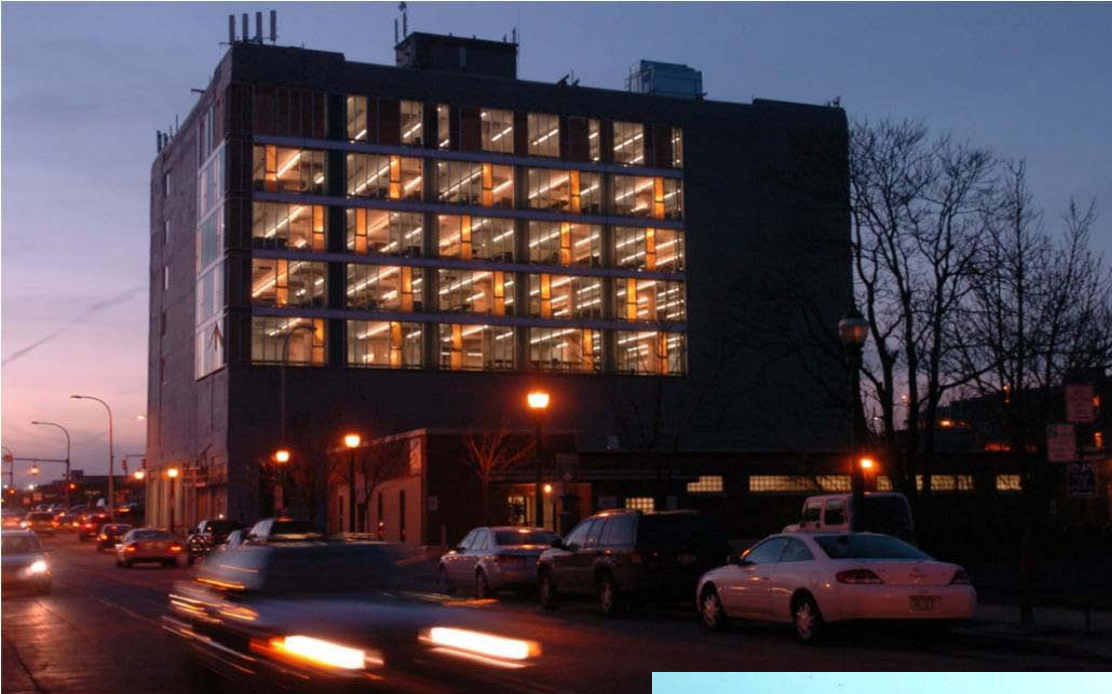




REVITALIZATION THROUGH COALITION BUILDING



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

Civic Strip Area

Symphony Place

Arts, Technology & Design Quarter

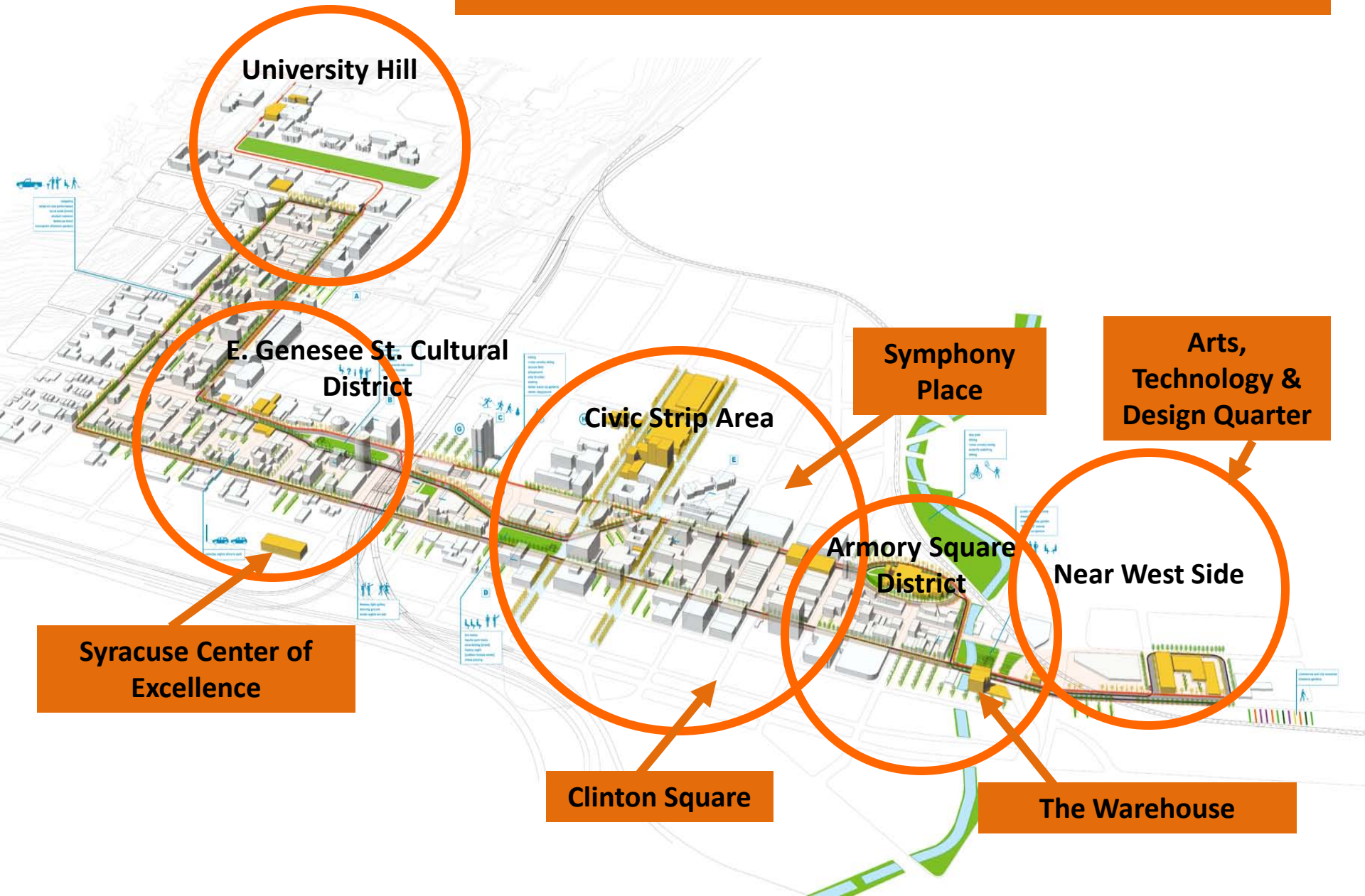
Armory Square District

Near West Side

Syracuse Center of Excellence

Clinton Square

The Warehouse



BOLD PROJECTS



Connective
Corridor



The Warehouse

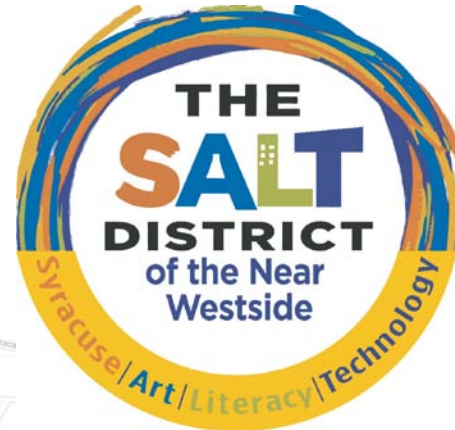


