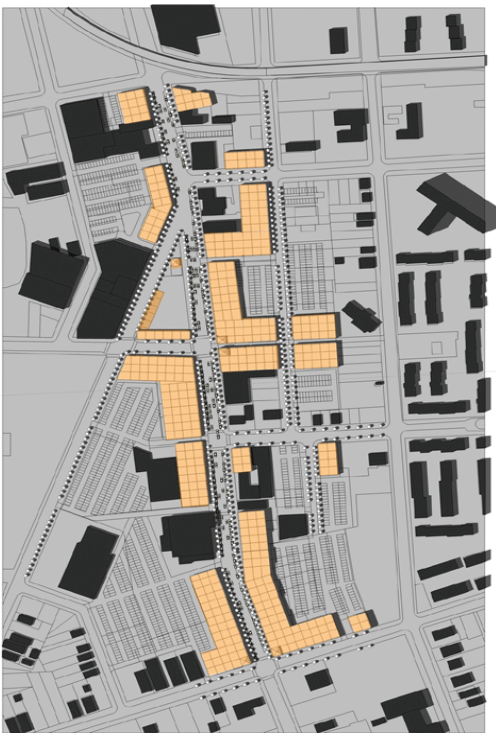


South East GATEWAY Neighborhood Design Plan Summer 2006



City of Syracuse
Mayor Matthew J. Driscoll

City of Syracuse Common Council

City of Syracuse Department of Economic
Development

City of Syracuse Department of Community
Development

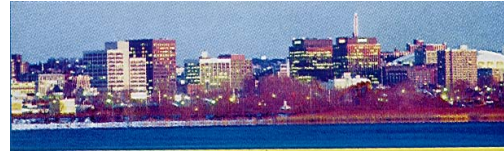
SE Gateway CDC

Prepared by
Urban Design Center of
Syracuse, Inc.

December 2006

Mr. Mike Atkins
SE Gateway Development Corp.
Syracuse, New York, 13202

Re: SE Gateway Project
Design Plan Report



URBAN DESIGN CENTER, INC.

c/o Architects Resource Center, Store #11
109 Warren St, Syracuse, New York, 13202

Dear Mr. Atkins:

The UDC is pleased to present this Design Plan Report for the SE Gateway Neighborhood. This vision for a revitalized Gateway Neighborhood proposes a mix-use commercial center, and includes development strategies & design recommendations, based in part, on data from the concurrent MetroEDGE Report of July 2005.

This Urban Design Center team of planning professionals has worked on this Gateway Design Vision Plan, initiated in 2004, at the invitation of you and the Metropolitan Development Association. The many contributors who have assisted in this plan are listed on the Acknowledgements page at the front of the Design Plan report.

This Design Plan contains many drawings, illustrations and development suggestions with proposed commercial types and program uses, with square foot areas and probable construction cost estimates for the build-out phasing options I, II, III and IV, as illustrated here.

We recommend this Design Plan be advanced for inclusion into the Syracuse Comprehensive Plan as soon as is practical. This is a critical initial step in the planning process. An implementation chart is also included listing the tasks and actions needed to advance this vision plan. Many of these steps include action items by various city departments. You will also find in the appendices some examples of what we suggest for "Form Based" design guidelines, a sample RFP to potential developers, so that a coalition of public-private entities can control development, in order to ensure conformance with this Design Plan and the future design guidelines yet to be developed.

The Urban Design Center will be available to assist your group in the next steps as you move into the implementation phase of the planning for the SE Gateway Neighborhood.

We look forward to working with you and the entire Development Committee in the coming months as the city begins the adoption process.

Sincerely,

Dean A. Biancavilla, AIA, LEED AP
Director
Urban Design Center, Inc.

Robert M. Haley, Jr., AIA, LEED AP
Co Director
Urban Design Center, Inc.

