



North Country
Regional Economic
Development Council

Downtown Revitalization
Initiative & NY Forward

Village of Malone Downtown Core

Franklin County, NY

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DOWNTOWN REVITALIZATION INITIATIVE & NY FORWARD

Regional Economic Development Council (REDC) Region: North Country

Municipality Name: Village of Malone

Downtown Name: Main Street/Village Core

County: Franklin



1. Geographic Area and Justification

A place for congregation, business, and community life – in one word, downtown. The Village of Malone, home to 5,483 residents as of the 2020 Census, refers to their downtown as the “Village Core” located on Main Street and situated along the banks of the Salmon River. Since its incorporation in 1853, the Village’s economic development has been connected to this waterway. What do we know? We know that rivers are places, they can be destinations even, but in Malone, they are synonymous with the word downtown. While not only aesthetically pleasing, the Salmon River has also provided a lasting economic resource with year-round activity for residents and tourists alike.

The Village is also the county seat of Franklin County. It provides a centralized location for the administrative and county government needs of all 47,555 county residents (about twice the seating capacity of Madison Square Garden). However, in Malone, it is not just about work. The Village is also a gathering place and home to the Franklin County Fair and nearby attractions such as a nationally acclaimed family Ski Resort, a world class PGA Golf Course, and many recreational activities including fishing, hunting, and hiking.

The Village of Malone selected Main Street as the target for the Downtown Revitalization Initiative and NY Forward (DRI) as outlined in *Figure 1 Village of Malone Focus Area Boundary*, included at the end of this application. The site includes the portion of Main Street that intersects the Salmon River as well as a nationally registered historic district. The selected area begins at the intersection of Main Street and Porter Road and extends westward down Main Street ending at the Four Seasons Motel. This encompasses the entire length of Main Street located inside Village boundaries.

The Village has invested in local planning efforts with its downtown, natural resources, and attractions at the forefront. Planning efforts can be seen over the last two decades in the *Local Waterfront Revitalization Plan*, *Working Together for Change: Planning the Future of Malone Report* and *Community Planning Charrette Report*, among others. These plans have identified the strengths and needs of the area, and Malone is motivated to make the revitalization efforts come to fruition. Recently, in collaboration with the NYS DOT, the Village completed a Pedestrian Action Safety Plan providing a more walkable downtown for pedestrian activities.

A Community Audit, completed as a part of the planning effort, provided valuable insight into what the people see when they look at Malone. Described as having a “rich quality of life” and “noted for its natural

environment and scenic beauty.” You can almost feel the life it has to offer, a quaint Village, a unique culture, a destination, the true testament to what Malone is.

As with all things, time has affected the infrastructure in downtown Malone. The result, vacant and decaying buildings. This has not changed the tenacity of the local government and residents of Malone from wanting to make changes for the better. Throughout in-person planning sessions, social media engagement, and feedback opportunities, it is clear Malone is strong in its resolve to revitalize - working for vitality through infrastructure, community through common interests, growth through planning, and most importantly action.

2. Vision Statement

A strong vision statement is vital to set the tone and direction of any organization, including a municipality. It allows the residents of the community to explore and articulate what the future of their home looks like and gives visitors insight into the values of those that live there. The Village of Malone has a long history of planning and extensive community involvement. The Village’s planning efforts have been guided by an involved Mayor and Board as well as community leaders, business owners, and residents.

Malone’s vision statement is the product of a community driven process that began over 30 years ago with the development of a comprehensive plan and has continued to evolve with the changing needs of the Village. Malone has involved the community in a robust public engagement process over the years including public meetings, surveys (both online and via mail) and pop-up booths at various events to ensure that all voices are heard. From that work Malone has developed a meaningful Vision Statement to guide the Village through the DRI/NY Forward process and beyond.

Vision

Malone will be a sought-after, year-round tourist destination for individuals and families seeking authentic local experiences and award-winning outdoor recreation, reinforcing our status as a gateway community with ample attractions, restaurant choices, festivals and cultural events for residents and visitors.

Malone is known for its scenic vistas, historic districts and beautiful river running through the Village. Positioned as a gateway between the great Adirondack Mountains and the majestic Seaway Valley, the community boasts a world-class PGA golf course and a nationally acclaimed family ski resort, along with ample green space, recreational parks, walkable streets, and gorgeous views. There is truly something for everyone throughout the year. Malone’s downtown is surging back to life with new restaurants, new shops, and major developments. The community is rich in history, quality of life, culture, and capacity for growth with a focus on creating ample, affordable housing for residents to support the workforce needs of the region.

