

New York Forward

# Village of Phoenix LPC Meeting #3

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August 3, 2023



# LPC Code of Conduct

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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**

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- 1 Planning Updates**
- 2 Finalize Vision, Goals, and Draft Strategies**
- 3 Discuss Project Evaluation Criteria**
- 4 Review Projects Submitted During Open Call**
- 5 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

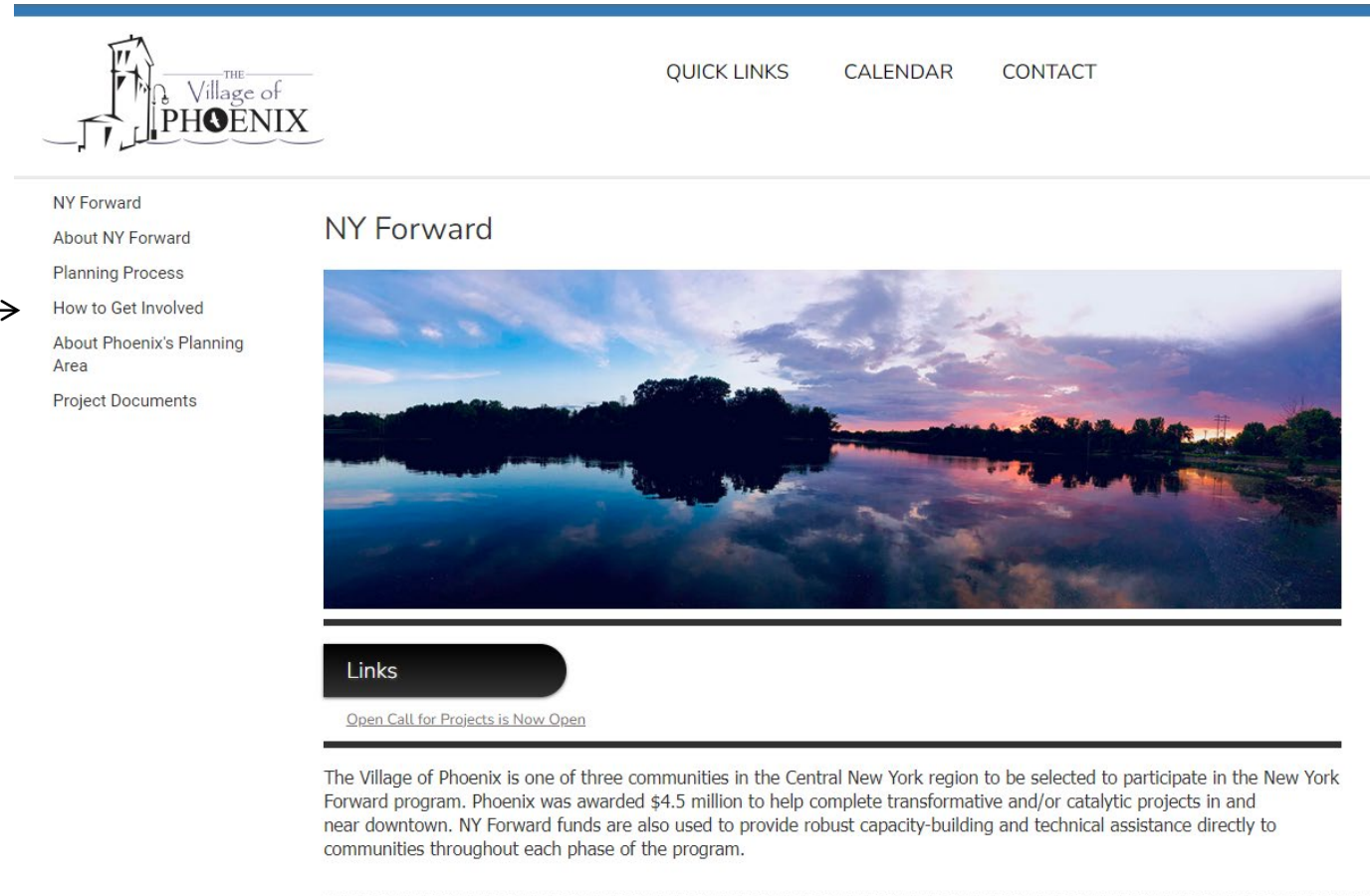
# Planning Updates



# Public Survey Open Until 8/25

NY Forward page on Village website:  
<https://www.villageofphoenix-ny.gov/districtpage.cfm?pageid=3476>

- Public survey about Downtown impressions, how people use it, and what they would like to see (link in “How to Get Involved” section)
- Village webpage also includes previous meeting presentations and program information



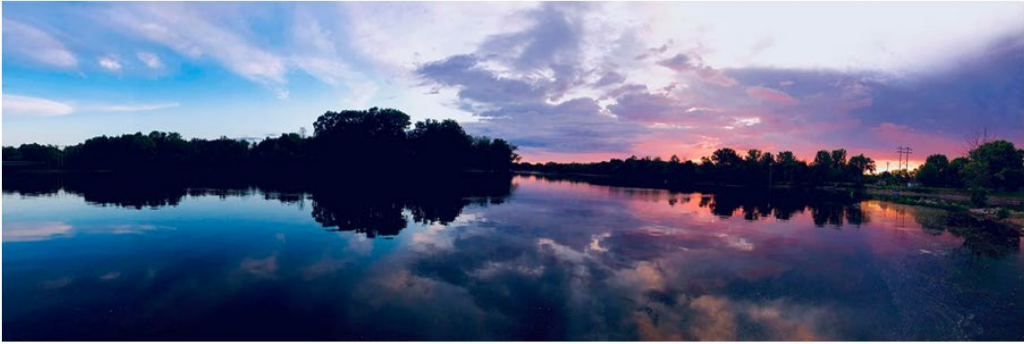
QUICK LINKS   CALENDAR   CONTACT

THE Village of PHOENIX

NY Forward

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

NY Forward



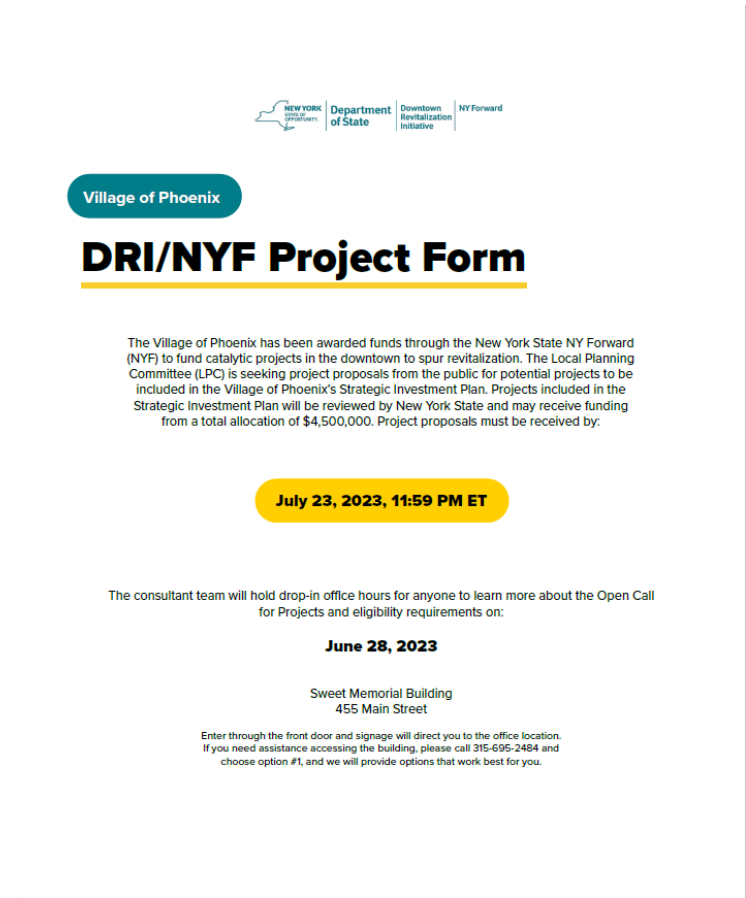
Links

[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 Closed 7/23

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



The screenshot shows a document titled "Village of Phoenix DRI/NYF Project Form". At the top right, there are logos for "NEW YORK STATE OF GOVERNMENT", "Department of State", "Downtown Revitalization Initiative", and "NY Forward". Below the logos, the title "Village of Phoenix" is in a blue rounded rectangle, followed by "DRI/NYF Project Form" in bold black text with a yellow underline. The main text states: "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