Center of Excellence



Say Yes

Southside
Innovation
Center



Near
Westside
Initiative



Kaufman Regional
Entrepreneurship
Center



SOLUTIONS – ACADEMIC STRATEGIES

Architecture



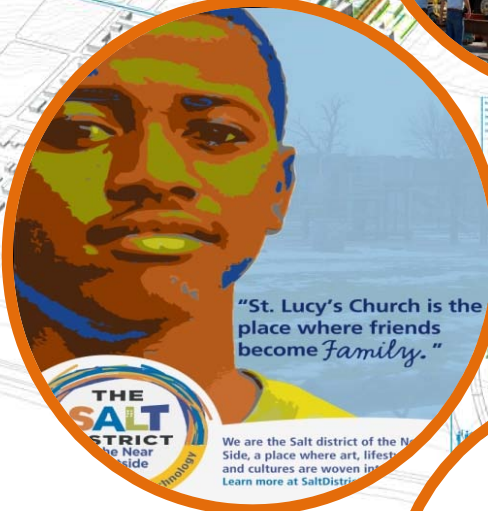
Environmental
Sustainability



Entrepreneurship



Art &
Design



Information
Technology



Inclusive
Urban
Education



CROSS SECTOR PARTNERSHIPS

Save the Rain



Neighborhood
Revitalization



Façade
Improvements



Global
