

New York Forward

Village of Phoenix LPC Meeting #2

July 13, 2023



LPC Code of Conduct

Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today's meeting. If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project.

For example, you may state that you, or a family member, have a financial interest in the project, or you are on the board of the organization proposing the project. The conflicts of interest we have on file include *<none to date>*.

Do any other LPC members need to make a disclosure to the Committee?

Please inform the LPC co-chairs during the meeting if the need to disclose a conflict arises unexpectedly, and then recuse yourself from discussion or voting on the project.

Agenda

- Planning Updates
 - Website and Other Communications Updates
 - Call for Projects
 - Public Engagement Plan
 - Public Meeting Themes
- Downtown Profile and Assessment – draft highlights and discussion
- Revised Vision and Goals – discussion
- Upcoming Dates
- Public Comment

LPC Meetings: Topics and Preliminary Schedule

MAY

1

Introductions and program and planning overviews

Boundary confirmation

Public Engagement Plan input

Open Call for Projects input

Stakeholder list input

Discussion of opportunities and challenges

JULY

2

Process updates

Public Engagement Plan

Highlights from downtown profile and assessment

Visioning exercise

AUG

3

Process updates

Finalize community vision, goals, strategies

Review project evaluation criteria

Discuss proposed projects, identify projects to remove from consideration

SEPT

4

Process updates

Continue discussion of project evaluation criteria, proposed projects

Identify additional project information needed

OCT

5

Process updates

LPC vote on final slate of proposed projects

Public comment at end of each meeting

1

Planning Updates

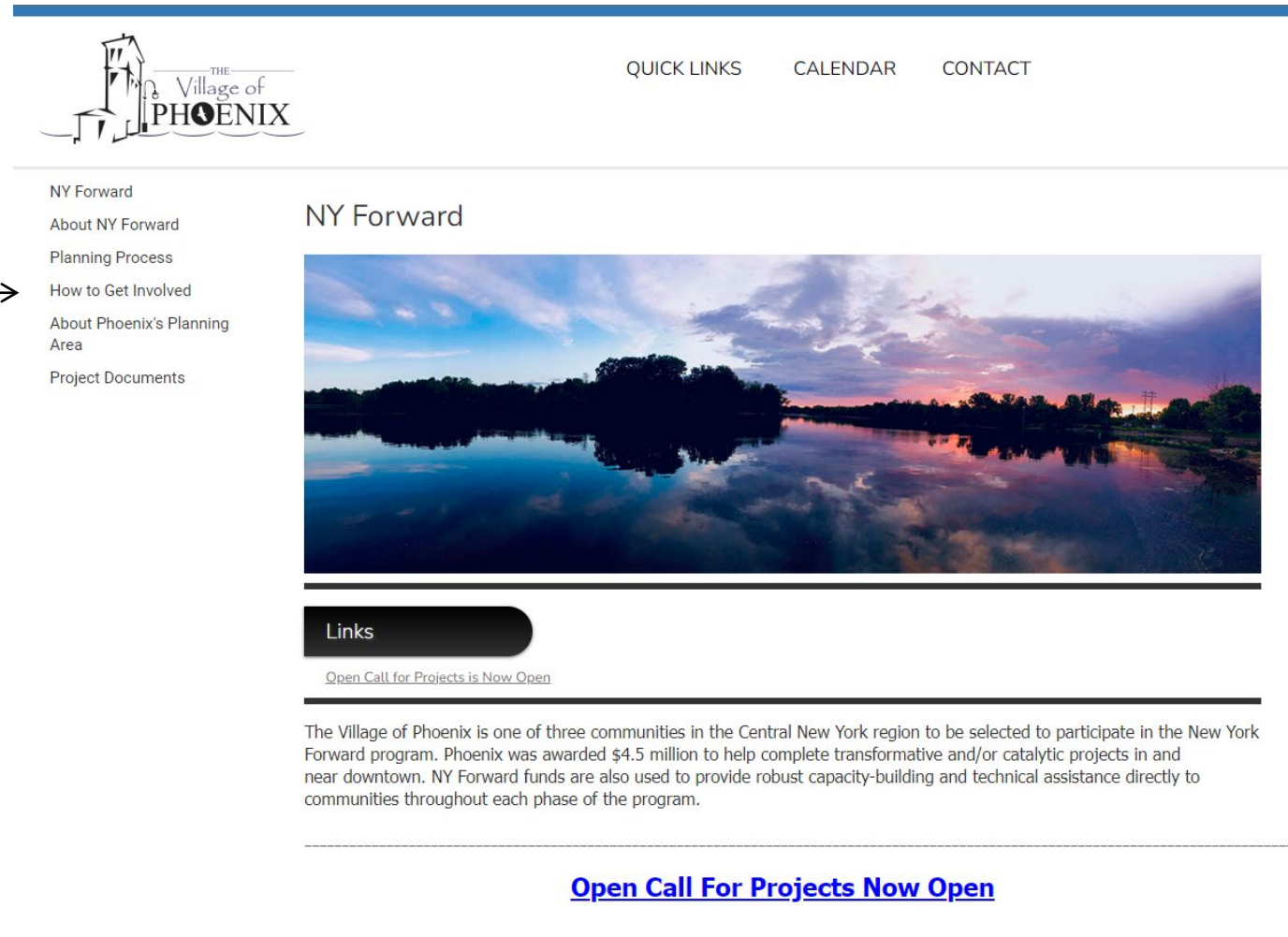


Website + Survey

NY Forward page on Village website:

<https://www.villageofphoenix-ny.gov/districtpage.cfm?pageid=3476>

- Includes link to Open Call for Projects, meeting presentations, and program information
- Public survey open until August 25 (link in “How to Get Involved” section)

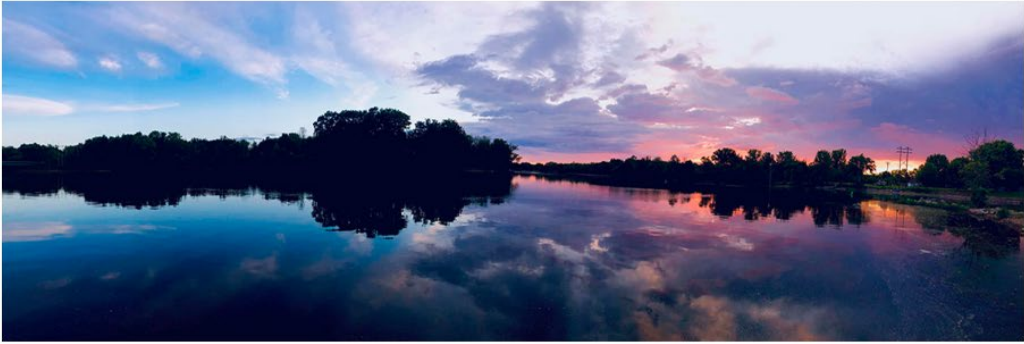


QUICK LINKS CALENDAR CONTACT

THE Village of PHOENIX

NY Forward
About NY Forward
Planning Process
How to Get Involved
About Phoenix's Planning Area
Project Documents

NY Forward



Links

[Open Call for Projects is Now Open](#)

