

2019 DRI APPLICATION

Applications for the Downtown Revitalization Initiative (DRI) must be received by the appropriate Regional Economic Development Council (REDC) by **4:00 PM on May 31, 2019**, at the email address provided at the end of this application.

In **New York City**, the Borough Presidents' offices will be the official applicants to the REDC and organizations interested in proposing an area for DRI funding should contact the respective Borough President's office as soon possible. Based on these proposals, each Borough President's office will develop and submit no more than two formal applications for consideration by the New York City REDC. Applications to the offices of the Borough President must be received by email no later than **4:00 PM on May 10, 2019**. The subject heading on the email must be "Downtown Revitalization Round 4."

Applicant responses for each section should be as complete and succinct as possible. Additional information is available in the 2019 DRI Guidebook, available at www.ny.gov/DRI.

Applicants in the **Mid-Hudson region** must limit their application to a total of 15 pages, and no attachments will be accepted. The map of the DRI Area requested in question number 1 must be part of the 15-page limit.

Applicants should make every effort to engage the community in the development of the application. Prior to submission, applicants must have held a minimum of one meeting or event to solicit public input on the community vision and potential projects and should demonstrate that any input received was considered in the final application.

BASIC INFORMATION

- **REDC Region** Central New York
- **Municipality Name** Syracuse
- **Downtown Name** Downtown Syracuse
- **County Name** Onondaga County
- **Applicant Contact(s) Name and Title** Stephanie Pasquale, Commissioner, Neighborhood and Business Development, City of Syracuse; Judith DeLaney, Economic Development Specialist
- **Applicant Contact(s) Email Address** jdelaney@syrgov.net
- **Secondary Email Address** spasquale@syrgov.net

VISION FOR DOWNTOWN

Provide a brief statement of the municipality's vision for downtown revitalization.

Downtown Syracuse is the center of our community and serves as a model and learning lab for neighborhood redevelopment initiatives city-wide. Our vision for Downtown Syracuse is a vibrant,

thriving, attractive, safe, diverse, accessible and connected neighborhood that offers inclusion and prosperity for all. Through collaboration and a focus on connections, technology and elevating our business, community, arts and neighborhood members, we will advance the opportunities ahead and continue Downtown's growth towards its best future.

Through the \$10 Million Downtown Revitalization Initiative, Downtown Syracuse will undertake inclusive, purposeful investments within a target area that is in transition; prioritizing investments in projects that create a defined sense of place on the southern end of Downtown. The initiative will strategically address connectivity in an area where market gaps exist; bringing initiatives and residents together as outlined in the Syracuse Surge and the city's recent Advancing Cities grant for 3 million dollars through JPMorgan Chase and linking investments with successful areas of downtown revitalization. Through this initiative, Syracuse will champion a higher quality of life for residents, employees, and visitors to its urban core.

JUSTIFICATION

Provide an overview of the downtown area nominated for the DRI program, highlighting the area's defining characteristics and the reasons for its selection. Explain why the downtown is ready for Downtown Revitalization Initiative (DRI) investment, and how that investment would serve as a catalyst to bring about revitalization.

When Syracuse Mayor Ben Walsh unveiled the Syracuse Surge, the City's strategy for inclusive growth in the New Economy, he did it in the 400 block of South Salina Street. He stood before a crowd of more than 300 city residents, community advocates, and elected officials in the heart of the downtown area being nominated for the Downtown Revitalization Initiative.

It was the ideal location to announce a program that would drive investment and transformation in the southern end of downtown, the City's Southside and, eventually, all of Syracuse and the region. The block itself is ripe with opportunity. As the primary gateway into downtown from the east, west, south and southwest sides of the City, it is strategically critical to the completion of the revitalization of Downtown Syracuse and the ability to spur investment in adjacent neighborhoods.

Surging Forward

Arriving in our "Southern Downtown" target DRI area, a visitor from the east, south, or west will be greeted by evidence of exciting progress. The new Marriott Syracuse Downtown towers gloriously over the area. The futuristic-looking Centro Hub provides protection from the elements to thousands of public transportation users. Soon, on the surface parking lot at the corner of South Salina and West Onondaga Street, a mixed-use development, the Salt City Market, will arise.

The prospects are exciting, but on closer inspection, what's yet undone at this critical crossroad is revealed. The historic railroad viaduct along Clinton Street, an engineering marvel when it was constructed in the late 1930s and the grounds underneath and around it, are blockaded above and below by concrete barriers. The roads rise and fall with cracked and aging asphalt. The façade of the Symphony Tower project, adjacent to the restored Hotel Syracuse, awaits attention. The streetscape

heading north is uninspiring and inconsistent. The exterior of the Redhouse at City Center, where Mayor Walsh revealed plans to surge the City forward, is stuck with a structure that reeks of its defunct past. And a thriving Landmark Theatre, marked by a marquee that saw its best days decades ago.

A Critical Gap on Downtown's "Main Street"

The justification for a DRI award to Southern Downtown can be explained in this reality: what the visiting driver sees on this short drive is also what presents itself when a conventioneer walks to experience the rest of downtown. Or perhaps, they don't at all, since many visitors are advised to make their way to Hanover, Clinton and Armory squares along Warren Street, instead of along Syracuse's true main street, Salina.

Absent strategic intervention, it is what will await both high school students and adult learners walking north to downtown from the Southside Campus for the New Economy, the signature piece of the Syracuse Surge's plan to help people prepare for careers in the Fourth Industrial Revolution. High school students at the planned Science Technology Arts and Math (STEAM) School will travel the same area when they walk from Central Tech High School to participate in art programming at the RedHouse and Landmark and or internships at the MOST or our growing Center City Innovation Hub, home of the Genius New York program. A successful DRI is essential to realize the full vision of the Syracuse Surge, which J.P. Morgan Chase recognized with a 2019 Advancing Cities designation, one of only five cities chosen out of 250 nationally.

Unlocking investment and connecting neighborhoods

Through the Downtown Revitalization Initiative, Downtown Syracuse will undertake inclusive, purposeful investments for this area in transition and prioritize investments in projects that create a defined sense of place Southern Downtown while incorporating economic opportunity for Syracuse area residents. The initiative will strategically fill and support market gaps and champion a higher quality of life for residents, employees, and visitors to Syracuse's urban core. The Downtown Revitalization Initiative will play a key role in connecting and providing transition strategies for isolated pockets of investment and wide-ranging socio-economic disparities on the southern end of Downtown, joining the near-south and near-west sides and other existing hot spots, while also extending Downtown's vibrancy into neighborhood districts on the southern and western gateways.

Investment in the Landmark Theatre is an essential element of the strategy. The Landmark is a critical driver of visitors and progress in this section of Downtown. While the theatre has achieved a more stable financial footing, it badly needs a new marquee, to show theatergoers it is open for business. A critical barrier to audience development and growth in visitors to the Landmark, outdated and uncomfortable seating will be addressed.

The DRI will be a catalyst for development that has yet to materialize, notably the Symphony Tower project and the façade of the old Sibley's department store and garage. It takes a giant leap of faith – or experienced attendees – to locate and venture inside the Redhouse. A DRI award in this area will enable restoration work and construction in and around the aged but structurally sound Clinton Street railroad viaduct. And a DRI award will benefit from a nearly 10 million dollar road resurfacing project on Salina Street and will be timed to ensure Downtown Syracuse presents its most appealing visual gateway when

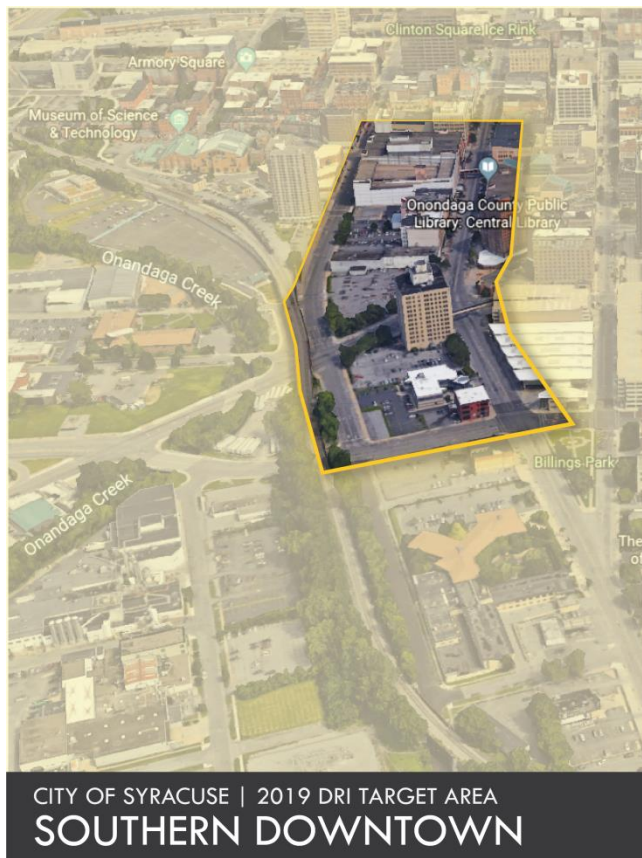
the Interstate 81 project delivers new travelers via the Community Grid.

Community interest and support is strong

Community members recognize the importance of this target area. Since 2016, more than 50 community organizations, business, and property owners have been meeting to plan for the needs of this neighborhood, recognizing that the users attracted to this area are diverse and require varying levels of support systems and amenities to be successful. This high level of community engagement speaks to the level of community desire for a successful southern neighborhood. In the “Other” section of this application are support letters from many critical partners in achieving this vision.

DOWNTOWN IDENTIFICATION

- 1) Boundaries of the proposed DRI area.** *Detail the boundaries of the targeted downtown area or neighborhood, keeping in mind that there is no minimum or maximum size, but that the area should be concentrated and well-defined. Neighborhoods beyond traditional central business districts are eligible if they can meet other criteria making them ripe for investment. Include a map that clearly delineates the area to be included in the downtown revitalization area.*



We have identified a targeted and well-defined area in which a Downtown Revitalization Initiative investment can make a transformation difference, one that will be magnified by other investments directly in or adjacent to the target area. The spine of the Southern Downtown target area is the 400 block of South Salina Street. At the southern end, it is anchored by the remarkable Marriott Syracuse Downtown. At the northern end, it is topped off by the Landmark Theatre.

At the critical intersection of West Onondaga and Salina Street, it extends west to include the Clinton Street railroad viaduct with a massive steel bridge that acts as a gateway to and from the west and southwest sides.

From the south, it begins at Adams Street encompassing projects on both the east and west sides of Salina.

Moving north, it embraces the Galleries of Syracuse, the Sibley's Building and Redhouse at City Center, the new Acropolis Center and ends just past Jefferson Street, the front door to Armory Square, at the Landmark.

This corridor encompasses significant institutional and civic assets, including art, culture, entertainment, and transportation resources. This area was selected because of its tremendous potential to foster intentional, inclusive development in underutilized corridors. These key corridors will connect the investments made in Downtown Syracuse with investments being made by a diversity of neighborhoods. The goal is to create connections between diverse uses of space and plan for the opportunities to strengthen the economic viability of the near south side/downtown neighborhood, and east-west connections, for an active, attractive, vibrant, and welcoming neighborhood.

2) Past investment, future investment potential. *Describe how this DRI area will be able to capitalize on prior private and public investment and catalyze future investments in the neighborhood and its surrounding areas. Describe recent planning efforts that support public and private investment in the proposed DRI area.*

To date, private and public investment in the catchment area includes conversion of vacant and/or underutilized historic buildings into modern residences, commercial space, and cultural amenities. Downtown remains an active employment center with more than 29,000 employees coming to downtown daily. Centro's bus transit hub relocated to the target area in 2012 after an \$18.8 million investment created a 22-bay terminal, making this location easily accessible utilizing mass transit. The diversity of development projects underway and recently completed has created a change on how people use Downtown Syracuse; with downtown now active into the evenings and weekends as well. In fact, downtown's residential population has grown 77% in the last ten years. Residents are attracted to downtown's walkability, and amenities such as the Creekwalk recreational path, diversity of outdoor cafes, restaurants, and museums. In a recent downtown resident survey, 55% reported that they both live and work downtown.

- Residential projects within the target area include:
 - Completed projects, such as:
 - Dey's Plaza, which has undergone a \$16.8 million renovation that converted vacant office space into 61 market-rate apartments and added 110 new residents, plus inspired redevelopment of nearby buildings. (2010 and 2015)
 - The Historic Chimes Building, which has experienced a \$1.5 million infusion of funds that converted vacant office space into 39 new apartments and 70 new residents. (2014)
 - The Empire Building, which underwent a \$10 million historic preservation project that converted vacant office space into 2 ground-floor commercial units and 51 new residential units. (2017)

- Significant upgrades to Clinton Plaza, with a \$20 million renovation that improved 305 income-restricted residential units, adding community spaces and common area amenities. (2017)
- Projects announced and underway include:
 - The \$2.7 million Lofts at Whitlock, which will add 27 apartments and the introduction of small scale, moderately priced market-rate units. This project started in 2018.
 - Dey's Plaza Phase III apartments, which will add 34 new apartments through a \$5.4 million investment. This was announced in 2019.
 - Chimes Building Phase II, which includes a \$17.1 million renovation, adding 90 new residential units. This project was announced in 2016.
 - The Syracuse Urban Partnership's \$22 million new construction project that will add the Salt City Market (an international food hall), a grocer-operator, non-profit office space, and 40 mixed-income residential units.
- Cultural and Entertainment projects in the target area include:
 - Completed projects such as:
 - The \$16 million expansion of the Landmark Theatre, which built out the back of the house to host Broadway-sized productions in Downtown Syracuse. These shows have had a tremendous impact downtown, with the most recent run of the Lion King generating \$13 million in economic activity. (2017)
 - An \$8 million renovation to the Central Branch of the Onondaga County Public Libraries. The Library now provides direct entry from Salina Street and has added a makerspace, teen area, and kids space to support nearby residents. (2016)
 - A \$10 million investment into the new 40,000 square foot Redhouse Arts Center @ City Center. Located at a former department store, the performing arts complex now offers three theaters, event space, space for set-building, and on-site parking. Since its move, the Redhouse audience has grown by 30% and the organization has a reach of 40,000 people. (2018)
 - Future Cultural and Entertainment investments could include:
 - Upgrades to the Landmark Theatre, to improve the visitor experience. Funds would be used to address the marquee and refurbish the seats; two priority items to be addressed before "Hamilton" takes up residence at the Landmark.
 - Address the façade of the former Sibley's building to better support the \$10 million investments made by the Redhouse and increase the property's ability to secure a large-scale commercial office tenant. This property fronts three downtown streets and its current condition adds to a perception of lack of safety in the neighborhood.
- Investments in Hospitality amenities include:

- Completed projects such as:
 - The Rail Line, in which a \$250,000 investment created new downtown event space. (2018)
 - Adjacent to the Target Area is Onondaga County's dedicated convention center hotel, The Marriott Syracuse Downtown. A \$76 million redevelopment of the historic Hotel Syracuse boosts convention visitors and sales tax revenue for the community.
- Future Hospitality amenities planned for this district include:
 - Further development at the Marriott Syracuse Downtown through a \$9.1 million investment. The result will be 54 new guest rooms and amenity development, including the addition of an onsite steakhouse. The total number of rooms will grow to 315, which will allow for the attraction of large convention groups.
 - Investment in a vacant, former hotel tower to attract an extended stay hotel flag, resulting in 120 rooms and activated ground floor retail space.

Since 2010, just over \$200 million has been invested in Downtown's "main street" and 40% of Downtown's overall planned development in the next few years is slated for Salina Street.

These investments align with the regional and local planning efforts for the area, including the target-area-adjacent Convention District plan developed in conjunction with the ownership of the Marriott Syracuse Downtown, neighborhood stakeholders, and local WBE-design firm Environmental Design and Research; the nearby re-branding initiative of the West Onondaga Street Alliance; Syracuse's Invest Health initiative funding in part by the Robert Wood Johnson Foundation; a current NY Main Street Grant award administered by the Downtown Committee of Syracuse; and, the Downtown Committee's Livability Committee, which is studying the West Onondaga Street Gateway.