3. Past Investment & Future Planning

Investment without planning is not sustainable. Mindful of this, the Village has invested in planning efforts, commissioning several reports detailing downtown properties, its residents, and tourists. The idea behind this, what brings the most value and how do we get there?

Beginning in 1988 with a comprehensive plan and continued efforts including: Community Planning report (2002), Planning the Future of Malone (2004), Economic Development Plan (2009), Local Waterfront Revitalization Plan (2012), and Malone Complete Streets Plan (2016) the Village of Malone has consistently focused on the future.

The public and private sectors of Malone take ownership of their role in the revitalization of downtown. In doing so, they have made investments in its continuous improvement rooted in the effective and efficient realization of the goals laid out during planning efforts. The shared vision of evolving downtown while being historically mindful, has led to great strides forward, and provided a framework for future work on this waterfront culture.

Most recently, Malone, in coordination with In Site Architecture, developed a guide for the revitalization efforts, fittingly titled, “Downtown Design Guidelines.” Outlined in this report are the parameters of the *look and feel* of the desired downtown - effectively adding uniformity and maintaining the historical character and context of the Main Street Corridor. This will preserve and protect Malone’s historic district, designated by NYS Board of Preservation in December 2020, and listed on the National Register of Historic Places in March 2021.

In the last 3 years alone, private investment improvements total more than \$5 million. These improvements included both interior and exterior upgrades and renovations to many of Malone’s downtown properties. The projects included façade renovations, new roofs, electrical and plumbing improvements and much more.

In addition to the above-mentioned upgrades, other revitalization efforts are underway. One such example is the work of Citizen Advocates Inc., a non-profit organization with a hub in Malone. They offer programs for developmental disability, mental health and substance abuse prevention and treatment throughout the North Country region. Citizen Advocates is in the construction phase of its Harison Place Project, which leverages \$4.8 million in grant funds from Gov. Hochul’s housing plan budget. Totalling \$22 million, the project is a “transformative initiative” to bring affordable housing to downtown Malone, while removing several blighted buildings in the process. Additionally, a commercial space is planned for the ground floor, inviting new prospects for businesses and entrepreneurs looking for a place to develop a brand.



Local and state community leaders at the groundbreaking of the Harison Place project.



Rendering of the Harison Place Project currently under construction. A mixed-use project involving affordable housing and commercial space. Community leaders and residents are excited for this addition as the lot was previously occupied by blighted buildings. An adaptive re-use of once otherwise vacant property.

The Village of Malone has seized every opportunity to support private investment, including taking the necessary steps to help fund downtown projects. Through NYS Homes and Community Renewal, NY Department of State and other state grants, the Village has secured over \$1,500,000 in grant funding. Among these projects are the following;

- \$150,000 awarded for the Physical Enhancement Plan for Main Street upgrades to shrubbery, curbing, lights and more
- \$250,000 awarded to the American Legion and Am Vets for the Soldier's Monument and Memorial Park
- \$250,000 awarded to Malone Recreation Park for development of a new building
- \$250,000 awarded to Malone Minor Hockey Association for the relocation of an ice compressor for continued operation
- \$250,000 was awarded to Malone Civic Center Arena for interior upgrades.

These are all places which honor and respect the Village's history but also look toward the future and the investment opportunities Malone has to offer. Additionally, as a part of the Malone Complete Streets Plan, the Village was able to effectively provide a more walkable downtown, creating easier access to shops and eateries. This was accomplished through the completion of a NYS DOT Pedestrian Action Safety Plan.

A vibrant downtown requires a strong infrastructure. To accomplish this, the Village is also investing in its public water and sewer systems. Recently, they have commissioned a report which will assist with funding applications for a third production well for redundancy. Currently the Village has two production wells, titled PW-1 and PW-2. Based on the needs of the Village's maximum daily demand, if PW-1 were to go out of service, PW-2 could not meet the demands of the Village. A third production well, PW-3, will help to ensure the Village's access to safe, clean water. The intended funding plan is through a Water Infrastructure Improvements Application (WIIA) as well as utilizing long term financing available through NYS Environmental Facilities Corporation and NYS Department of Health.

Additionally, the Village is currently modifying its sewer treatment system. The upgrades include the addition of Ultraviolet (UV) Disinfection to its current process. This is an environmentally friendly, chemical free process, which lessens the residuals in treated wastewater. The result is a safer environment for all, including residents, travelers, local flora and fauna, and even a safer working environment for the treatment plant operators. These upgrades will meet the current needs of the Village but also allow for its growth.

