

# VILLAGE OF CANASTOTA, NY NY FORWARD PROGRAM

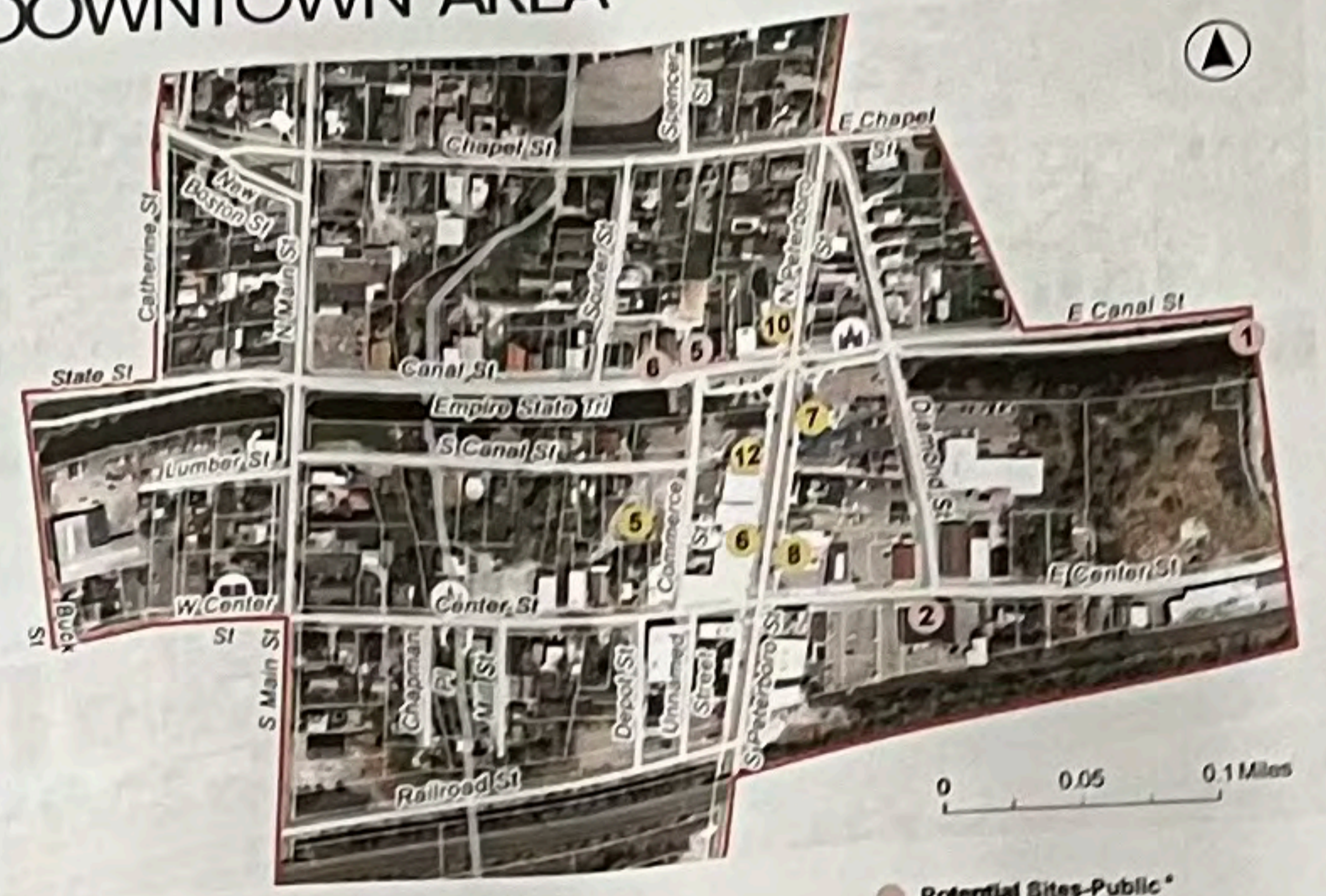
## VISIONING SESSION

### PROJECT STUDY AREA MAP



WHAT'S MISSING DOWNTOWN?  
"EVERYTHING!"

