

WELCOME!

Willard Campus Reuse

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 project, what we heard at the first open house, and some conceptual ideas for the various uses that could exist on the Willard Campus.

We are seeking your input on the conceptualization of the reuse of the campus. The conceptual master plan does not indicate what the campus will be redeveloped for but is showing various ideas that could exist based on the market analysis and what we heard at the first Open House.

If you would like to discuss a particular topic, concern, or idea, please come to one of the Open House Facilitators. We will be circulating 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
- Kyle Lovell, 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 master plan. Finally, it will provide a strategy for the community to advance the site's redevelopment to avoid further deferred maintenance and deterioration.

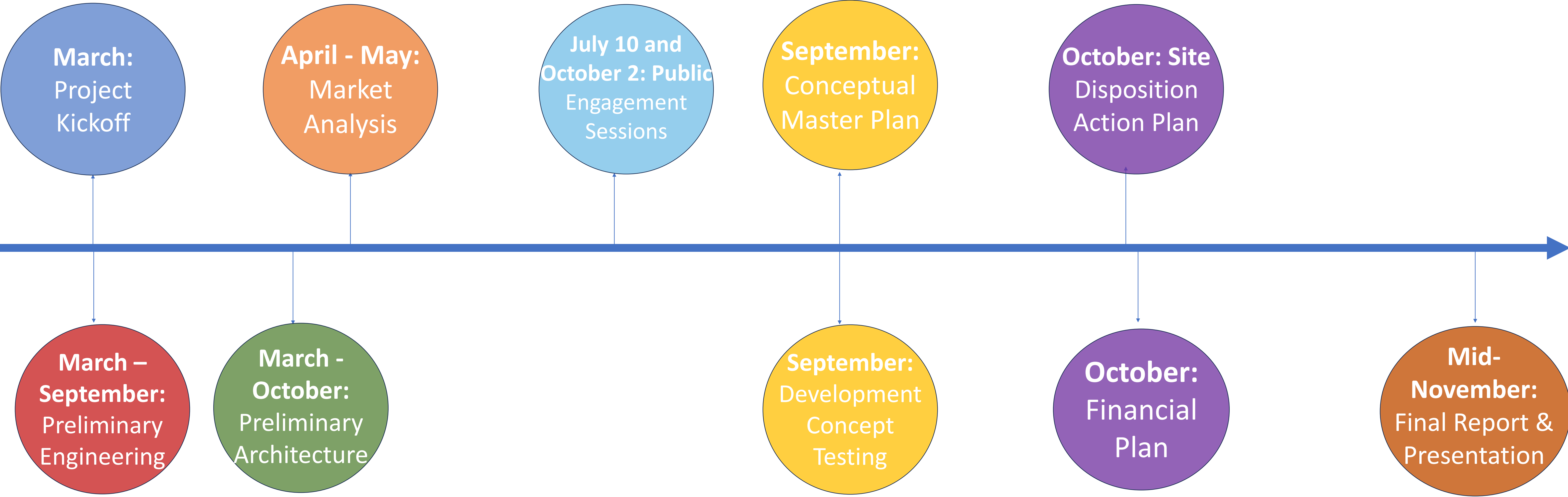
Why do we need to have a Reuse Study?

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 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

