

Utica

DOWNTOWN



DOWNTOWN REVITALIZATION INITIATIVE
Mohawk Valley Regional Economic Development Council

-2016-



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BANK OF UTICA
2016 FACADE IMPROVEMENTS AND
BUILDING LINK

If Buffalo is the new Brooklyn, then
Utica is the new Buffalo.



The Mohawk Valley is on the edge of economic revolution, and Utica is at the epicenter. The new energy is palpable, and the change is unmistakable. From Rome to Amsterdam, from Little Falls to Oneonta; the investments are real. The very thing of which we spoke in the early days of the Regional Economic Development Councils – true and sustainable economic transformation – is finally happening.

As urban centers go, nowhere is this more evident than Downtown Utica. Sparked by unprecedented developments now taking shape at the Marcy Nanocenter, Bagg's Square, Genesee Street Business District and Varick Street Brewery District, the knowledge-based ecosystem is maturing.

"Advanced manufacturing and the progressive investment strategies behind it have been key to the revitalization of our state and are now shaping its future success...I know what that does to the psychology of a region. Changes like this can really change how people see themselves. ... No longer will hopes be raised and hopes dashed."

- Lt. Governor Kathy Hochul, ams groundbreaking, May 2016

It has been generations since the region has witnessed the likes of such enormous public and private financial commitments, and it is all happening right here:

- \$575 million Mohawk Valley Health Systems downtown medical campus project, \$300 million of which has been secured through the Governor's 2016-2017 budget
- \$3 billion toward the Marcy Nanocenter and Nano Utica projects, \$585 million in the 2016-2017 budget
- \$50 million in private investment towards planned mixed-use development of vacant and iconic buildings in downtown Utica, including more than 300 new loft apartments
- \$65 million North-South Arterial infrastructure improvements to improve vehicular and pedestrian flow through and in the urban core

In Sparking Transformation, the Mohawk Valley put forth an investment prospectus which included Vibrant Communities as a core enabling strategy for economic revitalization. The Downtown Revitalization Initiative (DRI) funding is essential to enhancing this momentum. Through the DRI, the City of Utica will focus \$10 million towards advancing the Mohawk Valley Health Systems Downtown medical campus project as the anchor to an incipient innovation district, while addressing concentrated poverty and crushing blight. In addition we will construct physical, pedestrian-oriented connections between emergent mixed-use districts, dense urban neighborhoods, anchor institutions, and regional destinations; while modernizing infrastructure to maximize the growth and impact of private sector investment in the urban core.

Our proposal outlines a focused investment strategy within a compact target area to capitalize on the 2,000 jobs created by ams and GE by creating a vibrant community founded on smart growth and a unique sense of place. The City of Utica is the Mohawk Valley's most fertile ground for the \$10 million investment.

A handwritten signature in black ink, reading "Robert M. Palmieri".

Robert M. Palmieri
Mayor
City of Utica

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GENESEE STREET/DOWNTOWN



Celebrate the diversity and culture of over 40 nationalities now living in Utica. With 46 languages spoken in our schools, Utica is the fourth largest Resettlement Community in the country behind New York City, Washington, D.C., and Chicago. Welcome to Utica, welcome to America.

The world now calls Utica home.

DOWNTOWN NEIGHBORHOOD DESCRIPTION

MUNICIPALITY: UTICA

DOWNTOWN NAME: DOWNTOWN UTICA CORE

COUNTY: ONEIDA

DOWNTOWN DESCRIPTION

Utica is ripe for the Downtown Revitalization Initiative (DRI) investment. The City is on the brink of an exciting and unprecedented economic transformation and Downtown Utica Core will be front and center as the City continues to welcome new visitors, employees, businesses and residents. The region will be able to draw inspiration and innovation from Downtown Utica Core – a nexus for the exchange of concepts, culture, and capital through community-driven planning, sustainable design and creative placemaking, demonstrating the readiness to implement a \$10 million capital program, the momentum to sustain economic transformation, and an overall estimated 57:1 leverage ratio.

Focused on creating an attractive and engaging downtown, the City is concentrating resources on the Downtown Utica Core. The selected districts best reflect the character, diversity, infrastructure, and policies essential to build investor confidence and to market the area to an increasingly global workforce. Recognizing that professionals, millennials, empty-nesters, and artists are choosing urban life to suburban environments, Utica has been redesigning and re-strategizing to spark a local and regional economic resurgence.

Four primary neighborhoods constitute Downtown Utica:

1. Genesee Street/Downtown
2. Bagg's Square
3. Varick StreetWest/The Brewery District
4. MVHS Campus



HISTORIC DOWNTOWN
GENESEE STREET

GENESEE STREET/DOWNTOWN

With Genesee Street serving as its main artery, this neighborhood is a central hub of finance, culture, education and government affairs. Small businesses line the streets – from law offices, accounting and marketing firms to high tech companies, cafés and coffee houses. Downtown is the home to the historic Fort Schuyler Club and some of the oldest institutions and historic churches in the region. Landmark Utica, Downtown's newest construction project, has transformed an abandoned building into 31 luxury loft apartments and a rooftop restaurant – setting a new standard for urban living in Utica. The Oneida Square Arts District communicates, integrates, and generates a “one world” theme, which directly speaks to Utica's multi-cultural identity as a place whose very fabric continues to be woven by its diverse residents and assets. The Mohawk Valley Resource Center for Refugees, Pratt College at Munson-Williams-Proctor Arts Institute,

Utica Library, The Stanley Theatre, Broadway Theater League, Players Theater and a constellation of other arts and culture destinations, activities and hubs provide world-class art and performances. From Genesee Street to Mohawk Street, new and established businesses are forming the foundation and regenerating an international identity for Downtown's East Utica. Ethnic markets, restaurants, bakeries, barbershops and salons, and a locally-owned pharmacy are sharing the space with the Utica School of Commerce, Mohawk Valley Community College Educational Opportunity Center, Municipal Housing Authority, Utica City Transit and other growing businesses and community services. Chancellor Park's greenspace and farmers market, Italian baked goods, a 100-year-old world-famous recipe for pizza and an array of ethnic specialty foods and experiences – are all within just a few blocks of this downtown district.

BAGG'S SQUARE

Stretching from “Broad to the AUD” (Broad Street and the Historic Union Station to the Utica Auditorium), Bagg's Square is Downtown Utica's oldest neighborhood and an up-and-coming mixed-use destination. Today visitors find upscale dining, taverns, sports bars, cafes and coffee shops. The city's hometown hockey team, AHL Utica Comets, and over 50 small and large businesses bring employees and customers to the Square each day. The local newspaper – the Observer-Dispatch – is located here, along with the Oneida County Public Market, NYS Department of Motor Vehicles, US Federal Courthouse and the Adirondack Scenic Railroad. Entrepreneurial enterprises – like Utica Bread, the City's newest bakery – are blossoming; evidence that developers, investors, residents, and small business owners see and feel the potential. Bagg's Square is also Downtown's connection to the Harbor Point waterfront.





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VARICK WEST/BREWERY DISTRICT

Just across Utica's new pedestrian walking bridge from the Oneida Square Arts District is the Varick Street –West Utica neighborhood. Known to many as the Brewery District, Utica's Varick Street is home to the second oldest family owned brewery - FX Matt Brewing Company – which hosts brewery tours and the summer's Saranac Thursdays, bringing local brews and live music to the streets. The corridor also hosts the finish line party at the end of the world-famous 15k Boilermaker road race in July and is home to the National Distance Running Hall of Fame. A number of unique eateries and taverns provide live music indoors and out, varied menus and interesting craft beer selections. Visitors will also find a quilt shop, historic hardware store, a world-famous whiskey, vodka, gin and bourbon distillery, and local food specialties like authentic brick oven pizza, bangers & mash, elk burgers, Utica greens and Polish pierogis.

MVHS CAMPUS

The Mohawk Valley Health System has proposed a \$575 million downtown medical campus just a few blocks from Genesee Street and connecting East and West Utica. Boosted by a \$300 million appropriation by the Department of Health in the 2016-17 NYS budget, MVHS has completed preliminary assessments, presented conceptual designs and is considering strategic site acquisitions and land assembly. The project includes the potential of 4,000 jobs with a projected \$575 million investment will transform a blighted 28-acre site in Utica's downtown.





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UTICA MEMORIAL AUDITORIUM

DOWNTOWN IDENTIFICATION

BOUNDARIES
SIZE
PAST & FUTURE INVESTMENT
JOB GROWTH
DOWNTOWN ATTRACTIVENESS
POLICIES TO ENHANCE QUALITY OF LIFE
LOCAL SUPPORT

