

CITY OF GENEVA

FARMER'S MARKET & LAKEFRONT INFRASTRUCTURE STUDY

JANUARY 23, 2024





CITY OF GENEVA

**FARMER'S MARKET &
LAKEFRONT INFRASTRUCTURE
STUDY**

January 23, 2024

INDEX

A. EXECUTIVE SUMMARY

BACKGROUND
ADVISORY COMMITTEE
CUSTOMER POP-UP EVENTS
INITIAL POP-UP EVENT
INITIAL EVENT TAKEAWAY
FURTHER SITE ANALYSIS
PRIMARY GOALS
MARKET PAVILION CONCEPT
SUSTAINABLE DESIGN FEATURES
BOAT LAUNCH
FOLLOW-UP POP-UP EVENT
FOLLOW-UP EVENT TAKEAWAY
MARKET PAVILION STATS
MARKET PAVILION COST PROJECTIONS
NEXT STEPS

B. MARKET PAVILION CONCEPT

CONCEPT SITE PLAN
CONCEPT FLOOR PLAN
CONCEPT ELEVATIONS
CONCEPT RENDERINGS
CONCEPT POP-UP EVENT BOARDS
CONCEPT 3D WALKTHROUGH MOVIE (QR CODE)

C. BOAT LAUNCH IMPROVEMENTS

CONCEPT SITE PLAN

APPENDIX ATTACHMENTS

CONCEPT-LEVEL PROJECT COST PROJECTIONS



January 23, 2024

A. EXECUTIVE SUMMARY

BACKGROUND

In April 2023, the City of Geneva hired PLAN Architectural Studio, PC (PLAN Studio) to conduct a Concept-Level Study for the Farmers Market and potential associated Lakefront Enhancements. The primary goal was to evaluate potential sites for a new structure to house the market activities, and to serve as a multi-purpose venue for a wide range of events and activities.

ADVISORY COMMITTEE

Throughout the study, the PLAN Studio met with the City of Geneva's Advisory Committee, consisting of:

- Amie Hendrix, City Manager
- Liz Toner, Special Events Coordinator & Market Director
- Lauren Mastrogiovanni, Assistant Market Director
- Stefanie Newcomb, Comptroller
- Joseph Venuti, Director of Public Works
- Jennifer Kime, Finger Lakes Welcome Center Manager
- David West, Director of Planning & Economic Development

The Advisory Committee provided valuable feedback and assisted the Design Team throughout the development of this study

CUSTOMER POP-UP EVENTS

During the Study Process, PLAN Studio conducted two Customer Pop-Up Events at the Market. The initial event occurred on the Market's Opening Day (Saturday, May 27, 2023). This five-hour outreach gathering was dedicated to collecting feedback from Market Customers and Vendors.

INITIAL POP-UP EVENT

Conversations with over (50) participants were conducted over a range of topics including:

- Three Potential Market Sites
 - Site 1: Existing Location (open space north of Visitor Center)
 - Site 2: Between the Visitor





INITIAL EVENT TAKEAWAYS



FURTHER SITE ANALYSIS



PRIMARY GOALS

Center and the Lakefront Hotel (open space north of Castle Street)

- Site 3: Bi-Centennial Park (Exchange Street)
- Parking and Modes of Transportation to/from the Market
- Desired Types of Vendors
- Desired Types of Events
- And thoughts on a Permanent Market Structure

The insights gathered from this outreach event provided information to advance the Study for the Design Team and Advisory Committee. Key takeaways included:

- A Strong Preference for Site 2.
- Importance of Synergy for the Market between the Visitor Center and Downtown Geneva.
- Significant Interest in a Permanent Structure to house the Market and other Various Activities.

Building upon the customer feedback, the Design Team And Advisory Committee performed further analysis upon the potential sites. The following Criteria was examined:

- Proximity to the Visitor Center
- Proximity to Downtown
- Impact on Lakefront
- Future Growth Potential
- Construction Logistics
- Conflict with other Site Amenities
- Parking Potential
- Congestion Factors
- Utility Access
- Event Flexibility
- Prominence / Visibility
- Access / Transportation

The result of this analysis concurred with a preference for Site 2, and it was decided to develop a Concept Site Plan for this location.

In addition, Primary Goals for were developed for a new 'Geneva Market Pavilion' that included:

- Establish a Dedicated, Permanent Location and Infrastructure for the Geneva Farmers Market.
- Enable Growth and Expansion of the Market and offer Diverse Types of Vendor Stalls for Flexibility.
- Enable the Market to Extend its Operating Season by providing

Enclosed Space.

- Offer a Flexible, Multi-Use Pavilion capable of hosting a Wide-Range of Activities and Events Year-Round.

MARKET PAVILION CONCEPT



Between June and September 2023, PLAN Studio collaborated with the Advisory Committee to develop a Conceptual Design for Site 2 that aligned with the stated project goals. This plan included a new Market Pavilion designed to address the present and future needs of the Farmer's Market.

The pavilion is designed as a linear, 'park-inspired' structure to accommodate vendors during market days, and serve as a venue for diverse events and activities. It's planned to accommodate up to 42 vendors, with room for an additional 30 to 40 tent vendors on the adjacent site, if required.

The pavilion features a central aisleway that spans six types of vendor spaces varying in size and features. Starting from the south and moving north, these spaces range from a basic concrete slab for tent setups, to a covered area, and then to a section enclosed by operable overhead 'garage' doors. Vendors on the western side have the convenience of backing their vehicles up to their designated spaces, while those on the east can interact with customers either within the internal aisle, or along the lakeside walk.