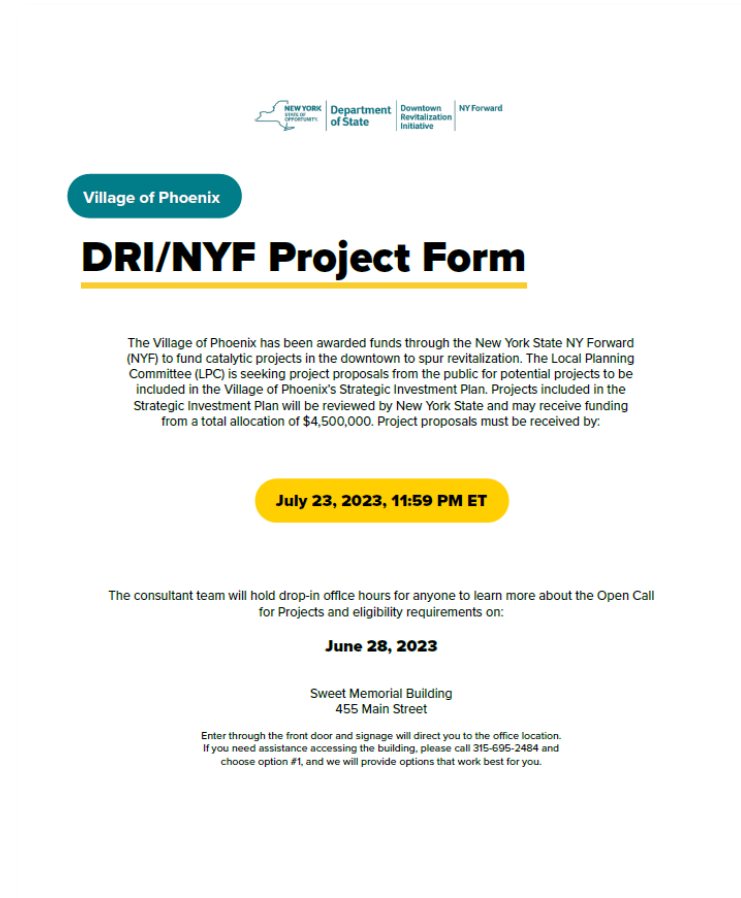
The Village of Phoenix is one of three communities in the Central New York region to be selected to participate in the New York Forward program. Phoenix was awarded \$4.5 million to help complete transformative and/or catalytic projects in and near downtown. NY Forward funds are also used to provide robust capacity-building and technical assistance directly to communities throughout each phase of the program.

[Open Call For Projects Now Open](#)

Call for Projects

Due July 23rd

- Call for Projects form released June 16 on Village website and promoted via email, flyers, and at the public meeting
- 7 people stopped by drop-in “office hours” on June 28th at the Sweet Memorial Building
- Sponsors can submit via email (preferred), mail, or in-person at Sweet Memorial Building



The flyer is titled "Village of Phoenix" and "DRI/NYF Project Form". It includes the logos for the New York State Department of State, Downtown Revitalization Initiative, and NY Forward. The text explains that 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 flyer also mentions that 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, at the Sweet Memorial Building, 455 Main Street. A note at the bottom states: "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."

NEW YORK
STATE
DEPARTMENT OF STATE

Department of State

Downtown Revitalization Initiative

NY Forward

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.

Pop-Up Event

- Public engagement partner Highland Planning staffed a tent at Strawberry Fest 6/23
- Fishing game for kids attracted parents to learn more about NYF – many for the first time
- Team engaged 150+ people, distributing public meeting and survey information



NYF Boundary

- Boundaries: Oswego River, Davis Street, Volney Street, Lock Street, and the rail line



Draft Public Engagement Plan (PEP)

- Outline describing how public will be involved in planning process
- Flexible framework to guide process that can be adapted over time

- **LPC Meetings**
- **Stakeholder Interviews**
- **Online Engagement**
- **Public Workshops**
- **Local Outreach Activity**
(Pop-Up Event)
- **Engaging Hard-to-Reach Populations**
- **Communications Plan**
- **Project Identification**
(Open Call for Projects)

