February 13, 2020
Governor Andrew Cuomo’s Downtown Revitalization Initiative

Schenectady DRI
Local Planning Committee Meeting # 3
Meeting Agenda

1. Welcome
2. Introductions
3. Planning progress report
   - Review Conflicts of Interest, Project Recusal Forms
   - Project schedule
4. LPC work session
   - Overview of community input from public meeting #1
   - Review updated DRI Vision, Goals, and Strategies
   - Review Market Analysis findings
   - Group discussion of newly identified potential projects
   - Group discussion of currently proposed private development projects
   - Overview of all DRI potential projects identified
5. Next Steps
6. Public Comment
# Local Planning Committee Members

<table>
<thead>
<tr>
<th>LPC Members</th>
<th>Organization</th>
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<tbody>
<tr>
<td>Philip Morris</td>
<td>Proctors</td>
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<tr>
<td>Ray Gillen</td>
<td>Schenectady County Metroplex Development Authority</td>
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<tr>
<td>David Harris</td>
<td>Union College</td>
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<td>Steady Moono</td>
<td>SUNY Schenectady</td>
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<td>Jim Salengo</td>
<td>Downtown Schenectady Improvement Corp</td>
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<td>Robert Leonard</td>
<td>Trustco</td>
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<td>Stacey Rowland</td>
<td>Rivers Casino &amp; Resort Schenectady</td>
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<td>Mark Eagan</td>
<td>Capital Region Chamber</td>
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<td>Mary Ann Ruscitto</td>
<td>East Front Street Neighborhood Association</td>
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<td>Maria Perreca Papa</td>
<td>Little Italy Neighborhood</td>
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<td>Mary D’Alessandro</td>
<td>Stockade Neighborhood</td>
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<td>Mitchell Ramsey</td>
<td>Jay Street</td>
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<tr>
<td>Mike Saccocio</td>
<td>City Mission of Schenectady</td>
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<tr>
<td>Marcy Steiner</td>
<td>The Foundation for Ellis Medicine</td>
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Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to any of the projects that may be discussed today. 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 about 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.

Do any members need to make a disclosure? Thank you.

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

- LPC Kickoff Meeting: 12/17
- LPC Meeting #2: 1/9
- Stakeholder Interviews: 1/10
- Public Kickoff Event: 1/16
- **LPC Meeting #3: 2/13**
- Public Meeting #2: 2/20
- LPC Meeting #4: 3/12
- Public Meeting #3: 3/19
- LPC Meeting #5: TBD

- Draft Downtown Profile: 1/15
- Final DRI Area Goals: 1/31
- Preliminary Project List: 2/21
- Final Downtown Profile: 2/21
- Final Strategies: 3/6
- Draft Project Profiles: 3/10
- Final Project Profiles: 3/20
- Draft Plan: 3/31
- Final Plan: 4/24
- Edits Complete: 5/22
Responses to the Proposed Vision

• “It’s important to get people from outside of the area to realize what an outstanding and unique place to visit it is…”
• “Clarify ‘historical resource,’ reference and identify Schenectady historical relevance as it pertains to the world.”
• “Diversify and grow”
• “Arts – allow space for and encourage public art.”
• “How does downtown connect to area neighborhoods?”

Main Themes

• Mobility/ Connectivity
• Recreational Amenities
• Mixed-Income Housing
• Diversity
• Historical/ Cultural Resources
Responses to the Proposed Goals

• “…The Jay Street Connector (and ALCO Tunnel) really touches upon all of these goals.”
• “Add a greater focus on city residents…”
• “Connectivity across all of downtown”
• “Making downtown a ‘cool,’ ‘interesting,’ and ‘artistic’ destination…”
• “Attract visitors from outside the area by marketing our unique heritage + social media tools…”

Main Themes

• Public art
• Connectivity
• Parking
• Recreational / additional amenities
• Cultural/ Historic Amenities
Shared Table Priority Examples

• “Incorporate lighting as a core component of the DRI to reflect Schenectady’s history.”

• “Develop pedestrian friendly roadways, improvements centered on walkability, and urban design that connects different areas of downtown.”

• “Promote health and wellness via a real supermarket.”

• “Address parking issues…”

• “Encourage art such as murals and sculptures: create photo and tourist opportunities.”

