

MAYOR'S LETTER



May 31, 2019

Mr. Michael Reese, Regional Director Mr. Lawrence T. Gilroy III, Chair Mohawk Valley Regional Economic Development Council 207 Genesee Street, #1604 Utica, NY 13501

Dear Council Representatives,

As Mayor of the City of Utica, I recognize the vital importance of our Downtown district to the continued growth and future development of the entire City. The direction, strategies and projects identified in the enclosed New York State Downtown Revitalization Initiative application will guide our efforts to reinvigorate the heart of Utica.

The City is poised for significant community transformation centered in economic development and growth. The \$10 million Downtown Revitalization Initiative investment would allow government, private business, non-profit organizations and residents to capitalize on these emerging opportunities before us.

Our community identified the character and authenticity of Downtown Utica as something to be developed and built upon. By filling vacant storefronts, providing urban living opportunities, enhancing public spaces, supporting business development and highlighting our diversity, we will make Utica a more vibrant, livable and sustainable community.

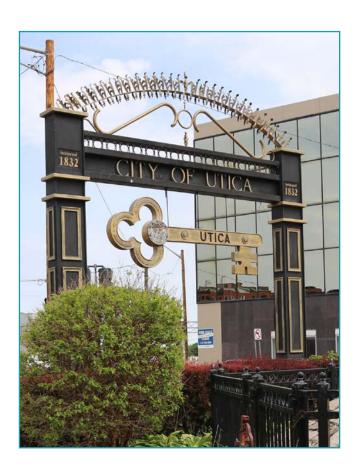
With strong public-private partnerships, I am confident we can create transformative change and unprecedented opportunity, not just for the City of Utica, but for the entire Mohawk Valley Region. I am proud to submit our application for the Downtown Revitalization Initiative and look forward to making this vision for Downtown Utica a reality.

Sincerely,

Robert M. Palmieri City of Utica Mayor

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BASIC INFORMATION

REDC Region

Mohawk Valley

Municipality Name

City of Utica

Downtown Name

Downtown Genesee Street

County Name

Oneida County

Applicant Contacts

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VISION FOR DOWNTOWN

A brief statement of the municipality's vision for downtown revitalization.

Energized assets, transformed public spaces, authentic architecture, and celebrated diversity. Downtown Utica is a place that unites the community, attracts new residents and visitors, stimulates economic investment and promotes quality of life. Using a people-centric creative placemaking approach, the City of Utica is focusing on connecting:



Utica's revitalization strategy will infuse Downtown with character, creativity, and energy that attracts and welcomes diverse people, boosts sociability, and promotes movement and exploration by:

- Enhancing walkability, bikeability and vibrancy
- Leveraging the power of key Downtown anchors
- Promoting inclusiveness and equity
- · Sustainably redesigning the physical and social environment
- Fostering arts and culture
- Stimulating economic development

The City of Utica's Downtown Revitalization Initiative (DRI) vision will accelerate and leverage ongoing efforts by:

- · Activating and re-inventing public spaces
- Emphasizing cultural assets
- Growing existing businesses
- · Recruiting and mentoring entrepreneurs
- Repurposing and revitalizing vacant buildings
- Developing greenspaces and sustainable infrastructure
- · Promoting multimodal transit initiatives
- Developing mixed use and diverse housing options



JUSTIFICATION

Provide an overview of the downtown area nominated for the DRI program, highlighting the area's defining characteristics and the reasons for its selection. Explain why the downtown is ready for DRI investment, and how that investment would serve as a catalyst to bring about revitalization.



Reimagining Utica's Downtown Vision

Utica's DRI strategy is informed and supported by multiple planning efforts, especially a recently completed, long-term Downtown Vision Plan prepared by global architecture firm NBBJ in collaboration with The Community Foundation of Herkimer and Oneida Counties, the City of Utica, Oneida County, The Genesis Group, Mohawk Valley Economic Development Growth Enterprises (EDGE), Greater Utica Chamber of Commerce, and Rust2Green (R2G) Utica. This visioning project was prompted by planning for Mohawk Valley Health System's (MVHS) \$480M Downtown healthcare campus, the largest-ever public-private project in the Mohawk Valley. The potential for the Downtown hospital project, among other New York State (NYS) and privately funded initiatives, to reshape Downtown prompted the City and its partners to embark on a process that resulted in a 10- to 20-year vision of Utica's urban core, taking into account recent, current, and aspirational development.

Working with community stakeholders, the consultant developed a dynamic and transformational vision for Downtown Utica; this vision's supporting constituent engagement resulted in the City's selection of the Genesee Street and Broad Street corridors as the DRI target area.

The target area provides realistic opportunities to realize the plan's goals for the long-term:

- · Building pride in community and region
- Supporting economic revitalization
- · Building on existing assets
- Celebrating history and heritage
- Enhancing connectivity
- Incorporating smaller plans and planning initiatives
- Building on the momentum of current projects

The target area was also selected based on its defining characteristics.

Defining Characteristics



Utica's "Main Street"

Genesee Street is considered Utica's "Main Street"—a growing hub of finance, hospitality, arts and cultural assets, and government offices. More than 35 restaurants and 150 small businesses fill storefronts, provide employment, and offer service and retail opportunities for residents and visitors. The Genesee and Broad streets target area is an estimated 10-minute walk from north to south and within walking distance to the Harbor Point waterfront district, West Utica's activated brewery and entertainment district, East Utica's evolving international district, and nearby residential neighborhoods. Many requirements of daily life, including a grocery store, shops, services, library, city park, and public transit are within walking distance.



Important Arts and Cultural Assets

The target area's Stanley Center for the Arts, Broadway Utica, Utica Dance, Utica Public Library, 4 Elements Studio, Munson-Williams-Proctor Arts Institute (MWPAI), Pratt Utica, and the Oneida Square Project provide world-class arts education, installations, performances and public art, creating economic impact critical to Downtown Utica's sustainability. For example, MWPAI, comprising 28 buildings on 10 acres in the target area, generates nearly \$20 million in economic activity annually; attracts more than 150,000 visitors each year; supports 180 full- and part-time employees; and invests a minimum of \$500,000 per year in infrastructure. Creative placemaking activities, such as the Mohawk Valley Resource Center for Refugee's (MVRCR) World Refugee Day, Rust2Green (R2G) Utica's annual One World Flower Fest, and the Levitt AMP Utica Music Series' free live concerts, enrich the City's cultural identity.



Distinctive Historic Architecture & Character

The Genesee and Broad streets target area includes two districts listed on the State and National Registers of Historic Places—Bagg's Square East District and the Downtown Genesee Street District. Examples of noteworthy architecture line the streets with nine individual buildings listed on the Registers, contributing to Downtown's unique, authentic character.



State, County and Local Civic Center

As the largest population center in the Utica-Rome Metropolitan Statistical Area (MSA) and the seat of Oneida County, Utica is the nexus of local government and civic affairs. The Oneida County Office Building, State Office Building, and Alexander Pirnie Federal Building are in or adjacent to the target area, employing thousands of local residents and providing essential information and services to additional thousands of Downtown visitors each day.



Inactive Storefronts, Underutilized Buildings, Lack of Greenspace & Vehicular Dominance

While the target area comprises an array of attractions and assets, it is also characterized by worn and deteriorated sidewalks, treeless concrete streetscapes, spans of asphalt, and 22 vacant spaces. The expansive public right-of-way along both Genesee and Broad streets needs to be redesigned and reconfigured as part of an enhanced streetscape plan that increases greenspace and integrates public art. A number of City-owned buildings, lots, and parking areas provide excellent opportunities for green infrastructure, energy, public space, and reconfiguring of circulation networks. Downtown suffers from vehicular dominance; addressing this will require new mobility options, enhanced walkability, and shared parking. Underutilized and vacant buildings are ripe for mixed use development—creating new opportunities for entrepreneurs and Downtown living.



Unique, Challenging and Changing Demographics

With a population of 60,100 and a median age that is trending younger (34.1 years of age), the City of Utica's demographics are changing. Currently, 63.4% of its residents are white; 15.8%, African American; 12.3%, Latino or Hispanic; and 11.9%, Asian. As a designated United Nations (UN) resettlement community, Utica has embraced an infusion of refugees and immigrants, and foreign-born residents now make up 19.4% of the population. Some of Utica's most vulnerable residents live in or near the target area.

Some of Utica's most vulnerable residents live in the Downtown census tracts and face significant challenges: 44.4% live in poverty, 17.5% are unemployed, and average annual household incomes are less than \$20,000. The City's DRI strategy focuses on populations most in need of services, programs, and places providing education and employment, affordable housing, cultural inclusion, and community integration.

Key Demographic Indicators	New York State	Oneida County	City of Utica
Population	19,542,209	229,577	60,100
Language Other Than English Spoken at Home	30.6%	11.9%	29.2%
Veterans	757,900	16,363	2,819
Foreign Born	22.7%	7.5%	19.4%
Hold a High School Degree or Higher	86.1%	88.1%	78.6%
Hold a Bachelor's Degree or Higher	35.3%	23.9%	17.6%
Median Household Income	\$62,765	\$51,316	\$33,873
Persons in Poverty	14.1%	16.1%	30.4%
Minority-owned Firms	709,021	1,643	1,083
Veteran-owned Firms	137,532	1,362	290
Owner-occupied Housing	54%	66.6%	47.9%

Quick Facts, US Census, May 2019

Catalysts for Revitalization

With people, places, and projects in motion, and with Downtown's new long-term Downtown Vision Plan in hand, activities supporting the City's six key actions are underway and will be further leveraged by proposed DRI investments.

Enhancing Walkability, Bikeability & Vibrancy

Complete Streets

The City of Utica has incorporated Complete Streets principles into its Comprehensive Plan, revised Zoning Code, and the recently announced Downtown Vision Plan. To achieve successful pedestrian-oriented development, the City is educating and engaging the community, making incremental changes in Downtown development practices.

Zagster Bike Share

A Zagster bikeshare program placed 26 bicycles in five Utica neighborhoods, adding another mode of movement for people in and around the target area. By the end of 2018, the City's bikeshare program surpassed 1,750 trips by nearly 1,000 active members during two seasons.

NYS Department of Transportation (DOT) Route 5S Safety Improvement Project

A \$16.6 million project, designed by NYS DOT, is providing upgrades to enhance a major entrance to Utica and its neighborhoods, while improving safety for drivers, walkers, and bikers to and from Downtown. Completed in unison with a City storm sewer separation project, the project will reduce lanes, remove a slip ramp, and add greenspace, bike tracks, and a bicycle lane on Oriskany Street.

Urban Green Infrastructure Program

The City of Utica is finishing a \$1 million green infrastructure project as part of its Brownfield Opportunity Area plan in Downtown. The work included the construction and planting of bioswales and rain gardens along with the installation of pervious sidewalk surfaces to better control storm water runoff and maintain water quality.

NEXT STEP
DRI PROJECTS

- Complete Streets
- Public Art

Leveraging the Power of Downtown Anchors

New Century Club (Phase 1)

The anchor property at 253 Genesee Street is visually and historically significant as the former home of Utica's New Century Club, a women's civic organization established in 1893. The preserved New Century auditorium was the site of noteworthy early 20th-century civic and social presentations by famous political activists and leaders including Susan B. Anthony. In the past two years, private developers have saved the building, addressing its environmental and structural challenges, replacing the roof, completing exterior masonry repairs, and installing an elevator.

131 Genesee Street Adaptive Reuse (Phase 1)

Located at the junction of Genesee Street and Route 5S, the former Boston Store at 131 Genesee Street is a critical Downtown anchor property. With NYS assistance, the Resource Center for Independent Living (RCIL) and its 200 employees will occupy 1.5 floors of the four-story building, making use of the adjacent Utica Place Parking Garage. RCIL is being relocated due to construction of the MVHS Downtown healthcare campus.

Kempf Block Restoration (Phase 1)

A local developer has used NYS and private funding to purchase and stabilize a vacant, deteriorated four-story building that has plagued the Genesee Street neighborhood for years. Following the abatement of hazardous materials, future investments will bring four storefronts back on the tax rolls and renovate three upper floors of space into Utica's Missing Middle housing.

NEXT STEP DRI PROJECTS

- 131 Genesee Street Adaptive Reuse (Phase 2)
- DoubleTree Hotel Utica Upper Floors (Phase 2)
- Kempf Block Restoration (Phase 2)
- Macartovin Apartment Community
- Mayro Apartments & Offices
- New Century Club (Phase 2)

Promoting Inclusiveness and Equity

MVRCR Welcome & Opportunity Center

Mohawk Valley Resource Center for Refugees (MVRCR) moved to its 201 Bleecker Street location in 2018, creating an expanded Welcome & Opportunity Center. A first-floor Welcome Center provides offices, classrooms, publicly available computer workstations with internet access, traffic safety program driving simulators, and a large conference room. The lower-level Opportunity Center features 24 computer workstations with ample space for partner organizations to provide training and educational services.

Veterans Outreach Center Housing (Phase 1)

The Utica Center for Development (Veterans Outreach Center) has invested public and private funds to construct 18 units of affordable housing for veterans and their families in the former Downtown YMCA. Improvements include HVAC, roofing and electrical upgrades, and building façade and sidewalk work. Improvements to the Center's recreation health and wellness infrastructure (locker room, pool, gym floor, parking lot) for residents and the neighborhood are next.

One World Garden (Phase 1)

In 2011, Rust2Green (R2G) Utica worked with MVRCR and the TKF Foundation's Open Spaces Sacred Places Program to design the vision for a permanent community attraction: a nature/garden space dedicated to refugee welcome, healing, and restoration. The NYS- and CDBG-funded design and construction of the One World Garden Cultural Center will be pivotal in reviving Downtown—making it a safer, desirable, and welcoming environment.

NEXT STEP DRI PROJECTS

- DeSales Center Adaptive Reuse
- MVRCR Employment Center (Phase 2)
- Veterans Health & Wellness (Phase 2)

Sustainably Redesigning the Physical Environment

Creative Placemaking

The "One World Creative Placemaking and Artscaping in Downtown" Project, a NYS State and Municipal Facilities Program initiative, is devoted to creative placemaking enhancements on Genesee Street. Its integrated streetscape components—artistic places with seating, plantings, artful crosswalks, and highly visual public art elements including art totems and a mural—embrace a "One World Utica" theme. The project, still in early planning stages, will add life, identity, connectivity, and distinction to 10 blocks, from Franklin Square to Oneida Square.

One World Garden (Phase 2) - Utica Pathways & Public Realm Project

A 2018 NYS Green Innovation project will help renew and activate public spaces, providing linkage to the One World Garden, and will enhance the Downtown Arts & Culture District with trees, signage, walkways, and pervious pavement. Pathway connections between Park Avenue and Genesee Street and the creation of a combined multi-use outdoor plaza/parking area will revitalize an area now dominated by single-use impervious pavement parking lots and treeless streets.

Downtown Sustainability Plan

In 2019, the City will create a Downtown Sustainability Plan for the environmental performance of the target area, related to energy, transportation, water, economic, residential and business development, communications, food, waste, community input, green infrastructure, and urban design. The goal is to incentivize appropriate development and "green" residences, businesses, and government to support a quality of life that attracts new investors, entrepreneurs, workers, and residents.

Code Green: City of Utica Zoning Update

Utica is updating its Zoning Ordinance, last revised in 1994, to provide opportunities for innovative approaches to development, enabling the City to be a more economically viable, sustainable community. The updated Zoning Ordinance will incorporate sustainable design and smart growth principles while promoting mixed-use, pedestrian friendly, dense, urban infill development that will attract new residents to Utica's urban core.



- Parking Infrastructure
- Downtown Parks
- Greenscapes
- Sustainability

Supporting Arts & Culture

Artspace Utica (Phase 1)

Artspace, a leading developer and owner-operator of 52 artist live/work projects, has conducted a phase 1 preliminary feasibility study and an arts market study with nearly 600 creative people expressing strong interest in live/work residential space, working studio spaces, and collaborative workspaces. Artspace is in a predevelopment conceptual plans stage (site, floor plans, elevations) with schematic designs and a funding path to build up to 50 units in the Downtown target area.

Oneida Square Public Art & Design

This arts-based social enterprise trains and provides jobs for those with significant barriers to employment who create mosaic streetscape amenities that celebrate the culture and history of Utica. Their mosaic litter receptacles and planters are "artscaping" Downtown, Oneida Square, and other neighborhoods. They designed and constructed wheeled market carts for refugee entrepreneurs to utilize at farmer's markets, craft shows, and special events. Oneida Square Public Art & Design is also working with the City to design mosaic-inspired street furniture.

Levitt AMP Utica Music Series

For the past four years, Utica has been one of 15 municipalities across the country to win an annual grant that brings a diverse lineup of nationally recognized musicians to the community for a free 10-week summer concert series. The popular series brings the community together, breathing new life into the target area's Kopernik Park, inclusively providing unique visitor experiences and opportunities for less socioeconomically advantaged City residents.

MWPAI Campus Master Plan Study

Munson-Williams-Proctor Arts Institute (MWPAI) is working with a global architectural design firm to complete a study of the MWPAI campus addressing building use and upgrades, extensive landscape enhancements; public access and greenspace, sidewalk, crossing, lighting, and safety upgrades; and walkability.

NEXT STEP
DRI PROJECTS

- Artspace Utica (Phase 2)
- Munson Williams Park
- Stanley Box Office

Stimulating Economic Development

167 Genesee Street Capital

Two local women entrepreneurs are revitalizing two long-time vacant buildings on Genesee Street, adding 22 industrial-style lofts. A 2,000-square-foot street corner "urban superette" opened recently as part of their \$4 million investment in Downtown. Their private investments have leveraged NYS Consolidated Funding Application (CFA) funding.

thINCubator

Mohawk Valley Community College's (MVCC) thINCubator on Broad Street is a business incubator that works with a broad coalition of partners to program 8,500 square feet of space for entrepreneurs, coworkers, and educators. In 2019, the Mohawk Valley Small Business Development Center (MVSBDC) moved from SUNY Polytechnic Institute to the thINCubator in an effort to provide enhanced services to Downtown businesses and entrepreneurs.

NEXT STEP
DRI PROJECTS

- Business Assistance Fund
- Oneida National Bank Commercial Kitchen/Incubator
- MVCC Tech Training Center

DOWNTOWN IDENTIFICATION

Proposed DRI Area Boundaries

Detail the boundaries of the targeted downtown area or neighborhood, keeping in mind that there is no minimum or maximum size, but that the area should be concentrated and well-defined. Neighborhoods beyond traditional central business districts are eligible if they can meet other criteria making them ripe for investment. Include a map that clearly delineates the area to be included in the downtown revitalization area.

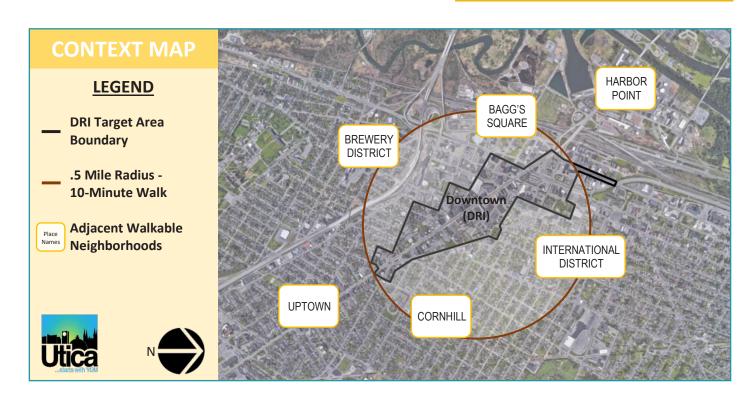
A street of Genesee's historical authenticity embodies Utica's distinctive character and identity, providing a central conduit and connection to diverse neighborhoods—each of which adds unique features to an increasingly vibrant urban core. Each district's identity is visible in the design of its public spaces, parks, streetscapes, and gathering places.

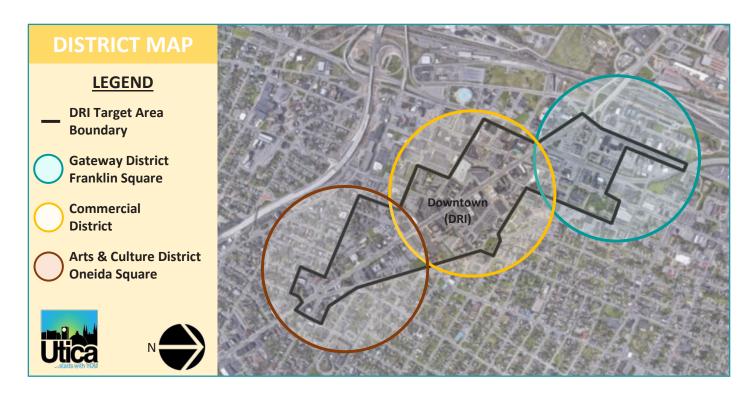
Each of Downtown Genesee Street's component areas enjoys a distinct look and feel characteristic of the uses and activities found there. Downtown Genesee Street is anchored on the north by the Broad Street-Oriskany Street/Route 5S gateway that leads into Franklin Square and on the south by Oneida Square. The lower end of Genesee Street serves as Downtown's Commercial District, with its Arts & Culture District further up the street.