While significant progress has occurred within Southern Downtown, the DRI program initiatives address the gaps between these pockets of investment and propose opportunities for NYS investment to leverage diverse funding sources to create connections and catalyze future growth.

3) Recent or impending job growth. *Describe how recent or impending job growth within or near the DRI area will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.*

Recent employment changes within the DRI Target Area include:

- The establishment of TCG Player's headquarters in The Galleries. Currently housing 250 employees, TCG Player has renovated its office space into a unique design where passersby can interact with the tech culture. Featuring a castle, pirate ship, Harry Potter and Super Mario themed rooms, TCG Player hopes that by showcasing the new "tech culture" they can build the buzz of the tech industry

and cultivate the next generation of talent. South Warren Street (adjacent to the target area) has become known as a “tech corridor” due to the high-profile companies that have located on this street including TCG Player, the Tech Garden, Spincar, Eaton Lighting, CoWorks, Blue Rock Energy, and most recently, SideArm Sports which moved its headquarters into the State Tower Building.

- One of Syracuse’s oldest law firms, Mackenzie Hughes, located its offices and 90 employees into The Galleries office tower, renaming it Mackenzie Hughes Tower. With its relocation, the company aimed to create a more collaborative work environment and be part of the revitalization around the former Hotel Syracuse.
- The former Hotel Syracuse underwent a \$76 million renovation into the Marriott Syracuse Downtown, creating 260 jobs. A significant portion of those jobs have been filled locally by near-west side and near-south side residents. Not only has the redevelopment activated downtown’s southern end, but the new restaurants and retailers that have opened on the ground level engage pedestrians on the sidewalks and create street-level activity with outdoor cafes and weekly block parties for downtown employees and residents.
- SUNY Upstate Medical University moved 400 employees into The Galleries to be part of the southern downtown revitalization activity.

In the next 5 years:

- 750 new jobs at TCG Player are anticipated as the company continues to grow.
- The recently announced Acropolis Center (a 2018 CFA award winner; adjacent to the Target Area), will transform downtown’s 100% corner and create new residences and renovated retail spaces. Acropolis Realty anticipates the addition of at least 30 new employees.
- At 484 South Salina Street, the Salt City Market (Allyn Foundation space) anticipates a minimum of 25 new employees. This new construction project will help connect this area in transition and create an experience through food and culture that will help bring our community together. Unique to this project, a food business incubator will be established, showcasing cuisine from Syracuse-based entrepreneurs.
- The Former Symphony Tower renovation project has estimated creation of 50 new jobs once the redevelopment is complete with an extended stay flag hotel.

Additionally, due to its size, City Center (the former Sibley’s Building) offers the opportunity to attract a 500+ employee office tenant to a critical downtown property.

- 4) Attractiveness of physical environment.** *Identify the properties or characteristics that the DRI area possesses that contribute, or could contribute if enhanced, to the attractiveness and livability of the downtown for a diverse population of varying ages, income, gender identity, ability, mobility, and cultural background. Consider, for example, the presence of developable mixed-use spaces, varied housing types at different levels of affordability, walkability and bikeability, healthy and affordable food markets, and public parks and gathering spaces.*

The epicenter of the target Southern Downtown DRI area is the intersection of South Salina Street and West Onondaga Street. It is a cross section for much of the activity that happens Downtown. People coming from Interstate 81 and Syracuse University; from the Southside of the City; and from the West and Southwest sides converge here. So do thousands of public transportation users who come and go from the Centro Hub immediately adjacent to this intersection. Hotel visitors and conventioners pass through this area as they travel through downtown. Throughout most of the day and night, the area pulses with vehicle and pedestrian activity. With support from the DRI, it can become even more attractive, livable and inviting for people of all backgrounds and destinations.

The presence of the Centro Hub in the target area is consequential. This center contributes to significant pedestrian activity during the day and evenings. It attracts a diverse array of visitors to the target area. Most people are arriving in, or departing from, Downtown transition through the target area. The DRI provides an opportunity to improve the walkability of this area and lead to additional investment in the neighborhood.

Bikeability in the target area will take a major step forward this spring with the launch of the Syracuse Sync bike sharing program. In partnership with Adapt CNY and working with bike share provider, Gotcha Bike, the City has planned a citywide network of docking stations for bicycles for hire. Bus riders and other Downtown visitors will be able to use a Syracuse Sync bike to travel to and from locations throughout the City.

A major project is about to begin in the heart of the area, the headquarters of the Allyn Family Foundation. The new building, at the northwest corner of the intersection, will have the Salt City Market, a food hall like those in Boston and Philadelphia, office space for the foundation and other nonprofits, and 40 low-to-middle-income apartments. It will introduce quality, healthy food options to downtown, nearby neighborhoods, and to public transportation users.

Regarding housing, the target area offers a mix of condos, market rate and affordable units. Within this target area is downtown's only remaining Mitchell-Lama high rise property, which offers 305 affordable units. The upper floors of the historic Dey Brothers Building, Empire Building, and Chimes Building have been converted from outdated Class B office space into market-rate residential units. The Lofts at Whitlock is currently under construction and will offer lower and more moderately priced market rate units. Within the Loew's Landmark Building are 24 condominium units for those interested in purchasing a downtown residential unit. The target area offers housing options in close proximity to Armory Square with its retail, nightlife and cultural options; and it contains amenities such as the Central Library, Landmark Theatre, Redhouse Arts Center, coffee shops, restaurants, and retail establishments. Not to mention, the soon to be constructed Salt City Market and food hall.

The target area will soon become an even more appealing destination for young people. As part of the Syracuse Surge strategy for inclusive growth in the New Economy, the former Central Tech High School, which stands at the southern end of the target area, will become home to a regional Science Technology

Engineering Arts and Math (STEAM) school. High school students from across the City and the entire county will attend the only regional STEAM school in the area, combining urban and suburban students in the same learning environment. With the Landmark Theatre and the Redhouse only blocks away and the Center City Innovation Hub and Tech Garden equally close, the target area will be alive with young people transitioning between the school and these points of career interest and learning.

These positive developments are supported by new state policies in the Office of Homes and Community Renewal, as well as by Syracuse's ReZone initiative to rewrite the city's zoning ordinance. The new ordinance emphasizes form over use – with a renewed focus on design standards as well as mixed-use redevelopment. Form-based code uses design standards as an equalizer for a mix of uses, and it in many ways promotes the integration of affordable housing into neighborhoods by emphasizing exterior building appearance over interior use.

5) Quality of Life policies. *Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes, comprehensive plans, complete streets plan, transit-oriented development, non-discrimination laws, age-friendly policies, and a downtown management structure. If policies that support livability and quality of life in downtown are not currently in place, describe near-term efforts by the municipality to create and implement such policies.*

The Downtown Committee of Syracuse is a professional, nonprofit Downtown management organization incorporated 44 years ago to improve the quality of life of the Downtown district by providing environmental maintenance, security, marketing, communications, and economic development services to all Downtown property owners. Staff clean the sidewalks, beautify the streetscape through street furniture and a popular annual hanging flower basket program, and clear snow to ensure safe passage for pedestrians through Downtown's streets. The security team, comprised of retired Syracuse police officers, works with all Downtown stakeholders to ensure employees, residents, and visitors feel safe; to connect homeless individuals with health and human services, and to keep the peace during popular Downtown events. Marketing and communications staff promote local businesses and celebrate their success, in addition to running eight annual events that bring people to Downtown and expand the region's enjoyment of our urban setting. The economic development team helps to retain existing businesses and recruit new investment to Downtown through grant funding and management of NY Main Street grants, maintenance of a comprehensive Downtown property database, relationships with property owners and real estate professionals, and targeted recruitment of amenities and services.

The Syracuse-Onondaga County Planning Agency (SOCPA) promotes enhanced livability and quality of life in Downtown through its current effort to **overhaul the existing zoning ordinance**. ReZone Syracuse will be complete later this year, phasing out use-based, Euclidean zoning in favor of more flexible form-based code that will pave the way for more mixed-use development focused on higher-density, better-integrated design.

The City of Syracuse's **Comprehensive Plan 2040**, adopted in 2014, includes long-range planning for Land Use & Development, Bicycle Infrastructure, Capital Improvements, and in conjunction with the Syracuse Metropolitan Transportation Council – Transportation. For example, the **Onondaga Citizens League** recently completed a year-long study entitled, "How CNY Moves," to explore opportunities for expanded complete-streets and multi-modal infrastructure. Moreover, **the redevelopment of I-81** (on Downtown Syracuse's eastern border) will pave the way for more integrated street infrastructure to better serve all users (vehicular, shared transportation, and pedestrian). Syracuse University's completion of the \$50 million **Connective Corridor** provided a great testing ground for many complete streets ideas that may be adjusted as necessary and adopted more broadly in other neighborhood gateways to Downtown Syracuse.

The City of Syracuse Industrial Development Agency provides sales tax, mortgage recording tax, and PILOT agreement abatements for redevelopment projects within the Convention District, including incentivizing mixed-income housing in private developments. The City of Syracuse has a Department Accountability, Performance, and Innovation, which is partially funded from a grant from Bloomberg Philanthropies. Each year, the team focuses on one city-wide challenge that the mayor identifies, and acts as internal consultants to develop new, creative solutions that are implemented by City operating departments and external partners. Currently, the team is evaluating opportunities to promote housing stability in the City.

The Greater Syracuse Landbank, established in 2012, is a forward thinking, joint City-County initiative to address urban blight and strategically redevelop key neighborhood properties. The Landbank has been instrumental in improving the quality of life in the City of Syracuse. Plus, it works closely with area neighbors to remove, repurpose and redirect investments.

F.O.C.U.S. Greater Syracuse, a nonprofit dedicated to fostering community dialogue around important civic issues released a 2014 series of recommendations on how to shape and Age-Friendly Central New York. The goal is to retain the aging baby-boomer population.

In May 2016, Syracuse was selected as an **Invest Health City** and awarded grant funding from the Robert Wood Johnson Foundation and Reinvestment Fund to study best practices for developing a pipeline of redevelopment projects that promote walkability and increased access to healthy food to reduce chronic disease factors in low-income populations.

6) Public support. *Describe the public participation and engagement process conducted to develop the DRI application, and the support of local leaders and stakeholders for pursuing a vision of downtown revitalization. Characterize the commitment among local leaders and stakeholders to preparing and implementing a strategic investment plan.*

For many years, this area of downtown Syracuse saw little to no investment as other neighborhoods including Armory Square, Hanover Square, and Clinton Square were a focus of redevelopment efforts in the Syracuse community. In 2014, a change in focus occurred and Syracuse soon saw significant levels of attention be placed on redevelopment opportunities along the 400 and 500 blocks of South Salina

Street, or as it's now called, "Southern Downtown." With more development activity underway, constituent interest in this neighborhood was elevated and more attention and resources were placed on this neighborhood.

The DRI application being submitted is the result of several years of continuous stakeholder engagement and involvement in planning efforts. In spring 2016, the Downtown Committee began to convene the Southern Downtown Neighborhood Association after receiving strong interest from area property owners and businesses. This is a group of property and business/institution owners that advocate for needs of their neighborhood; often times centered on safety, pedestrian connectivity and creating opportunities to have more eyes on the street. More than 50 individuals are involved and include representatives from the Downtown Committee, City of Syracuse Dept. of Neighborhood and Business Development, Syracuse Police Department, Rescue Mission, Onondaga County Social and Mental Health services, arts organizations, the Central Library, SUNY Upstate Medical University, West Onondaga Street Alliance (WOSA), property owners and businesses from the 400 and 500 blocks of South Salina Street and 500 block of South Clinton Street. This group meets on a quarterly basis (more often during summer months) to ensure neighborhood wide communication on security initiatives in place, real estate updates, and any upcoming events or policies and programs of interest to the group. The group has unanimously advocated for the conversion of South Clinton Street (south of Jefferson St.) from a one-way to a two-way street. The group seeks to improve vehicular traffic flow to increase eyes on the street. The neighborhood has also struggled with the current use of space under the railroad bridge between West Onondaga and Dickerson Streets. It's current design and lack of attention creates a space where negative activities detract from the level of investment and positive change currently being experienced. This is an area in transition as it's located between emergency shelter housing, nearby half-way houses, a newly renovated convention center hotel, higher-end housing units under development, and is a major pedestrian thoroughfare between the near west side and downtown Syracuse. Loitering and security concerns have been ongoing areas to address. This space is also adjacent to parking options for patrons of the Landmark Theatre and Redhouse Performing Arts Center. More attention is needed to create a safe, walkable pedestrian experience at all hours of the day.

The Syracuse Metropolitan Transportation Council (SMTC), at the request of the city of Syracuse, conducted a 2018-2019 Armory Square Mobility Plan to enhance pedestrian safety and mobility. As part of that process, the SMTC developed plans for South Clinton Street, which were presented at a series of public meetings. Streetscape improvements recommended include the conversion of South Clinton Street (south of Jefferson St.) into a two-way for vehicular traffic, the addition of on-street parking, bump-outs to provide additional pedestrian space at intersections, and bike lanes. The final public input session was held in May 2019 with a final draft forthcoming.

Additionally, the Downtown Committee's Livability Committee is focused on this area. The mission of the Livability Committee is to improve the vibrancy, accessibility and quality experiences people have in Downtown Syracuse. Its current priority is "gateways" and the West Onondaga Street Gateway is the current initiative. The Downtown Committee is working in partnership with the city of Syracuse and the NYS&W Railroad to develop a cohesive design for the West Onondaga Street gateway, ensuring that it is

complementary to other neighborhood projects. A project steering committee was established in January to oversee the project and lend diverse insights to the planning process and ensure all voices are heard. Nearly 60 individuals comprise the Steering Committee and EDR, a landscape and design engineering firm, is under contract to provide design concepts for the space based on stakeholder feedback. Stakeholders include adjacent property owners, businesses, residents, business association representatives, cultural institutions, parking lot operators, the West Onondaga Street Alliance (WOSA), the Allyn Family Foundation, the Syracuse Metropolitan Transportation Council (SMTTC), Onondaga County Department of Health, the City of Syracuse, NYS&W, and the Downtown Committee. Based on stakeholder meetings and a design charrette using visioning boards, the Steering Committee stressed the need to create a safe environment, by utilizing lighting, a clean design, and color to create visual interest and soften the space.

- 7) Transformative opportunities.** *Describe opportunities to build on the strengths described above by providing a list of transformative projects that could be ready for implementation with an infusion of DRI funds within the first one to two years (depending on the scope and complexity of the project). Identify potential development opportunities, such as municipally-owned property that may be appropriate for redevelopment. Projects may be public or private, and could address economic development, transportation, housing, and community development needs. It should be recognized that if a DRI award is made to the downtown, the projects identified here, along with any others that may arise during the DRI planning process, will ultimately be vetted by the Local Planning Committee and the State to determine which projects receive DRI grants.*

Specifically, investment potential within the target area includes support for the following projects that will catalyze improved connections and build upon recently announced Syracuse-based initiatives:

A. Landmark Theatre: Installation of a new marquee and theatre seat replacement project

Project Overview: The Landmark Theatre is a cultural anchor located in the heart of downtown Syracuse on South Salina Street, Syracuse's "Main Street." A 2012 stage house expansion allows for Broadway-sized productions to be housed at the Landmark, which has boosted regional spending and economic impact. Over the next three years, attendance at the Landmark Theatre is projected to increase 77% over 2014 – 2016 attendance figures. The 2020-2021 season has been announced and the popular "Hamilton" will come to Syracuse. It's estimated to attract up to 22,000 patrons per week and generate up to \$670,000 in audience spending per week.

A consistent complaint from Broadway Shows and booking agencies is the appearance of the Landmark Theatre marquee. The existing marquee has been in use since the 1950s and has deteriorated beyond repair. Over 50% of Landmark Theatre guests from outside of Onondaga County and the marquee is their first and last impression of the theatre. How they view the marquee creates an impression not only for the Landmark Theatre, but the city of Syracuse.

