



Celestial Blue



City of Oswego, New York

Final Consensus Plan Presentation

Introduction

The Goal of this Project is to:

- *Assess the Existing Conditions of the Waterfront*
- *Identify Opportunities to Enhance the Economic Vitality of the Waterfront*
- *Improve the Connection of the Waterfront to Downtown Oswego*
- *Present Economically Viable Alternatives to Make Immediate and Long Term Improvements*



Process

- *Continuous Community Involvement*
- *Site Assessment*
- *Community Visioning*
- *Market Feasibility Analysis*
- *Development of Concept Alternatives*
- *Refinement of Alternatives to Consensus Plan*
- *Development of Implementation Strategies*
- *Implementation Plan*



Waterfront Community Meetings

Community Meeting #1, August 29, 2016 – Project Introduction and Harbor Vision

Community Meeting #2, November 22 – Initial Concept Review Session

Community Meeting #3, January 17 – Refined Concept Review Session

Community Meeting #4, February 28 – Draft Consensus Plan Review Session

Community Meeting #5, April 13 – Final Consensus Plan Presentation



Engage the Community First

- *Start with a blank page*
- *Build on previous efforts*
- *Identify the community vision*
- *Present economically sound alternatives*
- *Develop a community-supported consensus plan*
- *Remember: authenticity is the key*



Community Feedback



What is Working Well at the Waterfront?

- *Charter Fishing*
- *Boating*
- *Views of the Sunset*
- *Maritime Museum*
- *Breitbeck Park*
- *Fireworks*
- *Festival*



What Needs Improvement at the Waterfront?

- *Access to the Water*
- *Water Quality*
- *Marina Infrastructure*
- *Wayfinding*
- *Connection to Downtown*
- *Things To Do*
- *Quality Destination and Experience*



What Are the Opportunities at the Waterfront?

- *Make the Pier a Public Space*
- *Add Destination Shops and Restaurants*
- *Provide a Modern Marina*
- *Expand Access to Boating*
- *Enhance the Charter Fishing Experience*
- *Integrate the Maritime Museum and Historic Elements into a Cohesive Experience*
- *Link the Waterfront to Downtown*



Most popular images: 20+ votes



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Providence, Rhode Island



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Popular images: 10-19 votes





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Martha's Vineyard, Massachusetts



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Concept Guiding Principles

- *The Waterfront Should Be Open to the Public*
- *Attract Visitors by Building a Better Community for Residents*
- *Complement Downtown, Don't Compete*
- *Base Decisions in Economic Reality*
- *Focus on Authenticity – Tell the Story of Oswego*





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CONCEPT ALTERNATIVE A: Lake Entertainment and Riverfront as Historic Old Shipping District

- A. Maritime Museum
- B. Retail: Business Incubator Space
- C. Marine Sanctuary
- D. Maritime Boat Tours
- E. Fish Cleaning Station
- F. Yacht Club
- G. Ice Cream/Shops
- H. Restaurant
- I. Carousel
- J. Lighthouse Tours
- K. Fuel Dock
- L. Boat Launch
- M. Sand Beach with Fixed Edge
- N. Condo Units
- O. Boat Storage
- P. Bed and Breakfast
- Q. Harbor View Mixed-Use Development
- R. Condo Units
- S. Mixed-Use
- T. Infill Commercial/Retail Shops
- U. Cahill Building
- V. Wayfinding Arch
- W. Interpretive Historic Overlook
 - 1. 1700's: Fur and Salt
 - 2. 1800's: Lumber and Grain
 - 3. 1900's: Coal and Cement
 - 4. 2000's: Fish and Metals
 - 5. Beyond: Interpretive Plaques Looking to the Future of Oswego's Waterfront