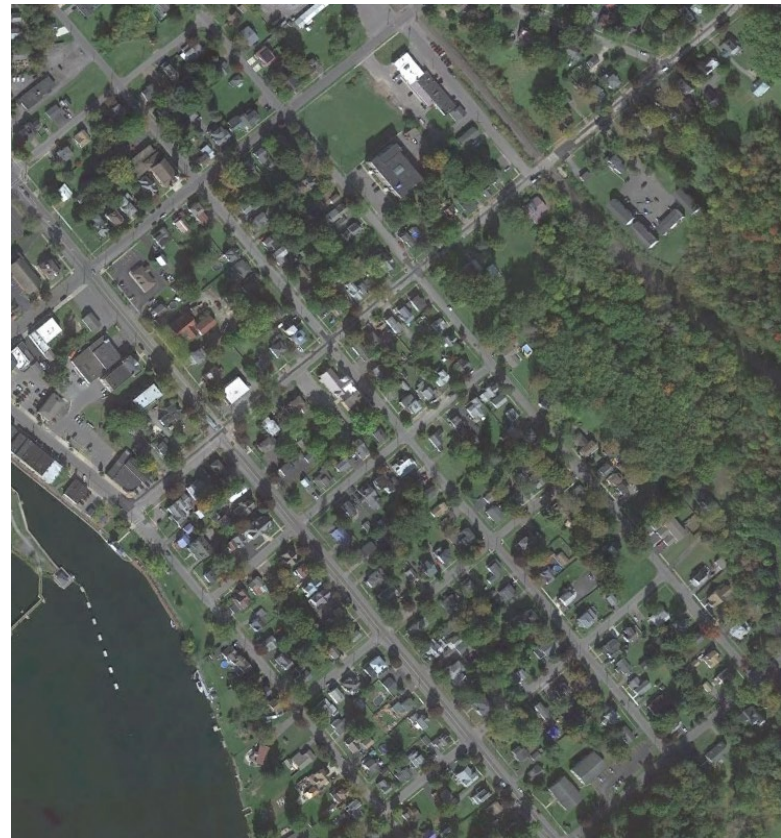
Enter through the front door and signage will direct you to the office location. If you need assistance accessing the building, please call 315-695-2484 and choose option #1, and we will provide options that work best for you.



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# Housing Study Findings

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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# Housing Study Findings

In the coming years, Phoenix has the market potential to add **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?**



2

# Vision, Goals, and Strategies





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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

## QUESTIONS FOR THE LPC

As you review the draft strategies...

**Do the strategies reflect the appropriate actions to take for each goal?**

**Would you change, add, or delete any strategies?**

# Draft 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.

# Draft strategies

## GOAL

**Support economic development opportunities**



## STRATEGIES

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

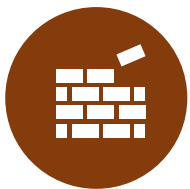
Raise **awareness of Canal Waterfront District businesses** and attractions for regional residents and visitors.

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

# Draft 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.**



# Draft 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.

# Draft 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.

# Draft 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**.

QUESTIONS FOR THE LPC

**Do the strategies reflect the appropriate actions to take for each goal?**

**Would you change, add, or delete any strategies?**

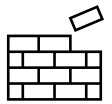
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# Project Evaluation Criteria

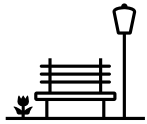


# NY Forward Project Types

## Eligible



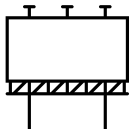
New Development and/or Rehabilitation of Existing Downtown Buildings



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

# Project Development and Evaluation

## NOW THROUGH OCTOBER

### Consultant Team:

- Initial screen to identify projects that are not eligible/viable for NYF
- Meet with sponsors to discuss project, identify questions
- Strengthen project proposals
- Evaluate project finances, cost estimates, other information

### LPC:

- Review project information
- Complete project evaluation worksheets
- Discuss projects at LPC meetings and ask questions

### Project Sponsors:

- Provide requested additional information
- Notify team of project updates

### By final LPC meeting in late October:

- LPC finalizes list of projects recommended for NYF funding for State consideration
- List totals \$6-8M in requested NYF funding for Village's \$4.5M award

QUESTIONS FOR THE LPC

**What key factors should the LPC consider when evaluating projects?**

**What else do you feel you need to know?**

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# Submitted Projects





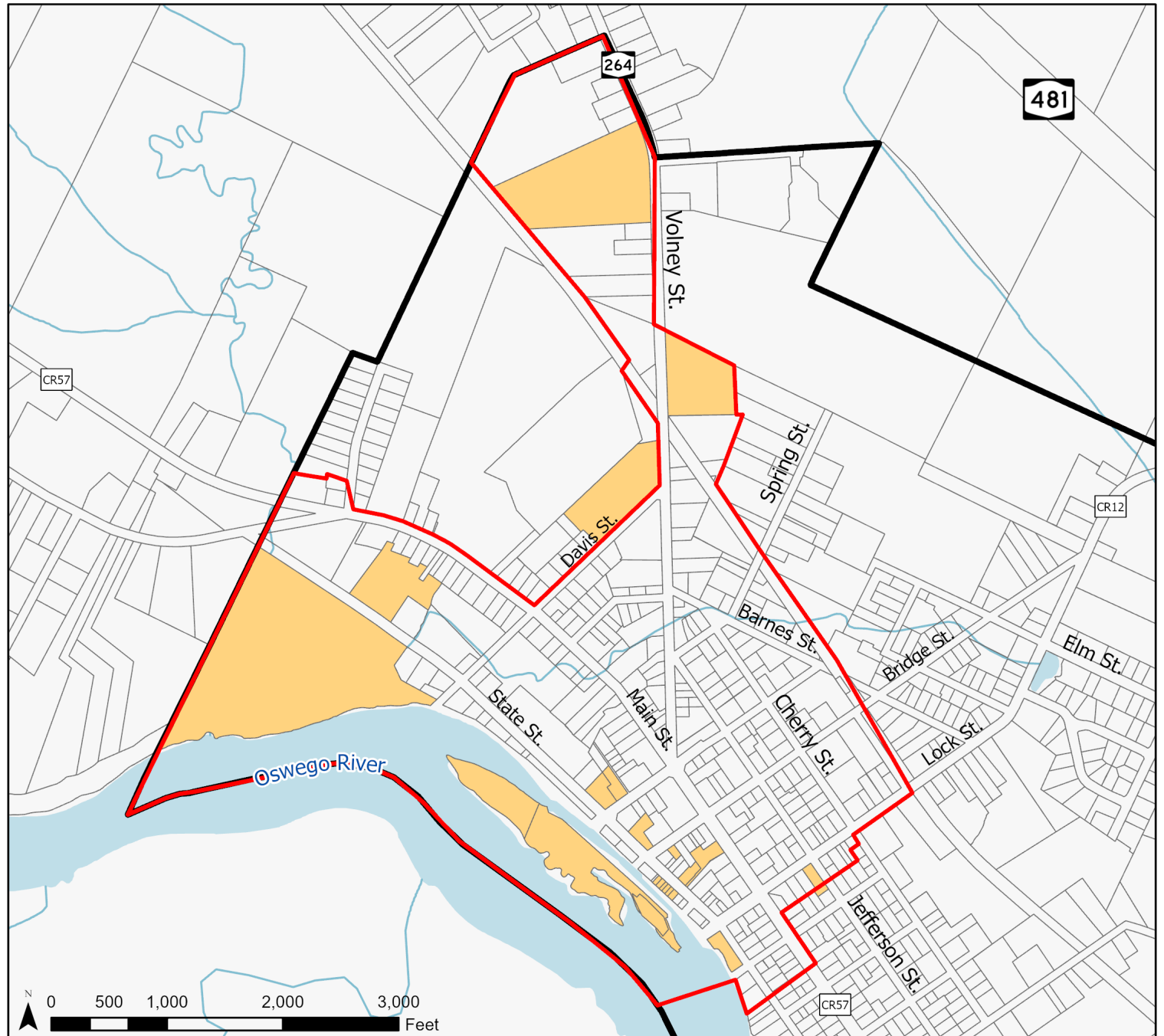
## QUESTIONS FOR THE LPC

AS YOU REVIEW THE PROJECTS...

