THE ROLE OF
SMART GROWTH PLANNING IN
ECONOMIC & BUSINESS DEVELOPMENT

Robert Simpson, President, CenterState CEO
Sustainable Development

Action Plan:

• Grow Smarter
• Sustainability Pays
• Protect the Environment
• Strengthen the Center
• Fix it First
• Keep Rural Communities Rural
• Lighten Our Footprint
• Plan for People

Onondaga County Executive Joanie Mahoney

SUSTAINABLE DEVELOPMENT PLAN

Onondaga County

DRAFT Summary Report
June 2012
Vision: INNOVATION and COLLABORATION are central to the creation of opportunity for all who live and work in Central New York. By TAKING OWNERSHIP of its future, operating in a nimble and efficient manner, and leveraging its many assets—natural, agricultural, geographic, economic, educational, cultural, and human—Central New York is working to create a DIVERSE, SUSTAINABLE, and GLOBALLY COMPETITIVE economy while preserving and enhancing the region’s treasured quality of life.
Overarching Goals

Strengthen Targeted Industry Concentrations that Leverage Unique Economic Assets

Improve Competitiveness in, and Connections to, the Regional, National, and Global Economies

Revitalize our Region’s Urban Cores, Main Streets, and Neighborhoods
Goal: Revitalize Region’s Urban Cores, Main Streets, & Neighborhoods

Strategies:

• Leverage Anchor Institutions in Urban Redevelopment

• Repurpose Existing Infrastructure to Recreate Density

• Develop the Workforce of Tomorrow
Transformational initiatives that:

- Capitalize on regional industry clusters
- Connect people, jobs, and housing
- Strengthen workforce alignment
- Enable an innovation infrastructure

- NYE-RIC New York Energy Regional Innovation Cluster
- Food-to-Market Agricultural Programming
- Tourism in the Arts & Culture
- Financial Services Expansion
- Mixed-Use Investment Program

- Broadband Connectivity/Infrastructure
- Region-wide Waterfront Revitalization Strategy
- Say Yes to Education
- Innovate Upstate Fund
Results: CenterState Region Wins Big

• Two Top “Best Plan” Awards
  o CNY REDC region wins $103.7 million for 74 projects
  o North Country REDC region wins $103.2 million for 70 projects

• 12 County CenterState Region
  o $193.8 million for 162 projects

Funding & Projects Awarded within 12-County CenterState Region

<table>
<thead>
<tr>
<th>REDC Region</th>
<th>Funding in Millions</th>
<th>CenterState Counties</th>
<th>Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central New York</td>
<td>103.7</td>
<td>Cayuga, Cortland, Madison, Onondaga, Oswego</td>
<td>74</td>
</tr>
<tr>
<td>Mohawk Valley</td>
<td>39.6</td>
<td>Herkimer, Oneida</td>
<td>34</td>
</tr>
<tr>
<td>North Country</td>
<td>36.6</td>
<td>Jefferson, Lewis, St. Lawrence</td>
<td>42</td>
</tr>
<tr>
<td>Finger Lakes</td>
<td>8</td>
<td>Seneca</td>
<td>4</td>
</tr>
<tr>
<td>Southern Tier</td>
<td>5.9</td>
<td>Tompkins</td>
<td>8</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$193.8</strong></td>
<td></td>
<td><strong>162</strong></td>
</tr>
</tbody>
</table>
Real Growth Output (1980-2009)

Top 100 Metros = 126%
Syracuse MSA = 85%
Employment Growth (1980-2009)

Top 100 Metros = 44%
Syracuse MSA = 21.8%
Average Annual Wages (1980-2009)

Top 100 Metros = $51,163
Syracuse MSA = $39,990
Population Growth

1990-2000 = -1.6%
1990-2000 = 1.5%
Urbanized Land in Onondaga County Trends

1970

2010
Single-family residential parcel size vs. Average household size

<table>
<thead>
<tr>
<th>Year</th>
<th>Parcel Size</th>
<th>Household Size</th>
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<tbody>
<tr>
<td>1960</td>
<td>0.44 acre</td>
<td>3.41 people</td>
</tr>
<tr>
<td>1970</td>
<td>0.49 acre</td>
<td>3.25 people</td>
</tr>
<tr>
<td>1980</td>
<td>0.61 acre</td>
<td>2.80 people</td>
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<tr>
<td>1990</td>
<td>0.78 acre</td>
<td>2.64 people</td>
</tr>
<tr>
<td>2000</td>
<td>0.98 acre</td>
<td>2.46 people</td>
</tr>
<tr>
<td>2010</td>
<td>1.17 acres</td>
<td>2.40 people</td>
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Stagnant Population Growth

Onondaga County Population 1940-2000

- 1940: 280,000
- 1950: 300,000
- 1960: 350,000
- 1970: 400,000
- 1980: 450,000
- 1990: 475,000
- 2000: 450,000
Water Infrastructure
Expansion 2001-2008

• 144 mi. of new water main
• 1,075 new hydrants
• 3 new storage facilities
• 2 new pumping stations

• **Cost per 1,000 gal up 78%**
Waste and Stormwater Infrastructure

• 57,201 feet of new sewer in 2007

• 12,550 acres added to sanitary district since 1998
Transportation Infrastructure

- 61 miles of new road added since 2000
- 43% increase in daily Vehicle Miles Traveled (VMT) since 1990
- Average Commute times are up (now 20 Minutes+)
**Smart Growth Development & Strategies:**

- Boost property values
- Attract private investment
- Benefit household budgets
- Offer a good return on public investment
- Keep local dollars in the community
- Preserves the unique character and assets of rural, suburban, and urban areas
Why it matters to Business

• Sprawl:
  o Increased infrastructure costs → increased taxes = uncompetitive business climate

• Smart growth:
  o Increases access to better jobs and economic vitality in cores
  o Connects businesses, workers and customers
  o Creates community amenities
  o Brings in local tax revenues
  o Attracts residents and businesses
  o Creates employment hubs
  o Strengthens regional economies
Attracting Residents and Businesses
University Hill

Growing Investment and Employment Hubs
Tools and Resources

Regional Councils, Land Bank, Tax Credits, Sustainable Development Plan