THE SOUTH WEST GATEWAY

A THRIVING COMMUNITY RISING TO NEW POSSIBILITIES

City of Syracuse | Mayor Ben Walsh

Downtown Revitalization Initiative Application
Submitted to the Central New York Regional Economic Development Council

15 September 2021
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</tbody>
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September 15, 2021

Mr. James Fayle, Regional Director
CNY Regional Economic Development Council
Syracuse Regional Office
620 Erie Blvd. West
Syracuse, NY 13204

Dear Mr. Fayle:

The City of Syracuse enthusiastically submits this application for the New York State 2021 Downtown Revitalization Initiative (DRI) to the CNY Regional Economic Development Council.

I am proud of the vision and strategies for economic growth within the Southwest Gateway District put forth in our application. This important area, which includes the W. Onondaga St. and South Ave. commercial corridors as its anchor, connects our core business districts and the more residential neighborhoods in the south and west of our City. Recent investment in and near the Southwest Gateway makes it ripe for revitalization—extending the density, walkability, amenities, and quality of life experienced today in our urban core.

The resilience and optimism of the businesses and residents that call this district home is evident in the level of their engagement and collaboration with the City to develop this application—a process that started a few years ago with a study of our business corridors and “kitchen table talks” with community members. By the end of 2019, the City launched our Resurgent Neighborhoods Initiative, with the Southwest Gateway District as one of our focal points. We stood up a steering committee and working group in 2020 to prepare for the DRI process, and then COVID-19 changed the game for all of us. Still, our downtown community partners worked with us virtually in 2020 and 2021 to help us craft this vision for the Southwest Gateway District: A Thriving Community, Rising to New Possibilities.

I value Governor Hochul for her leadership and partnership on so many economic initiatives and projects in Syracuse and our region, several of which are in or near the Southwest Gateway. I commend our State leadership for doubling the DRI investment this year, enabling our region to advance awards for two CNY communities. I thank the Syracuse Common Council for their support for this application. I strongly believe that our proposal presents a clear vision and, importantly, a realistic path to achieve the goals of the DRI.

Very sincerely,

Ben Walsh, Mayor
BASIC INFORMATION

REDC Region: Central New York

Municipality Name: Syracuse

Downtown Name: Southwest Gateway

County Name: Onondaga

Applicant Contact(s)
Michael Collins, Commissioner
Dept. of Neighborhood + Business Development

Eric Ennis, Director of Business Development

Applicant E-mail(s)
MCollins@syrgov.net
EEnnis@syrgov.net
VISION STATEMENT

The Southwest Gateway will be a **growing** downtown community **more seamlessly connected** with Armory Square—extending vibrant density to the south and west—by improving **real estate utilization**, adding **affordable housing**, and enhancing **public infrastructure / green spaces**.

To achieve this vision, the City and the Southwest Gateway community partners will employ the following strategies:

- **Redevelop properties** to maximize utilization of vacant or outdated structures and create additional commercial activity throughout the Gateway

- **Improve public spaces and right-of-way** along business corridors to improve the area’s attractiveness and provide additional quality of life amenities for residents, employees, patrons, and visitors

- **Invest in small “mom and pop” businesses** that are eager to upgrade their buildings/façades and contribute to the vibrancy of the district (*but who may not have large development projects*)

- **Develop and execute a marketing plan** for the Southwest Gateway that utilizes public art, signage, and digital/social media to engage new investors/businesses, potential residents, and visitors
JUSTIFICATION

The Southwest Gateway district is on the verge of a catalytic transformation, with more than $419 million in projects recently completed or underway, and $82 million in proposed projects within its boundaries. Infusing $10 million of DRI investment in this area will:

- Accelerate economic growth inside the district and reinforce investments just outside of the area;
- Enhance and reinforce the safety, walkability, and quality of life in an expanded downtown area, drawing in consumers, visitors, and investors from both the central business district (CBD) and the more residential neighborhoods to the south and west;
- Create affordable housing and amenities for a growing workforce to meet the needs for new jobs created in and just outside of this district; and
- Facilitate redevelopment with an aim toward sustainability and green standards.

Defining Characteristics of the Southwest Gateway

Anchored by South Avenue and West Onondaga Street business corridors, this downtown area serves as an extension of the CBD, with the following characteristics:

**Size & density:** The Southwest Gateway is approximately .31 square miles in total area, and about a 15 minute walk from end to opposite end of the district. There are more than 13,000 current residents from diverse backgrounds within these borders. Critical services and amenities within the Gateway include a full-sale grocery store, pharmacy, cafés and eateries, healthcare services, and retail. Major employers are also located within these boundaries, including Upstate Farms Dairy Company, G.C. Hanford Pharmaceuticals, and Tompkins USA. Within the DRI target area, an estimated 51% percent of households do not have access to a personal vehicle, and therefore other modes of transportation including Centro Bus Service and the City’s SYNC Bike Share Program play an integral role in connecting people to the CBD and the rest of the CNY region. The existence of these modes within the Southwest Gateway make it easy for more people to access the area from other parts of the City and region too.

**Gateway to city’s & region’s economic hub.** The Southwest Gateway is situated just south of Syracuse’s CBD, connecting the urban core to more residential neighborhoods including the Southside, Strathmore, and Westside. More than 29,000 employees are based in the CBD, while the Southwest Gateway serves as an important commuter corridor particularly for City neighborhoods including Elmwood, Strathmore, and Winkworth; as well as suburban towns and villages including Onondaga Hill, Marcellus, and Skaneateles. In total,
an estimated 9,163 vehicles travel through the Southwest Gateway each day, according to Average Annual Daily Traffic (AADT) counts. When also considering the close proximity and walkability to Downtown Syracuse, the Southwest Gateway is strategically placed to absorb existing and future demand for commercial and residential real estate, especially considering lower real estate costs within the Gateway as compared to the CBD.

**Historic Identity & Key Landmarks:** This district is also an historic place, with the vestiges of once splendid mansions along West Onondaga St. that harken back to the riches of the past and challenge us to reimagine this downtown for future prosperity that is more inclusive and sustainable.

The West Onondaga Corridor was once home to some of Syracuse’s wealthiest families, with several historic mansions remain intact and are well-poised for new investment opportunities. Over the years many of these structures have already been converted into not for profit offices, funereral homes, or multi-family housing. These iconic proeprties tell the story of Syracuse’s past, while their restoration is a testament to the ongoing revitalization within the Southwest Gateway. DRI presents an opportunity to activate several historic structures that remain vacant and abandoned, but hold the potential to spur additional reinvestment.

**Economic Challenges & Concentrated Poverty:** Despite a rich history and recent investments, the gateway area is in dire need of more targeted investment to create opportunities for inclusive economic growth. Recent economic analysis of this area, which includes parts of census tracts 39, 40, 42 and 52, indicate that there are high levels of concentrated poverty in and around the Southwest Gateway. Data also indicates that our target area has continued to suffer from consistent population decline over the last 20 years, exacerbated by a lack of high quality affordable housing options. This is in sharp contrast to other growing neighborhoods within the City, including Armory Square and the CBD to the north, which has seen a boom in residential and commercial development in the past 10 years.

For the first time in decades, the City of Syracuse grew in population at a rate of 2.4% from 2010-2020. For the growth of Syracuse to be inclusive and sustained, strategic and equitable measures need to be taken to invest in areas of the City like the Southwest Gateway area.

“It’s a growing place, a welcoming place, a challenged place—ready to grow. Fifty years of disinvestment followed by ten years of rebuilding have brought us to a point of great opportunity.”

*Ed Griffin Nolan, Owner*
*The Art of Message/Spa at 500*
Readiness for DRI Investment

Within and just outside the Southwest Gateway district, there has been a total investment of $419 million in projects recently completed or underway, and $82 million in projects that are in the pipeline for completion in the next 2-3 years. Over the past several years, the area has received significant infrastructure, real estate and transportation improvements, dramatically changing the outlook on the once forgotten area. The Southwest Gateway is already experiencing a transformation.

Real estate projects in the pipeline for the Southwest Gateway include new affordable housing, personal services, restaurants, retail, commercial office space, hotel and event space, and a workforce training center. Project sponsors, investors, and community partners have been developing plans, securing resources, and are committed to the completion of these projects in the next 2-3 years. Letters of support from these critical partners are included in the “Other” section of our proposal, starting on page 41.

A DRI investment in the Southwest Gateway will serve as a catalyst for economic prosperity in key ways, including:

- New business attraction, with the anticipated creation of both construction and permanent jobs, as well as new facilities for workforce training, will help lift residents out of poverty.

- The development of an estimated 75 quality affordable housing units, which will complement the City’s current blight busting policies and infill housing initiatives, will decrease residential vacancy and increase density, adding to overall economic activity and the tax base.

- Critical streetscape and infrastructure improvements, including new trees/canopy, bike infrastructure, decorative and wayfinding signage, digital infrastructure and free public wifi, and other amenities to increase pedestrian, bike and bus traffic to and through the area and encourage additional private investment in existing businesses/real estate.

- Use of public art and marketing to effectively draw visitors from around the city and region, better utilize community spaces such as the Creekwalk and Spirit of Jubilee Park, and showcase the vast artistic talents of the Syracuse community in this district.

In addition to the specific projects that are in the pipeline for the Southwest Gateway district, there are also several additional properties, including vacant and/or city-owned parcels that are available for redevelopment within this district. A DRI investment in the Southwest Gateway will help catalyze the planning and redevelopment for these parcels, further expanding investment in this downtown area.
SOUTHWEST GATEWAY
DOWNTOWN IDENTIFICATION

A thriving community...

Rising to new possibilities.
The Southwest Gateway establishes a *nexus between the economically vibrant Syracuse central business district & underinvested neighborhoods and legacy commercial corridors to the South and West*. The target area (depicted in the map on page 9) includes the southern portion of Downtown Syracuse, extending south and west to include the W. Onondaga St. and South Ave. business corridors. The area extends south along S. Clinton St. and Cortland Ave. The eastern most boundary is the intersection of W. Onondaga St. and Tallman St., with the district extending from Tallman along South Ave to W. Martin Luther King Blvd. *With recent and current investments in and just outside of this district, the Southwest Gateway is poised for new growth and inclusive economic development.*

The Southwest Gateway DRI Target Area is comprised of an urban, walkable portion of the City of Syracuse, with historic character, anchored by neighborhood business corridors including W. Onondaga St. and South Ave. that serve the surrounding residential neighborhoods.

Beginning at the southern end of Downtown Syracuse, the Southwest Gateway has begun to experience a revitalization—including projects such as the Marriott Syracuse Downtown, the recently completed Salt City Market, and several other mixed-use projects adjacent to these sites. These projects have brought new investment and created vibrancy at the southern end of Armory Square, which was previously surrounded by vacant buildings and an underutilized 2-acre parking lot.

The City of Syracuse has recently recognized the importance of neighborhood business corridors including W. Onondaga St. and South Ave. as critical drivers of neighborhood vibrancy and inclusive economic growth. In 2020, the City launched the Resurgent Neighborhoods Initiative (RNI), which targets 10 commercial business corridors including W. Onondaga St. and South Ave., along with nearby residential blocks that are currently challenged with vacancy and blight, in order to prioritize these areas for City investment in streetscapes, small businesses, and infill housing. These corridors were targeted based on an extensive business corridor planning study and community engagement. Our process and research findings directly contributed to the selection of the Southwest Gateway for our proposed DRI boundaries.

In total, the Southwest Gateway DRI Target Area consists of approximately 80 commercial and industrial parcels, but also contains more than 220 parcels of vacant land. The target area also complements already-established boundaries for Federal development resources and incentives, including the US Department of Housing and Urban Development (HUD) *Neighborhood Revitalization Strategy Area (NRSA)* and *Federal Opportunity Zone* (shown overlaid on the map on page 11). By working together with neighborhood stakeholders and investment partners, our development efforts will result in a more vibrant, attractive, and sustainable and benefit the entire City of Syracuse and Central New York Region.

“Location. Location. Location. The DRI target area is close to Downtown, University Hill, hospitals, and can easily connect to I-690 and I-81.”

Maarten Jacobs, Director of Community Prosperity Allyn Family Foundation
In and near the Southwest Gateway, more than $419 million of past and current investments have been made since 2015, including projects that have received funding and incentives from New York State through the Consolidated Funding Application process. An additional $82 million in planned projects are currently in the pipeline for the Southwest Gateway to create a vibrant, expanded downtown in this important district.

