



Oneonta Downtown Revitalization Initiative

Local Planning Committee

Meeting 2

October 25, 2016

Local Planning Committee Topics & Schedule

LPC Meeting 2

- Preliminary Assessment and Opportunity
- Main Street Preliminary Assessment
- Expanded Downtown Preliminary Assessment
- Preliminary Market Demand and National Trends

LPC Meeting 3

- Preliminary Options
- Final Market Demand Assessment

LPC Meeting 4

- Options and financial strategies
- Preliminary Implementation Strategies

LPC Meeting 5

- Final Options, Priority Projects, Implementation Strategy

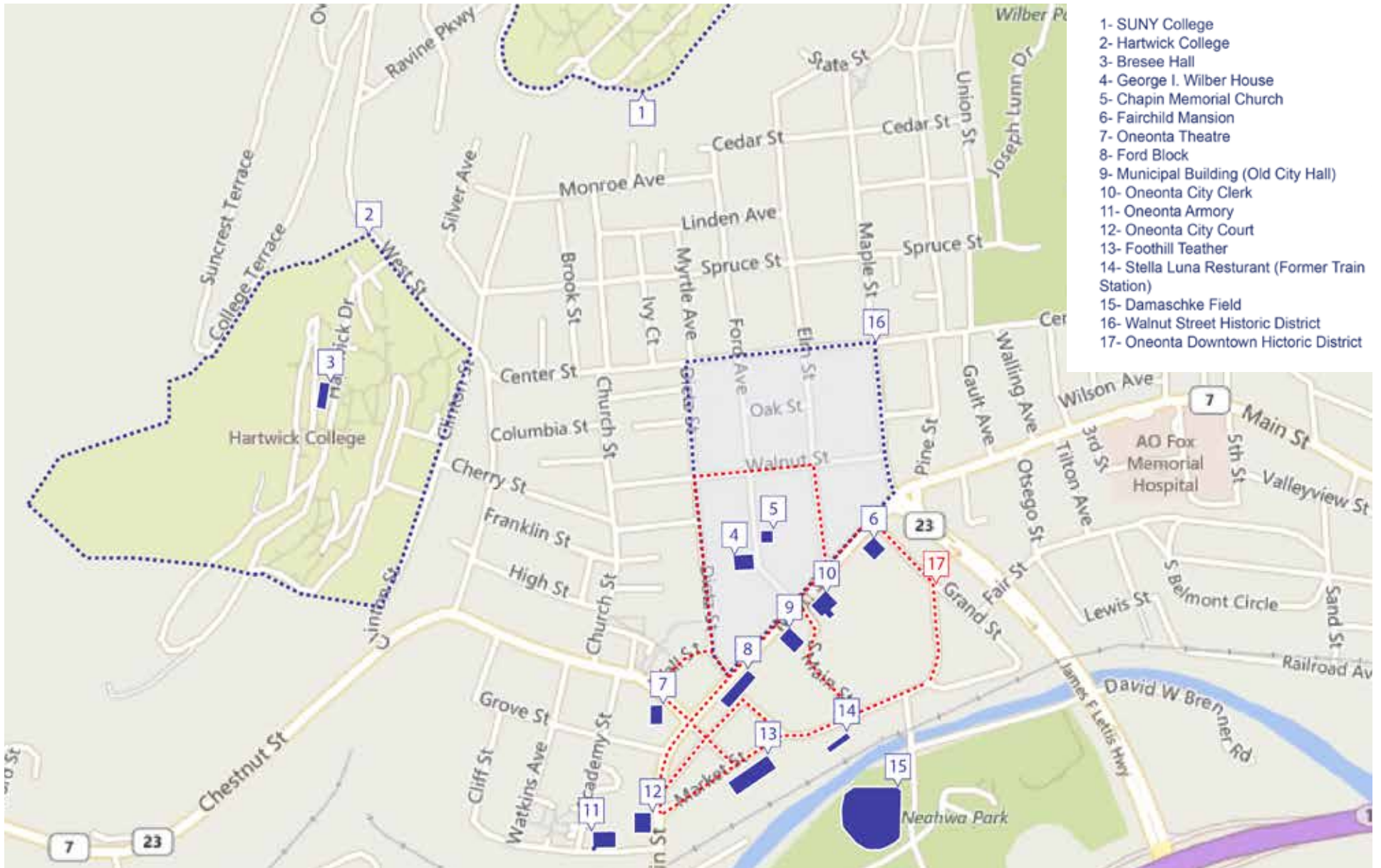


I.
MAIN STREET
ASSESSMENT &
OPPORTUNITY

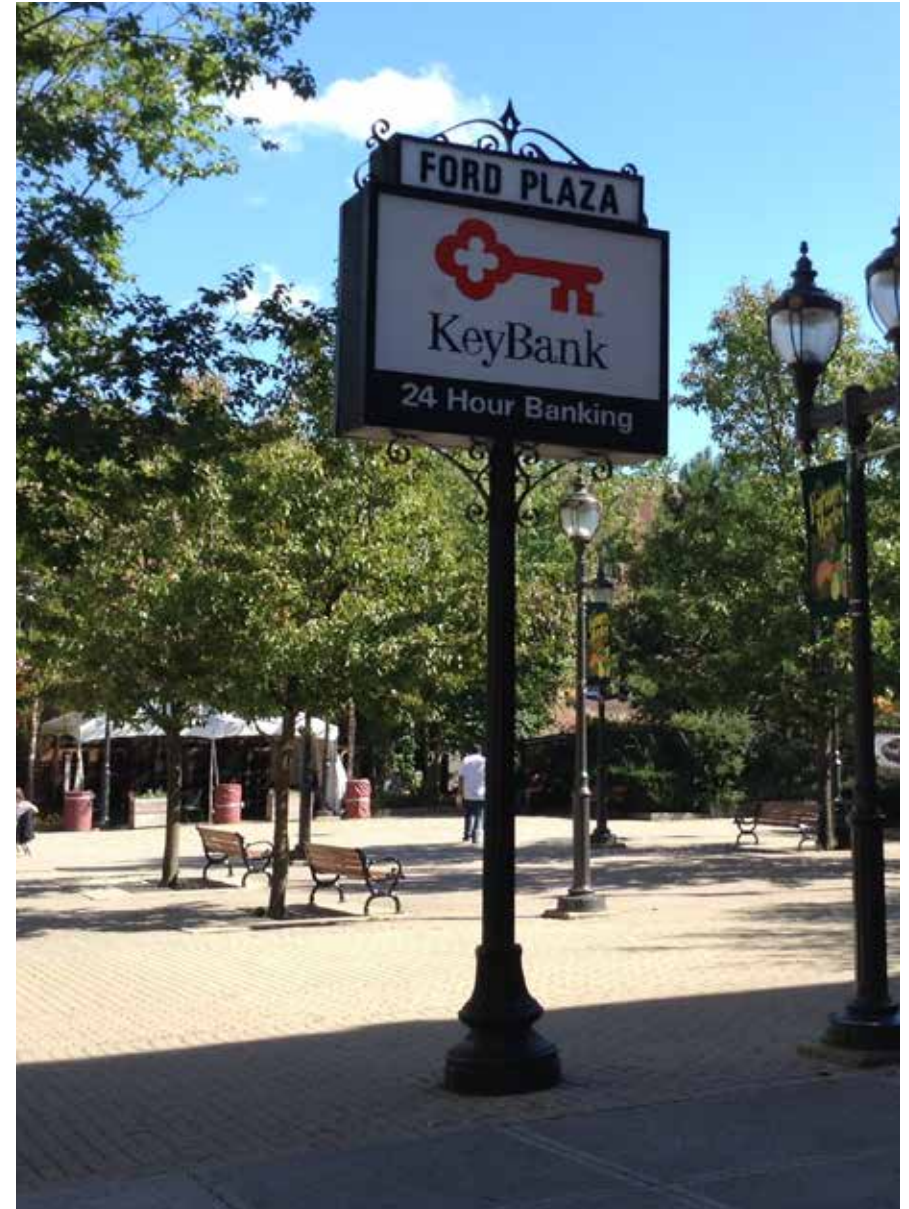
I.1 High Quality Historic Character (Stakeholder Comments)



I.1 National Register of Historic Places



I.2 Town Square: Unprogrammed Edges



I.2 Precedent



Dahlonega - Georgia

Source: Wikimedia Commons



Successful Town Squares have programming around the edges.

