



The Downtown Master Plan Component of the City of Syracuse Comprehensive Plan

Faculty of Landscape Architecture

Urban Design Studio 2004

State University of New York

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Goals, Objectives, and Recommended Actions



GOALS, OBJECTIVES AND RECOMMENDED ACTIONS

Based on the data collected during the inventory and the subsequent evaluation of that information, four Downtown goals were developed, each with supportive objectives and each of those with recommended actions. Goals are defined as the general results toward which all efforts will be directed. Objectives are the specific attainable results pursuant to each goal; and recommended actions are the policies, programs and physical projects that are the real means to reaching each goal. Recognizing that not all the recommendations presented are fully developed, nor that they all can be accomplished at once, additional research, development of detailed tasks, and public discussion and debate must continue.

The Downtown Master Plan of the Syracuse Comprehensive Plan has four goals:

- To make Downtown planning a priority
- To value the diverse physical character of Downtown
- To celebrate Downtown as a multi-faceted neighborhood
- To instill confidence in Downtown as a primary market for investment

Goal One: Make Downtown Planning A Priority.

Throughout the last one hundred years, American society has periodically failed to recognize the key components necessary to sustain a viable city center. The functions, individual buildings and spaces that are critical to comprising a vibrant

downtown have been ignored as essential parts of the whole. Absent any long-range view that establishes a defensible course for future development, the uses and places unique to downtowns are likely to disappear in a wake of unplanned development. As these critical features give way to single-purpose single-use projects, the physical, cultural and economic diversity of city centers, including Downtown Syracuse, is greatly diminished. Yet these trends can be changed by carefully planning to integrate traditional downtown fabric and uses with new development. Elected officials, supported by effective legislation and administrative tools, can be the principal advocates promoting such an approach. And a population that recognizes the city center as the physical and fiscal heart of the metropolitan region, and adopts a strategy to maintain that status, will be successful in championing reinvestment in Downtown Syracuse.

Objective 1: Integrate concern for downtown issues more fully into the administration of the city.

In order to instill a deep-seated appreciation for Downtown within the community, there must be a strong commitment to quality Downtown development infused in the city administration. Elected officials, appointed individuals and hired staff should consider a thriving Downtown central to a successful community and, therefore, a primary concern among their responsibilities. Plans, laws, regulations and rules are the most effective way to insure comprehensive integration of defensible downtown priorities into city management, planning and living. When official decision-making by the Mayor, Common Council and various boards and commissions routinely respects the



importance of maintaining a high quality city center, municipal actions will insure a prosperous Downtown.

Action 1. Require elected and appointed officials to reference the Downtown Master Plan in all decision-making.

- Develop and implement educational materials for new officials.
- Hire professional staff with qualifications in planning and design professions.
- Routinely seek outside professional advice regarding downtown issues.
- Reference Downtown Master Plan in relevant city documents, such as facility management plans, departmental capital budgets, CDBG plan, etc.

Action 2. Establish interdepartmental review process for all public and private projects in Downtown.

- Issue an executive/mayoral mandate for insuring coordination of efforts.
- Require planning and design expertise of key staff.

Action 3. Encourage cooperation between city administration and Downtown advocates and stakeholders.

- Incorporate public participation/community design and planning in downtown municipal efforts.
- Recognize successful downtown projects/programs undertaken through official awards, mayoral proclamations, and/or council resolutions.

Action 4. Harness more efficiently the expertise and resources available through local universities and colleges.

- Collaborate on research efforts regarding Downtown issues.
- Institute professional internship programs regarding Downtown programs and projects.
- More aggressively promote/advertise existing cooperative efforts.
- Support new long-term cooperative efforts with key academic departments and new research regarding Downtown concerns.

Action 5. Improve enforcement of codes, rules and laws in Downtown.

- Revise codes, laws and/or regulations to more effectively support the Downtown Master Plan.
- Insure consistent and comprehensive enforcement of all such legal mechanisms.
- Develop a system to target code enforcement in Downtown.
- Develop and implement a training program for Downtown building inspectors.

