



City of Oswego, New York

*Waterfront Visioning Session*

# 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, December 19 – Refined Concept Review Session

Community Meeting #4, TBD January – Draft Consensus Plan Review Session

Community Meeting #5, TBD February – 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?

- *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*
- *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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*Celestial Blue*

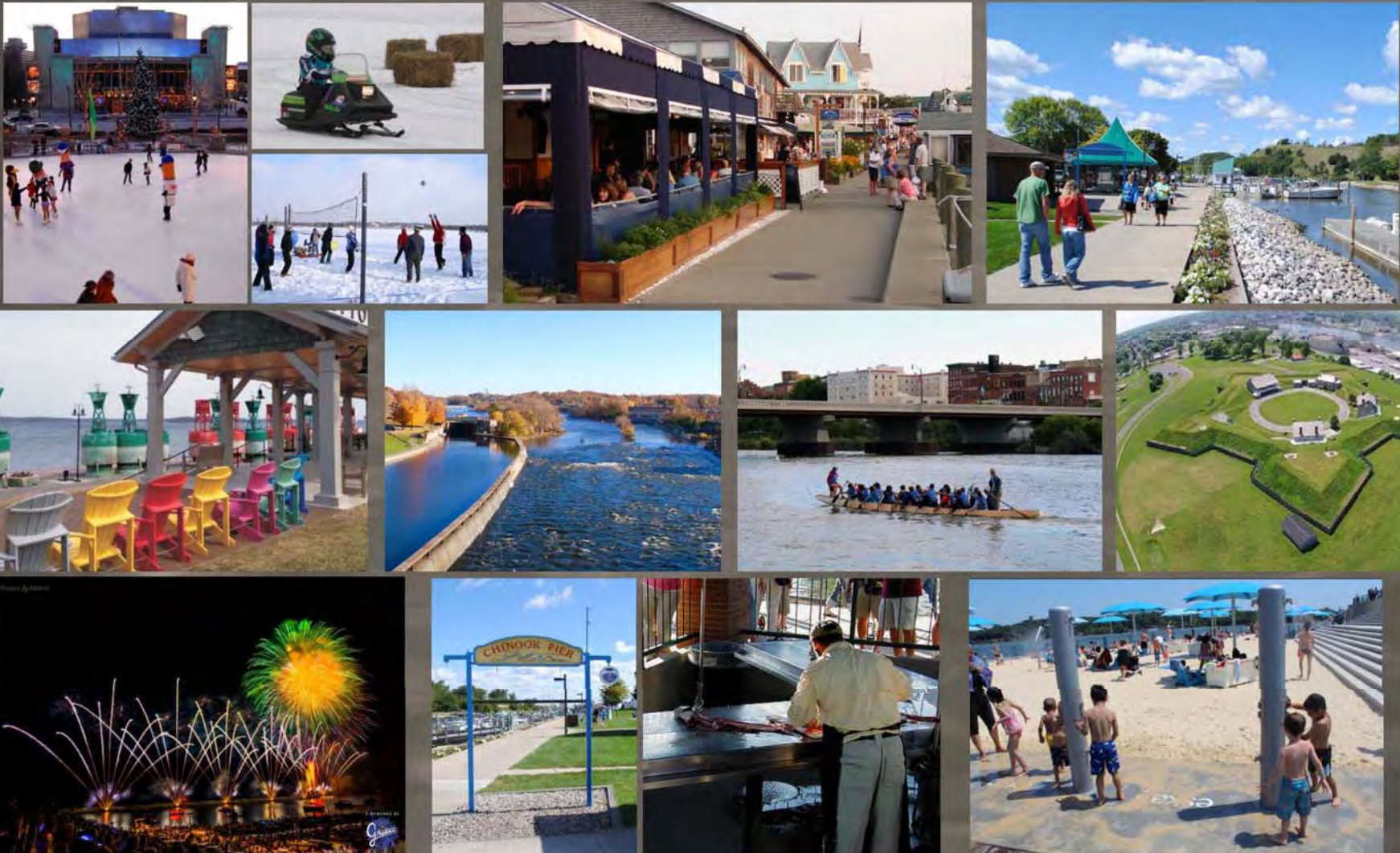


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*Popular images: 10-19 votes*







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Martha's Vineyard, Massachusetts



