



# Craig Street-Main Avenue Complete Streets

Stakeholder Workshops

May 2<sup>nd</sup>, 2019 at Electric City Barn

May 8<sup>th</sup>, 2019 at Mont Pleasant Library



# AGENDA

1. Introductions

2. Project Overview and Context

3. Engagement Strategies

4. Focus Groups

- Arts & Culture OR Business Promotion & Development
- Housing and Redevelopment OR Youth Programming

5. Next Steps



# INPUT NEEDED FROM STAKEHOLDERS

- Outreach Strategies
- How do we engage the community?
  - On the ground
  - Local businesses and organizations
  - Youth programming
- Input on the Corridor...
  - How can improvements to the corridor reinforce community and strengthen the neighborhood?



Mark your calendars and spread the word!

- **Launch Party on May 20th!**

JOIN US for a multi-day design event, kicking off with the...

# launch party

**Monday, May 20, 2019**  
6:30 - 8:30 PM / Electric City Barn 400 Craig Street, Schady

<b>DJ KETCHUP</b>	<b>FEATURING:</b>	
	<b>LOCAL FOOD</b>	
Ya Ya's House	<b>LOCAL MUSIC</b>	
	<b>FUN, RAFFLES, PRIZES!</b>	
<b>ROY'S CARIBBEAN</b>	<b>AND MORE!</b>	

**your connection. your voice.**



be sure to come back to see your ideas come to life....

<b>open house</b>	<b>design reveal</b>
<b>Wednesday, May 22, 2019</b>	<b>Thursday, May 23, 2019</b>
5:30 - 7:00 PM	6:00 - 8:00 PM
C.O.C.O.A House, 869 Stanley St., Schady	Friendship House, 955 State St., Schady



Visit [www.craig-main-connection.com](http://www.craig-main-connection.com) for project updates and to take the **SURVEY**



For more information contact Kristin Diotte at the City at 518-382-5147 or [craigmainconnection@gmail.com](mailto:craigmainconnection@gmail.com)





# CRAIG-MAIN CONNECTION

*your connection. your voice.*







Craig Street

# BIKE DEMO FEST!

WEDNESDAY 2PM - 6PM

SEPTEMBER 28

BOYS & GIRLS CLUB  
400 CRAIG STREET

**F R E E**

- Bike Helmets and Giveaways\*
- Kids' Bike Obstacle Course
- Bike Repairs\*
- Bike Lane Demo
- BIKE SAFETY EDUCATION
- BOUNCE HOUSE
- Kiosks and Info Booths
- Music, Food & Fun!

\*First Come First Serve Basis

**SPONSORS**

plaine and son  
plaineandson.com

Stewart's Shops

MARTIN, HARDING & MAZZOTTI, LLP®

CDTC

BOYS & GIRLS CLUBS OF SCHENECTADY

Capital Coexist

CDTA

ALTA PLANNING + DESIGN

For information, contact Rima Shamieh @ 382.5147x9 or Jason Lecuyer @ 388.4603 · www.schenectadybikeplan.weebly.com





# PROJECT TEAM



## PROJECT SPONSOR

### CDTC

- Jacob Beeman
- Carrie Ward

### CITY OF SCHENECTADY

- Kristin Diotte
- Avi Epstein
- Christine Primiano
- Matt Smith
- Chris Wallin

## DESIGN TEAM

### PLACE ALLIANCE

- Ian Law, Principal, RLA
- Michael Frederick, Project Designer
- Kimberly Case, Project Designer

