

# REVITALIZATION THROUGH COALITION BUILDING



# IN A POST INDUSTRIAL CITY

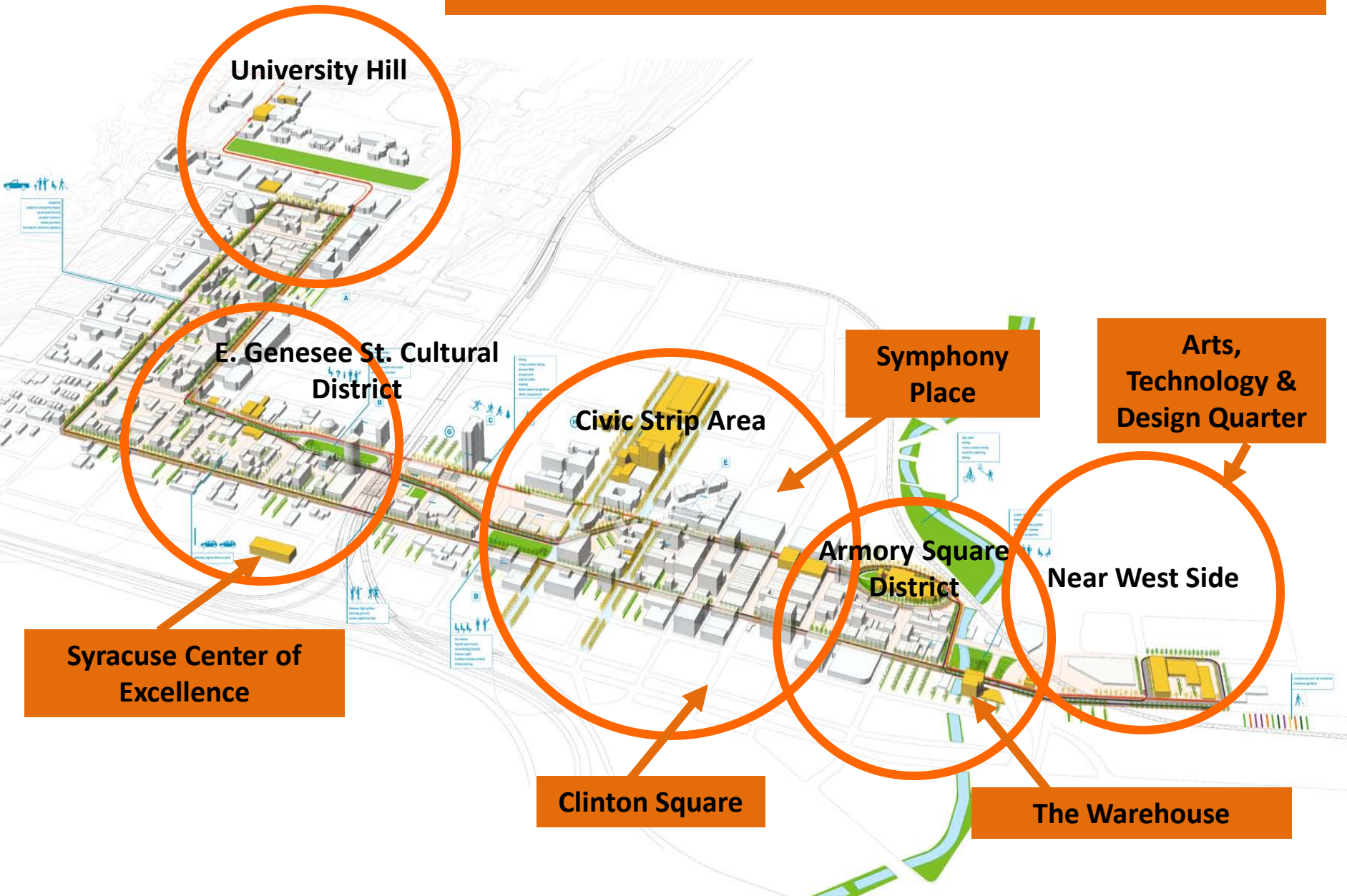
**Marilyn Higgins, Vice President  
Community Engagement &  
Economic Development**