I.3 Retail: variety on Main Street



I.3 Retail: Lack of Visibility



I.4 Parking Around Main St



Approximately 1000 parking spaces for public use according to LA Group report 2016

Street-Side Parking Summary

Street	Parking Spaces	Approximate Capacity
Main St.	70	90%
Academy St.	29	50%
Fairview St.	19	50%
Market St.	20	75%
Chestnut St.	17	75%
Wall St.	6	100%
Dietz St.	20	75%
Ford Ave.	27	75%
Elm St.	40	75%
Walnut St.	30	50%
S. Main St.	17	25%

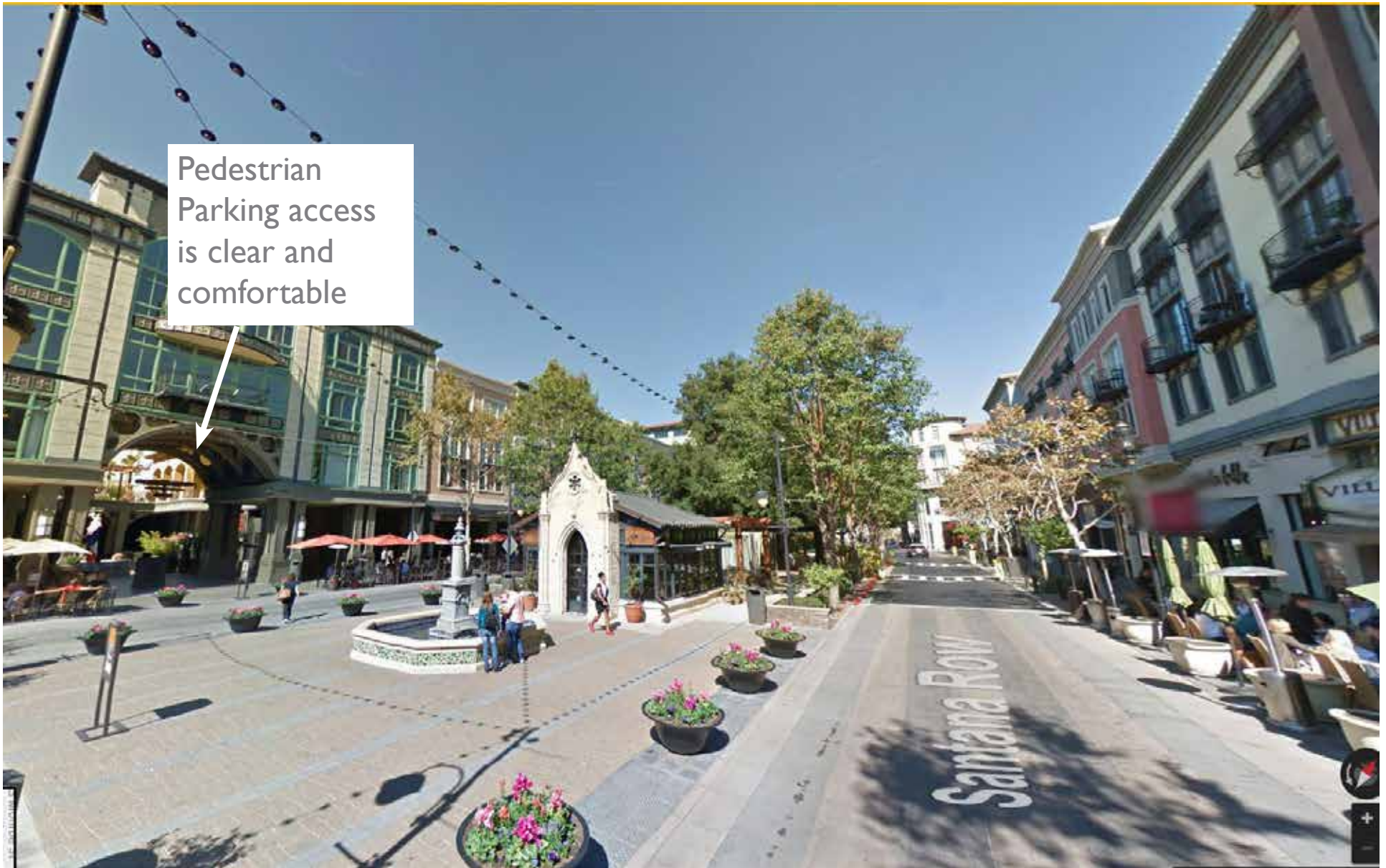
Public Parking Lot Summary

Parking Lot	Parking Spaces	Approximate Capacity
Westcott	52	90%
Dietz St.	278	90%
Wall St.	45	90%
Parking Garage	480	50%

Three-level Public Parking



I.4 Precedent: Santana Row, San Jose



Pedestrian
Parking access
is clear and
comfortable

I.4 Precedent: Saratoga Springs, NY



Parking access is clearly marked.
Extensive retail signage and wayfinding.

I.5 Underutilized Upper Floors (Stakeholder Comments)



I.5 Underutilized Upper Floors (Stakeholder Comments)

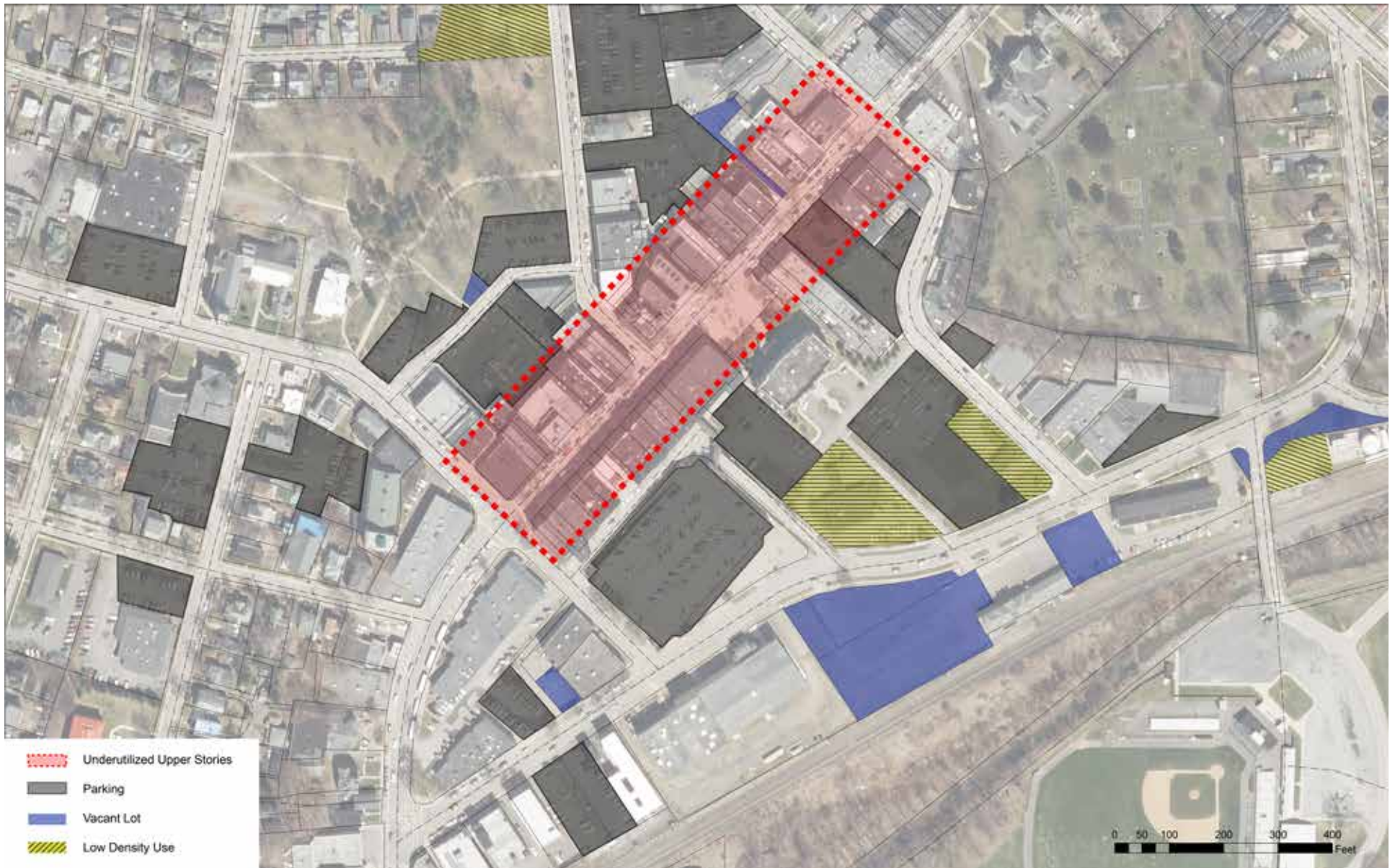
- Bresee Building renovation successful, required substantial subsidy
- Real estate environment with little incentive to renovate
- Rental rates per square foot for students are higher than for professionals
- Impacts disposable income on Main Street





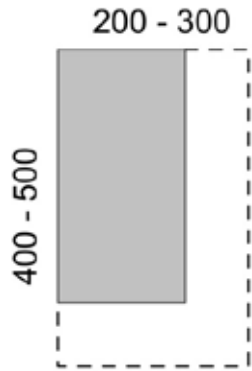
2.
EXPAND DOWNTOWN
ONTO UNDERUTILIZED
LAND

