



# The Preservation Component of the City of Syracuse Comprehensive Plan

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Urban Design Studio 2003  
State University of New York  
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## **ACKNOWLEDGEMENTS**

The faculty and students of the 2003 Urban Design Studio would like to extend their appreciation and thanks to the following people for their time and information:

### **Preservation Plan Steering Committee**

Kate O'Connell, Syracuse Common Council  
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Dennis Connors, Onondaga Historical Association  
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Gloria Lamanna, City of Syracuse, Bureau of Research  
Betsy Mokrzycki, City of Syracuse, Department of Code Enforcement  
Jeff Wright, City of Syracuse, Department of Public Works  
Paul Driscoll, Syracuse Onondaga County Planning Agency  
Eric Gaines, Onondaga County, Department of Facilities Management  
Richard Lord, New York State Historic Preservation Office  
Mark Peckham, New York State Historic Preservation Office  
Tony Opalka, New York State Historic Preservation Office  
David Mankiewicz, Metropolitan Development Association/Downtown Committee  
Carol Hill, Greater Syracuse Chamber of Commerce  
Stephanie Pasquale, Home Headquarters, Inc.

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## Goals, Objectives and Recommended Actions

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## GOALS, OBJECTIVES, AND RECOMMENDED ACTIONS

Based on the data collected during the inventory and the subsequent evaluation of that information, three preservation goals were developed, each with supportive objectives and each of those with recommended actions. Goals are defined as the general results toward which all efforts will be directed. Objectives are the specific attainable results pursuant to each goal; and recommended actions are the policies, programs and physical projects that are the real means to reaching each goal. Recognizing that not all recommendations can be accomplished at once, the plan calls for a three phased approach to implementation: 1--immediate action (completed with one year of adoption); 2—future action (completed within 2-3 years of adoption); and 3—long range (completed within 4-5 years of adoption).

The Preservation Component of the Syracuse Comprehensive Plan has three goals:

1. To make preservation a priority in the community,
2. To celebrate the diverse physical form and fabric of the city, and
3. To seize the economic opportunities and benefits of preservation.

### **Goal 1: Make preservation a priority in Syracuse.**

Individuals, businesses, not-for-profit corporations, academic institutions, and local government officials can use the principles of preservation to strengthen the physical and social fabric of the city's neighborhoods, business and commercial areas, University Hill and Downtown. For sound preservation is based on the

recognition of and appreciation for the tangible evidence of the community's past. "Good" preservation calls for the retention of older buildings, structures, objects and sites, as well as demands their continued use in ways that sustain contemporary needs. It also generates an interest in and greater appreciation for the city's collective heritage, which in turn can enlighten citizens, inspire civic pride, and generate both individual and shared loyalty to the community. Elected officials, supported by effective legislation and administrative tools, can be the principal advocates promoting these ideals. A population that sees the cultural value in preserving the tangible evidence of its past and the history it represents is the social capital that will continue to make Syracuse a community where people want to live and work.

### **Objective 1: Create a strong preservation ethic among the citizenry.**

Citizens need to be more aware that Syracuse has a rich history, and that its heritage is evident in the existing fabric of the city. Senior citizens, elementary school children, transient populations, life-long residents—virtually all members of the community must be more cognizant of the meaning behind city form. Individual properties, contiguous blocks and entire neighborhoods can place the local community within the larger context of state and national historic happenings; they can tell the story of events and people significant to the city's growth and development; and they can bring meaning to the every-day places of Syracusans. Understanding that both commonplace and unique components of the city fabric deserve recognition and protection will aid in maintaining a sense of place and high quality of life.

### ***Action 1: Promote a broad, comprehensive definition for and***



***awareness of preservation. (Time frame: 1)***

- Encourage that all historic evidence, not just outstanding architecture, be embraced as important.
- Document prototypes illustrating the successful range of preservation activities, including research and documentation, interpretation, education, long-term continued use, adaptive re-use, etc.

***Action 2: Promote comprehensive public education and public relations programs for local preservation. (Time frame: 2)***

- Maximize existing local, state, and federal educational and marketing mechanisms.
- Support creation of academic curricula for all levels, which introduce principles of preservation.
- Assist in targeting preservation promotional efforts to local granting agencies and corporate funding entities.
- Maximize funding mechanisms to support expanded and/or new education or public relations programs.
- Support increased activities of preservation advocacy organizations.
- Encourage the formation of new preservation-based advocacy organizations.

***Action 3: Provide connections between local community and state and national preservation groups. (Time frame: 1)***

- Work in concert with local advocacy organizations to obtain educational materials and programs.
- Develop active association with preservation professionals.

