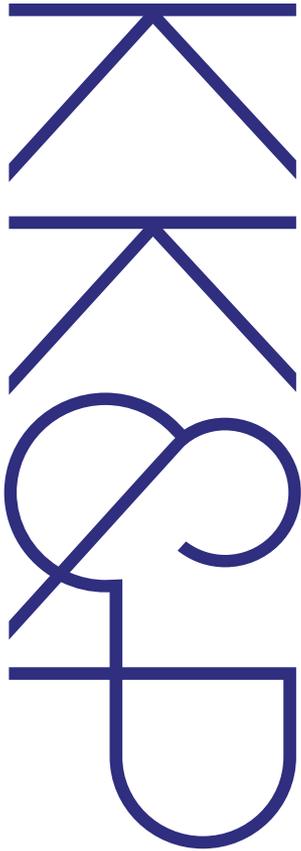


Susquehanna Region Craft Food & Beverage Education Center

PHASE II SUMMARY AND CONCLUSION

Otsego Now

November 10, 2016



KarenKarp&Partners

*good food
is good business*

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Agenda

Developing a Regional Food Hub Concept for Oneonta

- Review of Phase 1 process and outcomes
- CFA process and projects
- Phase 2 scope and process
- Overview of program design
 - Program components
 - Floor plans
- Discussion and feedback
- Next steps

Project Background and Overview

Developing a Regional 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: February – May, 2016
 - Defining the concept
- Phase 2: June – November, 2016
 - Project advancement: program development & design

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”



Research Themes

Assets

- Anchor institutions: Hartwick, SUNY Oneonta, SUNY Delhi, Fox Hospital
- Significant summer tourist population
- Emerging craft beverage sector
- Fertile agricultural land
- Open and engaged stakeholders, on board with local food movement
- Oneonta Farmers' Market

Gaps

- The potential of Market Street is underleveraged
- Housing desperately needed
- Processing capacity (e.g. milling)
- Producers need access to capital and marketing assistance
- Need for multi-tiered entrepreneur support
- Insufficient educational offerings for craft food/beverage entrepreneurs
- Lack of access to retail/wholesale needs for food/beverage sector

Themes from our Research

Key Opportunities

- Market for local/regional foods is underutilized – untapped demand
- Downtown is ripe for development – aggregation of residential and food business/retail functions could drive that

“Downtown Oneonta is like a hidden gem.”

- Food and Beverage Gateway to Upstate
- Partnership with Lucky Dog Food Hub
- Commercial kitchen
- Education and testing

“We’d tap into the whole region if we’re first.”

