

Elmira Downtown Revitalization Initiative



Local Planning Committee

Meeting 2

November 02, 2016

Local Planning Committee Topics & Schedule

LPC Meeting 2

- Preliminary Assessment and Opportunity
- Review of preliminary potential initiatives
- 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

First Public Meeting November 10th



I.
ASSETS / ISSUES

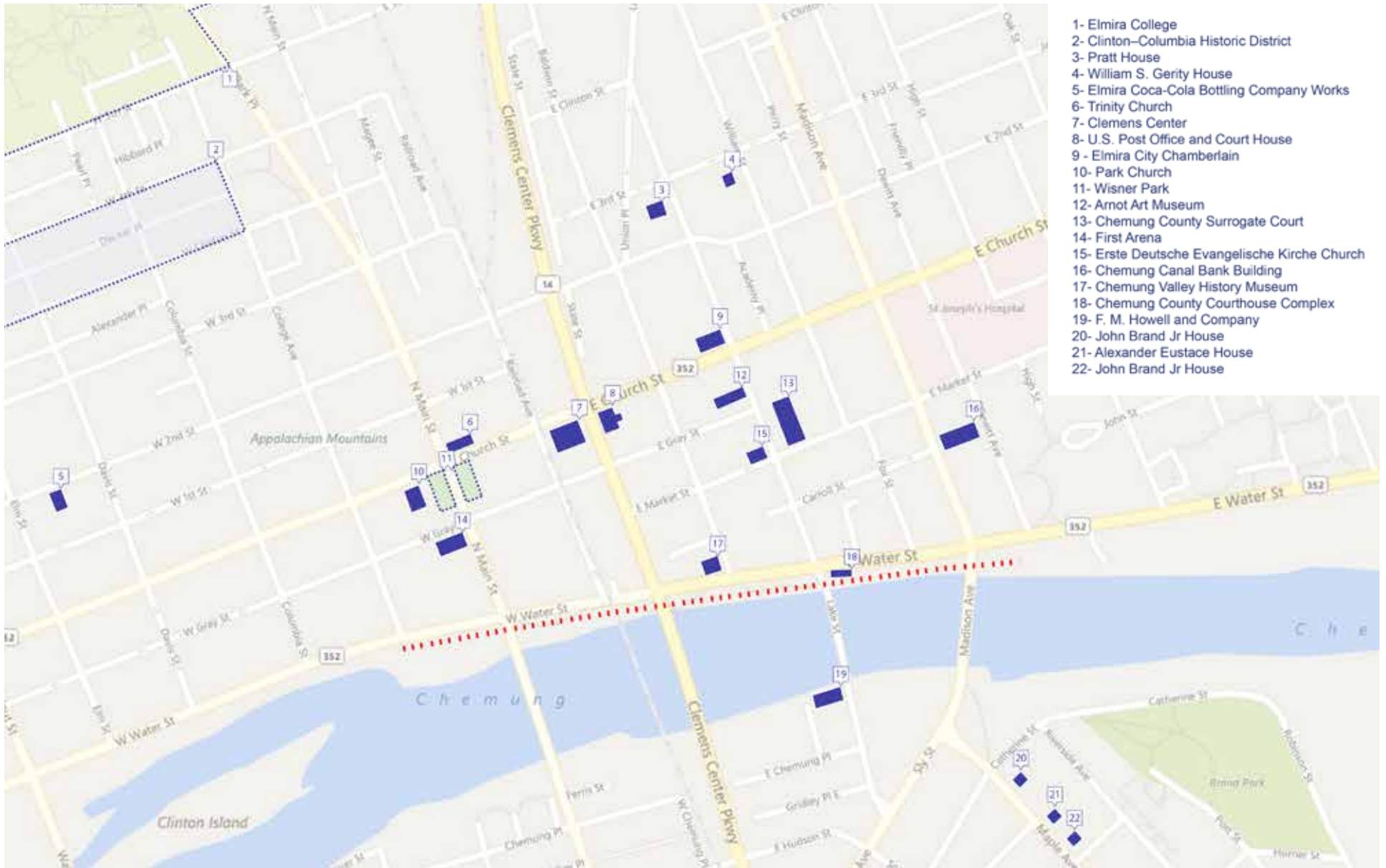
I.1 Cultural Assets (Stakeholder Comment)



Chemung County Courthouse.



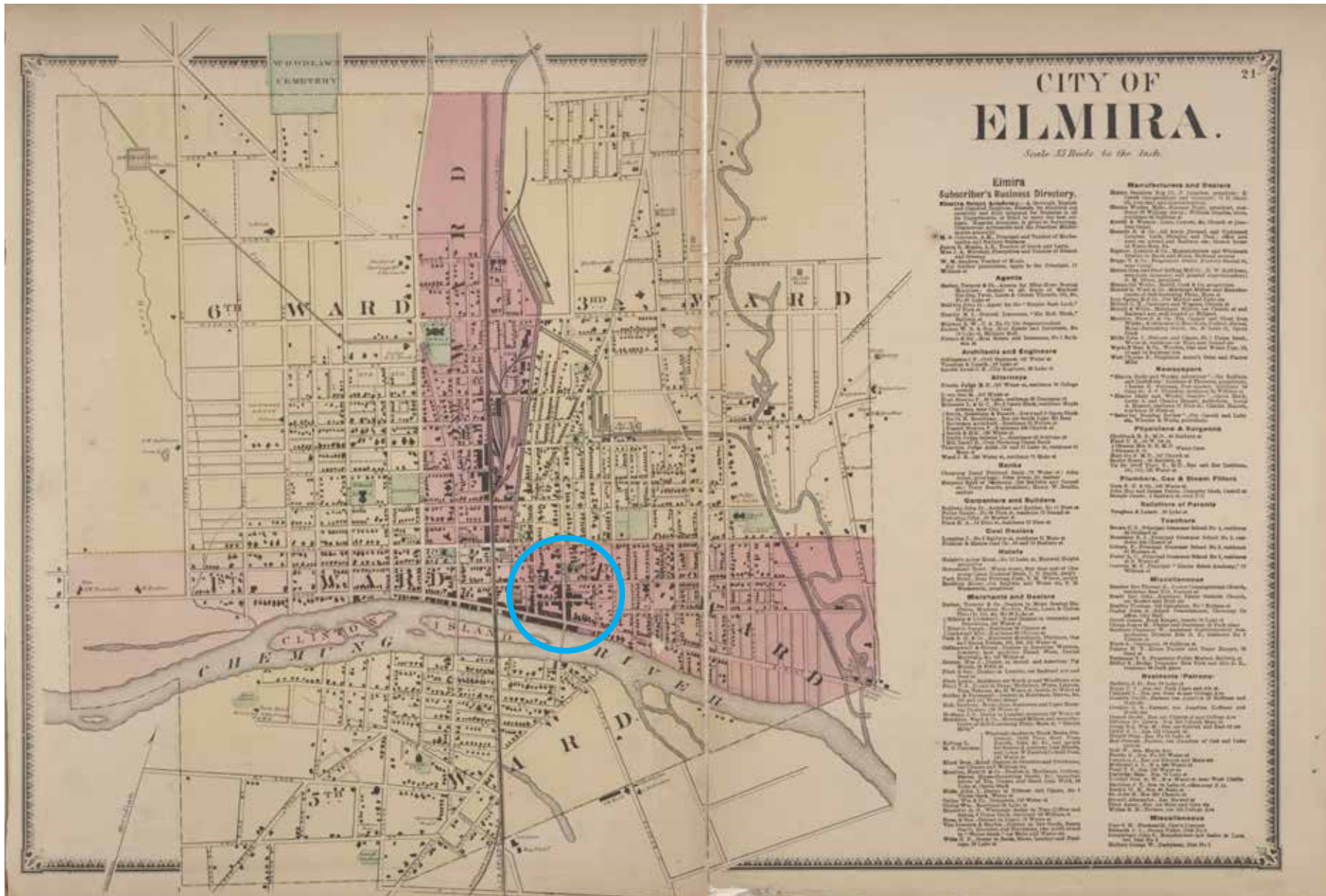
I.2 Cultural Assets (Stakeholder Comment)



