IN A POST INDUSTRIAL CITY

REVITALIZATION THROUGH COALITION BUILDING

Marilyn Higgins, Vice President Community Engagement & Economic Development
To stabilize neighborhoods and families in the City of Syracuse, Syracuse University:

- Initiates bold projects that address long-standing problems.
- Develops solutions that play to our academic strengths.
- Builds strong cross-sector partnerships to make the solutions sustainable.
THE SYRACUSE LANDSCAPE

- University Hill
- E. Genesee St. Cultural District
- Civic Strip Area
- Symphony Place
- Arts, Technology & Design Quarter
- Near West Side
- Syracuse Center of Excellence
- Armory Square District
- Clinton Square
- The Warehouse
CROSS SECTOR PARTNERSHIPS

Save the Rain

Global Entrepreneurship/Technology

Neighborhood Revitalization

Façade Improvements

Case Supply Warehouse
   .....home to WCNY and ProLiteracy
USE
Identity

By highlighting the word "Use" within Syracuse, this mark distinguishes itself from any prior or existing way of writing the word Syracuse.

The flexible system can be rationalized to both promote and identify destinations, events, or themes around the corridor and city at large.

Logo artwork is fixed and can be provided by the distributor of this document, and are also available as an extendable template.
Near Westside Initiative Mission:
Combine the power of art, technology, and innovation with neighborhood values and culture to revitalize Syracuse’s Near Westside.
Mission
Combine the power of art, technology, and innovation with neighborhood values and culture to revitalize Syracuse’s Near Westside.

Vision
The revitalization will be fueled by interdisciplinary scholarship, international connections, and the seed capital and commitment of Syracuse University. It will be sustained by the residents, businesses, foundations, and the local government of Syracuse.

It will infuse arts and innovation, renovate and build new homes, and will create jobs, home ownership opportunities, and beautiful public spaces for the people who live in the neighborhood.
Near Westside Profile

- The poorest neighborhood in Syracuse and the 9th poorest in the country.
- 3,310 residents - 31% White, 41% African American, 34% Hispanic
- 52% Living in poverty (double that of the City’s rate)
- 40% unemployment
- 37% with disabilities
- Violent crime rate 5 times the county rate
- 1,244 housing units, 20% are vacant (double NYS rate)
- Owner-occupancy rate of 15% within the 0.33 square mile area (215 acres)
$12M Residential Restoration

• Home HeadQuarters: 100 homes acquired; 37 homes completed
• Christopher Community: 60 new affordable rental properties
• Habitat for Humanity: 9 new homes
Near West Side Initiative, Inc.

- Diverse, engaged board of directors
- Renovating vacant warehouses for artist live/work space
- Artist & business relocation
- Microloans
- “Green Train”—training residents and new immigrants in green building
Overhauling Urban Land Use

Case Warehouse

Future home of WCNY Public Broadcasting and ProLiteracy International
LaCasita
Say Yes to Education
10 Artist Live/Work Units
Rebirth of a City

RICK DESTITO stands on the first floor of The Gear Factory, a former warehouse he bought and is turning into studios for area artists and musicians.

Rebirth Syracuse Style
Engaged Residents

Westside Through My Eyes

Near Westside Photo Contest

The winner (over age of 18) will receive 2 First Class Airline Tickets to anywhere in the continental United States, and the winner (under 18) wins a Wii Console! Judges will be from the Westside Arts Council.

The Contest will begin on December 16th, 2010 and will end on January 28th, 2011.

THE RULES:

● All photographs must be taken in the Westside of Syracuse, between the 12.16.10 and 01.28.11.

● To Submit, you must live or work in the Near Westside.

● Only 1 photo may be submitted per person.

● You must submit an 8x10 inch photograph (color or b&w).

● If you are under 18 years of age, you must have guardian approval.

● You MUST drop off the photographs at either PEACE Inc. (300 Wyoming Street) or at the Vincent House (500 Seymour Street).

The Near Westside Initiative, in partnership with the Westside Arts Council, wants you to photograph your community and show the rest of the city the great beauty of the Near Westside and its people.

All submitted works will be exhibited on March 16th, 2011 in the Case Supply Warehouse (109 Wyoming Street).

Please complete this section and include it with your 8x10 photograph.

You MUST drop the photographs at either PEACE Inc. (300 Wyoming Street) or at the Vincent House (500 Seymour Street).

Name: ____________________ Age: ______ Phone: ____________________

Address: ____________________ City: ____________________

Title of the Photograph: ____________________

If Under the Age of 18, Guardian’s Name: ____________________
Team Approach
Creative Placemaking

N O T H I N G  T O  D O  I S  E V E R Y T H I N G  W I T H  Y O U


F A L L  L E A V E S  W I N T E R  L O N G S
Near West Side association focuses on businesses

By Maureen Nolan
Staff writer

A fledging Near West Side business association held its first meeting last week at a company that has been in the neighborhood since 2002.

Stressdesign owner Marc Stress, who hosted the meeting in his offices at the Rockwest Center on West Fayette Street, said he thinks an association can help with the development of his own business. “But I think almost definitely more important, right off the bat, is business awareness. There are more than 140 businesses on the Near West Side and I think (this) was a great opportunity for the folks that...”