The City, and our community and private sector development partners, have undertaken these projects consistent with the strategies set out in our Comprehensive Plan 2040, which includes our Land Use and Development Plan, Sustainability Plan, Historic Preservation Plan, Syracuse Bicycle Plan, and Public Art Plan. In addition, in 2017-2019 the City engaged community partners to develop a comprehensive market study of our 10 primary business corridors, with the support of Camoin Associates. South Ave., West Onondaga St., and the central business district were all evaluated as part of the business corridor analysis—and the recommendations for corridor redevelopment are reflected in the planned investments for the Southwest Gateway.

**Past Investments, including CFA Supported Projects**

The following table summarizes the past investments in and near the target DRI area (within 2 blocks). Project numbers align to the map on page 13.

<table>
<thead>
<tr>
<th>#</th>
<th>Past / Current Investment (since 2015)</th>
<th>Project Cost</th>
<th>In Southwest Gateway</th>
<th>1-2 Blocks from Gateway</th>
<th>NYS / CFA Project (SIDA, SEDCO)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Landmark Theatre Capital Improvements - Replace the marquis and seats within historic performing arts venue.</td>
<td>$2,450,000</td>
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<td>● ● ●</td>
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<td>2</td>
<td>Acropolis Center – Renovations at 115 E. Jefferson St including ground level retail and renovation of approximately 48,000 sq. feet of office space.</td>
<td>$6,000,000</td>
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<td>● ● ●</td>
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<td>3</td>
<td>415 S. Clinton – Adaptive reuse of vacant building including office and housing units.</td>
<td>$2,590,000</td>
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<td>● ● ●</td>
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<tr>
<td>4</td>
<td>Dey’s Plaza Phase II - Renovations for additional residential units and capital upgrades expanding upon original $14M investment.</td>
<td>$2,800,000</td>
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<td>●</td>
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<tr>
<td>5</td>
<td>Museum of Science &amp; Technology (MOST)– Interior renovations to STEM museum/event space including addition of state-of-the-art planetarium.</td>
<td>$3,500,000</td>
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<tr>
<td>6</td>
<td>City Center – Redevelopment of 400 S. Salina St. to include 170,000 SF office, 12,000 SF retail, and 840 parking spaces.</td>
<td>$20,000,000</td>
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<td>7</td>
<td>Central Library- Renovations to 447 S. Salina St., the primary downtown public library.</td>
<td>$8,700,000</td>
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<td>8</td>
<td>Redhouse Arts Center Expansion – Capital improvements to multi-stage performing arts venue.</td>
<td>$10,000,000</td>
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<tr>
<td>9</td>
<td>TCGPlayer.com Headquarters - Redevelopment of commercial office space for fast growing tech company at 440 S. Warren St.</td>
<td>$3,300,000</td>
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<td>● ● ●</td>
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<tr>
<td>10</td>
<td>Downtown Committee Main Street Programs – Façade/building improvements for multiple properties on S. Warren, S. Salina, and Jefferson.</td>
<td>$700,000</td>
<td></td>
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<td>●</td>
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<tr>
<td>11</td>
<td>Addis Company Building - Mixed use development including residential units and office space within 1 block of Southwest Gateway</td>
<td>$6,175,000</td>
<td></td>
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<td>● ● ●</td>
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<tr>
<td>12</td>
<td>Clinton Plaza – Interior buildout and capital improvements at 550 S. Clinton St. including 100 residential units.</td>
<td>$20,000,000</td>
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<td>● ● ●</td>
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<tr>
<td>#</td>
<td>Project Description</td>
<td>Project Cost</td>
<td>In Southwest Gateway</td>
<td>Within 2 Blocks of Gateway</td>
<td>NYS / CFA Project</td>
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<tr>
<td>13</td>
<td>The Rail Line – new construction of event/hospitality venue along abandoned section of railway.</td>
<td>$250,000</td>
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<tr>
<td>14</td>
<td>Empire Building Redevelopment – Interior buildout and capital improvements at 472 S. Salina St including retail and 53 housing units.</td>
<td>$10,000,000</td>
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<tr>
<td>15</td>
<td>Whitlock Building - Redevelopment of 476-480 S. Salina St. into market rate apartments and storefront commercial space.</td>
<td>$3,500,000</td>
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</tr>
<tr>
<td>16</td>
<td>Salt City Market - New construction/mixed use development on vacant lot including affordable + market rate residential units with ground level food and retail, plus community space.</td>
<td>$25,000,000</td>
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<td></td>
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<tr>
<td>17</td>
<td>Marriott Syracuse Downtown Redevelopment - Renovation of vacant, historic hotel into a Marriott hotel and conference/event center completed in 2016. Phase 2 currently underway to finish an additional 54 rooms.</td>
<td>$85,100,000</td>
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<tr>
<td>18</td>
<td>Syracuse Technology Garden Expansion - Vertical expansion and renovation of business incubator space for high tech/ UAS businesses.</td>
<td>$16,500,000</td>
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<tr>
<td>19</td>
<td>Equitable Towers Facility Upgrades - Renovation/building improvements including structural repairs, new elevators to Class A office space.</td>
<td>$6,800,000</td>
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<tr>
<td>20</td>
<td>Civic Center &amp; War Memorial – Facility improvements to live arts/events &amp; convention space, including marqueis, scoreboards, facilities, suites</td>
<td>$8,500,000</td>
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<tr>
<td>21</td>
<td>Clinton/Warren/Jefferson/Montgomery Road Reconstruction – complete streets road reconstruction project including water/sewer &amp; improvements</td>
<td>$4,200,000</td>
<td></td>
<td></td>
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<tr>
<td>22</td>
<td>South Salina + State Street Road Reconstruction - complete streets road reconstruction project including water/sewer &amp; improvements</td>
<td>$10,000,000</td>
<td></td>
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</tr>
<tr>
<td>23</td>
<td>Clinton Street Two-Way Conversion – create new 2 way street on S Clinton St between W. Jefferson St. and W. Taylor Street.</td>
<td>$475,000</td>
<td></td>
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<tr>
<td>24</td>
<td>West Onondaga Street Bridge Replacement - Reconstruction of bridge infrastructure to include over the Onondaga Creek, including new roadway improvements and expanded sidewalk for pedestrians.</td>
<td>$2,100,000</td>
<td></td>
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<tr>
<td>25</td>
<td>Chimes Building - Redevelopment of 500 S. Salina St. into residential apartments. $1M+ in renovations underway, e.g. new elevators &amp; windows</td>
<td>$5,000,000</td>
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<tr>
<td>26</td>
<td>STEAM School – Redevelopment of historic Central Tech high school into state-of-the-art STEAM high school for students county-wide.</td>
<td>$74,000,000</td>
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<tr>
<td>27</td>
<td>Pathfinder Bank - Redevelopment of historic vacant mansion into a Pathfinder Bank branch.</td>
<td>$1,800,000</td>
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<tr>
<td>28</td>
<td>Salt City Coffee – Redevelopment of vacant building into café space.</td>
<td>$90,000</td>
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<tr>
<td>29</td>
<td>Syracuse Community Health Center – new construction of health care facility on S. Salina</td>
<td>$22,500,000</td>
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<tr>
<td>30</td>
<td>Salina First – new construction of mixed use building including 52,000 sq. feet of manufacturing, office, and retail space.</td>
<td>$6,800,000</td>
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<tr>
<td>31</td>
<td>JMA Wireless 5G Campus - Construction of 5G manufacturing campus at former Coyne Textile industrial facility on S. Salina Stree &amp; Cortland Ave.</td>
<td>$25,000,000</td>
<td></td>
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<tr>
<td>32</td>
<td>Creekwalk Phase II Expansion - Expansion of walking/bike trails and outdoor recreational space, connecting downtown to Kirk Park.</td>
<td>$11,500,000</td>
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<tr>
<td>33</td>
<td>Ethel T. Chamberlain House – renovation of vacant historic structure to include 16 units of supportive affordable housing and a shelter for the Salvation Army.</td>
<td>$6,152,000</td>
<td></td>
<td></td>
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<tr>
<td>34</td>
<td>PriceRite - Redevelopment of grocery store on South Ave., providing a critical retail service to a part of the city that was previously a food dessert.</td>
<td>$5,300,000</td>
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<td></td>
<td>Total Underway / Completed Investment</td>
<td><strong>$419,382,000</strong></td>
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</tbody>
</table>
Downtown Revitalization Initiative Proposed Boundary + Recent / Ongoing Investment

MAP KEY

- Proposed DRI Boundary Area
- Completed Investment Project
- Project Planned / Underway

This map was prepared by the Department of Neighborhood and Business Development based on current property records and project proposals at this time. It is provided for planning purposes only. JLV | 09/09/2021
Future Investment Potential

The potential for future investment in the Southwest Gateway is underpinned by the commitment to and coordination of development activities by key partners including the City, the Syracuse Industrial Development Corporation, Syracuse Economic Development Corporation, the Greater Syracuse Land Bank, The Downtown Committee (which oversees our downtown business improvement district), and key non-profit partners including the Allyn Family Foundation, Jubilee Homes, and Southwest Community Center/Syracuse Model Neighborhood Facility (SMNF) Corporation.

Available Property for Redevelopment

Within the Southwest Gateway district, there are more than a dozen commercial and mixed-use sites with private investors/partners who are eager to rehabilitate existing structures, or build new on vacant land. In addition to these identified properties with planned projects, there are another nine parcels that have been identified for redevelopment as part of the DRI proposal -- planning is currently being conducted for these properties in order to scope potential projects.

See pages 35-36 for additional details related to priority projects for DRI and available property for redevelopment.

Anchor Institutions for this District

A key to the successful revitalization of the Southwest Gateway area are key anchor institutions and community partners who are actively engaged and coordinated with the City and each other to identify and support needed investments. These anchors include:

Allyn Family Foundation / Salt City Market.
Located at the corner of S. Salina and W. Onondaga, where the Southwest Gateway connects to Syracuse’s central business district, the Salt City Market has become a key place for community and social engagement, entertainment, and retail. The Market (pictured to the right), which includes 10 on-site food vendors and a co-op grocery, has activated the West Onondaga intersection, drawing in thousands of patrons and visitors from all parts of the City and region. The Market also includes office space, and is the new home to the Allyn Family Foundation offices. The Foundation is key community partner, working throughout the Southwest Gateway, and Syracuse’s southside and west side neighborhoods, on community development and economic inclusion initiatives. One such major initiative is Blueprint 15 — a master redevelopment of affordable and mixed income housing and other amenities in the East Adams neighborhood, which is about 3 blocks east of the Southwest Gateway area.
Syracuse Marriott Downtown / Hotel Syracuse. Located across from the Salt City Market is the recently rehabilitated Hotel Syracuse, now a Marriott property. The addition of the hotel where the Southwest Gateway district begins has **activated the Gateway with events and tourism/travelers.** The hotel has also **created jobs**, bringing a workforce to the Southwest Gateway area that could take advantage of affordable housing, new services and amenities, and infrastructure enhancements made possible with a DRI investment.

**JMA Wireless.** Located just east of the Southwest Gateway, JMA Wireless is nearly complete with the development of a **$30M+ manufacturing facility** for 5G and other telecommunications equipment. JMA has already shown that it is a willing community partner, working closely with the City and others to **recruit nearby city residents for many of the 100+ new jobs** that will be created on the site. JMA also already has a vision for campus expansion, and we expect this new high-tech manufacturing facility will attract employees and visitors from around the region and far beyond. The Southwest Gateway can be a source of housing, services, recreation, and other amenities for those working at and visiting the new JMA campus.

**Jubilee Homes.** Jubilee Homes is a non-profit community and workforce development organization that is an anchor on South Avenue. Jubilee Homes was **instrumental in the development of the PriceRite grocery store** on South Ave, which created jobs and addressed a critical need for healthy, affordable food for the southside neighborhoods. Jubilee Homes is a key planner for several of the projects identified as potential DRI investments--including the Trinity Apartments on South Ave., a new workforce training center, and the rehabilitation of the former B&B Lounge.

**Pathfinder Bank.** Pathfinder is a community bank that has supported many local small businesses and families with their financial/capital needs. In addition to being a key partner for development city-wide, they are also **making a direct investment in the Southwest Gateway**, establishing a bank branch on W. Onondaga St. The branch, which will be completed in 2021, will serve the local neighborhood and support other commercial developments directly in these DRI boundaries.

“The DRI Area is one that is in transition with significant investments of intellectual and financial capital. The opportunity for transformational growth is significant.”

