



**Downtown  
Revitalization  
Initiative**

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**Town and Village of Ellicottville, NY**

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PRELIMINARY DRAFT

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# 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**

Project Lead: **(Include name and contact info here)**

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## Vision for Downtown.

Ellicottville is for Everyone. From the second homeowners who are drawn to the ski hills and summer recreation, to the artists who are inspired by the beauty of our valley. From the hospitality workers – chefs, servers, chair lift operators and salesclerks, to young families who want the best schools along with trails, skate parks and fresh air. And now, with the change in how people work, those who can work from home and want to live in a community that offers them beauty, adventure and a rural way of life with easy access to a number of metropolitan areas. We want to welcome *everyone* to Ellicottville.

Ellicottville has long been known as a regional tourist destination drawing from Ohio, Pennsylvania and Ontario, Canada as well as the Niagara Frontier area. On popular weekends the population swells to 15,000 or more. The success of Ellicottville as a year-round recreational destination has been a strong foundation of economic support for the entire County of Cattaraugus in both property and sales taxes.

A small foundation of year-round residents support the infrastructure that allows for the influx of tourists that drive the economy. While the weekends find the streets crowded and the shops full, on weekdays the activity decreases and the shops and restaurants are often quiet. As an economic driver for Cattaraugus County, it is important for Ellicottville to both increase the recreational opportunities that attract visitors, while attracting more year-round residents who will sustain the economy and the community when the visitors are at home.

Ellicottville's biggest asset is the beauty that surrounds the Town and Village and the recreational options that have become such a draw for tourists. We want to support those industries that serve the community while offering more options that might turn those tourists into full time residents. From mixed use development that extends the walkability of the Village Center to a chair lift that is accessible year-round to the hills, to bringing more arts and culture to the community. From new residential options that include reasonably priced options for our hospitality workers to mixed use development with housing, lodging, retail and office space. And options to walk, bike and hike that help connect the Village Center to the parks and trails, tourists to the shops and restaurants and families to the sports fields and new skate park. We have held several public meetings and collected surveys and this DRI plan reflects the desires of the community to grow the base of residents, welcome the tourists and maintain the quaint small town feel of the Town and Village of Ellicottville. Ellicottville is for Everyone.

## Justification

Ellicottville has long been an economic driver in Cattaraugus County as well as a tourist draw that enhances the entire WNY region. With its past as an industrial community behind it, Ellicottville has become a year-round tourism destination. With two very popular ski resorts – Holiday Valley and 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 others that swell the population of Ellicottville to that of 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.

However, there are drawbacks to a largely tourism-based community. Throughout the weekends and holidays, people and cars pack the streets while during the week the streets and shops are quiet. Exacerbated by the Covid-19-driven economic slowdown, 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.

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

Another recent trend that hurts Ellicottville as a year-round community is the continual desire by the local real estate market to convert year-round homes for residents to short-term rental investments. This conversion has been accelerated during the Covid-19 slowdown and can significantly change the character and drive-up housing prices. Ellicottville understands the balance between having to provide enough transient lodging to meet the demand, but to also preserve the neighborhoods and build new homes to retain/attract full-time residents of all income levels.

Both the community and 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 our DRI applications.

Our Town is small, with just over 1,550 residents according to the 2019 Census. In the Village there are 401 homes, but a startlingly high 79% of them are seasonal residences. In 115 of those homes live year-round residents who are the foundation for the community – on both the weekends and the weekdays. We hope to add to their ranks by bringing in arts and cultural aspects, strong high-speed internet options, new housing options and needed community services.

The residents, both year-round and seasonal, have demonstrated a very strong interest in being involved in this planning project with over 800 responses received from an online survey and over 200 people showing up at public meetings held over the last four years.

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

Developers and other private interests are poised to move to the next phase of their projects with this demonstrated support.



