Principles

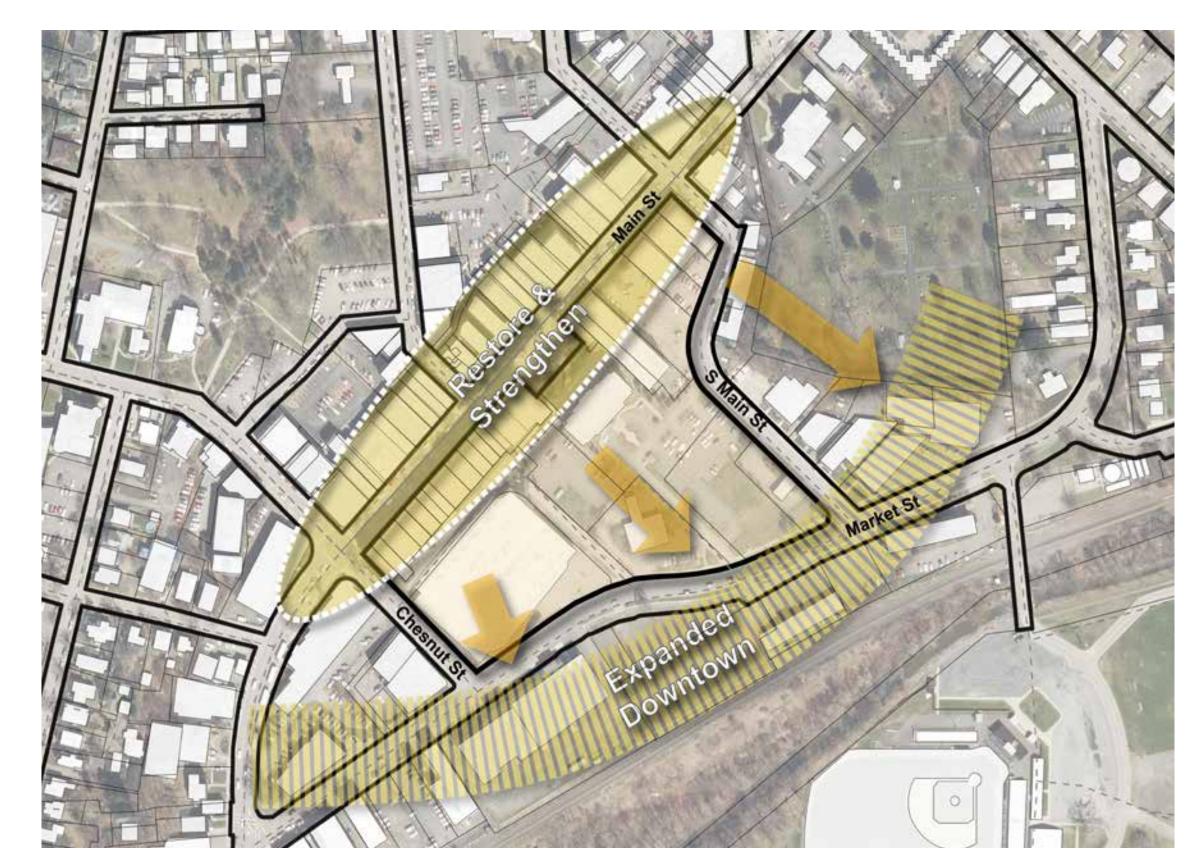
A. Strengthen



Support for Small Businesses

- I Downtown Business SupportTeam
- 2- Program for Retail and Commercial TenantImprovement Fund
- 3- Signage
- 4. Upper Story Housing Support
- Westcott Lot Mixed-useDevelopment

B. Expand

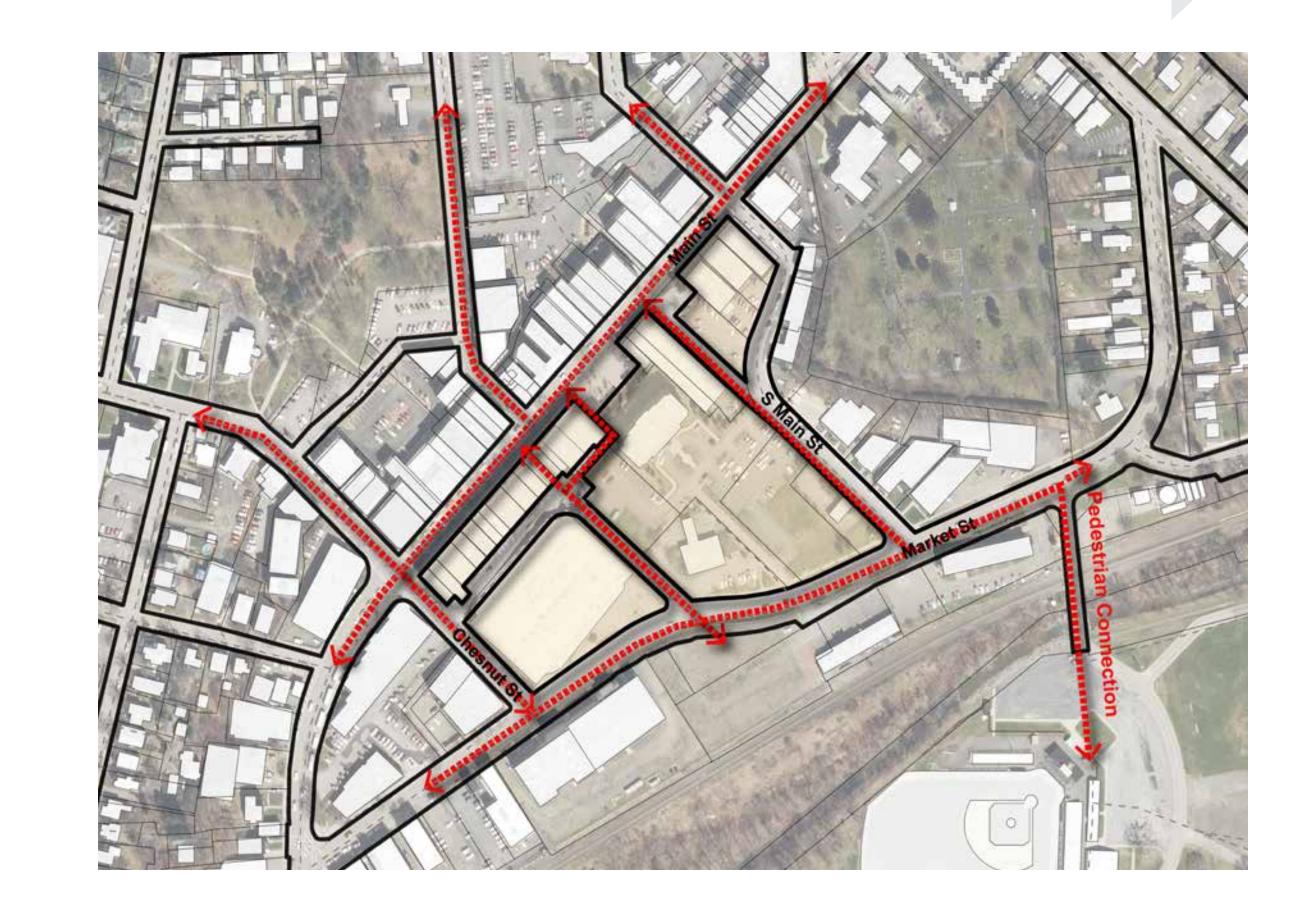


- 6. Mohawk Valley Food & Beverage Innovation Center
- 7. Makerspace and Small Scale Manufacturing

Parking Structure Alternatives

- 8- Partial Demolition and New Residential
- 9- Retail Renovation
- 10- Green Screen Renovation
- 11- Re-cladding with Brick
- 12- Transit Hub
- 13- Complete Demolition and New Mixed-use
- 14. Multifamily Building, Typical

C. Connect



- 15. Muller Plaza Passage
- 16. Public Walkway from Water Street to Market Street
- I7. Market Street Improvements:Phase I and 2
- 18. Support for Arts & Culture







A: Small Business Support - Downtown Business Support Team

Project Description

Administrative assistance to implement "Main Street" retail, housing renovations and signage improvements. Manage student noise.

- •Option I: City management support.
- Option 2: Consultant manager

Project Benefits

- •Expedites implementation of retail and housing strategy
- Supports jobs on Main Street
- Supports tourism economy

Time Frame I-5 Years

Ongoing Needs

DRI Strategy

Strengthen Downtown Businesses

Project Detail

Administrative Support

2-5 Years

Est Budget Range

City Staff	400K
or / Combination with	
Consultant	400K

Total Cost	400K
Project Funds, DRI	400K

Project Partners

Estimated Financial Leverage

Responsible Party

?

Local Actions

Application to CFA for DRI Funds

Roles and Responsibilities

New Tools to Support Business Growth:

- Working with building owners to renovate and upgrade properties
- Tenant recruitment
- Support for tenant fit-out
- Monitor safety
- Proforma Review
- Facilitation of Architectural services
- Tax credit assistance
- Public events program
- Monitor cleanliness
- Technical support
- Noise Management
- Engagement with the respective owners/ governing bodies of anchor institutions such as Foothills, Oneonta Theater and YMCA for Downtown Rehabilitation







A: Small Business Support: Program for Retail and Commercial Tenant Improvement Fund

Project Description

Small Grants or Loans for facade and interior space renovations for existing and prospective small businesses to improve their store spaces.

- •Address needs of storefront facade condition, electrical capacity, code compliance.
- •Program Option I: Revolving Loan program, estimated loan amounts \$10-20K.
- •Program Option 2: Matching Grants

Project Benefits

- •Leverages private investment
- •Increases consumer spending on Main Street
- Increases Tax base
- •Supports jobs on Main Street
- Supports tourism economy