The enclosed vendor area is envisioned to have moderate climate control with a radiant heated slab.

In addition to the versatile vending spaces, the northern section of the building would include a fully-conditioned entry vestibule, small market office, a sink room for vendors, restrooms, as well as storage and utility rooms.

SUSTAINABLE DESIGN FEATURES

Some of the proposed sustainable design features for the pavilion include a Geothermal System to serve the radiant slab, and a roof-mounted Photovoltaic (Solar) Array.

BOAT LAUNCH

Concurrent to the conceptualization of Site 2, fundamental concepts were developed and explored for Site 1 (the existing Market Site) to improve, define, and more effectively integrate the vehicular

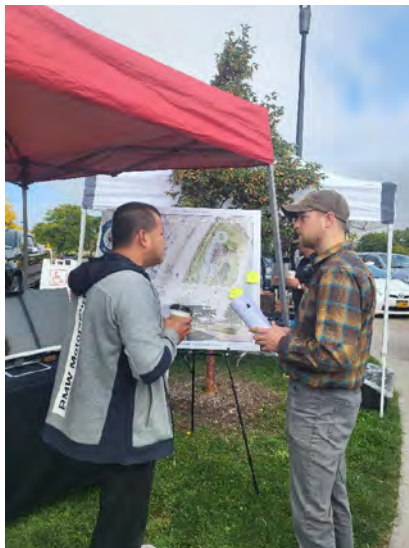


circulation paths between the welcome center parking area and the boat launch.

Basic design considerations include:

- Providing a more Formalized and Defined Traffic Flow for Boat Launch Access to and from the launch site.
- Providing a Dedicated Parking Area for Boat Trailers.
- Optimizing the utilization of the current asphalt parking area to increase the number of available Visitor Center parking stalls.

FOLLOW-UP POP-UP EVENT



On Saturday, September 30th, 2023, PLAN Studio organized a Follow-up Customer Pop-Up Event at the Market. This five-hour outreach initiative aimed to present the Geneva Market Pavilion Concept on Site 2, seeking feedback once again from Market Customers and Vendors.

To enrich the dialog during this event, our team provided visual aids including detailed colorized site plans, floor plans, and renderings. Additionally, we exhibited a 3D video on a monitor, offering a virtual walkthrough of the entire concept, which could also be accessed through a QR code link.

Our team engaged in numerous discussions and collected feedback on different aspects of the Concept, including:

- Overall General Reactions to Concept
- Considerations for Extending the Market Season
- Perspectives on an Enclosed Multi-Purpose Structure for the Market and Other Activities
- Additional Suggestions for Potential Events, Activities and Functions that could be held at the Site



Additionally, we had conversations concerning the proposed ideas for enhancing vehicular circulation at Site 1.

FOLLOW-UP EVENT TAKEAWAYS

There was significant enthusiasm and excitement surrounding the concepts, and the majority of discussions were highly positive. The significant takeaways from this event were:

- Continued strong preference for Site 2 due to its ability to offer the Market more Visibility, Prominence, and a Distinct Identity.



MARKET PAVILION STATS



- Emphasis on fostering synergy between the Visitor Center and Downtown Geneva, with the Market.
- Increased accessibility for downtown residents, encouragement of diverse transportation modes, and more parking opportunities at this location.
- Favorable views in support of a Permanent Enclosed Structure for the Market to extend the season and accommodate various other activities.
- Acknowledgment that this concept is an effective use for this underutilized space.

The basic statistics of the proposed Geneva Market Pavilion Development include:

- **Site:** +/-2 Acres of Site Development
- **Pavilion:** +/-10,000sf
 - +/-3,300sf covered
 - +/-5,100sf enclosed (with a heated slab)
 - +/-1,600sf enclosed and fully conditioned)
- **Vendor Stalls:**
 - (20) Enclosed Stalls (half with adjacent parking)
 - (12) Covered Stalls (half with adjacent parking)
 - (10) Tent/Slab Stalls (half with adjacent parking)
 - (30)+ Tent/Turf Vendor Stalls (potentially more than (30))

MARKET PAVILION COST PROJECTIONS

Our team was asked to develop high-level project cost projections for the Market Pavilion Concept. The cost projections include potential hard and soft costs.

Based upon 2024 construction costs, the following is a summary of the cost projections:

Market Pavilion Concept Rough Cost Projections

- **Construction:** +/- \$9.0M
- **Total Project:** +/- \$10.5M

For additional information and detail, refer to the Appendix for the Project Cost Projection Spreadsheet.

CITY COUNCIL MEETING

On December 6, 2023, PLAN Studio and Ms. Elizabeth Toner (City of Geneva's Special Events Coordinator & Market Director) present the Study to the Geneva City Council. The Council approved efforts to advance the study and for staff to pursue funding opportunities.

NEXT STEPS

Should the City decide to move forward with the Market Pavilion Project, the following next steps are recommended. These steps can occur concurrent to the grant application and fund-raising process.

Comprehensive Construction Cost Estimation by a Construction Manager

This Study includes high-level cost projections; however, it is recommended that a Construction Manager (CM) be retaining to generate more precise Construction Cost Estimates. Ideally, the CM would work in conjunction with the PLAN Studio and the City to develop an overall Project Budget and Construction Schedule.