## Catalyst Project

The catalyst for this revitalization is a privately funded project by Iskalo Development and HoliMont Ski Club. In 2008, Iskalo purchased the former Signore Manufacturing facility located at 55 Jefferson Street in the Village of Ellicottville. The 53 +/- acre parcel consists of 16 acres of “flat land” fronting on Jefferson Street (Route 219) and 37 acres of prime hillside adjoining the ski slopes of HoliMont Ski club. Following its purchase, Iskalo undertook an environmental clean-up of the property and demolition of the sprawling Signore manufacturing plant.

Due to its close proximity to the Village Center, Iskalo’s vision for the property has been for its redevelopment as a pedestrian oriented, mixed-use ‘in-fill’ subdivision for the purpose of expanding available services, housing and leisure/recreational options for the Ellicottville community’s year-round and seasonal residents. The proposed mix of uses would include retail, multi-family, hospitality and recreational uses, organized, scaled and designed to complement the Village of Ellicottville. The centerpiece of the redevelopment plan involves a strategic partnership with Holimont Ski Club that would include the expansion of its ski slopes on the hillside of the Iskalo property together with installation of a new chair lift and base. The new lift would provide accommodate skiers in the winter, and bikers, hikers and nature lovers in the spring, summer and fall...all directly accessible (and walkable) to, and from, the Village Center. The new lift will directly connect patrons and employees of the HoliMont Ski Club to the Village Center, helping to bolster activity at shops and restaurants, and reducing traffic and the need for parking.

For years, the Signore property has served as an unintended barrier to unification of the three main attractions in Ellicottville...Holiday Valley, HoliMont and the Village Center. Funding via a DRI award will serve as the catalyst for its redevelopment beginning with the construction by Iskalo of the main spine road for the subdivision and initial mixed-use building as well as to prompt Holimont’s ski slope expansion and installation of the proposed chair lift.

Iskalo Development has begun some preliminary work but has been waiting for a commitment by the community to signal support of this project. An award of a downtown revitalization initiative that comes with planning, public input and financial support both at the project site and in other community connections will instill the confidence to move forward with their ambitious plans.

## Downtown Identification

### Boundaries of the proposed DRI area.

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 bounded by Plum Creek to the west, Parkside Drive to the north, Fillmore Drive and Great Valley Creek to the east and Rockwell street to the south.

The targeted neighborhood for revitalization remains within Village central business district and commercially-developed portion of the Town. Stretching past Village boundaries is 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 proposed Downtown Revitalization Initiative (DRI) project area encompasses the Village central business district as well as the commercial and recreational developed areas in the Town along Route 219 from its intersection with Route 242 at the east end, through the Village and south to Holiday Valley. to the DRI project area includes residential areas, municipal facilities, the park and local businesses. This allows for potential revitalization and increased activity not only in the “downtown” Village but in a larger area having the power and capability to positively contribute to the Town as a whole. The proposed DRI project areas maintain Ellicottville’s sense of residential 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 shows the area of core focus moving forward connecting majorly walked routes within the Village and opportunities for growth and walkability 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 part of the community swells with visitors Fridays through Sundays but lacks the consistent visitation 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 an imbalance that is a challenge to overcome.

Ellicottville (Town and Village) is home to 1,566 year-round residents. Approximately 79% of the dwelling units in the Village are owned by seasonal residents which significantly increases the total number of residents living in-town during the ski season. While this is a positive for the recreational tourism economy, it also means that 3 out of every 4 homes do not house people that live in the community, which influences the character of the residential community. 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. This activity makes Ellicottville the number one tax generator for all of Cattaraugus County. Therefore, it is necessary and important for the community to prosper and grow. The Village and Town’s tourism base is strong for portions of the calendar year but more needs to be done to ensure a consistent draw to the area and to build a larger year-round population.

As stated, the goal is to add full-time population to fill the existing Town and Village workforce of 2,000 (the majority of which currently do not live in Ellicottville). Bringing in new employees who will spend throughout the week and establish year-round residency will be a major asset to the improvement of not only Ellicottville’s downtown revitalization but also bolster their already strong sense of community. The creation a new catchment area together with the creation of new jobs and year-round population, on top of the tourism base that already exists, will allow 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.

