



Oneonta Downtown Revitalization Initiative

Public Meeting 2

January 24, 2017

Downtown Revitalization Initiative (DRI)

\$100 Million State Investment in 10 downtown neighborhoods nominated by Regional Economic Development Council (REDCs).

Goal is to create vibrant, active town centers.

Strategic Investment Plans will identify projects recommended for DRI funding, and ones funded by other public & private resources.



Dahlonega - Georgia

Source: Wikimedia Commons



Opportunities for Public Engagement

Public Meetings

- Public Meeting 1: Dec 13th
- Public Meeting 2: Draft Plan, January 24, 2017
- Public Meeting 3: Final Plan Presentation
Winter 2017

Local Planning Committee Meetings

- LPC Meeting Feb. 7th
- Opportunities for public commentary

Online Engagement and Updates

- New York Government Website:
WWW.NY.GOV/DOWNTOWN-REVITALIZATION-INITIATIVE/MOHAWK-VALLEY-ONEONTA
- Online Discussion at My Sidewalk Link:
<https://mysidewalk.com/organizations/293606/oneonta-dri>

Your Input Matters



Public Meeting Summary

Breakout Session Priority Lists

Connectivity, improve pedestrian access	11 times
Renovate upper stories	8 times
Improved signage	6 times
Increase Recreational Activities	5 times
Westcott lot development	4 times
Food hub	4 times
Sustainable design	3 times
New Grocery store	3 times
Parking structure renovation/ transit hub	3 times
Farmers market venue	2 times
Public art	2 times
Support Performing arts venues	2 times
Job creation, incubator	2 times



Public Meeting: Vision Statement

Renovate upper floors
Development of underutilized areas Food Hub
More Residents and Housing Options
Tourism Green Initiatives Connectivity
Signage Jobs Transportation Hub
Innovation Hub Grocery Store Arts
Outdoor Recreation Small Business
Elevators Housing Farmer's Market
Renovate Buildings Job training Oneonta Hotel Improvements
Historic Walkable Entertainment
Westcott Lot Oneonta Theatre Priority Performing Arts
Complete Streets
Foothills reposition Railyard Industrial Development
Huntington Park Improvements Colleges, collaboration
Bikeable Improve Zoning
Parking garage clean-up



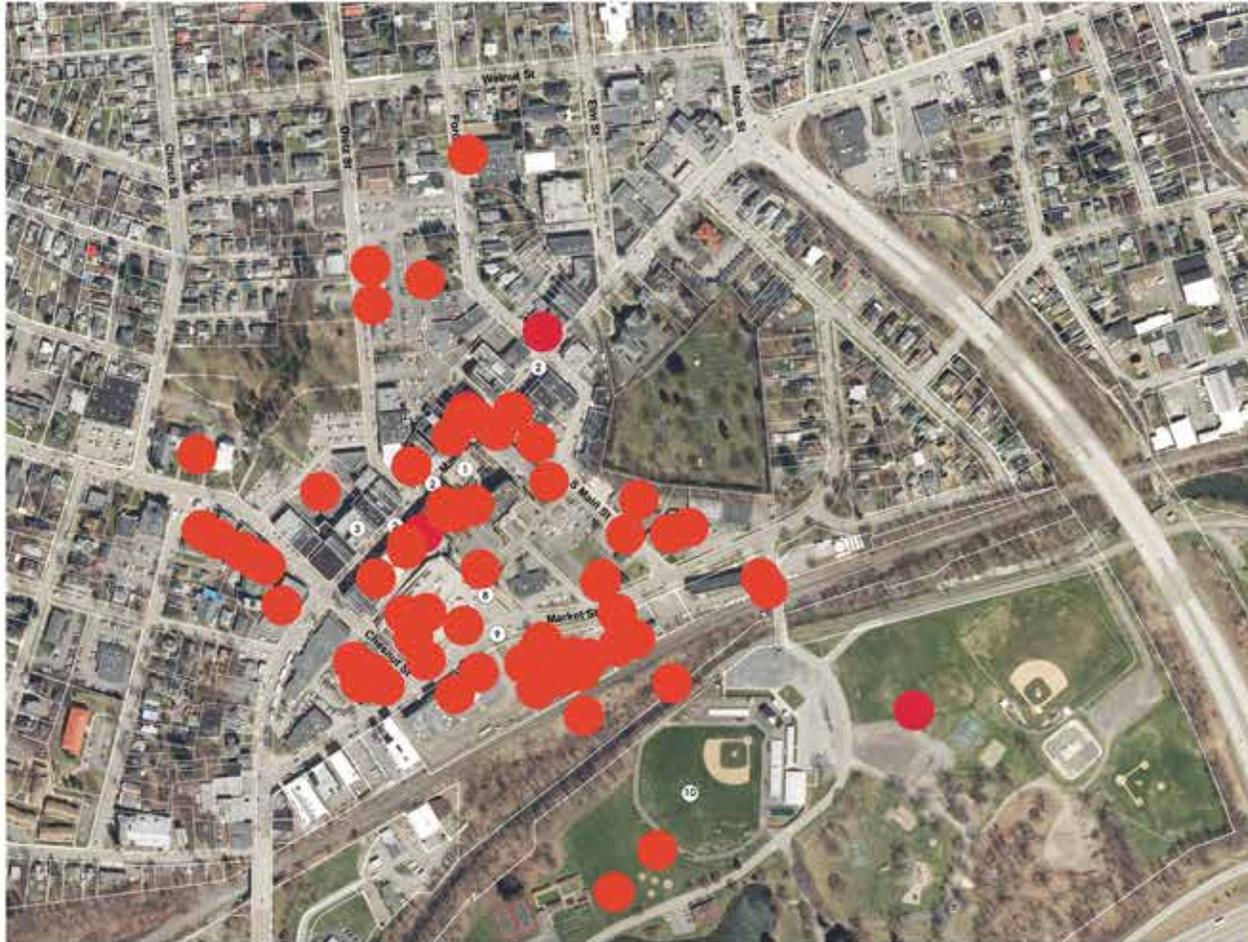
Public Meeting: Mapping: RED = Places for New Stores, Restaurants

Downtown Oneonta

Downtown Revitalization Initiative

Existing/ Potential Projects

- 1: Town Square
- 2: Renovate Vacant Upper Stories
- 3: Bresee Building
- 4: Parking Garage Renovation
- 5: Westcoast Parking Lot
- 6: Foodville Theater
- 7: Food & Beverage Education Hub & Housing
- 8: Passage Transit Center to Town Square
- 9: Street Improvement
- 10: Damaschke Field



Top Priorities for this Table

Priorities for Initial Options and
New Ideas

- 1.
- 2.
- 3.
- 4.
- 5.

Sticker Exercise

Blue: My favorite places

Place blue stickers on the store, restaurant, or other places that you visit and spend money at

Red: New places

Place red stickers where you would like to see new stores, restaurants or other amenities

Green: Open Space

Place green stickers where you would like to preserve, enhance or create new open space

Yellow: Start Here

Place yellow stickers where you think redevelopment efforts should focus first

Marker/Pen:

Mark the routes you travel most or label your stickers



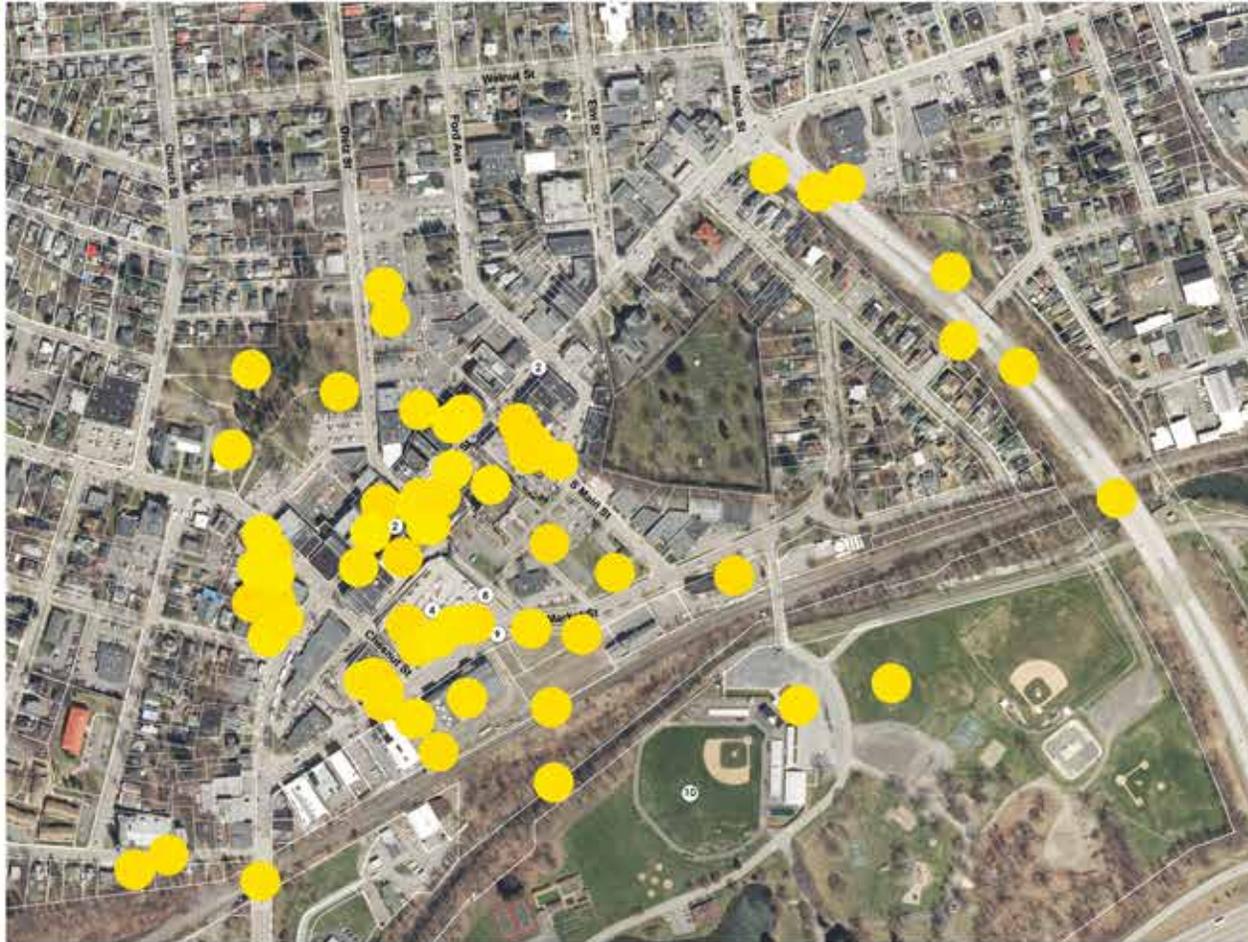
Public Meeting: Mapping: YELLOW = Where Redevelopment Should Occur

Downtown Oneonta

Downtown Revitalization Initiative

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DRI Subcommittees Priority Project List

Streetscape

- Transportation Hub
- Parking Garage
- Mohawk Valley Food & Beverage Innovation Center
- Westcott Lot
- Tap Room Development
- Food Aggregation & Distribution Center
- Rehabilitation of Downtown Anchors
- Renovation of Main Street Buildings

Buildings

- Signage and wayfinding
- Market Street traffic and pedestrian experience
- Gateway enhancement
- Connectivity: Main to Market
- Parking garage

Marketing

- Marketing Materials
- Graphs and Maps
- Building/Site Specific Materials

Business Support

- Direct Investment to Business (loan / grant)
- Downtown Wayfinding Signage
- Marketing
- Unique Place-making Projects
- Technical / Professional Support
- Regulatory



OPPORTUNITY

Preliminary Commercial Market Assessment

Job Growth

The industries with the highest projected job growth are:

- Health care and social services (~400 jobs)

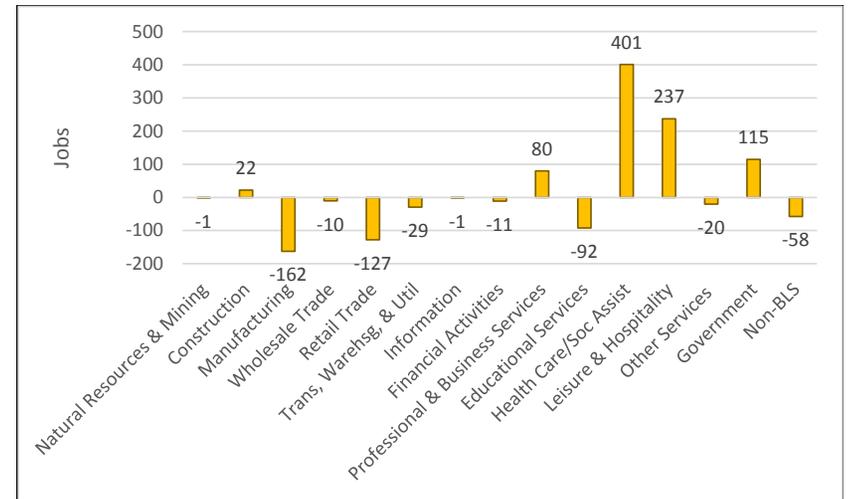
- Leisure and hospitality (~240 jobs)

 - Lead by accommodation & food services

- Government (115 jobs)

 - Lead by local government

- Professional & Business Services (~80 jobs)



Industrial Space

For a place with rail and interstate access as well as available land adjacent to this transportation infrastructure, the share of employment in transportation and warehousing is low.

The concept of developing an industrial park at the Oneonta D&H Rail Yard makes sense given the data. State-of-the-art industrial space with access to the rail and highway network would help to strengthen this existing weakness in the economy.

Office

At current rents, investors cannot build new general office and achieve a reasonable investment return:

- At 40% capture rate, over next 10 years

 - 3,000 square feet of general office space

 - 12,000 square feet of medical space

The City and Town do NOT capture a high share of regional jobs in the accommodations and food service industry.

Preliminary Housing Market Assessment

HOUSING TYPE	NUMBER OF HOUSEHOLDS	PERCENT OF TOTAL
Multi-family for-rent (lofts/apartments, leaseholder)	80	31.4%
Multi-family for-sale (lofts/apartments, condo/co-op ownership)	20	7.8%
Single-family attached for-sale (townhouses/live-work, fee-simple/ condominium ownership)	30	11.8%
Low-range single-family detached (houses, fee-simple ownership)	65	25.5%
Mid-range single-family detached (houses, fee-simple ownership)	40	15.7%
High-range single-family detached (houses, fee-simple ownership)	20	7.8%
TOTAL	255	100.0%

The Urban Trends



Millennials

- Preference for vibrant downtowns
- Leaving rural areas
- Want to be connected
- Preference for authenticity
- Preference for healthy foods



Boomers

- Looking for place to retire
- Looking for low cost, activities, warm, connected to activities and people
- Many moving to downtowns

