



Oneonta Regional Food & Beverage Innovation District

PHASE I SUMMARY AND CONCLUSION

Otsego Now

May 19, 2016



KarenKarp&Partners

*good food
is good business*

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Project Background and Overview

Developing a Food Hub Concept for Oneonta

- Otsego Now: RFP for "Food Hub Feasibility Study and Market Street Economic Development Plan," issued October 2015
- The Project Team:
 - **Elan Planning & Design** – Community Planning & Urban Design
 - **Karen Karp & Partners** – Food & Agriculture Sector Experts
 - **Delaware Engineering** – Infrastructure
 - **Hugh A. Boyd, Architect** – Site Planning & Design
- Phase 1:
 - Defining the concept
- Phase 2:
 - Project advancement: programming, design & engineering



Project Background and Overview

Food Hub, according to the USDA:

A centrally located facility with a business management structure facilitating the aggregation, storage, processing, distribution, and/or marketing of locally and regionally produced food products.

Beyond Food Hubs: A Food & Beverage Innovation District

"A food innovation district is a geographic concentration of food-oriented businesses, services, and community activities that local governments support through planning and economic development initiatives in order to promote a positive business environment, spur regional food system development, and increase access to local food."

-Food Innovation Districts: An Economic Gardening Tool.
Northwest Michigan Council of Governments. March 2013.

Our Process

Stakeholder engagement & research

- Direct engagement with over 40 people
- 4 convenings
- Several site visits
- Individual interviews

“These open meetings are very beneficial. Please consider having more and keeping the discussion going. It was a fantastic group with a lot of wit, knowledge and experience, helpful to each other as well as to your team”



