

## STRATEGIC PLANNING

Tuesday, March 6, 2018 – 5:40 p.m.

Police Training Room – Olean Municipal Building

Present: Members: Chairman Gonzalez, Vice Chairman Andreano, Alderman Witte, Alderman Crawford, and Alderman Smith. Others: Alderman Dougherty; Alderman George; Mayor William Aiello; Nicholas DiCerbo, Jr., City Attorney; Fred Saradin, City Auditor; Keri Kerper, Community Development Program Coordinator; Bob Ring, Director of Public Works; Jeff Rowley, Police Chief; Ed Jennings, Code Enforcement Supervisor, and Tiffany Taylor, Managerial Confidential Administrative Secretary.

### 1. Roll Call

Alderman Gonzalez called the meeting to order at 5:40 p.m. and asked that the record show that all committee members were present.

### 2. Approval of Minutes of the Previous Committee Meeting (Tuesday, February 20, 2018)

A motion to approve the minutes of the February 20, 2018 meeting was made by Alderman Gonzalez, seconded by Alderman Crawford. Voice vote, ayes all. Motion carried.

### 3. Unfinished Business

None

### 4. New Referrals for Consideration

#### a. Farmer's Market Presentation

Alderman Gonzalez introduced Tammy Hilmey, Dennis Cook, Matt Hopkins and Jeff Belt, who have been working on the design for the Farmer's Market Project.

Ms. Hilmey stated that she began the design by looking into the history of Lincoln Park. The Park was originally the front lawn of the Governor's mansion. At that time, it was very heavily wooded and landscaped. Now, it is used for concerts during the summer, but for the most part, it is a pass through than a meeting space.

She explained that they met with REAP, the local farmer's market group, who is currently existing as a pop up market. They currently have about 20 vendors, and they are trying to get new members to participate. Having a permanent market would lower vendor's initial costs and could attract new ones.

Alderman Crawford questioned if there are two markets in the area, and Alderman Dougherty replied that REAP is currently located in the mall parking lot, and the other is at Tractor Supply. Ms. Hilmey stated that REAP requires that their vendors only sell locally grown produce or locally made products, which is a benefit to the area. Mr. Belt stated that the president of REAP feels that the permanent market could bring the two back together again. Alderman Andreano added that she thinks that REAP lost vendors because of the constant need to switch locations. Ms. Hilmey stated that a permanent market would allow REAP to implement additional programs, as they would not longer need to worry about logistics.

Ms. Hilmey explained that she wanted the market to be something that would also be an asset to the City. She presented renderings of a pavilion style market that could be used for other events as well. The pavilion would allow vendors to back up into the space, so that they could unload straight out from behind their trucks. She stated that this is a park and it is part of the City, so the market needs to speak to the farmer vernacular but also be elegant in the park. The pavilion is simple in terms of structure, maintenance, and cost, but it does not skimp on quality.

She continued in showing the rendering of a pavilion with a restroom facility in the middle, and two wings extending on either side. She stated that it is possible that the large oak tree in the area is one given to the Mayor of the City at the time by President Roosevelt, so the plan is to keep this tree intact. In fact, the plan is to keep as many trees as possible. There are some that may need to be removed, but the group has had conversations with the City Forester and will work with her in order to remove and replace the trees.

The pavilion is completely open to the park, and accessible to everyone. It will blend into the park itself. There is also a possibility to add vinyl roll down sides to the pavilion at a later time to protect against inclement weather, as well as to allow the structure to be heated.

The “spine” of the park is kind of “dead”. She showed photos of Gramercy Park in New York City, which were used for inspiration for the design. The plan is to highlight the center walkway and add seating areas to bring focus back to the center of the park.

Ms. Hilmey continued in stating that another feature of the park as a destination and gathering space is a “play” area and “picnic” area. Due to the nature of the park, this will not be a playground with equipment. It would be a “naturescape” playground using natural elements that are for kids of all ages.

The plan is to install fencing on the East State Street side that is similar to what was used for the Governor’s Mansion when it was still in this location. This will create an interior space for the park. Alderman Andreano mentioned that the Governor’s grandson is still in Olean, and we could possibly check with him to see if he has memorabilia that could be contributed. Ms.

Hilmey stated that there were thoughts of tiling the restroom facility to include photos of the original mansion.

Ms. Hilmey explained that the thought for the roof was to maintain longevity of the structure. The thought was to use standing seam metal, but they are leaning towards metal tiles, of which samples were presented to the Council. The tiles look like asphalt tiles but with a metal sheen. The fence would be stone with metal in between. It is hard to tell from the photographs what exactly was used for the mansion, but the plan is to keep the same aesthetic.