Time Frame	I-3 Years
------------	-----------

Ongoing Needs

Maintenance By Owner Loan Monitoring By Loan Officer

DRI Strategy

Strengthen Main St Retail

Project Detail

Retail Establishments 15-25
Revolving Loan Fund
Matching Grant

Est Budget Range

Revolving Loan	500K
Loan sizes	10-20K
Matching Grant	150K
Grant sizes	10-15K

Total Cost 650K

Public Funds, DRI 650K

Project Partners NY Main St
Program

Estimated Financial Leverage 1:2-1:5

Responsible Party

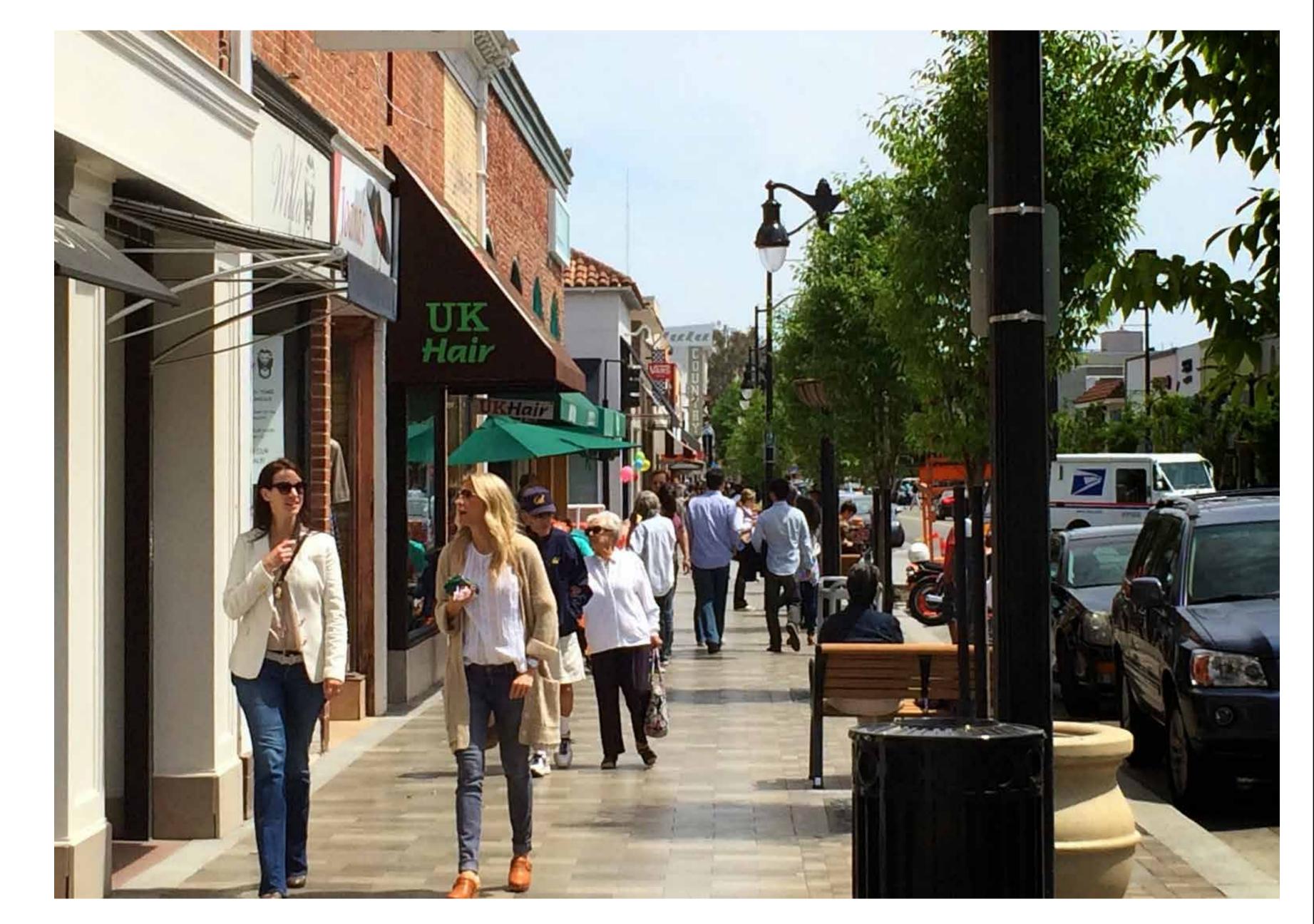
?

Local Actions

Coordinate with Owners

Establish Loan Funds

Application to CFA for DRI Funds











A. STRENGTHEN: Signage

Project No.3

Project Description

Improve visibility of existing storefronts through the installation of blade/projecting signs and awning signs. Improve district signage for retail wayfinding and parking signage.

- •Option I: Micro-grants for individual business signage. \$500-\$2000.
- •Option 2: Retail district signage program to direct pedestrians to various locations.
- Option 3: Parking signage to direct both vehicles and pedestrians
- •Option 4: Regional signage and advertisement.

Project Benefits

- Leverages private investment
- •Increases consumer spending on Main Street
- Increases Tax base
- •Supports jobs on Main Street
- Supports tourism economy

Time Frame	I-3 Years

Ongoing Needs

Maintenance By City

DRI Strategy

Strengthen Main Street Retail

Project Detail	
Retail Establishments	25-30
Signage for Storefronts	25-30
District Signs	5-10
Parking Signs	10-15
Regional Signs	5-10

Est Budget Rang	ge
Storefront Signs	50-60K
District Signs	30-50K
Regional Signs	50-75K
Parking Signs	30-50K
Soft Costs	50-100K
Total Cost	200-330K
Public Funds, DRI	200-330K
Project Partners	?

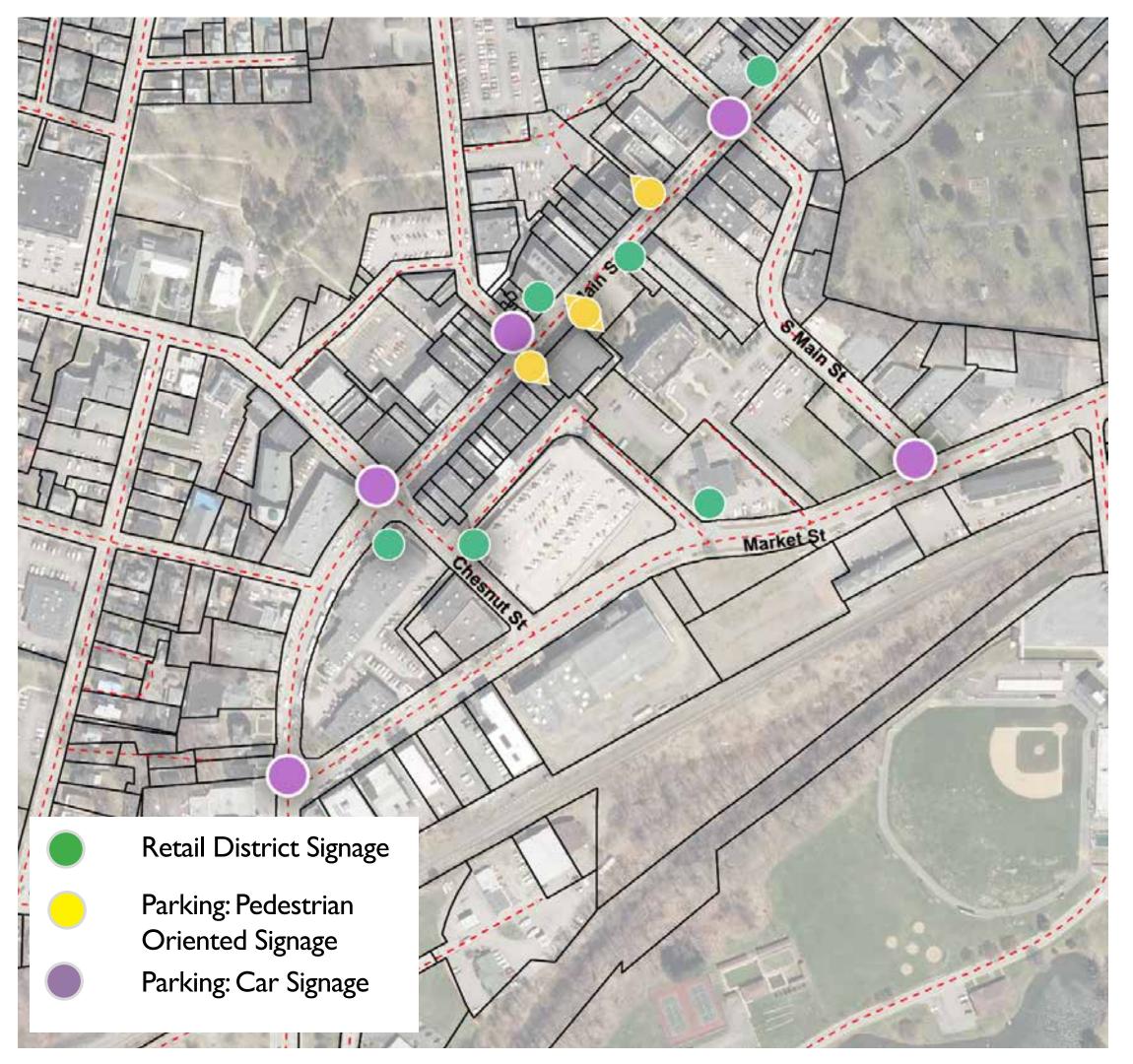
Responsible Party

Est Financial Leverage

7

Local Actions

Coordinate with Transportation
Coordinate with DOT
Application to CFA for DRI Funds
Retain Consultant
Regulatory Approvals





Lettis Highway - Gateway and Branding

District Signage

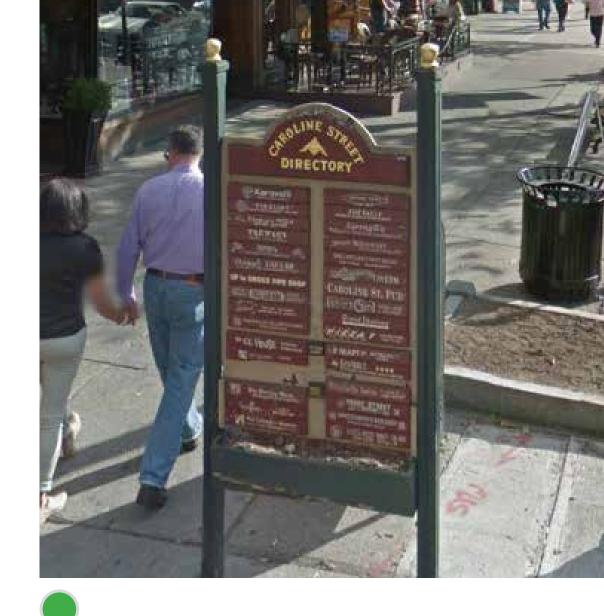






Individule Signage













A. STRENGTHEN: Upper Story Housing Support

Project No.4

Project Description

Provide financial support for renovations that create more housing choices on underutilized upper floors.

- •Address current real estate environment with little incentive to renovate.
- Program Option I: Revolving LoanFund
- Program Option 2: Direct matching grants
- Program Option 3: Assistance with historic tax credits

Project Benefits

- Leverages private investment
- Creates diverse housing
- •Increases consumer spending on Main Street
- Increases Tax base
- •Supports jobs on Main Street
- •Supported by residential market demand study

Time Frame I-5 Years

Ongoing Needs

Maintenance By Owner
Loan Monitoring By Loan Officer

DRI Strategy

Strengthen Main St Housing

Project Detail

Housing Structure 5-10
Revolving Loan Fund 500-600k
Matching Grant IM

Est Budget Range

Revolving Loan	500K
Loan sizes	10-20K
Matching Grant	250K-IM
Grant sizes	40-300K

Total Cost I.5M

Public Funds, DRI 750K-I.5M

Project Partners NY Main St

Est Financial Leverage 1:2-1:5

program

Responsible Party

?

Local Actions

Coordinate with Owners
Establish Loan Funds
Application for CFA











A. STRENGTHEN: Westcott Lot Mixed-use Development

Project No.5

Project Description

New Mixed-use residential with retail building on Main Street at Westcott Lot location. Existing parking lot to remain at lower level. Plaza and passageway at Main Street level provide connection to South Main Street and Market Street.

- •Four story structure on Main Street, Five stories facing South Main Street.
- •Opportunity for outdoor dining provided by both new and existing retail establishments.
- •Potential professional housing location.
- Possible location for a public bathroom

Project Benefits

- Leverages high level of private investment
- Creates diverse housing
- •Increases consumer spending on Main Street
- Increases Tax base
- •Supports jobs on Main Street
- Supported by residential market demand study

Time Frame

2-4 Years

 Possible location for a public bathroom

DRI Strategy

Increase Housing Downtown

Project Detail

Residential	24-27 Units
	27,000sf
Retail	4,000sf
Parking	I Level
Boardwalk & Plaza	9,000sf

Est Budget Range

\$90/ sf with structure

Building, est	4.7-5.5M
Public Plaza & walkway	1.25-1.75M
\$90/ sf with structure	

Soft Costs	900K
Total Cost	4 OE O 2EM

Iotal Cost	6.85-8.251
Public Funds, DRI	2-2.5M
Project Partners	?

