

Draft Village of Medina Brownfield Opportunity Area

Threshold Criteria

1. Will this grant be used to complete a BOA Nomination for an area that was the subject of a previous BOA grant?
Yes
2. Is the applicant able to provide the required match of at least 10% of total eligible cost for the project?
Yes
3. Has the applicant provided a comment period of at least thirty days and held a public meeting on the draft BOA application?
Yes

Application Questions

What is the name of the proposed brownfield opportunity area?

Village of Medina Brownfield Opportunity Area

What is the name of the applicant municipality or organization?

Genesee/Finger Lakes Regional Planning Council

Is this a joint application?

No.

Is the applicant a community-based organization as described in the Brownfield Opportunity Area Request for Applications?

No

Describe the relationship between the Applicant organization and the municipality within which the proposed Brownfield Opportunity Area is located; the organization's experience in working with the municipality; and the municipality's support for the project.

The Genesee/Finger Lakes Regional Planning Council serves Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates Counties. The Village of Medina is in Orleans County. The Genesee/Finger Lakes Regional Planning Council (G/FLRPC) will work with the Village of Medina on the proposed project. G/FLRPC has worked with the Village of Medina on a number of Regional and Municipal projects in the past including the Downtown Revitalization Plan: Village of Medina and the Genesee-Finger Lakes Regional Engagement Project.

Summary Project Description

Briefly describe the proposed project. Include primary objectives to be achieved, issues or problems to be addressed, and anticipated community benefits in terms of specific economic and environmental improvements and community revitalization goals.

The Genesee/Finger Lakes Regional Planning Council will complete a Brownfield Opportunity Area Nomination for an area within the Village of Medina. The focus area is characterized with several brownfield sites including the Former Furniture Manufacturing/Seed America property, a 3.8 acre property located at 525 East Ave. The primary community revitalization objectives of

this project include: in-fill development; redevelopment and rehabilitation and environmental remediation. Anticipated community benefits resulting from this project include expanded job opportunities; enhanced physical appearance of properties; remediated land; enhanced connection to natural resources; improved streetscape and infrastructure; and improved coordination amongst community revitalization efforts.

The proposed project will include development of a Revitalization Strategy for the identified Brownfield Opportunity Area within the Village of Medina. The strategy will include an in-depth analysis of the Brownfield Opportunity Area; an economic and market trends analysis; and the identification of strategic sites that are catalysts for redevelopment. Development of the Revitalization Strategy will also include development of goals and objectives; a public participation plan; and key findings and recommendations that will help advance redevelopment of targeted sites within the Brownfield Opportunity Area. Upon completion of the Revitalization Strategy the project will submit documentation for the Village of Medina study area to be designated as a Brownfield Opportunity Area.

Briefly describe the previous BOA grant-funded activities to advance development of the BOA Nomination proposed to be completed with the requested BOA funding. Include name of final product(s), describe any problems or difficulties encountered, and explain and how these will be addressed in the future project. If additional work related to the BOA area was undertaken since the last grant ended, you may also describe that work here.

The Genesee/Finger Lakes Regional Planning Council (G/FLRPC) completed the Regional Engagement project which served as a Pre-Nomination Study for the nine-county Finger Lakes Region including Orleans County and the Village of Medina. The Regional Engagement project included the completion of Revitalization Strategies for each of the nine-counties which identified existing conditions; targeted distressed communities; goals and objectives; and identified projects. Due to the size and scope of the project G/FLRPC was unable to provide a detailed analysis of each municipality and stakeholder input sessions were held at the sub-regional and individual county level. The identification of the Village of Medina as the focus area for a Nomination will address these concerns and refine the work that was previously completed through the Regional Engagement project providing greater detail and analysis for stakeholders.

Provide a project Scope of Work and Timeframe that will result in a BOA Nomination.

The proposed timeline for project completion is as follows.