A funding source and Cooperative Federal Credit Union are on board, Short said.

The others strategies are:
- A free entrepreneurship program that will help people start or improve their businesses. That will be run in partnership with the South Side Innovation Center and Onondaga Community College’s Small Business Development Center.
- Peer mentoring. Established business owners in the new association will work with less experienced owners, Short said.

At the meeting last week, business owners brought up several issues they want the association to address, and the...
Saying Yes to Education

This is not one more thing on the plate. This is the plate

• First district-wide model – 21,000 students
• Scholarships for all Syracuse City School District high school graduates at two dozen private colleges and all SUNY/CUNY
• 1,000 Say Yes scholars at 60 different colleges
• 127 Say Yes scholars at Syracuse University
• Complete wrap-around services, legal clinics, summer camps
A Goal is to Combine the Momentum to Create

NEAR WEST SIDE INITIATIVE, INC.

A SAY YES NEIGHBORHOOD

SAY YES TO EDUCATION

Commercial redevelopment/business development

Housing revitalization/home ownership

Community building/resident engagement

Greening the neighborhood

Marketing/artist relocation

After school academic enrichment/summer camps

Tutoring/social/emotional supports/mentorships

Medical, mental health, family supports

Universal access to scholarships

Student monitoring system
Project No. 10161995
Near Westside Initiative
Syracuse, NY
Stage 1
12/21/2009

How to Interpret this Report

Purpose:
The Leadership in Energy and Environmental Design (LEED) for Neighborhood Development Rating System was designed by the U.S. Green Building Council, Congress for the New Urbanism, and Natural Resources Defense Council, to encourage and facilitate the construction of sustainable development. The Final Review of the Near Westside Initiative project has been completed. This step is conducted to confirm that the project is certified.
National Recognition
Opinionator
Exclusively Online Commentary From The Times

August 10, 2010, 2:38 PM

Rebirth of a City
By ROBERTA BRACHES GRATZ

Living Rooms explores the past, present and future of domestic life.

TAGS: AREA PLANNING AND RENEWAL, RESIDENTIAL DEVELOPMENT, SYRACUSE

A house is more than just a shelter from the atoms. How we shape our homes, and how we behave within them, speak volumes about our history, our values and our way of life. Living Rooms explores the past, present and future of domestic life, with contributions from artists, journalists, design experts and historians.

Inside Opinionator
April 11, 2011

Commemorating the Civil War’s 150th Anniversary
Participate in live discussion with Adam Goodhart for about the significance of Civil War at 10 p.m., EST, on

CEOs for Cities is a civic lab of today’s urban leaders catalyzing a movement to advance the next generation of great American cities.

CEOs for CITIES
INSPIRE CONNECT SUCCEED

Impressive in Syracuse
March 28, 2010
Posted by Carol

Thursday, I spent the day with Marilyn Higgins at Syracuse University seeing the community work inspired (and pushed hard) by Chancellor Nancy Cantor. Nancy and Marilyn are both smart, can-do leaders who are working to give downtown Syracuse and its near West Side neighborhoods new energy.

The Connective Corridor is a linear piece of real estate that connects the Near Westside through downtown and the arts district to the (gorgeous) Syracuse U campus. The university has labeled the district, given it an identity, invited professors and their students to work on projects that will give life to the area. One of my favorite projects there is the Urban Video Project.

What was really striking, though, is the patient work the university has been willing to tackle in the Near West Side. Instead of buying property and moving university uses there, the university formed an organization run by a community board to guide redevelopment. After talking with board members at their meeting Thursday afternoon, it appears that the relationships developed in service to the redevelopment of the Near West Side and the methods being used for

Looking for answers
Clearly, the best solution is to save these buildings. Demolition and disposal of hundreds of houses over several years will have direct costs — including tapering fees and a shortened life span for the landfill — as well as indirect costs of good materials gone to waste.

Increasingly, cities like Syracuse are looking at deconstruction as an alternative to demolition. Deconstruction is the systematic disassembly of a structure in order to salvage its components for reuse, unlike architectural salvage, which usually targets a few valuable pieces from a building, the aim of deconstruction is to consider reuse or recycling of the entire structure, including ordinary materials such as structural timbers and floorboards.

Like many cities, Syracuse does not have a formal process for evaluating the potential benefit of a deconstruction project. That’s a problem. Because of the complex nature of deconstruction projects, there are a number of steps that need to be taken to ensure the best possible outcome. Most importantly, the process should be participatory, involving all stakeholders from the beginning.

In the case of the project underway in the Near West Side, that means involving not only the university and the City of Syracuse, but also the residents who live in the area, as well as local businesses and community organizations. By engaging all parties early on, the project can create a more inclusive and sustainable solution for the community.
“Universities share the responsibility to address the pressing issues of our times:

- Decaying civil infrastructure
- Environmental degradation
- Failing schools
- Beleaguered economies
- Distressed neighborhoods
- Social divisions

…..doing so is good for the scholarly life of faculty, the education of students, and the community.”
Diversity and excellence are not in opposition.

“The more we recruit diverse students and faculty, the more they are attracted by the opportunities to get engaged and the better we become as a university.”