Entrepreneurship/
Technology



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



USE Identity

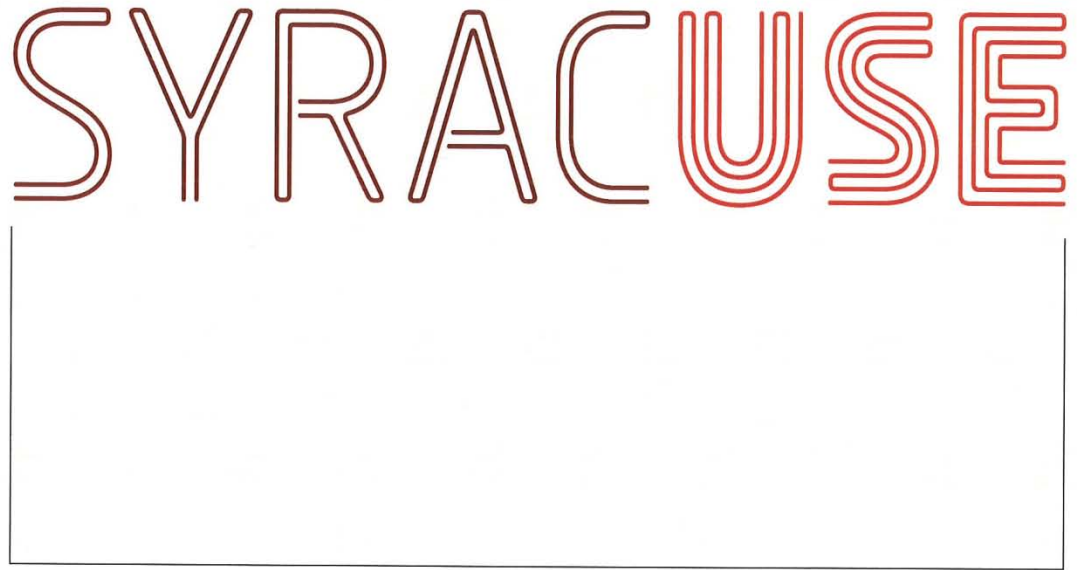
By highlighting the word "Use" within Syracuse, this mark distinguishes itself from the any prior or existing way of writing the word Syracuse.

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

Rethinking the city



Legend
Bicycle Lane
Bike Share Station
Bike Share Docking Station
Bike Share Station



