

Utica Downtown Revitalization Initiative Strategic Investment Plan

Public Presentation & Local Planning Committee Meeting #6

September 3, 2020

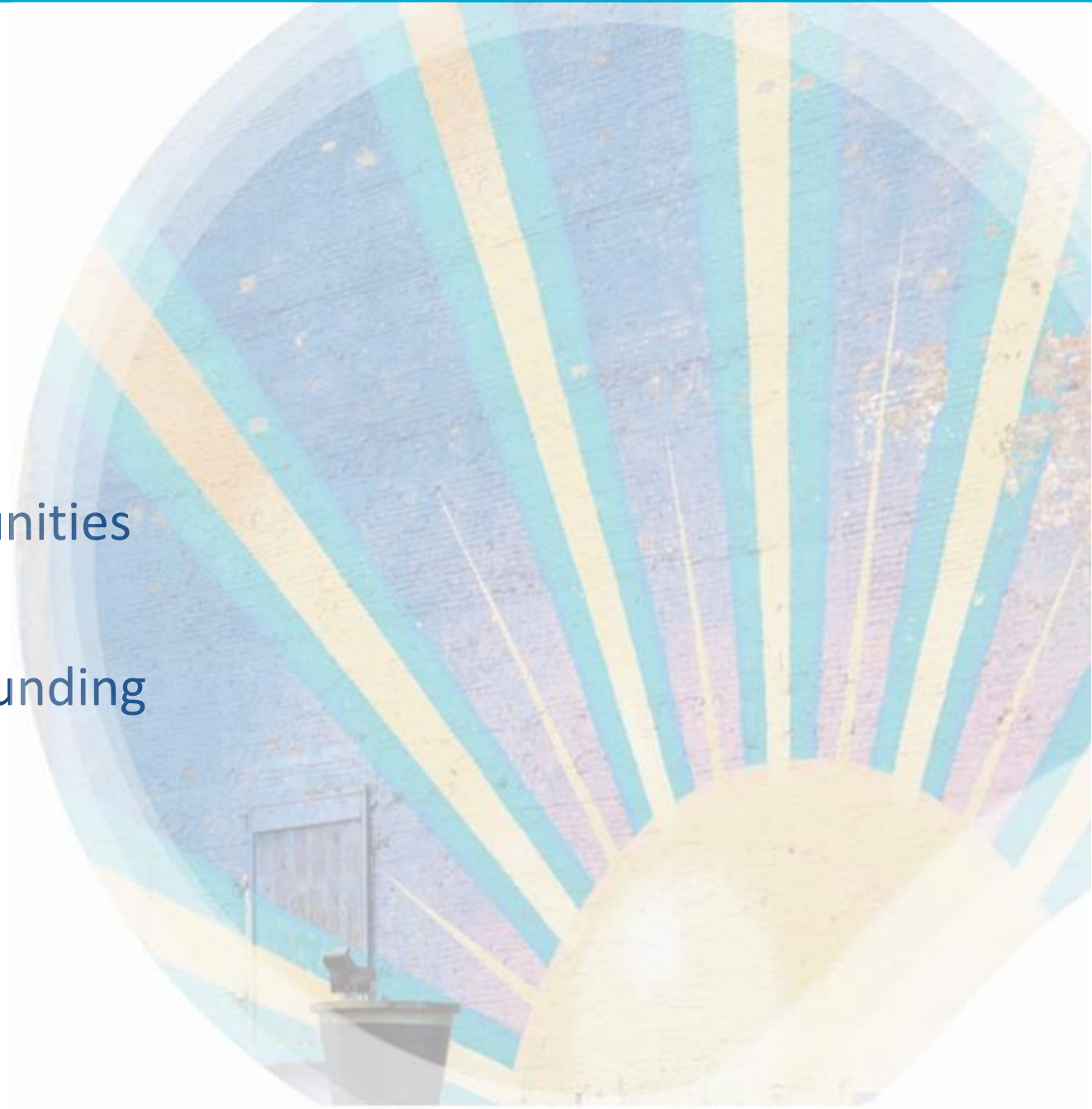


**Downtown
Revitalization
Initiative**



Agenda

1. Welcome and Opening Remarks
2. Strategic Investment Plan
 - Community-driven process
 - DRI Area and Vision
 - Downtown Challenges & Opportunities
 - DRI Goals and Strategies
 - Projects Recommended for DRI Funding
 - Additional Projects
 - Management & Implementation
3. Q & A
4. Next steps



Welcome & Opening Remarks

Utica DRI Local Planning Committee Co-Chairs

- Mayor Robert M. Palmieri, City of Utica
- Dr. Laura Casamento, President/CEO, Utica College



Progress

	December 2019	January 2020	February 2020	March-August 2020	Fall 2020
DRI MILESTONES	Open call for projects	Finalize Vision & Goals Close call for projects	Finalize Downtown Profile Draft Strategies Preliminary Project List	Finalize Strategies Recommend projects for funding Finalize Project Profiles	Finalize DRI Strategic Investment Plan
LPC Meetings	LPC #1 12/10 LPC #2 12/18	LPC #3 01/13	LPC #4 02/06	LPC #5 08/05	LPC #6 09/03
Public Engagement	Open House #1 12/18	Focus Groups & community meetings	Open House #2 02/06		Public Presentation 09/03



Strategic Investment Plan

- Lisa Nagle, Elan
- Michael N'Dolo, MRB





Downtown Utica:
Connecting People, Place, and Purpose

Photo credit: Jacquie Klotzbach

What is the Strategic Investment Plan?

