VILLAGE OF Marcellus

CENTRAL NEW YORK NY FORWARD

Public Meeting #1

August 20, 2026

https://www.villageofmarcellusny.gov/ny-forward

NEW YORK STATE | NY Forward

Meeting Agenda

1. Welcome
2. NY Forward Overview
3. Village Application Review
4. Next Steps
5. Visioning Exercises

2 NY Forward Overview

What is the NY Forward Program?

State directs **$4.5 million investment** to each of two communities nominated by the Central New York Regional Development Council (REDCs)

Each community develops a **Strategic Investment Plan** to identify transformative projects to be funded in part through NY Forward

Learn more: https://www.ny.gov/programs/ny-forward

NY FORWARD PROGRAM GOALS

Enhance downtown living and quality of life

Provide enhanced public spaces that serve those of all ages and abilities

Create an active downtown with a mix of uses

Provide diverse employment opportunities for a variety of skill sets and salary levels

Create diverse housing options for all income levels

Grow the local property tax base

Encourage the reduction of greenhouse gas emissions

The NY Forward process is a partnership between

Local Planning Committee (LPC) + **Community** + **New York State** + **Consultant Team**

LPC Roles and Responsibilities

Confirm the **vision and goals** for downtown revitalization

Brainstorm **ideas** and provide **direction** to consultant team at LPC meetings

Help promote **public engagement** outreach

Review and discuss potential projects submitted via Open Call

Recommend group of projects for NY Forward funding consideration

LPC Members

Co-Chairs:
Chad Clark, Mayor, Village of Marcellus
Honora Spillane, Senior VP, Centerstate CEO
Nicole Doshna
Jamie Plis
Gregory Quick
Jack Murphy
Wayne Blann
Tyler Cooper
Jennifer Tedesco
Megan Costa
Rachel Wenzel

New York State Team

DOS	Department of State – NY Forward Lead Agency DOS lead: Holly Granat
ESD	Empire State Development
HCR	Homes & Community Renewal
NYSERDA	NYS Energy Research & Development Authority
Governor's Office	Regional Representative

CONSULTANT TEAM

Stantec

- Planning & Urban Design
- Mobility
- Complete Streets
- Engineering
- Landscape Architecture

Team Members

Highland Planning – Community Engagement
BJH Advisors – Economic Development
Ideas & Action – Housing
M&P Engineering – Cost Estimating
Revby – Small Businesses
W-ZHA – Project Economics

CONSULTANT TEAM EXPERIENCE

DRI Rounds 1-5

Oswego, Elmira, Oneonta, Hudson, Albany, Schenectady, Rochester

Oswego DRI

NY Forward Round 1

Phoenix, Hamilton, Moravia

NY Forward Round 2

Brewerton, Canastota

NY Forward Round 3

Chittenango, Marathon

Overall NY Forward Process

☑ Village submitted an application to REDC and was awarded NY Forward funding

Now:

- Community planning process solicits and develops potential NY Forward projects (now through December)
  - Sponsors submit Open Call for Projects form
  - Consultant team reviews project proposals and works with sponsors
  - LPC votes to recommend list of projects for funding consideration (Strategic Investment Plan/SIP)
  - *Note*: recommended projects should total **$6-8 million** in requested NY Forward funding

Later:

- State team reviews SIP and awards projects from LPC's recommended list totaling **$4.5 million** in NY Forward funding
- Funded projects begin after contracting period
  - *Note*: NY Forward award is a reimbursable grant to project sponsors (sponsor pays initially and gets reimbursed later, typically when project completed)

NY FORWARD PLANNING PROCESS TIMELINE

Visioning

Refine the community's future vision, establish priorities and gather input

Opportunities + Challenges

Understand the community's unique characteristics and key opportunities

Project Development + Evaluation

Identify, develop, and evaluate potential projects

Project Recommendations

Recommend projects that align with the community's goals

8 Month Timeframe (June 2026 – January 2027)

Two public meetings:

- **Tonight:** vision, goals, opportunities
- **November:** review projects submitted in Open Call

Project website: **https://www.villageofmarcellusny.gov/ny-forward**

- Online survey after each public meeting for those who cannot attend
- Past presentations and meeting summaries for review

Key components of a Strategic Investment Plan

A **clear vision** for the downtown

Goals and strategies to accomplish the vision

Recommended **catalytic projects** to implement the plan

Project proposals needed

LPC issued an **open call for projects** that all project sponsors must respond to

- Village's application to the State identified potential project ideas – likely to change
- Actively working to identify additional projects
- Projects should be within the NY Forward boundary

Submit by Sept 4!