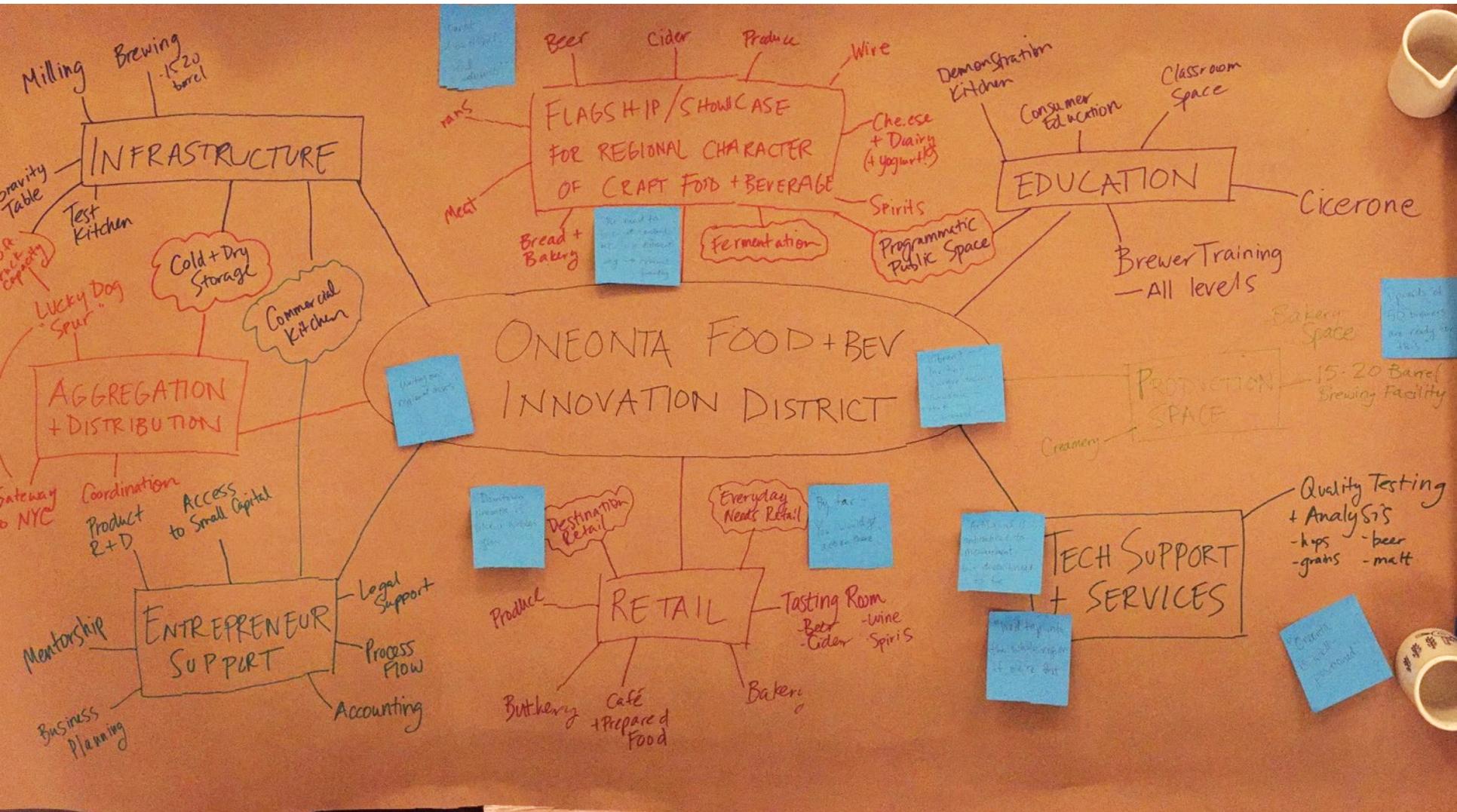
- Increasing agricultural production
- A family destination for tourists and residents
- Modern brewing production facility – 15-20 barrels, contract brewing with retail/tap room

“Upwards of 50 brewers are ready for this.”

Susquehanna Region – Craft Food and Beverage Education Center



Functions for the Craft Food & Beverage Education Center and Market Street District



Market Street District Phased Activation

PHASE 1

PHASE 2

PHASE 3

F&B Education Ctr & Housing

Gateway & Streetscape Enhancements (phased over time)