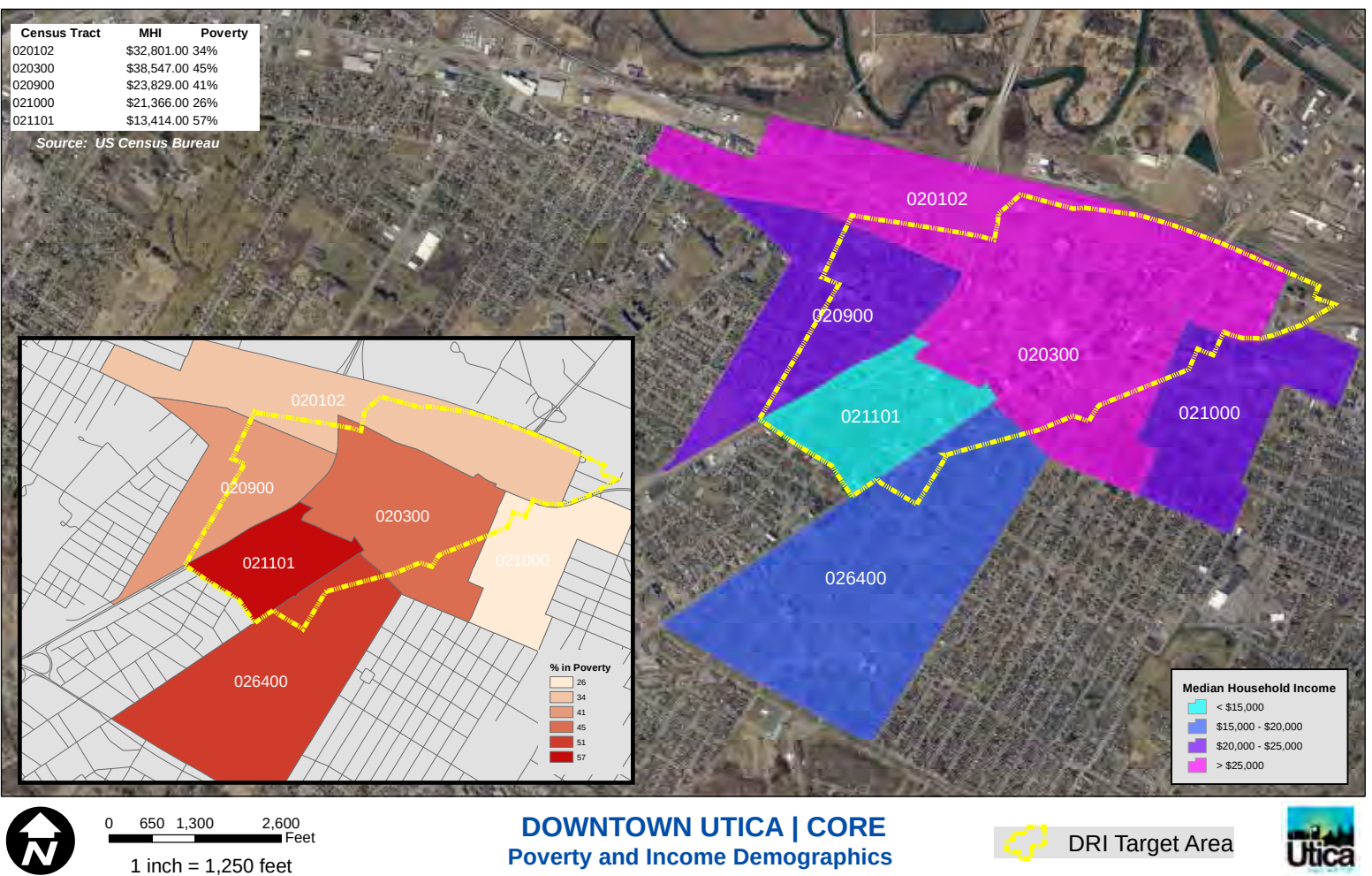
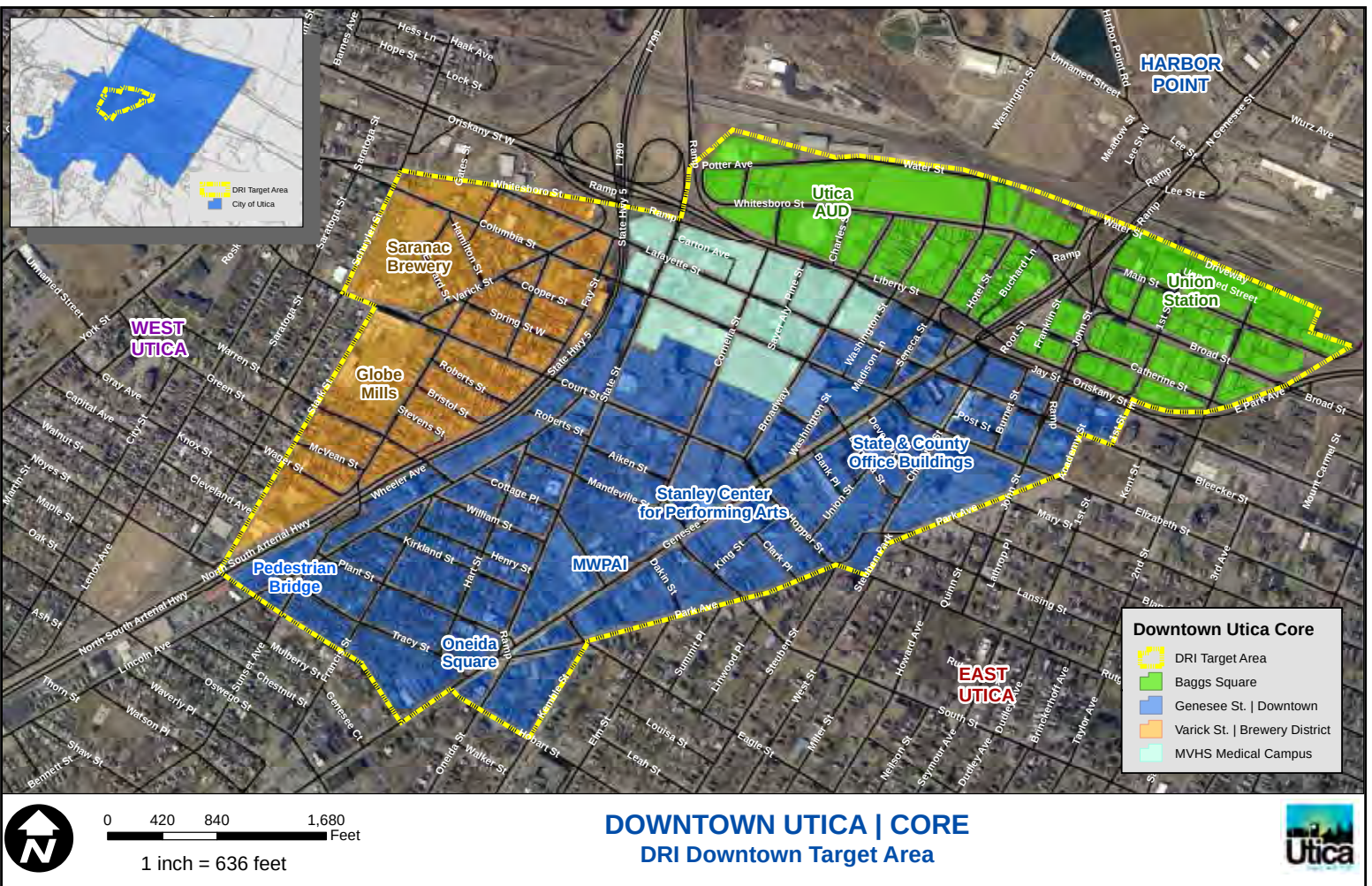
BOUNDARIES OF THE DOWNTOWN NEIGHBORHOOD

Downtown Utica Core encompasses approximately 500 acres in Utica’s urban core*, including four distinct mixed-use downtown neighborhoods. At the nucleus is the future site of the MVHS downtown medical campus, which is bounded by Bagg’s Square to the North, Varick Street/Brewery to the West, Genesee Street/Downtown to the South and Bleecker Street to the East. *See Figure 1.

In Downtown Utica Core, the average median household income in the target area is \$24,392; the poverty rate is 44.2% and 53% of individuals receive SNAP benefits. The City is focusing planning and investment into these four distinct downtown neighborhoods that have witnessed decades of disinvestment but have been identified as “ripe for investment” as centers for innovation, commerce, and collaboration. *See Figure 2.

The target area selection was based on, but not limited to, the following:

- **Mixed-use Commercial Areas** that have exhibited recent growth in entrepreneurial enterprise and increased attraction of significant private investment
- **Strategic Development Areas** identified by the NYS Brownfield Opportunity Area (BOA) and Local Waterfront Revitalization Program (LWRP) – to which the City has dedicated staff and capital towards project implementation
- **HUD Target Areas** including Census Block Groups and mixed-use neighborhoods that have been identified and engaged by the HUD Community Needs Assessment, CDBG target area, proposed HUD Promise Zone
- **Extreme Disinvestment** core areas to be targeted for development – such as the MVHS downtown medical campus and public parking facilities
- **Community Assets** including anchor institutions and small businesses
- **Non-profit Community and Career Development Services**, especially those focused on low-to-moderate income individuals, New Americans and returning Veterans
- **Historic Building Stock and Infrastructure** with the capacity to facilitate new growth and contemporary development
- **Mixed-income Housing Options** to ensure equity for Utica residents



SIZE

Reversing a long trend of decline, the City has been growing in population, experiencing racial and ethnic composition changes. Over the past 10 years, the Asian population has grown from 2% to 8%; the African American population has seen a slight increase to 15%; and the Latino population has increased from 6% to 10%. Furthermore, the under-35 population in Utica has increased by 9.1% since 2000 and accounts for more than 50% of the total City population. The current population of the target area just over 3,100 (approximately 5% of the City's residents). *See Figure 3.

In *The Rise of Innovation Districts* (Brookings, 2013), the authors note that “The ‘re-imagined urban areas’ model, often found near or along historic waterfronts, is where industrial or warehouse districts are undergoing a physical and economic transformation. This change is powered, in part, by transit access, a historic building stock, and their proximity to downtowns in high rent cities, which is then supplemented with advanced research institutions and anchor companies.”