CONCEPT ALTERNATIVE B: Lake and Riverfront as Park District

- | | |
|--|--|
| A. Maritime Museum | P. Park Space |
| B. Ice Cream/Shops | Q. Road Removal/New Park Space |
| C. Marine Sanctuary | R. Harbor View Mixed-Use Development |
| D. Yacht Club | S. Pedestrian Streetscape Improvements |
| E. Maritime Boat Tours | T. Condo Units |
| F. Restaurant with Outdoor Dining | U. Public Art |
| G. Sculptural Climbing Attraction for Sunset Viewing | V. Cahill Building |
| H. Overlook Tower | W. Streetscape Improvements Connecting to City Parks |
| I. Food Trucks | X. Sculptural Seating for River Viewing |
| J. Interactive Fountain/Splash Pad | Y. Kayak Whitewater Course |
| K. Fuel Dock | Z. Green Wall Courtyard |
| L. Boat Storage | |
| M. Condo Units | |
| N. Sand Beach with Fixed Edge | |
| O. Boat Launch | |



CONCEPT ALTERNATIVE C: Lake Residential and Riverfront as Entertainment District

- | | |
|--------------------------------------|---|
| A. Maritime Museum | P. Pedestrian Streetscape Improvements |
| B. Maritime Boat Tours | Q. Condo Units |
| C. Yacht Club | R. Dock with Ice Cream Shop |
| D. Mixed-Use | S. Cahill Building |
| E. Restaurant with Outdoor Dining | T. Infill: Commercial and Retail Shops |
| F. Sand 'Beach' Event Space | U. Transient Boat Slips |
| G. Restrooms and Charter Office | V. Overlook/Interactive Fountain/Ice Rink |
| H. Condo Units | W. Restrooms |
| I. Fuel Dock | X. Food Truck Court |
| J. Boat Storage | Y. Night Market Space |
| K. 'Flat Rock' Beach | Z. Parking/Farmers Market Space |
| L. Park Space | |
| M. Community Sailing | |
| N. Boat Launch | |
| O. Harbor View Mixed-Use Development | |



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Overall Positive Comments

- *Activate the Pier*
- *Expand Access to the Water*
- *Build the Beach!*
- *Link Downtown to the Waterfront*
- *Build on Maritime History*
- *Build on Charter Fishing*
- *Modernize the Marina*
- *Move the Boat Launch*
- *Balance Development and Scale*
- *Create Year-Round Activities*



Marina Specific Comments

- *Provide Modern Utilities and Amenities*
- *Provide Designated Transient Docking for Visitors and Regattas*
- *Support Charters and Yacht Club Needs*
 - *Wind and Wave Climate*
 - *Water Depth and Quality*
 - *Accessibility and Security*
- *Improve Boater Services Facilities*
- *Provide Fuel and Pump-Out*
- *Achieve Realistic Market Rates*





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Development Specific Comments

- *Consider Form Based Code to Implement Vision*
- *Recognize the Need for Economic Development to Serve as a Catalyst for Community Amenities*
- *Recognize the Need to Balance Job Creation With Neighborhood Scale*





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Bar Harbor, Maine

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	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
A. Maritime Museum and Marine Sanctuary as Connection Between Waterfront and Downtown		
C. Maritime Boat Tours at Main Pier		
D. Boat Services and Restrooms in Two Locations Convenient to Marina		
E. Yacht Club at West Side of Marina		
F. Community Sailing Program Located with Yacht Club		
G. H. Charter Boat Kiosk and Fish Cleaning Station-Charter Boats Located throughout Marina		
I. Fuel Dock		
J. K. Boat Storage and General Marina Improvements as Needed		
L. M. Restored Boat Launch and Liberty Street Streetscape Improvements		
N. The Rock Splash Zone within Breckinridge Park		

	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
O. McCabe Building as Event Center with Improved Connection to Waterfront		
P. Q. R. S. Retail, Market Space, Cafe and Restaurant on Pier		
T. U. V. W. Recreation Attractions and Food Trucks at End of Pier		
X. Sand Beach with Fixed Edge		
Y. Residential at Waterfront		
Z. Park Spaces at Waterfront		
AA. CC. DD. JJ. LL. Mixed-Use Development to Enhance Downtown		
BB. KK. Streetscape Improvements and Connections to Parks		
EE. FF. GG. HH. Riverfront Improvements and Activities for Visitors Year-Round		
II. Whitewater Kayak Course		





