



John S. Nader,
Mayor

City of Oneonta
Comprehensive Plan

DRAFT

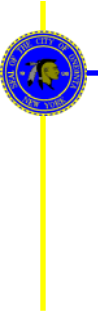
Policies and Objectives
July 2006

CPA
CLARK PATTERSON ASSOCIATES
382 Broadway
Albany, NY 12207
www.clarkpatterson.com



Table of Contents

Policy Area – Destination & Image.....	1
Policy Area – Economic Health & Revitalization.....	4
Policy Area – Quality of Life.....	7
Policy Area – Downtown	10
Policy Area – Administration & Government.....	13



Policy Area – Destination & Image

It is the City's policy to establish Oneonta as a regional and national destination, expanding and promoting our various assets including higher education institutions, scenic beauty, the arts and cultural community, urban parks, and excellent quality of life. Residents, businesses, and community leaders will work together to make Oneonta a more attractive place, especially in downtown and at the gateways to the city. We will encourage the support of local businesses and work to attract new businesses that will enhance our image as a unique destination. We will play a supporting role to regional assets including sports, scenic beauty, and shopping and commercial destinations.

Objectives

- 1) Ensure that Oneonta has a clearly-defined image that is effectively marketed.
- 2) Improve tourism coordination and information sharing opportunities among local and regional partners.
- 3) Increase collaboration among local businesses to attract visitors.
- 4) Improve the relationship between the colleges and the community, enhancing positive impacts and reducing negative impacts.
- 5) Improve the aesthetics and functionality of the city's gateways, including Main Street intersections and I-88 connectors.
- 6) Poise the city to offer a variety of residential and, where applicable, occupational opportunities to people seeking to relocate or return to the region.
- 7) Ensure that Oneonta remains a safe community for families to live, businesses to locate, and visitors to feel welcomed.



Policy Area – Destination & Image

Strategies

Status

- 1) *Ensure that Oneonta has a clearly-defined image that is effectively marketed.*
 - A)
 - B)
- 2) *Improve tourism coordination and information sharing opportunities among local and regional partners.*
 - A)
 - B)
- 3) *Increase collaboration among local businesses to attract visitors.*
 - A) Develop and promote a “Business Basics” package that advocates for attractive and accessible storefronts and improves the public spaces immediately adjacent to these businesses.
 - B) Create a Downtown Business Improvement District.
- 4) *Improve the relationship between the colleges and the community, enhancing positive impacts and reducing negative impacts.*
 - A)
 - B)



Policy Area – Destination & Image

Strategies

Status

- 5) *Improve the aesthetics and functionality of the city's gateways, including Main Street intersections and I-88 connectors.*
 - A) Create a comprehensive plan for gateway and wayfinding signage that will enhance the city's image as well as promote and direct people to important destinations.
 - B)

- 6) *Poise the city to offer a variety of residential and, where applicable, occupational opportunities to people seeking to relocate or return to the region.*
 - A)
 - B)

- 7) *Ensure that Oneonta remains a safe community for families to live, businesses to locate, and visitors to feel welcomed.*
 - A)
 - B)



Policy Area – Economic Health & Revitalization

It is the policy of Oneonta to support existing businesses and encourage the attraction of additional businesses that meet the needs of residents and visitors. The economic vitality of the community depends on having locally supported businesses that offer the goods and services community members need and want. Future commercial and residential development must respect the scale and character of this traditional small city. The community recognizes that much of the perceived and actual economic health of the city revolves around the condition of Downtown. Oneonta will build upon existing assets and growing economic sectors such as environmentally conscious, or “green” technologies, recreational tourism, and arts and culture.

Objectives

- 1) Support the vitality and sustainability of existing businesses.
- 2) Attract additional businesses to the city that reflect the city’s vision for its future.
- 3) Increase the variety and affordability of housing choices for all ages and incomes.
- 4) Ensure complimentary design of new commercial, industrial, and residential developments.
- 5) Encourage infill development in commercial and industrial areas.
- 6) Facilitate the growth of the environmentally conscious, or “green” technology sector of the economy.
- 7) Facilitate the installation of new and enhanced communications infrastructure.
- 8) Ensure that municipal services and infrastructure can accommodate future growth.



