

## **PUBLIC COMMENT SUMMARY**

### **City of Norwich BOA Revitalization Plan Public Informational Meeting**

#### **Norwich Firehouse Meeting Room**

**January 10, 2018**

Tracey Clothier, Senior Planner from The LA Group, P.C. introduced herself and Robert Murray BOA Contractor, Shelter Planning & Development, Inc., and Ellen Pemrick of E.M. Pemrick and Company. She introduced the project to the public through a PowerPoint presentation with the following general information:

This Revitalization Plan represents Step 2 of the Brownfield Opportunity Area (BOA) Program for the City of Norwich. The City of Norwich completed a Pre-Nomination study in January of 2009 that detailed a conceptual strategy for the City. This study produced an initial analysis of key properties and projects throughout the study area that have the potential to be returned to productive use as well as serve as catalysts for future revitalization.

The second step in the planning process represents a better-defined, more detailed look at key properties throughout the area initially identified in the Pre-Nomination study. Subsequent analyses by the City and the ROP steering committee resulted in minor changes to the boundary area, and in the removal of a number of properties that were considered non-essential in this process. The final Nomination product will focus more closely on a smaller number of sites.

With assistance from the City's consultants, the Steering Committee drafted a set of preliminary recommendations for the Revitalization Plan. An Economic and Market Trends Analysis was completed as part of the Revitalization Plan for the City. It analyzes demographic characteristics, economic conditions, industry trends, and real estate market conditions, and is designed to identify potential opportunities for the proposed BOA study area.

#### **PUBLIC COMMENTS RECEIVED FOLLOWING THE PRESENTATION:**

- Retail sales help with our tax base – can count on the restaurants
- People from downstate look at Norwich as a “Norman Rockwell community”
- We need a three-pronged attack, addressing 1) streetscapes; 2) lodging; and 3) housing – especially for seniors (example of Windsor, which has attracted people from downstate)
- Agrees we need to move ahead on Step 3 BOA
- Wants to see the city move forward
- Agrees we need to do more with our waterfront
- But agencies should be communicating with one another: [Unlike NYS DOS] NYS DEC is discouraging us, telling us we can't do anything in the flood zone

- Agrees - the Greenway Conservancy has been prohibited from making improvements in the flood hazard zone
- We've lost over 2,000 people in the city since the 1970s
- NYS needs to invest in housing in neighborhoods – need flexible programs to help fix up abandoned/underutilized homes [that impact neighborhoods]
- We need higher-wage people in Norwich – but there's a funding gap to do housing that isn't low-income
- There is an effort to do the Museum District project
- LWRP could potentially fund
- Do other communities have a paid position in place, a person to do implementation?
- Wonder if we need someone like Todd to oversee this
- Currently has to field her questions through the BID
- We have to look to consultants and outside resources to make things happen
- The BID is focused only on a small area of the city
- Commerce Chenango could take it on, but we need funding from the city to support
- DRI applications are very slick, need \$20,000 to do [the grant application] – no mechanism to implement
- If there was \$10,000 or \$20,000 to prepare the DRI application... we need to look at multiple initiatives
- We need more senior housing that isn't low-income so seniors don't have to leave the city
- The quality of life and emergency services here are excellent

SIGN-IN SHEET: Please sign-in so that we can keep you informed about the status of the project and other public meetings.

Norwich

Public Information Meetings

Name	Phone Number	Email	Residency Status (Year Round, Seasonal, Visitor)
JOE ANGELO	607-334-2886	jeepjtrucks@yahoo.com	
Dave Zeno	337-1628	isaiah5@co.chenango.ny.us	YR
Anna McLaughlin	334-7040 607	annamel@frontnet.net	YR
JoAnn Testani	336-3513 607	ntestanie.roodrunner.com	YR
Eric J. Elsted Jr	336-3452	NICU@roadrunner.com	YR
Sara Evenson	607-334-9227	director@chenangohistorical.org	YR
Phil Gittner	336-6996 607	dodgerford@yahoo.com	YR
Steve Craig	374-1404	scraig@chenango.org	YR
Ed Statton	316-2694	edstatton13@hotmail.com	YR
Alex Larson	607-5534-5532	alanson@chenango.org	YR
Kathleen Campbell	607-334-7746	KSC21Francis@ydn.com	YR
BOB JEFFREY	607-336-1462	Bob@ccarric.com	YR
John Cresson	607-764-8109	GuilfordPlepping@5mail.com	YR

email pps.

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**Public Information Meeting 1.10.18: City of Norwich BOA Revitalization Plan**

Name	Phone Number	Email	Residency Status (Year Round, Seasonal, Visitor)	
Karol P. Kucinski	334-5511	karolkvh@hotmail.com		
Mayor Carnrike				
Todd Dreyer				
Plus 5 others		who did not sign in		

## Norwich community hears step two of Brownfield Opportunity Area Revitalization Plan

By: Grady Thompson, Sun Staff Writer

Published: January 11th, 2018

NORWICH – Norwich community members and leaders gathered in the firehouse on Wednesday afternoon to hear a presentation on step two of the nomination study for the Brownfields Opportunity Area Revitalization Plan in the City of Norwich.