*Calvin Corriders, Regional President
PathFinder Bank*
Infrastructure Investments

Several recent and pending infrastructure investments and strategies will facilitate the redevelopment of the Southwest Gateway. These important infrastructure investments improve physical safety, enhance the attractiveness and quality of life in the district, reduce costs for property owners, and make it easier for people to access the area, especially by bike.

City sidewalks. A new ordinance passed by the Syracuse Common Council in 2021 requires the City to maintain sidewalks for residential and business property owners (historically, property owners were responsible for sidewalk maintenance). Sidewalk quality is not just a pedestrian safety issue, but many property owners struggle to afford ongoing maintenance or replacement of sidewalks. Residents and business owners in the Southwest Gateway and throughout the City will now see an improvement in sidewalk quality, safety, and cost-effective maintenance of city sidewalks.

Smart Street Lights. In 2019, the City made a strategic decision to invest $38M to acquire our street lights from National Grid and upgrade the lighting system to a fully connected, LED based system. Citywide conversion of the lights was completed in early 2021. Switching to smart, LED technology is saving the City about $3M in annual maintenance costs, and improving the lighting quality for city residents, businesses and visitors. Smart Street Lights are in the Southwest Gateway. Syracuse is one of the first cities nationwide with a smart street light network operating across the entire city; a strategy which resulted in Syracuse being named “New York’s Flagship Smart City” by the NY Power Authority. More reliable lights mean that the Southwest Gateway district is safer. In addition, the digital infrastructure enables the city to deploy other sensors, camera, and Wi-fi devices to improve other services for residents and businesses in the City.

Onondaga Creekwalk. In 2020, the City completed Phase 2 of the Creekwalk extension, which expands the trails and amenities along Onondaga Creek from Armory Square in the central business district through the Southwest Gateway and into the Southside neighborhood at Kirk Park. The Creekwalk establishes another mode to access the Southwest Gateway from Downtown Syracuse or the Southside, and creates a recreational amenity for fitness and public art along the trails.

Syracuse Urban Forestry Plan. A recent study of American cities showed that low-income neighborhoods are hotter than high-income areas, due to an overall lack of tree canopy. Mayor Walsh’s plan to plant 70,000 trees over the next 20 years will enable the City of Syracuse to combat this inequity and create more desirable spaces across the city. Studies indicate that tree canopy is essential to air quality and the reduction of overall ground temperature, which supports walkability, bikeability and other outdoor activities in the Southwest Gateway and other parts of the city. To accelerate the implementation of our Urban Forestry Plan, the City will spend $2 million of our American Rescue Plan Act (ARPA) allocation for tree planting.
As the **largest city and economic hub of the CNY region**, Syracuse is positioned to attract, retain, and grow diverse talent and employers by leveraging its strong anchor institutions and traditional industries, while building on recent success in cultivating new businesses in key sectors aligned to our region’s **CNY Rising** strategy including advanced manufacturing, unmanned aerial systems, software and technology.

### Overall Trends In Job Growth & Redevelopment

Prior to the recent economic downturn caused by the COVID-19 pandemic, Syracuse was gaining momentum along several key economic indicators, including jobs and population growth in the City. Private sector jobs specifically increased in Syracuse, with gains that exceeded the national and statewide averages. In fact, EMSI economic analysis in 2019 showed that **Syracuse outpaced Onondaga County and the CNY region in jobs gained from 2008-2018**; in addition, Syracuse was also **projected to grow jobs by 4% between 2018-2028**.

More recent data is also promising as we begin to emerge from the pandemic.

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</thead>
<tbody>
<tr>
<td>City of Syracuse</td>
<td>105,724</td>
<td>106,663</td>
<td>110,827</td>
<td>939</td>
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<td>4,164</td>
<td>4%</td>
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<td>Onondaga County</td>
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<td>262,563</td>
<td>270,749</td>
<td>(8,917)</td>
<td>(3%)</td>
<td>8,186</td>
<td>3%</td>
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<td>REDC’s Central NY Region</td>
<td>382,881</td>
<td>372,199</td>
<td>387,672</td>
<td>(10,682)</td>
<td>(3%)</td>
<td>15,473</td>
<td>4%</td>
<td>$59,815</td>
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</table>

In the Syracuse area, the largest industries are Education & Health Services, Trade Transportation & Utilities, Government, Professional & Business Services, & Manufacturing. The **City is home to some of the region’s largest employers**, specifically SUNY Upstate Medical University (7,523 jobs), St. Joseph’s Health (4,824), Syracuse University (4,683), and Crouse Health (3,200).

In addition to these employment data, we are also optimistic about recent population estimates that show **Syracuse as one few Upstate NY cities, and the only City in Central New York, that gained population** according to the 2020 census. Our population in the City increased by 2.4% between 2011-2020, for the first time in 70 years. One of the most promising demographics where we’ve seen population growth is among millennials and young adults. Research conducted by the National Association of Realtors shows that 73% of people who move to the City are between the ages of 19-37, and this demographic is about 24% of the total population in Syracuse. Many of these individuals are drawn into downtown Syracuse, with its diverse cultures, amenities, and numerous opportunities to live, work, and play. A growing population, including many with post-secondary training and degrees, are a key to attracting new employers and providing human capital for current and emerging industries.
Recent Jobs and Workforce Development in the Downtown Area

In the past decade, downtown Syracuse has experienced great investment in both commercial and residential development. Downtown has more than 6.7 million SF of commercial space, with a current occupancy of 80% for Class A, 90% for Class B, and about 75% for retail space. More than 1500 businesses and professional organizations are located in Downtown Syracuse, with more than 29,000 employees. Residential units have also surged in Downtown Syracuse, with a growth of 77% in residential population. Just prior to the pandemic, residential occupancy was at 99%, and during the pandemic residential occupancy is still over 92%.

Downtown is home to numerous theatres and performance venues, diverse restaurants and bars, the Convention Center, the Upstate Medical University Arena (home to Syracuse’s professional ice hockey team), the Museum of Science & Technology, the historic Everson Art Museum, and the newly enhanced Onondaga Creek Walk trails which connect the City’s Inner Harbor to the Southside, cutting through the Southwest Gateway area. These attractions and amenities, and the vibrancy they bring to our urban core, are sought after by residents, visitors, and employers alike. Most of these are within a 10-minute walk of our Southwest Gateway area.
Many new companies in and just outside of the Southwest Gateway are projecting growth. One such example, about a block outside of our target DRI area, is TCGplayer. TCG Player, a software company that has created an online marketplace for the growing hobby gaming industry. As of July 2021, TCGplayer employed 450 people, with another 50 job openings.

TCGplayer grew out of The Tech Garden (TTG), Syracuse’s largest business incubator focused on supporting high-tech start-ups, especially in the tech manufacturing and/or unmanned aerial systems sectors. TTG provides small businesses and start-up office space, manufacturing, and co-working space. TTG also holds the internationally recognized ESD GENIUS-NY Accelerator program focusing on drones, AI, and robotics and the NYSERDA Clean Tech Center Incubator offering services to start-ups within the clean tech industry. TTG offers membership programming services to other locally and regionally-located start-ups needing business support services. From 2018 to present, start-ups at TTG have: raised $57M in investment capital and another $11.8M in funding/financing; created 599 jobs; and are projecting future business sales over $44M.

The Tech Garden is itself within 1 block of the Southwest Gateway. In 2022, The Tech Garden will be expanding its physical location (pictured above), enabling more entrepreneurs-in-residence with additional opportunities for successful start-ups to establish independent operations in the City—we believe that some of these businesses could locate in or just outside the Southwest Gateway area, creating more living-wage jobs.

Another exciting example of a new employer who is establishing operations right on the border of the DRI target area is JMA Wireless. JMA is a global leader in wireless telecommunications equipment and solutions including 5G and CBRs enabled networks. They are investing more than $30 million to develop a new 5G manufacturing facility that will hire more than 100 new employees in the next year.
These examples point to both the emergence of new technology sector jobs and high-tech manufacturing—not only moving into the City of Syracuse but taking root just outside of our target DRI area. The Southwest Gateway Area presents an opportunity for new companies to establish new sites in an affordable and up-and-coming downtown area, as well as new residential and recreational spaces for the workforce to live and play.

**Potential Employment Opportunities within the Southwest Gateway District**

In addition to employment from key anchor institutions within the Southwest Gateway district, there is also the potential for employment opportunities associated with planned projects in the Southwest Gateway. The employers identified below represent a sample of the businesses within the target DRI area, that demonstrate the diversity of sectors, skills, and salaries that will be present in the Southwest Gateway.

The following table summarizes potential jobs from key anchor and prospective employers:

<table>
<thead>
<tr>
<th>Name of Company</th>
<th>Industry</th>
<th>Existing/Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>All About Me Day Care</td>
<td>Education</td>
<td>Existing</td>
</tr>
<tr>
<td>Allyn Family Foundation</td>
<td>Community Development</td>
<td>Existing</td>
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<td>CNY Regional Transit Authority</td>
<td>Transportation</td>
<td>Existing</td>
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<td>Family Dollar</td>
<td>Retail</td>
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<tr>
<td>G.C. Hanford Pharmaceuticals</td>
<td>Health Care / Pharmaceutical</td>
<td>Existing</td>
</tr>
<tr>
<td>Helio Health</td>
<td>Health Care / Wellness</td>
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</tr>
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<td>JHP Industrial Supply</td>
<td>Wholesale Distribution / Retail</td>
<td>Existing</td>
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<tr>
<td>Jerk Hut Restaurant</td>
<td>Food Service</td>
<td>Existing</td>
</tr>
<tr>
<td>Joe's to Go Restaurant</td>
<td>Food Service</td>
<td>Existing</td>
</tr>
<tr>
<td>Jubilee Homes</td>
<td>Community Development</td>
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<td>Law Offices of Jose Perez, PC</td>
<td>Legal</td>
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</tr>
<tr>
<td>Marriott Syracuse Downtown</td>
<td>Hospitality</td>
<td>Existing</td>
</tr>
<tr>
<td>Medical Answering Service</td>
<td>Communications</td>
<td>Existing</td>
</tr>
<tr>
<td>Midway Express</td>
<td>Food Service / Retail</td>
<td>Existing</td>
</tr>
<tr>
<td>OnPoint for College</td>
<td>Education</td>
<td>Existing</td>
</tr>
<tr>
<td>PEACE, Inc.</td>
<td>Education</td>
<td>Existing</td>
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<tr>
<td>PriceRite Grocery</td>
<td>Retail</td>
<td>Existing</td>
</tr>
<tr>
<td>Salt City Coffee</td>
<td>Food Service / Retail</td>
<td>Existing</td>
</tr>
<tr>
<td>Salt City Market</td>
<td>Food Service / Retail/Office</td>
<td>Existing</td>
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<tr>
<td>Signs of Paradise Sign Company</td>
<td>Retail</td>
<td>Existing</td>
</tr>
<tr>
<td>Spa at 500 / Art of Message</td>
<td>Personal Service / Hospitality</td>
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<tr>
<td>Thompkins USA</td>
<td>Manufacturing</td>
<td>Existing</td>
</tr>
<tr>
<td>Upstate Farms Dairy</td>
<td>Food Service / Manufacturing</td>
<td>Existing</td>
</tr>
<tr>
<td>Upstate Printing</td>
<td>Commercial Service / Retail</td>
<td>Existing</td>
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<td>Walgreens Pharmacy</td>
<td>Retail</td>
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<tr>
<td>Wolf &amp; Dungey, Inc.</td>
<td>Manufacturing</td>
<td>Existing</td>
</tr>
<tr>
<td>JMA Wireless</td>
<td>Manufacturing / Communications</td>
<td>Underway</td>
</tr>
<tr>
<td>Punch &amp; Die Metal Fabricators</td>
<td>Manufacturing</td>
<td>Proposed</td>
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<td>PathFinder Bank</td>
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<td>Seafood Haven Restaurant</td>
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<tr>
<td>Trinity Brewery</td>
<td>Food Service / Manufacturing</td>
<td>Proposed</td>
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<tr>
<td>Hyatt House</td>
<td>Hospitality / Residential</td>
<td>Proposed</td>
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Quality of Life

The Southwest Gateway offers a range of amenities, services, and characteristics that make it an important place for the broader Syracuse community. Its strategic location along high traffic corridors offers diverse offerings including a full sale grocery store and a co-op market, drug store, cafes and restaurants, healthcare, and other services including a new bank branch coming in 2022. The City and neighborhood partners are also working to invest in its aging building stock and provide quality affordable housing for residents. The following summary highlights the numerous neighborhood qualities and recent progress that has been made within the DRI area to forge a strong sense of place.

