Yates County / Penn Yan
Waterfront Revitalization Program

Community Meeting

November 20, 2007

Stuart I. Brown Associates, Inc.
Planning and Management Consultants

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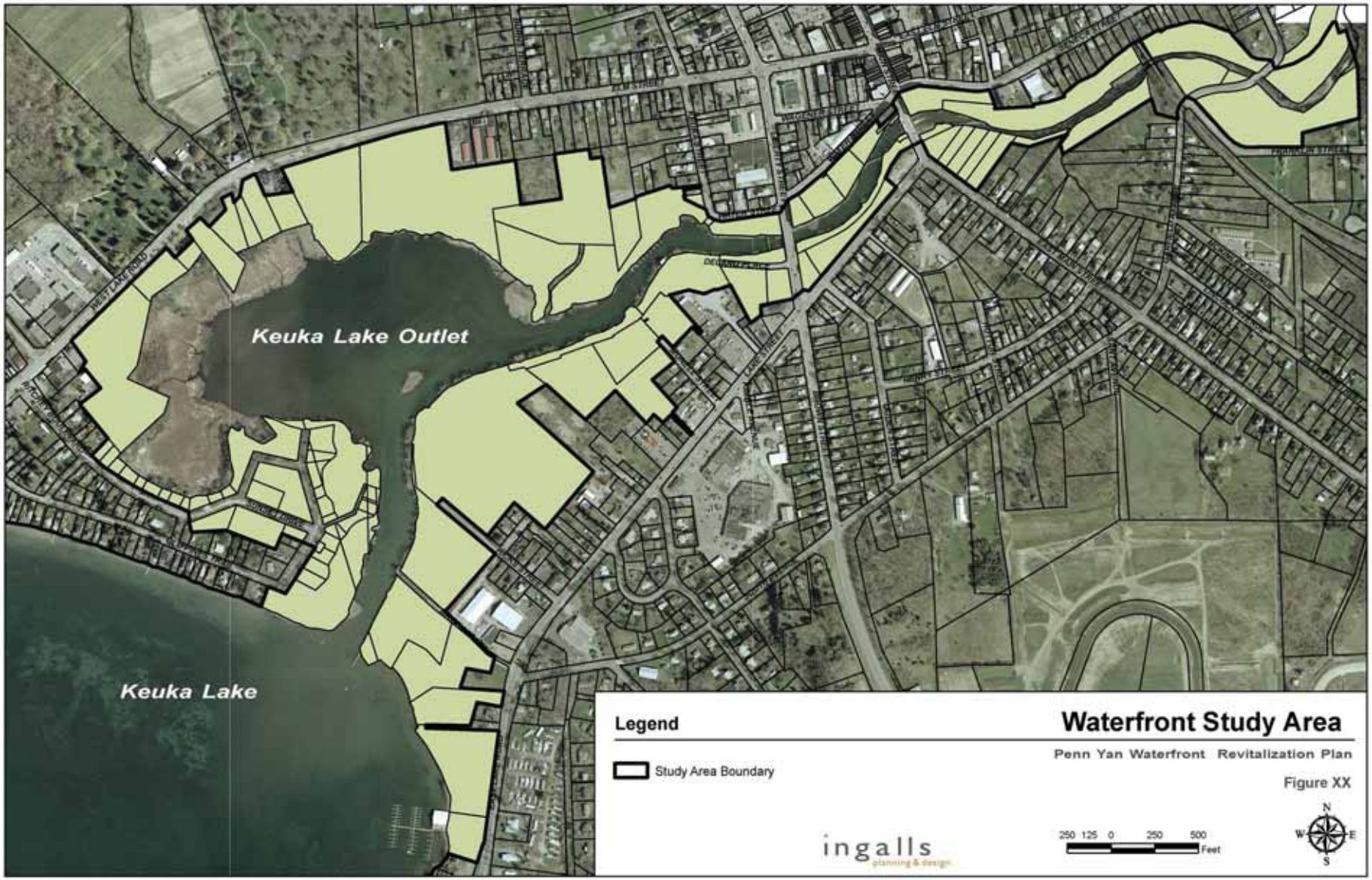
Outreach Activities & Input From Stakeholders

- Walking tour
- Meeting with Penn Yan Planning Board
- Meeting with Chamber of Commerce Long Range Planning Committee
- Meeting with representatives of Birkett Mills and tours of waterfront buildings, including Carey Lumber
- Meeting with representative of Roto-Salt and tour of marble and salt facilities
- E-mail account for public comments: PennYanWaterfrontPlan@gmail.com
- Meeting with Jim Oben from Finger Lakes Boat Museum


