

REDC REGION: SOUTHERN TIER

MUNICIPALITY: CITY OF ITHACA

DOWNTOWN NAME: DOWNTOWN ITHACA

COUNTY NAME: TOMPKINS

VISION FOR DOWNTOWN

We aspire to be one of America's best small city downtowns by

- Making optimal use of our limited geography;
- Adopting smart growth and solid urban planning principles to guide and govern our development;
- Opting to encourage dense urban development while at the same time protecting and enhancing a walkable, ground level pedestrian experience;
- Building a place that is desirable and attractive to young professionals and millennials;
- Building a place and providing the requisite infrastructure that will attract and nurture creative and technology businesses;
- Providing and where necessary rebuilding the needed infrastructure for Downtown Ithaca to operate as a high level 21st century city;
- Providing center city housing that for our workers that is available at all price points and that maximizes the use of alternative modes of transportation;
- Integrates a broad array of arts, culture, and entertainment traffic generators into the heart of downtown;
- Values and amplifies diversity among our residents, businesses, and visitors;
- Retains and grows of core retail and food & beverage businesses;
- Brand and market Downtown Ithaca to the region, the State and the world as a center for creativity and innovation.

It is our vision that the Downtown Revitalization Program (DRI) can position Downtown Ithaca to ...

- Be successful in the years to come as a nationally regarded center of education and technology;
- Be a place people want to visit and live, especially young professionals and millennials;
- Provide downtown with the critical infrastructures and backbone needed for private investment to step forward and flourish;
- Be a truly diverse and welcoming place for all;
- Be the place where arts and culture and science and technology flourish side by side;
- Serve the region as an employment center, an arts and entertainment center, and a center of learning and technology transfer.

We can accomplish this vision with the support of the DRI program

JUSTIFICATION:

The attached Executive Summary outlines the justification for this application.



**BUILDING A
MILLENNIAL
GATEWAY
FOR THE
SOUTHERN TIER**



**2018 DRI
DOWNTOWN
ITHACA**



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“*Ithaca is the San Francisco of the Finger Lakes wine country. The cultural mecca that is the seat of this great region. From dining to entertainment we have it all in a more relaxed yet constantly evolving and growing community. There’s nowhere else I’d rather live!*”-- Dan Smalls, Owner/Founder DSP Shows

“*My favorite thing about downtown Ithaca is the community and events that bring people together like the festivals and live music on the Commons. The community provides a lot of support for entrepreneurs, as well as artists and musicians, so there is a vibrant population of happy, successful people here.*”- Erica O'Brien, SingleBrook Custom App Developer

EXECUTIVE SUMMARY

2018 Downtown Revitalization Initiative *Downtown Ithaca - Building a Millennial Gateway*

The Downtown Revitalization Initiative (DRI) program is all about transformation: taking New York State downtowns to new and more prosperous levels; providing the State and our regions with urban oases that can attract and retain both businesses and talent; and building vibrant, dynamic and sustainable places where people want to work, visit and live.

Here in Ithaca, we have taken up this challenge—to build Downtown Ithaca into that kind of place. We have had successes and been cited statewide and nationally for our effort and work. But there is more that can be done, more that needs to be accomplished, and hurdles to overcome if Ithaca is to achieve its potential as a shining downtown economic development success story in Upstate New York.

This 2018 DRI application is entitled “Building a Millennial Gateway” for several reasons. As a center of higher education and research, Ithaca offers an opportunity for millennials (those 18-35 year olds) to transition from academia to private enterprise. It is a place where this largest and most creative work-force group in history can find meaningful employment or launch cutting edge businesses while experiencing a cosmopolitan urban lifestyle in one the most attractive places in the country.

Growing and sustaining this gateway. . . This is Ithaca’s 2018 DRI application.

But there are strong and serious challenges that stand in way of this growth; challenges that left unchecked will threaten the gains experienced by Ithaca to date including lack of affordable housing, lack of supportive infrastructure, and a high individual tax burden. These are challenges that need the collective resources of both the locality and the State to address. The DRI can help take Ithaca to another level. It can also help Ithaca overcome these hurdles that threaten future growth and development.

We are poised for opportunity, and, with the help of DRI, ready to tackle these hurdles to success.

OUR DRI VISION - It is our vision that the Downtown Revitalization Program (DRI) can position Downtown Ithaca to:

- Be successful in the years to come as a nationally regarded center of education and technology;
- Be a place people want to visit and live, especially young professionals and millennials;
- Provide downtown with the critical infrastructures and backbone needed for private investment to step forward and flourish;
- Be a truly diverse and welcoming place for all;
- Be the place where arts and culture and science and technology flourish side by side;
- Serve the region as an employment center, an arts and entertainment center, and a center of learning and technology transfer.

THEMES OF OUR APPLICATION

(1) Ithaca: The Southern Tier gateway for millennials

With this application, we will be able to address some of the critical issues that can keep or prevent millennials from becoming a part of the Ithaca and Southern Tier community. These issues are:

- Providing sufficient housing
- Providing housing at price points that can be affordable and accessible
- Providing enhancements to our urban parks and natural areas adjacent to Downtown

(2) Supportive infrastructure holding us back

With this application, we will be able to overcome some serious and expensive infrastructure deficiencies and gaps that have the capability to hold back or even stop Downtown growth. These supportive infrastructure shortcomings are:

- Deteriorating and failing parking in the Green Street Garage (425 spaces);
- A growing shortage of parking in downtown to accommodate growth (to be addressed by a new private sector project that will contain a 400 car garage);
- The lack of a community conference center to support our lodging industry, particularly during mid-weeks;

(3) Downtown planning for the future

With this application, we will be activating a City plan to expand the central business district of Downtown into the abutting West State Street corridor. This action create specific needs that now must be addressed:

- The need to find space to grow Downtown beyond the central core; and
- The need to connect Downtown with the emerging waterfront and the West State Street corridor.

3 THEMES IN OUR DRI APPLICATION

- ITHACA: The Southern Tier gateway for millennials
- Supportive infrastructure holding us back
- Downtown planning for the future

PORTFOLIO OF PROPOSED PROJECTS

Our projects truly address the needs of the Ithaca community

Like all communities, we have a list of challenges and hurdles that we face. Our proposed projects squarely respond to these needs—moving the needle and positioning the community for future success.

These projects build synergistically

The whole of these projects is far bigger than any singular effort.

These projects are catalytic

They will inspire and motivate further private sector investment – resulting in more jobs, more new residents, and a greater tax base.

These projects are ready

With DRI investment, these projects are ready to go. Return on investment will materialize quickly.

DRI 2018 PROPOSED PROJECT PLAN

Project	Total Cost	Housing Units	Affordable Units	Notes
Gateway II	70,000,000	120		400 car parking garage; 120 units senior housing; commercial
Green Garage redevelopment	up to 125,000,000	200-400	50+	Rebuild 450 car parking garage; 406 units housing; affordable housing; conference center vanilla box
Visum I- 510 W. State	17,000,000	100	100	100 units of affordable housing at 80/90% AMI; commercial
Visum II- 327 W. Seneca	1,300,000	12	12	12 units of affordable housing at 80/90% AMI; commercial
Visum III- 527 W. State	16,500,000	100	100	100 units of affordable housing at 80/90% AMI; commercial
Visum IV- 201/207 N. Aurora	14,000,000	85		
Heritage Center exhibits	1,000,000			
City Hall Redevelopment	5,000,000	20		
State Theatre - elevator and improvements	1,000,000			
Downtown wayfinding signage	400,000			
Harold's Square Phase #2	2,000,000			Critical connective infrastructure with the Green Garage project and other surrounding buildings
Creek Walk trail	1,500,000			
108 W. State rehab	250,000			
Boardman House rehab	100,000			
Dewitt Park	250,000			
Indoor playground	100,000			
Subtotal	up to \$255,000,000	637-837	262+	

DRI 2018: POSSIBLE PROJECTS - We have divided our proposed DRI projects into four categories

- Development Projects
- Supportive Infrastructure Projects
- Arts, Culture, and Entertainment Projects
- Branding and Marketing Projects

. . . (continued on next page)

DEVELOPMENT PROJECTS

1. Gateway II Redevelopment
(also a supportive infrastructure project)
2. Green Street Garage Redevelopment
(also a supportive infrastructure project)
3. Visum I (510 West State Street)
4. Visum II (327 West Seneca)
5. Visum III (527 West State Street)
6. Visum IV (201/207 North Aurora)
7. 108 West State
8. Boardman House
9. City Hall building reuse

These nine projects range from modest rehabilitation to a mammoth redevelopment of the premier development site in our downtown community. The total investment value of these eight identified projects is in excess of \$250 million, depending on the developer selected for the Green Street Garage Redevelopment. A summary of benefits from these projects includes:

- *Over \$250 million in possible new development*
- *Between 635 and 835 units of new housing*
- *Affordable, workforce, and middle market housing are key parts of the package*
- *Expansion of Downtown growth westward into the West State Street Corridor*

SUPPORTIVE INFRASTRUCTURE PROJECTS

1. The Green Street Garage Rebuild
2. Gateway II Garage
3. Downtown Community Conference Center
4. Six Mile Creek – Winter Village Trail
5. W. State St. Corridor Streetscape Improvements
6. Route 13 crossing at State Street
7. Dewitt Park Improvement Project

These seven projects provide key infrastructure essential to the continued growth and development of Downtown Ithaca. These projects can serve as catalysts, stimulating additional private sector investment over time. The City's track record

for utilizing public infrastructure projects to stimulate growth and development is excellent. Highlights of this proposal include:

- *Restoring and/or adding a total of 825 garage parking spaces;*
- *Adding an anchor community conference center to serve Ithaca's hospitality industry*
- *Improving the natural urban environment with the Six Mile Creek trail and a restoration of Dewitt Park;*
- *Adding physical links to better connect Downtown with the West End and Waterfront.*

ARTS, CULTURE & ENTERTAINMENT PROJECTS

1. State Theatre lobby expansion
2. Tompkins County Center of Heritage & Culture
3. Center Ithaca Indoor Play Space

Downtowns need to be vibrant places to play and visit. Without continued investment in the arts, culture, and entertainment, downtowns become less attractive and less enticing to business and residents alike. Ithaca's 2018 DRI project package includes three projects that help to strengthen the attractiveness of downtown as a place to live and visit again and again.

BRANDING & MARKETING PROJECTS

1. Downtown vehicular & pedestrian wayfinding
2. Downtown iconic public art project

Successful downtowns have a strong and positive brand. We have identified two projects that help enhance and promote the Downtown Ithaca brand—to both local residents and visitors/tourists.

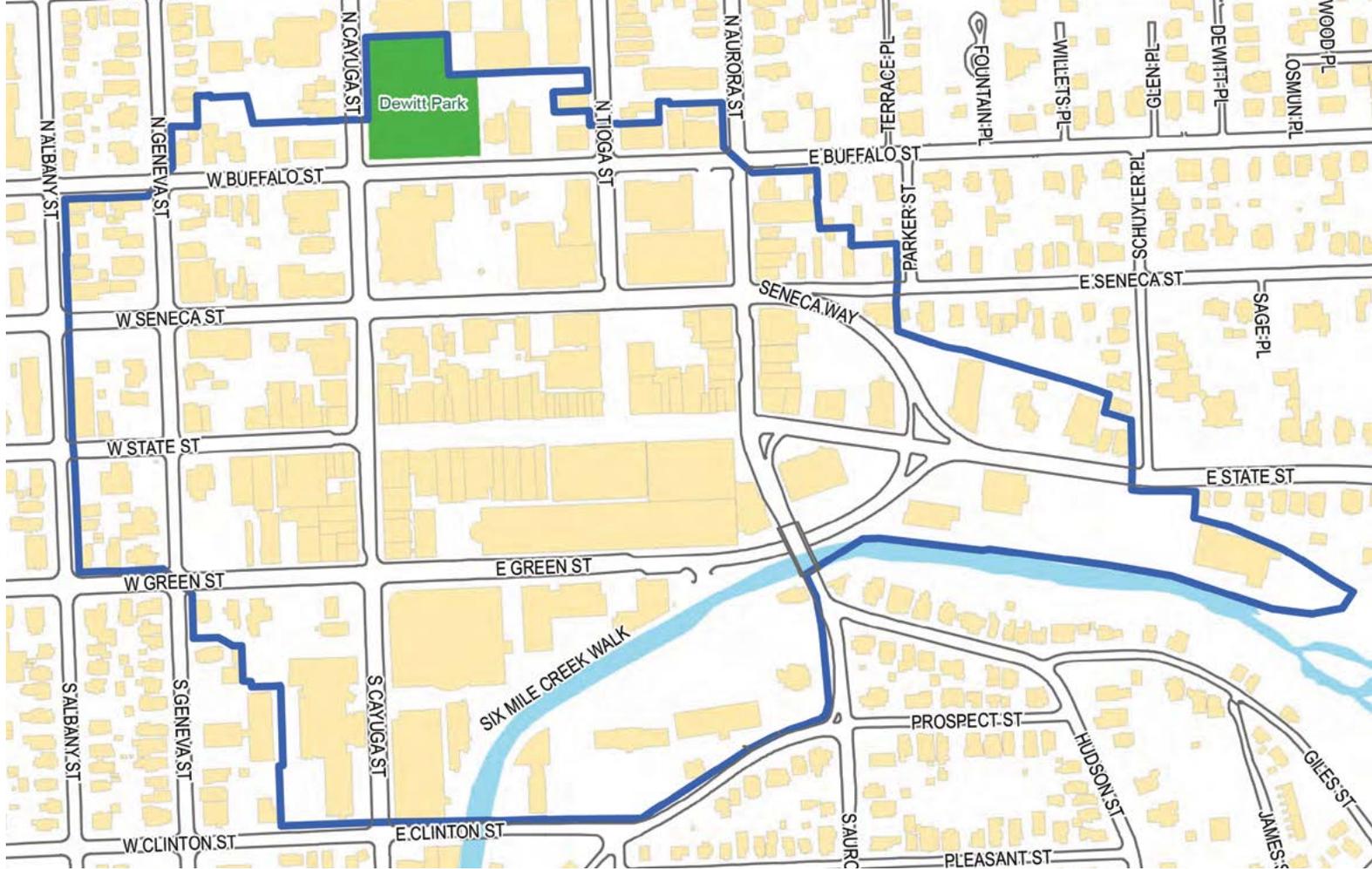


Figure 1: Downtown BID Map

Part 1 - BOUNDARIES

Downtown Ithaca is a compact and completely walkable downtown district.

EXPANDING OUR DEFINITION OF DOWNTOWN

Geography helps define Downtown Ithaca. Located at the base of East Hill (home to Cornell University) and South Hill (home to Ithaca College), Downtown Ithaca has traditionally been defined by the geographic based boundaries of the Business Improvement District (see figure 1).

This traditional definition of downtown encompasses 22 blocks that comprise the heart of urban Ithaca. The area is shaped more like a square--- which means that it is eminently walkable. If the Ithaca Commons is the central hub, the balance of downtown stretches a mere three blocks in any direction. This makes Downtown an extremely walkable place. It also makes it relatively small, compact and challenging to develop.

City planning policies reflect this small, compact characteristic. Downtown zoning has been modified over time to allow for dense urban development and encourages infill, mixed-use development that is essential for a Downtown with limited geography.

In-fill is difficult and expensive but extremely rewarding when done well. The Marriott Hotel is one such example. The 159-room, full service hotel sits on a mere 8,000 SF parcel abutting the Green Street Parking Garage and the Commons. A former surface parking lot and vacant hillside has become a key part of Downtown Ithaca.

The existing land-use of Downtown is linked to these forward thinking planning policies. Unlike many downtowns across America, there are relatively few open surface parking lots. The community has sought to promote development of surface parking, resulting in a downtown profile resembling a larger

city --- taller buildings, reliance on public garage parking rather than expansive surface parking lots, and dense development that is set on the sidewalk. The result is a downtown with strong ground floor and street level pedestrian experiences.

The City and the Downtown Ithaca Alliance carefully track sites conducive to development. Figure 2 details the development site opportunities currently available in the traditional 22 block downtown. Even with the extensive coverage by existing retail, office, entertainment, and housing properties, there still remain 8 candidate sites for development (or reuse) in the traditional core.

But, this DRI program is about the future and growth. We are purposefully expanding our definition of downtown in recognition of the opportunity for growth and development that can occur on the western side of Downtown. The major east/west road in Downtown is State Street. Several blocks of State Street have been converted into our Ithaca Commons pedestrian mall. Beyond the Commons to the east, State Street extends up East Hill and connects with Collegetown and Cornell. To the west of the Commons, State Street traverses the West End of Ithaca and connects to the waterfront/flood control canal area.

IN-FILL IS A KEY TENET OF DOWNTOWN



In-fill is difficult and expensive but extremely rewarding when done well. The Marriott Hotel is one such example. The 159 room, full-service hotel sits on a mere 8,000 SF parcel abutting the Green Street Parking Garage and the Ithaca Commons. A former surface parking lot and vacant hillside has become a catalyst project in Downtown Ithaca.

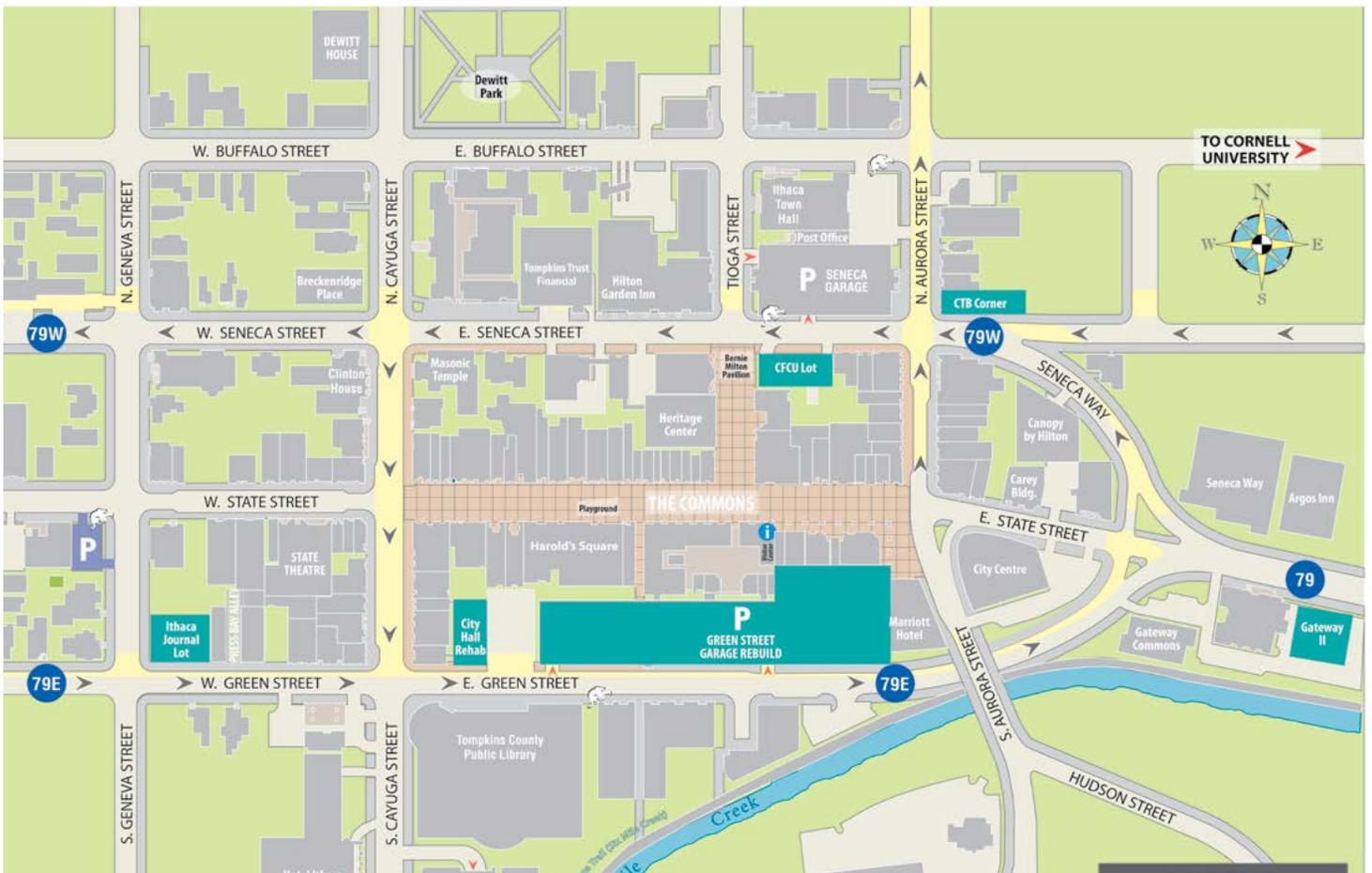


Figure 2: Downtown BID map with available development sites

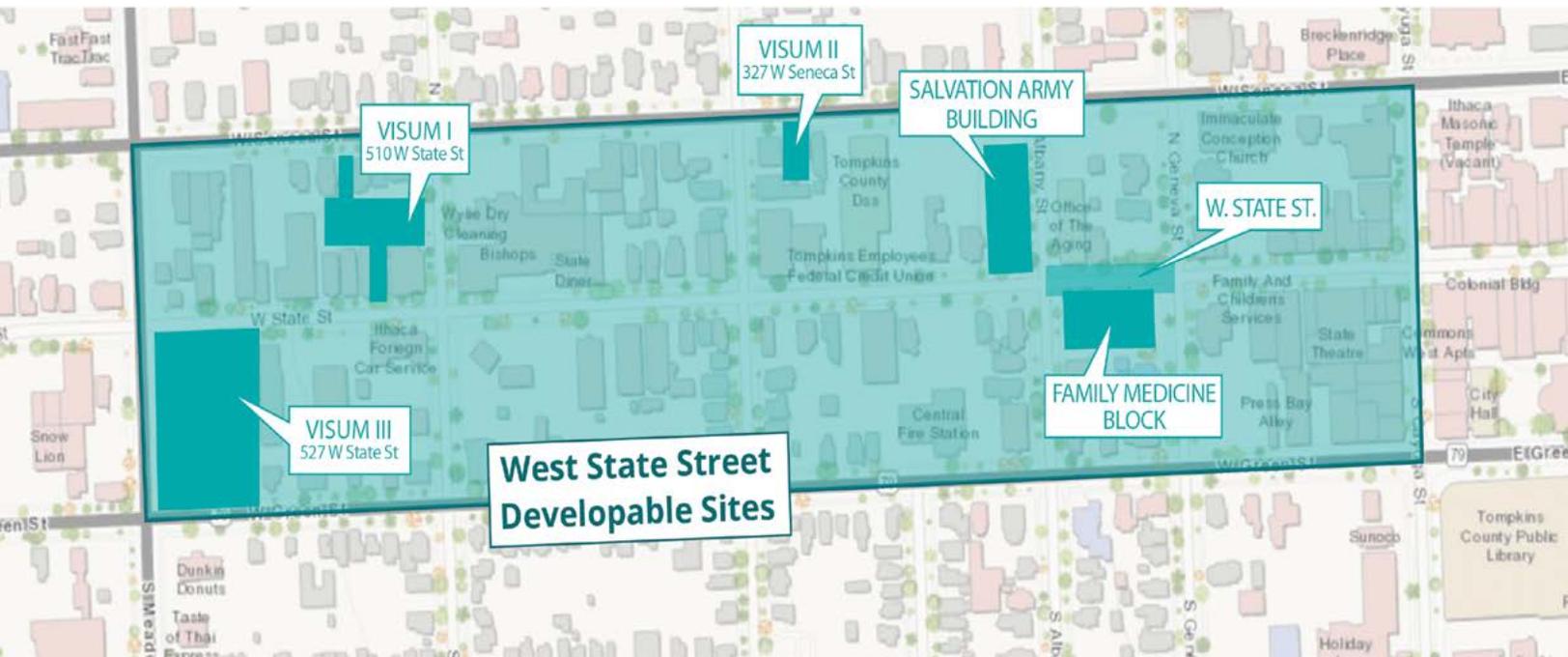


Figure 3: West End to the Waterfront

We are defining our target area for this program to include both the traditional downtown core (Figure 1) and the West End corridor (Figure 3) that links our traditional Downtown to the Cayuga Lake waterfront. This is also a walkable area that can be well connected to the Commons. Moreover, it has been rezoned as central business district (CBD) to better allow for the expansion of downtown into this abutting area. CBD zoning eliminates parking requirements and allows for more height, land coverage, and density. The land use map for the West State Street corridor shows more room and capacity for development opportunity (see Figure 4). When combined with the traditional CBD, this larger downtown of the future presents significant opportunity and capacity for growth... a total of at least 15 development parcels. Our DRI proposal encompasses this new opportunity.