### DOWNTOWN AREA



- LEGEND**
- Study Region
  - Streets
  - Parks
  - Rivers and Streams
  - Schools
  - Parks and Cemeteries
  - Churches
  - Libraries
  - Potential Sites-Private
  - Potential Sites-Public
- Potential Sites-Private\***
- 1 Canastota Dairy Products Store
  - 2 International Boxing Hall of Fame
  - 3 ZEMA Ice Cream
  - 4 Erie Canal Craft Brewery (Proposal #1)
  - 5 Erie Canal Craft Brewery (Proposal #2)
  - 6 Karf's Custom Framing Building Renovations
  - 7 Renovation of Textures Hair Salon
  - 8 Renovations of The Magical Muse
  - 9 Renovation of 113 S. Peterboro Street for Mixed-Use Development
- Potential Sites-Public\***
- 1 North Canal Street Enhancements
  - 2 Canastota Fire House Enhancements
  - 3 Canastota Recreation Park
  - 4 Erie Canal History Station at Canastota
  - 5 Marketing, Branding and Signage
- \*These project ideas were identified in the village's application to demonstrate local potential and are provided for information. These ideas will not necessarily be on the list for funding consideration, as details may change. All project sponsors must submit an Open Call for Projects form to be considered for NYF funding, whether or not they were included in the village's application.

### TOP FIVE PRIORITIES

1. WE NEED MORE DESTINATION RETAIL
2. DTN NEEDS TO BE MORE "18 HOUR"
3. GREEN SPACES NEED IMPROVEMENTS
4. OUTSIDE ENTERTAINMENT
5. Canal Beautification + Clean up

What features draw people to downtown today?

LOVE

- SUMMER BIKE TOURS
- PARKS NEED IMPROVEMENT
- BOXING HALL OF FAME
- THE LIBRARY IS AWESOME!
- Canal Museum

What challenges should be addressed?