Est Financial Leverage 1:3-1:3.4

Responsible Party

7

Local Actions

Transfer property holding to City

Retain Developer

Application to CFA

Regulatory Approvals

Ongoing Needs

Maintenance By Developer



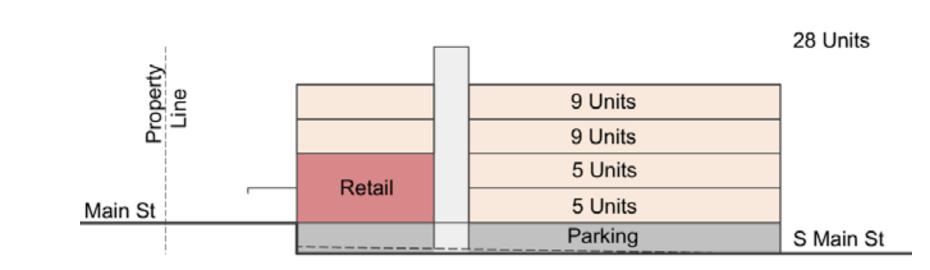




Ground Floor Plan

	Mechanical	825 s	F	825 SF	875 _{SF}
Retail 2351 _{SF}		Lobby		1036 sf	875 sF

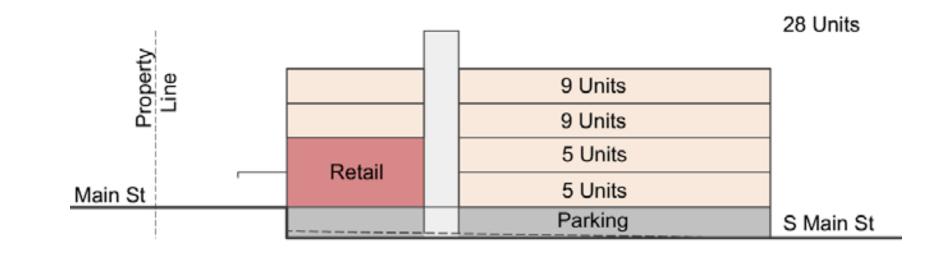
Section



Typical Floor Plan

900 sf	Mechanical	3 25 sf	825 sf	875 sf
900 sf	825 _{SF}	550 _{SF}	825 _{SF}	875 _{SF}

Elevation









Note: Construction and public funding budgets are preliminary and subject to adjustment

B. Expand: Mohawk Valley Food & Beverage Innovation Center

Project No.6

Project Description

Regional Food and Beverage Innovation Center on Market Street. Two floors of public-use space complimented by new residential units on upper stories.

- Education and programming for food & beverage related industry
- Support for entrepreneurs and existing businesses in craft food & beverage
- Workforce training and development
- Retail space for regional products, demonstration kitchen and event space
- •Mixture of residential units: market-rate, subsidized, executive, and special needs
- Partnerships with educators for adult education, certificate programs
- Partnerships with health-care providers for health and nutrition education

Project Benefits

- •"Brains" for all regional food & beverage initiatives and expansion
- Job creation and job training
- •Regional leadership and innovation
- Bolsters local agriculture and food & beverage production
- •Strengthens cultural identity
- Removes blight and positively impacts character of Market Street
- Drives unique traffic to City and enhances activity on Main Street

Ongoing Needs

Finalize business model

Site control

Finalize partnership with CADE and structure of LDC

DRI Strategy

Increase jobs and housing downtown Enhance Main Street and Market Street traffic Lynchpin for Market Street reclamation

Project Detail

Residential 40 Mixed-type Units Food Center Multi-Use Space **Parking** Adjacent

Est Budget Range

Building	
Remediation	430K
Acquisition	150K
Soft Costs	
Total Cost	14-15M
Public Funds, DRI	1.75M
Additional Public Funds	3.75M
Project Partners	Private Developer
Est Financial Leverage	1:3

Otsego Now

Acquire Property

Retain Developer

Regulatory approvals

Enhance relationships with important stakeholders

Hire leadership and management of public space

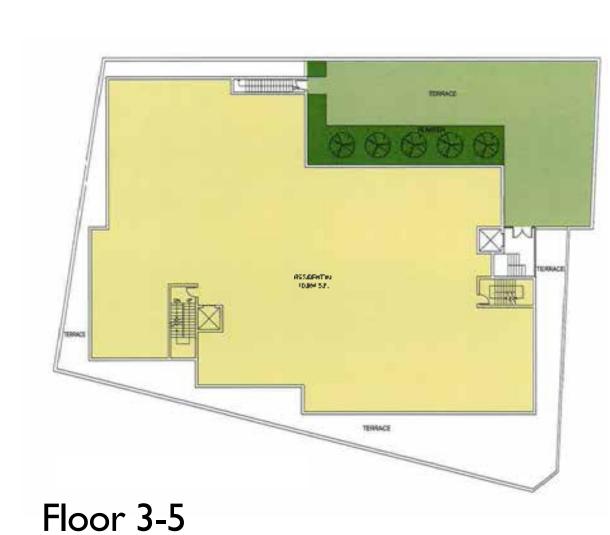
Time Frames

















Responsible Party

Local Actions

Demo and Remediation

Finalize business model

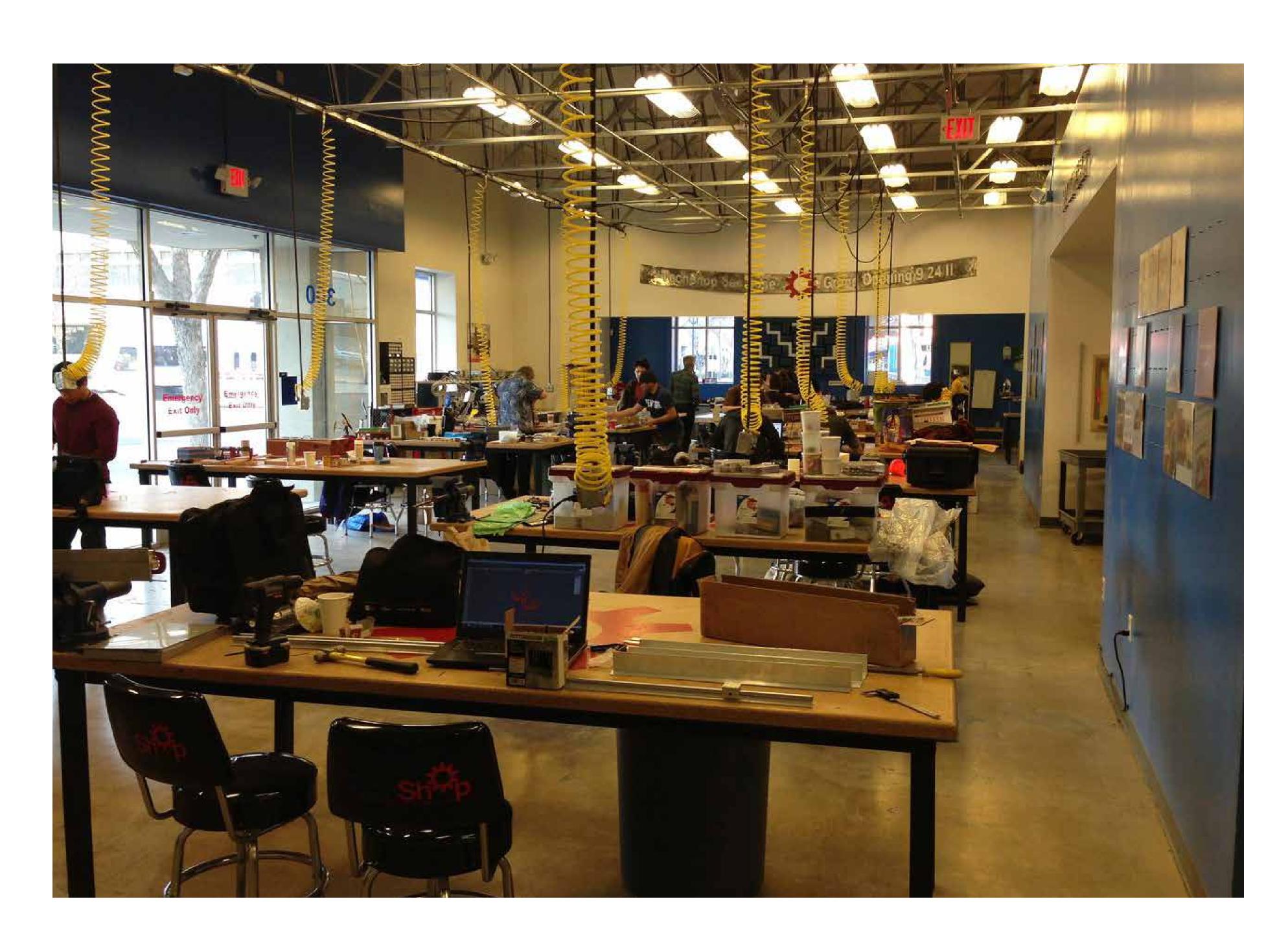
Application for DRI funds

I-3 Years

B. Expand: Business Incubator, Makerspace and Small Scale Manufacturing No.7

- A. Support for business incubator and small manufacturing establishments
- B. Makerspaces combine manufacturing equipment, community, and education for the purposes of enabling community members to design, prototype and create manufactured works that wouldn't be possible to create with the resources available to individuals working alone.













B. Parking structure: Partial Demolition & New Residential

Project No.8

Project Description

New Mixed-use residential and retail building on Chestnut Street at existing parking structure. Four stories of residential and one level of commercial space.

- •Requires demolition of existing structural bays of parking structure.
- •Single loaded corridor apartment configuration
- •Loss of approximately 100 public spaces.
- •Segregating of approximately 40-50 spaces for dedicated residential use.
- •Total public spaces remaining 330sp.
- •Constrains parking structure natural ventilation code requirement.