### LANDART STUDIO

- Mary Moore Wallinger, Principal, RLA

### RIVER STREET PLANNING & DEVELOPMENT

- Margaret Irwin, Principal
- Christina Snyder, Planner

### CREIGHTON MANNING ENGINEERING

- Jesse Vogl, Planner
- Ken Wersted, Senior Engineer

## COMMUNITY LIAISON

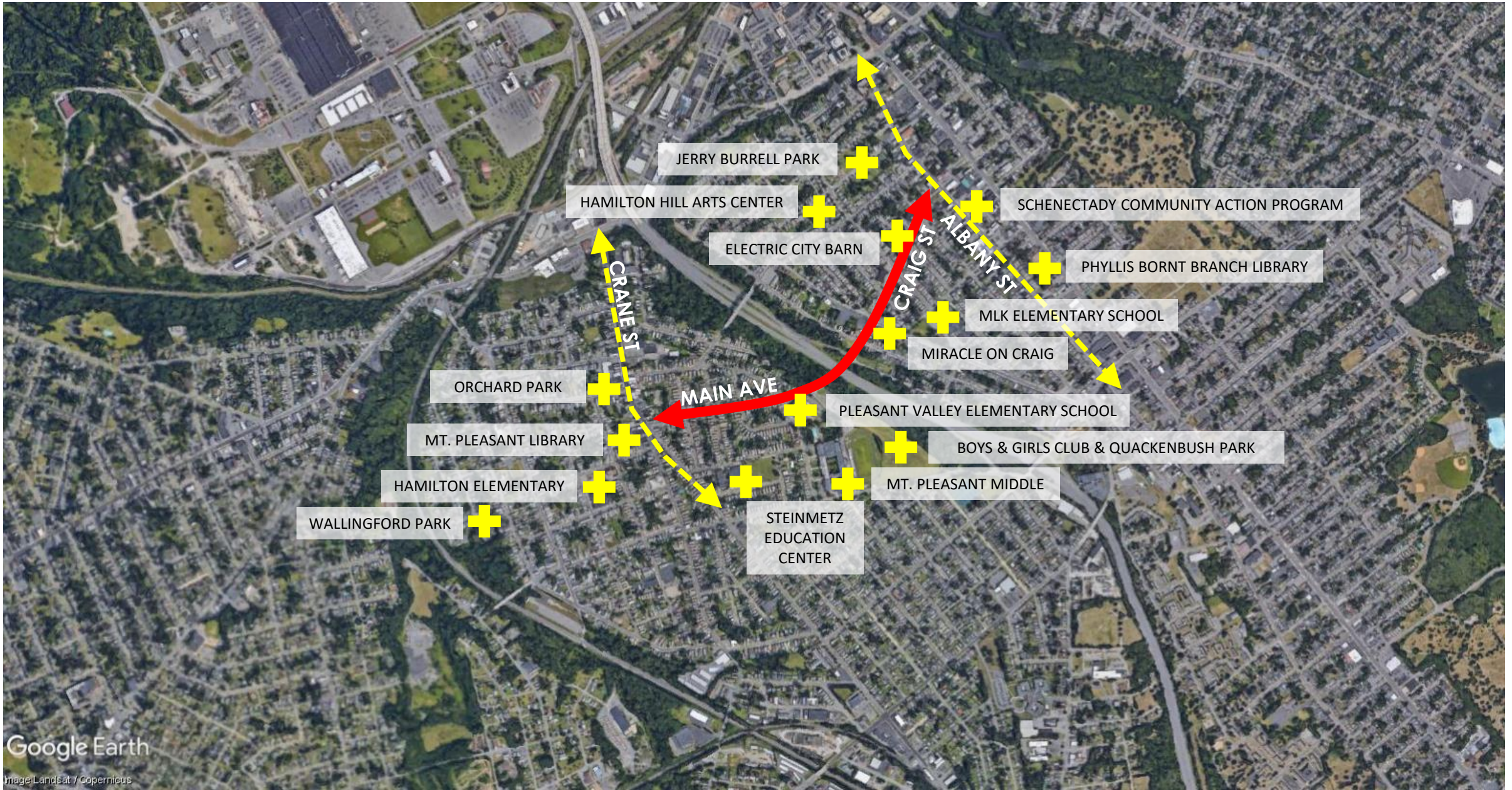
### Mutual Design

- Johan Matthews, Principal



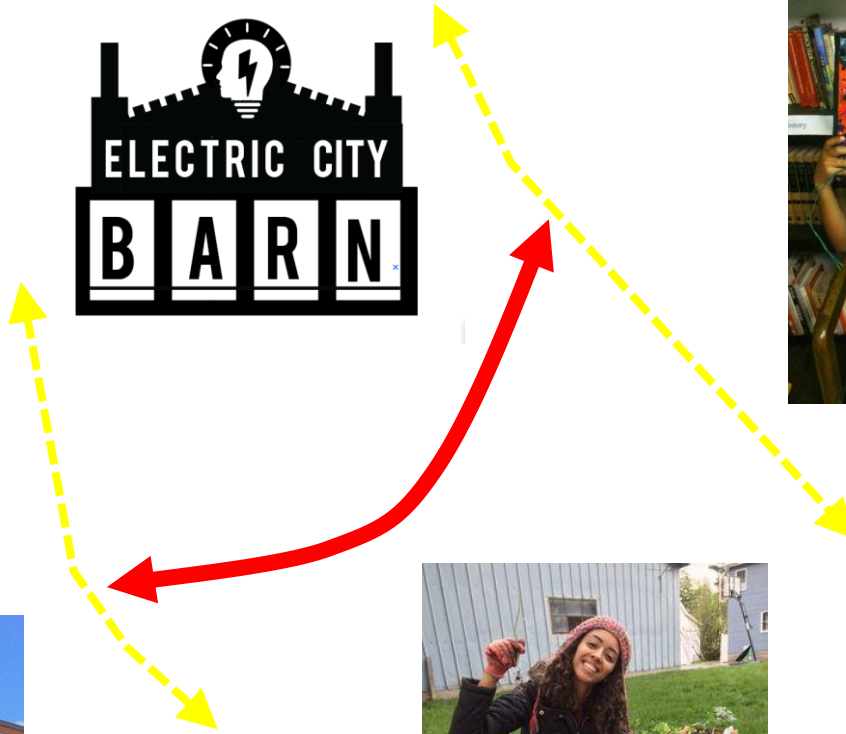


# STUDY AREA





# BRIDGING THE GAPS: BUILDING BOTH A PHYSICAL AND SOCIAL CORRIDOR



## Starting or Growing a Business?

Learn what you need to know to start and run a successful business in an intensive 8 session training course offered by The Community Loan Fund of the Capital Region in partnership with the Heuther School of Business at The College of Saint Rose.

**Schedule**  
Beginning on Saturday, January 27 and running for 8 sessions. All classes will be held on Saturday mornings from 9 a.m. to noon at 500 Albany St. in Schenectady, NY.

**Class Topics**  
Developing a Business Plan | Strategic Planning | Marketing | Sales Forecasting | Financial Management and Analysis | Legal, Insurance & Tax Issues.

**Cost**  
The tuition for the course is \$100. This includes class materials and refreshments for all 8 sessions. Limited Scholarships are available for CLFCR clients. Enrollment is limited.



## Small Business Training Application

To register, complete the form below and return with tuition check to Community Loan Fund of the Capital Region, 255 Orange St. Albany, NY 12210 | 500 Albany St. Schenectady NY 12307.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone/Fax/Email \_\_\_\_\_  
Business Name & Location \_\_\_\_\_

What stage are you in?  Thinking of starting a business.  In the process of starting a business.  Own a business less than 1 year.  Own a business more than 1 year.  
Do you have a usable business plan?  Yes  No How did you hear about the program?  
What would you like to get out of these classes?

Questions? Call Paul Stewart at (518) 436-8506 x805 | e: paul@mycommunityloanfund.org





# COMPLETE STREETS

- Safe Intersections and Crossings
- Buffer Zones: Landscape Strips & Street Trees
- Public Transportation
- Walkability: Sidewalks, Buffer Zones, Safety
- Bikeability: Bike Lanes, Paths, Shared Streets





# KEY ISSUES & OPPORTUNITIES

- NYS DOT Bridge
- Parking
- Utility Poles, Lights & Trees
- Dangerous Intersections
- Topography
- Congestion
- Vacancy (Urban Gaps)
- Varying Road Widths





