

Neighborhood Action Plan

Corning's neighborhoods are the building blocks of the City. This Comprehensive Plan focuses on the City's neighborhoods and the role they play in charting Corning's future course. In addition to creating a City-wide vision and goals, this plan defines eight neighborhoods and shapes a multi-year action plan for each.

In the sections that follow, this plan describes the existing conditions in each City neighborhood and summarizes the issues and concerns raised by residents at a series of Neighborhood Assets Workshops held in February and March of 2001.

In addition, this plan presents a series of feasible actions supported by the community that will help facilitate the implementation of the vision residents have for the future of their neighborhood. The plan outlines what needs to be done, how to do it and how to pay for it to ensure that the long-term needs of the community will be met. It also identifies one or two 'catalyst projects' that, on their own, have the power to transform the neighborhood. They include major redevelopment projects, park rehabilitation and systematic facade improvement programs.

Each neighborhood section ends with a graphic representation that provides a visual summary of the actions identified for the neighborhood.



Corning's Neighborhoods

- | | |
|----------------------|-------------------|
| 1: Central Northside | 5: Intown South |
| 2: Western Northside | 6: Southside West |
| 3: Intown North | 7: Southside Hill |
| 4: Houghton Plot | 8: Southside East |



Corning's Great Neighborhoods

**Neighborhood 1:
Central Northside**

**Neighborhood 2:
Western Northside**

**Neighborhood 3:
Intown North**

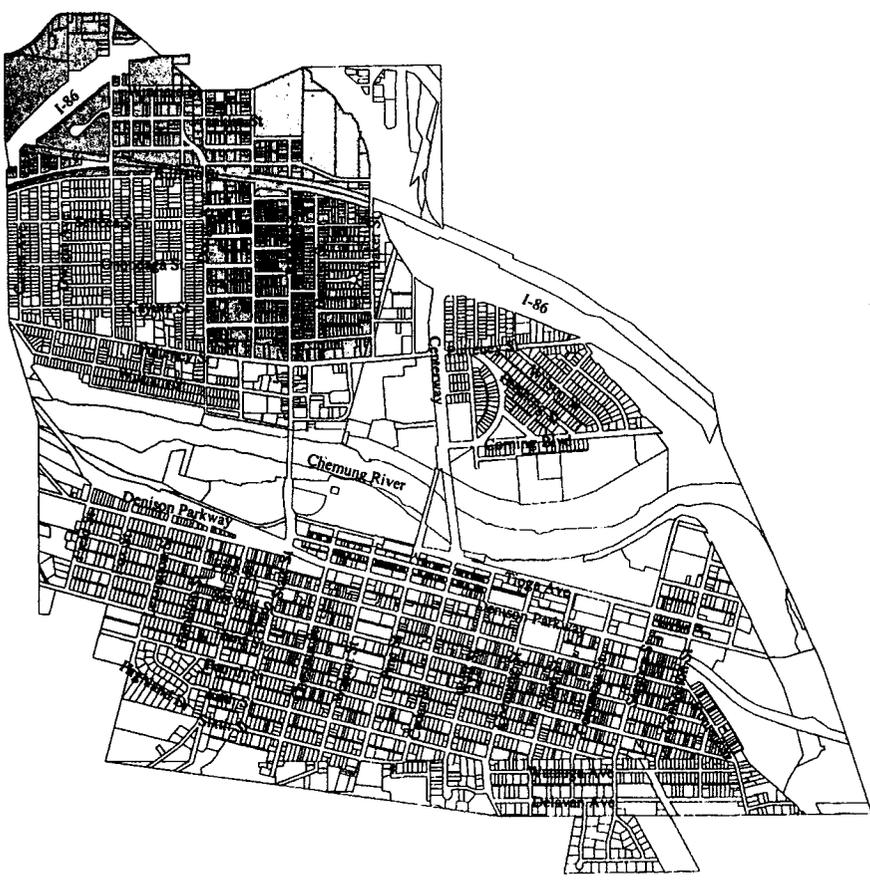
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Houghton Plot**

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Neighborhood 1: Central Northside

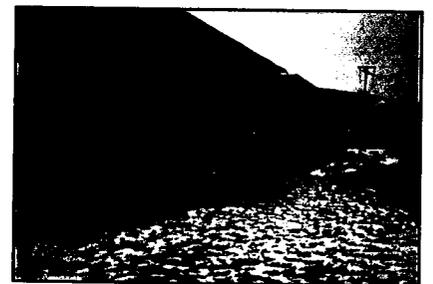
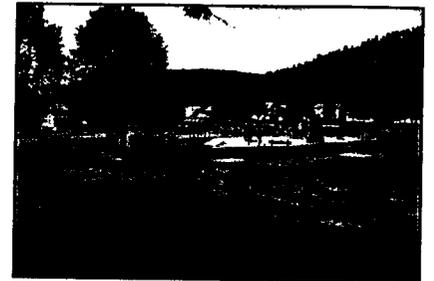
This Northside neighborhood is predominantly residential, though it is bisected by busy freight rail tracks near its northern boundary. The I-86 Corning Bypass marks the northern border and the City limits. South of the railroad tracks, this is a neighborhood of mainly single-family homes, most built between 1880 and 1920. The housing stock is made up primarily of two-story vernacular-style structures common to that period. Homes are generally in fair condition with some opportunity for facade improvements.

The portion of the neighborhood located north of the railroad tracks was generally built between 1940 and 1960, with some enclaves of housing constructed in the 1970's. The homes are a mix of styles and conditions (ranging from good to poor). The Stewart Park housing project at the northeast corner of this neighborhood, adjacent to Stewart Park on Thorn Street provides 119 units of low and moderate-income family housing. The Meadowbrook apartment complex is located west of Reynolds Avenue in the northwest corner of the neighborhood. The neighborhood streets are wide with some one-way facilities. Sidewalks are discontinuous and in fair condition. Street trees are more common in the portions of the neighborhood south of the railroad tracks.

Land Use Inventory and Tax Base Analysis

The tax base analysis shows that nearly 75% of the land in this neighborhood is taxable. Just under half of the land is residential; 17% is vacant land; 16% is commercial; and 9% is parks. Small amounts of land are also used for community and public services. The neighborhood makes up 16.3% of the City's land area (the largest neighborhood in terms of acreage) and generates 12.2% of property tax revenues.

With the largest land area of any neighborhood, the Central Northside neighborhood contains the second highest number of residential units, with 526 single-family, 141 two-family, 25 three family and 22 multi-family structures. Despite a high level of taxable commercial and residential uses (63.5% of land), the Central Northside neighborhood generates negative tax revenues in relation to land area. Closer examination shows that residential and commercial property values in the Central Northside neighborhood are well below City-wide averages, perhaps indicating disinvestments and declining property values. The average taxable value of residential property in Corning is \$345,698 per acre, while the taxable value of residential properties in Central Northside is only \$284,413. Similar comparisons exist with respect to commercial properties. The



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City-wide commercial property value average is \$683,794, while the value in Central Northside is significantly lower at only \$222,921.

Historic Preservation and Community Character

The Benjamin Patterson Inn, a complex of four historic buildings, is located at 59 West Pulteney Street; no other structures within Central Northside are listed in the National Register of Historic Places. However, this neighborhood encompasses the majority of the Northside's oldest housing, at least some of which may have been part of Knoxville, which was joined with the Village of Corning in 1890 when Corning was incorporated as a City. Many of these structures may be eligible for listing in the National Register. Additional historic resource survey work should be conducted; historic buildings are eligible for a number of incentive programs with additional programs pending approval by federal and state legislative bodies.

Central Northside has been divided into five zoning districts. The railroad right-of-way that bisects the neighborhood is within a commercial/light industrial district. Public/conservation districts are located on both sides of Interstate 86 at the northwestern edge of the City. Moderate density residential districts occupy all other land to the north of the railroad right-of-way as well as much of the land to the south. A mixed density residential district occupies the central section of the southern residential area. The portion of this neighborhood that abuts Pulteney Street includes a residential transition district at the western end, with the remaining area designated as commercial. These districts and their corresponding use regulations are generally appropriate to the existing underlying uses.

Parks Inventory

Stewart Park - Stewart Park is a 12.6-acre neighborhood park located at the intersection of Sly Avenue and Thorne Street. There is a basketball court, a baseball field, tennis courts, a pool, playgrounds and a pavilion. The swimming pool serves the neighborhood and is also the location of summer swimming lessons for City residents and residents of other communities.

Everett "Buckey" Wainwright Memorial Fields - "Buckey" Fields is made up of 6.8 acres of softball fields located at the intersection of East Spruce and Baker Streets. These fields serve the Cinderella Softball League for the City. The land is owned by the City of Corning.

Issues Raised at Neighborhood Assets Workshops

Residents discussed a broad range of issues affecting this neighborhood at the Neighborhood Assets Workshops. Stewart Park was described as both an asset and a challenge. While it is clear that residents value having a park in the neighborhood, maintenance and facilities are inadequate to meet local needs. The tennis courts and swimming pool were particularly criticized for their poor condition.

Residents are concerned about parking, particularly the short supply for many multi-family properties and the pressures that new commercial development will create for the neighborhood. Increasing traffic levels on Pulteney and Dodge were also mentioned as concerns. The primary transportation concerns centered on the railroad tracks. Residents report that the tracks create a barrier between the two sides of the neighborhood.

Housing conditions are another concern in this neighborhood, particularly for multi-family structures. Residents cited the need for increased zoning and code enforcement as well as



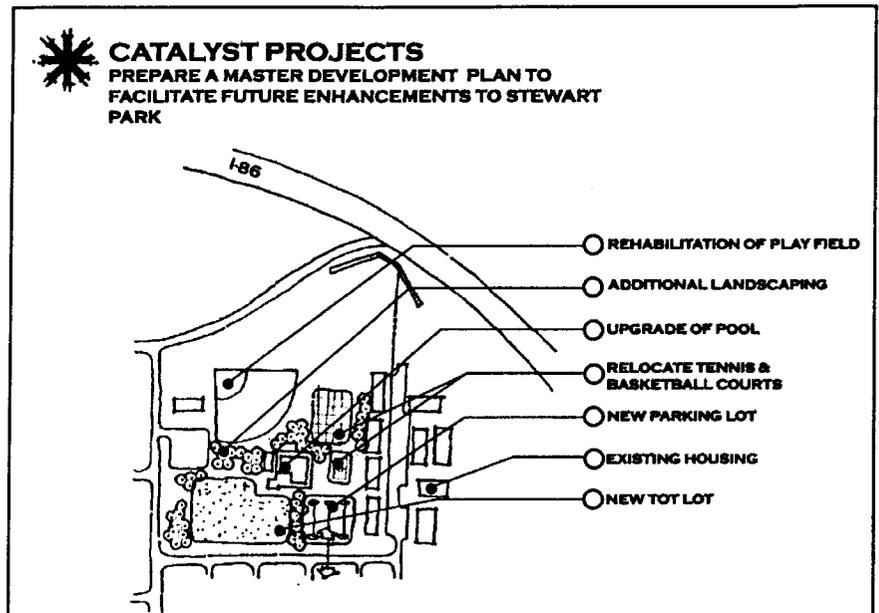
incentives to help property owners improve structures. The need for improved sewer infrastructure was also discussed.

During the neighborhood assets workshops, residents said that they like the Central Northside because people take pride in their homes, good parks are nearby and there is convenient access to I-86. The neighborhood is safe, housing is affordable, there is little traffic and bus service is available. Residents cite strong churches and local schools as a major neighborhood amenity. The neighborhood is in easy walking distance to many civic services and important local resources, such as the YMCA. People appreciate that there are few absentee owners and a low turnover in rental housing. Many felt that it was a good place to raise a family. While many noted the need for infrastructure improvements, they also recognized and appreciated that progress is being made.

Catalyst Projects

Catalyst 1: Prepare a master development plan to facilitate future enhancements of Stewart Park.

Parks add significantly to a neighborhood's quality of life, but to do so, they must be maintained and periodically enhanced. The 12.63-acre Stewart Park, located at the northeastern extremity of the Central Northside neighborhood along Thorn Street and Sly Avenue, is one of the City's most popular and heavily used parks. In spite of this, the park is poorly landscaped with somewhat outdated facilities and indications that existing facilities are not serving neighborhood and City residents as well as they



could. Because building patterns and land limitations have resulted in park locations that are not especially well positioned geographically to serve Corning's residents, it is important that all existing parks meet or exceed recreational standards. Improvements recently completed by the City's Department of Parks and Recreation for Stewart Park include rebuilding the pavilion, paving the parking lot, and renovating the pool house.

In addition to these improvements, the City should prepare a master redevelopment plan for Stewart Park to assess park and recreational needs, detail a strategy for bringing the park in line with national recreation standards, improve facilities and landscaping, and expand the range of facilities and services to embrace recent recreational interests and preferences. Redevelopment efforts should focus on turning the park into a neighborhood attraction and destination, one that would enhance property values and quality of life and stimulate additional investment in surrounding residential areas.

Appropriate improvements might include a landscaped perimeter walking trail; additional soccer fields to meet growing demand; shade trees to provide a less harsh recreational environment; additional picnic pavilions; landscaping; benches around playground areas. Upgraded, age-appropriate playground equipment, including a wide variety of play events for children and safer play area surfacing is also needed. Separate play areas should be provided for pre-school and older children to accommodate different skills and developmental abilities. To comply with safety standards, play areas should have signage indicating that parental supervision is required and age requirement information. Equipment should be marked at the bottom to indicate minimum surface levels for adequate protection.

The master development plan should be phased and should include the following elements:

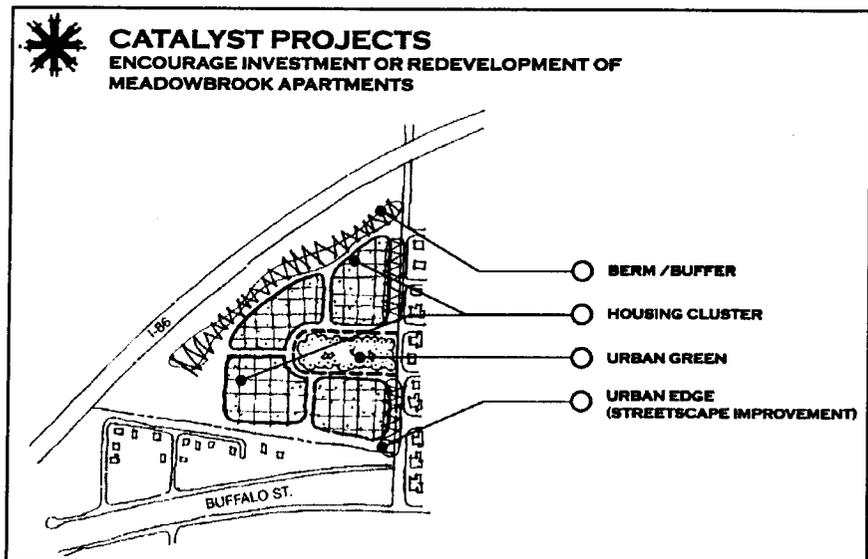
- an existing conditions summary
- a description of National standards and guidelines for parks and recreation
- an accurate site plan including locations of major trees, shrubs, and park facilities
- a redevelopment plan to bring the park into compliance with National standards and expand offerings to neighborhood and City-wide residents
- cost estimates for all elements of the master development plan

Park enhancements typically add value to surrounding neighborhoods, making them more attractive places to live and, as a result, stimulating increased property values and property investment.

Time frame:	Medium Term
Potential stakeholders/partners:	City of Corning
Estimated costs:	\$22,000 for planning and design, \$203,000 for construction
Potential funding sources:	NYS Clean Air/Clean Water Bond Act, NYS Environmental Protection Fund (Parks Enhancement Grants), City of Corning

Catalyst 2: Encourage reinvestment in or redevelopment of Meadowbrook Apartment complex.

The 11.22-acre Meadowbrook Apartment complex represents one of the most underutilized and developable parcels in Corning. Situated between the I-86 right-of-way, Reynolds Avenue and Stimson Street in the northwestern section of Central Northside, the complex consists of quintessential post-war housing: relatively small housing units spread out over a large parcel. Although largely occupied,



the relatively low density and low-end housing site presents an excellent opportunity for redevelopment. The site is currently zoned MR for multiple residential development. It has considerable potential for the development of much needed higher-density, higher-end housing units with some affordable housing units.

The City intends to work with the property owner or new developer to build a more accurate determination of rehabilitation, acquisition and/or redevelopment costs. These costs would include the resolution of infrastructure ownership and maintenance issues. The City should consider grant or other funding that could be used to achieve rehabilitation or redevelopment. Empire Zone benefits should also be analyzed for the property.

Time frame:	Medium Term
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Potential stakeholders/partners: City of Corning, property owner/developer
Estimated costs: \$15,000 (feasibility study)
Potential funding sources: Property owner/developer, City staff time



Other Projects

Project 1: Continue to implement the CDBG housing rehabilitation program, investigate and implement tools to enhance the program, and ensure that building improvements are compatible with the architectural character of the structure being rehabilitated.

With Community Development Block Grant Funds (CDBG) from the Governor's Office for Small Cities, the City of Corning has initiated a housing rehabilitation program in the Central Northside neighborhood. The target area boundaries are Sly Avenue (west), Bridge Street (east), Hazel Street (south) and almost to Sycamore (north).

This neighborhood experienced some of the worst flooding in the City in 1972; has the City's oldest, and generally smallest, housing stock; has a high percentage of elderly and low/moderate income residents; has the City's highest for sale and rental vacancy rates; and has the City's lowest per acre taxable property rate. The housing conditions in this neighborhood are contributing to disinvestment, despite the City's relatively tight housing market, and make it difficult to attract purchasers.

To increase program participation and stimulate additional investment in the target area, the City should promote the housing rehabilitation program as part of a comprehensive housing and neighborhood improvement strategy that includes the following elements:

- public amenity funding
- tax incentives to stimulate building improvements
- low-interest grants and loans
- home ownership counseling
- reduced or waived mortgage application fees and costs from local banks
- reduced or waived closing costs from local law firms
- design assistance

In addition, the City should work to identify, document and capitalize on the neighborhood's remaining architectural and historic character by conducting a historic resource survey and, if applicable, designating parts of the neighborhood as a historic district. The City should also ensure that all rehabilitation work is sympathetic to the original architectural character of the building being improved, working whenever possible to develop improvement plans and specifications with assistance from staff at Market Street Restoration Agency. In partnership with organizations like Market Street Restoration Agency and Corning-Painted Post Historical Society, the City should also develop a marketing and training program to assist realtors selling houses in the Central Northside neighborhood (and other older neighborhoods within the City). This should include development of a packet of materials containing information about all incentive programs and services related to home ownership for distribution to existing residents, prospective home buyers, realtors and others.

Marketing and outreach efforts should be targeted to audiences appropriate to the relatively small houses that predominate in Central Northside, such as singles, young married couples and families seeking "starter homes," downsizing "empty nesters," or residents wanting to make the transition from renting to owning. Target audiences should also include owners and employees of local/neighborhood businesses, Corning Incorporated employees and school employees who could walk to work.

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Time frame:	Medium to Long Term
Partners/stakeholders:	City of Corning, property owners, Corning Incorporated
Estimated costs:	\$1.2 million
Potential funding sources:	CDBG, New York State Division of Housing and Community Renewal's HOME Program, Housing Development Fund program, local banks

Project 2: Redevelop Kapral Tire property.

On Dodge Avenue immediately south of the railroad tracks, the former Kapral property represents an incompatible use with the surrounding residential neighborhood. The former tire warehouse is now owned by Steuben County. The County conducted an environmental clean up on the site to address existing contamination. Remediation efforts also resulted in the removal of one of three buildings on the site. Two industrial structures remain on the site.

As these improvements take place, the City will need to work with the County (which owns the property) to redevelop this parcel appropriately. The site is in the recently designated Empire Zone, making it eligible for Zone benefits.