Potential In-fill Housing

Potential Mixed Use

Restaurant Supply & Farm Hub

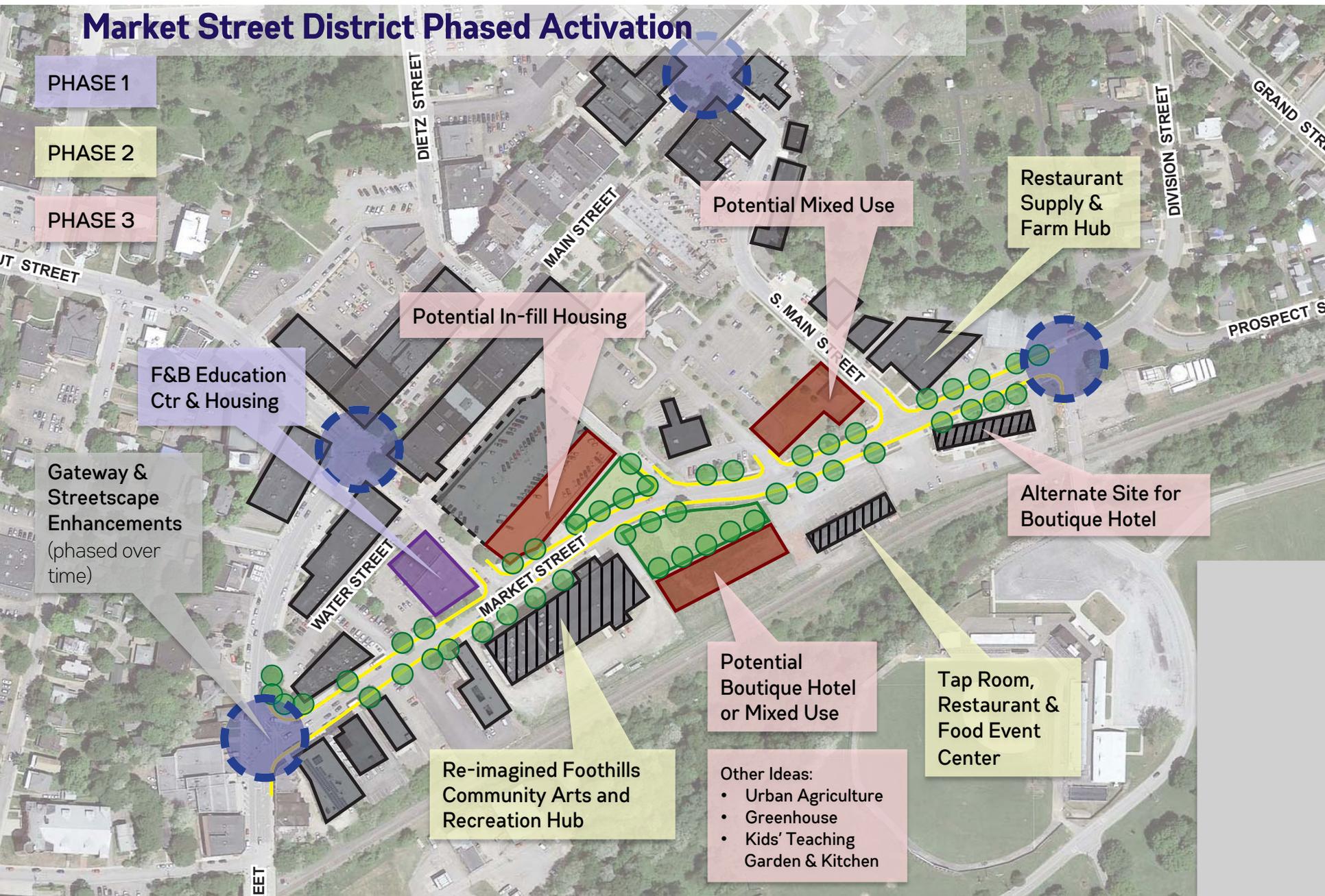
Alternate Site for Boutique Hotel

Potential Boutique Hotel or Mixed Use

Tap Room, Restaurant & Food Event Center

Re-imagined Foothills Community Arts and Recreation Hub

- Other Ideas:
- Urban Agriculture
 - Greenhouse
 - Kids' Teaching Garden & Kitchen