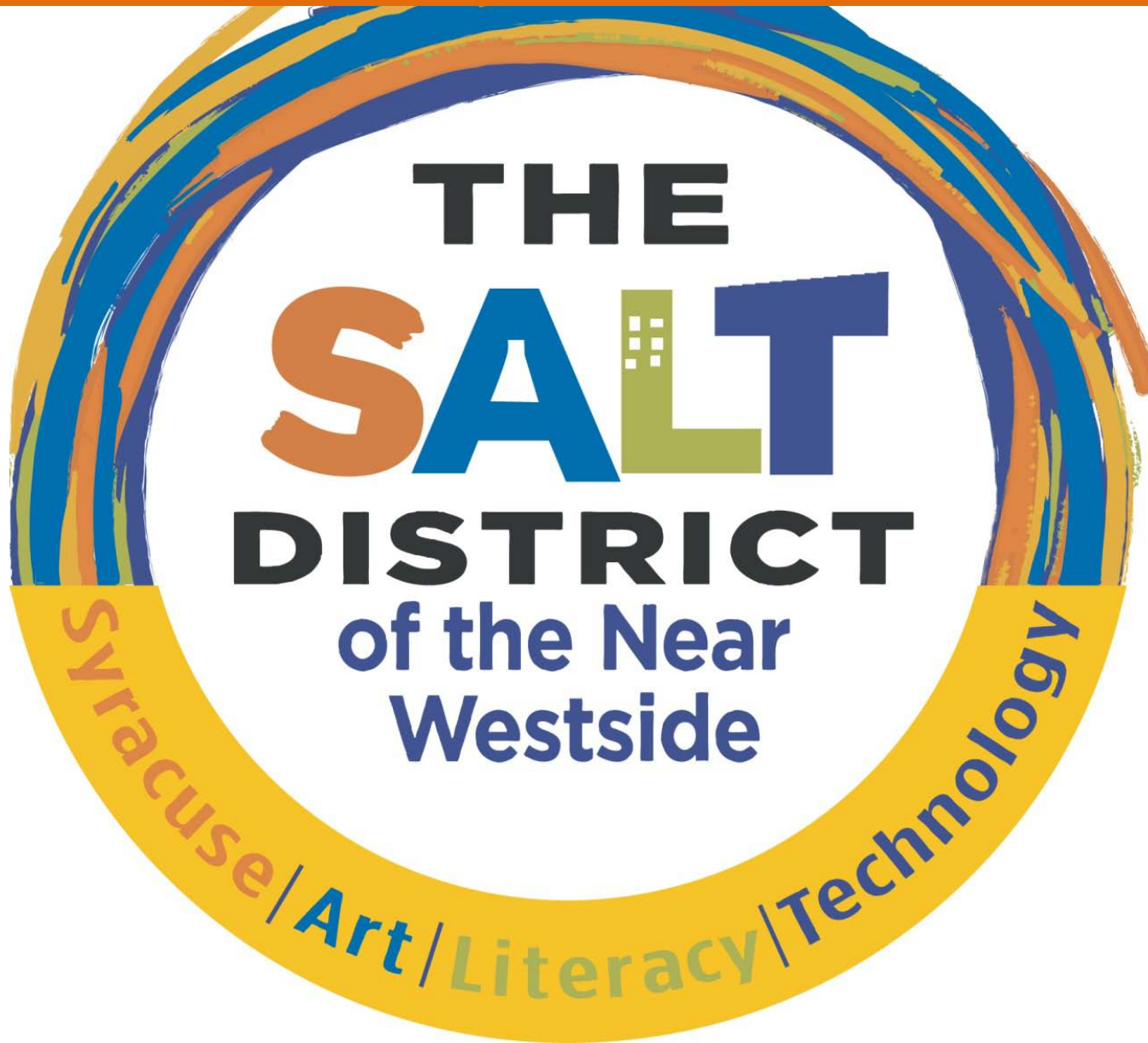


APPLAUSE

SYRACUSE CONNECTIVE CORRIDOR

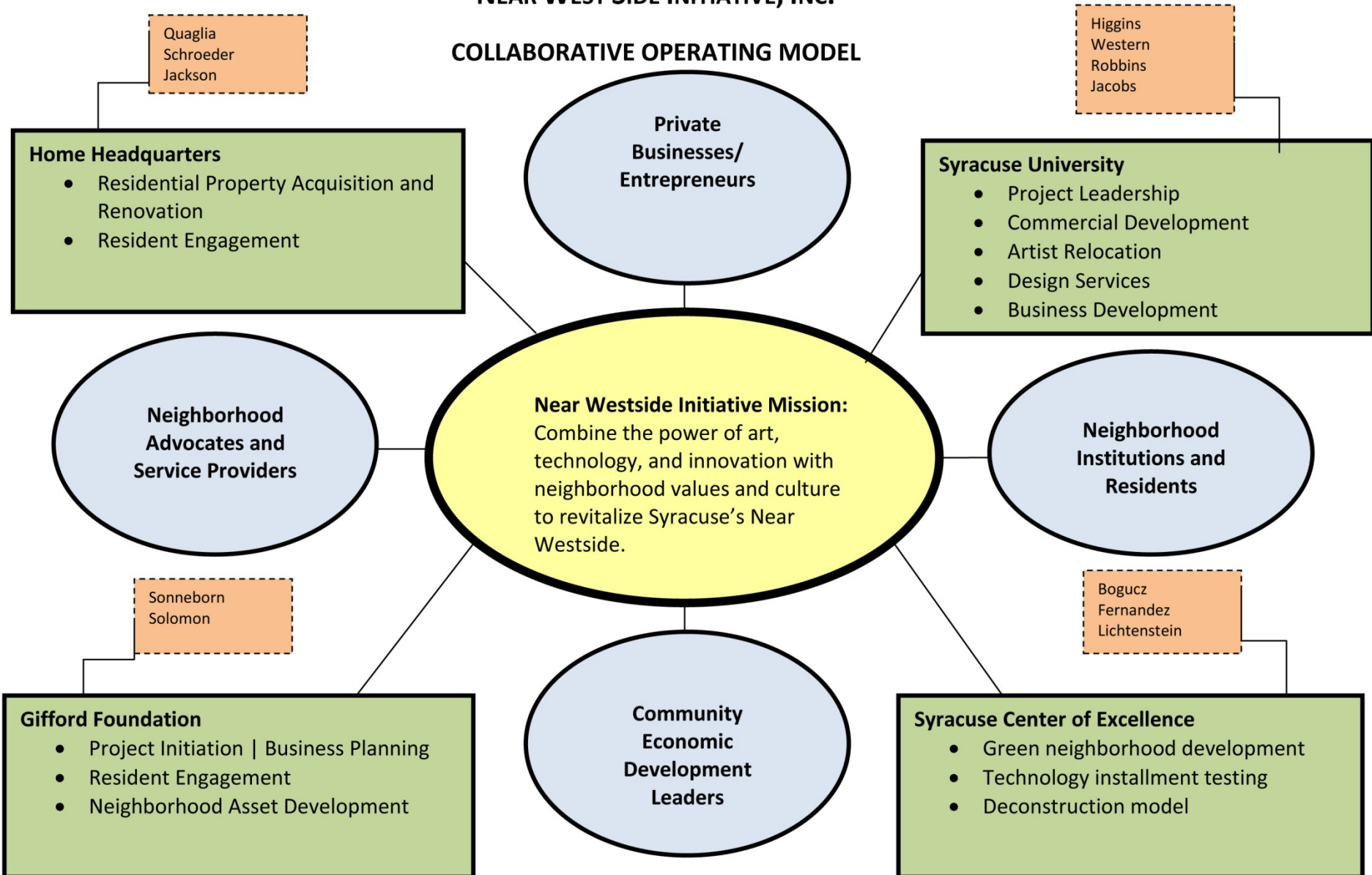


Building a Resilient Neighborhood



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.

