

NY Forward

# Village of Phoenix Public Meeting #2

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September 12, 2023



# **Agenda**

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- 1 Planning Updates**
- 2 Vision, Goals, and Draft Strategies**
- 3 Review Projects Submitted During Open Call**
- 4 Open House: Questions and Input**

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# Planning Updates



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# Public Meeting #1 Recap

- Held June 27<sup>th</sup> at White Pines Commons
- 42 attendees, including 5 LPC members
  - Included residents, business owners, community groups
- 5 online survey responses



# Public Meeting #1: What we heard

## Community priorities

Protect and develop the village's **historic and natural resources**

Create more **year-round cultural, recreational, and entertainment opportunities**

Improve quality of life by **improving drainage, supporting small businesses, and providing more healthcare options**

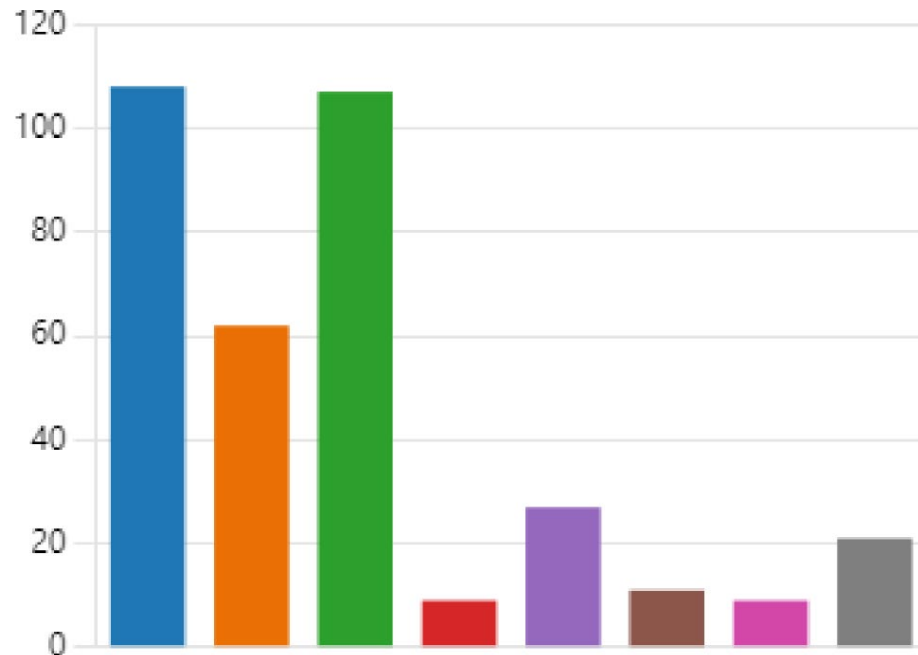
Maintain **adequate and affordable community services**



# Public Survey Results

Survey closed 8/25 – 164 responses

What brings you to Downtown Phoenix?



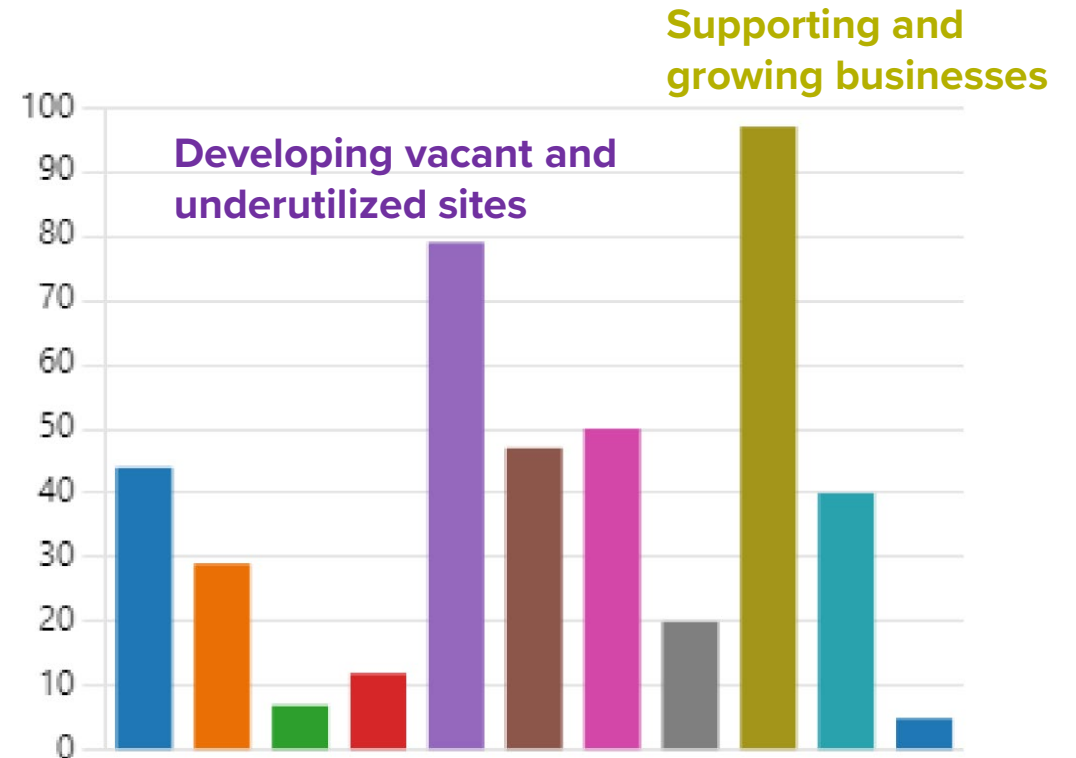
- Eating at a restaurant or getting takeout ★
- Running errands
- Recreation ★
- Faith community
- Going to work or school
- Receiving healthcare
- I never go to Downtown
- Other

# Public Survey Results

Survey closed 8/25 – 164 responses

What types of businesses would you like to see in Phoenix's Canal Waterfront District?

What are your highest priorities for downtown Phoenix's Canal Waterfront District?



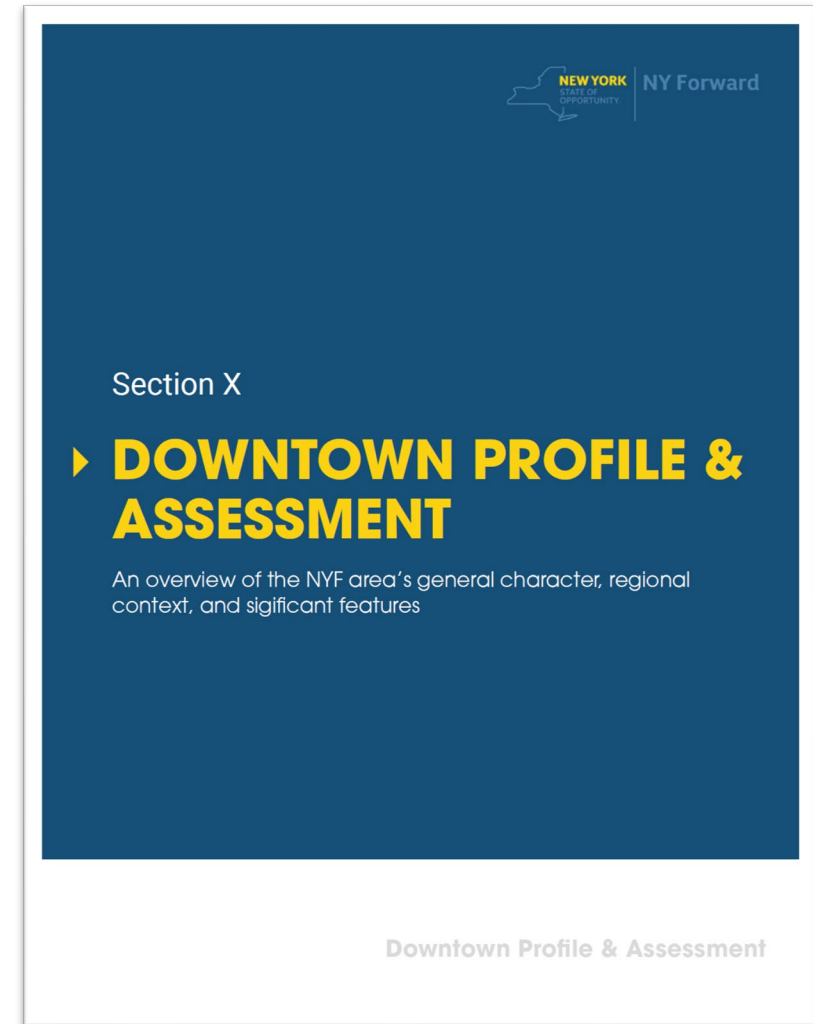
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# Downtown Profile

## WHAT IS IT?

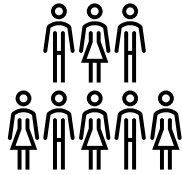
A summary of the Village's relevant demographic and economic trends, physical context, and opportunities and challenges, to inform LPC discussion and State awards

A section of the final Strategic Investment Plan





# Downtown Profile: Highlights



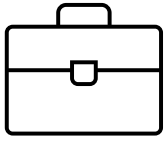
Population



Households



Housing units



Jobs

	Population	Households	Housing units	Jobs
NYF Area	911	392	469	463
Village of Phoenix	2,175	984	1,226	787
Oswego County	116,264	46,488	54,449	36,718

Source: ESRI 2023

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# Downtown Profile: Highlights

**Phoenix has a lower median income than Schroepfel or the County overall.** This has implications for the types of housing, services, and economic development strategies needed locally.