Time frame:	Short Term
Potential stakeholders/partners:	City of Corning, Steuben County, Economic Development Zone staff, Chamber of Commerce, Small Business Administration, prospective business owners
Preliminary budget estimate:	Staff time
Potential funding sources:	Staff time/salaries

Project 3: Analyze redevelopment opportunities.

The Central Northside neighborhood can be seen as either a great opportunity or a growing liability for the City of Corning. This neighborhood is the City's largest in terms of total acreage. However, although 75% of land in the Central Northside neighborhood is taxable and contributes to City revenues, the neighborhood has the City's lowest per acre taxable property values. This condition reflects developments such as I-86, the railroad right-of-way, and public housing that negatively impact the purchase or improvement of property. The deteriorated condition and relatively small size of homes discourages reinvestment efforts. A predominance of extremely small lot sizes further restricts improvement and expansion of housing in this neighborhood.

In addition, a considerable amount of vacant land is located along the railroad right-of-way and the east and west side of Baker Street. A large vacant parcel is located to the northwest of the Meadowbrook Apartments across I-86, and concentrations of vacant parcels exist to the north and east of this site as well as in the vicinity of the Winfield Street Elementary School. The northern half of Central Northside neighborhood is bounded by I-86 and the railroad right-of-way and is relatively isolated from the rest of the City.

To enhance this neighborhood's ability to contribute to the City's tax base, the City should undertake a detailed and careful analysis of existing building characteristics and conditions and establish a redevelopment strategy for this neighborhood. It should identify:

- areas that appear to be fairly stable with housing stock in reasonably good condition
- concentrations of older and historic or potentially historic housing or commercial buildings (most likely part of the former Village of Knoxville).



- opportunities for selective demolition and redevelopment
- opportunities for assembly of vacant land and redevelopment
- opportunities for additional public investment or improvement that would enhance neighborhood quality of life (i.e. streetscape improvements, building rehabilitation or facade improvement)

Time frame: Long Term
Potential stakeholders/partners: City of Corning, local businesses, local realtors, Corning Intown, Corning Incorporated
Estimated costs: City staff time
Potential funding sources: City of Corning



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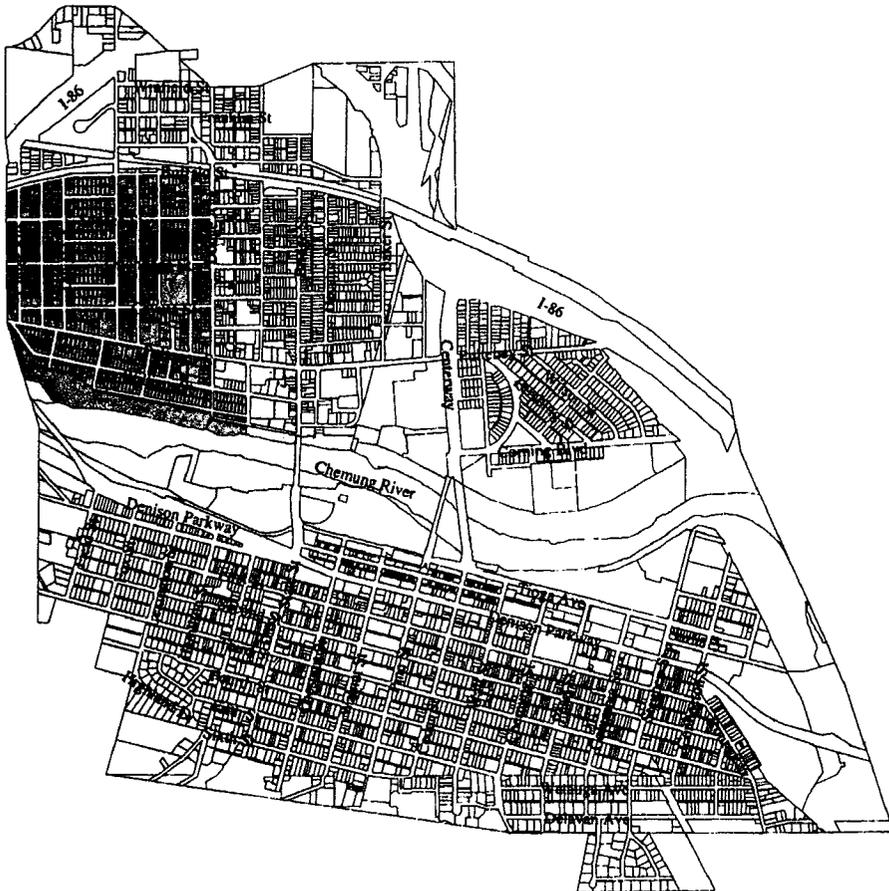
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Neighborhood 2: Western Northside

The Western Northside neighborhood is generally bounded by the City line on the west, the railroad tracks to the north, Dodge Avenue on the east and the Chemung River on the south.

Neighborhood Characteristics

This is a residential neighborhood with a few interspersed commercial uses along Pulteney Street and the Northside Blodgett Middle School located on Cayuta Street. The residential dwellings are generally smaller single-family homes of varying architectural styles ranging from traditional two-story vernacular homes to Cape Cod and ranch-style homes. Most appear to have been built between the 1930s and 1950s. While there are residences in good to excellent condition, a substantial number are in fair to poor condition. Apartment buildings are common, particularly in the vicinity of West William Street.

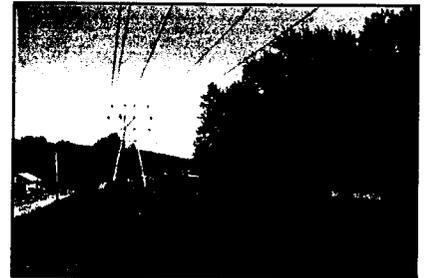
The neighborhood is home to two waterfront recreational areas, William Street Park and Hillvue Park, located along the Chemung River south of Hillvue Avenue.

Neighborhood streets are wide with one- and two-way traffic. Sidewalks are not at all continuous and some are in disrepair. Lighting is the "cobra" style streetlight and often attached to telephone poles, detracting from the look of the streetscape.

Land Use Inventory and Tax Base Analysis

The Western Northside neighborhood is made up of about 162 acres. About 20% of the land is tax exempt. Residential uses account for 72% of all land use. Twenty acres, or 12%, of the land is vacant. Just over 6% is in commercial use. Small amounts are used for parks and community and public services. The neighborhood encompasses about 11% of the City's land area and contributes just over 12% of the property tax revenues.

With 666 houses, this neighborhood has the greatest number of single family homes of any neighborhood in Corning, despite the fact that it is the second smallest of the six residential neighborhoods in the City. The average single-family parcel size of 7,050 square feet is smaller than all the residential neighborhoods except Southside East. Western Northside also has 50 two-family homes. With the second highest number of multi-family parcels, it contributes nearly 25% of the taxable assessed value of multi-family residential parcels in the City.



Historic Preservation and Community Character

The Western Northside neighborhood does not have any historic buildings or districts listed in the National Register of Historic Places. Since buildings appear to date to the 1930s-1950s, they would technically be eligible for listing in the National Register but are likely to be listed only if they are of "exceptional importance or if they are integral parts of districts that are eligible for listing."⁵ The Northside Blodgett Middle School and selected structures located on Pulteney Street may be eligible and, if listed, would qualify for historic preservation tax incentives, grants and other programs.

With the exception of parcels located along Pulteney Street or between Pulteney Street and the Chemung River, nearly all of The Western Northside neighborhood has been designated as a low-density residential district. From west to east, the parcels along Pulteney Street are designated as commercial districts near the intersection of Cutler Avenue and William Street as well as around the Dwight Avenue/Pulteney Street intersection. Zoning districts to the south of Pulteney Street include a commercial district along the City's western boundary; residential transition district along Pulteney; and public/conservation district along the Chemung River (William Street Park and Hillvue Park) and in the vicinity of Dodge Street. Parcels along William Street and Hillvue Avenue lie within a moderate density residential district. These districts and their corresponding use regulations are generally consistent with existing underlying uses.

Parks Inventory

Hillvue Park/William Street Park - Hillvue Park and William Street Park are located in this neighborhood along the Chemung River from approximately Goff Street to Wallace Street, north to Hillvue Avenue. Combined, these parks encompass 15.7 acres. Facilities within the parks include playground equipment, basketball courts, pavilions and a footpath along the river. The Hillvue portion of the park has been improved recently with some landscaping and the most modern playground equipment in the City. The basketball courts are located in William Street Park.

Issues Raised at Neighborhood Assets Workshops

Residents discussed a broad range of issues affecting this neighborhood at the Neighborhood Assets Workshops. People liked the stock of good single-family housing in a broad range of prices and the fact the Western Northside neighborhood does not include much multi-family housing or absentee ownership. Residents were happy to see recent new construction of homes, although they were concerned that future development opportunities are limited by the lack of vacant land.

Churches were cited as strong community anchors, and residents are proud of their good local schools. Participants cited the Youth Center as a great asset, although they were still concerned that recreational activities for youth are limited. Residents described their neighborhood as safe, stable and great place to walk, with nice parks close by and an attractive supply of older architecture.

⁵ See *National Register Bulletin Guidelines for Evaluating and Nominating Properties that Have Achieved Significance Within the Past Fifty Years*, by Marcella Sherfy and W. Ray Luce (U.S. Department of the Interior, National Park Service) at <http://www.cr.nps.gov/nr/publications/bulletins/less50.htm>.



Many residents feel that the local parks, particularly Hillvue Avenue and William Street parks, need improvement. While little vacant land is available, what does exist needs better upkeep. While residents were generally happy with the existing housing stock, many felt that multi-family structures need improvements and better maintenance. A few felt that blight was beginning to creep into the neighborhood and wanted to see improved code enforcement to prevent it.

Many felt that the Northside business district needs improvement and would like to see a grocery store located on the Northside. Residents felt that the parking signage is unclear, water and sewer infrastructure in poor repair and streets and sidewalks need improvement. Workshop participants said that in many areas, kids have to walk to school in the road due to a lack of sidewalks. While residents cited the need for home repairs in some areas, they felt that the tax consequences of improving property were a disincentive for making improvements.

Catalyst Project

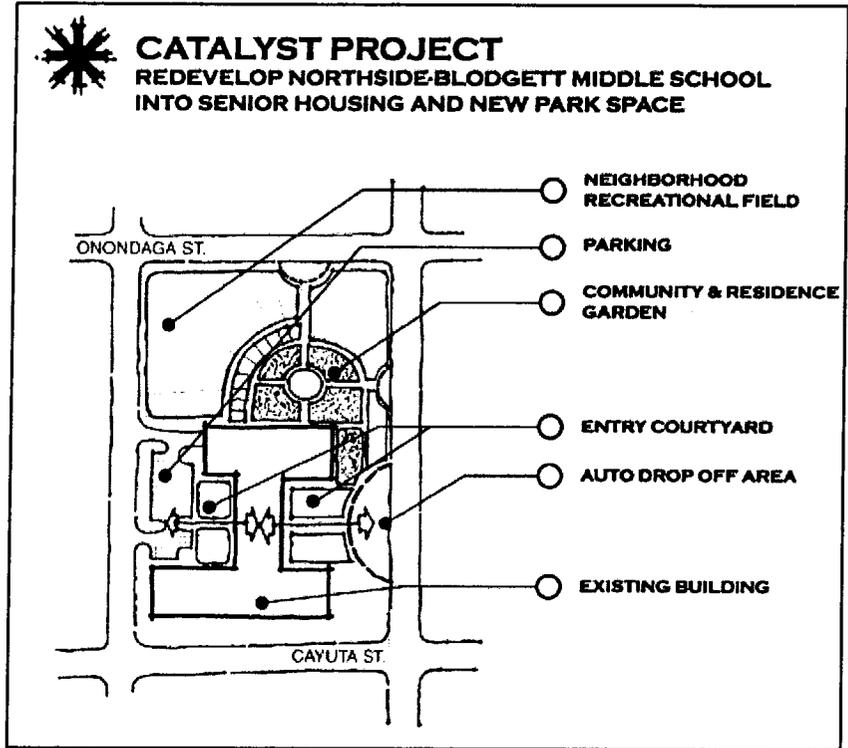
Catalyst: Redevelop Northside-Blodgett Middle School into senior housing and new park space

Voters of the Corning City School District recently approved an approximately \$76 million comprehensive school renovation and construction plan. The proposed plan will create two "new" middle schools in East and West High Schools and will vacate the existing Northside-Blodgett Middle School. Three Rivers Development Corporation offered to purchase the Northside-Blodgett building in the spring of 2001 for conversion to an assistive living facility. Three Rivers Development Corporation is a private, not-for-profit development entity that was created to provide assistance to the public and private

sector in retaining and creating jobs, developing facilities, and providing community-planning assistance.

Census figures (2000) indicate that there are 2,343 persons 60 years and older residing in the City of Corning. Senior citizens account for 21.6% of the City's overall population. Although the number of elderly persons has declined 16.2% between 1990 and 2000, the number of persons 85 years and older (the population segment that would most benefit from assistive living services) increased 37.4% during the same period.

Corning residents recognize that there is little opportunity for new residential development in the City. With limited vacant land available, the general feeling is that the City needs to ensure that zoning and land use regulations stimulate appropriate new housing development to enhance the neighborhoods and the City's tax base. A key housing need described at the neighborhood meetings was senior housing, particularly assistive living facilities and high-end independent living apartments and garden homes. Further, in interviews and focus groups with housing professionals, one Corning realtor specifically identified the need for more senior housing options in the City. As the community ages, the number of established households looking to downsize is growing, but the City lacks a product to meet this market niche. Specific needs listed included high quality construction with low maintenance requirements, large public rooms to accommodate family events and convenient access to goods and services by foot and by car.



According to the National Center for Assisted Living, an assisted living facility is a congregate residential setting that provides housing and coordinates personal services, 24-hour supervision and assistance (scheduled and unscheduled), activities, and health-related services; is designed to minimize the need to move; is designed to accommodate individual residents' changing needs and preferences; is designed to maximize residents' dignity, autonomy, privacy, independence, choice and safety; and is designed to encourage family and community involvement.

Factors that contribute to the growth and popularity of the assisted living industry, according to the Assisted Living Federation of America, include the following:

- The aging of the American population, including the dramatic increase in the number of persons aged 85 and older. This population group is expected to increase 33.2% between 2000 and 2010.
- About 6.5 million older people need assistance with daily living activities. As the number of older Americans continues to increase, that number is expected to double by 2020.
- The continued increase in the number of older people who live alone. Women continue to outlive men, and the likelihood that either men or women will live alone increases with age. Societal factors, such as rising divorce rates and the growing numbers of people choosing not to marry, also contribute to this trend.
- Changes in the role of women, who traditionally have been the primary caregivers of older people. The number of women in the workforce grew from 20.5% in 1915 to more than 50% in 1995.
- The increased net worth of older people.
- The emergence of managed care and integrated delivery healthcare systems. Assisted living stands as a less costly alternative to nursing homes or home health care. On average the per-diem rate for assisted living in a private room is about two-thirds that of an equivalent room in a nursing home.

The proposal is to redevelop Northside-Blodgett School into an assisted living facility. Services typically provided in assisted living residences include: 24-hour supervision, three meals a day plus snacks in a group dining room, and a range of services that promote resident quality of life and independence including personal care services (helping with eating, bathing, dressing, toileting, etc.), various health care services, social services, supervision for persons with cognitive disabilities, social and religious activities, exercise and educational activities, arrangements for transportation, laundry and linen service, and housekeeping and maintenance.

The existing residential setting of the school building is a primary asset for its reuse as an assisted living facility. Currently, the Northside-Blodgett Middle School contains a variety of recreational amenities. In addition to redeveloping the middle school into an assisted living facility, this proposal calls for new park space to be constructed. One of the questions the Neighborhood and Community Survey asked residents was how vacant or poorly utilized land should be developed. Approximately 12.3% chose park or community use (the second most common response behind single family housing).

Another issue facing Corning is the fact that many elderly residents own their homes. Typically, these are older, larger homes in which they raised their families but which now are more than they need or can maintain. Although the number of elderly residents has declined over the last decade, the percentage of 60+ households that are homeowners has increased. Over two-thirds of 60+ households are homeowners. Nearly the same percentage of households under

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50 years old is renters, according to the 2000 Census. The City of Corning needs to entice elderly residents to sell and move from larger homes that could be provided to newer residents and younger families in the community.

Time frame:	Medium to Long Term
Potential stakeholders/partners:	Corning City School District, Three Rivers Development Corporation, City of Corning
Estimated costs:	\$ 10,000,000
Potential funding sources:	U.S. Department of Housing & Urban Development's Mortgage Insurance for Nursing Homes and Assisted-Living Facilities (Section 232 Program); NYS Housing Finance Agency's Senior Housing Financing Program; New York State Office of Parks, Recreation and Historic Preservation's Environmental Protection Fund, Three Rivers Development Corporation Equity



Other Projects

Project 1: Rehab smaller houses in the neighborhood and promote them as retirement homes

The City of Corning is built out, with little land available for new residential development. Corning's older and potentially historic residential buildings are generally in need of facade improvement and rehabilitation to make them more attractive to potential homebuyers and more competitive with other segments of the local and regional housing market. Many of the homes in the City, particularly on the Northside, are small, on tight lots and in need of renovations and general upkeep. According to realtors, the small size of Corning's homes concerns many buyers. Realtors also report that young buyers are concerned that they do not have the time and resources to make needed cosmetic and sometimes structural improvements.

During neighborhood workshops, the condition of housing in Corning was a key concern cited by residents. Many described the need for rehabilitation and programs to assist homeowners to complete the work. Specific areas of concern included the ability of older residents to continue to maintain their homes, maintenance problems with multi-family buildings, large older single-family homes, and affordable housing. Most felt that improved code enforcement was part of the solution, particularly for multi-family structures.

Since existing homeowners have expressed reluctance to improve their properties for a variety of reasons, incentives are needed to stimulate building rehabilitation and improvement. As with most New York State municipalities, the City's current tax assessment system increases taxes for many property improvements. Local tax incentives are needed to reduce and/or delay these increases.

To address substandard housing conditions, the City's existing housing rehabilitation program should be strengthened. The City also should develop tax incentives to encourage homeowners to rehabilitate properties. (See City-wide Action 7.1, which addresses these incentives).

Time frame:	Short to Medium Term
Potential stakeholders/partners:	City of Corning, Tri-County Housing Council, Steuben Churchpeople Against Poverty, Corning Incorporated, property owners
Estimated costs:	\$1.6 million over 15 years
Potential funding sources:	Governor's Office for Small Cities' Community Development Block Grant (CDBG)-Small Cities program; the New York State Division of Housing and Community Renewal's (NYS DHCR) HOME Program, Housing Development Fund program, and Residential Emergency Services to Offer (Home) Repairs to the Elderly (RESTORE); the U.S. Department of Agriculture's (New York Rural Development Rural Housing Services) Homeownership Loans, Rural Rental Housing Loans, Home Improvement and Repair Loans and Grants, and Housing Preservation Grant Program.

Corning Master Plan

Project 2: Implement enhancements to Williams Street Park

Hillvue Avenue and William Street parks are located along the Chemung River from approximately Goff Street to Wallace Street, north to Hillvue Avenue. Combined, these parks encompass 15.7 acres. Facilities within the parks include playground equipment, basketball courts, pavilions and a footpath along the river. The Hillvue Avenue portion of the park has been improved recently with some landscaping and the most modern playground equipment in the City. The basketball courts are located in William Street Park.

The condition of Corning's parks was one of the issues raised at the Neighborhood Assets Workshops. Many neighborhood residents feel that the local parks, particularly Hillvue Avenue and William Street parks, need improvement. Further, Synthesis Architects conducted a visual survey of the existing conditions of City-owned parks in April, 2001. Improvements recommended for Hillvue Avenue and William Street parks include a new pavilion for Williams Street Park, enhancing the appearance of the riverfront path, improving connections between the park and the river and better connecting the park path to other paths and areas outside of the park. The proposed City-wide bike trail would provide these improvements, moving the existing trail off of the dike, providing attractive landscaping and access to other City parks and amenities.