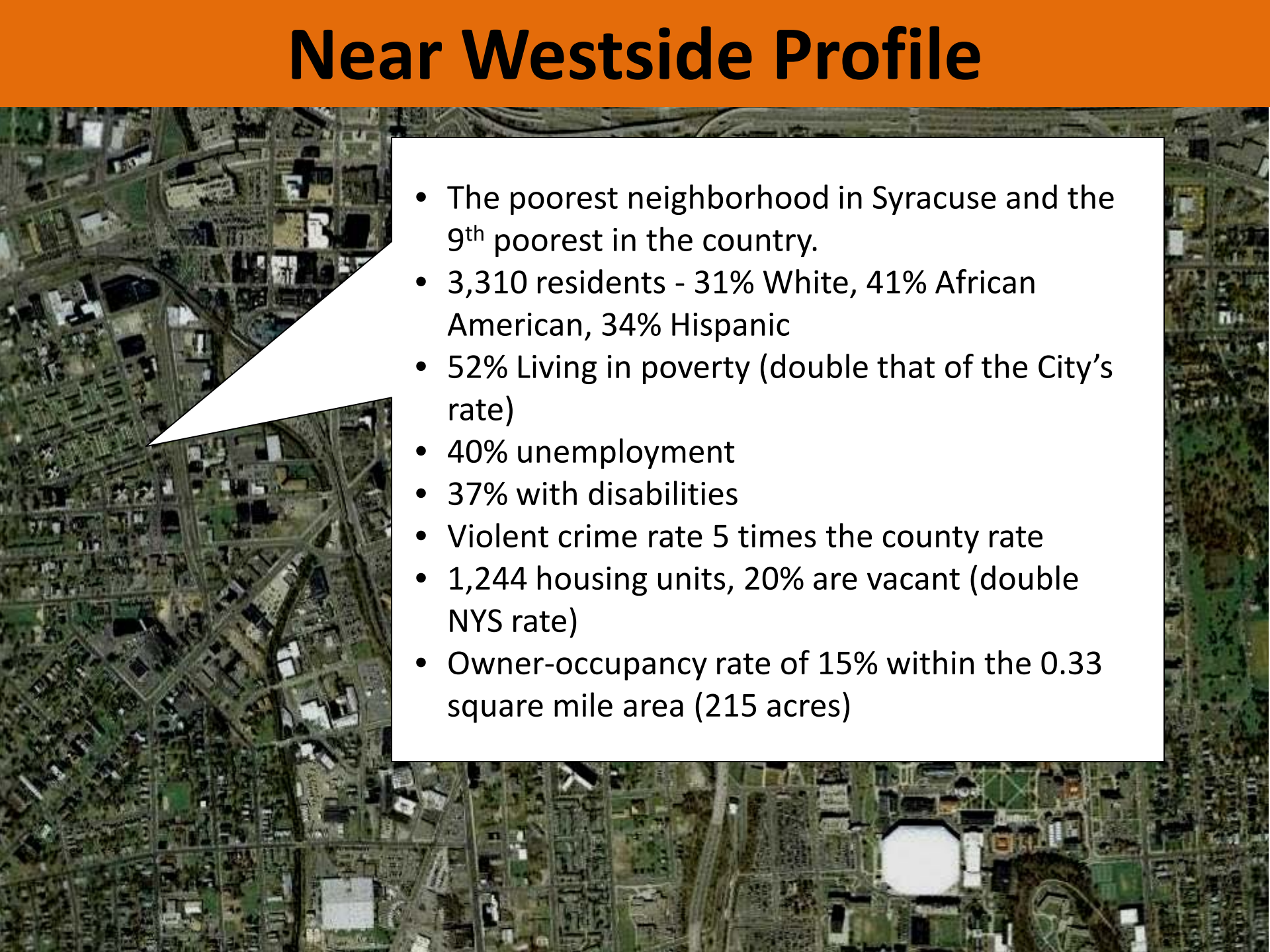


Vision

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

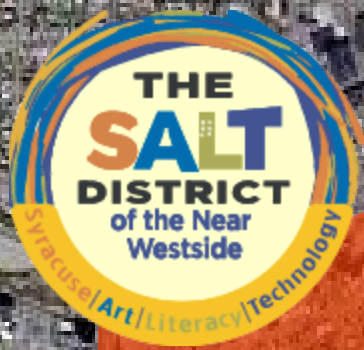
- 
- An aerial photograph of a city neighborhood, likely Syracuse, showing a dense urban area with a mix of residential and commercial buildings, streets, and some green spaces. A white callout box is overlaid on the left side of the image, containing a list of statistics.
- The poorest neighborhood 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

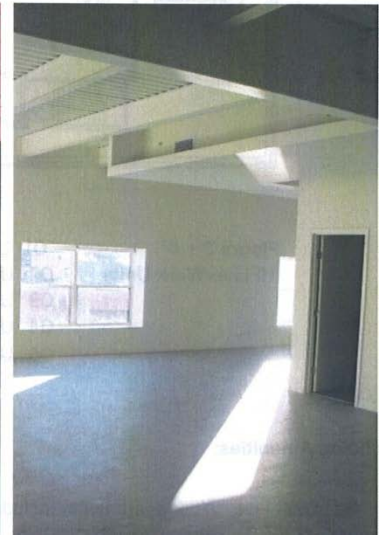
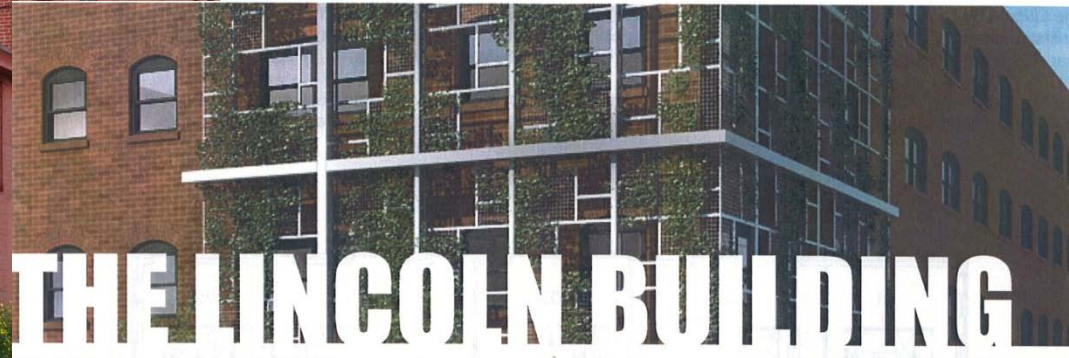