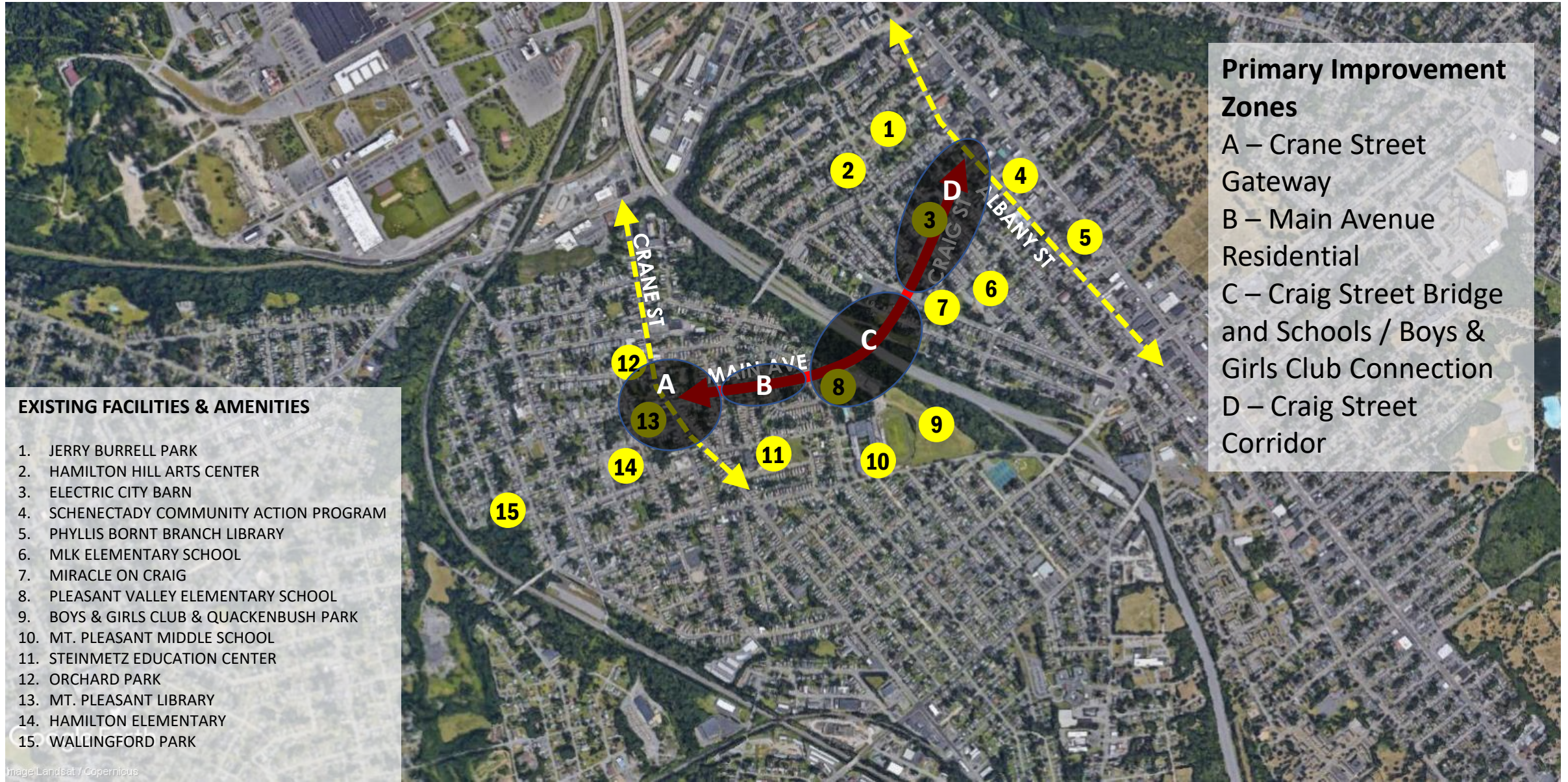
# STRATEGIES & TRADE-OFF'S

- Walkability
- Bikeability
- Parking
- Green Infrastructure
- Traffic Calming
- Intersection Enhancements
- Transit Amenities
- Bike Lanes & Shared Lanes