Guides the use of DRI grant funds, includes:

- Vision, Goals, and Strategies for downtown revitalization
- Downtown Profile and Assessment
- Management & Implementation plan
- Detailed profiles of projects recommended for DRI funding

Developed in a collaborative, open process

- Led by the Local Planning Committee (next slide)
- Informed by regular public input
- Builds on previous planning efforts
- Assisted by state partners and consultant team

Local Planning Committee:

Co-Chair: Robert M. Palmieri, Mayor, City of Utica

Co-Chair: Laura Casamento, PhD, President & CEO, Utica College

- **Michael Ballman**, Pastor, Cornerstone Community Church; Director, Oneida Square Project
- **Regina Bonacci**, Officer, Downtown Utica Development Association
- **Jeffrey Brandstadt**, President, Black River Systems
- **Shelly Callahan**, Executive Director, The Center
- **Dawn Carter-Laguerre**, Resident
- **Anna D'Ambrosio**, President & CEO, Munson Williams Proctor Institute
- **Alicia Dicks**, President & CEO, The Community Foundation of Herkimer & Oneida Counties
- **Steven J. DiMeo**, President, Mohawk Valley EDGE
- **Meghan Fraser-McGrogan**, Executive Director, Greater Utica Chamber of Commerce
- **Vincent Gilroy, Jr.**, President, Utica Industrial Development Agency
- **Maria Kontaridis**, Director of Research, Masonic Medical Research Institute
- **Christopher Tuff**, Vice President of Administration, CENTRO
- **Michael Pezzolanella**, Owner, Pezzolanella Construction
- **Barry J. Sinnott**, Senior Vice President, Bank of Utica
- **Michelle Truett**, Owner, 484 Design

Community-Driven Process: Public Engagement Activities

Local Planning Committee Meetings

1. Dec 10, 2019 - 35 public observers
2. Dec 18, 2019 - 17 public observers
3. Jan 13, 2020 - 31 public observers (present & online)
4. Feb 6, 2020 - 37 public observers (present & online)
5. Aug 5, 2020 - 100 + public viewers (livestream & recording)
6. Sept 3, 2020 - TBD

Focus Groups (January 2020)

1. Artists Council
2. Access and Inclusion Committee
3. Downtown Community Forum
4. Oneida Square Group
5. Herkimer-Oneida Counties Transportation Study

Self-directed Community Activities

1. Community “Map It” Stations, Jan 2020 – 30 participants
2. Public Online Survey (potential projects), Feb & Mar 2020 – 245 responses

20+ Events & Activities

689+ Cumulative participants

Public Events

1. Open House Dec 18, 2019 – 40+ participants
2. Open House Feb 6, 2020 – 60 participants
3. Presentation Sept 3, 2020 – TBD

Stakeholder Meetings (January 2020)

1. Public Safety Officials
2. City Department Staff
3. Community Meeting at the Center
4. New Americans Community Meeting

DRI Area

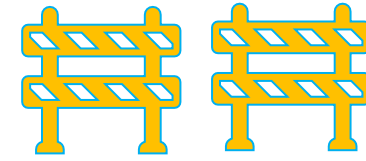


DRI Vision:

Downtown Utica: Connecting People, Place, and Purpose

Daily activity in Utica's vibrant downtown unites the community, attracts new residents and visitors, and stimulates new investment in both private buildings and public amenities. Downtown is a beautiful reflection of the diverse people who call Utica home, celebrating the City's many communities, interesting and authentic architecture, strong local arts scene, and innovative businesses. An inclusive urban neighborhood incorporates a variety of uses that support downtown living, working, and playing. The city center is well connected by safe, beautiful, and accessible public spaces that encourage walking, biking, sustainable lifestyles, and pride of place.

Challenges identified for the DRI Area



- Underutilized buildings and inactive storefronts
- Historic assets and infrastructure in disrepair
- Uninviting streetscapes dominated by motor vehicles
- Insufficient green space and pedestrian infrastructure for all users
- Lack of connectivity between city districts
- Aging and low-quality housing stock creating an unmet demand for downtown housing
- Insufficient commercial space including quality office space & experiential retail
- Low incomes and limited job opportunities

Opportunities identified for the DRI Area



- Substantial ongoing and anticipated investment
- Historic buildings and infrastructure with high potential for redevelopment
- A richly diverse community that is a multi-cultural hub for the region
- Strong anchor institutions that create a sense of place and invest in the community
- Extensive park network with regional linkages
- Growing population with a healthy mix of ages and talents
- Existing and anticipated demand for downtown housing and commercial space
- Concentration of major employers across a diversity of industries
- Numerous historic and cultural assets (e.g. landmark buildings, architecture, public art)
- Foundation of planning and redevelopment initiatives

DRI Goals & Strategies (1)

Connecting PEOPLE, PLACE, PURPOSE

The overarching goal of the Utica DRI is to transform the downtown through aspirational investments that create opportunity while building community and a sense of place.



Goal 1: PEOPLE

Build community by promoting inclusiveness, equity, and diversity while fostering arts, culture, and entertainment.

