

Syracuse Commercial Areas Plan

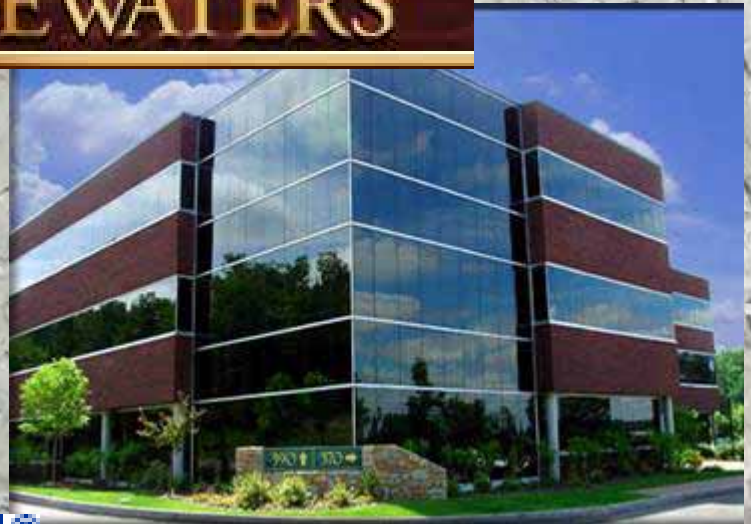


GREAT NORTHERN MALL

CROSSGATES MALL

"Closer To You!"
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WIDEWATERS



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WE ARE IN BUSINESS FOR SMALL BUSINESS.®

THE HOME DEPOT





Syracuse Commercial Areas Plan



HASSAN TAHINI and his wife, Anwarulah, own the Sabra Shoe Salon.

SYRACUSE

Open for Business

University Hill meets the South Side in an effort to boost entrepreneurs and stimulate a very local economy



DIANA PRESLEY is owner of the Little On My Day Care on West Onondaga Avenue on the city's South Side.



ERIC MCCARTHY is co-owner of The Grains on South Salina Street.

By Michael Morris
of Syracuse University

The term "at-risk student" is frequently used in educational discussions. At Syracuse University, we believe the at-risk student is the one who is ill prepared for the rigors of undergraduate study.

From Manhattan to Missouri to Manila, the modern world is characterized by constant change driven by continuous innovation. We require an embrace that change and openness to opportunity are keys to 21st century success. Modern-day students will be those who are capable of thinking and acting unconventionally.

Entrepreneurship applies to all walks of life. It is about creating new products, new products and new markets. But it is also concerned with creative ways for addressing homelessness, and novel approaches to delivering the professional services. Whether one is working at a faith-based organization, an architecture firm, or a fitness company, there is a need for ongoing innovation, calculated risk-taking and proactive behavior.

This thinking also applies to communities. An artist community is ill prepared for a rapidly changing and increasingly global economy. It is a community where new ways of doing things are created, where the invisible is to look back would rather than to the future. These communities are ill-equipped to contribute to the times and well being of their citizens by creating value in novel ways.

The Syracuse metropolitan area is at a crossroads. Industrial jobs have for the most part left the area. Technology and bio-medical research companies have not found their way to the city. Local and state governments play bigger and smaller roles in the economy. And several signs of health, such as increased new business starts, are beginning to appear.

Connecting campus expertise to small businesses

Students and faculty from Syracuse University are providing help to small businesses through the South Side Entrepreneurial Learning Project. The initiative connects the town and school through a variety of programs, including grants, business planning, mentoring, and more. The program includes a one-on-one mentoring program and emerging startups and an incubator program. The program is a further partnership with South Salina Street, the Syracuse University School of Management professor (Eric McCarthy), is to create and test all new sustainable businesses. In the past, the project is already helping to do that.



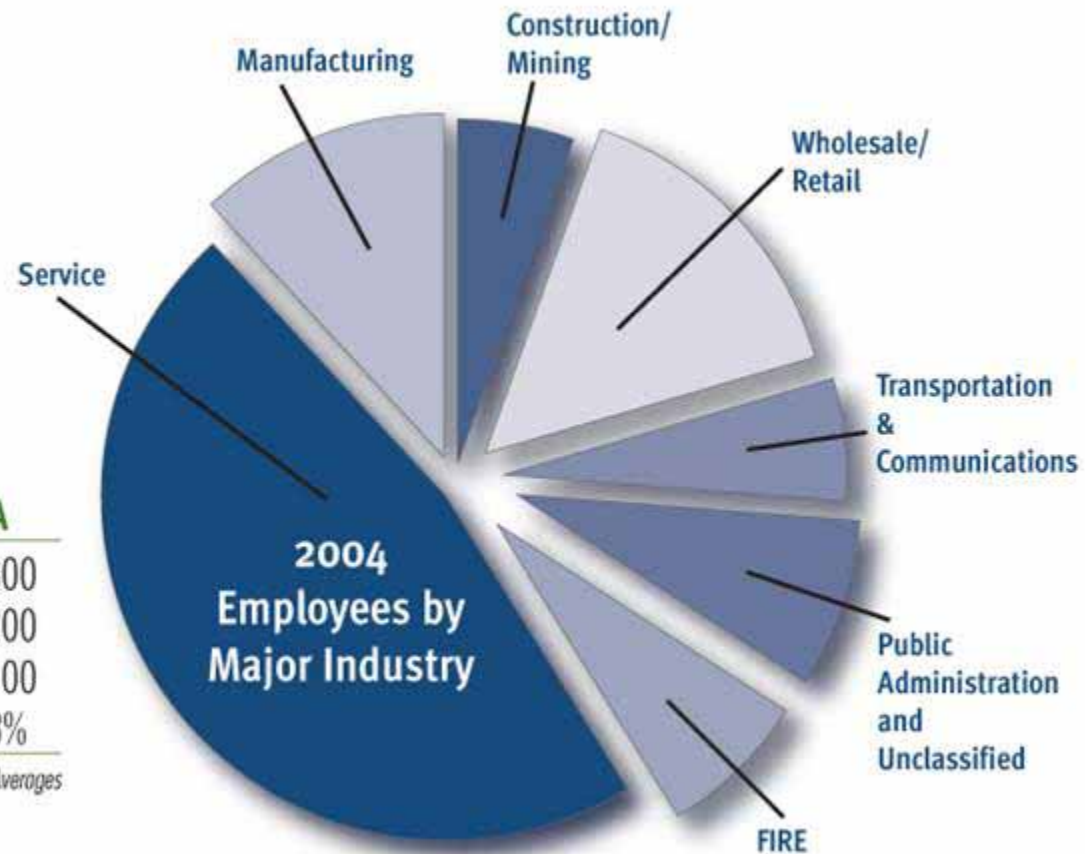


Syracuse Commercial Areas Plan

Syracuse-Auburn CSA

Labor Force	369,300
Employed	349,200
Unemployed	20,100
Unemployment rate	5.8%

Source: NYSDOJ, 2004 Averages



Full Report
Appendix A

Existing Conditions

Appendix B

Public Participation
Plan



Live



Learn



Work



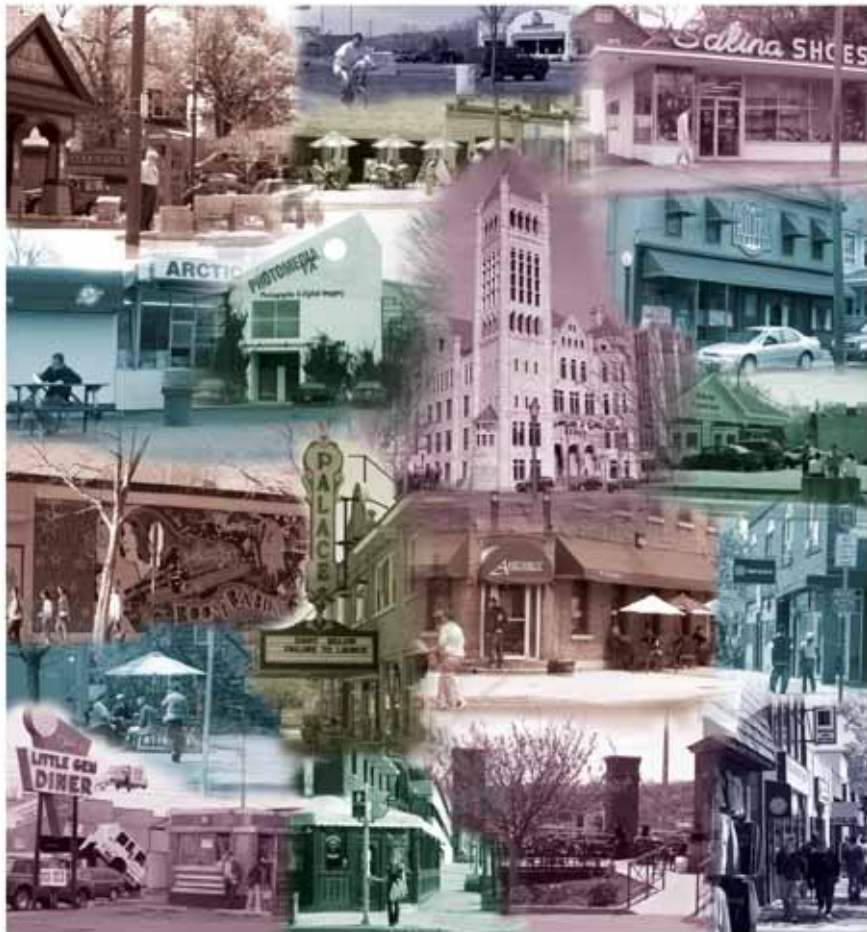
Play



City of Syracuse
Comprehensive Plan
2025

*"The City of Syracuse
is a great place to
live, learn, work & play"*

January 2005



The Commercial Areas Component
City of Syracuse Comprehensive Plan

Faculty of Landscape Architecture

Urban Design Studio

State University of New York

College of Environmental Science and Forestry





Primary and Secondary Research

Consultation

Working Sessions

Steering Committee

Inventory

Analysis

Goals, Objectives & Actions

Recommendations



P9 4-15-06

Piece of history lost with Learbury No. 9

David Lerman / Staff photographer

LEARBURY NO. 9, the former Learbury pants factory at 410 N. State St., Syracuse, is being demolished by its current owner, St. Joseph's Hospital Health Center. The building opened in 1910 and was home to Shopiro pants factory before Learbury bought it in 1939. This photo was taken March 22.

Good for business
Syracuse Good for life

GREATER SYRACUSE ECONOMIC GROWTH COUNCIL RESOURCE CENTER

Syracuse area points out: We're gaining jobs

4,000 new jobs gives metro region the second-highest growth rate in the state.

By Rick Moriarty
Staff writer

The next time you compare Upstate to the rest of the state, you might want to look at the Syracuse metro area. It's the second-highest among the state's 14 metropolitan areas.

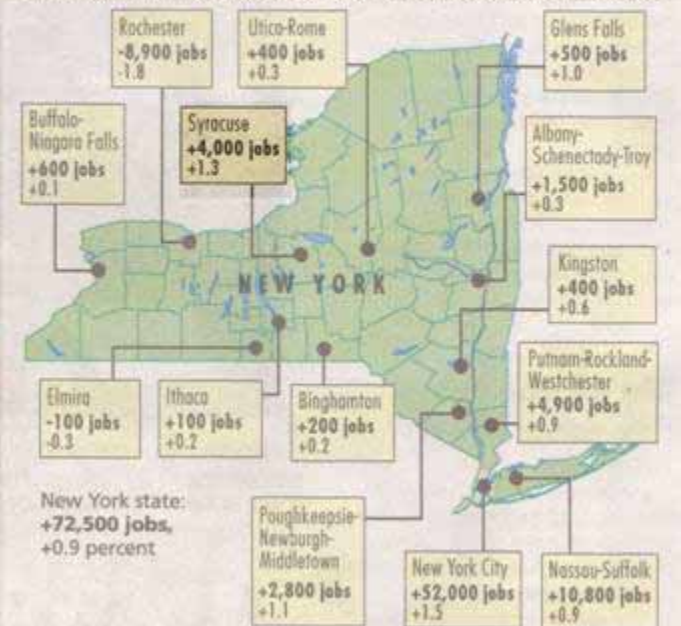
The Syracuse area gained 4,000 jobs in January, the state Department of Labor said. The gain was the most recent employment report. Democratic Governor Eliot Spitzer caused a stir when he said the Upstate region was doing badly.

But in the Syracuse area, things aren't so bad. The area gained 4,000 jobs in January, the state Department of Labor said. The gain was the second-highest among the state's 14 metropolitan areas.

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How CNY job growth stacks up

The Syracuse area had the second-highest job growth rate in January among the state's 14 metropolitan areas. The figures represent the change in the job picture from the previous January. Comparing the same month eliminates seasonal differences that can skew the numbers.



