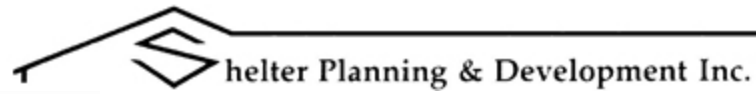


# City of Norwich BOA Revitalization Plan

Public  
Informational  
Meeting

The Firehouse  
Meeting Room  
January 10, 2018



E.M.  
**Pemrick**  
& Company  
Economic Planning &  
Development Services



Department  
of State



The **LA** GROUP

Landscape Architecture & Engineering P.C.

*People. Purpose. Place.*



# Welcome and Introductions

Christine A. Carnrike  
Mayor, City of Norwich

Julie Sweet  
NYSDOS Representative

Robert Murray  
BOA Contractor, Shelter Planning & Development, Inc.

Tracey Clothier  
Subcontractor, The LA Group, P.C.

Ellen Pemrick  
Subcontractor, E.M. Pemrick and Company

# Project Steering Committee Members

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

# Community Partners

Commerce Chenango

Norwich Merchants Association

Norwich Business Improvement  
District Management Association,  
Inc. (BIDMA)

Norwich Northeast Car Museum

Chenango County Board of  
Supervisors

Chenango County Department of  
Planning and Development

Chenango County Historical  
Society

Bullthistle Model Railroad Society

Morrisville College  
Norwich Campus

Irmin A Mody Real Estate

Hayworth Management Co.

Made in Chenango

Hercules Properties, LLC

The Norwich Brewery

McLaughlin's Dept. Store

NBT Bank

The Colonia Theatre

Chenango Arts Council

Chenango Blues Fest



# Planning and Development Efforts

# Previous Planning Initiatives

City of Norwich  
Comprehensive Plan (2014)

Greater Norwich, New York  
Community Revitalization Plan (2015)

Guiding Chenango  
Chenango County Comprehensive Plan (2016)

Chenango County  
Economic Development Strategic Plan Update (2014-2020)

Chenango County  
Lodging Study (2014)

Chenango County  
Agriculture and Farmland Protection Plan Update (2012)

# Previous Planning Initiatives

Chenango County  
Hazard Mitigation Plan (2008 Update)

New York State  
Route 12 Corridor Study Phase II (October 2008)

Southern Tier East (STE) Regional Planning Development Board  
Comprehensive Economic Development Strategy (2015)

REDC Southern Tier  
Strategic Economic Development Plan (2011–2016)

Southern Tier  
Upstate Revitalization Initiative Plan (2015)

The Appalachian Regional Commission's (ARC)  
Five-Year Strategic

Plan for Capitalizing on Appalachia's Opportunities (2016-2020)

# Grant Programs

Community Development Block Grant (CDBG)

NYS Main Street Program

NYS HOME Program  
Multi-family rental rehab

New York State HOME Program  
Home ownership subsidy

Office of Community Renewal  
Targeted Rehabilitation

Restore New York (Restore NY)

National Park Service  
Rivers, Trails, and Conservation Assistance (RTCA) Program



# Current and Recent Projects

Norwich Heritage Block  
Redevelopment Project

Cobbler's Square Apartments

City of Norwich Engineering Study

Railroad Revitalization

Sunrise Family Farm Expansion

Southern Tier URI Plan

Norwich Pharmaceuticals, Inc.

