



VILLAGE OF SARANAC LAKE

NORTH COUNTRY REGIONAL ECONOMIC DEVELOPMENT COUNCIL

DOWNTOWN REVITALIZATION INITIATIVE

STRATEGIC INVESTMENT PLAN

MARCH 2019



**Downtown
Revitalization
Initiative**

VILLAGE OF SARANAC LAKE DOWNTOWN REVITALIZATION INITIATIVE

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TABLE OF CONTENTS

Foreword

Executive Summary i

Section I - Downtown Profile and Assessment I-1

Overview..... I-1
DRI Boundary I-4
Local Planning I-6
Critical Issues and Challenges I-18
Advantages and Opportunities I-19
Physical Characteristics I-20
Demographics and Socio-Economic Characteristics I-37
Housing..... I-38
Market Analysis..... I-40

Section II - Community Vision, Goal and Strategies II-1

Vision..... II-1
Goals and Strategies..... II-2

Section III - Downtown Management and Implementation Strategy III-1

Downtown Management and Implementation Strategy III-1

Section IV - Public Involvement IV-1

Introduction IV-1
Local Planning Committee IV-2
Public Open Houses IV-6
Information Pop-up Stations..... IV-10
Stakeholder Meetings IV-11
Online Community Values Survey IV-11
Youth Outreach IV-12
Digital Outreach IV-13

Section V - Projects Proposed for DRI Funding V-1

Overview..... V-1
Projects Proposed for DRI Funding Summary Map..... V-3
Project Summary Table V-4
Project Profiles..... V-8
Additional Projects for Other Funding Sources..... V-157

LIST OF FIGURES

Figure i-1. DRI Boundary	v
Figure I-1. Regional Context	I-2
Figure I-2. Downtown Walkability	I-3
Figure I-3. DRI Boundary	I-5
Figure I-4. Existing Land Use	I-21
Figure I-5. Zoning	I-23
Figure I-6. Utilities	I-25
Figure I-7. Public Ownership.....	I-27
Figure I-8. Parks and Recreation.....	I-29
Figure I-9. Historic Resources	I-31
Figure I-10. Arts and Culture	I-32
Figure I-11. Transportation: Functional Class	I-34
Figure I-12. Environmental Features	I-36
Figure I-13. Public Versus Private Sector Employment for Saranac Lake	I-37
Figure I-14. Median Home Sale Price	I-38
Figure I-15. Saranac Lake 45-minute Drivetime Zone	I-44
Figure V-1. Projects Summary Map	V-3

LIST OF TABLES

Table i. Projects Proposed for DRI Funding.....	ix
Table I-1. Land Use	I-20
Table I-2. Zoning	I-22
Table I-3. Property Ownership	I-26
Table I-4. Annual Daily Traffic Counts.....	I-33
Table I-5. Population	I-37
Table I-6. Poverty Status.....	I-37
Table I-7. Population Growth.....	I-37
Table I-8. Household Spending 30% or More on Housing Costs	I-39
Table I-9. Key Indicators	I-44
Table V-1. Project Evaluation Criteria	V-2
Table V-2. Projects Summary Table.....	V-4
Table V-3. Additional Projects Supported by the LPC	V-156

FOREWORD



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The DRI is much more than a \$10 million grant award. It serves a broader agenda for revitalization, growth, and transformation in ways that reflect the collective reimagining of the downtown and provides funding to help achieve that vision with a higher quality of life, amenities, and connection of place and community. The plans and projects also are intended to leverage additional public and private investments within and near the downtown, building upon the regional economic growth supported by the REDCs. To fully leverage the impact of the DRI, Local Planning Committees identify projects that total in excess of the available DRI funds to ensure a continued pipeline of projects in the event that alternative funding becomes available or projects drop from consideration. The most transformative and catalytic projects identified by the community will receive DRI funding.

With the assistance of the State, leadership from within the communities, and public and private investors, these communities are becoming vibrant centers where people want to live, work, experience life, and raise families. This high quality of life is a key driver of where businesses decide to locate.



Downtown Revitalization Initiative

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EXECUTIVE SUMMARY





EXECUTIVE SUMMARY

INTRODUCTION

Saranac Lake is an *authentically Adirondack* and *decidedly different* community with deep ties to its historic past and abundant opportunities for the future. The Village has a distinct urban core, nestled among the picturesque Adirondack Mountains with a walkable downtown which offers a vibrant arts and cultural community, a variety of local businesses, shops and restaurants all with easy access to some of the most sought-after recreational resources in the Northeast.

As the North Country Region’s Round Three Downtown Revitalization (DRI) winner, the Village, its business owners and residents are fully immersed in the successful revitalization of downtown. The DRI Strategic Investment Plan will catalyze and build on the momentum for revitalization already underway in the community.

The Local Planning Committee (LPC) with input from the community recommends 19 projects for DRI investment within four categories: Public Improvements, New Development and Rehabilitation of Downtown Buildings, Revolving Loan and Grant Fund, and Branding and Marketing.

Together, these projects will continue the success of this regional downtown destination anchored with cultural and recreational experiences as well as numerous entertainment and restaurant options, supported by creative local entrepreneurs and connected by a network of treelined streets, the Saranac Riverwalk and public spaces that reflect what is unique about downtown Saranac Lake.

These projects represent a DRI request of \$14.5 million with a combined value of nearly \$24 million, leveraging nearly \$10 million in local investment. Up to 41 new full-time jobs and 21 part-time jobs are expected as a result of existing business expansion, relocation of key cultural destinations, and rehabilitation of historic downtown buildings increasing the supply of quality office space to support local entrepreneurs.

VISION

Saranac Lake is a place that's **authentically Adirondack** and **decidedly different**. At first glance, it's a **historic village** where the lakes and mountains are as accessible as they are beautiful.

A closer look reveals a **downtown with an urban vibe** where **creative energy** flows freely. **Art, music, volunteerism and healthy living** help define the culture of this inspiring place. Together with its proximity to abundant recreational opportunities, downtown provides people with a dynamic small-town experience that **complements the natural surroundings** of the Adirondack Park.

Downtown Saranac Lake is a social, commercial and cultural hub that connects surrounding communities. Well-designed public and private spaces as well as unique amenities support a safe, walkable and livable downtown attracting residents, visitors and creative entrepreneurs. A carefully executed strategic plan for downtown Saranac Lake will provide sustainable opportunities to **enhance the quality of life** for residents, **expand business opportunities**, and support a **thriving and resilient community**.



Looking southeast down Broadway

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 throughout the year.
- 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.

Development of Vision, Goals and Strategies

The Vision for downtown Saranac Lake, supported by Goals and Strategies, was developed by the DRI Local Planning Committee with public input to guide the Strategic Investment Plan priorities and selection of DRI projects. The Vision captured the community's desire to facilitate the next chapter of downtown Saranac Lake's revitalization journey. 5 goals and 24 strategies support the Vision Statement.

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.
- Support rehabilitation of existing single- and multi-family housing in neighborhoods adjacent to downtown.
- Adopt and enforce policies that help improve downtown livability.

DRI BOUNDARY



FIGURE i-1. DRI BOUNDARY

The DRI boundary covers approximately 110 acres in the heart of the Village of Saranac Lake. The Village lies within two counties and three towns including the Town of Harrietstown in Franklin County and the Towns of St. Armand and North Elba in Essex County. Most parcels within the DRI area are within the Town of Harrietstown, with just two vacant residential parcels near the eastern limit falling within the Town of North Elba.

ISSUES AND CHALLENGES

High poverty levels and older housing inventory are critical challenges that have been identified through an evaluation of current socio-economic and demographic trends for the Village and the downtown. Specifically, critical issues and challenges are as follows:

- The median household income within the DRI study area is nearly 26% lower than the Village as a whole. This indicates that those residents living downtown have fewer resources for basic living and may have fewer resources to support local downtown businesses.
- Poverty levels within the Village in 2013 were higher than the New York State poverty levels. High poverty levels within the Village impact the quality of life for residents.
- Over 63% of homes in Saranac Lake were built prior to 1939, presenting challenges related to costly home renovations, upgrades and utility costs. Quality housing with modern amenities will be necessary to support continued growth of downtown.
- Vacant and underutilized spaces (both residential and commercial) have been identified in the downtown. These may include underutilized upper level spaces.
- Concerns have been raised through public engagement about the impact of short-term rentals on the availability of quality of housing for local residents
- With high poverty rates, expanding opportunities for lodging and more overnight stays downtown will be necessary to help support local small businesses to ensure longevity and growth potential.
- Limited rental income (both residential and commercial) combined with high construction costs are impeding investments and upgrades in existing buildings.



Former train station along Depot Street

OPPORTUNITIES AND ADVANTAGES

Saranac Lake is a community ready to build upon past successes, current initiatives and future investment in the downtown. The following are key advantages and opportunities for the Village and downtown:

- Saranac Lake has a strong sense of community that creates an immediate sense of place. Unique community-sponsored local events throughout the year are an attraction to visitors from the region and provide an opportunity for the Village to showcase all it has to offer.
- Past planning efforts and implementation over time by the Village and various partners have laid a solid foundation for the continued downtown revitalization.
- The ability to not only view the Adirondack wilderness, but also experience it creates opportunities for visitors to have the authentic experience many search for, while also having the amenities of a small, active urban downtown.
- Saranac Lake has experienced a population growth of 10.5% in recent years (2000-2016) while Essex and Franklin Counties have experienced slight population decreases. This indicates growth is occurring within urban centers, which will continue to support the momentum of downtown revitalization.
- Transformational projects are already completed (Hotel Saranac) or underway in the downtown, spurring additional activity and private investment in downtown to modernize commercial and residential spaces, restore historic features and accommodate new business creation.
- The entrepreneurial spirit is strong in Saranac Lake with several locally-owned small businesses opening recently.
- The Village is home to several anchor institutions and major employers in the region such as the Saranac Lake Central School District, North Country Community College, St. Joseph's Addiction Treatment & Recovery Center, Hotel Saranac, and Citizen Advocates, Inc.
- The Village attracts people from beyond its borders, including consumers from throughout the Tri-Lakes Region, seasonal residents and tourists.
- Public investments in the downtown in the form of parks, streetscape improvements and the Riverwalk enhance the downtown experience for residents and visitors.

COMMUNITY ENGAGEMENT

Community engagement is a critical component to the successful revitalization of downtown Saranac Lake. The Village and LPC committed to ensuring that a broad range of public support informed the development of the DRI Strategic Investment Plan. Throughout the duration of the planning process, the Village, LPC and the project team received input from a wide variety of key stakeholders, including business owners, residents, tourists, students, land owners, village staff and local officials. To guide the public engagement process, a Community Engagement Plan was developed which outlines the engagement methods utilized throughout the duration of the DRI. Engagement activities that took place during the DRI planning process include:

- Public open houses (3)
- Monthly LPC meetings (7)
- Stakeholder group discussions (6)
- Information pop-up stations (6)
- Online community values survey
- Youth outreach session (1)
- Youth Survey
- Social media
- Village website

MANAGEMENT AND IMPLEMENTATION

Within Saranac Lake, there is great capacity to implement improvement projects in the downtown area. The Community Development Department and Village Board members have been active participants throughout the DRI process and will continue to facilitate improvements. The Community Development Department provides staff support for the Downtown Advisory Board, the Development Board, and the Parks and Trails Advisory Board. The Village has a long history showing successful program and project implementation. Due to the mix of public and private DRI projects, it is crucial that entities involved continue working together.

The Village management structure is aligned to manage and administer the recommended projects. The Village will also continue its successful working relationships with local partner organizations like Saranac Lake Downtown Advisory Board (DAB), the Saranac Lake Parks & Trails Advisory Board, the Saranac Lake Local Development Corporation, ROOST and the Franklin County IDA.

PROPOSED PROJECTS FOR DRI FUNDING

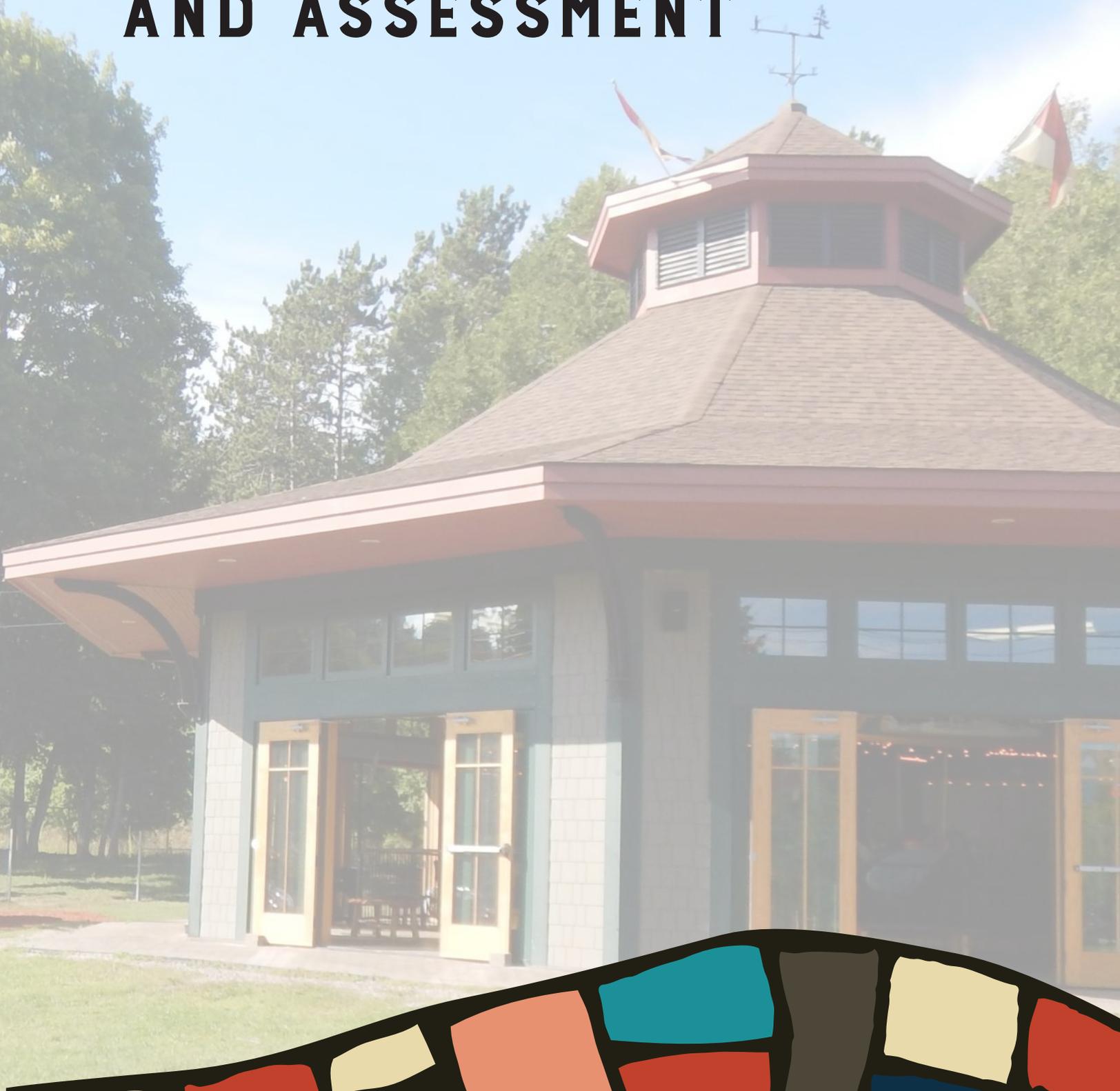
TABLE I. PROJECTS PROPOSED FOR DRI FUNDING

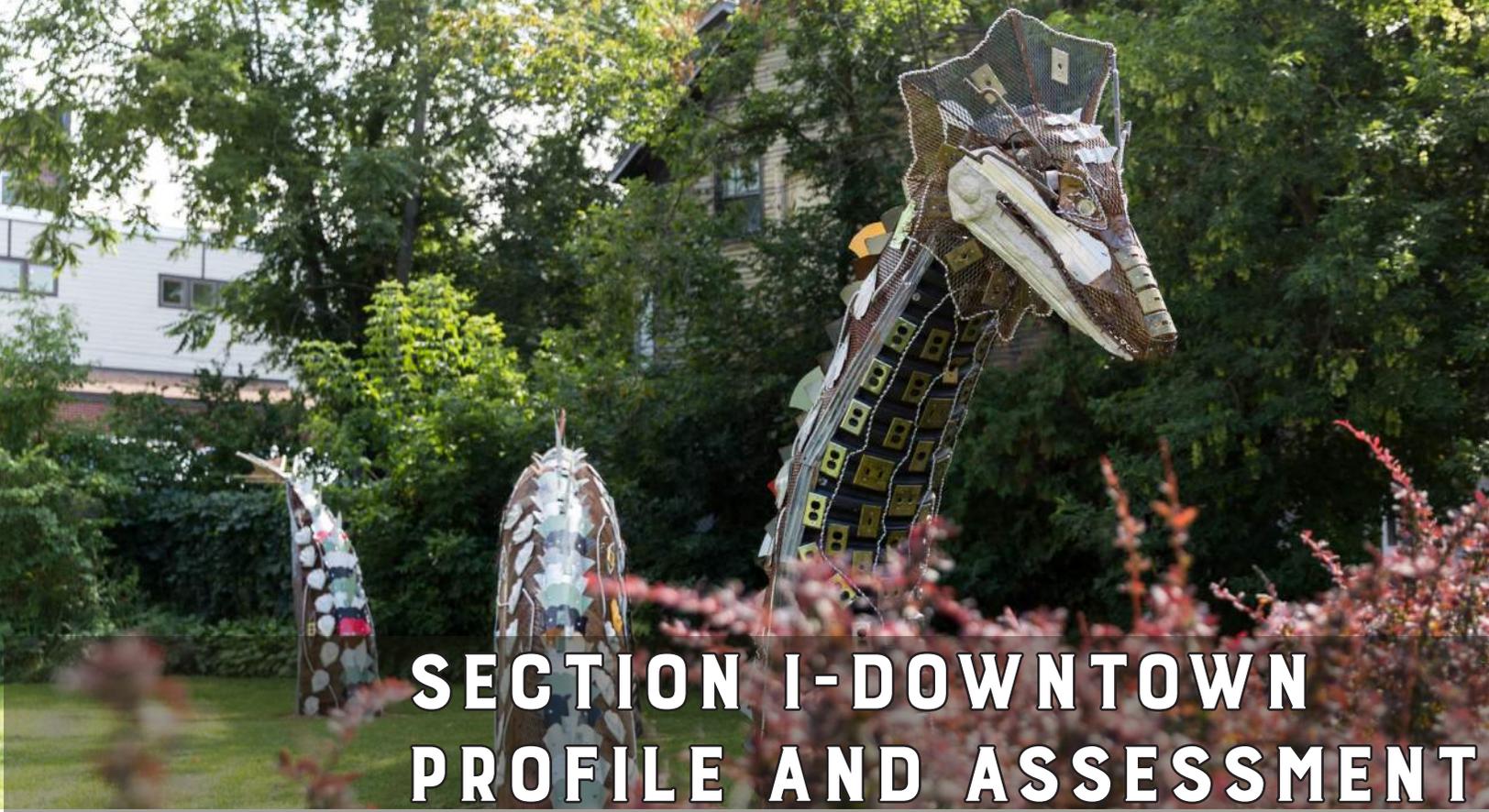
Map ID	Project Title	Description	Total Project Cost	DRI Funding Request
DRI CATEGORY: PUBLIC IMPROVEMENT PROJECTS				
A	Extend Depot Street to Activate the Historic Depot Area	Extension of Depot Street to activate the historic Depot area and create a new connection to downtown destinations.	\$1,478,000	\$1,356,000
<i>Gateways and Parks</i>				
B	Berkeley Green Park and Streetscape Improvements	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	Improvements to Ward Plumadore Park, including two terraced plazas, decorative paving, landscaping improvements and the foundation for new public art installations.	\$276,942	\$276,942
	William Morris Park Improvements	Enhancements to the park entrance to showcase the park as an important destination within downtown.	\$171,556	\$171,556
	<i>Sub-Total</i>		\$1,077,769	\$1,077,769
<i>Active Transportation and Mobility</i>				
C	Church Street Streetscape Improvements	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	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.	\$576,629	\$576,629
	Riverwalk Completion	Completion of the final two sections of the Riverwalk and improvements to existing sections, including artwork installations and landscaping	\$904,414	\$754,414
	Broadway and Main Urban Forestry Project	Implementation of an urban forestry program to improve the Broadway and Main Street streetscapes.	\$56,843	\$56,843
	<i>Sub-Total</i>		\$2,292,702	\$2,142,702
D	Woodruff Street Urban Design and Streetscape Project	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	Development of a whitewater park on the Saranac River to provide a new recreation destination downtown.	\$440,029	\$410,616
F	Downtown Art Installation	Implementation of art installations in priority areas of downtown.	\$200,000	\$200,000
<i>Public Projects Totals:</i>			\$8,057,164	\$7,180,751
DRI CATEGORY: PROPOSED NEW DEVELOPMENT & REHABILITATION OF DOWNTOWN BUILDINGS				
G	Making Arts Accessible at BluSeed Studios Creation of Play ADK: A Children's Museum	Construction of an ADA accessible elevator in the existing BluSeed Studios, enabling improved accessibility to the multi-purpose art center.	\$281,000	\$250,000

Map ID	Project Title	Description	Total Project Cost	DRI Funding Request
H	Creation of Play ADK: A Children's Museum	Development of Phase 1 for a children's museum and renovation of an industrial space in the Depot Street area.	\$2,053,048	\$993,055
I	Expansion of Bitters & Bones Brewery and Beer Garden	Expansion of a downtown restaurant and tavern to accommodate the Village's first brewery and beer garden.	\$740,000	\$381,500
J	Renovate Tops Friendly Market	Renovation of the exterior of Tops Friendly Market located downtown.	\$337,000	\$250,000
K	Creation of Nori's Pocket Park	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.	\$146,000	\$133,000
L	Expansion and Relocation of Pendragon Theatre	Expansion and relocation of Pendragon Theatre to accommodate a larger, state-of-the-art performing arts space in the heart of downtown.	\$6,538,000	\$2,500,000
M	Expansion of Historic Saranac Lake Museum at the Trudeau Building	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	Renovation of T.F. Finnigan's	Renovation to the rear façade of the T.F. Finnigan building facing the Dorsey Street Parking Lot and Riverwalk.	\$445,450	\$219,250
O	Expansion of Black Mountain Architecture	Expansion of existing business to support a downtown architecture firm and create job opportunities.	\$460,000	\$184,000
P	Construct 133 Broadway Apartments	The project involves the construction of a new, four-story mixed-use building on a vacant parcel in Upper Broadway. The new 10,000 square foot building will provide ground floor commercial space and three floors of apartments for a total of nine new residences.	\$1,695,000	\$822,500
Q	Establish The Carry	Establishment of an entrepreneurial business center and renovation of downtown commercial space to spur small business development.	\$656,500	\$400,000
<i>New Development and Rehabilitation Projects Totals:</i>			\$14,266,421	\$6,458,305
DRI CATEGORY: REVOLVING LOAN AND GRANT FUND				
R	Energizing Downtown Fund	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
<i>Revolving Grant and Loan Project Totals:</i>			\$1,200,000	\$600,000
DRI CATEGORY: BRANDING AND MARKETING				
S	Implement Branding & Marketing Program	Implementation of branding and marketing to promote Saranac Lake as a "decidedly different" destination within the Tri-Lakes region.	\$385,000	\$250,000
<i>Branding and Marketing Project Totals:</i>			\$385,000	\$250,000
Totals:			\$23,908,585	\$14,489,056

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SECTION I: DOWNTOWN PROFILE AND ASSESSMENT





SECTION I-DOWNTOWN PROFILE AND ASSESSMENT

OVERVIEW

The Village of Saranac Lake is located in the north-central portion of the Adirondacks of northern New York (see Figure I-1) and lies within two counties, Franklin and Essex, and three towns including Harrietstown, North Elba and St. Armand. The DRI will not only have a transformative effect on the Village of Saranac Lake, it will also have a significant impact on the surrounding communities due to the unique regional setting within which the Village lies. The Village is part of the Tri-Lakes Region, consisting of Saranac Lake, Lake Placid and Tupper Lake. Together, this region forms the economic center of the northern Adirondacks and beyond. This area represents a hub of recreation, commerce and tourism, and is home to nearly 24,000 people. In 2016, the Adirondack region was visited by an estimated 17.8 million tourists.¹ Because Saranac Lake exists in the regional context of the Tri-Lakes Region, the DRI will have a profound and lasting impact on the surrounding Adirondack region and northern New York.

Among the many unique qualities of Saranac Lake is its walkable downtown. As indicated by Figure I-2, nearly all areas of the DRI study area are within a ten-minute walk and most other areas of the Village are within a twenty-minute walk. According to Walkscore.com, the Village of Saranac Lake received a walkability score of 84 which indicates that the Village is very walkable, and most errands can be accomplished on foot. Saranac Lake was recognized by Walk Friendly Communities (WFC) with a silver walkability rating. WFC is a national recognition program intended to encourage cities and towns throughout the U.S. to improve pedestrian infrastructure and support safer walking environments. The program recognizes communities that are working to improve walking conditions by enhancing accessibility, safety, and mobility features through comprehensive plans and policies.

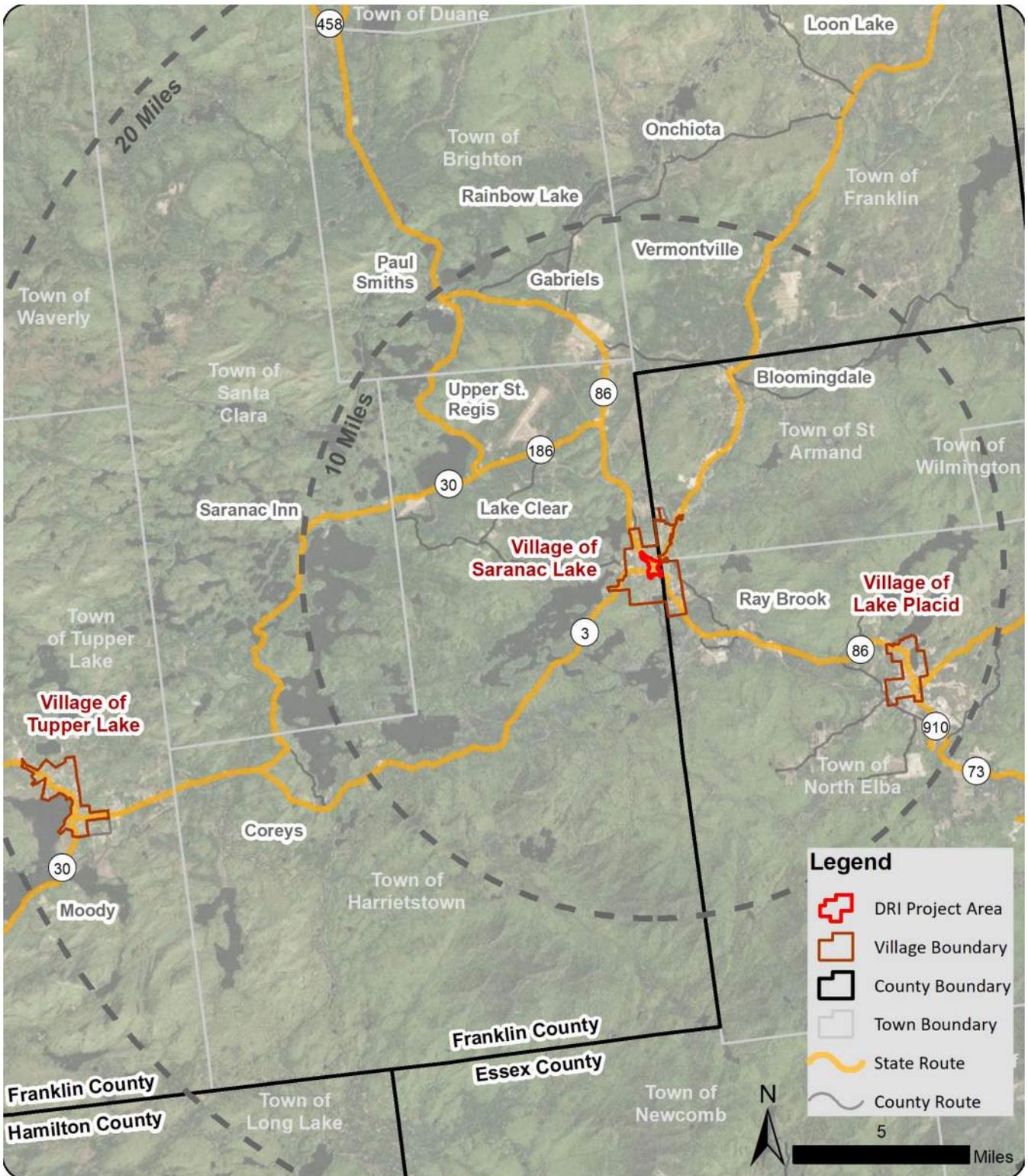


FIGURE I-1. REGIONAL CONTEXT

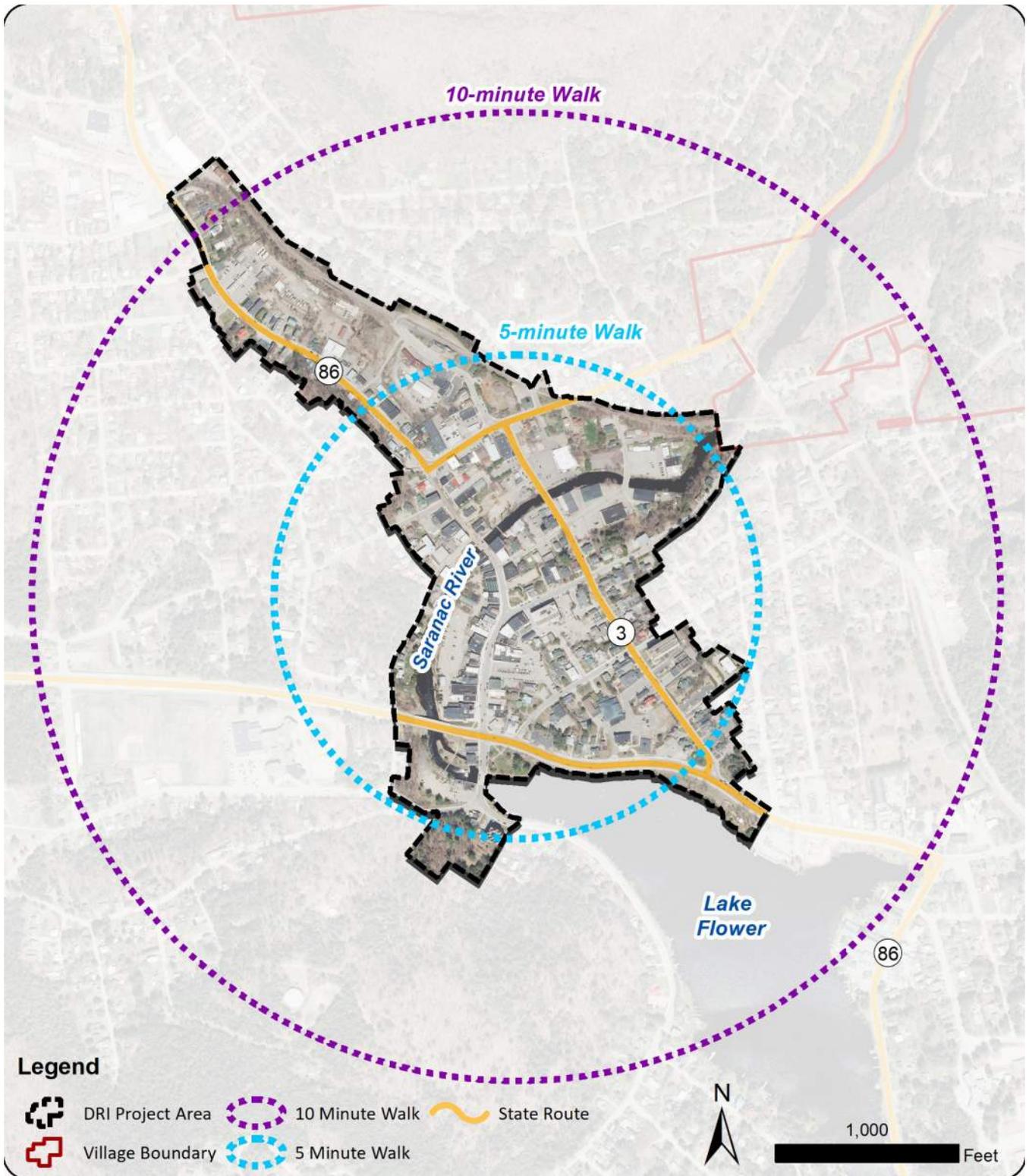


FIGURE I-2. DOWNTOWN WALKABILITY

DRI BOUNDARY

The DRI area boundary covers approximately 110 acres in the heart of the Village of Saranac Lake. Most parcels within the DRI area are within the Town of Harrietstown, with just two vacant residential parcels near the eastern limit falling within the Town of North Elba.

The DRI area is bounded to the north by the Adirondack Scenic Railway corridor and to the south by Lake Flower. The western edge runs from Hydro Point Park, up the western shore of the Saranac River, along Broadway and State Route 86 to Cedar Street. The eastern boundary begins at the New York State Department of Environmental Conservation (NYSDEC) boat launch on Lake Flower and follows State Route 3 north along Church Street, east along Main Street to the Essex County line.

The downtown boundary was first described in the Saranac Lake 1988 Master Plan as the Village Center. The boundary was based on significant transportation corridors, topography, building types and development patterns. During the development of the 2013 Village Comprehensive Plan, the boundary was further refined by the Community Development Department and Land Use Code Committee to better align with zoning districts. The boundary was adopted into the bylaws of the Downtown Advisory Board (DAB) in 2012.

The DRI boundary selected by the Local Planning Committee (LPC) amends the adopted boundary to include both parcels of Riverfront Park in the southeast corner.

The DRI boundary map is presented in Figure I-3.

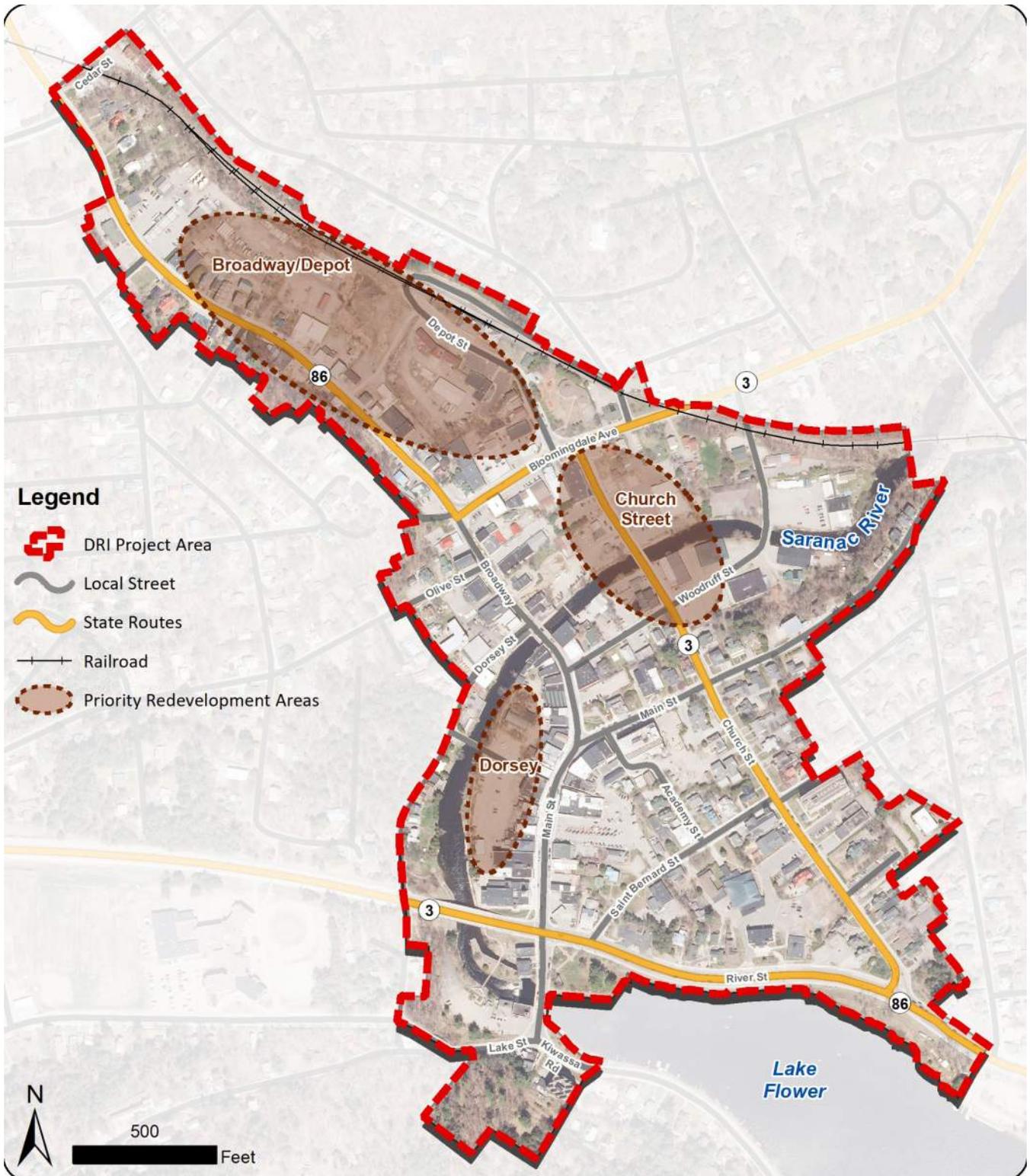


FIGURE I-3. DRI BOUNDARY

Past Planning Efforts

The Village of Saranac Lake has completed a series of planning efforts that are relevant to the DRI. A summary of planning efforts and key recommendations follows:

Village of Saranac Lake Parks Vision Plan Design Study (2018)

In 2018, the Village of Saranac Lake developed a Parks Vision Plan Design Study supported by a New York State Environmental Protection Fund Local Waterfront Revitalization Program grant award. The primary goals of the study were to evaluate the existing facilities and recreational opportunities within 11 Village owned parks and to provide a unified plan for future improvement. Each park in the study was evaluated for existing conditions and potential improvements. The study provided a concept plan for each park, prioritized potential projects and provided a detailed preliminary cost estimate.

Seven parks identified by the study are within the DRI boundary, including:

- Berkley Green
- Riverfront Park
- Riverside Park
- Saranac Riverwalk
- Skate Park
- Ward-Plumadore Park
- William Morris Park



Riverside Park

Recommendations relevant to the DRI Strategic Investment Plan include:

The study provides a detailed list of recommended priority projects for each of the parks. For the parks within the DRI boundary, the DRI planning process will contribute to one of the key overall recommendations in the study, to develop an Implementation Master Plan to further identify funding strategy and prioritize projects.

Village of Saranac Lake Arts & Culture Master Plan (2018)

The Arts and Culture Master Plan was developed in 2018 with a \$50,000 grant from the New York State Council on the Arts. The multi-phased plan sought to identify opportunities to enhance arts and culture in the downtown. The community was engaged throughout the process through surveys and a Visioning/Success Workshop. The plan found that the greatest unmet artistic and cultural needs within the community are comedy, culinary and the literary arts. The study included a list of recommendations including potential funding opportunities and implementation strategies.

Recommendations relevant to the DRI Strategic Investment Plan include:

- Expand arts and cultural offerings to meet demand
- Ensure Arts & Culture Initiatives are included in downtown revitalization
- Fully utilize current arts and culture venues and address facility improvements
- Repurpose empty storefronts

Saranac Lake Development Code (2016)

The Village of Saranac Lake approved a revised Development Code in 2016 to align with the 2013 Village Comprehensive Plan. The primary goal of the revision was to encourage development in the Village center, enhance pedestrian access, and preserve the downtown aesthetic and historical character. The new standard modified the boundaries of several zoning districts including District E - Downtown Commercial, which is located within the DRI boundary.



Bike Racks along Main Street

Village of Saranac Lake Bicycle and Pedestrian Master Plan (2013)

The Village of Saranac Lake Bicycle and Pedestrian Master Plan was developed in 2013 to implement a priority recommendation identified in the Village of Saranac Lake Local Waterfront Revitalization Program (LWRP). The plan recommended a comprehensive bicycle, pedestrian and trail network that would enhance the community through alternative transportation options, a network of open spaces and promotion of a healthy active lifestyle. The plan also outlined a number of pedestrian and bicycle improvements to increase connectivity between community centers and recreational assets.

Recommendations relevant to the DRI Strategic Investment Plan include:

- Riverwalk – Enhance the existing pedestrian Riverwalk with better access and wayfinding. Complete the Riverwalk through the Village, past Woodruff Street, as proposed in the 1992 Riverwalk Plan

-
- River Street Trail – Provide a bicycle and pedestrian connection between Pine St and Main St, along River Street to link the proposed rail-trail, Lake Flower, and downtown. Clearly marked and delineated pedestrian and bicycle accommodations will increase safety in an area with many curb cuts and vehicle conflicts.

Village of Saranac Lake Comprehensive Plan (2013)

The Village of Saranac Lake Comprehensive Plan was completed in 2013 to provide guidance and direction for the future development of Saranac Lake. The Plan established a guiding vision for the community and offered goals and recommendations to achieve that vision. Public outreach was a significant component of the development of the plan and was employed throughout the planning process. With community input as a foundation, the plan set forth needs, goals, planning initiatives and strategies to guide the future development of Saranac Lake. The plan established eleven planning areas, including portions of the DRI study area, and focused strategies for each area to achieve the goals stated in the plan.

Recommendations relevant to the DRI Strategic Investment Plan include:

- Maximize reuse of the existing building stock through rehabilitation and continued mixed use
- Improve the directional and wayfinding signage within the Riverwalk access system
- Encourage development of multi-story buildings on vacant or underutilized lots
- Continue to allow development and redevelopment of parcels in the downtown area without off-street parking
- Develop a plan targeting coordinated improvements and optimal use of underutilized buildings and lots within the Depot Street area. Such a plan should encourage first floor commercial uses with mixed uses including residential on upper floors. Any new development should be of appropriate scale and architecture, with buildings oriented to the street and front facades with ample window space and direct pedestrian entry points. This plan should include an update of the building and parcel inventory for the area specified
- Update the plan and complete the Riverwalk
- Develop a plan targeting coordinated improvements and optimal use of underutilized buildings and lots within the Main Street, Woodruff Street, Church Street and Broadway area. Such a plan should encourage first floor commercial uses with mixed uses including residential on upper floors. Any new development should be of appropriate scale and architecture, with buildings oriented to the street and front facades with ample window space and direct pedestrian entry points. This plan should include an update of the building and parcel inventory for the area specified

Aging in Place in the Tri-Lakes Region of the Adirondacks Community Empowerment Action Plan (2010)

Aging in Place engaged the communities of Saranac Lake, Tupper Lake and Lake Placid to create unique action plans to ensure that elderly residents could safely and sustainably stay in their homes as long as they desire to do so. Each of the three resulting plans was based upon surveys, interviews and focus groups as well as the efforts of volunteer committees. The study found that adequate housing, health and human services, transportation, and friendship and companionship were the priorities for Saranac Lake's elders.

The action plan for Saranac Lake included measures designed to help ensure elders can access services they need in their homes and to help them avoid nursing home placements due to lack of home health care or appropriate housing arrangements. The goal of this plan was to assist the Village to attain Age Friendly Community status.

Adirondack Tri-Lakes Housing Needs Assessment (2010)

The Adirondack Tri-Lakes Housing Needs Assessment (Assessment) was developed in 2010 by the Tri-Lakes Housing Task Force and the Towns of Harrietstown, North Elba and Tupper Lake and Villages of Lake Placid, Saranac Lake and Tupper Lake. The purpose of the assessment was to provide housing officials, builders and potential homeowners with information and data needed to help facilitate the rehabilitation of the existing housing stock and the construction of new housing units. The Assessment had two main components which include a Regional Housing Profile (RHP) and the Housing Needs Assessment (HNA). The Assessments concluded that the Saranac Lake area has concentrations of affordable housing, but with many instances of substandard conditions. Therefore, a sustained effort to rehabilitate the existing housing stock in these neighborhoods is needed.

Recommendations relevant to the DRI Strategic Investment Plan include:

- **New Construction of Affordable Housing** –The Plan recommended the construction of additional units to supplement the existing housing stock. The construction of new affordable housing units across the Tri-Lakes region would support year-round residents, seniors, students and transients.
- **Rehabilitation Program** –The Plan recommended developing a detailed housing condition study that would evaluate the condition of housing to identify and target neighborhoods that need rehabilitation and establish a plan of action to address those needed improvements.
- **Promote Industries Providing Sustainable Jobs** – The plan recommended promoting business and industries that provide sustainable, year-round jobs which would increase local resident's income and reduce dependency on local, state and federal subsidies for housing.

Saranac Lake's Destination Master Plan (2009)

Saranac Lake's Destination Master Plan (Plan) was developed in 2009 as a plan of action to increase tourism opportunities in the Village and to strengthen its identity as an Adirondack destination. The Plan included a robust public outreach effort that helped inform the vision for Saranac Lake as a regional hub for tourism. The recommendations were based on the feedback received from local residents, business owners and visitors. One of the overarching goals of this Plan was to build on the many recreational assets available and develop a sustainable tourism economy that can be engineered to produce jobs and business opportunities for locals while protecting the local lifestyle. The Plan identified two key areas to address in order to achieve the goal of a robust and sustainable tourism economy. The first area of focus was the need for better lodging options and the second area of focus was the need to draw on its outdoor appeal to create its own place in the market.



Saranac Lake destination map

Recommendations relevant to the DRI Strategic Investment Plan include:

- Brand Saranac Lake as an independent destination
- Expand the selection of current and competitive lodging
- Cluster and expand dining and nightlife options
- Create a pedestrian-friendly and visitor-friendly downtown
- Develop activities for the Riverwalk and line with visitor-related retail and dining

Saranac Lake Region Comprehensive Economic Development Strategy (2008)

The Saranac Lake Region Comprehensive Economic Development Strategy (CEDS) was developed through the Village of Saranac Lake Office of Community Development with support from an Economic Development Advisory Committee. The objective of the CEDS was to build on prior planning efforts of the Saranac Lake Area Chamber of Commerce and Red-Carpet Team to establish economic development goals and related initiatives, programs and policies that support a new vision for the region's future.

Recommendations relevant to the DRI Strategic Investment Plan include:

- Develop a Micro-Enterprise Program that Supports Entrepreneurs in Downtown Saranac Lake
- Identify or Develop a Seed Capital Revolving Loan and Equity Fund to Support New Business Development
- Develop a Formal Business Retention & Expansion Program
- Create a Commercial Building Improvement Program (CBIP) for Interior Commercial Space Investment

- Promote Private Investment in the Development/Redevelopment of Underutilized Target Areas
- Encourage Investment in Existing Arts, Historic, Cultural and Entertainment Attractions
- Promote Mixed-Use Development in Downtown Saranac Lake; Promote New Housing on Upper Floors of Commercial Properties
- Identify Vacant and Underutilized Parcels and Buildings for New Market Rate and/or Workforce Residential Housing Development
- Develop a Saranac Lake Downtown Streetscape Redevelopment Plan Based on the New Vision for the Community



Broadway and Dorsey Street rendering from Saranac Lake Vision Concepts plan

Saranac Lake Vision Concepts (2007)

The Saranac Lake Vision Concepts study provided a foundation for government policies, goals and benchmarks to ensure that the Village, its businesses and its residents are able to meet ongoing environmental and economic challenges and capitalize on new, emerging opportunities. The plan offered a set of graphic conceptual plans that Village officials can use as a guide for planning and designing the community. The plan divided the Village into five distinct districts and provided concept plans for each district. Improvements included a Riverwalk extension, improved parking areas, streetscape improvements, building façade improvements for the front and rear of buildings and the addition of mixed-use developments and housing. The five districts established include:

- District One: Church Street
- District Two: Broadway and the Union Depot
- District Three: North Shore
- District Four: Eastern Gateway
- District Five: Dorsey Street

Recommendations relevant to the DRI Strategic Investment Plan include Districts One, Two, Three and Five as established by the Saranac Lake Vision Concepts, each have recommended actions that are wholly or partial within the DRI Study Area. The following are key relevant recommendations within the DRI Study Area:

- **District One** - District One recommendations included pedestrian improvements and mixed-use development along Church Street. Also included is the addition of new housing and a Riverwalk extension.
- **District Two** - District Two recommendations included the extension of Depot Street, mixed-use redevelopment and infill opportunities and streetscape improvements along Broadway and Depot Street.
- **District Three** - District Three Recommendations included streetscape and pedestrian enhancements to the River Street corridor, and improved ADA accessibility along the waterfront trail.
- **District Five** - District Five recommendations included Enhanced rear building facades, improved parking areas, park enhancements, mixed-use redevelopment, and enhanced Riverwalk Access.

Local Waterfront Revitalization Program (2004)

The preservation and vitality of downtown through protection and revitalization of its water resources is a key strategy for downtown. The Local Waterfront Revitalization Program (LWRP) is a planning process that results in a strategy adopted by the local community incorporated into the New York State Coastal Management Program. The LWRP was adopted by the Village of Saranac Lake in October 2003 and approved by the New York Secretary of State in January 2004. The LWRP identified several areas that are suitable for development, redevelopment and enhancement. Some of those areas include the rear facades and Riverwalk area along Dorsey Street and the Branch and Callanan building and property on Depot Street, recently purchased by Play ADK.



