

# Willard Campus Reuse

## Presentation



# Who is Working on the Study?



## Who is involved with planning for the site?

**Local Lead:** Seneca County IDA



## Consultant Team:

- MRB Group
- EDR
- HRP Associates
- Bero Architecture



## 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

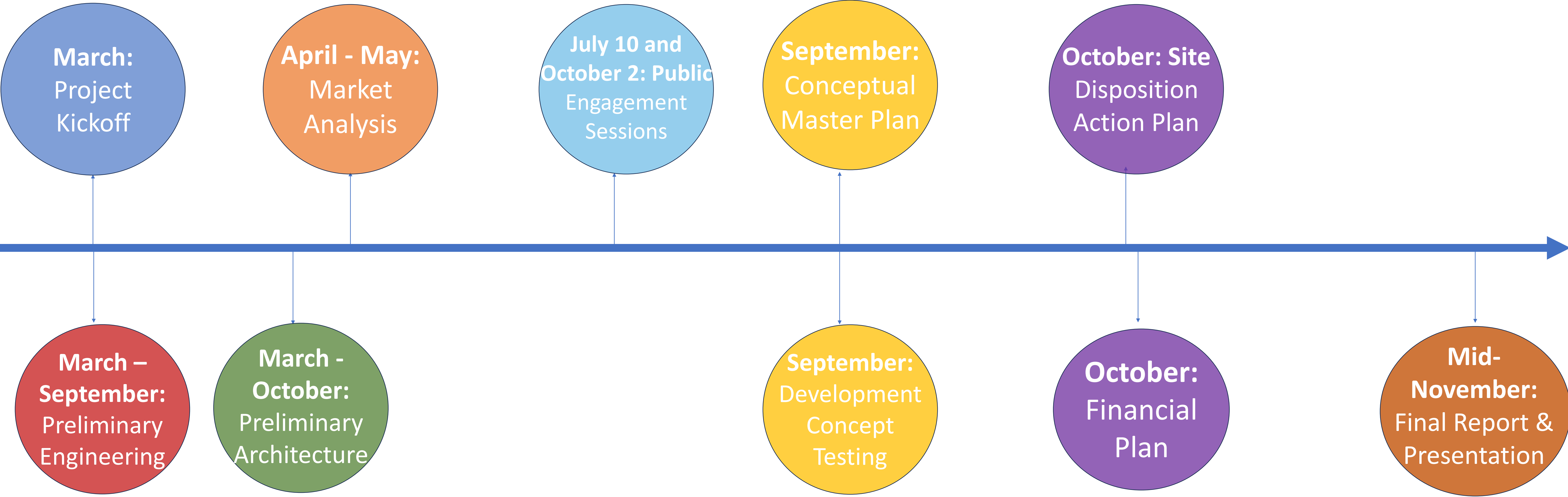
# Why Undertake the Study?