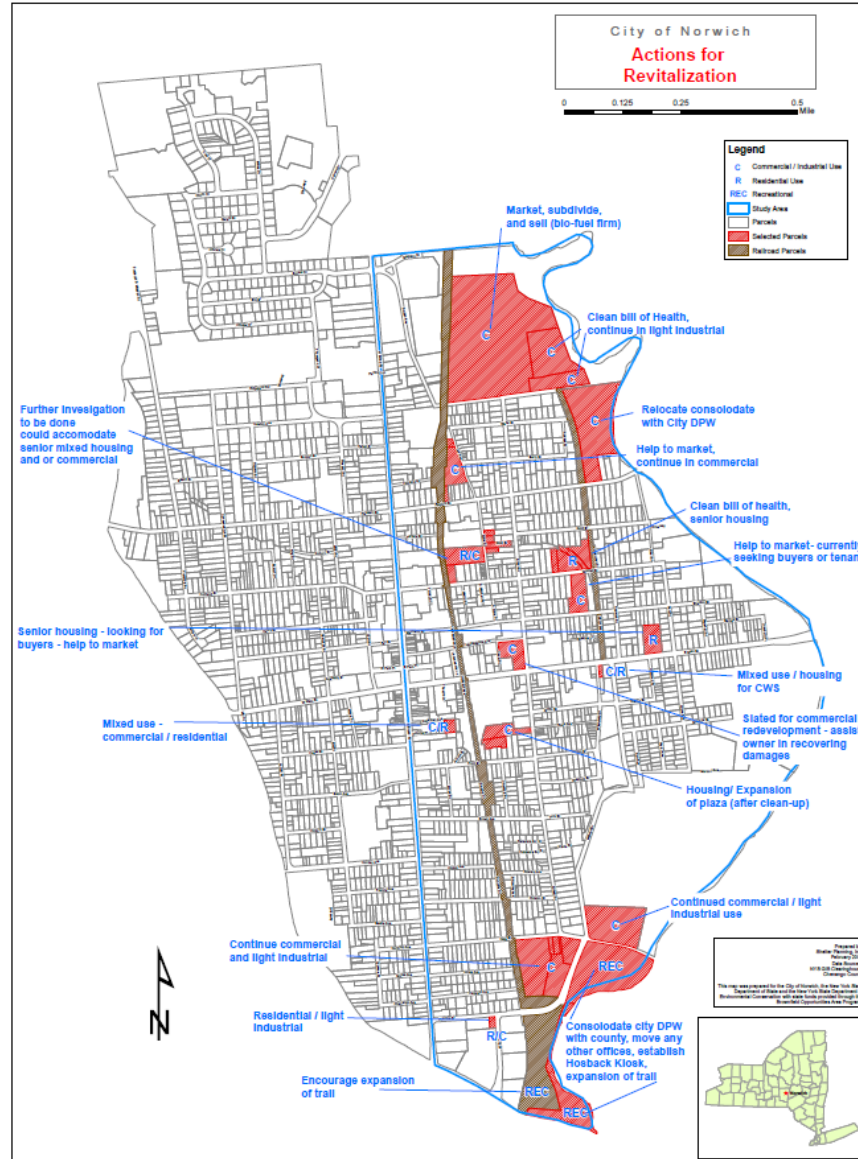
Norwich Water Treatment Plant


Norwich Wastewater Treatment  
Plant

Chenango County Child Care  
Center

Greater Norwich ABC

# Step 1: Opportunities to Revitalize Norwich Program



An aerial photograph of a town street, overlaid with a semi-transparent olive-green filter. The street is lined with multi-story brick and stone buildings. In the foreground, a red awning for 'First Community Bank' is visible. People are walking on the sidewalks, and a few cars are on the road. In the background, a large, forested hill rises against a clear sky. The text 'Summary of Step 2 Nomination Study' is centered in white, bold font across the middle of the image.

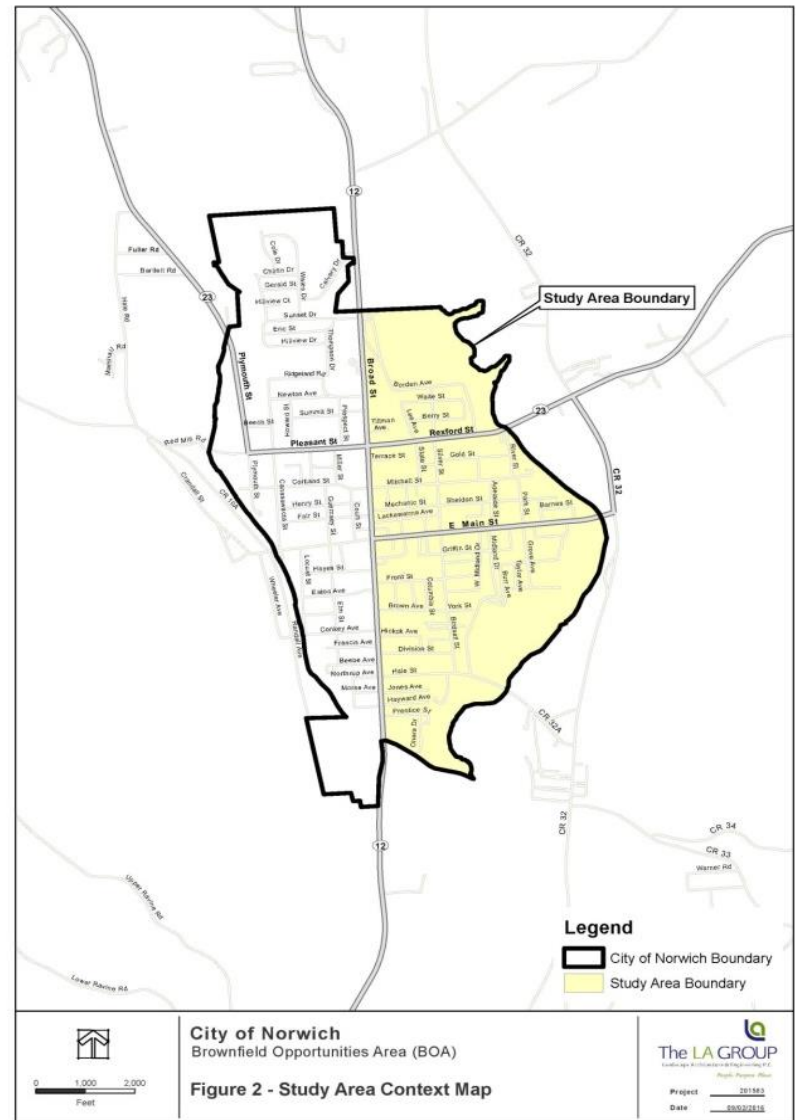
# Summary of Step 2 Nomination Study

## What is a Brownfield?

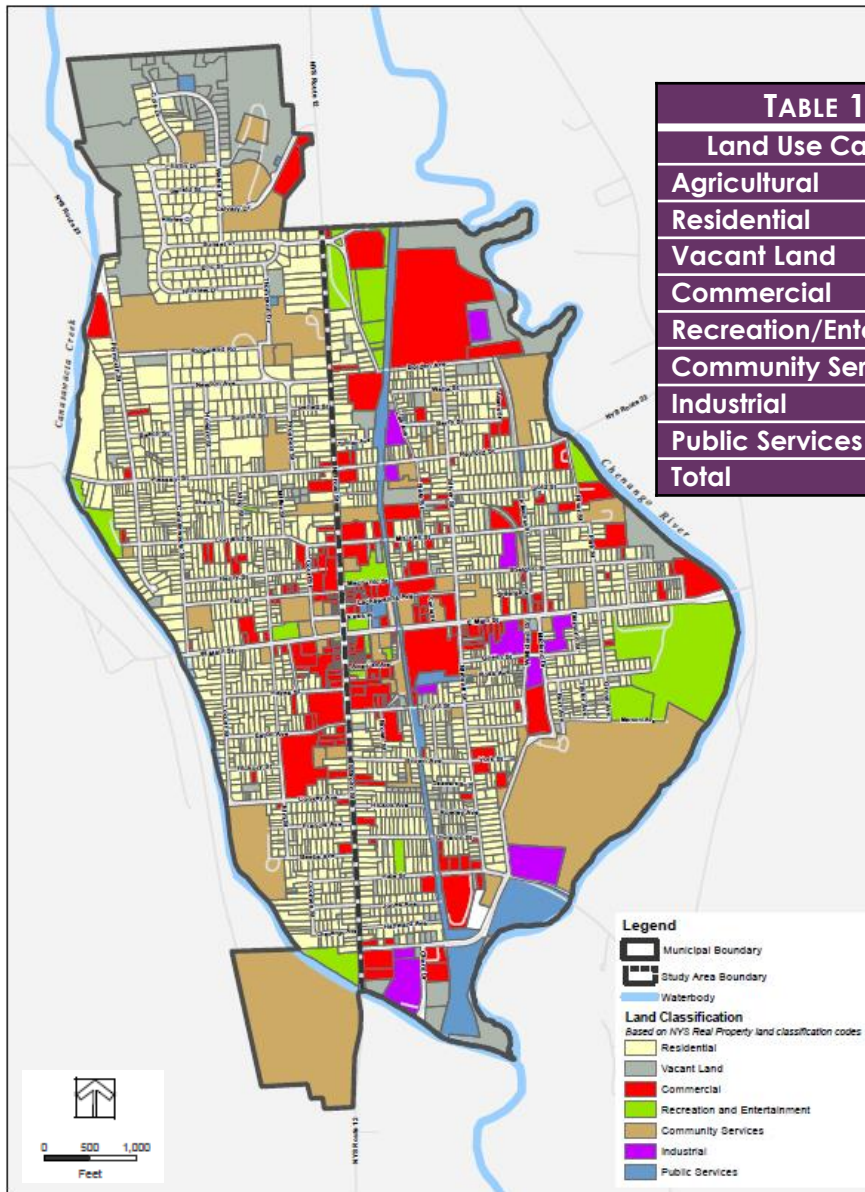
A property for which an expansion, redevelopment or reuse may be complicated by the presence or potential presence of a hazardous substance, pollutant or contaminant.