Downtown Utica Core is the connector to the City's Harbor Point waterfront and is home to the Utica Transit Center and Union Station. Rich in historic architecture, it is less than a mile from Utica College, MVCC and SUNY Poly campuses and the site of choice for commercial financial services - all part of the fundamental brew for an “innovation district” (*The Rise of Innovation Districts*, Brookings, 2014):

UPSTATE AERIALS



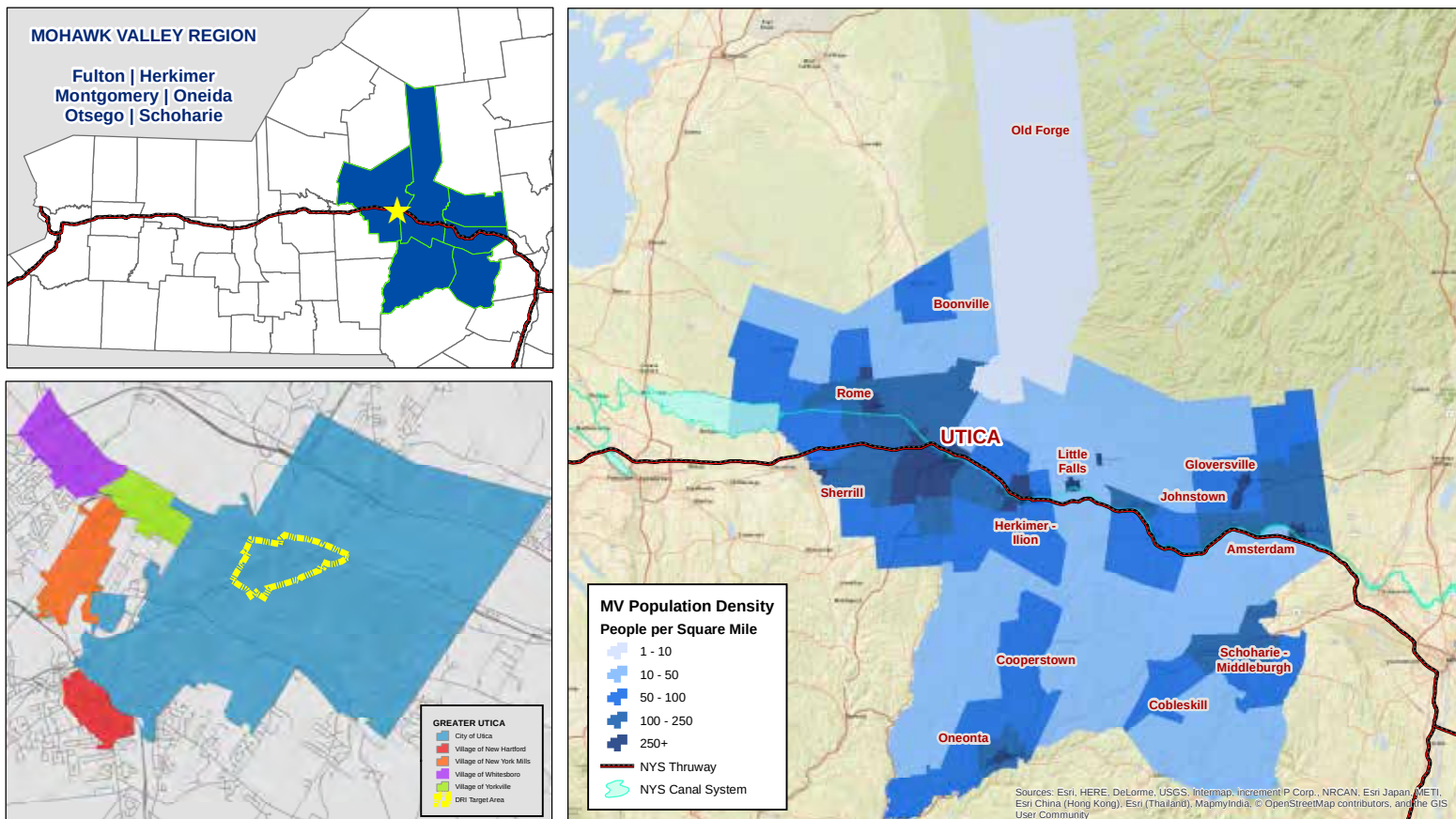


FIGURE 3
REGIONAL CONTEXT

An emerging medical campus with R&D potential. The MVHS development zone is at the nucleus of Downtown Utica Core. Multiple examples nationwide show that “universities and hospitals are economic powerhouses... unlike industries that have driven growth in the past, these institutions have permanent ties to their communities.” (How Anchor Institutions Like Hospitals and Universities Can Help Cities, Tanvia Misra, CityLab, Nov. 1, 2014) The same piece goes on to note that one in 15 hospitals are located in inner cities, employing nearly five million people nationwide, and commanding rare hiring and purchasing power within those communities. “When a big, well-funded institution sets itself down in a struggling neighborhood, it can disrupt things. But if these ‘anchor institutions’ really include and engage the communities, they can also turn the neighborhood around.” (How Anchor Institutions Like Hospitals and Universities Can Help Cities, Tanvia Misra, CityLab, Nov. 1, 2014)

A strong presence and integration of educational institutions. The proposed medical campus is a few blocks from Utica College’s new downtown campus on Genesee, Utica School of Commerce, and BNY Mellon’s Back up Operations and Training Center on Varick Street, and the MVCC thINCubator Innovation Hot Spot on Broad Street. Together, these institutions form a STEM support structure for technology entrepreneurs, biomedical professionals, and the advanced industry supply chain workers to support semiconductor manufacturing at Marcy Nanocenter.

A growing concentration of entrepreneurs. Prolific growth in craft food establishments, technology firms, and investors in historic properties in Bagg’s Square and the Varick West are inspiring ongoing economic growth in these key urban neighborhoods.

An influx of new, younger, and educated workers. ams and GE have committed to bringing more than 2,000 jobs to the Utica area. Students graduating from SUNY Poly, Utica College, MVCC, Utica School of Commerce, and St. Elizabeth's School of Nursing are choosing to stay and invest themselves in Downtown Utica Core. The nationally-recognized live/work space developer, Artspace, declared Utica as well-positioned to retain recent graduates and creative professionals by developing live/work artist facilities.

Growing urban recreation, sports, entertainment and entrepreneurial experiences. The Utica Memorial Auditorium with professional (AHL) and college hockey, the Boilermaker, Saranac Thursdays, The Stanley Performing Arts Center, Munson-Williams-Proctor Arts Institute and a multitude of restaurants and shops provide an abundance of quality of life amenities, adding to the texture and diversity of Downtown Utica Core.

Neighborhoods that embrace Smart Growth principles. Each of the four neighborhoods represent the oldest and most densely developed areas in the City. Characterized by historic structures, sidewalks, infrastructure and a broad diversity of residential and commercial space, Downtown Utica Core has the greatest potential for development with the least environmental impact. Investors are recognizing the overwhelming benefits of infill development, adaptive reuse of vacant and blighted structures, and creating a sense of place in the urban environment.

Cultural and socioeconomic diversity. Downtown Utica Core draws much of its strength and hope from cultural diversity. Utica has one of the highest percentages of refugees of any city in America. Over 27% of residents in Utica speak a language other than English at home, as well as secondary refugee migrants, and thousands of immigrants. The Mohawk Valley Resource Center for Refugees (MVRCR) has resettled over 15,000 refugees from more than 31 nations since its establishment in 1979, and 46 languages are spoken by students in the Utica City School District.

Proximity to transformational investment. Less than three miles from Downtown Utica Core, more than \$3 billion is being invested at Marcy Nanocenter and Quad C sites for ams AG, who has selected the site to locate its new 300 mm enabled semiconductor facility. GE will also have its SiC Power Electronics Packaging Center in Quad C. These investments will create more than 2,000 direct and indirect jobs and are a platform for enhanced semiconductor and packaging growth that is projected to result in more than 5,000 direct jobs. *See Figure 2.



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MUNSON-WILLIAMS-PROCTOR ARTS INSTITUTE
DOWNTOWN UTICA

PAST & FUTURE INVESTMENT

“You’ve only just started; this is the first spark. Stoke those flames, we are going to have an economic fire.”

Governor Cuomo, ams Announcement

August 2015

The City of Utica receives Federal CDBG, ESG, and HOME entitlement funding of which an estimated 90% is invested in the Downtown target area to seed projects. In addition to a myriad of State funds (DOS, DEC, EFC, etc.), private funding from the Community Foundation of Herkimer and Oneida Counties, National Grid, Cornell University, American Heart Association, and others have made a powerful impact in Downtown.

The Mohawk Valley Regional Economic Development Council process has accelerated investment in downtown and the greater metropolitan area at a rate that the City has not experienced in at least a generation. During the past five REDC rounds, the Downtown Utica Core target area alone has earned 41 REDC awards totaling more than \$23 million since 2011, leveraging more than \$200 million in new public and private investment.

Past REDC investments in the Downtown Utica Core target area include:

- \$7 million in funding to reconstruct aging and unsustainable downtown infrastructure
- \$15 million in grant funding for waterfront revitalization, green infrastructure, downtown business expansion, and mixed-use redevelopment of vacant and blighted commercial buildings in the city center
- \$1 million in capital, job training, and Innovation Hot Spot grant funding for educational institutions to bring opportunities to urban core neighborhoods

The catalyzing force of the REDC funding has set in motion a myriad of private interest and investment in commercial, residential, and industrial projects, creating a wave of new family businesses, young entrepreneurs, and ready and willing financial institutions which have added fuel to Utica’s economic recovery, reimagining and sustainable growth in Downtown Utica Core and beyond.

Downtown Commercial Façade Program – In 2015, the City hired an outside architect to assist with a new Façade Improvement Loan Program with the following objectives: 1) Leverage private funds with public dollars in order to enhance the aesthetics of commercial corridors; 2) Encourage economic development and utilization of currently vacant commercial space by empowering building owners to attract new entrepreneurs and economic activity; 3) Preserve significant historic buildings to provide an environment that attracts new investment and adaptive reuse of buildings for new and expanding enterprises; 4) Address blighting and hazardous conditions, code violations and accessibility concerns within deteriorating commercial spaces. A total of fifteen (15) applicants on Bleeker Street and Franklin Square have been approved and projects are underway. This project will set policy for future City-funded design projects.

The “Sustainable Communities for Revitalizing and Transforming New York,” (2013) a study supported by Cornell University’s Atkinson Center for a Sustainable Future (ACSF) identified Utica as one of seven cities in Upstate New York State possessing the assets needed for 21st century renewal and transformation into a sustainable community.