I.2 Historic District



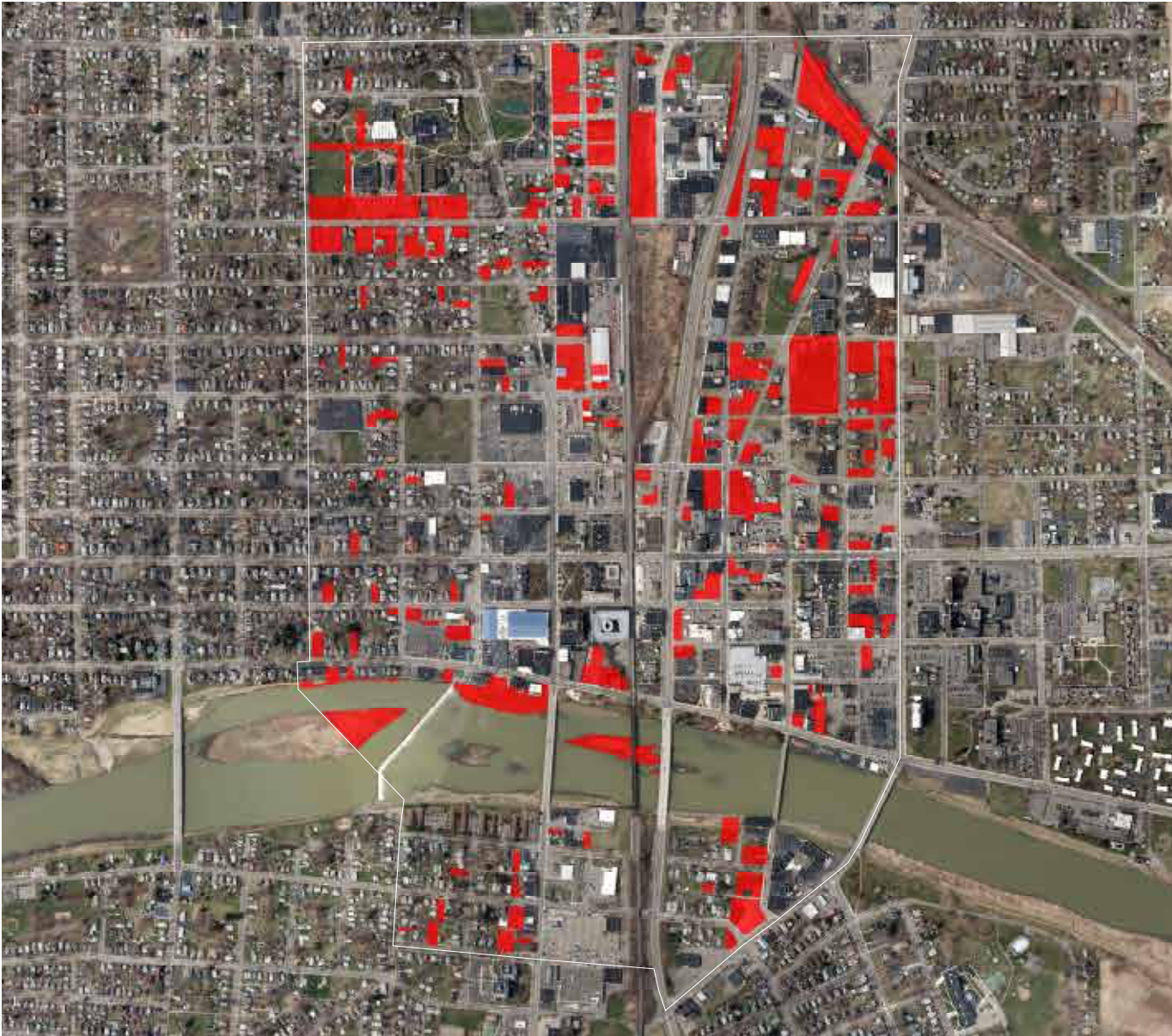
I.2 Historic Plan and Historic Center



I.3 Decline resulted in a Fractured City



I.3 Underutilized Land (Stakeholder Comment)



Several stakeholders cited the decline of the city. While some individuals discussed the flood of 1972 as a reason for the vacant lots, others said the decline is more tied to the overall economy of the city. Several cited the negative perception of the city center.

I.4 Division of City in Half



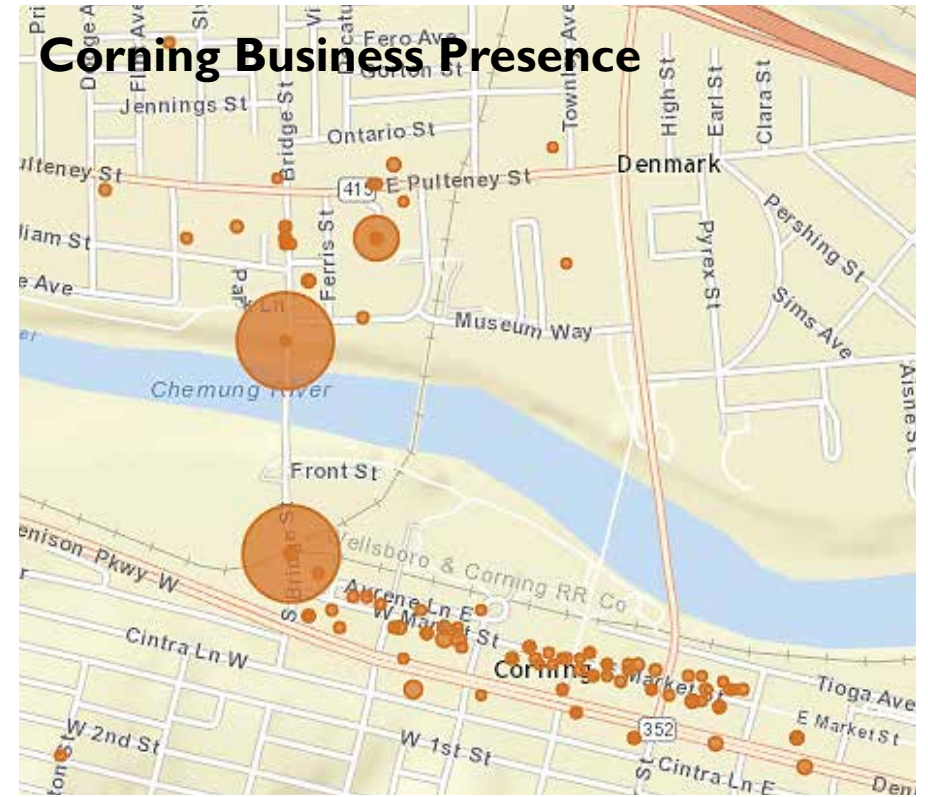
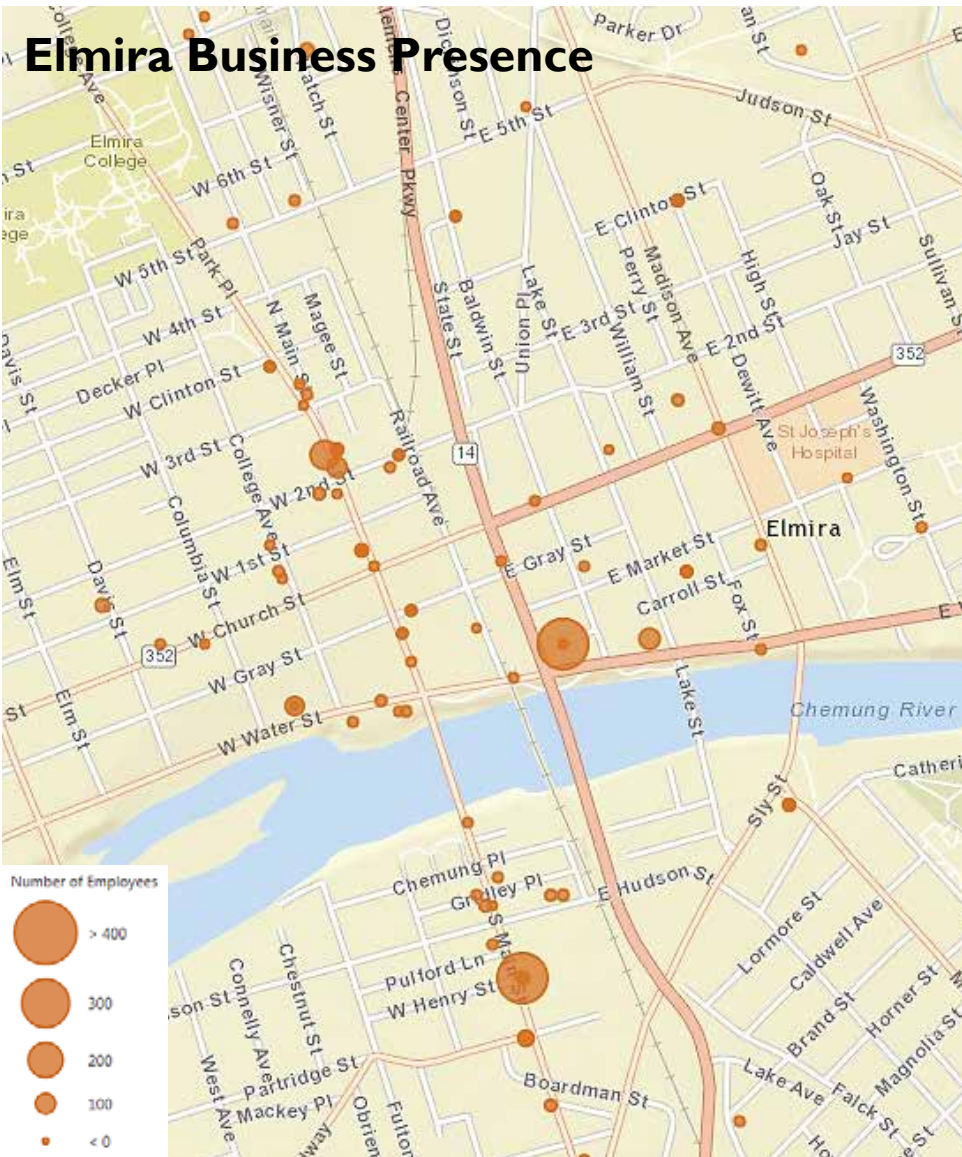
I.5 Impediments to Walkability (Stakeholder Comment)



I.6 Vacant Upper Stories (Stakeholder Comment)



I.7 Vacant Storefronts: Lack of Business Continuity (Stakeholder Comment)



Some stakeholders commented on the number of vacant storefronts and on the need to support small business.