***Action 4: Engage local universities and colleges in preservation activities. (Time frame: 2)***

- Encourage public service, research and partnerships addressing local preservation efforts.
- Assist institutions in being good stewards of their historic properties.
- Assist institutions in being sensitive to historic properties and conservation districts adjacent to their campuses.

***Action 5: Include non-traditional preservation groups in preservation efforts. (Time frame: 2)***

- Encourage neighborhood associations, park groups, and religious institutions to become involved in preservation activities.
- Encourage cooperation between conservation-based organizations and preservation advocacy groups.

***Objective 2: Emphasize the importance of community history to community identity and civic pride.***

Community identity is based to some degree on a city's history and the citizens' informed and intuitive awareness of that history. The former is achieved through established, organized measures that impart accurate historical facts, including those that document unpopular events or trends. The latter is acquired, in part, through daily and life-long interaction with the physical environment. The greater value may lie in this second method, as regardless of education, income level, ethnicity or race, each citizen develops his/her own personal relationship with the city through home, work, worship and play. It is this familiarity with an individual property, street or neighborhood that personalizes history, gives meaning to the Syracuse, and can lead to civic pride.

***Action 1: Promote a stronger relationship between history and physical fabric of the city. (Time frame: 3)***



- Support enhancement of academic history curricula to include place-based learning, for example, at historic properties, through walking tours, etc.
- Support increased emphasis on local historical events and people in curricula.
- Support strong programmatic and physical connections between place and history, including but not limited to an interpretive signage system.

***Action 2: Recognize the cultural value of historic resources in addition to their economic worth. (Time frame: 2)***

- Acknowledge the inherent value associated with pride in one's birthplace and home.
- Develop methods for measuring the cultural value of historic resources.
- Assess cultural value in concert with economic worth for municipal sponsored or supported ventures.

***Action 3: Celebrate community history through civic events. (Time frame: 1)***

- Institute local history month, including annual as well as one-time events.
- Support expansion of history-based events to include broader range of local history.
- Facilitate the use of neighborhood venues for heritage-based events, such as cultural festivals associated with traditional ethnic sectors of the city.

**Objective 3: Integrate preservation more fully into the administration of the city.**

In order to achieve a strong preservation ethic within the community, preservation must be instilled in the city administration. Elected officials, appointed individuals and hired staff should consider the preservation of city form a central component of their responsibilities and well-within their respective levels of authority. Plans, laws, regulations and rules are the most effective

way to insure comprehensive integration of preservation principles and values into city management, planning and living. When official decision-making by the Mayor, Common Council and various boards and commissions routinely respects the importance of preserving noteworthy physical fabric, municipal actions will result in sustainable neighborhoods, business and commercial areas, the University Hill and Downtown.

***Action 1: Encourage elected and appointed officials to be supportive of preservation in their decision-making. (Time frame: 1)***

- Develop and implement educational materials for new officials.
- Hire professional staff with qualifications in the planning, design and preservation professions.
- Routinely seek outside professional advice regarding preservation matters.
- Reference preservation in related city documents, such as facility management plans, departmental capital budgets, Community Development Consolidated Plan, etc.

***Action 2: Encourage cooperation between the city administration and preservation advocates. (Time frame: 2)***

- Recognize successful preservation efforts of local advocacy organizations through official awards, mayoral proclamations and/or council resolutions.
- Promote joint public-private preservation ventures, including research, physical development, etc.

***Action 3: Establish interdepartmental review process for municipal projects affecting historic resources. (Time frame: 1)***

- Establish an executive/mayoral mandate for insuring coordination of efforts.





- Require planning, design and preservation expertise of key staff.
- Build support for preservation principles and values among all staff.

***Action 4: Improve enforcement of codes, laws and regulations. (Time frame: 2)***

- Revise codes, laws and/or regulations to more effectively support preservation of city fabric.
- Insure consistent and comprehensive enforcement of all such legal mechanisms.
- Develop a system to target code enforcement in historic districts and conservation districts.
- Develop and implement a preservation-training program for building inspectors.

***Action 5: Manage municipal historic properties as community assets. (Time frame: 1)***

- Protect, enhance and use city-owned historic properties.
- Promote partnerships with advocacy organizations and corporate entities to preserve public historic resources.
- Encourage use of public historic properties for educational and civic purposes.

**Goal 2: Celebrate the diverse physical form and fabric of the city.**

Cities are complex and dynamic places. They are dense concentrations of heterogeneous populations sustained by intricate combinations of functions, ideas and values; and their physical form is derived from these multifaceted interconnections. They are further distinguished by their density, that sense of intimacy that comes from concentrations of buildings in close proximity to one another, judiciously located communal open spaces, and streets of seemingly random and

conflicting patterns. These are places that have evolved over long periods of time, with each generation usually adding a layer to the city fabric, rather than irreversibly removing one piece to accommodate another. Within these layers cities contain buildings, structures and spaces that are meaningful to the citizenry. Some are incomparable, the exception rather than the rule, and deserve special recognition and protection. Others are less illustrious, more ordinary, but equally deserving of attention and preservation. Syracuse must celebrate both the exceptional and familiar, for these are the places that mark the city's identity and distinguish it from the surrounding towns, villages and hamlets. They are the places that set the city apart from its surroundings and the places that allow Syracuse to be a vibrant community.

