
Section Seven: Implementation Protocols



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New Town example - Mashpee Commons, Mass.

Several next steps” should be considered by the city and the SE Gateway CDC for the implementation of this Design Plan. We will make suggestions under this Section for various entities be they city leaders, local institutions, neighborhood CDC or the local neighborhood residents, merchants or businesses.

STEP ONE

<u>Task</u>	<u>Action</u>	<u>By</u>
■ Create Design Guidelines	hire consultant	the city
■ Adopt zoning overlay district	create legal text for overlay	the city
■ Pass Zoning legislation	Vote on district	the city common council
■ Obtain State funding support	Work with Senator Valesky	city / SE Gateway CDC
■ Create Gateway Business Resource Ctr	obtain Federal grant support	SE Gateway CDC

STEP TWO

<u>Task</u>	<u>Action</u>	<u>By</u>
■ Create RFP for developers	create text for the process	the SE Gateway CDC
■ Gain Control of key parcels	purchase or place easements on	the city/ SE Gate. CDC
■ Create program for new business	work with banks & city economic	the city

STEP THREE

<u>Task</u>	<u>Action</u>	<u>By</u>
■ Residential market campaign	hire PR consultant	the SE Gateway CDC
■ National retail chain campaign	hire PR consultant	the SE Gateway CDC
■ Create Local Merchant Assoc	form a group to incorporate	local merchants
■ Obtain grant from Restore NY	complete application	The SE Gateway CDC

Section Seven: Implementation Protocols

Step One Descriptions

Step One involves a series of tasks conceived to create the legal framework to enforce the Design Plan vision on future development. Without this framework the neighborhood would be subject to the whims of whatever a developer wished to pursue.

The key first task involves creating a set of Design Guidelines which would be adopted as a zoning overlay district by the City of Syracuse. The creation of the Guidelines needs to be done by a design professional familiar with form-based codes which would show graphically the potential outcomes of the development options. The City is the best entity to undertake the hiring of the consultant in order to make the most of the consultant services and allow for the basic work to be applicable to other neighborhoods in the City.

The next key task is the zoning language itself which is the legislation for amending the zoning which in turn for the adoption of the Design Guidelines that the City Planning Commission would need. These could be drafted by the Zoning Department of the City under the direction of Chuck Ladd.

The actual passage of the legislation must be done by the City Common Council after the public hearings by the City Planning Commission and the Council itself. This last step will complete the necessary tasks for the legal enforceability of the Design Plan along with the Design Guidelines.



Market in Chattanooga, TN

The creation of a Minority Business Resource Center (MBRC) using as a model the well-renowned Jamaica, Queens Business Resource Center is critical for the success overall Gateway Design Plan. Such a Center can help in the formulation of new small business enterprises from within the Community. This activity will help fill many of the new retail & office spaces which will

become available from the implementation and construction of the Gateway Design Plan. Funding for the creation of this Center is available from State and Federal sources, the same ones which Jamaica leaders utilized. The funding programs mentioned by Rev. Reed & Tim Marshall at the JBRC are grants from the U.S. Small Business Administration & U.S. Chamber of Commerce. The mission of such a Center would be to provide technical and financial assistance to new & established



Mashpee Commons, MA

businesses. Additional information is available on the Center's website www.jbrc.org.

Step Two Descriptions

This series of tasks has to do with an approach to get interest in the district from potential developers, retail stores and residential tenants for the proposed infill development.

The key task for this series involves the SE Gateway CDC and the city gaining control of additional parcels in the neighborhood in order to help advance the vision of the Design Plan. The advantages of the CDC being able to promote the vision plan by writing these into easements or other deed restrictions on the property they acquire is an obvious one.

The next task after gaining control over as many parcels as possible would be creating a "Request for Proposals" for developers to come into the neighborhood and build infill projects on those parcels.

Another important task is for the city to create an economic development program for start-up businesses by local residents of the neighborhood.

Step Three Descriptions

This series of tasks involves creating a marketing campaign for national retailers and a residential market. Hiring a Public Relations consultant experienced in creating such campaigns would be undertaken by the SE Gateway CDC.