**Village of Phoenix**

**\$58,100**

Median income

**Town of Schroepfel**

**\$70,700**

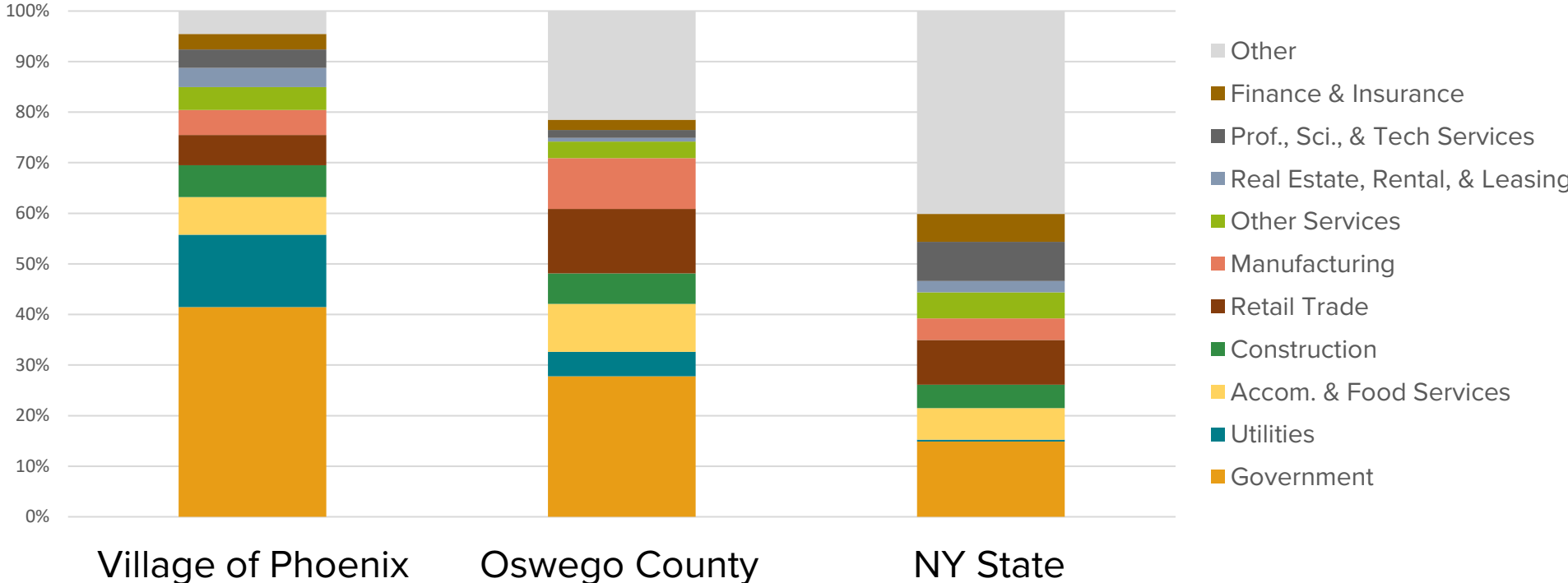
**Oswego County**

**\$65,300**

Source: ZVA analysis of US Census data

# Downtown Profile: Highlights

**Phoenix has a relatively large and growing share of its population employed in government and utilities.**



Source: Lightcast, BJH Advisors

# Downtown Profile: Highlights

Phoenix has a relatively diverse mix of housing types.

Share of renter-occupied units

Phoenix

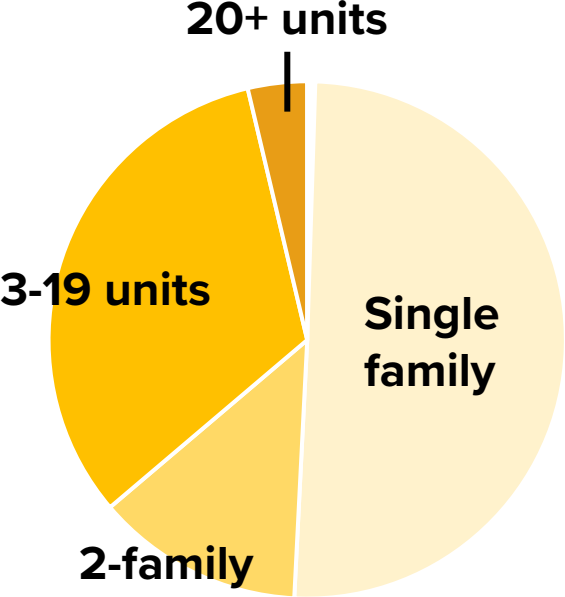
**53%**

Oswego County

**28%**

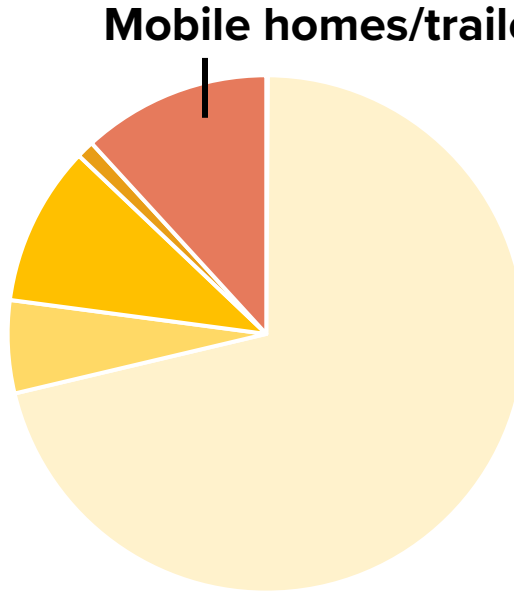
Source: ESRI 2023

## Village of Phoenix



Source: ZVA analysis of US Census data

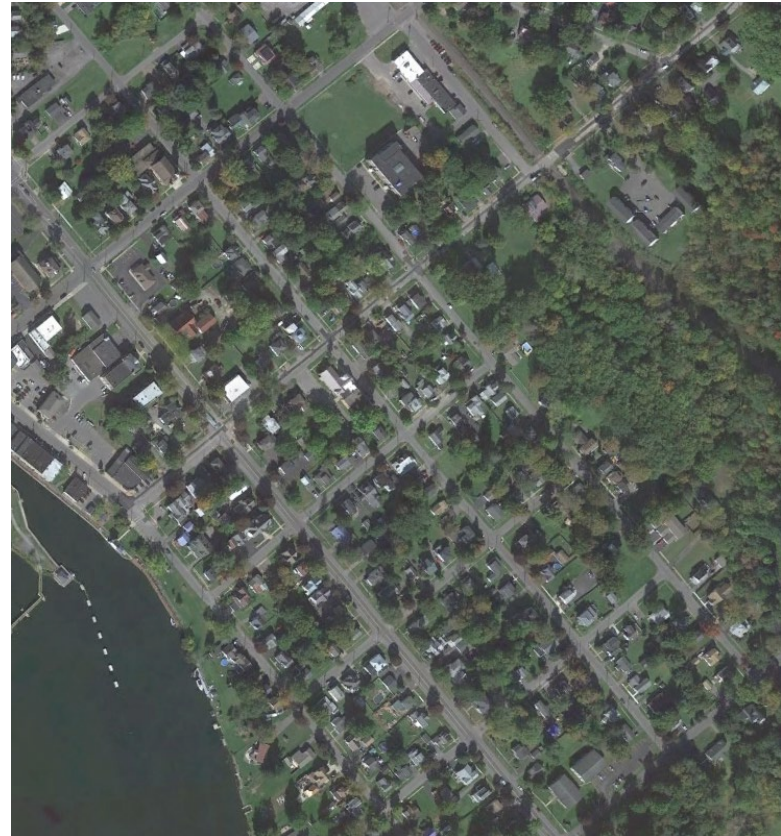
## Oswego County



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# Downtown Profile: Housing Analysis Highlights

Due to recent regional trends in migration within the County, as well as anticipated growth associated with the Micron chip manufacturing facility, **Oswego County and Phoenix stand to absorb a meaningful portion of the growing regional housing market.**



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## Downtown Profile: Housing Analysis Highlights

In the coming years, Phoenix has the market potential to absorb **between 171 and 237** new units annually, for both renters and owners and across affordability levels.

Source: Zimmerman/Volk Associates, Inc.

— Yes, that's **a lot** –

The Village currently has just over 1,000 housing units and limited vacancy.

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Phoenix has flexibility in how it responds to this market potential.

