



NY Forward

# Village of Canastota NY Forward Strategic Investment Plan

VILLAGE OF CANASTOTA, NY

CENTRAL NEW YORK REGIONAL ECONOMIC  
DEVELOPMENT COUNCIL (REDC)



JANUARY 2025

# CONTRIBUTORS

This document was developed by the Village of Canastota's Local Planning Committee as part of NY Forward and was supported by the NYS Department of State, NYS Homes and Community Renewal, Empire State Development, and NYSERDA. This document was prepared by Stantec and completed in January 2025.

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*All photos in document were taken by the consultant team, unless otherwise noted.*



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# FOREWORD

New York's downtowns are the heart and soul of our regions. With their energy, diversity, and exuberance—as well as their artistic, cultural, and historical assets—our downtowns serve as anchors and catalysts for revitalization and economic development. They epitomize what we refer to as a ‘sense of place.’

Despite having endured decades of disinvestment and decline with the advent of sprawl and de-industrialization, downtowns throughout the State are experiencing a dramatic resurgence—in large part due to support provided by the Downtown Revitalization Initiative (DRI) and NY Forward. People and businesses are once again recognizing the tremendous value downtowns offer to residents, visitors, communities, and regions. As a result, communities are creatively marketing and leveraging their unique assets and proud heritage as catalysts for a brighter, more prosperous future.

The DRI and NY Forward serve as the cornerstone of Governor Kathy Hochul’s economic development strategy. Under the leadership of New York Secretary of State Walter T Mosley, the DRI and NY Forward are effectively accelerating and expanding the revitalization of downtowns and neighborhood centers by maximizing their potential as both centers of activity and catalysts for investment. The DRI and NY Forward represent an unprecedented and innovative “plan-then-act” strategy that couples strategic planning, technical assistance, and capacity-building with immediate and ongoing project implementation. With the momentum and excitement created through the programs, communities are then better able to leverage further private and public sector investments to maintain and expand the revitalization process well beyond the completion of the DRI or NY Forward projects.

Downtowns are complex, multi-dimensional systems. As such, they require a highly collaborative, partnership-based approach to revitalization—one that integrates all the pieces of a successful community development in a holistic way. This is why the DRI and NY Forward processes employ a combination of community-based strategic planning, inter-agency project support, inter-governmental collaboration, and public/private leveraging of outside investments.

Led by the New York State Department of State (DOS), DRI and NY Forward communities benefit from partnerships with, and coordinated technical assistance provided by, New York State Homes

and Community Renewal (HCR), Empire State Development (ESD) and the New York State Energy Research and Development Authority (NYSERDA). This multi-agency effort mobilizes the full complement of resources available from state agencies, tapping into their expertise, technical assistance, and project management skills as necessary.

In the first seven rounds of the DRI and the first two rounds of NY Forward, the State invested a billion dollars in 124 downtowns ripe for revitalization to become magnets for redevelopment, business development, job creation, economic development, and housing diversity. Governor Hochul committed another \$200 million to the DRI and NY Forward in 2024, bringing the total investment for both programs to \$1.2 billion. The downtown revitalization renaissance in New York State shows no signs of slowing.

The DRI and NY Forward also present an opportunity to address two looming and challenging crises—housing and climate change.

The crisis of housing availability and affordability permeates all aspects of downtown and regional well-being. The DRI and NY Forward are an opportunity to view, plan, and develop housing within the context of the whole community, seamlessly integrated with all the other components of sustainable community development—jobs, businesses, infrastructure, public spaces, arts, culture, and entertainment. Through this process, the DRI has already invested in nearly 4500 units of housing throughout the State, over 40% of which are affordable or workforce, with many more coming online in this round.

Downtowns are inherently climate friendly. Their compact, mixed-use, and pedestrian-/bike-/transit-friendly design reduces car use and dependence, thus reducing automobile greenhouse gas emissions. And their denser concentration of population, economic activity, buildings, and industry provides fertile ground for the proliferation of renewable energy resources, energy efficiency and mass electrification of both buildings and vehicles—all to support the “de-carbonization” of our communities and the State.

Certain DRI and NY Forward projects are required to achieve a higher level of energy efficiency and renewable energy use. DOS has also forged mutually

# FOREWORD

supportive partnerships with both NYSERDA and the New York Power Authority (NYPA) to support energy-efficient projects and the siting of electric vehicle charging stations in downtowns, respectively.

These climate benefits are helping the State achieve its nation-leading climate goals contained in the State's landmark Climate Leadership and Community Protection Act of 2019 (CLCPA).

Simply put, downtowns are special places deserving of the special attention afforded them through the DRI and NY Forward. Each one is unique with its own vibe, heritage, and culture; a whole different story to tell if we listen carefully enough. Downtowns offer a place to connect, eat, shop, drink, learn, absorb, innovate, observe, and interact—a cultivator of human ingenuity and the entrepreneurial spirit. And they provide public gathering spaces that allow people of all ages, incomes, backgrounds, and abilities to interact safely

and comfortably while appreciating the diversity of downtown life

The DRI and NY Forward are accomplishing their overarching goals of promoting local and regional economic development and improving quality of life. The programs have proven to be remarkably adaptable, pivoting to both new and ongoing challenges, such as the COVID-19 pandemic, climate change, housing affordability, childcare access and affordability, workforce development, arts and culture, and socio-economic equity. In this respect, the DRI and NY Forward are even more relevant and imperative now than when the DRI program was launched eight years ago, as these programs are ready to confront further challenges and opportunities as they arise. The programs have ignited a renaissance in downtown revitalization sweeping across the entire State that shows no signs of waning.

## NY FORWARD 2 COMMUNITIES



# ► Executive Summary

Introduction | Key Observations | Community Engagement |  
Vision, Goals, & Strategies | Recommended Projects

# EXECUTIVE SUMMARY

## INTRODUCTION

Located in the center of Madison County and the Central New York region, the Village of Canastota has been shaped by a legacy of agriculture, industry, transportation, and social justice. The Village is home to the historic Erie Canal, International Boxing Hall of Fame (IBHOF), and many strong local businesses and social organizations. It is connected to a robust regional bike and trail system that attracts thousands of tourists throughout the year, and it offers multiple other recreational opportunities. These features, in addition to its quaint village atmosphere, create a quality place to live and welcoming destination for those who know about it.

Recognizing its potential, the Village of Canastota has focused several planning efforts and investments over the last few years on the revitalization of its downtown. It has made significant upgrades, improving sidewalks and adding pedestrian street lighting. The Village has secured funding to support a forthcoming sewer separation project in the heart of downtown that will increase system capacity and efficiencies. Furthermore, the Village's comprehensive plan update prioritizes planning and investment in its downtown, local housing stock, and along the Erie Canal waterfront.

The Village's potential is recognized by others. The Oneida Indian Nation plans to develop the first Upstate NY Tesla showroom and service center in addition to a new retail plaza by the New York State Thruway (I-90). The IBHOF is in the early stages of developing a 10,000 square foot new building that will bring most of the museum's programming back to this location. These and other investments will attract new visitors to the Village. Larger investments in the surrounding area, including the Micron semiconductor factory planned in Clay, NY, which is a 30-minute drive from Canastota, will also catalyze significant growth throughout the region over the coming years.

With this NY Forward (NYF) funding award, Canastota will be able to concentrate additional new investments in its downtown and embark on its next phase in realizing its economic and development potential as a revitalized canal town.

The 11 proposed projects featured in this Strategic Investment Plan (SIP) are a mix of new construction, renovation of existing buildings, and public improvements to open spaces and community infrastructure. Several work together to redefine



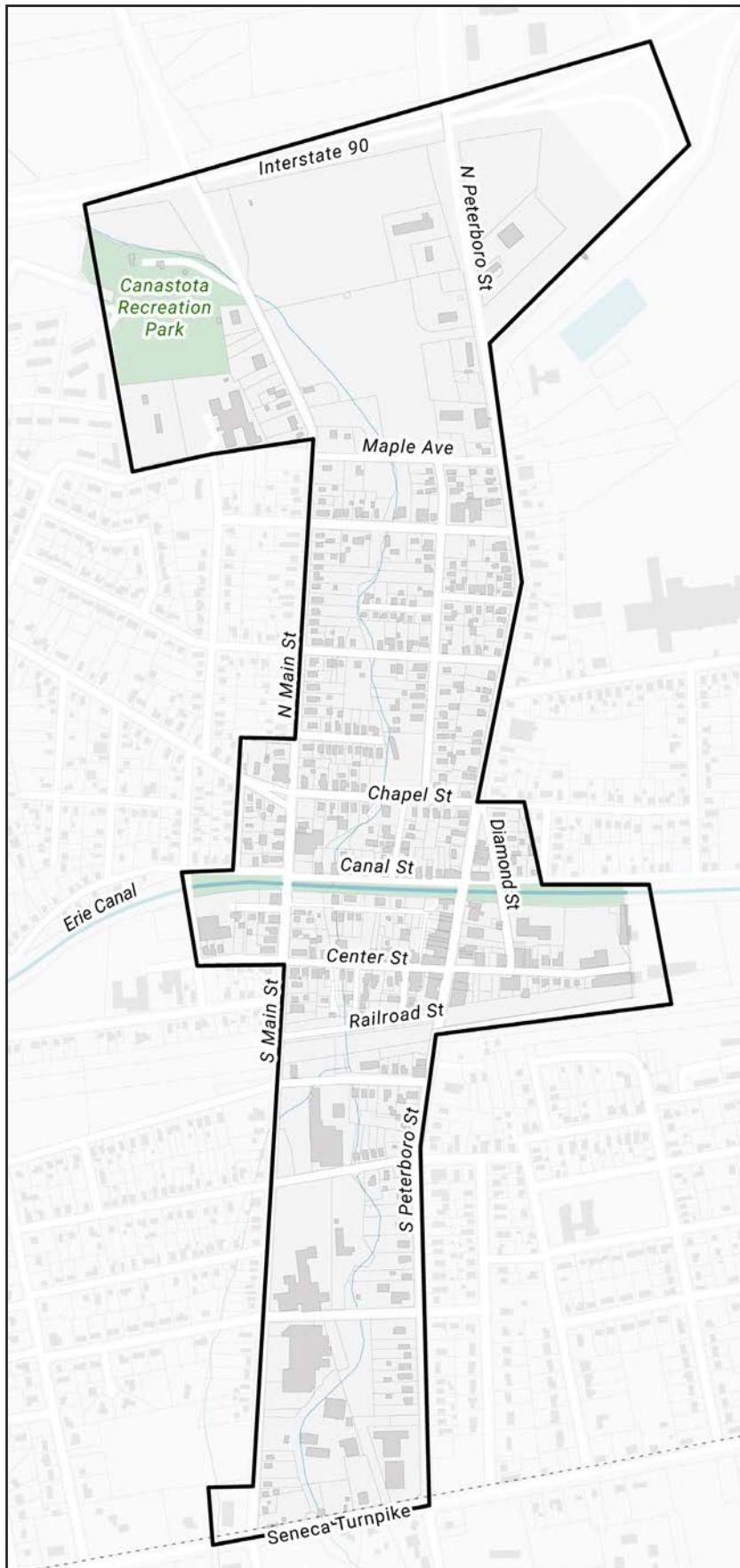
Railroad bridge gateway on Peterboro Street just south of the historic downtown area.



Bicyclist tourists visiting the historic downtown area.

the Village's canal-front area. Some support existing businesses, while others will bring new businesses to the Village. Public improvement projects will enhance existing recreational assets and create more gathering spaces that can support community events and help draw visitors to the NYF area.

# EXECUTIVE SUMMARY



## NYF Area

	NYF Area		Public Open Space
	Village Boundary		
	Parcels		
	Built Structures		
	Water		
	Streams and Creeks		

Canastota's NYF area extends between Peterboro and Main Streets from the New York State Thruway (I-90) south to the Seneca Turnpike (Route 5). It covers 0.43 square miles and includes the Village's downtown, gateways at both the north and south end, and surrounding neighborhoods. The International Boxing Hall of Fame, Canastota Canal Town Museum, Canastota Public Library, and the Village Offices are located within the area. The Erie Canal and Empire State Trail runs through the area creating an east-west axis which brings many bicyclists and snowmobilers through the Village. Peterboro Street is Canastota's primary north-south corridor along which much of the historic downtown and its businesses are clustered. Main Street is a secondary north-south corridor and serves as the western boundary of the study area. The Thruway and the Seneca Turnpike connect the Village to Chittenango, Oneida, Utica, Syracuse and beyond.



# EXECUTIVE SUMMARY

## Major Opportunities and Challenges

### OPPORTUNITIES

#### Historic Character

Peterboro Street retains an attractive historic character, despite losing several older buildings to a series of fires. The remaining brick structures create a traditional small-town “main street” feel that is appealing to residents, businesses, and visitors. Canal Street also has a variety of historic structures. Renovating and reusing them will breathe new life into the Erie Canal in Canastota.

#### Pending Future Investment

In the past two years, major announcements have been made about planned investment in Canastota. A Tesla showroom and service center at the Thruway and a new canal-side pocket neighborhood are the most notable and have the potential to attract new visitors and residents to the Village.

#### Trail Connections

The Village of Canastota’s connections to the region’s robust trail system makes it one of the more walkable and recreationally friendly communities in Central New York. The trail system enhances quality of life for residents by providing accessible outdoor activities, greater connectivity across the Village, and opportunities to connect with nature. They also attract more visitors to the downtown area of Canastota, which further supports the local businesses. Continued investment and improved wayfinding in the Village’s downtown area will increase the level of tourism and further strengthen the local economy. The cluster of proposed NYF initiatives along the canal in particular will greatly enhance the public realm experience for visitors and residents alike.

#### Thruway Access

Canastota has Madison County’s only access to the Thruway located just north of downtown. Thruway Exit 34 provides direct connections to the Central New York region and brings a variety of people to and through the Village. This makes it attractive for businesses to establish themselves and for employees to live. Thruway access brings traffic through the Village’s downtown which creates opportunities for local businesses and interest in the Village’s attractions and recreational offerings. Additional NYF investments will assist the Village

in drawing more foot traffic and visitors from “pass-through” traffic.

### A New Comprehensive Plan

The Village is in the process of writing its first comprehensive plan with assistance from Madison County. In addition to establishing a clear vision for the Village’s future, the plan focuses on revitalizing downtown, its local housing stock, and the Erie Canal. Once complete, the document will serve as a guide for future decision-making, growth, and development.

### CHALLENGES

#### Low Investment from Property Owners

Multi-use buildings provide an opportunity to add retail businesses or housing in key areas of the Village, including the downtown. While many buildings are well-maintained and tenanted, some property owners have not prioritized investment in converting their vacant spaces into retail businesses or housing. The cooperation of private property owners is essential for revitalization and transformation in the area.

#### Truck Traffic

Peterboro Street sees significant truck traffic as it provides the sole connection to the Thruway. There is no alternative route for trucks to bypass the Village. This creates significant noise pollution in the Village’s downtown which detracts from its quaint environment. Noise and traffic impact the pedestrian environment and create interruptions in the day to day activities of local businesses and residents. This may have some impact on the potential for outdoor dining or other activities, and a focus on improved soundproofing for interior spaces is likely needed.

#### Low Home Values

The Village of Canastota has lower home values than many of its neighboring municipalities as well as a lower median home value than Madison County. Low home values impact the Village’s tax revenue, reducing potential funding available for public infrastructure and community services. They can also deter homeowners from investing in repairs or renovations if they are uncertain of recovering their cost when they sell. However, low home values can also be an opportunity for people to buy into Canastota at a relatively affordable price compared to other communities and invest in the rise of the Village.

# EXECUTIVE SUMMARY

## Community Engagement Highlights

A variety of engagement methods were used throughout the NYF planning process to learn how people use downtown, identify public priorities, and get feedback on potential projects.

### LOCAL PLANNING COMMITTEE (LPC) MEETINGS

The 12 member LPC met six times throughout the process and was tasked with representing the broader Canastota community. All meetings were held at the former Red Onion storefront at the corner of S. Peterboro and Center Street. These meetings were open to the public to observe and included a public comment period at the end of each meeting. LPC members discussed and provided feedback on the vision, goals and strategies for the NYF area. They reviewed projects submitted during the Open Call for Projects to ultimately recommend a slate of projects for NYF funding consideration. They also helped promote public events and surveys to encourage participation.

### PUBLIC WORKSHOPS

The consultant team held two public workshops to share information about the planning process, gather input on the vision and goals for the NYF area, and to solicit feedback about the projects being considered for NYF funding. The first meeting was held in late May to introduce the planning process. Participants met in small groups to discuss the draft vision statement and to identify strengths, opportunities, and challenges in the Village. Top priorities identified included enhancing the canal area, elevating the Village's downtown as a destination, improving green spaces for use by multigenerations, and incorporating greater signage and wayfinding throughout the Village.

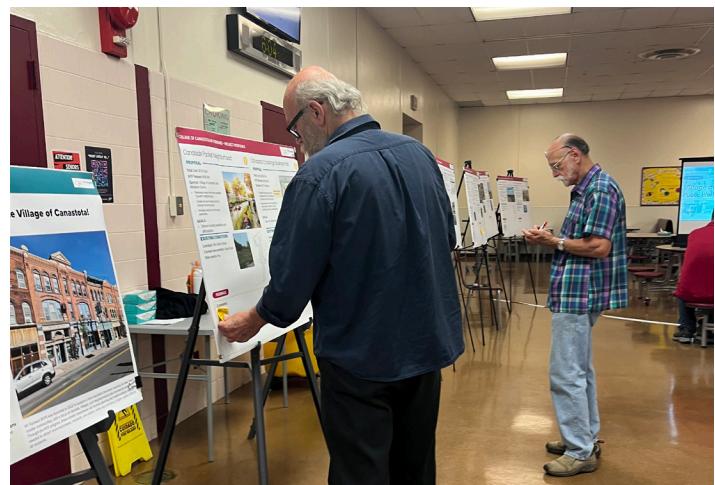
The second meeting was held in mid-September after the Open Call for projects closed. In addition to a presentation highlighting the key aspects to the potential NYF projects, a poster gallery summarizing each of them was created and put on display. After learning more about these potential projects, participants completed a worksheet to provide their feedback on each of them. Approximately 20 to 25 people attended each meeting.

### FALL FESTIVAL POP-UP EVENT

The consultant team staffed a table at Canastota's Fall Festival on a Thursday in mid-September. The event promoted the upcoming community workshop and shared information about the survey and NYF website.



Promotional flyer for the Village's Fall Festival.



Participants at the second public workshop.

# EXECUTIVE SUMMARY

## SURVEYS

Two surveys were promoted during the planning process. The first asked people how they use downtown and what improvements they would like to see. The results from the surveys were summarized and shared with the LPC. The second was released after the second public meeting to allow those who could not attend to provide feedback on the potential projects.

## NYF WEBPAGE

The Village created a NYF page on its website with a prominent link on its homepage. The page provided project information including meeting promotion, presentations and meeting summaries, the surveys, and the project schedule.

## OPEN CALL FOR PROJECTS AND OFFICE HOURS

The Open Call for project proposals ran from June 10 to July 24, 2024. The consultant team hosted office hours at the former Red Onion storefront in the Village downtown for interested project sponsors to learn more about the program, ask questions, and discuss their ideas. They also hosted a webinar that was recorded in which they presented information about the program and application requirements. Fifteen project proposals were submitted by the end of the Open Call period.



The screenshot shows the homepage of the Village of Canastota, NY website. At the top, there is a banner for 'Village of Canastota, NY'. Below the banner, a navigation menu includes links for 'HOME', 'VILLAGE NEWS', 'CALENDAR OF EVENTS', 'DEPARTMENTS', 'DOCUMENTS', 'NY FORWARD', 'COMMUNITY', and 'CONTACT INFO'. A search icon is also present. The main content area is titled 'NY Forward' and features the 'NEW YORK STATE OF OPPORTUNITY' logo. Below the logo, there is a welcome message and a table of contents. A note at the bottom states: 'This site will be updated throughout the planning process this year with information about upcoming meetings, ways to share your ideas and feedback, and past meeting summaries.' A dark blue banner at the bottom right of the content area reads 'NYF webpage on Village website.'



Participants at the first public workshop.



The first public workshop featured small group discussions about strengths and opportunities in the NYF area.



The second public workshop had a poster gallery of potential projects for the public to review and comment.

# EXECUTIVE SUMMARY

## Community Vision, Goals, and Revitalization Strategies

Based on the visioning exercises completed by community members at the first public meeting, the LPC members developed an overall vision and supporting goals for the SIP. These goals played an important role in the NYF process because they became a basis for helping LPC members ultimately determine what potential projects should be included in the final slate. Once the vision and goals were confirmed, detailed strategies were then developed to support implementation efforts. The strategies outline how to achieve the community's goals. The projects recommended for NYF funding in this SIP align with one or more goals and strategies to help Canastota reach its potential.

### CANASTOTA'S NYF VISION STATEMENT:

Canastota, an Erie Canal community with a rich history and a prime location in Central New York, strives to be a welcoming and lively downtown with popular small businesses, a variety of housing options, and attractive amenities for residents and visitors. The Village of Canastota is creating a better community for its residents and businesses by providing opportunities to ensure the future growth and prosperity of the Village for generations to come.

### NYF GOALS AND STRATEGIES:



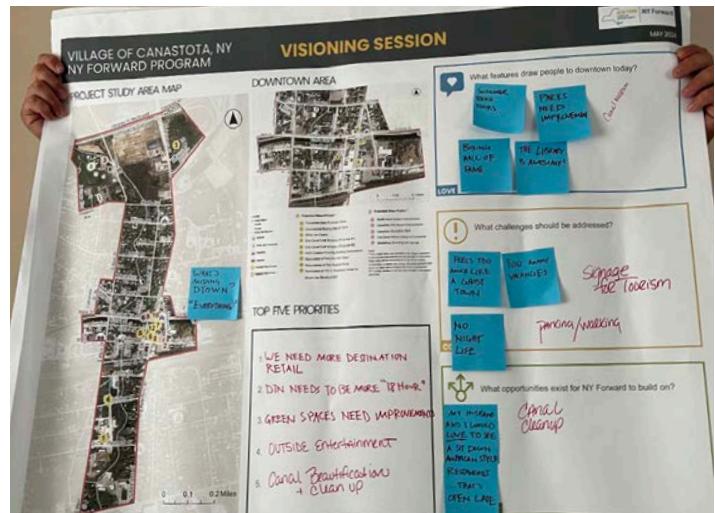
#### Spur the downtown economy

- Encourage more small businesses in and near downtown
- Add sit-down restaurants and increase outdoor dining locations
- Fill vacant storefronts with new productive uses that address local and visitor needs
- Attract high-paying jobs such as supply chain businesses for microchip manufacturing
- Revitalize Canal Street



#### Enhance quality of life for all residents

- Develop a public gathering space in downtown
- Improve pedestrian and bicycle connections to and through downtown
- Provide recreation and other amenities for families with kids of all ages and seniors



Small group discussion summary from the first public meeting.



Center Street near S. Peterboro Street.



Streetscape and local business in downtown.

# EXECUTIVE SUMMARY



## Ensure housing availability and affordability

- Fill upper floor vacancies in downtown buildings with new housing
- Add new housing within walking distance of downtown
- Modernize housing supply to support changing local and regional conditions

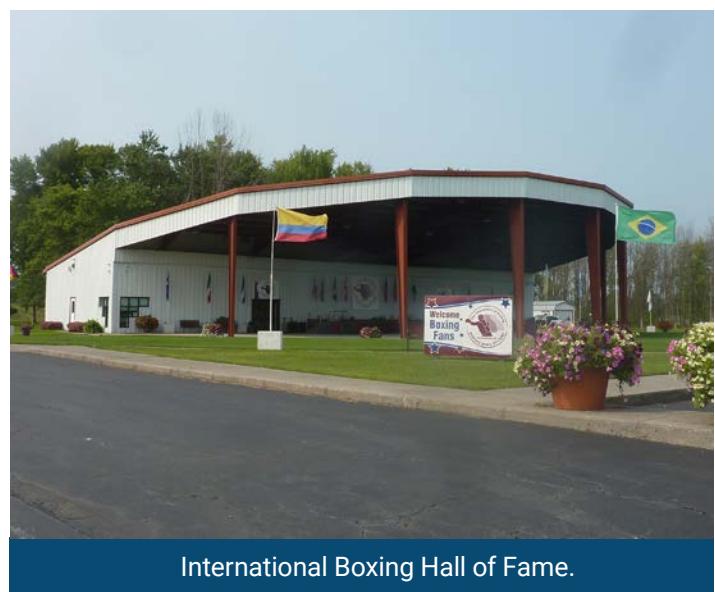


## Promote tourism opportunities

- Improve wayfinding at key gateways such as the Thruway and Seneca Turnpike
- Enhance the Erie Canal as a recreational and historic attraction
- Provide more visitor amenities in downtown
- Connect trails through downtown and the Village
- Increase canal-and-trail-related tourism



Historic buildings along Canal Street.



International Boxing Hall of Fame.



Trails bring bicyclists and other visitors through Canastota.

# EXECUTIVE SUMMARY

## Projects Recommended for NYF Funding



### 1. DEVELOP A MIXED-USE POCKET NEIGHBORHOOD WITH CAFE RETAIL SPACE & COMMUNITY AMENITIES ON ERIE CANAL

The project will construct a retail space within a new "Canalside Pocket Neighborhood," a multi-building mixed-use housing project. The total pocket neighborhood project will redevelop a vacant site one block from downtown and feature approximately 51 new units available to households at a range of income levels, retail, and community amenities. A portion of the units will be income-restricted.

**Total Project Cost:** \$21,838,000

**NYF Request:** \$500,000 (2%)



### 2. EXPAND ZEMS/PENNY'S TO CREATE NEW COMMUNITY GATHERING SPACE SOUTH OF THE CANAL

The project will create a two-acre public space in front of ZEMS/Penny's, renovate the local businesses' interiors, and add new sidewalk, a gazebo, music stage, and pavilion. The interior expansion will create more retail space and a multipurpose community space. The sidewalk improvements will facilitate greater connectivity between local trails and downtown.

**Total Project Cost:** \$319,000

**NYF Request:** \$239,000 (75%)



### 3. CONVERT VACANT CANAL STREET BUILDING INTO NYS FARM CRAFT BREWING FACILITY

The project will convert a vacant historic Erie Canal building into a NYS farm brewery and tourist destination. The renovation will involve converting the interior into a brew facility, tasting room, educational venue, and packaging facility for off-premium sales. The exterior renovations will include Erie Canal themed exteriors and outdoor dining opportunities.

**Total Project Cost:** \$825,000

**NYF Request:** \$575,000 (70%)

# EXECUTIVE SUMMARY

## Projects Recommended for NYF Funding



### 4. TRANSFORM VACANT HISTORIC FARR BUILDING INTO ERIE CANAL BREWING COMPANY TAPROOM & VILLAGE WELCOME CENTER

The project will restore an unoccupied historic building on S. Peterboro Street to a productive facility, promoting local economic growth, creating jobs, providing new downtown living options, attracting tourism, and providing event space. The taproom will feature NY craft beer, wine, and locally sourced food.

**Total Project Cost:** \$643,000

**NYF Request:** \$450,000 (70%)



### 5. RENOVATE HISTORIC BUILDING AT 138 CANAL STREET FOR COMMERCIAL USE

The project will revive one of the oldest original structures along the Erie Canal. The complete building renovation will include a new facade, front porch, walkways, and interior finishes. The first floor of the completed project will be marketed for lease to local retail or food and beverage establishments at below-market rents, attracting entrepreneurs to the location.

**Total Project Cost:** \$245,000

**NYF Request:** \$172,000 (70%)



### 6. RENOVATE CANASTOTA FIRE HOUSE FOR IMPROVED COMMUNITY USE & GREATER ACCESSIBILITY

The project will modernize the Canastota Fire House's public meeting space for ADA accessibility and enhanced energy efficiency. It includes an elevator installation and restroom renovation for ADA compliance and to allow all community members access to the second floor meeting space. Other improvements include energy-efficient window replacement, interior improvements, and exterior rehabilitation.

**Total Project Cost:** \$909,000

**NYF Request:** \$909,000 (100%)

# EXECUTIVE SUMMARY

## Projects Recommended for NYF Funding



### 7. IMPROVE EXISTING RECREATION PARK TO BETTER SERVE COMMUNITY NEEDS

The project will renovate the Village of Canastota's heavily-used Recreation Park. It will include resurfacing basketball and tennis courts, adding a pickleball court, replacing dugouts and fencing, and creating a secondary park entrance.

**Total Project Cost:** \$1,093,000

**NYF Request:** \$1,093,000 (100%)



### 8. ENHANCE NORTH CANAL STREET TO IMPROVE PUBLIC SPACE, WALKABILITY, AND RECREATIONAL OPPORTUNITIES

The project will revitalize the Erie Canal into a new Village park, incorporating streetscape improvements, Rotary Park enhancements, a canal overlook, a canal-front pavilion, water circulation features, and a boat launch.

**Total Project Cost:** \$3,558,000

**NYF Request:** \$1,706,000 (48%)



### 9. CREATE ERIE CANAL HISTORY STATION TO PROMOTE LOCAL HISTORY AND SUPPORT TOURIST AND RECREATION ACTIVITIES

The project will renovate and expand "The History Station" for educating bicyclists, visitors, and residents about the Erie Canal and the Village of Canastota. The project includes bicycle racks, water fountains, bicycle repair stations, phone charging station, information kiosks, benches, audio-visual systems, portable toilet service, fencing, permeable paving, and landscaping.

**Total Project Cost:** \$102,000

**NYF Request:** \$102,000 (100%)

# EXECUTIVE SUMMARY

## Projects Recommended for NYF Funding



### 10. EXPAND VILLAGE MARKETING & WAYFINDING TO PROMOTE LOCAL ATTRACTIONS & TOURIST OPPORTUNITIES

The project will promote Village attractions to drivers coming from the Thruway and to bicyclists and other trail users along the Empire State Trail. It includes a digital sign and gateway landscaping at Thruway Exit 34 and three local attractions signs at key trail points.

**Total Project Cost:** \$593,000

**NYF Request:** \$593,000 (100%)



### 11. ESTABLISH A SMALL PROJECT FUND FOR MIXED-USE AND COMMERCIAL PROPERTY IMPROVEMENTS

The fund will support additional projects including interior and exterior building renovations for commercial and mixed-use buildings, upper-story residential improvements in mixed-use buildings, permanent commercial machinery or equipment for businesses, and permanent public art installations.

**Total Project Cost:** \$780,000

**NYF Request:** \$600,000 (77%)



NY Forward

## Section 1

# ► **Downtown Profile and Assessment**

Introduction | Demographic Overview |  
Regional & Historic Context | Physical Setting |  
Recent Plans & Investments | Economic Trends & Opportunities

# OVERVIEW



S. Peterboro Street in downtown Canastota.

## THE VILLAGE OF CANASTOTA

### OVERVIEW

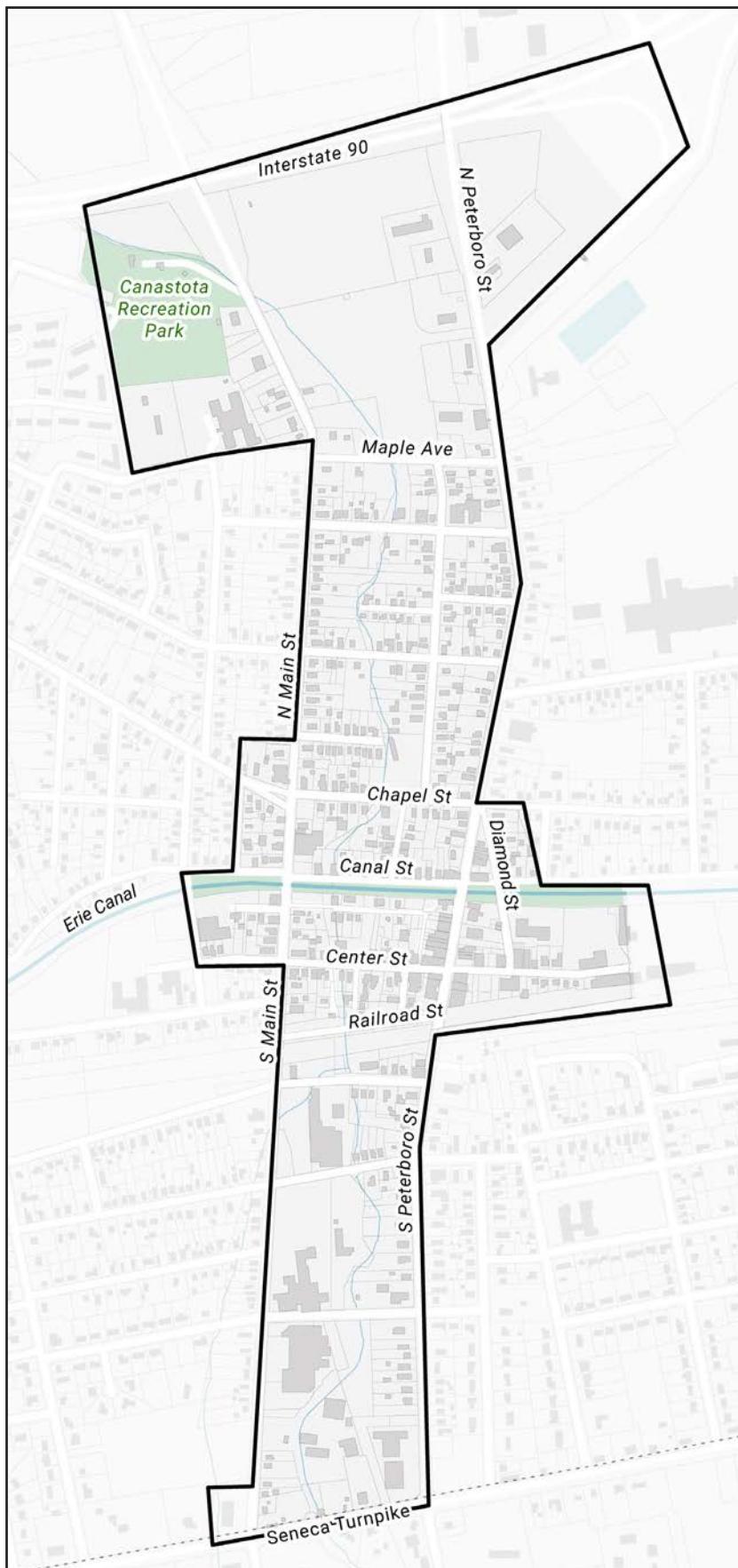
With a legacy shaped by trade and commerce catalyzed by the Erie Canal, the Village of Canastota's identity is defined by its rich industry, transportation, and social justice history.

The Village was incorporated in 1835 within the Town of Lenox in Madison County and reorganized in 1870. Today, it is home to several notable landmarks, including the historic Erie Canal, the prestigious International Boxing Hall of Fame, and a thriving community of local businesses and social organizations. The downtown also boasts direct connections to a robust regional trail system including the Empire State Trail, Lenox Rail Trail, and North Country Scenic Trail which contribute to its regional interconnectedness and recreational amenities. These features, in addition to its quaint village atmosphere and potential for economic growth, remain priorities in Canastota's vision for revitalization.

### NYF BOUNDARY DESCRIPTION

Canastota's NY Forward (NYF) area extends approximately 1.5 miles from the New York State Thruway I-90 (Thruway) south to the Seneca Turnpike (Route 5) between S. Peterboro Street and Main Street. It covers 0.43 square miles and includes the Village's downtown, gateways at both the north and south end, and surrounding neighborhoods. The International Boxing Hall of Fame, Canastota Canal Town Museum, Canastota Public Library, and the Village Offices are located within the area. The Erie Canal and Empire State Trail runs through the area creating an east-west axis which brings many bicyclists and snowmobilers through the Village. Peterboro Street is Canastota's primary north-south corridor along which much of the historic downtown and its businesses are clustered. Main Street is a secondary north-south corridor and serves as the western boundary of the study area. The Thruway and the Seneca Turnpike connect the Village to Chittenango, Oneida, Utica, Syracuse and beyond.

# NYF BOUNDARY AREA



## NYF Area

	NYF Area		Public Open Space
	Village Boundary		
	Parcels		
	Built Structures		
	Water		
	Streams and Creeks		

The boundary generally extends between Peterboro and Main Streets from the Thruway south to the Seneca Turnpike.

The Village's historic downtown core spans from Chapel Street to Railroad Street. Its location between the Erie Canal and the CSX railroad bridge reflects the role these major transportation corridors have played in the Village's development and local economy throughout its history.



# DEMOGRAPHIC OVERVIEW

## People

The Village of Canastota is home to about 4,750 people across 1,916 households. Its total population has been declining over the last decade, though at a diminishing rate which is consistent with trends in Madison County. The average household size is 2.46 people and approximately one-third of households are one-person households.

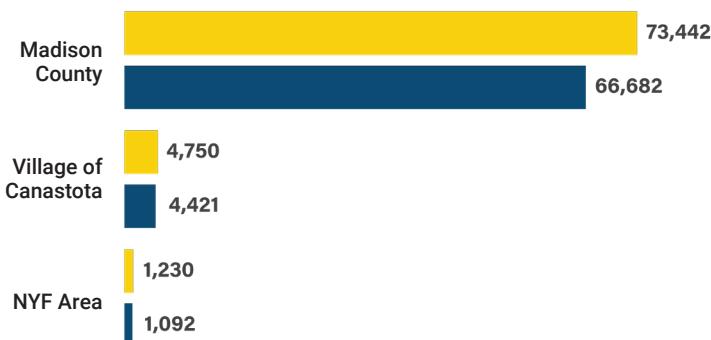
The median age of Canastota residents is 43 which is consistent with Madison County but five years older than the median age of New York State. However, there is a greater share of younger residents within the Village of Canastota and NY Forward area than in Madison County. The under 18 population makes up approximately a quarter of the Village's population (23%) and of the NY Forward area (27%), indicating that more families and young people may live closer to the Village's downtown.

The Village's population is primarily white (80.7%) with 13% of two or more races and 5.6% identifying as African American or black. About 1% of the population is Hispanic or Latino.