Source: New York State Department of Labor

The Post-Standard



Inventory & Analysis



Socio-cultural Aspects

- Demographics
- Mechanisms and Actors
- Development Economics

Physical Aspects

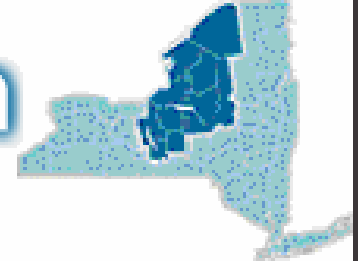
- Organizational Patterns
- Built Form
- Open Space

Problems

Opportunities

Mechanisms and Actors

EssentialNYJobs.com



THE ESSENTIAL NEW YORK INITIATIVE

TRANSFORMING CENTRAL UPSTATE TO A KNOWLEDGE-BASED ECONOMY

South Salina Street Trade Area Syracuse, NY

By

MetroEDGE

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MetroEDGE



Syracuse Commercial Areas Plan

MDA

Metropolitan Development Association of **Syracuse and Central New York**, Inc.



F·O·C·U·S

F.O.C.U.S. -- Forging Our Community's United Strength



Syracuse Commercial Areas Plan



MDA

Metropolitan Development Association of **Syracuse and Central New York**, Inc.



City Agencies

- Department of Economic Development
- Department of Community Development
- Division of Code Enforcement
- Department of Assessment







MEMBERS OF the Essi family, (from left) Afif Essi, Sammar Essi and Mirvat Essi-Sandic, own businesses in the 500 block of Westcott Street.

Doc Bremer/Saf, photographer

The Family Businesses

Essi family
revitalizing
Westcott Street
business district

By **Mike Fish**
Staff writer

After he retired as a colonel from the Royal Jordanian Army, Afif Essi came to Syracuse in 1968 and began a second career — opening several grocery stores.

Essi died in 2004, but he left behind an extended family that is now involved in seven businesses in the Westcott Street

neighborhood where he raised his own children.

It all started in 1984 when his son, Munjed, opened Munjed's Middle Eastern Cafe and then Taps Bar & Restaurant, a sports bar that opened in 1991 at the site of the former Burns-Garfield funeral home.

ESSI, PAGE 4

Development Economics

P.S. 4-21-06

Grants to help businesses move here

Upstate companies that help entrepreneurs can apply for \$5,000 in state money.

By Rick Moriarty
Staff writer

The state is putting up \$50,000 for mini-grants to local small businesses that give technical assistance to entrepreneurs and emerging small businesses moving to the central Upstate region from outside New York.

Called the Come Home to New York Small Business Assistance Pilot Program, grants of up to \$5,000 will be given to small businesses that provide expertise in law, accounting, marketing, advertising, business plan development, architecture and information technology.

Companies applying for the grants must have no more than 25 employees and must be located in the 12-county central Upstate region. The grants will be given for up to 100 hours of service, at fees of no more than \$50 an hour, to entrepreneurs and small businesses that are in the process of moving to the region.

Assemblyman Jeff Brown, R-Manlius, secured the \$50,000 in state money for the program as part of "member item" funding. It was included on a list, released by Brown Thursday at the request of The Post-Standard, of state funding he has secured.

The \$50,000 will come from the state Department of Education and will go to the Metropolitan Development Association, which will administer the program.

Syracuse logo with a stylized city skyline and the word "Syracuse" in a script font.

- EMPIRE ZONE
- EMPOWERMENT ZONE
- EDO PROGRAMS
- PARTNERSHIP PROGRAMS



EZ STREET

Business Development Made EZ }

The City of Syracuse has made it so "EZ" for qualified businesses to participate in government incentive programs. You could be earning tax credits as soon as tomorrow!

National Park Service

National Park Service
U.S. Department of the Interior



Historic Preservation Tax Incentives

Technical Preservation Services



New York Energy Smart

PUBLIC SERVICE COMMISSION | NYSERDA

Loans

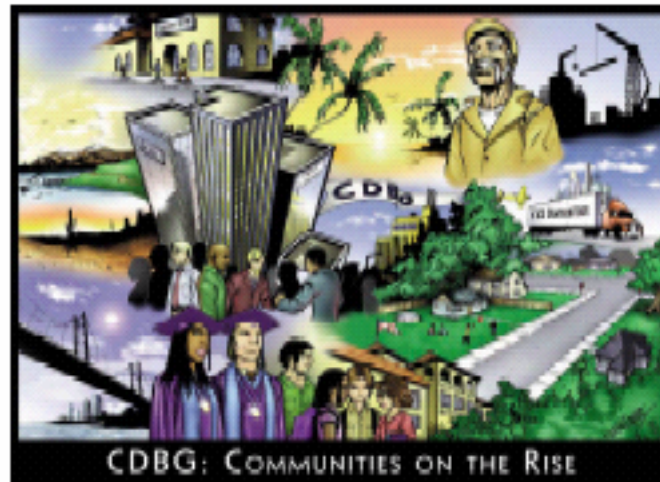
George E. Pataki, Governor

Mayor Matthew J. Driscoll



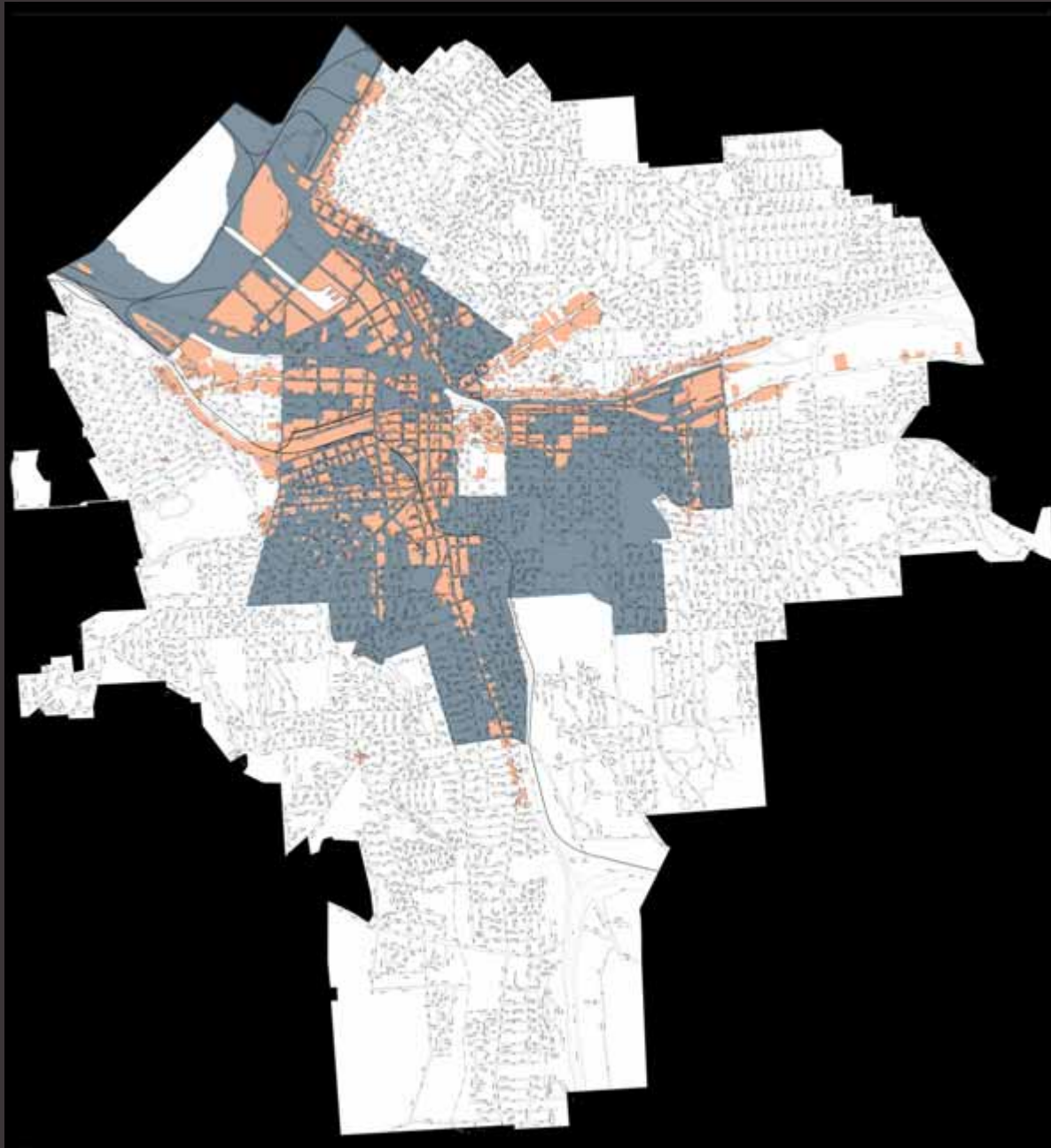
Fernando Ortiz, Jr.
Commissioner

City of Syracuse
Consolidated Plan
2005-2006



*Prepared by the
Department of Community Development
101 E. Washington Street, Room 612
Syracuse, New York 13202
March, 2005
2nd Printing August, 2005*





Syracuse Commercial Areas Plan

- Syracuse Neighborhood Initiative
- HUD 108 Loans
- HUBZone
- Small Business Administration
- Investments Tax Credits





Syracuse Commercial Areas Plan

Problem:

The perceived and real difficulties in dealing with multiple municipal agencies during the development process.

Opportunity:

To better coordinate and market existing business assistance programs.

Physical Environment



Syracuse Commercial Areas Plan





Syracuse Commercial Areas Plan



Syracuse Commercial Areas Plan





Syracuse Commercial Areas Plan



Syracuse Commercial Areas Plan



Syracuse Commercial Areas Plan



Syracuse Commercial Areas Plan





Syracuse Commercial Areas Plan

Goals, Objectives and Actions



Goals

Objectives

Actions

Celebrate Syracuse as a great place to do
business

Revitalize the business and commercial fabric
of Syracuse

Reestablish Syracuse as an economically viable
and sustainable city

Celebrate Syracuse as a great place to do
business



Syracuse Commercial Areas Plan





Syracuse Commercial Areas Plan

Develop a comprehensive Marketing Strategy

Develop a comprehensive Marketing Strategy

Encourage community involvement in business and commercial development

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Encourage community involvement in business and commercial development

Promote existing diversity of commercial resources

Develop a comprehensive Marketing Strategy

Encourage community involvement in business and commercial development

Promote existing diversity of commercial resources

Encourage greater responsibility among neighborhood businesses

Develop a comprehensive Marketing Strategy

Encourage community involvement in business and commercial development

Promote existing diversity of commercial resources

Encourage greater responsibility among neighborhood businesses

Convey a positive image of Syracuse

Revitalize the business and commercial
fabric of Syracuse



Syracuse Commercial Areas Plan



Syracuse Commercial Areas Plan





Revise the Zoning Rules and Regulations

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Coordinate public and private sector planning efforts

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Create physical diversity of traditional business and commercial districts and corridors

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Create physical diversity of traditional business and commercial districts and corridors

Improve physical connections to business and commercial areas

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Coordinate public and private sector planning efforts

Create physical diversity of traditional business and commercial districts and corridors

Improve physical connections to business and commercial areas

Incorporate successful local, regional, national, and international models

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Improve physical connections to business and commercial areas

Incorporate successful local, regional, national, and international models

Undertake a comprehensive strategy for vacant properties

Revise the Zoning Rules and Regulations

Coordinate public and private sector planning efforts

Create physical diversity of traditional business and commercial districts and corridors

Improve physical connections to business and commercial areas

Incorporate successful local, regional, national, and international models

Undertake a comprehensive strategy for vacant properties

Coordinate a comprehensive approach to parking



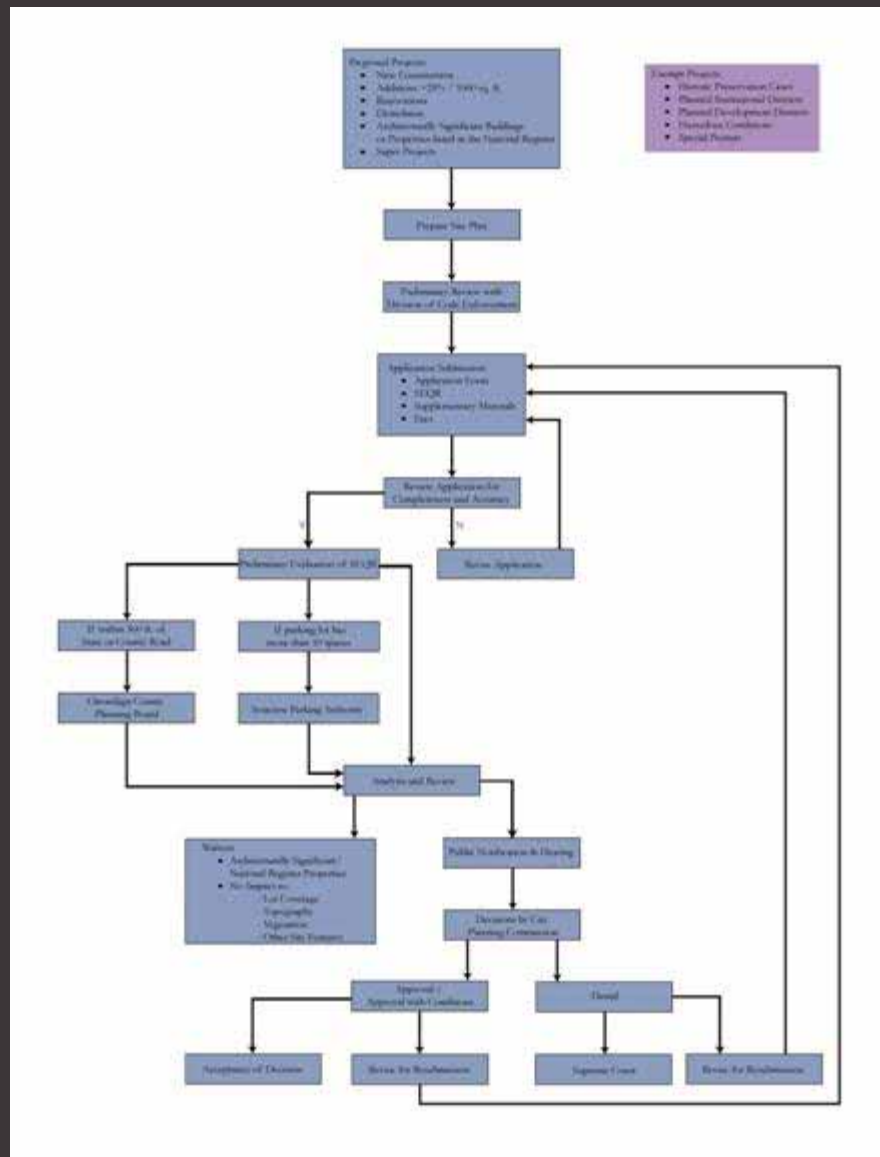
SYRACUSE, NEW YORK

ZONING RULES AND REGULATIONS

Site Plan Review Design Review

Site Plan Review

Site Plan Review Process







AT ISSUE: EASTWOOD

PS 12-11-05

WHAT'S ALL THE fuss?