Pedestrian bridge at Hydro Point Park

Recommendations relevant to the DRI Strategic Investment Plan include:

The LWRP identified a number of proposed public and private improvement projects. Those relevant to the DRI area include:

- The LWRP supports the completion of the final phases of the River Walk, including access to all riverfront parks
- The LWRP supports the implementation of the Rear Façade plan
- The LWRP supports the recommendations of the Saranac Lake 2001: A Five-Year Strategic Plan for Downtown Revitalization with actions, including:
 - Establish downtown historic building restoration program
 - Utilize local architects to create downtown streetscape and park improvements

Saranac Lake Urban Forest Management Plan (1999)

The Urban Forest Plan was developed to assist the community in recovery from catastrophic weather that could impact the urban tree canopy. Funding for the plan was made available after an ice storm in 1998 severely impacted the trees of many North Country and Adirondack communities. While Saranac Lake was not among them, the plan will help the community prevent catastrophic damage and recover if a similar event happens in the future.

Among its priority concerns, the plan recommended that trees planted in downtown tree pits should receive annual pruning and root zone irrigation; the plastic grates should be removed and replaced with pavers. Riverside Park’s trees should also be a priority area for tree planting and care, including the landscaped portion of the park near the boat launch and the area near the band shell. Overall, the plan recommended a focus on downtown street trees and the major Village parks. Up to date ordinances and a community Tree Board will reinforce the importance of care for the Village’s tree canopy.

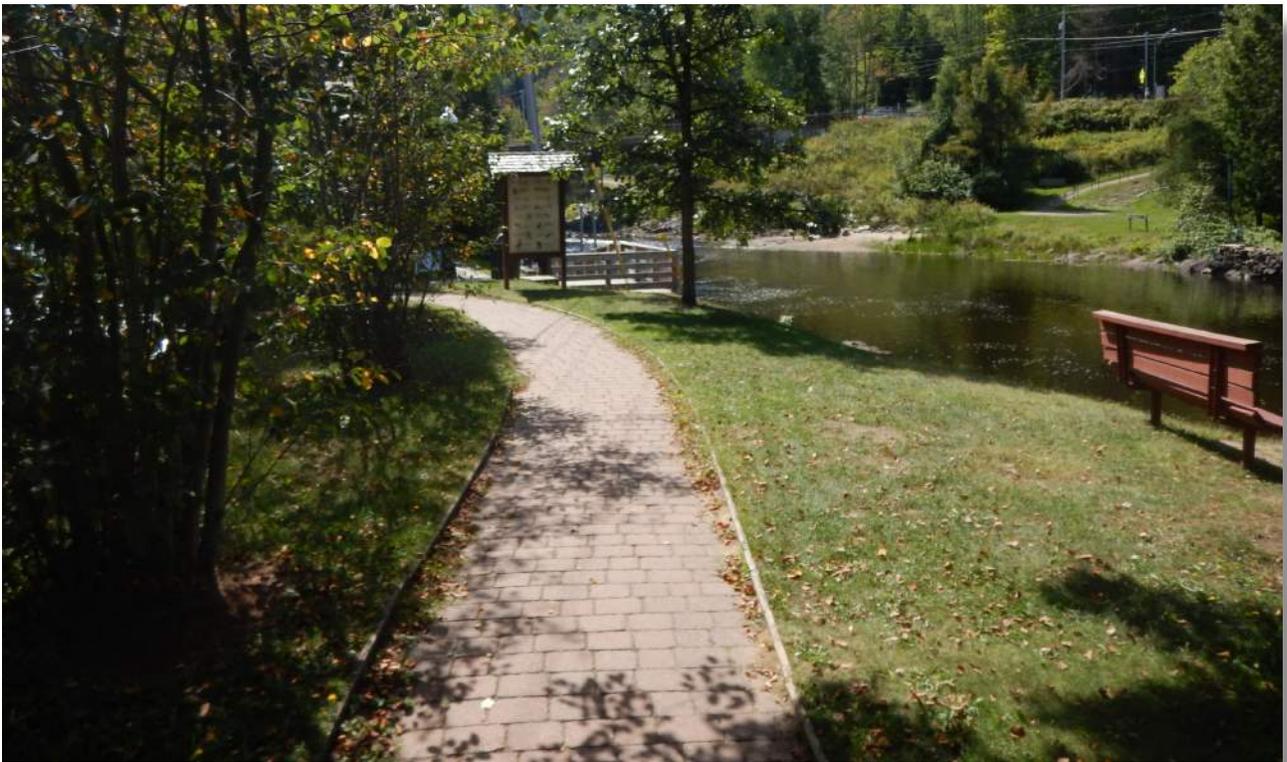
The Saranac River Walk: A Conceptual Plan for River Access (1992)

Originally, the Saranac River was used as a service area on the rear facing side of Main Street buildings. By the early 1990s it became apparent that the river is a significant amenity for downtown. In 1992, this plan, The Saranac River Walk: A Conceptual Plan for River Access, was initiated by the Village of Saranac Lake and the River Corridor Commission to reexamine the use of the river. The plan offered a vision for the river that embraced it as a valuable asset for commercial and recreational development. The overall theme for the plan provided for mixed-use redevelopment of the river corridor which included both recreation and restored commercial development. The main feature was a 1.5-mile linear park that aligns north to south through the Village, linking existing commercial, residential and recreation areas. The goal was to create a system similar to the “Emerald Necklace” of the Boston Park System. The commercial redevelopment identified in the plan focused on the rear of existing Main Street businesses which face the Riverwalk

and included plans for improved parking areas and improved pedestrian access. A significant portion of this plan has been implemented. Sections 1 through 5 have been constructed from the southern terminus at the Grand Entrance, behind Main Street, through Dorsey Park, ending just past Church Street. Connections to Woodruff Street and Denny Park have been difficult to implement since easements across developed private property are needed. Signage and aesthetics for connections between the Riverwalk and Main Street are currently lacking and are keeping the existing portions of the Riverwalk from being used to their full potential.

Recommendations relevant to the DRI Strategic Investment Plan include:

- Connect and provide access to parks that are owned and maintained by the Village Improvement Society.
- Create opportunities for new and rehabilitated commercial and cultural development along the Saranac River



Riverwalk near Dorsey Street

Downtown Façade Study (1978)

Downtown revitalization has been a priority of Saranac Lake for over forty years. The 1978 Downtown Façade Study was developed to address the aging and deteriorating built environment of downtown Saranac Lake. The Study included a Short-Range Plan, an Individual Building Analysis and Recommendations and a Long-Range Plan. The Short-Range Plan identified immediate visual changes to improve the aesthetic appearance of building facades and the streetscape. This included recommendations for clean-up and improvement programs, signage and planting and street furniture. The Individual Building Analysis and Recommendations included a proposal to highlight existing architecture and necessary building maintenance and upgrades. The Long-Range Plan was a tool for establishing realistic ideals for consideration in the Village Master Plan and for use by landowners and Village officials as a guide for new development.

Recommendations relevant to the DRI Strategic Investment Plan include the following needs:

- New commercial and residential development downtown that fits in with the historic structures already present.
- Dorsey Street Parking lot improvements including better pedestrian access.
- Improved signage including information kiosks and wayfinding to attractions and parking areas



Streetscape along Main Street

Regional Organizations

There are a number of regional organizations that can help leverage the Village's capacity to implement downtown revitalization projects. These organizations include:

Adirondack Regional Office of Sustainable Tourism (ROOST)

ROOST is a non-profit Destination Marketing Organization (DMO) for Franklin, Essex and Hamilton Counties which serves multiple communities within the region. The organization focuses on increasing tourism in the region through a combination of social media, advertising and digital marketing. ROOST maintains an office in Downtown Saranac Lake.

Recent Local Projects:

- Conducted an Image Study of Saranac Lake in 2018 to determine the demographics, preferences and opinions of visitors, residents and potential visitors to Saranac Lake.
- Helped develop and implement new branding for Saranac Lake, which sought to unify the image of the Village.
- Worked with the Village to develop the Saranac Lake Destination Master Plan in 2009
- Currently operates Saranac Lake regional destination website and social media platform accounts.

Franklin County Industrial Development Agency (IDA)

An Industrial Development Agency is a local public benefit corporation that is created to strengthen economic development and job growth in a region. An IDA catalyzes regional economic growth through a combination of financial resources and incentive programs. It issues bonds and grants, tax exemptions and payment-in-lieu-of tax (PILOT) agreements to current and prospective businesses with the aim of stimulating jobs growth in the region. An IDA is exempt from sales and use tax and has the authority to purchase, develop or lease property.

The North Country Regional Economic Development Council established a clear vision and guiding framework for the growth and success of the North Country region. The vision states that the North Country will “Attract and nurture entrepreneurial pioneers to cultivate innovative clusters in our rural communities; Catalyze the highest per capita rate of small business start-ups in the state; and Activate tourism as a driver to diversify our economies.” The diverse set of plans and studies summarized in Section 3.1 shows that Saranac Lake has engaged in a number of planning efforts that align with this vision and that the Village continues to make progress that implements the NCREDC's key economic development strategies to achieve the vision.

The NCREDC strategy of developing tourism infrastructure to transform the region by driving community development and leveraging private investment aligns with the Saranac Lake Downtown Revitalization Initiative and the Village’s past planning efforts. This includes transformative projects like the renovation of the Saranac Hotel, a historic landmark that has added vibrancy and reactivated tourism in the downtown and downtown park improvements to improve quality of life for residents and improve the downtown visitor experience.

Alignment with North Country REDC

The North Country Regional Economic Development Council (REDC) established a clear vision and guiding framework for the growth and success of the North Country region. The vision states that the North Country will “Attract and nurture entrepreneurial pioneers to cultivate innovative clusters in our rural communities; Catalyze the highest per capita rate of small business start-ups in the state; and Activate tourism as a driver to diversify our economies.” The diverse set of plans and studies summarized in Section 3.1 shows that Saranac Lake has engaged in a number of planning efforts that align with this vision and that the Village continues to make progress that implements the NCREDC’s key economic development strategies to achieve the vision.

The NCREDC strategy of developing tourism infrastructure to transform the region by driving community development and leveraging private investment aligns with the Saranac Lake Downtown Revitalization Initiative and the Village’s past planning efforts. This includes transformative projects like the renovation of the Saranac Hotel, a historic landmark that has added vibrancy and reactivated tourism in the downtown and downtown park improvements to improve quality of life for residents and improve the downtown visitor experience.

CRITICAL ISSUES AND CHALLENGES

High poverty levels and older housing stock are critical challenges that have been identified through an evaluation of current socio-economic and demographic trends for the Village and the downtown. Specifically, critical issues and challenges are as follows:

- The median household income within the DRI study area is nearly 26% lower than the Village as a whole. This indicates that those residents living downtown have fewer resources for basic living and may have fewer resources to support local downtown businesses.
- Poverty levels within the Village in 2013 were higher than the New York State poverty levels. High poverty levels within the Village impact the quality of life for residents.
- Over 63% of homes in Saranac Lake were built prior to 1939, presenting challenges related to costly home renovations, upgrades and utility costs. Quality, affordable housing with modern amenities will be necessary to support continued growth of downtown.
- Vacant and underutilized spaces (both residential and commercial) have been identified in the downtown. These may include underutilized upper level spaces.
- Concerns have been raised through public engagement about the impact of short-term rentals on the availability of quality housing for local residents
- With high poverty rates, expanding opportunities for lodging and more overnight stays downtown will be necessary to help support local small businesses to ensure longevity and growth potential.
- Limited rental income (both residential and commercial) combined with high construction costs are impeding investments and upgrades in existing buildings.

ADVANTAGES AND OPPORTUNITIES

Saranac Lake is a community ready to build upon past successes, current initiatives and future investment in the downtown. The following are key advantages and opportunities for the Village and downtown:

- Saranac Lake has a strong sense of community that creates an immediate sense of place. Unique community-sponsored local events throughout the year are an attraction to visitors from the region and provide an opportunity for the Village to showcase all it has to offer.
- Past planning efforts and implementation over time by the Village and various partners have laid a solid foundation for the continued downtown revitalization.
- The ability to not only view the Adirondack wilderness, but also experience it creates opportunities for visitors to have the authentic experience many search for, while also having the amenities of a small urban core.
- Saranac Lake has experienced a population growth of 10.5% in recent years (2000-2016) while Essex and Franklin Counties have experienced slight population decreases. This indicates growth is occurring within urban centers, which will continue to support the momentum of downtown revitalization.
- Transformational projects are already completed (Hotel Saranac) or underway in the downtown, spurring additional activity and private investment in downtown to modernize commercial and residential spaces, restore historic features and accommodate new business creation.
- The entrepreneurial spirit is strong in Saranac Lake with several locally-owned small businesses opening recently.
- The Village is home to several anchor institutions and major employers in the region such as the Saranac Lake Central School District, North Country Community College, St. Joseph's Addiction Treatment & Recovery Center, Hotel Saranac, and Citizen Advocates, Inc.
- The Village attracts people from beyond its borders, including consumers from through the Tri-Lakes Region, seasonal resident and tourists.
- Public investments in the downtown in the form of parks, streetscape improvements and the River Walk enhance the downtown experience for residents and visitors.

PHYSICAL CHARACTERISTICS

Land Use

Land uses in the DRI area are predominantly Commercial and Mixed Use which collectively cover 38 acres (34%) of the downtown. Mixed use areas are dominated by downtown row type units, containing small retail establishments and coffee shops. Commercial use areas contain a variety of business such as office buildings, banks, and restaurants.

Transportation uses such as roadways and rails make up 24% of the land use. The next most significant land use is Residential which accounts for 17% (High, Medium and Low Density Residential combined) of the land use within the DRI boundary. Residential land uses in the downtown are primarily single-family homes and commercial apartments, with a number of two- and three-family residences.

Parks and Recreation account for approximately 6% of the DRI Area. Community services cover an additional 9 acres, or 8%. The remaining land uses, Utilities and Vacant land account for 6%.

Please see Table I-1 and Figure I-4.

TABLE I-1 LAND USE

Land Use	Area	
	Acreege	Percentage
Commercial	25.8	23.6%
Community Services	9.1	8.3%
Mixed Use	11.8	10.7%
Parks & Recreation	6.3	5.7%
Residential - High Density	9.5	8.7%
Residential - Medium Density	2.6	2.4%
Residential - Low Density	6.2	5.7%
Saranac River	4.9	4.4%
Transportation	26.6	24.3%
Utility	0.6	0.5%
Vacant Land	6.1	5.6%

Source: Village of Saranac Lake

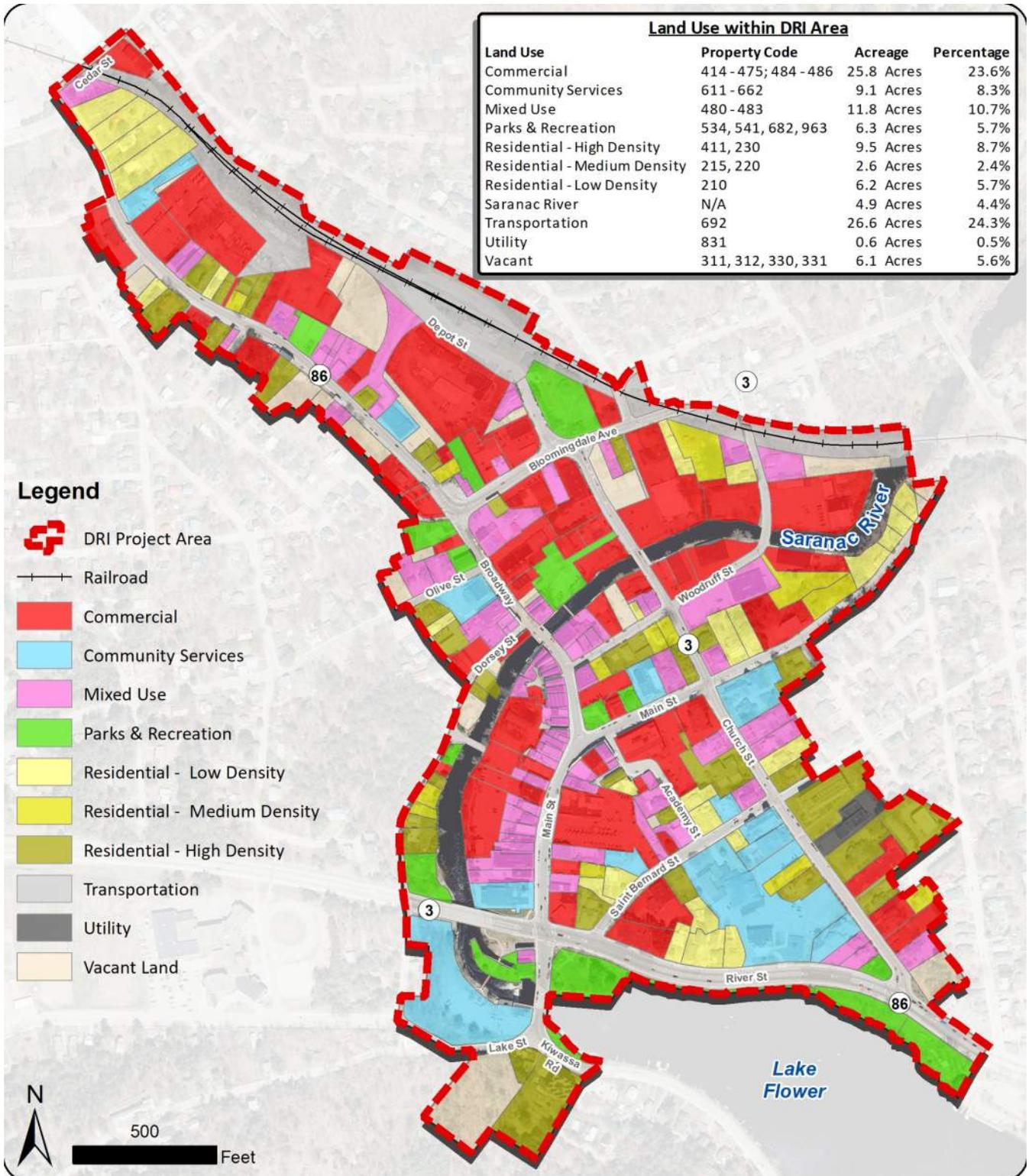


FIGURE I-4. EXISTING LAND USE

Zoning

Zoning in the village was last revised in 2016. The new Development Code focused on encouraging development in the downtown area, increasing pedestrian access, and preserving the downtown aesthetic and historic character.

The DRI area is dominated by Zoning District E, consisting of sub districts E1, E2 and E3. This district covers over 98% of the project area. Zoning district E is considered the primary commercial district for the Village, containing the core of retail. Permitted land uses in this district cover Residential, Commercial, Public/Institutional and Industrial type I (in subdistrict E1). With the exception of Community Gardens less than 1 acre, all allowed uses require either a Site Plan review, Administrative Permit or Special Use Permit.

Other zoning districts within the DRI area are subdistricts B1, and D1. District B1 covers one parcel of Riverfront park in the South east corner of the project area. District D1 covers two vacant residential parcels along the Eastern boundary of the study area.

The final two districts identified within the study area, H1 and F2, cover very small areas on the periphery of the DRI boundary. These areas are the result of the DRI boundary following the centerline of a roadway on the edge of another district. These areas are each less than 2000 square feet and are not located within any proposed projects. See Table I-2 and Figure I-5.

TABLE I-2. ZONING

Zoning District**	Description	Subdistrict	Allowed Uses***	Area	
B	Commercial Gateway	B1	Some Residential, Public/Institutional, Commercial	1.21	1.10%
D	Helen Hill Residential	D1	Residential, Public/Institutional,	0.16	0.15%
E	Downtown Commercial	E1	Some Commercial	29.68	27.13%
		E2	Some Residential, Public/Institutional, Commercial,	49.46	45.21%
		E3	Limited Industrial	28.80	26.33%

Source: Village of Saranac Lake Development Code

**Note: Two additional districts, H1 and F2 occur within the boundary representing areas of less than 2000 square feet each with no connection to proposed projects, so they are not presented on this table.

***Note: Allowed uses are generalized. For specific uses and permit requirements, please see the Saranac Lake Development Code (2016)

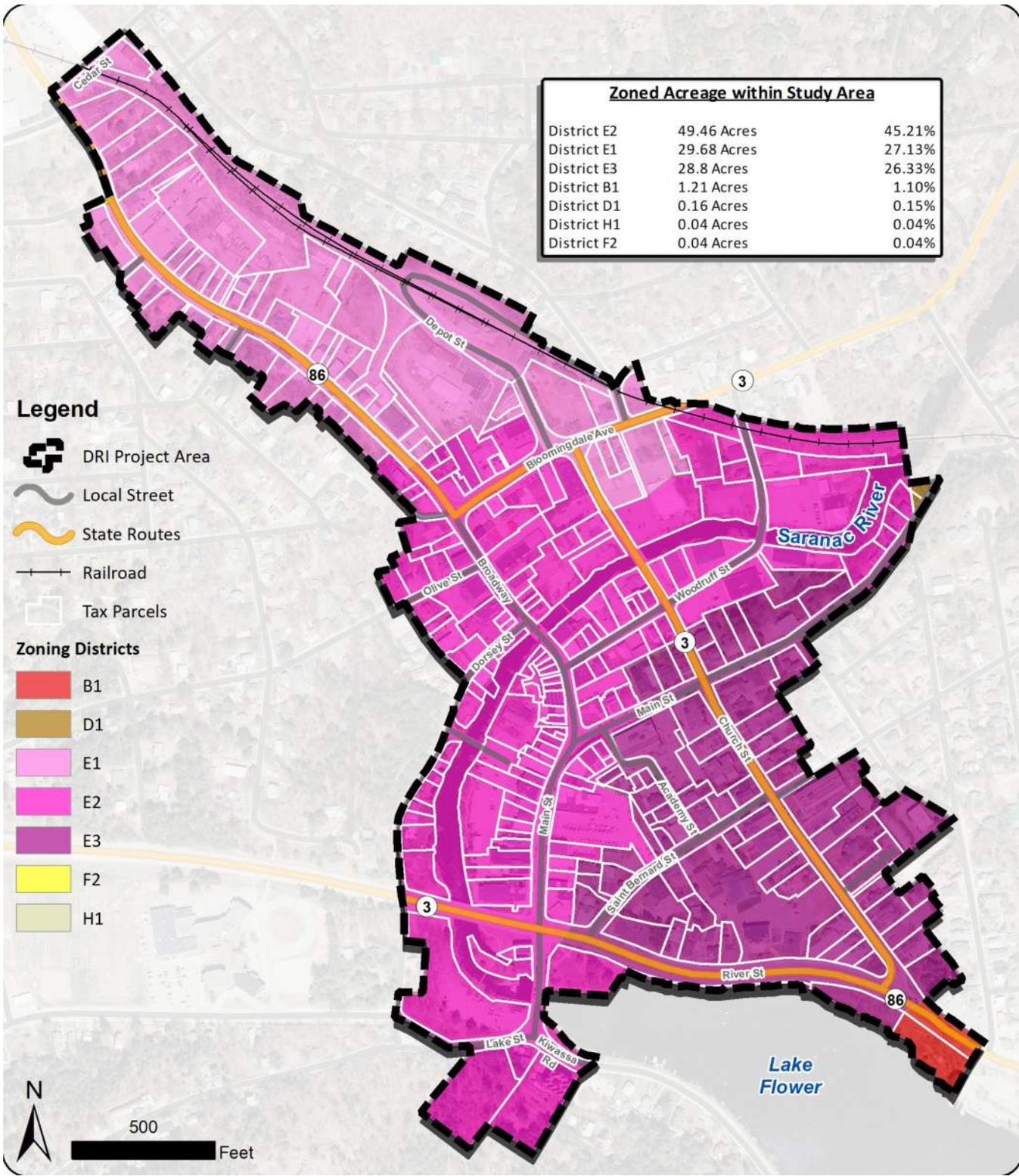


FIGURE I-5. ZONING

Infrastructure

The existence of suitable infrastructure is critical to the growth and development of Downtown. Adequate utilities support existing and potential businesses as well as residents.

Water, Storm and Sewer

The Village of Saranac Lake Department of Public Works operates and maintains an extensive network of stormwater, sanitary sewer and potable water lines within the downtown. The Village also maintains the Saranac Lake Wastewater Treatment Plant on State Route 3, outside the DRI area. These services are available to all areas within the DRI. See Figure 6. However, aging sewer and water infrastructure in the Upper Broadway and Depot will likely need to be upgraded to support further development in that area.²

Electric and Gas

National Grid, a private company, provides gas and electric services in downtown Saranac Lake. The exact locations of the service lines are not provided by the company. It is assumed that these services are available throughout the DRI area.

Telecommunications

There are two primary providers of wired internet in the DRI area– Charter Spectrum and Verizon High Speed Internet. Primelink service is also available in specific locations throughout the downtown. The exact coverage of the service lines is not provided by the companies. It is assumed that these services are available throughout the DRI area.³

Hydroelectric

The Village of Saranac Lake owns and operates a hydroelectric power plant at the outflow of the Saranac River into Lake Flower. The plant operates two turbines which together generate over 240 Kilowatts of electricity utilized by the Downtown area.⁴

See Figure I-6 for an illustration of existing utilities.

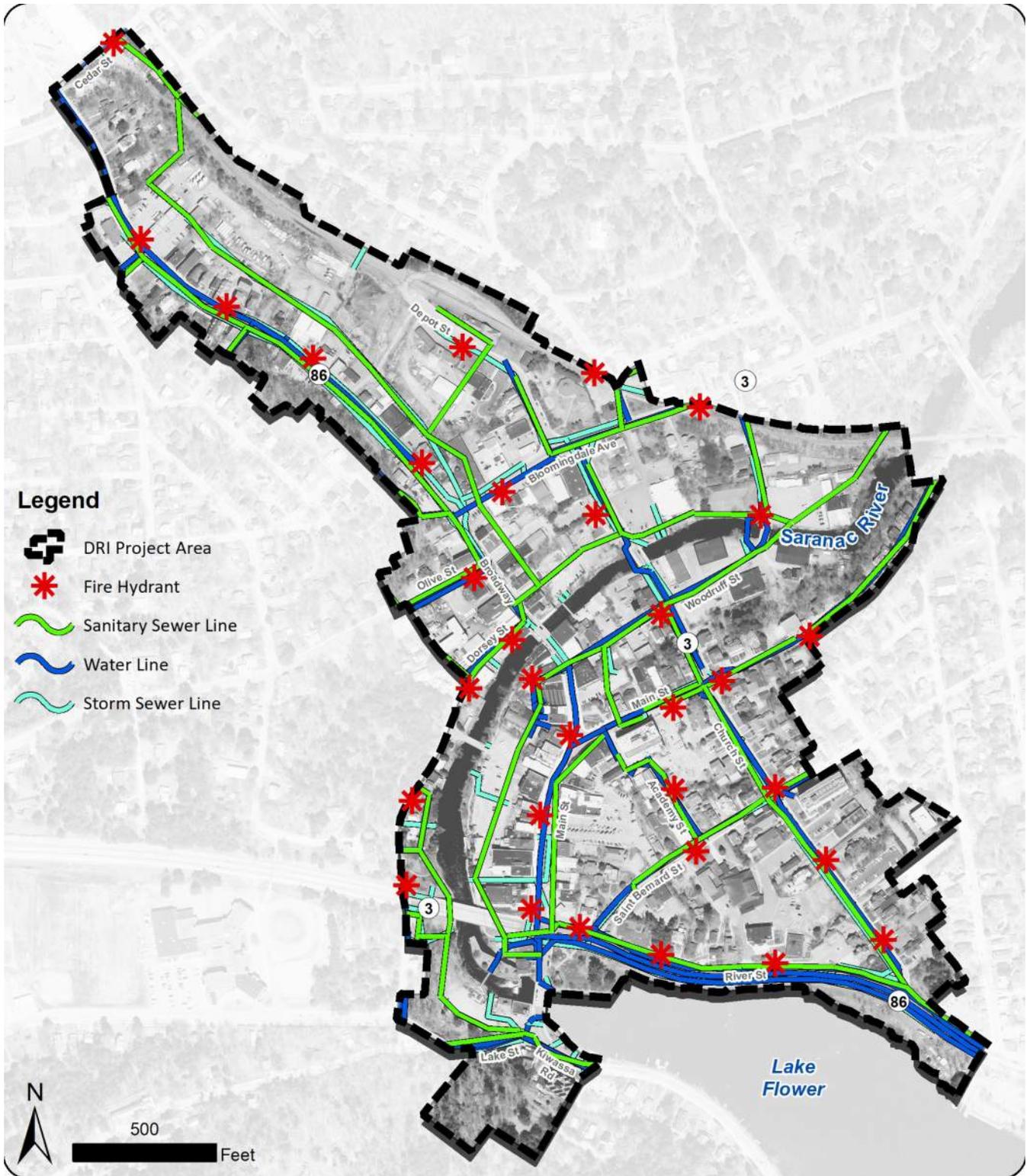


FIGURE I-6. UTILITIES

Property Ownership

Property ownership in the Downtown area is primarily private, accounting for over 64 acres within the DRI area. Publicly owned property represents over 22 acres, divided between 26 parcels. Nearly half of the public lands are owned by the Village of Saranac Lake. These lands include parks, the library and other community services. Other public owners in the downtown are the US Government, New York State and the Town of Harrietstown. See Table I-3 and Figure I-7.

TABLE I-3. PROPERTY OWNERSHIP

Property Ownership**		
	Acreage	Parcels
Private	64.15	236
Federal	0.46	1
New York State	8.72	2
Town of Harrietstown	3.29	3
Village of Saranac Lake	9.96	20

Source: Village of Saranac Lake

**This ownership table does not include ownership of the Saranac River or roadways.

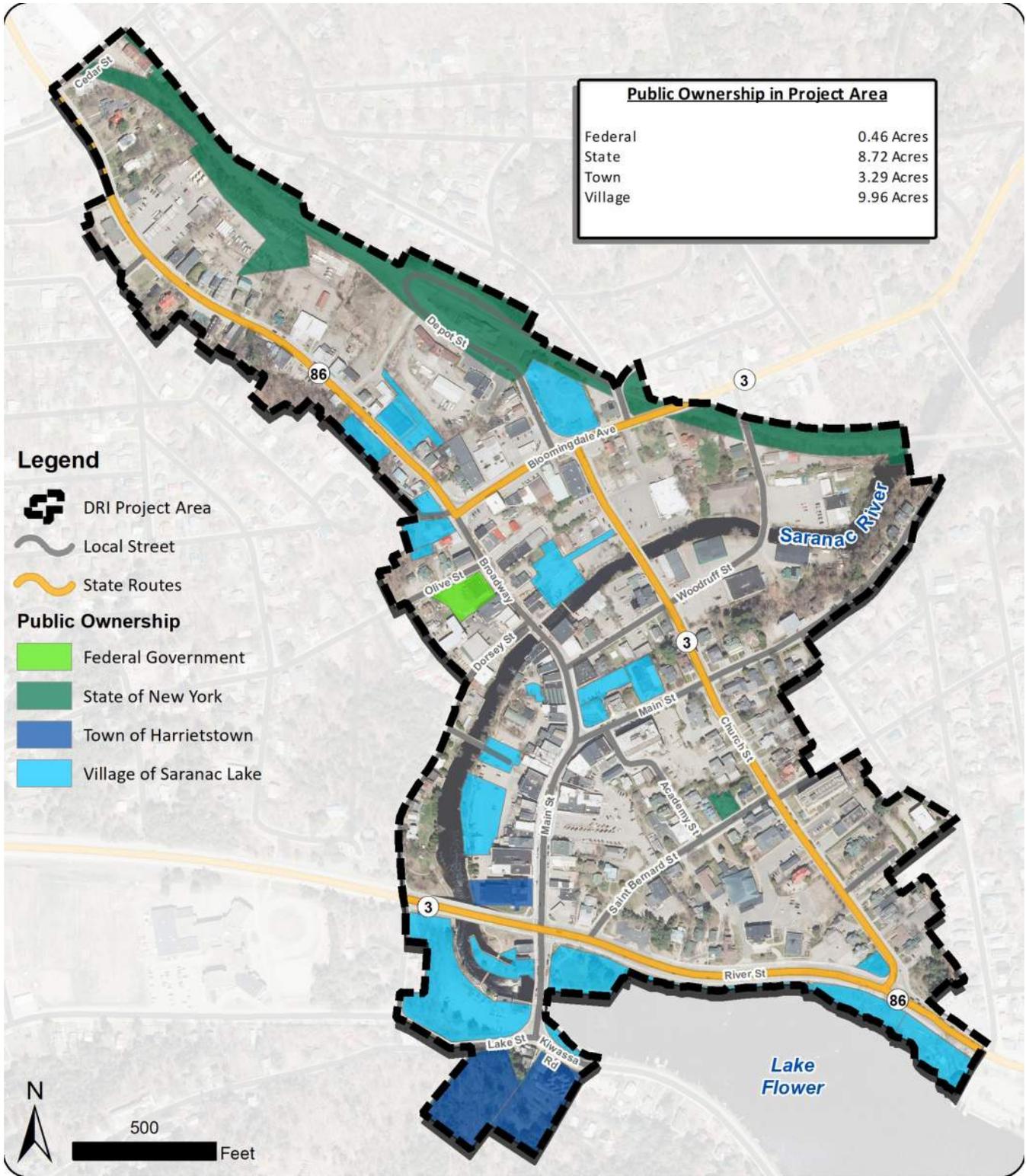


FIGURE I-7. PUBLIC OWNERSHIP

Village Parks and Recreation Resources

Recreational opportunities abound within the DRI area, drawing in local residents as well as tourists to Downtown Saranac Lake. These activities are greatly influenced by the region's extensive water resources. Lake Flower is along the southern border of the DRI boundary, and the Saranac River flows throughout it. Six parks within the study area are adjacent to a waterway. All parks within the DRI area are shown in Figure I-8.

Parks adjacent to a waterway include:

- Hydro Point Park and the Saranac Riverwalk
- Riverside Park, Riverfront Park and the Ice Palace/Prescott Park
- Berkeley Green Park and the Saranac Lake 6er
- Saranac Skateboard Park
- William Morris Park

Additional Village Parks

Two other Village owned parks exist within the DRI boundary:

- Ward-Plumadore Park – This park is located near the intersection of Broadway and Bloomingdale Avenue. It contains an open lawn and park benches.
- The Star Garden – This is a small park situated at the intersection of River Street and Church Street.

Village Improvement Society Parks

The Saranac Lake Village Improvement Society (VIS) owns and maintains several of the parks throughout Saranac Lake. The VIS is a non-profit volunteer organization dedicated to maintaining and beautifying parks within the Village. The VIS owns three parks within the DRI boundary: Beaver Park, Dorsey Park and Vest Pocket Park. Both Beaver Park and Dorsey Park border the Saranac River. Although these parks are privately owned, they are open to the public.

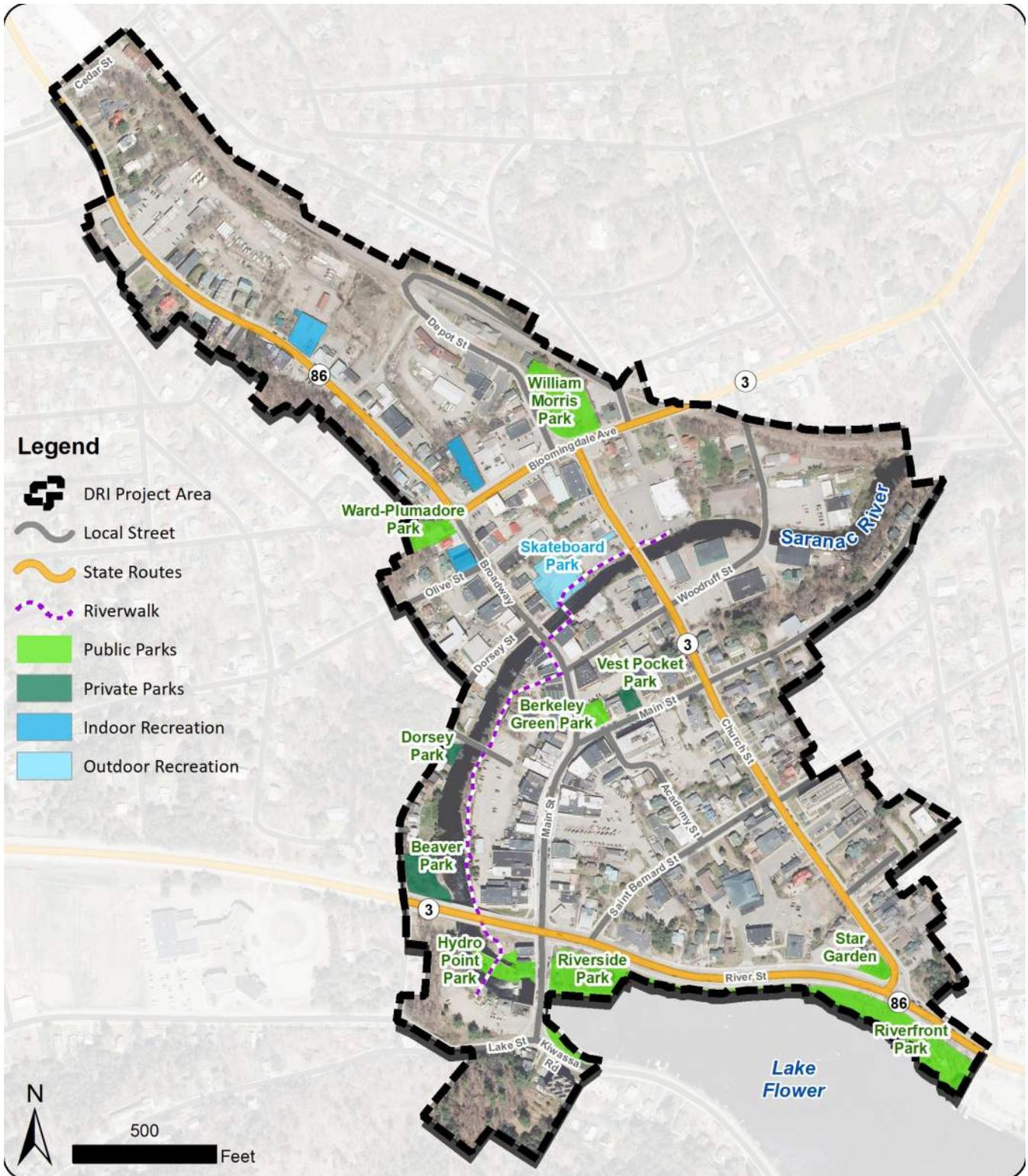


FIGURE I-8. PARKS AND RECREATION

Historic Resources

The Village of Saranac Lake has a rich history dating back to the early 1800s. The area was an important site for tuberculosis research and patient care until the mid-20th century. Local builders in Saranac Lake developed a building style called “cure cottages” to assist with the treatment of tuberculosis patients. The cottages incorporated many windows and porches into the design to expose the patients to sunlight and fresh air. These cottages were rented out to tuberculosis patients from the mid-1800s until the mid-1900s when the disease was more commonly treated with antibiotics. Downtown Saranac Lake developed further to accommodate the influx of patients. Many historic structures still exist today, as well as three historic districts. These areas are shown in Figure I-9.

The New York State Office of Parks, Recreation and Historic Preservation (OPRHP) lists three National Register districts within the DRI boundary:

- Berkeley Square Historic District (currently under consideration for expansion)
- Church Street Historic District
- New York Central Railroad Adirondack Division Historic District

There are no Local Historic districts within the DRI area.

In addition to these districts which contain many historic structures, seven additional sites are within the DRI boundary that are on the Nation Register of Historic Places, including five cure cottages:

- Ames Cottage
- Colbath Cottage



Train station on Depot Street along the former New York Central Railroad

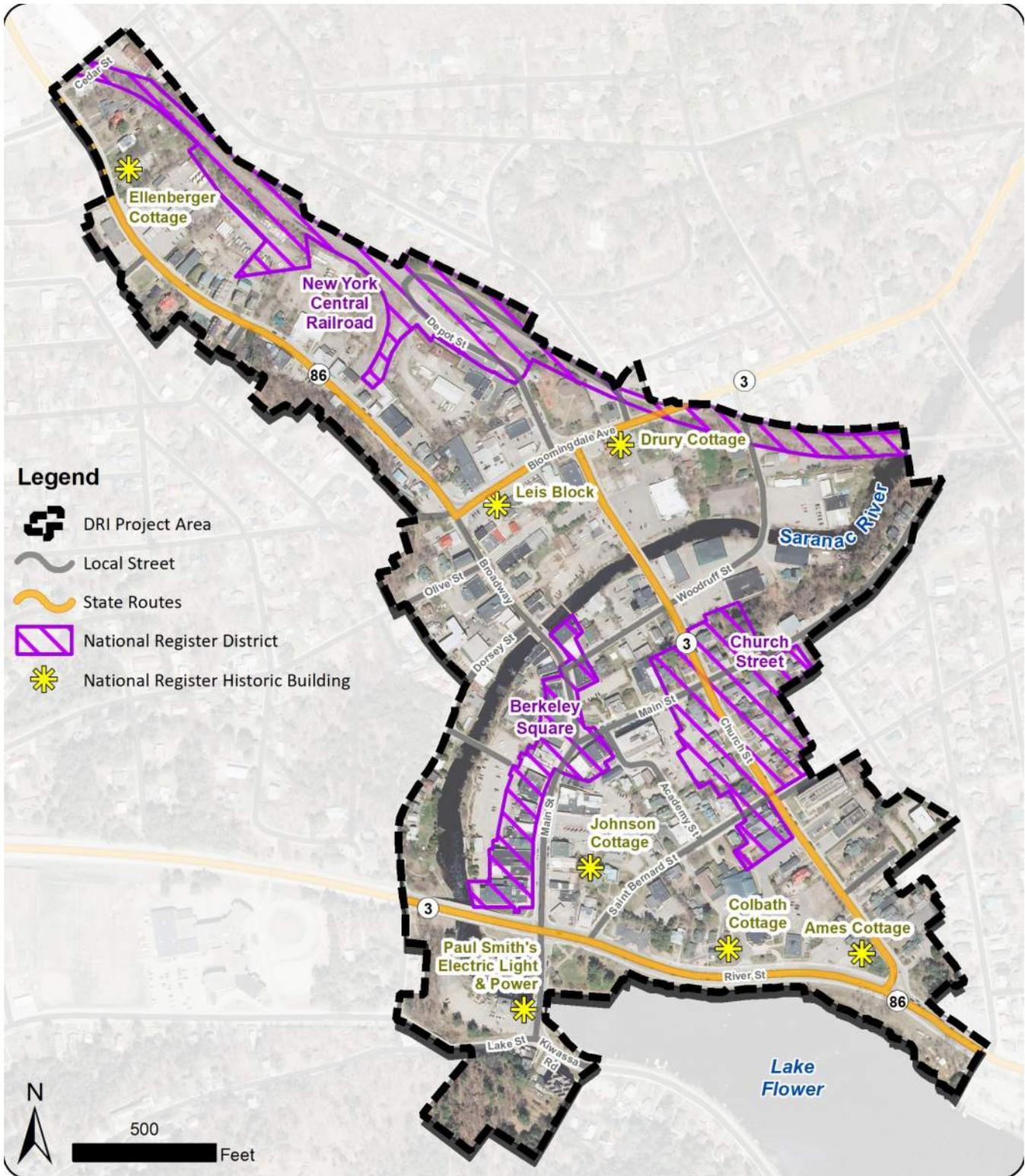


FIGURE I-9. HISTORIC RESOURCES

Cultural Resources

Another significant quality of Downtown Saranac Lake making it appealing to both residents and visitors is its vibrant range of arts and cultural opportunities. Within the DRI area are a number of art galleries, music venues, museums and other cultural destinations. Many of the cultural resources available downtown are adjacent to or within close proximity to several proposed DRI projects.

Figure I-10 illustrates art galleries, music venues, museums, and other cultural destinations that are all present within the DRI area.

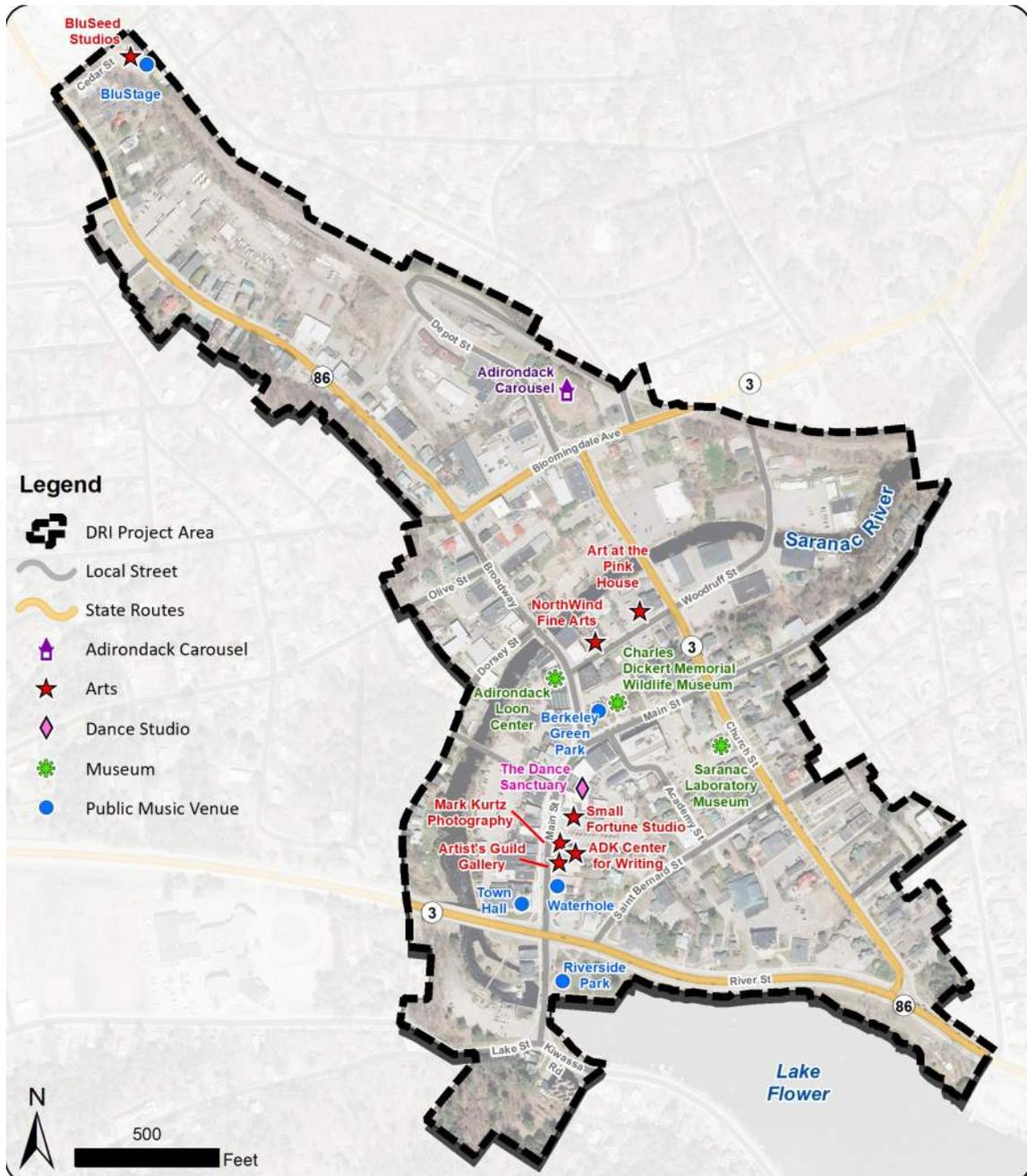


FIGURE I-10. ARTS & CULTURE

Transportation Systems

One of the significant assets of the downtown is its accessibility via existing transportation routes. State Routes 3 and 86 pass through and serve the downtown for both car and truck traffic. According to New York State Department of Transportation Functional Class Viewer, Route 86 is classified as an Urban Minor Arterial. Route 3 is classified as an Urban Principal Arterial, which is a statewide cross road from the western border of New York State to the eastern border. See Figure I-11.

In addition, there are three Village streets within downtown that hold the functional classification of Urban Major Collector, including Grove Street, Park Avenue and Ampersand Avenue. This classification is due to Grove Street and Park Avenue being a connection between State Route 3 and State Route 86, and Ampersand Avenue being a connection between Franklin County Route 18 and State Route 86.

Annual Average Daily Traffic (AADT) counts for the State Routes vary with more than 11,500 vehicles traveling daily on the section of Route 86 north of the intersection of Bloomingdale Ave, Broadway and Main Street. Refer to Table 4 below for State Route AADT's.