Photo source:Wikimedia

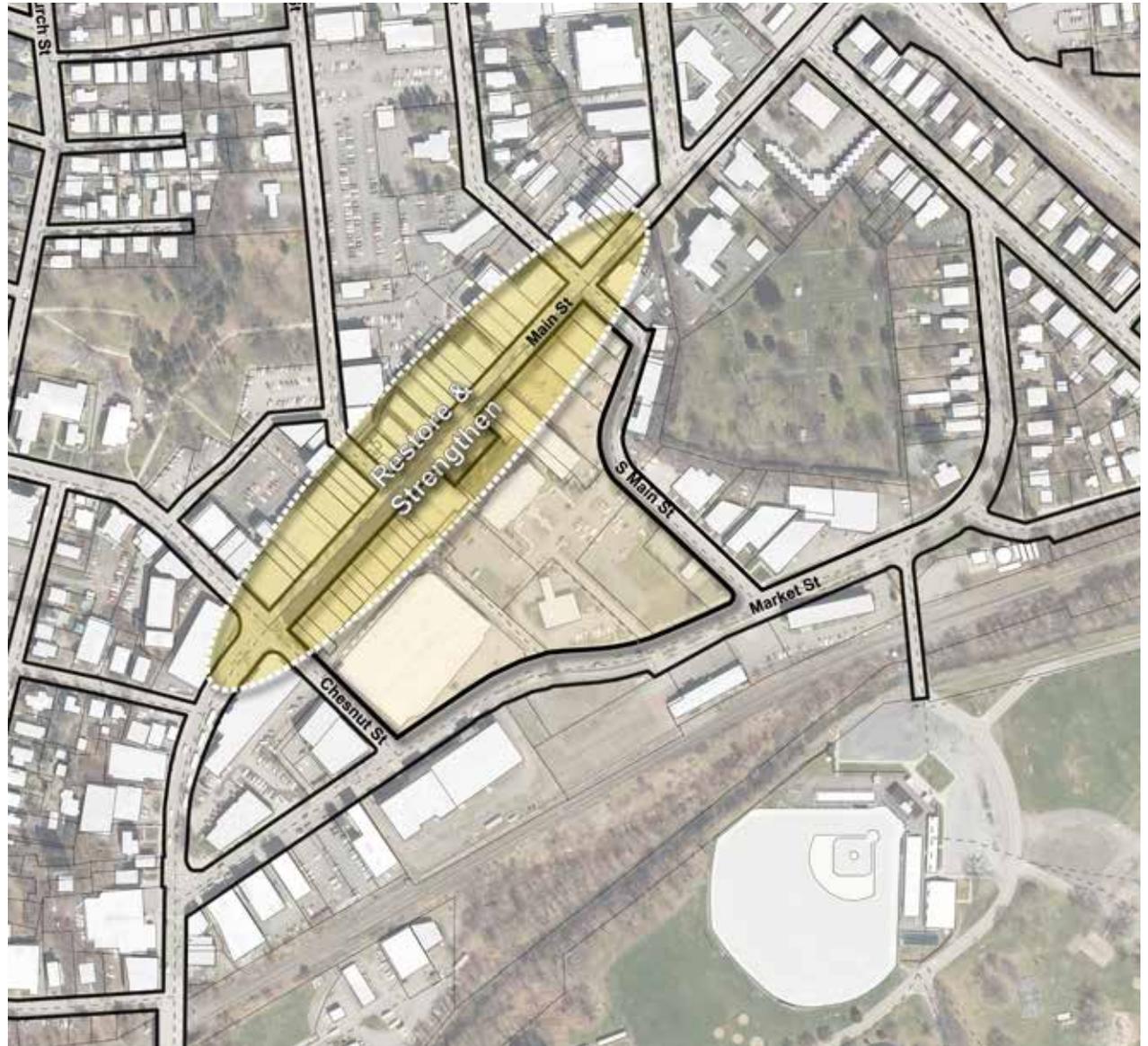
An aerial photograph of a city grid, likely downtown, with a central orange circle highlighting a specific area. The text "DOWNTOWN CONCEPTS" is overlaid in white on the orange circle. The background shows a dense urban layout with streets, buildings, and some green spaces. A river or canal is visible on the right side, and a highway interchange is at the bottom right. The overall tone is professional and urban.