Keuka Lake Outlet
Keuka Lake
Legend
Study Area Boundary
Waterfront Study Area
Penn Yan Waterfront Revitalization Plan
Figure XX
ingalls
planning & design
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Feet
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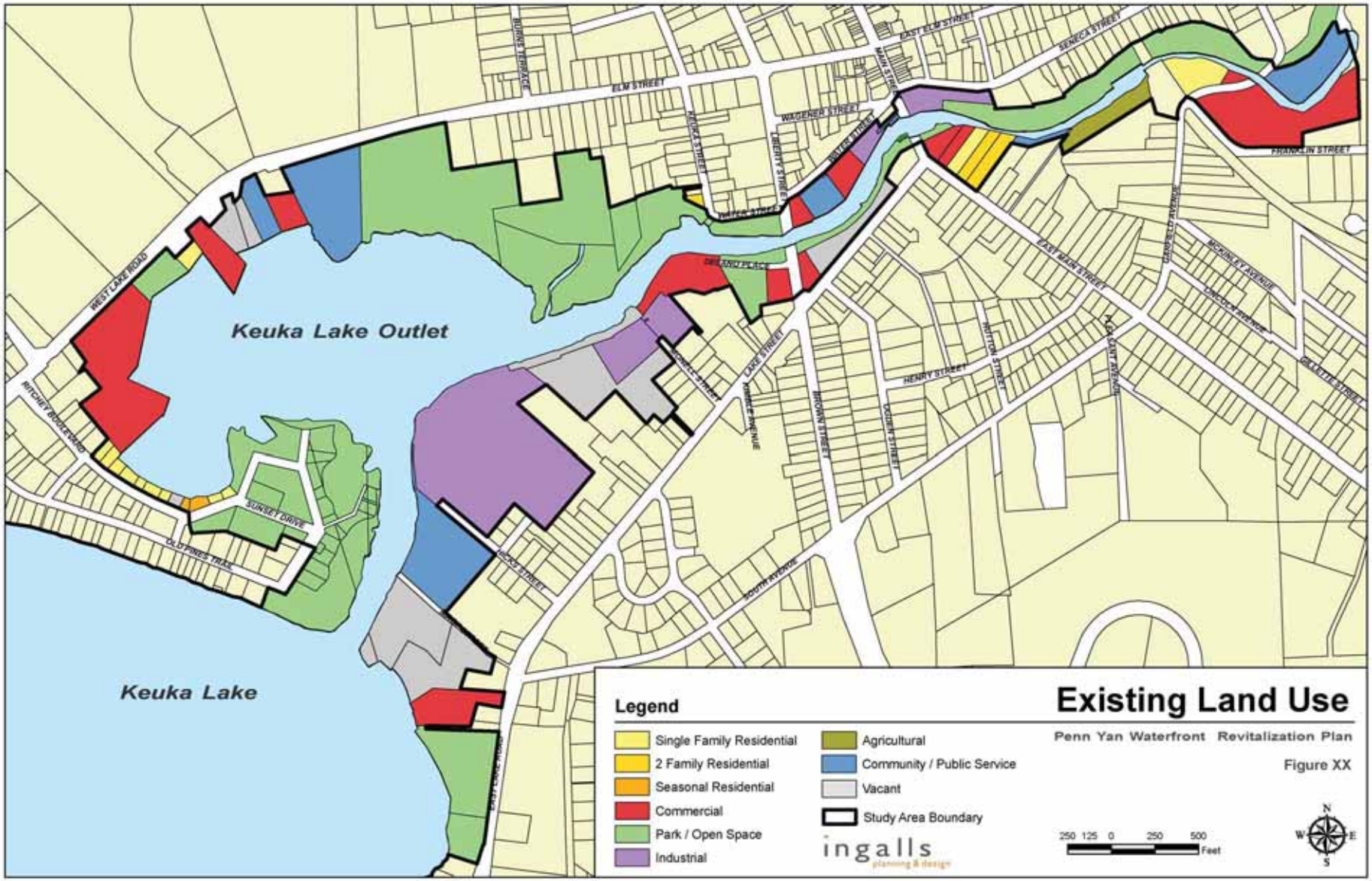
Keuka Lake Outlet
Keuka Lake
ELM STREET
EAST ELM STREET
SENECA STREET
WAGENER STREET
FRANKLIN STREET
WEST LAKE ROAD
RITCHEY BOULEVARD
SUNSET DRIVE
OLD PINES TRAIL
EAST MAIN STREET
MCKINLEY AVENUE
LAKE STREET
BROWN STREET
HENRY STREET
HUTTON STREET
SOUTH AVENUE
Legend
Single Family Residential
2 Family Residential
Seasonal Residential
Commercial
Park / Open Space
Industrial
Agricultural
Community / Public Service
Vacant
Study Area Boundary
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Existing Land Use
Penn Yan Waterfront Revitalization Plan
Figure XX
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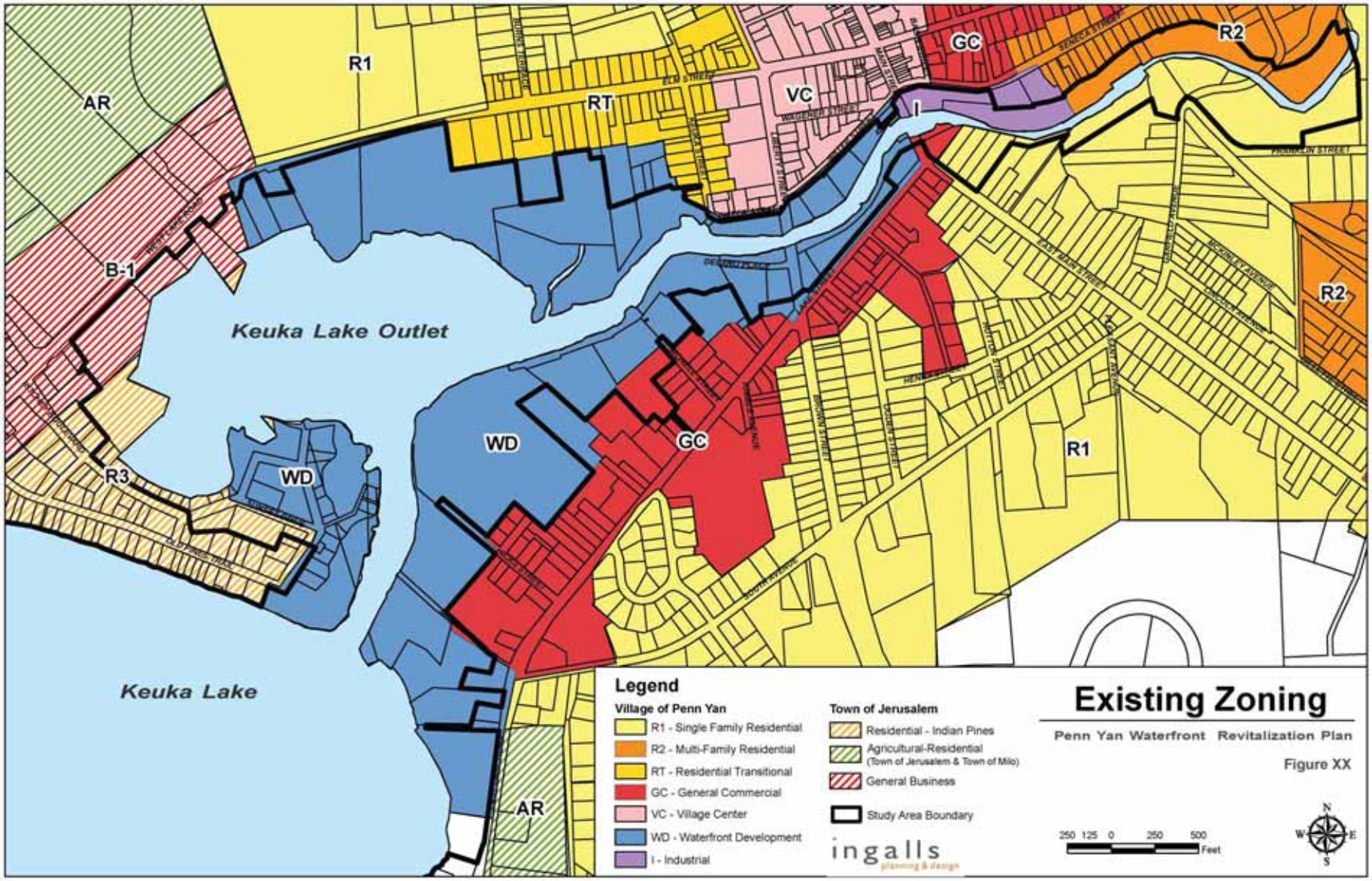
Existing Zoning
Penn Yan Waterfront Revitalization Plan
Figure XX
Legend
Village of Penn Yan
R1 - Single Family Residential
R2 - Multi-Family Residential
RT - Residential Transitional
GC - General Commercial
VC - Village Center
WD - Waterfront Development
I - Industrial
Town of Jerusalem
Residential - Indian Pines
Agricultural-Residential
(Town of Jerusalem & Town of Milo)
General Business
Study Area Boundary
ingalls
planning & design
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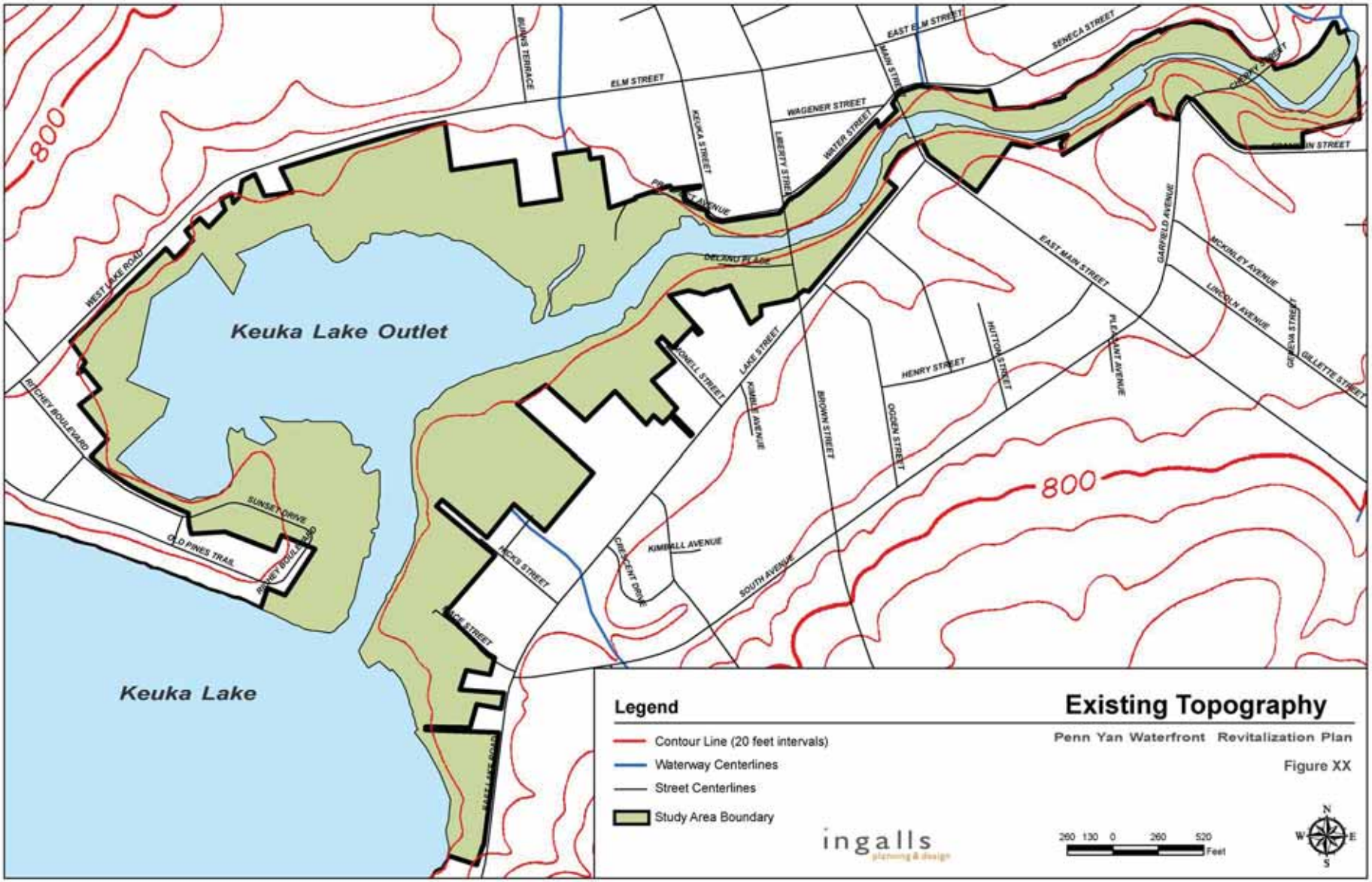
Keuka Lake Outlet
Keuka Lake
AR
B-1
R1
RT
VC
GC
R2
I
WD
R3
ELM STREET
WATERFIER STREET
SENECA STREET
FRANKLIN STREET
EAST PARK STREET
HUNTER STREET
BROADWAY STREET
SOUTH AVENUE