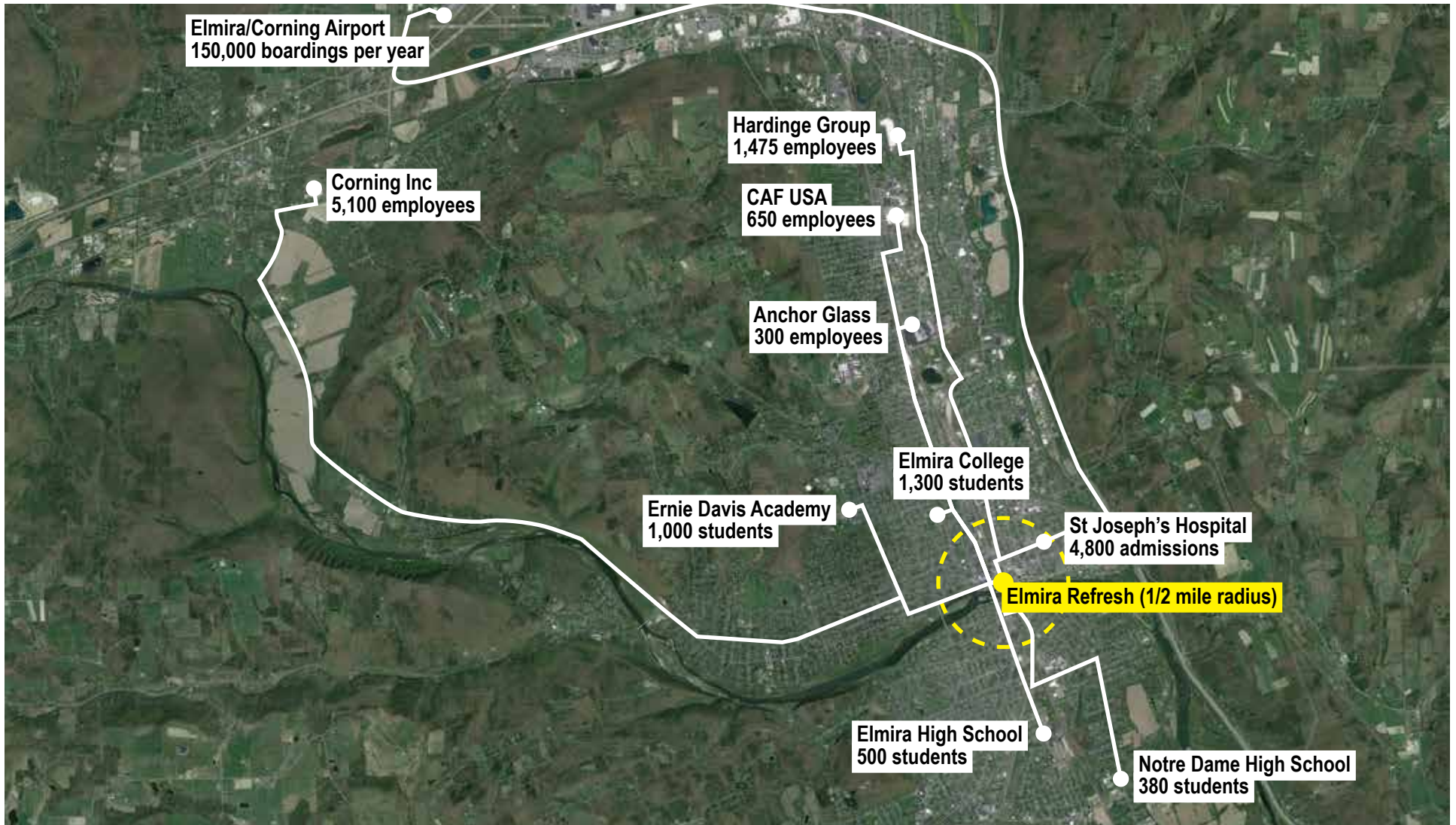
Business Presence (NAICS 445, 446, 448, 522, 722)*

Source: ESRI Business Analyst 2016



2.
ANCHOR FOR REGION

2.1 Regional Map



Several stakeholders believe in the growth of the regional economy. The growth of the I-86 Innovation Corridor as well as the 22,900 commuters to the city every day are a real opportunity.

2.2 Anchor of I 86 Innovation Corridor

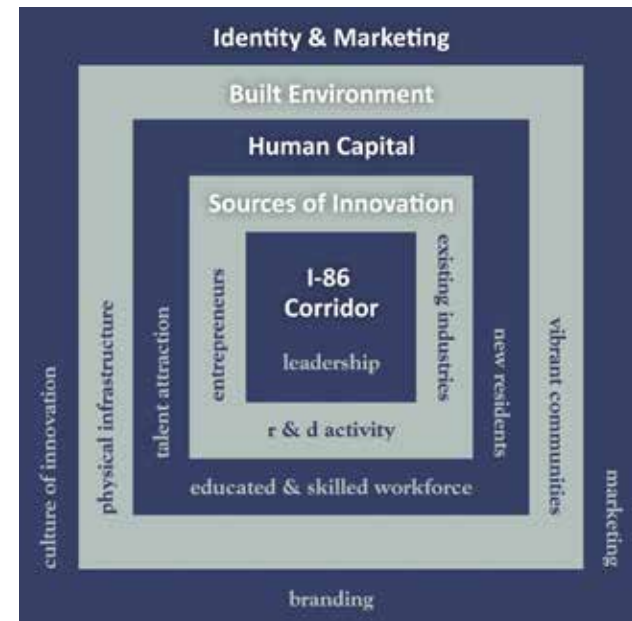
The Strategic Action Plan for the I-86 Innovation Corridor is designed to accelerate public/private investment, create job opportunities, advance regional competitiveness, and create the magnetism to draw and keep young, skilled workforce participants.

The I-86 Innovation Corridor is a scenic stretch of New York's Southern Tier located between the intersection of I-99 at the Pennsylvania border in Steuben County and I-86 at the Elmira interchange in Chemung County.

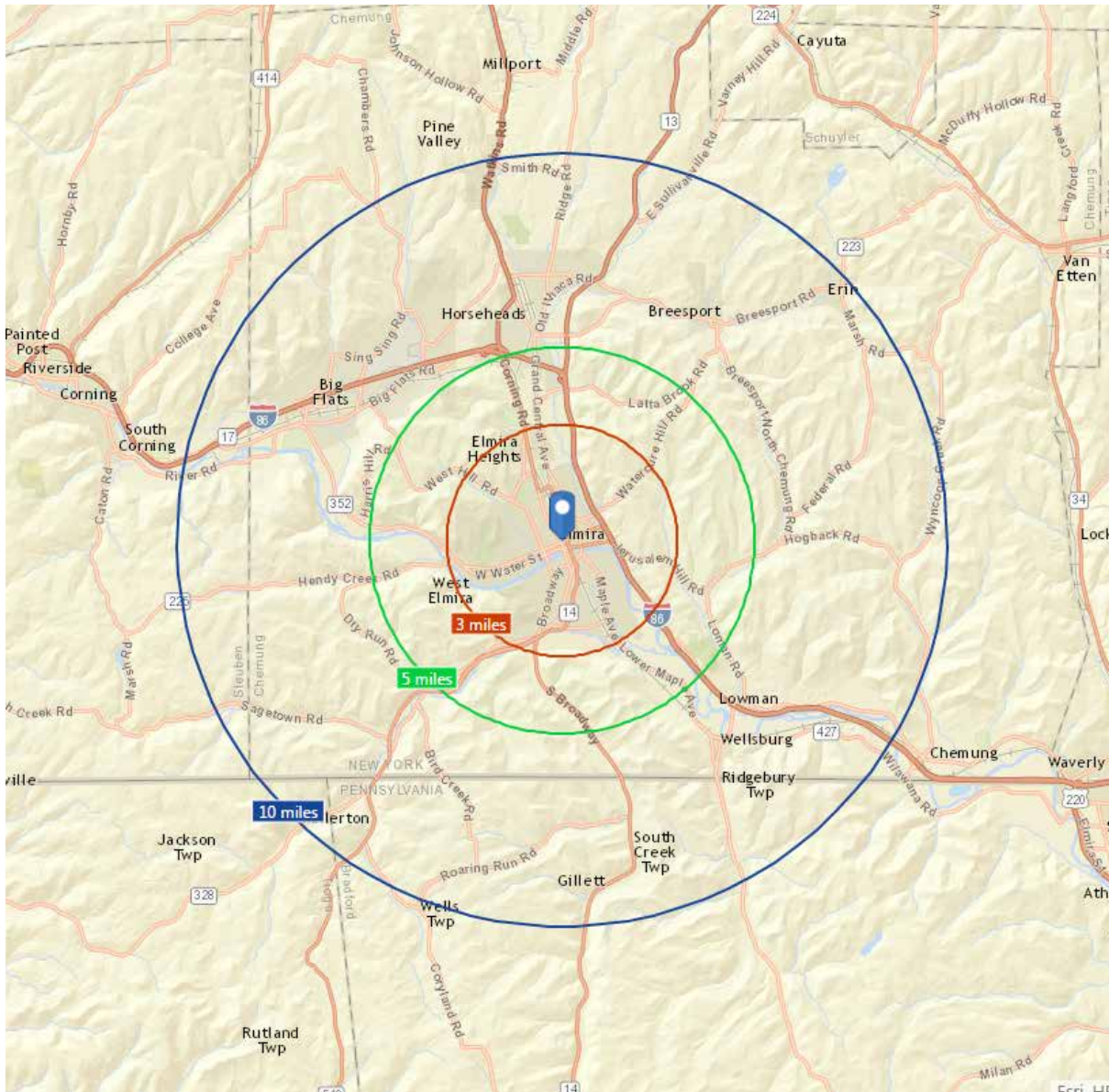
Strategy Framework

To achieve the vision, five corresponding strategies are outlined in the plan.