The consolidated map of our DRI boundaries is shown in Figure 5. It is 50% larger than our traditional downtown BID and connects the Commons area with the emerging waterfront area.

The Downtown Ithaca DRI boundaries were created to facilitate new growth and development.

A WALKABLE DOWNTOWN

Even with our expanded boundaries, Downtown Ithaca remains a very walkable, pedestrian scale place. Our Walk Score is 97 (out of 100).

W. STATE ST. HAS BEEN PRIMED FOR DEVELOPMENT



West State Street corridor from the Commons to Rt. 13. Today, that investment appears well worth the effort, as this area is emerging as the logical expansion of downtown.

**DOWNTOWN
ITHACA'S
WALKABILITY
SCORE**
97

walkscore.com is a national site that measures the level of walkability of places throughout the United States, utilizing such factors as availability of medical, groceries, transit, and food & beverage. At 97, Downtown Ithaca's score is one of the highest in New York State.

One characteristic trait of Downtown Ithaca that facilitates walkability is the proximity and connectivity of Downtown with its surrounding neighborhoods. In many urban places, the downtown is often geographically separated from other residential areas. In Ithaca, the neighborhoods physically abutt downtown, creating the easy flow of residents into the downtown core. This trait also exists in the West State Street corridor area as well. Figure 5 shows



Figure 4: The DRI Target Boundaries: Downtown core plus expansion.

this relationship between our downtown boundaries and the surrounding neighborhoods (East Hill Historic District, Fall Creek, Northside, Southside, South Hill).

The national walk score (walkscore.com) measures the level of walkability of places throughout the United States, utilizing such factors as availability of medical, groceries, transit, and food & beverage. At 97, Downtown Ithaca’s score is one of the highest in the state.

A CONNECTED DOWNTOWN

A downtown should be well connected to its catchment area, beginning with its nearby neighborhoods and other commercial districts. This DRI proposal is designed, in part, to help Downtown Ithaca better make these connections. Two important connections are crucial to the future of Downtown Ithaca--- the connection with Cornell and Collegetown and the connection with the emerging waterfront area along Ithaca’s flood control channel into Cayuga Lake. A recent announcement by Governor Andrew Cuomo is facilitating the redevelopment of the waterfront area by relocating the State Department of Transportation facility on the waterfront to the Ithaca airport, opening up new waterfront acreage for future development. Linking this area to Downtown is a logical and essential need for the community in the years ahead.

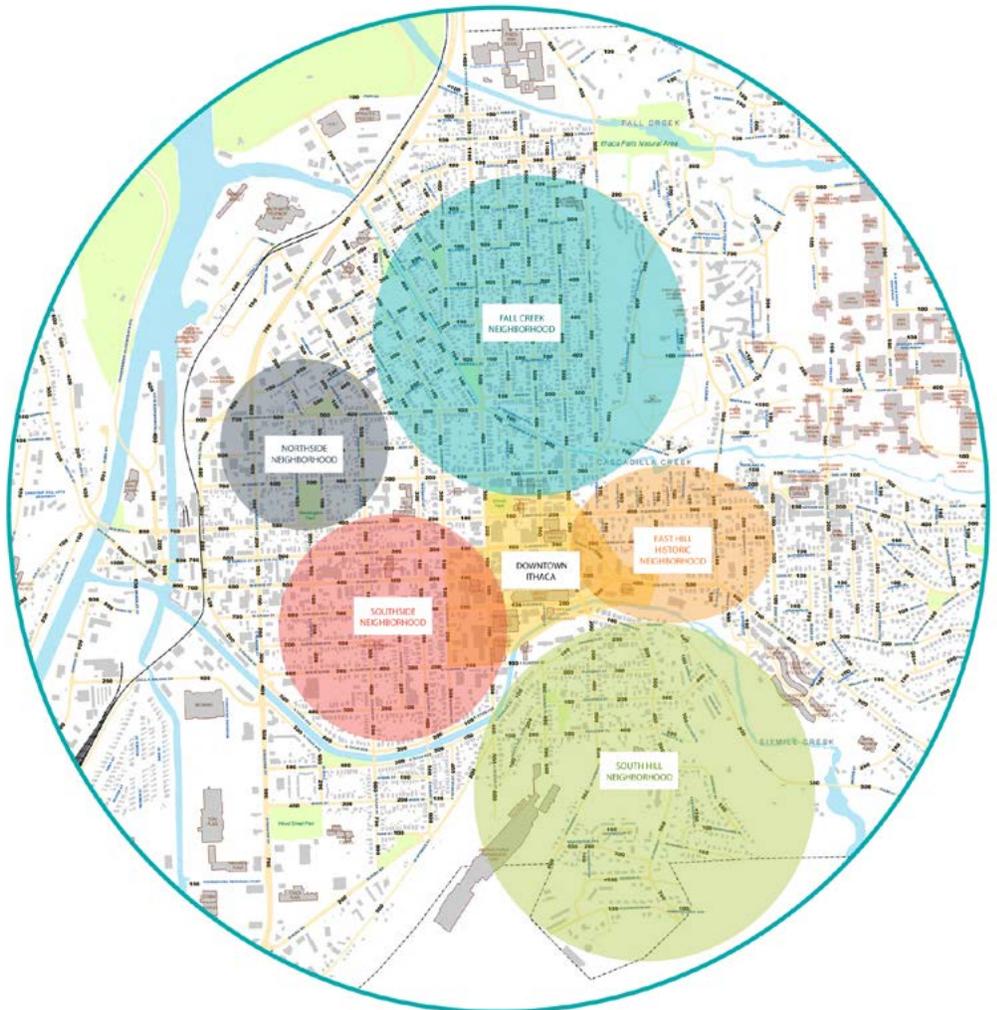


Figure 5: Neighborhoods that connect with Downtown Ithaca

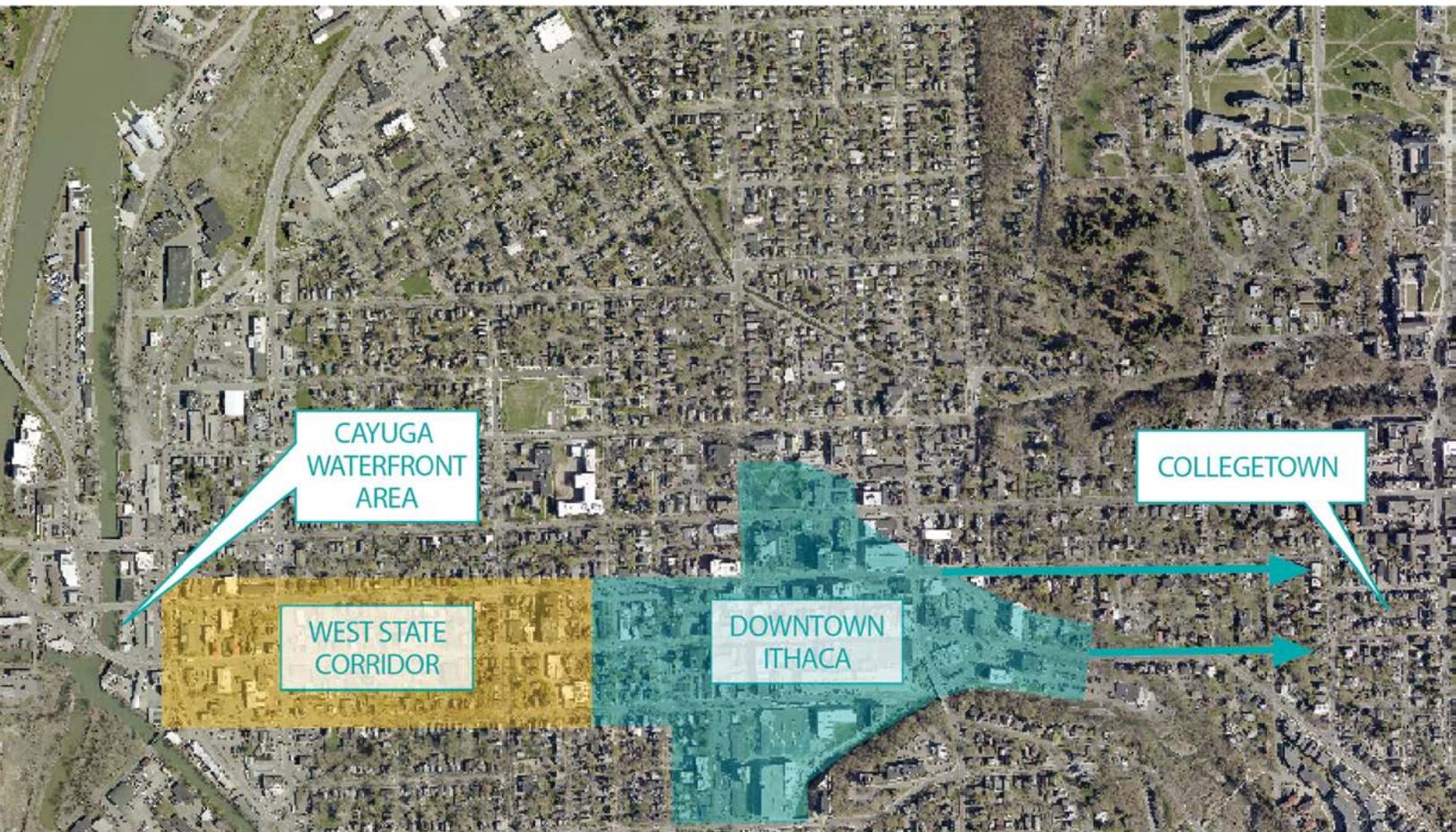


Figure 6: A Downtown connected to its waterfront and collegetown.

Part 2 - CATCHMENT

Downtown Ithaca is a regional and upstate urban center for commerce, transit travel, shopping, dining, entertainment, and arts & culture, with a large catchment area and a large visitor and employment base able to support and sustain future growth and development.

For this DRI program, we are assessing the Downtown Ithaca catchment area from three distinct geographic perspectives: from a one-mile (walkable) center city radius; from a Tompkins County radius; and from a regional perspective.

ONE-MILE WALKABLE CENTER CITY RADIUS

The demographics of the greater Downtown Ithaca area are surprising. While Downtown is considered one of the region's high growth areas, demographics remind us that Ithaca's central urban core is also an area of higher poverty and distress.

The DRI target area is contained within Census block 1. Current data from Census block 1 (Figure 7) show the following demographics- median household income, pov rate, renters vs owners, etc

This area has long been designated a federal community development block grant target area by HUD and the City's Ithaca Urban Renewal Agency (IURA). The area has also qualified for the income based federal New Market Tax Credit program.

The low incomes and poverty statistics result as much from resident households living in the downtown neighborhoods as student households that might skew income data. Most undergraduate students tend to live closer to the two higher education institutions- Cornell and Ithaca College.

Census Tract One Demographics				
Median Household Income	Poverty Rate	Households	# of housing units	Total Population
29,528.00	28.2	917	974	1,114

Figure 7: Census block 1 demographics, median household income, pov rate, renters vs owners, etc.

Over the years, Downtown area urban renewal programs have been aimed at reducing and addressing these low income and poverty conditions. The results have been encouraging, but as the data shows substantial work remains to lift all residents to a desired quality of life.

The downtown Ithaca urban core is surrounded on all sides by residential neighborhoods. The proximity of these neighborhoods makes pedestrian and bike access to downtown easy and commonplace.

According to a 2018 Claritas demographic data report, 22,998 people reside with a one-mile radius of the Commons. According to census statistics, over 40% of Ithacans walk to work—one of the highest rates in the United States.

Within a one-mile ring of Downtown are five residential neighborhoods: Southside, Northside, Fall Creek, East Hill, and South Hill. These neighborhoods provide an excellent base of support for a strong and dynamic downtown district. Cornell University is also located within a mile of downtown; Ithaca College is between 1-2 miles from downtown. Both contribute to downtown foot traffic. We care about one-mile ring data because one mile tends to be the outer limit of walkability for the Ithaca community. People residing and working within this one-mile ring are excellent candidates for downtown shopping, dining, and patronage.

Downtown is also a growing center for both millennial households and older resident retirees. Millennials are drawn to Downtown Ithaca by the walkable environment, the shopping, dining, and entertainment amenities, and the convenient public transit that connect Downtown to other key employment centers (such as Cornell). The fifty plus age cohort represents people downsizing their family homes and seeking a walkable urban experience.

AFFORDABLE HOUSING IN THE CORE



Along with market rate housing, Ithaca has strived to create a number of affordable housing units in the downtown area. Among the larger recent successes are Breckenridge Place--50 units, Stone Quarry Apartments--35 units, and 210 Hancock--54 units.

TOMPKINS COUNTY AREA CATCHMENT

Current Census data shows that there are 104,268 people residing within Tompkins County. For these people, Ithaca represents their central city and downtown is their closest center of major commerce.

The demographics of the countywide population is different from the one-mile radius data. In the walkable urban area, there are strong communities of both black and Asian residents. The percentage of both blacks and Asians decreases away from the center city. The poverty rate for Tompkins County is 20.1%. **This county wide data is summarized in Figure 8.**

Included in this county ring is the entire Ithaca urbanized area—the City proper, the Town of Ithaca, and the villages of Lansing and Cayuga Heights. It is this catchment area that provides a large segment of the customer base for many downtown Ithaca businesses.

Tompkins county radius demographic data			
Race		%	
White	81,136	79	
Black	4,475	4.25	
Asian	12,068	11.45	
American Indian	418	0.4	
Hispanic	5,559	5.27	
Gender			
Male	51,832	49	
Female	53,583	50.83	
Age			
0-4	4,229	4.01	
5-9	4,245	4.03	
10-14	4,297	4.08	
15-17	3,338	3.17	
18-20	12,942	12.28	
21-24	13,770	13.06	
25-34	14,098	13.37	
35-44	11,230	10.65	
45-54	10,766	10.21	
55-64	11,746	11.14	
65-74	9,047	8.58	
75-84	1,839	1.75	

Figure 8: Tompkins county radius demographic data

REGIONAL CATCHMENT

Many Ithaca businesses draw both employees and patrons from the broader region.

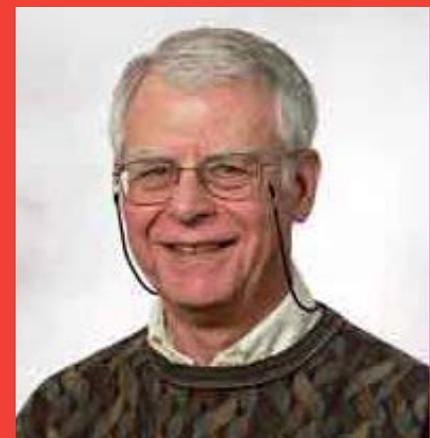
Beyond the county line, Ithaca serves as a regional hub for employment and commerce. Downtown, Cornell, and Ithaca College all serve as major employment hubs for a multi-county region, including much of the Southern Tier. According to MPO statistics, more than 15,000 people commute from other counties into Ithaca on a daily basis.

DOWNTOWN ITHACA'S GROWING MILLENNIAL POPULATION:



Of the 1,500 or so people living in Downtown Ithaca, there a growing number are millennials. For example, Scott Rougeau is an event planner living in an apartment above Viva Taqueria.

DOWNTOWN ITHACA'S GROWING RETIREE POPULATION:



Another spike in ages living downtown are retirees, seeking to downsize. Former Cornell economics professor, Keith Bryant and his wife Marty are examples of retirees who now call downtown their home.

Work Flow Destinations - 2010 Census Transportation Planning Package

	To: Tract 1 Downtown Ithaca	To: Tract 3 Cornell	To Tract 6 Ithaca Mall	Tract 9 West Hill/Hospital	Tract 10 Southwest Ithaca	Tract 12 Ithaca College	Tract 15 Borg Warner/Lansing	Tract 20 TC3/V-Dryden
	5,612 employees	8,093 employees	3,880 employees	1,933 employees	3,664 employees	3,261 employees	5,810 employees	1,117 employees
From: Tract 1 Downtown Ithaca	140 (2.5%)	185 (2.3%)	0	4 (.02%)	0	10 (.03%)	15 (.3%)	0
From: Tompkins County	4,120 (73.7%)	6,800 (81.8%)	2,780 (76.1%)	1,299 (67.1%)	2,670 (73.2%)	3,004 (92%)	4,115 (69.3%)	1,160 (67.8%)
Adjacent Counties								
Cayuga County	134 (2.4%)	182 (2.2%)	90 (2.3%)	38 (2.0%)	103 (2.8%)	18 (0.6%)	494 (8.5%)	84 (4.9%)
Chemung County	189 (3.4%)	0	145 (3.7%)	75 (3.9%)	95 (2.6%)	40 (1.2%)	53 (0.9)	0
Cortland County	285 (5.1%)	282 (3.5%)	216 (5.6%)	74 (3.8%)	273 (7.5%)	10 (0.3%)	505 (8.7%)	420 (24.5%)
Schuyler County	119 (2.1%)	265 (3.3%)	174 (4.5%)	234 (12.1%)	150 (4.1%)	34 (1%)	239 (4.1%)	10 (0.6%)
Seneca County	165 (2.9%)	154 (1.9%)	75 (1.9%)	119 (6.2)	88 (2.4%)	20 (.6%)	149 (2.6%)	4 (0.2%)
Tioga County	360 (6.4%)	410 (5.1%)	245 (6.3%)	94 (4.9%)	285 (7.8%)	135 (4.1%)	255 (4.4%)	39 (2.3%)
Total Adjacent Counties	1,152 (22.3%)	1,293 (16%)	945 (24.4%)	634 (32.8%)	994 (27.1%)	257 (7.9%)	1,695 (29.2%)	557 (32.4%)

Figure 9: Insert Tompkins County inbound commuter map

We have daily commuter buses from Schuyler County and Elmira. In fact, the Downtown Ithaca Alliance is currently implementing a transportation demand management program that will chart and map the points of origin of many downtown commuters. This much we know now—all eight counties in the Southern Tier REDC are represented in Ithaca’s workforce, along with workers from other regions and counties to the north, east, and west.

Ithaca employers, both large and small, routinely recruit talent and workforce from other Southern Tier counties. People commute to Ithaca for both higher paying technical jobs as well as entry level jobs that still pay higher wages than elsewhere. Meeting the needs of these employees and businesses is an important part of our Downtown. For example, ensuring there is sufficient parking is crucial for these businesses and their commuting employees.

A COMMUTER FROM THE SOUTHERN TIER

(ONE EXAMPLE AMONG MANY)



Every day Darlene Donohue drives 28 miles to Ithaca to work for DIA. The 40 minute commute can be long, but she appreciates the quality of the job and enjoys the Ithaca experience.

TRANSPORTATION & DOWNTOWN ITHACA

Downtown Ithaca serves as the hub for the Tompkins Consolidated Area Transit system (TCAT). Several years ago, TCAT was selected as the best small city transit company in North America. Today, TCAT has an annual ridership of 4.5 million total rides. TCAT stations ring the pedestrian mall and radiate out to every town in the county and beyond. There is a special shuttle that connects Downtown with Cornell, providing 10-minute service between Downtown and one of upstate New York's largest employer. TCAT is not without its own struggles. While nationally regarded, it remains financially strapped and has been challenged to expand service.

The DIA, City, and County are actively engaged in transportation demand management (TDM) efforts to alleviate the need for additional parking and to help meet our energy savings/carbon reduction goals. The DIA received a grant in early 2017 from NYSERDA to implement a pilot TDM program in downtown. Downtown is also home to Ithaca Carshare and an Ithaca Bikeshare program. There is also a community backup/emergency ride home program to encourage more alternative transit usage. We have specific goals to shift people in the 1-mile and countywide catchment areas from single occupancy vehicles to other more efficient modes of travel.

TRENDS

There are some important trends pertaining to the catchment area that shape and influence the future of Ithaca and its downtown.

EMPLOYMENT: The employment base of Downtown Ithaca has been growing and is expected to continue to grow with the help and support of the DRI program.

In the latter half of the twentieth century, Ithaca, like other Southern Tier cities, lost a significant chunk of its manufacturing base from downtown/urban area firms such as Emerson, NCR, and Ithaca Gun. These employers of years past are being replaced with new technology firms—such as Give Gab, Rosie App and Ursa Science Systems.

The community business incubator, REV, located in the heart of Downtown Ithaca, has helped to assist and nurture these new businesses.

COMMUTERS: Ithaca's job base is attracting a work force from throughout the Southern Tier and central New York.

Servicing the needs of this commuting workforce remains a major challenge for Downtown. For example, there needs to be sufficient parking for our commuting employees who cannot transition out of their automobiles.

HOUSING: People want to live in dynamic urban areas and there is strong demand for Downtown Ithaca urban living. Our challenge is to build units at all price points – affordable, moderate, and up-scale, so that all can partake in a downtown residential experience.

REGIONAL TOURISM HELPS DRIVE THE DOWNTOWN ECONOMY:

According to a 2010 report by Chmura Economic Associates, downtown Ithaca has approximately 354,000 annual tourist visits (42% of Tompkins County visitors visit downtown Ithaca). Today, we estimate that number at nearly 500,000.

THE ITHACA COMMONS IS WELL-USED: New high tech pedestrian counters recently installed on the Commons on April 28th are able to capture foot traffic 24/7.

According to data collection for one month of counter operation (April 29th - May 28th of this year), there were 165,239 trips through the Commons.

Merchants report that much of their business comes from tourists and regional visitors, and a closer look at the data verifies that highest density of foot traffic happened during well-known high tourist weekends in May, at Ithaca College and Cornell University graduations.

ITHACA'S PRIMARY INDUSTRY IS EDUCATION & IT IS GROWING:

Cornell has 21,850 students who live both on campus and in the community, including downtown. Downtown is a particularly popular residential location for graduate students.

Cornell is adding 2,000 students over the next five years, increasing the need for more jobs and boosting the demand for housing. Ithaca College had 6,769 enrolled students in 2016. Many of these students live on nearby South Hill or in Downtown proper.

Ithaca and Tompkins County are experiencing population growth over the past decade. The City of Ithaca experienced 2.5% population growth from 2010-2014, with a sizeable portion of that growth attributable to downtown. Growth brings its own special challenges.... Strains on infrastructure and a tight and skewed housing market are just two issues Downtown Ithaca confronts.

MEETING HOUSING DEMAND:

Downtown Ithaca's 2020 Strategic Plan calls for the addition of 1,500 housing units in the urban core during the decade 2010-2020. For much of this decade our multi-family housing vacancy rate stood at 0.5%. Today, this rate appears to be at an equally low 1.8%. The need for new housing stock remains.

A housing study commissioned by Tompkins County several years ago showed a need for some 4,000 units of new housing at all price points to meet this extraordinary demand. To date, the community has been able to only add about 2,000 units, leaving a backlog of demand from people at all levels looking to live and stay in Ithaca.