Penn Yan Waterfront Revitalization Program

Keuka Lake Outlet
Keuka Lake
ELM STREET
WAGENER STREET
SENECA STREET
FRANKLIN STREET
WEST LAKE ROAD
RITCHEY BOULEVARD
SUNSET DRIVE
OLD PARKS TRACK
LAKE STREET
HENRY STREET
BROWN STREET
SOUTH AVENUE
Legend
New York State DEC Wetlands
Study Area Boundary
New York State Wetlands
Penn Yan Waterfront Revitalization Plan
Figure XX
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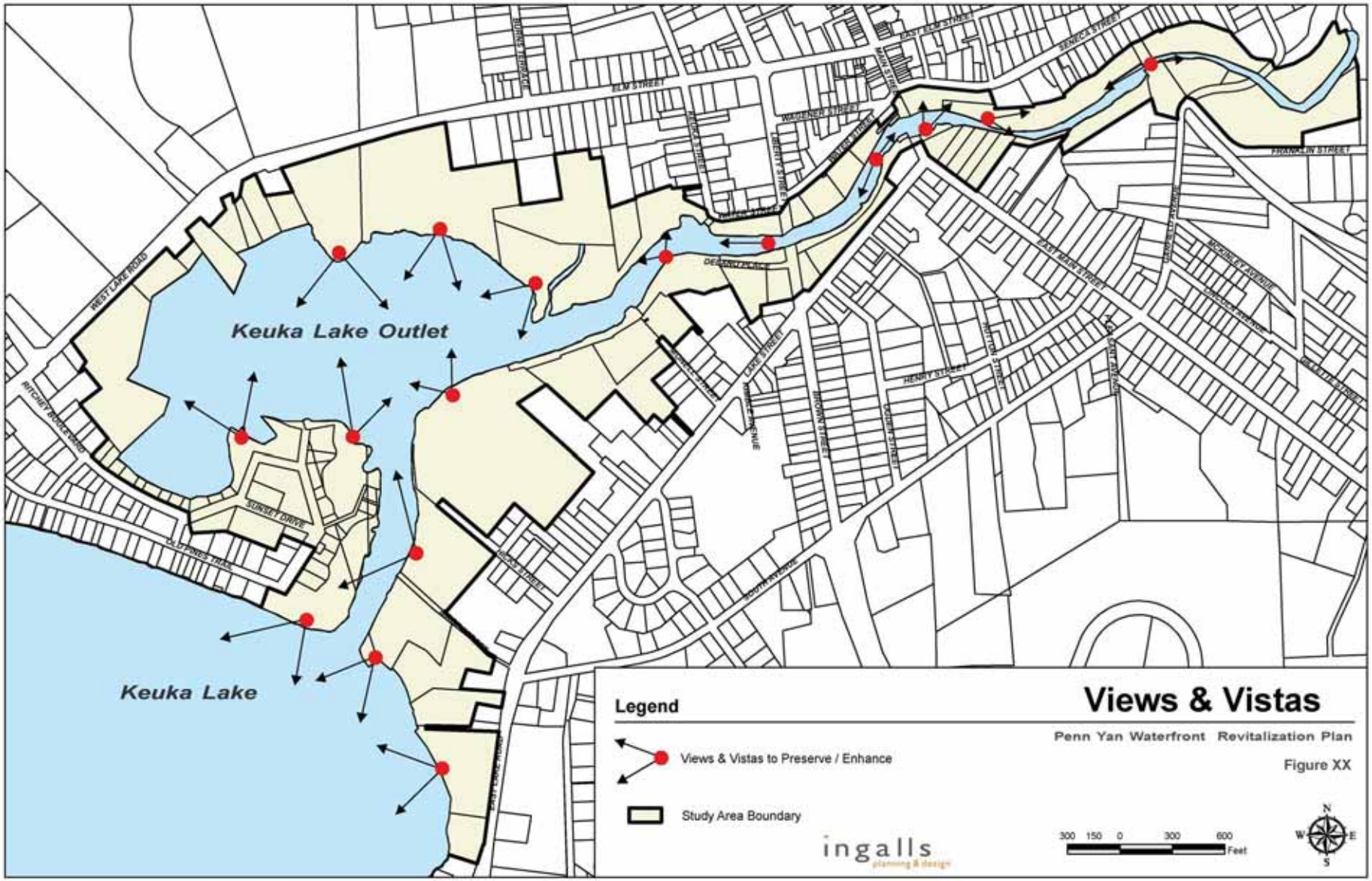
Keuka Lake Outlet
Keuka Lake
ELM STREET
WAGENER STREET
LIBERTY STREET
DEGANTWIZE STREET
EAST ELM STREET
SENECA STREET
FRANKLIN STREET
WEST LAKE ROAD
RITCHEY BOULEVARD
SUNSET DRIVE
OLD PARKER TRAIL
LAKE STREET
MAPLE AVENUE
BROWN STREET
HENRY STREET
HUTTON STREET
EAST PARK STREET
BUCKLEY AVENUE
SOUTH AVENUE
Legend
Views & Vistas to Preserve / Enhance
Study Area Boundary
Views & Vistas
Penn Yan Waterfront Revitalization Plan
Figure XX
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Guiding Principles for Waterfront Development