TABLE I-4. ANNUAL DAILY TRAFFIC COUNTS

Route	Section	AADT (Year)
86	River Street	13,918 (2009)
86	Bloomingdale Avenue	8,919 (2014)
86	Broadway to Ampersand Avenue	11,576 (2015)
86	Ampersand Avenue to Village Limit (North)	10,140 (2011)
3	River Street	8,629 (2015)
3	George H. Lapan Memorial Highway	7,181 (2011)
3	Church Street	6,131 (2015)
3	Bloomingdale Avenue	5,368 (2015)

Source: New York State Department of Transportation

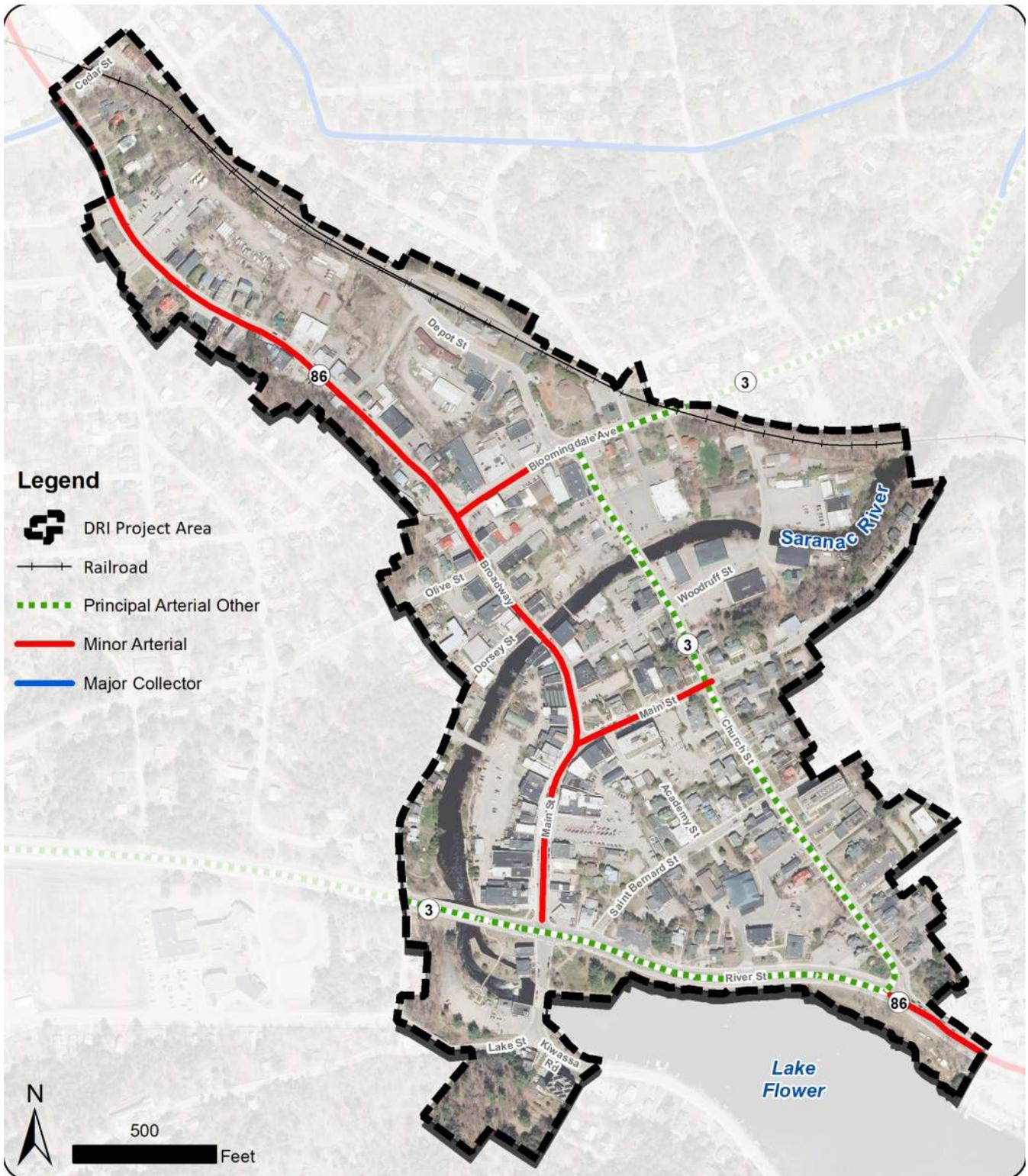


FIGURE I-11. TRANSPORTATION: FUNCTIONAL CLASS

Environmental Features

Lake Flower

The Village of Saranac Lake is located on the Northern shore of Lake Flower. The Lake spans over 300 acres, stretching nearly 2.5 miles from North to South. The Lake shares 2,030 feet of coastline with the DRI boundary, supporting a variety of recreational opportunities including boating, canoeing, kayaking, paddleboarding, and fishing. Lake Flower is classified as Lake wetland in the National Wetlands Inventory.⁵ See Figure 1-12.

The entirety of the DRI area that borders the lake is Village owned parkland including Riverfront Park and Riverside Park. These parks allow direct community access to recreation and scenic views.

The nearby Lake Flower Boat Launch is just past the southeast DRI boundary and is operated by the NYSDEC.

Saranac River

Over 3,000 feet of the Saranac River flows through the DRI area. The Saranac River is classified as Riverine wetland in the National Wetland Inventory and is designated as a Recreational River under the NYS Wild, Scenic and Recreational Rivers Act.⁶ The Saranac River is also a designated Inland Waterway under Article 42 of the Executive Law allowing communities along the river to be eligible for the benefits of the NYS Department of State's Local Waterfront Revitalization Program.

Four parks within the DRI boundary are located along the shore of the Saranac River: Hydro Point Park, Beaver Park, Dorsey Park and the newly constructed Riverwalk. A private canoe/ kayak launch on Dorsey Street is operated by the St. Regis Canoe Outfitters.

Recreational opportunities on the river include canoeing, kayaking, paddleboarding, and fishing.

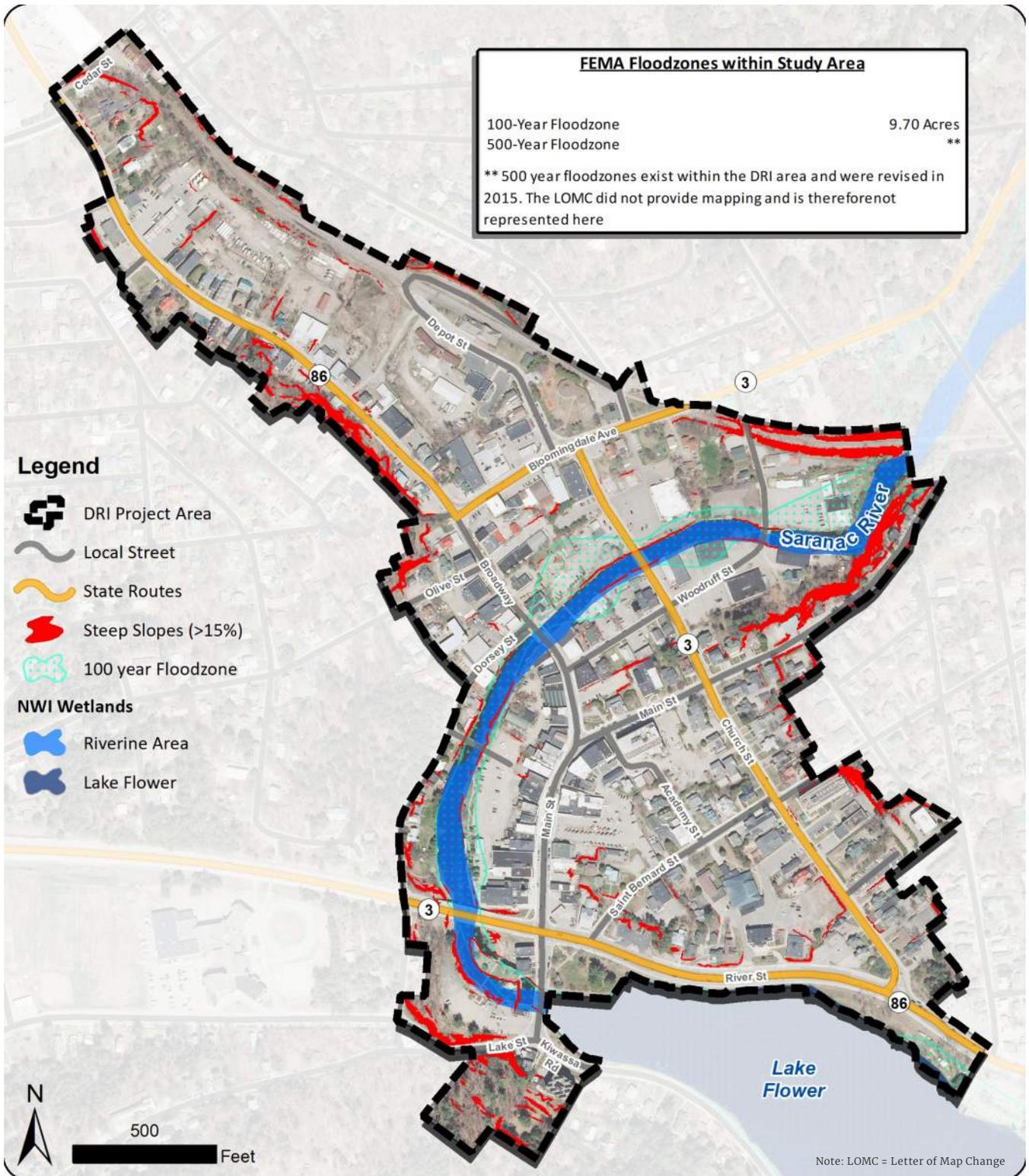


FIGURE I-12. ENVIRONMENTAL FEATURES

DEMOGRAPHICS AND SOCIO-ECONOMIC CHARACTERISTICS

The following tables summarize the demographic and socioeconomic characteristics of the Village of Saranac Lake and the municipalities and counties that the Village is located in.

Population

TABLE I-5. POPULATION

Location	2016 Population Estimate
Franklin County	51,007
Town of Harrietstown	5,646
V. Saranac Lake (part)	4,062
Essex County	38,598
Town of North Elba	8,583
V. Saranac Lake (part)	1,385
Town of St. Armand	1,621
V. Saranac Lake (part)	122
Village of Saranac Lake (Total)	5,569
DRI Study Area	891*
DRI Catchment Area	24,348*

Source: American Community Survey, 2016 Five-Year Estimates; *ESRI 2018

Poverty

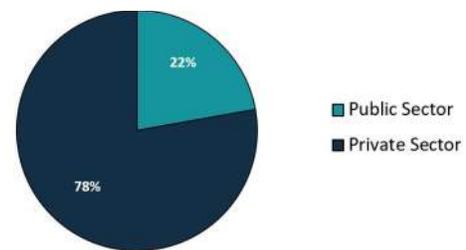
TABLE I-6. POVERTY STATUS

Location	Percent at or Below Poverty Level
Saranac Lake	18%
Essex County	12%
Franklin County	19%

Source: American Community Survey, 2013 Five-Year Estimates

Employment

FIGURE I-13. PUBLIC VERSUS PRIVATE SECTOR EMPLOYMENT FOR SARANAC LAKE RESIDENTS



Trends in Growth

TABLE I-7. POPULATION GROWTH

Location	Population	Population	Population	Percent Change
	2000	2010	2016*	2000-2016
Franklin County	51,134	51,599	51,007	-0.2%
Town of Harrietstown	5,575	5,709	5,646	1.3%
V. Saranac Lake (part)	3,732	3,897	4,062	8.8%
Essex County	38,851	39,370	38,598	-0.7%
Town of North Elba	8,661	8,957	8,583	-0.9%
V. Saranac Lake (part)	1,122	1,367	1,385	23.4%
Town of St. Armand	1,321	1,548	1,621	22.7%
V. Saranac Lake (part)	187	142	122	-34.8%
Village of Saranac Lake (Total)	5,041	5,406	5,569	10.5%

Source: U.S Census Bureau; *American Community Survey, 2016 Five-Year Estimates

Housing Tenure and Total Housing Units

As of 2016, the Village of Saranac Lake had a total of 3,080 housing units. Of those, 38% were owner occupied, 43% were renter occupied and 19% were vacant. Approximately 21% of housing units in the Village are within the DRI Study Area, which accounts for nearly 29% of total rentals in the Village. The Village has a lower vacancy rate than the surrounding counties and towns.

Over 63% of homes in Saranac Lake were built prior to 1939 which presents a number of opportunities and challenges. While the older homes in the Village contribute to its historic character, this also presents challenges related to home renovations, upgrades and utility costs. The primary housing type in the Village is a single-family, detached home at nearly 47% of the total housing units, followed by buildings with 3 or 4 units at 13% and 5 to 9 units at 12%. The most common housing type in the DRI Study area is a single-family, detached home at nearly 30% of the housing units, followed by buildings with 5 to 9 units at 22% and 3 or 4 units at 18%. It should be noted, however, that most properties within the DRI Study Area are commercial including small businesses, food accommodations and community services. See I-11 and Table I-12.

Home Value, Rent Averages and Trends

The housing market in the Adirondack-Champlain Region, which includes Clinton, Essex, Franklin, Hamilton and Warren Counties saw an increase in median sale price of 7% from \$135,000 to \$145,000 from 2016 to 2018 and nearly 10% in the last year. In 2018, the median sale price for a home in Franklin County was \$128,000 and \$239,000 in Essex County. See Figure I-14.

FIGURE I-14. MEDIAN HOME SALE PRICE



Source: Adirondack-Champlain Valley Multiple Listing Service

Housing/Rental Cost as Percentage of Income

The amount of income that individuals and families spend towards housing costs can have a significant impact on quality of life and ability to afford basic needs like food, clothing, utilities and transportation. The Federal Housing and Urban Development Department guideline for affordability is that households that spend more than 30% of monthly household income on housing are considered cost burdened and may have difficulties affording basic necessities. In Saranac Lake, approximately 21% of owner-occupied households spend 30% or more on housing costs. While information for renter-occupied households is unavailable, it can be inferred that trend likely applies to renter-occupied households as well. Franklin and Essex Counties and the towns of Harrietstown, St. Armand and North Elba all follow similar trends for cost burdened households. See Table I-8.

Short Term Rentals

Short-term rentals are a current and growing challenge in communities across the country, including the North Country. Short-term rentals can be an income source for property owners yet may also impact the availability of rental housing for residents and may change the character of local neighborhoods. Through public engagement activities, concerns have been raised about the potential impact of short-term rentals on the downtown. While specific data does not yet exist to quantify the issues within the Village and specifically within the DRI study area, anecdotally local residents seeking quality rental units are experiencing an impact on the quality and supply of rental units downtown.

TABLE I-8. HOUSEHOLDS SPENDING 30% OR MORE ON HOUSING COSTS

Households Spending 30% or More on Housing Costs				
Location	Owner Occupied Housing Units	Cost Burdened	Renter Occupied Housing Units	Renter Percent
Village of Saranac Lake	245	21%	N/A	N/A
Town of Harrietstown	339	24%	466	43%
Town of St. Armand	113	21%	54	36%
Town of North Elba	320	19%	487	36%
Franklin County	2,930	21%	2166	41%
Essex County	2224	20%	1612	41%

Source: American Community Survey, 2016 Five-Year Estimates; ESRI

Investment Activity

Downtown Saranac Lake has experienced a significant amount of commercial investment in the last few years. Between January 2015 and June 2018, thirty commercial properties in the DRI Study Area changed hands, with a median selling price of nearly \$250,000. Among the properties sold were 12 classified as downtown row buildings (i.e., multi-story, mixed-use structures), 6 apartment buildings, 3 restaurants and bars, and 3 converted residences. Based on the number of commercial parcels in the study area, these sales equate to a roughly 20% turnover rate over three-and-a-half years. Many of the structures have been – and continue to be – the focus of additional investment to modernize commercial and residential spaces, restore historic features, and accommodate new business creation.

One of the primary drivers of renewed interest and investment has been the four-year, \$35 million restoration of the Hotel Saranac. The site of the largest building project in Saranac Lake in years, the historic hotel reopened in January 2018. In addition to updated rooms and public

If the area along Lake Flower and the Saranac River through downtown were to become pedestrian friendly, visually stimulating, and filled with great retail and dining opportunities, Saranac Lake will potentially see a huge economic return.

–Saranac Lake Destination Master Plan, p.9

spaces, Hotel Saranac also features a spa, an Adirondack-themed restaurant and tavern, even an interior arcade where guests can purchase local products. The reopening of the hotel has created more than 60 permanent jobs.

Just outside the DRI Study Area, the proposed Lake Flower Resort and Spa has received regulatory approvals from the Adirondack Park Agency and the Village of Saranac Lake Development Board. This project will replace three existing motels on the Lake Flower waterfront with a new 93-room hotel and conference center. Demolition of the buildings at the future resort site commenced in October 2018.

Both the restoration of Hotel Saranac and the planned Lake Flower Resort address the need to increase the quantity and quality of local lodging. The Saranac Lake Destination Master Plan identified the lack of adequate accommodations as a significant challenge to growing the Village’s tourism economy. Other tourism gaps identified in the assessment included dining “oriented to water and in other great settings”; pedestrian connections between stores, restaurants, and the waterfront; nightlife options; and opportunities to purchase local products. The ability to host more overnight visitors in the Village, however, was cited as critical: “Increased overnight stays support the expansion of dining, retail, guided tourism, and nightlife by enabling a critical mass of visitors to support those economic endeavors. Competitive lodging is a must to compete for [these] visitors...”⁷

Another factor driving new investment from the perspective of a commercial tenant is the affordability of space relative to Lake Placid. According to a local broker, the price per square foot for a retail storefront in downtown Saranac Lake averages about \$8 to \$12 per square foot (with prices slightly higher for restaurant space), compared to about \$20 to \$25 per square foot on Main Street in Lake Placid. For a start-up business with limited capital, Saranac Lake offers a significant cost advantage, with a sizable, supportive year-round population and an increasing amount of foot traffic.

Residential sale prices have been rising in the Village of Saranac Lake. According to the website Trulia, market trends indicate an increase of \$25,000 (17%) in median home sales over the past year, from \$150,000 to \$175,000. The average price per square foot for this same period rose to \$132, up from \$103. Five years ago, the median selling price for a home in the Village was \$86,000.

Retail Market

According to ESRI, retail and dining establishments in the Village of Saranac Lake generate an estimated \$108.7 million in sales annually, or \$66.9 million if motor vehicle dealers and parts suppliers, gasoline stations, and nonstore retailers are excluded.⁸ The strongest performing retail categories are food and beverage stores (\$19.4 million), health and personal care stores (\$16.3 million), and miscellaneous store retailers (\$4.6 million), which includes many specialty shops.

Eating and drinking establishments in the Village account for approximately \$7.8 million in annual sales. These represent about 12% of total sales (with the exclusions cited above), but more than 30% of all retail and dining establishments in Saranac Lake. Opportunities for growth may exist through continued

Saranac Lake is on the rise, emboldened by the reopening of the historic Hotel Saranac... and by a lively downtown scene that is transforming it into a destination for foodies and lovers of arts and music.

- "This Village Is Trying To Escape The Shadow Of Lake Placid," Boston Globe, June 19, 2018

marketing and expansion of the so-called "Restaurant Row" downtown; while food- and beverage-related events ("A Taste of...") can also be used to highlight local restaurants and pubs. Travel writers are starting to recognize the Village as a "destination for foodies," which should help to build awareness.

An analysis of market potential shows that the Village has an overall surplus of retail sales, suggesting that it draws customers from beyond its borders. This is not surprising, since it attracts consumers from throughout the Tri-Lakes Region, as well as seasonal residents and tourists. There is unmet demand in several categories, however, including clothing and accessories, specialty food, and home

furnishings stores. Residents may be traveling outside Saranac Lake to make purchases or shopping online or visiting other suppliers of these types of products (e.g., going to a grocery store instead of a bakery to buy baked goods, or shopping at a general merchandise store for apparel). Whatever the cause, the unmet demand indicates a potential opportunity for a new or existing business.

A retail surplus suggests that some types of establishments are attracting customers into the area. An opportunity may exist for an entrepreneur to tap into this market by offering goods and services that are complementary to what is currently available, increasing the diversity of options for shopping and dining.

Unlike major retail chains, the types of independent retailers (and locally-owned restaurants) that are present in small downtowns like Saranac Lake rely on each other to help bring customers through their doors; and require a critical mass, with a variety of businesses, to attract shoppers and visitors. With many new and expanding businesses downtown, that critical mass is starting to take root. The next step is to sustain the momentum with additional investments.

Market Demographics

Commercial establishments and nonprofit organizations in the downtown benefit from access to three markets:

- The population of the Village of Saranac Lake and a retail trade or catchment area up to a 45-minute drive from the center of downtown;
- A daytime population comprised of workers at Adirondack Medical Center, North Country Community College, the Saranac Lake Central School District, and other local employers; and
- Visitors from outside the area and seasonal residents who are not counted as part of the year-round population.

These are not necessarily discrete markets; some residents are also part of the local workforce. Based on Local Employment Dynamics data from the U.S. Census Bureau, approximately 23% of individuals employed in Saranac Lake also live in the Village. Of the total population employed in the Village, 54% reside elsewhere in Franklin and Essex Counties and approximately 22%, or about 400 workers, commute from other locations.

There are currently no statistics available on the number of visitors to Saranac Lake specifically, but the results of the latest Leisure Travel Information Study prepared for the Regional Office of Sustainable Tourism estimated that more than 968,000 leisure travelers visited the Essex, Hamilton, and Franklin County region in 2017. The mean annual reported income of visitors to Franklin County was \$87,717; for visitors to Essex County, it was \$103,121. Both are significantly higher than the income levels of residents (the mean income of Saranac Lake residents, for example, is about \$63,000). The average visitor age is 53 to 54.

Downtown businesses are supported by a large population. ESRI data indicates that businesses in the Village account for fully 25.5% of all retail stores and restaurants in the 45-minute catchment area (see Figure I-15). Notably, many of the new businesses downtown have focused on meeting local needs and serving the resident population, recognizing that the flow of visitors for nine months out of every year is not enough to pay the bills.

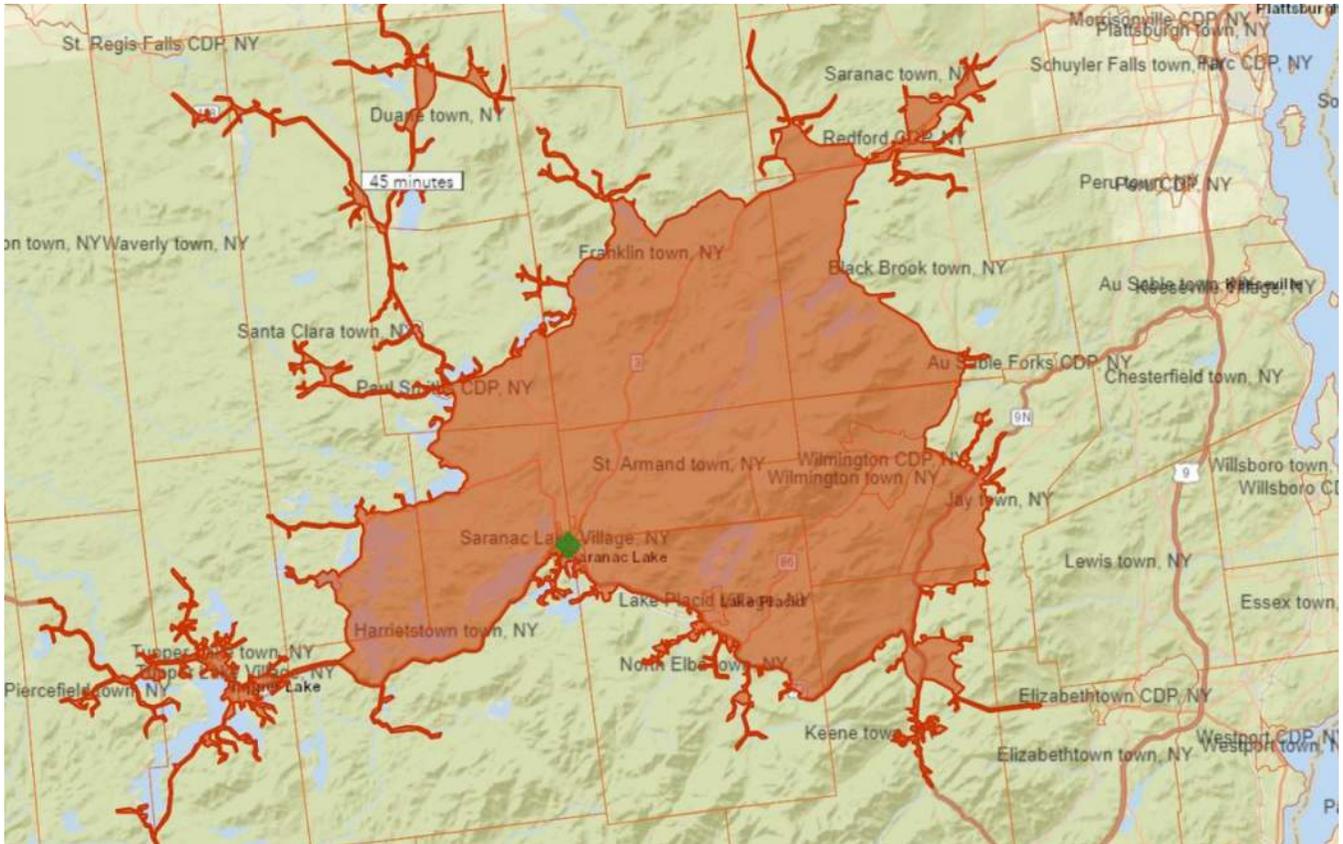
Table 15 compares key indicators in the Village of Saranac Lake to those in the areas within a 30- and 45-minute drive from the center of downtown. The comparison shows that Village residents are younger and have smaller household sizes than those in the broader region. They also have slightly lower median household income levels, most likely due to differences in the average household size and the influence of the college student population.

All three comparison areas have experienced a decline in population since 2010 (ranging from about 3% to 4%), and all are projected to continue to lose population, albeit at marginal rates, in the next five years. As a result, retail demand from year-round residents is likely to remain stable in the near term. Any substantial growth will likely come from increased spending by second homeowners and visitors, especially those staying overnight, since they spend more than day-trippers.



Businesses along Broadway

FIGURE I-15. SARANAC LAKE 45-MINUTE DRIVETIME ZONE



Source: ESRI

TABLE I-9. KEY INDICATORS

Key Indicators, 2018			
	Village of Saranac Lake	30-Minute Drivetime	45-Minute Drivetime
Total population	5,183	17,731	24,348
Total households	2,510	7,397	10,227
Average household size	1.95	2.14	2.17
Median age	41.7	42.0	43.5
Median household income	\$47,851	\$52,657	\$43,954

Source: ESRI

Commercial and Retail Opportunities

Based on the analysis of the local market and the findings of previous plans, potential commercial and retail opportunities in downtown Saranac Lake include:

- Food-related businesses: additional dining options (e.g., cafés, bistros, brewpub) as well as specialty food and beverage establishments;
- Nightlife: nightclub or “experiential” bar with an activity (e.g., games, watching soccer matches) that draws customers in;
- Home furnishings store: unique items for the home, handmade wood products, arts and crafts, etc.;
- Apparel and accessories: times are tough for many apparel retailers today, but a clothing store operated by an experienced and motivated entrepreneur could do well if it can appeal to multiple markets.

It is important to note that residential development creates a consumer base for retail and dining establishments. As a result, encouraging a mix of uses and the creation of additional housing units in downtown Saranac Lake will be an important objective for the DRI Study Area.

Arts and Cultural Opportunities

According to the recently-completed Village of Saranac Lake Arts and Culture Master Plan, an estimated 141 businesses in Franklin and Essex Counties are involved in the production or distribution of the arts, and they employ 1,624 individuals. Based on a conservative approach to defining the creative economy, the estimate includes establishments and organizations in both the nonprofit and for-profit sectors, but probably undercounts individual artists.⁹

The arts play a major role in attracting residents and visitors to Saranac Lake. Among the Village’s cultural assets are art galleries and artists’ studios, a year-round professional theater, a dance academy, and venues for live music performances. There are also museums and exhibits open to the public, offering information on the region’s history, culture, and natural resources. For community of its size, Saranac Lake has a sizable number of arts and cultural facilities, yet – as the Arts and Culture Master Plan points out – these venues have seen steady growth in attendance.

Market research conducted for the plan indicates that seasonal homeowners and visitors to Saranac Lake (who tend to be older and have higher income levels than full-time residents) have a high affinity for arts and cultural activities. However, a community survey found that full-time residents are also interested in arts and culture, especially music, theatre, movies, and visual arts. The survey further identified unmet demand for comedy, culinary arts, and literary arts, as well as arts education.

Based on the Master Plan, commercial opportunities related to the arts in downtown Saranac Lake include:

- Venues to support activities with unmet demand: e.g., a comedy club, movie theater (or “dinner and a movie”-type establishment), or cooking school (or a restaurant that also offers classes in the culinary arts)
- Intergenerational arts programming: e.g., Paint and Sip business, an individual artist or gallery owner offering arts instruction, or an event/festival focused on “doing” art as opposed to merely “viewing” art
- Creation of artists’ live/work space
- Shared administrative/office and rehearsal space for performance venues: identified as a need in the facilities assessment conducted as part of the Master Plan
- New or improved space for the Pendragon Theatre, whose current facility is “ill-suited to the work of the organization”
- Additional arts-related businesses that enhance and expand the diversity of the existing critical mass downtown.

1 Adirondacks Visitor Report, 2016
2 Based on discussions with the Village of Saranac Lake
3 Broadband Now
4 Village of Saranac Lake Comprehensive Plan, pg. 201
5 <https://www.fws.gov/wetlands/data/Mapper.html>
6 Article 15, Title 27, and 6NYCRR Part 666, Recreational rivers listing: Saranac River, Main Branch: Approximately sixty and two-fifths miles from the outlet of Upper Saranac Lake to the point where the river intersects the Adirondack Park boundary.
7 Egret Communications, Saranac Lake Destination Master Plan, November 2009, page 32.
8 These retail categories are excluded because they are unlikely to be drawn to a downtown location and are typically not the focus of retail recruitment programs.
9 The methodology was created by Americans for the Arts, a national organization. For more information, see <https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/creative-industries>.

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SECTION II: COMMUNITY VISION, GOALS AND STRATEGIES





SECTION II-COMMUNITY VISION, GOALS AND STRATEGIES

VISION

Saranac Lake is a place that’s **authentically Adirondack** and **decidedly different**. At first glance it’s a **historic village** where the lakes and mountains are as accessible as they are beautiful.

A closer look reveals a **downtown with an urban vibe** where **creative energy** flows freely. **Art, music, volunteerism and healthy living** help define the culture of this inspiring place. Together with its proximity to abundant recreational opportunities, downtown provides people with a dynamic small-town experience that **complements the natural surroundings** of the Adirondack Park.

Downtown Saranac Lake is a social, commercial and cultural hub that connects surrounding communities. Well-designed public and private spaces as well as unique amenities support a safe, walkable and livable downtown attracting residents, visitors and creative entrepreneurs. A carefully executed strategic plan for downtown Saranac Lake will provide sustainable opportunities to **enhance the quality of life** for residents, **expand business opportunities**, and support a **thriving, resilient community**.

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 throughout the year.
- 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.

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.
- Support rehabilitation of existing single- and multi-family housing in neighborhoods adjacent to downtown.
- Adopt and enforce policies that help improve downtown livability.

SECTION III: DOWNTOWN MANAGEMENT AND IMPLEMENTATION STRATEGY





SECTION III-DOWNTOWN MANAGEMENT AND IMPLEMENTATION STRATEGY

DOWNTOWN MANAGEMENT AND IMPLEMENTATION STRATEGY

The purpose of this section is to describe how the projects will be managed and sustained once DRI funds are awarded by the state. Within Saranac Lake, there is significant capacity to implement improvement projects in the downtown area. The Community Development Department and Village Board members have been active participants throughout the DRI process and will continue to facilitate improvements. The Community Development Department provides staff support for the Downtown Advisory Board, Development Board, and Parks and Trails Advisory Board. Once the investment is made, there is a long history showing successful program and project implementation from the parties involved. Due to the variety in public and private DRI projects, it is crucial that entities involved continue working together.

The Village management structure is aligned to manage and administer the recommended projects. The Village will also continue its successful working relationship with local partner organizations like the Saranac Lake Downtown Advisory Board (DAB), the Saranac Lake Parks & Trails Advisory Board, the Saranac Lake Local Development Corporation, ROOST and the Franklin County IDA. The DAB was established in 2014 to coordinate with downtown stakeholders and assist with the implementation and planning of downtown improvements. The DAB states in their mission that their goals are to improve the experience, image and lifestyle of the downtown area. To support this mission the DAB facilitated the successful application process for the DRI. The DRI projects presented by the DRI Local Planning Committee in this strategic investment plan will fulfill the mission statement of the DAB. The Saranac Lake Parks & Trails Advisory Board (PTAB) has accomplished multiple projects that promote healthy lifestyles throughout healthy infrastructure. PTAB was a key contributor in the development of the Parks Vision

Plan and Bike & Pedestrian Master Plan. PTAB also drafted a new proposed law requiring parks to be Tobacco Free and policy recommendations on bicycles and pedestrians for Saranac Lake. These entities will continue to provide support and leadership for DRI improvement projects, as appropriate.

Public improvement projects will generally be overseen by the Village of Saranac Lake in coordination with New York State Department of Transportation, and the Franklin and Essex County Department of Public Works. The Village also intends to form a Project Advisory Committee to oversee design of the public projects. It is anticipated that the Village will contract the design work and construction. As shown in the 2018 Saranac Lake Downtown Revitalization Initiative application, over the past five years, \$395,250 in public funding has been invested in local planning initiatives.¹ Planning efforts that highlight the capacity and support the DRI requests include the 2018 Parks Vision Plan Design Study, the Arts and Culture Master Plan, Development Code in 2016, and Bicycle and Pedestrian Master Plan, among others. With the combination of Village efforts, motivated investors, developers, and entrepreneurs, over \$45 million has been invested in downtown in the last 10 years. Of that total investment, \$4.3 million in public and \$237,000 in private funding was invested in parks and infrastructure. Below is a table with the public improvement projects identified in this strategic investment plan with the responsible entity and project partners.



Riverside Park at Lake Flower

TABLE III-1. PUBLIC IMPROVEMENT PROJECTS

DRI CATEGORY: PUBLIC IMPROVEMENT PROJECTS		
Project	Responsible Entity	Project Partners
Extend Depot Street to Activate the Historic Depot Area	Village of Saranac Lake	NYS DOT, NYS DEC
Gateway Parks and Streetscape	Village of Saranac Lake	NYS DOT, Friends of the Adirondack Carousel
Active Transportation and Mobility	Village of Saranac Lake	NYS DOT, Franklin and Essex County Department of Public Works, property owners
Woodruff Street Urban Design and Streetscape	Village of Saranac Lake	NYS DOT, Franklin and Essex County Department of Public Works, property owners
Development of the Saranac Lake Whitewater Park	ADK Action	Village of Saranac Lake
Downtown Art Installation	Village of Saranac Lake	Parks and Trails Advisory Board, Bluseed Studios, Saranac Lake Downtown Advisory Board, Artworks, Historic Saranac Lake, Local artists

TABLE III-2. PROPOSED NEW DEVELOPMENT & REHABILITATION OF DOWNTOWN BUILDINGS

DRI CATEGORY: PROPOSED NEW DEVELOPMENT & REHABILITATION OF DOWNTOWN BUILDINGS		
Project	Responsible Entity	Project Partners
Making Arts Accessible at BluSeed Studios	BluSeed Studios	Private donors
Creation of Play ADK: A Children’s Museum	Play ADK	Cloudsplitter Foundation, B.J. Queen Enterprises, Adirondack Foundation Generous Acts Fund, Adirondack Gives, and Charles Wood Foundation
Expansion of Bitters & Bones Brewery and Beer Garden	Cook & Stumpf, LLC (DBA Bitter & Bones)	Private investors
Renovate Tops Friendly Market	Saranac Lake Center LLC/Tops	Village of Saranac Lake
Creation of Nori’s Pocket Park	Andy Keal & Heidi Kretser	Village of Saranac Lake
Expansion and Relocation of Pendragon Theatre	Pendragon Theatre	Cloudsplitter Foundation, Private donors, Financial Institutions, New York State Council on the Arts, Empire State Development
Expansion of Historic Saranac Lake Museum	Historic Saranac Lake	NYS Environmental Protection Fund, National Endowment for the Humanities
Renovation of T.F. Finnigan’s	Williams Brothers Holdings, LLC	Private investors
Expansion of Black Mountain Architecture	Jesse Schwartzberg	Financial institution
Construct 133 Broadway Apartments	135 Broadway Apartments, LLC	Financial institution
Establish ADK Main Street Works	Franklin County LDC	Point Positive, FCLDC, Saranac Lake Chamber of Commerce, NCCC, Paul Smith’s College, Small Business Development Center, Clarkson University Shipley Center

Projects within the proposed new development and rehabilitation of downtown buildings category have undergone a thorough evaluation to ensure the capacity of the project sponsor to implement the project. The projects have the support of the Village and will continue to work with Village Officials during the implementation process. History shows \$6.7 million in funding invested by public and \$30 million in funding by private entities into building and façade renovations in the Village.² This further signifies the capacity to implement projects with DRI funds. Below is a table with the proposed new development and rehabilitation of downtown buildings projects identified in this strategic investment plan with the responsible entity and project partners.

The Energize Downtown Fund will have an application process to determine the recipients of DRI project funding. Applicants to the program will be reviewed and selected using a set of criteria based on the goals of the DRI Strategic Investment Plan and local priorities. The fund will be administered by the Franklin County Local Development Corporation (FCLDC). The FCLDC is currently administering the Franklin County Microenterprise Program and a \$500,000 New York Main Street (NYMS) program. The Energize Downtown fund will be will administered in cooperation with the Village of Saranac Lake, the Saranac Lake Local Development Corporation, and Local property owners.

Lastly, the Branding and Marketing Program will continue to be led by the Village of Saranac Lake with support from the Regional Office of Sustainable Tourism (ROOST). ROOST is actively involved in the promotion of Saranac Lake through website maintenance and social media platforms and will continue to do so.

1 2018 Saranac Lake Downtown Revitalization Initiative application.
2 iBid

SECTION IV: PUBLIC INVOLVEMENT



PRELIMINARY PROJECTS

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

NEW DEVELOPMENT AND/OR REHABILITATION OF EXISTING DOWNTOWN BUILDINGS

CITY	TITLE	SPONSOR/LOCATION	DESCRIPTION	PROJECT COST	DRP REQUEST	PROJECT IMAGE
Chicago	1100 N. Dearborn	Chicago Housing Dept. / 1100 N. Dearborn	Renovate & convert residential building at 1100 N. Dearborn into low-income housing.	\$1.2M	\$1.2M	
Chicago	1110 N. Dearborn	Chicago Housing Dept. / 1110 N. Dearborn	Renovate & convert residential building at 1110 N. Dearborn into low-income housing.	\$1.2M	\$1.2M	
Chicago	1120 N. Dearborn	Chicago Housing Dept. / 1120 N. Dearborn	Renovate & convert residential building at 1120 N. Dearborn into low-income housing.	\$1.2M	\$1.2M	
Chicago	1130 N. Dearborn	Chicago Housing Dept. / 1130 N. Dearborn	Renovate & convert residential building at 1130 N. Dearborn into low-income housing.	\$1.2M	\$1.2M	
Chicago	1140 N. Dearborn	Chicago Housing Dept. / 1140 N. Dearborn	Renovate & convert residential building at 1140 N. Dearborn into low-income housing.	\$1.2M	\$1.2M	

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

NEW DEVELOPMENT AND/OR REHABILITATION OF EXISTING DOWNTOWN BUILDINGS

CITY	TITLE	SPONSOR/LOCATION	DESCRIPTION	PROJECT COST	DRP REQUEST	PROJECT IMAGE
Chicago	1150 N. Dearborn	Chicago Housing Dept. / 1150 N. Dearborn	Renovate & convert residential building at 1150 N. Dearborn into low-income housing.	\$1.2M	\$1.2M	
Chicago	1160 N. Dearborn	Chicago Housing Dept. / 1160 N. Dearborn	Renovate & convert residential building at 1160 N. Dearborn into low-income housing.	\$1.2M	\$1.2M	
Chicago	1170 N. Dearborn	Chicago Housing Dept. / 1170 N. Dearborn	Renovate & convert residential building at 1170 N. Dearborn into low-income housing.	\$1.2M	\$1.2M	
Chicago	1180 N. Dearborn	Chicago Housing Dept. / 1180 N. Dearborn	Renovate & convert residential building at 1180 N. Dearborn into low-income housing.	\$1.2M	\$1.2M	
Chicago	1190 N. Dearborn	Chicago Housing Dept. / 1190 N. Dearborn	Renovate & convert residential building at 1190 N. Dearborn into low-income housing.	\$1.2M	\$1.2M	

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NEW DEVELOPMENT AND/OR REHABILITATION OF EXISTING DOWNTOWN BUILDINGS

CITY	TITLE	SPONSOR/LOCATION	DESCRIPTION	PROJECT COST	DRP REQUEST	PROJECT IMAGE
Chicago	1200 N. Dearborn	Chicago Housing Dept. / 1200 N. Dearborn	Renovate & convert residential building at 1200 N. Dearborn into low-income housing.	\$1.2M	\$1.2M	
Chicago	1210 N. Dearborn	Chicago Housing Dept. / 1210 N. Dearborn	Renovate & convert residential building at 1210 N. Dearborn into low-income housing.	\$1.2M	\$1.2M	
Chicago	1220 N. Dearborn	Chicago Housing Dept. / 1220 N. Dearborn	Renovate & convert residential building at 1220 N. Dearborn into low-income housing.	\$1.2M	\$1.2M	
Chicago	1230 N. Dearborn	Chicago Housing Dept. / 1230 N. Dearborn	Renovate & convert residential building at 1230 N. Dearborn into low-income housing.	\$1.2M	\$1.2M	
Chicago	1240 N. Dearborn	Chicago Housing Dept. / 1240 N. Dearborn	Renovate & convert residential building at 1240 N. Dearborn into low-income housing.	\$1.2M	\$1.2M	

PRELIMINARY PROJECTS

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

NEW DEVELOPMENT AND/OR REHABILITATION OF EXISTING DOWNTOWN BUILDINGS

CITY	TITLE	SPONSOR/LOCATION	DESCRIPTION	PROJECT COST	DRP REQUEST	PROJECT IMAGE
Chicago	1250 N. Dearborn	Chicago Housing Dept. / 1250 N. Dearborn	Renovate & convert residential building at 1250 N. Dearborn into low-income housing.	\$1.2M	\$1.2M	
Chicago	1260 N. Dearborn	Chicago Housing Dept. / 1260 N. Dearborn	Renovate & convert residential building at 1260 N. Dearborn into low-income housing.	\$1.2M	\$1.2M	
Chicago	1270 N. Dearborn	Chicago Housing Dept. / 1270 N. Dearborn	Renovate & convert residential building at 1270 N. Dearborn into low-income housing.	\$1.2M	\$1.2M	
Chicago	1280 N. Dearborn	Chicago Housing Dept. / 1280 N. Dearborn	Renovate & convert residential building at 1280 N. Dearborn into low-income housing.	\$1.2M	\$1.2M	
Chicago	1290 N. Dearborn	Chicago Housing Dept. / 1290 N. Dearborn	Renovate & convert residential building at 1290 N. Dearborn into low-income housing.	\$1.2M	\$1.2M	

DESCRIPTION	PROJECT COST	DRP REQUEST	PROJECT IMAGE
Improving branding through marketing campaigns, video, website, gateway features, events banners	\$50,000	\$50,000	

DESCRIPTION	PROJECT COST	DRP REQUEST	PROJECT IMAGE
Improving branding through marketing campaigns, video, website, gateway features, events banners	\$50,000	\$50,000	





SECTION IV-PUBLIC INVOLVEMENT

INTRODUCTION

Community engagement is a critical component to the successful revitalization of downtown Saranac Lake. The Village and the DRI Local Planning Committee (LPC) were committed to ensuring that a broad range of public support informed the development of the DRI Plan. Throughout the duration of the planning process, the Village, LPC and the project team received input from a wide variety of key stakeholders, including business owners, residents, tourists, students, land owners, village staff and local officials. To guide the public engagement process, a Community Engagement Plan was developed which outlines the engagement methods utilized throughout the duration of the DRI.

Engagement activities that took place during the DRI planning process include:

- Public open houses (3)
- Monthly LPC meetings (7)
- Stakeholder group discussions (6)
- Information pop-up stations (6)
- Online community values survey
- Youth outreach session (1)
- Youth Survey
- Social media
- Village website

Local Planning Committee

The LPC consisted of local and regional leaders, stakeholders, and community representatives. The LPC was led by two co-chairs: Mayor Clyde Rabideau, and James McKenna, Co-Chair of the North Country REDC. Other members were invited to participate by the Secretary of State after consultation with the LPC co-chairs and other state partners. LPC members met monthly to brainstorm ideas, provide direction to consultants, review planning products, and prioritize actions.

Members of the Saranac Lake LPC include:

Name	Affiliation
Mayor Clyde Rabideau, Co-Chair	Village of Saranac Lake
James McKenna, Co-Chair	North Country Regional Economic Development Council
Stacey Allott	Geomatics Land Surveying
Tom Boothe	Saranac Lake Development Board
Carolyn Bordonaro	Hotel Saranac
Kelly Brunette	ROOST
Amy Catania	Historic Saranac Lake
Sarah Clarkin	Harrietstown Housing Authority
Jeremy Evans	Franklin County IDA
Kate Fish	ANCA
Tim Fortune	Downtown Advisory Board
Sylvia Getman	Adirondack Health
Adam Harris	Grizle T's
Chris Knight	North Country Community College
Russ Kinyon	Franklin County Economic Development Office
Shannon Osborne	Paul Smith's College
Matt Scollin (delegate)	Adirondack Health
Jason Smith	Village of Saranac Lake Parks & Trails Advisory Board
Carl 'CJ' Hagmann*	Say Real Estate

*Non-voting LPC member

Regular LPC meetings were conducted to guide the development of the DRI Strategic Investment Plan and provide feedback to the DRI consultant team and state partners. All LPC Meetings were open to the public and public comment was encouraged at each meeting.

Meeting notices and press releases were provided to local and regional media, including the Adirondack Daily Enterprise and North Country Public Radio. Meeting notices were also posted to the Village website, social media and on flyers posted throughout downtown Saranac Lake.

In addition, Village staff served as key resources for the LPC throughout the process including the following:

Name	Title	Department
Jamie Konkoski, AICP*	Community Development Director	Village of Saranac Lake Community Development
Trustee Paul VanCott*	Board of Trustee Member	Village of Saranac Lake
John Sweeney *	Village Manager	Village of Saranac Lake
Paul Blaine*	Development Code Administrator	Village of Saranac Lake

**Non-voting LPC member*



LPC Meeting # 4, Town Hall Auditorium – LPC members share Working Group recommendations to full LPC

Seven LPC meetings were held throughout the duration of the project, including:

- **LPC Meeting #1, October 10, 2018** – This meeting kicked off the DRI project and included an introduction to the DRI program, an overview of roles and responsibilities of the LPC, project team, state partners and the public, project schedule and scope, community engagement and a discussion of the DRI application.
- **LPC Meeting #2, November 8, 2018** – This meeting included a review of the project schedule, upcoming community engagement events, discussion of DRI Boundary changes, community vision, goals and strategies and the preliminary projects list.
- **LPC Meeting #3, December 11, 2018** – This meeting included a summary of public engagement events from November, DRI Strategies, Preliminary Projects List, and a discussion of project evaluation guidelines and process.
- **LPC Working Group Sessions, January 8 and 9, 2019** – Several working group sessions were held to evaluate projects by the LPC and project team. The purpose of these sessions was to review each project and determine if the projects were ready to move forward, required more information or were not ready to move forward in the DRI process. To achieve this, the LPC divided



LPC Meeting # 5, Town Hall Auditorium – Consultant team leads projects discussion

into several small working groups. The groups were divided by project type, including Business and Job Creation, Public Space and Streetscape, Mixed Use, Housing and Retail Commercial and Arts, Culture and Entertainment. Using the information gathered in these group sessions, the consultant team compiled a preliminary list of projects to be considered to move forward in the DRI process. The goal of this process was a narrowed list of projects to present to the public at the second public meeting. LPC members who may have had a conflict of interest with one or more of the projects, recused themselves from the conversation. The working group sessions were open to the public.

- **LPC Meeting #4, January 10, 2019** – This meeting included a summary of the LPC working group sessions on January 8 and 9, 2019 and a refined projects list to be presented at Public Meeting #2.
- **LPC Meeting #5, January 24, 2019** – At this meeting, the LPC divided into three small working groups to discuss the consultant team’s recommended preliminary projects list. Based on these discussions, the LPC provided the consultant team with feedback and follow-up questions to discuss with project sponsors.
- **LPC Meeting #6, February 14, 2019** – At this meeting, the Consultant Team shared the latest update to projects including projects removed by sponsors, budget changes and additional clarification of project scopes. The LPC identified the revised list of projects to be shared with the Public at the Public Open House #3.
- **LPC Meeting #7, March 14, 2019** – At LPC Meeting #7, the consultant team presented the final slate of projects to be voted on by the LPC. The LPC voted unanimously to approve the slate of projects as well as several projects that were recommended to be included in the Strategic Investment Plan but not recommended for DRI funding.