- | | |
|---------------------|--|
| Strategy 1.1 | Create buildings, public spaces, services, and amenities that integrate the needs and interests of diverse people, including users of all incomes, ages, abilities, and backgrounds. |
| Strategy 1.2 | Provide supportive services for vulnerable populations such as training and educational programs, health and family services, and community integration programs. |
| Strategy 1.3 | Increase housing downtown, maintaining a balance of affordable and market-rate residences. |
| Strategy 1.4 | Support projects that highlight diversity. |
| Strategy 1.5 | Showcase art and culture through public exhibits and events. |
| Strategy 1.6 | Expand and enhance entertainment and recreational venues for all ages and abilities throughout the year. |

DRI Goals & Strategies (2)



Goal 2: PLACE

Create an attractive, sustainable downtown for residents and visitors with a safe, inviting, and healthy environment that is well connected to local neighborhoods and the Mohawk Valley.

- | | |
|---------------------|--|
| Strategy 2.1 | Implement a comprehensive and sustainable redesign of streetscapes and public spaces. |
| Strategy 2.2 | Expand green spaces and sustainable infrastructure to maintain a healthy environment. |
| Strategy 2.3 | Support programs that celebrate the character and architecture of downtown through historic preservation, façade improvements, and building restoration. |
| Strategy 2.4 | Improve walkability, bikeability, and public transit options through complete streets projects that strengthen connections within the city and region. |
| Strategy 2.5 | Expand amenities to support and enhance downtown living and quality of life. |
| Strategy 2.6 | Enhance tourism and regional linkages, promoting Utica as a unique destination for arts, culture, food, entertainment, nightlife, and recreation in the Mohawk Valley. |

DRI Goals & Strategies (3)



Goal 3: PURPOSE

Create transformational growth opportunities that revitalize downtown buildings and anchors, stimulate economic development, and grow public private partnerships.

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|---------------------|--|
| Strategy 3.1 | Repurpose, rehabilitate, and revitalize vacant buildings and storefronts. |
| Strategy 3.2 | Encourage mixed use redevelopment to support living, working, and playing downtown. |
| Strategy 3.3 | Strategically leverage public resources to jumpstart larger private investments and community initiatives. |
| Strategy 3.4 | Cultivate entrepreneurs, innovators, creatives, and skilled workers in cooperation with a variety of partners. |
| Strategy 3.5 | Grow new and existing businesses that will create quality jobs, increase consumer spending, encourage innovation, and grow the tax base. |
| Strategy 3.6 | Support a wide variety of non-profit organizations, community organizations, small businesses, and major employers. |

The background is a map with a grid of streets. Numerous colorful sticky notes (green, blue, purple, yellow) are placed across the map, some with handwritten text and small colored dots. A white rectangular box with a thin orange border is centered over the map, containing the main title text. The text is in a bold, blue, sans-serif font.

Achieving the Vision: Projects Recommended for DRI Funding

Map of Projects Recommended for DRI Funding



A) Creating Sustainable Streetscapes & Green Gateways



DRI Funding	\$ 1,911,450
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Total Cost	\$ 3,226,342
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This public project would enhance streetscapes for pedestrians, bicyclists, and motorists; redesign downtown gateways; and create a more welcoming environment for visitors and residents.

Indicative concepts for Broad and Genesee St, not final design (Politi Architecture)

B) Repair Washington St Garage to Expand Parking Downtown



DRI Funding	\$ 2,000,000
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Total Cost	\$ 5,400,000
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This public project would repair the 3-deck downtown parking facility - prioritizing recommended improvements to the slab, structure, and stair tower - and return critical downtown parking spaces.

C) Activating Liberty Bell Park



DRI Funding

\$ 278,350

Total Cost

\$ 278,350

This public project would convert Liberty Bell Park to a year-round, multi-purpose space for outdoor recreation and public events with improved lighting, landscaping, hardscaping, furnishing, and a winter ice rink.

Concepts for winter ice rink (top) and summer (bottom), not final design (Politi Architecture)

D) Business Assistance Fund

Potential Business Assistance Fund Projects	Project Location	Project Sponsor, Property Owner	DRI Funding	\$ 750,000
The New Deal at 287 Genesee Street	287 Genesee Street	Shaun Brennan, Genesee-	Total Cost	\$ 1,500,000
Franklin's Tower	58-59 Franklin	Rocco Carzo, Owner		
City Mosque "BIAU"	306 Court Street	Ferid Zahic, BIAU		
Oneida Square Business beautification	1301, 1303, 1305	Alice and Robert Donnelly, ADBD		
Sculpture Space/Ellen E. Hanna Mini	184 Genesee Street	Tom Montan, The City of Utica		
Coffee Roastery	268 Genesee Street	Joseph Putrello, Pezzonella		
Landmarc Building	520 Seneca Street	Francis Pezzolanella, Primo		
1008 Cornelia Street	1008 Cornelia	Francis Pezzolanella, Pezzolanella		
Quanterion Building - 266 Genesee	266 Genesee Street	Preston MacDiarmid, MacSpace		
Johnny Nole's Bar and Grill	16 Hopper Street	John Nole, Owner		
167 & 171 Genesee Street - Lighting	167 & 171 Genesee	Christine Martin, Owner		
54-55 Franklin Square Façade	54 - 55 Frankline	Robert Pellegrino, Pellegrino		
Something Beautiful Salon	421 Seneca Street	Mary Croley, Robert Pellegrino		
18 Steuben Park Accessibility	18 Steuben Park	Natalie M. Williams		
City Park Temporary Shelter	Steuben &	Natalie M. Williams (owner city		
Masonic Hall - Lighting and Security	251 Genesee Street	John Decker, Masonic		
17 South Street	17 South Street	David Bruno		
Dome for the People	18 Steuben Park	Natalie M. Williams		
Earth Globe Sculpture	Whitesboro/Water	Natalie M. Williams (owner city		
Utica Solar - H&H Building	283 Genesee Street	J.K. and Gabriel Hage,		
City-wide Mosaics	DRI Target Area	Cathy Marsh		
Tire Ball House Village	DRI Target Area	Natalie M. Williams sponsor,		
Genesee Paint	1219-1213 Park Ave	Salvatore & Thomas Bosco		

This public project would provide eligible small businesses within the DRI area the opportunity to receive financial support for expansion and improvement projects (minimum 25% match).