Open call for projects

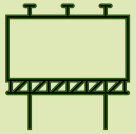
- NY Forward focuses on ***implementable projects***, not just ideas
- Online form, office hours, webinar
- Requires detailed information about project sponsor, proposed project, funding, costs, etc.
- Consultant team available to discuss ideas philip.schaeffing@stantec.com

Eligible project types

New Development and/or Rehabilitation of Existing Structures

Public Improvements

Small Project Fund



Community Branding and Marketing (Physical Components)

Ineligible project types

- Standalone planning activities
- Operation and maintenance (include staffing, utilities, rent)
- Deferred maintenance
- Pre-award costs
- Property acquisition
- Training and other continuing expenses
- Expenses related to existing programs

Eligibility Requirements

Projects must also meet the following eligibility requirements to be considered:

- Identified project sponsor with capacity and legal authority to undertake project
- Project sponsor has site control
- Large enough to be truly transformative to downtown
- Must be able to break ground within two years of receiving NY Forward award
- Financing commitments largely secured – or demonstrated to be able to be secured
- Includes decarbonization techniques
  (if new construction, substantial renovation, or building addition)

Implementable Projects vs. “Good ideas”

NY Forward funds must be designated toward capital initiatives!

3 Village Application Review

NY FORWARD BOUNDARIES

Village of Marcellus' Preliminary NY Forward Boundary

Proposed boundary

Along E Main Street from First Street to the Village boundary.

Along South and North Streets from Wilson Drive to the Green Gateway Park.

Potential projects should be within boundary – or nearby and make a case for inclusion.

Draft vision statement

"**The Village of Marcellus exemplifies the magic of a storybook small town, embracing timeless traditions while welcoming new residents and visitors with open arms and plenty of housing for those who never want to leave**. The Central Downtown is a walkers' paradise featuring thriving small businesses and pedestrian-friendly infrastructure accented with historic charm. We are known throughout New York for our second-to-none trout fishing, our community festivals like Olde Home Days that date back to our Village's inception, and our well-maintained Creek Walk, which allows pedestrians to traverse the entire length of Marcellus alongside the waters of Nine Mile Creek. We are also known for our school system that provides students with hands-on learning opportunities and involves them in Village affairs, where their opinions and suggestions are valued. We manage to combine all the draws of a must-visit destination with the neighborly feel of a classic close-knit community—and if you want to see how we do it, you'll have to Meet Us In Marcellus."

* From Village application

* These projects will not be automatically considered by the LPC. All projects must submit an Open Call for Projects form, available online.

Project ideas from the Village's application*

Private Sector: Potential $19.1M Total Investment

- **Building Renovations, Small Business Support**: support building renovations, new construction, and various improvements of commercial, retail, institutional, recreational and historic buildings. Eleven potential projects identified in application.

Public Sector: Potential $5M Total Investment

- **Downtown Streetscaping & Infrastructure**: Implementing flashing pedestrian beacons, raised crosswalks, and bump-outs designed to slow traffic. Update stormwater sewer infrastructure.
- **Cemetery & Open Space Updates:** Restore the cemetery's historic fencing and enhance/add amenities such as benches, ADA compliant pathways, and lighting to the cemetery and surrounding open space.
- **Curbside Mini-Park:** Create a multi-use pocket park downtown.
- **Green Gateway Park**: Upgrade and expand trails, stabilize the streambanks along Nine Mile Creek, remove invasive species, create a native arboretum, and add play features.
- **Village Hall Renovation & Expansion:** Façade improvements and expansion of community meeting spaces.
- **Downtown Wayfinding & Signage:** Concentrated marketing and branding campaign inclusive of public art.
- **Small Project Fund:** Establish a façade improvement grant program.