LPC Meeting # 1, Saranac Lake Library, Cantwell Room – Mayor Clyde Rabideau welcomes and addresses the LPC

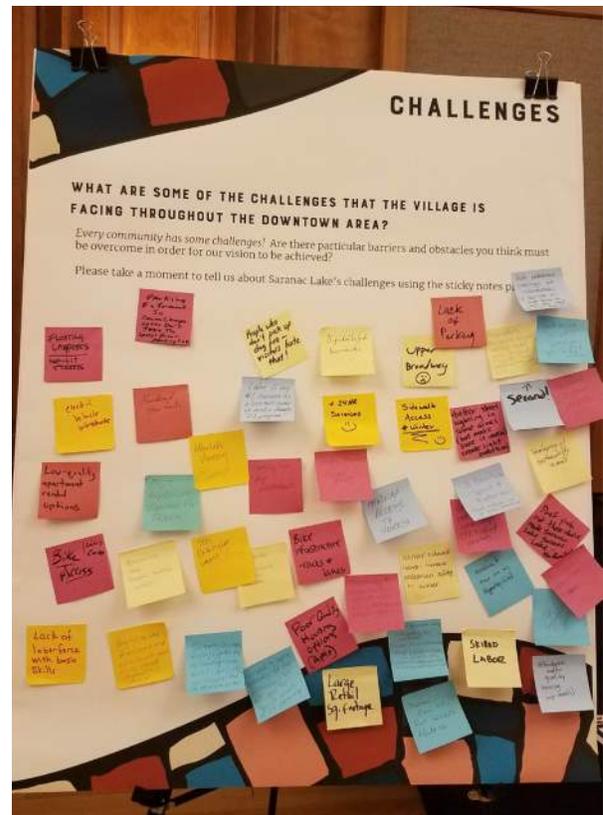
Public Open Houses

Three public open houses were held to gather input and engage the community, including:

- **Public Open House #1, November 15 and 16, 2018** –The two-day open house included a variety of activity stations designed to inform the public about the DRI and to gather public input about ideas to improve quality of life, generate jobs and leverage private investment in the heart of the community. Attendees also had the opportunity to speak with the consultant team and state partners to answer questions about the DRI
- **Public Open House #2, January 17, 2019** – At the second open house, the public had the opportunity to indicate their level of support for preliminary projects aimed at advancing the community’s vision, goals and objectives. Attendees had the opportunity to view a draft list of implementation projects that will transform downtown and indicate a high, medium or low level of support for each project. To collect information about level of support for projects, worksheets were distributed that listed each project and included an area for participants to indicate a high, medium or low level of support for a project. Other materials distributed included a general comment sheet to record general questions or concerns about the DRI process or downtown and a comment sheet to provide project specific comments.



Public input boards at Public Open House #1





Public Open House #1 - Grand Ballroom, Hotel Saranac

- **Public Open House #3, February 21, 2019** – At the third public open house the public had an opportunity to view a narrowed list of potential projects for DRI funding. The purpose of the meeting was to inform the public of project updates, view the preliminary list of projects and provide an opportunity for additional public comment. The open house included several information boards summarizing the DRI process as well as boards that provided a summary of each of the projects.



Public Open House #2 – Saranac Lake Public Library, Cantwell Room



Information Pop-up Stations

During the two-day public engagement event on November 15 and 16, 2018, information pop-up stations were set up at various locations throughout the DRI Study Area. A pop-up station provides an opportunity to meet community members where they are, offering a measure of convenience for those who may not otherwise attend public meetings. The purpose of the stations was to inform the public about the DRI project, to encourage community members to attend the public open houses and to offer an opportunity for public input. The pop-up stations were staffed by a member of the project team and included a map of the project area, handouts with information about the DRI process and business cards with information about the online community values survey. Also included were comment cards for community members to leave thoughts, concerns and ideas about the community vision and issues and opportunities for downtown Saranac Lake.

The location of the pop-up stations were chosen based on their function as central gathering spaces in the community or serving a particular population that would otherwise not likely attend a public meeting. The locations were identified with help from members of the LPC and Village staff. Information pop-up station locations included:



- Nori's Village Market, 138 Church Street
- Tops Supermarket, 156 Church Street
- Saranac Lake Free Library, 109 Main Street
- Origin Coffee, 77 Main Street
- Lake Flower Apartments, 14 Kiwassa Road
- Hyde Mobil, 615 Lake Flower Avenue

Pop-up station at Nori's Village Market (Photo used with permission by Nori's Village Market)

Stakeholder Meetings

As part of the public engagement component of the DRI, group stakeholder meetings were held to gather detailed input from individuals with a unique perspective on local resources, projects and programs, and to establish avenues for dialogue that can relay input to and from a broader constituency. The stakeholder meetings took place at Village Hall and the Hotel Saranac on November 15 and 16, 2018. Key stakeholders and stakeholder topic areas were identified by the LPC and Village staff. The project team then followed up with invitations to individual stakeholders to join the group discussions.

The meetings featured a facilitated discussion between the project team and the invited stakeholders. Stakeholder groups were divided into different topic areas, including:

- Business and Development
- Housing and Downtown Living
- Recreation, Arts and Culture
- Transportation and Infrastructure
- Community Organizations and Institutions
- Public Safety and Codes

Online Community Values Survey

An online community values survey was developed to provide another opportunity for public input. The online survey was live from November 7, 2018 to January 18, 2019 and received 223 responses. The survey responses were used to inform potential project selection criteria, goals and strategies and the overall vision for downtown. The open, online nature of the survey also created an opportunity to engage interested stakeholders outside of the community (e.g., former and future residents of the village, residents serving in the military, seasonal residents or visitors etc.).



Online Community Values Survey business card handout

Youth Outreach

A key component of downtown revitalization is to ensure that the needs of future generations are considered so that those who grow up in the community are motivated to stay to live, work and raise families. To help understand the needs of younger Saranac Lake residents, youth outreach was conducted at Saranac Lake Middle School. To facilitate the outreach, students were seated in small groups and participated in a mapping exercise to show areas the students rarely went or would like to see improved. Next, the students were asked to provide feedback on the opportunities and challenges downtown. Students also placed sticky notes on boards describing what they appreciated about downtown as well as opportunities for improvements. This event was attended by 37 students from grades 6-8 as well as members of the project team, community engagement sub-committee and school staff members.

A survey geared towards middle and high school students who attend Saranac Lake Central School District provided an additional opportunity for input. There was a total of 129 respondents for the student survey which was distributed online between December 2018 to January 2019.



Student outreach at Saranac Lake Middle School

Digital Outreach

Digital outreach was conducted through the Village website, DRI webpage and social media outlets. Digital outreach was utilized to share project information and notify the public of opportunities to participate in the process. The intent was to reach all interested stakeholders using a variety of outreach methods. Digital media is a preferred method of sharing and gathering information by many that may not have the ability or time to attend public workshops.

SARANAC LAKE
adirondacks, usa

**WHAT: SARANAC LAKE DRI
PUBLIC OPEN HOUSE #2**

WHEN: THURSDAY, JANUARY 17, 5 - 7:30 PM

**WHERE: SARANAC LAKE FREE LIBRARY,
CANTWELL ROOM**

The Saranac Lake DRI Local Planning Committee and our state agency partners invite you to participate in an open house meeting to learn more about the village's Downtown Revitalization Initiative! We will present information on a preliminary list of implementation projects aimed at advancing the community's vision, goals, and strategies.

**CAN'T JOIN US? YOU CAN FIND MORE INFORMATION ABOUT
THE DOWNTOWN REVITALIZATION INITIATIVE HERE:
DRI.SARANACLAKENY.GOV**

 **Downtown
Revitalization
Initiative**

THIS PROJECT IS SUPPORTED WITH FUNDING PROVIDED BY THE
NEW YORK STATE DOWNTOWN REVITALIZATION INITIATIVE.

**ALL MEMBERS OF THE PUBLIC
ARE ENCOURAGED TO ATTEND!**

Public Open House #2 Flyer

SECTION V: PROJECTS PROPOSED FOR DRI FUNDING





SECTION V-PROJECTS PROPOSED FOR DRI FUNDING

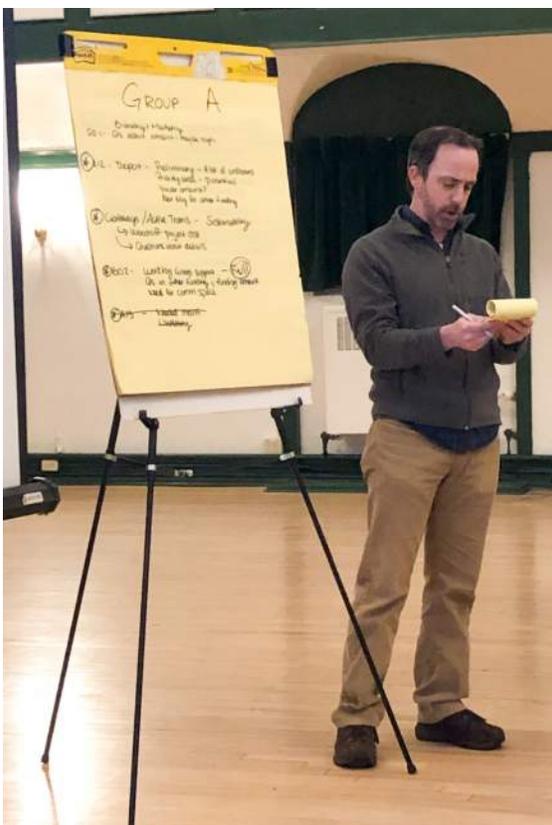
OVERVIEW

As part of the DRI process, the Village of Saranac Lake issued a call for downtown revitalization projects. More than 60 proposed projects were received totaling over \$37.5 million in total project costs and \$23.7 million in requested DRI funding. The number of proposed projects and level of proposed investment signifies the level of interest from businesses, property owners and the community to revitalize downtown.

Through a series of working group sessions, small group discussions and a variety of public engagement activities, the LPC identified 19 projects for DRI funding representing a combination of both public and private investment. The LPC applied 24 evaluation factors to assist in identifying those projects that best meet the goals of the Saranac Lake DRI and have the greatest potential to serve as catalysts for additional downtown investment. With an eye toward a consistent, recognizable design aesthetic within the public realm that aligns with local policies and design guidelines, projects across all project categories have the potential to truly transform downtown Saranac Lake.

TABLE V-1. PROJECT EVALUATION CRITERIA

Alignment with DRI strategic goals for the downtown	Alignment with existing local and regional plans	Alignment with ongoing activities
Is there market demand?	Economic feasibility	Site control issues
Level of public support	Catalytic potential: The ability to make other things happen	Ability to provide a sustainable impact in the downtown
Estimated impacts on tax revenue	Estimated job growth and retention	Anticipated community and economic benefits
Need for DRI funds to make the project feasible	Project readiness / Ability to Implement quickly upon award	Potential to leverage additional private and / or public funds
Capacity of responsible parties to implement the project or initiative	Availability of alternative funding sources that are more appropriate than the DRI award	Any regulatory challenges that may hinder implementation and need to be addressed?
Existing local capacity to sustain the implementation of projects and initiatives	Will ongoing maintenance or management be needed and can be realistically addressed?	Employment and workforce development potential
Transformative potential: Project contains elements that fundamentally change the downtown and how it is perceived	Reasonableness of estimated project costs: Including cost to public and private sector partners and long term operating or maintenance cost implications	Project located within or adjacent to priority area? (Dorsey Street Area, Broadway/Depot Area, Church Street Area)



LPC members present small working group discussion highlights at LPC Meeting #5

Projects Proposed for DRI Funding: Summary Map

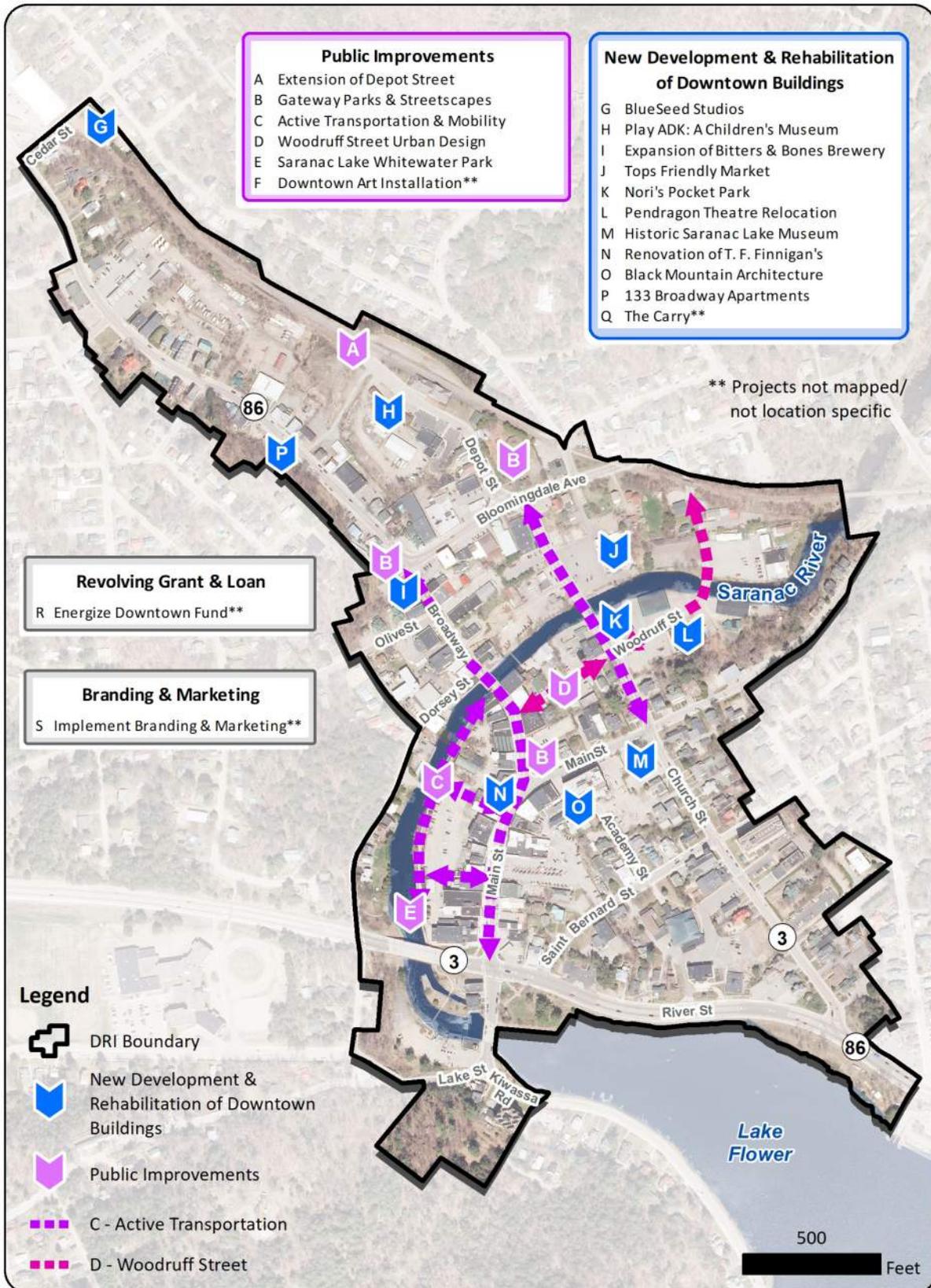


FIGURE V-1. PROJECTS SUMMARY TABLE

TABLE V-2. PROJECTS SUMMARY TABLE

Map ID	Project Title	Description	Responsible Party	Total Project Cost	DRI Funding Request	Funding Sources	Proposed Start Date	Anticipated Completion Date	Jobs Created
DRI CATEGORY: PUBLIC IMPROVEMENT PROJECTS									
A	Extend Depot Street to Activate the Historic Depot Area	Extension of Depot Street to activate the historic Depot area and create a new connection to downtown destinations.	Village of Saranac Lake	\$1,478,000	\$1,356,000	Village of Saranac Lake	Fall 2019	Fall 2021	0
Gateways Parks and Streetscapes									
B	Berkeley Green Park and Streetscape Improvements	Improvements to Berkeley Green Park, including a new public restroom, bike and pedestrian amenities, a new stairwell to the neighborhood pocket park and landscaping.	Village of Saranac Lake	\$629,271	\$629,271	CFA, NYS OPRHP, NYSDOT Transportation Alternative Program	Fall 2019	Fall 2023	0
	Ward Plumadore Park Improvements	Improvements to Ward Plumadore Park, including two terraced plazas, decorative paving, landscaping improvements and the foundation for new public art installations.	Village of Saranac Lake	\$276,942	\$276,942	Generous Act grant, CFA, NYS OPRHP, NYSDOT Transportation Alternative Program	Fall 2019	Fall 2023	0
	William Morris Park Improvements	Enhancements to the park entrance to showcase the park as an important destination within downtown.	Village of Saranac Lake	\$171,556	\$171,556	CFA, NYS OPRHP, NYSDOT Transportation Alternative Program, Friends of ADK Carousel	Fall 2019	Fall 2023	0
	Sub-Total			\$1,077,769	\$1,077,769				
Active Transportation and Mobility									
C	Church Street Streetscape Improvements	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.	Village of Saranac Lake	\$754,816	\$754,816	CFA, NYSDOT Transportation Alternative Program	Fall 2019	Fall 2022	0
	Dorsey Street Parking Lot Redesign	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.	Village of Saranac Lake	\$576,629	\$576,629	CFA, NYSDOT Transportation Alternative Program	Fall 2019	Fall 2022	0
	Riverwalk Completion	Completion of the final two sections of the Riverwalk and improvements to existing sections, including artwork installations and landscaping	Village of Saranac Lake	\$904,414	\$754,414	CFA, NYSDOT Transportation Alternative Program	Fall 2019	Fall 2022	0
	Broadway and Main Urban Forestry Project	Implementation of an urban forestry program to improve the Broadway and Main Street streetscapes.	Village of Saranac Lake	\$56,843	\$56,843	CFA, NYSDOT Transportation Alternative Program	Fall 2019	Fall 2022	0
Sub-Total			\$2,292,702	\$2,142,702					

Map ID	Project Title	Description	Responsible Party	Total Project Cost	DRI Funding Request	Funding Sources	Proposed Start Date	Anticipated Completion Date	Jobs Created
D	Woodruff Street Urban Design and Streetscape Project	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)	Village of Saranac Lake	\$2,568,664	\$1,993,664	Private investors, CFA, NYSDOT Transportation Alternative Program	Fall 2019	Fall 2024	0
E	Development of the Saranac Lake Whitewater Park	Development of a whitewater park on the Saranac River to provide a new recreation destination downtown.	AdkAction	\$440,029	\$410,616	AdkAction, private donors	Fall 2019	Fall 2021	0
F	Downtown Art Installation	Implementation of art installations in priority areas of downtown.	Village of Saranac Lake	\$200,000	\$200,000	--	Ongoing	Ongoing	0
Public Project Totals:				\$8,057,164	\$7,180,751				
DRI CATEGORY: PROPOSED NEW DEVELOPMENT & REHABILITATION OF DOWNTOWN BUILDINGS									
G	Making Arts Accessible at BluSeed Studios Creation of Play ADK: A Children's Museum	Construction of an ADA accessible elevator in the existing BluSeed Studios, enabling improved accessibility to the multi-purpose art center.	BluSeed Studios	\$281,000	\$250,000	NYSCA and DEC Smart Growth	Fall 2019	Summer 2020	0
H	Creation of Play ADK: A Children's Museum	Development of Phase 1 for a children's museum and renovation of an industrial space in the Depot Street area.	Play ADK	\$2,053,048	\$993,055	Cloudsplitter Foundation, B.J. Queen Enterprises, Adirondack Foundation Generous Acts Fund, Adirondack Gives, and Charles Wood Foundation	Fall 2019	Fall 2022	5-8 FTE, 10-15 PTE
I	Expansion of Bitters & Bones Brewery and Beer Garden	Expansion of a downtown restaurant and tavern to accommodate the Village's first downtown brewery and beer garden.	Cook & Stumpf, LLC	\$740,000	\$381,500	Private Investors	Fall 2019	Fall 2022	8 FTE
J	Renovate Tops Friendly Market	Renovation of the exterior of Tops Friendly Market located downtown.	Saranac Lake Center LLC	\$337,000	\$250,000	Tops Friendly Market	Fall 2019	Winter 2019	0

Map ID	Project Title	Description	Responsible Party	Total Project Cost	DRI Funding Request	Funding Sources	Proposed Start Date	Anticipated Completion Date	Jobs Created
K	Creation of Nori's Pocket Park	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.	Andy Keal & Heidi Kretser	\$146,000	\$133,000	New York Main Street and the Village of Saranac Lake, Cloudsplitter, Saranac Lake LDC	Fall 2019	Winter 2019	1 PTE
L	Expansion and Relocation of Pendragon Theatre	Expansion and relocation of Pendragon Theatre to accommodate a larger, state-of-the-art performing arts space in the heart of downtown.	Pendragon Inc.	\$6,538,000	\$2,500,000	Cloudsplitter Foundation, Private donors, Financial Institutions, New York State Council on the Arts, Empire State Development	Spring 2019	Fall 2022	4 FTE, 3 PTE
M	Expansion of Historic Saranac Lake Museum at the Trudeau Building	Expansion of the museum to 118 Main Street and renovation of the National Register listed building, the former home of Dr. Edward Livingston Trudeau.	Historic Saranac Lake	\$914,423	\$325,000	NYS Environmental Protection Fund and National Endowment for the Humanities	Fall 2019	Fall 2022	1 FTE, 2 PTE
N	Renovation of T.F. Finnigan's	Renovation to the rear façade of the T.F. Finnigan building facing the Dorsey Street Parking Lot and Riverwalk.	Williams Brothers Holdings, LLC	\$445,450	\$219,250	Wms. Bros. Holdings, LLC	Fall 2019	Fall 2022	3-6 FTE
O	Expansion of Black Mountain Architecture	Expansion of existing business to support a downtown architecture firm and create job opportunities.	Jesse Schwartzberg	\$460,000	\$184,000	Personal funding and bank financing	Spring 2020	Spring 2022	2-3 FTE
P	Construct 133 Broadway Apartments	The project involves the construction of a new, four-story mixed-use building on a vacant parcel in Upper Broadway. The new 10,000 square foot building will provide ground floor commercial space and three floors of apartments for a total of nine new residences.	135 Broadway Apartments, LLC	\$1,695,000	\$822,500	Personal funding and bank financing	Fall 2019	Fall 2021	11 FTE, 30-40 Construction
Q	Establish The Carry	Establishment of an entrepreneurial business center and renovation of downtown commercial space to spur small business development.	Franklin County Local Development Corporation	\$656,500	\$400,000	Point Positive, FCLDC	Fall 2019	Spring 2020	0
New Development and Rehabilitation Projects Totals:				\$14,266,421	\$6,458,305				

Map ID	Project Title	Description	Responsible Party	Total Project Cost	DRI Funding Request	Funding Sources	Proposed Start Date	Anticipated Completion Date	Jobs Created
DRI CATEGORY: REVOLVING GRANT & LOAN									
R	Energizing Downtown Fund	This fund will provide matching grant funds for commercial and mixed-use properties for building improvements, site upgrades, commercial buildouts and rent subsidies.	Franklin County Local Development Corporation	\$1,200,000	\$600,000	FCLDC	Fall 2019	Ongoing	0
Revolving Grant & Loan Project Totals:				\$1,200,000	\$600,000				
DRI CATEGORY: BRANDING & MARKETING									
S	Implement Branding & Marketing Program	Implementation of branding and marketing to promote Saranac Lake as a "decidedly different" destination within the Tri-Lakes region.	Village of Saranac Lake	\$385,000	\$250,000	ROOST, Village of Saranac Lake	Fall 2019	Ongoing	0
Branding and Marketing Project Totals:				\$385,000	\$250,000				
Totals:				\$23,908,585	\$14,489,056				

Project Profiles

Recommended DRI Projects		
ID	Project Name	Page #
A	Extend Depot Street to Activate the Historic Depot Area	V-9
B	Gateways and Parks	V-15
C	Active Transportation and Mobility	V-30
D	Woodruff Street Urban Design and Streetscape Project	V-45
E	Development of the Saranac Lake Whitewater Park	V-56
F	Downtown Art Installation	V-62
G	Making Arts Accessible at BluSeed Studios	V-69
H	Creation of Play ADK: A Children's Museum	V-76
I	Expansion of Bitters & Bones Brewery and Beer Garden	V-83
J	Renovate Tops Friendly Market	V-89
K	Creation of Nori's Pocket Park	V-95
L	Relocate and Expand Pendragon Theatre	V-101
M	Historic Saranac Lake Museum	V-109
N	Revitalization of T.F. Finnigan Building	V-117
O	Expansion of Black Mountain Architecture	V-124
P	Construct 133 Broadway Apartments	V-131
Q	Establish The Carry	V-139
R	Energizing Downtown Fund	V-144
S	Implement Branding & Marketing Program	V-150



Town Hall at the intersection of River Street and Main Street

A-EXTEND DEPOT STREET TO ACTIVATE THE HISTORIC DEPOT AREA



Project Title:

Extend Depot Street to Activate the Historic Depot Area

DRI Funding Request:

Total DRI Funds: \$1,356,000

Total Project Cost: \$1,478,000

Project Description:

The project proposes to construct approximately 1,570 linear feet of new roadway to extend Depot Street from its existing westbound terminus at the Train Station, west to Cedar Street. The proposed alignment follows the existing railroad bed, which is slated to be converted into a rail trail. The proposed roadway will be designed in conformance with design standards and guidelines described in the Village's Complete Streets Policy and the National Association of City Transportation Officials (NACTO) Urban Street Design Guide for urban streets with minimal truck traffic. Given the proximity of the adjacent rail trail, the roadway is not intended to include pedestrian or bicyclist accommodations. The roadway is also intended to be designed in a manner that maintains a positive rail trail experience. Additional roadway features to be considered during the design and construction of Depot Street Extension are anticipated to include a retaining wall at the western end of the project corridor, lighting, a combination of closed and open drainage, stormwater treatment, and pedestrian railing.

Project Location or Address

Depot Street between the existing Train Station and Cedar Street, approximately 100 feet west of the intersection of Cedar Street with NY Route 86 (Broadway Street).



Property Owner/Sponsor

The project sponsor is the Village of Saranac Lake. The property is currently owned by New York State.

Capacity

The Village of Saranac Lake has the capacity to oversee the management and implementation of grant funds for this project.

Project Partners

- New York State Department of Environmental Conservation (NYSDEC)
- New York State Department of Transportation (NYSDOT)

Strategies

This project aligns with the following Saranac Lake DRI Goals & Strategies:

- **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
 - 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.

Anticipated Revitalization Benefits

The extension of Depot Street, combined with anticipated Rail Trail, would transform a vacant rail parcel into an active pedestrian and vehicular thoroughfare between the Downtown and Upper Broadway/ Park Avenue neighborhood. In the long term, the road extension would encourage future private investment in the area. The Depot area has been identified as a priority area for redevelopment in the Saranac Lake DRI application, as well as in the Saranac Lake Vision Concepts Plan. The project aligns with the Village of Saranac Lake Comprehensive Plan strategies for the Depot area by improving infrastructure and encouraging redevelopment. The Depot Street project builds on other priority DRI projects for the area including the William Morris Park improvements and Play ADK Children’s museum, potentially transforming a neglected space into a recreational destination for residents and visitors.

Public Support

Public support for the transformation of the Depot area has been demonstrated through multiple forms of Public Outreach including online surveys, open houses, and stakeholder meetings as well as student outreach. A high level of support was expressed at the January 17th, 2019 public Open House. Local support for improvements to the Depot area was also expressed during public outreach for the Village of Saranac Lake Comprehensive Plan. The Depot area was identified as an enhancement opportunity in the Saranac Lake Vision Concepts Plan.

Jobs Created

There is a possibility of jobs being created from the implementation of the project through private construction contractors. Jobs may also be created indirectly through future private investment in the area as a result of the road extension.

Project Budget and Funding Sources

Item	Cost	Source	
		Sponsor	DRI Request
Road Construction	\$ 315,000	-	\$ 315,000
Retaining Wall	\$ 412,000	-	\$ 412,000
Pedestrian Fence/Barrier	\$ 55,000	-	\$ 55,000
Lighting	\$ 117,000	-	\$ 117,000
Drainage and Grading	\$ 135,000	-	\$ 135,000
Field Change and Mobilization	\$ 115,000	-	\$ 115,000
Contingency	\$ 207,000	-	\$ 207,000
Construction Inspection	\$ 122,000	\$ 122,000*	-
Totals:	\$1,478,000	\$ 122,000*	\$1,356,000

*Committed/Secured

*Committed/Secured

Feasibility and Cost Justification

The cost estimate is based on recent unit price data for roadway construction materials obtained from NYSDOT's Pay Item Catalog for the northern New York region. Contingencies and inspection costs are a percentage of the construction cost based on typical roadway construction estimating methods.

Construction of the Depot Street Extension is feasible; however, it is dependent on coordination and agreement with New York State as the current property owner. The proposed roadway corridor is wholly on land owned by the State of New York. Coordination is required between the Village and State to determine whether right-of-way acquisition would be required for the proposed Village-owned roadway. The proposed roadway alignment must be designed concurrently with the future rail trail to ensure sufficient right-of-way is available for both the trail and roadway. Additionally, the proposed roadway corridor has the potential for contaminated soils as a result of the historic and current industrial use of adjacent properties along the southern boundary of the corridor and historic use of much of the project area as a railroad

- AASHTO Guide for the Development of Bicycle Facilities
- NACTO Urban Street Design Guide
- NACTO Urban Bikeway Design Guide
- NACTO Urban Street Stormwater Guide
- ITE Designing Walkable Urban Thoroughfares: A Context Sensitive Approach
- Dark Sky Friendly Technology
- Saranac Lake Branding Guidelines

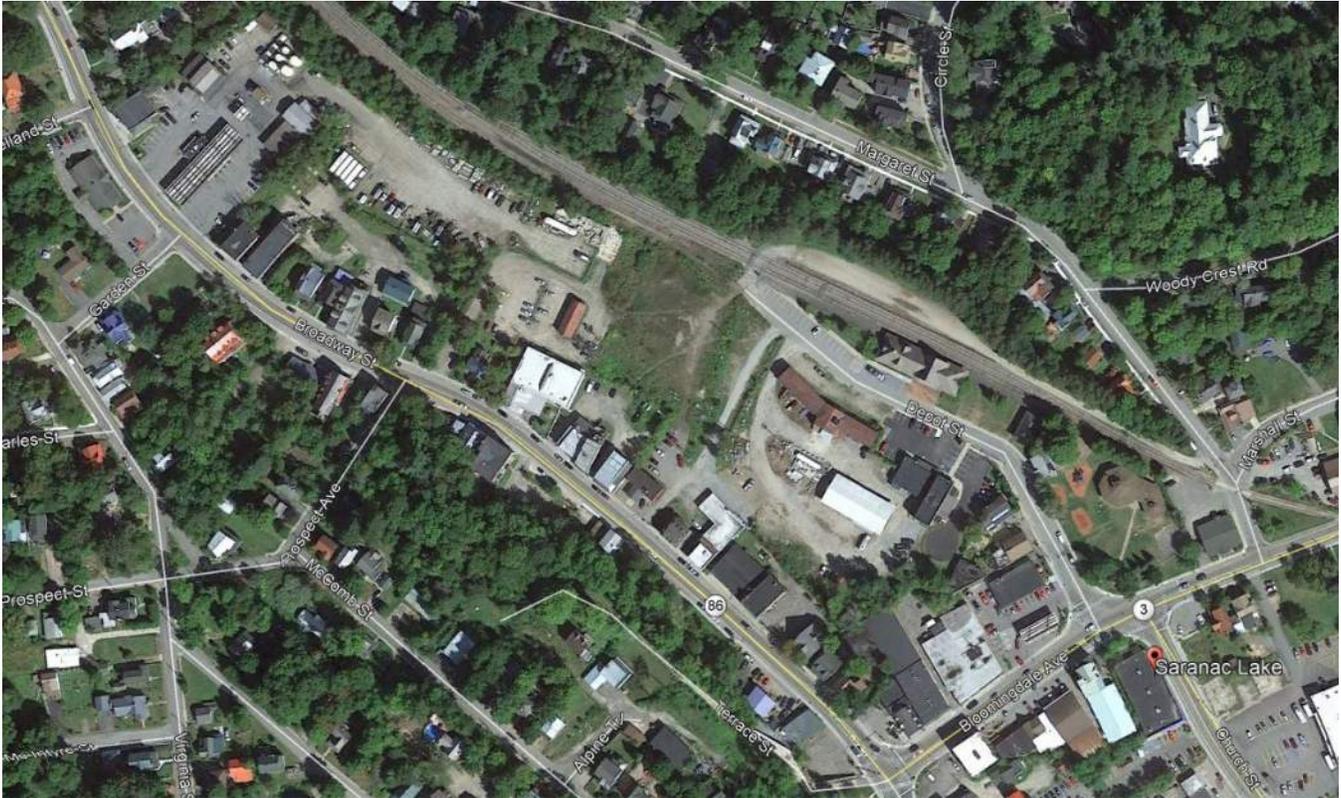
Regulatory Requirements

- Village Roadway Construction Standards
- Consideration of pedestrian facility design standards and ADA compliance in the vicinity of the proposed adjacent rail trail
- Village Code for reconfiguration of parking at the Train Station.
- Village to coordinate with NY State agencies to obtain approval to implement.

In addition, the project should adhere to the following design standards and guidelines:

- Village of Saranac Lake Complete Streets Policy
- NYS Stormwater Management Design Manual
- AASHTO Guide for the Planning, Design, and Operation of Pedestrian Facilities

Images of Current and Proposed Conditions



Depot Street - Existing Conditions



Depot Street - Proposed Conditions

Timeframe for Implementation and Project Readiness

The project can be expected to progress with the following steps:

Immediate Steps (0 - 3 months)

- Formation of Project Advisory Committee: The primary purpose of the advisory committee is to provide judicious advice, from a citizen perspective, to the village elected policy-making body. The advisory committee shall be composed of members from existing village advisory boards and the DRI LPC.
- Village to coordinate with NY State agencies to obtain approval to implement.

Pre-Construction (1-3 years)

- Village to assign Project Manager: The village will require a project manager to ensure its goals are implemented during the construction of the project.
- Village to Secure Design Consultant
- Village to Secure Design Contractor
- Environmental assessment, remediation if warranted: 6 – 24 months if remediation is needed
- Property acquisition or secure an easement from the State of New York: 3 – 18 months
- Preliminary and Final Design, Project Advertisement, Award: 12 months

Construction (6 - 8 months)

Total Timeframe: 2 - 4 years

Project Reporting

This project should be monitored for progress and adherence to the proposed scope, budget and timeline outlined above. Performance and impact can be measured by the following metrics:

- New development on properties adjacent to the Depot Street extension

B-GATEWAY PARKS AND STREETScape PROJECT



Project Title:

Saranac Lake Gateway Parks and Streetscape Project

DRI Funding Request:

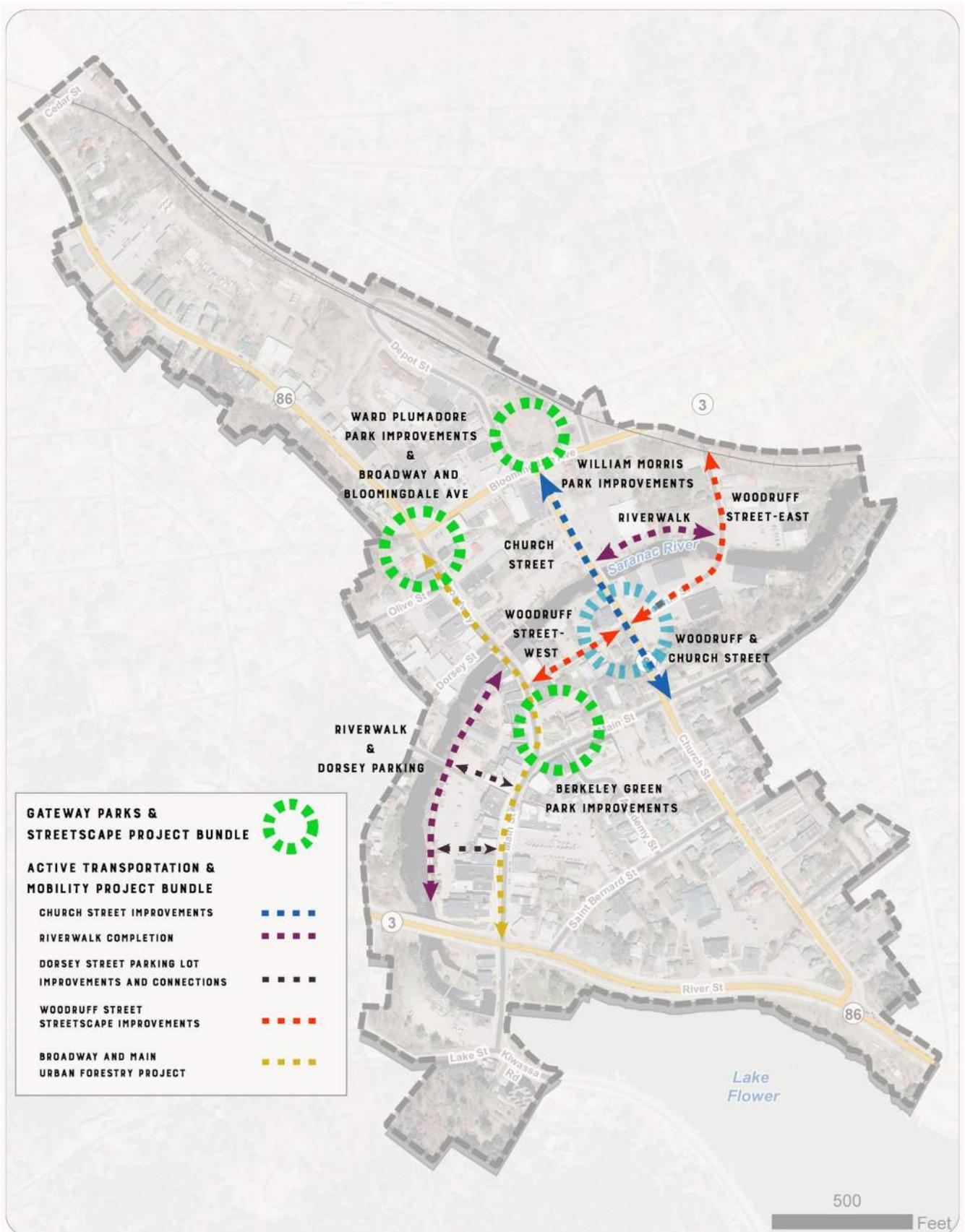
Total DRI Funds: \$1,077,769

Total Project Cost: \$1,077,769

Overall Project Description

The Gateway Parks and Streetscape Project Bundle is a group of three Village park improvement projects that reinforce the northern and central gateways to the Village. Each park is linked to streetscape improvements that increase access for visitors and residents to the unique open spaces the Village has to offer. The combination of enhanced pedestrian and public space improvements including iconic art installations surrounding the parks will help to bring the parks outside to the street and green the adjacent transportation corridors in the Village. These park and streetscape improvements are anticipated to calm traffic, increase pedestrian safety and support the uniqueness of the Village by enhancing active and passive outdoor destinations right Downtown.

Overall Project Location



Property Owner/Sponsor

The Village of Saranac Lake would be the contracting party responsible for managing the design and implementation phases of the project.

Capacity

With appropriate construction funding for the project, the Village of Saranac Lake has the capacity to contract for design and implement improvements.

Project Partners

- New York State Department of Transportation-Region 7
- Friends of the Adirondack Carousel
- A private contractor may be selected by the Village to carry out the proposed improvements

Strategies

The project aligns with the following Saranac Lake DRI strategies:

- **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.
 - 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.
- 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.
- **Livability** – Enhance and maintain downtown as a complete neighborhood where a range of services, amenities, and housing options provide a desirable lifestyle.
 - Adopt and enforce policies that help improve downtown livability.
- **Destination** – Make downtown a premier regional destination for entertainment, art, culture, shopping and dining for residents, workers and travelers.
 - Support existing signature community events and activities.

This project aligns with the following North Country REDC Strategies:

- Activate tourism as a driver to diversifying North Country economies
- Elevate Global Recognition of the region as one of the special places on the planet to visit, live, work and study
 - Create and manage a transformational regional “brand” which powerfully communicates the unique identity and resources of the people, places and products of the North Country region.

The project achieves the goals articulated in the following plans:

- The Village of Saranac Lake Bicycle and Pedestrian Trail Plan (NYSDOS) 2013
- The Village of Saranac Lake Parks Plan (NYSDOS) – 2018

Anticipated Revitalization Benefits

Short Term: The Gateway Parks and Streetscape Project will provide substantial improvements to public space amenities within Downtown. These improvements have the potential to strengthen the market for adjacent residential and commercial properties.

Medium Term: Enhancing the downtown experience through improved opportunities for active and passive recreation destinations downtown is expected to increase visitors and support a stronger consumer base for local retail and year around events.

Long Term: Increased access to unique walkable destinations throughout the downtown is expected to spur private and public investment in commercial, institutional and residential development.

Specifically, the redesign of Ward Plumadore would have a positive visual impact that would help to connect Upper Broadway (a priority area) to the rest of downtown. From a pedestrian standpoint, Upper Broadway is disconnected from the rest of downtown. The redesign of the park could potentially catalyze a public-private partnership with the adjacent business to activate or program the space. William Morris Park improvements will support proposed public and private projects in the area near Depot Street and connect with proposed Active Transportation and Mobility projects.

Public Support

The projects included in the Gateway Park and Streetscape Improvements Project were strongly supported at all public meetings and were discussed at all LPC meetings. This project was also recommended for consideration by the full LPC by the Public Space and Streetscape Working Group.

Jobs Created

There is a possibility of jobs being created from the implementation of the project through the private construction contractors. Long term jobs may be created from the increase in visitors to the Adirondack Carousel, band performances and maintenance staff for Berkeley Green Park.

Acquisition of Real Property

All project areas are located within Village owned public right-of-way.

Overall Project Budget and Funding Sources

Item	Cost	Source		
		Sponsor	DRI Request	DRI Request
Berkeley Green Park and Streetscape Improvements	\$629,271	-	-	\$629,271
Ward Plumadore Park Improvements	\$276,942	-	-	\$276,942
William Morris Park Improvements	\$171,556	-	-	\$171,556
Totals:	\$1,077,769	-	-	\$1,077,769

*Additional public funds that may support the project: CFA, NYS OPRHP, NYSDOT Transportation Alternative Program

Feasibility and Cost Justification

The proposed improvements include strategic investments in existing parks throughout the Downtown. The feasibility is high due to limited conflicts within the Parks. The streetscape improvements at Berkeley Green would be installed over recently replaced water and sewer lines. (need to confirm based on work group map)

Regulatory Requirements

The project will require the approval of the Village of Saranac Lake and the issuance of a building permit.

Since the project involves public spaces it will need to meet requirements of the Americans with Disabilities Act.

The project will require a Highway Work Permit from NYSDOT for minor work within State ROW. For full street reconstruction and changes to curb alignment, a design approval document will need to be prepared for NYSDOT review and approval. All design documentation would need to meet NYSDOT standards and specifications.

In addition, the project will adhere to the following design standards and guidelines:

- Village of Saranac Lake Complete Streets Policy
- NYS Stormwater Management Design Manual
- AASHTO Guide for the Planning, Design, and Operation of Pedestrian Facilities
- AASHTO Guide for the Development of Bicycle Facilities
- NACTO Urban Street Design Guide
- NACTO Urban Bikeway Design Guide
- NACTO Urban Street Stormwater Guide
- ITE Designing Walkable Urban Thoroughfares: A Context Sensitive Approach
- Dark Sky Friendly Technology
- Saranac Lake Brand Guidelines

Project Components with Cost Estimates and Images of Current and Proposed Conditions

Berkeley Green Park and Streetscape Improvements

Berkeley Green is an existing Village park located in the heart of Downtown Saranac Lake and is the centerpiece of downtown. It serves as a central meeting point for residents and visitors especially during the winter months when the Village fires up “Old Smokey,” the community fire pit. The essential improvements to the park include a neckdown at the parking lot entrance in addition to a new public restroom facility in the adjacent public parking lot, the addition of bike and pedestrian amenities at the entrance of the existing parking lot, a new stairwell to the neighboring pocket park, neckdowns at the parking lot entrance and overall landscaping. The proposal also includes a new community kiosk located within the park to serve as a community calendar for residents and visitors. The proposed improvements are intended to distinguish Berkeley Green as a hub for year-round community events.

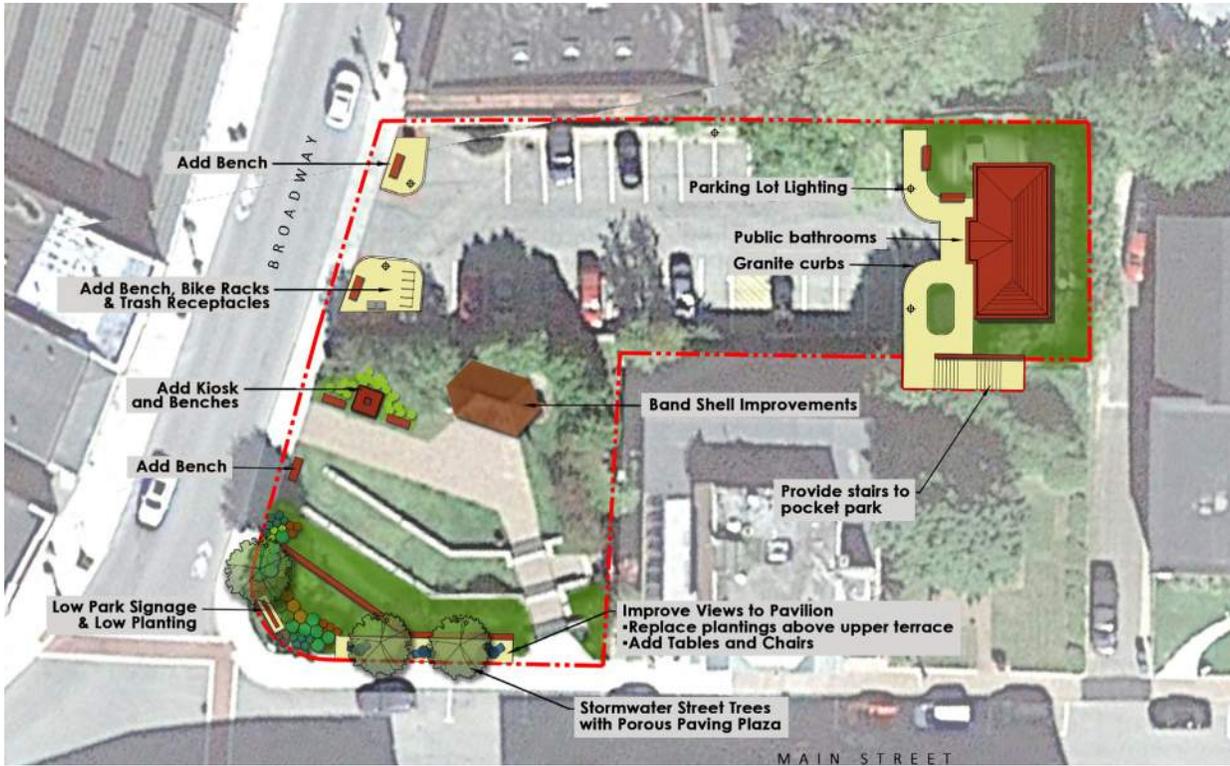
The intersection of Broadway and Main serves as the heart of the Village and is one of the busiest intersections

in the Downtown. The improvements at Broadway and Main will improve pedestrian safety and increase access to Berkeley Green. The proposal includes curb extensions (bump-outs) on the north and south eastern corners of the intersection to reduce the pedestrian crosswalk distances and increase visibility and new high-visibility crosswalks. The additional pedestrian space can bring Berkeley Green out into the streetscape and provide space for additional street trees and plantings.

Berkeley Green Cost Estimate

Item	Cost	Source		
		Sponsor	DRI Request	DRI Request
Construction Costs	\$436,994	-	-	\$436,994
Contingency (20%)	\$87,399	-	-	\$87,399
Design & Permitting (15%)	\$65,549	-	-	\$65,549
Construction Oversight & Inspection	\$39,329	-	-	\$39,329
Totals:	\$629,271	-	-	\$629,271

Images of Current and Proposed Conditions



Berkeley Green Improvements - Proposed Plan (conceptual)



Berkeley Green Streetscape Improvements- Proposed Plan



Berkeley Green Park and Streetscape Improvements- Existing Condition



Berkeley Green Park and Streetscape Improvements – Proposed Condition (conceptual)

Ward Plumadore Park Improvements

The improvements to Ward Plumadore Park at the intersection of Broadway and Bloomingdale Ave will provide an exciting opportunity to transform a busy northern gateway into a walkable and passive recreation destination for the Downtown. The Village property is currently underdeveloped and is used by adjacent businesses as overflow parking. The new park will include two paved, terraced plazas with seating, landscape improvements and the foundations for new public art installations. The park will also provide the opportunity for future trail connections into the residential neighborhoods north of the park.