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

# Scope & Timeline



# History of the Site

1857-1860

NYS Agricultural College

1869-1890

Willard Asylum for the Chronic Insane

1890-1974

Willard State Hospital

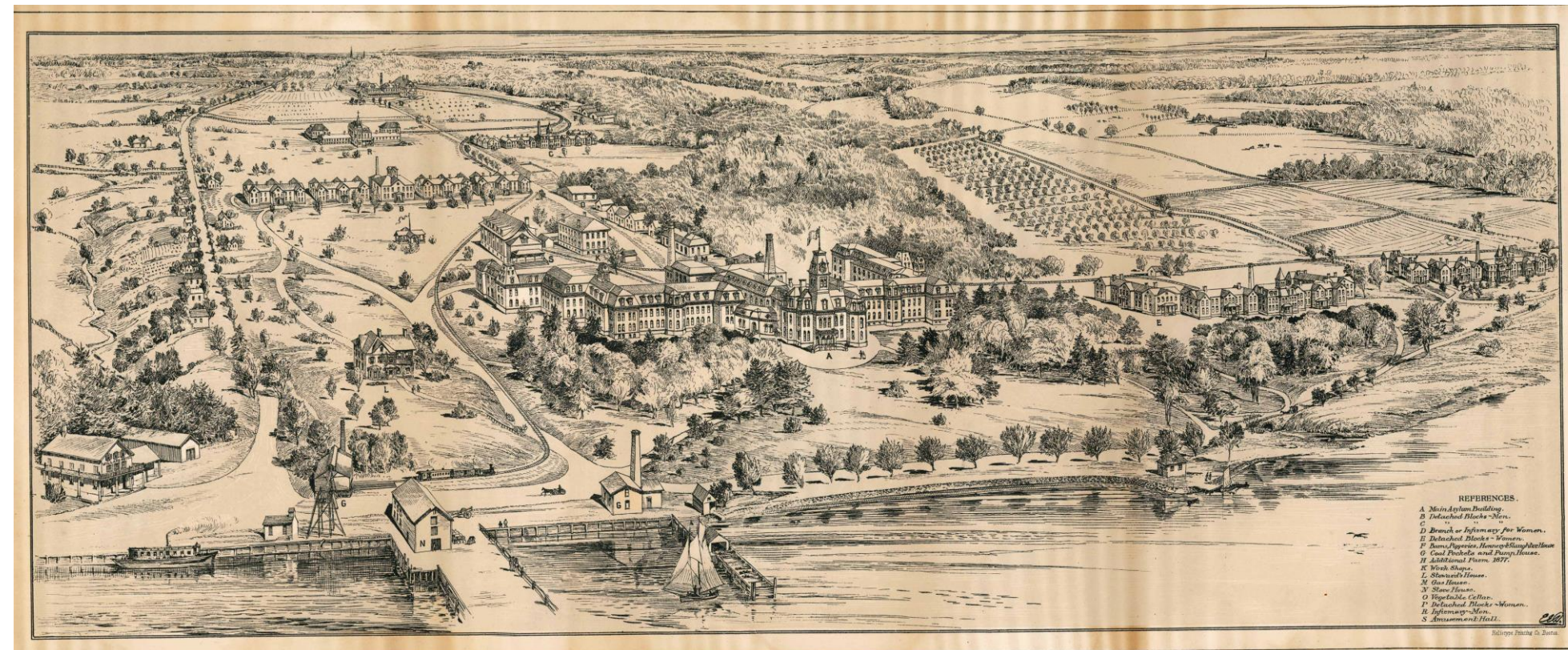
One of many state hospitals drawing from the region