1. **Preserve public access to the waterfront.**

Guiding Principles for Waterfront Development

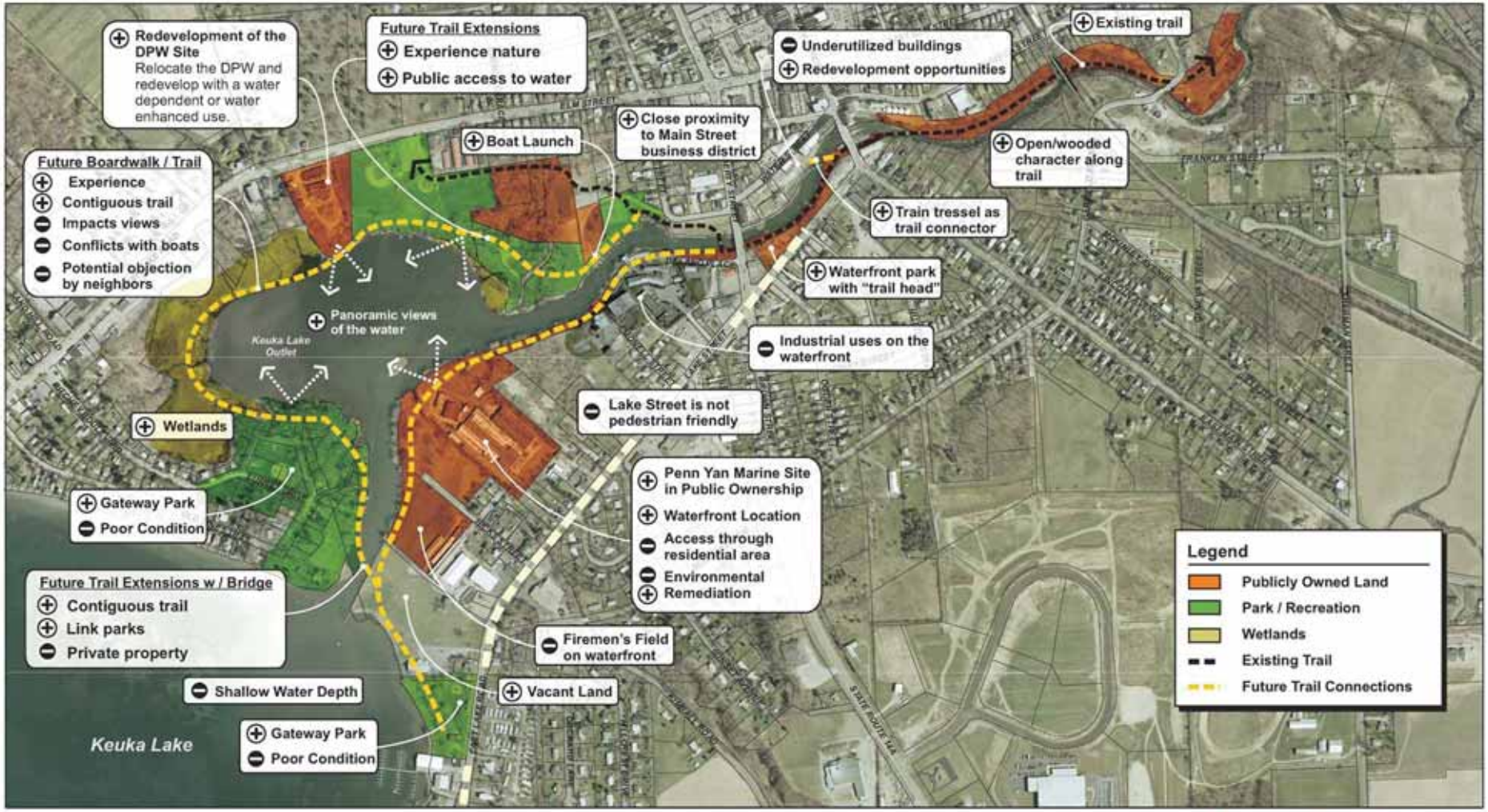
2. Incorporate a mix of uses in the redevelopment of the Penn Yan Marine site. Uses may include:
   - Housing
   - Commercial
   - Restaurant
   - Inn or “boatel”
   - Finger Lakes Boat Museum
   - Commercial recreation, such as boat rentals or tour boat landing

Guiding Principles for Waterfront Development

3. Relocate industrial uses that do not require a waterfront location
4. Enhance gateways to serve as welcome stations or to orient visitors

Guiding Principles for Waterfront Development

3. Strengthen linkages from Lake Street to the waterfront and from Elm Street to the waterfront
4. Maximize long-term economic benefits to Yates County and the Village of Penn Yan
5. Promote year-round use



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Draft **Opportunities & Constraints**

Penn Yan Waterfront Revitalization Plan | July 27, 2007 | Figure XX

Penn Yan Waterfront Revitalization Program

Issues, Opportunities and Recommended Actions

Penn Yan Waterfront Revitalization Program

Redevelop the Penn Yan Marine Site and neighboring parcels

- Complete the environmental remediation of the Penn Yan Marine site.
- Convey a portion of the site to the Finger Lakes Boat Museum or comparable organization to establish a tourist attraction on the site.
- Market the site to private developers.