### Investments

There have been significant private investments made in the recreation and hospitality industry in Ellicottville in the past few years.

Those investments include:

**Holiday Valley** – Total expenditures of \$105M in recent years. **Including:**

Tamarack Club, John Harvards Restaurant & Oasis Spa  
 Holiday Valley Lodge  
 Snowmaking Automation  
 Spruce Lake  
 Morning Star and Yodeler Detachable Quad Chairs  
 Snowpine and Spruce Lake Fixed Grip Quad Chairs  
 Slope Development  
 Cindys and Champagne Mountain Top Overlooks  
 Holiday Valley Road realignment  
 Cabana Bar  
 Sky High Adventure Park and Sky Flyer Mountain Coaster  
 Resort Enhancements  
 Grooming Equipment

**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 in 2018 and has since acquired additional property with plans for expansion.

### Signore Property - \$1.85M

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

### Other Significant Projects

Expansion of Dina’s restaurant to add a banquet facility at the former M&T building - \$600,000

Expansion of Balloon’s restaurant - \$300,000

Work to date at 23 Washington - \$850,000

Tiny Home Village – approved in 2021 for a 12-unit cottage-style motel outside the Village residential neighborhoods.

EK Creek Subdivision – Phase B – 11 single family lots anticipated to begin construction in 2021

EBC expansion at Taqueria – in progress in Village “downtown”

Solar Zoning – Three pending applications for solar farms in the Town since amending it zoning to allow solar farms

Funding of a Skate Park is now complete, work to begin [REDACTED] - \$500k

### Anchor Institutions

### Arts and Cultural

### Available Infrastructure

### Smart Growth

### Recent or impending job growth.

North Park Innovations has hired 5 new full-time staff and has seen a 30% growth year to year in past 3 years.

**(Other new hires?)**

Beginning in 2017, the leadership of both the Town and Village have come together with the express goal of attracting new families to Ellicottville, to increase the number of year-round residents.

Though the population of both the Village and the Town is presently quite small (279 and **1,184???**)

respectively), the population on busy tourism weekends swells to more than 15,000; as large or larger than the cities of Olean or Jamestown. On these weekends, shops and restaurants are filled to capacity and business is brisk. However, during the week, or on a weekend when the weather is not ideal, those same shops and restaurants see less activity.

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 a shortage of individuals to serve.

It is not only the leadership of the community that sees 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, year-round residents to the Town and Village.

## Quality of Life

### Policies

**Trail Master Plan** – Ellicottville/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 Trail Master Plan contributes to smart growth by decreasing automobile needs, environmental concerns, increasing health benefits, and creates a connected network throughout the greater county region.

**Village Comprehensive Plan** – The Village’s Comprehensive Plan was last amended in May of 2012 and is currently being updated with an anticipated completion targeted for end of 2021. The Comprehensive Plan update will provide a renewed vision combining the strength of recreational tourism with the need to strengthen the community as a year-round place to live, work and play. Objectives, Policies and recommendations regarding land use as well demographics, transportation, availability of year-round housing and retail within the Village assist in fostering increased livability of the area.

**Town Comprehensive Plan** – The Town’s future land use plan designates areas of development including a variety of different land use types. The land use plan also designates a conservation district to protect wetlands, steams and to maintain the area’s scenic corridor along major transportation routes surrounding the Great Valley Creek. Ellicottville’s consistent adoption of policies that provide environmental protection in companion with recreation contribute to an enhanced quality of life for residents and visitors alike. The Town plan, last updated in 2019, also supports a more diverse economic opportunities and support of quality of live services in order to support full-time jobs and residents.

