



**Downtown
Revitalization
Initiative**



**City of Syracuse
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SYRACUSE SOUTHWEST GATEWAY

DOWNTOWN REVITALIZATION INITIATIVE (DRI)

LOCAL PLANNING COMMITTEE MEETING #2

March 17, 2022

AGENDA

- 1 Public Meeting (Tonight)
- 2 Goals Identification
- 3 Downtown Profile Overview
- 4 Open Call Process
- 5 Working Groups
- 6 Discussion + Public Comment



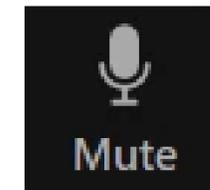
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WELCOME & ZOOM OVERVIEW

- LPC members and presenters have the ability to mute/unmute themselves.
 - Please look for the button at the top or bottom of your screen. The button may appear or disappear based on movement of your mouse.
- Public participants are in listen-only mode. If you wish to make a comment, please enter it in the chat. We will monitor the chat for activity and bring it to the attention of the team.



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LOCAL PLANNING COMMITTEE

Sharon Owens
Randy Wolken

LPC Co-Chair, Syracuse Deputy Mayor
LPC Co-Chair, President of Manufacturers Association of Central NY

Hon. LaToya Allen
Hon. Pat Hogan
Hon. Rita Paniagua
Ed Griffin-Nolan
Maarten Jacobs
Merike Treier
Larry Williams
Katelyn Wright
Calvin Corriders
Leah Russell
TeNesha Murphy
Cal Corriders

Council Member, Syracuse Common Council District 4
Council Member, Syracuse Common Council District 2
Councilor at Large, City of Syracuse
The Art of Massage
Syracuse Urban Partnership
Downtown Committee of Syracuse
Syracuse Community Connections at SMNF
Greater Syracuse Land Bank
Pathfinder Bank
Syracuse Peacemaking Project
Onondaga County
CenterState Corporation for Economic Opportunity



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PUBLIC MEETING #1

Meeting Details

Thursday, March 17th, 2022

5:30 - 7:30 pm

Southwest Community Center

401 South Avenue, Syracuse

Objectives

- Introduce the public to the DRI program and process
- Provide information on the Open Call
- Receive public input on:
 - Goals for DRI Syracuse
 - Challenges and opportunities
 - Types of projects desired



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GOALS IDENTIFICATION

Vision

The Southwest Gateway will be a **growing** downtown community **more seamlessly connected** with Armory Square—extending vibrant density to the south and west—by improving **real estate utilization**, adding **affordable housing**, and enhancing **public infrastructure and green spaces**.

Strategies

- **Redevelop properties** to maximize utilization of vacant or outdated structures and create additional commercial activity throughout the Gateway
- **Improve public spaces and right-of-way** along business corridors to improve the area's attractiveness and provide additional quality of life amenities for residents, employees, patrons, and visitors
- **Invest in small “mom and pop” businesses** that are eager to upgrade their buildings/façades and contribute to the vibrancy of the district (but who may not have large development projects)
- **Develop and execute a marketing plan** for the Southwest Gateway that utilizes public art, signage, and digital/social media to engage new investors/businesses, potential residents, and visitors



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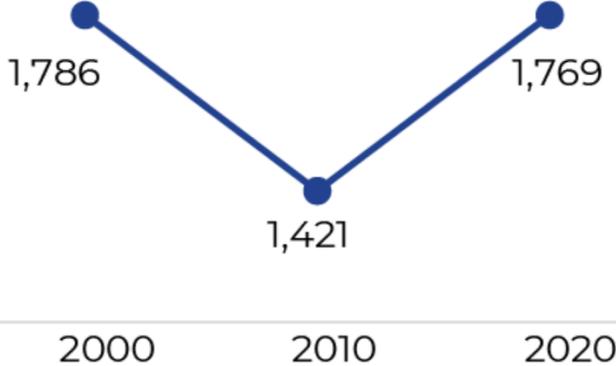
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DOWNTOWN PROFILE OVERVIEW