4 Next Steps

Upcoming Process

- **Online survey on project website** – Share with those who could not attend tonight so they can provide their input as well: ***https://www.villageofmarcellusny.gov/ny-forward***
- **Open Call for Projects** – Open now! **Submit by September 4th!**

- **Project development** – Consultant team will work with sponsors who submit an Open Call form to strengthen project for funding consideration.
- **Public feedback** – November open house to review submitted projects.
- **LPC vote** – LPC endorses slate of potential projects for NY Forward funding consideration.

Meetings

- LPC Meeting #1: 7/23
- **Public Meeting #1**: 8/20
- LPC Meeting #2: 9/16
- LPC Meeting #3: early October
- **Public Meeting #2**: early November
- LPC Meeting #4: early November
- LPC Meeting #5: early December
- LPC Meeting #6: mid-January 2027

Open Call for Projects: late July – early September 2026

LPC approves project slate: mid-January 2027

Strategic Investment Plan: late January-April 2027

5 Visioning Workshop

We need your input

Discuss openly, but respectfully.
There are no bad ideas!

Write, draw, speak –
whatever works best for you.
Record ideas on the table
map.

Exercises

INDIVIDUALLY

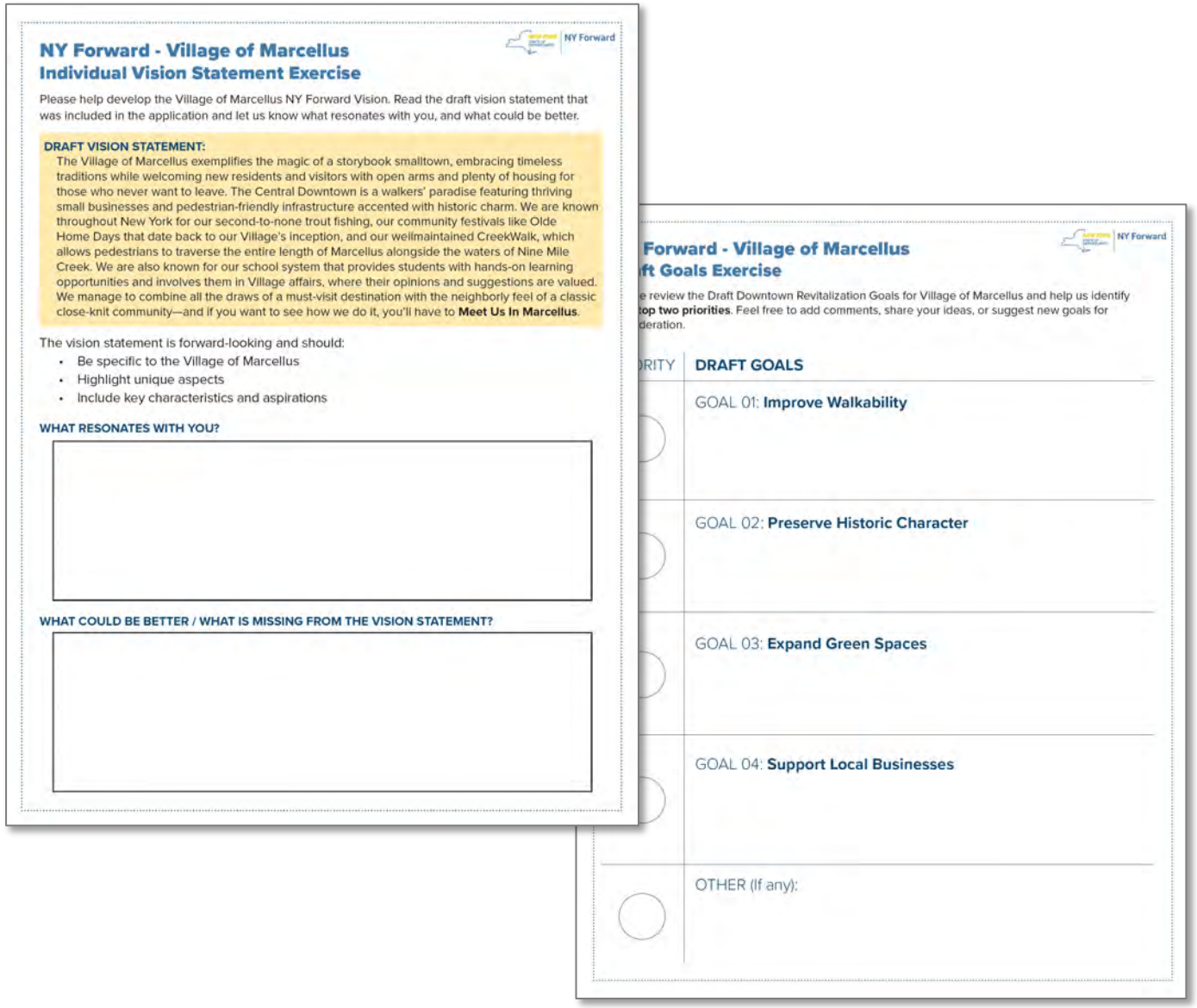
Review the Vision Statement and Draft Goals, complete questions.