The parks currently have two pavilions that were constructed in different styles and give a feeling of disorganization to the park setting. One possibility is to replace these with pavilions constructed in a similar style; another option might be to construct new pavilions as "follies," beautifully designed but with an unexpected, even quirky, element to each that would make them objects of interest in addition to their practical function.

Additional maintenance would enhance the appearance and safety of facilities and landscaping could better define and enhance all parks.

Time frame:	Medium Term
Potential stakeholders/partners:	City of Corning
Estimated costs:	\$ 60,000, plus pathway improvements included in the City-wide bike trail
Potential funding sources:	New York State Office of Parks, Recreation and Historic Preservation's Environmental Protection Fund, City of Corning, New York State Department of Environmental Conservation, Army Corps of Engineers

Project 3: Redevelop the Salvation Army building as a specialty market.

The Salvation Army Thrift Store is located at 207 West Pulteney Street. This one-story building is currently occupied and operates as a Thrift Store. A Byrne Dairy is located next door.

At the Neighborhood Asset Workshops, many residents felt that the Northside business district needs improvement and would like to see a grocery store located on the Northside. Currently only one supermarket exists in the City, Wegmans, which is located in Corning's Southside. Wegmans is very large and draws customers not only from Corning but also from around the region. Currently many Northside residents shop at the PNC Market in nearby Riverside, but that store will relocate to Erwin in 2002, leaving residents without a convenient local shopping alternative.

It may be possible for Corning to attract a specialty grocer, such as an Italian food market with a deli. Other small, ethnic-oriented retail businesses might be successful in Corning, because few of these businesses are located in the City and adjacent areas.



Time frame:	Short Term
Potential stakeholders/partners:	City of Corning, Steuben County Industrial Development Agency, Greater Corning Chamber of Commerce, Three Rivers Development Corporation, Corning Enterprises, Southern Tier Central Regional Planning and Development Board, Market Street Restoration Agency, property owner/developer
Estimated costs:	\$ 400,000
Potential funding sources:	Empire State Development Economic Development Fund and Capital Access; Corning Economic Development Revolving Loan Program, Regional Economic Development and Energy Corporation's Revolving Loan Fund and Intermediary Relending Program, U.S. Small Business Administration's 7(a) Guaranteed Loans, Certified Development Company Loans (504 Loans), Small Business Investment Company (SBIC) Program; Governor's Office for Small Cities' Community Development Block Grant (CDBG)-Small Cities program.

Project 4: Continue working with Corning Incorporated to assess the feasibility of a homeownership pilot program

According to local realtors, potential buyers, including highly transient and skilled workers who plan to be in the City for only a few years, are particularly concerned about resale value. Housing operating costs, including utilities and maintenance, are perceived as higher in Corning than in the surrounding communities. Concern over the infrastructure condition and limited potential for new development (as a source of increased tax revenues) concerns potential buyers interested in resale value. They worry that taxes will rise significantly to cover much needed infrastructure improvements and/or that lack of improvements will negatively affect property values. New development, particularly commercial development with associated tax revenues (property and sales), would help assuage these fears.

The role of the housing market in employee attraction and retention is of primary concern for Corning Incorporated. Housing priced under \$175,000 is much in demand among current and potential Corning Incorporated employees. Historically, between 80% and 90% of Corning employees are coming from outside the area, and 95% of new employees want to purchase a single-family home. In order for the City to compete in the regional housing market, it must find ways to make existing housing and rehabilitation a viable alternative to new construction in satisfying employee demand for housing choice. Housing investment, along with new commercial development is critical to expanding the City's tax base. Both the City and Corning Incorporated are concerned about deteriorating public infrastructure and declining equity investment in real private property.

A homeownership pilot program would be designed to encourage homebuyers to consider Corning's existing housing stock, providing economic incentives and technical assistance that would make it attractive to purchase and rehabilitate existing homes. Initial efforts would be targeted in neighborhoods like Western Northside that are currently losing value due to disinvestment. Western Northside is an ideal location for the pilot given its relatively poor performance from a tax base perspective. A pilot here would also complement the planned redevelopment of Northside Blodgett into senior housing.

Corning Master Plan

Time frame: Medium Term

Potential stakeholders/partners: Corning Incorporated, Tri-County Housing Council, City of Corning, Steuben Churchpeople Against Poverty, Local Banks, Local Realtors,

Estimated costs: (See City-wide Action 3.2 for cost estimates.)

Potential funding sources: Federal Home Loan Banks' Affordable Housing Program, the Affordable Housing Partnerships' Affordable Home Ownership Development Program, the Community Investment Program, NYS Division of Housing and Community Renewals' HOME Program, and the Governor's Office for Small Cities' Community Development Block Grant (CDBG) program.





Corning's Great Neighborhoods

**Neighborhood 1:
Central Northside**

**Neighborhood 2:
Western Northside**

**Neighborhood 3:
Intown North**

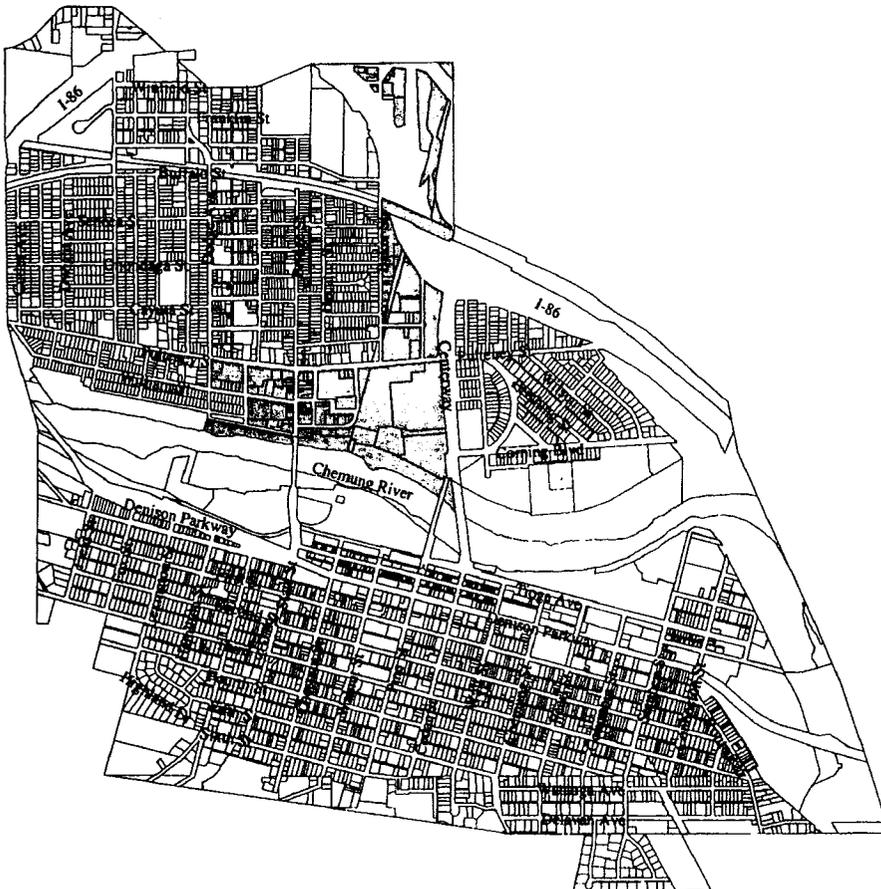
**Neighborhood 4:
Houghton Plot**

**Neighborhood 5:
Intown South**

**Neighborhood 6:
Southside West**

**Neighborhood 7:
Southside Hill**

**Neighborhood 8:
Southside East**



Neighborhood 3: Intown North

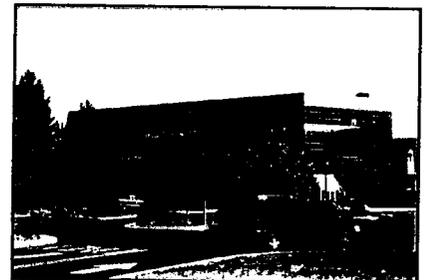
Intown North is an 'L' shaped neighborhood bounded on the east by Centerway and the south by the Chemung River. Pulteney Street marks the north edge of most of the neighborhood, which also incorporates all the land between Baker and Centerway from the River to the northern edge of Corning.

This neighborhood comprises the primary commercial area of the Northside of Corning. It includes the commercial portions of Pulteney and Bridge Streets, streets south of Pulteney to the River and Centerway where the Corning Museum of Glass facilities are located. There are a few interspersed residential single- and two-family homes and apartment buildings.

Bridge Street from Jennings Street south to Riverside Drive is an enclave of retail, eating and drinking establishments and service-related businesses. North of Jennings Street, Bridge Street becomes residential. The Bridge Street businesses south of Pulteney Street are located in one- to three-story buildings that have little continuity in their height, size, style or condition, although several buildings exhibit historic character. Many of the upper floors appear to be vacant. There is significant opportunity in this area for a facade improvement program. The structures on Bridge Street are of an appropriate pedestrian scale, with one- to three-story buildings fronting the sidewalk, but the street lacks the pedestrian friendliness of Market Street due to vehicle-oriented overhead street lighting, visible utility wires, etc. Furthermore, the entrance to the Northside from the Bridge Street Bridge lacks any gateway welcoming one to the Northside of Corning.

Pulteney Street from Centerway west to Dodge Avenue is predominantly commercial with a few interspersed residential properties. The commercial buildings are a mixture of commercial style buildings and converted houses. There is little continuity between the style, height and mass of these buildings. Pulteney is a busy, often a two-lane, street and the streetscape is not pedestrian friendly. There is an opportunity for streetscape and facade improvements. Pulteney becomes a residential street west of Dodge Avenue.

Centerway is the feeder road over the Briscoe Bridge into the Northside and is flanked by the important Centerway Pedestrian Bridge. In contrast to the Bridge Street Bridge, the gateway to the Northside from these bridges is quite welcoming. There are a substantial number of way-finding signs to direct people to the Corning Museum of Glass facilities which are spread out along the west side of Centerway, as is the Corning YMCA. In general, Centerway is an attractive street with a pleasant



streetscape with wide sidewalks and an abundance of greenspace, landscaping and appealing buildings. However, pedestrian crossings are difficult due to widely spaced intersections, signalized crossings and high traffic speeds.

Land Use Inventory and Tax Base Analysis

At just under 116 acres, The Intown North neighborhood is geographically the smallest of the eight City neighborhoods, but it has the highest percentage of taxable acreage. With nearly 90% of all land taxable, the neighborhood has the highest taxable assessed value. The area includes 36 acres of vacant land, accounting for 31% of the land area. As the main commercial area on the Northside, this neighborhood includes 50 acres of land in commercial use, or 44% of the total land area. Public services account for another 19%, with small amounts devoted to community services, residential, recreation and industrial uses. This area represents just under 8% of the City's total land supply and nearly 17% of property tax revenues, contributing more than double the revenues over land supply.

Despite the relatively high level of vacant land, this neighborhood is able to contribute to the tax base due to some high valued commercial properties including those owned by Corning Incorporated and others in Intown North. The neighborhood is the least residential of the entire City, with only two acres of residential land.

Historic Preservation and Community Character

Intown North does not have any buildings or districts listed in the National Register of Historic Places. However, it is likely that buildings in this neighborhood and several structures along Pulteney Street are eligible for listing. Intown North has a number of architecturally distinguished, two- to four-story buildings similar to those found in the Market Street Historic District, although the architectural designs are a bit plainer. Notable buildings include the brick and terra cotta Stanton Hotel and 158 Bridge Street, which has a richly ornamented terra cotta facade. This building is currently occupied by a furniture store.

Intown North extends approximately two blocks along Bridge Street and portions of William and Pulteney Street. While it is evident that many business owners have invested in improvements, the area would benefit from signage controls, architectural review and the beautification, improvement and promotion activities conducted by the Market Street Restoration Agency, Intown Promotions and the Corning Intown District Management Association.

In addition, preliminary discussions between representatives of the Market Street Restoration Agency and the New York State Office of Parks, Recreation and Historic Preservation indicate that several Corning Incorporated buildings may soon be eligible for listing in the National Register of Historic Places based on both age and exceptional significance.

Intown North includes five zoning districts. It is generally dominated by a business development district, which is located along Centerway at the eastern edge of the district, and encompasses the Corning Museum of Glass complex on both sides of Pulteney Street. The entire Chemung River shoreline area is in a public/conservation district. Commercial districts encompass most of the parcels on both sides of Pulteney Street, and a small commercial/light industrial district is bounded by William Street, Warren Street, Ferris Street and Riverside Drive. These districts and their corresponding use regulations are generally consistent with existing underlying uses.



Parks Inventory

Hillvue Park - While the neighborhood does not have an entire park within it, a portion of Hillvue Park, which lies primarily in the Western Northside neighborhood, is located in the southwestern portion of the neighborhood.

Issues Raised at Neighborhood Assets Workshops

There were fewer comments about this neighborhood than others during the Neighborhood Assets Workshops, largely because few people live here, though many Northside residents shop, work or otherwise visit the area regularly. Residents thought that the retail and shopping were convenient and consistently described the YMCA as an important City asset. Other residents commented that the area was a great place to walk, seniors have access to services, people take pride in their homes, and that the Senior Center is a great asset.

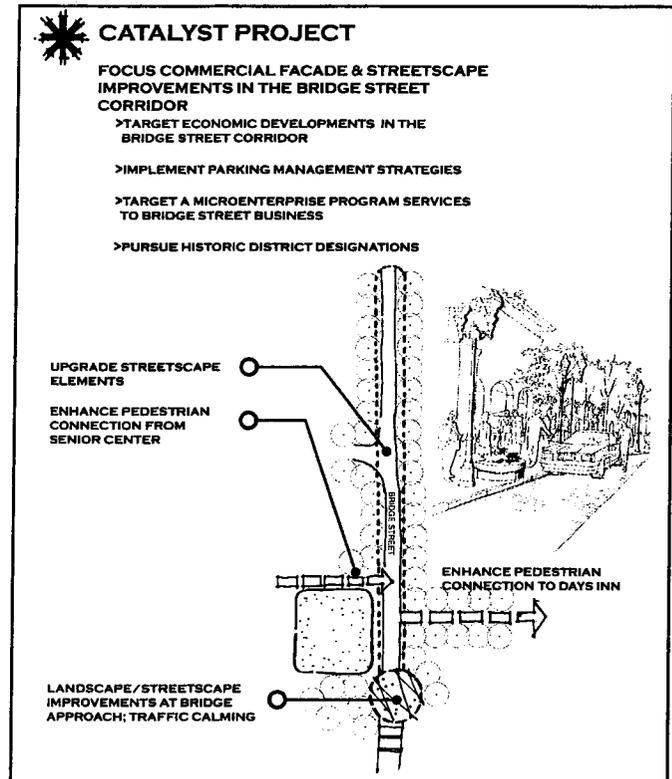
Residents pointed out the need for better pedestrian crossing facilities and improved sidewalks, streets and street lighting in Intown North. Workshop participants said that the backs of Bridge Street businesses and local bars need to be cleaned up to improve the appearance of the district.

Catalyst Projects

Catalyst 1: Focus the existing commercial facade improvement program on Bridge Street

The City should direct the existing commercial facade improvement program towards meeting Bridge Street business needs, structuring incentives and programs to maximize use and improvements along Bridge Street.

Commercial building facades on Bridge Street and the general streetscape need renovation and upgrade. Continued maintenance and improvement of Intown North is critically important to generating local tax revenues. Rehabilitation of these facades would substantially improve the image of Bridge Street and increase the potential commercial linkage with Market Street. There is also the potential to create some better connections to Corning Incorporated facilities in the neighborhood such as the Corning Museum of Glass and the Corning Credit Union which draw significant numbers of employees, tourists and other potential consumers of products and services to the Northside.



The targeted facade improvement program should be augmented with various improvements to the streetscape and areas adjacent to the prime commercial corridor. Bridge Street lacks the pedestrian friendliness of Market Street due to vehicle-oriented overhead street lighting, visible utility wires, etc. The illustration on the facing page demonstrates the impacts of some fairly simple improvements, including paving treatments, parking lot screening and period lighting. The Bridge Street Bridge, the main entrance to the Northside, lacks any gateway that would distinguish the business district or create any positive linkage with the west end of Market Street at the opposite end of the bridge. A simple archway, incorporating decorative glass materials would create a distinctive entrance to the commercial district while taking up a minimum amount of space.

A number of other projects identified for the Northside would complement the Bridge Street Facade Program, including a proposed Microenterprise Program to assist Bridge Street businesses, streetscape improvements to create a pedestrian-friendly, walkable commercial district, implementation of appropriate historic district designations and implementation of a parking management system for Intown North. Each of these initiatives is discussed as a separate project below.

Northside Streetscape Enhancements

Before

- Repave planting strip between sidewalk and roadway with bricks.
- Require private parking lots to be screened with shrubs or hedges.
- Install period lighting that is lower than typical cobra-style lights to light the road and sidewalk.

City of Corning



After

Implementation Steps:	Solicit interest and support from Bridge Street building owners; create tax incentives (property tax abatements, facade easement tax credits, etc.) to further encourage rehabilitation of building facades; and Identify buildings eligible for historic tax credits and inform owners of potential benefits. As specific projects are proposed, the City will consider extension of the Empire Zone in order to extend Zone benefits.						
Time frame:	Short Term						
Stakeholders / partners:	City of Corning, Corning Incorporated, Market Street Restoration, private building owners, CIDMA, Intown Promotions						
Estimated costs:	<table border="0"> <tr> <td>Design & Engineering</td> <td>\$ 20,000</td> </tr> <tr> <td>Facade Rehabilitation</td> <td>\$ 200,000</td> </tr> <tr> <td>Grant administration</td> <td>\$ 30,000</td> </tr> </table>	Design & Engineering	\$ 20,000	Facade Rehabilitation	\$ 200,000	Grant administration	\$ 30,000
Design & Engineering	\$ 20,000						
Facade Rehabilitation	\$ 200,000						
Grant administration	\$ 30,000						
Potential funding sources:	City of Corning; NYS Environmental Protection Fund; EZ tax incentives; Historic Tax Credits; private investment						

Catalyst 2: Encourage the development of an IMAX theater adjacent to the Corning Museum of Glass

The City of Corning, Corning Enterprises and other local entities have had past discussions with IMAX representatives regarding the development of an IMAX theater in Corning. With development of a smaller version of the IMAX theater (less seating, less costly, etc.), the theater could be economically feasible in smaller population markets like Corning.

Corning is already an important tourist destination in the State. The proposed theater location next to the Corning Museum of Glass should also provide a significant attraction for IMAX. The museum attracts significant visitors each year, which would provide a strong market for the theater. The willingness of Corning Incorporated to consider providing land and/or financial resources to the development would also make the project more economically feasible.

Implementation Steps:	Conduct market / financial feasibility of project to determine economic viability; Develop concept design and solicit developer; Acquire properties and assemble site; Finalize financing plans; and Commence construction activities												
Time frame:	Long Term												
Stakeholders / partners:	Corning Incorporated, City of Corning, project developer												
Estimated costs:	<table border="0"> <tr> <td>Market feasibility study</td> <td>\$ 50,000</td> </tr> <tr> <td>Concept design</td> <td>\$ 50,000</td> </tr> <tr> <td>Acquisition / site assembly</td> <td>n/a</td> </tr> <tr> <td>Design & Engineering</td> <td>10% of construction</td> </tr> <tr> <td>Theater construction</td> <td>\$ 5,000,000</td> </tr> <tr> <td>Marketing</td> <td>\$ 50,000</td> </tr> </table>	Market feasibility study	\$ 50,000	Concept design	\$ 50,000	Acquisition / site assembly	n/a	Design & Engineering	10% of construction	Theater construction	\$ 5,000,000	Marketing	\$ 50,000
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Design & Engineering	10% of construction												
Theater construction	\$ 5,000,000												
Marketing	\$ 50,000												
Potential funding sources:	Corning Incorporated; Fannie Mae; private investment												

Other Projects

Project 1: Target economic development tools (including the Empire Zone) to Intown North

A significant portion of Neighborhood 3 has been approved for designation as part of the Hornell/Corning/Steuben County Empire Zone. The EZ in this neighborhood includes most of Corning Incorporated properties west of Centerway (Corning Museum of Glass, new hotel and parking structure sites, etc.), the north side of Pulteney Street and portions of Bridge Street. The Steuben County EZ has not reached its maximum allowable acreage for the designation. This allows the City to consider including other sections of Bridge Street in the Empire Zone to encourage projects that would facilitate development in this area. The City will evaluate potential Zone extensions on a case-by-case basis.