The Urban Design Center, Inc. is a non-profit 501(c)(3) organization created with participation from the American Institute of Architects/Central NY Chapter; the Syracuse University School of Architecture, the SUNY-ESF School of Landscape Architecture, the American Society of Landscape Architects/Upstate Chapter and the Downtown Committee of Syracuse, Inc.

Acknowledgments

SE Gateway Community Development Corporation

Mike Atkins, Petty McClaine, David Rufus

Syracuse Department of Community Development

Fernando Ortiz, Commissioner; Michele Mike, SNI Coordinator
Tom Johnson; Kevin Kosakowski

Syracuse Department of Economic Development

David Michel, Commissioner; Marlene Bryant

Syracuse Common Council

Councilor Van Robinson, Councilor Seals

SUNY College of Environmental Science & Forestry

Professor Emmanuel Carter, Heather Carrington, Paul Salvatore Mercurio

Metropolitan Development Association

Irwin Davis, President; Tom Blanchard, Peter Arsenault

The Community Builders, Inc.

Project Feasibility Study for Gateway 2000

South Side Homeowners Association

Kitty Rice, Charles Pierce

Southwest Business Resource Center

Walter Dixie, Fay Greene

Syracuse Chamber of Commerce

Carol Hill

Department of Housing and Urban Development

Amatullah Yamini, Syracuse Branch Office

Metro Edge, Inc. [Chicago, IL.]

Helen Dunlap, Cynthia Luna

Urban Design Center of Syracuse, Inc.

Robert M. Haley, AIA, LEED AP; Dean A. Biancavilla, AIA, LEED AP; Jun Shin, Assoc. AIA, and Pete Auyer, from Appel Osborne, Landscape Architects.

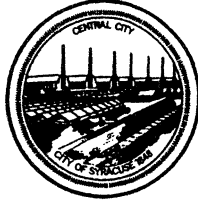
Local business owners

Chuck DeWoff, Tir-Kolor Printing; John Lumia, Coastel Tools; Tony Brown, Custom Alarms; Chey Wel Xig, New Long Chey; Emmanuel Henderson, J.H.P. Industrial Supply; Jim Bright, Dunk & Bright Furniture; Florece Cannon, Cannon's Lounge; Ozell Jones, Kal Real Estate; Cheres Torrence, 7 Styles Convenience Store; Leroy Smithwick, 99¢ & More; Brighton Pizzeria Fish & Deli; Warren Frank, Custom Alarms; Kenel Antoine, Architect; Charles Garland, Garland Brothers Funeral Home.

TABLE OF CONTENTS

4	Foreword by Common Councilor Van Robinson; Press Conference remarks Mayor Driscoll and NYS Senator David Valesky
13	Section One Introduction & Goals of the Design Plan
15	Section Two Community Design Charrette of 1999 & Workshop of 2004
21	Section Three Development Needs from Metro Edge & the Gateway 2000 Report
31	Section Four Physical Context
39	Section Five Development Model
46	Section Six Design Plan Illustrations & Vision
56	Section Seven Implementation Protocols
59	Section Eight Incremental Development
66	Section Nine Estimate Projections
70	Appendices Appendix A - Main Street Guidelines & Drugstore Guidelines from National Trust for Historic Preservation Appendix B - Smart Code Version 6 from Duany Plater-Zyberk & Associates Appendix C - Developer RFP sample from City of Providence, RI Appendix D - American Institute of Architects & 10 Principals of Livable Communities Appendix E - Sears Rehabilitation

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CITY OF SYRACUSE COMMON COUNCIL

VAN B. ROBINSON
Councilor-at-Large

INTRODUCTION

The evolution of Syracuse in two hundred years from a rustic crossroads hamlet to the modern city we know today was not a smooth, easy or uncomplicated journey. From frontier settlement, to Village, to fourth largest city in the state took the talent, vision, steadfastness and sacrifice of countless individuals and groups.