- Leadership
- Sources of Innovation
- Human Capital
- Built Environment
- Identity and Marketing



2.2 Local Trade Area



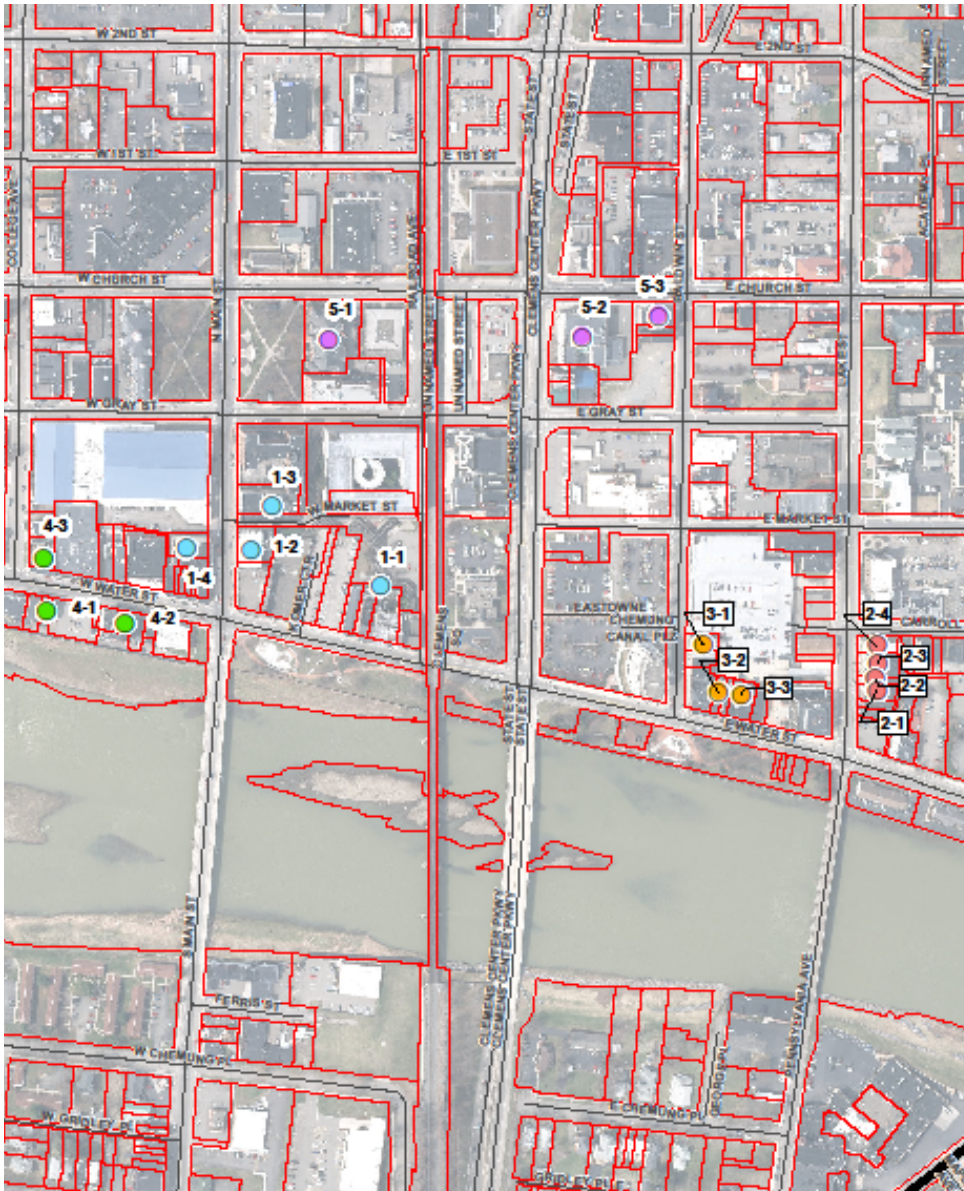
Demographic data was obtained from a 3, 5, and 10 mile radii corresponding to primary and secondary trade areas.



3.

A VISION FOR
DOWNTOWN

3.1 Key Projects; Elmira Refresh



● Cluster 1



● Cluster 2



● Cluster 4



● Cluster 5

3.2 Anchors as Components of Destination



First Arena

Daily Events: Ice hockey, Ice Skating,
Convertible for other events:
basketball, other
Home to Jackals Hockey
Seating Capacity: 3,784



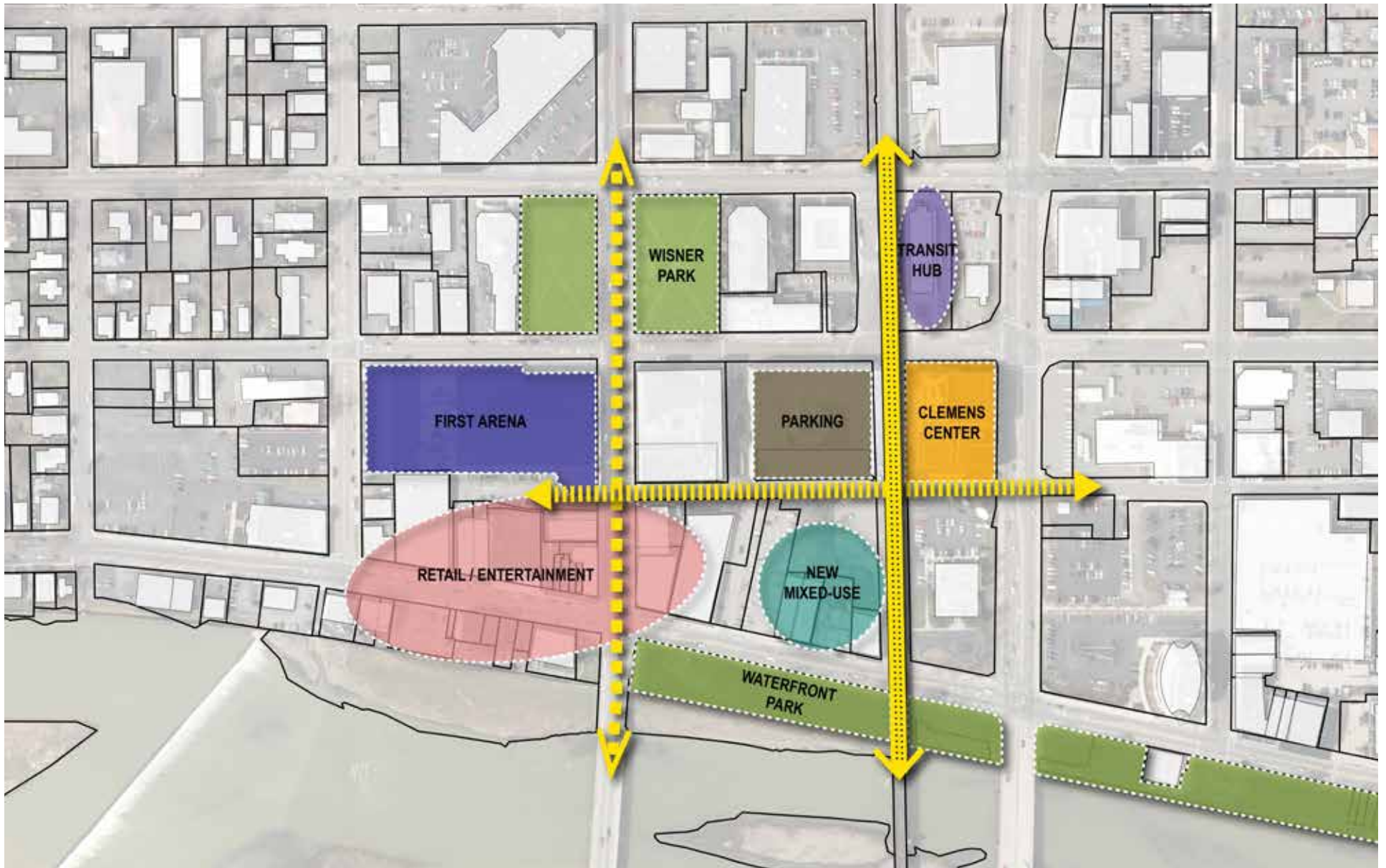
Clemens Center

Attendance: 100,000 per year
100 professional performances per year
non-profit 501(c)(3)

