



Downtown Revitalization Initiative



APPLICATION

Town and Village of Ellicottville, NY

We are excited about the progress that we have made in strengthening the economy of Ellicottville over the last 20 years – but understand that there is so much more to do. That is why, about 2 years ago now, we started actively working together – both the Town and the Village. We thought that, as a united municipality, we could share services and resources and start planning for a focus that would bring a balance to both growth and development and maintaining the quality of life that is so important to those of us that live and work in Ellicottville.

As we worked together we realized the need to actively attract new year-round residents to Ellicottville. We have excellent schools, a safe and welcoming community and an abundance of natural beauty and recreational opportunities – who wouldn't want to live here? But we know there are challenges. So, we have set out to plan in a way that will overcome those challenges. Things such as adding amenities that keep dollars for goods and services purchased by the local community in the local community. Creating a more walkable village area. Creating places where the community can gather such as a local theater. And bringing the business owners together to work to strengthen each of their bottom lines. As a small municipality with a big impact on the County and regional economies we knew we had to get this right. And to do that we need help.

So we are pleased to present you with this DRI application that showcases both what is good about Ellicottville and what we are hoping to improve in the near future. Guidance and financial support are needed to bring these well thought out and supported projects to life. We have engaged the public and they have signaled their willingness to roll up their sleeves and get to work with the robust response to the online survey and the turnout at the public meetings.

We thank the members of the Regional Economic Development Council and the staff at Empire State Development for their consideration of this application that will help Ellicottville move confidently into a bright economic future for the betterment of Ellicottville, Cattaraugus County and all of Western New York.

Sincerely,



Supervisor Matt McAndrew
Town of Ellicottville



Mayor John Burrell
Village of Ellicottville

What the International Media has to say about Ellicottville:

“Cruise through the streets of Ellicottville and you sense it right away, there is something about this place that’s as American as apple pie.”

- Sun Media Toronto

...the two main streets look like they could be from an 1880s ad (with some SUVs Photo shopped in)

- Canada’s National Post

“With majestic rolling hills, year round outdoor recreational options, and the comfortable charm of a close knit community, Ellicottville continues to be one of Western New York’s most desirable locations in which to live, work and visit”

- Buffalo Spree Magazine

“You’ll find the area void of big box retailing. There are plenty of historic brick and wooden buildings that have been re-born as unique, quirky, crayon colored stores and restaurants”

- Toronto Sun

“The village features an amazing selection of restaurants, many with outdoor seating,”

- City Parent Magazine Toronto

Arriving there is like driving into a greeting card, authenticated by the fact that it’s on the U.S. National Register of Historic Places

- Canada’s National Post

It was as if I had been transported to a scene from an old black-and-white Christmas movie

- New York Times

Ellicottville has been named as one of the “Top Adventure Towns in North America.

- National Geographic Traveler Magazine

“Ellicottville is also an extremely welcoming town with a big heart that offers a lot of unique experiences.”

- The Hamilton Spectator

“...a flock of newly groomed trails, posh condo hotels and hearty restaurants and breweries have turned a sleepy town into the Aspen of the East”

- New Yorker Magazine

“Ellicottville, about 50 miles south of Buffalo, is an unpretentious town where everyone feels welcome.”- New York Times

BASIC INFORMATION

Regional Economic Development Council (REDC) Region: **Western New York**

Municipality Name: **Town of Ellicottville together with the Village of Ellicottville**

Downtown Name: **Village of Ellicottville**

County Name: **Cattaraugus County**

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VISION FOR DOWNTOWN.

Ellicottville has long been known as a regional tourist destination drawing from Ohio, Pennsylvania and Ontario. On popular weekends the population swells to 15,000 or more. But on weekdays the streets are often empty and the shops and restaurants quiet. As an economic driver for Cattaraugus County it is important for Ellicottville to both increase the recreational opportunities to attract more visitors, while also attracting more year-round residents who will sustain the economy and community when the visitors are at home. Attracting light or advanced manufacturing, white collar or professional business is an important aspect of the strategy to increase the population of the Town and Village and diversify the economic impact of Ellicottville for Catt County and Western New York. Part of the draw for these businesses is in the recreational opportunities and so strengthening those while maintaining a robust tourism draw is equally important to the long-term sustainability of both the Town and Village of Ellicottville and Cattaraugus County.

JUSTIFICATION



Ellicottville has long been the economic driver for the County of Cattaraugus as well as a tourist draw that enhances the entire WNY region. With its past as an industrial community behind it, Ellicottville or EVL as it is known to locals, has re-invented itself as the “Aspen of the East”. With two very popular ski areas – Holiday Valley and the private HoliMont, as well as numerous outdoor recreational opportunities in the beautiful landscape around the foot of the ski hills, many families have decided to purchase second homes and spend weekends in Ellicottville. The Village shops and restaurants reflect the quaint atmosphere of this small town and attract visitors who are coming to shop and dine. The Chamber of Commerce has successfully led an effort to create popular theme weekends – such as Jazz and Blues Weekend, Taste of Ellicottville and Fall Festival among many other that swell the population of EVL to that of other much larger municipalities on those weekends.

All of this means a solid economic base of both property and sales tax that supports the entire Cattaraugus County economy.

But, there is a drawback to basing the economy solely on tourism that is beginning to have a significant impact on the EVL economy. Throughout the weekends and holidays people pack the streets and make parking difficult while during the week the streets and shops sit empty. Store owners are having a difficult time keeping doors open and people employed with such dramatic swings in the number of customers. Rents are high in the Village Center due to demand, but that demand is unpredictable and fluctuates with weather and day of the week.

Ellicottville schools are consistently some of the best schools in New York. Yet classrooms sit empty for want of year-round residents. The fire department and library are desperate for volunteers and board members.

The leadership of Ellicottville saw the need to balance out the expansion of recreational opportunities that attract tourism with the need to bring in families who want to live and work in Ellicottville year-round. That sentiment was strongly echoed in a series of public meetings that were robustly attended in planning for this DRI application. There is now a goal to bring 1,000 new year-round jobs to Ellicottville in the next ten years.

And that is why we need the guidance and investment that are a part of the DRI.

With only 1,600 permanent residents of both the Town and Village – this small community would benefit greatly from the professional guidance of a renowned planning firm. Many projects are ready to start that would enhance the community and attract new white collar, light manufacturing or tech business to EVL

including shovel ready business parks, increased services and new recreational opportunities in a safe, walkable community. The residents, both year-round and seasonal, have demonstrated a very strong interest in being involved in this planning project with over 750 responses to an online survey and over 200 people showing up at public meetings.

The Town and Village are working together to plan and prepare, creating efficiencies in local government and an increase in resources from both municipalities.

Now the developers are poised to move to the next phase of their projects with this demonstrated support.

Awarding the DRI to the Town and Village of Ellicottville would not only support those that live in Ellicottville year-round – but it would increase the economic sufficiency of Cattaraugus County and all of Western New York. The impact is big, the will is there – we just need a little help to push this over the finish line and get to that goal of 1,000 new jobs in 10 years.

Thank you for your consideration of this application.



DOWNTOWN IDENTIFICATION

BOUNDARIES OF THE PROPOSED DRI AREA.

The targeted neighborhood for revitalization remains within Village boundaries but also stretches outside of the Village to both the north and south east to capture essential potential projects. Stretching past Village boundaries was important to fully encompass essential parts of the town and necessary residential and commercial areas of the Village that positively contribute to the area as a whole. The Village of Ellicottville is located in the southwestern portion of the Town of Ellicottville which is centrally located within Cattaraugus County, New York. It is bound by Plum Creek to the west, Parkside Drive to the north, Fillmore Drive and Great Valley Creek to the east and Rockwell Avenue to the south.

The proposed Downtown Revitalization Initiative (DRI) project areas encompass one stretch of Rt. 219 that is parallel to Great Valley Creek and another that dips below Village boundaries to the South to include residential areas as well as local businesses. This allows for potential revitalization and increased activity within major areas that may not necessarily be within the Village but have the power and capability to positively contribute to the town and area as a whole. The proposed DRI project areas maintain Ellicottville's sense of neighborhood charm while also providing the space and atmosphere necessary to kickstart even more opportunities for an increase in both personal connections between individuals via different types of recreation and spending to support local businesses and by being a more walkable community with measures of smart growth.