A tourist using a kiosk on the Commons

Tompkins County Population Growth:
<http://ithacavoice.com/2015/05/which-tompkins-county-towns-are-growing-fastest/>



Ithaca's primary industry is education and it is growing.

Part 3

PAST & FUTURE INVESTMENTS

OUR VISION FOR DOWNTOWN ITHACA AND THE DRI PROGRAM

We aspire to be one of America's best small city downtowns by...

- Making optimal use of our limited geography;
- Adopting smart growth and solid urban planning principles to guide and govern our development;
- Opting to encourage dense urban development while at the same time protecting and enhancing a walkable, ground level pedestrian experience;
- Building a place that is desirable and attractive to young professionals and millennials;
- Building a place and providing the requisite infrastructure that will attract and nurture creative and technology businesses;
- Providing and where necessary rebuilding the needed infrastructure for Downtown Ithaca to operate as a high level 21st century city;
- Providing center city housing for our workers that is available at all price points and that maximizes the use of alternative modes of transportation;
- Integrating a broad array of arts, culture, and entertainment traffic generators into the heart of downtown;
- Valuing and amplifying diversity among our residents, businesses, and visitors;
- Retaining and growing our core retail and food & beverage businesses;
- Branding and marketing Downtown Ithaca to the region, the State and the world as a center for creativity and innovation.

It is our vision that the Downtown Revitalization Program (DRI) can position Downtown Ithaca to...

- Be successful in the years to come as a nationally regarded center of education and technology
- Be a place people want to visit and live, especially young professionals and millennials
- Provide downtown with the critical infrastructure and backbone needed for private investment to step forward and flourish
- Be a truly diverse and welcoming place for all
- Be the place where arts and culture, science and technology flourish side by side
- Serve the region as an employment center, an arts and entertainment center, and a center of learning and technology transfer

WE CAN ACCOMPLISH THIS VISION WITH SUPPORT OF THE DRI

ITHACA'S DOWNTOWN PLANNING: OUR TEN YEAR STRATEGIC PLANS

Since 2000, the Downtown Ithaca Alliance has worked with the City and community to prepare ten (10) year strategic plans for the revitalization of Downtown Ithaca. These plans are in addition to and augment the various studies and reports commissioned by the City over the years.

The strategic plans provide targets and goals for the community to work toward. They help to shape and guide policy formulation, decision-making, and resource allocation.

The 2020 Downtown Strategic Plan, adopted by the DIA and endorsed by the City Common Council in 2010, set out a series of guiding planning principles as well as specific strategic goals for downtown growth and development.

AMONG THE KEY HIGHLIGHTS OF THESE GOALS WERE:

- Rebuilding the Ithaca Commons pedestrian mall;
- Adding up to 1,500 units of downtown housing during the decade;
- Improving the connectivity between Downtown and the two nearby commercial districts- the Waterfront and Collegetown, as well as enhancing connectivity to Ithaca College;
- Creating a community conference center;
- Adding to the arts, culture, and entertainment destinations of Downtown.

Planning is a continuous and ongoing process. The community is preparing to begin a 2030 Downtown Ithaca Strategic Plan. This plan will be jointly developed by the Downtown Ithaca Alliance and the City of Ithaca and will also serve as a sub-plan to the City's new comprehensive master plan, "Plan Ithaca".

ALIGNMENT WITH STATE & REGIONAL GOALS

The Downtown Ithaca 2018 DRI proposal aligns directly with several Southern Tier strategic planning goals.

1. Downtown Revitalization

Downtown revitalization is an important component of both State and Southern Tier Soaring economic development goals. People want to live and work in dynamic, walkable, and vibrant communities. Economic development without downtown revitalization will struggle to succeed. Our communities need to be places that inspire people to want to live, play, and work. The Southern Tier Soaring strategy recognizes and embraces this precept. In Ithaca, we likewise fully support this relationship between downtown revitalization and economic development.

MEET NAKESCHI WATKINS

In November 2017, Nakeschi was invited to Ithaca by Cornell University to interview for a staff position as Assistant Director for Risk Management & Insurance. She aced the interviews and was offered a position.



Hailing from warmer climates of the south, Nakeschi had to decide if she wanted to move to upstate New York.

She noted she was convinced when she toured downtown Ithaca and got excited by the dynamic place she saw coming together. Today, Nakeschi lives in downtown Ithaca, just blocks from the Ithaca Commons.

2. Promoting the Southern Tier’s Innovative Culture

One of the four pillars of the Southern Tier Soaring strategy is “Promotion of the Southern Tier’s Innovative Culture”. The Downtown Ithaca DRI proposal is closely aligned to this pillar. We are committed to building an attractive and vibrant “place” that is comfortable to young professionals and millennials, that focuses on and integrates our arts, culture and entertainment assets into our community, and which creates the housing and work environment that will attract young talent and entrepreneurial creative businesses.

The Southern Tier Soaring Plan references....

- Promoting the Southern Tier to alumni;
- Building local pride;
- Strengthening tourism and community assets; and
- Attracting young talent.

The Downtown Ithaca 2018 DRI proposal addresses all of these important elements.

3. Enhancing Regional Tourism

The Southern Tier Soaring Plan also promotes the importance of enhancing regional tourism. Tourism is a critical part of the economy of Downtown Ithaca and this DRI proposal seeks to expand and enhance our efforts to build a place that visitors want to visit and experience.

KEY PRINCIPLES OF DOWNTOWN DEVELOPMENT

The Downtown Ithaca 2020 Strategic Plan and the new City of Ithaca Comprehensive Plan both highlight key planning principles for downtown development. These core principles form the basis for this 2018 DRI proposal. They include:

The need for density in downtown

It seems simplistic to note that density is a core principle of downtown development. It is much harder to implement this core principle both in the community and Downtown itself.

Density is a cornerstone of Ithaca’s downtown strategy for several important reasons. First, Downtown Ithaca has limited geography. It is bounded by two hills and a creek. Urban neighborhoods abut downtown, limiting growth in these directions. This limited amount of space has literally forced Ithaca to adopt the need for density in development--- meaning higher buildings, more lot coverage, and no reliance on surface parking.

Density counteracts sprawl. Density concentrates people and activity into a small area. A dense environment done well can feel urbane and dynamic; done wrong it can likewise feel cold and inhumane.

The importance of mixed use development, including street level commercial/retail

Single use projects were the norm for the latter half of the twentieth century. They reshaped our cities, removing much of the synergy that comes from multiple uses being in close proximity to each other. In Ithaca we have prioritized the importance and the sensibility of encouraging our downtown projects to be mixed-use. This allows us to expand our retail footprint and allow people to work and live in the same neighborhood.

The value of in-fill development

The principle of in-fill development is likewise critical to Downtown Ithaca’s approach to development. Rather than bulldoze a block or parcel and rebuild from scratch, in-fill development surgically places new buildings within the context of the neighborhood, helping to enhance community character.

The need to preserve and protect historic assets and character

Like many New York and Southern Tier downtowns, Ithaca has an outstanding collection of historic properties that add character and personality to the community. Alas, Ithaca has also lost a significant portion of its historic inventory through the urban renewal practices of the 1960s and 70s. A third of the traditional downtown Ithaca core was razed for urban renewal and we are only now replacing some of the resultant surface parking lots with in-fill buildings. In Ithaca, we value historic preservation and work to integrate new and old together—in a distinctly Ithaca character.

“After retiring and living in the suburbs, we moved into the central downtown Ithaca to be immersed in a walkable, sophisticated, and friendly community. We stay because, as the downtown develops, it gets better year-by-year. There’s more music, theatre, arts, and fine dining. It’s evolving into a community that young and older professionals can appreciate. As retirees, my wife and I would not choose to live anywhere else.

-- Keith Bryant, Cornell University retiree/downtown resident

The importance of enhancing the walkable and pedestrian character of downtown

A walkable and pedestrian environment is a key element of the Downtown Ithaca plan. With the combination of a small geographic footprint and a desire to utilize the principles of density, pedestrian scale becomes a key and necessary metric. As we build upward, we also must ensure that we maintain and even improve the street level experience.

DEVELOPABLE PROPERTIES/SITES

Core Downtown Ithaca Developable Sites			
Site	Location	SF Capacity	Status
Gateway II	400 blk East State St	210,000	In DRI application
Pritchard Auto	Cayuga @ Clinton	40,921	
Hotel Ithaca corner	Cayuga @ Clinton	109,058	
Ithaca Journal lot	Geneva @ Green	24,948	
CFCU drive-thru lot	Seneca at Tioga	66,113	
Green Garage rebuild	100 block East Green St	282,844	In DRI application
CTB corner	Seneca at Aurora	66,070	In DRI application
City Hall rehab	108 E. Green	30,000	In DRI application

Figure 10: Core Downtown Ithaca Developable Sites (DRI 2018)

To some observers, Downtown Ithaca is done. It appears built out. It seems to have fewer surface parking lots than most other places. It does not appear to be a place where more development is likely to happen. But that would be an inaccurate assessment on two levels.

First, the traditional downtown, the 22 blocks of the BID district, actually have a number of development sites and opportunities that were identified for further investment. As the map below indicates, there are at least eight (8) additional sites that are capable of accepting up to 829,954 square feet of new development in the core downtown. Four of these sites are included in this DRI application.

Second, we have identified that the future growth of Downtown beyond the core is likely to come from an expansion of Downtown westward into and along the West State Street Corridor. Included in our 2018 DRI application, this expansion area provides a contiguous larger area for additional downtown development. The City has added this area to central business district (CBD) zoning in anticipation of possible growth and development. The chart below shows another 7 sites in this corridor that are possible development opportunities, comprising up to 407,260 square feet of possible new developable space. Three of these sites are included in this DRI application.

West State Street Corridor Downtown Developable Sites			
Site	Location	SF Capacity	Status
Visum I West State	510 W. State St.	93,000 SF	In DRI application
Visum II West State	327 Seneca St.	7,260 SF	In DRI application
Visum III West State	527 W. State St.	87,000 SF	In DRI application
City Health Club Site	402 W. Green St.	50,000 SF	
Block 14	W. State between Geneva St. & Albany St.	100,000 SF	
Family Medicine block	W. State at Geneva St.	35,000 SF	
Salvation Army site	W. State at Albany St.	35,000 SF	

Figure 11: West State Corridor Developable Sites (DRI 2018)

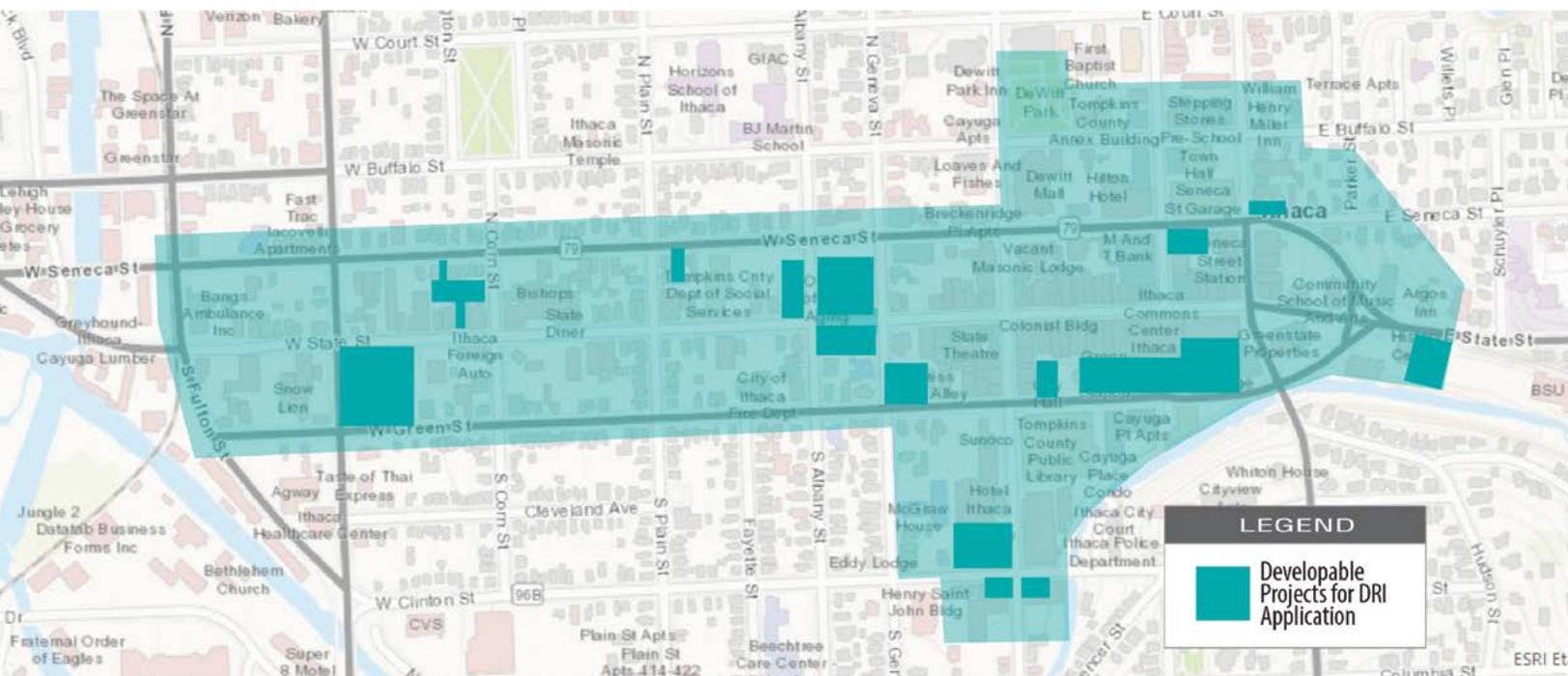


Figure 12: Map of all developable projects in Ithaca (DRI 2018)

POTENTIAL FOR GROWTH

Downtown Ithaca does indeed have the potential for growth and development to support and maximize the DRI program. Evidence of this can be shown in four different ways:

1. Downtown Ithaca has potential available sites for development, both in the traditional, core downtown and in the expansion West End corridor.

The sites selected for this DRI application are not just speculative, they are sites that are controlled and acquired for development.

2. Downtown Ithaca has the demand to support continued development, particularly in housing. The County and the DIA have both undertaken recent housing studies to assess the demand and market gaps in the Ithaca/Tompkins County housing market.

The need remains remarkably strong. The County-wide Danter housing study showed a need 4,000 more housing units including 1,050 additional units over the next five years in downtown Ithaca alone to meet existing and expected demand. The challenge is gathering the funding to build these units.

3. Downtown Ithaca has already demonstrated that technology and creative businesses are interested in locating and investing in Downtown, if space is available.

Currently, Downtown Ithaca is home to such technology firms as Rosie Apps, Ursa Space, Give Gab, Brightworks Computer Consulting, and Singlebrook Technology. Several of these firms have spun out of REV, the regional business incubator located in the heart of Downtown. Young technology companies and their employees appreciate the dynamic feel of Downtown.

“Downtown Ithaca is the perfect place to start a business. And, with continued growth and investment in infrastructure, it will be an ideal place for businesses to expand.

Our Rosie team has taken management classes at Cornell, TC3.biz’s downtown campus, attended workshops at Rev Ithaca Startup Works, and even won the Downtown Ithaca Alliance summer Office Olympics. The downtown Ithaca community embraces young professionals. . .The Downtown Ithaca Alliance has encouraged our success and offers the services business professionals need to become successful.

-- Nick Nickitas, CEO Rosie

4. With the help of the DRI program, Downtown Ithaca will have the necessary infrastructure needed to accommodate and service this development and growth.

Summary of Downtown Growth - Past, Present & Future Potential					
	New SF Added	New Investment (\$)	New Housing Units	New Lodging Units	New Office SF
Core Downtown 2004-2017	1,208,500	\$255,000,000	583	446	257,500
Currently Under Construction	370,475	\$107,500,000	300	125	54,000
Downtown Core - DRI	up to 1,064,000	up to \$214,000,000	up to 631		
Expansion West End-DRI	154,000	\$34,800,000	212		

Figure 13: Summary of Downtown Growth Past, Present, & Future Potential

MUNICIPAL INVESTMENT IN DOWNTOWN OVER THE YEARS

To help set the table for development, the City of Ithaca has made several significant municipal investments in Downtown Ithaca. These investments have all paid dividends by stimulating growth and development from the private sector, with the help of public incentives, including REDC grants and support. The most significant municipal investment have been:

1. West State Street Re-Bricking/Rebuilding

In the mid-2000's, rather than simply repave the five blocks of West State Street from the Commons to Route 13, the City opted provide added value by installing a bricked street.

This rebuilt street was not only more functional, it immediately added character and appeal to an area previously viewed as under-performing, neglected, and blighted.

In the ensuing years, a number of new businesses opened along the street, led by the Kitchen Theater's new headquarters stage house.



Kitchen Theatre on W. State St.

2. The Seneca and Green Parking Garages

Two major investments by the City occurred in the late 1970s with the construction of the Seneca and Green garages.

These garages were built to accommodate and service the then new Ithaca Commons pedestrian mall—one to the north and one to the south of the mall. The garages were key and essential infrastructure that allowed Downtown Ithaca to flourish and sustain its energy for some 40 years.



View of Seneca Garage at Tioga Street intersection, on the Commons.

3. The Cayuga Parking Garage

When Cornell University was deciding to move 300 people from their advancement department to Downtown Ithaca in 2004, they asked the City to consider a new parking garage to accommodate the growth.

The Cayuga Garage was this resulting project, completed in conjunction with the catalytic Seneca Place project.

The Cayuga Garage, built with the assistance of the National Development Council (NDC), has provided Ithaca with the parking capacity over the past ten years to handle the new growth and development that has been occurring in Downtown.



As this garage now reaches capacity, it is time to assess how to provide the parking infrastructure needed to accommodate new growth and development.

4. The Rebuild of the Ithaca Commons

In recent years no other project has proven to be more catalytic than the rebuild of the Ithaca Commons.

Supported by funding from the State of New York/REDC, the Commons project completely rebuilt the aging, deteriorating pedestrian mall.

The three-year, \$15 million project proved to be difficult on existing businesses, but catalytic for new growth.

The project stimulated the development of the \$40 million Harold's Square, the \$40 million Centre City, and the \$30 million Tompkins Financial headquarters building.

This project demonstrated that public investment in critical infrastructure can result in significant private sector reinvestment.



Summary of Municipal Investment				
Item	Public Cost	Private \$ leveraged	New SF leveraged	Notes
West State Street	\$1.8M			Kitchen Theater, Gimme Coffee, The Westie, Quilters Corner, Blue Light, Saigon Kitchen, The Rook
Green Garage & Conference Center	\$13M	\$14.8 M	103,900 SF	Center Ithaca, Rothschild Bldg
Cayuga Garage	\$19M	\$6 M	22,900 SF	Seneca Place, Cayuga Place, Lofts at Six Mile Creek, Hotel Ithaca
Commons Rebuild	\$15.0 M	\$70 M	262,000 SF	Harold's Square, City Centre, Tompkins Financial, 202 The Commons

Figure 14: Summary of Major Municipal Investments in Downtown

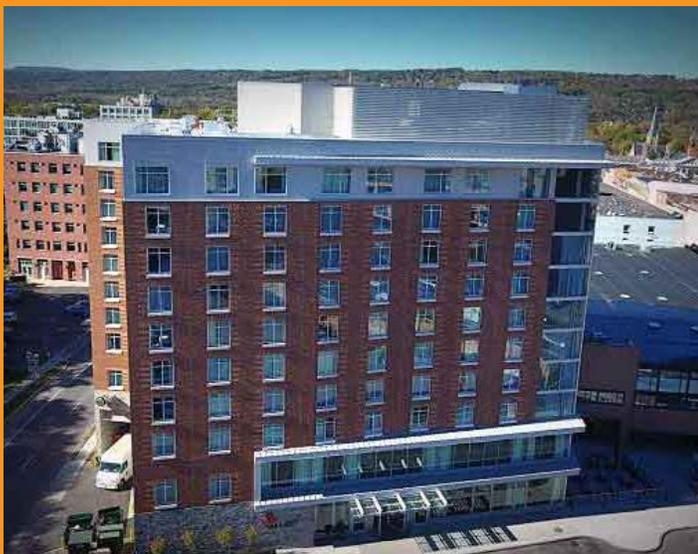
PRIVATE PROJECTS LEVERAGED BY MUNICIPAL INVESTMENT



Tompkins Financial Building, June 2018



Hotel Ithaca tower expansion, Fall 2017



Ithaca Marriott Downtown on the Commons, Fall 2016



Lofts at Six Mile Creek, 2014

THE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT

In 1997, the community opted to create a business improvement district to help bolster and facilitate the revitalization and management of Downtown Ithaca. The organization, now known as the Downtown Ithaca Alliance, provides an important framework for supporting, advocating, and a managing the growth and development of Downtown.

The BID covers a 22-block area comprising the traditional/core geography of Downtown. The BID operates as a quasi-governmental nonprofit organization. It receives an additional assessment from property owners in the district, currently set at the maximum 20% of the City tax rate. The BID is governed by a 27-member board of directors that is comprised of downtown property owners, businesses, and residents, plus representation from the City, County, Cornell, Ithaca College, TC3, and the Chamber of Commerce/CVB.

The Downtown Ithaca Alliance operates with an annual budget of around \$1.0 million, excluding major pass through grants. It provides a “comprehensive” downtown program to the community and has standing committees working in the areas of business retention & development, environment and infrastructure, marketing, special events, and transportation. The BID has an annual work plan that consists of over 100 different tasks, programs and projects and the BID serves as the facilitator for the creation of the ten year Downtown strategic plans.

Summary of Investment by the Downtown Ithaca BID 2008-2017	
BID Assessments Collected	3,441,912
Total BID Expenses	7,190,563
Other Revenue & Pass-through Grants	5,566,087

Figure 15: Summary of (\$) Investments by the BID 2008 - 2017

ROLE OF THE IDA/CIITAP

Projects in Downtown Ithaca cannot happen without public subsidy and support. Even with our strong demand for housing, downtown projects require incentives and subsidies to achieve needed rates of return and profitability. This need for support is driven by the high costs of developing in downtown resulting from vertical construction, little or no traditional staging, the high costs of foundations and subsurface construction, site acquisition and assembly costs, materials costs associated with taller, urban buildings, and the costs of satisfying permitting and review boards which influence design factors.

To help meet the gaps that would otherwise derail downtown projects, the Tompkins County IDA has worked with the City of Ithaca to create a novel tax incentive program aimed specifically at projects located in the historic urban core of the city. The program, known as the Community Investment Incentive Tax Abatement Program or CIITAP, has been instrumental in helping to fill project gaps that would have otherwise derailed or doomed projects. The program has been modified several different times over the years and includes community benefits provisions that further support the community.

For some projects, the CIITAP program is enough to allow it to move forward. For other, larger projects, there remains the need to find and incorporate incentives from the State/REDC. The projects included in the DRI application are such projects that will only proceed with support above and beyond normal CIITAP incentives.

DOWNTOWN INFRASTRUCTURE TODAY

One of the key impediments to continued growth in Downtown Ithaca is requisite infrastructure. While there is substantial interest in Downtown Ithaca, the current supportive infrastructure is either aged or not sufficient to support the anticipated growth.

This provides a tremendous opportunity for the DRI program to help make possible a new wave of Downtown Ithaca development and investment- but only if the needed infrastructure can be delivered.

The chart below summarizes the current state of Ithaca’s downtown infrastructure. Much of it is either outdated or inadequate to accommodate the anticipated and desired needs of the Downtown.