Image is fundamentally important to economic success. People form their first impressions of Utica at its gateways. The degree to which a community takes care of this 'first impression' can say a lot to visitors and potential investors

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—— City of Utica Master Plan (2011)





The **Gateway District** features lower-story buildings, historical architecture, and public greenspaces that work to create an entrance to Downtown and a distinct sense of place. Some of the largest green spaces on Genesee Street can be found here, including Franklin Square, Liberty Bell Park, and the Ellen E. Hanna Mini Park.

The **Commercial District** focuses primarily on commercial businesses and their patrons, with less emphasis on greenspace and more on fast-paced pedestrian movement in an urban setting. Walkability, lighting, and transportation are of paramount importance here.

The **Arts & Culture District** begins near the Genesee-Court streets intersection, at the Stanley Center for the Arts, and proceeds southward to Oneida Square. Historical and cultural institutions such as Munson-Williams-Proctor Arts Institute (MWPAI) and the Utica Public Library convey the Downtown's embrace of arts, culture, and creativity as part of their educational and cultural missions.

The unique character enjoyed by each district promotes identity and distinction that will foster compatible activities and uses. For this application, the DRI target area is generally defined by:

- The eastern boundary, from Oneida Square continuing along Park Avenue north to Steuben Park and Charlotte Street, east along Elizabeth Street to Kent Street, north to Bleecker Street, then along First Street to Oriskany Street/Route 5S
- The northern boundary, which follows Broad Street to lower Genesee Street
- The western boundary, which follows lower Genesee Street south to Oriskany Street west, then Broadway to the northeast edge of Edward A. Hanna Park to Cornelia Street, along Mandeville Street to State Street, terminating at the Oneida Square roundabout

Past Investment, Future Investment Potential

Describe how this DRI area will be able to capitalize on prior private and public investment and catalyze future investments in the neighborhood and its surrounding areas. Describe recent planning efforts that support public and private investment in the proposed DRI area.

Initiatives & Projects	Past/Current Investment	Proposed DRI Investment	Future Investment
Walkability, Bikeability & Vibrancy			
Complete Streets & Public Art	\$610,000	\$3,000,000	\$500,000
Cornell LEED ND-Study	\$25,000	-	-
DOT Route 5S Safety Improvement Project	\$16,600,000	-	-
Urban Green Infrastructure Program	\$1,030,000	-	-
Zagster Bike Share Program	\$90,000	-	\$100,000
Downtown Anchors			
131 Genesee Street Adaptive Reuse (Phases 1 & 2)	\$300,000	\$1,000,000	\$4,000,000
DoubleTree Hotel Utica Renovations (Phase 1) and Upper Floors (Phase 2)	\$14,000,000	\$1,000,000	\$2,000,000
Kempf Block Restoration (Phases 1 & 2)	\$300,000	\$1,000,000	\$4,350,000
Macartovin Apartment Community	\$200,000	\$1,000,000	\$13,358,000
Mayro Apartments & Offices	\$900,000	\$1,000,000	\$5,000,000
MVHS Downtown Healthcare Campus	\$300,000,000	-	\$180,000,000
New Century Club (Phases 1 & 2)	\$1,000,000	\$500,000	\$1,500,000
Tabernacle Baptist Church	\$373,600	-	-
Utica Public Library	\$555,000	-	-
Inclusiveness & Equity			
CNY Veterans Outreach Center Housing (Phase 1) and Health & Wellness (Phase 2)	\$3,500,000	\$500,000	\$850,000
DeSales Center Adaptive Reuse	\$325,000	\$500,000	\$1,000,000
MVRCR Welcome & Opportunity Center (Phase 1) and Employment Center (Phase 2)	\$2,108,236	\$410,000	\$200,000
NYS Empire State Poverty Reduction Initiative	\$1,500,000	-	-
One World Garden (Phase 1) and Pathways Project (Phase 2)	\$1,400,000	-	-
Physical Environment & Sustainability			
Parks, Greenspaces & Sustainability	\$1,500,000	\$2,000,000	\$3,570,000
City of Utica Parks Master Plan	\$250,000	-	-
Code Green NYSERDA Zoning Update	\$200,000	-	-
Downtown Sustainability Plan	\$100,000	-	-
Downtown Vision Plan	\$243,000	-	-
Parking Infrastructure	\$4,700,000	\$2,875,000	\$4,475,000
Arts & Culture			
4 Elements Studio	\$100,000	-	-
Artspace Utica (Phases 1 & 2)	\$175,000	\$650,000	\$11,350,000
Levitt AMP Utica Music Series	\$250,000	-	-
Made in Utica – Franklin Square	\$10,000	-	_

Past, Current and Future Investments in Target	Area from Public, P	rivate & DRI Fund	ing Sources
Initiatives & Projects	Past/Current Investment	Proposed DRI Investment	Future Investment
MWPAI Campus Master Plan Study (2019)	\$175,000	-	-
MWPAI Major Projects & Programming (2015-2019)	\$1,955,000	-	\$700,000
MWPAI Munson Williams Park	-	\$985,000	\$200,000
NYSCA One World Utica - Reimagining the Arts Project	\$49,500	-	-
Oneida Square Public Art & Design	\$250,000	-	-
Stanley Box Office	\$555,000	\$350,000	\$100,000
Economic Development			
171 Genesee Street	\$500,000	-	-
310 Broad Street	\$4,500,000	-	-
Asteri/Jeffrey Hardware Affordable and Accessible Housing	\$10,000,000	-	-
Bank of Utica	\$14,000,000	-	-
Bassett at M&T Bank Annex	\$20,000,000	-	-
Business Assistance Fund/City Façade Program	\$170,300	\$1,000,000	\$339,700
Delta Hotels by Marriott Renovation	\$3,600,000	-	-
Landmarc Building, Ocean Blue	\$11,000,000	-	-
MVCC Tech Training Center	-	\$250,000	\$10,000
MVCC thINCubator	\$2,002,000	-	-
Oneida National Bank Commercial Kitchen/Incubator	\$2,350,000	\$1,000,000	\$4,500,000
Quanterion	\$1,000,000	-	-
Security Building	\$2,500,000	-	-
The Westwood - 167 Genesee Street Capital	\$4,500,000	-	-
Winston Building	\$3,000,000	-	-
Administration			
LISC Zombie Properties	\$450,000	-	-
Mohawk Valley Main Street Program	\$300,000	-	-
Rust2Green Utica Studio	\$79,000	-	-



I envision Downtown Genesee Street will be a vibrant corridor of mixed use—housing, entertainment, and retail—with attractive storefronts, ample parking and walkable streets.

Community Leader

Recent Planning Efforts

The following plans support Downtown public and private investments:

- City of Utica Master Plan (2011)
- An Adaptive Approach and Analysis to Sustainably Transform Utica's Urban Core (2016)
- Artspace Utica Arts Market Study (2015, 2017)
- Central Industrial Corridor ReVITALization Plan Utica's Brownfield Opportunity Area Pre-Nomination Study (2014)
- City of Utica Community Needs Assessment (2014-15)
- City of Utica Parks and Recreation Master Plan (2018)
- City of Utica Scenic and Historic Preservation Commission Design Guidelines
- City of Utica Waterfront Access Plan (2011)
- Clean Energy Communities Program NYSERDA (2019)
- Cornell Sustainable Communities for Revitalizing and Transforming New York (2013)
- Gateway Historic Canal District Plan & Design Standards
- · Genesee Street Vision Plan (2013)
- Harbor Point Revitalization Plan (2017)
- Mohawk Valley Regional Sustainability Plan
- Oneida Square Arts & Culture District Design Vision (2013)
- Sustainable Neighborhood Development and Urban Revitalization in Utica, NY: A LEED-ND Case Study (2016)
- Vision 20/20 Phase I Path Toward Prosperity
- Zimmerman Volk Residential Market Potential Study (2005)



Recent, Impending Job Growth

Describe how recent or impending job growth within or near the DRI area will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.

According to the United States (US) Bureau of Labor Statistics, the unemployment rate in the Utica-Rome Metropolitan Statistical Area (MSA) fell from 4.7 percent in April 2018 to 4.0 percent in April 2019. The City has also seen growth in Downtown jobs over the last five years through the presence of larger institutions, like Utica College and the Resource Center for Independent Living (RCIL), and the organic development of small businesses, e.g., Ocean Blue and The Westwood. According to the Utica Industrial Development Agency (IDA) in the past three years, 11 Downtown businesses have created 312 jobs. To continue the growth of the job market in Downtown Utica, the City has supported strategies such as entrepreneurial support, workforce development, and building renovations.

As Utica's post-manufacturing economic transition continues, with the rise of a growing professional and service-based economy, job sector opportunities increasingly attract young professionals and other workers to the Downtown core as demonstrated by the following types of businesses and available positions.

Major Employers with Downtown Presence	Total Number of Employees	Types of Available Positions	
Adirondack Bank	90	Bank Teller, Junior Loan Underwriter, Loan Admin Officer	
Bank of Utica	43	Bank Teller, Loan Underwriter, Loan Officer	
Black River Systems	65	Senior Staff Systems Engineer, Comptroller	
City of Utica	550	Codes Enforcement, Engineer, Accountant	
Delta Hotels by Marriott	95	Housekeeping, Concierge, Administrative	
MVCC	423	Recruitment and Employment Consultant, Human Resources Assistant	
MVHS	4,000	Office Coordinator, Patient Registration Clerk, Medical Group Coder	
MWPAI	180	Curator, Donor Relations, Security	
New York State	1,000	Project Manager, Administrative Assistant, Supervisor	
Oneida County	1,700	District Attorney, Budget Analyst, Planner, Administrative Assistant	
RCIL	2,000	Case Coordinator, Staff Development Trainer, Direct Support	
Rescue Mission	86	Learning Center Coordinator, Cook, LPN, Transportation Assistant	
The Arc, Oneida-Lewis Chapter	700	Case Coordinator, Staff Development Trainer, Direct Support	
Utica College	552	Assistant Director of Financial Aid, Director of Campus Safety, Coach	
Utica National Insurance Group	1,100	Claims Adjuster, Underwriter, Administrative	

Attracting Professionals to An Active Downtown Life

The City is collaborating with local businesses, anchor institutions, and community partners, such as The Genesis Group, Greater Utica Chamber of Commerce, and Oneida County Tourism, to promote Utica as a place to live, work, and visit. The City recognizes that these partners and their positive, progressive portrayal of Downtown Genesee Street are vital to recruitment and retention of Downtown businesses, employees, and residents.

Local employers providing next-gen, new-economy jobs have expressed that their employees are looking for quality housing choices, including market-rate and upscale rental units in urban areas—a priority for Downtown developers and investors. Such residential development attracts Downtown residents and potential employees, creating demand for spaces and services that fill vacant storefronts and underutilized buildings—all of which will increase Downtown Genesee Street's growing vibrancy and economic activity.



The target area features affordable studio spaces and myriad support services for entrepreneurs and creatives. The Mohawk Valley Small Business Development Center (MVSBDC) on Broad Street provides enhanced services for existing Downtown businesses, startups, and entrepreneurs. In complementary fashion, the thINCubator provides technical assistance, research, workshops, and coworking space. Mohawk Valley Community College (MVCC) and Utica College offer associate's, bachelor's, and master's degree programs and educational opportunities Downtown, while Munson-Williams-Proctor Arts Institute (MWPAI) offers the community a comprehensive schedule of art classes. Leadership Mohawk Valley, the Greater Utica Chamber of Commerce Catalyst Group, United Way's Emerging Leaders United, and The Genesis Group provide networking and community engagement opportunities for young professionals.

Redevelopment Support

Many of Utica's historic Downtown buildings offer a blend of residential, office, and commercial spaces. Through the Consolidated Funding Application (CFA) process and the City of Utica's Department of Urban and Economic Development, public funding has leveraged private investment. Building restorations, façade improvements, greenspace enhancements, and streetscape investments are increasing redevelopment in Downtown neighborhoods, bolstering the provision and creation of existing and future Downtown businesses, services, amenities, housing, and mixed-use buildings. Most important, the visibility of these investments has sparked a renewed desire for community investors to capitalize on the Downtown Genesee Street's growth opportunities.

Growth Sustainability in the Long-term

In conjunction with significant capital investments, increased civic engagement, capacity building, and diverse public and private partnerships must be leveraged to create vibrant, livable, sustainable communities that promote and preserve economic, cultural, and environmental resources. Utica's economic resurgence is spawning a variety of commercial, institutional, educational opportunities, and mixed-use development; more housing choices; and improved accessibility to multimodal transportation, greenspaces, and cultural assets. In Utica, enhancing the balance between built and natural systems will enable the community to grow and thrive for decades to come.

Attractiveness of Physical Environment

Identify the properties or characteristics that the DRI area possesses that contribute, or could contribute if enhanced, to the attractiveness and livability of the downtown for a diverse population of varying ages, income, gender identity, ability, mobility, and cultural background. Consider, for example, the presence of developable mixed-use spaces, varied housing types at different levels of affordability, walkability and bikeability, healthy and affordable food markets, and public parks and gathering spaces.

The City of Utica was once a booming industrial center that has become increasingly stressed by its historic development patterns. Over time, extensive swaths of asphalt, stormwater catchment networks, and building stock have aged, thereby inhibiting the vitality of the city. However, the city's greatest asset remains, a diverse community base that has a predominant influence in Utica's transformation.

Genesee Street Vision Plan (2013)

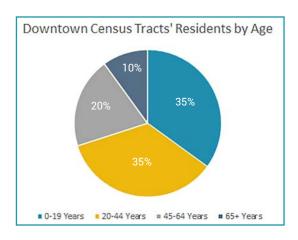
While Genesee Street was once a thriving thoroughfare, its four lanes, surrounded by aging, gray infrastructure, are now more than vehicular use demands; the street has great potential for revival. Plans for vacant lot recovery, wayfinding, connections to activity nodes, and green infrastructure are coalescing, capturing the identity, spirit, and character of Utica.

The target area has three distinct districts—Gateway District, Commercial District, and the Arts & Culture District. Despite urban renewal, teardowns, and vacancy, tremendous value remains in Genesee's streetscape, configuration, destinations, historical buildings, and public spaces. Community members express keen interest in celebrating, highlighting, and stewarding Utica's heritage, and arts and culture, especially in the location that best symbolizes the City—Downtown Genesee Street. As Utica's "Main Street," its remarkable physical character and unique cultural, architectural, and other assets bring together the City's past, present, and future—making Genesee Street meaningful and memorable.

A wealth of beautiful historic structures line Downtown Genesee Street, many of them listed on the State and National Historic Registers: the signature Beaux-Arts Utica Public Library; the Philip Johnson-designed Munson-Williams-Proctor Arts Institute (MWPAI), and its adjacent 1852 Italian Style Fountain Elms; the Baroque-revival style, Thomas Lamb-designed Stanley Center for the Arts; the 1883 Fort Schuyler Club; the 1893 Greek revival New Century Club; and other architectural gems. The target area has abundant opportunities for infill, adaptable re-use of structures, and increased residential density. Reviving and preserving an urban fabric that supported a bustling and dynamic city during its industrial period will support a denser, more walkable Downtown with new human-scaled design.

Population Diversity

Downtown is one of Utica's most diverse neighborhoods, connecting people of all ages from many cultures, races, ethnicities, and economic backgrounds. Housing options ranging from affordable apartments to high-end lofts accommodate residents from varied economic backgrounds, helping to support a diverse and healthy Downtown economy. New businesses, retail outlets, and restaurants are helping support a growing population of entrepreneurs, empty nesters, and young professionals by providing a place to call home, start a business, and enjoy urban life. New fixed-rate housing and micro-apartments will make Downtown living accessible for people in all income brackets.



The Mohawk Valley Resource Center for Refugees (MVRCR) on Bleecker Street continues to support diversity in Downtown by assisting refugees with resettlement, while the Resource Center for Independent Living (RCIL), The Arc Oneida-Lewis Chapter, and the Central Association for the Blind and Visually Impaired (CABVI) support individuals of all abilities in actively engaging in the community.

Mixed-use Spaces & Housing Types

The City of Utica has been fortunate to see increased investment in its historical building inventory in recent years, with increased public and private funding availability prompting many investors to embark on adaptive reuse projects in Downtown. Development to date has been scattered, focusing on buildings likely to provide a timely return on investment. Many bigger buildings, or portions of them, are either undeveloped or underdeveloped. Potential developers interested in these larger structures must overcome challenges such as the sheer size and scope of rehabilitation, and accessibility issues to upper floors. Many mixed-use properties with first floors occupied by retail or restaurants have vacant upper floors. The target area is home to more than 150 "first floor and above" small businesses, all within a 10-minute walk.

A significant number of potential second-floor spaces above commercial storefronts are vacant. Some property owners find that code compliance for aged infrastructure makes it difficult to keep the units up to date, rented, and maintained. To attract a more diverse residential population Downtown, Utica needs large- and small-scale, affordable and market rate spaces for all incomes and abilities.

Of the estimated 3,421 housing units in the four census tracts associated with the target area, an estimated 20% are owner-occupied. The median household income in the target area is under \$20,000. Although new market-rate units are becoming available in the area, e.g.,30+ upscale loft units at Landmarc Utica, and 22 loft units in The Westwood, most existing housing consists of low-to-moderate income apartments, such as the 66 units in the historic Macartovin building.

City representatives have been working with the new owners of the vacant Kempf and New Century Club buildings and the underutilized Mayro building to consider Missing Middle multiunit housing at an affordable price point. Many millennials and young professionals are hoping to lease or own space in these Downtown properties.

Accessibility

Multimodal transportation and Complete Streets enable varied kinds of transportation, including public transit, pedestrians, bicycles, and motorized vehicles. Genesee and Broad will be multimodal streets that balance the needs of all these modes of transportation, after the widths of both streets are reduced, with wider sidewalks, bikeways, and plazas added to accommodate pedestrians, cyclists and vehicular traffic, as well as street parking.

Access to Downtown via the Centro Transit Hub on Bleecker Street, just across from MVRCR, connects the surrounding areas of New Hartford, Clinton, Whitesboro, Herkimer, and the residential areas of Utica. The Hub also provides access to the area's four main colleges—Mohawk Valley Community College (MVCC), SUNY Polytechnic Institute, Utica College, and Hamilton College. Located only half a mile away, the Boehlert Transportation Center at Union Station provides access to regional bus and rail service.

The City has identified the following action steps related to multimodal transportation in the target area:

- · Develop a public parking strategy to accommodate development/redevelopment
- Visually link Downtown providing common transit amenities
- · Create a bicycle and pedestrian plan that connect key destinations
- · Ensure that the pedestrian links within Downtown are accessible and well maintained
- Provide bike storage space
- Develop a parking education and signage strategy for Downtown
- · Upgrade existing infrastructure to include environmental sustainability
- Implement transportation demand management strategies for the transportation system

Walkability & Bikeability

While a more complete site study will determine the conditions of building frontages, façades, and sidewalk intrusions, the target area's existing complete sidewalk network can be made more walkable through infrastructure quality improvements. There are few designated bike routes in the area, mainly the Oneida County "Connecting Roadway" and "Utica Loop A" paths. Downtown's dense nature means these paths are close to many "diverse uses" (services and shops), but designated bicycle lanes and separated bike paths are lacking, and bicycle storage is minimal.



Utica Bike Rescue, located in the target area, provides refurbished bikes to qualifying individuals and families via an Earn-A-Bike program that trains participants over the course of several weeks to repair a bike, which they keep upon completion of the class. While attending area colleges, students can put a deposit on bikes they can ride all semester.

The Zagster bikeshare program has a location on Genesee Street and four others throughout the City. General membership is \$20 per year and student membership is \$10 per year; the first hour is free for members. Non-members can ride for \$1 per 30 minutes. The bikes can go anywhere but must be returned to a designated station.

Healthy & Affordable Food Markets

Until recently, affordable access to year-round fresh and healthy food opportunities has been a challenge in Downtown. Many disadvantaged families were accessing food via gas stations and convenience stores. Downtown has lacked a full-service grocery store for years, but recent efforts by Compassion Coalition, Smith Market, and Street Corner Market are bringing a greater variety of essential food offerings to the Downtown Genesee Street target area.

