

APRIL  
2009

# INSIDE DOWNTOWN

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## New Construction Expands Downtown Skyline

### Washington Station

- 128,000 Square Feet
- Class-A Office Space
- Six Stories
- LEED Certified
- Primary Tenants:
  - Pioneer Companies
  - O'Brien & Gere - 350 employees
- Occupancy by 8/2010

Washington Station, a project by the Pioneer Companies, will bring 128,000 square feet of Class-A office space to the Armory Square district on one of the last remaining undeveloped parcels. Located at the intersection of Washington and Franklin Streets, the six-story, multi-tenant office building will reflect a total investment of \$25 million. The project will be guided, rated and certified by U.S. Green Building Council (USGBC) standards and will use far less energy and water than comparable buildings through the use of advanced engineering and energy management technologies.

The primary tenant of the building will be O'Brien & Gere, currently located in East Syracuse. "One of the biggest keys to attracting and keeping businesses and talented employees in our region is an attractive, vibrant, and active downtown region," said Terry L. Brown, CEO of O'Brien & Gere. "We see our move as a piece of this puzzle to help support and promote a "new" downtown. O'Brien & Gere's move downtown, and by others in the region who may relocate to our downtown community, will have a profound impact on the Metropolitan Development Association's Essential New York initiative and Syracuse University's Connective Corridor project and will drive a re-birth throughout the City of Syracuse."



WASHINGTON STATION  
333 W. WASHINGTON STREET

The project will also become the new corporate headquarters for Pioneer and has been heralded by Governor Paterson as "providing the missing component of a larger comprehensive revitalization plan for downtown Syracuse." The building will be ready for occupancy in August, 2010.

The building itself will be constructed using a structural steel frame with poured concrete floors. The exterior of the building

will be built with light gauge metal and feature a finish that incorporates a combination of metal and terra-cotta panels and a glass curtain wall.

Approximately 67 underground parking spaces with up to 45 on-grade outdoor spaces are planned. Tenant finishes will include full-height mahogany doors, parabolic lighting and a combination of floating and suspended ceiling systems.

The name, Washington Station, is reminiscent of the New York Central Railroad Station and its boarding platform, which operated at this location from 1895 to 1936. Segments of a tunnel that connected the Station to the platform are buried intact on the site.

# Downtown's Restore NY Projects Underway

## 100 Block West Fayette Street

Renovation work has begun on two key buildings serving as the northern gateway into Armory Square. Significant changes will soon be evident along the 100 block of West Fayette Street as two stories are added onto the former In 'N Out Building and façade improvements are made to the former Kirk Hotel. Once complete, the two buildings will feature new living space in 13 market-rate apartments.

Supported by a \$400,000 grant from the Empire State Development Corporation's Restore NY Program, \$20,000 from the Downtown Committee's Main Street Program and a loan from the Syracuse Economic Development Office, developer Balle 31, Inc. will transform these properties into attractive and vibrant spaces and market them to individuals looking for the downtown residential experience.

"With the efforts being made to improve the downtown area, we felt a civic responsibility to do our share," said Robb Bidwell, of Balle 31, Inc. "We found there was an opportunity to expand our footprint in Armory Square and make an improvement to the neighborhood. It is our hope that this project will act as a catalyst for further development on West Fayette Street. The ultimate goal with our project is to show people in Syracuse that living downtown is a wonderful experience."

As part of the financing for this project, the development team, which also includes building owner Doug Balle, leveraged their status within the Armory Square historic district and utilized federal historic tax credits as part of the financing for this \$2.4 million project. Walton Architecture is providing design services which will be carried out by Rich & Gardner Construction.

Slated to be complete by September, 2009, the project will include one- and two-bedroom units, ranging in size from 550 to 1,200 square feet. Two of the units will also offer a mezzanine level with outdoor patio access. For more information or to reserve a unit now, prospective tenants may call (315) 345-2729.