**Should any projects be removed  
from further consideration?**

**Should any NYF boundary  
adjustments be made?**

# Submitted Projects



## Buildings

Project name	NYF request	Total project cost
Marina mixed-use	\$3,000,000	\$19,665,000
Duskee's Sports Bar	\$160,000	\$337,000
Renovation of 73 State St	\$200,000	\$326,000
Renovation of 74 State St	\$250,000	\$392,000
White Pines Common	\$500,000	\$1,285,000
Renovation of 1 Bridge St	\$835,000	\$920,000
Phoenix Business Incubator	\$800,000	\$1,000,000
Enterprise Fire	\$2,872,000	\$7,180,000
Distillery Outdoor Space	\$106,000	\$265,000
Infinite Eateries	\$140,000	\$140,000
Daycare Facility	\$600,000	\$1,500,000
ConnexCare Relocation	\$990,000	\$4,950,000
Riverblend Cafe	\$12,000	\$30,000
Renovation of 15 Culvert St	\$52,000	\$130,000
Renovation of 79-81 State St	\$10,700	\$21,400
Renovation of 75 State St	\$8,000	\$9,870

**25 PROJECTS SUBMITTED**  
**\$14.4M NYF FUNDS REQUESTED**  
**\$52.8M TOTAL PROJECT COST**

## Public improvements

Project name	NYF request	Total project cost
WWTP Expansion	\$783,683	\$11,242,665
Henley Park Improvements	\$93,750	\$125,000
Façade Improvement Program	\$300,000	\$300,000
Lock Island Improvements	\$543,000	\$725,000
North Island Improvements	\$2,000,000	\$2,000,000

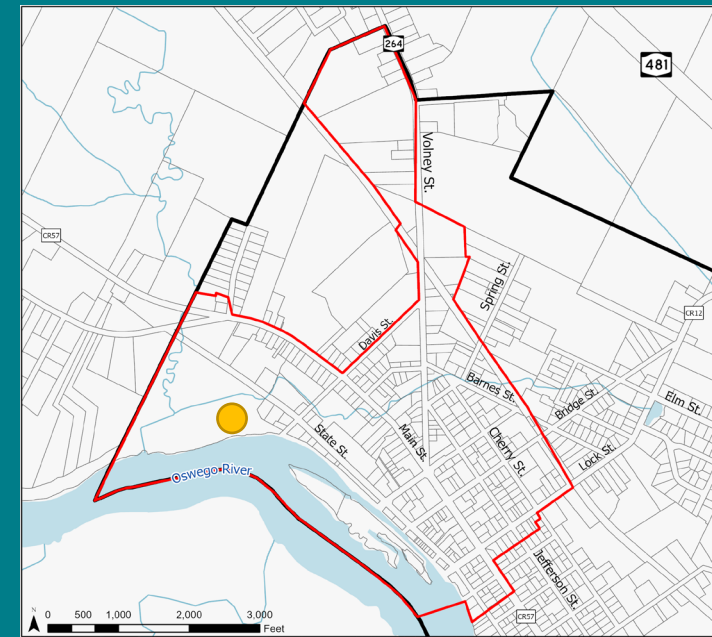
## Branding and marketing

Project name	NYF request	Total project cost
Wayfinding and Gateway Signage	\$63,750	\$85,000

## BUILDINGS

# Marina mixed-use

Large site redevelopment into mix of uses, including 48 rental units at range of budgets