Utica is a multicultural city with an assortment of food options. In the target area, more than 40 restaurants and eateries represent a wide variety of cultural cuisines, including American, Greek, Italian, Spanish, Cambodian, Vietnamese, Chinese, and others. A mixture of price points is also available, ranging from high-end farm-to-table restaurants to breakfast-and-lunch cafés. The City's own signature foods—chicken riggies, tomato pie, and Utica greens—have attracted national attention, including feature articles in the *New York Times*.

Public Parks & Gathering Spaces

The City of Utica's extensive park system—the third largest in NYS—totals 677 acres of municipally owned and operated parkland, including three parks listed on the State and National Historic Registers. Between spring 2017 and summer 2018, the City of Utica worked with a consultant to prepare a Parks and Recreation Master Plan.

Within a quarter-mile boundary of the target area, three neighborhood parks total 2.55 acres; within a half-mile, eight park/recreation areas comprise 12.65 acres. These recreation areas offer various amenities, including basketball courts, swings, playgrounds, and bocce and tennis courts.

The City of Utica is working to develop a network of connected streets and trails that allows park users to reach their destinations using multiple modes of travel, in an effort to eliminate barriers to access and improve community health. People are more likely to use parks for exercise if they are attractive, safe, desirable places to spend time. Providing routes for Downtown residents to safely walk and bicycle to quality parks will have an even greater impact on the City's ability to attract new residents.

There is a public gym in Oneida Square and the Veterans Outreach Center is proposing the creation of a health and wellness center as a transformational DRI project. The City-owned Val Bialas Ski Center, one of only two municipally owned such facilities in the continental U.S., and the City's Robert Trent Jones-designed Valley View Golf Course are located just outside of the target area. The Harbor Point Revitalization Plan's recreational assets will include trails and pedestrian walkways; active recreation fields will include baseball, softball, and soccer; and a multi-use recreational facility/ice arena for area residents, visitors, and tourists.

24%

Percentage of Oneida County adults surveyed who had not participated in leisure time physical activity in the past 30 days.

Quality of Life Policies

Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes, comprehensive plans, complete streets plan, transit-oriented development, non-discrimination laws, age-friendly policies, and a downtown management structure. If policies that support livability and quality of life in downtown are not currently in place, describe near-term efforts by the municipality to create and implement such policies.

Local Land Banks

The Greater Mohawk Valley Land Bank (GMVLB) was created by NYS in 2011 and is the only land bank in the Mohawk Valley region. GMVLB received \$1.642 million in its first year to help promote economic growth in the six-county region by mobilizing empowered citizens, governments, and other community resources, including nonprofits, to fight blight and to create vibrant, sustainable communities, neighborhoods, and properties. The City of Utica has joined GMVLB and considers it to be another tool in its DBI revitalization toolbox.

Modern Zoning Codes

The City of Utica, with New York State Energy Research and Development Authority (NYSERDA) support, is completing Code Green, a Zoning Ordinance update to provide opportunities for innovative approaches to development, enabling the City to be a more economically viable, sustainable community. The updated Zoning Ordinance will incorporate sustainable design and smart growth principles while promoting mixed-use, pedestrian friendly, dense, urban infill development that will attract new residents to Utica's urban core. Overall, this project will result in increased, sustainable development in distressed areas, increased use of green technology in local businesses and projects, and an increased number of job opportunities. Utica's new form-based Code will help preserve the features and character of Utica and encourage the mix of uses and walkability that is so important for vibrancy.

Project goals include:

- Providing "ease of use"
- Ensuring a level of predictability
- · Updates to account for new technology and legal rulings
- Consideration and alignment with the needs of an increasingly diverse population
- Fostering environmental sustainability
- Encouraging redevelopment
- · Supporting alternative modes of transportation
- Providing a mix of housing opportunities
- Ensuring regional coordination

Comprehensive Plan

The City of Utica Master Plan (2011) was designed to provide policy direction and recommendations to guide the City and its partners in the formulation of development strategies, economic incentives, and land use controls that collectively foster development supportive of, and complementary to, reestablishing Utica as a regional hub, while simultaneously strengthening the economic and social fabric of the City's Downtown and neighborhoods.

Legislated goals of the City's Master Plan relating to policy changes affecting the Downtown include:

- Providing a framework, guidelines and action plan for the arts that will contribute to creating a culturally dynamic
 Downtown
- Identifying ways to encourage creative partnerships and collaborations to support a Downtown with an entrepreneurial spirit
- Ensuring a safe Downtown environment
- Recognizing Downtown as a community gathering place
- Fostering an environment for economic vitality Downtown
- Using Downtown to express the pride of Utica residents
- Promoting residential and mixed-use development Downtown consistent with Utica's heritage and architecture

The City's Adaptive Re-use Policy offers mixed-use development incentives for that include loans; grants; U.S. Department of Housing and Urban Development (HUD) Brownfields Economic Development Initiative (BEDI); Economic Development Initiative (EDI); City of Utica Façade Grant; Tax Breaks 444-a, 485-a, and 485-b Real Property Tax Law; PILOT Agreements; Federal Investment Tax Credit; City of Utica Economic Reinvestment Program (ERP); Linked Deposit Loan Program; NYSERDA \$mart Loan; Community Preservation Corporation (CPC); and Section 108 Loan Guarantees.

Complete Streets

The City of Utica passed legislation in 2016 implementing a Complete Streets Policy (CSP) to encourage the development of a city-wide Complete Streets network to create a more balanced transportation system. The CSP assists in achieving goals and recommendations set forth in the City's Master Plan and other policy documents. CSP ensures that new and updated public and private projects are planned, designed, maintained, and operated to enable safe, comfortable, convenient travel to the greatest extent possible for users of all abilities including pedestrians, cyclists, motorists, and transit riders.

As the Downtown area continues to be a target for focused growth and tourism in the region, Complete Streets accommodating pedestrians and bicyclists are critical to welcoming and encouraging residents and visitors to patronize the City's numerous local shops and restaurants, by reinforcing a compact urban development form and incentivizing non-vehicular traffic.

Transit-oriented Development

Transit Oriented Zoning will provide guidance as the City plans streetscapes and revitalization projects that prioritize compact, mixed-use, equitable development around transit stops and stations. The City can shape the built environment to ensure future development is compact and pedestrian friendly through the following:

- All City-owned transportation facilities in the public right-of-way shall be designed, constructed, operated, and maintained so that users of all ages and abilities can travel safely and independently
- All privately constructed streets, parking lots, and connecting pathways shall adhere to this policy
- The City shall foster partnerships with NYS, neighboring communities and counties, and business and school districts to develop facilities and accommodations that further the City's CSP and continue such infrastructure beyond the City's borders
- The City shall approach every phase of every transportation project as an opportunity to create safer, more accessible facilities for all users

Transit-related performance measures will include:

- Number of people reached through bike/pedestrian education programs
- Total miles of bike lanes
- Linear feet of new or repaired pedestrian accommodations
- Number of new ADA-compliant curb ramps installed
- · Crosswalk and intersection improvements
- Percentage of transit stops accessible via sidewalks and curb ramps
- Number of crashes, injuries, and fatalities by mode
- Rate of children walking or bicycling to school
- · Adaptive re-use policies, program, incentives and laws

Non-discrimination Laws

Utica conforms to NYS and Federal laws regarding non-discrimination including NYS Human Rights Law which makes it illegal to discriminate because of age, creed, race, color, sex, sexual orientation, national origin, marital status, disability, military status, domestic violence victim status, criminal or arrest record, or predisposing genetic characteristics. In addition, the Sexual Orientation Non-Discrimination Act (SONDA) is a NYS law which prohibits discrimination on the basis of actual or perceived sexual orientation in employment, housing, public accommodations, education, credit, and the exercise of civil rights. Legal resources are also available through Central New York (CNY) Fair Housing, which works to eliminate housing discrimination, promote open communities, and ensure equal access to housing opportunity for all people; and Legal Services of CNY, which provides services related to economic, housing, health, cultural, and community justice.

As a designated UN resettlement community, Utica also has a local Limited English Proficiency (LEP) plan. The Mohawk Valley Resource Center for Refugees (MVRCR) assists refugees, immigrants and those with limited English language proficiency throughout the integration process and helps them achieve independence and self-sufficiency by developing products and services that enable the City of Utica to build community with many cultures.

Age-friendly Policies

The City is part of Oneida County's Livable Communities Project, which is working to attain an Age-Friendly Community Certification from AARP and the World Health Organization (WHO), along with the Oneida County Office of the Aging and Continuing Care, Parkway Center, and The Community Foundation of Herkimer and Oneida Counties through the AARP Network of Age-Friendly Communities program to address the needs of the community's elder population.

Downtown Management Structure

The City received NYS Department of State (DOS) Local Waterfront Revitalization Program (LWRP) funding to establish the framework for a Mohawk Valley Main Street Program. The project seeks to strengthen local capacity, focusing on the economic and physical revitalization of Downtown Utica and the main streets of other eligible pilot municipal communities. Rust2Green (R2G) Utica, the preselected contractor, will assist in the City's selection of eligible pilot municipalities and formation of an advisory committee. The project's goals include organizing the people, skill sets, knowledge, research, and action steps necessary to problem-solve, innovate, and identify resources for local and regional downtown revitalization focused on economic vitality, design, promotion, and organization; project funding will enable downtown development coordinators to be assigned to Utica and other pilot communities for one year to help develop downtown committees. The LWRP grant will enable the City to build on existing efforts by Utica's Downtown Utica Development Association (DUDA) and Utica Downtown Community Forum to establish a strong Main Street Committee and be assigned a downtown development coordinator to help manage the DRI projects and progress.

Public Support

Describe the public participation and engagement process conducted to develop the DRI application, and the support of local leaders and stakeholders for pursuing a vision of downtown revitalization. Characterize the commitment among local leaders and stakeholders to preparing and implementing a strategic investment plan.

DRI Application Public Engagement Process

Public engagement and project support for Utica's DRI application was solicited through stakeholder focus groups for the recent Downtown Vision Plan, a DRI-focused public open house, an online community survey, and a survey box located at City Hall.

The City of Utica and DRI Application Steering Committee members hosted a public open house at the Delta Hotels by Marriott in Downtown Utica on May 13, an event that coincided with the announcement of the Levitt AMP Utica Music Series summer concert lineup. The event garnered broad input from community leaders, stakeholders, and residents on downtown revitalization issues and the DRI's geographic focus area.

Participants were asked to provide input on four topic areas through a dot-ranking activity, helping guide the Application Steering Committee to answer a critical question: What is most important in order for Downtown Utica to thrive? Attendees had the opportunity to talk to the City's Commissioner of Urban and Economic Development and his staff about specific projects for properties within the Downtown target area, learn more about the DRI competition, and hear about upcoming activities planned for Downtown.





Top priorities for Downtown Utica as identified through the dot activity were:

Inclusion	Job Growth	Quality of Life	Environment
Host More Cultural Events	Fill Vacancies	Parks & Greenspaces	Streetscapes
Improve Transportation	Recruit New Business	Entertainment	Character
		'	

For two weeks after the May 13 event, informational posters were displayed in the lobby of City Hall with a drop box available to collect additional input from those unable to attend that evening.

A Downtown survey was also available online to encourage input directly from the community leading up to and following the public outreach event. To get more feedback from residents, the link to the online community survey was specifically distributed through residential properties in Downtown. More than 500 responses were collected as part of this effort.

Top responses to survey questions as identified through the online survey and the drop box collection were:

Typical Reason to Come Downtown

Restaurants & Eateries

Arts & Entertainment

Government & Professional Services

Most Important Assets to Downtown

Restaurants & Eateries
Stanley Theatre & MWPAI
Small Businesses

Most Important for Downtown Growth

Dining & Food Options
Entertainment & Nightlife
Attractive Storefronts & Buildings

The more than 500 survey participants were also asked to finish the following statement about Downtown:

"I envision Downtown Genesee Street will..."

Excerpts from responses have been included throughout this application, and a complete list of responses can be found in the appendices. Key words found occurring throughout the responses are illustrated below.



Support of Local Leaders, Stakeholders in Pursuing Downtown Revitalization Vision & Commitment to Preparing, Implementing Strategic Investment Plan

Utica's DRI strategy is informed and supported by multiple partners and planning efforts, especially a recently completed long-term Downtown Vision Plan prepared by global architecture firm NBBJ in collaboration with The Community Foundation of Herkimer and Oneida Counties, the City of Utica, Oneida County, The Genesis Group, Mohawk Valley Economic Development Growth Enterprises (EDGE), Greater Utica Chamber of Commerce, and Rust2Green (R2G) Utica.

The Downtown Vision Plan builds on recent and historical planning efforts undertaken by the City, creating a comprehensive tool that will guide and encourage development that builds on the City's assets; identify opportunities to leverage community resources; create a vibrant, clean, safe, friendly urban environment; and stimulate economic development for the City and region. The resultant plan provides a 10- to 20-year vision of Utica's urban core, taking into account recent, current, and aspirational development. In point of fact, the City of Utica's 2019 DRI application is a direct result of the Downtown Vision Plan's effort to leverage private and public investment in Utica's economic revival Downtown.

Over the course of a six-month process, NBBJ and project partners engaged with stakeholders in multiple and varied settings, gathering input from downtown property and business owners and numerous community constituents. More than 90 people provided input as the plan was being developed.

Preliminary Downtown Vision Plan concepts were presented in mid-May to the Downtown Vision Plan Committee, downtown stakeholders, and local officials. The vision framework and plan options were presented to garner feedback and support in anticipation of continued public engagement this summer. Apart from the City's DRI application, critical next steps to realize the Downtown Vision Plan's goals include the formation of a stakeholder entity that will guide Downtown Genesee Street's long-term sustained development and redevelopment.

DRI Application Steering Committee

Robert M. Palmieri Mayor, City of Utica

Michael Mahoney Deputy City Engineer, City of Utica

Brian Thomas Commissioner of Urban and Economic Development, City of Utica

Chris Lawrence Principal Planner, City of Utica

Derek Crossman Community Development Specialist, City of Utica

David Short Commissioner of Parks & Recreation, Public Works, City of Utica

Steve DiMeo President, Mohawk Valley EDGE

Shawna Papale Chief Administrative Officer, Mohawk Valley EDGE

Jennifer Waters Vice President Business Development and Communications, Mohawk Valley EDGE

Tim Fitzgerald Associate Vice President Economic Development, Mohawk Valley EDGE

Alicia Dicks President/CEO, The Community Foundation

John SwannExecutive Vice President, The Community FoundationJoseph WicksSpecial Projects Manager, The Community Foundation

Jacquie KlotzbachDirector of Systems Administration, The Community FoundationCaroline WilliamsStrategic Initiatives Program Manager, The Community FoundationMorgan MielnickiCommunity Investment Coordinator, The Community Foundation

Diane Shoemaker Consultant, Core 5 Consulting & Rust2Green Utica

Proposed Local Planning Committee

Representatives from the following agencies, organizations and community sectors will be invited to join the DRI Local Planning Committee:

- City of Utica
- Oneida County
- NYS Agencies
- Mohawk Valley EDGE/Utica IDA
- The Community Foundation
- Rust2Green
- Transformational project partners
- · Higher education institutions
- Business development agencies

- Arts and culture institutions
- Faith-based organizations
- Nonprofit organizations
- Financial institutions
- Transportation agencies
- Property owners
- Community residents
- Downtown Community Forum
- Downtown Utica Development Association (DUDA)

Administrative Capacity

Describe the existing local administrative capacity to manage this planning and implementation initiative, including the ability to oversee contracts for awarded municipal projects using existing staff and resources.

The City of Utica will be the lead agency for this project, and the assigned consultant will work in coordination with the City's Department of Urban and Economic Development. The Department will be responsible for municipal project implementation using existing staff which includes the commissioner, economic development specialist, community development specialist, housing development specialist, principal planner, urban renewal marketing director, finance administrator, senior administrative aide, and administrative aide.

The Commissioner of Urban and Economic Development oversees a staff of 16 from Urban and Economic Development, the Urban Renewal Agency, and the Section 8/Housing Choice program. The Urban and Economic Development Department administers a combined budget in excess of \$4 million, including responsibility for the City's Community Development Block Grant, Emergency Solutions Grant, and HOME Investment Partnership entitlement funds. The Department will coordinate with the City's departments of Engineering, Public Works, and Parks as needed, based on DRI project scopes.

Additional administrative support will be provided through R2G and a new Downtown coordinator. The Community Foundation of Herkimer and Oneida Counties has approved 2019-2020 funding to support R2G's Mohawk Valley Main Street Program work with the new Downtown coordinator. The Downtown coordinator will work to convene and mobilize groups, organizations, and individuals over the next 12-18 months and establish an action plan to move existing projects forward and plan for next phases, connecting people, place, and purpose to realize critical aspects of the City's Downtown Vision Plan and Master Plan.

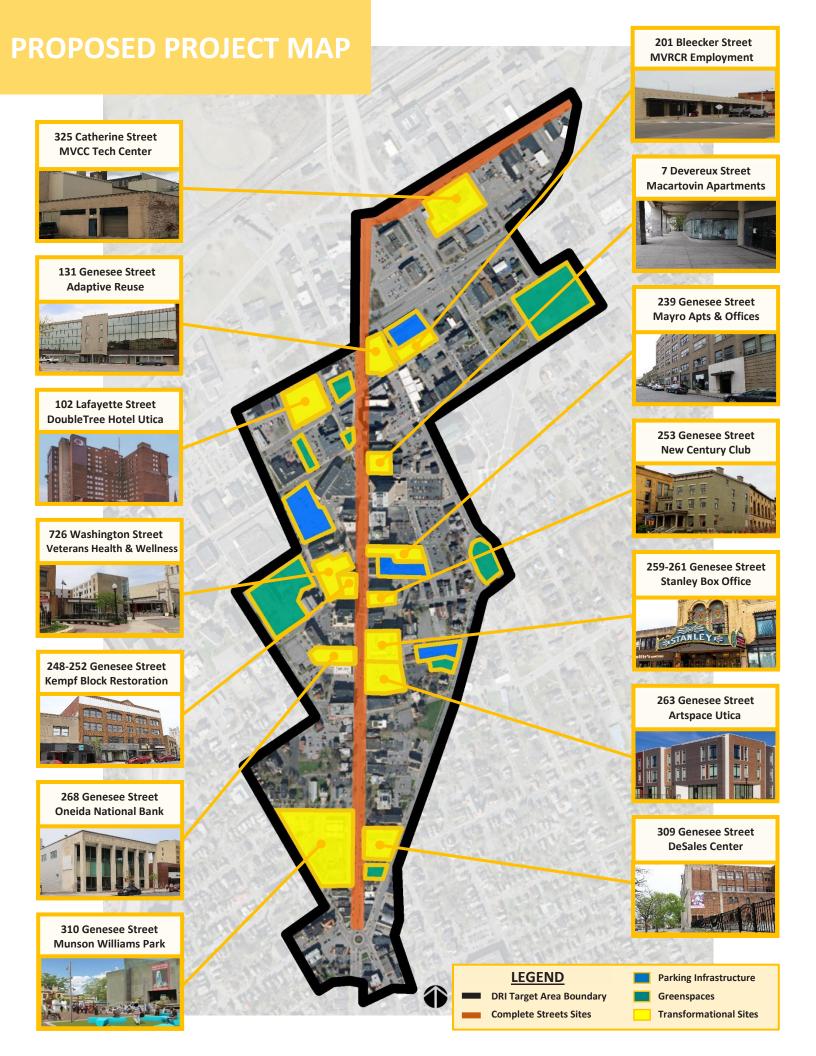
Community input and assistance will be provided as needed from the existing Downtown Vision Plan Committee and proposed DRI Local Planning Committee, including representation from:

- · Greater Utica Chamber of Commerce
- Mohawk Valley EDGE
- Oneida County
- The Community Foundation of Herkimer and Oneida Counties
- The Genesis Group

Transformational Projects

Describe opportunities to build on the strengths described above by providing a list of transformative projects that could be ready for implementation with an infusion of DRI funds within the first one to two years (depending on the scope and complexity of the project). Identify potential development opportunities, such as municipally-owned property that may be appropriate for redevelopment. Projects may be public or private, and could address economic development, transportation, housing, and community development needs. It should be recognized that if a DRI award is made to the downtown, the projects identified here, along with any others that may arise during the DRI planning process, will ultimately be vetted by the Local Planning Committee and the State to determine which projects receive DRI grants.