HERE'S HOW Eastwood looked one night last week as a car headed east on James Street by the Palace Theater. Would a Walgreens hurt or help the neighborhood? Are current

planning guidelines clear enough? In the wake of a recent planning board vote against the latest Walgreens plan, the debate continues, including online: "[comBUZZ](#)," Page D-5

Should Walgreens store be OK'd? In what form? Help Eastwood, support the plan

By **Minch Lewis**
Former city auditor



Lewis

A year ago, a developer proposed a Walgreens drugstore for Eastwood. The development would replace several existing buildings at the corner of James Street and Grant Boulevard. The site is subject to a set of design guidelines in addition to the normal zoning requirements.

The proposal created a stir of controversy in usually quiet Eastwood. The developer modified the proposal based on concerns of the neighborhood.

But opinions remain divided on two questions. Should the proposal as modified be accepted? And

WALGREENS, PAGE D-5

Plan Eastwood to keep uniqueness

By **Maureen A. Harding**
Urban planning consultant



Harding

Having observed over the past year reactions to the proposed Walgreens in Eastwood, I was able to identify the one undisputed opinion among all factions. All unanimously agree that something must be done about the existing blight at the corner of James and Grant.

During this discourse, I conjured up a "worst case scenario" image in my head of unfettered development along James Street over the next five to 20 years. Dystopia looks like this:

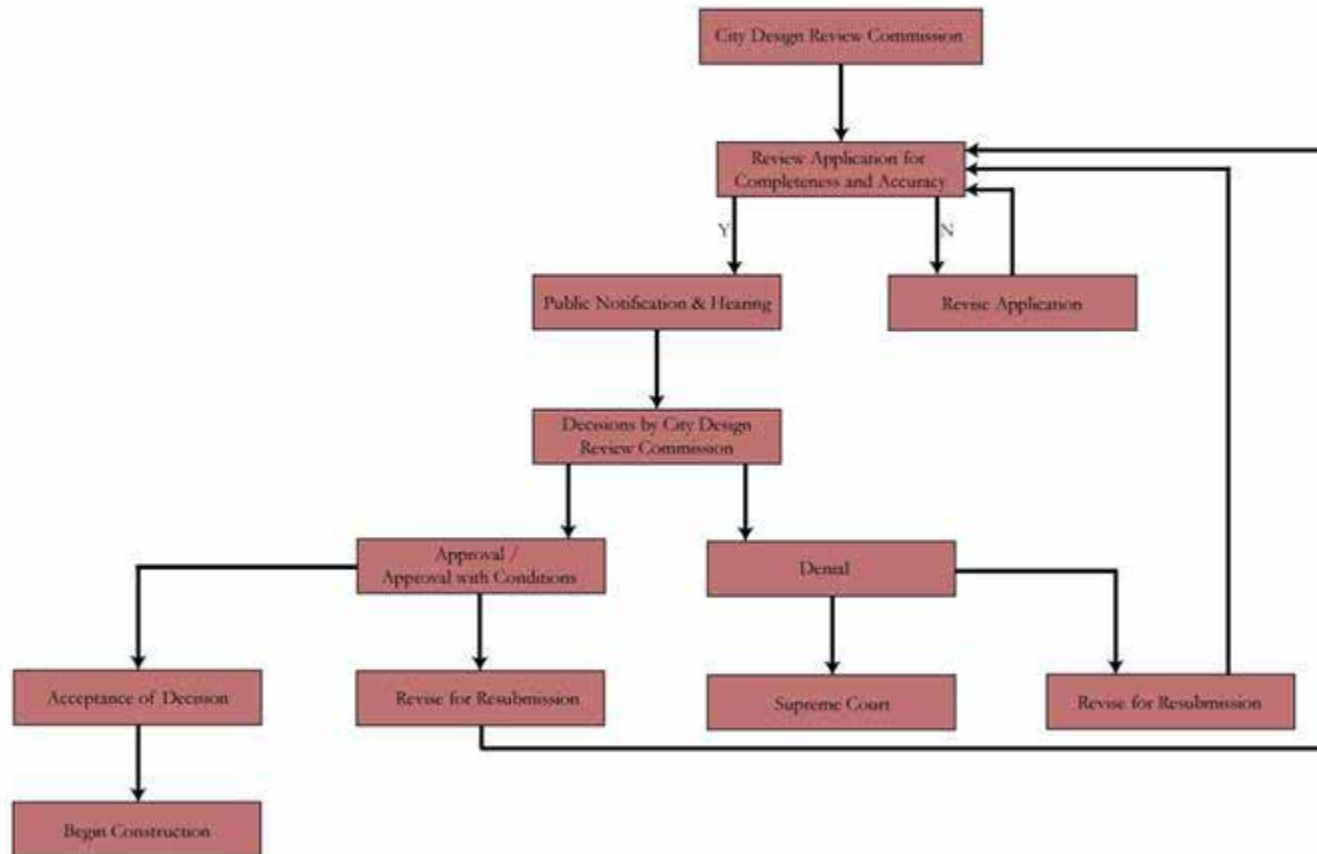
Eastwood's gateways to James Street are two

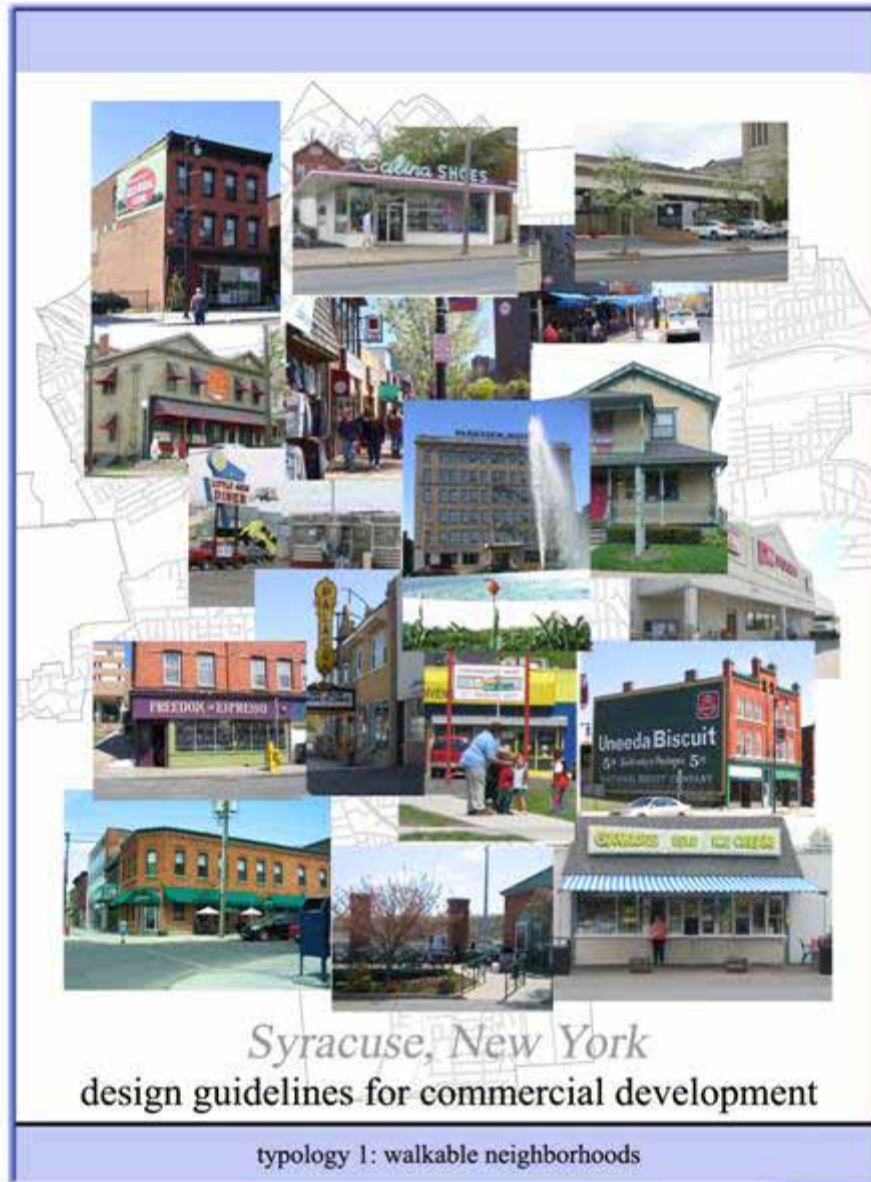
INCIDENTAL, PAGE D-5

Design Review



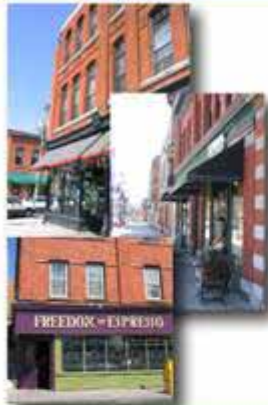
Design Review Process





Materials and Detailing

Through the appropriate use of materials and architectural detailing businesses can develop a distinctive individual character while simultaneously contributing to a cohesive community image. Texture, color, and architectural features can be used to strengthen overall aesthetic quality, creating an inviting atmosphere.



Object
Use and maintain
Standards
Overall
Item C
Subsidiary
Guidelines
Overall



design guidelines for commercial development

Building Height, Width, and Mass

Designing buildings to have an appropriate scale and mass guarantees a consistent, desirable density, while improving efficiency. When the physical composition of a business complements adjacent properties a satisfied character is established within commercial areas.



Object
Use and maintain
Standards
Overall
Item C
Subsidiary
Guidelines
Overall



design guidelines for commercial development

Fenestration

The placement and composition of doors and windows has a tremendous impact not only on the physical appearance of a business, but also its functionality. Effective fenestration design is important to improving the physical and visual connections between the building interior and public realm in addition to establishing continuity among buildings in a commercial area.



Object
Provide fenestration patterns and compositions that create attractive buildings and enhance the character of commercial areas.

Standards

Overall

- Facades will have a minimum of 40% transparency for retail purposes on the first floor of the first facade.
- A minimum of 50% transparency is required for other floors of the first facade.
- A minimum of 40% transparency is required for all other facades.
- Walls with no fenestration or lacking architectural detail are not permitted.
- Proportions, materials, and architectural details will be used to add visual interest.
- First floors will have strong visual connections to the public domain through the use of large windows and doors.

Guidelines

First Floor

- The size and placement of doors and windows should correspond with the fenestration of adjacent buildings.
- Original doors and windows of historic buildings should be retained.
- Fake windows and doors should be used to provide interest and detail when operable doors and windows are not possible.
- A minimum of first floor windows should be reserved for display of merchandise.

Second Floor

- In all of existing windows and doors is not recommended, but when used, should be retained.
- Original openings should be maintained on existing buildings.

Recommended



- Existing openings should not be obscured with protrusions or temporary structures such as advertisements, air conditioning units, etc.
- Tinted or highly reflective glass should not be used.

In all of existing windows made to make the building look abandoned.

The windows should be placed lower to correspond with the adjacent building's fenestration.

First Floor Fenestration is essential to maximizing visual connections between the public and the business and should be preserved.

