



NY Forward

PHOENIX CANAL WATERFRONT DISTRICT

CENTRAL NEW YORK
NY FORWARD

Public Meeting #1
JUNE 27, 2023

An aerial, grayscale photograph of a town. In the foreground, a wide river flows from the bottom left towards the right. A dam with a spillway is visible on the right side of the river. The town is built on a hillside, with numerous houses, streets, and some larger buildings. A large, oval-shaped field, possibly a racetrack or sports field, is visible in the upper left. The overall scene is a mix of residential and commercial areas.

Meeting Agenda

1 Welcome

2 NY Forward Overview

3 Village Application Review

4 Next Steps

5 Visioning Exercises

2

NY Forward Overview

What is the NY Forward (NYF) Program?

State directs
\$100M investment* to
communities nominated by
the ten Regional Economic
Development Councils (REDCs)

*\$4.5M for one community & \$2.25
for two communities in regions
nominating three downtowns; or
\$4.5M per community in regions
nominating two downtowns.

Communities develop a
Strategic Investment Plan to
identify transformative projects to
be funded in part through NYF

The NYF process is a partnership between

**Local Planning
Committee
(LPC)**

+

Community

+

**New York
State**

+

**Consultant
Team**

LPC Members

Co-Chairs:

Brian Borchik, Mayor

Austin Wheelock, Operation Oswego County

John Adolfi

Sheila Dion

Brenden Backus

Natalie Curran

Amy Boyzuck

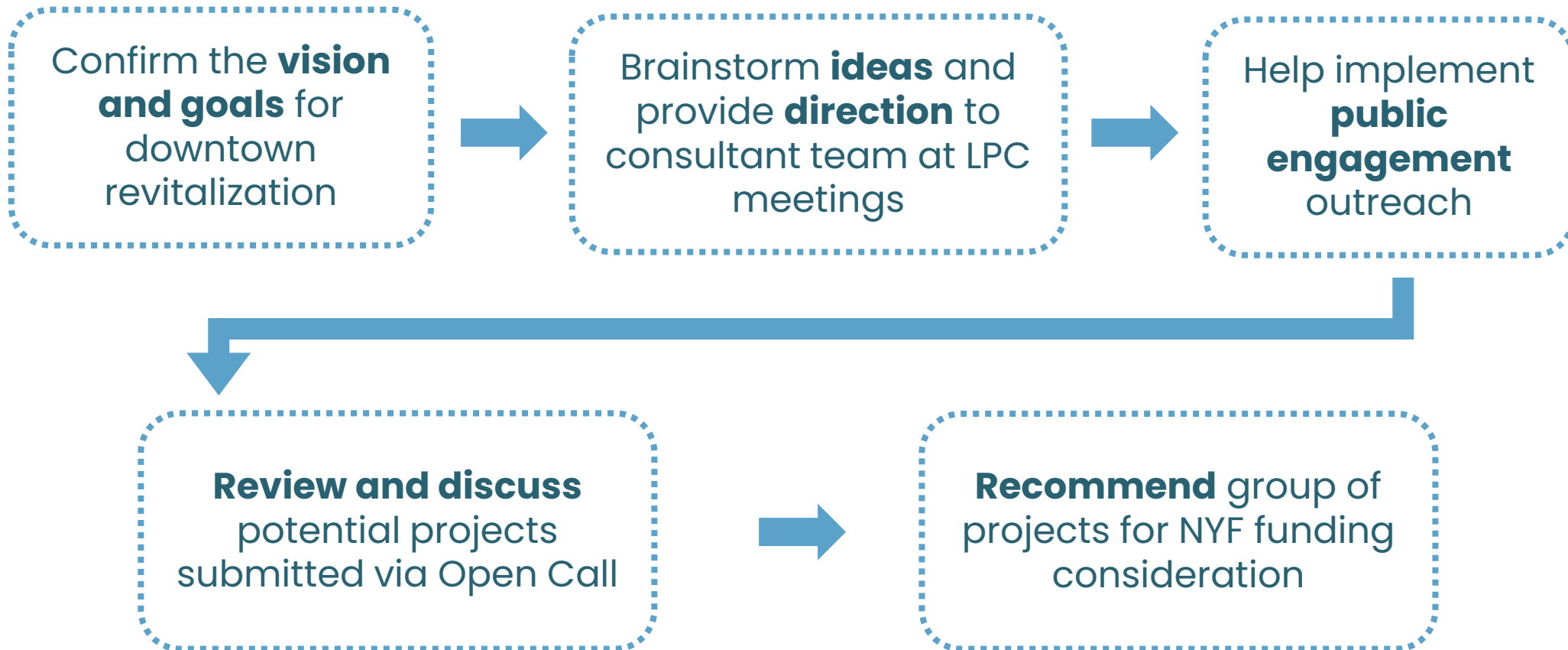
Paul Griser

Sally Woolson

LPC meetings are open to the public to observe. A public comment period is held at the end of each meeting.



Roles and Responsibilities



New York State Team



DOS

Department of State – NYF Lead Agency

DOS leads, Holly Granat and Lissa D’Aquanni

ESD

Empire State Development

HCR

Homes & Community Renewal

NYSERDA

NYS Energy Research & Development Authority

Governor’s Office

Regional Representative