Action 6. Require professional qualifications for City Planning Commission and Board of Zoning Appeals members.

Action 7. Create a professional city planning staff.

Objective 2: Revise zoning rules and regulations.

The current Syracuse Zoning Rules and Regulations originally were written in 1922, and have not been completely revised since the 1950s. Changes made at that time reflect the popular mid-20th century focus of promoting a more suburban, and therefore less dense, physical city fabric. Limited revisions made sporadically since then do not relate to an overarching approach to long-range



community planning, but rather to single issues raised by various constituencies. The result is that the current text provides little direction as to preferred land use patterns, physical characteristics or visual quality, and addresses primarily use and building bulk, mass and setbacks. A comprehensive revision of the zoning ordinance that incorporates greater sensitivity to historic properties and noteworthy traditional urban fabric will result in a legal mechanism supportive of smart growth and economic reinvestment.

Action 1. Incorporate revisions that encourage mixed use in downtown zoning classifications.

Action 2. Reinforce existing, desirable, land use patterns in terms of allowable and special uses.

Action 3. Revise design review mechanisms and design guidelines.

Action 4. Develop guidelines for reviewing and approving variance, subdivision and permit requests.

Action 5. Expand and enforce the requirements for surface parking lots and their screening.

Action 6. Expand and enforce provisions of the sign ordinance, particularly as related to temporary signs.

Goal Two: Celebrate The Diverse Physical Character Of Downtown.

The physical fabric of the city center is traditionally compact and dense, richly detailed and finely articulated. Many urban areas began as a collection of

industrial and transportation related buildings, structures and spaces. The tangible legacy of such business and commerce provided a visually interesting framework for subsequent generations of development. Housing, entertainment and cultural venues, and places of worship, memorial and play were layered upon a gritty base. With each new era of growth came new views on physical form and visual character, and downtowns became the showcase for the latest stylistic trends in city planning, architecture, landscape architecture, decorative arts, and advertising and promotion. Some periods respected the previous ones, and sought to literally build upon the existing urban fabric by expanding streets into boulevards or adding more floors to buildings. Other periods called for eliminating any evidence of the past, and creating new fabric glaringly distinct from its context or leaving open voids that should be filled in. The overall result is a physical character unique to the city center. Syracuse must celebrate the diverse composition of built form that comprises Downtown and distinguishes it from the balance of the city and region.

Objective 1: Reinforce the traditional physical organization of Downtown.

The organizational patterns of cities illustrate an incremental physical response to societal trends. Most often new development radiated out from points of settlement to accommodate industry and commerce, which were located in close proximity to one another to become the city center. Street size and alignment, as well as lot and block configurations, were defined largely in response to the needs of these early enterprises. As populations grew, however, distinct districts were formed, with downtowns continuing to house the greatest mix of uses within a framework based on successful earlier



development. Such traditional organizational patterns provided a sense of continuity during times of fast-paced growth, as they still do today. The long-established order of streets and blocks in Downtown Syracuse provide a link with past prosperity and a context for future development.

Action 1: Retain or re-establish historically significant street and block relationships.

- Identify key corridors for retention and enhancement.
- Re-instate lost or altered street alignments and/or rights-of-way.

Action 2: Maintain recognizable, cohesive districts.

- Designate all of Downtown as a Conservation District.
- Designate eligible areas within Downtown as official local, state and/or national historic districts.
- Create design guidelines for new construction and alteration to existing properties.

Action 3: Enhance parks and open spaces.

- Utilize park and Downtown history to guide physical improvements.
- Incorporate components of a comprehensive interpretive sign system.
- Develop and implement a comprehensive Downtown park maintenance program, including provisions for vegetation maintenance.
- Expand and implement creek walk plan.

Objective 2: Reinforce traditional physical density.