The number one complaint from patrons is the quality of the seats. While the seats have been reupholstered, they are original to the 1928 theatre. The population and technologies have changed in that time and similar to what was done in the Landmark's sister theatre in Brooklyn, the Landmark Theatre needs to pursue a seat replacement project. As the quality of shows increases at the Landmark, guests will have increased expectations based on ticket price and production.

Total Project Cost: \$2,000,000

B. West Onondaga Street Gateway Design: Implementation funds

Project Overview: Recent investments in Southern Downtown such as the new Marriott Syracuse Downtown and new housing and business developments on the 400 and 500 blocks of South Salina Street have created strong interest and increased pedestrian foot traffic in this neighborhood. The neighboring West Onondaga Street Alliance has rebranded itself as "City Gate" and has plans to create a stronger visual presence in its neighborhood and through branding, more connectivity. The Rescue Mission is expanding its dining hall and the Allyn Family Foundation has announced a \$22 million new construction project to build a food hall and mixed-income housing. Located in the middle of these investments is an underutilized, vacant series of parcels, where the railroad bridge wall fell in summer 2018. Funding is needed to implement the design concept developed by the Downtown Committee's Livability Committee. The design will acknowledge the railroad bridge wall's historic status as one of the longest bridge expanses of its time, as well as provide a much-needed infusion of funding into a design that will support a safe, accessible, attractive space; creating connectivity and the foundation for future growth in this neighborhood.

This year the City will be reconstructing the West Onondaga Street Bridge over Onondaga Creek which is just on the approach to the intersection improvements planned as part of this application. Under this project, the City will be replacing the outdated structure with a new deck, ornamental parapet wall with decorative lighting mounted. The reconstruction of this bridge is a \$1,620,000.00 project representing another significant investment by the City for the West Onondaga Street gateway entrance to downtown.

C. Total Project Cost: \$1,500,000

D. South Salina, West Onondaga, South Clinton Streets streetscape enhancements

Project Overview: South Salina Street in the target area is slated for a road reconstruction project in 2020. The street will be milled and repaved from near the intersection of Martin Luther Boulevard all the way through Downtown to the intersection of State Street. The project will bring a \$10 million investment of federal transportation funding to the target area. *(Details of this project are included in the last paragraph of this section)*

With additional support from the DRI, we have an ideal opportunity to re-envision and remake the streetscape along the 400 block of South Salina Street, the 500 block of South Clinton Street and the 100 block of West Onondaga Street. With DRI funding, the City also intends to implement a major improvement to the design and safety of the intersection of South Salina Street, West Onondaga Street and Harrison Streets. Currently, this crossroads is a wide open area which is both confusing to drivers and foreboding to pedestrians. Working with neighborhood stakeholders, the City has considered multiple design options for this area and has arrived at a plan that better accommodates pedestrians, cyclists, transit, and motor vehicles. The plan is attached in the “Other” section of the submission.

This plan also includes significant investments in street markings and other treatments to improve pedestrian crossings, which have been identified as problematic under the current design. Transforming this intersection into a more accessible “gateway” is also in line with the City’s stated goals found in the Syracuse2040 Comprehensive Plan, Bike Infrastructure Master Plan, and will also provide connections to current initiatives like the City’s Creekwalk expansion and the upcoming NYS Empire State Trail.

The MPO has identified a nearly 40% increase in pedestrian crossings at this neighborhood between data collected in 2011 and 2017, further highlighting the need for improvements in non-motorized focused infrastructure. This work will dramatically improve the walkability and drivability of this essential gateway into and out of Downtown.

The Salina Street repaving project (which is fully funded) consists of rehabilitating Salina Street and State Street with milling and a two-course hot mix asphalt (HMA) overlay treatment. Nominal lengths of the abutting side streets will also receive a mill and overlay to make any necessary transitions to Salina and State Streets. Bike lanes will be added on Salina Street from the southern terminus to Washington Street and from James Street to East Laurel Street. Pedestrian accommodations will be upgraded to meet current ADA standards. Sidewalk curb ramps will be replaced to include new embedded detectable warning units. Deteriorated sidewalks will be replaced. Damaged or deteriorated curbing will be replaced. Existing drainage systems will be cleaned and manholes and drainage structures will be replaced or repaired as needed, with rims adjusted to finished grade. Pedestrian signals will be upgraded to meet current standards. The entire corridor will be restriped to meet current, complete street guidelines.

Total Project Cost: \$12,000,000 - \$15,000,000

D. City Center façade improvements and courtyard creation.

Project Overview: Located in the center of downtown Syracuse, the former Sibley’s Department store and parking garage comprise one-half of a city block, with frontage on Clinton Street, Jefferson Street and Salina Street. In 2018, Phase One of City Center was completed, when the Redhouse Arts Center invested \$10 million dollars into the renovation of its new 40,000 square foot performing

arts complex. Once inside the Redhouse, patrons can appreciate the dramatic improvement of the space and high-quality facility. However, the exterior of the property still presents as a vacant property making it challenging for visitors to locate the Redhouse, and the deteriorated façade fronting three streets, challenges the sense of progress underway in this neighborhood.

Phase Two of the Redhouse involves the build out of 140,000 square feet of vacant space on the upper three floors for a commercial tenant, creation of an interior courtyard on Jefferson Street, new retail and restaurant storefronts, and a major overhaul of the building façade. Hayner Hoyt, the majority property owner, is in conversations with lending institutions to move forward on the façade improvements and courtyard creation. DRI funds would be utilized to address the exterior of the property to better allow the property to attract a commercial tenant. A new façade will also support the continued audience attraction and development at the Redhouse Arts Center and Landmark Theatre.

Total Project Cost: \$35,000,000

E. Streetscape and façade improvements, capital support to catalyze development of 483 South Salina Street (Extended Stay Hotel).

Project Overview: A long-vacant structure will be converted into a 120-room extended stay hotel. This deteriorated property is located directly across West Onondaga Street from the \$76 million Marriot Syracuse Downtown Convention Center Hotel. Downtown Syracuse leads the market in REV/PAR and when downtown hotels are full, the compression that it creates benefits Onondaga County hotels as more business is driven to the inner ring hotel locations. In its current state, the property detracts from the investments made at the Marriott and the significant levels of investment activity underway on Salina Street. The tower sits at a critical intersection between the Southern Downtown neighborhood, the anticipated convention district, and Syracuse Surge initiative and STEAM School. DRI funds would be used to support streetscape enhancements and as capital to support the planned flag hotel. With this additional funding, the project will be ready to move forward and could be completed within a 10 month time period.

Total Project Cost: \$17,000,000

As identified above, the DRI target area is ripe with transformative opportunities. Significant investments have recently been made in residential, cultural, and hospitality projects. New investments are planned to add more diverse housing options, a restaurant incubator, and a community and tourism asset in the Salt City Market. While these investments will continue to fill underutilized space within southern downtown, if the spaces between these investments – the gaps – are not addressed, the potential of the district will not be realized.

As noted above, the strategic investment of DRI funds in projects like the Landmark Theatre, West Onondaga Street gateway, the Salina/West Onondaga/Clinton streetscape, the City Center façade, and 483 South Salina Street will transform the feel, activity, and uses in Southern Downtown. Not only will DRI funds transform a neighborhood, but DRI support will also strengthen and allow the community to leverage and realize the full community and economic impact of the investments.

8) Administrative Capacity. *Describe the existing local administrative capacity to manage this planning and implementation initiative, including the ability to oversee contracts for awarded municipal projects using existing staff and resources.*

The City of Syracuse Department of Neighborhood and Business Development currently manages over \$3.5 million of HUD CDBG allocations annually; various NYS DHCR and ESD grant programs and four public authority entities. Project management responsibilities and fiscal management are divided among Neighborhood, Business, and Fiscal divisions.

The Downtown Committee is an experienced convener and grant administrator, having served as the Local Program Administrator for six separate rounds of New York Main Street funding, including coordination with property owners, environmental remediation companies, design professionals, construction companies, and state employees in both DEC and HCR. Downtown Committee staff has also managed grants from former State Senator John DeFrancisco, CNY Arts, the CNY Community Foundation, the Gifford Foundation, National Grid, Syracuse Parks Conservancy, and other grant-making entities.

The Downtown Committee works closely with the City of Syracuse, given its role as the representative of Downtown's constituency. It regularly communicates with the Departments of Parks and Recreation, Codes/Permits, Engineering, Law, and Neighborhood Business and Development, as well as the City-County planning agency (SOCPA), the Central New York Regional Planning and Development Board, the Syracuse Metropolitan Planning Organization, and the Small Business Administration.

9) Other. Provide any other information that informs the nomination of this downtown for a DRI award.

- A. Map of Southern Downtown target area
- B. Letters of support
- C. Concept maps and drawings:
 - a. Salina/West Onondaga/Harrison intersection
 - b. Streetscapes
 - c. West Onondaga Gateway

Applications from interested communities must be submitted electronically to the relevant Regional Economic Development Council at the email address in the table below. Proposals for areas within New York City must be sent to the relevant Office of the Borough President, which will select two applications for submission to the NYC Regional Economic Development Council.

- Central New York NYS-CentralNY@esd.ny.gov

Counties: Cayuga, Cortland, Madison, Onondaga, Oswego



CITY OF SYRACUSE | 2019 DRI TARGET AREA

SOUTHERN DOWNTOWN



CITY OF SYRACUSE COMMON COUNCIL

LATOYA ALLEN
Councilor - 4th District

May 30, 2019

James P. Fayle
Regional Director
Empire State Development
620 Erie Boulevard West
Suite 112
Syracuse, NY 13204

Dear Mr. Fayle,

Thank you to the Empire State Development Corporation for its consistent support for growth and economic development programs in Downtown Syracuse. I am well aware that there are many projects in this section of my district that would not have been possible without the assistance of ESD. I write today in support of the City of Syracuse's 2019 application to New York State for the Downtown Revitalization Initiative grant program.

The proposed target area is vitally important to the completion of our downtown transformation and can be greatly enhanced with the assistance of the DRI. The 400 block of South Salina Street, which is the center of the focus area has not yet experienced the physical improvements seen elsewhere. With significant attractions at both ends of this area, this zone is a void in the remaking of downtown; lacking consistency and connections. Yet this area is frequented by people entering from virtually all directions, including a very high number of travelers using public transportation via the Centro hub.

In addition, the southern end of downtown is a vitally important gateway to two transitioning Syracuse neighborhoods that can benefit from positive developments in the core of the city: the Southwest side and the Southside. Both neighborhoods are experiencing their own restorations. The West Onondaga Street and South Avenue corridor are seeing significant new investment. The Southside is benefitting from the Southeast Gateway initiative and the recent Syracuse Surge economic and neighborhood revitalization strategy. The Downtown Revitalization Initiative will enable the City and its partners to improve how the target area shares the benefits occurring in downtown with people living and working in adjacent neighborhoods.

Downtown Syracuse is a proven engine of economic growth and opportunity for our region. We welcome additional support from the Downtown Revitalization Initiative to trigger even greater benefits for the region's economy, arts, culture, and neighborhoods. Thank you and the ESD again for your investments in Downtown Syracuse.

Sincerely,

Latoya Allen

Common Councilor, 4th District



May 30, 2019

James P. Fayle
Regional Director
Empire State Development
620 Erie Boulevard West
Suite 112
Syracuse, NY 13204

Dear Mr. Fayle,

Syracuse Area Landmark Theatre is pleased to provide this letter of support for the City of Syracuse's 2019 application to New York State for the Downtown Revitalization Initiative grant program. The proposed approach leverages recent public and private investments and will fill a critical gap in the resurgence of our center city.

Downtown Syracuse has achieved consistent improvement over a period of nearly three decades. Pockets of investment and progress have expanded, resulting in a transformation that has covered most of downtown. However, downtown's southern gateway, extending from just north of Jefferson Street, south to Adams Street and west of South Clinton Street, has not yet experienced the physical improvements seen elsewhere. With significant attractions at both ends of this area, this zone is a void in the remaking of downtown; lacking consistency and connections.

Multiple projects have jumpstarted a transformation, from the \$76 million Marriott Syracuse Downtown to the \$8 million Investment at the Redhouse at City Center, to the \$20 million new construction project that will offer mixed-income housing and the Salt City Market. In fact, since 2010, just over \$200 million has been invested on Salina Street creating new residences, hospitality and cultural amenities.

With a \$10 million Downtown Revitalization Initiative grant, the City and its partners will have the resources necessary to activate multiple new essential projects while also completing much needed streetscape improvements. The result from this targeted, strategic investment will not only be more inviting public spaces in the specific geographic area, it will facilitate movement between neighborhoods, and create broadly experienced benefits from arts, tourism, education, employment and public safety for Syracuse's residents and visitors. This activation will serve to greatly benefit the Landmark Theatre and the more than 100,000 guests who visit our theatre annually.

In addition, the southern end of downtown is a vitally important gateway to two transitioning Syracuse neighborhoods that can benefit from positive developments in the core of the: the Southwest side and the Southside. Both neighborhoods are experiencing their own restorations. The West Onondaga Street and South Avenue corridor are seeing significant new investment. The Southside is benefitting from the Southeast Gateway

Syracuse Area Landmark Theatre
Executive Director

362 South Salina Street, Syracuse, NY 13202 | (315) 432-4420 | mike@landmarktheatre.org
www.landmarktheatre.org

Initiative and the recent Syracuse Surge economic and neighborhood revitalization initiative. The Downtown Revitalization Initiative will enable the City and its partners to transform the target area into a healthier circulation system of the benefits occurring in downtown to people living and working in adjacent neighborhoods.

Downtown Syracuse is a proven engine of economic growth and opportunity for our region. We welcome additional support from the Downtown Revitalization Initiative to trigger even greater benefits for the region's economy, arts, culture, and neighborhoods.

Sincerely,

A handwritten signature in dark ink, appearing to read "MIKE INTAGLIETTA", with a long horizontal flourish extending to the right.

Mike Intaglietta
Executive Director
Syracuse Area Landmark Theatre

Onondaga County Public * Libraries

Learn * Explore * Create

May 28, 2019

James P. Fayle
Regional Director
Empire State Development
620 Erie Boulevard West
Suite 112
Syracuse, NY 13204

Dear Mr. Fayle,

The Onondaga County Public Library is pleased to provide this letter of support for the City of Syracuse's 2019 application to New York State for the Downtown Revitalization Initiative grant program. The proposed approach leverages recent public and private investments and will fill a critical gap in the resurgence of our center city.

Downtown Syracuse has achieved consistent improvement over a period of nearly three decades. Pockets of investment and progress have expanded, resulting in a transformation that has covered most of downtown. However, downtown's southern gateway, extending from just north of Jefferson Street, south to Adams Street and west of South Clinton Street, an area that includes the county's Central Library and System headquarters, has not yet experienced the physical improvements seen elsewhere. With significant attractions at both ends of this area, this zone is a void in the remaking of downtown; lacking consistency and connections.

Multiple projects have jumpstarted a transformation, from the \$76 million Marriott Syracuse Downtown to the \$8 million investment at the Redhouse at City Center, to the \$20 million new construction project that will offer mixed-income housing and the Salt City Market. In fact, since 2010, just over \$200 million has been invested on Salina Street creating new residences, hospitality and cultural amenities.

With a \$10 million Downtown Revitalization Initiative grant, the City and its partners will have the resources necessary to activate multiple new essential projects while also completing much needed streetscape improvements. The result from this targeted, strategic investment will not only be more inviting public spaces in the specific geographic area, it will facilitate movement between neighborhoods, and create broadly experienced benefits from the arts, tourism, education, employment and public safety for Syracuse's residents and visitors.

In addition, the southern end of downtown is a vitally important gateway to two transitioning Syracuse neighborhoods that can benefit from positive developments in the core of the Southwest side and the Southside. Both neighborhoods are experiencing their own restorations. The West Onondaga Street and South Avenue corridor are seeing significant new investment. The Southside is benefitting from the Southeast Gateway initiative and the recent Syracuse Surge economic and neighborhood revitalization initiative. The Downtown Revitalization Initiative will enable the City and its partners to transform the target area into a healthier circulation system of the benefits occurring in downtown to people living and working in adjacent neighborhoods.