Stantec's Urban Places

Planning
& Urban Design

Mobility

Complete Streets

Engineering

Landscape
Architecture



Team Members

Steve Kearney, Principal-in-Charge
Phil Schaeffing, Project Manager
Sarabrent McCoy, Urban Planner
Isabel Oyuela-Bonzani, Urban Designer

+ partner firms with expertise in public engagement, project economics, retail, housing, and cost estimating

CONSULTANT TEAM EXPERIENCE

DRI ROUND 1 Oswego, Elmira, Oneonta



DRI ROUND 2 Hudson



DRI ROUND 3 Albany



DRI ROUND 4 Schenectady



DRI ROUND 5 Rochester



NYF Process

- Village submitted an application to REDC and was awarded NY Forward funding
- Community planning process identifies potential NY Forward projects (now through October)
 - Sponsors submit Open Call for Projects form
 - Consultant team reviews project proposals
 - LPC votes to recommend list of projects for funding consideration (Strategic Investment Plan/SIP)
 - *Note:* recommended projects should total \$6–8M in requested NYF funding
- State team reviews SIP and makes awards totaling \$4.5M to subset of LPC's recommended project list
- Funded projects begin after contracting period
 - *Note:* NY Forward award is reimbursable grant (sponsor pays initially and gets reimbursed later, typically when project completed)

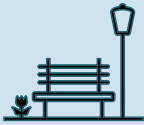
Key ingredients of a Strategic Investment Plan



Eligible project types



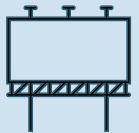
New Development and/or
Rehabilitation of Existing Structures



Public Improvements



Small Project Fund









Branding and Marketing
(Physical Components)

Ineligible project types

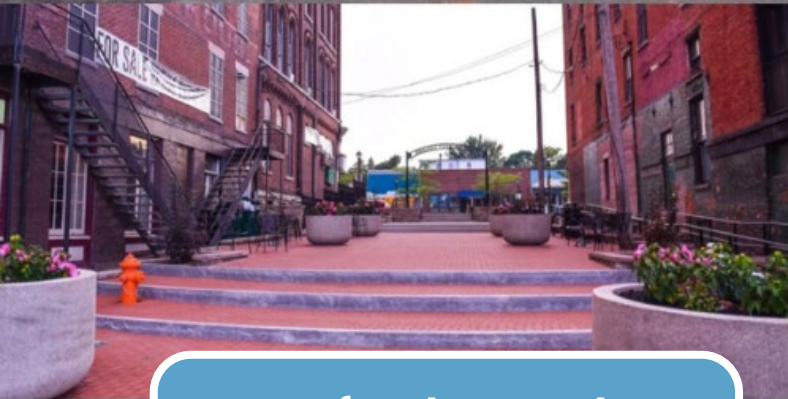
- Standalone planning activities
- Operation and maintenance (include staffing, utilities, rent)
- Pre-award costs
- Property acquisition
- Training and other continuing expenses
- Expenses related to existing programs