The lack of an active business association on the Northside in recent years has stymied meaningful communication with the City. Through focus group meetings on the comprehensive plan, there appears to be renewed interest among Northside businesses to reactivate their business association. This group could be a good liaison with the City to help publicize financing programs and coordinate technical assistance available to Northside businesses.

Increase coordination with Market Street businesses through CIDMA, Intown Promotions and Corning Enterprises.

Implementation Steps:

Assist Northside business association in reorganizing and designate City staff person as liaison; Prepare information on existing business assistance programs available (including EZ program incentives) and distribute to Northside businesses; Coordinate and host periodic meetings between Market Street and Northside business groups to foster opportunities for joint marketing, development and attraction of complementary commercial uses, etc.

Time frame:

Short to Medium Term

Stakeholders / partners:

City of Corning, Northside Business Association, Corning Enterprises, Market Street Restoration, Chamber of Commerce

Estimated costs:

Distribution of program materials	\$ 2,500
Marketing	\$ 20,000

Potential funding sources:

City of Corning; private investment

Project 2: Consider the development of townhouses along the river as recommended in the Intown III Plan

The Intown III Plan proposes a residential development along the Northside levee overlooking the Chemung River in the area east of Bridge Street. The plan envisions 16 to 20 residential units that could be developed as rental apartments, condominiums or single-family town homes. The Intown Plan assumed that the Corning Intown Lake would be constructed (using an inflatable dam) therefore making the development of housing adjacent to the lake an attractive development option.

The presence of Corning Incorporated help to create a promising market for relatively high quality housing in a well located, high profile location such as the riverfront (lakeside) site. This



site is also located near employment opportunities, retail and services in the Northside business district and the new YMCA. If the proposed hiking/biking trail is constructed, the site could also provide direct access to this trail resource.

Implementation Steps:	Conduct market / financial feasibility of project to determine economic viability; develop concept design and solicit developer; acquire properties and assemble site; and secure approvals and construct housing	
Time frame:	Long Term	
Stakeholders / partners:	City of Corning, Corning Incorporated, Three Rivers Development	
Estimated costs:	Market/financial feasibility study	\$ 50,000
	Concept design	\$ 25,000
	Acquisition / site assembly	\$ 225,000
	Design & Engineering	\$ 300,000
	Residential construction	\$ 3,000,000
	Marketing	\$ 50,000
Potential funding sources:	Corning Incorporated; Fannie Mae; private investment	

Project 3: Implement parking management program for the Intown North, including management of the supply and improved signage

See City-wide Action 6.4

Project 4: Determine and implement appropriate historic district designations and protections

See City-wide Action 7.3

Project 5: Target microenterprise program services to Bridge Street businesses

As a complement to the catalyst project (Bridge Street Facade Program), the City could develop a Microenterprise Assistance Program to provide additional technical, educational and financial support to existing and new businesses. The program would also be of significant benefit to Bridge and Market Street businesses (existing and new) as well as to future commercial development along Denison Parkway.

Microenterprise assistance programs have operated successfully in several New York State communities since the mid-1990s, primarily with Community Development Block Grant (CDBG) funding from the U.S. Department of Housing and Urban Development (HUD). The City's consultant for the Comprehensive Plan, River Street Planning & Development, LLC, has designed and is currently administering a number of these micro programs.

The program model designed and utilized by River Street staff consists of three primary components: a Business Education module utilizing classroom training; One-on-One technical assistance that pairs professional business consultants with entrepreneurs and existing business owners to address specific problems and improve business performance; and a Seed Capital Loan Fund with low interest, flexible financing to further assist program graduates.

The program budget as delineated in City-wide action 9.3 is designed to cover a two-year start-up period with two training sessions per year. Each classroom training session can

Corning Master Plan

accommodate 20-25 businesses. That results in up to 100 businesses being assisted over the first two-year period.

Implementation Steps:	Determine level of interest for a Micro program from existing Northside businesses; Identify current business needs on the Northside and target entrepreneurs willing to start such businesses; Solicit proposals from professional consultants and service businesses with the potential of providing technical assistance, educational workshops, etc. to the program; Utilizing River Street's existing micro model, design a program to specifically address Corning's needs; Solicit local resources (funding, in-kind services, classroom space, computers, etc.) that would help underwrite program; Secure additional program funding through CDBG or comparable funding source
Time frame:	Short Term
Stakeholders / partners:	City of Corning, Corning Incorporated, Market Street Restoration, Northside business association; Chamber of Commerce
Estimated costs:	See City-wide task 9.3
Potential funding sources:	CDBG; Corning Enterprises; private donations

Project 6: *Implement streetscape improvements to make commercial streets more pedestrian-friendly - Improve pedestrian crossings along Bridge Street*

The second complementary activity to the catalyst project is a program of streetscape improvements along Bridge and Pulteney Streets. Intown North extends approximately two blocks along Bridge Street and portions of William and Pulteney Street. While it is evident that many business owners have invested in improvements, the area would benefit from signage controls, architectural review, and the beautification, improvement and promotion activities conducted by organizations such as the Market Street Restoration Agency.

Bridge Street lacks the pedestrian friendliness of Market Street due to vehicle-oriented overhead street lighting, visible utility wires, etc. The Bridge Street Bridge, the main entrance to the Northside, lacks any gateway that would distinguish the business district or create any positive linkage with the west end of Market Street at the opposite end of the bridge. Pedestrian crossings in the commercial district are generally difficult due to widely spaced intersections, signalized crossing and high traffic speeds. In general, streetscape improvements and traffic calming activities are discussed as City-wide projects (see Action 6.2, Action 6.5, Action 6.6, Action 6.9 and Action 7.5). We would recommend that these activities in the Northside be coordinated with the Facade Improvement and Microenterprise Program in order to achieve maximum benefit and effect.

Implementation Steps:	Determine the range of proposed activities that can be accommodated within the City's Capital Improvement budget as part of the City-wide streetscape improvement effort; Identify/approach other potential funders for the proposed activities and prepare funding applications as appropriate; Consider expansion of CIDMA up Bridge Street and west on Pulteney to include the newspaper and hotel.
Time frame:	Medium Term



Stakeholders / partners:

City of Corning, CIDMA, Corning Enterprises, Market Street Restoration, Northside Business Bureau

Corning Master Plan

Estimated costs:

\$ 500,000

Potential Funding:

NYSDOT, City of Corning, State of New York





Corning's Great Neighborhoods

**Neighborhood 1:
Central Northside**

**Neighborhood 2:
Western Northside**

**Neighborhood 3:
Intown North**

**Neighborhood 4:
Houghton Plot**

**Neighborhood 5:
Intown South**

**Neighborhood 6:
Southside West**

**Neighborhood 7:
Southside Hill**

**Neighborhood 8:
Southside East**



Neighborhood 4: Houghton Plot

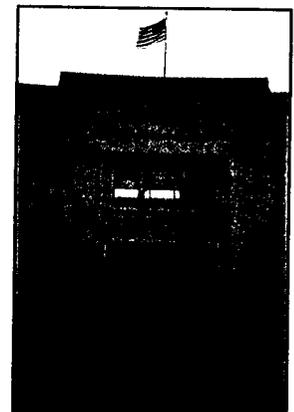
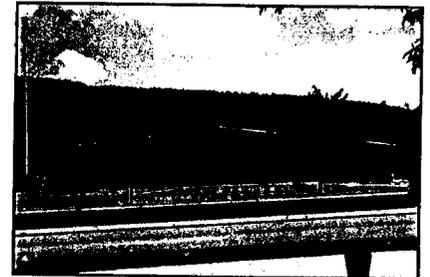
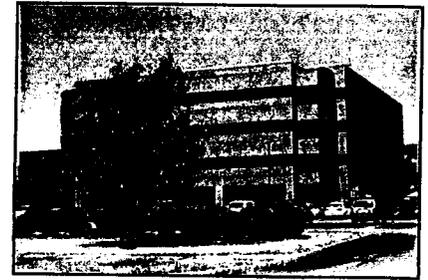
The Houghton Plot is roughly triangular, bounded by Centerway on the west, I-86 to the northeast and the Chemung River on the south.

The Houghton Plot, on Corning's Northside, is a residential neighborhood bordered to the north and east by I-86, Centerway to the west and the Chemung River to the south. The neighborhood includes some key institutional and recreational uses including East High School, Kent W. Phillips Elementary School, Memorial Stadium and the Little League baseball fields. Much of the neighborhood was developed in the 1940s, 1950s and 1970s, and its curving streets do not match the grid street pattern in the rest of the City. The lots are somewhat larger with deeper setbacks than in other neighborhoods. Most homes are single family, ranging in style from cape cod cottages to colonials to ranches in good to excellent condition. Houghton Park, a triangular park ringed by homes on Houghton Circle and Corning Boulevard is an excellent neighborhood resource. The streetscape is comprised of wide two-way streets with sidewalks in fair condition and street trees. Street lighting is overhead "cobra" style lights.

Land Use Inventory and Tax Base Analysis

Neighborhood 4, made up largely of the Houghton Plot plus commercial uses on Centerway, encompasses just under 193 acres or 13% of the City's land area. Due to the high level of tax-exempt uses and vacant land, it contributes only 9% of the property tax base to the City. The highest taxable commercial values in the City are found in Neighborhood 4 at \$2.7 million per acre, more than double the \$1.3 million per acre value found in the adjacent Northside Commercial District, though it only contains five acres of commercial land uses. The high per acre value is mostly attributable to the Guthrie Clinic.

Residential uses make up 32% of the land area; public services make up 29% of the total area. Nearly 16% of the land is vacant, mostly along I-86, 13% is used for community services and 8% for recreational uses. Single-family parcels are larger in The Houghton Plot than in any other Northside neighborhood, though considerably smaller than those in neighborhoods 6 and 7 on the Southside. At \$69,206, the taxable value per parcel is the second highest in the City; only neighborhood 7 is higher at \$122,508.



Historic Preservation and Community Character

The Houghton Plot does not have any buildings or districts listed in the National Register of Historic Places. Although the Houghton Plot has important local historical associations and may be technically eligible for listing in the National Register, residences in this area would most likely have to meet “exceptional significance” requirements to qualify. The area is named after the Houghton family, which gave land in this area to the City in the 1920s for the development of housing for workers at Corning Glass.

In addition, the City’s Fire Station, which is located along the Chemung River and was designed by Gunnar Birkerts & Associates in 1974, may meet the “exceptional significance” criteria and be eligible for listing in the National Register. The building’s triangular shape was intended to evoke the historic symbol of fire suppression representing fuel, heat and oxygen and the exterior is painted 1973 American La France red to match the fire fighting equipment.

Neighborhood 4 is divided into three zoning districts. The Houghton Plot is classified as a low density residential neighborhood; a business development district encompasses the northeast corner of Centerway and Corning Boulevard; and a public/conservation district encompasses land along the Chemung River to the south of Corning Boulevard and along I-86, acting as a buffer. These districts, and the corresponding use regulations, are appropriate for the existing underlying uses.

Parks Inventory

Houghton Park - Houghton Park is a mini-park (1.9 acres) situated on Houghton Circle and Corning Boulevard. It is landscaped and includes a playground and pavilion.

Belleau Park - Belleau Park is a small, passive greenspace with a monument situated between Belleau Street and Houghton Circle. It is just 0.16 acres and provides aesthetic appeal to the neighborhood.

Issues Raised at Neighborhood Assets Workshops

Residents of the Houghton Plot were well represented at the Neighborhood Assets Workshops. Participants reported a good range of homes and home prices and a lot of pride in homes. Residents liked that the neighborhood has easy in and out access, light neighborhood traffic and attractive park space. The access to nearby historic resources was mentioned as an asset as well. Most felt that the area is a good place to walk and that the elementary and high schools are important anchors.

Many mentioned the benefits of being near the fire station, downtown, retail, museums, the library and YMCA. People were happy to see a current wave of new investment in homes, thought that the dike is a great walking location, and that the stadium and play fields offer great local recreational opportunities. Most felt that traffic in the neighborhood is quiet except when school lets out and before and after football games. Houghton Plot residents like that they are a single-use residential neighborhood that they have wide streets and a safe, stable neighborhood. Guthrie Clinic was seen as a nice addition. People like the four-story building height limit to protect the viewshed. Many expressed the hope that the neighborhood would not change.



Many residents expressed the need to work to keep the area in the same or improved condition. Some felt that the single family housing stock needs updating and polishing. Residents identified the need for moderate-income rentals and condos for elderly residents. Many expressed concern about East High traffic in the morning and afternoon and at events at Memorial Stadium. The need for sidewalk improvements, sewer and water line improvements and expanded youth summer programs were discussed at length among meeting participants. Many felt that Corning Boulevard needs more trees. Participants also commented on the need for more sound barriers for I-86. Residents are concerned that housing costs are rising and were particularly worried about seniors on fixed incomes as property values and taxes rise.

A need for a Northside supermarket was raised at a neighborhood meeting. People expressed concerns about the parking system and particularly felt that the timing of parking turnover is terrible. Most felt that turnover should occur at 8:00 a.m., not midnight. Residents generally supported transit and felt that the City needs more bus shelters and expanded routes. The growing level of traffic on Corning Boulevard concerned many residents as well. Most felt that vacant land in the neighborhood needs better upkeep and identified a need for better consistency in fencing and buffering materials.

Catalyst Project

Catalyst: Redevelop Portions of East High School Site

The City should work with the Corning City School District to redevelop portions of the East Corning High School site into a neighborhood recreational facility and parking for Memorial Stadium.

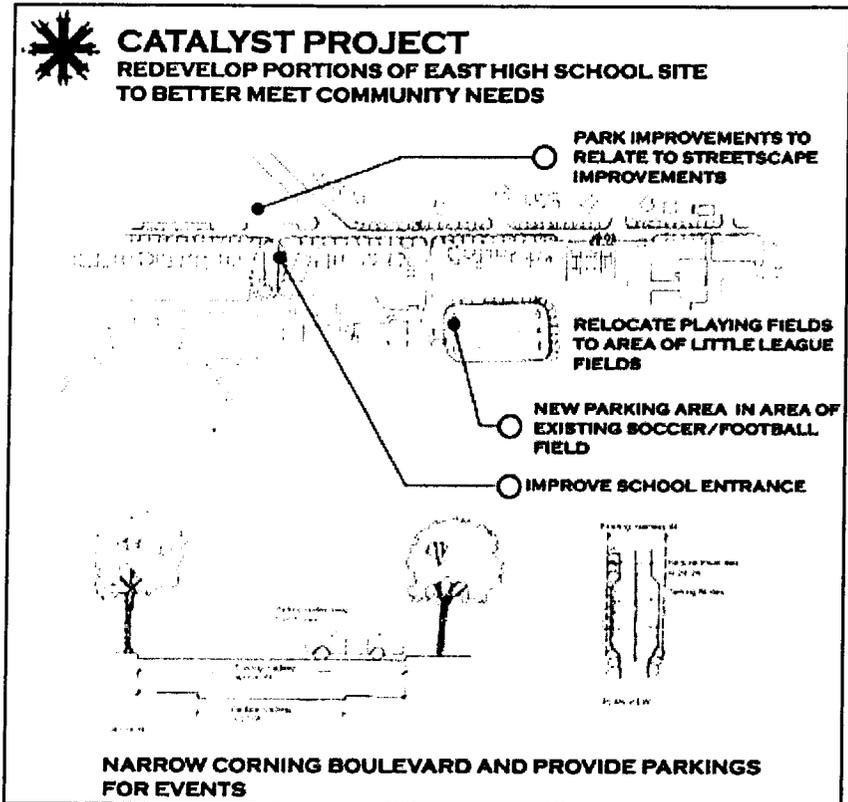
In June 2001, residents of the Corning City School District approved a capital construction project for the school district that includes the construction of a new high school in Painted Post and the conversion of Corning East High School into a Middle School for students from the City of Corning. This project is scheduled to commence in 2002.

Renovation of Memorial Stadium, located next to Corning East High School is already completed. The renovations included installing all-purpose turf to accommodate football, soccer, softball, lacrosse, field hockey and track events.

These projects present opportunities as well as challenges for the Neighborhood. The abundance of recreational land between East High School and Kent W. Phillips Elementary School (21+ acres between the two school properties plus use of Memorial Stadium) may be underutilized once the High School is converted to a Middle School.

As this area transitions into a family-oriented neighborhood once again, the need for high-quality park and recreational facilities becomes increasingly important. While Houghton Park is a handsome park, the playground equipment caters only to young children and picnicking. Additional assets such as a basketball court and other sports facilities would serve a wider neighborhood population. Many of these facilities exist at the school facilities but are not open to the public. The City should work with the School District regarding the possibility of creating a partnership whereby the community could utilize the recreational fields so that the space would serve as park/recreational space for the community and the school district.

A challenge currently facing the neighborhood is a lack of parking for events at Memorial Stadium and daily parking at East High School. The renovation of Memorial Stadium will exacerbate the parking problem, as it will be used more frequently. There is little additional land available for parking around the Stadium as there is already a surface parking lot south of the Stadium, the Fire Station to the west, the East High School buildings to the east, and residential



homes to the North on Jacoby Street. Should it be determined that some of the recreational fields on the east side of the High School will be underutilized by the school district when the high school is converted, some of that land could be used as a supplemental parking lot for the school district and the Stadium. If a supplemental parking area cannot be identified or cannot be negotiated, the School District should consider an alternative parking lot located off site, which may require a shuttle bus.

Timeframe:	Short to Medium Term
Potential stakeholders/partners:	Corning City School District, City of Corning
Estimated Costs:	\$ 250,000 for a 100 space surface parking lot
Funding Sources:	NYS State Education Department

Other Projects

Project 1: Implement Enhancements to Houghton Park

Houghton Park, located on Houghton Circle and Corning Boulevard is a two-acre, attractive, tree-lined neighborhood park featuring a monument, playground equipment, seating and a pavilion. It is utilized by residents in the surrounding neighborhood and is considered to be a valuable neighborhood asset by many residents.

While this park has an attractive appearance, it is recommended that landscaping be improved. Furthermore, some neighborhood residents expressed concern that Houghton Park serves only families with small children. Because space is limited at this particular park, it is recommended that the convenient recreational facilities at East High School be opened to public use with an easy access point at Cantigny Street to these facilities. This will provide older youth with opportunities to play basketball and pick-up games after school hours, on weekends, and in the summer when the school have less need to utilize these facilities (see Catalyst project for additional information).

Timeframe: Short Term
Potential stakeholders/partners: City of Corning DPW, Parks and Recreation
Estimated Costs: \$ 15,000 for landscaping improvement
Potential Funding Sources: OPRHP, City Budget

Project 2: Evaluate the Fire Station facilities on Corning Boulevard to determine if the current use is the highest and best use of that site.

As part of the recommended City-wide initiatives in this Master Plan, the City should determine the feasibility of developing a new public safety complex that would consolidate fire, police, court and County facilities in one public safety complex. If this plan is feasible and moves forward, the Fire Station site on Corning Boulevard could become available for redevelopment. The interesting architecture of the Fire Station provides opportunities and challenges for its adaptive reuse. The site's close proximity to the Centerway Bridge and the Corning Museum of Glass provides opportunities for ample visitor usage as well.