**How can Phoenix respond in a way that preserves what existing residents value most about Phoenix?**

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# Downtown Profile: Retail Analysis Highlights

Analysis informed by interviews with local business leaders and review of national best practices in similar communities

- Importance of right mix of businesses, need for more variety in the types of businesses that truly serve the community
  - Oversaturation of certain business types
- Industry micro-clusters = opportunities to attract more visitors
  - Example: A brewery in Phoenix could complement the existing distillery business and provide residents with a unique experience.
- Wayfinding and other improvements needed to improve downtown visibility

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# Downtown Profile: Opportunities

**Phoenix has the “raw materials” of a great downtown - and the momentum to unlock its full potential.**

- Canal location and canal-facing public spaces
- Proximity to larger markets
- Capacity and momentum
- Historic character and street pattern
- Growing visibility
- Arrival of Micron



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# Downtown Profile: Challenges

**Phoenix faces some challenges, too, in supporting Downtown vibrancy.**

- Limited wastewater treatment plant capacity currently
- Seasonal fluctuations in visitor traffic and spending
- Limited visibility for Downtown businesses
- Lack of short-term rentals
- Arrival of Micron

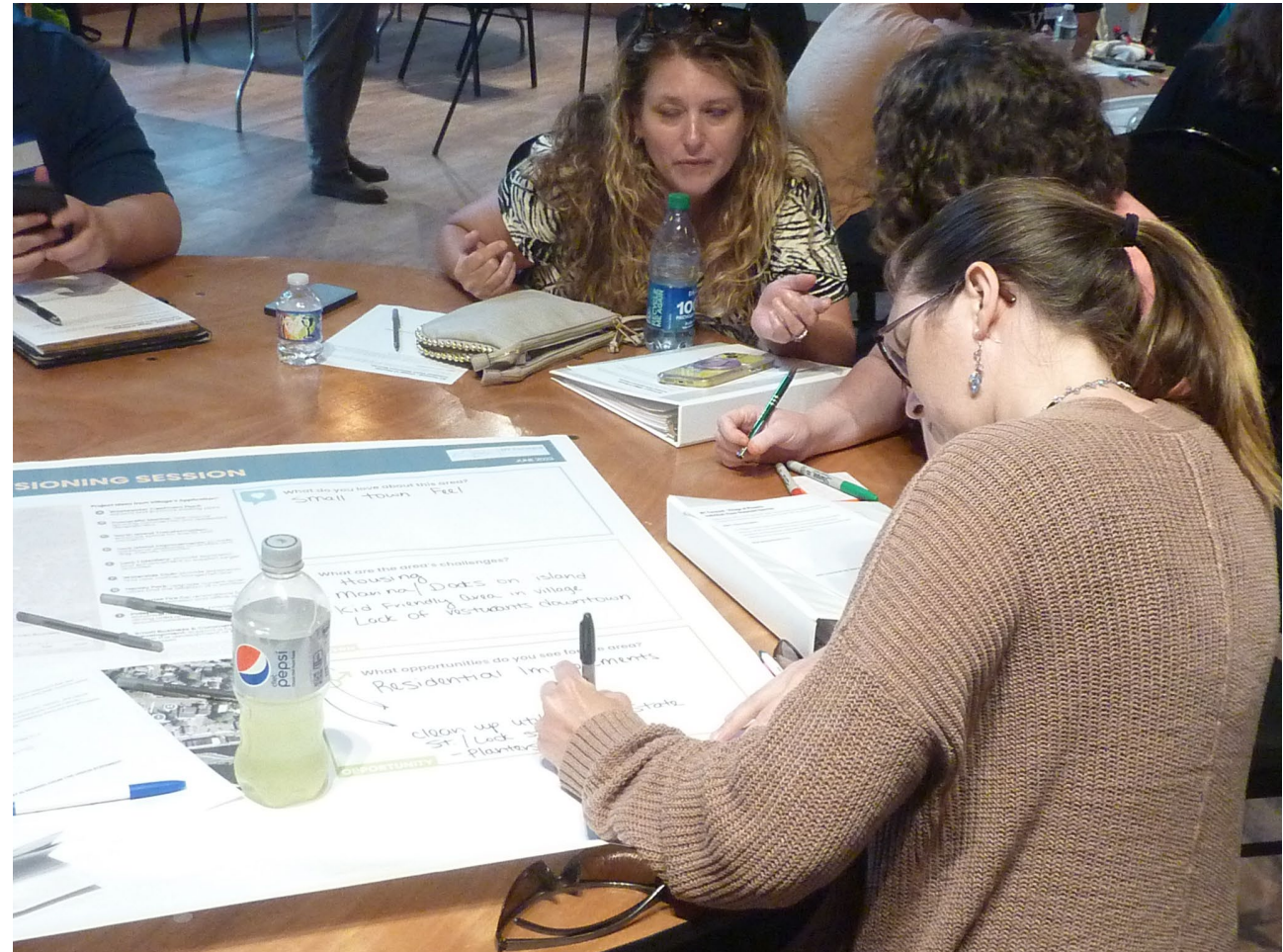
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# Vision, Goals, and Strategies



# Shaping the vision statement

Phoenix's NYF vision statement was shaped by public input from the first public meeting.



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# Phoenix NYF vision statement

The Village of Phoenix will **increase the vibrancy** of our Canal Waterfront District while **preserving the quaint ‘small-town’ feel** that we cherish. Phoenix will protect and develop **its economic, historic, and natural resources**; enhance the **beauty and quality** of the streets along the river; and create a **four-season destination** for residents and visitors alike. We will do this while maintaining **adequate and affordable community services** and improving the **quality of life** for everyone.

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# Phoenix NYF goals



Prioritize our **natural waterfront resources** and **tourism opportunities**



Support **economic development** opportunities



Preserve and promote our Village's **rich history and culture**



Improve our **public spaces** for all ages



Retain and grow our **retail and business** community



Encourage more **housing opportunities** of all types

# Strategies

## GOAL

**Prioritize our natural waterfront resources and tourism opportunities**



## STRATEGIES

Add more **amenities** to the canal waterfront to better serve residents, businesses, and attract visitors.

Enhance **Lock Island and North Island** as recreational and entertainment attractions.

Design outdoor spaces to accommodate **four-season use** and increase winter programming.

# Strategies

## GOAL

**Support economic development opportunities**



## STRATEGIES

Attract businesses that serve **growing economic sectors** to increase the tax base.

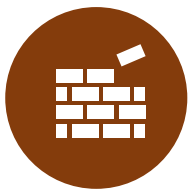
Raise **awareness of Canal Waterfront District businesses** and attractions for regional residents and visitors.

Build more **housing to capture a share of regional growth** and expand the local customer base for businesses.

# Strategies

## GOAL

**Preserve and promote  
our Village's rich  
history and culture**



## STRATEGIES

Highlight the **canal as a distinctive feature** and central part of Phoenix's identity.

Promote **historically-sensitive design** for new projects and exterior improvements, especially those close to the canal.

Strengthen our small-town feel through **shared gathering spaces, events, and communication.**



# Strategies

## GOAL

**Improve our public spaces for all ages**



## STRATEGIES

Enhance **sidewalks, crosswalks, and streetscapes** (lighting, benches, trees, etc.) connecting downtown to the docks and surrounding neighborhoods.

Improve **Henley Park** to accommodate a variety of events, users, and everyday gathering by the community.

Increase **options for children and teenagers** to have safe, interesting spaces to spend time.

# Strategies

## GOAL

**Retain and grow our  
retail and business  
community**



## STRATEGIES

Support the **growth of existing businesses**.

Attract **new dining and retail businesses**, especially along State Street, to meet the needs of residents and visitors.

# Strategies

## GOAL

**Encourage more housing opportunities of all types**



## STRATEGIES

Support more housing options that are **affordable** to people at varying income levels.

Provide more housing **suitable for seniors**.

Improve neighborhood appearance and **housing conditions**.

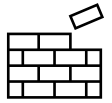
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# Potential Projects

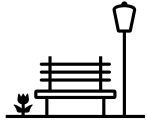


# NY Forward Project Types

## Eligible



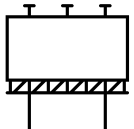
New Development and/or Rehabilitation of Existing Downtown Buildings



Public Improvement Projects



Small Project Fund



Branding and Marketing

## Ineligible



Property acquisition



Standalone planning activities



Operations and maintenance



Training and other program expenses



Pre-award costs

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# Eligibility Requirements

Projects must meet the following eligibility requirements to be considered:

- Identified project sponsor with capacity and legal authority to undertake project
- Project sponsor has site control
- Large enough to be truly transformative to downtown
- Financing commitments largely secured – or demonstrated to be able to be secured
- Must be able to break ground within two years or sooner of receiving NYF funding
- Includes decarbonization techniques  
[if new construction, substantial renovation, or building addition]

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# Important Considerations

The LPC can identify other criteria to evaluate and compare projects, such as:

- Is the project aligned with Phoenix's NYF vision?
- Is the project aligned with Phoenix's NYF goals and strategies? Which one(s)?
- Is the project aligned with State NYF goal(s)? Which one(s)?
- Is the project aligned with community feedback?
- Does the project have transformative potential? Does it contain elements that meaningfully improve the Downtown experience and/or its perception?
- Does the project have catalytic potential? Can it spur further investment in Downtown in the future?