Geotechnical Report & Instrument Survey



Due to the fact that this area of the northwest lakeshore of Seneca Lake is known to contain significant fill and debris (Reference July 2012 Geotechnical Evaluation performed by Foundation Design, PC for the once proposed Finger Lakes Boating Museum, provided by the City of Geneva), it is highly recommended that a Geotechnical Survey and Evaluation be performed to the proposed Market Pavilion Site. Such a Survey will help determine the type and extent of sitework and foundation designs to anticipate for the project. Ideally this would be performed prior to the Construction Managers Cost Estimate.

In addition, it is recommended that an Instrument Survey (that includes topographic and site utility information) of the t proposed site.

Schematic Design Phase

Once a refined Scope of Work, Budget, Funding and Schedule are established, the Schematic Design process could begin. More specific details regarding the design would be advanced by the Design Team, and the Construction Cost Estimate would be refined by the CM.

Design Development through Construction Documents

Once approved by the City to proceed, and based upon the Schematic Phase, the Design would be developed, and Construction Documents would be created. The Construction Documents

would be used for Contractor Bidding.

Construction

Once bids are obtained, and within the established budget, contracts can be awarded, and construction can begin. It is anticipated that such a project would likely have a +/-16-month duration. However, a CM would be able to be more precise.



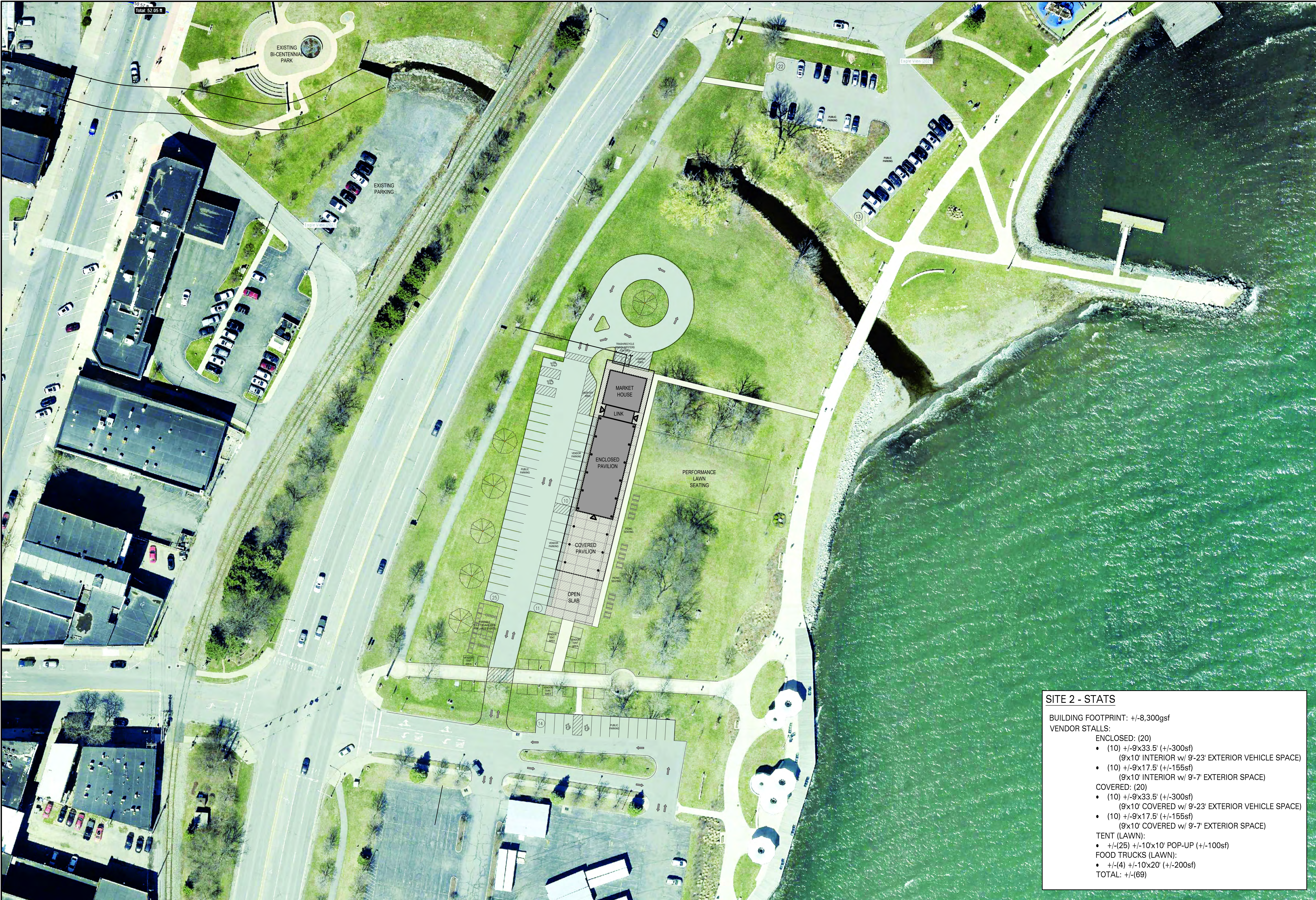
CITY OF GENEVA

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January 23, 2024

B. MARKET PAVILION CONCEPT

**CONCEPT SITE PLAN
CONCEPT FLOOR PLANS
CONCEPT ELEVATIONS
CONCEPT RENDERINGS
CONCEPT POP-UP EVENT BOARDS
CONCEPT 3D WALKTHROUGH MOVIE
(REFER TO QR CODE)**



SITE 2 - STATS

BUILDING FOOTPRINT: +/-8,300gsf

VENDOR STALLS:

ENCLOSED: (20)

• (10) +/-9x33.5' (+/-300sf)