The density traditionally associated with city centers is derived largely from the construction of 19th century buildings on narrow lots—building wall to building wall, street front to back lot line—that resulted in an overall sense of compactness. This trend to maximize available downtown land continued into the mid-20th century, reinforcing the image of downtowns as highly concentrated collections of buildings and activities. But from the 1950s on, new development failed to value the obvious association between social vibrancy and a densely built-up downtown. The construction of single-purpose buildings on large lots elevated above or substantially setback from the street gradually decreased human interaction within the public realm. This phenomenon continues to persist as traditional density is subject to indiscriminant demolition and radical alteration. Downtown Syracuse must be safeguarded against actions that will diminish its physical density any further, and therefore hamper its vitality.

Action 1: Discourage demolition.

- Expand and enforce the provisions of the demolition articles with the Zoning Rules & Regulations.
- Prevent demolition to create surface parking lots.
- Enforce and expand regulations regarding screening of surface parking and/or vacant land.

Action 2: Encourage retention and rehabilitation of existing buildings.

- Retain and reuse historic buildings.
- Identify important non-historic buildings worthy of reuse.
- Promote complete redevelopment of existing buildings over partial rehabilitation.



- Promote facade improvements on private buildings.

Action 3: Encourage compatible new in-fill construction on current open lots.

- Identify key parcels of vacant land for new development.
- Create design guidelines for new construction.
- Develop and implement a comprehensive marketing strategy for available land.

Objective 3: Enhance the pedestrian experience.

One of the most unique characteristics of a downtown, one that has not and cannot be successfully replicated in suburban office parks or retail malls, is the public sidewalk. This is where the majority of social interaction takes place in the city center, the place where the broad spectrum of downtown residents, workers and visitors interface on common ground. Many corridors are the lifeblood of a downtown because they connect principal people-generators with key destinations. Others gain importance depending on time of day or season, as they support pedestrian travel to and from special events or programs. Regardless of how many people use any one downtown route, there must be an adequate number of appropriately designed furnishings to make the public realm inviting and safe. Many corridors in Downtown Syracuse provide such an opportunity; but many more need to be enhanced to insure that the pedestrian experience is one that people will want to repeat.

Action 1: Adopt a comprehensive streetscape plan for all of Downtown.

- Provide a complete complement of pedestrian amenities.

- Include a variety of public art (murals, 3D art, first floor exhibits, art walk).
- Develop and implement comprehensive informational and interpretive sign systems.
- Develop and implement a comprehensive street tree management plan and maintenance program.
- Develop and implement a comprehensive streetscape maintenance program.

Action 2: Improve pedestrian connections to surrounding neighborhoods.

- Identify key corridors and entries.
- Implement site-specific physical improvements, including components of the comprehensive streetscape plan where appropriate.

Action 3: Encourage pedestrian related, first floor building uses.

- Implement design guidelines that insure adequate interior-exterior connections at the first-floor level of new buildings.
- Require retail or other commercial uses at first-floor of all parking structures.

Objective 4: Insure comfortable, efficient vehicular circulation to and within Downtown.

In the post mid-20th century urban renewal and highway-building era, many city advocates lobbied strongly for downtowns without cars. Their goal to re-emphasize the pedestrian denied the presence and need for vehicles within the center city and was counter-productive. For example, pedestrian malls eliminated activity that was essential to the vitality and economic viability of many downtown streets and failed to provide



high quality and sustainable pedestrian space. As long as regions continued to pursue development at the fringe, downtown workers and visitors would rely on cars to bring them to and from the heart of the city. In more recent years, it has generally been recognized that downtowns must accommodate cars, but not at the expense of all else. Identifiable approach routes, distinctive entry points, easily traveled primary streets and safe, convenient parking are essential to the success of Downtown Syracuse, but their design and detail must take into account overall downtown organizational structure as well as the pedestrian experience.

Action 1: Improve vehicular circulation patterns.

- Re-evaluate one and two-way traffic flow.
- Enforce all on-street parking and loading regulations.
- Implement site-specific physical improvements at key vehicular Downtown entries, exits and approach routes, including components of a comprehensive information sign system.
- Develop and implement a comprehensive parking plan, which addresses physical conditions, fees and overall administration.