Transformational Project	Target Area	Proposed DRI Investment	Other Investment
Walkability, Bikeability & Vibrancy			
Complete Streets & Public Art	DRI Target Area	\$3,000,000	\$1,100,000
Downtown Anchors			
131 Genesee Street Adaptive Reuse (Phase 2)	131 Genesee Street	\$1,000,000	\$4,300,000
DoubleTree Hotel Utica Upper Floors (Phase 2)	102 Lafayette Street	\$1,000,000	\$16,000,000
Kempf Block Restoration (Phase 2)	248, 250, 252 Genesee Street	\$1,000,000	\$4,650,000
Macartovin Apartment Community	7 Devereux Street	\$1,000,000	\$13,558,000
Mayro Apartments & Offices	239 Genesee Street	\$1,000,000	\$5,900,000
New Century Club (Phase 2)	253 Genesee Street	\$500,000	\$2,500,000
Inclusiveness & Equity			
DeSales Center Adaptive Reuse	309 Genesee Street	\$500,000	\$1,325,000
MVRCR Employment Center (Phase 2)	201 Bleecker Street	\$410,000	\$200,000
Veterans Health & Wellness (Phase 2)	726 Washington Street	\$500,000	\$850,000
Physical Environment & Sustainability			
Parking Infrastructure	Multiple Addresses	\$2,875,000	\$9,175,000
Parks, Greenspaces & Sustainability	DRI Target Area	\$2,000,000	\$5,070,000
Arts & Culture			
Artspace Utica (Phase 2)	263 Genesee Street	\$650,000	\$11,450,000
Munson Williams Park	310 Genesee Street	\$985,000	\$200,000
Stanley Box Office	259-261 Genesee Street	\$350,000	\$100,000
Economic Development			
Business Assistance Fund	DRI Target Area	\$1,000,000	\$510,000
MVCC Tech Training Center	325 Catherine Street	\$250,000	\$10,000
Oneida National Bank - Commercial Kitchen/Incubator	268 Genesee Street	\$1,000,000	\$6,850,000





131 Genesee Street Adaptive Reuse (Phase 2)

Project Focus Area
Downtown Anchors

Total Project Cost \$5.3 million

DRI Funding Request \$1 million

Property Owner
131 Genesee St, LLC

Property Address
131 Genesee Street

Readiness Status
Projects will be ready
to start in 2020.

Reference Plan(s)
City of Utica Master Plan
(Downtown Dev. Goal 6)

Fronting on Genesee Street where it meets Oriskany Street/Route 5S, the nearly blocklong 131 Genesee Street building is one of Downtown Utica's most iconic structures. Many residents still refer to the building as the former Boston Store, though that retailer closed its doors more than 40 years ago. The original Boston Store opened just over 100 years ago on the opposite side of Genesee Street, in Franklin Square. By 1941, the business had grown so significantly that a new \$500,000 store was built at 131 Genesee Street, expanding again six years later to the building's present-day footprint. In 1967, however, the addition was demolished to make room for a new \$1 million home furnishing center and a 280-car parking lot. Since the retailer closed in 1976, the building has housed a variety of businesses, including a short-lived department store called 131 Boston Place in 1984. Most recently, a portion of the building was home to APAC, now known as Alorica, Inc., which operated a back-office call center with several hundred employees. The building is now home to the Resource Center for Independent Living (RCIL), a nonprofit that offers various support services for persons with disabilities to help them live independently and as active members of their community.

The first and lower levels of 131 Genesee Street are currently being leased by RCIL. A new elevator, interior finishes, and lighting have been completed to upgrade the existing space. RCIL has leased 55,000 square feet, bringing more than 200 people to work Downtown. RCIL will also lease 200 parking spaces in the Utica Place Parking Garage from the City of Utica.

The upper two floors have 70,000 square feet of unfinished space, with limited windows, and would require an ADA elevator, new roof, and HVAC to be installed. The project goal is to develop the two upper floors to attract new commercial business. As a cornerstone of Downtown, new windows, polished granite, and façade improvements would enhance the appearance of the building and the entire Genesee Street commercial corridor.



Artspace Utica (Phase 2)

Project Focus AreaArts & Culture

Total Project Cost \$12.1 million

DRI Funding Request \$650,000

Property OwnerCity of Utica

Property Address
263 Genesee Street

Readiness Status Predevelonmen

Predevelopment will be completed by 2020; construction to begin in 2021.

Reference Plan(s) Artspace Utica Arts Market Study

City of Utica Master Plan (Arts, Culture & Historic Preservation Goal 6)

City of Utica Community Needs Assessment (Activity 6.9) Artspace is the leading developer of live/work artist housing, artist studios, arts centers, and arts-friendly businesses in the US. Its portfolio, developed over three decades, includes more than 50 projects nationwide and represents more than \$650 million invested in America's arts infrastructure through more than 1,500 live/work units for low-income artists and their families and more than 600,000 square feet of community space. Artspace wishes to meet the identified need of local and regional creative people and their families for live and work in residential and community art spaces, as well as advance the City of Utica's desire for housing, arts development, and tourism.

Artspace is currently pursuing predevelopment for an estimated \$12.1 million mixed-use artist housing project in Downtown Utica. Since 2015, at the invitation of a group of community leaders, Artspace conducted a preliminary feasibility study and an arts market study, with nearly 600 creative people expressing strong interest in live/work residential space, working studio spaces, and collaborative workspace for individuals and creative businesses.

The data gleaned from the studies and meetings with NYS Homes and Community Renewal (HCR) led to a recommendation of creating up to 50 units of affordable live/ work housing for artists and their families in a mixed-use environment that also contains community and commercial space for the arts. In addition to having a strong affinity and mission based around affordable space for the arts, Artspace has a strong belief in social justice that aligns well with Utica's refugee community. The organization believes there is great synergy between Artspace, Mohawk Valley Resource Center for Refugees (MVRCR) and the One World Utica initiative, including the One World Garden adjacent to the Stanley Center for the Arts parking lot—currently their preferred site for consideration.

Artspace is currently conducting a site-specific housing market study; reviewing existing studies relating to site conditions including soil and hydrology studies, ALTA land surveys, title reports, environmental phase I/II and zoning requirements; and ordering updated or new studies to determine feasibility. The organization will engage an architectural firm to create conceptual plans and schematic designs and create a preliminary pro forma and funding path for the project. These deliverables are necessary to obtain both public and private support for further development.



Business Assistance Fund

Project Focus Area
Economic Development

Total Project Cost \$1.51 million

DRI Funding Request \$1 million

Property Owner N/A

Property Address
Target Area

Readiness Status
Project will be ready to start in 2020.

Reference Plan(s)
City of Utica Master Plan
(Downtown Dev. Goal 6)

City of Utica Community Needs Assessment (Activity 2.3) A strong small business community contributes to a walkable downtown and creates a sense of place that attracts visitors and other businesses. Locally owned restaurants, boutiques, coffee shops, outdoor cafés, wine bars, and microbreweries as well as non-retailers, e.g., engineers, doctors, and lawyers, highlight a community's character. Strong small businesses reflect the economic health of a community and provide real opportunities to grow its urban core.

Small businesses create jobs. According to the US Small Business Administration, they have created two of every three net new jobs since 2014. Successful small businesses inspire other businesses to expand and entrepreneurs to start new ones that create jobs.

With DRI assistance, the City of Utica will identify existing target area small businesses (and building owners) that offer the best opportunities for growth and provide technical and financial resources to improve or expand their Downtown presence.

The Women in Business Center on Genesee Street provides women entrepreneurs in Utica the ability to learn business skills and successfully grow their ventures, by providing services that include business consultation, assistance, and training.

The thINCubator business development program, located in the target area and supported by Mohawk Valley Community College (MVCC), will help provide space and a collaborative environment for new entrepreneurs to accelerate the growth of existing ventures and foster the growth of new enterprises in Downtown.

Since 1986, the Mohawk Valley Small Business Development Center (MVSBDC), now located in the thINCubator, has worked with more than 13,600 businesses in Oneida, Herkimer, Madison, and Lewis counties, resulting in more than \$257 million in investments and the saving or retaining of more than 7,650 jobs. MVSBDC serves as a resource for business guidance, training, and market preparation.

The City will utilize the Business Assistance Fund to provide small businesses located in the target area financial assistance to purchase equipment, complete interior and exterior improvements, install new signage, and assist with other eligible activities. Businesses will be encouraged to use the funds to help leverage other funding, and each participating business will be required to provide a 10% match.



Complete Streets & Public Art

Project Focus AreaWalkability, Bikeability &
Vibrancy

Total Project Cost \$4.1 million

DRI Funding Request \$3 million

Property OwnerCity of Utica

Property Address
Target Area

Readiness Status
Projects will be ready to start in 2020.

Reference Plan(s)
City of Utica Master Plan
(Downtown Dev. Goals 2 & 7;
Business & Tech. Goal 6)

Mohawk Valley Regional Sustainability Plan

Oneida Square Arts & Culture District Design Vision

The aesthetics of a community is one of the top reasons why residents attach themselves to a place. The City of Utica's Master Plan identifies the intersection of Genesee Street and Oriskany Street/Route 5S as an entrance gateway into Downtown that should welcome residents and visitors with designed elements that visually "Celebrate Utica." Through a number of planning efforts, including the recent Downtown Vision Plan, the City has assessed and reassessed the current conditions of the Genesee Street and Broad Street target area to identify actions that will exemplify the identity, spirit, and character of Utica. The identities of Genesee Street's three distinct districts, along with the more industrial Broad Street connector, should be visible in the design of Downtown Genesee Street's public spaces, parks, and gathering places, with streetscapes that foster compatible activities and uses.

DRI-supported improvements to target area streetscapes, including the evaluation and installation of wayfinding signage and public art, will help Utica highlight this gateway, strengthen its commercial contributions, and accent its Arts & Culture District assets, encouraging development to radiate into adjoining neighborhoods. An increased focus on lighting, planters, and outdoor seating will help to attract people to visit on a regular basis and to stay before and after traditional work hours.

Art in public places and creative placemaking activities provide cultural, social, and economic value. Attention to and installation of public art will improve the image of the target area and highlight its unique character. Some recent initiatives—including 70 light-pole banners on Genesee Street highlighting area artists, Oneida Square Project mosaic litter receptacles, and free concerts at Kopernik Park—reflect the contributions that Utica's creative class can make to the community. Public art provides a vehicle to showcase other cultures and promotes social connections while reducing stress and providing a sense of belonging. To sustain a public arts program, the City's Master Plan recommends that Utica approve "Percentage for Arts" legislation related to all new and major rehabilitation construction projects within the City.

Consistent, coordinated, attractive, appropriately located signage will help create a positive image, help people find their way around, encourage exploring and learning, provide a sense of place, and promote Utica's local pride by incorporating historical and cultural details. DRI assistance will help the City to inventory existing signage, understand users and points of destination, create guidelines, identify historical aspects, and identify appropriate locations for signage.

As Downtown continues to be a target for focused growth and tourism in the region, Complete Streets are critical to welcoming and encouraging residents and visitors to patronize the City's many assets by reinforcing a compact urban development form and incentivizing nonvehicular traffic.



DeSales Center Adaptive Reuse

Project Focus Area
Inclusiveness & Equity

Total Project Cost \$1.825 million

DRI Funding Request \$500,000

Property Owner
DeSales Center, Inc

Property Address309 Genesee Street

Readiness Status

Have estimates and scopes of work; ready to start in 2020.

Reference Plan(s)
City of Utica Master Plan
(Downtown Dev. Goal 8)

City of Utica Community Needs Assessment (Activity 1.5) The DeSales Center, located in the heart of Utica's Arts & Culture District, sits on Genesee Street across from Munson-Williams-Proctor Arts Institute (MWPAI) and next to the Utica Public Library. Currently, there are 40 full- or part-time employees in the building. Tenants include Thea Bowman House (daycare), Mohawk Valley Latino Association, and a community arts program in its planning stages.

The DeSales Center welcomes children and families from a variety of ethnic, religious, and economic backgrounds. The Thea Bowman House currently sees more than 250 children each day for educational programming, including pre-kindergarten. Additionally, adult education programs are available, and an auditorium hosts special events, meetings, and community forums. Most individuals and families served are of limited economic means. DeSales is a centrally located, child- and family-friendly meeting space in the heart of Utica's Arts & Culture District.

As part of the NYS Empire State Poverty Reduction Initiative (ESPRI), a free or affordable 24-hour childcare project will be located in the DeSales Center, to meet the needs of workers and students looking for affordable and convenient childcare during all work shifts. The ground floor is being renovated to accommodate this new Downtown service.

This initiative includes the installation of an exterior elevator on the south side of the of the building to make each of the three top floors accessible. The building also needs windows replaced on the second and third floors, which will improve the Genesee Street corridor streetscape and promote energy efficiency in the building.

The ESPRI project will offer a much-needed service for Downtown Utica by providing 24/7 childcare and supportive services, especially for families that live or work in the neighborhood. The benefits of extended daycare will accrue to downtown healthcare campus and other employees who do shift work.



DoubleTree Hotel Utica Upper Floors (Phase 2)

Project Focus Area
Downtown Anchors

Total Project Cost \$17 million

DRI Funding Request \$1 million

Property Owner
Lafayette Hotel
Associates, LLC

Property Address
102 Lafayette Street

Readiness Status
Ready to start this
project in 2020.

Reference Plan(s)
City of Utica Master Plan
(Downtown Dev. Goal 8)

The century-old Esenwein & Johnson-designed Hotel Utica was one of the most luxurious hotels in the Eastern US when it opened in 1912. Over the years, it has hosted presidents, movie stars, recording artists, and famous athletes. In 2016, Visions Hotels purchased the Lafayette Street property, investing more than \$10 million dollars to upgrade interior finishes, exterior lighting, parking lot landscaping, and patio furnishings. The comprehensive renovations preserved Hotel Utica's historical character, while adding modern amenities and bringing it to Hilton Standards

This DRI project would support the owner's plans to renovate the top four vacant floors to create modern suites—eight on each floor. In addition, this phase of development includes, but is not limited to, the addition of a rooftop bar and upscale restaurant that would crown the 10-story building, providing hotel guest and patrons a stunning view of Downtown.

The project will be branded through Hilton, an internationally known and valued name in the hotel industry. The strength of the Hilton brand, together with the Hotel's location and modern and spacious suites, will draw guests generated by the Resort Price Index, and other business travelers, to the City of Utica. The addition of suites will attract those who seek such options, encouraging them to redirect their stays to the City, which will benefit restaurants, entertainment venues, and other local businesses. The project will leverage and support substantial private investment in Downtown Utica, enhancing a historical treasure while attracting corporate and tourist visitors to the area.

The revitalization of DoubleTree by Hilton Utica's top four floors into spacious suites will support its efforts to provide more employment opportunities and generate visitor revenue for Downtown and the City of Utica. The additional renovations will support construction jobs for the local community and result in further enhancing opportunities for future employment within the Hotel.



Kempf Block Restoration (Phase 2)

Project Focus Area

Downtown Anchors

Total Project Cost \$5.65 million

DRI Funding Request \$1 million

Property OwnerBowers Development LLC

Property Address 248-250 Genesee Street 252 Genesee Street

Readiness Status

Project ready to start in 2019 with 24 month completion window from award announcement.

Reference Plan(s)
City of Utica Master Plan
(Downtown Dev. Goal 8)

Zimmerman Volk – Residential Market Potential Study

248-250 Genesee Street

This historically significant pair of buildings is undergoing a \$3.5 million renovation. Their first floors comprise retail storefronts; second, third and fourth floors are dedicated to office and residential use. These buildings feature oversized window openings, providing outstanding natural light and views.

Upon completion, the project will attract ground-floor retail tenants looking to relocate or expand into Downtown Utica. Visitors and employees will add to the buying capacity of the Downtown market and generate revenue for local businesses.

The project also will improve the streetscape by transforming a vacant, blighted structure into a new mixed-used building adding to the continuing resurgence of Downtown Utica.

252 Genesee Street

The developer intends to invest approximately \$1.8 million to complete this development project. Investments will include façade and window restoration, interior buildout activities, energy-efficient mechanicals, and streetscape improvements.

This project is a complete renovation and restoration of a two-story historic building in Downtown's main commercial corridor. When finished, it will feature new interior and exterior finishes, as well as new electric, plumbing, lighting, and HVAC systems from the basement to the roof. It will also offer approximately 10,000 square feet of new office space.

Upon completion, this project will have ground-floor retail and second-floor office space, creating opportunities for retail and office tenants to relocate to or expand in Downtown Utica. Visitors and employees will add to the buying capacity of the Downtown market and generate revenue for local businesses.



Macartovin Apartment Community

Project Focus AreaDowntown Anchors

Total Project Cost \$14.558 million

DRI Funding Request \$1 million

Property Owner

Macartovin Apartments LLC

Property Address
7 Devereux Street

Readiness Status

Environmental analysis, structural and mechanical analysis completed and scope of work established.

Reference Plan(s)

City of Utica Master Plan (Housing & Neighborhood Dev. Goals 2 & 5)

City of Utica Community Needs Assessment (Activity 6.9) The Macartovin is a mixed-use building, with low-income apartment units. This five-story reinforced concrete structure with a flat roof has approximately 16,000 square feet of first-floor commercial space and four floors containing nearly 98,000 square feet of residential apartment space. Constructed in 1924 as a department store, the Macartovin was converted into an apartment building in 1983. Since then, the structure has undergone some minor updates and renovations to its residential areas. The building offers common space for resident use, an elevator, lobby, storage space, laundry facility, management offices, onsite maintenance workshop, and a community room.

The area surrounding the Macartovin has experienced significant growth and is continuing to thrive due to new business adding vibrancy to the community and providing amenities not previously available Downtown. This project will mirror that energy and vibrancy, while protecting and enhancing one of Downtown Genesee Street's significant affordable housing offerings. Diversity in the neighborhood will serve to strengthen the community and further bolster the growth that the City is experiencing.

The Macartovin's affordable housing fosters a diverse Downtown community and helps preserve a valuable low-income housing resource in Utica's urban core. This property needs upgrades in order to continue to provide safe and decent housing for the population. The first-floor commercial space presently is an underutilized area. By renovating and improving the extremely visible street-level storefront to attract new businesses, Utica will see further growth.

The applicant's goal is to complete an extensive renovation of the street-level space, as well as a comprehensive rehabilitation of existing apartments and common areas. The exterior façade of the building will be updated and repointed, contributing to the Genesee Street corridor's streetscape. The Macartovin has been identified by the NYS Historic Preservation Office as a contributing resource to the City of Utica's historic district. A sleek and improved finish on the building will improve the overall quality of the City's main thoroughfare, as well as improve the quality of life and pride of tenants and local residents.



Mayro Apartments & Offices

Project Focus Area
Downtown Anchors

Total Project Cost \$6.9 million

DRI Funding Request \$1 million

Property Owner

Bowers Development LLC

Property Address

239 Genesee Street

Readiness Status

Project ready to start in 2019 with 24 month completion window from award announcement.

Reference Plan(s)

City of Utica Master Plan (Housing & Neighborhood Dev. Goal 5)

City of Utica Community Needs Assessment (Activity 6.9) This five-story, 50,000-square-foot structure, at the corner of Genesee Street and Bank Place, has a mixed use of first-floor retail with offices on its upper floors. The developer intends to convert the top three floors into residential apartments with ground floor retail and second-floor office space. The Mayro redevelopment project will bring over 30 market rate residential apartments online.

The developer will be significantly upgrading the first two floors; additional priorities include façade window restoration and mechanical/electrical/plumbing replacement, including energy efficient mechanicals, streetscape enhancements, and parking lot improvements.

The redevelopment of 239 Genesee Street will improve the streetscape by transforming a vacant, blighted property into a mixed-used building, adding to the recent resurgence of Downtown Utica. It will greatly add to Downtown residential opportunities and create retail and office jobs. It will also add to daytime and nighttime Downtown activity, with employees and residents contributing to the growing economic life of the Genesee Street corridor.

This mixed-use project promotes a walkable built environment that helps to increase private investment, raises property values, promotes tourism and strengthens the business climate. People who will live and work in this building will experience easy access to a wide range of amenities including key cultural assets, restaurants, coffee shops, and healthcare services.

The project also enhances the quality of life in Downtown Utica by adding to available housing stock, as well as enhancing employment opportunities resulting from its retail and commercial tenants.



Munson Williams Park

Project Focus AreaArts & Culture

Total Project Cost \$1.187 million

DRI Funding Request \$985.000

Property Owner

Munson-Williams-Proctor

Arts Institute

Property Address
310 Genesee Street

Readiness Status

MWPAI has engaged the services of a landscape architect to realize the Institute's park vision and will be ready to start this project in 2020.

