



### 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, TBD – 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**

signage
water quality
public access to water

marina improvements

working waterfront views connection to downtown
fishing



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# 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



























Providence, Rhode Island

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City of Oswego, New York

#### Popular images: 10-19 votes















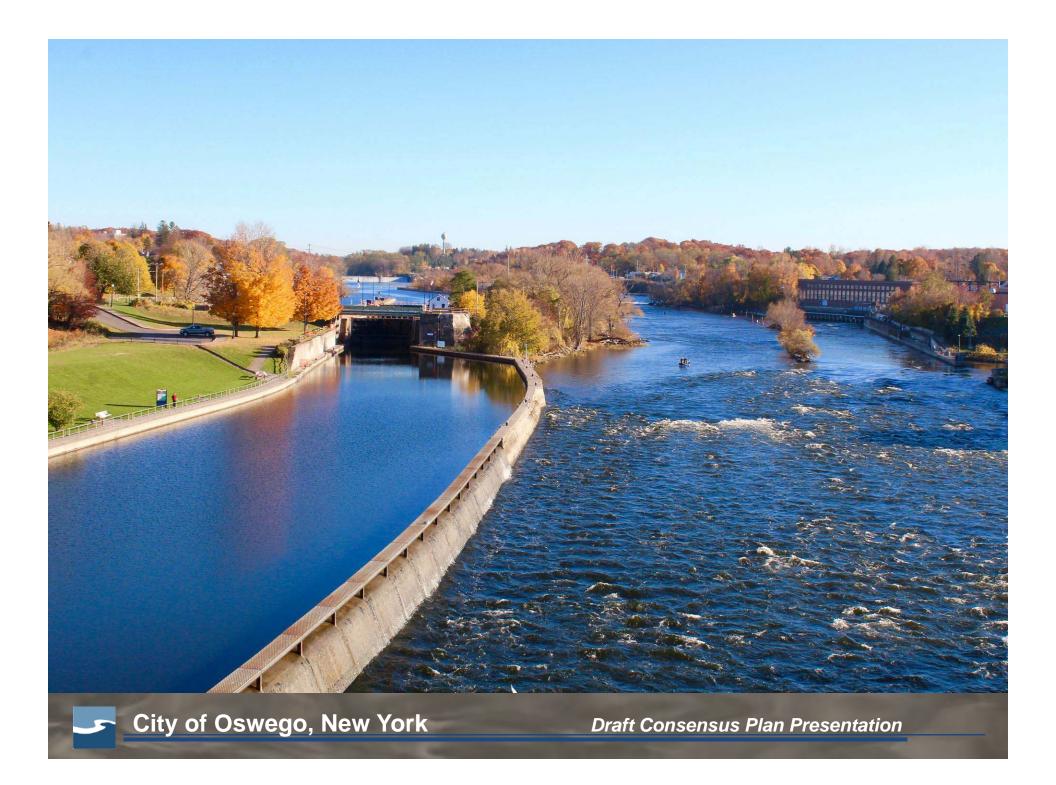








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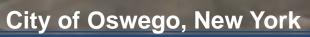
Martha's Vineyard, Massachusetts



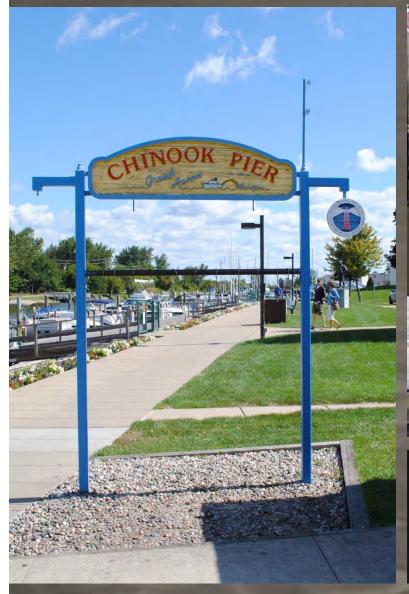
















## **Concept Guiding Principles**

- 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













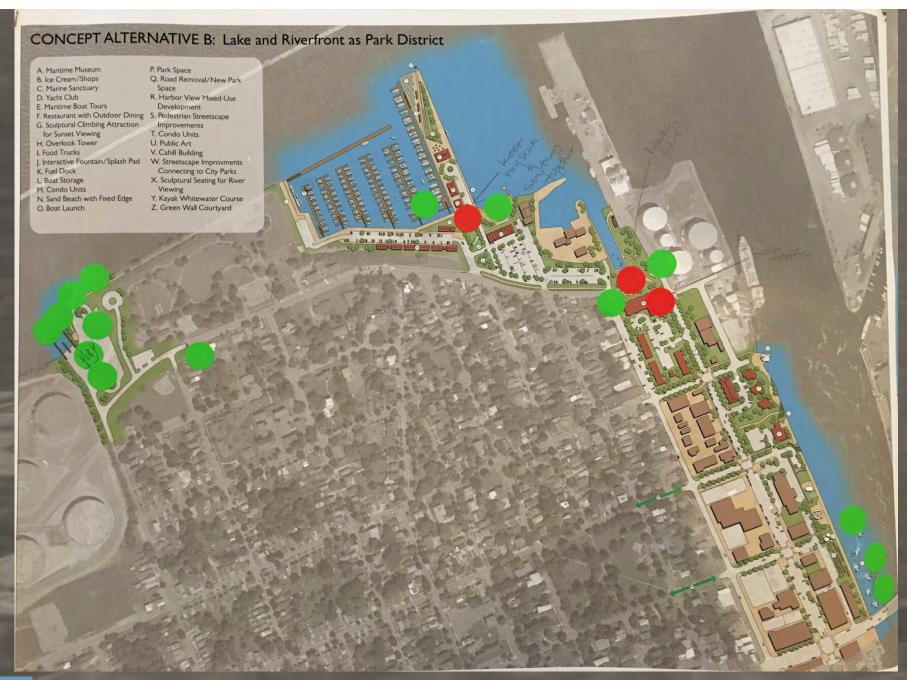


## **Concept A Takeaways**

- Build on the Historic Arches Theme
- Activate the Pier
- Improve the Connection from McCrobie Building to the Marina / Waterfront
- Mixed Reviews on the Carousel
- No Support for the Boat Launch in this Location