Project Benefits

- Leverages some private investment
- Creates diverse housing
- •Increases consumer spending on Main Street
- Increases Tax base
- Supported by residential market demand study

Time Frame 2-5 Years

Ongoing Needs

Maintenance By Developer

DRI Strategy

Increase Housing Downtown

Project Detail

Residential 22-24 Units 25,000sf Retail 3-6,000sf

Long-term Garage Repairs

Est Budget Range

New Building 5-6M
Garage Demolition I-1.25M
Single Loaded Corr 250K-750K
Premium
Long-term Repairs 750K

Soft Costs Garage & Building IM

Total Cost 8-9.75M

Public Funds, DRI 3-4M

Project Partners 4-5M

Est Financial Leverage I to I

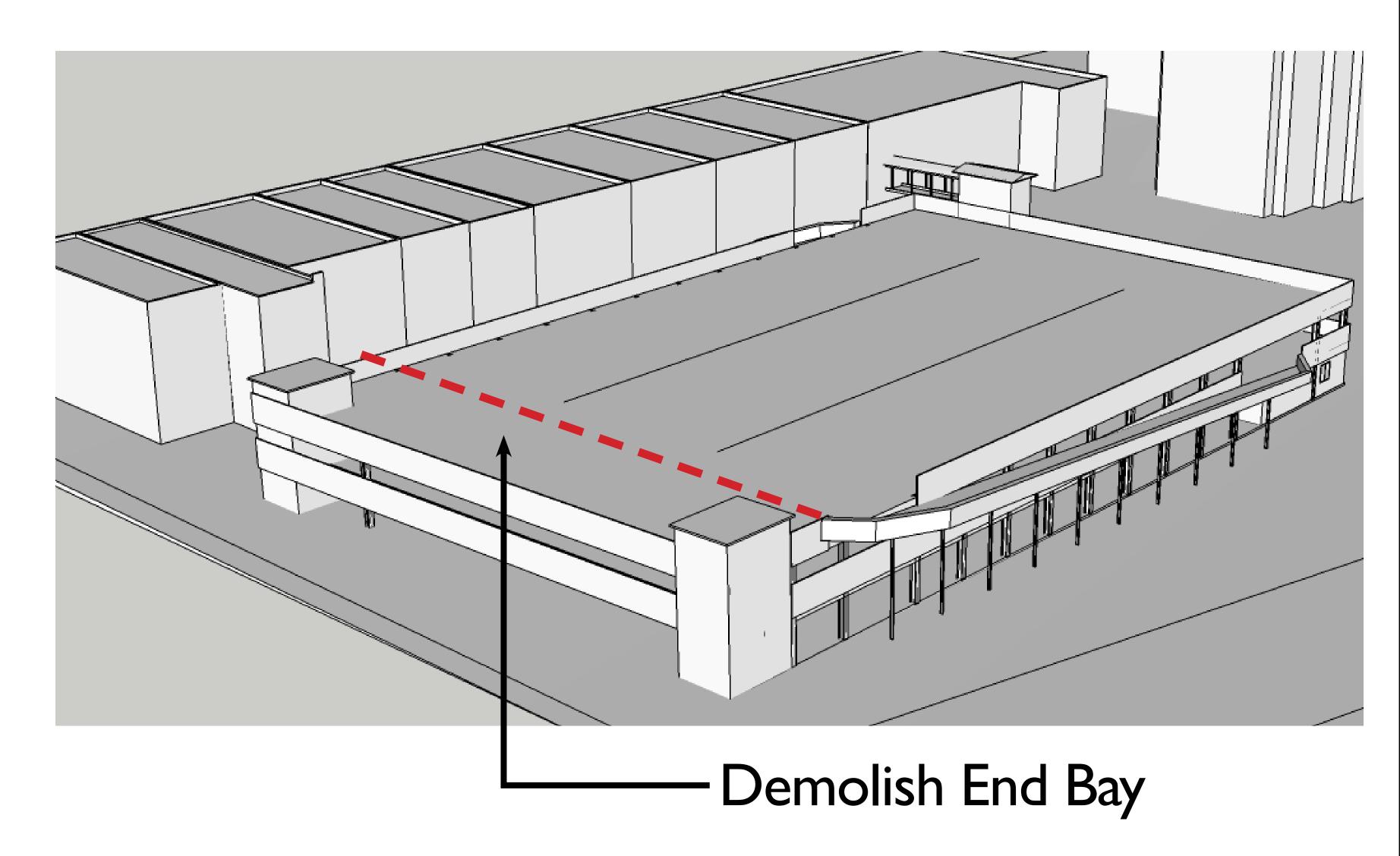
Responsible Party

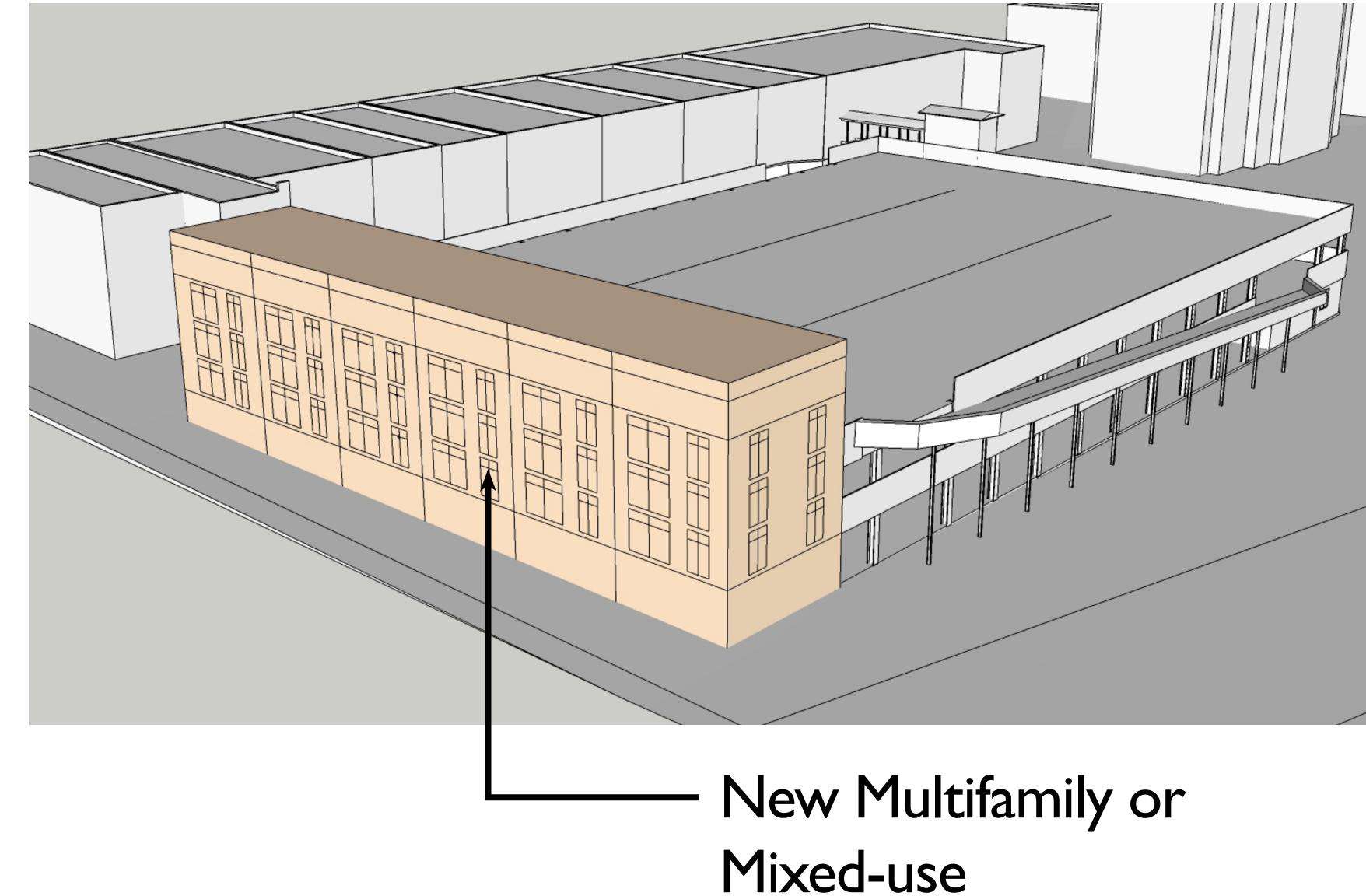
7

Local Actions

Retain Developer

Application to CFA for DRI funds
Regulatory approvals











B. Parking structure: Retail Renovation

Project No.9

Project Description

Demolish south west portion of second level of parking deck to allow for new retail. New weather proof structure building to be installed within garage to house new retail.

- •Existing garage floor heights too low by conventional retail standards.
- •Garage structure not weatherproof so new retail must have its own independent roof.
- •Constrains parking structure natural ventilation code requirement.
- •Potential private partnership with Green Earth
- Potential space for Makerspace and Small Scale Manufacturing
- Possible location for a public bathroom

Project Benefits

- •Improves visual appearance of Chestnut Street.
- •Provides potential commercial space.

2-5 Years

Ongoing Needs

Maintenance

By Developer

DRI Strategy

Increase Downtown Retail

Project Detail

Retail 4,000-8,000sf

Long Term Garage Repairs

Est Budget Range

Demolition	200K-500K
New Structure	600K-IM
Long-term Garage Repairs	750K

Soft Cost	300K
Total Cost	1.5-3M
Public Funds, DRI	1.5-3M
Project Partners	?

Responsible Party

7

Local Actions

Retain Developer

Application to CFA

Regulatory Approvals







Makerspace and Small Scale Manufacturing







B. Expand: Parking Structure Re-cladding with

10. Green Screen II. Brick

Project Description

Remove existing metal railings and screens on parking structure and re-clad with metal mesh. Remove CMU at portions of existing stair towers and insert fenestration. Cost includes long-term maintenance of 750K

Project Benefits

- Relatively low cost
- Low construction period duration
- •Improves user friendliness of central retail facility
- •Increases consumer spending on Main Street
- Supports jobs on Main Street

Est Budget Range Existing Screen Removal

Project Partners

Green Screen 400-550K Stair tower 100-200K Long-term repairs 750K Soft Cost 200K 1.4-1.7M Total est 1.4-1.7M Public Funds, DRI

Time Frame	2-4 Years
I IIIIC I I aiiiC	Z-T ICai S

Project Description

Remove existing metal railings and screens on parking structure and re-clad with metal framing system and brick facing. Remove CMU at portions of existing stair towers, insert fenestration, clad with brick, provide new roof. Cost includes long-term maintenance of 750K