**Historic District** – Ellicottville’s Historic District is within the Village core and encompasses structures

dating from 1817 to 1935. Buildings within the District range from educational to residential as well as commercial and religious. The 63 contributing structures within the Historic District have a variety of architectural styles including Greek, Revival and Federal. The Historic District was officially listed on the National Register of Historic Places in 1991 and serves as further recognition of Ellicottville’s unique character and as an important tool for the community to use in to attract tourists, future residents and business.

**Public Process** - Through the public planning process, the government leadership of 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 by the impressive level of participation in the survey and public meetings as well as the common themes that were expressed in each.

Mixed use development – is there anything else besides 55 Jefferson to add here?

Healthy Food options – anything?

### Parks

The Village Park is a source of pride for the entire Ellicottville community. Located within the catchment area of the DRI, many improvements have been made and more are planned for the near future. The Park features not only recreational playground areas but also ball fields for baseball, football and soccer that are utilized by area schools and community groups for games and tournaments. Funds were recently acquired for the installation of a Skate Park, construction will begin \_\_\_\_\_. And the Village Park is also a planned part of the Trail system that will link the Park, the Village, the Town Center and Arboretum with the larger \_\_\_\_ trail system, providing safe, alternative non-motorized transportation options for everyone.

### Access to healthcare

Currently the Olean Medical Group has an office on Jefferson Street, within the catchment area of the DRI. But the public is in need of expanded facilities including pediatric care, dental and orthopedic.

### Broadband

There are currently many challenges with regards to high speed internet for every household in both the Town and Village of Ellicottville. The leadership understands this as an important community need and is actively looking for funding sources to be able to ensure that every home and business has access to high-quality, affordable internet connections.

## Energy Smart Community

Ellicottville is proud to be a NYSEERDA Energy Smart Community. Since the designation the Town has applied for and received a number of grants that have been utilized to upgrade the facilities at the Town Center, creating energy efficiencies and installing an electric vehicle charging station.

## Solar Ready

Gary can you give me the description for here please

## Trails

(Matt can you help me with this, Ashley is out of town)

## Supportive Local Policies

**Shovel Ready** - In order to compete with other municipalities to attract new economic development projects, Ellicottville encourages property owners and potential developers to attain a “shovel ready status”. “Shovel ready” can have several meanings. From the municipality’s position, there are some actions we can undertake in order to document shovel readiness, or pre-permitting for anticipated projects. Through this DRI process, the Village and Town are being proactive in identifying sites and interested land owner for potential projects. To meet Ellicottville’s employment goals, we are seeking project(s) to “pre-permit” by reviewing the developer’s plan and providing preliminary review comments. Based on a preliminary review, the Town or Village can document that a potential project fits their Comprehensive Plan and issue a letter of zoning consistency, as appropriate.

**Efficiencies and Streamlining Applications and Approvals** - Both the Town and Village are ready and eager to guide new economic development projects through streamlining the local review and approval processes. Both municipalities have up-to-date comprehensive plans, which identify the appropriate locations for new development and encourage well-planned growth. Both municipalities continually review and update their zoning codes in order to accommodate trends in development; making sure their codes address how to allow new land uses with appropriate regulation. The Town and Village have committed to supporting development projects by employing a full-time Code Enforcement Officer and a full-time municipal planner.

**Joint Town/Village Engineering, Planning and Code Enforcement.** – The Town and Village of Ellicottville received a Local Government Efficiency Grant that created a joint Engineering, Planning and Code Enforcement Department for both municipalities. This effort was awarded the NYS Conference of Mayors Local Government Achievement award for 2019. In the past Ellicottville has contracted out Engineering and planning services. By bringing on a full time staff, processes such as application and permit approvals are streamlined and new features such as GIS mapping are available to residents and developers. The planning boards of both the Town and Village are working with the Engineering Department to better guide applications and approvals in a timely and efficient manner that both support development and protect the community character and livability.