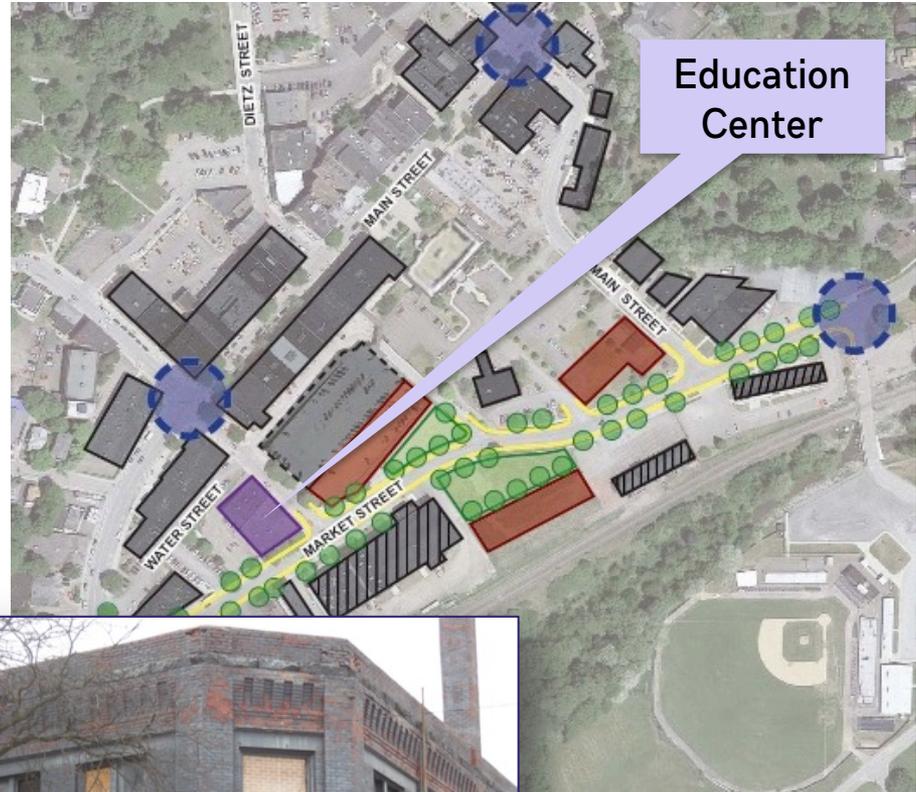
Oneonta CFA Process and Projects

Consolidate Funding Application (CFA) Process

- CFA - designed to streamline and expedite state grant process
- Round 6 (2016) will award more than \$750 million in state funding and tax incentives
- Otsego Now submitted four Market Street-themed grant applications on July 29th 2016 to NYS EDC
 1. Susquehanna Regional Food and Craft Beverage Center
 2. Mohawk Valley Hospitality and Entertainment Complex
 3. Oneonta Transit and Lifestyle Center
 4. Market Street Revitalization

Susquehanna Region – Craft Food and Beverage Education Center

- 27 - 33 Market Street
- \$15.7M Project, \$4.45M ESD request
- 1st Floor – commercial and retail space with focus on food and craft beverage
- 2nd Floor – entrepreneurial training center/offices, event and meeting space
- 3rd – 5th Floors – mixed-income residential