The DRI Project Area illustrated on Map 1.1 shows the area of core focus moving forward connecting heavily walked routes within the Village and opportunities for growth and walk-ability outside of Village boundaries

DESCRIPTION OF CATCHMENT AREA.

Ellicottville's catchment area is centrally located within the village and more specifically contained to its main corridor of Monroe St, Hughey Alley, and Rt. 219. This area swells sufficiently with visitors Fridays through Sundays but lacks the proper visiting population and economic activity Monday through Thursday. The current businesses that are located in the Village's main area of activity are unable to handle the capacity of those visiting on weekends yet are empty during weekdays, creating a tough balance.

Ellicottville is home to 1,634 year-round residents. Up to 75% of the residences are owned by seasonal residents, significantly increasing the total number of homeowners in EVL during the season. Ellicottville is the number one tax generator for all of Cattaraugus County which provides both an exciting and daunting challenge to continue its positive contribution to the community. The Village and Town's tourism base is strong during certain seasons and days of the week but more needs to be done to ensure consistent draw to the area. The Town and Village draw an estimated \$120 million annually in spending, taxes and wages generated by those who engage in recreational and cultural tourism.

With a Town and Village workforce amounting to 2,000 (the majority of which do not live in Ellicottville), the DRI Project Area's and visions will contribute another 1,000 jobs within the next 10 years. Bringing in new employees who will spend throughout the week as well as year-round community members to the area will be a major asset to the improvement of not only Ellicottville's downtown revitalization but also bolster the already strong sense of community. With the creation a new catchment area alongside the creation of new jobs comes

the necessary population and spending potential needed for the Town and Village to remain a vital asset within a regional picture.

Within the proposed DRI Project area there are:

- 634 residential properties
- 107 commercial properties
- 2 recreational properties
- 5 industrial properties
- 3 public service properties

Not only will proposed projects benefit those living full time or seasonally within the area they will also provide increased spending within surrounding commercial businesses as well as expand foot traffic throughout the main corridors and points of recreation. This does not only aid economically but also creates a sense of place and safety for residents by utilizing all that is available to them from past development as well as new.

PAST INVESTMENT, FUTURE INVESTMENT POTENTIAL.

There have been significant investments made by the private industries, particularly those in the recreation and hospitality industry in Ellicottville in the past few years.

Those investments include:

Holiday Valley – Total expenditure of \$89,900,000 in the last ten years. **Including:**



- Tamarack Club
- Holiday Valley Lodge
- Snowmaking Automation
- Morning Star Detachable and SnowPine Quad Chairlifts
- Slope Development
- Sky High Adventure Park and Sky Flyer Mountain Coaster
- Resort Enhancements
- Grooming Equipment
- Golf



Ellicottville Brewing Company \$5.6M
Beer garden, brewery expansion, and catering facilities



Ellicott Development Company – \$9M
Built, opened and operating Wingate Hotel in the Village of Ellicottville.



Steelbound Brewery and Distillery – \$1.5M
New brewery and craft distillery with farm to table restaurant located on Rte. 219 at Rte. 243. Opened Spring 2018.

Signore Property - \$1.85M
Iskalo Development Corporation purchased the Signore property at 55 Jefferson and has invested \$1.85M to date on demolition and remediation of the site.



Proposed Site Rendering
© Iskalo Development Corporation, Ellicottville, New York

Other recent projects include:

- Expansion of Dina’s restaurant - \$600,000
- Expansion of Balloon’s restaurant - \$300,000
- Work to date at 23 Washington - \$850,000

RECENT OR IMPENDING JOB GROWTH.

Beginning in 2017, the leadership of both the Town and Village have come together with the express goal of attracting 1,000 new high-quality jobs to Ellicottville in the next 10 years. An increase in year-round residents who have jobs in the white collar, advanced or light manufacturing industries to the town is necessary for the continued economic success of Ellicottville.

Currently, though the population of both the Village and the Town is quite small (384 and 1,250 respectively) the population on a popular tourism weekend swells to 15,000+, as large or larger than the cities of Olean or Jamestown. On those weekends shops and restaurants are filled to capacity and business is brisk. But during the week, or on a weekend when the weather is bad, those same shops and restaurants are empty, and merchants are losing money.

The Ellicottville School district is one of the highest quality educational opportunities in the State, yet classrooms sit empty or are filled by the residents of neighboring communities. The Volunteer Fire Department is in dire need of new recruits. Other volunteer boards and groups are ineffective due to the lack of individuals to serve.

It is not only the leadership who see a need to make a concerted effort to attract these new residents to Ellicottville. Throughout the public planning process, the Town and Village residents, both year-round and seasonal, spoke again and again of the need to attract more permanent residents to both the Town and Village.

There are both opportunities and challenges inherent in this vision to bring more jobs and residents to EVL. Challenges lie in attracting businesses to Ellicottville when there is a lack of shovel ready buildings or sites for the relocation of part of, or an entire company.

But the opportunities for those businesses that might decide to make the decision to relocate to Ellicottville are significant. Good schools, a beautiful, close knit and safe community that is family friendly and offers many outdoor and recreational opportunities, and proximity to major cities and universities (Buffalo, Toronto, Cleveland, Pittsburgh) are attractive selling points to a potential CEO.

Discussions have begun with local developers about potential buildings and land, especially those that are in walking proximity to the Village. Initial meetings with Invest Buffalo Niagara have also been held in conjunction with the Cattaraugus County IDA to discuss marketing Ellicottville properties as they are identified. And some preliminary contacts have been made with CEO's of companies that are seasonal residents or vacation in Ellicottville to try and plant the seed of thinking of Ellicottville as a great place for expansion or relocation. Many of the CEO's who enjoy Ellicottville are owners of Canadian companies who may find that expanding to locations in the U.S. is part of their long-term growth strategy. We want them to know that Ellicottville would be an ideal location for that plan.

ATTRACTIVENESS OF PHYSICAL ENVIRONMENT

Ellicottville’s downtown area and main corridors provide ample opportunity for redevelopment. Community members, business owners, local leadership and stakeholders within the larger regional area propose multiple projects; some being contributory to aesthetics and creating a stronger sense of place, others are larger scale and provide not only jobs but possible positive ripple effects to help retrain and revitalize already established business and commercial areas.

Implementation of new projects and redevelopment of existing properties within the project areas won’t only create jobs but also enhance the appeal of the area and a new vision for the Village and Town of Ellicottville.

Ellicottville is currently seen as a great place to play and engage in recreation but enhancements within the project areas stretching throughout and outside of the Village can make it a destination for work and a place for individuals to live a fulfilling life.

Development of Storefronts: Redevelopment of either empty or outdated storefronts allows the capacity to capture new and returning visitors to the area. Improvements to signage, paint, addition of planters and landscaping are small improvements that can have a major impact on the number of shoppers a business sees.

Visitor Center: A welcoming and accessible Visitor Center for the Town of Ellicottville and Catt County will not only allow for connections between individuals but also present all recreational, cultural, economic and social opportunities for those who want to explore the Village, Town and Region. Providing local and regional information along with a friendly face to represent the area increases chances of catchment and economic activity. By using history and story-telling; this center can be educational as well as a primary source of information for those unfamiliar with the area, turning those who were once strangers into returning visitors and welcome faces.



Parking: Parking within the Village and Town has been an often-discussed topic. With limited room for any lots or garages within the Village, the implementation of a lot or ramp outside of Village

limits with an available shuttle will likely provide the necessary “push” for those passing through the area to stop and wander Ellicottville charming streets. A lot midway between outdoor recreation and the Village’s main corridors allows visitors to get the best of both worlds and not have to choose between finding a spot or exploring the trails. The use of a shuttle is both convenient and provides jobs within the area.

Business Incubator and/or Business Park: Small businesses are an essential part of Ellicottville’s charm but the allowance for hundreds of jobs is not possible. The development of a Business Incubator and Park allows for innovation and job creation that will ignite both spending and the creation of a variety of housing options. With more spending due to higher population levels who are willing to spend and housing options within and outside of the Village, Ellicottville can become an area of choice and opportunity. The Business Incubator allows for a

focal point of collaboration, brainstorming and implementation bringing in employees who are passionate about improving the local area and investing in Ellicottville's future year-round.