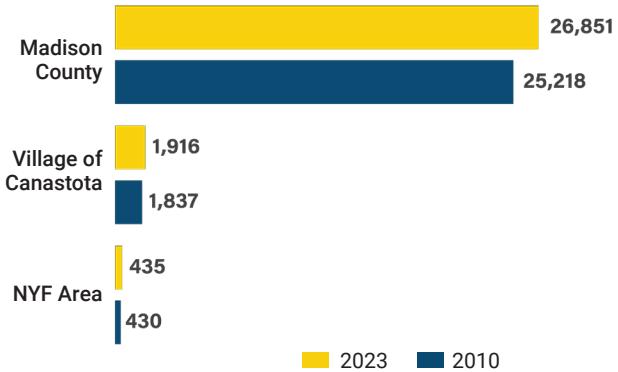
The majority of residents commute less than 25 miles outside the Village for work, while 8% live and work in the Village (Census OntheMap, 2021). About 10% of residents commute between 25 and 50 miles for work. Top work destinations for residents include Oneida, Syracuse, and Utica.

Households in Canastota and the NYF area have a median household income of \$70,000, which is comparable to Madison County but \$10,000 lower than that of New York State. Nearly all (94%) of Village residents over the age of 25 have attained at least a high school diploma and 19% possess a bachelor's degree or higher. Educational attainment within the NYF area is slightly lower with 15% having attained a bachelor's degree or higher. While levels of higher education attainment is lower than the County, the unemployment rate in Canastota is 3.3% which is lower than the County (4.1%) and significantly lower than the State (6.2%).

### Total Population



### Total Households



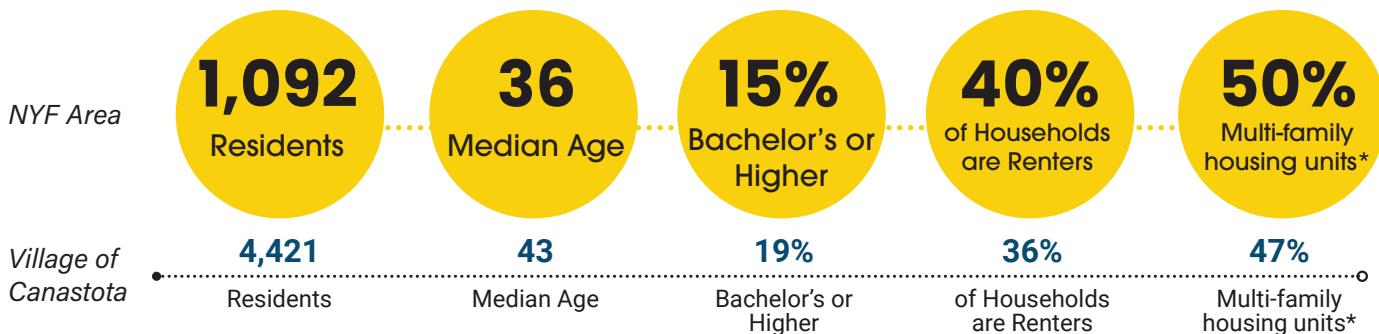
VILLAGE OF CANASTOTA HOUSEHOLDS BY TYPE AND SIZE	Percent
Non-family Households	41%
1 Person Household	31%
2+ Person Household	69%
Family Households	59%

### Household Size

**2.6**  
NYF Area  
**2.46**  
Village of Canastota

# DEMOGRAPHIC OVERVIEW

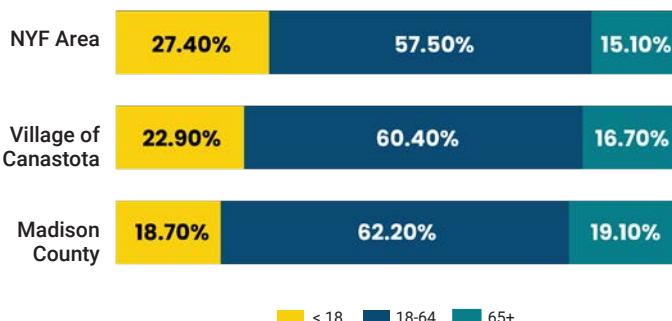
## NYF AREA COMPARED TO VILLAGE



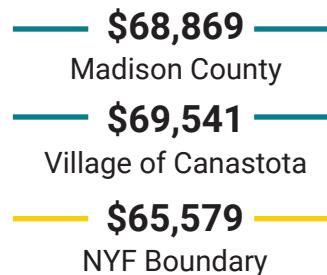
\*Multi-family housing includes two-family units and greater

## People

### Age Distribution



### Median Household Income



## Housing

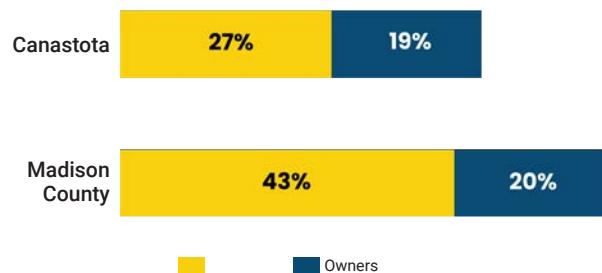
### Village Tenure



### Median Home Price



### Cost-Burdened Residents



# REGIONAL & HISTORIC CONTEXT

## The Region

Madison County, first formed in 1806 and named in honor of President James Madison, consisted of five towns: Brookfield, Cazenovia, Hamilton, DeRuyter, and Sullivan. Over the next century, its boundaries were reshaped into the geography it encompasses today which includes the City of Oneida, 15 towns, and 10 villages.

Madison County is largely a rural agricultural community located to the south of Oneida Lake between Syracuse and Utica in Central New York. This region was first occupied by the Oneida Indian Nation, one of the first five nations that make up the Iroquois Confederacy, also known as Haudenosaunee. The Oneida people remain a strong community and culture throughout the region. The Oneida Indian Nation is the largest employer in Madison and Oneida counties, employing over 4,500 people primarily at the Turning Stone Casino. Many of these workers call the Village of Canastota home.

Madison County and Canastota's early agrarian economy developed thanks to the rich wetland habitat of the Great Swamp, formerly located to the south of Oneida Lake. Drained in the early twentieth century, the fertile soils that remained created fertile "mucklands" that supported the production of onions, potatoes, and other crops, many of which

are still grown today in Madison County. The Village of Canastota played an important role in this local industry, supporting farmers and workers across 200 muck farms and providing connections to other parts of the region via the Erie Canal.



Flooded mucklands (NYS Archives Trust).



Workers tending a celery crop, c.1910.

The "mucklands" of Canastota, 1910 (NYS Archives Trust).

## HISTORIC & REGIONAL CONTEXT

# Village History

The Village of Canastota was initially inhabited by the Oneida Nation, who coined the name of the Village from the term "Kniste Stota," meaning "Cluster of pines near still waters." The area was later settled by Europeans.

Founded in 1810 by Captain Reuben Perkins, the Village of Canastota was formally established in 1835. Perkins spearheaded the construction of the remarkable Erie Canal in 1817, including a portion which traverses the Village. Running east to west from the Hudson River to Lake Erie, the Canal created new connections between New York City and upstate New York. The opening of the historic waterway brought significant economic growth and development to the Village during the mid-19th century as trade, commerce, and agriculture flourished throughout the region. The Great Fire of 1873, however, destroyed more than 35 buildings and much of downtown. Despite this destruction, the Village quickly began rebuilding in 1874 with many of the reconstructed buildings still standing today, including 64 structures listed on the National Register of Historic Places.

Today, Canastota continues to be a community that welcomes a diversity of people while honoring its rich history. The Village is known as the "Title Town" as it is the birth place of legendary boxers Carmen Basilio and Billy Backus, and is now home to the International Boxing Hall of Fame. The Village hosts induction weekend each June, featuring the "Parade of Champions" on historic Peterboro Street to honor boxing's latest legends. The event attracts tens of thousands of spectators from around the world each year.



## Village of Canastota, 1859 (Old Maps).



## Erie Canal, looking east from Main Street 1910 (The Erie Canal).



## Parade of Champions (International Boxing Hall of Fame).

# PHYSICAL SETTING

## Physical Setting

### INTRODUCTION

Located within the Town of Lenox, the Village of Canastota's Central New York location has made it an ideal location for agriculture, industry, transportation, and social justice – elements that have shaped its development and evolution over time. The construction of the Erie Canal through the Village's center spurred the downtown's development and establishment of the Village as a center of commerce and community throughout the 19th century. Its main streets are lined with a variety of mixed-use, residential, and institutional buildings with brick facades and other features reflective of 19th century Italianate and Queen Anne architectural styles.

The NYF area features small businesses, single-family and small multifamily residences, community amenities, and vacant lots along mid-size blocks in and around the Village's downtown core with newer and larger commercial and industrial development towards the Village's northern and southern boundaries. Residential neighborhoods with larger lots and block sizes surround downtown. Rich agricultural lands surround the Village, making Canastota an essential service center for many of the area's rural residents.

Today the Erie Canalway Trail, a key segment of the Empire State Trail, is a popular route for bicyclists and others. Additional local trails include the North Country Scenic Trail, Lenox Rail Trail, and Link Trail. Oneida Lake, Sylvan Beach, and Verona Beach provide other recreational destinations just north of the Village.

Route 13 connects the Village to these destinations as well as the Thruway and the Seneca Turnpike. Canastota is the only location in Madison County with a Thruway exit (Exit 34) which provides easy access to Syracuse, Utica, Hamilton, Oneida, and surrounding areas.

### DOWNTOWN BUSINESSES

The Village of Canastota's NYF area encompasses much of its commercial districts and includes 91 businesses located in and around the Village's downtown as well as towards the north and south NYF area boundaries. These businesses make up 63% of the Village's total businesses. Services and retail trade are the majority business types represented, with 40% and 21% of businesses falling in these two



Erie Canal.

categories, respectively. Government and finance, insurance, and real estate related businesses make up about 22% of NYF area businesses.

### CULTURE & ATTRACTIONS

#### International Boxing Hall of Fame

The International Boxing Hall of Fame is an anchor institution within the Village, attracting visitors from all over the world. Every June, famous boxers and their fans descend upon the Village of Canastota for induction weekend and the "Parade of Champions" - an hour and a half long parade that proceeds down Peterboro Street. Tens of thousands of spectators attend the festivities each year.

#### Erie Canal

A one and a half mile segment of the Historic Erie Canal traverses the Village along the south side of Canal Street. It is paralleled by the Erie Canalway Trail, a 360 mile trail that runs between Buffalo and Albany. The Canal's unique history and role in the Village's development combined with its recreational amenities attracts residents and visitors throughout the year.

#### Canal Town Museum

Located at 121 Canal Street, next to the Erie Canal, the Canal Town Museum houses memorabilia, art, and other exhibits that document the history of Canastota and the Erie Canal. It offers a variety of events, tours, and "Canalside Talks" throughout the year to residents and visitors.

# PHYSICAL SETTING

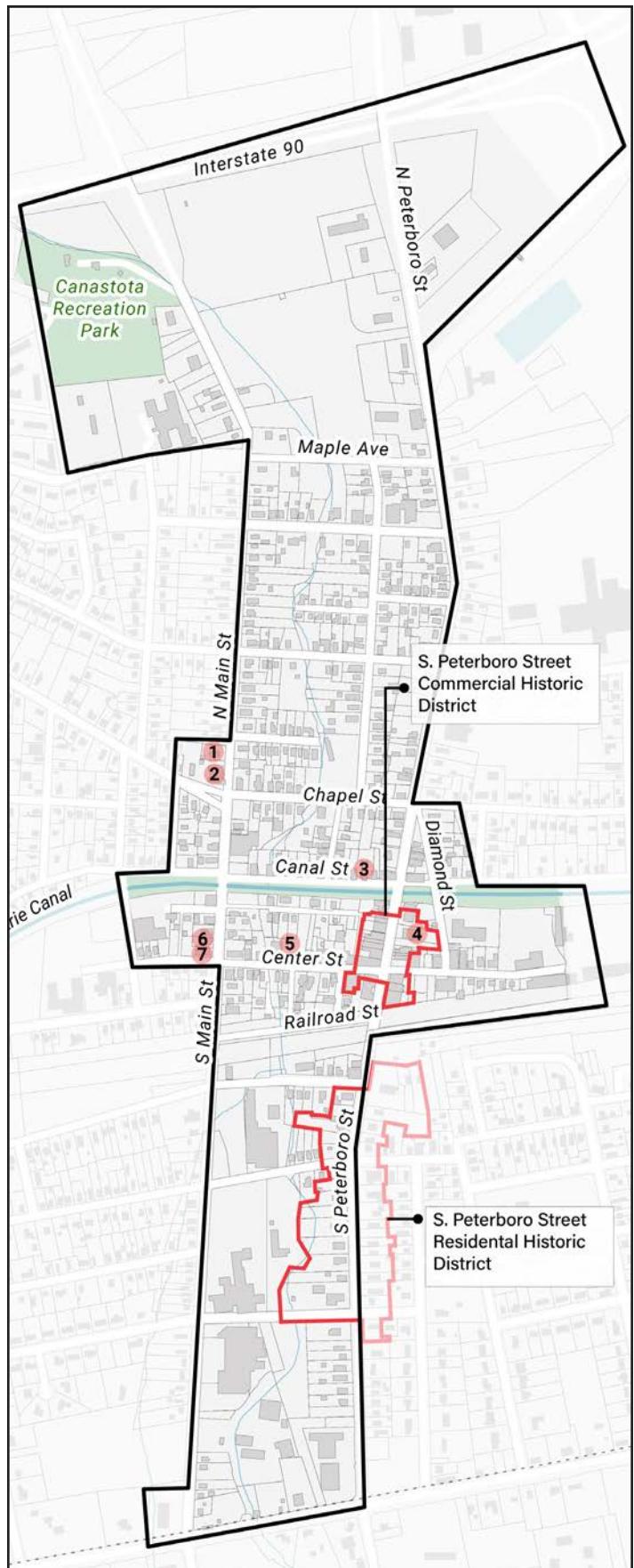
## THE VILLAGE'S HISTORIC DISTRICT & ARCHITECTURE

Canastota's architectural heritage is an asset to the NYF area. The South Peterboro Street Commercial Historic District, listed on the National Register in 1986, contains 20 buildings across 3 acres from the late 19th and early 20th centuries. The district spans the Village's downtown and historic core, including a two-block section of S. Peterboro Street and the south side of a small portion of Center Street. Most of the buildings are two and three story attached brick structures set close to the street. They exhibit a variety of late 19th century picturesque architectural styles and early 20th century classically inspired styles. The combination of historic ground floor commercial uses with residential on upper floors has largely been maintained with some street level facades receiving modernization. The U.S. Post Office, Canastota Public Library, Greystone Castle, United Church, Peterboro Street Elementary, and Canal Town Museum are individually listed buildings on the National Register.

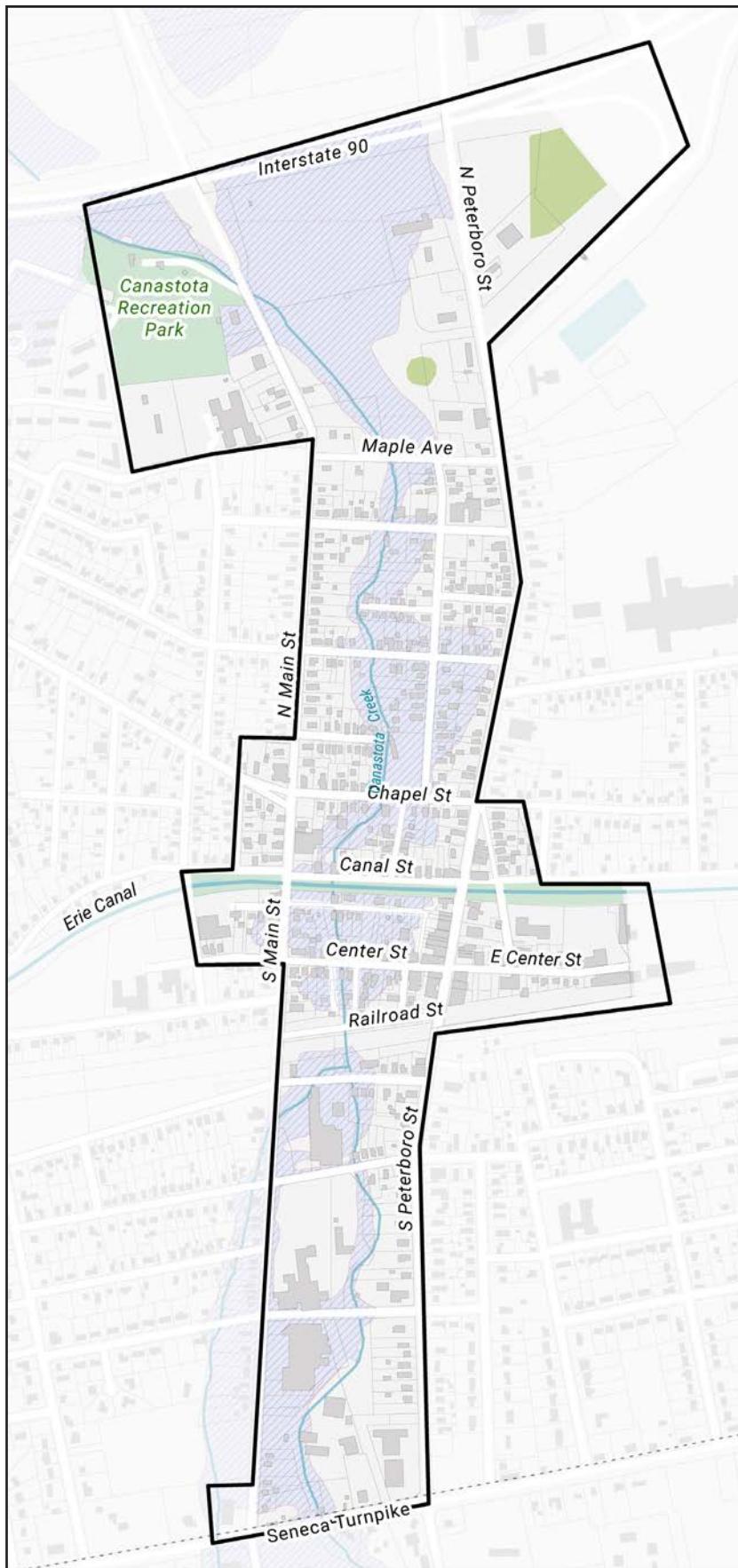
The eight-acre South Peterboro Street Residential Historic District, which was also listed on the National Register of Historic Places in 1986, includes properties along a two-block section of S. Peterboro Street and on the south side of Terrance Avenue. It contains 32 properties built between 1850 and 1930 that exhibit Greek Revival, Italianate, Queen Anne and Colonial Revival. The buildings feature fine detailing and craftsmanship that reflect the prestige of S. Peterboro Street as one of the Village's most fashionable residential enclaves in the 19th and early 20th centuries.

### Legend - Historic Resources

	NYF Area
	Village Boundary
	Built Structures
	Historic District
	Water
	Historic Sites
<hr/>	
<i>Registered Historic Sites</i>	
1. House at 205 North Main Street	
2. Greystone Castle	
3. Canal Town Museum	
4. U.S. Post Office - Canastota	
5. United Church of Canastota	
6. House at 115 South Main Street	
7. Canastota Public Library	



# PHYSICAL SETTING



## Legend

NYF Area	Floodplain
Village Boundary	Wetlands
Parcels	
Built Structures	
Water	
Streams and Creeks	

## ENVIRONMENTAL CONTEXT

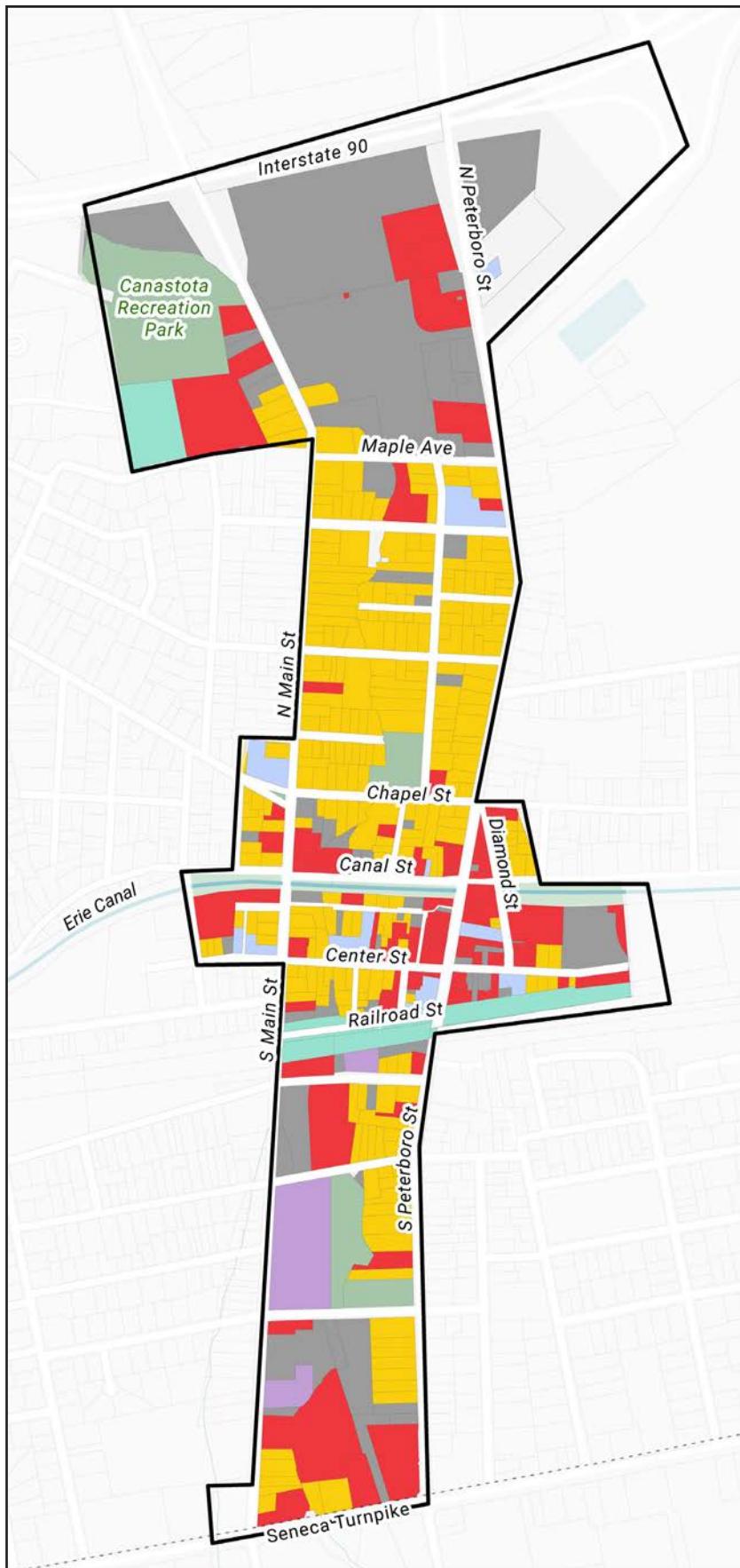
Canastota Creek is the most notable natural feature in the NYF area. It is located between Main Street and Peterboro Street in the NYF Area, where some segments are channelized and others have been buried in underground culverts. The neighborhoods adjacent to the creek are within a 100-year flood hazard zone, but it does not extend to Peterboro Street. Only two wetland areas exist in the north of the NYF area and do not pose significant impact to existing or anticipated development within the NYF area.

Because the NYF area is mostly built out, there are no identified significant natural communities or rare plant and animal species located within it. Areas to the south, southeast, and north of the Village are listed as locations in the vicinity of plants and animals listed as endangered or threatened by NYS Department of Conservation (DEC).

0 0.1 0.2 Miles



# PHYSICAL SETTING



## Legend

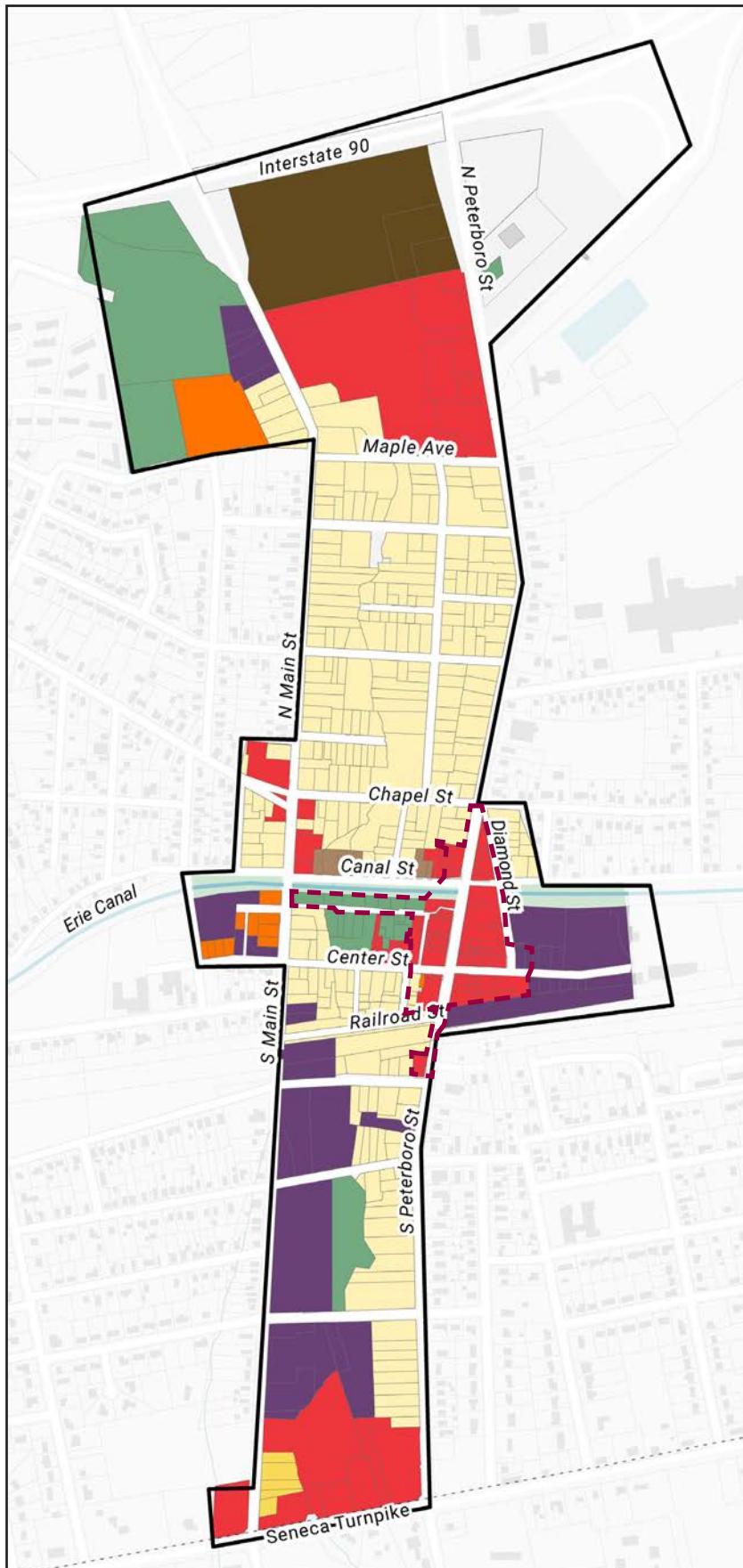
NYF Area	Public Services
Village Boundary	Recreation
Residential	Vacant
Commercial	
Industrial	
Community Services	

## LAND USE

Land use across the NYF Area is a mix of residential, commercial, industrial, and recreational. This mix of uses is well-suited to the types of projects recommended for NYF funding. Many of the commercial parcels in the downtown core also include housing on upper floors. Larger commercial parcels are located to the north and south of the NYF area. Several vacant parcels also exist within the Village and NYF area, with smaller more constrained parcels close to the Village center and larger vacant sites to the north and south, close to the Thruway and the Seneca Turnpike. The distribution of land uses throughout the NYF area provide a strong foundation for future growth and revitalization.



# PHYSICAL SETTING



## Legend

NYF Area	AG- Agricultural District
Village Boundary	DD- Downtown District
R1- Residential 1 District	
R2- Residential 2 District	
RM- Multiple Residential District	
CM- Commercial District	
HP- Historic Preservation District	
IN- Industrial District	
PD- Planned Development District	

## ZONING

Existing zoning is generally suitable for the projects recommended for NYF funding, especially after two recent changes. The newest additions to the Village's Zoning Ordinance include a Downtown District (DD) and Mixed-Use Industrial Residential District (MIR) to promote greater mixed-use development. The MIR is intended to facilitate redevelopment along the Erie Canal just west of the NYF area.

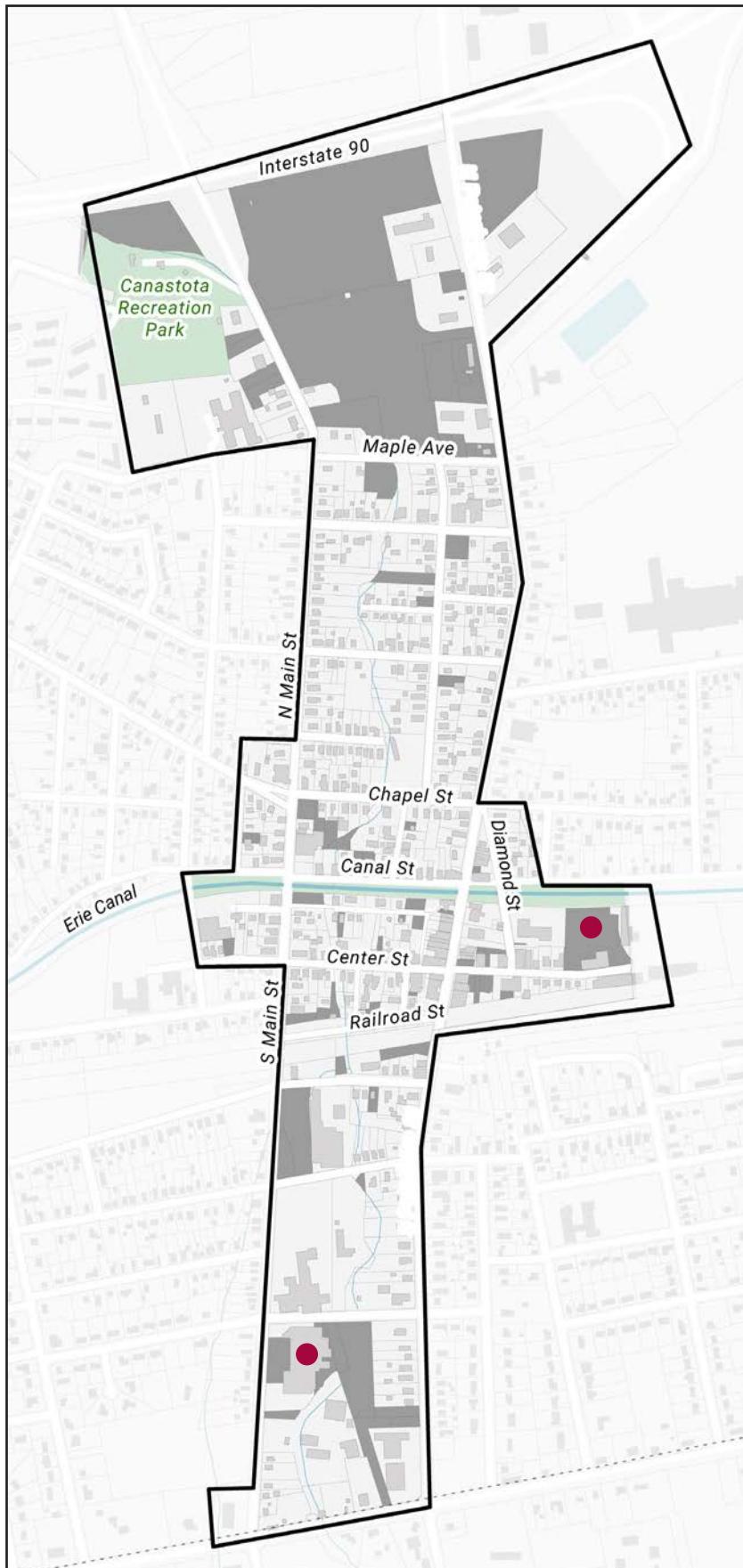
The Village's Commercial District allows for most commercial uses while the DD places a greater emphasis on retail sales and service businesses that fit the historic and community character of this area of downtown. The Historic Preservation District (HP) also allows for retail, personal service, and office businesses by right, but is additionally regulated by an architectural control process. Two-family dwellings are permitted in the Residential 2 (R2), Multiple Residential (RM), and Agricultural (AG) districts. Multi-family dwellings greater than two units are only permitted as-of-right in the RM and DD district and by special permit in the MIR. Studio apartments are permitted by right in RM and HP districts and by special permit as second story apartments in R2, Commercial District (CM), and DD.

The existing zoning in the NYF area allows for a mix of land uses and development styles that can foster a vibrant, walkable Village center with amenities and services that appeal to residents and visitors.

0 0.1 0.2 Miles



# PHYSICAL SETTING



## Legend

- NYF Area
- Village Boundary
- Built Structures
- Vacant Lots
- Remediated Brownfield Site

## VACANT & UNDERUTILIZED PARCELS

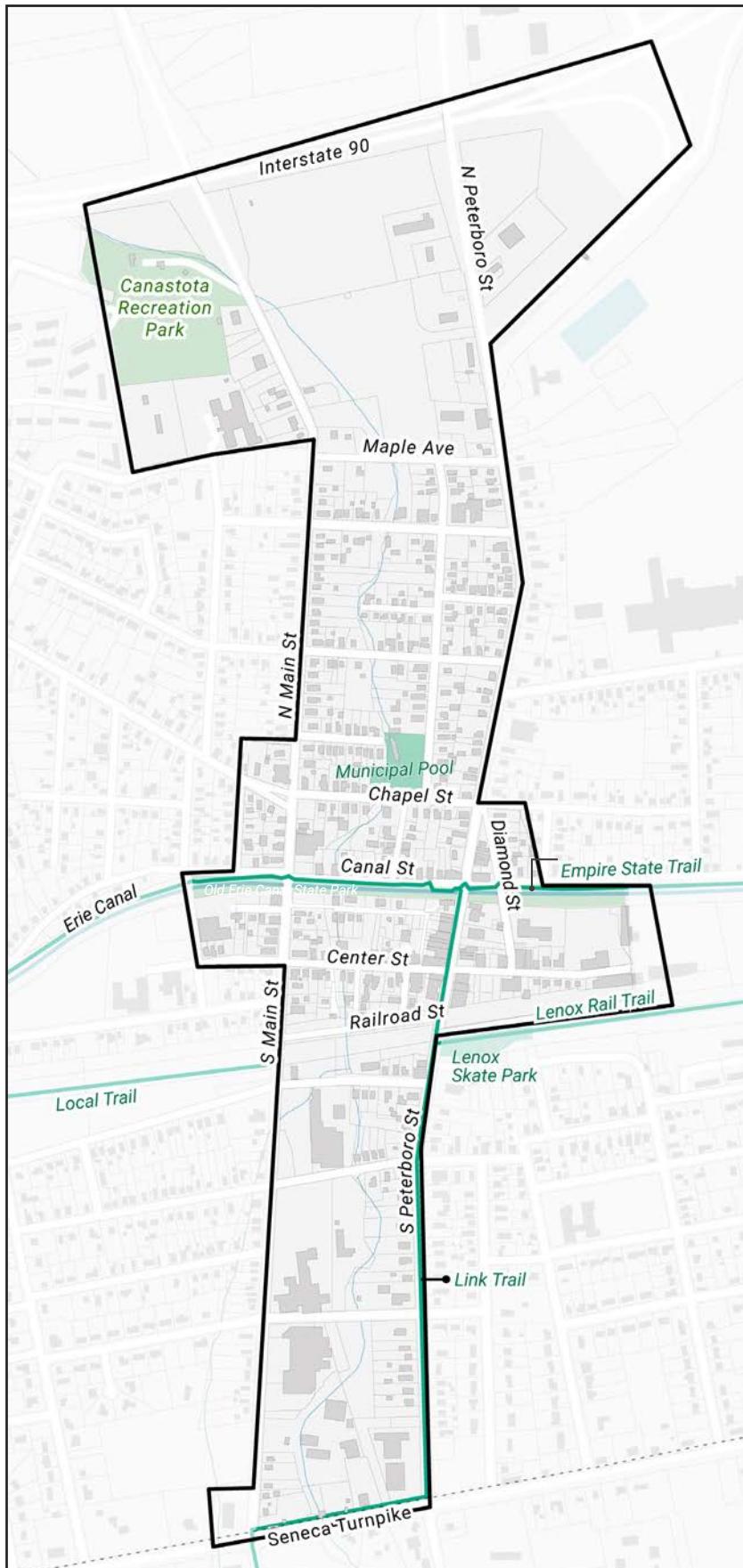
While the NYF area is mostly built-out, it does have several vacant parcels. The largest vacant parcels are located by the Thruway and along South Main Street south of the railroad bridge. Smaller vacant parcels are scattered through the NYF Area.

Two of these vacant parcels are remediated brownfield sites. The 4.25 acre Diemolding Corporation site at 125 Rasbach Street concluded voluntary cleanup in 2001. The Madison County-owned 2.56 acre site at 160 Center Street completed remediation through the DEC Brownfield Cleanup Program. Redevelopment plans will transform the vacant site into a canal-side pocket neighborhood that includes a variety of housing types, retail, and community amenities. The project is seeking funding through NYF and other NYS grant programs to support its development.

Future development plans are also underway for vacant parcels at the Thruway. In 2023, the Oneida Nation announced plans to develop a Tesla sales and service center and a Maple Leaf Market (a gas station and convenience store). These projects are expected to break ground in 2025.



# PHYSICAL SETTING



## Legend

- NYF Area
- Village Boundary
- Parks
- Municipal Pool
- Trail

## PUBLIC OPEN SPACE

The NYF area contains two important recreation assets maintained by the Town. The Recreation Park has sports fields used by a variety of leagues, and the Municipal Pool attracts swimmers in the summer months. The Canastota Recreation Commission, which includes the Town of Lenox, oversees the Recreation Park and Municipal Pool. The Village has identified a need for more recreational fields to serve residents as well as surrounding towns.

A segment of the Old Erie Canal State Park runs through Canastota's NYF area offering additional State-managed open space adjacent to the canal. Other active recreational assets include the Lenox Skate Park, located just outside the NYF area, and Canastota's elementary and high school playing fields.

A series of recreational trails that cross through the Village creates an opportunity to link recreational opportunities and improve accessibility of these amenities for residents. The Empire State Trail, North Country Scenic Trail, NYS Office of Parks, Recreation and Historic Preservation (OPRHP) funded Snowmobile Trail, Lenox Rail Trail, and Link Trail connect the Village to the greater regional system, providing numerous walking, running, and cycling trails that also help to make the Village one of the more walkable and recreationally friendly communities in Central New York.