Susquehanna Region – Craft Food and Beverage Education Center



SUSQUEHANNA REGIONAL FOOD AND CRAFT BEVERAGE CENTER CONCEPTUAL RENDERING

DATE: JULY 30, 2016



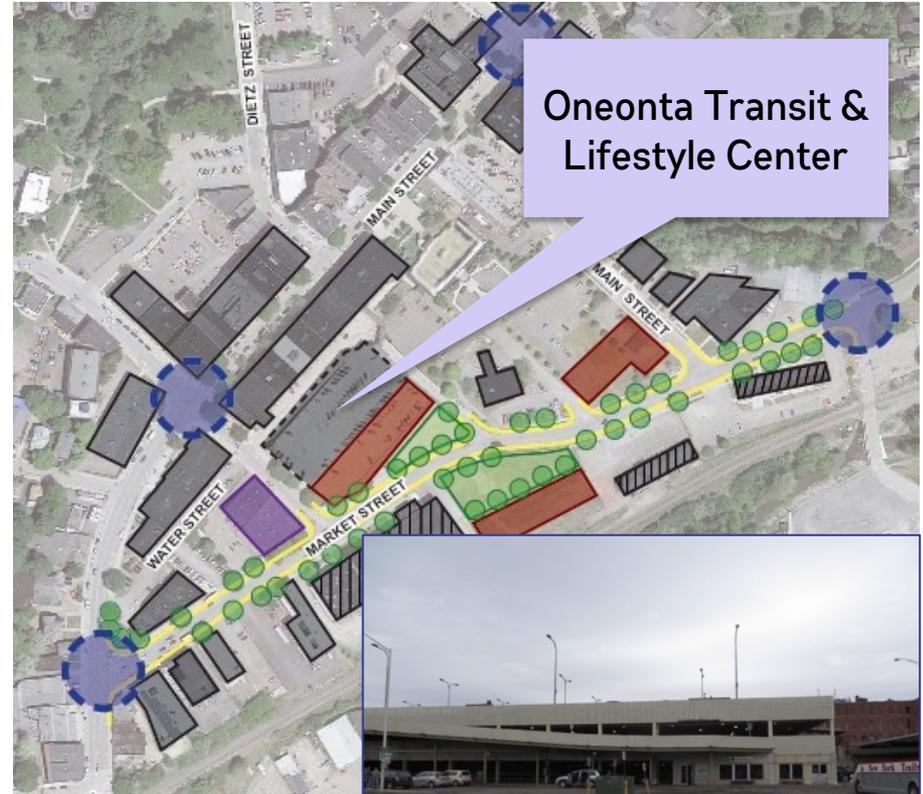
Mohawk Valley Hospitality and Entertainment Complex

- Existing Foothills PAC and adjacent vacant lot
- \$30M project, \$7.9M ESD request
- Upgrade existing Foothills Theater
- YMCA
- 80-room boutique hotel
- Craft brewery restaurant



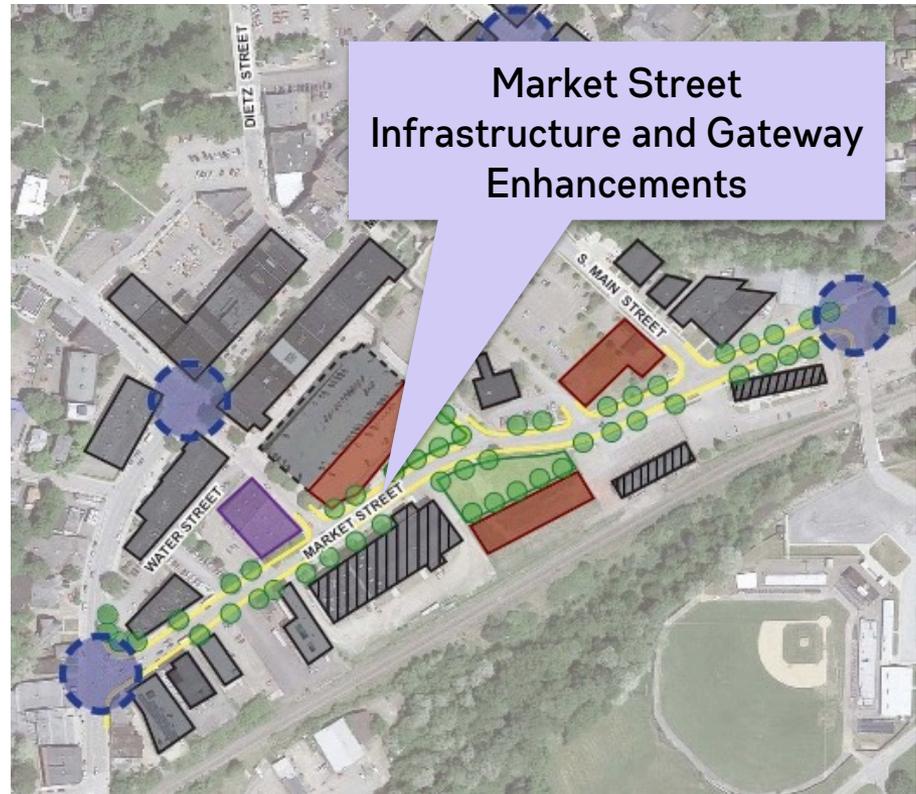
Oneonta Transit and Lifestyle Center

- Market Street Parking Structure
- \$22M project, \$8M ESD request
- Create intermodal transportation hub
- Develop airspace above garage to accommodate two levels of integrated income housing, about 45 units with a range of 1-3 bedrooms