Another important task for Step Three would be the formation of a local merchants association which would in turn assist the merchants in various ways from continuing education programs to joint advertising campaigns to compete with local shopping malls.

A new grant program announced by Governor Pataki on August 11th, 2006 called "Restore NY Initiative" is an excellent opportunity for the SE Gateway Community Development Corp to apply for additional funds for development and construction for implementing the Gateway Design Plan. The program is to be administered by the Empire State Development Corp (ESDC). More information is available on the state webpage of

www.empire.state.ny.us/restoreNY



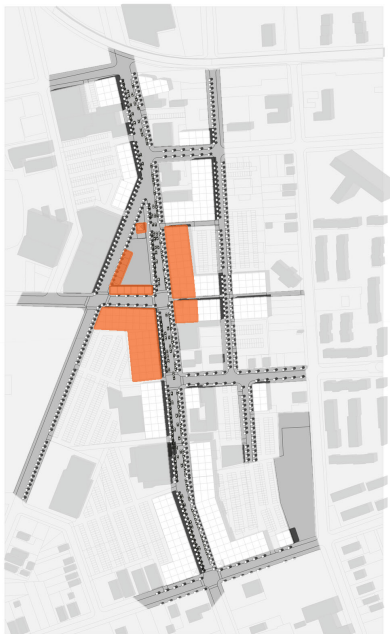
Mashpee Commons, MA - a new town

Section Eight: Incremental Development

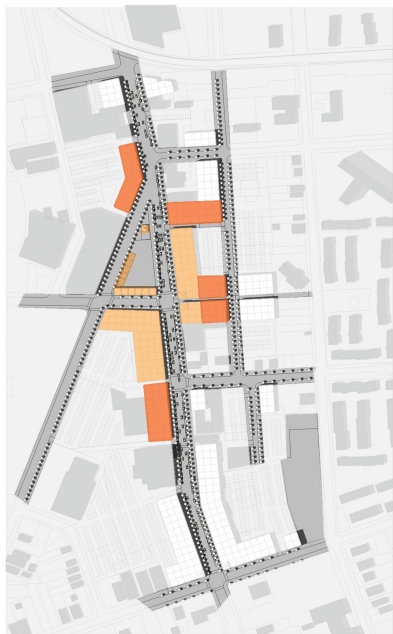


Section Eight :

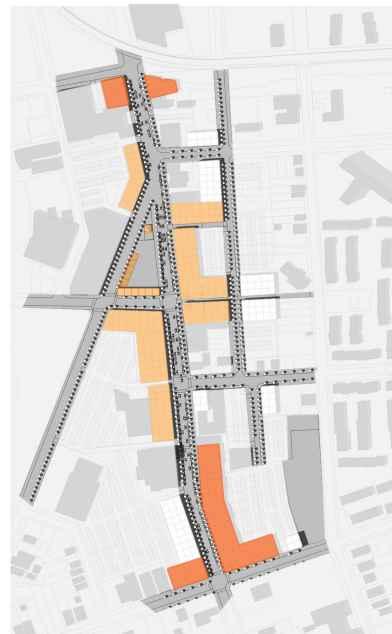
Incremental Development : Planning for a Neighborhood Center



Phase 1- The first step is to provide shops and services that are most desired and needed according to the shopping public. Single and mixed-use buildings would establish the center of the “public gathering place” and design character of the Gateway Neighborhood Center.



Phase 2- After the Neighborhood “center” buildings are established, the next growth phase should extend outward from the center of the community plaza and continue to build the street scape and surrounding mixed-use buildings.



Phase 3- Continuing outward from the center, single and mixed-use buildings of 2-3 story scale, would be added to form the north and south “entrances” to the Gateway Neighborhood Center. These end buildings would be designed to form prominent and memorable “gateway buildings”.

Illustration of Phased- Flexible Development Options (- each Phase shown in dark orange)

The proposed commercial development vision of this Design Plan can be advanced or sequenced in many ways. The space planning provides a variety of commercial sizes and store types to accommodate a diverse business environment. Building construction types and materials are permanent, yet economical in nature.