Public Meeting #1 Recap

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



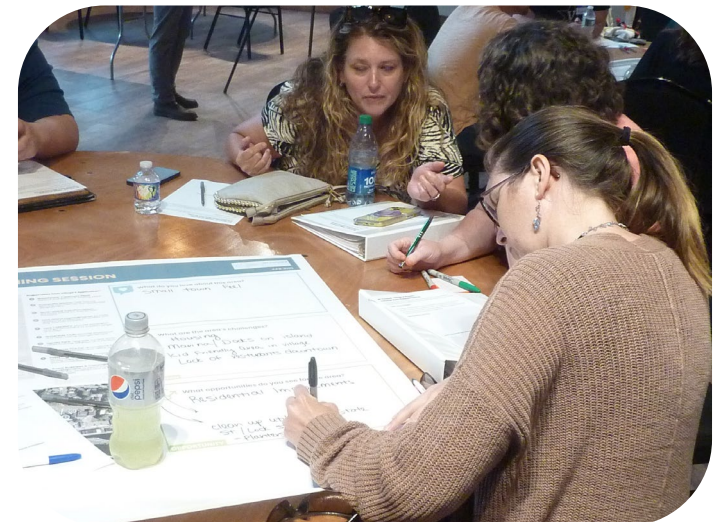
What we heard: Community priorities

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**



What we heard: Drafting the vision

Add more details about **how the downtown will protect and develop its economic, historical, and natural resources**

Address some of the concerns residents raised, such as the **need for more healthcare options** and the **potential environmental impact of a marina**

Make it clear that the vision statement is not just about economic development, but also about **improving the quality of life for all residents**

What we heard: Project ideas

New dock



Murals



Island development



2

Downtown Profile & Assessment Highlights



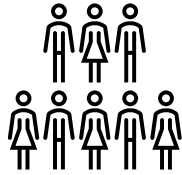
What is it?

Downtown Profile and Assessment

Tells the story of the downtown, including its strengths, challenges, and future potential

- Study Area boundary description and map
- Demographic overview
- Regional and historic context
- Recent plans and investment
- Alignment with REDC strategies
- Physical setting (discussion of topics such as vacancy, land use, resilience concerns, transportation networks)
- Economic trends and opportunities
- Synthesis of trends, challenges, and opportunities

Demographic overview



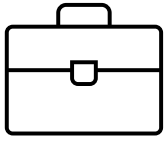
Population



Households



Housing units



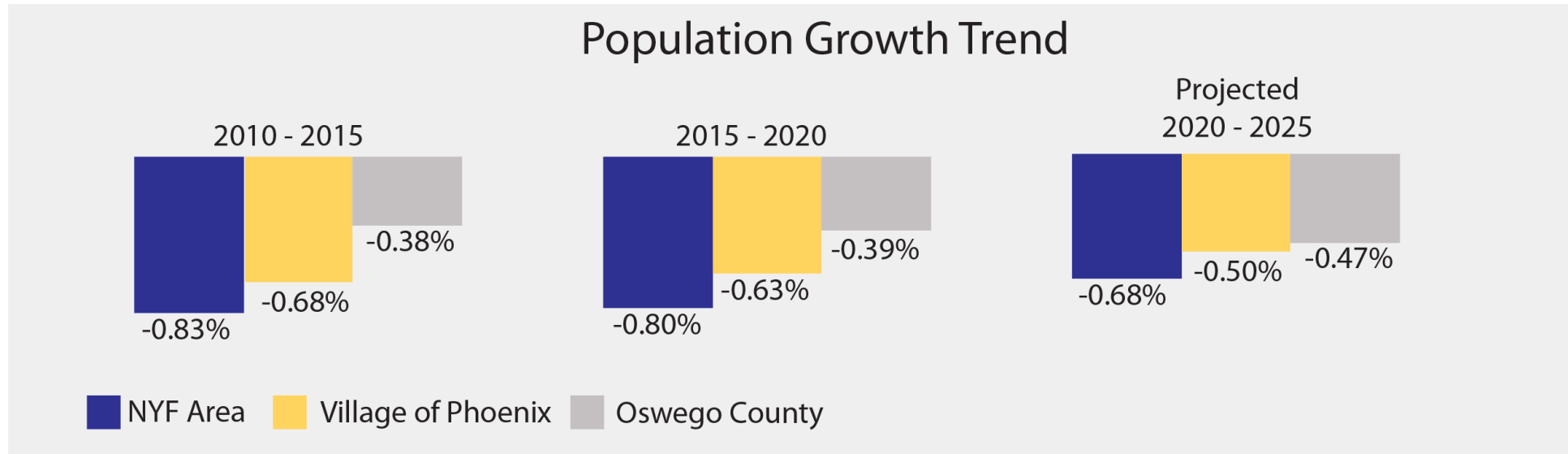
Jobs

| | 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

Phoenix's population has remained relatively stable over the past decade, having experienced a very small net loss.