# Step 2 Project Overview

- New Development and Uses
- Businesses
- Housing
- New Employment Opportunities
- New Public Amenities
- Improving Environmental Quality



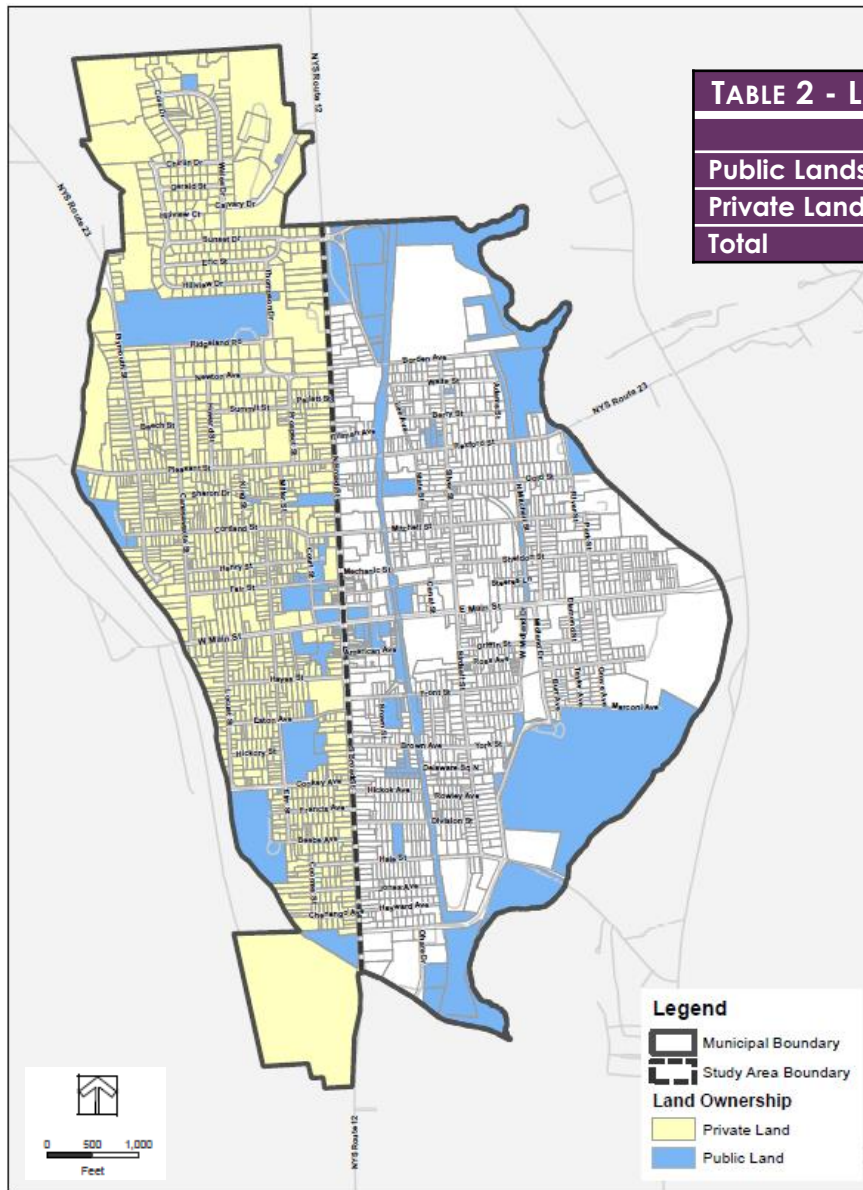
# Land Use



**TABLE 1 - LAND USES BY ACREAGE AND NUMBER**

Land Use Categories	BOA Land Area	Number of Parcels
Agricultural	-0-	-0-
Residential	237	973
Vacant Land	82	142
Commercial	124	156
Recreation/Entertainment	80	21
Community Services	317	32
Industrial	29	12
Public Services	65	10
<b>Total</b>	<b>934</b>	<b>1,346</b>