Summary of Current Downtown Ithaca Infrastructure		
Category	Current Facilities	Status
Parking	Seneca, Green, Cayuga garages	Seneca- less than five years of useful life Green- no remaining years of useful life; needs rebuilding Cayuga- 20 years of useful life- good condition
Connecting Links w/ West End & Waterfront	Re-bricked State Street	Roadway in good condition Sidewalks and pedestrian amenities lacking Crossing at Route 13 poor
Six Mile Creek Trail	Urban segment behind Cayuga Garage complete Segment behind Gateway complex complete	The two urban segments do not connect The trail ends at Gateway and does not go into the gorge
Infrastructure for Four Major Downtown Hotels	Community valet parking program Adjacent parking garages	Lack of a community conference center



Figure 16: Current Downtown Infrastructure

SUPPORTIVE INFRASTRUCTURE NEEDS

A key part of the Downtown Ithaca DRI application is the recognition that further Downtown growth and private investment will depend on our ability to provide the needed supportive infrastructure. The track record of results is clear – when supportive infrastructure is provided, the private sector steps forward and makes significant investment.

Today, there are private developers willing and ready to undertake major transformational projects for Ithaca and the region, if the requisite supportive infrastructure can be provided and funded. **This DRI application identifies several major supportive infrastructure projects that can leverage substantial new growth and development:**

- The rebuilding of the 425 space Green Street parking garage;
- The building of a new private 400 car parking garage in the Gateway area;
- The building of a new community conference center to support the four major downtown hotels;
- The building of streetscape infrastructure that will better link the Commons area of Downtown with the expansion West Street growth corridor and the Ithaca waterfront area;
- The building of the Six Mile Creek trail linking Downtown with the East and South Hill neighborhoods and providing a one of a kind amenity for local and regional tourism.

Current state of the Green Garage

SMART GROWTH AND DOWNTOWN ITHACA

Smart growth principles have been an integral part of Ithaca's approach to downtown development and they will continue to be core components of our DRI program. These smart growth principles include:

The use of density tools

The City's commitment to downtown density can be seen in its actions to rezone and up-zone downtown, creating the opportunity for more volume and height and its expansion of CBD zoning into the West State Street corridor to allow for the growth and expansion of downtown;

Bike Lanes and Bike Sharing

The community has invested heavily in biking as an alternative mode of travel. A new nonprofit organization, Bike/Walk Tompkins, has taken a lead role in promoting and advocating for bike lanes, bike safety and education, and has recently launched an Ithaca bike share program. The organization contracted with Lime Bikes, a national vendor specializing in bike sharing. Over 200 dockless bikes have been deployed through downtown. The response has been outstanding. Over a three week start up period, over 4,000 unique individuals took over 10,000 rides.

Downtown Design Guidelines

Smart growth means integrating new and heritage character. To achieve this goal, Ithaca has adopted design guidelines for downtown which are managed by the City of Ithaca Planning Board. These guidelines help ensure that new development fits into the context of Ithaca heritage and history.

Transportation Demand Management

Smart growth also seeks to minimize the impact and use of automobiles and favors the use of alternative modes of travel and transit. Downtown Ithaca has embarked on a pilot transportation demand management program, supported by a grant from NYSEEDA. This pilot program seeks to move at least 100 people from single occupancy vehicle (SOV) travel mode to some alternative mode requiring no or less parking. These alternative modes include public transit (TCAT buses), ridesharing, carpooling, biking, and walking. The program is being administered by the Downtown Ithaca Alliance.

ENERGY EFFICIENCY AND SUSTAINABILITY

The Ithaca community has a strong commitment to energy efficiency and sustainability. This ethic was reinforced just recently by the City of Ithaca proposal to enact a Green Building policy. This ground-breaking policy would require property owners and investors seeking to build or substantially remodel a building in the City and town of Ithaca to meet a minimum threshold checklist of energy reducing and saving actions.

The CIITAP downtown tax incentive program also has a provision for providing extra incentives for meeting 140% of the current code requirement for energy efficiency.

Downtown Ithaca also participates in the community's Ithaca 2030 District, an energy reduction program aimed at significantly reducing energy consumption in major buildings and properties by 2030.

ANCHOR INSTITUTIONS IN THE COMMUNITY AND THEIR COMMITMENT TO DOWNTOWN ITHACA

Ithaca's primary industry is education and the three major institutions of higher education all have purposely invested in a physical presence in Downtown Ithaca.

Cornell University helped to spearhead revitalization with its Seneca Place project, which contains dedicated office space for Cornell, additional speculative office space and street level retail. Cornell, along with Ithaca College, and TC3, also leads REV, the downtown community incubator.

TC3 has purchased an office building to serve as its Ithaca Extension Center. The institution has also invested in Coltivare, a culinary art training center that includes a full service restaurant.

Ithaca College has opened a production studio in Center Ithaca, complete with green screen technology, to help students train in video production.

All of these projects by our institutions of higher education provide direct benefit to the downtown community and forward Ithaca's goal of downtown revitalization.

DOWNTOWN FOOT TRAFFIC GENERATING INSTITUTIONS

One of the best metrics of downtown success is foot traffic. Without foot traffic, street level commerce cannot thrive. Downtowns need traffic generators to be successful. In a 2005 study of successful downtowns across the United States, DIA Executive Director Gary Ferguson found that the most highly regarded small city downtowns each averaged over thirty distinct foot traffic generators all within walking distance of each other.

Over the past decade Ithaca has worked to bolster the number of foot traffic generators in Downtown. Adding traffic generators has been a key component of the Downtown Ithaca 2020 Strategic Plan. As of Spring 2018, the following is a list of traffic generators serving the Downtown Ithaca area proposed for this DRI application.

FOOT TRAFFIC GENERATORS IN DOWNTOWN ITHACA

1. US Post Office
2. County Courthouse & Office complex
3. Dewitt Mall
4. Dewitt Park
5. First Presbyterian Church
6. Episcopal Church
7. **Islamic Center**
8. Hilton Garden Inn
9. William Henry Miller Inn
10. Ithaca Town Hall
11. Ithaca Commons
12. Community School of Music and Arts
13. **Argos Inn and Annex**
14. History Center (soon to transition to the Center for History & Culture)
15. **Finger Lakes School of Massage**
16. **Tompkins Cortland Community College (TC3) extension center**
17. **REV business incubator**
18. Tompkins County Mental Health building
19. Tompkins County Human Services building
20. Tompkins County Public Library
21. **Coltivare Culinary Arts Center**
22. **Hotel Ithaca**
23. **Marriott Hotel**
24. **Canopy Hotel (under construction)**
25. **State Theatre**
26. **Kitchen Theater**
27. **New Roots Charter High School**
28. **Press Bay Alley and Court**

*Bold connotes new since 2008.

Part 4 - JOB GROWTH

RETAINING & ATTRACTING YOUNG PROFESSIONALS

Investing in Ithaca with DRI means investing in new jobs for the Southern Tier. Ithaca has been blessed with new job growth that is emanating from the education sector and from spin off businesses that are associated with our higher education institutions.

Investing in Downtown Ithaca means providing an environment for the young professionals, millennials, and students who prefer to remain here in Ithaca to launch their own businesses. These people have repeatedly noted that Downtown Ithaca is an important amenity and component in their decision to work and live in Ithaca and the region.

DOWNTOWN EMPLOYMENT PROFILE

Who actually works in downtown Ithaca? There are roughly 3,500 people who work in the greater Downtown Ithaca, defined as within a one mile radius of the Commons.

The largest employer in downtown Ithaca is Tompkins Financial at 300 jobs. The company recently completed construction of a new 110,000 SF corporate headquarters building on East Seneca Street. The commitment of Tompkins Financial to remain and grow Downtown is significant. The company examined scenarios to move to suburban green field sites, but felt compelled to participate in the downtown revitalization occurring here in Ithaca.

Downtown Ithaca also has a growing presence of creative and technology based jobs (Figure 18a).

COUNTYWIDE EMPLOYMENT PROFILE

At the County level, education is the primary driver of employment in Tompkins County, with 12,456 jobs attributable directly to Cornell University, Ithaca College and Tompkins Cortland Community College.



Top 10 Downtown Ithaca Employers	
Employer	Type of Business
City of Ithaca	Local Government
Tompkins Trust Financial	Banking
Tompkins County	Local Government
Cornell University (Seneca Place)	Educational Facility
Marriott on The Commons	Hospitality
Hilton Garden Inn	Hospitality
Hotel Ithaca	Hospitality
Tompkins County Library	Library
Miller Mayor	Law Firm
Rosie App	Grocery Mobile App

Figure 17a: Top Ten Employers in Downtown Ithaca

Top 15 Tompkins County Employers		
Employer	Type of Business	Appx. Employment
Cornell University	Educational facility	9,870
Ithaca College	Educational facility	1,733
Borg Warner	Auto Parts Manufactu	1,500
Ithaca City School District	Educational facility	1,448
Cayuga Medical Group	Healthcare	1,385
Tompkins County	Local Government	756
Franziska Racker Centers	Children's Center	526
Wegmans Food Markets Inc.	Commercials Foods	518
Tompkins Cortland Community	Educational facility	435
William George Agency	Educational facility	428
Maguire Family Dealerships	Motor Vehicle Dealer	426
City of Ithaca	Local Government	400
Tompkins Financial Corp.	Banking	368
Drden School District	Educational facility	363
Tompkins-Seneca-Tioga BOCES	Educational facility	360

Source: Tompkins County Area Development (TCAD)

Figure 17b: Top Employers, Tompkins County

2018 Jobs By Sector Report: ITHACA

2018 Est. Civ. Employed Pop 16+ by Occupation	Area Group: 1.0 mi. radius of 171 E. State St.	
	Total	Percentage %
	9,793	
Architecture/Engineering	145	1.48
Arts/Design/Entertainment/Sports	403	4.12
Building/Grounds Cleaning	157	1.6
Business/Financial Operations	322	3.29
Community/Social Services	172	1.76
Computer/Mathematical	683	6.97
Construction/Extraction	140	1.43
Education/Training/Library	2,529	25.83
Farming/Fishing/Forestry	16	0.16
Food Prep/Serving Related	787	8.04
Healthcare Practitioner/Technician	263	2.69
Healthcare Support	167	1.71
Installation/Maintenance/Repair	104	1.06
Legal	79	0.81
Life/Physical Science	722	7.37
Management	815	8.32
Office/Administrative Support	806	8.23
Production	206	2.1
Protective Services	149	1.52
Sales/Related	592	6.05
Personal Car Services	333	3.4
Transportation/Material Moving	203	2.07

**Source 2018 Claritas Demographics Snapshot Education & Occupation

Figure 18a: Jobs by sector, Downtown Ithaca

2018 Jobs By Sector Report: TOMPKINS COUNTY

2018 Est. Civ. Employed Pop 16+ by Occupation	Area Group: Tompkins County	
	Total	Percentage %
	50,658	
Architecture/Engineering	767	1.34
Arts/Design/Entertainment/Sports	1,486	2.94
Building/Grounds Cleaning	1,448	2.86
Business/Financial Operations	1,750	3.46
Community/Social Services	993	1.96
Computer/Mathematical	2,462	4.87
Construction/Extraction	1,492	2.95
Education/Training/Library	9,231	18.25
Farming/Fishing/Forestry	171	0.34
Food Prep/Serving Related	3,260	6.45
Healthcare Practitioner/Technician	2,560	5.06
Healthcare Support	1,154	2.28
Installation/Maintenance/Repair	1,096	2.17
Legal	453	0.9
Life/Physical Science	2,469	4.88
Management	5,212	10.31
Office/Administrative Support	5,227	10.34
Production	1,594	3.15
Protective Services	825	1.63
Sales/Related	3,263	6.45
Personal Car Services	2,000	3.96
Transportation/Material Moving	1,745	3.45

**Source 2018 Claritas Demographics Snapshot Education & Occupation

Figure 18b: Jobs by sector, Tompkins County

Education is followed by health care, with 3,714 jobs, a majority of those jobs are offered through Cayuga Health Systems. BorgWarner Morse Systems, a global automotive parts manufacturing business, employs 1,500. The technology sector is growing in Tompkins County, with 2,462 jobs.

CORNELL GROWTH



In a era when some universities are scaling back, Cornell has opted to grow. The University will be adding 2,000 new undergraduate students.

Tompkins County unemployment is low, last recorded at 3.9%. This low rate means businesses routinely seek candidates from a wide geographic range far beyond county boundaries. In fact, the Tompkins County MPO has found that there are over 15,000 people who commute into Ithaca from beyond Tompkins County.

Many of these commuters live in other Southern Tier communities. Two of the largest concentrations of jobs in Tompkins County are at Cornell University and downtown Ithaca. These are the destinations of many of the commuters each day.

ITHACA'S PRIMARY INDUSTRY IS EDUCATION

Ithaca's primary industry is education. This industry sector imports young minds, adds value through training and the imparting of knowledge, and then exports the finished product to places around the globe. In the process, education produces a considerable amount of research that can be commercialized. Professors and advanced degree holders also seek opportunities to utilize their expertise beyond the classroom, opening up additional economic development options.

The education sector permeates much of the

Ithaca economy. The chart below shows both student enrollment and direct employment from the three institutions of higher education in Ithaca/Tompkins County. There are an estimated 30,000 students enrolled at these institutions here in Ithaca, with Cornell leading the way with 23,016. According to data from the colleges, the three institutions directly employ more than 12,000 workers.

All three institutions have been invited to participate in the downtown revitalization process. All have responded in one form or another. As a major stakeholder in the community, Cornell invested commensurately in downtown Ithaca. Cornell's

downtown projects are: Seneca Place, which provides off-campus office space for the University; REV, the community business incubator; and a branch of the Cornell Store, which was launched in 2016.

TC3, Ithaca's community college, has likewise made significant investments in the future of Downtown: Tioga Place, home to their Ithaca Extension Center; and Coltivare, the institution's center for culinary arts, hospitality training, and wine marketing.

Ithaca College participates in REV and has also opened a video production studio in Center Ithaca.

These investments demonstrate a confidence in the community and a commitment to its continued success.

Cornell, Ithaca College, and TC3 Statistics			
Institution	Enrollment	Employment	Budget
Cornell University	22,755	9,870	2,210,472,000
Ithaca College	6,516	1,733	234,272,194
Tompkins Cortland Community	2,543	435	40,857,954

Figure 19: Higher Education Statistics in Ithaca

REV STARTUP WORKS



Part of the Southern Tier Start-Up Alliance, REV has proven to be an important tool for economic growth in Downtown Ithaca and the region. REV is currently working with 31 start-up businesses, and several have already spun-off into the downtown community.

COLTIVARE



Occupying nearly 15,000 SF of space in Downtown Ithaca, Coltivare serves as an important magnet for young people looking to hone their skills in culinary arts, the hospitality industry, and wine marketing. The facility also features a public restaurant and reception space.

THE TECH SPIN OFF EFFECT AND DOWNTOWN

Higher education has helped to spin-off additional community benefits in the form of new business ventures. Two locations in Ithaca/Tompkins County have been the largest beneficiaries of this spin-off development --- the airport research park and Downtown Ithaca.

Downtown Ithaca has the ambience and the energy many creative entrepreneurs and their typically young employees seek. There are a variety of space options at varying price points. Start-ups can find small suites and upper floor walk-up units that provide excellent business launching pads. The recent relocation of Tompkins Trust company into their new corporate headquarters building has helped to open up more office space opportunities. Coupled with the construction of additional office space in the Harold's Square project, we see this extra, open inventory as an opportunity for attracting and accommodating more creative and technology businesses—provided the requisite infrastructure can be provided.

Tompkins County Area Development (TCAD) serves as the County's leader in strategic economic development. Its values and goals are well aligned with this DRI application. In its 2015-2020 Tompkins County Economic Development Summary, TCAD listed its core values that guide its economic development efforts:

- **Create inclusive prosperity;**
- **Support sustained economic vitality;**
- **Leverage innovation;**
- **Retain wealth locally;**
- **Enhance quality of life; and**
- **Be collaborative and transparent.**

GIVEGAB



Founded in 2011 by Cornell MBA grads Charlie Mulligan and Aaron Gobert, GiveGab specializes in producing and managing modern and robust software for nonprofits, institutions of higher education, and community foundations. They reside at 119 S Cayuga St., currently employ 38 people, and work with organizations nationwide.

These same values permeate this 2018 DRI application.

One of TCAD's three principal goals forms the basis for downtown revitalization and growth:



Strategically invest in community infrastructure and district development to attract private investment.

This goal provides the foundation and essence for our Downtown Ithaca DRI application—to grow and develop Ithaca's downtown district to become a hub for business innovation and job growth, a place where people want to live, work, and play, and a place that, with the right infrastructure, can attract continued private investment.

DOWNTOWN TECH FIRMS

Tech firms appreciate the proximity of Downtown Ithaca to the Cornell campus. They value the broad array of food options, shops, and business services all within walking distance of their location. They are increasingly valuing the transportation options to help their employees navigate the community. They value that there are other firms just like themselves nearby and value the resources of REV.

The Ithaca 2018 DRI application is intended to help this important sector of the regional economy grow and multiply. New housing, at varying price points, and new infrastructure will make Downtown Ithaca more hospitable to the tech and creative firms of the future.

URSA SPACE SYSTEMS



Founded in 2014, Ursa Space Systems is a Space 3.0 company specializing in satellite technology analytics as a service for businesses and industry worldwide. Located in the Gateway Plaza building, Ursa currently has openings nationwide for 23 new positions, including 8 additional here in Ithaca. CEO Adam Maher is a MA graduate in mechanical engineering from Cornell.



ROSIE APP

Rosie Applications is a young startup making a big impact in downtown Ithaca. Founded in 2012, Rosie has become an industry-leading grocery shopping platform for mobile and web by allowing independent

grocery stores to sell online. Rosie is cofounded by Nick Nickitas, CEO, and Jon Ambrose, COO, who both graduated with an MBA from Cornell University in 2014.

SINGLEBROOK TECHNOLOGIES

Tucked in a second floor walk-up at 119 S. Cayuga Street in Downtown Ithaca, Singlebrook Technologies is a custom digital products and web app development and design firm.

Founded in 2006 by Elisa Miller-Out and her husband Leon, the firm has a national client base drawn from the corporate, higher education, and national non-profit world. Singlebrook Technologies is also a certified woman owned business.



DIVERSITY OF JOBS

The best description of Downtown Ithaca’s job base is “diverse”. According to DIA reports, there are approximately 3,500 people working in the 22 block BID district. This number grows when we look at jobs located within a one mile walking radius of the Ithaca Commons. According to 2018 Claritas data, there are 9,198 people employed in this one mile downtown area.

Job types vary, from specialized high tech positions to entry level hospitality jobs. This blend of job types is beneficial for the community and helps to provide both diversity and dynamism for Downtown Ithaca.



FINGER LAKES SCHOOL OF MASSAGE

A recent addition to Downtown, the Finger Lakes School of Massage is a private school that focuses on the training and certification of massage therapists. Located

in newly renovated space on the second floor the 215 E. State Street Rothschild Building, the school works with between 150-200 students each year.

DOWNTOWN HOSPITALITY INDUSTRY

Downtown Ithaca will soon have four major Downtown hotels: the Marriott Hotel, the Hilton Garden Inn, Hotel Ithaca, and the soon to open Canopy Hotel. These institutions collectively employ over 200 workers and many travel from outside Tompkins County to take these jobs.



Downtown Ithaca is a place that people of all professions can find the opportunity to make their dreams a reality! Ithaca offers a welcoming and inspiring network of people that support one another in reaching their potential. Downtown’s great restaurants are a fabulous bonus.

-- Tina Nilsen-Hodges, New Roots Charter School

Part 5 - ATTRACTIVENESS

How We Strive to Attract Millennials & Young Professionals



Downtown Ithaca is a very busy area with a lot to offer to professional people. The people are friendly and welcoming, and the shops and restaurants offer incredible products and cuisine.

*-- Crystal Ward, Indigo Rose,
Owner*

DOWNTOWN ITHACA: A MILLENNIAL GATEWAY

When Governor Cuomo spoke recently at the announcement of support for the Ithaca/Tompkins Regional Airport, he repeatedly referenced the importance of engaging and meeting the needs of millennials. Ithaca's 2018 DRI proposal reflects this theme. As a community built around training and educating, Ithaca has a particularly unique opportunity to interface with millennials and attract them to remain in the Southern Tier. Our 2018 DRI proposal addresses some of the key issues and concerns that millennials (and others) reference when they are deciding whether to remain in upstate New York or move elsewhere.

WHAT MILLENNIALS WANT

In a 2015 report entitled "America in 2015", Stockton Williams, Executive Director of ULI's Terwilliger Center for Housing, noted that nationwide millennials had a high level of dissatisfaction with their communities and local housing options. This ULI study noted that millennial dissatisfaction reflected a lack of access to outdoor amenities and was strongly associated with a lack of housing affordability. However, 60% still wanted to live in areas where they did not need to be as dependent on their car.

Another ULI report by Deborah Brett, "Generation Y and Housing" (2015), examined the housing preferences and issues raised by millennials. The report noted that while nationwide only 13% of millennials live in downtowns, there is a pent up demand for millennials to seek their own housing, to live independently and apart from roommates, and to eventually buy housing.

The ULI reports collectively suggest that millennials are excellent candidates for Downtown urban living, with its alternative travel options and its experiential amenities, but are constrained by affordability.

Downtown Ithaca has positioned itself to be a gateway for millennials- a landing site for young professionals interested in the beauty of our natural landscape and be drawn to an authentic urban experience replete with coffee shops, music clubs, a worldwide collection of food establishments, and new, modern urban living. We have experienced some success serving as this gateway, but we face strong and serious challenges that this DRI proposal seeks to address.

MICRO APARTMENTS



Travis/Hyde Properties experimented with the concept of micro apartments. The recently completed Carey Building had 20 new housing units--- 16 were micros. Units averaged some 400 SF and contained some built-in furnishings. The units were well received by the market; the smaller square footage translated in low prices as well. Harold Square will be featuring another 40 micro apartments as part of their portfolio of new housing.

HOUSING NEED AND GROWTH

Every five years or so Downtown Ithaca has hired the Danter Company (Columbus, OH) to undertake an area wide analysis of the urban Ithaca housing market. As we work with and encourage developers to invest in Downtown housing, we need to understand the depth and scope of the marketplace and the latent demand for housing in our community.

In 2016, the Danter Company conducted two studies—one for the Downtown Ithaca Alliance and one for the Tompkins County Planning Department. Both confirmed the continued need for more new housing units, some 4,000 total units. While the demand was evident at all price levels, the medium range was especially underrepresented.

The Danter studies examined commuter preferences and noted that there was a segment of the regional commuters who would choose to live in Ithaca, if they could find and afford appropriate housing. The 4,000 gap in housing units did not include this additional demand opportunity.

In the past year, Cornell University has announced plans to expand their undergraduate population by 2,000 students. They also announced plans to build some housing to offset the chronic shortage that would be created by the addition of these new students. Graduate student housing at Maplewood would be rebuilt and new undergraduate housing would be constructed on North Campus. While helpful, the expansion still acts to stress the existing housing stock. The for need housing remains as strong as ever.

In the last ten years, Downtown Ithaca has made great strides adding to the regional housing supply. From 2006 to date, Downtown has added 583 new units. Yet, the need remains, a need that left unchecked would undermine the larger efforts to recruit millennials to live and remain here.

Projected Rental and Housing Demand for Downtown Ithaca

Project Type	Annual Demand total # of units	5 Year Demand Total # of units
Rental	180-225	900 - 1,050
For Sale (condos)	60-70	300-350
Student Purpose Housing	200	1,000

Projected Rental and Housing Demand for Tompkins County

Project Type	Annual Demand total # of units	5 Year Demand Total # of units
Rental	180-225	900-1,050
For Sale (condos)	80	400
Single Family Homes	313	1,565
Senior Housing	233	741
Student Purpose Housing	329	1,644

Figure 20: Housing demand downtown & county.

VISUM DEVELOPMENT



Visum Development was created by Todd Fox, a Ithaca based developer who had started his company focusing on student housing and has graduated up to community housing. Visum has assembled a series of four properties in the DRI Downtown target area that can be redeveloped into affordable/middle market projects.