Tracey Clothier of The LA Group, P.C., Ellen Pemrick of E.M. Pemrick and Company, and Robert Murray of Shelter Planning & Development, Inc. each contributed to the presentation, offering statistics on economic trends in the City of Norwich and potential uses for city properties that could be revitalized.

Clothier said their study focused on the east half of the city, where they established 32 underutilized sites – roughly 127 acres total – that showed potential for re-development of improvement.

Particular properties that could potentially be revitalized for contemporary use, according to Clothier, are: the warehouse on Borden Avenue, the former Ungentine Building, the former ward schools, and the Heritage Block.

Pemrick presented an Economic and Market Analysis for the city, noting a stark decline in the existence of city retail stores.

According to Pemrick, in 1997, the City of Norwich had 90 retail stores, accounting for 52 percent of total retail sales in Chenango County. But as of 2012, there were only 38 retail stores in the city, accounting for less than 20 percent of retail sales in the county.

"There's only 3,100 households in Norwich, it's really not enough to support stores and restaurants without trying to draw from the outside communities," said Pemrick.

Clothier highlighted 11 opportunities that the study found to be most feasible for the city to capitalize on: implementing strategy and site assessments to apply for funding through step three of the Brownfields Program, creating a marketing message for the city, developing and implementing a city museum district, implementing the Heritage Block redevelopment plan, developing a plan for the Borden Avenue industrial area, recapturing lost corporate lodging, supporting local entrepreneurship, bringing recreation to the city waterfronts, improving the condition of existing housing, enhancing Norwich's streetscape, and developing a population action plan.

As for acquiring the funding to make these opportunities possible, Clothier recommended the city apply for Local Waterfront Revitalization Program funding. Attending community members Joe Angelino and Todd Dreyer noted that state regulations prevent the construction of even a flood wall in the designated flood zone, but Clothier said it would be the task of the state to iron out those details.

Norwich business owner Anna McLaughlin asked Clothier if other cities had a designated paid position in place for planning to improve the chance of the study's recommendations being employed. Clothier said that in her experience, the planning committees are all voluntary, though they rely heavily on consultants.

"Some communities do keep a committee involved and make it an implementation committee, and that's just one of the ways this doesn't just die by the wind," said Clothier. "The only way to keep it going is to have someone responsible going with it."

Pictured: (L-R) Norwich community member Todd Dreyer, Tracey Clothier of The LA Group, and Ellen Pemrick of E.M. Pemrick and Company.

# Step 2 Nomination Study

## City of Norwich Draft BOA Revitalization Plan



**December 2017**

### PROJECT DESCRIPTION

This Revitalization Plan represents Step 2 of the Brownfield Opportunity Area (BOA) Program for the City of Norwich. The City of Norwich completed a Pre-Nomination study in January of 2009 that detailed a conceptual strategy for the City. This study produced an initial analysis of key properties and projects throughout the study area that have the potential to be returned to productive use as well as serve as catalysts for future revitalization.

The second step in the planning process represents a better-defined, more detailed look at key properties throughout the area initially identified in the Pre-Nomination study. Subsequent analyses by the City and the ROP steering committee resulted in minor changes to the boundary area, and in the removal of a number of properties that were considered non-essential in this process. The final Nomination product will focus more closely on a smaller number of sites.

The Steering Committee outlined the following goals and objectives for the project:

- Improve housing opportunities for a rising senior population
- Increase the local tax base
- Explore niche markets
- Attract technology-based businesses
- Increase opportunities for public access to waterfront
- Protect the environmental sensitivity of specific sites

With assistance from the City’s consultants, the Steering Committee has drafted a set of preliminary recommendations for the Revitalization Plan. An Economic and Market Trends Analysis was completed as part of the Revitalization Plan for the City. It analyzes demographic characteristics, economic conditions, industry trends, and real estate market conditions, and is designed to identify potential opportunities for the proposed BOA study area.

Please take a few minutes and review the recommendations on the back page of this flier. Your feedback is important in shaping and funding future revitalization projects.