DOWNTOWN CONCEPTS

Principles



A. Strengthen

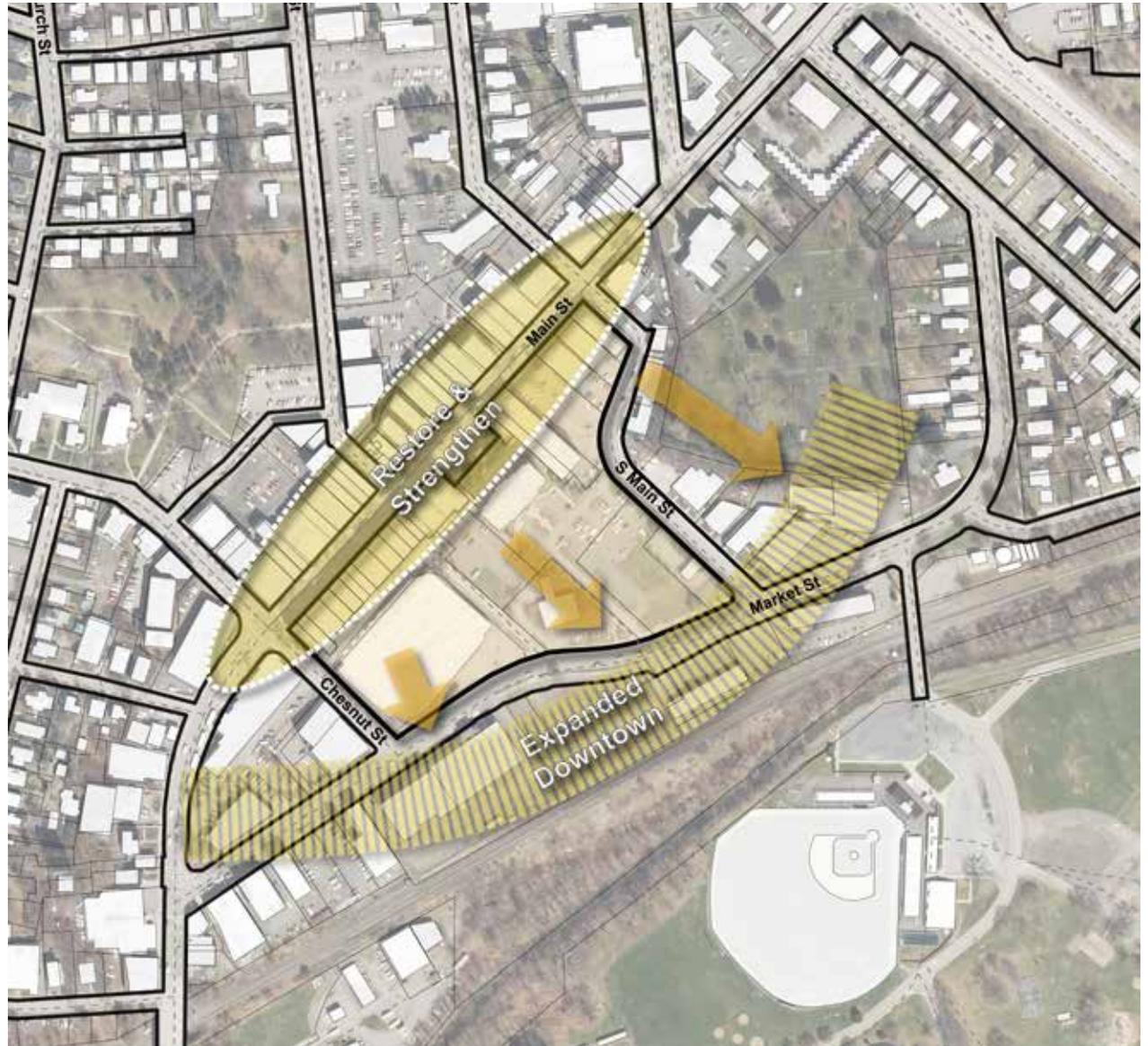


Principles



A. Strengthen

B. Expand



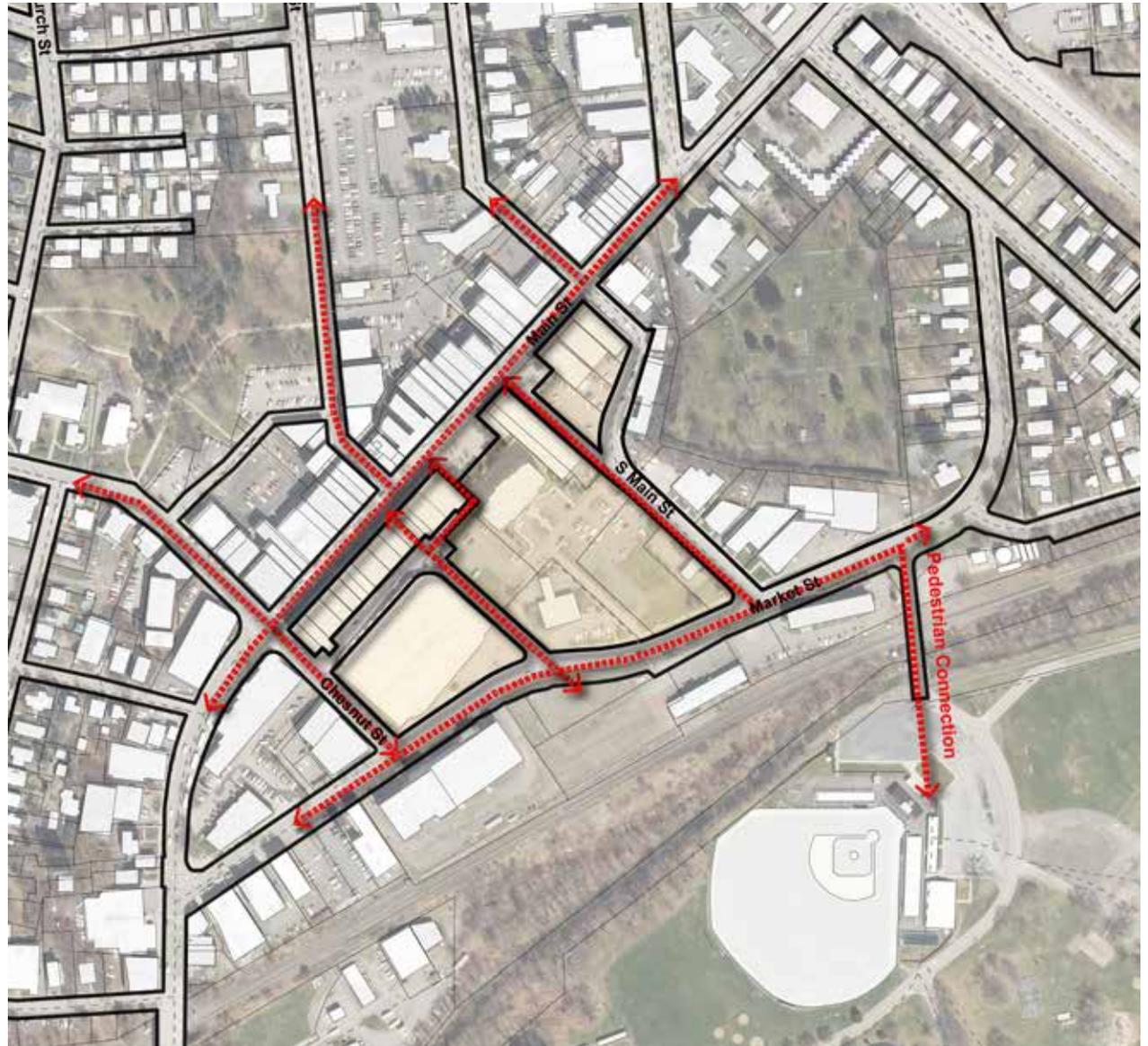
Principles



A. Strengthen

B. Expand

C. Connect



A. STRENGTHEN:

1. Downtown Business Support Team
2. Retail and Commercial Tenant Improvement Fund
3. Signage
4. Upper Story Housing Support
5. Mixed-Use Development



I. STRENGTHEN: Small Business Support

Downtown Business Support Team

Estimated DRI Fund: \$400K

New Tools to Support Business Growth:

- Working with building owners to renovate, upgrade properties
- Tenant recruitment
- Support for tenant fit-out
- Monitor safety
- Proforma Review
- Facilitation of Architectural services
- Tax credit assistance
- Public events program
- Monitor cleanliness
- Technical support for Small Business
- Mentorship

Benefits

- Creates active Downtown
- High leverage project



2 STRENGTHEN: Small Business Support

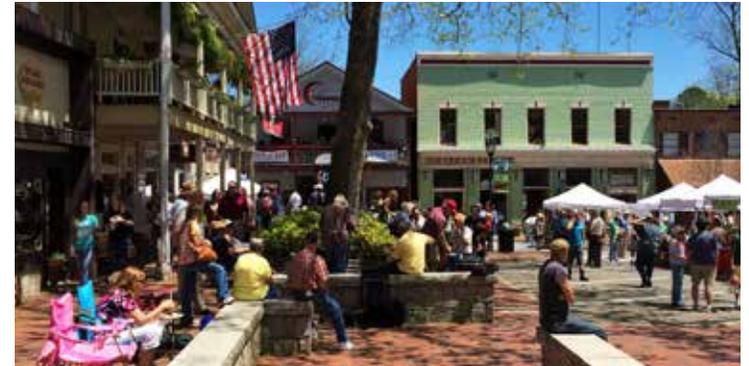
Program for Retail and Commercial Tenant Improvement Fund

Estimated DRI Fund: \$650K

- Small Low Interest Loans for facade and interior space renovations to assist existing and prospective small businesses improve their store spaces.
- Small micro grants for facade renovations

Increase recreational offerings to enhance retail visitation

- Reinforce Oneonta's strategic position and promote year-round downtown use
- Incorporated pop-up retail, outdoor seating, games at Muller Plaza



Dahlonega - Georgia, Source: Wikimedia Commons

3. STRENGTHEN: Small Business Support

Signage

Estimated DRI Fund: \$330K

- Improve visibility of existing storefronts through the installation of blade/projecting signs.
- Parking Signage and Wayfinding
- District Signs to advertised area stores and Downtown
- Micro grants for storefront signs
- Branding & Marketing Program



Exit 15 Marker



4. STRENGTHEN: Upper Story Housing Support

Estimated DRI Fund: \$750K-1.5M

- Provide financial support for renovations that create more housing choices on underutilized upper floors.
- Addresses current real estate environment with little incentive to renovate.



Benefits

- Provides upper story housing downtown
- Leverages private funds
- Providing greater housing choices will support Main St businesses.
- Preserves unique character
- Supports documented housing need

5. STRENGTHEN: Westcott Parking Lot Mixed-Use Development

Estimated DRI Fund: \$2-2.5M



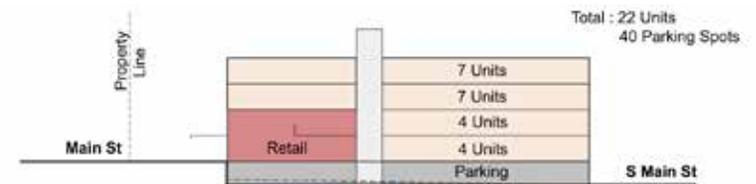
Provides 25-30 new apartments for Market-rate housing.