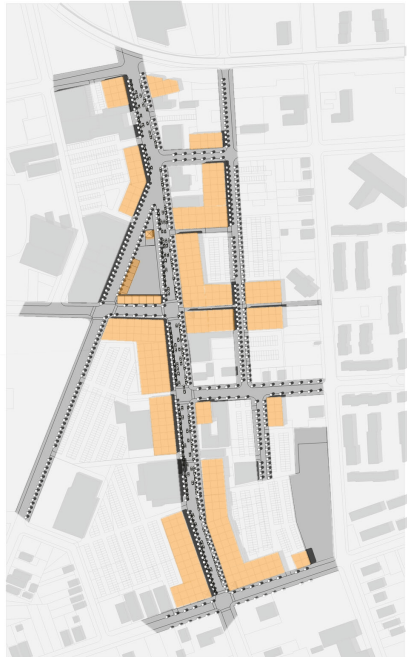
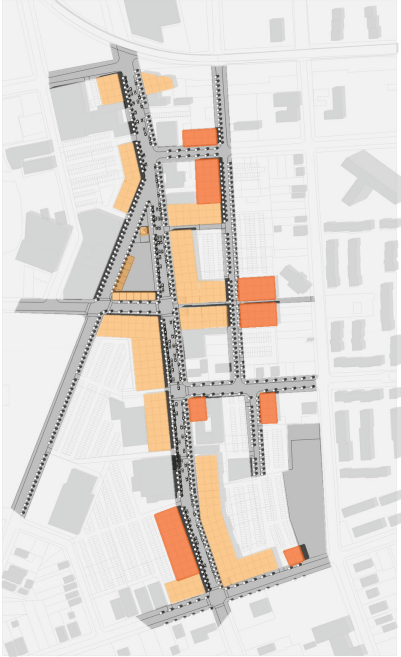
The building of this plan can respond to changing development need and methods.

Key Elements

- Establishment of development controls needed
- Build to the Design Plan
- Establish phasing priorities to achieve initial “Neighborhood Center” character to support final outcome
- Develop local ownership
- Support diversity in commercial businesses

Section Eight :

Incremental Development : Planning for a Neighborhood Center



Phase 4- After the development on South Salina Street is established, then additional building development would complete the "in-fill" of this "Main Street". Additional development would begin to increase the density of Montgomery Street, thus creating a secondary mixed-use street extending from Salina Street eastward to the existing neighborhood.

Completed Vision of the Design Plan



Design Vision - looking north along South Salina Street

Section Eight: Incremental Development

Proposed uses of Design Plan

Proposed development ideas were gathered from the Gateway business owners and stakeholders. New business and services were suggested on the basis of need and a vision for a pedestrian friendly neighborhood commercial district.

Kings Park Landing Neighborhood Commercial Center

Food Court Area with ethnic foods
Mexican Restaurant
Fish Fry Shop
BBQ Restaurant
Jamaican Restaurant
Chinese take-out Restaurant
Sea Food Restaurant
Middle Eastern Restaurant

Community Grocery Store
Hardware Store
Home Repair Store
Drug Store Chain

Appliance Store

City & County Community Service Center

Library Mini Branch

Post Office
UPS Store

Copy Center

Sports shop
Art Supply Store



Vision Design Plan for Mixed Use building

-A combination of lower level commercial space with residential units and office space above.

-Predominantly 2 and 3 story buildings with a limited number of 4 story units.