Walkability Improvements: Walkability, or the ability to explore an area efficiently and safely would allow Ellicottville to flourish to its full potential. Many areas have curb issues, lack of adequate paint / signage or safety concerns due to flooding or cracked sidewalks. Improvements to sidewalks and road ways can positively contribute to an increase in walking or cycling in the area which not only contributes to a sense of place and environmental measures but also provide incentives for smart growth. Growth of developments that people can easily access via walking or cycling will not only help the visual appeal of Ellicottville but also act as a form of catchment and provide incentive for those who usually pass quickly through to stop and explore the project areas. Visual improvements to walkways not only increase safety but also act as a traffic calming measure within the proposed project areas. Traffic calming not only benefits those walking or cycling but the slowing of traffic can draw those who may be passing through to stop and enjoy the area.



QUALITY OF LIFE POLICIES.

Trail Master Plan – Ellicottville's Great Valley Trail Master Plan was developed to serve recreation and transportation needs of many groups within the area including families, the aging population and new/returning visitors. The plan helps with smart growth by decreasing automobile needs, environmental concerns, increases health benefits, and creates a connected network throughout the greater county region.

Ellicottville Comprehensive Plan – Ellicottville's Comprehensive Plan that was last amended in May of 2012 provides a vision and detailed, structured goals to serve the community with guidance. Policies and objectives regarding land use as well demographics, transportation, availability of affordable housing and retail within the Town and Village assist in increased livability of the area.

Future Land Use Plan – Ellicottville's future land use plan designates areas of development alongside encouragement of a variety of different types that will be of full use by the community. It also contributes a

conservation district to protect wetlands, streams and to maintain the areas scenic corridor along major transportation routes surrounding the Great Valley Creek. Ellicottville’s consistent delivery of policies that provide environmental protection alongside recreation assist with higher quality of life for residents and visitors alike.

Historic District – Ellicottville’s Historic District is within the Village core encompassing structures ranging from educational to residential as well as commercial and religious between the years of 1817 and 1935. The 63 contributing structures within this area have a variety of architectural styles including Greek, Revival and Federal. The District was officially listed on the National Register of Historic Places in 1991. The Historic District positively contributes to a sense of place throughout the area and a contribution to continuing using history as an opportunity for engagement, enrichment and place-making.

Through the public planning process, the government leadership of both the Town and Village, the Chamber of Commerce and the public have all come together to express common goals for growth and development. There is a strong will to move forward with the projects that the entire EVL community supports to expand opportunities for growth while maintaining the quality of life issues that are so important to both year-round and seasonal residents. This was evidenced both by the incredible participation in the survey and public meetings and also in the common themes that were expressed in both forums.



PUBLIC SUPPORT.

One of the most exciting developments in the Town and Village of Ellicottville has occurred in the planning for this DRI application.

The public planning and input for this process has been beyond anyone’s expectations. The year-round residents, seasonal property owners, business owners and visitors have all actively participated in a robust process to discuss what they view as an ideal growth for their community.

Beginning with a survey that was opened to the public on February 6, 2018, the number of responses to date is over 750.

The first public meeting was held on March 22nd and was attended by nearly 50 people. A second meeting on March 24th drew an additional 30+ individuals. The final public meeting on April 14th had 86 sign-ins by individuals who participated in an active and positive conversation.

The survey and these meetings demonstrated to the leadership of the Town and Village that the public had many of the same thoughts about growth as they held. Residents wanted to see more year-round neighbors to fill the school seats and vacancies on boards. They saw the need for a larger stable population to frequent the shops and restaurants in the Village. They wanted to see additional recreational opportunities that would capitalize on the natural beauty of the area and attract more tourism dollars to the economy. And they wanted to see community improvements such as a theater company, more trails and park amenities and updates to sidewalks and parking options in the village. They also pointed out the need for increased access to a nicer option for grocery shopping, more medical facilities and better internet access.

Following these public discussions, the leadership then reached out to developers who have property in Ellicottville to ask about their plans for the future with these buildings or parcels. The results of the survey and discussions were shared with the developers and it was discovered that many of them had plans that were supported by the public discussions about town needs. None of the plans put forth by developers were in contrast to statements made at the public meetings. Many of those projects are included in this application.

The public planning process alone was a strong indicator that the residents of Ellicottville see a need to continue to grow and expand thoughtfully. They want to protect the small town feel while offering world class recreational opportunities as well as amenities for residents. The fact that so many participated demonstrates a willingness to get involved and speak up about these issues that are so important to many of the residents of Ellicottville – both year-round and seasonal.

Public support and participation within this process was extremely valuable and necessary when moving forward. Input from community members is the key to new development being both contributory and effective within the Town and Village. Not only did those who participated make a large impact on the projects going forward, they showed what type of community Ellicottville truly is. A community that not only cares about its well-being but also wants growth and to keep having a significant impact on the surrounding region in terms of recreation, providing a sense of place, and taking a leadership role when boosting the economy.

See attached **Survey Results**



PROJECT LIST TO DEMONSTRATE READINESS:

Please note: The projects included in this list are ones that are shovel ready or nearly shovel ready. Many other projects are in the works but are not yet ready for announcement including significant private investment. Things such as a business incubator or a downtown arts center are being discussed and actively worked on but may not be ready for announcement until the Fall of 2018 or soon thereafter.

Private projects

55 Jefferson – Iskalo’s intention in acquiring the former Signore property was for its redevelopment into a mixed-use, pedestrian-oriented, lifestyle center to and expand available services and housing options for the community’s year-round and seasonal residents. Proposed uses include retail, hospitality, rental apartments and professional services, all organized, scaled and designed to complement the Village Center of Ellicottville.

The Signore Redevelopment Project is envisioned to include fifteen, mostly one and two-story buildings totaling 286,000 +/- square feet and representing \$75-\$80 million in investment. Individual buildings would range in size from 4,080 +/- square feet to 47,000 +/- square feet that would be constructed over a 10 to 11-year period. Approximately half of the proposed buildings depicted on the redevelopment plan enclosed herewith would be located within the BCP area.

The plan anticipates six “village-scaled” buildings along Jefferson Street and an additional nine buildings constructed along a proposed interior road and public amenity space. The first phase of the project would include construction of the first “leg” of the interior road and the development of two buildings; one on Jefferson Street (B-5) at one of the entrance corners and the proposed grocery store (B-11). The property is zoned for development though land use approvals, including SEQRA review, would need to be completed.

Total project cost \$80M



Proposed Rendering
55 Jefferson Street, Ellicottville, New York



The **Wingate by Windham Hotel** owned by Ellicottville Development is located in the heart of the Village of Ellicottville. Offering 84 rooms, indoor pool and ample parking it is a popular location for tourists to stay in the heart of the Village. Ellicott Development is planning to expand their offerings at the Wingate to include a small indoor waterpark and game room/amusement center; as well as conference rooms and meeting space. These additions will allow Ellicottville to become a retreat center for additional offsite meetings and conferences and increase weekly tourism to the area. **Cost for upgrades to the Wingate is \$5M**

Family entertainment center at Holiday Valley – This proposed family entertainment area would offer miniature golf course, a food and beverage outlet and gaming for young kids to teenagers that is participatory and interactive. The Center will give families a place to go in evening, or on bad weather days and will include summertime activities. Planning board approvals and square footage scheduled to be ready early next Spring. **Total cost of the Family Entertainment Center is \$1.5M.**

Expand in Town Medical Facilities – Currently there are some doctors’ offices available at the Holiday Valley Medical Services including Northtown Orthopedics, Olean Medical Group, a dental office, physical therapy, and a pharmacist. Residents at public meetings requested that more services such as pediatric, urgent care and others be added. This site could expand to include additional medical offices and also to offer child care services to families that live in the area. Medical facilities would be in partnership with a local medical group such as Kaleida. Holiday Valley would be willing to expand their award-winning child care facilities to include families other than employees of Holiday Valley at this site. **Cost of Holiday Valley Medical Services including additional child care is \$ 1.2M**

1887 Building – Peter Krog and John Northrup have purchased the historic 1887 building in the Village and are planning to convert this beautiful building in the heart of Ellicottville into condos. Requests were made many

times during the public meeting for housing that was accessible for older or handicapped individuals. 9 units would be available. These condos, with elevator access and indoor parking would be single story units. Demolition is complete. Renovation will start soon. **Total project cost for the 1887 building is \$4M.**