Action 2: Enhance public transit.

- Support increased Centro amenities and coordinate design for Downtown system.
- Support central Centro hub improvements.
- Support expanded regular On-Track service.

Action 3: Explore alternative transportation opportunities for access to and from Downtown.

- Improve bicycle circulation to and through Downtown.
- Improve and expand use of bus and train shuttles for special events.

Goal Three: Celebrate Downtown As A Multi-Faceted Neighborhood.

Unlike other neighborhoods or districts within cities, downtowns contain a wide variety of people, places and functions that in any other setting would seem incongruous and incompatible. They house the seats of government, as well as the financial, business and cultural communities. Residents, workers, shoppers, students and visitors alike come to the city center. At times they occupy the same spaces and draw on the same downtown resources; at others, they are pursuing agendas that create seemingly endless conflict. Yet together these disparate groups create a synergy that is at once exhilarating and chaotic, vibrant and frenzied. They give life to downtown places during a single day, throughout the week, from season to season. And among them, some appreciate that downtown can be much more than just a place to live, or a place to work, or a place to relax. They understand that downtown can be all of these things at once, that there are multiple levels on which to engage the city center and that no one trip to downtown need be for one single purpose. When these people are in the minority, however, there is the danger that essential components of this complex place might be viewed as unnecessary and, over time, important parts of the city center will disappear. It is imperative, therefore, that the rich physical and social diversity of Downtown Syracuse be recognized as an unparalleled regional community resource.



Objective 1: Increase the Downtown residential population.

Successful city centers have always included some level of housing. In the 19th century, residential buildings were often equal in number to those that served industrial or commercial purposes, providing 24 hours of activity and social exchange. But by the 1910s the streetcar had spurred the development of outlying residential neighborhoods and housing downtown was consolidated into densely packed buildings or districts. By the mid-20th century city dwellers continued their out-migration, leaving both urban residential neighborhoods and the city center. With a decrease in the number of people living in downtowns came a decrease in the vitality attendant with round-the-clock human interaction. This trend has slowly been reversed over the last 25 years, with more individuals and couples selecting downtown locations for their principal residence. Two districts in Downtown Syracuse are excellent examples of how the resident population has been reestablished, and how important it is to attract even more downtown dwellers.

Action 1: Address vacancies in existing residential buildings/complexes.

- Support physical improvement of all units.
- Assist in marketing available units.
- Support existing and future residents associations

Action 2: Encourage new housing development.

- Identify key sites and districts for residential development.
- Promote mixed-use projects that incorporate housing.
- Promote diversity of housing types and residents.

- Support development of artist lofts/studios.
- Target available financial tools toward residential projects.

Action 3: Support development of new and retention of existing neighborhood services for residents.

Objective 2: Emphasize Downtown as the cultural core of the metropolitan region.

Clearly all sectors of a city have buildings, structures and spaces that are evocative of significant cultural trends and events, or are important cultural venues. But it is downtown that contains the greatest concentration of monumental places that literally and figuratively embody a community's collective cultural heritage. It is here that one finds the great examples of architecture, civic art and public spaces; grand movie palaces, imposing museums and eclectic art galleries; and homes of the symphony, opera and performance theater. Their close physical proximity to one another invites joint or complimentary events, programs and exhibits, which in turn unleash a creative energy throughout the city center. Downtown Syracuse contains such a rich concentration of cultural organizations and facilities, a prestigious assemblage that should be enhanced and expanded.

Action 1: Preserve and utilize culturally significant buildings, spaces and districts.

- Designate all of Downtown as a Conservation District.
- Designate eligible areas within Downtown as official local, state and/or national historic districts.
- Create a comprehensive marketing program that highlights culturally significant properties.



Action 2: Encourage all existing Downtown cultural organizations and facilities to remain.