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# NYF Program Goals



Create an active downtown with a **strong sense of place**



Attract new businesses that create a **robust mix of shopping, entertainment, and service options** for residents and visitors, and that provide **job opportunities** for a variety of skills and salaries



Enhance **public spaces for arts and cultural events** that serve the existing members of the community but also draw in visitors from around the region



Build a diverse population, with residents and workers supported by **complementary diverse housing and employment opportunities**



Grow the **local property tax**



Provide **amenities** that support and enhance downtown living and quality of life



Reduce greenhouse gas emissions and support investments that are more **resilient** to future climate change impacts




# Open Call for Projects Closed 7/23

- 26 projects submitted
- \$14.3M requested NYF funding and \$52.7M total project costs

## Reminder...

- LPC will recommend a list of projects totaling \$6-8M in NYF funding request
- State agencies will make final selections for Village's \$4.5M award





Village of Phoenix

## **DRI/NYF Project Form**

The Village of Phoenix has been awarded funds through the New York State NY Forward (NYF) to fund catalytic projects in the downtown to spur revitalization. The Local Planning Committee (LPC) is seeking project proposals from the public for potential projects to be included in the Village of Phoenix's Strategic Investment Plan. Projects included in the Strategic Investment Plan will be reviewed by New York State and may receive funding from a total allocation of \$4,500,000. Project proposals must be received by:

**July 23, 2023, 11:59 PM ET**

The consultant team will hold drop-in office hours for anyone to learn more about the Open Call for Projects and eligibility requirements on:

**June 28, 2023**

Sweet Memorial Building  
 455 Main Street

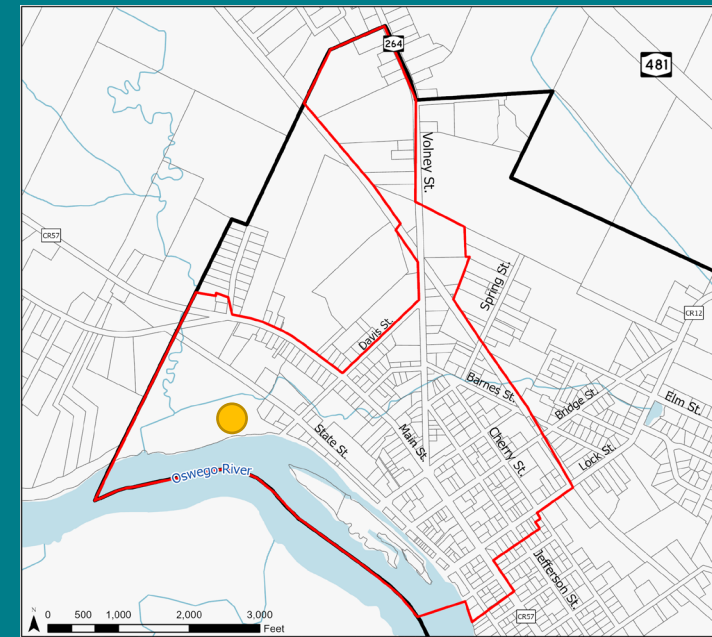
Enter through the front door and signage will direct you to the office location. If you need assistance accessing the building, please call 315-695-2484 and choose option #1, and we will provide options that work best for you.

Project name	NYF request	Total project cost
<b>Private sponsor projects</b>		
Build Mixed-Use Waterfront Housing on State Street	\$3,000,000	\$19,665,000
Construct New Enterprise Fire Co Building	\$2,872,000	\$7,180,000
Construct Primary Care and Behavioral Health Facility on North Street	\$990,000	\$4,950,000
Transform 1 Bridge Street into Restaurant	\$835,000	\$920,000
Construct Daycare Facility at 102 Volney	\$600,000	\$1,500,000
Construct Start-Up Office Space at White Pines Commons	\$500,000	\$1,285,000
Renovate Interior and Exterior of 74 State Street	\$250,000	\$392,000
Renovate 73 State Street for Mixed-Use Development	\$200,000	\$326,000
Enhance 8 Bridge Street Façade, Rooftop, and Patio	\$160,000	\$337,000
Expand 20 Bridge Street Pizzeria with 3-Season Seating, New Signage, and Other Upgrades	\$140,000	\$140,000
Create Outdoor Event Space with Open Air Pavilion Adjacent to Lock 1 Distillery	\$106,000	\$265,000
Renovate 15 Culvert Street Facade	\$52,000	\$130,000
Transform 77 State Street into Café with Canal-Facing Deck	\$12,000	\$30,000
Enhance 79-81 State Street Façade	\$10,700	\$21,400
Improve Housing at 75 State Street	\$8,000	\$9,870
<b>Public improvement projects</b>		
Transform North Island into Canalside Entertainment Venue & Recreational Area with Pedestrian Bridge to State St	\$2,000,000	\$2,000,000
Expand Wastewater Treatment Plant and Upgrade Facilities	\$783,683	\$11,242,665
Expand Recreational Opportunities on Lock Island with New Dog Park, Dock, and Other Amenities	\$543,000	\$725,000
Establish a Small Project Fund to Support Mixed-Use and Commercial Property Improvements	\$300,000	\$300,000
Enhance Henley Park To Better Accommodate Community Events and Boaters	\$93,750	\$125,000
Expand Marketing Campaign for the Village, Including New Gateway and Wayfinding Signage	\$82,500	\$110,000

## BUILDINGS

# Build Mixed-Use Waterfront Housing on State Street

48 rental housing units at range of budgets  
+ a public and private marina



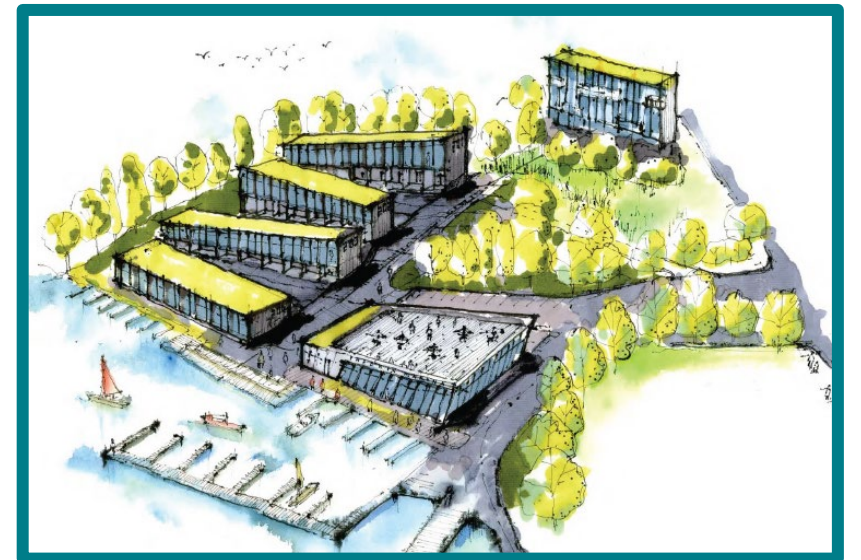
**\$3,000,000 NYF request (15%)**

**\$19,665,000 Total project cost**

Sponsor: Pascarella Development & Management

Site control: **! Need to confirm site control**

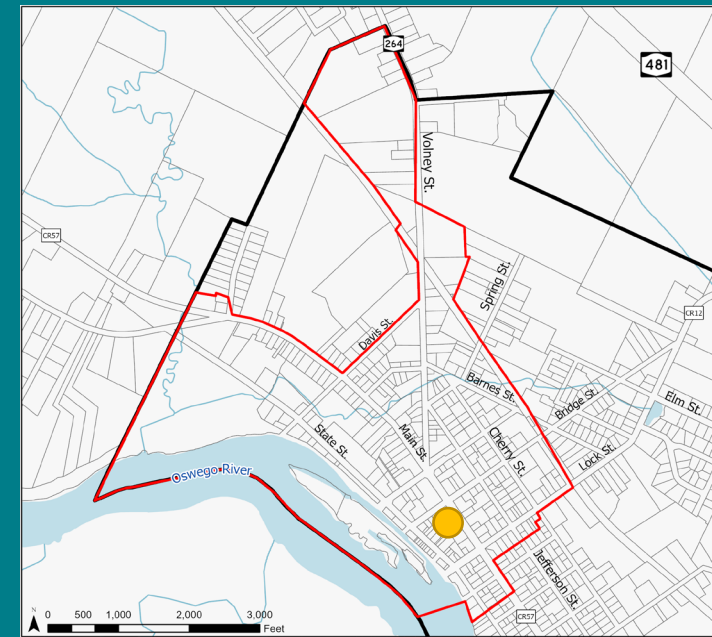
Existing use: Vacant



## BUILDINGS

# Construct New Enterprise Fire Company Building

Two-story addition to existing fire station on adjacent parcel and renovation of existing building



**\$2,872,000 NYF request (40%)**

**\$7,180,000 Total project cost**

Sponsor: Enterprise Fire Co#1 of Phoenix NY

Site control: Yes

Existing use: Vacant lots and building adjacent to fire station

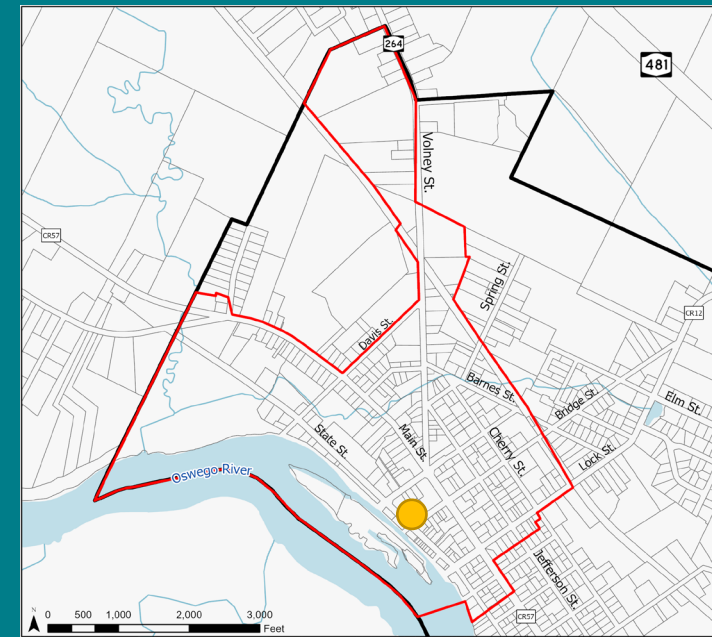




## BUILDINGS

# Transform 1 Bridge Street into Restaurant

With rooftop terrace, relocation of restrooms, elevator, landscaping, lighting upgrades.