Restaurants
BarberShop
Beauty Salon
Movie Theater
Book Store

Bakery Shop

Churches and Banquet Halls
Ministers Residences
Ministry Center

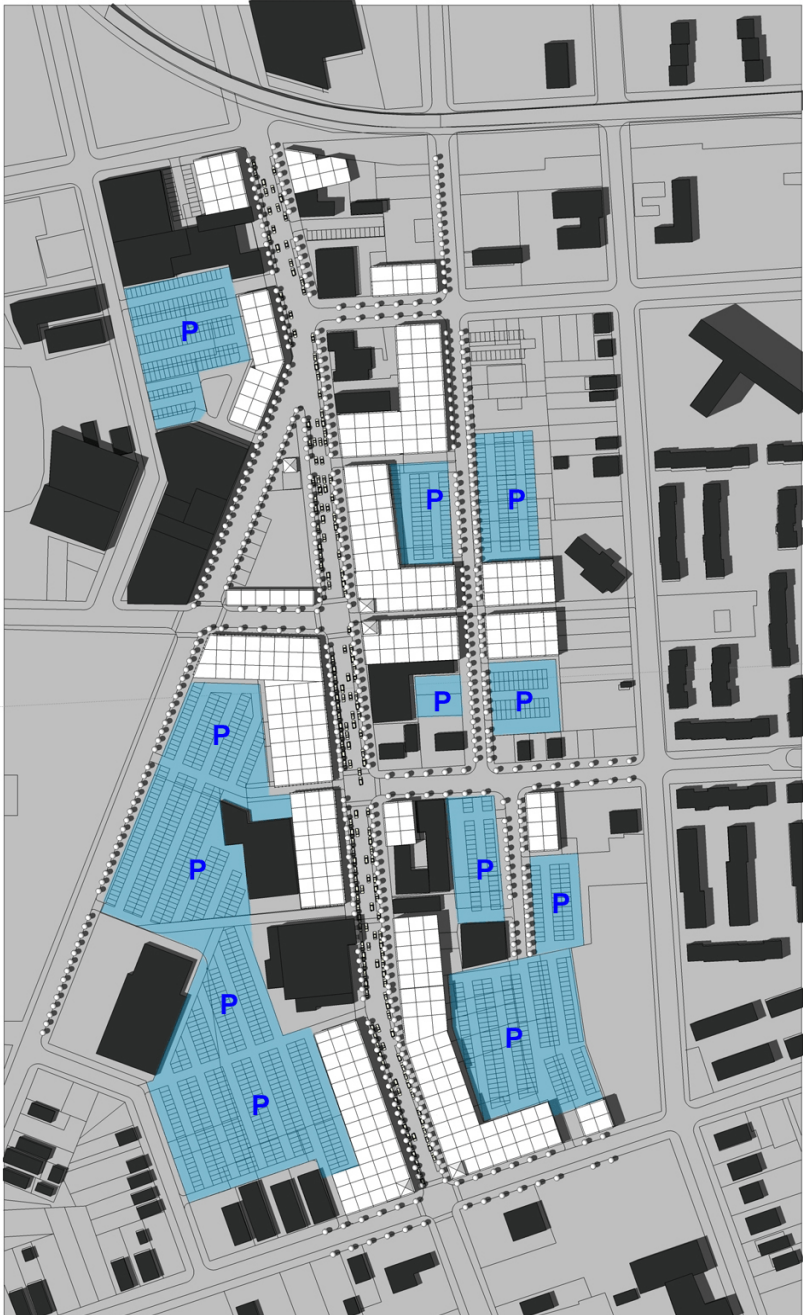
Jewelry Store
Audio / Electronic Store
Music Shop
Shoe Store
Hat Shop
Dry Cleaners
Taylor Shop
Clothing Stores