Policy Area – Economic Health & Revitalization

Strategies

Status

- 1) *Support the vitality and sustainability of existing businesses.*
 - A) Create an Oneonta Chamber of Commerce.
 - B)
- 2) *Attract additional businesses to the city that reflect the city's vision for its future.*
 - A) Create and maintain an inventory of economic activity and diversity within the city to track over time toward reaching a vision of the City's economic future.
 - B)
- 3) *Increase the variety and affordability of housing choices for all ages and incomes.*
 - A) Maintain an up-to-date inventory of housing stock and selected descriptors to create an accurate picture of housing options that will show trends in availability and affordability, among other traits.
 - B)
- 4) *Ensure complimentary design of new commercial, industrial, and residential developments.*
 - A)
 - B)



Policy Area – Economic Health & Revitalization

Strategies

Status

- 5) *Encourage infill development in commercial and industrial areas.*
 - A)
 - B)

- 6) *Facilitate the growth of the environmentally conscious, or “green” technology sector of the economy.*
 - A)
 - B)

- 7) *Facilitate the installation of new and enhanced communications infrastructure.*
 - A) Enhance telecommunications infrastructure by adding new service connections, such as wireless connectivity, and increasing redundancies.
 - B)

- 8) *Ensure that municipal services and infrastructure can accommodate future growth.*
 - A) Track recent trends in City municipal services use and build out to projected future capacity.
 - B)



Policy Area – Quality of Life

It is the City's policy to ensure that Oneonta is a premier city in New York State where people desire to live and raise a family, and have ample employment opportunities. Quality of life in Oneonta consists of multiple indicators, including education, economic stability, public health and safety, social networks, environmental quality, public services, adequate infrastructure, healthy neighborhoods, and recreational opportunities. Each of these areas must be addressed in order to attract and retain residents, businesses, and tourists. The community will work together in the spirit of civic responsibility to ensure that every citizen, every business, and every visitor will have an enriching experience in the City of Oneonta.

Objectives

- 1) Ensure that City codes and incentives encourage residential, commercial, and industrial development consistent with the character of this traditional small city.
- 2) Encourage alternative modes of transportation, including walking, biking, and public transit.
- 3) Ensure that community resources such as parks, libraries, and public pools are financially secured and preserved for future generations.
- 4) Improve/expand social and recreational opportunities for various age groups.
- 5) Strengthen partnerships with community not-for-profits and other organizations to improve quality of life (housing, youth services, employment and support services).



Policy Area – Quality of Life

Strategies

Status

- 1) *Ensure that City codes and incentives encourage residential, commercial, and industrial development consistent with the character of this traditional small city.*
 - A) Revise city codes to reflect yard set-backs, housing types and sizes reflective of the diversity and scale necessary to create an approved vision of neighborhoods.
 - B) Revise city codes and incentives to allow for development of buildings and other structures that reflect the type desired in its stated vision for Downtown.

- 2) *Encourage alternative modes of transportation, including walking, biking, and public transit.*
 - A) Improve pedestrian access to the Post Office from all directions by making the streets more pedestrian friendly or moving this service to another Downtown location.
 - B) Adjust the intersections of pedestrian, bicycle and motorized traffic – especially in heavily-traveled areas – to ensure the safety of each of these vehicles.

- 3) *Ensure that community resources such as parks, libraries, and public pools are financially secured and preserved for future generations.*
 - A) Examine the feasibility and appropriateness of annual fee and/or non-resident fees for community resources.
 - B)



Policy Area – Quality of Life

Strategies

Status

- 4) *Improve/expand social and recreational opportunities for various age groups.*
 - A)
 - B)

- 5) *Strengthen partnerships with community not-for-profits and other organizations to improve quality of life (housing, youth services, employment and support services).*
 - A) Increase representation and participation in local Workforce Investment Board.
 - B)



Policy Area – Downtown

It is the policy of the City of Oneonta to make its defined Downtown a regionally renowned destination and a place that serves the residential, commercial, and civic needs of the community and its visitors. The health and vibrancy of Downtown has a significant impact on the city's image. Residents, businesses, and government will work together to make Downtown clean, safe, and economically viable, encouraging the strength of private businesses and the attractiveness of public spaces. Downtown can and will be a regional center of arts, commerce, recreation, social, and civic activity.