Eligibility Requirements

Projects must also meet the following eligibility requirements to be considered:

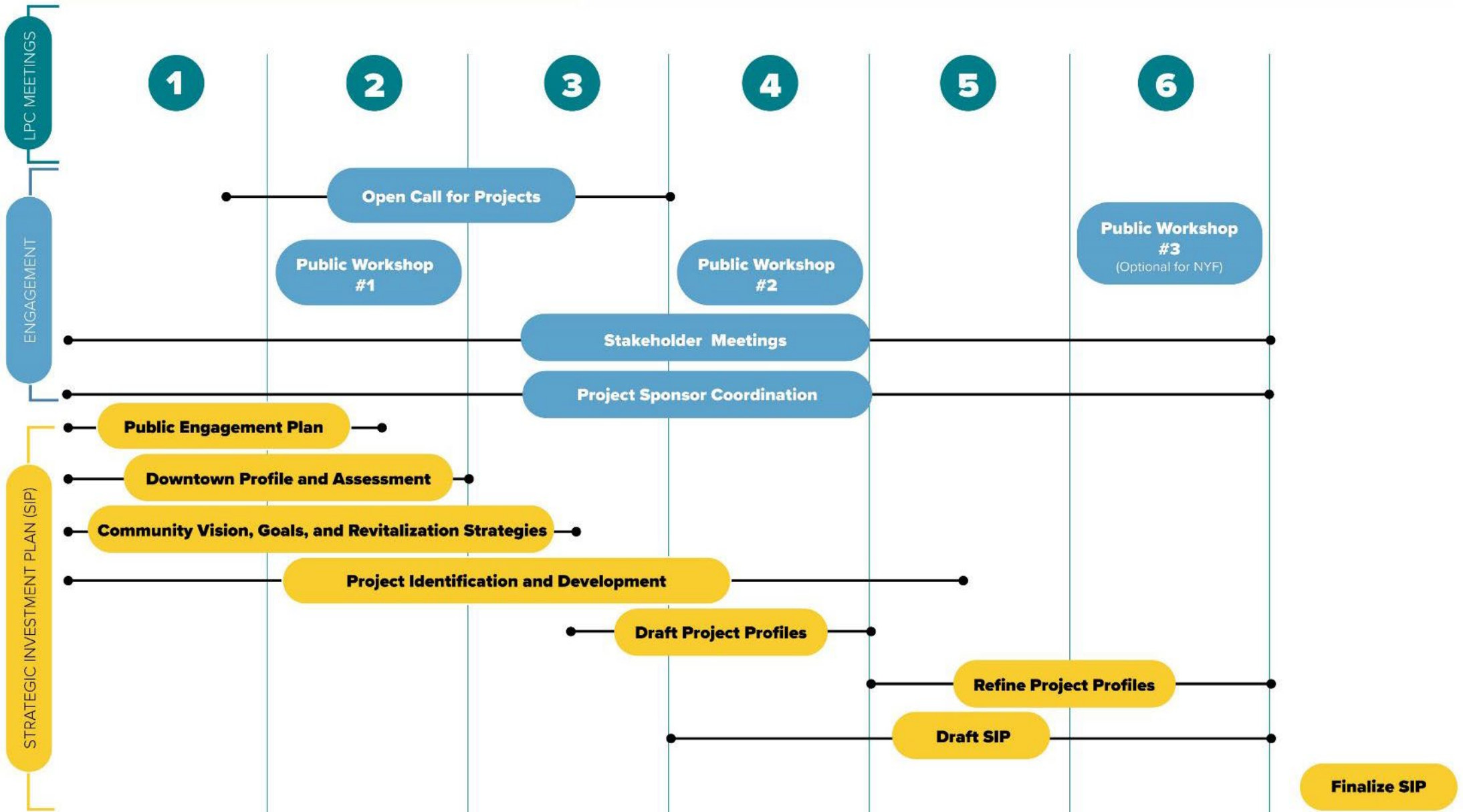
-  Must be able to break ground within two years of receiving NYF award
-  Large enough to be truly transformative to downtown
-  Identified project sponsor with capacity and legal authority to undertake project
-  Project sponsor has site control
-  Financing commitments largely secured – or demonstrated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

