



# Oneonta Downtown Revitalization Initiative

Preliminary Draft Action Plans

December 20, 2016

# Public Meeting Summary

## Breakout Session Priority Lists

Connectivity, improve pedestrian access	11 times
Renovate upper stories	8 times
Improved signage	6 times
Increase Recreational Activities	5 times
Westcott lot development	4 times
Food hub	4 times
Sustainable design	3 times
New Grocery store	3 times
Parking structure renovation/ transit hub	3 times
Farmers market venue	2 times
Public art	2 times
Support Performing arts venues	2 times
Job creation, incubator	2 times

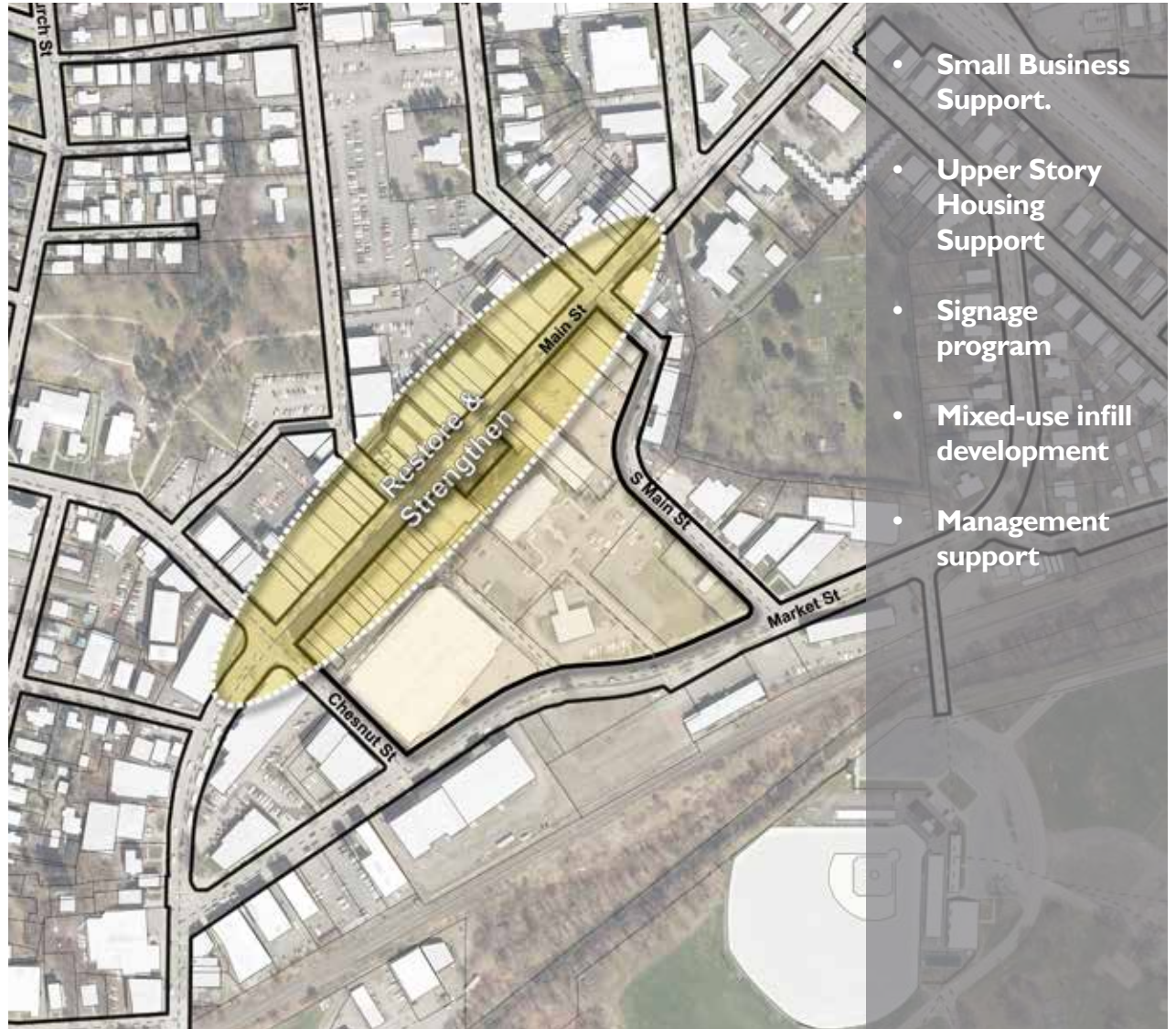


Note: Construction and public funding budgets are preliminary and subject to adjustment