Month 1: Initial scoping meeting; project advisory committee identified

Month 3: Project outline completed

Month 4: Community participation plan completed

Month 7: Public Meeting #1: introduction to the project and an overview of the BOA program, development and review of community vision, goals and objectives; and project boundary.

Month 10: Project overview and description

Month 14: Preliminary analysis of the Brownfield Opportunity Area

Month 18: Economic and Market Trends Analysis completed

Month 20: Public Meeting #2: presentation of existing conditions and circumstances in the study area; provide a review of the vision statement and goals and objectives; discuss alternative

approaches to revitalization; and identification and review of strategic sites located within the BOA boundary

Month 24: Draft Nomination completed and submitted to project advisory committee for review including a summary analysis, findings, and recommendations of the BOA and strategic sites

Month 25: Public Meeting #3: Review of and input on the completeness and accuracy of the draft Nomination Study, and a discussion of priorities for redevelopment

Month 28: Final Nomination completed reflecting comments from project advisory committee, Department of State, and members of the public

Month 30: Environmental Quality Review (SEQRA) completed

Month 32: Application for project advancement completed

Describe the level of support from owners of brownfield sites within the proposed BOA and describe how the views of property owners, residents, state and local officials, and local organizations were considered in developing the application.

G/FLRPC, Orleans County, and the Village of Medina will work directly with brownfield site owners to educate them on the BOA process and the benefits of being a designated BOA community. Property owners will be invited to participate on the Project Advisory Committee and provide input throughout the length of the project. The Project Advisory Committee will also include residents, elected officials, and local organizations to ensure that the views of these groups are captured. In addition several public meetings will be held throughout the project to capture the views of the general public and educate them on the project progress. These local stakeholders and property owners will be essential the implementation of the identified project recommendations and therefore need to be consistently engaged in the process during the development of the application and during the development of the Nomination.

Concentration of Known or Suspected Brownfield Sites

Describe the percent of total land area in the area identified for funding that consists of known or suspected brownfield and the extent to which the proposed Brownfield Opportunity Area demonstrates the following: presence of vacant, underutilized, deteriorating and abandoned properties, presence of sites known to be contaminated; and/or evidence of distress, risk to public health, or other negative impacts of known or suspected brownfields on the surrounding neighborhood, community or region.

There are a number of brownfield properties within the proposed project area including the Former Furniture Manufacturing/Seed America site located at 525 East Avenue and the Former Starlite Cleaners located at 331 Main Street. Additionally there are a number of other vacant and underutilized properties in the study area that are poised for investment and redevelopment.

Possible contaminants at the Former Furniture Manufacturing/Seed America include pool chemicals; chemicals used in furniture finishes and stains; and glues including acetone, toluene, and methylene chlorides. The building also contains asbestos and lead-based paint. Possible contaminants at the Former Starlite Cleaners include chlorinated solvents with Vinyl Chloride and Perchloroethane having been identified in soil and groundwater.

Indicators of Economic Distress

Describe the indicators of economic distress of the proposed Brownfield Opportunity Area.

The completed Regional Engagement (Pre-Nomination Study) project identified the Village of Medina as a targeted distressed area within Orleans County based upon its 21.8% poverty rate; greater than the 11.9% average municipal poverty rate 11.4% unemployment rate, greater than the 7.3% regional unemployment average; and a median family income of \$37,083, much lower than the \$53,143 regional average.

Partnerships

Describe the partnerships that will be involved in the proposed project, including: whether the project will be undertaken by two or more entities in partnership, whether the goals of the project are supported by multiple sectors within the community (residents, property owners, businesses, institutions, government, etc.) and whether the applicant and partners have a demonstrated record of building partnerships.

The Genesee/Finger Lakes Regional Planning Council (G/FLRPC) will be the project lead with assistance from Orleans County and the Village of Medina. As a Regional Planning Council, G/FLRPC has a history of successfully collaborating and building partnerships on a wide-variety of projects including multiple brownfield opportunity area projects on the local and regional level.