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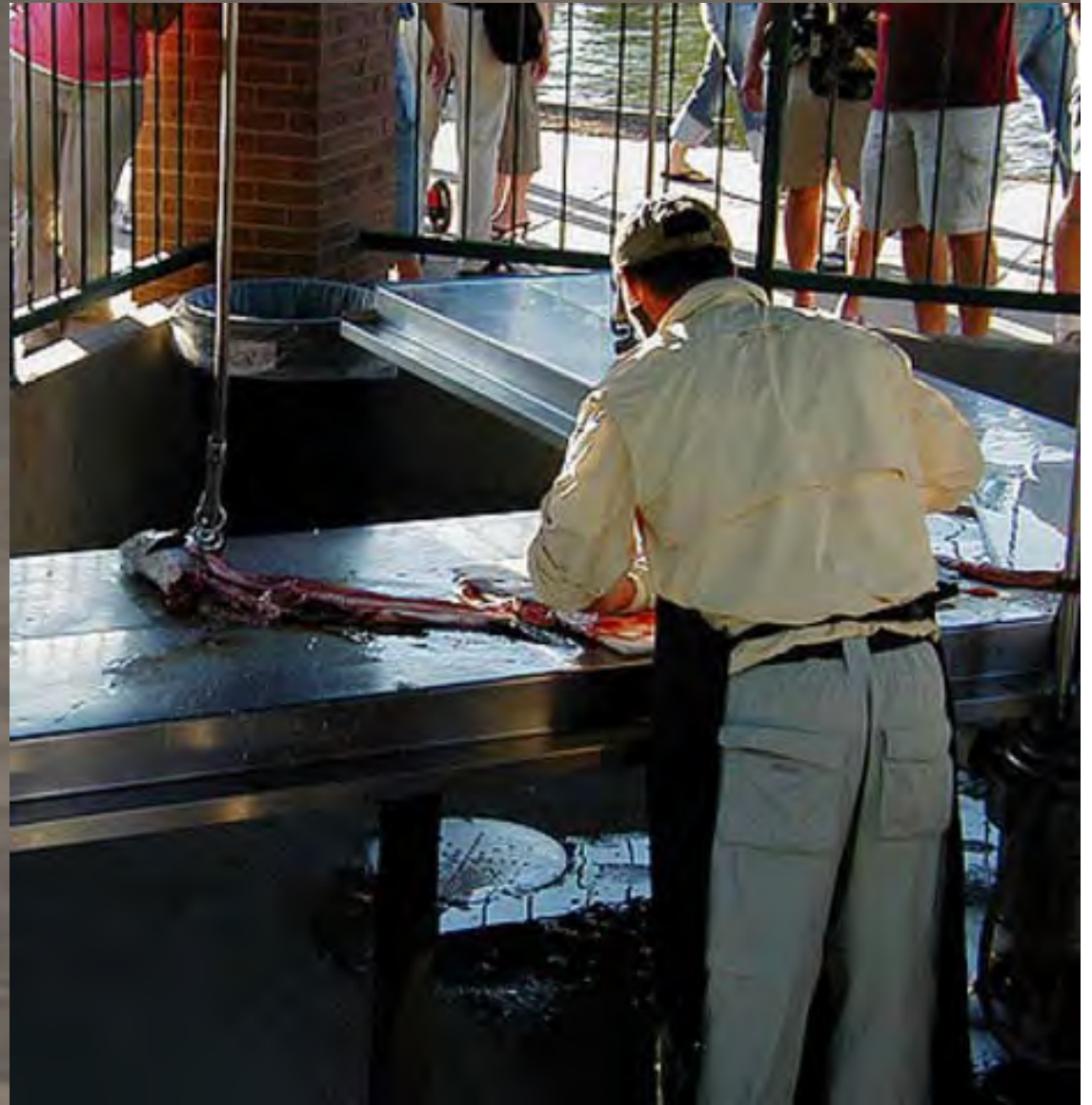




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# Concept Guiding Principles

- *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 A

- *New Marina*
- *Public Pier with Carousel*
- *Restaurant, Ice Cream*
- *Marine Sanctuary*
- *Charter Fishing Office*
- *Beach*
- *Shopping Stalls – Business Incubator*
- *Residential*
- *McCrobie B&B*
- *Organized Parking*
- *New Maritime Museum*
- *Promenade to Downtown*







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## Concept A

- *Urban Infill*
- *History Based Theme*
- *Historic Interpretive Zones*
- *Interpretive Overlooks*
- *Organizing Arches*







Bar Harbor, Maine

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## 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                                       |  |





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- An aerial photograph of a waterfront area, likely Breitbeck Park, with a proposed development overlaid. The development is shown in light green and white, featuring a large parking lot, a road, and a boat launch area. The background shows a residential neighborhood with houses and trees.
- *Relocate Boat Launch to West End of Breitbeck Park*
  - *Create Opportunity for Transforming Waterfront Without Compromising Function*
  - *Expand to Provide 200 Parking Spaces*
  - *Separate Vehicular Traffic from Neighborhood*





## Concept B

- *New Marina*
- *Public Pier with Park, Fountain, Restaurant, Ice Cream*
- *Marine Sanctuary*
- *Charter Fishing Office*
- *Beach*
- *Shopping Stalls – Business Incubator*
- *Residential*
- *New Yacht Club*
- *Expanded Parking*
- *New Maritime Museum*
- *Promenade to Downtown*







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## Concept B

- *Park / Public Art*
- *Enhanced Green Spaces*
- *Narrowed Streets with Greener Streetscape*
- *Liberty Square Connections*
- *Green Riverfront*
- *Whitewater Course*







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# 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 |   |





## Concept C

- *New Marina*
- *Public Pier with Beach Club, Restaurant, Ice Cream*
- *New Maritime Museum*
- *Marine Sanctuary*
- *Charter Fishing Office*
- *New Flatrock Beach*
- *Shopping Stalls – Business Incubator*
- *New Yacht Club*
- *Community Sail Club*
- *Expanded Parking*
- *Promenade to Downtown*







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## Concept C

- *Entertainment District*
- *Shops and Dining*
- *Street Markets*
- *Night Markets*
- *More Boating Access Along Riverwall*
- *Urban Infill*
- *Additional Parking*







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# General Marina Improvements

- *Upgrade to Modern Standards*
- *Eliminate Weeds / Improve Water Quality*
- *Ensure ADA Compliance*
- *Ensure Electrical Safety Compliance*
- *Construct Upgrades in Phases*
- *Consider Regional Market Rates*
- *Achieve Financial Sustainability*
- *Seriously Consider Relocating Boat Launch*







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# Big Iconic Ideas?

- *Gondola?*
- *Ferris Wheel?*
- *Zip Line?*
- *Climbing Wall?*
- *Major Art Piece?*







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## Climbing Parks



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# Next Steps

- *Tell Us What You Think!*
- *Collect Community Feedback Tonight*
- *Refine Three Concepts into Two*
- *Present Refined Concepts to the Community Next Month*





**Thank You!**

**Please feel free to contact us at:**

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