Market Street Revitalization

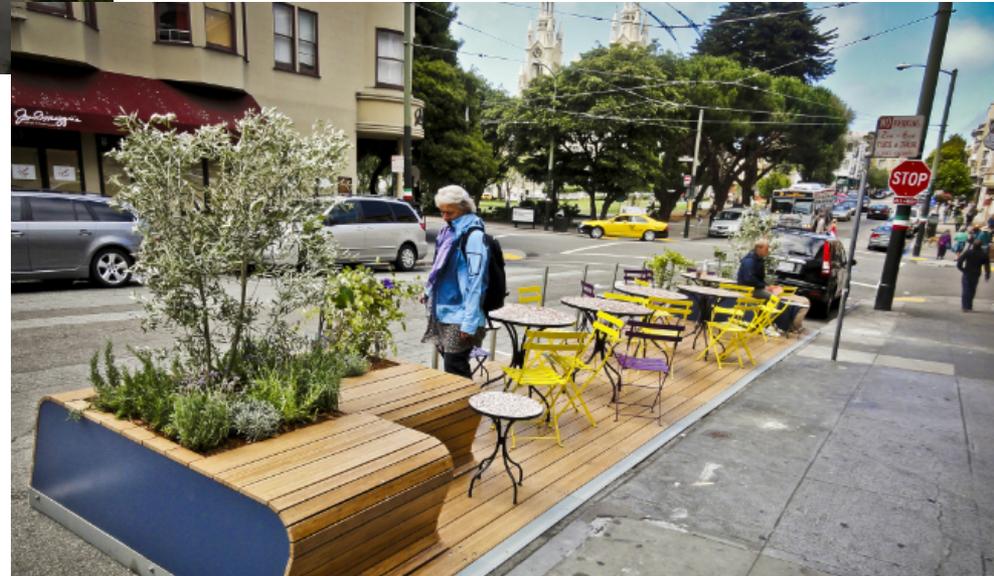
- Pedestrian friendly, arts-themed corridor
 - public art installations
 - café space & music venue
 - innovative stormwater design
 - sidewalks, bike lanes, street trees & safe crossings
 - pedestrian-scale lighting
 - enhanced gateways
- Strong connections to Main Street
- \$2.2M project, \$669K ESD grant request plus \$100K ESD planning



Market Street Revitalization



Market Street Revitalization



Phase 2: Scope & Process

Susquehanna Region - Craft Food and Beverage Education Center Project Advancement: Program Development, Design & Engineering

- Detailed site analysis
- Planning & engineering assessment
- Preliminary architectural concepts
- Order of magnitude cost assessment

Program Design

Floor 1:

- Commercial Kitchen
- Pilot Brewery Training Facility
- Craft Food and Beverage Retail Space
- USDA Meat Processing
- Residential Lobby

