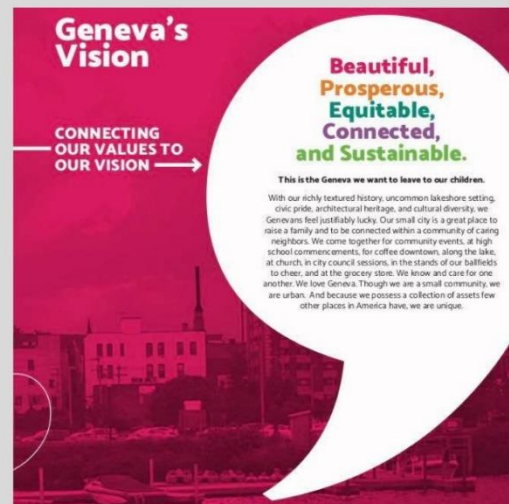


# Our Comprehensive Plan IN MOTION!

**See where we have been and where we are headed with our ongoing updates.**



# Beautiful Prosperous Equitable Connected & Sustainable

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With our richly textured history, uncommon lakeshore setting, civic pride, architectural heritage, and cultural diversity, we Genevans feel justifiably lucky. Our small city is a great place to raise a family and to be connected within a community of caring neighbors. We come together for community events, at high school commencements, for coffee downtown, along the lake, at church, in city council sessions, in the stands of our ballfields to cheer, and at the grocery store. We know and care for one another. We love Geneva. Though we are a small community, we are urban. And because we possess a collection of assets few other places in America have, we are unique.



## **Our VISION:**

### **Who We Want to Be After Implementing the Comp Plan-**

- Beautiful,
- Prosperous,
- Equitable,
- Connected
- Sustainable

## **Our VALUES:**

### **Who We Are Now That We Want to Strengthen & Not Diminish as We Work Towards our VISION-**

- Protecting of our Natural Setting
- Developing our Uniquely Urban Character and Sense of Community
- Celebrating our Multicultural Heritage
- Maintaining our Arts, Architectural and Recreational Assets
- Growing a Strong Economy

## **Our GUIDING PRINCIPLES:**

### **How we make decisions-**

**Must prioritize by using our 3 principles to be:**

**(at a minimum do no harm)**

- Fiscally Responsible
- Environmental Sustainable
- Socially equitable

**COMPREHENSIVE PLAN IN MOTION**

# **STRIVING FOR OUR VISION**

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**PROJECT: STREET RECONSTRUCTION AND  
REHAB**

**Annually spend    \$1 mil to \$2.5 mil**

Pulteney St (2016)

Clark St (2017)

N. Main Phase 1 (2018)

Mason St (2018)

N. Main Phase 2 (2019)

Responsible maintenance is needed for public infrastructure each year for water mains, curbs, water/storm/sewer systems, resurfacing, drainage, etc.



**COMPREHENSIVE PLAN IN MOTION**

# **STRIVING FOR OUR VISION**

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**PROJECT: EMPLOYEE TBL DAYS 2017-2019**

**These days are dedicated to continue staff's work and updates of the adopted Triple Bottom Line (TBL) way of business, which means our social, financial and environmental impact matters in our decision-making process. Our TBL days are a way for us to come together from different departments to have fun, learn from each other, volunteer, do training, and contribute towards achieving our Comprehensive Plan's vision.**

**We have heard from staff it makes a difference to connect their work to the big picture of the comprehensive plan through these training days and they are better informed to do their jobs.**

## COMPREHENSIVE PLAN IN MOTION

# STRIVING FOR OUR VISION

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### PROJECT: COMPOST FACILITY 2017-2019

#### **\$118,000 County/Casella**

Establish two separate vermi-composting processing lines for the treatment of the City's organic waste.

The first line would provide final processing of the City's bio-solid from our WWTP. This final processing would not only make it better for land application, but raise its value to commercial landscapers and others who are in need of soil amendment and fertilization for large tracts of land.