# THE SYRACUSE ANCHOR INSTITUTION STRATEGY

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

Syracuse Center of Excellence

Civic Strip Area

Clinton Square

Symphony Place

Arts, Technology & Design Quarter

Armory Square District

Near West Side

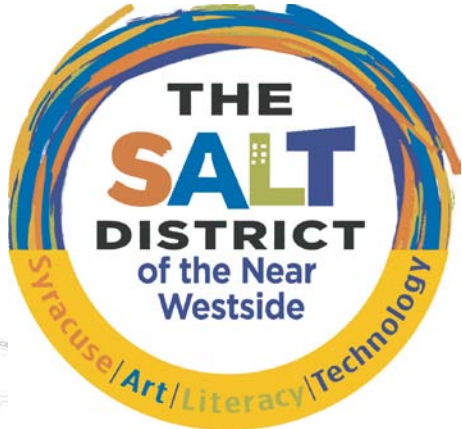
The Warehouse



# BOLD PROJECTS



Connective  
Corridor



Near  
Westside  
Initiative



The Warehouse

Say Yes



Center of Excellence

Southside  
Innovation  
Center



Kaufman Regional  
Entrepreneurship  
Center





# SOLUTIONS – ACADEMIC STRATEGIES

Architecture



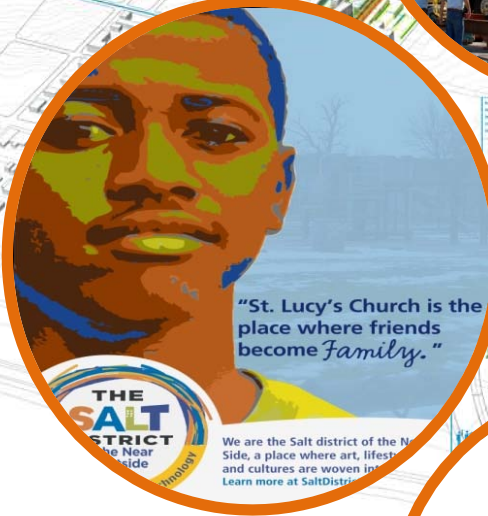
Environmental Sustainability



Entrepreneurship



Art & Design



Information Technology



Inclusive Urban Education





# CROSS SECTOR PARTNERSHIPS

Save the Rain



Neighborhood Revitalization



Façade Improvements



Global Entrepreneurship/  
Technology



the  
**SIAND**  
south side newspaper



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







CONNECTIVE CORRIDOR

DOWNTOWN

NEAR WEST SIDE / SALT DISTRICT

SYRACUSE UNIVERSITY



# Syracuse Connective Corridor

## Key

- Connective Corridor: Connector
- Connective Corridor: Civic Strip
- ▬ Connective Corridor: Symphony Place



SYRACUSE UNIVERSITY



# USE Identity


By highlighting the word "Use" within Syracuse, this mark distinguishes itself from the 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.

Connections

For people



SYRACUSE

The word "SYRACUSE" is rendered in a stylized, red-outlined font. The letters are composed of multiple parallel lines, creating a sense of depth and movement. The 'S' and 'E' are particularly complex, with multiple overlapping lines. The 'U' is also composed of multiple parallel lines. The 'R' and 'A' are simpler, but still feature multiple lines. The 'C' is a simple outline. The 'S' and 'E' are particularly complex, with multiple overlapping lines. The 'U' is also composed of multiple parallel lines. The 'R' and 'A' are simpler, but still feature multiple lines. The 'C' is a simple outline.

Rethinking the city

Icons for transportation modes: car, bicycle, pedestrian, and wheelchair.