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Project Scope & Timeline



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History of the Site

1857-1860

NYS Agricultural College

1869-1890

Willard Asylum for the Chronic Insane

1890-1974

Willard State Hospital

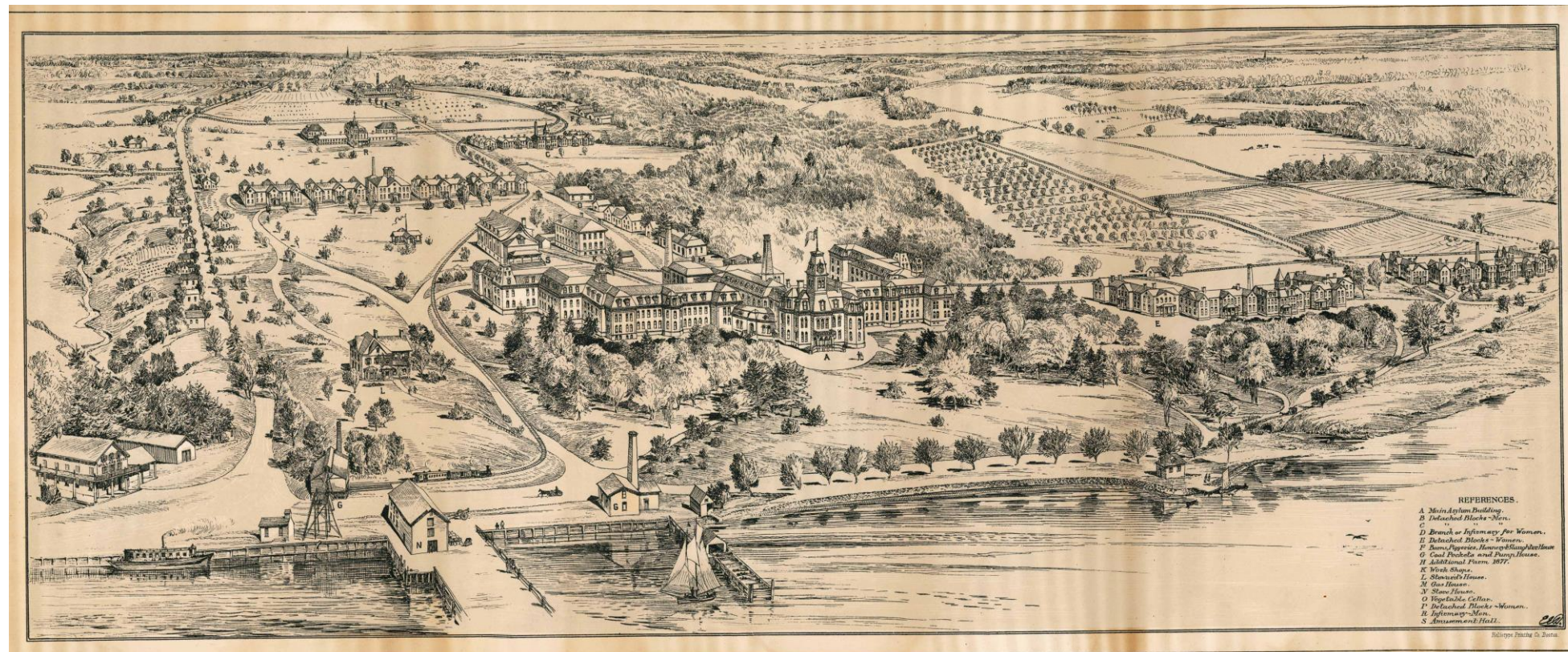
One of many state hospitals drawing from the region

1974-1995

Willard Psychiatric Center

1996-2022

Willard Drug Treatment Campus



Summary of First Open House

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

Historical Preservation

- Keep historical landmarks
- Museums
 - Walking museums
 - Mental Health Museums
 - History of Asylums - reflecting mental health history that is tied into community history.
- Recognition of Native people's history and traditions

Community

- Community gardens, farmer's markets
- Community centers
- Reopen Willard Daycare center
- Pickleball courts
- Parks/trails
- Public waterfronts
- Childcare

Environment

- Impact, wildlife refuge, reuse center
- Animal shelters, dog parks
- Cleaning up lake for public use and giving public lake access

Others

- Renovate Hadley Hall – turn it into a community center
- More affordable housing

Station
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Summary of First Open House

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

Note: Result of sticker dot exercise. Size of word indicates number of dots. The larger the word, the more times people mentioned



Market Study Findings

Industrial

- Food and Beverage
- Dairy Product Manufacturing
- Beverage Manufacturing
- Commercial Printing
- Warehouse & Storage

Accommodation & Food Service, Entertainment

- Restaurant & Bars
- Traveler Accommodation (e.g., Hotels, motels, inns, etc.)
- Amusement & Recreation (e.g., mini-golf, sports & recreation clubs, laser tag, escape rooms, skate parks, etc.)