The second line would provide for separate processing of organic food waste so that it could be sold as fertilizer and soil conditioner for residential lawns and gardens and even in food growing applications. This type of compost would probably fetch a premium price as long as it was free of contamination from yard waste that could potentially sprout weeds and other unwanted vegetation.

**COMPREHENSIVE PLAN IN MOTION**

# **STRIVING FOR OUR VISION**

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**PROJECT: LED STREETLIGHTS 2017-2019**

**\$1.5 mil City Funded with  
5 YEAR Payback anticipated**

The City of Geneva is in the final steps of being able to convert the majority of streetlights to LED, as the acquisition of the City lighting district assets from NYSEG is complete. This project started with the downtown lights conversion since we owned and maintained those lights already. The downtown project is complete.

**Our hope is that all of our city streetlights will all be converted by the end of 2019. 83% are complete as of Spring 2019.**

**COMPREHENSIVE PLAN IN MOTION**

# **STRIVING FOR OUR VISION**

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**PROJECT: MAP GRANT PROGRAM 2014-2018**

## **Microenterprise Assistance Program**

**\$225,000 Annually**

The City of Geneva

Microenterprise Assistance

Program is a Federally-funded program administered by the City of Geneva's Office of Neighborhood Initiatives. Its primary objective is to assist in the establishment and expansion of small businesses and the creation of new jobs.



**COMPREHENSIVE PLAN IN MOTION**

# **STRIVING FOR OUR VISION**

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**PROJECT: NEIGHBORHOOD ENGAGEMENT**

**\$1,800-3,500 CITY FUNDS**

**Activities, Neighborhood Association  
funds, and Inspire Community  
Leadership Events**



With 11 distinct neighborhoods, Geneva has several community events and beautification days throughout the year from an annual kickball tournament to specific neighborhood events like the Hildreth Hill Pumpkin Roll.

# Geneva's Priorities



To make progress toward the City of Geneva's vision, it is necessary **to prioritize and focus** — to channel resources in ways that are likely to yield results by having a positive influence on public and private investment behaviors.

Broad, long-term priorities have been identified by the Comprehensive Plan's Steering Committee as essential areas of work that require attention if Geneva is to realize its vision.





## GREATER GENEVA AMENITIES

### Ice Rink Maintenance Improvements

**In 2019, \$275,000 (City public bond and State funding) will be spent to make improvements:**

Rink improvements will include refrigeration, plumbing and lighting/electrical upgrades with some overall updates. This will create energy savings and facility efficiency.

For more information:  
[cityofgenevany.com/compplan](http://cityofgenevany.com/compplan)



**Comprehensive Plan in Motion**

For more information:  
[cityofgenevany.com/compplan](http://cityofgenevany.com/compplan)

## **GREATER GENEVA AMENITIES**

Jefferson Ave Park

**In 2017-2018, \$175,000 (City public bond) was spent to make improvements:**

- Walking path
- Re-grading of multi-use field
- Shade structure
- Basketball court re-coated with acrylic resurfacing and lined for basketball and pickleball

\* Parks usually take 2 years to complete due to construction seasons, a total of \$175K/park is spent.





Comprehensive Plan in Motion

For more information:  
[cityofgenevany.com/compplan](http://cityofgenevany.com/compplan)

\* Parks usually take 2 years to complete due to construction seasons, a total of \$175K/park is spent.

## GREATER GENEVA AMENITIES

### Neider Park

In 2017, \$175,000 (City public bond) was spent to make improvements:

- Shade structure (w/ electric to be installed in the future)
- Walking path
- Drainage
- Multi-use field
- New fencing in areas and fence repairs in others
- New basketball court along with acrylic resurfacing



Comprehensive Plan in Motion

For more information:  
[cityofgenevany.com/compplan](http://cityofgenevany.com/compplan)

## GREATER GENEVA AMENITIES

### Richards Park

In 2016, \$175,000 (City public bond) was spent to make improvements:

- New entrance to park along with the elimination of existing entrances at each end of Sears Street
- Addition of a parking lot

\* Parks usually take 2 years to complete due to construction seasons, a total of \$175K/park is spent.