# DESIGN PARAMETERS





# DESIGN PARAMETERS





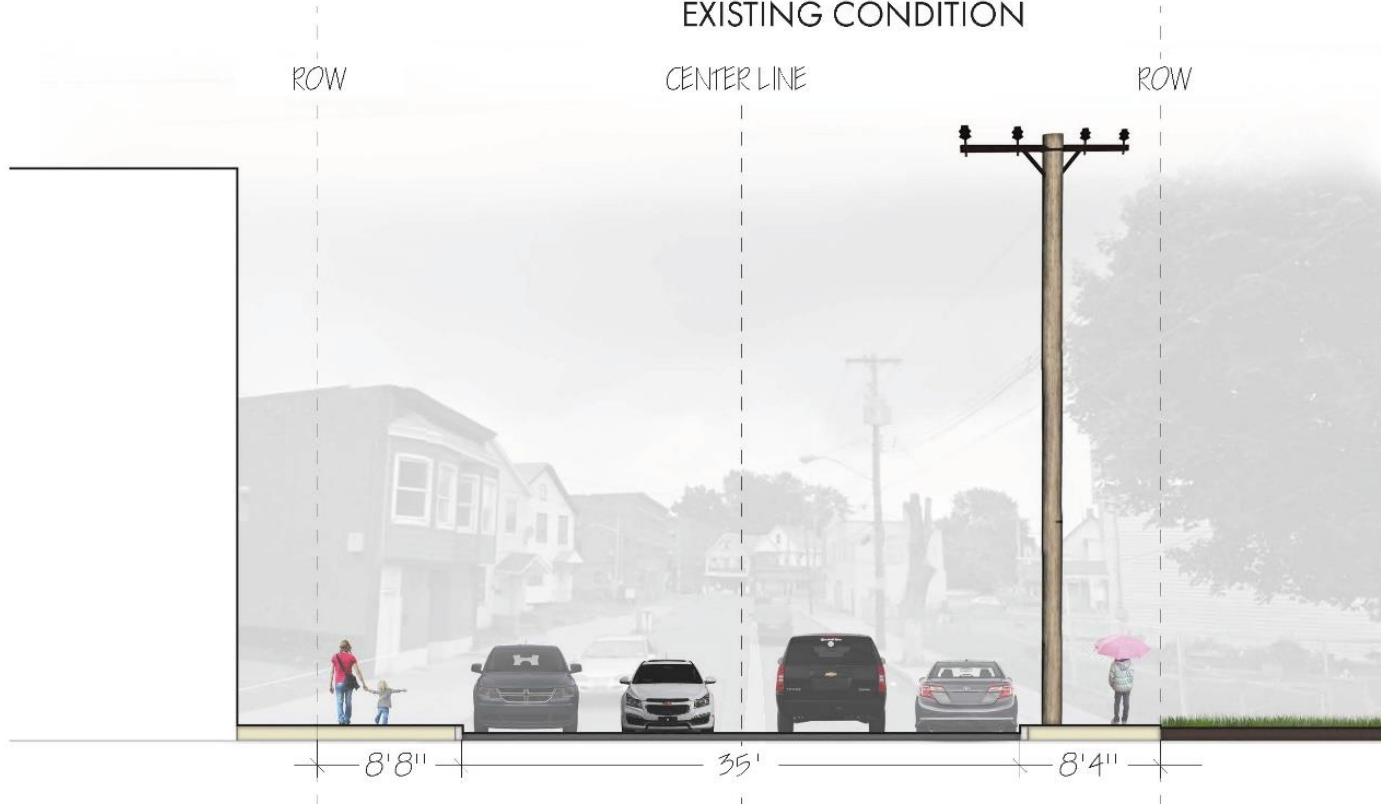
# DESIGN PARAMETERS



CITY OF SCHENECTADY

CRAIG - MAIN COMPLETE STREETS STUDY

CRAIG STREET BLOCK 1 STUDY  
EXISTING CONDITION





# VACANT LOTS AND URBAN GAPS

- Contributes to gaps in the neighborhood fabric
- How could these spaces positively contribute to the neighborhood?
- Existing desires and future possibilities
- Pocket parks, businesses, housing, community gardens, etc...



# PUBLIC SPACE

- What is your perception of public space?
- How are existing public spaces impacting the community?
- How are vacant spaces impacting the community?
- What community priorities can be served through public space?
- Where do you go? How do you get there? What determines that route?

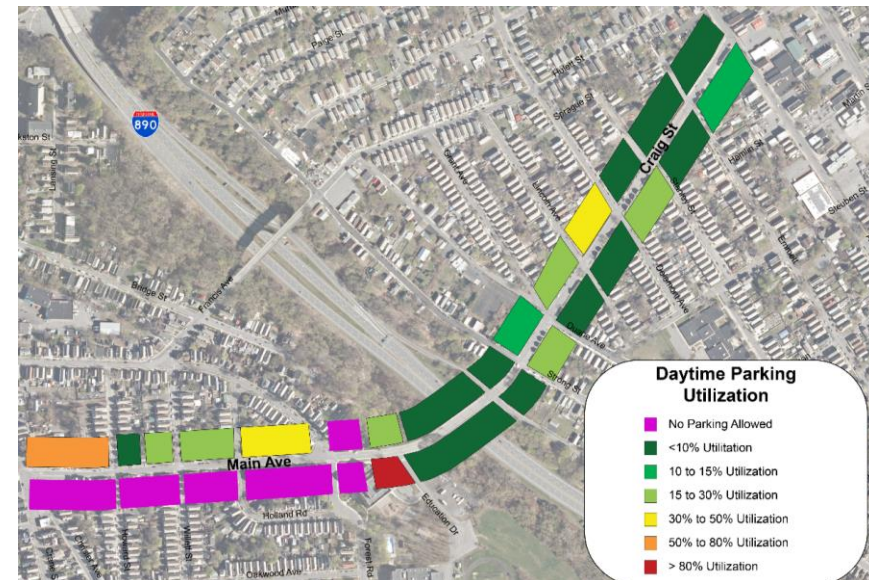




# PROJECT STATUS

Tasks under way and/or completed to date:

- Technical Work
  - Draft Existing Conditions Report
    - Zoning & Land Use
    - Existing Transportation Infrastructure
    - Automobile Traffic Characteristics & Level of Service
    - Pedestrian & Bicycle Traffic Characteristics & Level of Service
    - Public Transit Characteristics
    - Crash Data
    - Parking Inventory
  - Review of Existing Documents & Resources
  - Site visits and field work
  - Initial exploration of constraints and opportunities





# PROJECT STATUS

- Public Outreach and Engagement
  - Neighborhood Stakeholder Database
  - Neighborhood Liaison
  - Public Outreach Plan
  - Project Website
  - Draft Survey
  - Event Planning



If possible, please complete the survey online at:  
<https://www.surveymonkey.com/r/craig-main-survey>  
...or return this survey to Schenectaday City Hall, Room 14.