Health Care & Social Assistance

- Dentists
- Vocational Rehabilitation Services
- Other health practitioners (e.g., acupuncturists, respiratory therapists, dieticians, midwives, etc.)

Housing

Indication of Housing Demand in Seneca County

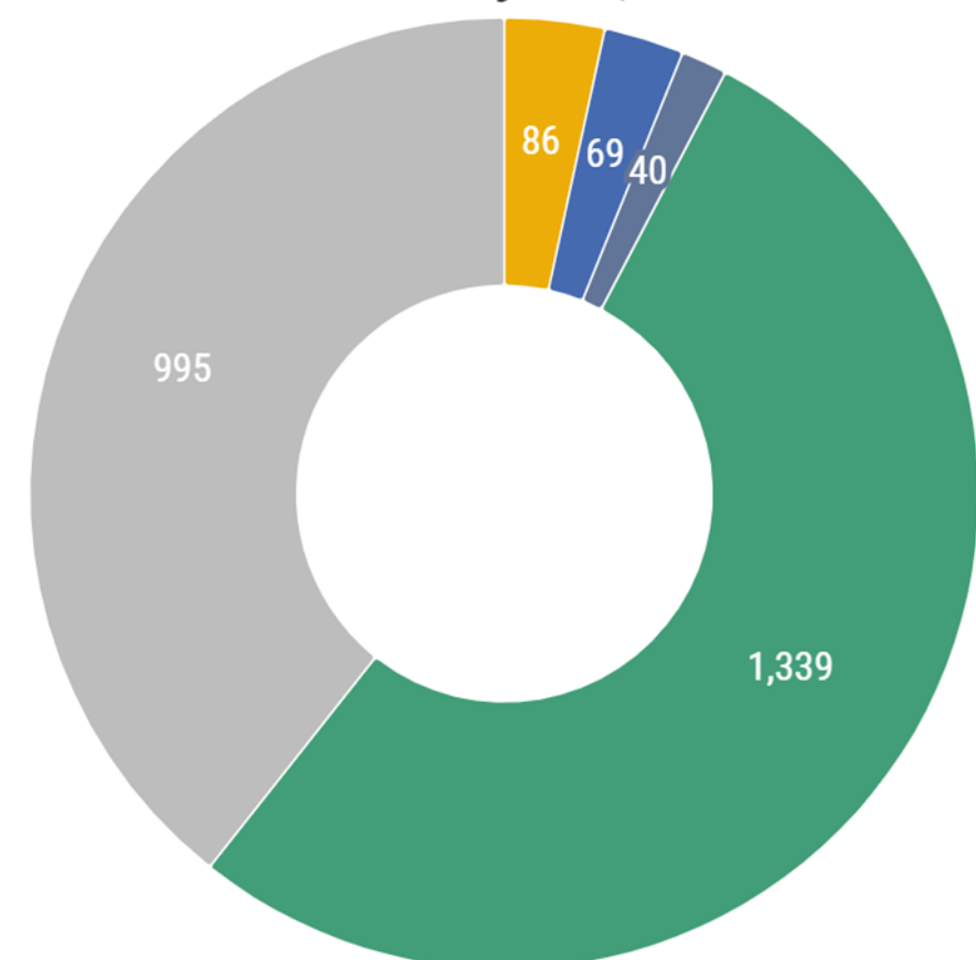
- 52% of vacant housing is seasonal/occasional use
- Home values have been increasing, and anticipated to continue increasing
- Low inventory of homes for sale
- Multi-family units in the Co-Star database experience low vacancy and increasing rent rates.