Reference Plan(s)
City of Utica Master Plan
(Downtown Dev. Goal 7)

Oneida Square Arts & Culture District Design Vision

The Munson Williams Park will be the welcoming and striking southern gateway to Downtown Utica. For 100 years, Munson-Williams-Proctor Arts Institute (MWPAI) has created extraordinary arts experiences that cultivate curiosity and inspire visitors. Now, to help celebrate its centenary, and as part of its recently launched comprehensive strategic plan, MWPAI wishes to transform its front lawns into a green Downtown park, amphitheater, and arts plaza. MWPAI is uniquely positioned to create and sustain this new public-access park and collaborative outdoor space and to initiate lively community-based programming to accompany it.

Munson Williams Park will be an event location and the largest expanse of publicaccess green space along Genesee Street. From light shows to art installations, and public performances to music festivals, MWPAI will join forces with community partners to enrich the neighborhood and provide opportunities for residents and tourists to explore their creativity, as it infuses the neighborhood with dynamic new landscaping, lighting, walkways, sculptures, seating and programming.

MWPAI's vision is to create a park that reaches from the front of 324 Genesee Street (a building owned by MWPAI, but currently occupied by Utica Dance), through the north and south lawns of historic Fountain Elms, 590 feet along Genesee Street to Cottage Place—for a total of 49,000 square feet. The park will feature one of Utica's oldest living trees—a grand oak that stands next to Fountain Elms—and a gazebo, 19th-century fountain, Victorian garden, and sunken garden. Added to that will be enhanced landscaping, public seating, an "amphitheater" using the Museum's front steps, changing public art installations, and a collaborative outdoor arts event space.

MWPAI's goals are to:

- Enliven the neighborhood and enrich the community
- Add beauty to the area and increase connections between community members
- Create an engaging space for changing public art installations
- Enhance the neighborhood and encourage business development and home ownership
- Generate cultural tourism
- Inspire multiple community organizations to collaborate
- Attract new people and partners who will participate in the arts



MVCC Tech Training Center

Project Focus Area
Economic Development

Total Project Cost \$260,000

DRI Funding Request \$250,000

Property Owner
The Hayner Hoyt
Corporation

Property Address
325 Catherine Street

Readiness Status

Initial discussions with an architect have occurred; project will commence once funding allocated.

Reference Plan(s)
City of Utica Master Plan
(Business & Tech. Goals
2 & 3)

Utica's Brownfield Opportunity Area Pre-Nomination Study

City of Utica Community Needs Assessment (Activity 1.9) The project will result in the transformation of Mohawk Valley Community College's (MVCC) carpentry and masonry facility on Broad Street into a full-scale technical training center by enabling the upgrade of the electrical service throughout the space and supporting capital improvements to the building's currently unused basement, enabling its use as a training space.

The upgraded and updated training center will provide opportunities for MVCC students to pursue training tailored to filling the skills gap of the community's labor pool, meeting the needs of local employers, and facilitating skilled trades entrepreneurship. More broadly, enhancements to the Broad Street technical training center will support MVCC's partnership with the City of Utica in its pursuit of key workforce development and small business creation initiatives, while simultaneously supporting the revitalization of Downtown Genesee Street.

Involving, encouraging, and recruiting historically underrepresented populations to the workforce will be a critical component of closing the longstanding labor skills gap. MVCC's works with such populations at its Educational Outreach Center, providing specialized programs (funded by the US Department of Labor and NYS Education Department) and support services to address the complex needs of underserved populations that help them overcome barriers to obtaining and keeping employment. The creation of a technical training center on Broad Street will act synergistically with the Education Outreach Center, supplementing intrusive support services with high-quality workforce training programs and creating a skilled workforce that supports Downtown Utica's continued growth.



MVRCR Employment Center (Phase 2)

Project Focus Area
Inclusiveness & Equity

Total Project Cost \$610,000

DRI Funding Request \$410,000

Property Owner

Mohawk Valley Resource
Center for Refugees

Property Address
201 Bleecker Street

Readiness Status

Planning and bidding process can begin as early as January 2020, with construction to begin in spring 2020.

Reference Plan(s)
City of Utica Master Plan
(Downtown Dev. Goal 6)

City of Utica Community Needs Assessment (Activity 4.6) The project will fund the creation of an Employment Center at the Mohawk Valley Resource Center for Refugees (MVRCR). Lower-level room renovation toward this end will result in multiple new office spaces, complementing the adjacent Welcome & Opportunity Center, in keeping with MVRCR's strategic direction at its new on Bleecker Street location. The result will be a synergistic range of offerings that welcome refugees and immigrants to the community, while meeting their needs for vocational, educational, and other new-resident services. The renovated space will also include a conference area for employers to meet with clients to conduct interviews with potential employees.

MVRCR hosts several targeted recruitment events each year with select employers who hire large numbers of MVRCR clients. The conference area will also be utilized for small group employment skill training and seminars related to soft-skill building, including job searches, developing a résumé, interview skills and post-employment expectations of employees. In addition, the space contains two restrooms that are not ADA compliant; these will be reconstructed to meet current ADA regulations. In addition, some funds will be used to make a structural repair to the building's foundation.

The project is a component of a larger regional strategy to provide training and support for existing businesses to hire employees, expand their current workforce, and attract new businesses to the region based on the availability of a reliable and dedicated workforce. MVRCR has had significant success in placing refugees and immigrants in several employment sectors, including light manufacturing, hospitality, healthcare, and agriculture.

The project is intended to foster and enhance a welcoming environment in the Mohawk Valley and City of Utica that supports community engagement, creates opportunities for workforce development, and ultimately cultivates a sense of community and inclusiveness for all newcomers and residents. The project will support access and the opportunities necessary for refugees and immigrants to receive employment services, as well as access to community resources, education and vocational opportunities to engage and contribute to the economy and cultural vibrancy of the City and region.



New Century Club (Phase 2)

Project Focus Area

Downtown Anchors

Total Project Cost \$3 million

DRI Funding Request \$500,000

Property Owner
Bowers Development
253 New Century, LLC

Property Address253 Genesee Street

Readiness Status

Ready to start in 2019 and will take no more than 24 months to complete.

Reference Plan(s)
City of Utica Master Plan
(Downtown Dev. Goal 6)

City of Utica Community Needs Assessment (Activity 2.6) Located at 253 Genesee Street, the New Century Club building was the work of Utica architect Frederick H. Gouge. It was added to the State and National Historic Registers in 1985 due to its architectural and social significance. It is architecturally significant for its Greek Revival architecture, once characteristic of this part of the City of Utica. It is socially significant as the home of the New Century Club, a women's civic organization established in 1893. The preserved New Century auditorium houses a stage which played host to several discussions led by famous political activists and social leaders including women's rights activist Susan B. Anthony.

This structure was nearly beyond reclamation, but due to the efforts of Bowers Development (the parent company to 253 New Century, LLC) it has been rescued. The company's approximate \$3 million investment will fully restore this 15,000 square foot building, offering new office space to the Downtown corridor of the City of Utica.

The developer intends to invest an additional \$2 million into the project to restore this historically significant Downtown anchor. Investments will include façade and window restoration, interior build-out, installation of energy efficient mechanicals, and streetscape improvements.

In order for any downtown to be successful, visitors, residents, and businesses must feel safe. The building in its current state detracts from the overall aesthetics of the neighborhood and does not create a safe feeling. This vacant and blighted building will be transformed to not only make people feel safe but will build upon the recent resurgence of Downtown Utica. The project will bring more tenants to Downtown and add to growing daytime foot traffic, increasing sales revenue for area businesses and sales tax revenue for the City.



Oneida National Bank - Commercial Kitchen/Incubator

Project Focus Area
Economic Development

Total Project Cost \$7.85 million

DRI Funding Request \$1 million

Property Owner
268 Genesee St, LLC

Property Address
268 Genesee Street

Readiness Status
Building purchased and demolition has begun; anticipate 2020 move-in date for new tenants.

Reference Plan(s)
City of Utica Master Plan
(Downtown Dev. Goal 3)

City of Utica Community Needs Assessment (Activity 1.9) This project will restore the vacant Oneida National Bank building, one of the most pivotal and recognized structures in the heart of Utica's Downtown, returning it to its former glory. The Oneida National Bank Building project is a major renovation of this five-story building and will result in quality new businesses, manufacturing, and hospitality job creation and development, building on and adding to growing Downtown activity. The ambitious rehabilitation project will be truly transformative in what it will offer to entrepreneurs, as well as creating 50+ full-time jobs in Downtown.

The first floor (rear-entry) of 268 Genesee Street will host space for a retail and/or banking outlet with a drive-through feature. The second floor (Genesee Street level) will house a competitively priced modern restaurant, designed to serve lunch/dinner daily and host weddings and large events, serving the food and beverage needs of visitors to the Downtown's Arts & Culture District. The third-floor mezzanine and fourth floor will house extensive office space designed to attract new business to Utica's Downtown core. The fifth floor will house a food manufacturing commissary/incubator-style kitchen.

The Commercial Kitchen/Food Incubator will be the region's premier commercial kitchen and incubator for food processing, cooking, baking, and more, serving as an all-around commissary hub. The Commercial Kitchen/Food Incubator will be owned and operated by experienced and educated personnel committed to patrons, partners, and their specific needs. It will be available by the hour for any individual who wishes to launch or grow a culinary venture. The facility will also offer the ideal ambiance for food testing and media production/development of local cooking shows and videos.

The project goal is to provide food entrepreneurs, young culinary businesses, and anyone with a food-related idea with a value-based alternative to building or leasing a kitchen to prep, cook, and/or package products. The restored, renovated, repurposed Oneida National Bank building will also provide help with business planning, licensing, insurance, certifications, sourcing raw materials, distribution, and marketing.



Parking Infrastructure

Project Focus AreaWalkability, Bikeability &
Vibrancy

Total Project Cost \$12.05 million

DRI Funding Request \$2.875 million

Property Owners
City of Utica (2)

The Arc Oneida-Lewis

Cornel Associates, LLC

Utica Center for Development Inc.

Property Addresses
Multiple Addresses

Readiness Status

Work is expected to begin in late 2019 and continue into 2020.

Reference Plan(s)
City of Utica Master Plan
(Downtown Dev. Goal 6)

600 Washington Street - Washington Street Parking Garage

Due to years of deferred maintenance, the City-owned Washington Street Parking Garage now requires significant investment or faces certain demolition and replacement by a surface lot that will offer a fraction of the Garage's available parking spaces. One of the largest parking structures serving Downtown, with 550 spaces, the Washington Street facility is underutilized, with aluminum poles providing emergency structural shoring and many of its spaces cordoned off for two years now. This \$6 million project will address structural issues, allowing numerous spaces to be returned to use with the ultimate goal of increasing business and employment opportunities. Recognizing this project's importance, the Utica Common Council has agreed to bond for \$4 million, leaving a \$2 million funding gap.

400 Burnet Street - Utica Place Parking Garage

The City is seeking \$500,000 to design and install a façade on two sides of the Utica Place Parking Garage, located at the corner of Genesee Street and Route 5S—one of the first structures visitors to Downtown see when arriving from the north. Installation of an attractive façade will greatly enhance their impression of Downtown before they've even stepped out of their vehicle. The 432-spot municipal parking garage's stark utilitarian design has long been a blight on Downtown Utica's urban landscape. A new façade would visually contribute to the neighborhood and complement surrounding architecture.

Sustainable Shared Parking

The parking lots at 245 Genesee Street, King Street, and the Veterans Outreach Center will incorporate sustainable and green infrastructure measures to improve stormwater management. The lots will also be shared to increase the number of spaces available to Downtown patrons and be part of a coordinated parking effort with adjacent properties.

- The Arc Oneida-Lewis lot at 245 Genesee Street is in need of repair as it is used during non-business hours by community attendees of nearby events and activities. Having a safe parking lot will ensure that employees and community residents have secure and safe parking and access to The Arc's offices and the Genesee Street corridor.
- The King Street lot will be resurfaced to accommodate an additional 90 space for Downtown visitors and 258 Genesee Street tenants.
- The Veterans Outreach Center lot, once resurfaced, will accommodate additional parking for its clients and Downtown patrons.



Parks, Greenspaces & Sustainability

Project Focus Area
Physical Environment &
Sustainability

Total Project Cost \$7.07 million

DRI Funding Request \$2 million

Property OwnerCity of Utica

Property Address
Target Area

Readiness Status

Work is expected to begin in the 2020 construction season.

Reference Plan(s)
City of Utica Master Plan
(Business & Tech. Goal 6)

City of Utica Parks and Recreation Master Plan

Mohawk Valley Regional Sustainability Plan Parks located in a downtown area need to be authentic, celebrating the unique and individual identity, heritage and culture of a particular place and contributing to a neighborhood's quality of life. They should also be iconic, creating a distinctive and transformative experience and inclusionary so that all people have access to parks as a community's demographics change over time.

The City of Utica Parks and Recreation Master Plan provides the framework to improve existing parks in the Downtown area, such as Chancellor Park, Kopernik Park, and Edward A. Hanna Park, and creates opportunities to expand park infrastructure by providing new public greenspace next to the Stanley Center for the Arts. Franklin Square, Liberty Bell Park, and Ellen E. Hanna Mini Park were also identified as opportunity areas in Utica's Downtown fabric that can provide passive recreation and relaxation. These public spaces solidify Downtown Utica as a destination for residents and visitors.

The DRI target area is overwhelmed by asphalt and cement. By creating new "green corridors" through the addition of street trees and plantings, they can become active greenways and attractive environments with Complete Street features that promote walkability. DRI support will enable the City to implement action steps and park improvements.

Improvements to Sustainability

The City recognizes sustainability as an important step to improving quality of life and future development. Through the Mohawk Valley Regional Sustainability Plan, the Oneida-Herkimer Solid Waste Authority, the Water Authority, and the City of Utica are working toward sustainability in multiple sectors. In 2016, the City of Utica was recognized for its green policies, including:

- Adoption of a benchmarking policy to track and report the energy use of the City's municipal buildings
- Installation of an electric vehicle charging station at City Hall
- Completion of training on best practices in energy code enforcement
- Updating and streamlining the local zoning code to become more sustainable
- Receiving funding to complete a sustainability plan for Utica



Stanley Box Office

Project Focus AreaArts & Culture

Total Project Cost \$450,000

DRI Funding Request \$350,000

Property Owner
Central New York
Community Arts Council, Inc.

Property Address
259-261 Genesee Street

Readiness Status
Project will take
approximately three months
and wouldn't disrupt theater
programming.

Reference Plan(s)
City of Utica Master Plan
(Downtown Dev. Goal 6)

Genesee Street Vision Plan

Utica is fortunate to have sustained one of three remaining movie palaces in the country designed by renowned architect Thomas Lamb. The 90-year-old Stanley Center for the Arts was constructed and opened in 1928, during the waning days of the silent film era and guickly became a movie palace for the new era of sound films.

As a historical, architectural, cultural gem in the heart of Downtown Utica, the Stanley is a miracle of preservation, restoration, and innovation. Its impressive Mexican Baroque interior design has made the Stanley a popular place for a variety of community events, both public and private, from weddings and receptions to gala celebrations. An enlarged stage and backstage expansion enabled large-scale Broadway tech shows and touring productions to play multi-night engagements, adding to the Stanley's Downtown impact.

Aided in part by the building's placement on the State and National Historic Registers, and its iconic status among Utica's many cultural assets, the Stanley's main auditorium, lobby, and backstage infrastructure have benefited greatly from public and private support in the past. To complement the beauty and artistic excellence of the building's interior, the project will invest \$350,000 in a comprehensive façade retrofit, exterior box office reconfiguration, LED-lighting upgrade and complementary landscaping—all designed to present the Stanley in a fashion that appropriately celebrates its remarkable past and promising future.

Broadway Utica's full schedule of theatrical productions, coupled with a wide variety of musical performance and other artistic offerings, attract tens of thousands of area residents and visitors annually to the 3,000-seat Stanley. As a regular destination for those who live in the region, the Stanley is a catalyst for dining and entertainment establishments in the Downtown, generating significant economic impact.

The project's investment will create an appropriate exterior presence, one that matches the historically significant and welcoming interior, further solidifying the Stanley's signature role in Downtown Utica's revival and continuing resurgence. By sustaining and enhancing the Stanley, this priority project will support and leverage membership and fundraising efforts—furthering Downtown Genesee Street's value as a continuing and developing quality-of-life asset.



Veterans Health & Wellness (Phase 2)

Project Focus Area
Inclusiveness & Equity

Total Project Cost \$1.35 million

DRI Funding Request \$500,000

Property Owner
Utica Center for
Development Inc.

Property Address
726 Washington Street

Readiness Status

Construction can begin once funding is available; anticipate 12 months for completion.

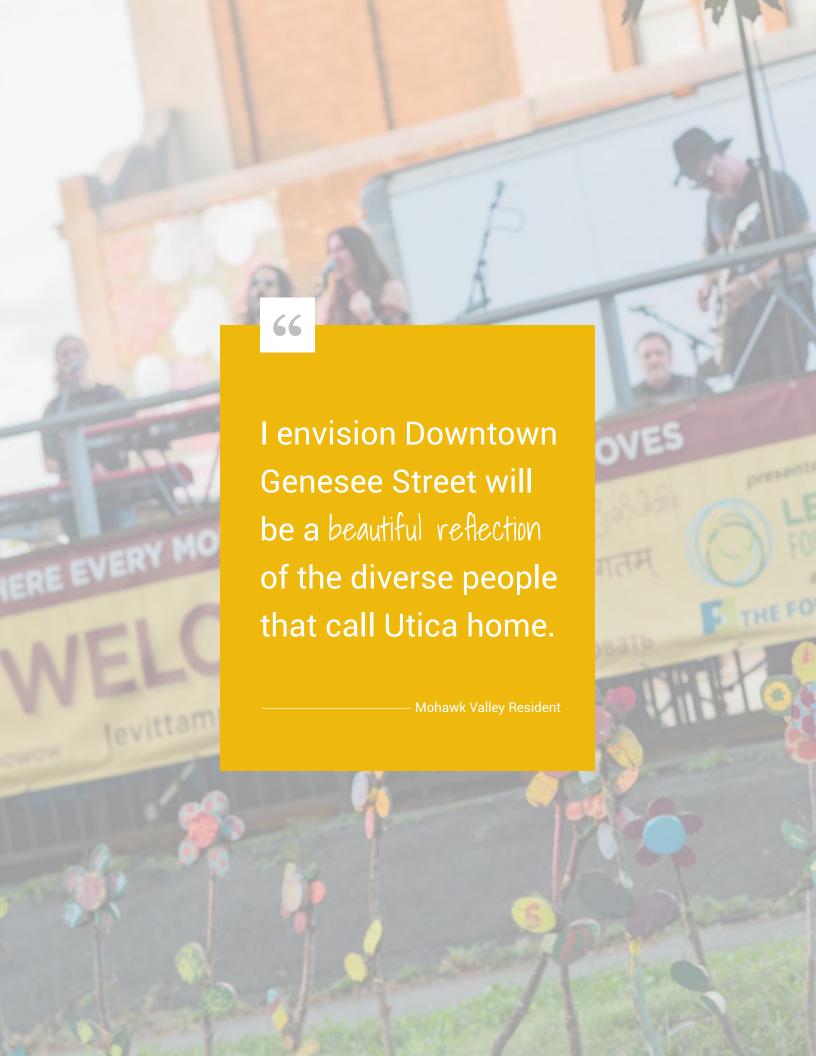
Reference Plan(s)
City of Utica Master Plan
(Housing & Neighborhood
Dev. Goal 6)

City of Utica Community Needs Assessment (Activity 2.3) The Utica Center for Development (Veterans Outreach Center) has occupied the former Utica YMCA building in Downtown Utica for the past 11 years, following several years of vacancy and disrepair. Since taking control of the property, the Utica Center for Development has worked diligently to convert this site from a source of blight to a gem of Downtown. The project would reconstruct the existing swimming pool into a new code-complaint swimming pool for public use. At this time, there are no year-round public use swimming pools in the City. This proposed project would also involve the reconstruction of locker room space with equipment, showers, and restrooms.

Utica is a very diverse city, and this facility will be open for everyone in the area to use, including Downtown residents, workers, and visitors. Indoor pools are often confined to hotels or private health clubs. By having a public use indoor pool available for all to use, citizens will have the opportunity to enjoy swimming indoors year round. Swimming and a public-use indoor pool have the potential to increase the overall health of the community.

This project will also make improvements to the exterior, specifically the back wall of the building which faces City Hall, to repair damage sustained over the years.