**Comprehensive Plan in Motion**

For more information:  
[cityofgenevany.com/compplan](http://cityofgenevany.com/compplan)

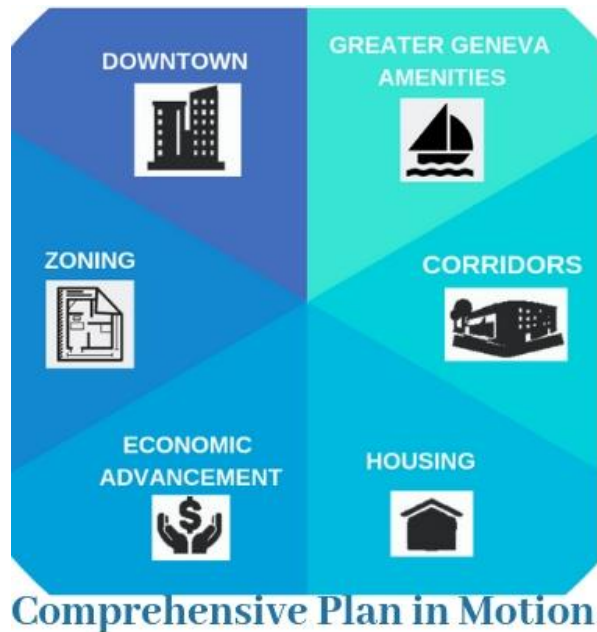
## **GREATER GENEVA AMENITIES**

Ridgewood Park

**In 2018-2019, \$175,000 (City public bond) was spent to make improvements:**

- Work in progress
- Walking trail
- Pergola that could house two porta-potties
- Shade structure with electric
- Re-grading of multi-use field behind McDonough Park
- Construction of new parking area to the east of McDonough Park

\* Parks usually take 2 years to complete due to construction seasons, a total of \$175K/park is spent.



## GREATER GENEVA AMENITIES

### Welcome Center

**In 2017-2018, the state funding for the new Welcome Center building on the lakefront for \$5.2 million.**

The Finger Lakes Welcome Center is a state run project that is located on our lakefront and was opened in 2018. Visitors and residents have had amazing things to say about it, even the “I Heart NY” have seemed to grow on us. Our lakefront has become a tourist selfie destination!

For more information:  
[cityofgenevany.com/compplan](http://cityofgenevany.com/compplan)





## GREATER GENEVA AMENITIES

Lakefront Phase ii/iii  
2017-2018

\$1.6 mil City  
\$1.6 mil State

For more information:  
[cityofgenevany.com/compplan](http://cityofgenevany.com/compplan)

### Comprehensive Plan in Motion

Phases II and III focused on connecting people to the water through opening up Castle Creek's mouth to allow for a canal style bridge experience, improving the Castle Creek non-motorized craft and windsurfer beach launch area, creating a boardwalk to get people out to the water, dropping the elevation in front of the hotel to connect walkers and bicyclists to the waterfront and expanding the seating offerings for passive enjoyment of Seneca Lake.



## Comprehensive Plan in Motion

For more information:  
[cityofgenevany.com/compplan](http://cityofgenevany.com/compplan)

## GREATER GENEVA AMENITIES

### Long Pier Extension & Marina

**2017-2020**

**\$1.5 Mil City bonded funds anticipated**

**\$1.6 Mil State funds**

**\$650,000 Federal funds requested**

Project funds will allow for the construction of the Long Pier Extension, a necessary piece to allow for building out the marina. Permitting documents are complete with construction documents underway. The goal is to build the extension at the same time as the marina. Funding for the marina is still being secured with announcement of a Federal grant later this year and anticipation of a City bond request. Construction is anticipated in 2020.