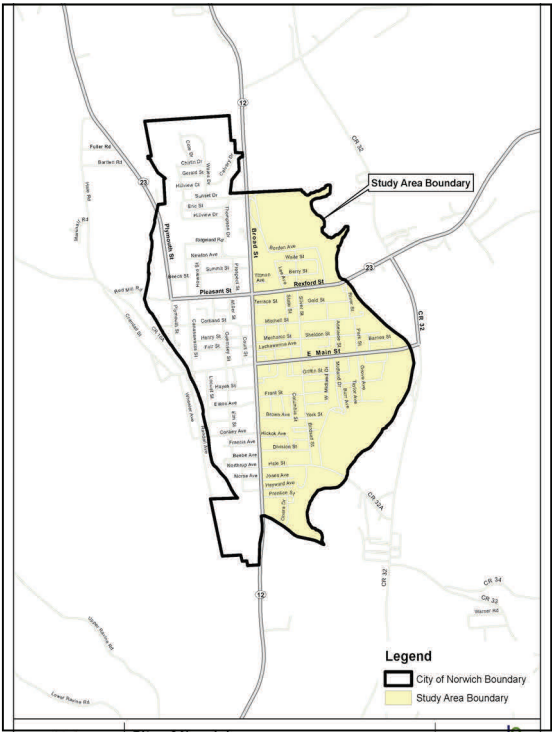
### BOA REVITALIZATION PLAN STEERING COMMITTEE

- Christine Carnrike, Mayor, City of Norwich
- Dee DuFour, Director of Finance
- Robert Jeffrey, Northeast Classic Car Museum
- Peg LoPresti, NBT Bank
- Ann Coe, Norwich Business Improvement District Management Association (BIDMA)
- Anna McLaughlin, McLaughlin’s Dept. Store
- Alex Larsen, Commerce Chenango and Development Chenango

**Public Meeting Scheduled**

**Wednesday, January 10  
2-4pm**

**Norwich Fire Department  
Firehouse Training Room  
31 East Main Street**



**Revitalization Boundary Map**

## NORWICH BOA STEP 2 NOMINATION STUDY: DRAFT RECOMMENDATIONS

The following goals and recommendations represent a summary. The full draft of recommendations can be viewed on the City of Norwich website: <http://www.norwichnewyork.net/index.php>

### **Goal 1 - Create a Powerful and Unified Marketing Message**

-Develop and implement a regional branding and promotion program that will serve as a unifying strategy to promote the region's quality of life and capacity for innovation.

### **Goal 2 - Fully Develop and Implement Plans for all the Special Overlay Districts**

-Advance the streetscape concept for the Museum District and seek funding for implementation of the recommended improvements.

-Continue working with the Northeast Classic Car Museum to grow it into a major year-around regional destination and creating other tourism venues and destinations that will attract year-around visitors.

### **Goal 3 - Implement the Heritage Block Redevelopment Project**

-Advance the planned elements in the Concept Plan developed for the Heritage Block Redevelopment. Update the cost estimate and outline a strategy for implementation.

### **Goal 4 - Develop a Master Plan for the Borden Avenue Industrial Area**

-Initiate a feasibility study that assesses the location and means for establishing a loading dock and municipal sewer and water in the Borden Avenue Industrial Area.

-Promote Norwich as the center of the County's 2015 Greater Norwich Community Revitalization Plan farm-to-table initiative.

### **Goal 5 – Recapture Lost Corporate Lodging Demand and the Growing Leisure Market**

-Increase the number of rooms and variety of overnight accommodations by attracting and supporting development teams to build a combination of basic and boutique B&BS, small hotels, and “flag” hotels.

### **Goal 6 – Support Entrepreneurship and Create New Opportunities for Business Development and Job Creation**

-Pursue the “Innovation Space” concept proposed in the 2015 America's Best Communities application – a focus on local agriculture, food processing and packaging, food and beverage production.

### **Goal 7 - Bring Recreation to the Waterfront**

-Study the feasibility of formally connecting the Hosbach Trail and Chenango Greenway Conservancy Trail to develop a comprehensive trail system with a single brand under one organization. Consider possible additional links to local parks and recreational facilities. Complete a feasibility plan for the establishment of a water trail with appropriate access points and amenities along Chenango Creek and Canasawacta Creek.

### **Goal 8 –Develop Additional Types of Housing and Improve the Condition of the Existing Housing Stock**

-Develop a 10-year housing plan that supports and incentivizes rental property development/redevelopment specifically targeting low-moderate income individuals, senior citizen, young professionals, executives, and future students.

### **Goal 9 – Employ feasible Main Street Revitalization Techniques and Programs to Enhance Norwich's downtown.**

-Conduct an evaluation of the downtown streetscape that includes identifying the gaps in pedestrian comfort and safety, business beautification and identity, elements of unification, and strong arrival signage. Seek funding to implement comprehensive streetscape improvements throughout the downtown.

### **Goal 10 – Develop and Implement a Population Action Plan**

-Identify actions to attract skilled entrepreneurial young people, retain youth and the skilled workforce, and repatriate people who once lived in Norwich.

## **PUBLIC INFORMATION MEETING SCHEDULED**

Public participation is of critical importance when it comes to development of this plan. A summary of the draft plan and recommendations will be presented at a public meeting on January 10, 2018 at 2pm at the Norwich Firehouse Community Room. This meeting is your opportunity to provide feedback to the City and its consultants. Please join us on Wednesday, January 10, 2018 at 2pm in the Firehouse Training Room. A copy of the Draft BOA Revitalization Plan can be found on the City of Norwich website under “What's New?”.