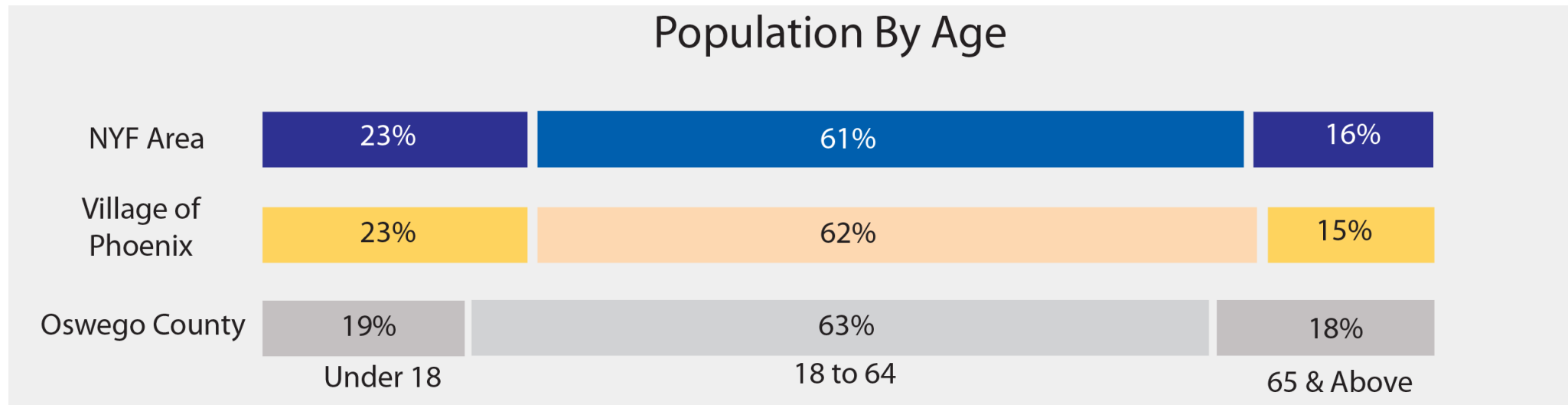
Projections for 2020-2025 suggest continued stability, but the Micron factory and other regional investments could result in growth long-term.



Source: ESRI 2023

Phoenix and the NYF area have relatively more children and fewer seniors (65+) than Oswego County.

This can have implications for the types of housing, services, and recreational opportunities needed in the area.



Phoenix has a lower median income than Schroeppel 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 Schroeppel

