

WELCOME!

Willard Campus Redesign

OPEN HOUSE

Your Community. Your Ideas.





Open House Format

Welcome! Today's Open House is very relaxed and informal. Please feel free to mill around, going back and forth among displays of information and materials, familiarizing yourself with the history of the Willard Campus and the existing conditions of the buildings and site.

We are seeking your input on what you'd like to see the campus reused for. Use the stickers, pens, markers, and Post-It Notes provided to comment on questions, share ideas, and mark-up maps.

If you would like to provide more extensive input, fill out a comment sheet found throughout the room.

If you would like to discuss a particular topic, concern, or idea, please come to one of the Open House Facilitators. We will be circulated throughout the room.

Thank you for stopping by today!



Be Present. Be Heard.

Who is involved with planning for the site?

Local Lead: Seneca County IDA

Consultant Team: MRB Group, EDR, HRP Associates, Bero Architects

Willard Task Force Members:

- Kyle Barnhart, Town of Lodi Supervisor
- Ave Bauder, Cornell Cooperative Extension
- Joseph Borst, Town of Ovid Supervisor
- Tom Bouchard, Town of Romulus Planning Board
- Sarah Davis, Seneca County IDA
- Michael Enslow, Seneca County Chairman
- Ben Guthrie, Seneca County IDA
- David Hayes, Town of Romulus Supervisor
- Jill Henry, Seneca County Planning Department
- Dave Hewitt, Seneca County IDA
- Theresa Lahr, STEPS
- Joe McGrath, Seneca County Planning Department
- Bruce Murray, Boundary Breaks Vineyard
- Elizabeth Partee, Town of Tyre Supervisor
- Mitch Rowe, Seneca County Manager
- Jeff Shipley, Seneca County Chamber of Commerce
- Craig Williams, Romulus Historical Society

What is the Willard Campus Reuse Study?

The Willard Campus Reuse Study is investigating the current conditions of the site, as well as the regional and local economic conditions. This information, along with input from community stakeholders, is being used to identify possible future uses for the site and to develop a conceptual site master plan. Finally, it will provide a strategy for the community to advance the site's redevelopment in an effort to avoid further deferred maintenance and deterioration.

Why do we need to have a Reuse Study?

Given the scale and scope of the campus, there is not one easy and obvious solution for its future. As such, it is prone to prolonged vacancy unless there are proactive measures taken to plan for and advance its redevelopment. The reuse study will help to:

- Position the local community to take an active role in the future of the site
- Clarify and communicate the community's vision for the site's redevelopment to the state and potential developers
- Provide a conceptual site master plan to aid in visualizing the ideal scenario
- Analyze the local economic impact of the proposed redevelopment plan
- Offer clear and actionable steps that local community partners can take to encourage redevelopment at the site