1974-1995

Willard Psychiatric Center

1996-2022

Willard Drug Treatment Campus



# Building Inventory

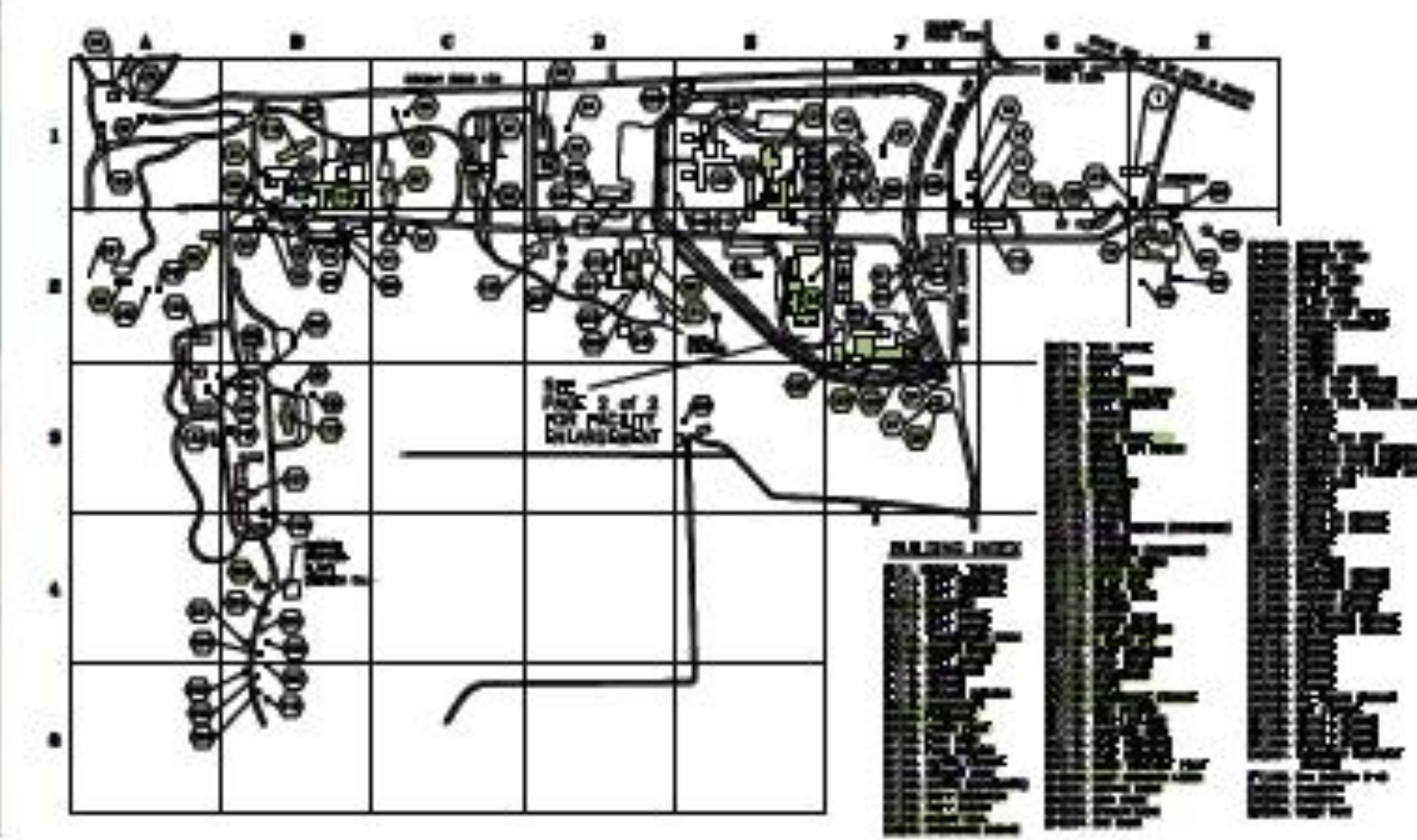


**MRB group**  
Engineering, Architecture & Surveying, D.P.C.

0' 100' 200' 300' 400' 500' 600' 700' 800' 900' 1000'

1" = 200'

Condemned - To be Removed  
