

WELCOME

DOWNTOWN REVITALIZATION INITIATIVE

OPEN HOUSE

FEBRUARY 21, 2019

PLEASE SIGN IN



**Downtown
Revitalization
Initiative**



PROJECT SCHEDULE

LOCAL PLANNING COMMITTEE (LPC) MEETING #1				
WEDNESDAY, OCTOBER 10, 2018	~	1:00-3:00 PM	~	SARANAC FREE LIBRARY
LPC MEETING #2				
THURSDAY, NOVEMBER 8, 2018	~	1:00-3:00 PM	~	TOWN HALL AUDITORIUM
PUBLIC OPEN HOUSE 1: NOVEMBER 15-16, 2018			~	HOTEL SARANAC
LPC MEETING #3				
TUESDAY, DECEMBER 11, 2018	~	1:00-3:00 PM	~	TOWN HALL AUDITORIUM
LPC MEETING #4				
THURSDAY, JANUARY 10, 2019	~	1:00-3:00 PM	~	TOWN HALL AUDITORIUM
PUBLIC OPEN HOUSE 2: JANUARY 17, 2019			~	SARANAC FREE LIBRARY
LPC MEETING #5				
THURSDAY, JANUARY 24, 2019	~	1:00-3:00 PM	~	TOWN HALL AUDITORIUM
LPC MEETING #6				
THURSDAY, FEBRUARY 14, 2019	~	1:00-3:00 PM	~	TOWN HALL AUDITORIUM
PUBLIC OPEN HOUSE 3: FEBRUARY 21, 2019			~	SARANAC FREE LIBRARY
LPC MEETING #7				
THURSDAY, MARCH 14, 2019	~	1:00-3:00 PM	~	TOWN HALL AUDITORIUM



DRI PROCESS

COMMUNITY & LPC SELECTION

- ✓ | Saranac Lake application submitted to REDCs through website portal [June 2018]
- ✓ | REDCs review & nominate one community in each region [July 2018]
- ✓ | Governor announced Saranac Lake DRI award of \$10 million in assistance for planning and projects [August 2018]
- ✓ | DRI Team established with State Planners, Local Planning Committee, & Consultants [August 2018]

Each of the ten Regional Councils reviewed applications from communities and nominated one area for the DRI program. State agency staff worked with local officials and Regional Council members to identify stakeholders and community representative to serve on the Local Planning Committee (LPC). The Secretary of State issued invitations to participate as LPC members.

PREPARATION OF THE STRATEGIC INVESTMENT PLAN

- ✓ | DRI Area vision confirmed, goals & strategies identified [Winter 2018]
- ➔ | Public & other stakeholders engaged throughout DRI process [In Progress]
- ➔ | Projects identified & vetted by the local committee & public [In Progress]
- ➔ | DRI Strategic Investment Plan written by consultants with LPC & public input and submitted to the State [In Progress]

The DRI Team is working to confirm the community vision identified in the DRI application. Local assets and opportunities are being examined, and additional analysis is being performed, to help establish goals for the DRI Area and identify strategies for achieving those goals. Key projects will be identified to advance the vision/goals and leverage additional investment.

PROJECT IMPLEMENTATION

[Est. Summer 2019]

- Projects from each community evaluated by the State & selected for funding
- Governor announces selected projects
- DOS/HCR/ESD or other agency/authority works with project sponsors to execute grant agreements

Projects recommended for DRI funding in the Strategic Investment Plan will be evaluated by the State and projects selected for funding will be announced by the Governor. State staff will work with project sponsors to execute project agreements and manage DRI contracts.

ADDITIONAL INFORMATION

Additional information about the Downtown Revitalization Initiative may be found on the DRI website at www.ny.gov/dri. Find FAQs, a link to the program guidebook, the DRI Three press release, and information about prior rounds of the DRI.

Each DRI community has a page on the website which includes the winning application, meetings and meeting materials, and a comment function.