***these and other potential project sponsors could apply to the BAF if they meet requirements established for the program**

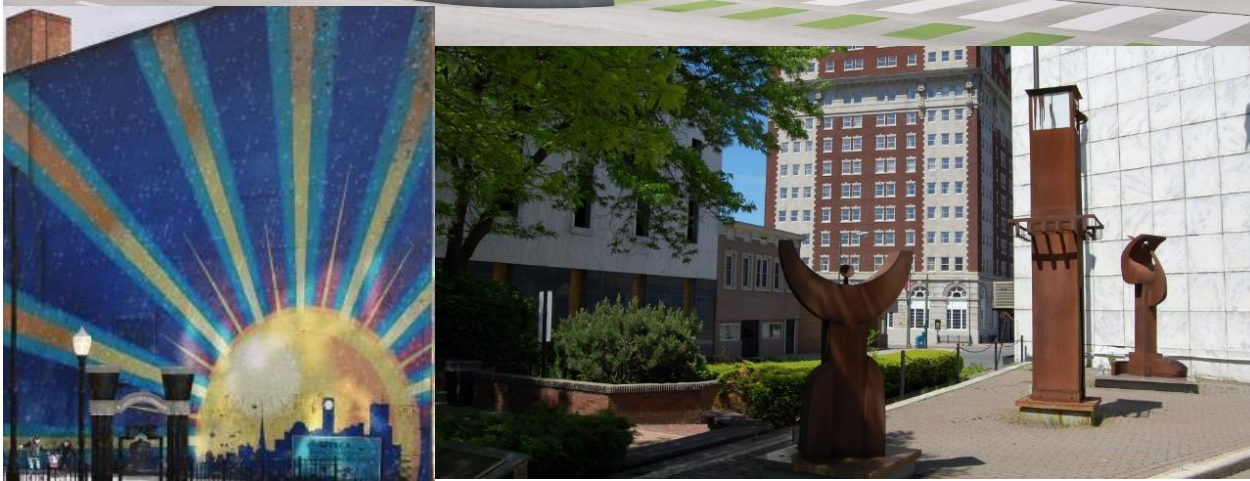
E) Expand Public Art to Create a Vibrant Arts-themed Corridor



DRI Funding	\$ 750,000
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Total Cost	\$ 950,000
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This public project would install and restore public art throughout downtown in partnership with local artists – transforming the Utica Place Garage façade, repairing the iconic Sun Mural, creating diverse place-making hubs, and more.



Indicative concept for Utica Place Garage, not final design (Politi Architecture)

1) Upgrade of 421 Broad Street Building for Local Food Service Business



Current Condition

DRI Funding	\$ 145,000
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Total Cost	\$ 605,000
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This project would renovate the first floor, parking lot, and roof at 421 Broad Street to accommodate a food service business.

2) Mixed-use Redevelopment of Hotel Street



DRI Funding

\$ 625,000

Total Cost

\$ 12,591,726

This project would transform several vacant and underutilized historical buildings on Hotel Street into a mixed-use development with 20,000 ft² of commercial space and 54 market-rate apartments.

Indicative project concept (Standing Stone Development)

3) Creating an Employment Center to prepare and attract a diverse workforce



DRI Funding

\$ 624,000

Total Cost

\$ 724,000

This non-profit project would renovate 3,800 ft² to create an Employment Center offering culturally and linguistically appropriate training and employment services for diverse populations working for local employers in the region.

Precedent image for the project

4) Renovation of DoubleTree Hotel Utica Upper Floors



Precedent image for the project



DRI Funding	\$ 750,000
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Total Cost	\$ 4,000,000
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This project would renovate the upper four floors of DoubleTree by Hilton Hotel Utica to create approximately 40 unique luxury suites to accommodate businesses travelers and other visitors in Downtown Utica.

5) Renovation of Macartovin Commercial Space to Attract Businesses to the City's Commercial Corridor



DRI Funding	\$ 600,000
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Total Cost	\$ 4,106,753
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This project is a historic rehabilitation of the Macartovin building's vacant first floor that would bring 16,000 ft² of commercial space downtown, attracting businesses to the heart of the City's commercial corridor.

Indicative project concept (Pathstone Development)

6) Rehabilitation of Veterans' Fitness and Wellness Center



DRI Funding	\$ 650,000
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Total Cost	\$ 793,000
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This non-profit project would restore the locker rooms and parking area of the Veteran's Fitness and Wellness Center, enhancing a valuable recreational amenity for downtown living and community well-being.

Proposed Locker Room rehabilitation plan (MARCH Associates)

7) Restoration of the Kempf Block into Mixed-use Redevelopment



Project concept (in-ARCHITECTS)

DRI Funding	\$ 750,000
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Total Cost	\$ 5,925,000
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This project would reactive blighted and underutilized buildings in the City's Commercial Business District, ultimately resulting in 5,000 ft² of commercial space across 7 retail storefronts, and 38 market-rate residential apartments.

