PLACEMAKING STRATEGIES & EARLY PROJECT IDENTIFICATION

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NEW YORK FORWARD/DOWNTOWN REVITALIZATION INITIATIVE

For more information on New York Forward, visit: NY Forward at https://www.ny.gov/programs/ny-forward

For more information on the Downtown Revitalization Initiative, visit: Downtown Revitalization Initiative at https://www.ny.gov/programs/downtown-revitalization-initiative
# CAPACITY BUILDING WEBINAR SERIES

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WEBINAR PRESENTERS

JESSICA A. BACHER
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REVITILIZATION PLANNING PROCESS

Visioning
Community Needs Assessment
Placemaking Strategies
Projects
Implementation
Goals are developed using qualitative information from the Visioning process in conjunction with information from the Community Needs Assessment.

Goals (1) help the community identify and prioritize action-oriented approaches and (2) help the community measure its progress and make adjustments where needed.

From the goals, a community will develop placemaking/revitalization strategies that provide specific steps on how to achieve those goals.
WHAT IS PLACEMAKING?

“Placemaking is the process of creating quality places that people want to live, work, play, and learn in.”

– Congress for New Urbanism
WHAT ARE QUALITY PLACES?

Form – creates the Stage
Activity – is the Play
Response – is how you Feel about the Play
Economic – if good, the Play makes Money (& so will businesses nearby)
Sense of Place – is strong if the above are true

Source: Congress for New Urbanism
QUALITY PLACES - FORM

• Density and scale that are appropriate to their location (rural-urban)
• Human scale
• Walkable and bikeable streets and trails

Source: Congress for New Urbanism
PLACEMAKING
WHAT ARE FACETS OF QUALITY PLACES?

A Mix of Uses
Effective public spaces
Multiple transportation options
Multiple housing options
Preservation of Historic Structures
Respect Community Heritage
Arts, Culture and Creativity
Recreation
Green Space
Sustainability
Broadband Capability
## PLACEMAKING & REVITALIZATION EXAMPLES

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Vision: Batavia is All In to reshape its urban core by embracing and building upon its rich entrepreneurial history, fostering cultural appreciation, and creating a healthy and vibrant community to benefit all.

Goal: Accessibility - Downtown Batavia will provide opportunities for a diverse population of all ages and abilities to live, work and play.

Goal: Synergy - Downtown revitalization projects will be complementary with each other, leveraging synergies among a mix of businesses, properties, organizations, uses and investments.

Goal: Connectivity - Batavia’s downtown will provide user friendly networks to connect downtown with neighborhoods, businesses, institutions, recreational opportunities and culture.

Goal: Vitality - Downtown Batavia will attract residents and businesses through marketing, branding, high quality design, amenities, and arts and culture.

Goal: Opportunity - Sound investments in downtown Batavia will create catalytic opportunities for growth, entrepreneurship, and long term economic sustainability.
BATAVIA – PUBLIC REALM
Goal: Vitality - Downtown Batavia will attract residents and businesses through marketing, branding, high quality design, amenities, and arts and culture.

Strategy: Brand downtown.

Strategy: Preserve historic structures.

Strategy: Landscape and buffer downtown parking lots.

Strategy: Integrate green infrastructure techniques into projects.

Strategy: Upgrade Main Street facades.

Strategy: Redevelop for the human scale.

Strategy: Create an arts/culture district.

Strategy: Integrate art into downtown development projects.
• Implemented lighter quicker cheaper interventions that work to slow traffic and create human-scaled places.
• Installed parklets, benches, curb extensions and fun programming to turn streets into places for people, not just cars.

Source: Lancaster County, Nebraska
Vision: BRIDGE: Build—Renew—Invent—Develop—Grow—Empower Increased development of sustainable mixed-use projects that incorporate affordable and market-rate housing and transportation oriented design; workforce development; access to healthy, affordable food; and re-imagining the waterfront for expanded public use and enjoyment. Preserve and enhance diversity in the district by prioritizing current residents. While tourism is an engine for the Hudson economy, leverage the DRI to create an environment for high-quality, year-round, living-wage jobs for local residents core of our family-friendly community.

Goal: Create employment opportunities. Prioritize projects that provide quality jobs, training, and employment pathways for Hudson residents.

Goal: Increase access to healthy and affordable foods. Promote food business incubation with support for new food entrepreneurs and existing businesses; create food-related employment opportunities; and increase options for affordable food.