Child Care Center
Adult Care Center

Gas Station
Car Wash

Section Eight: Incremental Development

Design Plan



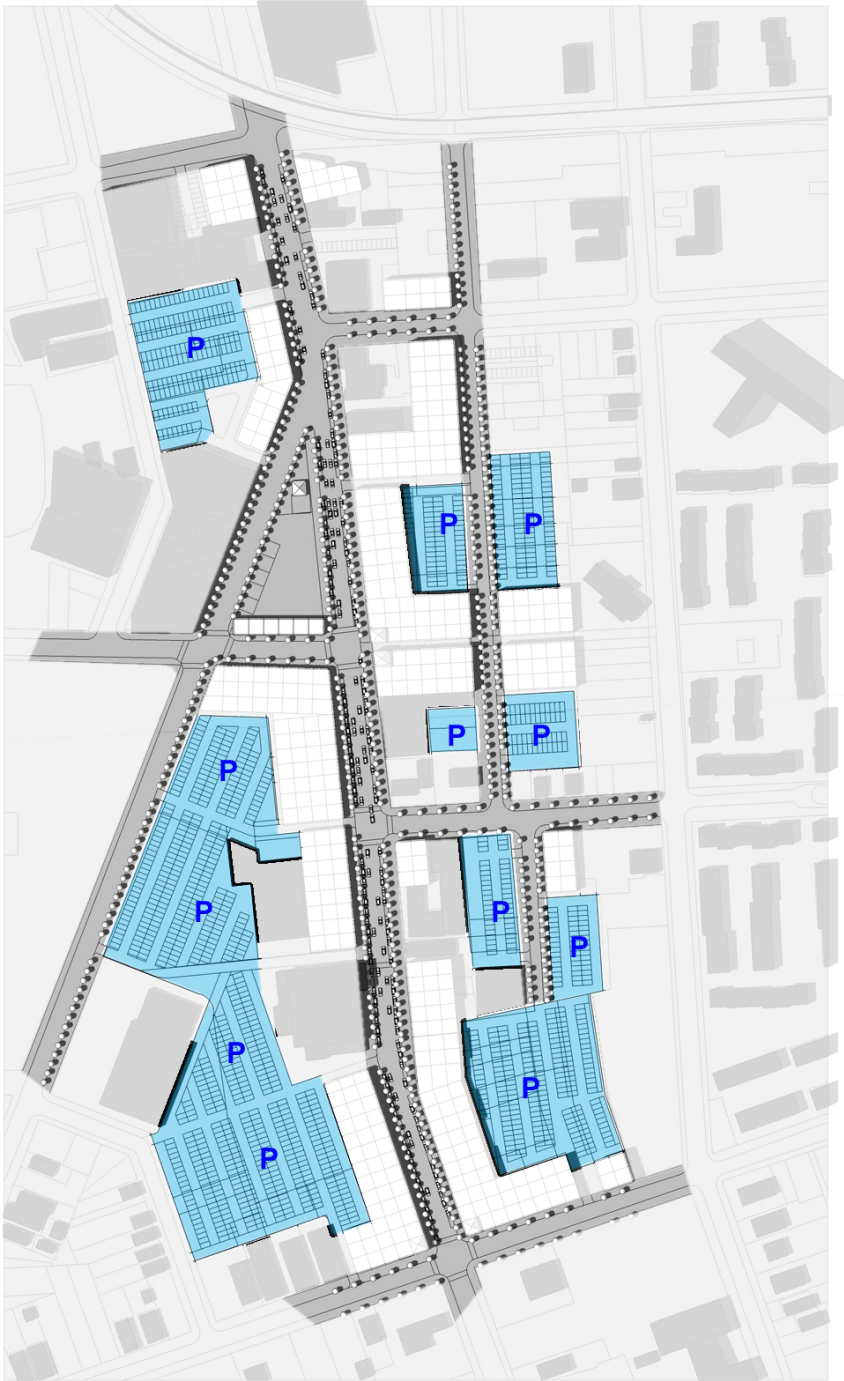
The new development of mixed-use commercial and residential space will reestablish the street as a pedestrian friendly shopping and living neighborhood center.

Parking lots should be easy to find and adjacent to the new commercial stores, shops and restaurants.

New buildings should be located on the street property line, and fill the full width of the site. This will recreate the South Salina streetscape, and provide for a safe neighborhood shopping center.