Implementable Projects vs. "Good ideas"



NYF funds must be designated toward capital initiatives!

NYF PLANNING PROCESS TIMELINE



3

Village Application Review

NYF BOUNDARIES

Phoenix's Canal
Waterfront District

Boundaries:
Oswego River,
Davis St., Volney St,
Lock St, & the Rail
Line



Vision statement draft

The Village of Phoenix seeks to protect and develop its economic, historic, and natural resources; enhance the Canal Waterfront District; and expand year-round cultural, recreational, and entertainment opportunities while maintaining adequate and affordable community services and improving the quality of life.

Project ideas from the Village's application*

* These projects will not be automatically considered by the LPC. All projects must submit an [Open Call for Projects form](#), available online.

Health & Safety

- **Wastewater Treatment Plant:** expand and enhance existing plant
- **Enterprise Fire Co:** renovations for needed expansion and office space.

Business Development

- **Pascarella Marina:** new marina spurring commercial and residential development
- **Distillery & Waterside Club:** provide expansion and enhancement of two spaces to support larger activities
- **Small Business & Commercial Development:** support a fund to assist the development of local businesses
- **Independent Pizza:** provide renovation and expansion support

PROJECT IDEAS FROM VILLAGE'S APPLICATION



Civic Spaces

- **North Island Transformation:** enhance space for events and concerts
- **Lock Island Improvements:** provide additional waterside amenities and dog-friendly activities
- **Henley Park:** upgrade current amenities and the addition of a pavilion
- **Marketing Campaign, Gateway and Wayfinding:** improve pedestrian and visitor experience

PROJECT IDEAS FROM VILLAGE'S APPLICATION

Public realm/streetscape -
existing conditions



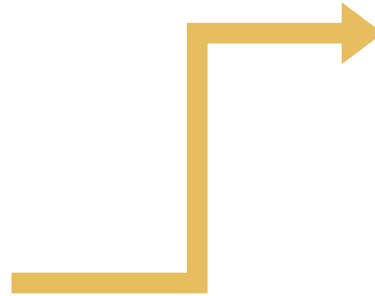
Housing

- **Neighborhood Revitalization Partnership:** renovate and rehabilitate existing housing stock to energy-efficient and affordable home standards.

Project Ideas from Application = \$21.8M total development cost

Project ideas

- Village's application to the State identified potential project ideas
- Actively working to identify additional projects
- LPC has issued **open call for projects** to consider
- Projects must be within the NYF area boundary



SPREAD THE WORD!

Open call for projects

- Requires detailed information about project sponsor, confirmed funding, plans, etc.
- NYF focused on implementable projects, *not just ideas*
- Online form, office hours, webinar
- Consultant team available to discuss ideas
steve.kearney@Stantec.com

4 Next Steps

Meetings

- LPC Meeting #1: 5/30
- ➔ **Public Meeting #1:** 6/27
- LPC Meeting #2: 7/13
- LPC Meeting #3: 8/3
- **Public Meeting #2:** 9/12
- LPC Meeting #4: 9/28
- LPC Meeting #5: 10/10*
- LPC Meeting #6: 10/26

*Additional meeting if needed

Open Call for Projects: 6/15 – 7/23

- Drop-In Office Hours for Project Sponsors: Tomorrow, 6/28 10am-1pm, Sweet Memorial Building
- Informational Webinar for Project Sponsors: 7/6 noon to 1pm, Zoom

Strategic Investment Plan: Oct/Nov

Phoenix NYF

*Help us with your ideas to
continue the momentum downtown!*

tinyurl.com/NYFphoenix



NEW YORK
STATE OF
OPPORTUNITY.