Marketplace at 23 Washington Street – Phil Vogt is a local developer who recently purchased 23 Washington Street and is converting the building to retail use. It is proposed that the building could house, based on public request at the meetings, a variety of retail establishments that would share the space in order to lower rental costs and expand retail and food options in Ellicottville. Retailers could rent a booth on one floor (up to 8 retailers) and food stalls could be located on another – creating a local Broadway Market or Westside Bazaar atmosphere. Porches would need to be added to both the front and rear of the space as well as an elevator for handicapped accessibility. **Total Marketplace cost to finish this project would be \$400,000**

Greystone Apartments – there is a significant need for year-round rentals available for those who work in Ellicottville. Local developer Phil Vogt is planning 2, 6-unit apartment buildings that would each be 2-bedroom, 2-bath and would rent at market rate for \$900-\$1,000/month. These units would not be available for short term leases and would therefore be available for the local workforce. Total cost for **Greystone Apartments is \$1.5M**

Public Projects

Trails – Trail No. 2: Town Center Trail (0.77 miles): Proposed to traverse along base of hill from Town Center to Route 219/242. This Trail is estimated in the Master Plan to cost approximately \$.80 Million

Trail No. 6: Village Center Trail (2.22 miles): Proposed to create a creek walk along Elk Creek linking key Village locations. This Trail is estimated in the Master Plan to cost approximately \$2.3 Million

Trail No. 7: Village Rail with Trail (0.79 miles): Proposed to create a trail along the existing RR corridor to complete a village loop trail, looping together **Trail No. 2** and **Trail No. 6**. This Trail is estimated in the Master Plan to cost \$.80 Million.

Total Cost for all 3 segments: \$3.8 Million

Lighting – Currently have 12 iron standard light posts that could be upgraded to intelligent poles. These poles would include the ability to dim the lights, play music, have cameras for security and emergency buttons that allow citizens to call for help. They could also be equipped with the ability to be wi-fi hot spots. Underground wiring is in place for these poles already. **Cost for 12 poles is \$200,000**

Sidewalks – Replace and repair sidewalks in and around the designated area. Some sidewalks have sunk and then flood and/or freeze during inclement weather. Goal is to promote a walkable community and discourage cars in the center of the Village. Offering sidewalks that are fully accessible, including ADA compliant, will encourage visitors to park further away from the village center and walk from shops to restaurants and other attractions. **Cost to replace or repair 10,000 linear feet of sidewalks is \$300,000**

Centralized trash compactors - Currently many businesses have their own dumpsters behind their establishments. Code states that these dumpsters must be enclosed, but many enclosures are in poor condition. With the installation of up to 4 compactor dumpsters on their own pads and enclosed with a locked

gate with lighting and accessible with a code retail establishments and restaurants could lower their disposal costs and free up space behind the buildings to add parking. **Cost for 4 compactor dumpsters is \$140,000**

Back of the Storefronts - In addition to the problem of the dumpsters behind the buildings, space for parking is also limited by the utility wires that are strung between buildings. Burying these wires would beautify the space and free up potential parking. It would also allow store owners to either add a second storefront with a back entrance or a patio area. **Cost for burying utilities behind the main business district is \$900,000**

Paving, drainage, lighting behind buildings - the final step to freeing up space for parking behind the businesses in the main business district is to add drainage where necessary, repave and light the space. This is an effort to create a more walkable community by allowing workers or visitors to park behind the buildings and then wander by foot through the Village. **Cost for finishing work to increase parking behind buildings is \$1,500,000**

Community Theater at the Town Center – One request that came up a number of times at the public meetings was for a public theater performance space in Ellicottville. The Town Center is an ideal location to start a local troupe. The Rotary Theater in the Town Center has a stage and some limited lighting. The need is for enhanced lighting, adding artwork to beautify the space and the entry hall, a new stage curtain and new lights in the auditorium that can be dimmed. Marketing for creating the troupe and promoting the plays would also be needed. This would be headed up by a group of local volunteers who are enthusiastic about bringing this entertainment option to their own community. **Cost for Community Theater is \$400,000**

Ice Rink – Years ago Ellicottville hosted a very popular ice rink at the Village Park. The challenge was that the concrete pad (which still exists) was not insulated or refrigerated and it was difficult to keep a solid surface during the winter that was suitable for skating. Since then new technology allows for a synthetic surface that can be used year-round for ice skating. By installing a synthetic surface, skaters could enjoy another outdoor recreational option at the Village Park where there are already facilities such as restrooms for the skaters. **Cost of installation for synthetic ice skating surface at Village Park is \$300,000**

Bike Share – Create a partnership with Reddy Bike Share and Independent Health to bring 5-6 racks of 5 bikes to be placed throughout Ellicottville that residents and visitors could rent on an hourly basis. This would increase modality throughout the town, reducing the dependence on cars and the need for parking on the main streets in the Village. **Cost for setting up and maintaining bike share program for 2 years is \$115,000**

Countywide Information Center/Comfort Station – for several years there have been discussions of adding a Cattaraugus County information center in the Village of Ellicottville that would promote attractions throughout the County. This Information Center could also offer a comfort station with bathrooms and diaper changing/nursing areas for families. It would also have up to 6 additional parking spaces. Located near the Village Center this would be a way to promote attractions beyond the Town and Village and encourage visitors to stay another day. **Cost for Countywide Information Center is \$2,000,000.**

Marketing Ellicottville to the Canadian Market -Currently advertising into Ontario is strictly word of mouth and organic reach. Funding would primarily focus on the ‘Golden Horseshoe’ district of Southwestern Ontario including the greater Toronto area. Funding would be used to develop a strategic plan to promote Ellicottville in the Ontario market, engage public relations, do a comprehensive and holistic media buy, conduct a formal, research driven ROI on ad buy results and continue momentum in surrounding US regional markets. The goal would be to work with all regional partners, private and public sector, to build a long term sustainable media relations plan for the betterment of our county and Ellicottville and to increase the economic impact of tourism

county-wide from \$180 million to \$250 million annually. **Total cost of marketing targeting Ontario, Canada and the regional markets is \$610,000**

Establish a Village Business Owners Association – A group of business owners in Ellicottville have expressed an interest in forming a Business Owners Association. This group would collaborate and join forces for positive change and growth. By understanding the other businesses there will be opportunities for collaboration, support and integrative promotion. Activities would include: Monthly showcase of a local business and what they do, sell, and how they serve the local community; Informational and learning sessions on new products, services, and offerings; Business to Business Benefits and Interactive events for relationship building and partner creation. **Total cost to plan, establish and promote a Village Business Association is \$10,000**

ADMINISTRATIVE CAPACITY.

The new joint Town/Village Engineering Department will take a lead role in all planning and administration along with the Town and Village staff. The Engineer would work with department staff to draft the RFP's and scopes of work, oversee any outsourced designs, and manage the bidding and construction processes. Similar to what they are currently doing with the LGE Engineering Grant for the NY Dept of State, the department would ensure that the Town/Village are in compliance with the State's contracting and procurement policies.

A number of citizens have come forth to volunteer in these efforts and a committee will be formed to help compliment the work of the Engineering and Administrative Depts of the Town and Village to complete tasks as needed.

OTHER.

As you can see from the list of projects and those that are still in the planning stages, Ellicottville is poised for dynamic growth in the next 1-5 years. Developers are ready with projects that are falling in line with what the community has expressed a need for in the public meetings. The leadership of the Town and Village is working together to be pro-active in planning that brings stakeholders to the table and that will lead to outcomes that are desirable in both growing the economy and maintaining that small-town appeal for both residents and visitors alike. An award such as this would give them the tools to prepare for a future that keeps the tax base strong and strengthens not only the Town and Village, but also Cattaraugus County and the entire WNY region. We thank you for your consideration of this application for the 2018 Downtown Revitalization Initiative.