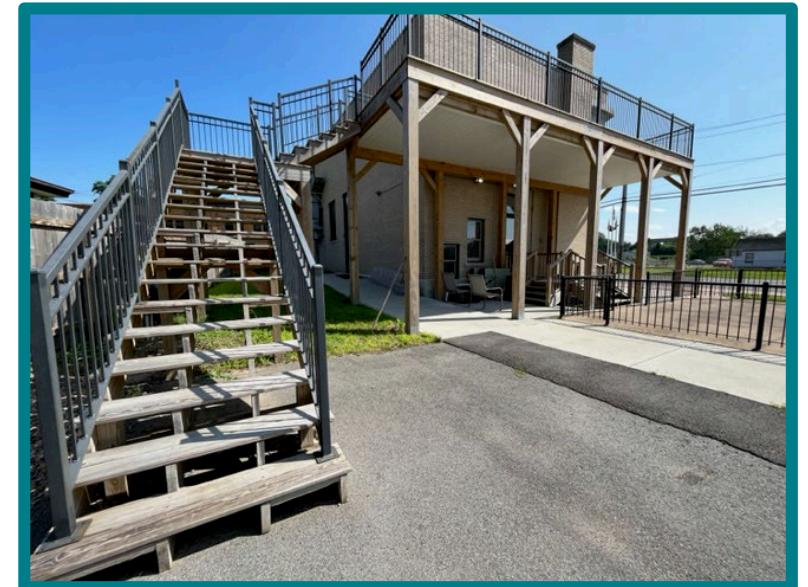
**\$835,000 NYF request (93%)**

**\$920,000 Total project cost**

Sponsor: The Scripa Group

Site control: Yes (owner is partner)

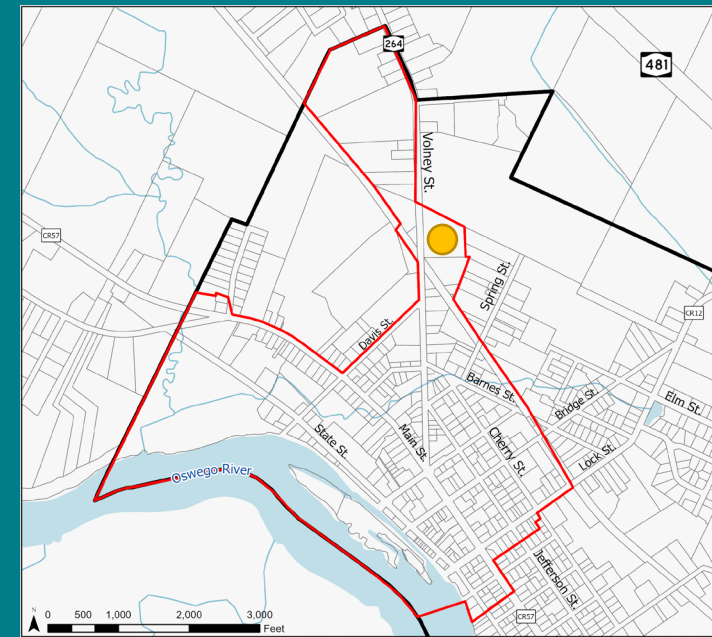
Existing use: Multiple commercial tenants, some vacancy



## BUILDINGS

# Construct Daycare Facility at 102 Volney

New construction for 8,000 sf daycare facility

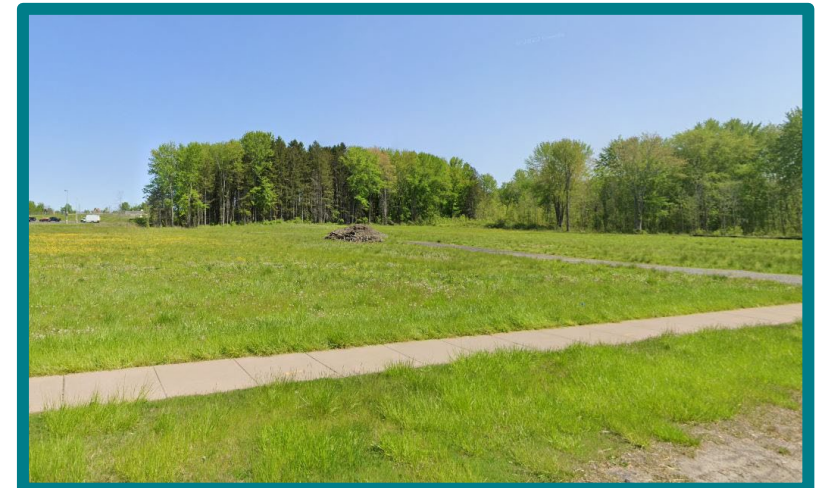


**\$600,000 NYF request (40%)**  
**\$1,500,000 Total project cost**

Sponsor: Walts Excavation

Site control: Yes

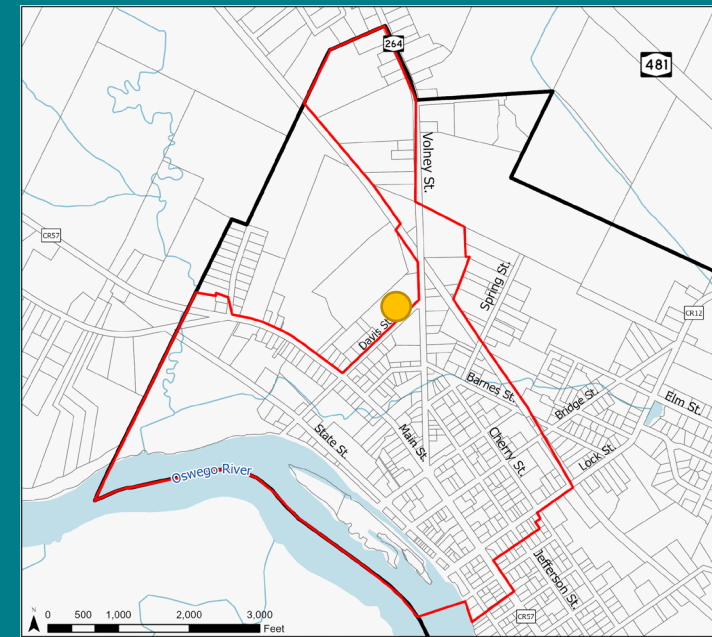
Existing use: Vacant Lot



## BUILDINGS

# Construct Start-Up Office Space at White Pines Commons

New construction of 6,000-8,000 square feet of office for start-ups and small businesses