KK&P

ELAN
Planning / Design / Landscape Architecture PLLC

The Oneonta Regional Food & Beverage Education Hub



KK&P

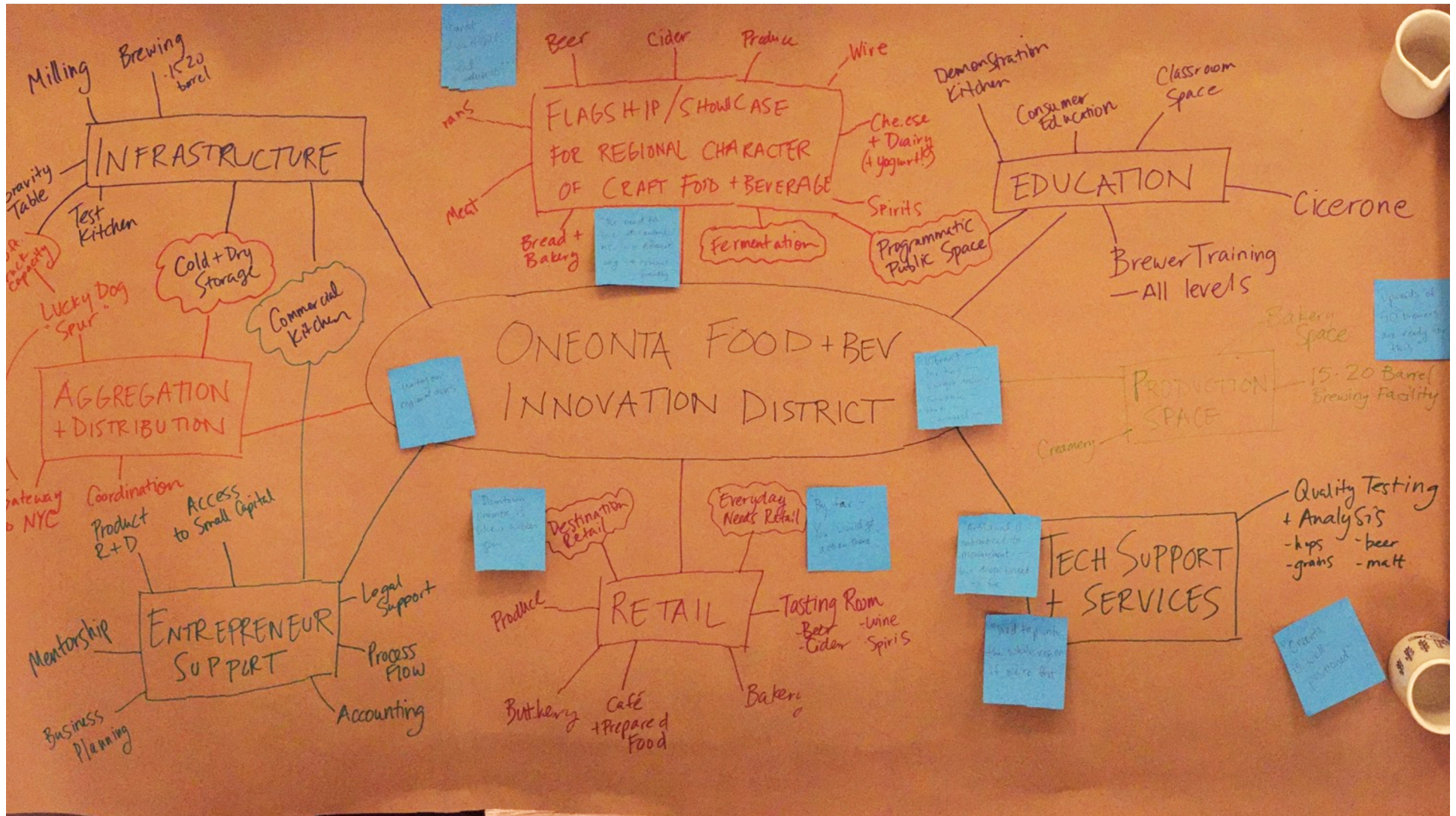
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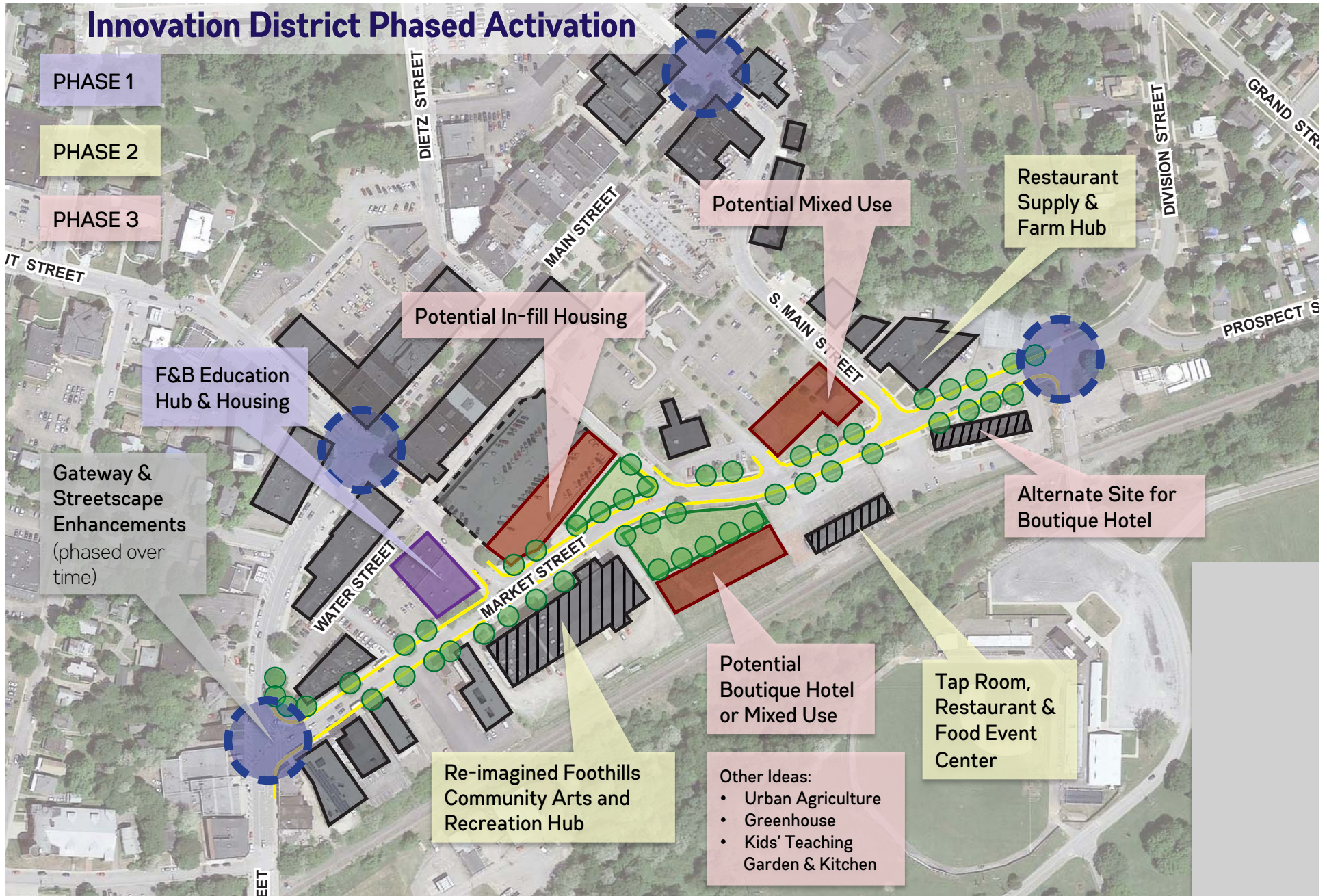
Programming ideas:

- Hartwick Center for Craft Food & Beverage & IFBM: testing and training
- SUNY Oneonta: continuing education, professional certificates, internships
- Demonstration Craft Beverage Facility
 - Ommegang off-site R&D and training
 - Butternuts contract brewing
- Community kitchen
 - Sodexo global chef events, education and training (SUNY Auxiliary Services)
 - Fox Hospital medical professionals training
 - Community cooking and nutrition classes
 - Food entrepreneur R&D and small batch production
- Retail pilot / event marketplaces: coffee, bakery, tap room
- Market rate housing

