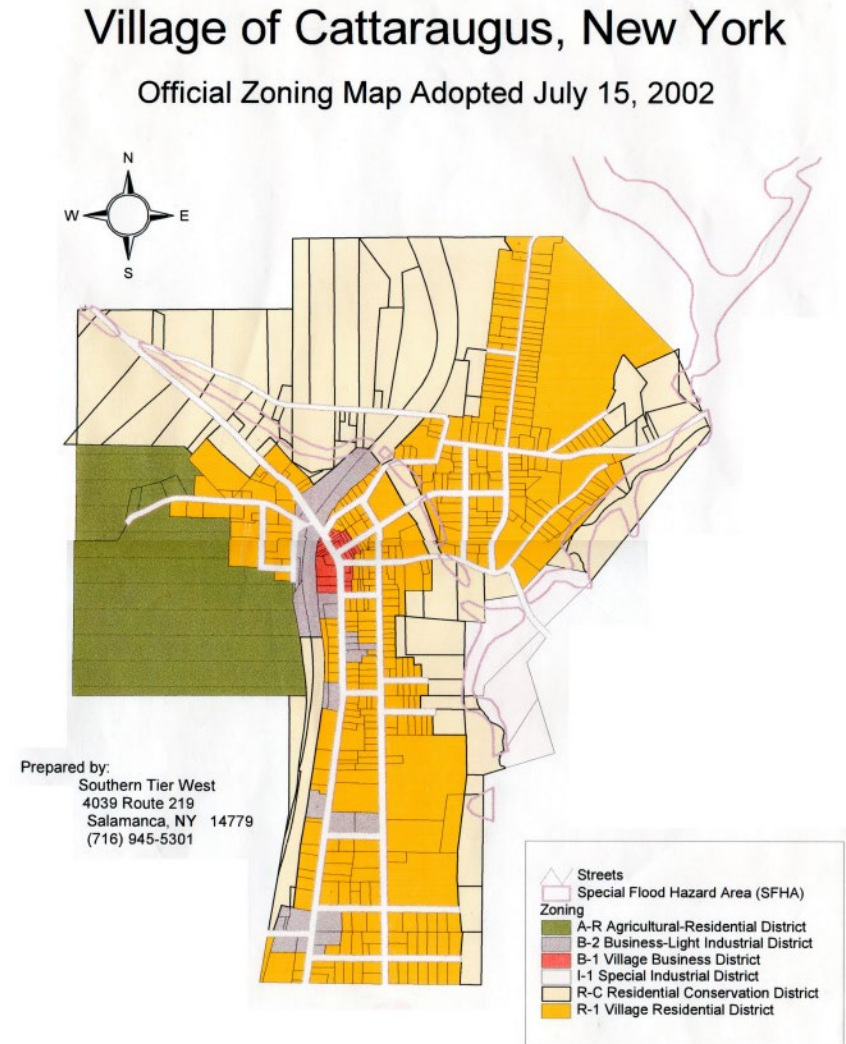


Village Zoning Law and Map



Majority of DRI area falls within:

- **B-1, Village Business District**
 - Promotes retail businesses and services. Emphasis on pedestrian-oriented development.
- **B-2, Business-Light Industrial District**
 - Allows commercial, service, and industrial uses that do not adversely affect health and wellness of residents
- **R-1, Village Residential District**
 - Allows moderate density residential development and compatible recreational and public uses