CHALLENGES OF HOUSING DEVELOPMENT: AFFORDABLE AND MIDDLE

In Ithaca we face two challenges pertaining to housing: building new supply to offset the demand and building housing units that are in the affordable and middle ranges. As the ULI study noted, housing affordability is a major concern among millennials. While Ithaca has the amenities and opportunities for a growing number of young professionals, the cost of housing development continues to be a hurdle--- for developers, the community, and local government.

The costs of building urban housing at any price point is similar. The major factors affecting the costs of units tend to land acquisition and assembly, staging, vertical construction (i.e. elevators), steel and fabrication, and the building envelope. The unit finishes that distinguish between luxury and workforce housing – are actually a small proportion of the overall project cost. Hence, developers tend to price at the higher end of the market.

There are State and Federal funds to assist with affordable housing. Low income housing tax credits are the most common funding tool, but they are very competitive and a given community like Ithaca can only expect to receive one metropolitan area award in any given year. Ithaca's track record for affordable housing development is very strong. Ithaca Neighborhood Housing Services (INHS), our local nonprofit housing development organization, has built major projects in the greater Downtown area at Breckenridge Place, Stone Quarry, and 201 Hancock. While more units are needed, there is an ongoing effort to address this segment of need.

The middle market is a very different story. Without any overt State or Federal program subsidies, developers have no incentives to build to the middle of the market. According to the Danter studies, this segment represents the largest unmet need in our community. Our 2018 DRI application reflects several major downtown housing projects that will be attempting to target this middle band (80-100% AMI), but only if we can provide DRI funds to assist as project subsidies. The projects are located in the expansion West State Street corridor area and would be part of the City's redevelopment of the Green Street Garage. Both areas provide an opportunity to have lower acquisition costs. With the contribution of State funding, these projects can become a significant part of our effort to provide more affordable housing to young professionals and millennials.

THE RETAIL AND COMMERCIAL SECTOR

The retail world is changing before our eyes. Internet commerce has amended how Americans shop and Ithaca, like all other communities, is experiencing this evolution. The good news is that independent downtown retailers seem to be faring better than strip center and national chains. For a long time, downtowns have had to focus on unique, one-of-a-kind boutiques and shops. Today, that portfolio matches up better with this new marketplace. Downtown are also experiential by nature and Ithaca works hard to make its downtown an "experiential place". Millennial consumers are seeking experiential opportunities--- including shopping and dining.

HOMEGROWN SKATESHOP

Andrew Douglas was 18 when, with the help of his parents and an interested landlord, he opened a skateboard and shoe store on the Ithaca Commons. Ten years later Homegrown has become a regional destination store for board shoes and apparel. Douglas even designed a Nike shoe for their SB series, attracting collectors from the entire east coast to purchase his shoe both in store and online. Andrew specializes in internet sales and social media promotion, which has become a key part of his business. Homegrown is an example of success millennial retailing.



Downtown Ithaca has been positioning itself to respond to this experience economy.

The table above shows the existing retail goods and services currently available in Downtown Ithaca. While the local regional shopping mall struggles, Downtown has been slowly trying to build its retail output.

New projects will help add needed ground floor square footage. The 2018 DRI application seeks to continue to build up the experiential nature of Downtown Ithaca, adding projects that provide hiking trails from the heart of downtown to nearby waterfalls and Six Mile Creek gorge, to expanding the historic State Theatre and building out exhibits for the new Tompkins County Center for Heritage and Culture.

THE ISSUES OF RETAIL

Beyond the challenge of surviving in an evolving retail world, Ithaca's retail community also faces other challenges. One significant hurdle is the aging out of proprietors. Many of Ithaca's business were launched in the 1970s and 1980s, during a previous wave of redevelopment. (This was when the Ithaca Commons and Center Ithaca were built.) Today, these business owners are reaching or nearing retirement. The challenge of succession planning is one that the DIA has recognized and organized a program with the Binghamton based SBDC and Alternative Federal Credit Union. The program will help prepare plans for aging businesses, and help maintain a stock of important independent retail businesses in the community.

Other retail issues pertain to parking supply. The growth of downtown housing and hotels has begun to erode the availability of short term transient parking spaces. This 2018 DRI proposal specifically addresses this issue --- listing two projects that would add 400 new spaces and restore the critically important 425 spaces in the Green Street garage.

Downtown Ithaca Retail & Dining	
Retail Store Type	Total
Furniture & Home Furnishings	3
Electronics	2
Grocery	3
Beer, Wine, Liquor	4
Pharmacy & Drug Stores	3
Specialty Food Stores	2
Optical Goods	2
Mens Clothing	6
Womens Clothing	14
Childrens Clothing	3
Jewelry	2
Sporting Goods	3
Toys & Game	3
Sewing/Fabric	2
Music Store	3
Book Stores	5
Newstands/Smoke Shops	3
Florist	1
Packing & Shipping	1
Stationary	1
Gift, Novelty, Souvenir	12
Used Merchandise	3
Antiques	4
Salons, Barbers & Skincare	17
Gas Stations	1
Art Galleries	5
Bars & Taverns	8
Full Service Restaurants	41
Limited Service Dining	14
Snack and Non Alcoholic Beverage	1
Total Retail & Dining	172

Figure 21: Goods & Services in downtown.

**LINDSEY LAYNE /
INDIGO ROSE**



One example of a business successfully transitioning is the women's clothing store Lindsey Layne. Founded by New Hartford entrepreneur Lindsey Barone, the 90 minute commute to the successful store became too great a hurdle with her growing family.

Lindsey sold the store to her Ithaca based manager, Crystal Ward, who has reopened the boutique under the new name Indigo Rose.

FOOD, BEVERAGE & GROCERIES

The Downtown experience is not complete without a robust food and beverage scene. Downtown Ithaca has such an experience. Currently there are 64 food and beverage businesses in the BID and 10 more in the West State Street expansion corridor. These businesses serve as the primary generator of foot traffic for Downtown, attracting well over a million patrons annually. Millennials appreciate the sheer variety and eclectic mix of food and drink offerings. Our creative/tech businesses routinely reference the food and beverage scene as a key reason for wanting to locate downtown.

In Downtown, residents can pick up or have delivered their prescriptions from the local pharmacy, Green Street Pharmacy and pick up basic grocery items. For part of the year, May through October, the Ithaca Farmers Market operates a market on Tuesdays in Dewitt Park. Residents and Downtown workers can pick up locally grown organic produce, organics meats, bakery and preserved goods.

The nearby supermarkets, Wegmans and Tops are located exactly 1.0 miles away. These are considered walkable but easily accessed by local transit. Grocery shopping apps like InstaCart(Wegmans) and Rosie App(Tops & Wegmans), which is a national mobile grocery shopping developed in Downtown Ithaca, have both made it possible for Downtown residents to order groceries from their smartphone and have them delivered to their apartment or place of work.

MULTI-MODAL TRANSPORTATION

The ULI studies of millennials noted the importance of alternative transportation. Downtown Ithaca has been diligently working to embrace alternative modes of travel, other than the single occupancy vehicle. People living and working in Downtown Ithaca have multiple options available—walking, bike sharing, car sharing, car pooling, bus shuttles and transit.

The need to change people's commuting modes has become increasingly important as the parking infrastructure problem becomes chronic. The DIA has launched a pilot transportation demand management (TDM) program with



NIKKI GREEN

When Jacky Falkenberg graduated from Cornell in 2016, she wanted to remain in Ithaca. She chose to pursue her passion for plant-based, vegan food, opening Nikki Green at 320 East State Street next to REV.



WAFFLE FROLIC

When Alexis Randall and Julia Pergolini graduated from Ithaca College, they too wanted remain in Ithaca. Together they opened Waffle Frolic, a waffle oriented eatery on the Commons that has become somewhat of a destination all its own. Every Saturday Waffle Frolic has lines out the door as locals queue up for bunch waffles.



In April, Bike/Walk Tompkins launched the downtown bike-share program. Contracting with the national firm LimeBike, the program introduced 225 dockless bikes GPS tracking into the community. Within 3 weeks, there were over 10,000 rides under taken by 4,200 unique riders. People even started using LimeBike to commute to downtown for work!



Ithaca Carshare allows residents to access automobiles and pick-up trucks on demand. Carshare vehicles are parked at various locations downtown. This is an affordable option for downtown residents who do not own a car, but occasionally need access to one.

goals of removing 100 vehicles from the Downtown parking garages and off the roads, helping to reduce traffic. The TDM program is funded by a grant from NYSERDA and is designed to show how smaller cities can create and sustain TDM into the future.

Even with TDM, Downtown Ithaca will need to rebuild and add to its parking supply. The 2018 DRI proposal tackles this essential infrastructure need which can bring development to a screeching halt, if not addressed. The Ithaca/Tompkins Regional Airport received a grant award from Governor Andrew Cuomo last month that enables the airport to add more gates, rebuild the terminal, and add a US Customs office, making the airport experience particularly friendly for our international visitors. These enhancements will help bolster the tech business scene in Ithaca. The grant also provides funds to move the DOT facility on the waterfront to the airport, opening up future development opportunity. This 2018 DRI proposal identifies projects that will help link Downtown with this waterfront area.

WALKABILITY- GOALS OF ACTIVE STREETS

An attractive downtown is walkable... and Ithaca has been designed and planned with walkability in mind. City policies help to reinforce this walkability. The City has an ordinance that requires ground floor street front units to be active uses – to promote the pedestrian experience. As Downtown Ithaca grows, we continue to seek to maintain and even further enhance the street level.

HOW DO YOU REDUCE A NEED FOR NEW PARKING?

*One option: **TDM-- transportation demand management.** The idea of TDM is to get single occupancy vehicle commuters who have the ability and the inclination into alternative modes of travel. Through a series of incentives and programs, we hope to move 100 people out of the garages-- saving millions of dollars in the process.*

Stand in the geographic center of Downtown (the Commons) and downtown stretches three blocks in every direction, making it easily walkable. The expansion into the West State Street corridor adds additional geography to Downtown, and this 2018 DRI application contains projects to assist with the connectivity of the West State Street corridor to the traditional downtown core.



ACCESSIBLE RECREATION

The ULI studies of millennial preferences cite a desire to have access to outdoor experiences. Downtown Ithaca offers a living that can blend the best of urban life with access to nature, all within walking distance. Downtown Ithaca is also within close proximity to several state parks and Black Diamond trailhead.

ACCESSIBLE RECREATION



Few places exist like Cascadilla Gorge and trail. Owned by Cornell University, Cascadilla Gorge is a three quarter mile long classic Finger Lake region gorge, complete with numerous waterfalls, that links Downtown with the Cornell campus. An oasis and a n attraction, it is free and open to the public.



Whereas Cascadilla Gorge trail is developed, there is no real trail into and up the beautiful Six-Mile Creek Gorge. The creek meanders through Downtown and portions have already received urban hardscape. But they are not connected and they end at the Gateway complex. The DRI project proposes to complete the trail system, creating an amenity that can be accessed literally a block from the Commons.

Currently, visitors to Downtown can walk a short four blocks to the entrance of Cascadilla Gorge and hike a gorge trail that links Downtown with Collegetown and Cornell, past waterfalls and places of beautiful solitude. This 2018 DRI application proposes to connect and extend the Six Mile Creek gorge trail, which leaves from the heart of Downtown. The DRI application also proposes to include a project to upgrade and reinvent Dewitt Park, Downtown's urban park that has not been updated in nearly 100 years.

HEALTH AND WELLNESS

Downtown Ithaca has become a center for alternative health and wellness businesses. While much of the community's major health care facilities are located on West and East Hills, the Downtown has been the place where alternative medicine, massage, acupuncture, and numerous small private practitioners can be found. The Ithaca Free Clinic, provider of no cost health services for people in need, is located in the West State Street corridor.

The waterfront is slated to be home to a new collection of healthcare facilities to serve the Downtown community. Both Cayuga Health Systems and Guthrie Health have committed to undertake project in the waterfront area in the years to come, making the proposed DRI project connections between Downtown and the waterfront all the more important.



A DOWNTOWN WITH DIVERSITY

We want our downtowns to be diverse places, welcoming and attractive to all. Diversity is important on many levels and Downtown Ithaca is one of the region's most diverse places. Ithaca has a cosmopolitan population with significant Asian and African American populations. It is also a home for dozens of other ethnicities. In Downtown Ithaca, you will find Ethiopian food, Moroccan food, Tibetan food, and Korean food. You will find several businesses owned and operated by Chinese parents and relatives of Cornell students. You find salons and barbershops that specialize in black, white, and Islamic hair care. It is a place where downtown businesses proudly share "Ithaca is Love" decals to welcome the LGTBQIA+ community and promote inclusivity. This collection of diversity helps to make Downtown



Ithaca is Love demonstration to promote inclusivity.

HAWI ETHIOPIAN RESTAURANT



For many years, the Ithaca community craved an Ethiopian Restaurant. Hawi has met and exceeded those expectations. Located at 113 S. Cayuga Street, the grand opening and ribbon cutting for Hawi in 2015 was a day to remember—joining in the festivities was the Ethiopian Ambassador to the United Nations.



COMMONS KITCHEN

One of Downtown's newest restaurants is the Commons Kitchen. Owned and operated by a family from Morocco, the Commons Kitchen features both American breakfast and lunch fare plus authentic Moroccan specialties.

a place that people of different races, ethnicities and orientations can find accepting.

This diversity of cultures also makes Downtown Ithaca more dynamic and more interesting a place to visit, work, and live. It is often cited as one of the reasons millennials like to live in Downtown.

ARTS AND CULTURE

Another key measure of a successful and vibrant downtown is the collection of arts and cultural entities that are clustered into the district. In Ithaca, we have a special passion for the arts that results in a large number of institutions and opportunities for people to engage with both culture and art.

This 2018 DRI applications helps to bolster and expand several of these Downtown arts and culture attractions: adding exhibit resources to the new, soon to open Tompkins County Center for History and Culture; and expanding the lobby of the historic State Theatre.

There are two live performance theaters in the DRI target area (Kitchen Theater and State Theatre) plus the offices of the Hanger Theater and Cayuga Chamber Orchestra. There is the Community School for Music and Arts, the History Center (soon to be the Center for History and Culture), Coltivare (TC3's Center for Culinary Arts), Cinemapolis (a five screen independent art film house), plus a number of art galleries.

Part 6 - QUALITY OF LIFE POLICIES

QUALITY OF LIFE: AN ITHACA DEFINITION

Quality of life is the essence of rebuilding our upstate communities. Young professionals, millennials, and retirees alike all want to live, work and play in communities where they feel welcome and safe.

People need to feel like downtown is a fun and vibrant place to spend time. Otherwise, they will not choose to live here, work here or even to visit here.

How do we assure that people will find a quality of life that meets or exceeds their expectation? We need to understand what people's expectations are for a downtown experience, be it living, working or simply visiting. What do they want? What do they complain about and ask us to fix? What gets people excited about downtown?



Here in Ithaca, people are most interested in:

EXPERIENCE

Downtown needs to be experiential. Retailers and restaurants need to be experiential. The outdoor environment need to be experiential. These experiences need to be memorable and positive.

SAFETY

People need to feel secure and perceive the downtown environment to be safe.

CLEANLINESS

This is a perquisite. People expect an area to be clean and neat and when it is not, it results in a negative impression.

ACCESSIBLE

Downtowns need to be designed to allow for accessibility for all.

ATTRACTIVENESS

People want to spend time in attraction places. They want ambience. They want their "places" to feel and look special.

AUTHENTICITY

People want their downtown place to be real, not some artificial version of somewhere else.

EVENTS

People love events. They appreciate the community that is felt and communicated by both great and small special events.

DISCOVERY

People value discovery, stumbling upon something unexpected; a find that makes you feel special.

FUN

People definitely seek places that are fun and entertaining, places they can share and enjoy with friends and family.

DIVERSE

Most people enjoy and value experiencing diversity, stretching our everyday norms. Downtowns can provide people with diversity.

These are the components of a quality of life that will attract and retain people. These are values we strive to attain in Downtown Ithaca.

CITY POLICIES THAT AFFECT THE DOWNTOWN ITHACA QUALITY OF LIFE

To help the community strive toward these quality of life goals, Ithaca has enacted and utilized a number of policies that enhance quality of life in downtown. These policies include:

Planning & Development Policies:

CBD Zoning: Ithaca's CBD zoning allows multiple uses, hence helping to create a melting pot of different uses all in close proximity to each other. This sometime requires careful management, but the result is always exciting and dynamic. CBD zoning also has no parking requirement, hence freeing downtown from an abundance of surface parking. CBD zoning also requires buildings to be built at the front lot line—resulting in strong, character laden buildings that hug the sidewalk.

Height Up-zoning: Ithaca has up-zoned downtown, to allow for taller buildings. This enables us to pack more activity into a smaller area, again increasing vibrancy.

Active Ground Floor Use: Ithaca has adopted an ordinance for key parts of Downtown that require building to have active street level uses--- retail, restaurants, or some other traffic generating business. Offices and ground floor housing are prohibited. We want the street to be active and alive.

Design guidelines: Density with character is one of our key concepts. Design guidelines allow Downtown to retain and enhance the character of its built environment.

CIITAP: The Downtown tax abatement program is a key policy that provides an important tool for helping to fill financial gaps in projects. Rather than watch development gravitate to the suburbs, the CIITAP program enables us to provide some form of funding assistance to level the playing field with green field development.

Environmental & Place-Making Policies:

Commons Rules: The pedestrian mall has its own set of codified rules and regulations, all designed to make the Commons a place people will find safe, secure, and welcome. Rules govern everything from sidewalk vendors, to street performers, to signage and store displays.

Parking Policy: The City's parking policies are designed to strike a balance between revenue generation and providing needed support and assistance to the businesses of downtown. Weekends, the busiest shopping days, remain free for all parking.

No Smoking zones: Significant portions of Downtown Ithaca are designated by code as smoke free zones, providing places where people will be free from second-hand smoke.

Shared compactors: The City has worked to provide shared trash and recycling compactor service, reducing the number of dumpsters, hence beautifying the downtown landscape.

Aggressive panhandling ordinance: Laws are in place to regulate how people are allowed to solicit and panhandle. Aggressive panhandling is defined and prohibited.

Community Outreach Worker Program: The City, County, DIA, and the regional hospital (CHS) collaborate on a novel program designed to help provide referrals and supportive direct services to people who are on the street—homeless, folks battling substance abuse, youth, and folks with mental disabilities. The outreach worker meets these people on the street, reducing police calls, defusing possible problem situations, and improving outcomes.

Pay It Forward: The DIA manages a novel program that helps people in need receive emergency food, drink, and personal items from participating downtown stores at no costs and with no paperwork or judgment.



The Downtown Ithaca Alliance BID & Quality of Life

Making downtown a place that is attractive, vibrant, and economically viable is the day to day assignment of the Downtown Ithaca Alliance, the business improvement district (BID) for Downtown Ithaca. The organization has been designated a 501(c)3 tax exempt charitable nonprofit and is governed by a board of 27 downtown and community representatives. The DIA operates a “comprehensive” downtown program utilizing a network of five topical committees that engage some 50 + stakeholders on a regular basis. The five principal committees are: business retention and development; downtown operations; marketing; special events; and transportation.

The DIA prepares ten-year strategic plans for downtown development and revitalization and is about to begin its third such plan – a Downtown 2030 Strategic Plan. Each year the organization creates annual work plans that enumerate the many programs and tasks that to be addressed. A typical annual work plan will contain between 100 and 110 separate programs and tasks.

The DIA’s programs are all designed to enhance and improve the quality of life in Downtown Ithaca. The organization is the major presenter of special events in the county, managing events that annually attract in excess of 130,000 people.

The Downtown CIITAP program: Community Benefits

Quality of life considerations also find their way into the development support program for Downtown known as the Community Investment Incentive Tax Abatement Program or CIITAP. This gap funding program is designed to help downtown projects bridge the often large funding gaps that need to be overcome for projects to move forward.

The CIITAP program has been modified over time to provide additional community benefits, as well as benefits that directly affect the developer. Community benefits include the requirement to hire local labor, a requirement to undertake a diversity plan for the project, a green energy option that enables projects to receive extra incentives for achieving 140% of state code energy requirements, and an evolving policy to encourage and promote the inclusion of affordable housing. Several projects have also committed to providing living and enhanced wages for specific workers. Such community benefits further improve the quality of life for the residents of Ithaca.

Part 7 - LOCAL SUPPORT

A strong and vibrant downtown has been and continues to be an important priority for the Ithaca community. The 2018 DRI program provides Ithaca with an important opportunity to take downtown revitalization to a new level and to help ensure that the progress already achieved can continue.

Ithacans are well-educated and well-traveled. Our points of reference, our comparative cities are broad and wide. We are compared with such places as Boulder, Burlington, Charlottesville, Ann Arbor, and Eugene. At community meetings it is commonplace for speakers to reflect on their personal experiences in other countries or in cities many times the size of Ithaca. Such comparisons can be difficult to match.

Ithaca remains a small city with a population of 32,000, in a county with 105,000. Our largest employers, the typical philanthropists of a community, are nonprofit educational institutions. Our resource base is limited. We work hard to be creative and innovative in securing funds.

Downtown has been a passion for the Ithaca community. People understand and appreciate its importance and can argue long and hard about the best ways to achieve our desired goals of vibrancy and sustainability. We love to plan; we love to weigh in and offer our collective thoughts. Participatory planning is alive and well in Ithaca and downtown Ithaca benefits from this enthusiasm.

If we are successful in this DRI round, this enthusiasm will become a cornerstone of the Ithaca DRI planning process.

THE DIA STRATEGIC PLANNING PROCESS

We are currently implementing our 2020 Downtown Ithaca Strategic Plan. This Plan, created in 2010, was the culmination of over two dozen public meetings and outreach/input sessions designed to elicit the thoughts and opinions of the greater Ithaca community. Specific meetings were held with neighborhood groups throughout the city and county. An on-line survey was conducted through the local newspaper and through social media. Open public meetings and work sessions were held.

The goal of the strategic planning process is to help produce a plan that reflects the general sentiment of the community. For the 2020 Plan, the key question was density.

Did the community want a Downtown that was more like a village or more like a city?

Would large and tall buildings change our community in a way most people resented?

The results of the outreach process suggested that, in fact, the majority of the community was comfortable with increased urban density- with character.

As we prepare to embark on our Downtown 2030 Plan outreach process, we will be once again undertaking a broad and inclusive approach to engaging the community and seeking their input.

THE NEW CITY COMPREHENSIVE PLAN

Plan Ithaca is the City of Ithaca's new comprehensive plan, approved in 2017. Plan Ithaca was a nearly two-year process that sought to engage community residents and stakeholders. Numerous public outreach meetings and workshops were held to gather input and suggestions. A comprehensive plan steering committee was also created to help guide the process and assist city staff, who served as principal authors of the plan.

The new plan reiterates the importance of density for downtown and highlights the importance of Downtown Ithaca as everybody's neighborhood. It likewise addresses the need for connectivity between districts.

DRI PROGRAM PARTNERS

If selected, we will formally convene a staff level inter-governmental group to work with state and the appointed consultants on DRI program implementation. This working group will consist of representatives from the key entities and organizations most directly related to downtown revitalization. This work group would be tasked with supporting and facilitating the DRI process.