2.1 Underutilized Land (Stakeholder Comments)

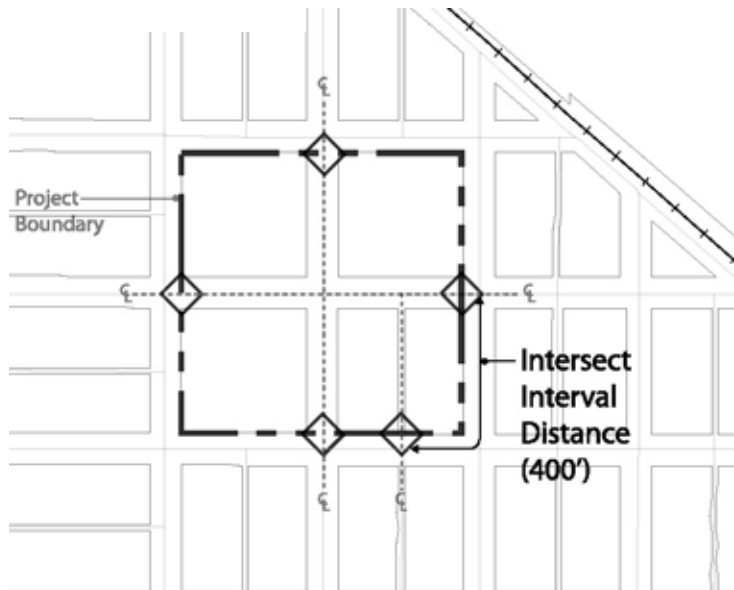


2.2 Walkable Neighborhoods / Block, Saratoga Springs, NY

Walkable Block



Saratoga Springs has a network of small blocks that allows easy pedestrian access.



Project site with right-of-way intersects on project boundary at least every 400 feet