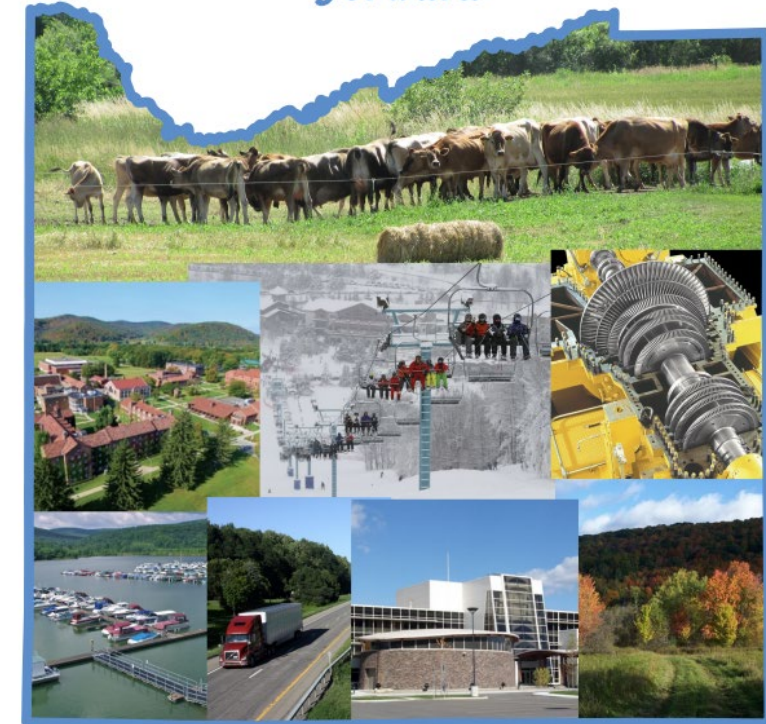
Cattaraugus County Comprehensive Plan



- **Goal 1:** Cattaraugus County will retain its vital, rural character
- **Goal 2:** Cattaraugus County will have a strong, sustainable economy where residents can support their families and their quality of life
- **Goal 3:** Cattaraugus County will preserve and promote its agricultural heritage and economy
- **Goal 4:** Cattaraugus County will promote tourism and foster local arts and cultural organizations
- **Goal 5:** Cattaraugus County will protect its important environmental assets – for both their ecological and economic value
- **Goal 6:** Cattaraugus County will restore its cities, villages, and hamlets as strong, attractive, and vital centers
- **Goal 7:** Cattaraugus County will promote a greater range of options for transportation and housing for its residents
- **Goal 8:** Cattaraugus County will promote healthy and safe communities

Vision 2025 Comprehensive Plan

*Moving
Cattaraugus County
Forward*



Village of Cattaraugus Comprehensive Plan

Key goals that support the Cattaraugus DRI:

Goal 1: To grow slowly and comfortably while protecting the overall quality of life

Goal 2: To ensure that clean, affordable housing is available to all residents

Goal 3: To expand the existing economic base and increase employment opportunities for residents

Key Recommendations:

- Preserve the historic business district to build the future
- Develop a plan to engage youth
- Improve signage throughout the village

Town of New Albion
Village of Cattaraugus
Comprehensive Plan 2017

Complete Streets Action Plan



Recommended conceptual designs include:

- Addition of a roundabout along Main Street north of the village center
- Improved crosswalks and accompanying signage on Main Street
- Curb extensions on Main Street
- Reduced speed limit of 25 MPH on Main Street
- Back-in angled-parking on Main Street
- Painted bike lanes on Main Street
- New connectivity to the extension of the Pat McGee trail, which would cross Main Street at the northern edge of the central business district



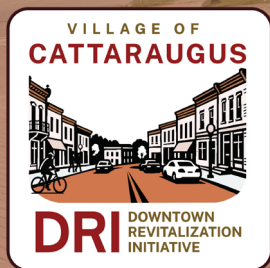
Completed Projects and Future Investments

- Revolution Rail Initiative (2025)
- RocketCup Coffee Café and Headquarters (2023)
- Crawford Hotel Restoration and Revitalization (Ongoing)

Are there any other recent projects or investments that should be considered?



Strong DRI Projects and Project Slates



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Strong DRI Projects



- Well-defined project scope
- Sponsor has demonstrated capacity to implement the project
- Evidence of strong public support for the project
- Clear community and economic benefits
- Evidence of market demand (market studies, economic assessments)
- Project is financially feasible (e.g. detailed budget, pro forma)



Moderate and Weak DRI Projects

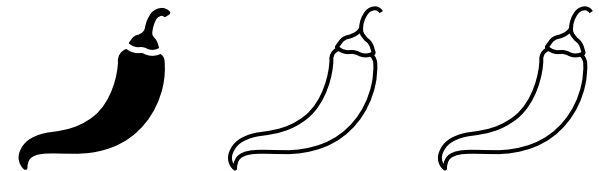
Moderate DRI Projects:

- The project is an eligible activity, but the project is still in its planning stage and its scope is still being developed
- Includes a basic cost estimate and design concepts
- Project sponsor may still be working to obtain site control or permission to undertake the project



Weak DRI Projects:

- Project is not eligible or does not have a clear scope of work
- Project sponsor does not have sufficient proof of financial backing
- Project sponsor does not have site control



Strong DRI Project Slates



- Total between \$12-\$15 million in DRI funding requests
- Removal of one project will not result in total DRI funding request of less than \$10 million.
- Proposed project list should not be prioritized: every project should be one that the LPC and community would be excited to see implemented.
- Final slate should include a mix of public, private, and nonprofit projects and a strong mix of project types.