# PHYSICAL SETTING

## PUBLIC PARKS & OPEN SPACE

### Canastota Recreation Park

Canastota Recreation Park, located on Main Street near the Thruway, is the largest recreational open space and has four ballfields, two basketball courts, and a tennis court that serve the community and various youth sports leagues throughout the year. The facilities are well-used but aging and in need of repair or replacement.



Canastota Recreation Park.

### Canastota Municipal Pool

The Canastota Municipal Pool is located on the corner of Chapel Street and Spencer Street and open June through August. It serves as a popular community recreation space during the summer, offering children and adults a place to cool off, exercise, and play. Swimming lessons are offered throughout the week for all ages.



Canastota Municipal Pool.

### Old Erie Canal State Park

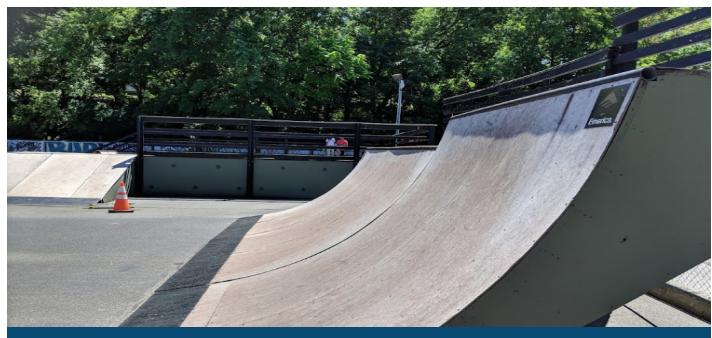
The Old Erie Canal State Park is a 36-mile stretch of the Erie Canal which has been designated a National Recreational Trail by the National Parks Service. It contains the Empire State Trail and runs along the canal through Canastota between DeWitt and Rome. It is a popular bicyclist and snowmobiler route that brings many visitors through the Village.



Old Erie Canal State Park.

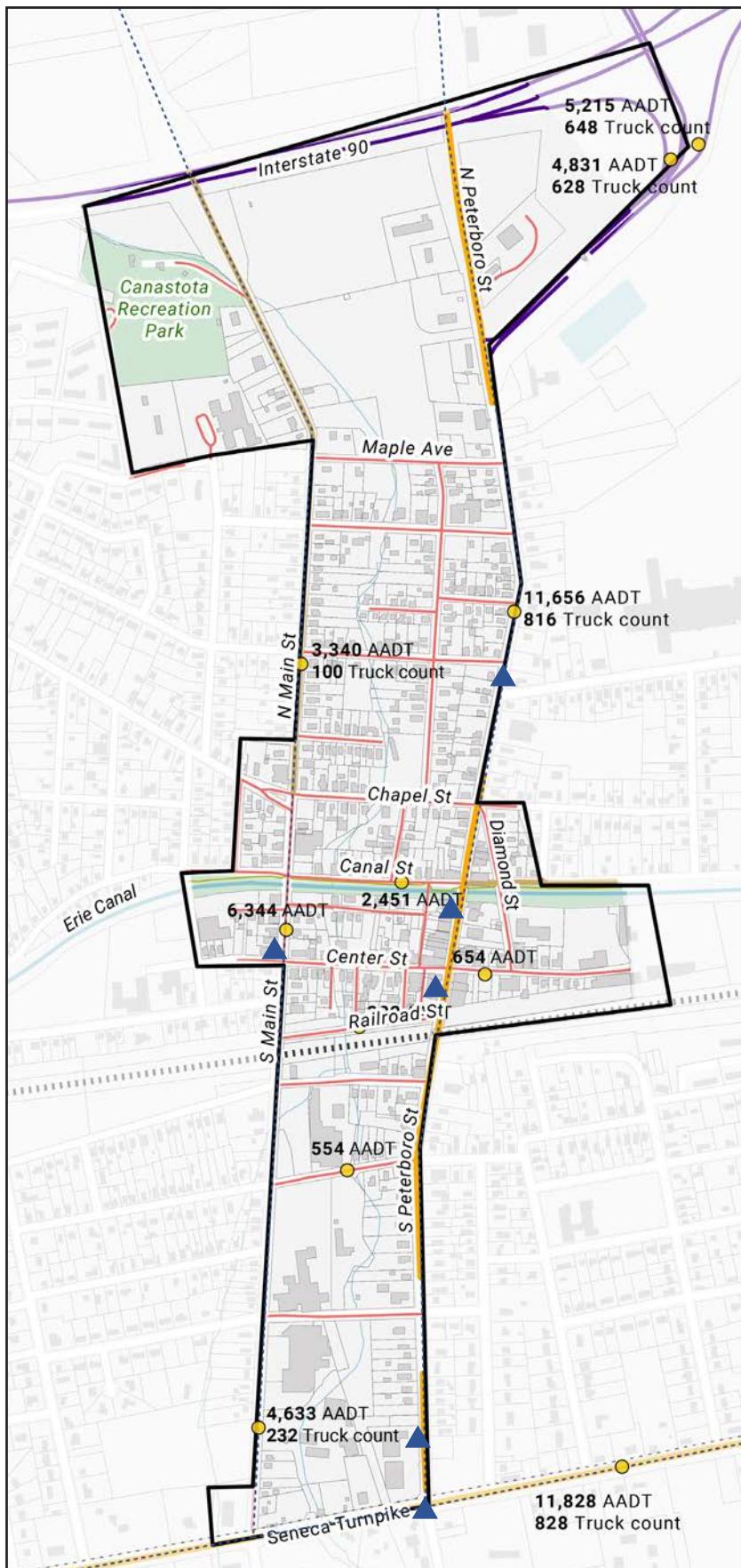
### Lenox Skate Park

Built by local skaters and volunteers, the Lenox Skate Park offers skateboarders, BMX riders, scooter enthusiasts, and other riders a "wheel friendly" playground in downtown Canastota. The park offers options for a variety of skill levels and hosts various events throughout the season.



Lenox Skate Park.

# PHYSICAL SETTING



## Legend

NYF Area	Railroad
Village Boundary	--- Village Street
NYS Thruway (I-90)	
State Route	
County Road	
MTS Bus Stop	
MTS Bus Route	

## TRANSPORTATION

Canastota has been a transportation hub throughout its history, from trade on the Erie Canal in the 19th century to vehicle traffic on the Thruway today. The Village has the only Thruway access in Madison County (Exit 34), making it well-connected to the region and a place that many people pass through daily. Peterboro Street (State Route 13) and Main Street serve as the two primary north - south corridors through the Village and NYF Area. Canal Street, Center Street, and Railroad Street are downtown's east-west connector streets.

As the County's only access to the Thruway, Peterboro Street sees significant truck traffic. Traffic counts indicate about 7% of vehicles are trucks, many serving farms and industrial uses throughout the County. Main Street sees significantly less travel, about 30-40% of volumes on Peterboro Street.

The Madison Transit System (MTS) offers regular public bus service Monday through Friday between Hamilton, Bridgeport, Chittenango, Canastota, and Bouckville. The Oneida Loop-Canastota Extension offers bus service between Oneida and Canastota via Wampsville throughout the day on Thursdays. This route includes several stops in Canastota, but service is infrequent.



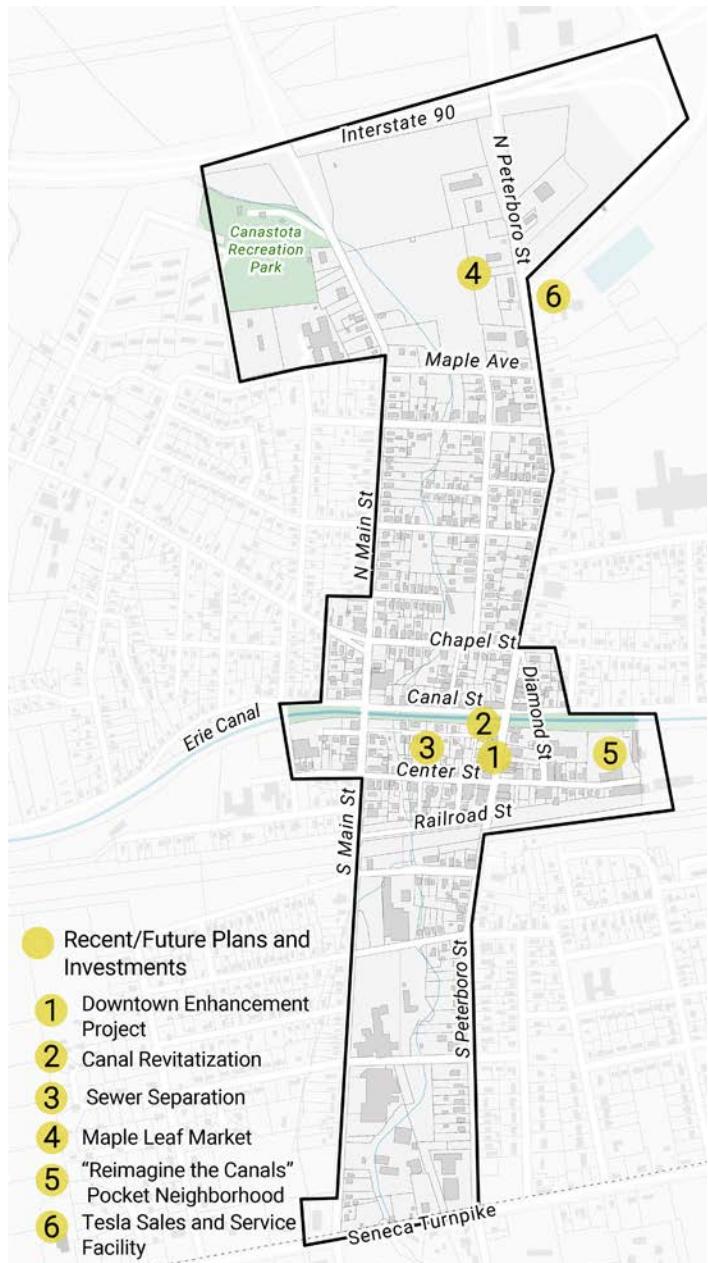
# RECENT PLANS & INVESTMENTS

## Recent Plans & Investments

### OVERVIEW

The Village of Canastota has completed several planning efforts that focus on the revitalization of its downtown. It is currently in the process of updating its comprehensive plan in which the Village is prioritizing the downtown, housing, and Erie Canal as key areas to invest in. These planning efforts have led to significant investments in the downtown area. The Village also secured funding through several different grants in recent years to support significant upgrades to its downtown infrastructure, including sidewalk improvements and new energy-efficient street lighting. Most recently, the Village secured funding to support a forthcoming sewer separation project on South Canal Street, Commerce Street, State Street, and a portion of Center Street. In the summer of 2023, the Oneida Indian Nation announced plans to develop the first Tesla showroom and service center in Upstate NY near Thruway Exit 34. A new Maple Leaf Market and retail plaza has also been proposed as a part of the project. Finally, the International Boxing Hall of Fame is currently planning for a 10,000 square foot new building that would bring most of its programming back to Canastota. When completed, all of this investment will attract significant new visitors to the Village.

The table on the next page lists the recent and ongoing planning efforts and investments in the Village of Canastota, as well as future projects that are likely to impact the Village.



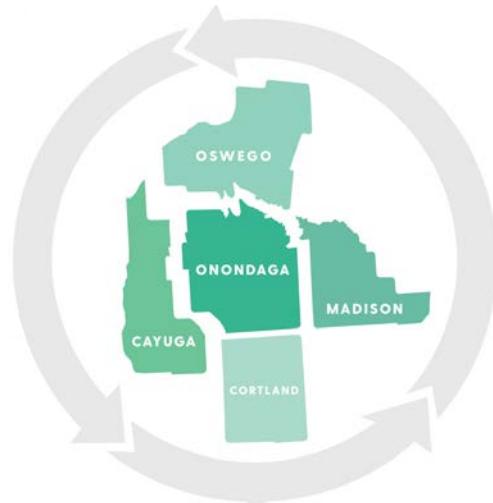
## RECENT PLANS & INVESTMENTS

YEAR	PROJECT NAME	PROJECT TYPE	DESCRIPTION	COST	FUNDING SOURCE
2016	Downtown Enhancement Project (#1 on map above)	Public	Funding supported the replacement of street lighting to help bolster the walkability of the downtown as well as sidewalk improvements from Canal Street to Railroad Street to increase safety and ADA accessibility.	\$770,481	TEP/TAP
2017	Erie Canalway	Public	Funding to support Tour the Towpath initiatives that enhance recreation and tourism along the Erie Canal and its waterfront.	\$3,000	Erie Canalway Grant
2017	Barlow Street Redevelopment	Public	Funded the clean up an environmental brownfield that sat vacant for close to two decades and established the Village's only remaining manufacturing plant	\$1,685,000	Restore NY
2018	Dutchland Plastics	Private	Enhancement of the Dutchland Plastics site, building upon the Barlow Street Redevelopment Project	\$750,000	CDBG
2019-2021	Street lighting and charging stations	Public	Multiple projects ranging from complete replacement of street lighting to more energy efficient LED lighting. Funding was supported the installation of 2 EV charging units	\$83,000	NYSERDA
2020	Canal Revitalization (#2 on map above)	Public	Supports advancement of the Old Erie Canal Local Waterfront Revitalization Program through infrastructure improvements to increase public waterfront access, boating and fishing amenities, walkability, economic development, and tourism.	\$60,000	DOS
2023	Sewer Separation (#3 on map above)	Public	Sewer separation project that is proposed to be completed on South Canal Street, Commerce Street, State Street, and a portion of Center Street. The project will separate the Village's combined wastewater and stormwater line into two separate lines to reduce overflows. Reconstruction to begin in 2025 or 2026.	\$1,736,000	EPA Grant, Village of Canastota
Ongoing	Comprehensive Plan	Public	The Village is in the process of updating its Comprehensive Plan in partnership with the Madison County Planning Department	N/A	Madison County Planning Department
Future	Maple Leaf Market (#4 on map above)	Private	Replacement of Oneida Indian Nation's service station with a full-scale travel plaza	TBD	Oneida Indian Nation
Future	"Reimagine the Canals" Pocket Neighborhood (#5 on map above)	Public	The development of a new canal-side pocket neighborhood that features approximately 40 new housing units, some mixed-use, and public amenities	\$15,000,000	Madison County, Village of Canastota
Future	Tesla Sales and Service Facility (#6 on map above)	Private	Tesla plans to construct a 25,000 square foot showroom and service at the Thruway access facility in Canastota	TBD	Tesla

# REDC STRATEGIES

## NYF Goals Alignment with Regional Economic Development Council Priorities

The Central New York Regional Economic Development Council (CNYREDC) released their latest strategic plan, *The CNY Ascent: Reaching New Heights*, in 2023. This plan acknowledges the recent growth in the region and identifies strategies to leverage the historic investment by Micron in northern Onondaga County, about 30 miles northwest of Canastota. The Village of Canastota's NYF goals align with the following CNYREDC goal areas for the region:



### WORKFORCE

NYF will indirectly support this goal by providing more housing options and an improved quality of life that will help retain and attract workers in Canastota.

### INDUSTRY ECOSYSTEMS

Recreation, tourism, and film is one of five ecosystems cited in *The CNY Ascent*. NYF investments in Canal-related and park improvements will support recreation in the Village and help attract more tourism.

### EQUITABLE GROWTH

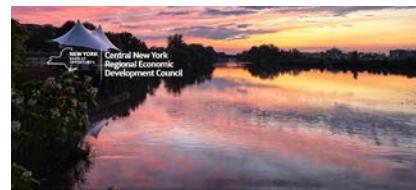
NYF will indirectly support this regional goal. Investment in Canastota, a small village, will support existing residents and encourage additional private investment.

### PLACE

Local NYF goals directly align with this regional goal. Both NYF and the CNYREDC want to invest in smart, healthy, and resilient community centers like Canastota.

### COLLABORATION

NYF will indirectly support this goal by providing the housing, public space, and quality of life improvements that can help with business retention and expansion in Canastota.



### THE CNY ASCENT: Reaching New Heights

2023 STRATEGIC PLAN



# ECONOMIC TRENDS

## Economic Trends and Opportunities

The Village of Canastota's central location within Madison County and the Central New York region well positions it for economic growth. Accessible via the Thruway at Exit 34, the Village serves as a central hub for both residents and visitors. Additionally, major tourism assets within the Village such as the Erie Canal and the International Boxing Hall of Fame provide opportunities for the Village to become a greater tourist hub with supporting businesses and infrastructure.

### JOBs

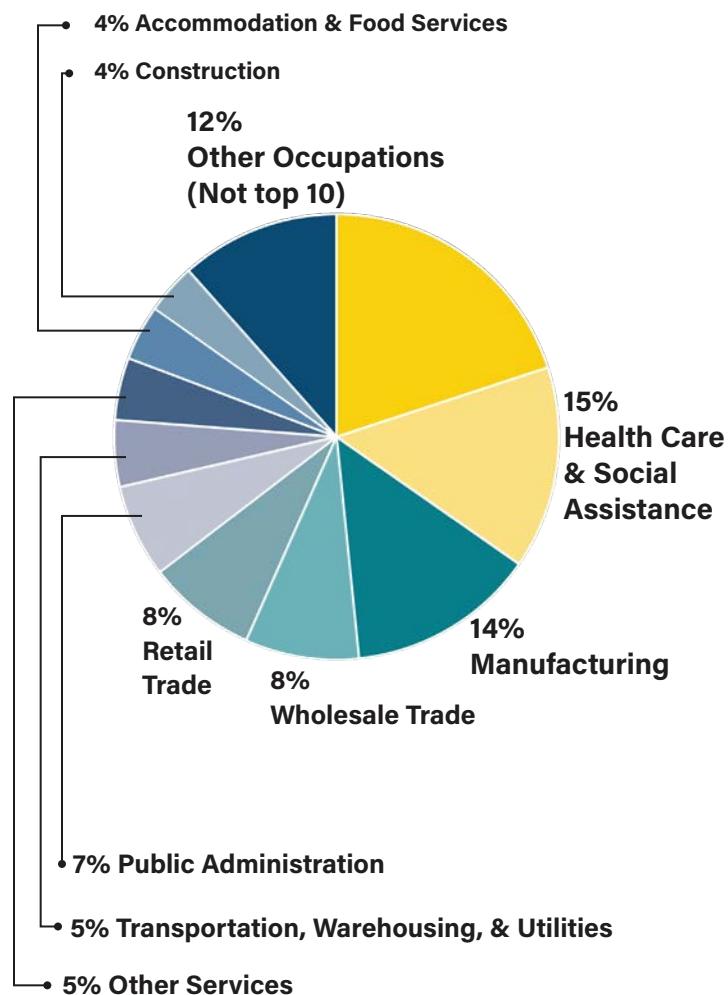
The majority of Canastota's resident workers do not work in the Village but rather in the surrounding region. Educational Services and Health Care and Social Assistance are the two top employment industries for Village residents, and the number of residents employed in these industries increased by 29% from 2012 to 2022. Median annual earnings of residents in these sectors vary, and can range anywhere from \$37,000 to \$73,000 or more per year. Canastota has also seen substantial growth in the number of residents working in the Transportation, Warehousing, and Utilities industry (potentially related to the Village's strategic location for distribution in Madison County and Central New York) and the Arts, Entertainment and Recreation, and Accommodation and Food Services industry (potentially related to Canastota's strategic location as a tourism hub along the Erie Canal). Arts and Entertainment and Recreation are captured in the "Other Occupations" category in the chart on the right.



Local business on S. Peterboro Street.

While Canastota's number of employed residents remained constant over the past decade, new regional economic development investments may provide opportunities to increase both Village population and resident workers. The new, 1,400-acre Micron semiconductor plant planned for development in Clay is only a 30-minute drive from Canastota. The facility is expected to create 50,000 jobs, including 9,000 permanent jobs onsite, and some of these new jobs may be filled by current Canastota residents or by individuals who relocate to Canastota for employment at the facility. Additional supply chain businesses may also relocate to the region, bringing additional jobs to places like Canastota.

### Job Share of Total Employment by Sector



Source: American Census Bureau, OntheMap, 2011-2021

# ECONOMIC TRENDS

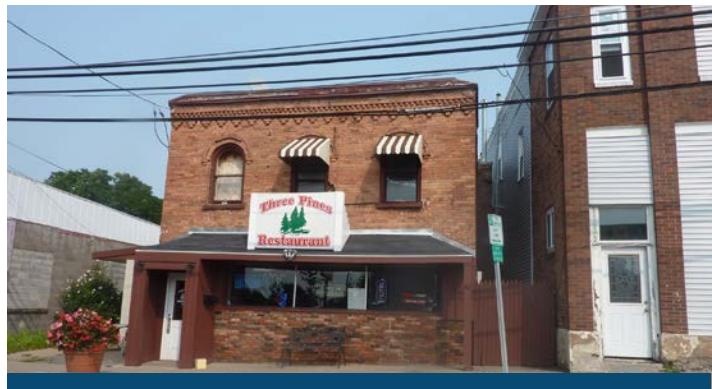
Canastota's working population remained approximately the same in 2022 as it had been in 2012, despite declines in the number of employed residents of Madison County. Canastota may therefore have an advantage in retaining working residents when compared to the County. Canastota's unemployment rate was 3% in 2022, down from 6% in 2012. While this is lower than both the County and the State, the percent change is similar and reflective of National unemployment trends.

## EMPLOYERS

The Village of Canastota supported 992 total jobs in 2021, but its employment base declined by 42% between 2011 and 2021. However, employment in the Transportation, Warehousing, and Utilities and Public Administration sectors did increase over the period by 50% and 12%, respectively. In 2021, the Village's largest sectors in terms of total jobs were Educational Services (198 jobs, 20% of total employment), Health Care and Social Assistance (146, 15%), and Manufacturing (136, 14%). Educational Services employers are represented by Canastota High School, Peterboro Street Elementary School, and South Side Elementary School. Health Care and Social Assistance employers are represented by Oneida Healthcare and various medical and dental offices in the Village. Manufacturing employers are concentrated in and around the Village of Canastota and include Dutchland Plastics, Owl Wire & Cable Inc, Koester Associates Inc, and Blading Services Unlimited LLC. The Village's strategic location at the only Thruway exit in Madison County provides an opportunity for companies interested in distribution to locate within the Village and capitalize on access to the surrounding region.



Local businesses on S. Peterboro Street.



Local restaurant on N. Peterboro Street.

## Unemployment Rate, 2012-2022

GEOGRAPHY	EMPLOYED RESIDENTS			UNEMPLOYMENT RATE		
	2012	2022	% CHANGE	2012	2022	% CHANGE
Village of Canastota	2,363	2,373	0%	6%	3%	-3%
Madison County	33,303	31,518	-5%	6%	4%	-2%
New York State	9,073,362	9,615,537	3%	9%	6%	-3%

Source: American Census Bureau, ACS: DP03 Selected Economic Characteristics (2012, 2022)

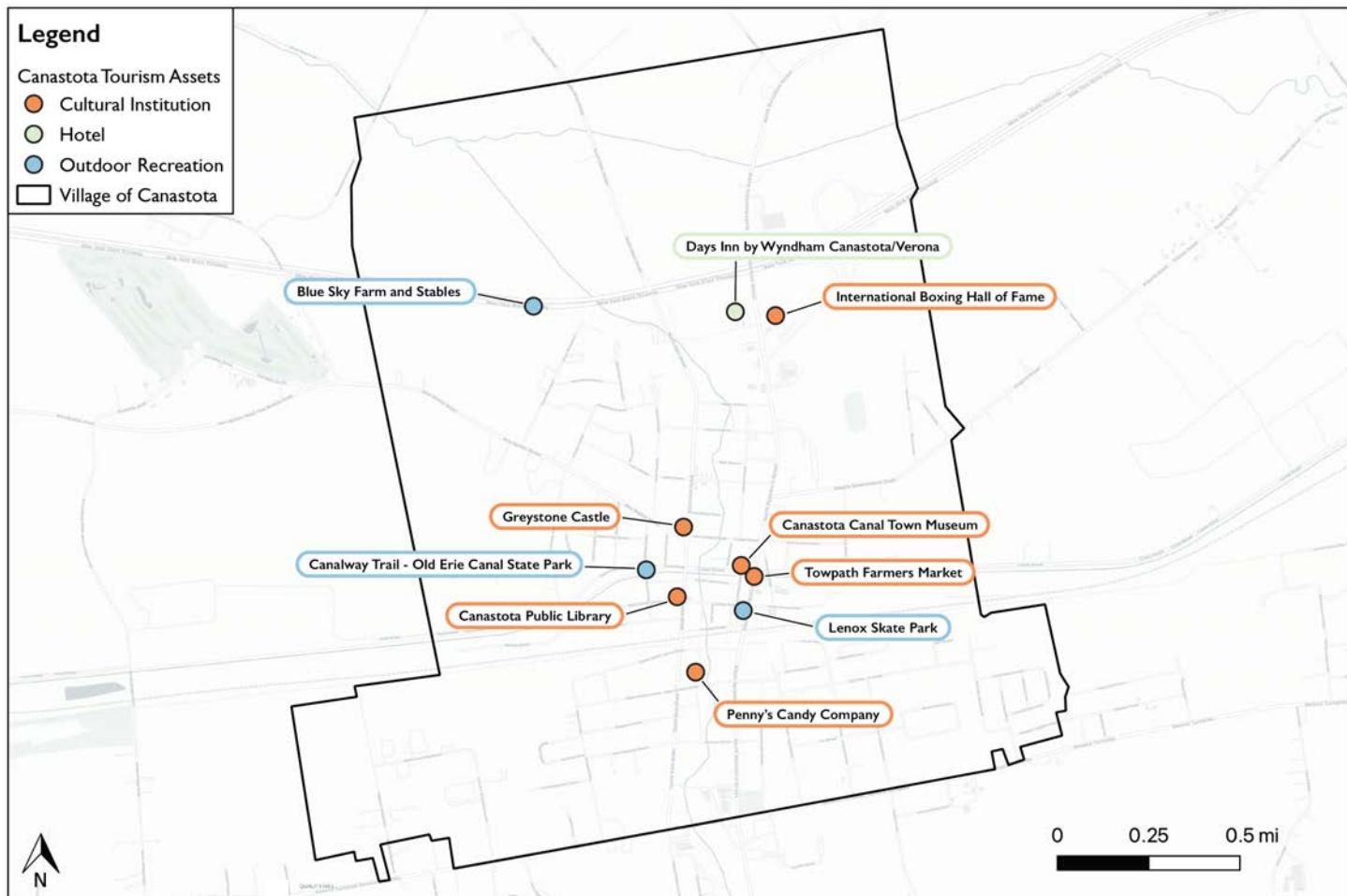
# ECONOMIC TRENDS

## REGIONAL TOURISM ASSETS

The Village of Canastota features several tourism assets for outdoor recreation, cultural institutions, and historical landmarks with visitor experiences, including the historic Erie Canal, the International Boxing Hall of Fame, and the Canal Town Museum. The Erie Canal cuts directly through the Village center and strongly contributes to the Village's character. The Canal's side trails are regionally popular routes for bike and snowmobile riders (the Erie Canal is one of the only trail segments in Central New York where snowmobiling is allowed). Investment in businesses along this trailway would strengthen the commerce of the Village's downtown and support tourism retention. Retaining tourists is particularly relevant to the Village of Canastota as its most known attraction, the International Boxing Hall of Fame, draws thousands of visitors to its "Induction Weekend" ceremony every June. Notably, there are few places to stay in the Village. Many hotels and smaller lodging places are about a 20-minute drive away near Cazenovia.

Several municipalities in Central New York have turned biking into a thriving entertainment attraction that boosts local tourism. Geneva serves as an excellent example for Canastota to emulate, highlighting the potential to capitalize on additional tourism opportunities through bike-related activities. The downtown area boasts lakefront bike paths and the city is within access of several mountain biking trails. Trek Bikes operates a store downtown, offering weekly ride-along excursions and catering to bicyclists.

Local businesses like the Erie Canal Brewing Company and ZEMS Ice Cream are also principal attractions within the NYF and Village boundaries. Additionally, the Village of Canastota is a 15-minute drive from both the Turning Stone Resort and Casino in Verona and Sylvan Beach on the eastern shore of Oneida Lake, both major destinations for residents and visitors within the region.



# ECONOMIC TRENDS

## SMALL BUSINESS FINDINGS

Canastota's NYF area has a mix of occupied and vacant storefronts. There are several restaurants mostly in the take-out or fast-casual style with counter service and limited seating. Other businesses include a florist, clothing shops, framing store, and gift shop. Some ground floor spaces are occupied by office-type users: professional offices and a dentist, for example, that offer pedestrians little visual interest.

Several interviews were conducted with small business owners to identify opportunities and challenges faced by Canastota's business community.

### Lack of Retail Businesses Around Key Landmarks

Interviewees mentioned the need for more recreational activities and initiatives to encourage visitors to spend more time in the Village. Past initiatives that were positively perceived included the development of a pickleball court, but progress seems to have been delayed. Stakeholders suggested that such activities and initiatives would be more successful if they were centered around the canal area, allowing for a diversification in activities and public attractions within a walkable distance. Feedback also suggested the potential for businesses and activities that would keep future visitors busy in their down-time during trips to the proposed Tesla sales and service facility, rather than waiting within the building itself.

### Need for More Housing Options to Support New Initiatives

The proposed Tesla sales and service facility near the Thruway, new Micron factory in Clay, and anticipated expansion of the International Boxing Hall of Fame give stakeholders reason to believe that more employment opportunities would be created, along with bringing in more visitors. Improving housing options within and near the Village would help invite traveling employees and visitors to transition into becoming new residents. Creating an attractive residential environment would, in turn, benefit new businesses to find a larger candidate pool for employment and allow access to more skill sets.

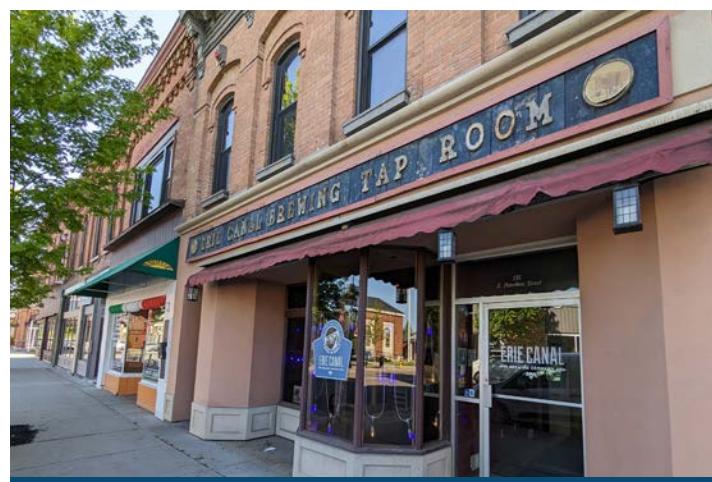
### Need for More Planning Support and Resources

A lack of dedicated Village planning staff and professional planning guidance was highlighted. While the region is supported by Madison County, the Regional Economic Development Council (REDC), and the Central New York Regional Planning and

Economic Development Board, there is opportunity to establish specialized, Village or Town-specific planning resources to help drive short and long-term goals and synchronize with the larger planning authorities of the region to ensure that progress is consistent and continuous.

## Low Investment and Engagement from Property Owners

Multi-use buildings provide an opportunity to add retail businesses around key areas of the Village, including the downtown area. Such developments are subject, however, to the willingness of property owners to strike partnerships, invest in, or accept investments to transform spaces into retail businesses, such as cafes or restaurants, or other types of stores that can cater to tourists and residents. An example of such a business was 'The Toast,' a local café that was well-received and visited by the community but has moved to another area.



Local business on S. Peterboro Street.



Residential and commercial buildings along Canal Street.

# HOUSING ASSESSMENT

## HOUSING ASSESSMENT

Housing plays a crucial role in the livability and prosperity of a community, making it a key consideration in revitalization efforts. Housing market dynamics do not operate based on Village boundaries, but rather function primarily around employment centers, school districts, and drive-time to shopping and service areas. The Village of Canastota and NYF area is located in the Syracuse Metropolitan Area (Syracuse Metro Area) housing market, about a 30 minute drive east of Syracuse along the Thruway corridor. The Village has approximately 2,650 housing units which represents just under 1% of the Syracuse Metro Area housing market.

### The Village of Canastota has a mix of household tenures and housing typologies

About 56% of housing units in the Village of Canastota are single-family detached, with 2-4 unit typology making up 34% of housing stock. When the immediate surrounding area is included, the share of single-family detached housing increases to 68% which is in line with the Syracuse Metro Area, higher than Oneida (58%), and significantly lower than other surrounding towns (80-90%).

Renters make up one-third (33%) of households in the Village of Canastota, with average renter household sizes (2.25) only slightly smaller than owner household sizes (2.60) – this gap shrinks to 2.40 -2.50 when the Village's immediate surroundings are included.

Renter household median income (\$38,000) is less than half that of owner households (\$83,000). This two to one ratio is on par with the wider Syracuse Metro Area and demonstrates the importance of rental housing options to accommodate the full range of incomes in the community.

### The Village of Canastota has been losing renters and gaining homeowners over the past 5 years

The Village of Canastota lost approximately 15% of its renter households (125 renter households) over the past 5 years and gained approximately 159 owner households. The share of renter households dropped from 40% in 2017 to 33% in 2022, while the share of renters across the Syracuse Metro Area stayed flat at 33%.

This shift in tenure occurred as median rents paid increased 27% in the Village of Canastota and the median cost of homeownership increased only 6%. By comparison, median rents increased 22% in the

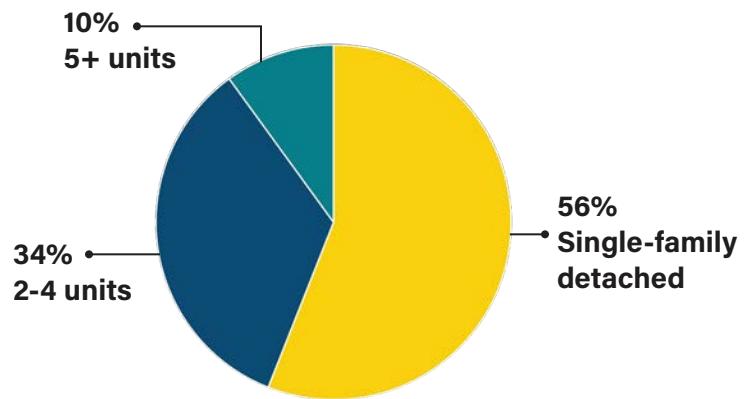


Residential and commercial buildings along Canal Street.

#### Between 2017 and 2022:

- Slight increase in housing vacancy
- Slight decrease in renter households

#### Housing Supply by Number of Units in Structure



wider Syracuse Metro Area over the same period, and homeownership expenses increased 14%.

Median renter incomes in the Village of Canastota have not kept pace with median rents, with median renter income growing 18% from 2017 to 2022. Median homeowner income on the other hand has increased 28% in the Village. In this context, the overall decrease in the number of rent-burdened households, from 334 to 270, suggests that a significant portion of lost renter households are those that have been priced out of the Village of Canastota.

# HOUSING ASSESSMENT

Village homeowners are also cost burdened, with the number of cost-burdened owner-occupied households increasing by 74. The percent of Village homeowners with a mortgage increased from 62% to 65%, significantly higher than the 53% of homeowners with a mortgage in the area surrounding Canastota, and slightly higher than the 60% rate in the overall Syracuse Metro Area.

## A Jump in Vacancy

The Village's tenure shift from renters to owners has also coincided with an increase in overall vacancy. From 2017 to 2022, the Village gained 278 housing units but only 33 net new households, leading to a jump in vacancy from 11% to 19%. The increase in vacancy is driven by owner-occupied units, as vacancy rates for rental units have stayed the same or decreased. The Village of Canastota's 19% vacancy rate makes it an outlier compared to the Syracuse Metro Area (10% vacancy rate) and surrounding towns (4-6% vacancy).

## Rehabilitation, Not New Construction

While Census estimates 278 new housing units in the Village of Canastota, only 26 housing units are estimated to have had their structures built after 2010, suggesting that new housing units have mostly come from rehabilitation projects.

The supply of new housing structures in the Village of Canastota has lagged behind its neighbors and the Syracuse Metro Area since 2009. Between 2000 and 2009, the share of new housing in the Village was about 10%, but has since dropped to 1% following 2010. This is significantly lower than the share of new housing in Chittenango (8%), Oneida (3%), and the Syracuse Metro Area (4%).

## Fragile Rental Affordability

Following recent increases in median rent and a decrease in renter households, the Village of Canastota now has rents (\$932) similar to the Syracuse Metro Area average (\$978) and a lower share of rent-burdened households. Slowing the Village's rent growth relative to the Syracuse Metro Area, and maintaining a low share of rent-burdened households without further loss of rental households, will be an ongoing challenge.

About 21% of Village of Canastota renters pay more than 35% of their income on housing, which is significantly lower than the Syracuse Metro Area (41%), Oneida (36%), and Chittenango (26%). This is down from 26% five years ago, while the same



Storefronts in Canastota's NYF area.

statistic held flat for the Syracuse Metro Area, increased for Chittenango, and decreased for Oneida and Verona. As is typical, the lack of affordable housing is felt mostly by low-income households.

## Fragile Homeownership Affordability

Home prices in the Village of Canastota have not grown as fast as the surrounding area, and have an average share of cost-burdened homeowners relative to the Syracuse Metro Area, but this could change if the current vacancy is eventually absorbed.

The median home price in the Village of Canastota (\$145,000) is in line with Oneida, but lower than surrounding areas (\$180,000 - \$195,000) and the Syracuse Metro Area (\$165,000). However, with higher shares of homeowners with mortgages, the median homeownership cost in the Village of Canastota (\$1,000) is roughly in line with the Syracuse Metro Area (\$1,150).

About 16% of Village of Canastota homeowners with a mortgage pay more than 35% of their income on housing, which is in line with the Syracuse Metro Area, slightly higher than Oneida (11%), and lower than Chittenango (26%). This statistic has held steady over the past 5 years in the Village and the Syracuse Metro Area, but increased significantly in Chittenango (up from 12%), and decreased in Oneida (down from 17%).

### Housing Costs More than 35% of Household Income:

- 21% renters
- 16% owners

# HOUSING ASSESSMENT

## Housing Challenges & Opportunities

Addressing issues of housing affordability in the Village of Canastota and the wider housing market will require new residential development to meet growing and changing housing needs.