Project Benefits

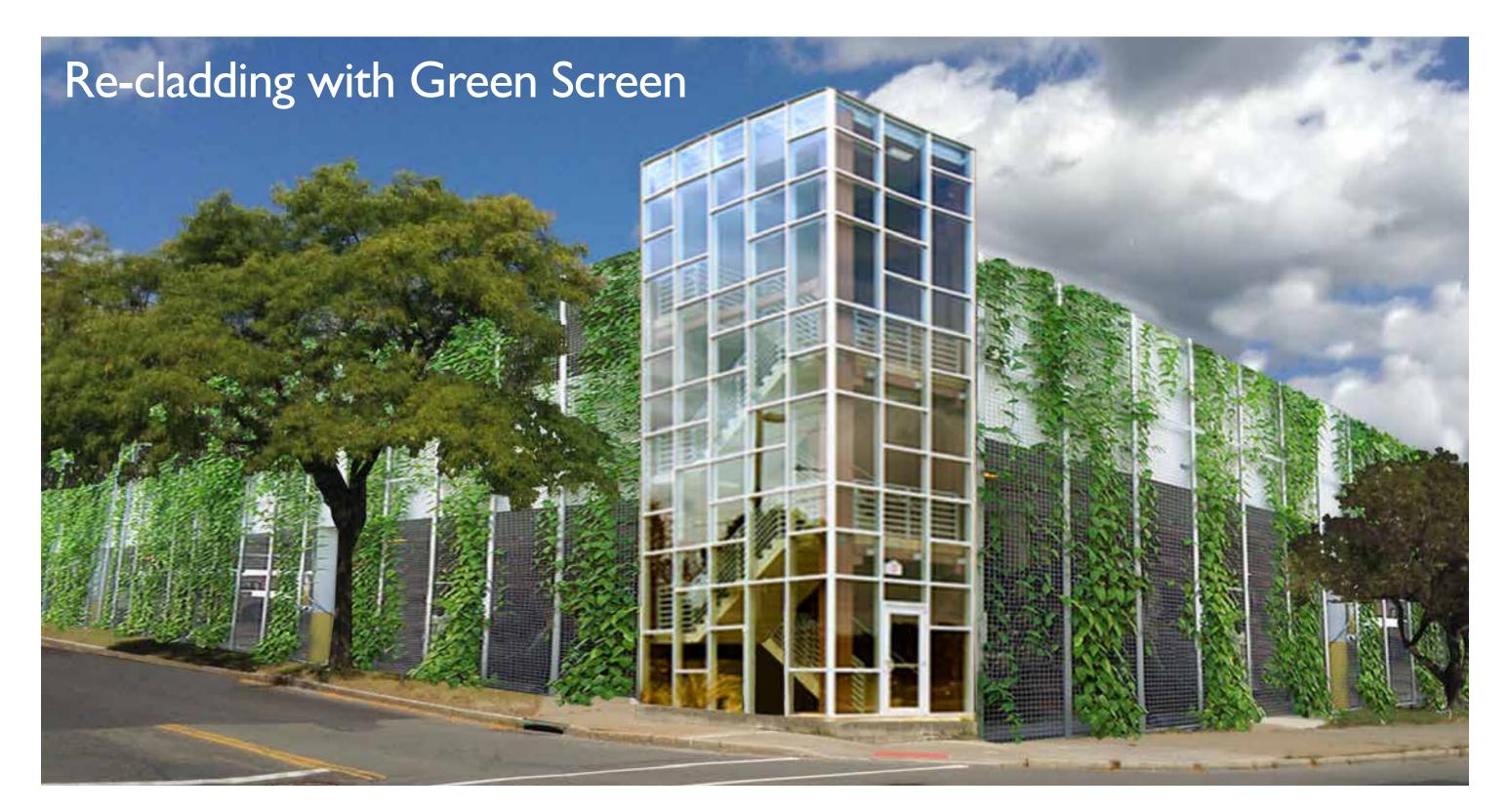
- •Improves user friendliness of central retail
- •Increases consumer spending on Main Street
- Supports jobs on Main Street
- •Provides material palette consistent with historic Main Street

Est Budget Range

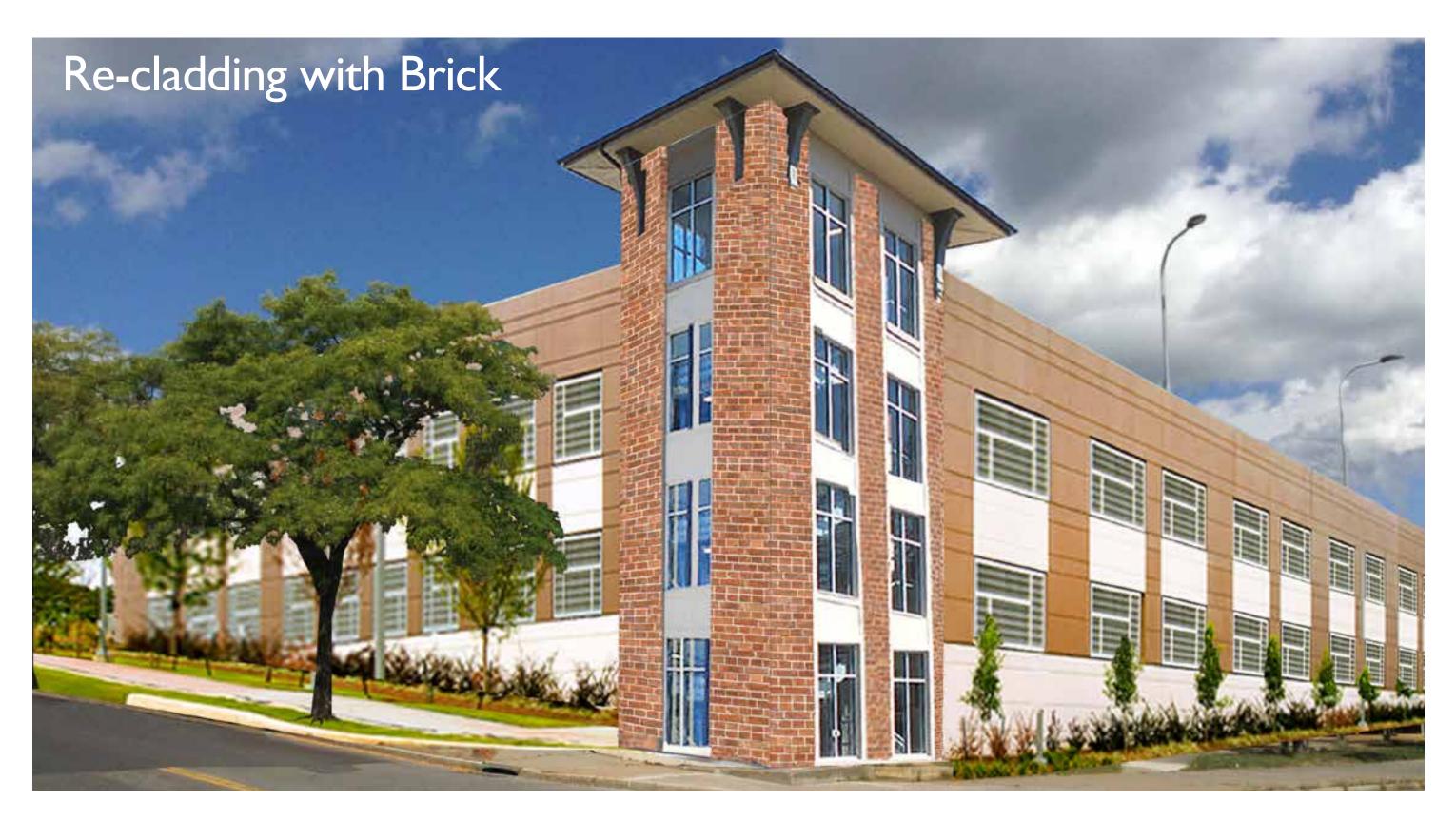
Existing Screen Removal	100K
Brick Cladding	800K-1.2M
Stair tower	200K
Long-term repairs	750K
Soft Cost	200K
Total Cost	I.9-2.5M
Public Funds, DRI	1.9-2.5M
Project Partners	?

Time Frame	2-4 Years
------------	-----------

Project No. 10-11













100K

Project Description

Project creates a new, unified transit center for Oneonta Public Transit,
Otsego Express, intercity buses, and taxis. Creates a new "gateway" for visitors to the City. It Allows Main
Street to relinquish bus terminal. Makes transfers between intercity and transit buses more intuitive and convenient, solving the "first/last mile" problem.
Project required reduction in width of Market Street.

Project Benefits

- •Improves transportation connections
- Supports tourism economy
- •Positions Oneonta's Downtown as a central destination for the region.

Time Frame

I-3 Years

DOT

Ongoing Needs

Maintenance

DRI Strategy

Connect Oneonta to Region

Project Detail

- Bays for 7 buses
- New waiting area
- New landscape
- New parking garage entrance
- Market Street construction
- The pergola buffers the buses from the Market Street
- Art icon and attractive design

Est Budget Range

Total Cost 2-3M
Public Funds DRI I-1.5M
Project Partners NY DOT

Estimated Financial Leverage

Responsible Party

City of Oneonta

Dept of Transportation

Local Actions

Application for CFA for DRI Funds

Coordinate with DOT and other transit

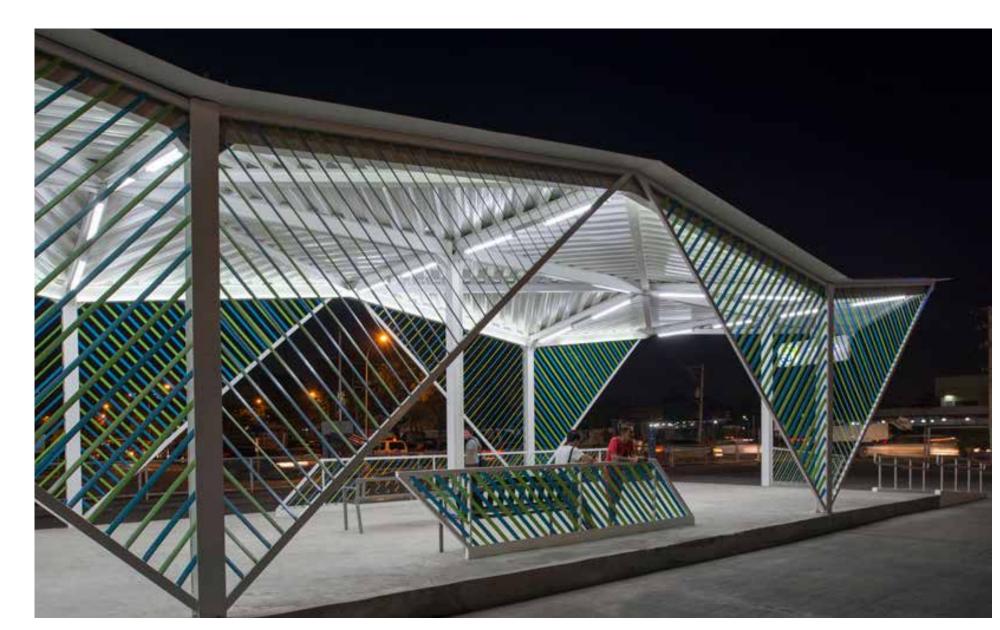
operators





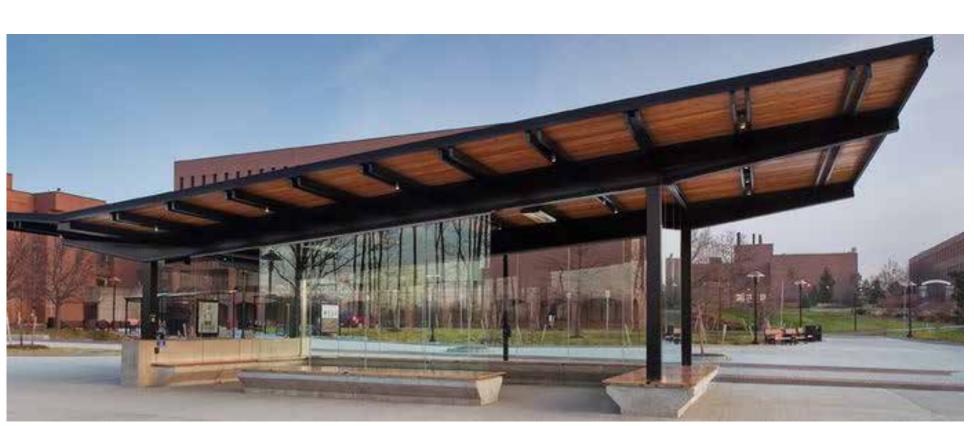


















B. Parking structure: Complete Demolition and New Mixed-use

Project No.13

Project Description

Replacement of entire existing parking structure with new mixed-use development complex. Uses include new residential, commercial spaces, transit hub, private parking, public parking.