Objectives

- 1) Improve Downtown's ability to compliment the commercial, tourism, industrial, and retail areas in the town and the region.
- 2) Improve the relationship between the city and the colleges by focusing on the needs of our community and the resources of the colleges.
- 3) Ensure new development and redevelopment of land and structures is held to the highest design standards in order to improve aesthetics and enhance the image of the community.
- 4) Preserve the historical significance of Main Street and other historic areas through careful planning and architectural regulations.
- 5) Take advantage of the significant influx of sports and recreational tourists that frequent Oneonta.
- 6) Encourage infill development and redevelopment of strategic sites within downtown, including regional destinations, shopping, and upper story residential units.



Policy Area – Downtown

Strategies

Status

- 1) *Improve Downtown's ability to compliment the commercial, tourism, industrial, and retail areas in the town and the region.*
 - A)
 - B)

- 2) *Improve the relationship between the city and the colleges by focusing on the needs of our community and the resources of the colleges.*
 - A)
 - B)

- 3) *Ensure new development and redevelopment of land and structures is held to the highest design standards in order to improve aesthetics and enhance the image of the community.*
 - A) Create a Downtown Improvement Plan to address key indicators and specific concerns raised in an adopted government plan.
 - B)

- 4) *Preserve the historical significance of Main Street and other historic areas through careful planning and architectural regulations.*
 - A)
 - B)



Policy Area – Downtown

Strategies

Status

- 5) *Take advantage of the significant influx of sports and recreational tourists that frequent Oneonta.*
 - A)
 - B)

- 6) *Encourage infill development and redevelopment of strategic sites within downtown, including regional destinations, shopping, and upper story residential units.*
 - A) Offer incentives for Downtown building owners to update their structures to meet or exceed modern codes and occupant needs (e.g. elevators, electrical and communications wiring).
 - B) Inventory and track the variety of Downtown commercial, retail, government, professional services and business services entities.



Policy Area – Administration & Government

It is our policy to ensure that the government of the City of Oneonta serves the needs of the community by supplying services that promote quality of life and economic growth. The government should play an active role in administering and implementing the recommendations outlined in this Plan. Implementing this Plan will require a stronger executive authority, more accountability, and greater regional cooperation than currently exists.

Objectives

- 1) Ensure that government structures and procedures allow for a stronger executive authority.
- 2) Improve the working relationship between government, residents, and businesses.
- 3) Create an environment where civic engagement and community pride are actively promoted.
- 4) Engage the Town of Oneonta in additional dialogue regarding regional issues and the potential for shared services.



Policy Area – Administration & Government

Strategies

Status

- 1) *Ensure that government structures and procedures allow for a stronger executive authority.*
 - A) Initiate charter reform that gives the executive more authority than the current charter and make department heads accountable to this office.
 - B) Adjust the charter to establish policy-making and legislative efforts as the primary focus of City Council.

- 2) *Improve the working relationship between government, residents, and businesses.*
 - A) Improve the documentation and communication of roles and responsibilities given to various City officials and committees.
 - B)

- 3) *Create an environment where civic engagement and community pride are actively promoted.*
 - A)
 - B)



Policy Area – Administration & Government

Strategies

Status

- 4) *Engage the Town of Oneonta in additional dialogue regarding regional issues and the potential for shared services.*
 - A) Contract for continued sharing of services or additional cooperation of such with the Town of Oneonta.
 - B) Revise City policy regarding usage fees, both to city residents and visitors, charged for public facilities such as parking, public transit, and public pools.
 - C) Create a direct liaison between the City and Town that will have regular meetings with important community leaders.



Design Professionals
382 Broadway
Albany, NY 12207