Future planning has been a primary focus of the Village for years. Throughout this process many potential project ideas have surfaced. Commissioned planning reports, in-person planning sessions, mailers, and social media engagement have been the primary sources of collecting this information. A small sample of suggested potential projects included;

- Promoting the river - regionally, nationally, internationally with fishing contests / derbies, fish fries & community fish cooking competitions, special packages with motels and restaurants, sporting goods programs, and outlets.
- The creation of new and improvement of existing recreational facilities.
- Improvements to the community's "public realm," including front yards, sidewalks, planting strips, and streets - attractive & safe to both elderly & youths.
- River Museum.

Strengthening the identity of Malone as a historic waterfront community through the promotion and preservation of historic, archaeological, and cultural resources, is an achievable goal. The potential of Malone is only limited by the height of the imagination. The



Malone's scenic waterfront

leaders, community members, and businesses have achieved great successes through strong partnerships. Through the DRI and NY Forward grant funds, the Village can make the most use of the planning efforts they have invested in for over 30 years. While some seek out an inviting space, others are builders of those spaces – The Village of Malone is one such builder.

4. Recent and Impending Job Growth

The Village of Malone, like all areas of the state and country, has been affected by the ongoing COVID 19 pandemic. However, the Village has been able to pivot and through flexibility and strong planning continued to allow for job growth in the face of ever-changing circumstances. The Village of Malone and the greater area surrounding the Village has strong, sustainable job growth reflected in July/August with an unemployment rate of 3.2%. This rate continues the trend of falling unemployment rates over the last several months. Overall, small, and medium sized businesses make up the backbone of Malone's economy. The model revolves around supporting an entrepreneurial culture. Most employment in both the Village and the surrounding county comes from smaller businesses and the reimagining of Malone's downtown would directly support these businesses.

Regionally, Malone plays a vital role in the North Country Economy. The Village's location along the northern border and between two of the larger population centers, Plattsburgh to the east and Watertown to the west, make it an ideal destination for those that are traveling across the northern portion of the state. Currently, there are over 125 small businesses employing 1,500 people within the DRI/NY Forward target area. These businesses provide both jobs for residents as well as a means to draw in tourists from the surrounding area. The Village supports 1000+ people employed in the tourism and hospitality industry, whether that is directly through work within the Village or for those that live in the Village and commute to other areas for work.

North Country Community College (NCCC) supports job growth with campuses across the region including one located in Malone. NCCC supports the area through credit and workforce development options providing access to quality educational programs for residents. NCCC has degree programs that focus on business administration with a concentration in entrepreneurship management and health care along with a certificate program in entrepreneurship. The Center for Lifelong learning supports noncredit training geared towards those in the workforce to update skills and can customize training for area businesses to ensure a strong and vibrant workforce.

The Franklin County Economic Development Corporation (FCEDC) supports sustainable job growth in the Village and surrounding area through innovative programs, small business support and assistance with site selections for new businesses around the region. In 2021 there are eight pending applications for renewable energy projects across the region, with \$38,148,300 in construction supporting approx. 120 construction jobs. If approved, these projects will bring dollars into the area and support small business

growth in the Village. In addition, FCEDC supports the shift to remote work through coworking initiatives like The Carry in Saranac Lake. The Carry offers professional office space with high-speed internet available for rent on a daily, weekly, or monthly basis. The COVID pandemic has forced a shift in the way people work and using the model built in Saranac Lake FCEDC wants to bring coworking space to Malone's downtown core. This will allow remote workers to enjoy the quality of life available in the Village, while supporting growth in remote working and ancillary services that remote workers need to be successful.

Malone and the surrounding area offer several resources for small businesses to thrive. The region has also spent time planning and supporting small to medium businesses through a variety of initiatives. The Adirondack Economic Development Center (AEDC) serves multiple support roles across the 14 North Country counties. While the AEDC is based in Saranac Lake NY, the services provided are available to any business or perspective business across the region with a focus on assisting economically and socially disadvantaged people. The AEDC provides a four-pronged approach to business support through classroom training, one on one technical assistance, access to working capital through various micro lending programs and provides continuous networking opportunities to program graduates and their business. AEDC serves as the region's community development financial institution with designations as a community development financial institution through the Department of Treasury, Small Business Administration (SBA) microlender and NYS Entrepreneurial Assistance Center. Staff at the AEDC are available to support new and existing businesses to advance economic opportunity throughout the region.