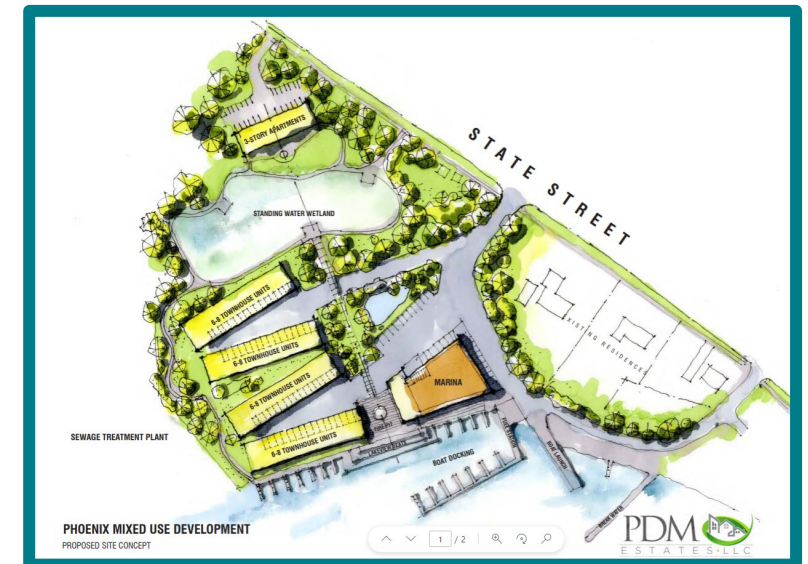
**\$3,000,000 NYF request (15%)**

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

Sponsor: Pascarella Development & Management

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

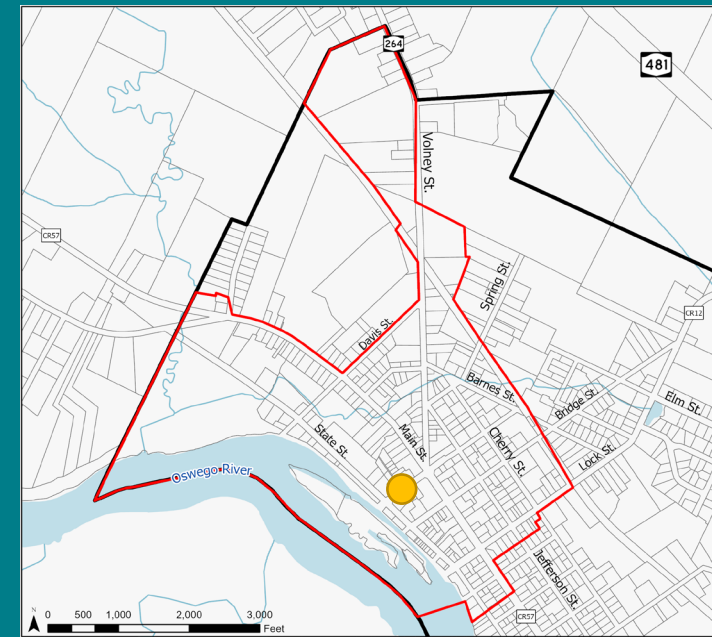
Existing use: Vacant



## BUILDINGS

# Duskee's Sports Bar renovations and additions

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: Nicholas Duskee

Site control: Yes

Existing use: Duskee's Sports Bar

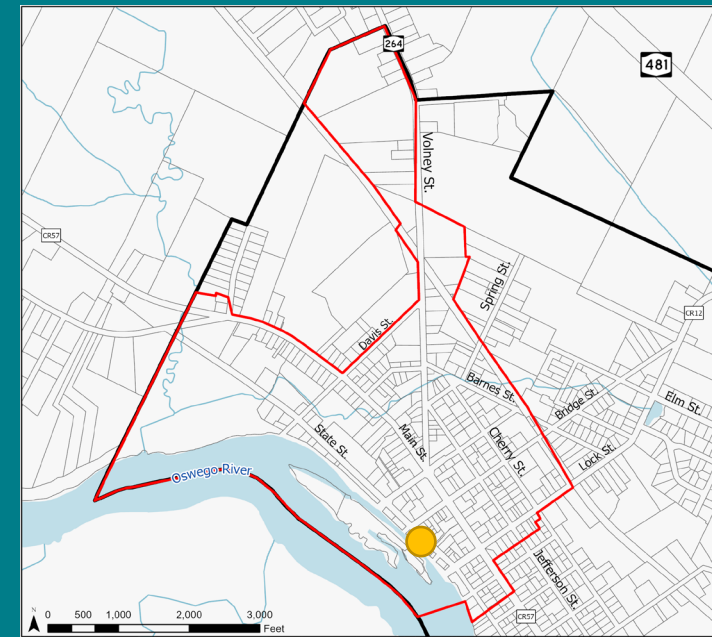




## BUILDINGS

# Renovation of 73 State St

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: Lisa Dietz

Site control: Yes

Existing use: Commercial with Vacant 2<sup>nd</sup> story

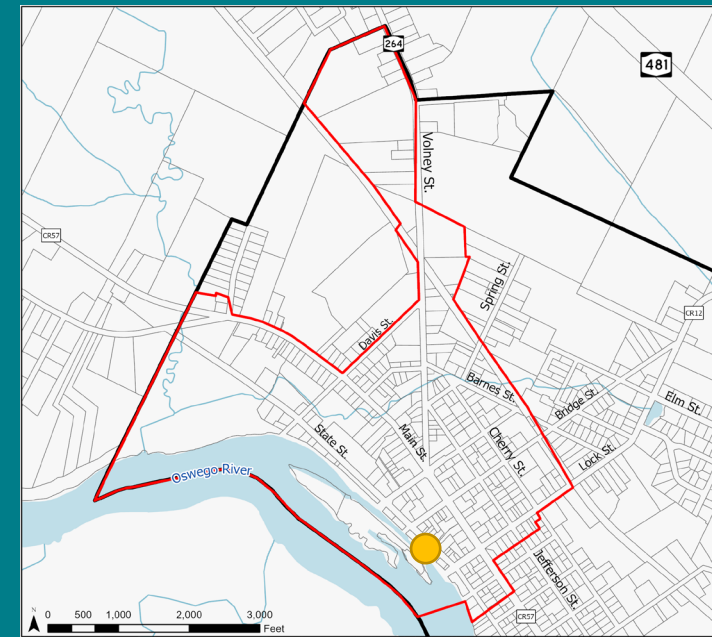




## BUILDINGS

# 74 State Street Renovation

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

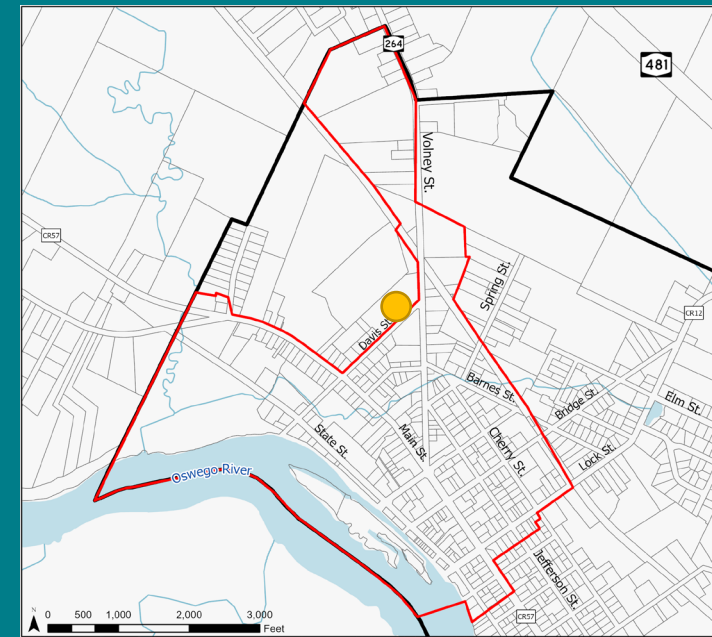
Existing use: Office



## BUILDINGS

# White Pines Common, Phase II

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

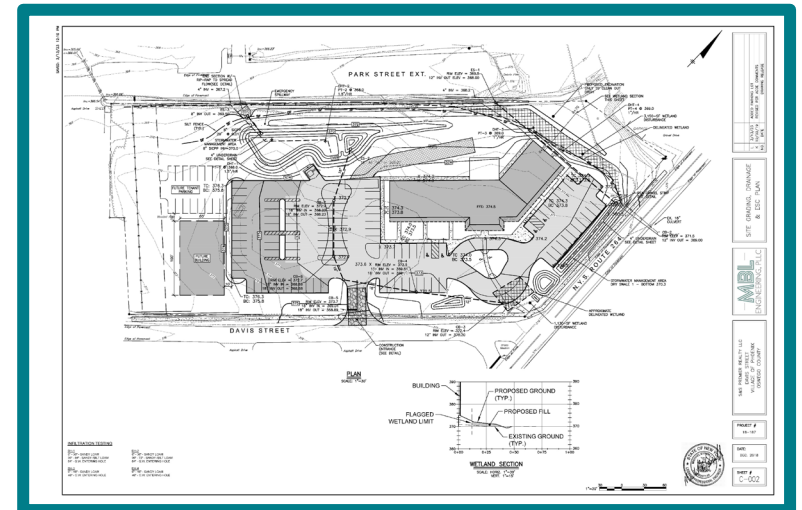


**\$500,000 NYF request (39%)**  
**\$1,285,000 Total project cost**

Sponsor: Phillip Slocum

Site control: Yes **! Adjacent to NYF boundary**

Existing use: Vacant Land





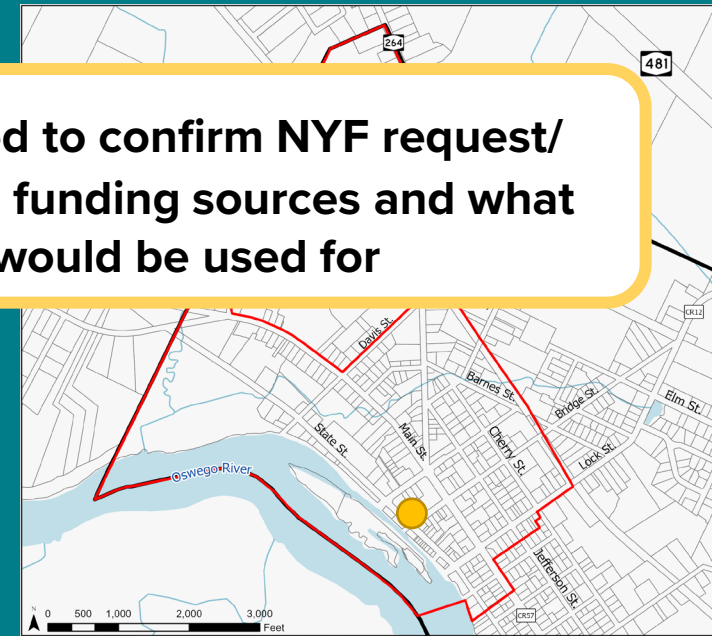


## BUILDINGS

# Phoenix Business Incubator

Office space for new company will provide micro-loans, office space, computer equipment, software, consultation and training to aspiring local tech entrepreneurs. Project costs include property purchase, renovation, loan capital, and advertising campaign.