Syracuse continues to evolve; the metamorphosis of Syracuse is continual. This document proves it. This document demonstrates there are optimistic visionaries who see the recent loss of population and loss of major employers as an opportunity for the birthing of a new Syracuse. A Syracuse that successfully combines it's historical past with the present and the future.

I therefore, congratulate the dedicated, persevering and committed persons whose contributions help make this document illustrating the renaissance of South Salina Street a rousing success.

Van B. Robinson



Office of the Mayor

Matthew J. Driscoll, Mayor

Media Advisory

FOR IMMEDIATE RELEASE
June 27, 2006

CONTACT: Media Center
Sheri Owens (315) 448-8005

Southeast Gateway Community Development Corporation Highlights New Projects on Southside

Urban Design Center of Syracuse to unveil Draft Design Plan for Southeast Commercial Center

Syracuse, NY – Mayor Matthew J. Driscoll will join with Senator Dave Valesky; Petty McClain, Executive Director and Mike Atkins, Chair of the Economic Development Committee, of the Southeast Gateway Community Development Corporation; Darlene Kerr, President of the Greater Syracuse Chamber of Commerce; Robert M. Haley and Dean A. Biancavilla from the American Institute of Architects; Dr. Craig Watters, Managing Director of the Falcone Center for Entrepreneurship to discuss new projects as well as updates on current projects on the Southside on June 28, 2006 at 10:00 AM at the Greater Syracuse Chamber of Commerce located at 572 S. Salina Street in Syracuse, New York.

The Urban Design Center of Syracuse will present its draft Design Plan for the Southeast Gateway neighborhood Commercial Center. This Design Plan will present a vision for future development along the South Salina Street Corridor utilizing information from the MetroEdge Study.

Mayor Driscoll will present highlights of the MetroEdge Study. This market analysis report was commissioned by NeighborWorks America to determine the potential for retail development in the South Salina Trade Area of Syracuse. The study was conducted by the MetroEdge Corporation, formerly a subsidiary of Shorebank Corporation and now a subsidiary of the Local Initiatives Support Corporation (LISC).

Dr. Craig Watters will present updates on the Southside Connect Project and the Southside Innovation Center. He will be followed by Petty McClain and Mike Atkins who will discuss the Southeast Gateway Task Force trip to Harlem this summer.

Offering closing remarks will be Senator Dave Valesky who will comment on the economic initiatives underway.

A meeting will follow the press conference to discuss these projects in detail and is open to the public.

###

Event: New Projects on Southside Highlighted
Place: Greater Syracuse Chamber of Commerce
Time: 10:00 AM
Date: Wednesday, June 28, 2006

203 City Hall – Syracuse, N.Y. 13202-1473 – (315) 448-8005 – Fax: 448-8067

**Southside Initiatives Press Conference
AGENDA**

Wednesday, June 28, 2006 at 10:00 a.m.

Chamber of Commerce Conference Room

(Audience will include Community Members, Southside Organizations and Southside area Ministers)

- I. Welcome/introduction: **Darlene Kerr**, President, Greater Syracuse Chamber of Commerce
- II. Remarks: **Mayor Matthew J. Driscoll**
MetroEdge Study
- III. Remarks: **Robert M. Haley**, American Institute of Architects
Dean A. Biancavilla, American Institute of Architects
Urban Design Center of Syracuse Draft Design
Plan for the SE Gateway Neighborhood
Commercial Center
- IV. Remarks: **Dr. Craig Watters**, Managing Director,
Falcone Center for Entrepreneurship
Southside Connect Project
Southside Innovation Center (SSIC)
- V. Remarks: **Petty McClain**, Executive Director, Southeast
Gateway Development Corporation Center (SSIC)
- VI. Remarks: **Mike Atkins**, Chair, Economic Development
Committee Southeast Gateway Community
Development Corporation
Southeast Gateway Task Force
- VII. Closing Remarks: **Senator Dave Valesky**



Office of the Mayor

Matthew J. Driscoll, Mayor

Remarks made by Mayor Matthew J. Driscoll

South Side Economic Development Press Conference

Chamber of Commerce

June 28, 2006

Good Morning. I'm happy to join Sen. Valesky and everyone gathered here to discuss the economic development projects being undertaken in the South Salina Trade Area.