### ***Shrinking the Development Cost Gap***

In the Village of Canastota, like most parts of New York and the United States, there is a fundamental gap between the high cost to produce housing and what residents can afford to pay. High costs affect the feasibility of all project types, creating a fundamental impact on the overall amount of housing production. The following challenges and opportunities focus on the cost of housing development.

#### **CHALLENGE: Site Preparation Costs**

Revitalizing vacant or infill sites can require significant site preparation costs, including remediation or demolition. Vacant or infill site preparation costs are typically higher than greenfield sites without legacy contamination or existing structures. Unlike building costs, site preparation costs can be unique to each site and often require technical studies to assess and design. Assessment costs are a unique burden because they are spent before there is certainty about the feasibility of the project.

**OPPORTUNITY:** Promote and expand existing New York State programs that provide funding to address site costs. Stakeholders also recommended technical assistance to help small local developers navigate public funding programs, and increased coordination between the different State agencies involved in site cost funding.

#### **CHALLENGE: Site Acquisition & Achieving Economy of Scale**

There are several housing production costs that can be reduced on a per-unit basis through an economy of scale, where fixed costs are split across several units. New water and sewer utility connections are one example of how cost-per-unit can be reduced with larger projects, especially multi-family apartments where several housing units can be served by a single connection. Downtown sites have the added cost advantage of tapping into existing water and sewer infrastructure capacity – something that rural greenfield development often does not have.

Achieving economy of scale can be challenging with downtown infill sites, where land parcels are often smaller than comparable greenfield sites outside the

Village boundary. Creating effective development sites can require assemblage of multiple parcels, and cooperation of multiple private owners with differing interests.

**OPPORTUNITY:** Local jurisdictions can provide technical support to help small local developers navigate the due diligence and legal processes that must take place for the successful acquisition of an infill development site. These processes also have costs for small local developers, which must be spent with the risk that the acquisition is not successful.

**OPPORTUNITY:** Local jurisdictions also have the opportunity for direct and catalytic impact by providing publicly owned sites for housing development, or funding for the acquisition of key private sites. In the Village of Canastota, the Village and County partnered to market a publicly owned site for housing development.

#### **CHALLENGE: Regulatory Costs**

One challenge that we heard from stakeholders is the difficulty of obtaining public approval for multi-family housing projects and affordable housing projects unless they were programmed for seniors. There are various public approvals that most housing projects must often obtain, ranging from approvals for County tax benefits to approvals for minor zoning changes that improve site efficiencies or the quality of housing product. Administrative costs of navigating these public processes create a unique burden to projects because costs are paid with the risk that the approval will fail. For some small local developers, the perception of risk and uncertainty can discourage the investment of time and resources into potentially viable housing projects.

**OPPORTUNITY:** New York State is investing in resources for local jurisdictions to update zoning and approvals processes to be more housing development friendly.

### ***Filling the Development Cost Gap***

The second set of challenges and opportunities focus on public funding programs that fill the gap between housing costs and what Village of Canastota residents can afford to pay. New York State offers a variety of funding programs designed to fill the feasibility gap on projects that meet stated housing needs and goals. These funding programs cover specific development costs, or a portion of total development expenses, lowering the amount of rent or sales prices that must be charged to pay back the project's costs.

# HOUSING ASSESSMENT

## CHALLENGE: Administrative Costs & Local Developer Capacity

Many existing gap funding programs are difficult to access for local developers and small downtown sites. High technical expertise and administrative capacity are required to apply for and comply with many of these programs, creating barriers for new and small developers.

Administrative costs are also another example of fixed development costs that benefit from economy of scale. Small local developers, however, do not have large enough portfolios to support this administrative overhead, and small projects cannot spread these administrative and technical costs over many units.

**OPPORTUNITY:** The NYF program offers an example of how local engagement and technical assistance resources can increase the accessibility of critical funding resources. Ongoing technical support will be required from public partners to support NYF grantees through the funding and approvals process, and additional opportunities will arise to support these small developers and local projects through successful operations and compliance with public funding programs.

Raising awareness of available resources and supporting local developer capacity supports housing production, empowering developers to take on future projects, build on their experience, acquire more infill development sites, grow their business, and ultimately provide sustainable new local housing development capacity.

## CHALLENGE: Program Restrictions & Developer Qualifications

In several cases, existing funding programs are explicitly restrictive with applicant capacity requirements and project criteria that make them inaccessible for small developers and small projects. Several programs have specific project income requirements that do not line up with the housing needs in the Village of Canastota.

**OPPORTUNITY:** Stakeholders expressed optimism about new programs like New York State's New York Small Building Loan Participation Program and Affordable Home Ownership Program that have been designed to be accessible to small developers and small projects. While these programs serve income segments in the Village of Canastota that are not served by other gap funding programs, they are not enough to fully close funding gaps for all projects.

**OPPORTUNITY:** Recruiting developer capacity from outside the Village by marketing local development opportunities to mid-size developers in the region presents another potential opportunity to support development. In the Village of Canastota, the Village and County partnered to market a publicly owned site for housing development. The Village and County released a request for proposals and ran a competitive process between several developer respondents.

The development site marketed by the County in this example is also large enough to meet project requirements for key public funding programs, highlighting the opportunities in pursuing economy of scale with site assemblage and acquisition support. The example also highlights the opportunities in public support for site preparation costs. The Village and County applied for grant funding from the New York State Canal Corporation to cover site costs and public improvements that played a role attracting developer proposals.

# BRINGING IT ALL TOGETHER

## Opportunities and Challenges

### OPPORTUNITIES

#### Historic Character

Peterboro Street retains an attractive historic character, despite losing several older buildings to a series of fires. The remaining brick structures create a traditional small-town “main street” feel that is appealing to residents, businesses, and visitors. Canal Street also has a variety of historic structures. Renovating and reusing them will breathe new life into the Erie Canal in Canastota.

#### Pending Future Investment

In the past two years, major announcements have been made about planned investment in Canastota. A Tesla showroom and service center at the Thruway and a new canal-side pocket neighborhood are the most notable and have the potential to attract new visitors and residents to the Village.

#### Trail Connections

The Village of Canastota’s connections to the region’s robust trail system makes it one of the more walkable and recreationally friendly communities in Central New York. The trail system enhances quality of life for residents by providing accessible outdoor activities, greater connectivity across the Village, and opportunities to connect with nature. They also attract more visitors to the downtown area of Canastota, which further supports the local businesses. Continued investment and improved wayfinding in the Village’s downtown area will increase the level of tourism and further strengthen the local economy. The cluster of proposed NYF initiatives along the canal in particular will greatly enhance the public realm experience for visitors and residents alike.

#### Thruway Access

Canastota has Madison County’s only access to the Thruway located just north of downtown. NY Thruway Exit 34 provides direct connections to the Central New York region and brings a variety of people to and through the Village. This makes it attractive for businesses to establish themselves and for employees to live. Thruway access brings traffic through the Village’s downtown which creates opportunities for local businesses and interest in the Village’s attractions and recreational offerings.

Additional NYF investments will assist the Village in drawing more foot traffic and visitors from “pass-through” traffic.

#### A New Comprehensive Plan

The Village is in the process of writing its first comprehensive plan with assistance from Madison County. In addition to establishing a clear vision for the Village’s future, the plan focuses on revitalizing downtown, its local housing stock, and the Erie Canal. Once complete, the document will serve as a guide for future decision-making, growth, and development.

### CHALLENGES

#### Low Investment from Property Owners

Multi-use buildings provide an opportunity to add retail businesses or housing in key areas of the Village, including the downtown. While many buildings are well-maintained and tenanted, some property owners have not prioritized investment in converting their vacant spaces into retail businesses or housing. The cooperation of private property owners is essential for revitalization and transformation in the area.

#### Truck Traffic

Peterboro Street sees significant truck traffic as it provides the sole connection to the Thruway. There is no alternative route for trucks to bypass the Village. This creates significant noise pollution in the Village’s downtown which detracts from its quaint environment. Noise and traffic impact the pedestrian environment and create interruptions in the day to day activities of local businesses and residents. This may have some impact on the potential for outdoor dining or other activities, and a focus on improved soundproofing for interior spaces is likely needed.

#### Low Home Values

The Village of Canastota has lower home values than many of its neighboring municipalities as well as a lower median home value than Madison County. Low home values impact the Village’s tax revenue, reducing potential funding available for public infrastructure and community services. They can also deter homeowners from investing in repairs or renovations if they are uncertain of recovering their cost when they sell. However, low home values can also be an opportunity for people to buy into Canastota at a relatively affordable price compared to other communities and invest in the rise of the Village.

## Section 2

# ► **Community Vision, Goals, & Revitalization Strategies**

Introduction | Vision & Goals | Revitalization Strategies

# VISION STATEMENT & GOALS

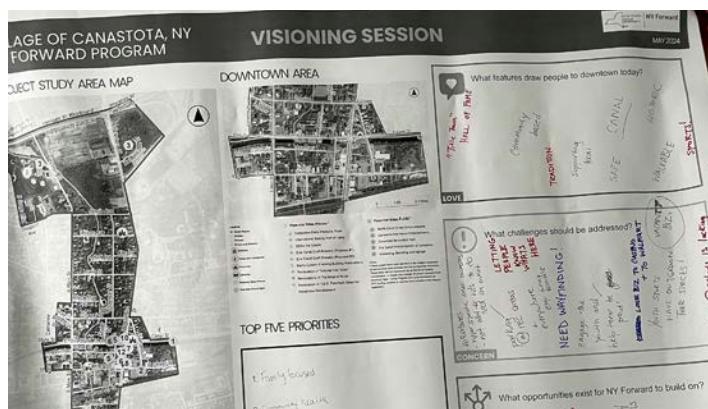
## Introduction

Understanding what a community envisions for its future is integral to identifying the goals, strategies, and projects required to achieve it. The same applies to the NY Forward (NYF) program, where the community's ambitions and future aspirations can begin to be realized through the implementation of selected projects and subsequent investment.

The Village of Canastota's vision, goals, and strategies relate to the needs and opportunities identified by the community and the NYF downtown profile and assessment. They were developed from public input and Local Planning Committee (LPC) feedback early on in the planning process. A draft vision and goals were presented at the public workshops for comment. The LPC discussed changes based on that input to produce the vision, goals, and strategies shared on the following pages. Projects proposed by NYF funding address one or more of these goals to help Canastota achieve its vision for the area and future.



Workshop #1 Public Visioning Session.



Group visioning and priority setting from Workshop #1.

## Vision Statement

Canastota, an Erie Canal community with a rich history and a prime location in Central New York, has a welcoming and lively downtown with popular small businesses, a variety of housing options, and attractive amenities for residents and visitors. The Village of Canastota is creating a better community for its residents and businesses by providing opportunities to ensure the continued growth and prosperity of the Village for generations to come.

### Canastota NYF Goals



Spur the downtown economy



Enhance quality of life for all residents



Ensure housing availability and affordability



Promote tourism opportunities

# REVITALIZATION STRATEGIES



## Spur the downtown economy

Spur the downtown economy of Canastota to strengthen its financial stability.

### REVITALIZATION STRATEGIES

- Encourage **more small businesses** in and near downtown
- Add **sit-down restaurants** and increase **outdoor dining locations**
- **Fill vacant storefronts** with new productive uses that address local and visitor needs
- **Attract high-paying jobs** such as supply chain businesses for microchip manufacturing
- **Revitalize** Canal Street

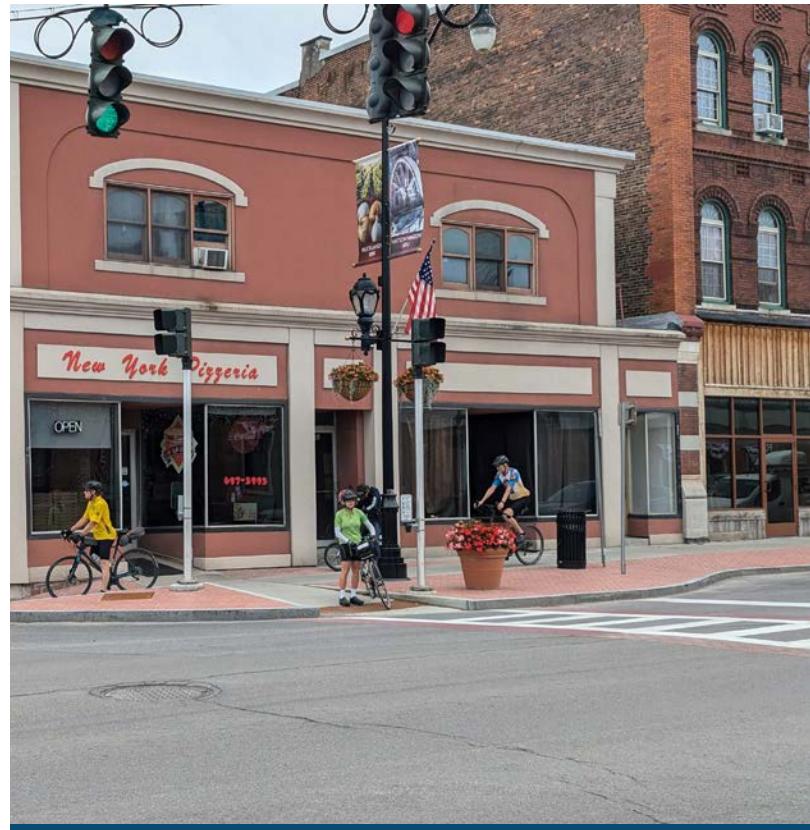


## Enhance quality of life for all residents

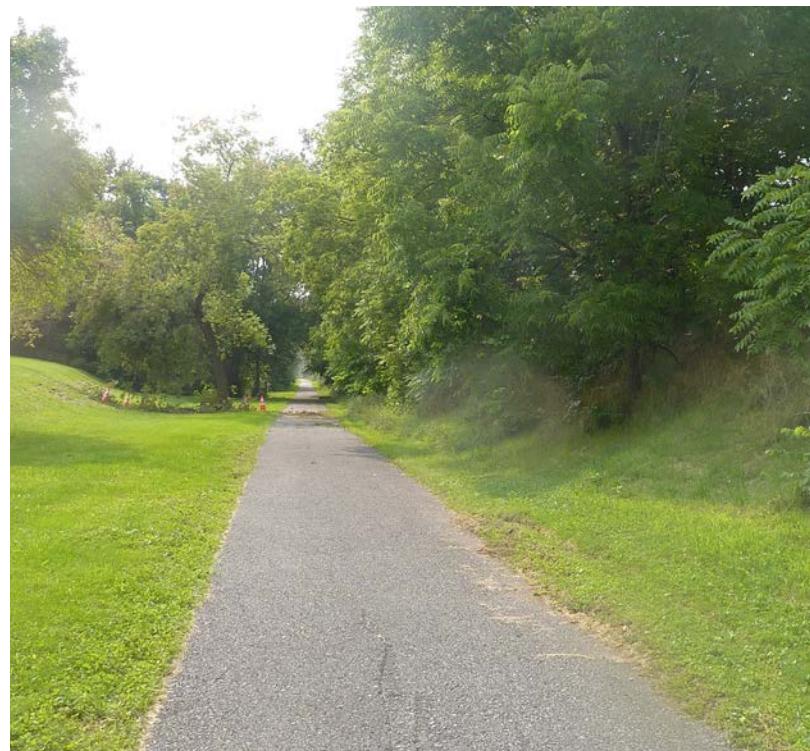
Enhance the quality of life for all residents to foster livability and improve health and wellbeing.

### REVITALIZATION STRATEGIES

- Develop a **public gathering space** in **downtown**
- Improve **pedestrian and bicycle connections** to and through downtown
- Provide **recreation and other amenities** for **families with kids** of all ages and seniors



Bicyclists exploring S. Peterboro Street.



Local Trail.

# REVITALIZATION STRATEGIES



## Ensure housing availability and affordability

Ensure housing availability and affordability to support the housing needs and potential future growth in Canastota.

### REVITALIZATION STRATEGIES

- **Fill upper floor vacancies** in downtown buildings with new housing
- **Add new housing** within walking distance of downtown
- **Modernize housing supply** to support changing local and regional conditions



Buildings along Canal Street.

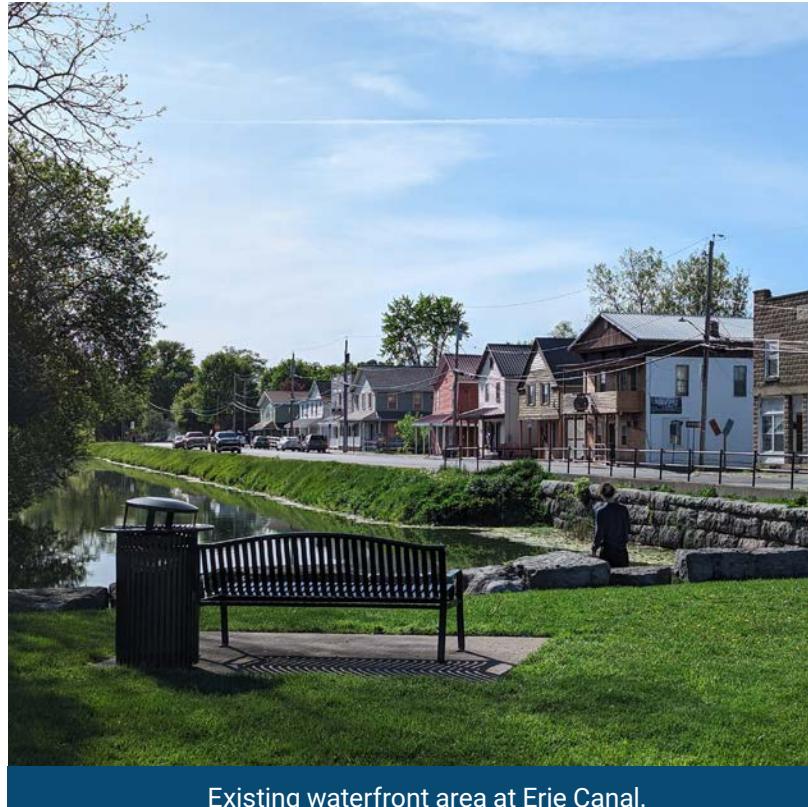


## Promote tourism opportunities

Promote tourism opportunities in Canastota to strengthen its tourism economy.

### REVITALIZATION STRATEGIES

- **Improve wayfinding** at key gateways such as the Thruway and Seneca Turnpike
- Enhance the **Erie Canal as a recreational and historic attraction**
- Provide **more visitor amenities** in downtown
- **Connect trails** through downtown and the Village
- Increase **canal-and-trail-related tourism**



Existing waterfront area at Erie Canal.

# Section 3

# Public Engagement

Overview | LPC | Public Workshops | Additional Engagement



# OVERVIEW



Public Workshop #1

## Overview

Extensive community engagement underpins the NY Forward (NYF) planning process. Local community members and key stakeholders were involved from day one, helping to identify opportunities and needs within the NYF area, informing the vision and goals, and providing feedback on project proposals.

Two public workshops were held in-person throughout the process. A project website featured a public survey and meeting summaries to allow for ongoing communications and participation. Community outreach was also conducted at Canastota's Fall Festival, held in September.

The advisory Local Planning Committee (LPC) was comprised of 12 local members and met frequently during the NYF process to share feedback and discuss prospective project proposals with the planning team.

The Village of Canastota staff, LPC, and consultant team collectively worked to distribute information

on public workshops and engagement opportunities through the Village's website and Facebook page, an E-blast to residents and other key stakeholders, and word of mouth.

## ENGAGEMENT TIMELINE



# LOCAL PLANNING COMMITTEE

The LPC included individuals representing small businesses, the school district, the Village Chamber of Commerce, local clubs and organizations, and the economic development agency. Members met regularly with the consultant team and represented the public throughout the NYF process. The LPC provided feedback to finalize the public engagement strategy and the vision, goals and strategies. They discussed project updates over their last two meetings to reach consensus on the list of projects recommended for NY Forward funding. The LPC was also responsible for sharing information about NYF with their networks. Members of the LPC played an essential role in ensuring that the NYF plan is grounded in the values and aspirations of the Canastota community. LPC meetings were open to the public, with a public comment period provided at the end of each meeting.

## LPC MEETING #1 | MAY 8, 2024

The meeting introduced LPC committee members to the NY Forward process and LPC responsibilities. The group also reviewed the Village's successful application, discussed opportunities and challenges, and reviewed community engagement plans.

## LPC MEETING #2 | JUNE 6, 2024

The goal of the second LPC meeting was to review key themes from the first NYF Forward public workshop, confirm the revised NYF boundary, discuss the revised draft vision statement and goals for the NY Forward planning process, and review project eligibility criteria and the Open Call for Projects with the committee

## LPC MEETING #3 | JULY 31, 2024

At the third LPC meeting, the group reviewed planning process updates, the finalized draft revitalization strategies, and highlights from the downtown profile. The consultant team also shared information about the 15 projects submitted for funding consideration during the Open Call for Projects.

## LPC MEETING #4 | SEPTEMBER 18, 2024

During the fourth LPC meeting members reviewed planning process updates and discussed the latest information and updates on the projects being considered for NY Forward funding.



LPC Meeting #3.

## LPC MEETING #5 | OCTOBER 15, 2024

At the fifth LPC meeting, the consultant team presented the latest updates on project development and LPC members began to make decisions about eliminating some projects from funding consideration. The LPC was also introduced to the "community roadmap" section of the NYF Strategic Investment Plan and began to discuss potential projects and revitalization action items to include.

## LPC MEETING #6 | OCTOBER 29, 2023

At the final LPC meeting, committee members discussed updates on the remaining 11 projects in consideration for NYF funding before agreeing on the final project slate and initiating a vote. The two LPC members not in attendance completed their ballot over email.

# PUBLIC WORKSHOPS

## PUBLIC WORKSHOPS

Two public workshops were held during the NYF planning process. The first was a visioning and goals workshop, and the second was a proposed project review and open house.

### PUBLIC WORKSHOP #1 | MAY 30, 2024

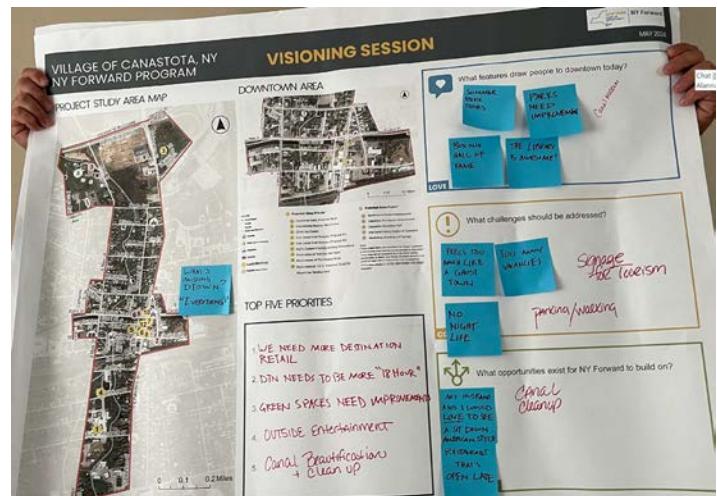
The first public workshop provided an overview of the NY Forward program and planning process and described highlights from the Village's application. An individual exercise allowed participants to review and comment on the draft vision statement after the presentation. Small group discussions allowed attendees to work together in identifying strengths, challenges, and opportunities within the NYF area as well as emerging priorities. The discussions concluded with each group sharing their top five priorities with the wider group. The Open Call for Projects was also promoted at this event.

The following themes were identified as top priorities during the small group conversations:

- **Canal Access:** Beautification, clean up, increased visibility and connectivity to downtown
- **Green Space Improvements:** Canastota Recreation Park, green space and trail connections, increased capacity for sports
- **Downtown as a Destination:** More dining options, small businesses, amenities, attractions, marketing
- **Multi-generational Spaces:** Youth programming, public amenities, bike and pedestrian pathways
- **Signage:** Wayfinding, increased visibility and access to canal and downtown

### PUBLIC WORKSHOP #2 | SEPTEMBER 19, 2024

Projects submitted during the Open Call were presented at this meeting, and the consultant team described the method for project evaluation by the public and the LPC. The presentation included a summary of the first public workshop, the revised vision and goals, and highlights of the Downtown Profile. After the presentation, participants reviewed a poster gallery with project information and provided feedback via comment cards and a survey activity that allowed each person to evaluate the projects they believed to be most aligned with the vision and goals, and the most transformative for the Village.



Materials from visioning session at Public Workshop #1.



Participants sharing feedback on proposed projects at Public Workshop #2.

## ADDITIONAL ENGAGEMENT

### ADDITIONAL ENGAGEMENT

#### FALL FESTIVAL POP-UP EVENT

Canastota's Fall Festival, one of the Village's largest events, was held September 12-15, 2024. The NYF pop-up event raised awareness of the NYF planning process, promoted upcoming meetings, and encouraged people to visit the website to learn more and provide feedback through a survey. The pop-up event featured an activity where participants could use a magnetic fishing pole to "fish" for plastic fish in a kiddie pool. The planning team spoke with participants about the NYF process, public participation opportunities, and asked participants to take the survey.

#### PUBLIC SURVEY

The survey solicited information about how people currently use the Village's downtown and what improvements they might like to see. It also asked the public for feedback on the draft NYF vision statement and goals. It was posted on the Village's website and shared via social media and email. The survey ran from May 30, 2024 through June 14, 2024.

#### OPEN CALL FOR PROPOSALS AND OPEN CALL OFFICE HOURS

The Open Call for project proposals ran from June 10 to July 24, 2024. Notice of the Open Call for projects was shared via social media and the local network of LPC members and community organizations. The consultant team hosted open office hours for interested sponsors to discuss their idea or ask questions on June 26 at the former Red Onion storefront in the Village downtown. The team also offered a Zoom webinar on June 27 for potential sponsors to learn more about the NYF program and the project form application. A total of 15 project proposals were submitted.

#### PROJECT WEBSITE

Information on the NYF program was added to the Village website and updated throughout the planning process with meeting announcements, presentation materials and recordings, surveys, and other outreach materials and information for the public.



What features draw people to downtown today?

**food**  
**sporting events**  
**safe walking**  
**hair salon**  
**nothing**  
**pass through**

**access Thruway/Route 5**  
**Trails/walkability**  
**small personable**  
**community life**  
**some restaurants**

What are the area's challenges?

**poor sidewalks**  
**limited things to do**  
**lack of local spending**  
**vacancy**  
**not enough public space**

What opportunities exist?

**more restaurants**  
**additional open space**  
**a prime location**  
**large lots and Thruway access**  
**new businesses**  
**canal**

Responses from visioning survey.

## Section 4

# ► Project Profiles

[Introduction](#) | [Project Synergies](#) | [Project Alignment Matrix](#) |  
[Project Map](#) | [Project Summary Table](#) | [Project Profiles](#)

# PROPOSED PROJECTS

## Introduction

The Local Planning Committee (LPC) reviewed the project proposals submitted during the Village's Open Call for projects for alignment with the goals and strategies, shared in Section 3 of this report, that were established earlier in the New York Forward (NYF) process. Throughout project discussions, the LPC considered location in proximity to the NYF boundary area, the degree to which the projects supported one another, and the Village's wider downtown revitalization goals. Sponsor capacity was also a critical consideration during the review process. In evaluating public projects, the LPC prioritized enhancements to existing Village assets over new construction projects to maximize the impact of potential funding.

Following the final LPC meeting, 11 projects were selected for the final project slate to be recommended for NYF funding. Of these, five are private projects, five are public projects, and one is a small project fund. The total NYF request for all 11 projects is \$6.9 million, with a total project cost and leverage of \$31 million.

## Project Synergies

The 11 projects recommended for NYF funding work together to provide improvements and enhancements that collectively advance Village goals and revitalization strategies. The projects leverage public and private investments to catalyze sustainable economic development and set the stage for continued investment in the Village.

The mix of public and private projects support tourism, foster the downtown economy, improve and enhance existing recreational spaces, and work to create greater connectivity and awareness of all the Village has to offer as an Erie "canal town" and gateway to the region's robust trail system.

The Erie Canal Brewing Company Taproom and Welcome Center, NYS Farm Brewery, 138 Canal Street, and Canalside Pocket Neighborhood projects, which are all located within a one-to-two block radius in the Village downtown, will create new retail and service businesses that transform currently underutilized and vacant properties into places of interest to visitors and residents alike.

Several projects including the North Canal Enhancements, History Station, 138 Canal Street, two Brewery projects, and Canalside Pocket Neighborhood are concentrated along the Erie Canal



# PROJECTS PROPOSED

and will activate the waterfront by investing in existing amenities and encouraging increased usage of the canal-front park.

The Canastota Recreation Park Renovations, History Station, ZEMS/Penny's Expansion, and North Canal Street Enhancement projects enhance existing open space and recreational facilities, increasing capacity and better serving both active and passive recreational users of all ages. The ZEMS/Penny's and North Canal Enhancement projects will also provide key connections to local trails.

Multiple projects also add to the Village's gathering spaces, helping meet a significant need identified in the NYF public engagement process. The Erie Canal Brewing Taproom, ZEMS/Penny's Expansion, Fire House Renovations, and North Canal Street Enhancements will create a variety of indoor and outdoor venues for hosting meetings and events.

The North Canal Street Enhancements, History Station, and Marketing and Wayfinding projects will support wayfinding and information sharing across the Village. All three projects include signage that will mark key attractions and educate the public on local history and events. Additionally, they will include wayfinding measures to support connectivity and greater walkability that will drive more foot traffic downtown and to the Village's canal-front.

The Village's Marketing and Wayfinding project will support projects within and outside the NYF boundary area by helping the Village boost its identity through unique branding and placemaking initiatives. It will build on the Village's other downtown enhancement initiatives including installing pedestrian street lighting, new sidewalks from Canal Street to Railroad Street, tree replacement, new curbing, and business facade improvements funded through a grant secured by Madison County. It will also support the Erie Canal Brewing projects, the ZEMS/Penny's Expansion, and the 138 Canal Street Renovation by facilitating wayfinding to these businesses which are helping to redefine downtown.

The potential impacts of these projects will complement implementation strategies in the Village's soon-to-be-complete comprehensive plan update, particularly those related to revitalization downtown and along the Erie Canal. The completion of NY Forward projects will demonstrate near-term action on these strategies.

In addition, they will create a strong foundation from which to attract additional new investment and support upcoming development like the Tesla sales and service center and Maple Leaf Market and retail plaza development planned at Thruway Exit 34.



Erie Canalway Trail.



Buildings in Canastota's NYF area.



The Village's downtown and NYF area.

# PROJECT ALIGNMENT MATRIX

The following matrix illustrates how each project aligns with the goals developed during the first phase of the NYF planning process.



Spur the downtown economy



Ensure housing availability and affordability



Promote tourism opportunities

No.	Project Name	Project Description	Estimated Total Cost				
1	Develop a Mixed-Use Pocket Neighborhood with Cafe Retail Space & Community Amenities on Erie Canal	The project will construct a retail space within a new "Canalside Pocket Neighborhood," a multi-building mixed-use housing project. The total pocket neighborhood project will redevelop a vacant site one block from downtown and feature approximately 51 new units available to households at a range of income levels, retail, and community amenities. A portion of the units will be income-restricted.	\$21,838,000	✓	✓	✓	
2	Expand ZEMS/ Penny's to Create New Community Gathering Space South of the Canal	The project will create a two-acre public space in front of ZEMS/Penny's, renovate the local businesses' interiors, and add new sidewalk, a gazebo, music stage, and pavilion. The interior expansion will create more retail space and a multipurpose community space. The sidewalk improvements will facilitate greater connectivity between local trails and downtown.	\$319,000	✓	✓		✓
3	Convert Vacant Canal Street Building into NYS Farm Craft Brewing Facility	The project will convert a vacant historic Erie Canal building into a NYS farm brewery and tourist destination. The renovation will involve converting the interior into a brew facility, tasting room, educational venue, and packaging facility for off-premium sales. The exterior renovations will include Erie Canal themed exteriors and outdoor dining opportunities.	\$825,000	✓			✓
4	Transform Vacant Historic Farr Building into Erie Canal Brewing Company Taproom & Village Welcome Center	The project will restore an unoccupied historic building on S. Peterboro Street to a productive facility, promoting local economic growth, creating jobs, providing new downtown living options attracting tourism, and providing event space. The taproom will feature NY craft beer, wine, and locally sourced food.	\$643,000	✓			✓

# PROJECT ALIGNMENT MATRIX

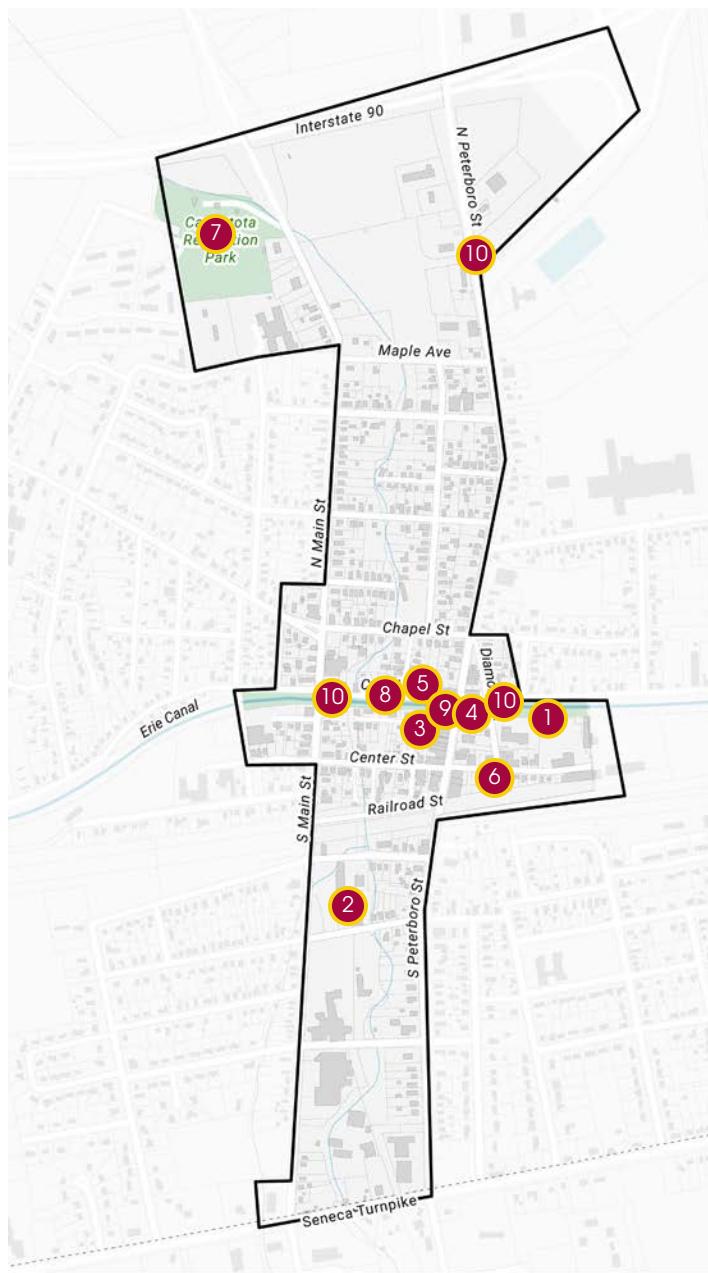
No.	Project Name	Overview	Estimated Total Cost				
5	Renovate Historic Building at 138 Canal Street for Commercial Use	The project will revive one of the oldest original structures along the Erie Canal. The complete building renovation will include a new facade, front porch, walkways, and interior finishes. The first floor of the completed project will be marketed for lease to local retail or food and beverage establishments at below-market rents, attracting entrepreneurs to the location.	\$245,000	✓			
6	Renovate Canastota Fire House for Improved Community Use & Greater Accessibility	The project will modernize the Canastota Fire House's public meeting space for ADA accessibility and enhanced energy efficiency. It includes an elevator installation and restroom renovation for ADA compliance and to allow all community members access to the second floor meeting space. Other improvements include energy-efficient window replacement, interior improvements, and exterior rehabilitation.	\$909,000		✓		
7	Improve Existing Recreation Park to Better Serve Community Needs	The project will renovate the Village of Canastota's heavily-used Recreation Park. It will include resurfacing basketball and tennis courts, adding a pickleball court, replacing dugouts and fencing, and creating a secondary park entrance.	\$1,093,000		✓		✓
8	Enhance North Canal Street to Improve Public Space, Walkability, and Recreational Opportunities	The project will revitalize the Erie Canal into a new Village park, incorporating streetscape improvements, Rotary Park enhancements, a canal overlook, a canal-front pavilion, water circulation features, and a boat launch.	\$3,558,000		✓		✓
9	Create Erie Canal History Station to Promote Local History and Support Tourist and Recreation Activities	The project will renovate and expand "The History Station" for educating bicyclists, visitors, and residents about the Erie Canal and the Village of Canastota. The project includes bicycle racks, water fountains, bicycle repair stations, phone charging station, information kiosks, benches, audio-visual systems, portable toilet service, fencing, permeable paving, and landscaping.	\$102,000		✓		✓

# PROJECT ALIGNMENT MATRIX

No.	Project Name	Overview	Estimated Total Cost				
10	Expand Village Marketing & Wayfinding to Promote Local Attractions & Tourist Opportunities	The project will promote Village attractions to drivers coming from the Thruway and to bicyclists and other trail users along the Empire State Trail. It includes a digital sign and gateway landscaping at Thruway Exit 34 and three local attractions signs at key trail points.	\$593,000	✓	✓		✓
11	Establish a Small Project Fund for Mixed-Use and Commercial Property Improvements	The fund will support additional projects including interior and exterior building renovations for commercial and mixed-use buildings, upper-story residential improvements in mixed-use buildings, permanent commercial machinery or equipment for businesses, and permanent public art installations.	\$780,000	✓	✓	✓	✓

# PROJECTS PROPOSED

## PROJECTS PROPOSED FOR NYF FUNDING



### NEW DEVELOPMENT & REHAB

- 1 Develop a Mixed-Use Pocket Neighborhood with Cafe Retail Space & Community Amenities on Erie Canal
- 2 Expand ZEMS/Penny's to Create New Community Gathering Space South of the Canal
- 3 Convert Vacant Canal Street Building into NYS Farm Craft Brewing Facility
- 4 Transform Vacant Historic Farr Building into Erie Canal Brewing Company Taproom & Village Welcome Center
- 5 Renovate Historic Building at 138 Canal Street for Commercial Use