IN GROUPS

Discuss project ideas, opportunities, and challenges of the NY Forward area.

Individual exercise:

- Review the vision statement. Write/ annotate what resonates with you, what could be better.
- Review draft goals and identify your priorities.



NY Forward - Village of Marcellus
Individual Vision Statement Exercise

Please help develop the Village of Marcellus NY Forward Vision. Read the draft vision statement that was included in the application and let us know what resonates with you, and what could be better.

DRAFT VISION STATEMENT:

The Village of Marcellus exemplifies the magic of a storybook smalltown, embracing timeless traditions while welcoming new residents and visitors with open arms and plenty of housing for those who never want to leave. The Central Downtown is a walkers' paradise featuring thriving small businesses and pedestrian-friendly infrastructure accented with historic charm. We are known throughout New York for our second-to-none trout fishing, our community festivals like Olde Home Days that date back to our Village's inception, and our wellmaintained CreekWalk, which allows pedestrians to traverse the entire length of Marcellus alongside the waters of Nine Mile Creek. We are also known for our school system that provides students with hands-on learning opportunities and involves them in Village affairs, where their opinions and suggestions are valued. We manage to combine all the draws of a must-visit destination with the neighborly feel of a classic close-knit community—and if you want to see how we do it, you'll have to **Meet Us In Marcellus**.

The vision statement is forward-looking and should:

- Be specific to the Village of Marcellus
- Highlight unique aspects
- Include key characteristics and aspirations

WHAT RESONATES WITH YOU?

WHAT COULD BE BETTER / WHAT IS MISSING FROM THE VISION STATEMENT?

Forward - Village of Marcellus
ft Goals Exercise

e review the Draft Downtown Revitalization Goals for Village of Marcellus and help us identify **op two priorities**. Feel free to add comments, share your ideas, or suggest new goals for deration.

RITY	DRAFT GOALS
	GOAL 01: **Improve Walkability**
	GOAL 02: **Preserve Historic Character**
	GOAL 03: **Expand Green Spaces**
	GOAL 04: **Support Local Businesses**
	OTHER (If any):

What will Marcellus look like in 5-7 years, after NY Forward investment is complete?