## **Concept B Takeaways**

- Move the Boat Launch!
- The Whitewater Park is a Unique Attraction
- Popjet Fountains
- Ice Fishing / Year-Round Activities
- Support for the Small Shops
- Balance Job Creation with Scale
- Mixed Reviews on the Road Closure
- Little Support for Art Walk
- Overall Very Positive Reviews









# Concept C Takeaways

- Move the Boat Launch!
- Flat Rock Beach
- Elevated Beach / Restaurant
- Maritime Museum / Marine Sanctuary Location

#### **Overall Positive Comments**

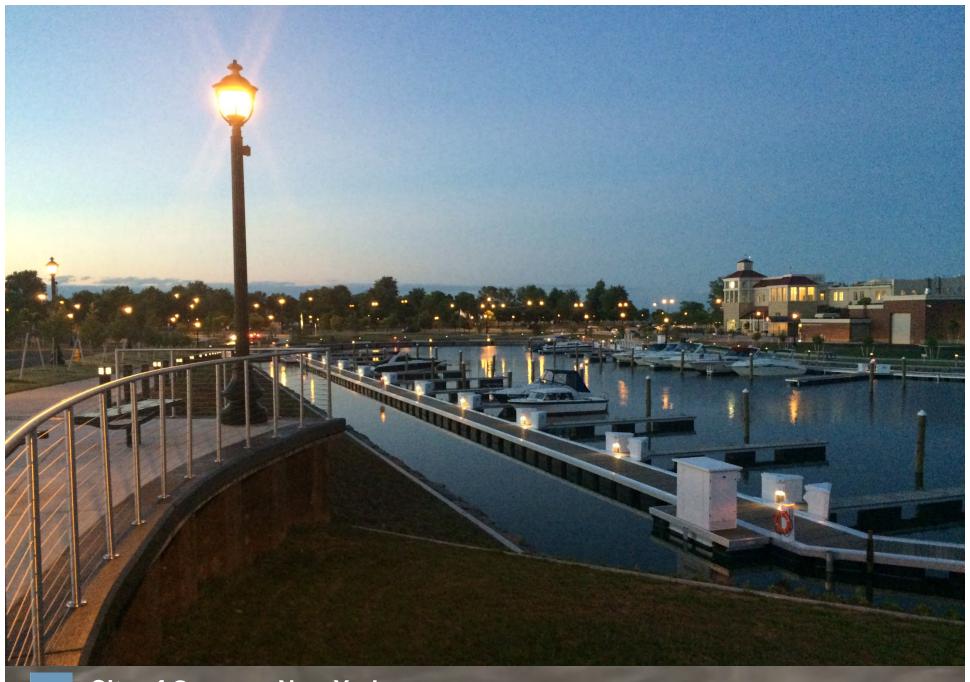
- Activate the Pier
- Expand Access to the Water
- Build the Beach!
- Link Downtown to the Waterfront
- Build on Maritime History
- Build on Charter Fishing
- Modernize the Marina
- Move the Boat Launch
- Balance Development and Scale
- Create Year-Round Activities



# **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





















# **Development Specific Comments**

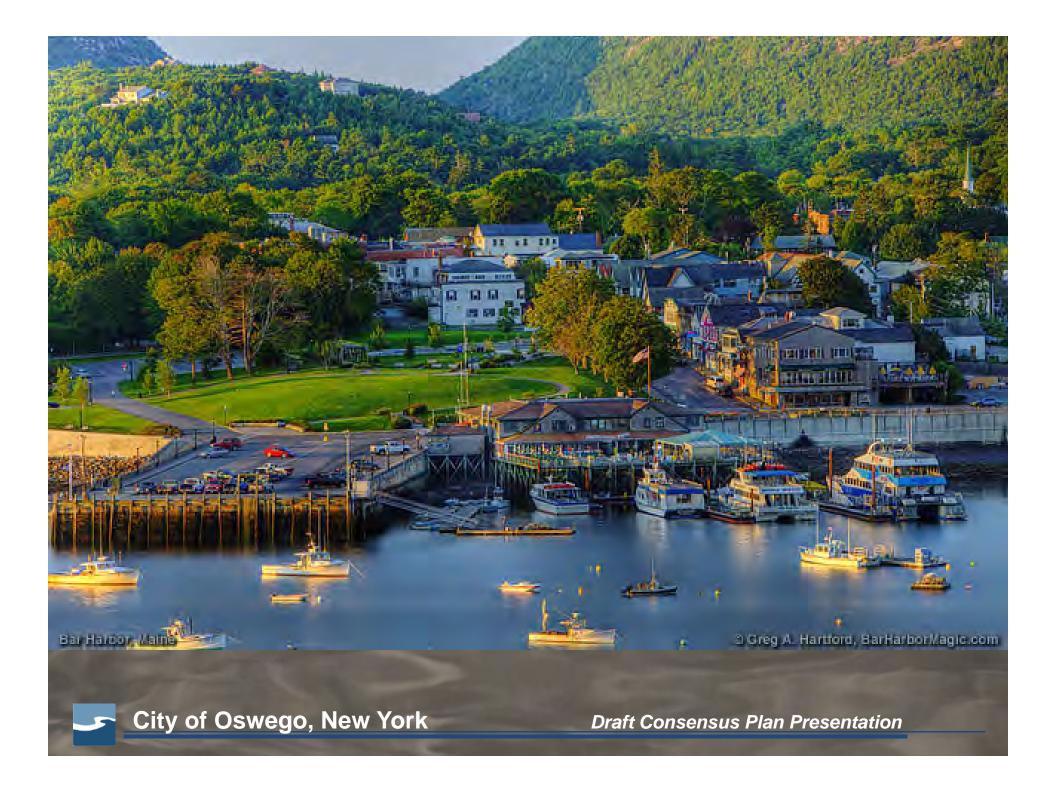
- Consider Form Based Code to Implement Vision
- Recognize the Need for Economic Development to Serve as a Catalyst for Community Amenities
- Recognize the Need to Balance Job Creation
   With Neighborhood Scale