**Objective 1: Preserve significant historic resources.**

Notable historic resources can be identified, officially recognized and subsequently protected through programs established at all levels of government. These programs provide specific criteria to assess a property's significance relative to local, state and national historical trends, events and persons. To meet such established standards, these places must possess intrinsic historical associations, visual characteristics and/or physical features that distinguish them from similar older community fabric. Syracuse is fortunate to already have honored many of its most important resources through local designation and nomination to the New York State and National Registers of Historic Places—and hundreds of other properties also have been identified for the same status. Listing these additional eligible properties under each program will increase public awareness of and appreciation for the city's historic places.



***Action 1: Make local, state and national designation of eligible properties a priority. (Time frame: 1)***

- Utilize and maintain citywide survey of historic properties.
- Encourage official designation of properties through promotional materials.
- Promote local designation for all State and National Register listed properties.
- Join in partnership with advocacy organizations to publicize new designations.

***Action 2: Encourage new programs that promote designated properties. (Time frame: 2)***

- Support creation of historic property owners associations.
- Join in partnership with advocacy organizations to provide tours highlighting designated properties.
- Develop and implement a comprehensive interpretive signage system, which in part calls attention to designated properties.

**Objective 2: Conserve noteworthy traditional urban fabric.**

The prosperity of post World War II often is viewed as the most recent “beginning of the end” for many urban centers. The great rush of city dwellers to flee to the suburbs was aided by the nation’s aggressive highway building, widespread urban renewal demolitions, and attractive federal home mortgage assistance programs. In the wake of this exodus, urban planners and theorists cried out for restraint. They championed the human scale and social vibrancy of cities derived from the closeness of scores of modest buildings, the vast networks of sidewalks and attendant pedestrian interaction, the proximity of school, park and home, and the abundance of local gathering places. The slow erosion of this intricate and complex physical and social

texture was erasing the very essence of cities. Today, although the instigating factors may be different, Syracuse continues to face the same prospect. However, insightful planning will safeguard the city’s noteworthy traditional urban fabric and insure its incorporation in community revitalization.

***Action 1: Identify various organizational patterns, built form and open space that define sense of place as conservation districts. (Time frame: 1)***

- Identify the characteristics of each, including block-lot-street relationships, setbacks, building form, scale, features and materials, etc.
- Evaluate urban fabric based on these characteristics.
- Identify conservation districts, as well as the extent of transitional zones as context for each.

***Action 2: Develop mechanisms to ensure protection and enhancement of conservation districts. (Time frame: 2)***

- Create and adopt new and additional overlay districts within zoning rules and regulations.
- Develop and implement design guidelines for conservation districts.
- Expand type and use of transitional zoning districts.

***Action 3: Promote appropriate physical repair and maintenance with conservation districts. (Time frame: 2)***

- Expand existing training programs for property owners, contractors and tradespeople.
- Link experienced contractors with historic property owners.
- Assist in marketing available properties to capable homeowners, investors and developers supportive of conservation district principles.



- Identify commercial outlets for appropriate repair materials, such as salvage businesses and vendors of historic materials.
- Encourage alternative, preservation-sensitive approaches to hazardous materials abatement.
- Create public educational materials, such as websites, hotlines, etc.

***Action 4: Enhance historic parks and open space. (Time frame: 2)***

- Increase public awareness of the parks' historic significance.
- Increase investment in buildings and grounds located in historic parks and open space areas.
- Develop and implement comprehensive maintenance plans for each historic facility.
- Support existing and encourage the formation of new park advocacy organizations.

***Action 5: Explore alternative parking strategies. (Time frame: 2)***

Develop physical and programmatic criteria for cooperative neighborhood and business area lots.

Develop prototype for residential parking permit program.

Enhance CENTRO amenities for park-n-ride system.

***Action 6: Create a comprehensive approach for the redevelopment of vacant land. (Time frame: 2)***

- Create and continually update citywide inventory.
- Establish and enforce maintenance guidelines.
- Establish guidelines for new construction.
- Develop and implement a comprehensive marketing strategy.