# Principles



## A. Strengthen



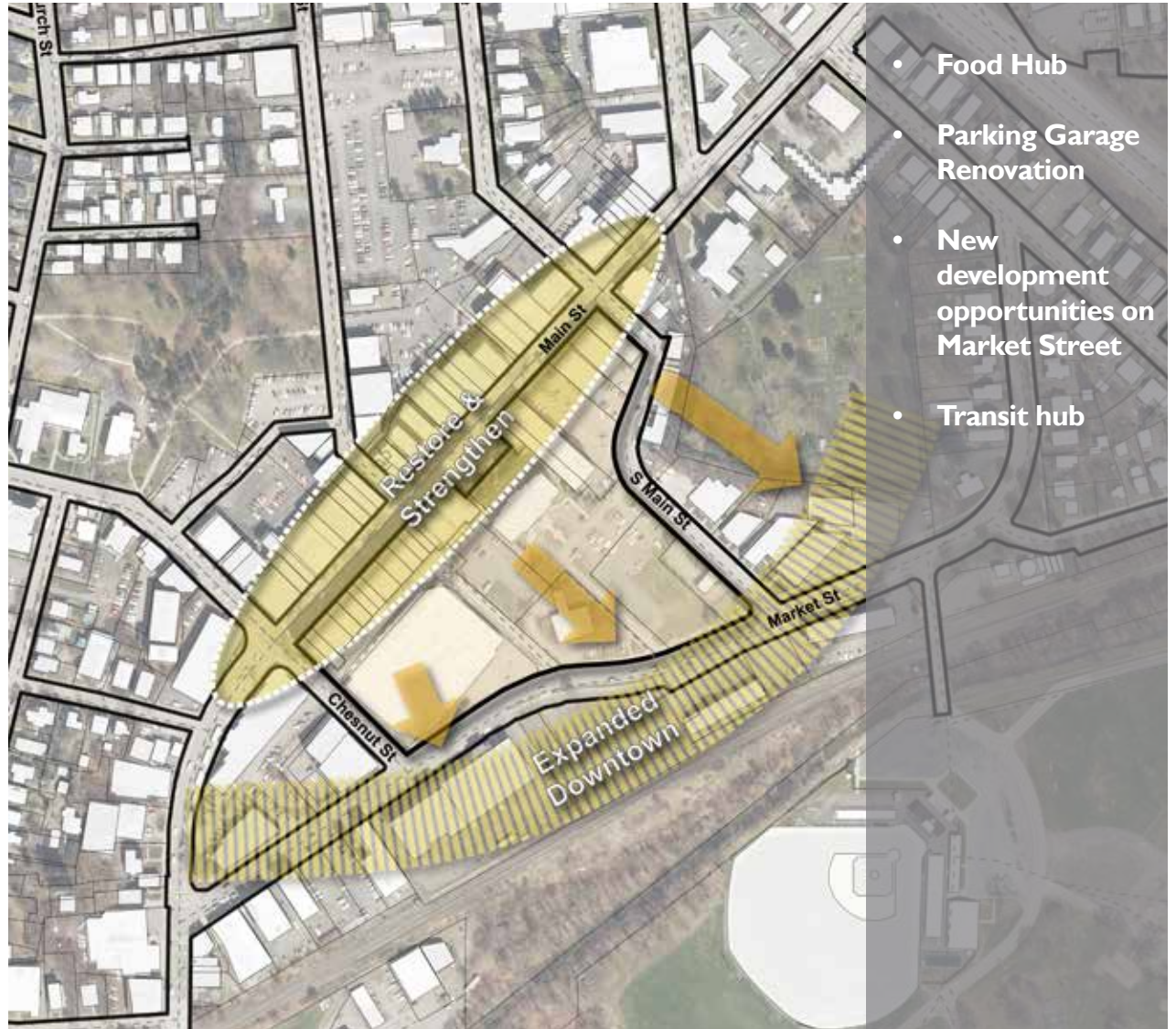
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# Principles