GOALS & STRATEGIES

The LPC has drafted a series of five goals to help the Village of Saranac Lake achieve the community’s vision for downtown revitalization. Which of these goals is most important to you? And how can these strategies take advantage of the community’s strengths and assets? *Please leave us your comments!*

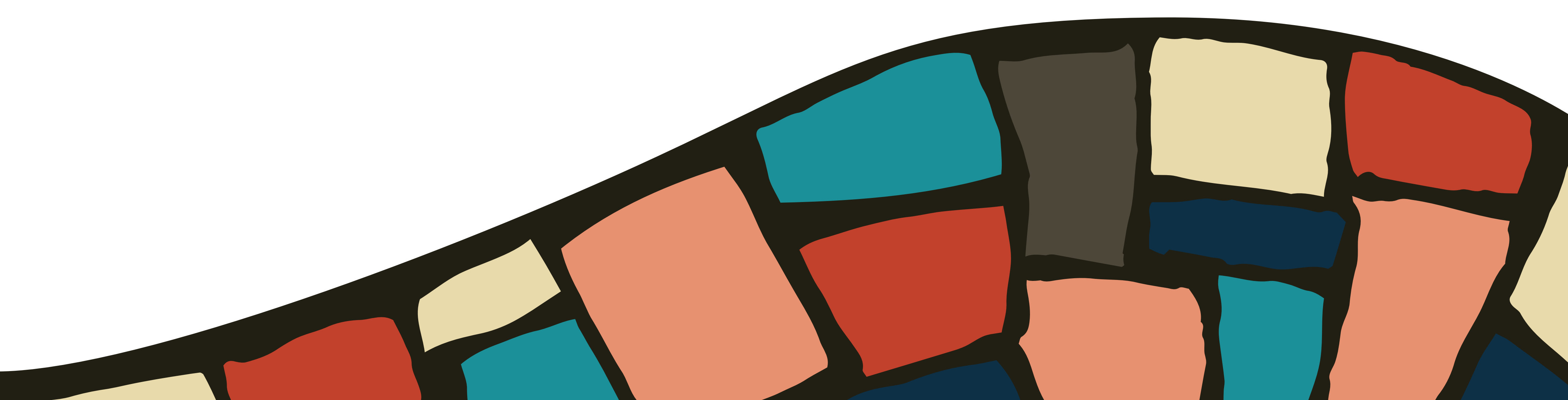
PROSPERITY

Create a downtown environment that attracts new private and public investment, that attracts workers and where a diverse range of locally-owned businesses flourish.

- Attract and support entrepreneurs to create new employment opportunities for the next-generation workforce.
- Encourage redevelopment of priority areas to accommodate a mix of commercial and office development.
- Encourage public-private partnerships.
- Develop and implement downtown revitalization tools such as a business improvement district and small business loan and/or grant fund to drive continued investment Downtown.
- Nurture a business environment that offers opportunities for locally-owned businesses and residents from all walks of life.

DESTINATION

Make downtown a premier regional destination for entertainment, art, culture, shopping and dining for residents, workers and travelers.

- Attract and support the establishment of new arts, culture, and entertainment venues and events for residents and visitors of all ages, incomes and interests.
 - Support existing signature community events and activities.
 - Develop new and support existing programs and events that provide opportunities for people to remain in downtown in the evening and on the weekends.
 - Expand and enhance waterfront amenities that improve access to and enjoyment of the abundant water resources in downtown, including the Riverwalk and other public parks.
 - Support the “Decidedly Different” tourism promotion and a marketing program that highlights the creative community, shopping, dining, and outdoor recreation.
 - Achieve and maintain a balanced mix of businesses and organizations that attract visitors and provide necessary goods and services to regional residents.
- 



GOALS & STRATEGIES

(CONTINUED)

The LPC has drafted a series of five goals to help the Village of Saranac Lake achieve the community’s vision for downtown revitalization. Which of these goals is most important to you? And how can these strategies take advantage of the community’s strengths and assets? *Please leave us your comments!*

URBAN DESIGN

Capitalize on downtown’s unique and attractive design by enhancing historic architecture and building scale, form, context, a mix of uses, the streetscape, parks and access to the Saranac River.