- Assist in promoting cultural events and programs.
- Create a public arts program in cooperation with current cultural organizations.
- Support cooperative advertising and scheduling.
- Promote coordination between Downtown businesses and cultural events and programs.
- Provide financial assistance for operations, events, programs and capital improvements.

Action 3: Attract major new cultural organizations and facilities to Downtown.

- Identify key sites and districts as cultural venues.
- Create economic incentives to attract new cultural organizations.
- Establish physical links and experiential connections between existing and new facilities.

Objective 3: Continue to support a diverse Downtown worker population.

When downtown advocates are successful in attracting new businesses to a city center, they are obligated to provide a setting that supports the growing worker population. Not only must they insure enjoyable and safe travel routes between arrival points and places of employment, they must offer a range of functions and activities that cater to the “off-hours” of the downtown work force. Service and convenience retail, principal government offices, restaurant and entertainment options, and cultural events and programs allow employees to engage more than just the place where they work. They are provided with the opportunity to become

intimately familiar with the city center and to learn first hand its importance to the larger regional community. Day-time workers must be enticed to arrive earlier and stay later in Downtown Syracuse, and to see that it can meet a range of needs beyond providing a place of employment.

Action 1: Market Downtown as an attractive work environment.

- Expand promotional efforts to emphasize services, programs and events that cater to employee needs.
- Attract new businesses that will directly benefit from specific Downtown offerings.

Action 2: Support greater variety of ‘off-hours’ activities.

- Attract businesses, entertainment establishments and cultural facilities that will increase off-hours options.
- Encourage consistent operating hours among current and future Downtown businesses.
- Encourage expanded cooperative advertising and promotions for events and programs.

Goal Four: Instill Confidence In Downtown As A Primary Market For Development.

In recent years professional urban planners, designers and economists have brought attention to the short-lived rewards associated with continued physical development and financial investment at the fringe of metropolitan regions. They have argued that community resources are better spent by building on the inherent economic value of existing infrastructure, buildings, recreational facilities and cultural venues, rather than create any of these anew. They further promote investing in downtowns not only to stabilize these



critical places but also to demonstrate to outside investors a local confidence in the city center. If continued disinvestment in downtowns is allowed, or tacitly encouraged by a lack of smart-growth policies, then the health of an entire metropolitan region is threatened. The economic condition of Downtown Syracuse is a barometer for measuring the economic state of central New York. Therefore, decisions regarding public and private development in Downtown must consider both short and long-term effects and rewards.

Objective 1: Create a diverse economic strategy for Downtown.

The physical and social diversity traditionally associated with city centers has always been complimented by an equally wide-ranging economic base. While the industry and manufacturing that once commanded the lion's share of downtown economies might no longer be present in large numbers, such enterprises can and still do contribute to the financial well-being of many city centers. It may be, however, that the definition of "industry" and "manufacturing" has changed in recent times. Similarly, retail businesses also can still be essential to insuring a sound downtown economy, but it likely is specialty, service and convenience—rather than traditional—retail. In addition, it is increasingly high technology and information technology companies that make up the downtown commercial office market. Add to these components spin-offs of cultural and academic institutions and the economic base of today's downtowns is as intricate as in the past. The key to a sustainable economy for Downtown Syracuse is to develop strategies that recognize and perpetuate, rather than diminish, this diversity.

Action 1: Promote mixed-use development.

- Identify preferred business types, mixes and locations.
- Develop and implement a comprehensive and coordinated marketing program to attract developers of mixed-use projects.
- Target available funding mechanisms and create new incentives that prioritize mixed-use projects.

Action 2: Support a variety of project types, sizes and scales.

- Encourage small entrepreneurial development efforts that are unique to Downtown Syracuse.
- Maximize the impact of large development projects by simultaneously pursuing investment in adjacent properties.
- Capitalize on the economic investment already made in existing infrastructure and public spaces.
- Work with property owners to market available properties.

Action 3: Utilize cultural tourism as an economic generator.

- Encourage links between local cultural organizations and facilities and regional and national events and programs.
- Support coordinated cultural events, programs and marketing.
- Promote physical and functional links between cultural facility venues, events and programs.