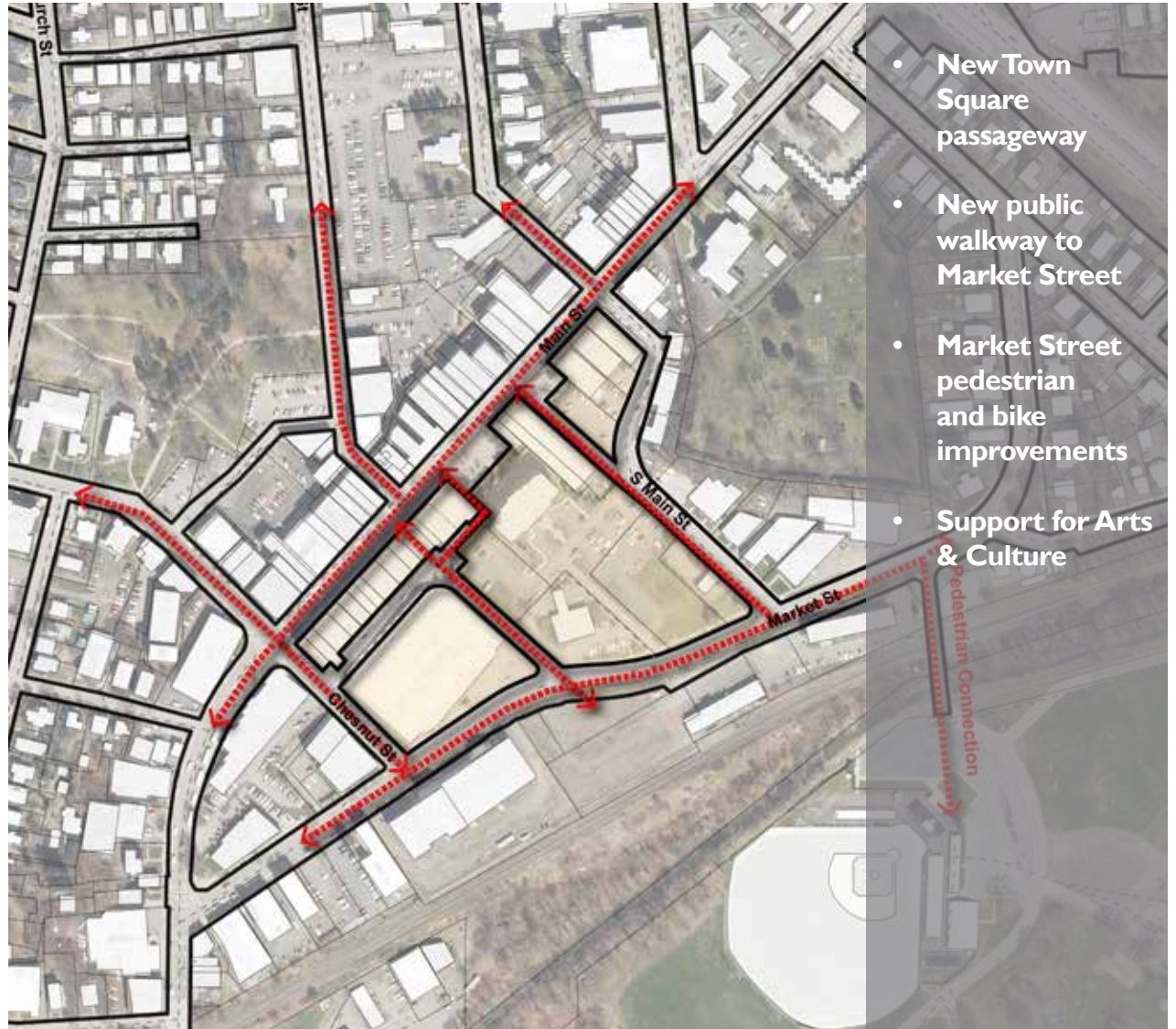
A. Strengthen

B. Expand



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# Principles



- New Town Square passageway
- New public walkway to Market Street
- Market Street pedestrian and bike improvements
- Support for Arts & Culture

A. Strengthen

B. Expand

C. Connect

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

# Preliminary Draft: Action Plan

## A. STRENGTHEN: Underutilized Upper Floors

### 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 1: Revolving Loan Fund
- 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

### DRI Strategy

Strengthen Main Street Housing

### Project Details

Housing Structures	5-10
Revolving loan fund	500-600K
Matching Grants	1M

### Est. Budget Range

Revolving loan	500K
Loan sizes	10-20K
Matching Grants	250K-1M
Grant sizes	40K-300K

Total Cost	1.5M
Public Funds	1.5M
Project Partners	NY Main Street Program
Est Financial Leverage	1:2-1:5

**Time Frame** 1-5 Years

### Responsible Party

?

### Local Actions

Coordinate with owners  
 Establish Loan Fund  
 Application to CFA for DRI Funds

### Ongoing Needs

Maintenance by owner  
 Loan monitoring by loan officer



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# Preliminary Draft: Action Plan

## A. STRENGTHEN: Loan program for retail tenant improvements

### 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 1: 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

### DRI Strategy

Strengthen Main Street Retail

### Project Details

Retail Establishments	15-25
Revolving loan fund	
Matching Grants	

### Est. Budget Range

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

Total Cost	650K
Public Funds	650K
Project Partners	NY Main Street Program
Est Financial Leverage	1:2-1:5

### Time Frame

1-3 Years

### Responsible Party

?

### Local Actions

Coordinate with owners  
 Establish Loan Fund  
 Application to CFA for DRI Funds

### Ongoing Needs

Maintenance	by owner
Loan monitoring	by loan officer



Dahlonega - Georgia, Source: Wikimedia Commons

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

# Preliminary Draft: Action Plan

## A. STRENGTHEN: Signage

### 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 1: 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

### DRI Strategy

Strengthen Main Street Retail

### Project Details

Retail Establishments	25-30
Signage for storefronts	25-30
District Signs	5-10
Parking Signs	10-15
Regional Signs	5-10

### Est. Budget Range

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	200-350K
Project Partners	?
Est Financial Leverage	

<b>Time Frame</b>	1-3 Years
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<b>Responsible Party</b>	?
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### Local Actions

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

### Ongoing Needs

Maintenance	by City
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# Preliminary Draft: Action Plan

## A. STRENGTHEN: Management Support

### Project Description

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

- Option 1: City management support.
- Option 2: BID
- Option 3: Consultant manager
- Option 4: Noise management-  
**Responsible Hospitality Institute**

### Project Benefits

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

### DRI Strategy

Strengthen Downtown Businesses

### Project Details

Administrative support 2-5years

### Est. Budget Range

City Staff	400K
or	
Consultant	400K

Total Cost	400K
Public Funds	400K
Project Partners	
Est Financial Leverage	?

**Time Frame** 1-5 Years

### Responsible Party

?

### Local Actions

Application to CFA for DRI Funds

### Ongoing Needs

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# Preliminary Draft: Action Plan

## A. STRENGTHEN: Westcott Parking Lot Development

### 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.

- 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.

### 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

### DRI Strategy

Increase Housing Downtown

### Project Details

Residential	24-27 units 27,000sf
Retail	4,000sf
Parking	1 level
Boardwalk & plaza	9,000sf

### Est. Budget Range

Building, est	4.7-5.5M
Public Plaza & walkway	1.25-1.75M
\$90/ sf with structure	
Pavers & lpe	
Softcosts	900K
<b>Total</b>	<b>6.85-8.25M</b>
Public Funds	2-2.75M
Project Partners	?
Est Financial Leverage	1:3-1:3.4

### Time Frame

2-4 Years

### Responsible Party

?