- Maintain the historic character of downtown by promoting preservation and restoration of historic buildings.
- Support placemaking by investing in public streetscapes and parks to promote an attractive, walkable, dynamic downtown.
- Implement public art projects that are consistent with Saranac Lake brand message.
- Utilize green infrastructure and green building techniques to create a more sustainable downtown.

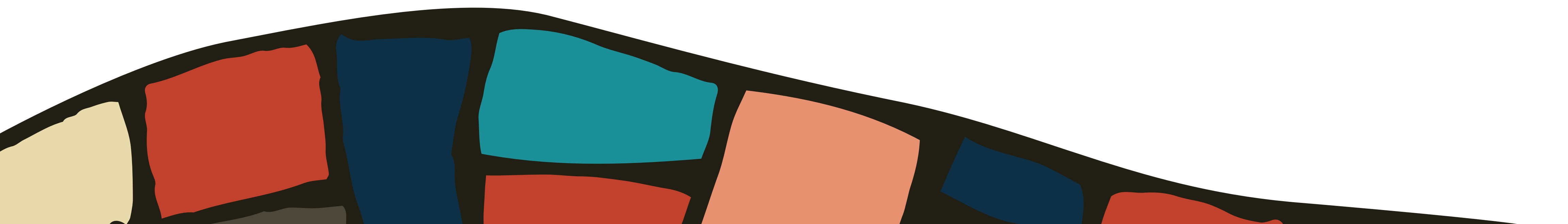
CONNECTIVITY

Strengthen year-round multi-modal connections between downtown amenities and attractions to surrounding neighborhoods, natural areas and to other communities with high-quality infrastructure.

- Identify, prioritize and correct accessibility barriers within downtown.
- Ensure that bike and pedestrian routes link and connect neighborhoods, employment centers, amenities and attractions.
- Enhance visual and pedestrian connections to Upper Broadway and Depot area from the rest of downtown.
- Invest in streetscape improvements that will promote walkability and increase safety for all ages and abilities.
- Expand wayfinding to circulate people throughout the entire downtown and surrounding areas.

LIVABILITY

Enhance and maintain downtown as a complete neighborhood where a range of services, amenities, and housing options provide a desirable lifestyle.

- Support the creation of quality market rate and workforce housing that serves year-round residents and supports continued employment growth.
 - Diversify housing options downtown including range of affordability and type.
 - Support rehabilitation of existing single- and multi-family housing in neighborhoods adjacent to downtown.
 - Adopt and enforce policies that help improve downtown livability.
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PROJECT CATEGORIES

It is expected that the majority of DRI funds will be used for capital projects that will transform the physical environment of the downtown in ways that will benefit current residents and future generations. However, certain non-capital projects will also be considered to the extent that they will contribute to the revitalization of the downtown and are consistent with the community’s vision and goals. Projects will generally fall into the following categories:

PUBLIC IMPROVEMENT PROJECTS

These may include infrastructure projects such as broadband and other communications connectivity, storm water, green infrastructure, streetscape improvements, transportation, recreational trails, parking, signage, open space improvements; public art; and other public realm projects that will contribute to revitalization of the downtown.

NEW DEVELOPMENT AND/OR REHABILITATION OF EXISTING DOWNTOWN BUILDINGS


Projects in this category may include development or redevelopment of real property for mixed-use, commercial, residential, or public uses.

REVOLVING LOAN FUND OR GRANT

Examples of activities that could be funded through a revolving loan fund and/or grant fund include façade improvements, residential improvements, public art and public realm improvements, and physical improvement to existing and/or vacant commercial space. Projects that are significant, such as new construction, should not be proposed for a revolving loan and instead should be proposed as their own individual project.