(9x10' INTERIOR w/ 9'-23' EXTERIOR VEHICLE SPACE)

• (10) +/-9x17.5' (+/-155sf)

(9x10' INTERIOR w/ 9'-7' EXTERIOR SPACE)

COVERED: (20)

• (10) +/-9x33.5' (+/-300sf)

(9x10' COVERED w/ 9'-23' EXTERIOR VEHICLE SPACE)

• (10) +/-9x17.5' (+/-155sf)

(9x10' COVERED w/ 9'-7' EXTERIOR SPACE)

TENT (LAWN):

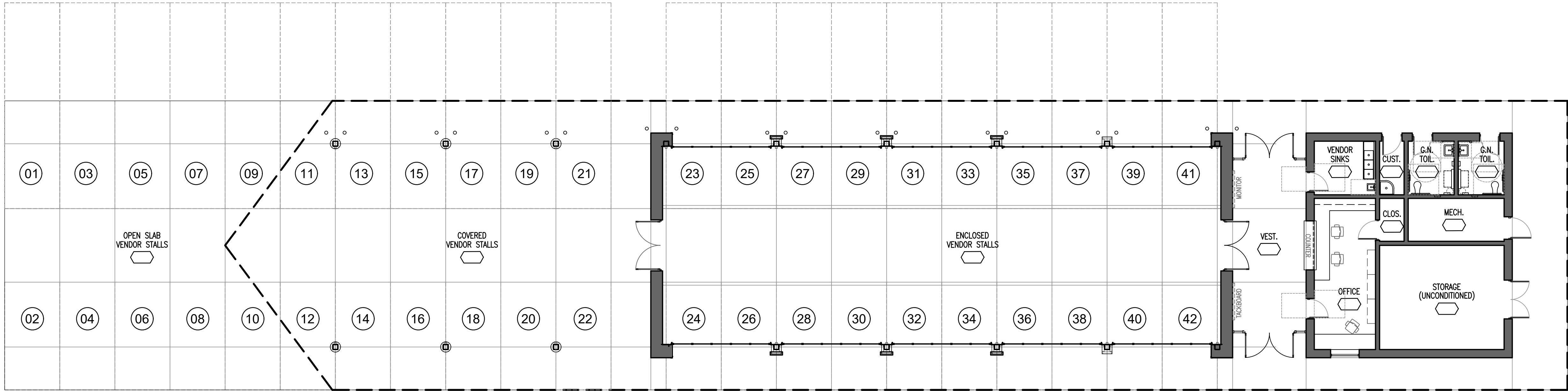
• +/- (25) +/-10x10' POP-UP (+/-100sf)

FOOD TRUCKS (LAWN):

• +/- (4) +/-10x20' (+/-200sf)

TOTAL: +/- (69)





1
CONCEPT FLOOR PLAN
SCALE: 1" = 10'

STATS (PAVILION)

BUILDING FOOTPRINT: +/-5,105gsf (+/-9,910gsf covered)

VENDOR STALLS:

ENCLOSED: (20)

- (10) +/-9x33.5' (+/-300sf)
(9x10' INTERIOR w/ 9'-23.5' EXTERIOR VEHICLE SPACE)
- (10) +/-9x17.5' (+/-155sf)
(9x10' INTERIOR w/ 9'-7.5' EXTERIOR SPACE)

COVERED: (10)

- (5) +/-9x33.5' (+/-300sf)
(9x10' COVERED w/ 9'-23.5' EXTERIOR VEHICLE SPACE)
- (5) +/-9x17.5' (+/-155sf)

PARTIALLY COVERED: (2)

- (1) +/-9x33.5' (+/-300sf)
(9x10' COVERED w/ 9'-23.5' EXTERIOR VEHICLE SPACE)
- (1) +/-9x17.5' (+/-155sf)
(9x10' COVERED w/ 9'-7.5' EXTERIOR SPACE)

OPEN SLAB: (10)

- (5) +/-9x33.5' (+/-300sf)
(9x10' COVERED w/ 9'-23.5' EXTERIOR VEHICLE SPACE)
- (5) +/-9x17.5' (+/-155sf)
(9x10' COVERED w/ 9'-7.5' EXTERIOR SPACE)

TOTAL: (42) VENDOR STALLS



plan
Architectural Studio, PC
250 South Avenue, Suite 100
Rochester, New York 14604
t. 585.454.4230
f. 585.454.4237
www.planpc.com