A project advisory committee, which will include members from multiple sectors of the community including residents, property owners, businesses, and government, will be developed to provide input and feedback on the project. Additionally multiple public meetings will be held during the project to capture additional input and feedback from stakeholders to ensure the vision for the community is captured from a wide number of stakeholders.

Local Leadership and Support

Describe the support of and commitment of municipal leadership, public and private stakeholders, and members of the community to the vision and goals of the BOA project, including achieving BOA designation and addressing sustainable, inclusive, and equitable development.

The Village of Medina is committed to successful completion of the BOA project including achieving BOA designation and advancing sustainable, inclusive and equitable development within the Village. Orleans County Planning and the Orleans Economic Development Agency are also committed to helping advance the project within Orleans County and providing assistance through their resources to ensure the project is successful.

Economic Value

Describe the potential positive economic impacts that the project will have on the proposed BOA, the community, and the Region.

The potential economic impacts of the proposed project are expanded job opportunities; increased property values; an increase in property tax revenue; an increase in income; and an increase in private investment into the Village of Medina. The project will position the Village of

Medina to identify strategic sites for redevelopment and the steps needed for implementation helping to position the Village for private sector investment and job creation.

Environmental Value

Describe the potential positive environmental impact of the project to the proposed BOA, the community, and the Region.

The potential environmental impact of the proposed project is the identification and remediation of brownfield properties within the Village of Medina, including the anchor site of 525 East Avenue and the enhanced connections to natural resources. The Revitalization Strategy will identify the burden that these brownfield sites have upon property values and development opportunities and help to quantify the benefits that remediation of these sites can have upon the community. Successful completion of the project will also help to educate other communities within the Finger Lakes Region of the economic challenges that brownfield properties contribute to and help encourage these communities to similarly address these properties.

Public Value

Describe the extent to which the completion of a BOA Nomination will have a positive public impact on the proposed BOA.

The completion of the BOA Nomination will position the Village of Medina to advance economic development and community development efforts within the study area. Potential public benefits include expanded job opportunities; enhanced physical appearance of properties; remediated land; enhanced connection to natural resources; improved streetscape and infrastructure; and improved coordination amongst community revitalization efforts. With residents directly involved in the planning process their desires and concerns will be addressed and evaluated throughout the length of the project.

Local Capacity

Describe the local capacity to complete the proposed project and advance the goals and objectives, including the organizational structure of the grantee organization and any partners, and qualifications of key personnel to successfully carry out the project.

G/FLRPC is the project applicant and will serve as the project manager and will ensure the timely and successful expenditure of funds and completion of all technical, administrative, and financial requirements of the grant. A Project Advisory Committee (PAC) will be formed for the project and will include representatives from Orleans County; the Village of Medina; Town of Shelby; Town of Ridgeway; local community groups; and local stakeholders, to provide comments and feedback throughout the length of the project.

The main project staffing for this effort will be Greg Albert, Senior Planner, Economic Development; Razy Kased, Senior Planner; and David Zorn, Executive Director. The Genesee/Finger Lakes Regional Planning Council also has other staff resources available including local, regional and water resources planning; economic development planning; land use regulation and control and data and technology; database development; geographic information systems; along with grant development and administration; financial management; organization management; outreach; and project and program management. An overview of the experience and qualifications of each staff member is provided below.

Greg Albert, Senior Planner: Expertise includes economic and community development planning including brownfield planning, project management, technical support, regional coordination, data development, acquisition, assessment and analysis, socio-economic and demographic data, and report development. Specific responsibilities of this project will include stakeholder participation; development of the brownfield site inventory; assistance in brownfield site assessment; development of the implementation plan and project reporting.

Razy Kased, Planner: Expertise includes remote sensing, urban and political geography, cartography and geographic information systems and socio-economic and demographic data acquisition, development, assessment, analysis, and dissemination. Specific responsibilities of this project will include GIS, mapping, remote sensing and data development, assessment and analysis.