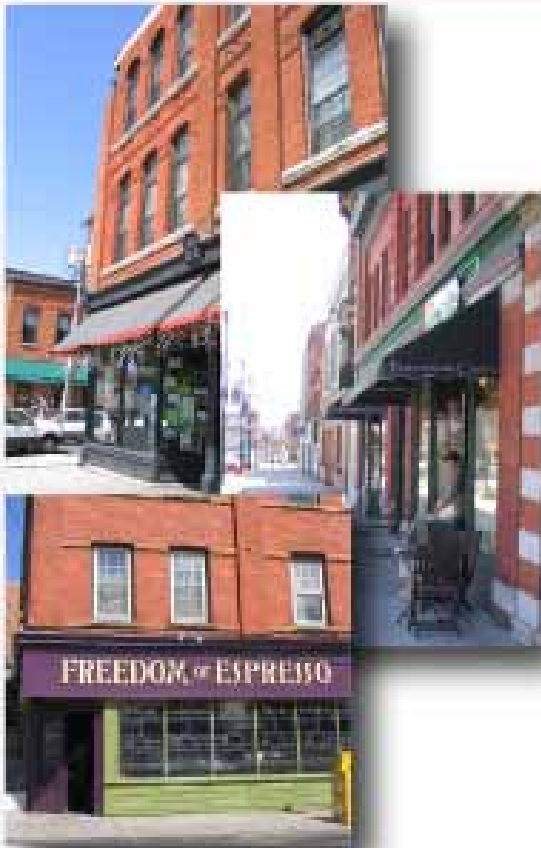
Second Floor prohibits continuous first floor fenestration.

Not - Recommended

design guidelines for commercial development

Materials and Detailing

Through the appropriate use of materials and architectural detailing businesses can develop a distinctive individual character while simultaneously contributing to a cohesive community image. Texture, color, and architectural features can be used to strengthen overall aesthetic quality, creating an inviting commercial area.



Objective

Ensure high quality architectural character through the creative use of building materials and detailing.

Standards

Overall:

- Concrete masonry units are prohibited on any facade visible from the street.
- Painting previously unpainted masonry is prohibited.
- Aluminum, vinyl or fiberglass siding is prohibited on facades visible from streetfront.
- Using artificial materials to mimic traditional materials is prohibited.
- Color will be used to highlight architectural features and ornamentation such as cornices, trim, windows, doors and storefronts.
- Materials will be consistent with adjacent architecture.

New Construction:

- The number and type of materials used for building elevations will correspond with those of neighboring buildings.
- Highly reflective materials, such as metal panels or opaque glass, will be used to accent features rather than as principal materials.

Rehabilitation:

- Materials and architectural features significant to the original building design will be retained, such as wood bulkheads in 19th century storefronts and aluminum decoration on 1930s buildings.
- Building rehabilitation will restore preferable architectural details such as cornices and masonry work.

Guidelines

Overall:

- Materials in traditional unit shapes and sizes should be given priority for new construction.

Recommended

Goals, Objectives and Actions



Improve the physical connections to
commercial areas



Syracuse Commercial Areas Plan



Syracuse Commercial Areas Plan

Reader says signs would guide guests

JIM McKEEVER
GETTING THERE



Here's some fodder for discussion among those who favor additional road signs to help motorists, and those who

might view them as so much unneeded visual clutter.

Bob Walker, of Syracuse, checked in last week with an observation courtesy of an out-of-town guest: the lack of signs at our major intersections.

"The one brought to my attention was our Erie Boulevard and Thompson Road intersection," Walker wrote. "In most cities of any size there would be a sign hung in the middle of the intersection telling folks of this main thoroughfare."

Walker said visitors are unfamiliar with our main streets, and such signs would help them.

"If we want to promote tourism and show off our offerings, we have to better inform folks from out of town where they are after getting off our interstate highway systems," Walker said.

Any thoughts on this? Getting There is on the road today, but leave a message using contact information at the end of this space.

School speed zones

A reader, **Lisa**, noticed that during the April school vacation week the flashing lights on the school speed limit sign near

Allen Road Elementary School seemed to indicate that the lower speed limit was in effect.

"Do we still have to follow the 15 mph signs if they're flashing and school is closed?" Lisa asked.

Yes.

Section 1180 of the state Vehicle & Traffic Law states, in part, that the school speed limit is in effect on school days at times indicated on the sign, or whenever the beacons attached to the sign are flashing.

The complete V&T law is on the state Senate Web site, www.senate.state.ny.us. Click on "Bills & Laws" and then "Laws of New York."

No luck on offramp request

The state Department of Transportation took a look at **Michael J. Okoniewski's** request in this space March 6 for painted hash marks to indicate two lanes turning on the offramp from I-690 eastbound at Teall Avenue.

Okoniewski said drivers in the right lane (of the two that turn left to head north on Teall) often drift and almost sideswipe those turning left from the left-hand lane.

"We took another look at this, and we're not observing the conditions described by your reader," said the DOT's **Anthony Ilacqua**. "Cars seem to consistently make this left turn from this exit ramp onto Teall Avenue with no problems. At the present time, we're not planning on adding any further pavement markings here."



Jim McKeever / Contributing photographer

THE INTERSECTION of Erie Boulevard East and Thompson Road in DeWitt is one of the local byways lacking signs. This view is looking east on Erie Boulevard.

More on circular behavior

"I continue to be puzzled by the amount of consternation generated by traffic circles," wrote **Michael Loftus**, of Syracuse. "They are rampant in Ireland, England and Scotland. (There, they are called rotaries.) I have driven in these locations several times and never encountered any headaches, much less accidents."

Loftus has a theory: American drivers have become too accustomed to being told exactly what to do, in every single instance, to the point where they no longer have the common sense to proceed on their own.

His "most hated example of this 'guidance'" is a red arrow prohibiting a left turn while there is a green light for straight-through traffic.

"It would seem that I could not be trusted to make the turn

on my own without crashing into oncoming vehicles," Loftus wrote.

As for Military Circle on 298 in DeWitt, which was discussed in last week's Getting There, the state DOT weighed in with four points, from Ilacqua.

1. Drivers should not have to signal if they are staying in the circle. They should be signaling to exit the circle.

2. We agree that people should obey the rules of the road, but this is an enforcement issue.

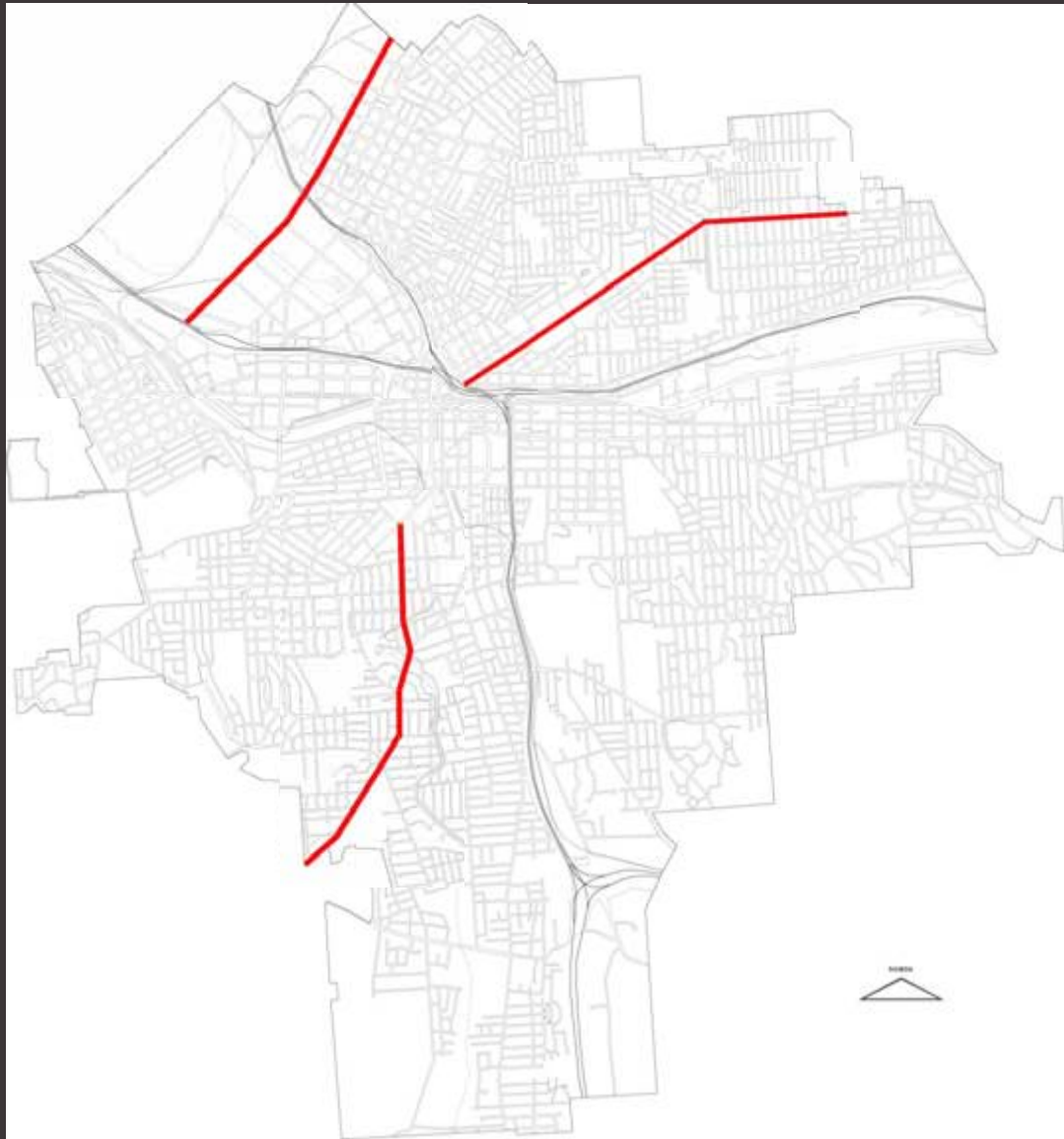
3. We don't feel that additional right of way signs are necessary.

4. The existing yield signs are properly placed on the circle, and we do not see a need for additional speed limit signs here.

Jim McKeever writes about commuting headaches and hang-ups every Monday in Getting There. He can be reached at jmckeever@syracuse.com and at 470-2184.

Syracuse Gateway System

Gateway Corridors

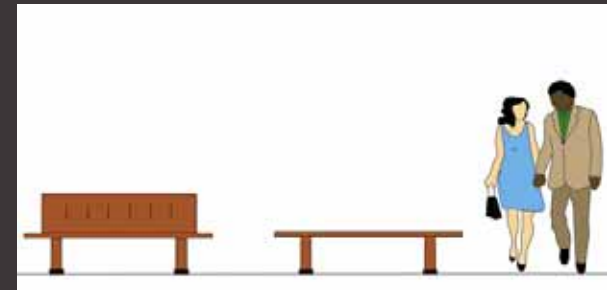
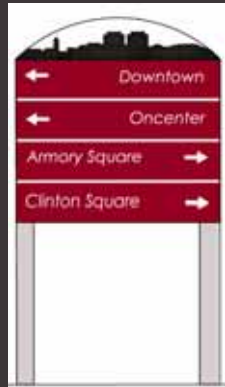


Syracuse Commercial Areas Plan

Gateway Entries



Gateway System





Syracuse Commercial Areas Plan





Syracuse Commercial Areas Plan



Syracuse Commercial Areas Plan



Syracuse Commercial Areas Plan



Syracuse Commercial Areas Plan

Coordinate a comprehensive approach to parking

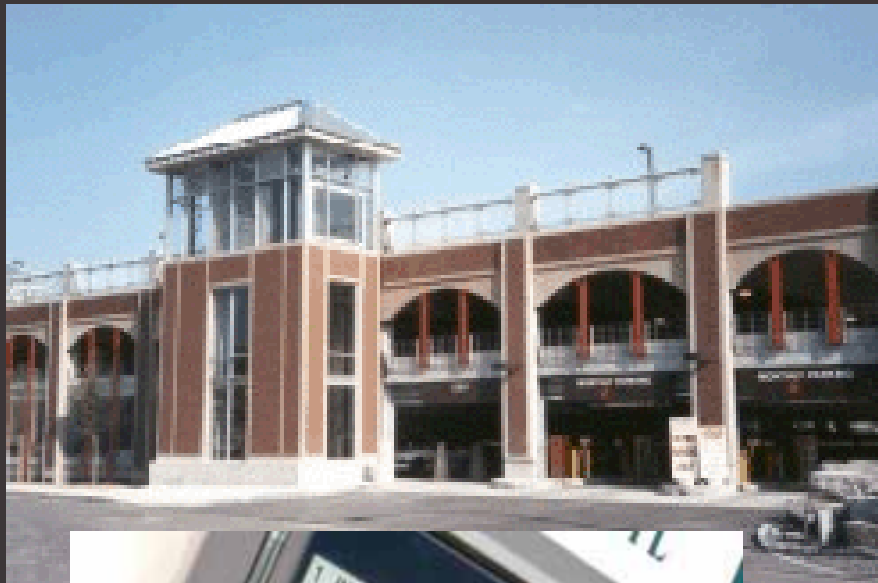




Syracuse Commercial Areas Plan

Syracuse Parking Authority





Weekdays ▼

AFTER 5PM
FIRST 2 HRS FREE

Up to 2 1/2 Hrs	\$4.00
Up to 3 Hrs	\$8.00
Up to 3 1/2 Hrs	\$12.00
Up to 4 Hrs	\$16.00
Maximum	\$20.00