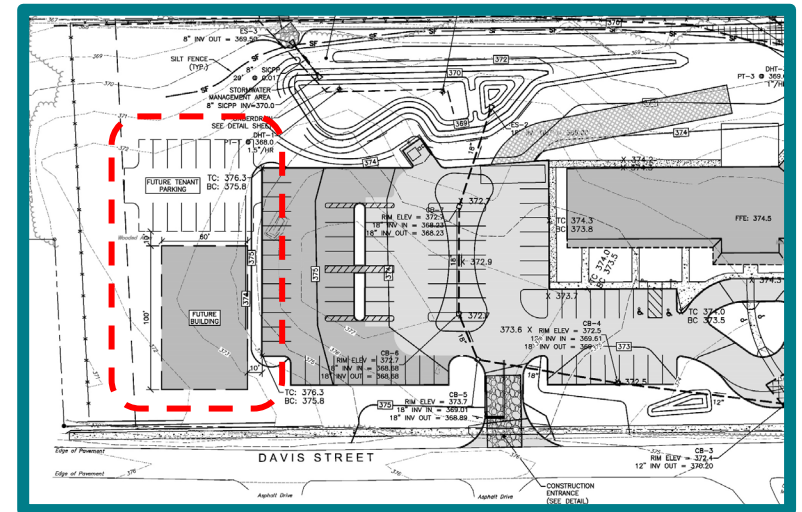
**\$500,000 NYF request (39%)**

**\$1,285,000 Total project cost**

Sponsor: S&S Premier Realty LLC

Site control: Yes

Existing use: Vacant Land

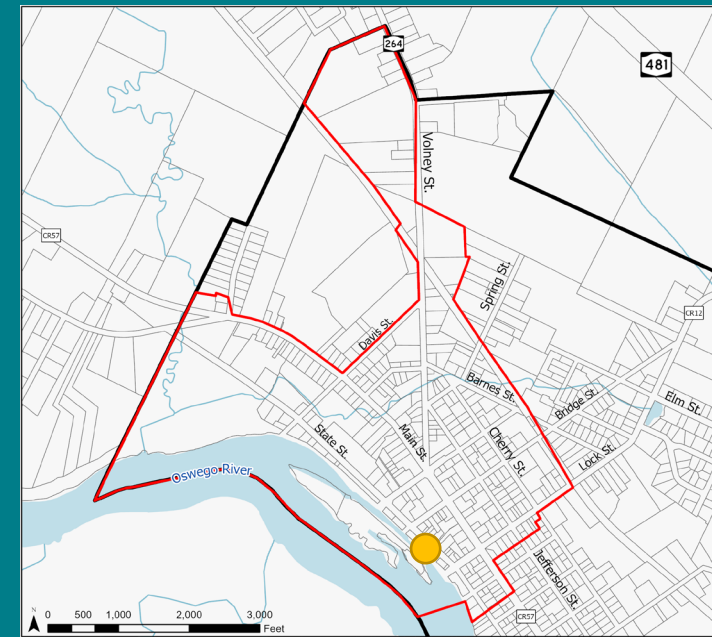




## BUILDINGS

# Renovate Interior and Exterior of 74 State Street

Conversion of existing 5,600 sf office building into massage school and wellness center. New lighting, rebuild of interior, new HVAC, replacement windows and doors



**\$250,000 NYF request (64%)**

**\$392,000 Total project cost**

Sponsor: Nicklaus Hoyt

Site control: Yes

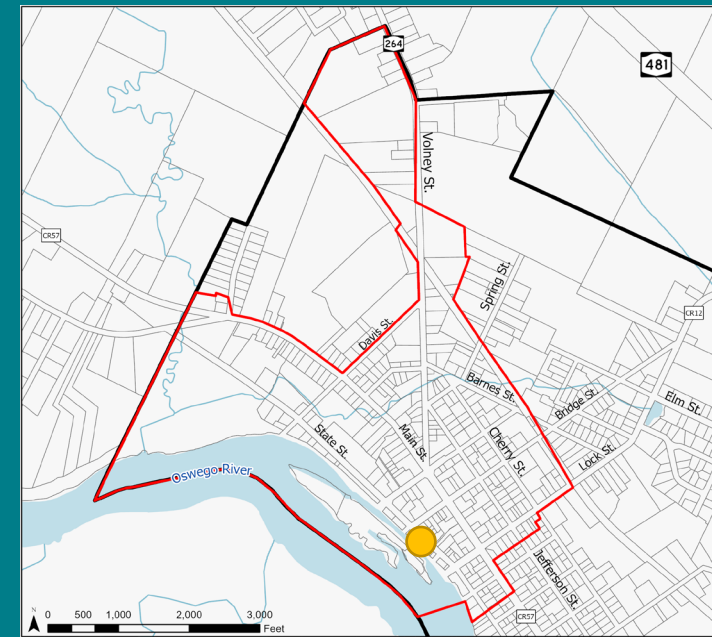
Existing use: Office



## BUILDINGS

# Renovate 73 State Street for Mixed-Use Development

Renovation of building along canal into first-floor retail and second-floor apartments. Includes façade improvements, window replacements, foundation support, new HVAC



**\$200,000 NYF request (61%)**

**\$326,000 Total project cost**

Sponsor: Favorable Enterprises

Site control: Yes

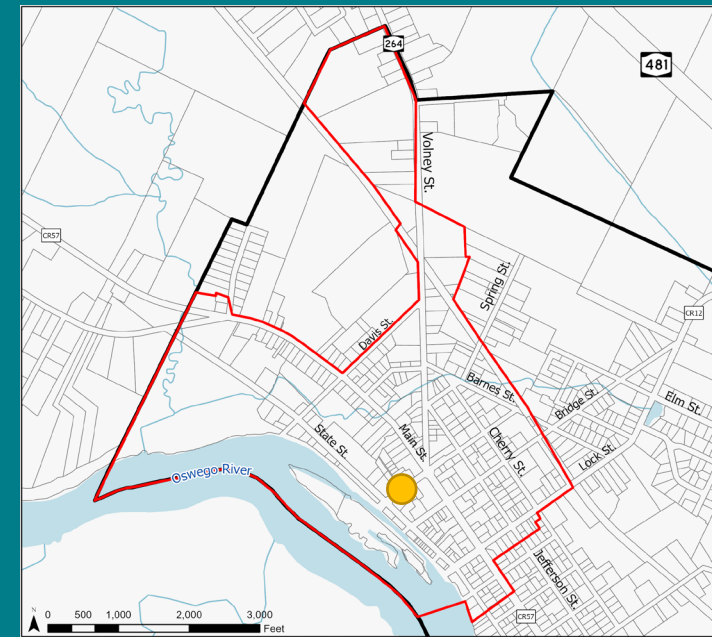
Existing use: Commercial with vacant second story



## BUILDINGS

# Enhance 8 Bridge Street Façade, Rooftop, and Patio

Addition of rooftop seating, expansion of kitchen, façade renovation, patio renovation, addition of second story residential unit



**\$160,000 NYF request (47%)**

**\$337,000 Total project cost**

Sponsor: Duskee's Sports Bar

Site control: Yes

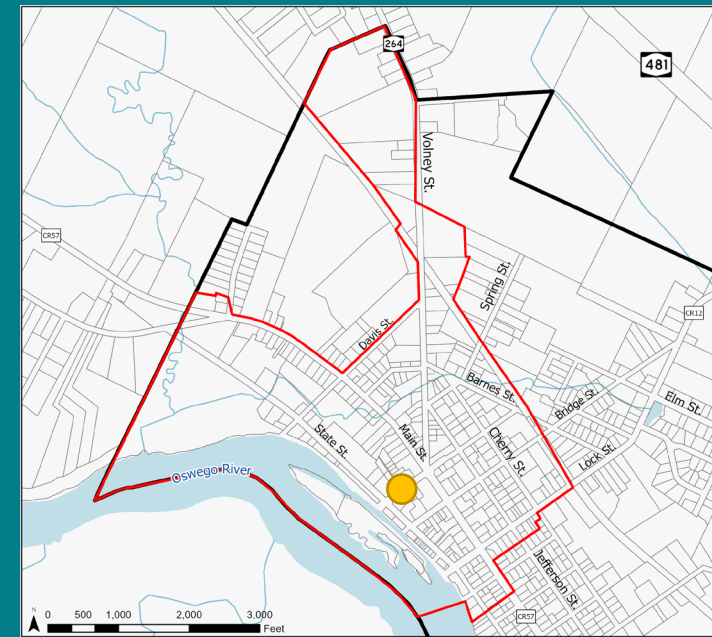
Existing use: Bar/restaurant



## BUILDINGS

# Expand 20 Bridge Street Pizzeria with 3-Season Seating, New Signage, and Other Upgrades

Expand pizzeria with 3-season seating, brick oven, new signage and sidewalk awnings. Potential to add more parking and car charging.



**\$140,000 NYF request (100%)**

**\$140,000 Total project cost**

Sponsor: Infnit Eateries LLC

Site control: Yes/Pending

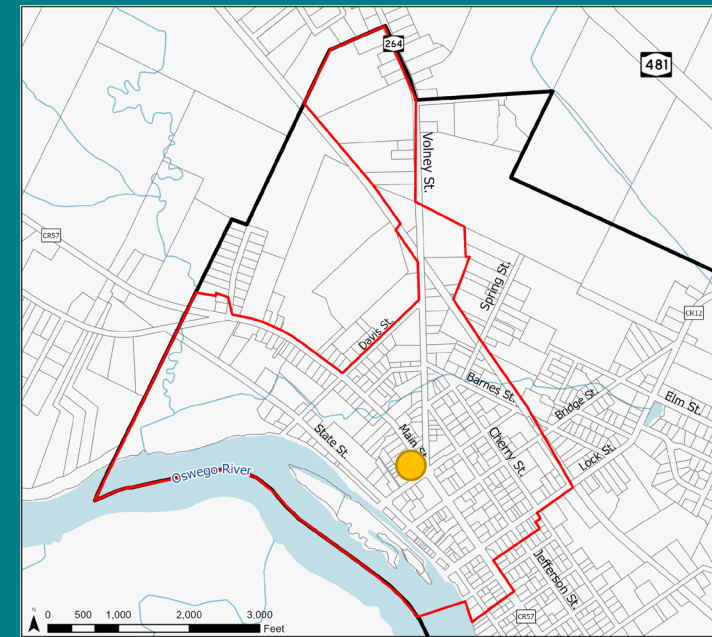
Existing use: Pizzeria and empty lots



## BUILDINGS

# Create Outdoor Event Space with Open Air Pavilion Adjacent to Lock 1 Distillery

Purchase of adjacent parcels for development into outdoor event space, including pavilion, parking, concession space, outdoor seating.