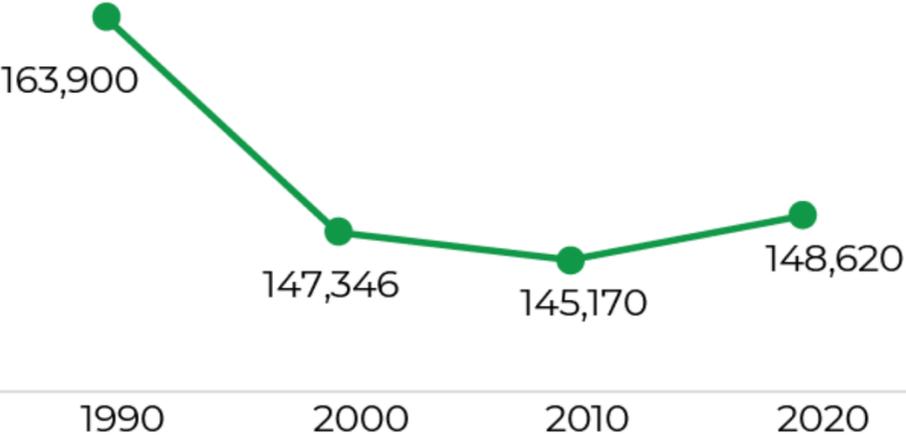
Population

- Growth in Syracuse and the Southwest Gateway from 2010 to 2020 following decades of population decline

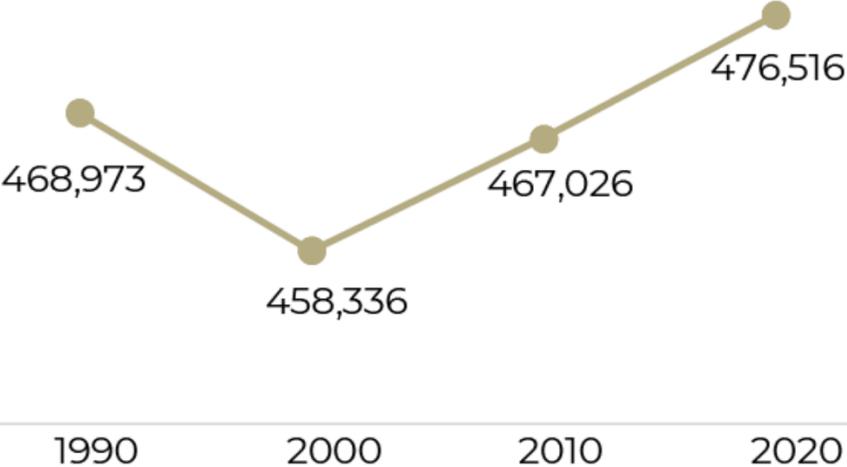
Southwest Gateway



Syracuse



Onondaga County



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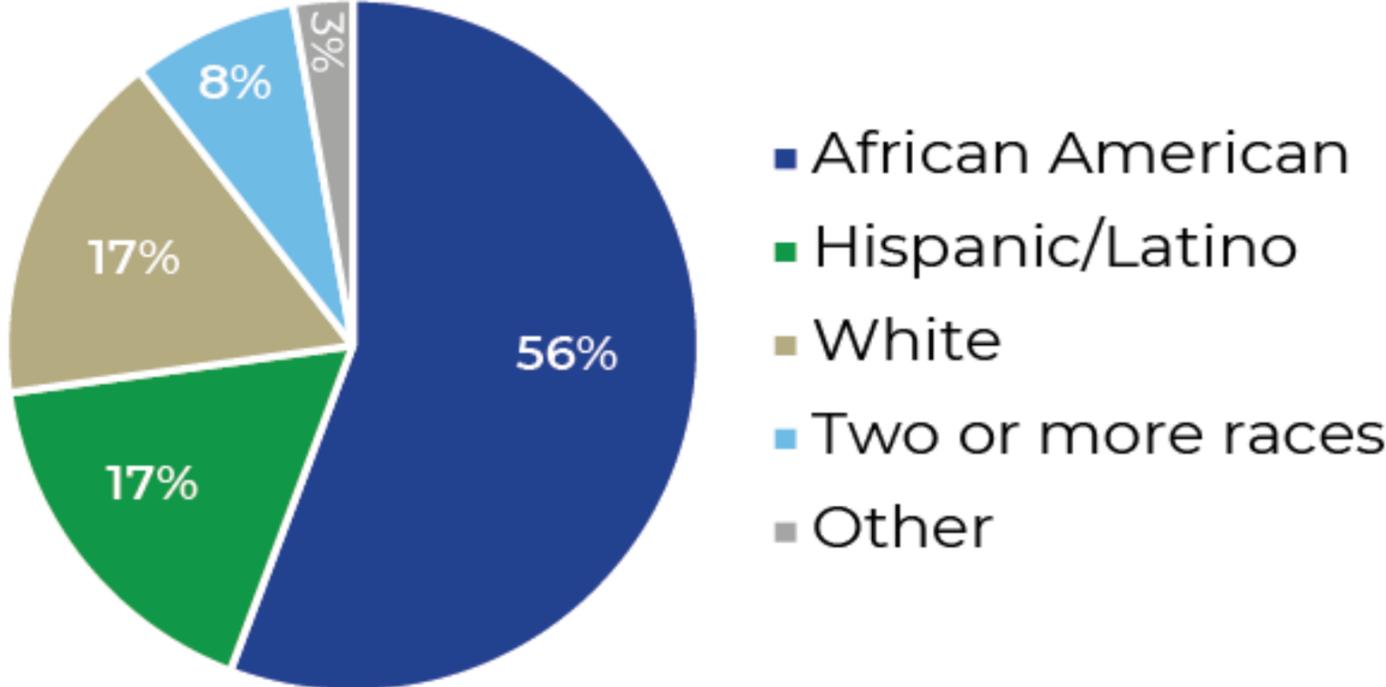