\$70,700

Oswego County

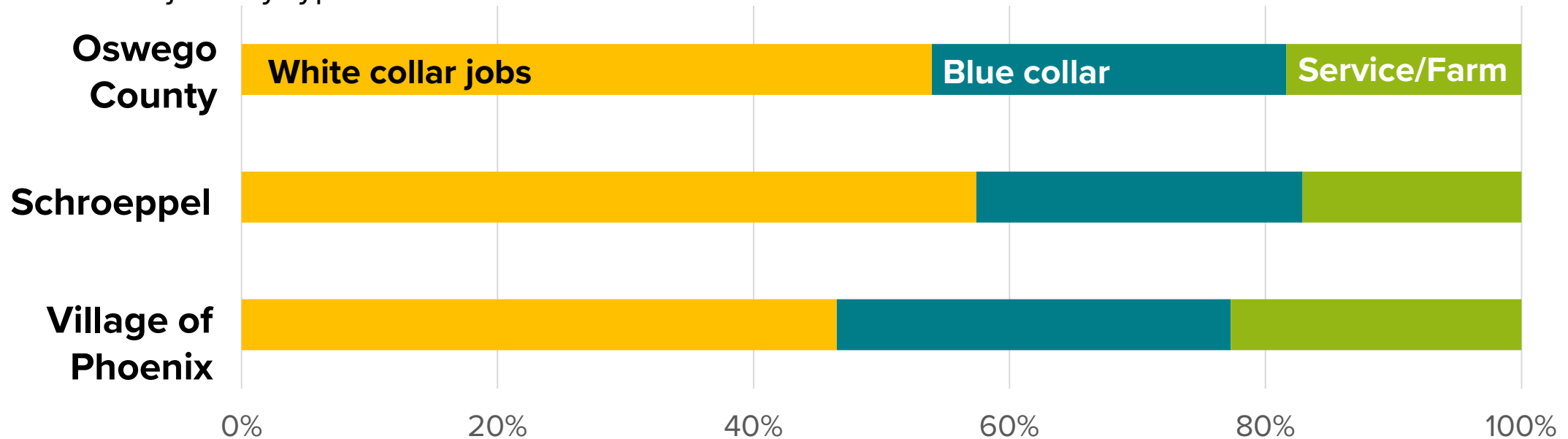
\$65,300

Source: ZVA analysis of US Census data

A majority of working residents of Phoenix have blue collar or service/farm jobs.

Schroepel and Oswego County overall have more residents employed in white-collar jobs.

Share of jobs by type:



Phoenix has a relatively diverse mix of housing types.

Just under half of Phoenix's housing units are in multi-unit buildings.

Share of renter-occupied units

Phoenix

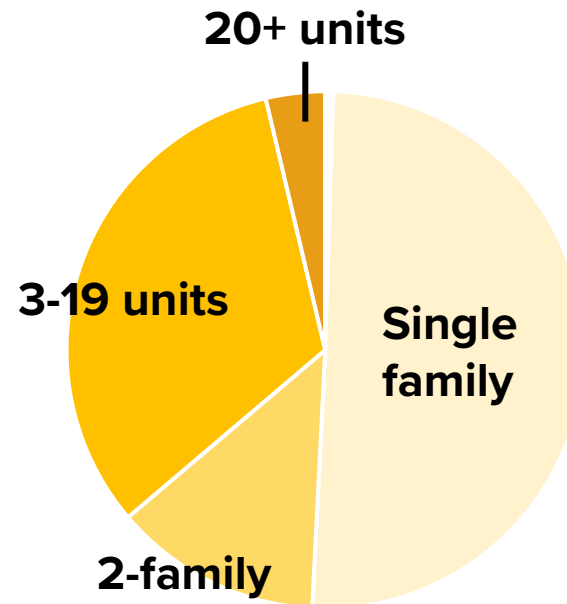
53%

Oswego County

28%

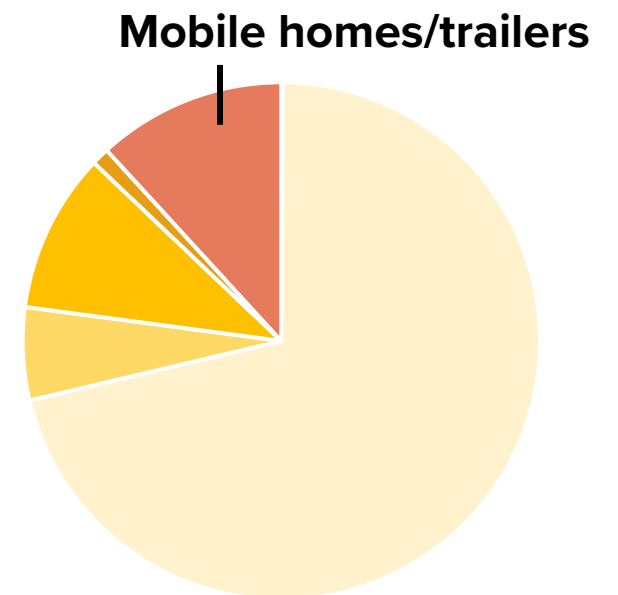
Source: ESRI 2023

Village of Phoenix



Source: ZVA analysis of US Census data

Oswego County



Phoenix's average home price is lower than that of Schroepfel and Oswego County overall.

Phoenix offers more affordable options than other parts of the region.



