



Join the effort – make your voice heard

After reviewing the draft vision statement, guiding principles and goals, let us know your thoughts.

What is your reaction to these goals? Is anything missing? Which goal excites you the most? Why? What are ways you feel that you can get more involved in making these goals happen?



The Utica Master Plan needs input from as many members of the city as possible. In the coming weeks, there will be public forums to review the draft goals and some of the suggested actions and projects. You may also fill out the form below and mail it to us, or go online to uticamasterplan.org/feedback.



Cut here and mail to address below.

Comments: _____

Your information (optional):

Your name _____

Address _____

City _____ State & zip code _____

Mail to: **Utica Master Plan Feedback**, 1 Kennedy Plaza, Utica NY 13502

You also can email your comments to: info@uticamasterplan.org.

For more information or to fill out this form online, go to uticamasterplan.org/feedback.



PRIDE. PLANNING. PARTNERSHIP. PROGRESS.

We're building a better Utica and we need your help

The Utica Master Plan is a vision and a blueprint for growth and development in our community. It's alive with potential and it requires the energy and creativity of all our citizens, the people who will benefit most from this exciting undertaking.

We have been holding neighborhood meetings and hosting focus groups since last spring, so great ideas are already brewing. We have developed a draft vision statement, guiding principles and draft goals of the plan. We want you to get involved, review the following pages, share your ideas, and tell us what's on your mind. Help us answer the question, "What will make Utica a better place to live, work, and entertain?"

On the next few pages, you'll discover the who, what, why and where of the Utica Master Plan effort. Then we're asking for your help. Attend forums, contact us online, write letters, talk to your friends and representatives—make your

voice heard. Working together, we can assure that the master plan will truly represent the needs and shared vision of this great city of Utica.

*Utica Master Plan
Steering Committee*

Through the work of government, local businesses, residents, economic development organizations, planners, and many other interested parties, an effort is underway to improve our city by developing a master plan. The Utica Master Plan is designed to focus resources and attention to jump-start this exciting transformation. Amazing things can, and will, happen.

Our city has a proud heritage as a vital economic and cultural center in New York State. Utica is the regional center for local government and regional services. It also continues to be a recognized cultural hub and home to many non-profit organizations dedicated to causes that impact the public in positive ways.

I want to thank all the individuals who have contributed to our master plan process to date, and I urge all of you to get involved. Please read the information in this flyer and share with us your vision for Utica's future. The master plan belongs to all citizens of Utica. It is your city and this is your opportunity to help make it even better.



David R. Roefaro
Mayor

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Make Your Voice Heard



HOW THE MASTER PLAN TAKES SHAPE

The master plan process takes input from individuals and community groups and shapes it into an action plan with specific goals and thoughtful and innovative ways to achieve them. Led by city government with project leader Brian Thomas, Utica's Director of Urban Planning, people who have been contributing to the process include:

- 50+ member steering committee that has been meeting on a regular basis. Volunteer members come from a wide range of Utica interests, lifestyles and experiences.
- Five sub-committees of the steering committee that have been actively developing goals and implementation recommendations specific to the areas of:
 - Housing and Neighborhood Development
 - Downtown Development
 - Parks, Recreation, Arts/Culture and Historic Preservation
 - Business and Technology Development
 - Infrastructure and Waterfront Development
- Residents who have attended neighborhood meetings held in each district of the city and shared their ideas in smaller group listening sessions.
- Professionals with special areas of expertise who attended focus groups.
- City department heads and regional partners.

All of the information gathered at these meetings, as well as through the project website (www.uticamasterplan.org), has been reviewed by the steering committee and consultant team and incorporated into the goals for the master plan.



Draft Vision Statement

Based on community input thus far, the steering committee has developed the following vision statement to guide the elements of the master plan:

Utica is the place for people seeking a culturally rich, economically successful and environmentally friendly place to live, visit, and conduct business. Our homes, our neighborhoods, our schools, our places of work and play allow for opportunities for an even exchange between people and places; Utica is a community that invites all the qualities within our people to emerge and define our city. Utica is the

hub of regional collaboration, social diversity, and economic progress. Our city is ripe with potential, which we will maximize with extensive community input, emphasizing high performance, sustainable economic redevelopment and a healthy network of neighborhoods, parks and waterfront renewal.