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DOWNTOWN PROFILE OVERVIEW

Race & Ethnicity

- Southwest Gateway residents are majority African American
- Predominantly non-White alone or Hispanic



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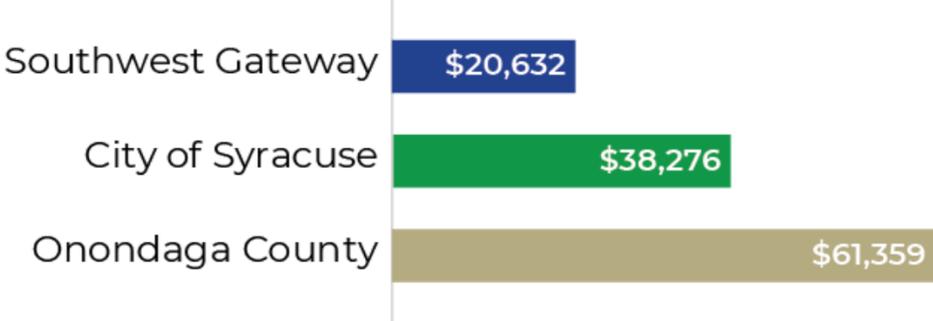
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DOWNTOWN PROFILE OVERVIEW

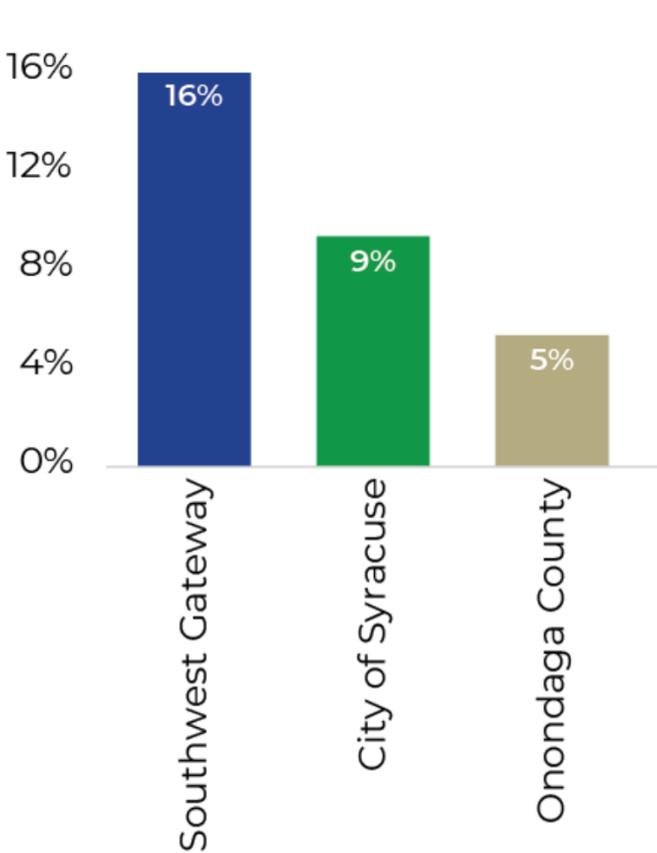
Poverty & Unemployment

- Southwest Gateway residents have lower incomes and higher rates of poverty and unemployment than Syracuse and Onondaga County