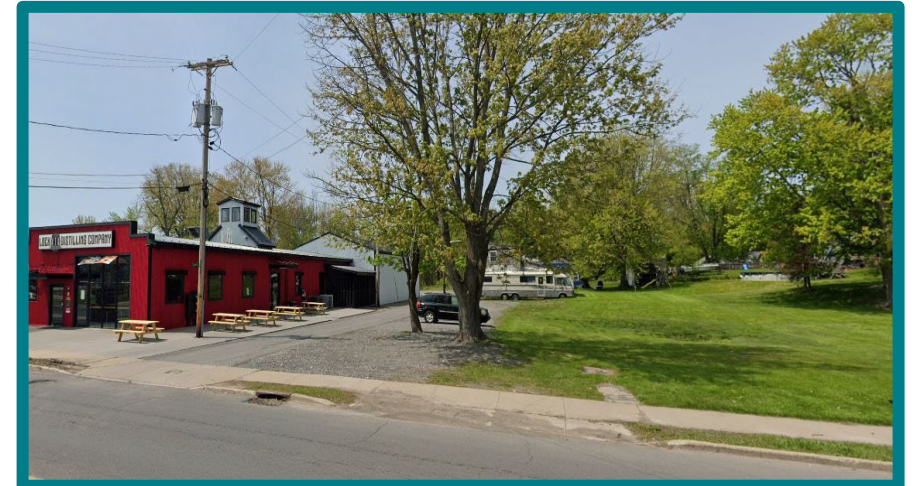
**\$106,000 NYF request (40%)**

**\$265,000 Total project cost**

Sponsor: Lock 1 Distilling Company

Site control: Yes/Pending

Existing use: vacant lot adjacent to distillery

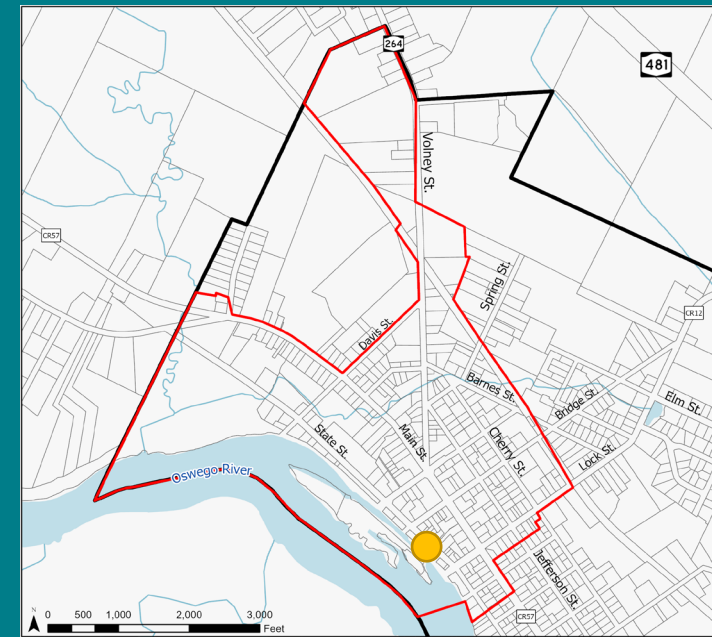




## BUILDINGS

# Transform 77 State Street into Café with Canal-Facing Deck

Coffee shop and eatery along canal, including construction within existing and newly renovated commercial space. Deck to be converted into dining area overlooking canal.



**\$12,000 NYF request (40%)**

**\$30,000 Total project cost**

Sponsor: JoAnn Nazarian

Site control: Yes

Existing use: Commercial/ Office

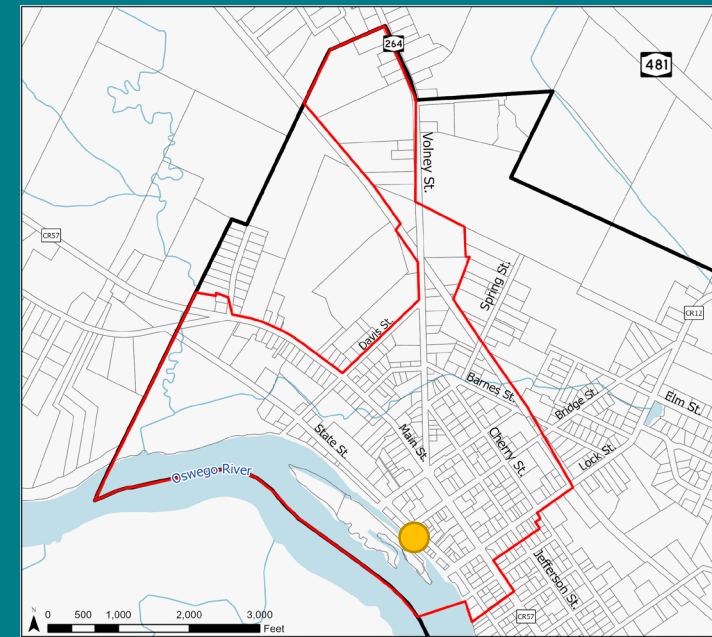


**Potential small project**

## BUILDINGS

# Enhance 79-81 State Street Façade

Installation of LED lighting on marquee, flagpoles, decorative elements, vintage clock installation



**\$10,700 NYF request (50%)**

**\$21,400 Total project cost**

Sponsor: Dean Ripley

Site control: Yes

Existing use: Commercial/ Office

Potential small project

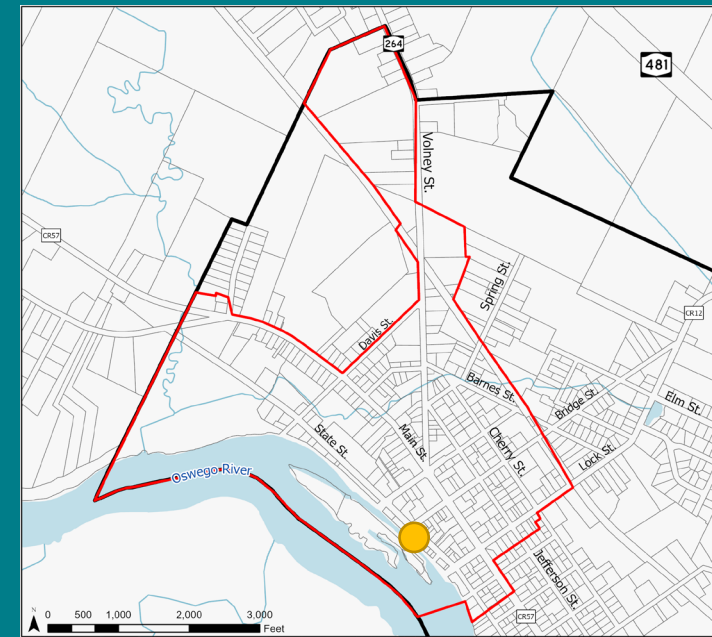




## BUILDINGS

# Improve Housing at 75 State Street

Replacement of door and remodel of stairs to 1920 canal-front building



**\$8,000 NYF request (81%)**

**\$9,800 Total project cost**

Sponsor: John Adolphi

Site control: Yes

Existing use: Commercial/ Office

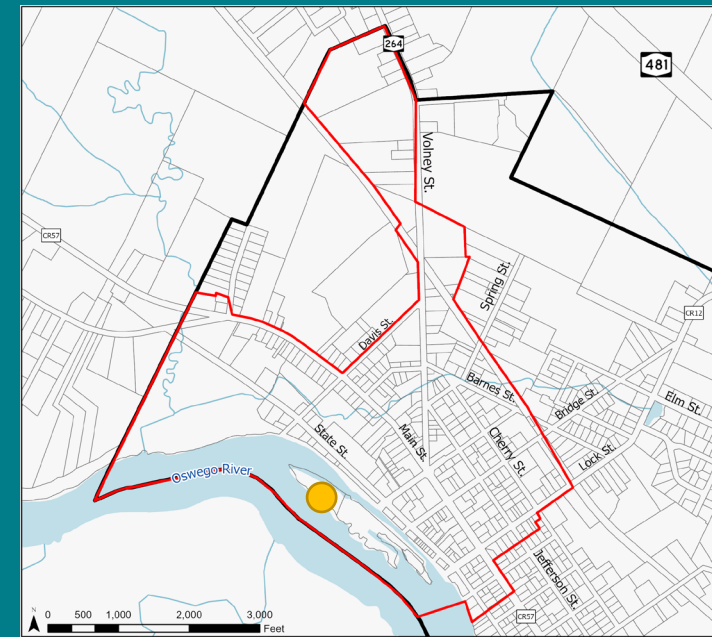


**Potential small project**

## PUBLIC IMPROVEMENT

# Transform North Island into Canalside Entertainment Venue and Recreational Area

Including pedestrian bridge to State Street, new parking lot, walking trail, and additional boat launches