• “Develop and ALCO Museum/ visitor’s center at Mohawk Harbor.”
**Community Member Project Suggestion**

- **Public Improvements**
- **New Development or Rehab of Existing Structures**
- **Branding and Marketing**
- **Revolving Loan and Grant Funds**

**Emerging Themes**
- Create more historical and cultural destinations throughout the study area
- Develop art and installations throughout connectors
- Make existing connections more pedestrian friendly
- Restore and renovate historic buildings and facades
FINAL VISION AND GOALS
The City of Schenectady—already a center for culture, education, commerce, and recreation—is entering the next chapter of our ongoing comeback story. In the next phase we will continue to diversify and grow our job base; increase a full range of quality housing options; celebrate and preserve our historic resources; and make the Mohawk River fully accessible to all; Our DRI will connect our rebounding downtown with our new waterfront to create a dynamic and active destination for residents, businesses, and visitors alike.
Goal #1

Create a vibrant urban center and attractive public realm that welcomes residents, workers, and visitors alike.

**Strategies**

- Support existing businesses and increase new retail in strategic locations
- Support retail options that increase access to healthy food
- Attract businesses that reflect the local creative economy
- Increase tourist and regional visits through the creation of unique destination locations
- Focus on initiatives that create buzz
- Increase the number of *taggable* and *shareable* moments through public art and events
- “Light up” public spaces to create dynamic evening settings
Goal #2

Improve **and enhance** all modes of connectivity between Downtown, Mohawk Harbor, Lower State, and the Riverfront

**Strategies**

- Improve multi-modal connectivity with emphasis on biking and walkability enhancements
- Take advantage of existing opportunities to increase connectivity (Jay Connector, ALCO Tunnel)
- Extend, expand, and connect multi-use trail system.
- Invest in improved wayfinding for the city to improve resident and visitor movement
- Enhance existing infrastructure and streetscapes along main corridors including underpasses and historic facades
- Address the current parking issues and create a working plan to account for future demand to reduce encroachment into surrounding residential areas.
Goal #3

Diversify our economy, grow our job base, increase retail choices

Strategies

• Create new workforce training and diverse job opportunities
• Build on current local growth sectors (arts, entertainment, software, technology)
• Connect local workforce to new employers
• Support smaller entrepreneurial/incubator opportunities that target the local workforce and promote local economic growth
Goal #4

Build on and celebrate our historic and cultural richness

**Strategies**

- Support initiatives that preserve and enhance our historic character
- Promote and program a local—and diverse—array of creative initiatives
- Provide necessary infrastructure to support existing and new public events
- Support efforts that celebrate, integrate, and communicate Schenectady’s historic elements in the DRI study area to visitors and residents.
- Support and highlight existing institutions including the numerous colleges in the area
- Reinforce our “Electric City” through locally created art and light installations
MAIN GOAL

TO EVALUATE MARKET-SUPPORTED RETAIL DEMAND (INCLUDING QUANTITY AND TYPE OF RETAIL) THAT WILL GUIDE THE WORK OF THE LOCAL PLANNING COMMITTEE IN SELECTING AND PRIORITIZING FINAL PROJECTS AND INVESTMENT AS PART OF THE DRI.
METHODOLOGY

**SUPPLY**
- Survey & Inventory (Existing Supply and Competition)
- Identify Trade Area

**DEMAND**
- Determine Expenditures by Customer Type (Demand)
- Translate Demand into Supportable Retail Square Feet

**UNMET DEMAND**
- Identify Supply-Demand Gap
- Customer Profile & Needs

**DRI PROJECTS**
- DRI Prioritization and Guiding Principles
RETAIL TERMINOLOGY

NEIGHBORHOOD GOODS & SERVICES (NG&S)

- Convenience-based, must be in close proximity to customers
- Rely on spending from nearby residents, employees, and students

FOOD & BEVERAGE (F&B)

- Serve food/ alcohol consumed on premises or for take-out
- Can attract customers from farther away, especially when clustered

GENERAL MERCHANDISE, APPAREL, FURNISHINGS & OTHERS (GAFO)

- Sell specialty merchandise actively sought out by customers
- Smallest percentage of overall spending, retailers faced with greatest amount of competition from online sales
There are four retail micro-climates in downtown Schenectady with over 414,000 SF OF RETAIL SPACE. each MICRO CLIMATE HAS a distinct supply of retail spaces and mix of tenants.
SCHENECTADY LOCALS AND VISITORS HAVE A RANGE OF COMPETITIVE RETAIL OPTIONS TO CHOOSE FROM ACROSS ALL RETAIL CATEGORIES.