ECONOMIC POTENTIAL – Downtown Utica Core is the region’s largest, most diverse, and most densely populated metropolitan center in the Mohawk Valley region. Sparked by new investments at Marcy Nano-center and SUNY Poly’s Computer Chip Commercialization Center (Quad-C) - promising 2,000+ jobs by 2018, the City’s downtown neighborhoods are reimagining themselves as urban entertainment, recreation, sports, and entrepreneurial destinations. Upscale residential lofts, mixed use development in former factory buildings, a proposed medical campus and a growing cultural vibrancy are contributing to Downtown Utica Core’s emergence as a true year-round downtown.

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HAGE BUILDING
GENESEE STREET



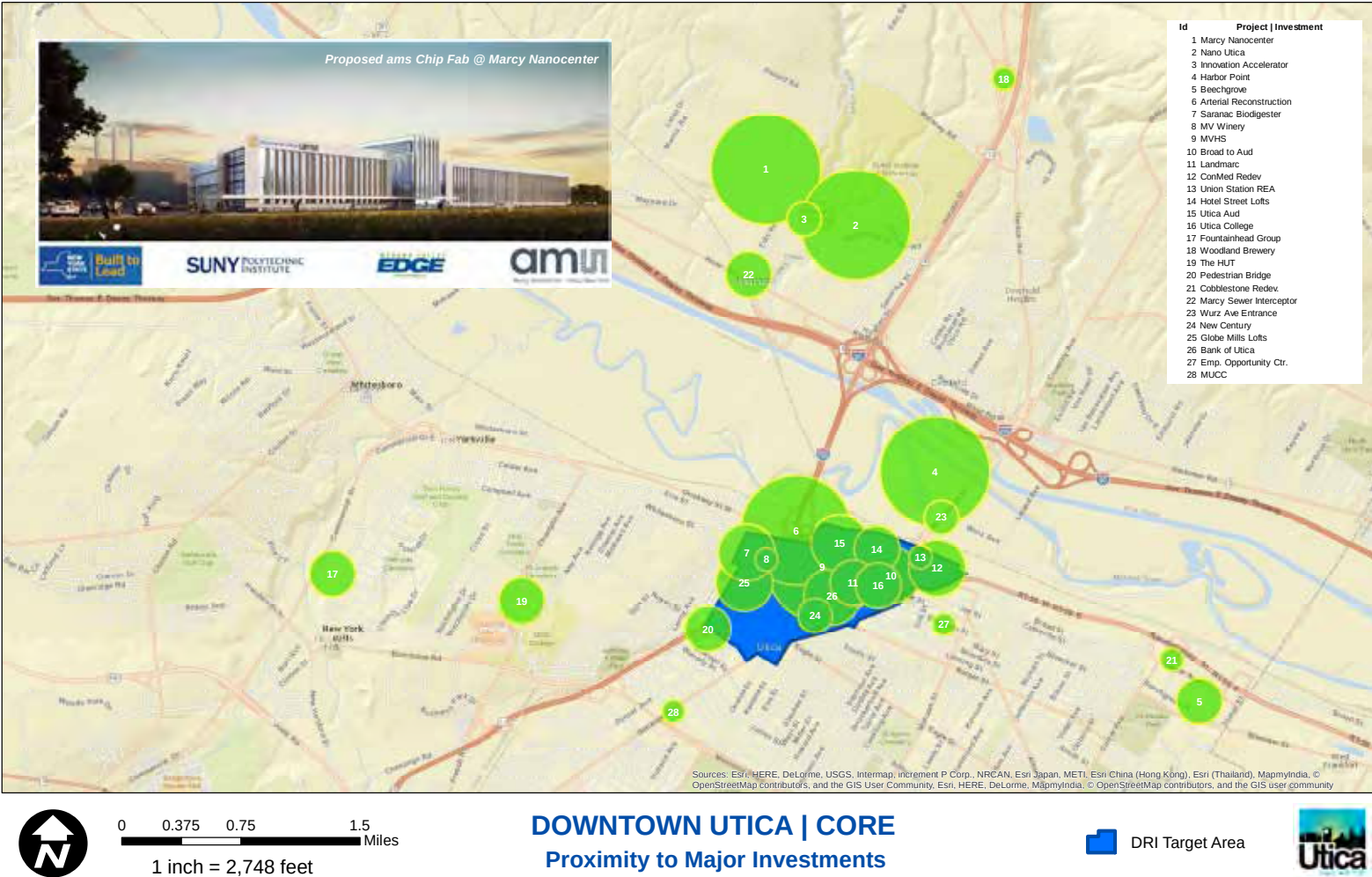
● ●
BOILERMAKER ROAD RACE



● ●
QUAD C
SUNY POLY



FIGURE 4
PROXIMITY TO MAJOR INVESTMENTS



JOB GROWTH

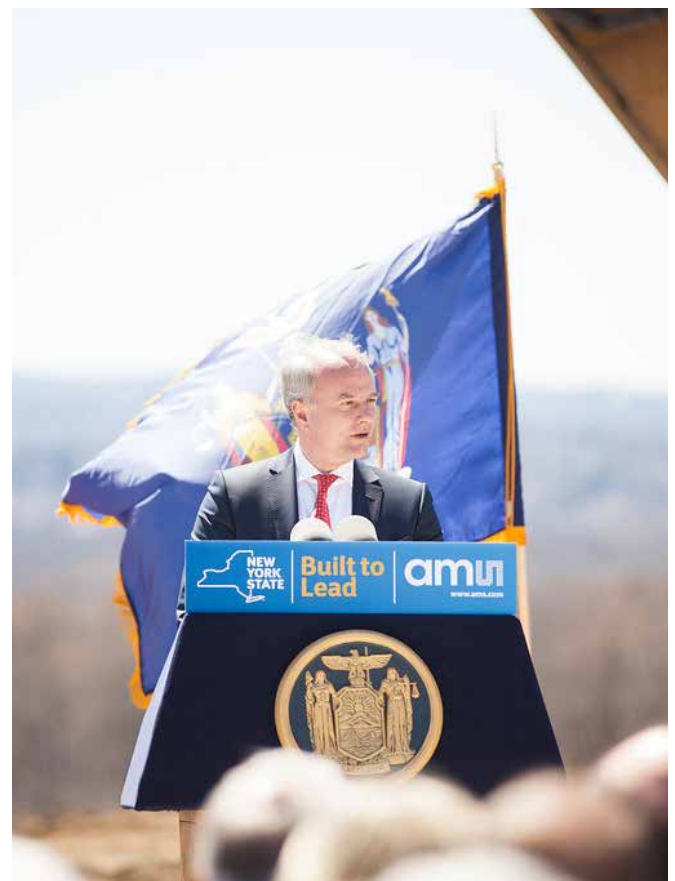
By far, the most profound and impactful initiative underway in the Mohawk Valley region is the development of the Marcy Nanocenter site at SUNY Poly. This 428 acre site is being developed for semiconductor manufacturing and supportive nanotechnology uses. *See Figure 4.

Mohawk Valley EDGE is collaborating with SUNY Polytechnic Institute on this transformational initiative that has led to the commitment by ams AG to locate its 300 mm enabled wafer fabrication facility at the Marcy Nanocenter site. Under the terms of the agreement, FSMC will finance, build and lease-back the project to ams AG as the first semiconductor tenant on the site. Ams will create over 800 direct and indirect jobs and it is anticipated that another 500 indirect jobs will be created. General Electric's Silicon Carbide Packaging Center at Nano Utica will nearly double those figures in a similar timeframe.

Quad-C space includes cleanrooms, laboratories, hands-on education and workforce training facilities, and integrated offices encompassing 253,000 square feet, much of which GE will occupy with their Power Electronics Packaging Center. The Packaging Center will focus on Silicon Carbide components used in solar panel inverters, electric vehicles and wind turbines. This investment will allow Quad-C to expand research and development activities in collaboration with SUNY Poly; the college has committed to creating graduate and undergraduate degree programs that align with the area's investments in nanotechnology.

New York State has committed more than \$900 million toward the Marcy Nanocenter and Nano Utica projects to ensure a complete and lasting success. Full build-out of the Marcy site can attract \$14 to \$18 billion in investment and generate another 4,000 to 5,000 direct and indirect jobs. Benefits to the local and regional community will include new employment opportunities, median income increase, a larger tax base and population growth and diversity.

The Workforce - Utica is evolving to meet the life-style demands of a 21st century workforce – and the next generation of leaders, workers and creators. “Cities are evolving because companies are looking at where their workforce will come from in the future.” (Future Cities Demand Changes in Architecture, Infrastructure, Joseph Dobrian, WSJ, April 25, 2015). To create the critical mass necessary to attract companies, college graduates and new Americans, Downtown Utica Core is studying the new workforce. Downtown Utica Core is preparing to be the place this workforce calls home; it boasts the most adaptable infrastructure in the region.



DOWNTOWN ATTRACTIVENESS

Following decades of decline, Utica is making investments that align with trends exhibited by some of the world's most innovative cities. Utica is paying attention to the Wall Street Journal's Five Innovative Cities to Watch (Michael Totty, April 2016). Common denominators fundamental to the sustainability of some of the world's most innovative cities are:

- Keeping housing affordable
- Making high-profile investments in poor neighborhoods
- Reducing red tape for neighborhood redevelopment
- Improving walkability

THE "UTICA BRAND"

The City has generated a homegrown brand that has inspired an uncanny, yet indomitable loyalty. Utica Coffee, Utica Bread, Utica Greens and Utica Club are staples of the urban menu (and vernacular). Diverse cuisine, professional sports and entertainment, a family-owned and operated brewery and New York's most decorated vodka, arts and crafts that speak volumes about Utica's people. A 100-year old pizza recipe, tomato pie, an internationally-recognized road race and distance running hall of fame, and the AHL Utica Comets and Utica College Pioneers hockey teams have put Utica on the map in the region and beyond.