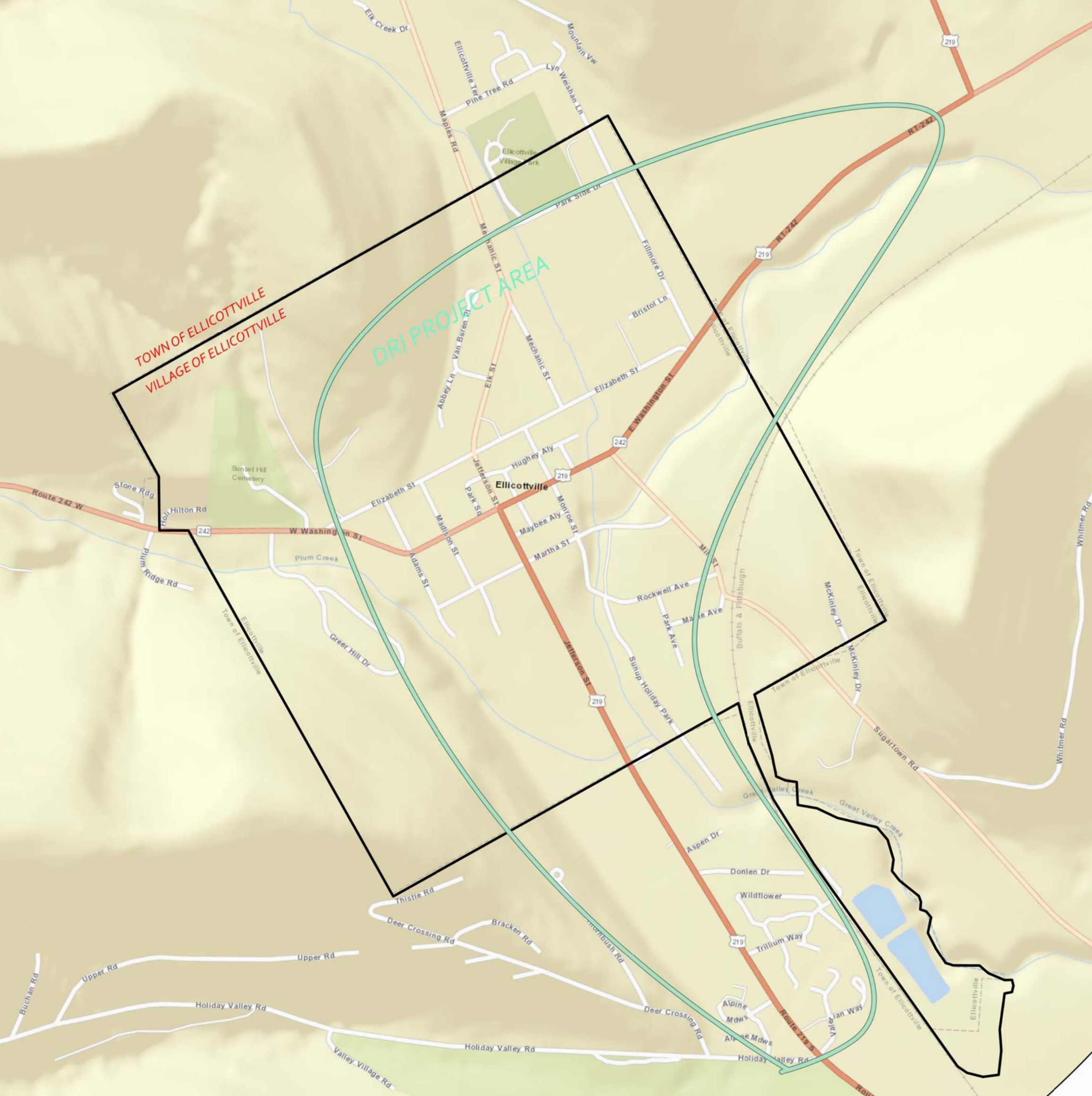


ATTACHMENTS

- 1.1 DRI PROPOSED AREA
- 1.2 PUBLIC SURVEY RESULTS
- 1.3 TRAIL MAP

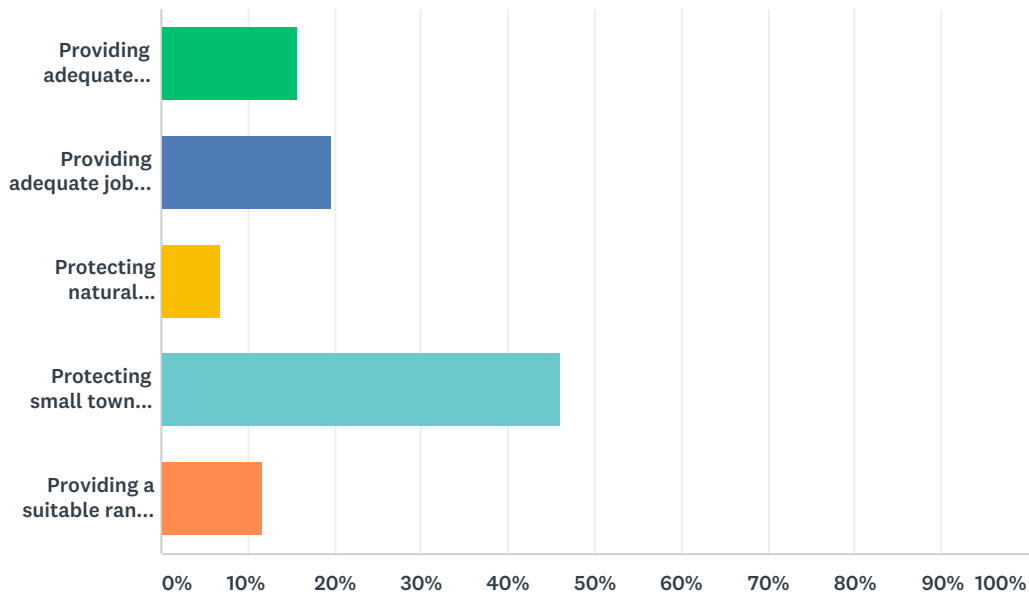
TOWN OF ELLICOTTVILLE
VILLAGE OF ELLICOTTVILLE

DRI PROJECT AREA



Q1 When it comes to growth and development, what is Ellicottville’s largest opportunity for improvement? Please choose one.

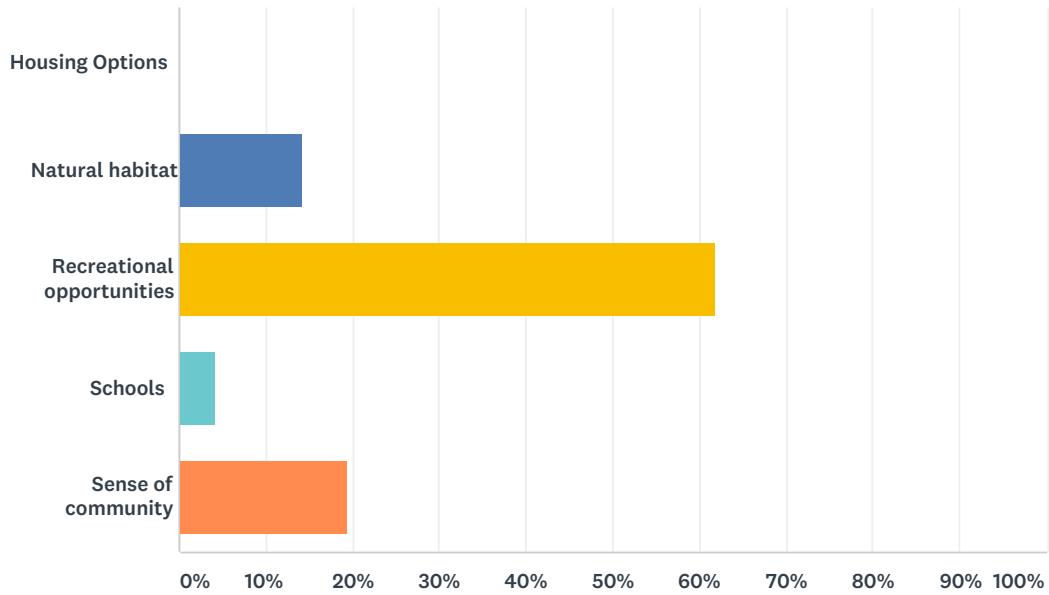
Answered: 769 Skipped: 5



ANSWER CHOICES	RESPONSES	
Providing adequate amenities (parks, education, etc.)	15.73%	121
Providing adequate job opportunities	19.64%	151
Protecting natural resources	6.89%	53
Protecting small town character	46.03%	354
Providing a suitable range of housing options	11.70%	90
TOTAL		769

Q2 What is Ellicottville’s greatest asset? Please choose one.