# SCHEDULE

- Study Kick-Off Meeting **January**
- SAC Meeting #1 February
- Existing Conditions, Inventory & Analysis February - April
- Survey Data Collection & Analysis April – Charrette
- **Stakeholder Discussions **May 2<sup>nd</sup>/May 16<sup>th</sup>****
- Public Multi-Day Design Charrette **May 20<sup>th</sup>-May 23<sup>rd</sup>**
- Draft Concept Plan & Public Comment Period **June/July**
- Public Meeting & Open House **July**
- Draft Final Report & Public Comment Period **September/October**
- Final Report & Presentation to City Council **October/November**



# **COMMUNITY ENGAGEMENT STRATEGIES**



# COMMUNITY ENGAGEMENT STRATEGIES

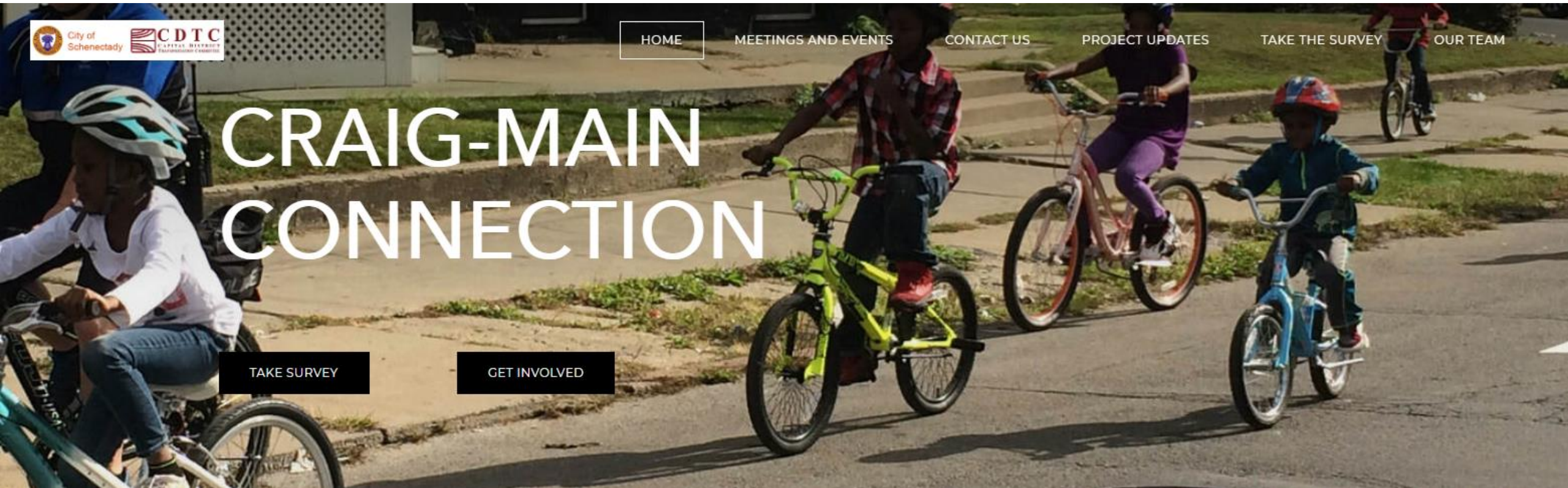
- Interactive Mobile Website
- Survey (Family and Kids)
- Neighborhood Ambassadors and Stakeholder Engagement
- Advertising, Mailing, Flyers
- Utilize Existing Channels of Communication
- Creative Public Events
- Involve Schools, Business Owners, Churches, Community Centers, Bus Stops
- Social Media
- Blank Canvas for comments
- Public Workshops





# PROJECT WEBSITE

[www.craig-main-connection.com](http://www.craig-main-connection.com)



HOME

MEETINGS AND EVENTS

CONTACT US

PROJECT UPDATES

TAKE THE SURVEY

OUR TEAM

# CRAIG-MAIN CONNECTION

TAKE SURVEY

GET INVOLVED





# Johan Matthews Sense Maker, Story Teller

- Principal of Mutual Design
- Neighborhood Liaison for the Craig-Main Connection

# IDENTIFIED KEY STAKEHOLDERS

- Boys & Girls Club
- Bridge Christian Church
  - Pastor James Bookout
- Capital Roots
  - Calvin MacDowell
- CDTA (Capital District Transit Authority)
  - Brent Irving
- Citizen Action New York
  - Jamaica Miles
- C.O.C.O.A. House
  - William Rivas
- Community Builders
  - Jennica Huff/Janis Stewart
- Community Loan Fund
  - Johan Matthews
- DePaul Housing
- Electric City Barn
  - Kristen Holler
- Guyanese American Association of Schenectady
- Hamilton Hill Arts Center
  - Rachael Conn
- Hamilton Hill Neighborhood Association
- Higher Ground Worship Center
- Told By Us Productions
  - Prince Sprauve
- Martin Luther King, Jr. Elementary School
- Miracle on Craig
  - Rosa Rivera
- Mont Pleasant Merchants Association
- Mont Pleasant Middle School
- Mont Pleasant Neighborhood Association
- New Creations in Christ
- Pleasant Valley Elementary School
- Proctors, Creative Director
  - Richard Lovrich
- SCAP
  - Debra Schimpf
- Schenectady Co. Library System (Phyllis Bornt Branch and Mt. Pleasant Branch)
- Schenectady Foundation
  - Robert Carreau
- Schenectady United Neighborhoods
  - Bob Harvey
- Schenectady Hindu Temple
- SEAT Center
  - Jennifer Lawrence
- SICM (Schenectady Inner City Ministry and Food Pantry)
- St. Joseph's Place