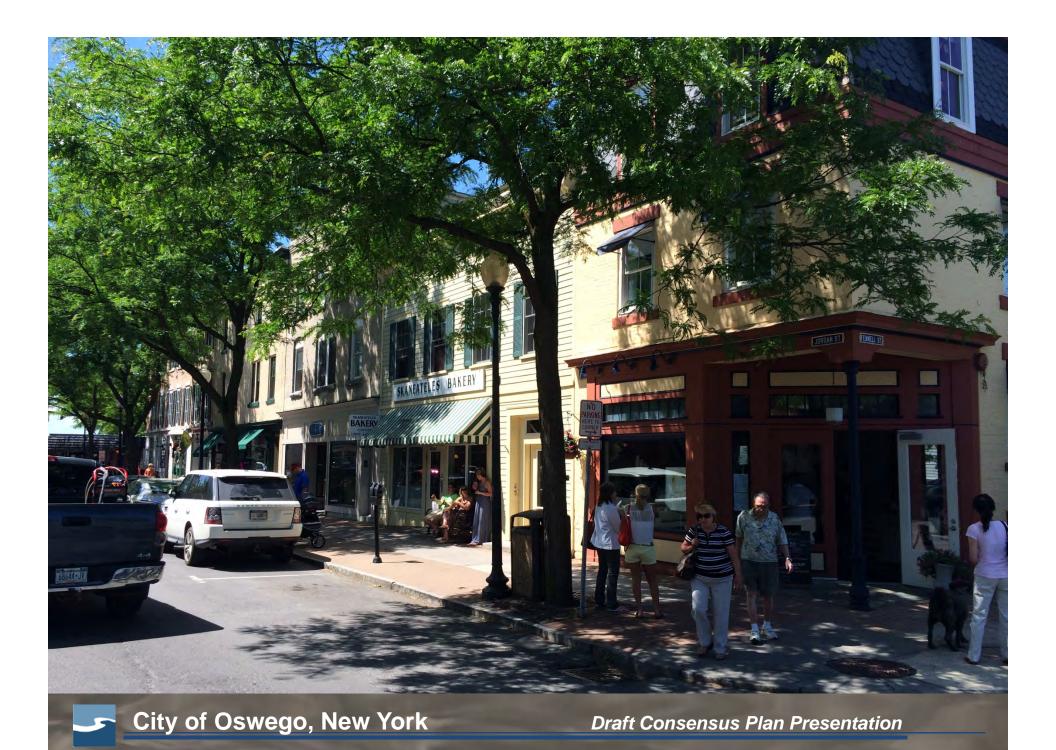




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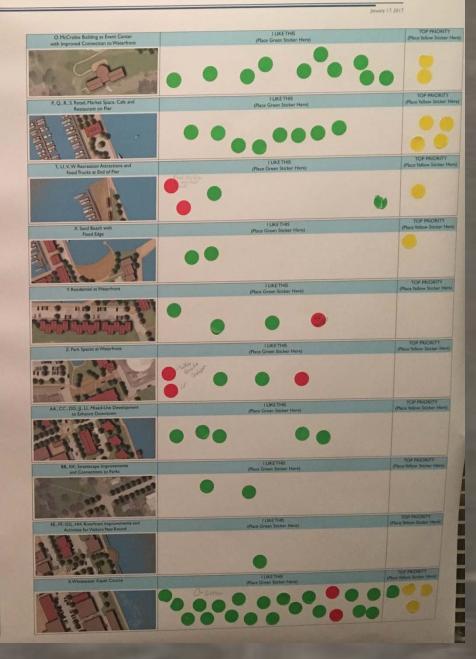


# **Concept B Refined**

- Shopping and dining focus on main pier with business incubator/market space, casual outdoor dining
- Maritime Museum and Marine Sanctuary located at historic dry dock, as connection between waterfront district and downtown
- Yacht Club and Community Sailing program located west of marina
- Whitewater Park









# Refined Concept B Takeaways

- Maritime Museum and Marine Sanctuary Located Near Historic Drydock
- Yacht Club and Community Sailing to the West
- Whitewater Park
- Mixed Use Downtown, Retail-Market-Café on the Pier - Support for Small Shops
- Relocated Boat Launch
- Flatrock Beaches at Breitbeck Park
- Maritime Boat Tours