NY Forward



5 Visioning Workshop

Your role tonight

Discuss openly, but respectfully.
There are no bad ideas!

Draw, write, speak –
however works best for you.

Exercises

INDIVIDUALLY

Complete the Vision Statement and Goals exercises.

IN GROUPS

Discuss projects ideas, opportunities, and challenges of the NYF area.

Individual exercise:

- Review the vision statement and list of goals
- Write/Annotate: What resonates with you, what could be better

NY Forward - Village of Phoenix Individual Vision Statement Exercise

Please help us build on the Phoenix NYF Vision. Read the draft vision statement that was included in the application and let us know what resonates with you, and what could be better.

DRAFT VISION STATEMENT:

The Village of Phoenix seeks to protect and develop its economic, historic, and natural resources; enhance the Canal Waterfront District; and expand year-round cultural, recreational, and entertainment opportunities while maintaining adequate and affordable community services and improving the quality of life.

WHAT RESONATES WITH YOU:

WHAT COULD BE BETTER / WHAT IS MISSING FROM THE VISION STATEMENT:

Group discussion:

- Identify a notetaker and a reporter at your table
- Identify assets, potential opportunities, and challenges
- Review and build on preliminary potential projects
- Agree on 5 shared priorities
- Prepare to report back to the room on your 5 priorities

PHOENIX, NY
NY FORWARD PROGRAM

VISIONING SESSION

NY Forward
JUNE 2023

PROJECT IDEA MAP



Project Ideas from Village's Application*

- A **Wastewater Treatment Plant:** expand and enhance existing plant
- B **Pascarella Marina:** new marina spurring commercial and residential development
- C **North Island Transformation:** communal space for events and concerts
- D **Lock Island Improvements:** provide additional waterside amenities and dog-friendly activities
- E **Lock 1 Distillery:** provide expansion and enhancement to support larger activities
- F **Waterside Club:** provide expansion and new rooftop lounge/terrace
- G **Henley Park:** upgrade current amenities and the addition of a pavilion
- H **Interprise Fire Co:** renovations for needed expansion and office space
- I **Independent Pizzeria:** provide site enhancements, expansion of a dining area and parking accommodations
- J **Small Business & Commercial Development:** support a fund to assist the development of local businesses

TOP FIVE PRIORITIES

- 1.
- 2.
- 3.
- 4.
- 5.

CANAL AREA



LOVE What do you love about this area?