Above: Rendering of the planned improvements to the former Kirk Hotel and the former In 'N Out Building by Walton Architectural



Right: Jefferson Center

## Jefferson Center

Tom Greenwood, of Jefferson Center Associates, LLC, a local real estate investor and developer, has created a residential project that will result in a luxurious 2,200-square-foot apartment at 359 South Salina Street. Slated for completion in May, Greenwood's project was one of several properties on Salina Street to receive funding through the State's Restore NY program, a grant program intended to induce investment in downtown cores across the state. It will be the first downtown project completed using these funds. The newly renovated apartment is located on the second level of the former Manufacturers Hanover Bank Building at the corner of South Salina and East Jefferson Streets in the heart of downtown Syracuse.

Professionals with a desire to live in an urban setting will find this apartment a place where they can witness the activity in the city below or withdraw to the quiet comfort of a well-appointed living space that includes state-of-the-art appliances, upgraded lighting, hardwood and ceramic flooring, granite counter tops, and multiple windows. The apartment has two large bedrooms with walk-in closets, two and a half baths, laundry room, entertainment center, and kitchen island. For leasing information, call (315) 432-8132.

# Move Up To Downtown

Downtown Living Tour Scheduled for Saturday, May 16

Visitors on the 3rd Annual Downtown Living Tour will have the opportunity to see the finest examples of urban living and to find out why downtown is one of the Syracuse's fastest growing neighborhoods.

With ten tour stops, doors will be opened to market-rate, luxury, and live/work apartments as well as downtown's newest "green" condos. Each building offers a unique urban living experience. The tour highlights both occupied and available units in several of downtown's neighborhoods such as Armory Square, Hanover Square, and the Montgomery Street Corridor. Last year, more than 1,500 people took the tour and got a taste of the variety of residential space downtown.

One of downtown's greatest assets is its walkability, and the Downtown Living Tour is designed to be a self-guided walking tour through downtown. New this year, visitors will have



Jefferson Clinton Commons

the option to take the Syracuse University Connective Corridor shuttle that will run on a special tour route. Buses will depart from specified locations at five-minute intervals. Visitors will also be encouraged to have lunch or dinner and shop while downtown. Special offers from restaurants, retail stores, and cultural institutions will be listed in the tour guide.

This year's tour is headquartered at the Jefferson Clinton Commons, downtown's first LEED certified building, located across from the Jefferson Clinton Hotel. Featuring 18 luxury residential condominiums, one of which is included on the tour, Jefferson Clinton Commons offers its homeowners an upscale lifestyle, with the option of a hospitality package, including housekeeping, dry cleaning services, and more. Developed by Washington Street Partners, this \$21 million project is due to open later this month.

"The tour offers something for everyone, from young professionals and empty nesters, as well as those interested in historic preservation, interior design, architecture, and urban living," said Merike Treier, deputy director of the Downtown Committee. "We hope to increase awareness of the variety of downtown living options and to promote the historic architectural charm of downtown Syracuse." The Downtown Committee advocates for residential development as part of its overall strategy to revitalize the central business district.

Mayor Driscoll has announced that downtown meter parking will be free on May 16. A limited number of free parking spaces will also be available on-site on a first-come basis. A complete program guide will be published in The Post-Standard on May 13th and distributed to ticket holders the day of the event.

## Downtown Living Tour

Saturday, May 16, 2009  
12 noon to 6 pm

For information and tickets:  
[www.downtownsyracuse.com/downtownlivingtour](http://www.downtownsyracuse.com/downtownlivingtour)

10 Tour Stops, beginning at Jefferson Clinton Commons

Advance Sale Tickets, available online through May 14 - \$10

Day of Event Tickets - \$12 (cash or check only)

Tickets can be picked up at Jefferson Clinton Commons on May 16 between 11:30 am and 4 pm

Free Parking at all downtown parking meters on May 16 and limited on-site parking

Tour Partners: Downtown Committee of Syracuse, Syracuse Neighborhood Initiative, the City of Syracuse, Jefferson Clinton Commons

