

## OVERALL STRATEGIES

- Preserve intact historic fabric
- Infill development to strengthen urban fabric
- Promote land use that broadens downtown economic development
- Increase mobility options
- Replace surface parking lots by building more structured parking, street parking and shared parking
- Increase opportunities for downtown living
- Enhance downtown streetscapes
- Invest in public parks and placemaking opportunities
- Continue to integrate art in downtown environment
- Promote environmentally responsive outcomes
- Celebrate downtown's unique identity and branding opportunities

The City and its partners are committed to working toward a shared vision for our community, one that will build on its past and present successes. Realizing that a collective vision will rely on community engagement, leadership, collaboration and flexibility, *Reimagine Downtown Utica* looks at a full range of possibilities—many of which will become reality.

## POSSIBLE NEXT STEPS

- Create a "Downtown Partnership" to champion the vision plan recommendations
- Create a "Downtown Development Corporation" to implement the vision plan recommendations
- Create a Downtown Genesee Street "Business Improvement District" to implement the vision plan recommendations
- Downtown Economic Development Study
- Downtown Housing Market Study
- Downtown Traffic and Parking Study for New Developments

prepared by

**nbbj**

in collaboration with



# REIMAGINE DOWNTOWN UTICA

## DOWNTOWN VISION



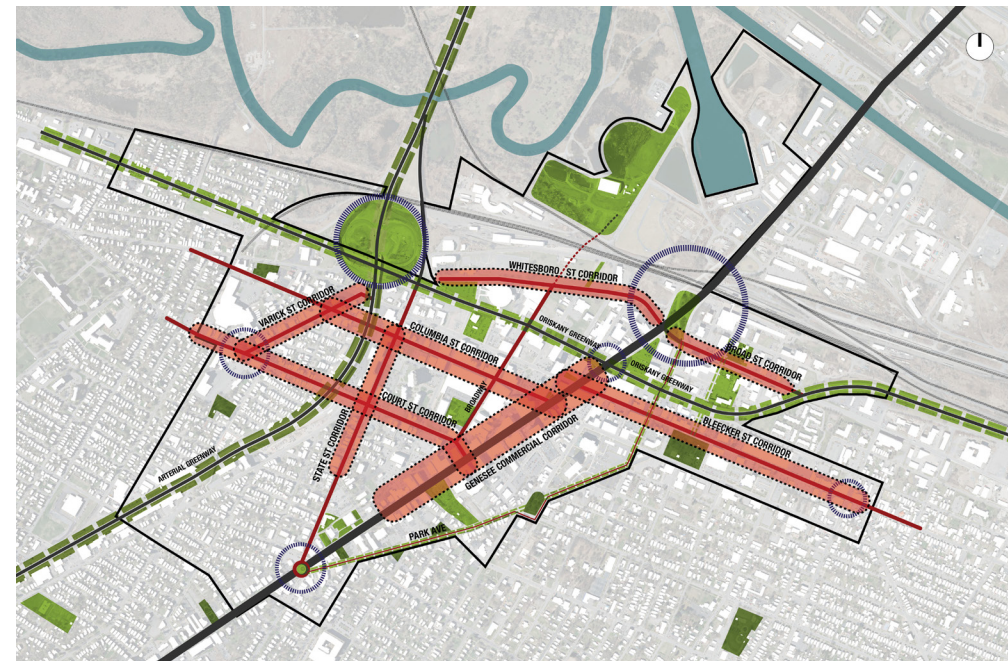
# DOWNTOWN UTICA VISION

## VISION

*Reimagine Downtown Utica* presents a vision for what Utica's central business district could become over the course of the 21st century. Prepared by NBBJ for the City of Utica and its partners—Oneida County, The Community Foundation, the Greater Utica Chamber of Commerce, Mohawk Valley EDGE and Genesis Group—this vision describes steps large and small that could enhance and transform the community.

## GOALS

- Build Pride in the Community and Region - One Common Vision
- Engage all Stakeholders - A Collaborative Process
- Support Economic Revitalization
- Build on Existing Assets
- Celebrate History and Heritage
- Enhance Connectivity
- Unite Smaller Plans and Planning Initiatives into Bigger Vision
- Build on the Momentum of Current Projects
- Put Plan into Action



*Reimagine Downtown Utica's* analysis looks at the way parts of Downtown are connected (above), as well as possible opportunities for future development and redevelopment (below). This imaginative look decades into the future will complement—not replace—the City's existing Master Plan and economic development strategies.



The vision acknowledges existing assets in Downtown Utica districts and imagines how their enhancement could help create a future Downtown.