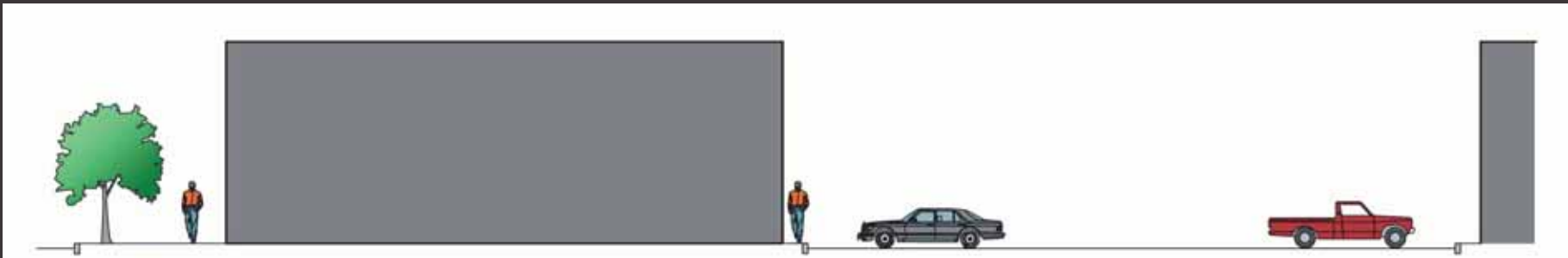


Design Guidelines



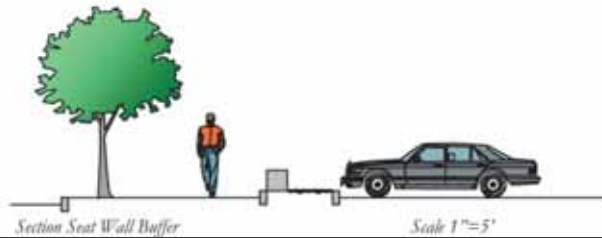
Syracuse Commercial Areas Plan





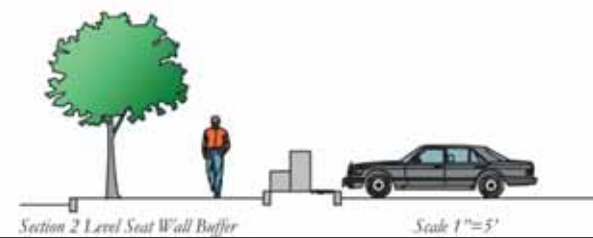
Section Tree Buffer

Scale 1"=5'



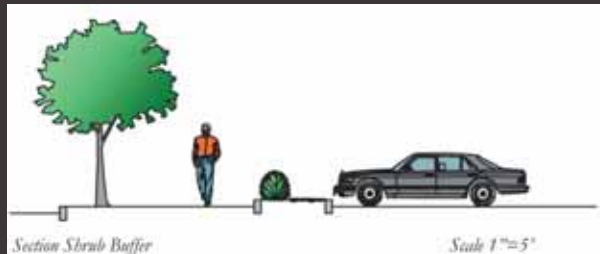
Section Seat Wall Buffer

Scale 1"=5'



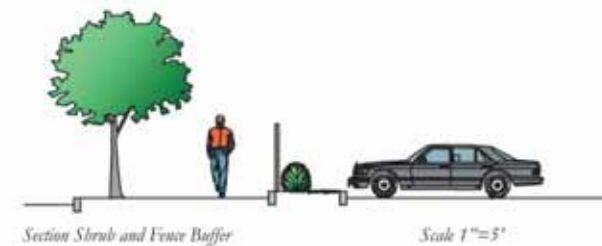
Section 2 Level Seat Wall Buffer

Scale 1"=5'



Section Shrub Buffer

Scale 1"=5'



Section Shrub and Fence Buffer

Scale 1"=5'



Section Tree and Fence Buffer

Scale 1"=5'

Goals, Objectives and Actions



Reestablish Syracuse as an economically
viable and sustainable city

Advocate for business and commercial reinvestment

Advocate for business and commercial reinvestment

Implement a comprehensive approach to business development

Advocate for business and commercial reinvestment

Implement a comprehensive approach to business development

Reinforce the residential base and downtown core

Advocate for business and commercial reinvestment

Implement a comprehensive approach to business development

Reinforce the residential base and downtown core

Explore taxation policies that generate a more equitable distribution of the property tax burden

Typologies

Pedestrian – Oriented Businesses

Pedestrian – Oriented Businesses

- Live/Work



Pedestrian – Oriented Businesses

- Live/Work
- Neighborhood Corner Stores



Pedestrian – Oriented Businesses

- Live/Work
- Neighborhood Corner Stores
- Neighborhood Commercial Properties



Pedestrian – Oriented Businesses

- Live/Work
- Neighborhood Corner Stores
- Neighborhood Commercial Properties
- Main Street Corridors



Automobile – Oriented Businesses

Automobile – Oriented Businesses

- Suburban Neighborhood Commercial Properties



Automobile – Oriented Businesses

- Suburban Neighborhood Commercial Properties
- Small Community Shopping Centers



Automobile – Oriented Businesses

- Suburban Neighborhood Commercial Properties
- Small Community Shopping Centers
- Big Box Properties



Automobile – Oriented Businesses

- Suburban Neighborhood Commercial Properties
- Small Community Shopping Centers
- Big Box Properties
- Community Commercial Corridors



Automobile – Oriented Businesses

- Suburban Neighborhood Commercial Properties
- Small Community Shopping Centers
- Big Box Properties
- Community Commercial Corridors
- Regional Commercial Corridors



Automobile – Oriented Businesses

- Suburban Neighborhood Commercial Properties
- Small Community Shopping Centers
- Big Box Properties
- Community Commercial Corridors
- Regional Commercial Corridors
- Highway Commercial Corridors