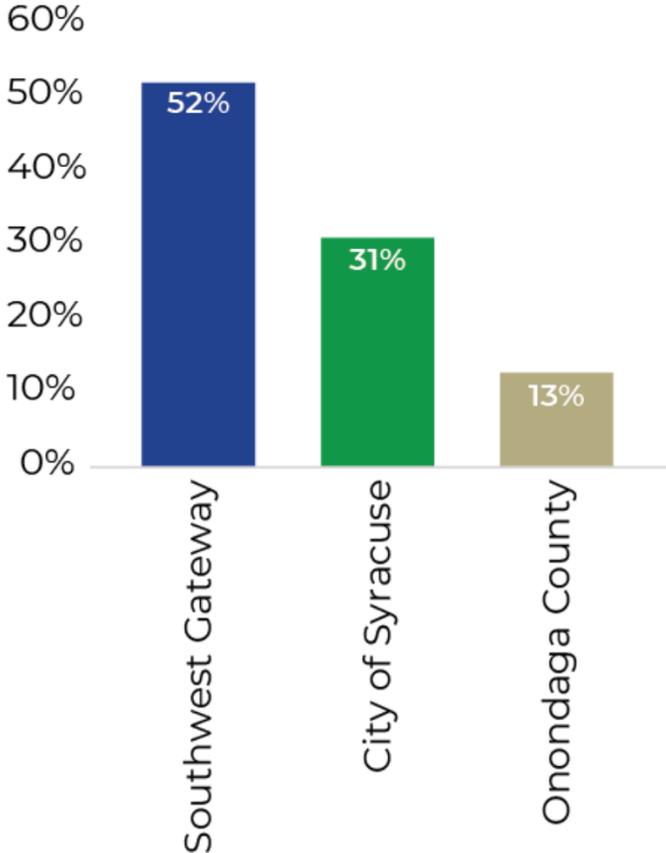
Household Income



Unemployment Rate



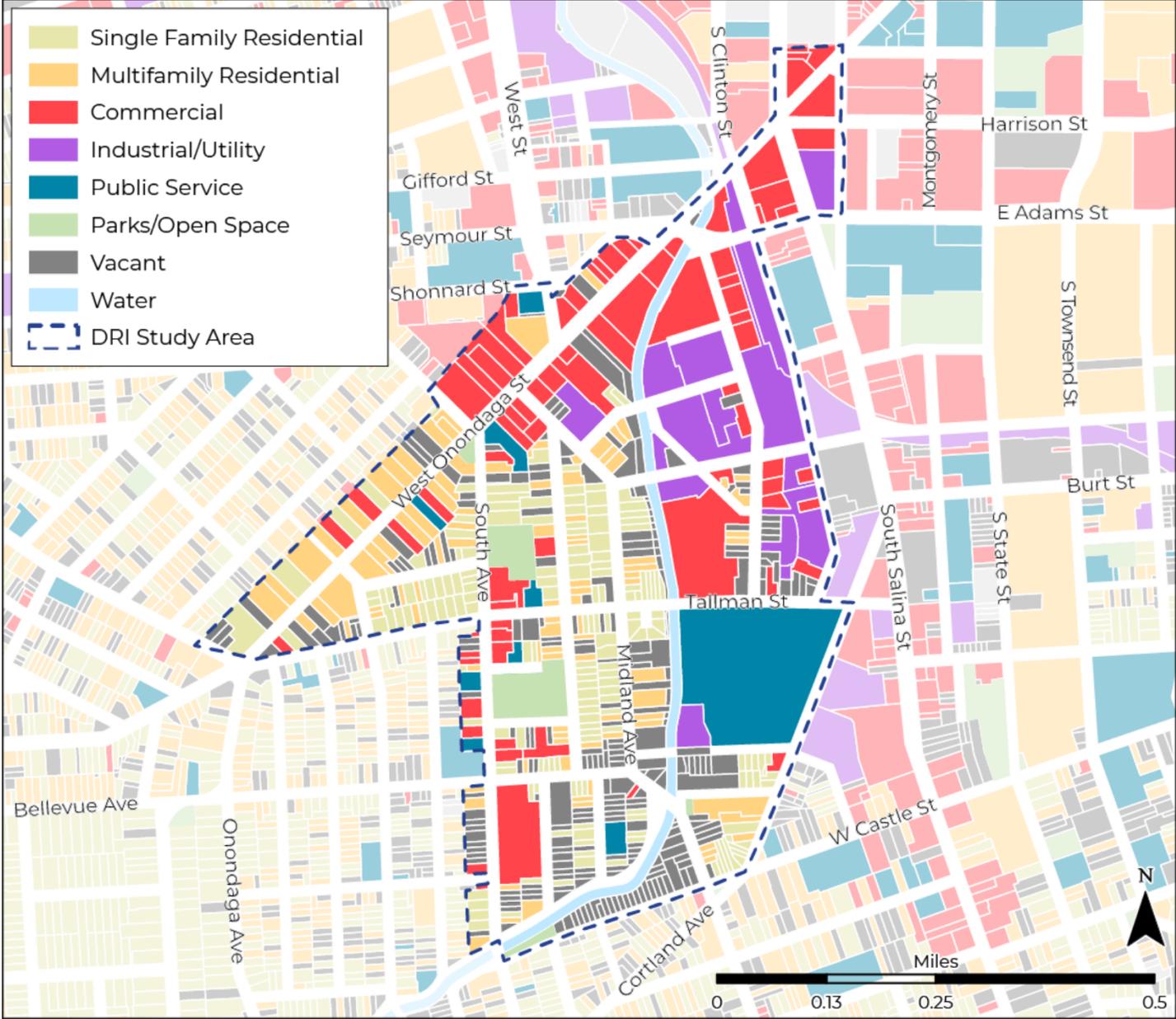
Poverty Rate



DOWNTOWN PROFILE OVERVIEW

Land Use

- 14% Single-Family Residential
- 13% Multifamily Residential
- 24% Commercial