Action 4. Promote downtown as a location for high technology and information technology businesses.

- Develop and implement a comprehensive and coordinated marketing program to attract high technology and information technology businesses.



- Capitalize on the educational and economic capital of local universities and colleges engaged in various high technology and information technology research.
- Support the Syracuse Technological Garden Business Incubator and encourage the development of additional centers.

Objective 2: Maximize economic development tools.

Both government and private sector entities offer a large number of tools for assisting economic development ventures. Some programs, such as the federal investment tax credits for the certified rehabilitation of properties listed in the National Register, might be particularly attractive to developers interested in the high concentrations of historic properties found in downtowns. Others, however, such as the various Federal Highway Agency Administration enhancement programs, often are not readily considered for activities associated with a traditional urban center. No matter what the state of the national, New York State or Syracuse economy at any given time, all available economic development programs must be considered viable options for projects within Downtown Syracuse

Action 1: Develop and distribute information about available programs through a multi-media marketing campaign.

- Enhance and continually update existing brochures.
- Hold periodic public information sessions regarding current programs.
- Target programs to key projects.
- Publicize successful projects that incorporated current programs.

Action 2: Establish new local programs based on successful national models.

- Create programs specifically for attracting residential development, such as real property tax abatements for adaptive reuse of existing buildings for housing.
- Create programs that assist third parties in preventing unnecessary demolition or encouraging rehabilitation, for example a revolving fund for emergency acquisitions.
- Create programs that assist in the establishment of new small businesses, such as a “free rent” program.

Action 3: Partner with local universities and colleges to encourage Downtown business development.

- Provide support of academic research related to the local economy, including traditional industries and manufacturing, high and information technology, and entrepreneurial innovations.
- Encourage creation of start-up businesses in Downtown based on current academic research.
- Cooperate with local academic institutions to create or expand internship programs that match students with existing and new Downtown businesses.

Action 4: Strengthen coordination of economic development efforts among the City, Metropolitan Development Association and Chamber of Commerce.

Objective 3: Undertake key public improvements in Downtown to stimulate private development.

When local governments devote scarce public resources to infrastructure, public



buildings and spaces within their downtowns, they send a strong signal to the private sector that the city center is worth investing in. Well maintained storm and sanitary systems, roads and sidewalks, and municipal buildings and parks provide a safe, stable and attractive framework for private development. Improving—and subsequently maintaining—these essential features will encourage existing Downtown Syracuse property and business owners to make improvements of their own, and together such investments will attract new entrepreneurs and developers.

Action 1: Develop a comprehensive strategy for managing Downtown parking.

Action 2: Support improved and expanded mass transit.

Action 3: Improve and maintain streetscape quality.

Action 4: Improve and maintain parks and open spaces.

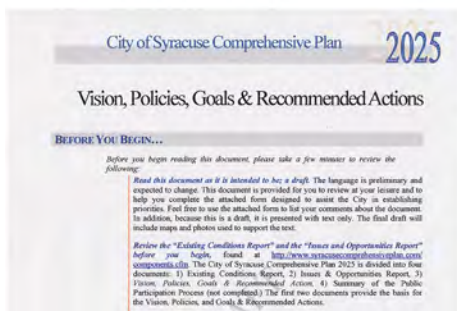
Action 5: Develop a more coordinated and comprehensive approach for handling solid waste disposal.

The four goals of the Downtown Master Plan of the Comprehensive Plan clearly define the importance of establishing a commitment to downtown planning among elected officials, business and civic leaders, and the general population; fostering an appreciation for the rich physical and social capital that constitutes the city center; and pursuing an agenda that evokes strong confidence in the current and future Downtown economy. The objectives presented further codify these ideals; and implementation of the recommended actions will make them a reality.



Goal One: Make Downtown Planning a Priority

Objective 1: Integrate concern for downtown issues more fully into the administration of the city.