### PUBLIC IMPROVEMENT

- 6 Renovate Canastota Fire House for Improved Community Use & Greater Accessibility
- 7 Improve Existing Recreation Park to Better Serve Community Needs
- 8 Enhance North Canal Street to Improve Public Space, Walkability, and Recreational Opportunities
- 9 Create Erie Canal History Station to Promote Local History and Support Tourist and Recreation Activities
- 10 Expand Village Marketing & Wayfinding to Promote Local Attractions and Tourist Opportunities
- 11 Establish a Small Project Fund for Mixed-Use and Commercial Property Improvements (not mapped)

### Map Legend

- NYF Area
- Village Boundary
- Parcels
- Built Structures
- Water
- Streams and Creeks
- Parks and Public Open Space

# PROJECT SUMMARY TABLE

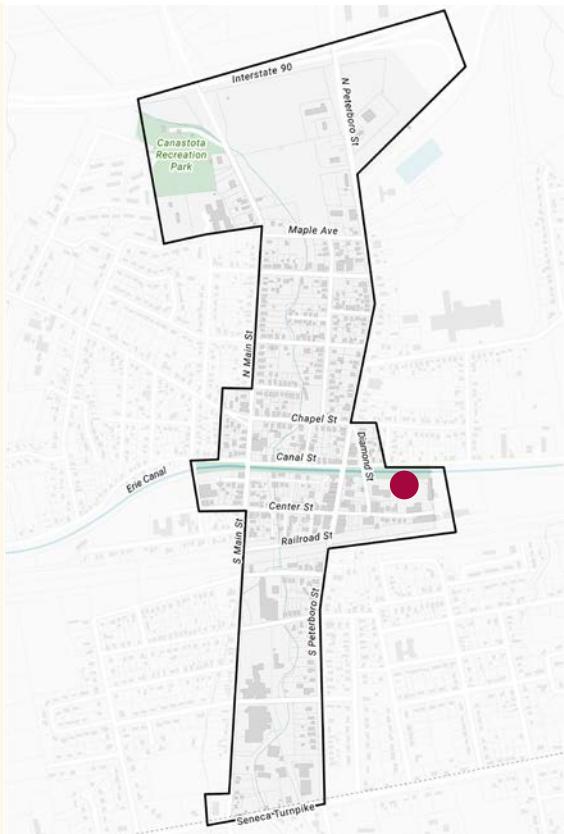
No.	Project Name	Project Description	Project Sponsor	Estimated Total Project Cost	NYF Funding Request	Funding Sources	Anticipated Implementation Start Date	Anticipated Implementation End Date
1	Develop a Mixed-Use Pocket Neighborhood with Cafe Retail Space & Community Amenities on Erie Canal	The project will construct a retail space within a new "Canalside Pocket Neighborhood," a multi-building mixed-use housing project. The total pocket neighborhood project will redevelop a vacant site one block from downtown and feature approximately 51 new units available to households at a range of income levels, retail, and community amenities. A portion of the units will be income-restricted.	Housing Visions, Inc.	\$21,838,000	\$500,000	Loan/Equity/ NYF/HCR CIF/ NYS Canal	Fall 2025	Spring 2028
2	Expand ZEMS/ Penny's to Create New Community Gathering Space South of the Canal	The project will create a two-acre public space in front of ZEMS/Penny's, renovate the local businesses' interiors, and add new sidewalk, a gazebo, music stage, and pavilion. The interior expansion will create more retail space and a multipurpose community space. The sidewalk improvements will facilitate greater connectivity between local trails and downtown.	ZEMS/ Penny's	\$319,000	\$239,000	NYF/Equity	Fall 2025	Spring 2026
3	Convert Vacant Canal Street Building into NYS Farm Craft Brewing Facility	The project will convert a vacant historic Erie Canal building into a NYS farm brewery and tourist destination. The renovation will involve converting the interior into a brew facility, tasting room, educational venue, and packaging facility for off-premium sales. The exterior renovations will include Erie Canal themed exteriors and outdoor dining opportunities..	Erie Canal Brewing Company	\$825,000	\$575,000	NYF/Equity/ Loan	Fall 2025	Spring 2027
4	Transform Vacant Historic Farr Building into Erie Canal Brewing Company Taproom & Village Welcome Center	The project will restore an unoccupied historic building on S. Peterboro Street to a productive facility, promoting local economic growth, creating jobs, providing new downtown living options, attracting tourism, and providing event space. The taproom will feature NY craft beer, wine, and locally sourced food.	Erie Canal Brewing Company	\$643,000	\$450,000	NYF/Equity/ Loan	Fall 2025	Winter 2027
5	Renovate Historic Building at 138 Canal Street for Commercial Use	The project will revive one of the oldest original structures along the Erie Canal. The complete building renovation will include a new facade, front porch, walkways, and interior finishes. The first floor of the completed project will be marketed for lease to local retail or food and beverage establishments at below-market rents, attracting entrepreneurs to the location.	X10U8, LLC	\$245,000	\$172,000	NYF/Equity	Fall 2025	Spring 2026

# PROJECT SUMMARY TABLE

No.	Project Name	Project Description	Project Sponsor	Estimated Total Project Cost	NYF Funding Request	Funding Sources	Anticipated Implementation Start Date	Anticipated Implementation End Date
6	Renovate Canastota Fire House for Improved Community Use & Greater Accessibility	The project will modernize the Canastota Fire House's public meeting space for ADA accessibility and enhanced energy efficiency. It includes an elevator installation and restroom renovation for ADA compliance and to allow all community members access to the second floor meeting space. Other improvements include energy-efficient window replacement, interior improvements, and exterior rehabilitation.	Village of Canastota	\$909,000	\$909,000	NYF	Winter 2026	Winter 2027
7	Improve Existing Recreation Park to Better Serve Community Needs	The project will renovate the Village of Canastota's heavily-used Recreation Park. It will include resurfacing basketball and tennis courts, adding a pickleball court, replacing dugouts and fencing, and creating a secondary park entrance.	Village of Canastota	\$1,093,000	\$1,093,000	NYF	Winter 2026	Spring 2027
8	Enhance North Canal Street to Improve Public Space, Walkability, and Recreational Opportunities	The project will revitalize the Erie Canal into a new Village park, incorporating streetscape improvements, Rotary Park enhancements, a canal overlook, a canal-front pavilion, water circulation features, and a boat launch.	Village of Canastota	\$3,558,000	\$1,706,000	NYF/LWRP/Loan	Winter 2026	Spring 2028
9	Create Erie Canal History Station to Promote Local History and Support Tourist and Recreation Activities	The project will renovate and expand "The History Station" for educating bicyclists, visitors, and residents about the Erie Canal and the Village of Canastota. The project includes bicycle racks, water fountains, bicycle repair stations, phone charging station, information kiosks, benches, audio-visual systems, portable toilet service, fencing, permeable paving, and landscaping.	Village of Canastota	\$102,000	\$102,000	NYF	Winter 2026	Summer 2026
10	Expand Village Marketing & Wayfinding to Promote Local Attractions & Tourist Opportunities	The project will promote Village attractions to drivers coming from the Thruway and to bicyclists and other trail users along the Empire State Trail. It includes a digital sign and gateway landscaping at Thruway Exit 34 and three local attractions signs at key trail points.	Village of Canastota	\$593,000	\$593,000	NYF	Winter 2026	Summer 2026

# PROJECT 1 - Develop a Mixed-use Pocket Neighborhood with Cafe Retail Space and Community Amenities on Erie Canal

## New Development & Rehab



### NYF REQUEST

\$500,000  
(2% of project cost)

### PROJECT COST

\$21,838,000

### ADDRESS

160 Center St, Canastota, NY

### PROJECT DESCRIPTION

This project will construct an approximately 2,000 square foot retail space within a new "Canalside Pocket Neighborhood," a multi-building mixed-use housing project led by Housing Visions in partnership with Madison County. The two-and-a-half-acre project site is currently a vacant property adjacent to the Erie Canal and within walking distance of Peterboro Street. The pocket neighborhood project will include the development of 51 housing units, a small retail space, and several community amenities including a dock, playground, community garden, fire pit, and pavilion. A portion of the housing units will be income-restricted.

# PROJECT 1 - MIXED-USE POCKET NEIGHBORHOOD

The NYF project includes the interior fit-out of a space intended for café use. Upon completion, the sponsor anticipates signing a ten-year lease with a tenant who has confirmed interest. The cafe will serve residents, visitors, and Empire State Trail users while providing a new amenity to support the housing components of this transformational project.

The cafe component will also create a catalytic opportunity for one or more local small business tenants to remain and grow in Canastota. By creating a unique canal-side restaurant experience, this project also has the potential to attract new visitors from outside the Village, further supporting Canastota's small business environment and the revitalization of the Village's canal-front.

## PROJECT SPONSOR AND OWNERSHIP

The lead project sponsor is Housing Visions, Inc. Madison County is the current owner of the site, and released a request for qualifications to develop the site in 2024. Housing Visions submitted a proposal as part of a competitive process, and has since entered into a development agreement with Madison County to develop and operate housing and community facilities on the site.

As per the development agreement, site ownership will transfer from Madison County to Housing Visions simultaneously with the closing of the project's construction financing and the commencement of construction. Land use approvals, design, and funding approvals will be secured prior to this closing with the support of Madison County. As outlined in the development agreement, Madison County will transfer ownership of the site to the project's single-purpose development entity which is controlled by Housing Visions.

## CAPACITY

Housing Visions is a Syracuse-based 501(c)3 non-profit affordable housing developer, general contractor, and property manager that has developed and operated over 1,700 units and 375 buildings across New York State since 1990. Housing Visions brings significant experience with complex financial structures and diverse funding sources, and a track record of success with affordable housing

development and operations in similar markets across New York State.

Housing Visions has developed and managed mixed-use projects with similar commercial components throughout New York State, including:

- Candle Shop – South Salina Street in Syracuse
- Workforce Training Center – West Side of Syracuse
- YMCA Fitness Center – North Side of Syracuse
- Day Care Center – Corning, NY
- Feed Albany (local dining establishment) – Albany, NY
- Craft Farm Soaps – Elmira, NY
- East Side Business Center – Syracuse, NY

Additional project partners include:

- Madison County. The County is the current owner of the project site, and has entered into a development agreement and a purchase and sale agreement with Housing Visions. Prior to the transfer of site ownership, Madison County Planning Department will support Housing Visions through public approvals and funding processes. The department has managed numerous grants and projects of similar size and complexity.
- Sugar Grove Café. Tonya Duffy, the owner of Sugar Grove Cafe, has signed a Letter of Interest with Housing Visions to lease the project's 2,000 square foot café space. Tonya was the operator of Toast Café in Canastota, a popular restaurant that closed due to outside circumstances.
- New York State Homes and Community Renewal (HCR). HCR is the State's affordable housing agency, with a mission to build, preserve, and protect affordable housing throughout New York State. HCR will be the lead funding partner for this project.
- New York State Canal Corporation. The Canal Corporation was a co-sponsor of the Reimagine the Canals competition which led to this project. It is providing \$1.5 million in grant funding to pilot the canal-side pocket neighborhood concept.

# PROJECT 1 - MIXED-USE POCKET NEIGHBORHOOD

## REVITALIZATION STRATEGIES

This project ties directly into the Village's vision to activate its canal waterfront and support its goal for new infill development. By attracting retail customers and new residents in the NYF area, the project will reactivate this site into a vibrant mixed-use neighborhood and new canal-side destination.

Specifically, this project helps to achieve the following NYF goals and strategies:

**Encourage more small businesses in and near downtown.** The retail space will accommodate a new small business within the NYF area. The Pocket Neighborhood's new residents will help support existing businesses nearby.

**Increase canal and trail related tourism.** The cafe's location near the Erie Canal will spur activity in this area by creating a new destination.

**Provide recreation and other amenities for families and kids of all ages and seniors.** The cafe space will provide an attractive amenity for residents. In addition, the neighborhood's design and other amenities cater to a multi-generational community and promote both active and passive recreation activities. A playground, fire pit, community room and fitness center, community garden, and dock facilities are all included in the Pocket Neighborhood's proposed design.

**Add new housing within walking distance of downtown.** The Pocket Neighborhood will add 40 new housing units within the NYF area for a variety of income groups.

**Modernize housing supply to support changing local and regional conditions.** The housing types will include single family homes, townhomes, senior housing, and apartments to meet a range of different housing needs and price points.

This project helps to achieve the following REDC strategies:

**Invest in smart, healthy, and resilient community centers.** The project's pocket neighborhood model, which includes residential, commercial, and recreational uses, will create a new multi-generational neighborhood in this underutilized area of the Village.

## DECARBONIZATION & ENVIRONMENTAL RESILIENCY

The cafe component intended to be funded through NYF is less than 5,000 square feet and does not need to meet decarbonization. However, the overall Pocket Neighborhood project will be required to meet decarbonization requirements for another funding source through HCR. The project sponsor plans to achieve compliance through third party certification.

The project is not located within a flood hazard zone but will be designed to mitigate any potential flood risk. During further landscape design, features like natural stormwater management and native plants will be considered.

## PUBLIC SUPPORT

This highly anticipated project has received broad public support. The community feedback received at the second public workshop and subsequent online survey indicate two-third of respondents have high or some support of the project.

## BUDGET NARRATIVE

In the two budget tables on page 62, Table 1 summarizes the cafe project which is requesting NYF funding and Table 2 summarizes the entire pocket-neighborhood project. Table 1 is a subset of Table 2.

The cafe project cost includes construction, fit-out, equipment, furniture and fixtures for the retail space within a mixed-use building. The sponsor provided the cost estimate which separates the retail space from the rest of the multifamily building. This estimate was reviewed by the consultant team's cost estimator. The cost estimate assumes that none of the overall project's site, parking, or infrastructure costs will be allocated to the retail component.

The cafe project budget projection shown in the first budget table totals about \$1.14 million, or approximately \$572 per square foot and includes a 20% contingency. This represents a small piece of the larger mixed-use pocket neighborhood project that the sponsor estimates will cost approximately \$22 million.

# PROJECT 1 - MIXED-USE POCKET NEIGHBORHOOD

The budget for the entire mixed-use project was also provided by the sponsor and is showed in the second budget table. It includes a 5.5% contingency.

Survey and engineering studies show the site has access to all necessary utilities, and that the existing sewer lines servicing the site have the capacity to

accommodate a redevelopment project in this location. Phase 1 and 2 environmental studies show the site has no significant environmental concerns. There are remnants of a prior building identified on the site that would need to be removed prior to construction.

## PROJECT BUDGET TABLE 1 - CAFE PROJECT COST

ACTIVITY	AMOUNT	FUNDING SOURCE	STATUS OF FUNDS
Building Construction	\$321,000	NYF	Requested
	\$202,000	HCR CIF/Sponsor Equity	Anticipated
Retail Space Fit-out	\$179,000	NYF	Requested
Equipment, Furniture, & Fixtures	\$198,000		
Soft Costs (design fees)	\$90,000	HCR CIF/Sponsor Equity	Anticipated
Financing Fees	\$49,000		
Developer Fee	\$104,000		
Total NYF Funding Request			\$500,000
Total Funding from Other Sources			\$643,000
Total Project Cost			\$1,143,000
% Requested of Total Project Cost			44%

## PROJECT BUDGET TABLE 2 - TOTAL PROJECT COST

ACTIVITY	AMOUNT	FUNDING SOURCE	STATUS OF FUNDS
Soft Costs (design fees for residential buildings and amenity spaces)	\$2,179,000	HCR CIF/NYS Canal/Loan/Sponsor Equity	Requested/Anticipated
Cafe Construction & Fit-out	\$1,143,000	NYF/HCR CIF/Sponsor Equity	Requested/Anticipated
Construction (residential buildings & amenity space construction and fit-out)	\$15,845,000	Loan/Sponsor Equity	Anticipated
Developer Fee	\$2,510,000	Loan/Sponsor Equity	Anticipated
Working Capital	\$80,000	Loan/Sponsor Equity	Anticipated
Project Reserves	\$81,000	Loan/Sponsor Equity	Anticipated
Total NYF Funding Request			\$500,000
Total Funding from Other Sources			\$21,338,000
Total Project Cost			\$21,838,000
% Requested of Total Project Cost			2%

# PROJECT 1 - MIXED-USE POCKET NEIGHBORHOOD

## PROJECT NEED & IMPACT

The site for the Pocket Neighborhood project is a vacant, overgrown site with Erie Canal frontage just steps from Peterboro Street. Its redevelopment will be a transformational physical change for the Village. The variety of housing types and price points will diversify the local market and serve residents at a variety of income levels. The cafe component is a key part of the extensive amenity package of this project. It will nurture a local business and attract patrons to the canal area while serving residents, trail users, and other visitors.

The retail project is not underwritten to be a profit generator for the larger mixed-use development. Instead, it provides an important amenity for the project while allowing the retail tenant to focus on the success of their operation and growing their business. The sponsor will charge retail rents that are enough to cover building operating expenses, like real estate taxes, property insurance, utilities and maintenance. This means the retail project will not generate excess cash flow for debt service payments or investment returns, and as such, the project is funded almost entirely by grants including NY Forward.

The project leverages strategic public investments and assets in Canastota. It takes advantage of infrastructure already being funded as part of the larger mixed-use project, including sidewalks, utilities and site work. It also capitalizes on a unique opportunity to co-locate with new investments in public space and recreation assets on the Erie Canal's trail and waterway system. Funding from the Canal Corporation's Reimagine the Canals Competition will create canal-side amenities like a kayak launch and public access features including parking and connection to the Empire State Trail.

The retail project in turn will generate synergy for surrounding public investments. The retail project will support the activation of new public space, access points, and recreation investments along the Erie Canal. It will serve as a unique retail attraction for the Village that brings visitors and supports local business. Most importantly, the project will serve as an amenity for Canastota's new and existing residents - contributing to a revitalized, mixed-use NYF area.

The feasibility of the other components of the larger mixed-use project have been underwritten by Housing

Visions as part of their bid proposal which will be reviewed and approved by HCR. As the preeminent non-profit mixed-use affordable housing developer in the region, Housing Visions is uniquely positioned to successfully deliver on the housing and resident amenity components of the project.

## REGULATORY REQUIREMENTS

The project sponsor has significant experience meeting regulatory requirements of State agencies and securing local permitting. It has built relationships with the Village of Canastota, Madison County, and State agencies through the request for proposals (RFP) process which will help with approvals.

The project will require a zoning map change to amend the site's zoning from Industrial (which does not permit housing) likely to Mixed Use Industrial Residential (which allows multiple-family dwellings and restaurants by Special Permit). Once re-zoning is approved, the sponsor will need Special Permit approval, site plan approval, and building permits from the Village.

The project will also require State Environmental Quality Review (SEQR) approval. NYS Canal Corporation approval will be required for amenities added along the Erie Canal within its jurisdiction.

# PROJECT 1 - MIXED-USE POCKET NEIGHBORHOOD

## TIMELINE FOR PROJECT IMPLEMENTATION

		Anticipated Start Date: Fall 2025
PROJECT STAGE	TIMEFRAME	
RFQ Submission	Completed August 2024	
Design Development Phase	3 months	
Planning & Zoning Approvals	2 months	
NYS HCR Funding Application Submission	1 month (Fall 2025)	
NYS HCR Funding Award Announcement	1 month (Winter 2026)	
Construction Documents Phase	3 months	
Acquisition & Construction	18 months	
Total Timeframe	30 months	
		Anticipated Completion Date: Spring 2028

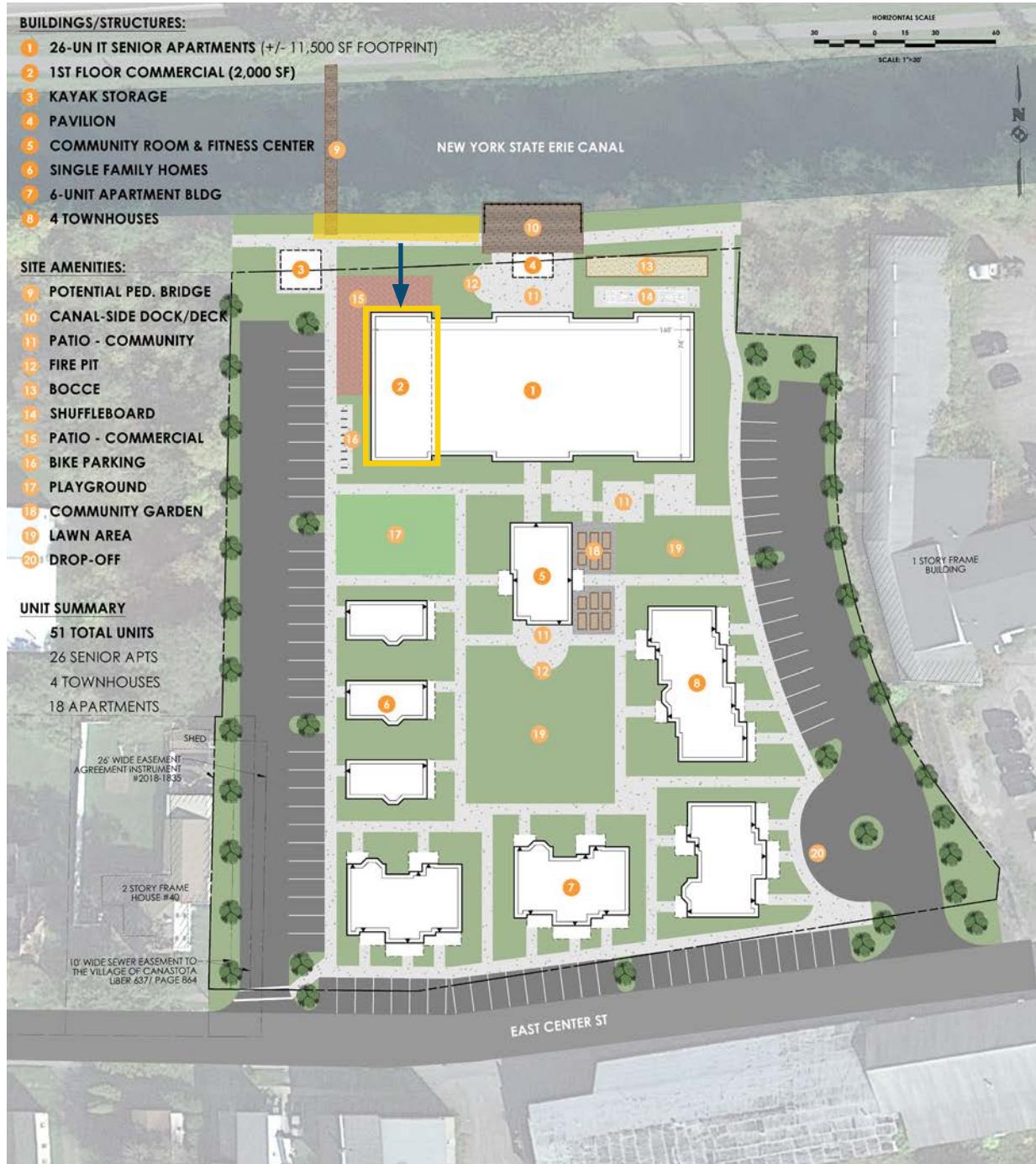
## EXISTING CONDITIONS



Existing 2.5 acre site. The site is primarily vacant with the exception of remnants of some building debris and an old foundation from a previous building on the site.

# PROJECT 1 - MIXED-USE POCKET NEIGHBORHOOD

## PROPOSED CONDITIONS



## CANAL-SIDE POCKET NEIGHBORHOOD

CONCEPT BOARD

Proposed site plan and pocket neighborhood features. Source: Project Sponsor.

# PROJECT 1 - MIXED-USE POCKET NEIGHBORHOOD

## PROPOSED CONDITIONS



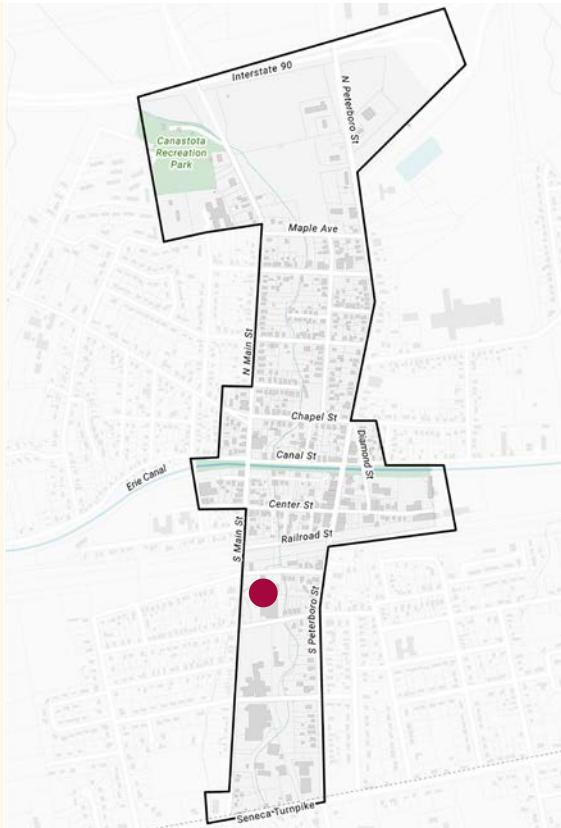
Proposed design of pocket neighborhood. Source: Project Sponsor.

## PROPOSED CONDITIONS



View of proposed pedestrian bridge connecting neighborhood to local trails.  
Source: Project Sponsor.

## PROJECT 2 - Expand ZEMS/Penny's to Create New Community Gathering Space South of the Canal



### NYF REQUEST

\$239,000  
(75% of project cost)

### PROJECT COST

\$319,000

### ADDRESS

124 Hickory Street -135 James Street,  
Canastota, NY

### PROJECT DESCRIPTION

ZEMS is a popular ice cream and miniature golf business in Canastota. Penny's Candy Company is located next door, and both businesses are locally owned by the same couple. The two-acre grassy area in front of these businesses is underutilized and an opportunity for ZEMS to host a community gathering space.

The project will transform that space along South Main Street and in front of ZEMS/Penny's into a seasonal multi-purpose gathering space for events. The project will also renovate Penny's interior to increase its retail capacity

# PROJECT 2 - EXPAND ZEMS/PENNY'S

and add space that can serve as a family-friendly visitor center.

Additions to the exterior space will include a gazebo, music stage, and pavilion to host performances and other community events. The project will also add 600 feet of new sidewalk with benches to improve pedestrian access between the businesses, downtown, and nearby trails.

The interior renovations include new flooring, walls, and ceilings to approximately 3,000 square feet of the building's existing space to create a visitor information center and community space featuring brochures, maps, and advertisements of local events. New windows, doors, and other exterior facade improvements are also included.

## PROJECT SPONSOR AND OWNERSHIP

The project is sponsored by ZEMS/Penny's. The project site is comprised of three parcels, all owned by Visions of Canastota, LLC. Rick Stevens, owner of ZEMS/Penny's, is also the LLC owner.

## CAPACITY

The project sponsor has previously renovated its retail space and has established local contractor relationships that can carry out the proposed renovation and development work.

The sponsor has owned ZEMS/Penny's since 2000 and initially built its existing storefront. Having been in business in Canastota for over 20 years, the sponsor has significant experience working in the Village's retail environment and its consumer market. This knowledge, combined with the sponsor's experience with owning and managing commercial real estate and past development projects, well-positions them to successfully carry out the project.

## REVITALIZATION STRATEGIES

This project helps to achieve the following NYF goals and strategies:

**Provide recreation and other amenities for families and kids of all ages and seniors.** The project's gazebo, music stage, and pavilion create a new public outdoor space that can accommodate music and other performances as well as a variety of cultural and recreational events for all ages.

**Encourage more small businesses in and near downtown.** The expansion of the existing business's retail space will allow it to scale up its operations and accommodate more visitors and patrons.

### **Provide more visitor amenities in downtown.**

The music stage and pavilion will allow more performances to take place in the Village. The new indoor community space will provide a centralized source of information, an important amenity for visitors.

### **Connect trails through downtown and the Village.**

The new sidewalk will provide safer connections between local trails and the Village's downtown.

This project helps to achieve the following REDC strategies:

**Invest in smart, healthy, and resilient community centers.** More formally defining this business's current site as a dynamic gathering space will support better activation and revitalization of this area of the Village.

## DECARBONIZATION & ENVIRONMENTAL RESILIENCY

The project does not meet the threshold for decarbonization as the project does not meet two or more of the substantial renovation criteria. Therefore, the project is not required to meet a decarbonization compliance path within the program.

Most of this project is in a 1% annual chance ("100- year") flood hazard zone. As such, particular attention will be placed on proper drainage and water mitigation to improve long-term safety and resilience of improvements. Additional resiliency strategies such as permeable pavers may be incorporated into the final design, as appropriate and feasible.

## PUBLIC SUPPORT

ZEMS is a local landmark and popular business frequented by residents and many visitors who pass through the area. Feedback collected during the first public workshop demonstrated a need for more community gathering space and recreational attractions in and near to downtown. The project will address these needs while helping a local business expand its role as an anchor establishment in the southern portion of the Village. Public survey results indicated 35% of respondents highly support the project and an additional 35% expressed some support, noting the project will create a large space for community use, improve the attraction of the area, and increase visitors to ZEMS and Penny's.

## PROJECT 2 - EXPAND ZEMS/PENNY'S

### BUDGET NARRATIVE

The sponsor provided an initial construction cost estimate from NEC General Contractors and Sgarlata Concrete Inc. The consultant team's cost estimator reviewed the sponsor's estimate based on their understanding of the project scope. The project budget reflects the cost estimator's slightly higher figure to reflect the conceptual nature of the project.

The sponsor anticipates receiving a bridge loan of \$250,000 from NBT Bank.

### PROJECT NEED & IMPACT

The outdoor site is a mostly unused green space along South Main Street, one of the main north-south corridors through Canastota. The project improvements will beautify and enliven this space by allowing more musical, performing, and cultural events to take place in the Village. The interior space is also unused today, and improvements will create a new multi-purpose community space that can support community events while also providing a centralized hub of information for cyclists, campers,

### PROJECT BUDGET

ACTIVITY	AMOUNT	FUNDING SOURCE	STATUS OF FUNDS
Sidewalk Construction	\$36,000	NYF	Requested
Exterior Improvements	\$183,000	NYF	Requested
Interior Renovation	\$20,000	NYF	Requested
	\$80,000	Loan	Anticipated
Total NYF Funding Request			\$239,000
Total Funding from Other Sources			\$80,000
Total Project Cost			\$319,000
% Requested of Total Project Cost			75%

## PROJECT 2 - EXPAND ZEMS/PENNY'S

sports teams, and other visitors who pass through the area. Through the combined exterior and interior renovations, the project will transform a popular local business into a destination that can help draw visitors and promote the Village. Additionally, the new sidewalks will connect to the existing sidewalk network that moves through the Village, and therefore create stronger connections to local and regional trails.

Market research and community feedback validates the need for a community engagement space and more activities available to residents. The visitor information available in the community space will be beneficial given the large number of bicyclists, campers, and other recreational enthusiasts that pass through the Village. Access to more information about the Village will also drive traffic to other businesses and attractions.

### REGULATORY REQUIREMENTS

The site is zoned industrial which requires site plan approval. The outdoor structures are permitted as accessory to the existing use. The district allows retail stores, retail service, and community center by special permit. Other uses are also allowed by special permit "upon finding that such use is of the same general character as those permitted". The project sponsor will need to obtain a building permit from the Village's Code Enforcement Office for the development of a pavilion and the renovated retail space. The sponsor is currently working to secure these permits to increase the project site's readiness.

### TIMELINE FOR PROJECT IMPLEMENTATION

Anticipated Start Date: Fall 2025	
PROJECT STAGE	TIMEFRAME
Building permit procurement	1-2 months
Exterior construction	2 months
Interior construction	3 months
Total Timeframe	6-8 months

Anticipated Completion Date: Summer 2026

## PROJECT 2 - EXPAND ZEMS/PENNY'S

### EXISTING CONDITIONS



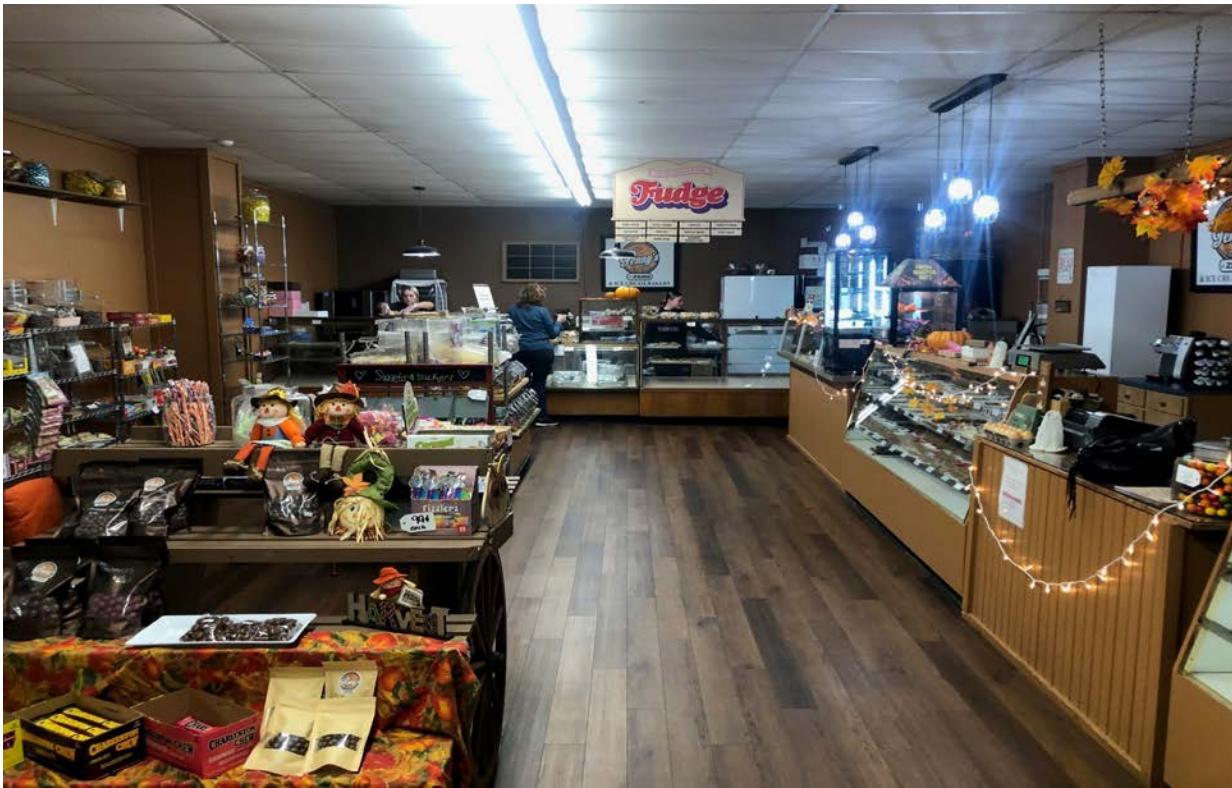
Existing open lawn space outside ZEMS/Penny's. Source: Project Sponsor.



Existing caboose and outside seating area at ZEMS/Penny's. Source: Project Sponsor.

## PROJECT 2 - EXPAND ZEMS/PENNY'S

### EXISTING CONDITIONS



Existing interior retail space. Source: Project Sponsor.



Current interior retail storage space and proposed visitor center. Source: Project Sponsor.

## PROJECT 2 - EXPAND ZEMS/PENNY'S

### PROPOSED CONDITIONS



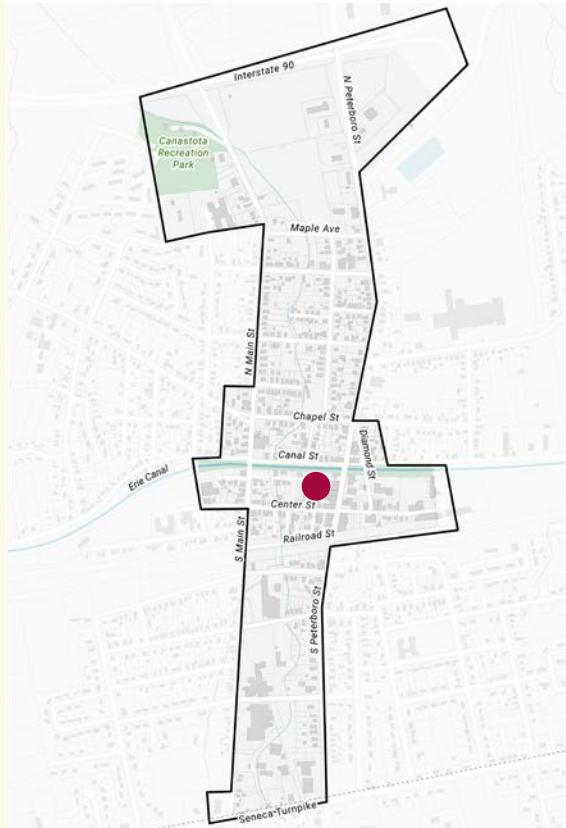
Hand sketch of proposed sidewalk and gazebo drawn by ZEMS/Penny's employee. Source: *Project Sponsor*.



Transformed public gathering and performance space outside of ZEMS/Penny's.

# PROJECT 3 - Convert Vacant Canal Street Building into NYS Farm Craft Brewing Facility

## New Development & Rehab



### NYF REQUEST

\$575,000  
(70% of project cost)

### PROJECT COST

\$825,000

### ADDRESS

213/215 S Canal Street, Canastota, NY

### PROJECT DESCRIPTION

This project will convert the historic Erie Canal Mule Barn Stable into a state-of-the-art craft brewing facility for Erie Canal Brewing Company. The project will complete exterior renovations to create an Erie Canal-themed façade with new windows, doors, and an ADA accessible ramp. It will renovate approximately 3,750 square feet of interior space across two floors to accommodate brewing facilities and packaging operations. The interior renovations will also create a public tasting room and educational venue that will allow Erie Canal Brewing Company to offer seminars and tours.

# PROJECT 3 - NYS FARM CRAFT BREWING FACILITY

The brewery has operated in Canastota since 2015 and currently leases space at 135 James Street, but this space is in need of repair. The brewery's plan includes the development of more space to accommodate increased demand and provide more efficient production. Additionally, the current location cannot accommodate tourism activities or comprehensive packaging required for wholesale distribution to local venues. With improved distribution facilities and equipment, the brewery will be able to capitalize on Canastota's strategic location within Madison County and access to the NY State Thruway to distribute product throughout New York State.

## PROJECT SPONSOR AND OWNERSHIP

The project sponsor is Erie Canal Brewing Company, LLC, an existing local brewery business. Both 213 and 215 S Canal Street is owned by Everland Holding Company, LLC. Everland Holding Company, LLC and Erie Canal Brewing Company, LLC are owned by the same individual.