The establishment of the joint engineering/public works department has greatly improved the quality of life of our residents and will prove to have a lasting impact into the future. The benefit of having one point of contact

for everything under the "Public Works" umbrella is undeniable in terms of communication and efficiency. Some of the benefits seen by residents and developers within the first year of project implementation include the following:

1. **Cost/Tax Savings** - this project is saving the Town and Village a combined \$99k/year as a result of combining services and not paying separate engineers and engineering firms for consulting services
2. **Faster Response Times** - having a licensed engineer on staff and having one Engineering/Public works department has resulted in faster, more efficient responses to resident and developer concerns, resident permit applications and development planning, and public improvement project planning
3. **Increased Services** - the new Engineering/Public Works Department has developed a website ([www.evengineering.com](http://www.evengineering.com)) that residents and developers can use to find all of the latest resources related to Public Works. The Department also created an ArcGIS site that residents and developers can use to see public information such as parcel data, zoning data, floodplain information, etc.
5. **Public Infrastructure Longevity** - This project is also benefiting our residents because of the positive impact it will have on the future of our infrastructure. Our new Engineering/Public Works Department is establishing an asset management and inventory program that will ensure preventive maintenance is being completed and capital infrastructure project planning is being completed."

## 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 actively participated in a robust process to discuss what they view as an ideal growth plan for their community.

The process began with a survey that was released to the public on February 6, 2018. The number of responses to date is more than 800. The first public meeting was held on March 22, 2018 and was attended by nearly 50 people. A second meeting was held on March 24<sup>th</sup> which drew an additional 30+ individuals. The final public meeting of 2018 was held on April 14<sup>th</sup> and had 86 sign-ins who participated in an active and positive conversation. In 2019, we kicked off planning for this year's DRI application by holding another public meeting in March to update locals and garner more input. More than 30 people attended and their comments underscored the public's enthusiasm for the plans now being laid out in this year's DRI application.

The public participation survey and meetings demonstrated to the leadership of the Town and Village that the public had many of the same thoughts and ideas about growth as they held. Survey respondents and meeting participants 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 enhancements such as a theater company, more trails and park amenities and improvements to sidewalks and parking options in the village. They also pointed out the need for increased access to a nicer options



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 future plans for these buildings or parcels. The results of the survey and discussions were shared with the developers and it was learned that many of them had plans that were supported by the public discussions about community needs. None of the plans put forth by developers were in contrast to statements made at the public meetings.

The public planning process 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 of EVL while offering world class recreational opportunities and amenities for residents. The high level of participation 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 to 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 also showed what type of community Ellicottville truly is; a community that not only cares about its well-being but also wants growth and one that wants to continue having a significant impact on the surrounding region in terms of recreation, a sense of place, and economic leadership.

See attached **Survey Results**

## Transformative opportunities and readiness.

### Private projects:

#### 55 Jefferson

Signore, Inc. was a manufacturer of metal office furniture operating out of a plant located at 55 Jefferson Street (Route 219) in the Village of Ellicottville. The Signore property consisted of a large manufacturing plant set on approximately 16 acres of level ground backing up to 37 acres of mountainside. The mountainside property is contiguous to HoliMont Ski Resort, is proximate to Holiday Valley Ski Resort and a short walk to the Village Center.

Signore ceased operations in the spring of 2007. Iskalo Ellicottville Holdings LLC, an affiliate of Iskalo Development Corp., acquired the property on February 11th, 2008. Shortly after acquisition of the property, an 8.43-acre portion of the former Signore property upon which sat the manufacturing plant was accepted into the Brownfield Cleanup Program (“BCP”). Iskalo subsequently undertook remediation of this portion of the property and demolished the manufacturing plant. The NYSDEC issued a Certificate of Completion in December of 2015. As of the May 1, 2018, Iskalo has invested approximately \$1.85 million in the property.

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.

The plan anticipates six "village-scaled" buildings along Jefferson Street and an additional nine buildings constructed along a proposed interior access road. The first phase of the project would include construction of the interior access road from Jefferson through to the location of a future "base" proximate to a new chair lift and ski slopes to be installed and operated by HoliMont. During ski season, skiers will be able to access HoliMont's ski slopes and the Village Center of Ellicottville from this chair lift and base. Outside of ski season, HoliMont has proposed to operate the lift for non-skiers during peak visitation as an additional Village attraction.