**Objective 3: Utilize strategies to maximize desirable physical forms.**

The way a building, structure or site is repaired or substantially adapted for a new use has an obvious physical impact on the subject property, but also indirectly influences the image of adjacent properties. Similarly, modifications made over time—or made to several properties in close proximity to one another—have a cumulative impact, and affect the visual and physical quality of an entire neighborhood or business area and ultimately a whole city. While it is important to support individual property owner responsibilities and rights, it is equally critical to recognize that independent decisions can affect the collective physical form of Syracuse. Repairs and extensive redevelopment that maintain the greatest degree of original fabric and employ traditional methods and materials will ensure the retention of those characteristics that make historic and conservation districts such appreciated components of the community. In addition, new construction that complements historic or noteworthy traditional properties will reinforce the importance of these familiar and valued resources.

***Action 1: Develop and implement design guidelines for properties in and adjacent to historic districts and conservation districts. (Time frame: 2)***

- Create guidelines for both appropriate modest repairs and more extensive work, and for a range of property types and ages.
- Create guidelines for appropriate new, in-fill construction.
- Develop and distribute public education materials regarding all design guidelines.

***Action 2: Develop and implement comprehensive streetscape design and maintenance plan. (Time frame 1)***



- Implement the citywide urban forestry plan.
- Identify the characteristics of noteworthy traditional streetscapes, including planting strips, street trees, lighting, sidewalks, etc.
- Evaluate urban fabric based on these characteristics, and define streetscapes to be retained and enhanced.
- Create design standards for improvements.
- Identify and enforce use of appropriate maintenance practices and materials.

#### **Objective 4: Revise Zoning Rules and Regulations**

The current Syracuse Zoning Rules and Regulations originally were written in 1922, and have not been completely revised since the 1950s. Changes made at that time reflect the popular mid-twentieth century focus of promoting more suburban, and therefore less dense, physical city fabric. Limited revisions made sporadically since then do not relate to an overarching approach to long-range community planning, but rather to single issues raised by various constituencies. The result is that the current text provides little direction as to preferred land use patterns, physical characteristics or visual quality, and addresses primarily use and building bulk, mass and setbacks. A comprehensive revision of the zoning ordinance that incorporates greater sensitivity to historic properties and noteworthy traditional urban fabric will result in a legal mechanism supportive of smart growth and economic reinvestment.

***Action 1: Provide direct correlation to proposed city comprehensive plan. (Time frame: 1)***

***Action 2: Reinforce existing, desirable land use patterns in terms of allowable and special uses. (Time frame: 1)***

***Action 3: Respect density in identified historic and conservation districts as related to lot coverage, setbacks, and building bulk and form. (Time frame: 1)***

***Action 4: Expand requirements for planned institutional district, including provisions that address issues of aesthetics and physical context. (Time frame: 1)***

***Action 5: Expand and enforce the requirements for surface parking lots and screening. (Time frame: 1)***

***Action 6: Expand and enforce provisions of the sign ordinance, particularly as related to temporary signs. (Time frame: 1)***

***Action 7: Incorporate additional overlay districts, specifically to address conservation districts. (Time frame: 1)***

***Action 8: Incorporate design review mechanisms and design guidelines. (Time frame: 1)***

***Action 9: Develop guidelines for reviewing and approving variance, subdivision and special permit requests. (Time frame: 1)***

***Action 10: Increase public notification time, area and degree of information disseminated. (Time frame: 1)***

***Action 11: Incorporate professional qualifications for City Planning Commission and Board of Zoning Appeals members. (Time frame: 1)***

**Objective 5: Strengthen landmark preservation ordinance and operation of the Landmark Preservation Board.**

Although the Board devotes time to the designation process, the bulk of its efforts are directed towards requests for



Certificates of Appropriateness. In considering proposed changes to designated properties, the Board references established technical standards used nationally for over 30 years in similar reviews by federal, state and municipal agencies and boards. Its decisions, therefore, are based on the appropriate physical treatment of older properties and not the personal preferences of individual board members—yet community perception often is that decisions are highly subjective and often arbitrary. Efforts must be undertaken to reverse this view, and instead demonstrate the benefits of accessing the Board’s expertise. In addition, the Board must have the latitude to insure that alternatives to demolition and inappropriate new construction are given fair and objective consideration. By consistently applying proven standards in its reviews, communicating more often and more directly with the community at-large, and becoming integral to decisions about growth and development, the Board will ensure that locally designated properties will not be adversely affected by inappropriate, out-of-scale, out-of-character changes. This assurance in turn will generate a high degree of investor confidence in local preservation districts and conservation districts.

***Action 1: Expand and clarify which types properties can be locally designated. (Time frame: 1)***

- Revise definitions of eligible properties to include and clearly distinguish between buildings, structures and landscapes.
- Include provisions to designate archeological resources.

***Action 2: Expand responsibilities of the Board to include conservation districts. (Time frame: 1)***

- Include review of conservation district designation applications within Board responsibilities.
- Include review of physical changes to conservation district properties within Board responsibilities.