Business Clusters

Business Clusters

- Auto Sales Properties



Former Industrial Properties



Suburban Office Complexes



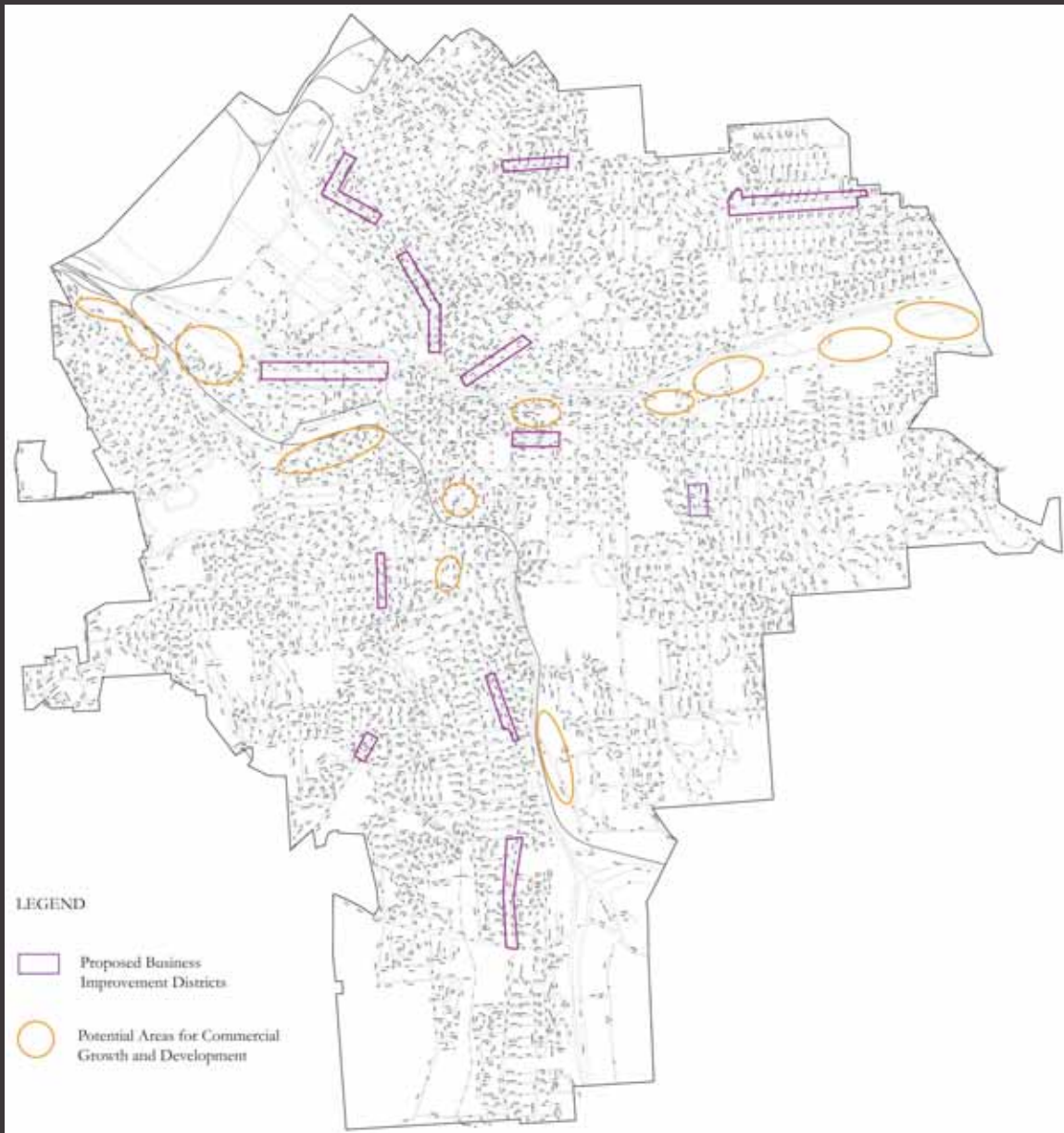
Pedestrian – Oriented Businesses



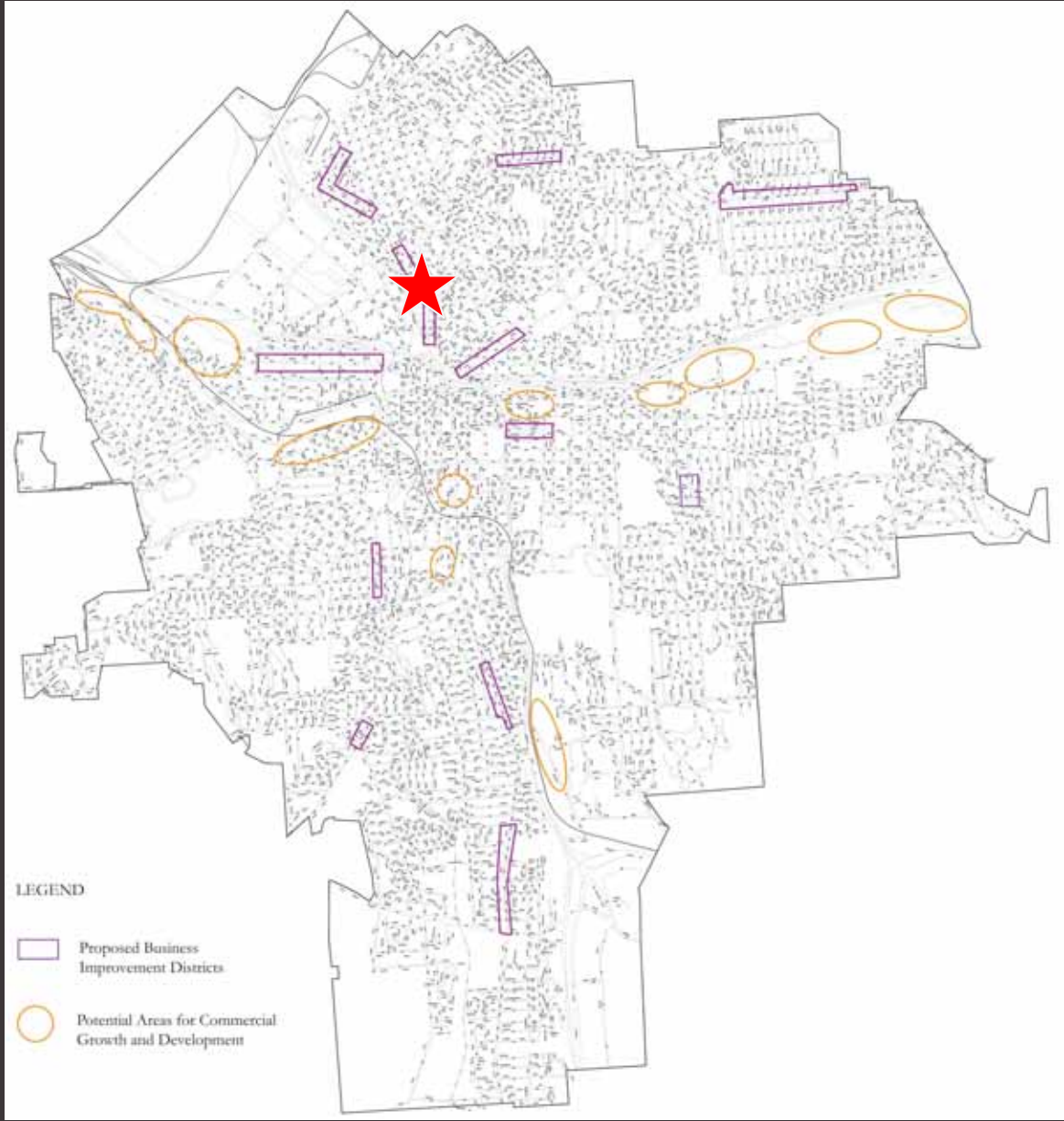
Syracuse Commercial Areas Plan

Business Improvement Districts

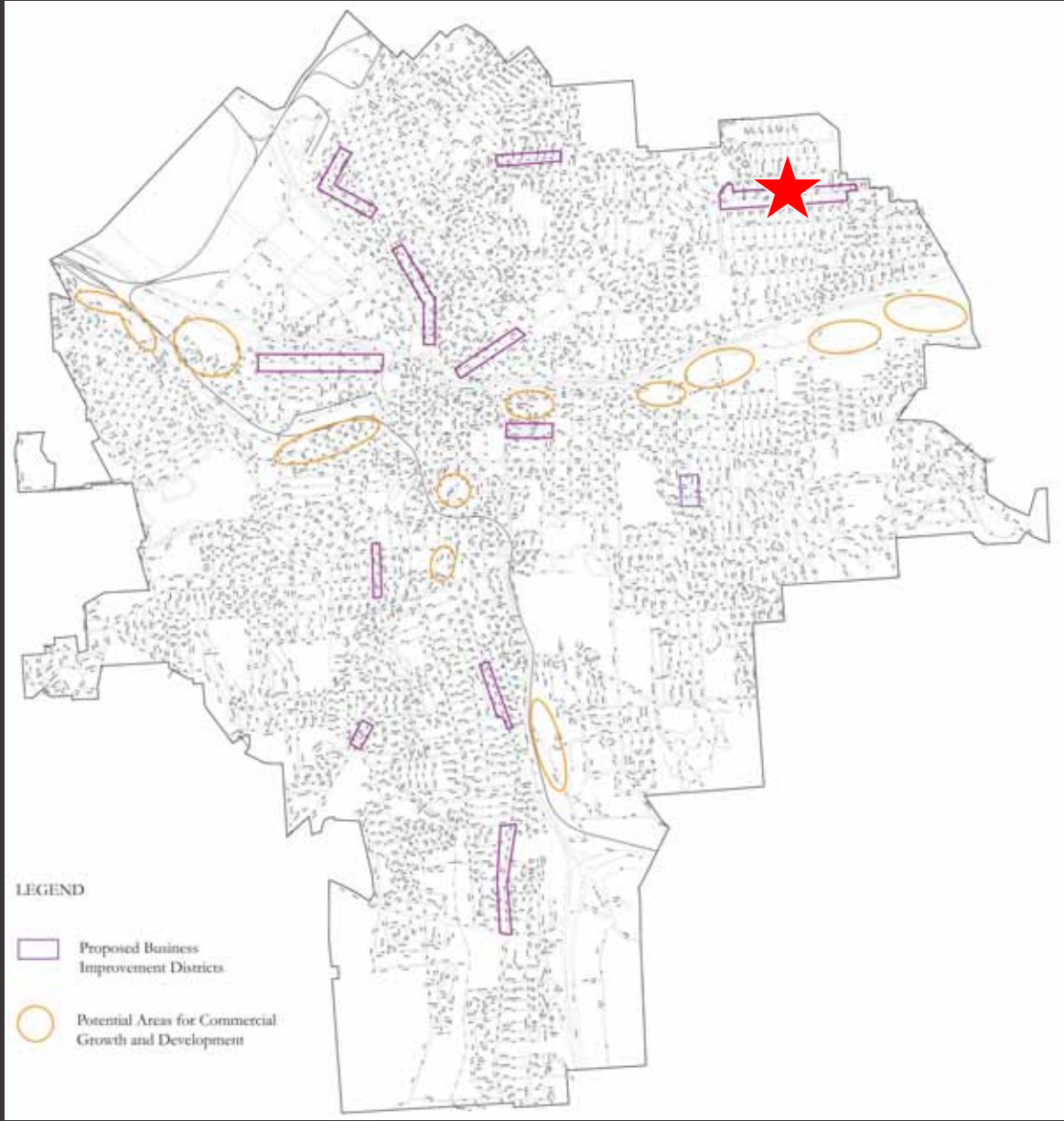




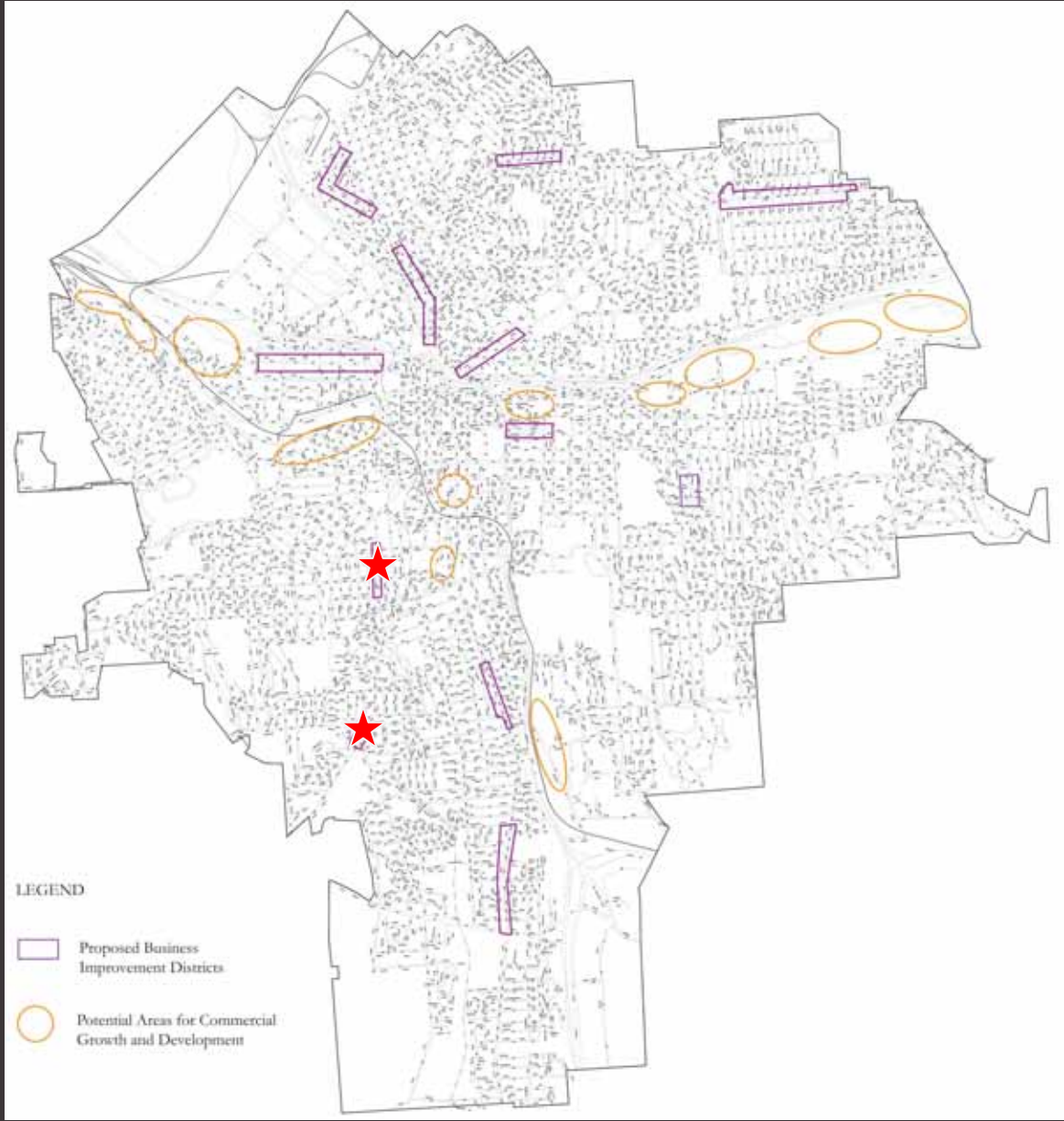
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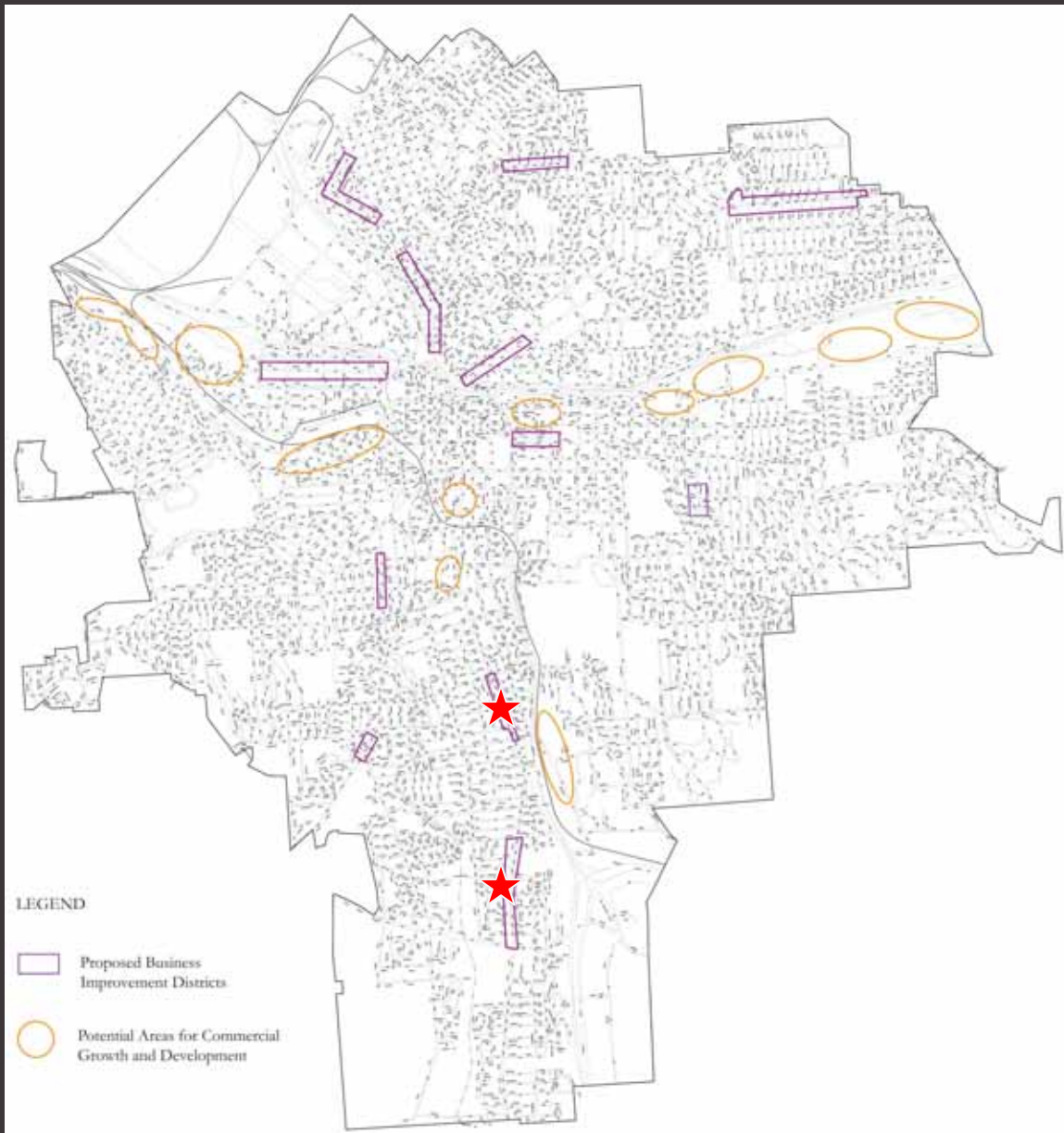
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Automobile – Oriented Businesses







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The Home Town Advantage

Stacy Mitchell



How to Defend Your Main Street Against Chain Stores ... and Why It Matters



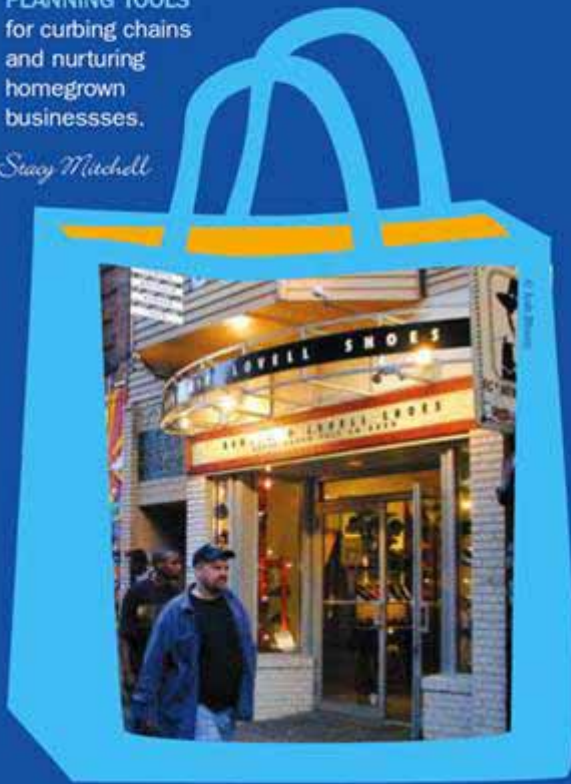
MainStreetNews

THE MONTHLY JOURNAL OF THE NATIONAL TRUST'S NATIONAL MAIN STREET CENTER

Protecting LOCALLY OWNED RETAIL:

PLANNING TOOLS for curbing chains and nurturing homegrown businesses.

by Stacy Mitchell



By now, many community leaders recognize that when chain retail sprawls unchecked, main street loses, not just jobs and businesses, but the very essence of what makes the district unique. Small, independent businesses CAN prosper, however, when planners use the right tools to manage economic growth in the region. This month, we report on some of the most promising new regulatory strategies available.