- 12% Industrial / Utility
- 12% Public Services
- 5% Parks / Open Space
- 20% Vacant



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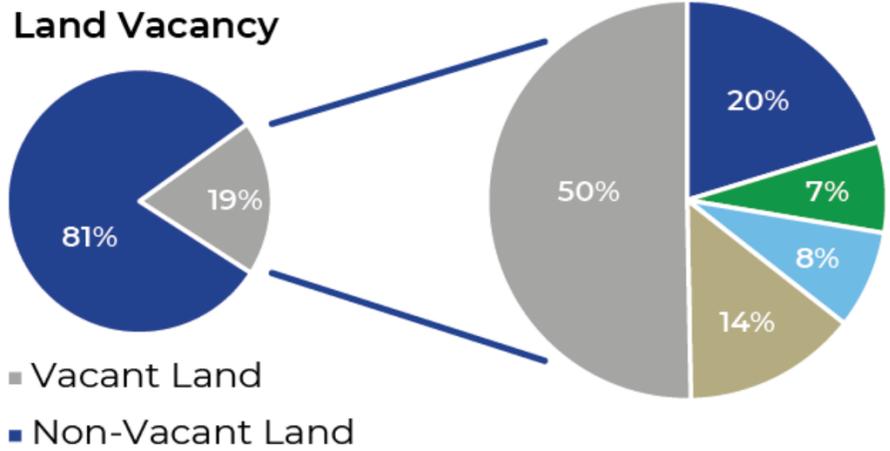
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DOWNTOWN PROFILE OVERVIEW