The City of Ithaca Planning & Development Department

JoAnn Cornish

Director of Planning & Development

Tom Knipe

Deputy Director for Economic Development

The City of Ithaca Urban Renewal Agency

Nels Bohn

Executive Director

Tompkins County Area Development

Heather McDaniels

Vice President

The Downtown Ithaca Alliance Board & Staff

Steve Headrick

Board Chair

Gary Ferguson

Executive Director

Kris Lewis

Director of Operations

Allison Graffin

Director of Marketing

Darlene Donohue

Communications Manager

THE GENESIS OF A LPC

Winning communities are requested to convene a Local Planning Committee (LPC), charged with overseeing the entire DRI program. The core of such a committee already exists with the elected board of the Downtown Ithaca Alliance. This is the body currently charged with oversight of the downtown program and the allocation of downtown BID resources. The DIA Board contains;

- Downtown developers and landlords;
- Downtown businesses and merchants;
- Representatives from financial institutions;
- Representatives from downtown nonprofits;
- Representatives from downtown residents;
- Representation from the Chamber of Commerce/CVB;
- Representation from Cornell University;
- Representation from Ithaca College;
- Representation from TC3;
- A County Legislator;
- The Mayor of the City of Ithaca;
- A City of Ithaca Common Council member;
- The City of Ithaca Economic Development Director

This board can serve as a starting point for convening an expanded group to serve as the formal DRI program LPC.

Among the additional stakeholders to be added to this group would be other downtown nonprofit organizations and representatives from the West End/West State Street corridor.

Part 8 - READINESS TRANSFORMATIVE PROJECTS

The New York State DRI program looks for a package of transformative projects. Here in Ithaca, we believe that transformative means life changing--- projects that definitively move the needle. These are projects that singularly or collectively help take our downtown to a place it could not get to otherwise. These are projects that will catalyze and stimulate additional investment, development, job growth, and attract new residents to the region. They go beyond ordinary... they set up extra-ordinary opportunity.

We believe Ithaca can deliver a truly transformative experience in the Southern Tier and the DRI program.

The projects assembled in our DRI application reflects the Empire State Development's approach to transformative economic development. We have selected and proposed a set of projects that collectively can send Downtown Ithaca on a transformative trajectory that will benefit the community and the region for years to come. These projects are both large and small; private and public.

WHY ARE THESE PROJECTS BE TRANSFORMATIVE?

1 These projects truly address the needs of the Ithaca community. Like all communities, we have a list of challenges and hurdles that we face. As you will see, these projects squarely respond to these needs—moving the needle and positioning the community for future success.

2 These projects build synergy. The whole of these projects is greater than any singular effort.

3 These projects are catalytic. They will inspire and motivate further private sector investment – resulting in more jobs, more new residents, and a greater tax base.

OUR PROJECTS FIT INTO 4 CATEGORIES:

- Development Projects
- Supportive Infrastructure Projects
- Arts, Culture, and Entertainment Projects
- Branding & Marketing Projects

DEVELOPMENT PROJECTS

These nine projects range from modest rehabilitation to mammoth redevelopment of the premier development site in the community. The total investment value of these nine identified projects is in excess of \$250 million. Each is described in more detail below.

1. Green St. Garage Redevelopment
(also a supportive infrastructure project)
2. Gateway II Redevelopment
(also a supportive infrastructure project)
3. Visum I - 510 W. State Street
4. Visum II- 327 W. Seneca Street
5. Visum III - 527 W. State Street
6. Visum IV - 201/207 N. Aurora Street
7. 108 West State
8. Boardman House
9. City Hall building rehabilitation

SUPPORTIVE INFRASTRUCTURE PROJECTS

1. Green St. Garage Redevelopment
2. Gateway II Redevelopment
3. Downtown Community Conference Center
4. Six Mile Creek – Winter Village Trail
5. W. State St. Corridor Streetscape Improvements
6. Route 13 crossing @ State Street
7. Dewitt Park Improvement Project

These seven projects provide key infrastructure essential to the continued growth and development of Downtown Ithaca. These projects can serve as catalysts, stimulating additional private sector investment over time. The City's track record for utilizing public infrastructure projects to stimulate growth and development is excellent.

Nearly 15 years ago, the City of Ithaca re-bricked West State Street from the Commons to Route 13, creating a more attractive corridor for investment. And sure enough, investment came. A previously neglected and run down corridor received new energy and attention. Gimme Coffee opened a location on the corridor, followed by Felicia's Atomic Lounge, the Westie, a quilting shop, a Vietnamese restaurant, and the Kitchen Theater's new home and stage.

Perhaps the community's most celebrated supportive infrastructure was the rebuilding of the 40 year old Ithaca Commons. Located at the geographic heart of Ithaca, the Commons had fallen into disrepair and the area was experiencing disinvestment.



USING INFRASTRUCTURE TO STIMULATE DEVELOPMENT:

WEST STATE STREET

The re-bricking of the five blocks of West State Street unlocked a latent interest in this area for commerce. Anchored by the new Kitchen Theater stage and facility, the area also saw the opening of some half dozen new businesses, creating a new opportunity for growth and development in Ithaca's core.

The \$15 million project, funded in part by a grant from the REDC, served as a massive stimulus for the surrounding area. Among the new projects that opened as a result of this supportive infrastructure was the Ithaca Marriott Hotel, the 202 The Commons rehabilitation, the new Tompkins Financial Headquarters, the Tompkins County Center for Heritage and Culture and Harold's Square. In total, some \$120 million in investment has resulted to date from this investment in key public infrastructure.



USING INFRASTRUCTURE TO STIMULATE DEVELOPMENT:

THE COMMONS

A three block pedestrian mall located in the heart of downtown Ithaca was aging out. Built in 1975, the Commons was deteriorating, affecting people's perceptions and appetite for downtown investment. The rebuilding of the pedestrian mall was indeed transformational—it resulted in some \$120 million in new development on or adjacent to the mall itself. For a \$15 million total investment, including \$1.8 million in State REDC funds, that is quite a return on investment.

ARTS, CULTURE, & ENTERTAINMENT PROJECTS

1. State Theatre lobby expansion
2. Tompkins County Center of Heritage & Culture
3. Center Ithaca Indoor Playspace

Downtowns need to be places for people to play and visit. Without the arts, culture, and entertainment, downtowns are less attractive and less enticing to both business and residents. Ithaca's 2018 DRI project package includes three (3) projects that help to strengthen the attractiveness of downtown as a place to patronize and live.

BRANDING AND MARKETING PROJECTS

1. Downtown vehicular and pedestrian wayfinding
2. Downtown iconic public art sculpture

Successful downtowns have a strong and positive brand. We have identified two projects that help enhance and promote the Downtown Ithaca brand—to both local residents & visitors/tourists.

Detailed descriptions of each project on the pages that follow.

GREEN STREET GARAGE REDEVELOPMENT



Seldom does such an opportunity present itself. The City owns a 40 year old parking deck located on prime downtown real estate within a designated high density zone (140 feet allowed). The garage is deteriorating, having outlived its expected life. The cost to the City to rebuild is at least \$12 million and the work needs to happen soon. The garage serves half of downtown, including such major projects as the new Centre City project, the Marriott Hotel, the Rothschild building, Center Ithaca, Commons West, the new Harold's Square project, the Tompkins County Public Library, Cayuga Place, and City Hall. That translates into supportive infrastructure for 470 housing units, 159 hotel rooms, 61,000 SF of retail, and over a 100 separate businesses.

At present, one proposal has been received, more are expected. The proposal is from Georgia based Peak Development and Ithaca property owner Jeff Rimland (featured above). This proposal calls for 406 housing units (10% affordable), provides 450 parking spaces, and includes a 30,000 SF conference center shell.

The City empowered its Ithaca Urban Renewal Agency (IURA) to issue a request for proposals (RFP) for redeveloping the property. The RFP stipulates that a successful project will need to

- *Include substantial new housing*
- *Include affordable housing*
- *Include a 30,000 SF shell for a community conference center*
- *Include the rebuilding of approximately 425 garage parking spaces for public use*

The IURA has extended the RFP period to ensure that all possible candidates have ample time to propose. This period ends July 31. Thereafter, the City will select a preferred developer to undertake the project.

Whether the preferred developer is Peak or some other candidate, we expect this to be a massive downtown project--- the largest ever undertaken in downtown Ithaca. The Peak proposal has a price tag of \$125 million. Due to its size, prominence, and attached public infrastructure, this project's pro forma calls for public subsidy and grant support for it to move forward.

GATEWAY II REDEVELOPMENT



The Gateway area of downtown Ithaca is a former industrial site that has been redeveloped into an upscale housing building, a technology office building, and a chip manufacturing business. Owned and developed by Ithaca based Travis/Hyde Properties, the area also contains a surface parking lot that abuts Rt. 79 (East State Street).

Travis/Hyde proposes to build a new 120-unit senior housing project atop a 400 car parking garage. The garage would open onto Rt. 79 and provides badly needed parking for the Gateway area, the new Canopy Hotel, and the new City Centre project. These 400 parking spaces would utilize state of the art stacking technology and would help offset the growing deficiency of parking infrastructure in Downtown Ithaca. Travis/Hyde reports that all of the 400 parking spaces have already been spoken for—between their own Gateway buildings and other nearby properties.

The 120 units of housing would be oriented toward retirees and seniors. Ithaca has a demonstrable need for senior housing that has yet to be addressed.

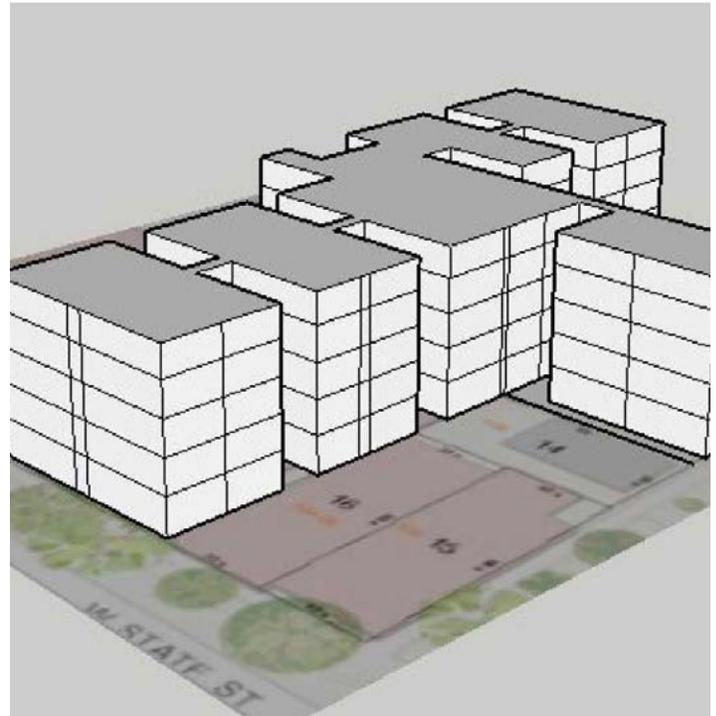
The high cost of building structured parking requires that this project receive public subsidy and support and a DRI award would help facilitate its progress. Estimated cost of Gateway II is \$70 million.

THE VISUM PROJECTS - I, II, & III

The growth corridor for Downtown Ithaca is westward- along the West State Street corridor. Recently rezoned by the City for CBD-50, this area is ripe for redevelopment and infill construction. Ithaca based Visum Development has assembled property along the corridor and is proposing to develop three separate mixed-use, housing projects. Visum I (510 West State Street) would be an apartment project with a total of 100 units. Visum II (327 West Seneca) would be a 12-unit project and Visum III (527 West State) would be another 100-unit project.

All three projects would be targeted toward modest income residents, a chronically underserved niche in the Ithaca marketplace. The projects would be at the 80-90% affordability income level (AMI).

To achieve these affordability levels, the projects will require some form of public support and subsidy and are excellent DRi project candidates.



Visum I: 510 W. State St.



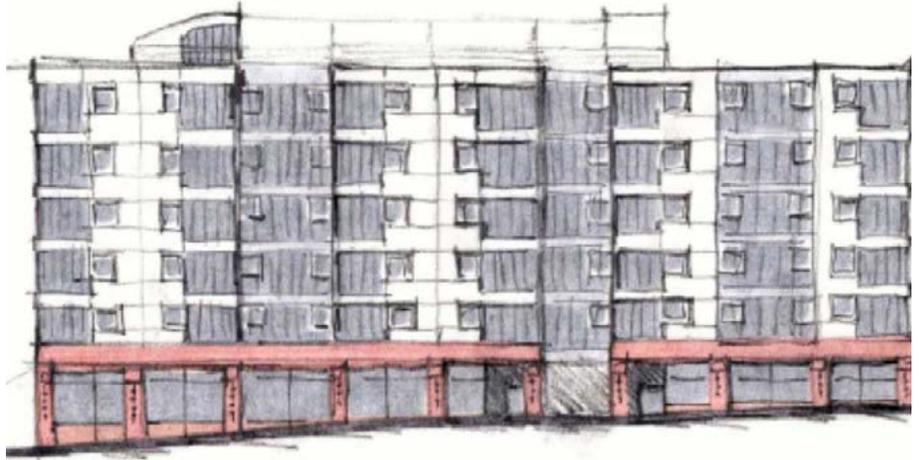
Visum II: 327 W. Seneca St.



Cornell Laundry--the present site of Visum II: 527 W. State St. project.

THE VISUM PROJECT - IV

Visum is also proposing a fourth housing project, located in the heart of downtown at 201/207 North Aurora, at the strategic corner of Aurora and Seneca Streets. This project would contain 85 units of market rate apartments plus ground floor retail. Visum already owns the property that this project would require. The project is likely to cost \$250,000, but would need some incentive for it to proceed. The DRI program provides an excellent tool for such a project.



Rendering for Visum IV: 201/207 N. Aurora St.

108 WEST STATE STREET - ITHACA AGENCY BUILDING

We are also suggesting several smaller projects that would help key parcels and properties in the downtown core. One such property is 108 West State Street, located across from the State Theatre. Renovated in the 1970's as an office building, the owner of the four story property seeks to renovate the entire property, updating old residential units on upper floors and converting the ground floor unit from office to retail to comply with the City's active use ordinance.

108 West State has been a persistently vacant storefront and will require new investment for it to become leased.

The project is likely to cost \$250,000, but would need some incentive for it to proceed. The DRI program provides an excellent tool for such a project.



BOARDMAN HOUSE

The historic Boardman House has a special place in the history of Ithaca. Located adjacent to Dewitt Park, the two story office building was built to be the original administrative offices of Ithaca College, then known as the Ithaca Conservatory of Music. Listed on the National Register of Historic Places, the property is in need of rehabilitation, particularly to the roof and exterior elements such as the porch. Today the building is owned by a local family and is home to a number of small businesses and professional offices. Without some public incentive and/or subsidy, the property owners are unable to undertake the needed renovations, threatening the long term viability of this historic building.

The project is expected to cost at least \$100,000.



CITY HALL BUILDING REUSE

When the City of Ithaca moved into its current City Hall in 1963, it was deemed to be a short term move. The property was a four story, former NYSEG building with 28,000 SF of office space. As the City grew and its need for space increased, resources have kept the City contained in this undersized building.

Based on findings from a City of Ithaca facilities master plan, the City is now exploring possible alternatives for a new, relocated City Hall, making this building available for restoration and reuse, most likely as a downtown housing project.



As part of a DRI program, the City would be interested in making this property available for private renovation and ownership. While there is no price tag associated with a project at this time, it is estimated that a 28,000 SF housing project and would cost in the neighborhood of \$175/SF or about \$5.0 million.

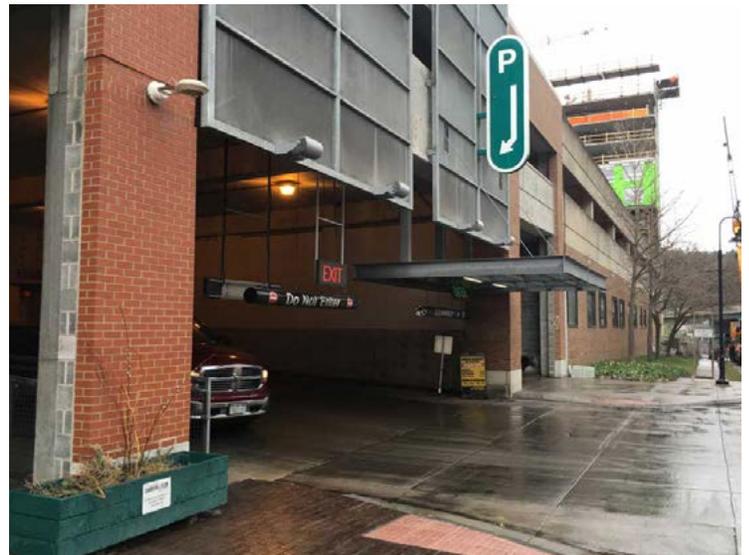
GREEN STREET GARAGE REBUILD

The 425 space Green Street Parking Garage is a crucial and essential piece of Downtown Ithaca infrastructure. Built 40 years ago to serve the needs of the new Ithaca Commons and Center Ithaca projects, the Garage has become a prerequisite for many of downtown's most important and significant buildings.

Garages of this vintage have limited lifespans and the Green Garage has now exceeded its expected life. Currently, the facility has 50 spaces offline due to short term shoring and other deficiency issues. The garage does reach capacity and the City has had to reprogram monthly parkers to another nearby garage to off-load some of the demand. The City has studied the options for repair and rebuilding. A longer term (20+ year) rebuild will cost around \$12 million.

While the City has issued a RFP for the redevelopment of the garage and the air right above it, there will be a need for public subsidy to help in the rebuilding of this essential piece of infrastructure. The closure of this garage would adversely affect the livelihoods of some 40 retailers and 100 businesses.

The DRI program would be an excellent tool for assisting in the rebuild of this garage. As a key piece of infrastructure, reinvesting in the garage will pay dividends in the development of the air right above the facility and will help to stabilize several major new projects--- Harold's Square, City Centre, and the Marriott Hotel. The project is expected to cost at least \$100,000.



GATEWAY II GARAGE



Parking infrastructure is strained in Downtown Ithaca, due in part to the deterioration of the Green Garage, but also due to the increased demand from new projects that have been built primarily on surface parking lots. Demand increases; supply decreases.

The Travis/Hyde proposal to build a project containing a 400 car parking garage is welcome news for Ithaca. The City is not in a fiscally strong position to build new parking and the concept of a private developer building a new 400 car facility will be a significant boost to meeting the demand for downtown parking spaces.

The garage will utilize modern technology, utilizing stacking technology to maximize the number of cars that can be stored. The facility will be built on existing Travis/Hyde property, in conjunction with a 120-unit senior housing project.

The garage will sit against the wall of the Six Mile Creek gorge and a retaining wall for Rt. 79, which will be rebuilt by the City in 2019.

The importance of this new facility is reflected in the demand for its spaces. Travis/Hyde reports that all 400 spaces can be accounted now—based on demand from other Gateway buildings, and the nearby Canopy Hotel and City Centre projects.

To construct this major piece of infrastructure, the developer will require some public subsidy and support. The DRI program is an excellent candidate.

DOWNTOWN COMMUNITY CONFERENCE CENTER

Supportive infrastructure takes many shapes. One such type of supportive infrastructure is a community conference center.

The idea of a downtown community conference center has been part of the Ithaca development discussion for many years. The community conducted a study in 2003 to determine the feasibility of building a conference center with the Seneca Place/ Hilton Garden Inn project. That study indicated that downtown lacked the sufficient number of hotel rooms to support a center.

In 2016, the Tompkins County Room Tax Program and the Downtown Ithaca Alliance commissioned Chicago based Hunden Strategic Partners to re-examine the need and feasibility for a downtown conference center. This time the results were positive. In 2019, there will be 560 downtown hotel rooms. Hunden determined that a facility of at least 30,000 SF should be built to accommodate the need and appetite for conferencing space in Ithaca.

A multi-agency working group has been meeting to work on a funding and ownership strategy for the facility and has identified the Green Street Garage site as the preferred location for a facility. The location is adjacent to the new Marriott Hotel and is situated in the heart of downtown. It opens onto the Commons and is proximate to three parking garages and all four downtown hotels.

The City IURA has included the building of a conference center shell in its RFP for the redevelopment of the Green Garage. The Tompkins County Room Tax Program has invited the DIA to apply for phase two consultant funding, which will be used to construct and finalize a funding and operating model, refine the demand for this specific site, and prepare economic impact analyses for the project.

The conference center would be built with a combination of funding from the private development project, the Room tax program, and State grant assistance. The DRI will be an excellent source of such funding support.

The catalytic impact of the conference should not be underestimated. The four major downtown hotels all would benefit immensely from the center, improving occupancies and adding additional jobs. The spillover would also affect the lodging industry throughout the City and County.



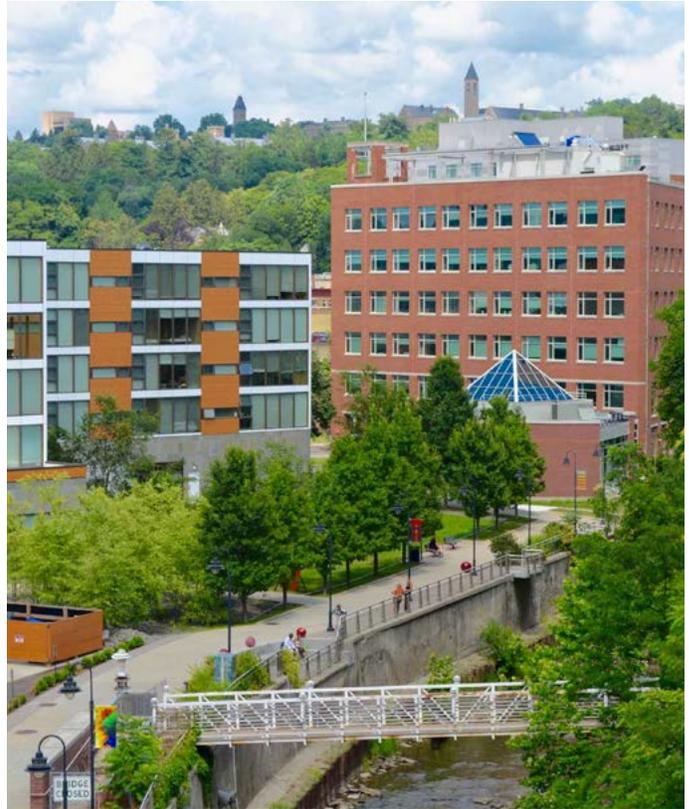
WINTER VILLAGE TRAIL

One of Ithaca's great opportunities is the ability to build a hiking/biking trail that starts in the middle of Downtown Ithaca and proceeds into the Six Mile Creek gorge, complete with waterfalls, pools, and historic artifacts. Six Mile Creek bisects downtown and has been converted into an urban creekwalk for portions of its downtown course—behind the Cayuga garage and Cayuga Green project and behind the Gateway buildings.

But there is a gap in downtown where the two sections do not connect and the creekwalk ends at Gateway Plaza, at the head of the gorge. The proposed Six Mile Creek Winter Village Trail would begin at the Gateway complex and proceed into the gorge up to the wildflower preserve .8 miles away.

The trail is more than just a visitor attraction and recreation way. It is also a commuting path that connects the South Hill and East Hill neighborhoods with Downtown.

The DRI program provides a great opportunity to assist this project to become a visitor attraction, a local recreation amenity and a commuter tool.



WEST STATE STREET CORRIDOR STREETScape IMPROVEMENTS

As we seek to grow downtown westward toward the waterfront, there is a need to extend streetscape amenities to better physically and perceptually link the traditional downtown with the emerging waterfront area. In the 2000's, the City invested in the re-bricking of the five blocks of West State Street, the area that connects the Commons with Route 13 and the waterfront area. This public investment netted a number of new businesses along the corridor.

Several years ago the City rezoned West State Street, making it part of the downtown CBD zoning. This allows for 50-foot heights and dense on-site massing. This new area for downtown development stretches the length of West State Street between Green and Seneca Streets. Several DRI candidate development projects are in this corridor.



We want to ensure that downtown's pedestrian scale extends into the West State Street corridor. We also want to provide clear and visible connectivity between Downtown and the Waterfront. To facilitate this connectivity, we are proposing the addition of new streetscape elements along the five blocks of West State. These elements will consist of: new pedestrian scale street lights with electric outlets for decorative seasonal lighting and banner hardware for decorative banners; portable planter boxes for seasonal annual plantings; and decorative bike racks.