Draft of the Comprehensive Plan for the City of Syracuse.

Action 1: Require elected and appointed officials to reference the Downtown Master Plan in all decision-making.



Public hearing before Common Council.

Action 2: Establish interdepartmental review process for all public and private projects in Downtown.

Action 3: Encourage cooperation between city administration and Downtown advocates and stakeholders.



Downtown Master Plan Steering Committee Presentation.



City of Syracuse Preservation Plan
Faculty of Landscape Architecture
State University of New York
College of Environmental Science and Forestry

Cover image for the Syracuse Preservation Plan.

Action 4: Harness more efficiently the expertise and resources available through local universities and colleges.



Illegal parking in Downtown.



Downtown police bike patrol.

Action 5: Improve enforcement of codes, rules and laws in Downtown.

How much more poor planning can we stand?

To the Editor:

Columnist Sean Kirst is right that demolishing the core of our historic Main Street and replacing it with a giant parking garage is inappropriate. Mayor Driscoll appears destined to follow the same misguided direction of past city leaders.

Preserving jobs is an important job of any leader. But destroying the historic appearance of the city in the process is too great a price to pay...

Post-Standard letter to the editor.



Architectural style that is not congruent with its surroundings.

Action 6: Require professional qualifications for City Planning Commission and Board of Zoning Appeals members.

Action 7: Create a professional city planning staff.



Syracuse zoning ordinance.

Objective 2: Revise zoning rules and regulations.



Mixed residential/retail development on West Concess Street.

Action 1: Incorporate revisions that encourage mixed use in Downtown zoning classifications.

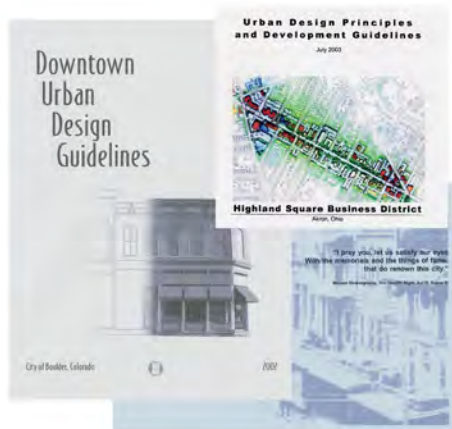


The courtyard at Peatabilities.



New restaurant in Downtown.

Action 2: Reinforce existing, desirable, land use patterns in terms of allowable and special uses.



Examples of design guidelines.

Action 3: Revise design review mechanisms and design guidelines.

Action 4: Develop guidelines for reviewing and approving variance, subdivisions and permit requests.



Appropriate screening of parking lot in Downtown.

Action 5: Expand and enforce the requirements for surface parking lots and their screening.



Inappropriate signs in Downtown.



Inappropriate signs in Downtown.

Action 6: Expand and enforce provisions of the sign ordinance, particularly as related to temporary signs.

Faculty of Landscape Architecture

State University of New York
College of Environmental Science and Forestry

Goal One
City of Syracuse Downtown Master Plan

Urban Design Studio 2004



Goal Two: Celebrate the diverse physical character of Downtown.

Objective 1: Reinforce the traditional physical organization of Downtown.



East Genesee Street corridor: view to Fayette Park.



East Genesee Street corridor: view blocked by contemporary building.



Building situated in historic street corridor.

Action 1: Retain or reestablish historically significant street and block relationships.



Clinton Street.

Action 2: Maintain recognizable, cohesive districts.



President Murphy of SUNY-ESF joining Senator Clinton and others at the tree planting ceremony to launch the Urban Forestry Initiative.



Holiday celebration in Downtown.

Action 3: Enhance parks and open spaces.

Objective 2: Reinforce traditional physical density.



Demolished building on South Salina Street.

Action 1: Discourage demolition.



Rehabilitation of the Donahoe Building.

Action 2: Encourage retention and rehabilitation of existing buildings.



Park and parking lot prior to construction of Center Armory.



Park with Center Armory.