***Action 3: Expand provisions of demolition articles. (Time frame: 1)***

- Define and implement parameters for documenting imminent threats to health and safety.
- Develop hierarchy of alternatives to demolition that must be investigated, including short- and long-term stabilization, redevelopment marketing strategies, etc.
- Develop and enforce mitigation measures when demolition cannot be avoided, including but not limited to documentation.
- Apply provisions to proposed demolitions within conservation areas.

***Action 4: Revise Planning Commission appellate review of Board decisions. (Time frame: 1)***

- Require consideration of all criteria used by the Board.
- Develop and enforce documentation criteria for economic hardship.
- Develop and enforce documentation of appellate decisions.

***Action 5: Revise operating rules and procedures. (Time frame: 1)***

- Increase communications with owners of locally designated properties.
- Improve accessibility to certificate of appropriateness procedures and forms.
- Develop and distribute informational materials regarding procedures, meeting schedules, etc.



***Action 6: Develop repair and design guidelines for locally designated properties. (Time frame: 1)***

- Complete and implement the draft Sedgwick-Highland-James District design guidelines.
- Use the Sedgwick-Highland-James District Guidelines as a model for additional district guidelines.
- Provide periodic public education/training programs regarding the guidelines.

***Action 7: Institute formal educational training for new board members (Time frame: 1)***

- Expand orientation for new board members.
- Revise and update board member manual.
- Provide annual education/training programs.

***Action 8: Provide full-time professional staff. (Time frame: 1)***

**Goal 3: Seize the economic opportunities and benefits of preservation.**

Cities that have high quality physical environments have an invaluable resource with which to attract high-wage employers, who in turn attract high-skilled workers. Such business leaders and employees seek the same high standard for their living environments as they do for their careers. They want a home community with a strong identity, one comprised of distinctive and memorable places that evoke shared values and economic viability through their physical fabric. These are people too who invest in the local built environment, and not just their personal piece of it. This kind of investment often is labor-intensive, making preservation an important job-creating component of a local economy:

studies show that preservation activities create more jobs dollar-for-dollar than new construction, as well as other basic industries. In an era when a diversified labor pool is integral to economic stability, no city can ignore the value of preservation in providing job opportunities for its citizens. Nor can a community disregard the importance of preservation in perpetuating urban re-investment. When government, business and civic leaders recognize and actively promote the unique physical attributes of their cities, they exhibit a loyalty to and confidence in the ability of their communities to grow. This assurance can and will attract new investment, and work to counter urban abandonment and sprawl. And the dollars that go into the retention and continued use of city fabric generate additional dollars in the form of tourism. For the same special places that make neighborhoods, business areas and downtown desirable to Syracusans also will attract tourists; making heritage tourism yet one more benefit of preserving historic properties and noteworthy traditional urban form.

**Objective 1: Emphasize the economic benefits of preservation.**

Once viewed as a luxury that a community could rarely afford, preservation is now more commonly recognized as central to a strong and growing economy. In its raw form, preservation of existing urban fabric might be seen as a large-scale recycling program, whereby older and historic properties—much like paper and plastic goods—are retained and reshaped for new uses. Just as manufacturers have realized the cost-effectiveness of maximizing the life and after-life of their products, cities must understand the positive economic value derived from the continued reuse of the built environment. The economic challenges Syracuse faces as the 21st century begins will be successfully met when there is an appreciation for and accounting of the



cumulative financial investment inherent in existing municipal infrastructure, public lands and private property; and there is a commitment to make the most of this capital rather than ignore or destroy it.

***Action 1: Collect data documenting the local economics of preservation. (Time frame: 1)***

- Calculate the number of jobs created by past preservation projects, including construction, tourism and education activities, and track the same in the future.
- Calculate changes in real estate value of historic properties after designation/nomination and in comparison to similar but non-designated properties, and track the same in the future.
- Calculate changes in real property taxes collected as a result of past preservation activities, and track the same in the future.
- Calculate and track changes in real estate value of conservation district properties after approval of district designation.
- Calculate and track retail sales and sales tax revenues associated with preservation projects, including construction and tourism activities.

***Action 2: Educate the real estate and financial communities about the economic and cultural value of historic properties. (Time frame: 2)***

- Join in partnership with advocacy organizations to develop training programs addressing local history, architectural styles, etc.
- Join in partnership with the Greater Syracuse Board of Realtors and local lending institutions to collect and disseminate data documenting local preservation economics.

- Encourage permanent seasonal or cyclical joint ventures between the Preservation Association of CNY, Inc. and Greater Syracuse Board of Realtors, such as continuing education courses, neighborhood tours, etc.