BRANDING AND MARKETING

Examples include downtown branding and marketing projects that may target residents, investors, developers, tourists, and/or visitors. The costs eligible under this category must be one-time expenses, such as those to develop materials and signage. Ongoing operational costs, such as to fund a downtown manager or maintain a website, are not eligible for DRI funding.



SARANAC LAKE

adirondacks.usa

DOWNTOWN REVITALIZATION INITIATIVE

DRAFT RECOMMENDED PROJECTS

Legend



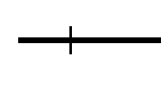
DRI Project Area



Local Street



State Routes



Railroad



C - Active Transportation



D - Woodruff Street



Public Improvements

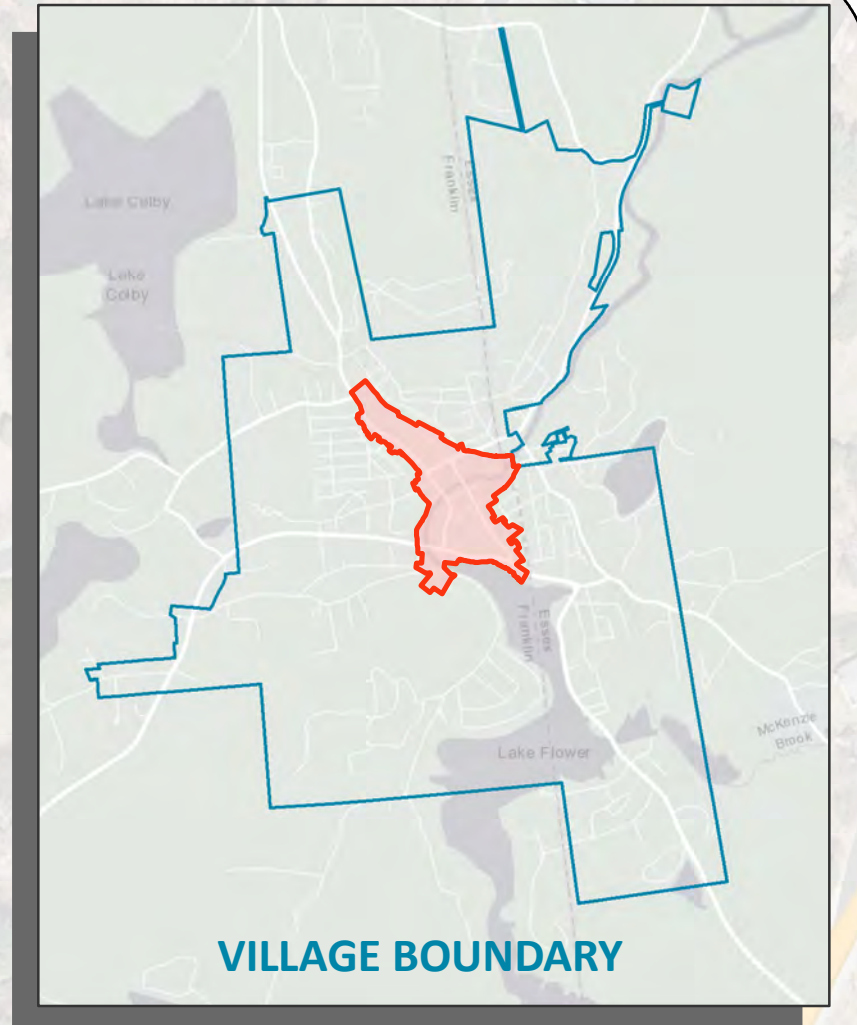


New Development &
Rehabilitation of
Downtown Buildings



0 250 500 Feet

Sources:
Esri, NYS ITS,
Village of Saranac Lake



DRAFT

Public Improvements

- A Extension of Depot Street
- B Gateways, Streetscapes & Parks
- C Active Transportation
- D Woodruff Street Improvements
- E Saranac Lake Whitewater Park
- F Downtown Art Installation**