David Zorn, Executive Director: Expertise includes planning, organization management, project and program oversight and management, procurement, grant and contract administration, grant management, fiscal management, regional coordination, stakeholder participation and involvement, outreach, data development, acquisition, assessment and analysis, and report development. Specific responsibilities of this project will include project management; coordination; planning; contract and grant management; land use; regional and environmental planning; outreach; and stakeholder participation.

Budget Narrative

Provide a detailed budget narrative that identifies the specific costs included in the project budget, explains how the budget and costs were determined; provides justification of all budget costs as being eligible, necessary and directly related to the project; and a describes how the applicant will monitor expenditures to ensure the project stays on schedule and budget.

A total of \$ 120,552.83 is allocated for salaries and fringe benefits for 1,950 hours of staff time from the Genesee/Finger Lakes Regional Planning Council, which will cover work on the following tasks: public outreach; background demographics and analysis; identification of strategic sites; and development of a final report. These tasks will include development of a public participation plan; attendance at an anticipated 8 stakeholder meetings and 3 public meetings over the length of the project; research and analysis on demographic components including: land use, zoning, ownership, parks and open space, historic sites, infrastructure, natural resources and the environment, housing, and economic indicators such as employment and income; identification of strategic sites for redevelopment and for compilation of a final report.

A total of \$15,000 is allocated for contractual, which will include economic assistance in the development of the Economic and Market trends analysis. The budgeted \$15,000 will serve to hire a consultant to complete the technical components of the study including a micro-economic and real estate trends analysis that addresses issues and opportunities at the municipal, neighborhood and block levels and a calculation of the economic multipliers for the municipality and the Region from the desired end land uses.

A total of \$5,435.24 is budgeted for supplies and materials which will include copies of materials for review and distribution at the eight (8) identified Steering Committee meeting and the three

(3) identified Public Meetings. Materials for distribution will include, but not limited to, project outline; community participation plan; vision, goals and objectives; project boundary; project overview and analysis; and the draft and final Nomination Study. Supplies and materials will also include supplies for the three (3) public meetings, such as poster boards, maps, and other materials necessary to encourage public participation.

A total of \$722.25 is budgeted for travel which will include travel to and from meetings within the Village of Medina including the identified eight (8) Steering Committee meetings; three (3) public meetings; and an estimated five (5) miscellaneous meetings. These miscellaneous meetings will cover site visits and working meetings with local officials and stakeholders.

A total of \$18,000 is budgeted as in-kind services from the Village of Medina, Orleans County Planning Department, and the Orleans County Economic Development Agency.

The in-kind services provided by the Village of Medina will include attendance at Steering Committee meetings; attendance at public meetings; review and comments of the draft and final Nomination Study; and assistance and input into the building inventory, including identification of key buildings, identification of original use, and identification of current use. The Village of Medina will also provide in-kind services including assistance in the description of current infrastructure (water, sewer, stormwater), description of the condition and capacity of the current infrastructure, identification of parking areas within the Study Area, and review of infrastructure maps.

The in-kind services provided by the Orleans County Planning Department will include attendance at Steering Committee meetings; attendance at public meetings; review and comments of the draft and final Nomination Study; assistance in the description and analysis of the area's natural resource base, environmental features and current conditions including: upland natural resources and open space, geologic, soil and topographic resources, surface waters and tributaries, groundwater resources and use, wetlands, flood plains, erosion hazard areas, fish and wildlife habitats, air quality maintenance areas, visual quality, agricultural lands, and locally, state, or federally designated resources; and assistance in the development of the economic and market trends analysis with regards to land-use and zoning and the anticipated future use of strategic sites.

The in-kind services provided by the Orleans County Economic Development Agency will include attendance at Steering Committee meetings; attendance at public meetings; review and comments of the draft and final Nomination Study; and assistance with the detailed site assessment of the Former Furniture Manufacturing/Seed America site including information related to historical ownership; zoning/land use history; historical property tax information; and assessment of conditions.