Important to address affordability for workforce and low-income families as housing and construction costs continue to increase

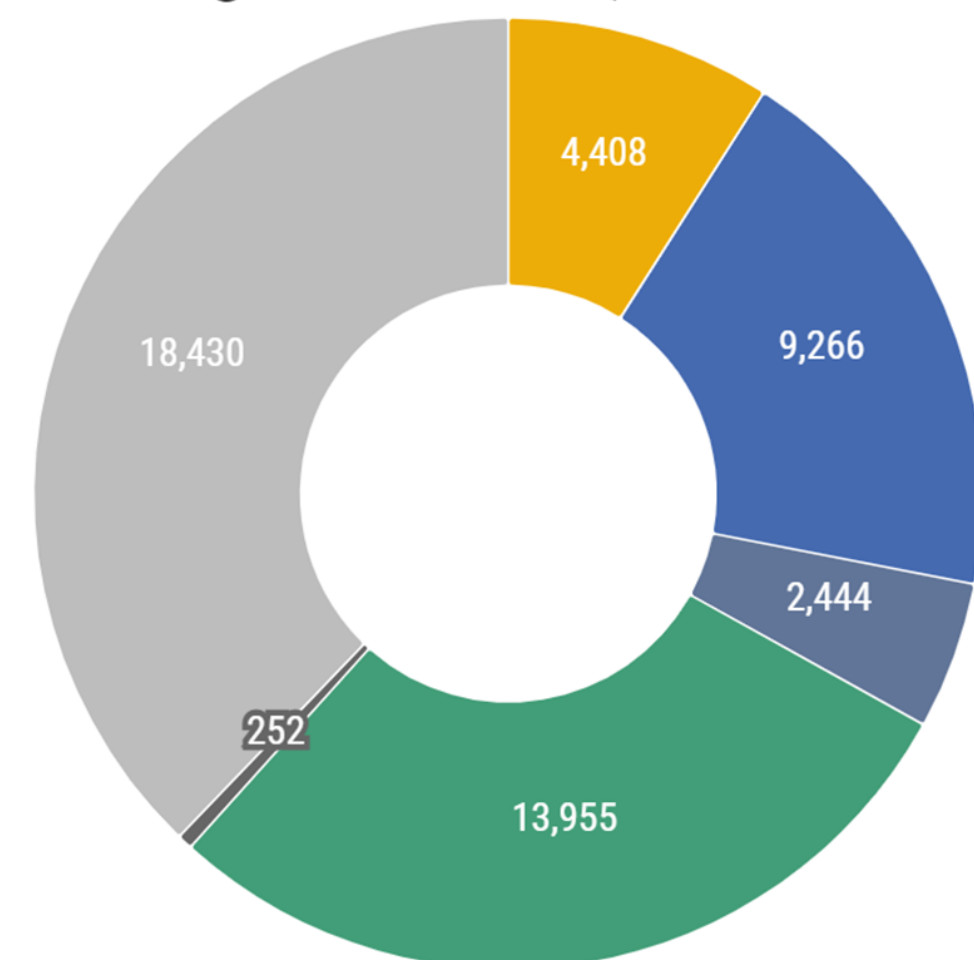
Vacant Housing Units

- For Sale/Sold
- For Rent
- Rented, not occupied
- Seasonal/Occasional
- Migrant Worker Housing
- Other