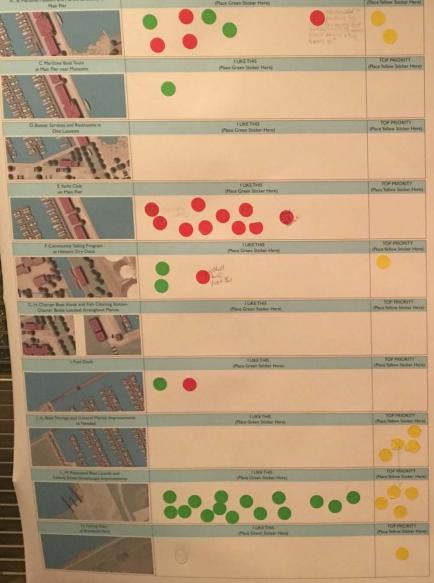


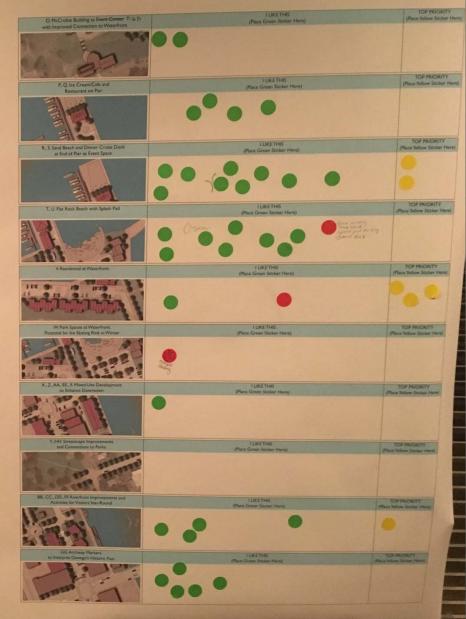
# **Concept C Refined**

- Maritime Museum and Marine Sanctuary
   Campus on main pier, with supporting services
   such as ice cream shop/cafe
- Restaurant and elevated beach event area at end of pier
- Relocated boat launch to Liberty Street
- Historic Archways
- Mixed Use Infill











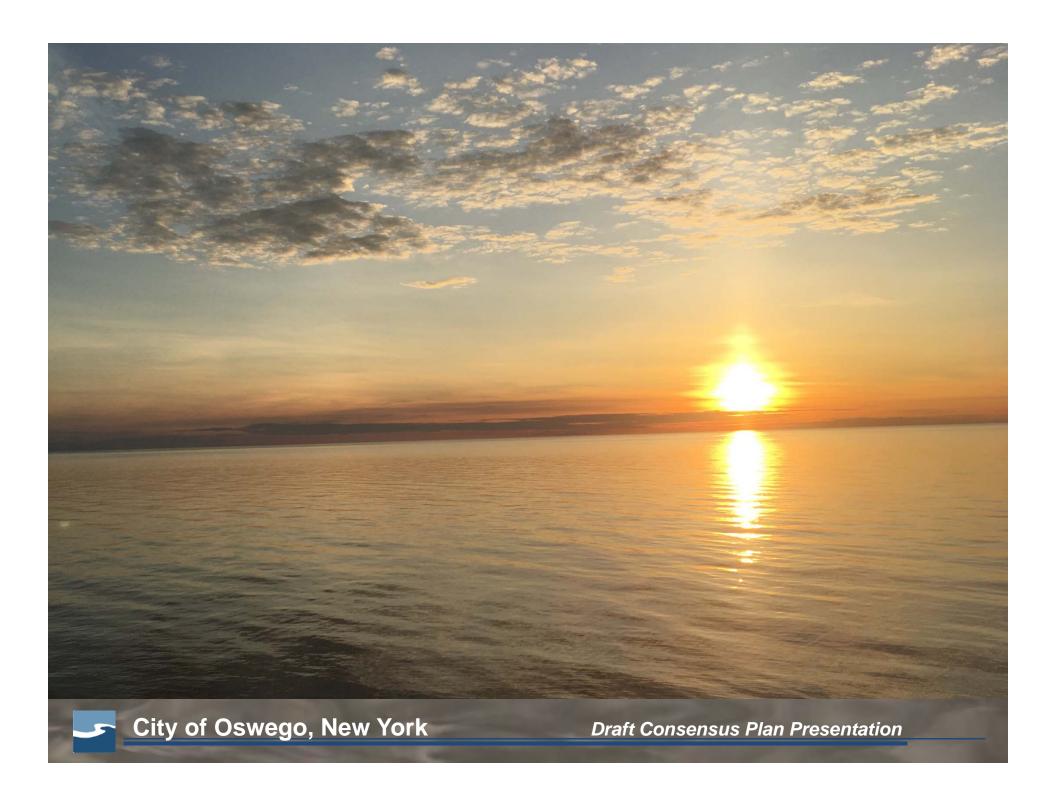
# Refined Concept C Takeaways

- Relocated Boat Launch
- Improve the Marina
- Sand Beach on the Pier
- Ice Cream-Market-Café on the Pier Support for Small Shops
- Balance Residential Scale with Context
- Year Round Activities on the Waterfront
- Flatrock Beaches at Breitbeck Park
- Archway Markers













