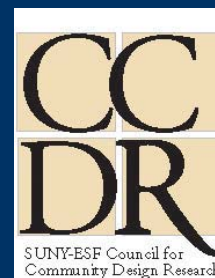


Brewerton Revitalization Strategy Community Visioning Workshop Hamlet of Brewerton, Town of Cicero, New York

June 13, 2007 Community Workshop
Summary Presentation



June 13, 2007 Community Workshop Summary Presentation

- Workshop Participants
- Current Use and Rhythms
- Sacred Places
- Regularly Visited and Gathering Places
- Strengths
- Concerns
- Opportunities
- Then and Now
- Strategic Priorities
- Description of Brewerton in 10 years
- Draft Vision and Goals

Workshop Participants

- Over 130 participants
- Between ages 20-40 – 22%
- Between ages 40-60 – 48%
- Over age of 60 – 28%
- Live in Brewerton – 72%
- Work in Brewerton – 9%
- Live and work outside Brewerton – 19%

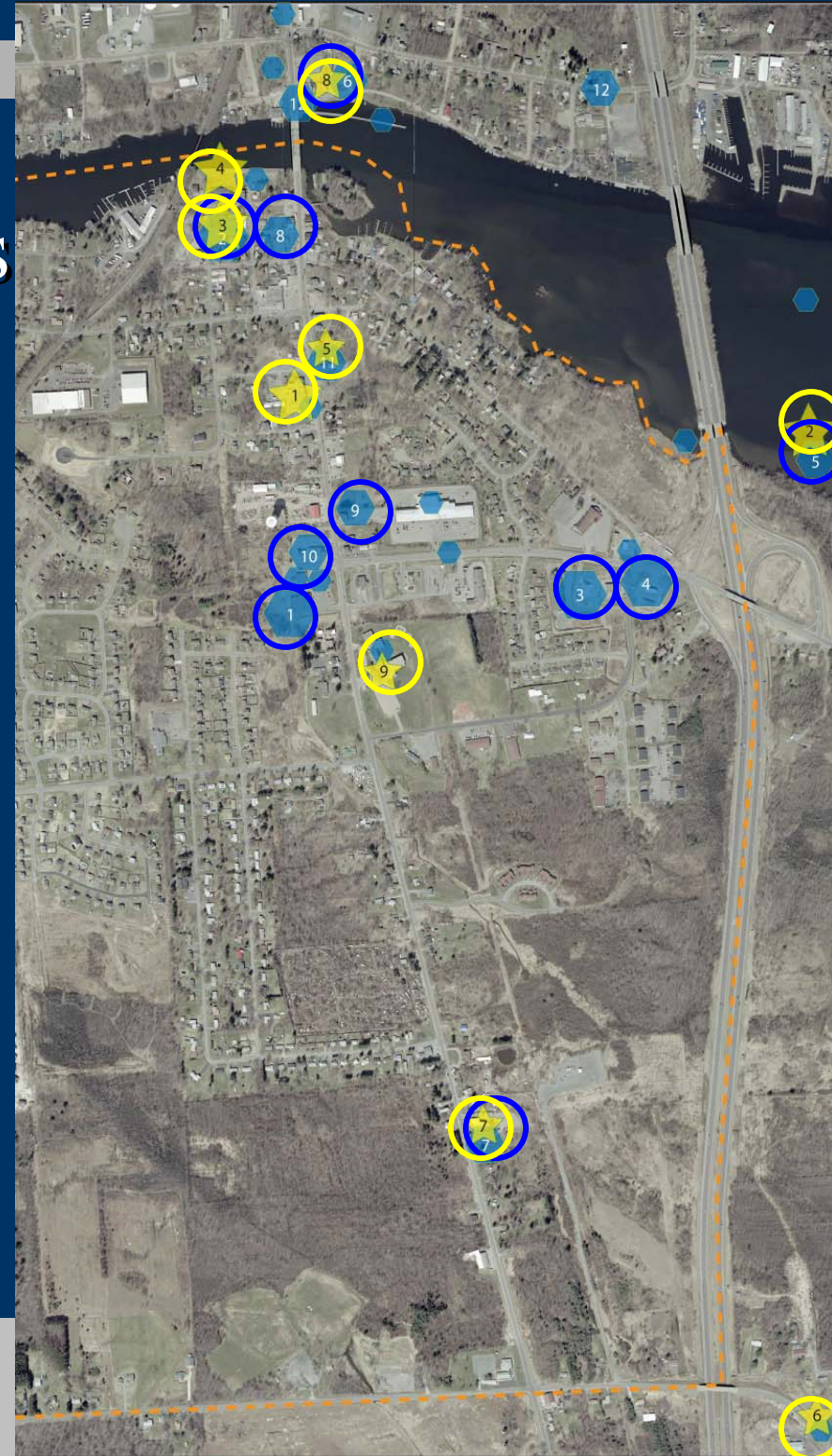


Current Use and Rhythms

Regularly visited places are those places in the Hamlet that are part of your regular routine



Gathering places are those places in the Hamlet where people commonly congregate





Sacred Places:
Those places that hold special
meaning

Sacred Places: why?

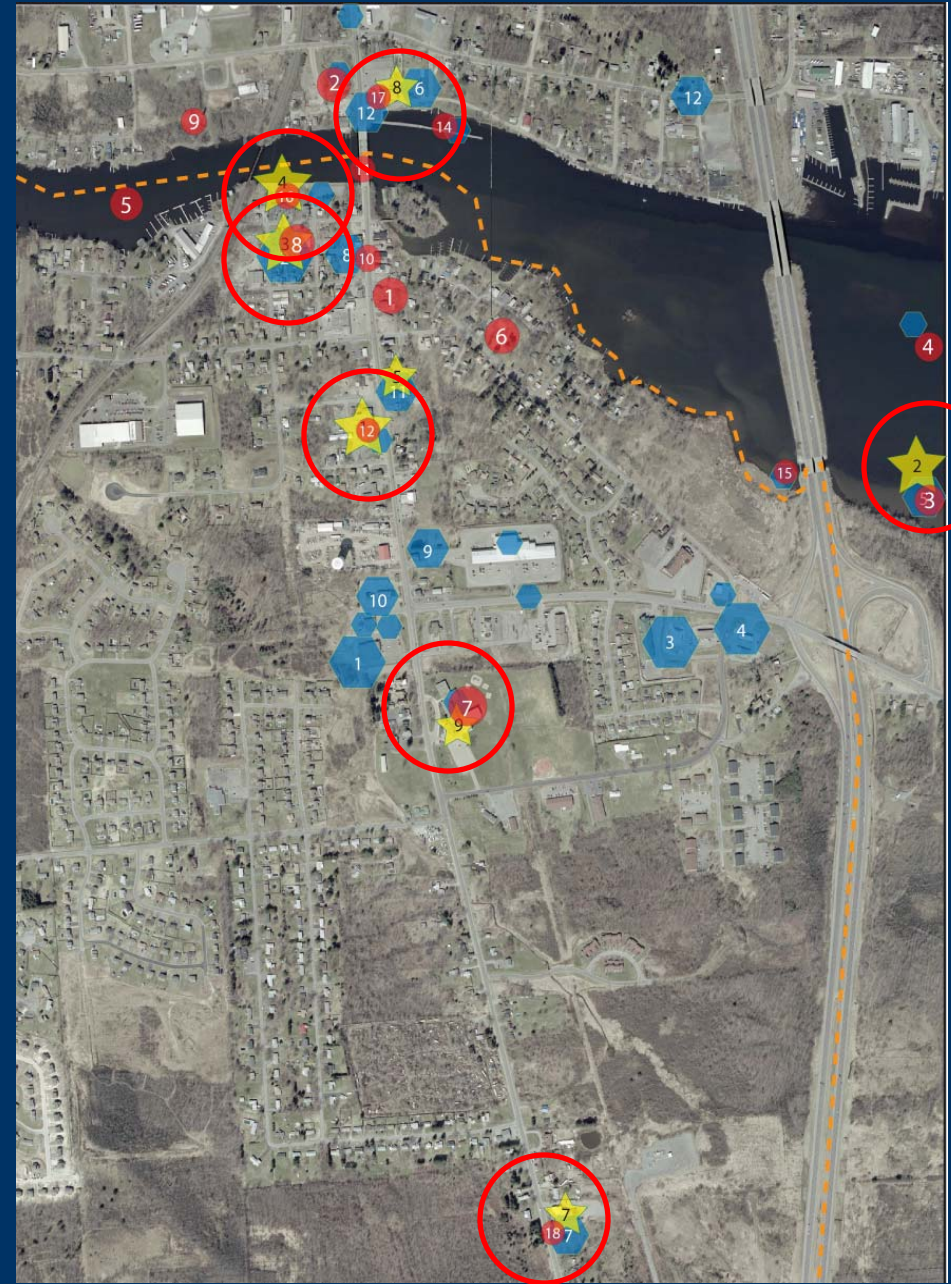
- History
- Recreation and activities
- Memories and traditions
- Beauty of setting
- Gathering
- Quality of life