8) Rehabilitation of New Century Club into Modern Commercial Space



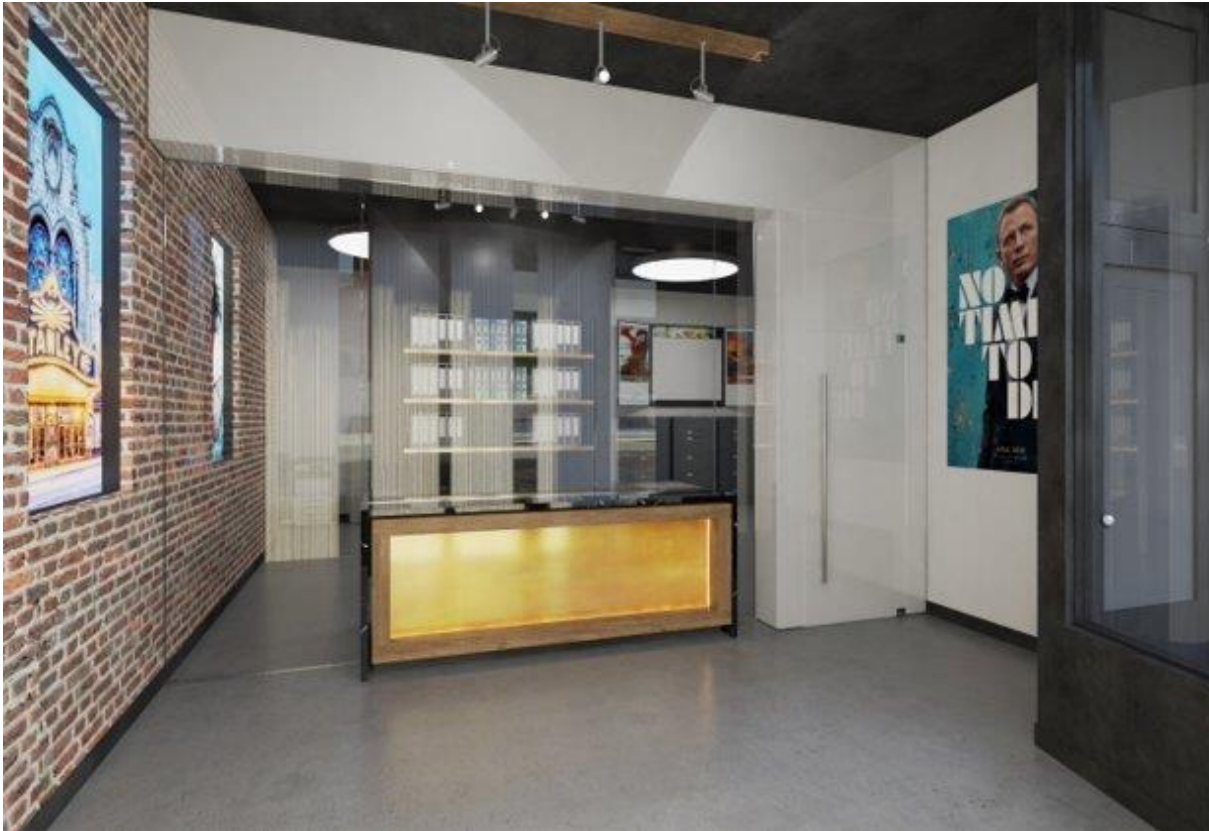
Current condition

DRI Funding	\$ 375,000
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Total Cost	\$ 2,600,000
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This project would rehabilitate one of Downtown Utica's most historically significant buildings, the New Century Club, resulting in approximately 15,000 ft² of commercial office space.