Provides new retail space

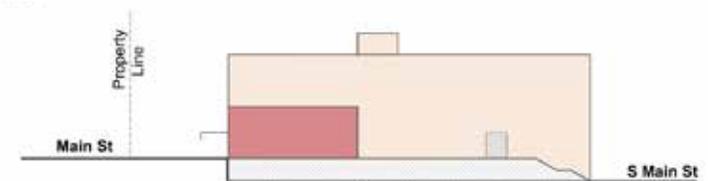
Creates public plaza and pedestrian walkway to South Main Street

Attracts \$5-6M in private investment

Sustainable design practices

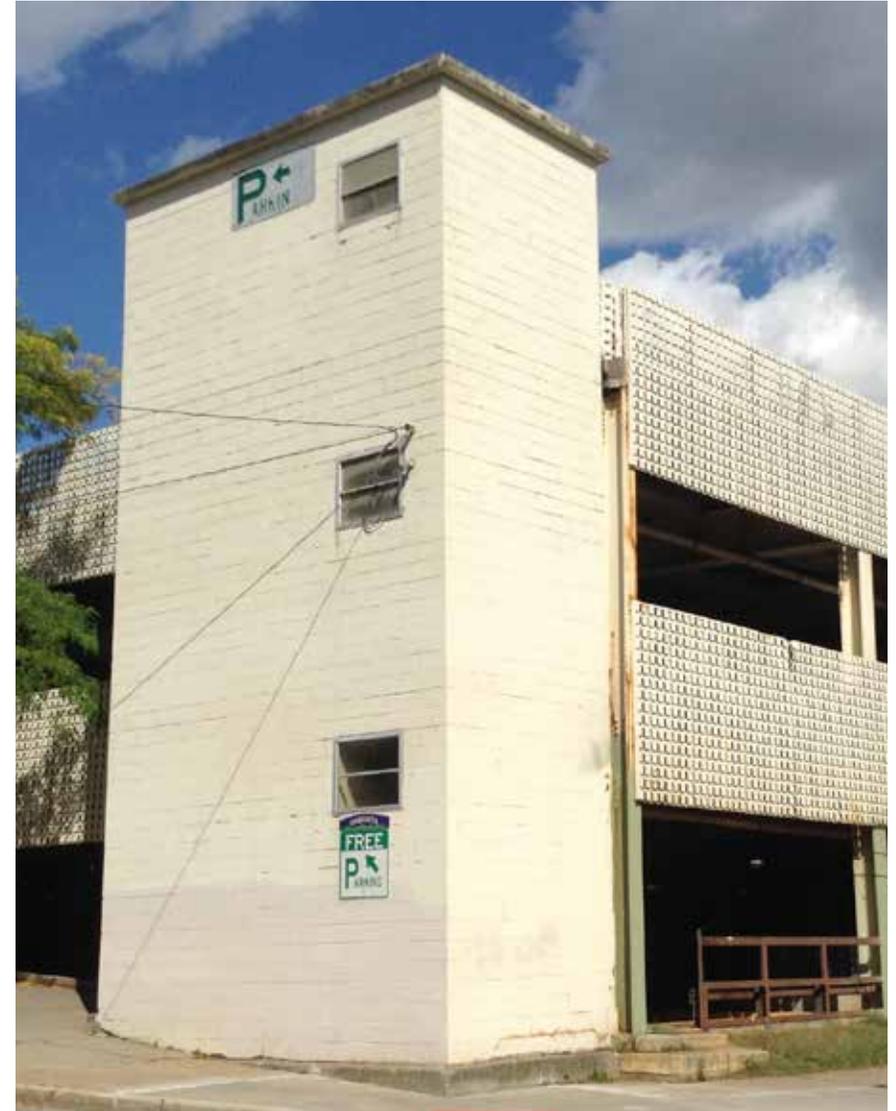


Elevation



EXPAND: Market Street Opportunities & Constrains

Blank Facades



6. EXPAND: Mohawk Valley Food & Beverage Innovation Center

Estimated DRI Fund: \$1.75M

- Education and programming for food & beverage related industry
- Support for entrepreneurs and existing businesses in craft food & beverage
- Workforce training and development
- Retail space for regional products, demonstration kitchen and event space
- Mixture of residential units: market-rate, subsidized, executive, and special needs
- Partnerships with educators for adult education, certificate programs
- Partnerships with health-care providers for health and nutrition education



Elan Planning, Karen Karp & Partners

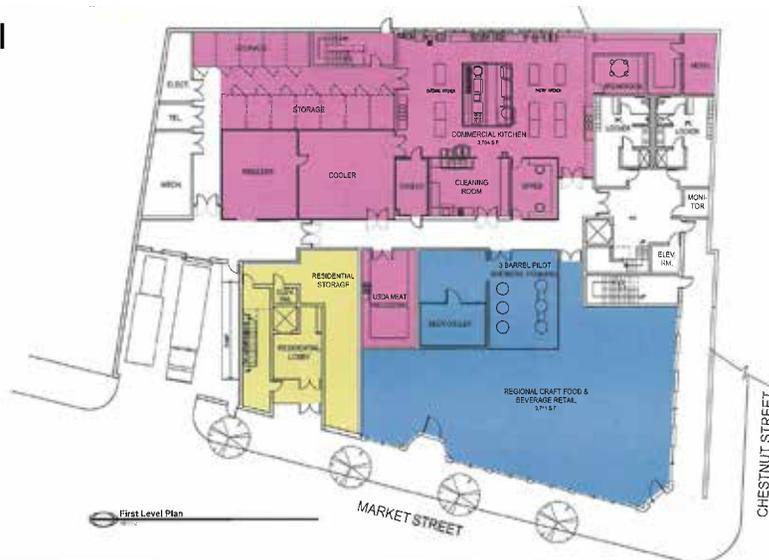
Total Project Cost 14-15M

Private Investment for large portion

DRI Portion: 1.75

6. EXPAND: Mohawk Valley Food & Beverage Innovation Center

Floor 1



Floor 2



Elan Planning, Karen Karp & Partners

- “Brains” for all regional food & beverage initiatives and expansion
- Job creation and job training
- Regional leadership and innovation
- Bolsters local agriculture and food & beverage production
- Strengthens cultural identity
- Removes blight and positively impacts character of Market Street
- Drives unique traffic to City and enhances activity on Main Street

7. EXPAND: Business Incubator, Makerspace, and Small Scale Manufacturing

A. Support for new business and small manufacturing establishments.

B. Makerspaces combine manufacturing equipment, community, and education for the purposes of enabling community members to design, prototype and create manufactured works that wouldn't be possible to create with the resources available to individuals working alone.



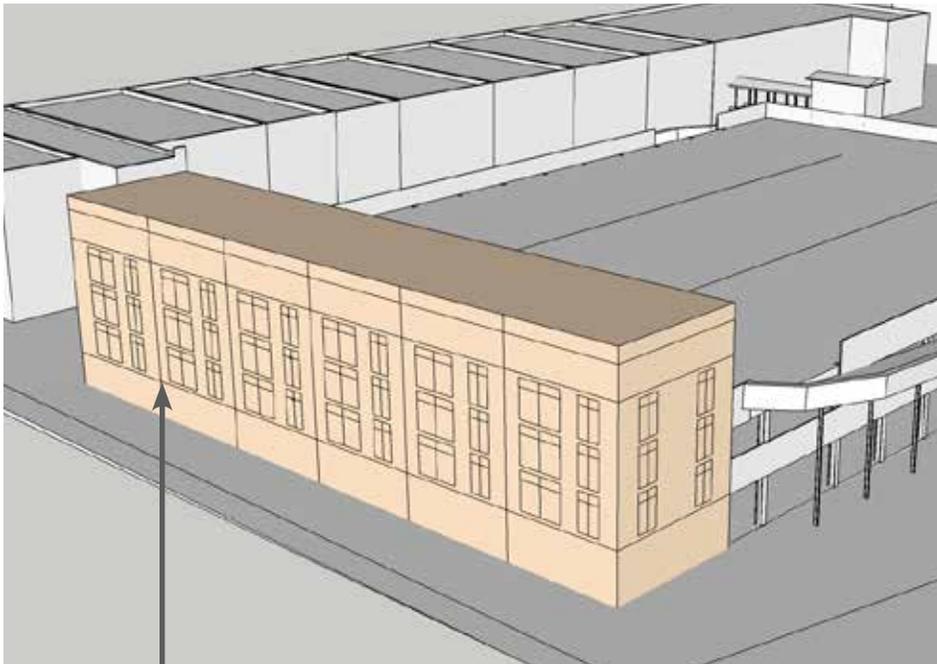
EXPAND: Parking Structure Alternatives

8. Residential Modification

Estimated DRI Fund: \$3-4M

Approximately 24 Apartments/ 6,000sf Retail

Attracts \$4-5M private Investment



New Multifamily or Mixed-use

9. Retail Modification

Estimated DRI Fund: \$1.5-3M

Approx Retail area 4,000-8,000sf



New Retail or Maker Space

EXPAND: Parking Structure Alternatives, Recladding

Existing Condition



10. Green Screen

Estimated DRI Fund:
\$1.4-1.7M



11. Brick Recladding

Estimated DRI Fund:
\$1.9-2.5M



Garage Rooftop solar arrays
Estimated DRI Fund: \$400K

Incorporate light-scape features
on the exterior and interior

- Designate Residential only Parking Area
- Perform long-term maintenance, (included in cost)
- Improve circulation