CITY OF GENEVA
FARMERS MARKET STUDY

CONCEPT ELEVATIONS

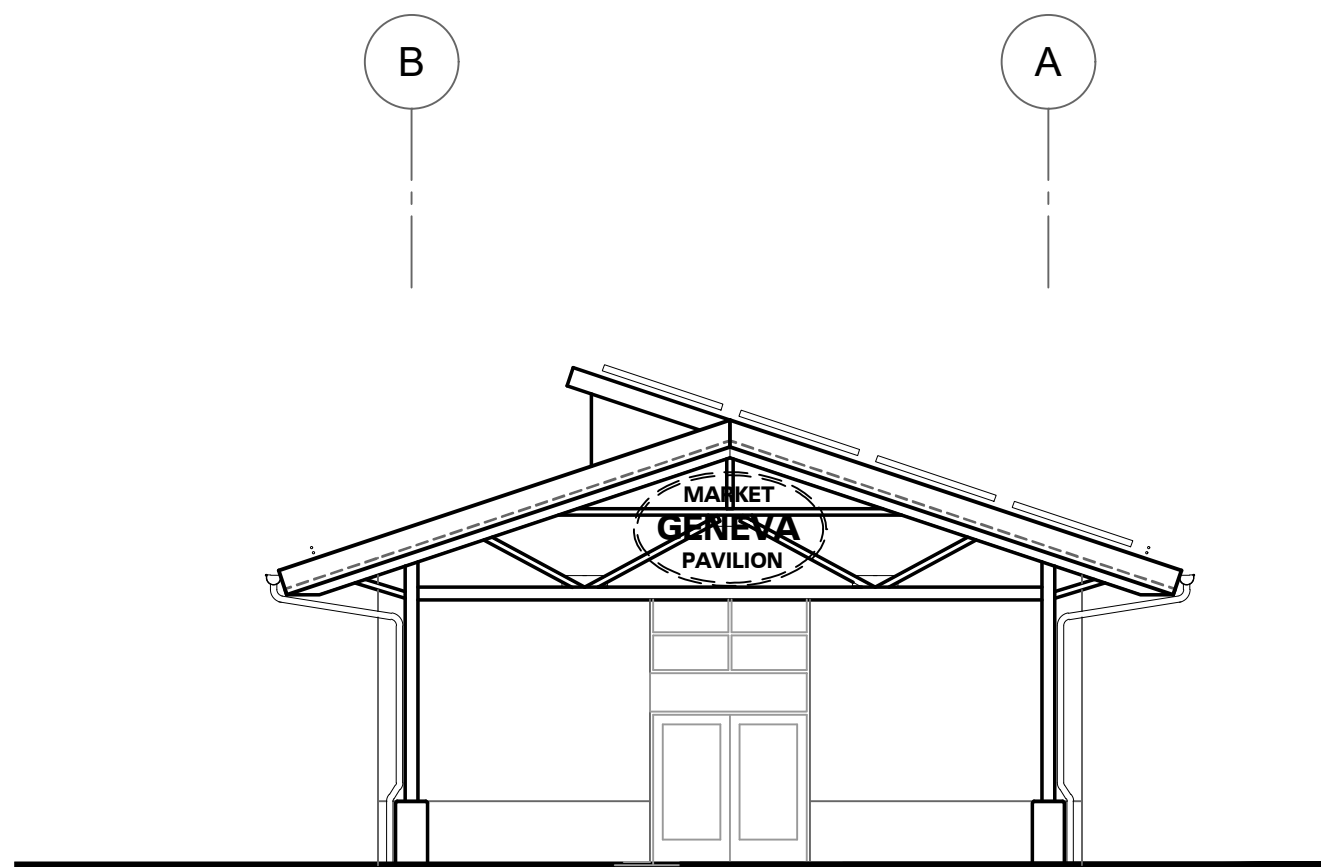
CONCEPT
PHASE

Notice:
It is a violation of law for any person,
unless acting under the direction of a
licensed architect, to alter any item on
this document in any way. Any
licensee who alters this document is
required by law to affix his/her seal
and the notation "altered by" followed
by his/her signature and a specific
description of alterations.