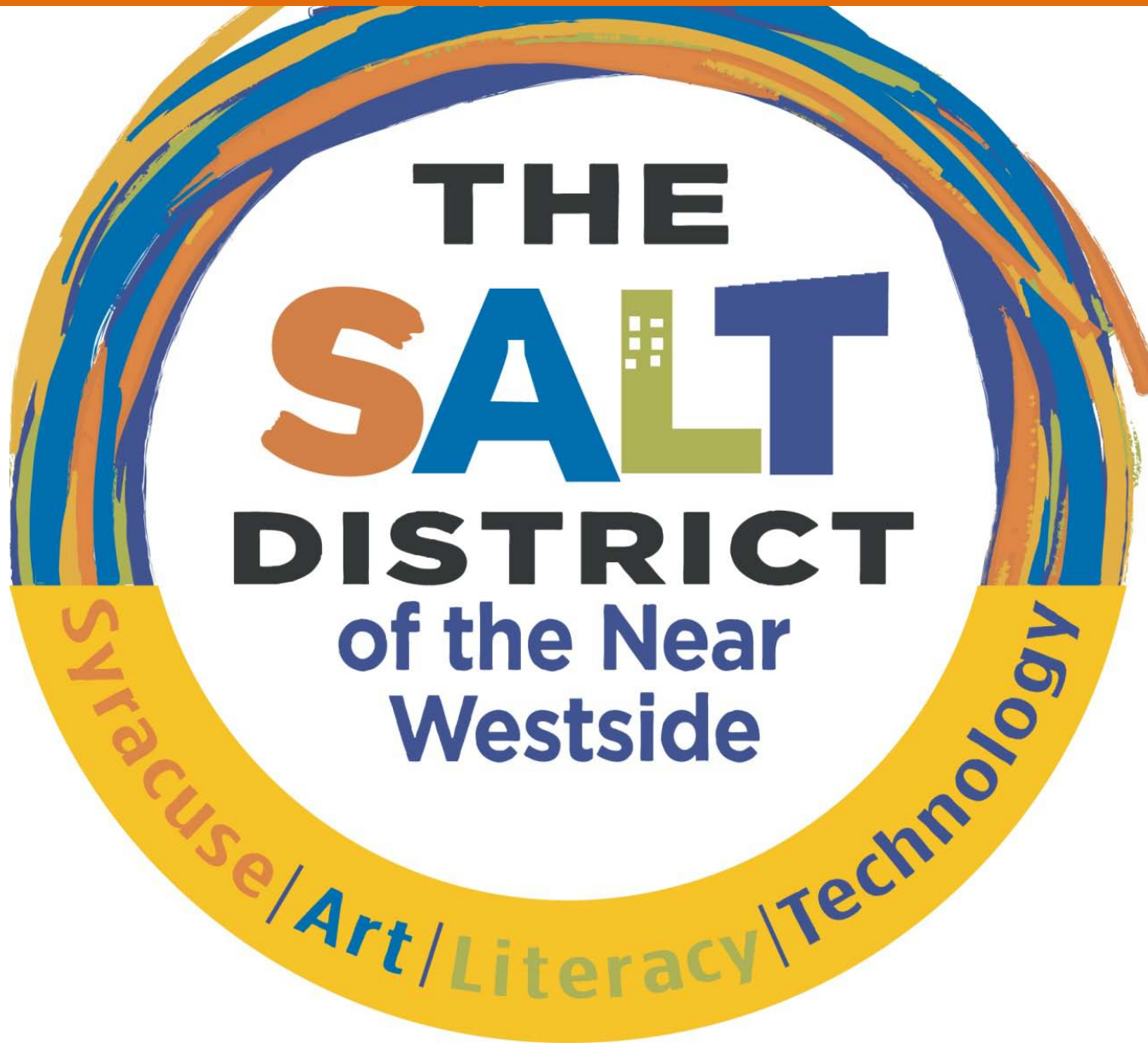


# APPLAUSE

## SYRACUSE CONNECTIVE CORRIDOR



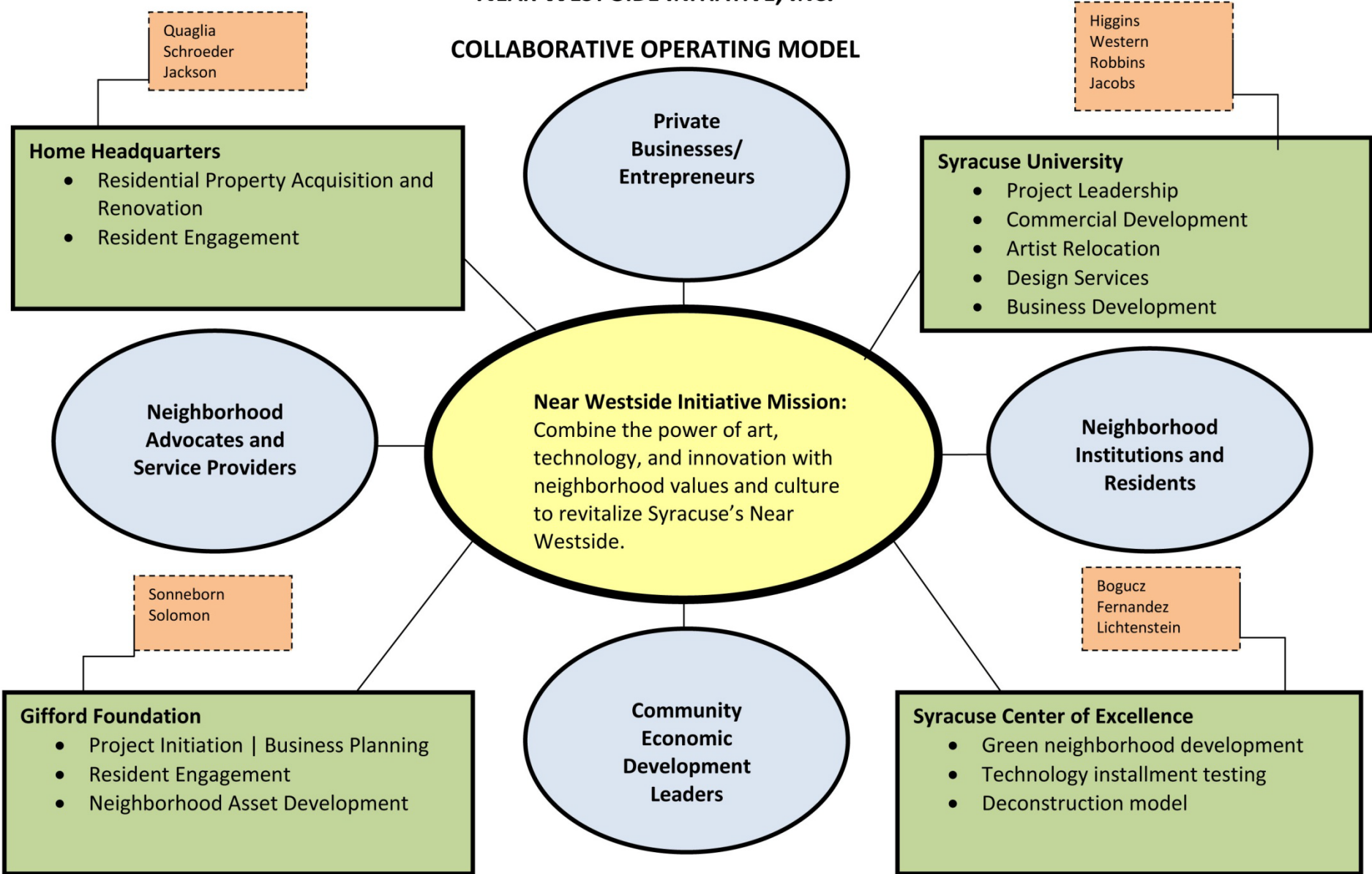
# Building a Resilient Neighborhood





# NEAR WEST SIDE INITIATIVE, INC.

## COLLABORATIVE OPERATING MODEL



Dedicated staff from partner entities, and pro-bono contributions of time and services from NWSI Board Members

# 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 9<sup>th</sup> 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)