In order to determine the best use of the fire station and/or the site, the City should conduct a feasibility study. In response to the findings of the study or as an alternative to the study, the City could develop a "Request for Proposals" (RFP) to gauge potential private developer interest in the site for other uses.

Timeframe: Short to Medium Term
Potential stakeholders/partners: City of Corning
Estimated Costs: Feasibility Study \$ 25,000 – \$ 50,000
Potential Funding Sources: DOS, OPRHP

Project 3: Consider potential reuses of the Guthrie Building.

The Guthrie Building, located on the Centerway across from the Corning Museum of Glass, is a four-story office building. Currently the Guthrie Clinic owns and uses the building for medical offices. It has been proposed by some that these offices be relocated to a site near the Corning Hospital as part of the Hospital's planned expansion. Should the existing medical offices be relocated to a site nearer the hospital, this office building would provide significant office space for some other tenant/owner. The proximity of the site to the Corning Museum of Glass and



other facilities owned by Corning Incorporated would probably make the building an attractive acquisition for the company. A portion of the building might also be leased to the City for municipal offices should City Hall be adapted for other uses (see City-wide Action 2.2)

To understand the potential for reuse of this building, the City would need to conduct a feasibility study should it become available for City use or occupancy. Otherwise the City would work with the private sector to determine the best reuse.

Timeframe:	Medium Term
Potential stakeholders/partners:	City of Corning, Private Developers, Guthrie Clinic, Corning Incorporated
Estimated Costs:	Feasibility Study \$ 25,000 - \$ 50,000
Potential Funding Sources:	Empire State Development



Corning's Great Neighborhoods

**Neighborhood 1:
Central Northside**

**Neighborhood 2:
Western Northside**

**Neighborhood 3:
Intown North**

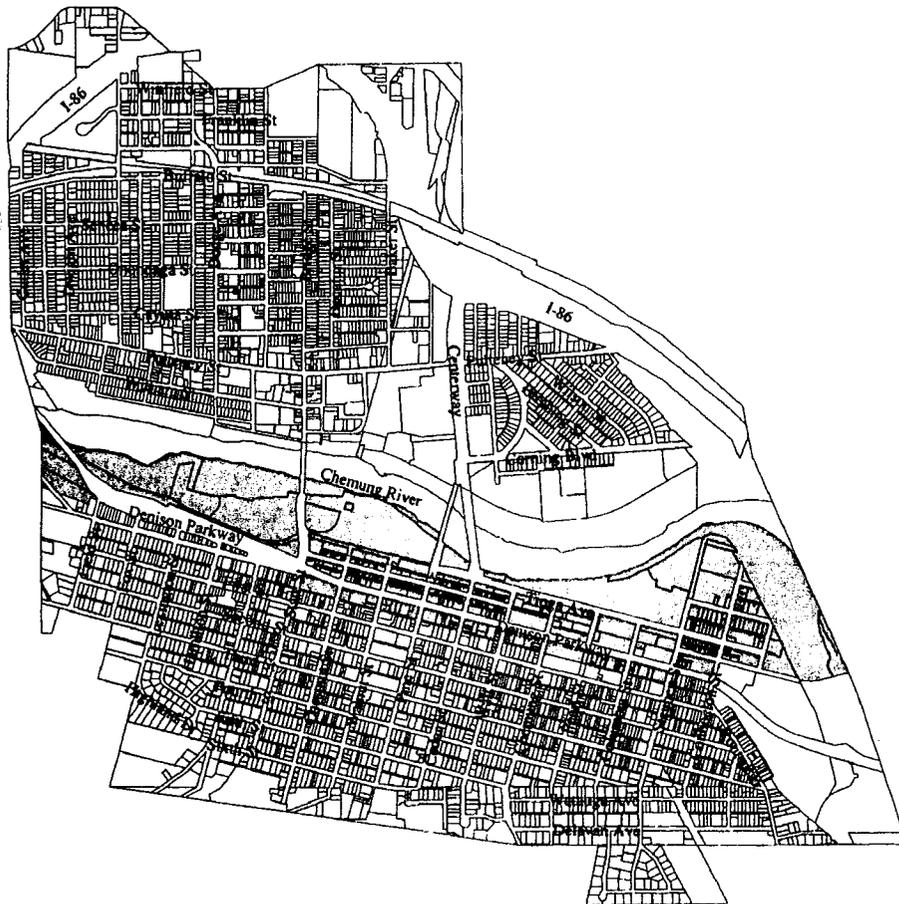
**Neighborhood 4:
Houghton Plot**

**Neighborhood 5:
Intown South**

**Neighborhood 6:
Southside West**

**Neighborhood 7:
Southside Hill**

**Neighborhood 8:
Southside East**



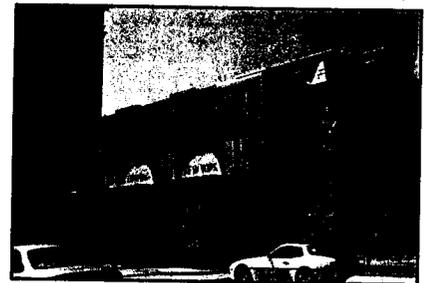
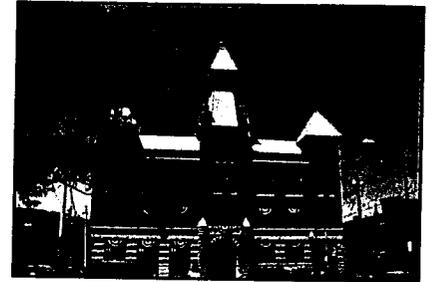
Neighborhood 5: Intown South

Intown South is the primary commercial and industrial district in the City. The neighborhood also contains a significant number of tax-exempt uses (City Hall, Hospital, Churches, etc.) and yet still generates tax revenues in proportion to its land area. The neighborhood is centered by the Market Street downtown commercial district. This neighborhood encompasses Denison Parkway, Market Street and Tioga Avenue north to the Chemung River. Denison Parkway (Route 352) is a main route into the City and runs east-west through the middle of the City in close proximity to the Chemung River. Along Denison, commercial and community service uses predominate and are of mixed size, age, architectural styles and condition. Denison Parkway features City Hall, the Rockwell Museum, and the Radisson Hotel. The Wegmans shopping center is located just off Denison Parkway on Bridge Street. Wegmans is Corning's largest grocery store, drawing customers from around the region. Denison is a four-lane parkway with a center median flanked by sidewalks and modern lighting.

The district is also the location of some prime vacant and redevelopable parcels (several prime parcels are owned by Corning Incorporated) that are included in the newly designated New York State Empire Zone. Projects in the Zone are eligible for Empire Zone benefits and incentives.

Primary redevelopment potential exists along Denison Parkway and the Fall Brook / World Kitchen sites at the east end of Tioga and Market Streets. At the time of this Plan's preparation, the Fallbrook site had been vacated, but its future is unclear. World Kitchen is in full production. Future opportunities for reinvestment may exist there. Should one or both of these sites become available for redevelopment, a parking garage to accommodate that development will probably be needed. The Civic Plaza and the Radisson Hotel are intensive uses, drawing high numbers of vehicles to this area. More intensive use for the industrial sites will increase that number. A parking structure should be designed to serve all of these uses. It could be located along the railroad tracks at the westerly end of the Fallbrook site, or it could occupy a portion of the existing City lot.

Market Street is an attractive, vibrant and pedestrian friendly "Main Street." It is a mix of retail, eating and drinking establishments and service sector businesses contained in predominantly three and four story buildings that make up the Market Street Historic District; essentially Corning's commercial core. Most of the first floor space is occupied and front facades are in good to excellent condition. The street is two-way with on street parking as well as several pocket surface parking lots



behind Market Street and a parking garage. The sidewalks are articulated with brick pavers and lined with attractive dual lighting, street trees and interesting street signage. The street furniture corresponds in color and style with the street lighting and the plaza furniture.

Continued maintenance and improvement of Market Street is critically important to generating good property tax and sales tax revenues. Historic tax credit financing and EZ benefits (which are awarded on a case-by-case basis) could stimulate additional development along Market Street. Significant redevelopment potential exists on the vacant upper floors of most Market Street buildings. Conversion of this space to multi-family housing or perhaps in combination with commercial office space would help rejuvenate economic activity in the Downtown. Rear building facades on Market Street (visible from Denison Parkway, Centerway and Toga Avenue) need renovation. Also, additional work to place utilities underground could be explored for the north side of Market Street. Unfortunately, this is not an option for the south side due to the large number of utilities already underground in the alley between Market Street and Denison Parkway. Commercial development strategies should consider restricting first floor space on Market Street to retail only. Based on survey responses and meeting comments, many residents also voiced the need for more locally oriented stores (home decor, home repair, clothing, etc.).

Denison Parkway was often mentioned as a prime redevelopment area for small “big box” retail. The street currently suffers from a mix of conflicting land uses that do not particularly benefit each other. The most appropriate development strategy appears to be the phasing out of residential uses over time, creating a medical zone around the hospital, and developing appropriate retail and services uses that complement Market Street. Also related to Denison Parkway is general improvement of City entranceways on Route 352.

Tioga Avenue is a mixture of uses dominated by the location of Corning Incorporated industrial facilities. There is an enclave of small residences north of Tioga Avenue on Steuben and Cohocton. The homes are immediately adjacent to commercial and industrial uses, and there is no buffer between the residential and incompatible employment-related uses. The homes are in fair to poor condition.

Land Use Inventory and Tax Base Analysis

At 268 acres, the central City is the second largest neighborhood in the City of Corning. As one of the City’s primary commercial districts, residential uses are almost nonexistent, with only 10 acres of land in residential uses. Vacant land accounts for 27 acres, or 11% of the land. The Neighborhood includes 85 acres of commercial land, which is 37% of the City’s total. With 29 acres of industrial land, the central City also contains all but two of the City’s 31 acres of industrial land. It also contains 66 acres of public service uses, 18 acres of community service uses and a small amount of recreational uses.

This neighborhood contributes nearly 16% of the City’s property tax revenues, behind only the Northside Commercial District, the City’s Northside commercial area. Despite the fact that many of the properties in Intown South are tax exempt, it manages to contribute tax revenues in proportion to its land mass, 15.7% of tax revenues with 15.9% of the City’s land.

In terms of residential uses, the neighborhood contains only 54 single-family parcels, 24 two-family parcels as well as three- and multi-family parcels. At 5,372 square feet, the central City has the smallest single-family parcels in the City.



Historic Preservation and Community Character

Intown South includes the National Register-listed Market Street Historic District and the individually listed U.S. Post Office on Walnut Street. Zoning districts in this area include a business development district encompassing Corning Incorporated facilities; commercial districts encompassing the Wegmans shopping plaza, the Market Street Historic District and the area at the intersection of Routes 225 and 352; an industrial district generally located between Tioga Avenue and the Chemung River; and public/conservation land along most of the Chemung River shoreline and in the two block area bounded by Tioga Avenue, Pearl Street, Denison Parkway, and Steuben Street. A residential transition district is located on the south side of Denison Parkway at the eastern end of Intown South and a commercial/light industrial district is located at the eastern end of Tioga Avenue. These zoning district classifications are generally appropriate to the existing underlying uses.

Parks Inventory

Riverfront Centennial Park - Centennial Park is a mini-park located on the Chemung River at the foot of the Centerway Pedestrian Bridge and Brisco Bridge in the City's central business district. It can be accessed from Centerway Square or Cedar Street. It is a passive park of 1.84 acres with attractive seating areas, pathways and views. There is also a pavilion in the park that may be rented for events.

Nasser Civic Center Rink - Nasser Civic Center Rink is located adjacent to City Hall. The Civic Center Ice Rink is a covered facility heavily used for hockey and ice-skating in the winter and for various sports in the spring, summer and fall, including roller-blading and roller-skating, roller-hockey and box lacrosse. The Ice Rink offers lessons for all ages, open public skating and hockey for children and adults. Next to the Civic Center is Civic Center Skate Park, or "The Pit," a free skate park for in-line skaters, skateboarding and freestyle bicycling.

Issues Raised at Neighborhood Assets Workshops

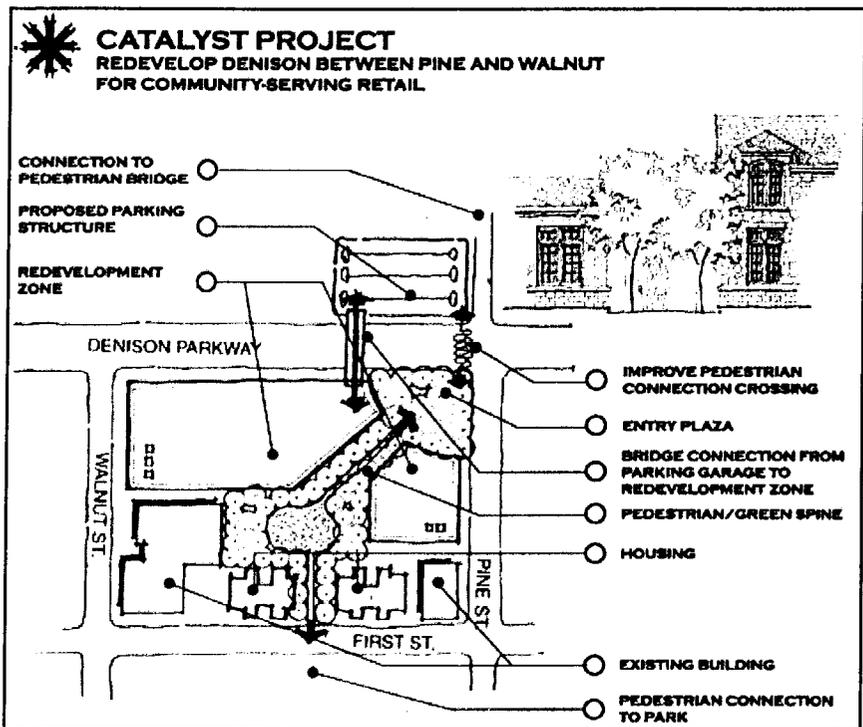
At neighborhood workshops, residents raised a number of downtown issues. Most said that Market Street is a great place to walk and that the historic district is a great cultural resource. Many saw potential along Market Street for multi-family housing above storefronts. The Waterfront Park is seen as a nice park resource, and the Centerway pedestrian bridge was described as an important asset for the whole City. Meeting participants cited the library as another key asset.

Residents felt that single-family residential is an inappropriate use for Denison Parkway. Many felt the need for more locally oriented stores on Market Street including home repair and décor and clothing shops, but acknowledged that it is hard for neighborhood businesses to compete with Wegmans and the mall. Many identified the need for a small grocery store to serve local residents and people without a car. Most felt that Market Street needs more retail and fewer services on the ground floor. Some felt that Denison Parkway needs redevelopment and that big box retail would provide needed local goods and services. Participants described the need for a better restaurant mix and better utilization of the upper floors on Market Street. Residents described the entrances to the City on Route 352 as unattractive and poorly maintained and felt that they, along with facades all along Denison, need improvement.

Catalyst Project

Catalyst: Redevelop the Pine to Walnut block on Denison, possibly as scaled-down big box retail.

Denison Parkway was often mentioned as a prime redevelopment area for small “big box” retail to provide needed local goods and services. As noted previously, the street suffers from a mix of conflicting land uses and the most feasible development strategy will require the phasing out of inappropriate uses over time in order to achieve the desired results. Denison Parkway, like the City in general, is fairly well built-out with few vacant, developable parcels. Redevelopment therefore will likely involve a combination of demolition, new construction and rehabilitation in order to attract new commercial uses.



The block along Denison between Pine and Walnut Streets has been identified as a primary redevelopment site based on its location, current land uses and property ownership. This block is situated parallel to and in alignment with the middle block of the Market Street commercial district. Pine Street terminates at Centerway Square in the heart of the Downtown. This appears to an ideal location for commercial development that would complement Market Street.

The northern half of this block (Denison to the alley) contains 7 parcels totaling approximately two acres. Four of the parcels and over one-half of the acreage is owned by Corning Community College and is improved with its Business Center facility and parking lot. Corning Incorporated owns the former Montgomery Ward site at the Pine Street corner and a Sunoco gas station occupies the Walnut Street corner. The final parcel is the New York Telephone building, which fronts Walnut Street at the alley. According to City assessment records, the total value of the seven parcels is \$2,373,600. However, the value of the CCC properties (\$1,024,600) does not generate any property tax revenues to the City since the use is tax-exempt. The college could easily provide the functions of the Business Center on campus and may very well prefer that alternative, which would make the properties on Denison expendable. Corning Incorporated has also expressed a willingness to dispose of their property if the proposed development could be realized. The front half of this block (up to the alley) has also been designated as part of the City’s Empire Zone, which provides significant tax credits and incentives to encourage business development.



The southern half of the block (alley to First Street) contains 9 parcels totaling approximately two acres. This portion of the block is physically located in Neighborhood 7 and contains two significant buildings that should be considered for restoration and redevelopment - the "Frank B. Hower Scottish Rite Cathedral" or Masonic Temple and the War Memorial Library. According to City assessment records, the total value of the nine parcels in the southern half block is \$896,400. This half block is located within the Southside Historic District and rehabilitation of both the Masonic Temple and the Library are discussed as action projects in Neighborhood 7. The close proximity of the historic district and current renovation plans for these two historic structures will clearly require some sensitivity in design of the retail department store and associated parking.

The need for a department store was often mentioned at community meetings and in survey responses as one of the commercial uses sorely missing in Corning. Building space configuration along Market Street is not conducive to attracting a department store. Denison Parkway offers the best potential for new commercial development. It is the primary transportation route through the City and its close proximity to Market Street could help stimulate increased shopping in Downtown Corning.

The footprint of the half block along Denison between Pine and Walnut could accommodate scaled down Big Box retail of 40,000-to-50,000 square feet assuming significant demolition within the block. In order to accommodate this development, a parking structure would need to be located off site. One possible location is the existing City-owned surface parking lot located directly across Denison Parkway from the subject site at the Pine Street intersection. This surface lot could physically accommodate a parking structure although pedestrian crossing of Denison Parkway may be a challenge. This could be mitigated by the proposal to create a vibrant "pedestrian spine" along Pine Street that would link the south side of Denison Parkway to Market Street and the Centerway Bridge area (see City-wide Action 6.10).

Implementation Steps:	Negotiation with property owners regarding acquisition; Activate the URA and designate block as Urban Renewal area; Develop feasible layouts of possible "big box" for the site including how to accommodate a parking structure; Aggressively market site potential and financing incentives to Target and similar, small "big boxes".										
Time frame:	Long Term										
Stakeholders / partners:	City of Corning, Corning URA, Corning Incorporated, Corning Community College, Chamber of Commerce, Intown Promotions, Three Rivers Development, private retailers; Historical Society, Market Street Restoration										
Estimated costs:	<table border="0"> <tr> <td>Acquisition</td> <td style="text-align: right;">\$ 1,000,000</td> </tr> <tr> <td>Clearance & Site prep</td> <td style="text-align: right;">\$ 250,000</td> </tr> <tr> <td>Parking garage</td> <td style="text-align: right;">\$ 2,000,000</td> </tr> <tr> <td>Infrastructure</td> <td style="text-align: right;">\$ 50,000</td> </tr> <tr> <td>Construction retail</td> <td style="text-align: right;">\$ 3,000,000</td> </tr> </table>	Acquisition	\$ 1,000,000	Clearance & Site prep	\$ 250,000	Parking garage	\$ 2,000,000	Infrastructure	\$ 50,000	Construction retail	\$ 3,000,000
Acquisition	\$ 1,000,000										
Clearance & Site prep	\$ 250,000										
Parking garage	\$ 2,000,000										
Infrastructure	\$ 50,000										
Construction retail	\$ 3,000,000										
Potential funding sources:	URA / IDA bonding; EZ tax incentives; HUD 108 / CDBG; HUD EDI; EDA; NYS JDA; private developers / owners; NYS OPRHP, National Trust, Market Street Restoration, HUD, NYS DHCR, federal historic building improvement tax credit program (See City-wide Action 3.5, local property tax abatement program (if adopted by City)										

Other Projects

Project 1: Develop a parking facility/structure to accommodate Corning Hospital and new commercial development along Denison Parkway.