WITHIN A SHORT 10-MIN DRIVE, THERE IS MORE THAN 3.2 MILLION SF OF RETAIL COMPETITION.
IN TERMS OF REGIONALLY-SERVING AND DESTINATION OFFERINGS WITH UNIQUE DINING AND ENTERTAINMENT, DOWNTOWN SCHENECTADY HAS LIMITED COMPETITORS AND CONTINUES TO BE A KEY PLAYER AS AN ENTERTAINMENT DESTINATION WITH THE DEVELOPMENT OF MOHAWK HARBOR.
PRIMARY TRADE AREA (PTA)

• For locally-serving, convenience-based shopping trips
• Households/ daytime employees who are expected to patronize retail at least once a week for weekly retail needs
• Additional spending from captive audience – overnight visitors

REGIONAL TRADE AREA (RTA)

• For experience-based retail
• Households that would likely frequent downtown for a unique dining or shopping opportunity that cannot be replicated elsewhere at least a few times a year
CUSTOMER TYPES

RESIDENTS
- Primary Trade Area
- Regional Trade Area

DAYTIME WORKERS
- Primary Trade Area

OVERNIGHT VISITORS
- Primary Trade Area
Current spending that can be captured by Downtown Schenectady amounts to approximately $116,250,600, or approximately 240,000-326,800 SF of supportable retail.

NG&S and F&B make up a majority (more than 87%) of that demand.

### Current Retail Demand

<table>
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<tr>
<th>Category</th>
<th>Total Captured Expenditures</th>
<th>Supportable SF (Based on Low Productivity)</th>
<th>Supportable SF (Based on High Productivity)</th>
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<tbody>
<tr>
<td>NG&amp;S</td>
<td>52,650,893</td>
<td>150,294</td>
<td>109,497</td>
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<tr>
<td>F&amp;B</td>
<td>511,381,03</td>
<td>136,803</td>
<td>97,782</td>
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<tr>
<td>GAFO</td>
<td>12,461,510</td>
<td>39,704</td>
<td>33,504</td>
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<td><strong>Total</strong></td>
<td><strong>$116,250,606</strong></td>
<td><strong>326,801</strong></td>
<td><strong>240,784</strong></td>
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Any future growth in retail demand will primarily be driven by residents in the primary trade area (10 min drive) in Food & Beverage (F&B) and Neighborhood Goods & Services (NG&S).
HOW DOES THIS RELATE TO THE EXISTING SUPPLY OF RETAIL IN DOWNTOWN?
2029 Demand: 61,200 SF
2019 Demand: Refine/Right-Size
Gap/Opportunity to Grow: 61,200 SF

NG&S
F&B
GAFO

Existing Supply
2019 Demand
2029 Demand

Refine/Right-Size: 50K, 100K, 150K
NEIGHBORHOOD GOODS & SERVICES

GROCERY STORE
NEIGHBORHOOD MARKET
CONVENIENCE STORE/ BODEGA
BUTCHER/ DELICATESSEN
CHEESE/ WINE SHOP
PHARMACY/ DRUG STORE
DRY CLEANER
LAUNDROMAT
TAILOR/SEAMSTRESS/ CLOTHING REPAIR
NAIL AND HAIR SALON
BARBER SHOP
SPA
PET FOOD STORE
PET GROOMERS
PRINTER/ MAIL SERVICES
GUIDING PRINCIPLES

**TENANT MIX**

PRIORITIZE PROJECTS THAT PLAN TO TENANT TO NG&S RETAILERS

CONSIDER DESIGN AND SITE SPECS THAT MEET THE NEEDS OF NG&S TENANTS, INCLUDING GROCERS, CONVENIENCE STORES, PHARMACIES/ SALONS, ETC.

IMPROVE AND ENHANCE/ RIGHT-SIZE EXISTING F&B AND GAFO OFFERINGS, DE-EMPHASIZE CONSTRUCTION OF NEW SPACES FOR GAFO AND F&B
### GUIDING PRINCIPLES

<table>
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<tr>
<th>CO-LOCATION/RETAIL NODES</th>
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<tr>
<td>DRI PROJECTS WITH RETAIL COMPONENT SHOULD BE CO-LOCATED IN EXISTING NODES – PROCTOR'S BLOCK, MOHAWK HARBOR, MILL ARTISAN DISTRICT, LITTLE ITALY</td>
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<tr>
<th>CO-LOCATION/COMMERCIAL SPACES OUTSIDE RETAIL NODES</th>
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<tr>
<td>DRI PROJECTS WITH COMMERCIAL SPACES OUTSIDE RETAIL NODES SHOULD CONSIDER OTHER NON-RETAIL USES, INCLUDING SPECIALTY OFFICES THAT BENEFIT FROM GROUND FLOOR LOCATIONS AND COMMUNITY USES</td>
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GUIDING PRINCIPLES

VISIBILITY/ACCESSIBILITY

PROJECTS SHOULD BE DESIGNED TO MAXIMIZE customer ACCESS AND VISIBILITY FOR RETAIL TENANTS - sidewalk presence and sightlines (SIGNAGE, awnings, windows), parking, etc.