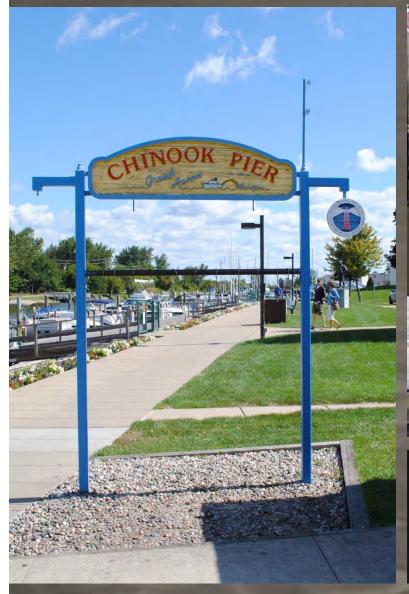
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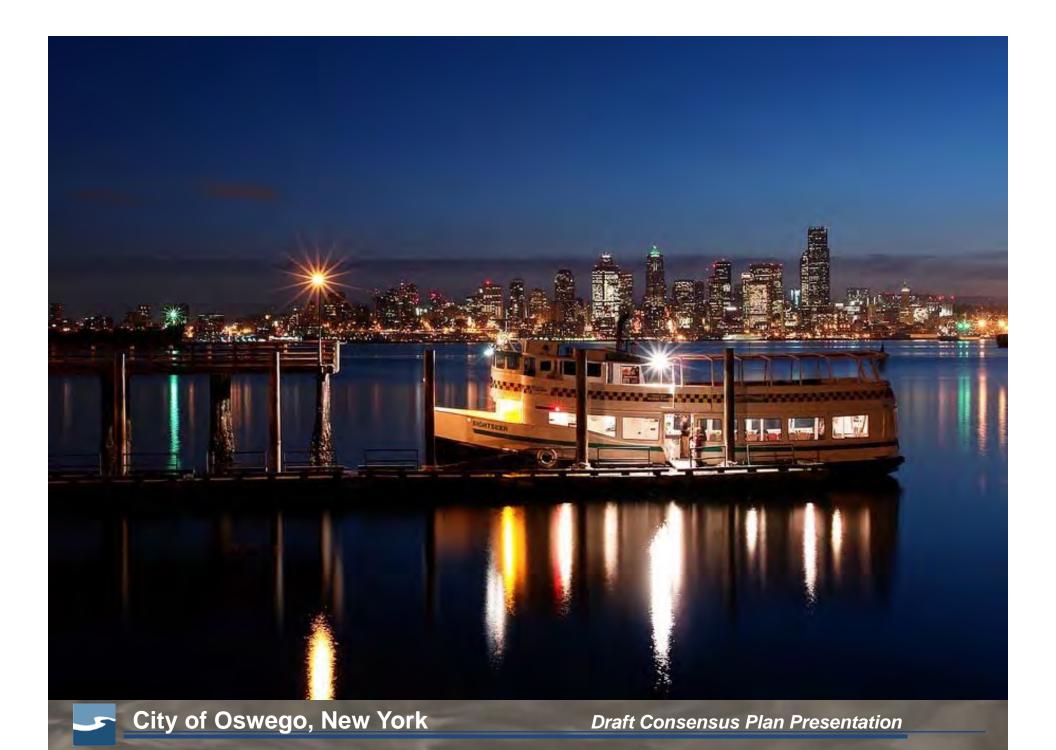