3.2 Existing Anchors



3.3 Make a Destination



3.4 Make a Destination - Events District

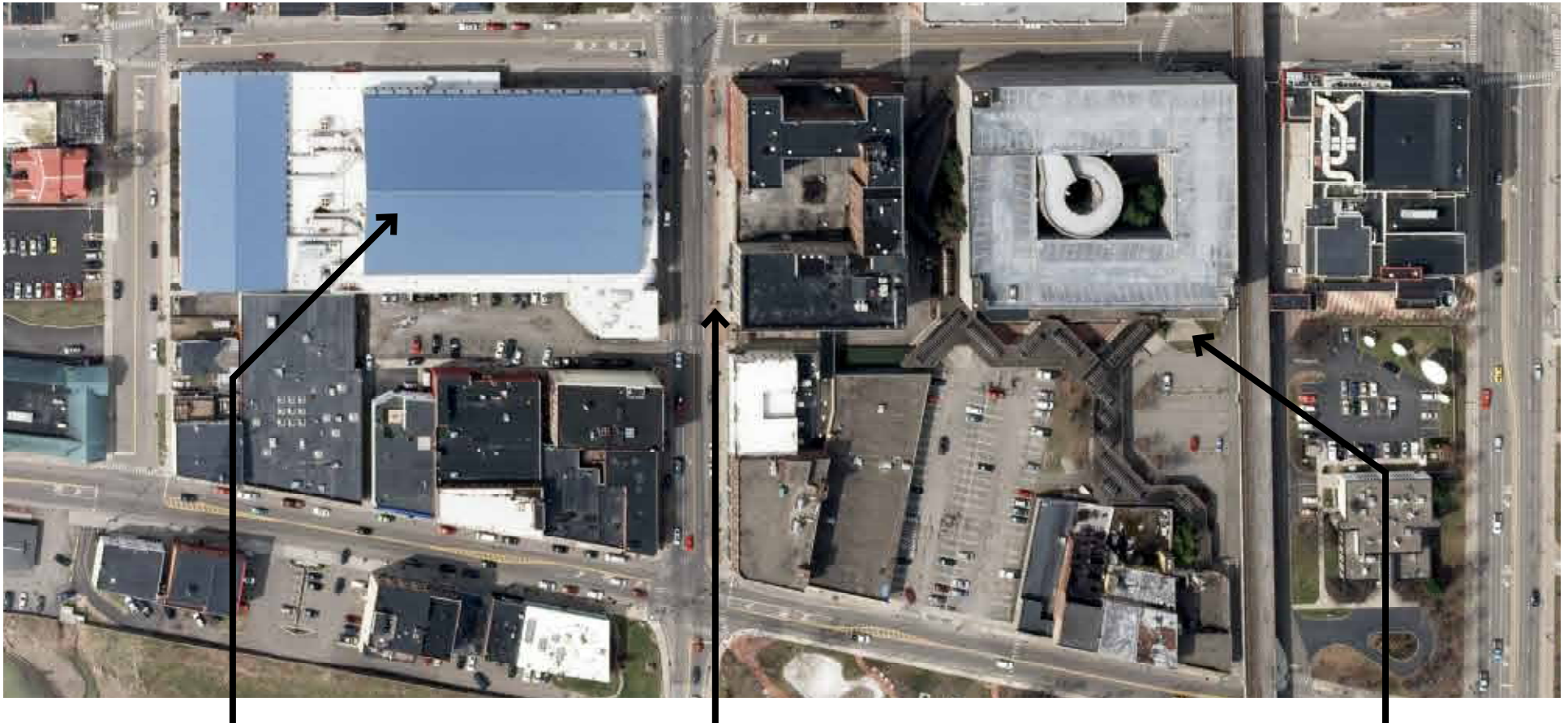


Photo: Santander Arena



Photo: drburtoni / Flickr



3.3 Key Projects: West Water Street Redevelopment



W. WATER STREET VIEW



W. WATER ST. AND RAILROAD AVE. LOOKING NORTH



BIRD'S EYE VIEW



COURTYARD VIEW

CONCEPTUAL RENDERINGS
NTS

The above illustrations are representative of the architectural style. They are not meant to illustrate the final design or materials but are intended to depict the size, mass, and general materials of the proposed building.

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W. WATER ST. AT THE RIVER

Elmira, NY

Project Number: 16046P

Client: STEG

Drawing Number: 07 of 07

Date: 2016.10.18

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3.3 Linking anchors to create a destination



3.3 Linking anchors to create a destination



3.3 Linking anchors to create a destination



3.3 Make a Destination



Photo of existing viaduct

3.3 Make a Destination - Precedent:



Charleston, SC



Some stakeholders indicated that many individuals were running home business. These could use support, space, business planning assistance.

3.3 Parking (Stakeholder Comment)



Parking Structure

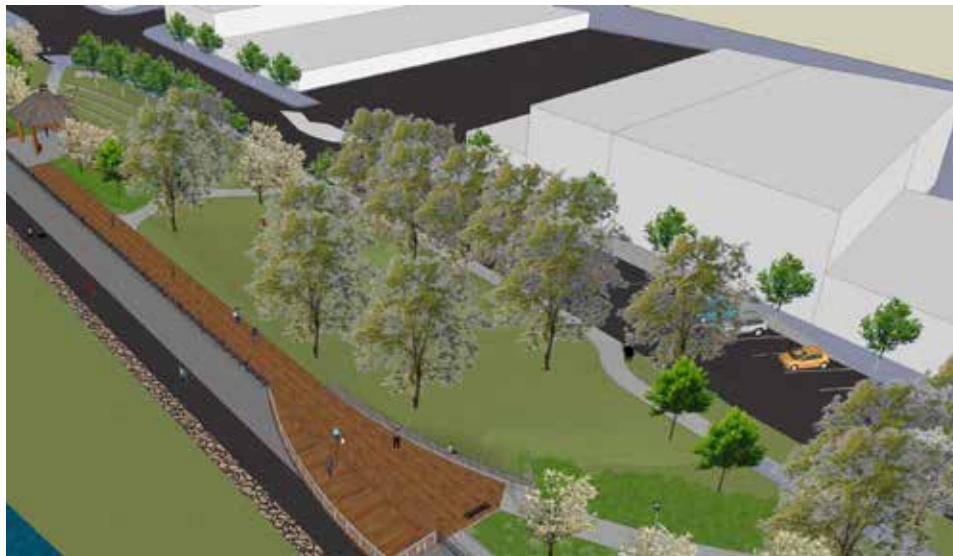
High Capacity but lack of use
Stakeholders comments:

- Comments on lack of maintenance
- Filth
- Poor lighting
- Not fully utilized
- One reported regular use with no problem
- Lack of use may be due to habit

