



City of Fulton BOA Nomination Study *Overview & SWOT Workshop*

Please Sign In




Introductions

BOA Steering Committee
 City of Fulton
 County of Oswego
 New York State Department of State
 New York State Department of Environmental Conservation


Laberge Group
 Nicole T. Allen, A.I.C.P. – Planning Services Manager
 Michael Hiller – Planner

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Workshop Outline

- Introduce & Explain BOA Program & Process
- Purpose & Goal of BOA Nomination Study
- Discuss the BOA Study Area Boundary
- BOA Study Area Profile
- Public Participation Process
- SWOT Workshop



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BOA Program

What is the Brownfield Opportunity Area (BOA) Program?

- The BOA Program is designed to:
 - Assist communities with fostering redevelopment
 - Return dormant and blighted land into productive areas,
 - Restore environmental quality

* The term brownfield refers to a real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.



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BOA Program

Purpose of the BOA Program

- To Establish a Consensus Community Vision
- To Gain an Understanding of your Assets and Liabilities
- To Protect Important Community Resources
- To Improve Economic Conditions
- To Provide Direction to Governmental Agencies
- To Improve Access to Financial and Technical Assistance




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BOA Program

BOA Program Benefits

- Establishes a Community Vision & Strategy
- Defines Future Uses & Businesses
- Provides a Remediation Strategy for Strategic Sites
- Fulfills Community Development Needs
- Increases Predictability
- Improves Property Values
- Improves Environmental Quality
- Provides Site Inventory
- Increases Competitiveness for Other Funding Programs




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BOA Program

What Makes Brownfield Redevelopment Successful?

- Successful brownfield redevelopment comes in many forms and each community has their own unique opportunity and revitalization goals.
- Successful brownfield redevelopment requires:
 - Strong local leadership
 - Inclusive public engagement
 - A clear and realistic vision
 - Diverse public and private partnerships



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BOA Program

BOA Program Process

- **Pre-Nomination Study:** Preliminary analysis of issues & opportunities to gain a basic understanding about existing conditions, brownfields & the area's potential for revitalization.
- **Nomination Study:** Provides an in-depth & thorough description & analysis, including an economic & market trends analysis, of existing conditions, opportunities, & reuse potential for properties located in the proposed BOA with an emphasis on the identification & reuse potential of brownfield sites that are catalysts for revitalization.
- **Implementation Strategy:** Provides a description of the techniques & actions to implement the area-wide plan & describes how the requirements of the SEQR have been met.

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BOA Study Area

BOA Study Area

- 30 Potential Brownfield Site Locations
- Approximately 531 Acres of Land
- 16% Vacant Land or Structures
- Approximately 3.4 miles along Oswego River
- 17% Commercial Land Use
- 60% of BOA Parcels Zoned R-1A (Small Lot Single-Family Housing)

LEGEND

- BOA Boundary
- City of Fulton
- Adjacent Town Grantsy & Volney
- Parcel
- Body of Water
- BOA Site
- Limited Access Highway
- State, County and Local Roads
- Contaminated Sites

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BOA Study Area

Zoning Map

- R-1A
- R-2
- R-3
- R-4
- R-5
- C-1
- C-2
- C-3
- C-4
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Land Use Map

- One-Family Residential
- Multi-Family Residential
- Mixed-Use
- Office
- Commercial
- Retail
- Community Services
- Public Services
- City, Village, Corporation Lands & Public Parks

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Public Participation

Why is Public Participation Necessary?

- A successful planning effort requires an inclusive public outreach process.
- The need is two fold:
 - It engages the community in the planning process
 - It ensures the consultant team will have a clear understanding of those issues that are of concern to Fulton residents and stakeholders.



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Public Participation

Community Participation Plan

- BOA Steering Committee Meetings
- Stakeholder Interviews
- Resident & Business Surveys
- Focus Groups
- Interviews with Real Estate Professionals
- Public Outreach Workshops
 - BOA Overview & SWOT Workshop: Today
 - Visioning Workshop: October 23, 2008
 - Target Area Walk & Talk: TBD in Spring
- Public Hearings



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Public Participation

S.W.O.T. Analysis

A strategic planning tool used to assess the strengths, weaknesses, opportunities, and threats (SWOT) currently facing a community.

Strengths	Weaknesses
Opportunities	Threats


Strengths: Any factor or resource that contributes positively to business development and/or business expansion.

Weaknesses: Any factor or resource that contributes negatively to business development and quality of life.

Opportunities: Any factor that builds on the economic strengths of a community and ultimately yields a desirable economic outcome.

Threats: An impending and uncontrollable force that could potentially limit economic development potential.

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SWOT Analysis

Strengths to Consider


- What are the Study Area's strengths?
- What attracts visitors or residents to the Study Area?
- What is the Study Area known for or have to offer?
- What makes the Study Area a great place to live, work, or play?

Weaknesses to Consider

- What are the Study Area's weaknesses?
- What would you like to change?



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SWOT Analysis

Opportunities to Consider


- What does the community have to offer?
- What opportunities exist for the Study Area?

Threats to Consider

- What is getting in the way of economic growth within the Study Area?
- What are the biggest problems facing the community?




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SWOT Analysis

Group Session Procedures

- Break into small groups.
- Free flow of ideas.
- Write down separate ideas for each category:
 - Strengths, Weaknesses, Opportunities & Threats
- Display all ideas on table or sheet of paper.
- Identify most important ideas.
 - Each individual places one sticker next to the most important item.
- Small table presentations.



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