Housing, Mixed-Use Development, and Residential Affordability

The Southwest Gateway includes a variety of housing types, ranging from high density multi-family housing to single family residential homes that are located immediately adjacent to neighborhood business corridors. These options reflect the historic character of the Southwest Neighborhood, which was once home to some of the wealthiest families in Syracuse and features ornate homes dating back to the early 20th century. Over time, the City continued to develop and change, with many properties abandoned or neglected, and replaced by mid-century multi-family apartment complexes, which others remodeled and renovated to preserve the historic character that is still prevalent throughout the neighborhood.

In recent years, projects such as the Ethel T. Chamberlain House (pictured right) have been completed to provide quality, affordable housing to low-income residents. Redeveloped by Housing Visions Unlimited, the $6 million project created 16 permanent supportive housing units in a structure that was abandoned for years and foreclosed by the City of Syracuse and transferred to the Greater Syracuse Land Bank. The project also includes a shelter managed by the Salvation Army on the ground floor, providing communal living, dining, and onsite case and residential management. Housing Visions was able to leverage low income housing tax credits (LIHTCs) to fully restore the building, which is now fully occupied.
Elsewhere in Syracuse, developers have incorporated affordable units within traditional market rate projects, in order to create mixed-use development. Projects such as the Salt City Market created affordable and market rate units to provide access to residents who traditionally have been priced out of new residential developments within Downtown Syracuse.

The City of Syracuse is making direct investments to improve the residential housing stock within the Southwest Gateway through its Resurgent Neighborhoods Initiative (RNI), by constructing new single and two-family homes, directly adjacent to neighborhood business corridors to increase new population density within mixed-use areas. These homes will be constructed by partners such as Housing Visions, Jubilee Homes, and Home HeadQuarters. These efforts will provide greater access to quality affordable housing for those within the Southwest Gateway DRI area, offer opportunities for new homeowners, and remove existing blight.

In addition to RNI investments, there are numerous opportunities and proposed projects to further establish mixed-use and mixed-income projects within the Southwest Gateway. Examples of this include 366 West Onondaga Street, converting a vacant former mansion into multiple units with ground floor commercial space, or 416 West Onondaga Street, which will convert a vacant office building into a mixed use facility with apartments and a training facility for minority and women owned businesses (MWBEs).

**Commercial and Main Street Businesses**

The DRI Target Area is anchored by two neighborhood business corridors, W. Onondaga St. and South Ave., which include both locally-owned and national retailers and businesses which serve the community. These commercial areas contain many storefronts, as well as mixed-use properties with residential and commercial spaces. These corridors are closely connected and led by active small business owners and community development organizations such as Jubilee Homes and the West Onondaga Street Alliance (WOSA). These community leaders work closely to create new business opportunities and identify additional opportunities within the corridors. These efforts have led to exciting new projects proposed or underway, such as PathFinder Bank planned at 506 West Onondaga Street, and the Trinity Brewing project planned at the corner of W. Onondaga St. and South Ave., which will activate the area that connects these two corridors.

The target area also includes several legacy employers in the manufacturing and industrial industries, serving as important employers and community anchors, and providing job access from directly within the neighborhood. New business investments, such as the JMA Wireless 5G Campus, are committed to hiring locally from within the Southside and Southwest Neighborhoods and provide valuable job training that will establish new career pathways.
Food Security & Health: Access to Affordable Food & Medical Care

The Southwest Gateway district enjoys local healthy food and health services are important amenities for local residents, who are primarily lower-income African Americans and Latinx. In the past few years, this area has addressed the grocery gap, and reduced chronic disease factors in low-income populations.

Key food service providers and retailers include:

- **Price Rite** – A full service grocery store located on the South Avenue business corridor.
- **Syracuse Cooperative Food Market** (located inside of the Salt City Market) – A retailer that also teaches the community/youth about tasty healthy foods through programs hosted out of their community kitchen.
- **Brady Faith Market** – This market places a heavy emphasis on community by offering 20% off groceries, access to affordable hot food plates, low priced catering services, and incorporating a wellness center in the back, which offers classes for fitness, nutrition, boxing, art and yoga. It additionally promotes workforce development by offering an apprenticeship program to train cashiers, cooks, and managers.

The Southwest Gateway is in close proximity to Syracuse’s leading health centers and hospitals, as well as neighborhood based medical providers. Major medical facilities such as SUNY Upstate Medical Center and Crouse Hospital are located within 1 mile of the Gateway. In addition, the Southwest Neighborhood is directly served by the St. Joseph’s Health Primary Care Center West, located on Gifford Street, one block north of the DRI Target Area. This center provides immediate care directly within the Southwest and Near Westside Neighborhoods, and is located immediately adjacent to the Brady Faith Market providing complementary services to ensure access to healthy foods and improve long term health. These facilities work with each other on outreach and programming catered to serve the residents who live close by and rely most on accessible quality care.

Multi-modal Transportation and Connectivity

**SYNC Bicycle Share System:** In 2019, the City of Syracuse launched the SYNC Bike Share system powered by Gotcha Mobility. The program provides bicycles available for rent, allowing residents and visitors alike to traverse the community without the need for a personal vehicle. The system began with approximately 100 electronic ‘e-pedal assist’ bikes and 30 hub stations in neighborhoods throughout Syracuse, many of which are located within the Southwest Gateway. The system was one of the first in the county to have a complete e-pedal assist, which provides greater assistance with momentum for hills and steep terrain, an ideal amenity for a community such as Syracuse.
In 2021, the City of Syracuse selected a new operator for the SYNC system, VeoRide. The company will be launching a new fleet of 100 e-pedal assist bicycles as well as 50 electric scooters, furthering Syracuse’s micromobility options and our goal to be a multi-modal city.

**Bicycle Infrastructure Master Plan:** The City of Syracuse’s Bike Plan arose from both the Complete Streets mandate recently passed by New York State, as well as foundational work laid out in the Syracuse Metropolitan Transportation Council's 2008 report, "University Hill Bike Network Project." It is considered to be a component of the Syracuse Comprehensive Plan. The Department of Public Works and Bureau of Planning and Sustainability also used precedents from cities both nearby (New York City and Montreal) and far away (Portland and Copenhagen) where bicycles have an identity on the streets. The intention of the Bicycle Infrastructure Master Plan is to outline a vision for an interconnected bicycling network, provide a guide for implementation and appropriate treatments in the Syracuse climate, educate the public about the benefits of bicycling as a mode of travel, and overall make Syracuse a “cycle city.”

**Environmental Sustainability**

**Urban Forestry** – Trees play a vital role in measuring quality of life in a community, and contribute significantly to a vibrant, healthy, and sustainable city. According to the Urban Forest Master Plan, published in June 2020, the City of Syracuse currently has 27% canopy tree coverage, which is 5% less than the national average. Earlier this year Mayor Walsh designated $2 million of the ARPA funding budget to be allocated towards planting 3,600 new trees in the next three years. With a total goal of increasing coverage to 34%, by specifically targeting low-canopy neighborhoods like the Southwest Gateway District, the City of Syracuse will receive the below benefits:

- Higher Air quality - the removal and absorption of air pollutants such as carbon monoxide, nitrogen dioxide, ozone, smog, pollen, smoke, dust, and ash will largely impact air quality levels, making this city more sustainable for all
- Increased sanitization - Tree canopy’s intercept and limit contaminated storm water from flowing into sewage drains and flooding
- Energy savings through reduced heating and cooling costs
- Noise reduction - due to highways and busy streets noise levels can be extremely high, especially in urban districts. Tree canopies can reduce noise levels up to 50%. Tree coverage is in high-demand now more than ever due to the highly anticipated I-81 project, which will convert the interstate into a community grid.
- Limits chances of contracting health issues and diseases such as asthma, bronchitis, and lung cancer
- Strengthens communities by enhancing character and fostering a “sense of place” environment, while additionally driving appeal and attraction to business districts.
Walkability

**Municipal Sidewalk Ordinance** – In June of 2021, the Syracuse Common Council approved a municipal sidewalk program which shifts the responsibility of sidewalk maintenance and repairs to the City instead of continuing to put the burden on property owners. This will have an immediate benefit in the Southwest Gateway as the sidewalk program begins implementation and priority is placed upon the most deteriorated walkways that require attention and must be addressed to provide continued neighborhood walkability.

**Traffic calming measures** – Implementing traffic calming measures like bike lanes, mid-block crosswalks, and speed humps—especially in high-traffic areas—have decreased motor vehicle speeds and cultivated a more safer and manageable environment for foot traffic around the city. This has directly increased walkability and bikeability within the Downtown District, and expanded pedestrian traffic activity into the Southwest Gateway district.

**Recreational Amenities & Public Spaces**

**Onondaga Creekwalk** – The Creekwalk, a 4.8 mile trail extending from Onondaga Lake and the Inner Harbor through Downtown and the Southwest Gateway, as far south as Kirk Park in the City’s Southside neighborhood. This $11 million investment provides residents and visitors with hiking and biking trails, space for public art and performances, and amenities for fitness and recreation.

The Creekwalk was designed to support and encourage pedestrian and cycling activity and follows closely along Onondaga Creek to provide unique and picturesque scenic views. Not only does this trail allow constituents to explore the city while reducing the carbon footprint, it also contains adequate safety and crime reducing measures for patrons such as LED lights, surveillance cameras, rest areas, and emergency call stations. Onondaga Creek also offers kayaking and canoeing along the Creek to Onondaga Lake. Creekwalk connects to the Onondaga County “Loop the Lake” Trail, linking to the Lakeview Amphitheater and New York State Fairgrounds.
In addition to the Onondaga Creekwalk, the Southwest Gateway is also fortunate to have numerous parks and greenspaces for the community. This includes the Spirit of Jubilee Park, with a playground, large lawn, and performance stage. The Southwest Community Center is also a major community anchor, serving hundreds of individuals and families within the City of Syracuse each year, and offering vital programming for youth, teens, and young adults. The community center is led by the Syracuse Model Neighborhood Facility, Inc. (SMNF) and is located directly on the South Avenue Business Corridor.

**Broadband Accessibility**

The City is committed to addressing the digital divide, which was exacerbated during the pandemic, especially for lower-income families. As a part of our Smart Cities strategy, we have begun to install locations for free public Wi-fi outside of community centers around the City, including the Southwest Community Center. In addition to this new service, the City is planning to implement a private, wireless broadband network that will provide high-speed connectivity at low or no cost to lower-income households. This service will be offered starting in 2022, and could directly benefit residents who live in the Southwest Gateway.

As a part of our proposed DRI project list, there is an opportunity to invest in additional fiber backhaul and wireless equipment to create an internet connectivity hub along W. Onondaga St. and South Ave. business corridors to offer wi-fi to visitors and patrons, as well as internet connectivity for small businesses.

“The West Onondaga and South Ave Corridors are vibrant with a diverse mix of uses that support the sustainability of the local community, neighborhood business owners, as well as longtime or new residents.”

*Rita Paniagua, Syracuse Common Councilor At Large
Economic Development Project Coordinator, Jubilee Homes*
Land Use & Development: City of Syracuse 2040 Comprehensive Plan

After years of intentional engagement with stakeholders including residents, property/business owners, and community organizations, the Syracuse Comprehensive Plan 2040 was adopted by the Syracuse Common Council in 2014. The plan emphasizes revitalizing neighborhood business corridors, rehabilitating and constructing quality housing, and creating “complete streets” that enable all modes of transportation to move people safely and efficiently around the city. The plan also encourages home ownership and designates schools as the foundation for targeted neighborhood development, development of mixed-income housing, and mitigation of the adverse effects of vacant lots and buildings.

As a tool to further outline the City’s development goals and vision for neighborhood level planning, the 2040 Comprehensive Plan includes the City of Syracuse’s Land Use and Development Plan (LUP). This plan calls for development of a larger urban core, with buildings containing a mix of retail/commercial property, mixed-income housing, office space, activated streets and sidewalks that engage residents and visitors, and reduced or concealed vehicle parking set back from the street.

The comprehensive plan is designed to provide greater capability to deploy creative ideas to address the residential, commercial, environmental, and recreational needs of the neighborhood in which development sites are located.

ReZone Syracuse

The City of Syracuse is currently in the midst of a comprehensive revision of the City’s Zoning Ordinance and Map and is intended to facilitate the implementation of the Syracuse Land Use & Development Plan (LUP). The five overarching goals of the LUP and ReZone project are the following:

- Protect and enhance the character and ‘sense of place’ of Syracuse’s neighborhoods;
- Ensure high quality, attractive design throughout the City of Syracuse;
SUPPORTIVE LOCAL POLICIES (cont.)