# Art Galleries Galore

## 4 New Galleries Open Downtown

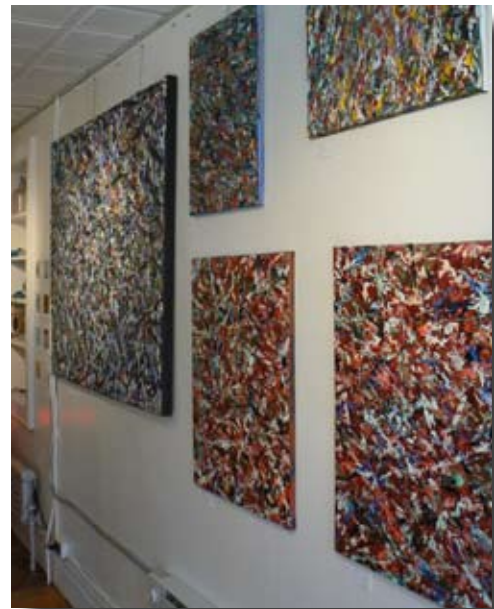
Right: SUNY Oswego Metro Center Galleries, 2 Clinton Square, Hours: Tuesday through Thursday, 9 am to 8 pm; Friday, 9 am to 4 pm, Phone: 399-4100; Shown: Faculty artist Lacey McKinney and her work entitled Gaze.



MOYA (Museum of Young Art), Syracuse's only gallery dedicated to the artwork of children, One Lincoln Center, Hours: Tuesday to Friday, 10 am to 6 pm, Saturdays, 10 am to 3 pm, Phone: 424-7800, Director: Susan Mastine-Fix



XL Project, 307-313 South Clinton St., a project of Syracuse University's College of Visual & Performing Arts to showcase art by students and faculty; Hours: Wednesday through Sunday, 11:30 am to 6 pm, Phone: 443-5889, Exhibitions Coordinator: Andrew Havenhand



Left: Orange Line Gallery, 305 Montgomery St., Hours: Thursdays & Fridays, 5:30 to 10 pm, Saturdays noon to 6 pm, and by appointment, Phone: 263-5780, Owner: Melissa Tiffany

# A Day of Work You'll Feel Good About

Volunteers Needed  
Saturday, April 25



For the 15th consecutive year, the Downtown Committee of Syracuse will organize crews of volunteers to celebrate Earth Day by giving downtown a good spring cleaning.

"We hope that the people who work downtown will make a commitment to help maintain our urban environment," said Chuck McFadden, director of operations for the Committee. "As stakeholders of downtown, they play an important role in keeping downtown clean and liter free year round."

Downtown employees, friends and family are invited to join the effort for a few hours in the morning or afternoon of April 25. The Downtown Committee will provide trash bags, gloves, and t-shirts. To volunteer, call 422-8284 or email: [mail@downtownsyracuse.com](mailto:mail@downtownsyracuse.com).

## Free Investment Forum for Downtown Professionals

Disciplined Capital Management (DCM) is hosting an Investment Forum Series this spring at the SUNY Oswego Metro Center in downtown Syracuse. The forums are designed to help individuals and professionals increase their understanding of today's economic climate and Central New York's economic future, as well as navigate their own investment decisions.

Discussions will include the concepts of uncertainty, the trade-off between risk and return, and long-term investment strategies and will help equip investors to make more informed financial and professional decisions.

The forums are free and will each feature a different topic and presenter. Light refreshments will be served.

### Seminar II: May 6:

"CNY Economic Forecast," presented and facilitated by Roger Evans, Principal Economist, New York State Department of Labor

### Seminar III: June 3:

"Designing an Investment Portfolio that Will Weather the Storm," presented and facilitated by Tom Benner, President, Disciplined Capital Management

"Our focus is education," Tom Benner, President of Disciplined Capital Management said. "An educated investor will make the best decisions for his or her financial future. People deserve the opportunity to see how their investment planning and goals can make sense with long-term, low-cost strategies which they can apply themselves."