Station
3

History of the Site

1857-1860

NYS Agricultural College

1869-1890

Willard Asylum for the Chronic Insane

1890-1974

Willard State Hospital

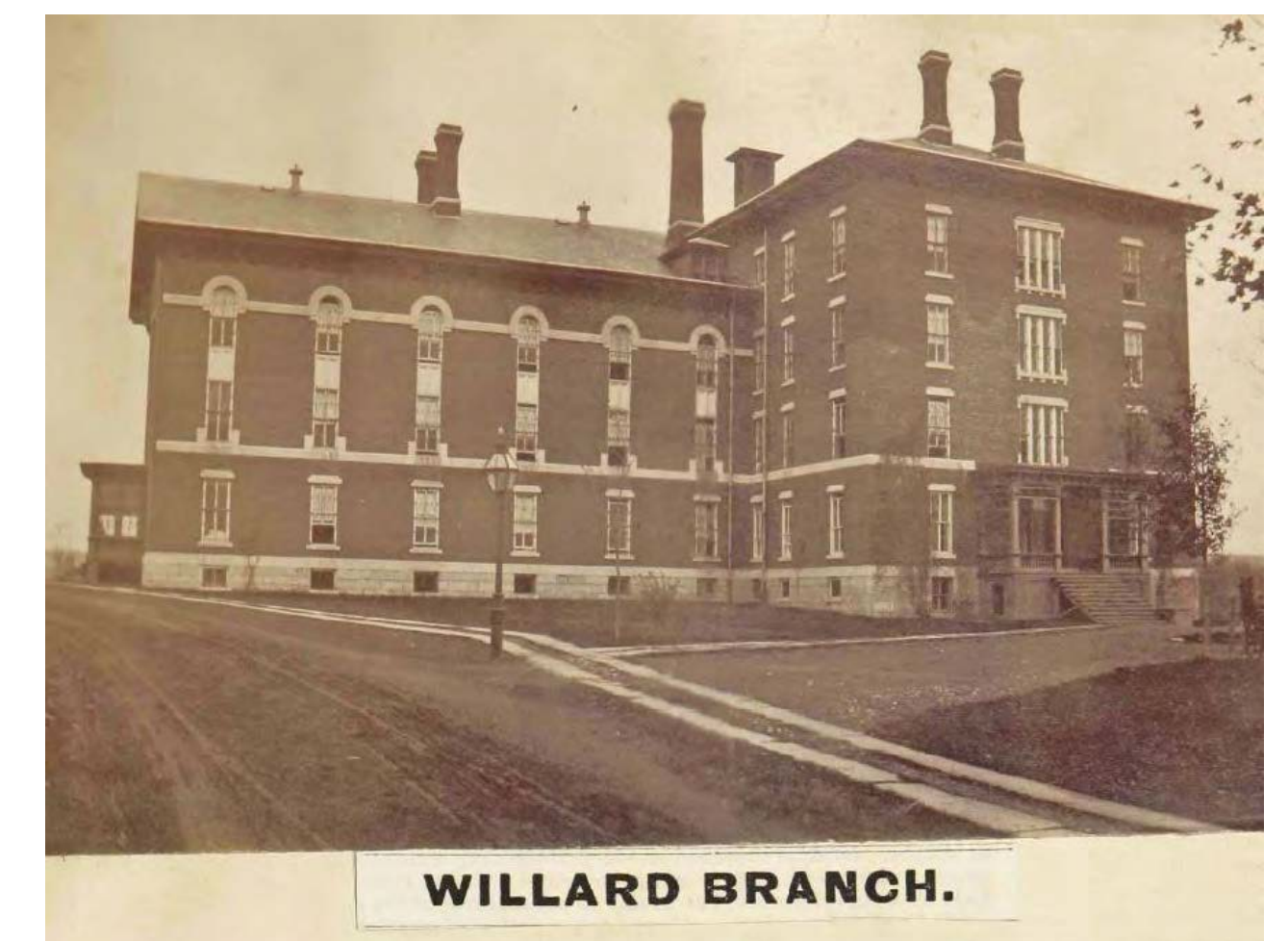
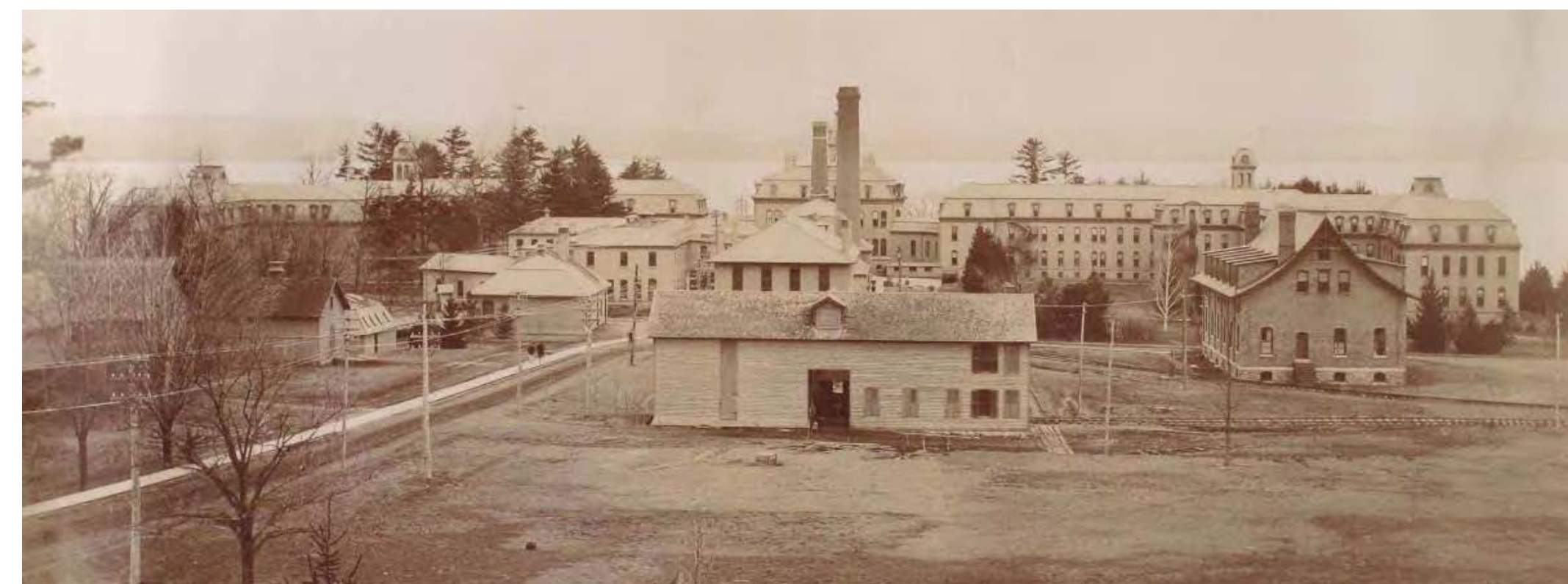
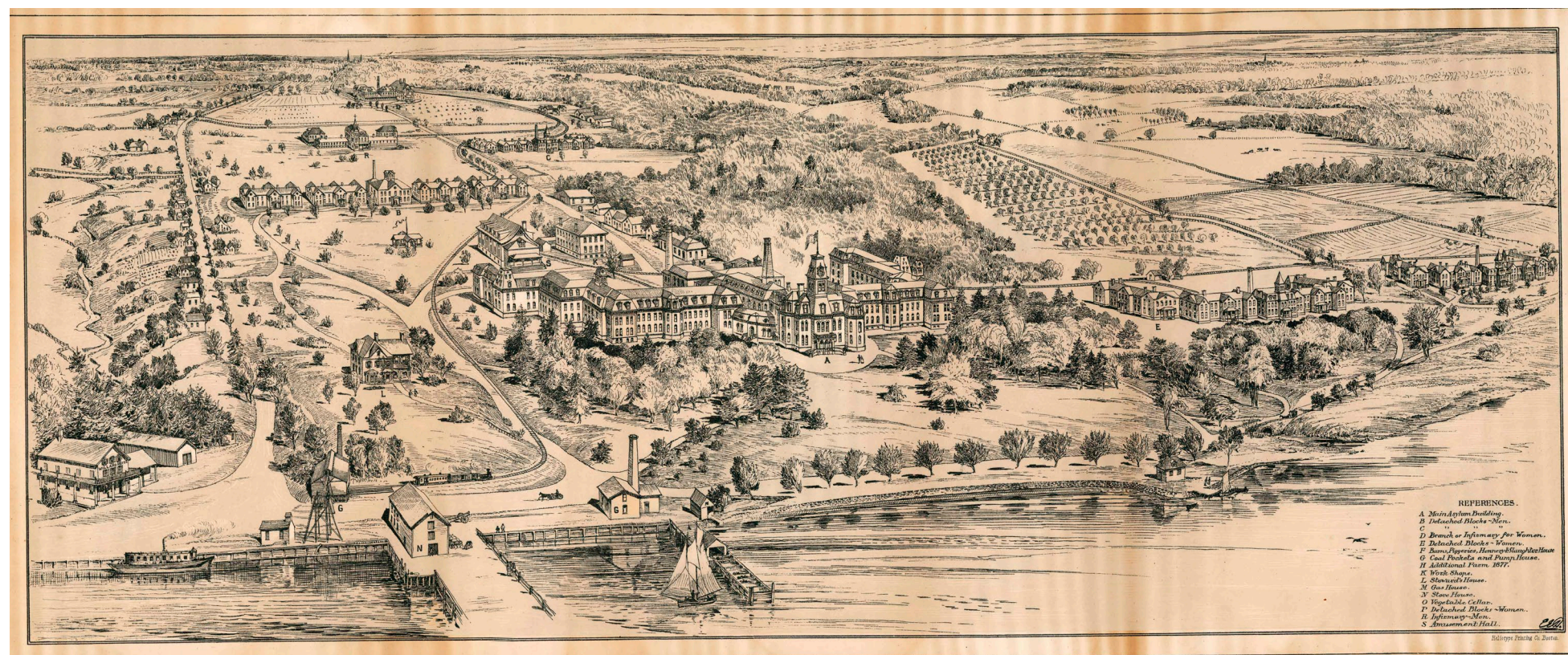
One of many state hospitals drawing from the region

