THE NEW UTICA IS ALL ABOUT
A CONCEPTUAL PLAN FOR THE UTICA ARTS, SPORTS & ENTERTAINMENT DISTRICT
THE ARTS, SPORTS & ENTERTAINMENT DISTRICT WILL REDEFINE THE EXPERIENCE OF DOWNTOWN Utica

PRESERVING OUR HISTORY WHILE PLANNING FOR FUTURE PROSPERITY.
CONCEPTUAL PLAN
OPTION 1
UTICA ARTS, SPORTS & ENTERTAINMENT DISTRICT

SITE PROGRAM CONCEPT 1

1. UTICA AUDITORIUM
2. AMERICAN CRAFT BEER MUSEUM
3. FARM TO FERMENT URBAN FARM
4. UTICA GAMING CENTER
5. PUBLIC PARKING
6. POND/ICE SKATING DESTINATION
7. INTERACTIVE PLAYGROUND
8. RETAIL/FOOD DESTINATIONS
CONCEPTUAL PLAN
OPTION 2
UTICA ARTS, SPORTS & ENTERTAINMENT DISTRICT

SITE PROGRAM CONCEPT 2

1. UTICA AUDITORIUM
2. NEXUS SPORTS COMPLEX
3. FARM TO FERMENT URBAN FARM
4. UTICA GAMING CENTER
5. PUBLIC PARKING
6. AMERICAN CRAFT BEER MUSEUM
7. INTERACTIVE PLAYGROUND
8. RETAIL/FOOD DESTINATIONS
UTICA ARTS, SPORTS & ENTERTAINMENT DISTRICT

CONCEPT 2
A GRAND VISION & IMPACT

A world-class museum and center celebrating the history, craftsmanship and entrepreneurship of craft beer (and related products) in America and throughout the globe. An international destination.

A high-design building and environment. A place that combines exhibition, education and on-site, real-world innovation and start-up incubation.

To be located in Utica – a nationally-recognized leader in the craft beer movement, dating to the 19th century. The project itself: an anchor to a new entertainment district in the city. Strategic location to other attractions in Capital Region, Central New York and Adirondacks.

A world-class center that reaches beyond regional footprint -- an attraction of national and international stature.

* Comp concept rendering
UTICA COMMONS CASINO
VIEW OF CASINO ENTRANCE FROM PARKING LOT
A VIEW DOWN A REVITALIZED WHITESBORO STREET TO THE NEW GAMING FACILITY AND IT'S PEDESTRIAN CROSSWAY TO THE ADJACENT UTICA AUDITORIUM.
PLACEMAKING
PROPOSED PUBLIC ART INSTALLATION FOR PUBLIC PLAZA ADJACENT TO BEER MUSEUM