Ward Plumadore Park Cost Estimate

Item	Cost	Source		
		Sponsor	DRI Request	DRI Request
Construction Costs	\$192,321	-	-	\$192,321
Contingency (20%)	\$38,464	-	-	\$38,464
Design & Permitting (15%)	\$28,848	-	-	\$28,848
Construction Oversight & Inspection	\$17,309	-	-	\$17,309
Totals:	\$276,942	-	-	\$276,942

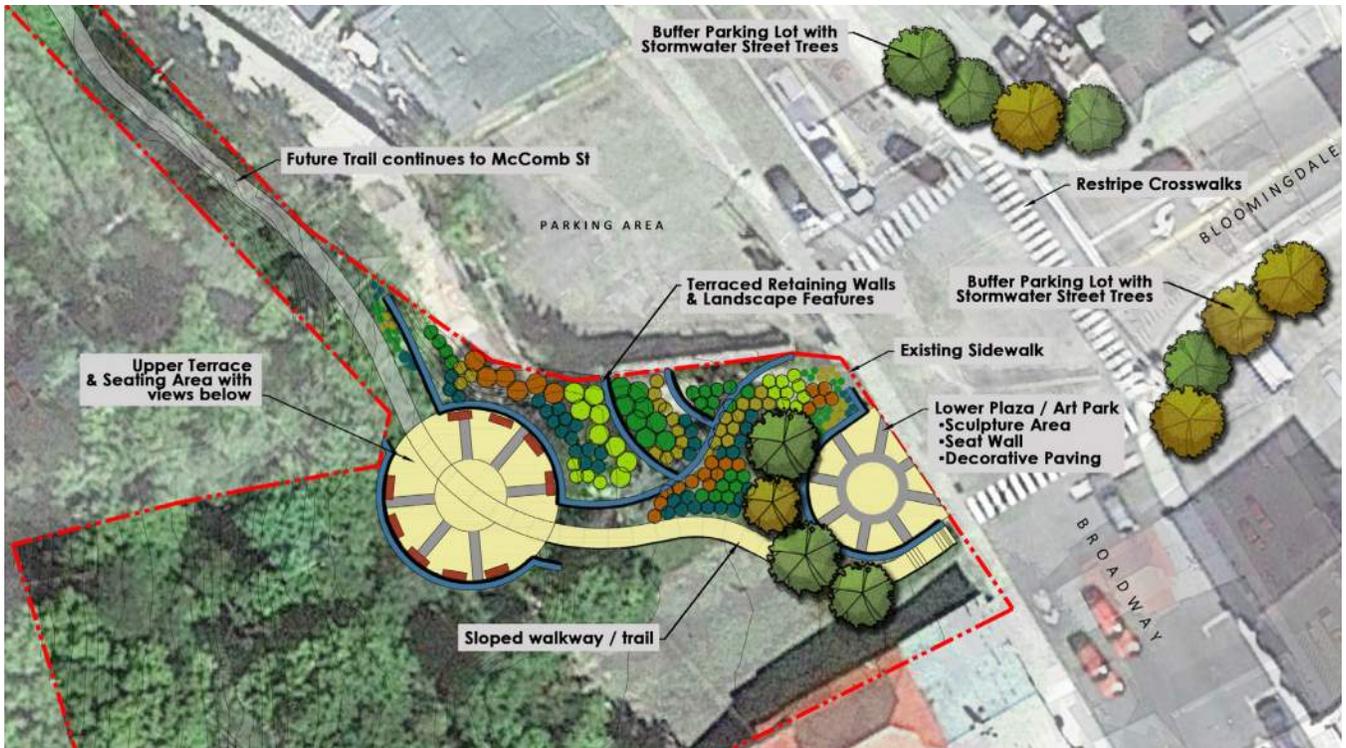
Images of Current and Proposed Conditions



Ward Plumadore Park Improvements- Existing Condition



Ward Plumadore Park Improvements- Existing Condition: Street View



Ward Plumadore Park Improvements- Proposed Plan (conceptual)



Ward Plumadore Park Improvements- Proposed Rendering (conceptual)

William Morris Park Improvements

William Morris Park is an existing park located in the northeastern area of Downtown. The main attraction of the Park is the recently constructed Adirondack Carousel which opened its doors in 2012. The proposed park improvements which include enhancement of the existing kiosk at the corner of Depot Street and Bloomingdale Ave will transform the entrance of the park and showcase the park as a key destination within the Downtown. Added amenities include the addition of a

new masonry columns to frame the main entrance to the Carousel, walkways, seating and new animal sculptures at the entrance to bring the Carousel theme out into the park and the Downtown. Additional improvements are scheduled to be completed by two of the project partners; NYSDOT and Friends of ADK Carousel in Spring 2019. Improvements include a new decorative fence, reconstruction of sidewalks along the park and roadside landscaping.

William Morris Park Cost Estimate

Item	Cost	Source		
		Sponsor	DRI Request	DRI Request
Construction Costs	\$119,136	-	-	\$119,136
Contingency (20%)	\$23,827	-	-	\$23,827
Design & Permitting (15%)	\$17,870	-	-	\$17,870
Construction Oversight & Inspection	\$10,722	-	-	\$10,722
Totals:	\$171,556	-	-	\$171,556

Images of Current and Proposed Conditions



William Morris Park Improvements – Existing Conditions



William Morris Park Improvements – Existing Conditions



William Morris Park Improvements - Proposed Conditions (conceptual)



William Morris Park Improvements - Proposed Conditions

Overall Project Timeframe for Implementation and Project Readiness – Gateway Parks and Streetscapes Projects

Immediate Steps (0 – 3 months)

- Formation of Project Advisory Committee: The primary purpose of the advisory committee is to provide judicious advice, from a citizen perspective, to the village elected policy-making body. The advisory committee shall be composed of members from existing village advisory boards and the DRI LPC.
- Village to assign Project Manager: The village will require a project manager to ensure its goals are implemented during the construction of the project.

Short-Term Steps (3-12 months):

- Design and Construction Documents RFP: Village will release an RFP for Design, Permitting and Engineering of Proposed Improvements.
- Design consultant selection: Village will select and execute a contract with a design consultant to prepare designs, permit applications, and construction documents.
- The design consultant will commence preparation of the design, permitting and construction documents.
- Public Art RFP: Village will release Public Art Design RFP for Signature Artwork to be incorporated into design plans.
- Artist Selection: Village will select and execute a contract with an artist to prepare signature artwork to be incorporated into design plans.

Medium-Term Steps (12-36 months):

- Village will bid the project and secure a construction contractor.
- The construction contractor will commence implementation of improvements.

Long-Term Steps: (3 – 5 years)

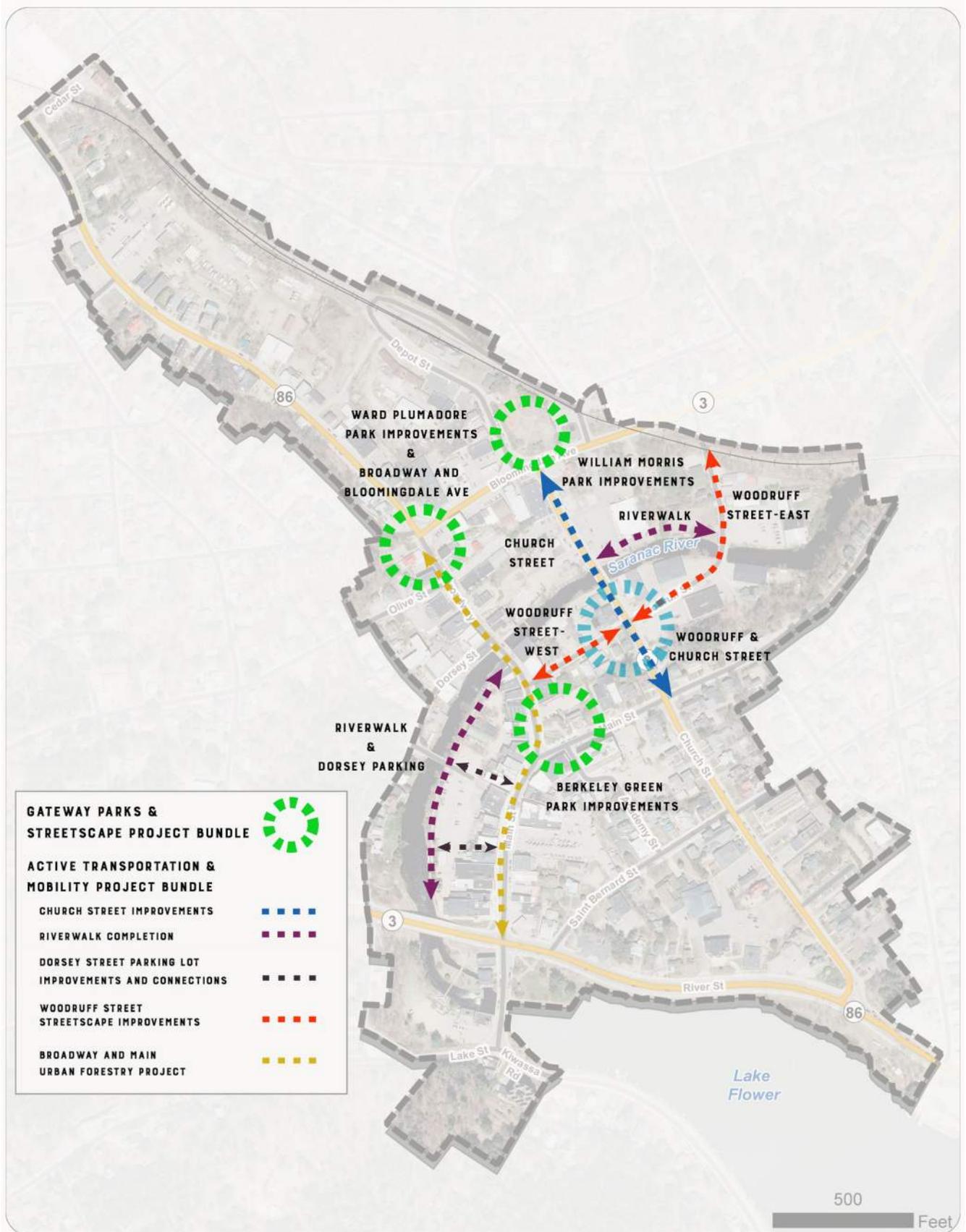
- Construction and Implementation.

Project Reporting

This project should be monitored for progress and adherence to the proposed scope, budget and timeline outlined above. This project will work in unison with proposed public improvements to increase activity in the Downtown. Project success can be measured indirectly through:

- Number of Visitors
- Adjacent Property Values
- Increased Retail Business

Overall Project Location



Property Owner/Sponsor

Village of Saranac Lake

Capacity

With appropriate funding the Village of Saranac Lake has the capacity to contract for design and implement improvements.

Project Partners

- New York State Department of Transportation-Region 7
- Franklin and Essex County Department of Public Works (Bridge Coordination)
- Private contractor may be selected by the Village to carry out the proposed improvements.
- Private property owners along Woodruff Street where overhead utilities will be placed underground. Coordination and funding will be needed to connect private utilities to public utilities underground.
- The former Dew Drop Inn where a segment of the Riverwalk is proposed adjacent to the existing structure.

Strategies

The project aligns with the following Saranac Lake DRI Goals & Strategies:

- **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.
 - Support placemaking by investing in public streetscapes and parks to promote an attractive, walkable, dynamic downtown.
 - 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.
- **Livability** – Enhance and maintain downtown as a complete neighborhood where a range of services, amenities, and housing options provide a desirable lifestyle.
 - Adopt and enforce policies that help improve downtown livability.
- **Destination** – Make downtown a premier regional destination for entertainment, art, culture, shopping and dining for residents, workers and travelers.

- Support existing signature community events and activities.
- 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.

This project aligns with the following North Country REDC Strategies:

- Activate tourism as a driver to diversifying North Country economies
 - Put in place tools to attract private investment which will drive demand to revitalize and diversify communities and create a climate which allows entrepreneurs to flourish.

- Elevate Global Recognition of the region as one of the special places on the planet to visit, live, work and study
 - Create and manage a transformational regional “brand” which powerfully communicates the unique identity and resources of the people, places and products of the North Country region.

The project achieves the goals articulated in the following plans:

- The Village of Saranac Lake Bicycle and Pedestrian Trail Plan (NYS DOS) 2013
- The Village of Saranac Lake Parks Plan (NYS DOS) 2018
- The Saranac Riverwalk 1992
- Saranac Lake Vision Concepts 2007
- Local Waterfront Revitalization Plan - 2004

Anticipated Revitalization Benefits

Short Term: The Active Transportation and Mobility Project will provide substantial improvements to public transportation corridors within Downtown. These improvements have the potential to strengthen the market for adjacent residential and commercial investment.

Medium Term: Supporting active, healthy transportation routes within the downtown that allow visitors and residents to access downtown destinations by foot or bike is aimed at increasing accessibility for residents and visitors Downtown, supporting a stronger consumer base for local retail business.

Long Term: Transformation of the streetscape throughout Downtown into a cohesive neighborhood with its own identity will raise Saranac Lake as a regional destination to live, work and visit strengthening the local Downtown market and attracting new businesses.

Specifically, the Dorsey Street Parking Lot Redesign is located within a Priority Area for Redevelopment and the proposed improvements will catalyze private investments

in the rear facades of buildings along Main Street. The vision of this area is to create a space that transitions from the buildings through the safe, accessible parking lot to the Riverwalk and Saranac River. This combination of public improvements to the parking lot and private improvements to the buildings will be transformational in this location.

The Church Street Streetscape Improvements are also located within a priority area and the streetscape enhancements combined with the planned private improvements at Nori’s, Tops and the new Pendragon Theatre would transform this area into a more pedestrian-friendly corridor, creating a node of activity, culture and basic services.

Completion of the Riverwalk is key to activating the waterfront and connecting businesses and people to the Saranac River. The two proposed segments described below are located in priority areas and the Woodruff Street segment would provide a linkage to the proposed rail trail, which in turn would connect pedestrians to the Depot Street area.

Public Support

The projects included in the Active Transportation and Mobility Project were strongly supported at all public meetings and were discussed at all LPC meetings. This project was also recommended for consideration by the full LPC by the Public Space and Streetscape Working Group.

Jobs Created

There is a possibility of jobs being created from the implementation of the project through the private construction contractors. Long term jobs may be created from the revitalized and expanded business district along Woodruff Street.

Acquisition of Real Property

The majority of the project areas are located within Village owned public right-of-way. The Riverwalk Completion Project is the only project that may require coordination with the property owner adjacent to the proposed path (Parcel 447.69-8-2).

Overall Project Budget and Funding Sources

Item	Cost	Source		
		Sponsor	DRI Request	DRI Request
Church Street Streetscape Improvements	\$754,816	-	-	\$754,816
Dorsey Street Parking Improvements	\$576,629	-	-	\$576,629
Riverwalk Completion	\$904,414	\$150,000*	-	\$754,414
Broadway Main Urban Forestry Project	\$56,843	-	-	\$56,843
Totals:	\$ 2,292,702	\$ 150,000*	-	\$ 2,142,702

* NYSDOS LWRP Grant (Secured)

**Additional public funds that may support the project: CFA, NYS OPRHP, NYSDOT Transportation Alternative Program

Feasibility and Cost Justification

In coordination with on-going public infrastructure (sewer and water) improvements the projects together are feasible and will provide the much-needed surface improvements for critical public rights-of-way in the Downtown. The combined benefit of a cohesive streetscape will spur investment at key locations downtown including the relocation of the Pendragon Theatre, Nori's Market expansion and commercial businesses along Woodruff Street.

Regulatory Requirements

The project will require the approval of the Village of Saranac Lake and the issuance of a building permit. Since the project involves public spaces it will need to meet requirements of the Americans with Disabilities Act. The project will require a Highway Work Permit from NYSDOT for minor work within State ROW. For full street reconstruction and changes to curb alignment, a design approval document will need to be prepared for NYSDOT review and approval. All design documentation would need to meet NYSDOT standards and specifications. Work along the Saranac River below Ordinary High Water or within Waters of the United States will require the project

sponsor to apply for permits with the Army Corps of Engineers and the Adirondack Park Agency. Depending on the alignment of the Riverwalk Trail, coordination with NYSDEC and possibly a permit may be required.

In addition, the project will adhere to the following design standards and guidelines:

- Village of Saranac Lake Complete Streets Policy
- NYS Stormwater Management Design Manual
- AASHTO Guide for the Planning, Design, and Operation of Pedestrian Facilities
- AASHTO Guide for the Development of Bicycle Facilities
- NACTO Urban Street Design Guide
- NACTO Urban Bikeway Design Guide
- NACTO Urban Street Stormwater Guide
- ITE Designing Walkable Urban Thoroughfares: A Context Sensitive Approach
- Dark Sky Friendly Technology
- Saranac Lake Brand Guidelines

Project Components with Cost Estimates and Images of Current and Proposed Conditions

Church Street Streetscape Improvements

The Church Street Corridor serves as a critical pedestrian and vehicular link between River Street to the south and Bloomingdale Ave to the north. Essential components of the Church Street streetscape improvements include high visibility crosswalks, intersection improvements to Woodruff and Church Street (a priority intersection for the Village), reconstructed concrete sidewalks, pedestrian scale lighting, and landscape enhancements. Landscape improvements will include the installation of street trees along the corridor to create a continuous natural viewshed within the downtown. At the intersection of Woodruff and Church, improvements will include new traffic controls to facilitate safe pedestrian crossings,

curb extensions (bump-outs) to reduce the pedestrian crossing distances and improve overall visibility. These improvements are expected to transform Church Street from a car-centric corridor into a walkable pedestrian-focused corridor. As a key connector between multiple destinations downtown, pedestrian accessibility, comfort and safety is important. Additionally, an attractive streetscape is not only functional, but can help to spur downtown economic activity.

Church Street Streetscape Cost Estimate

Item	Cost	Source		
		Sponsor	DRI Request	DRI Request
Construction Costs	\$524,178	-	-	\$524,178
Contingency (20%)	\$104,836	-	-	\$104,836
Design & Permitting (15%)	\$78,627	-	-	\$78,627
Construction Oversight & Inspection	\$47,176	-	-	\$47,176
Totals:	\$754,816	-	-	\$754,816

Images of Current and Proposed Conditions



Church Street Streetscape Improvements-Existing Condition at Woodruff and Church Street



Church Street Streetscape Improvements-Proposed Condition at Woodruff and Church Street

Dorsey Street Parking Lot Redesign

The existing Dorsey Street Parking Lot currently serves as the primary parking facility for the Downtown. In conjunction with grant opportunities to improve the rear facades of the businesses along Broadway, the parking facility has the potential to serve as a key connector between the scenic Riverwalk and business along Main Street and Broadway. Currently the parking lot has no defined pedestrian connection to the businesses above and no formal parking delineation. Essential elements

of the project include three new landscape islands, sidewalks with raised curbs, bioswales, a bus stop, signage, and an pedestrian walkways connecting the Riverwalk to the rear facades. The project will repave the existing parking facility and delineate pedestrian ways up to the Main St. & Broadway business district. Improvements will also include street trees and green infrastructure throughout.

Dorsey Street Parking Lot Cost Estimate

Item	Cost	Source		
		Sponsor	DRI Request	DRI Request
Construction Costs	\$400,437	-	-	\$400,437
Contingency (20%)	\$80,087	-	-	\$80,087
Design & Permitting (15%)	\$60,066	-	-	\$60,066
Construction Oversight & Inspection	\$36,039	-	-	\$36,039
Totals:	\$576,629	-	-	\$576,629

Images of Current and Proposed Conditions



Dorsey Street Parking Improvements-Existing Condition



Dorsey Street Parking Improvements-Proposed Condition (conceptual)

Riverwalk Completion

The Saranac Riverwalk is a very important asset within the Village of Saranac Lake. It serves to provide access to the river while also connecting parklands, neighborhoods and the commercial core in a manner that is unique to this Adirondack village. Since its construction in the late 1990s, it has experienced notable use and is cherished by residents and visitors. Completion of the Saranac Riverwalk is important to connect this asset to Main Street and Broadway businesses, and plans have been prepared to extend the Riverwalk beyond its current configuration. Essential

improvements include pedestrian lighting from Tops to Woodruff Street, artwork installations and landscaping within the existing Riverwalk sections and the completion of the two final segments of the Riverwalk at the former Dew Drop Inn and from Tops to Woodruff Street. The completion of these trail segments will allow future connection from the Riverwalk to the proposed Rail Trail running along the northern edge of Downtown.

Riverwalk Completion Cost Estimate

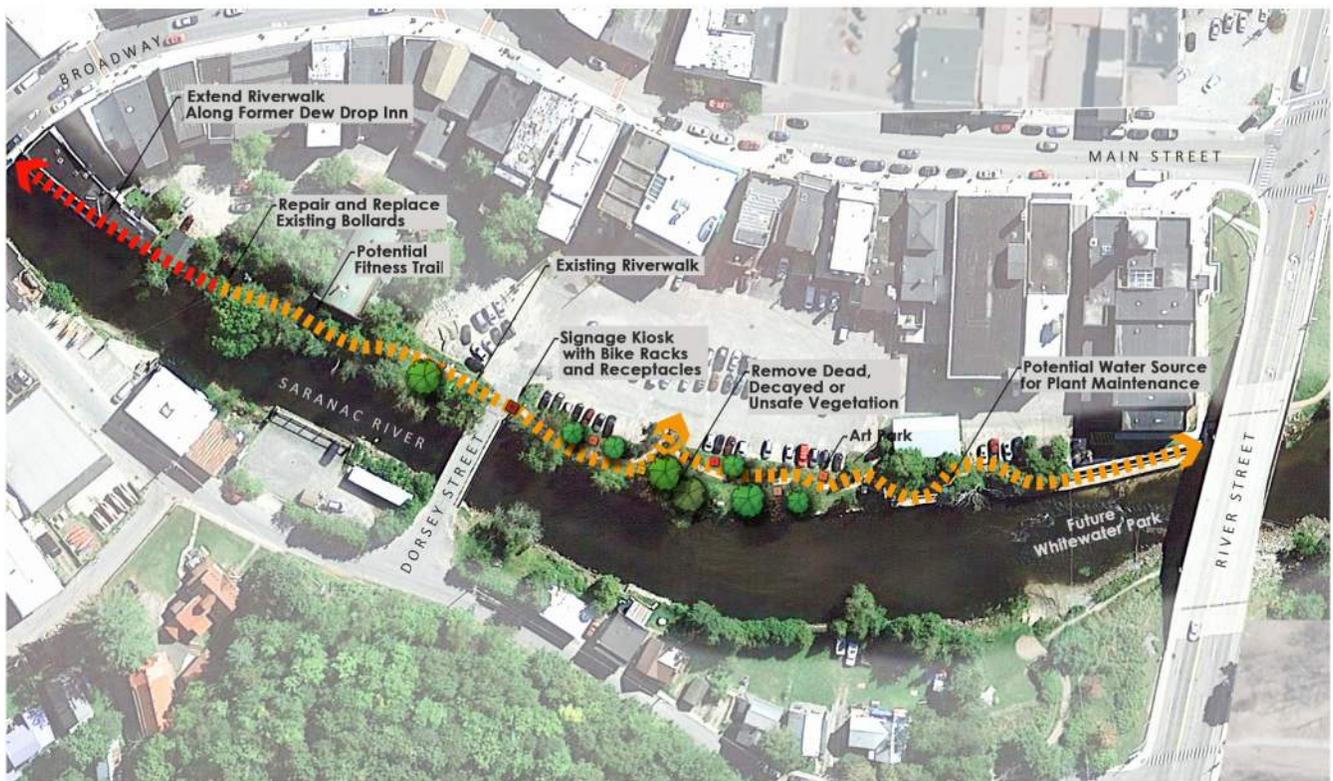
Item	Cost	Source		
		Sponsor	DRI Request	DRI Request
Construction Costs	\$628,065	\$150,000*	-	\$478,065
Contingency (20%)	\$125,613	-	-	\$125,613
Design & Permitting (15%)	\$94,210	-	-	\$94,210
Construction Oversight & Inspection	\$56,526	-	-	\$56,526
Totals:	\$904,414	\$150,000*	-	\$754,414

*LWRP Grant (Secured)

Images of Current and Proposed Conditions



Riverwalk Completion—Existing Condition



Riverwalk Completion—Proposed Improvements for Existing Riverwalk



Riverwalk Completion-Proposed Improvements for New Riverwalk Connections Tops to Woodruff Street

Broadway and Main Urban Forestry Project

The Broadway and Main corridors serve as the principal retail corridors within the Village of Saranac Lake. Currently the corridors lack presence of resilient street trees. Over the years the trees that have been installed have not thrived due to the absence of root space and nutrients. The tree program will target locations throughout the existing sidewalk corridors that can accommodate new trees. The existing sidewalk will be removed, and new structural soil will be installed below the sidewalk to allow for expanded root growth. The new tree will include a porous tree surround that will provide a maintenance-free traversable surface that allows for water and nutrients to feed the tree. The addition of these trees will create a consistent urban tree canopy in Downtown Saranac Lake.

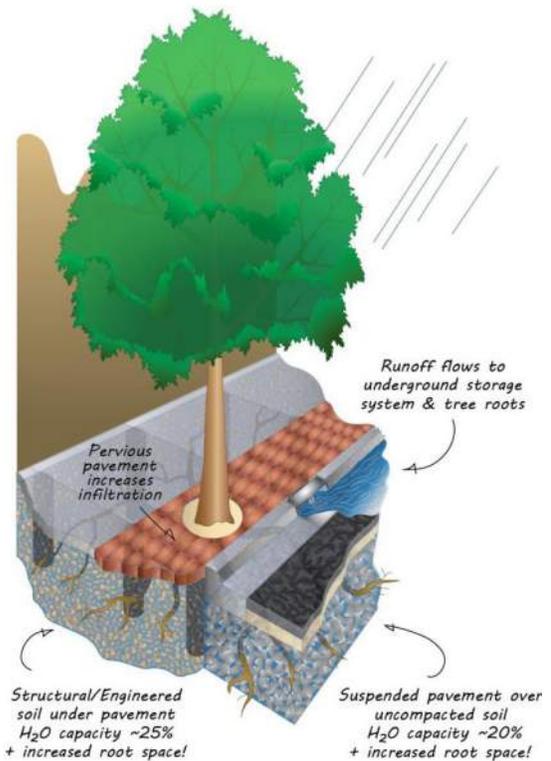
Broadway and Main Urban Forestry Project Cost Estimate

Item	Cost	Source		
		Sponsor	DRI Request	DRI Request
Construction Costs	\$39,474	-	-	\$39,474
Contingency (20%)	\$7,895	-	-	\$7,895
Design & Permitting (15%)	\$5,921	-	-	\$5,921
Construction Oversight & Inspection	\$3,553	-	-	\$3,553
Totals:	\$56,843	-	-	\$56,843

Images of Current and Proposed Conditions



Broadway and Main Urban Forestry Project- Existing Condition



Broadway and Main Urban Forestry Project- Proposed Stormwater Street Trees

Overall Project Timeframe for Implementation and Project Readiness – Active Transportation and Mobility Project

Immediate Steps (0- 3 months)

- Formation of Project Advisory Committee: The primary purpose of the advisory committee is to provide judicious advice, from a citizen perspective, to the village elected policy-making body. The advisory committee shall be composed of members from existing village advisory boards and the DRI LPC.
- Village to assign Project Manager: The village will require a project manager to ensure its goals are implemented during the design construction of the project.

Short-Term Steps (3-12 months):

- Where feasible, the transportation components of the project will utilize a “pilot to permanent” strategy that deploys temporary on-road pavement markings and barriers to test out the proposed geometries. This will allow the Village to build support for the upcoming projects while the final design and engineering take place in the background. This also provides the community with immediate change and opportunities to occupy the new pedestrian space in the Downtown with temporary art installations and events. The design and engineering will be able to respond to the temporary space and ensure that the permanent improvements account for lessons learned while the temporary space is deployed.

Medium-Term Steps (1 – 3 years):

- Village to Secure Design Consultant: The village will require a project manager to ensure its goals are implemented during the construction of the project.
- Complete Design of Project Components
- Village to Secure Design Contractor
- Secure NYSDOT Design Approval and PS&E Approval
- Secure Army Corps and APA permits for work along Saranac River

Long-Term Steps: (3 – 5 years)

- Construction

Project Reporting

This project should be monitored for progress and adherence to the proposed scope, budget and timeline outlined above. This project will work in unison with proposed public improvements to increase activity in the Downtown. Project success can be measured indirectly through:

- Number of Visitors
- Adjacent Property Values
- Increased Retail Business
- Street Tree Vitality

D-WOODRUFF STREET URBAN DESIGN AND STREETScape PROJECT



Project Title:

Woodruff Street Urban Design and Streetscape Improvement Project

DRI Funding Request:

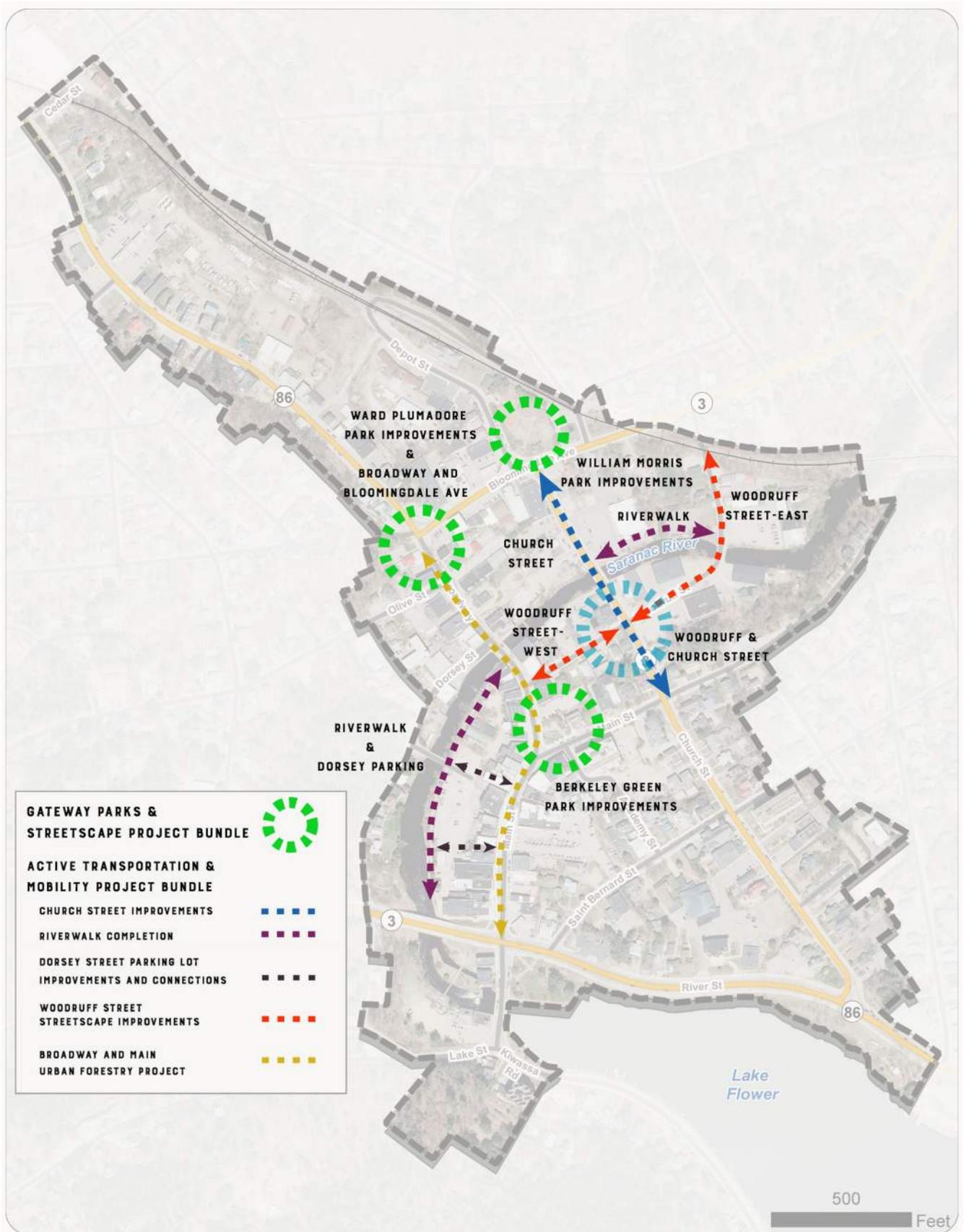
Total DRI Funds: \$1,993,664

Total Project Cost: \$2,568,664

Overall Project Description

The transformation of the Woodruff Street corridor from Broadway to Bloomingdale Ave is an incredible opportunity for the Village of Saranac Lake to expand their Downtown to the east and connect into the future Rail Trail running on the northern edge of Downtown. Within the last five years, the corridor has seen substantial private sector investment with the introduction of Nori's Health Food Store at the corner of Woodruff and Church Street and the potential relocation of the Pendragon Theatre. The Village, along with private investors, seeks to develop the corridor into a retail and cultural destination for the Downtown. This project will facilitate the development and investment into the corridor through the redesign of the streetscape into a walkable destination for the Downtown. Essential improvements include undergrounding overhead utility lines, installing a new two-way cycle track, new sidewalks, on-street parking, high-visibility crosswalks, street trees, pedestrian scale lighting and an attractive visual feature (archway or string lights).

Overall Project Location



Property Owner/Sponsor

Village of Saranac Lake

Capacity

With appropriate funding the Village of Saranac Lake has the capacity to contract for design and implement improvements.

Project Partners

- New York State Department of Transportation-Region 7
- Franklin and Essex County Department of Public Works (Bridge Coordination)
- Private contractor may be selected by the Village to carry out the proposed improvements.
- Private property owners along Woodruff Street where overhead utilities will be placed underground. Coordination and funding will be needed to connect private utilities to public utilities underground.

Strategies

The project aligns with the following Saranac Lake DRI Goals & Strategies:

- **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.
 - Support placemaking by investing in public streetscapes and parks to promote an attractive, walkable, dynamic downtown.
 - 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.
- Invest in streetscape improvements that will promote walkability and increase safety for all ages and abilities.
- **Livability** – Enhance and maintain downtown as a complete neighborhood where a range of services, amenities, and housing options provide a desirable lifestyle.
 - Adopt and enforce policies that help improve downtown livability.
- **Destination** – Make downtown a premier regional destination for entertainment, art, culture, shopping and dining for residents, workers and travelers.
 - Support existing signature community events and activities.
 - 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.

This project aligns with the following North Country REDC Strategies:

- Activate tourism as a driver to diversifying North Country economies
 - Put in place tools to attract private investment which will drive demand to revitalize and diversify communities and create a climate which allows entrepreneurs to flourish.
- Elevate Global Recognition of the region as one of the special places on the planet to visit, live, work and study
 - Create and manage a transformational regional “brand” which powerfully communicates the unique identity and resources of the people, places and products of the North Country region.

The project achieves the goals articulated in the following plans:

- The Village of Saranac Lake Bicycle and Pedestrian Trail Plan (NYSDOS) 2013
- The Village of Saranac Lake Parks Plan (NYSDOS) 2018
- The Saranac Riverwalk 1992
- Saranac Lake Vision Concepts 2007

Anticipated Revitalization Benefits

Short Term: Woodruff Street Urban Design and Streetscape Improvement Project will provide substantial improvements to public transportation corridors within Downtown. These improvements have the potential to strengthen the market for adjacent residential and commercial investment.

Medium Term: Supporting active, healthy transportation routes within the downtown that allow visitors and residents to access downtown destinations by foot or bike is aimed at increasing accessibility for residents and visitors Downtown, supporting a stronger consumer base for local retail business.

Long Term: Transformation of the streetscape along Woodruff into a cohesive neighborhood with its own

identity will raise Saranac Lake as a regional destination to live, work and visit strengthening the local Downtown market and attracting new businesses.

Public Support

Woodruff Street Urban Design and Streetscape Improvement Project is a priority project of the Mayor and Local Planning Committee. It is strongly supported at all public meetings and was discussed at all LPC meetings. This project was also recommended for consideration by the full LPC by the Public Space and Streetscape Working Group.

Jobs Created

There is a possibility of jobs being created from the implementation of the project through the private construction contractors. Long term jobs may be created from the revitalized and expanded business district along Woodruff Street.

Acquisition of Real Property

The entirety of the project area is located within Village owned public right-of-way. Coordination with new development within Segment 2 will be critical for continuity of the overall streetscape vision.

Overall Project Budgets and Funding Sources

Item	Cost	Source		
		Sponsor	Other Contribution	DRI Request
Woodruff Street- Segment 1- Broadway to Church Street	\$2,164,168	\$575,000	-	\$1,589,168
Woodruff Street- Segment 2- Church Street to Bloomingdale Ave	\$404,496	-	-	\$404,496
Totals:	\$ 2,568,664	\$ 575,000	-	\$ 1,993,664

*Additional public funds that may support the project: CFA, NYSDOT Transportation Alternative Program

Feasibility and Cost Justification

In coordination with on-going public infrastructure (sewer and water) improvements the projects together are feasible and will provide the much-needed surface improvements for critical public rights-of-way in the Downtown. The combined benefit of a cohesive streetscape will spur investment at key locations downtown including the relocation of the Pendragon Theatre, Nori's Market expansion and commercial businesses along Woodruff Street.

Regulatory Requirements

The project will require the approval of the Village of Saranac Lake and the issuance of a building permit. Since the project involves public spaces it will need to meet requirements of the Americans with Disabilities Act. The project will require a Highway Work Permit from NYSDOT for minor work within State ROW at Church Street (NYS Route 3). For full street reconstruction and changes to curb alignment, a design approval document will need to be prepared for NYSDOT review and approval. All design documentation would need to meet NYSDOT standards and specifications.

In addition, the project will adhere to the following design standards and guidelines:

- Village of Saranac Lake Complete Streets Policy
- NYS Stormwater Management Design Manual
- AASHTO Guide for the Planning, Design, and Operation of Pedestrian Facilities
- AASHTO Guide for the Development of Bicycle Facilities
- NACTO Urban Street Design Guide
- NACTO Urban Bikeway Design Guide
- NACTO Urban Street Stormwater Guide
- ITE Designing Walkable Urban Thoroughfares: A Context Sensitive Approach
- Dark Sky Friendly Technology
- Saranac Lake Brand Guidelines

Project Components with Cost Estimates and Images of Current and Proposed Conditions

Woodruff Street West- Project Overview

The essential improvements to Woodruff Street from Broadway to Church Street include a new two-way cycle track and the undergrounding of overhead utilities. Other components of the project include a new ADA compliant sidewalk on the north side of Woodruff Street, reconstructed driveway aprons, on-street parking, a shortened pedestrian crosswalk at Broadway and Woodruff Street and new pedestrian scale lighting. The work will also include new storm and sanitary sewers.

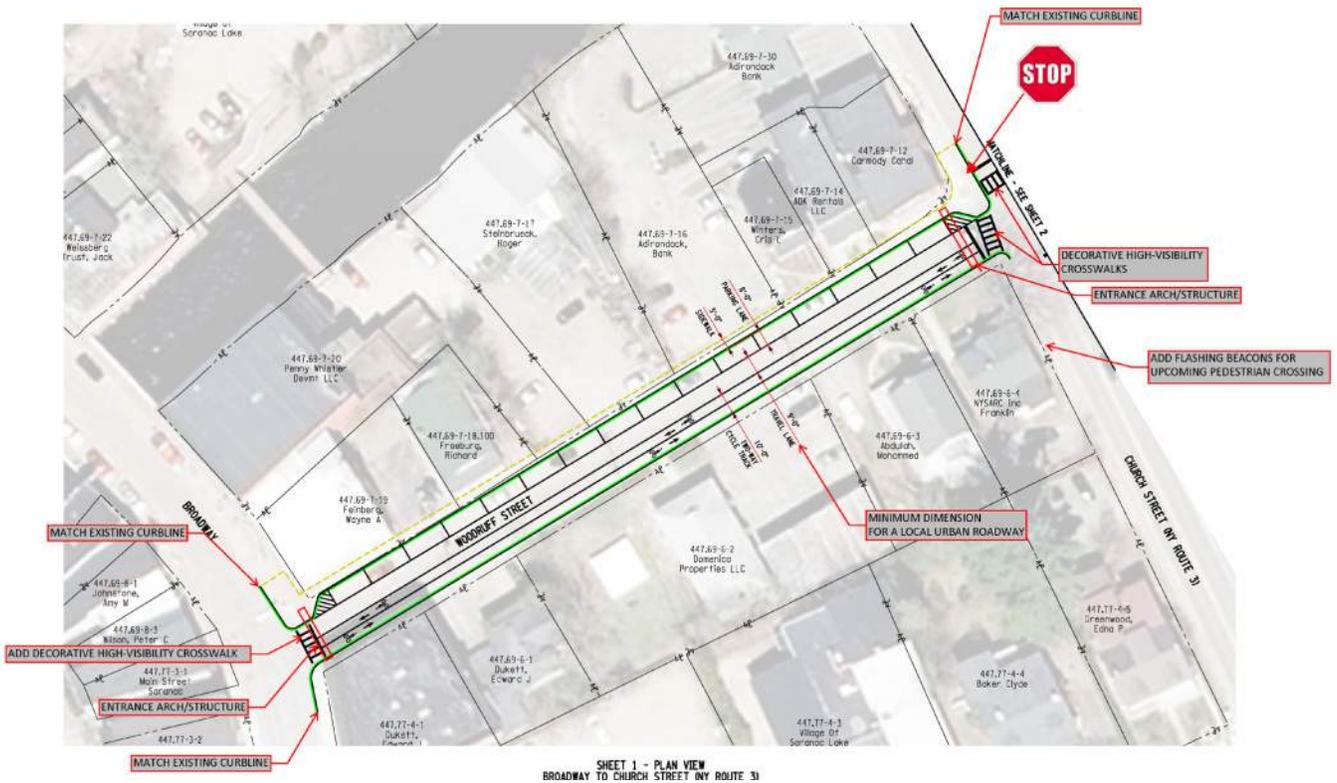
Woodruff Street West- Cost Estimate

Item	Cost	Source		
		Sponsor	DRI Request	DRI Request
Construction Costs	\$1,678,589	\$575,000	-	\$1,103,589
Contingency (20%)	\$220,718	-	-	\$220,718
Design & Permitting (15%)	\$165,538	-	-	\$165,538
Construction Oversight & Inspection	\$99,323	-	-	\$99,323
Totals:	\$2,164,168	\$575,000	-	\$1,589,168

Images of Current and Proposed Conditions



Woodruff Street West-Existing Condition



Woodruff Street West-Proposed Plan (conceptual)

SARANAC LAKE | Woodruff Street .



Woodruff Street West-Proposed Condition

Woodruff Street East- Project Overview

Woodruff Street East improvements include reducing curb cut widths, expanding pedestrian space at the corner of Woodruff and Church Street, new ADA compliant sidewalks, improved pedestrian connections to businesses, on-street parking, improved driveway aprons and an on-road shared bicycle path to the Riverwalk and future Rail Trail.

Woodruff Street East Cost Estimate

Item	Cost	Source		
		Sponsor	DRI Request	DRI Request
Construction Costs	\$281,245	-	-	\$281,245
Contingency (20%)	\$56,249	-	-	\$56,249
Design & Permitting (15%)	\$42,187	-	-	\$42,187
Construction Oversight & Inspection	\$24,816	-	-	\$24,816
Totals:	\$404,496	-	-	\$404,496

Images of Current and Proposed Conditions



Woodruff Street East-Existing Condition



Woodruff Street East-Proposed Plan (conceptual)

Overall Project Timeframe for Implementation and Project Readiness

Immediate Steps (0 - 3 months)

- Formation of Project Advisory Committee: The primary purpose of the advisory committee is to provide judicious advice, from a citizen perspective, to the village elected policy-making body. The advisory committee shall be composed of members from existing village advisory boards and the DRI LPC.
- Village to assign Project Manager: The village will require a project manager to ensure its goals are implemented during the construction of the project.

Short-Term Steps (3-12 months):

- Design and Construction Documents RFP: Village will release an RFP for Design, Permitting and Engineering of Proposed Improvements.
- Design consultant selection: Village will select and execute a contract with a design consultant to prepare designs, permit applications, and construction documents.
- The design consultant will commence preparation of the design, permitting and construction documents.
- Where feasible, the transportation components of the project will utilize a “pilot to permanent” strategy that deploys temporary on-road pavement markings and barriers to test out the proposed geometries. This will allow the Village to build support for the upcoming projects while the final design and engineering take place in the background. This also provides the community with immediate change and opportunities to occupy the new pedestrian space in the Downtown with temporary art installations and events. The design and engineering will be able to respond to the temporary space and ensure that the permanent improvements account for lessons learned while the temporary space is deployed.

Medium-Term Steps (1 - 3 years):

- Complete Design of Project Components
- Secure NYSDOT Design Approval and PS&E Approval
- Village will bid the project and secure a construction contractor.
- The construction contractor will commence implementation of improvements.

Long-Term Steps (3 - 5 years):

- Construction and implementation

Project Reporting

This project should be monitored for progress and adherence to the proposed scope, budget and timeline outlined above. This project will work in unison with proposed public improvements to increase activity in the Downtown. Project success can be measured indirectly through:

- Number of Visitors
- Adjacent Property Values
- Increased Retail Business
- Street Tree Vitality

E-DEVELOPMENT OF THE SARANAC LAKE WHITEWATER PARK



Project Title:

Development of the Saranac Lake Whitewater Park

DRI Funding Request:

Total DRI Funds: \$410,616

Total Project Cost: \$440,029

Overall Project Description

ADKAction, a nonprofit organization dedicated to developing and implementing projects that address unmet needs and promote vibrant communities in the Adirondacks, has initiated the development of a whitewater park in downtown Saranac Lake in the Saranac River. Already an outdoor recreation destination, Saranac Lake wishes to further enhance this reputation by bringing new aquatic activities to its central business district. A whitewater park located within this district has the potential to draw thousands of visitors per year and would have significant economic impacts to village businesses.

Similar whitewater parks, surrounded by trails and recreational areas, have not only achieved their original objectives of providing a venue for local water sports enthusiasts, but have often exceeded expectations by becoming focal points in communities and recreational destinations for outdoor tourism on a regional basis. These facilities often play host to competitions, river festivals, and other events that host local users as well as out-of-town visitors. In addition, Whitewater Parks have been shown to have a positive economic impact on the local community, as visitors spend money at local restaurants, lodging, and retail establishments. Economic impacts from similar parks vary between \$2.1 million USD per year for in-river parks and up to \$37 million USD per year for large active-flow whitewater parks.

Project Location or Address

The project is located along the Saranac River, North of the Route 3/LaPan Bridge



Property Owner/Sponsor

The project sponsor is ADKAction and the property owner is the Village of Saranac Lake.

Capacity

ADKAction was established in 2007 and has a nearly 12-year track record of funding and implementing community revitalization projects in the Adirondack region. The organization has a dedicated staff, including an Executive Director and Executive Assistant, and many volunteers that advocate and actively fundraise to support important issues and needs in the community. The organization has secured \$13,200 through a grassroots fundraising campaign which funded the services of an engineering firm to complete conceptual designs, cost estimations and a feasibility study for the project.

In the long term, ADKAction is planning to install and maintain a stream monitoring station, which will track flow rate and flood stage of the Saranac River. Funds for this project will be sought from private donors, outside of DRI funding.

Project Partners

- Village of Saranac Lake

Strategies

This project aligns with the following Saranac Lake DRI Goals & Strategies:

- **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.

- Support placemaking by investing in public streetscapes and parks to promote an attractive, walkable, dynamic downtown.
- **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.
 - 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.

The project aligns with the following North Country Regional Economic Development Council (NCREDC) strategies:

- Elevate Global Recognition of the region as one of the special places on the planet to visit, live, work and study
- Activate tourism as a driver to diversifying North Country Communities
 - Develop tourism infrastructure to transform the region by driving community development and leveraging private investment.
 - Solicit national and international sporting and recreation events to use as a tool for regional recognition, tourism diversity and economic impact.

Anticipated Revitalization Benefits

- Expansion of recreational opportunities and improved access to the Saranac River.
- Enhance Saranac Lake as a paddling destination to draw more visitors and help support local businesses.
- Create opportunities for new and improved events like weekend paddling festivals, and the addition of boating events during existing Saranac Lake events like the Saturday Farmer’s Market.
- Improved environmental awareness of waterways with the addition of a water quality monitoring station adjacent to the waterpark.
- The benefits of this projects will be linked with other key areas downtown, including the Riverwalk and the Dorsey Street parking area.

Public Support

The project has received widespread support from the public and the Village of Saranac Lake. ADKAction has received nearly 100 letters of support for the project, as well as unanimous support from the Village of Saranac Lake Board of Trustees. A high level of public support was also documented at a public meeting for the DRI.

The development of a whitewater park along the Saranac River is directly supported in several Village planning initiatives, including the Saranac Lake Parks Vision Plan and the Saranac Lake Vision Concepts plan. The development of a whitewater park also supports stated goals in the Village’s Comprehensive Plan to improve access to waterfront amenities.

Jobs Created

No jobs will directly result from this project.

Saranac Lake Whitewater Park Cost Estimate

Item	Cost	Source		
		Sponsor	Other Contribution	DRI Request
Construction Costs	\$353,634	-	-	\$353,634
Design/Permitting	\$56,982	-	-	\$56,982
Maintenance Reserve for first year	\$29,413	-	\$29,413**	-
Totals:	\$440,029	-	\$29,413**	\$410,616

*Committed/Secured

**Anticipated

Feasibility and Cost Justification

The cost estimates for the project were developed by S2O Design and Engineering, a firm that specializes in the design and construction of whitewater parks and river engineering projects. In December 2018, S2O made a site visit to Saranac Lake to develop a conceptual design and feasibility study for the project. The purpose of the study was to determine the viability, design, potential impacts, and requirements associated with designing and constructing a whitewater park in the central business district of Saranac Lake. The study concluded that “the proposed additions to the existing instream recreation at Hydro Point Park and Beaver Park, could host a variety of active and passive recreational opportunities, create an outdoor river culture, and become a local economic generator.”

While the majority of the project cost will need to be covered through the DRI funding request, it should be noted that the project sponsor will not be seeking a profit from this project and the whitewater park will be available as a public amenity, free of charge.

According to the feasibility study, ongoing maintenance for this project will be minimal. Most maintenance occurs in the first year to make any necessary adjustments to the whitewater features. A Maintenance

Reserve has been incorporated into the overall project cost and will be paid for by private donors. Ongoing maintenance is minimal and may include occasional removal of debris or sediment buildup.