Project Evaluation Criteria



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State Evaluation Criteria



- **State and Local Goals.** The project should be aligned with State and local goals and demonstrate strong community support, including DRI vision and goals and REDC strategies.
- **Project Readiness.** The project should be well-developed and poised to proceed in the near-term in a way that will jump start the redevelopment of the DRI area
- **Catalytic Effect.** The project is likely to have a significant positive impact on the revitalization of the downtown by attracting other public and private investment at a scale appropriate for the DRI community.
- **Co-Benefits.** The project will result in secondary benefits to both the community and project developer, beyond the primary goal of the project itself, which will generate additional economic activity, grow the local property tax base, improve quality of life in the neighborhood, and/or result in improved buildings likely to create healthier, more comfortable, and productive environments in which to live and work.
- **Cost Effectiveness.** Investment of DRI/NYF funds in the project would represent an effective and efficient use of public resources.

Local Evaluation Criteria



- Complete printed form or use the QR code to provide your input



Vision and Goals



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Feedback From LPC Meeting #1

Opportunities: Historic buildings on Main Street, tourism, compact size of the Village, access to trail systems, available spaces for housing/community centers.

Challenges: Not enough public gathering spaces, hard to retain youth, need to leave the village for essentials, road safety issues that impact walkability/accessibility, few jobs in the Village.



Public Feedback on Vision



What resonated:

- Capitalizing on the village's red-brick charm and natural beauty
- "Spark economic growth" / "create jobs"
- "Support local businesses"

Improvements and additions:

- Retaining youth
- Capturing more than just Main Street
- Focus on community/inclusiveness
- Housing



Recommended DRI Vision Statement



The Village of Cattaraugus envisions a vibrant, walkable downtown that celebrates our historic red-brick charm, natural beauty, and deep-rooted cultural heritage. By honoring our industrial rail legacy and connecting it to outdoor recreation and regional trail networks, we will create a dynamic destination for dining, lodging, and community events. This transformation will spark economic growth, expand housing options, create jobs, support our youth, and inspire a new generation of residents to call Cattaraugus home.



Are there any changes you would make to finalize the recommended DRI Vision Statement?

Public Ranking of Goals



Members of the public ranked the following as their top five goals:

1. Attract new businesses while supporting existing businesses
2. Provide more recreational and community gathering places
3. Improve access to essential services and amenities
4. Increase walkability, bikeability, and accessibility of the downtown area
5. Create and retain high quality jobs
5. Preserve cultural heritage

Equal ranking
between these

Public Feedback on Goals



Improvements and recommendations:

- Rehabilitation of empty businesses
- Streetscape improvements

Feedback on strategies and project ideas to achieve goals:

- Hotel development
- Adding/improving crosswalks
- Expanding housing options
- Gas station
- Investing in green spaces and other community centers

Recommended DRI Goals

1. Attract new businesses while supporting existing businesses
2. Provide more recreational and community gathering places
3. Improve access to essential services and affordable housing
4. Increase walkability, bikeability, and accessibility of the downtown area
5. Create and retain high quality jobs

Are there any changes you would make to finalize the recommended DRI Goals?

Revised DRI Boundary Area



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Revised DRI Boundary Area



- Extended to the north to include school property
- Extended to the south to include Memorial Drive
- Extended to the west to include railroad tracks

Are there any changes you would make to finalize the revised DRI boundary area?