- Promote environmentally sustainable land use patterns, transportation options, and site plans; and
- Ensure that development regulations and review processes are efficient, predictable, and transparent.

Information about the ReZone Syracuse Initiative, including various modules of the document and the latest draft zoning map presented, can be found on the City of Syracuse website: http://www.syrgov.net/ReZoneSyracuse

Underutilized Properties: Greater Syracuse Land Bank

Since its creation in 2012, the Greater Syracuse Property Development Corporation (Land Bank) has served as a community revitalization tool to facilitate the return of vacant and abandoned properties to productive use. The City of Syracuse works closely with the Land Bank to complete foreclosure of significantly tax delinquent properties that are eligible for seizure through municipal foreclosure. Upon completion of the foreclosure process, title and ownership is transferred to the Land Bank through an authorized sale closing. Upon receipt, Land Bank staff market properties for sale, solicit purchase and redevelopment proposals, and make sale decisions through a transparent process involving a board of directors led by the New York State open meetings process.

As of August 2021, the Syracuse Land Bank has acquired 1,973 properties, and sold over 1,081 to new buyers. Furthermore, it has completed the demolition of 426 properties that fell into structural disrepair and could not be salvaged. In total, these efforts have leveraged $42,500,000 in private investment, and has returned properties to the tax rolls, generating over $1,600,000 in annual property tax revenue for the City of Syracuse.

The Greater Syracuse Land Bank’s preventive maintenance reduces the City’s costs of code enforcement, lawn-mowing and board-ups, and court-ordered demolitions and contributes more to the stabilization of property values than those reactive interventions. Land banks are also involved in preserving land for community use, such as parks and gardens or other natural conservation purposes.

The Greater Syracuse Land Bank owns and controls numerous properties within the proposed DRI target area, including former historic mansions located on W. Onondaga St. that have been vacant and underutilized for years, but present new investment opportunities. As part of the Syracuse DRI strategy, the Land Bank will be an important partner to ensure these eligible properties can experience the investment needed to bring these properties back to their former grandeur.
Dig Once: Coordinated Infrastructure and Roadwork Improvements

The City of Syracuse has placed a particular emphasis on the most efficient and effective use of public infrastructure and utility resources. When planning capital improvements for road reconstruction and streetscape enhancements within the right-of-way (ROW), City staff now work closely together to ensure that infrastructure replacement and/or improvements are completed in conjunction with one another, so that all utility lines and underground structures can be inspected, repaired, and replaced if necessary to extend the life of the infrastructure. Most importantly, this prevents the need for short term repairs that would cause further service disruptions. This truly creates a “dig once” approach to roadway and utility infrastructure. In recent years, this has saved the City millions of dollars in maintenance. To achieve this requires extensive coordination between City staff, including the Departments of Water, Engineering, Public Works, Parks and Recreation, and Neighborhood & Business Development. Furthermore, outside stakeholders including utility providers such as National Grid, Verizon Wireless, and Spectrum Communications are also directly involved in coordination efforts.

Complete Streets Design Standards

As part of the City’s infrastructure coordination, all road reconstruction projects are carefully considered to incorporate complete streets design to enhance walkability and alternative modes of transportation. This includes wider sidewalk extensions to accommodate greater pedestrian counts, reduction in the number of street traffic lanes, and the creation of dedicated bicycle lanes to create greater safety for cyclists using City streets for commuting or recreation purposes.

Within the DRI Target Area, the W. Onondaga Corridor received an extensive redesign in 2014, incorporating many complete street elements, and included significant natural water retention systems and new street trees as part of the Onondaga County Green Infrastructure Fund (GIF) through the ‘Save the Rain’ Program. This $1.27 million investment has resulted in a safer and more vibrant corridor with shared space between pedestrians, cyclists, and vehicles, serving a primary gateway connecting the Southwest Neighborhood to Downtown Syracuse.

Syracuse Build

In anticipation of the multibillion-dollar plan to restructure the I-81 highway, the City in partnership with CenterState CEO and CNY Works launched Syracuse Build in 2020, an initiative to train Syracuse residents in the construction and building trades, with a focus on minorities and women who have historically been underrepresented in these fields. As participants are trained they are matched to labor unions and/or large construction projects that can provide them with job experience. Syracuse Build can help match local construction labor to development projects supported by DRI, enabling local workforce development.
**Syracuse Surge**

As the City’s strategy for inclusive growth in the New Economy, Syracuse Surge has resulted in unprecedented investments in digital infrastructure; educational and workforce development programs focused on high-tech careers; and support for diverse entrepreneurs to create the next generation of locally grown high-tech businesses. The City and our partners are developing a state of the art STEAM (science, technology, engineering, arts, and math) high school—just a block from the Southwest Gateway. The State is investing more than $74M in the STEAM project. Other target investments aligned to the Surge Strategy include the $38 million City investment in LED smart street lights and smart city sensors, the $18 million expansion of The Tech Garden incubator, capital improvements at SUNY Educational Opportunity Center, Erie21 at Le Moyne College, and programming to provide technology skills to Syracuse residents and supports for minority and women entrepreneurs. New private employers have committed to our vision, including JMA Wireless which will be opening a new 5G technology manufacturing facility on S. Salina St. that will create 100 new jobs when it opens in late 2021.

**Resurgent Neighborhoods Initiative (RNI)**

At the conclusion of a City-wide Commercial Corridor Study in 2019, the City of Syracuse announced the launch of the Resurgent Neighborhoods Initiative (RNI). The initiative is a holistic planning framework that aligns resources to target business corridors and nearby residential blocks that are challenged with blight and vacancy. West Onondaga Street and South Avenue corridors are a part of this initiative. In total, the initiative is expected to create 200 units of newly constructed single and two-family housing, as well as generate new investments within commercial corridors by targeting underutilized vacant commercial sites, such as brownfields. To date, 2 new single family homes have been completed with 19 others in the queue for construction in 2021. Furthermore, the City of Syracuse is in the process of foreclosing on 13 underutilized vacant commercial properties in order to return them to productive use, in partnership with the Greater Syracuse Land Bank.

**SMART1 Study and Bus Rapid Transit (BRT)**

In 2018, the Syracuse Metropolitan Transportation Council (SMTC), our MPO, released the Smart1 study which recommended a Bus Rapid Transit system as the locally preferred alternative for faster, more reliable public transit. The City is currently working with Centro, and our Federal and State leaders, to finalize a resourcing plan to implement the BRT system. When implemented, the BRT system will connect Syracuse University, the Regional Transportation Center (Amtrack / Greyhound Bus Terminal), Eastwood, and Onondaga Community College. Two BRT routes will meet at the Centro Hub, just a block from the Southwest Gateway.
Stakeholder engagement was critical to the development of our DRI proposal. A few years ago, the City undertook a comprehensive business corridor study which included South Ave. and W. Onondaga St. corridors. Neighborhood and stakeholder engagement occurred within the community prior to the pandemic, and continued during the pandemic via virtual means, to gather important inputs and feedback for this DRI application.

**City of Syracuse Commercial Corridors Studies**

In 2018 and 2019, the City of Syracuse conducted significant community engagement through a strategic planning process centered around its neighborhood business corridors. The City partnered with Camoin Associates and Street Sense as project consultants to provide a detailed analysis of employment and demographic data for a total of ten commercial corridors, including South Ave. and W. Onondaga St. As part of this comprehensive study, members of the consulting team and City staff conducted **more than 20 stakeholder interviews, and 8 community engagement meetings** to collect their perspective and feedback on challenges and opportunities within these respective corridors.

Through these engagements, we developed well-documented recommendations and built core relationships with property owners, businesses, and residents. This enabled us to align community priorities around how best to invest $10 million in DRI funds to revitalize the Southwest Gateway.

**Kitchen Table Talks**

In collaboration with the Syracuse Peacemaking Center, the City conducted conversations with neighborhood residents who were invited to host a discussion about their community within their homes. Hosts were asked to invite additional residents within their immediate neighborhood (e.g., friends, neighbors, family members) to dinner in their home. The dinners provided staff with the opportunity to engage residents in conversations about community concerns, neighborhood strengths, and leadership in the community. Throughout 2018 and 2019, approximately **700 neighborhood residents participated in a total of 60 kitchen table talk engagement sessions**. Participants identified specific community needs, strengths, and challenges.

**DRI Steering Committee & Working Group**

In anticipation of the DRI Round 5 process in 2020, we established a Steering Committee of community and business leaders with expertise in community and economic development and a deep connection to the Southwest Gateway area. We also selected a broader working group of more than 35 individuals, including specific property or business owners in the Southwest Gateway. As we were preparing for our first meetings in 2020, the pandemic hit and we were forced to utilize a remote participation approach to prepare for DRI. We reconvened again in 2021 when New York State announced that Round 5 was moving forward. The City thanks each Steering Committee and Working Group member for their contributions.
DRI Steering Committee

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
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</thead>
<tbody>
<tr>
<td>Hon. LaToya Allen</td>
<td>Syracuse Common Council, District 4</td>
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<tr>
<td>Ed Griffin-Nolan</td>
<td>The Art of Massage</td>
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<tr>
<td>Hon. Pat Hogan</td>
<td>Syracuse Common Council, District 2</td>
</tr>
<tr>
<td>Maarten Jacobs</td>
<td>Syracuse Urban Partnership</td>
</tr>
<tr>
<td>Merike Treier</td>
<td>Downtown Committee of Syracuse</td>
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<tr>
<td>Larry Williams</td>
<td>Syracuse Model Neighborhood Corporation</td>
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</tbody>
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DRI Working Group

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Stephanie Pasquale</td>
<td>Allyn Family Foundation</td>
</tr>
<tr>
<td>Heather Schroeder &amp; Conor Rockhill</td>
<td>Downtown Committee of Syracuse</td>
</tr>
<tr>
<td>Katelyn Wright</td>
<td>Greater Syracuse Land Bank</td>
</tr>
<tr>
<td>Regina McArthur</td>
<td>God’s Temple of Faith Ministries</td>
</tr>
<tr>
<td>Emily Ess &amp; Karen Schroder</td>
<td>Home HeadQuarters, Inc.</td>
</tr>
<tr>
<td>Chris Trevisani &amp; Diana Jakimoski</td>
<td>Housing Visions Unlimited, Inc.</td>
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<tr>
<td>Gail Cawley</td>
<td>JMA Wireless</td>
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<tr>
<td>Wal Dixie &amp; Rita Paniagua</td>
<td>Jubilee Homes</td>
</tr>
<tr>
<td>Jamie Kinney</td>
<td>Joe’s To Go Restaurant</td>
</tr>
<tr>
<td>Calvin Corriders</td>
<td>PathFinder Bank</td>
</tr>
<tr>
<td>Dan Queri</td>
<td>Queri Development</td>
</tr>
<tr>
<td>Luke Esposito &amp; Chris LaBerge</td>
<td>R.F. Esposito</td>
</tr>
<tr>
<td>Aaron Meth</td>
<td>Salt City Coffee</td>
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<tr>
<td>Garth Coviello &amp; John</td>
<td>Strathmore Huntley Development Corp.</td>
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<tr>
<td>Kim Vinciguerra</td>
<td>Upstate Printing</td>
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<tr>
<td>Robert Bucklin</td>
<td>West Onondaga Street Alliance (WOSA)</td>
</tr>
</tbody>
</table>

Input was collected from stakeholders using structured worksheets and questionnaires to solicit the vision and strategy for our DRI application, identify strengths to build from, and define opportunities for more effective placemaking. We also worked with these groups to identify and validate current investments and potential projects within the boundaries.

In addition to the regular meetings with the DRI Steering Committee and Working Group, City of Syracuse staff also participated in community meetings with other local organizations that represent this catchment, including the Southern Downtown Association, and Tomorrow’s Neighborhoods Today (TNT). These discussions went into detail about the DRI application process, and the proposed target area within the City of Syracuse as part of the proposal.
**Syracuse Common Council Public Hearings**

We sought approval from the Syracuse Common Council to ensure our proposal aligned to legislative priorities and interests. Two public meetings were held—the first with the Economic Development, Downtown & Metropolitan Planning Committee, which advanced the proposed application to the full Common Council. The full Common Council considered and approved our application. These meetings occurred in the Common Council Chambers within Syracuse City Hall, and were open to the public to attend and participate. The meetings were also streamed live on YouTube, with recordings of the meeting also available online for those unable to attend or watch live. A copy of the passed Ordinance is included in the “Other” section of this proposal on page 42.
The Southwest Gateway district is a strategic connector between the core business district to the north and the neighborhoods to the south and west of Syracuse and beyond the City limits. There are a range of projects and transformative opportunities to revitalize the district, and create a greater sense of place that attracts patrons, residents, visitors, and job seekers from the neighborhoods that surround the District. These investments leverage and reinforce the significant developments that have occurred in and near the Southwest Gateway District to date, and create a more vibrant, walkable, bikeable, and green downtown area with opportunities for more inclusive and sustainable growth.