3.3 Waterfront as Destination



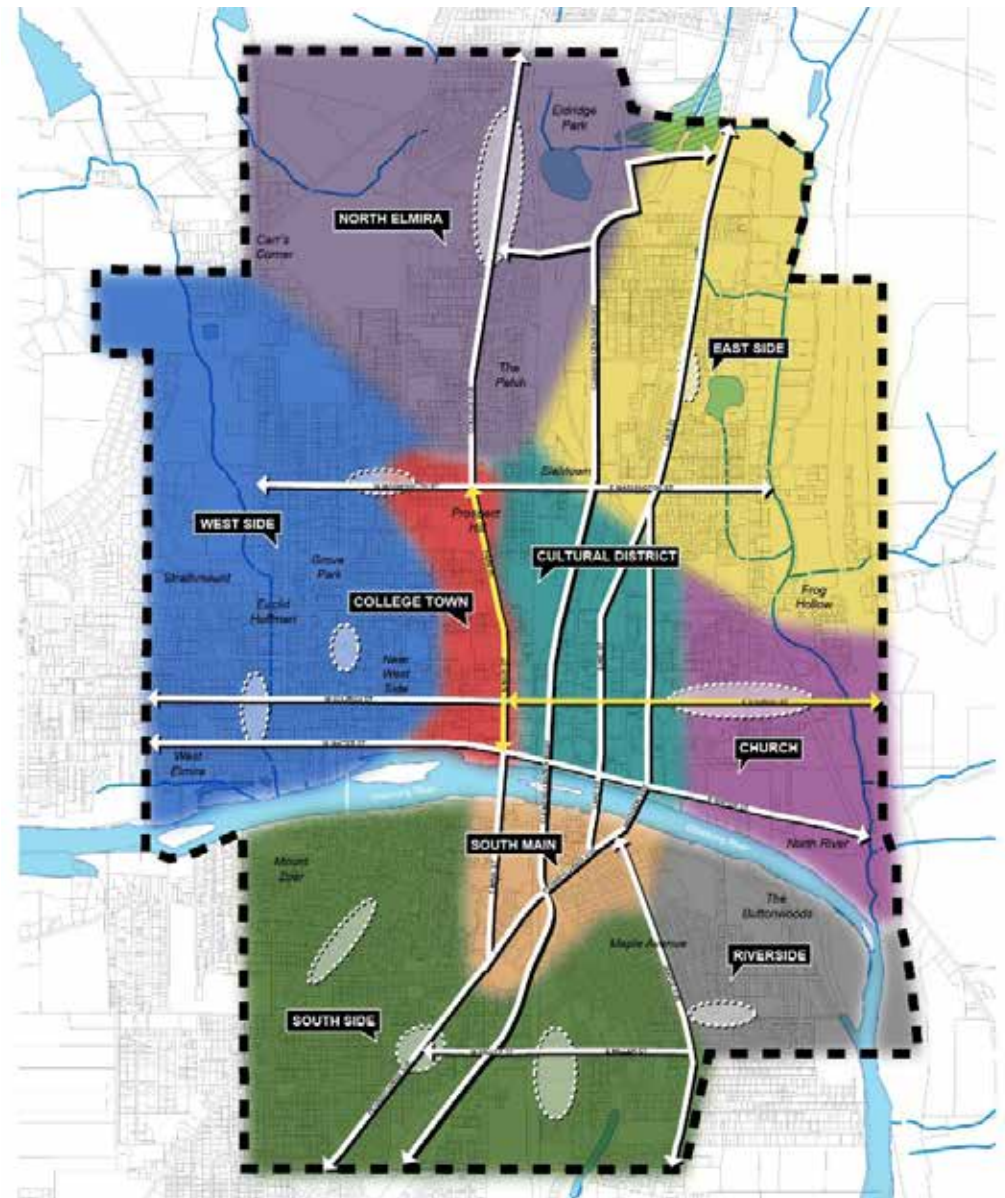
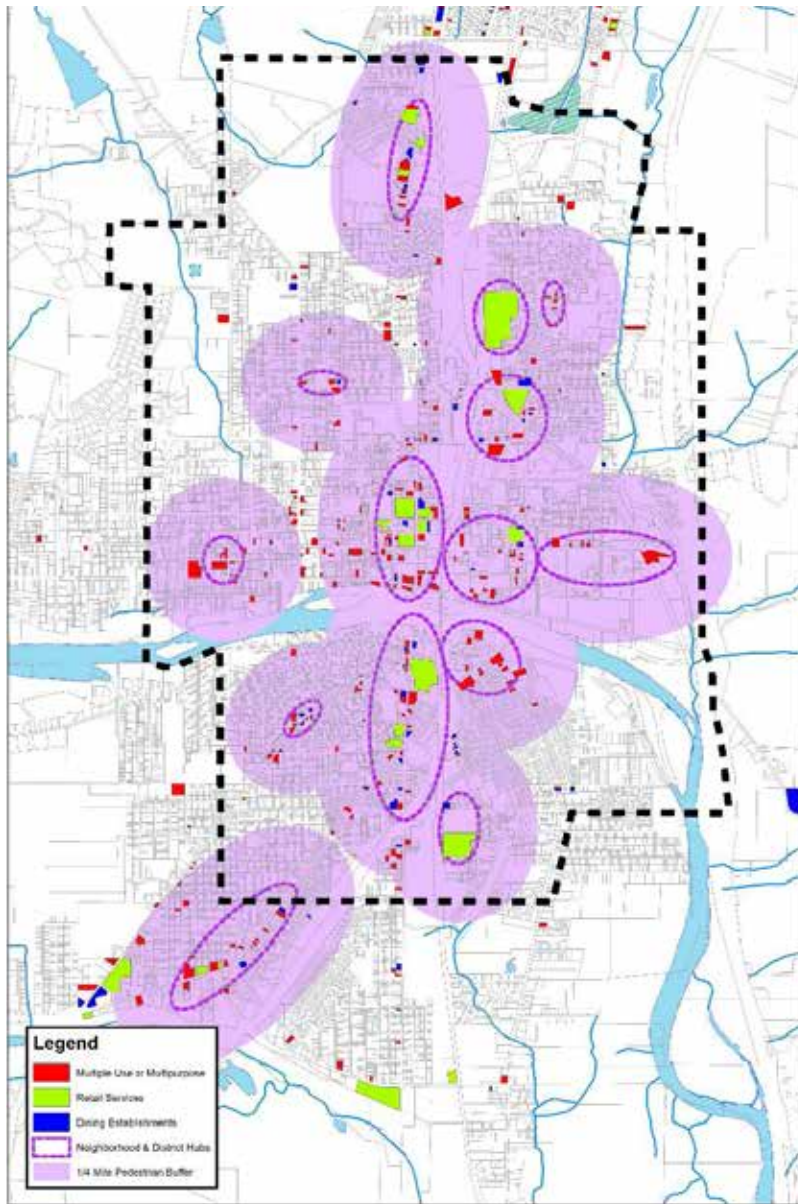
3.3 Make a Destination: Waterfront Park



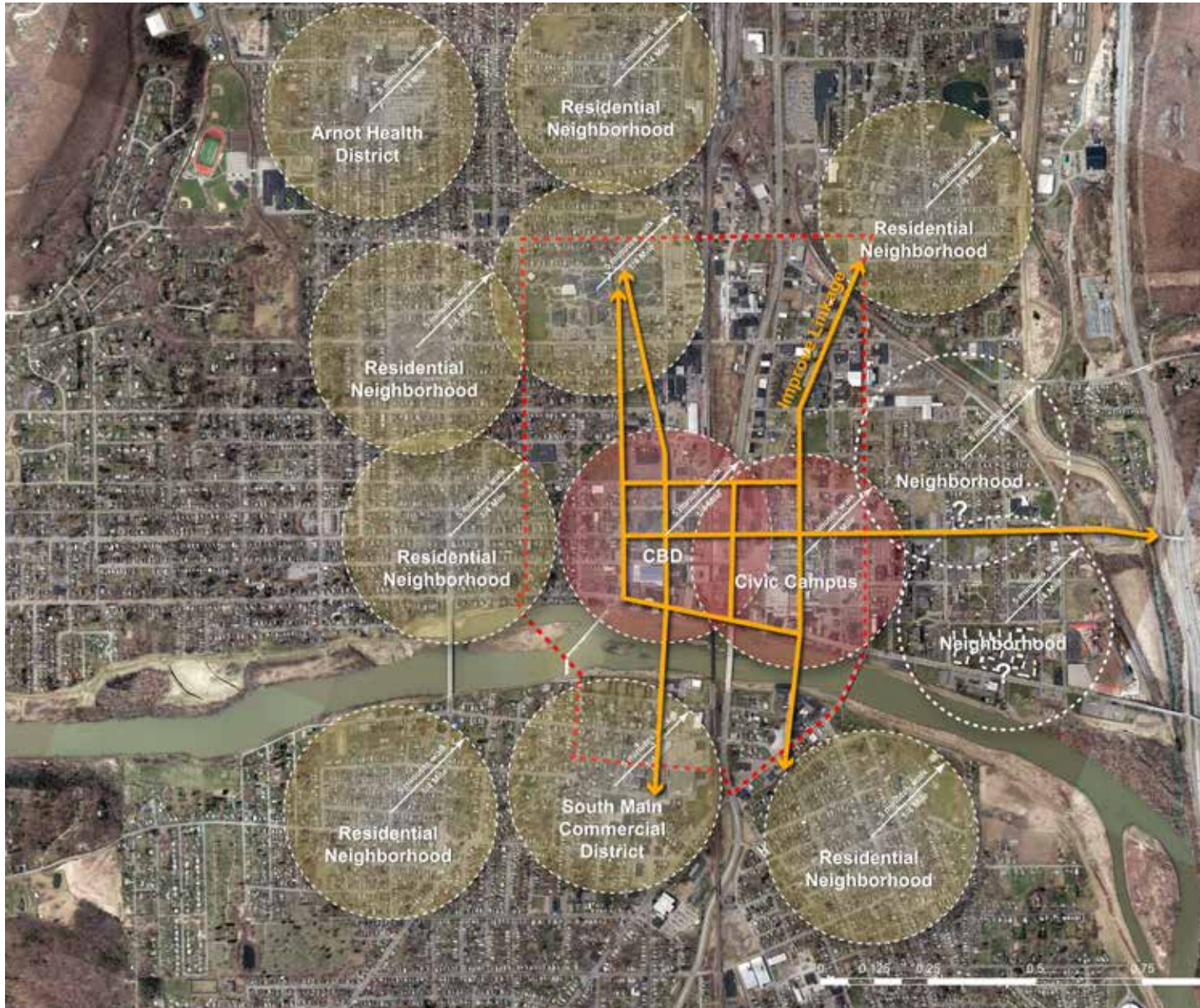
An aerial photograph of a city grid, showing streets, buildings, and a river. A large, semi-transparent orange circle is overlaid in the center of the image. Inside the circle, the text "4. DEFINE CITY WIDE STRUCTURE" is written in white, bold, sans-serif font.