New Development & Rehabilitation of Downtown Buildings

- G BlueSeed Studios
- H Play ADK
- I Bitters & Bones Expansion
- J Tops Friendly Market
- K Nori's Pocket Park
- L Pendragon Theatre Relocation
- M Historic Saranac Lake
- N T. F. Finnigan's
- O Coulter Block
- P Black Mountain Architecture
- Q 133 Broadway
- R Main Street Incubator**

Revolving Grant & Loan

- S Energize Downtown Fund**

Branding & Marketing

- T Implement Branding & Marketing**




** Projects not mapped/ not location specific

PRELIMINARY PROJECTS

The LPC is currently reviewing each of the following projects for potential implementation. We will continue to work with applicants to determine whether their proposed projects are consistent with the goals of the program, eligible for DRI funding, and ready to implement.

PUBLIC IMPROVEMENT PROJECTS

GATEWAY STREETSCAPES & PARK ACCESS

MAP ID	TITLE/ID#	SPONSOR	LOCATION	DESCRIPTION	PROJECT COST	DRI REQUEST	PROJECT IMAGE
B	Berkeley Green Park and Streetscape Improvements (A06)	Village of Saranac Lake	Berkeley Green Park	Improvements to Berkeley Green Park, including a new public restroom, bike and pedestrian amenities, a new stairwell to the neighborhood pocket park and landscaping.	\$629,271	\$629,271	
	Ward-Plumadore Park Improvements (A10)	Village of Saranac Lake	Ward-Plumadore Park	Improvements to Ward Plumadore Park, including two terraced plazas, decorative paving, landscaping improvements and the foundation for new public art installations.	\$407,519	\$407,519	
	William Morris Park Improvements (A11)	Village of Saranac Lake	William Morris Park	Enhancements to the park entrance to showcase the park as an important destination within downtown.	\$171,556	\$171,556	
Gateway Streetscapes & Park Access Subtotals					\$1,208,346	\$1,208,346	

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PUBLIC IMPROVEMENT PROJECTS

ACTIVE TRANSPORTATION & MOBILITY





MAP ID	TITLE/ID#	SPONSOR	LOCATION	DESCRIPTION	PROJECT COST	DRI REQUEST	PROJECT IMAGE
C	Church Street Streetscape Improvements (A01)	Village of Saranac Lake	Church Street	Improvements to a key intersection at Church and Woodruff Streets to enhance pedestrian safety and overall landscape. Elements include crosswalks, street trees and pedestrian signal lighting.	\$754,816	\$754,816	
	Dorsey Street Parking Lot Redesign Improvements (A02)	Village of Saranac Lake	Dorsey Street	Redesign of the Dorsey Street Parking Lot to enhance a primary parking facility downtown. This project includes enhanced Riverwalk access and complements the rear façade improvements planned for buildings along Main Street.	\$451,994	\$451,994	
	Riverwalk Completion (A04)	Village of Saranac Lake	Riverwalk	Completion of the final two sections of the Riverwalk and improvements to existing sections, including artwork installations and landscaping.	\$802,185	\$652,186	
	Broadway and Main Urban Forestry Project (A07)	Village of Saranac Lake	Main & Broadway	Implementation of an urban forestry program to improve the Broadway and Main Street streetscapes.	\$56,843	\$56,843	
Active Transportation & Mobility Subtotals					\$2,065,838	\$1,915,839	