### Project List

<table>
<thead>
<tr>
<th>Strategy 1: Redevelop Underutilized/Vacant Properties</th>
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**Strategy #2: Improve Public Spaces & Right-of-Way**

<table>
<thead>
<tr>
<th>#</th>
<th>Project Name/Location</th>
<th>Description</th>
<th>Total Cost</th>
</tr>
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<tbody>
<tr>
<td>11</td>
<td>South Salina &amp; W. Onondaga</td>
<td><strong>Streetscape enhancements and the installation of street furniture to address promote greater walkability along the South Avenue Business Corridor. This includes new benches, curbing, sidewalk infrastructure, and other amenities that will enliven the corridor.</strong></td>
<td>$500,000</td>
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<td></td>
<td>Intersection Improvements</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Focus: 100 Block W. Onondaga</td>
<td></td>
<td></td>
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<td>12</td>
<td>Railroad Bridge Activation</td>
<td><strong>Enhancements including new lighting, place making investments, public art, and new opportunities for programming intended to activate and bring energy to the area underneath and surrounding the railroad bridge. The project will address a physical barrier between Downtown Syracuse from the rest of Southwest Gateway.</strong></td>
<td>$1,500,000</td>
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<tr>
<td></td>
<td>620-24 S. Clinton</td>
<td></td>
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<tr>
<td>13</td>
<td>W. Onondaga &amp; Adams St.</td>
<td><strong>Installation and excavation</strong></td>
<td>$250,000</td>
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<tr>
<td>Intersection Improvements</td>
<td>work necessary for new tree pits with the required rooting volume to increase the number of trees and canopy coverage within the DRI target area, particularly focused on the West Onondaga and South Ave business corridors. The investment will be led by the City of Syracuse Parks Department and result in a minimum of 50 new street trees.</td>
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<td>---------------------------</td>
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<tr>
<td>200 Block W. Onondaga</td>
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<tr>
<th>14 South Ave. Streetscape Improvements</th>
<th>Installation of new streetscape enhancements to promote alternative transportation including but not limited to bicycle lane markings, bicycle racks bus shelters, and other infrastructure designed to serve transit users.</th>
<th>$250,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>300-500 Blocks of South Ave.</td>
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| 15 Business Corridor Broadband & Wi-fi | Investment of fiber backhaul infrastructure and wireless equipment to create an internet connectivity hub along West Onondaga Street and South Avenue business corridors to offer wi-fi to visitors and patrons, as well as internet connectivity for small businesses. | $1,000,000 |
| W. Onondaga & South Ave corridors     |                                                                                                                   |          |

<p>| Total Public Space Improvement | $6,000,000 |</p>
<table>
<thead>
<tr>
<th>Strategy</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>16</strong> DRI Façade Improvements</td>
<td>Creation of façade and commercial improvement program for small businesses and existing property owners. These upgrades will be directed toward businesses seeking to undertake renovations that will beautify commercial spaces, particularly on business corridors, and activate ground level spaces.</td>
<td>$600,000</td>
</tr>
<tr>
<td><strong>17</strong> DRI Marking &amp; Promotion</td>
<td>Promotional efforts to highlight and advertise the businesses, amenities, and housing opportunities within the Southwest Gateway District. A marketing campaign will be launched in conjunction with the DRI investments to promote the community, and draw in additional business activity, visitors, and residents. DRI funding will also be used to facilitate public art that will create vibrant spaces and beautify locations throughout the DRI target area. This includes murals, sculptures and other public art improvements.</td>
<td>$300,000</td>
</tr>
</tbody>
</table>

**Total Small Biz Investment & Marketing** $900,000

**Grand Total DRI Leveraged Investment** $82,225,717
Downtown Revitalization Initiative
Proposed Investment Sites

MAP KEY

1. DRI Property Redevelopment Site
2. DRI Investment Opportunity Site
3. DRI Streetscape + Infrastructure Opportunity

Proposed DRI Boundary Area
Syracuse City Parks + Community Centers

This map was prepared by the Department of Neighborhoods and Business Development based on current property records and project proposals at this time. It is provided for planning purposes only. JV 09/09/2011

Scale: 0.075 Miles

[Map showing proposed investment sites in Downtown Syracuse with numbered sites and legend]
The City of Syracuse will act as the lead agency to administer and manage a successful DRI award. The City will provide staffing and expertise from key departments that focus on business and community development, public works and engineering, parks, and planning, zoning, and permitting, and grants management.

**Community Engagement + Oversight: Office of the Mayor**

Mayor Ben Walsh and Deputy Mayor Sharon Owens will provide oversight of the overall vision and implementation of the plan on behalf of the City. They will also participate in ongoing engagement discussions and provide support through each step of the DRI planning process. Deputy Mayor Owens oversees the Department of Neighborhood & Business Development (NBD) as part of her portfolio, and will play a key role in leading the implementation of the City’s DRI strategies.

As an integral part of the community engagement process, the City of Syracuse Communications Team located within the Office of the Mayor will directly assist with the outreach to community residents and participation from a wide range of stakeholders in the strategic planning process.

Elected leaders from the Syracuse Common Council will also participate in community engagement efforts to ensure resident priorities are voiced and collected as part of the planning process.

**Planning + Implementation: Neighborhood & Business Development**

Implementation of the program will be led primarily by the City’s Department of Neighborhood and Business Development. The department is comprised of several divisions that oversee community and economic development, including grant management of federal and state development funding. NBD has specifically managed numerous New York State economic grant programs including Restore NY (Rounds I – V), New York Main Street (NYMS), and the awards from the Central New York Regional Economic Development Council (REDC). For these reasons, the City of Syracuse has extensive capacity and resources to oversee and manage grant award programs to ensure successful implementation.

The Neighborhood Planning and Business Development Divisions have worked closely in the past to conduct planning studies including the City-wide commercial corridor strategy and creation of the Syracuse Housing Plan. For this reason, the department is well positioned with the expertise necessary to oversee the strategic planning process upon successful award of a DRI investment, and work closely with a DRI consultant team provided by New York State.

The Neighborhood Planning Division within NBD provides data-driven and mapping analysis to determine investment opportunities within neighborhoods. A team of planners are assigned to
each area of the city (North, South, East, and West) to serve as a primary point of contact for community engagement and field questions, address issues, and provide referrals to other City departments for neighborhood concerns. These efforts directly support the City’s Resurgent Neighborhoods Initiative (RNI) which is managed and led by NBD, in coordination with other City departments and community partners. The Southwest Gateway is supported by planner Cimone Jordan, who has built relationships with community organizations, residents, and business owners in the Southside and Southwest neighborhoods. The presence of the NBD planners have enabled stakeholders to have greater access to information, resources, and connection to the day to day operations within city government.

Engagement as part of the DRI planning process will be led through a collaborative effort involving neighborhood planners and community ambassadors employed by the Center for Court Innovation (CCI). These ambassadors work closely with the City to help engage neighborhood residents of new programs and opportunities.

The Division of Business Development, also housed within NBD, provides direct financial assistance to ensure the completion of economic development projects through the Syracuse Economic Development Corporation (SEDCO) and the Syracuse Industrial Development Agency (SIDA). These entities serve as economic development tools for the City of Syracuse, and will be employed as part of the DRI implementation strategy. SEDCO provides low interest gap financing for various real estate, business expansion, and capital improvement projects. Financing is available for up to $200,000, and SEDCO can partner with other lending institutions to leverage additional investment capital. SIDA provides financial assistance in the form of tax abatements for real estate investment projects. These abatements include mortgage recording tax, sales and use tax, and property taxes through a PILOT (payment in lieu of taxes). In addition to staffing SEDCO and SIDA, the City’s Business Development Division also provides support with site location services and facilitates the redevelopment of underutilized commercial properties throughout the City of Syracuse.

Furthermore, other NBD teams will be engaged, including the Fiscal Division to oversee any accounting and reporting related to DRI, as well as the Division of Minority Affairs in order to provide additional support to MWBE and disadvantaged businesses and entrepreneurs to access resources and pursue investment opportunities through the DRI program.

**Streetscape and Other Public Improvements: Infrastructure Departments**

Beyond the Department of Neighborhood and Business Development and Mayor’s Office, a number of other City departments will play a role in the implementation and completion of DRI projects, specifically those located in the public right of way and/or involve investment in public spaces and infrastructure. Staff from these departments work closely to coordinate project design and planning with implementation to ensure projects are completed on time and with the allocated budget.

These departments include Department of Public Works (DPW), including transportation planning and sewers/sanitation; Department of Engineering; and Department of Parks including the urban forestry division.
Other Partnerships

In addition to the role City staff will play in the implementation of the DRI strategy, additional capacity will be leveraged through existing partnerships including the Downtown Committee of Syracuse, an organization which oversees the 82-block business improvement district (BID) comprised of Downtown Syracuse and have administrative and environmental maintenance staff dedicated to preserving and enhancing the downtown neighborhood. The Downtown Committee is an experienced convener and grant administrator, having served as the Local Program Administrator for six separate rounds of New York Main Street funding, including coordination with property owners, environmental remediation companies, design professionals, construction companies, and state employees in both DEC and HCR. Downtown Committee staff has also managed grants from former State Senator John DeFrancisco, CNY Arts, the CNY Community Foundation, the Gifford Foundation, National Grid, Syracuse Parks Conservancy, and other grant-making entities.

Partnerships with community organizations will have a significant role in the coordination of the DRI strategy for the Southwest Gateway, including collaboration with the Allyn Family Foundation and Jubilee Homes, both located directly within the DRI target area and have experienced staff well-versed in economic development and community prosperity. The Greater Syracuse Land Bank is another close partner, assisting the City with real estate planning and neighborhood revitalization efforts for longtime vacant and underutilized properties. This includes many sites within the Southwest Gateway which are poised for new investment.

Property owners and business leaders also serve as committed advocates for the Southwest Gateway, with groups such as the Southern Downtown Association and the West Onondaga Street Alliance (WOSA) with dedicated members, many of whom served as participants on the DRI Working Group and Steering Committee.

Additionally, the City works closely with CenterState CEO, an independent and forward-thinking economic development organization and chamber of commerce, which have staff dedicated to community development strategies to grow entrepreneurship, including initiatives such as Syracuse Surge and Syracuse Build. These jointly led efforts seek to create new 21st century workforce and employment opportunities for those within neighborhoods throughout the city. Another critical partner includes Onondaga County, with a range of community and economic development programs that may provide additional support, including the Green Infrastructure Fund (GIF) available through the Save the Rain Program through the County’s Department of Water Environment Protection (WEP).
Other

On the pages that follow, we have provided a copy of the ordinance passed by the Syracuse Common Council approving this application for DRI. In addition, letters of support from community partners, anchor organizations, and developers in the Southwest Gateway are also included.
September 13, 2021

Hon. Ben Walsh
Mayor
City of Syracuse
233 East Washington Street, Room 203
Syracuse, New York 13202

Dear Mayor Walsh,

Please accept our collective support for the City of Syracuse application to the Downtown Revitalization Initiative (DRI) for a target area comprising of several important business corridors within the Southwest neighborhood of Syracuse, as well as the southern portion of the city’s central business district. As elected representatives of the City of Syracuse who are directly involved in the ongoing actions to revitalize our community, we see the value of this investment within the proposed DRI target area known as the Southwest Gateway, and applaud these efforts.

The resources provided through the Downtown Revitalization Initiative will serve as a catalyst by fostering new opportunities in real estate investment, job creation, and public space enhancements. This proposal will build upon momentum already underway in the City of Syracuse, while seeking to develop inclusive growth and greater environmental sustainability. A DRI investment from New York State will only ensure that Syracuse continues rising to new possibilities.

If selected for the Downtown Revitalization Initiative, the City of Syracuse and entire Central New York region will benefit significantly from this $10 Million award, resulting in a transformational impact for all those who live, work, and visit our community.