Contributing Building / Renovate and Reuse



# What we heard at the First Open House

Question: 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

# What we Heard at the First Open House



Question: 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

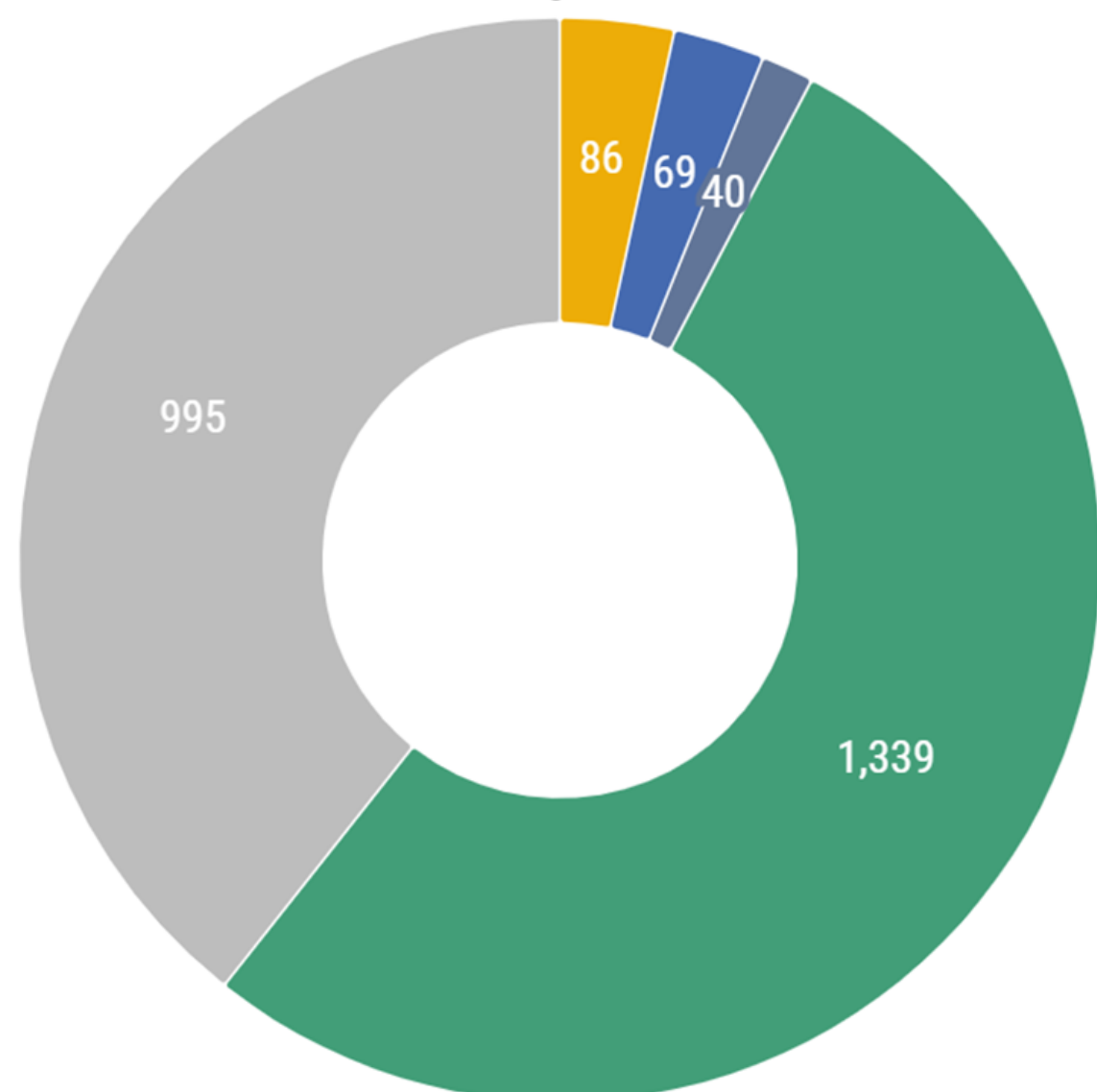
Indication of Housing Demand in Seneca County