- •Four to five story building with single-loaded corridor apartment configuration.
- •Four story garage includes 140 dedicated residential spaces and 240 commercial spaces.
- •Transit hub access to Market Street. Requires noise and air separation from residential.
- •Temporary loss of 480 public parking spaces or 50% of the total public parking supply for Main Street.

Project Benefits

- •Leverages some private investment
- Provides new transit hub
- Increases tax base
- •Supported by residential market demand study

Ongoing Needs

Maintenance By Owner and City

DRI Strategy

Increase Housing Downtown

Project Detail

Residential 45-55 Units (55,000sf)
Retail 12-18,000sf
Parking 240 Public, I40 Private
Transit Hub 20,000sf

Est Budget Range

Site Demo	IM
Mixed Use Buildin	g 11.2-13M
Transit Hub	2-3M
Parking Structure	8-10M
Soft Cost	2.5-3.5M
Total Cost	25-31M
Public Funds	16-19M
DRI Funds	3M
Project Partners	DOT
Est Financial Lever	rage I-1.5

Local Actions

Responsible Party

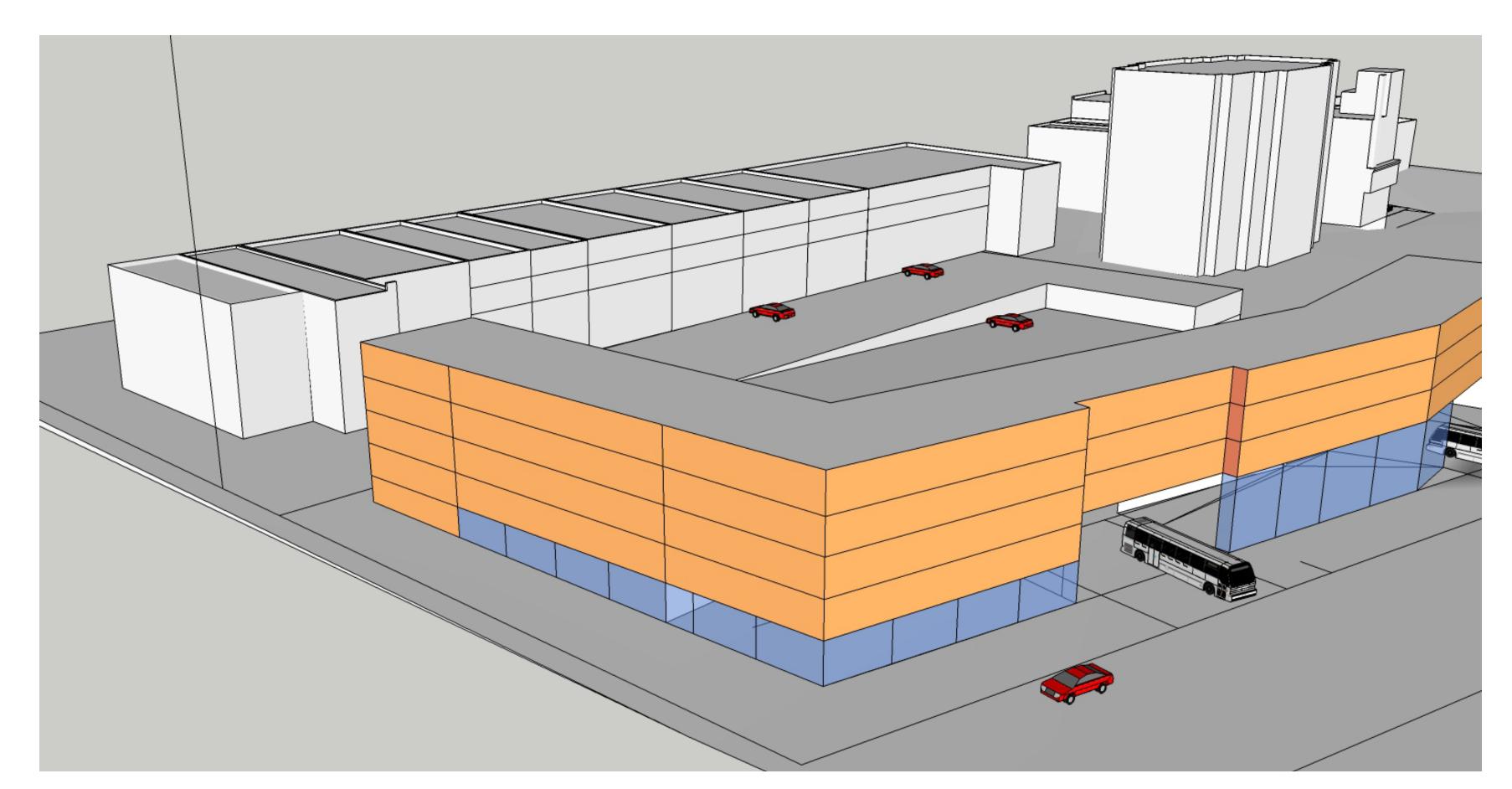
Secure additional public funds
Retain Developer

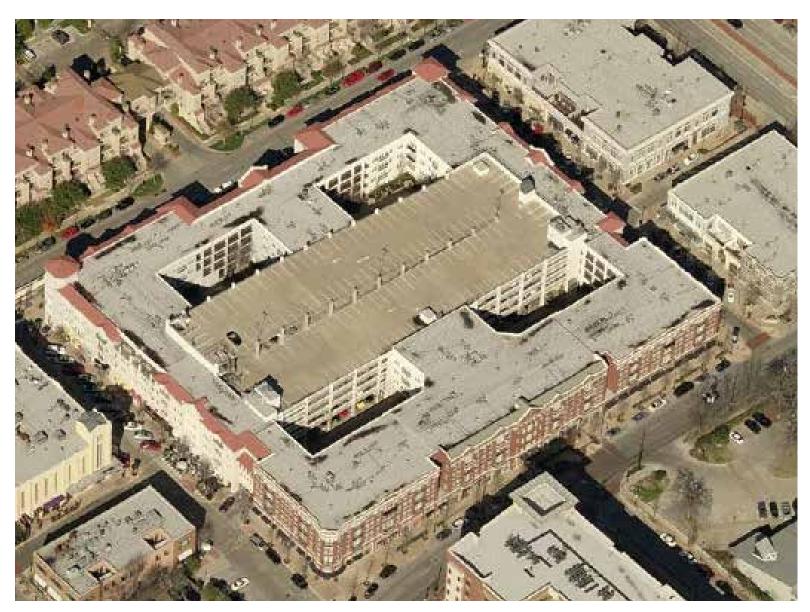
Application to CFA

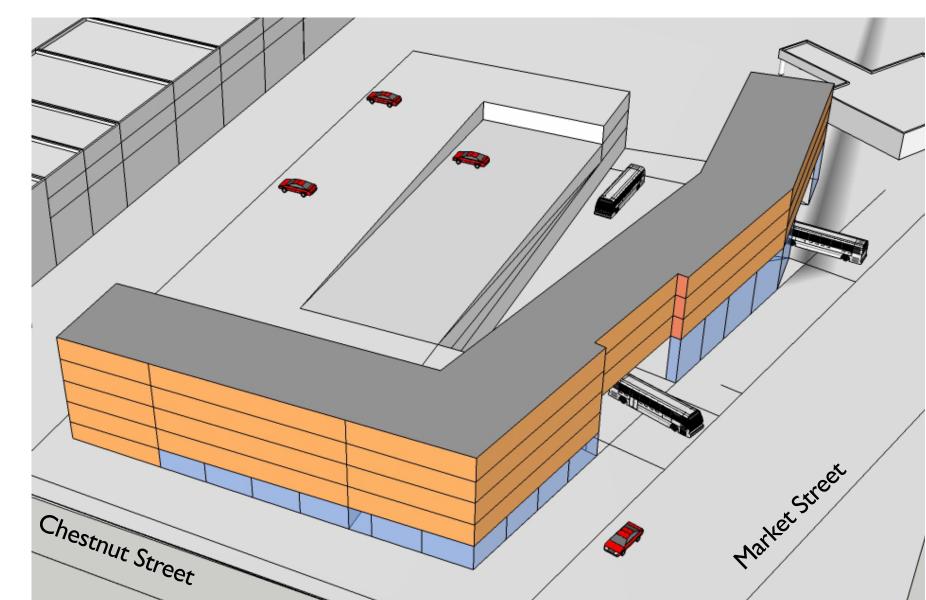
Regulatory Approvals

Disadvantage

Potential Temporary Job Loss on Main St from Temporary Loss of Parking



















B. Expand: New Multifamily Building, Typical

Project No.14

Project Description

New mixed-use residential and commercial building on Market Street. Includes 3-4 story structure, wood frame construction with on site parking.

- Privately owned parcels could be developed by current property owners
- •Requires lot reconfiguration to accommodate required parking by multiple users

Project Benefits

- Leverages high level of private investment
- •Significantly improves character of Market Street.
- Creates diverse housing
- •Increases consumer spending on Main Street
- Increases Tax base
- •Supports jobs on Main Street
- •Supported by residential market demand study

Time Frame	2-4 Years
------------	-----------

Ongoing Needs

Maintenance By Developer

DRI Strategy

Increase Housing Downtown

Project Detail

Typical Building	24-27 Units
	27,000sf
Retail	4,000sf
Parking	I Level
	9,000sf

Est Budget Range

Building Site Work	4.5-5.5M				
Site Work	750K				
Acquisition	250K				
Soft Costs	900K				

Total Cost	6.5-7.5M
Public Funds, DRI	500K-IM
Project Partners, Property	?
Owners	

1:4-1:5

Responsible Party

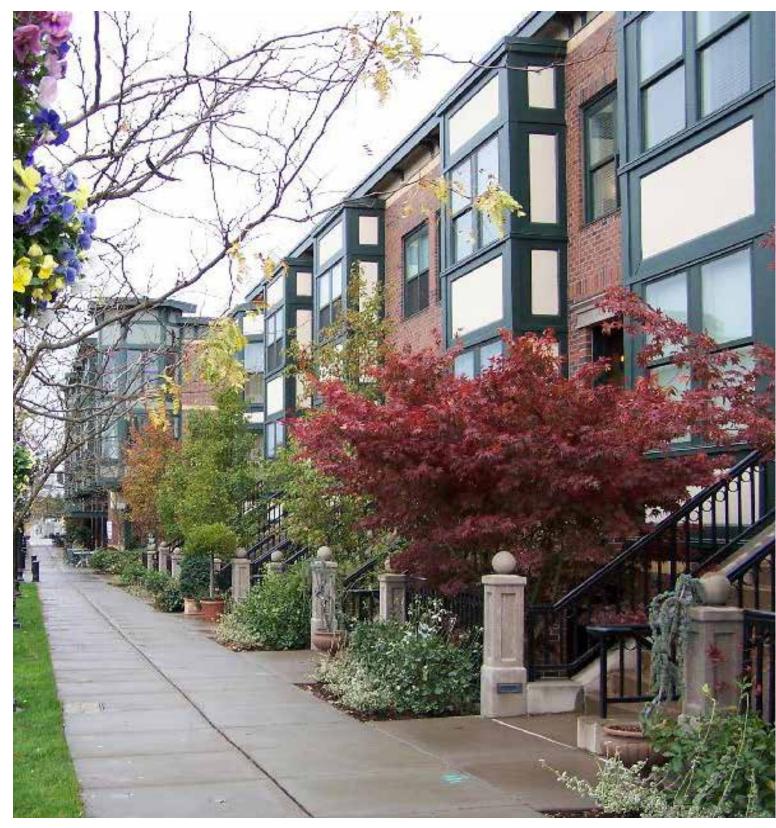
Est Financial Leverage

?