### Local Actions

Transfer property holding to City  
Retain Developer  
Application to CFA  
Regulatory approvals

### Ongoing Needs

Maintenance By developer

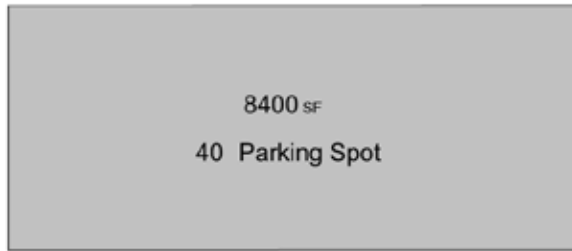


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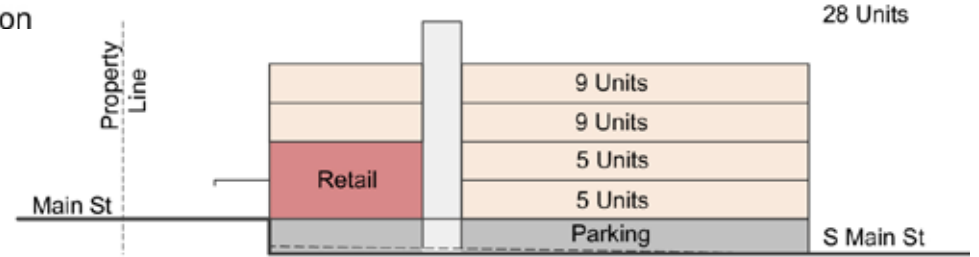
# Preliminary Draft: Action Plan

## A. STRENGTHEN: Westcott Parking Lot Development

Parking



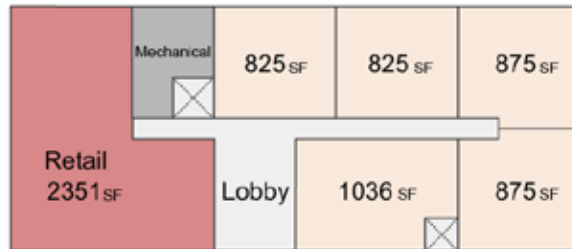
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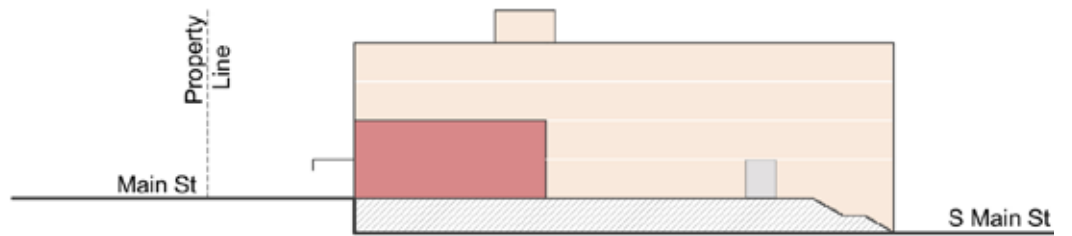
Typical Floor Plan



Ground Floor Plan



Elevation



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

# Preliminary Draft: Action Plan

## B. EXPAND: New Mixed-use or Multifamily Building at Market Street

### 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 lot owner developed
- 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

### DRI Strategy

Increase Housing Downtown

### Project Details

Residential	24-27 units
	27,000sf
Retail	4,000sf
Parking	Surface in rear yard

### Est. Budget Range

Building	4.5- 5.5M
Site work	750K
Acquisition	250K
Soft costs	900K

Total Cost	6.5-7.5
Public Funds	1-1.5M
Project Partners	?
Est Financial Leverage	1:4-1:5

<b>Time Frame</b>	2-4 Years
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### Responsible Party

?

### Local Actions

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

### Ongoing Needs

Maintenance	By developer
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# Preliminary Draft: Action Plan

## B. EXPAND: Food & Beverage Hub

### Project Description

Food and Beverage Innovation Facility at Ford building site. New residential units located on upper stories.

- Education for food related industry
- Support for local agriculture
- Workspace for start-up food related / agriculture businesses
- Craft beverage testing

### Project Benefits

- Job training
- Support for local agriculture
- Strengthens cultural identity
- Changes character of Market Street

### DRI Strategy

Increase Jobs & Housing Downtown

### Project Details

Residential	40 units
Food Hub	Multi-use Space
Parking	Across Street

### Est. Budget Range

Building	?
Remediation	430K
Acquisition	150K
Softcosts	?

Total Cost	15M
DRI Public Funds	2.5M
Additional Public Funds	?
Project Partners	?
Est Financial Leverage	?

### Time Frame

2-4 Years

### Responsible Party

?

### Local Actions

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

### Ongoing Needs

Maintenance	By developer
Management Food Hub	By Local Entity

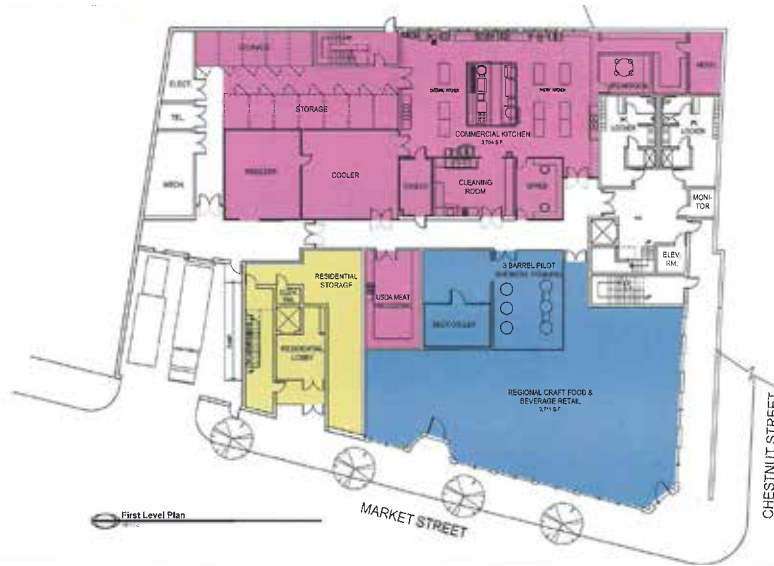


Note: Construction and public funding budgets are preliminary and subject to adjustment

# Preliminary Draft: Action Plan

## B. EXPAND: Food & Beverage Hub

Floor 1



Floor 2



Floor 3-5



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

# Preliminary Draft: Action Plan

## B. EXPAND: Parking Structure: Green Screen

### 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

### DRI Strategy

Improve Public Space

### Project Details

Long-term Parking Repairs

Replace Exterior with Green Screen:

Metal mesh, plantings  
 Parking 480sp

### Est. Budget Range

Existing Screen Removal	100K
Green Screen	400-550K
Stair tower	100-200K
Long-term repairs	750K
Soft costs	200K
Total est	1.4-1.7M
Public Funds	1.4-1.7M
Project Partners	?