# ENGAGEMENT ACTIVITIES



If possible, please complete the survey online at:  
<https://www.surveymonkey.com/r/craig-main-survey>  
...or return this survey to Schenectaday City Hall, Room 14.

- Comprehensive Survey
  - Website
  - City Hall, Electric City Barn, Phyllis Bornt Branch Library, Mont Pleasant Library
- Intercept Surveys
  - Curbside Conversations
  - Public Outreach Events



# Curbside Conversations!

Stop by **Education Drive** on **May 2nd** between **2PM and 5PM**, pull up a chair, and share your stories and ideas. Or come see us in front of the **Carver Center building** on **May 16th** between **3PM and 6PM**.



## CRAIG-MAIN CONNECTION

# Save the Date!



Please **RSVP** if possible to:  
[craigmainconnection@gmail.com](mailto:craigmainconnection@gmail.com)

Invite only! Please join us in Schenectady at one of two sessions:

### COMMUNITY DISCUSSIONS

**Thursday, May 2, 2019** 6:30 PM - 8:30 PM | **Wednesday, May 8, 2019** 9:00 AM - 11:00 AM  
Electric City Barn, 400 Craig Street | New Mont Pleasant Library, 1036 Crane Street

Please visit the project website at [www.craig-main-connection.com](http://www.craig-main-connection.com) to stay up to date on future public events.  
For more information contact Kristin Diotte at the City at 518-382-5147 or [craigmainconnection@gmail.com](mailto:craigmainconnection@gmail.com)





Mutual.Design  
Presents:

# THE GREAT SCHENECTADY TREASURE HUNT

Join the hunt and  
have fun!

Discover  
the rich  
cultural  
history of  
your city.



10  
AM

Treasure Hunt

Solve mysteries.  
Throw paint bombs.  
Create community art!

12  
PM

Lunch Conversation

Free food.  
Share your ideas  
for your community!

10:00 AM AT THE COCOA HOUSE

869 Stanley St, Schenectady, NY 12307

Saturday April 27th

Inspired by the Craig- Main Connection



## Working Group on Girls Design Workshop

May 10<sup>th</sup>

Steinmetz Career and Leadership  
Academy

*A day-long workshop to learn about how  
design can influence public space and  
brainstorm about the future of the  
Craig-Main Connection*

JOIN US for a multi-day design event, kicking off with the...

# launch party

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**DJ KETCHUP**

**COOKIES**

Ya Ya's House



Southern Cuisine

**ROY'S CARIBBEAN**

**FEATURING:  
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**LOCAL MUSIC**

**FUN, RAFFLES, PRIZES!**

**AND MORE!**



THE MEMPHIS KING

BBQ



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5:30 - 7:00 PM

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**design reveal**

**Thursday, May 23, 2019**

6:00 - 8:00 PM

Friendship House, 955 State St., Schdy



## Multi-Day Design Charrette



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# **WE NEED YOUR HELP**

How do we engage & empower the community?

Ideas

-

# FOCUS GROUP DISCUSSIONS

## SESSION 1

Choose 1  
Discussion Group

---

**Arts &  
Culture**

OR

**Business  
Promotion &  
Development**

What might our corridor look like If it served to connect :

Humans to Arts?  
Customers to business?  
Residents to Housing?  
Youth to programs?

How can the arts, businesses, housing, and youth programming contribute to safety and connection?