! Need to confirm NYF request/  
other funding sources and what  
NYF would be used for



**\$800,000 NYF request (80%)**

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

Sponsor: Phoenix Business Incubator

Site control: No

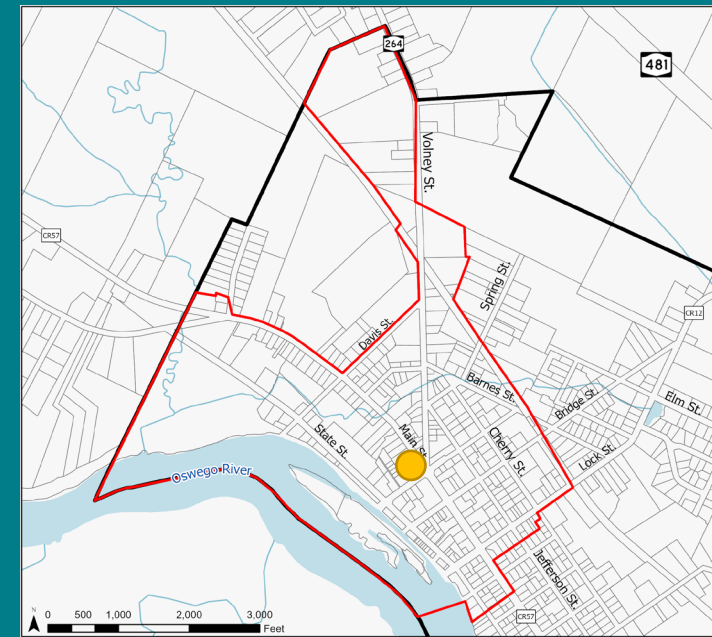
Existing use: Multiple commercial tenants,  
some vacancy



## BUILDINGS

# Distillery Outdoor Space and Pavillion

Purchase of adjacent parcels for development into outdoor event space, including pavilion, parking, concession space, outdoor seating. Includes demolition of existing structure and repair of drainage.



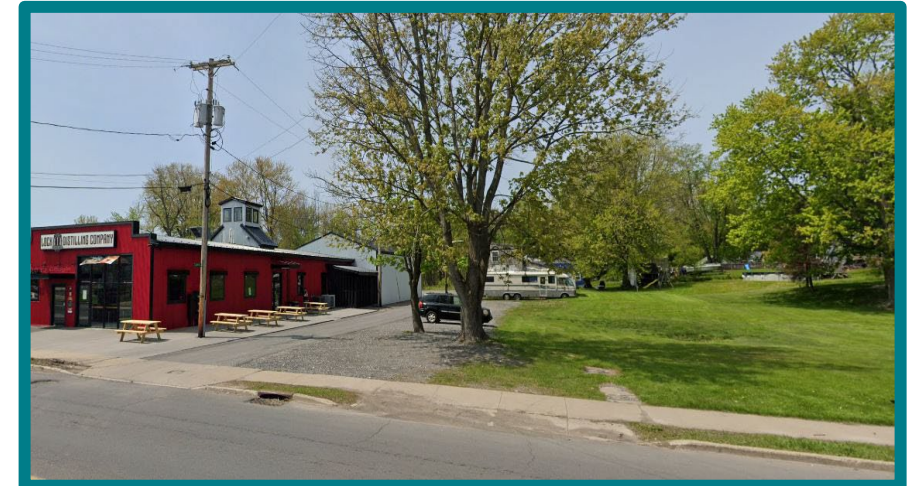
**\$106,000 NYF request (40%)**

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

Sponsor: Stephen Dates

Site control: Yes/Pending

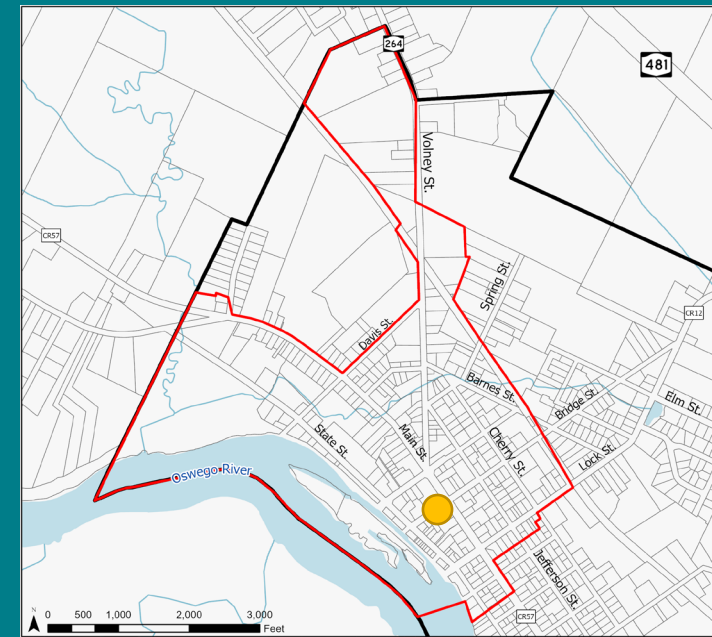
Existing use: Lock 1 Distilling Company



## BUILDINGS

# Pizzeria Expansion

Purchase of adjacent land, parking additions, new refuse area, outdoor space and seating



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

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

Sponsor: Thomas Klink

Site control: Pending

Existing use: Empty lots

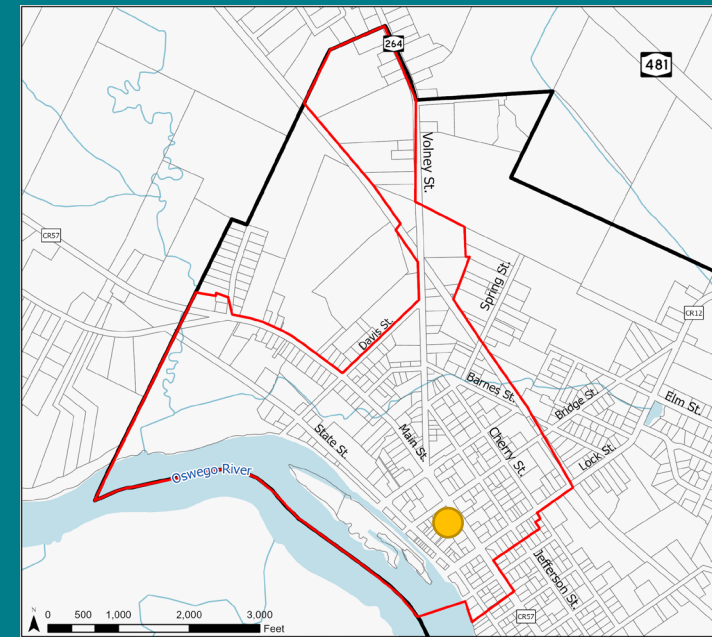




## BUILDINGS

# Enterprise Fire Co. #1

Addition and expansion of existing fire station, including demolition of vacant building, construction, architectural and engineering fees, soil remediation



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

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

Sponsor: Ryan Thorn

Site control: Yes

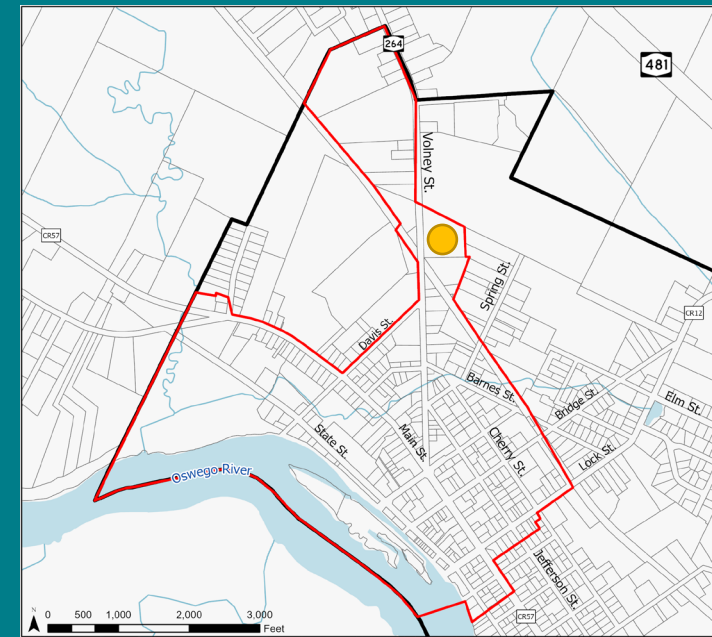
Existing use: Vacant lots and building adjacent to fire station