9) Revivify the Stanley Theatre Interface



DRI Funding

\$ 340,250

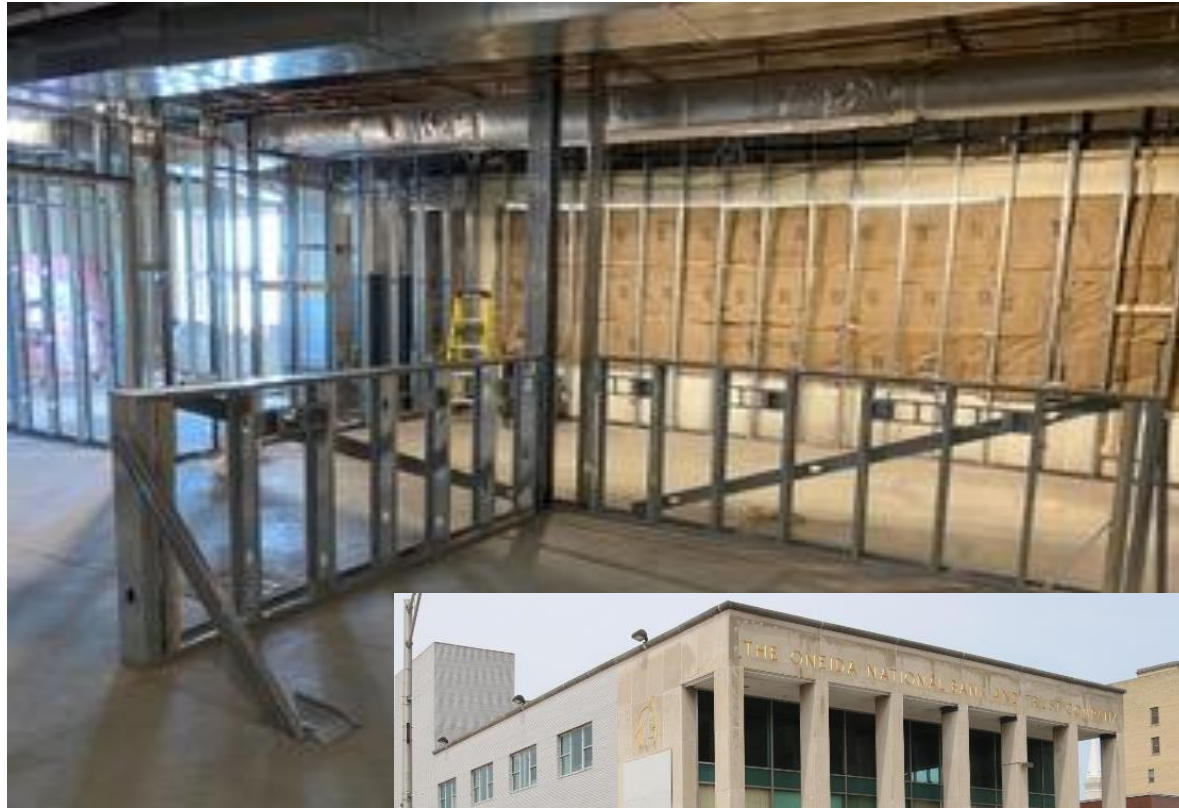
Total Cost

\$ 449,250

This non-profit project would create a more welcoming and accessible interface for the iconic theatre with upgrades to the Genesee St entrance and the Box Office department.

Project concept (Politi Architecture)

10) Redevelopment of Oneida National Bank Building to Establish Mohawk Valley's Commercial Kitchen / Food Incubator



Current condition

DRI Funding	\$ 400,000
Total Cost	\$ 2,000,000

This project would convert approximately 6,000 ft² of vacant space on the fifth floor of the former Oneida National Bank building into the Mohawk Valley's first Commercial Kitchen / Food Incubator.

11) Construction of Artspace Utica: Affordable Live/work Artist Housing

DRI Funding	\$ 650,000
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Total Cost	\$ 11,900,000
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This non-profit project would construct a new, four-story, mixed-use building downtown with approximately 3,000 ft² of community /commercial space and 40-45 affordable live/work units for local artists and their families.

Precedent image: Artspace Hastings River Lofts, MN (Farm Kid Studios, Inc.)

12) Bestowing Roots and Wings: Outdoor Community Space at the Carol L. Crooms Cultural Activities Center



*Current condition with vacant lots (top),
Sketch concepts of multi-purpose space (bottom)*

DRI Funding	\$ 111,000
Total Cost	\$ 111,000

This non-profit project will convert two vacant lots into multi-purpose event spaces to complement the community and business programming of the Carol L. Crooms Cultural Activities Center.

13) Renovation of the Cowen Apartment Building to Provide Quality Downtown Housing Options



DRI Funding

\$ 250,000

Total Cost

\$ 1,035,000

This project would transform the Cowen Apartment building with interior and exterior renovations that would create 14 modern residential units and expand the housing stock within the City's urban core.

Project concept (SD Home Improvements)

14) Creating Munson-Williams Park at MWPAI



*Top:
Project
Concept
(NBBJ)
Bottom:
Current
condition*



DRI Funding	\$ 819,500
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Total Cost	\$ 1,019,500
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This non-profit project would create a 49,000 ft² public-access park on underutilized MWPAI land in the Oneida Square neighborhood with arts and culture programming.

15) Rehabilitation of Utica Public Library Genesee Street Corridor



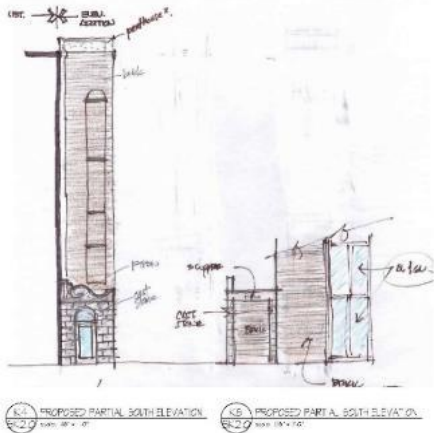
Current Condition

DRI Funding	\$ 110,650
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Total Cost	\$ 111,650
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The project would rehabilitate sidewalks, stone pillars, and catch basins along the Genesee St entrance of the Utica Library, helping to preserve and maintain a landmark civic institution in the downtown.