Downtown Syracuse is a proven engine of economic growth and opportunity for our region. We welcome additional support from the Downtown Revitalization Initiative to trigger even greater benefits for the region's economy, arts, culture, and neighborhoods.

Sincerely,



Janet F. Park
Executive Director

Central Library located at 447 South Salina Street, Syracuse, NY 13202-2494
Phone 315-435-1900 Fax 315-435-8533 www.onlib.org Janet Park, Executive Director

Beauchamp Branch * Betts Branch * Hazard Branch * Mundy Branch
Paine Branch * Petit Branch * Soule Branch * White Branch



rescue mission

Sharing Hope Since 1887

155 Gifford Street
Syracuse, New York 13202

P: 315-472-6251

F: 315-476-3615

RescueMissionAlliance.org

May 29, 2019

James P. Fayle
Regional Director
Empire State Development
620 Erie Boulevard West
Suite 112
Syracuse, NY 13204

Dear Mr. Fayle,

The Rescue Mission Alliance is pleased to provide this letter of support for the City of Syracuse's 2019 application to New York State for the Downtown Revitalization Initiative grant program. The proposed approach leverages recent public and private investments and will fill a critical gap in the resurgence of our center city.

Downtown Syracuse has achieved consistent improvement over a period of nearly three decades. Pockets of investment and progress have expanded, resulting in a transformation that has covered most of downtown. However, downtown's southern gateway, extending from just north of Jefferson Street, south to Adams Street and west of South Clinton Street, has not yet experienced the physical improvements seen elsewhere. With significant attractions at both ends of this area, this zone is a void in the remaking of downtown; lacking consistency and connections.

Multiple projects have jumpstarted a transformation, from the \$76 million Marriott Syracuse Downtown to the \$8 million investment at the Redhouse at City Center, to the \$20 million new construction project that will offer mixed-income housing and the Salt City Market. In fact, since 2010, just over \$200 million has been invested on Salina Street creating new residences, hospitality and cultural amenities.

With a \$10 million Downtown Revitalization Initiative grant, the City and its partners will have the resources necessary to activate multiple new essential projects while also completing much needed streetscape improvements. The result from this targeted, strategic investment will not only be more inviting public spaces in the specific geographic area, it will facilitate movement between neighborhoods, and create broadly experienced benefits from arts, tourism, education, employment and public safety for Syracuse's residents and visitors.

In addition, the southern end of downtown is a vitally important gateway to two transitioning Syracuse neighborhoods that can benefit from positive developments in the core of the: the Southwest side and the Southside. Both neighborhoods are experiencing their own restorations. The West Onondaga Street and South Avenue corridor are seeing significant new investment. The Southside is benefitting from the Southeast Gateway initiative and the recent Syracuse Surge economic and neighborhood revitalization initiative. The Downtown Revitalization Initiative will enable the City and its partners to transform the target area into a healthier circulation system of the benefits occurring in downtown to people living and working in adjacent neighborhoods.

Downtown Syracuse is a proven engine of economic growth and opportunity for our region. We welcome additional support from the Downtown Revitalization Initiative to trigger even greater benefits for the region's economy, arts, culture, and neighborhoods.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Dan Sieburg', with a large, stylized flourish extending from the end of the signature.

Dan Sieburg
Chief Executive Officer

May 24, 2019

James P. Fayle
Regional Director
Empire State Development
620 Erie Boulevard West
Suite 112
Syracuse, NY 13204

Dear Mr. Fayle,

Upstate Medical University is pleased to support the City of Syracuse's 2019 application to New York State for the Downtown Revitalization Initiative grant program. The proposed approach leverages recent public and private investments and will fill a critical gap in the resurgence of our city.

Downtown Syracuse has achieved consistent improvement over a period of nearly three decades. Pockets of investment and progress have expanded, resulting in a transformation that has covered most of downtown. However, the downtown's southern gateway area – adjacent to Upstate Medical University's campus to the west – has not yet experienced the physical improvements seen elsewhere. With significant attractions at both ends of this area, this zone has challenged the remaking of downtown; lacking consistency and connections.

Multiple projects have jumpstarted a transformation, from the \$76 million Marriott Syracuse Downtown to the \$8 million investment at the Redhouse at City Center, to the \$20 million new construction project that will offer mixed-income housing and the Salt City Market. In fact, since 2010, just over \$200 million has been invested on Salina Street creating new residences, hospitality and cultural amenities.

With a \$10 million Downtown Revitalization Initiative grant, the City and its partners will have the resources necessary to activate multiple new essential projects while also completing much-needed streetscape improvements. The result from this targeted, strategic investment not only will be more inviting public spaces in the southern gateways area, but also facilitated movement between neighborhoods, and broadly-experienced benefits from the arts, tourism, education, employment and public safety for Syracuse's residents and visitors.

In addition, the southern end of downtown is a vitally important gateway to two transitioning Syracuse neighborhoods that can benefit from positive developments in the core of the city: the Southwest side and the Southside. Both neighborhoods are experiencing their own restorations. The West Onondaga Street and South Avenue corridor are seeing significant new investment. The Southside is benefitting from the Southeast Gateway initiative and the recent Syracuse Surge economic and neighborhood revitalization initiative.

The Downtown Revitalization Initiative will enable the City and its partners to transform the target area into a healthier circulation system of the benefits occurring in downtown to people living and working in adjacent neighborhoods.

Downtown Syracuse is a proven engine of economic growth and opportunity for our entire region. As the region's largest employer and only academic medical center, we welcome additional support from the Downtown Revitalization Initiative to trigger even greater benefits for the region's economy, arts, culture, and neighborhoods.

Sincerely,

A handwritten signature in dark ink, reading "Mantosh Dewan". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Mantosh Dewan, MD
Interim President
SUNY Distinguished Service Professor



Connecting Arts, Culture, and Community

May 24, 2019

Stephen Butler
Executive Director

Mr. James P. Fayle
Regional Director
Empire State Development
620 Erie Boulevard West, Suite 112
Syracuse, NY 13204

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Arts Education
Collaborative Marketing
Community Grants
Community Programs
Convenings
Economic Development
ENGAGE Cultural Planning
Technical Assistance
Workforce Training

Contact Us

CNY Arts, Inc.
421 Montgomery Street
11th Floor
Syracuse, New York 13202

O: 315-435-2155
F: 315-435-2160
info@cnyarts.org
cnyarts.org

Dear Mr. Fayle,

As the regional arts council, CNY Arts, Inc. wholeheartedly supports the City of Syracuse's 2019 application to New York State for the Downtown Revitalization Initiative grant program. The proposed approach leverages recent public and private investments and will fill a critical gap in the resurgence of our center city while supporting and growing the arts, culture, and heritage assets that make Syracuse a vibrant place to live, work, play, and visit.

Downtown Syracuse has achieved consistent improvement over a period of nearly three decades. Pockets of investment and progress have expanded, resulting in a transformation that has covered most of downtown. However, downtown's southern gateway, extending from just north of Jefferson Street, south to Adams Street and west of South Clinton Street, has not yet experienced the physical improvements seen elsewhere. With significant attractions at both ends of this area, this zone is a void in the remaking of downtown; lacking consistency and connections.

Multiple projects have jumpstarted a transformation, from the \$76 million Marriott Syracuse Downtown to the \$8 million investment at the Redhouse at City Center, to the \$20 million new construction project that will offer mixed-income housing and the Salt City Market. In fact, since 2010, just over \$200 million has been invested on Salina Street creating new residences, hospitality and cultural amenities.

With a \$10 million Downtown Revitalization Initiative grant, the City and its partners will have the resources necessary to activate multiple new essential projects while also completing much needed streetscape improvements. The result from this targeted, strategic investment will not only be more inviting public spaces in the specific geographic area, it will facilitate movement between neighborhoods, and create broadly experienced benefits the from arts, tourism, education, employment and public safety for Syracuse's residents and visitors.

In addition, the southern end of downtown is a vitally important gateway to two transitioning Syracuse neighborhoods that can benefit from positive developments in the core of the: the Southwest side and the Southside. Both neighborhoods are experiencing their own restorations. The West Onondaga Street and South Avenue corridor are seeing significant new investment. The Southside is benefitting from the Southeast Gateway initiative and the recent Syracuse Surge economic and neighborhood revitalization initiative. The Downtown Revitalization Initiative will enable the City and its partners to transform the target area into a healthier circulation system of the benefits occurring in downtown to people living and working in adjacent neighborhoods.

Downtown Syracuse is a proven engine of economic growth and opportunity for our region. We welcome additional support from the Downtown Revitalization Initiative to trigger even greater benefits for the region's economy, arts, culture, and neighborhoods.

As the regional arts council, we whole

Sincerely,

Stephen Butler
Executive Director



City Center

400 South Salina Street

Syracuse, New York

May 24, 2019

James P. Fayle
Regional Director
Empire State Development
620 Erie Boulevard West
Suite 112
Syracuse, NY 13204

Dear Mr. Fayle,

City Center is pleased to provide this letter of support for the City of Syracuse's 2019 application to New York State for the Downtown Revitalization Initiative grant program. The proposed approach leverages recent public and private investments and will fill a critical gap in the resurgence of our center city.

Downtown Syracuse has achieved consistent improvement over a period of nearly three decades. Pockets of investment and progress have expanded, resulting in a transformation that has covered most of downtown. However, downtown's southern gateway, extending from just north of Jefferson Street, south to Adams Street and west of South Clinton Street, has not yet experienced the physical improvements seen elsewhere. With significant attractions at both ends of this area, this zone is a void in the remaking of downtown; lacking consistency and connections.

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With a \$10 million Downtown Revitalization Initiative grant, the City and its partners will have the resources necessary to activate multiple new essential projects while also completing much needed streetscape improvements. The result from this targeted, strategic investment will not only be more inviting public spaces in the specific geographic area, it will facilitate movement between neighborhoods, and create broadly experienced benefits from arts, tourism, education, employment and public safety for Syracuse's residents and visitors.

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Downtown Syracuse is a proven engine of economic growth and opportunity for our region. We welcome additional support from the Downtown Revitalization Initiative to trigger even greater benefits for the region's economy, arts, culture, and neighborhoods.

Sincerely,

A handwritten signature in blue ink, appearing to read "Gary Thurston", with a stylized flourish above the name.

Gary Thurston, FAIC



May 24, 2019

James P. Fayle
Regional Director
Empire State Development
620 Erie Boulevard West
Suite 112
Syracuse, NY 13204

Dear Mr. Fayle,

Marriott Syracuse Downtown is pleased to provide this letter of support for the City of Syracuse's 2019 application to New York State for the Downtown Revitalization Initiative grant program. The proposed approach leverages recent public and private investments and will fill a critical gap in the resurgence of our center city.

Downtown Syracuse has achieved consistent improvement over a period of nearly three decades. Pockets of investment and progress have expanded, resulting in a transformation that has covered most of downtown. However, downtown's southern gateway, extending from just north of Jefferson Street, south to Adams Street and west of South Clinton Street, has not yet experienced the physical improvements seen elsewhere. With significant attractions at both ends of this area, this zone is a void in the remaking of downtown; lacking consistency and connections.

Multiple projects have jumpstarted a transformation, from the \$76 million Marriott Syracuse Downtown to the \$8 million investment at the Redhouse at City Center, to the \$20 million new construction project that will offer mixed-income housing and the Salt City Market. In fact, since 2010, just over \$200 million has been invested on Salina Street creating new residences, hospitality and cultural amenities.

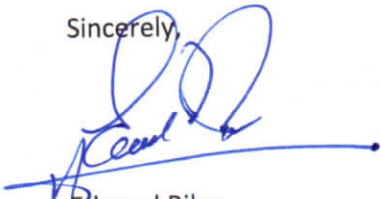
With a \$10 million Downtown Revitalization Initiative grant, the City and its partners will have the resources necessary to activate multiple new essential projects while also completing much needed streetscape improvements. The result from this targeted, strategic investment will not only be more inviting public spaces in the specific geographic area, it will facilitate movement between neighborhoods, and create broadly experienced benefits from arts, tourism, education, employment and public safety for Syracuse's residents and visitors.

May 24, 2009
Mr. James P Fayle
Empire State Development
Page Two

In addition, the southern end of downtown is a vitally important gateway to two transitioning Syracuse neighborhoods that can benefit from positive developments in the core of the: the Southwest side and the Southside. Both neighborhoods are experiencing their own restorations. The West Onondaga Street and South Avenue corridor are seeing significant new investment. The Southside is benefitting from the Southeast Gateway initiative and the recent Syracuse Surge economic and neighborhood revitalization initiative. The Downtown Revitalization Initiative will enable the City and its partners to transform the target area into a healthier circulation system of the benefits occurring in downtown to people living and working in adjacent neighborhoods.

Downtown Syracuse is a proven engine of economic growth and opportunity for our region. We welcome additional support from the Downtown Revitalization Initiative to trigger even greater benefits for the region's economy, arts, culture, and neighborhoods.

Sincerely,

A handwritten signature in blue ink, appearing to read "Edward Riley", with a long horizontal line extending to the right.

Edward Riley
Managing Member
Hotel Syracuse Restoration

ER/ja

DEY'S PLAZA, LLC

May 24, 2019

James P. Fayle
Regional Director
Empire State Development
620 Erie Boulevard West
Suite 112
Syracuse, NY 13204

Dear Mr. Fayle,

Dey's Plaza is pleased to provide this letter of support for the City of Syracuse's 2019 application to New York State for the Downtown Revitalization Initiative grant program. The proposed approach leverages recent public and private investments and will fill a critical gap in the resurgence of our center city.

Downtown Syracuse has achieved consistent improvement over a period of nearly three decades. Pockets of investment and progress have expanded, resulting in a transformation that has covered most of downtown. However, downtown's southern gateway, extending from just north of Jefferson Street, south to Adams Street and west of South Clinton Street, has not yet experienced the physical improvements seen elsewhere. With significant attractions at both ends of this area, this zone is a void in the remaking of downtown; lacking consistency and connections.

Multiple projects have jumpstarted a transformation, from the \$76 million Marriott Syracuse Downtown to the \$8 million investment at the Redhouse at City Center, to the \$20 million new construction project that will offer mixed-income housing and the Salt City Market. In fact, since 2010, just over \$200 million has been invested on Salina Street creating new residences, hospitality and cultural amenities.

With a \$10 million Downtown Revitalization Initiative grant, the City and its partners will have the resources necessary to activate multiple new essential projects while also completing much needed streetscape improvements. The result from this targeted, strategic investment will not only be more inviting public spaces in the specific geographic area, it will facilitate movement between neighborhoods, and create broadly experienced benefits from arts, tourism, education, employment and public safety for Syracuse's residents and visitors.

In addition, the southern end of downtown is a vitally important gateway to two transitioning Syracuse neighborhoods that can benefit from positive developments in the core of the: the Southwest side and the Southside. Both neighborhoods are experiencing their own restorations. The West Onondaga Street and South Avenue corridor are seeing significant new investment. The Southside is benefitting from the Southeast Gateway Initiative and the recent Syracuse Surge economic and neighborhood revitalization initiative. The Downtown Revitalization Initiative will enable the City and its partners to transform the target area into a healthier circulation system of the benefits occurring in downtown to people living and working in adjacent neighborhoods.

Downtown Syracuse is a proven engine of economic growth and opportunity for our region. We welcome additional support from the Downtown Revitalization Initiative to trigger even greater benefits for the region's economy, arts, culture, and neighborhoods.

Sincerely,

A handwritten signature in blue ink, appearing to read "Robert Doucette", written over a horizontal line.

Robert Doucette, Member

A handwritten signature in blue ink, appearing to read "Richard DeVito", written over a horizontal line.