Vacant Land

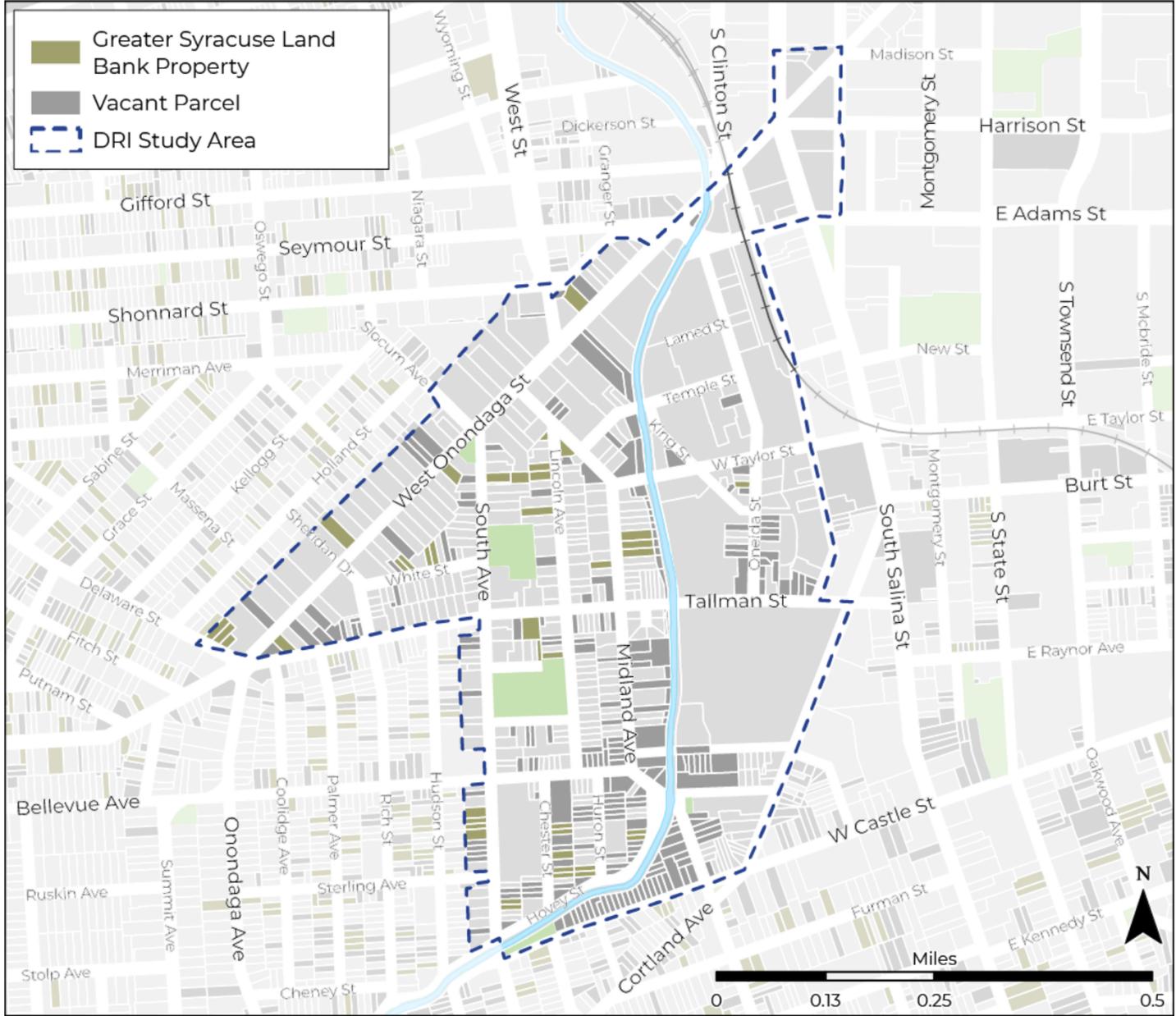
- 20% of the Southwest Gateway is vacant
- 50% is publicly owned or controlled by the Greater Syracuse Land Bank

Land Vacancy



Vacant Land Ownership

- City of Syracuse
- Onondaga County
- New York State
- Greater Syracuse Land Bank
- Privately Owned



