



DOWNTOWN ITHACA

2030 Strategic Plan

WALKSCORE
CO-OP

GREENSCAPE

WALKABILITY

MOBILITY

Creative Placemaking

INNOVATION
DISTRICTS

Autonomous Vehicles

SMART
GROWTH

Density

CONNECTIVITY

BUSINESS
INCUBATORS

MIXED-USE
DEVELOPMENT

The background image shows a construction site. On the left, there are several horizontal steel I-beams stacked. In the center, a concrete structure is under construction. On the right, a mural of a horse's head is visible on a wall. A chain-link fence is in the foreground on the right, and a wooden pallet is leaning against it. The text is overlaid in the center of the image.

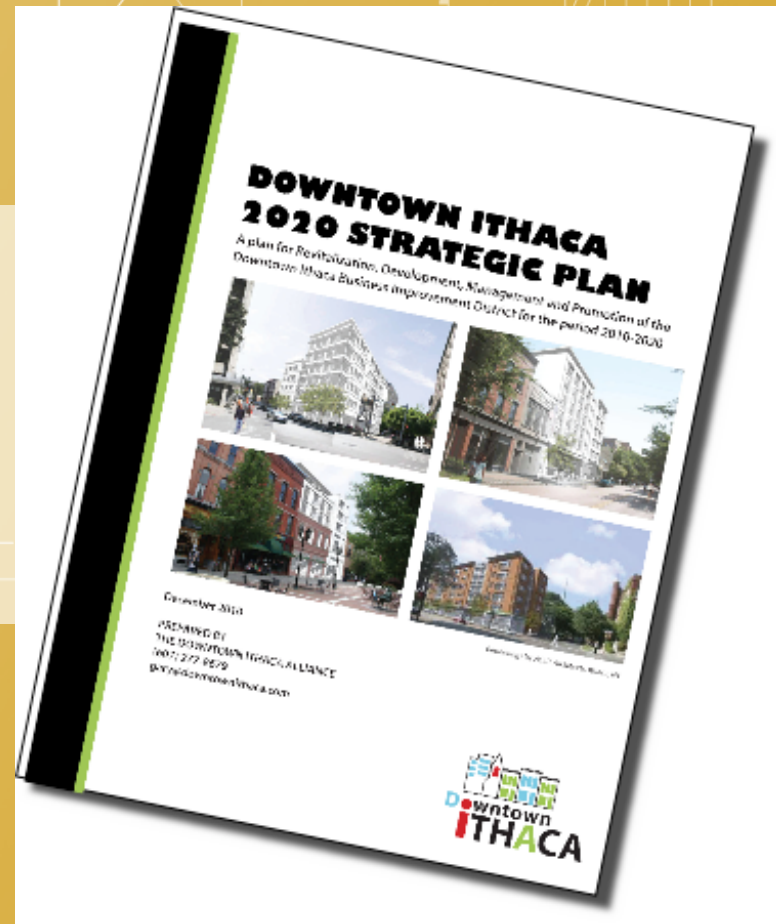
**HOW ARE WE GOING TO GROW OUR
COMMUNITY OVER THE NEXT 10 YEARS?**

What is the Downtown Ithaca 2030 Strategic Plan?

A subset area plan within the
Comprehensive Plan for the City of Ithaca

A plan for **REVITALIZATION,**
DEVELOPMENT,
MANAGEMENT, and
PROMOTION of the
Downtown Ithaca Business
Improvement District for
the period, 2020 – 2030.

WHY WE DO A STRATEGIC PLAN?



Summary of Growth & Development 2000 - 2020

New Housing Units:	878
New Retail SF:	80,500
New Office SF:	340,000
New Hotel Rooms:	568



HOUSING GROWTH

Prior to 2004: 370 units

2004 - 2019: 302 units

Under Const./Planned: 576 units

Total Units Downtown: 1,248 units



RETAIL GROWTH

Prior to 2000: 220,000 SF

2000-2020: 80,500 SF

New: 101,500 SF

Loss: 21,000 SF

Total: 300,500 SF



OFFICE SPACE GROWTH

Prior to 2000: 606,000 SF

2000-2020: 340,000 SF | +56%

Total: 946,000 SF



2000-2010 STRATEGIC PLAN: major projects

Developments:

Gateway Plaza

Gateway Commons

Seneca Place (Hilton Garden Inn)

Cayuga Place

Cayuga Garage

Planning Initiatives:

Downtown Density

Tax Abatement

Environmental Impact Study

W. State St. Improvements



2010-2020 STRATEGIC PLAN: major projects

Developments:

New Ithaca Commons

Carey Building

Tompkins Financial

Ithaca Marriott

Hotel Ithaca

Press Bay Alley & Court

City Centre

Harold's Square

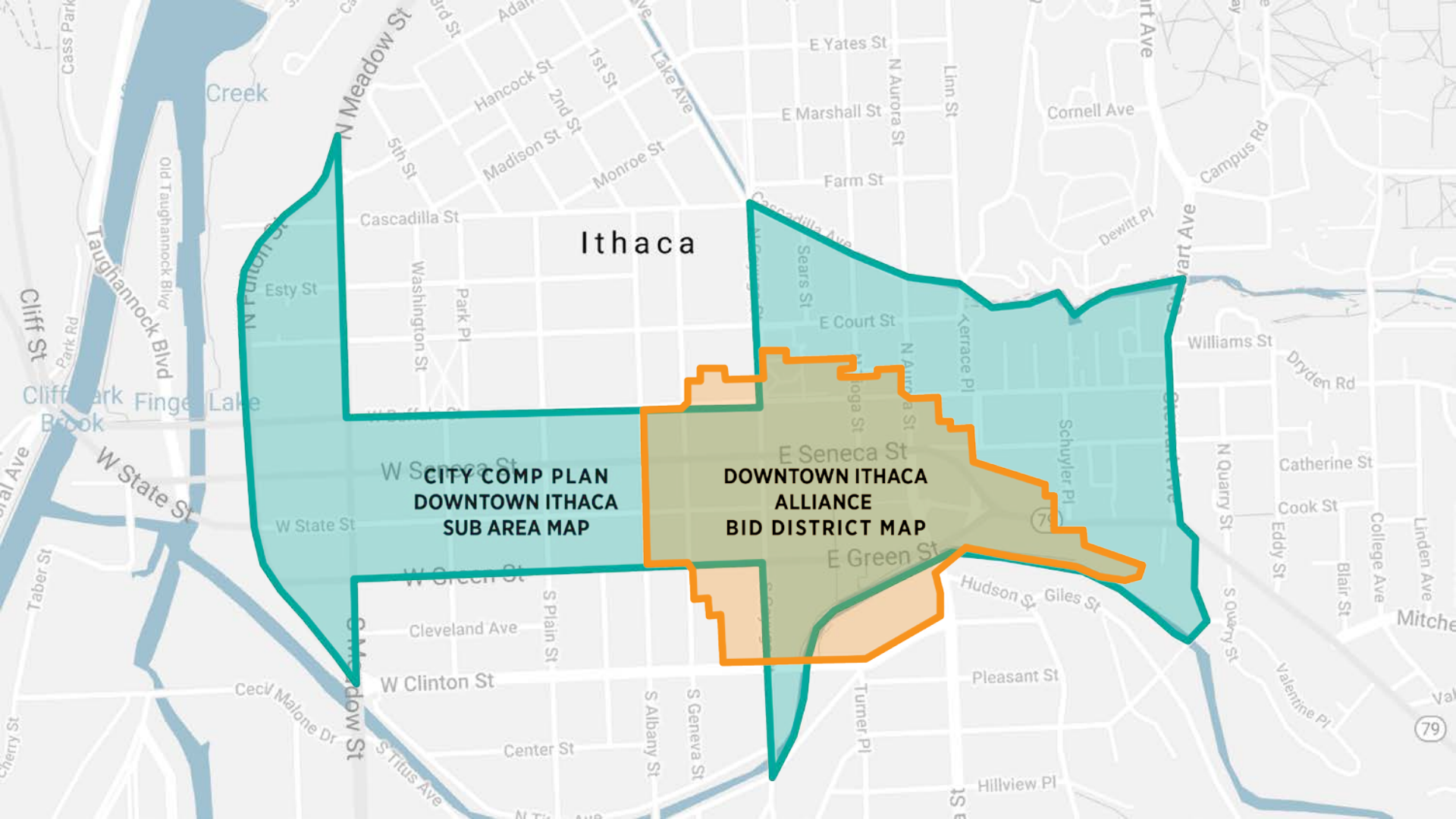
Canopy by Hilton

Library Place

Planning Initiatives:

New Zoning





Ithaca

**CITY COMP PLAN
DOWNTOWN ITHACA
SUB AREA MAP**

**DOWNTOWN ITHACA
ALLIANCE
BID DISTRICT MAP**



WHERE WE ARE NOW



2020 STRATEGIC PLAN ACCOMPLISHMENTS

ITHACA COMMONS REBUILD

HOTEL DEVELOPMENT

BUSINESS INCUBATOR



WHAT WE VALUE IN OUR DOWNTOWN





PEOPLE . CULTURE . ARTS . HERITAGE



PUBLIC SPACE • WALKABILITY • GREEN SPACE



INCLUSIVITY . DIVERSITY . ACCEPTANCE





INDEPENDENTLY OWNED . LOCAL RETAIL



CHALLENGES

- Housing & Retail
- Growth & Density
- Street Character
- Inclusion/Diversity
- Connectivity
- Attracting Tech & Creative Startups
- Retaining University Talent



OPPORTUNITIES

- Linking the Waterfront & Downtown
- Transportation connectivity
- Integrating Chain Works
- Growing our tech economy
- Broadening opportunities for business ownership
- Blending history with new development



FOOT TRAFFIC IN DOWNTOWN

TOTAL FOOT TRAFFIC TO DATE:

1.4 million

(4/28/18 – 3/19/19)

AVG. BUSIEST DAYS OF THE WEEK:

Saturday & Friday

BUSIEST MONTH:

September

*Data collected by MotionLoft pedestrian counters.



IMPACT OF VISITORS ON DOWNTOWN

Food & Beverage (NAICS 722)

- One Mile Ring (\$103,631,597)
- Five Mile Ring (\$66,433,479)
- 25 Mile Ring \$486,686

Specialty Retail (NAICS 453)

- One Mile Ring (\$10,263,844)
- Five Mile Ring (\$8,110,488)
- 25 Mile Ring \$23,028,880

*Data from 2018 CLARITAS/ENVIRONICS Report



QUESTIONS TO PONDER

- 1. What is missing from our downtown that would help with tourism or enhance the visitor experience?**
- 2. How can we improve the connectivity---visually and physically--between downtown and other tourist attractions in Ithaca?**
- 3. How can we enhance the retail experience for visitors?**