AUTHENTIC ARCHITECTURE

Many of the key architectural gems within the region have been preserved and the region's renewed economic activity provides opportunities to repurpose and reclaim other architecturally significant properties. The City has initiated a CDBG-funded Commercial Façade Program which is currently improving buildings along Bleecker and Genesee Streets with design guidelines in mind.

TRANSPORTATION

Over \$1 million in renovations in and around Union Station and even more at the Centro Transit Center are improving rail and bus experiences. The \$62 million Utica North-South Arterial Project is nearing the halfway mark and to date over 50 unsightly derelict buildings have been removed in Downtown Utica Core. Walkability has been improved and neighborhoods are connected via a pedestrian bridge. More access and mobility improvements in and around Utica are soon to be realized: the NYS DOT Oriskany Boulevard Greenway (Complete Streets) Project is planned is a \$9 million reconstruction of Route 5S. The project will begin in 2017 with new bike and walking trails, Erie Canalway trail connections to Harbor Point, an East-West Bagg's Square greenway and a network of public parking spaces in Downtown Utica Core.



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OCEAN BLUE RESTAURANT
LANDMARC UTICA

A YEAR-ROUND DESTINATION

Restaurants like The Tailor & the Cook and Ocean Blue are attracting individuals from across the region and over 50 restaurants open their doors in Downtown Utica Core – Thai, Chinese, Italian, German, Polish, Irish, Japanese, Greek, and American cuisine venues line the streets. Entertainment, including ice skating and hockey at Utica Aud, summer Saranac Thursday outdoor concerts, Main Street for the Holidays, Munson-Williams-Proctor Arts Institute shows and festivals, Oneida Square One World Flower Fest, Boilermaker Road Race, Broadway at the Stanley Theater, puppet shows at the Children’s Museum, Levitt Concert Series in the Park, St Patrick’s Day Parade, Downtown trail walking, biking and running solidify Utica as a year-round destination.

HEALTHY FOOD – HEALTHY COMMUNITIES

Bargain Grocer Expansion

The Compassion Coalition is investing \$925,000 (\$160,000 from State) to expand their Downtown neighborhood grocery store from 1,200 sq. ft. to 6,000 sq. ft. to provide more staples, fresh fruits and veggies, meats, organics and healthier selections along with an affordable pricing structure. The search for a new location is underway, with interest in the Bagg’s Square District and the Globe Mills Building.

Downtown Utica Core Community Gardens

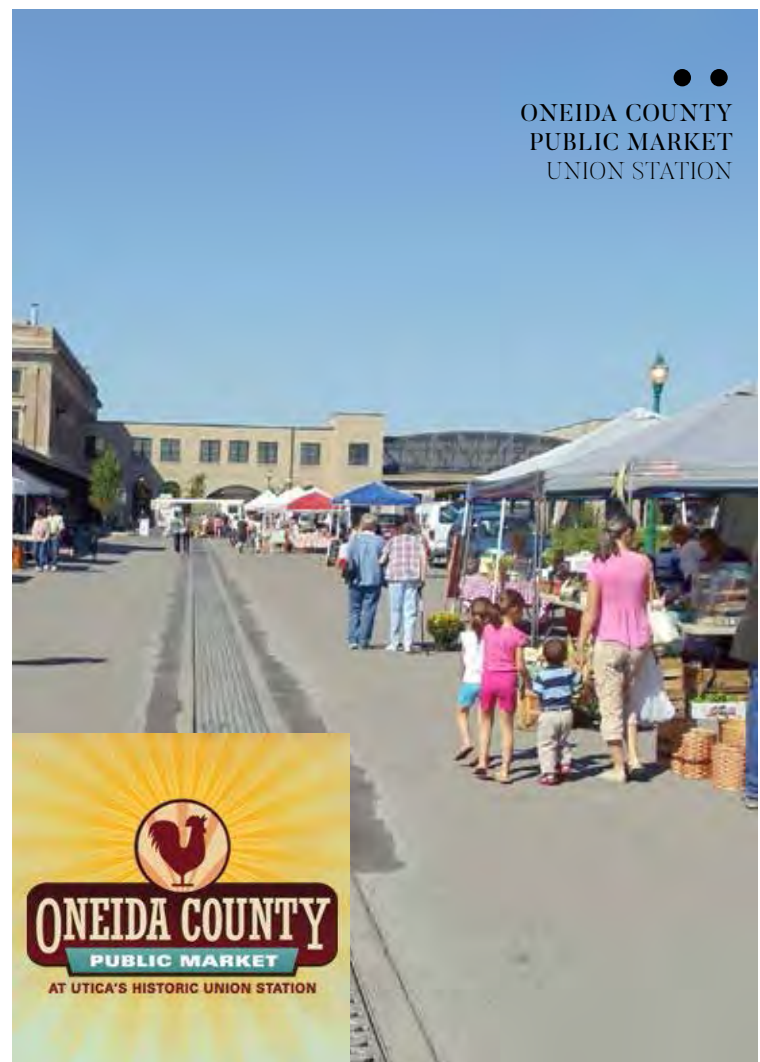
The NYS Department of Health and other local leaders have spearheaded the development of 10+ safe community gardens in urban areas – most are located on vacant lots and abandoned properties. The newest garden is underway in the Varick/Brewery District and it will serve as an education garden to teach area youth how to cook (and sell) what they grow.

Oneida County Public Market

The Oneida County Public Market, located in Utica’s Historic Bagg’s Square, is the region’s largest year-round farmer/vendor market, featuring fresh, local, and organic produce every Saturday at Union Station. Located in Bagg’s Square at Union Station, the market is nationally ranked as one of the “101 Best Farmers Markets in America”. The market is open year-round for residents to enjoy our agriculturally-rich region through the winter months.

West Utica Farmer’s Market

The City, through the Cornell R2G Urban Studio, is working with the MVRCR, NYS Department of Health and the MVCC thJNCubator to build market carts and provide training for refugee entrepreneurs to operate the carts in the Downtown.





LANDMARC

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LANDMARC UTICA
MARKET RATE RENTALS

DOWNTOWN HOUSING

The Oneida County Industrial Development Agency (OCIDA) has created specialized incentives to catalyze smart growth projects that create new housing opportunities – particularly, medium-to-large-scale adaptive reuse projects that target key buildings in Downtown Utica Core neighborhoods. Housing projects on the drawing board include:

- A plan for a 129-unit apartment development on a former brownfield in Bagg's Square, along the primary proposed connector to Harbor Point.
- More than 30 loft apartment units are proposed or underway for historic Bagg's Square on Hotel Street, including ground-floor boutique retail.
- The former ConMed facility will include 30 loft-style apartments adjacent to the expanded thINCubator and MVCC's Construction Trades Training Facilities.
- The former Doyle Hardware Building on Main Street in Bagg's Square and Globe Mills on Varick West are under contract for mixed-income housing and ground floor commercial.
- Developers recently completed a 31-unit modern loft development of the former HSBC building in the heart of the Downtown – featuring a rooftop seafood restaurant that overlooks the entire Downtown Utica Core.
- The City is incentivizing new home ownership and rehabilitation for lower-income workers and young families on in the Brewery District neighborhood.
- The Harbor Point masterplan outlines a proposed mixed-use, \$40 million housing development as the keystone of the waterfront revitalization.

POLICIES TO ENHANCE QUALITY OF LIFE

Utica has approached downtown development in recent years through expanded community engagement, a HUD Community Needs Assessment, comprehensive planning, and sustainability strategies in an effort to identify policy to enhance the City's quality of life. Some of the City's recent efforts include:

COMMUNITY ENGAGEMENT

Cornell University's Rust2Green Urban Studio acts as a facilitator and liaison between the government and the community, helping to identify, activate, grow, connect and assemble inherent and potential assets. This type of place-based and research-oriented approach involves a process of engagement that is aimed at creating innovative decision-making and action. The City of Utica has also signed a contract with the Department of State to spearhead a Mohawk Valley Regional Main Streets Pilot Program. Utica will facilitate Main Street planning efforts in the City's Downtown neighborhoods to be replicated by other municipalities in the Mohawk Valley region.

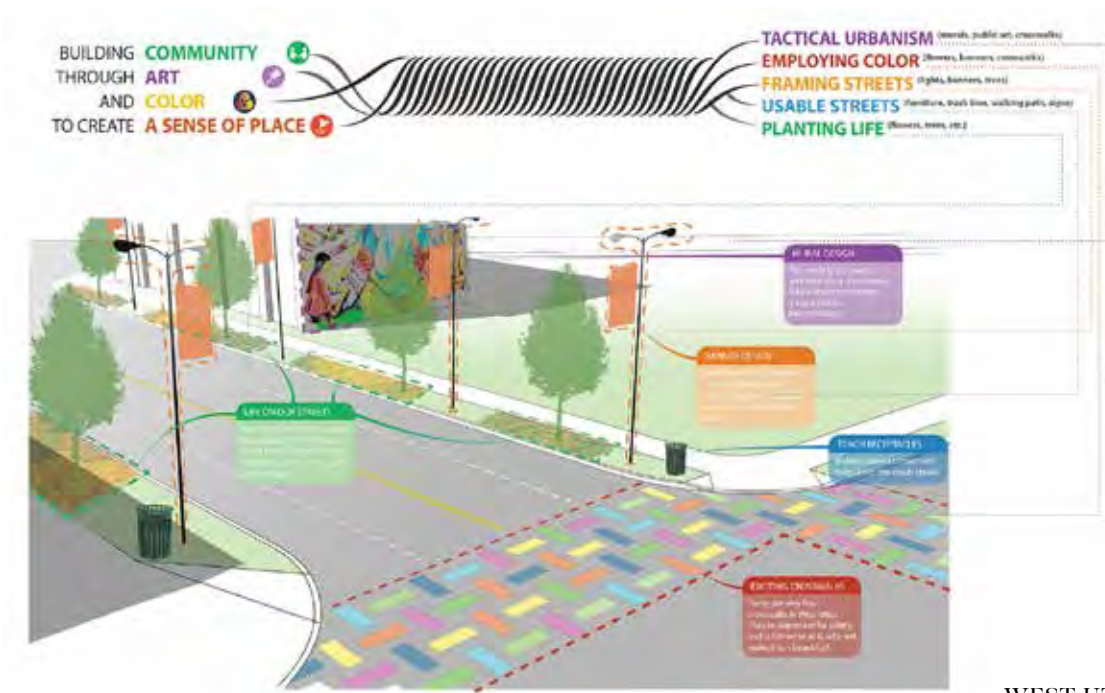
COMMUNITY NEEDS ASSESSMENT

During 2014-15, Utica conducted a Community Needs Assessment with input from residents, students, stakeholders, community members, local nonprofits, businesses and city officials. The year-long project provided Utica with invaluable feedback and a data-to-decision two-year action plan that aligns with regional and downtown investment strategies.