Alderman Gonzalez stated that he feels that this is a great design. He questioned if the spots on South Street would be used for vendors. Mr. Cook stated that this is still the idea. Alderman Crawford asked if vendors who are operating on the other side of the pavilion would need to carry their product through, and Ms. Hilmey stated that they would. Alderman Crawford asked if there would be a higher price for vendors who had back-in spaces, and Ms. Hilmey replied that she believes so. Mr. Cook added that some vendors may be able to carry their products in easier than others (such as potholders versus watermelons).

There was some discussion regarding parking. Ms. Kerper stated that there is parking on Barry Street, and Mayor Aiello added that there is parking on both North and South Union Streets. Mr. Cook added that there is a church parking lot adjacent to the park that will be available when there is not a function at the church. Alderman Gonzalez stated that he wants the market to be walkable, and doesn't want to put out the feeling that he thinks more parking is needed. Ms. Hilmey stated that there is currently one handicapped accessible parking spot on South Street, and it is possible to create additional handicapped accessible parking spots that are temporary for when the market is open.

Mr. Belt stated that a similar market in Cincinnati became so popular, that more spaces had to be added onto the existing pavilion. If this market becomes that popular, the plan is for it to "outgrow" down North Union and West State Streets. There is currently a DRI application submitted for improved walkability in this area, and if Phase III is granted funding and completed, parking will become even less of an issue. The biggest parking issue now is the long crossing distance across East State Street, and the Phase III plans would eliminate this issue.

Ms. Hilmey stated that a few parking spaces on South Street are eliminated to create an entrance for the market. There is a planned eight foot market space on each side, with a ten foot center spine space. There is twelve feet between each support post, which allows for an approximate 10 foot by 8 foot module for vendors.

Alderman Crawford questioned if there would be lighting in the structure, and Ms. Hilmey replied that there would be. Alderman Crawford added that he likes the idea of using this structure for other events as well.

Alderman George questioned if there were still plans for an area for a food vendor. Ms. Hilmey showed a pavilion / bistro area on the South Union Street side of the corridor. The plan is to have the area “catering equipped” to allow for local restaurants to come in for catering. Mr. Belt added that the idea is to rent the space to local restaurants for a week at a time to create a sort of all summer long “Taste of Olean”. A similar bistro area has been programmed very successfully into Bryant Park in New York City.

Alderman Crawford questioned if there would be a benefit to moving the bistro area closer to the pavilion to allow for catering for other events. Mr. Cook replied that the pavilion itself is “catering equipped” as it will have electric on every vertical support post.

Alderman Witte voiced concerns with skateboarders and potential vandalism to the structure. Chief Rowley replied that we can’t keep people out of the pavilion, as it is a public park, and we can’t really stop anyone that isn’t causing damage. We do have issues with people using electric after hours when they shouldn’t in other parks. Mr. Cook responded that there will be a room in the center of the structure near the restrooms which will allow the electric to be turned on and off as needed. Ms. Hilmey stated that there are also plans for a camera or cameras.

Mr. Belt stated that one concern is for electric wheelchairs. The market at the mall expressed that when people came to purchase goods, they would sometimes become stranded because their motorized wheelchairs would run out of power. There are ideas to allow for charging for these sort of situations at the permanent market. He explained that there are also intentions to extend Wi-Fi from the City Building across through the park to allow for vendor usage. A lot of the vendors need the Wi-Fi in order to take credit and debit card payments.

Ms. Hilmey stated that the wishes from REAP were very simple and are all met by this plan, including the double corridor, power, and Wi-Fi.

Alderman Smith questioned the plan if the market outgrows the spaces in the pavilion. Mr. Belt explained that the plan is to move additional vendors into downtown Olean and seamlessly integrate the market into the downtown. This would be similar to the “StrOlean” event that was held.

Alderman George stated that he feels that this plan was very well thought out and well put together. This would be a great asset to the City. Alderman Witte added that it would add additional revenue to the City as well.

Alderman Crawford asked if any changes are proposed for the pavilion that is currently in the park. Ms. Hilmey stated that the Rotary Club, who originally had the pavilion built, would like to open it up. Mayor Aiello stated that they would like to open up the stairs and put wings onto the pavilion with a stage area between the wings.

Mr. Belt stated that this is a very talented local design team. The key to successful execution of revitalization projects is solid planning, and this group has done just that for this project.

Ms. Kerper stated that the next step in the process is a public meeting, which will allow the public the opportunity to see the plans and speak with the team to provide input. From there, the project will come back to the Council for action and SEQR review.

Alderman Gonzalez thanked everyone for coming and for taking the time to speak with the committee.

5. Approval of Committee Reports

None

6. Adjournment

A motion to adjourn was made by Alderman Gonzalez, seconded by Alderman Smith. Voice vote, ayes all. Motion carried. Meeting adjourned at approximately 6:35 p.m.