Ensure highest visibility to downtown residents, office workers and visitors arriving at PROCTORS THEATER/ TRAIN STATION/ HOTELS

MAXIMIZE VISIBILITY AND ACCESS FOR CUSTOMERS DRIVING ALONG ERIE BLVD THROUGH WAYFINDING
Project Profiles Received and Project Types

- New Development or Rehab of Existing Structures
- Public Improvements
- Branding and Marketing
• Utilize the First United Methodist Church spire as a prominent nighttime landmark through exterior lighting.
• The LED lighting would change color to appropriately match the time of year.
• Estimated cost of lighting addition: $107,618
• Amount of DRI funding requested: $78,000
• Create a variety of public art and interactive installations throughout the study area to better display the spirit of downtown.
• Targeting Mohawk Harbor, Gateway Plaza, and the Jay Street Marketplace for installations.
• Estimated cost: $90,000
• Amount of DRI funding requested: $60,000
Public Improvements: Public Art - Creative Connectors
Public Improvements: George Westinghouse Statue

- Implement a statue of George Westinghouse at the corner of South Ferry Street and Erie Boulevard.
- The location would complement existing statues in the area, including the ones of Thomas Edison and Charles Steinmetz.
- The statue provides an opportunity to celebrate the contributions made by a Schenectady inventor.
- Estimated cost: $80,000
- Amount of DRI funding requested: $80,000
Public Improvements: George Westinghouse Statue
Public Improvements: Capital Walls: Creating Public Art

- Commission and create four large scale pieces of art throughout the study area
- The art would be developed along the Jay Connector corridor in addition to the Union and Erie rail bridge.
- Albany Barn (Electric City Barn) and Albany Center Gallery would lead this project working with local groups
- Estimated cost: $147,000
- Amount of DRI funding requested: $147,000
Public Improvements: Proctors Lighting and Sound System

• Purchase, maintenance, and operation of outdoor festival equipment.
• Proctors Collaborative (supported by numerous local groups) would leverage this equipment to provide an additional 40 events, with specific focus on Mohawk Harbor, Gateway Plaza, and the Jay Street Corridor.
• Estimated cost: $500,000
• Amount of DRI funding requested: $400,000
Public Improvements: Festivals and Events

- Develop infrastructure to support more frequent outdoor events.
- Support initiative through increased supply of lighting/sound equipment, electric service, bathroom facilities, signage, and municipal permitting.
- Estimated total budget for this project is $850,000.
- The amount of funding requested from the DRI is $550,000.
Public Improvements: Festivals and Events
New Development/ Redevelopment: Alchemy Urban Playground

- Preserve and reuse existing structures along Erie Boulevard to allow for increased job training and dynamic art space.
- The reuse would result in four urban art studios, a retail gallery, an event space, and two maker spaces.
- Estimated cost: $685,000
- Amount of requested DRI funding: $300,000
New Development/ Redevelopment: Alchemy Urban Playground

Project Location Map: 136-140 Erie Blvd
• Create a community-owned grocery market to provide locally sourced food and bulk food to the downtown populations in Schenectady
• Locations are still being vetted for this project and kept confidential until plans are secure.
• The estimated budget for the project is $4.2 million
• The amount of funding requested from the DRI is $1.5 million
New Development/ Redevelopment: Electric City Food Co-op
New Development/ Redevelopment: Wall Street Building Projects

• Construct ADA compliant elevators to allow people with disabilities to access the second floor of the Wall Street Building.
• Finish construction of the demised vacant office space to include infrastructural improvements (electrical, flooring, HVAC, etc.,)
• Estimated cost: $703,000 - $868,000
• Amount of DRI funding requested: $400,000
New Development/ Redevelopment: Wall Street Building Projects
New Development/ Redevelopment: Lower State Street Parking Initiative

• New construction and infill for a five-story mixed-use building providing 17 market rate residential units.
• Creation of the new development would replace the structures at 224 – 230 State Street and would result in 142 new stall parking and 132 covered assigned parking spaces.
• Estimated cost: $8,250,000
• Amount of DRI funding requested: $3,000,000
New Development/ Redevelopment: Proctors Screening Room

- Development of two 30–seat screening rooms in the unused basement within the theater complex.
- This new addition to existing Proctors facilities provides capacity for 28,000 visitors as well as 1,000 additional screenings per year.
- Estimated cost: $323,000
- Amount of DRI funding requested: $200,000
Utilize unused roof space to create a local event space with picturesque views of downtown Schenectady.