**Time Frame** 2-4 Years

### Responsible Party

?

### Local Actions

Application to CFA for DRI  
 Regulatory approvals

### Ongoing Needs

Maintenance Limited, by City



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# Preliminary Draft: Action Plan

## B. EXPAND: Garage Re-cladding with Brick

### 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 facility
- Increases consumer spending on Main Street
- Supports jobs on Main Street
- Provides material palette consistent with historic Main Street

### DRI Strategy

Improve Public Space

### Project Details

Long-term Parking Repairs  
 Replace Exterior with Brick veneer cladding  
 Brick piers and spandrels  
 Parking 480sp

### Est. Budget Range

Existing Screen Removal	100K
Brick Cladding	800k-1.2M
Stair tower	200K
Long-term repairs	750K
Soft costs	200K
Total est	1.9-2.5M
Public Funds	1.9-2.5M
Project Partners	?

### Time Frame

2-4 Years

### Responsible Party

?

### Local Actions

Application to CFA for DRI  
 Regulatory approvals

### Ongoing Needs

Maintenance Limited, by City



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# Preliminary Draft: Action Plan

## B. EXPAND: Parking structure: partial demolition & new residential

### 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

### DRI Strategy

Increase Housing Downtown

### Project Details

Residential	22-24 units
	25,000sf
Retail	3-6,000sf
Long-term Garage Repairs	

### Est. Budget Range

New Building	5-6M
Garage Demolition	1-1.25M
Single Loaded corr premium	250K-750K
Long-term repairs	750K
soft costs garage & building	1M

Total	8-9.75M
Public Funds	3-4M
Project Partners	4-5M
Est Financial Leverage	1 to 1

### Time Frame

2-5 Years

### Responsible Party

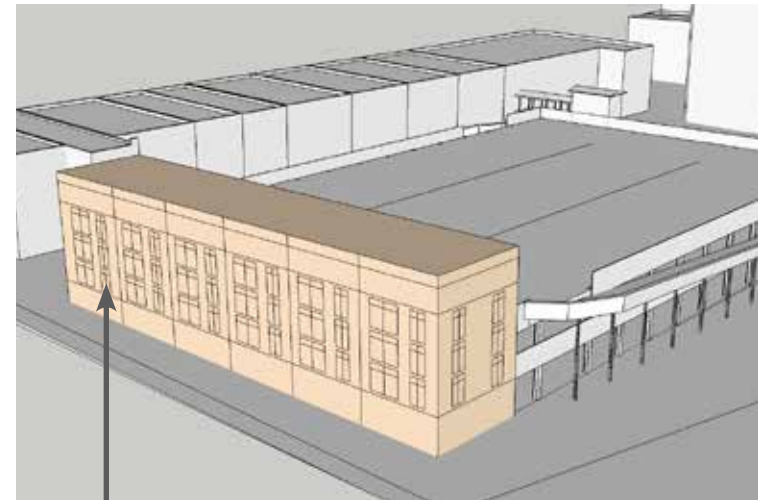
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### Local Actions

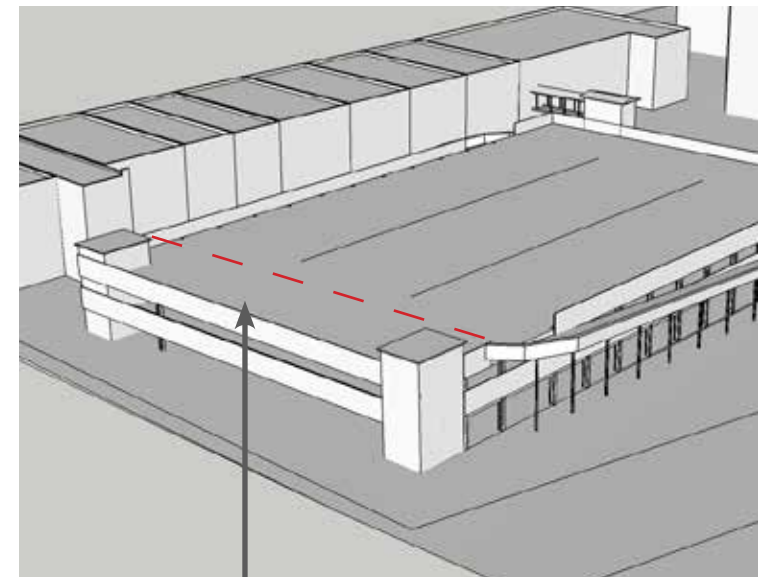
- Retain Developer
- Application to CFA for DRI funds
- Regulatory approvals

### Ongoing Needs

Maintenance By developer



New Multifamily or Mixed-use



Demolish End Bay

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

# Preliminary Draft: Action Plan

## B. EXPAND: Parking Structure Retail Renovation

### 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.

### Project Benefits

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

### DRI Strategy

Increase Downtown Retail

### Project Details

Retail 4,000-8,000sf  
 Long-term Garage Repairs

### Est. Budget Range

Demolition	200K-500K
New Structure	600K-1M
Long-term Garage repairs	750K
soft costs	300K
<b>Total</b>	<b>1.8M-2.5M</b>
Public Funds	1.8M-2.5M
Project partners	?