- Regularly Visited,
- Gathering and
- Sacred Places

Places in common

- Oneida Shores
- Library
- Brewerton Elementary
- DG's Restaurant
- Waterfront Restaurant
- Fire Hall
- Riverfront Park



Strengths

- Relationship to water
- Centrally located
- Small town atmosphere
- History and heritage
- Community services and institutions
- Quality of Life



Strengths

- Relationship to water
- Centrally located
- Small town atmosphere
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Concerns

- Physical appearance and caring
- Lack of services and business
- Traffic and pedestrian safety
- Need for thoughtful planning
- Taxation and property rights
- Community identity



Locations of Concerns

A

Maintenance and caring

B

Lack of services and business

C

Traffic control and pedestrian safety

D

Safety and crime



Opportunities

Under-utilized resources

- Access to the water and boaters
- Business
- Community character
- Recreation
- Transportation



Opportunities

Suggested actions

- Services and businesses for boaters and residents
- Recreational activities and access
- Rt. 11 maintenance and caring
- Water-to-town connection
- Entertainment and festivals



Opportunities cont . . .

Suggested actions

- Community partnerships and involvement
- Encourage a cohesive community identity
- Increase and improve visibility from river and highways
- Secure financing



Then and Now



Differences

- Character and appearance
- Modernization
- Landmarks
- Use (business vs. residential)
- Vegetation

Then and Now



What you would keep or change?

- Improve general appearance
- Add and improve sidewalks
- Increase retail and eating establishments
- Bury utilities
- Add lighting
- Add off-street parking

Then and Now cont . . .