## BUILDINGS

# Daycare Facility

New construction for 8,000 sf daycare facility



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

Sponsor: Steven Walts

Site control: Yes

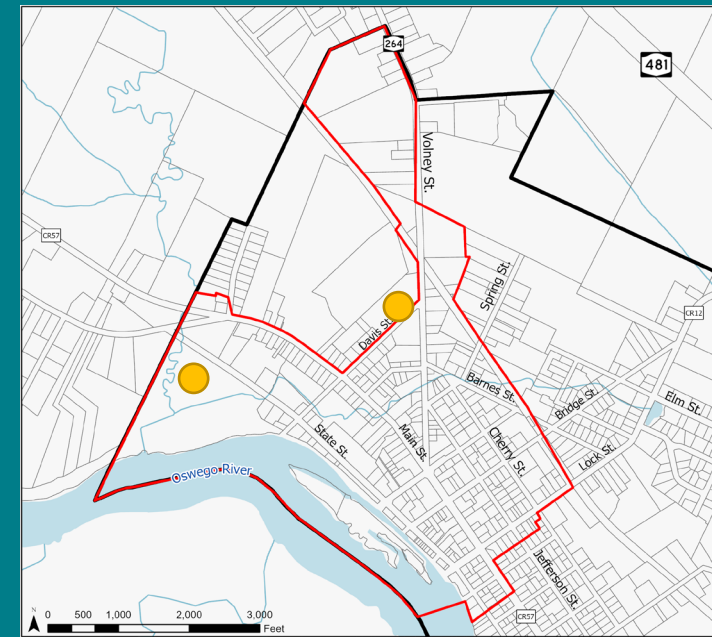
Existing use: Vacant Lot



## BUILDINGS

# ConnexCare Primary Care Relocation and Expansion

New construction for 10,000 sf primary care, behavioral health, and ancillary services



**\$990,000 NYF request (20%)**

**\$4,950,000 Total project cost**

Sponsor: Tricia Peter Clark

Site control: Pending

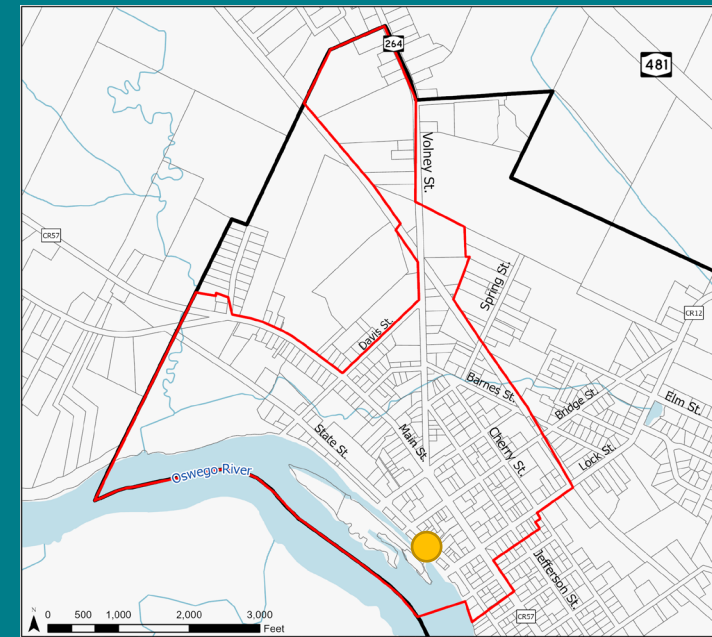
Existing use: Vacant

ConnexCare™  
A Community of Care

## BUILDINGS

# Riverblend Café

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



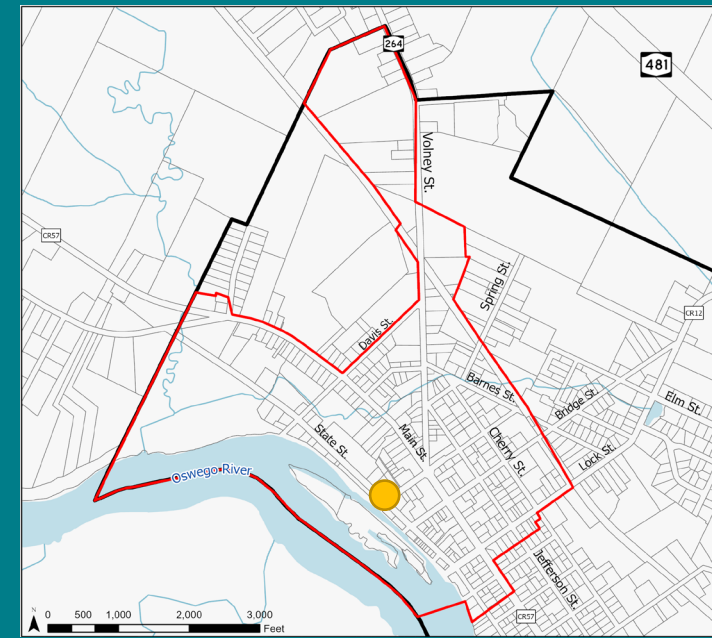
**Potential small project**



## BUILDINGS

# 15 Culvert Street Renovation

Front façade renovation, landscaping, second story deck addition, new windows, floor and foundation issues - eventual conversion to BBQ restaurant