As the commercial and medical uses continue to develop, parking demand is increasing. A parking garage will help to reduce parking demands on the streets around the hospital and in the adjacent neighborhood. In addition to reducing demand on the surrounding neighborhood, a garage will be more convenient for hospital users than the current street parking.

The City plans to work with Corning Hospital to explore the development of a parking facility/garage to accommodate increased parking demands. One potential location for the garage would be on the block west of Corning Hospital between Chemung and Wall Streets.

Time frame:	Short to Medium Term
Partners/Stakeholders:	Corning Hospital, property owners, City of Corning
Cost estimate:	\$ 4.5 – \$ 6.75 million (\$ 10,000 – \$ 15,000 per space with 450 spaces)
Sources of Funds:	Private, Empire State, CDBG, State of New York

Project 2: Reuse upper floors of Market Street for residential or commercial uses

Continued maintenance and improvement of Market Street is critically important to generating property tax and sales tax revenues. Historic tax credit financing and EZ benefits could stimulate additional development along Market Street. Significant redevelopment potential exists on the vacant upper floors of most Market Street buildings. Conversion of this space to multi-family housing, perhaps in combination with commercial office space, would help rejuvenate economic activity in the Downtown.

At neighborhood workshops, residents raised a number of downtown issues. Most said that Market Street is a great place to walk and that the historic district is a great cultural resource. Many cited the potential along Market Street to develop apartments on the vacant upper floors. Corning Enterprises, which provides significant financial support for Market Street initiatives, has identified the development of upper floor housing as a key economic strategy for strengthening Market Street for both residents and visitors. Market Street Restoration has already taken an inventory of upper floor building space and initiated discussions with property owners to assess properties for development.

Implementation Steps:	Develop feasible layouts for residential and / or commercial use of the upper floors; determine parking needs associated with development and how to achieve; Develop marketing plan to attract identified end users of developed space
Time frame:	Short to Medium Term
Stakeholders / partners:	City of Corning, Corning URA, Corning Incorporated, Market Street Restoration, Intown Promotions, Three Rivers Development, private building owners



Estimated costs:	Feasibility studies	\$ 25,000
	Design & Engineering	\$ 250,000
	Construction/Rehabilitation	\$ 2,500,000
	Soft Costs (legal, financing etc.)	\$ 225,000
Potential funding sources:	URA / IDA bonding; EZ tax incentives; Historic Tax Credits; HUD 108 / CDBG; private developers / owners	

Project 3: *Improve rear facades of Market Street buildings*

Rear building facades on Market Street, including the north facades which are visible from Centerway and Tioga Avenue as well as the south facades visible from Denison Parkway, need renovation. As noted, continued maintenance and improvement of Market Street is critically important to generating local tax revenues. The view of deteriorating rear building facades is often the first glimpse that tourists get of historic Market Street. Rehabilitation of these facades would substantially improve the image of and provide an inviting gateway. The illustration following page 106 shows the potential impact of some basic improvements.

The Market Street facade improvement program should also be coupled with various improvements to the south side alley. These might include paving streets, landscaping adjacent parking areas and creating buffers for dumpsters.

Implementation Steps:	Select target block based on interest and support from building owners; amend EZ boundaries to include Market Street properties on a case-by-case basis; create tax incentives (property tax abatements, facade easement tax credits, etc.) to encourage rehabilitation of building facades	
Time frame:	Short Term	
Stakeholders / partners:	City of Corning, Corning Incorporated, Market Street Restoration, private building owners	
Estimated costs:	Design & Engineering	\$ 20,000
	Facade Rehabilitation	\$ 200,000
	Grant administration	\$ 30,000
Potential funding sources:	NYS Environmental Protection Fund; EZ tax incentives; Historic Tax Credits; private building owners	

Project 4: *Reinvest in World Kitchen and Fallbrook sites including adjacent areas of East Market Street for new commercial uses and incorporating a child care center.*

As part of the Empire Zone designation process, the City of Corning and Corning Incorporated identified a prime 30 acre redevelopment site located on the City's east side that includes Corning's only industrial area. The proposed EZ redevelopment area is home to two major industries which can benefit from the designation: Corning Incorporated, which operates the Fallbrook facility and World Kitchen, a manufacturer of kitchenware.

The area's recent EZ designation provides a significant economic stimulus for expansion of existing operations at the Fallbrook and World Kitchen sites. Moreover, areas adjacent to these facilities (some of which are currently vacant) could offer further opportunities for business expansion within Corning. This designated EZ area contains a mix of residential, commercial and industrial uses most of which are in run down condition. Deteriorating conditions of many of the properties and the lack of appropriate buffers between conflicting land uses further suggest the potential of this area for redevelopment.

Corning Master Plan

Within this EZ area, Corning Incorporated and the City of Corning own key parcels, which could provide a nucleus for site assembly and redevelopment. Denison Park borders the southeast end of the site. Redevelopment could provide better access, an enhanced entryway and transitional buffering to this City-wide park.

Implementation Steps:	Identify an appropriate developer for the East Corning Business Park; Identify roles and secure commitments from key stakeholders (Corning Incorporated, World Kitchen Inc., City of Corning, Steuben County IDA, etc.); Develop concept plan and financing strategy for proposed business park; City designation as Urban Renewal area and Planned Development District; Initiate site acquisition, relocation and clearance activities; Upgrade public infrastructure to serve proposed development; Start industrial/ commercial construction activities																
Time frame:	Medium to Long Term																
Stakeholders / partners:	City of Corning, Corning IDA, Corning URA, Corning Incorporated, Three Rivers Development, World Kitchens Inc.																
Estimated costs:	<table><tr><td>Feasibility planning</td><td>\$ 50,000</td></tr><tr><td>Acquisition / site assembly</td><td>\$ 8,000,000</td></tr><tr><td>Relocation costs</td><td>\$ 500,000</td></tr><tr><td>Design & Engineering</td><td>\$ 1,800,000</td></tr><tr><td>Demolition / clearance</td><td>\$ 1,000,000</td></tr><tr><td>Infrastructure improvements</td><td>\$ 500,000</td></tr><tr><td>Target marketing</td><td>\$ 100,000</td></tr><tr><td>Building Construction</td><td>\$ 26,000,000</td></tr></table>	Feasibility planning	\$ 50,000	Acquisition / site assembly	\$ 8,000,000	Relocation costs	\$ 500,000	Design & Engineering	\$ 1,800,000	Demolition / clearance	\$ 1,000,000	Infrastructure improvements	\$ 500,000	Target marketing	\$ 100,000	Building Construction	\$ 26,000,000
Feasibility planning	\$ 50,000																
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Demolition / clearance	\$ 1,000,000																
Infrastructure improvements	\$ 500,000																
Target marketing	\$ 100,000																
Building Construction	\$ 26,000,000																
Potential funding sources:	EDA; HUD 108,CDBG, EDI; NYS JDA; EZ tax incentives; IDA bonding; private investment																

Project 5: *Begin working with property and business owners and other Market Street partners and stakeholders to consider the feasibility of zoning changes to allow only retail uses on the first floor along Market Street*

The recent intrusion of offices, service businesses and non-retail commercial uses at the storefront level along Market Street has raised some concern that the historic shopping district may be losing some of its polish and curbside appeal. The incursion of non-retail uses tends to disrupt the walking and shopping experience for consumers, particularly tourists who are generally seeking the ambiance of place and destination.

The City intends to begin discussions with business and property owners and other Market Street stakeholders to determine the feasibility of a zoning change that would restrict ground-level uses to retail for the core of the Market Street commercial district on either side of Center Square, between Chestnut and Wall Streets. The City and its local partners will need to consider timing of implementation and whether the current economic downturn, and a general decrease in demand for space on Market Street, indicates that such measures would hurt the local economy or protect limited space for future retail use.

If interest among the City and Market Street stakeholder warrants, the next steps would be to research communities that have implemented retail zoning restrictions successfully; survey property owners and determine test blocks for implementing pilot regulations; draft pilot



Market Street Rear Facade Improvements

Before

- Restore Rear Facade in a manner that preserves the original style and uses similar materials as nearby existing buildings.
- Relocate doors and/or windows to maximize building's use and to mimic the orientation on other buildings as feasible.

City of Corning



After

regulations; consider potential incentives to property owners for complying; and develop a program for the temporary, creative use of vacant storefronts that are waiting for a retail use.

Time frame: Medium Term
Stakeholders / partners: City of Corning, InTown Promotions, Corning Enterprises, private property owners, Chamber of Commerce
Estimated costs: Staff time
Potential funding sources: City incentives; Corning Enterprises

Project 6: Plan for long range redevelopment along Denison Parkway

The City envisions that the west end of Denison Parkway (the area closest in proximity to the Downtown Business District along Market Street) can be successfully developed for “highway” and “suburban” commercial uses such as small “big box” retail stores. Proposed commercial development in this area should complement rather than compete with Market Street (see Catalyst Project description).

Success of the long-range redevelopment plan would require phasing out existing residential buildings and other, non-compatible uses along the street. The plan should include treatment of Denison Parkway as major entryway into the City. This should include appropriate signage and streetscape improvements that call attention to the beauty and vibrancy of Corning and help direct tourists to various destination points within the City.

The plan should also create strong pedestrian links between Market Street and new Denison retail development (see City-wide Action 6.10 for description of pedestrian spine).

Implementation Steps: Identify zoning changes required to encourage desired redevelopment; Inventory existing vacant parcels and incompatible uses to be phased out; Develop marketing strategy to attract targeted retail and commercial uses; Form partnership and coordinate strategy with Market Street promotional entities and Corning Incorporated; Develop site acquisition / assembly strategy; Develop financing strategy; Prepare generic Request For Proposals for preferred developer or possibly talk to Three Rivers Development

Time frame: Medium Term
Stakeholders / partners: Property Owners, City of Corning, Corning IDA, Corning URA, Corning Incorporated, Three Rivers Development, Chamber of Commerce

Estimated costs: Zoning revisions \$ 2,500
 Property inventory \$ 2,500
 Marketing strategy \$ 25,000

Potential funding sources: EDA; HUD 108,CDBG, EDI; NYS JDA; EZ tax incentives; IDA bonding; private investment

Project 7: Create a medical use zone around the Corning Hospital; Relocate Guthrie Building uses to the new medical use zone if advantageous

As health care demands increase, so does the demand for comprehensive hospital facilities in the community. In order to provide the community with state-of-the-art health care facilities, the hospital may require additional land, renovations or reconstruction of existing structures and other changes to the built environment near the hospital. The residential neighborhood next to

Corning Master Plan

the hospital has become increasingly concerned about the hospital's need to expand. They have valid concerns regarding the demolition of buildings, the increased parking demand, and the potential encroachment of medical and accessory uses associated with the hospital into residential neighborhoods.

Currently, certain land use controls are in place via zoning within the hospital's vicinity. The main building is situated in a "Residential Transition Zone" (RT). To the north is the "Commercial Zone"(C) along Market Street and to the south is a "Low-Density Residential Zone" (R1) and a "Medium-Density Residential Zone" (R2). Within the RT zones, medical uses, such as hospitals, nursing homes, and medical clinics are allowed but require a site review. In the C zone, only professional offices and medical clinics are allowed. These uses are permitted as of right in existing buildings but any new building or expansion of a building requires a site plan approval. In R1 and R2 zones, only nursing (and convalescent) homes are allowed following a site plan approval. All other medical uses are prohibited.

Accessory uses are generally restricted to the RT and C zones in the neighborhood, with a few exceptions as listed in the "Use Regulation Table" on page 240-83 of "The Code of the City of Corning."

To address both the growing real estate needs of the medical community and the residential concerns, the City of Corning could explore the effectiveness of adopting a Planned Medical Use Development (PMUD) District around Corning Hospital.

A PMUD District would essentially be a new zone for a defined area around the current hospital site that would be used by the City to preserve the residential character of the neighborhood surrounding the hospital, while creating distinctive, high quality development that is oriented toward the redevelopment of the existing hospital site into a new hospital campus. The particulars of the PMUD District would be designed through negotiations between the hospital and the City in the site plan review process and PMUD Zone adoption. The community also has a role in this process by having an opportunity to review plans and submit comments based on their findings. A PMUD District treats the selected site as a whole in which flexibilities from the existing zoning ordinance might be permitted. Typical flexibilities include permitting mixed uses in single use zones, increased densities and other area variances. The provisions of this district are intended to encourage preservation of existing amenities and creation of new medical-related amenities; provide for an equitable mix of building types and densities; reduce environmental impacts; and achieve superior relationships among uses, both within and surrounding the district.

In order to create the PMUD the City would determine what uses and development guidelines would be allowed in a PMUD to achieve desired outcomes as it has for the other Planned Development Districts in the City Code. The proposed PMUD would require City approval of the boundaries of the District, site plan, and the subsequent re-zoning of the selected area to a PMUD Zone.

Timeframe:	Short Term
Partners/Stakeholders:	Corning Hospital, City of Corning
Cost Estimate:	\$ 5,000
Funding Sources:	City resources





Corning's Great Neighborhoods

**Neighborhood 1:
Central Northside**

**Neighborhood 2:
Western Northside**

**Neighborhood 3:
Intown North**

**Neighborhood 4:
Houghton Plot**

**Neighborhood 5:
Intown South**

**Neighborhood 6:
Southside West**

**Neighborhood 7:
Southside Hill**

**Neighborhood 8:
Southside East**



Neighborhood 6: Southside West

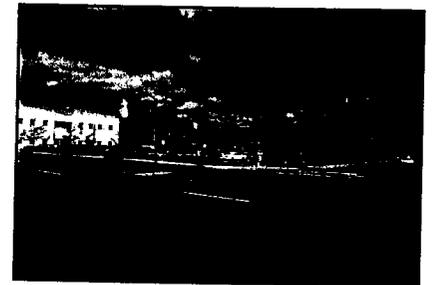
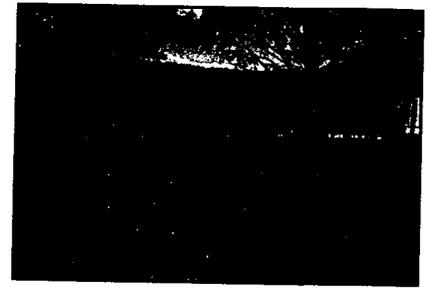
Southside West is generally bounded by the City boundary on the west and south, Denison Parkway on the north and Walnut Street on the east.

Southside West is a residential neighborhood on the Southside of Corning bordered to the North by Denison Parkway, the Corning City line to the south and west, and Walnut Street to the east. Like most of the Southside, the majority of the residences were built into the hillside in a grid street pattern laid out by Corning's founders, though there is more recent development in the southwest corner near McKinney Park.

The homes closest to Denison Parkway are two-story single- and two-family homes built around the turn of the twentieth century on small lots. Most are in good to fair condition. The residences become more mixed in terms of architectural style, size and age in the southernmost portion of the neighborhood. Most of these are one- and two-family homes that appear to have been built between 1920 and the late 1940s and are in good to fair condition. There are a few multi-family apartment buildings scattered throughout the neighborhood. Other land uses featured in this neighborhood include McKinney Park in the southwest corner, Frederick Carder Elementary School, All Saints Academy, churches and a construction business in the southern end. The streetscape includes wide, generally two-way streets with consistent sidewalks in fair to good condition on both sides of the street, parking on and off street, mature street trees and standard "cobra" style streetlights. Chestnut and Walnut Streets are included in the Southside Historic District.

Land Use Inventory and Tax Base Analysis

Southside West has a total of 208 acres. The vast majority of land is in residential use at 71% of the total. Vacant land at nearly 12% is the next most prevalent land use. Commercial uses make up just over 6%, community uses 6% and the neighborhood also includes a small amount of recreation and public service uses. Southside West encompasses 14% of the City's land area, but contributes only 11.4% of the property taxes. Nearly one-quarter of the City's housing stock is located in this neighborhood. Residential and commercial property values are well below City-wide averages, perhaps indicating disinvestment and declining property values. Southside West has the lowest taxable value per residential acre in the City. The neighborhood has the second highest number of single-family residential parcels at 548. It has 113 two-family properties (the highest number in the City) and 20 three-family parcels and.



Southside West contributes the greatest property tax incomes from multi-family housing at \$5.9 million per year.

Single-family residential lots are the second largest in the City at nearly 10,000 square feet. Only Southside Hill has larger lots. Despite the parcel size, the taxable value per acre for single-family residential land is the lowest in the City.

Historic Preservation and Community Character

Structures along Walnut and Chestnut Streets, in the easternmost portion of Southside West, are included in the National Register-listed Southside Historic District. Other sections of this neighborhood may be eligible for listing in the National Register, but were not included in the Southside Historic District nomination by staff at the New York State Office of Parks, Recreation and Historic Preservation.

Southside West includes five zoning districts. It is dominated by low- and moderate-density residential districts, with a small multiple residential district located at the western edge of the neighborhood to the southwest of the Lexington/Third intersection. Two small park areas are classified as public/conservation districts. The area between State and Field Streets along Sunset Drive is zoned mixed-density residential, and a small residential transition district is located along First Street between Walnut and Pine. These districts are generally appropriate to the existing uses.

Parks Inventory

McKinney Park - McKinney Park is a neighborhood park of about six acres located in the southwestern corner of this neighborhood at Lexington and Third Streets. The park has handsome views of the hills and provides many facilities, including soccer and baseball fields, tennis and basketball courts, volleyball net, lighted tennis courts, playground equipment, two pavilions and picnic tables.

Issues Raised at Neighborhood Assets Workshops

At the Neighborhood Assets Workshops, residents reported that single-family housing is generally in good shape, with some great historic architecture. Workshop participants felt that housing is available in a wide range of prices and that there was a sufficient amount of multi-family housing to make apartment dwellers a part of the community. Local schools and churches were called out as strong neighborhood anchors. The Masonic Temple was identified as an important neighborhood and City resource. Some said that the land behind McKinney Park and off of Field and Fox Streets presents good annexation opportunities and would help to preserve community quality by ensuring that it would be developed under City zoning regulations. Residents like being able to walk to retail and services and appreciate that this is a safe and quiet neighborhood. Several people commented that the Corning Museum of Glass shuttle is a great service.

Residents reported that housing maintenance is difficult for aging residents and were concerned about the rapid turnover of tenants in rental properties. Workshop participants were interested in new residential development but realized that new development is difficult due to a lack of vacant land. Many were concerned about the lack of maintenance in the parks, vandalism at

McKinney Park and would like to have year-round activities available in the parks. Residents were concerned that the neighborhood was losing some of its historic resources.

Many said that sidewalks are in poor condition, and some pointed out the need for street repairs. Workshop participants reported that parking is difficult on east/west streets, at the base of the north/south hill streets and at multi-family properties. Sunset Drive was identified as an area that needs facade improvements. Better tree maintenance and code enforcement for single-family properties were identified as important tools to improve neighborhood appearance. Traffic volumes and speeds are causing problems on Chestnut Street, especially at First and Second Streets. Also, crossing Bridge Street to Wegmans has become a problem since the recent changes to that intersection were completed.