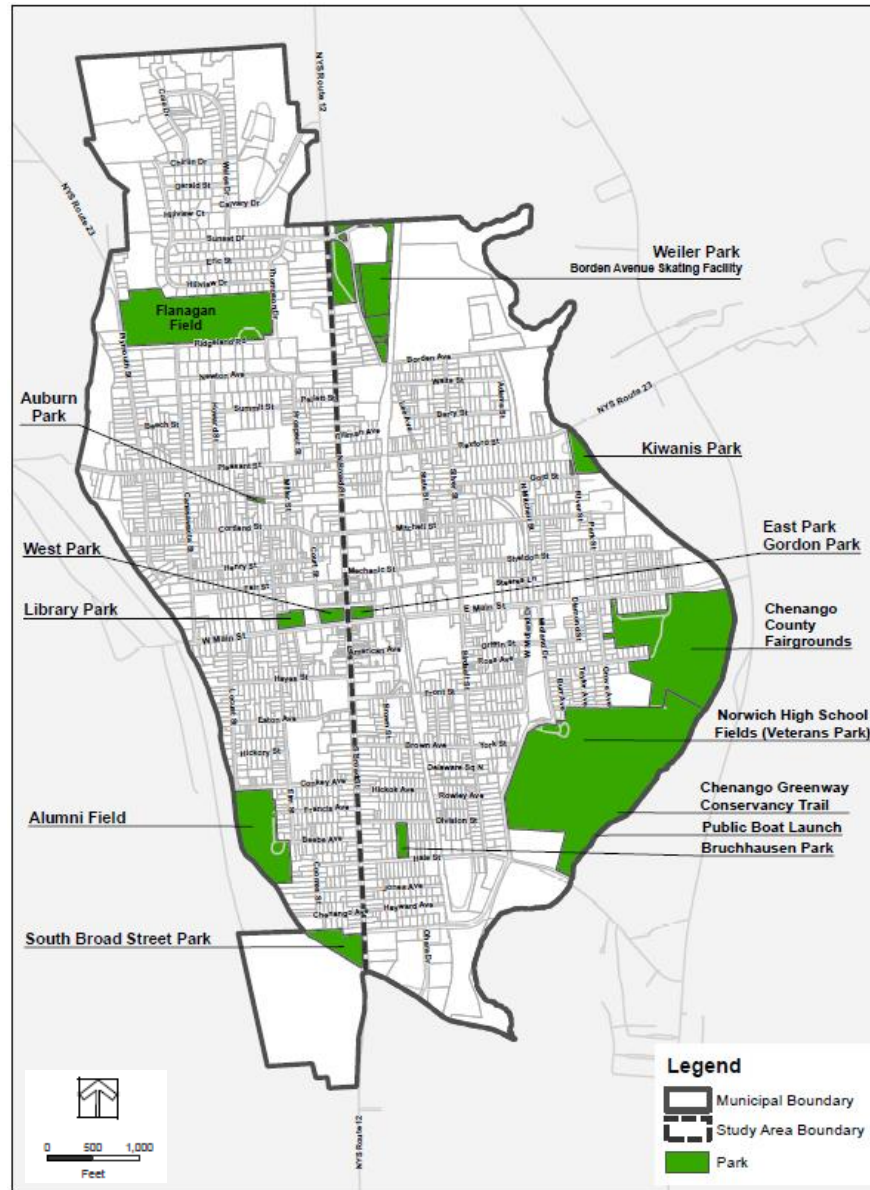
# Land Ownership



**TABLE 2 - LAND AREA FOR PRIVATE AND PUBLIC PROPERTY**

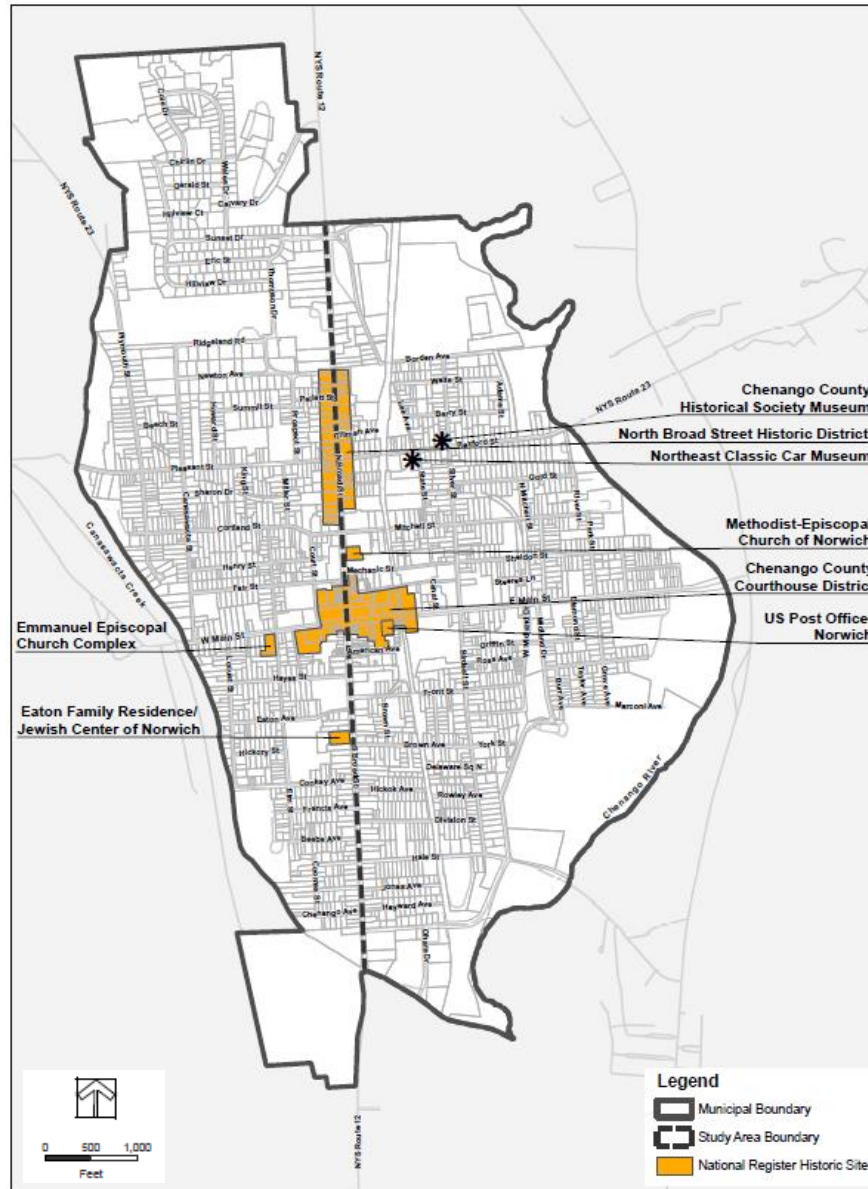
	Non-BOA Area	BOA Study Area	Totals
<b>Public Lands</b>	254	168	422
<b>Private Lands</b>	904	423	1,327
<b>Total</b>	1,158	591	1,749