This project will create another resource in Downtown that attracts more people to live in the area. The Utica Center for Development also hopes to increase its number of employees by at least 10 full-time and 10 part-time workers.



JOSEPH A. GRIFFO SENATOR, 47TH DISTRICT DEPUTY MINORITY LEADER



ALBANY OFFICE:

ROOM 413 STATE CAPITOL ALBANY NEW YORK 12247 (518) 455-3334 FAX. (518) 426-6921

UTICA OFFICE:

207 GENESEE STREET UTICA, NEW YORK 13501 (315) 793-9072 FAX. (315) 793-0298

EMAIL ADDRESS: griffo@nysenate gov

May 24, 2019

Hon. Robert M. Palmieri, Mayor City of Utica 1 Kennedy Plaza Utica, NY 13501

Dear Mayor Palmieri,

I write in support of the application submitted by the City of Utica for the Downtown Revitalization Initiative.

The city is poised to build upon the many recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. Downtown Utica's continued revitalization is critical to regional economic success, as it will enhance the Mohawk Valley's attraction and retention of employers and residents.

Utica has much to offer, with potential to capitalize on its natural waterfront resources, anchor institutions and rich cultural heritage, the City of Utica has positioned itself to implement a DRI award by completing phase one of a downtown vision planning process in conjunction with Oneida County, The Community Foundation of Herkimer & Oneida Counties and other community partners.

The city and the entire Mohawk Valley region would certainly benefit from a DRI award and I am pleased to support the City of Utica's application.

Sincerely,

Joseph A. Griffo

Joseph A Ringho

Senator



THE ASSEMBLY STATE OF NEW YORK ALBANY

COMMITTEES
Agriculture
Banks
Economic Development, Job Creation,
Commerce and Industry
Higher Education
Veterans' Affairs

May 24, 2019

Mayor Robert M. Palmieri Mayor's Office 1 Kennedy Plaza Utica, New York 13502

Dear Mayor Palmieri,

Please accept this letter in support of the application submitted by the City of Utica for the Downtown Revitalization Initiative. The City of Utica is the community in our region with the best potential to capitalize on Governor Andrew M. Cuomo's innovative and transformative DRI program. As the Member of the Assembly for the 119th District, and as a lifelong resident of this area, I can vouch that the DRI would have a huge, beneficial impact on the City of Utica, and on the entire Mohawk Valley.

Downtown Utica's continued revitalization is critical to regional economic success, as it will enhance the Mohawk Valley's attraction and retention of employers and residents. My support for this application has particularly been impacted by the variety of public and private financial investments that have been made in Utica and the surrounding area. Economic Development is extremely important to me as a Member of the Assembly, to our area, and to New York State, and continued investment in projects which will have impacts in this area are important. Developments taking shape at the Marcy Nanocenter, and in the Bagg's Square, Genesee Street and West Utica neighborhoods, along with many others, have created a spark in Downtown Utica, and the DRI will allow the City to continue and to add to the work it is already doing.

Utica has much to offer, with unlimited potential to capitalize on its natural waterfront resources, anchor institutions and rich cultural heritage. The city and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award. More important, the City of Utica has positioned itself to implement a DRI award by completing phase one of a downtown vision planning process in conjunction with Oneida County, The Community Foundation of Herkimer & Oneida Counties and other community partners. I commend the City of Utica's decision to focus the DRI award on:

- Advancing the Mohawk Valley Health Systems Downtown medical campus project as an anchor
 to an incipient innovation district while addressing concentrated poverty and crushing blight,
- Constructing physical, pedestrian-oriented connections between emergent mixed-use districts, dense urban neighborhoods, anchor institutions, and regional destinations, and
- Modernizing infrastructure to maximize the growth and impact of private sector investment in the urban core.

For all these reasons, I urge the strongest consideration for Utica to be selected as the 2019 DRI award recipient in the Mohawk Valley region.

Thank you for your support in this effort, and in helping us to strengthen this community.

Sincerely,

Assemblywoman Marianne Buttenschon

119th District



ONEIDA COUNTY OFFICE OF THE COUNTY EXECUTIVE

ANTHONY J. PICENTE, JR. County Executive ce@ocgov.net

May 28, 2019

Mike Reese Regional Director Empire State Development 207 Genesee St. Utica, NY 13501

Dear Mr. Reese,

Please accept this letter in support of the application submitted by the City of Utica for the Downtown Revitalization Initiative. Utica has great potential to capitalize on Governor Andrew M. Cuomo's innovative and transformative DRI program. The city is poised to build upon the momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy.

Downtown Utica's continued revitalization is critical to regional economic success, as it will enhance the Mohawk Valley's attraction and retention of employers and residents. Oneida County stands as a committed partner with the City of Utica as it is a major driver of the county's own plans for economic development.

Utica has much to offer, with unlimited potential to capitalize on its natural waterfront resources, anchor institutions and rich cultural heritage. The city and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award. More important, the City of Utica has positioned itself to implement a DRI award by completing phase one of a downtown vision planning process in conjunction with Oneida County, The Community Foundation of Herkimer & Oneida Counties and other community partners.

For all these reasons, I urge your strongest consideration for Utica to be selected as the 2019 DRI award recipient in the Mohawk Valley region.

Thank you for your support in this effort and in helping us to strengthen this community.

Sincerely,

Anthony J. Picente.

The Honorable Robert M. Palmieri Mayor, City of Utica One Kennedy Plaza Utica, NY 13502

Dear Mayor Palmieri:

Please accept this letter in support of the application submitted by the City of Utica for the Downtown Revitalization Initiative. Utica is the community in our region with the most potential to capitalize on Governor Andrew M. Cuomo's innovative and transformative DRI program. The city is poised to build upon the momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. Downtown Utica's continued revitalization is critical to regional economic success, as it will enhance the Mohawk Valley's attraction and retention of employers and residents.

As the Utica Common Council representative for the Downtown District I am excited to support this plan to aid in the growth of our beautiful city.

My support for this initiative stems from my love for this city and knowing that the people of the city of Utica have the vision and drive to put it to the best use.

Utica has much to offer, with unlimited potential to capitalize on its natural waterfront resources, anchor institutions and rich cultural heritage. The city and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award. More important, the City of Utica has positioned itself to implement a DRI award by completing phase one of a downtown vision planning process in conjunction with Oneida County, The Community Foundation of Herkimer & Oneida Counties and other community partners.

For all these reasons, I strongly support the City of Utica's application for the 2019 DRI award in the Mohawk Valley region.

Thank you for your leadership in this effort, and in helping us to strengthen this community.

Sincerely,

Councilwoman Maria McNeil

City of Utica Common Council 1st Ward



157 Genesee Street Utica, NY 13501 Phone: 315-725-0331 info@uticaArtandVine.com https://www.uticaartandvine.com

May 24, 2019

City of Utica 1 Kennedy Plaza Utica, New York 13502

To those Concerned,

I'm writing this letter in support of the application by the City of Utica for the Downtown Revitalization Initiative.

I would like to offer a little background information regarding my interest in the downtown area. I have had an art studio on the third floor of the building located at 157 Genesee Street since 2004. When I first started working in my studio, I would look out the window onto Genesee Street. I have a great view of all of the comings and goings of the street below and at that time it was a dismal scene. Store fronts were boarded up, and the few people that were walking around were the exotic female dancers leaving their workplace with their male friends. I'm happy to say that now I see something so much more vibrant and pleasant to look at. Now I see new shops opening up, college students, young couples pushing baby carriages, people walking their dogs and business people. I see people sitting outside on a nice day having coffee or lunch. It is such a wonderful transformation.

In 2014, I opened a small business on the ground floor of the 157 Genesee Street building. I am happy to say that I am receiving customers from the surrounding small towns and suburbs that want a night out in downtown Utica. They begin by painting and sipping in Art & Vine, and then continue on to the local restaurants. This summer I will be hosting my first bus tour group from Washington, D.C. This group will get off the thruway to stop and paint. This will be their first time to central New York State and they are excited to come here.

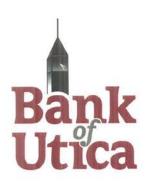
That being said, there is more to be done in downtown Utica. As people leave the thruway for a break in their driving routine, they enter a city that looks less welcoming than it actually is. The roads are wide, which makes them very treacherous to cross, and the streets look more industrial than walkable. This is an area that would benefit greatly from the ideas that have been proposed in the Reimagine Downtown Utica Vision Plan. I greatly look forward to this improvement and from my point of view, it can't come fast enough.

Utica is a wonderful city to live, work and play. It is close to beautiful natural resources and exciting metropolitan areas only a train ride away. It is my belief that Utica should be selected as the 2019 DRI award recipient in the Mohawk Valley region. I hope to see this happen.

Sincerely,

Connie Pratt

Art & Vine, Owner, Artist



222 Genesee Street Utica, NY 13502

Information: 315-797-2700

Deposit Operations: 315-797-2761

24-Hour Banking: 315-797-2710

> Toll Free: 800-442-1028

Mayor Robert Palmieri City Hall 1 Kennedy Plaza Utica, NY 13502

Dear Mayor Palmieri:

Please accept this letter in support of the application submitted by the City of Utica for the Downtown Revitalization Initiative. Utica is the community in our region with the most potential to capitalize on Governor Andrew M. Cuomo's innovative and transformative DRI program. The city is poised to build upon the momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. Downtown Utica's continued revitalization is critical to regional economic success, as it will enhance the Mohawk Valley's attraction and retention of employers and residents.

Bank of Utica was founded in 1927 and has always been headquartered in Downtown Utica. We are one of the largest single-branch, full service banks in the nation with over \$1.1 billion in assets. Through our Foundation, we contribute locally around \$400,000 to charities annually. According to the FFIEC, out of 52 small business lenders in our Oneida County we were the third largest. Out of those 52 lenders for loans to the smallest companies (with annual sales under \$1 million) we are the second largest. We are just completing a 5+ year, many million dollar, full scale capital renovation project for our building located at 222 Genesee St, in which we completely renovated and/or rebuilt every square foot of our facility. As part of this project we added a clock tower on our building to harken back to Utica's history when there was a clock tower adjacent to our property. We completed this project without the help of any grants from any organization and are proud we were able to make such a large investment into our Downtown Utica property. We believe, along with others who have invested significant money into downtown the last 10 years, that our area is on the cusp of a rebirth.

Utica has much to offer, with unlimited potential to capitalize on its natural waterfront resources, anchor institutions and rich cultural heritage. The city and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award. More importantly, the City

of Utica has positioned itself to implement a DRI award by completing phase one of a downtown vision planning process in conjunction with Oneida County, The Community Foundation of Herkimer & Oneida Counties and other community partners.

For all these reasons, I urge your strongest consideration for Utica to be selected as the 2019 DRI award recipient in the Mohawk Valley region.

Thank you for your support in this effort, and in helping us to strengthen this community.

Sincerely,

Barry J. Sinnott, Vice President

Tom E. Sinnott, President



May 28, 2019

To Whom it may Concern,

Please accept this letter in support of the application submitted by the City of Utica for the Downtown Revitalization Initiative. Utica is the community in our region with the most potential to capitalize on Governor Andrew M. Cuomo's innovative and transformative DRI program. The city is poised to build upon the momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. Downtown Utica's continued revitalization is critical to regional economic success, as it will enhance the Mohawk Valley's attraction and retention of employers and residents.

The Genesis Group is a civic organization that unites Business and Community Leaders working to advance regional Economic, Social and Cultural interests, and to foster unity and cooperation in the Mohawk Valley region of Upstate New York.

We believe that Utica has much to offer, with unlimited potential to capitalize on its natural waterfront resources, anchor institutions and rich cultural heritage. The city and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award. More important, the City of Utica has positioned itself to implement a DRI award by completing phase one of a downtown vision planning process in conjunction with Oneida County, The Community Foundation of Herkimer & Oneida Counties and other community partners.

For all these reasons, I urge your strongest consideration for Utica to be selected as the 2019 DRI award recipient in the Mohawk Valley region.

Thank you for your support in this effort, and in helping us to strengthen this community.

Raymond J. Durso, Jr.

Executive Director

Sincerely

The Genesis Group, 100 Seymour Road, Utica, NY 13502 ~ www.TheGenesisGroup.org



May 28, 2019

RE: City of Utica Application for the Downtown Revitalization Initiative (DRI)

Dear Sir/Madam:

Please accept this letter in support of the application submitted by the City of Utica for the Downtown Revitalization Initiative (DRI). Utica is the community in our region with the most potential to capitalize on Governor Andrew M. Cuomo's innovative and transformative DRI program. The city is poised to build upon the momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. Downtown Utica's continued revitalization is critical to regional economic success, as it will enhance the Mohawk Valley's attraction and retention of employers and residents.

As an Investor/Merchant in the Bagg's Square West neighborhood, and as Owner/Operator of Gerber's Tavern, my company(s) strong support for this initiative stems from the belief that a vibrant Downtown and a vibrant urban core are critical for the Utica Region to compete into the future. Our Downtown and the Genesee Street Corridor must be able to accommodate contemporary lifestyles and explore new ways to connect to the world around us, physically and otherwise.

Utica has much to offer, with unlimited potential to capitalize on its natural waterfront resources, anchor institutions and rich cultural heritage. The city and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award. More important, the City of Utica has positioned itself to implement a DRI award by completing phase one of a downtown vision planning process in conjunction with Oneida County, The Community Foundation of Herkimer & Oneida Counties and other community partners.

For all these reasons, I urge your strongest consideration for Utica to be selected as the 2019 DRI award recipient in the Mohawk Valley region.

Thank you for your support in this effort, and in helping us to strengthen this community.

Sincerely

Mark F. Mojave

Proprietor

Gerber's 1933 Tavern, LLC



Dear Mohawk Valley Regional Economic Development Council, Empire State Development Corporation and other reviewing parties,

Please accept this letter in support of the application submitted by the City of Utica for the Downtown Revitalization Initiative. Utica is the community in our region with the most potential to capitalize on Governor Andrew M. Cuomo's innovative and transformative DRI program. The city is poised to build upon the momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. Downtown Utica's continued revitalization is critical to regional economic success, as it will enhance the Mohawk Valley's attraction and retention of employers and residents.

Our organization, the Greater Utica Chamber of Commerce, represents 700 businesses in the Mohawk Valley. We are a non-profit organization comprised of business and business-oriented members dedicated to the development of a prosperous economic climate that will enhance commercial growth and the quality of life for all who reside in the Greater Utica Area. The majority of our members are small businesses with 50 employees or fewer, and they greatly rely on the development and success of Downtown Utica. As our downtown succeeds, our region grows.

Our support for this initiative stems from our partnership with the City of Utica, Oneida County, the Community Foundation of Herkimer & Oneida Counties and other community partners to create Utica's Downtown Vision Plan. We believe whole heartedly in this vision, and we're committed to providing the support our community needs to continue to grow and develop our city and our region.

Utica has much to offer, with unlimited potential to capitalize on its natural waterfront resources, anchor institutions and rich cultural heritage. The city and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award. More important, the City of Utica has positioned itself to implement a DRI award by completing phase one of a downtown vision planning process in conjunction with Oneida County, The Community Foundation of Herkimer & Oneida Counties and other community partners.

For all these reasons, I urge your strongest consideration for Utica to be selected as the 2019 DRI award recipient in the Mohawk Valley region.

Thank you for your support in this effort, and in helping us to strengthen this community.

Sincerely,

Meghan Fraser McGrogan



May 23, 2019

Mayor Robert M. Palmieri Utica City Hall 1 Kennedy Plaza Utica, NY 13502

Honorable Mayor Palmieri:

When Lockheed Martin closed its Utica operations, myself and many of my colleagues started tech companies and located them in Utica. Our engineering company, Human Electronics, purchased the vacant Oneida National Bank building at 155-157 Genesee Street in downtown Utica in 2003. Since that time, we have witnessed a continuous growth and revitalization of Downtown with new businesses, loft apartments, hotels, coffee shops, and restaurants opening up. Our building is a beautiful Richardson-Romanesque design and was built in 1889. Since purchasing it, we have invested heavily in restoring the building with a new roof, new energy efficient windows, new HVAC systems, and in general brought the building back into service after it was vacated in the mid 1990's. We have received recognition from the scenic and historic organization for preserving the building and are on the New York State Register of historic buildings. To facilitate some of the downtown renaissance, we provided low cost rent for several new startups until they became sustainable.

We are however at a plateau where we need to bump up development activity to the next level. Our fellow property owners in our Downtown Utica neighborhood are excited about the prospects of receiving a \$10M DRI grant to help make downtown streetscapes more exciting and attractive for people who want to live and work in a downtown urban setting. Many of us have been volunteering on an ad hoc basis with various groups such as Genesis, Community Foundation, Rust2Green, Cornell University, and DUDA to conceptualize what improvements will make our downtown more attractive. Now with this potential DRI funding, we could make many of those dreams a reality. We consider it as base funding from which we can leverage more private investment.

Please accept this letter in support of the application submitted by the City of Utica for the Downtown Revitalization Initiative. Thank you for your support in this effort, and in helping us to strengthen this community.

Sincerely,

Phil Szeliga, President

Human Electronics, Inc.



Mayor Robert Palmieri City of Utica 1 Kennedy Plaza Utica, NY 13502

Dear Mayor Palmieri,

Please accept this letter in support of the application submitted by the City of Utica for the Downtown Revitalization Initiative. Utica has so much potential to capitalize on Governor Andrew M. Cuomo's innovative and transformative DRI program. The city is poised to build upon the momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. Downtown Utica's continued revitalization is critical to regional economic success, as it will enhance the Mohawk Valley's attraction and retention of employers and residents.

Our support for this initiative stems from the need for enhanced urban spaces, to further economic development and job growth and retention in the region.

Utica has much to offer, with unlimited potential to capitalize on its natural waterfront resources, anchor institutions and rich cultural heritage. The city and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award. More important, the City of Utica has positioned itself to implement a DRI award by completing phase one of a downtown vision planning process in conjunction with Oneida County, The Community Foundation of Herkimer & Oneida Counties and other community partners.

Thank you for your support in this effort, and in helping us to strengthen this community.

Sincerely,

Steven J. DiMeo

President

Mohawk Valley EDGE





May 24, 2019

To Whom It May Concern;

On behalf of the Mohawk Valley Resource Center for Refugees, I am pleased to support the application submitted by the City of Utica for the Downtown Revitalization Initiative. Utica is the community in our region with the most potential to capitalize on Governor Andrew M. Cuomo's innovative and transformative DRI program. The city is poised to build upon the momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. Downtown Utica's continued revitalization is critical to regional economic success, as it will enhance the Mohawk Valley's attraction and retention of employers and residents.

The Mohawk Valley Resource Center for Refugees (MVRCR), an affiliate of Lutheran Immigration and Refugee Service, is a not-for-profit corporation that has been the main service provider for refugees in Central New York for over 35 years. MVRCR has assisted over 16,000 refugees from 34 different countries start new lives in this region. MVRCR has a centrally located office and training facility in Utica, including classrooms and computer labs for an on-site adult ESL program. The agency also retains a diverse and professional staff to effectively deliver linguistically and culturally appropriate services.

MVRCR supports the City of Utica's DRI application, which aligns with our commitment to engage in projects intended to foster and enhance the welcoming environment in the Mohawk Valley and City of Utica that support community engagement, create opportunities for economic development, and ultimately cultivate a sense of community and inclusiveness for all newcomers and residents.

Utica has much to offer, with unlimited potential to capitalize on its natural waterfront resources, anchor institutions and rich cultural heritage. The city and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award. More important, the City of Utica has positioned itself to implement a DRI award by completing phase one of a downtown vision planning process in conjunction with Oneida County, The Community Foundation of Herkimer & Oneida Counties and other community partners.

For all these reasons, I urge your strongest consideration for Utica to be selected as the 2019 DRI award recipient in the Mohawk Valley region.

Thank you for your support in this effort, and in helping us to strengthen this community.

Sincerely.

Shelly Callahan / Executive Director



May 23, 2019

Mayor Robert Palmieri City of Utica 1 Kennedy Plaza Utica NY 13502

Dear Mayor Palmieri,

Please accept this letter in support of the City of Utica's Downtown Revitalization Initiative application. Utica is the community in our region with the most potential to capitalize on Governor Andrew M. Cuomo's innovative and transformative DRI program. The city is poised to build upon the momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. Downtown Utica's continued revitalization is critical to regional economic success, as it will enhance the Mohawk Valley's ability to attract and retain employers, our residents, visitors and most importantly, our youth.

As the official Tourism Promotion Agency for Oneida County, we are the lead agency promoting Utica and Oneida County as a destination for leisure, motor coach and business travel. We focus on promotion of events, experiences and exhibitions as the primary driver for attracting visitors.