**For more information on the marina project, check out the link to the consultant's recommendation summary:**

<http://cityofgenevany.com/wp-content/uploads/Geneva-Marina-Recommendation-Document.pdf>



## CORRIDORS

Castle Street

For more information:  
[cityofgenevany.com/compplan](http://cityofgenevany.com/compplan)

### Comprehensive Plan in Motion

In Spring 2018, Hobart and William Smith's Sustainable Community Development Capstone envisioned ways to build accessible communities in the central Castle Street corridor. Designs created included ways to activate new public spaces including a Bryne Dairy Plaza, parklets in the residential areas for "urban porches", and interactive play and outdoor space at the library. Recommendations also included social equity recommendations, such as the creation of a neighborhood taskforce and tenant's rights and protections and tenant-landlord relations.



## Comprehensive Plan in Motion

For more information:  
[cityofgenevany.com/compplan](http://cityofgenevany.com/compplan)

## CORRIDORS

### **Downtown Streetscape Enhancements for 5 and 20; Castle Street, 5-Points, and parts of Exchange Street**

**State Funds- \$4.9 million**

**City Funds - \$4.2 million**

Improvements to 5 & 20 will better connect downtown Geneva and the lakefront through the introduction of enhanced crosswalks, landscaped medians, new sidewalks, and a reduction in the travel lanes, making the pedestrian experiences safer and more appealing. In addition, cyclo-tracks are being introduced on the downtown side to encourage residents and visitors to choose alternative transportation for connecting to downtown and lakefront amenities.

The downtown streetscape elements will also enhance the streets to be pedestrian, bicyclist, and motorist friendly, create vibrant public spaces to gather and interact, as well as improve the aesthetic appeal of downtown Geneva. Components of the project include installation of benches, planters, enhanced crosswalk treatments, sidewalk bump outs at select intersections, sidewalk replacement in areas of deterioration, and public art components.





**Comprehensive Plan in Motion**

## HOUSING

### Lake Tunnel Solar Village

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**DRI Funds- \$1,250,000**

**Total Project: \$ 5.3 Million**

Create Lake Tunnel Solar Village, a **privately-funded pocket community development** that will include solar modular housing, public amenities, and a demonstration project for energy efficiency systems called the NetZero Hub which is integrated in to each of the homes. These homes use solar electric and heat pump technology to provide 100% of the annual electrical and heating/cooling needs for the homes. By improving connections to the pedestrian lake tunnel pathway, the 20 single family homes on site, and community will have increased connectivity to our beautiful Seneca Lake and thriving commercial center of downtown Geneva. The project will create a new unique attraction, increase downtown visitor traffic, connectivity to the lakefront, and wine trail visitors to Geneva's thriving food scene.

For more information:  
[cityofgenevany.com/compplan](http://cityofgenevany.com/compplan)



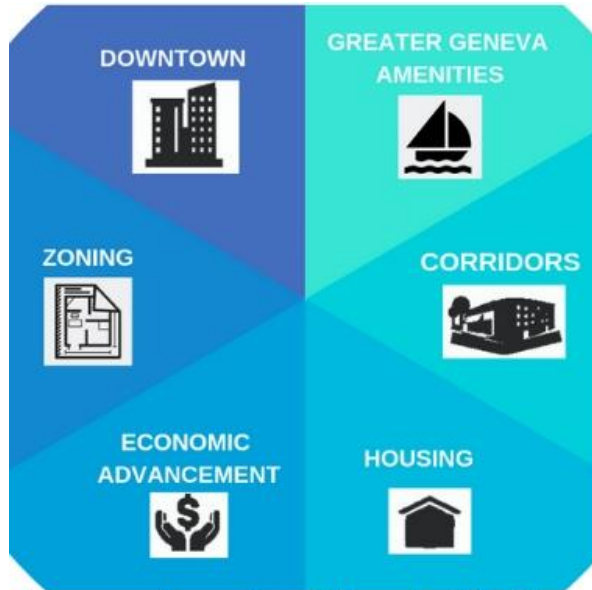
### Comprehensive Plan in Motion

## HOUSING

### City-Owned Properties

For more information:  
[cityofgenevany.com/compplan](http://cityofgenevany.com/compplan)