Richard DeVito, Member

SALINA STREET PARTNERS, LLC

450 South Salina Street • Suite 500 • Syracuse, New York 13202 • Telephone (315) 472-7806

May 30, 2019

James P. Fayle
Regional Director
Empire State Development
620 Erie Boulevard West
Suite 112
Syracuse, NY 13204

Dear Mr. Fayle:

The South Salina Street Partnership, QPK Design, LLP and John P. Stopen Engineering, LLP are pleased to provide this letter of support for the City of Syracuse's 2019 application to New York State for the Downtown Revitalization Initiative grant program. The proposed approach leverages recent public and private investments and will fill a critical gap in the resurgence of our center city.

Downtown Syracuse has achieved consistent improvement over a period of nearly three decades. Pockets of investment and progress have expanded, resulting in a transformation that has covered most of downtown. However, downtown's southern gateway, extending from just north of Jefferson Street, south to Adams Street and west of South Clinton Street, has not yet experienced the physical improvements seen elsewhere. With significant attractions at both ends of this area, this zone is a void in the remaking of downtown; lacking consistency and connections.

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With a \$10 million Downtown Revitalization Initiative grant, the City and its partners will have the resources necessary to activate multiple new essential projects while also completing much needed streetscape improvements. The result from this targeted, strategic investment will not only be more inviting public spaces in the specific geographic area, it will facilitate movement between neighborhoods, and create broadly experienced benefits from the arts, tourism, education, employment and public safety for Syracuse's residents and visitors.

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Downtown Syracuse is a proven engine of economic growth and opportunity for our region. We welcome additional support from the Downtown Revitalization Initiative to trigger even greater benefits for the region's economy, arts, culture, and neighborhoods.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Vincent Nicotra', with a stylized flourish at the end.

Vincent Nicotra, R.A.

Representing:

The South Salina Street Partnership, QPK Design, LLP and John P. Stopen Engineering, LLP

May 24, 2019

James P. Fayle
Regional Director
Empire State Development
620 Erie Boulevard West
Suite 112
Syracuse, NY 13204

Dear Mr. Fayle,

The Chimes is pleased to provide this letter of support for the City of Syracuse's 2019 application to New York State for the Downtown Revitalization Initiative grant program. The proposed approach leverages recent public and private investments and will fill a critical gap in the resurgence of our center city.

Downtown Syracuse has achieved consistent improvement over a period of nearly three decades. Pockets of investment and progress have expanded, resulting in a transformation that has covered most of downtown. However, downtown's southern gateway, extending from just north of Jefferson Street, south to Adams Street and west of South Clinton Street, has not yet experienced the physical improvements seen elsewhere. With significant attractions at both ends of this area, this zone is a void in the remaking of downtown; lacking consistency and connections.


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Downtown Syracuse is a proven engine of economic growth and opportunity for our region. We welcome additional support from the Downtown Revitalization Initiative to trigger even greater benefits for the region's economy, arts, culture, and neighborhoods.

Sincerely,



ABRAHAM EIRIKSON
500 South Salina
The Chimes Building



CITY OF SYRACUSE COMMON COUNCIL

KHALID BEY
Councilor-at-Large
President Pro-Tempore

May 30, 2019

James P. Fayle
Regional Director
Empire State Development
620 Erie Boulevard West
Suite 112
Syracuse, NY 13204

Dear Mr. Fayle,

I write in support of the City of Syracuse's 2019 application to New York State for the Downtown Revitalization Initiative grant program. As Councilor-at-Large, I highly value the strategic importance of our downtown area for the entire city. In particular, I believe the southern section of downtown on which the application focuses is critically important to further increasing the impact of our central city on the community-at-large.

Downtown's southern gateway, extending from just north of Jefferson Street, south to Adams Street and west of South Clinton Street, welcomes arrivals to downtown not just from the south, but also those arrive from Interstate 81 and the east via Harrison Street and the southwest and west via West Onondaga Street. As I know firsthand, it also serves a very high number of pedestrians from all of these directions. As essential as this area is, it lacks consistency and connections and is in need to investment and improvement.

With a \$10 million Downtown Revitalization Initiative grant, the City and its partners will have the resources necessary to activate multiple new essential projects while also completing much needed streetscape improvements. The result from this targeted, strategic investment will not only be more inviting public spaces in the specific geographic area, it will facilitate movement between neighborhoods, and create broadly experienced benefits the from arts, tourism, education, employment and public safety for Syracuse's residents and visitors.

Downtown Syracuse is a proven engine of economic growth and opportunity for our region. We welcome additional support from the Downtown Revitalization Initiative to trigger even greater benefits for the region's economy, arts, culture, and neighborhoods. Thank you for your consideration of the City's application.

Sincerely,


Khalid Bey
Councilor-at-Large



May 28, 2019

James P. Fayle
Regional Director
Empire State Development
620 Erie Boulevard West
Suite 112
Syracuse, NY 13204

Dear Mr. Fayle,

Lahinch Group would like to offer this letter of support for the City of Syracuse's 2019 application to New York State for the Downtown Revitalization Initiative grant program. This proposal leverages public and private investment that has been committed to much needed development in areas within our center city.

This target area consists of City streetscape that has yet to see the resurgence that other parts of Downtown Syracuse have experienced. Such projects that have fueled capital investment in the area include: Marriott Syracuse Downtown and the Redhouse at City Center, and most recently announced is the \$20 million project that will offer mixed-income housing and the Salt City Market.

With a \$10 million Downtown Revitalization Initiative grant, the City and its partners will have the resources necessary to launch multiple new projects while also completing much needed streetscape improvements.

Downtown Syracuse has come a long way in recent years. While there is still plenty of work left to do, the support from the Downtown Revitalization Initiative will help others like Lahinch Group continue to reinvest in our neighborhoods and communities, and preserve this City for generations to come.

Best regards,

Joseph Gehm

WHITLOCK PARTNERS, LTD.
476-80 SOUTH SALINA STREET
SYRACUSE, NEW YORK 13202

May 30, 2019

James P. Fayle
Regional Director
Empire State Development
620 Erie Boulevard West
Suite 112
Syracuse, NY 13204

Dear Mr. Fayle,

Whitlock Partners, Ltd. is very pleased to present this letter of support for the City of Syracuse's 2019 application to New York State for the Downtown Revitalization initiative grant program. We have previously communicated with You as the developers of the former Goldberg's Furniture store located at 476 South Salina Street, Syracuse, NY, which is currently under renovation. Comparable to that project, the City's proposed approach leverages both public and private investment to fill the critical gaps in the resurgence of our City.

Specifically, the area being targeted for this grant is considered the southern gateway to Downtown Syracuse. From just north of Jefferson Street, south to Adams Street, and west of South Clinton Street: This part of Downtown has been left behind in the revitalization of our City. It is remarkable how you can walk one block south of Armory Square and feel like you are in a different struggling city, but one block north we are close to being back in the glory years of Downtown Syracuse.

Significant private investment has been made or is underway in this area: \$76 million Marriott Syracuse Downtown, \$8 million Redhouse at City Center, \$20 million Salt City Market, and our \$3 million project at 476 S. Salina St. that brings life to a building that has been vacant for 20 years. Since 2010, over \$200 million has been invested on Salina Street for mixed-use, hospitality, and cultural amenities.

With this grant, the City and its partners will have the resources required to engage in multiple new projects and complete streetscape improvements. Whitlock Partners, Ltd. is doing our part to improve this area but it is going to take more than us. The City's plan is strategic and targets investment where it is needed most. We have strong concerns about the current conditions surrounding our building with our project coming online this summer. This grant is needed to fill in the investment gaps that can not and will not be done on their own.

This targeted investment will create a true southern gateway to our Downtown core. Many aspects of this specific area will be positively affected such as public safety, employment, arts, tourism, and education.

We appreciate your time in reading and considering this letter of support. We greatly appreciate all of your efforts and your part in making this revitalization of Downtown Syracuse possible. Thank You.

Regards,



Ryan Goodfellow
Whitlock Partners, Ltd.
315.727.2092

whitlockpartners@gmail.com

City Gate District

West Onondaga Street Alliance

658 W. Onondaga Street

Syracuse, New York 13204

315.649.2499

buckyone@icloud.com

May 24, 2019

James P. Fayle
Regional Director
Empire State Development
620 Erie Boulevard West
Suite 112
Syracuse, NY 13204

Dear Mr. Fayle,

West Onondaga Street Alliance (WOSA) is pleased to provide this letter of support for the City of Syracuse's 2019 application to New York State for the Downtown Revitalization Initiative grant program. The proposed approach leverages recent public and private investments and will fill a critical gap in the resurgence of our center city.

Downtown Syracuse has achieved consistent improvement over a period of nearly three decades. Pockets of investment and progress have expanded, resulting in a transformation that has covered most of downtown. However, downtown's southern gateway, extending from just north of Jefferson Street, south to Adams Street and west of South Clinton Street, has not yet experienced the physical improvements seen elsewhere. With significant attractions at both ends of this area, this zone is a void in the remaking of downtown; lacking consistency and connections.

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With a \$10 million Downtown Revitalization Initiative grant, the City and its partners will have the resources necessary to activate multiple new essential projects while also completing much needed streetscape improvements. The result from this targeted, strategic investment will not only be more inviting public spaces in the specific geographic area, it will facilitate movement between neighborhoods, and create broadly experienced benefits from arts, tourism, education, employment and public safety for Syracuse's residents and visitors.

In addition, the southern end of downtown is a vitally important gateway to two transitioning Syracuse neighborhoods that can benefit from positive developments in the core of the: the Southwest side and the Southside. Both neighborhoods are experiencing their own restorations.

The West Onondaga Street and South Avenue corridor are seeing significant new investment. The Southside is benefitting from the Southeast Gateway initiative and the recent Syracuse Surge economic and neighborhood revitalization initiative. The Downtown Revitalization Initiative will enable the City and its partners to transform the target area into a healthier circulation system of the benefits occurring in downtown to people living and working in adjacent neighborhoods.

Downtown Syracuse is a proven engine of economic growth and opportunity for our region. We welcome additional support from the Downtown Revitalization Initiative to trigger even greater benefits for the region's economy, arts, culture, and neighborhoods.

Sincerely,
Robert R. Bucklin
President
West Onondaga Street Alliance

Cc: Jamie McKinney, Esq., WOSA Secretary





**CENTERSTATE
CORPORATION FOR
ECONOMIC OPPORTUNITY**

May 28, 2019

James P. Fayle
Regional Director
Empire State Development
620 Erie Boulevard West
Suite 112
Syracuse, NY 13204

Dear Mr. Fayle:

CenterState CEO is pleased to provide this letter of support for the City of Syracuse's 2019 application to New York State for the Downtown Revitalization Initiative grant program. The proposed approach leverages recent public and private investments and will fill a critical gap in the resurgence of our center city.

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Downtown Syracuse is a proven engine of economic growth and opportunity for our region. We welcome additional support from the Downtown Revitalization Initiative to trigger even greater benefits for the region's economy, arts, culture, and neighborhoods.

Sincerely,

A handwritten signature in black ink, appearing to read 'R. Simpson', with a stylized flourish at the end.

Robert M. Simpson
President & CEO



PAMELA J. HUNTER
Assemblywoman 128th District
Onondaga County

THE ASSEMBLY
STATE OF NEW YORK
ALBANY

CHAIR
Subcommittee on Women Veterans

COMMITTEES
Energy
Insurance
Social Services
Transportation
Veterans' Affairs

May 29, 2019

Mr. James P. Fayle
Regional Director
Empire State Development
620 Erie Boulevard West
Suite 112
Syracuse, NY 13204

Dear Mr. Fayle,

I am writing in support of the City of Syracuse's 2019 application to New York State for the Downtown Revitalization Initiative grant program. The proposed approach leverages recent public and private investments and will fill a critical gap in the resurgence of our center city.

Downtown Syracuse has achieved consistent improvement over a period of nearly three decades. Pockets of investment and progress have expanded, resulting in a transformation that has covered most of downtown. However, downtown's southern gateway, extending from just north of Jefferson Street, south to Adams Street and west of South Clinton Street, has not yet experienced the physical improvements seen elsewhere. With significant attractions at both ends of this area, this zone is a void in the remaking of downtown; lacking consistency and connections.

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Downtown Syracuse is a proven engine of economic growth and opportunity for our region. We welcome additional support from the Downtown Revitalization Initiative to trigger even greater benefits for the region's economy, arts, culture, and neighborhoods.

Warm Regards,

Pamela J. Hunter
Member of Assembly, 128th District

**RANKING MINORITY MEMBER
BANKS
BUDGET AND REVENUE**

**COMMITTEES
FINANCE
HEALTH
INTERNET AND TECHNOLOGY**

**THE SENATE
STATE OF NEW YORK**



**SENATOR ROBERT E. ANTONACCI
50TH DISTRICT**

**ALBANY OFFICE
506 LEGISLATIVE OFFICE BUILDING
ALBANY, NEW YORK 12247
PHONE 518-455-3511**

**DISTRICT OFFICE
STATE OFFICE BUILDING – ROOM 800
333 EAST WASHINGTON STREET
SYRACUSE, NEW YORK 13202
PHONE 315-428-7632**

**E-MAIL: antonacci@nysenate.gov
WEBSITE: antonacci.nysenate.gov**

May 29, 2019

James P. Fayle
Regional Director
Empire State Development
620 Erie Boulevard West
Suite 112
Syracuse, NY 13204

Dear Mr. Fayle,

I am pleased to provide this letter of support for the City of Syracuse's 2019 application to New York State for the Downtown Revitalization Initiative grant program. The proposed approach leverages recent public and private investments and will fill a critical gap in the resurgence of our center city.

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Downtown Syracuse is a proven engine of economic growth and opportunity for our region. We welcome additional support from the Downtown Revitalization Initiative to trigger even greater benefits for the region's economy, arts, culture, and neighborhoods.

Sincerely,

A handwritten signature in blue ink, reading "Robert E. Antonacci". The signature is fluid and cursive, with a horizontal line extending from the end of the name.

Chair
Aging
Legislative Commission on Rural
Resources
Committees
Agriculture
Cultural Affairs, Tourism, Parks
and Recreation
Elections
Environmental Conservation
Higher Education

THE SENATE
STATE OF NEW YORK



RACHEL MAY
SENATOR, 53RD DISTRICT

Albany Office:
Legislative Office Building
Room 803
Albany, New York 12247
(518) 455-2838

District Office:
State Office Building
Room 805
333 East Washington St.
Syracuse, New York 13202
(315) 478-8745
may@nysenate.gov

May 28, 2019

James P. Fayle
Regional Director
Empire State Development
620 Erie Boulevard West
Suite 112
Syracuse, NY 13204

Dear Mr. Fayle,

As senator for New York's 53rd district, which encompasses much of the City of Syracuse, I am pleased to support the city's application for a 2019 Downtown Revitalization Initiative grant. The proposed approach leverages recent public and private investments and will fill a critical gap in the resurgence of our center city.

Downtown Syracuse has achieved consistent improvement over a period of nearly three decades. Pockets of investment and progress have expanded, resulting in a transformation that has covered most of downtown. However, downtown's southern gateway, extending from just north of Jefferson Street, south to Adams Street and west of South Clinton Street, has not yet experienced the physical improvements seen elsewhere. With significant attractions at both ends of this area, this zone creates something of a void in the city's downtown transformation efforts, lacking connections and consistency.

Multiple projects have jumpstarted a transformation, including the \$76 million Marriott Syracuse Downtown, the \$8 million investment at the Redhouse at City Center, the \$20 million new construction project that will offer mixed-income housing and the Salt City Market. In fact, since 2010, more than \$200 million has been invested on Salina Street to create new residences as well as hospitality and cultural amenities.

With a \$10 million Downtown Revitalization Initiative grant, the city and its partners will have the resources necessary to advance multiple new essential projects while also completing much needed streetscape improvements. This targeted, strategic investment will not only create more inviting public spaces in the specific geographic area; it also will facilitate movement between neighborhoods and

generate important benefits relating to the arts, tourism, education, employment and public safety for Syracuse's residents and visitors.