### Time Frame

2-5 Years

### Responsible Party

?

### Local Actions

Retain Developer  
 Application to CFA  
 Regulatory approvals

### Ongoing Needs

Maintenance By developer



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# Preliminary Draft: Action Plan

## B. EXPAND: Parking structure: Complete demolition & new mixed-use

### 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

### Disadvantage

- Potential temporary job loss on Main Street from temporary loss of parking

### DRI Strategy

Increase Housing Downtown

### Project Details

Residential	45-55 units 55,000sf
Retail	12-18,000sf
Parking	240 public 140 private
Transit hub	20000sf

### Est. Budget Range

Site Demo	1M
Mixed use Building	11.2-13M
Transit Hub	2-3M
Parking Structure	8-10M
Soft costs	2.5-3.5M

Total Cost	24.5-31M
Public Funds	16-19M
Project Partners	?
Est Financial Leverage	1 to 1.5

### Time Frame

5-10 Years

### Responsible Party

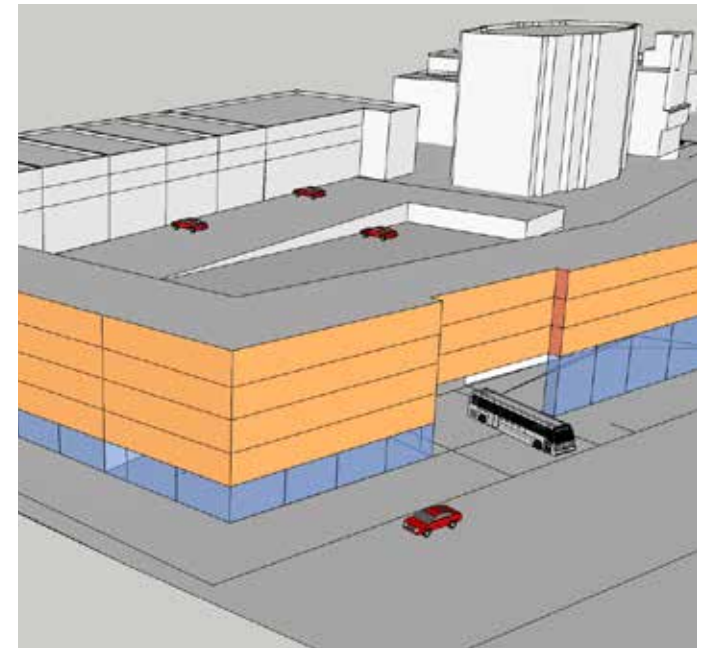
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### Local Actions

- Secure additional public funds
- Retain Developer
- Application to CFA for DRI Funds
- Regulatory approvals

### Ongoing Needs

Maintenance	By developer
Maintenance transit hub	DOT



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

# Preliminary Draft: Action Plan

## B. EXPAND: Parking structure: Complete demolition & new mixed-use



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

# Preliminary Draft: Action Plan

## C. CONNECT: Town Square Passage

### Project Description

Re-opening of passage at Town Square to allow pedestrian access from Town Square to multiple Downtown destinations.

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

### Project Benefits

- Addresses lack of active use of Town Square
- 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

### DRI Strategy

Establish a Cohesive Downtown

### Project Details

Public Space	2000sf
Fencing and landscape	

### Est. Budget Range

Fencing & Lighting	85K
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Public Funds	85K
Project Partners	?

<b>Time Frame</b>	1-2 Years
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<b>Responsible Party</b>	?
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### Local Actions

Coordinate with Clarion Hotel

Application to CFA for DRI Funds  
Regulatory approvals

### Ongoing Needs

Maintenance	Limited, by City
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Town Square Passage is Closed Off



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# Preliminary Draft: Action Plan

## C. CONNECT: Public Walkway Town Square to Market Street

### 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 Town Square
- 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

### DRI Strategy

Establish a Cohesive Downtown

### Project Details

Public Space	4000sf
Boardwalk	
Lighting	
Signage	

### Est. Budget Range

Boardwalk	
Ipe or Trex	300K-400K
Lighting	50K-75K

Total	350K-500K
Public Funds	350K-500K
Project Partners	?

Time Frame	1-2 Years
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Responsible Party	?
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### Local Actions

Application to CFA for DRI Funds  
Regulatory approvals

### Ongoing Needs

Maintenance	Limited, by City
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# Preliminary Draft: Action Plan

## C.CONNECT: Low Cost Street and Sidewalk Retrofit

### Project Description

Phase 1 low-cost pedestrian improvements along Market Street.

- Reduce lane widths using painted materials and aggregate
- Add bulb outs at street corners to reduce pedestrian crossing distances
- Increase number of crosswalks
- Establish high visibility crosswalks
- Provide potted plants if maintenance plan is established

### Project Benefits

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

### DRI Strategy

Improve Pedestrian capacity of Market Street

### Project Details

Painted Intersections 6-7 crossing areas

### Est. Budget Range

New Bulb-outs painted	60-120K
Crosswalks	60-100K

Soft costs	50-100K
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Total Cost	250-320K
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Public Funds	250-320K
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Project Partners	?
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Est Financial Leverage	
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Time Frame	1-2 Years
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### Responsible Party

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### Local Actions

Coordination with Transportation Dept.