To register for any or all of these free seminars go to [www.oswego.edu/metro/register](http://www.oswego.edu/metro/register), or for questions call 315-391-4100.

Bob Ryan, Ph.D., principal, R.J.R. Associates gives investment insights at the first seminar.

# Dining Week Is A Hit

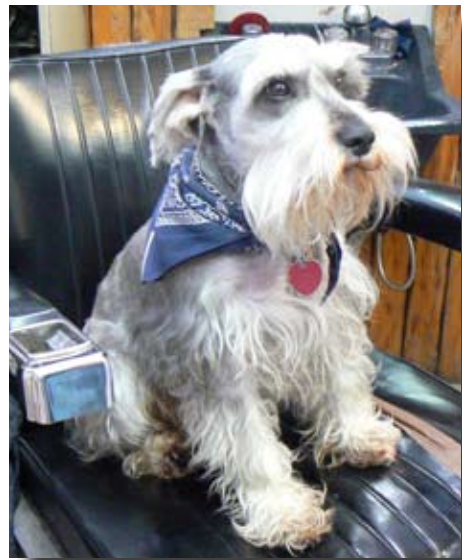
The results are in and February's Downtown Dining Week was an overwhelming success. The promotion was extended to two weeks this year, thanks to support from AmeriCU and Lemon Grass, giving even more Central New Yorkers the opportunity to take advantage of the three-courses-for-\$25 offer from 17 fine downtown restaurants. The Downtown Committee estimates that more than 25,000 patrons participated in Downtown Dining Week this year.

"Downtown restaurant owners reported record-breaking turnout and business off the charts, during Dining Week," said David Mankiewicz, Downtown Committee executive director. "One downtown restaurant reported a 350% increase over typical weekday business. Another experienced the busiest weekend in its history. Still another served 500 more dinners than they did during Dining Week last year."

The results of the Downtown Committee's 2009 Dining Week Patron Survey showed:

- 61% of respondents experienced Dining Week for the first time
- 68% of respondents dined out on more than one occasion during Dining Week
- 65% of respondents live outside the City of Syracuse
- 24% of respondents reside outside of Onondaga County
- 98% of respondents described their experience as good or excellent

# Downtown's 4-Legged Workforce



Named for his German lineage, Fritz is a Miniature Schnauzer with personality plus.

Fritz performs his job well, greeting the clients, "guarding" the shop and catching rays in the front window. When offered a treat, he'll dance on his hind legs or present his paw. Chris says he's very obedient and rarely needs a leash. He also points out that this breed doesn't shed, which is why he feels comfortable bringing him to work.

Fritz's handsome profile and calm, sociable personality makes him a hit with the customers and he thrives on the occasional pat on the head. "He loves people and he's very gentle with everyone, even kids," Chris added.

He will, however, raise a bushy eyebrow and exhibit angst in the company of strange dogs. Although Fritz has no issues with his significant other, Tootsie, also a Miniature Schnauzer, with whom he has sired 11 offspring.

Since he was a pup, Fritz has only missed one day of work. "He's more ready than I am to get up and go in the morning," said Chris. "He's my business partner and my constant companion."

## FRITZ

### State Tower Barber

245 E. Water Street, 471-6198

For 7½ of his 8 years, Fritz has come to work at the State Tower Barber Shop with his best pal and shop owner Chris Christodolou.



## RAYMOND

### Enchanted Bazaar

120 W. Jefferson St., 426-0650

If you've ever walked along West Jefferson Street between the Landmark Theatre and Clark's Ale House, you may have crossed paths with Raymond, a 16-pound golden tabby cat who rules the stretch of sidewalk outside the Enchanted Bazaar owned by Flora Teska. The gift shop, as far as Raymond knows, is only there to provide him with the opportunity for more human interaction. The more the better!