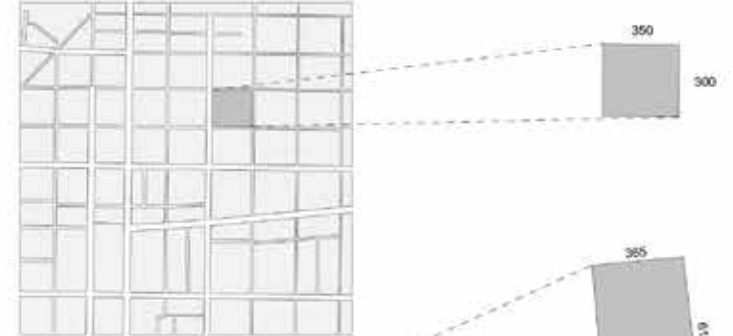


2.2 Urban Blocks: Successful Towns with Small Blocks

Alexandria, VA



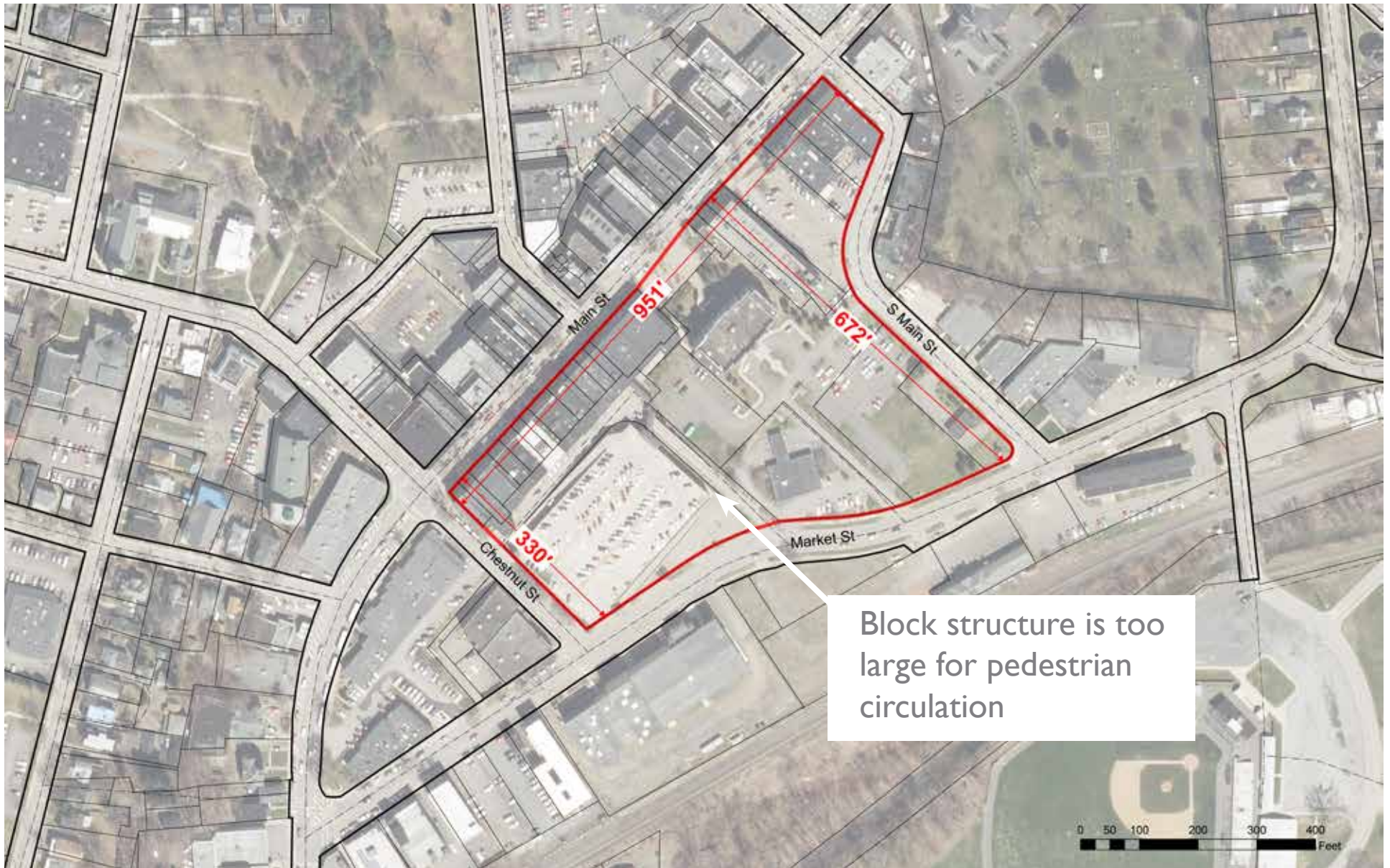
Richmond-IN



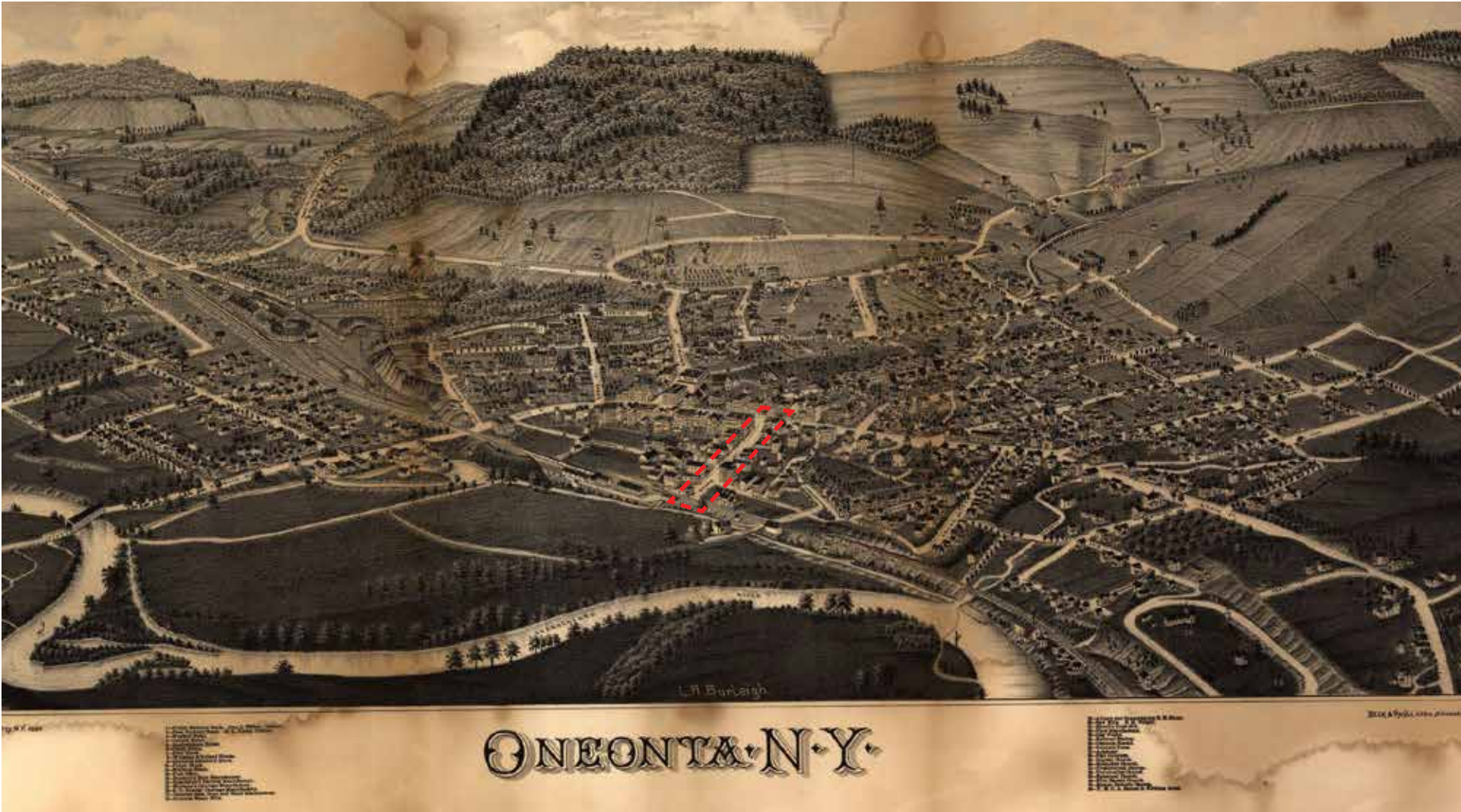
Oneonta, NY



2.2 Oneonta: Super Block

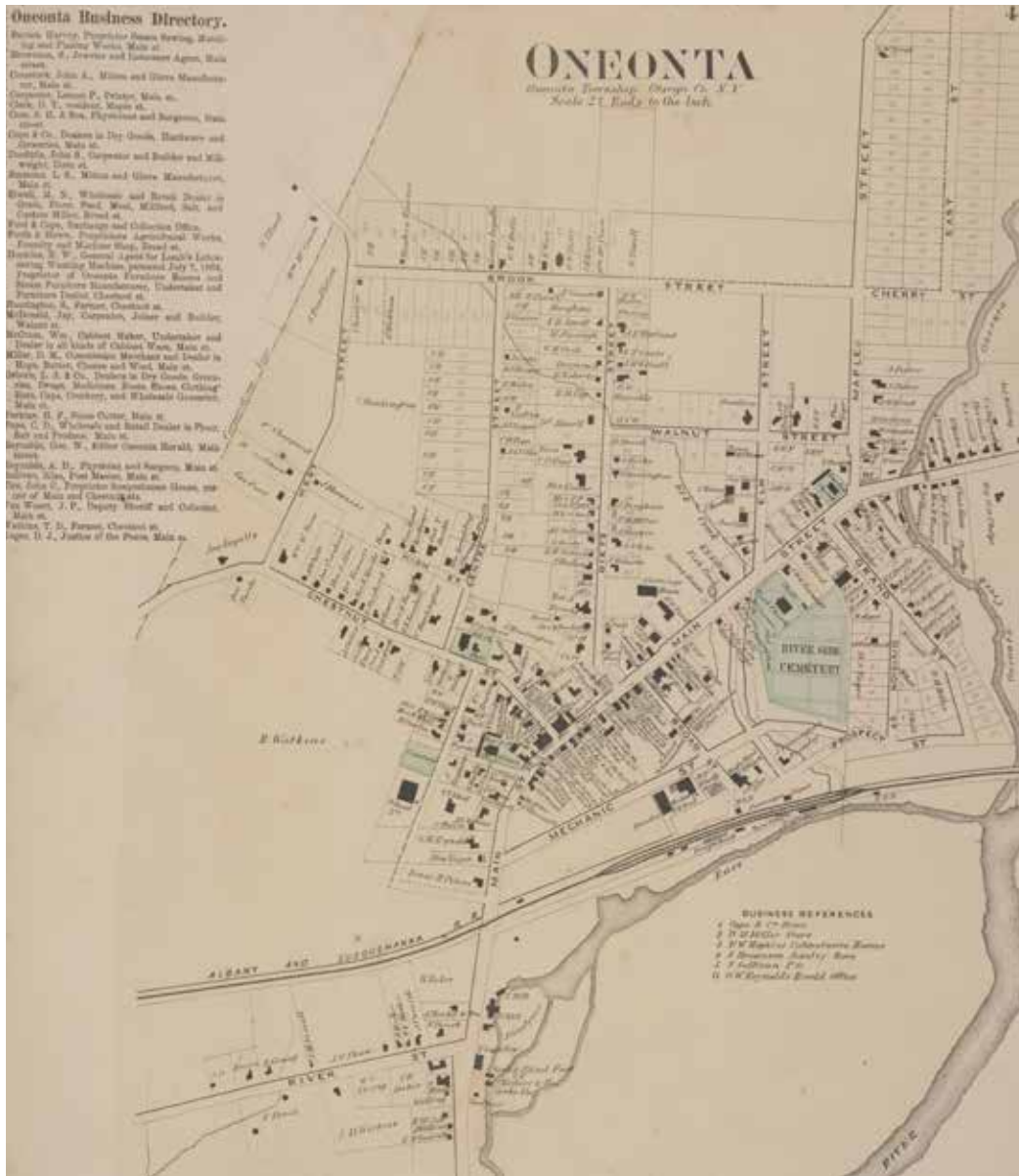


2.2 Super Block Problem Historic Plan

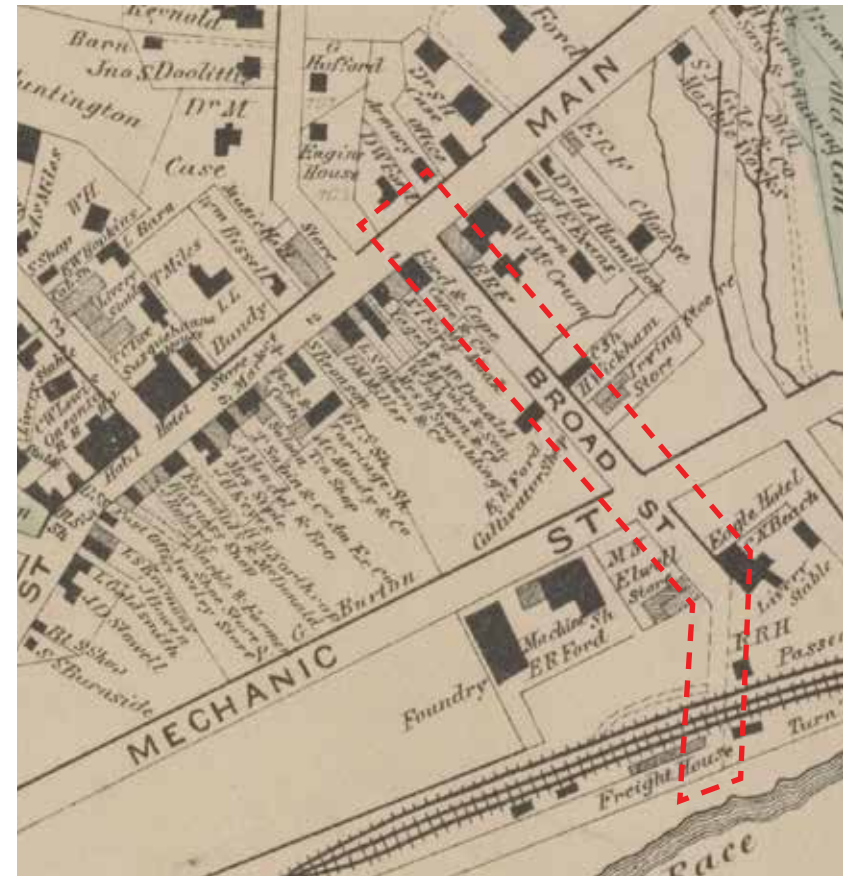


Source: Library of Congress

2.2 Old Broad Street Connected Main Street to Market Street



Source: NY Public Library Digital Collection

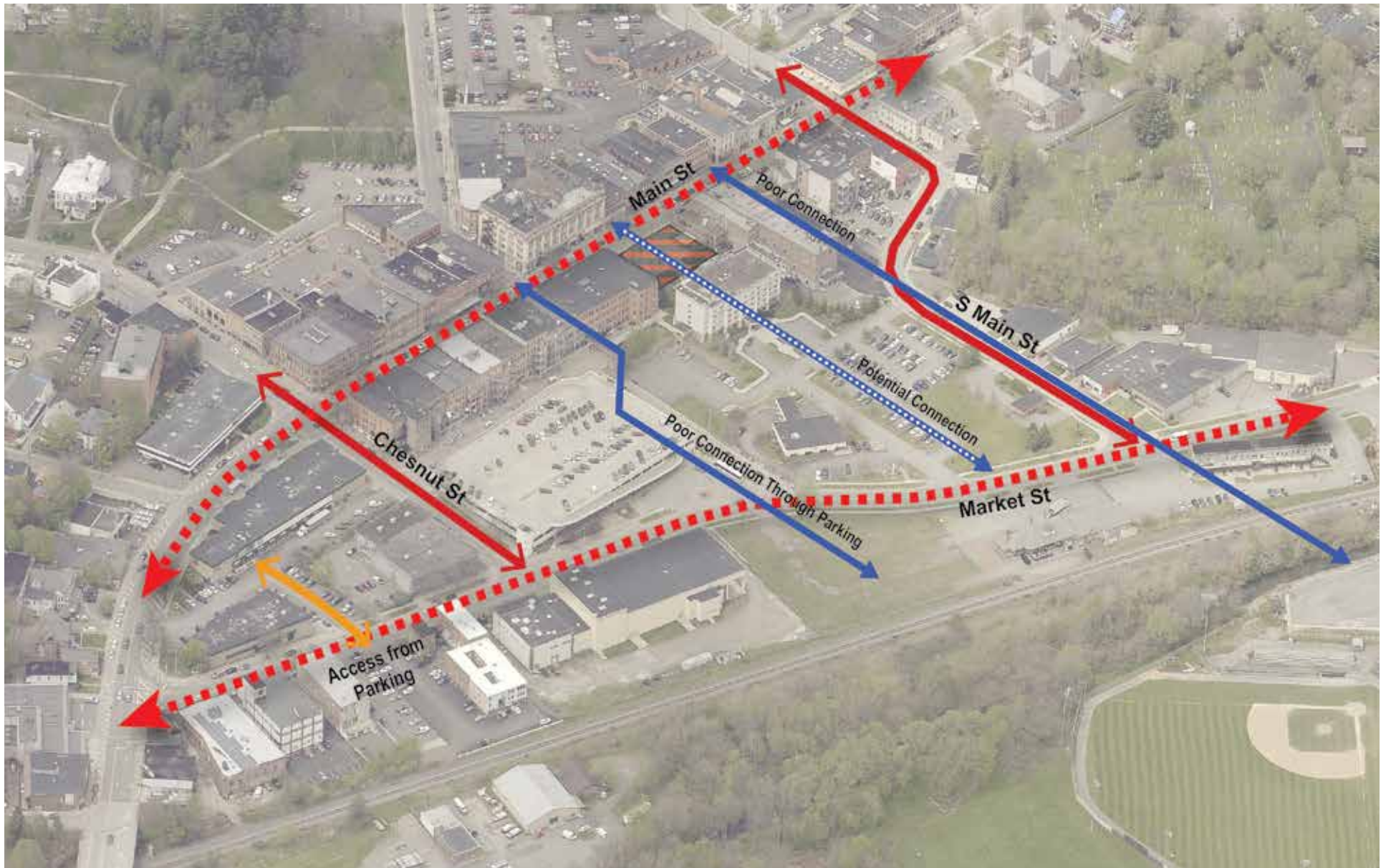


Main Street and Market Street (Mechanic St) were once connected by Broad Street. Streets were often eliminated by urban renewal programs of the 1960's and 1970's.

2.2 Super Block: People Cut-Through