Retain consultant

Application to CFA for DRI Funds

Regulatory approvals

### Ongoing Needs

Maintenance	By city
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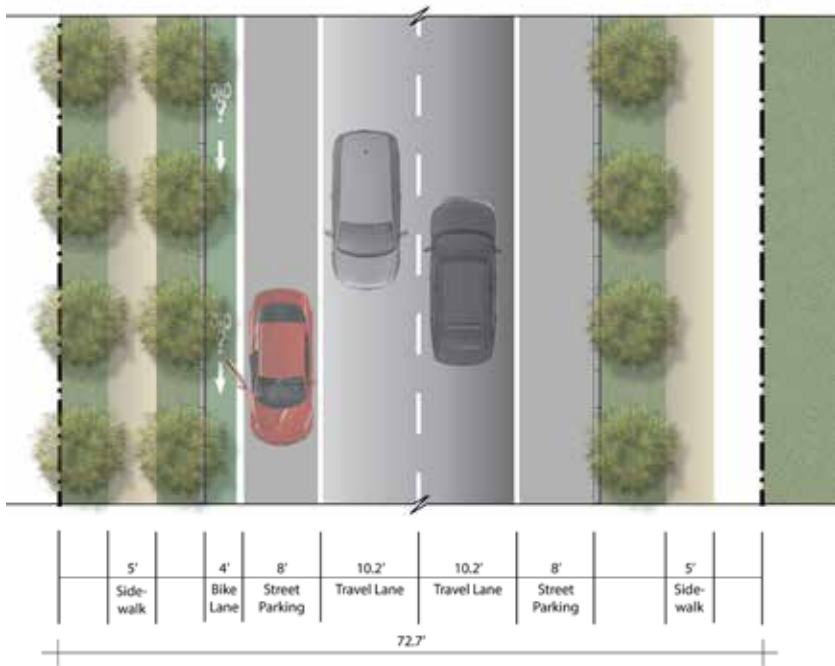


12th Avenue West at 135th, NY

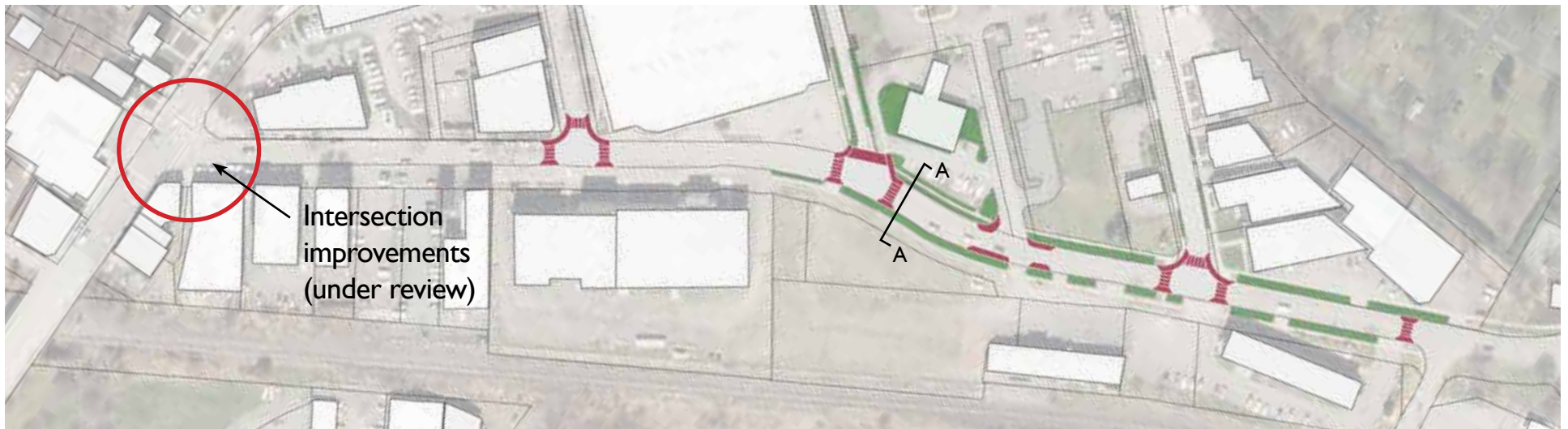
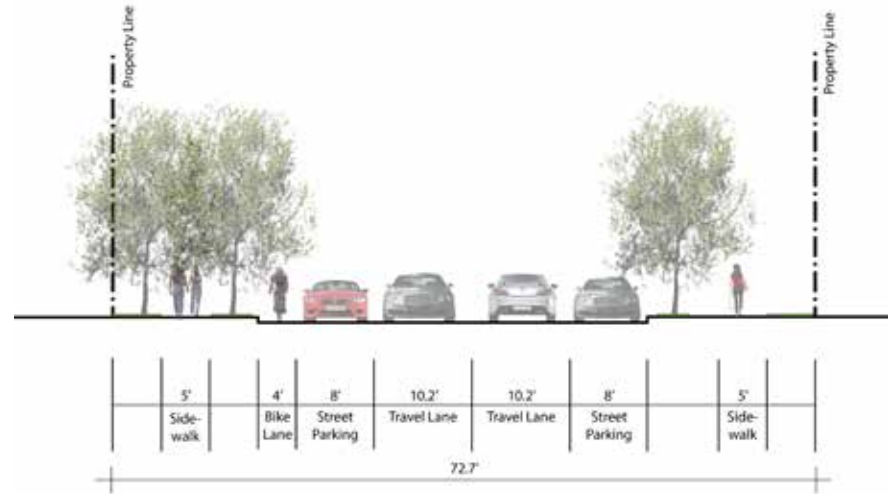
Note: Construction and public funding budgets are preliminary and subject to adjustment