Raymond is an exceptional feline without the stereotypical (cat)titude. Never smug, Raymond is engaging and affectionate. "He loves to be the center of attention," says Flora. "And he expresses his contentment vocally."

Eight-year-old Raymond's intelligence and training are evident. Flora has taught him to sit on command, give a high five, and play fetch. And although he feeds on the attention from the patrons at Clark's, he's been trained to decline food handouts. Flora is strict about a healthy diet.

Unlike most cats that spend a good portion of the day sleeping, Raymond's time is spent socializing and bird-watching. But, Flora says, "he knows when it's closing time, and he's ready to curl up and call it a day."

In June the Enchanted Bazaar will move to 212 North Franklin Street, adjacent to the Dinosaur Bar-B-Que. The level of activity in the new location may be a bit much for Raymond, so he'll be enrolled in a kitty day care.



with no resistance and easily found suitable space that would accommodate both of them.

Armory's sensitive nature makes her a natural for performing a unique community service. As a therapy dog, Armory visits nursing facilities twice a month where she lavishes comfort and affection on Alzheimer's patients.

## ARMORY Lexicon Graphix

318 S. Clinton St., 423-0510

Armory, an 8-year old female Lab and Border Collie mix, is well known in the downtown neighborhood for which she was named. She works every day with Lexi Courtessis at Lexicon Graphix.

Armory's typical day includes putting in some time at the office, a couple of naps, a mid-day walk, and making the rounds to visit the dog-friendly shop owners. "She knows exactly where to go for treats," says Lexi. "She's so popular in the neighborhood that people sometimes talk to her before they talk to me."

Lexi's initial concerns that a dog in the office might detract from the company's professional image have been put to rest by Armory's good behavior and mellow disposition.

A recent search for a new office meant finding space that would allow dogs. It was a deal breaker issue. "Armory is always at my feet, and I wouldn't have it any other way," explains Lexi. Surprisingly, she met

# Armory Square In Print

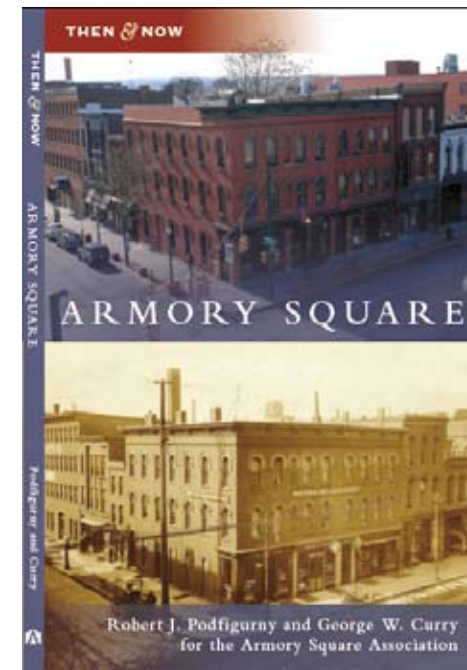
A new book describes the rise, fall and rebirth of the Armory Square area in downtown Syracuse. The once-bustling urban neighborhood began to take its current shape in the mid-19th century, closely following the growth of the railroad industry. As the industry waned, Armory Square slipped into a period of decline, but today it continues to grow with an expansive downtown renewal.

Authored by George Curry, who helped initiate the rehabilitation of Armory Square by redeveloping the historic Labor Temple Building, and Robert Podfigurny, an active

member of the Armory Square Association Board of Directors, the book will be printed and distributed by

Arcadia Publishing. Arcadia is the leading local history publisher in the United States, with a catalog of more than 5,000 titles in print and hundreds of new titles released every year. Scheduled for release June 22, 2009, the book will sell for \$21.99 and will be available at Barnes and Noble, Borders Books, Powell

Books, Amazon.com, and many independent retailers in downtown Syracuse.