***Action 3: Promote redevelopment of historic properties over demolition and new construction. (Time frame: 1)***

- Calculate and compare costs associated with redevelopment vs. new construction, in general and for specific proposals.
- Expand institutional and corporate programs that favor retention of properties in historic districts and conservation districts, such as mortgage assistance for owner-occupant residents, revolving loan funds, etc.
- Join in partnership with advocacy organizations to market historic properties available for redevelopment or threatened by demolition.

**Objective 2: Maximize current public and private economic programs to support preservation activities.**

Both government and private sector entities offer a large number of tools for assisting economic development ventures. Some programs, such as the federal investment tax credits for the certified rehabilitation of properties listed in the National Register, are specific to preservation activities. Others, however, such as the federal low income housing tax credits or community development block grants, are not exclusive to preservation undertakings and, in fact, often are not readily considered for such activities. No matter what the state of the national, New York State or Syracuse economy at any given time, all available economic development programs must be considered viable options for furthering preservation of the city's fabric.



***Action 1: Develop and distribute information about available programs through a multi-media marketing campaign. (Time frame: 1)***

- Improve communication and administrative links to current programs, including through websites, participation in seminars, etc.
- Enhance and continually update existing brochures.
- Hold periodic public information sessions regarding current programs.
- Publicize successful projects that incorporated current programs.

***Action 2: Enhance existing local economic programs. (Time frame: 2)***

- Revise Section 444a of the local Real Property Tax Law to provide maximum exemptions to eligible applicants.
- Establish a preservation fund through a set-aside from existing revenue streams, such as a percentage of community development funds or PILOT payments.
- Target a percentage of existing programs to projects in close physical proximity to one another, for concentrated and highly visible impacts.

**Objective 3: Develop new economic mechanisms to support preservation activities.**

All economic development is based on encouraging private investors to undertake projects that generate community benefits, as well as the obvious requisite personal financial return. Often times, however, incentives are provided to guarantee specific desired outcomes. The costs of preservation incentives surpass private sector investment in that preservation has substantial economic impacts beyond the initial undertaking. Because of this greater net public benefit, preservation is more generally accepted as a viable component of

a city's economic plan. It is critical, therefore, that the community be creative in developing and offering additional incentives that will support increased preservation in Syracuse's neighborhoods, business areas and downtown.

***Action 1: Support passage of federal and state legislation to establish tax credit programs for owners of historic homes. (Time frame: 1)***

- Inform state and federal elected representatives that the city administration backs the legislation.
- Solicit support from local organizations, such as the Greater Syracuse Board of Realtors, not-for-profit preservation, neighborhood and housing organizations, etc.

***Action 2: Establish new local programs based on successful national models. (Time frame: 2)***

- Create programs that assist owner-occupants of market-rate housing, such as Live-in-a-Landmark, Parade of Historic Homes, etc.
- Create programs that assist neighborhood/business development corporations in preventing unnecessary demolition or encouraging rehabilitation, for example a revolving fund.
- Create programs that assist at-risk property owners (e.g., the elderly) with necessary seasonal or cyclical repairs, such as Christmas in April.

***Action 3: Investigate potential funding assistance mechanisms for hazardous materials abatement. (Time frame: 3)***

- Identify range of appropriate treatments, from encapsulation to removal, and possible likely costs of each.





- Identify existing sources of funding for environmental clean-ups and reclamation.
- Explore possible methods for minimizing costs.

***Action 4: Utilize preservation construction activities as a job creation catalyst. (Time frame: 2)***

- Join in partnership with Syracuse School District, BOCES and local labor union chapters to create training programs in the traditional trades, with a focus on the methods and materials specific to older properties.
- Join in partnership with local public agencies and private organizations to increase opportunities for small contractors and tradespeople, such as creating a clearinghouse for information on rehabilitation methods and materials.
- Join in partnership with not-for-profit preservation, neighborhood and housing organizations to establish regularly scheduled seminars regarding home repairs and contractor selection.

**Objective 4: Enhance the economic value of heritage tourism.**

Tourism, of any form, is based on a desire to travel and experience a place—to have the first-hand opportunity to see for oneself natural and cultural elements different from those that are most familiar, those that constitute one's home environment. It is this interest in learning that sets heritage tourism apart from the larger concept, for historic properties can impart countless stories of events and persons, of cultural trends and movements, of societal transgressions and successes in a way that draw visitors into a place. Authentic fabric affords the visitor to literally see, feel, hear, even smell history; it makes the past real—at times joyful and exciting, at others serious and thought-provoking. No matter the individual response, if the physical evidence

is preserved and made accessible Americans will flock to experience it. And when they do, they stimulate the local and regional economy. The direct beneficiaries might often be historic properties; but heritage tourism results in increased retail and service sales, including added traffic for restaurants, novelty stores, gas stations, hotels and many other businesses. Many of Syracuse's most significant historic properties, a concentration of which is located downtown, already draw tourists; but many more parts of the city tell equally interesting and fascinating stories. When the community develops a comprehensive approach to heritage tourism, that story will be more compelling; and the economic impact will be more complete.