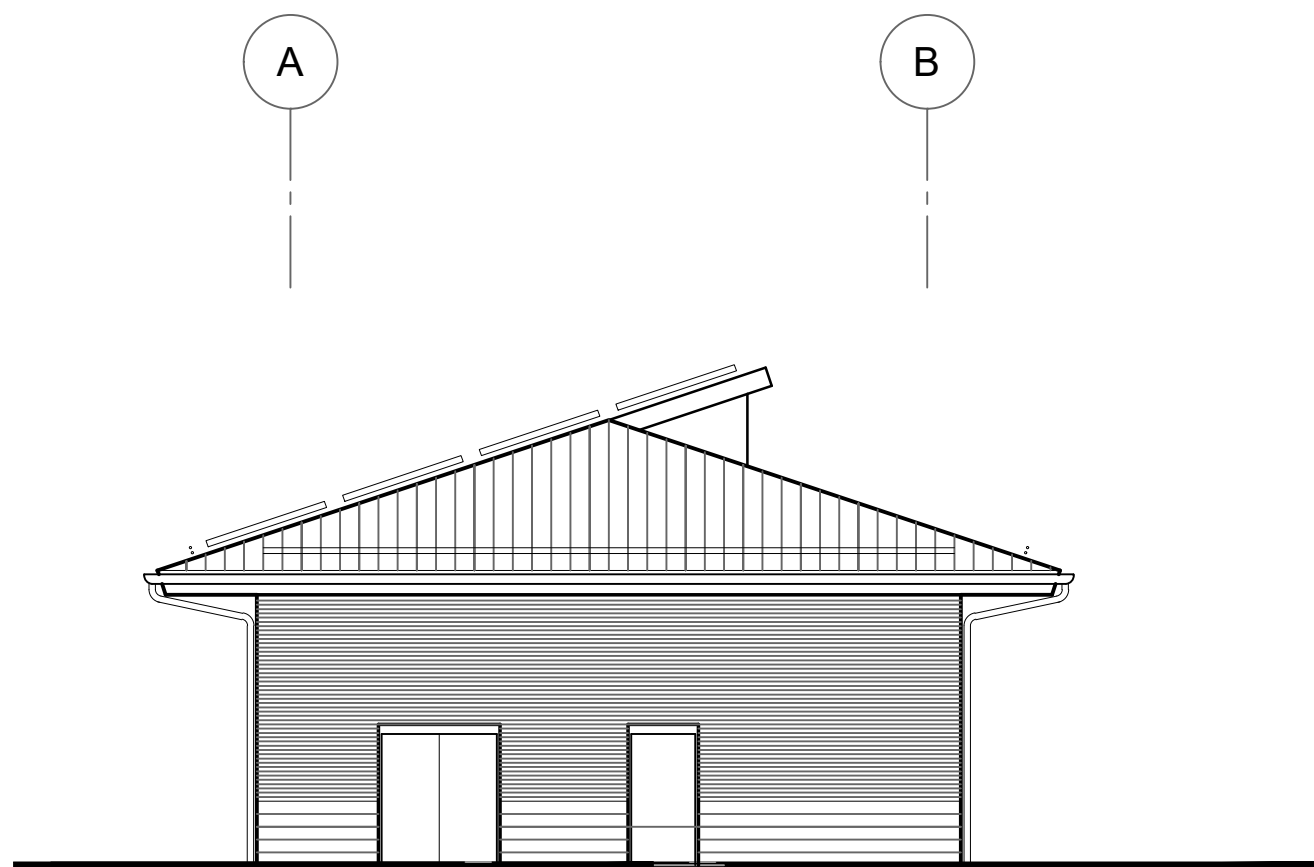
PLAN PROJECT No.
138.23.01.01

DATE
JANUARY 23, 2024

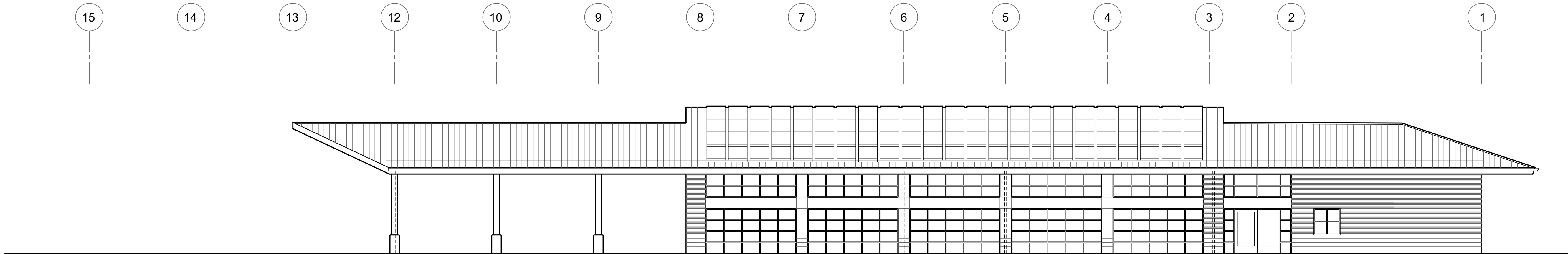
a300



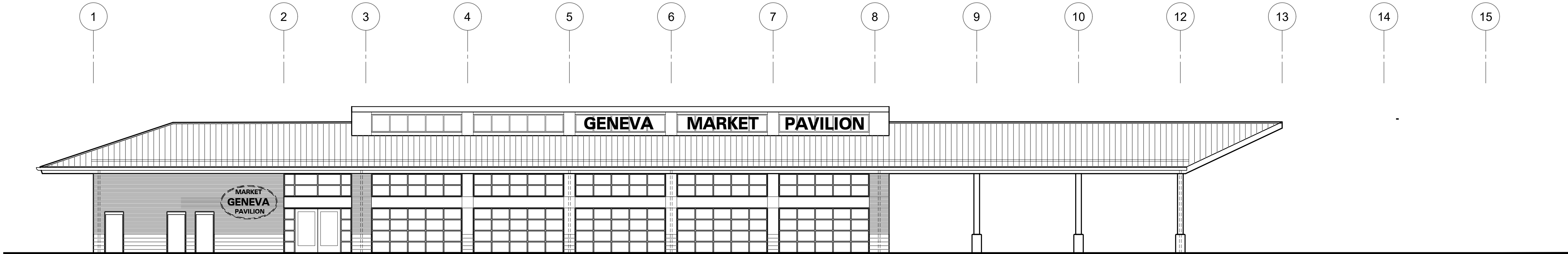
3 CONCEPT ELEVATION - SOUTH
SCALE: 1" = 10'



4 CONCEPT ELEVATION - NORTH
SCALE: 1" = 10'



2 CONCEPT ELEVATION - EAST
SCALE: 1" = 10'



1 CONCEPT ELEVATION - WEST
SCALE: 1" = 10'















Music at the Market

GENEVA MARKET PAVILION CONCEPT

SOME IDEAS?

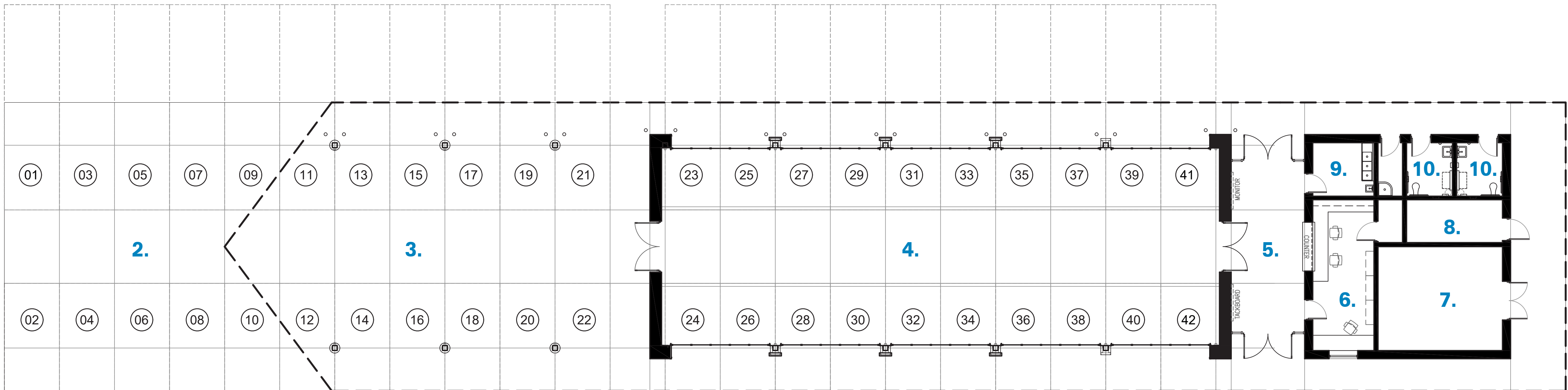
- ENCLOSED VENDOR SPACE
- MULTI-PURPOSE EVENT SPACE
- GATHERING SPACE
- MUSIC / ART / CULINARY SPACE
- RESTROOMS