Draft Guiding Principles

As we move forward into the 21st century, Utica will be...

...a dynamic city with a thriving downtown supported by a flourishing arts community surrounded by healthy, safe, and interconnected neighborhoods. Neighborhoods will be active, interesting and attractive places where people feel safe walking or biking and talking with neighbors.

...a center of opportunity for collaboration and innovation that builds an entrepreneurial culture. Our thriving downtown will be at the core – a place of commerce and culture. A diversity of creative entrepreneurs, built on a model of partnerships with our educational institutions, employers, community agencies and students, will drive the city's economy, increase job opportunities, and contribute to a greater quality of life for all.

...the heart of regional creativity by supporting and attracting cultural venues, artisans and talent. Utica's theaters, music venues, and art galleries will be the focus of the cultural economy in the Mohawk Valley. Our reputation as a lively center for arts and culture will attract more artisans, more visitors and more residents and businesses. The city will protect and celebrate its historic character embodied in our unique architectural buildings.

...a community that celebrates diversity as one of its greatest assets. As an urban center, Utica has traditionally been an economic and ethnic melting pot. We will continue to embrace different cultures and make Utica an attractive destination.

...a city that practices sustainable development in all public and private endeavors. At the core of this initiative is a focus on combating global environmental gradation by fostering the incorporation of sustainable practices in all of our community activities. As a city, we are committed to right-sizing and developing sustainable alternatives in our building designs, infrastructure systems and neighborhoods, such as creating opportunities for urban agriculture to support our local residents and restaurants.

...a great little American city whose people come together with pride to guide the city's future.



Draft Goals

While the steering committee has been meeting as a group to review information and discuss elements of the plan, members also formed sub-committees to focus on major aspects of the city's lifestyle and service needs. Following are draft goals developed by the five sub-committees:

Housing & Neighborhood Development

1. Substantially increase the percent of owner-occupied housing within the city of Utica.
2. Provide access to a diversity of housing options within each neighborhood for people of all ages and income levels.
3. Assure all properties meet prevailing codes.
4. Increase the number of downtown residents.
5. Enhance personal safety and mobility along neighborhood streets.
6. Emphasize the attributes of neighborhoods that enhance their attractiveness and usefulness.

Downtown Development

1. Provide a framework, guidelines and action plan for the arts that will contribute to creating a culturally dynamic downtown.
2. Identify ways to encourage creative partnerships and collaborations working to support a dynamic downtown with an entrepreneurial spirit.
3. Ensure a safe downtown with ample parking for residents and businesses.
4. Promote residential and mixed-use development downtown that is consistent with Utica's heritage and architecture.
5. Provide safe, comfortable and efficient multimodal connectivity.

Infrastructure & Waterfront Development

1. Enhance the overall quality of Utica's physical infrastructure and municipal services.
2. Create pedestrian friendly streetscapes.
3. Create an effective transportation system, including public transit, automobiles, and a pedestrian bike path system in the city of Utica.
4. Increase public awareness of, and public access to, the Erie Canal/Mohawk River.
5. Ensure that the waterfront and inner harbor create a destination attraction for Utica.
6. Reconnect Utica's downtown to the waterfront.

Business & Technology Development

1. Diversify the city's economy by attracting new business and industry to Utica through a multifaceted plan and incentives.



2. Facilitate the retention and expansion of local business and industry.
3. Create an environment that fosters entrepreneurship.
4. Develop a skilled and educated workforce that will meet the needs of existing businesses and emerging industries.
5. Maintain the high quality of life already present in Utica and improve those elements most likely to attract young professionals.
6. Expand and capitalize on Utica's diverse historic and cultural fabric.
7. Redevelop brownfield sites.

Parks, Recreation, Arts/Culture & Historic Preservation

1. Introduce and reintroduce population to city parks, non-parks, and recreational facilities.
2. Use our parks system and natural areas for stimulating economic development.
3. Develop use of the Erie Canal and the Mohawk River around historic, recreational and regional objectives to stimulate economic development.
4. Formalize protection and enforcement of that protection for historic buildings and historic districts.
5. Increase public awareness of heritage tourism.
6. Develop the city's identity as a place for artists and as a place for art.
7. Coordinate art events to enable better marketing opportunities.

We want to hear from you! →