# Parks and Open Space

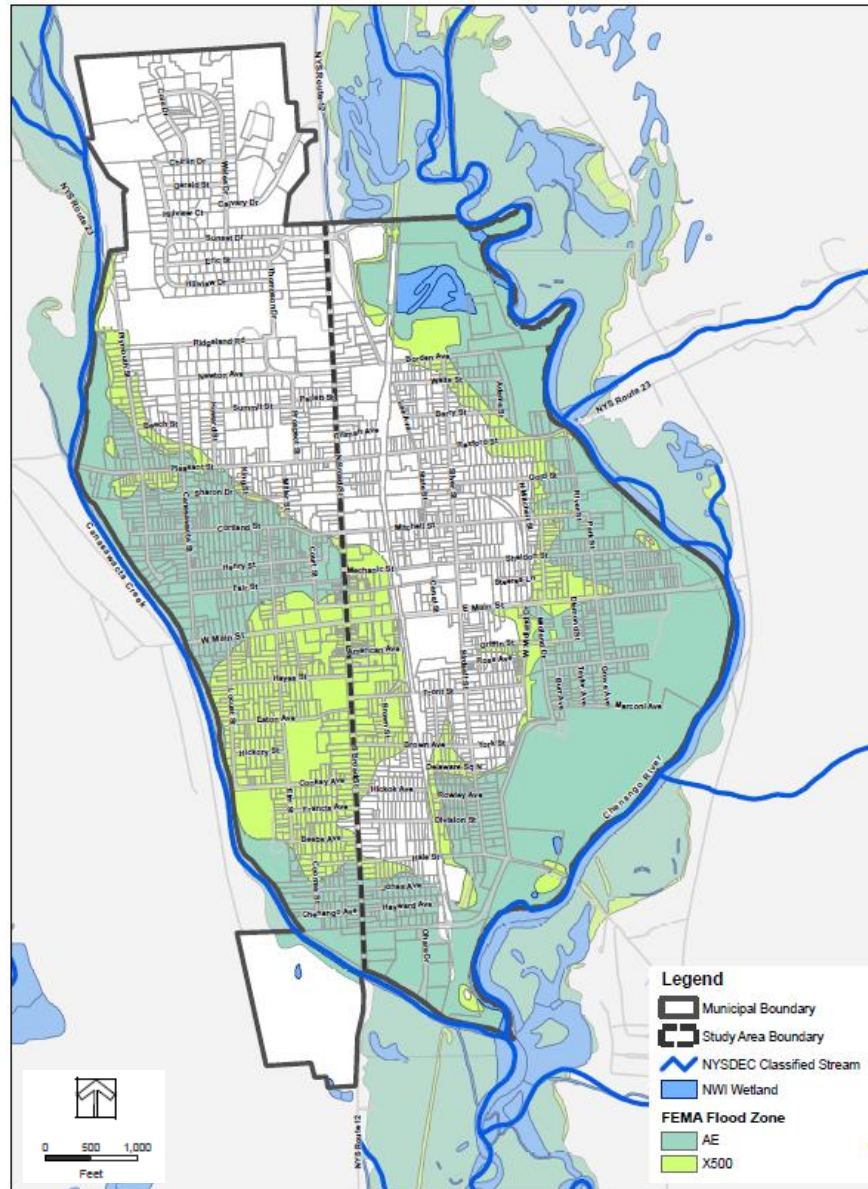




# Historically Significant Areas



# Natural Resources and Floodplains



# Underutilized Sites

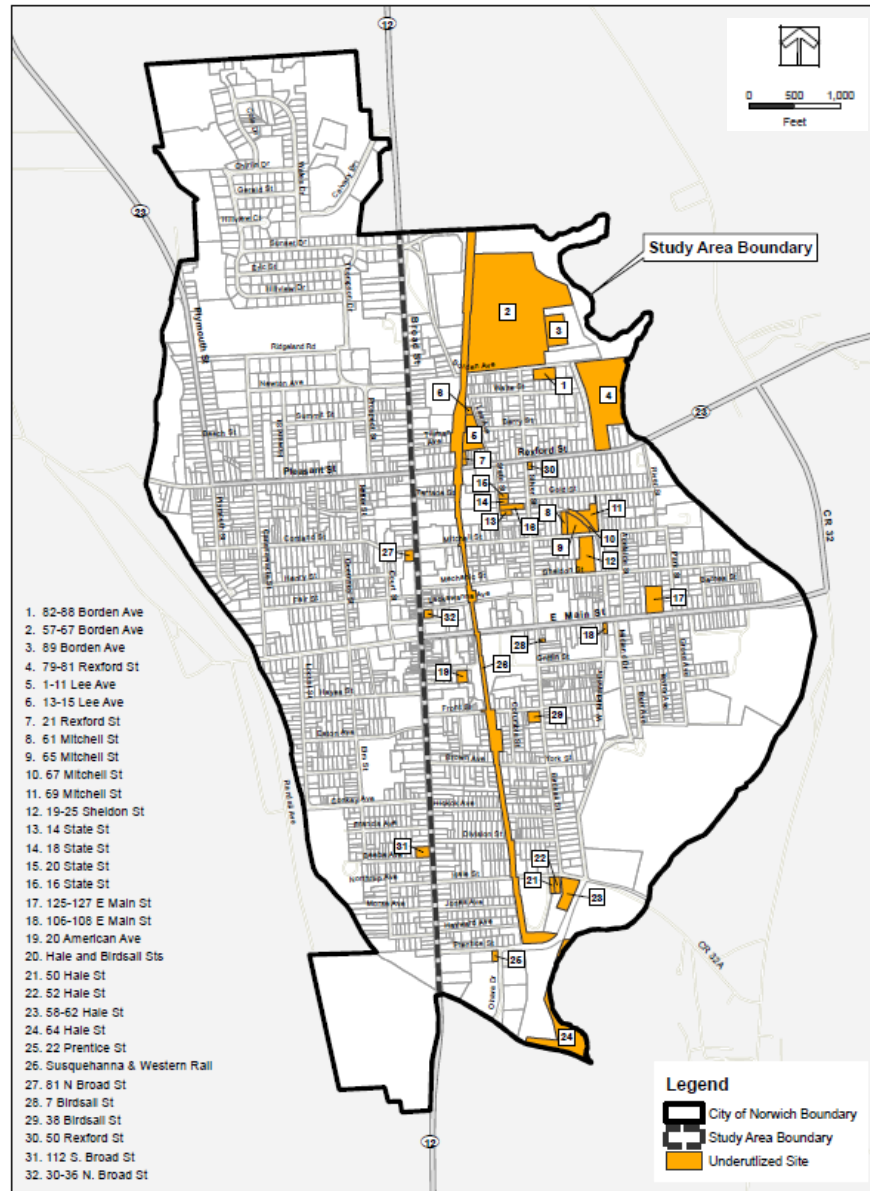
32 Total Sites

127 Total Acres

0.13 to 32.92 Acres

Average 3.62 Acres

# Underutilized Sites



# Borden Avenue Industrial Area

- 50 acres of underutilized land and structures
- 3 businesses are in operation active warehouses as well with two rented spaces, three empty warehouses, ten empty offices, and a vacant lot
- No known contaminants
- Several vacant industrial lots
- Active rail line
- Need for Loading Dock

# Priority Sites

## Borden Avenue Industrial Area



# Priority Sites

## The Unguentine Building 20 American Avenue



# Priority Sites

## The former Morrisville College Building 14-16 South Broad Street





# Priority Sites

## Former Ward Schools 1 and 5



112 South Broad Street



125-127 East Main Street

# Other Sites

## The Label Gallery Site



1-11 Lee Avenue



13-15 Lee Avenue



21 Rexford Street