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PUBLIC IMPROVEMENT PROJECTS

OTHER PUBLIC IMPROVEMENTS

MAP ID	TITLE/ID#	SPONSOR	LOCATION	DESCRIPTION	PROJECT COST	DRI REQUEST	PROJECT IMAGE
A	Extend Depot Street to Activate the Historic Depot Area (A12)	Village of Saranac Lake	Depot Street	Extension of Depot Street to activate the historic Depot area and create a new connection to downtown destination.	\$1,478,000	\$1,356,000	
D	Woodruff Street Urban Design and Streetscape Project (A-W)	Village of Saranac Lake	Woodruff Street	Transformation of the Woodruff Street corridor to enhance the streetscape, bike and pedestrian safety and improve connections to key downtown destinations. Elements include new sidewalks, on-street parking, high-visibility crosswalks, undergrounding overhead utility lines, street trees, pedestrian scale lighting and an attractive visual feature (archway or string lights)	\$2,568,664	\$1,993,664	
E	Development of the Saranac Lake Whitewater Park (B18)	ADK Action	Saranac River	Development of a whitewater park on the Saranac River to provide a new recreation destination downtown.	\$453,229	\$410,616	
F	Downtown Art Installation (A14)	Village of Saranac Lake	N/A	Implementation of art installations in priority areas of downtown.	\$200,000	\$200,000	
Other Public Improvements Subtotals					\$7,974,077	\$7,084,465	

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NEW DEVELOPMENT AND/OR REHABILITATION OF EXISTING DOWNTOWN BUILDINGS

MAP ID	TITLE/ID#	SPONSOR	LOCATION	DESCRIPTION	PROJECT COST	DRI REQUEST	PROJECT IMAGE
G	Making Arts Accessible at BluSeed Studios (B41)	BluSeed Studios	24 Cedar Street	Construction of an ADA accessible elevator in the existing BluSeed Studios, enabling improved accessibility to the multi-purpose art center.	\$281,000	\$250,000	
H	Creation of Play ADK: A Children's Museum (B24)	Play ADK	33 Depot Street	Development of Phase 1 for a children's museum and renovation of an industrial space in the Depot Street area.	\$2,193,047	\$993,054	
I	Expansion of Bitters & Bones Brewery and Beer Garden (B38)	Cook & Stumpf, LLC	65 Broadway	Expansion of a downtown restaurant and tavern to accommodate the Village's first brewery and beer garden.	\$740,000	\$381,500	
J	Tops Friendly Market Renovation (B14)	Saranac Lake Center LLC	156 Church Street	Renovation of the exterior of Tops Friendly Market located downtown.	\$837,000	\$250,000	

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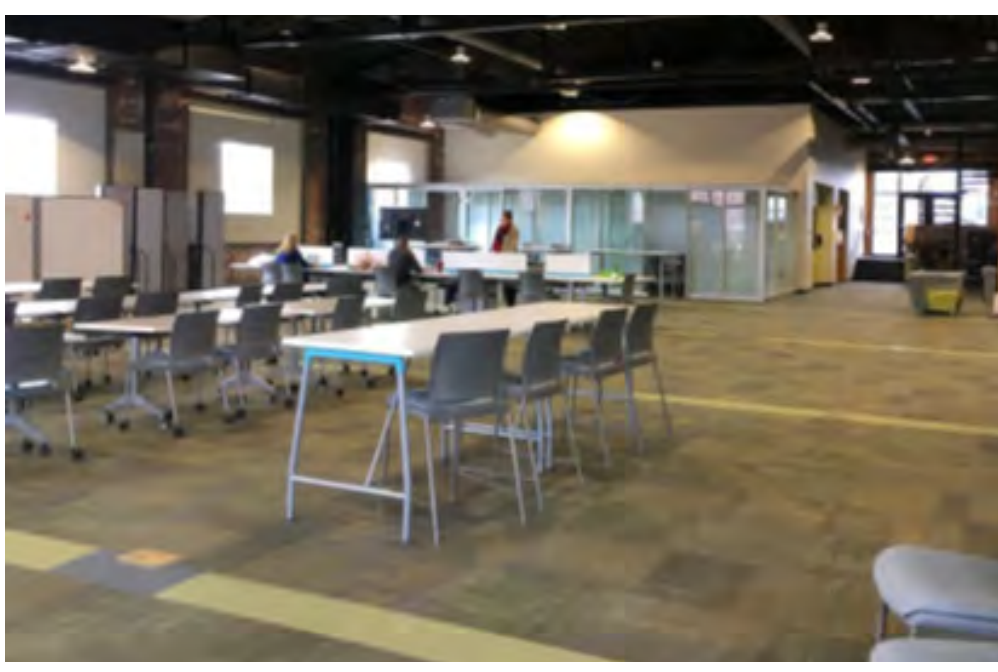
NEW DEVELOPMENT AND/OR REHABILITATION OF EXISTING DOWNTOWN BUILDINGS