— Doug Loeschler, Assistant Director, NMSC

in this issue

16 National Main Streets Conference

Get up for this year's National Main Streets Conference in Albuquerque, New Mexico, May 9-12, by checking out the tours we have planned. Come to the Land of Enchantment and explore historic neighborhood business districts and landmarks stretching from ancient times—pueblos and petroglyphs—to the recent past—roadside signs and architecture along Route 66.



Economic & Community Impact Review

Economic & Community Impact Review

Site Location, Assembly & Preparation

Economic & Community Impact Review

Site Location, Assembly & Preparation

Incentive – Investment Agreements

Economic & Community Impact Review

Site Location, Assembly & Preparation

Incentive – Investment Agreements

Design Controls



ECONOMIC IMPACT STUDY FOR

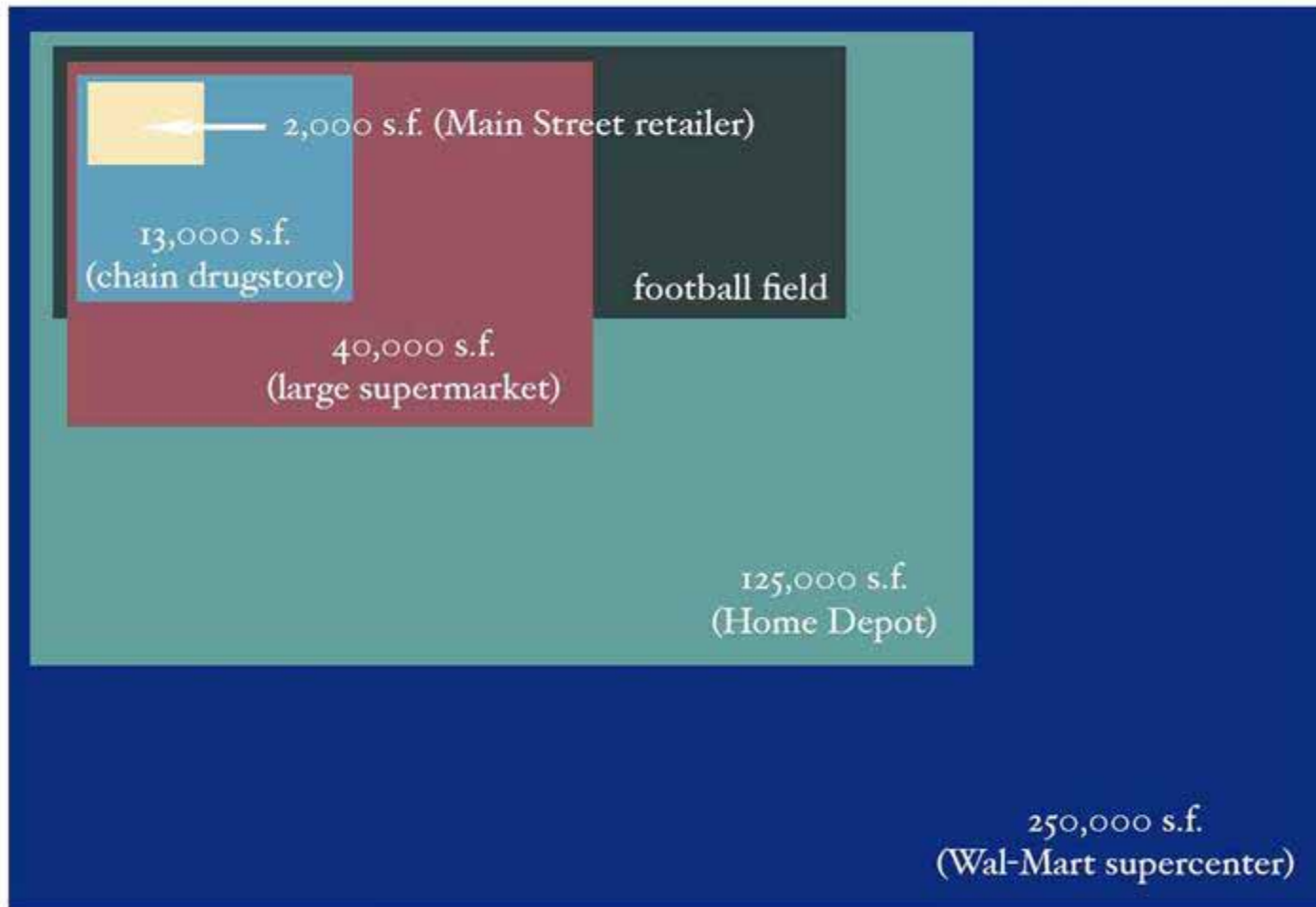


Syracuse Zoning Department

May 2006

Syracuse Commercial Areas Plan

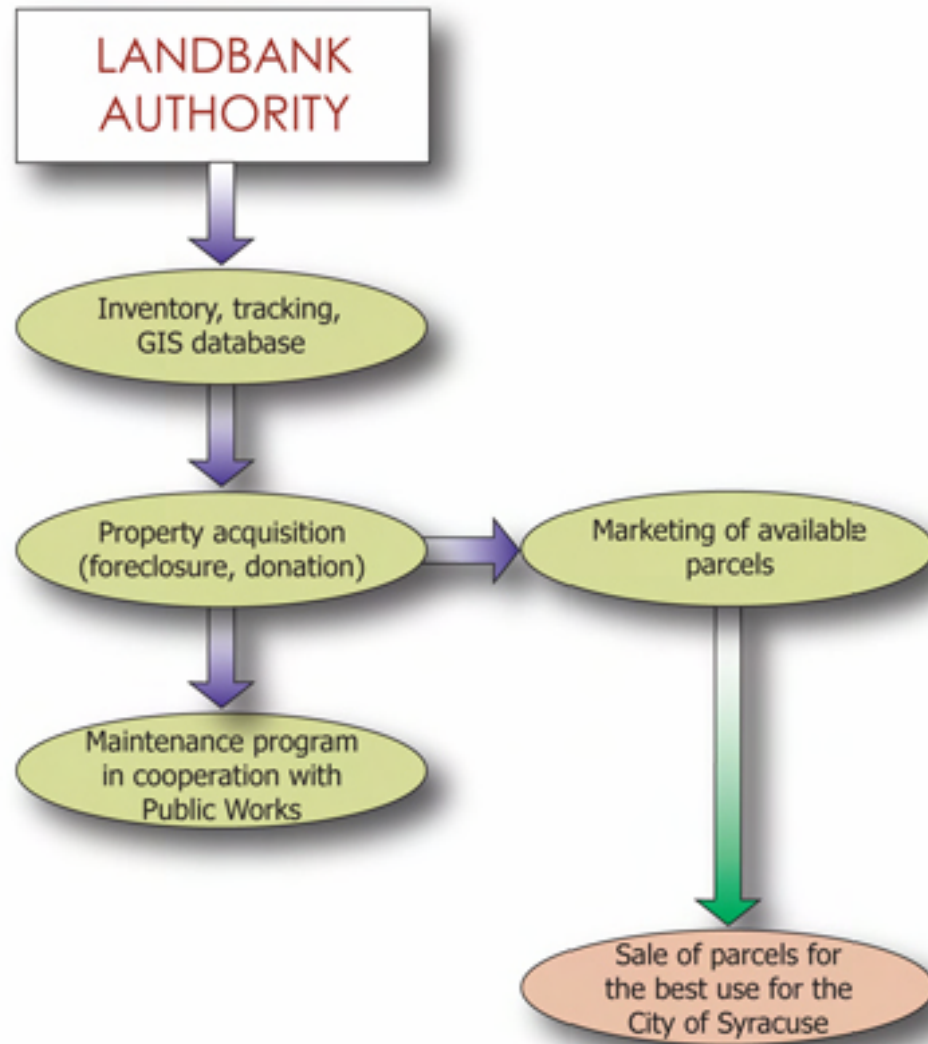
How Big is Too Big?



www.newrules.org/retail



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Job Training

Job Training

Physical Improvements

Job Training

Physical Improvements

Scholarships

Job Training

Physical Improvements

Scholarships

Public Infrastructure

Business Clusters

THE ESSENTIAL NEW YORK INITIATIVE

TRANSFORMING CENTRAL UPSTATE TO A KNOWLEDGE-BASED ECONOMY

HOW SEED MONEY IS SPROUTING JOBS FOR CNY



JOHN A. DIMILLO (left) and James H. Miller of NuClimate Air Quality hold a diffuser which is part of the company's Air Unit system. The company got a \$50,000 grant to develop a system that ends cross contamination of air from room to room.

State grant inspires innovation

Grant-funded projects and the jobs they create are helping to establish Syracuse as a Center for Excellence.

By Nancy Bucczek
Staff writer

New York state taxpayers so far have spent \$750,000 and committed another \$250,000 to a grant program aimed at creating Central New York jobs and bringing new products to the marketplace.

The return on their investment?

Four of the nine projects that received the money have brought new products to market. One reached a dead end, and the other four are in the works. And at least 105 jobs have been created as a result of these new products, according to the companies involved.

"You plant all these seeds and you fertilize them and you water them and you try to get them out in the sun and some of them sprout and some of them don't and

some of them grow into big trees," said John Vasselli, director of the Office for Industry Collaboration within the Syracuse Center of Excellence in Environmental and Energy Systems, which awarded the state money through a competitive process.

The commercialization grants awarded \$700,000 to eight companies for nine projects in three granting rounds, Vasselli said. An additional \$50,000 was spent on administrative costs, he said.

NIW, PAGE A-4

City Saves \$1M By Turning Green

Syracuse's investment in eco-friendly projects will pay off by reducing energy costs

By Mark Weiner
Staff writer

A new effort to turn Syracuse into a green city is starting to pay big dividends, saving the city almost \$1 million per year through environmentally friendly practices, city officials say.

Those savings are expected to grow as Syracuse moves forward with a seven-year program

CNY can supply biotech workers

Official: That works in our favor as Bristol chooses site for biologics factory.

By Tim Knauss
Staff writer

Central New York colleges and universities have mapped out a plan to supply hundreds of freshly minted biotechnology workers should Bristol-Myers Squibb Co. locate its next-generation drug manufacturing facility here, economic development officials say.

That educational capacity, combined with a desirable industrial site, makes Onondaga County "extremely competitive" in the race to attract the \$660 million facility that Bristol plans to build to make biologic drugs, Donald Western, the county's director of economic development, said Thursday.

"The educational institutions are working together to see what we can do to offer programs that are relevant to (Bristol's) needs."

—Cornelius Murphy Jr.
president, SUNY ESF

Onondaga County, one of four U.S. locations vying for the plant, is promoting a 250-acre parcel in Clay that is owned by the county's industrial development agency. According to Bristol's request for proposals last October, the plant could employ some 550 people.

"In my world of economic development, this is a one-in-50-year event," Western said.

Bristol officials say they will choose a site by the end of June.

A phalanx of state and local politicians, economic development officials and others has worked for five months to promote Central New York over competing sites in Massachusetts, North Carolina and Rhode Island, Western said.

Local colleges and universities

15 BRISTOL, PAGE C-2

on, Syracuse's energy

tor. Improvements have come. The city has committed \$2 million to the projects. Simpson said savings and will quickly add up to offset the expenses.

st \$537,000 of the project have already been re- the city through a state saving program.

ise recently finished in- energy-saving equip- d new insulated win-

SYRACUSE, PAGE A-4

Office of New Industries



Why Syracuse?