***Action 1: Improve communication and administrative links to current federal and state heritage tourism programs. (Time frame: 2)***

- Become an official participant in all pertinent programs, such as federal and state Freedom Trail and Women's Rights heritage tourism programs.
- Join in partnership with public agencies and private organizations to promote properties and events, including joint fundraising, combined advertising, and shared exhibits.

***Action 2: Encourage cooperative promotional efforts between the city administration, Chamber of Commerce, Convention & Visitors Bureau, and Metropolitan Development Agency. (Time frame: 1)***

- Establish heritage tourism as a community asset and priority, and persuade the other entities to do so as well.
- Join in partnership to market the city as a primary heritage tourism destination.



***Action 3: Encourage maximum coordination of events. (Time frame: 1)***

- Join in partnership with local museums, the arts community, and other organizations to schedule, advertise and manage heritage-based events.
- Encourage local participation in national or state based initiatives, such as National Preservation Week.

neighborhoods, business areas and downtown. The objectives presented further codify these ideals; and implementation of the recommended actions will make them a reality.

***Action 4: Encourage a link between heritage tourism and heritage education. (Time frame: 3)***

- Market Syracuse to school districts outside the city as a venue for place-based learning.
- Assist local organizations in accommodating a range of heritage tourism “students”, including school groups and elder hostiles.

***Action 5: Promote downtown Syracuse as the community’s primary cultural district. (Time frame: 2)***

- Make retention of downtown older and historic properties a priority.
- Encourage redevelopment of vacant or underutilized older and historic properties.
- Encourage additional heritage, cultural and arts organizations to locate downtown.
- Utilize unique character of downtown as a primary component of heritage tourism programming and marketing.

The three goals of the Preservation Component of the Comprehensive Plan clearly define the importance of establishing a preservation ethic among elected officials, business and civic leaders, and the general population; fostering an appreciation for the city fabric that represents the community’s collective history; and pursuing the maximum economic value of protecting and promoting Syracuse’s historic





# Goal One: Make preservation a priority in Syracuse.

Objective 1: Create a strong preservation ethic among the citizenry.



The Wiehbeck Building, opened in 1850, now serves as the Erie Canal Museum.



Gothic Cottage at 1631 South Salina Street.



The Gordon Nordbom House, formerly on Seneca Turnpike.

Action 1: Promote a broad, comprehensive definition for and awareness of preservation.



The Onondaga Historical Association on Montgomery Street.

Action 2: Promote comprehensive public education and public relations programs for local preservation.

Action 3: Provide connections between local community and state and national preservation groups.



SUNY College of Environmental Science and Forestry's Urban Design Studio and steering committee.

Action 4: Engage local universities and colleges in preservation activities.



The Westcott Community Center on Euclid Avenue and Westcott Street.



The Eastside Neighborhood Arts, Culture and Technology Center.

Action 5: Include non-traditional preservation groups in preservation activities.

Objective 2: Emphasize the importance of community history to community identity and civic pride.



The Soldiers' and Sailors' Monument at Clinton Square.

Action 1: Promote a stronger relationship between history and physical fabric of the city.



Dr. George E. Gridley House, South Salina Street.

Action 2: Recognize the cultural value of historic resources in addition to their economic worth.



The Syracuse Nationals and the H. H. Franklin Celebration, Downtown Syracuse.



The Fleet Syracuse Arts and Crafts Festival at Plymouth Congregational Church.

Action 3: Celebrate community history through civic events.

Objective 3: Integrate preservation more fully into the administration of the city.



Hiawatha Lake in Onondaga Park.

Action 1: Encourage elected and appointed officials to be supportive of preservation in their decision-making.

Action 2: Encourage cooperation between the city administration and preservation advocates.



Construction of Interstate 690 in Downtown Syracuse.

Action 3: Establish interdepartmental review process for municipal projects affecting historic resources.



Demolition of 227 Konners Avenue.

Action 4: Improve enforcement of codes, laws, and regulations.



Branchcamp Branch, Onondaga County Library.



Onondaga County Courthouse on Columbus Circle.

Action 5: Manage municipal historic properties as community assets.





# Goal Two: Celebrate the diverse physical form and fabric of the city.

## Objective 1: Preserve significant historic resources.



- The Harriet May Mill House, located at 1074 West Genesee Street.*
- Action 1: Make local, state and national designation of eligible properties a priority.
- Action 2: Encourage new programs that promote designated properties.