CODE GREEN

City of Utica Zoning Update - The most recent City of Utica (the "City") Zoning Ordinance Update occurred in 1994. During development of the Utica Master Plan (2011), the Mohawk Valley Regional Sustainability Plan (2012), and Utica's Brownfield Opportunity Area Pre-Nomination Study (2014), the City recognized the need for updated Zoning Ordinances to align regulatory tools with the goals of these more recent planning efforts.





WEST UTICA STREETSCAPE

SMART GROWTH - Utica and its Cornell R2G Urban Studio are using Smart Growth America's seven-step approach and engaging community residents and stakeholders to focus new investments in the Downtown Utica Core:

1. Utica is Understanding its Downtown –a HUD Community Needs Assessment helped the City to recognize and understand its unique cultural assets, changing demographics and diverse stakeholders.
2. Utica is Creating Attractive and Walkable Places –The Mayor's Clean Sweeps are making Downtown Utica Core neighborhoods cleaner and safer, while neighborhoods are activating empty spaces. Intelligent, functional, and attractive pedestrian and bike infrastructure is connecting neighborhoods within the core.
3. Utica is Diversifying Downtown's Economic Uses – Downtown Utica Core envisions a 24/7 destination for jobs, higher education, housing, and retail. Unparalleled opportunities for upper-floor housing will increase the tax base, enhance property values and strengthen the consumer base for downtown restaurant, retail, and tourism destinations.
4. Utica is Planning for Equity - The City is considering financial incentive programs to reverse the trends in poverty and disinvestment. Utica is targeting CDBG funding to expand economic opportunity by supporting small and locally-owned businesses, housing rehab, job training, and social enterprises.
5. Utica is Improving Government Regulations and Processes – The City's Code Green Project is underway to update its Zoning, Development Codes and related ordinances while a Master Plan Committee is assisting to update the City's comprehensive plan to streamline processes, encourage creative design, and incentivize investment in the core.
6. Utica is Financing Projects – In addition to more than \$23 million in REDC funding for the core, Utica Industrial Development Corporation (UIDC) recently received designation as a CDFI – translating to expanded financing options to support reinvestment in the target area.
7. Utica is Establishing On-going Place Management – The City is in the 2nd year of a 5-year contract with R2G and has initiated the Mohawk Valley Main Streets program – both of which are helping to program public spaces; pursue redevelopment opportunities, and work with business owners and new investors to grow a vibrant downtown.



● ●
COMMUNITY GARDEN



● ●
ONE WORLD FLOWER
FESTIVAL
ONEIDA SQAURE

SUSTAINABILITY

Since 2010, the City has systematically deployed green infrastructure for more effective, environmentally-sound storm water management. The City has also developed a partnership with the City of Rome to share best practices in green infrastructure, urban forestry and parks management. In 2013, the two cities were awarded a joint tree planting grant by the NYS DEC, and recognized by the NYS Urban Forestry Council for advancing urban forestry partnerships and government efficiency. Recently, Cornell University professors and students have completed a Phase I analysis of the multi-block portion of Downtown Utica Core's downtown containing the Stanley Theatre and Tabernacle Baptist Church as well as a numerous restaurants, businesses and residences for a multi-million dollar community heating, cooling, and green infrastructure district.

CLIMATE SMART COMMUNITIES PLEDGE

Utica has taken the Climate Smart Communities pledge and is part of a network of New York communities engaged in reducing greenhouse gas emissions and improving climate resilience. Utica Common Council approved the Utica pledge on July 8, 2015.

INVEST IN U PROJECT

In collaboration with The Community Foundation of Herkimer and Oneida Counties, R2G and the City are establishing a Partnership Fund to help leverage transformative capital to preserve Utica's authenticity as its commercial corridors continue to evolve into robust and interesting centers of commerce and culture. IIU will enable the community to "invest in itself" using private resources to help encourage growth in the City's most visible and viable Downtown neighborhoods. Projects might include commissioned public art, street trees and landscaping, innovative lighting, signage and banners and litter receptacles and planters, as well as special events – all things that make a strong visual impact, create a sense of place, and invite visitors to explore, celebrate and remember Utica. The City of Utica will allocate a percentage of CDBG and HOME funding as matches over the next five years, to supplement proposed projects in each corridor.

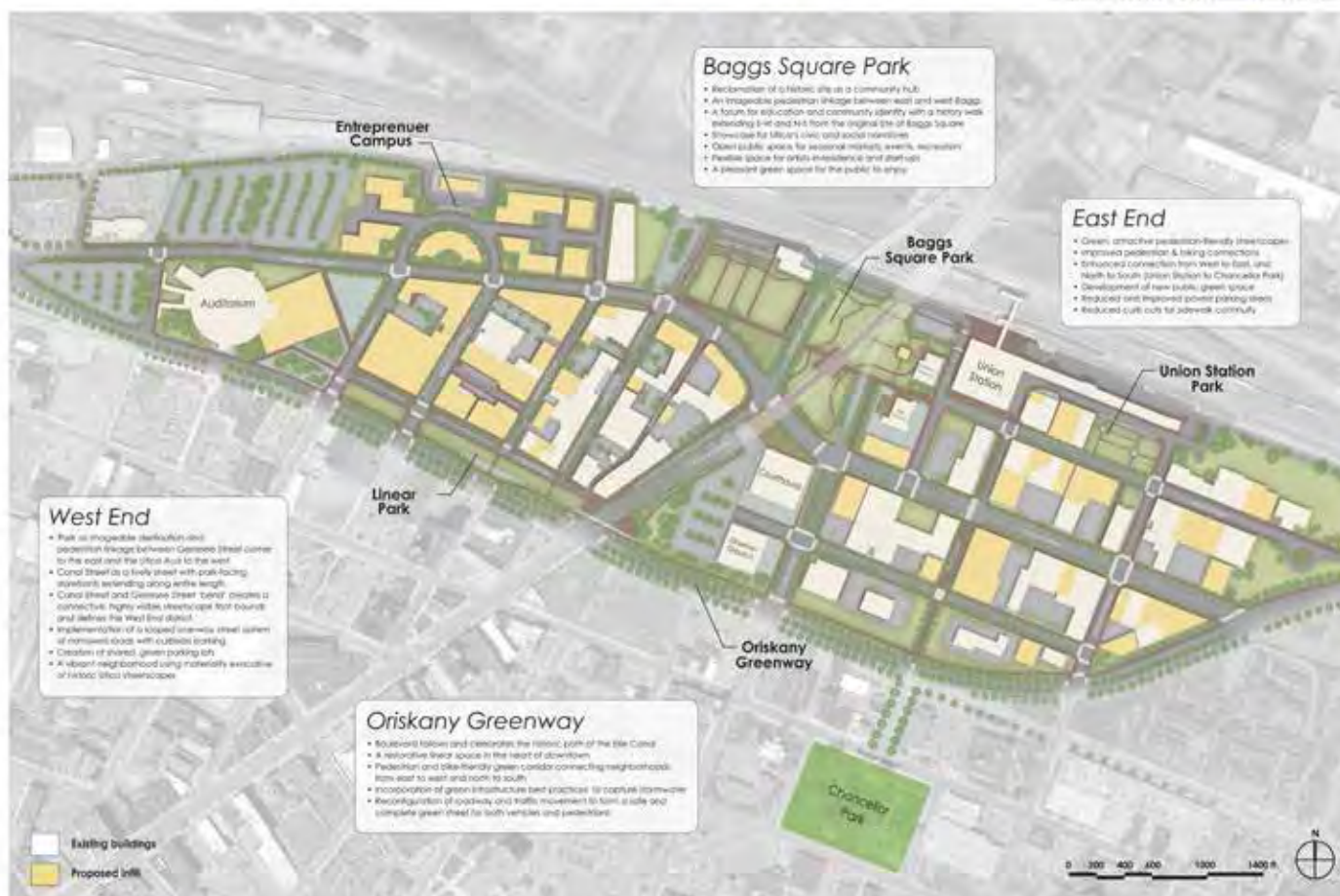
LOCAL SUPPORT

The City has been working for three years on a Downtown focus including the Downtown Utica Core target area. Over 3,000 residents and workers have responded to surveys, served on development committees, sponsored special placemaking events, and have assisted with redevelopment planning in each of the districts. County, state and federal representatives have given full support to the City to move its Downtown initiatives forward.

A local DRI Planning Committee will be comprised of City staff, community stakeholders and outside community and economic development professionals to be established by the Office of the Mayor of the City of Utica. The initial local lead will be the Mayor's Chief of Staff. The Utica Industrial Development Corporation will serve as financial steward of the funding and the City's Commissioner of Urban and Economic Development will oversee the initial planning efforts. The Rust to Green Urban Studio will assist with community engagement.