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Concept Alternative C, Revised: Waterfront as Historic District

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January 17, 2017

A. B. Maritime Museum and Marine Sanctuary on Main Pier	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
C. Maritime Boat Tours at Main Pier near Museums	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
D. Besser Services and Restrooms in One Location	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
E. Yacht Club on Main Pier	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
F. Community Sailing Program at Historic Dry Dock	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
G. H. Charter Boat Kiosk and Fish Cleaning Station-Charter Boats Located throughout Marinas	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
I. Pull Dock	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
J. K. Boat Storage and General Marine Improvements as Needed	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
L. M. Renovated Boat Launch and Liberty Street Streetscape Improvements	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
N. Fishing Pier at Boardwalk Park	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)

O. McCreib Building as Event Center with Improved Connection to Waterfront	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
P. Q. Ice Cream/Cafe and Restaurant on Pier	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
R. S. Sand Beach and Dinner Cruise Dock at End of Pier as Event Space	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
T. U. Flat Rock Beach with Splash Pad	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
V. Residential at Waterfront	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
W. Park Spaces at Waterfront, Potential for Ice Skating Rink in Winter	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
X. Z. AA. EE. II. Mixed-Use Development to Enhance Downtown	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
Y. HH. Streetscape Improvements and Connections to Parks	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
BB. CC. DD. FF. Riverfront Improvements and Activities for Visitors Year-Round	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
GG. Archway Markers to Interpret Oswego's Historic Past	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)



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Draft Consensus Plan Comments

- *Enhance Water Quality and Enhance Charter Fishing and Boating Facilities*
- *Improve Marine Facilities for Large Boats, and Consider Haul-Out, Storage, and Dry Racks*
- *Invest in the McCrobie Center to Support Public Arts*
- *Maintain a Walkable Breakwater, with Conduits*
- *Improve Bicycle & Walking Connections to SUNY*
- *Improve Facilities for Pets*
- *Ensure High Quality Architecture*
- *Strong Support for Markets*