- 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.

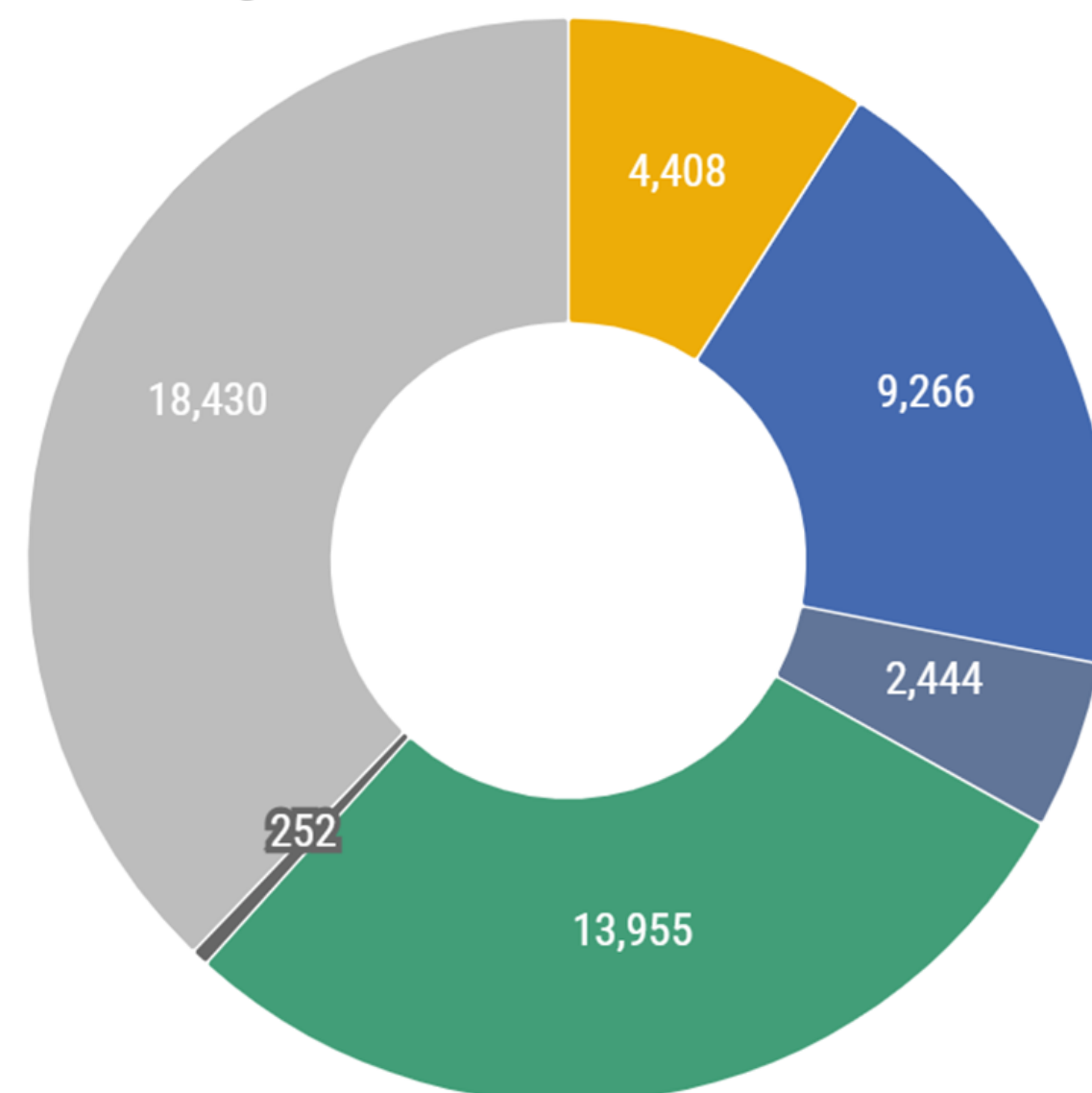
### Vacant Housing Units

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

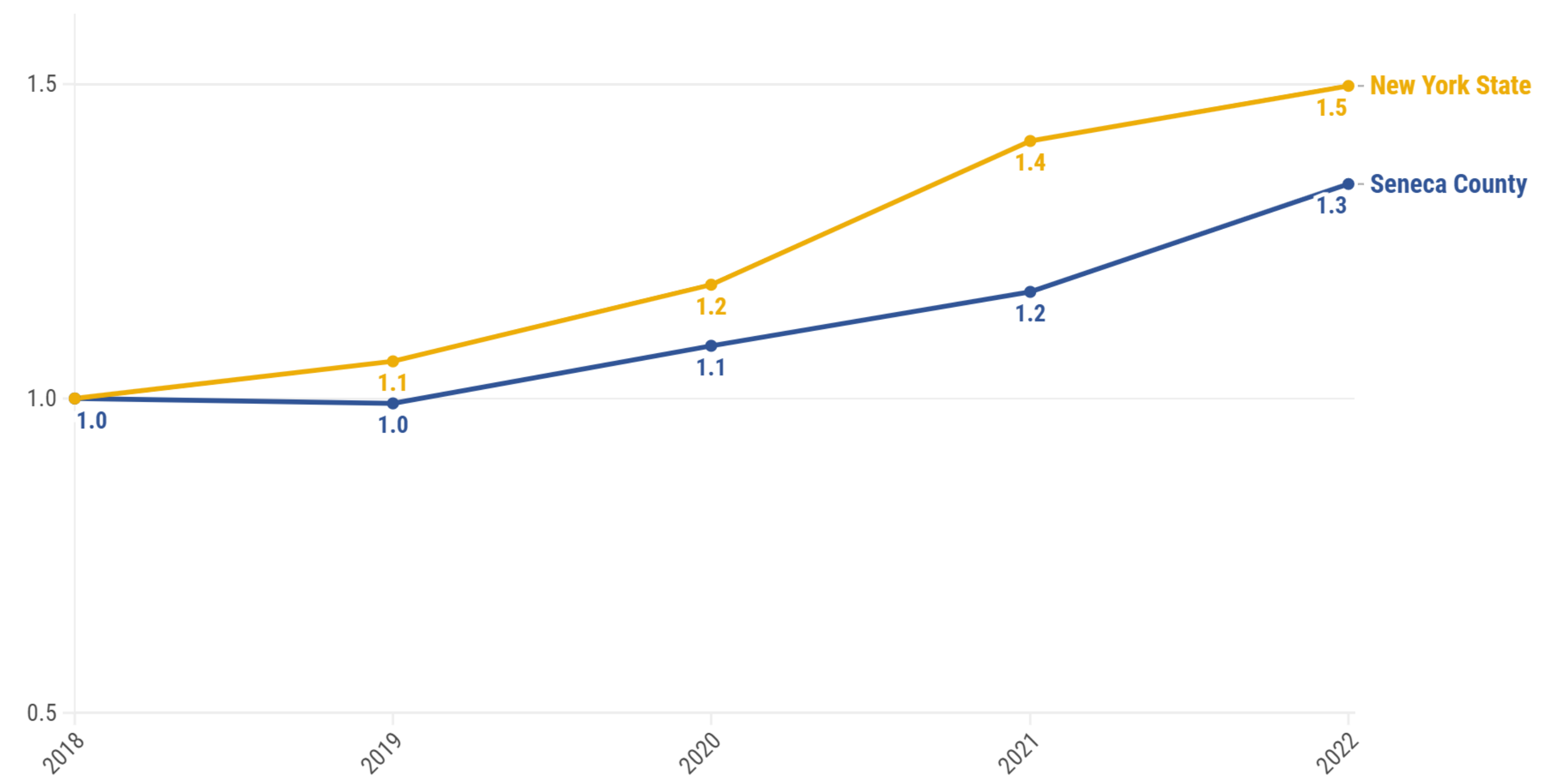
### Seneca County - 2,529 Units



### Finger Lakes - 48,755 Units



### Historical Median Prices Index: 2018 = 1.0

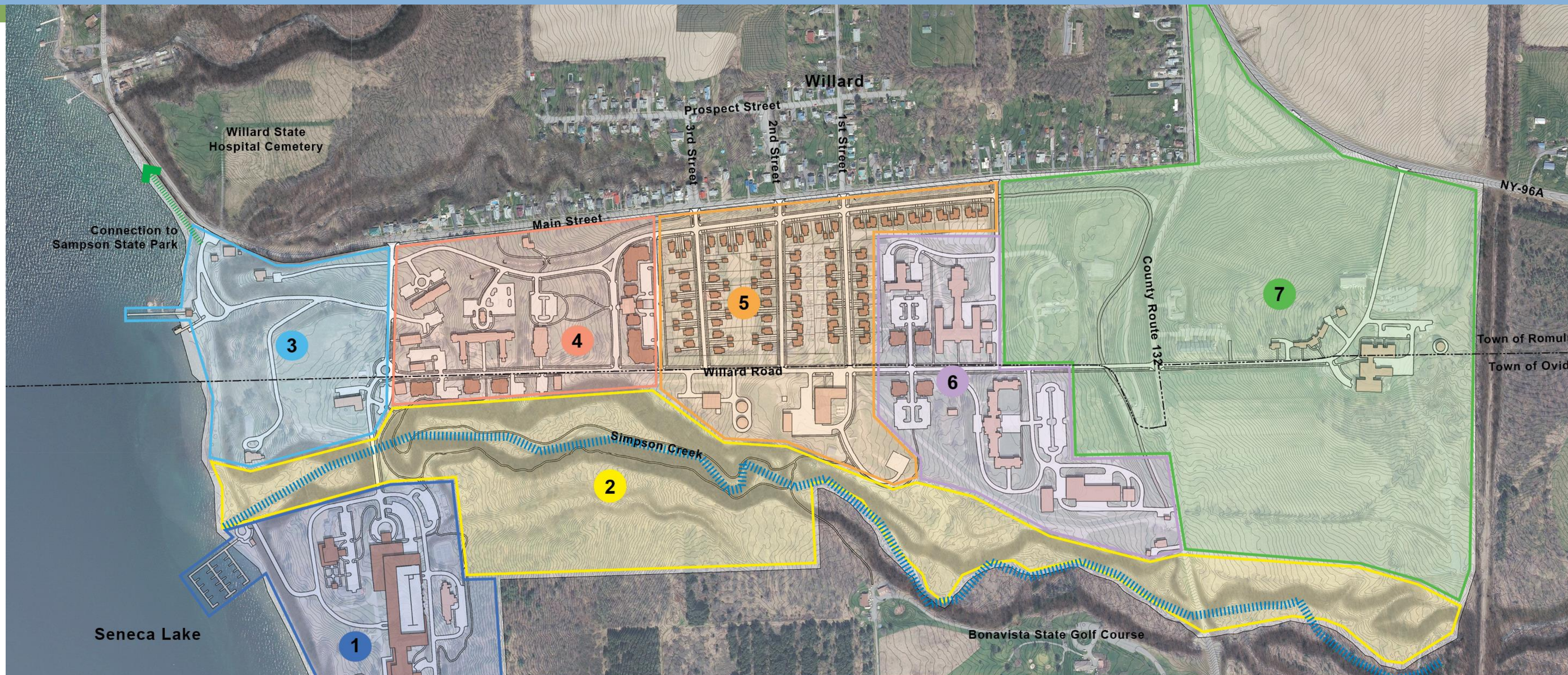


Source: NYSAR Annual Real Estate Report, 2022

## **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.

- |   |   |   |  |  |
|---|---|---|--|--|
| <p><b>1</b></p> <ul style="list-style-type: none"> <li>Resort Development/ Conference Facility</li> <li>Resort Marina/Waterfront Access</li> <li>Flexible Open Space for Resort Use</li> <li>Maintain Existing Wastewater Treatment Plant</li> </ul>        | <p><b>3</b></p> <ul style="list-style-type: none"> <li>Public Lake Access off Main St</li> <li>Adaptive Reuse of Storage Bldg</li> <li>Waterfront Public Parking and Pavilion</li> <li>Small Watercraft / Kayak Launch</li> <li>Bleak House and Brookside Building as a Bed &amp; Breakfast (B&amp;B)</li> <li>Open Park Space / Event Lawn</li> <li>Adaptive Reuse of General Storage Building (Suitcase Building) as a Museum / Event Center</li> </ul> | <p><b>4</b></p> <ul style="list-style-type: none"> <li>Preservation of the Staff Residence (Romulus Historical Society)</li> <li>Extension and Creation of a Linear Public Park and Trail along Main