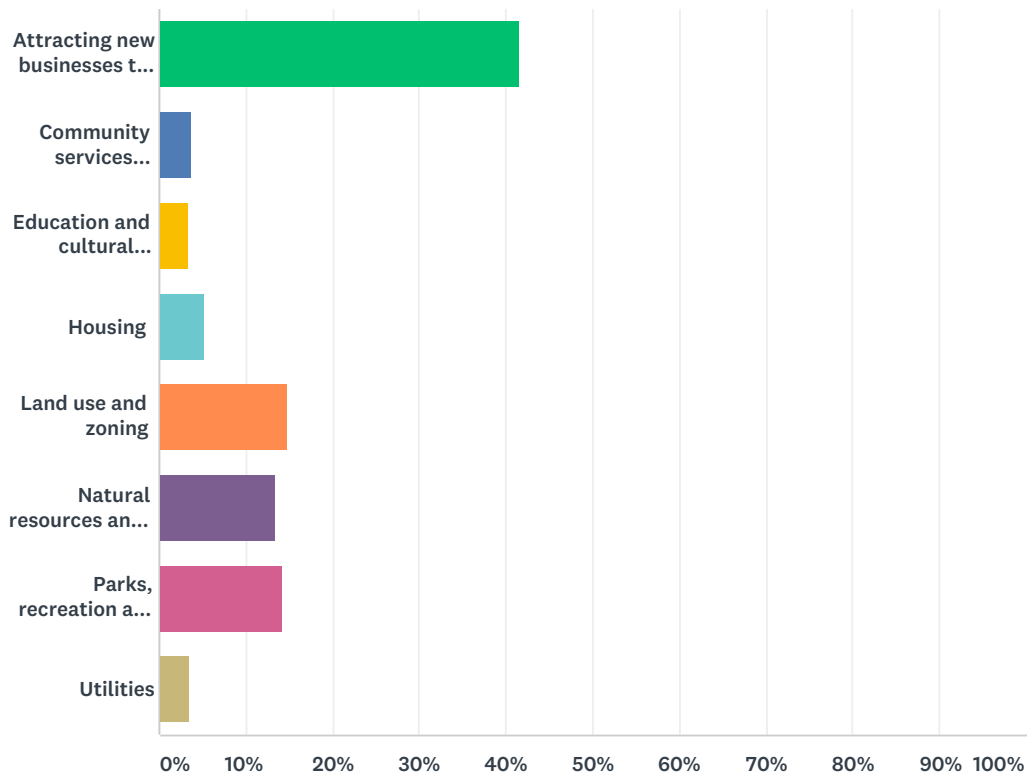
Answered: 748 Skipped: 26



ANSWER CHOICES	RESPONSES
Housing Options	0.27% 2
Natural habitat	14.17% 106
Recreational opportunities	61.90% 463
Schools	4.28% 32
Sense of community	19.39% 145
TOTAL	748

Q3 In planning for economic development in Ellicottville, which one do you believe requires the greatest focus? Please choose one.

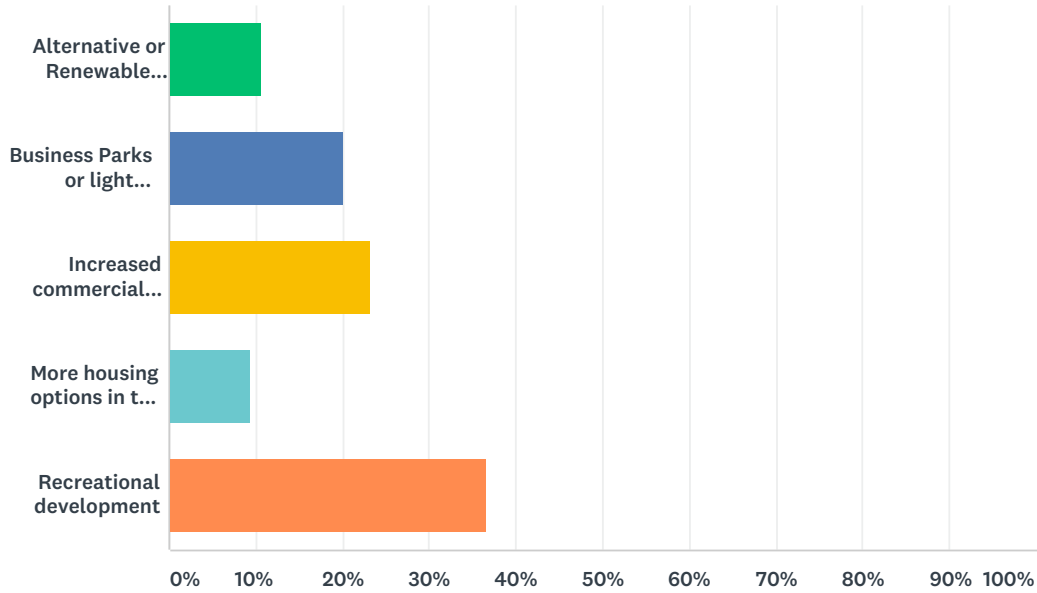
Answered: 770 Skipped: 4



ANSWER CHOICES	RESPONSES	
Attracting new businesses to Ellicottville	41.56%	320
Community services (police, sanitation, etc.)	3.77%	29
Education and cultural resources	3.25%	25
Housing	5.19%	40
Land use and zoning	14.94%	115
Natural resources and sustainability	13.38%	103
Parks, recreation and open space	14.29%	110
Utilities	3.64%	28
TOTAL		770

Q4 What type of development is most needed? Please choose one.

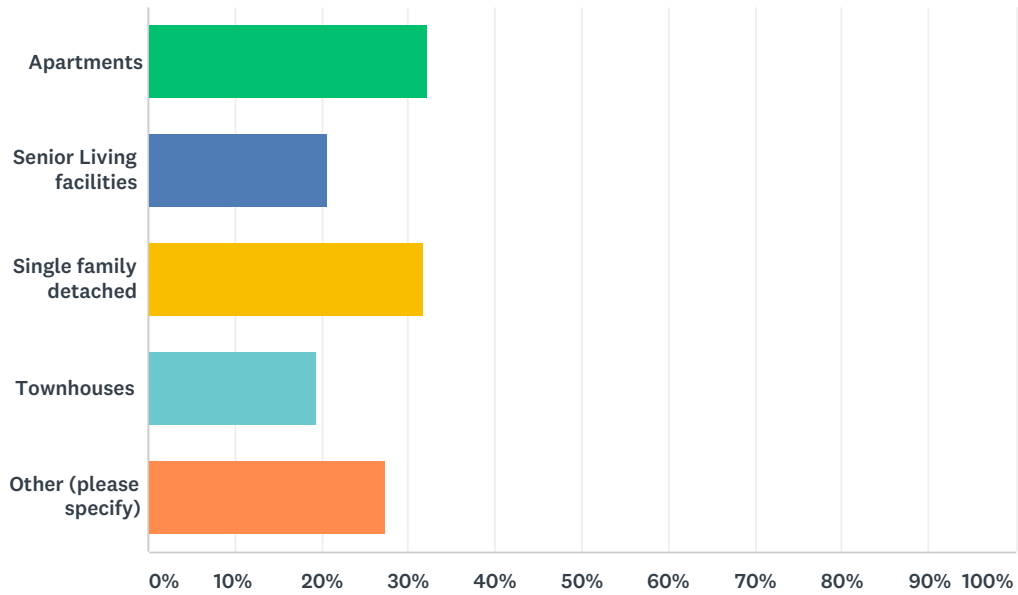
Answered: 761 Skipped: 13



ANSWER CHOICES	RESPONSES	
Alternative or Renewable Energy options	10.64%	81
Business Parks or light manufacturing/industry	20.11%	153
Increased commercial activity in the Village	23.13%	176
More housing options in the Village	9.46%	72
Recreational development	36.66%	279
TOTAL		761

Q5 What types of housing are most needed? Choose all that apply.