4.
DEFINE CITY
WIDE STRUCTURE

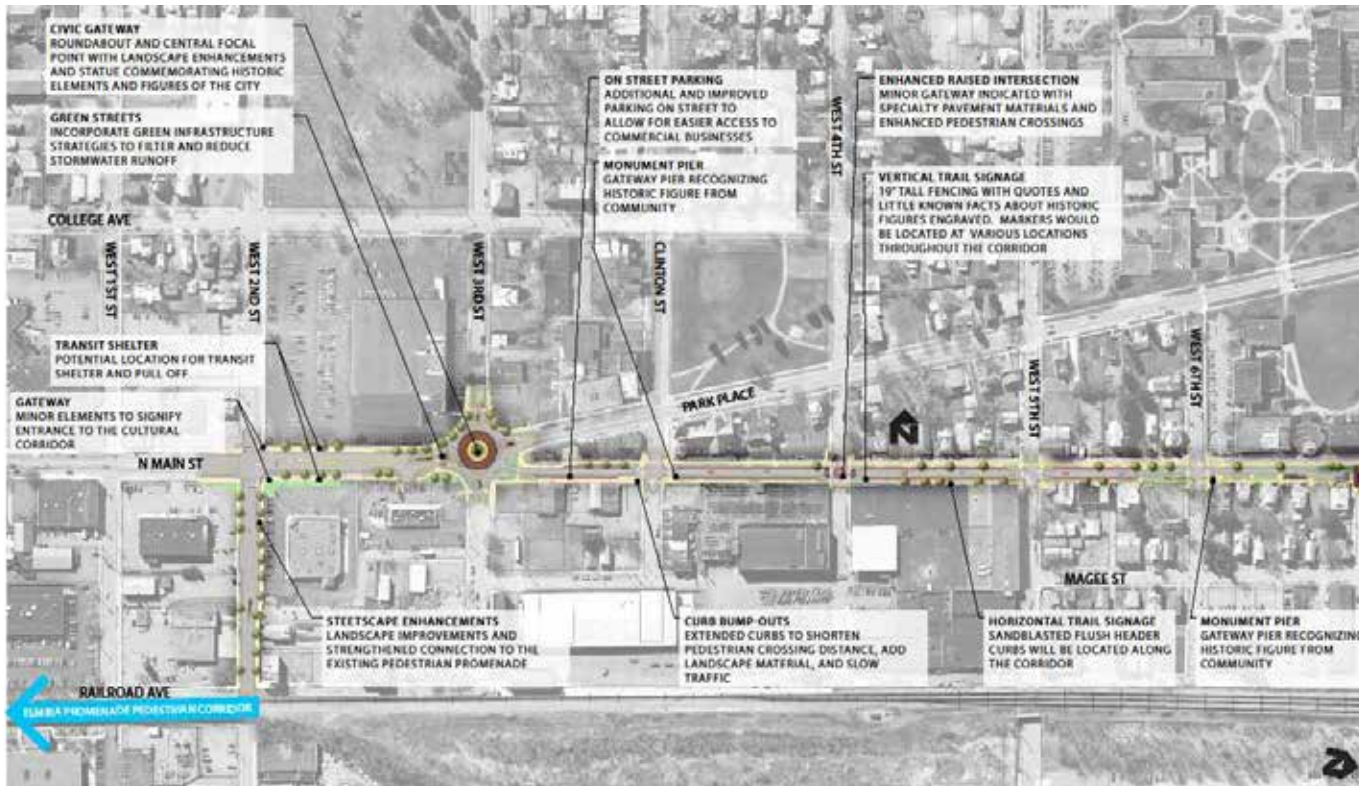
4.1 Defining Neighborhoods



4.2 Creating Linkages between Neighborhoods: (Stakeholder Comment)



4.2 Cultural Connector linking Elmira College to Downtown (Stakeholder Comment)



Bergmann
North Main Street Cultural Connector - Project Plan
City of Elmira New York
Figure 2



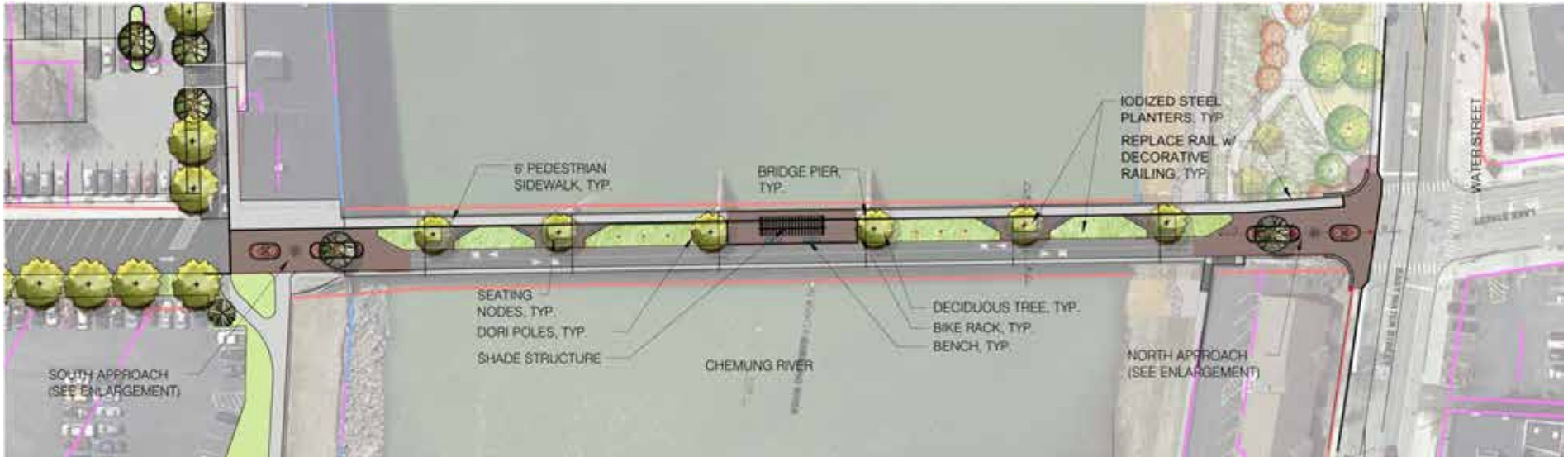
Several stakeholders expressed support for improving connection between the College Area and Downtown.

- Some said they preferred use of College Ave to walk to downtown than Main Street.
- Some expressed concerns regarding safety issues currently encountered in the area between Downtown and Elmira College.

4.2 Lake Street Bridge (Stakeholder Comment)



- Several stakeholders expressed support for reopening for pedestrian and bike use
- \$3.7 M total cost to renovate
\$2.5M DOT grant application



4.2 Clemens Center Parkway



Before



Harlem River Park Gateway

After





5.
MARKET DEMAND

5.1 Local Demand

Local: colleges, health, others

- LECOM: Growth of professionals, students
- Growth of Arnot Health
- Expansion of Elmira College 1,100-1,800 students
- Institutions clearly need downtown, downtown needs the colleges

22,900 vehicles use Exit 56 daily

- Opportunity to capture 10% of that market

5.1 Residential Market Demand

Demand for 350 market rate units per 2016 Residential Market Demand Study. Based on type of unit and monthly rent ranges, demand for rental housing during the period 2017 – 2022 is forecast in the table.

According to stakeholders, many professionals live and shop near the adjacent community of Horseheads and other locations.

Unit Style	Number	Monthly Rent
Studio	25	\$550-695
Small one bedroom	37 - 42	\$725-850
One bedroom	68 - 95	\$950-1200
Luxury one bedroom	11 - 19	\$1200-1475
Two bedroom	115 - 133	\$1300-1600
Luxury two bedroom	14 - 22	\$1700-2000
College student suites	60 - 63	\$1800-2000

5.2 Overall Population Characteristics

	3 miles	5 miles	10 miles	NY State
Population	45,813	53,861	84,293	19,934,506
Population Density (persons per square mile)	1,620.55	685.77	268.31	365.4
Pop. Growth (2016 - 2021)	-0.30%	-0.26%	-0.17%	0.51%
Households	18,035	21,546	33,895	7,508,958
Family Households	57.9%	58.9%	62.6%	62.80%
Median Age	37.7	38.7	41.6	38.7
Median Household Income	\$38,458	\$39,828	\$46,853	\$58,196

Population within the 3 mile radius is denser than in the 5 and 10 mile trade areas as well NY State but estimated to decline. As trade area increases in size, population becomes older, with a higher presence of family households and higher incomes.