Establish tourist attractions

- Penn Yan Boat Museum
- Birkett Mills - tourist-related activities, such as a factory tour, exhibits and retail sales
- Promote locally-made products
- Specialty retail
- Recreational ventures such as boat or bicycle rentals
- Transient marina as part of the Penn Yan Marine site redevelopment

Enhance the Outlet Trail

- Improve access to the trail from the Main Street bridge
- Install signage directing people to the Outlet Trail and to the downtown business district from the trail

Establish links to downtown business district

- Incorporate trail design in the redevelopment plans for the Penn Yan Marine site
- Install “way-finding” and informational signs to direct visitors to services and goods available from downtown businesses.

Redevelop underused industrial and storage buildings

- Revise the Village's design standards to protect the area's historic character
- Continue to explore the relocation of the Village DPW site and redevelop the existing site for recreation or other suitable use

Enhance streetscapes along Lake Street and Elm Street

- Prepare streetscape improvement and access management plans for both Elm Street and Lake Street.
  - Pursue funding through the Genesee Transportation Council's Unified Planning Work Program (UPWP).

Preserve wetlands

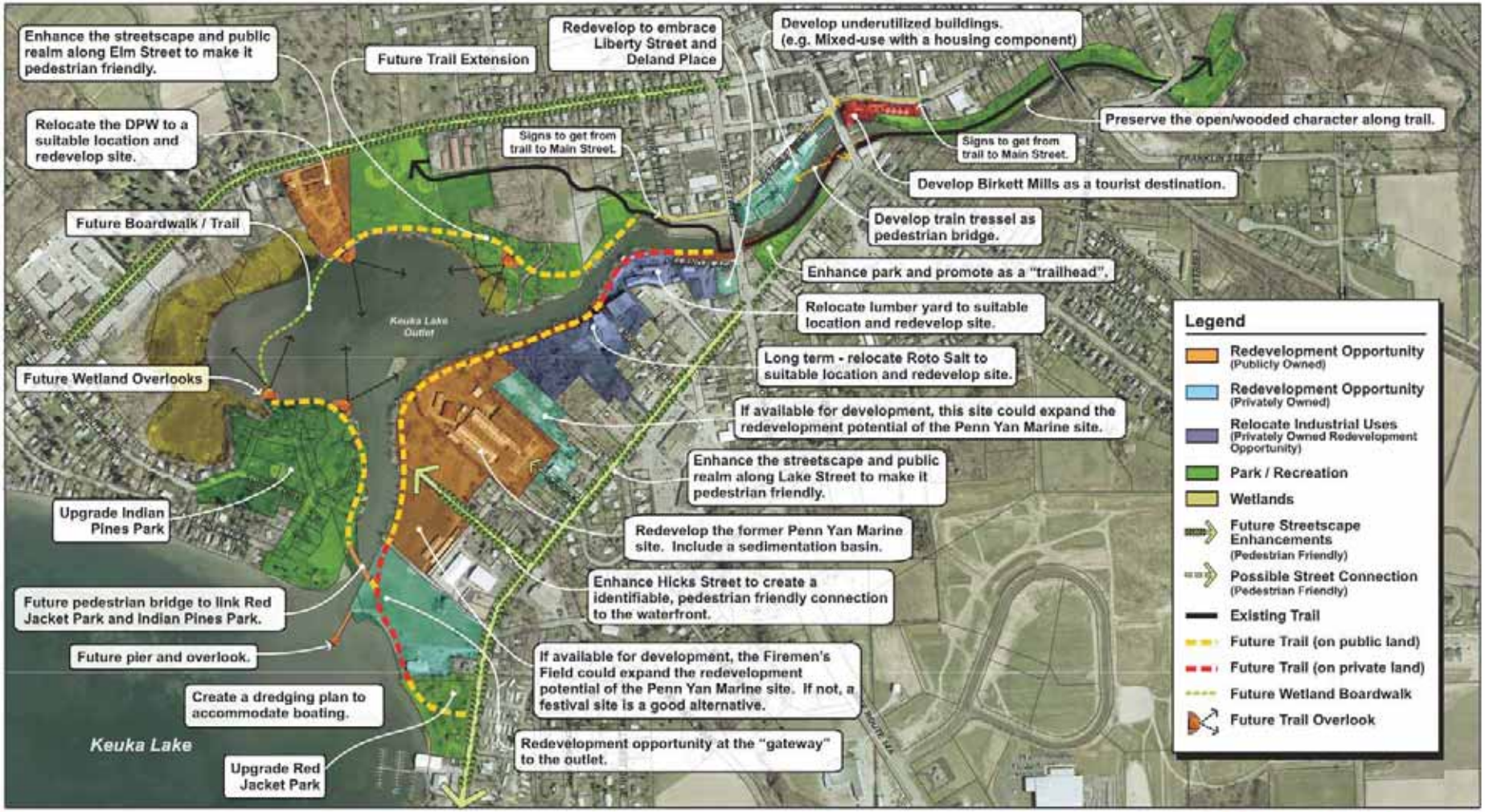
- Expand recreational access to the wetlands. Consider a boardwalk trail that does not disturb vegetation.
- Establish overlooks in Indian Pines Park and in the Elm Street Sports Complex.
- Develop rental outlets for recreational kayaking and canoeing.
- Retain vistas of the wetlands

Ensure adequate navigation and improve facilities for boats

- Establish a transient docking facility for boaters to dock along the Outlet and walk into the Village's downtown business district.
- Include docking facilities in the design of residential development along the Outlet.
- Provide educational materials to boaters to help them navigate the channel in the Outlet.
- Prepare a dredging and disposal plan. Obtain funding to widen and deepen the navigational channel in the Outlet.
- Construct a sedimentation basin where Kimball Gully discharges into the Outlet.