## CAPACITY

The project sponsor purchased Erie Canal Brewing Company (ECB) in 2015 and has operated the brewery since. The sponsor has a second project being considered for NYF funding, the ECB taproom and welcome center. The project sponsor is also the owner of Seneca Street Brew Pub in Manlius, New York, which opened in 2016 following a \$1.1 million, 6,000-square foot renovation of a historic church in the Village. The project sponsor oversaw the complete conversion of the church property from a vacant building into a brewing facility, taproom, entertainment venue, and two affordable apartments. The project sponsor has maintained the same tenants at the property at affordable rents for over six years. The sponsor also continues to invest in the Seneca Street Brew Pub property and is currently adding a cupola to improve the exterior façade.

## REVITALIZATION STRATEGIES

This project helps to achieve the following NYF goals and strategies:

**Encourage more small businesses in and near downtown.** The new craft brewing and production space will allow an existing local brewery business to move to a more central location in Canastota.

**Provide more visitor amenities in downtown.** The brewery will provide a new attraction for visitors to experience that not only promotes the craft brewing

industry but also provides opportunities for the public to learn about the NYS farm brewery process.

**Increase canal and trail related tourism.** The project's location, just one block from the Erie Canal, will help draw tourists, increasing exposure to the canal and nearby trails. The brewery will also create a destination for bicycle tourists and other trail users with its easy access to the Erie Canalway and Empire State Trail.

This project helps to achieve the following REDC strategies:

**Invest in smart, healthy, and resilient community centers.** The project transforms a vacant and historic canal structure into a productive space that will support revitalization of the area just south of the canal.

## DECARBONIZATION & ENVIRONMENTAL RESILIENCY

The project does not meet the threshold for decarbonization as the project does not meet two or more of the substantial renovation criteria. Therefore, the project is not required to meet a decarbonization compliance path within the program.

The project sponsor, however, plans to incorporate energy efficient materials into the renovations, including the use of efficient windows and doors and closed cell spray insulation. These materials will improve energy efficiency at the brewery facility.

A significant portion of the project site is in a 1% annual chance ("100-year") flood hazard zone. As such, particular attention will be placed on proper drainage and water mitigation to improve long-term safety and resilience of improvements made. Additional resiliency strategies such as green infrastructure and native plantings may be incorporated into the final design as appropriate and feasible.

## PUBLIC SUPPORT

Throughout the NY Forward process, members of the community and the LPC identified increasing tourism in Canastota as a top priority. Community members were particularly interested in tourism opportunities that would encourage visitors to exit the NY State Thruway and spend extended time in the NY Forward area. Fifty-eight percent of survey respondents expressed support for the project, with 32% indicating high support. Attendees at the second public workshop commented that the project

# PROJECT 3 - NYS FARM CRAFT BREWING FACILITY

will attract visitors to the downtown area, including bringing visitors to Canastota from other parts of New York State.

## BUDGET NARRATIVE

The project budget was developed by the sponsor, who has experience renovating historic buildings and repurposing them as breweries and taprooms, in conjunction with LeClair Construction, an established contractor in Canastota. The consultant team reviewed the sponsor's cost estimates and its own estimates fell within a similar range.

This project leverages \$575,000 in NY Forward funding, \$167,000 in sponsor equity, and \$83,000 in permanent loans. The sponsor anticipates securing a bridge loan through a financial institution to fund its construction balance. The project sponsor has had conversations with NBT Bank, who has indicated preliminary interest in providing both construction and permanent financing for the project.

Additionally, it will require the conversion of the building from a two-phase electrical system to a three-phase electrical system. National Grid has agreed to undertake this conversion.

## PROJECT NEED & IMPACT

Stakeholder interviews identified that Canastota currently lacks downtown anchors that attract visitors from the Thruway and the Empire State Trail. As a result, travelers typically pass by or through the downtown without engaging with it. The new brewery would be located along the Erie Canal and provide a new attraction for visitors and residents. It will also activate a vacant building and save a historic canal structure from further deterioration.

Erie Canal Brewing Company is a New York State Farm Brewery and uses ingredients grown in New York State in its products. The brewery would offer several opportunities for the public to enjoy the new space including through tours, tastings, and educational seminars. These activities will draw more traffic to the Village's downtown, creating the opportunity for them to spend time and money at local businesses.

The expanded brewery space would also better enable Erie Canal Brewing Company to engage in wholesale distribution, contributing to the local economy as the brewery's products are distributed to restaurants, bars, event venues, and other sites both

## PROJECT BUDGET

ACTIVITY	AMOUNT	FUNDING SOURCE	STATUS OF FUNDS
Construction (interior renovations and brewery facilities development)	\$575,000	NYF	Requested
Soft Costs (design and permitting fees)	\$70,000	Loan	Anticipated
Site Improvements (fencing, landscaping, parking lot repair)	\$50,000	Sponsor Equity	Secured
Equipment	\$130,000		
<b>Total NYF Funding Request</b>			<b>\$575,000</b>
<b>Total Funding from Other Sources</b>			<b>\$250,000</b>
<b>Total Project Cost</b>			<b>\$825,000</b>
<b>% Requested of Total Project Cost</b>			<b>70%</b>

# PROJECT 3 - NYS FARM CRAFT BREWING FACILITY

within and beyond Canastota. Additional distribution space and equipment would enable the brewery to expand its distribution market from a 30-minute radius to the entire New York State market.

## REGULATORY REQUIREMENTS

The project site is zoned Agricultural and located immediately adjacent to the Downtown District. Microbrewery and farm brewery are permitted by special permit in this district. The project will require site plan and zoning approval from the Village. Once approved, a building permit will be needed. The relocation of the brewery facility may also require approval from the New York State Liquor Authority for the brewery's Farm Brewery License.

## TIMELINE FOR PROJECT IMPLEMENTATION

Anticipated Start Date: Fall 2025	
PROJECT STAGE	TIMEFRAME
Design, engineering, permitting	3-4 months
Site renovations and equipment selection	10-12 months
Relocation	1 month
Total Timeframe	14-17 months

Anticipated Completion Date: Spring 2027

# PROJECT 3 - NYS FARM CRAFT BREWING FACILITY

## EXISTING CONDITIONS



Side view of Erie Canal Mule Barn. Source: Project Sponsor.



Front view of Erie Canal Mule Barn building. Source: Project Sponsor.

# PROJECT 3 - NYS FARM CRAFT BREWING FACILITY

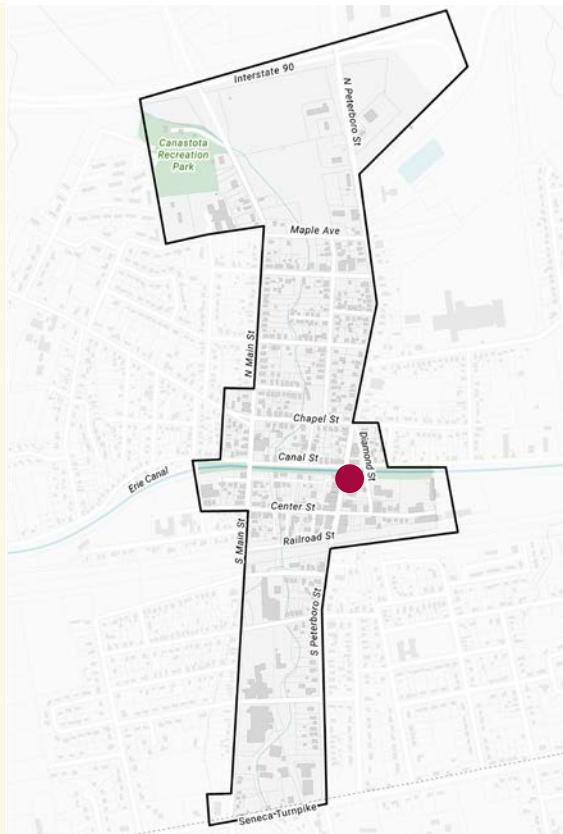
## PROPOSED CONDITIONS



Proposed NYS Farm Brewery space with tasting room and bottling facility.

# PROJECT 4 - Transform Vacant Historic Farr Building into Erie Canal Brewing Company Taproom & Village Welcome Center

## New Development & Rehab



### NYF REQUEST

\$450,000  
(70% of project cost)

### PROJECT COST

\$643,000

### ADDRESS

102 S. Peterboro Street, Canastota, NY

### PROJECT DESCRIPTION

This project will convert the approximately 6,400 square foot historic Farr Brothers Building into a taproom, welcome center, and event space with apartments on the second floor. Erie Canal Brewing Company will relocate its taproom from its leased space at 135 S. Peterboro Street to the renovated building where it will be able to provide food service, outdoor and rooftop seating, and entertainment and event space. The taproom and welcome center will create an anchor along the Erie Canal that offers both residents and visitors an opportunity to enjoy the canal and downtown Canastota.

# PROJECT 4 - ECB TAPROOM & WELCOME CENTER

Rooftop seating with views of the Erie Canal and Peterboro Street will be installed for the taproom, creating outdoor dining space that is a limited amenity in downtown Canastota. An ADA-accessible entrance will be installed from the parking lot, and windows will be replaced. The project also includes creating two apartments on the building's second floor with rents between \$1,000 and \$1,200 per month.

## PROJECT SPONSOR AND OWNERSHIP

The project sponsor is Erie Canal Brewing Company, LLC, an existing local brewery business. The property is owned by Everland Holding Company, LLC. Everland Holding Company, LLC and Erie Canal Brewing Company, LLC are owned by the same individual.

## CAPACITY

The project sponsor purchased Erie Canal Brewing Company in 2015 and has operated the brewery since. The sponsor has a second project being considered for NYF funding, the NYS Farm Craft Brewing Facility.

The project sponsor has experience renovating and transforming historic buildings into components of the food and beverage industry in New York State, which positions them to successfully implement the NYS Farm Brewery project. The sponsor also owns the Seneca Street Brew Pub in Manlius, New York, which opened in 2016 following a \$1.1 million, 6,000-square foot renovation of a historic church in the Village. The project sponsor oversaw the complete conversion of the church property from a vacant building into a brewing facility, taproom, entertainment venue, and two affordable apartments. The project sponsor has maintained the same tenants at the property at affordable rents for over six years. The sponsor also continues to invest in the Seneca Street Brew Pub property and is currently adding a cupola to improve the exterior façade.

## REVITALIZATION STRATEGIES

This project helps to achieve the following NYF goals and strategies:

**Encourage more small businesses in and near downtown.** The project will allow a local craft brewing business to open up a taproom location in the heart of Canastota's downtown.

**Add sit-down restaurants and increase outdoor dining locations.** The new taproom and restaurant will add a new dining option to the Village that includes outdoor seating.

**Fill vacant storefronts with new productive uses that address local and visitor needs.** The project will transform the vacant Farr Building into a new use that provides a much needed indoor and outdoor dining experience and new affordable housing in the NYF area.

**Fill upper floor vacancies in downtown buildings with new housing.** The addition of two affordable apartments above the taproom will add to the Village's housing stock and optimize this vacant second story space.

**Add new housing within walking distance of downtown.** The two new apartments will be located on S. Peterboro Street in the center of the Village's downtown.

**Modernize housing supply to support changing local and regional conditions.** The new second floor apartments will create a modern housing option that is affordable and appealing to those looking to live in a more walkable, mixed-use environment.

**Provide more visitor amenities in downtown.** The taproom and welcome center, which includes an entertainment and event space, will offer an amenity that will appeal to and benefit both residents and visitors.

This project helps to achieve the following REDC strategies:

**Invest in smart, healthy, and resilient community centers.** The project transforms a vacant and historic building into a productive use that will support revitalization of the downtown and create a welcome center to support more visitors to the area.

## DECARBONIZATION & ENVIRONMENTAL RESILIENCY

The project meets the threshold for decarbonization since the project has an area of 6,400 square feet. The project scope will incorporate energy-efficiency materials and include upgrading the building's windows and doors and improving the building's insulation for higher efficiency. The cost estimate for this project includes extra allowances in the line items for these improvements. The expected decarbonization compliance path is Path 1 - NYS Stretch Energy Code. There are no identified resiliency strategies at this point in the project design. Resiliency strategies may be incorporated into the final design as appropriate and feasible.

# PROJECT 4 - ECB TAPROOM & WELCOME CENTER

## PUBLIC SUPPORT

Throughout the NY Forward process, members of the community and the LPC indicated an interest in increasing tourism in downtown Canastota. Community members were particularly interested in tourism opportunities that would encourage visitors to leave the NY State Thruway and spend extended time in the downtown area. Thirty-nine percent of survey respondents highly support the project and an additional 26% expressed some support for the project. Attendees at the second public workshop indicated they support this project because it would expand a local business in the downtown area, which could subsequently attract visitors and create a more vibrant downtown.

## BUDGET NARRATIVE

The project budget was developed by the sponsor, who has experience renovating historic buildings and repurposing them as breweries and taprooms, in conjunction with LeClair Construction, an established contractor in Canastota. The consultant team reviewed the sponsor's cost estimates and its own estimates fell within a similar range.

This project leverages \$643,000 in NY Forward funding, sponsor equity, and in permanent loans. The sponsor anticipates securing a bridge loan through a financial institution to fund its construction balance. The project sponsor has had conversations with NBT Bank which has indicated preliminary interest in providing both construction and permanent financing for the project.

The sponsor has already invested in this building shortly after purchasing it. In 2021, approximately half of the building's bricks were repointed and impermeable paint was removed from the brickwork to prevent the trapping of moisture and avoid further damage.

## PROJECT NEED & IMPACT

The historic Farr Building is prominently located on Peterboro Street next to the Erie Canal and Empire State Trail yet has sat vacant for years. This project will save the building from further deterioration by renovating it for new uses.

Stakeholder interviews identified that downtown Canastota lacks an anchor space to attract visitors. The new taproom and visitor center will provide an attractive space for visitors and trail users to linger in downtown Canastota.

The project will also incorporate rooftop seating, creating an outdoor dining experience that is absent in downtown Canastota. The rooftop location will lessen the noise and visual impact of Peterboro Street's truck traffic for patrons, making it a more appealing space. Outdoor dining is also an important component of tourism and will attract visitors to the Village.

The sponsor's current, smaller taproom acts as a community gathering space for Canastota residents and visitors. The taproom hosts a weekly trivia night and pitch league, but participation in both is restricted due to the size of the current space. The new taproom

## PROJECT BUDGET

ACTIVITY	AMOUNT	FUNDING SOURCE	STATUS OF FUNDS
Construction (interior and exterior renovations and development of rooftop seating area)	\$450,000	NYF	Requested
	\$80,000	Loan	Anticipated
	\$75,000	Sponsor Equity	Secured
Soft Costs (design and permitting fees)	\$38,000	Sponsor Equity	Secured
Total NYF Funding Request			\$450,000
Total Funding from Other Sources			\$193,000
Total Project Cost			\$643,000
% Requested of Total Project Cost			70%

# PROJECT 4 - ECB TAPROOM & WELCOME CENTER

space will better accommodate these programs and offer new community-oriented activities. The current space also does not allow the taproom the capacity to serve food, while the new space will allow the taproom to serve food in addition to beverages. This will expand the company's business and customer base, attracting a wider array of customers such as families and individuals who prefer to not drink alcohol.

The new taproom will also provide a retail and tourism attraction that can entice those traveling through Canastota on both the Thruway and the Empire State Trail to stop in the NYF area. The project sponsor anticipates hosting a variety of social events intended to attract patrons of all ages, including an expanded pitch league and trivia night.

The two upstairs apartments will provide modern, affordable living options in the Village. New residents will add to the liveliness of the NYF area.

## REGULATORY REQUIREMENTS

The project is within the Downtown District zoning district. Restaurant and bars/taverns are a permitted use in this district. Upper story housing is allowed by special permit. The project will require site plan approval, a building permit, and rooftop seating approval from the Village's Code Enforcement Office. It will also be required to follow the Village's architectural control procedure which includes review by the Architecture Review Board to ensure proposed project plans preserve and enhance the appearance of historic Canastota

## TIMELINE

The sponsor began stabilization of the historic building in 2021 to prevent the building from falling into further disrepair. A study conducted by Flatley Reed through Madison County in 2021 found no anticipated environmental cleanup needs. However, the project sponsor anticipates that there may be additional structural needs necessary to install rooftop seating. These additional needs may extend the project timeline beyond the predicted 14-18 months.

## TIMELINE FOR PROJECT IMPLEMENTATION

		Anticipated Start Date: Fall 2025
PROJECT STAGE	TIMEFRAME	
Design, engineering, permitting	3-4 months	
Renovations	12 months	
Total Timeframe	15-16 months	
		Anticipated Completion Date: Winter 2027

## PROJECT 4 - ECB TAPROOM & WELCOME CENTER

### EXISTING CONDITIONS



View of Farr Brothers building from S. Peterboro Street.



Side view of Farr Brothers building and mural. Source: *Project Sponsor*.

# PROJECT 4 - ECB TAPROOM & WELCOME CENTER

## EXISTING CONDITIONS



View of the Farr Brothers building from the Empire State Trail.

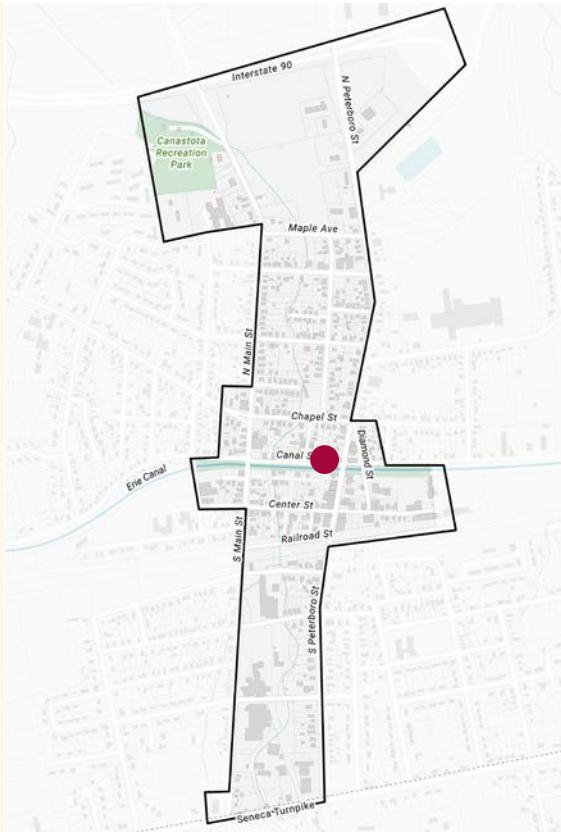
## PROPOSED CONDITIONS



Proposed conditions showing a new active storefront and ADA accessibility.

# PROJECT 5 - Renovate Historic Building at 138 Canal Street for Commercial Use

## New Development & Rehab



### NYF REQUEST

\$172,000  
(70% of project cost)

### PROJECT COST

\$245,000

### ADDRESS

138 Canal St, Canastota, NY

### PROJECT DESCRIPTION

This project will renovate one of Canastota's original structures along the Erie Canal and return it to active use. Renovations will include structural improvements to preserve the building, exterior improvements to recreate the original facade and preserve its historic character, interior improvements to modernize the space for a new business tenant along with energy-efficient upgrades and ADA accessibility. The goal is to maintain the property's historical integrity and create a commercially viable space that attracts small businesses, supports economic activity, and enhances the Village's connection to its canal-side heritage.

# PROJECT 5 - 138 CANAL STREET

Exterior improvements include a completely new facade in the style of the original building with new siding, doors, windows, lights (both exterior and interior LEDs), a newly constructed front porch to replace the existing concrete steps, and new walkways. Interior improvements include walls, ceilings, flooring, electric, and plumbing.

The interior will be finished in "white box" condition ready to turn over to a commercial operator. The property's location and high ceilings make it a strong candidate for commercial use. The sponsor intends to target a retail establishment (e.g., bike shop, art gallery, stationery store, etc.) or a food/drink establishment (e.g., small coffee shop, cafe, bakery, wine and cheese bar, small eatery, etc.). These uses will serve the local community, visitors to the Erie Canal, and walkers/bicyclists using the Empire State Trail. Art studio and gallery users have already expressed interest in the space if it is available at a reasonable rate.

## PROJECT SPONSOR AND OWNERSHIP

The project sponsor is X10U8, LLC. The sponsor owns the property.

## CAPACITY

The project sponsor has over 20 years of experience in commercial real estate. The entity's owner is a Chartered Financial Analyst. Their work experience includes negotiating and structuring commercial real estate transactions for sophisticated clients worldwide.

X10U8, LLC has a small real estate portfolio with properties throughout the United States, many of which are historic properties. It has worked with general contractors to complete similar projects throughout the country.

The sponsor already works with Smith Built Construction, a Canastota-based general contractor. When the sponsor first bought the building, it retained Smith Built Construction to stabilize it. It intends to retain Smith Built Construction to complete 138 Canal Street's renovation.

## REVITALIZATION STRATEGIES

This project ties directly into the Village's vision to activate its canal waterfront and supports its goal for new infill development downtown. By attracting retail customers, the project will help reactivate this building into a new canal waterfront destination.

This project helps to achieve the following NYF goals and strategies:

***Encourage more small businesses in and near downtown.*** The building's renovations will create space for a new small retail or food and beverage establishment across from the Erie Canal.

***Fill vacant storefronts with new productive uses that address local and visitor needs.*** The project sponsor plans to target a small retail or food and beverage establishment to tenant the ground floor space. This will add a new amenity that can cater to both residents and visitors and create a new experience for people to enjoy along the Erie Canal.

This project helps to achieve the following REDC strategies:

***Invest in smart, healthy, and resilient community centers.*** Restoration of the vacant and historic canal-front building to commercial use will improve the aesthetics along this portion of Canal Street, making it more appealing and inviting to neighbors and visitors.

## DECARBONIZATION & ENVIRONMENTAL RESILIENCY

The project does not meet the threshold for decarbonization as the project has an area less than 5,000 square feet. Therefore, the project is not required to meet a decarbonization compliance path within the program.

The proposed renovations to the building's exterior and facade will strengthen its structural integrity, making it more resilient to severe storm events. While the project is not located within the 100-year flood zone, it will be designed to mitigate any flood hazards that could result from more frequent and intensive rainfall. During the design development phase, the sponsor will evaluate interior finishes and products with low or no VOC and/or recycled material content.

## PUBLIC SUPPORT

Early on in the NY Forward process, the LPC and community identified improvements and revitalization along Canal Street and the Erie Canal as a top priority. Public survey results indicated 48% of respondents demonstrated support for the project,

# PROJECT 5 - 138 CANAL STREET

with 23% indicating high support. Attendees at the second public workshop noted that the project will complement the North Canal Street Enhancements project and will contribute to enhancing downtown and the canal area.

## BUDGET NARRATIVE

The cost estimate was prepared by Smith Built Construction, a local Canastota general contractor that previously worked on 138 Canal Street. The consultant team's cost estimator reviewed the estimate based on their understanding of the project. The renovation costs are estimated at \$245,000 or approximately \$99 per square foot.

Sponsor equity accounts for 30% of the project budget. While the sponsor can self-finance the private portion of the funding, it has a relationship with Community Bank's Canastota branch. The sponsor may pursue financing at Community Bank if favorable terms are available. However, project implementation is not contingent on bank financing.

When the sponsor purchased the building in 2020, it was in poor condition. The sponsor spent \$38,500 to stabilize the building structurally. Further renovation activities were put on hold because the project was economically infeasible and market rents were insufficient to cover renovation costs.

## PROJECT NEED & IMPACT

The building is within the boundaries of the Erie Canal State Park and is two doors down from the Canastota Canal Town Museum. It has a storied history in Canastota as a one-time liquor store, social club, pool hall, bowling alley, community store, and personal residence. However, the two-floor 2,480-square-foot building is currently in disrepair. Restoring this historic building will preserve a piece of Canastota's architectural heritage and will maintain the historic character along the Erie Canal.

The renovation will help reactivate the area along the canal by adding a small business. The property's central location makes its renovation important to the tourist experience. The future commercial use will be aimed at making Canal Street a more pleasant place to visit. Increased foot traffic will support tourism and the local economy, and a new business will provide job opportunities.

The sponsor receives inquiries about once a month from businesses looking to lease the space, and notes that there is not much vacant commercial space in downtown Canastota. The NYF funding will allow the sponsor to lease the building at below market rent to a local small business, increasing the affordability of the tenant's operations and likelihood of their success.

## PROJECT BUDGET

ACTIVITY	AMOUNT	FUNDING SOURCE	STATUS OF FUNDS
Construction (structural improvements, facade restoration, interior renovations, and commercial tenant fit-out)	\$167,000	NYF	Requested
Landscaping	\$73,000	Sponsor Equity	Secured
Total NYF Funding Request			\$172,000
Total Funding from Other Sources			\$73,000
Total Project Cost			\$245,000
% Requested of Total Project Cost			70%

# PROJECT 5 - 138 CANAL STREET

Renovating the existing historic structure also exemplifies sustainability by avoiding the environmental impacts of demolition and new construction. The energy-efficient upgrades will reduce costs for tenants as well.

## REGULATORY REQUIREMENTS

The project will need to go through the Village's code enforcement review and approval process to obtain a building permit. The building's intended use is allowed under current zoning. The sponsor may consult with the Village about reinstating a side door along the

east side of the building. However, this entrance is on the property line so reinstating it may require a zoning variance. If so, the sponsor may decide not to reopen the side door as it is not required.

Despite this structure's historical significance to Canastota as a social club, saloon, liquor store, grocery store, and residence, the State Historic Preservation Office (SHPO) has indicated that there have been too many modifications over the years to warrant a historic preservation designation.

## TIMELINE FOR PROJECT IMPLEMENTATION

Anticipated Start Date: Fall 2025	
PROJECT STAGE	TIMEFRAME
Conceptual Design	Completed
Regulatory Approvals	1-2 months
Design, engineering, bid process	3 months
Construction	4 months
Total Timeframe	8-9 months

Anticipated Completion Date: Summer 2026

## PROJECT 5 - 138 CANAL STREET

### EXISTING CONDITIONS



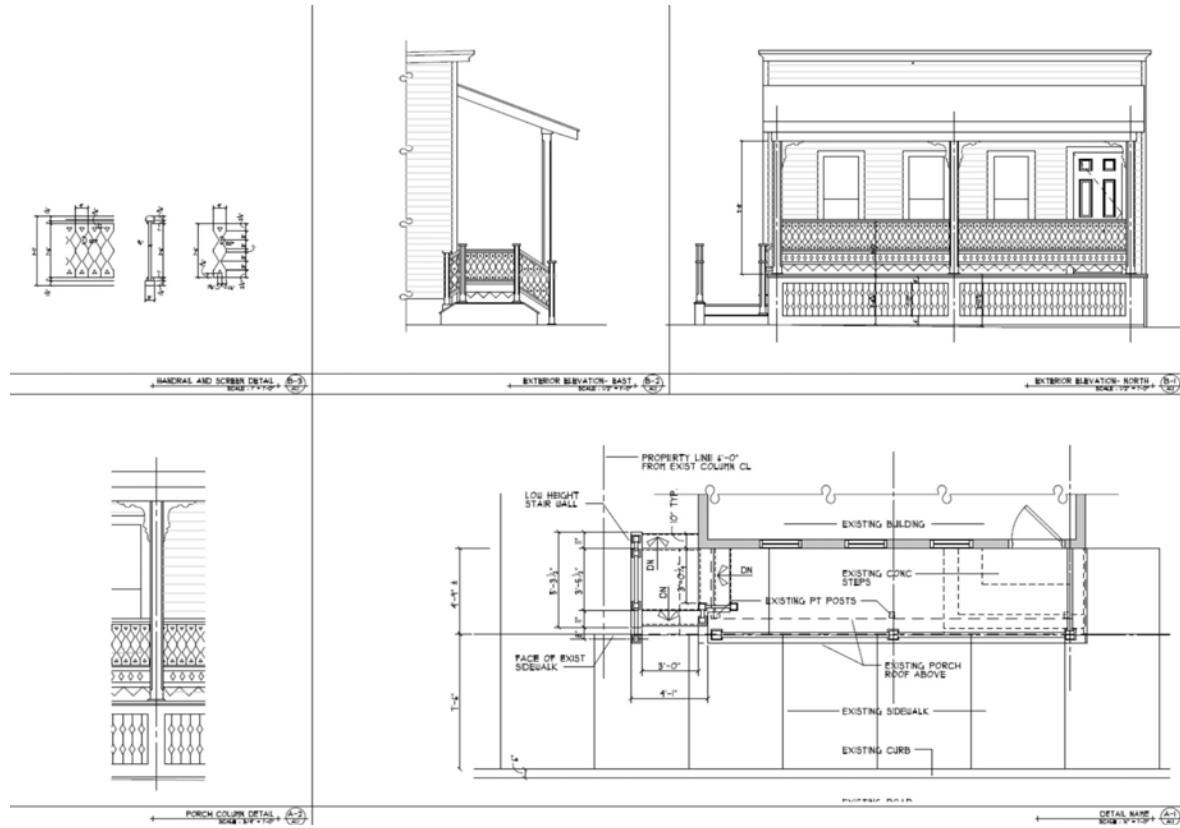
138 Canal Street building exterior.



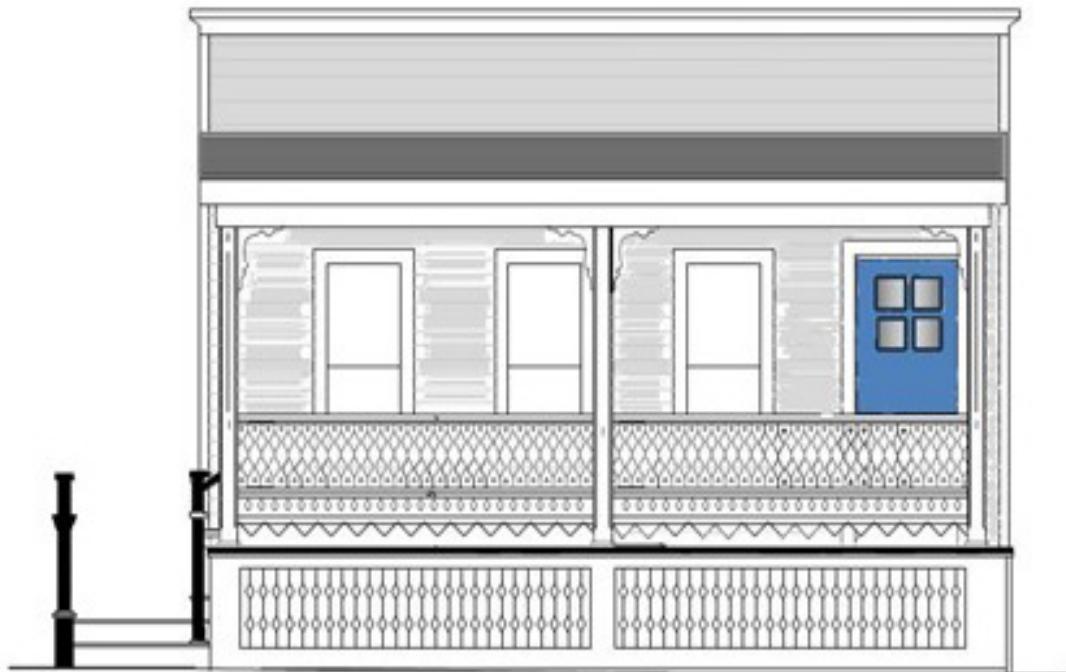
138 Canal Street building interior. *Source: Project Sponsor.*

# PROJECT 5 - 138 CANAL STREET

## PROPOSED CONDITIONS



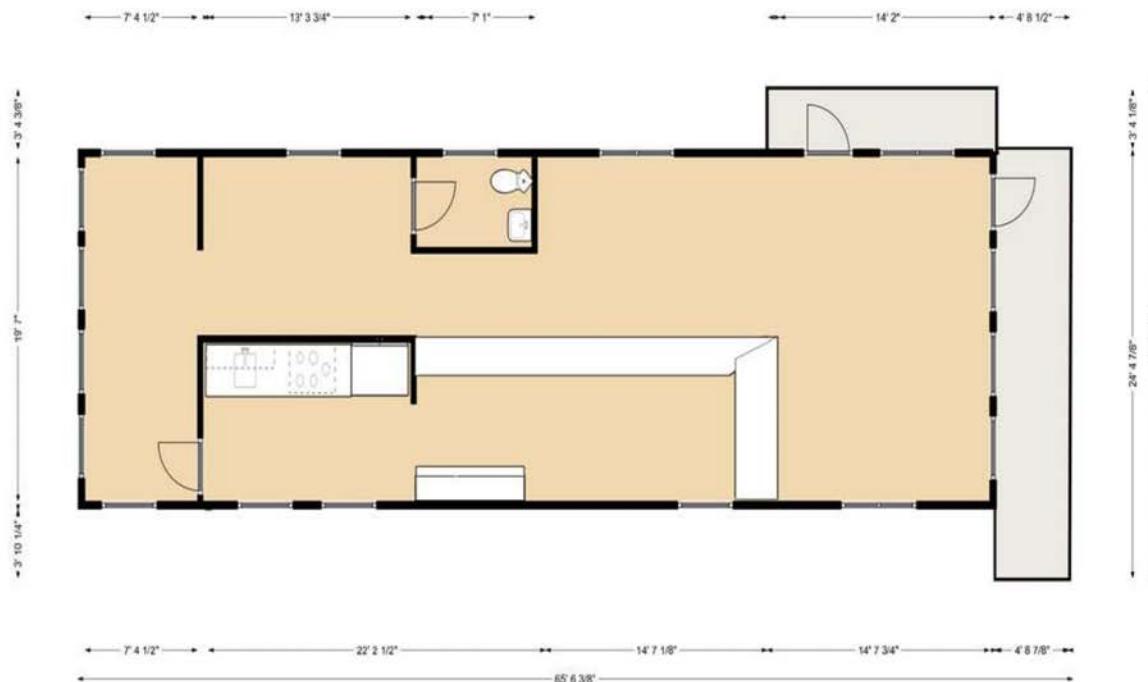
Architectural drawings of proposed porch and facade renovations. Source: Project Sponsor.



Proposed design for exterior renovation. Source: Project Sponsor.

# PROJECT 5 - 138 CANAL STREET

## PROPOSED CONDITIONS



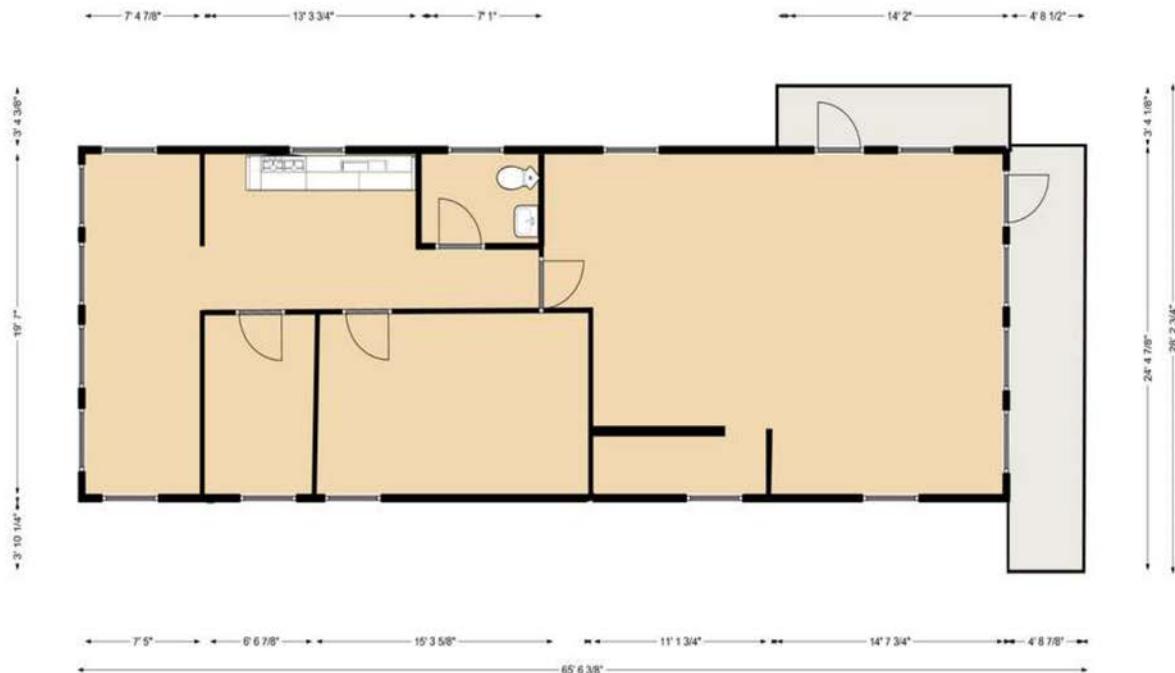
Example interior floorplan for cafe, coffee shop, wine bar, or similar tenant. Source: Project Sponsor.



Example model floorplan for cafe, coffee shop, wine bar, or similar tenant. Source: Project Sponsor.