SPACE KEY

1. Tent Vendor Stalls
2. Open Vendor Stalls
3. Covered Vendor Stalls
4. Enclosed Vendor Stalls
5. Vestibule
6. Market Office
7. Storage
8. Mechanical
9. Vendor Sinks
10. Toilet

1.



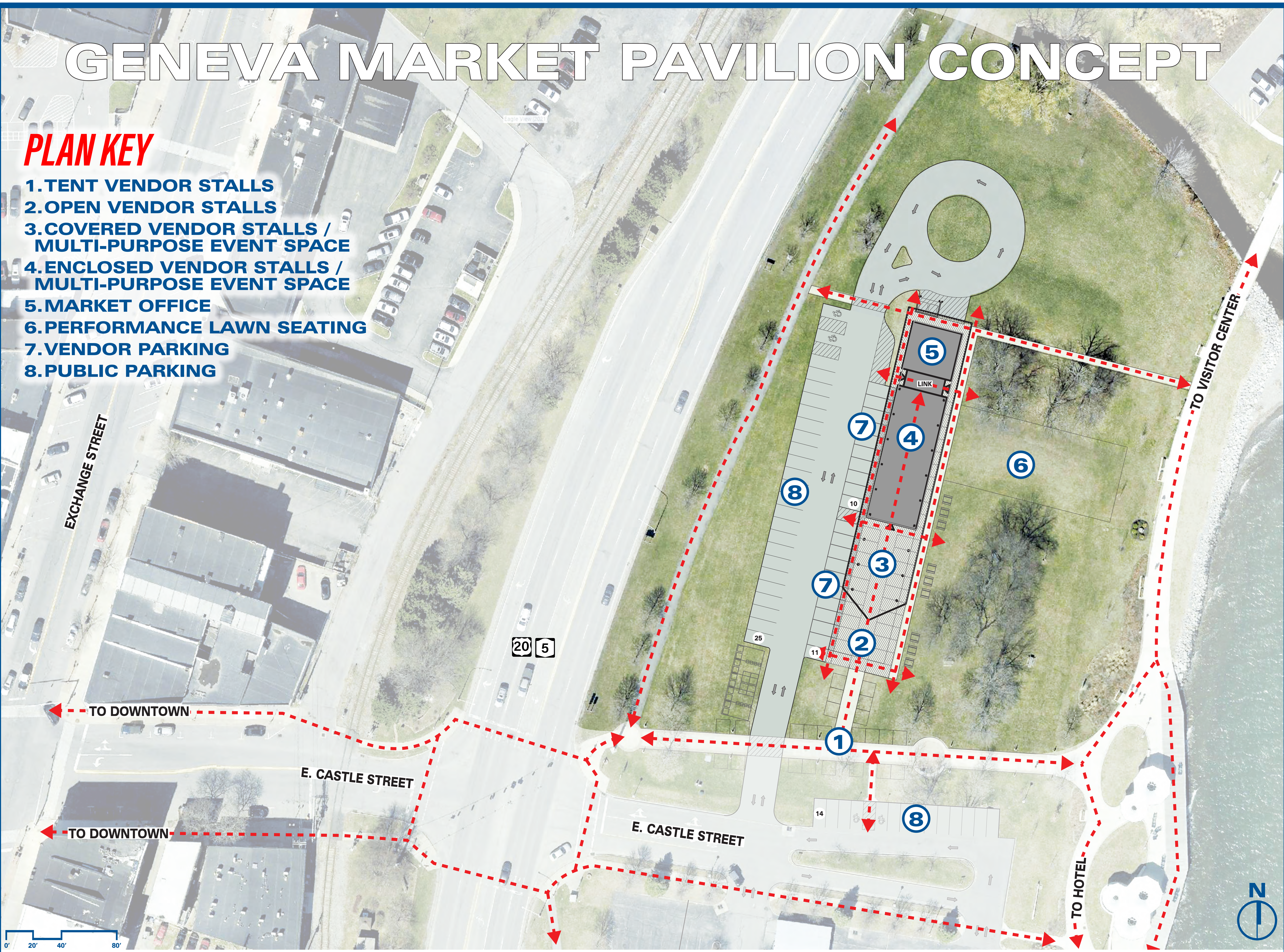
0' 10' 20' 40'



GENEVA MARKET PAVILION CONCEPT

PLAN KEY

- 1. TENT VENDOR STALLS
- 2. OPEN VENDOR STALLS
- 3. COVERED VENDOR STALLS / MULTI-PURPOSE EVENT SPACE
- 4. ENCLOSED VENDOR STALLS / MULTI-PURPOSE EVENT SPACE
- 5. MARKET OFFICE
- 6. PERFORMANCE LAWN SEATING
- 7. VENDOR PARKING
- 8. PUBLIC PARKING



WATCH AND SHARE THE VIDEO!