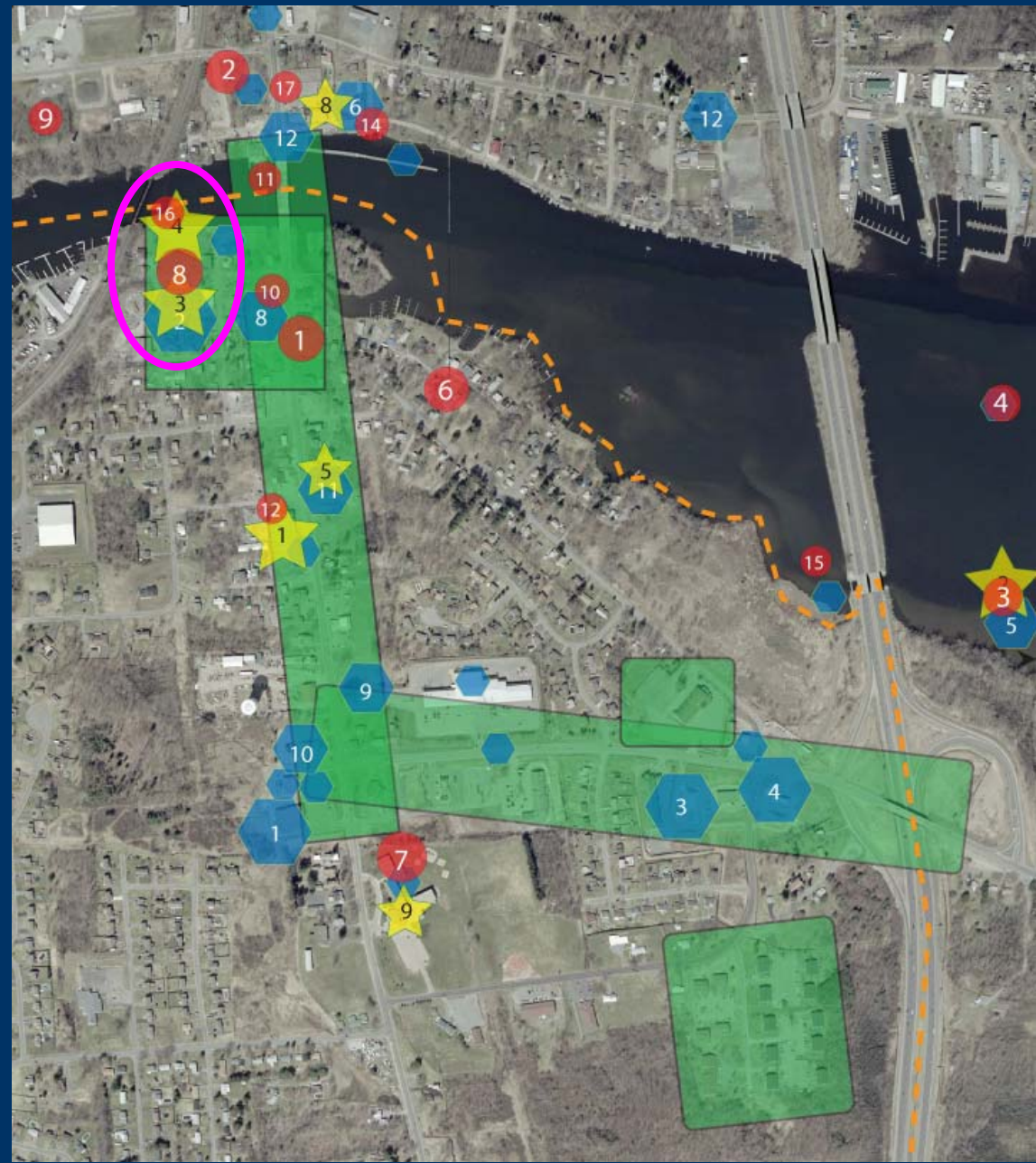


What you would keep or change?

- More community pride and investment
- Road improvements and speed limits
- Wholesale change
- Master planning and zoning