# Preliminary Draft: Action Plan

## C. CONNECT: Market Street Complete Street, Phase I



Section A-A



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



# Preliminary Draft: Action Plan

## C. CONNECT: Street Retrofit: Sustainable Stormwater



- Bio Filters & Rain Gardens capture contaminated stormwater
- Filter contaminants from water
- Recharge aquifer with clean water
- Deflect pollutants from Susquehanna River



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# Preliminary Draft: Action Plan

## C. CONNECT: Art & Culture Support

### Project Description

Support for local arts

- Provide art commissions
- Provide art space
- Connect artists with local businesses

### Project Benefits

- Maintains authenticity
- Attracts tourism
- Provides jobs

### DRI Strategy

Strengthen Downtown Businesses

### Project Description

Support for arts programs  
art commissions

### Project Details

### Est. Budget Range

Multiple programs	150K
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Total Cost	150K
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Public Funds	150K
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Project Partners

Est Financial Leverage	?
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<b>Time Frame</b>	1-5 Years
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<b>Responsible Party</b>	?
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### Local Actions

Application to CFA for DRI Funds

### Ongoing Needs



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

# Preliminary Draft: Action Plan

## C. CONNECT: Foothills Theater Renovation

### Project Description

Provide broader service offerings for Foothills Theater.

- Option 1: Inclusion of YMCA
- Option 2: Inclusion of College Activities
- Option 3: Enhance technical capacity
- Option 4: Conference center

### Project Benefits

- Accommodates tourism
- Accommodates regional cultural needs
- Venue for public events

### NEEDS:

- 1- An appropriate shell for acoustics
- 2- Full set of percussion equipment for symphonies/ piano
- 3- Recording booth
- 4- Curtains need to be able to open all the way
- 5- Additional or full fly space for main stage productions (requires raising the roof over the stage or lowering the height of the proscenium opening)
- 6- Dedicated space for full dressing rooms, make-up rooms & locations for costume storage during productions
- 7- Orchestra pit or dedicated area for musicians and orchestra chairs
- 8- Better lighting & in-house sound system



Front Entry - Welcome Center

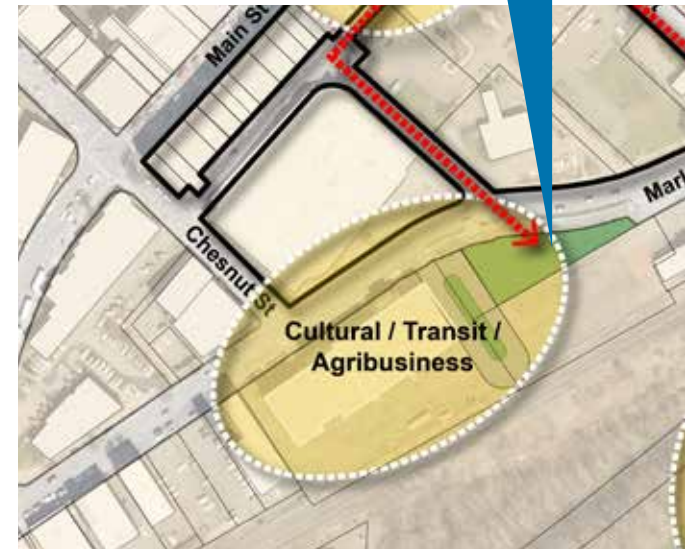


Theater

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

# Preliminary Draft: Action Plan

## C. CONNECT: Public Space Improvements



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

# Preliminary Draft: Action Plan Project Summary List

## Project Summary List

<b>Buildings</b>	<b>Estimated Cost</b>	<b>DRI</b>	<b>Other Public Aid</b>	<b>Financial Leverage</b>	<b>Infrastructure</b>	<b>Estimated Cost</b>	<b>DRI</b>	<b>Other Public Aid</b>	<b>Financial Leverage</b>
Historic Building Restoration Assistance	?	750K - 1.5M		1:1 to 1:5	Market Street Complete Street, Phase 1		250-320K		
Westcott Lot mixed-use	6.85-8.25M	2-2.5M		1:3-1:35	Utilities		1M		
Food Hub	15M	2.5M	Yes	?	Parking Structure Alternatives:				
Retail Loan Fund	650K	650K		1:1 to 1:5	Mixed-use Partial Demo	8-9.75M	3-4M	750K	1 to 1
Market Street New Multifamily	6.5-7.5M	.5-1.5M		1:4 to 1:5	Retail only Renovation	1.5-3M	1.5-3M	750K	?
Foothills Theater	150K	150K		0	Green Screen Renovation	1.4-1.7M	1.4-1.7M	750K	?
					Brick Recladding	1.9-2.5M	1.9-2.5M	750K	?
					Transit Hub	2M	1M	1M	?
					Total Redevelopment	25-31M	3M	13-16M	1 to 1:5
<b>Totals</b>		<b>8M</b>			<b>Totals</b>		<b>3-6M</b>		
<b>Public Space/ Culture</b>	<b>Estimated Cost</b>	<b>DRI</b>	<b>Other Public Aid</b>	<b>Indirect Leverage</b>	<b>Town Center Administration</b>	<b>Estimated Cost</b>	<b>DRI</b>	<b>Other Public Aid</b>	<b>Indirect Leverage</b>
Town Square Passage	75K-100K	75K-100K		yes	Staffing: Town Center Manager, 5yrs	400K	400K		yes
Boardwalk at Parking Garage	200K-450K	200K-450K		yes	Design Standards	100K	100K		?
Arts & Culture Support	120K	120K		yes	Branding	100K - 150K	100K - 150K		yes
Public Space	300K	300K		yes					
Wayfinding	330K	330K		yes					
<b>Totals</b>		<b>1.3M</b>			<b>Totals</b>		<b>650K</b>		

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.