2.2 Need for Connection Between Market St & Main St



2.2 Boardwalk Project



Proposed pedestrian connector between Main Street and South Main Street.



South Main Street Park Elevation

2.3 Market Street Opportunities & Constrains

2.3.1 Blank Facades



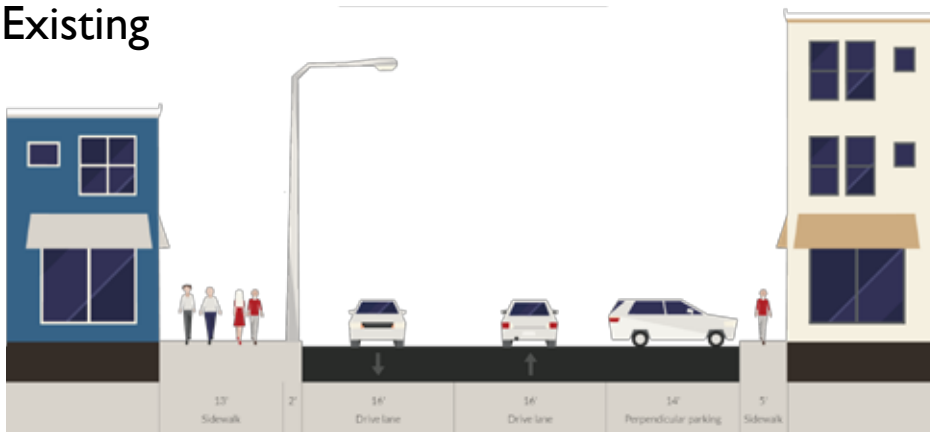
2.3.2 Lack of Pedestrian Features on Market Street



2.3.2 Market St : Street Design



Existing



- Driving lanes too wide
- Lack of street trees

2.3.2 Precedents - Street and Sidewalk Design

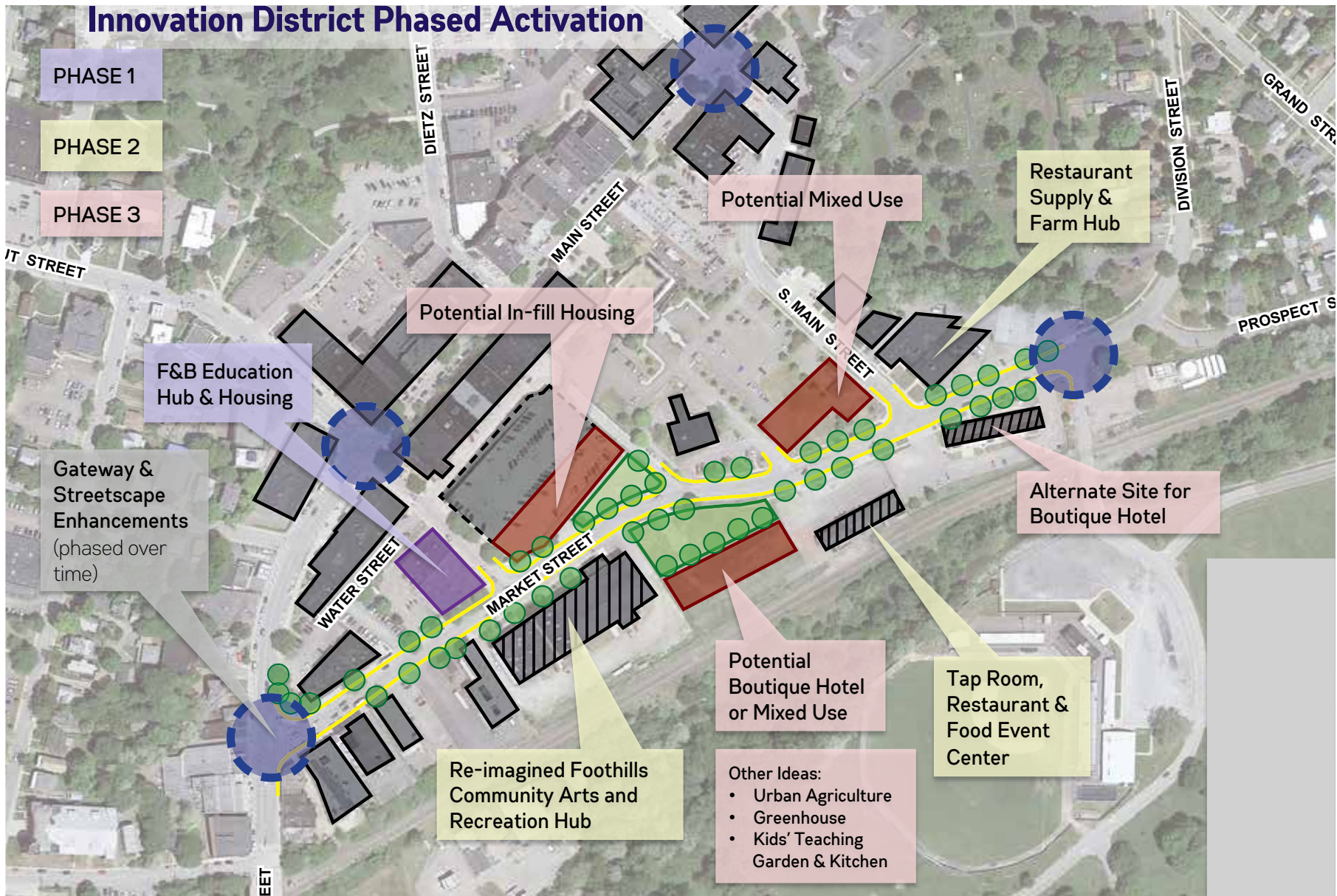


12th Avenue West at 135th, NY



Streets can often be made more pedestrian friendly with the addition of medians, by reducing street width, adding painted pedestrian zones, adding potted plants, and street trees.