# Economic and Market Trends Analysis

# Economic & Market Trends Analysis

## Scope of Work

- *Quantitative*: Compilation and analysis of data on the City of Norwich, Chenango County, & surrounding region
- *Qualitative*: Information on economic & market conditions, development issues, etc. from primary and secondary sources
- *Review* of existing plans & studies
- *Interviews* with various stakeholders

# Economic & Market Trends Analysis

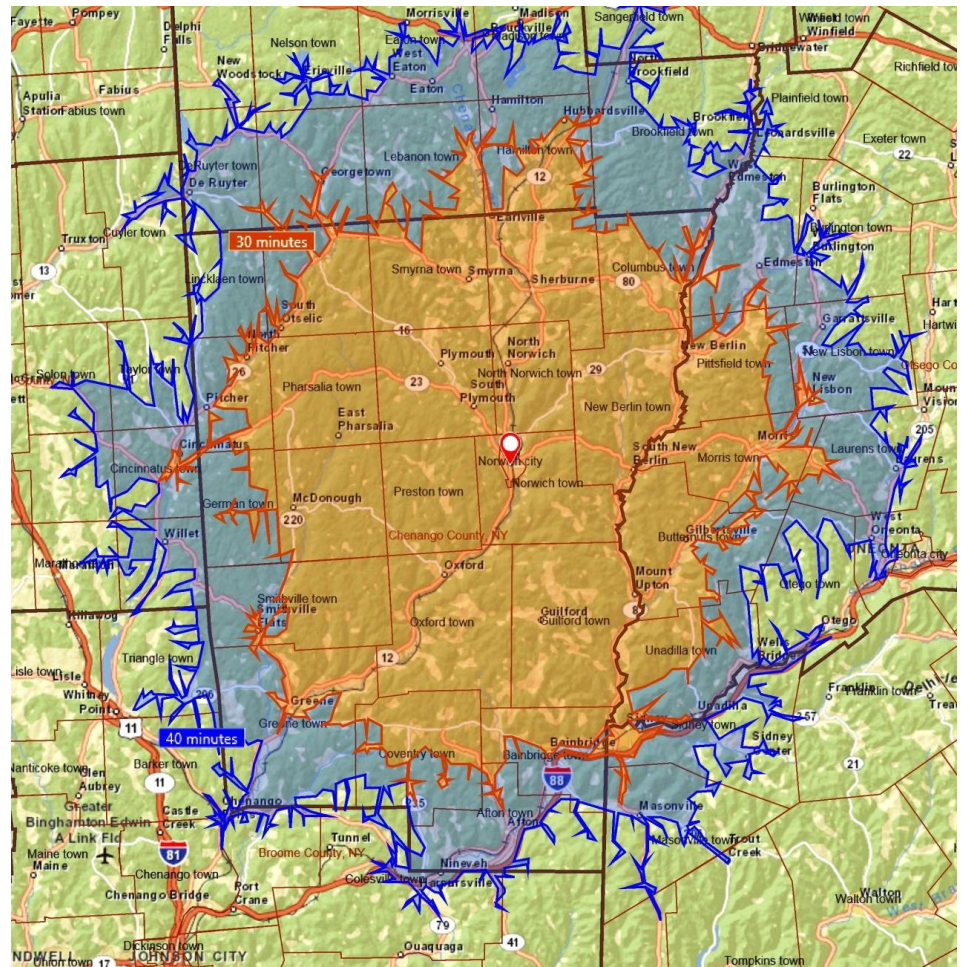
Low resident income levels and limited financial assets restrict consumer spending potential. There is a need to attract consumers from the surrounding area and capitalize on the large number of people who work in Norwich but live elsewhere.



# Economic & Market Trends Analysis

## Retail Trade Area: Within a 30-minute drivetime of DT Norwich

- 21,100 households (vs. 3,100 in City of Norwich)
- 49% are married-couple families w/kids (vs. 33.3% in city)
- Median age: 44.2 (vs. 38.4 in city)
- 73% are homeowners



# Economic & Market Trends Analysis

Retail development along Route 12 in the Town of Norwich has pulled businesses, customers, and traffic away from the downtown commercial district.