## Objective 2: Conserve noteworthy traditional urban fabric.

- Action 1: Identify various organizational patterns, built form and open space that define sense of place as conservation districts.
- Action 2: Develop mechanisms to ensure protection and enhancement of conservation districts.



- A home repair in one of the city's northside neighborhoods.*
- Action 3: Promote appropriate physical repair and maintenance with conservation districts.



- Upper Onondaga Park.*
- Action 4: Enhance historic parks and open space.
- Action 5: Explore alternative parking strategies.



- An example of a vacant property in a residential neighborhood.*
- Action 6: Create a comprehensive approach for the redevelopment of vacant land.

## Objective 3: Utilize strategies to maximize desirable physical forms.

- Action 1: Develop and implement design guidelines for properties in and adjacent to historic districts and conservation districts.



- Streetscape along Batterman Street.*
- Action 2: Develop and implement comprehensive streetscape design and maintenance plan.

## Objective 4: Revise Zoning Rules and Regulations.

- Action 1: Provide direct correlation to proposed city comprehensive plan.
- Action 2: Reinforce existing, desirable land use patterns in terms of allowable and special uses.



- A home in Sedgwick Farm, a registered historic district.*
- Action 3: Respect density in identified historic and conservation districts as related to lot coverage, setbacks, and building bulk and form.

- Action 4: Expand requirements for planned institutional district, including provisions that address issues of aesthetics and physical context.



- An example of surface parking treatment in the city.*
- Action 5: Expand and enforce the requirements for surface parking lots and screening.
- Action 6: Expand and enforce provisions of the sign ordinance, particularly as related to temporary signs.
- Action 7: Incorporate additional overlay districts, specifically to address conservation districts.



- Contemporary commercial design adjacent to a historic structure.*
- Action 8: Incorporate design review mechanisms and design guidelines.
- Action 9: Develop guidelines for reviewing and approving variance, subdivision and special permit requests.
- Action 10: Increase public notification time, area and degree of information disseminated.
- Action 11: Incorporate professional qualifications for City Planning Commission and Board of Zoning Appeals members.

## Objective 5: Strengthen Landmark Preservation Ordinance and operation of the Landmark Preservation Board.

- Action 1: Expand and clarify which types properties can be locally designated.



- The Eastwood section of Syracuse, a potential conservation district.*
- Action 2: Expand responsibilities of the Board to include conservation districts.
- Action 3: Expand provisions of demolition articles.
- Action 4: Revise Planning Commission appellate review of Board decisions.
- Action 5: Revise operating rules and procedures.



*A historic home under repair on McBride Street.*



- Examples of design review guidelines.*
- Action 6: Develop repair and design guidelines for locally designated properties.
- Action 7: Institute formal educational training for new board members.
- Action 8: Provide full-time professional staff.





# Goal Three: Seize the economic opportunities and benefits of preservation.

Objective 1: Emphasize the economic benefits of preservation.



Recently completed market-rate housing projects in Hanover Square.

Action 1: Collect data documenting the local economics of preservation.



A Ward Wellington Ward house on Salt Springs Road.

Action 2: Educate the real estate and financial communities about the economic and cultural value of historic properties.



Historic house available on South Sabina Street.



Adaptive re-use of a property in the Hawley-Green Street Historic District.

Action 3: Promote redevelopment of historic properties over demolition and new construction.

Objective 2: Maximize current public and private economic programs to support preservation activities.



Owners of income-producing historic properties are eligible for income-tax credits if they meet the Secretary of the Interior's Standards for Historic Preservation.

Action 1: Develop and distribute information about available programs through a multi-media marketing campaign.



Rehabilitation work under way on Green Street.

Action 2: Enhance existing local economic programs.

Objective 3: Develop new economic mechanisms to support preservation activities.



Private home in the university neighborhood.

Action 1: Support passage of federal and state legislation to establish tax credit programs for owners of historic homes.



Preservation programs available on the world wide web.

Action 2: Establish new local programs based on successful national models.

Action 3: Investigate potential funding assistance mechanisms for hazardous materials abatement.



Construction work in the North Sabina Street historic district.

Action 4: Utilize preservation construction activities as a job creation catalyst.

Objective 4: Enhance the economic value of heritage tourism.

Action 1: Improve communication and administrative links to current federal and state heritage tourism programs.



The Landmark Theatre in Downtown Syracuse.

Action 2: Encourage cooperative promotional efforts between the city administration, Chamber of Commerce, Convention & Visitors Bureau, and Metropolitan Development Agency.



The Scottish Festival in City Hall Commons.

Action 3: Encourage maximum coordination of events.



Edward Smith Elementary School.

Action 4: Encourage a link between heritage tourism and heritage education.



A downtown celebration in Clinton Square.



The Empire State Ballet perform in Army Square.

Action 5: Promote downtown Syracuse as the community's primary cultural district.