Local Actions

Acquire Property, parcel adjustment
Retain Developer
Application to CFA for DRI Funds
Regulatory Approvals















Project No.15

Project Description

Re-opening of passage at Muller Plaza to allow pedestrian access from Muller Plaza to multiple Downtown destinations.

- Provide fence along Clarion Hotel
- •Improve landscape and signage
- Improve lighting

Project Benefits

- •Addresses lack of active use of Muller Plaza
- Provides access to public parking & transit hub
- Provides much needed access to Market Street
- •Provides improved access to Foothills
 Theater
- •Increases consumer spending on Main Street

Time Frame

I-2 Years

Ongoing Needs

Maintenance Limited, By City

DRI Strategy

Establish a Cohesive Downtown

Project Detail

Public Space 2,000sf

Fencing and Landscape

Est Budget Range

Fencing & Lighting 75-100K

Public Funds, DRI 75-100K

Project Partners ?

Responsible Party

?

Local Actions

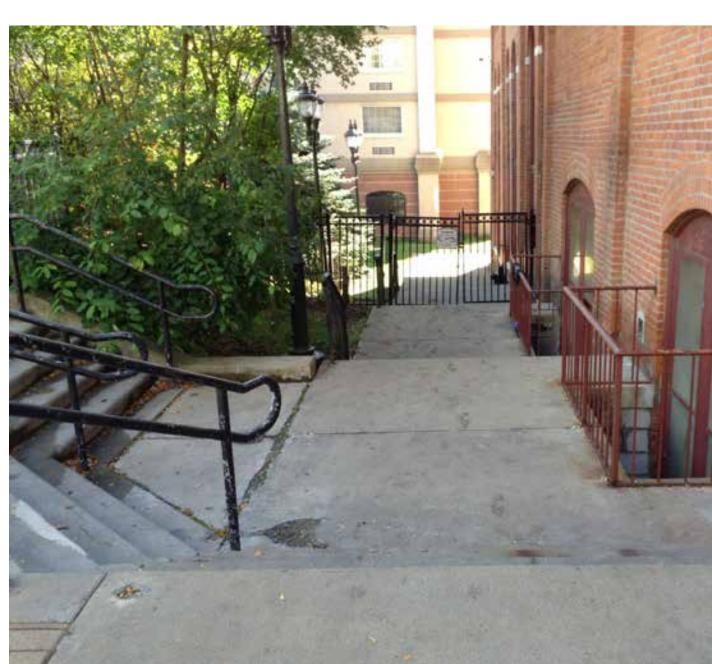
Coordinate with Clarion Hotel

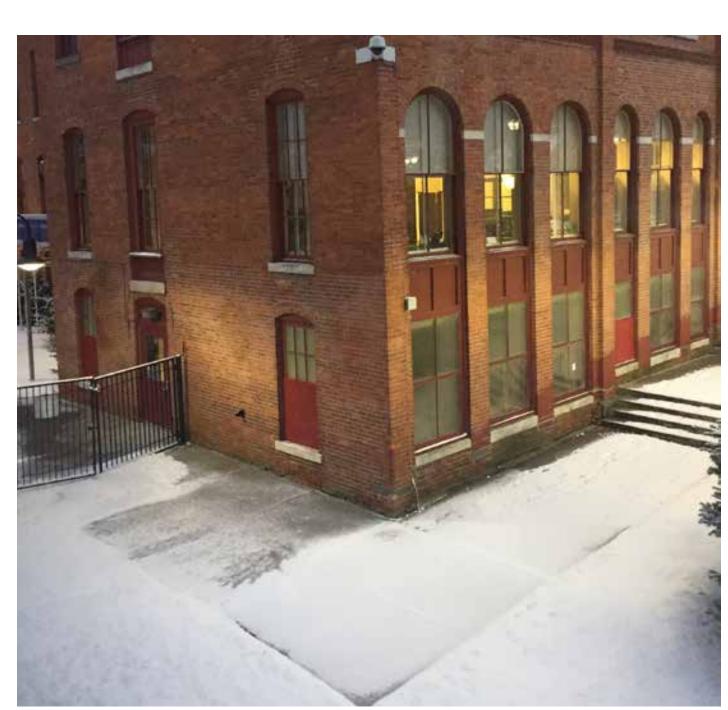
Application to CFA for DRI Funds

Regulatory Approvals

















Project Description

Establish a pedestrian walkway on unused City-owned property between Water Street and Market Street.

- •Proposed boardwalk construction with Trex or Ipe wood for low maintenance.
- •Proposed lighting and potted plants along walkway.

Project Benefits

- •Addresses lack of active use of Muller Plaza
- Provides access to public parking & transit hub
- Provides much needed access to
 Market Street
- •Provides improved access to Foothills
 Theater
- •Increases consumer spending on Main Street

Time Frame	I-2 Years
------------	-----------

Ongoing Needs

Maintenance Limited, By City

DRI Strategy

Establish a Cohesive Downtown

Project Detail

Public Space 4,000sf

Boardwalk

Lighting

Signage

Est Budget Range

Boardwalk

Ipe or Trex300-400KLighting50-75K

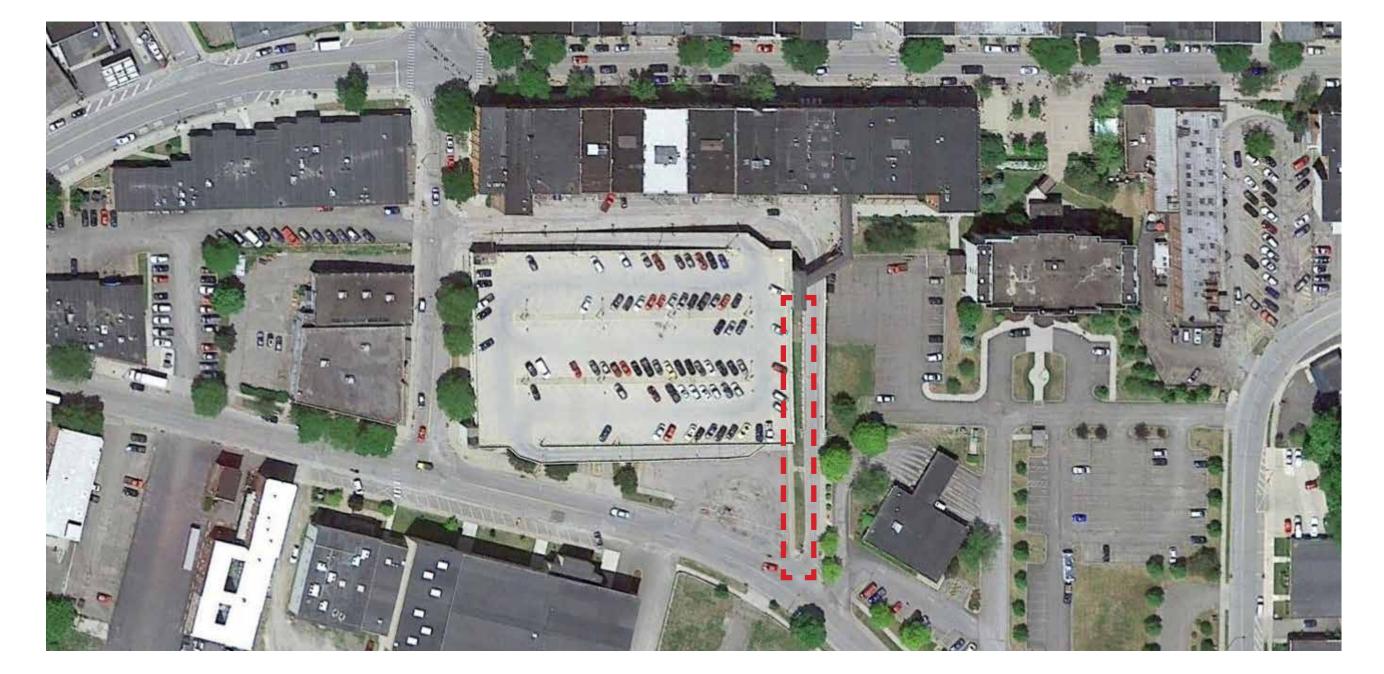
Total Cost300-450KPublic Funds, DRI300-450KProject Partners?

Responsible Party

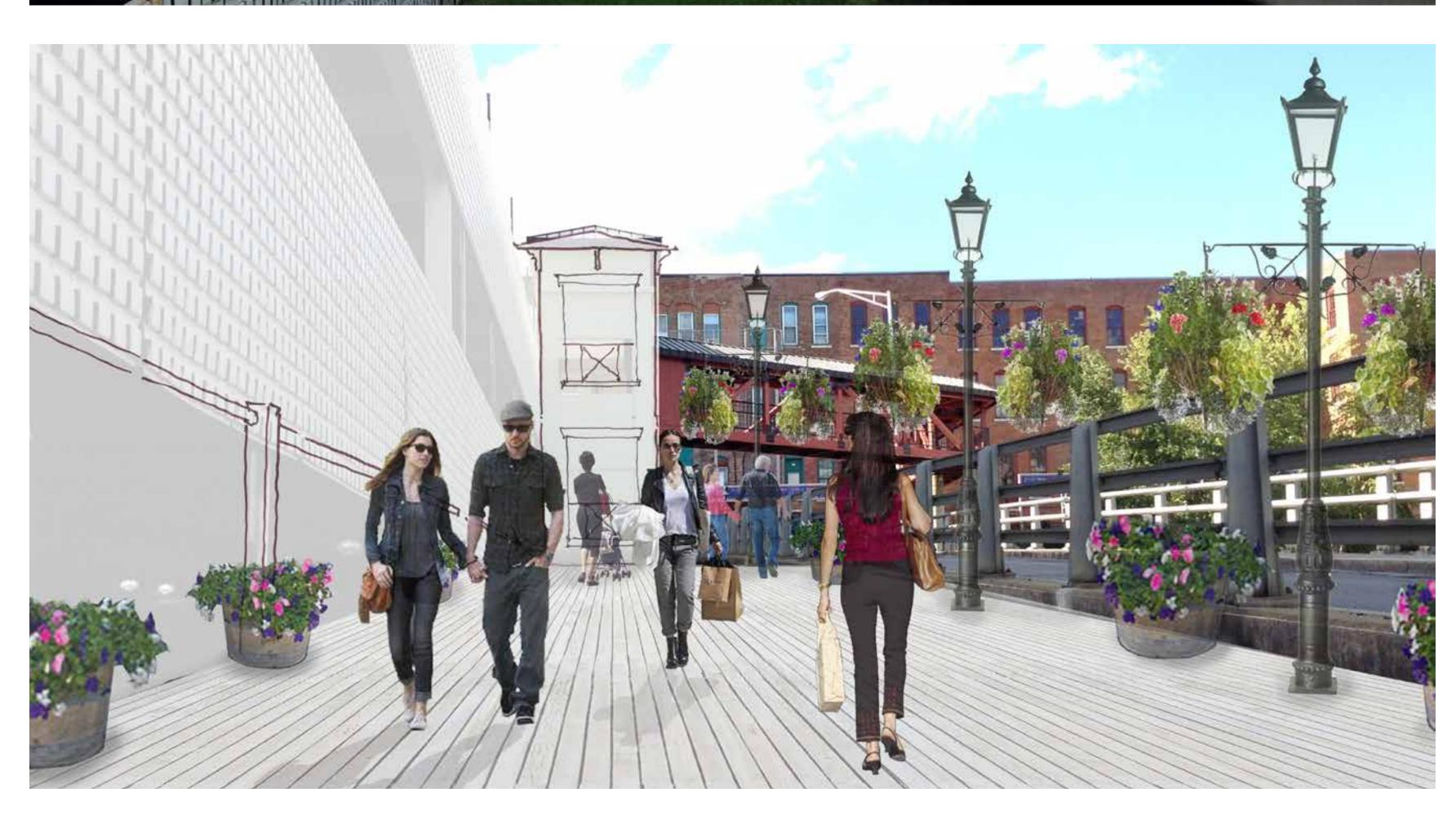
?