Open Call for Projects



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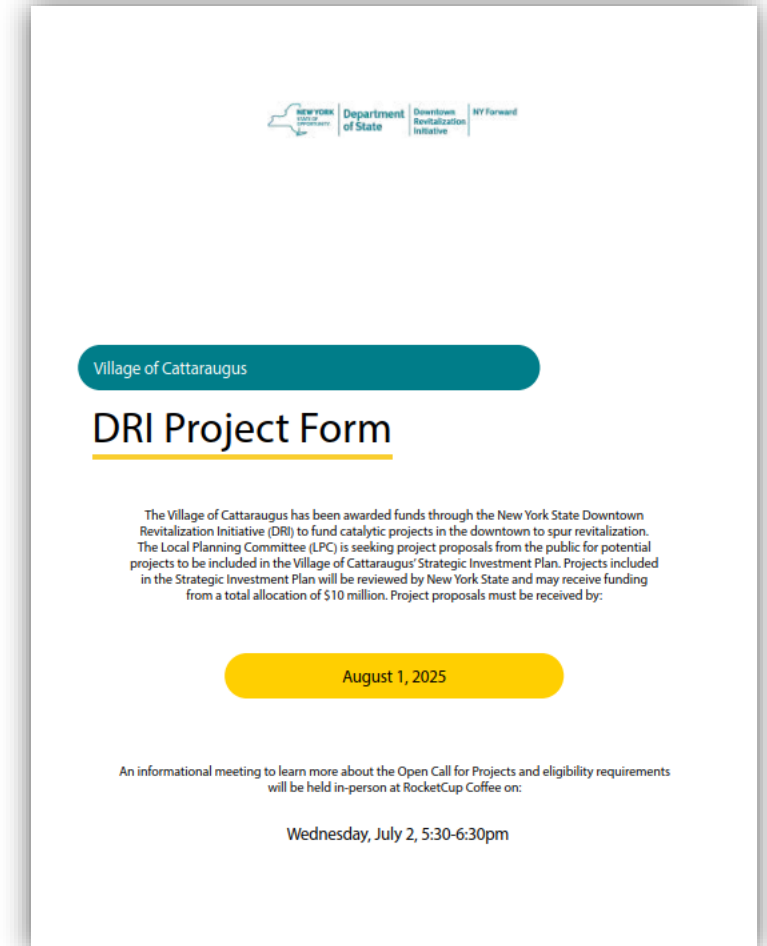
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Open Call Overview



- Open Call for Projects: July 2 to August 1
- Proposed projects must be located within or near the preliminary boundary
- Process:
 - Applicants submit a complete DRI Project Form (with assistance from consultant as needed) by July 12
 - Applicants submit a Small Project Fund Interest Form for smaller or less transformative projects
 - Technical assistance and open office hours available through the open call for projects
- More details at www.CattaraugusDRI.com



Funding Application Forms for Projects

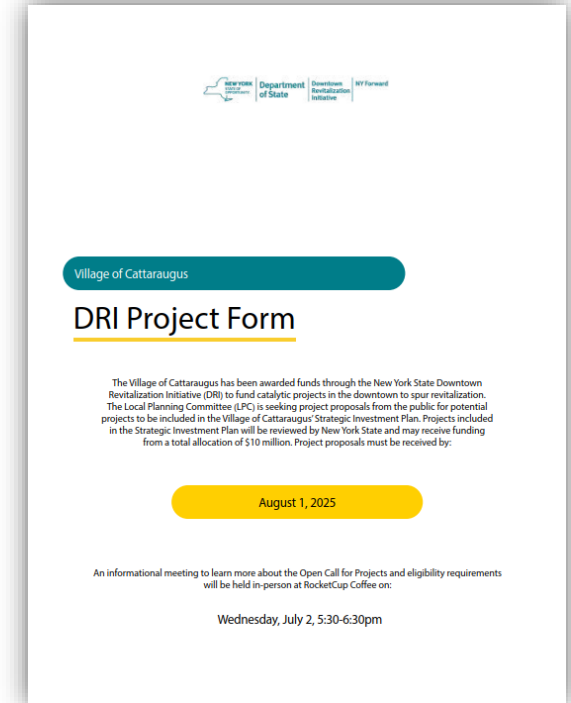


- **DRI Project Form**

- For transformational projects >\$75K in total project cost to be considered for grant funding directly from the state
- Provide as much detail as possible for project profile development

- **Small Project Fund Interest Form**

- For smaller, less transformational projects <\$75K in total project cost to be considered for grant funding through the Village of Cattaraugus (if the fund is created)
- Provide brief project description and itemized cost estimates for improvements/activities



Eligible Project Types



Public Improvement Projects

Streetscape and transportation improvements, recreational trails, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects.



New Development and/or Rehabilitation of Existing Downtown Buildings

Development and redevelopment of real property for mixed-use, commercial, multi-family residential, not-for-profit, or public uses. Development / redevelopment should result in employment opportunities, housing choices or other community services.



Small Project Grant Fund

A locally managed matching small project fund (up to \$600,000) for small downtown projects, such as façade improvements, building renovations, business assistance, or public art.