The installation of the interior access road, new lift, slopes and base would serve as the catalyst for building development at the entrance to the property at Jefferson Street as well as building development contiguous to the new base. The property is zoned for development though land use approvals, including SEQRA review, would need to be completed. **Total project cost \$ \_\_\_\_\_**

***Following please find proposed renderings for project development from Iskalo. Please note that these renderings are proposed and are not finalized.***

**Chair Lift into Mixed Use Development/Village** - The best way to draw attention is to have a visual focus that defines a community. EVL's main attractions are its natural beauty, recreation activities led by its fabulous ski resorts, and the character and charm of its Village Center. Enhancing the synergy of these attractions is paramount to achieving the vision statement set forth in this application. The addition of a chairlift to connect skiers to the Village (and vice versa) is viewed as a powerful tool for the revitalization of Ellicottville.

HoliMont, working with Iskalo Development, proposes to erect a new chairlift that would land within the mixed-use project proposed by Iskalo, creating a new "base" around which further development can be organized and which will connect HoliMont and its guests to the Village as well as provide a further attraction for the Village as the resort will run the chairlift during the Summer and Fall tourist seasons for those that simply want to take in the amazing vista at the top of the hill. HoliMont also has plans to add to their extensive mountain bike trails that will add a major attraction to the non-ski season recreational options in WNY.

Chair life details include:

- Four passenger chairlift configuration (pictured below) – called "4 CLF" by lift manufacturers
- Approximate length of 2,200 ft
- Approximate vertical rise of 600 ft
- Line speed of 300 feet/minute for foot traffic and mountain bikes
- Line speed of 450 feet/minute for skier traffic

- Approximately 72 carriers (chairs)
- Uphill capacity for skiers – 1,800 people per hour (pph)
- Uphill capacity for foot passengers and mountain bike riders – 1,200 pph
- Open for skiing approximately Dec. 15 to April 1 each season
- Open for sightseeing and mountain biking approximately Memorial Day to end of October

**The proposed chairlift cost, including installation would be \$ \_\_\_\_\_**

### 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 \$ \_\_\_\_\_**

**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 \$ \_\_\_\_\_**

### Worker Housing

I need help with this write up please

### Public Projects:

**Community Theater** - 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 \$ \_\_\_\_\_**

**Information Center and 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 which could include Electrical Vehicle charging stations. 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 \$ \_\_\_\_\_**

**Streetscaping** – In order to create a truly walkable community from the Village Center to 55 Jefferson, streetscaping and traffic calming measures will need to be planned and installed. It has long been recognized that the traffic that flows along the 219, including significant tractor trailer traffic, is an impediment to the walkability of the Village Center and out towards the ski areas. The Town and Village are committed to working with the NYS Department of Transportation to find long term solutions that will move the trucks away from the Village/Town Center. Those plans may take years. In the meantime, solutions can be implemented that will calm traffic, encourage alternative forms of transportation and make the entire stretch of Jefferson to Washington Street and the surrounding streets truly walkable.

Village Park and Town Square **I need help with this write up please**

Jefferson Street to Elk to the Library **I need help with this write up please**

Public infrastructure and traffic calming measures **I need help with this write up please**

**Lighting, drainage and paving** – in order to free up space for parking behind the businesses in the main business district, the village would need 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 \$ \_\_\_\_\_**

**Sidewalks** – Replace and repair sidewalks in and around the designated area. Some sidewalks have sunk and/or become uneven. In addition to the condition being a trip hazard, ponding of water on uneven walks can freeze during the winter to become a slip and fall hazard. In order to promote a walkable community and discourage cars in the center of the Village, its sidewalks must be in good repair and fully accessible. **Cost to replace or repair 10,000 linear feet of sidewalks \$ \_\_\_\_\_**