## SESSION 2

Choose 1  
Discussion Group

---

**Housing &  
Redevelop-  
ment**

OR

**Youth  
Programming**



# FOCUS GROUP DISCUSSIONS

**SESSION 1**

**Arts & Culture**

OR

**Business  
Promotion  
& Development**

**SESSION 2**

**Housing and  
Redevelopment**

OR

**Youth  
Programming**

# SESSION 1

Choose 1  
Discussion Group

---

**Arts & Culture**

OR

**Business Promotion  
& Development**



# SESSION 1

## Arts & Culture

- What role could arts and culture play in creating a better sense of connection along the corridor? (for example, “a mural might help to make the corridor feel more connected” or “people may gather at a bench that is also public art”).
- If improvements are made, how could arts and cultural programs benefit? (for example, “kids could be involved in making murals” or “we could paint interesting crosswalks,” or “we could sponsor a sidewalk chalk painting day”).
- What does better access look like to you? Safer sidewalks? Better crosswalks and intersections? Better wayfinding? (for example - “Sidewalks and crossing need to be easier to cross for people using a wheelchair or scooter” or “sidewalks should be wider and free of snow so people don’t walk in the street in the winter”).
- Could signage direct you to certain places (wayfinding) help to link different organizations and/or programs? How? (for example, “it’s hard to find \_\_\_\_\_ which people might enjoy”).
- What would you like to see celebrated in public art in the neighborhood? (remember public art can involve things like painting a mural or a crosswalk. It can celebrate success or history or it can inspire emotions).
- Are there specific locations where you think public art could or should be installed?

## Business Promotion & Development

- What is it like to do business in the neighborhood today? What works? What doesn’t? (for example, “there are not enough people buying in the neighborhood”).
- If you could change one thing about doing business what would it be? (for example, “we need to market our businesses to the rest of the City”).
- What kinds of physical improvements to the corridor would help promote and support local businesses? Signage? Better visibility? On-street parking? (for example, “there are too many driveways and they make it unsafe for kids who don’t watch for cars that are not on the street”).
- What means of transportation do customers use to get to local businesses? Are there physical improvements that would make this easier? (for example, “I walk to buy basics like bread and milk, but the sidewalks are uneven or broken and I’m afraid I will fall”).
- Are there businesses missing from the corridor that should be considered as part of future developments? What do goods or services do you have to leave the neighborhood for? Are there specific businesses you wish were available in the neighborhood (for example, “I wish there was a coffee shop where it is ok for teenagers to get together”).

# SESSION 2

Choose 1  
Discussion Group

---

**Housing and  
Redevelopment**

OR

**Youth  
Programming**



# SESSION 2

## Housing & Redevelopment

- How is it to live in the neighborhood? What works? What doesn't (for example – "I love the neighborhood but wish the buildings were all full with no vacancies" or "we need more senior housing").
- What kinds of housing do you feel are most needed in the neighborhood? (for example "all buildings need to be restored, some look bad and that effects how people feel about the whole neighborhood").
- Are there specific locations or buildings that you would like to be reused for housing? What kind of housing?
- Are there specific sites or buildings you would like to see redeveloped for something other than housing? Which ones? For what purpose? (for example, "I'd like more places where its ok for people to sit and talk" or "we need a bakery").
- How could redevelopment opportunities improve the corridor? Could adding residential uses to vacant increase the overall sense of connection and security? (for example- "Yes, filling in the holes with new buildings would make me feel safer and prouder").
- If you could live in any kind of a home what would it be?

## Youth Programming

- How do access and connection impact organizations that offer youth programming? (for example, "I won't let my children cross the bridge alone" or "cars travel too fast, we need to slow them down").
- Are there physical improvements to the corridor that would better support youth programming? "(for example, "wider sidewalks would make parents feel safer. We need places for children to ride bicycles").
- How might youth programming benefit from new public spaces? What kinds of activities could public space be used to support? (for example, "I think a half court basketball court would be great, we need more flexible lawn areas...").
- What do you see young kids doing most often? What about teenagers? (for example, "I'm concerned that teenagers just hang around and may get into trouble – there needs to be more for them to do").
- How can improvements to the corridor include and inspire our youth?
- How can physical improvements contribute to a person's sense of self-worth and potential? (for example, "I think painting a mural with kids would make them feel like they accomplished something. If it could be about our history that would be even better").
- In thinking about the future of the corridor, what role can youth and youth programming play in inspiring neighborhood pride? (for example, "When kids are proud of something they accomplish, parents are proud too").

# NEXT STEPS

- Spread the word!
- Visit the website and take the survey.
- Visit the website and upload ideas and images.
- Come to the upcoming design workshop events.
  - May 20<sup>th</sup> - Launch Party
  - May 22<sup>nd</sup> - Open House
  - May 23<sup>rd</sup> - Design Reveal

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Southern Cuisine  
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**LOCAL MUSIC**  
**FUN, RAFFLES, PRIZES!**  
**AND MORE!**

**ELECTRIC CITY BARN**  
**THE MEMPHIS KING BBQ**  
**SANDYE'S CAFE**  
Coffee • Pastries • Smoothies

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**Thank You!**

See you May 20<sup>th</sup> – 23<sup>rd</sup>!

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**DOCKTOWN ORIGINAL COOKIES**

Ya Ya's House  
Southern Cuisine

**ROY'S CARIBBEAN**

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