Catalyst Project

Catalyst: Implement enhancements to McKinney Park, investigating the feasibility of a roller-blading trail

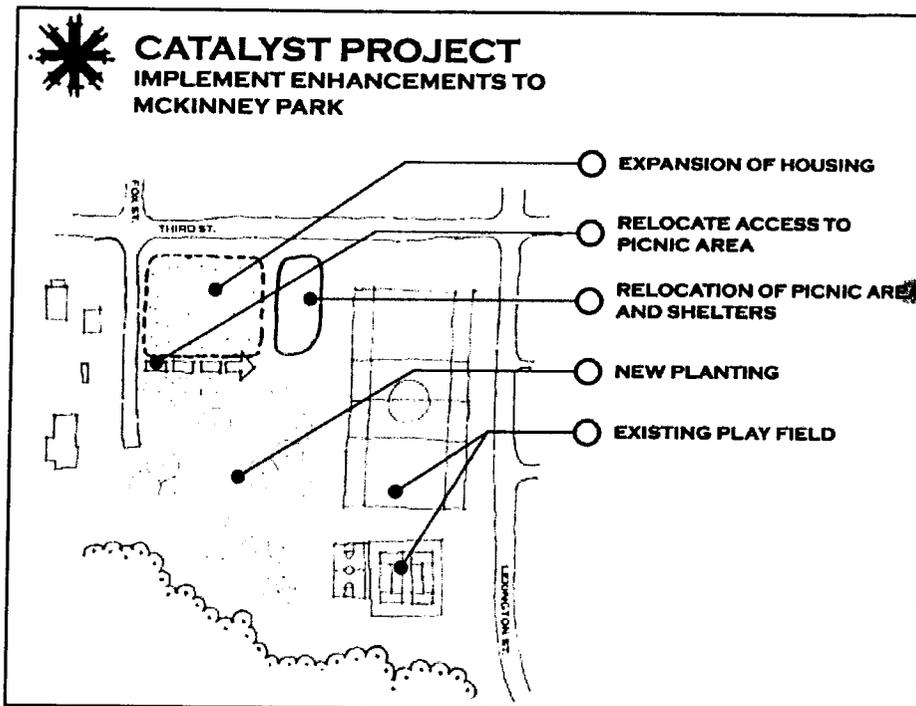
McKinney Park is a neighborhood park of about six acres located on Lexington and Third Streets. The park has handsome views of the hills and provides many facilities including soccer and baseball fields, tennis and basketball courts, volleyball net, lighted tennis courts, playground equipment, a pavilion and picnic tables.

Synthesis Architects conducted a visual survey of the existing conditions of City-owned parks in April

2001. Improvements recommended by this consultant include: additional maintenance to enhance the appearance and safety of facilities and landscaping to better define and enhance all parks; the facilities offered at McKinney are substantial and should be examined in terms of supply and demand; and drainage at McKinney Park should be examined and improved as necessary. A master design concept should be considered for this park.

Concerns about the maintenance of McKinney Park were raised at Neighborhood Asset Workshops with a particular concern expressed regarding vandalism. The City should investigate the feasibility of developing a trail within or around the perimeter of the park that would be usable for rollerblading. The Nasser Civic Center Ice Rink is heavily used for rollerblading and roller-skating in the spring, summer and fall (approximately 28,000-30,000 users in the spring, summer and fall).

Time frame:	Short to Medium Term
Potential stakeholders/partners:	City of Corning
Estimated costs:	\$ 25,000 for a master plan
Potential funding sources:	New York State Office of Parks, Recreation and Historic Preservation's Environmental Protection Fund



Other Projects

Project 1: Encourage new residential development on Field Street

Within the Southside West neighborhood, vacant land comprises 12% of the total land area, the second most prevalent land use in the neighborhood. In 1998, nearly 1,000 units of housing were approved to be built in the communities surrounding Corning. By contrast, the City issued only one building permit for a new house that year. While most residents at the neighborhood workshops felt that neighborhoods had a wide array of housing for purchase and in a variety of price ranges, many described the difficulty of finding affordable homes in good condition.

The City will consider studying the feasibility of constructing new residential units on Field Street. Vacant land on this street consists of 3.7 acres. If the City subdivided the vacant land into quarter acre lots, approximately 15 single-family homes could be constructed. However, the vacant land is irregularly shaped. Further study is needed to determine exactly how many homes could be accommodated in this area.

Time frame:	Medium to Long Term
Potential stakeholders/partners:	City of Corning
Estimated costs:	\$ 3,000,000
Potential funding sources:	Property Owners, Federal Home Loan Banks' Affordable Housing Program, the Affordable Housing Partnerships' Affordable Home Ownership Development Program and the Community Investment Program, the New York State Division of Housing and Community Renewals' HOME Program, and the Governor's Office for Small Cities' Community Development Block Grant (CDBG)-Small Cities program.

Project 2: Expand historic district listings

Located on the south side of the Chemung River in the central section of south Corning (in the eastern portion of Neighborhood 6 and most of Neighborhood 7), the Southside Historic District is separated from the Market Street commercial district by Denison Parkway and is generally bounded by Interstate 86, Chemung Street, Spencer Hill and Washington Street. Structures along Walnut and Chestnut Streets, in the easternmost portion of Southside West, are included in the National Register-listed Southside Historic District. Other sections of this neighborhood may be eligible for listing in the National Register but were not included in the Southside Historic District nomination by staff at the New York State Office of Parks, Recreation and Historic Preservation.

Residents at the Neighborhood Asset Workshops were concerned that the neighborhood was losing some of its historic resources. The City should encourage expansion of the historic district listings. The City could begin by evaluating historic resources in this neighborhood, particularly the area west of the Southside Historic District.

Owners of buildings that are listed in the National Register of Historic Places or contributing buildings in National Register historic districts will qualify for the proposed federal and state historic homeowner tax credits programs that have been proposed.

Corning Master Plan

Economic benefits, opportunities and risks are associated with actions affecting historic resources. As a result, it is important for municipalities to survey and evaluate their building stock for many reasons, among them:

- To facilitate compliance with Federal and State preservation regulations such as the National Historic Preservation Act and the New York State Historic Preservation Act;
- To predict financial impacts resulting from compliance with Federal and State law when implementing actions funded with government dollars or requiring government approval in the form of permits or licenses;
- To maintain and/or enhance property values and increase the municipal tax base through the protection and improvement of older and historic buildings and neighborhoods;
- To encourage building rehabilitation and property maintenance by assisting owners of older and historic buildings to qualify for historic preservation incentives such as federal, state and local tax credits, grants and loan programs;
- To predict, prevent or minimize costs associated with legal disputes relating to development or alteration of historic and cultural resources and land;
- To identify opportunities for economic growth based on heritage tourism and/or redevelopment;
- To stimulate economic growth resulting from increased jobs, spending and local business transactions produced by building rehabilitation (as compared with new construction); and
- To practice fiscal responsibility by encouraging growth in developed areas and maintaining areas where infrastructure already exists

Time frame:

Short Term

Potential stakeholders/partners:

Market Street Restoration Agency, New York State Office of Parks, Recreation and Historic Preservation, Corning-Painted Post Historical Society, Southside Neighborhood Association, City of Corning, The Preservation League of New York State, and The National Trust for Historic Preservation

Estimated costs:

\$ 10,000

Potential funding sources:

New York State Office of Parks, Recreation and Historic Preservation's Environmental Protection Fund, the Kaplan Foundation, the New York State Preservation League, and the New York State Planning Federation





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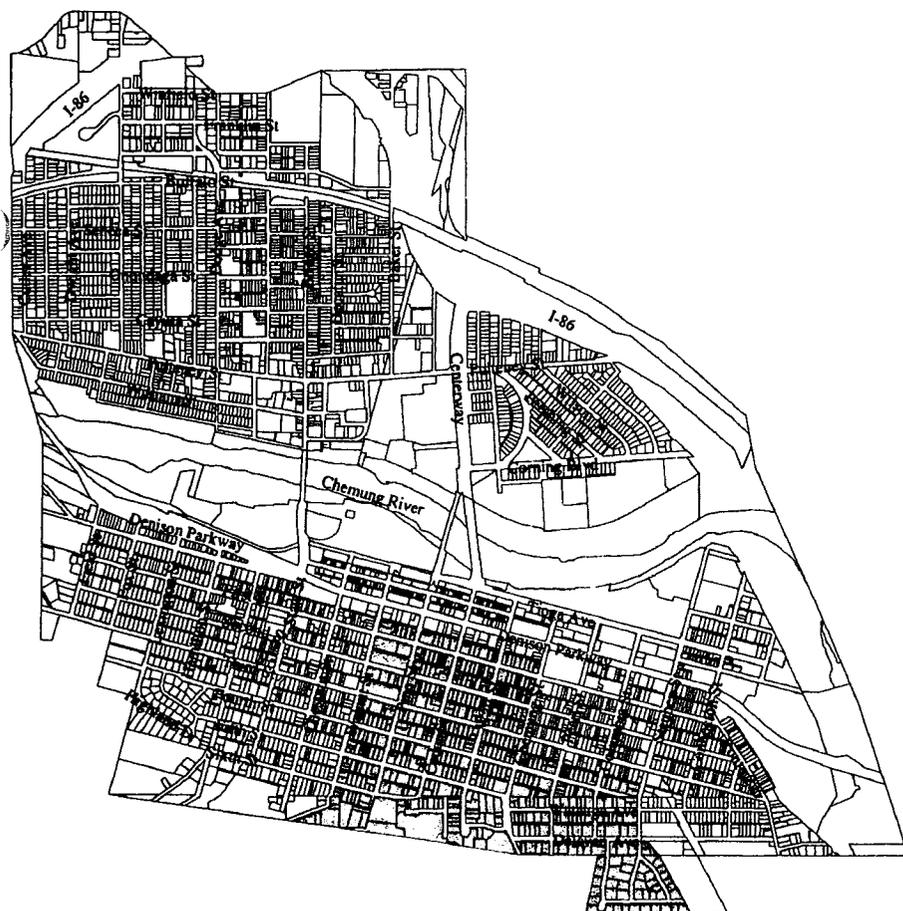
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**Neighborhood 5:
Intown South**

**Neighborhood 6:
Southside West**

**Neighborhood 7:
Southside Hill**

**Neighborhood 8:
Southside East**



Neighborhood 7: Southside Hill

Southside Hill is bounded on the north by First Street, on the east by Chemung until it gets to Fourth Street. The boundary then runs along Fourth Street to Steuben and along Steuben to the City's southern boundary. Its western border is Walnut Street.

This is a residential neighborhood that makes up most of the Southside Historic District. Like the rest of the Southside, it is built into the side of a hill. Most of the homes in this neighborhood are single- and two-family, although some apartment buildings are scattered throughout the area. The homes are generally in good condition, 75-100 years old, in various architectural styles and sizes. Large homes are most common in the southernmost portion of the neighborhood. Other uses in the neighborhood include Corning Free Academy and Courthouse Park. The streetscape is comprised of wide, generally two-way streets, consistent sidewalks in fair to good condition on both sides of the street, parking on and off street, mature street trees and standard "cobra" streetlights.

Land Use Inventory and Tax Base Analysis

Southside Hill contains just over 158 acres. Three-quarters of the land area is in residential use, 11% is commercial, and vacant land and community services each take up about 5% of the neighborhood's land area. The neighborhood also includes recreation, public services and less than an acre of industrial uses. Just over 20% of the land is tax exempt. Due to high property values and a low ratio of tax-exempt properties, Southside Hill contributes taxes well in excess of its proportion of land area. The neighborhood includes just 10.6% of land area and contributes 15.5% of the City's property tax revenues.

The taxable value of residential land is \$447,591 per acre, compared to an average of \$348,698 per acre for the City. This neighborhood has the highest taxable value per parcel and per acre. It also has the highest value for two-family parcels in the City. The neighborhood includes 422 single-family properties, 61 two-family parcels and a handful of three- and multi-family units. At just over 11,000 square feet, the single family lots in Southside Hill are the largest in the City.

Historic Preservation and Community Character

The War Memorial Library, located at 149 Pine Street, is individually listed in the National Register of Historic Places, and many of the houses in Southside Hill are contributing structures in the National Register-listed Southside Historic District. As is further described in the Historic Resources section, this



neighborhood offers numerous examples of high-style architecture, with 73% of buildings in the district built in the Greek Revival, Italianate and Queen Anne styles. Many of these buildings were designed by local architect Henry G. Tuthill, or the Elmira-based architecture firm Pierce & Bickford. In addition to being important local examples of particular building styles, many houses in Southside Hill have important local historical associations, since they were generally built for Corning's industrialists, businessmen, glass and railroad executives and workers.

Southside Hill is divided into five zoning districts, with the majority of land in low-density residential districts, particularly at the center and southeast and southwest edges of the neighborhood. A small multiple-residential district is located at the end of Chemung Street, with a planned multiple residential district located at the intersection of Fifth and Chemung Streets. The land along First Street at the southern end of the neighborhood lies within a residential transition district.

Parks Inventory

Canfield (Court House) Park - Canfield Park is a mini-park located in the middle of the Southside Historic District. The park itself dates back to the early 20th Century and is the location of the historically significant County Court House. The park is generally a passive park with the exception of a playground but is well traversed as it acts as a pass through area for people cutting over to the next block.

Issues Raised at Neighborhood Assets Workshops

At the Neighborhood Assets Workshops, residents reported a good variety of single family-homes with a good array of starter homes. People appreciated commercial and retail in easy walking distance, a pleasant mix of civic institutions, and Canfield Park. Participants particularly praised 171 Cedar Arts as a great community asset. People liked the neighborhood's low traffic volumes and the presence of sidewalks, and many mentioned that the alleys provide convenient access to homes from the rear. Parents really appreciate that the neighborhood has walking access to K-12 schools. The five major churches were described as strong community anchors. Neighborhood daycare facilities and after school programs are other strong neighborhood benefits. The neighborhood's architecture and historic assets were praised and participants felt that it is important to support architecture and historic preservation groups. The old library and CFA were particularly praised. Several people mentioned the Corning Museum of Glass shuttle as a great transportation resource. While many were concerned with the overall quality of home conversions into multi-unit structures, participants acknowledged some well done conversions.

Residents described the need for incentives to remodel older homes. Many felt that senior housing options in the City were lacking, especially assistive living and high-end independent housing. As in other neighborhoods, maintenance of multi-family properties and absentee landlords were listed as problems. Maintenance of single-family homes is a problem in some parts of the neighborhood as well. Stronger code enforcement was cited as a tool to address neighborhood maintenance needs.

Residents generally felt that the parks are in poor repair, and some cited the need for smaller parks. Many participants described the need for better play facilities in the parks, tree maintenance and major sidewalk repair. Some people were concerned about excessive speeds on Fifth Street. Vacant land on Chemung was described as a development opportunity that needs to be carefully considered. Residents felt that the City generally needs zoning and land use that will stimulate new development. Some were concerned that Corning does not have enough



affordable housing and also wanted to discourage further encroachment of home-based businesses into the neighborhood.

Catalyst Project

Catalyst: Convert the Steuben County Courthouse building at the corner of First and Pine Streets into housing.

The Steuben County Courthouse, located on the corner of Pine and West First Streets is owned by the Steuben County Industrial Development Agency and is currently used as the offices for the County Departments of Motor Vehicles, Probation and Health. This three-story, classical revival, brick building was built in 1903 on the northeast corner of Canfield

Park and is on nearly three quarters of an acre (31,056 SF). It is considered to be an architecturally significant building located in the Southside Historic District.

The City should work with Steuben County to relocate the county offices currently located in the Courthouse in order to make the courthouse available for redevelopment as higher end apartments. This recommendation is based on several factors that came out of the Master Planning process:

- A preliminary study of the City of Corning housing market in the Master Plan suggests that there is a market for additional rental housing units serving middle and upper income residents that are not currently served by either the rental or homeownership market in Corning.
- City officials are considering the feasibility and cost/benefit of consolidating all City and County public safety-related offices, including DMV, to one central site in the City. If the DMV offices are relocated, the Courthouse will essentially be vacant and a prime building for adaptive reuse.
- As the Courthouse is located in Canfield Park, there are parking restrictions related to that site that would make other uses, such as renovated office space, unattractive to many tenants. Housing potentially requires fewer parking spaces.

Timeframe:

Medium to Long Term

Potential stakeholders/partners:

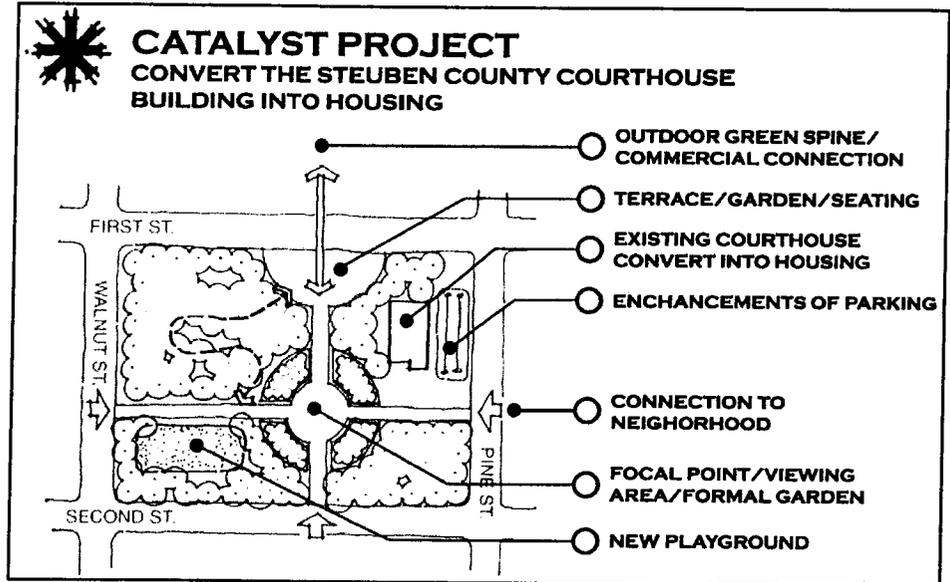
Steuben County IDA, private developer

Estimated Costs:

Site acquisition \$686,800 plus renovation cost of \$3,000,000

Potential Funding Sources:

City of Corning, Empire Zone benefits including Zone Capital Corporation, Historic Tax Credits, Investor equity, IDA benefits



Other Projects

Project 1: Implement enhancements to Canfield Park.

Canfield Park is a passive, three-acre park located between West First and West Second Streets, Pine and Walnut Streets. The park dates from the early 20th Century and is considered to be a “contributing” park to the historical significance of the Southside. The park is primarily a passive park that is heavily treed with good views looking to the Northside of the City. There is a limited amount of playground equipment and seating in the park.

The Market Street Restoration Agency performed a study that researched and documented the original configuration of the park and has proposed enhancements to restore the park to its original design. This study should be used to guide park restoration effort. As a part of the comprehensive planning process, Synthesis Architects performed a visual survey of the park and recommended the following as high priority enhancements:

- Reestablishment of pathways
- Added seating near the Courthouse for tenants of the Courthouse (under its current use or another)
- Seating at the lookout area at the top of the slope on the W. First Street side of the park.
- Landscaping and plantings on the sloped area of the park that borders on West First Street.

Timeframe: Short Term
Potential stakeholders/partners: City of Corning, Historical Society, OPRHP
Estimated Costs: \$ 25,000 landscaping, pavers, path improvements and benches
Potential Funding Sources: OPRHP, City of Corning

Project 2: Address resident concerns regarding business encroachment into residential neighborhood.

During the community meetings, residents voiced their concern that commercial uses, such as hospital-related uses and others, are cropping up on predominantly residential streets and that such commercial uses will continue to lurch southward into the neighborhood.

The existing zoning code for the City of Corning permits some commercial uses, with an approved site plan, on First and Second Streets, which are zoned as “Residential Transition” (RT) from Walnut Street eastward. Between Wall and Pearl Streets, Third Street is also zoned RT. Commercial uses permitted with a site plan in RT zones include barber/beauty shops, funeral homes, general business offices, personal service establishments, photography studios, professional offices, professional office buildings and medical clinics. From the south side of Second Street heading southward to the City line, commercial activity, aside from pre-existing non-conforming uses, is not permitted.

As the zoning ordinance prohibits commercial uses in most of the residential neighborhood on the Southside, it is important that the City strictly enforce its zoning laws and ensure that site plans submitted for any proposed commercial use are compatible with the residential character of the neighborhood. Furthermore, the City will communicate with its residents regarding the tools in the zoning ordinance to safeguard against business encroachment into the neighborhood.

Timeframe: Short Term
Potential stakeholders/partners: City of Corning
Estimated Costs: None
Potential Funding Sources: N/A

Project 3: Improve traffic circulation related to 171 Cedar Arts.