I'd like to thank Councilor Van Robinson and Mike Atkins for guiding this project since the first analyses were done in 1999. I'd also like to thank Darlene Kerr of the Chamber of Commerce, Robert Haley and Dean Biancavilla of the American Institute of Architects, Craig Watters of the Falcone Center and Joseph Dickson of the Southside Innovation Center for their continued support of this project.

Last year, NeighborWorks America commissioned a market analysis study to determine the potential for retail development in the South Salina Trade Area. The study, conducted by MetroEdge proved what we already suspected, that the area holds great promise for retail development. As you can see by these boards, a number of factors contribute to this potential, including the area's population density which gives it 10 times more buying power per square mile compared to Onondaga County and the fact that the number of median income households is rising.

However, "retail float" out of the area is perhaps the best indicator of the potential for retail development. Approximately \$43 million dollars leaves the South Salina trade area every year because goods and services are not available locally. For example, the area experiences over 8 million dollars in "retail float" associated with food stores alone. Also, the lack of department stores, drug stores and automotive and home supply stores accounts for an addition 10.7 million dollars in retail float annually.

"Retail float" affects neighborhoods not only economically but socially as well.

When residents make purchases outside their neighborhood, the resulting economic drain leads to disinvestment, increased unemployment and their accompanying social issues. When businesses are present, the overall economy of the neighborhood is proportionally increased and the neighborhoods also benefit from the creation and expansion of secondary businesses that develop. This increased development helps create new wealth for neighborhood residents, housing stock improves and more housing options are offered eventually the overall well being of the neighborhood is dramatically improved and a sustainable sense of place and economic vitality results.

Now I'd like to turn the program over to Robert Haley and Dean Biancavilla from AIA's Urban Design Center who will unveil the plans for the Southeast Gateway Neighborhood Center.

Introductory comments: New Southside Projects
For the Southeast Gateway Community Development Corporation
Wednesday, June 28th 10am, at the Chamber of Commerce

Re: Draft Design Plan for the Gateway Commercial Neighborhood Plan

By: Dean Biancavilla, AIA and Robert Haley AIA
Urban Design Center of Syracuse

1. Bob (or Dean)

The Urban Design Center, advocating for the key role of Planning and Design Professionals in forming a sustainable and enjoyable community, is pleased to be presenting here today a Design Plan and Vision for a rejuvenated Southeast Gateway Neighborhood Commercial Center on South Salina Street.

This Design Plan is based on the recent MetroEdge economic market analysis, and proposes a plan to provide new commercial and retail business space to meet the market needs of the surrounding residential neighborhoods. These economic findings will be a springboard for redevelopment of this underutilized area in the midst of our City.

2. Dean (or Bob)

We have enjoyed working with the Gateway community, City leaders and with the SU and ESF Architecture and Landscape Architecture students and faculty, on different planning projects over the past 6 years. Many of the sound and creative ideas from those studies are included in this Design Plan.

Utilizing tested Urban Design planning principles from successful cities such as Portland Oregon and Chattanooga Tennessee, the UDC Gateway Design Plan envisions a traditional urban neighborhood, like Armory Square and Little Italy on the North side. There will be a variety of shops, stores businesses and restaurants at street level, with mixed-use residential and office space on the 2nd and 3rd floors above. This can become a place to be proud of.

(extra thoughts)

This Design Plan will need the cooperation and involvement of the entire Gateway community to create a workable for this development.

Over that same period the UDC has worked with community and neighborhood groups, in this City and in other communities throughout the state to create design plans to meet their short and long term goals.