BAGG'S SQUARE VISION

SYSTEMS & VISION





HOTEL STREET REDEVELOPMENT
RENDERING



ART GLOBES AT THE AUD



PROJECT PROFILES

MVHS Site Assembly and Acquisition

Varick Street West to Green Connective Corridor

West Genesee Fiber Connection

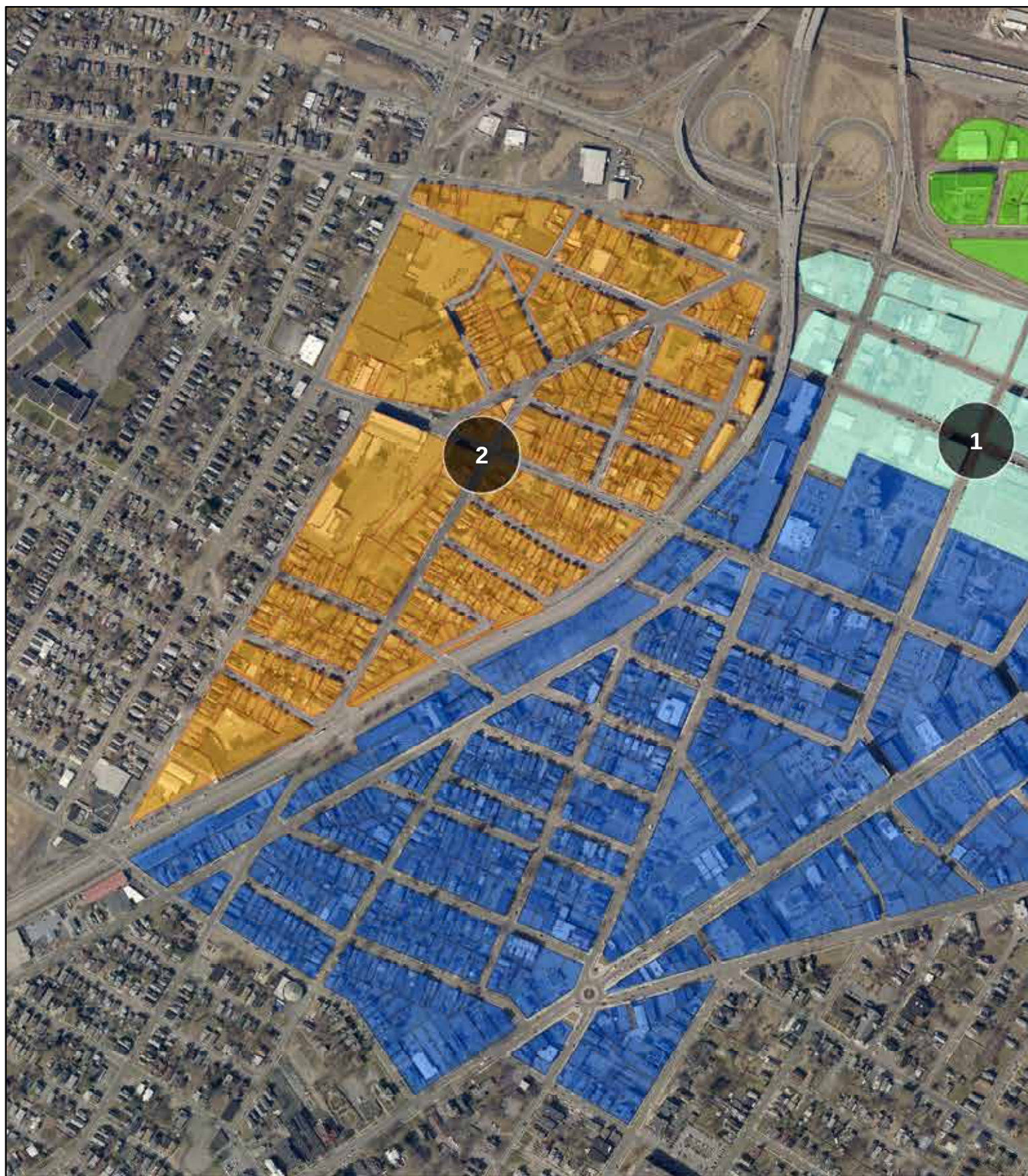
Mohawk River Stormwater Relief: Water to Washington Connection

Burchard Lane Green Infrastructure

Bagg's Square - Harbor Point Connection



CAPITAL INVESTMENTS



0 420 840 1,680 Feet

1 inch = 560 feet

DOWN



DOWNTOWN UTICA | CORE Capital Investments



MVHS SITE ASSEMBLY AND ACQUISITION

EXISTING CONDITIONS:

Crippling blight
Vacant and abandoned structures
Few residents
Some viable businesses with growth potential

PLANNED CAPITAL IMPROVEMENTS:

- Environmental, cultural, and historic review of existing buildings
- Geotechnical characterization and analysis of site and building footprint(s)
- Property appraisals
- Phase I Environmental Site Assessments on tier 1 properties
- Geospatial analysis and mapping
- Acquisition
- Demolition

BUDGET

		SOURCE(S)
Environmental Impact Statement	\$ 125,000	DRI
Cultural & Historic Analysis	\$ 40,000	DRI
Geotechnical & Engineering	\$ 65,000	DRI
Appraisals	\$ 85,000	DRI
Acquisition	\$ 12,000,000	MVHS / DRI
Demolition	\$ 2,550,000	DRI
Total	\$ 14,865,000	

DRI Funding: \$5,750,000

Total Project Cost: \$14,865,000

● ●
EXISTING CONDITIONS
2016



● ●
FUTURE DEVELOPMENT
MVHS



VARICK STREET WEST TO GREEN CONNECTIVE CORRIDOR

EXISTING CONDITIONS:

Sea of asphalt
Blighted housing
Crumbling pedestrian infrastructure
New arterial highway and pedestrian bridge
Neglected park
Leveraging the Globe Mills investment (adaptive reuse of a largely vacant former mill, with a proposed 130-unit mixed-income housing project including live-work artist spaces)

PLANNED CAPITAL IMPROVEMENTS:

The Cornell University Landscape Architecture Department 2016 Capstone Project includes an urban design plan for the project's public realm components; including connections from MVHS to Varick Street under overpass and connection from Varick Street to pedestrian bridge over arterial

- Design & Engineering
- Construction of pedestrian & bicycle infrastructure
- Green infrastructure, streetscape, and lighting
- City park reconstruction/revitalization

BUDGET

		SOURCE(S)
Design & Engineering	\$ 75,000	City of Utica/Cornell R2G
Deconstruction & Site Work	\$ 150,000	DRI
Pedestrian Trail	\$ 250,000	DRI
Streetscape	\$ 325,000	City OF Utica/ Globe Mills
Total	\$ 900,000	

DRI Funding: \$450,000

Total Project Cost: \$900,000



● ●
BOILERMAKER FINISH LINE
GLOBE MILLS



● ●
GLOBE MILLS
PLANNED DEVELOPMENT



WEST GENESEE FIBER CONNECTION

EXISTING CONDITIONS:

Dark Fiber on east side of Genesee Street
New and proposed development on the west side -
limited by existing service

PLANNED CAPITAL IMPROVEMENTS:

Expansion of fiber optic network to west side of Genesee Street to facilitate MVHS project, mixed-use development, and in downtown core.

- Green infrastructure, streetscape, and lighting
- City park reconstruction/revitalization

BUDGET

		SOURCE(S)
Engineering & Design	\$ 125,000	Northland
Site Work	\$ 100,000	City of Utica
Construction	\$ 700,000	DRI / Northland
Total	\$ 925,000	

DRI Funding: \$500,000

Total Project Cost: \$925,000



DOWNTOWN GENESEE STREET



GENESEE STREET
LANDMARC BUILDING

MOHAWK RIVER STORMWATER RELIEF: WATER TO WASHINGTON CONNECTION

EXISTING CONDITIONS:

- The central part of the City's stormwater drainage is restricted from reaching the Mohawk River by railroad infrastructure and major trunk sewers that run east-west between the City and the river.
- Approximately 370 millions gallons a year of CSO discharges to the Mohawk River (typical year). Wet-Weather Flows have proven to generate a substantial amount of chemical, physical, and biological stress to the Mohawk.
- The Utica section of the Mohawk River is on the list of impaired water bodies in New York State (USEPA, NYS DEC).
- In order to avoid restrictions on new development, the City of Utica and surrounding communities must eliminate major sources of stormwater and relieve pressure on the system.

PLANNED CAPITAL IMPROVEMENTS:

Mitigation of combined sewer overflows to facilitate new development in Downtown Utica; critical to MVHS medical campus construction, continued investments in the Bagg's square mixed-use neighborhood, and revitalization of the Varick Street Brewery District. The project complements and enhances green infrastructure initiatives on Genesee Street and proposed on Burchard Lane.

- A new 24-inch storm sewer on Water Street is currently connected to the combined Railroad Interceptor; the project proposes to connect this new section to the existing Washington Street 36-inch storm sewer at Harbor Point.
- A boring under the railroad tracks would be required to make a connection to the new storm sewer. An estimated 900 LF of new piping is proposed, in accordance with railroad standards and include a steel casing jacked/bored under the tracks.
- According to the Long Term Control Plan, this project will reduce CSO overflows to the Mohawk River by 6MG during a typical rainfall year.