Local Actions

Application to CFA for DRI Funds Regulatory Approvals













C. CONNECT: Market Street Improvements

Project No.17

Project Description

This project allots funding to retrofit Market Street. The current street configuration is incompatible with pedestrian-oriented downtown development. Current configuration encourages high speed driving and limits pedestrian street activity. Project includes new bike lanes, new improved crosswalks, street width reduction, new on-street parking, new landscaping, and street lighting.

Phase I improvements are constructed with paint, and roll over devices.

Phase 2 are permanent materials.

Project Benefits

- •Increases pedestrian connectivity along Market Street
- Traffic calming
- Low cost and short-term implementation
- •Changes character of Market Street

Time Frame

I-2 Years

Ongoing Needs

DRI Strategy

Improve Pedestrian capacity of Market Street

Project Detail

- Painted Intersections 6-7 Crossings
- Bike Lanes
- Add sidewalk on South side of the street with street trees and planting
 Reserved area for food trucks with portable chairs, tables and umbrellas
- Phase 2: Integrate rain gardens into sidewalk designs & green spaces

Est Budget Range

Phase 1: Painted Phase 2: Permanent	250K-500K 2-3M				
Total Cost: Phase I	250-320K				
CFAFunds: Phase I	IOOK				
Total Cost: Phase 2	1.5-3M				
Public Funds: DRI Phase 2	1.5-3M				
Partners: Phase 2	DOT				

Responsible Party

Est Financial Leverage

7

Local Actions

Application to CFA for DRI Funds Regulatory Approvals

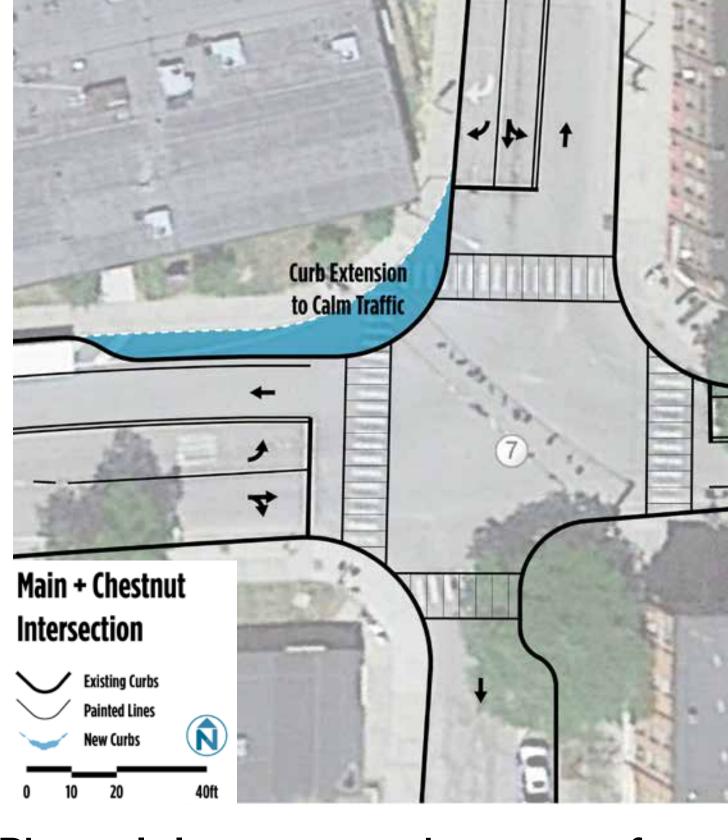




Phase I: Bike lanes and painted pedestrian demarcations



Phase 2: New Landscaping, Street Lights, Benches



Phase I: Improve pedestrian safety at Chestnut Street & Main Street









C. CONNECT: Art & Culture Support

Project No.18

Project Description

Support for local arts

- Provide art commissions for public art in Oneonta
- Provide art space
- Connect artists with local businesses

Project Benefits

- Maintains authenticity
- Attracts tourism
- Provides jobs

Time Frame	I-5 Years
------------	-----------

Ongoing Needs

DRI Strategy

Strengthen Downtown Businesses

Project Detail

Support for Arts Programs Art Commissions Art Space

Multiple Programs 120K

Total Cost 120K

120K

Project Partners

Public Funds, DRI

Est Financial Leverage

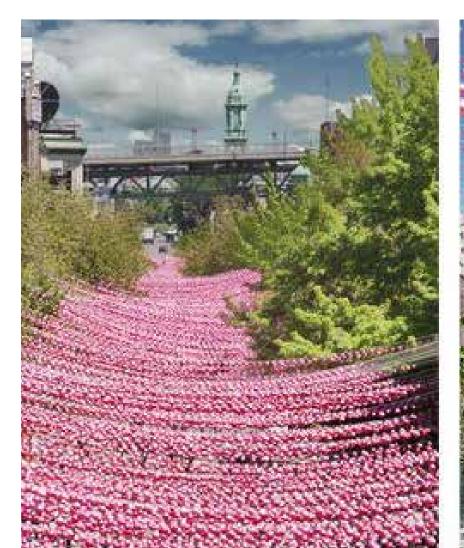
Responsible Party

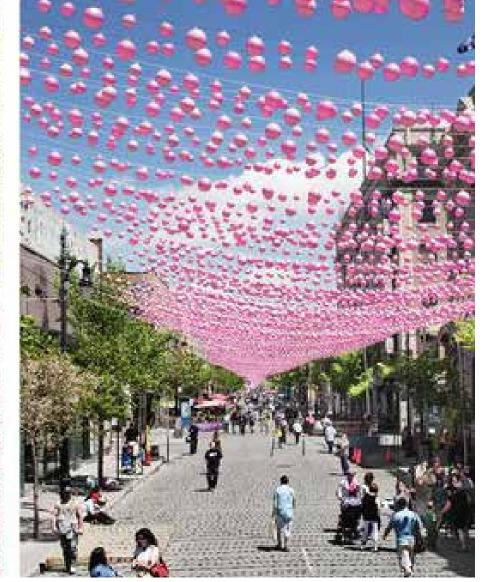
Note: Construction and public funding budgets are preliminary and subject to adjustment

Local Actions

Application to CFA for DRI Funds

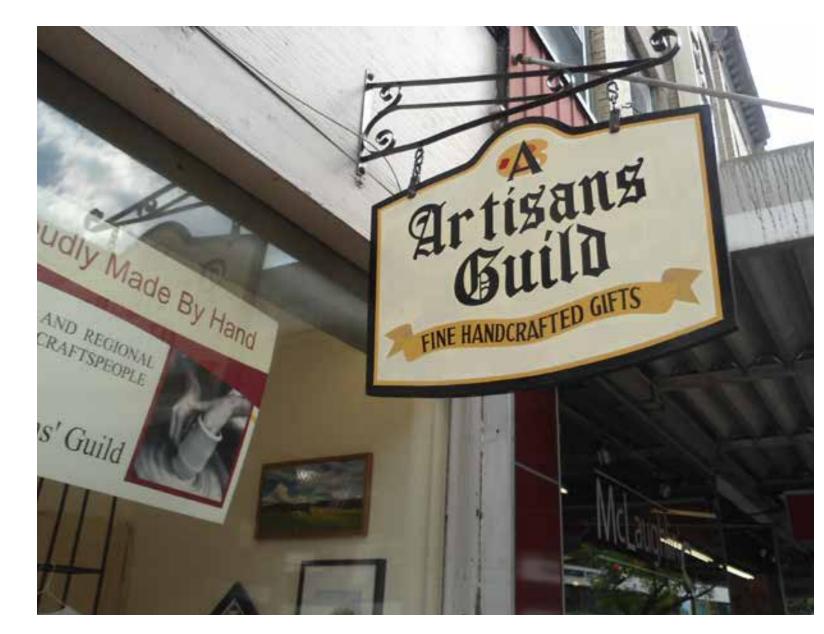


























Project Summary List

Project Summary List

Buildings	Estimated Total Cost	DRI Funded Portion	Other Public Aid	Financial Leverage	Infrastructure	Estimated Total Cost	DRI Funded Portion	Other Public Aid	Financial
Upper Story Housing Support	Unknown	750K - 1.5M		•	Market Street Improvements: Phase 1	250-320K		150-220K	Leverage
Westcott Lot Mixed-use Development	6.85-8.25M			1:3 to1:35	Market Street Improvements: Phase 2	1.5-3M	1.5-3M		•
Mohawk Valley Food & Beverage	14-15M	1.75M			Utilities	1.5 3W	1.3 3141	1M	
Innovation Center	14-131	T./SIVI	165	1.5	Parking Structure Alternatives:	TIVI		TIVI	
Program for Retail and Commercial	650K	650K		1:1 to 1:5	Partial Demolition & New Residential	8-9.75M	3-4M	750K	1 to 1
Tenant Improvement Fund	OSUK	DOUK		1.1 (0 1.5	Retail Renovation	1.5-3M			
New Multifamily Buildings, Typical	6.5-7.5M	500K-1M		1:4 to 1:5	Recladding Green Screen	1.4-1.7M			
new Mathing Bullungs, Typical	0.5-7.5101	200K-TIAI		1.4 (0 1.5	Recladding with Brick	1.9-2.5M			
					Transit Hub	2-3M	1-1.5M		
					Complete Demolition and New	25-31M			
					Mixed-use				
Totals: Buildings		DRI: 7-9M			Totals: Infrastructure		DRI: 3-6M		
Public Space/ Culture	Estimated Total Cost	DRI Funded Portion	Other Public Aid	Indirect Leverage	Town Center Administration	Estimated Total Cost	DRI Funded Portion	Other Public Aid	Indirect Leverage
Muller Plaza Passage	75K-100K	75K-100K		Yes	Downtown Business Support, 5yrs	400K	400K		Yes
Public Walkway from Water Street					Design Standards	100K	100K		?
to Market Street	300K-450K	300K-450K		Yes	Branding	100K - 150K	100K - 150K		Yes
Arts & Culture Support	120K	120K		Yes					
Public Space	300K	300K		Yes					
Signage	330K	330K		Yes					
Totals: Public Space		DRI: 1.3M			Totals: Administration		DRI: 650K		

Note: Professionally certified cost estimators and structural engineers are currently reviewing specific project components. The construction costs are order of magnitude numbers only and are subject to refinement.