# PROJECT 5 - 138 CANAL STREET

## PROPOSED CONDITIONS



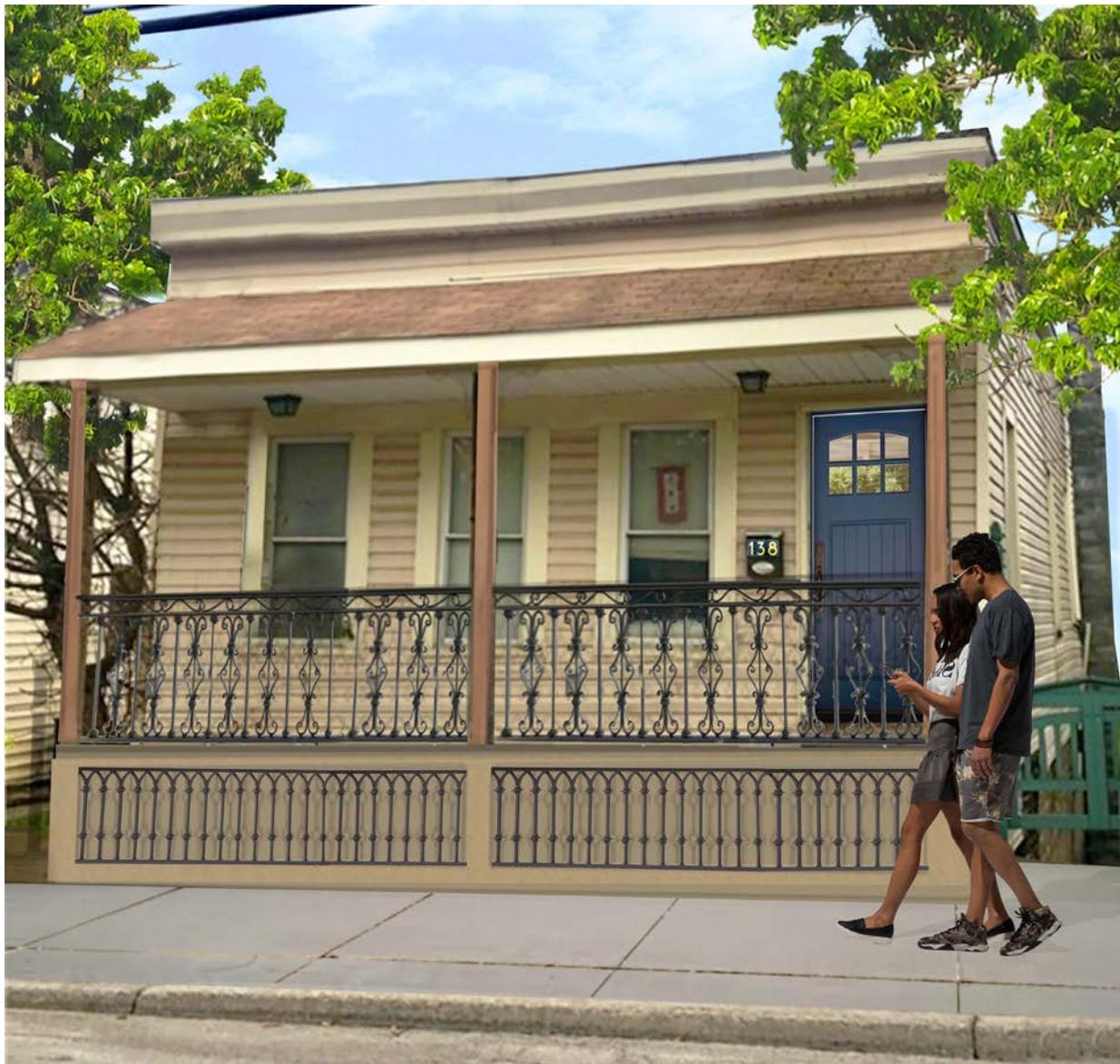
Example interior floorplan for small office space or similar tenant. *Source: Project Sponsor.*



Example model floorplan for small office space. *Source: Project Sponsor.*

# PROJECT 5 - 138 CANAL STREET

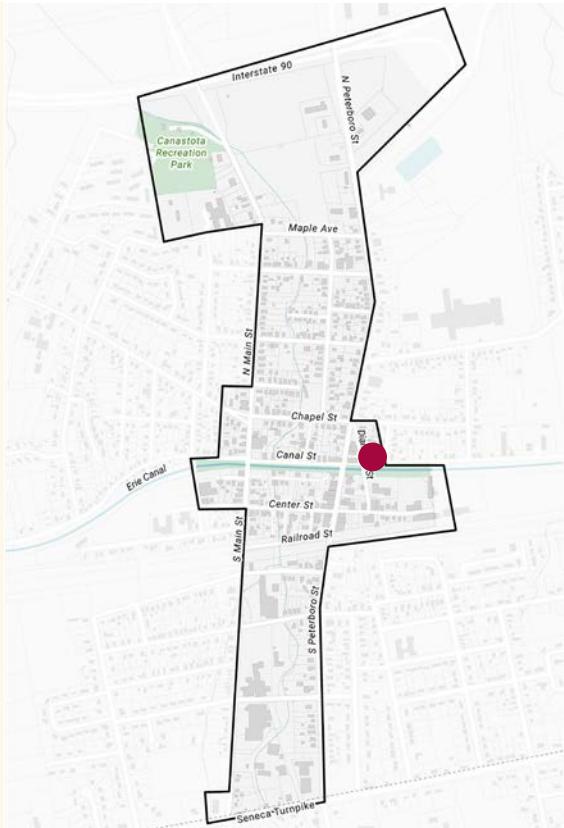
## PROPOSED CONDITIONS



Conceptual rendering of new porch and improved building exterior. Source: Project Sponsor.

# PROJECT 6 - Renovate Canastota Fire House for Improved Community Use and Greater Accessibility

## Public Improvement



### NYF REQUEST

\$909,000  
(100% of project cost)

### PROJECT COST

\$909,000

### ADDRESS

127 E Center Street, Canastota, NY

### PROJECT DESCRIPTION

The project will modernize the Canastota Fire House's public meeting space to better serve all community members with accessibility improvements in accordance with the Americans with Disabilities Act (ADA) and other enhancements. The project scope includes elevator installation, restroom renovation, window replacement, exterior rehabilitation, and enhanced energy efficiency.

In addition to providing emergency services, the Canastota Fire House serves as an essential community space, hosting events throughout the year such as the Parade of Lights in December.

# PROJECT 6 - CANASTOTA FIRE HOUSE RENOVATIONS

The Fire House was first constructed in 1918 and significantly expanded in 1975. It is a two-story building with a ground floor area of 6,900 square feet. The 106-year-old structure is in need of significant renovation including upgrades to its central meeting hall, kitchen, and restrooms. Additionally, many exterior windows are in need of replacement and the stucco on the east and south sides of the building requires maintenance. The site's parking lot and driveway also need a complete milling and repaving.

Perhaps most importantly, the Fire House is out of ADA compliance. The meeting hall, kitchen, and primary restrooms are located on the second floor and there is no elevator or ADA ramp access. As a result, the Red Cross has deemed the space unusable as an emergency shelter, requiring displaced residents to be evacuated to another facility during severe weather events such as the tornado in July 2024.

The project will not only bring the structure up to code, but will increase its ability to serve as a community hub for all residents. Installation of an elevator will allow all residents to attend meetings and events in the space. The interior renovations will enhance the station's environment for firefighters and community members who use the space. The exterior renovations will improve the aesthetics of the site and the energy efficiency of the building, reducing operational and maintenance costs and contributing to an improved appearance of the NYF Area.

## PROJECT SPONSOR AND OWNERSHIP

The project is sponsored by the Village of Canastota. The Village owns the existing Fire Station building and parcel.

## CAPACITY

The Village of Canastota is the sponsor for four other potential NYF projects and the Small Project Fund. The Village has undertaken several significant public improvement and renovation projects over the last several years including renovations to the municipal building, wastewater treatment plant, headworks pump station, and public realm improvements to the downtown business corridor. Additionally, the Village has administered and continues to administer grant funding for numerous projects such as a new fire truck, air packs for firefighters, a sewer separation project and a downtown revitalization project.

The Canastota Fire Department currently occupies the fire house and will likely assist the Village in overseeing the renovation process.

## REVITALIZATION STRATEGIES

This project helps to achieve the following NYF goals and strategies:

### ***Develop a public gathering space in downtown.***

Renovations to the Fire House's meeting hall will allow the space to better accommodate community meetings and events. The elevator installation will make the space accessible to all residents.

This project helps to achieve the following REDC strategies:

### ***Invest in smart, healthy, and resilient community centers.***

The facade renovations will improve the Fire House's aesthetics and contribute to an overall improvement of the NYF Area.

## DECARBONIZATION & ENVIRONMENTAL RESILIENCY

The project meets the threshold for decarbonization as the project has an area of 6,900 square feet. The expected decarbonization compliance will be Path 1 - NY Stretch.

The project scope includes replacement of 28 windows to improve energy efficiency. The project scope does not include any environmental resiliency measures.

## PUBLIC SUPPORT

During and after the second public workshop, 77% of project survey respondents expressed high support for this project and another 6% expressed some support. Respondents shared that the project has already received strong community support and would allow the building to better serve all residents, especially seniors and people with mobility impairments who often struggle to access the second floor facilities. Multiple respondents also expressed the importance of having an accessible facility in Canastota that can be used as a place of refuge in case of disaster.

# PROJECT 6 - CANASTOTA FIRE HOUSE RENOVATIONS

## BUDGET NARRATIVE

The preliminary project costs were estimated by M.E.I.D. Construction, a contractor hired by the Village. These estimates were reviewed and refined by the consultant team's cost estimator. The project will be completely funded with a NY Forward grant if awarded.

The Village will utilize readily available municipal funds and borrowing capacity to complete the project prior to NYF fund reimbursement.

## PROJECT BUDGET

ACTIVITY	AMOUNT	FUNDING SOURCE	STATUS OF FUNDS
ADA-Compliant Building Components (elevator and bathroom upgrades)	\$433,000		
Interior Improvements (floor and ceiling replacement)	\$82,000	NYF	Requested
Exterior Improvements (install new windows and stucco repair)	\$94,000		
Driveway Improvements	\$300,000		
Total NYF Funding Request			\$909,000
Total Funding from Other Sources			\$0
Total Project Cost			\$909,000
% Requested of Total Project Cost			100%

# PROJECT 6 - CANASTOTA FIRE HOUSE RENOVATIONS

## PROJECT NEED & IMPACT

The Canastota Fire House is dated and out of compliance with the Americans with Disabilities Act. The project's renovations will modernize the facility with upgrades to the central meeting hall. These improvements will increase its capacity to serve as a public gathering space that can better accommodate community meetings and events. Limited meeting space in the Village makes optimizing this asset for community use paramount for supporting the Village's civic and social life.

Seniors and residents with mobility impairments struggle to access the Fire House's meeting hall due to its location on the second floor and the lack of ADA accommodations. Oftentimes, these community members are unable to attend or have to be carried up the stairs by others to participate in meetings and events. The installation of an elevator will remove these barriers, allowing the building to achieve ADA compliance. These improvements will also allow the Fire House to serve as a refuge during emergencies and natural disasters.

## REGULATORY REQUIREMENTS

The project will need to go through the Village's code enforcement review and approval process to obtain a building permit from the Village's Code Enforcement Office. It will also be required to follow the Village's architectural control procedure which includes review by the Architecture Review Board to ensure proposed project plans preserve and enhance the appearance of historic Canastota.

## TIMELINE FOR PROJECT IMPLEMENTATION

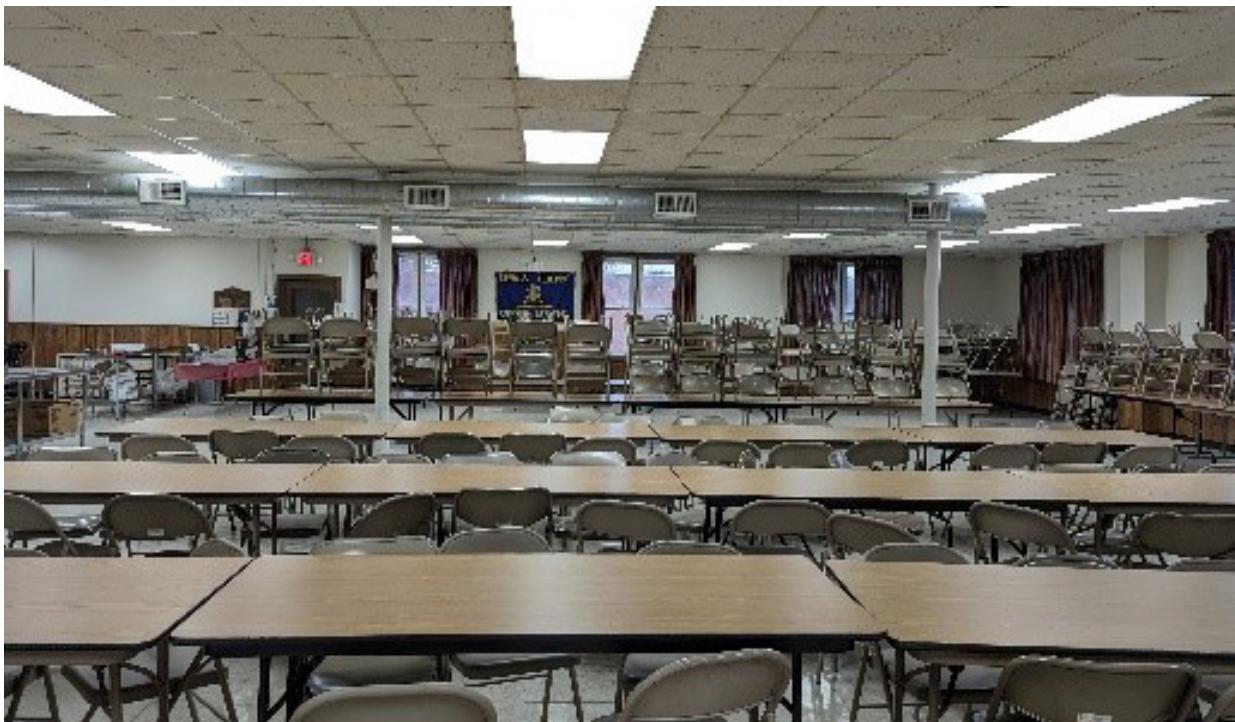
		Anticipated Start Date: Winter 2026
PROJECT STAGE	TIMEFRAME	
Design development	3-4 months	
Construction	7-8 months	
Total Timeframe	10-12 months	
		Anticipated Completion Date: Winter 2027

# PROJECT 6 - CANASTOTA FIRE HOUSE RENOVATIONS

## EXISTING CONDITIONS



View of Fire House from E Center Street.



Existing second floor meeting hall space.

# PROJECT 6 - CANASTOTA FIRE HOUSE RENOVATIONS

## EXISTING CONDITIONS



Parade of Lights hosted in the Fire House meeting hall. Source: Project Sponsor.



Parade of Lights holiday market using meeting hall space. Source: Project Sponsor.

# PROJECT 6 - CANASTOTA FIRE HOUSE RENOVATIONS

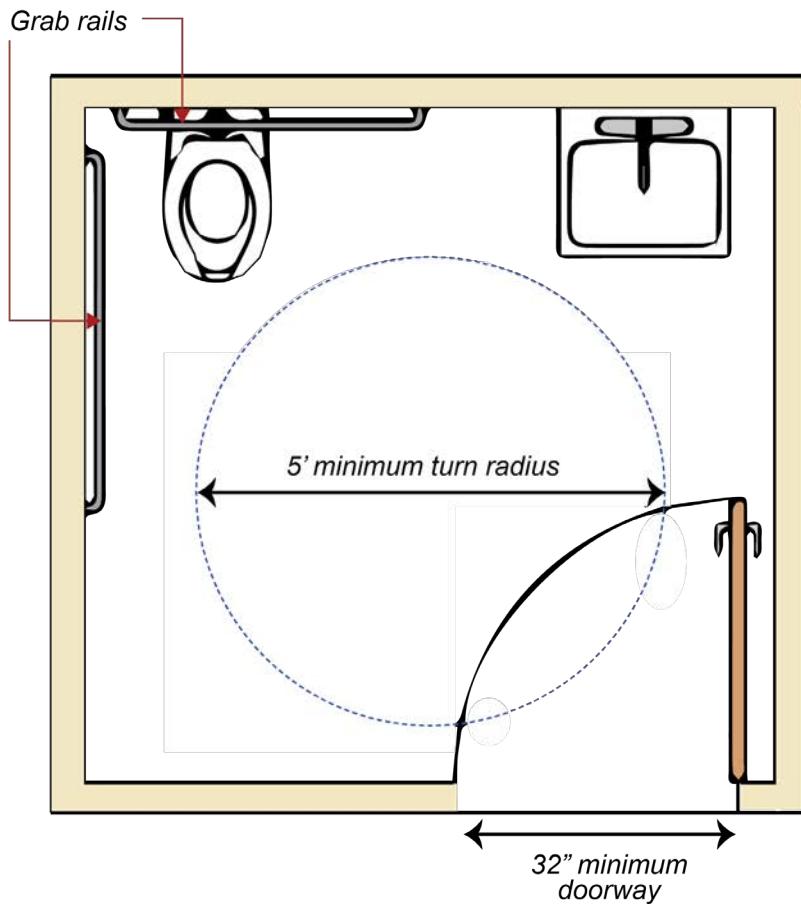
## PROPOSED CONDITIONS



Conceptual rendering of Fire House's exterior improvements.

# PROJECT 6 - CANASTOTA FIRE HOUSE RENOVATIONS

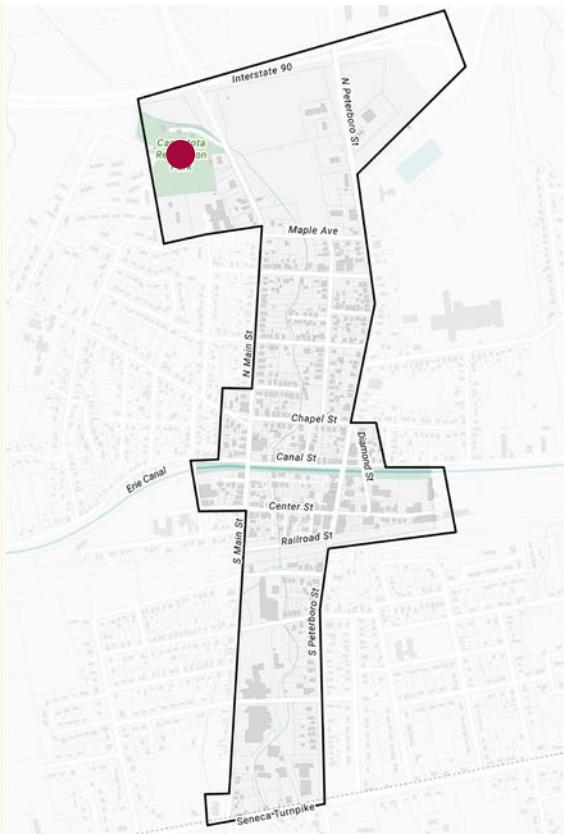
## PROPOSED CONDITIONS



Conceptual floor plan of proposed ADA accessible restroom. Source: U.S. Access Board ADA Accessibility Standards Guide.

# PROJECT 7 - Improve Existing Recreation Park to Better Serve Community Needs

## Public Improvement



### NYF REQUEST

\$1,093,000  
(100% of project cost)

### PROJECT COST

\$1,093,000

### ADDRESS

100 Joseph Stagnitti Drive, Canastota, NY

### PROJECT DESCRIPTION

As the primary athletic venue in the Village, the Recreation Park's existing facilities have started to show age from years of use and weathering. This project will renovate its heavily-utilized facilities to enhance the user experience. Improvements will include resurfacing the two basketball courts and one tennis court, adding a pickleball court to address a growing interest, replacing eight dugouts and four backstops on the baseball fields, replacing fencing around courts and fields, renovating the existing restroom facilities, and creating a secondary park entrance with a drop-off and additional parking to accommodate more users.

# PROJECT 7 - CANASTOTA RECREATION PARK

## PROJECT SPONSOR AND OWNERSHIP

The project is sponsored by the Village of Canastota. The Village owns the existing land and facilities that make up the Recreation Park.

## CAPACITY

The Village of Canastota is the sponsor for four other potential NYF projects and the Small Project Fund. The Village of Canastota has undertaken several significant public improvement and renovation projects over the last several years including renovations to the municipal building, wastewater treatment plant, headworks pump station, and public realm improvements to the downtown business corridor. Additionally, the Village has administered and continues to administer grant funding for numerous projects such as a new fire truck, air packs for firefighters, a sewer separation project, and a downtown revitalization project. The Canastota Recreation Park is overseen by the Canastota Recreation Commission which will assist Village staff in managing the project. The Department of Public Works maintains the Village's parks and facilities and will provide regular maintenance to the Recreation Park and its parking areas.

## REVITALIZATION STRATEGIES

This project helps to achieve the following NYF goals and strategies:

***Provide recreation and other amenities for families and kids of all ages and seniors.*** Improvements to the Recreation Park's playing courts, fields, and facilities will allow the park to better serve the recreational needs of the community.

This project helps to achieve the following REDC strategies:

***Invest in smart, healthy, and resilient community centers.*** Upgrades to the Village's Recreation Park will provide a quality, recreational facility for residents and leverage an existing asset to help revitalize this part of the Village.

## DECARBONIZATION & ENVIRONMENTAL RESILIENCY

The project does not meet the threshold for decarbonization as it is a public works project, and it does not meet two or more of the substantial renovation criteria. Therefore, the project is not required to meet a decarbonization compliance path within the program.

The project site is bordered by Canastota Creek, but not located in an identified flood risk area. Stormwater runoff and drainage will be considered in the construction of the new parking area. Additional resiliency strategies may be incorporated into the final design as appropriate and feasible.

## PUBLIC SUPPORT

At the first public workshop, many participants noted the need to update the Recreation Park and improve and expand the Village's public space. Creating multigenerational spaces to support community health was also identified as a shared priority for residents. During and after the second public workshop, 68% of respondents expressed high support for this project and another 16% expressed some support. Many respondents commented how important the Recreation Park is to the community as an open, green space for youth and families to go and play.

# PROJECT 7 - CANASTOTA RECREATION PARK

## BUDGET NARRATIVE

The initial project budget was prepared by a licensed civil engineer based on the design concept described by the Village. These estimates were reviewed and refined by the consultant team's cost estimator on a rough cost per square foot basis given the preliminary stage of project development. It includes a 20% contingency to account for the very preliminary nature of the design at this point.

The project will be completely funded with a NY Forward grant if awarded. The Village will utilize readily available municipal funds and borrowing capacity to complete the project prior to NYF grant reimbursement.

## PROJECT NEED & IMPACT

The Recreation Park is heavily used and has not been renovated since it opened decades ago. Improving the Recreation Park will benefit the community by providing upgraded sports and recreation facilities to a variety of users. Currently, Canastota Little League, Canastota Pop Warner, and Canastota American Youth Soccer Organization (AYSO) use the park to host their sporting events. The renovations will improve the quality of these users' experiences, draw more participation, and create more opportunities for additional leagues and sports organizations to rent the facilities. The new pickleball court will help the Village address a growing interest that has emerged in the past few years.

## PROJECT BUDGET

ACTIVITY	AMOUNT	FUNDING SOURCE	STATUS OF FUNDS
Construction (playing court and field upgrades, new pickleball court, renovate restrooms, and construct new parking area)	\$920,000	NYF	Requested
Design & Engineering	\$173,000		
Total NYF Funding Request			\$1,093,000
Total Funding from Other Sources			\$0
Total Project Cost			\$1,093,000
% Requested of Total Project Cost			100%

# PROJECT 7 - CANASTOTA RECREATION PARK

Renovations will accommodate more users through the addition of a second park entrance and parking area. The project's facility upgrades will make the park more competitive to host tournaments. The Village has tried to host tournaments but been told its current facilities are inadequate. Tournaments will increase the Village's recreational revenue and bring more people to the Village of Canastota and its downtown.

## REGULATORY REQUIREMENTS

The proposed project is an allowed use in the Village's zoning code. It will need to go through the code enforcement review and approval process to obtain a construction permit from the Code Enforcement Office.



Youth programming at Canastota Recreation Park.

Source: Village of Canastota

## TIMELINE FOR PROJECT IMPLEMENTATION

Anticipated Start Date: Winter 2026	
PROJECT STAGE	TIMEFRAME
Design development	3 months
Construction	9 months
Total Timeframe	12-14 months
Anticipated Completion Date: Spring 2027	

# PROJECT 7 - CANASTOTA RECREATION PARK

## EXISTING CONDITIONS



View of Recreation Park's existing playing fields.



Existing ball field. Source: Village of Canastota

# PROJECT 7 - CANASTOTA RECREATION PARK

## PROPOSED CONDITIONS



Proposed park improvements. Source: Project Sponsor.



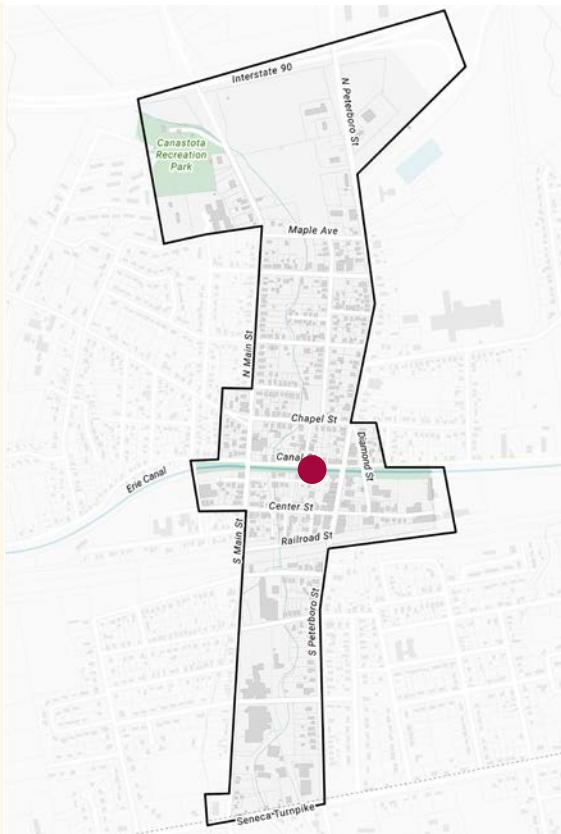
New pickleball courts and parking and drop-off area at Canastota Recreation Park.

# PROJECT 8 - Enhance North Canal Street to Improve Public Space, Walkability, and Recreational Opportunities

## Public Improvement



Proposed View 1



### NYF REQUEST

\$1,706,000  
(48% of project cost)

### PROJECT COST

\$3,558,000

### ADDRESS

North Canal Street between Main and Diamond Streets, Canastota, NY

### PROJECT DESCRIPTION

This project will revitalize an area of the historic Erie Canal between Main Street and Diamond Street in the heart of the NYF area into a signature public space. New features will include a canal pavilion and overlook, a gangway to a kayak launch and floating dock, aeration bubblers to improve water circulation in the canal, and enhancements to Rotary Park. Streetscape improvements will include the creation of the Erie Canal Towpath, a multi-use trail segment to fill a gap in the trail network. The scope of work will realize a significant portion of the Village's Canal Street Redesign.

# PROJECT 8 - ENHANCE NORTH CANAL STREET

Project which aims to foster community pride and to generate new development, events, and tourism to increase economic vitality.

North Canal Street is located in the heart of downtown Canastota and runs parallel to the Erie Canal. It is bordered on the north by blocks of small historic buildings, some of which are vacant. Currently this part of the Erie Canal lacks public water access and opportunities to sit and enjoy the waterfront. It also lacks accommodation for pedestrians and cyclists.

The Village envisions this corridor as a future hub of commercial, residential, and recreational activities. The new pavilion, kayak launch, and Rotary Park enhancements will create a dynamic gathering space for the community. Once complete, these enhancements will become the backdrop for celebrations, boating and fishing activities, events, and festivals. The project will also add a multi-use towpath lined with street furniture and pedestrian-scale lighting to create an attractive place for pedestrians and bicyclists.

## PROJECT SPONSOR AND OWNERSHIP

The project is sponsored by the Village of Canastota. The project site is owned by the Village and the State of New York. The Erie Canal and the property immediately adjacent is owned by the State of New York. The Village has a long-term agreement with the State to use and maintain the property.

## CAPACITY

The Village of Canastota is the sponsor for four other potential NYF projects and the Small Project Fund. The Village of Canastota has undertaken several significant public improvement and renovation projects over the last several years including renovations to the municipal building, wastewater treatment plant, headworks pump station, and public realm improvements to the downtown business corridor. Additionally, the Village has administered and continues to administer grant funding for numerous projects such as a new fire truck, air packs for firefighters, a sewer separation project, and a downtown revitalization project.

Partners include EDR, the design, landscape architecture, engineering, and environmental services firm that worked with the Village on the Canal Street Redesign project. They are continuing to provide design and planning services to support the project's implementation.

New York State's Canal Corporation, Department of Parks, Department of Environmental Conservation,

and Historic Preservation Office will be integral partners in the project implementation process as well. The project encompasses historic and state owned property and will require approval and collaboration with these entities to be successful.

## REVITALIZATION STRATEGIES

This project helps to achieve the following NYF goals and strategies:

### ***Develop a public gathering space in downtown.***

Enhancements to the existing Rotary Park and installation of a pavilion, kayak launch, and public dock will increase the usability of the space and will result in a high quality public gathering space in the heart of the NYF Area.

***Revitalize Canal Street.*** The streetscape improvements, new multi-use path, and new waterfront features will renew Canal Street, increasing foot traffic and spurring further investment.

***Improve pedestrian and bicycle connections to and through downtown.*** New sidewalks, pedestrian crossings, and a multi-use path will create safer connections from the Erie Canal to the Village's downtown.

***Provide recreation and other amenities for families with kids of all ages and seniors.*** The addition of a pavilion, scenic overlook, floating dock, and kayak launch appeal to a variety of age groups and increase the number of recreational opportunities at the Erie Canal.

***Enhance the Erie Canal as a recreational and historic attraction.*** The project's features increase access to the canal waterfront and create new opportunities for recreation. Restoration of the area surrounding the Erie Canal elevates an underutilized historic asset.

***Connect trails through downtown and the Village.*** New sidewalks, pedestrian crossings, and multi-use path will create a safe connection between existing segments of the Canalway.

***Increase canal-and trail-related tourism.*** A greater variety of recreational offerings near the Erie Canal will draw tourists. The project will also create stronger connections between the Erie Canal, its associated trails, and the downtown.

***Improve wayfinding at key gateways such as the Thruway and Seneca Turnpike.*** Wayfinding elements at the key gateways along Canal Street will help users navigate downtown.

# PROJECT 8 - ENHANCE NORTH CANAL STREET

This project helps to achieve the following REDC strategies:

**Invest in smart, healthy, and resilient community centers.** Enhancements along Canal Street will improve public perceptions and catalyze interest in this part of downtown.

## DECARBONIZATION & ENVIRONMENTAL RESILIENCY

The project does not meet the threshold for decarbonization as it is a public works project, and is less than the 5,000 square foot threshold for substantial renovations. Therefore, the project is not required to meet a decarbonization compliance path within the program.

The project area is not located within an identified flood risk area. The immediate proximity to the Erie Canal, however, necessitates measures for reducing potential contamination of the waterway to protect public health. Stormwater management and green infrastructure elements for mitigating runoff may be considered in the final project design. The aerator will promote better water circulation to support water quality. Additional resiliency strategies like native plantings and energy efficient lighting will be considered as appropriate and feasible.

## PUBLIC SUPPORT

Early engagement with the community and LPC identified revitalization of the Erie Canal as a top priority. Increasing the Village' recreational areas and walkability was also identified as a priority. During and after the second public workshop, 42% of respondents expressed high support for this project and another 13% expressed some support. Public comments highlight the value the project will bring by improving the aesthetics of this part of the Village and increasing access to the water.

## BUDGET NARRATIVE

The initial project budget was prepared by EDR based on the project's final design concept. These estimates were reviewed and refined by the consultant team's cost estimator on a rough cost per square foot basis. It includes a contingency of 25% and factors in 10% escalation.

The Village plans to utilize readily available municipal funds and borrowing capacity to complete the project prior to NYF fund reimbursement. It also plans to apply for additional grants to cover project elements not covered by NYF. An existing Local Waterfront Revitalization Program (LWRP) grant is funding the project's engineering work which is in process.

## PROJECT BUDGET

ACTIVITY	AMOUNT	FUNDING SOURCE	STATUS OF FUNDS
Streetscaping	\$1,694,000	NYF	Requested
Pedestrian & Bicyclist Improvements	\$12,000	NYF	Requested
	\$635,000	Loan/LWRP	Anticipated
Rotary Park improvements	\$40,000		
Canal-front Improvements	\$462,000		
Mural	\$45,000		
Signage	\$35,000	Loan/LWRP	Anticipated
Pavilion	\$95,000		
Canal Fountain & Aerator	\$60,000		
Dock & Kayak Launch	\$480,000		
Total NYF Funding Request			\$1,706,000
Total Funding from Other Sources			\$1,852,000
Total Project Cost			\$3,558,000
% Requested of Total Project Cost			48%

# PROJECT 8 - ENHANCE NORTH CANAL STREET

## PROJECT NEED & IMPACT

The Erie Canal was once a great engine of commerce and activity within the Village. Such potential still exists, and this project will be a significant step towards revitalizing the canal area by creating waterfront access for kayaking, fishing, and ice skating. The streetscape enhancements will improve connections for people using the Empire State Trail to the Village's downtown and create a more pedestrian and cyclist-friendly environment. The Rotary Park improvements, pavilion, kayak launch, and dock will create a waterfront destination and additional recreational opportunities in the NYF area.

Public realm investments along this stretch of Canal Street will generate foot traffic and draw visitors from the Empire State Trail. Several mixed-use commercial and residential buildings line the north side of Canal Street, which will become more attractive for businesses and living as a result of the North Canal Street enhancements.

## REGULATORY REQUIREMENTS

The project will require construction permits from the Village's Code Enforcement Office. Because the project incorporates historic and State owned property, it will require approval from NYS Canal Corporation, Department of Environmental Conservation and Department of Parks, Recreation and Historic Preservation as well as SHPO.

## TIMELINE FOR PROJECT IMPLEMENTATION

The preliminary design was completed through the Canal Street Redesign Project, preparing the project for implementation.

		Anticipated Start Date: Winter 2026
PROJECT STAGE	TIMEFRAME	
Develop construction documents	3-4 months	
Construction	22 months	
Total Timeframe	25-26 months	
		Anticipated Completion Date: Spring 2028

## PROJECT 8 - ENHANCE NORTH CANAL STREET

### EXISTING CONDITIONS



Canal Street running parallel to the Erie Canal.



Existing storefronts along Canal Street.

## PROJECT 8 - ENHANCE NORTH CANAL STREET

### EXISTING CONDITIONS



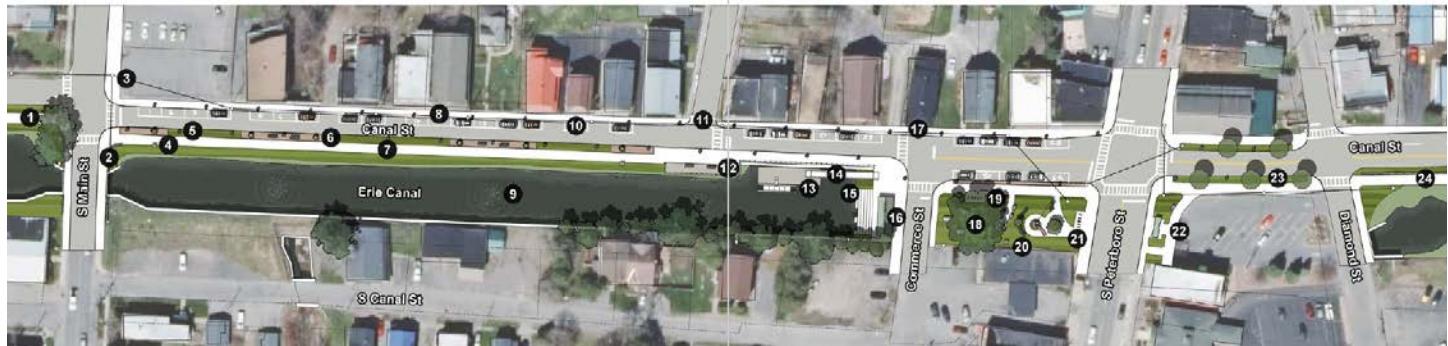
Historic Erie Canal



Existing informational signage overlooking the Erie Canal at Canal Street.

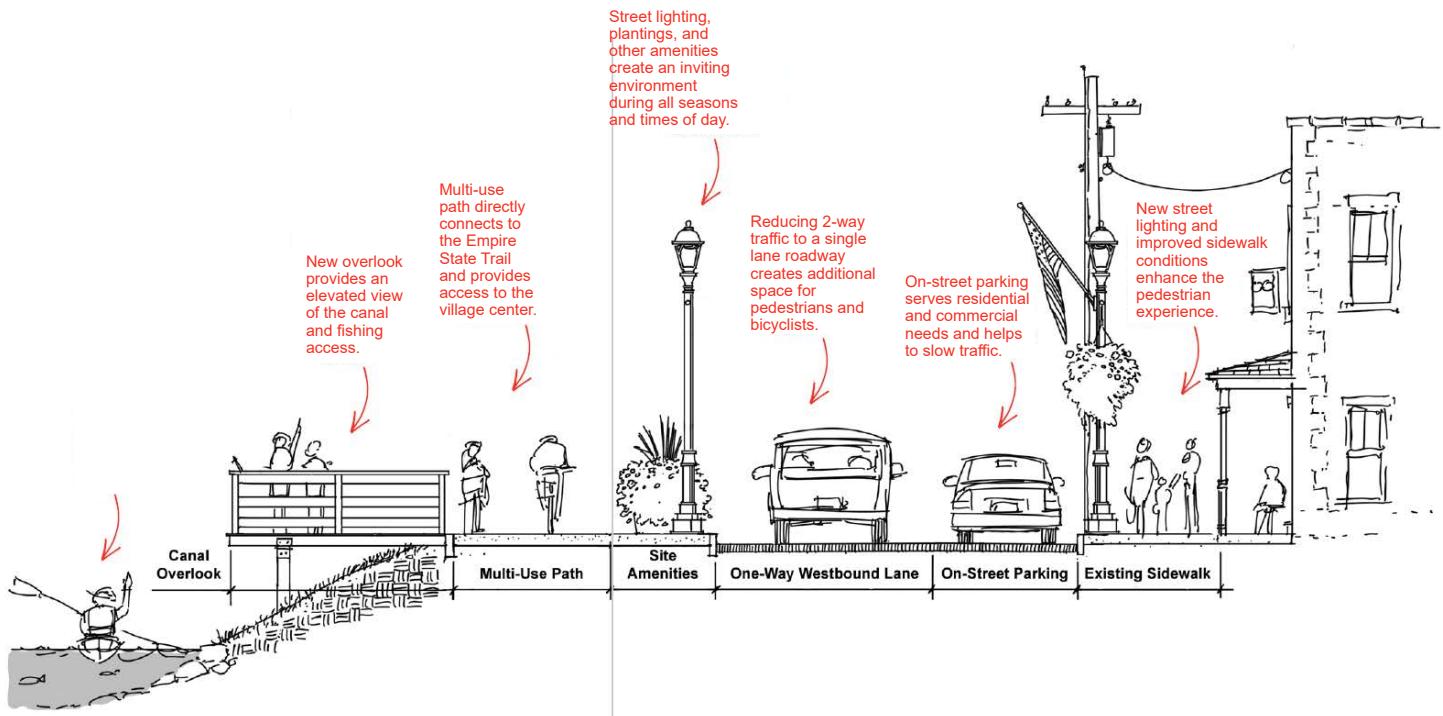
# PROJECT 8 - ENHANCE NORTH CANAL STREET

## PROPOSED CONDITIONS



01. Eric Canalway Trail - West Gateway  
 02. Timber Guide Rail, Typ.  
 03. Existing Overhead Utility Lines & Poles, Typ.  
 04. Interpretive Signage, Typ.  
 05. Pedestrian Scale Light Pole, Typ.  
 06. Special Pavement Seating Area with Planters, Typ.  
 07. Multi-Use Trail, Typ.  
 08. Sidewalk, Typ.  
 09. Canal Aerator Bubbler, Typ.  
 10. On-Street Parallel Parking (33 spaces +/-)  
 11. Crosswalk, Typ.  
 12. Canal Overlook with Seating  
 13. Accessible Kayak Launch & Floating Dock  
 14. Dock Gangway  
 15. Terraced Canalfront Seating  
 16. Canalfront Gateway Pavilion with Seating  
 17. Canastota Canal Town Museum  
 18. Picnic Tables, Typ.  
 19. Bicycle Racks, Typ.  
 20. Mural Wall - Free Standing, Typ.  
 21. Bill Sharpe Memorial Park (Rotary Park)  
 22. Village Gateway  
 23. Tree Lawn & Street Tree Plantings, Typ.  
 24. Erie Canalway Trail - East Gateway

Plan view of proposed improvements created during Canal Street Redesign project. Source: *Canal Street Redesign report*.