**\$52,000 NYF request (40%)**

**\$130,000 Total project cost**

Sponsor: Giambattista Amodei

Site control: Pending

Existing use: Phoenix Commons

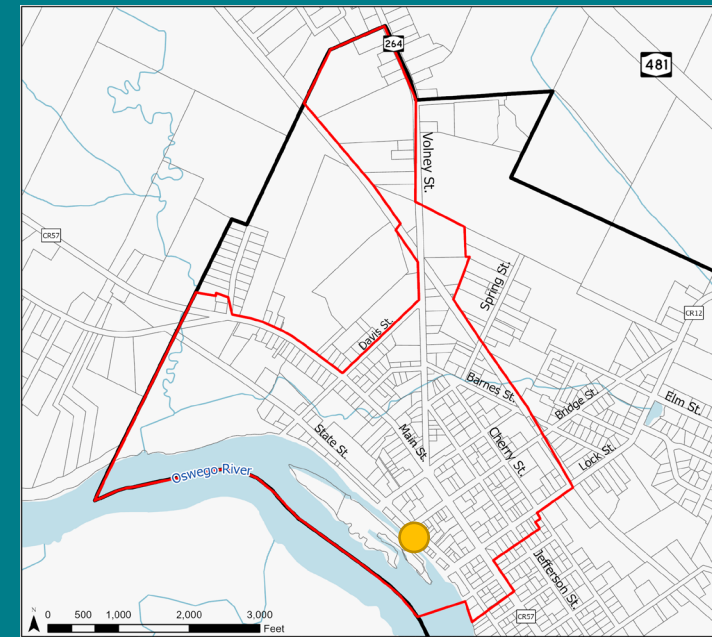
Potential small project



## BUILDINGS

# Exterior Rehabilitation, 79-81 State Street

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

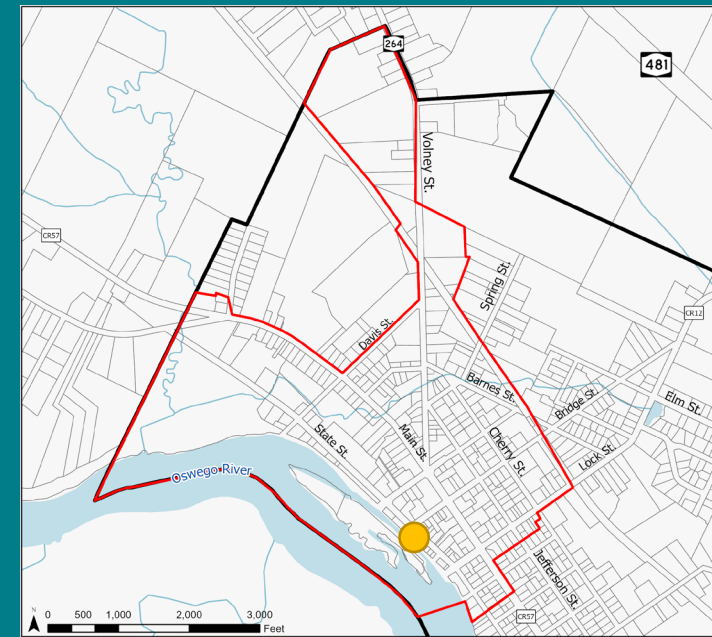




## BUILDINGS

# 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

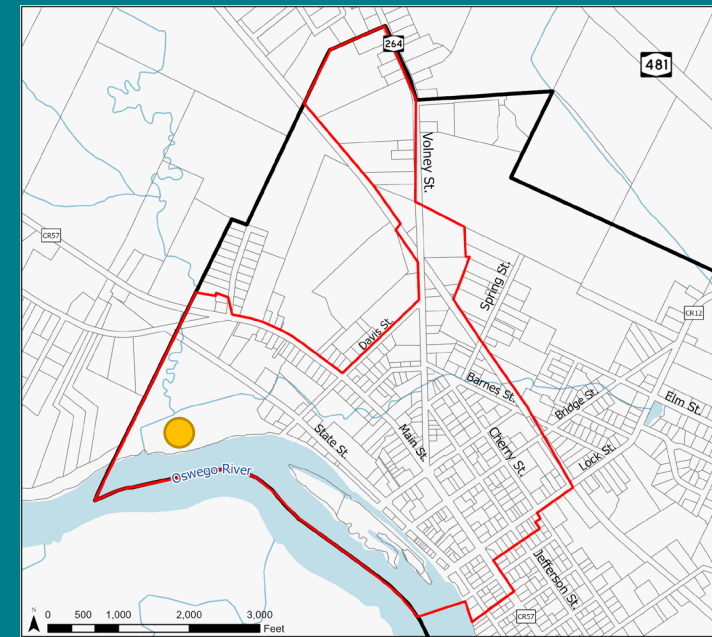
Existing use: Commercial/ Office



## PUBLIC IMPROVEMENT

# Wastewater Treatment Plant Expansion

Expansion of wastewater treatment plant - improvements to manholes, sewer lines, pump station, tanks, addition of ultraviolet disinfection system.



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

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

Sponsor: Village of Phoenix

Site control: Yes

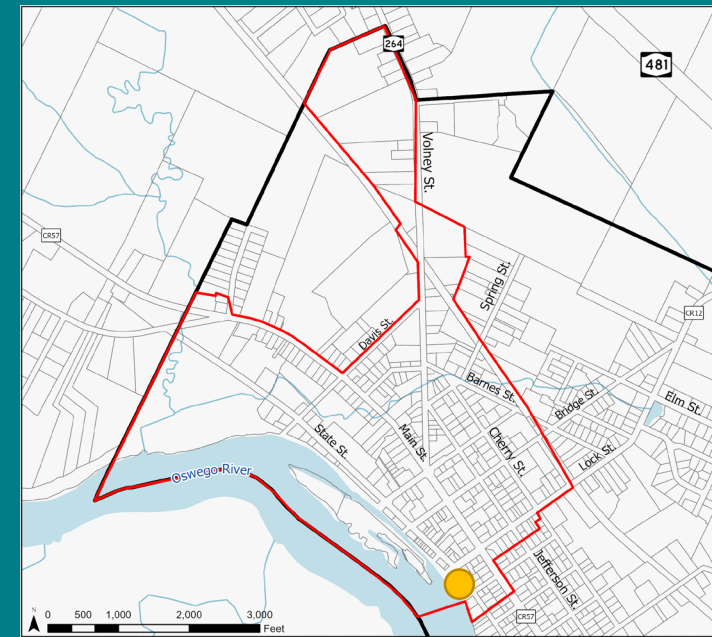
Existing use: Wastewater treatment plant



## PUBLIC IMPROVEMENT

# Henley Park Improvements

Upgrade power and water service and extend dock system by 60 feet. Purchase and install pedestals for boaters to access waterside utilities. Upgrade handrail on docks. Install pavilion for Bridge House Brats information center/workspace.



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

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

Sponsor: Village of Phoenix

Site control: Yes

Existing use: Public Park/ Green Space

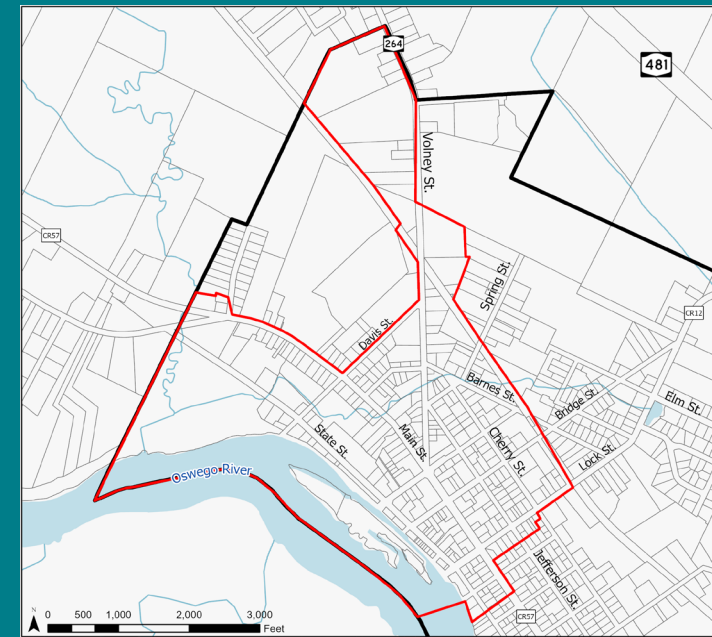




## PUBLIC IMPROVEMENT

# Façade Improvement Program

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



**\$300,000 NYF request (100%)**

**\$300,000 Total project cost**

Sponsor: Village of Phoenix

Site control: No

Existing use: N/A

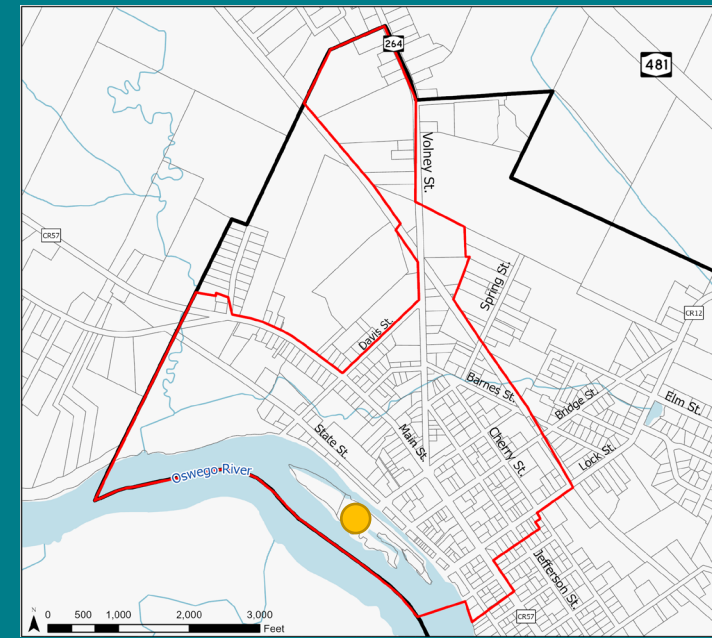


**Potential small project fund**

## PUBLIC IMPROVEMENT

# Lock Island Improvements

To improve and expand recreational opportunities on Lock Island by installing a new boat dock (305 feet), in addition to 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.