In addition, the southern end of downtown is a vitally important gateway to two transitioning Syracuse neighborhoods—the Southwest side and the Southside—that are experiencing their own restorations. The West Onondaga Street and South Avenue corridor is seeing significant new investment. The Southside is benefitting from the Southeast Gateway initiative and the recent Syracuse Surge economic and neighborhood revitalization initiative. The Downtown Revitalization Initiative will help further circulate and extend the benefits occurring in downtown to people living and working in adjacent neighborhoods.

Downtown Syracuse is a proven engine of economic growth and opportunity for our region. The additional support from a Downtown Revitalization Initiative grant would trigger even greater benefits for the region's economy, arts, culture and neighborhoods. I urge you to give this application serious consideration.

Sincerely,

A handwritten signature in cursive script that reads "Rachel May". The ink is dark and the signature is fluid, with a long, sweeping underline for the name "May".

Senator Rachel May
53rd Senate District, NY



SYRACUSE CITY SCHOOL DISTRICT

Jaime Alicea, Superintendent of Schools

Office of the Superintendent

May 28, 2019

James P. Fayle
Regional Director
Empire State Development
620 Erie Boulevard West
Suite 112
Syracuse, NY 13204

Dear Mr. Fayle,

The Syracuse City School District is pleased to provide this letter of support for the City of Syracuse's 2019 application to New York State for the Downtown Revitalization Initiative grant program. The proposed approach leverages recent public and private investments and will fill a critical gap in the resurgence of our center city.

Downtown Syracuse has achieved consistent improvement over a period of nearly three decades. Pockets of investment and progress have expanded, resulting in a transformation that has covered most of downtown. However, downtown's southern gateway, extending from just north of Jefferson Street, south to Adams Street and west of South Clinton Street, has not yet experienced the physical improvements seen elsewhere. With significant attractions at both ends of this area, this zone is a void in the remaking of downtown; lacking consistency and connections.

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target area into a healthier circulation system of the benefits occurring in downtown to people living and working in adjacent neighborhoods.

Downtown Syracuse is a proven engine of economic growth and opportunity for our region. We welcome additional support from the Downtown Revitalization Initiative to trigger even greater benefits for the region's economy, arts, culture, and neighborhoods.

Sincerely,

A handwritten signature in blue ink that reads "Jaime Alicea". The signature is fluid and cursive, with the first name "Jaime" and last name "Alicea" clearly distinguishable.

Jaime Alicea
Superintendent of Schools



Tony Fiorito, Chair
Merike L. Treier, Executive Director

May 24, 2019

James P. Fayle
Regional Director
Empire State Development
620 Erie Boulevard West
Suite 112
Syracuse, NY 13204

Dear Mr. Fayle,

The Downtown Committee of Syracuse is pleased to provide this letter of support for the City of Syracuse's 2019 application to New York State for the Downtown Revitalization Initiative grant program. The proposed approach leverages recent public and private investments and will fill a critical gap in the resurgence of our center city.

Downtown Syracuse has achieved consistent improvement over a period of nearly three decades. Pockets of investment and progress have expanded, resulting in a transformation that has covered most of downtown. However, downtown's southern gateway, extending from just north of Jefferson Street, south to Adams Street and west of South Clinton Street, has not yet experienced the physical improvements seen elsewhere. With significant attractions at both ends of this area, this zone is a void in the remaking of downtown; lacking consistency and connections.

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Downtown Syracuse is a proven engine of economic growth and opportunity for our region. We welcome additional support from the Downtown Revitalization Initiative to trigger even greater benefits for the region's economy, arts, culture, and neighborhoods.

Sincerely,

A handwritten signature in blue ink, appearing to read "Merike Treier".

Merike Treier
Executive Director



Central New York
Regional Transportation Authority

Authority Members
Brian M. Schultz, Chairman
Nicholas F. Laino, Vice Chairman
Darlene DeRosa Lattimore, Secretary
Robert F. Cuculich, Treasurer
Tina M. Fitzgerald
Joseph A. Hardick
Donna Reese
John M. Riley, Jr. *Non-voting Member
Louella Williams

Richard G. Lee, Chief Executive Officer

May 24, 2019

James P. Fayle
Regional Director
Empire State Development
620 Erie Boulevard West
Suite 112
Syracuse, NY 13204

Dear Mr. Fayle,

The Central New York Regional Transportation Authority (Centro) is pleased to provide this letter of support for the City of Syracuse's 2019 application to New York State for the Downtown Revitalization Initiative grant program. The proposed approach leverages recent public and private investments and will fill a critical gap in the resurgence of our center city.

Downtown Syracuse has achieved consistent improvement over a period of nearly three decades. Pockets of investment and progress have expanded, resulting in a transformation that has covered most of downtown. Several years ago, the construction of the Centro Downtown Transit Hub turned a vacant parcel of land into a modern, clean, secure center of public activity. However, downtown's southern gateway, extending from just north of Jefferson Street, south to Adams Street and west of South Clinton Street, has not yet experienced the physical improvements seen elsewhere. With significant attractions at both ends of this area, this zone is a void in the remaking of downtown; lacking consistency and connections.

Multiple projects have jumpstarted a transformation, from the \$76 million Marriott Syracuse Downtown to the \$8 million investment at the Redhouse at City Center, to the \$20 million new construction project that will offer mixed-income housing and the Salt City Market. In fact, since 2010, just over \$200 million has been invested on Salina Street creating new residences, hospitality and cultural amenities.

With a \$10 million Downtown Revitalization Initiative grant, the City and its partners will have the resources necessary to activate multiple new essential projects while also completing much needed streetscape improvements. The result from this targeted, strategic investment will not only be more inviting public spaces in the specific geographic area, it will facilitate movement between neighborhoods, and create broadly experienced benefits from arts, tourism, education, employment and public safety for Syracuse's residents and visitors.

In addition, the southern end of downtown is a vitally important gateway to two transitioning Syracuse neighborhoods that can benefit from positive developments in the core of the: the Southwest side and the Southside. Both neighborhoods are experiencing their own restorations.



Central New York
Regional Transportation Authority

The West Onondaga Street and South Avenue corridor are seeing significant new investment. The Southside is benefitting from the Southeast Gateway initiative and the recent Syracuse Surge economic and neighborhood revitalization initiative. The Downtown Revitalization Initiative will enable the City and its partners to transform the target area into a healthier circulation system of the benefits occurring in downtown to people living and working in adjacent neighborhoods.

Downtown Syracuse is a proven engine of economic growth and opportunity for our region. We welcome additional support from the Downtown Revitalization Initiative to trigger even greater benefits for the region's economy, arts, culture, and neighborhoods.

Sincerely,

A handwritten signature in black ink, appearing to read "Richard Lee".

Richard Lee
Chief Executive Officer

May 24, 2019

James P. Fayle
Regional Director
Empire State Development
620 Erie Boulevard West
Suite 112
Syracuse, NY 13204



Allyn Family

FOUNDATION

Dear Mr. Fayle,

The Allyn Family Foundation is pleased to provide this letter of support for the City of Syracuse's 2019 application to New York State for the Downtown Revitalization Initiative grant program. The proposed approach leverages recent public and private investments and will fill a critical gap in the resurgence of our center city.

Downtown Syracuse has achieved consistent improvement over a period of nearly three decades. Pockets of investment and progress have expanded, resulting in a transformation that has covered most of downtown. However, downtown's southern gateway, extending from just north of Jefferson Street, south to Adams Street and west of South Clinton Street, has not yet experienced the physical improvements seen elsewhere. With significant attractions at both ends of this area, this zone is a void in the remaking of downtown, lacking consistency and connections.

Multiple projects have jumpstarted a transformation, from the \$76 million Marriott Syracuse Downtown to the \$8 million investment at the Redhouse at City Center, to the \$20 million new construction project that will offer mixed-income housing and the Salt City Market. In fact, since 2010, just over \$200 million has been invested on Salina Street creating new residences, hospitality and cultural amenities.

With a \$10 million Downtown Revitalization Initiative grant, the City and its partners will have the resources necessary to activate multiple new essential projects while also completing much needed streetscape improvements. The result from this targeted, strategic investment will not only be more inviting public spaces in the specific geographic area, it will facilitate movement between neighborhoods, and create broadly experienced benefits from arts, tourism, education, employment and public safety for Syracuse's residents and visitors.

In addition, the southern end of downtown is a vitally important gateway to two transitioning Syracuse neighborhoods that can benefit from positive developments in the core of the Southwest side and the Southside. Both neighborhoods are experiencing their own restorations. The West Onondaga Street and South Avenue corridor are seeing significant new investment. The Southside is benefitting from the Southeast Gateway initiative and the recent Syracuse Surge economic and neighborhood revitalization initiative. The Downtown Revitalization Initiative will enable the City and its partners to transform the target area into a healthier circulation system of the benefits occurring in downtown to people living and working in adjacent neighborhoods.

Downtown Syracuse is a proven engine of economic growth and opportunity for our region. We welcome additional support from the Downtown Revitalization Initiative to trigger even greater benefits for the region's economy, arts, culture, and neighborhoods.

Sincerely,


Margaret M. O'Connell
Executive Director

Allison E. Allyn

Amy G. Allyn

Bill E. Allyn

Dave Allyn

David M. Allyn

Dawn N. Allyn

Eric R. Allyn

Grace G. Allyn

Josh J. Allyn

Julia O. Allyn

Kaleen O. Allyn

Lew E. Allyn

Mark B. Allyn

Meaghan O. Allyn

Noah Allyn

Penny Allyn

Hanna Allyn Dillon

Tanya Allyn Dillon

Luke Allyn Falcone

Sonya Allyn Falcone

Tasha Allyn Given

Meg O'Connell

EXISTING CONDITIONS

SALINA, HARRISON & ONONDAGA STREETS

DESIGN CATERES TO VEHICLES

DESIGN LACKS VISUAL INTEREST

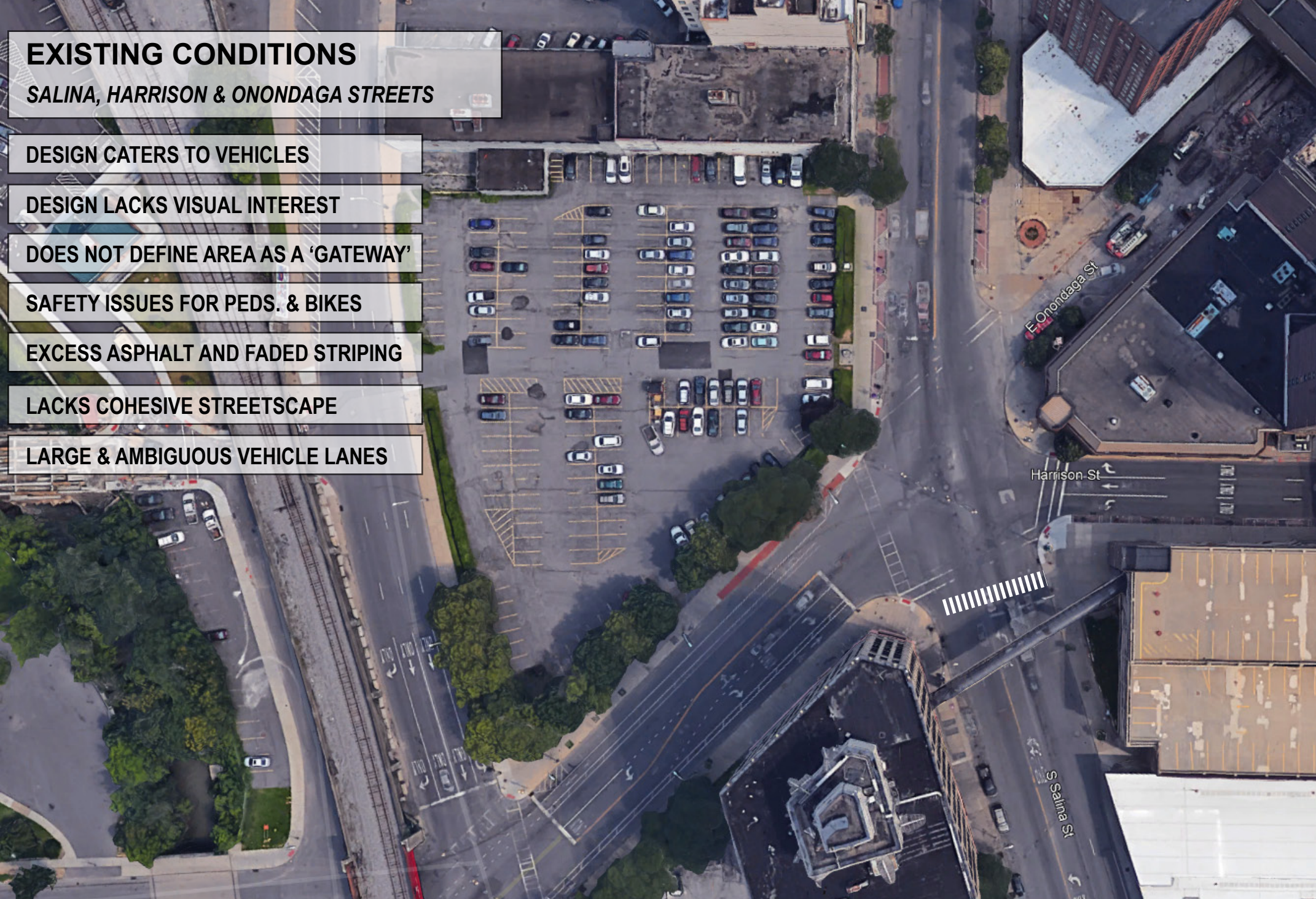
DOES NOT DEFINE AREA AS A 'GATEWAY'