**Future home of
WCNY Public
Broadcasting and
ProLiteracy
International**





LaCasita Say Yes to Education 10 Artist Live/Work Units



Rebirth of a City

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

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.

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

Sponsored by:



**WIN AIRLINE TICKETS
or a Wii Console!**



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: _____

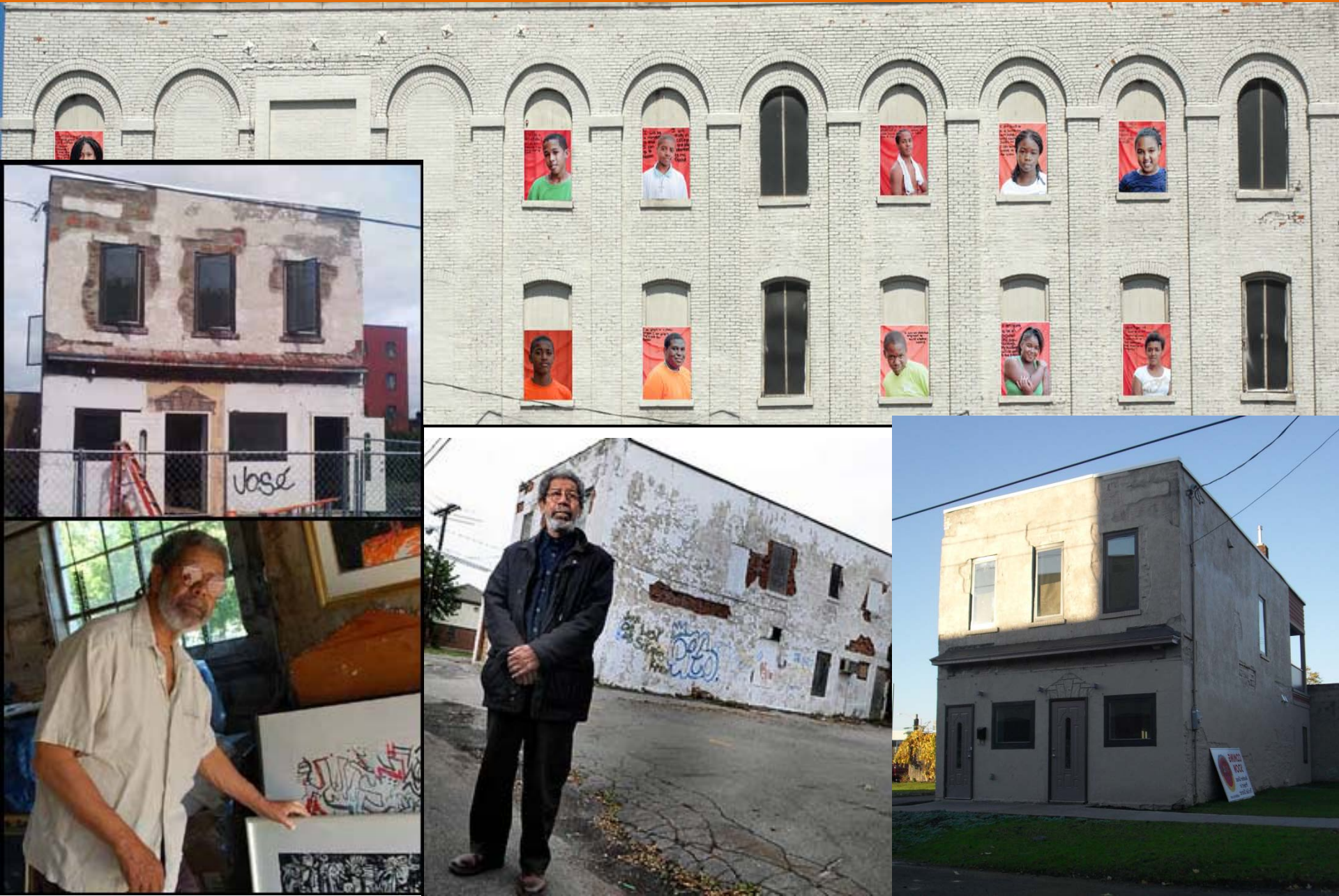
Title of the Photograph: _____

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 fledgling 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 development 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

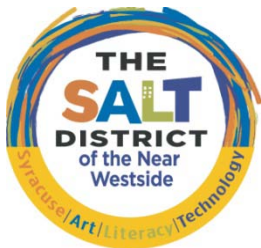
*This is not one more thing on the plate.
This is the plate*



- 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

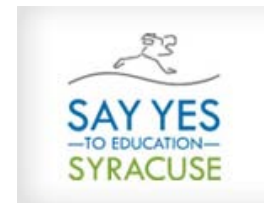
A Goal is to Combine the Momentum to Create

**NEAR WEST SIDE
INITIATIVE, INC.**



**A SAY YES
NEIGHBORHOOD**

**SAY YES
TO EDUCATION**