1974-1995

Willard Psychiatric Center

1996-2022

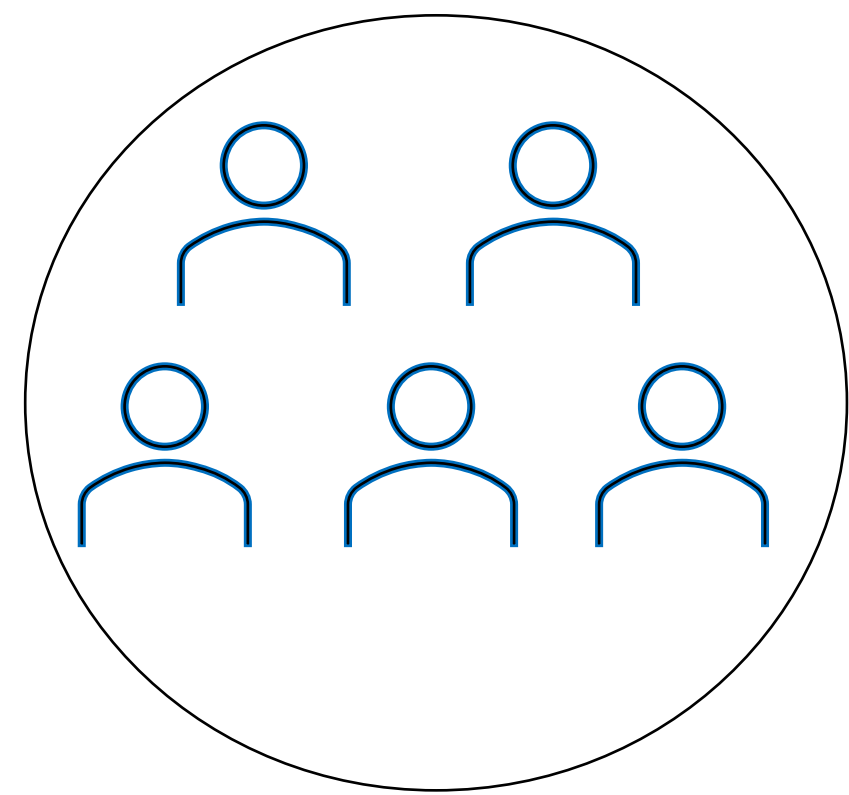
Willard Drug Treatment Campus



Station
4

Summary of Market Conditions

Seneca County Demographics 2022



Total Population
33,268




Median Age
43



Total Households
13,246



Average Household Size
2.35 



Median Household Income
\$61,329



Source: ESRI

Jobs

Top 5 employing industries in Seneca County and projected growth

Industry	2022 Jobs	% of total Jobs 2022	2032 Projected Jobs	Growth Rate
Government	2,722	23.5%	2,574	-5%
Manufacturing	2,026	17.5%	1,995	-2%
Retail Trade	1,845	15.9%	1,867	1%
Accommodation and Food Services	1,413	12.2%	1,941	37%
Health Care and Social Assistance	701	6%	627	-11%