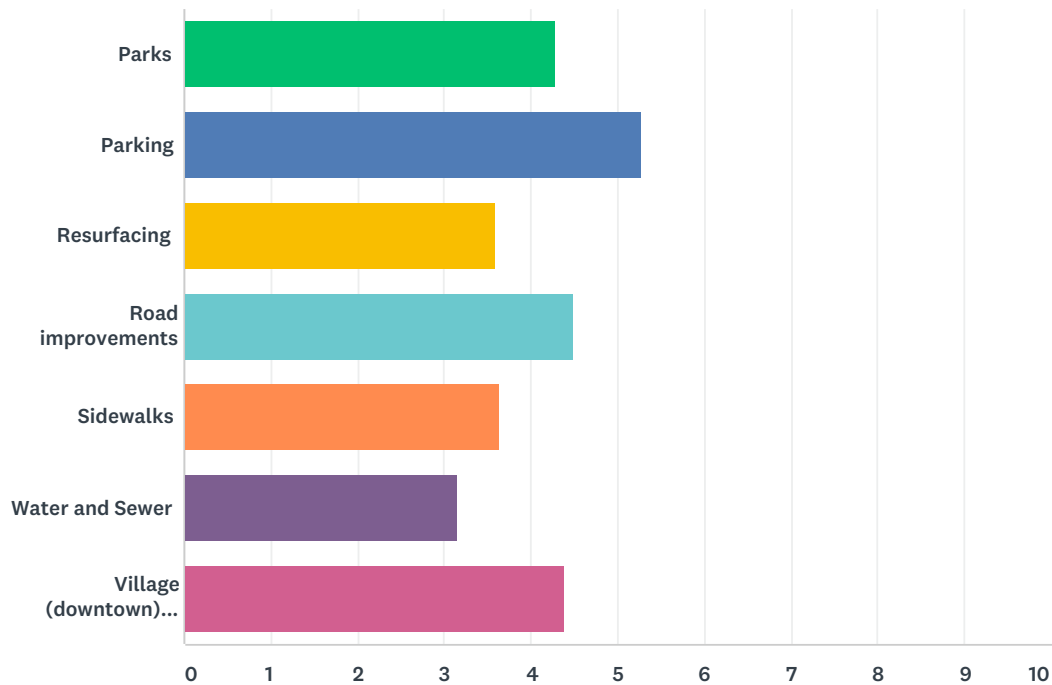
Answered: 716 Skipped: 58



ANSWER CHOICES	RESPONSES	
Apartments	32.26%	231
Senior Living facilities	20.81%	149
Single family detached	31.84%	228
Townhouses	19.55%	140
Other (please specify)	27.37%	196
Total Respondents: 716		

Q6 Which capital improvements should Ellicottville prioritize? Please rank with 1 as your highest priority.

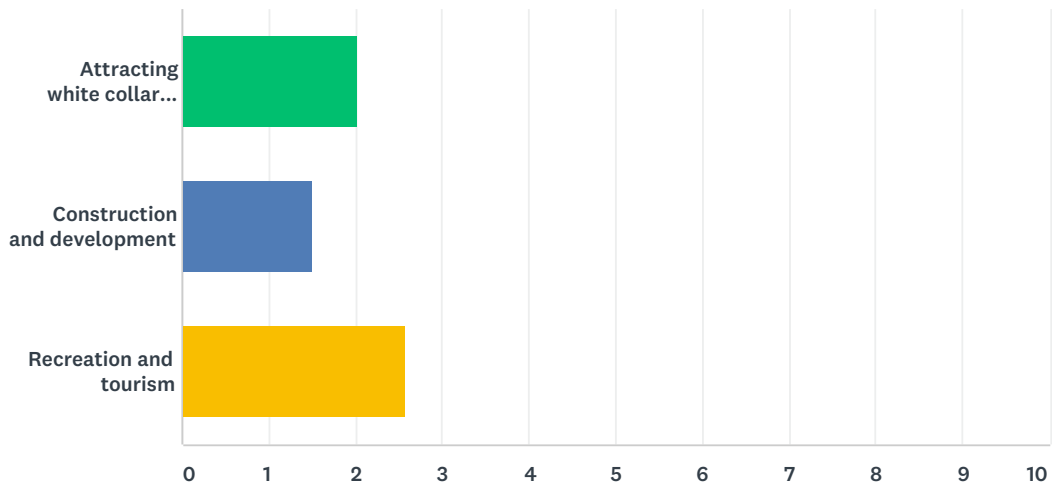
Answered: 737 Skipped: 37



	1	2	3	4	5	6	7	TOTAL	SCORE
Parks	16.80% 107	17.74% 113	15.23% 97	14.76% 94	11.62% 74	10.83% 69	13.03% 83	637	4.29
Parking	33.53% 229	24.01% 164	14.93% 102	8.93% 61	6.88% 47	5.27% 36	6.44% 44	683	5.27
Resurfacing	4.73% 29	12.40% 76	15.17% 93	18.27% 112	17.62% 108	17.94% 110	13.87% 85	613	3.59
Road improvements	14.64% 94	18.69% 120	18.69% 120	16.67% 107	16.36% 105	10.59% 68	4.36% 28	642	4.49
Sidewalks	5.24% 33	10.32% 65	17.62% 111	17.14% 108	19.21% 121	20.79% 131	9.68% 61	630	3.64
Water and Sewer	7.19% 45	7.51% 47	10.86% 68	13.26% 83	16.13% 101	19.17% 120	25.88% 162	626	3.15
Village (downtown) Redevelopment	28.31% 188	15.21% 101	10.54% 70	8.58% 57	7.68% 51	9.94% 66	19.73% 131	664	4.39

Q7 What should be the top economic development priority? Please rank with 1 as your highest priority.

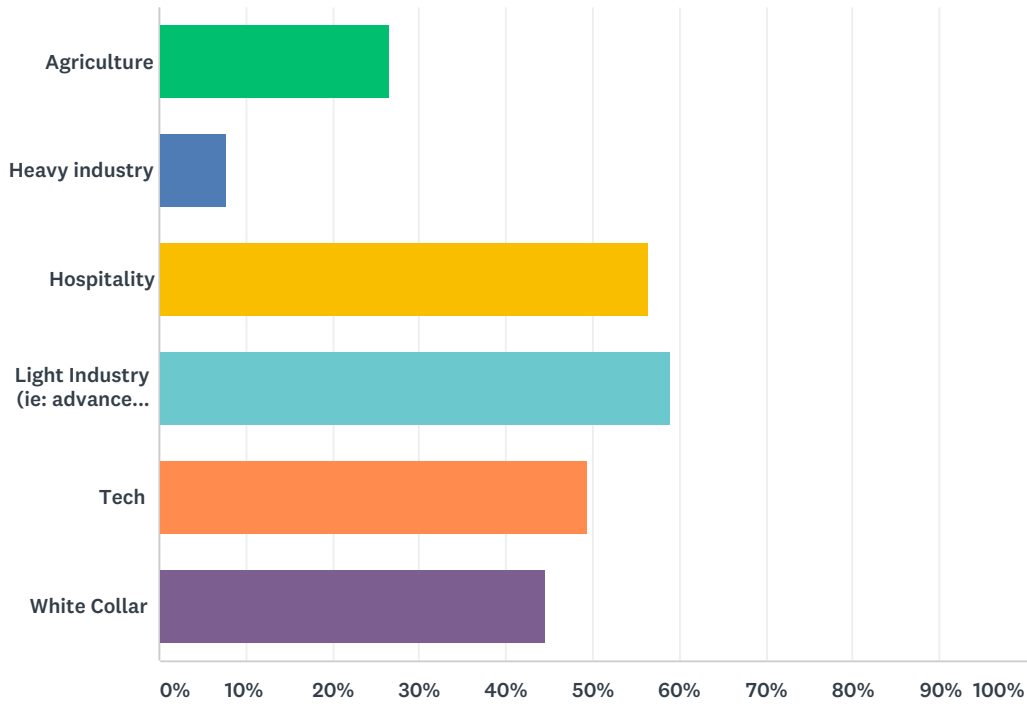
Answered: 740 Skipped: 34



	1	2	3	TOTAL	SCORE
Attracting white collar industry and light manufacturing	33.28% 218	36.49% 239	30.23% 198	655	2.03
Construction and development	4.81% 30	40.87% 255	54.33% 339	624	1.50
Recreation and tourism	69.03% 486	18.89% 133	12.07% 85	704	2.57

Q8 What types of jobs are needed in Ellicottville? Choose all that apply.