Regulatory Requirements

The following permits and approvals are required for this project:

- Department of the Army (DA) Permit under Section 10 of the Rivers and Harbors Act and Section 404 of the Federal Clean Water Act
- Protection of Waters Permit under Article 15 of the New York State Environmental Conservation Law, Water Resources Law
- Section 401 Water Quality Certification
- APA Permit under the Adirondack Park Agency Act and Wild, Scenic, and Recreational Rivers System Act
- Local development board approvals, if applicable

Images of Current and Proposed Conditions



Saranac Lake Whitewater Park-Existing Condition underneath Route 3/LaPan Bridge Looking North Along Saranac River



Saranac Lake Whitewater Park-Proposed Condition. Rendering of Kayakers Looking South Along Saranac River

Timeframe for Implementation and Project Readiness

- Preliminary Design – Complete
- Detailed Design and Permitting – 1 ½ -2 years
- Construction – 10-12 months
- Total Timeframe: 3 years

Project Reporting

This project should be monitored for progress and adherence to the proposed scope, budget and timeline outlined above. Performance and impact of the project could be measured by the following metrics:

- Number of kayakers and canoeists per year utilizing the facility.

F-DOWNTOWN ART INSTALLATION



Project Title:

Development of the Saranac Lake Whitewater Park

DRI Funding Request:

Total DRI Funds: \$410,616

Total Project Cost: \$440,029

Project Description

The Downtown Art Installation project will support the solicitation and installation of public artwork within the downtown boundary through a series of competitive requests from local and regional artists. The project will help to visually brand the Village as an arts and culture destination and strengthen the sense of place within downtown. Saranac Lake is known for creative expression through the arts.

The funding will be used to solicit and install public artwork into the public realm, including downtown streetscapes, public parks, and possibly some private properties that are visible to the general public.

Project Description – Continued

Funds would be distributed in a competitive manner, and proposals for funding would be solicited through one of the following methods:

- Open Request for Proposals. Artists submit proposals in response to a public advertisement.
- Limited Invitational/Curated Pool of Artists. A select group of artists submits proposals in response to a direct invitation.
- Blind Request for Proposals. Artists submit proposals in response to a public advertisement. Submissions will not contain any artist information; each submission will have an identification number for evaluation purposes.
- Direct Invitation. A single artist submits a proposal in response to an invitation.

If funded, a Public Art Advisory Committee will be created. The committee will be seven members comprised of artists and downtown stakeholders. The committee will give advice and recommendations to the Saranac Lake Village Board regarding all aspects of Public Art in the downtown area. The advisory committee will develop criteria for selecting public art pieces for integration into downtown and develop a Public Art Policy to address maintenance, ownership and liability issues. The committee will identify appropriate locations for art based on existing plans and public input, initiate “call for proposals,” review proposals and select artworks for installation. The advisory committee will operate under the direction of the Village of Saranac Lake Community Development Director.

Funded projects could include, but are not limited to, the following media:

- Paintings and murals
- Landscapes and earthworks
- Sculptures, statues, and monuments
- Photographs, drawings, and collages

Project Location or Address



Proposed public art installation locations throughout Downtown Saranac Lake

Property Owner/Sponsor

The project Sponsor is the Village of Saranac Lake.

Capacity

The program will be administered by the Village of Saranac Lake’s Community Development Department. The Village will establish a Public Art Advisory Committee that will review applications and determine awards. The Community Development Director will provide oversight of the advisory committee, manage funds, initiate final approval for art projects as advised by a newly formed Public Art Advisory Committee.

Project Partners

Project partners include:

- Village of Saranac Lake Parks and Trails Advisory Board
- Bluseed Studios
- Artworks
- Saranac Lake Downtown Advisory Board
- Local artists
- Historic Saranac Lake
- Private property owners as needed

Strategies

This project aligns with the following Saranac Lake DRI Goals & Strategies:

- **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.
 - Implement public art projects that are consistent with Saranac Lake brand message
- **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.

- 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.
- **Destination** – Make downtown a premier regional destination for entertainment, art, culture, shopping and dining for residents, workers and travelers.
 - Support the “Decidedly Different” tourism promotion and a marketing program that highlights the creative community, shopping, dining, and outdoor recreation.

This project aligns with the following North Country REDC Strategies:

- Elevate Global Recognition of the region as one of the special places on the planet to visit, live, work and study
 - Create and manage a transformational regional “brand”

Anticipated Revitalization Benefits

Accessible art displayed throughout downtown Saranac Lake will have a number of revitalization benefits, including:

- Affirm an educational, creative and welcoming environment
- Make the downtown inviting for small business owners, visitors and residents thereby supporting economic revitalization
- Help create an environment that reflects the local history and values while honoring the creative voice of all artists

Public Support

This project received a high level of support at a public meeting for the DRI. Comments received include:

- Promotes livability & destination
- Promotes local artists
- Advances desire to be an art community

This project is in alignment with a number of local plans that have received significant public support including the Village of Saranac Lake Arts & Culture Master Plan. Strategies from the Saranac Lake Arts and Culture Master Plan include:

- Commission prominent art installation to signify arrival in downtown
- Customize public amenities with locally designed arts: commission artist-designed banners, street lights, benches, trash cans, etc.; create an Artist Alley.
- Establish a village-wide mural project with both modern and historic focus.

The Village of Saranac Lake Park Vision Plan includes recommendations to add public art to several parks, including:

- Saranac Riverwalk
- William Morris Park
- Riverfront Park

Jobs Created

No jobs will directly result from this project.

Feasibility and Cost Justification

As noted in the Saranac Lake DRI Downtown Profile, the arts play a major role in attracting residents and visitors to the village. According to the recently-completed Village of Saranac Lake Arts and Culture Master Plan, an estimated 141 businesses in Franklin and Essex Counties are involved in the production or distribution of the arts, and they employ 1,624 individuals. The installation of public art downtown would contribute to the numerous arts and cultural opportunities in downtown Saranac Lake.

Regulatory Requirements

- Public Art Advisory Committee Review
- Village Board approval of art installations

Downtown Art Installation Cost Estimate

Item	Cost	Source		
		Sponsor	Other Contribution	DRI Request
Art Installation Costs	\$200,000	-	-	\$200,000
Totals:	\$200,000	-	-	\$200,000

Images of Current and Proposed Conditions

Specific art installation projects have not yet been identified.



Example of Existing Public Art Along Woodruff Street



Example of Existing Mosaics in Downtown Saranac Lake

Timeframe for Implementation and Project

Readiness

Once the Public Art Advisory Committee is established, a Public Art Policy will be developed, and art installation projects will be implemented on an ongoing basis.

Project Reporting

This project should be monitored for progress and adherence to the proposed scope, budget and timeline outlined above. Project reporting will be overseen by the Village of Saranac Lake Community Development Department.

G-MAKING ARTS ACCESSIBLE AT BLUSEED STUDIOS



Project Title:

Making Arts Accessible at BluSeed Studios

DRI Funding Request:

Total DRI Funds: \$250,000

Total Project Cost: \$281,000

Project Description

This project will construct an ADA accessible elevator and terrace in the existing BluSeed Studios, enabling the elderly, disabled, wheelchair occupants, and families with strollers to attend events they could not previously. The project includes interior and exterior improvements solely for the elevator addition. This project is one component of a larger long-term vision for the site which will include parking improvements, landscaping and an outdoor classroom. These elements are not part of the DRI project but have been included in the overall site design. BluSeed Studios is multi-purpose art center that has been a key aspect in the Tri-Lakes art community for the last 17 years. The BluSeed mission is to provide a shared space for community members to learn, participate, experiment and diverge, exhibit and perform, and to share this diversity as an all-inclusive gateway to artistic experience. The addition of an elevator would serve this demographic while assist employees to move art supplies and music equipment to the second floor, better utilizing the entire building space.

Project Location or Address

The project is located at 24 Cedar Street, Saranac Lake, NY 12983.



Property Owner/Sponsor

BluSeed Studios owns the site outright.

Capacity

BluSeed recently received funding from the NYS Council on the Arts to revise and refine its by-laws and strategic plan, showing commitment to future growth. Furthermore, BluSeed has been awarded grants, including funds for a new roof, interior upgrades, excavation and landscaping, and a workforce grant underwriting paid staff. In addition, the grant support already secured from DEC Smart Growth will be used in part to enhance the property with improved landscaping, purchase of handicap accessible picnic tables, and a remodeled parking area to include designated handicapped parking. BluSeed has received a \$2,650 donation of in-kind services for architectural design work for the site plan. BluSeed has committed

an additional \$25,000 for the completion of additional architectural design work for the site. Moving into the future, the creation of an atmosphere that is inviting to all will help bring new donors, artists, and volunteers to support the art centers goals.

Project Partners

BluSeed has assembled a team of field specialists for the DRI project to execute the project from start to finish including contractors and architects. As a not-for-profit facility the donations collected have allowed BluSeed past improvements. New collaborations will help BluSeed to increase access to all.

- NYS Council on the Arts (NYSCA) - Dedicated to expanding cultural resources for citizens and has provided grant funds for BluSeed.
- DEC Smart Growth - Focusing on preserving and

incorporating the built and natural environment, Smart Growth discourages development on open space and farmland and encourages growth in developed areas with existing infrastructure.

Strategies

This project aligns with the following Saranac Lake DRI Goals & Strategies:

- **Livability** – Enhance and maintain downtown as a complete neighborhood where a range of services, amenities, and housing options provide a desirable lifestyle.
 - Adopt and enforce policies that help improve downtown livability.
- **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.
 - Support the “Decidedly Different” tourism promotion and a marketing program that highlights the creative community, shopping, dining, and outdoor recreation.

This project aligns with the following North Country REDC Strategies:

- Elevate Global Recognition of the region as one of the special places on the planet to visit, live, work and study
 - Create and manage a transformational regional “brand”

Anticipated Revitalization Benefits

Short Term: Enable access to the entire building for people of all abilities and utilize the upper floor to host more diverse events. Data USA has statistics indicating between 20–22.4% of Franklin and Essex County residents

are between age 60–75. 2015 Disability Count Statistics indicate over 11,000 residents in the same two counties are disabled; an elevator would serve this demographic.

Medium Term: Provide more space for artists and events driving creative development in the Tri-Lakes region. BluSeed is a registered NYS Education Department teaching facility and access to the entire building can expand the student population.

Long Term: Continue to work with St. Joseph’s Addiction Treatment & Recovery Center developing programming options for current residents and veterans. Foster the growth of the relationship with Adirondack Medical Center to explore possible healing-related arts activities. Expand the diversity of the people who can be reached by art. With the potential future Adirondack Rail Trail adjacent to the studio, BluSeed can be a destination.

Public Support

Level of public support for the project is high as indicated at the January 17, 2019 public meeting. BluSeed was also discussed in the Saranac Lake Arts and Culture Master Plan (November 2017) indicating the need for upgrades.

Jobs Created

No additional jobs are anticipated at this time. In the future, with growth of students and programs additional instructors could be needed.

Acquisition of Real Property

The property is currently owned by the applicant and no additional property acquisition is needed for this project.

Project Budget and Funding Sources

Item	Cost	Source		
		Sponsor	Other Contribution	DRI Request
Interior Rehabilitation	190,000	1,000*	-	189,000
Exterior Rehabilitation	91,000	30,000*	-	61,000
Totals:	281,000	31,000*	-	\$250,000

*Committed/Secured

Feasibility and Cost Justification

The majority of the project cost is the construction of the elevator and the associated exterior and interior improvements. Cost information was provided by Northern Lifts and Cascade Builders. With the completion of the elevator the studio could expand its member base and possibly gain more donors for future studio improvements. Being a not-for-profit, the board of directors could only allocate 11 percent of the total cost. A letter of engagement from a financial institution to assist with the sponsor contribution is in progress.

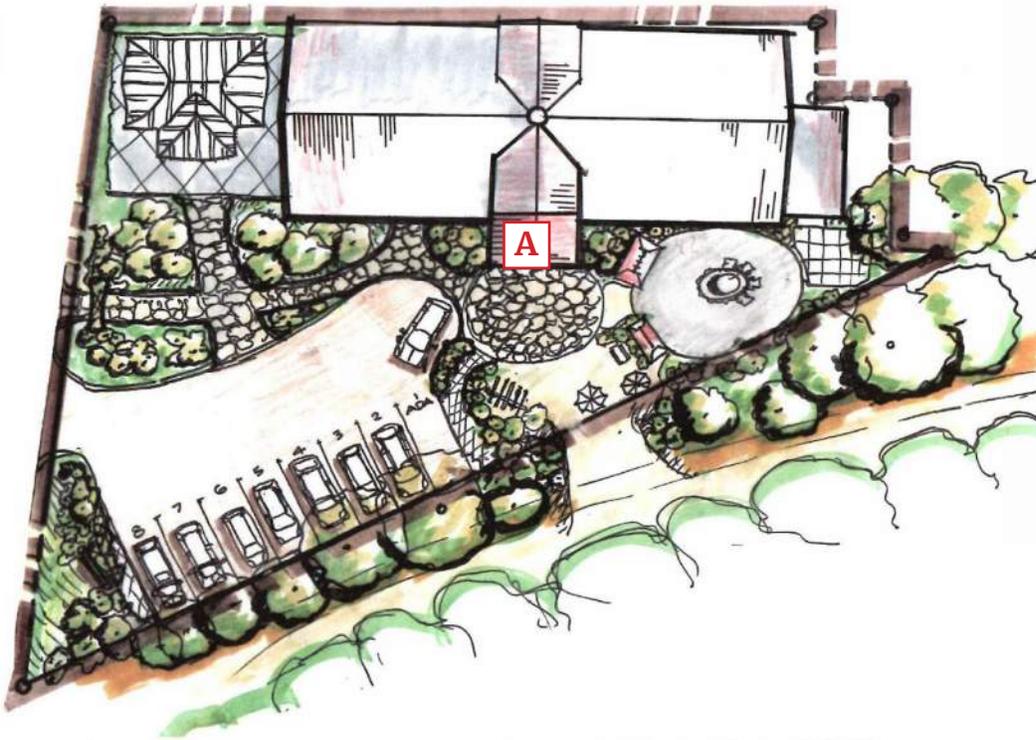
Regulatory Requirements

- The new elevator would need to comply with Americans with Disabilities Act (ADA) standards.
- ASME A17.1 2010/CSA B44-10.
- Local land use regulation and approvals.
- Development Board approval
- NYS Uniform Fire Prevention and Building Code
- New State Environmental Quality Review Act (SEQRA)

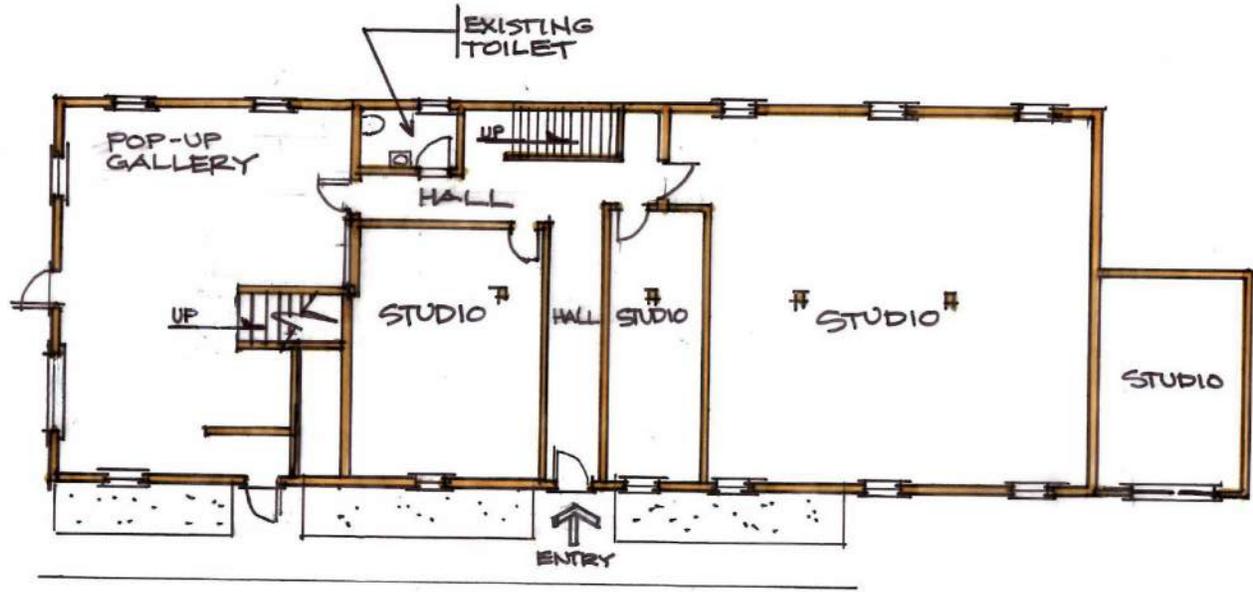
Images of Current and Proposed Conditions



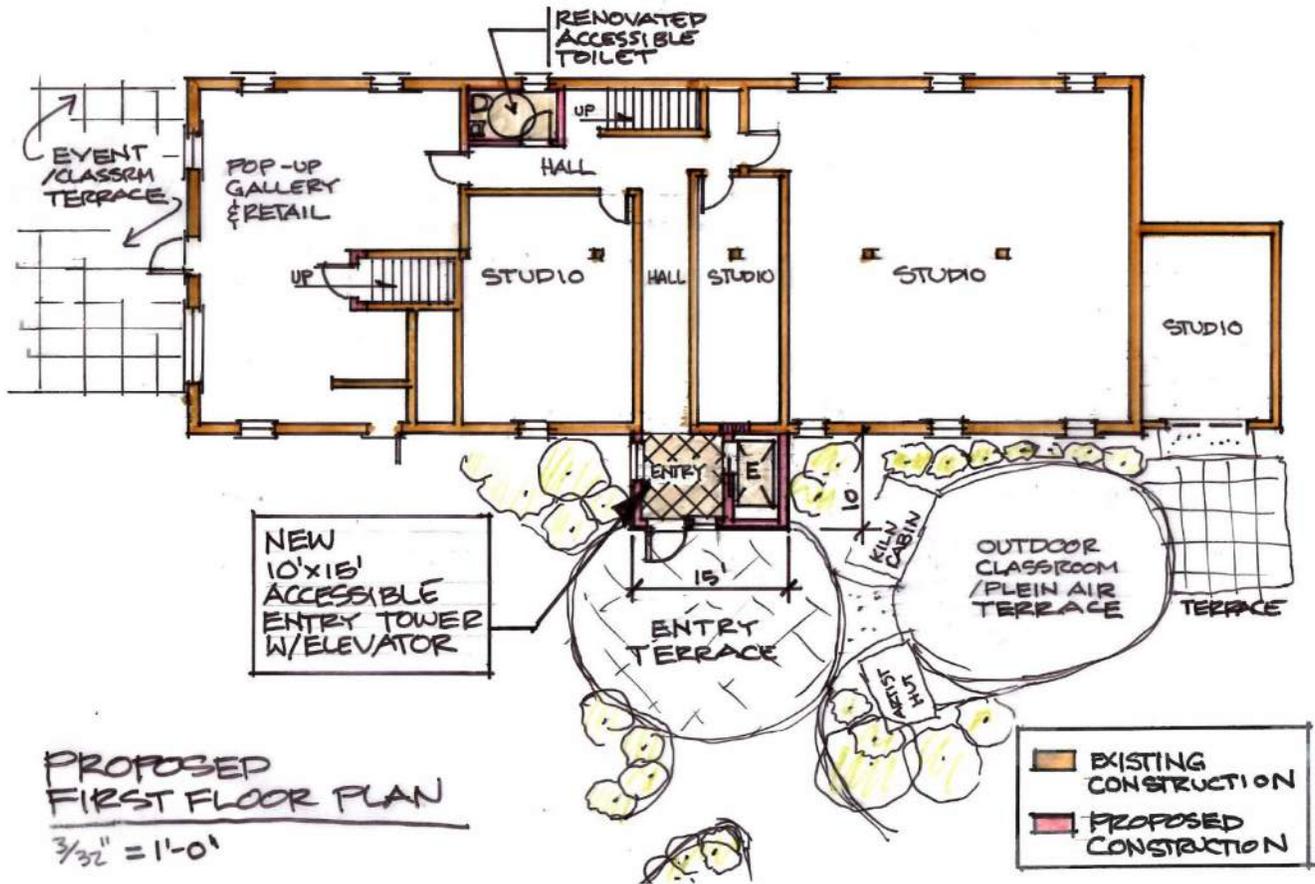
Existing Conditions - Front view from Cedar Street



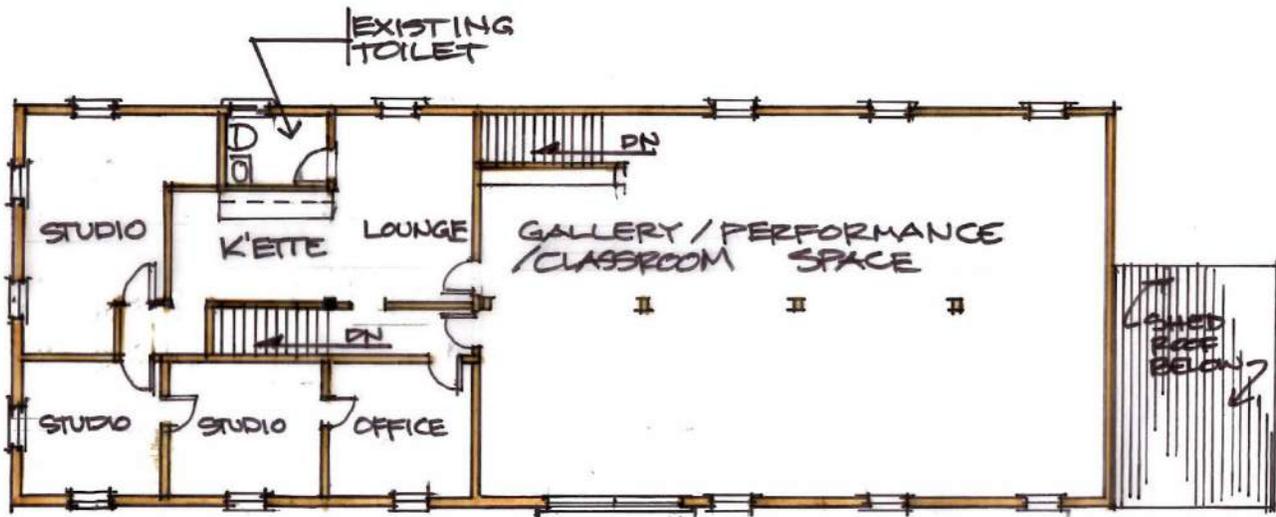
Proposed Conditions - Top View Rendering of Site showing addition of elevator (A), all other improvements are part of a long-term vision for the site.



Existing Conditions - First Floor Diagram



Proposed Conditions - First Floor Diagram



Existing Conditions - Second Floor Diagram

Timeframe for Implementation and Project Readiness

The estimated timeline for the elevator includes::

- Layout drawing: **1 month**
- Approved drawing from BluSeed to Northern Lifts: **1 month**
- Manufacturing to specification: **2 months**
- Delivery: **1 month**
- Installation: **1 month**
- Total Timeframe: **6 months**

Project Reporting

This project should be monitored for progress and adherence to the proposed scope, budget and timeline outlined above. Performance and impact can be measured by the following metrics:

- Number of visitors to the studio
- Increase in performers and events

H-CREATION OF PLAY ADK: A CHILDREN'S MUSEUM



Project Title:

Creation of Play ADK: A Children's Museum

DRI Funding Request:

Total DRI Funds: \$993,055 (Phase 1 only)

Total Project Cost: \$4,098,302

Total Phase 1 Cost: \$2,053,048

Project Description

Play ADK is a newly formed organization with 501(c)3 nonprofit status, working to bring a children's museum/play center to the Tri-lakes region. The DRI funding request is for the implementation of Phase 1 of the project which includes the development of the site into a beautiful park, and improvements to the warehouse into a safe, attractive and fascinating spatial experience as a giant play-structure which stimulates the imagination and creative spirit of young children and their families. Phase 1 building repairs will include lighting, and safe, convenient access to the warehouse.

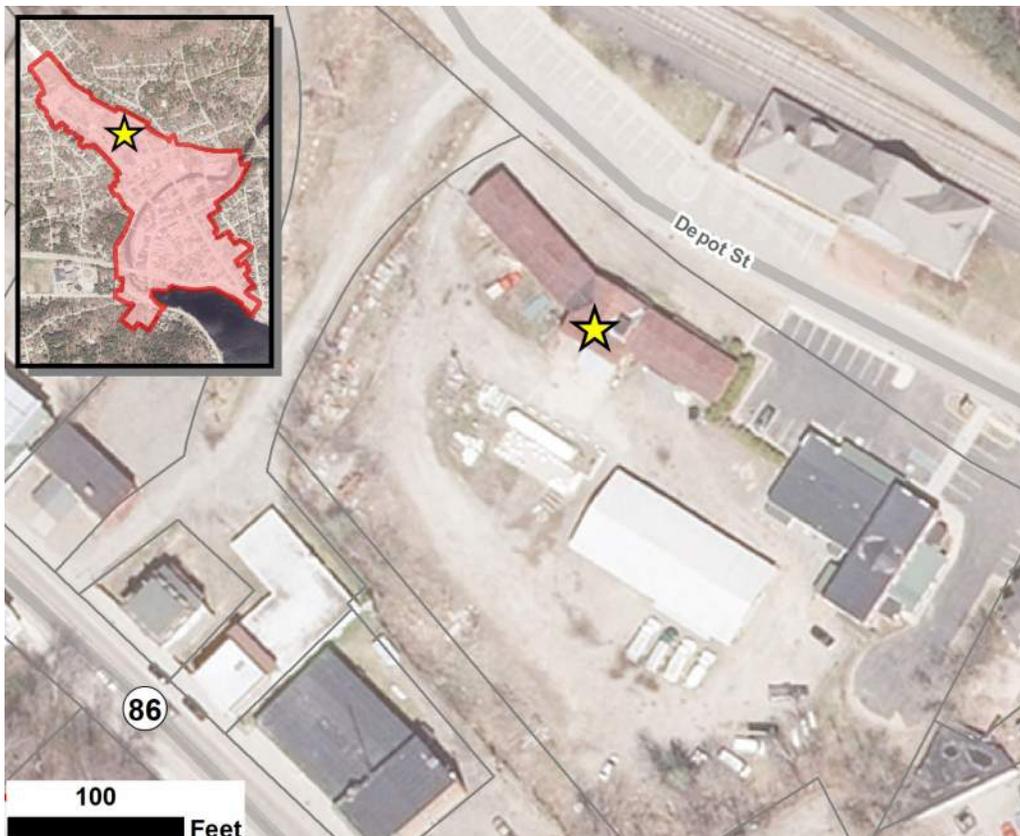
Project Description - Continued

The mission of Play ADK is to provide opportunities for open-ended, imaginative play for young children and their families through interactive exhibits, programs and resources focused on Adirondack culture, history and community. The organization will add to the attractions available to tourist and residential families, strengthening existing opportunities and creating a critical mass of family focused activity that could position downtown Saranac Lake as a regional family destination. The space is intended to be a safe, inclusive, and innovative place for young children to learn and explore through play. The majority of the building will be dedicated to hands-on experiences designed for children up to ages 8 to explore, learn, and play in. Space will also be dedicated to resources to support families in the community. The center will host family-oriented programming and services, provided through both the center and partnerships with community organizations. The exhibits and experiences will celebrate Adirondack history, community, and culture and aim to foster important values such as a pioneering spirit, respect for nature, a strong sense of community, a pursuit of recreation, and an awareness for sustainability.

Phase 1 will be strategically planned to facilitate implementation of all the project phases, evolving Play ADK into a fully equipped play-based space and children’s museum. By strategically orchestrating Phase 1 development priorities, PLAY ADK can quickly initiate future phases to realize the full transformation of the site and fulfill the mission of the organization.

Project Location or Address

The project is located at 33 Depot Street, Saranac Lake, NY 12983



Property Owner/Sponsor

The project sponsor is Play ADK. The project sponsor is in the process of securing the project site at 33 Broadway and has signed an option agreement for purchase.

Capacity

Play ADK has made great strides in the development of this project including with the development of the nonprofit organization. In the time since the project application was submitted to the village, Play ADK has established a board of directors, selected a project location, developed conceptual plans and cost estimates and solicited a significant amount of public support for the project.

Play ADK has received support and funding pledges from a number of organizations and foundations across the region. Secured funding sources include:

- Cloudsplitter Foundation – \$200,000 pledge pending DRI Funding
- Nordley’s – \$10,000
- Adirondack Foundation Generous Acts Fund – \$5,000
- Adirondack Gives Crowd-funded campaign – \$2,590
- Charles Wood Foundation – \$1,000

Project Partners

- Cloudsplitter Foundation
- Private Investors

Strategies

This project aligns with the following Saranac Lake DRI Goals & Strategies:

- **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.

- **Livability** – Enhance and maintain downtown as a complete neighborhood where a range of services, amenities, and housing options provide a desirable lifestyle.
- **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.
- **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.
 - Develop new and support existing programs and events that provide opportunities for people to remain in downtown in the evening and on the weekends.
 - Achieve and maintain a balanced mix of businesses and organizations that attract visitors and provide necessary goods and services to regional residents.

This project aligns with the following North Country REDC Strategies:

- **Activate tourism as a driver to diversifying North Country economies**
 - Put in place tools to attract private investment which will drive demand to revitalize and diversify communities and create a climate which allows entrepreneurs to flourish.
 - Develop tourism infrastructure to transform the region by driving community development and leveraging private investment.

- **Elevate Global Recognition of the region as one of the special places on the planet to visit, live, work and study**
 - Create and manage a transformational regional “brand”
- **Create the greenest energy economy in the state**
 - Promote Smart Growth principles by encouraging adaptive reuse of existing structures and new residential construction in or near villages and hamlets.

Anticipated Revitalization Benefits

- Play ADK will create new opportunities for tourists and families and attract visitors downtown.
- The project will create at least 5-8 full-time salaried staff positions and 10-15 part-time staff positions.
- The project will provide a space where parents and children can comfortably play together, learning new content and strengthening their relationships.
- The project will be located within the Depot Street priority redevelopment area and will complement the planned public improvements and extension of Depot Street. The project is also in close proximity to the future rail trail and William Morris Park, a popular destination for children and families.

Public Support

- Play ADK supports the initiatives of a number of plans that have been developed by the village, including the Destination Master Plan developed with significant community input. The plan identifies a number of “Community Wants”, including the recruitment of new residents and younger families, protection of lifestyle and community character and economic stability. Public support for the transformation of the Depot area has been demonstrated through multiple forms of Public Outreach including online surveys, open houses, and stakeholder meetings as well as student outreach.

A high level of support was expressed at the January 17th, 2019 public Open House. The following comments were received:

- A way to attract young families to the area- more kid space
- Enhance Depot Street & bring creative adaptive re-use
- Provide indoor space for families on bad weather days
- Adds value, connectivity & livability to the community

Jobs Created

Phase 1 of the project is anticipated to create 3 full time positions. At full buildout, Play ADK is expected to create 5-8 full-time salaried staff positions and 10-15 part-time staff positions.

Acquisition of Real Property

The project sponsor is in the process of securing the project site at 33 Broadway and has signed an option agreement for purchase.

Project Budget and Funding Sources (Phase 1 Only)

Item	Cost	Source		
		Sponsor	Other Contribution	DRI Request
Construction Costs	\$1,442,451	\$280,165**	\$353,136**	\$809,150
Soft Costs	\$360,597	\$37,765**	\$139,227**	\$183,905
Site Acquisition	\$250,000	\$30,100**	\$218,590* \$1,310**	-
Phase 1 Totals:	\$2,053,048	\$347,730**	\$712,263*/**	\$993,055

*Committed/Secured

**Anticipated

Feasibility and Cost Justification

This project leverages multiple funding sources including \$200,000 (committed) from the Cloudsplitter Foundation and \$18,590 in foundation gifts and grants. The project is anticipated to receive an additional \$100,000 from OPRHP (anticipated), \$407,630 through capital campaigns, \$392,363 from CFA, and \$1,310 from other grant sources. A portion of these funds would be utilized for items not included in the project cost such as Administration, Fundraising/Marketing and Personnel salary.

Play ADK will fill an important niche in downtown Saranac Lake and the Tri-lakes Region by targeting an audience of parents and children between the ages of birth and six years (BT6). This is an often-neglected group in both tourist and residential resources and opportunities, particularly in the Adirondacks. Within the next 15 years, the population within the Adirondack Park is expected to decline by nearly 10% (ARPA, 2014). The creation of Play ADK will be a draw not only to tourists, but to young families looking to live and work in Saranac Lake.

As of 2014, the population of children between the ages of birth and nine years was 478 in Saranac Lake and 1,260 in the Towns of Harrietstown, St. Armand and North Elba. This population of resident children combined with a significant number of tourists in the region creates a substantial demand for an organization like Play ADK.

The cost estimates for the renovation and expansion of the Warehouse at 33 Depot Street were developed by a professional architecture firm, Premises Architecture, PLLC and the Neagley & Chase Construction Company in January 2019.

Regulatory Requirements

- SHPO for Historic Preservation
- Land development board review/approval
- Building permit
- Occupancy permit
- SEQRA
- May require NYSDOT Highway work permits

Images of Current and Proposed Conditions



4 NORTH ELEVATION
SCALE: 1/16" = 1'-0"

Proposed Conditions – Exterior Rendering



Proposed Conditions – Exterior Rendering

Timeframe for Implementation and Project Readiness

- Fundraising: **Ongoing**
- Conceptual Planning: **1 year**
- Planning and Development: **2 years**
- Construction: **8 months**
- Total Timeframe: **3-5 years**

Project Reporting

This project should be monitored for progress and adherence to the proposed scope, budget and timeline outlined above. Performance and impact can be measured by the following metrics:

- Number of annual visitors
- Annual revenues
- Number of annual memberships
- Number of programs and program attendance

I-EXPANSION OF BITTERS AND BONES BREWERY AND BEER GARDEN



Project Title:

Expansion of Bitters and Bones Brewery and Beer Garden

DRI Funding Request:

Total DRI Funds: \$381,500

Total Project Cost: \$740,000

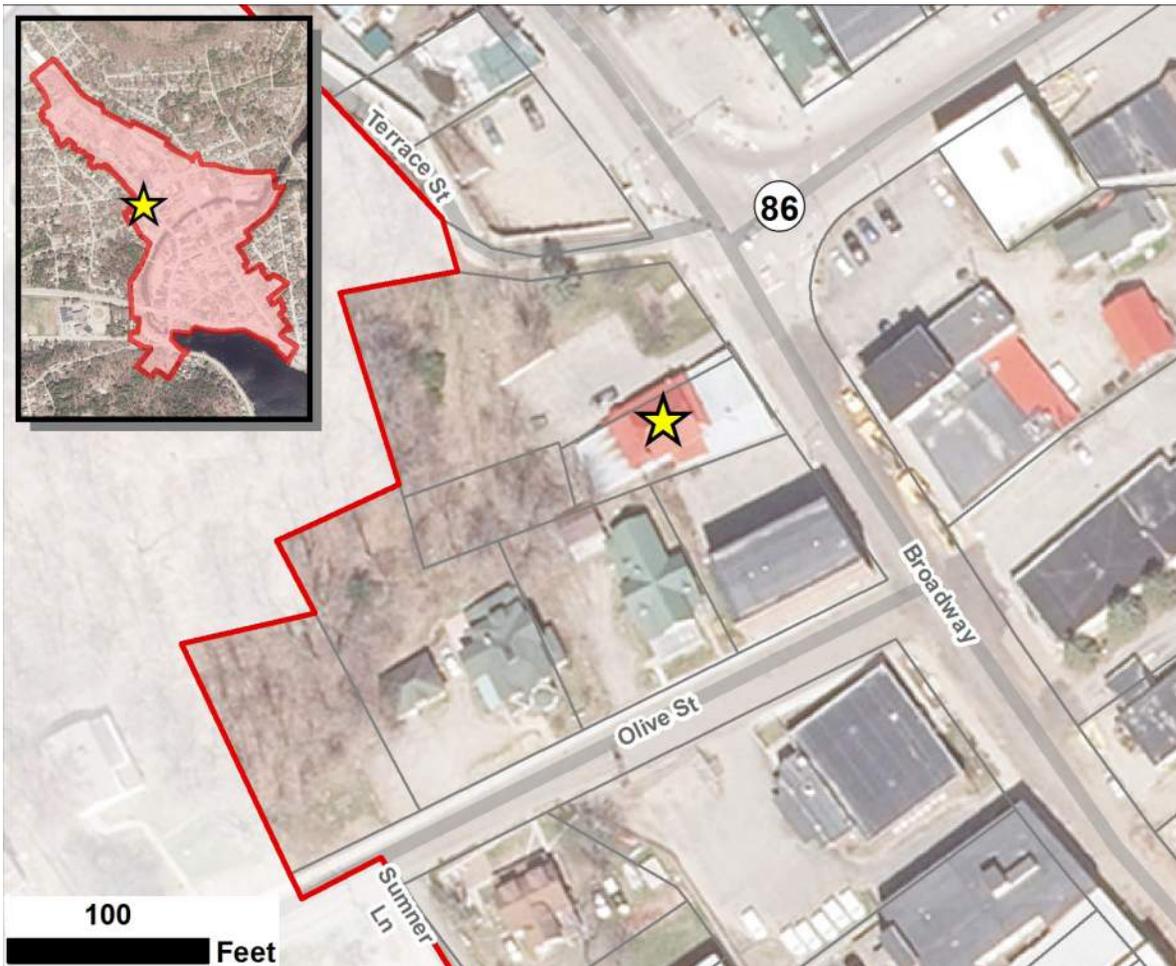
Project Description

The Bitters and Bones Brewery and Beer Garden Expansion project will capitalize on the booming craft beer industry, creating a first-class tourist destination for beer, food and entertainment enthusiasts, while delivering Saranac Lakers their first downtown brewery.

The project includes the expansion of the current restaurant and kitchen space to incorporate a brewery, the addition of a new rooftop deck, façade improvements, and the renovation of two, third floor apartments. This is a key project for upper Broadway and will be a catalyst for revitalization in this area of downtown. The Brewery/Beer Garden Expansion, when combined with the neighboring Plumadore Park and Broadway and Bloomingdale Avenue intersection improvements will transform this area into an attractive and unique destination that provides an opportunity to attract and retain visitors, particularly in the evening and on weekends.

Project Location or Address

The project is located at 65 Broadway, Saranac Lake, NY 12983.



Property Owner/Sponsor

Cook & Stumpf, LLC (DBA Bitters and Bones) owns the property.

Capacity

The project sponsor, Cook & Stumpf, LLC is the authorized contracting entity responsible for the long-term implementation of this project. The project sponsor has a proven record of entrepreneurship and building renovation. Three years ago, the owners of Bitters and Bones purchased the vacant building at 65 Broadway and completed a full renovation of the building into a modern bar and tavern. Building on the success of this first venture, the project sponsor intends to expand the business into a hometown brewery.

The project sponsor has secured \$358,500 to contribute to the overall project cost through a creative combination of funding sources, including private investor, business investment, and a business line of credit.

Project Partners

- Private Investors

Project sponsors may be assigned project partners to supplement capacity for contract implementation.

Strategies

This project aligns with the following Saranac Lake DRI Goals & Strategies:

- Prosperity – Create a downtown environment that attract 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.
 - 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.

This project aligns with the following North Country REDC Strategies:

- Attract and nurture entrepreneurial pioneers to cultivate innovative clusters in our rural communities, and catalyze the highest per capita rate of small business start-ups in the state
 - Foster development of small businesses and entrepreneurial activities that add value to local resources.
- Propagate an agricultural revolution as we help feed the region and the world
 - Increase and expand direct marketing sales with consumers, institutions, restaurants and grocery stores to capitalize on the region's burgeoning local food movement.

Anticipated Revitalization Benefits

- Supports the expansion of an existing business in downtown Saranac Lake.
- Enhances the building façade and ties into the intersection improvements planned for Broadway and Bloomingdale Avenue and the improvements planned for Plumadore Park.
- Creates a downtown destination that offers opportunities for visitors to remain downtown in the evening and on the weekends.
- Offers a unique experience as the first and only brew pub in Saranac Lake.
- This project will create eight new jobs downtown.
- This project has catalytic potential to spur further economic growth downtown by attracting more tourists and foot traffic and sets the stage for increased investment in neighboring buildings.

Public Support

The project has been recognized in the Village's DRI Program application as a key project for this area of Broadway. Public support has been demonstrated based on input received at the January 17, 2019 public meeting.

Jobs Created

Eight additional jobs are expected to be created through this effort, including brewery staff, servers, bartenders and kitchen staff.

Acquisition of Real Property

The property is currently owned by the project sponsor, Cook & Stumpf, LLC and there are no major legal issues. The adjacent vacant property has been purchased by the sponsor to accommodate the building expansion.

Project Budget and Funding Sources (Phase 1 Only)

Item	Cost	Source		
		Sponsor	Other Contribution	DRI Request
Construction Costs	\$740,000	\$358,500*	-	\$381,000
Totals:	\$740,000	\$358,500*	-	\$381,000

*Committed/Secured

Feasibility and Cost Justification

The cost estimates for construction were developed by a local architecture firm and appear to be consistent with industry standards.

Regulatory Requirements

- Local development board review
- Building permits
- SEQRA
- May require NYSDOT Highway work permits

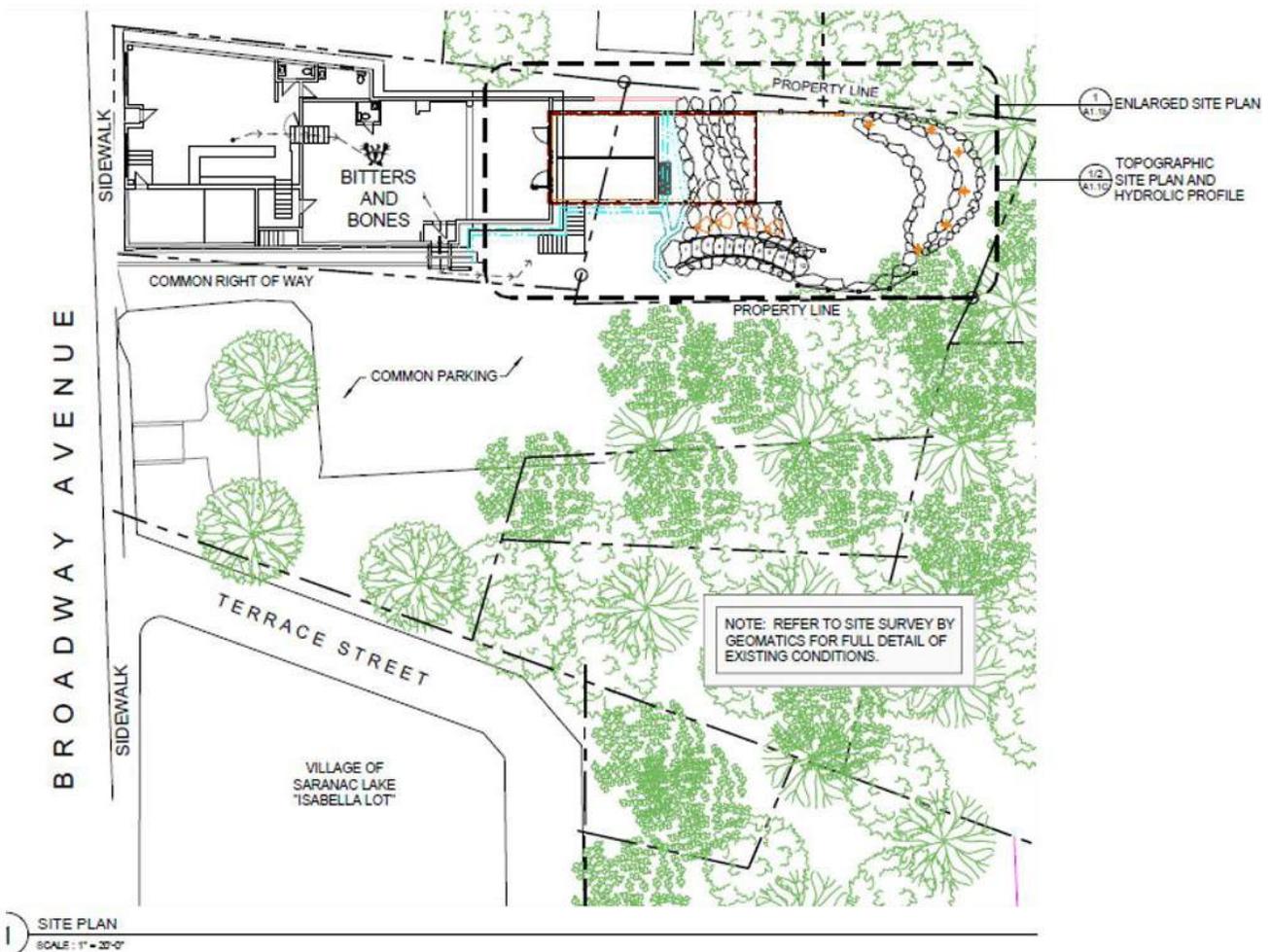
Images of Current and Proposed Conditions



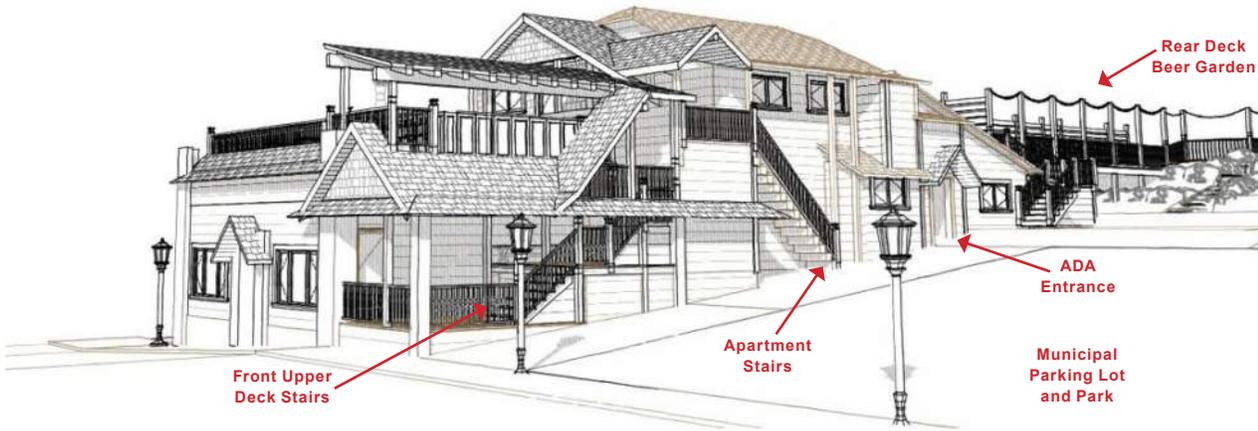
Existing Conditions – Front View from Broadway



Existing Conditions – Side View



Proposed Conditions – Site Plan



Proposed Conditions – Rendering from Intersection of Broadway and Bloomingdale Ave.

Timeframe for Implementation and Project Readiness

- Permitting and approvals: 1 year
- Construction Phase: 1 1/2 - 2 years
- Total Timeframe: 2 1/2 - 3 years

Project Reporting

This project should be monitored for progress and adherence to the proposed scope, budget and timeline outlined above. Performance and impact of the project could be measured by the following metrics:

- Occupancy rates for residential unit
- Increased sales at Bitters & Bones

J-RENOVATION OF TOPS FRIENDLY MARKET



Project Title: Renovation of Tops Friendly Market

DRI Funding **Total DRI Funds:** \$250,000

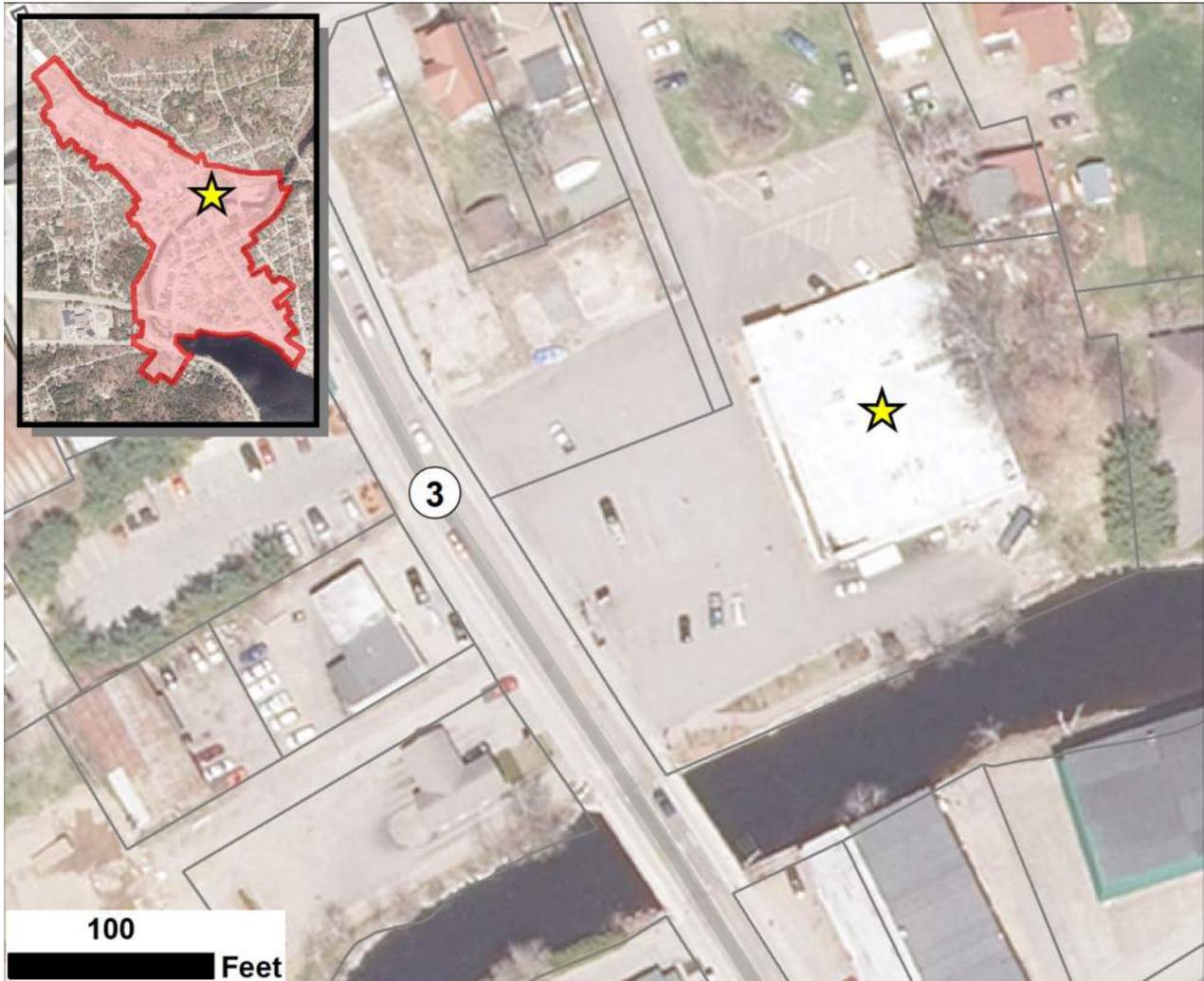
Request: **Total Project Cost:** \$337,000

Project Description

The Tops renovation project includes exterior renovations and upgrades to the existing supermarket building and overall site improvements. These upgrades will help promote an active downtown with a strong sense of place and improve the customer shopping experience for residents and visitors of Saranac Lake. This project will complement interior improvements that are planned to begin in 2019 which include updated refrigeration, shelving, décor and lighting. The DRI request is solely for the exterior building and site improvements. This project is expected to have a significant impact on the Church Street corridor and will have an even greater impact due to its proximity to other potential DRI projects, including Church Street improvements, Nori's Market and Pendragon Theatre. An upgraded, downtown supermarket is key to the walkability and livability of downtown Saranac Lake. This project will support the continued operation of Tops as a significant service to downtown.