Malone is located less than an hour from Clarkson University and the Shipley Center located on campus. The Shipley Center supports small business by providing access to resources to help with business inception through funding, assistance to commercialize products as well as connections to potential investors. With a revitalized downtown, Malone can attract entrepreneurs, leveraging the Shipley Center's expertise to help ensure successful startups make it out of the development stage.

In the short term, Malone and the identified DRI/NY Forward projects will provide jobs to local contractors allowing state investment in the Village to directly benefit the local economy. The DRI/NY Forward projects would have direct impact representing new spending, hiring and production for contractors which in turn would infuse the local retail and tourism sectors with much needed capital. The immediate investment in the Village also results in indirect jobs as the industries that support construction (suppliers, transportation, retail, restaurants) will see an increase in demand as well. Malone has already seen the positive effect of investment as it relates to job growth for construction and related industries. The current investment with the \$22 million affordable housing project downtown is a good example of how short-term construction projects can provide long term advantages to the local economy.

As the County Seat, revitalization of Malone's downtown would help support the regional economy as well. According to the 2020 Census, Franklin County has a median household income of \$52,905, approximately \$18,000 less than the NYS average. There are approximately 928 employers across the county employing about 10,556 people. These businesses support an average of \$397,000,000 in annual payroll. The County's predominate industries remain Government, health care and social services and Retail/Trade. These are the industries that a revitalized downtown Malone will support.

5. Quality of Life

The quality of any place is measured by the quality of life of those that call it home. The Village of Malone sits on the scenic Salmon River, which bisects the Village running under main street on its way to the St. Lawrence seaway. The river provided the foundation for the economic development of the Village early

on, providing power to businesses that sprung up along its banks and continues to support businesses as a draw for tourists and outdoor enthusiasts alike. The Village also sits close to the Canadian border to the north and the Adirondack Park to the south. Its position in the region makes for a charming and inviting community. A place for people to live, work and play.

More than 30 years ago, the State DOT expanded Route 11, making it easier for traffic to flow through the Village but removing the character and making Main Street far less pedestrian friendly. The Village has since partnered with the NYS DOT to develop a means to return to a walkable downtown. In 2016 the Village working with DOT implemented “Phase I road diet” project in support of reviving the downtown by bringing people (the life blood of any downtown) back to the heart of the Village.

The Village downtown core supports a collection of approximately 270 historic buildings. Malone has focused several initiatives around restoring the historic nature of the downtown. The vision is to harness community organizations to support neighborhood beautification through clean up, planting flowers and implementing design guidelines to ensure the historic feel of the downtown is preserved. This effort is balanced by the availability of housing in the Village, including downtown.



Local leaders, police officers, and community coming together during the Pandemic.

Community leaders and state officials have provided financial and political support for an innovative project in Malone aimed at providing affordable housing. The developer Citizen Advocates Inc., a non-profit organization located in the Village, broke ground in July of this year titling it the Harison Place Project. As stated by Governor Hochul, “Harison Place is a crucial investment in the wellbeing and health of the community and an important step forward for the Village of Malone and its future growth.” The project is revitalizing otherwise blighted buildings with a structure that will include forty new apartments and five commercial spaces. The development will also include on-site services meeting the needs of families and individuals experiencing housing insecurity. The long-term goal is to improve quality of life.

Local and regional efforts to support a strong quality of life have been ongoing. Collaboration at the Village, Town, and County support a renaissance for Malone’s downtown. Several key initiatives support the Villages' commitment to making downtown a place for visitors and residents alike. Over the past several years, the following things have worked to bring people back downtown.

1. In partnership with the Town of Malone, a \$1 million NYS grant was awarded to renovate a prominent building downtown
2. Work to expand the historic district to allow property owners and developers access to state and federal tax credits to support building improvements
3. The Malone Chamber of Commerce helped create and supports events along the downtown corridor, including sidewalk sales and live music
4. The Village adopted Complete Streets guidelines to bring people back downtown
5. The FCEDC and the Village, in partnership, secured a \$400,000 NY Main Street grant to renovate buildings in the DRI target area. The project is currently underway.

Quality of life refers not only to recreation and entertainment but support for residents to have access to good jobs and healthy food. Malone has long supported agriculture as a means of employment and to provide access to local food for residents. The Village currently hosts a farmers' market outside the main downtown corridor, limiting the access to fresh local produce. Part of the vision is to bring a second farmers market downtown to ensure access to fresh food for more residents.