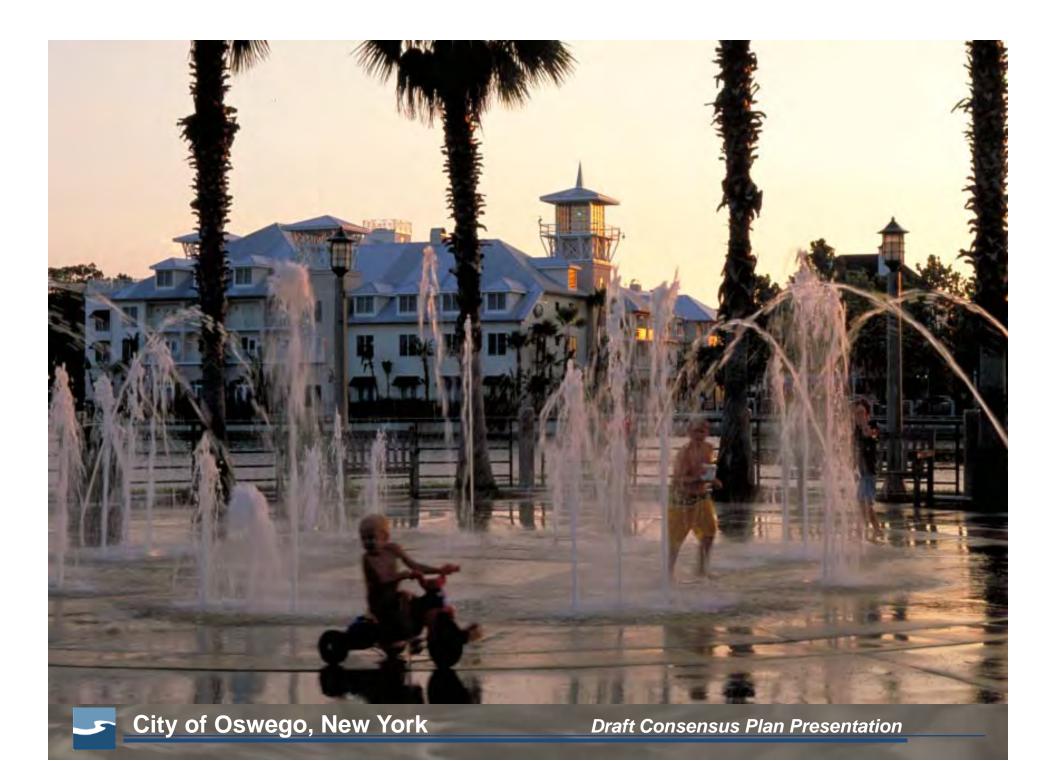






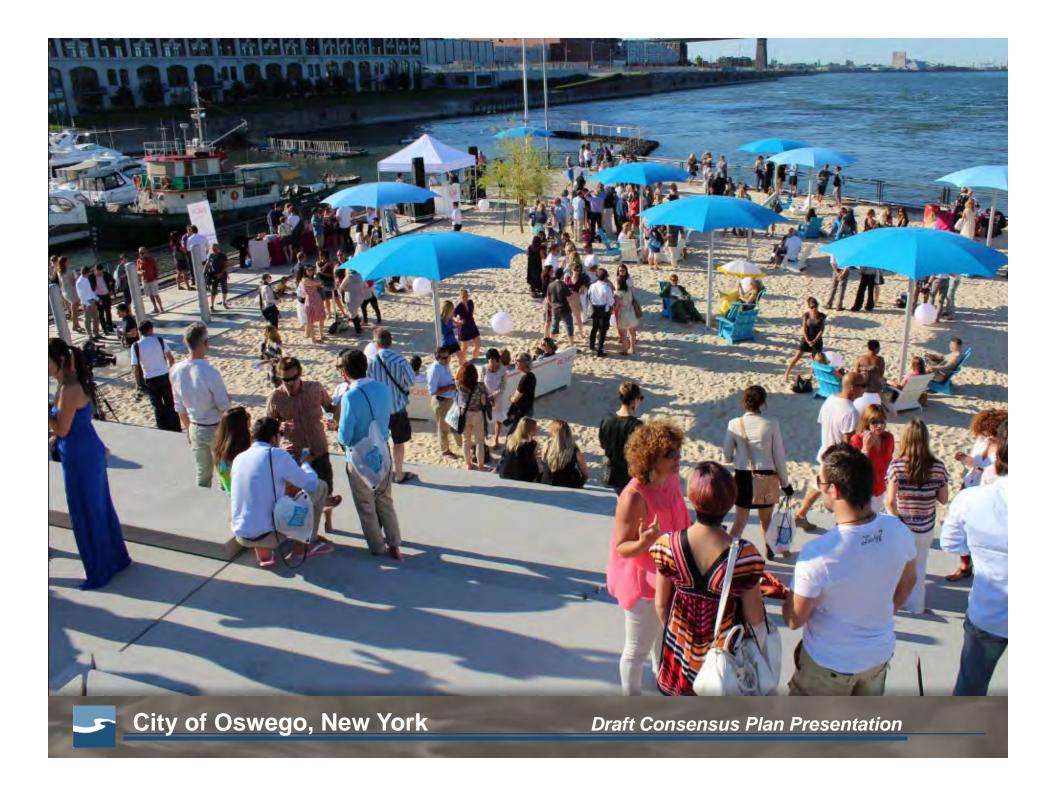
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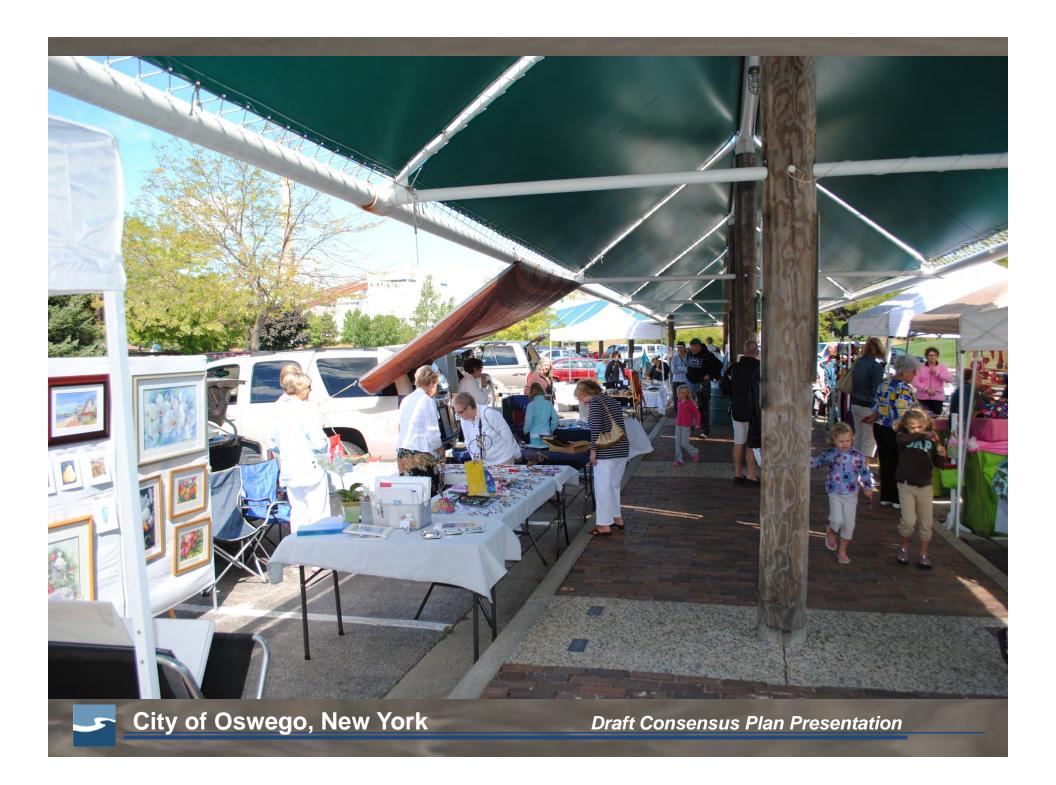