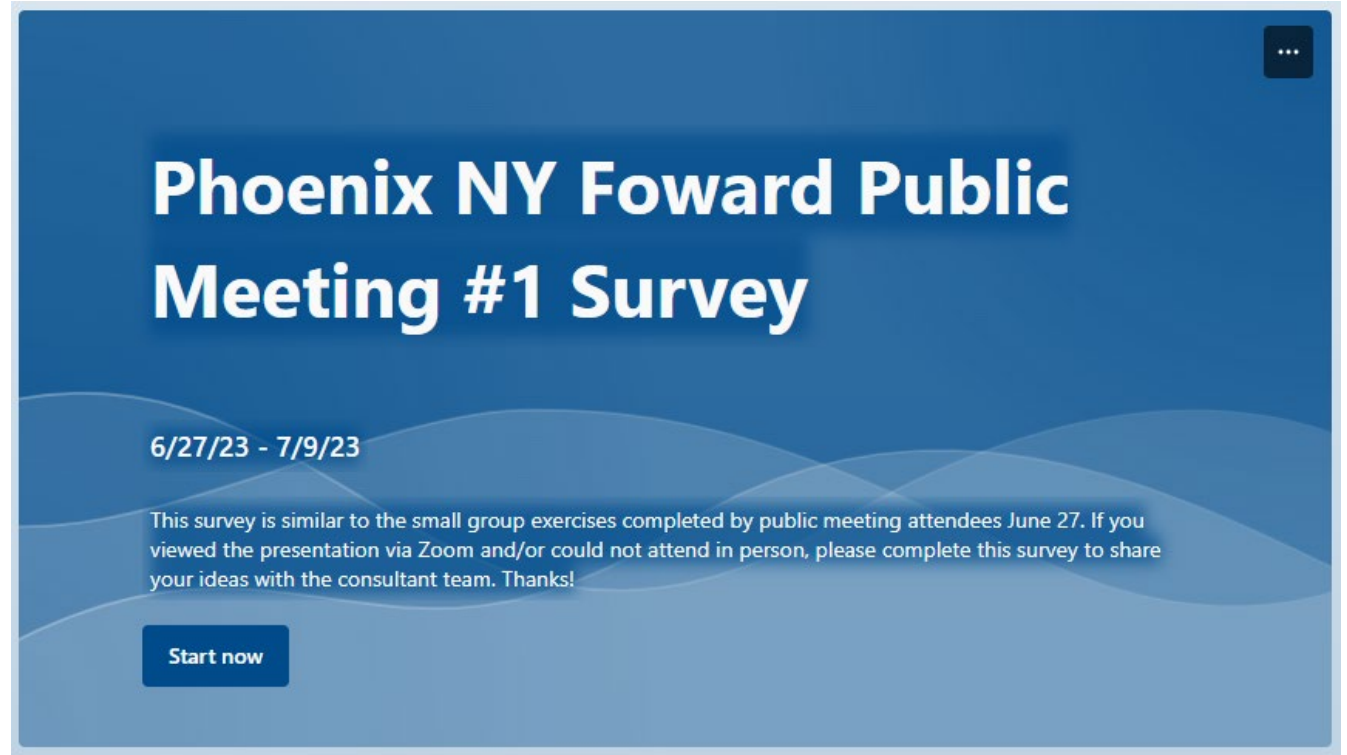
CONCERN What are the area's challenges?

OPPORTUNITY What opportunities do you see for the area?

* Village is a registered professional landscape architect and is not a licensed architect. All project ideas are conceptual and subject to change. All project ideas are subject to the Village's approval and the Village's ability to fund the project. All project ideas are subject to the Village's approval and the Village's ability to fund the project. All project ideas are subject to the Village's approval and the Village's ability to fund the project.

Zoom Participants

- This concludes the Zoom webinar.
- The workshop exercises are available online until July 9.
- <https://forms.office.com/r/tvTfZRKH16>



The image shows a digital banner for a survey. It has a dark blue background with white text. The title 'Phoenix NY Foward Public Meeting #1 Survey' is prominently displayed in a large, bold font. Below the title, the dates '6/27/23 - 7/9/23' are shown. A paragraph of text explains that the survey is similar to exercises from a previous meeting and asks for participation from those who viewed the presentation via Zoom or could not attend in person. A 'Start now' button is located at the bottom left of the banner area.

Phoenix NY Foward Public Meeting #1 Survey

6/27/23 - 7/9/23

This survey is similar to the small group exercises completed by public meeting attendees June 27. If you viewed the presentation via Zoom and/or could not attend in person, please complete this survey to share your ideas with the consultant team. Thanks!

[Start now](#)

Phoenix NYF

*Help us with your ideas to
continue the momentum downtown!*

tinyurl.com/NYFphoenix



NEW YORK
STATE OF
OPPORTUNITY.

NY Forward