Goal: Promote livable community features and values. Prioritize mixed-use, mixed-income development with active first floor spaces and a high quality public realm.

Goal: Develop safe and accessible transportation options. Improve circulation and connectivity, and prioritize Complete Streets redesign of streets within the BRIDGE District.

Goal: Create one connected uninterrupted waterfront. Preserve, restore, enhance, and increase amenities across the waterfront; improve access to and from the Hudson River.
HUDSON - TRANSPORTATION

Front Street - existing street section.

Front Street - proposed Complete Streets design.
GOAL: Transportation - Safe and ready access of all types of transportation, allowing everyone to easily reach and connect with all the BRIDGE District’s assets and the community as a whole.

Strategy: Improve circulation south of Cross Street.

Strategy: Prioritize Complete Streets redesign of streets within BRIDGE District.

Strategy: Improve public transportation options.

Strategy: Make at-grade rail crossings safe.

Strategy: Investigate potential for relocation of CSX/truck crossing further south.
GOAL: Transportation – Continued.

Strategy: Improve Second Street stairs and other pedestrian connections.

Strategy: Increase use and opportunities for car rentals and shares from Amtrak station.


Strategy: Investigate opportunity for electric bus circulator connecting the Amtrak station, BRIDGE District, Warren Street, and other locations.

Strategy: Link to regional bike trail network.

Strategy: Leverage Ferry Street bridge improvements as part of DRI.
Vision: Uptown Kingston’s Stockade Business District is the heart of an economic revitalization that creates new opportunities for the surrounding neighborhoods, towns and counties. This revitalization will incubate innovative solutions that will contribute to a regenerative and healthy local living economy that also preserves the cultural and historic character of the area. It will ensure that recent investments in Kingston’s future are multiplied and expanded in order to continue to retain and attract current and future residents, businesses, jobs, and visitors. By doing so the Stockade Business District will remain a strong and durable core area. By encouraging development models that support equity, it will also preserve and enhance the diversity and health of our community, ensuring that Kingston continues to be a welcoming home for all who wish to contribute to a better and brighter future.

Goal: Promote Mixed-Use Growth and Environmentally Regenerative Principles to Support Equitable and Sustained Activity in the SBD for Current and Future Merchants, Residents of all ages, Workers, and Visitors

Goal: Leverage Kingston’s Assets to Boost the Economic Base of the SBD in an Approach that Complements Kingston’s Other Core Commercial Areas and Supports the Local Living Economy and its Creative Culture

Goal: Improve Access and Mobility for Pedestrians, Bicyclists, and Other Modes of Transportation to Better Connect the SBD with Adjacent Neighborhoods and the Region.

Goal: Support New Development and Rehabilitation of Existing Buildings to Provide Additional Affordable Housing Opportunities and Housing Accessibility for All Residents in the SBD
KINGSTON – HOUSING
KINGSTON, MID-HUDSON - HOUSING

Goal: Support New Development and Rehabilitation of Existing Buildings to Provide Additional Affordable Housing Opportunities and Housing Accessibility for All Residents in the SBD

Strategy: Support public infrastructure to benefit equitable business development in the SBD.

Strategy: Promote homeownership for low- and moderate-income households through programs such as revolving loan funds, private activity bonds, land banks, and community land trusts.

Strategy: Work with existing affordable housing partners and to determine best strategies for enhancing the supply of affordable housing.
Vision: Westbury will be Long Island’s model transit-oriented, diverse, walkable, arts-centric downtown.

Goal: Transit-Oriented - Create a downtown that supports a vibrant mix of uses within proximity to the LIRR Station.

Goal: Diversity - Retain the existing diverse population and attract new residents.

Goal: Walkability - Increase pedestrian activity throughout the downtown.

Goal: Arts-Centric - Enhance the cultural profile of Westbury.
Goal: Diversity: Retain the existing diverse population and attract new residents.

Strategy: Encourage the development of diverse housing options.

Strategy: Establish a retail mix that supports diversity in the community.

Strategy: Ensure parking capacity meets the needs of residents, commuters, and visitors.

Strategy: Facilitate improvements to key community assets.
HORNELL, SOUTHERN TIER – HISTORIC PRESERVATION

Vision: Downtown Hornell serves as the regional center of activity in the Southern Tier. It is a full service hub that leverages its compact, walkable design to attract a range of businesses and residents by offering diverse housing options, a fully utilized historic building stock, educational and employment opportunities and a range of community and social amenities. The close-knit community benefits from a unique blend of cultural, artistic and recreational spaces designed to provide a welcoming and attractive environment.