**Smart Lighting** – The Village currently has 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. These fixtures could also be equipped with the ability to be wi-fi hotspots. Underground wiring is in place for these poles already. **Cost for 12 poles is \$ \_\_\_\_\_**

**DPW Building Relocation** – The 2 current Department of Public Works buildings sit on prime land in the heart of the Village. The trucks, plows and equipment are in full view of the residents and visitors from the

street and the surrounding hotel rooms and it is somewhat unsightly. These buildings sit on top of two well heads of clean, fresh water that could be utilized in brewery or cider making operations. Moving DPW operations outside of the Village and re-purposing and selling the buildings for manufacturing and retail operations would beautify the Village and bring jobs to Ellicottville in this prime location. RIT Students have recently completed two different potential building renderings and cost estimates for the project that would add another shovel ready site to ELV's portfolio. **Cost to move DPW operations and market the building - \$\_\_\_\_\_**

## Administrative Capacity.

County of Cattaraugus Industrial Development Agency (CCIDA) - welcomes the opportunity to help and assist the advancement and process of the fourth round of the Downtown Revitalization Initiative for Ellicottville.

The Downtown Revitalization Initiative (DRI) is transforming downtown neighborhoods into vibrant communities where New Yorkers want to live, work and raise families. And we truly feel, Ellicottville is a very worthy recipient to be included in this year's round of funding.

Ellicottville's international "brand" and assets are right to be considered a winner this year!

The CCIDA would greatly welcome the opportunity to shepherd and direct the processes and steps should Ellicottville's application be chosen as a winner. Furthermore, the CCIDA welcomes the chance to work more closely with the leaders of Ellicottville in growing their business base by growing and enhancing further private sector company investment in making Ellicottville their next "home".

**CCIDA Mission Statement:** The purpose of the CCIDA is to retain, promote, attract and develop job and business opportunities and economically sound commerce and industry in cities, towns and villages in Cattaraugus County. The CCIDA strives to assist and promote growing industry in Cattaraugus County by helping business to be competitive and profitable by offering:

- Financial Assistance, Business Incentives, Tax Exemptions, Bonds
- Improved Utilization & Development of Local Infrastructure
- Creation of Investment, Employment & Wealth in the Community
- Recruitment of New Business

**Town/Village Engineering, Planning and Code Enforcement Department** – The Engineering Department will take a significant role in all planning and administration along with the Town and Village staff. The Town Engineer and Town Planner would draft the RFP's and scope of work, oversee any outsourced designs, and manage the bidding and construction processes. Similar to what they have recently done 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.

**Citizen Volunteers** - 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 CCIDA, Engineering and Administrative Departments of the Town and Village to complete tasks as needed.

## Other

Since we began the process of planning for Round 3 of the DRI, the first year in which Ellicottville applied, the first steps toward the goal of attracting new business to Ellicottville have successfully begun.

The in-sourcing of the Engineering Department has been completed with the new Town/Village Engineer having been on the job for 14 months. The Town Planner and Code Enforcement Officer continue to work with with the Town and Village Planning Boards to update and streamline the access to documents such as building permits and planning board meeting minutes as well as software upgrades that will help both boards streamline permitting and zoning for those that want to advance projects in Ellicottville. A new website is used to post meeting materials, updated application forms, procedures, schedules as well as the zoning coes and maps.

A number of other projects are in the pipeline and, with an award from the DRI, Ellicottville is well poised for dynamic growth in the next 1-5 years. Developers are ready to proceed with projects that are aligned with community wants and desires. The leadership of the Town and Village are 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 walkable, small-town appeal for both residents and visitors alike.

A DRI award would provide the community with 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 2021, Round Five Downtown Revitalization Initiative.

## Addendum

Locations for EV additional charging stations – Comfort Station? Others at Town Center? Other locations?

## Attachments

DRI Proposed Area map

Public Survey Results

Trail map

Add info about Broadband

Add info about planning with DOT for truck diversion

PRELIMINARY DRAFT