I2. EXPAND: Parking Structure Alternatives -Transit hub

Estimated DRI Fund: \$1-1.5M

- Total Construction Cost \$2.5-3M
- Public Funds \$2.5-3M
- DRI Portion \$1-1.5M
- Project partners DOT
- 7 Bus Bays
- Creates a new, **unified transit center** for Oneonta Public Transit, Otsego Express, and intercity buses.
- New waiting room and office facilities
- Taxi facility



Traditional Styles, colonnades, brick



Modern Styles, canopies, glass



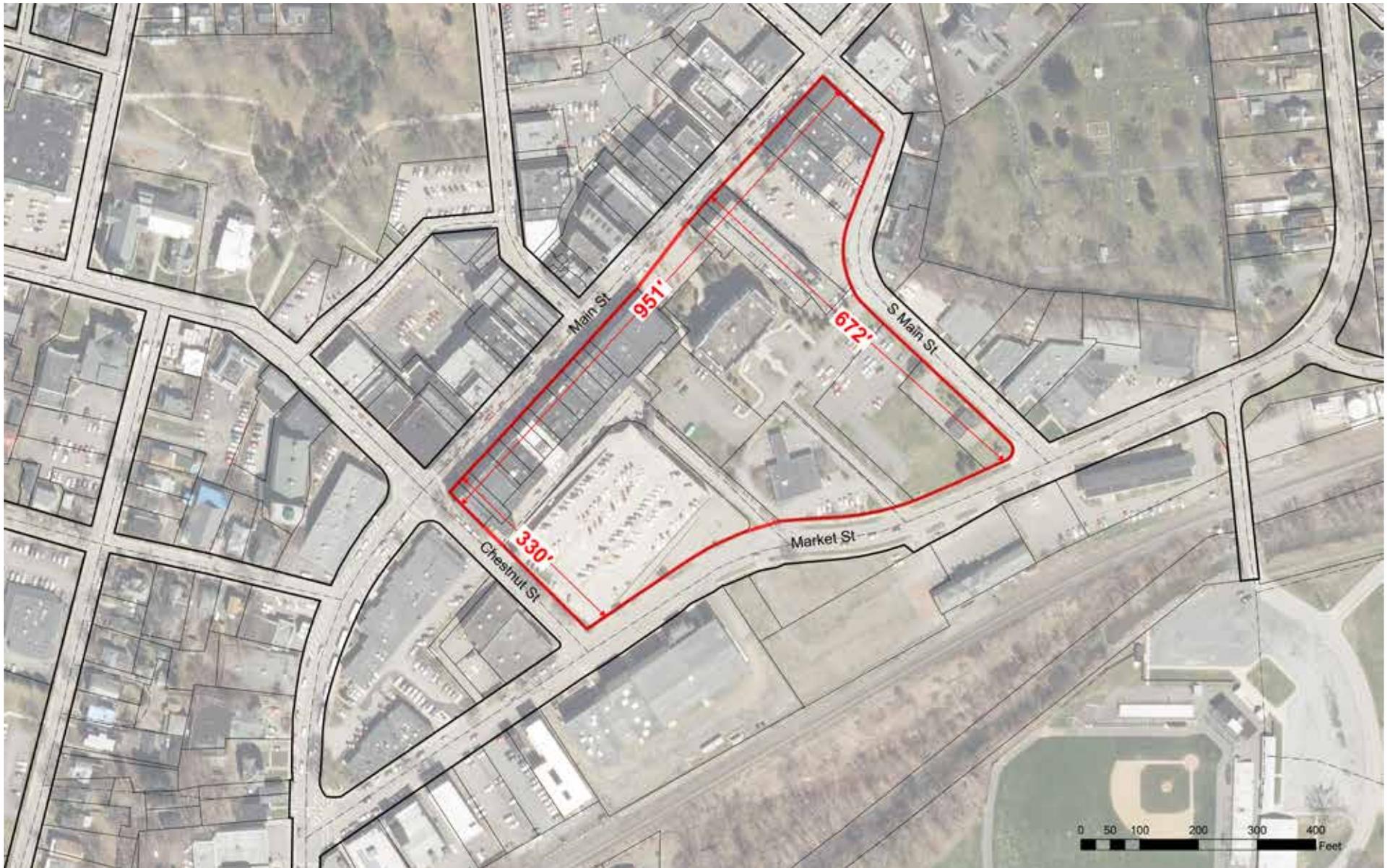
I3.EXPAND: Parking Structure Alternatives-Complete Demolition and New MIXED USE

Estimated DRI Fund: \$3M

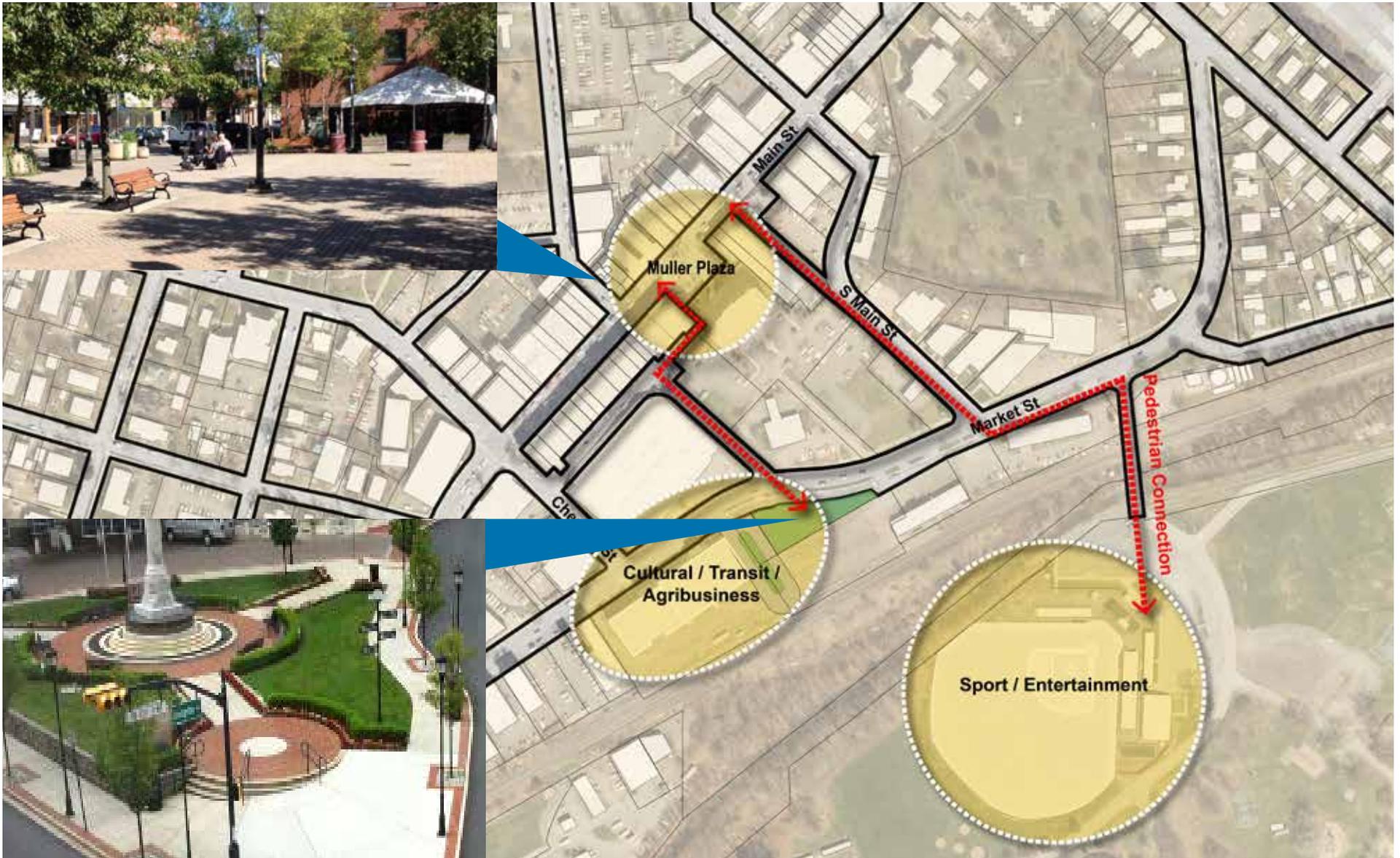
- Total Construction Cost \$25-31M
- Public Funds \$16-19M
- Private Funds: incorporated
- DRI Portion \$3M
- Replacement includes smaller parking structure
- Transit Hub
- 50 new apartments
- 12-18,000sf new retail