Other Issues, Opportunities and Recommendations

- Upgrade Village Parks
- Improve infrastructure as needed to accommodate redevelopment


Enhance the streetscape and public realm along Elm Street to make it pedestrian friendly.
Future Trail Extension
Redevelop to embrace Liberty Street and Deland Place
Develop underutilized buildings. (e.g. Mixed-use with a housing component)
Relocate the DPW to a suitable location and redevelop site.
Signs to get from trail to Main Street.
Signs to get from trail to Main Street.
Preserve the open/wooded character along trail.
Develop Birkett Mills as a tourist destination.
Future Boardwalk / Trail
Develop train tressel as pedestrian bridge.
Enhance park and promote as a "trailhead".
Relocate lumber yard to suitable location and redevelop site.
Keuka Lake Outlet
Long term - relocate Roto Salt to suitable location and redevelop site.
Future Wetland Overlooks
If available for development, this site could expand the redevelopment potential of the Penn Yan Marine site.
Enhance the streetscape and public realm along Lake Street to make it pedestrian friendly.
Upgrade Indian Pines Park
Redevelop the former Penn Yan Marine site. Include a sedimentation basin.
Enhance Hicks Street to create a identifiable, pedestrian friendly connection to the waterfront.
Future pedestrian bridge to link Red Jacket Park and Indian Pines Park.
Future pier and overlook.
If available for development, the Firemen's Field could expand the redevelopment potential of the Penn Yan Marine site. If not, a festival site is a good alternative.
Create a dredging plan to accommodate boating.
Keuka Lake
Redevelopment opportunity at the "gateway" to the outlet.
Upgrade Red Jacket Park
Legend
Redevelopment Opportunity (Publicly Owned)
Redevelopment Opportunity (Privately Owned)
Relocate Industrial Uses (Privately Owned Redevelopment Opportunity)
Park / Recreation
Wetlands
Future Streetscape Enhancements (Pedestrian Friendly)
Possible Street Connection (Pedestrian Friendly)
Existing Trail
Future Trail (on public land)
Future Trail (on private land)
Future Wetland Boardwalk
Future Trail Overlook
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Draft Waterfront Conceptual Plan
Penn Yan Waterfront Revitalization Plan
November 20, 2007
Figure XX

Penn Yan Marine Site Development

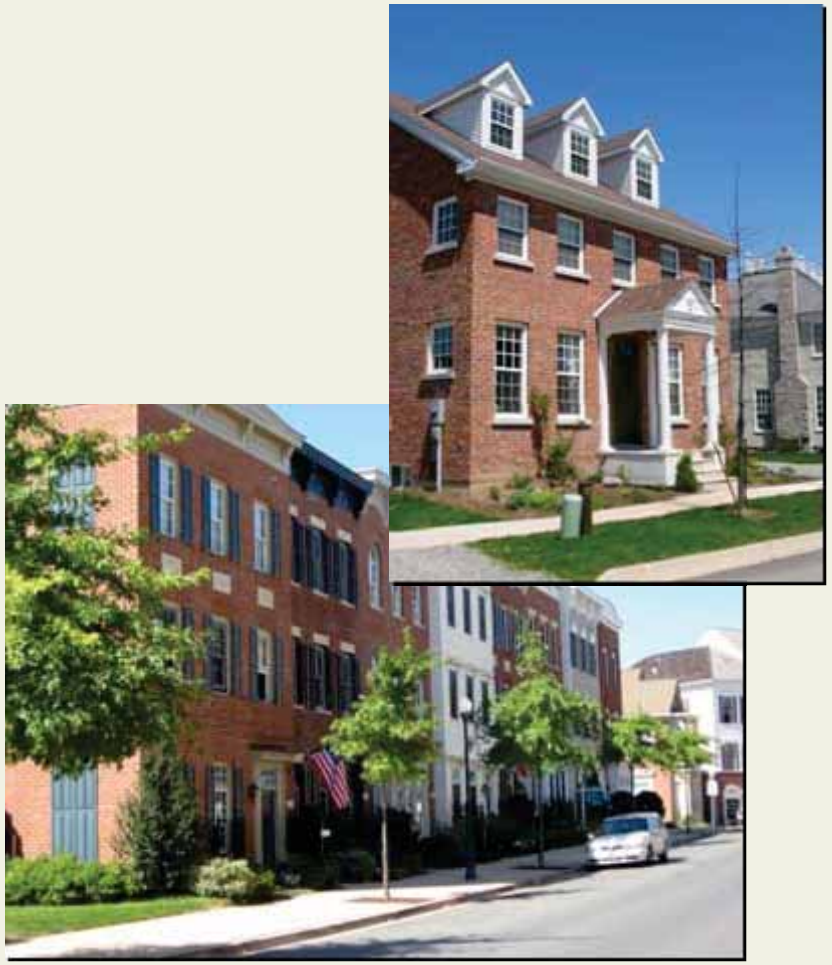
- 3 Scenarios
  - Potential components include:
    - Housing
    - Retail/ service
    - Office
    - Restaurant
    - Commercial recreation, such as boat rentals or tour boat landing
    - Boat Museum
    - 30-50 room inn or “boatel”

Waterfront Development

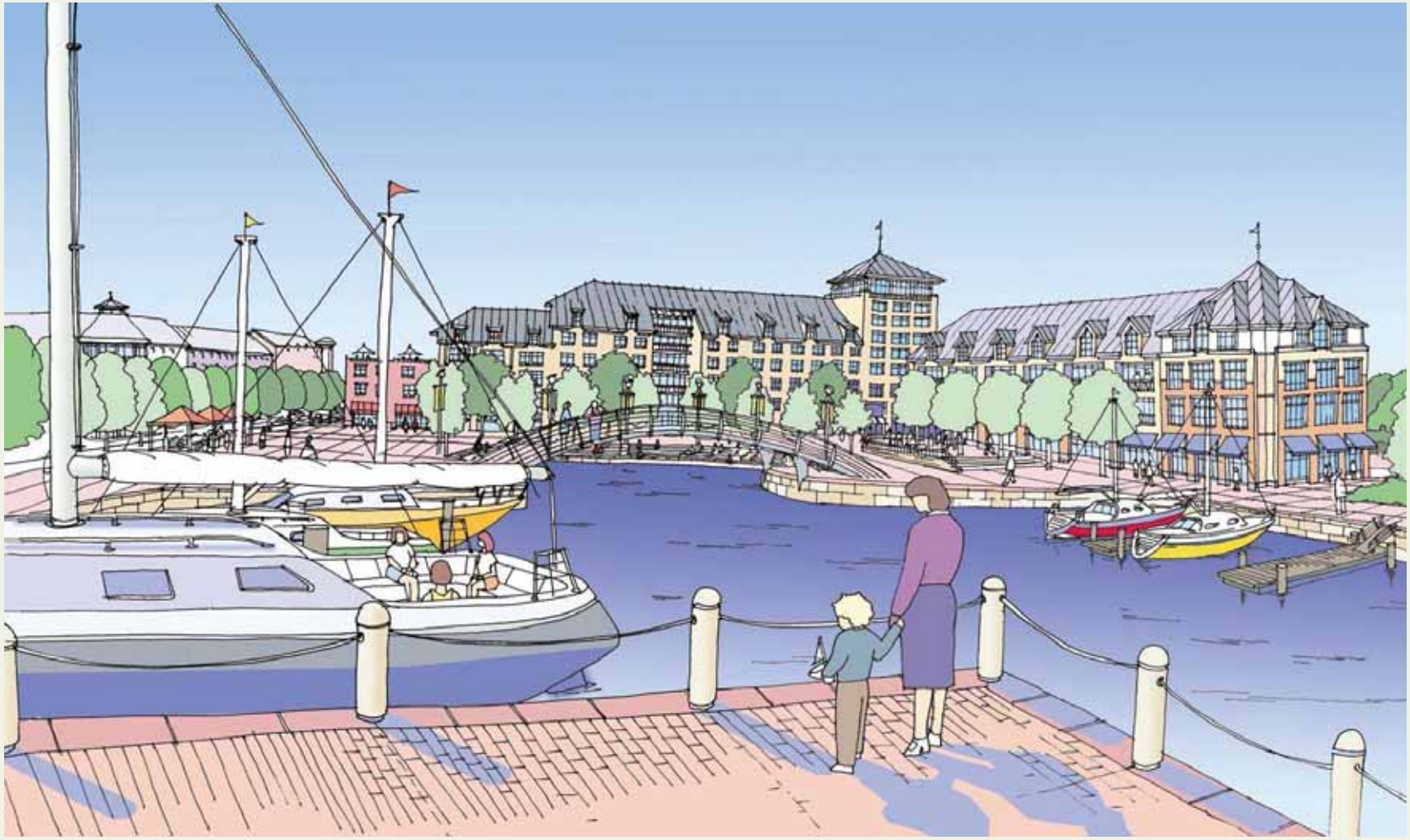
- Mixed-use Village Neighborhood
- Walkable
- Waterfront that looks and feels public
- Unique Living Experience
- Destination for All
- Connectivity