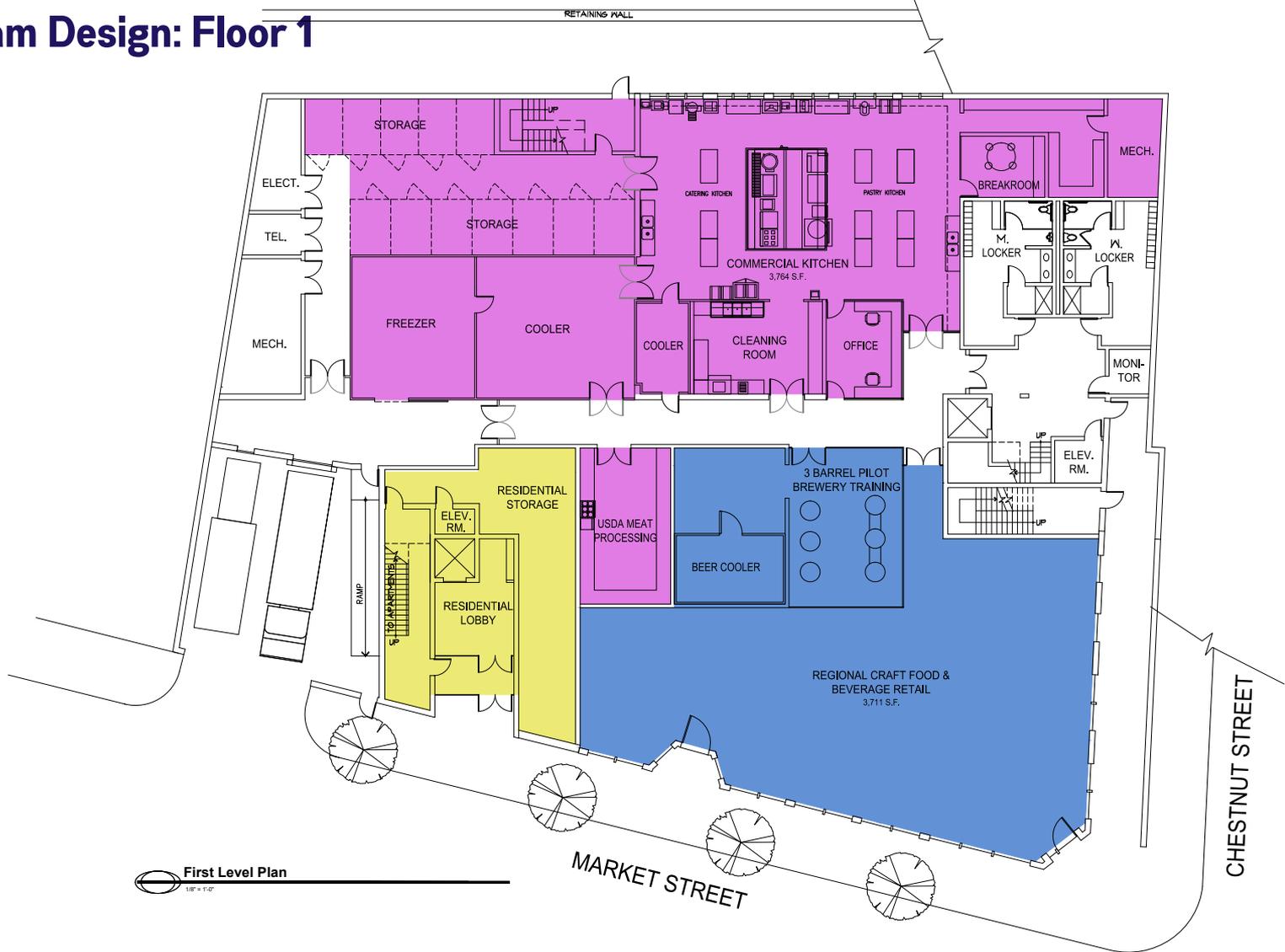
Floor 2:

- Food and Beverage Support Space
- Workforce Training Center / Administrative Offices
- Entrepreneurial Support Space
- Demo Kitchen and Event Space
- Conference Rooms