There are several city-owned properties that the city came to own through tax foreclosure that we are looking to sell on a regular basis. We have created a new process for buying homes that align with the comprehensive plan. The City of Geneva's Comprehensive Plan among other guiding principles, tasks us with being creative, building our housing stock, and taking care of properties and homes that owners have neglected while creating affordable options for our residents. We hope that property sales like this will start to address specific properties in a way that is beneficial for property owners and neighborhoods.



## Comprehensive Plan in Motion

## ECONOMIC ADVANCEMENT

Food Access - VISTA

(Partners + Grocery)  
\$6,500 City/\$12,000 HWS  
Housing /Federal \$10,000

For more information:  
[cityofgenevany.com/compplan](http://cityofgenevany.com/compplan)

- asset-based community development assessment that gathers information from residents regarding lived experiences and perceptions of food access in Geneva.
- with a minimum goal of interviewing at least 200 individuals by mid-Spring in addition to hosting multiple group dialogues around the topic in both English and Spanish.
- engaged with several projects with HWS students on potential food market and food and/or insecurity access challenges.
- facilitating ongoing bi-monthly meetings of a Food Access Task Force made up of food system leaders and community members who convene to discuss project updates and collaborative efforts that promote a self-sustainable direction.
- identified specific grant funding sources for a small scale food market that tackles food insecurity in addition to collaborating with stakeholders and potential investors who are interested in this as a business venture.



## Comprehensive Plan in Motion

# ZONING

rewrite needed

For more information:  
[cityofgenevany.com/compplan](http://cityofgenevany.com/compplan)

The existing code, primarily adopted in 1968, is a typical Euclidian code. The updated code would reflect the vision, values, principles, priorities and recommendations of the City of Geneva's 2016 Comprehensive Plan.

Overarching Goals for the project are to streamline the code for ease of use; provide an impactful community engagement process, allow for greater flexibility and density for residential and mixed use infill development; blend characteristics of traditional zoning with form-based features in key areas; and strengthen the ability to implement the Downtown's Traditional Urban Design District guidelines in development projects.

Barton & Loguidice was selected to work on the City's zoning rewrite.





## Comprehensive Plan in Motion

For more information:  
[cityofgenevany.com/compplan](http://cityofgenevany.com/compplan)