<b>Retail Stores</b>	<b>1997</b>	<b>2007</b>	<b>2012</b>
City of Norwich	90	48	38
Chenango County	204	188	170
<b>City as % of County</b>	<b>44.1%</b>	<b>25.5%</b>	<b>22.4%</b>
<b>Retail Sales (\$1,000)</b>			
City of Norwich	\$ 152,970	\$ 102,240	\$ 91,336
Chenango County	\$ 293,779	\$ 518,164	\$ 512,817
<b>City as % of County</b>	<b>52.1%</b>	<b>19.7%</b>	<b>17.8%</b>

Eating & drinking places in the City of Norwich account for an estimated 35% of the county's restaurant sales, however. Food service establishments represent a potential niche.

# Economic & Market Trends Analysis

Norwich has many long-running, highly successful festivals and events that draw visitors to the city, and museums that are experiencing growing attendance. However, the lack of quality lodging is a major barrier to increasing the economic impact of tourism and business travel.



*23rd Annual*  
**COLORSCAPE**  
**CHENANGO ARTS FESTIVAL**





# Economic & Market Trends Analysis

More than two-thirds of the City's rental housing stock is over 50 years old. The development of quality market-rate rentals in the City could help to attract or retain young professionals who would spend money at local businesses. There is also an ongoing need for funding to make improvements to the large number of older homes.



# Economic & Market Trends Analysis

Compared to other parts of the state, the manufacturing sector in Chenango County is in good shape, with several companies investing in expansion projects. Agriculture is also a major contributor to the County economy.

Vacant/underutilized industrial buildings in Norwich, especially those with rail access, could be used for the distribution and processing of local agricultural products.



# Recommendations and Implementation



# Opportunity #1

## Application for Step 3 Implementation Strategy and Site Assessments



# Opportunity #2

## Create a Powerful and Unified Marketing Message for the City



How does Norwich "fit" into the regional economic development strategy?



What distinguishes Norwich from other places?



What makes Norwich worth the trip?

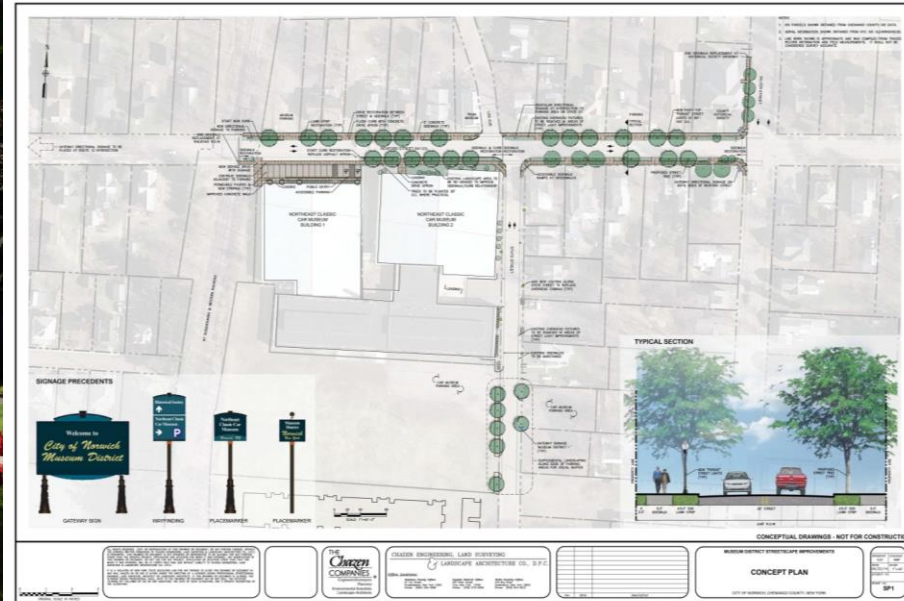


What are Norwich's "missing ingredients"?