**\$2,000,000 NYF request (100%)**

**\$2,000,000 Total project cost**

Sponsor: Village of Phoenix

Site control: No

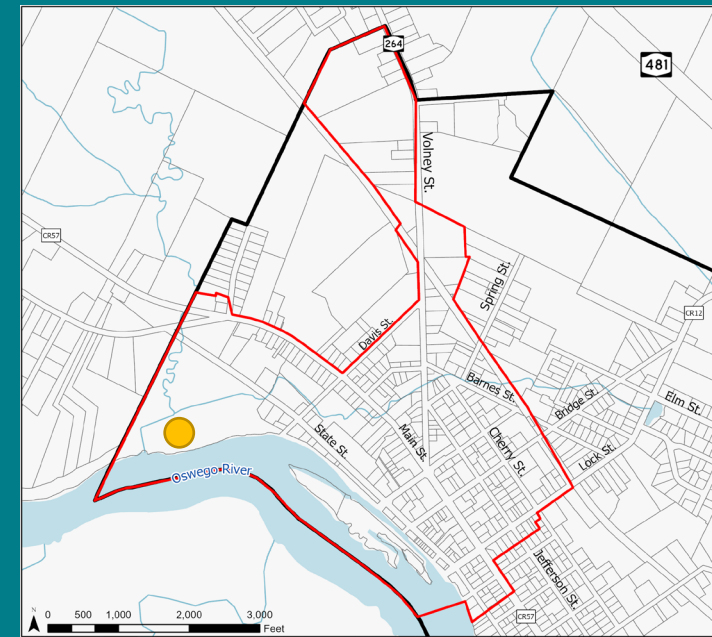
Existing use: NYSDOT facility/green space



## PUBLIC IMPROVEMENT

# Expand Wastewater Treatment Plant and Upgrade Facilities

Expansion of wastewater treatment plant necessary to accommodate new projects and future growth



**\$783,683 NYF request (7%)**

**\$11,242,665 Total project cost**

Sponsor: Village of Phoenix

Site control: Yes

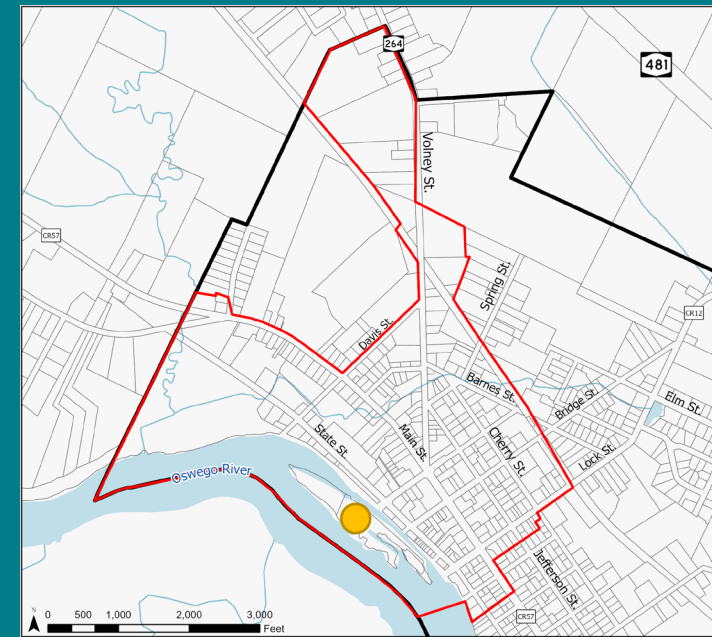
Existing use: Wastewater treatment plant



## PUBLIC IMPROVEMENT

# Expand Recreational Opportunities on Lock Island with New Dog Park, Dock, and Other Amenities

Create a dog park with benches, clean up stations, agility obstacles and an environmentally friendly rainwater catchment system designed for dog park drinking water and lighting. Also install a new boat dock (305 feet).



**\$543,000 NYF request (75%)**

**\$725,000 Total project cost**

Sponsor: Village of Phoenix

Site control: Yes

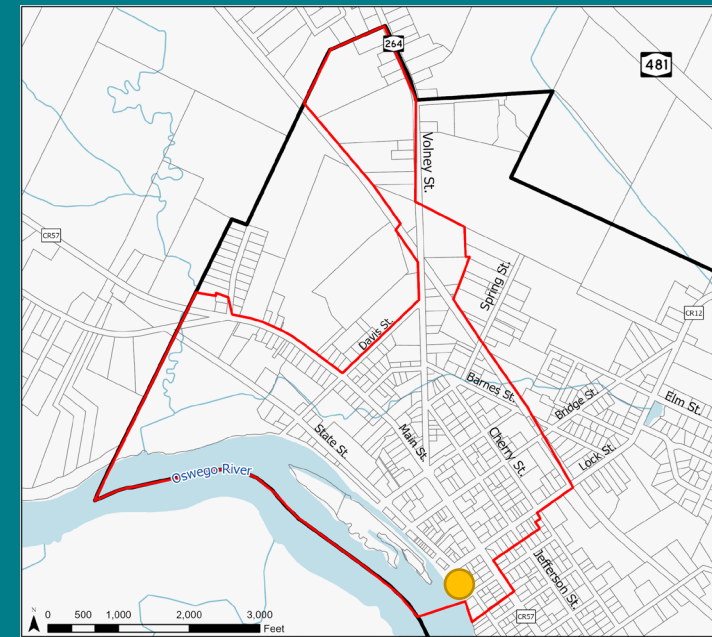
Existing use: Public Park/Green Space



## PUBLIC IMPROVEMENT

# Enhance Henley Park To Better Accommodate Community Events and Boaters

Install pavilion for Bridge House Brats information center/ workspace. Upgrade power and water service on docks and extend dock system by 60 feet.



**\$93,750 NYF request (75%)**

**\$125,000 Total project cost**

Sponsor: Village of Phoenix

Site control: Yes

Existing use: Public Park/ Green Space

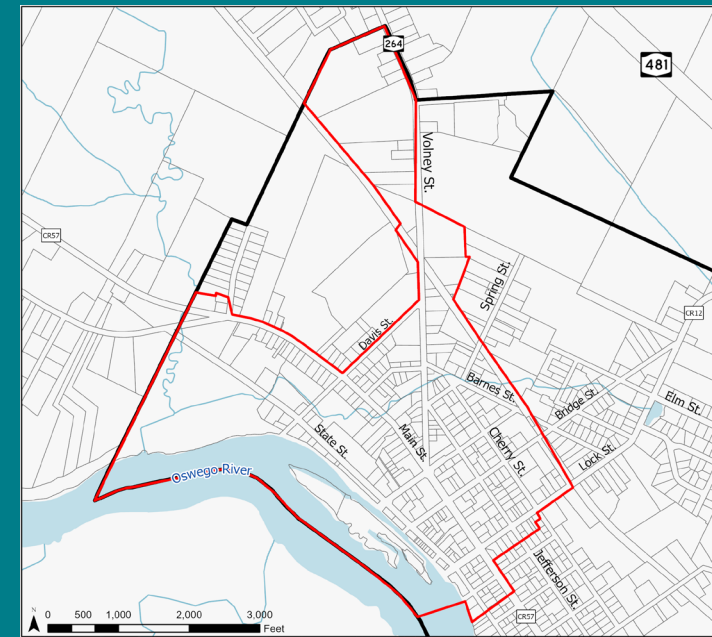




## PUBLIC IMPROVEMENT

# Establish a Small Project Fund to Support Mixed-Use and Commercial Property Improvements

To establish a program to assist the owners of commercial, mixed use, and residential properties within the Village with facade renovations that will improve the aesthetics of the properties, increase energy efficiency, attract new tenants, and support the local business community



## Up to \$300,000 NYF request (100%)

LPC will vote whether to recommend this Fund in its slate of projects

Sponsor: Village of Phoenix

Site control: N/A

Existing use: N/A



4

# Next Steps





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# How Your Feedback Will Be Used

Public feedback is one of several aspects evaluated for each project.

Worksheet responses and online survey feedback will be summarized and presented to the LPC at their next meeting.

‘Public support’ is part of each project profile in the Strategic Investment Plan (SIP).



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# Future Meetings

**LPC #4:** Thursday, September 28

**LPC #5:** Tuesday, October 10  
*(if needed)*

**LPC #6:** Thursday, October 26



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# NY Forward Process

Late Oct

- LPC votes to recommend a list of projects totaling \$6-8M in NYF funding requests

Fall 2023

- Strategic Investment Plan (SIP) submitted to State

Early 2024

- State agencies review SIP and make final selections for Village's \$4.5M award

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# NY Forward Process

2<sup>nd</sup> half  
2024+

- Project implementation begins
  - ❖ After sponsor finalizes contract with State agency
  - ❖ Within 2 years of award

Project  
Completion

- Sponsor reimbursed for their NY Forward award amount after project completed

5

# How to Provide Input Tonight



# Project Open House

Grab a worksheet and visit the poster gallery

For each project on the worksheet:

- Review the poster information
- Share your level of support and respond to other questions on worksheet

**Please return your worksheet** once you've completed it for all projects



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# Online Feedback

Project information will be posted on the Village website along with a survey similar to the worksheet for anyone unable to attend tonight.

Survey will close on **Thursday, Sept. 21**

<https://tinyurl.com/PhoenixNYForward>