Our Clusters

Site Location, Assembly, & Preparation

Business Incentives

Business Support

Contact Us

EDDO
the City of Syracuse Economic Development Office









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**Celebrate Syracuse as a great place to
do business**

Celebrate Syracuse as a great place to do
business

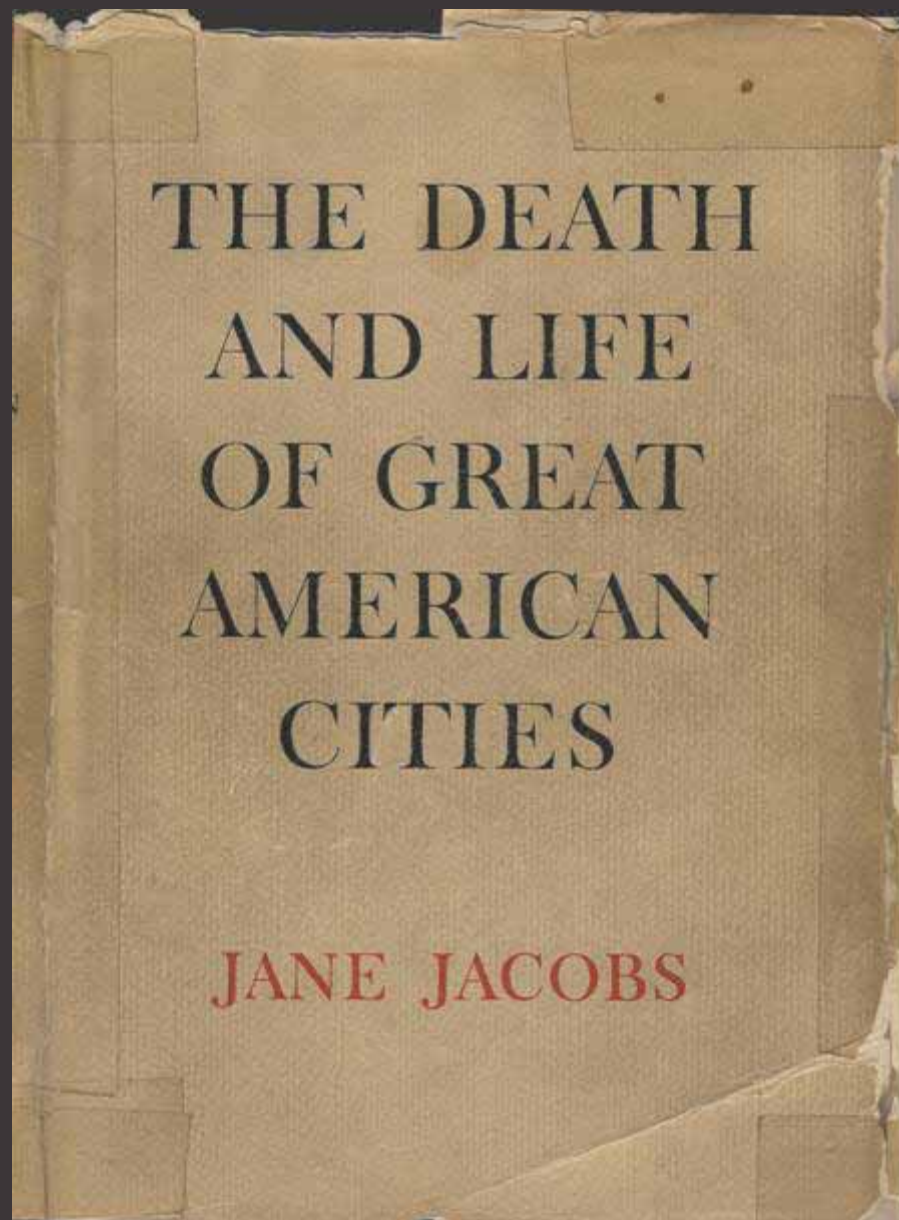
**Revitalize the business and
commercial fabric of Syracuse**

Celebrate Syracuse as a great place to do
business

Revitalize the business and commercial
fabric of Syracuse

**Reestablish Syracuse as an
Economically viable and sustainable
city**







Syracuse Commercial Areas Plan

BUSINESS

Breakthrough businesses
PINCKNEY HUGO GROUP



CHRIS PINCKNEY (left), executive creative director; Aaron Hugo (center), executive vice president; and Doug Pinckney, president, stand in the new offices of the Pinckney Hugo Group at 760 W. Genesee St., Syracuse.

New Name, New Location

Advertising agency moves into former warehouse

By Rick Moriarty
Staff writer

A growing Syracuse advertising agency has a new name and new offices.

Siano Pinckney Hugo Advertising moved April 21 from leased offices at 936 N. Clinton St. to 760 W. Genesee St., a few blocks west of Clinton Square. At the same time, it dropped Siano from its name and calls itself Pinckney Hugo Group.

Doug Pinckney, president of the agency and one of its three owners, said the

Pinckney Hugo Group

Address: 760 W. Genesee St.

What it does: Provides a full range of marketing, media planning and public relations services

Number of employees: 15 (plus two open positions)

Owners: Doug Pinckney, president; Chris Pinckney, executive creative director; Aaron Hugo, executive vice president

www.sphadvertising.com

gy Garden, a business incubator run by the Greater Syracuse Chamber of Commerce at the former MONY garage downtown.

The advertising agency hired OPK Design, the same firm that designed the interior of the Technology Garden, to design its new offices.

Pinckney Hugo is using 7,000 square feet of the space and plans to renovate more space as it is needed. It might lease some space to other tenants. It plans to build an exercise room for employees, complete with lockers and showers, early next year. A cobblestone courtyard over

BUSINESS

Gallery Brings Art to Market Area

It's Art opened four months ago at Regional Market Commons



DEBRA MAJCO sits among the artworks being at the It's Art gallery at the Regional Market Commons on Park Street.

Editorial comment: Debra Majco speaks with Debra Majco about the gallery.

In a few words, describe what your business is: It's an art gallery and I have all different types of art. We have abstract, all life, photography, African art, home decor and art from Canada.

Number of employees: One.

How long have you owned it? I've been open for about four months.

What did you do before for earning a business income? I actually worked for WPCO-TV, Channel 15.

Where you involved in the business before owning it? Describe a typical day for you: It's a typical business day. I go to work from the store and make sure everything is OK, and if not for business, and I do that a picture on a life point in the store when I have a picture.

In a few words, what is the business idea behind you? I think my business introduces art to the public, and so give customers a sample of all different kinds of art that they can't usually associate their homes or their offices.

What's your favorite part of owning this business? I would say the community and meeting the clients.

What's the hardest part? The hardest part is to make the money, so a business is, because a lot of time people come in and look and it takes people a while

Just the facts...

Business: It's Art
Address: Regional Market Commons, 2700 Park St., Syracuse
Owner: Debra Majco
Hours: 11:30 a.m. to 6 p.m., Wednesday through Friday, 10 a.m. to 6 p.m., Saturday, 10 a.m. to 5 p.m., Sunday
Phone: 412-397-1111
Web site or e-mail address: debramajco@it'sart.com

way in days and I would really appreciate the idea of the idea you are going to open a business because the timing is the most important part.

If someone else had your company, what would you do to improve the business for a day? I would spend your time to build a day of 1 week.

There's a lot stronger, and also have a Web site.

WE'RE GROWING OUR COMMUNITY THROUGH EXCELLENCE AND VISION.

Strength in numbers.

The Syracuse Center of Excellence (CoE) is a federation of more than 70 upstate New York businesses and organizations — including educational and research institutions — representing the pinnacle of innovation in environmental and energy technologies. Through the Syracuse CoE, local businesses tap knowledge and utilize research capabilities of our region's superior academic institutions.

Growing opportunities.

Energy costs are rising. Concerns are increasing about the impact of pollutants on human health and productivity. These pressing issues drive demand for new products and services around the world. Partners in the Syracuse CoE are creating innovations to address these needs in five key areas:

- Clean and renewable energy
- Indoor environmental quality
- Human health and performance
- Healthy buildings
- Water resources

A healthy future.

More than \$200 million has been committed to the Syracuse CoE for investments in facilities and projects. This spring, construction will begin on the Center's exceptional new headquarters, which will be a showcase for innovative products and a hub for expanding collaborations.

Syracuse CoE partners are taking an exciting vision of the future and making it a reality. Working together, we will strengthen our community for generations to come.



First in the northeast and 14th overall nationally



Sixth in the top 100 nationally



In the top 50 cities nationally



Syracuse Commercial Areas Plan



JOINING TOGETHER in organizing a South Asian dance competitions are Rohan Sheth (left), 19, a freshman at Syracuse University, and Bijo Cherian, 27, of Syracuse. More than 400

attended the event. The men were photographed at Kashmir Groceries and Imports, an Indian store that Cherian runs, at 118 Seeley Road in Syracuse.

Highlighting Indian Culture

Men aim to attract Indians, general public to events

P.S. 4-31-06

Students' business idea blossoms in SU contest

Proposed company based on scented silk flowers nets a prize . . . and maybe careers.

By Charley Hannagan
Staff writer

Five Syracuse University seniors have a tiger lily by the tail.

The five created silk flowers that emit scent for a fall business school class. Their idea has gone on to win \$33,000 from three business competitions. They have a patent pending, have created a company and are lining up manufacturers to make the flowers and retailers to place them on store shelves.

"It's really an exceptional

achievement. They are five exceptional young women," said Eric Alderman, Whitman professor of entrepreneurial practice at the Martin J. Whitman School of Management at SU.

"I've never had one like it," he said of the product.

And it all began with a brainstorming session in the library.

Every student at the Whitman School must take the same course in their senior year: Strategic and Entrepreneurial Management 457.

The students divide into groups to create a product or service or to renovate an old idea. They present their ideas at the



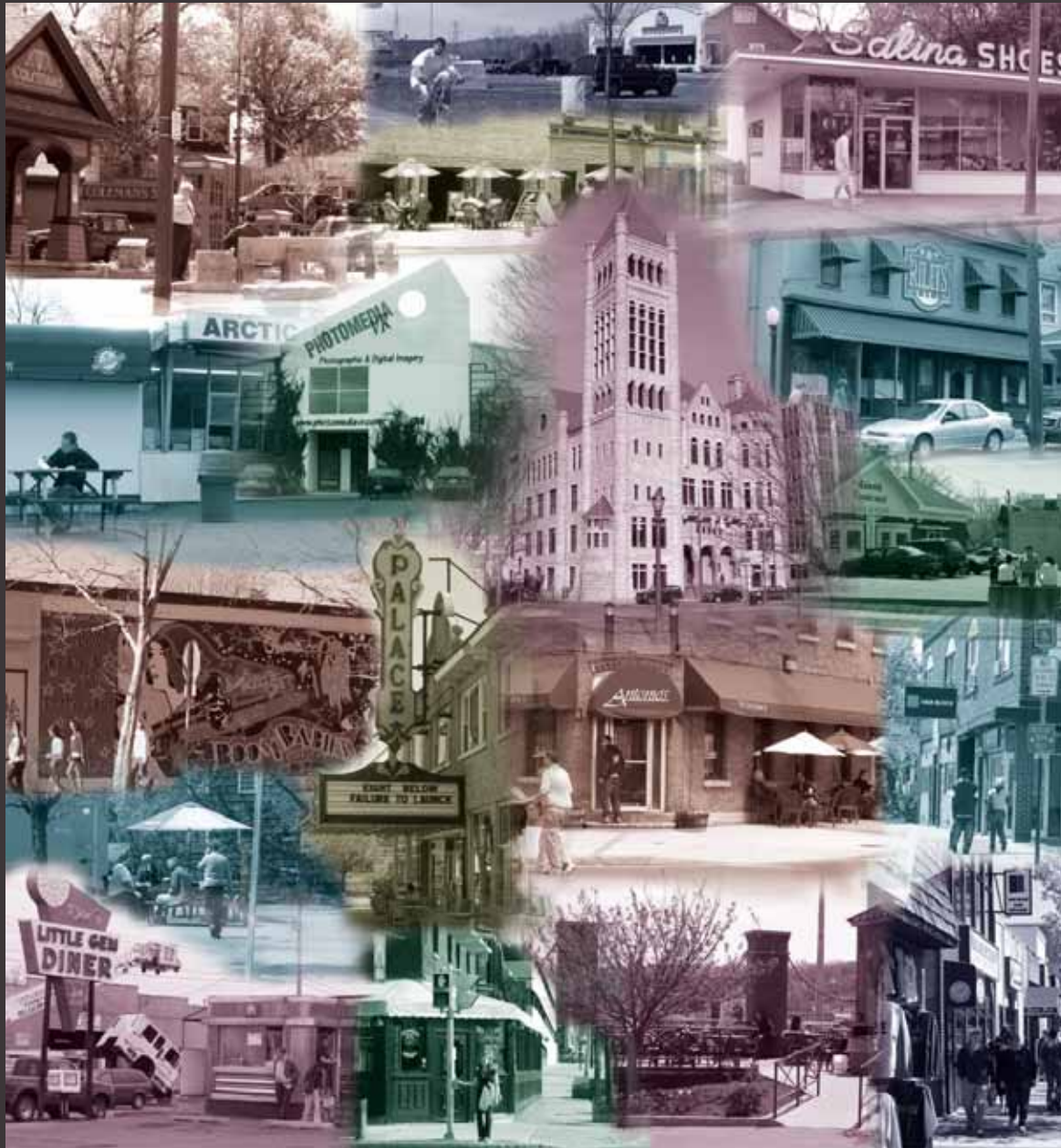
Courtesy of Shelley Kohan

SYRACUSE UNIVERSITY students (top, from left) Erin Wilson, Meghan Kohl, (bottom, from left) Shelley Kohan, Erica Fand and Lauren Kopach developed an idea for a business, Fresh Cut Florals. The idea netted them \$25,000 for first place in the Panasci Business Plan Competition at the Whitman School.

FRESH CUT, PAGE C-6



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