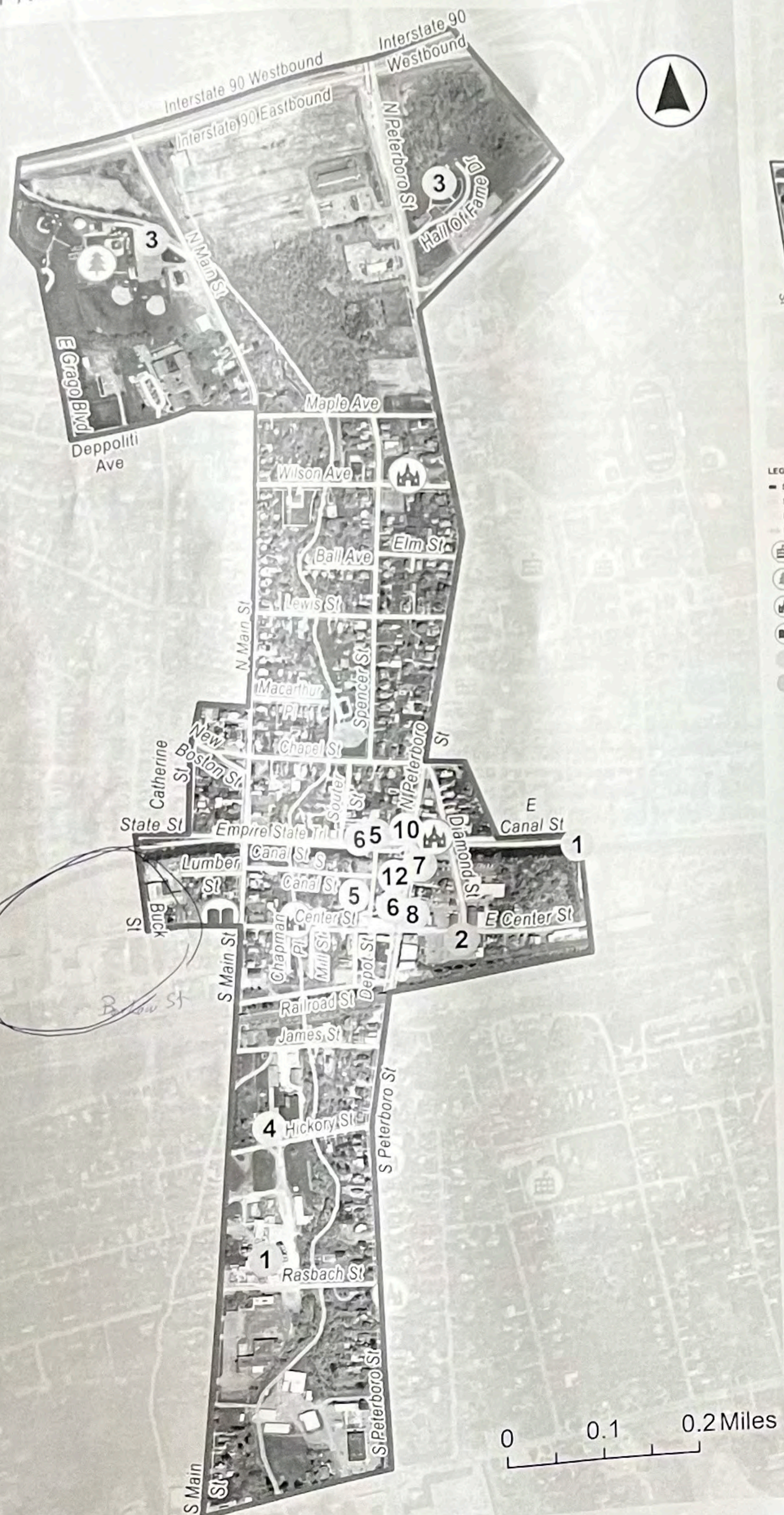
CC

- FEELS TOO MUCH LIKE A GHOST TOWN
- TOO MANY VACANCIES
- NO NIGHT LIFE
- Signage for tourism
- Parking/Walking

What opportunities exist for NY Forward to build on?

- MY HUSBAND AND I WOULD LOVE TO SEE A SIT DOWN AMERICAN STYLE RESTAURANT ... THAT'S OPEN LATE
- Canal Cleanup

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## TOP FIVE PRIORITIES

- CANAL STREET UPGRADES
- REC PARK
- ELDERLY & DISABLED HOUSING
- PUBLIC RESTROOMS
- 

**LOVE** What features draw people to downtown today?

Post office  
Bank  
Brew Pub  
Pharmacy  
Town Village Office

**CHALLENGES** What challenges should be addressed?

Need Public Bathrooms in core  
Flow downtown  
NO OUTDOOR CAFE'S NEAR CANAL  
PARKS  
RENTS  
SIDEWALK REHAB  
ELDERLY DISABLED HOUSING  
ESTABLISHED BUSINESSES  
IMPROVING CURB OFFICER  
READ - UNFRIENDLY TO OUTSIDERS + NEWCOMERS  
THROW OVER OF SMALL BUSINESSES IS A PROBLEM HERE  
MUSICAL HELP THEM STAY

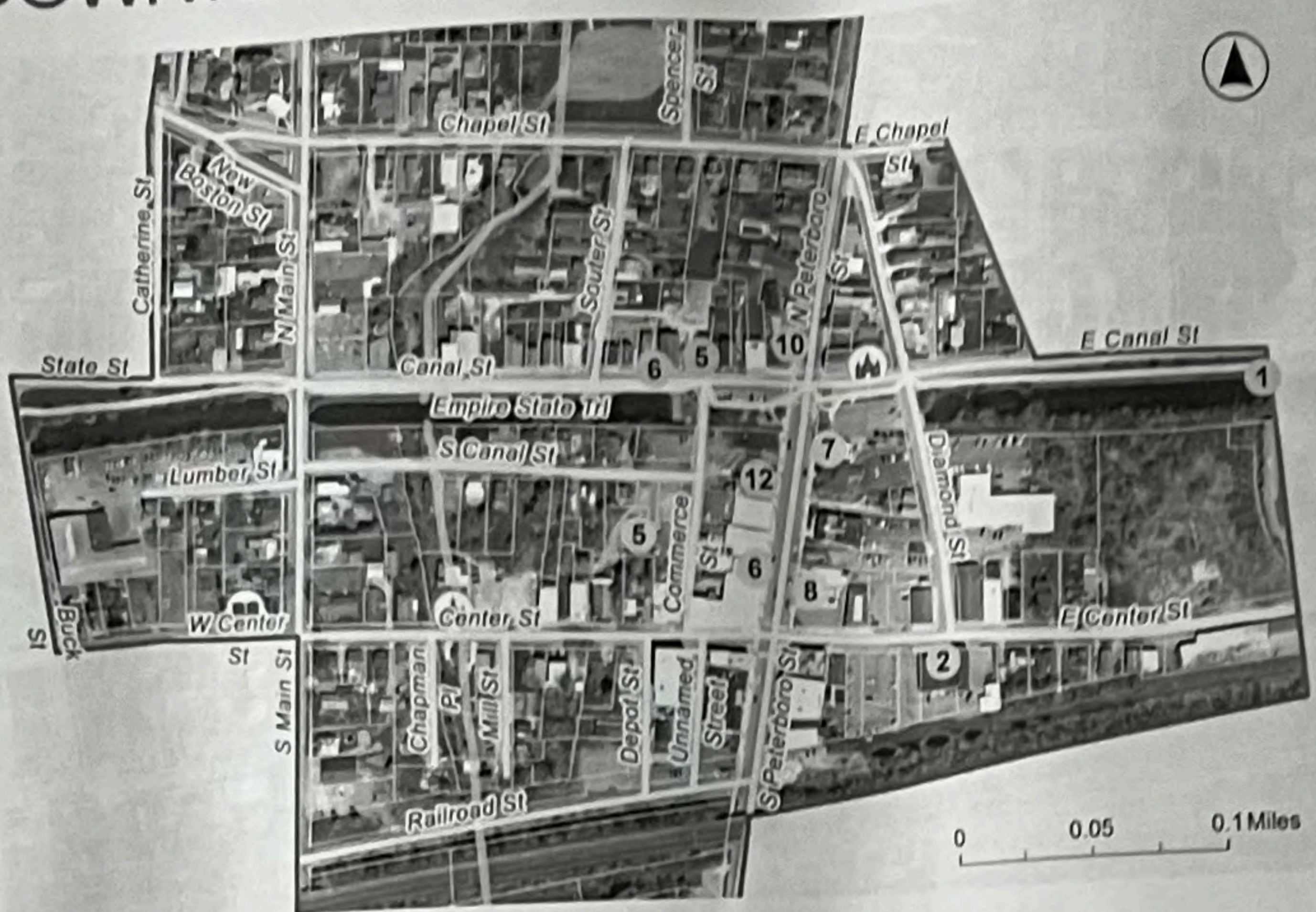
**OPPORTUNITY** What opportunities exist for NY Forward to build on?