Project Location or Address

The project is located at 156 Church Street, Saranac Lake.



Property Owner/Sponsor

The project is co-sponsored by Tops Friendly Markets (current property lessee) and Saranac Lake Center LLC (property owner).

Capacity

Tops opened its first supermarket in 1962 and currently operates 169 full-service supermarkets. The company has a long history and proven track record of the operation and maintenance of its stores. Tops has committed funding for this project as part of its overall capital expenditure program and is committed to serving the Saranac Lake community.

Tops market has committed an additional \$500,000 to

complete interior improvements to the store outside of the DRI project. Planned improvements include new shelving, refrigeration cases, upgraded electrical and lighting as well as improvements to checkout lanes and restrooms.

Project Partners

- Tops Friends Market
- Saranac Lake Center LLC

Project sponsors may be assigned project partners to supplement capacity for contract implementation.

Strategies

This project aligns with the following Saranac Lake DRI Goals & Strategies:

- 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.
 - Support placemaking by investing in public streetscapes and parks to promote an attractive, walkable, dynamic downtown.
- Livability – Enhance and maintain downtown as a complete neighborhood where a range of services, amenities, and housing options provide a desirable lifestyle.
 - Adopt and enforce policies that help improve downtown livability.

Anticipated Revitalization Benefits

- Upgrade to a vital downtown grocery store
- Site and building exterior improvements to improve aesthetics of a key downtown priority area
- Complements the benefits of other nearby potential DRI projects, including improvements to Church Street, Nori’s Market, River Walk and Pendragon Theatre.

Public Support

This project received a medium level of public support at a public meeting for the DRI.

Jobs Created

No new job will be created through this effort. 27 existing jobs will remain.

Acquisition of Real Property

The property is owned by Saranac Lake Center LLC. No additional property acquisition is needed for this project.

Feasibility and Cost Justification

The project sponsors have completed preliminary design and cost estimates for proposed work. All of the estimates appear to be within industry standards.

Regulatory Requirements

- Site Plan Review: In progress
- SEQRA: In progress
- May require NYSDOT Highway work permits

Project Budget and Funding Sources

Item	Cost	Source		
		Sponsor	Other Contribution	DRI Request
Construction Costs	\$250,000	\$0	-	\$250,000
Exterior Produce Cases, Coolers	\$87,000	\$87,000	-	\$0
Totals:	\$337,000	\$87,000*	-	\$250,000

*Committed/Secured

Images of current and Proposed Conditions



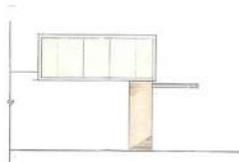
Existing Conditions – Front View from Church Street



Existing Conditions – Parking Lot View Looking South from Church Street



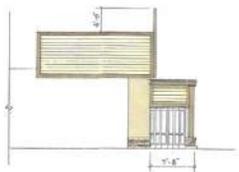
Proposed Conditions – Rendering of Landscaping, New Signage from Church Street



EXISTING SIDE ELEVATION



EXISTING FRONT ELEVATION



PROPOSED SIDE ELEVATION



PROPOSED FRONT ELEVATION

- NOTES:
- ALL TRIM TO BE JAMBE HARDWARE BRUSH
 - ALL SIDING TO BE JAMES HARDWARE T&G SHIP
 - EXISTING BRICK FACING TO REMAIN ON SIGN FRONT
 - BRICKFACE EXISTING UN-ILLUMINATED TOP SIGN

Proposed Conditions – Rendering of Front View from Church Street

Timeframe for Implementation and Project Readiness

Timeframe for exterior rehabilitation:

- Storefront – 8-10 weeks
- Signs/Pylon – 1 week
- Repairs – 1 week
- Vestibule – 3 weeks
- Landscaping/sidewalks/curbs – 3 weeks
- Produce Cases 16' – 3 days
- Exterior Coolers/Freezer – 2 weeks
- Loading Dock – 3 weeks
- **Total Timeframe: 3 months**

Project Reporting

This project should be monitored for progress and adherence to the proposed scope, budget and timeline outlined above. Performance and impact of the project could be measured by the following metrics:

- Increase in sales at Tops Market

K-CONSTRUCTION OF NORI'S POCKET PARK



Project Title:

Construction of Nori's Pocket Park

DRI Funding Request:

Total DRI Funds: \$133,000

Total Project Cost: \$146,000

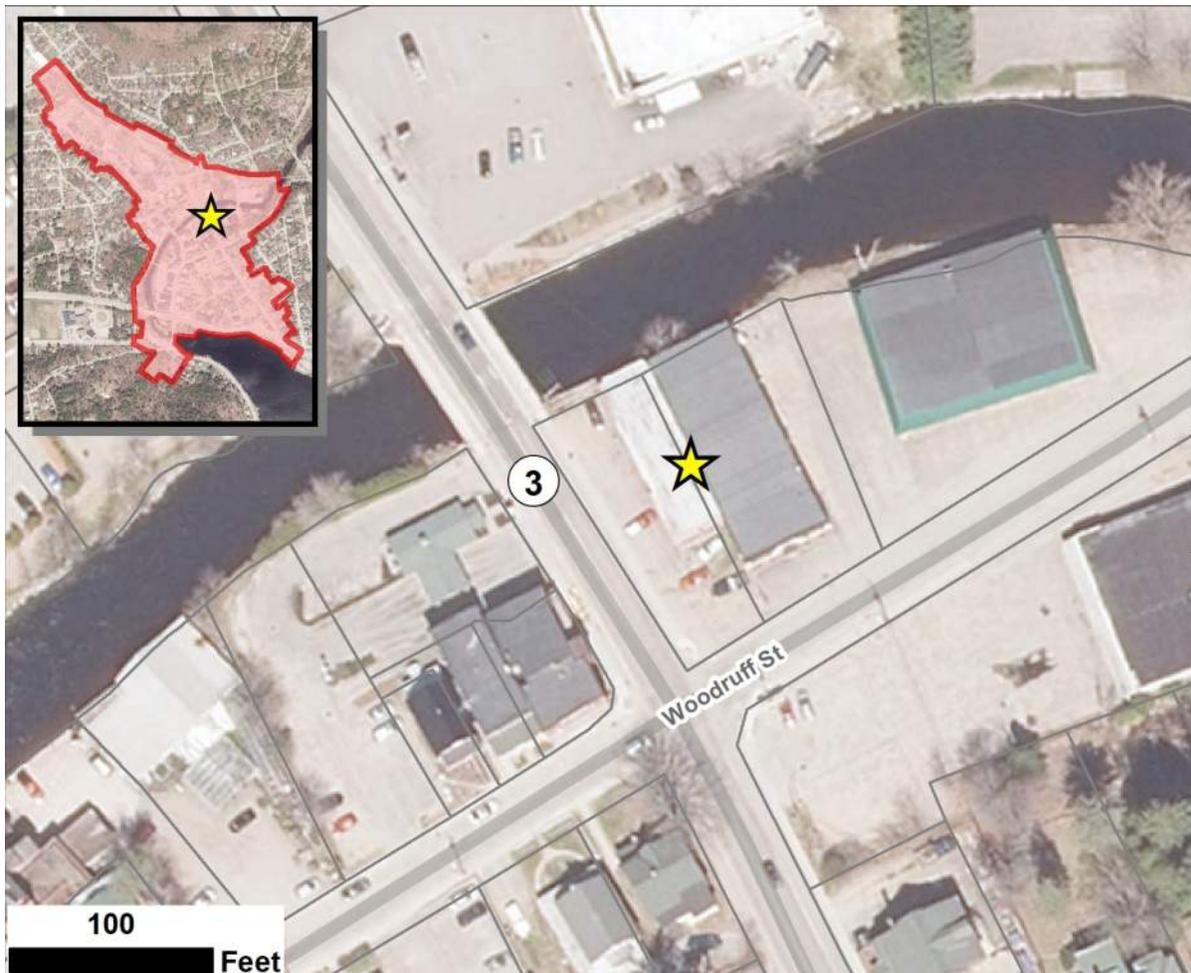
Project Description

This project involves construction of a Pocket Park at the Northeast corner of Woodruff Street and Church Street and represents the final phase of a larger project. The project will turn a paved area into an attractive park with accessible sidewalks and outdoor seating. Plans include landscaping, the addition of planters and vegetation and a trellised roof feature. The project will work together with planned public, private and non-profit improvements in the Church Street and Woodruff Street area to create a new node of activity.

The larger Nori's project began in 2015 with the expansion of the Nori's Village Market into the 39 Woodruff Street location, transforming an auto shop into a vibrant local grocery store. This project was a catalyst for improvements in Church Street/Wodruff corridor, activating the street in a Priority Redevelopment area. The second phase of the project, completed in December 2018, expanded the business into the adjacent 138 Church Street building, adding a combined 11 jobs since the beginning of the project.

Project Location or Address

The project is located at 138 Church Street/ 39 Woodruff Street.



Property Owner/Sponsor

Andy Keal & Heidi Kretser

Capacity

Project sponsors have demonstrated capacity to implement this project through their successful management of the first two phases of the Nori's project, contributing over \$1.43 M in private investment.

During Phase 1 of the Nori's project, the store expanded into a new location at 39 Woodruff Street. The expansion included the acquisition of the 39 Woodruff property and an extensive renovation, converting part of an automotive garage into a grocery store. The sponsors invested \$762,500 into this phase of the project, leveraging an additional \$32,500 in grants from New

York Main Street and the Village of Saranac Lake. The completion of this phase resulted in the creation of 6 new positions.

Phase 2 was completed in December 2018 with the expansion of the store into the adjacent property at 138 Church Street. The existing structure was converted from a garage into a modern café with indoor seating, handicap accessibility, and new windows looking out on the Saranac River. The sponsors invested \$662,500 in private funds toward the renovation, leveraging an additional \$65,000 in grants from Cloudsplitter and Saranac Lake Local Development Corporation. The completion of this phase resulted in the creation of an additional 5 new positions.

Project Partners

- Village of Saranac Lake, to maintain consistency with public improvements to the Church Street and Woodruff Street intersection.

Strategies

This project aligns with the following Saranac Lake DRI Goals & Strategies:

- **Destination** – Make downtown a premier regional destination for entertainment, art, culture, shopping and dining for residents, workers and travelers.
 - 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.
- **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.
 - Support placemaking by investing in public streetscapes and parks to promote an attractive, walkable, dynamic 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.
 - Invest in streetscape improvements that will promote walkability and increase safety for all ages and abilities.

This project aligns with the following North Country REDC Strategies:

- Attract and nurture entrepreneurial pioneers to cultivate innovative clusters in our rural communities, and catalyze the highest per capita rate of small business start-ups in the state
 - Foster development of small businesses and entrepreneurial activities that add value to local resources.

- Propagate an agricultural revolution as we help feed the region and the world
 - Increase and expand direct marketing sales with consumers, institutions, restaurants and grocery stores to capitalize on the region’s burgeoning local food movement.

Anticipated Revitalization Benefits

The Church and Woodruff Street intersection has been identified as a priority area for redevelopment in the Saranac Lake DRI application, building on several proposed projects. The Pocket Park supports planned pedestrian, intersection and streetscape improvements on Church Street and Woodruff Street through the Active Transportation & Mobility Project. The new park will also complement the proposed Pendragon Theatre Project, immediately South of Nori’s on Church Street. Together, these projects will transform a lifeless corner into an attractive, pedestrian-friendly “destination” within Downtown Saranac Lake.

Public Support

This project was identified in the Saranac Lake DRI application as a priority project. Public support for pedestrian access and landscaping in the Church Street area has been demonstrated through multiple forms of Public Outreach including online surveys, open houses, and stakeholder meetings as well as student outreach. The project received a high-medium level of support during the January 17th, 2019 public Open House.

Jobs Created

- One part-time position would be created for maintenance of the park
- Up to four additional positions anticipated as a result of the increase in customer base resulting from the Park and adjacent public and private improvements.

Acquisition of Real Property

The property is currently owned by the applicant and no additional property acquisition is needed for this project.

Project Budget and Funding Sources

Item	Cost	Source		
		Sponsor	Other Contribution	DRI Request
Parking Lot Improvements	\$ 20,000	-	-	\$ 20,000
Sidewalk/Accessibility Improvements	\$ 18,000	-	-	\$ 18,000
Site work and Landscaping	\$ 53,000	-	-	\$ 53,000
Trellised Roof	\$ 27,000	-	-	\$ 27,000
Lighting, Drainage	\$ 15,000	-	-	\$ 15,000
Relocate Propane Tanks	\$ 10,000	\$ 10,000*	-	-
Site Design	\$ 3,000	\$ 3,000*	-	-
Totals:	\$146,000	\$ 13,000*	N/A	\$ 133,000

*Committed/Secured

Feasibility and Cost Justification

The new Pocket Park will complete the final phase in the transformation of Nori's Village Market. This project works in unison with the pedestrian improvements in the Pendragon Theatre and Active Transportation & Mobility projects. Together, these projects will create an attractive, pedestrian friendly block, drawing in new visitors and private investment.

Cost estimates have been attained from contractors involved in the initial phases of the project. All of the estimates appear to be within industry standards.

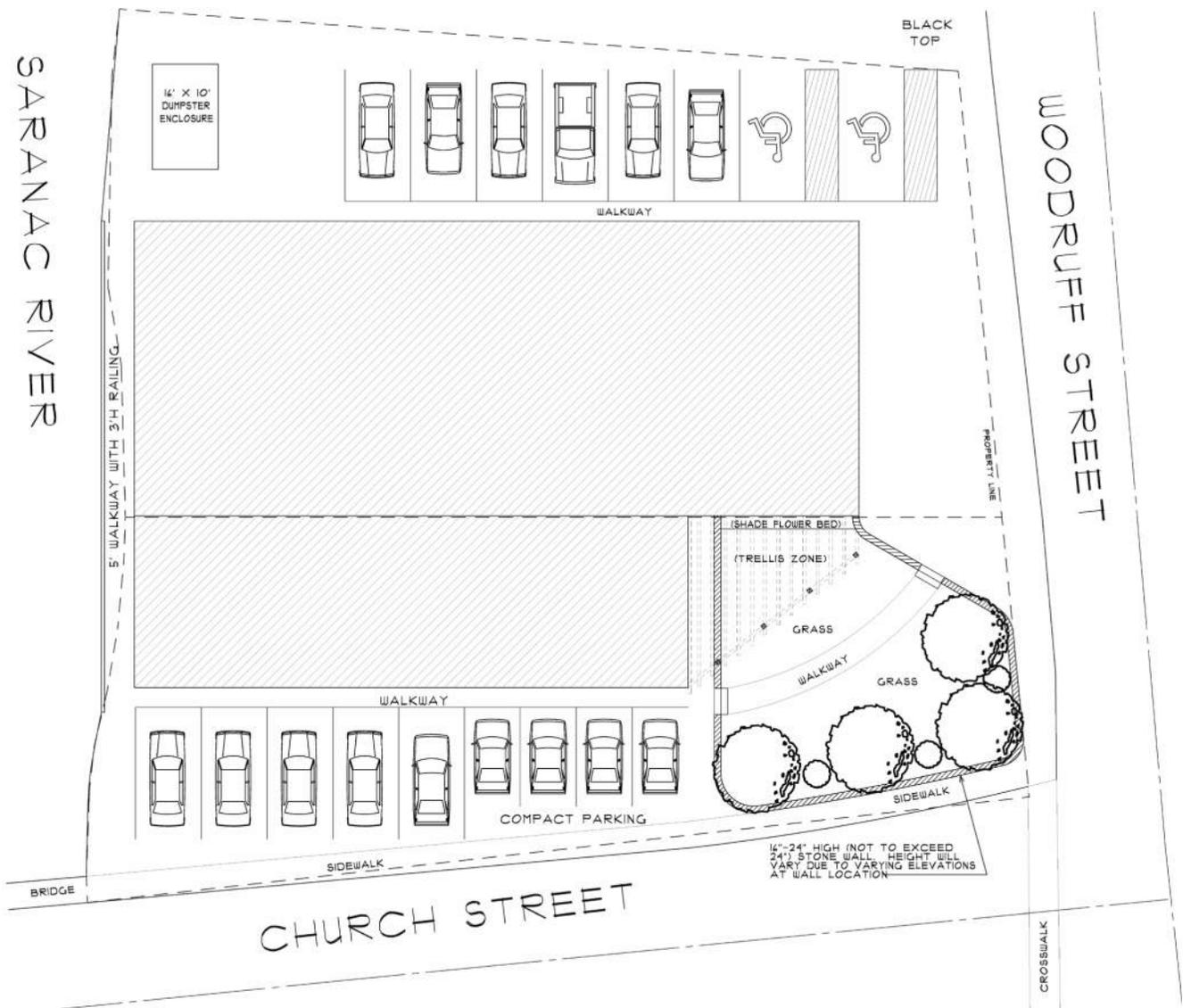
Regulatory Requirements

- Building permits for the original site plan were approved.
- Final design/ site plan amendment to be reviewed by the local development board as needed
- Possible coordination with NYSDOT for parking lot improvements

Images of current and Proposed Conditions



Existing Conditions – Front View from Woodruff Street, Looking West



Proposed Conditions – Top View of Proposed Site Plan Illustrating Pocket Park location on the North East side of the Church & Woodruff Street Intersection

Timeframe for Implementation and Project Readiness

The project is shovel-ready and can be initiated upon DRI approval. The project sponsor has completed a preliminary site plan with an engineer and received cost estimates from local contractors.

Total Timeframe: 6-8 weeks

Project Reporting

This project should be monitored for progress and adherence to the proposed scope, budget and timeline outlined above. Performance and impact can be measured by the following metrics:

- Document increase in sales for Nori’s

L-EXPANSION AND RELOCATION OF PENDRAGON THEATRE



Project Title:

Expansion and Relocation of Pendragon Theatre

DRI Funding Request:

Total DRI Funds: \$2,500,000

Total Project Cost: \$6,538,000

Project Description

The Expansion and Relocation of Pendragon Theatre is an adaptive reuse project focused on creating a state-of-the-art Theatre facility on an underutilized site at 56 Woodruff Street. Pendragon Theatre is a well-established nonprofit organization with a 40-year history of performing arts in Saranac Lake. Pendragon is dedicated to preserving the vitality and enhancing the quality of professional theatre through year-round performance and educational programs. The building expansion will accommodate a larger Theatre with variable seating for 150-175 people, a gallery and lobby area to showcase local artists, male and female dressing areas, bathrooms, dedicated office space and rehearsal space which could also be used for events and meetings. The project is adjacent to other significant DRI projects including the Nori's Landscape/ Streetscape and Riverwalk Access project and the Woodruff Street Streetscape Improvements Project. Together these projects will transform this area of the downtown and create a significant attraction to draw visitors and support surrounding businesses. The existing building, a former paint store, is a 10,375 square-foot, single-story commercial building on a 0.85-acre parcel. The building will be transformed into a vibrant cultural hub and destination, reinforcing the downtown redevelopment and streetscape improvement efforts. Pendragon has a long history in Saranac Lake and this new facility will allow the organization to continue to thrive and contribute to cultural life and economic development of the community.

Project Location or Address

The project is located at 138 Church Street/ 39 Woodruff Street.



Property Owner/Sponsor

The project sponsor is Pendragon Inc. The project sponsor is in the process of securing the project site at 56 Woodruff Street and has signed an option agreement for purchase.

Capacity

Pendragon, Inc. has a 40-year history of strong nonprofit management and leadership in the community. The organization has a substantial track record with many successful fundraising campaigns and has been awarded a number of grants and state support through the New York State Council on the Arts and most recently through a \$500,000 Market New York grant through Empire State Development. The organization has an annual donor

list of over 200 individuals and over 100 businesses that provide support through the purchase of ads and other contributions. Pendragon has already invested \$12,000 in architectural costs for the project.

Project Partners

- Cloudsplitter Foundation
- Private donors
- Financial Institutions
- New York State Council on the Arts
- Empire State Development

Strategies

This project aligns with the following Saranac Lake DRI Goals & Strategies:

- **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.
 - 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.
- **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.
 - Develop new and support existing programs and events that provide opportunities for people to remain in downtown in the evening and on the weekends throughout the year.
 - Support the “Decidedly Different” tourism promotion and a marketing program that highlights the creative community, shopping, dining, and outdoor recreation.
- **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.
 - Encourage redevelopment of priority areas to accommodate a mix of commercial and office development.

This project was also identified in the NCREDC 2018 Progress report as a priority project for achieving downtown revitalization efforts. This project aligns with the following North Country REDC Strategies:

- Create the greenest energy economy in the state
 - Promote Smart Growth principles by encouraging adaptive reuse of existing structures and new residential construction in or near villages and hamlets.
- Activate tourism as a driver to diversifying North Country economies
 - Put in place tools to attract private investment which will drive demand to revitalize and diversify communities and create a climate which allows entrepreneurs to flourish.
 - Develop tourism infrastructure to transform the region by driving community development and leveraging private investment.
- Elevate Global Recognition of the region as one of the special places on the planet to visit, live, work and study
 - Create and manage a transformational regional “brand”

Anticipated Revitalization Benefits

- Transform a vacant and underutilized commercial building into a new state-of-the-art performing arts space.
- This project is located in a key priority redevelopment area at Church and Woodruff Streets, the focus of other revitalization projects, both public and private.
- Support local businesses by creating a destination to attract visitors. Many who attend the Theatre for a performance also utilize downtown for its shops and restaurants.
- Elevate the access of the residents of the North Country to arts and culture through year-round programming.
- The new ADA compliant facility will create improved accessibility of programs and performances.

Public Support

The Expansion and Relocation of Pendragon Theatre project has received a high level of public support and was documented at public meetings for the DRI. The following comments were received:

- Supports today's community vision
- Generates revenue, attracts regional tourists
- Can transform Church Street- promote downtown businesses
- Creative energy-transformational on tourism, restaurants, jobs, education, youth

The project supports the goals of several local planning initiatives, including:

- Village of Saranac Lake Comprehensive Plan
- Village of Saranac Lake Comprehensive Economic Development Strategy
- Village of Saranac Lake Destination Master Plan
- Village of Saranac Lake Local Waterfront Revitalization Program (LWRP)
- Saranac Lake Arts & Culture Master Plan 2018

Jobs Created

- Current full-time jobs: 1 full-time
- Current part-time jobs: 3 part-time year-round
- Current seasonal jobs: 23 full-time equivalent seasonal
- Anticipated full-time: 4 full-time
- Anticipated part-time: 3 part-time year-round
- Anticipated seasonal: 35 full-time equivalent
- Total jobs created: 13

The project will result in a longer performance season and year-round programming, which will improve employee's overall compensation, minimize seasonality of income, and increase additional job opportunities downtown, reducing underemployment for 30-50 professionals. Skills developed, particularly in lighting, sound, set and costume construction are also transferable skills into a variety of careers in the entertainment industry, media, and other production-related industries. Indirect job increases are primarily in restaurants and retail.

Acquisition of Real Property

The project sponsor is in the process of securing the project site at 56 Woodruff Street and has signed an option agreement for purchase.

Project Budget and Funding Sources

Item	Cost	Source		
		Sponsor	Other Contribution	DRI Request
Property Acquisition	\$600,000	\$200,000*	\$400,000* Market NY	-
Construction Costs	\$4,191,000	\$500,000	\$396,000* Cloudsplitter \$1,154,000** Capital Campaign	\$2,141,000
Soft Costs	\$888,000	\$684,000*	\$100,000* Market NY \$104,000* Cloudsplitter	-
Demolition & Env. Remediation	\$359,000	-	-	\$359,000
Furniture and Fixtures	\$500,000	-	\$500,000** Capital Campaign	-
Totals:	\$6,538,000	\$1,384,000	2,654,000	\$2,500,000

*Committed/Secured **Anticipated

Feasibility and Cost Justification

Cost estimates for this project have been prepared and developed by professional engineers and architects. If funded, Pendragon will become a regional destination and have significant revitalization benefits that extend throughout downtown Saranac Lake. The expansion and relocation of Pendragon will increase tourism, restaurant usage, hotel stays and job opportunities. For residents, the walkable location increases access for seniors, provides more space for student and resident programming, and supports year-round arts and cultural programming, identified as a priority in the Village of Saranac Lake Arts and Culture Master Plan.

The project sponsor has identified a \$2,500,000 funding gap, which will be filled by DRI funding. The DRI funding would leverage \$4,050,000 in private and public contributions. Contributions include \$500,000 in Market New York grant funding (committed), \$500,000 from Cloudsplitter Foundation (committed), \$2,750,000 in Leadership funding and individual donors and \$300,000 from the sale of the previous Pendragon property.

With the expansion of Pendragon Theatre to its new location, the organization projects in their business plan an increase in total revenue from \$352,000 to \$930,000 over a five-year time period. The increase in event space and availability of year-round programming will also create opportunities for increased membership and performance turnout, resulting in an anticipated growth in donations from \$141,000 to \$179,000 over the same five-year period, based on their business plan.

Regulatory Requirements

- The sponsor is undertaking a Phase II Environmental Site Assessment, expected to be completed in February 2019.
- The project will require Village building permits for construction and occupancy
- SEQRA
- Local development board review

Images of Current and Proposed Conditions



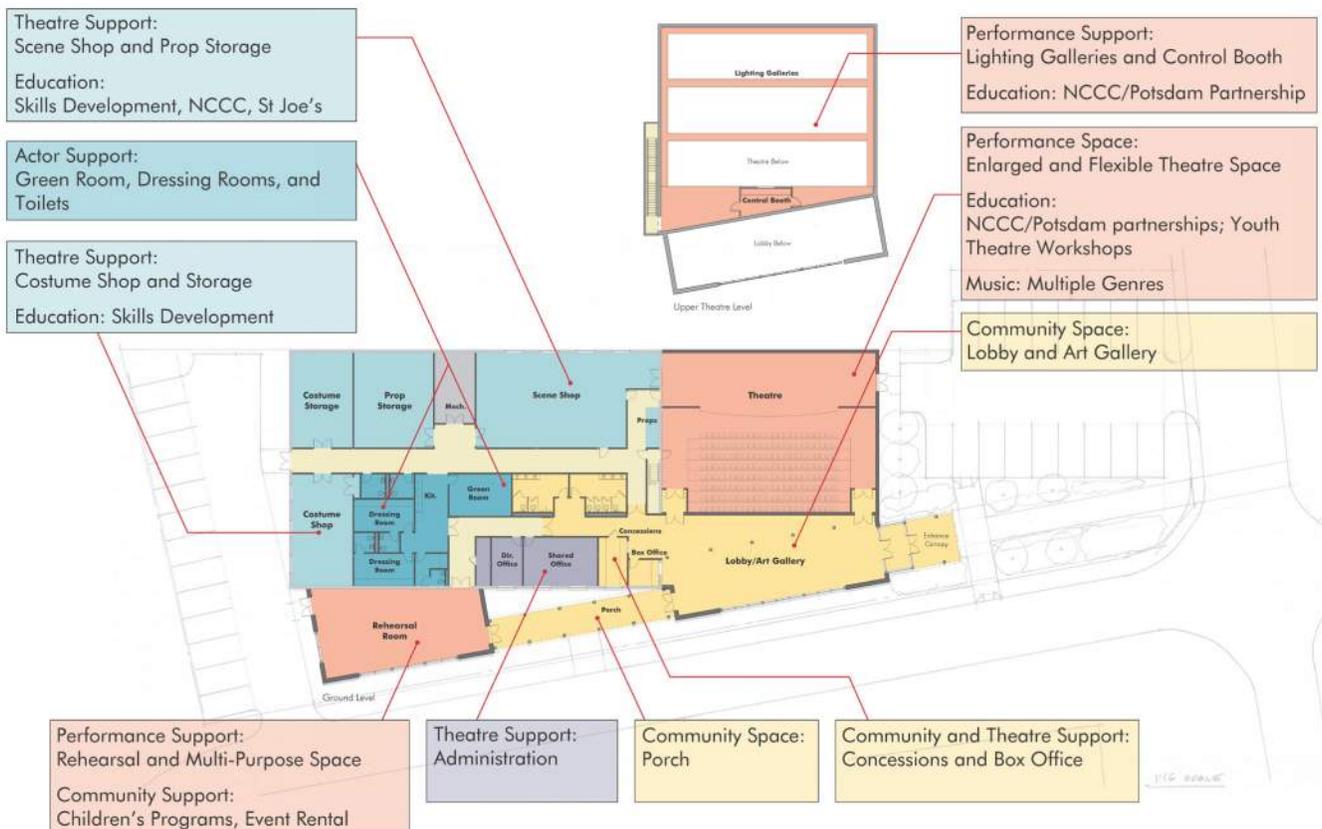
Existing Conditions – Front View from Church Street



Southwest Elevation



Proposed Rendering – Side View from Church Street (Top); Front View from Woodruff Street (Bottom)



Proposed Rendering – Top view showing utilization of space

Timeframe for Implementation and Project Readiness

- Property purchase, per option agreement: **1 month**
- Schematic Design: **2 months**
- Design Development: **3 months**
- Construction Documents: **3 months**
- Permitting, bidding, contracting: **2 months**
- Construction: **13 months**
- Total Timeframe: **2 years approx.**

Project Reporting

This project should be monitored for progress and adherence to the proposed scope, budget and timeline outlined above. Performance and impact can be measured by the following metrics:

- Annual revenue reporting of organization
- Theatre attendance
- Donor and fundraising goals
- Community and non-profit organization events utilizing the facility

M-EXPANSION OF THE HISTORIC SARANAC LAKE MUSEUM



Project Title:

Expansion of the Historic Saranac Lake Museum at the Trudeau Building

DRI Funding Request:

Total DRI Funds: \$325,000

Total Project Cost: \$914,423

Project Description

Historic Saranac Lake (HSL) will create a multi-use museum campus adjacent to the Hotel Saranac that will drive tourism to the North Country Region.

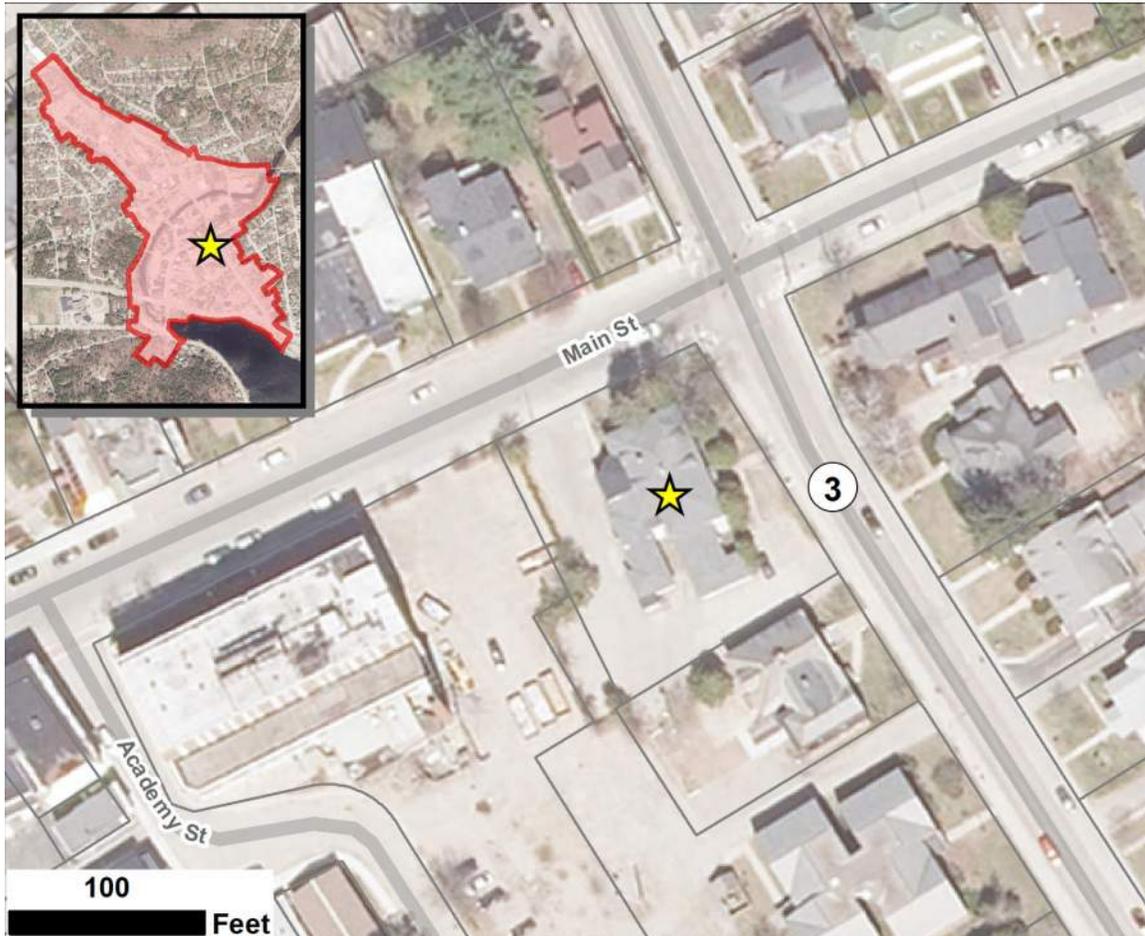
HSL will acquire the former Trudeau home and medical office at 118 Main Street in order to rehabilitate the building into a mixed-use, public/private facility. The building will be rehabilitated to create museum space consisting of exhibits, collections storage, a resource room, and public space for arts and cultural events. The building will also host rented office space on the ground floor and second floor. The integrity of the building's exterior will be restored, enhancing the historic character of Main Street.

Located next to the Hotel Saranac and adjacent to HSL's Saranac Laboratory Museum, the over 5,000 square foot building was built in 1894 and is listed on the National Register of Historic Places.

The project links two National Register buildings, the Trudeau home and the Laboratory Museum, with a shared past, creating a walkable downtown museum campus experience that will attract more visitors to downtown Saranac Lake. The project will enhance the crossroads where downtown meets State Route 86, serving as a gateway attraction that encourages travelers to explore downtown.

Project Location or Address

The project is located at 118 Main Street, Saranac Lake, NY 12983.



Property Owner/Sponsor

Amy Catania, Executive Director
Historic Saranac Lake

Capacity

Historic Saranac Lake is in the process of securing a mortgage to purchase the property and has invested in condition surveys, architectural designs and hazardous material analysis. It has invested \$53,898 in planning and predevelopment of the project and anticipate spending an additional \$390,000 on property acquisition. It has currently raised over \$330,000 through a successful capital campaign, a portion of which will be utilized for site acquisition. It has secured a New York State Environment Protection Fund Grant and is anticipating an additional grant from the National Endowment of the Humanities.

Founded in 1980, Historic Saranac Lake is a not-for-profit, architectural preservation organization that captures and presents local history from the Saranac Laboratory Museum adjacent to the subject property.

Historic Saranac Lake is deeply connected to 118 Main St. because of its history, location, and purpose. The property enhances the Saranac Laboratory Museum by more than doubling the size, allowing Historic Saranac Lake to more effectively interpret Saranac Lake's important local history as a center for science and patient care.

Project Partners

HSL has many funding partners that have committed to the support of this project including:

- NYS Environmental Protection Fund
- National Endowment for the Humanities

Strategies

This project aligns with the following Saranac Lake DRI Goals & Strategies:

- **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.
- **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.
 - Encourage redevelopment of priority areas to accommodate a mix of commercial and office development.
- **Destination** – Makes 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.
 - Achieve and maintain a balanced mix of businesses and organizations that attract visitors and provide necessary goods and services to regional residents.

This project aligns with the following North Country REDC Strategies:

- Create the greenest energy economy in the state
 - Promote Smart Growth principles by encouraging adaptive reuse of existing structures and new residential construction in or near villages and hamlets.
- Activate tourism as a driver to diversifying North Country economies
 - Develop tourism infrastructure to transform the region by driving community development and leveraging private investment.
- Elevate Global Recognition of the region as one of the special places on the planet to visit, live, work and study
 - Create and manage a transformational regional “brand”

Anticipated Revitalization Benefits

An underutilized building will become a public space where residents and visitors will discover Saranac Lake’s unique history, enhancing quality of life. The site will help to build Saranac Lake’s tourism economy. It will support the Hotel Saranac by providing a tourism destination next door to the hotel.

The new space more than doubles the size of the current interpretive space, allowing HSL to provide an enhanced visitor experience such as the addition of interactive exhibits for children. The renovated office spaces on the first and second floor will answer the demand for office space and add to the activity of downtown.

This project will also generate the following benefits:

- As a center for cultural activities in a restored historic building, the project will draw activity to downtown and build a strong sense of place.
- The project creates public space for arts and cultural events and activities.
- The building will host new office space, adding to the diversity of employment opportunities downtown.

- Historic Saranac Lake will expand our business, doubling our presence as a downtown museum and cultural center, and create at least one full time job and additional seasonal, part time jobs.
- The project enhances downtown with facade renovation and redevelopment of an underutilized building.

Public Support

A high level of public support has been demonstrated based on input received at the January 17, 2019 public meeting.

Jobs Created

The project will allow HSL to add an additional museum

staff member, two additional summer interns, and contract with a facilities manager to oversee both buildings.

Acquisition of Real Property

There is no additional property other than the subject property at 118 Main Street that is required for this project. At the time of this submission the property is under contract of sale to HSL and they are currently in the process of obtaining a mortgage. The cost of acquisition is not included in the total project cost. This property will allow HSL to expand from the adjacent property, 89 Church Street, to create a campus devoted to the preservation and interpretation of Saranac Lake's history.

Project Budget and Funding Sources

Item	Cost	Source		
		Sponsor	Other Contribution	DRI Request
Construction	-	-	-	-
Structural & Abatement	\$153,502	\$27,608*	\$102,057*	\$23,837
Exterior	\$257,081	\$39,913*	\$69,959* \$57,375**	\$89,834
Interior	\$503,840	\$116,999*	\$75,887* \$99,625**	\$211,329
Totals:	\$914,423	\$184,520*	\$404,903**/*	\$325,000

*Committed/Secured **Anticipated from National Endowment for the Humanities

Feasibility and Cost Justification

HSL has performed numerous studies and have completed preliminary design and cost estimates for proposed work. All of the estimates appear to be within industry standards.

This project leverages multiple funding sources including \$247,903 (secured) from the New York State Environment Protection Fund Grant and anticipates receiving an additional \$157,000 from the National Endowment for the Humanities. The \$184,520 Sponsor Contribution is a portion of \$330,000 raised through a successful capital campaign. The remaining funds from the capital campaign will be utilized for a portion of the property acquisition. The property acquisition is not included in the total project cost.

Regulatory Requirements

- The subject property is listed as a contributing structure in the Church Street Historic District. Therefore, any work performed on the exterior with state or federal funding should be reviewed by the State Historic Preservation Office.
- Site Plan has been approved by the Village. Further reviews may be required if there are any zoning changes.
- Final construction drawings need to be submitted to the city for building permits.

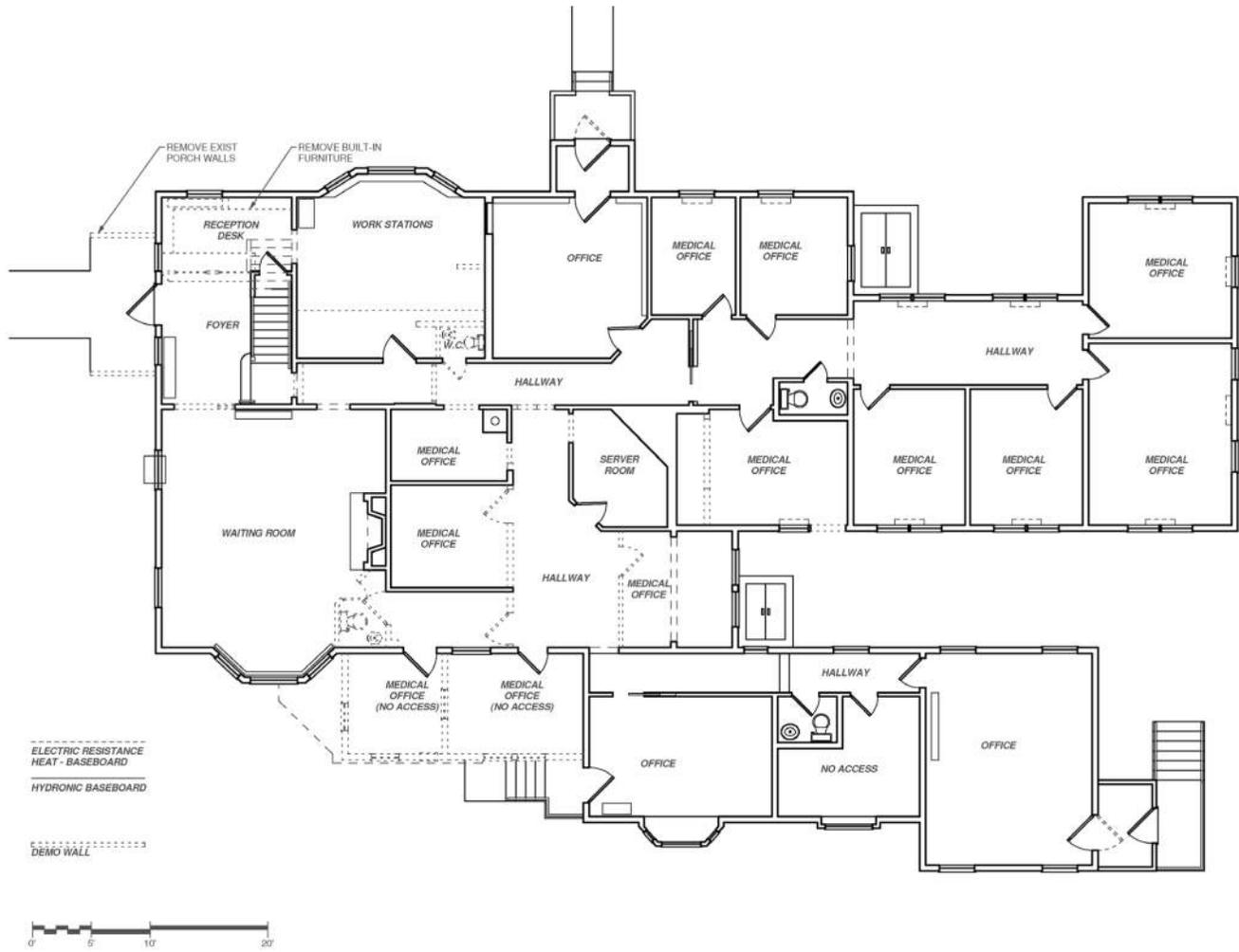
Images of Current and Proposed Conditions



Existing Conditions – Trudeau Building from Main Street Looking South



Existing Conditions – Rear View Trudeau Building



Proposed Conditions - First Floor Concept Plan

N-RENOVATE T.F. FINNIGAN'S AT 79 MAIN STREET



Project Title:

Renovate T.F. Finnigan's at 79 Main Street

DRI Funding Request:

Total DRI Funds: \$219,250

Total Project Cost: \$445,450

Project Description

The proposed project includes the restoration of the rear building façade facing the Dorsey Street parking lot and Riverwalk, new commercial space, and renovation of two residential units. Specific improvements involve the replacement or restoration of windows, new exterior doors, masonry restoration, wood repairs, and painting. This project is located within a priority redevelopment area and would support improvements proposed to the Dorsey Street parking lot and Riverwalk.

As one of Saranac Lake's longest running businesses, T.F. Finnigan has offered fine clothing, personal service, and a familiar continuity to Main St. for more than 95 years. Housed in one of the Village's most prominent and well-known buildings, the "Robert's Block" has stood for nearly 120 years. This project represents a strategic effort to preserve a Saranac Lake's rich history, while spurring downtown growth, commerce and community.

The subject property is a contributing building in the Berkeley Square Historic District. It is a three story, masonry, downtown row building with each floor, including a full basement, at 1,750 square feet for a total of 7,000 square feet.

Project Description- Continued

In addition to the rear façade restoration the project includes a new commercial space in the basement that fronts the Dorsey Street parking lot. This portion of the project will occupy approximately 1,500 square feet. The project scope includes new interior finishes, accessible bathroom, stone foundation wall restoration, and a new storefront entrance. The existing commercial space on the first floor will be renovated to include new interior finishes, larger dressing rooms, remodeled bathroom, and new storage/display cases.

The upper floor residential units will be upgraded with new finishes (consistent with the historic character of the building) and new showers. Additionally, renovations will occur at the entryway including new stairs, railings, walls and tile. The intent of the residential component of the project is to provide residential options that can meet the market demand for rentals and also be financially viable. The overall goal is to keep the residential units occupied to assist in covering costs associated with the sustainable operation and maintenance of the building, which might include a mix of long-term and short-term rentals.

The existing roof will be replaced and electrical, mechanical, plumbing systems will be renovated to a code complaint condition.

Project Location or Address

The project is located at 79 Main Street, Saranac Lake, NY 12983.



Property Owner/Sponsor

Wms. Bros. Holdings, LLC owns the property outright.

Capacity

Since purchasing the building/business at 79 Main Street in 2018, the project sponsor has invested in refinishing/renovating the upstairs apartments, as well as a new Point of Sale (POS) system for the retail business.

The project sponsor, in combination with project partners, currently own and operate 5 businesses in Saranac Lake including a bar/restaurant, clothing retailer, sober ride service, property holding company, and real-estate management business. These businesses support 20 full-time jobs.

The project sponsor has secured \$226,200 to contribute to the overall project cost through a creative combination of funding sources, including private investor, business investment, and a business line of credit.

Project Partners

- Jim Williams
- Amanda Lavigne
- Private Investors

Project sponsors may be assigned project partners to supplement capacity for contract implementation.

Strategies

The project aligns with the following DRI goals and strategies:

- **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.
 - Encourage redevelopment of priority areas to accommodate a mix of commercial and office development.
- **Destination:** Make downtown a premier regional destination for entertainment, art, culture, shopping and dining for residents, workers and travelers.
- Achieve and maintain a balanced mix of businesses and organizations that attract visitors and provide necessary goods and services to regional residents.
- **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.

This project aligns with the following North Country REDC Strategies:

- Attract and nurture entrepreneurial pioneers to cultivate innovative clusters in our rural communities, and catalyze the highest per capita rate of small business start-ups in the state
 - Foster development of small businesses and entrepreneurial activities that add value to local resources.

Anticipated Revitalization Benefits

This project is located within a priority redevelopment area and would support public improvements proposed to the Dorsey Street parking lot and Riverwalk. The following revitalization benefits are anticipated:

- New 1,500 square foot commercial space accessible from the Dorsey Lot/Riverwalk corridor.
- Coordinates with the planned public beautification of the Dorsey Lot and Riverwalk corridor.
- Supports the preservation a unique, historic business appealing to key demographics
- Anticipated to create between 2-6 full time positions
- Restoration of a historic building in the Berkeley Square Historic District
- Updated residential options

Public Support

Public support has been demonstrated based on input received at the January 17, 2019 public meeting. The need for additional commercial space was demonstrated during working group discussions.

Jobs Created

- Two full time jobs anticipated for the management, maintenance and cleaning of residential units
- One to six new full-time positions anticipated for the new commercial space.

Acquisition of Real Property

The property is currently owned by the applicant and no additional property acquisition is needed for this project.

Project Budget and Funding Sources

Item	Cost	Source		
		Sponsor	Other Contribution	DRI Request
Rear facade:	\$28,500			\$28,500
Front facade:	\$71,800	\$71,800*		
New commercial retail space at Dorsey Lot Level:	\$41,000			\$41,000
Updating of existing commercial retail space:	\$45,250			\$45,250
Updating 2 residential units:	\$112,250	\$102,250*		\$10,000
Energy Efficiency Upgrades	\$146,650	\$52,150*		\$94,500
Totals:	\$445,450	\$226,200*		\$219,250

*Committed/Secured

Feasibility and Cost Justification

The Project Sponsors have secured capital resources that will allow them to successfully implement the project as proposed.