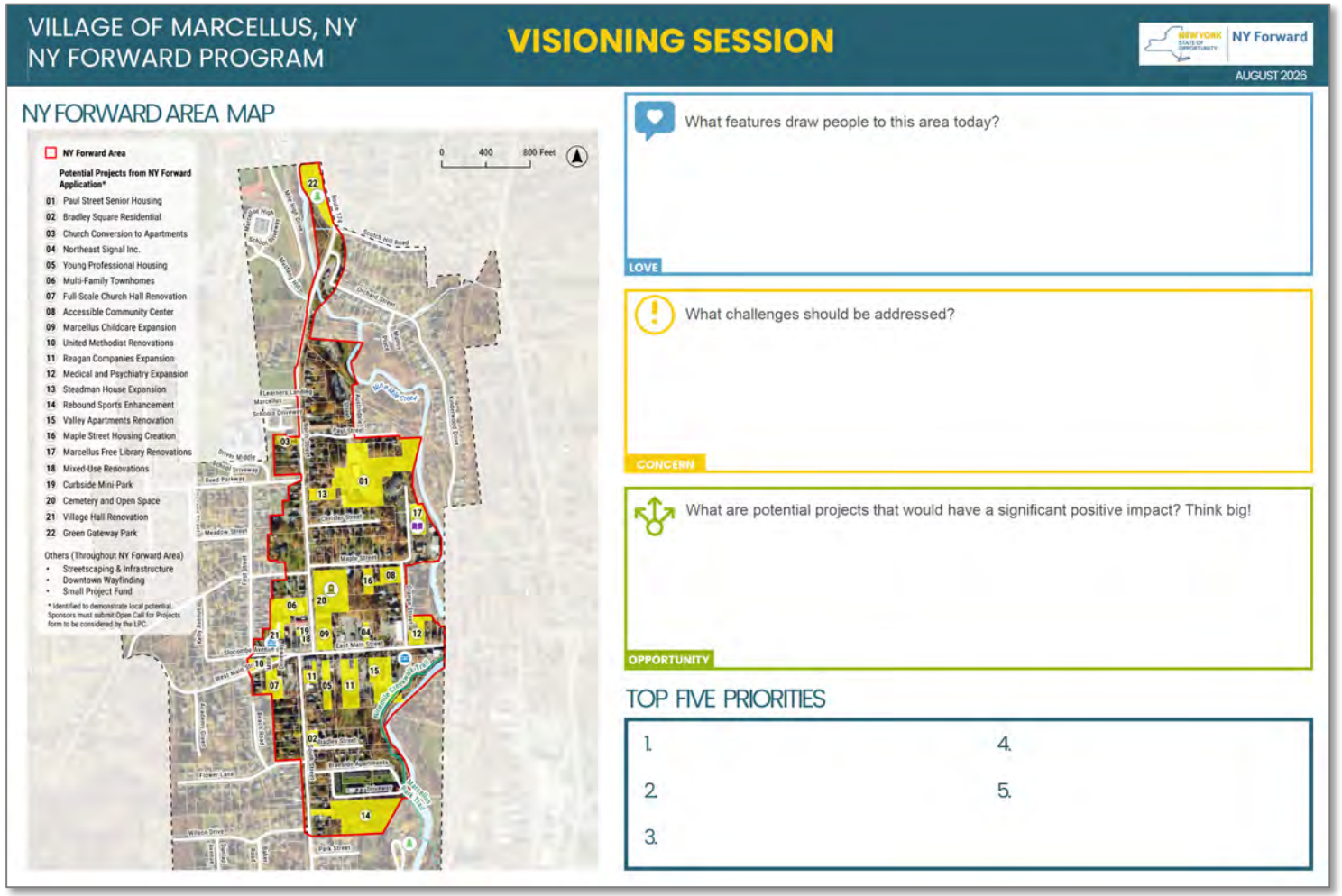
- Future-focused, aspirational, inspiring
- Specific to Marcellus
- Concise
- General enough to not be affected by short-term changes

Group discussion:

Identify a notetaker and reporter at your table.

- Identify strengths and challenges.
- Review potential projects and suggest new ones.
- Agree on 3-5 shared priorities: **what should NY Forward help achieve?**

Report back to the room on your priorities.



After tonight: take the online survey

Surveys available on project webpage: https://www.villageofmarcellusny.gov/ny-forward

- Community survey for everyone. ->
- Public meeting survey for those unable to attend tonight.
- Surveys available online until **September 4**.

https://forms.cloud.microsoft/r/j6eGypYzCb

Marcellus NY Forward

Help us with your ideas to continue the Village's momentum!

https://www.villageofmarcellusny.gov/ny-forward