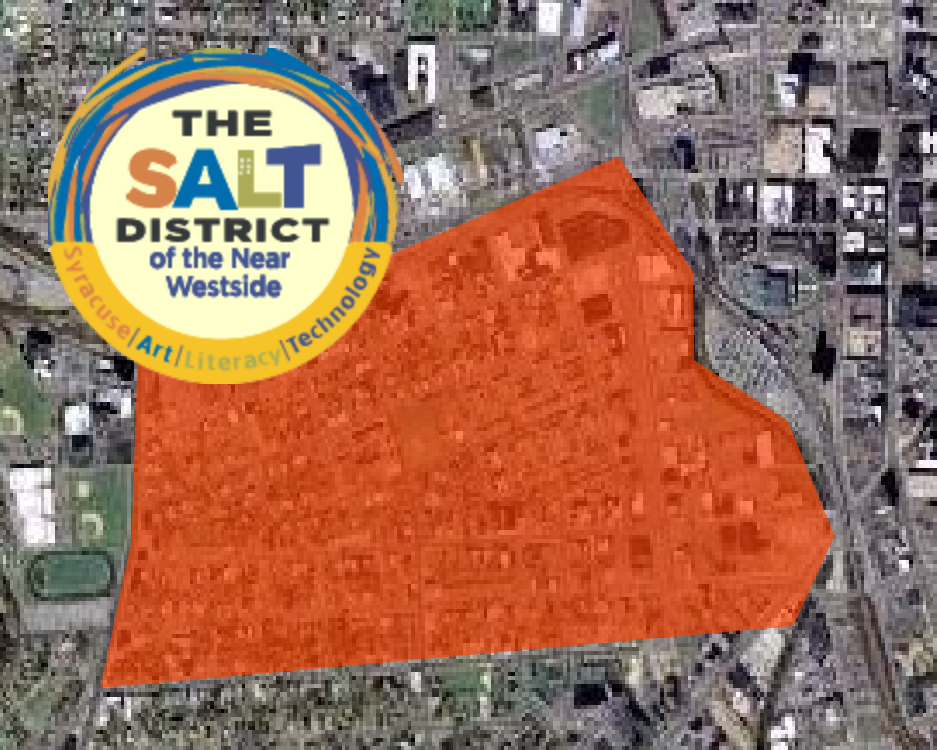


## \$12M Residential Restoration

- 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



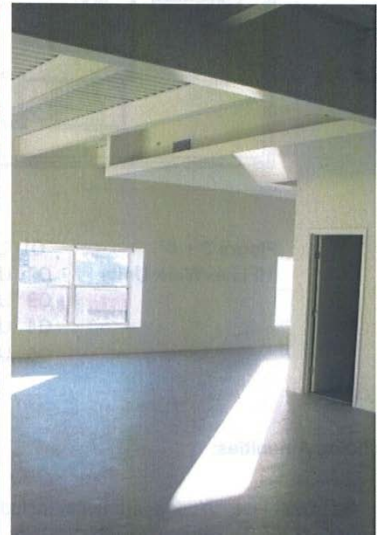
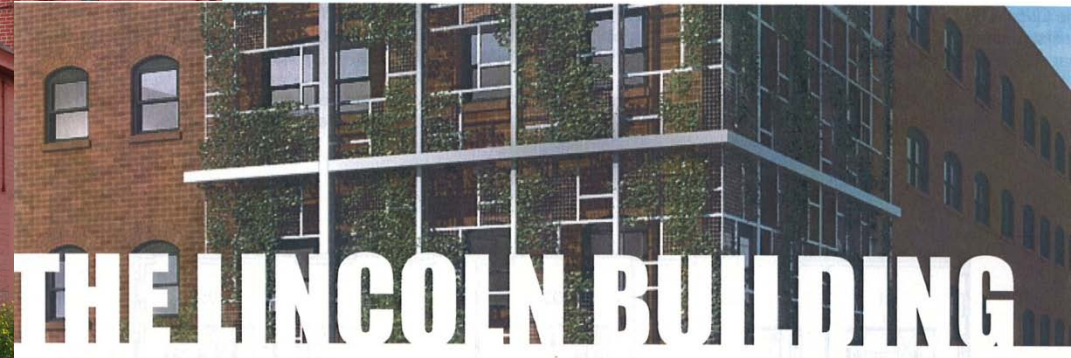
**Future home of  
WCNY Public  
Broadcasting and  
ProLiteracy  
International**







# LaCasita Say Yes to Education 10 Artist Live/Work Units





# Rebirth of a City

THE READERS' PAGE



Dick Blume / The Post-Standard

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

WIN AIRLINE TICKETS  
or a Wii Console!