Action 3: Encourage compatible new in-fill construction on current open lots.



Sidewalk activity along South Clinton Street.

Objective 3: Enhance the pedestrian experience.



Street with no streetscape implementation.

Fully implemented streetscape.

Action 1: Adopt a comprehensive streetscape plan for all of Downtown.



Downtown disconnected from University Hill neighborhood.

Action 2: Improve pedestrian connections to surrounding neighborhoods.



First floor retail in Hanover Square.

Action 3: Encourage pedestrian related, first floor building uses.

Objective 4: Insure comfortable, efficient vehicular circulation to and within Downtown.

Action 1: Improve vehicular circulation patterns.



Transit hub at Salina and Fayette Streets.

Action 2: Enhance public transit.



Bicycle lane in Downtown.

Action 3: Explore alternative transportation opportunities for access to and from Downtown.



Goal Three: Celebrate Downtown as a multi-faceted neighborhood.

Objective 1: Increase the Downtown residential population.



Kodak bike race.



Clinton Tower apartments.



Jefferson Tower apartments.

Action 1: Address vacancies in existing residential buildings/complexes.



Proposed new development at Clinton Square.

Action 2: Encourage new housing development.



Imperial Dry Cleaner on Fayette Street.



Downtown YMCA.

Action 3: Support development of new and retention of existing neighborhood services for residents.

Objective 2: Emphasize Downtown as the cultural core of the metropolitan region.



'Swinging and Dancing' in Hanover Square.



Symphony goes in Armory Square



Everett Art Museum.



H. H. Franklin Celebration.

Action 1: Preserve and utilize culturally significant buildings, spaces, and districts.



Media Unit, Montgomery Street.

Action 2: Encourage all existing Downtown cultural organizations and facilities to remain.



50th Anniversary Polish Festival in Downtown.

Action 3: Attract major new cultural organizations and facilities to Downtown.



Downtown workers.

Objective 3: Continue to support a diverse Downtown worker population.



New resident and employee of Downtown.



Expanded uses of Landmark Theatre.

Action 1: Market Downtown as an attractive work environment.



Outdoor dining in Downtown.

Action 2: Support greater variety of 'off-hours' activities.



Goal Four: Instill confidence in Downtown as a primary market for development.

Objective 1: Create a diverse economic strategy for Downtown.



Hotel proposals.



The Essential New York Initiative.



Mixed use development, West Fayette Street.

Action 1: Promote mixed-use development.

Action 2: Support a variety of project types, sizes, and scales.



Arts and Crafts Festival, Columbus Circle.



Museum of Science and Technology.

Action 3: Utilize cultural tourism as an economic generator.



Syracuse Technology Garden.

Action 4: Promote Downtown as a location for high technology and information technology businesses.

Objective 2: Maximize economic development tools.



Online examples of urban economic programs.

Action 1: Develop and distribute information about available programs through a multi-media marketing campaign.

Action 2: Establish new local programs based on successful national models.

Wider role for colleges urged

They should reach out to schools and businesses, says Syracuse University's president. The president of Syracuse University, Michael A. McGuffee, is urging the university to play a wider role in the downtown area. He says that the university should reach out to schools and businesses to encourage downtown business development.



Further integrating the roles of universities in Downtown.

Action 3: Partner with local universities and colleges to encourage Downtown business development.

Action 4: Strengthen coordination of economic development efforts among the City, Metropolitan Development Association, and Chamber of Commerce.

Objective 3: Undertake key public improvements in Downtown to stimulate private development.



Sidewalk improvement in Downtown.



Street improvements in Downtown.



Successful example of downtown parking lot.

Action 1: Develop a comprehensive strategy for managing Downtown parking.



Center passengers.

Action 2: Support improved and expanded mass transit.



Damaged streetscape.

Action 3: Improve and maintain streetscape quality.



Columbus Circle.

Action 4: Improve and maintain parks and open spaces.

Action 5: Develop a more coordinated and comprehensive approach for handling solid waste disposal.