During community meetings, residents stated the need for a designated and safe drop-off/pick-up area at the Cedar Arts Center, at 171 Cedar Avenue, as people are double parking when there are no available on-street parking spaces available. This has become a safety concern for the community.

Two options have been identified that would work to address this concern. The first addresses the issue through regulatory measures. The second addresses it through construction of a paved loop to serve as a drop-off location.

The first option is for the City to examine how it can regulate parking at 171 Cedar Arts to facilitate smooth traffic movement throughout the day. Creating parking and stopping restrictions in the area will help keep traffic moving and may prohibit or limit certain activities during certain critical times of the day. In order for this option to succeed, strict enforcement of these regulations by the police department will be necessary.

The second option requires capital expenditure by 171 Cedar Arts. The lawn area in front of and to the north of the original building is of sufficient size to permit a paved loop to be constructed. People could enter this area from Cedar Street, leave off or pick up their children, then re-enter onto Cedar Street. The City will make these recommendations to the Center.

Timeframe: Short Term
Potential stakeholders/partners: City, 171 Cedar Arts
Estimated Costs: \$ 12,500 to create parking bays (Option 2)
Potential Funding Sources: 171 Cedar Arts

*Project 4: Redevelop the "Frank B. Hower Scottish Rite Cathedral" or Masonic Temple.
(See the Intown South Neighborhood Catalyst Project)*

Located in Southside Historic District, 140 Walnut Street is a four-story brick/limestone structure on a 14,609 SF lot that was built by the Masonic Order in 1920. This architecturally interesting building is owned by the Corning Consistory and is used only occasionally for fraternal and religious purposes. In the recent past, it has been used for cinema and theater performances. Currently, the building is unused.

The architectural integrity of this building is an opportunity and challenge for adaptive reuse. Its location, one half block from Denison Parkway, provides good access to and from this site. The structure abuts an alley on its north side and a large two-story structure that is owned by a local benevolent organization on its south side.

One recommended reuse possibility would be to renovate this building into a dinner theater where second, and perhaps first, run movies are shown. In addition, some of the other rooms could be used for banquets and other special events, as there are limited facilities for such events in the City. The City intends to work with interested developers and the surrounding neighborhoods to evaluate other potential uses for the site



Timeframe: Medium Term
Partners/Stakeholders: Corning Consistory, Corning Urban Renewal Agency, Historical Society, Chamber of Commerce, Three Rivers Development
Cost Estimate: \$ 8,300,000
Funding Sources: NYSOPRHP, National Trust, CDBG-108, Empire State Development Corporation, Historic Tax Credits, EZ Tax Incentives



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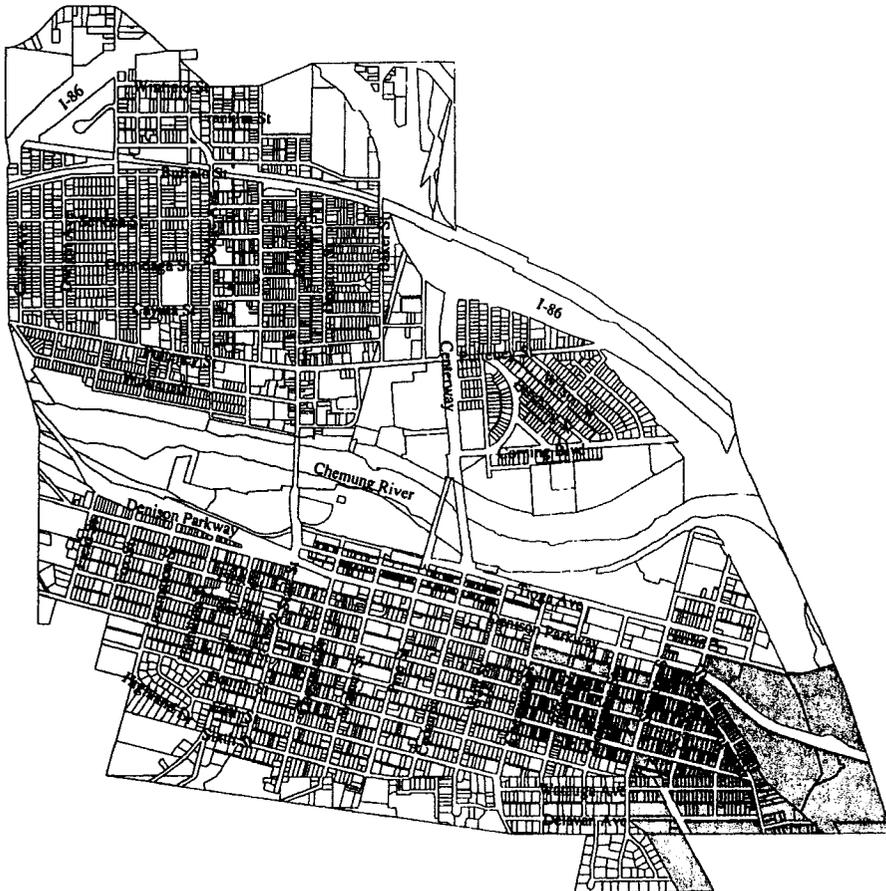
**Neighborhood 4:
Houghton Plot**

**Neighborhood 5:
Intown South**

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Southside West**

**Neighborhood 7:
Southside Hill**

**Neighborhood 8:
Southside East**



Neighborhood 8: Southside East

Southside East is generally bounded by Denison Parkway to the north and the City boundary on the east and part of its southern edge. The western boundary starts on Chemung Street, just south of Denison Parkway, continues to Third Street and jogs east along Third to Steuben. The boundary then follows Steuben to the City's southern border.

This is a predominantly residential neighborhood with a mix of commercial, public and residential uses along its First Street northern border. The topography is particularly steeply sloped in this neighborhood. Most homes are smaller single-family houses of varying size, architecture and age. There is an opportunity for housing facade improvements and rehabilitation in this neighborhood. Historic Denison Park borders the neighborhood to the east. An elementary school and Hope cemetery make up the southeastern boundary. The southeast corner of the neighborhood and Denison Park are bisected by Denison Parkway.

The streetscape is somewhat challenged by steep slopes, the streets are sometimes narrow, and erosion is evident. The neighborhood features on and off street parking, mature street trees and standard "cobra" style street lights attached to telephone poles.

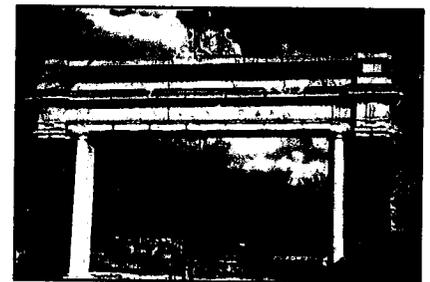
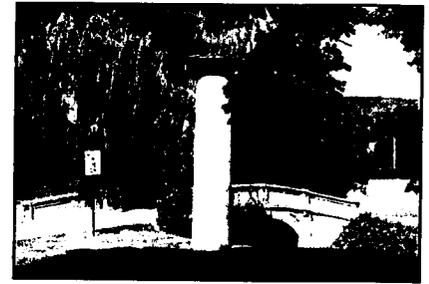
Land Use Inventory and Tax Base Analysis

Southside East includes 174 acres. The most common use is residential with 37% of the land developed as housing. The second largest use is recreation with just over 18% of land, much of this land in Denison Park, the City's largest park. Other land uses include community services at 13%, public services at 21% and smaller amounts of vacant, commercial land. The neighborhood contributes considerably less in property taxes than it takes up in land area with 11.6% of the land area and only 6.6% of the property tax contributions. This imbalance is due in part to the high level of tax-exempt uses in the neighborhood.

Southside East includes 284 single-family properties and has the second highest number of two family properties in the City with 132 parcels. It has a handful of three- and multi-family properties as well.

Historic Preservation and Community Character

None of the buildings in Southside East have been individually listed in the National Register of Historic Places, and no National



Register historic districts exist. However, although staff from the New York State Office of Parks, Recreation and Historic Preservation did not recommend that any of the structures in this neighborhood be included in the Southside Historic District, local preservationists think portions of the neighborhood should have been included. Denison Park, though deteriorated and in need of improvement, is an important historic and recreational asset.

Southside East consists of five zoning districts but is dominated by moderate density residential and, to a lesser extent, residential transition districts. Parcels along the east side of Route 225 are within a mixed density residential district, with the remaining land to the east in a public conservation district. A very small portion of Southside East, located to the east of Steuben Street in the southernmost section of this neighborhood, is classified as low-density residential.

Parks Inventory

Denison Park - Denison Park is a 32-acre community park located on the eastern edge of this neighborhood. It is somewhat removed from the residential neighborhood as it is bisected by Denison Parkway. The park was originally created in the early 20th Century but has been altered significantly over the years, (particularly when it was bisected by Denison Parkway/Route 352 in 1947-1950). The park provides recreational opportunities for the whole community and often for residents of other nearby communities. Recently a new sports complex was constructed with three new baseball diamonds and other facilities. The park includes sports fields, a sand volleyball court, basketball courts, playground equipment, a skate park, a pool for all ages and a separate children's wading pool, a pond and stream, walking paths and foot bridge, pavilions and other picnicking facilities.

Issues Raised at Neighborhood Assets Workshops

At the Neighborhood Assets Workshops, residents were generally positive about the state of their neighborhood. Many said that single-family homes are in good shape and were pleased to have some land available for new development. The neighborhood's larger housing was described as well constructed, and people saw a wide range of housing prices with family rental units available.

Residents cited many profitable businesses in the area and felt that churches and schools are strong neighborhood anchors. People felt that the City's public safety services were good, contributing to an overall feeling of safety. Most felt that the neighborhood's older homes are an important asset and liked that they are walking distance to excellent K-12 schools. The neighborhood has good daycare and after school programs. Denison Park is an important neighborhood and City amenity. Residents like the neighborhood's friendly, comfortable atmosphere and that many goods, services, and medical facilities are within walking distance.

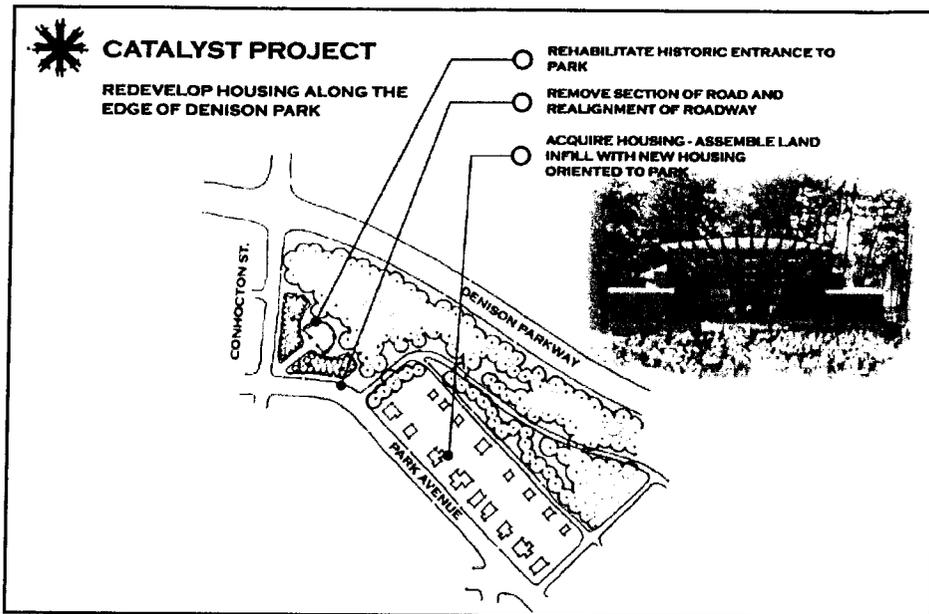
Residents were concerned that housing is becoming unaffordable and that space for new residential development is limited and felt that the limited development sites need to be used wisely. They want to ensure a supply of affordable housing in good condition. Many felt that the alleys need regular clean up. Some were concerned that apartment dwellers are not made to feel a part of the community. The need for more youth activities for older kids was mentioned repeatedly. While Denison Park is a strong amenity, it needs rehabilitation and better ongoing maintenance. Residents want the City to complete and extend the bike path and provide places for young children to ride bikes. Maintenance of large single-family homes and multi-family structures was a concern of many participants. Most said that sidewalks, water, sewer and roads all need work and that rental properties need appropriate parking.



Catalyst Project

Catalyst: Redevelop housing along the periphery of Denison Park into single-family housing that is oriented to and faces the park.

As Corning Incorporated continues its transition from traditional industry to high-tech industry, there is a shift in the type of housing demanded by employees. Because Corning Incorporated's historically industrial nature, housing that was occupied by the workforce was modest in character and is no longer always attractive to modern homebuyers. As a



result, the City has been passed over in favor of new housing in the outlying communities and suburbs. The City, however, has an opportunity to develop unique areas within it to attract all segments of the homebuyers market.

Also, in built-out communities like Corning, the existing tax base may not be able to support an increased demand for community services without increasing property taxes. It may be necessary to facilitate the redevelopment of some areas to continue to attract new residents and increase the community's property tax base.

For those reasons, the City of Corning should consider options for redeveloping areas in the City that may be attractive to new residents. In many cities, higher-end housing can be found around a private or public park. Corning has an excellent opportunity to develop its own park-oriented housing just beyond the park's boundary along the southwest corner of Denison Park. The drawing above demonstrates one option that would involve acquiring up to two blocks of existing structures to assemble a redevelopment site. New homes, oriented to Denison Park could then be constructed along the boundary of the park. The illustrated proposal would also remove and realign a small section of Park Avenue.

- Time frame:** Long Term
- Potential stakeholders/partners:** City of Corning, Corning Incorporated, residents, private housing developers
- Estimated Costs:**
 - Property Acquisition \$ 2,100,000
 - Properties site clearance (37) \$ 375,000
 - New Construction \$ 2,625,000
 - (15 half acre lots at \$175,000 per property)
- Potential Funding Sources:** Corning Incorporated, private developers, other private investors

Other Projects

Project 1: Denison Park Gateway at Cohocton and East Market Streets

The City's largest park, Denison Park, is located entirely within Neighborhood 8. The park's main entrance from Route 225 is framed by a stone and brick gateway. However only a modest sign marks the north entrance at Cohocton and East Market Streets. From certain angles of view this sign is obstructed by leafy vegetation during the spring and summer months. In addition, the appearance of the park's entrance is severely impacted by the City's use of the former little league ball field along East Market Street as a storage facility. The lack of any screening detracts from the park-like feeling that exists when one enters from the south gate.

The City should work towards enhancing this entrance into Denison Park. Enhancing this gateway should include improving the appearance of the former ball field either through a change in use or through screening. It should also include developing a formal gateway, similar in nature to the south gateway, that will indicate to visitors that they are transitioning into a special place. Such an entryway will more appropriately reflect the nature of this grand urban park as an oasis within the City. The potential impact of a formal gateway, lighting and landscaping improvements is demonstrated in the illustration on the following page.

Time frame: Short Term
Potential stakeholders/partners: City of Corning
Estimated Costs: \$ 150,000
Potential Funding Sources: NYS OHRP, NYS EPF

Project 2: Continue to add, upgrade and enhance facilities at Denison Park through a Facilities Improvement Plan

Denison Park is a focal point for the City of Corning. It currently presents many recreational opportunities and has the potential to serve even more of the community. To achieve a goal of increasing the park's use across the community, Denison Park would benefit from its own Facilities Improvement Plan.

Such a plan would outline community goals and objectives and would lay the framework for prioritizing and funding those projects. One part of the plan might be the installation of an amphitheater or bandstand to support performances in the park. Existing community feedback suggests that the City should also consider a concession area to serve park events. The Facilities Improvement Plan should also include other elements for upgrade and enhancement as determined by a community involvement process.

Time frame: Medium Term
Potential stakeholders/partners: City of Corning, residents
Estimated Costs: \$ 25,000 (for a master plan)
Potential Funding Sources: OHRP, City of Corning

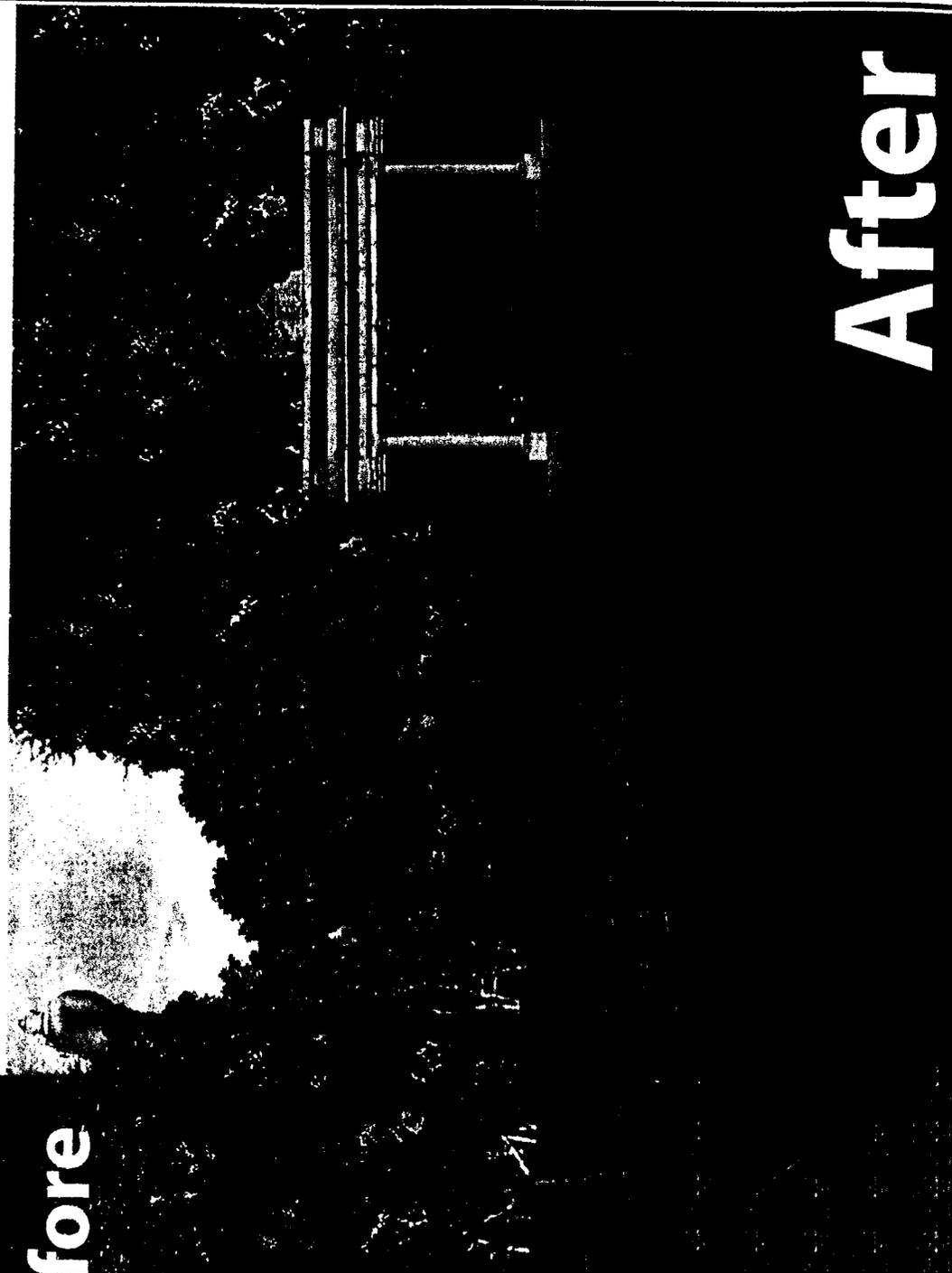


Dennison Park East Gateway

Before

- Mimic existing gateway along Dennison Parkway to create a unified identity.
- Install period lighting along the approach to the park's entrance.
- Plant trees around park perimeter to define park edges and to enhance park massing.

City of Corning



After