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

### THE RULES:

- All photographs must be taken in the Westside of Syracuse, between the 12.16.10 and 02.28.11
- 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. (200 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.

Sponsored by:



All submitted works will be exhibited on March 18th, 2011 in the Case Supply Warehouse (109 Wyoming Street).

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

You MUST drop off the photographs at either PEACE Inc. (200 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 Regeneration





# Creative Placemaking





# 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 maybe 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



Mike Greenlar / The Post-Standard, 2005

**MARC STRESS**, owner of Stressdesign, outside his office at 1003 West Fayette Street in Syracuse.

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

ty, for instance how to communicate with law enforcement, should the need arise, he said.

The next step is to address those issues, Short said.

Stress’ business, which employs five people on site, is a “brand communication firm” that helps companies develop and manage brand identities, Stress said.

Stress said he’s seen improvements on the Near West Side since the initiative formed a couple of years ago.

“I see a net positive result already,” he said. “There’s new houses going up, the (other) houses are either being rehabbed or, if they are beyond

## Creating Opportunity







- University Leases
- Student Projects
- NWSI Development

- Private Investment
- County Green Projects
- Nonprofit Housing





# Saying Yes to Education

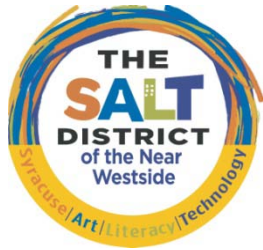
*This is not one more thing on the plate.  
This is the plate*



- **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**

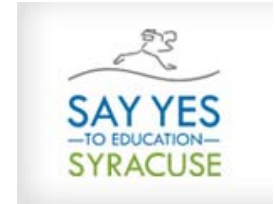
# A Goal is to Combine the Momentum to Create

NEAR WEST SIDE  
INITIATIVE, INC.



SAY YES  
TO EDUCATION

A SAY YES  
NEIGHBORHOOD



Commercial redevelopment/  
business development →

← After school academic  
enrichment/summer camps

Housing revitalization/  
home ownership →

← Tutoring/social/emotional  
supports/mentorships

Community building/  
resident engagement →

← Medical, mental health,  
family supports

Greening the  
neighborhood →

← Universal access to  
scholarships

Marketing/  
artist relocation →

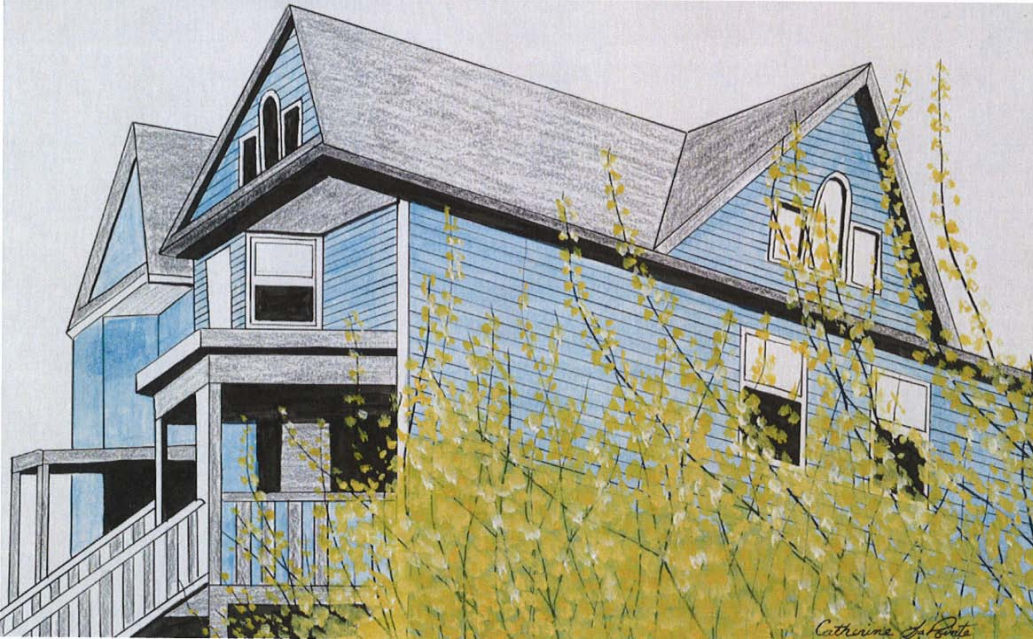
← Student monitoring  
system



# Student Impact



*Someday I will  
work for King and  
King Architects."*



We are the Salt district of the Near West Side, a place where art, lifestyle, technology, and cultures are woven into place. Learn more at [SaltDistrict.com](http://SaltDistrict.com)