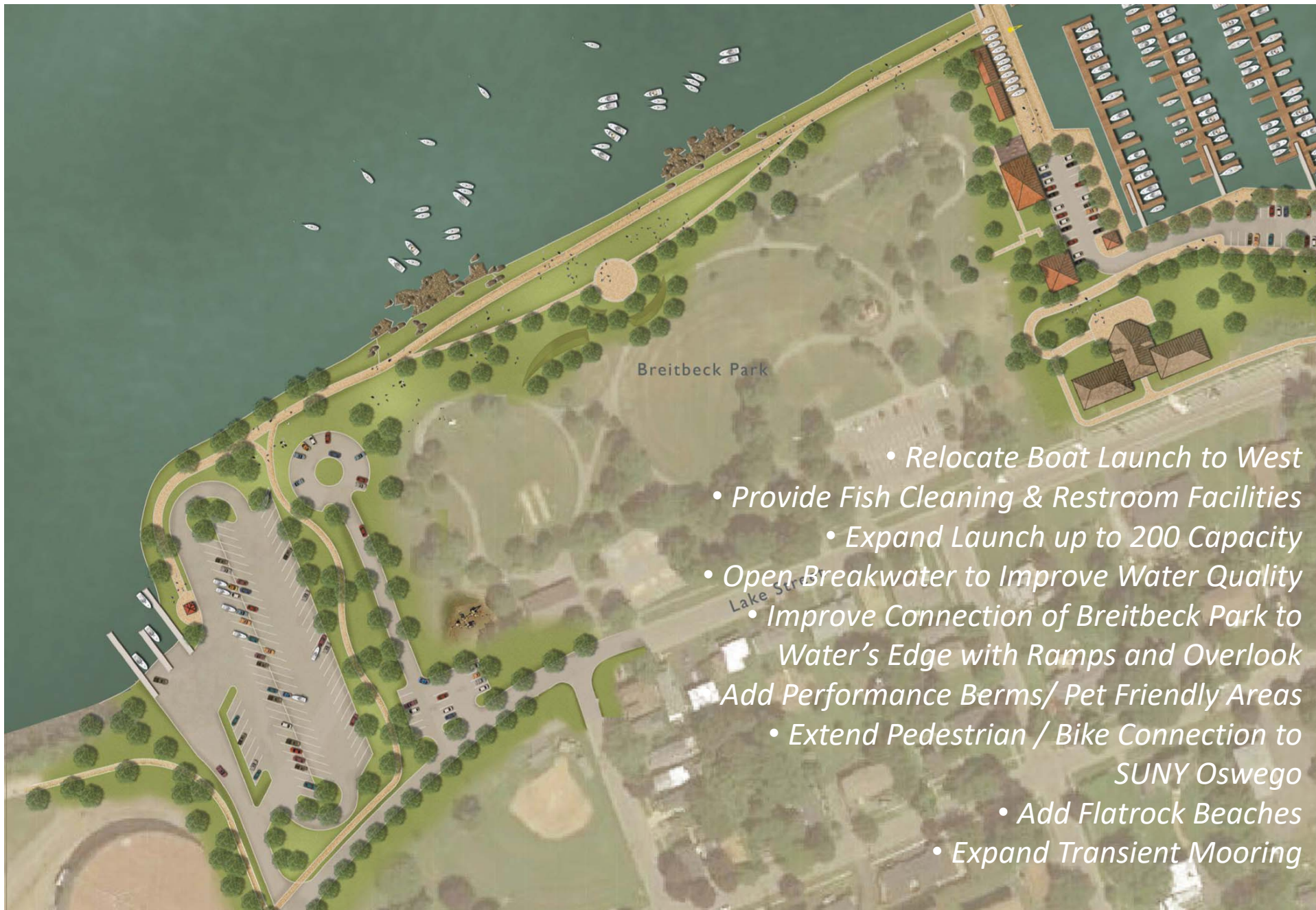


Draft Consensus Plan Comments

- *Strong Support for Markets*
- *Ensure Kayaking Does Not Impact Fishing*
- *Consider Painting / Art on Silos and Tanks*
- *Maintain Public Waterfront Access*
- *Concern over Building Heights and Views*
- *Ensure Viable, Functional Parking Solution*
- *Love the Flat Rock Beach and Whitewater*
- *Maintain the Charm of Our City!*







- Relocate Boat Launch to West
- Provide Fish Cleaning & Restroom Facilities
 - Expand Launch up to 200 Capacity
- Open Breakwater to Improve Water Quality
 - Improve Connection of Breitbeck Park to Water's Edge with Ramps and Overlook
- Add Performance Berms/ Pet Friendly Areas
- Extend Pedestrian / Bike Connection to SUNY Oswego
 - Add Flatrock Beaches
 - Expand Transient Mooring





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- Relocate Yacht Club and Community Sailing
- Improve the Marina to Modern Standards
- Enhance Charter Fishing Services / Parking
- Connect McCrobie Event Center to Water, Enhance Performance Venue Options
- Construct Waterfront Promenade
- New Residential





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- Sand Beach / Water Play on the Pier
- Lighthouse Tours, Dinner Cruise, and Boat Club / Rentals
- Transient and Boating Events Space
- Restaurants, Ice Cream, Small Retail
 - Market Vendor Stalls
 - Civic Green Space
 - Flatrock Beach
 - Expanded Parking





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- Combined Maritime Museum and Marine Sanctuary Center
- Enhanced Historic Dry Dock
- Promenade / Visual Link to Downtown
- Parking & Drop off





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- *Maritime Museum and Marine Sanctuary Center as Visual Icon*
- *Three New Private Developments Already Underway*
- *Historic Archways and Wayfinding Signs to Guide Visitors to the Waterfront*
- *Historic Archway Overlooks Links Neighborhood to the River*
- *Riverfront Pedestrian Promenade Links Downtown to the Waterfront*
- *New Transient Boating Docks*
- *Whitewater Kayaking / Tubing Park*
- *Mixed-Use Infill*
- *Night Market*
- *Improved Streetscape*