5.3 Major National Trends



Increase in Digital Connectivity



Photo: Patty Mooney

Access to Healthy Foods



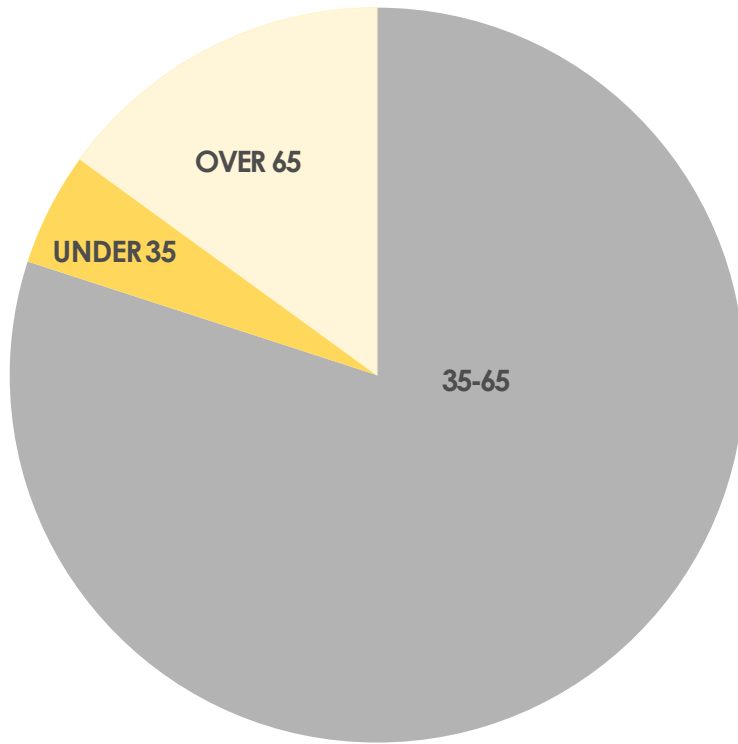
Sustainable Design



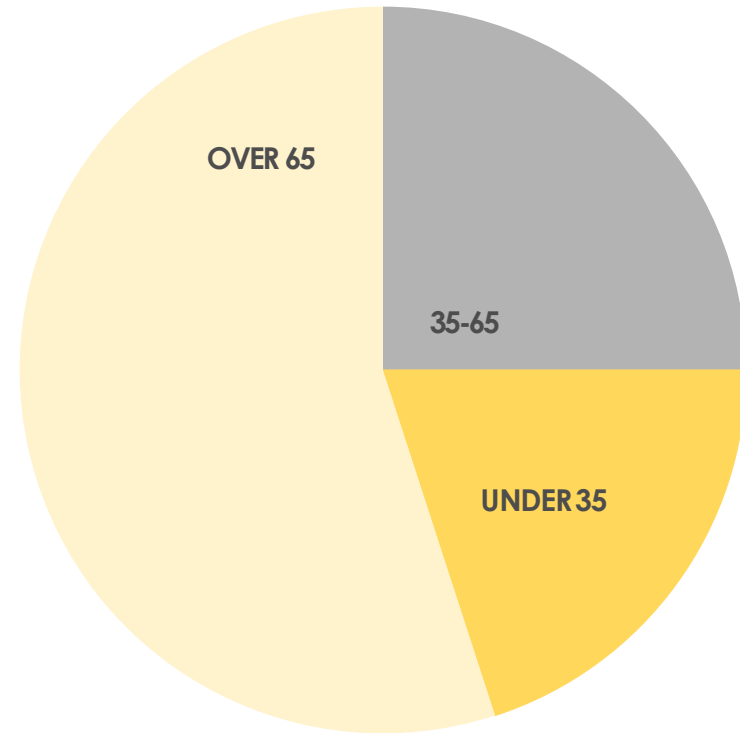
An Uber self-driving car cruises the streets of Pittsburgh in May 2016.

5.4 The Urban Dividend

Demographics are Density - Population Growth By Age



1990-2010:
Families



2010-2030:
Millennial and Boomers

5.4 The Urban Dividend



Millennials (under 35)

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



Boomers (over 65)

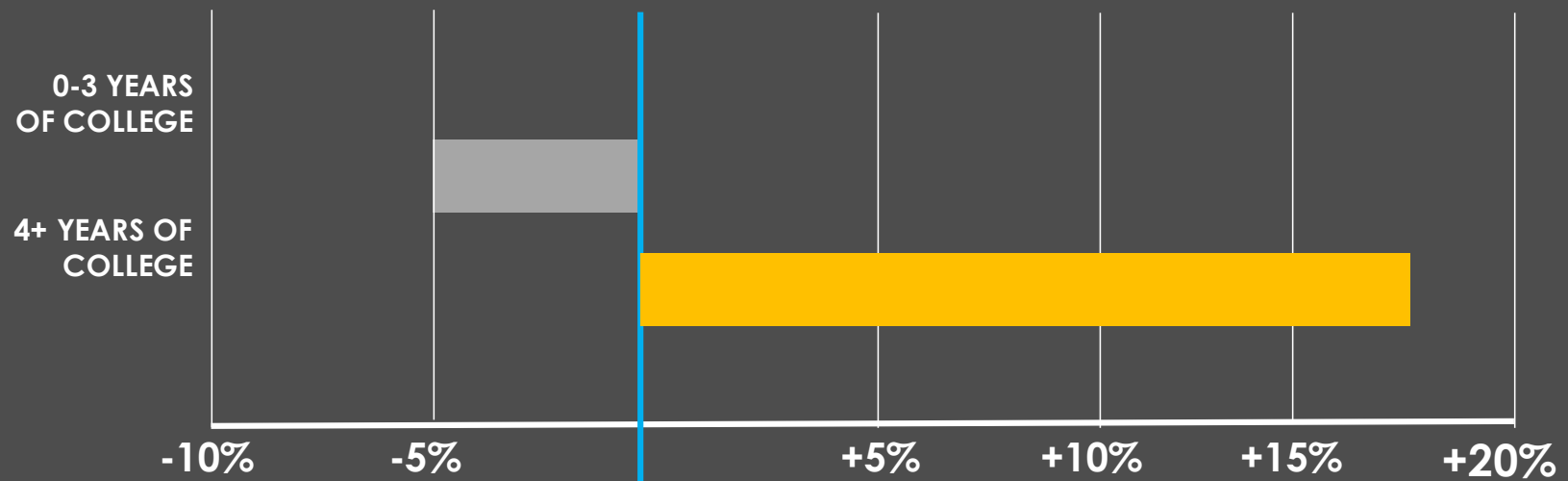
- Looking for place to retire
- Looking for low cost, activities, warm, connected

Photo source:Wikimedia

5.4 The Urban Dividend

Educated households moving to dense urban cores, 2000-2014

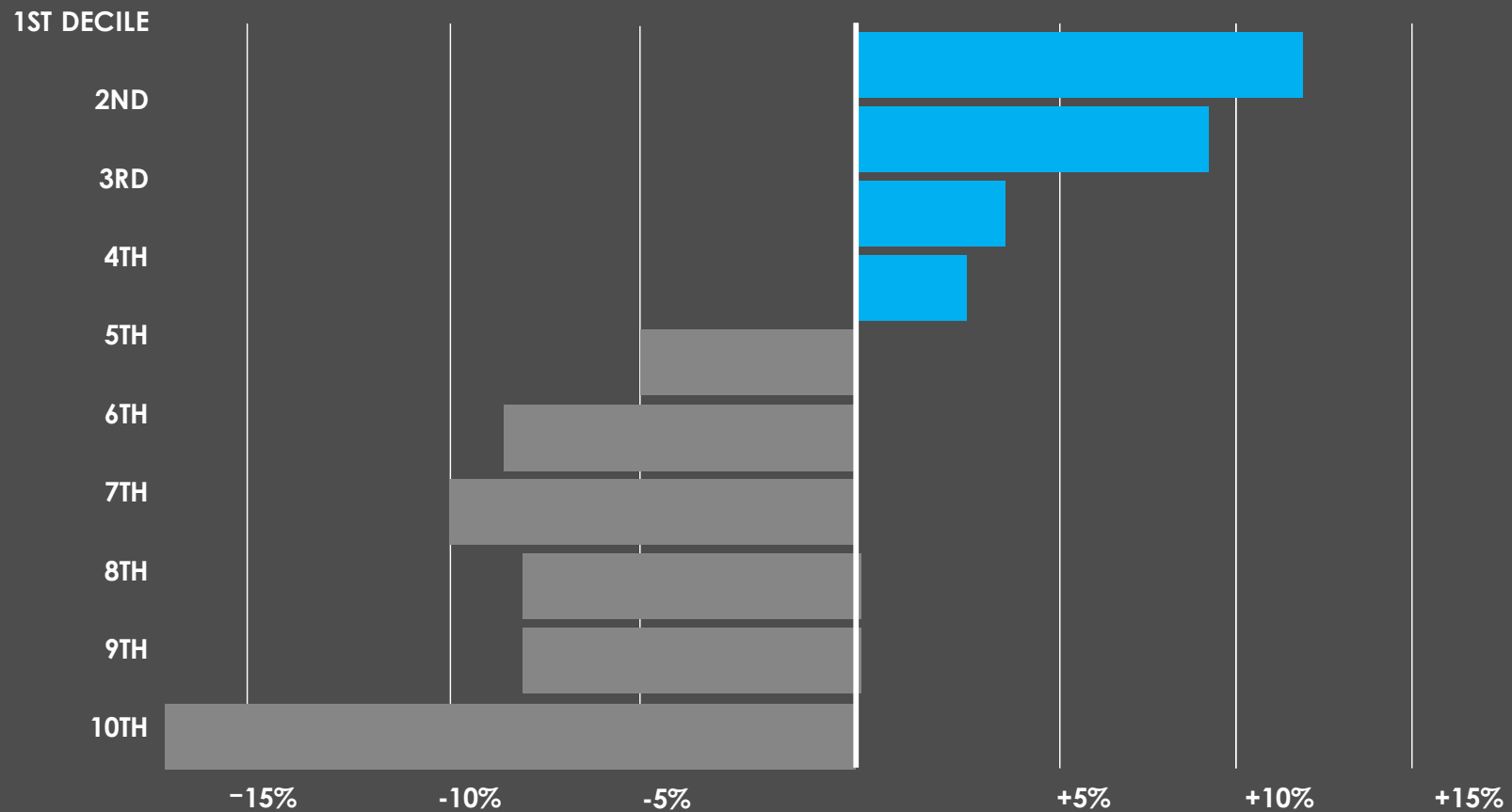
HOUSEHOLD CHANGE IN DENSE URBAN CORES



5.4 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 number '6.' is positioned above the text 'HOW TO PRIORITIZE PROJECTS', which is written in a bold, white, sans-serif font.

6.
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