ROUTE 13 CROSSING @ STATE STREET

The greatest barrier separating Downtown from the Waterfront is State Route 13. Operating as a one-way pair on Meadow and Fulton Streets through this portion of the City, Route 13 carries an average 35,000 ADT traffic count each day, making it Ithaca's busiest north/south highway. Crossing not one, but two major roads confronts pedestrians seeking to traverse from Downtown to the water. State Street crosses Route 13 at Meadow and Fulton and then intersects with the flood control channel.

We are proposing a project to improving the pedestrian crossings at both Meadow and Fulton. New crosswalks would be installed and new directional signage placed on both intersections.



DEWITT PARK IMPROVEMENT PROJECT

Downtown Ithaca's primary green space is Dewitt Park, a half block urban park located on the northside of downtown. Bounded by Buffalo, Cayuga and Court Streets and the County administrative campus, Dewitt Park is easily accessible to downtown workers and apartments as well as neighborhood residents. A farmers' market is held in the park every Tuesday between May and October.

The Park was created in the 1800's and was a prominent part of the early Ithaca Conservatory campus. In recent years the Park has been maintained by the City but has not undergone any restoration in recent memory. Given the premium for urban green space, we are interested in updating and renewing the Park for residential and office worker use.

The proposed renovations would include the removal of barrier hedges along Buffalo Street, creating and planting flower beds, re-working and hardscaping the edges used for the farmers' market. New benches, public art, bikes, and trash receptacles will be added.



STATE THEATRE LOBBY EXPANSION



The historic State Theatre is one of Downtown Ithaca's cultural gems. The theatre seats 1,640 people and produces some 80 show dates each year, attracting over 50,000 visitors annually.

The State Theatre is owned and operated by State Theatre, Inc., a nonprofit, 501(c)3 organization, and has undertaken a program to renovate and expand the facility.

Their most ambitious project to date will be the expansion of the theater lobby into an adjacent building, adding more floor area and creating a new concession and food/beverage area that will be open even when the theater is dark. This project would be facilitated by grant funding.



TOMPKINS COUNTY CENTER FOR HERITAGE AND CULTURE



The new, under construction Tompkins County Center for heritage and Culture is located on the Ithaca Commons. The site was the former Tompkins Trust Company downtown branch. The buildings have been purchased by the County and are being renovated to serve as a destination visitor attraction, as well as local amenity. The Center will contain the History Center, the CVB Downtown Visitor Center, and some half dozen other nonprofit organizations and institutions. Funds for construction were previously received from REDC.

The Center is still in need of additional funds to complete its exhibits and displays. It is another strong arts, culture, and entertainment candidate for DRI program funding.

CENTER ITHACA INDOOR PLAYSPACE



attract families, even during inclement weather. This project would likewise be another strong arts, culture, and entertainment DRI program candidate.

The Commons pedestrian mall is a busy place. We are anxious to have it serve as many families, both local and from tourists, as possible. The Commons has a permanent outdoor playground (currently closed due to abutting construction) which has emerged as the most popular amenity on the pedestrian mall.

In inclement and colder weather, the outdoor mall becomes less hospitable. Hence, the idea of an additional indoor playspace was conceived. The ideal location for this amenity is Center Ithaca, which has a large food hall and indoor atrium.

The building owners, Travis/Hyde Properties, are interested in participating in the project. An indoor playspace will need to meet all State and Federal codes, and be interesting and dynamic enough to

DOWNTOWN VEHICULAR & PEDESTRIAN WAYFINDING



Current wayfinding signs downtown are outdated and legible only to pedestrian traffic..

100 West area, Press Bay Alley, and the downtown creek walk.

This project would be co-funded by local entities (City, DIA, County Tourism Program) and would serve as a catalyst for the construction of the remaining portions of the countywide plan.

Anyone who has visited Downtown Ithaca can attest to the confusing one-way streets that make navigating the city a challenge. Several years ago, the Tompkins County Tourism Program commissioned a study by Buffalo based Peter J. Smith Associates to create a comprehensive countywide wayfinding signage program for both vehicular and pedestrian traffic. One of the main foci of the wayfinding plan was the greater downtown area.

We are proposing that the downtown portion of the plan be implemented as part of this DRI program. The downtown signage provides critical branding and information for visitors and local alike, helping them to locate public parking, major attractions, natural areas, downtown sub-districts, and key institutional buildings. At the pedestrian scale, it will help guide people from the popular Commons to other less well known areas and attractions—places like the Dewitt Mall, Dewitt Park, Restaurant Row, the

DOWNTOWN ICONIC PUBLIC ART SCULPTURE



When people visit a community, they look for camera worthy shots—memorable, iconic depictions of the community. While Ithaca has many camera worthy places, we lack a downtown iconic art piece that can symbolize the community and serve as a postcard for the community.

The idea of an iconic public art sculpture has been part of the Downtown Ithaca strategic plan for since 2010. Working together, the City, Downtown Ithaca Alliance, and arts community will collaborate on a contest to identify and select an iconic image that will be converted into a memorable piece of public art. The piece would be located at one of several downtown locations—the east end of the Commons, the Six Mile Creek creek walk or Dewitt Park.

Part 9

ADMINISTRATIVE CAPACITY

Ithaca is well positioned and well prepared to administer a DRI program grant. The day to day responsibility for administration would be handled by a partnering team comprised of DIA and City staff.

THE CITY/DIA PARTNERSHIP

Ongoing revitalization, development and management of Downtown Ithaca results from an organic and ongoing partnership between the City of Ithaca and the Downtown Ithaca Alliance. This partnership would be the cornerstone of the local administration and oversight of this DRI program.

The relationship between the two separate organizations is close and covers the full range downtown revitalization activities:

- **The City has three voting members on the DIA Board:**
 - The Mayor
 - A City Common Council member
 - A staff person --the Director of Economic Development
- **City staff participate on DIA committees, specifically:**
 - Business Retention & Development Committee
 - Downtown Operations Committee
 - Transportation Committee
- **DIA staff participates in weekly economic development/planning meetings at City Hall**
- **DIA staff and City staff meet weekly to discuss downtown and Commons related issues**
- **City and DIA staff collaborate on Downtown maintenance and cleaning tasks.** The City subcontracts with the DIA for cleaning support.
- **DIA staff participate in City special events committee meetings.** DIA staff provide technical assistance to entities interested in using City spaces for events
- **DIA staff have participated with City staff on a parking advisory committee;**
- **The DIA and City Planning Department are planning to jointly undertake the 2030 Downtown Plan next year.**

This close, nearly daily collaboration and interaction make joint administration of the DRI program a viable and strong option.

THE DRI PROJECT TEAM

If selected, we will formally convene a staff work group to interact with State and the appointed consultants on DRI program implementation. This working group will consist of representatives from the key entities and organizations most directly related to downtown revitalization:

The City of Ithaca Planning & Development Department

JoAnn Cornish

Director of Planning & Development

Tom Knipe

Deputy Director for Economic Development

The City of Ithaca Urban Renewal Agency

Nels Bohn

Executive Director

Tompkins County Area Development

Heather McDaniels

Vice President

The Downtown Ithaca Alliance Board & Staff

Steve Headrick

Board Chair

Gary Ferguson

Executive Director

Kris Lewis

Director of Operations

Allison Graffin

Director of Marketing

Darlene Donohue

Communications Manager

KEY STAKEHOLDER PARTNERS

Downtown revitalization happens because different entities come together to achieve what they independently may be unable to accomplish. In Ithaca, we have a long and successful tradition of working collaboratively to forward downtown projects and programs.

The key stakeholder partners that would be part of a Local Planning Committee (LPC) include the following:

City of Ithaca IURA

City of Ithaca Planning & Economic Development Dept.

City of Ithaca Dept. of Public Works

Tompkins County

TCAD

TCAT

TC Chamber of Commerce

Convention & Visitors Bureau

Cornell University

REV

Ithaca College

TC3

Community Arts Partnership

State Theatre

Cinemapolis

PRIOR EXPERIENCE

Both the DIA and the City have extensive experience working with State grants. Currently the DIA is administering two New York Main Street grants and a NYSERDA grant. The City of Ithaca has broad experience working with ESD grants, Restore NY grants, State DOT grants, DEC grants, trails grants, and numerous other federal and state grant programs. The Ithaca Commons Rebuild project is an excellent case example. This \$15.0 million project had funding from the Federal DOT, the State DOT, the State Empire State Development, the City water & sewer fund, the City capital budget, and the DIA.

Part 10 - OTHER

WHY ITHACA NEEDS A DRI

Why give a DRI grant to Ithaca? For two years running, Ithaca has scored second among Southern Tier finalists. In discussions with REDC members, the feedback revolves around need. So why in this third year should Ithaca be selected. What is different? What has changed?

THE REALITY OF SUPPORTIVE INFRASTRUCTURE

PARKING

Perhaps the single greatest difference is the emerging reality that without a significant investment in public infrastructure, the development that has been experienced by Downtown Ithaca will come to an end. Private investment in any downtown center relies on public infrastructure to set the table and provide the necessary backbone for projects. This is equally the case in an emerging downtown as it is in a downtown like Ithaca where revitalization is in process.

Development in Ithaca, like many cities, has been cyclical, occurring in specific bursts over the years. Prior to our most recent development, the last major period of revitalization occurred in the late 1970s and early 1980s. Much of the Ithaca's public infrastructure that exists today was built during this 1970s and early 1980s period. Not surprisingly, this infrastructure is now over 40 years old and has reached the end of its useful life.

This is particularly the case with Ithaca's downtown parking garages. These garages were key to Downtown Ithaca's success in the 1980s and 1990s. Even as the garages began to age in the 2000s, they still provided a critical backbone that enabled commerce to proceed. Today, this deteriorating parking infrastructure is has become a liability and possible drag on future development. Even with our TDM efforts to induce commuters to forsake their vehicles, parking remains essential for new growth and development, as well as continued successful operation of Downtown Ithaca.

This DRI application features two projects that will fundamentally transform Downtown Ithaca's parking infrastructure. The Green Garage Redevelopment project will rebuild 425 existing spaces that are the life-blood of Downtown Ithaca as we know it today. Nearly half of downtown depends upon this garage for its survival. Portions of the garage have already been taken off-line due to deterioration. The cost to rebuild the garage is substantial and the City has looked to the private sector for help and investment. Without public subsidy, without State funding, this key piece of infrastructure will struggle to be addressed, jeopardizing much of what has been accomplished in Ithaca in the last ten years.

This DRI proposal also would support a new private sector parking project, part of a new development project proposed by Travis/Hyde Partners in their Gateway area of downtown. The project would build 400 new technologically advanced parking spaces, providing a badly needed relief valve for Downtown Ithaca and generating spaces that will help serve and service new projects.

Together, these two projects deliver some 825 parking spaces to a downtown in need of sufficient and appropriate parking.

COMMUNITY CONFERENCE CENTER

A conference center is likewise a critical piece of backbone infrastructure needed by Downtown Ithaca. Starting in 2019 our downtown will have four major hotels plus two urban inns totaling 560 rooms. This is an incredible boon for tourism and visitation. But hotel development has also occurred throughout the marketplace, not just downtown, and there is a softening of the market. Week days are particularly soft.

A downtown community conference center provides our hotel/lodging industry with a critical tool for bolstering demand and improving occupancy. By including the conference center in the RFP for the Green Garage Redevelopment project, the City has opened up the possibility of a major new facility in the heart of downtown that can drive new demand and new traffic to the sputtering lodging industry. The project would also provide another strong stream of patrons and visitors to downtown shops and eateries. This project is included in this DRI application and is well timed to sync up with the Green Street Garage Redevelopment project.

OTHER INFRASTRUCTURE

With the Governor's announcement of a plan to relocate the Ithaca DOT facility to our airport, the effort to address our waterfront has taken a great leap forward. As this process begins to unfold, it will be crucial to physically link the waterfront and downtown. For both places to succeed, they will need to be connected and need to work in harmony with each other. This DRI application proposes projects that will assist in making these connections. This maximizes State and local resources and helps to set the stage for a new future for Ithaca.

A year or two ago, these projects were not on the radar screen. Today, they are keys to success, keys to future growth and development. These projects cannot be entirely funded locally—they require the support and help of a program like DRI.

BUILDING UPON A GOOD/STRONG START

The DRI program guidelines speak to helping cities that have the requisite tools, experience, and potential to further grow and develop. Ithaca has been seen by others as a downtown success story- a place where downtown revitalization is happening. Investors are looking at Ithaca; businesses are choosing to stay and grow here. This DRI application provides an opportunity to build upon this strong start and leverage the work done to date to further grow and develop downtown Ithaca. Sometimes it is prudent to invest in a community that is growing but would grow even more if State resources and support were available. This is the opportunity provided by DRI.

ITHACA'S HOUSING CRUNCH NEEDS SUPPORT

Housing is a special concern and problem in Ithaca. This is a problem we share with other university communities across the country. While students are the lifeblood of our economy, they also skew and fundamentally alter the normal housing marketplace. Hence, our County has a shortfall of 4,000 units of housing – at all price points. With this extreme demand comes a different and complex set of problems. Prices are driven up. Workers must commute from long distances due to housing pricing. Development costs escalate, making affordability even more of a challenge.

Particularly chronic is the demand for middle range housing. Developers have opted not to invest in middle range housing. Penciling out middle range projects is extremely difficult. Construction costs, particularly in urban downtown, are high. Without local, State or Federal programs of support, developers are loathe to charge less than their construction costs for rents. To help build more housing, particularly for this missing middle, there is an immediate need for funding help. This DRI application contains four proj-

ects that are trying to address this middle range, but only with help and support from a program like DRI.

WHAT ITHACA CAN PROVIDE...

With the help and support of the DRI program, Downtown Ithaca tackle these difficult and complex problems. It can overcome obstacles that could derail further growth and development. This DRI application can deliver serious new growth and development to our Southern Tier region:

- **Over \$250 million in possible new development**
- **Between 637 and 837 new housing units (depending on the Green Street Garage Rebuild developer selected)**
- **A downtown that can compete nationally and attract technology businesses and millennial talent to the region**

But only if we can harness the issues that threaten to derail this opportunity. DRI can be that engine, that stimulus to help Downtown Ithaca make this transformational change. And that is why Ithaca needs DRI.

Appendix - LETTERS OF SUPPORT ADDITIONAL RESOURCES

LETTERS OF SUPPORT

1. Svante Myrick - Mayor, City of Ithaca
2. JoAnn Cornish - Director of Planning and Development, City of Ithaca
3. Michael Stamm - President, Tompkins County Area Development
4. Scott Vanderpool - General Manager, TCAT
5. Doug Levine - General Manager, State of Ithaca
6. The Visum Development Group
7. Frost Travis - Travis Hyde Properties
8. Ken Rother & Tom Schryver - Rev Ithaca Startup Works
9. Steve Headrick - Financial Advisor, Morgan Stanley & Board Chairman, DIA
10. Greg Hartz - President & CEO, Tompkins Trust Financial
11. Jennifer Tavers - President, Tompkins County Chamber of Commerce
12. Jason Sidle - Director of Coltivare Culinary Center
13. Lisa Whitaker - President & CEO, CFCU Community Credit Union

ADDITIONAL RESOURCES

[Hunden Strategic Partners Ithaca Conference Center Study & Feasibility Study](#)

[Danter Company Residential Analysis](#)



CITY OF ITHACA
108 East Green Street Ithaca, New York 14850

OFFICE OF THE MAYOR • SVANTE L. MYRICK
Telephone: 607/274-6501 Fax: 607/274-6526

May 25, 2018

Ms. Donna Howell
Regional Director
Southern Tier Regional Office
Empire State Development
44 Hawley Street, Rm. 1508
Binghamton, NY 13901

Dear Ms. Howell:

I am writing on behalf of the City of Ithaca to offer our support for the application of Downtown Ithaca to the Downtown Revitalization Initiative Grant program. The City has taken the hard and often times politically challenging steps to make our downtown strong. We have a tax abatement plan in place, a retail street level ordinance and we have up-zoned our urban core.

Now, we have assembled 20 different projects that collectively will have a transformational impact on the economy and viability of downtown Ithaca. These projects are focused in four categories – development; supportive infrastructure; arts, culture, and entertainment and branding/marketing. Of the development projects, at least one includes affordable housing. We believe these projects will position our downtown to be a dynamic and sustainable regional center in the Southern Tier. Our DRI projects proposal is not just comprehensive but also a great state investment.

The DRI can position Ithaca to be a place people want to visit and live, especially young professionals and millennials; the DRI can provide downtown with the critical infrastructures and backbone needed for private investment to step forward and flourish; the DRI can help Ithaca to serve the region as an employment center, an arts and entertainment center, and a center of learning and technology transfer.

We are prepared to start. But we need REDC and State support to move these projects forward. Each day thousands of people pour into Ithaca from surrounding counties to work, shop, and play. They enjoy our downtown and its amenities, but we struggle to keep pace. We have a plan to become an even greater regional center, to leverage Cornell University assets and help us become an even stronger destination, to attract job creating businesses, and to house our residents. We are working hard to create a downtown for the 21st century.

Sincerely,

Svante L. Myrick
Mayor





CITY OF ITHACA

108 E. Green Street — 3rd Floor Ithaca, New York 14850-5690

DEPARTMENT OF PLANNING, BUILDING, ZONING & ECONOMIC DEVELOPMENT

JoAnn Cornish, Director of Planning and Development

Phone: 607-274-6550

Fax: 607-274-6559

Email: dgrunder@cityofithaca.org

May 25, 2018

Ms. Donna Howell
Regional Director
Southern Tier Regional Office
Empire State Development
44 Hawley Street, Rm. 1508
Binghamton, NY 13901

Dear Ms. Howell:

I am writing on behalf of the City of Ithaca Department of Planning and Development to offer our support for the application of the Downtown Ithaca Alliance to the Downtown Revitalization Initiative Grant program.

In my position as of Director of Planning and Development and as a lifelong resident of the City of Ithaca, I have been committed to our City's revitalization efforts for nearly 30 years. Unlike other upstate areas in New York, Ithaca has seen a significant increase in major development projects in the last few years, primarily in the rental housing market and the hospitality industry. The following projects are either on the newly redesigned 15 million dollar pedestrian mall, the Ithaca Commons, or directly adjacent to it. The City's investment in its core has been a catalyst for continued new development and re-investment in downtown.

Recently completed projects include;

- A 10 story, 159-room Marriott Hotel located at the eastern end of the Ithaca Commons,
- A completely renovated Hotel Ithaca consisting of a new 10-story tower with 115 new guest rooms located just one block off of the Commons,
- A recently completed addition of 5 floors to an existing 2-story building located in the Downtown Historic District containing approximately 3,600 SF of office space on the 3rd floor and 14-16 micro-apartments on the 4th and 5th floors.

Projects currently under construction include:

- A Canopy by Hilton which will house a seven-story, 80'- tall hotel with 123 guest rooms with a ground floor café and bar, a retreat area, public restrooms, a garden patio, and an approximately 2,000-SF retail / restaurant space,
- Harold Square, a 12-story mixed-use building housing retail (one-story along the Commons), offices (four-stories above the retail level) and 108 residential units adding approximately 168,750 GSF of new construction and +/-11,340 GSF of renovated existing space (i.e. the Sage Block Building) - for a total project area of approximately 180,090 GSF,
- City Centre, an 8-story, 106'- tall, 187,536 GSF mixed-use building, with approximately 10,800 SF of new ground-floor retail space and 10,700 SF of building amenity and

support space on the ground level. Upper floors will have a mix of unit types (studio, 1-, and 2-BR) for a total of 193 units with 307 bedrooms/potential occupants.

The City of Ithaca is proud to be known as a place of great natural beauty, rich heritage, diverse and vibrant community life, small-city character, and steadfast pursuit of social equity, physical accessibility, livability, and environmental sustainability. The city's stable economy, wealth of natural resources, and recent development trends suggest that our population could continue to grow significantly.

With an increasing older population, nearly 30,000 college and university students, and one of the top school districts in the country, we are seeking to attract retirees, homegrown and graduating millennials, to our Downtown. Drawn by the walkable environment, the shopping, dining, and entertainment amenities, and the convenient public transit that connects Downtown to other key employment centers (such as Cornell, Ithaca College and Cayuga Medical Center), we are confident we are moving successfully towards that goal.

If we can simultaneously retain our existing residents and attract newcomers, we have the opportunity to strengthen our role as the economic, social, and cultural center of Tompkins County and the region. Being awarded the Downtown Revitalization Initiative Grant will allow the City of Ithaca to maintain its vitality and provide opportunities for new housing and businesses to support the increased population we want to attract.

Thank you for your consideration.

JoAnn Cornish



Director of Planning and Development
City of Ithaca
108 East Green Street
Ithaca, NY 14850



May 30, 2018

Donna Howell, Regional Director
Southern Tier Regional Office
Empire State Development
44 Hawley Street, # 1508
Binghamton, NY 13901

Dear Ms. Howell:

I am pleased to support Ithaca's application for the Downtown Revitalization Initiative Grant program. Significant planning and investment has positioned our community as a shining star in Upstate New York. Ithaca is increasingly seen as the place to be. However, the reality is that every major project in our downtown has ONLY happened because of some public sector investment.

This award will allow our community to leverage private investment to keep up with demand for housing, business, and arts and cultural growth that will transform our community into a sustainable year round downtown. There are nearly 20 projects in the planning stages that if supported through the DRI, could leverage over \$215 million in private investment. We need that.

I have participated on the grant committee and will continue to support the project should we receive the award. TCAD is actively working with entrepreneurial companies and has delivered incentives to projects that leveraged over \$145 million in private investment in our downtown in the last three years.

We view downtown as a key attribute to retain and attract the next generation of knowledge workers. It is well on its way to having the right mix of housing, jobs, and cultural activities that attract and retain dynamic companies.

Ithaca is a regional job center that provides employment opportunities to over 11,000 in-commuters a day. I believe that increased public and private investment targeted to our downtown will strengthen the entire region, making connections with people who live in the Southern Tier.

Sincerely,

Michael Stamm
President



May 29, 2018

**Tompkins Consolidated
Area Transit, Inc.**
737 Willow Avenue
Ithaca, NY 14850 3214
Phone: 607 277-9388
TDD/TTY: 607 277-9766
Fax: 607 277-9551
E-mail: tca@tcatmail.com
Web: www.tcatbus.com

Ms. Donna Howell
Regional Director
Southern Tier Regional Office
Empire State Development
44 Hawley Street, Rm. 1508
Binghamton, NY 13901

Dear Ms. Howell:

On behalf of Tompkins Consolidated Area Transit, Inc. (TCAT), I whole-heartedly support the Downtown Ithaca Alliance's application to the Downtown Revitalization Initiative (DRI) Grant program.

This grant has assembled 20 different projects that collectively will have a transformational impact on the economy and viability of downtown Ithaca. These projects are focused on four categories – development; supportive infrastructure; arts, culture, and entertainment; and branding/marketing. Of the development projects, at least one includes affordable housing. We believe these projects will position our downtown, which is TCAT's major hub, to be a dynamic and sustainable regional center in the Southern Tier.

Several years ago, TCAT was selected as the best small city transit agency in North America. Today, TCAT has an annual ridership of about 4 million trips, serving a county with a population of approximately 104,000. TCAT's main stations ring the downtown pedestrian mall and radiate out to every town in Tompkins County. TCAT has a high-frequency route that connects Downtown with Cornell, providing 10-minute service between Downtown and upstate New York's largest employer.

The DRI can position Ithaca to be a place where people want to visit, work and live, especially young professionals and millennials. The ability to access the workplace by walking or using public transportation is highly valued among this age group.