CONNECT: Oneonta Super Block



CONNECT: Connections Between Urban Nodes

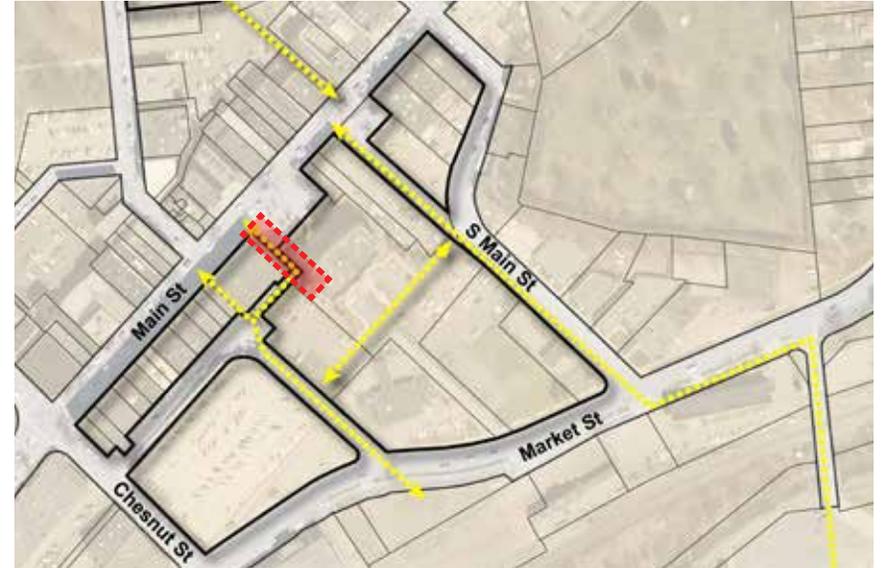


15. CONNECT: Muller Plaza Passage

Estimated DRI Fund: \$75-100K

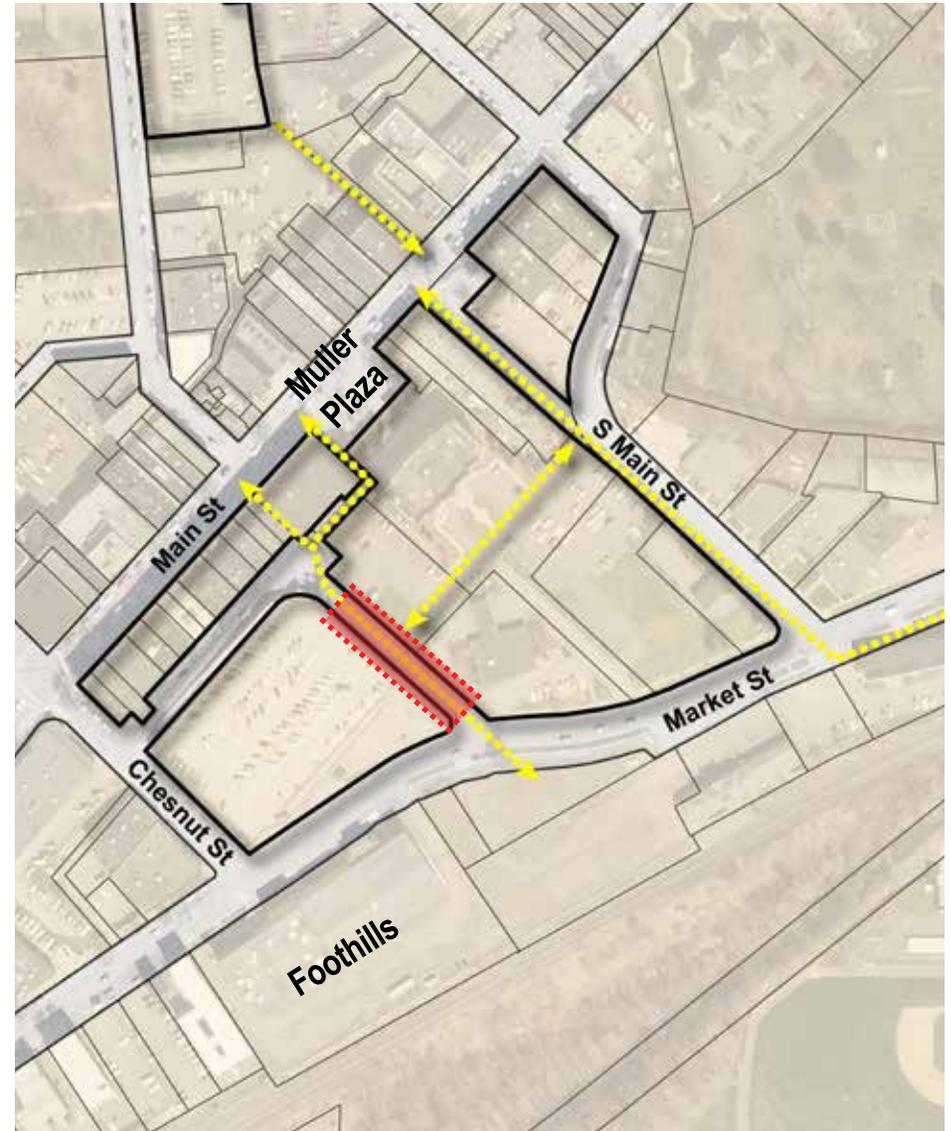


Muller Plaza: passage closed off



I6. CONNECT: Public Walkway from Water Street to Market Street

Estimated DRI Fund: \$300-450K



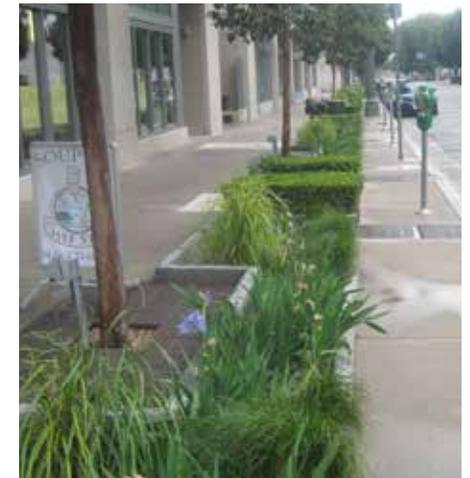
17. CONNECT: Market Street Retrofit

Estimated DRI Fund: Phase I \$250-350K



- Driving lanes wide, promotes high speed driving, about 2,900 cars use per day
- Requires engineering to clam driving speeds
- Reduce lane widths, add bulb outs, parking lanes
- Reserve an area for food trucks
- Green Infrastructure