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

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

Sponsor: Village of Phoenix

Site control: Yes

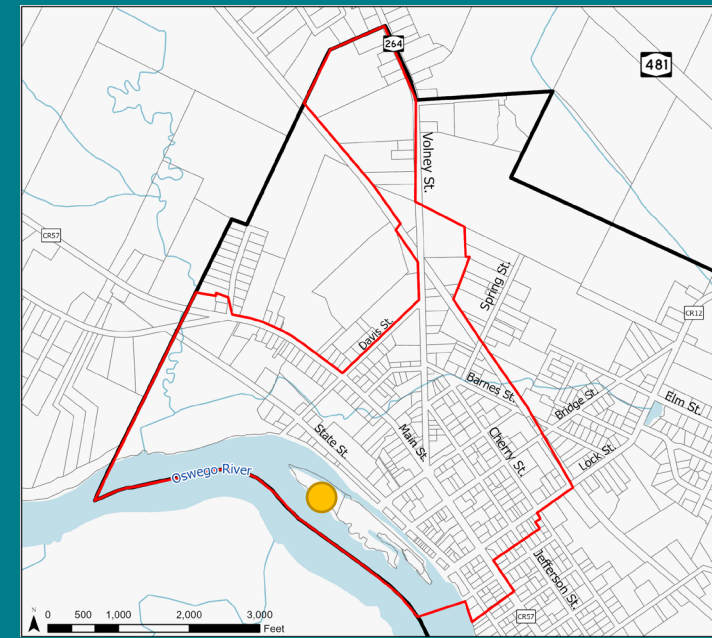
Existing use: Public Park/Green Space



## PUBLIC IMPROVEMENT

# North Island Improvements

Transformation into canal side entertainment venue and recreational resource, including electrical service for pavilion, new parking lot, walking trail, and additional boat launches, pedestrian bridge connecting North Island to State Street



**\$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

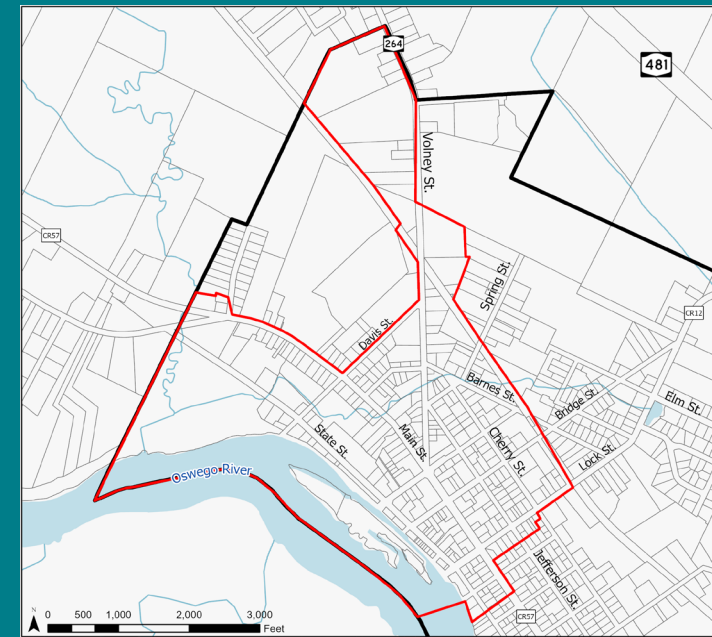




## BRANDING/ MARKETING

# Wayfinding and Gateway Signage

Gateway and wayfinding signage program - both navigational and educational



**\$63,750 NYF request (75%)**

**\$85,000 Total project cost**

Sponsor: Village of Phoenix

Site control: Yes

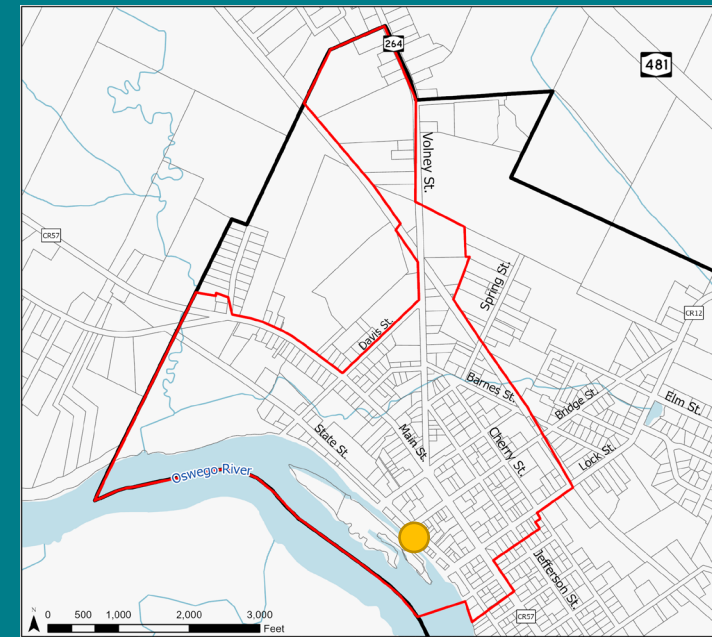
Existing use: N/A



## BUILDINGS

# Solar Improvements to 79-81 State Street

! May not be eligible for NYF



**\$60,000 NYF request (50%)**  
**\$120,000 Total project cost**

Sponsor: Dean Ripley

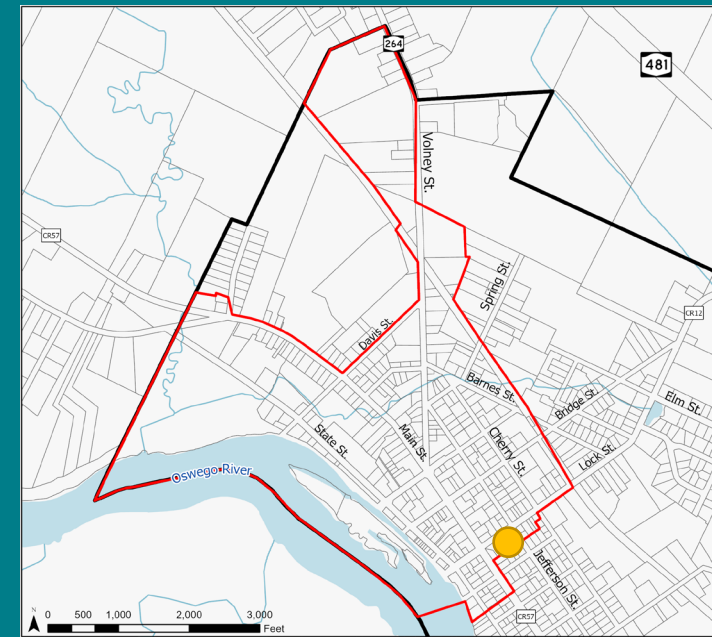
Site control: Yes

Existing use: Commercial/ Office

## BUILDINGS

# Special KidZ Sensory Gym

! May not be eligible for NYF - equipment



**\$69,127 NYF request (50%)**

**\$137,727 Total project cost**

Sponsor: Stacy Lawson

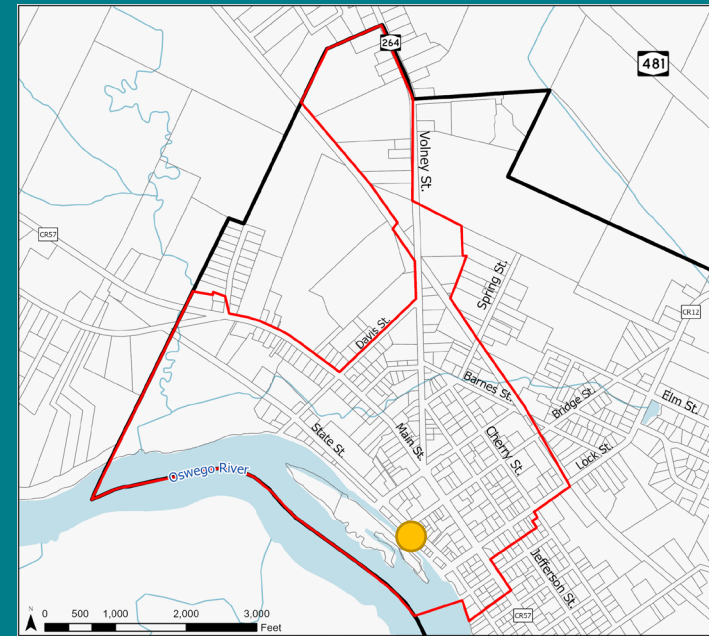
Site control: Pending – lease agreement

Existing use: Vacant space in church building

## BUILDINGS

# Marketing/Branding for Downtown

! May not be eligible for NYF - planning



**\$18,750 NYF request (75%)**

**\$25,000 Total project cost**

Sponsor: Village of Phoenix

Site control: N/A

Existing use: N/A

## QUESTIONS FOR THE LPC

HAVING REVIEWED THE PROJECTS...

**Should any projects be removed  
from further consideration?**

**Should any NYF boundary  
adjustments be made?**



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# Next Steps



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# Future Meetings

## **Public Meeting #2:**

Tuesday, September 12

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

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

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





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# Public Comment