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Implementation Plan

- *Market Analysis*
- *Entitlement*
- *Permitting*
- *Funding*
- *Near Term Improvements*
- *Mid Term Improvements*
- *Long Term Improvements*



Action Plan Categories:

- Physical Improvements
- Development
- Partnerships
- Entitlement



Timeframe:

- Near-Term 1-2 years
- Mid-Term 2-5 years
- Long-Term 5+ years



Physical Improvements – Short-Term:

- Address Water Quality – Eliminate Weeds
- Breitbeck Park Edge Improvements and Accessible Connections
- Marine Fuel & Pump-out
- Flat Rock Beach
- Oswego River Docks
- Boat Launch Relocation Feasibility Study
- Marina Renovation Market Analysis & Feasibility Study
- Improved Signage & Wayfinding



Physical Improvements – Mid-Term:

- Marina Renovation
- Boat Launch Relocation
- Marine Sanctuary / Maritime Museum Relocation
- Pier Improvements – New Restaurants & Market
- Parking Expansion & Improvements
- Promenade Improvements
- Yacht Club and Community Sailing Relocation



Physical Improvements – Mid-Term:

- McCrobie Renovations and Improvements
- Whitewater Park Feasibility
- West First Urban Infill
- Waterfront Mixed-Use Development Feasibility



Physical Improvements – Long-Term:

- Marine Sanctuary and Maritime Museum Relocation
- Mixed Use Development
- Complete Renovation of Pier Infrastructure
- Expanded Marina Operations



Development:

- Maintain a Public Edge to the Waterfront
- Recognize and remain true to the spirit and character of the City of Oswego
- Maintain a mixed-use lakefront with elements of residential, restaurant/retail, recreational and working waterfront activities



Development:

- Consider development of a Form Based Code which guarantee zoning approval so long as the project complies with the Form Based Code
- Remain open to working waterfront opportunities with a need to be on the lakefront that are clean and compatible with surrounding land uses



Development:

- Actively Seek Out Development Partnerships
- Identify Available incentives
 - TIF / Infrastructure Investment
 - Tax Incentives
 - Land Partnership
 - State/Federal Economic Development Grants
 - Brownfield Incentives



Partnerships:

- NOAA
- US Fish and Wildlife Service
- National Park Service
- National Marine Sanctuary
- State of New York
- Maritime Museum
- Charter Fishing and Yacht Club
- Performing Arts
- Local Development Community



Funding Strategies

- Tax Increment Financing
- Land Partnerships
- Agency Partnerships
- Public Private Partnerships
- State and Federal Grants
- Brownfield Grants
- Local Funding Sources
- User Fees and Charges
- Philanthropy



New York State Environmental Quality Review (SEQR)

- Protection of Waters permits (DEC)
- Coastal Erosion Management permits (DEC)
- Cultural Resources Information Submittals (SHPO)
- Coastal Zone Consistency Review (DOS)
- Underwater land easements (OGS)
- Amendment to zoning ordinance (Common Council)
- Special use permits, variances (ZBA)
- Site plan review (Planning Board)



SEQR Process

- SEQR will commence with an Environmental Assessment Form (EAF)
- Lead Agency will issue a Determination of Significance
- Actions with significant environmental impacts will require an Environmental Impact Statement (EIS)
- EIS can be project specific (e.g., flat-rock beach) or generic (e.g., full waterfront redevelopment)



SEQR Process

Generic EIS

- GEIS identifies potential impacts from a broader perspective over a larger geographic area
- Appropriate for initiatives that involve multiple, smaller projects
- Uses hypothetical scenarios and reasonable assumptions to set thresholds of impacts
- If implementation will surpass those thresholds, additional review may be required
- Completion of EIS process typically takes 6-12 months or more with report production, comment periods, etc.



Thank You!

Please feel free to contact us at:

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