Waterfront Development: Character

Waterfront Development: Character



Waterfront Development: Character



Sketch by ICON Architecture

Scenario #1

Multi-use Trail
(10-12 feet wide)
Boat Museum
Boat Livery
Transient Marina (35 slips)
Display Space
Trail to Extend
to Red Jacket Park
Mixed Use Buildings
- First floor speciality retail
- Boat rental
- Second floor office/residential
Firemen's
Field
Future Street
Connection
Entry Plaza
Hotel/Inn
- 40-50 rooms
- Event space
Parking
Parking
Townhouses
(typical)
Parking
Parking
Parking
Trail to
Extend
Hicks Street
Street
Connection
Sedimentation
Basin
Alley
Future Street
Connection
Future Street
Connection
Alley
Townhouses
(with garage at rear)
Townhouses
(with garage at rear)
Alley
Future Street
Connection
Future Connection
to Lake Street
Lake Street

Scenario #1

Component	Scenario #1 Sq. Ft.
Specialty Retail	15,000
Hotel/ Inn	18,000
Conference Center (event space)	6,000
Restaurant	5,000
Commercial Recreation	5,000
Boat Museum	60,000
Townhouses	64,000/128,000
Apartment (could be condos)	20,000
Office	-

Scenario #2

Component	Scenario #2 Sq. Ft.
Specialty Retail	30,000
Hotel/ Inn	18,000
Conference Center (event space)	6,000
Restaurant	5,000
Commercial Recreation	5,000
Boat Museum	60,000
Townhouses	64,000/128,000
Apartment (could be condos)	30,000/125,000
Office	10,000

Scenario #2

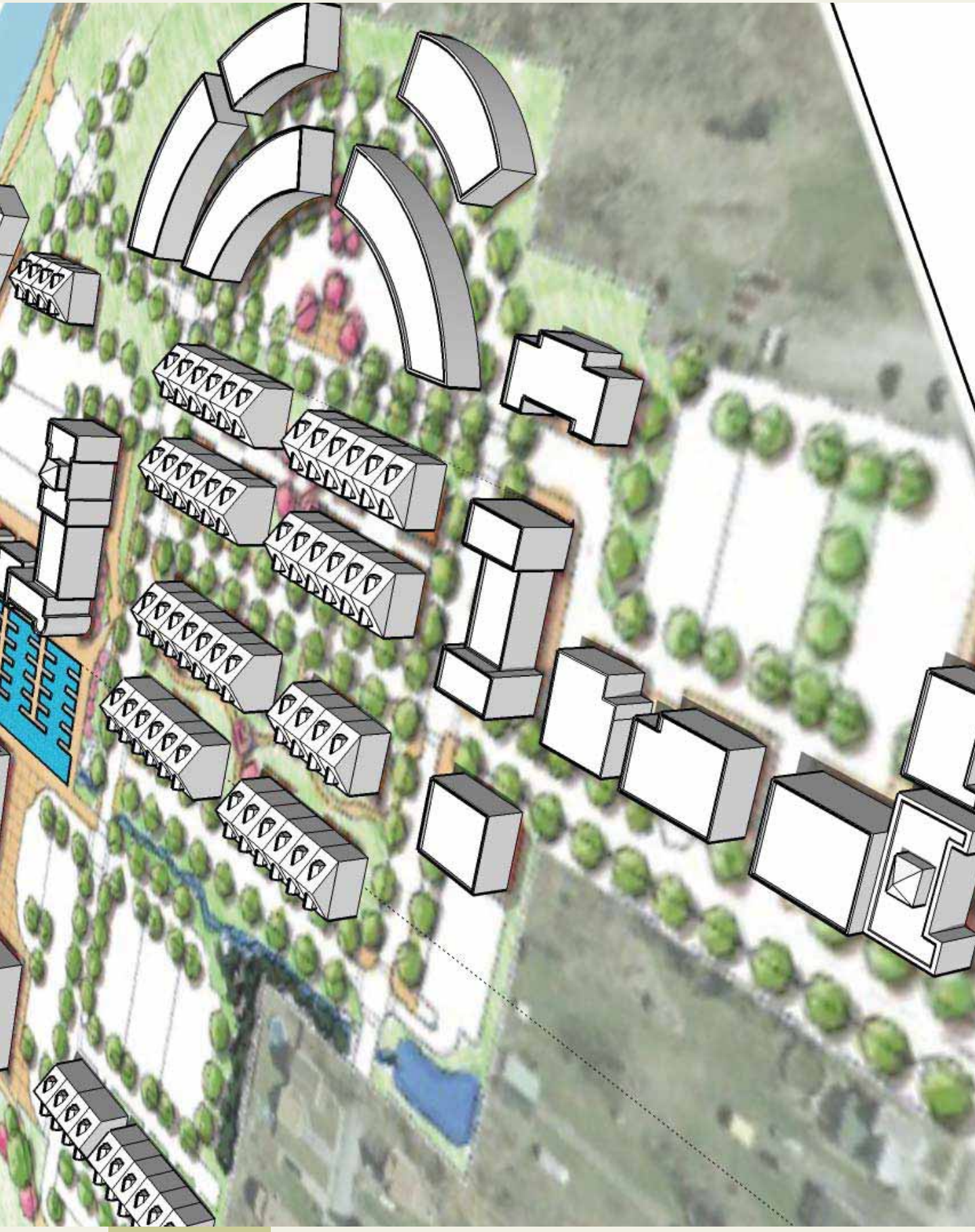
Keuka Lake
Public Pier/Overlook
Hotel/Inn
40-50 rooms
Event space
Indian Pines Park
Boat Museum
Transient Marina
(35 slips)
Multi-use Trail
(10-12 feet wide)
Boat Livery
Event Space
Festival Site
(Firemen's Field)
Display Space
Mixed Use Buildings
- First floor speciality retail
- Restaurant
- Second floor office/residential
Townhouses
(typical)
Red Jacket Park
Existing Parking
Parking
Parking & Trailhead
Entry Plaza
Townhouses
(with garage at rear)
Trailhead
Mixed-use Building
with first floor retail
and residential or office
above (typical)
Townhouses
(with garage at rear)
New Street Connection
Hicks Street
Sedimentation Basin
Trail to Extend
Alley
Future Street Connection
Lake Street
Mixed-use Building
with first floor retail
and residential or office
above (typical)
Apartments/
Condominiums
Townhouses
(with garage at rear)
New Street Connection