Total Jobs in Seneca County 2022= 11,589

Source: Lightcast



Summary of Market Conditions

Summary of Real Estate Opportunities in Seneca County

Multi-Family Housing: Low vacancy (2.3%), new units fill quickly, rental rates are growing → **Tight market, likely unmet demand**

Office: Low inventory, fluctuating vacancy, no new office space in a decade → demand is volatile, there may be some opportunity for a limited amount of new/renovated office space

Top growing office space using industries, 2022-2032 (+jobs):

1. Management, Scientific and Technical Consulting Services (+1,233)
2. Services to Buildings and Dwellings (+839)
3. Architectural, Engineering, and Related Services (+614)
4. Other Professional, Scientific, and Technical Services (+559)
5. Offices of Dentists (+507)
6. Offices of Other Health Practitioners (+411)

Industrial: Low vacancy (1.1%), consistent demand, little (if any) available space, signs of strengthening demand → **unmet demand for industrial space**

Top growing industrial space using industries, 2022-2032 (+jobs):

1. Warehousing and Storage (+819)
2. Semiconductor and Other Electronic Component Manufacturing (+762)
3. Communications Equipment Manufacturing (+597)
4. Couriers and Express Delivery Services (+495)
5. Dairy Product Manufacturing (+287)
6. Beverage Manufacturing (+275)

Retail: Low vacancy (2%), inventory has remained fairly consistent, mostly smaller spaces have been built and occupied → **some existing demand for small retail spaces, but not a tight/competitive market**

Top growing retail space using industries, 2022-2032 (+jobs):

1. Restaurants and Other Eating Places (+4,290)
2. Other Amusement and Recreation Industries (+1,150)
3. General Merchandise Stores, Including Warehouse Clubs and Supercenters (+1,129)
4. Automobile Dealers (+312)
5. Drinking Places (Alcoholic Beverages) (+287)

Hospitality: (hotels only), recently occupancy and room rates have been increasing, and are stronger than both the previous year and the 10-year average → **evidence of greater visitor interest and demand**

- 573 rooms
- 12-month occupancy rate 56.1% (up 8.1% vs prior 12 months)
- 12-month Average Daily Rate \$138 (up 13.1% over prior 12 months)
- 12-month Revenue Per Available Room \$77 (up 22.2% over prior 12 months)
- Projected Traveler Accommodation Employment Growth through 2032= **+670**



Ideas for Development

What type of development do you want to see at the Willard Campus?

(Add a sticker next to all that apply and/or mark directly on the map)

New trails, bike lanes, sidewalks		Light Manufacturing (e.g., winery, brewery, food processing, artisanal products, etc.)	
Public transportation access		Entertainment /nightlife	
Parking		Music, arts and cultural programming	
Parks and greenspaces		Event venues	
Better use of the waterfront		Hotel/lodging	
Public art		Indoor sports and recreational facilities	
Signage (gateway and wayfinding)		Outdoor sports and recreational facilities	
Rehabilitation of old or vacant structures		Educational services and facilities	
General improvements (landscaping, lighting, benches, etc.)		Sustainable development and green jobs	
Affordable housing/apartments		Healthcare services	
Market-rate housing/apartments		Public internet access	
Dining/restaurants		Childcare services	
Shopping and retail		Improved accessibility for persons with disabilities	
Grocery and fresh food options		Veterans' services	
Office and co-working space		Cold Storage	
Senior/Assisted Living		Community Center	



Creative & Open Thinking

Do you have other ideas for potential reuse of the Willard Campus?



From the Kids...

Using the bubbles and sheets of paper provided, tell us what's cool about the Willard Campus and/or what's needed to make it more fun. Feel free to either use words or draw pictures!