2.3.5 Potential Programming



2.3.3 Foothills Theater (Stakeholder Comments)



NEEDS:

- 1- An appropriate shell for acoustics
- 2- Full set of percussion equipment for symphonies/piano
- 3- Recording booth
- 4- Curtains need to be able to open all the way
- 5- Additional or full fly space for main stage productions (requires raising the roof over the stage or lowering the height of the proscenium opening)
- 6- Dedicated space for full dressing rooms, make-up rooms & locations for costume storage during productions
- 7- Orchestra pit or dedicated area for musicians and orchestra chairs
- 8- Better lighting & in-house sound system



Front Entry - Welcome Center



Theater

2.3.4 Parking Structure

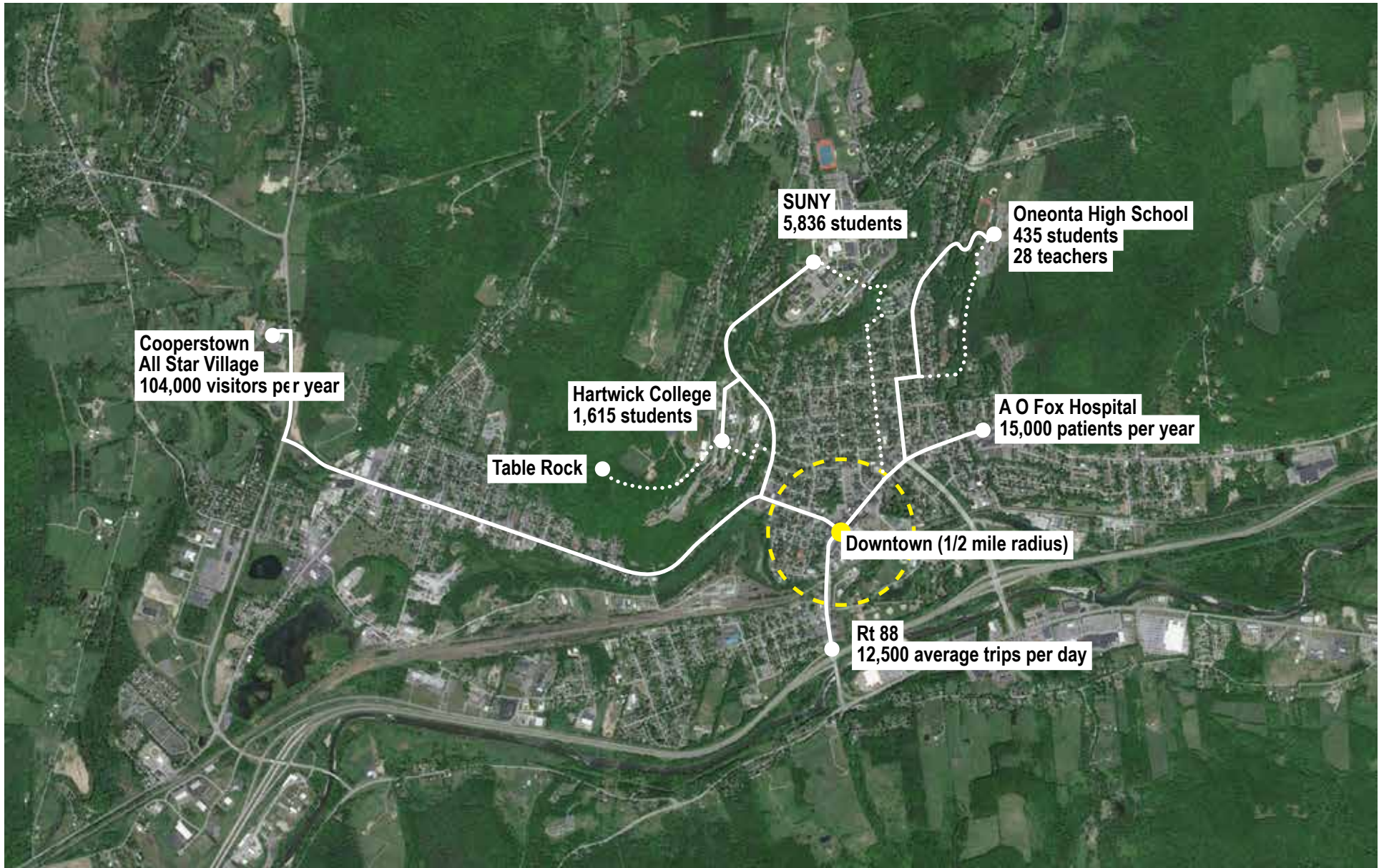


- Otsego Now examining development opportunities.
- Parking Garage is in good condition for a structure that is approximately 40 years old.
- It is estimated that rehabilitation would cost \$750,000.
- Engineer does not recommend structure support additional load .
- Potential opportunity to create transit hub.