Our support for this initiative stems from what we see as opportunity to further build on recent investments in Utica including the Adirondack Bank Center's Utica Memorial Auditorium, Utica's Harbor Point project, the repurposing of empty commercial buildings on Genesee Street into multi-use complexes for downtown housing and retail, new restaurants as well as numerous investments to expand and upgrade existing restaurants. There's a palatable optimism flowing throughout Utica. DRI investment in Utica would facilitate immediate and transformative positive change. The time is now.

Utica has much to offer, with unlimited potential to capitalize on its natural waterfront resources, anchor institutions and rich cultural heritage. The city and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award. More important, the City of Utica has positioned itself to implement a DRI award by completing phase one of a downtown vision planning process in conjunction with Oneida County, The Community Foundation of Herkimer & Oneida Counties and other community partners.

For all these reasons, I urge your strongest consideration for Utica to be selected as the 2019 DRI award recipient in the Mohawk Valley region.

Thank you for your support in this effort, and in helping us to strengthen this community.

Sincerely,

Kelly Blazosk

Kazosky

President

RATHBUN LOFTS

May 24, 2019

Mayor Robert Palmieri City of Utica 1 Kennedy Plaza Utica, New York 13502

Dear Mayor Palmieri:

Please accept this letter in support of the application submitted by the City of Utica for the Downtown Revitalization Initiative. Utica is the community in our region with the most potential to capitalize on Governor Andrew M. Cuomo's innovative and transformative DRI program. The city is poised to build upon the momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. Downtown Utica's continued revitalization is critical to regional economic success, as it will enhance the Mohawk Valley's attraction and retention of employers and residents.

Our organization Baggs Square Partners, LLC, is repurposing an historic building in Baggs Square East. The \$6.1 MM project converts the existing building to 24 market rate apartments and approximately 10,000 square feet of commercial space.

Our support for this initiative stems from our confidence in the future of Utica and the potential Utica's success has on the entire Mohawk Valley Region.

Utica has much to offer, with unlimited potential to capitalize on its natural waterfront resources, anchor institutions and rich cultural heritage. The city and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award. More important, the City of Utica has positioned itself to implement a DRI award by completing phase one of a downtown vision planning process in conjunction with Oneida County, The Community Foundation of Herkimer & Oneida Counties and other community partners.

For all these reasons, I urge your strongest consideration for Utica to be selected as the 2019 DRI award recipient in the Mohawk Valley region.

Thank you for your support in this effort, and in helping us to strengthen this community.

Sincerely,

Gary Thurston, Member Baggs Square Partners, LLC





Wesley Roberts Chairman

Vincent P. Scalise Executive Director

726 Washington Street Utica, NY 13502

UCD, Inc. is a 501 (c) (3) not-fat-profit organization

May 22, 2019

To whom it may concern,

Please accept this letter in support of the application submitted by the City of Utica for the Downtown Revitalization Initiative. Utica is the community in our region with the most potential to capitalize on Governor Andrew M. Cuomo's innovative and transformative DRI program. The city is poised to build upon the momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. Downtown Utica's continued revitalization is critical to regional economic success, as it will enhance the Mohawk Valley's attraction and retention of employers and residents.

Our organization the Utica Center for Development INC. is a 501 C 3 Not for Profit Organization centrally located in the heart of downtown Utica. In the past year our agency has had a multi-million-dollar project to construct eighteen housing units for Veterans. Our agency is housed in the old YMCA building and for the past eleven years we have been putting in the efforts to revitalize the building and make it more welcoming to the public as well as make it a staple in the community.

Our support for this initiative stems from our personal goal to revitalize downtown Utica. Utica has much to offer, with unlimited potential to capitalize on its natural waterfront resources, anchor institutions and rich cultural heritage. The city and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award. More important, the City of Utica has positioned itself to implement a DRI award by completing phase one of a downtown vision planning process in conjunction with Oneida County, The Community Foundation of Herkimer & Oneida Counties and other community partners. For all these reasons, I urge your strongest consideration for Utica to be selected as the 2019 DRI award recipient in the Mohawk Valley region.

Thank you for your support in this effort, and in helping us to strengthen this community.

Sincerely,

Vincent P. Scalise

Founder/Executive Director



utica public library

303 Genesee St Utica, New York 13501 (315) 735-2279

Library Director

Christopher W. Sagaas

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Our organization, Utica Public Library, has been an anchor institution at its present location for 115 years, and our adaptability allows us to continue to find ways to be relevant to our users and respond to the changes in the city and its demographics. We have completed a major renovation of most of our first floor in the last year – including our Children's Room - which makes it a destination location for people of all ages.

We are continuing to identify priority projects – both programmatic and infrastructural – in which to invest our finances and energies. Our prime location along the Genesee Street corridor makes us a major stakeholder in investments in Downtown Utica, and we continue to seek new ways to achieve that goal by collaborating with our local institutions and neighbors.

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Sincerely,

Christopher W. Sagaas

Community Vision Statements

I envision Downtown Genesee Street will...

be green
be the place where people go to gather and to meet people. Having cool venues downtown will act as a catalyst for this to occur
be a vibrant connector of urban neighborhoods
be a place that is busy and active
prosper into an entertainment venue area offering the arts and fine dining.
expand and be very successful due to local businesses!
rooftop event space, mural art, have better parking availability, provide more viable options for getting around.
more appealing
become a thriving center for business growth, commerce, entertainment, housing, and MUCH MORE!
be a safe place where all people can go a have a fun time
blossomand soon.
be a dynamic, vibrant place for young people to spend time in a safe environment.
hopefully be as beautiful and busy as it once was.
continue to grow and attract new consumers to the area.
meet and exceed most everyone's expectations in the next 5-10 years
become a central entertainment district - similar to Columbus, OH or Austin, TX
be the backbone of the revitalization and continued growth of the entire Utica-Rome area.
be a place for culture and dinning and to shop small business stores
be a more desirable place to live and visit outside of the traditional Monday-Friday 9-5, and more parking.
be a one-stop destination where you could fill an entire day with enjoyable activities.
be filled with lights, rooftop event spaces, mural art
be a walkable/bikeable, inviting mix of Utica landmarks and renovated historical buildings, local restaurants/shops/businesses, and quality affordable housing.
be really awesome
have public art, be cleaned, have shoveled sidewalks and vacant storefronts will be dressed yo-yo look appealing
foster an atmosphere of contemporary inclusivity. The street will be a beacon to the masses in a city reborn
either die from hospital congestion, or flourish from local small businesses

be filled with beautiful landscaping and shops to intrigue people to stay in Utica more than once!
become the Downtown Genesee street that it used to be!
be a place where young professionals live, dine, and entertain themselves.
become a place people where people live, work, and play rather than pass through.
be a vibrant, welcoming place with varied activities to appeal to the widest range of people possible.
be the hub of activity, entertainment and city-life like it once was in yesteryear.
continue to grow if, ALL types of users and uses are considered and included during planning.
be a vibrant destination for all with many cultures co-mingling to experience food, entertainment, art, business, and financial growth!
become a more urban city.
continue growing! Hopefully it will be appealing to young people who will stay within the area.
take a long time to lose their rundown reputation
thrive again. We need more good clothing stores like days before.
be a thriving beautiful street like it once was!
grow
prosper
be green, clean, places to sit, safe, thing to do, see and experience
revive and offer family friendly spaces and activities in all seasons!
start to thrive if it takes on a more New England Main Street vibe.
bustling and lively full of shops and eateries.
continue to grow and improve.
revitalize itself and become a hub of entertainment for families and! Be safe
have open, active storefronts as opposed to the current neglected and dilapidated look
be inviting and have a place to shop, eat and entertainment. Be a safe environment.
be an all inclusive destination
maintain the cool vibe it is BEGINNING to have
continue to grow and prosper as long as time and money are invested!
become a destination
have options & Be the first thought when planning a gathering.
be the center hub for a revitalized life/work/live sector of our city
be ok if they hire outside experts, not friends/family

be vibrant after p.m. become a place for all-hours, all-seasons recreation and activity. be the place everyone wants to go. restore and Refresh the charm, beauty, safety, culture, and opportunity. In addition to promoting pride and empowerment for the community as a whole! become a destination that's not just busy on weekdays be reborn, vibrate with people and activity as the Renaissance continues thrive again by cleaning up store fronts, adding businesses and safety one day house every aspect of life, education and profession. From living, to eating, shopping, site seeing, working and play! be like it was when I was a teenager...a clean, functioning happy space! be what it used to be when I was growing up. Safe but very lively bring people out more with their family and friends. flourish if there are more and better retail options. be a place to celebrate both our diversity and unity. be a bustling metropolis with lots of entertainment and shopping options become more vibrant and offer more parking. prosper with increased rental space & more choices for food & entertainment. We still need public transportation & better parking downtown. grow to welcome and embrace a renewed confidence and ownership for the city. become a destination with thriving bars & restaurants and storefronts, if we make it accessible have nice shops, restaurants and green spaces that complement the art community- MWPAI and the Stanley-and capitalize on our status as a community that welcomes Refugees and embraces cultural diversity. be bustling again. be thriving with social functions and crowds enjoying many different kinds of activities be filled with culture. be better one day be safe, accessible, attractive, and full of culture. eventually restore the city overall by bring more people to the area. continue to grow and display the quality of life and diversity in this beautiful historic city

once again be a vibrant and integral part of the regrowth of the entire Mohawk Valley. Places to shop, live, eat, entertainment and hotels.

be a destination for business, dining and entertainment. Downtown Utica is once again the hub of the city and surrounding towns and villages.

grow with investment in quality of life issues -- housing, beautification, social and business services, dining and entertainment options, and historic preservation. Exploit Utica's rich history.

thrive in the coming years with more parking, a safe environment and green spaces to break up the cement forest.

be the place to go for eating and entertainment a clean atmosphere nightlife museums theater a place that Utica can be proud of offering Safe Streets for people to walk in and enjoy life

continue to grow

have outlets to shop like Atlantic City or Waterloo. It can bring people here to stay and spend money

probably not work out.

be unwalkable and uninviting if the downtown hospital is built, removing the possibility of attractive storefronts on the streets off Genesee

continue to grow

become more enhanced as more people take advantage of all that there is to offer downtown.

be Walker Friendly, get a hold of City Bus Company, try to get Busses to run on Sundays, Holidays

have clean storefronts, more small business. New businesses should have to make a contribution to the area not just their business

pioneer a diverse community, and public space, for business and leisure.

possibly grow over time, with a positive administration, running the city. Parking will need to be addressed, throughout downtown. An Anchor retailer is important to Boston Store was.

be like a small times square, and attract people to enjoy our city

be a vibrant hub of activity. A beautiful center for our wonderful city!

be vibrant and patron friendly very soon.

become a destination location for out of town visitors

I envision Downtown Genesee Street will...have more reasons to encourage pedestrians to walk its length.

become more inviting with the improvement of roads, bike lanes, parking areas, sidewalks, storefronts

taking a long while to develop. Hospital will not help, it will detract. pick one project and finish it, Baggs Sq. (North East or West)harbor? Beer hall? all non starters

a vibrant and exciting place full of amazing restaurants and art where the community can gather and be proud of the city!

eventually return to a viable, sustainable, economic presence in the city.

continue to grow into a vibrant community.

be a safe and vibrant area to dine, see a show, watch musical entertainment, and have a safe walking area and better parking options.

have retail stores and entertainment that attracts tourists/visitors

succeed in becoming a place people live, work and play - but only if there is better collaboration and communication between those involved in the planning and development.

be a success but not forget about the rest of the city.

provide a clean, attractive, safe environment for locally owned businesses to thrive.

revitalize to a trendy fun & safe place to hang out and have fun

slim down to 2 lanes to enhance walkability, and the space thereby freed will become green space with trees

have eateries, some eclectic shops with a place for entertainment during the summer months.

have affordable housing, night life, more art and music venues.

continue to grow and become the public that want to stroll the area and shop will stay away. Of the city that it was in the past. I feel that as Genesee St is coming back to live with incredible restaurants, shops, bakeries and more, more entrepreneurs will want to be a part3pf the

growth. I feel that the arteries off Genesee st will also start to grow, and all of downtown will be bustling with all walks of life. I do believe adding a medical center will keep those that want to expand the area, and the public
continue to grow.
be alive and vibrant during the evenings and on weekends
grow
a gathering place
become a gorgeous and thriving green urban space that showcases Utica's diversity and heritage.
be a place for everyone. 24/7/365
grow
spark a new sense of feeling throughout the city. Downtown is the core of Utica, and a thriving downtown can only result in better things for the rest of the city.
be a street with no potholes.
always be the heart of downtown Utica
help Utica continue to grow
be greatly improved
grown with the arts.
be a safe and attractive destination for nights out during all seasons.
thoughtfully integrate the beautiful old with the beautiful and purposeful new!
grow big
be booming once again on the right track
be a vibrant corridor of mixed use - housing, entertainment, and retail - with attractive storefronts, ample parking and walkable streets.
never never ever come backtoo many hidden agendas
continue to grow and offer more to do
attract more independent, local businesses
be a place where a mix of people-old and young, multiple ethnicities-can walk, eat, and mingle.
be revitalized
remain under construction for years to come.
have A positive impact on the community.
get better if they promote more small businesses.
clean up and revive the entire area.
soon become a corridor into a newly revamped City of Utica
one day be revitalized and be the place to be again.

continue to prosper starting with the city of Utica cleaning up the Areas in which they own. be great again beautify and boost our economy continue to grow as it never look so good thrive and become a great gathering place for fun and entertainment become the catalyst for growth in all of downtown be a vital urban destination for public life, art/culture, and dining for a generation of Uticans who are returning to the area after stints in larger cities. become a great place to work, live, eat as I was long ago! let's bring it back! grow with the right businesses for entertainment, eateries, art and music. Affordable eateries and family entertainment. help generate a place where families can spend quality time together and have fun and businesses can keep the economy booming become vital and busy in the near future. I believe with the right planning and small businesses it can be a busy, fun unique place to be. great with private business and tax paying entities. Not a government run government directed communist dictatorships from Dicks, Tony and the rest of the crew. be up and coming- so many things have changed for the better that I just see it continuing in the future. be a place where families can feel safe and enjoy the local businesses. continue to grow and develop without a hospital in the background. be beautiful and prosperous and a great place to head out to for the evening to dine, shop, eat never become viable. be clean and safe which will be more inviting continue to grow hopefully for the better buildings in downtown need to be more attractive for new businesses, more lights and night, to open up downtown attract more businesses & daily visitors if it were better taken care of & developed more be a vibrant combination of commercial and livable space that will be a catalyst for the surrounding neighborhoods to also grow. soon return to its days of glory with the completion of the revitalization project. love to visit, walk around, and see the culture & heritage. be as great as it was when I was growing up. be a safe and exciting environment. be a showcase of small businesses and local enterprise, most especially those operated by refugees. I believe a refugee centered downtown business district is both viable and sets us apart from larger cities with whom we can't compete in other metrics. be a vital and vibrant place beautiful And look like how it did back in the day become a more vibrant, historic, walkable Main Street with well preserved buildings and small, locally owned, independent businesses

be a beautiful reflection of the diverse people that call Utica home.

eventually struggle its way towards being kind of something sort of nicer than its current state, but in the end just won't really measure up to other more vibrant downtown environs. The problem is mostly due to stagnant wages and social disparities. Good luck.

look more modern

have more places to bring the family for concerts & entertainment. More locally owned business & restaurants

be walkable for a night out, to stroll from shops and bars.

become the place that everyone wants to be seen.

blossom if people want it. I think the empty storefronts are depressing. Until they can be filled, artists should be able to use them and make the streetscape beautiful.

eventually be someplace I live.

rejuvenate the city

be destroyed by a downtown hospital which effectively end any chance for a walkable integrated downtown district.

continue to get all the attention while Uptown Genesee Street has its own organic revival.

continue to be developed by aging baby boomers and corrupt politicians who are out of touch with the younger, more creative generation that actually wants a more prosperous future for the area.

grow if allowed to and not stopped by greed, jealousy that hurt Utica so badly in the past. Grow & Survive.

be full of small businesses that have plenty of access and parking.

continue its forward progress

become an exciting and vibrant asset to the Central NY area

stay the same

be a showcase of arts, entertainment and small business growth for all ages and incomes.

be a destination for community members and tourists, as well as a place to proudly call home.

have events that bring families downtown on weekends.

attract long-time area residents and newcomers, equally accessible to pedestrians, runners and bikers. It's storefronts and sidewalks will be attractive and signs will help walkers navigate the area.

....again be what it was originally built to be by our earliest settlers, and sustained through the early 1970's. k

be a thriving neighborhood with of mix of residential, business and government

become a place me and my friends can enjoy all of the time

Utica may not reach its potential due to poor decisions such as; the bridge that ate Bagg's Square and a hospital that prevented a health-care complex.

be revitalized and brought back to life. Together we can make a difference and it starts with the members of the community and the help of Mayor Robert Palmieri. in the future I see our downtown as a place for not only working professionals, but also a place to relax

become a thriving location.

soon be a downtown area where buildings are renovated, storefronts are full and where people feel safe living

be opening more storefronts instead of closing them.

be revitalized and brighten the city

be the heart of the city from which further development will grow. Our city needs this revitalization initiative!

be filled with charming shops, restaurants and cafes, apartments filled with people walking and cycling throughout downtown and to the north Utica harbor, walking and hiking to and from entertainment venues and eateries.

there is new excitement being generated - more urbanites. With the growth of housing there is a need for support. Dry cleaners, wellness & fitness, walker friendly plus parking

shine better so at night time we enjoy the high ride.

be a bustling destination worth the effort.

be more appealing with more parking/fixing downtown garages. Sprucing up storefronts(esp. Around ft Schyler club). Re painting parking spaces /street lines. Free parking. A national chain store. Replace sidewalks. Make it cleaner and brighter and fresher and they will come

become more friendly to people walking from spot to spot, like going from dinner to the Aud.

be as beautiful as it was, adding new architecture and saving the amazing old buildings, being proud of its diverse refugee community, promoting a united community spirit, being an example to other cities.

increase the value and experience of our entire area

transform into an exciting area at night like Troy and Saratoga.

be a safe and attractive environment that will highlight the older buildings, and MWPAI, Train Station and the wonderful Farmer's Markets. Also emphasize Utica Bread and Coffee companies and the other local gems that already exist in the area. With an eye to our wonderful and diverse populations.

be a busy destination where people will feel safe to shop and attend entertainment events. And where there are restaurants open after shows at the Stanley or Players

be vital, evolving, productive part of the city. Without a downtown hospital.

be lively, bustling and artistic

grow and look amazing and people will be able to walk and enjoy different cafe, stores, restaurants etc.

grow and. Become a safe and become a vibrant part of the city people will be happy and proud of it stores business people utilizing stores shops a good place to shop

lcd canopies over different parts of city like Vegas

make or break the entire Utica experience.

someday replace the crumbling "sun" mural

be more vibrant and active with things to do.

have a garden median

be vibrant past 5:00

once again be alive and vital.

be a place that will attract individuals who have a will to make Utica a handshake city again. Utica is a welcoming city.

be walker Friendly, easy to get around

be a safe place to walk with engaging storefronts and entertainment venues.

be well-lit, offer safe passage for pedestrians, feature gathering spots, and have a rich variety of options for dining, shopping, and entertainment.

continue to grow and improve with increased housing, retail business and art and entertainment options.

grow with more retail food and shops which will draw people to come day and night

be a wonderful area to travel to and participate in what Utica has to offer from the Adirondacks. A good eat place to have a state-of-art hospital center and highly qualified medical staff. continue to draw very few people from the suburbs until it is improved enough to be a destination be a central meeting place due to the economic growth I have seen and hope to see continue in the future. be a desired attraction for locals and tourists. become a tourism mecca featuring destination places for meeting, shopping, eating and entertainment continue to improve with new stores, parking options, and street design to help the flow of traffic. Lively! With people walking, biking, going in and out of store fronts and restaurants. All while feeling safe. be a place for all to come be consumers with shopping, eateries, and going out with friends and family. as being the Gateway to our area. be more lively space available for green space and parking. The growth of small shops, institutions and affordable housing housing/renting options. Use and reuse most of the buildings in downtown for a more growth potential to benefit programs and residents. be a place with high walkability with numerous options (arts, eateries, nightlife) with greenspace from Burrstone Road to the Tracks and Varick Street to Mohawk Street, with new Business development and opportunities for our Youth. Look for new projects not ones already underway!!! be a vibrant cultural center of Oneida County, connected by improved bike/walking paths & attracting retail, dining, and artistic opportunities be a place for everyone. With diverse themes. thrive be a disappointment grow with more and varied shopping and dining options while keeping a vibrant arts & entertainment scene. be a safe place to live work and play on. have a park, no downtown hospital, restore the family owned business and preserve the history of Utica. be a vibrant thoroughfare lined with specialty shops, restaurants, nightlife and art centers become the thriving metropolis that it once was be the hub for economic development in the Mohawk Valley. offer a mix of residential, public and private business spaces, and reasons to come here. "I need to go downtown to..." isn't heard anymore. be a central & vibrant focus for the entire region. make a comeback as a staple of upstate, NY continue to transform and reinvent itself to become a Downtown Destination. continue to be the government and business center of the county. always have the "Main Street" charm as long as it well kept and clean. be clean, attractive and have more public facilities.