Street</li> <li>Restoration and Adaptive Reuse of Storage, Jackson, North, Staff Residences, Elliot, Hadley, and center tower of Maples Buildings</li> <li>Mixed Use Community Development (Commercial &amp; Residential) with parking</li> <li>Opportunities for Restaurants, Tasting Rooms, Bars and Cafés overlooking Simpson Creek Gorge with Trail Connections</li> </ul> | <p><b>5</b></p> <ul style="list-style-type: none"> <li>Private Single-Family Homes (.25 Acres - .10 Acres)</li> <li>Sidewalk connectivity</li> <li>Maintain Existing Water Treatment Plant, and Firehouse</li> </ul> | <p><b>7</b></p> <ul style="list-style-type: none"> <li>Adaptive Reuse of Grandview as a Resort Hotel Venue</li> <li>Single Family Homes</li> <li>Mixed-Use Agriculture/ Entertainment/Tourism</li> </ul> |
| <p><b>2</b></p> <ul style="list-style-type: none"> <li>Simpson Creek Gorge Trail Access</li> <li>Native Hardwoods and Plant Species</li> <li>Overlooks to Support and Enhance Adjacent Development and Lifestyle</li> <li>Adventure Ropes Course</li> </ul> | <p><b>6</b></p> <ul style="list-style-type: none"> <li>Educational Campus</li> <li>Dormitories</li> <li>Assisted Living Facilities</li> <li>Restoration and Adaptive Reuse of Birches, Cent Kitchen, Sunnycroft, Draft, Storehouse, Grange House Buildings</li> <li>Opportunities for Brew Pub, Tasting Rooms, and Cold Storage</li> </ul>  |   |  |  |

# Next Steps



1. Community decides whether it wants to take ownership of the property based on the results of this study.
2. If so, the Community chooses the holding entity for the land.
3. Community works with the State to transition the property to local ownership.
4. While the transition is happening, Community issues a Request for Expressions of Interest (RFEI) to developers to get initial input, based on the study's findings.
5. Once the transition happens, the Community develops and releases a formal Request for Proposals (RFP) for developers.
  - a. In this process, identify local resources that county and towns are willing to commit or apply for to advance public projects on the site (e.g. lake access, trails, etc.)
6. Community considers development proposals, with consideration for uses, design, community benefit, and timeline of development.
7. Relevant portions of site are transferred to selected developer(s).

# Open House Format

Visit the various boards for background on the project including findings from the First Open House.

We are seeking your feedback on the conceptual site master plan. Remember that this is just a concept and does not depict actual redevelopment.

The intention is to provide ideas for potential redevelopment and actual redevelopment will be depending upon a wide variety of factors

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 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 participating!

