



Northern and Eastern Neighborhoods Brownfield Opportunity Area Pre-Nomination Study

East End Study Area – Vision Statement

The East End is a city within a city, which has its own definite and coherent sense of place, containing all the amenities and features that attract and support New Urban living, within a green setting that embraces a human scale.

It is a new kind of downtown that connects easily with other city neighborhoods and amenities, but does not rely on these to attract and support its own residents and businesses.

Draft Goals and Objectives for Discussion

Land Use and Development

Goal One: Create a vibrant mixed-use district along East Main Street.

Objectives could include...

- > Encourage residential uses above retail and commercial along East Main
- > Encourage infill development
- > Acquire, assemble and remediate vacant and underutilized properties along commercial corridors

Economic Development

Goal Two: Increase employment opportunities for East End that provide residents with “walk-to-work” opportunities.

Objectives could include...

- > Ensure the availability of mixed use and commercially zoned land to support existing businesses as well as providing diverse opportunities for new businesses to locate in the East End BOA
- > Conduct a feasibility study to assess demand for a low-tech incubator
- > Create an environment in the East End BOA that fosters the start-up, growth and expansion of business and industry
- > Develop trade school and start up space

Streetscape Enhancements

Goal Three: Enhance the visual character and identity of the East End neighborhood through a series of streetscape improvements.

Improvements could include...

- > Install gateway signage to create a sense of arrival into the City of Amsterdam
- > Establish an informational and way finding system of signage that contributes to the overall appearance and consistency of the BOA and provides visitors with directions to historic, natural and cultural resources
- > Install new street lighting
- > Upgrade sidewalks
- > Install public art (i.e., windmills)
- > Bury overhead utility lines
- > Plant street trees and landscaping
- > Install bus shelters
- > Create and implement design policies for new development along the primary commercial corridors

Quality of Life

Goal Four: Strive for a higher quality of life for East End residents and improve those elements most likely to attract businesses, young professionals and members of the creative class to the area.

Objectives could include:

- > Promote and preserve the City's natural, cultural and historic resources
- > Increase public access to the City's greatest natural resource – the Mohawk River waterfront
- > Encourage development of open space and greenways within the Study Area
- > Provide a diversity of homeownership and housing rehabilitation opportunities within the BOA
- > Develop a community center to serve needs of neighborhood adults and youth
- > Establish a neighborhood park with playground equipment
- > Celebrate cultural diversity