16) Adaptive Reuse of DeSales Building for Inclusive Community Services



DRI Funding	\$ 500,000
Total Cost	\$ 892,539
<p>This non-profit project would activate 50,000 ft² of underutilized space in the DeSales building, transforming it into a more inclusive, accessible community center by installing an elevator and replacing damaged windows.</p>	

Elevator sketch (Bonacci Architects) and location, precedent image of new windows

Project Summary Table

Project Name	Responsible Party	DRI Funding Request	Estimated Total Cost
PRIVATE / NONPROFIT PROJECTS			
1 Upgrade of 421 Broad Street building for local food service	421 Broad Street, LLC	\$145,000	\$605,000
2 Mixed-use redevelopment of Hotel Street	Standing Stone Development Partners, LLC	\$625,000	\$12,591,726
3 Creating an Employment Center to prepare and attract a diverse workforce	The Center	\$624,000	\$724,000
4 Renovation of DoubleTree Hotel Utica upper floors	Lafayette Hotel Associates	\$750,000	\$4,000,000
5 Renovation of Macartovin Commercial Space to attract businesses to the City's commercial corridor	Macartovin Apartment, LLC	\$600,000	\$4,106,753
6 Rehabilitation of Veterans Wellness & Fitness Center	The Utica Center for Development Inc.	\$650,000	\$793,000
7 Restoration of the Kempf Block into mixed-used redevelopment	Bowers Development, LLC	\$750,000	\$5,925,000
8 Rehabilitation of New Century Club into modern commercial space	Bowers Development, LLC	\$375,000	\$2,600,000
9 Revivify the Stanley Theater Interface	Central New York Community Arts Council	\$340,250	\$449,250
10 Redevelopment of Oneida National Bank Building to establish Mohawk Valley's Commercial Kitchen	268 Genesee, LLC	\$400,000	\$2,000,000
11 Construction of mixed-use Artspace Utica: Affordable live/work artist housing	Artspace Utica	\$650,000	\$11,900,000
12 Bestowing roots and wings: Outdoor community space at the Carol L. Crooms Cultural Activities Center	Mobile Oasis	\$111,000	\$111,000
13 Renovation of Cowen Apartment building to provide quality downtown housing options	SD Home Improvements	\$250,000	\$1,035,000
14 Creating Munson-Williams Park at Munson-Williams Proctor Arts Institute (MWPAl)	Munson-Williams-Proctor Arts Institute	\$819,500	\$1,019,500
15 Rehabilitation of Utica Public Library Genesee Street corridor	Utica Public Library	\$110,650	\$111,650
16 Adaptive reuse of DeSales Center for inclusive community services	DeSales Center, Inc.	\$500,000	\$892,539
PUBLIC PROJECTS			
A Creating sustainable streetscapes & green gateways	City of Utica	\$1,911,450	\$3,226,342
B Repair Washington St Garage to expand parking downtown	City of Utica	\$2,000,000	\$5,400,000
C Activating Liberty Bell Park	City of Utica	\$278,350	\$278,350
D Business Assistance Fund	City of Utica	\$750,000	\$1,500,000
E Expand public art to create a vibrant arts-themed corridor	City of Utica	\$750,000	\$950,000
TOTAL		\$13,390,200	\$60,219,110

Additional Projects

- Lisa Nagle, Elan
- Michael N'Dolo, MRB



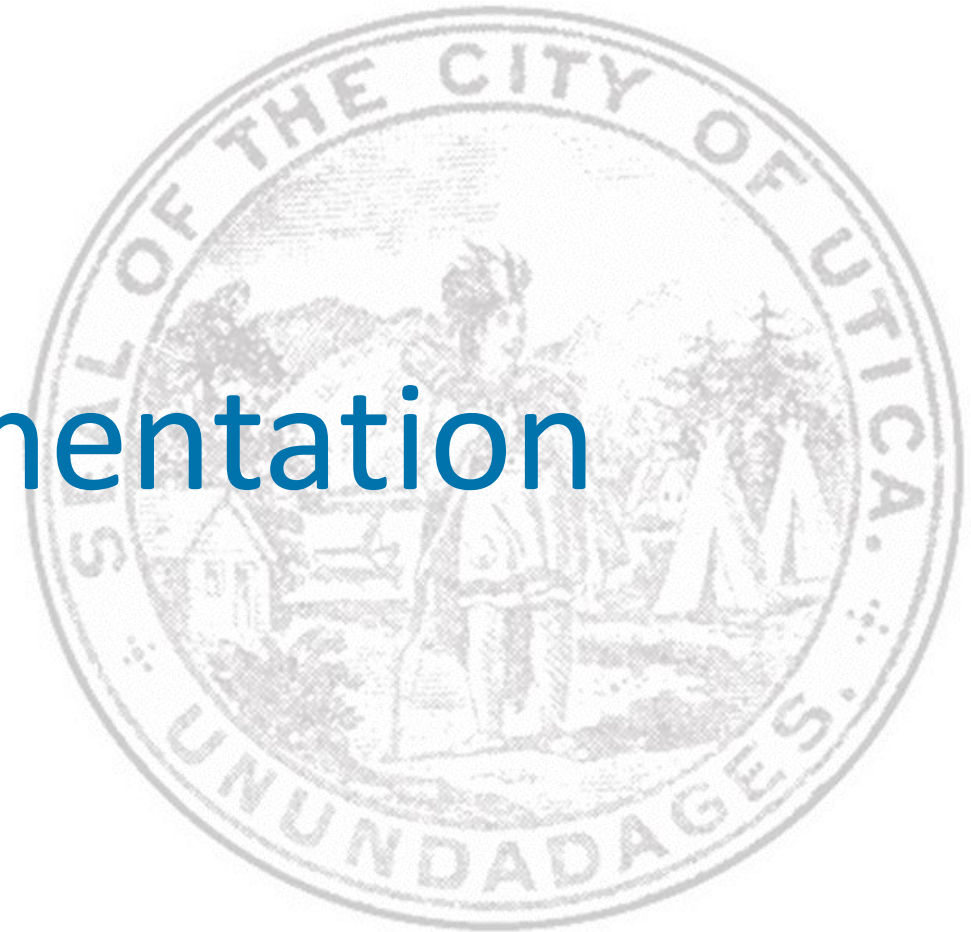
Rehabilitation of the Utica Steam Cotton Building to Mixed-use Development

This project would completely renovate the five-story former Utica Steam Cotton Factory building, resulting in four floors of residential market-rate apartments (44 units) and one floor of commercial space (18,000 ft²).