ADD OUTDOOR CAFE'S NEAR CANAL  
Trail Amenities  
TRAIL HEAD POSTAL INCREASE + IMPROVEMENTS

## PROJECT STUDY AREA MAP



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## TOP FIVE PRIORITIES

1. CANAL STREET UPGRADES
2. Rec PARK
3. Elderly & Disabled Housing
4. Public RESTROOMS
- 5.

**LOVE** What features draw people to downtown today?

Post office  
Bank  
Brew Pub  
Pharmacy  
Town Village Office

**CC** What challenges should be addressed?

Need public Bathrooms in core  
Flow down  
NO OUTDOOR CAFE'S NEAR CANAL  
PARKS  
SIDEWALK REHAB  
SLOPELY DISABLED HOUSING  
ESTABLISHED  
INNOVATING CODE OFFICER  
READ: UNFRIENDLY TO OUTSIDERS + NEWCOMERS

**OPPORTUNITY** What opportunities exist for NY Forward to build on?

ADD OUTDOOR CAFE'S NEAR CANAL  
Trail Amenities  
TRAIL HEAD POSTED IN 2023 + 2024'S

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TOP FIVE PRIORITIES

1. Family focused
2. Community health
3. Recreation / Youth sports
4. Signage / wayfinding
5. emergency accessibility services

**LOVE** What features draw people to downtown today?

"Title Town"  
 HALL OF FAME  
 Community based  
 TRADITION  
 Supporting local  
 SAFE CANAL  
 WALKABLE  
 HISTORIC  
 SPORTS!

**CONCERN** What challenges should be addressed?

LETTING PEOPLE KNOW WHATS HERE  
 NEED WAYFINDING!  
 engage the youth and help them be proud!  
 NO ROUTINES small businesses - hyper specific for kids to do - not alot for kids to do need an outlet  
 parking areas  
 everywhere esp. festivals  
 LOSE BIZ TO CASINO + TO WALMART  
 VACANT BIZs  
 YOUTH SPORTS  
 HAVE OUTGROWN THEIR SPACES!  
 parking @ schools is lacking  
 emergency struggles when parking is overwhelmed  
 school locations when parking access

**OPPORTUNITY** What opportunities exist for NY Forward to build on?

GATEWAY SIGNAGE FOR HALL OF FAME TOP  
 Connecting REC spaces / green spaces / trails  
 existing REC park needs a major facelift  
 Support youth programs

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TOP FIVE PRIORITIES

1. Firehouse
2. Outdoor Tourism/Trails
3. Stability for commercial downtown businesses
4. Family Space/Unstructure kids play area
5. Attracting people to downtown from Thruway



What features draw people to downtown today?

- Erie Canal
- Towpath/Empire State Trail
- Post Office + Shops
- BHOF

LOVE



What challenges should be addressed?

- Spread knowledge to tourists of what's available in Canastota.
- Parking. Will the bank (Keybank) donate that to village for public parking?

CONCERN



What opportunities exist for NY Forward to build on?

- Erie Canal towpath use + cyclists
- Unique Shops + Businesses
- Walk of Fame - BHOF (sidewalk impression w/ map to tourists)

OPPORTUNITY