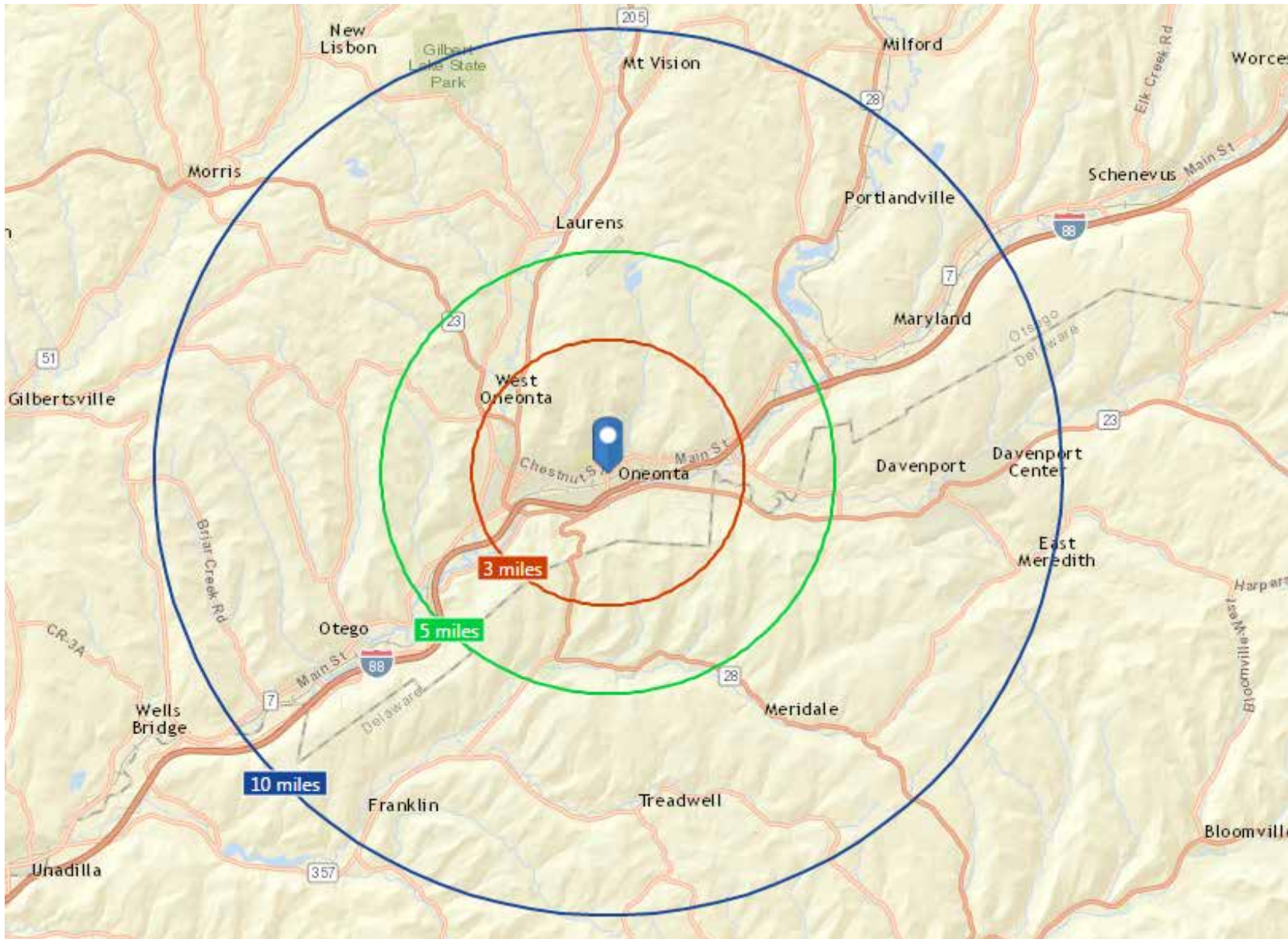


3.
MARKET DEMAND
SUMMARY

3.1 Regional Context



3.2 Retail Trade Area: Local Demand (excluding tourism)



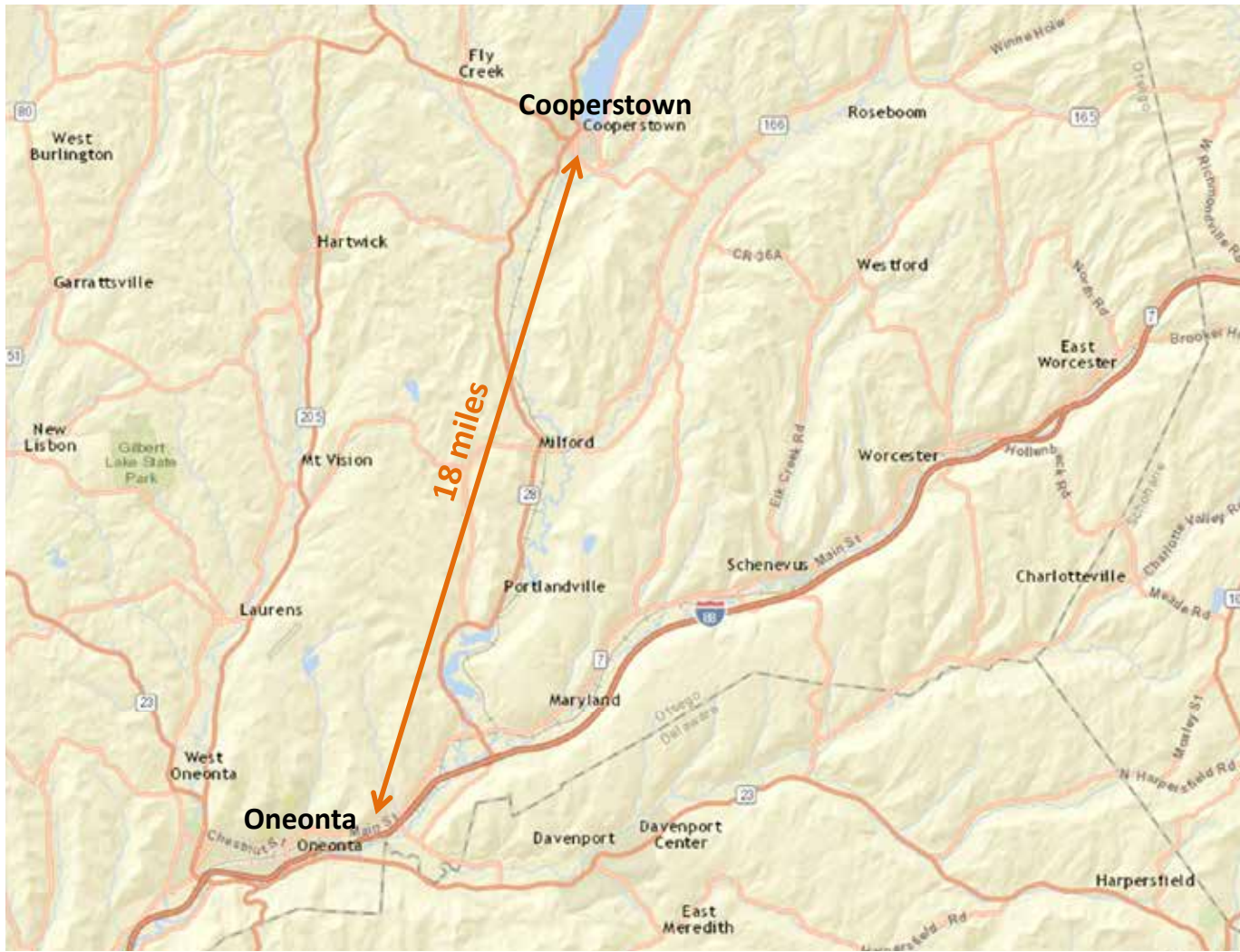
3.3 Commercial District Classification

General Purpose Centers					
Typical Offering	# Anchors	Amount of retail SF	Typical Anchor	Trade Area Guidelines	
Micro Neighborhood Convenience	Anchor-less or small convenience store	<30,000 sf	Sometimes a convenience store, but generally no real anchor.	1 mile or less	
Small Neighborhood Center	1+	30,000 – 125,000 sf	Grocery store (conventional or specialty), local dining, convenience	3 miles	
Downtown Oneonta	Large Neighborhood Center	2+	125,000 – 400,000 sf	Discount store, supermarket, specialty grocery store, drugstore, eating establishments etc.	3 – 6 miles
	Regional Comparison District	2+	400,000 – 800,000 sf	Department store or Junior Department Store, fashion apparel store, some big box retail	5-15 miles
	Superregional Comparison District	3+	800,000 + sf	Department store or Junior Department Store, fashion apparel store, Big box retail	5-25 miles
Specialized-Purpose Centers					
Power Center	3+	400,000 sf +	Big-box category killers such as home improvement, discount department, warehouse club	5-10 miles	
Downtown Oneonta	Lifestyle Center	0-2	150,000 – 350,000 sf	Large format specialty stores	8-12 miles

Source: ICSC, U.S. Shopping-Center Classification and Characteristics

Downtown Oneonta functions as a mix of a large neighborhood center and a lifestyle center, with anchors including dining establishments, banks, farmers market and civic buildings such as City Hall and DMV, which define a trade area of 6 – 12 miles.

3.4 Regional Districts (Stakeholder Comments)



Downtown Cooperstown is a second regional district. Located 18 miles north of Oneonta, it has less than 200,000 square feet of retail (gross estimate) and it exhibits a seasonal economy (many retailers close during winter months). This presents an opportunity for Oneonta to become a year-round destination.

3.5 Demand (Stakeholder Comments)

Local: colleges, health, others

- Interdependence between Downtown and Institutions
- Demand for quality housing by professionals
Many looking for rental, Lower maintenance designs, yard-less
- Students and professionals looking for amenities, access to activities

Tourism

- Ties to a regional tourism economy
- Baseball Camps
- Baseball house rentals
- Entertainment
- Recreation

3.6 Economic Concerns (Stakeholder Comments)

Need for new employment opportunities:

- Light industry
- Office
- Retail
- Tourism

High property tax rate in Center City discourages investment

- 11,200 jobs in area in 2013, 8,900 were held by commuters (LA Group Report)

3.7 Major National Trends



Increase in Digital Connectivity



Access to Healthy Foods



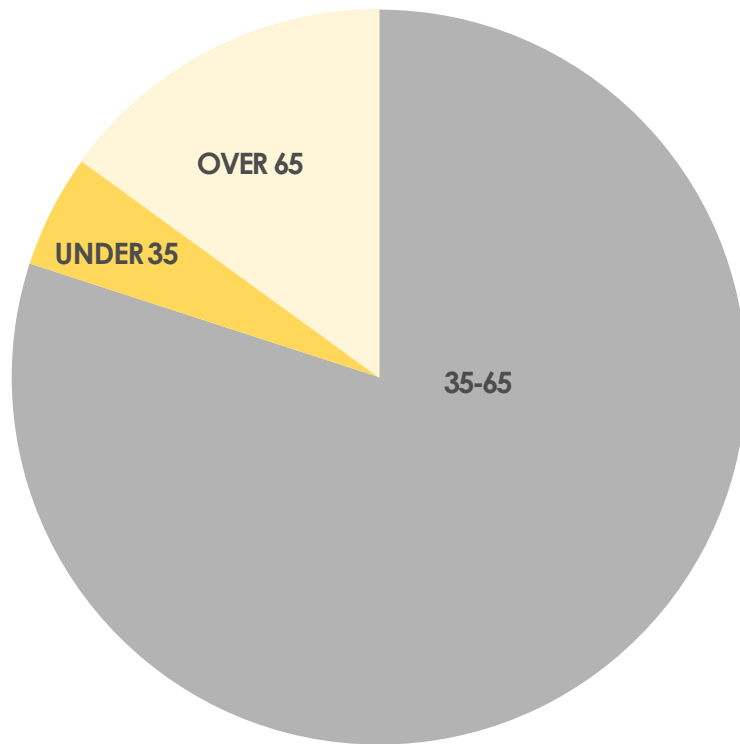
Sustainable Design



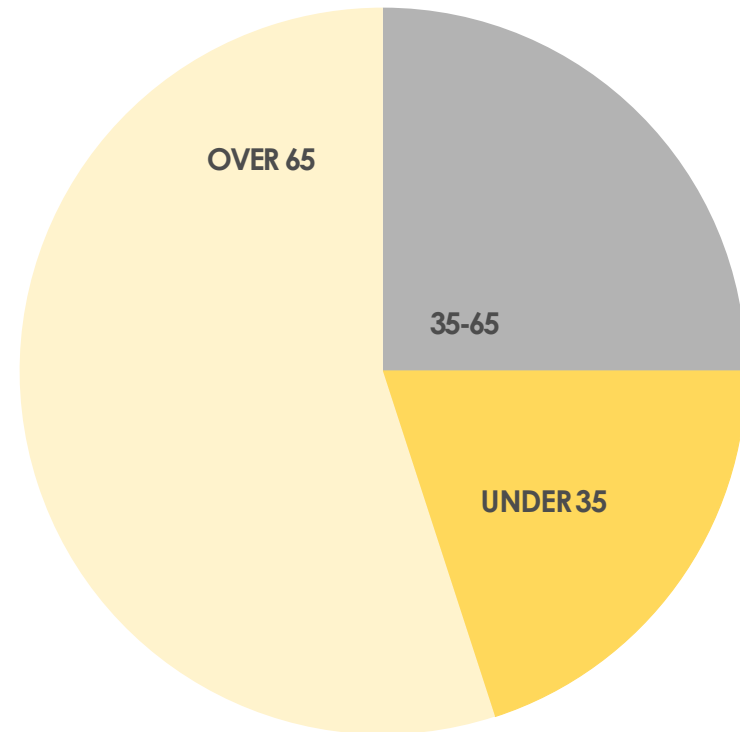
An Uber self-driving car cruises the streets of Pittsburgh in May 2016.