MAP ID	TITLE/ID#	SPONSOR	LOCATION	DESCRIPTION	PROJECT COST	DRI REQUEST	PROJECT IMAGE
K	Creation of Nori’s Pocket Park (B33)	Andy Keal & Heidi Kretser	138 Church Street	Construction of a pocket park to complete the final phase of the expansion of Nori’s Village Market and improve the streetscape at Church and Woodruff Street.	\$143,000	\$133,000	
L	Relocate and Expand Pendragon Theatre (B03)	Pendragon Theatre	56 Woodruff Street	Expansion and relocation of Pendragon Theater to accommodate a larger, state-of-the-art performing arts space in the heart of downtown.	\$6,550,000	\$2,500,000	
M	Expansion of Historic Saranac Lake Museum at the Trudeau Building (B15)	Historic Saranac Lake Museum	118 Main Street	Expansion of the museum to 118 Main Street and renovation of the National Register listed building, the former home of Dr. Edward Livingston Trudeau.	\$914,423	\$325,000	
N	Revitalization of T.F. Finnigan Building (B39)	Williams Brothers Holdings, LLC	79 Main Street	Renovation to the rear façade of the T.F. Finnigan building facing the Dorsey Street Parking Lot and Riverwalk.	\$445,450	\$219,250	

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NEW DEVELOPMENT AND/OR REHABILITATION OF EXISTING DOWNTOWN BUILDINGS

MAP ID	TITLE/ID#	SPONSOR	LOCATION	DESCRIPTION	PROJECT COST	DRI REQUEST	PROJECT IMAGE
O	Removate Coulter Block at 76-84 Main Street (B02)	ADK Real Property LLC	76-84 Main Street	Renovation of the interior and exterior of the historic Coulter Block in the Berkeley Square Historic District.	\$499,660	\$250,017	
P	Expansion of Black Mountain Architecture (B01)	Jesse Schwartzberg	16 Academy Street	Expansion of existing business to support a downtown architecture firm and create job opportunities.	\$460,000	\$184,000	
Q	Construct 133 Broadway Apartments (B26)	135 Broadway Apartments, LLC	133 Broadway	The project involves the construction of a new, four-story mixed-use building on a vacant parcel in Upper Broadway. The new 10,000 sq. ft. building will provide ground floor commercial space and three floors of apartments for a total of nine new residences.	\$1,998,000	\$822,500	
R	Main Street Incubator (B21)	Franklin County LDC	TBD	Establishment of an entrepreneurial business center and renovation of downtown commercial space to spur small business development.	\$656,500	\$400,000	
New Development and Rehabilitation Subtotals					\$15,717,080	\$6,708,321	

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REVOLVING LOAN FUND OR GRANT

MAP ID	TITLE/ID#	SPONSOR	LOCATION	DESCRIPTION	PROJECT COST	DRI REQUEST	PROJECT IMAGE
S	Energize Downtown Fund (C01)	Franklin County LDC	N/A	This fund will provide matching grant funds for commercial and mixed-use properties for building improvements, site upgrades, commercial buildouts and rent subsidies.	\$1,200,000	\$600,000	

BRANDING AND MARKETING

MAP ID	TITLE/ID#	SPONSOR	LOCATION	DESCRIPTION	PROJECT COST	DRI REQUEST	PROJECT IMAGE
T	Implement Branding/Marketing Program (D01)	Village of Saranac Lake	N/A	Implementation of branding and marketing to promote Saranac Lake as a “decidedly different” destination within the Tri-Lakes region.	\$385,000	\$250,000	