Thank you for your support of this opportunity, and we look forward to continue working collaboratively with you and your administration on these revitalization efforts in the future.

Sincerely,

Helen Hudson
President

Khalid Bey
Councillor-at-Large

Michael Greene
Councillor-at-Large

Rita Paniagua
Councillor-at-Large

Ronnie White Jr.
Councillor-at-Large

Joseph G. Carni
1st District Councillor

Patrick Hogan
2nd District Councillor

Chol Majok
3rd District

LaToya Allen
4th District

Joe Driscoll
5th District Councillor
September 9, 2021

Mayor Ben Walsh
City of Syracuse
203 City Hall
233 East Washington Street
Syracuse, NY 13202

Dear Mayor Walsh,

I am writing in support of the City of Syracuse application to the Downtown Revitalization Initiative (DRI) for a target area comprising of several important business corridors within the Southwest neighborhood of Syracuse, as well as the southern portion of the city’s central business district. As the Assembly representative of a district that includes the proposed DRI target area, I value the investment the City of Syracuse is looking to make within this important area and fully support these efforts.

The resources provided through the Downtown Revitalization Initiative will serve as a catalyst by fostering new opportunities in real estate investment, job creation, and public space enhancements. This proposal will build upon momentum already underway in the City of Syracuse, while seeking to develop inclusive growth and greater environmental sustainability. A DRI investment from New York State will ensure that Syracuse continues its critical revitalization efforts.

If selected for the Downtown Revitalization Initiative, the City of Syracuse and entire Central New York region will benefit significantly from this $10 Million award, resulting in a transformational impact for all those who live, work, and visit our community.

Thank you for your support of this opportunity, and I look forward to continued collaboration on these revitalization efforts in the future.

Sincerely,

Assembly Member Pamela J. Hunter
128th Assembly District
September 14, 2021

Mayor Ben Walsh  
City of Syracuse  
203 City Hall  
233 East Washington Street  
Syracuse, NY 13202

Dear Mayor Walsh,

Please accept my support for the City of Syracuse application to the Downtown Revitalization Initiative (DRI) for a target area comprising of several important business corridors within the Southwest neighborhood of Syracuse, as well as the southern portion of the city’s central business district. Onondaga County is a close partner of the City of Syracuse, and I see the value of the investment the City of Syracuse is looking to make within the proposed DRI target area and applaud these efforts.

The resources provided through the Downtown Revitalization Initiative will serve as a catalyst by fostering new opportunities in real estate investment, job creation, and public space enhancements. This proposal will build upon momentum already underway in the City of Syracuse, while seeking to develop inclusive growth and greater environmental sustainability. A DRI investment from New York State will only ensure that Syracuse continues rising to new possibilities.

As County Executive I understand the importance of a thriving city. The target area is the gateway to the west side of Syracuse and poised for economic recovery and growth. My strong commitment in seeing positive change through this corridor is evident in the $1.25 million dollars I have agreed to put forth with the approval of this grant.

If selected for the Downtown Revitalization Initiative, the City of Syracuse and entire Central New York region will benefit significantly from this $10 Million award, resulting in a transformational impact for all those who live, work, and visit our community.

Thank you for your support of this opportunity, and I look forward to continue working collaboratively on these revitalization efforts in the future.

Sincerely,

J. Ryan McMahon, II  
Onondaga County Executive
Mayor Ben Walsh  
City of Syracuse  
203 City Hall  
233 East Washington Street  
Syracuse, NY 13202  

Dear Mayor Walsh,

I am writing to express my support for the City of Syracuse application to the Downtown Revitalization Initiative (DRI) for a target area comprising of several important business corridors within the Southwest neighborhood of Syracuse, as well as the southern portion of the city’s central business district.

Pathfinder Bank is a 160 year old local bank that is making a multi-million dollar investment in this footprint. We are going to open a full service branch that is scheduled to open in the 1st quarter of 2022 with products and services designed to the demographics of that neighborhood.

The resources provided through the Downtown Revitalization Initiative will serve as a catalyst by fostering new opportunities in real estate investment, job creation, and public space enhancements. This proposal will build upon momentum already underway in the City of Syracuse, while seeking to develop inclusive growth and greater environmental sustainability. A DRI investment from New York State will only ensure that Syracuse continues rising to new possibilities.

If selected for the Downtown Revitalization Initiative, the City of Syracuse and entire Central New York region will benefit significantly from this $10 Million award, resulting in a transformational impact for all those who live, work, and visit our community.

Thank you for your support of this opportunity, and I look forward to continue working collaboratively on these revitalization efforts in the future.

Sincerely,

Calvin L. Corriders  
Regional President/Syracuse Market
September 9, 2021

The Honorable Ben Walsh, Mayor of Syracuse  
City of Syracuse  
203 City Hall  
233 East Washington Street  
Syracuse, NY 13202

Dear Mayor Walsh,

I am writing to express my support for the City of Syracuse application to the Downtown Revitalization Initiative (DRI) for a target area comprising several important business corridors within the Southwest neighborhood of Syracuse, as well as the southern portion of the city’s central business district.

A disruptive force in the wireless industry, JMA is restoring U.S. leadership in wireless technology at a critical time in the transition to 5G. JMA makes the world’s most advanced software-based 5G platform, which it designs, codes, and manufactures in the United States. JMA will soon be opening a new, 100,000 square foot state-of-the-art manufacturing and office building in this area. We believe this project is transformative, leading the way for others to join us in the mission to improve the area.

The resources provided through the Downtown Revitalization Initiative will serve as a catalyst by fostering new opportunities in real estate investment, job creation, and public space enhancements. This proposal will build upon momentum already underway in the City of Syracuse, while promoting inclusive growth and greater environmental sustainability. A DRI investment from New York State will ensure that Syracuse continues rising to new possibilities.

If selected for the Downtown Revitalization Initiative, the City of Syracuse and the entire Central New York region will benefit significantly from this $10 Million award, which will have a transformational impact for all of those who visit, or live; and work in our community.

Thank you for your support of this opportunity, and I look forward to continuing to work collaboratively on these revitalization efforts in the future.

Sincerely,

[Signature]

Dino Peios, VP Finance
Salt City Coffee

509 W Onondaga St Syracuse NY 13204

Mayor Ben Walsh
City of Syracuse
203 City Hall
233 East Washington Street
Syracuse, NY 13202

Dear Mayor Walsh,

I am writing to express my support for the City of Syracuse application to the Downtown Revitalization Initiative (DRI) for a target area comprising of several important business corridors within the Southwest neighborhood of Syracuse, as well as the southern portion of the city's central business district.

We opened Salt City Coffee on 509 W Onondaga St in 2017. Our vision is to create and sustain neighborhood connections through coffee. Intentionally picked on the border of several diverse neighborhoods, we offered, and will offer again post-pandemic, a Pay-It-Forward Board so that anyone can grab a cup of coffee or bagel at no charge, no questions asked. We think that this corridor to and from city center has a lot of potential and are looking forward to seeing the accelerated impact that can be made on this corridor with thoughtful intention and care.

The resources provided through the Downtown Revitalization Initiative will serve as a catalyst by fostering new opportunities in real estate investment, job creation, and public space enhancements. This proposal will build upon momentum already underway in the City of Syracuse, while seeking to develop inclusive growth and greater environmental sustainability. A DRI investment from New York State will only ensure that Syracuse continues rising to new possibilities.

If selected for the Downtown Revitalization Initiative, the City of Syracuse and entire Central New York region will benefit significantly from this $10 Million award, resulting in a transformational impact for all those who live, work, and visit our community.

Thank you for your support of this opportunity, and I look forward to continue working collaboratively on these revitalization efforts in the future.

Sincerely, Aaron & Maria Metthe
September 6, 2021

Mayor Ben Walsh
City of Syracuse
203 City Hall
233 East Washington Street
Syracuse, NY 13202

Dear Mayor Walsh,

I am writing to express my support for the City of Syracuse application to the Downtown Revitalization Initiative (DRI) for the target area leaving downtown and heading up West Onondaga Street and along South Avenue.

I am the owner of the Spa at 500, and The Art of Massage. Fifteen years ago I purchased the vacant building at 500 West Onondaga, at a time when the only business activity in the vicinity was a drug store and corner markets. As you have personally witnessed, in recent years two restaurants, a coffee shop, Price Rite Market, and now Salt City Market and the Brady Market have all opened up within walking distance. Upstate Printing is a thriving venture and a great partner for so many neighbors. The Pathfinder Bank branch at 506 is expected to be completed by 2022, and we hope that ground will break on the renovation of 366 and the Trinity Episcopal Church. The Co-Op building 377 is a gem, and the Creekwalk enhancements are perfectly suited to that property. On Midland the SHA has built dozens of affordable one family houses. On West Onondaga and South West Avenue they have renovated the ElJay Apartments. We have seen three families move in and renovate abandoned homes on the 600-700 blocks.

In our own building we have served to incubate half a dozen women and Black owned businesses, served as home to four not-for-profit organizations serving the community, and hosted too many charity functions and community events to count. We love the neighborhood and our neighbors, and are proud to be a part of the revival of West Onondaga Street. Slowly, but steadily, we move forward. The result - a cleaner, safer, more walkable business and family-friendly neighborhood.

We have come as far as we can come with private investment. We need public support so that this corridor’s full potential can be reached. We are the gateway between downtown and Strathmore and Onondaga Hill. We are the bridge between the Near West Side and the South Side. A thriving, walkable, and green West Onondaga and South Avenue Corridor is attainable and will advance and extend the buzz that we all feel around downtown.

Please help us. The resources provided through the Downtown Revitalization Initiative will serve as a catalyst by fostering new opportunities in real estate investment, job creation, and public space.
enhancements. This proposal will build upon momentum already underway in the City of Syracuse, while seeking to develop inclusive growth and greater environmental sustainability.

If selected for the Downtown Revitalization Initiative, the City of Syracuse and the entire Central New York region will benefit significantly from this $10 Million award, resulting in a transformational impact for all those who live, work, and visit our community.

Thank you for all you do for our town and our neighborhood, and for your support of this opportunity. I look forward to continuing working with you and your team on these revitalization efforts.

All the best,

Ed Griffin-Nolan
315 345 2794
Sep 8, 2021

Mayor Ben Walsh  
City of Syracuse  
203 City Hall  
233 East Washington Street  
Syracuse, NY 13202

Dear Mayor Walsh:

I am writing to express my support for the City of Syracuse application to the Downtown Revitalization Initiative (DRI) for a target area comprising of several important business corridors within the Southwest neighborhood of Syracuse, as well as the southern portion of the city’s central business district.

My business partner, Chris LaBerge, and I have made a commitment to invest our time and resources into the redevelopment of 366 West Onondaga Street. As you may know this building is a historic landmark that if developed thoughtfully will have a lasting impact on the surrounding neighborhoods. Not only will it provide opportunity in the nearby neighborhood it will likely spark additional development in this corridor of the same light. We are excited for the opportunity in front of us and feel strongly that the resources available through the DRI will be needed for any and all projects to receive the investment and attention required for a successful initiative along this corridor.

The resources provided through the Downtown Revitalization Initiative will serve as a catalyst by fostering new opportunities in real estate investment, job creation, and public space enhancements. This proposal will build upon momentum already underway in the City of Syracuse, while seeking to develop inclusive growth and greater environmental sustainability. A DRI investment from New York State will only ensure that Syracuse continues rising to new possibilities.

If selected for the Downtown Revitalization Initiative, the City of Syracuse and entire Central New York region will benefit significantly from this $10 Million award, resulting in a transformational impact for all those who live, work, and visit our community. Thank you for your support of this opportunity, and I look forward to continue working collaboratively on these revitalization efforts in the future.

Luke R. Esposito  
Principal
September 7, 2021

Mayor Ben Walsh  
City of Syracuse  
203 City Hall  
233 East Washington Street  
Syracuse, NY 13202

Dear Mayor Walsh,

I am writing to express my support for the City of Syracuse application to the Downtown Revitalization Initiative (DRI) for a target area comprising of several important business corridors within the Southwest neighborhood of Syracuse, as well as the southern portion of the city’s central business district.

The Downtown Committee is a private, not-for-profit, professional downtown management organization that represents all property owners and tenants within the central business district.

We are at the nexus of the public and private partnership that brings about improvement and revitalization. As the steward of the Downtown Special Assessment District, the Downtown Committee plays an essential role in keeping Downtown clean, attractive, accessible, safe, growing, dynamic, exciting, inclusive and welcoming for all. As such, the opportunity to participate in an initiative that will activate and strengthen local corridors in and adjacent to Downtown Syracuse, strengthening the center of our city, is extremely exciting.