SAFETY ISSUES FOR PEDS. & BIKES

EXCESS ASPHALT AND FADED STRIPING

LACKS COHESIVE STREETSCAPE

LARGE & AMBIGUOUS VEHICLE LANES



SOUTHERN GATEWAY CONCEPT

SALINA, HARRISON & ONONDAGA STREETS

DESIGN PROMOTES PED & BIKE SAFETY

BUMP-OUTS REDUCE EXCESS ASPHALT

PLANTED RAISED MEDIAN STRIP

POTENTIAL NARROWING OF HARRISON

STAMPED/PATTERNED PAVEMENT

INCORPORATES 11.0' VEHICLE LANES

SEASONAL BUFFER PLANTERS

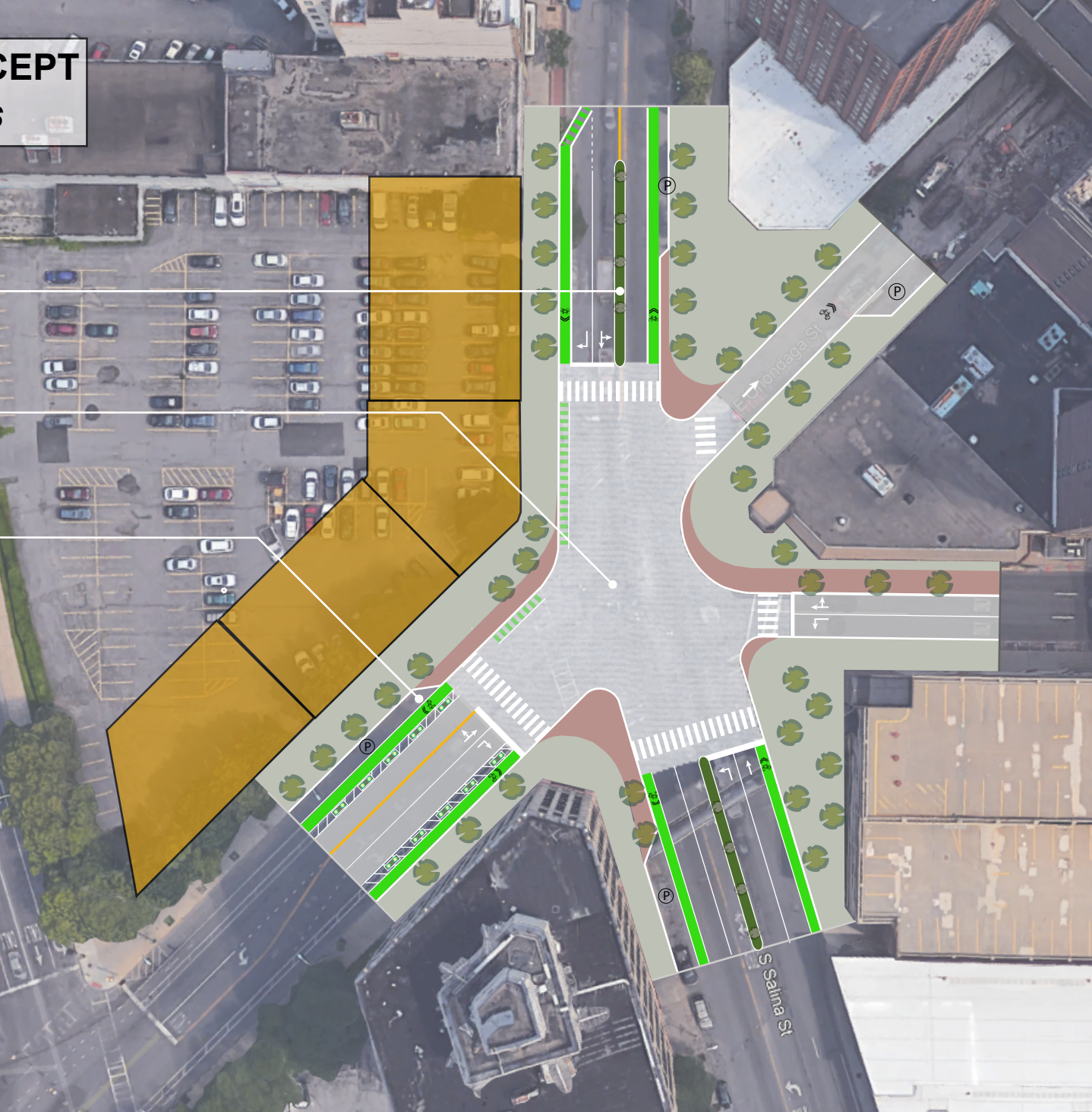
MINIMAL IMPACT ON STREET PARKING

REQUIRES NEW MAST/ARM SIGNALS

REQUIRES MOVING CURBING

REQUIRES SIGNAL TIMING ADJUSTMENT

REQUIRES NEW MAST/ARM SIGNALS



SOUTHERN GATEWAY CONCEPT

SALINA, HARRISON & ONONDAGA STREETS



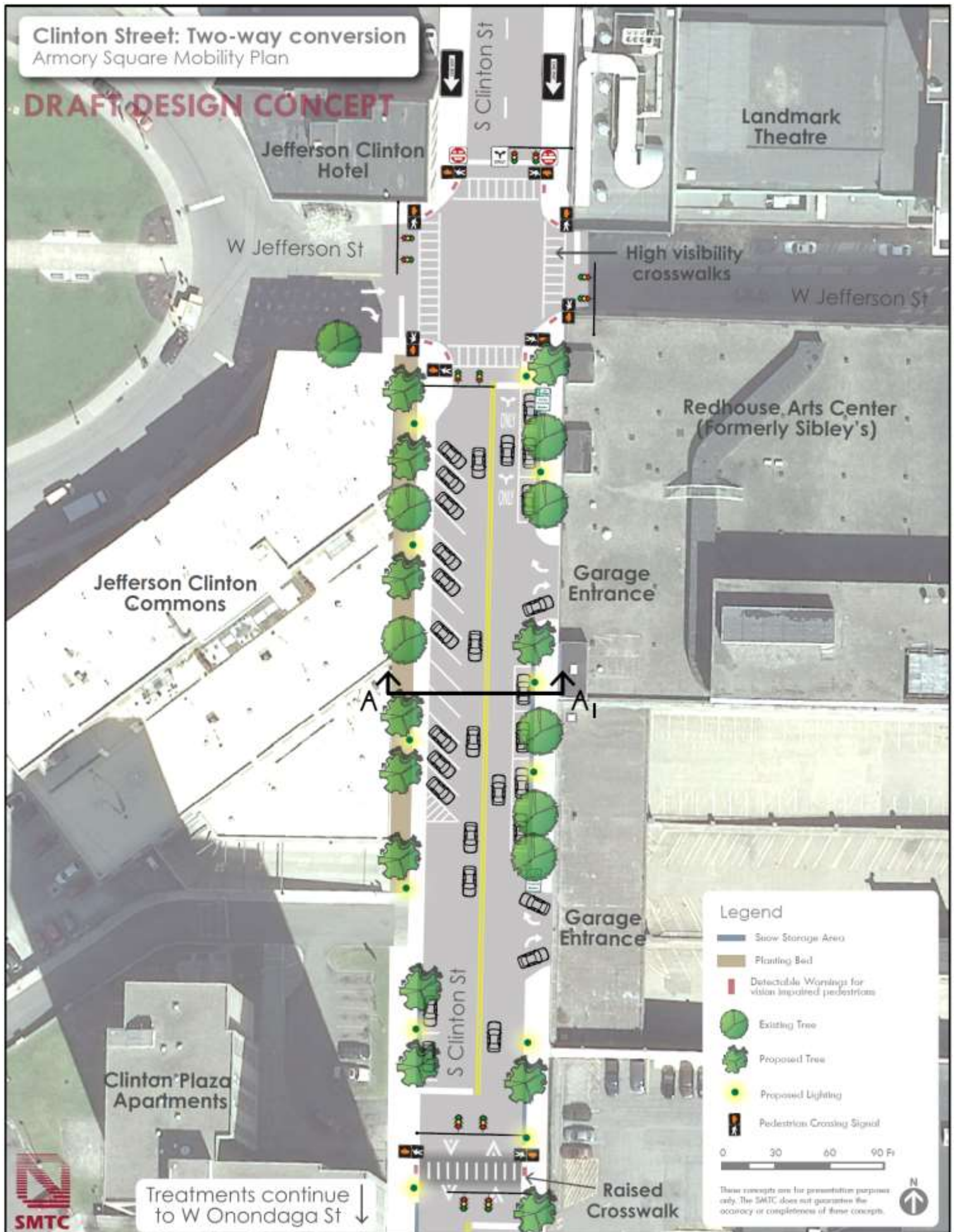


Figure 37: South Clinton Street – Design Scenario 1

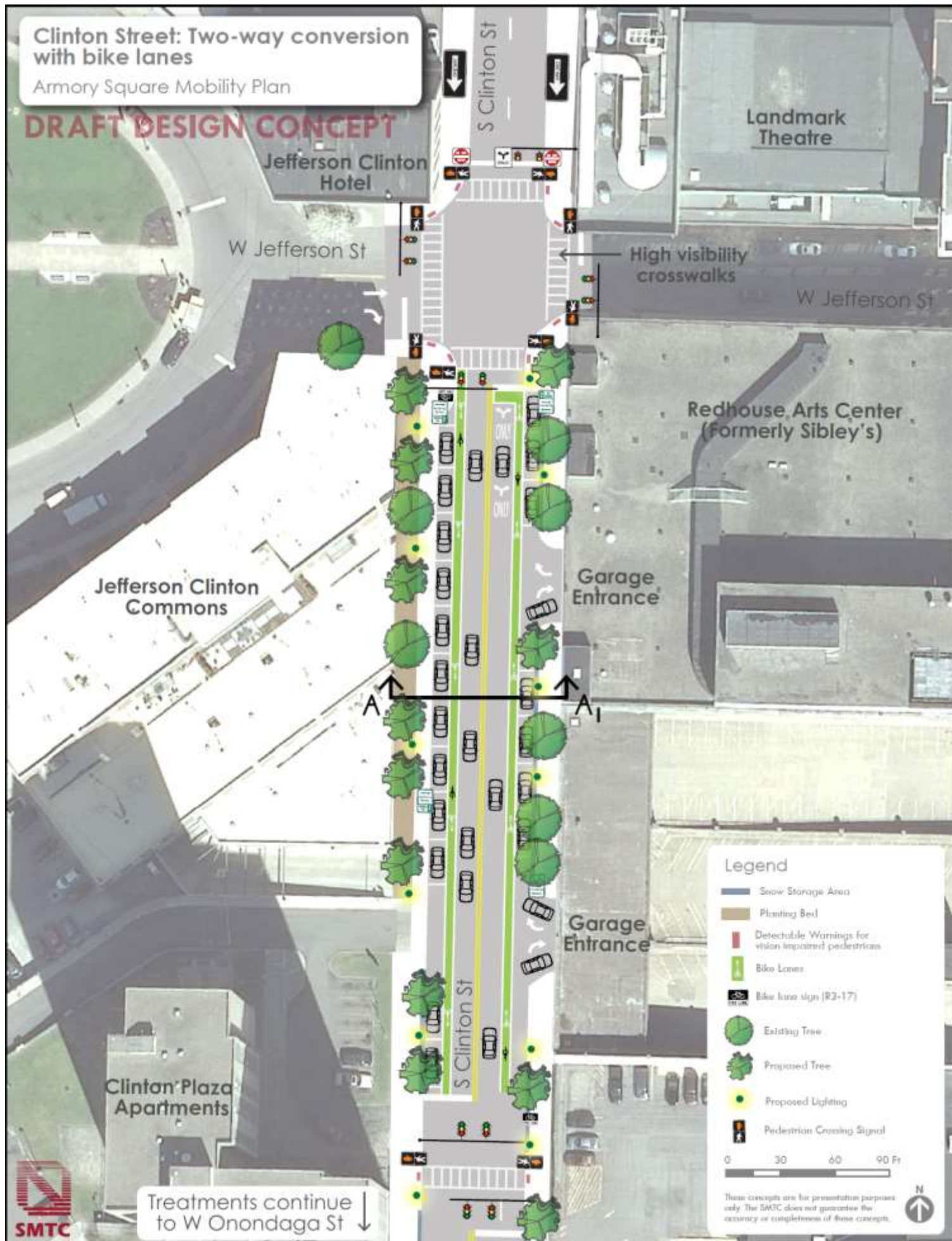
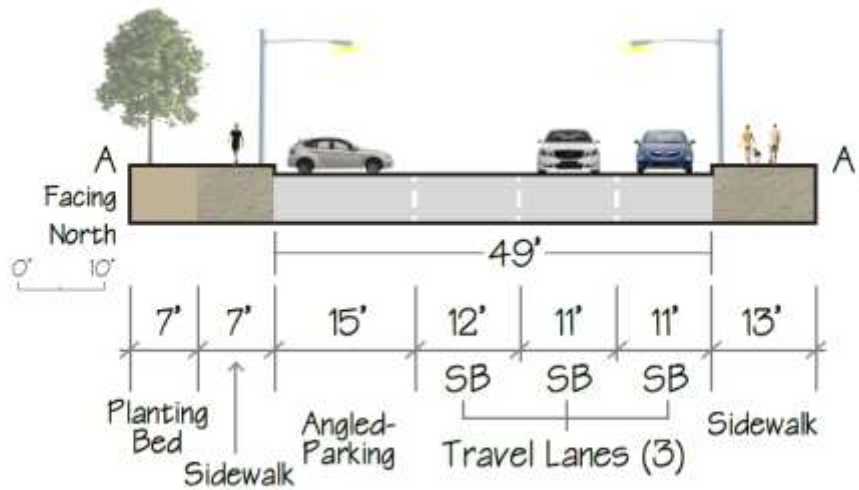


Figure 38: South Clinton Street – Design Scenario 2

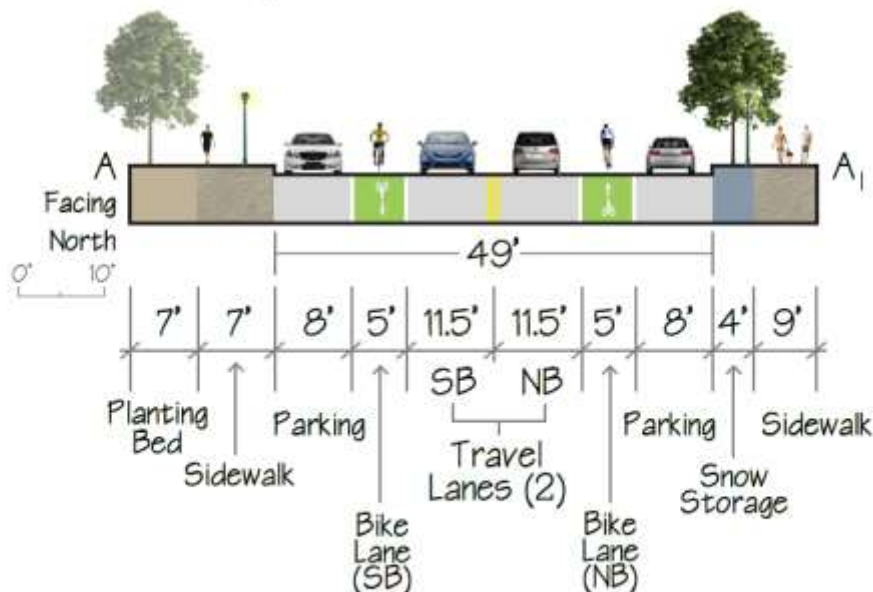
Existing Conditions



Two-way conversion



Two-way conversion with bike lanes

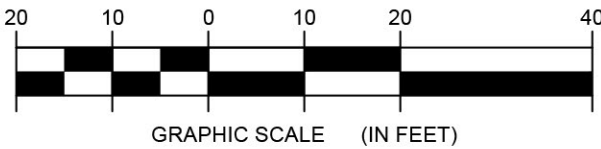


DRAFT DESIGN CONCEPT

Figure 39: South Clinton Street – Cross-Section Dimensions



DRAFT
2019-04-05



ARCHITECTURE

ONE WEBSTERS LANDING
SYRACUSE, NEW YORK 13202
315.471.5338



MIXED-USE
DEVELOPMENT

SYRACUSE URBAN
PARTNERSHIP

484 S SALINA ST
SYRACUSE
NEW YORK

PRELIMINARY

MK	DATE	DESCRIPTION
SHEET ISSUES		
VIP PROJECT NO.	18-2038	
FILE NAME		
DRAWN BY		
CHECKED BY		

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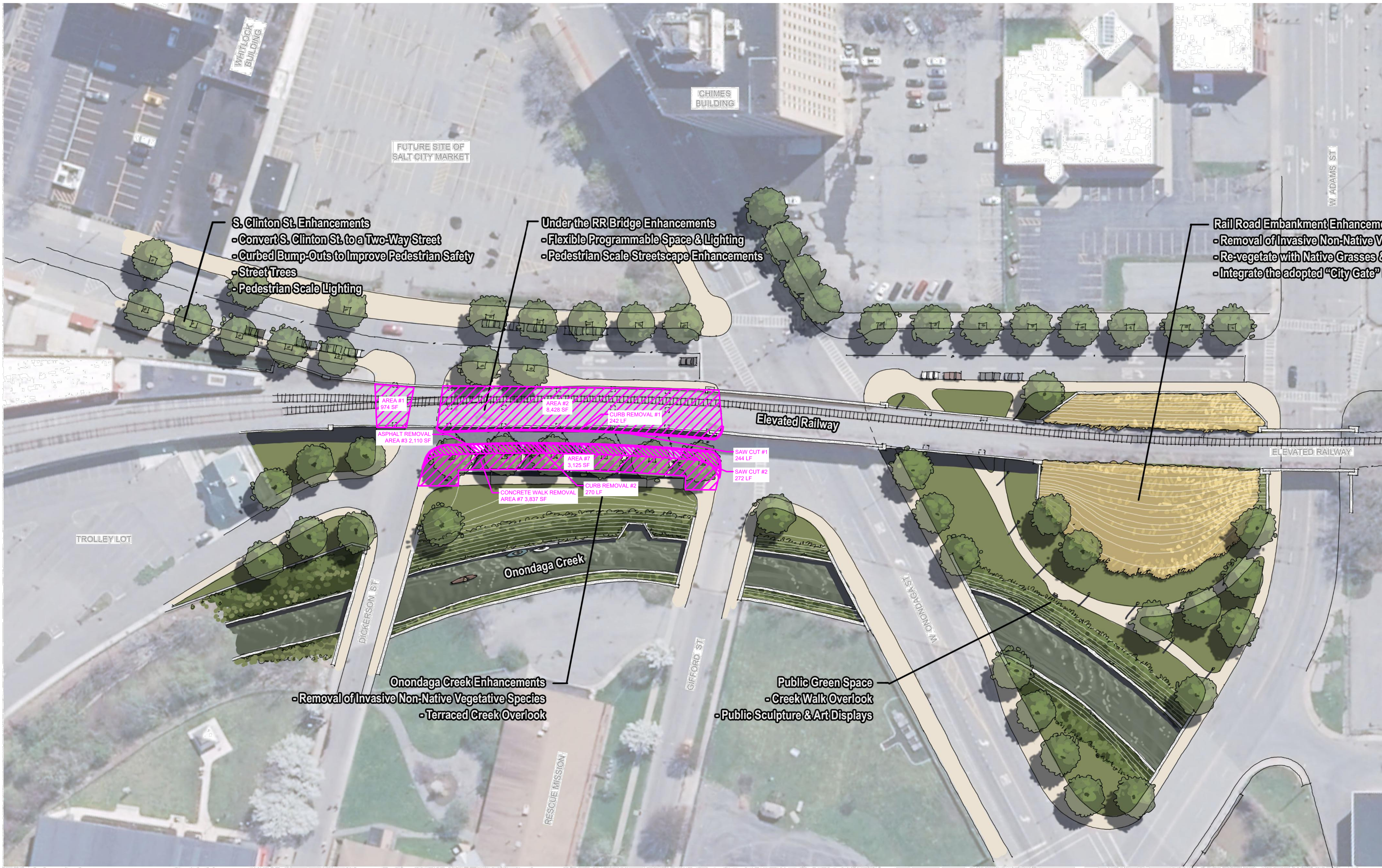
GRADING PLAN