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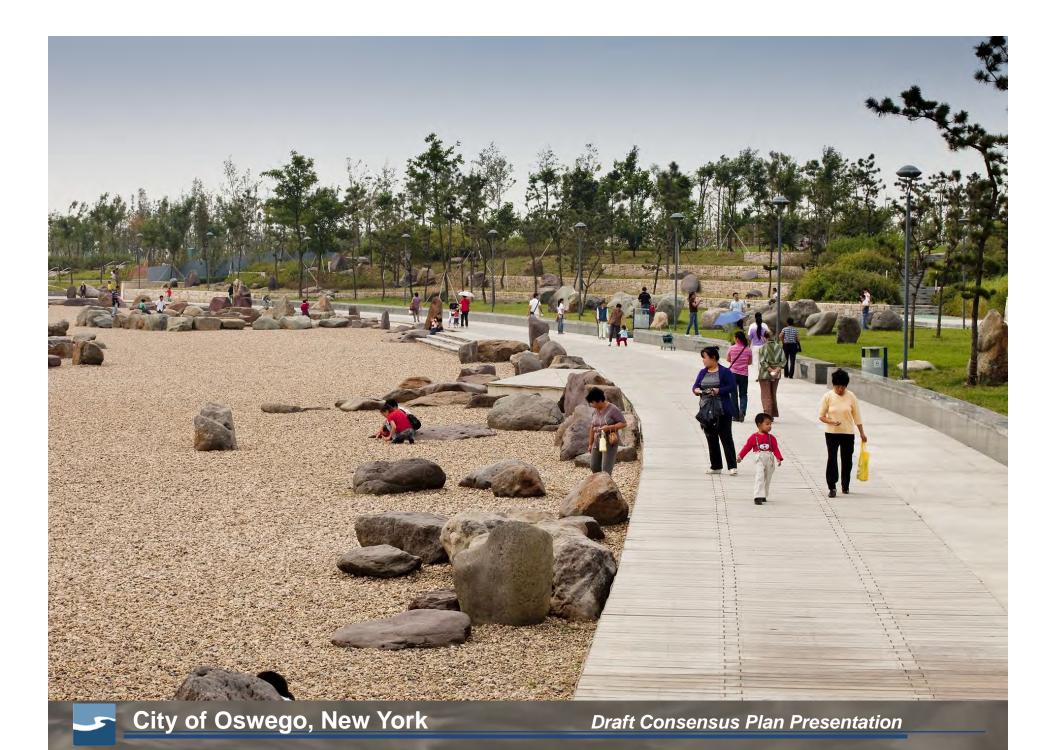


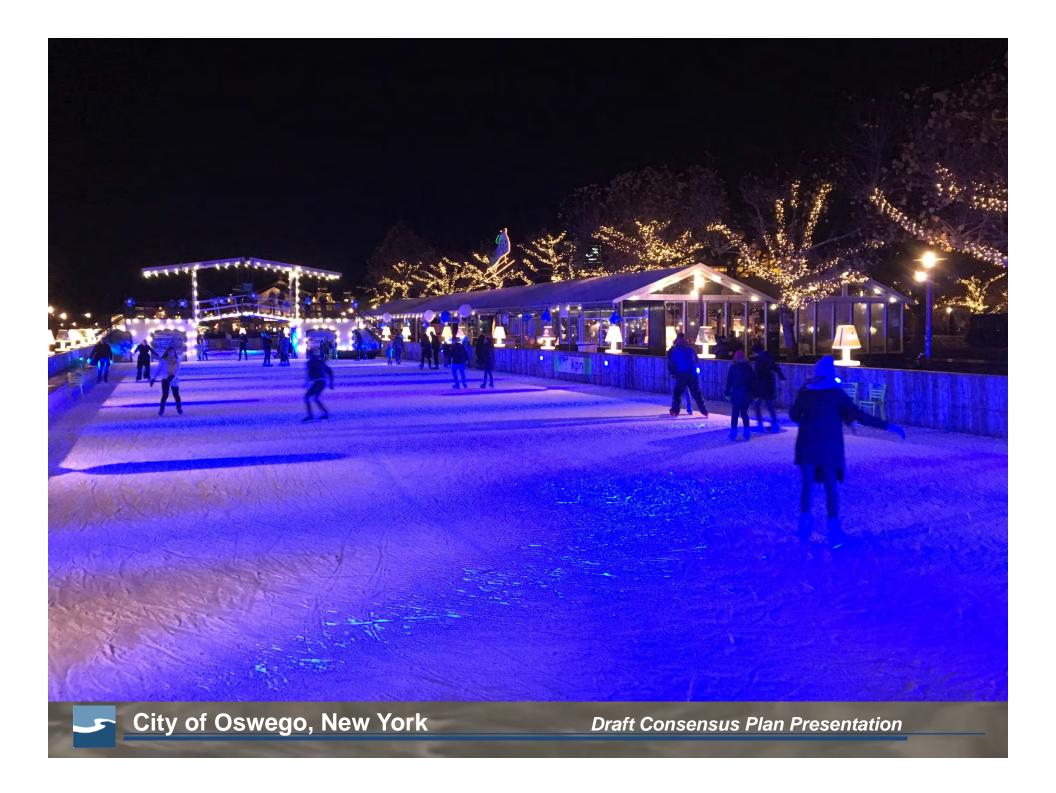






















- Maritime Museum and Marine
   Sanctuary Center as Visual Icon
- New Private Developments Already Underway
- Historic Archways and Wayfinding Signs to Guide Visitors to the Waterfront
- Historic Archway Overlooks Links
   Neighborhood to the River
- Riverfront Pedestrian Promenade
   Links Downtown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