**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**

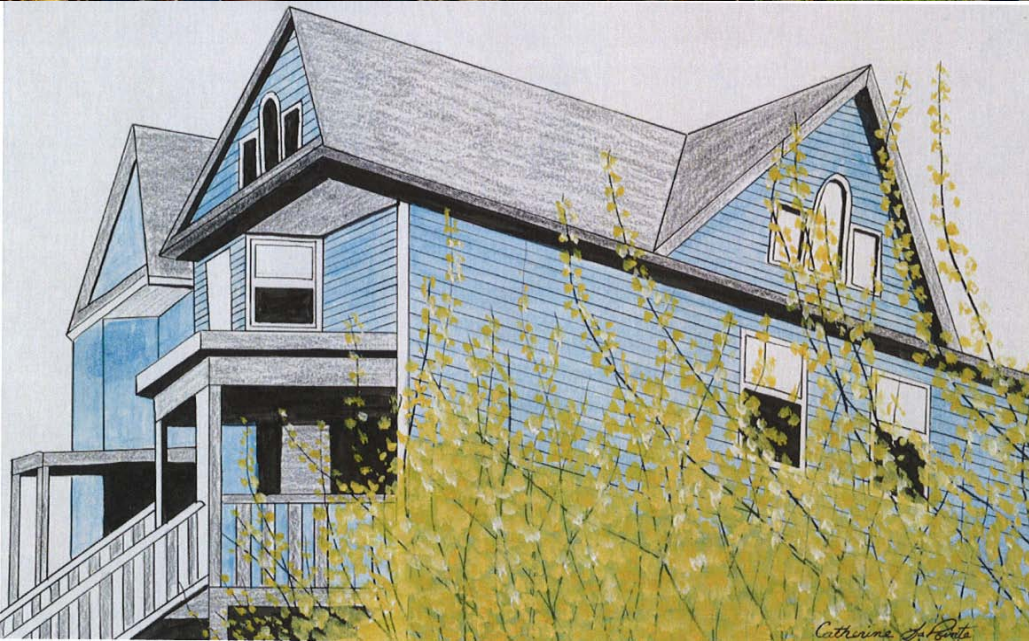
**Marketing/
artist relocation** —————>

—————< **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

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





An Important Change at NYTimes.com
Now there are two ways to access our content — as a visitor or as a subscriber.

nytimes.com

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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) (GEO);



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



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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Bill Bishop on The Daily Show

Highways and Bridges

Audio of Call with White House's Strautmanis Available

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



American Planning Association Making Great Communities Happen

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 Street, 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 as 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.”