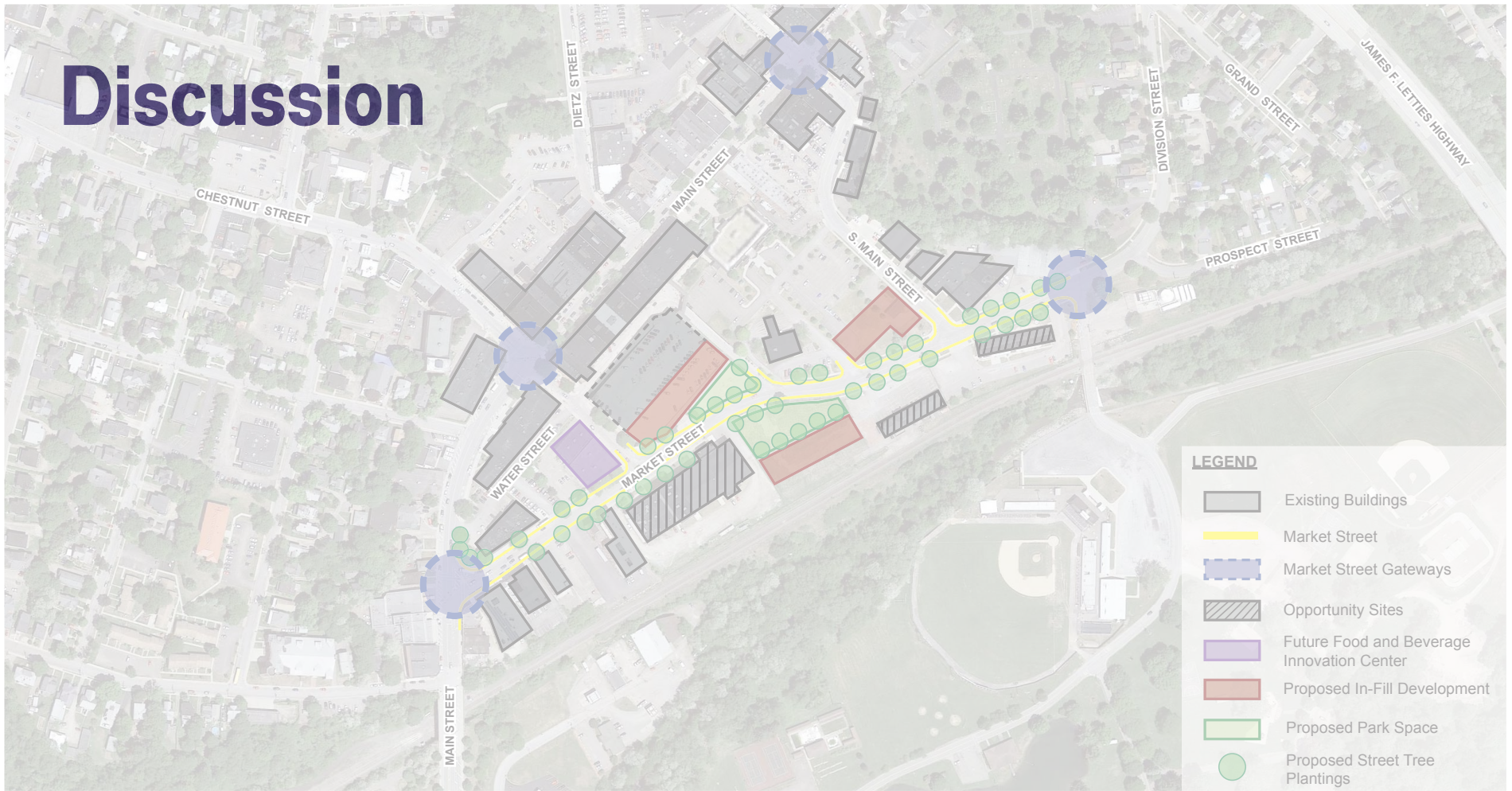
Innovation District Activities



Innovation District Phased Activation



Discussion



LEGEND

- Existing Buildings
- Market Street
- Market Street Gateways
- Opportunity Sites
- Future Food and Beverage Innovation Center
- Proposed In-Fill Development
- Proposed Park Space
- Proposed Street Tree Plantings



SCALE: NTS

Oneonta Food and Beverage Innovation Project Market Street Redevelopment Concept

Date: May 2016



Hugh A. Boyd
 Architect

DELAWARE ENGINEERING, D.P.C.
INCORPORATED IN DELAWARE



Next Steps: Phase 2

Education Hub Project Advancement: Programming, Design & Engineering

- Detailed site analysis
- Preliminary architectural concepts
- Planning & engineering assessment
- Economic impact and job creation forecast
- Order of magnitude cost assessment
- Utilize portion of 2015 CFA for real estate and market analysis

Potential CFA Grant Request

Breaking Ground on the Innovation District

- Education Hub
 - Program refinement
 - Tenant mix
 - Preliminary capital needs
 - Operations pro forma
 - Construction ask
- Innovation District
 - Market Street Master Plan
- Developer discussions