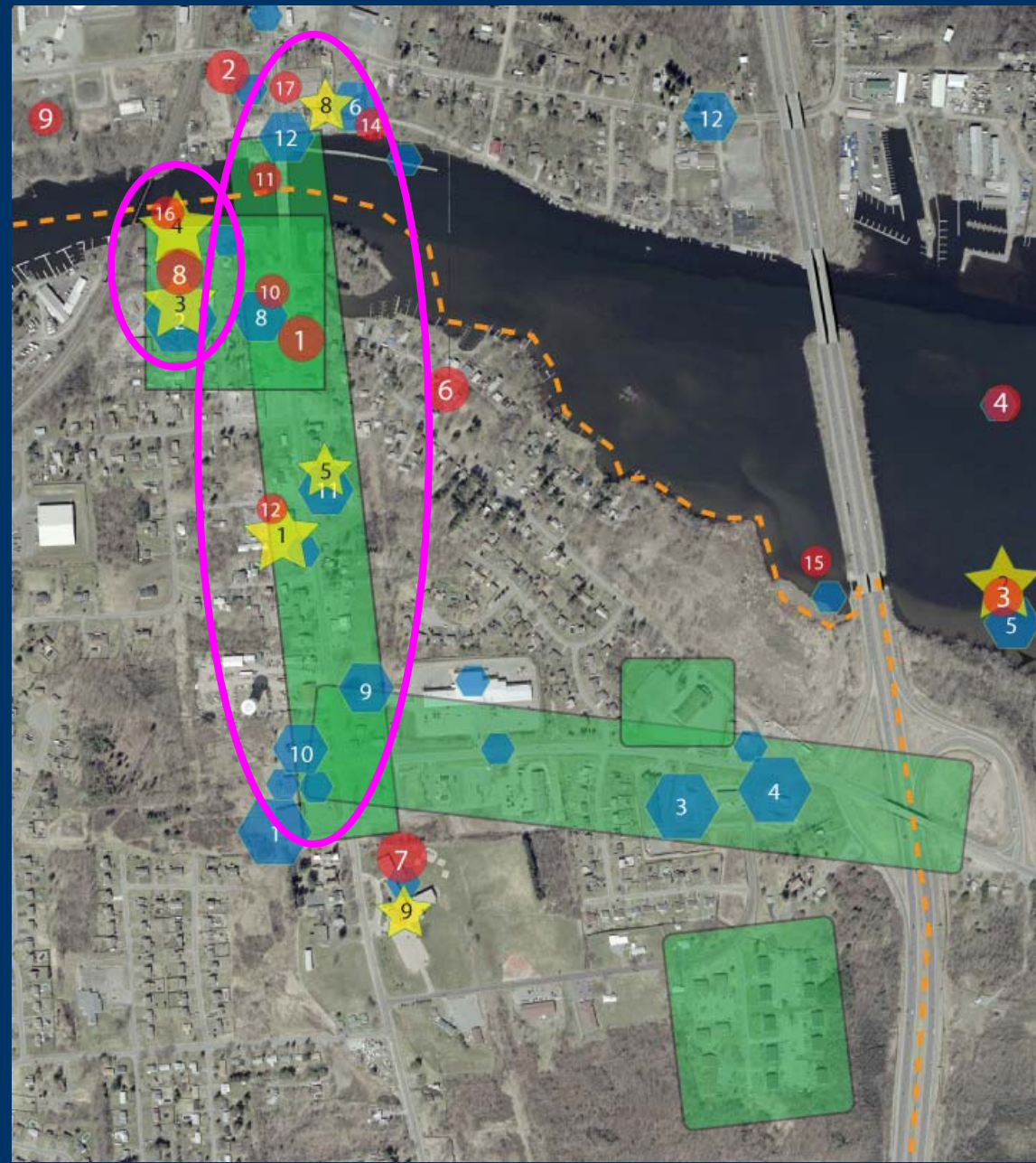
Strategic Priorities

- The riverfront neighborhood



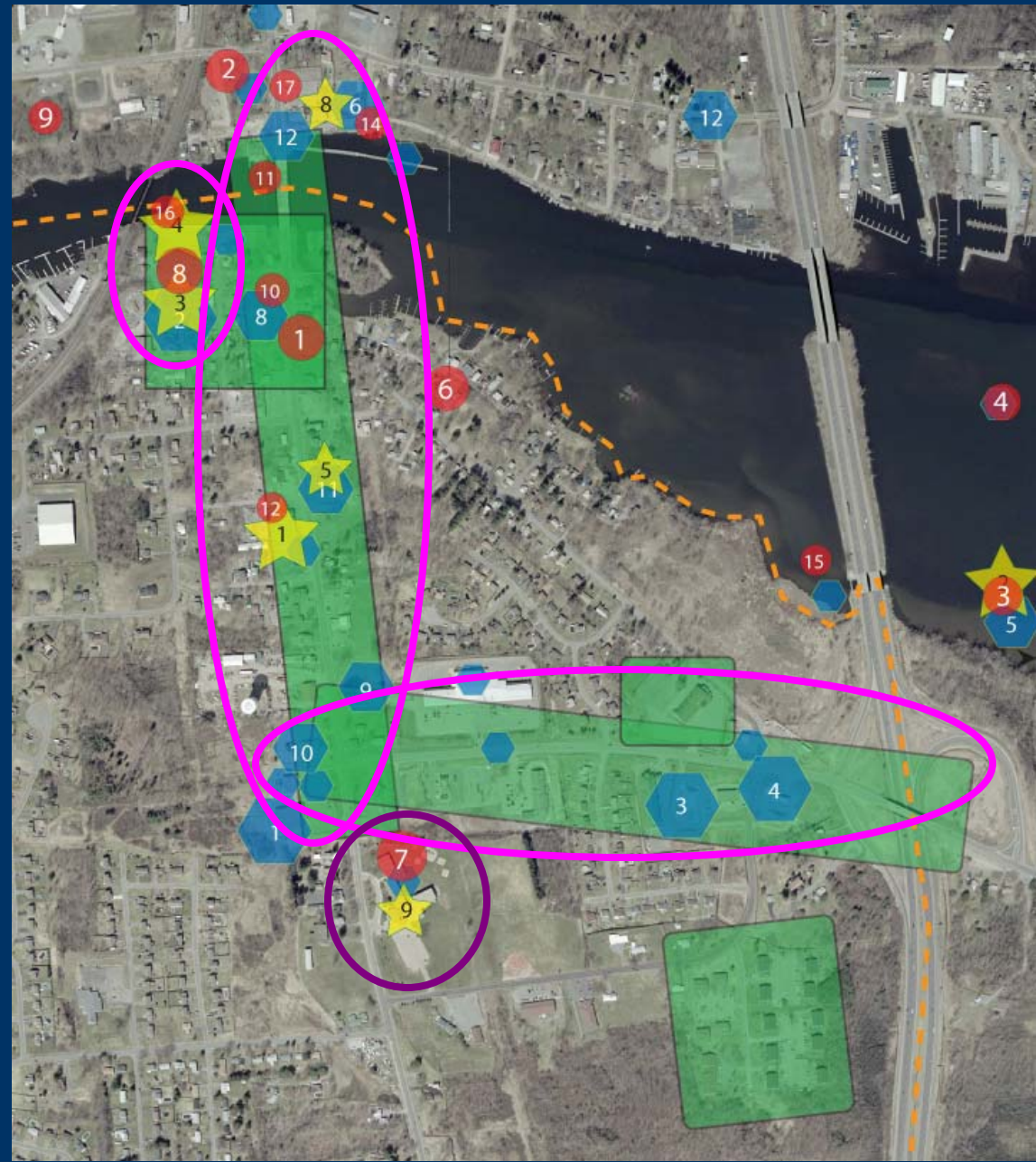
Strategic Priorities

- The riverfront neighborhood
- Rt. 11 corridor



Strategic Priorities

- The riverfront neighborhood
- Rt. 11 corridor
- Bartell Rd. from I-81 to Rt. 11



Exit Survey: Description in 10 years

- Community Interests and Identity
- Business Development
- Appearance
- Recreation
- Traffic and Transportation

Are there questions thus far?

July 24, 2007

Key Points and Themes

- Issues of maintenance and caring
- Preservation of historic character
- Services and business
- Small-town atmosphere
- Strength of community spirit and cooperation
- Walkability

Draft Vision Statement

Brewerton will be known as a welcoming and close-knit, canal-side community, whose well-kept neighborhoods and roads reflect the pride and care of the residents, and invite visitors to enjoy the exceptional natural and cultural setting.

The vibrant Route 11 business district will retain its small town atmosphere and historic identity while providing access to the waterfront, encourage walking, shopping and community gathering with a mix of restaurants, shops and services attractive to both residents and visitors.

The community will be enriched by activities, festivals, recreation and business that physically and socially connect Brewerton's history, water, and people.

Draft Goals

1. Improve the visual and physical connection to the canal and waterfront.
2. Reestablish the Rt. 11 corridor as a vibrant, pedestrian-friendly retail district that provides a diversity of businesses for residents and services for tourists and boaters.
3. Restore and reinforce the historic image of Brewerton and its small town atmosphere through responsible development and growth that considers the appearance and scale of the Hamlet, and includes recreational and open space.

Draft Goals cont . . .

4. Expand and promote water-related business and recreation opportunities.
5. Promote community engagement and collaboration between residents, landlords, businesses, and municipality to address financing, preservation of community identity and provide inputs in development strategies.
6. Encourage care and maintenance of public and private properties.

Questions for further exploration

- What is meant by “quaint”, “charming”?
- What are the qualities of Skaneateles and Baldwinsville that are desired in Brewerton?
- What can be done to promote diverse and vibrant commercial district while preserving the small-town and intimate atmosphere?
- Would residents patronize new businesses?
- What businesses would be appropriate in Brewerton?
- What infrastructure would be required to maintain new developments and public space?

Interim Action Steps

- Explore funding for building maintenance
- Community clean-up events
- Involve school groups to organize activities or volunteer for community service
- Fundraising events on the water