SHEET NUMBER

C-201







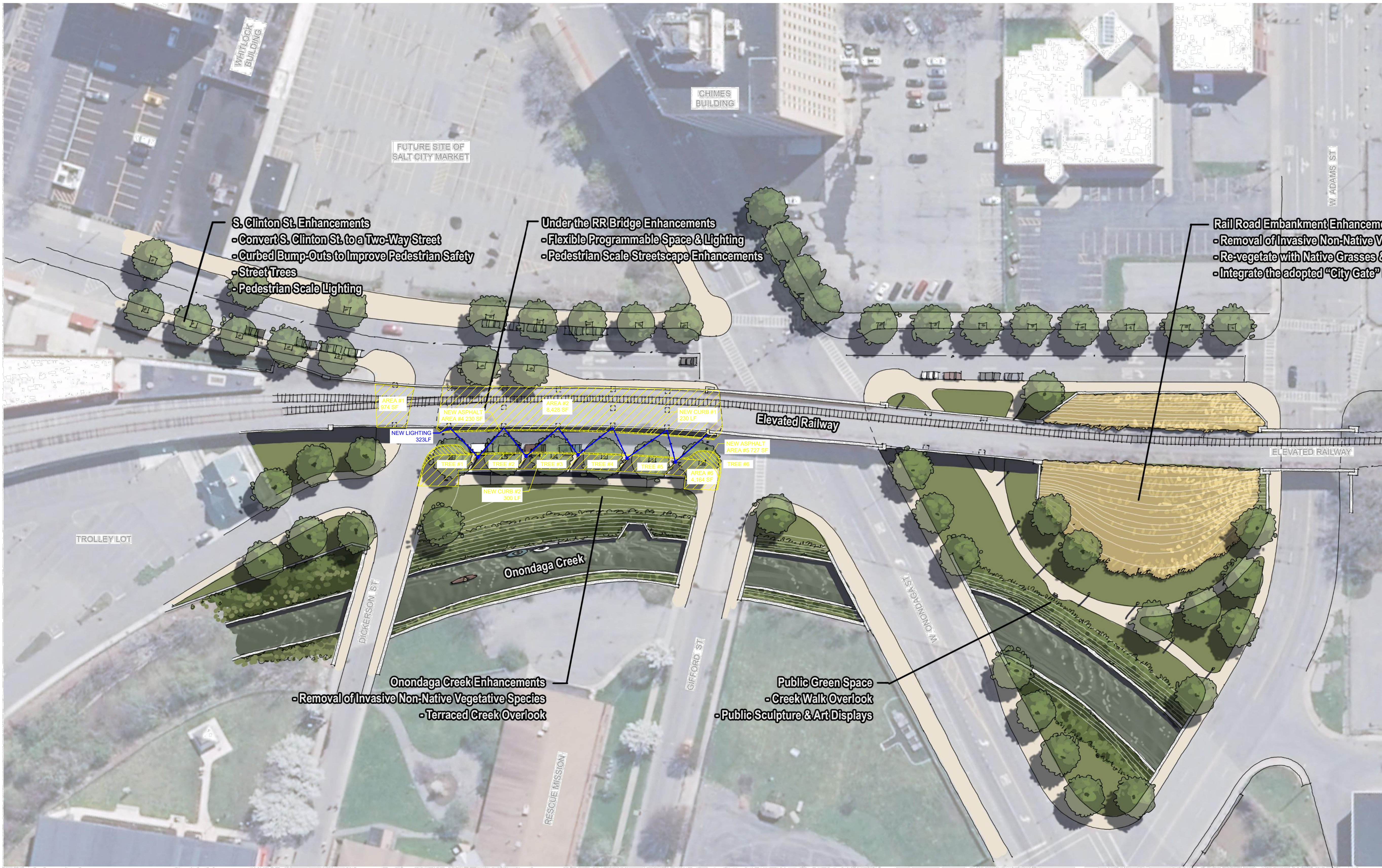
Downtown Syracuse Gateway
South Clinton Street / West Onondaga Street
May 22, 2019
Preliminary Design

PHASE I REMOVALS SITE PLAN- QUANTITY TAKE-OFF
Scale: 1" = 40'

DRAWING REVISIONS		BY	DATE	REVISION
NO.	DATE			
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2				
3				
4				
5				

TITLE		DRAWING TITLE	
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PROJECT LOCATION: ADDRESS	CLIENT:	DRAWING TITLE:	DRAWING TITLE:

DATE:	05/16/2019
SCALE:	AS SHOWN
EDR Job#: 19013	
DRAWN BY: D STEWART	
FILE NAME:	19013_Quantity Take-off
DRAWING NUMBER:	C-XXX



Downtown Syracuse Gateway

South Clinton Street / West Onondaga Street

May 22, 2019

Preliminary Design



PHASE I PROPOSED SITE PLAN- QUANTITY TAKE-OFF

Scale: 1" = 40'



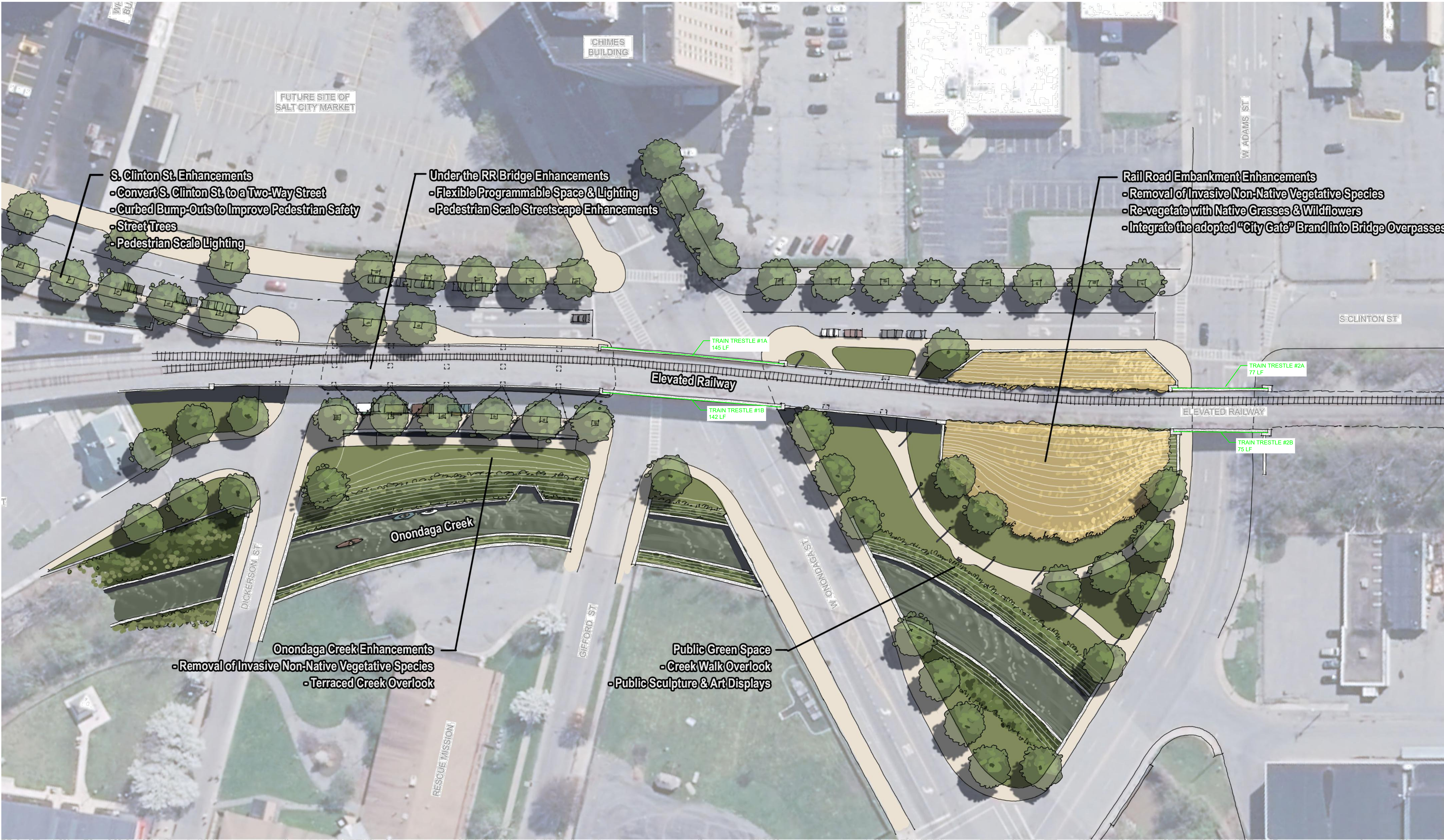
**Environmental
Design & Research,**
Landscape Architecture, Engineering
& Environmental Services, D.P.C.

217 Montgomery Street, Suite 1000
Syracuse, New York 13202
P. 315.471.0688

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PROJECT LOCATION: ADDRESS			
CLIENT:			

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EDR Job#: 19013	
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FILE NAME:	19013_Quantity Take-off
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wntown Syracuse Gateway

Clinton Street / West Onondaga Street
1, 2019

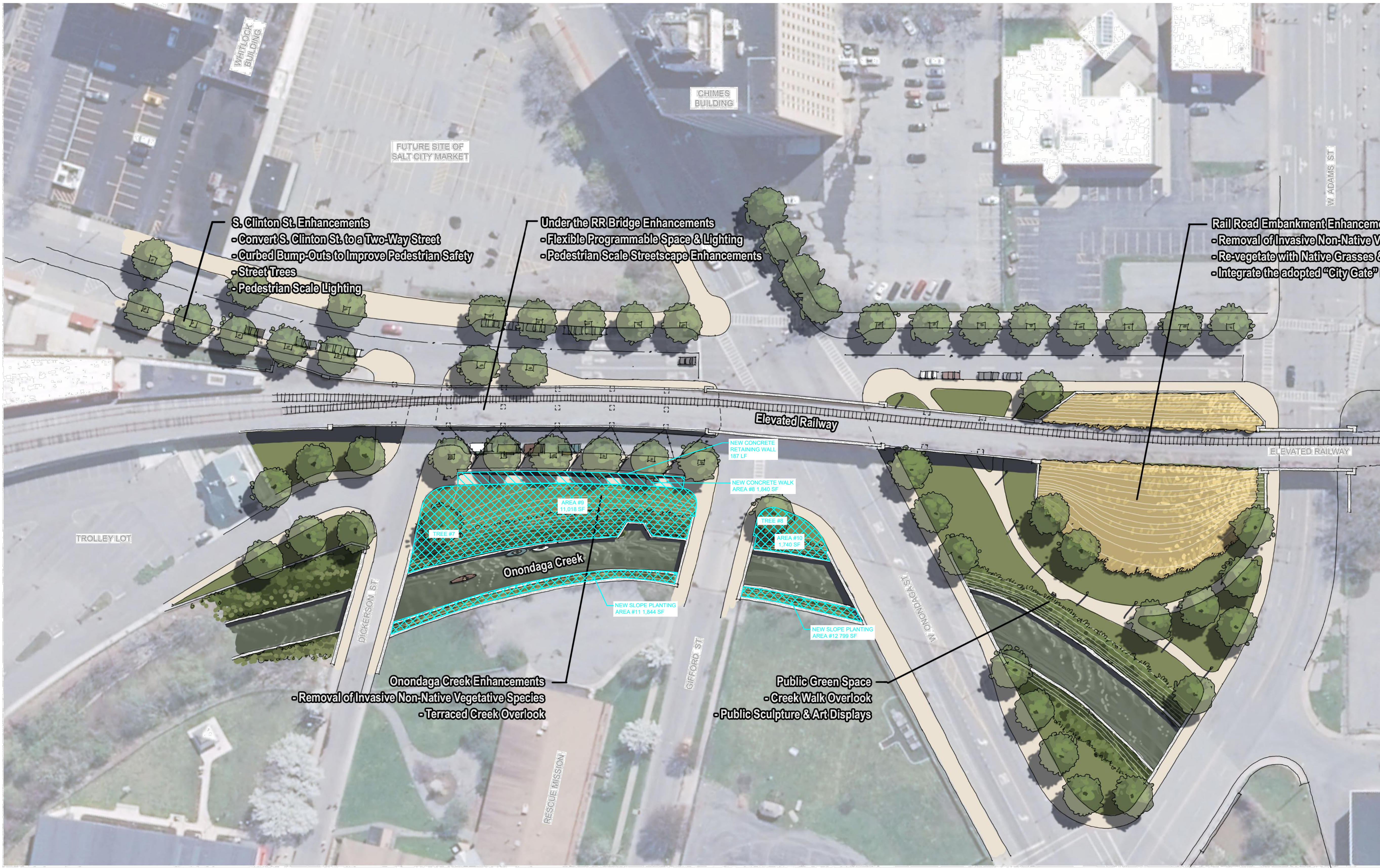
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PROJECT TITLE:	PROJECT LOCATION: ADDRESS	CLIENT:	DRAWING TITLE:

DATE:	05/16/2019
SCALE:	AS SHOWN
EDR Job#:	19013
DRAWN BY:	D STEWART
FILE NAME:	19013_Quantity Take-off
DRAWING NUMBER:	C-XXX



Downtown Syracuse Gateway

South Clinton Street / West Onondaga Street

May 22, 2019

Preliminary Design



PHASE III SITE PLAN - QUANTITY TAKE-OFF

Scale: 1" = 40'



Environmental
Design & Research,
Landscape Architecture, Engineering
& Environmental Services, D.P.C.

217 Montgomery Street, Suite 1000
Syracuse, New York 13202
P. 315.471.0688

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TITLE		DRAWING TITLE	
PROJECT TITLE:		DRAWING TITLE:	
PROJECT LOCATION: ADDRESS			
CLIENT:			

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SCALE:	AS SHOWN
EDR Job#: 19013	
DRAWN BY: D STEWART	
FILE NAME:	19013_Quantity Take-off
DRAWING NUMBER:	

C-XXX



city