Village of Phoenix

\$129,200

Town of Schroepfel

\$161,200

Oswego County

\$137,600



Phoenix

Phoenix is a 15-minute drive from the planned Micron factory.

The factory brings new opportunities and challenges for the region related to housing, economic development, and job training.

Planned Micron factory

QUESTIONS FOR THE LPC

What is important to highlight in the story of Phoenix's downtown?

What would a profile of Phoenix's downtown be incomplete without?

3

Vision & Goals



Initial 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**.

Revised draft 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.

Draft goals

- Prioritize our natural resources
- Support economic development opportunities
- Preserve and promote our Village's rich history and culture
- Improve the public realm
- Retain and grow our retail and business community

QUESTIONS FOR THE LPC

Does the vision statement provide a 5-7 year guiding framework? Would you add/delete anything?

Do the goals address the appropriate topics? Would you add/delete any?

4

Upcoming Dates



Future Meetings

LPC #3: Thursday, August 3
Public Meeting #2: Tuesday,
September 12

LPC #4: Thursday, September 28

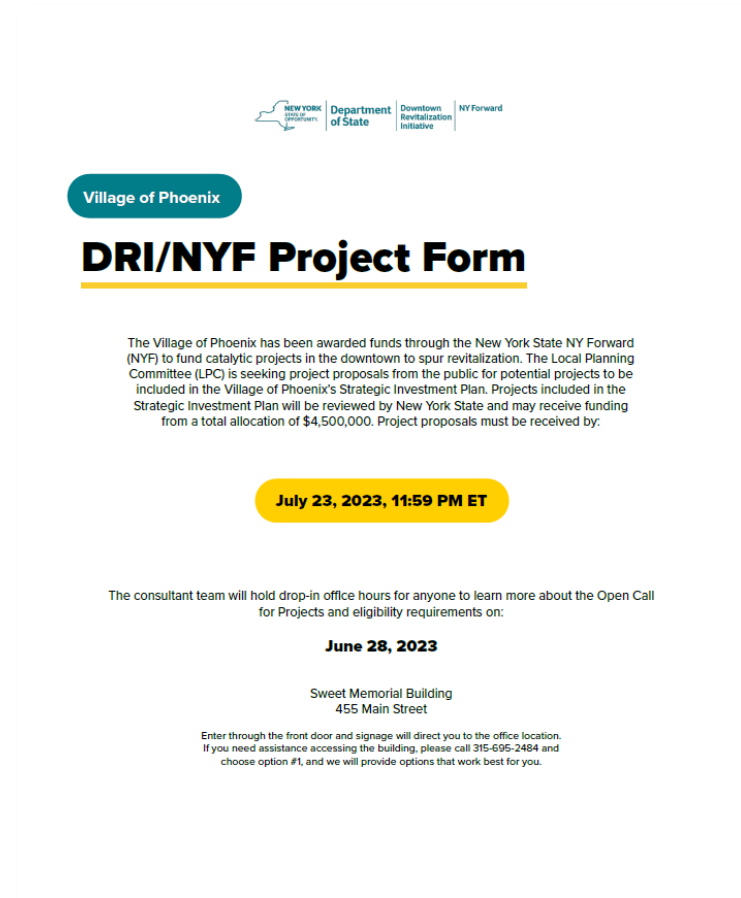
LPC #5: Tuesday, October 10
(if needed)

LPC #6: Thursday, October 26



Open Call for Projects Closes 7/23

- Sponsors can submit via email (preferred), mail, or in-person at Sweet Memorial Building
- Questions about the form? Contact the consultant team: [steve.kearney\(at\)stantec.com](mailto:steve.kearney@stantec.com)



The screenshot shows a webpage for the Village of Phoenix DRI/NYF Project Form. At the top right, there are logos for New York State, Department of State, Downtown Revitalization Initiative, and NY Forward. Below these is a teal pill-shaped button with the text "Village of Phoenix". The main heading is "DRI/NYF Project Form" in bold black text, underlined with a yellow line. A paragraph of text explains that 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.

5

Public Comment