The development would target 132 – 136 Broadway.

Estimated cost: $300,000

Amount of DRI funding requested: $100,000
New Development/ Redevelopment: 132 - 136 Broadway Rooftop Deck
New Development/ Redevelopment: Family Entertainment Center

- Utilize currently vacant space to allow for two commercial sport simulators as well as an outdoor deck complete with a stage, dining area, and a bar.
- The entertainment center would be located on the second floor of the building at 121 Wall Street and provides a community amenity to youth groups and teams.
- Estimated cost: $300,000
- Amount of DRI funding requested: $225,000
New Development/ Redevelopment: Cohn Building Redevelopment

• Renovate and convert a vacant existing office building into an office space with ground floor retail.
• Located at the highly visible corner of Jay and Franklin Street (426 Franklin Street,) the project would demolish existing interior materials and construct new infrastructure.
• Estimated cost: $2,400,000
• Amount of DRI funding requested: $600,000
New Development/ Redevelopment: Cohn Building Redevelopment
• Implement prominent signage to advertise Clarkson’s Capital Region Campus
• Advertise through exterior signage for the building in addition to streetscape pole banners.
• The estimated total budget for this project is $33,000
• The amount of funding requested from the DRI is $33,000
Acquire and provide materials vital to the hosting of outdoor events in addition to signage.

This study area-wide initiative would result in the coordination of lighting/sound equipment, electric service, bathroom facilities, signage, and municipal permitting.

Estimated cost: $411,000

Amount of DRI funding requested: $300,000
Branding and Marketing: Wayfinding and Informational Signage

Comprehensive Hardware Options

- **Air + Desk Enclosure**
  - Size: 24”

- **Glide**
  - For Low Traffic Indoor
  - Size: 49”

- **Air + Floor Enclosure**
  - For High Traffic Indoor
  - Size: 49”

- **Outdoor Glide**
  - Size: 49”

- **Air + Wall Enclosure**
  - Sizes: 32”, 43”, 49”
Potential Private Development Projects from DRI Application
Capital Region Aquatic Center

- The Capital Region Aquatic Center represents an opportunity to provide the capital region with a major competitive sports facility.
- The center would consist of a 50-meter pool with additional training facilities.
- Preliminary market studies have been completed showing a demand that could account for increased numbers of visitors.
- Estimated cost: $30 million.
- Blighted vacant building located on Erie next to Mohawk Harbor
- Has negative impact on East Front Street neighborhood
- Coyne site negatively impacts DRI boundary area
- Estimated cost of demolition and site clean-up: $500,000
- Public private partnership to clean-up/redevelop site
The Citizens Bank Building is a vacant building with an imposing blank façade that is located on the Proctors Block.

Redburn Development has proposed demolition of the building with new construction of a three-story building with ground floor retail and upper floors residential.

Estimated Cost: $10.5 Million

The application has also identified additional sites for development in close proximity to the former bank Building.
Citizens Bank Building
Erie Boulevard - Former Sears and Pentagon Restaurant Site

• The former Pentagon Restaurant and Sear’s store are two vacant opportunities along Erie Boulevard.
• The developer team responsible for Electric City has expressed interest in developing mixed-use residential and commercial space following demolition.
• Estimated Cost: $45 Million
• Renovate the former Masonic Temple (and two adjoining buildings) and utilize for retail-commercial-residential space.
• The project anticipates $4.7 million in private investment and has already secured $450,000 in Restore New York funding.
• The project represents a total investment of $10 million.
Corner of State and Erie: Masonic Temple
Lower State Street Façade and Building Rehabilitation

• Rejuvenate multiple facades of buildings along the north side of lower State Street in addition to interiors of now vacant structures.
• The project will utilize Metroplex’s façade matching program for partial funding
• Estimated cost: TBD
Mohawk Harbor Entertainment Development

• Create an 100,000 square foot development between Rivers Casino and the marina development
• Market studies have shown existing demand for retail throughout this area including specialty retail, entertainment space, and supporting food and beverage shops.
• Estimated cost: $30 million
Next Steps

- Public Meeting #2
- Residential Market Analysis: what to expect
- Local Planning Committee Meeting #4: 3/12
  - Preliminary DRI Project List with projects identified as *Formed, Forming, Good Idea*
Schenectady DRI
Help us with your ideas to continue the momentum downtown
https://www.ny.gov/downtown-revitalization-initiative/capital-region-schenectady

https://schenectadydri.com/