3.7 The Urban Dividend

Demographics are Density - Population Growth By Age



1990-2010:
Families



2010-2030:
Millennial and Boomers

3.7 The Urban Dividend



Millennials (under 35)

- Leaving rural areas
- Preference for downtowns
- Being connected
- Authenticity
- Preference or healthy foods



Boomers (over 65)

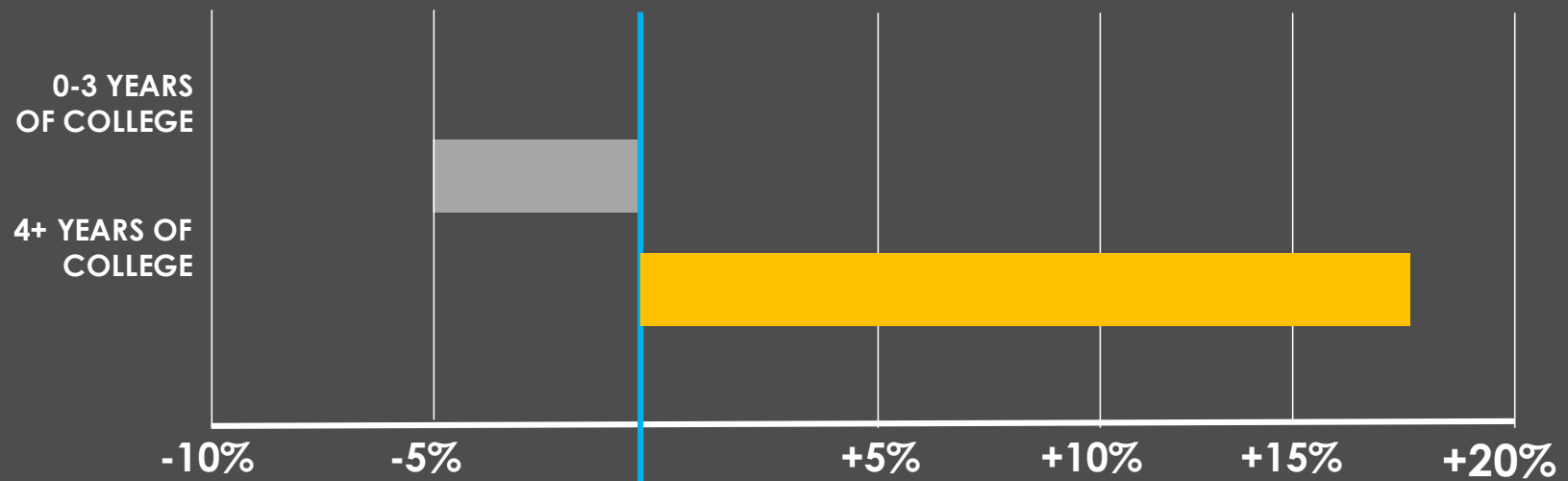
- Looking for place to retire
- Looking for low cost, activities, warm, connected

Photo source:Wikimedia

3.7 The Urban Dividend

Educated households moving to dense urban cores, 2000-2014

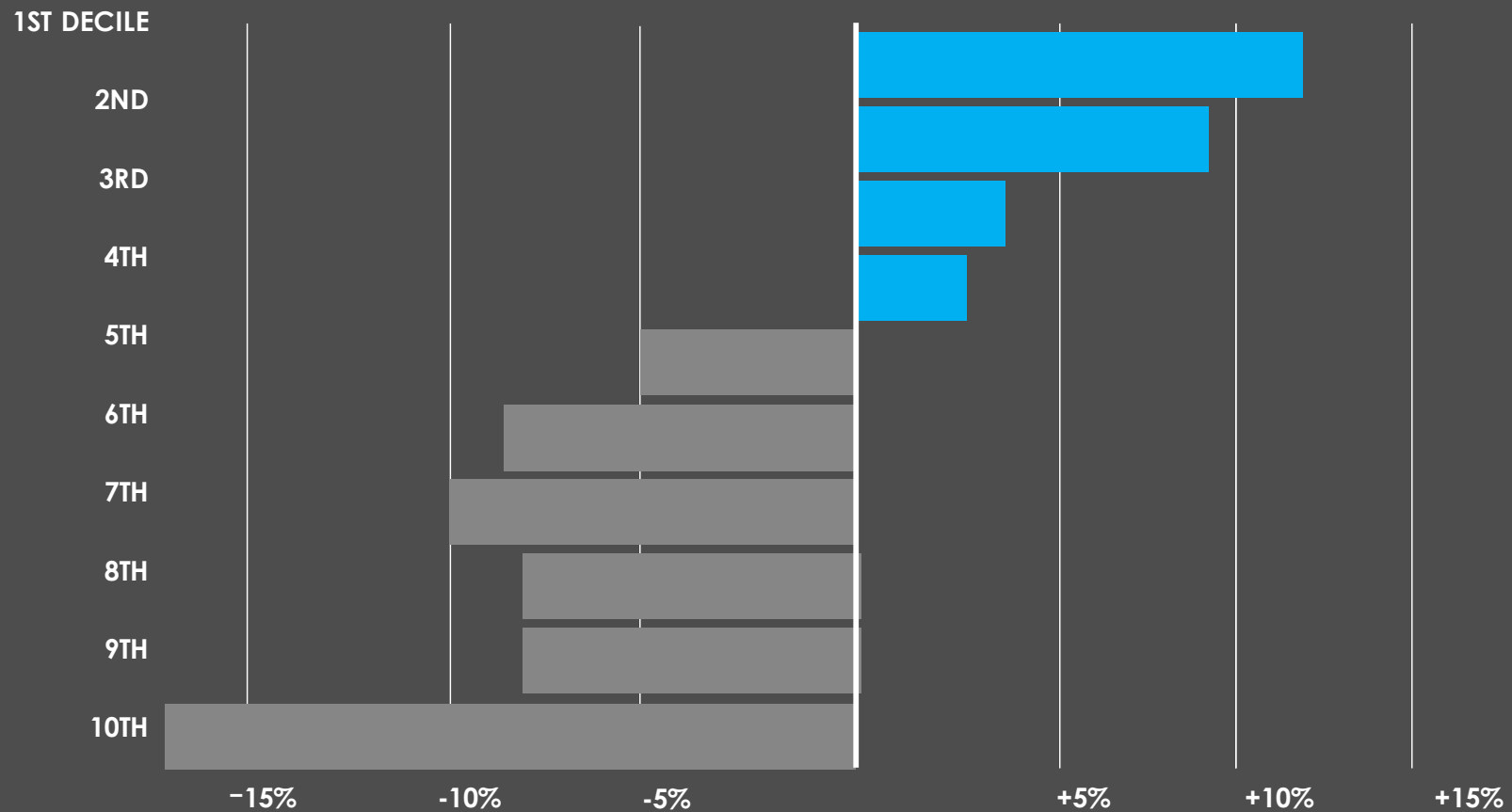
HOUSEHOLD CHANGE IN DENSE URBAN CORES



3.7 The Urban Dividend

Affluent households moving to dense urban cores, 2000-2014

HOUSEHOLD CHANGE IN DENSE URBAN CORES



An aerial photograph of a city grid, showing streets, buildings, and green spaces. A large, semi-transparent orange circle is overlaid on the center of the image. Inside the circle, the text "5. HOW TO PRIORITIZE PROJECTS" is written in white, bold, sans-serif font. The number "5." is on the top line, and "HOW TO PRIORITIZE PROJECTS" is on the two lines below it.

5.
HOW TO PRIORITIZE
PROJECTS

How to Prioritize Projects?

Financial Leverage

- Does it leverage other financial resources, ie private investment, partner funding programs?

Non-financial Leverage:

- What benefits aside from the specific project might be generated?
- Increase in business or economic activity in the surrounding neighborhood?

Sustainable Economic Practice

- Does it operate on its own, generate its own revenues, after the initial investment is made?
- Do you have to place new money into it year after year to keep it afloat?
- Can it revolve funds, so the same money is used again and again.

Percentage use of your funds:

- Small projects may generate benefits, and you can have many projects
- Large projects may generate benefits, but use all your funds on a few projects