Continue to grow and provide the necessary essentials like all of the above in order to sustain livability and growth reflect the authenticity and opportunities of Utica. I believe downtown needs to become a destination space where people can come for eating entertainment or living. Currently parking and safety are paramount. flourish with more shops and interesting things for people to do. I envision downtown to have a more feeling of safety. Maybe brighter and well lit so you can take walk and enjoy Genesee St without getting mugged continue to grow and expand till it once again becomes a central hub of Utica and fulfill its potential. welcome all, be diverse, and support Broadway and the Arts. continue to add a diverse mix of businesses that draw visitors become a gathering spot once the brave risk takers bring their ideas forward and others follow their lead once they know they aren't alone. come alive again! be thriving again with shops and clean, safe outdoor activities breathtaking become the trendy place to go for walking, dining, and shopping. fail to improve if the MVHS is allowed to build a new hospital in downtown walking area connecting Arts District with Varick St and other entertainment areas, continue to revitalize bringing new energy! I love seeing the changes happening in our city! aid Utica in joining the ranks of the other great cities in New York State draw more people to use services and live in Utica be a downtown like other cities. I believe it's moving in the right direction with new businesses recently opening be a draw for people from the surrounding community all day and night, and be safe and exciting. showcase the best things this area has to offer. act as a centerpiece greeting people that are passing thru our area be vital to the growth of the city thrive in the future. provide a great quality of life for the city. look pretty and be a place that I want to come and eat, grab a drink with friends and feel safe walking around. have wide appeal to residents and visitors alike. be filled with locals and tourists enjoying the arts and eateries that we have to offer better lighting specially at night. Businesses should invest in their store fronts. benefit from the grant because it would provide more opportunities and businesses for the citizens of Utica. It will boost our economy and help with tourist attractions.

be a lively and attractive, walkable and accessible live/work/play space, allowing drivers to park once and access attractions by foot or simple electric shuttles. continue to grow and flourish is the coming years bolstered by the hospital project be busy, safe and friendly continue to grow with new Hospital, parking, services be bustling with happy, energized people grow through arts and entertainment and small businesses become a vibrant, exciting sub-community where people can eat, live and shop. be A lively, safe and vibrant environment continue to get more awesome by the year. There is so much new energy these days and you can feel it everywhere. It's GREAT. be filled with people! a place to go for art shows and unusual eateries be a welcoming and vibrant gateway and pathway to multiple people-focused anchors. help to bring positivity back to our community; People will focus less on "what was" and more on what is! be a bustling, walking, entertaining fun place to be while doing business daily or enjoying events downtown to provide convenient parking to attract us to find restaurants, thanks small businesses with an attractive green space Space provide more green space, better accessibility so persons of all ages and abilities can enjoy more cultural, dining, shopping, and recreational options. provide a welcome and community atmosphere to attract regional residents be a people magnet, attracting people who want to live, work and play there." be revitalized by the new hospital if parking issues are addressed become a place you can park and visit for food, entertainment, and family spaces- think Cooperstown! have many small businesses owned by local community members. Places for creativity, public art, green spaces and local farmers market. constant foot traffic, locally owned businesses, better walkability, accessible art galleries and studios be a nightmare unless there is better/more public parking provide affordable groceries, pharmacy entertainment restaurants for all economic levels. Lifting poor lifts entire economy. be a place where you can see people out and about walking from place to place. remain the same, but with new businesses continue to move forward and develop growth this area has not seen in several decades. continue to grow as it has for most of the twenty-first century. need better retail store options to be successful. be great again

come back to life with affordable housing and restaurants, business opportunities like when I was a child. I remember those days fondly. So many businesses were downtown. light up the night. be accessible and welcoming to ALL communities within the city and will reflect a unique cultural vibrancy that's attractive to visitors and residents alike. be a place to go for interaction with others in the community. regain its former glory as a Main street in a vibrant and exciting city grow significantly when there are coffeehouses and nighttime activities be vibrantly full of open businesses, safe and clean. be a place for the community to come together for activities, art, and entertainment. one day be the center of activity for Utica. There is so much potential there, there just needs to be a good community effort to achieve financing for improvement projects be somewhere people want to go after work, during the day on their shift and to hang out on the weekends. There are tons of places to be outside and inside. Retail, activities and food! grow more prosperous by supporting the arts and betting on itself when it comes to businesses and making Utica a happening place to be. continue to grow and thrive! grow with some help and a lot of money. just get better and better! be the center of Utica's commercialization be up and coming and make people want to stay and not leave continue to improve definitely no stupid hospital. serve as a transformational space for local and visiting people who want to experience a city-like atmosphere in a small environment fail because of all the not for profits lining the streets and now RCIL in the Boston Store, when will it stop. accessible and the "in" place to go to for everything be a welcoming place providing the services all of the community be an inviting, interesting place I will want to spend time in. be a safe and non congested place of the past to be...in the future! be a place to wander around and find cool places and cool things to do. be More Than A Busy Corner...A Busy Cornerstone To A Bustling City! evolve in unexpected ways. move forward to serve the area without a downtown hospital and with better transportation and traffic flow one day be great with the right support.

will not destroy and level 25 acres of it for a foolish hospital and promote private small business growth instead. The destruction of the City

tax base will be catastrophic, unwise and foolish.

be the hub for useful small businesses and entertainment need to make drastic changes or stay the course and continue to push people away. become a lively destination where visitors and residents will come to stay, eat and play. be more vibrant, visually appealing with more retail businesses for young people. be a destination like Armory Square in Syracuse. continue to be the center of the city's economic revival. become more varied and populated. become an attractive destination with bustling business and attractive shops thrive look and feel like the college town it is! benefit from increased walkability and a focus on G.S. as a unique showcase of what Utica has to offer. be a place for people to congregate and businesses to grow continue to grow as a result of the investments currently being made but more retail will keep people downtown. continue to develop new businesses and cute little restaurants. I think there is a need for more retail shops, places to dress up Genesee Street to draw the tourist downtown. be revitalized and bring more businesses to the area. take a dramatic turn for the worse if the very ill-conceived downtown hospital becomes a reality, resulting in major city and county tax bring much needed vitality and an influx of money/spending to the area! be a vibrant place where people want to go. be a vibrant neighborhood where people will want to work, live and visit! continue to develop and grow to become a safe and lovely destination for families to shop, eat, and relax. become more of day/night out destination experience a Renaissance if they do it right thrive if given the opportunity become a lively place to spend leisure time. contain numerous small businesses catering to a growing number of residents and hospital employees and patients. become bike and pedestrian friendly diversify to showcase a multi-cultural experience of food, entertainment, music, and theatre. be a destination for young families to explore locally owned businesses and cultivate community-based interactions. sadly, continue to decline with rising immigrant population under Democrat control as all inner cities have. be lost with the addition of a downtown hospital. Nobody shops/eats while going to ER

grow if treated right! become a sustainable, fun place to live have parks, historical feel, keep all the small business intact as is today. be vibrant, young, bright with something going on each night. Colorful crosswalks, art everywhere, and updated store fronts! signage that increases walk-ability and food truck down town on the reg. grow and be very beautiful. prosper with growth and become the one of the many hubs for tourists coming into the area. be amazing like how it was in the good days have enough parking which it has not had for the better part of over 75 years will never be a place for a stupid hospital, seriously. I see myself avoiding that area all together if it ever does get built. have more options for retail, public art, galleries, better walkability, better parking and green spaces hopefully bring more people in here. be destroyed by a hospital a block away connect walkable/bikeable neighborhoods with green spaces, shops, boutiques, and family-friendly activities. not have a Hospital. Will have a Wegmans or Trader Joe's. Will have a WMCA with Olympic pool for lap swimming. have more options for families be a main branch to private diverse surrounding neighborhoods have thousands more everyday with the new hospital. I see the people going there for the hospital being more inclined to frequent restaurants and other venues in that area. just as it is, but with more store fronts/buildings being redeveloped and populated... and #NoHospitalDowntown to the west of Genesee Street. be destroyed if a hospital is placed there. Total moronic idea taxpayers weren't allowed to vote on.. be transformed from 4 lanes down to 2 with diagonal on street parking implemented. become a destination for people and families from Utica and throughout NYS host many gluten and dairy free dining and take out options be a lively, attractive, diversified, bustling center of commerce, entertainment, art, and education. a viable part of Utica as a whole, not just now, but for the future as well. be the vibrant heart of Utica once some revitalization takes place. improve with new hospital and parking, diagonal parking is a game changer, and later hours of operation of shops. be a place that people from all income levels can enjoy. become the robust, modern city center for a productive, diverse population that respects our history and supports future living. be a tree lined destination with park benches and bike lanes. More shops and restaurants will open to accommodate the many apartment dwellers. It will be a place that people will want to visit. a place where you can go any day of the week at any time and enjoy yourself.

revamped to what it was 50 years ago. Clean safe accessible

a downtown hospital will be CATASTROPHIC to taxpayers losing properties, revenue, and jobs. The MVHS hospital is as rigged and corrupt as the nose on my face.

be better when we stop dreaming about the Harbor and worry about downtown first.

be a place to eat, play, shop and relax year round for residents and visitors alike.

Be more utilized if it is better organized, safe and active (no abandoned buildings)

likely blow into something we can all be extremely proud of. The leadership team in our area from our including our and Mayor County Executive Senator and congressmen will and has proven to be sound and formidable group when it come to improvements not only in downtown, but in our local community overall. You can't taste and smell the optimism!

fail to understand the necessity to make walking safe and pleasurable. People need to be able to walk to the Baggs Squares safely.

continue to grow and strive going into the future.

be thriving

continue to grow and flourish. However there is a parking crisis, especially for those who work downtown.

be the center of activity for Utica's urban core.

propel Utica forward with the same strength and innovation it experienced

be a vibrant destination for area residents and visitors to experience and enjoy the cultural diversity and historic character of Utica, and provide engaging opportunities for business and entrepreneurial growth.

be thriving with businesses, restaurants, walkable streets and art.

be a place to spend time with friends, family and run into friendly faces while not just during the work day and week.

continue to grow. I would love more retail shops, and more night life!

be a magnet and cornerstone for the future development of the region

a continued part of Utica's growth

be the hub of the city along with the sports facilities at the Aud and new sports complex. Improvements along Genesee are a start with many buildings/storefronts being upgraded but Ft. Schuyler Club block is a mess in particular. The "roundabout" on the north end should complement the one at Oneida Square aesthetically but they slow traffic flow.

continue to grow, because for many there is still a desire to live and work in an urban environment.

Referenced Reports

City of Utica Master Plan (2011)

The City of Utica Master Plan was designed to provide policy direction and recommendations to guide the City and its partners in the formulation of development strategies, economic incentives and land use controls that collectively will foster development supportive of, and complementary to, reestablishing Utica as a regional hub, while simultaneously strengthening the economic and social fabric of the City's neighborhoods.

http://www.cityofutica.com/departments/urban-and-economic-development/planning/planning-studies/index

An Adaptive Approach and Analysis to Sustainably Transform Utica's Urban Core (2016)

In 2014, a group of researchers from Cornell University came together and identified, with community partners, a multi-block area in Downtown Utica as the focus area for a sustainable neighborhood development research and demonstration project. The project aimed to demonstrate and accelerate Utica's capacity to undertake development in accordance with the Mohawk Valley Regional Sustainability Plan and in a manner that includes adoption of and design for renewable energy and sustainable, attractive neighborhood development.

https://docs.google.com/document/d/1lwXxQF-YhMRnc4koxiZ--wLemYcKWCPTRe4v2TqLpP0/edit?usp=sharing

Artspace Utica Arts Market Study (2015, 2017)

The City of Utica and Artspace conducted a study of the space needs and preferences of artists and creatives living and working in the Utica, NY region. 585 individuals completed the Utica, NY Survey of Artists' and Creative Individuals' Space Needs and Preferences. 161 of the survey respondents (28%) expressed interest in relocating to an affordable artists' live/work community specifically designed for artists, creative individuals and their families in Utica with 29% of these interested artists having never resided in Utica.

https://drive.google.com/file/d/11Uzq2oGGNaVTFGHIY7SvPpxaTV6AcRKw/view?usp=sharing

Central Industrial Corridor ReVITALization Plan - Utica's Brownfield Opportunity Area Pre-Nomination Study (2014)

The Brownfield Opportunity Area program provides an area-wide approach, rather than the traditional site-by-site approach, for the assessment and redevelopment of potential brownfields and other vacant or abandoned properties, enabling communities to more comprehensively assess existing economic and environmental conditions associated with brownfield blight and the impact on residents. The overall objective is to attract public and private financial and intellectual investment.

http://www.cityofutica.com/departments/urban-and-economic-development/planning/planning-studies/index

City of Utica Community Needs Assessment (2014-15)

The Community Needs Assessment (CNA) process was a collaborative effort involving the Department of Housing and Urban Development (HUD) and other Federal, NYS and local partners. The CNA helped Utica identify its priority needs, providing the framework for a 2-Year Action Plan. Nine community stakeholder groups convened in CNA Roundtables to discuss specific issues and to recommend solutions and action steps. 1,454 Proctor High School students and area youth under age 25 completed priority needs surveys, 1,024 adult participants accessed an online

survey and a myriad of individuals, groups and community members helped build the CNA process and plan to reshape Utica's future.

http://www.cityofutica.com/Assets/RTG/CNA/PDF/CNA%20One%20File.pdf

City of Utica Parks and Recreation Master Plan (2018)

Ingalls Planning & Design was selected to lead a consultant team to develop a parks and recreation plan for the City of Utica. The Team analyzed the condition of the overall park system including 677 acres, 17 parks, 3 pools, and the Memorial Parkway and trails throughout the City. The plan included the development of a database to help the City manage the parks, a full needs assessment detailing needed improvements and populations that are currently underserved, and master plans for the 20 facilities.

http://www.cityofutica.com/Assets/Departments/Urban-and-Economic-Development/PDF-Documents/Planning-Studies/Final_Utica_Parks_Plan_11.02.18.pdf

City of Utica Scenic and Historic Preservation Commission Design Guidelines

In 1994 the Common Council of the City of Utica adopted Ordinance No. 313 to protect and preserve the distinctive architectural character of the properties in the Scenic and Historic Preservation District. The district may be expanded, or individual landmarks may be designated by legislation. The ordinance established the Scenic and Historic Preservation Commission to advise both the Common Council and individual property owners on issues related to the preservation of Utica's historic resources.

http://www.cityofutica.com/Assets/Departments/Urban-and-Economic-Development/PDF-Documents/Utica%20 Design%20Guidelines.pdf

City of Utica Waterfront Access Plan (2011)

This Waterfront Access Plan establishes a coordinated framework for public access and circulation along the Mohawk River and Erie Canal. The Plan outlines a clear set of actions necessary for improved connectivity and enhanced access along the 21 miles of waterfront in the City of Utica as identified through the City's 2011 Master Plan. The Waterfront Access Plan provides a variety of access and circulation improvements for pedestrians, bicycles, and vehicles, and includes recommended projects and actions along with potential partnering and funding opportunities.

http://cityofutica.com/Assets/Departments/Urban-and-Economic-Development/PDF-Documents/Utica%20 LWAP%20Final%20Report%20December%202011%20with%20maps.pdf

Clean Energy Communities Program NYSERDA (2019)

Local governments in New York State can use the Clean Energy Communities program to implement clean energy actions, save energy costs, create jobs, and improve the environment. In addition to providing tools, resources, and technical assistance, the program recognizes and rewards leadership for the completion of clean energy projects.

https://www.nyserda.ny.gov/All-Programs/Programs/Clean-Energy-Communities

Cornell Sustainable Communities for Revitalizing and Transforming New York (2013)

The need to plan for the long-term resiliency of New York's communities is increasingly vital to ensure future growth and success. Future community development approaches rooted at the neighborhood level and driven by sustainability can at once address local development needs while ensuring fair opportunities for both current and future residents. This study presents a vision for this kind of sustainable community revitalization in upstate New York.

http://www.atkinson.cornell.edu/2013SustCommunities/

Gateway Historic Canal District Plan & Design Standards

Peter J. Smith & company, Inc. completed design standards for the Gateway Area of Utica that focus on design rather than use based regulations. The Gateway Historic Canal District Revitalization Plan was prepared for a study area bounded by Genesee Street to the east, State Street to the west, Columbia Street to the South and the rail line to the north. The initiative was intended to target strategic public investments that will "reuse and recycle" the land in this significant location adjacent to the Utica Central Business District.

http://www.cityofutica.com/departments/urban-and-economic-development/planning/planning-studies/index

Genesee Street Vision Plan (2013)

In 2013, a mix of undergraduate and graduate students studying landscape architecture at Cornell University worked with the community, the City, and other local stakeholders to find innovative and place-based design strategies and solutions for the revitalization of Genesee Street. The Community looked at how vacant lot recovery, ease of wayfinding, activity nodes, path networks and connections, land uses, public space, governance, policies, and green infrastructure, among other things, can come together and support the renewal of Genesee Street.

https://drive.google.com/file/d/1KfEOq8UK9CZLLx5HNu3zmmaNYohcq7gy/view?usp=sharing

Harbor Point Revitalization Plan (2017)

Utica Harbor is a historical landmark on the Erie Canal. It is a vestige of the great NYS Canal System during the "Barge Canal" industrial period and boasts a proud history. Through the implementation of the Harbor Point Redevelopment Project the Utica Harbor will both celebrate its past and assist in driving a new economic engine of private investments - commercial, retail, and mixed uses, food/restaurant establishments, and entertainment venues.

http://uticaharborpoint.org/

Mohawk Valley Regional Sustainability Plan

The 2011 Cleaner, Greener Communities program was established by Governor Cuomo to encourage communities to develop regional sustainable growth strategies and plans to outline specific and tangible actions to reduce greenhouse gas emissions consistent with a goal of 80% carbon reductions by the year 2050. The Mohawk Valley Regional Sustainability Plan assesses the current status of the region with respect to the sustainable use of resources through the collection of baseline data. Strategic strategies were identified to help meet the basic needs of the region and to achieve sustainability and all aligned with the Mohawk Valley's REDC's goals for the region.

http://www.sustainablemohawkvalley.com/documents/home/Mohawk%20Valley%20Sustainability%20Plan.pdf

Oneida Square Arts & Culture District Design Vision (2013)

This project builds on The Utica Master Plan and current efforts to assist the region's arts and culture. Faculty and students from Cornell University's R2G NY Action Research Project and the 2013 R2G Capstone Studio partnered community partners representing Utica's arts and culture community to generate knowledge and activate collaboration and projects.

https://drive.google.com/file/d/1PKxdUfEoLqZAPUfREchqNqdny4RlsFqA/view?usp=sharing

Sustainable Neighborhood Development and Urban Revitalization in Utica, NY: A LEED-ND Case Study (2016)

LEED-ND is a rating system developed by the Congress for New Urbanism, U.S. Green Building Council and Natural Resources Defense Council and is used to measure green neighborhood development practices. The intent of the system is to "promote healthy, durable, affordable, and environmentally sound practices in building design and construction."

https://drive.google.com/file/d/1KA4l3goEmWseSVoXELFlrqk59-iEDuNY/view?usp=sharing

Vision 20/20 - Phase I Path Toward Prosperity

Vision 20/20 is a strategy that addresses the needs of industry, while ensuring that all citizens of Oneida County and beyond will benefit from economic growth.

https://www.thegenesisgroup.org/wp-content/uploads/2017/12/2014-oneida-county-20-20-vision-plan-1.pdf

Zimmerman Volk Residential Market Potential Study (2005)

The purpose of this study was to identify the market potential for newly introduced market-rate housing units - created both through adaptive re-use of existing non-residential buildings as well as through new construction - to be leased or sold in Downtown Utica.

http://www.cityofutica.com/Assets/Departments/Urban-and-Economic-Development/PDF-Documents/Zimmerman_Volk_Study.pdf





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