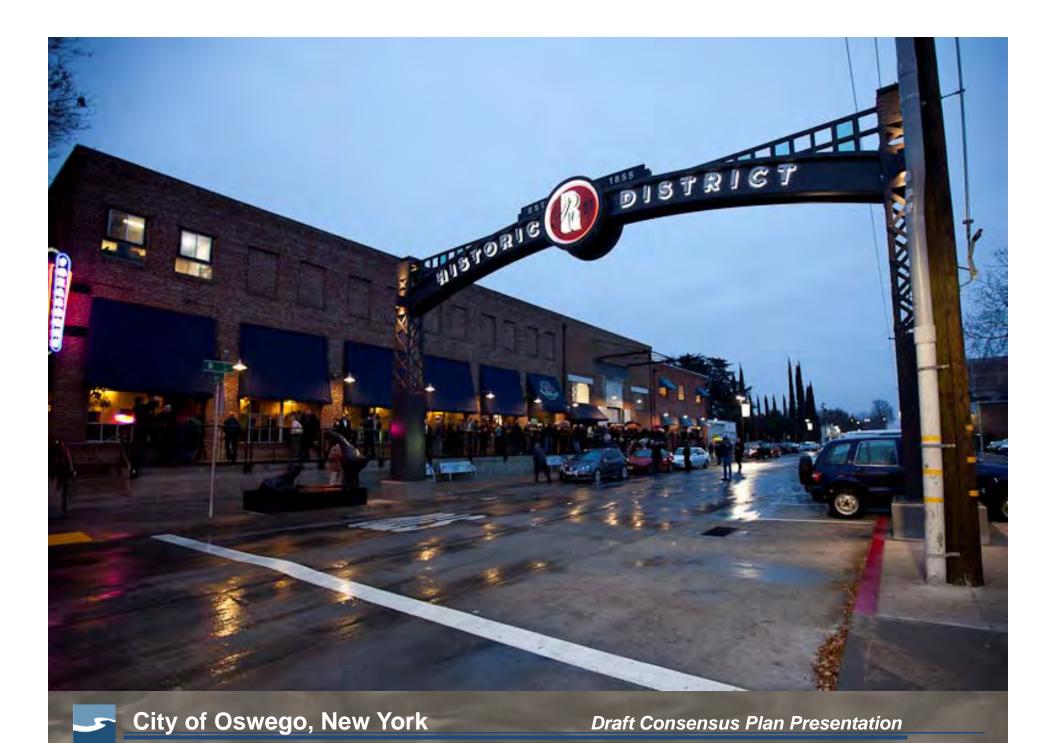




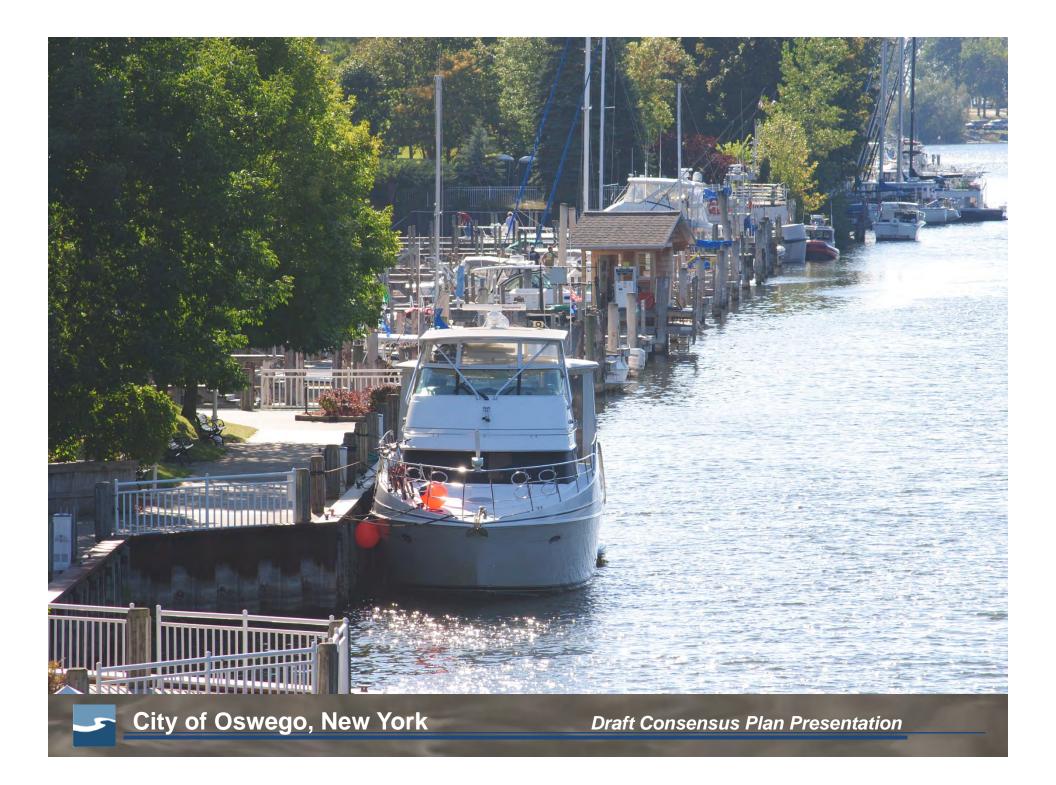
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## **Next Steps**

- Tell Us What You Think!
- Collect Community Feedback Tonight
- Refine Draft Consensus Plan
- Present the Final Consensus Plan to the Community Next Month



## Tell Us What You Think!

- Fill Out Your Note Card!
- Send Us an Email
  - Suzie Fromson 269 408 6387
  - sfromson@edgewaterresources.com



## Thank You!

Please feel free to contact us at:

Suzie Fromson 269 408 6387 sfromson@edgewaterresources.com