Management & Implementation

- Lisa Nagle, Elan



Management and Implementation

Public Projects

- Lead: Department of Urban & Economic Development
- Support: Engineering, Parks and Recreation Departments

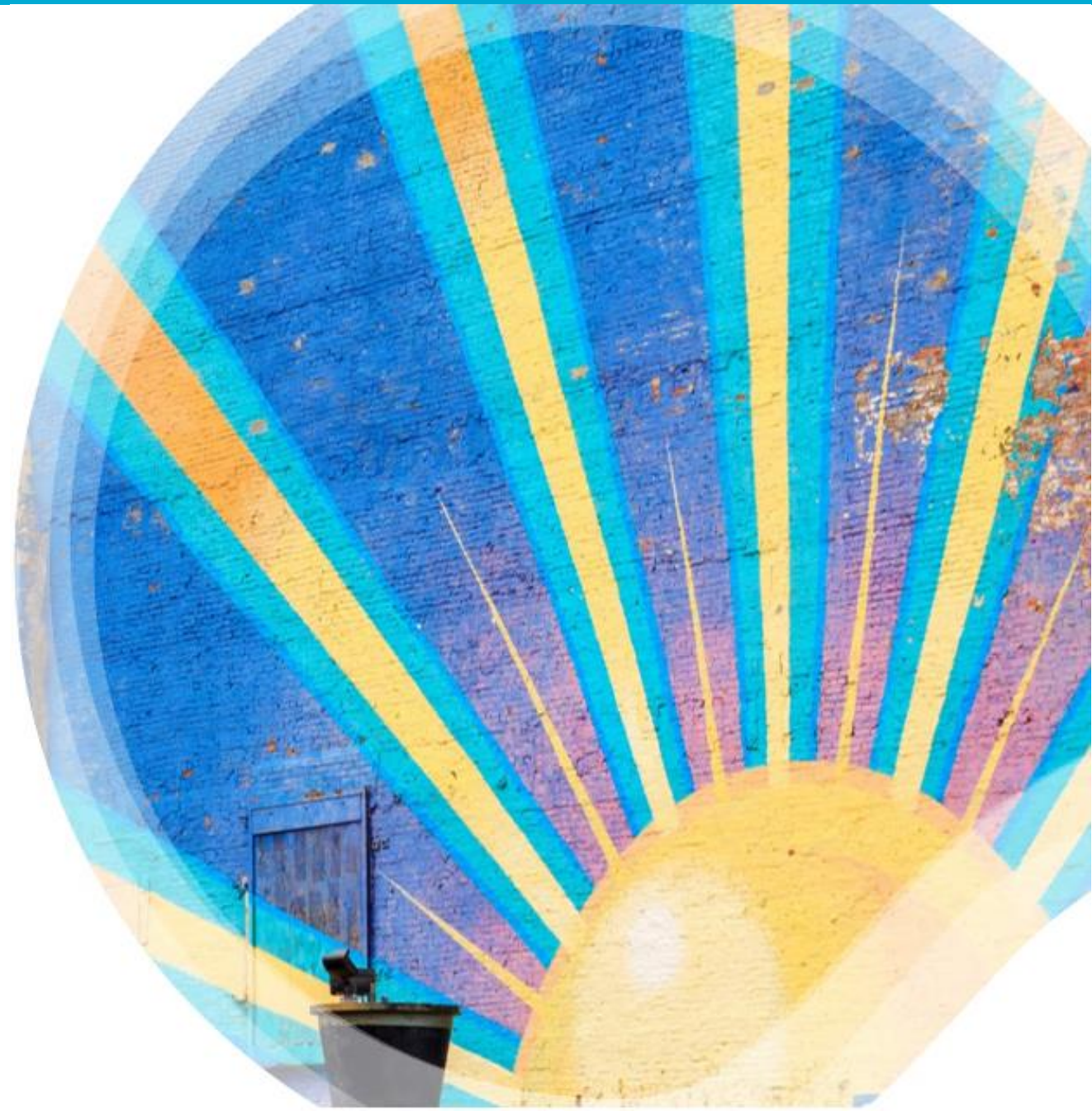
Private and Non-Profit Projects

- Lead: Project Sponsors (see summary table)
- Support: Project Partners (where applicable)

LPC and Utica Community

- Mayor Palmieri will provide semi-annual updates to the LPC on all projects
- Residents and community organizations will be key to the success of DRI projects

Questions & Comments



Next Steps

1) Comment period on public presentation - Sept 4 – 8

- These slides will be posted on the events page of <http://uticadri.com/>
- Comments can be submitted via the contact form on <http://uticadri.com/>

or by mail to: **Attn: Brian Thomas, AICP**
Commissioner, Urban & Economic Development
Utica City Hall
1 Kennedy Plaza
Utica, NY 13502

2) Finalize and submit Strategic Investment Plan to the State - October 2020

3) Announcement by NYS of selected projects – tba

Thank You!

Special thanks:

- Local Planning Committee
- City of Utica staff
- NYS agency partners (DOS, ESD, HCR)
- Everyone who contributed their time and ideas throughout the process!



**Downtown
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