# Research

Project No. 10101995  
Near Westside Initiative  
Syracuse, NY  
Stage 1  
12/21/2009



**Final Review**  
LEED for Neighborhood Development  
Pilot Version

## 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.

# LEED ND GOLD

# Freewatt Furnace





# National Recognition





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Now there are two ways to access our content — as a visitor or as a subscriber.  
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## Opinionator

Exclusive Online Commentary From The Times

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August 10, 2010, 2:30 PM

### Rebirth of a City

By ROBERTA BRANDES GRATZ

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

TAGS:  
AREA PLANNING AND RENEWAL (DES); HOUSING, SYRACUSE (NY) (SEO);



PREVIOUS POST [Plagiarism Is Not a Big Moral Deal](#) By STANLEY FISH  
NEXT POST [Hey, America, Take the Day Off](#) By GAIL COLLINS AND TIMOTHY EGAN

*A house is more than just a shelter from the storm. 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

DISUNION

THE THREAD

TIMOTHY EGAN

FIXES

April 11, 2011  
**Commemorating the Civil War's 150th Anniversary**  
Participate in live discussion with Adam Goodheart for about the significance of Civil War at 12 p.m., E.S.T., 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.



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[Not Surprised by Surprising Increase in City Dwellers](#)

[ArtPrize from Above](#)

## Impressive in Syracuse

March 28, 2009  
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 neighborhood 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 inserting 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

Planning — December 2010

## Save It All!

Could Syracuse, New York, become a model for deconstruction — salvaging materials from buildings about to be demolished?

By Aaron McKeon, AICP

To a casual observer, the two-story frame house at 717 Otisco Street in Syracuse's Near Westside neighborhood — with its peeling paint and missing front porch — seems to have virtually no market value. Less than an architectural masterpiece in its prime, it is now vacant and boarded up. When the house next door, at 721 Otisco Steet, was sold in 2008, it changed hands for one dollar.

There are dozens of houses like this in the Near Westside, a neighborhood with a 50 percent poverty rate and just over 20 percent owner occupancy. So notorious is the neighborhood's high rate of abandonment that Sen. Charles Schumer (D-N.Y.) chose a vacant house just around the corner from 717 Otisco for the press conference to announce the Community Regeneration, Sustainability, and Innovation Act of 2009.

This legislation, HR 932, now before the House Committee on Financial Services, would provide funds to local governments that have lost a fifth or more of their population since 1970 to "encourage and test innovative vacant property reclamation and urban infrastructure renewal strategies."

Vacant and abandoned houses are magnets for crime and arson and send a message of decline and disinvestment to potential home buyers. A 2009 MIT study found that a typical single-family home loses one percent of its value by being within a few hundred feet of a foreclosed property. With the number of foreclosures nationwide reaching a record three million in 2009, empty houses are increasingly common.

The costs of maintaining and eventually demolishing vacant structures are typically charged to the property owners but are rarely recouped, and more often fall on taxpayers instead. At the same time, there is a sense in many communities that simply sending a vacant house to the landfill is a waste of resources. For one thing, every house has a history and plays a role in the neighborhood. Where the problem of vacant houses has mushroomed, demolition will mean the loss of whole blocks, with a severe impact on entire neighborhoods.



#### 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 tipping fees and a shortened life span for the landfill — as well the 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 latent in a vacant structure. Paul Driscoll, commissioner of the Department of Neighborhood and Business Development, says that he would like to "widen the scope" of the review process to include an engineering report on a structure's soundness and to gather feedback from the community at large, not just the building's immediate neighbors, who typically prefer immediate demolition.





**Quality scholarly research and publicly engaged work are not in opposition.**

**“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.”**