# SU Students Get Hands-On Experience With Bus Design

The new Connective Corridor buses are wrapped in a vibrant orange design created by students in the College of Visual and Performing Arts (VPA) as part of a class project. The design features illustrations of various characters riding the bus, including Ernie Davis, former SU Football star; Iron Mike, the sculpture on the National Grid Building, and Otto the Orange.

The students—Jessica Alpert, Matt Kalish, Ana Mihai, Heidi Olean and Liz Weil—are junior industrial design majors. Other students on the team include Adrienne Angelo, a communication design major, and Patrick Murray, a junior illustration major, who drew some of the characters riding the bus.

"Our idea was to make the bus come alive for people who see it along the Connective Corridor," says Alpert. "So we literally put people on the bus, but make it interactive so it would get people talking."

The winning design was selected by a community jury comprised of representatives from SU, arts organizations and local businesses. "The design chosen was picked because while still abstract it made reference to Syracuse, and it provided interaction that could be easily understood and recognized, whether the bus was stopped, in motion, or by people looking down the street from high storied buildings," said SU's Denise Heckman, associate professor in VPA's School of Art and Design, whose class participated in the design competition.

At 30 feet long, the new buses are smaller than the regular Centro buses, are more fuel efficient, and will eventually incorporate GPS technology to provide passengers estimated time of arrival at the various stops along the Connective Corridor.

The Connective Corridor is a signature strip of cutting-edge cultural development connecting University Hill with downtown Syracuse. The Corridor will make investments in key locations to support historic landmarks, cultural institutions and private development in the city. These areas include the emerging arts districts along East Genesee Street and the Near Westside; Forman Park, the Fayette Firefighter's Memorial Park and Columbus Circle; the nightlife of Armory Square; and the Civic Strip, where the Oncenter complex and the Everson Museum of Art tie into the center of downtown. The Corridor will showcase these assets and ignite a resurgence of economic development, tourism and residential growth.



# Recruiting Retail is a Top Priority for Syracuse

The Downtown Committee and a number of community partners are mid-way through data collection and analysis for its retail recruitment program with Buxton Consulting. "Retail is an essential component of an urban place. Without viable first floor commercial uses, the pedestrian experience is lost and with it an essential quality of city life," said Downtown Committee Board Member and Retail Committee Chair Robert Doucette. The Buxton project steering committee includes representatives from the Syracuse Industrial Development Agency, Onondaga County Industrial Development Agency, National Grid, Syracuse University, the Crouse Marshall Business Improvement District, and the Syracuse Convention & Visitors Bureau. Support from Senator Valesky will be used to implement the next phases of the recruitment program.

Buxton is a retail site selector that offers consulting services to communities looking to attract more retail. Buxton employs a unique methodology to determine a city's market area and has had a successful track record of identifying niche retailers for a community.

To date, the committee has been presented with demographic information for the target market area and is now incorporating both student and visitor data to produce a complete picture of Syracuse's buying power and consumer spending patterns. Buxton will then identify the psychographic profiles that exist within the Syracuse target area and provide the committee with a list of retailers that match these profiles. From this retail match list, the committee will identify and contact the top 20 retailers with the goal of attracting them to open a location in Syracuse.

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***“. . .when the retail situation improves, Syracuse will be well positioned to take advantage of that growth.”***

*David Mankiewicz, Executive Director, Downtown Committee*

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Three target sites chosen are Fayette and Salina Streets in downtown Syracuse, Crouse Avenue and Marshall Street on University Hill, and Butternut and Salina Streets on Syracuse's



**Ed Koolakian of Koolakian & Manro Menswear**

North Side. "Given the state of the retail climate nationwide, now may not be the best time for an attraction program," said David Mankiewicz, Executive Director for the Downtown Committee. "But we will begin making the contacts and planting seeds with potential retailers so that when the retail situation improves, Syracuse will be well positioned to take advantage of that growth."

Demographic results will be provided to the committee this month, with the retail match lists following shortly after. The vision is to fill the target locations with retail establishments that will improve the pedestrian



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