This statement outlines the anticipated approach to engaging the project funding lines identified above:

- Secured a private, diversified portfolio of funding in order to minimize traditional loans/mortgages that incur higher (and climbing) interest rates for borrowing lump sums;
- This portfolio allows for shovel-readiness through lines that provide immediate access to capital, as well as project stability through lines that will meaningfully and strategically apply across project timelines;
- This approach maximizes the ultimate local/regional impact of DRI funding by reducing interest payments made to larger financial institutions upon receipt of the grant monies at the time of project completion;
- A small contingency buffer has been secured and a final contingency line has also been identified should unforeseen circumstances warrant additional funding to see the project through to completion (i.e. impact of SHPO requirements, etc.).

Regulatory Requirements

- The exterior renovation portion of the project is a contributing structure in the Berkeley Square Historic District. If awarded funding through the DRI or any other federal or state source any proposed work will need to be reviewed by the State Office of Historic Preservation.
- The addition of the basement commercial space will need to be reviewed by the local planning and zoning board and construction drawings will need to be reviewed by the city building department for code compliance.

Images of Current and Proposed Conditions



Existing Conditions – Front View from Main Street



Existing Conditions – Rear View from Dorsey Street Lot

Timeframe for Implementation and Project Readiness

Site Prep: 6–9 months

Construction Phase: 2 years

Total Timeframe: 2 ½ – 3 years

This project should be monitored for progress and adherence to the proposed scope, budget and timeline outlined above. Performance and impact of the project could be measured by the following metrics:

- Occupancy rates for residential and commercial units
- Increased sales at T.F. Finnigan's

Project Reporting

O-EXPANSION OF BLACK MOUNTAIN ARCHITECTURE



Project Title:

Expansion of Black Mountain Architecture

DRI Funding Request:

Total DRI Funds: \$ 184,000

Total Project Cost: \$ 460,000

Project Description

Black Mountain Architecture will demolish its current 1,014 sq. ft. office and replace with a new 2-story, 2,000 sq. ft building.

Black Mountain Architecture specializes in quality craftsmanship, high performance energy consulting, and ecologically sensitive landscape design. Black Mountain Architecture is in the core of the downtown area directly behind the recently renovated Hotel Saranac, a prime location to showcase building performance and sustainable design. Rebuilding the office will align with the company's values of energy efficiency and sustainable design and will showcase the professional services available in Saranac Lake.

Project Location or Address

The project is located at 16 Academy St, Saranac Lake, NY 12983.



Property Owner/Sponsor

Jesse Schwartzberg of Black Mountain Architecture owns the site outright

Capacity

The building was purchased in 2012 for \$60,000 and an additional \$40,000 was invested in capital improvements. The business is currently in the process of securing a \$200,000 loan from NBT Bank and expects an increase in borrowing capacity due to the 2019 projected growth.

As of 2018, 25% of the work for Black Mountain Architecture was performed by out of state sub-contractors because they are at capacity for the current staff and facility. Currently, Black Mountain has a large amount of backlog work and is considering new projects for 2020 construction, with design work to begin Fall

2019. All the work has increased gross revenue by 30% in 2018 and the 2019 operation budget projects an even greater increase. With this expansion, Black Mountain would be able to support more employees locally and allow more professional services work staying in Saranac Lake.

Project Partners

Project sponsors may be assigned project partners to supplement capacity for contract implementation.

Strategies

This project aligns with the following Saranac Lake DRI Goals & Strategies:

- **Urban Design** – Capitalize on downtown’s unique and attractive design by enhancing historic architecture and building scale, 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.
 - Utilize green infrastructure and green building techniques to create a more sustainable downtown.
- **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.

This project aligns with the following North Country REDC Strategies:

- Attract and nurture entrepreneurial pioneers to cultivate innovative clusters in our rural communities, and catalyze the highest per capita rate of small business start-ups in the state
 - Foster development of small businesses and entrepreneurial activities that add value to local resources.

Anticipated Revitalization Benefits

Short Term: The rebuilt structure would be constructed with green practices in mind to reduce the carbon footprint.

Medium Term: The larger space would allow Black Mountain Architecture to expand new employment opportunities for professionals in the \$40-90,000 range. The building is currently assessed at \$62,500 and pays \$760 in property tax each year. Expansion of the building will increase the property tax collected by Saranac Lake as well.

Long Term: As Black Mountain Architecture grows, the business would be able to accommodate commercial projects in the village and region keeping the work and money in Saranac Lake. Black Mountain would also be a symbol of alternative energy sources for cooling and heating.

Public Support

Level of public support for the project is medium as indicated at the January 17, 2019 public meeting.

Jobs Created

2-3 full time professional design and architecture positions will be created.

Acquisition of Real Property

The property is currently owned by the applicant and no additional property acquisition is needed for this project.

Project Budget and Funding Sources

Total DRI Funds: \$184,000

Total Sponsor Funds: \$276,000

Total Project Cost: \$460,000

Item	Cost	Source		
		Sponsor	Other Contribution	DRI Request
Construction Costs	400,000	16,000*	200,000*	184,000
Design Cost	60,000	60,000*	-	-
Totals:	460,000	76,000*	200,000*	184,000

*Committed/Secured

Feasibility and Cost Justification

The \$200/ square foot construction cost for a 2,000 square foot building equates to a \$400,000 construction budget. The design cost is 15% of construction cost, that equates to a \$60,000 design budget. Existing investments include \$60,000 for the acquisition of the property in 2012, and \$40,000 in capital improvements.

Regulatory Requirements

- Local Development Board Approvals
- NYS Uniform Fire Prevention and Building Code
- SEQRA

Images of Current and Proposed Conditions



Existing Conditions – Front View from Academy Street



Existing Conditions – Rear View



Proposed Floor Plan – First Floor



Proposed Floor Plan – Second Floor

Timeframe for Implementation and Project Readiness

Final design: 8 months

Obtain permits: 1 month

Demo/Site preparation: 1 – 2 months

Construction: 12 months

Total Time frame: 2 years

Project Reporting

This project should be monitored for progress and adherence to the proposed scope, budget and timeline outlined above. Performance and impact can be measured by the following metrics:

- Growth in business revenues and employees.

P-CONSTRUCT 133 BROADWAY APARTMENTS



Project Title:

Construct 133 Broadway Apartments

DRI Funding Request:

Total DRI Funds: \$822,500

Total Project Cost: \$1,695,000

Project Description

The project involves the construction of a new, four-story mixed-use building on a vacant parcel in Upper Broadway. The new 10,000 square foot building will provide two ground floor commercial spaces and three floors of apartments for a total of nine new residences. In addition to the new building, the project includes excavation, grading and expansion of the adjacent parking, providing direct access to new residents. This project would be the first new construction to occur in Downtown Saranac Lake since several years, activating a neglected area of Upper Broadway. The project would be a catalyst for the area, encouraging future private investment.

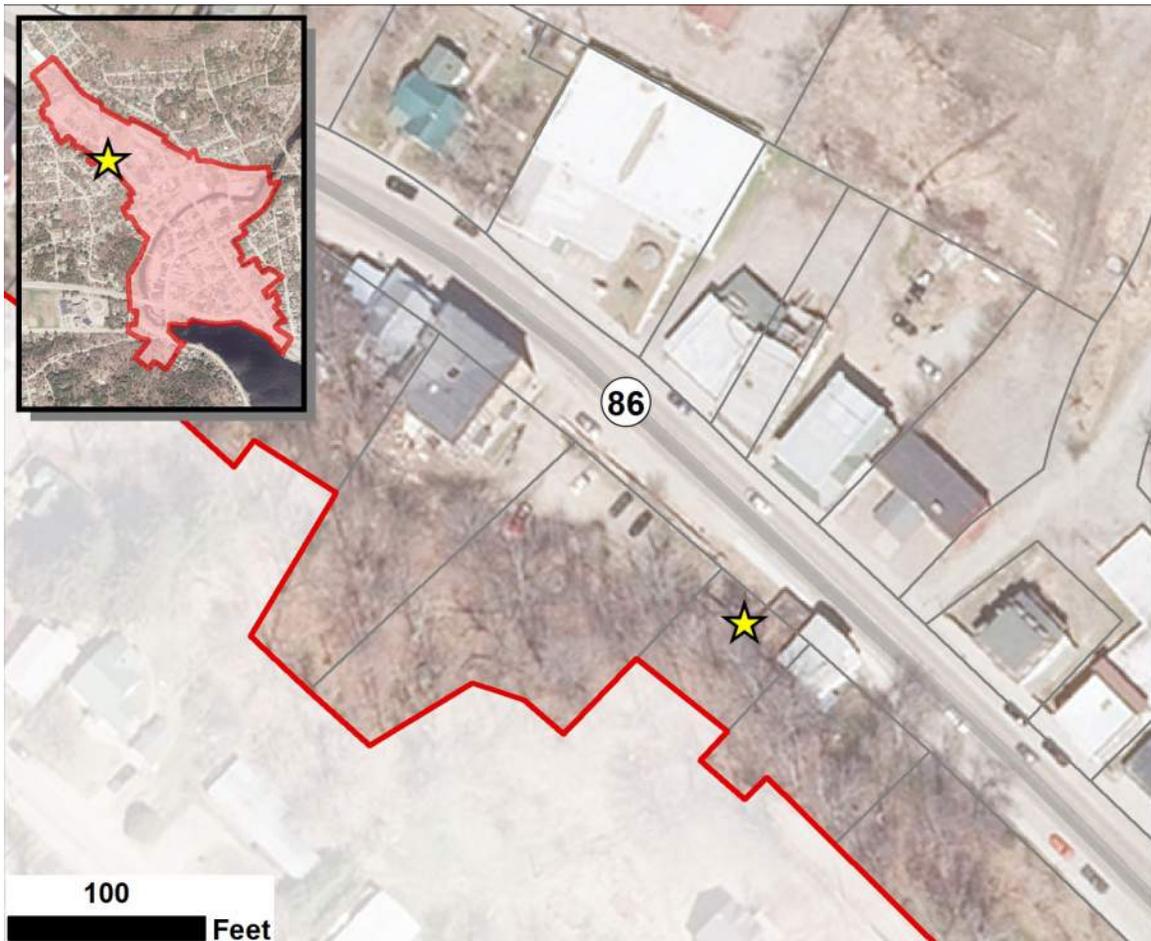
Project Description - Continued

The construction of 133 Broadway is one component of the greater improvement of four contiguous lots including the adjacent parking lot, 135 Broadway and 139 Broadway properties. These additional improvements are not part of the DRI project and will be funded solely by the project sponsor. Additional parking lot improvements will include repaving and the installation of new railing. The sponsor will also renovate the exterior of adjacent properties, 135 and 139 Broadway. Improvements to 135 Broadway are limited to the exterior and include the addition of soffits, molding and fascia to complement the historic character as well as the installation of energy efficient windows for the commercial units. Exterior improvements to 139 Broadway include the installation of energy efficient windows, new siding, painting, and structural columns. The renovation will also include improvements to a mini putt-putt course on the property. Interior improvements include updating plumbing, electrical, and repairing floors on the ground level.

The need for a variety of housing options, including workforce housing, has been identified through Stakeholder groups meetings. To meet this need, the sponsor commits to rental agreements at workforce appropriate rent levels of \$959 - \$1233 per month for a period of three years.

Project Location or Address

The project is located at 133 Broadway, Saranac Lake NY 12983.



Property Owner/Sponsor

135 Broadway Apartments, LLC owns the site outright.

Capacity

The Project Sponsor recently completed a \$150,000 interior renovation of 135 and 139 Broadway, which improved 15 apartments and 3 commercial spaces. The Sponsor has arranged a financing structure with Glens Falls National Bank for the construction of 133 Broadway. Construction will be financed with the Sponsor's funds and an interest-only construction loan.

The Project Sponsor owns and operates additional real estate in Downtown Saranac Lake including 36 Church Street and 68 Dorsey Street. Both properties provide housing to Saranac Lake residents within the New York Main Street (NYMS) Rent Limit Guidelines.

Project Partners

Project sponsors may be assigned project partners to supplement capacity for contract implementation.

Strategies

The project aligns with the following DRI Goals and Strategies:

- **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.
 - Enhance visual and pedestrian connections to Upper Broadway and Depot area from the rest of downtown.
- **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.
- **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.

This project aligns with the following North Country REDC Strategies:

- Attract and nurture entrepreneurial pioneers to cultivate innovative clusters in our rural communities, and catalyze the highest per capita rate of small business start-ups in the state
 - Foster development of small businesses and entrepreneurial activities that add value to local resources.

Anticipated Revitalization Benefits

- Transform a vacant and underutilized lot into a new mixed-use building.
- Provides two new commercial spaces
- Addresses the need for affordable housing, identified by Stakeholder Group meetings, by providing nine residences adhering to NYMS Rent limits
- This project has catalytic potential to spur further economic growth downtown by attracting increased investment in the Upper Broadway area.

Public Support

Public support for the addition of new residential and commercial space has been demonstrated through multiple forms of Public Outreach including online surveys, open houses, and stakeholder meetings. Public support was expressed at the January 17th, 2019 public Open House.

Jobs Created

- 30 - 40 jobs anticipated during the construction phase of this project.
- One full time job anticipated for the management of the property.
- Ten full-time positions anticipated for the new commercial/retail spaces.

Acquisition of Real Property

The property is currently owned by the applicant and no additional property acquisition is needed for this project.

Project Budget and Funding Sources

Item	Cost	Source		
		Sponsor	Other Contribution	DRI Request
Construction Costs	\$1,625,000	\$812,500*	-	\$812,500
Soft Costs	\$70,000	\$60,000*	-	\$10,000
Totals:	\$1,695,000	\$872,500*	-	\$822,500

*Committed/Secured

Feasibility and Cost Justification

The Project Sponsor has obtained preliminary design and cost estimates for proposed work. Cost estimates were developed in accordance with general industry standards.

Regulatory Requirements

- Site plans and construction drawings will need to be reviewed by the Village building department for code compliance.
- Local Development Board Approval
- SEQRA
- May require NYSDOT Highway work permits

Images of current and Proposed Conditions



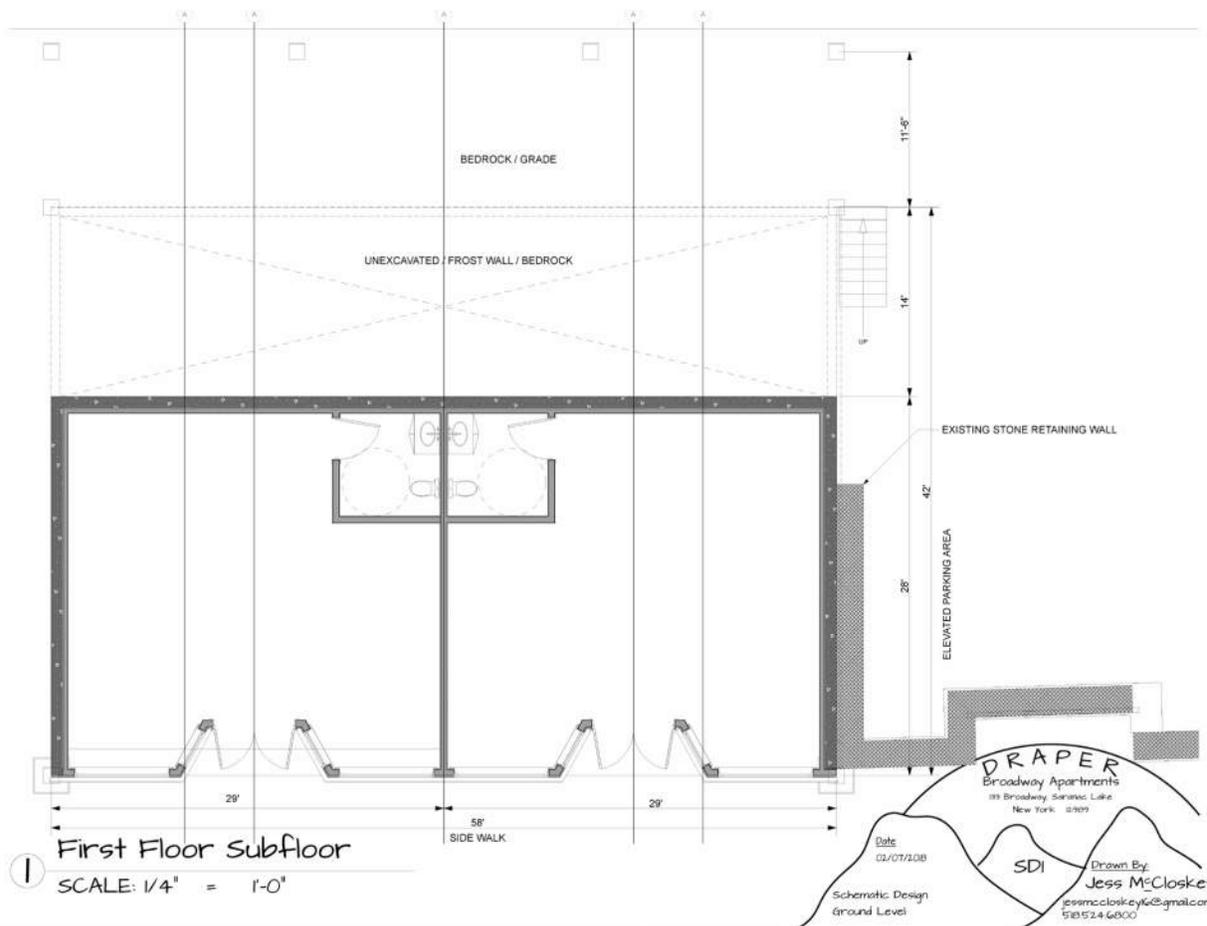
Existing Conditions – Empty lot for future 133 Broadway Apartment, Front View from Broadway



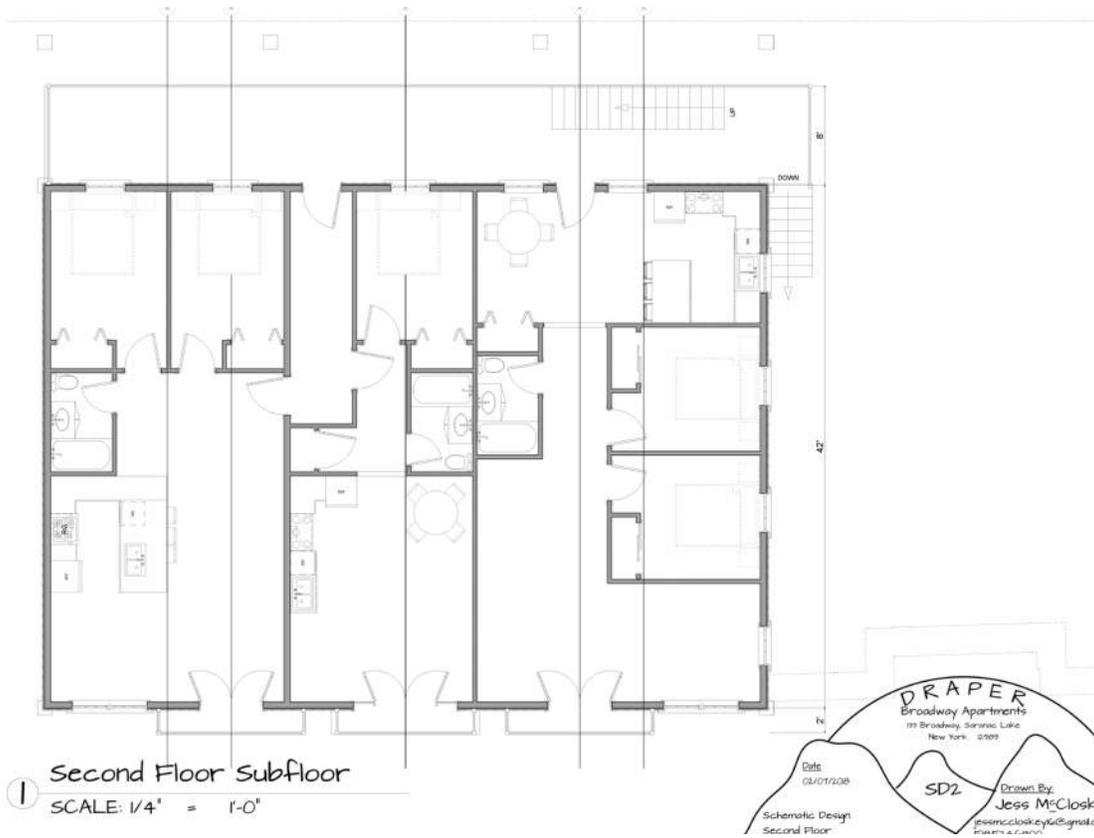
Proposed Conditions – Rendering of 133 Broadway Front/Right View from Broadway



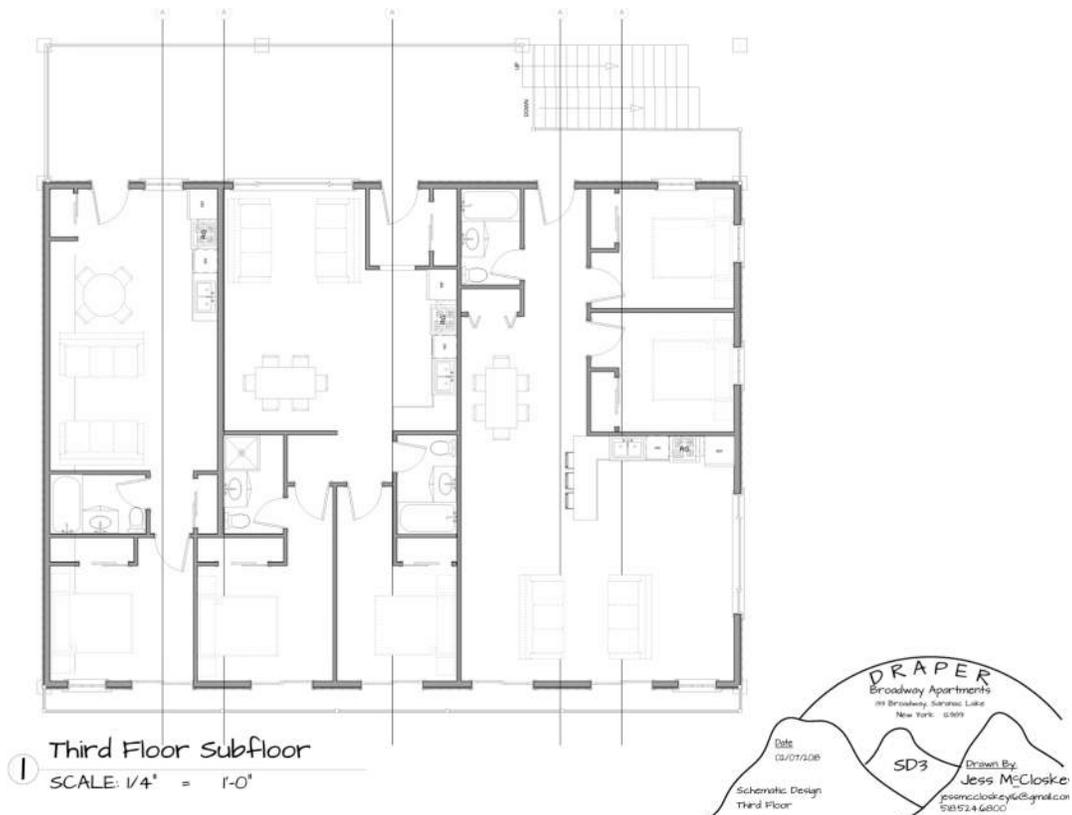
Proposed Conditions – Rendering of 133 Broadway Front View from Broadway



Proposed Conditions – 133 Broadway, First Floor



Proposed Conditions – 133 Broadway Floor Plan, Second Floor

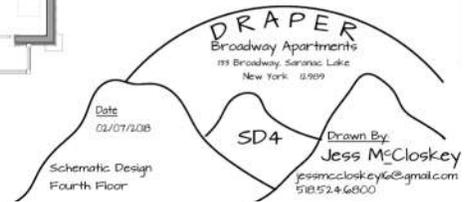


Proposed Conditions – 133 Broadway Floor Plan, Third Floor



① Fourth Floor Subfloor
SCALE: 1/4" = 1'-0"

Proposed Conditions – 133 Broadway Floor Plan, Fourth



Timeframe for Implementation and Project Readiness

- Final design: **3 months**
- Obtain permits: **1-2 months**
- Site preparation: **3 - 5 months**
- Construction: **18 - 24 months**
- **Total Time frame: 2 - 3 years**

Project Reporting

The project will be monitored for progress and adherence to the proposed scope, budget and schedule. Performance and impact of the project could be measured by the following metrics:

- Occupancy rates for residential and commercial units

Q-ESTABLISH THE CARRY



Project Title:

Establish The Carry

DRI Funding Request:

Total DRI Funds: \$400,000

Total Project Cost: \$656,500

Project Description

The Franklin County Local Development Corporation (LDC) will renovate a commercial space to establish The Carry, an entrepreneurial business center. Modeled after the INCubator in Utica, The Carry will offer physical space, programming, and technical assistance to help businesses start, grow, and succeed. It will be part business incubator, part co-working space, and part training center, a place where entrepreneurs can work, learn, collaborate, and access a variety of resources.

The Franklin County LDC will develop and operate The Carry, which will be located within walking distance of other downtown destinations. The space will have a flexible and open floor plan, with tables, chairs, and computer hook-ups that can be moved around as needed. A kitchenette, at least one private meeting/ conference room, and a WiFi connection will be included. Entrepreneurs will be able to rent affordable co-working space at The Carry by the day or by the month, with multiple plans and pricing options available. Project partners such as the Saranac Lake Chamber of Commerce and the Small Business Development Center will provide coaching and mentoring and host events at The Carry.

Project Location or Address

FCLDC has identified 75 Main Street as its preferred location for The Carry. FCLDC is currently negotiating a lease for space in the building.

Property Owner/Sponsor

Franklin County Local Development Corporation will lease the space.

Capacity

The Franklin County Local Development Corporation (LDC) is the project sponsor. Established in 1989, the LDC administers a county-wide revolving loan fund and a CDBG-funded microenterprise grant program; and it was recently awarded \$500,000 in New York Main Street funding to assist property owners in downtown Saranac Lake and Tupper Lake's Park Street commercial district with building renovations. The LDC is governed by a seven-member Board of Directors that includes a mix of business owners and leaders, government officials, and residents.

Initially, the Franklin County LDC and its partners will use existing staff to operate The Carry and provide programming. As revenues grow and other funding is secured, a part-time director will be hired to help manage the center and provide entrepreneurial assistance.

Project Partners

Project partners include:

- Property owner
- Point Positive, an angel investor group based in Saranac Lake;
- The Saranac Lake Area Chamber of Commerce;
- North Country Community College;
- Paul Smith's College;
- The Small Business Development Center; and
- Clarkson University's Shipley Center for Innovation.

Each partner will commit to provide programming, technical assistance, and staff time through a formal Memorandum of Understanding.

Strategies

This project aligns with the following Saranac Lake DRI Goals & Strategies:

- **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.
 - Nurture a business environment that offers opportunities for locally-owned businesses and residents from all walks of life.

This project aligns with the following North Country REDC Strategies:

- Activate tourism as a driver to diversifying North Country economies
 - Put in place tools to attract private investment which will drive demand to revitalize and diversify communities and create a climate which allows entrepreneurs to flourish.
- Attract and nurture entrepreneurial pioneers to cultivate innovative clusters in our rural communities, and catalyze the highest per capita rate of small business start-ups in the state
 - Foster development of small businesses and entrepreneurial activities that add value to local resources.

The project also aligns with the following recommended strategies and priority initiatives from the Village of Saranac Lake Comprehensive Plan and the Saranac Lake Regional Comprehensive Economic Development Strategy:

- Develop a micro-enterprise program that supports entrepreneurs in downtown Saranac Lake.
- Establish a business incubator to establish or nurture startup companies during their early phases of development.

Anticipated Revitalization Benefits

The establishment of The Carry will enhance the entrepreneurial climate that exists in Saranac Lake by providing entrepreneurs and small businesses with easy access to the resources that they need under one roof. It will also address the need for office space in downtown Saranac Lake.

As business ventures are launched and receive the support needed to help them thrive, the project will facilitate job creation and associated economic activity. Other anticipated benefits include an enhanced array of goods and services available, improvements in the quality of life for residents, and a reduction in commercial vacancy rates in downtown Saranac Lake.

Project Budget and Funding Sources

Item	Cost	Source		
		Sponsor	Other Contribution	DRI Request
Interior Renovations	\$337,500	-	-	\$337,500
Design Fees	\$40,500	\$40,500*	-	-
Furniture, Fixtures, and Equipment	\$62,500	-	-	\$62,500
Working Capital	\$165,500	\$165,500*	-	-
Salaries & Wages	\$50,500	\$50,500*	-	-
Totals:	\$656,500	\$256,500*	-	\$400,000

*Committed/Secured

Public Support

A medium level of support was identified at the January 17, 2019 public meeting. Strong support was expressed during the Business and Economic Development stakeholder meeting held on November 15, 2018.

Jobs Created

No new jobs will directly result from the establishment of The Carry. To keep operational costs sustainable, existing staff will be used to manage the center, at least initially. It is anticipated, however, that jobs will be created as entrepreneurs participate in programming and receive the assistance needed to successfully launch and grow a business venture.

Acquisition of Real Property

Space for The Carry will be leased.

DRI funds will be used to renovate and fit-out the space for The Carry. The Franklin County LDC has committed funding for salaries and wages. Financial resources for design fees and working capital will be committed upon award of DRI funding.

Feasibility and Cost Justification

The Carry will be part of a growing market trend: over the last decade, there has been an explosion in the number of business incubators, accelerators, and co-working spaces in the U.S. While many of these are geared towards high-tech companies, entrepreneurial activity in Saranac Lake tends to be more focused on “Main Street”-type businesses.

The project sponsor selected Utica’s thINCubator as an appropriate model for Saranac Lake because of its similar entrepreneurial ecosystem and its mix of offerings. Before going forward, though, the LDC held a focus group and interviewed several local entrepreneurs. The response was extremely enthusiastic.

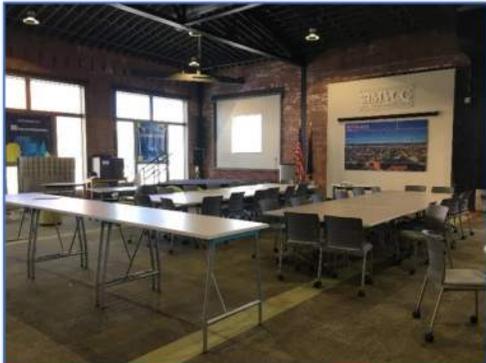
The cost estimate for interior renovations is based on a rate of \$150 per square foot for a potential 2,250-square foot location. The design fee is 12% of the remodeling cost. The budget for furniture, fixtures, and equipment is fully itemized, and it includes furniture, workstations, and lighting; computers and software; communications and printing equipment; multimedia technology; automation/entry technology; kitchen equipment; and miscellaneous equipment and supplies.

Income for ongoing operations will come from a mix of co-working space rental and programming fees. The Franklin County LDC and its partners have committed to provide in-kind services. Grants will be pursued to further support operational expenses.

Regulatory Requirements

The interior renovations will require a building permit and, upon completion, a Certificate of Occupancy from the Village of Saranac Lake.

Images of Current and Proposed Conditions



Proposed Condition – Design Concepts

Timeframe for Implementation and Project Readiness

Location confirmed, Branding Developed: 3 months

Marketing, Soft Launch of Programming: 3 months

Programming schedule finalized: 3 months

Design and Construction Phase: 7 months

Total Timeframe: 16 months

Project Reporting

This project should be monitored for progress and adherence to the proposed scope, budget and timeline outlined above. The Franklin County LDC will provide reports to its Board of Directors on its progress towards milestones. Milestones are expected to include:

- Number of individuals participating in programs, receiving technical assistance, and attending workshops and events
- Co-working memberships and passes sold and seats filled
- Number of businesses launched
- Number of jobs created.

Reports, meeting minutes and financial statements will be available to the public and posted on the LDC website.

R-ENERGIZE DOWNTOWN FUND



Project Title:

Energize Downtown Fund

DRI Funding Request:

Total DRI Funds: \$600,000

Total Project Cost: \$1,200,000

Project Description

The Energize Downtown Fund (the Fund) will provide matching grant funds for commercial and mixed-use properties within the DRI boundary. Property owners, business owners and entrepreneurs will be eligible to apply for grant assistance for building improvements, site upgrades, commercial buildouts and rent subsidies. The Fund will also encourage appropriate rehabilitation of historic façade elements, outdoor seating areas and connections to the Saranac Lake Riverwalk.

The LDC will prepare project review and selection criteria based on the goals of the DRI Strategic Investment Plan and local priorities. Maximum project grants and required matches will be determined locally. All properties in the DRI boundary will be eligible to apply for funding, however, the Energize fund will likely prioritize properties outside the 2018 New York Main Street boundary, and projects not suitable for the 2018 New York Main Street grant, including rear façade improvements and site work.

The Franklin County Local Development Corporation will administer the fund in cooperation with the Village of Saranac Lake and the Saranac Lake Local Development Corporation.

Property Owner/Sponsor

Franklin County Local Development Corporation

Capacity

The fund will be administered by the Franklin County Local Development Corporation (FCLDC). The FCLDC is currently administering the Franklin County Microenterprise Program and a \$500,000 New York Main Street (NYMS) Target Area Grant Program for Saranac Lake and Tupper Lake. Their familiarity with administering the microenterprise and NYMS program will aid in the success of the Energize Downtown Fund and allow the project to start immediately upon approval.

The FCLDC and the Village of Saranac Lake are also committed to utilizing their revolving loan funds to support projects. While the FCLDC will be the project sponsor and administer the program, its partners, the Saranac Lake Local Development Corporation and the Village of Saranac Lake Community Development Department will provide locally-based, one on one support to prospective fund applicants in development and submission of applications.

The Franklin County Local Development Corporation was established in 1989 to address funding needs of businesses that did not require Industrial Development Authority (IDA) bonding. The FCLDC is staffed by the County of Franklin IDA and an Economic Developer who have extensive experience in administering loan funds and working with small businesses.

Project Partners

The Energize Downtown fund will be advanced through a partnership between the Franklin County Local Development Corporation (FCLDC) and multiple local partners:

- Franklin County Local Development Corporation (FCLDC): The FCLDC will administer the grant program including developing applications, marketing, compliance with regulations and financial management.
- Saranac Lake Local Development Corporation (SLLDC) and the Village of Saranac Lake Community Development Department: The SLLDC and Village will provide local knowledge of the community and relationships with stakeholders and support prospective fund applicants in development and submission of applications.
- Local property owners approved for funding will work with the FCLDC to implement their projects including engaging design and environmental professionals as needed.

Strategies

This project aligns with the following Saranac Lake DRI Goals & Strategies:

- **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 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.
 - Achieve and maintain a balanced mix of businesses and organizations that attract visitors and provide necessary goods and services to regional residents.

- **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.

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

- Diversify housing options downtown.
- Support rehabilitation of existing single- and multi-family housing in neighborhoods adjacent to downtown.

This project aligns with the following North Country REDC Strategies:

- Activate tourism as a driver to diversifying North Country economies
 - Put in place tools to attract private investment which will drive demand to revitalize and diversify communities and create a climate which allows entrepreneurs to flourish.
- Create the greenest energy economy in the state
 - Promote Smart Growth principles by encouraging adaptive reuse of existing structures and new residential construction in or near villages and hamlets.
- Attract and nurture entrepreneurial pioneers to cultivate innovative clusters in our rural communities, and catalyze the highest per capita rate of small business start-ups in the state
 - Foster development of small businesses and entrepreneurial activities that add value to local resources.

This project aligns with the following local plans:

- Promotion of Historic Preservation (Comprehensive Plan);

- Ensuring affordable housing (Comprehensive Plan); and
- Encouraging housing downtown (Comprehensive Plan);
- Implementing a rear façade improvement program (LWRP);
- Providing access to the waterfront (LWRP);
- Improve economic development climate and implementation capacity (Franklin County Economic Development Strategy); and
- Promote an entrepreneurial culture (Franklin County Economic Development Strategy).

Anticipated Revitalization Benefits

The anticipated revitalization benefits of the Energize Downtown fund include:

- Improved aesthetics of the downtown core;
- Attraction and retention of small businesses and entrepreneurs;
- Investment of an estimated \$1,200,000 into downtown;
- Additional high-quality affordable housing in downtown and the Village;
- Enhancement of rear facades facing the waterfront;
- Leveraging of other local and state grant funding to benefit downtown revitalization;
- Preservation of historic downtown properties;
- Increased number of residents, businesses and employees;
- Growth of property and sales tax; and
- Improved livability of downtown as a complete neighborhood.

Public Support

In response to a request for potential DRI projects in the community 27 building owners and businesses submitted projects for interior and exterior building renovations demonstrating the broad support for the Energize fund.

Project Budget and Funding Sources

DRI Funding: \$600,000

Building Owner (applicant) Matches: \$600,000

Total: \$1,200,000

Construction and long-term financing to assist building owners may come from loan and micro-enterprise funding through the Franklin County Local Development Corporation, the Saranac Lake Local Development Corporation and the Village of Saranac Lake.

Project Category	Cost
Building Renovation, Commercial Rent Assistance, Commercial Build-Out	\$1,050,000
Soft Costs - Architectural & Environmental	\$90,000
Grant Administration (10%):	\$60,000
Totals:	\$1,200,000

Feasibility and Cost Justification

The Energize Downtown fund is intended to assist property owners primarily with interior and exterior renovations. The Village of Saranac Lake requested information on potential projects for DRI funding and received more than \$2.5 million in DRI requests for 27 interior and exterior building renovation projects. The Fund would help to address this significant demand for building improvement funding along with the recently awarded New York Main Street funding.

The median DRI funding request for building renovations was \$50,000 that would support a median total project cost of \$100,000. Consequently, the Fund could potentially assist between 10-15 projects totaling \$1,000,000 to \$1,500,000 in project costs. Since the fund is more flexible and encompasses a larger boundary than the New York Main Street program, it is anticipated the Fund will be utilized to assist businesses outside the New York Main Street boundary, and potentially benefit projects that are either too small or too large for the New York Main Street program.

Images of current and Proposed Conditions



Looking South down Main Street.



Looking South down Main Street.

Timeframe for Implementation and Project Readiness

Design & construction documents: Each building owner will initiate projects at different times. Preparation of design and construction documents will vary.

Planning reviews & permits: 2 to 4 months for each property owner.

Construction: 1.5 years total

Total Timeframe: 2 years

The Franklin County Local Development Corporation is currently administering a New York Main Street Program which this fund will be modeled after. They are ready to go upon approval as they have the capacity, documentation and experience to administer the program.

Project Reporting

The Energize Downtown fund project will be monitored for progress and adherence to the proposed timeline and budget by the FCLDC and HTFC. The following metrics will be tracked to measure the project's success:

- Number of properties involved in the project;
- Amount of private funds leveraged by the project;
- Number of new commercial spaces;
- Number of new businesses;
- Number of new residential spaces; and
- Number of new residents.

The FCLDC will establish a DRI Energize Fund committee to review and select projects. Periodically the FCLDC will report to the committee on the progress of the program. A project status spreadsheet will be prepared listing all of the projects approved for funding including applicant, address, total project costs, grant funding, scope, and project status. The project status spreadsheet will also be shared with the HTFC.

If certain projects are not progressing beyond the application stage, the FCLDC may recommend those

projects are terminated and replaced with other projects on a waiting list that will be established.

S-IMPLEMENT SARANAC LAKE BRANDING



Project Title:

Implement Saranac Lake Branding

DRI Funding Request:

Total DRI Funds: \$250,000

Total Project Cost: \$385,000

Project Description

This project will use a combination of marketing and brand implementation to promote Saranac Lake as a “decidedly different” destination within the Tri-Lakes region. This multi-faceted marketing approach will include promotional videos, digital marketing, wayfinding, signage and gateway features at key entryways to the Downtown. The project will build on existing marketing efforts by the Regional Office of Sustainable Tourism (ROOST), attracting new businesses and visitors to the Downtown. The branding initiative will implement the newly developed Saranac Lake logo throughout the signage and wayfinding of Saranac Lake. A promotional video campaign will highlight the successes of local businesses, encouraging future private investment.

Project Location/Address

This project would be implemented throughout Downtown Saranac Lake. Additionally, up to six gateway features would be installed at key entryways within the DRI area.

Property Owner/Sponsor

Village of Saranac Lake

Capacity

The Village of Saranac Lake, partnered with the Regional Office of Sustainable Tourism (ROOST), together have the capacity to manage and implement this project. ROOST is the contracted Destination Marketing Organization (DMO) for Hamilton, Essex and Franklin counties. ROOST currently employs a Saranac Lake Regional Marketing Manager who oversees the promotion of downtown business, events and outdoor recreation.

Project Partners

The Village of Saranac Lake will be partnering with the Regional Office of Sustainable Tourism (ROOST) to implement this project. ROOST is actively involved in the promotion of Saranac Lake through website maintenance and social media platforms.

Strategies

This project aligns with the following Saranac Lake DRI Goals & Strategies:

- **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
 - Encourage public-private partnerships.
- **Destination** – Make downtown a premier regional destination for entertainment, art, culture, shopping and dining for residents, workers and travelers.
 - Support the “Decidedly Different” tourism promotion and a marketing program that highlights the creative community, shopping, dining, and outdoor recreation.
- **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.
 - Expand wayfinding to circulate people throughout the entire downtown and surrounding areas.

This project aligns with the following North Country REDC Strategies:

- Activate tourism as a driver to diversifying North Country economies
 - Develop tourism infrastructure to transform the region by driving community development and leveraging private investment.
- Elevate Global Recognition of the region as one of the special places on the planet to visit, live, work and study
 - Create and manage a transformational regional “brand”
 - Foster the development and enhancement of sub-regional plans

Anticipated Revitalization Benefits

The marketing campaign will elevate the profile of Saranac Lake, stimulating tourism and future private investment. Cohesive, consistent branding and signage will help to create a more welcoming environment for visitors and residents to explore. The installation of attractive gateway features will delineate the Downtown from the surrounding area, drawing visitors in.

Public Support

The 2017–2018 branding campaign sought public input throughout the process through the Saranac Lake Brand Advisory Panel. The branding initiative DRI project received a high level of public support during the public Open House conducted on January 17th, 2019. The need for more consistent wayfinding was also identified during LPC working group discussions.

Project Budget and Funding Sources

Item	Cost	Source		
		Sponsor	ROOST Contribution	DRI Request
Digital Map Development	\$ 25,000	-	-	\$ 25,000
Marketing Print & Digital Advertisement	\$ 35,000	-	-	\$ 35,000
Promotional Video	\$ 25,000	-	-	\$ 25,000
Website Development	\$ 20,000	-	-	\$ 20,000
Integration of Branding	\$ 35,000	-	-	\$ 35,000
Gateway Features	\$ 85,000	-	-	\$ 85,000
Street Banners	\$ 25,000	-	-	\$ 25,000
Operation and Management	\$ 135,000	-	\$ 135,000*	-
Totals:	\$ 385,000	-	\$ 135,000*	\$ 250,000

*Committed/Secured

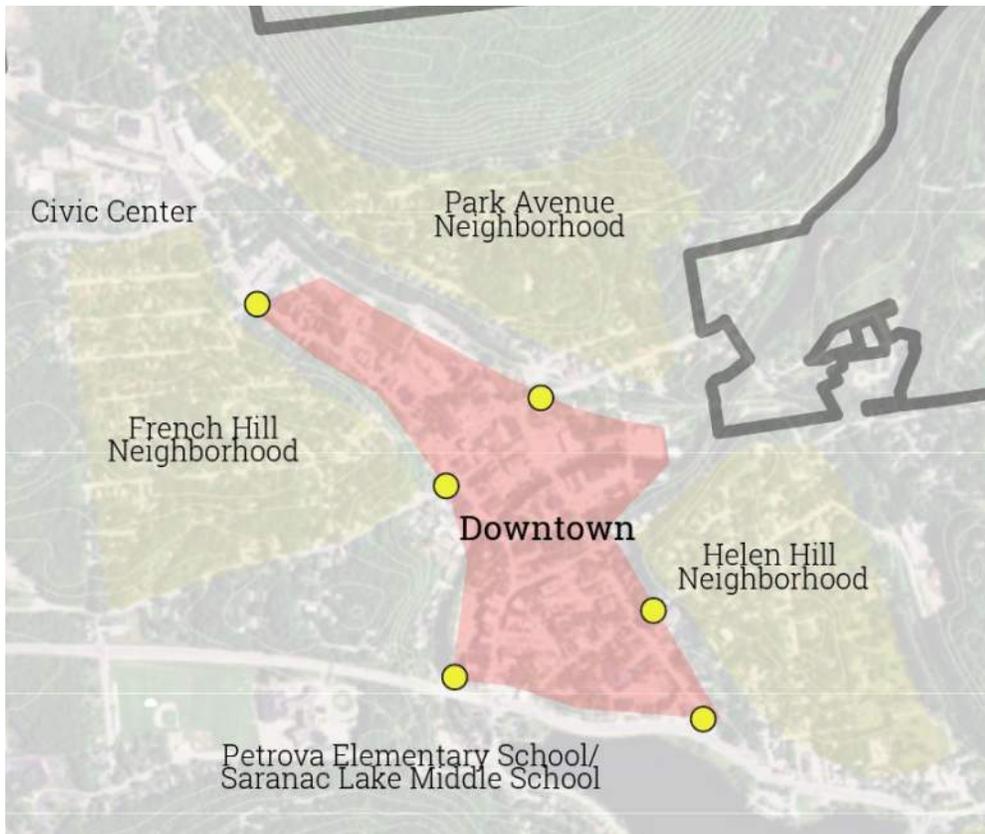
Feasibility and Cost Justification

A modernized marketing campaign paired with attractive signage and gateway features will refresh the image of Saranac Lake. Local businesses will benefit from the increase in awareness through the promotional video campaign.

The existing partnership between the Village and ROOST demonstrates the feasibility of implementation. The project will build upon and enhance these efforts.

Depending on location of gateway features, a NYSDOT Highway work permit may be required.

Images of current and Proposed Conditions



Proposed Locations for up to 6 Gateway Features



Proposed Welcome Center Signage



Proposed Gateway Signage

Timeframe for Implementation and Project Readiness

- Design and implementation of website and digital ma: 12 – 14 months
- Design and installation of Gateway Signage, wayfinding, street banners: 6 – 12 months
- Integration of Saranac Lake brand logo throughout Downtown: 1 – 3 years
- Implementation of advertisement campaigns including promotional video: 1 – 2 years
- Total Timeframe: 3 – 5 years

Project Reporting

This project should be monitored for progress and adherence to the proposed scope, budget and timeline outlined above. This project will work in unison with proposed public improvements to increase activity in the Downtown. Project success can be measured indirectly through:

- Increase in tourism and Downtown visitation
- Increase in local event participation
- Increase in Saranac Lake website traffic
- Increase in Social media metrics

Additional Projects for Other Funding Sources

The LPC has identified a series of additional projects that will also support downtown revitalization. These are projects that may be more suitable for other funding sources and are listed in the table below.

TABLE V-3. ADDITIONAL PROJECTS FOR OTHER FUNDING SOURCES

Project Title	Description	Project Location	Responsible Party
Renovation of 91 Broadway	Reuse of existing auto repair shop to include exterior renovation, first floor expansion for commercial space, and second floor expansion for residential space.	91 Broadway	91 Broadway, LLC
Rehabilitation of Coulter Block	Interior & exterior renovation of 76-84 Main Street. Conversion of some of the residential units back into office space.	76-84 Main Street	Adam Harris, ADK Real Property, LLC
Renovation and Expansion of 42 Main Street	Exterior renovations and addition of second floor for residential or commercial use.	42 Main Street	SL Main Street Holdings, LLC
Renovation of 70 Main Street	Exterior and interior renovation; second floor addition for residential use; and interior utility improvements.	70 Main Street	MBF2, INC.
Creation of Early Dawn Confections	Expansion of business and renovation of building for new bakery on Woodruff Street.	28 Woodruff Street	Mark and Susan Zagrobely
Renovation of 15 Broadway	Exterior renovation and garage expansion and conversion into commercial space.	15 Broadway	Main Street Saranac Development, LLC
Renovation of 19 Broadway	Exterior renovation and addition of second story for residential use.	19 Broadway	Main Street Saranac Development, LLC
Renovation of 23 Broadway	Exterior renovation of commercial building.	23 Broadway	Main Street Saranac Development, LLC
Enhancement of River Street Streetscape	Streetscape improvements including sidewalk extension, addition of a shared use path, and intersection improvements.	River Street	Village of Saranac Lake
Installation of Riverfront Park Improvements	Park enhancements including landscaping, play area, bathrooms, kayak launch, debris removal, and lakeside walk.	Riverfront Park, River Street	Village of Saranac Lake
Installation of Riverside Park Improvements	Park enhancements including seasonal bathrooms, new sidewalk, lakeside pathway, bike racks, landscaping, and signage.	Riverside Park, River Street	Village of Saranac Lake
Goody Goody's Rear Façade	Exterior renovation of rear façade (facing Dorsey Street Parking Lot and Riverwalk).	9 Broadway	Daniel Sporn
Blue Moon Café	Exterior renovation of rear façade (facing Dorsey Street Parking Lot and Riverwalk), loading dock, and screened deck.	55 Main Street	SaraBlue, LLC