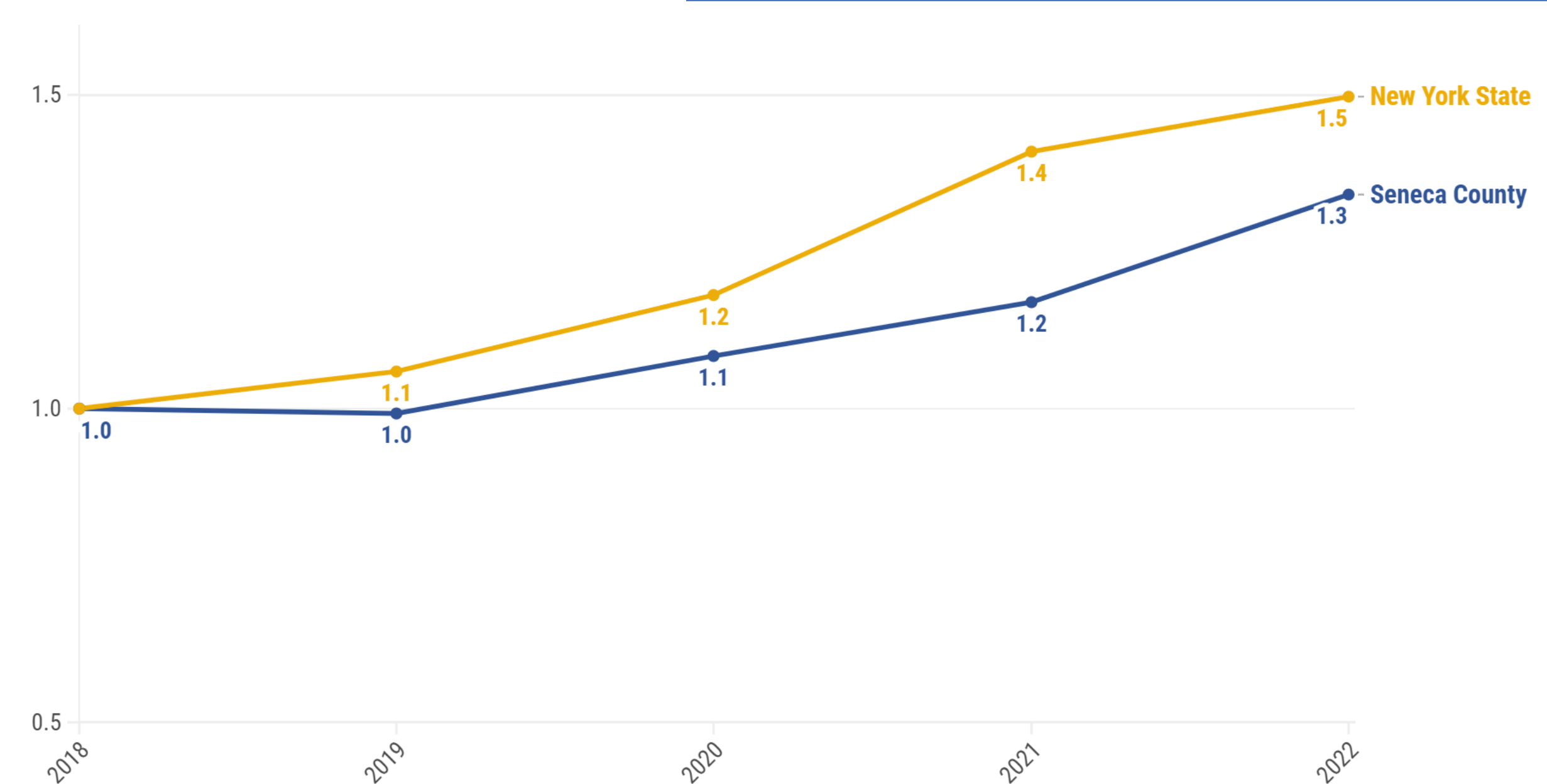
Seneca County - 2,529 Units



Finger Lakes - 48,755 Units



Historical Median Prices Index: 2018 = 1.0



Source: NYSAR Annual Real Estate Report, 2022

Source: Esri, US Census Bureau 2017-2021 American Community Survey



Ideas for Reuse

How was the Conceptual Master Plan Created?

- Multiple site visits by the consultant team (architects, landscape architects, engineers, real estate/market analysts)
- Review of existing documents for existing buildings and infrastructure
- Completed market study to determine highest and best use
- Public input from Open House held on July 10th
- Understanding of various items:
 - ‘Fixed’ assets such as certain buildings and infrastructure (i.e., roads, bridges, wastewater, water, power, etc.)
 - Topography of the land (i.e., steep slopes, streams, lake, views, etc.)
 - Regional context (i.e., golf course, cemetery, Willard hamlet/Main Street, Sampson State Park, waterfront trail, etc.)



Ideas for Reuse

DISCLAIMER: This is a conceptualization of various uses that could exist on the Willard Campus. These are not recommendations or actual plans for redevelopment.

Thoughts? Comments?