Section Eight: Incremental Development

Planning for Parking



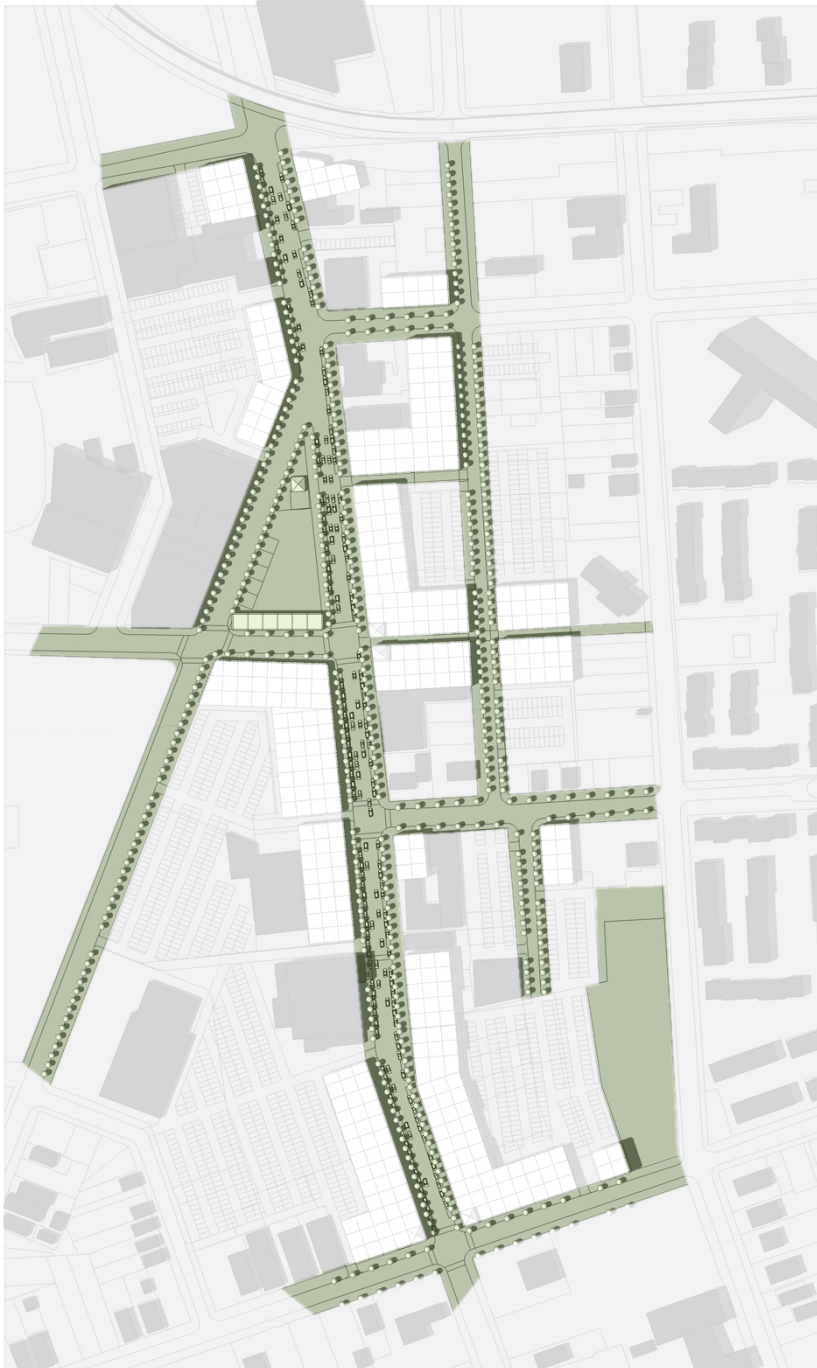
The parking master plan is based on providing adequate parking in a variety of locations and sizes to meet the variety of shopping and retail needs. A maximum number of metered parking spaces should be provided on both sides of Salina Street. Large parking lots would be located behind the commercial establishments, with entrances directly from these lots as well as from the Salina Street storefront. Good sidewalks should be provided at the edge of these lots, and lead to the main pedestrian streetscape including shade trees, light poles, benches and other street furniture.

Parking lots should be consolidated and shared, similar to suburban mall parking lots, to provide easy parking access for all the businesses in the Gateway Commercial Neighborhood.

As parking demands increase, certain lots would expand their capacity by building parking garages in these same locations.

Section Eight: Incremental Development

Streetscape & Green Space



The character of a rejuvenated South Salina Street will feel like a typical “Main Street”, with tree lined streets, light poles, brick and concrete sidewalks, and benches, with tables and chairs for outside dining in warm weather.

The streets will provide a pedestrian friendly environment, with bright storefronts and signs. Sidewalks will link the shopping district to the residential neighborhoods which surround this central area.

A multi-use central “plaza” is provided at the center of this commercial district. Daily markets and flea markets can set up temporary sales booths on this brick plaza. Music & Jazz Festivals can set up at the central pavilion. The food court cafe’s along Tallman Street can open the back of their restaurants to the plaza for summer dining and listening.

Streets and sidewalks are sized to carry the primary and secondary traffic needed through the area.

Emphasis should be given to the sidewalks as many residents will be walking to this area, rather than driving. Some pedestrian-only walks provide access between adjacent streets.