The resources provided through the Downtown Revitalization Initiative will serve as a catalyst by fostering new opportunities in real estate investment, job creation, and public space enhancements. This proposal will build upon momentum already underway in the City of Syracuse, while seeking to develop inclusive growth and greater environmental sustainability. A DRI investment from New York State will only ensure that Syracuse continues rising to new possibilities.

If selected for the Downtown Revitalization Initiative, the City of Syracuse and entire Central New York region will benefit significantly from this $10 Million award, resulting in a transformational impact for all those who live, work, and visit our community.

Thank you for your support of this opportunity, and I look forward to working collaboratively on these revitalization efforts in the future.

Sincerely,

Merike Treier  
Executive Director
September 4, 2021

Mayor Ben Walsh
City of Syracuse
203 City Hall
233 East Washington Street
Syracuse, NY 13202

Dear Mayor Walsh,

I am writing to express my support for the City of Syracuse application to the Downtown Revitalization Initiative (DRI) for a target area comprising of several important business corridors within the Southwest neighborhood of Syracuse, as well as the southern portion of the city’s central business district.

Jubilee Homes of Syracuse, Inc. takes pride in the Syracuse community and in our role as a catalyst of change. Nearly 30 years ago, we embarked on a journey to reduce crime and blight while providing housing opportunities for low-moderate income families. The outcome can be seen in the Southwest neighborhood, where we have installed more than 90 owner-occupied homes and attracted private and public investment within the community.

Jubilee Homes of Syracuse, Inc. is committed to revitalizing the Southwest side of Syracuse through, affordable housing opportunities, workforce, and entrepreneurship programming, economic development, and youth development programming.

The resources provided through the Downtown Revitalization Initiative will serve as a vehicle to foster new opportunities in real estate investment, job creation, and public space enhancements. This proposal will build upon momentum already underway in the City of Syracuse, while seeking to develop inclusive growth and greater environmental sustainability. A DRI investment from New York State will only ensure that Syracuse continues rising to new possibilities.

If selected for the Downtown Revitalization Initiative, the City of Syracuse and entire Central New York region will benefit significantly from this $10 Million award, resulting in a transformational impact for all those who live, work, and visit our community.

Thank you for your support of this opportunity, and I look forward to continuing working collaboratively on these revitalization efforts in the future.

Sincerely,

Walt Dixie
Executive Director
Dear Mayor Walsh,

I am writing to express my support for the City of Syracuse application to the Downtown Revitalization Initiative (DRI) for a target area comprising of several important business corridors within the Southwest neighborhood of Syracuse, as well as the southern portion of the city’s central business district.

The Greater Syracuse Land Bank is tasked with returning vacant, abandoned, and tax-foreclosed properties to productive use. We have sold many properties in this target area and we have several more commercial and mixed-use properties under contract and on the market. These DRI resources will help us attract additional buyers to invest in this part of Syracuse.

The resources provided through the Downtown Revitalization Initiative will serve as a catalyst by fostering new opportunities in real estate investment, job creation, and public space enhancements. This proposal will build upon momentum already underway in the City of Syracuse, while seeking to develop inclusive growth and greater environmental sustainability. A DRI investment from New York State will only ensure that Syracuse continues rising to new possibilities.

If selected for the Downtown Revitalization Initiative, the City of Syracuse and entire Central New York region will benefit significantly from this $10 Million award, resulting in a transformational impact for all those who live, work, and visit our community.

Thank you for your support of this opportunity, and I look forward to continue working collaboratively on these revitalization efforts in the future.

Sincerely,

Katelyn Wright
Executive Director
Dear Mayor Walsh,

I am writing on behalf of the Syracuse Urban Partnership and the Salt City Market, to express our support for the City of Syracuse application to the Downtown Revitalization Initiative (DRI) for a target area comprising of several important business corridors within the Southwest neighborhood of Syracuse, as well as the southern portion of the city’s central business district.

Over the past three years the Syracuse Urban Partnership has worked to transform a previously vacant parking lot into a mixed-use cultural hub and amenity for the great Syracuse community. This past January, all that hard work paid off and culminated in the opening of the Salt City Market – an 80,000 sq ft building that features a food hall and grocery store on the first floor, not-for-profit office space on the 2nd floor, and 26 mixed-income apartments on the 3rd and 4th floors. The building sits at the unique intersection of Syracuse’s downtown, the Southside neighborhood, the Westside neighborhood, and the recently renovated Hotel Syracuse. This unique location was specifically identified as the ideal location for a building that could begin to unite neighborhoods (through food!) and showcase the best of Syracuse to those visiting our world-class hotel. Since the opening of the Salt City Market 7 months ago, we have seen thousands of Central New York residents visit the southern end of downtown for the first time in their lives to enjoy meals from our 10 diverse food vendors (all MWBE), grab a drink at our bar, or shop at the Syracuse Cooperative Market – the first grocery store to be in our downtown in over 50 years.

The Salt City Market was targeted 25-million-dollar investment, of which one million dollars was secured via New York State’s regional development council’s consolidated funding application. It was also the first project in over 8 years in Syracuse to receive New Market Tax Credits. Building off this positive momentum, now is the right time for Syracuse to receive DRI funding to continue pushing the economic growth beyond our downtown, and more into our Southern and Southwest neighborhoods. Through the DRI funds we will be able to better unify our often-segregated neighborhoods by tying them together via economic and creative placemaking strategies that will both address economic disparities and physical barriers.

If selected for the Downtown Revitalization Initiative, the City of Syracuse and entire Central New York region will benefit significantly from this $10 Million award, resulting in a transformational impact for all those who live, work, and visit our community. Thank you for your support of this opportunity, and I look forward to continue working collaboratively on these revitalization efforts in the future.

Sincerely,

Maarten Jacobs
Executive Director
Syracuse Urban Partnership
September 7, 2021

Mayor Ben Walsh
City of Syracuse
203 City Hall
233 East Washington Street
Syracuse, NY 13202

Dear Mayor Walsh,

I am writing to express my support for the City of Syracuse’s application to the Downtown Revitalization Initiative (DRI) for a target area comprising several vital business corridors within the Southwest neighborhood of Syracuse, as well as the southern portion of the city’s central business district.

Home HeadQuarters, Inc. is a private, not-for-profit 501(c)(3) organization established in 1996 and committed to creating housing and related opportunities and services in Central and Upstate New York that improve the lives of underserved people and revitalize the communities in which they live. Our partnership with The City of Syracuse helps us fulfill our mission. In addition to our wide range of residential lending programs; Home HeadQuarters also provides commercial loans to small business owners that struggle to access financing from traditional lenders and undertakes a variety of mixed use and commercial real estate development projects in transitional neighborhoods. Home HeadQuarters recognizes the positive impact of investing in our business corridors and believes the DRI proposal will further bolster development efforts already underway by the City of Syracuse, Home HeadQuarters, and other stakeholders involved in the recovery of our downtown area and community at large.

The resources provided through the Downtown Revitalization Initiative will serve as a catalyst by fostering new opportunities in real estate investment, job creation, and public space enhancements. This proposal will build upon momentum already underway in the City of Syracuse, while seeking to develop inclusive growth and greater environmental sustainability.

An investment from the Downtown Revitalization Initiative will benefit the City of Syracuse and entire Central New York region and result in a transformative impact for those who live, work, and visit our community.

We look forward to our continued collaboration on revitalization efforts throughout the City of Syracuse. Please do not hesitate to contact me if I can provide additional information concerning our support for this proposal.

Sincerely,

Kerry P. Quaglia
Chief Executive Officer
Dear Mayor Walsh:

We are writing to express our support for the City of Syracuse application to the Downtown Revitalization Initiative (DRI) for a target area comprising of several important business corridors within the Southwest neighborhood of Syracuse, as well as the southern portion of the city’s central business district.

Our organization has received community presentations about the South Avenue Business Development from May 14, 2019 and most recent June 8, 2021 from representatives of Jubilee Homes. Ours is a long history of collaboration both on housing development and Price Rite Market.

The resources provided through the Downtown Revitalization Initiative will serve as a catalyst by fostering new opportunities in real estate investment, job creation, and public space enhancements. This proposal will build upon momentum already underway in the City of Syracuse, while seeking to develop inclusive growth and greater environmental sustainability. A DRI investment from New York State will only ensure that Syracuse continues rising to new possibilities.

If selected for the Downtown Revitalization Initiative, the City of Syracuse and entire Central New York region will benefit significantly from this $10 Million award, resulting in a transformational impact for all those who live, work and visit our community.

Thank you for your support of this opportunity, and I look forward to continue working collaboratively on these revitalization efforts in the future.

Sincerely,

Rich Puchalski
Executive Director
Dear Mayor Walsh,

On behalf of the Strathmore Community Development Group, LLC, I am writing to express support for the City of Syracuse application to the Downtown Revitalization Initiative (DRI) for a target area comprising several important business corridors within the Southwest neighborhood of Syracuse, as well as the southern portion of the city’s central business district.

As you are aware, the Strathmore Community Development Group, LLC (other members include John Lacey, Brenda Colella, and Margaret Carillo-Sheridan) is redeveloping two lots on West Onondaga Street directly between South Avenue and Salt City Coffee.

The resources provided through the Downtown Revitalization Initiative will serve as a catalyst by fostering new opportunities in real estate investment, job creation, and public space enhancements. This proposal will build upon momentum already underway in the City of Syracuse, while seeking to develop inclusive growth and greater environmental sustainability. A DRI investment from New York State will only ensure that Syracuse continues rising to new possibilities.

If selected for the Downtown Revitalization Initiative, the City of Syracuse and entire Central New York region will benefit significantly from this $10 Million award, resulting in a transformational impact for all those who live, work, and visit our community.

Thank you for your support of this opportunity, and I look forward to continue working collaboratively on these revitalization efforts in the future.

Sincerely,

Garth E. Coviello
City of Syracuse

CITY CLERK'S OFFICE

I, JOHN P. COPANAS, City Clerk of the City of Syracuse, New York do hereby certify that the attached is a true copy of an ORDINANCE:

Adopted by the Common Council on August 23, 2021

Signed by the Mayor on August 26, 2021

City Clerk

TO:

Mayor
Assessment Commissioner
Aviation Commissioner
Board of Elections
Bureau of Accounts
Citizen Review Board
City Auditor
City School District
Code Enforcement
Neighborhood and Business Development
Finance Commissioner
Corporation Counsel
United States Congressperson
Governor of New York State
New York State Senate
New York State Assembly
New York State Senator
Onondaga County Legislature

Management & Budget Director
Parks & Recreation Commissioner
Personnel & Labor Relations Dir.
Police Chief
Public Works Commissioner
Public Works/Bookkeeper
Purchase Department
Real Estate Division
Research Director
Water Department
Zoning Administration
United States Senator
Department of Engineering
Finance/Treasury
Finance (Water Bureau)
Fire Chief
Grants Management Director
Board of Education
ORDINANCE AUTHORIZING MAYOR TO SUBMIT AN APPLICATION TO EMPIRE STATE DEVELOPMENT FOR A DOWNTOWN REVITALIZATION INITIATIVE PROGRAM GRANT NOT TO EXCEED $10,000,000 AND EXECUTE A CONTRACT OR WRITTEN INSTRUMENTS ASSOCIATED WITH THE GRANT AS NECESSARY

BE IT ORDAINED, that the Mayor be and he hereby is authorized to submit an application to Empire State Development for a Downtown Revitalization Initiative Program Grant in an amount not to exceed $10,000,000; as part of this program the City proposes a target business district as the focal point for an infusion of up to $10,000,000 for commercial and mixed use redevelopment projects and investments in the physical environment (including the City infrastructure) that will encourage greater density, walkability, sustainability and economic growth. The City proposes the target business district for this grant shall be portions of the West Onondaga Street and South Avenue Corridors in the City of Syracuse. If awarded the State will assign a consultant to work with the City and a local planning committee that represents the target geographic area to develop a comprehensive vision for redevelopment and to award grants to specific projects; and

BE IT FURTHER ORDAINED, that upon receipt of said grant, the Mayor be and he hereby is authorized to execute a contract or written instruments as approved by the Corporation Counsel; and

BE IT FURTHER ORDAINED, that upon receipt of said funds or any part thereof, pursuant to said application authorized herein, the Commissioner of Finance is authorized and directed to deposit the same in an appropriate account to be determined by him.