BUDGET

Engineering & Soft Costs	\$ 300,000
Site Work	\$ 200,000
Construction	\$ 2,500,000
Total	\$ 3,000,000

DRI Funding: \$900,000

Total Project Cost: \$3,000,000



● ●

EXISTING CONDITIONS BAGG'S SQUARE CHOKEPOINT



● ●

FUTURE DEVELOPMENT 2016

BURCHARD LANE GREEN INFRASTRUCTURE

EXISTING CONDITIONS:

Aging infrastructure
Downspout connections
Vacant buildings
Sewer overflow

PLANNED CAPITAL IMPROVEMENTS:

Sustainable streetscape construction to mitigate stormwater inundation, enhance pedestrian safety, and

- Design & Engineering
- Upgrading and separating sewer lines
- Tunneling underneath rail infrastructure to tie in with North Utica/Harbor Point infrastructure network

BUDGET

		SOURCE(S)
Engineering & Soft Costs	\$ 282,300	City of Utica
Construction	\$ 806,550	DRI
Total	\$ 1,088,300	

DRI Funding: \$900,000

Total Project Cost: \$1,088,300



● ●
EXISTING CONDITIONS
BURCHARD LAND



● ●
PROPOSED IMPROVEMENTS

BAGG'S SQUARE- HARBOR POINT CONNECTION

EXISTING CONDITIONS:

The existing sidewalk meets neither the standard nor the needs of pedestrians and bicycles, putting both in dangerously close proximity to the bridge railing on one side and high-speed traffic on the other. Potential users of the existing sidewalk have judged this situation to be unsafe and therefore the pedestrian facilities on the WJB Off-ramp have gone unused for many years.

The WJB Off-Ramp has a long slip-ramp towards Whitesboro Street (west-bound) and then an intersection at Broad Street (Whitesboro Street transitions to Broad Street at this point) that has three lanes: straight, straight/left, left). The intersection and slip ramp encompasses 20,000 square feet of area and while green elements are included, the intersection is not friendly to pedestrians. Individuals approaching from the south have to cross the slip ramp and continue up the Off-Ramp to approach North Genesee Street and the Utica Harbor Area.

PLANNED CAPITAL IMPROVEMENTS:

Construction of approximately 1680 feet of 10-foot wide concrete sidewalk and roadway bike lane from the modified slip ramp intersection to Wurz Avenue. The work includes concrete sidewalk, concrete/stone bridge curbing, lighting, 5-rail bridge railing, parapet railing, pavement striping, and curb ramp replacement.

Reconstruction of the WJB Off-Ramp/Broad Street intersection in the City of Utica to safely connect the pedestrianway to the Rayhill Trail. Construction of approximately 350 feet of 10-foot wide concrete sidewalk and roadway bike lane, extending the current Rayhill Trail from its current endpoint on Whitesboro Street through the converted slip ramp.

BUDGET

		SOURCE(S)
Engineering & Soft Costs	\$ 132,000	NY DOT / City of Utica
Site Work	\$ 168,000	NY DOT
Construction	\$ 1,476,000	DRI / NY DOT
Total	\$ 1,776,000	

DRI Funding: \$1,500,000

Total Project Cost: \$1,776,000



● ●
EXISTING CONDITIONS
NORTH GENESEE ST



● ●
PROPOSED HARBOR POINT



● ●
GENESEE STREET/DOWNTOWN

APPENDIX

Letters of Support



Cornell University
Cooperative Extension
Oneida County

121 Second Street
Oriskany, NY 13424
Tel. 315.736.3394
Fax. 315.736.2580

May 20, 2016

Hon. Robert Palmieri
City of Utica
1 Kennedy Plaza
Utica NY, 13502

Dear Mayor Palmieri,

There is a new energy in the Mohawk Valley and the City of Utica is at the epicenter of our region's transformation. Sparked by unprecedented developments at the Marcy Nanocenter, SUNY Polytechnic Quad C, and Griffiss Business and Technology Park, the foundation for a knowledge-based ecosystem is taking shape - in Downtown Utica.

In 2014, Utica was selected to complete a HUD-facilitated Community Needs Assessment (CNA) which enabled us to gather information from nine community stakeholder groups, that convened in roundtable discussions over a two-month period, and input from 2,478 student and resident surveys, to help identify priority needs, solutions and action steps relating to three topic areas - Economic Development, Community Development and Health, Education and Changing Demographics. During the process, the community reinforced the importance and potential of Utica's Downtown to strengthen its sense of place as the vehicle to attract economic development through new residents, employees and investors.

In November of 2015, the City followed up the CNA with one-on-one interviews with Downtown stakeholders and the launch of an online branding survey which received 845 responses relating to "what Downtown has" vs. "what it needs" and "what it is" vs. "what it will become". Respondents called the target area *Authentic, Urban, Bold, Cultural and Changing* and they gave the City 6,224 comments and recommendations to help re-brand and reimagine the Downtown core and its surrounding neighborhoods.

This enhanced community engagement helped the City to identify the data-driven initiatives highlighted in this proposal:

- Advancement of the Mohawk Valley Health Systems downtown medical campus project as the anchor to an incipient innovation district and addressing concentrated poverty and crushing blight;
- Construction of physical, pedestrian-oriented connections between emergent mixed-use districts, dense urban neighborhoods, anchor institutions, and regional destinations; and
- Modernization of infrastructure to maximize the growth and impact of private sector urban investment

The City strategy, focused on smart growth in a compact, well-defined target area with a diverse and growing population also builds on existing and pending Federal, State, County and local public and private investments and aligns with the MVREDC *Sparkling Transformation* prospectus and the DRI criteria.

By virtue of its size, location, diversity and growth potential, the City of Utica is an important conduit for regional economic development. However, what makes Utica most attractive and competitive for DRI funding is its existing forward momentum which can be quickly accelerated - and - its expertise and capacity to engage stakeholders, employees, businesses, agencies, educational institutions, and individuals to help the City to organize, mobilize and realize success.

Sincerely,

A handwritten signature in cursive script that reads "J. Caroline Williams".

J. Caroline Williams
CCE R2G Urban Studio Coordinator

THE GENESIS GROUP

of the Mohawk Valley Region ~ Your Community Connection

May 20, 2016

To: **Mohawk Valley Regional Economic Development Council**

Dear Members,

This is in regards to expressing our support for the City of Utica's application for the Downtown Revitalization Initiative.

The Genesis Group is a regional not for profit organization that works with area municipalities on various community projects.

In 2014, we had the privilege of serving as facilitator for Utica's Community Needs Assessment, an initiative of the U.S. Department of Housing & Urban and Economic Development, (HUD). We were responsible for uniting Business and Community Leaders – and residents, to discuss the city's pertinent issues as well as opportunities.

Some of the topics discussed were in areas of Education, the Economy, Downtown Development, Infrastructure and Healthcare.

Following the assessment, an announcement was made by the Mohawk Valley Health System – (MVHS) - to relocate and build a new state of the art healthcare facility in the Downtown District. MVHS has aligned itself with the City of Utica's goal to revitalize and improve the downtown area, and help connect the downtown area to other parts of the city including the newly developed Harbor Point area.

Your interest and consideration for Utica to be chosen as a recipient of the Downtown Revitalization Initiative, would go along way in helping the city to further transform itself and become a 21st century city.

Sincerely,



Raymond J. Durso, Jr.

Executive Director

The Genesis Group

100 Seymour Road

Utica, New York 13502

315.792.7187 (T)

315.797.1280 (F)

www.TheGenesisGroup.org



421 Broad Street • Utica, NY 13501
Phone: 315-679-5397 • Fax: 315-507-2338
E-Mail: francis@pezzcompanies.com

May 19, 2016

Dear Members of the MVREDC,

I am writing in support of the City of Utica's application for the Downtown Revitalization Initiative. As the owner of a local construction company and an excited investor in Utica we've seen many positive changes in Utica's Downtown.

After successfully completing our building rehab at 421 Broad Street we saw firsthand Utica's growing need for mixed use development.

Our company made the decision to purchase the former HSBC Bank building in the heart of downtown and transform it into 30 high end lofts, a rooftop restaurant and a new home for four businesses.

We received funding through the NYS CFA process and we would like to see the momentum in Utica's Downtown continue with the advent of a state of the art medical facility and significant infrastructure improvements.

As someone who believes and is investing in Utica's promise and potential, I ask that you approve Utica's Downtown Revitalization Initiative application.

Sincerely,

A handwritten signature in blue ink, appearing to read "Francis J. Pezzolanella", is written over a large, stylized blue circular mark.

Francis J. Pezzolanella
Vice President
Pezzolanella Construction Company, Inc.

May 20, 2016

Dear Members of the MVREDC,

As an entrepreneur looking to grow Utica's Bagg's Square neighborhood through quality housing and dining options, I am writing in support of Utica's Downtown Revitalization Initiative.

I am the co-owner of the Tailor and the Cook restaurant, Utica Bread and a large commercial building which I am developing for mixed-uses.

It is imperative that Bagg's Square be better connected to North Genesee Street and the Harbor Point area. Businesses in our neighborhood will benefit from a safer pedestrian link to the hotels which line the North Genesee Street Corridor and future recreational areas along the harbor.

My businesses are known for using local ingredients and generating a lower carbon footprint. Green infrastructure improvements to Burchard Lane will help to support Bagg's Square's image as a leader in sustainability and walkability.

I am proof that Utica is moving in the right direction and I believe our downtown is poised for growth we haven't seen in decades. I thank you for your consideration.

Sincerely,



Christian A. Talgo

May 20, 2016

Dear Members of the MVREDC,

On behalf of Crane Ballou, LLC, I would like to express support for the City of Utica's application for the Downtown Revitalization Initiative.

When we learned of the investments being made at SUNY Poly and at the Marcy Nanocenter, we were encouraged to purchase and redevelop the former ConMed building in Utica's Bagg's Square District. Our vision is to repurpose an entire city block by combining 27 loft style apartments, education programming and the thINCubator; ultimately helping to enhance the ongoing revitalization efforts occurring in Downtown Utica.

We hope that you will consider the City of Utica as the Mohawk Valley's recipient for the Downtown Revitalization Initiative.

Sincerely,



Gary Thurston, Member





UTICA, NY
MAYOR ROBERT PALMIERI
1 Kennedy Plaza
Utica, NY 13502
315-792-0181
mayor@cityofutica.com