The LA GROUP

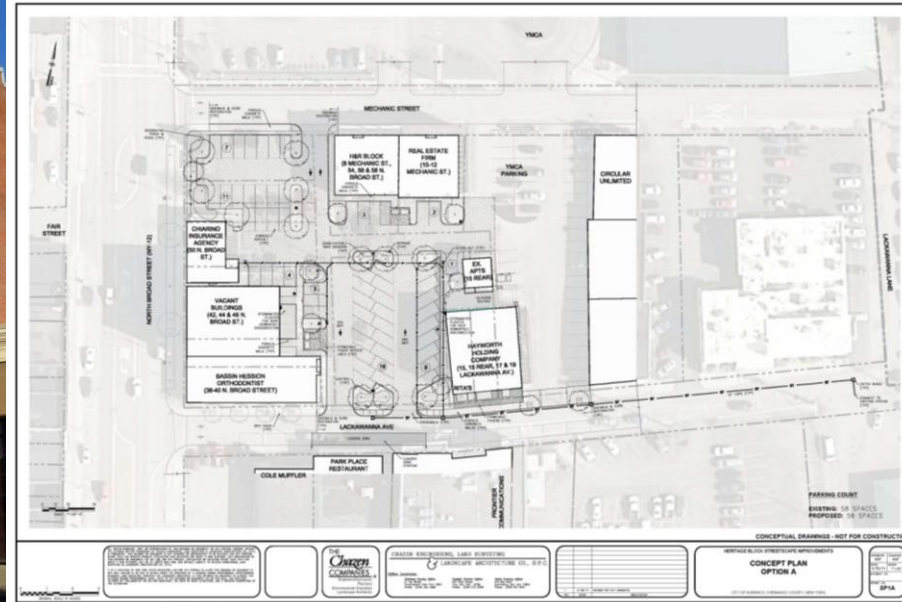
# Opportunity #3

## Advance Plans for the Museum District



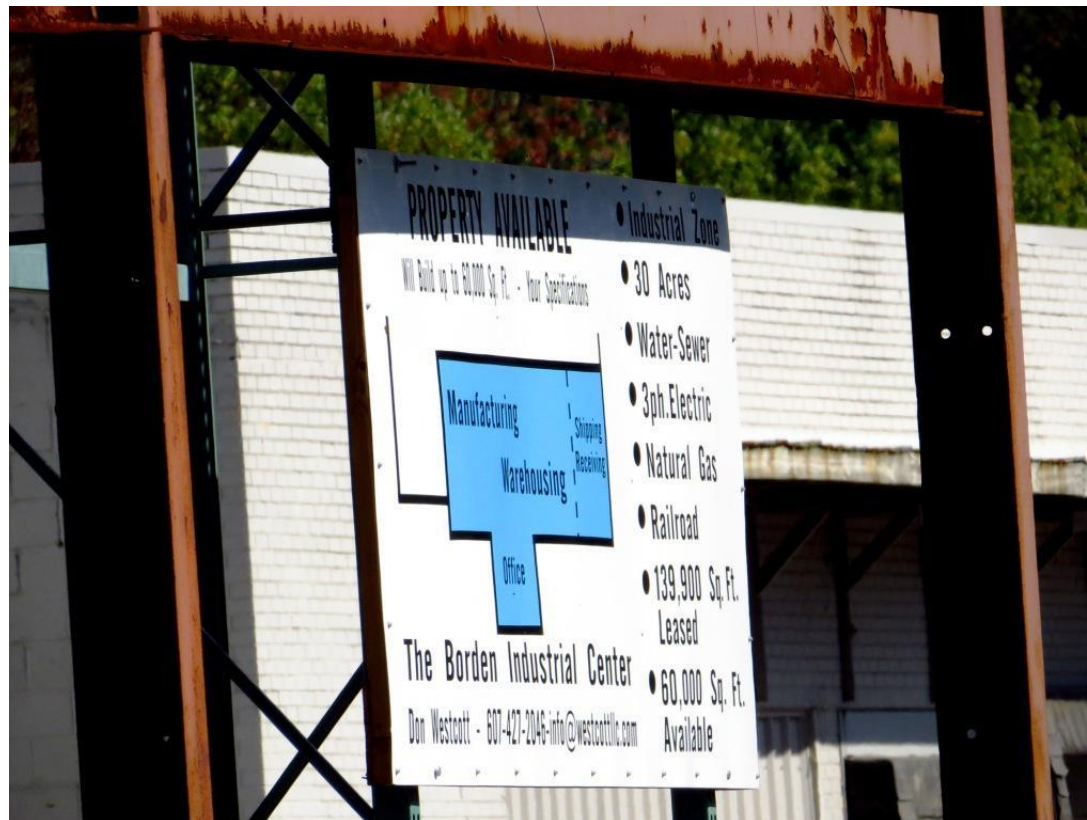
# Opportunity #4

## Implement the Heritage Block Redevelopment Project



# Opportunity #5

## Develop a Feasibility Plan for the Development of the Borden Avenue Industrial Area





# Opportunity #6

## Recapture Lost Corporate Lodging Demand and the Growing Tourism Market



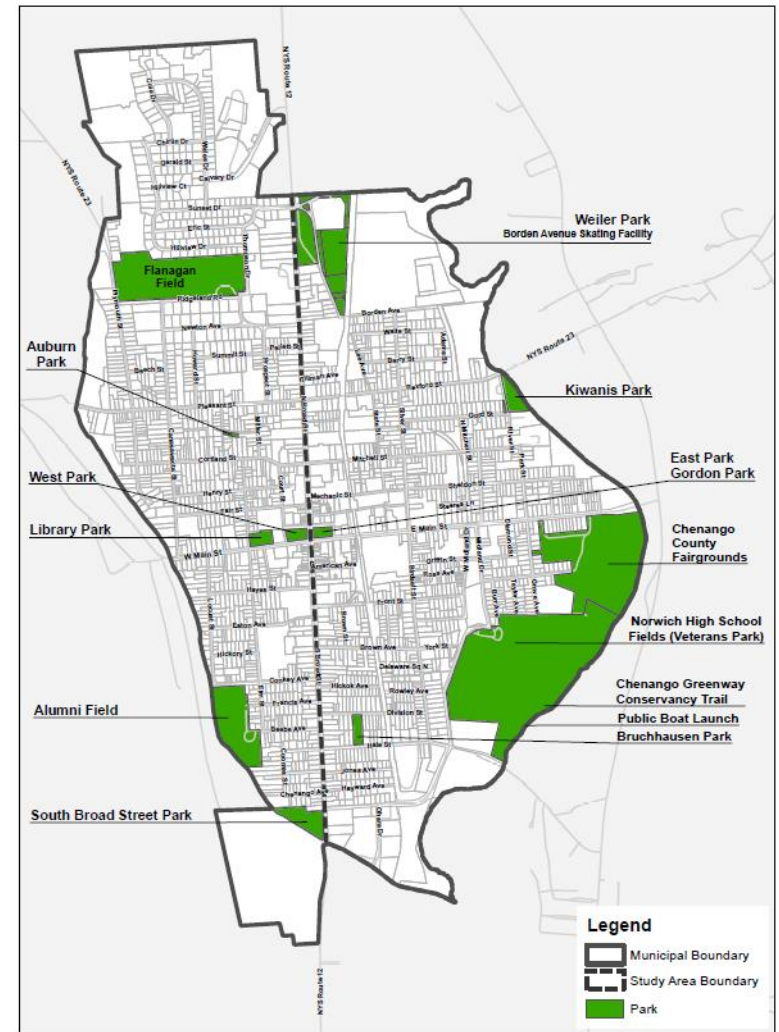
# Opportunity #7

**Support Entrepreneurship and Create New Opportunities for Business Development and Job Creation in the Growing Tourism Market**



# Opportunity #8

## Bring Recreation to the Waterfront



# Opportunity #9

**Develop Additional Types of Housing and Improve the Condition of the Existing Housing Stock**



# Opportunity #10

## Employ Feasible Main Street Revitalization Techniques and Programs to Enhance Norwich's downtown.



Apparel stores. Consider Village of Saranac Lake "community-owned department store"



Local dairy and fruit products



More restaurant options and café in the Museum District



Activities for kids and after school destination for middle school kids.



Coffee shop/bookstore or coffee roaster



Locally-sourced restaurants



Microbrewery

# Opportunity #11

## Develop and Implement a Population Action Plan

Recruit

Retain

Repatriate



# Implementation

- Apply for BOA Step 3 when available
- Review and Revise Regularly
- Use as Marketing Tool
- Complete High Impact Projects
- Continually Seek Funding Projects and Initiatives
- Consider applying for Downtown Revitalization Initiative

# Thank You!

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