Preserve intact historic fabric
Infill development to strengthen urban fabric
Promote land use that broadens downtown economic development
Increase mobility options
Replace surface parking lots by building more structured parking, street parking and shared parking
Increase opportunities for downtown living
Enhance downtown streetscapes
Invest in public parks and placemaking opportunities
Continue to integrate art in downtown environment
Promote environmentally responsive outcomes
Celebrate downtown’s unique identity and branding opportunities

The City and its partners are committed to working toward a shared vision for our community, one that will build on its past and present successes. Realizing that a collective vision will rely on community engagement, leadership, collaboration and flexibility, Reimagine Downtown Utica looks at a full range of possibilities—many of which will become reality.

Create a “Downtown Partnership” to champion the vision plan recommendations
Create a “Downtown Development Corporation” to implement the vision plan recommendations
Create a Downtown Genesee Street “Business Improvement District” to implement the vision plan recommendations
Downtown Economic Development Study
Downtown Housing Market Study
Downtown Traffic and Parking Study for New Developments
Reimagine Downtown Utica presents a vision for what Utica’s central business district could become over the course of the 21st century. Prepared by NBBJ for the City of Utica and its partners—Oneida County, The Community Foundation, the Greater Utica Chamber of Commerce, Mohawk Valley EDGE and Genesis Group—this vision describes steps large and small that could enhance and transform the community.

GOALS

• Build Pride in the Community and Region - One Common Vision
• Engage all Stakeholders - A Collaborative Process
• Support Economic Revitalization
• Build on Existing Assets
• Celebrate History and Heritage
• Enhance Connectivity
• Unite Smaller Plans and Planning Initiatives into Bigger Vision
• Build on the Momentum of Current Projects
• Put Plan into Action

Reimagine Downtown Utica’s analysis looks at the way parts of Downtown are connected (above), as well as possible opportunities for future development and redevelopment (below). This imaginative look decades into the future will complement—not replace—the City’s existing Master Plan and economic development strategies.

The vision acknowledges existing assets in Downtown Utica districts and imagines how their enhancement could help create a future Downtown.