Branding and Marketing

Downtown branding and marketing projects that target residents, tourists, investors, developers and visitors.

DRI Project Requirements



Timing - must be able to break ground within 2 years and be completed in 5 years

Sponsor - must have an entity (not an individual) that agrees to undertake the project

Site Control - must have authority to undertake the project at that location

Scope - must have potential to transform the downtown area

Budget - should have a detailed budget and leverage other funding

Decarbonization - may be required to meet energy efficiency requirements

Financing - DRI is a reimbursement-based grant program, and sponsors must be able to finance all project costs prior to DRI reimbursement at project completion

Match - private projects must include a minimum 25% match (non-DRI funds)

Small Projects Fund

About

- Fund (up to \$600,000) that LPC may recommend in final slate of projects
- Demand must be demonstrated through letters of interest
- Administered by the Village with help of a consultant
- All small projects need to apply to the fund once established

Eligible Activities (LPC can limit)

- Interior and exterior building renovations for commercial and mixed-use spaces
- Upper-story residential improvements
- Business assistance: permanent commercial machinery and equipment
- Soft costs – architectural, and engineering, services, etc.

Private Match Component (LPC can increase)

- Minimum match of 25% of the total project cost on a per project basis
- Match requirements must be realized on a building-by-building basis and are calculated using the total project cost
- In-kind or volunteer services not eligible as a match

Assistance Available



- Informational meeting for prospective applicants Wednesday, July 2, 5:30 to 6:30pm at RocketCup Coffee
- Virtual information session to be scheduled during the week of July 7
- In-person open office hours TBD
- Ad-hoc technical assistance available upon request
- Questions about the Open Call for Projects? Email Bob.Gibson@wsp.com

DRI Project
Form
required for
ALL projects
to be
considered
for funding

A screenshot of a document titled "DRI Project Form". At the top, there are logos for the New York State Department of State, Downtown Revitalization Initiative, and NY Forward. Below these is a teal header bar with "Village of Cattaraugus" in white. The title "DRI Project Form" is underlined in yellow. The main text explains that the Village of Cattaraugus has been awarded funds through the New York State Downtown Revitalization Initiative (DRI) to fund catalytic projects in the downtown to spur revitalization. It states that the Local Planning Committee (LPC) is seeking project proposals from the public for potential projects to be included in the Village of Cattaraugus' Strategic Investment Plan. Projects included in the Strategic Investment Plan will be reviewed by New York State and may receive funding from a total allocation of \$10 million. Project proposals must be received by August 1, 2025. At the bottom, it mentions an informational meeting to learn more about the Open Call for Projects and eligibility requirements will be held in-person at RocketCup Coffee on Wednesday, July 2, 5:30-6:30pm.

Next Steps



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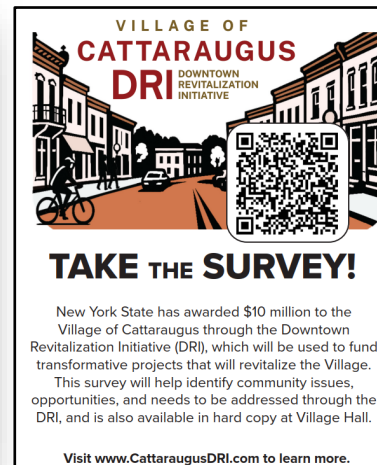
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Next Steps in Planning Process

- Initiate and promote Open Call for Projects, July 2 – August 1
- Hold Open Call informational session
 - July 2, 5:30-6:30 at RocketCup Coffee
- Promote public survey
- Plan pop-up engagement events throughout the summer
- LPC Meeting #3, August 6
 - Planning process and engagement updates
 - Downtown profile key findings
 - Proposed projects and projects to remove from consideration
 - Proposed boundary adjustment

Upcoming Engagement Opportunities

- Public survey
- Stakeholder interviews
- Public Workshop #1 online engagement activities
- Open Call for Projects engagement
- Cattaraugus DRI Website: www.CattaraugusDRI.com
- Social media “Cattaraugus Downtown Revitalization Initiative” on Facebook



Upcoming Meetings



- **July 2:** Open Call Information Meeting at RocketCup Coffee
- **August 6:** LPC Meeting #3
Initial review of proposed projects, presentation of survey results, and Downtown Profile and Assessment
- **September 6:** LPC Meeting #4
Refine proposed projects
- **October TBD:** Public Workshop #2
Feedback on proposed projects



Public Comment



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