Floors 3-5

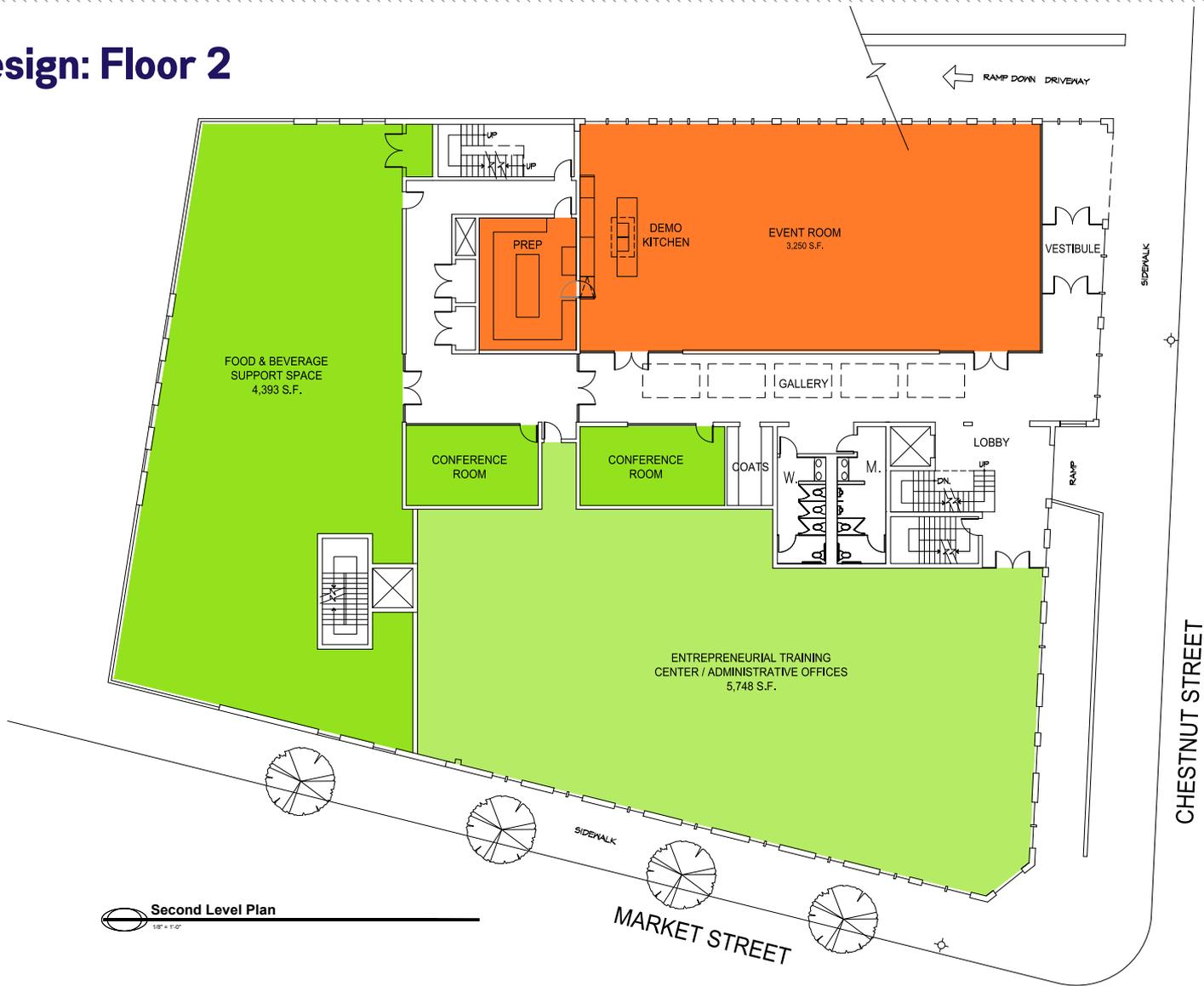
- Residential: 33 units total

Program Design: Floor 1



First Level Plan
1/8" = 1'-0"

Program Design: Floor 2



Second Level Plan
1/8" = 1'-0"

Program Design: Floor 3-5



Realizing This Project

Wrap up Phase 2

- Complete cost estimates
- Submit final report

Acquire Building

Financing

- Pursue additional funding

USDA Community Food Program, Federal Highway Administration,
DRI, New York State

Development & Operations Planning

- Design development
- Tenant recruitment
- Program design
- Management
- Marketing
- Financial Sustainability

Discussion



SUSQUEHANNA REGIONAL FOOD AND CRAFT BEVERAGE CENTER CONCEPTUAL RENDERING

DATE: JULY 30, 2016