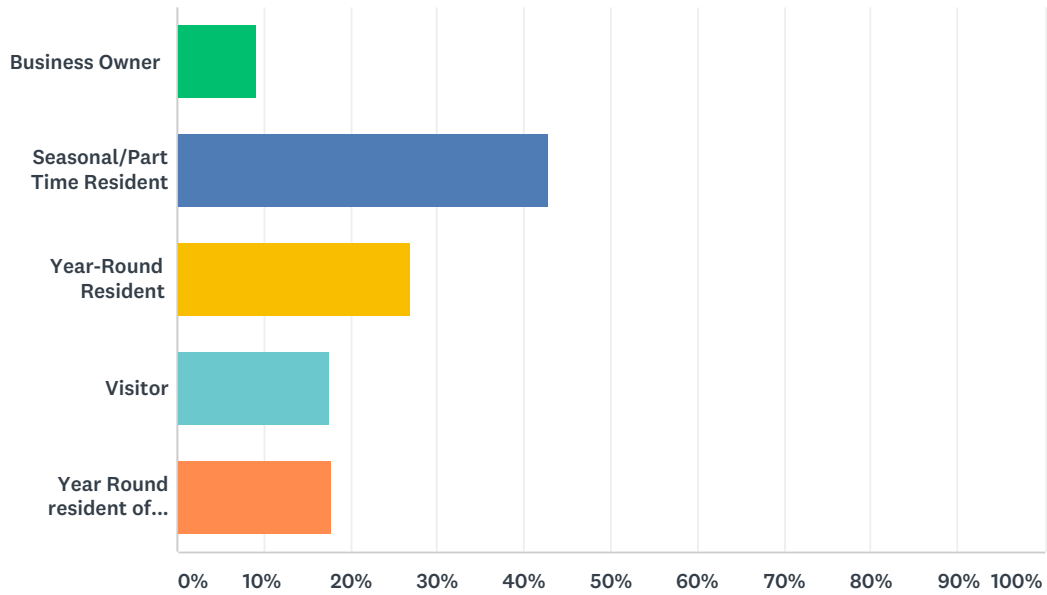
Answered: 728 Skipped: 46



ANSWER CHOICES	RESPONSES	
Agriculture	26.65%	194
Heavy industry	7.69%	56
Hospitality	56.46%	411
Light Industry (ie: advanced manufacturing, bio tech)	59.07%	430
Tech	49.45%	360
White Collar	44.64%	325
Total Respondents: 728		

Q9 How are you associated with Ellicottville? Choose all that apply.

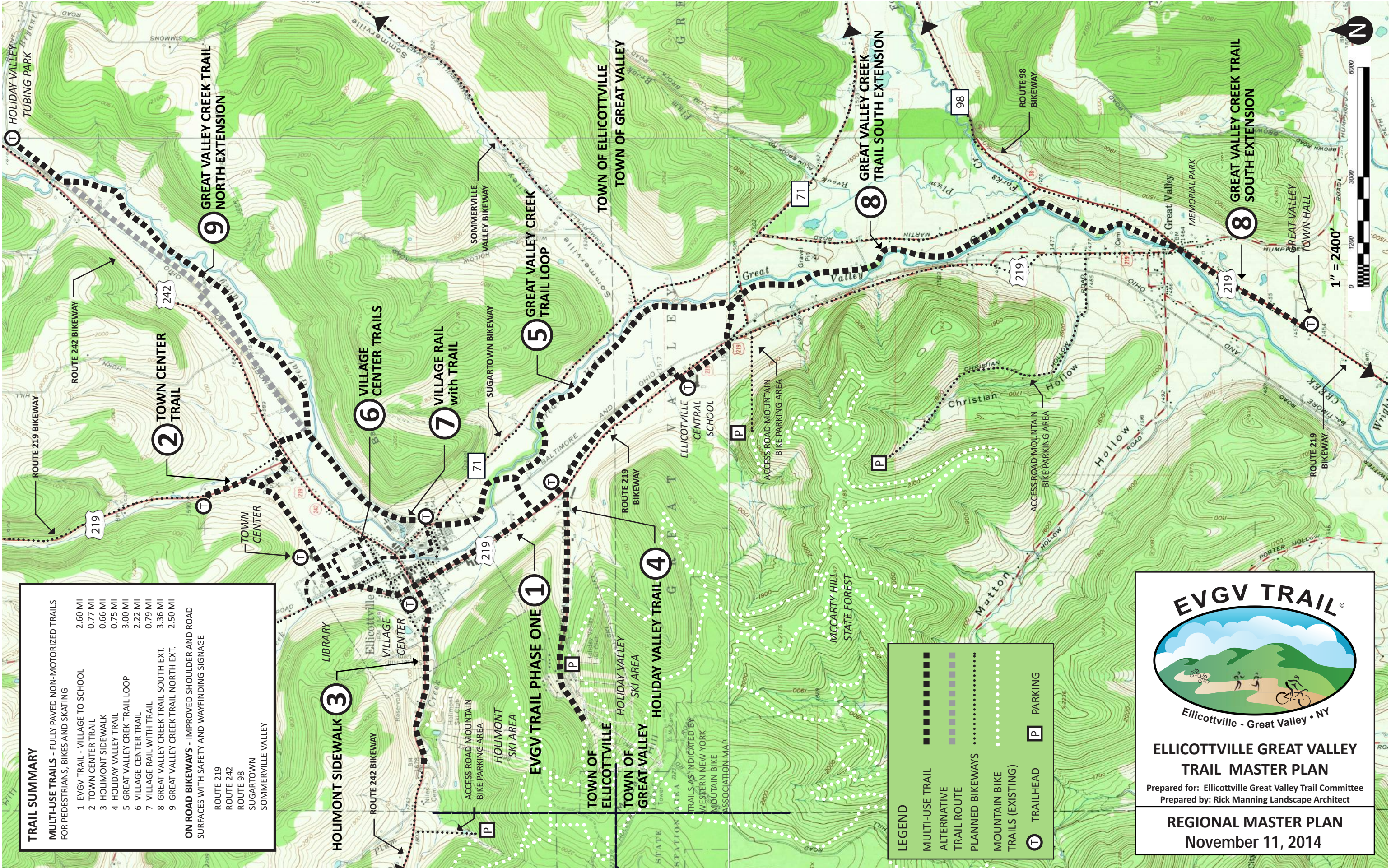
Answered: 768 Skipped: 6



ANSWER CHOICES	RESPONSES	
Business Owner	9.11%	70
Seasonal/Part Time Resident	42.97%	330
Year-Round Resident	26.95%	207
Visitor	17.58%	135
Year Round resident of surrounding area	17.84%	137
Total Respondents: 768		

Q10 Thank you for lending your voice to the future development in Ellicottville. To be kept informed about survey results, public meetings and redevelopment issues please give us your email address:

Answered: 422 Skipped: 352



TRAIL SUMMARY

MULTI-USE TRAILS - FULLY PAVED NON-MOTORIZED TRAILS FOR PEDESTRIANS, BIKES AND SKATING	LENGTH
1 EVGV TRAIL - VILLAGE TO SCHOOL	2.60 MI
2 TOWN CENTER TRAIL	0.77 MI
3 HOLIMONT SIDEWALK	0.66 MI
4 HOLIDAY VALLEY TRAIL	0.75 MI
5 GREAT VALLEY CREK TRAIL LOOP	3.00 MI
6 VILLAGE CENTER TRAIL	2.22 MI
7 VILLAGE RAIL WITH TRAIL	0.79 MI
8 GREAT VALLEY CREEK TRAIL SOUTH EXT.	3.36 MI
9 GREAT VALLEY CREEK TRAIL NORTH EXT.	2.50 MI

ON ROAD BIKEWAYS - IMPROVED SHOULDER AND ROAD SURFACES WITH SAFETY AND WAYFINDING SIGNAGE

- ROUTE 219
- ROUTE 242
- ROUTE 98
- SUGARTOWN
- SOMMERVILLE VALLEY

LEGEND

- MULTI-USE TRAIL (thick dashed line)
- ALTERNATIVE TRAIL ROUTE (dotted line)
- PLANNED BIKEWAYS (dashed line)
- MOUNTAIN BIKE TRAILS (EXISTING) (dotted line)
- TRAILHEAD (T in circle)
- PARKING (P in square)

EVGV TRAIL

 Ellicottville - Great Valley - NY

ELLICOTTVILLE GREAT VALLEY TRAIL MASTER PLAN

Prepared for: Ellicottville Great Valley Trail Committee
 Prepared by: Rick Manning Landscape Architect

REGIONAL MASTER PLAN
 November 11, 2014