Goal: Preservation - Preserve the city’s historic character through the revitalization of vacant and underutilized buildings.

Goal: Public Realm - Provide a Walkable and Pedestrian Friendly Environment and Enhance Public Spaces in the Downtown to Encourage Year-Round Activity.

Goal: City Living - Increase the number of residential options in the downtown core to meet the needs to the larger community

Goal: Vibrancy - Establish downtown as a vibrant center for business, entrepreneurship, working, and learning
HORNELL, SOUTHERN TIER – HISTORIC PRESERVATION

**Goal:** Preservation - Preserve the city’s historic character through the revitalization of vacant and underutilized buildings.

**Strategy:** Promote the adaptive reuse of underutilized buildings in the downtown to support a mix of uses.

**Strategy:** Support investment in upper stories of downtown buildings.

**Strategy:** Invest in infrastructure improvements that facilitate the reuse and sustainability of the downtown’s building stock.
AJO, ARIZONA – HISTORIC PRESERVATION

• Revitalized three historic buildings in the center of town
• Historic school building was restored to create a living and working space for artists to support a creative economy
• Old elementary school was renovated into an Inn and Conference Center
• Public art installation features remembrances of residents from previously demolished neighborhoods

Source: Ajo, Arizona Chamber of Commerce
OSWEGO, CENTRAL NEW YORK – ANCHORS, EMPLOYERS & INCUBATORS

Vision: Downtown Oswego has momentum. Building on a vibrant and walkable historic core, amenity rich neighborhoods, small-town charm and waterfront beauty, downtown Oswego will sustain and create hundreds of jobs, support high-quality housing at all levels of affordability, and be an exciting four-season destination to shop, eat, visit, live, work and play. Our downtown will once again be the thriving core of our family-friendly community.

Goal: Strengthen the vibrancy of the downtown core.

Goal: Connect downtown to the water.

Goal: Retain and grow businesses.

Goal: Increase downtown residential living.
OSWEGO – ANCHORS, EMPLOYERS & INCUBATORS
Goal: Retain and grow businesses.


Strategy: Support local business expansions.

Strategy: Prioritize mixed-use development where feasible to support new job creation.

Strategy: Leverage existing growth sectors.

Strategy: Increase workforce training programs downtown.
Vision: The revitalization of Downtown Penn Yan will propel long-term regional prosperity and provide year-round opportunities for all residents and visitors to enjoy the area’s natural assets, local foods and beverages, arts, and creative economy in an attractive and accessible destination.

Goal: Leverage the area’s natural and historic assets.

Goal: Promote locally produced foods, beverages, products, goods and services downtown: Downtown Penn Yan’s long-term vitality will be improved by supporting and promoting the bounty of its rich regional agricultural economy.

Goal: Stimulate a vibrant year-round downtown arts and culture scene

Goal: Provide access and opportunity for all residents to be part of downtown Penn Yan’s revitalization
PENN YAN – FOOD & BEVERAGE
GOAL:
Promote locally produced foods, beverages, products, goods and services downtown: Downtown Penn Yan’s long-term vitality will be improved by supporting and promoting the bounty of its rich regional agricultural economy.

STRATEGY:
Encourage farm-to-table relationships among local producers, processors and restaurateurs.

STRATEGY: Celebrate the variety of unique artisan foods, craft beverages, seasonal produce, and other offerings through downtown festivals, events, and markets.

STRATEGY: Incubate local processors and food-related start-ups downtown.

STRATEGY: Integrate agri-tourism into local tourism promotion.
UTICA, MISSISSIPPI – FOOD & AGRICULTURE

- Linked revitalization plan to the agricultural history of the region
- Developed opportunities in local agriculture through a small farm apprenticeship program
- Planned for the development of a greenhouse
- Storytelling program

Source: Sipp Culture
ROME, MOHAWK VALLEY – ARTS & CULTURE

**Vision:** DOWNTOWN ROME IS... a welcoming and walkable destination activated by arts, culture and entrepreneurism a place where businesses thrive and grow a place where people of all ages want to live, work, play... and stay.

**Goal:** Provide a sustainable and diverse range of uses in the downtown area.

**Goal:** Develop a high-quality public realm that seamlessly connects all aspects of downtown, promoting both walkability and vibrancy.