Phase I: Painted Materials
Phase 2: Permanent Materials

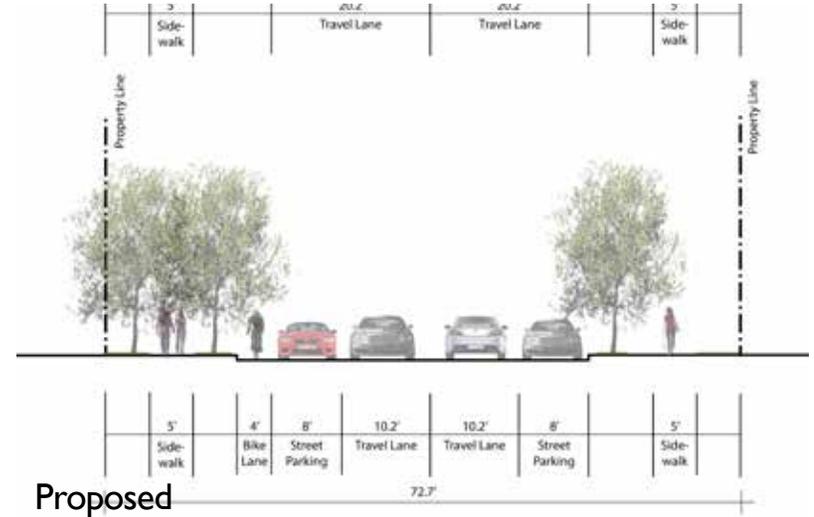


17. CONNECT: Market Street Concept Plan

Estimated DRI Fund: \$1.5-3M



Phase 2: Estimated DRI Fund: \$1.5-3M



Phase 2: Green Infrastructure



CONNECT: Chestnut & Main

Project Description

Improve pedestrian safety at Chestnut Street & Main Street

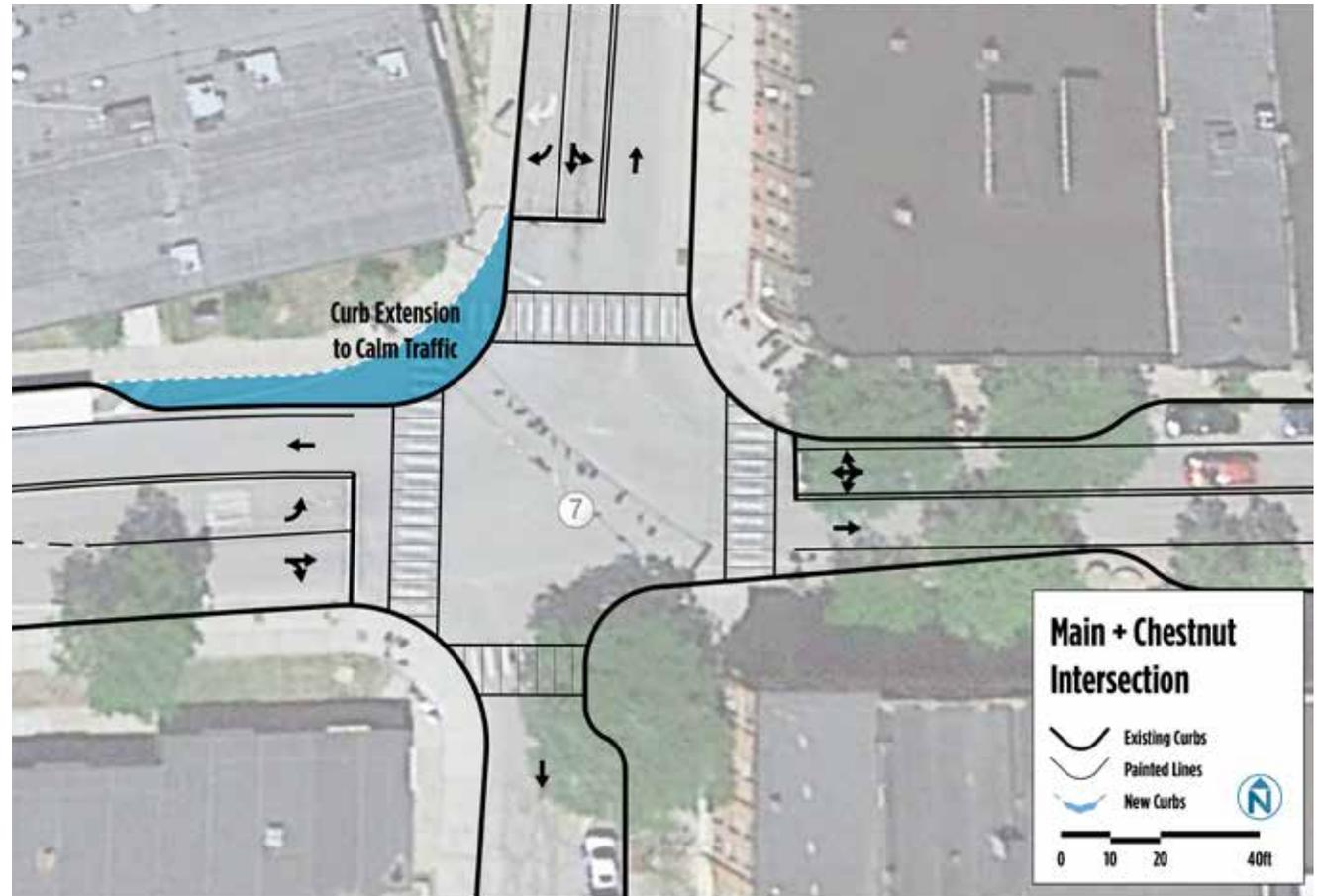
- Provide Curb Extension
- Located at Northwest corner

Project Benefits

- Improves safety
- Low cost
- Improves Main Street pedestrian access

Est Budget

Painted Curb Extension	10K
Public Funds	10K
Portion from DRI Funds	10K



Downtown Anchor Institutions

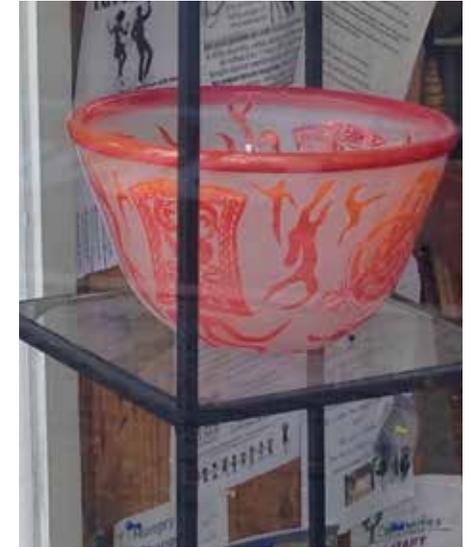


Key components of our downtown include anchor institutions such as Foothills, Oneonta Theatre, and the YMCA.

- Requires the engagement of their respective owners/governing bodies
- Requires well defined vision, plans, and financial sustainability

I8. CONNECT: Arts & Culture

Estimated DRI Fund: \$120K



Maintain Oneonta Authentic Culture

- Support for local arts
- Provide art commissions for Public Art installations in Oneonta
- Murals, sculptures, interactive displays
- Connect artists with local businesses

18. CONNECT: Public Space

Estimated DRI Fund: \$300K

Increase recreational offerings

- Reinforce Oneonta's strategic position and promote year-round downtown use
- Incorporated pop-up retail, outdoor seating, games at Muller Plaza
- Indoor and outdoor sports and events, i.e. ice-skating rink, climbing wall, bike racing events, splash park, etc
- Enhances retail visitation
- Improved connections to Neawha Park



Dahlonega - Georgia, Source: Wikimedia Commons



Open House

Opportunity to review the components of the plan up-close.

Review each project and give us your comments on the Survey Form

Use your Survey Form to tell us your priorities

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