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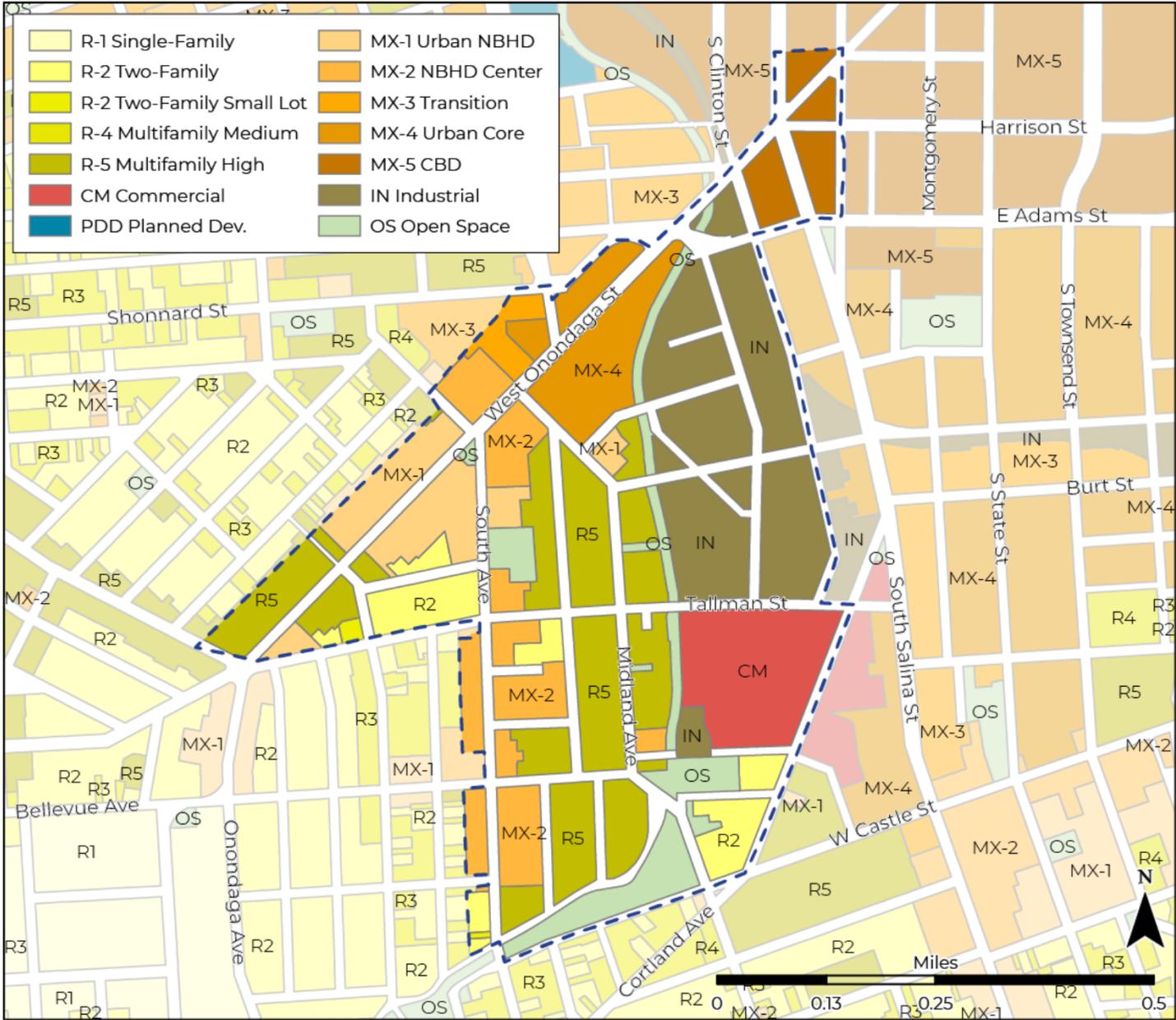


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DOWNTOWN PROFILE OVERVIEW

Zoning

- ReZone Syracuse will introduce Mixed-Use zoning districts to the Southwest Gateway
- 27% of the Southwest Gateway would see an increase in allowable density under the new zoning code



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OPEN CALL PROCESS

- Call for proposals is open from March 4 to April 15, 2022
- Eligibility criteria include:
 - Type – new development, redevelopment, public improvement, branding & marketing
 - Cost – no DRI awards of less than \$100k will be considered
 - Location – must be within the DRI boundary (minor adjustments may be made by the LPC)
 - Readiness – must be ready to break ground within 2 years
- Open Call Informational Meeting
 - Tuesday, March 22nd, 12 - 1:00pm
 - To be held virtually



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WORKING GROUPS

1. Streetscape
2. Placemaking
3. Economic Development



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DISCUSSION & PUBLIC COMMENT



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