**Tompkins Consolidated
Area Transit, Inc.**

737 Willow Avenue
Ithaca, NY 14850-3214
Phone: 607 277-9388
TDD/TTY: 607 277-9766
Fax: 607 277-9551
E-mail: tcat@tcatmail.com
Web: www.tcatbus.com

TCAT and the DIA are actively engaged in transportation demand management (TDM) efforts to alleviate the need for additional parking and to help meet energy savings/carbon reduction goals. The specific goal is to shift people in the one-mile and countywide catchment areas from single-occupancy vehicles to other more efficient modes of travel.

Best Regards,

Scot Vanderpool
General Manager,
TCAT, Inc.
Phone: (607) 277-9388 ext. 300
Email: sv1@tcatmail.com



BOARD OF DIRECTORS

PRESIDENT:

Chet Osadchey

VICE PRESIDENT:

Ben Kuo

SECRETARY:

Rob Gearhart

TREASURER:

Kim Yeah

PAST PRESIDENT:

Gary Ferguson

DIRECTORS:

Ethan Ash

Amy Dickinson

Kristin Guttenberger

John Guttridge

Natalie Matychak
French

Elen McCollister

Max Travis

Paul Velleman

EXECUTIVE DIRECTOR:

Doug Levine

EXCLUSIVE TALENT BUYER:

USP SHOWS

May 30, 2018

Ms. Donna Howell
Regional Director
Southern Tier Regional Office
Empire State Development
44 Hawley Street, Rm. 1508
Binghamton, NY 13901

Dear Ms. Howell:

I am writing on behalf of The State Theatre of Ithaca to offer our support for the application of downtown Ithaca to the Downtown Revitalization Initiative Grant program. State Theatre of Ithaca, Inc. is the 501c(3) not-for-profit organization that owns and operates downtown Ithaca's last remaining historic theatre. With just over 1,600 seats, The State Theatre currently hosts over 80 events each year, including concerts, theatrical productions, comedy shows, dance performances, lectures and classic movies.

In addition to my role as Executive Director of The State Theatre of Ithaca, I have also served as the Secretary on the Executive Committee of the Downtown Ithaca Alliance's Board of Directors. I have assisted the committee that is helping the Downtown Ithaca Alliance apply for the Downtown Revitalization Initiative Grant and would be more than happy to continue should Ithaca be declared the winning applicant.

The State Theatre of Ithaca's mission is to enhance the cultural life of Ithaca and the Finger Lakes by preserving, operating and promoting the historic State Theatre as an active venue for national, international and community performances and programming. We are committed to being this community's center of performing arts activity, as well as a cornerstone of downtown Ithaca's economic revitalization, drawing over 50,000 people each season.

The State Theatre has the potential to be one of the best venues for music in all of New York State. Visiting artists and audience members alike often remark on the theater's excellent acoustics. All of our seats have a clear view of the stage. The State has been gaining a reputation among headline artists as a new highlight on their tours, enabling us to attract first-rank performers to downtown Ithaca. The theatre boasts a large and active volunteer usher corps and with its broad

STATE THEATRE OF ITHACA, INC.

105 WEST STATE ST / MLK JR ST • ITHACA, NY 14850 • 807-277-8283 • STATEOFITHACA.ORG



BOARD OF DIRECTORS

PRESIDENT:

Chet Osadchey

VICE PRESIDENT:

Ben Kuo

SECRETARY:

Rob Gearhart

TREASURER:

Kim Yeot

PAST PRESIDENT:

Gary Ferguson

DIRECTORS:

Ethan Ash

Amy Dickinson

Kristin Gutenberger

John Guttridge

Natalie Malychak
French

Ellen M. Collister

Yack Travis

Paul Velleman

EXECUTIVE DIRECTOR:

Doug Levine

**EXCLUSIVE TALENT BUYER:
DSP SHCWS**

spectrum of both commercial and community programming, the State draws patrons from all walks of life within Tompkins County and attracts visitors from across the greater Finger Lakes Region and beyond. 40% of our audience this season traveled from outside Tompkins County to attend shows at The State Theatre, and 13% came from more than 90 miles away. According to The Americans for the Arts 2017 Economic Calculator, The State Theatre currently generates over \$2.9 million in additional spending in Tompkins County businesses due to the theatre's programming.

The State Theatre is where we "bring the world to Ithaca" for outstanding musical, cultural and artistic performances. The almost century-old building has largely remained in its original form, and seeks to make much needed enhancements to ensure its success and viability for the next 100 years. Should downtown Ithaca win this Downtown Revitalization Initiative Grant, some of this investment will be used to make some much needed renovations that will substantially improve the functionality of The State Theatre's existing space and expand our goal of inclusiveness for the arts. We have a project lined up that will more than triple the size of our lobby and add improvements that will make this building much more accessible to all populations. These renovations will greatly enhance the overall visitor experience and allow us to increase concessions generated revenue, an income stream that many non-profit theatre like us rely upon.

When people attend shows at the State Theatre of Ithaca, they aren't just purchasing tickets to an event here. They're visiting our restaurants, shopping in our stores, staying in our hotels and grabbing drinks with friends after a performance. Once we draw patrons to downtown Ithaca, they're likely to visit our beautiful waterfalls, State Parks and other lakeside attractions, such as the dozens of wineries and microbreweries that line this region. Ithaca is a unique and special place. I'm confident that with increased investment on the state level, Ithaca will be positioned as an even more attractive destination for visitors and residents alike, providing a stable environment for continued economic development in Central New York.

Thank you for your consideration.

Sincerely,

Doug Levine

Executive Director

STATE THEATRE OF ITHACA, INC.

106 WEST STATE ST / MLK JR ST • ITHACA, NY 14850 • 607-277-8293 • STATEOFITHACA.ORG



Wednesday, May 30, 2018

119 S Cayuga St, Suite 200
Ithaca, NY 14850

Support for Ithaca DRI Application

Change has been the defining characteristic of Ithaca's urban history. Over the course of its existence, Ithaca has experienced prolonged periods of industrial and agricultural expansion, some years of disinvestment in downtown residential neighborhoods, and now a period of great optimism about the city's economic stability and potential for future growth. Ithaca is a diverse, dynamic, and creative community that continues to attract new residents, entrepreneurs, and people from all walks of life.

No city operates in an institutional vacuum, however; county-level and state-level policy have a tremendous impact on what the private sector will endeavor to build in Ithaca. Indeed, it is at these higher levels of government that policy can step in to support private investment that will have lasting and tangible public benefits. For all our successes, downtown Ithaca still faces its share of challenges, in part as a byproduct of our success. With high land prices and construction costs as a result of both market and regulatory forces, there is effectively no workforce housing under construction in the city of Ithaca. With support from the State of New York, we can help prevent displacement of long-time families and help more households take part in our rising tides. Visum Development Group therefore strongly supports the application by the Downtown Ithaca Alliance to the Downtown Revitalization Initiative program.

What we love about Ithaca

Walkability defines the experience of downtown Ithaca, and it is a feature that attracts and retains so many newcomers. Easy access on foot is wonderful for local businesses that rely both on spontaneity and convenient, nearby access, and living an active lifestyle becomes easier when active mobility is built into everyday routines. For Ithaca to remain a walkable place that is open to newcomers and long-time residents alike, new development and investment becomes a core part of the equation. Over the past few years, Ithaca has seen the wide-reaching benefits of a growing population and tax base: new local businesses, maintenance and repair of older buildings, and more cultural activities to engage in.

Downtown Ithaca residents span a wide range of backgrounds, family structures, and lifestyles. For instance, downtown and its adjacent neighborhoods have housing options for young professionals, traditional nuclear families, other intergenerational families, and empty-nesters. This heterogeneity contributes to the liveliness of age ranges walking on streets, the kinds of businesses established downtown, and individuals' focus for visiting, living, and moving around Ithaca. A crucial component of this diversity is how artistic expression is built into the core of Ithaca's urban culture. Iconic sculptures and murals by local artists contribute to making different corners and spaces more identifiable.

What Ithaca needs

Middle-income households comprise the largest demographic in Ithaca and Tompkins County, and though private developers have expressed interest in meeting their housing needs, labor and land costs are too high to make standard bank financing feasible. Yet while job and population growth have increased demand for housing at all income levels, while regulatory pressures limit where new housing can be built in proximity to transit and walkable destinations. In the meanwhile, families who have lived in Ithaca for generations can no longer afford to live here, and have been displaced.

This is why it is so crucial for Ithaca to receive support from the DRI program – by seeking to build workforce housing, we are trying to serve a demographic that the current housing market simply has not reached. Families are being displaced: middle-income households earning between 80% and 90% of the area median income are increasingly squeezed out of living centrally. A dearth of small units also generates competition for two- and three-bedroom apartments which young professionals share, generating higher rents for property owners than if young families or downsizing empty-nesters moved in. And we experience a daily net gain of 10,000 people traveling into Tompkins County for work. Ithaca need thousands of units of workforce housing in the city, and that is the scale of the impact that the DRI funds can help enable.

Great challenges require great visions to address them, and this is what we are trying to do. We cannot do it without support, though. Ithaca's housing crisis is a very real experience for too many families, which is why we want to take the necessary steps to make Ithaca an increasingly welcoming environment for families and individuals at all income levels. DRI funding can help make this vision a reality.

– Visum Development Group



May 30th 2018

Dear Gary,

I'm pleased to provide this support letter for the Downtown Ithaca Alliance's Downtown Revitalization Initiative grant application. As Ithaca's downtown evolves with the advent of several new development projects, we are seeing more residential and commercial occupancies.

These buildings will help create urban density and scale in our city, but they require infrastructure to support their success. In particular, parking must be addressed. With two downtown parking garages nearing the end of their service life, the pinch on parking is particularly keen and could become a bottleneck to the emerging prosperity of Ithaca.

As the biggest remaining infill site in downtown Ithaca, our proposed Gateway III project is uniquely positioned to provide this critical supportive parking infrastructure in the form of a 400 space garage in the downtown core with an overlay of 140 housing units.

With the flourishing of entrepreneurship in Ithaca, we have seen the addition of more than 200 tech jobs in downtown. The millennials filling these positions are looking for a walkable environment coupled with the shopping, dining and entertainment amenities that downtown Ithaca offers. Similarly, empty nesters and active seniors seek a walkable urban experience.

Ithaca's DRI grant application delivers the high-leverage, transformative investment that New York State tax payers deserve.

Regards,

A handwritten signature in blue ink that reads 'A. Frost Travis'.

Frost Travis



Ithaca Startup Works

314 East State Street
Suite 200
Ithaca, NY
14850

May 29, 2018

Ms. Donna Howell
Regional Director
Southern Tier Regional Office
Empire State Development
44 Hawley Street - Suite 1508
Binghamton, NY 13901

Dear Ms. Howell,

On behalf of Rev: Ithaca Startup Works, we are writing to offer our earnest support for Downtown Ithaca in their application to the Downtown Revitalization Initiative Grant program.

In 2014, Rev was created as a partnership between Cornell University, Ithaca College, and Tompkins Cortland Community College, dedicated to working with local entrepreneurs to help grow their businesses. Our role as a business incubator also means encouraging startups to remain in the Ithaca area while expanding and growing, which strengthens and diversifies the local economy. The livability of Ithaca and the attractiveness of the downtown area have been critical factors that impact the decision of many of Rev's member startup companies to locate their businesses here and remain in the region.

Supporting Downtown Ithaca's application for the Downtown Revitalization Initiative is an investment in the continued growth and development of the Ithaca economy as a center for innovation that impacts the entire Southern Tier of New York State. With this in mind, we are pleased to offer our support for their application and look forward to continuing to work towards the growth and development of Ithaca.

Ken Rother

A handwritten signature in black ink, appearing to read "T. Schryver".

Ken Rother and Tom Schryver
Rev: Ithaca Startup Works

Morgan Stanley

May 30, 2018

Ms. Donna Howell
Regional Director
Southern Tier Regional Office
Empire State Development
44 Hawley Street, Rm. 1508
Binghamton, NY 13901

Dear Ms. Howell:

I am writing on behalf of Morgan Stanley and the Downtown Ithaca Alliance Board of Directors to offer support for the application of Downtown Ithaca to the Downtown Revitalization Initiative Grant program. I have participated on Ithaca's DRI committee and am willing to continue this participation if the grant is awarded to Ithaca.

Morgan Stanley has had an office in Downtown Ithaca for over 30 years and recently renewed its lease to stay in Downtown Ithaca for the foreseeable future. Additionally, Morgan Stanley has supported Downtown Ithaca over the years through both financial donations and volunteer hours. I have served on the board of directors of the Downtown Ithaca Alliance for the past 7 years, and have been president of the board for the past 4 years. The Downtown Ithaca Alliance Board of Directors agrees that the Downtown Ithaca Alliance is committed to the administration of the grant.

Downtown Ithaca is critical to our metropolitan area and to the greater Southern Tier region. It is the central hub of community activity in Tompkins County and the urban core of the largest city in the county. This grant would be instrumental in funding the additional growth and development needed for Ithaca to continue to be an ideal community for people to live, work, and play.

Sincerely,



Steven D. Headrick
Financial Advisor
The Prybyl-Farr Group
Morgan Stanley Wealth Management
130 East Seneca Street / Suite 500
Ithaca, New York 14850
(800) 633-6336 Toll Free
(607) 274-8525 Direct
(607) 274-8555 Fax
Steven.Headrick@morganstanley.com

TOMPKINS Trust Company

Gregory J. Hartz
President & CEO

May 30, 2018

Ms. Donna Howell, Regional Director
Southern Tier Regional Office
Empire State Development
44 Hawley St., Room 1508
Binghamton, NY 13901

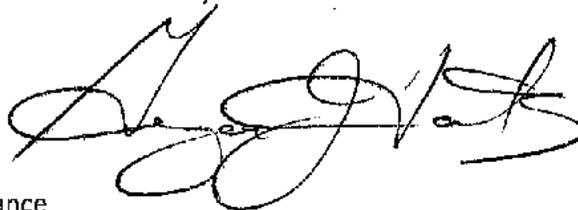
Dear Ms. Howell:

I am writing to express my strong support for the Downtown Ithaca Alliance's application for the Downtown Revitalization grant.

These funds will provide essential upgrades to core infrastructure that will help to drive private investment in the City, which will create new tax revenue. Our company has just completed a \$40 million investment in a new headquarters building in the center of Downtown Ithaca that will house 300 employees and provide a home for our growing company for many years to come. We purposely located in the City because we believe a healthy downtown is good for the overall economic health of the broader community. Without critical infrastructure, the private sector will find other places to invest.

I would be happy to discuss any time our recent investment and the importance of this Downtown Revitalization Grant for the City of Ithaca.

Sincerely



C: K. Lewis, Downtown Ithaca Alliance

GJH/kam



May 29, 2018

Ms. Donna Howell
Regional Director
Southern Tier Regional Office
Empire State Development
44 Hawley Street, Rm. 1508
Binghamton, NY 13901

Dear Ms. Howell:

I am writing on behalf of the Tompkins County Chamber of Commerce and the Ithaca/Tompkins County Convention & Visitors Bureau to offer our support for the application of Downtown Ithaca to the Downtown Revitalization Initiative Grant program.

Downtown Ithaca's Downtown Revitalization Initiative application seeks to implement important infrastructure projects which will support our efforts to attract and grow a suitable workforce, sustain our vibrant tourism economy, and continue to enhance our quality of life. These projects include rebuilding the Green Street Garage, building a Downtown Conference Center, completing the Six Mile Creek-Winter Village trail and improvements to Dewitt Park, among other projects.

These infrastructure projects are essential to the continued growth and development of Downtown Ithaca and our region as a whole. As Governor Cuomo and other NYS economic development leaders stated during their recent visit to Ithaca, attracting and retaining young professionals and millennials is key to maintaining a vibrant region and to stabilize New York's declining population.

Ithaca and Tompkins County are a gateway for millennials, and we have the opportunity to persuade far more college students to stay in the region and work after they complete their education at Ithaca College, Cornell University, TC3, Binghamton University, SUNY Broome, SUNY Cortland, or Wells College. Millennials are drawn to Downtown Ithaca by the walkable environment, the shopping, dining, and entertainment amenities, and the convenient public transit that connect Downtown to other key employment centers.

Our area is also very popular for retirees to move to, and we boast a higher than average percentage of our population that chooses to continue living here in retirement. The fifty plus cohort represents people downsizing their homes and seeking a walkable urban experience—but we struggle to have adequate living choices and urban infrastructure to support this population.

Yet we lack the housing stock necessary to place potential residents where they'd like to live, and to do so affordably. We are currently an employment hub, but not a housing hub—our continued investment in Ithaca as a great place to live, work, and play will be vital to retaining and growing our workforce—as substantial portion of which comes from the counties in elsewhere in the Southern Tier. We desperately

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www.tompkinschamber.org
607-273-7080 | jtavares@tompkinschamber.org

www.visitithaca.com



need to build a conference center meeting space downtown, or our mid-week room nights will continue to be a challenge to fill.

Ithaca is special. Downtown Ithaca, and specifically the pedestrian mall—the Commons—is often cited as one of the single biggest drivers of our annual tourist and visitor traffic, which heavily impacts our local economy and whether our business thrive. Downtown Ithaca—and the businesses, restaurants, theatres, and arts venues that call it home—is part of the wonderful quality of life we offer that attracts new residents.

We have the opportunity to leverage our past successes, continue to attract new investment, and to further grow our residential and visitor bases—an opportunity that not every community has. This DRI application will help solidify and maximize this opportunity for Ithaca and benefit our neighbors in the Southern Tier as well.

I strongly support this application, and would suggest once again that Ithaca is the best place in the Southern Tier Region to make this important grant investment. As an economic developer; as Chamber President; as Industrial Development Agency board member, and with many other hats I wear regularly—I can tell you that while Ithaca has had many successes and is well positioned for growth, we also need critical support from New York State in order to capture and maximize our growth opportunities to the benefit of the entire Southern Tier Region.

Please do not hesitate to reach out if I can be of assistance.

Sincerely,

A handwritten signature in black ink that reads "Jennifer Tavares". The signature is fluid and cursive.

Jennifer Tavares, CEcD
President & CEO
Tompkins County Chamber of Commerce & CVB



To whom it may concern;

My name is Jason Sidle, I am the Director of the only culinary center in, or around, Ithaca. I am also a professor for Tompkins Cortland Community College, and having grown up in Ithaca, I do all I can for my community. I wanted to write in order to garner support for the further development of the downtown Ithaca area. Being the Director of Ithaca's only culinary center that features event space and a restaurant with a full bar, we rely heavily on the downtown area and it being a thriving community. Our students also rely on the downtown area so that they are able to practice their craft in our teaching kitchen, and to be able to be engaged with the community at various events and festivals that take place each year.

I would really like to see the development of more housing in the downtown area, as I believe that many businesses downtown would benefit simply from more people living closer and to be able to live in affordable housing allows them to have the discretionary income to then frequent the local businesses and restaurants. More people living downtown would benefit our business, but also our college as we could then help recruit future students that would be living closer to our facility.

To have more hotels and a conference center would also be great! Even though we feature event space, it's not large enough for us to house very large conferences. If the city could bring in very large conferences by way of a conference center, then I feel very strongly that many local businesses and restaurants would benefit greatly from the sheer numbers of people we, as a city, could attract. To have many of our local businesses thriving, only increases the quality of living for all of us, and allows for more revenue to flow into the city, and with more revenue again, most everyone benefits from that scenario.

Being a local Ithacan, working for the city's only culinary center with a restaurant and event space, and also working for one of the local colleges, I see nothing but great benefits from investments being made into the downtown Ithaca area, and the Downtown Ithaca Alliance's BID to be precise. This investment allows for future growth in the local housing market, increased revenue for local businesses, and nationwide notoriety of becoming an even larger destination small city and increased revenue for the city itself through taxes on the influx of people and revenue being spent locally. At the Coltivare Culinary Center, we strive to partner with our community and other local businesses, even our competitors. We do this because we are all stronger together than we are separate, and anything that Coltivare can do to help with the process, we are more than willing to do.

Respectfully,
Jason Sidle
Director Coltivare Culinary Center
Jps014@tompkinscortland.edu
607.882.2334



To Whom It May Concern,

I am writing on behalf of CFCU Community Credit Union to show our support for the Downtown Ithaca Alliance as they apply for the Downtown Revitalization Initiative Grant.

The Downtown Ithaca Alliance and city's efforts to revitalize downtown to date have been strategic and impactful. This successful history lends our full support and confidence towards their decision making and priorities surrounding infrastructure projects and finding ways to attract target demographics.

The projects being considered by the Downtown Ithaca Alliance would be beneficial to the downtown culture and advantageous to local businesses such as CFCU. They would bring more visitors to the downtown area and create an even more favorable 'walkable environment' to attract desirable residents and potential employees of the credit union.

As a major employer in the area, CFCU looks to the DIA for leadership and continued efforts to bolster such a key area for our city. We have chosen to partner with the DIA on various events and activities to support this valuable organization and hope they are chosen to receive the Downtown Revitalization Initiative Grant to continue their good work for the city of Ithaca.

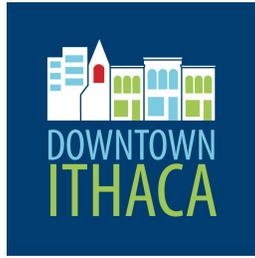
The Downtown Ithaca Alliance continues to be an active member in the Ithaca community, serving on boards including the Chamber of Commerce. Their work as a resource and advocate to the community for emerging and existing businesses is invaluable. For these reasons and many others, we support them fully in their efforts to obtain this important grant.

Sincerely,

A handwritten signature in black ink, appearing to read 'Lisa Whitaker', with a long horizontal flourish extending to the right.

Lisa Whitaker

President & CEO CFCU Community Credit Union



May 31, 2018

TO: Members of the Southern Tier Regional Economic Development Council
FROM: Gary Ferguson, Executive Director, Downtown Ithaca Alliance
RE: 2018 APPLICATION TO THE DOWNTOWN REVITALIZATION INITIATIVE (DRI) PROGRAM

Attached please find the application from the Ithaca community to the 2018 DRI program. This application was prepared by the Downtown Ithaca Alliance with the support and assistance of the City of Ithaca and other partners referenced in the document. We appreciate the opportunity to submit this application and believe it can deliver transformational and catalytic development that will serve Ithaca and the Southern Tier for years to come.

Our DRI application is designed to focus on three main need based themes:

- Building a gateway for millennials, by addressing key needs and requirements;
- Addressing the severe shortage of community housing, particularly for affordable and middle income ranges;
- Addressing the potentially debilitating lack of supportive infrastructure needed to sustain downtown growth and development.

Our message to the Council is twofold:

1. We need this DRI funding to meet our goals and overcome some new and challenging hurdles. Without DRI support, the major projects and infrastructure listed in this application will remain unfulfilled, victims of funding gaps.
2. With DRI support, we can deliver an extra-ordinary package of results. This is perhaps the greatest collection of possible projects we have ever assembled. The aggregate value of these project can exceed a quarter billion dollars. These are ready to go projects, with identified developers who control/own sites. But, they need backstopping support from a program like DRI.

We look forward to making our case for a DRI award and working with the Council in the months and years to come on implementing our projects.

Please contact me at 607-277-8679 or gary@downtownithaca.com if we can provide any additional information or answer any questions.

**Downtown Ithaca Alliance | Center Ithaca, box 136 | 171 E. State St., Ithaca, NY 14850
ph: (607) 2778679 | fax: (607) 277-8691 | www.downtownithaca.com
info@downtownithaca.com**

Cc: Mayor Svante Myrick
Michael Stamm, TCAD
Mary Opperman, Cornell University
Tom Shryver, Cornell University
Martha Robertson, Chair, Tompkins County Legislature
JoAnn Cornish, City of Ithaca Director of Planning & Development
Tom Knipe, City of Ithaca, Deputy Director for Economic Development