Section view of the proposed streetscape improvements created during Canal Street Redesign project. Source: *Canal Street Redesign report*.

# PROJECT 8 - ENHANCE NORTH CANAL STREET

## PROPOSED CONDITIONS



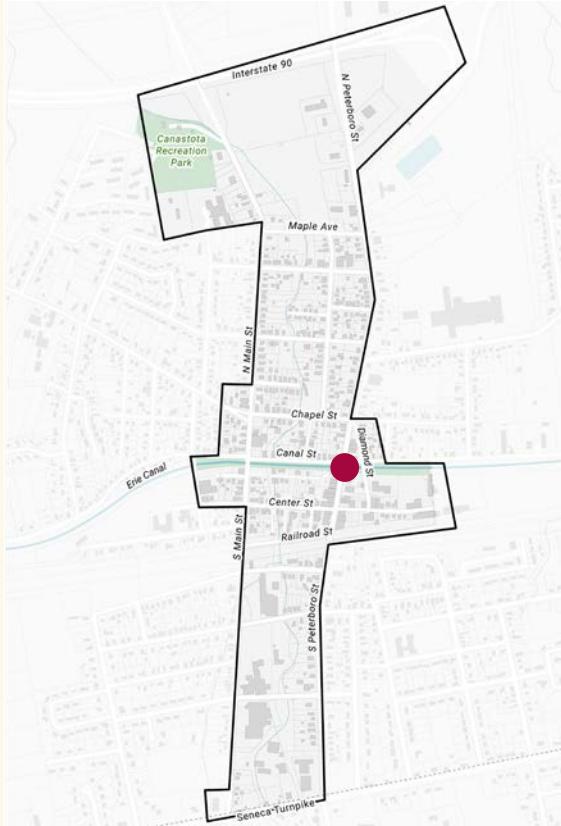
View of proposed Canal Street multi-use path with lighting and benches. Source: *Canal Street Redesign report*.



View of proposed Canal Street improvements and Rotary Park enhancements. Source: *Canal Street Redesign report*.

# PROJECT 9 - Create Erie Canal History Station to Promote Local History and Support Tourist and Recreation Activities

## Public Improvement



### NYF REQUEST

\$102,000  
(100% of project cost)

### PROJECT COST

\$102,000

### ADDRESS

Rotary Park (southwest corner of Peterboro and Canal Street), Canastota, NY

### PROJECT DESCRIPTION

The project will use tactical urbanism to create "The History Station," a seasonal, outdoor exhibit along the Erie Canal in the heart of the Village. The history station will provide bicyclists and tourists with information about the history of the Erie Canal, Village events, and points of interest around the community. Components include bicycle racks, water fountain, bicycle repair station, phone charging station, information kiosks, benches, portable toilet service, fencing, permeable paving, and landscaping.

# PROJECT 9 - CREATE ERIE CANAL HISTORY STATION

It will also include an audio-visual system for special events and a covered space for presenting local history.

As a pop-up, components of the history station will be able to be set up at various locations along the Village's canal waterfront throughout the season. The primary location will be Rotary Park, between Commerce and S. Peterboro Street.

The Village is adopting the strategy in the *Tactical Urbanist's Guide to Materials and Design*, created by the Street Plans Collaborative, to develop this space with community participation in the History Station's design. Local history-oriented organizations such as the Canal Town Museum and the National Abolition Hall of Fame and Museum will also help curate the historical and educational content of the History Station as well as assist the Village in ongoing maintenance.

The project will promote tourism opportunities in downtown by improving wayfinding and providing visitor amenities.

## PROJECT SPONSOR AND OWNERSHIP

The project is sponsored by the Village of Canastota. The project site, the property across Commerce Street from the Erie Canal known as Rotary Park, is owned by the State of New York. The Village has a long-term agreement with the Village to use and maintain the site.

## CAPACITY

The Village of Canastota is the sponsor for four other potential NYF projects and the Small Project Fund. The Village has undertaken multiple significant renovation projects over the past several years, including renovations to the municipal building, wastewater treatment plant, headworks pump station, and downtown business corridor. In addition, the Village has administered or is administering grants for numerous projects, including a new fire truck, new air packs for firefighters, a sewer separation project, and a downtown revitalization project.

The Canal Town Museum and National Abolition Hall of Fame and Museum will assist the Village in curating and maintaining the project's historic information displays.

## REVITALIZATION STRATEGIES

This project helps to achieve the following NYF goals and strategies:

**Develop a public gathering space in downtown.** The project elements collectively create a public amenity space in service to visitors and residents.

**Revitalize Canal Street.** The History Station will add a new attraction along Canal Street.

**Improve pedestrian and bicycle connections to and through downtown.** The bicycle racks and repair station, benches, and informational kiosk will attract bicyclists and pedestrians in need of directions, a place to rest, hydrate, or charge devices. While using these amenities, the History Station will educate and direct visitors to nearby points of interest.

**Provide recreation and other amenities for families with kids of all ages and seniors.** The project's components provide public amenities that support recreation and encourage people to spend more time in the NYF area.

**Enhance the Erie Canal as a recreational and historic attraction.** The historic content displayed will educate visitors on the history of the Village and Erie Canal. The public amenities are designed to support recreational activities along the Canal.

**Increase canal-and trail-related tourism.** The project's location by the Erie Canal and its various public services support canal and trail activities. The history displays will attract tourists wanting to learn more about the Village's unique history as a canal town.

This project helps to achieve the following REDC strategies:

**Invest in smart, healthy, and resilient community centers.** The unique experience and public amenities the History Station provides will foster a sense of place that helps elevate perceptions of the Village.

## DECARBONIZATION & ENVIRONMENTAL RESILIENCY

Decarbonization strategies are not required since the project is a public works project, and it is less than the 5,000 square foot threshold for substantial renovations.

# PROJECT 9 - CREATE ERIE CANAL HISTORY STATION

The project incorporates permeable paving to reduce flood risk and will incorporate native plants in its landscaping to the greatest extent possible. Additional resiliency strategies will be considered as appropriate and feasible.

## PUBLIC SUPPORT

Early engagement with the community highlighted revitalization of the Erie Canal as a top priority. Increasing the Village's recreational areas and walkability was also raised as a priority. During and after the second public workshop, 23% of respondents expressed high support for this project and another 35% expressed some support. Comments from the public note the value of improving awareness of this part of the Village, local history, and the need for park improvements, including at Rotary Park.

## BUDGET NARRATIVE

The budget was estimated by the consultant team on a rough cost per unit and cost per square foot basis given the preliminary stage of project development.

The Village plans to utilize readily available municipal funds and borrowing capacity to complete the project prior to NYF fund reimbursement.

## PROJECT BUDGET

ACTIVITY	AMOUNT	FUNDING SOURCE	STATUS OF FUNDS
Construction (Install kiosk, fencing, permeable pavers, and potential sidewalk repairs)	\$41,000		
Pedestrian & Bicyclist Improvements	\$25,000	NYF	Requested
Signage & Wayfinding	\$36,000		
<b>Total NYF Funding Request</b>			<b>\$102,000</b>
<b>Total Funding from Other Sources</b>			<b>\$0</b>
<b>Total Project Cost</b>			<b>\$102,000</b>
<b>% Requested of Total Project Cost</b>			<b>100%</b>

# PROJECT 9 - CREATE ERIE CANAL HISTORY STATION

## PROJECT NEED & IMPACT

The Village lacks amenities along the Erie Canal which limits the ability to draw tourists and serve bicyclists, walkers, snowmobilers, and other users of the Empire State Trail. The project will activate areas adjacent to the canal creating a unique experience that is educational, functional, and supportive of recreational activities. The pop-up and collaborative nature of the History Station will create opportunities for residents to become more aware of local history. Promotion of the Village's attractions and variety of community and cultural events will encourage civic participation. The bike racks, bicycle repair station, water fountain, phone charging station, benches, informational kiosks, and portable toilet service will provide important public services which will enhance people's experience in the Village and support longer stays by the canal.

The project's informational display will support wayfinding and promotion of local attractions and events. By providing a centralized information and amenity hub, the History Station will help direct tourists towards downtown and increase foot and bicycle traffic to local businesses and historic attractions. Additionally, the station's location by the Erie Canal will draw attention to and further elevate the historic landmark in support of its 200th anniversary in 2025.

## REGULATORY REQUIREMENTS

The project does not trigger specific regulatory requirements as its components are not structures. The Village will coordinate with NYS Parks throughout the project's final design and implementation.

## TIMELINE FOR PROJECT IMPLEMENTATION

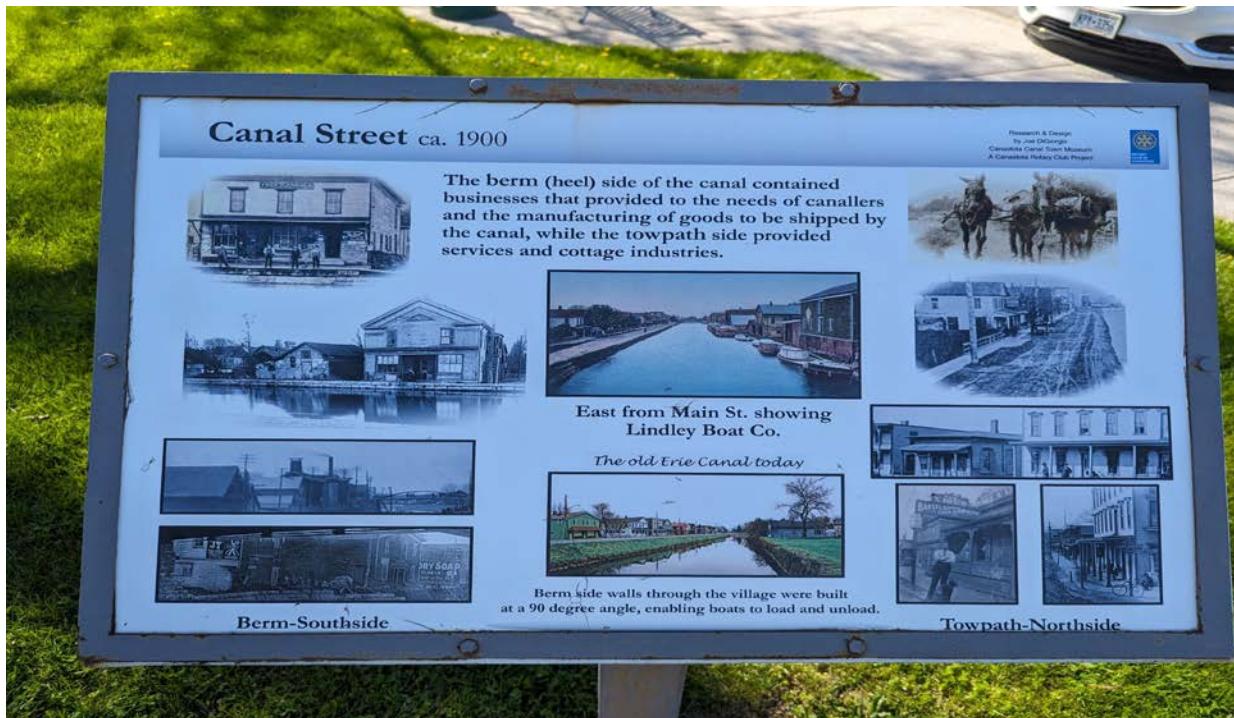
		Anticipated Start Date: Winter 2026
PROJECT STAGE	TIMEFRAME	
Procure materials	3-4 months	
Implementation	3 months	
Total Timeframe	6-7 months	
		Anticipated Completion Date: Summer 2026

# PROJECT 9 - CREATE ERIE CANAL HISTORY STATION

## EXISTING CONDITIONS



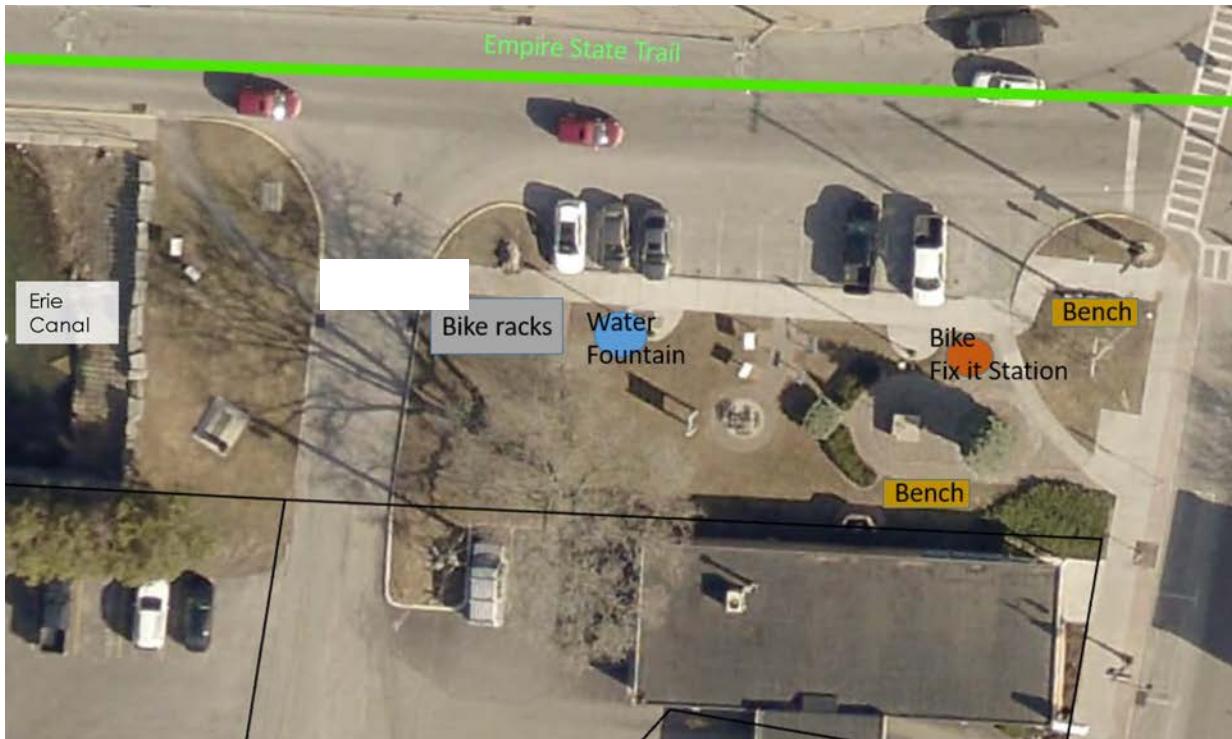
Existing informational signage at Rotary Park highlighting local attractions.



Existing historical signage at Rotary Park.

# PROJECT 9 - CREATE ERIE CANAL HISTORY STATION

## PROPOSED CONDITIONS



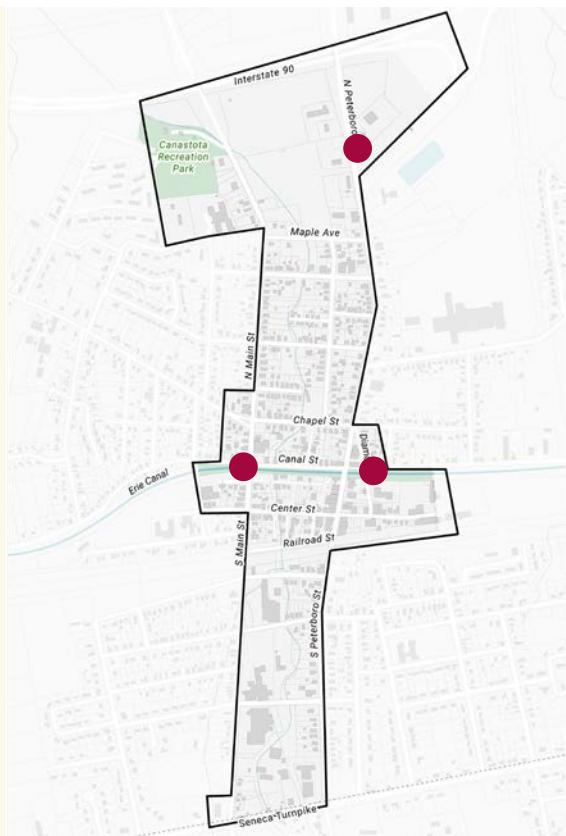
Example of proposed history station setup near Canal. Source: Project Sponsor..



Proposed Erie Canal History Station improvements at Rotary Park.

# PROJECT 10 - Expand Village Marketing & Wayfinding to Promote Local Attractions and Tourist Opportunities

## Public Improvement



### NYF REQUEST

\$593,000  
(100% of project cost)

### PROJECT COST

\$593,000

### ADDRESS

Thruway Exit 34 and locations along Canal Street, Canastota, NY

### PROJECT DESCRIPTION

This project will raise the profile of Village attractions and events with new signage in two key locations. A programmable digital sign and gateway landscaping will be installed at Thruway Exit 34 and Peterboro Street to welcome drivers exiting the Thruway and promote local events. A pair of wayfinding signs along Canal Street will inform Empire State Trail users of all the Village has to offer and direct them to destinations. The project will increase awareness of Village events and attractions among the many drivers and trail users who currently pass through.

# PROJECT 10 - MARKETING & WAYFINDING

Thruway Exit 34 is a major entry to the Village and the only Thruway access in Madison County. It is also the location for a proposed Tesla service and showroom which will attract visitors from a wide area, many of whom will have time to walk downtown while they wait for their vehicle to be serviced. The digital sign will serve as a gateway to welcome visitors and inform them of attractions and upcoming events.

Three wayfinding signs promoting local attractions will be installed at key trail points along the Erie Canalway Trail. These signs will cater to bicyclists, pedestrians, and snowmobilers who enter the Village on the trail and are often looking for places to rest, eat, and purchase supplies. The wayfinding signage will include a consistent style and color format to establish a brand the Village can continue to build upon. A consistent brand will enhance the Village's sense of place and identity, spurring additional economic development in the area.

To complement these wayfinding measures, the project will also commission murals and public artwork to be installed downtown. These public artworks will activate and enliven underutilized areas, creating opportunities to collaborate with local artists and generating a sense of place.

## PROJECT SPONSOR AND OWNERSHIP

The project is sponsored by the Village of Canastota. The project site by the Thruway is owned by the Oneida Indian Nation (OIN). OIN has provided verbal approval on the Village's proposal to locate a digital sign on their property. The Village will obtain written permission prior to the project's implementation. The sites along the Erie Canalway Trail are within public right-of-way under Canal Corporation jurisdiction.

## CAPACITY

The Village of Canastota is the sponsor for four other potential NYF projects and the Small Project Fund. The Village has undertaken multiple significant renovation projects over the past several years, including renovations to the municipal building, wastewater treatment plant, headworks pump station, and downtown business corridor. In addition, the Village has administered or is administering grants for numerous projects, including a new fire truck, new air packs for firefighters, a sewer separation project, and a downtown revitalization project.

The Oneida Indian Nation owns the property near the Thruway where the digital sign would be installed and will therefore be an important partner in the

implementation of the digital sign component of the project.

## REVITALIZATION STRATEGIES

This project helps to achieve the following NYF goals and strategies:

***Improve wayfinding at key gateways such as the Thruway and Seneca Turnpike.*** The digital sign located at the Thruway ramp will alert those arriving to the Village about current and upcoming events and attractions as well as provide clear directions to the downtown district.

***Enhance the Erie Canal as a recreational and historic attraction.*** The digital sign at the Thruway and multiple wayfinding signs at key points along the Erie Canal will increase awareness and improve accessibility to Canastota's recreational and historic assets. Public art will create additional attractions.

***Connect trails through downtown and the Village.*** Wayfinding signage will identify key trail intersections and provide directions for trail users to various amenities.

***Increase canal-and trail-related tourism.*** The digital and wayfinding signs will help the Village better communicate what it has to offer and direct visitors to the canal and trails.

This project helps to achieve the following REDC strategies:

***Invest in smart, healthy, and resilient community centers.*** Raising awareness of existing attractions, services, and points of interest is an important first step in revitalization. The new signage and wayfinding measures will help the Village to promote itself, engage more visitors, and eventually attract more business and investment to the area.

## DECARBONIZATION & ENVIRONMENTAL RESILIENCY

The project does not meet the threshold for decarbonization as the project is a public improvement project, has an area less than 5,000 square feet, and the only physical components are signs. Therefore, the project is not required to meet a decarbonization compliance path within the program.

Resiliency strategies may be incorporated into the final design, as appropriate.

# PROJECT 10 - MARKETING & WAYFINDING

## PUBLIC SUPPORT

Early engagement with the community and LPC highlighted needs for greater marketing and wayfinding across the Village. Other priorities identified by both the LPC and the public included the need for increased walkability and increased awareness of Village attractions. Through the public survey, 39% of respondents expressed high support for this project and another 26% expressed some support. Several comments from the public emphasized the importance of clear and attractive signage for increasing visitors and showcasing the Village's features and attractions.

## BUDGET NARRATIVE

The budget was estimated by the consultant team on a rough cost per unit and cost per square foot basis given the preliminary stage of project development.

The project will be fully funded through NYF if awarded. The Village plans to utilize readily available municipal funds and borrowing capacity to complete the project prior to NYF fund reimbursement.

## PROJECT NEED & IMPACT

Thruway Exit 34 is the northern gateway to the Village of Canastota and serves as a primary access point for commuters and visitors alike. It sees tens of thousands of vehicles pass by each day. Additionally, there is a growing number of bicycle tourists passing through the Village along the Erie Canalway Trail. Despite these significant sources of traffic, the Village has been challenged to convert these travelers into visitors that spend time downtown. The marketing and signage project will improve wayfinding at these key gateways, helping the Village better communicate its attractions and events and attract more visitors downtown. This will improve utilization of Canastota's currently underused assets as well as increase foot traffic which will benefit local businesses.

The project will also increase wayfinding and walkability within the Village by providing directional signage to key attractions and destinations and highlight connections between the Erie Canalway Trail, downtown, and nearby regional trails.

## PROJECT BUDGET

ACTIVITY	AMOUNT	FUNDING SOURCE	STATUS OF FUNDS
Signage & Wayfinding	\$454,000	NYF	Requested
Public Art	\$139,000	NYF	Requested
Total NYF Funding Request			\$593,000
Total Funding from Other Sources			\$0
Total Project Cost			\$593,000
% Requested of Total Project Cost			100%

## PROJECT 10 - MARKETING & WAYFINDING

The public art component of the project will beautify parts of the NYF area that are currently underutilized, improving overall aesthetics and creating new attractions that will increase foot traffic. It will also provide an opportunity for residents and the local artist community to showcase their creative talents while elevating the cultural and historic heritage of the community.

### REGULATORY REQUIREMENTS

The Village will coordinate with the County and New York State Department of Transportation (NYS DOT) to ensure new signage is designed and located according to existing standards to preserve viewsheds and clearance for drivers. No other regulatory requirements are anticipated.

### TIMELINE FOR PROJECT IMPLEMENTATION

Anticipated Start Date: Winter 2026	
PROJECT STAGE	TIMEFRAME
Procure materials	2-3 months
Implementation	4-5 months
Total Timeframe	6-8 months

Anticipated Completion Date: Summer 2026

# PROJECT 10 - MARKETING & WAYFINDING

## EXISTING CONDITIONS



Existing informational and historical signage by Erie Canal.



Existing map and informational signage by Erie Canal.

# PROJECT 10 - MARKETING & WAYFINDING

## PROPOSED CONDITIONS

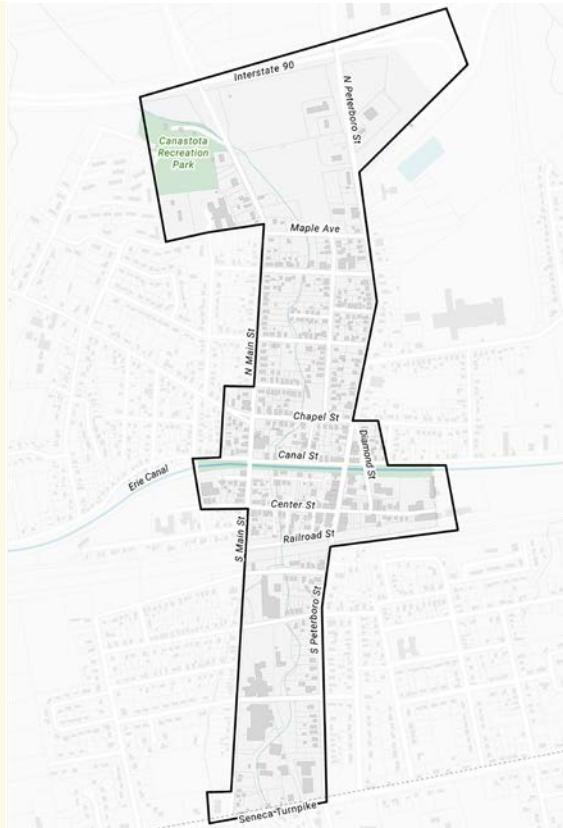


Conceptual rendering of digital sign to be installed by Thruway Exit 34.



Example wayfinding features embedded in a sidewalk that could be incorporated in project.  
Source: Project Sponsor.

# PROJECT 11 - Establish a Small Project Fund for Mixed-Use and Commercial Property Improvements



## NYF REQUEST

\$600,000  
(77% of project cost)

## PROJECT COST

\$780,000

## ADDRESS

NYF Area, Canastota, NY

## PROJECT DESCRIPTION

A Small Project Fund (SPF) will expand NY Forward's impact to other smaller but still transformational projects beyond those selected as standalone NYF projects. Mixed-use and commercial buildings along Peterboro Street are prime candidates but others may come forward during the application process for this fund should it be awarded. This will be a new fund for the Village.

Proposed activities to be funded include interior and exterior building renovations for commercial and mixed-use buildings, upper-story residential improvements in mixed-use

# PROJECT 11 - SMALL PROJECT FUND

buildings, permanent commercial machinery or equipment for businesses, and permanent public art installations. Up to 10% of the total fund amount may be allocated toward exterior improvements for single-family, two-family, and small multi-family buildings (3-12 units) in the NYF area. These improvements must be visible from the public right-of-way and can include porches and front facades. Preference will be given to individual properties along Peterboro Street or to a group of several residential properties on the same block in order to have a greater collective impact.

## PROJECT SPONSOR AND OWNERSHIP

The project is sponsored by the Village of Canastota. Property and business owners will submit applications for funding consideration and will need to demonstrate site control or an agreement with the property/building owner to complete the proposed project.

## CAPACITY

The Village of Canastota is the sponsor for five other potential NYF projects in addition to the Small Project Fund. The Village has the capacity to oversee a Small Project Fund with the assistance of an experienced grant administrator. The Village has undertaken multiple significant renovation projects over the past several years, including renovations to the municipal building, wastewater treatment plant, headworks pump station, and downtown business corridor. In addition, the Village has administered or is administering grants for numerous projects, including a new fire truck, new air packs for firefighters, a sewer separation project, and a downtown revitalization project.

A grant administrator will support the Village in overseeing the day-to-day operations of the fund. The Madison County Economic Development Agency or Madison County Planning Department may serve this role.

## REVITALIZATION STRATEGIES

This project helps to achieve the following NYF goals and strategies:

***Encourage more small businesses in and near downtown.*** The fund will help make improvements to existing buildings that will attract new tenants.

***Fill vacant storefronts with new productive uses that address local and visitor needs.*** The fund will help existing vacant buildings clean up their appearance and make improvements that can accommodate tenants that will enhance offerings in downtown.

***Modernize housing supply to support changing local and regional conditions.*** The fund can support interior and exterior updates to existing second floor housing units, making them better aligned to local and regional living needs.

***Fill upper floor vacancies in downtown buildings with new housing.*** The fund can support the conversion of upper floors into new housing opportunities.

This project helps to achieve the following REDC strategies:

***Invest in smart, healthy, and resilient community centers.*** The fund will support additional building improvement projects that will improve the appearance of downtown and help to generate greater activity and foot traffic.

## DECARBONIZATION & ENVIRONMENTAL RESILIENCY

Applicants will be encouraged to include decarbonization strategies in their projects if applicable and financially feasible.

Resiliency strategies may be incorporated into individual projects, as appropriate.

# PROJECT 11 - SMALL PROJECT FUND

## PUBLIC SUPPORT

The community supports the project with 64% of public workshop #2 and public survey participants strongly in support or somewhat in support of the project. Residents like that it will allow for smaller projects to be implemented throughout the Village. The LPC consistently voiced strong support for the fund throughout the NYF process as it would allow for greater engagement of small businesses in revitalization efforts. Additionally, 61% of public workshop #2 and survey participants believed the project supports Canastota's NYF vision and goals and 65% felt it would have a positive impact on the Village.

## BUDGET NARRATIVE

The budget is based on a \$600,000 small project fund that will be disbursed to local property owners who apply and are selected. There will be \$540,000 available for SPF grants and \$60,000 allocated for a grant administrator to oversee the fund. Successful applicants will contribute a minimum 25% match to complete projects, bringing the total investment to \$720,000. The demonstration of need includes eight project ideas and over \$460,000 in requested funding. This initial interest demonstrates the need for a small project fund of this size to help complete projects that will visually improve the Village and support businesses and housing.

## PROJECT NEED & IMPACT

The economics of renovation projects and equipment purchases can be challenging for any small business or property owner, especially those involving historic buildings. Historic building renovations often face structural issues, have modernization needs, and require sourcing specialized materials or labor that can increase project costs and timelines. The return on investment may be too long or too uncertain to invest in what otherwise would be an important renovation or expansion. This fund will fill financing gaps to reduce risk for those willing to put in the effort to design and implement eligible projects. By doing so, it will encourage re-investment in commercial and mixed-use properties along Peterboro Street and in other locations, demonstrating the impact of NY Forward funding at larger and smaller scales.

The Small Project Fund also addresses a clear need, expressed both in public workshops and in submissions during the Open Call for Projects. Meeting participants cited the visual appearance of several Peterboro Street buildings as detrimental to the perception of the Village. Five mixed-use or commercial projects submitted during the Open Call had less than \$100,000 in total project cost. An additional four have total project costs less than \$150,000. These demonstrate the need for a Small Project Fund to support a number of small but important projects that could spur additional investment by others.

## PROJECT BUDGET

ACTIVITY	AMOUNT	FUNDING SOURCE	STATUS OF FUNDS
Small Project Loan Fund	\$540,000	NYF	Requested
Administration	\$60,000	NYF	Requested
Private Investment (minimum local match of 25%)	\$180,000 (minimum)	SPF Awardees	Anticipated
Total NYF Funding Request			\$600,000
Total Funding from Other Sources			\$180,000
Total Project Cost			\$780,000
% Requested of Total Project Cost			77%

# PROJECT 11 - SMALL PROJECT FUND

## REGULATORY REQUIREMENTS

Each Small Project submitted for funding consideration will need to demonstrate its compliance with local regulations and ability to obtain the appropriate permitting and approvals from the Village's Code Enforcement Office and other entities as needed. All proposed projects will need to meet the Village's zoning and building permit requirements as relevant. Projects located in the Downtown District will need to follow the Village's

architectural control procedure which includes review by the Architecture Review Board to ensure proposed project plans preserve and enhance the appearance of historic Canastota. Any projects located in the Historic Preservation District will also be subject to the architectural controls review process and require review by the State Historic Preservation Office (SHPO). If a building is not listed or eligible for list on the state or federal registers, then SHPO generally does not comment.

## TIMELINE FOR PROJECT IMPLEMENTATION

Anticipated Start Date: Fall 2025	
PROJECT STAGE	TIMEFRAME
Fund Start up	1-2 months
Initial Fund Application Period	3 months
Project Completions	8-9 months
Second Fund Application Period (if needed)	3 months
Project Completions	8-9 months
Total Timeframe	2 years

Anticipated Completion Date: Fall 2027

# PROJECT 11 - SMALL PROJECT FUND

## POTENTIAL PROJECTS OF INTEREST FOR SPF

PROJECT/ BUSINESS NAME	ADDRESS	SCOPE OF WORK	TOTAL PROJECT COST	SPF REQUEST	% REQUESTED
186 Canal St. Building Enhancements	186 Canal Street	New windows on 1st and 2nd floor; new HVAC system for 2nd floor apartment, update front façade, re-establish supporting wall to creek and edge of backyard	\$100,000	\$75,000	75%
150 Canal St. Building Improvements	150 Canal Street	Building renovations, including upper-story residence, HVAC/weatherization, & canal-side patio addition	\$100,000	\$75,000	75%
132 E. Center St. Building Improvements	132 E Center Street	Installation of new roof, electrical wiring, and brick and mortar restoration	\$51,000	\$38,250	75%
184 Canal Street Mixed-Use Building Enhancements	184 Canal Street	Replacement of roof, electrical wiring, storefront windows, and other exterior improvements	\$64,000	\$48,000	75%
140 S. Peterboro St. Building Improvements	140 S. Peterboro Street	Replace front door and upgrade top and side windows with energy efficient models. Repair brick wall at rear of building	\$22,000	\$16,250	75%
International Boxing Hall of Fame Renovations	1 Hall of Fame Drive	Exhibition space improvements	\$75,000	\$56,250	75%
International Boxing Hall of Fame Renovations	1 Hall of Fame Drive	Exterior enhancements	\$90,000	\$67,500	75%
Renovate 210 S. Peterboro St. for Commercial Use	210 S. Peterboro Street	Repair existing walls and install new flooring on second and third floors of building; run new electric throughout the building and install new light fixtures, clean and repaint brick walls, and replace windows and door at building's exterior, renovate bathroom for ADA accessibility, and install new heating and AC to commercial space.	\$119,000	\$89,250	75%
		Total	\$621,000	\$465,500	



Section 5

# ► Community Roadmap

Recommendations | Map

# COMMUNITY ROADMAP

The Village of Canastota's work to revitalize does not stop when the New York Forward (NYF) planning process is completed. This roadmap includes near-term (three to five years) recommendations that will help

continue and build on the momentum of the NYF planning process and projects. The following roadmap is a list of recommendations that the community can begin pursuing following the conclusion of NYF.

Action Item	Steps Involved for Accomplishment	Responsible Party	Timeframe	Budget	Potential Funding Sources
SHORT TERM	<ul style="list-style-type: none"> <li>Reconvene Local Planning Committee (LPC) or subset of members in early 2025</li> <li>Identify member(s) to take lead on organizing committee</li> <li>Establish process for overseeing progress and implementation of Community Roadmap action items</li> </ul>	LPC Co-Chairs	2 year	N/A	N/A
	<ul style="list-style-type: none"> <li>Work with project sponsor to implement former NYF project scope focused on expanding existing business warehouse space at 3329 Seneca Turnpike</li> <li>Identify potential small business tenant to occupy small rental space in expanded warehouse</li> </ul>	MGM Holdings, Village of Canastota	1 year	\$350,000	Sponsor Equity/Loan
	<ul style="list-style-type: none"> <li>Work with project sponsor to implement former NYF project scope focused on site preparations for pad development at Canastota Crossings Business Park</li> <li>Identify potential future commercial business tenants for business park</li> </ul>	MLT Holdings, Village of Canastota, Canastota Chamber of Commerce, Madison County IDA	1-5 years	\$3,600,000	Sponsor Equity/Loan
	<ul style="list-style-type: none"> <li>Work with property owners to make necessary improvements to attract new tenants for the soon-to-be-vacant storefronts</li> <li>Identify potential small business tenant to occupy storefronts</li> </ul>	Village of Canastota, Canastota Chamber of Commerce	2 years	Pending	New York Main Streets, CDBG
	<ul style="list-style-type: none"> <li>Finalize project's scope, design, and timeline</li> <li>Identify potential funding sources</li> <li>Secure contractors to perform work</li> </ul>	Village of Canastota	2-3 years	\$950,000	ESD Funds, CDBG, EPF Parks, Preservation and Heritage grant
	<ul style="list-style-type: none"> <li>Improve sidewalks, add bike lanes, and incorporate other streetscape improvements to improve mobility, safety, and redefine the corridor. This will allow the Village to unlock these two major investments as well as support greater connectivity to the NYF projects.</li> <li>Identify potential funding sources and project partners</li> </ul>	Village of Canastota, Madison County, NYS DOT	2-3 years	Pending	TAP, Capital Improvement Grants for Pro-Housing Communities Program, New York Main Streets

# COMMUNITY ROADMAP

**LONG-TERM**

Action Item	Steps Involved for Accomplishment	Responsible Party	Timeframe	Budget	Potential Funding Sources
<b>Implement relevant action items from Comprehensive Plan update</b>	<ul style="list-style-type: none"> <li>Reconvene LPC to identify relevant implementation actions from Village's Comprehensive Plan once update is completed and approved</li> <li>Identify funding sources to support implementation of identified action items</li> </ul>	Village of Canastota, Reconvened LPC	2-5 years	Pending	TAP, Capital Improvement Grants for Pro-Housing Communities Program, New York Main Streets

# COMMUNITY ROADMAP

## RECOMMENDED PROJECT LOCATIONS



### RECOMMENDED PROJECTS

- 1 Canastota Crossings Business Park
- 2 Seneca Turnpike Building Expansion
- 3 Canastota Sports Park
- 4 S. Peterboro Street Vacant Storefronts
- 5 S. Peterboro Street "Priority Corridor"

### Map Legend

- NYF Area
- Village Boundary
- Parcels
- Built Structures
- Water
- Streams and Creeks
- Parks and Public Open Space