## DOWNTOWN

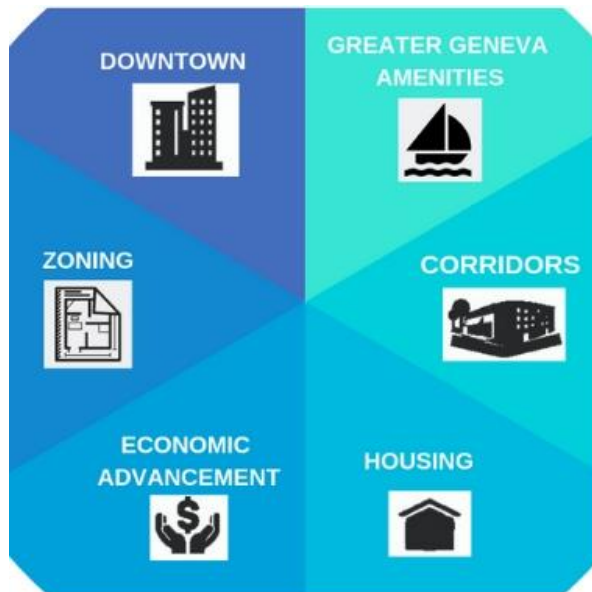
### Dove Block

**DRI Funds- \$900,000**

**Total Project- \$3 Million**

The goal of this project is to renovate and revitalize one of downtown Geneva's most historically significant and prominently located buildings, the Dove Block. This vacant three-story commercial building, built in 1878, is at a key downtown location. Planning for the renovation of the Dove Block is currently underway with significant community support; the DRI project will continue this project by supporting needed renovations and infrastructure upgrades necessary to prepare the building for new uses and reactivate a key landmark in the center of the downtown. A developer agreement has been signed between the Dove Block Restoration Group, and Chrisanntha Construction Company and the environmental review process has begun. The group has obtained ownership of the building. For more information on the project, check out their new website:

<https://thedoveblockproject.org/>



## Comprehensive Plan in Motion

## DOWNTOWN

### Adaptive Reuse

**DRI Funds- \$600,000**

**Total Project: Varied with each project with at least 50% match from owners**

Projects were selected for commercial properties that were vacant or partially vacant and in need of investment to allow for adaptive reuse to fill existing market gaps.

Here is a list of properties in the program:

Completed Projects • 19-27 E. Castle Street • 504-510 Exchange Street

Projects in Progress • 138-144 Castle Street • 485 Exchange Street • 537 S. Exchange Street • 120 Castle Street • 134 Castle Street • 426 Exchange Street • 438 Exchange Street • 38 Linden Street Attached are before and after photos for 19 – 27 E. Castle Street and 504-510 Exchange Street.

For more information:  
[cityofgenevany.com/compplan](http://cityofgenevany.com/compplan)



## Comprehensive Plan in Motion

For more information:  
[cityofgenevany.com/compplan](http://cityofgenevany.com/compplan)

## DOWNTOWN

### Patent Block (20 East Castle)

**DRI Funds- \$650,000**

**Total Project: \$1,953,971**

The Patent Block building (the Old Comedy Playhouse) is being restored from a vacant and deteriorated building and to two ground floor storefronts that face Castle Street and seven apartments in the back and on the second level. The original addition of a third floor was not approved during the Federal review for a grantfunded project in the Geneva Commercial Historic District. The construction project is coming along well.



## Comprehensive Plan in Motion

For more information:  
[cityofgenevany.com/compplan](http://cityofgenevany.com/compplan)

## DOWNTOWN

### Smith Opera House

**DRI Funds- \$183,000**

**Total Project- \$740,800**

Smith Opera House enhancements coincide with the venue's 125th birthday, highlighting the love and care generations of Genevans have shown toward this downtown anchor. These enhancements allow the venue to provide for the greater comfort of both artists and patrons, as they are primarily centered on improving artist dressing rooms and patron rest rooms. Elevating the standard of hospitality at The Smith allows the venue to attract the high profile acts that appeal to visitors to Geneva as well as residents. Smith patrons flood downtown Geneva and fill local restaurants and shops before and after shows. DRI-funded enhancements include: dressing room air conditioning and shower facilities, a catering kitchen, and facade architectural lighting.

<https://thesmith.org/>





## Comprehensive Plan in Motion

For more information:  
[cityofgenevany.com/compplan](http://cityofgenevany.com/compplan)

## DOWNTOWN

### Twisted Rail Brewery on Exchange Street

**DRI Funds- \$475,000**

**Total Project: \$778,000**

499 Exchange Street, a former theater, is being repurposed for use as the Twisted Rail Brewery. The facility will serve as Twisted Rail's main brewery, house a tasting room and restaurant encompassing approximately 9,000 square feet, and an educational venue for patrons interested in learning about brewing. The new multifaceted entertainment and education center will serve as a new anchor establishment in downtown Geneva, that attract visitors to and expands the dining options in downtown. These partners are well into construction and have exposed a lot of the original building elements and will be restoring parts and adding plaster moldings. They are trying to be open for summer business, but we will keep you updated on this process.

<https://www.twistedrailbrewing.com/>