**Goal:** Create an environment that attracts and fosters economic opportunity and celebrates diversity.

**Goal:** Celebrate and leverage existing historic and cultural resources to establish downtown as an arts and cultural hub.
ROME – ARTS & CULTURE
ROME, MOHAWK VALLEY – ARTS & CULTURE

Goal: Celebrate and leverage existing historic and cultural resources to establish downtown as an arts and cultural hub.

Strategy: Leverage existing historic and cultural institutions to bolster tourism and generate spin-off business opportunities.

Strategy: Partner with Fort Stanwix, Capitol Theatre, and the REACH Center to identify strategic opportunities for collaboration.

FERGUS FALLS, MINNESOTA – ARTS & CULTURE

- Developed a strategy called “creative people power”
  - Support artists to make a living.
  - Have artists at the table, especially in community engagement.
  - Make hubs and homes for creativity.
  - Element called “lots of little,” which focuses on creating many smaller projects instead of one major project.

Source: Fergus Falls, Minnesota
Vision: Owego will leverage its access to one of America’s great rivers; its historical charm; its growing arts scene; its safe, friendy, and walkable atmosphere; and its proximity to major regional employers, to improve quality-of-life, resiliency, and economic opportunities for new and future residents, while attracting visitors to enjoy all of the recreational, cultural, and shopping assets that Owego has to offer.

Goal: Recreation - Create opportunities for recreation to draw visitors and connect residents to local natural resources to provide year-round activities for residents.

Goal: Arts and Culture - Make Owego a regional destination known for its arts and culture, including live theater, film, music, public art, and historic charm.

Goal: Downtown - Experience Maximize downtown experience for Owego residents by improving streetscapes, community facilities, and aesthetics.

Goal: Infrastructure - Ensure that municipal infrastructure supports residents and businesses and diminishes the impact of flooding, while maximizing cost-effectiveness of municipal services.

Goal: Economic Development - Bolster economic development by supporting small businesses, attracting entrepreneurs, and linking Owego residents to local jobs.

Goal: Housing and Neighborhoods - Strengthen existing neighborhoods and encourage new housing development to attract new residents.
Goal: Recreation - Create opportunities for recreation to draw visitors and connect residents to local natural resources to provide year-round activities for residents.

Strategy: Enhance connectivity to the waterfront for the enjoyment of local natural resources, including opportunities for recreation, tourism, and outdoor activity.

Strategy: Improve park and open space assets to improve quality-of-life for local residents, and attract new residents and visitors.
WESTERN PENNSYLVANIA AND MARYLAND – RECREATION & NATURAL RESOURCES

• Trail Town Program focuses on revitalizing rural communities by growing outdoor tourism and small businesses
Vision: The City of Geneva underwent an extensive visioning process in 2016 in support of its Comprehensive Plan Update. Building on the vision established through that process, the vision statement was carried through and personalized to the DRI Study Area. The citywide vision statement provides a roadmap for when decisions are made about how to direct public and civic resources. This vision statement notes resources should be used in a way that makes Geneva a more beautiful, more prosperous, more equitable, more connected and more sustainable community than it is today. The DRI Study Area’s goal statements aims to support this vision within the DRI Study Area.

Goal: Beautiful - Leverage our historic assets and natural resources to create a vibrant, welcoming and attractive city center.

Goal: Prosperous - Support businesses, educational resources and workforce development initiatives in a manner that fosters opportunity for all.

Goal: Equitable - Provide a range of services and amenities available to all community members and visitors, regardless of age, race and income.

Goal: Connected - Ensure our downtown, waterfront and neighborhoods are seamlessly integrated, supporting multimodal users and providing a walkable and pedestrian-friendly core.

Goal: Sustainable - Serve as stewards of our natural and historic resources in a manner that balances preservation, long-term growth and community development.
Goal: Sustainable - Serve as stewards of our natural and historic resources in a manner that balances presentation, long-term growth and community development. The City of Geneva is committed to protecting and celebrating our beautiful built environment. The City recognizes that business and residential growth is imperative for long-term success, but should not come at the expense of our unique environmental setting.

Strategy: Enhance the Seneca Lake lakefront through projects that connect residents with the water.

Strategy: Create accessible and safe connections to our natural resources.

Strategy: Encourage projects that reduce our environmental footprint.
REVITILIZATION PLANNING PROCESS

- Visioning
- Community Needs Assessment
- Placemaking Strategies
- Projects
- Implementaton
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