SCAN ME!





CITY OF GENEVA

**FARMER'S MARKET &
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STUDY**

January 23, 2024

C. BOAT LAUNCH CONCEPT

CONCEPT SITE PLAN



SITE 1 - STATS

BUILDING FOOTPRINT: +/-8,300gsf

VENDOR STALLS:

ENCLOSED: (20)

- (10) +/-9x33.5' (+/-300sf)
(9x10' INTERIOR w/ 9'-23' EXTERIOR VEHICLE SPACE)
- (10) +/-9x17.5' (+/-155sf)
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COVERED: (20)

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(9x10' COVERED w/ 9'-7' EXTERIOR SPACE)

TENT (LAWN):

- +/- (25) +/-10x10' POP-UP (+/-100sf)

FOOD TRUCKS (LAWN):

- +/- (4) +/-10x20' (+/-200sf)

TOTAL: +/- (69)



CITY OF GENEVA

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STUDY**

January 23, 2024

APPENDIX

ATTACHMENTS

CONCEPT-LEVEL COST PROJECTIONS

SUMMARY
PROJECT COST PROJECTIONS
GENEVA FARMERS MARKET
2023 CONCEPT STUDY
GENEVA MARKET PAVILION - CONCEPT

PLAN PROJECT No.: 138.23.01.01
LOCATION: Geneva, NY
PHASE: Conceptual - Study Phase
DATE: 12.23.2023

CITY OF GENEVA - GENEVA FARMERS MARKET STUDY - GENEVA MARKET PAVILION - CONCEPT

		HARD COSTS						SOFT COSTS										PROJECT COST
COMPONENT	SCOPE ITEMS	APPROXIMATE CONSTRUCTION COST	CONCEPT-LEVEL DESIGN CONTINGENCY (15%)	CONSTRUCTION CONTINGENCY (10%)	*F F & E	*MISC. ALLOWANCES & INCLUSIONS	NOTES	ARCH. & ENG.	NOTES	SURVEY & BASE MAPPING FEES (LUMP EST.)	GEOTECHNICAL TESTING/ANALYSIS (EST.)	GEOTHERMAL TEST WELL & REPORT (EST.)	SPECIAL INSPECTION TESTING & FEES (EST.)	SWPPP REPORTING (EST.)	*MISC. SOFT COSTS (BONDING, ETC. 2%)	MISC. REIMB. EXPNS. (PRINT., POST., ETC.)	*CM FEES (5%)	
SITEWORK	Sitework & Utilities	\$1,750,000	\$262,500	\$175,000	\$10,000	\$225,000 **Misc. Sitework	Per Previous Geotech Report	\$161,000	C & A	\$20,000	\$15,000	\$20,000	incl. below	\$30,000	\$40,250	incl. below	\$100,625	\$2,809,375
NEW MARKET PAVILION	New Building	\$5,070,000	\$760,500	\$507,000	\$40,000	\$200,000 **Pile Foundations	Per Previous Geotech Report	\$663,355	C, A, S, M, P, E	n/a	n/a	included bove	\$30,000	n/a	\$116,610	\$2,000	\$291,525	\$7,680,990
TOTALS		\$6,820,000	\$1,023,000	\$682,000	\$50,000			\$824,355		\$20,000	\$15,000	\$20,000	\$30,000	\$30,000	\$156,860	\$2,000	\$392,150	\$10,490,365

*Site: Site Furnishings

*Building: FFE incl. Perf. Platform

Hard Cost Total =

**Allowance for Fill and Unforeseen Site Removals, & Slab/Utility Flexibility

**Include Deep Pile Foundations per Previous Geotech

\$9,000,000

Note: Include Geotech

Tesing fro Piles/Soils

*Bonding & Builder's Risk

*assumes

CM not at risk

pre-con through

Notes:

1) Cost Projections are based upon 2024 and are for budgeting purposes only.

2) Cost Projections for Construction beyond 2024 should be adjusted for Escalation/Inflation.

3) Cost Projections are based upon a Conceptual-Level of Design.

4) No Permit Costs are included (City waivers).

5) Cost Projection includes Solar Panel (PV) Array on Southeast Roof.

6) Cost Proection includes Geothermal System.

7) Cost Projection includes NYS State Prevailing Wage Rates as of 2023.

8) Cost Projection assumes NYS Wicks Law (Seperate Prime Contractors).

9) Cost Projection does not include additional costs for potential W/MBE and SDVOB requirements.

10) There may be site environmental remediation required. Further Investigation is required. No allowance has been included in this cost projection.

11) Per the previous Geotech Report (Site 1) it is anticipated that fill/debris will need to be removed. Some allowance has been included in this cost projection.

12) Per the previous Geotech Report (Site 1) it is anticipated that clean new fill will be required. Some allowance has been included in this cost projection.

13) Per the previous Geotech Report (Site 1) it is recommended that design accommodations for ground level slabs, utilities and pavements should be considered.

Some allowance is included in this cost projection, however further investigation is required. It is assumed (per the report) that over time utility and pavement repairs should be anticipated by the City and included in the operation and mainethnace budget.

14) Per the previous Geotech Report (Site 1) it is anticipated that a deep pile foundation system (including grade beams) will be required.