Scenario #3

New Bathhouse/Restrooms
Public Pier/Overlook
Outdoor Performance Area
Keuka Lake
Indian Pines Park
Network of Walking Trails
Parking
Pavilions
Pedestrian Bridge
Overlook
Hotel/Inn
40-50 rooms
Event space
Multi-use Trail
(10-12 feet wide)
Boat Slips
Boat Museum
Boat Livery
Transient Marina
(35 slips)
Mixed Use Buildings
- First floor speciality retail
- Restaurant
- Second floor office/residential
Event Space
Play Structure
Pavilions
Display Space
Entry Plaza
Red Jacket Park
Existing Parking
Townhouses
(typical)
Community Association and Recreation Building
Parking & Trailhead
Townhouses
(with garage at rear)
Trailhead
New Restrooms/Pavilion
Mixed-use Building
with first floor retail and residential or office above (typical)
New Street Connection
Sedimentation Basin
Trail to Extend
Lake Street
Hicks Street
Future Street Connection
Apartments/ Condominiums
Townhouses
(with garage at rear)

Scenario #3

Component	Scenario #3 Sq. Ft.
Specialty Retail	40,000
Hotel/ Inn	18,000
Conference Center (event space)	6,000
Restaurant	5,000
Commercial Recreation	5,000
Boat Museum	60,000
Townhouses	75,000/150,000
Apartment (could be condos)	35,000/130,000
Office	10,000



Penn Yan Waterfront Revitalization Program

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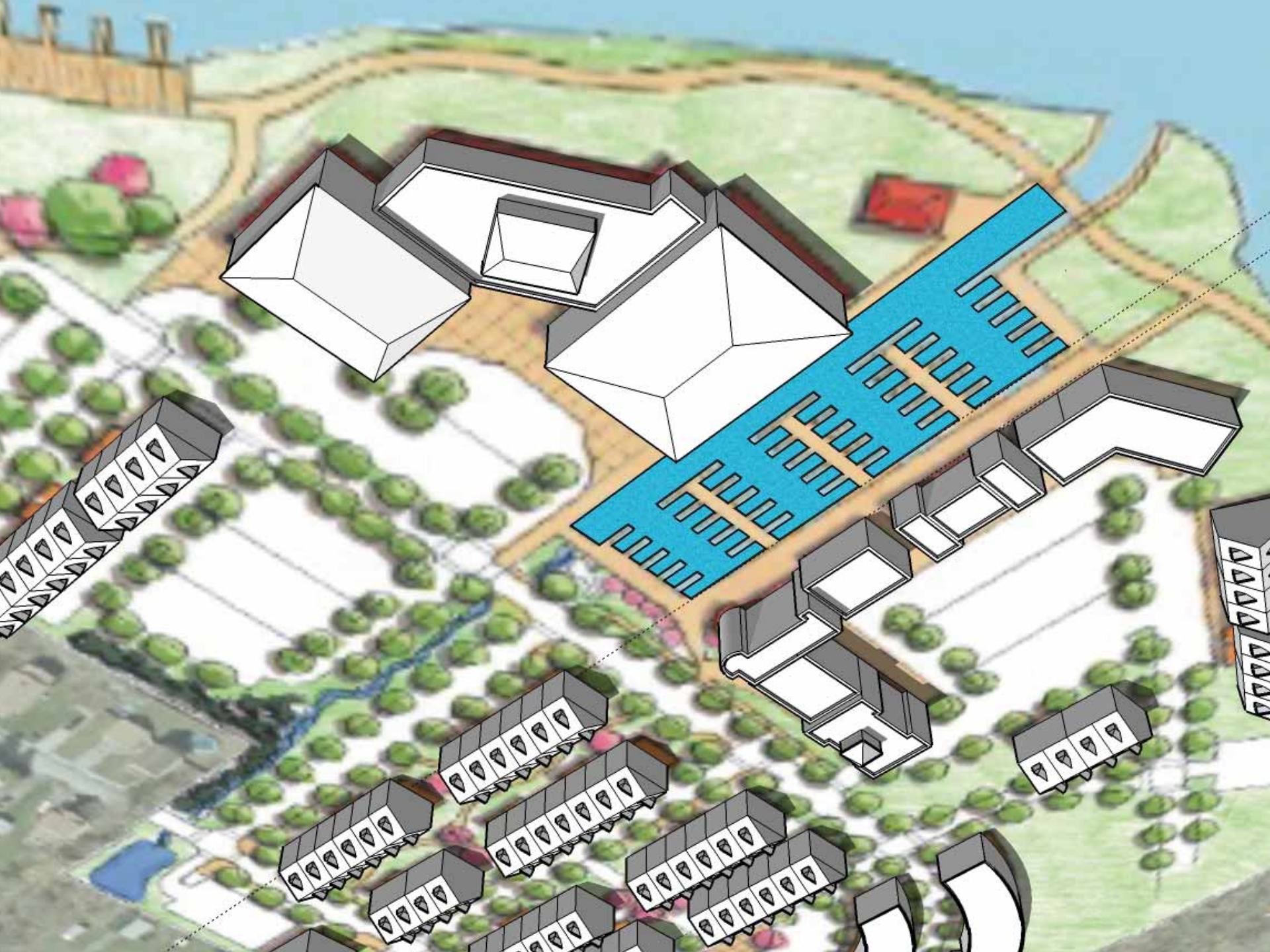

Projected Economic Benefits

- A tourist attraction that attracts 30,000 visitors/ year would generate direct spending of $2,606,900 at hotels, restaurants, gas stations and other businesses
- Private redevelopment would generate:
  - $300-$500,000 in sales tax during construction
  - $165-$200,000 in annual sales tax
  - $150-$190,000 in property taxes
  - 120-130 new jobs

Penn Yan Waterfront Revitalization Program