Fishing in Malone New York, the foothills of the Adirondack Mountains

The Village supports a strong quality of life, and is, in part, able to sustain it by providing a wide variety of educational opportunities to residents at the grade school and high school levels. The Malone Central School District has embarked on an impressive capital campaign to update the 1929 high school building, adding in 2013 new and renovated spaces including a cafeteria, modernized classrooms, computer and science labs, library media center, music and band space, guidance suite, and main office with increased security measures to keep students safe. More recently, in 2021, the school has invested in updating the athletic fields and other infrastructure to ensure that students continue to have every opportunity to get a quality education in the Village. The district has 5 school buildings in close proximity to the Village core. One of those buildings, Flanders Elementary is situated within the DRI/NY Forward boundary.

In addition to the projects at Malone Central School District, Franklin-Essex-Hamilton BOCES (FEH BOCES) offers a wide range of programs to expose students to varied career opportunities. The Vision of FEH BOCES speaks directly to the spirit of the DRI, which is to “Maximize the potential of each individual so today's learners become tomorrow's skilled professionals.” These programs allow students to learn the skills needed to get good paying jobs in the future. Programs ranging from automotive technology, culinary arts, health care, and buildings and trades are made available to students. The blend of a strong school district and a dedicated partner in FEH BOCES, the Village can support a sustainable quality of life for its residents now and into the future.

Malone is on the move. A vision for the Village has been developed from the bottom up, building on conversations with residents, visitors, and businesses both large and small. A solid foundation is already in place, and new business investment and new residents are leading indicators of good things to come. The state's DRI/NY Forward investment in Malone will leverage this and provide exponential benefits to the economy of Franklin County and the entire North Country.

6. Supportive Local Policies

The Village of Malone takes the revitalization of its downtown seriously and has spent the necessary time to prepare a path toward its realization. As Alexander Graham Bell said, “Before anything else, preparation is the key to success.” The inspiration here is developing a goal, taking a step back, and asking how can we best prepare? This allows for progression toward results, but also reduces the duration of resolutions to obstacles, foreseen or otherwise. For over 30 years the Village has had this goal in mind and has worked to develop effective policies to support these efforts.

In 1988, the Village developed a Comprehensive Plan, the result – a blueprint. A majority of this revolves around the revitalization and development of the Salmon River/Main Street area. Detailed in the plan is the need for design guidelines for restoration projects, the coordinated efforts with DOT to improve safety for foot traffic, and a historic building inventory and analysis. To date, the Village has completed these first steps. A complete Downtown Design Guidelines manual, a road diet design based on the Malone

Complete Streets Plan and the NYS DOT Pedestrian Action Safety Plan, and a designation on the national historic register.

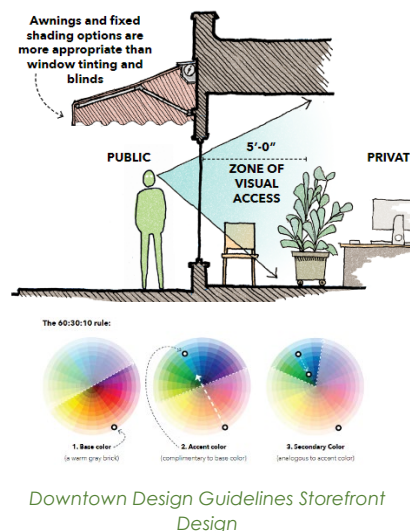
The completion of the Downtown Design Guidelines in 2020 coupled with The Local Waterfront Revitalization Plan (LWRP) in 2012, gives revitalization efforts in downtown Malone a management structure. Depicted in these plans are guidelines for storefront design, use of colors, signage, lighting, streetscapes, and maintenance of properties. Additionally, you will find laws that the Village adopted in LWRP, the Waterfront Consistency Review Law and Waterfront Overlay District. The intent is to provide a framework for revitalization efforts and support the intent behind the policies.

The Village has also made efforts towards clean energy. In the Village's current code book, they adopted the NYS Energy Conservation Construction Code, the most recent version, until the NY Stretch Energy Code was released by NYSERDA. The Village is invested in maintaining the highest standards of energy efficiency and conservation and has actively been pursuing an update to their code book to include the newest version. Currently, the Village is listed as a participant in NYSERDA's Clean Energy Communities. A unified solar permit, designed to streamline installation of solar energy in the Village put them on the map!

The Village of Malone, in cooperation with the Town of Malone and Franklin County, entered into an agreement in 2016 with HESP SOLAR, LLC, for the construction of 2 solar farms. Both farms are comprised of above-grade ballast-mounted photovoltaic system with a raised racking system. The solar farms are located on the site of a previous landfill totaling 62.4 acres, which entered a Landfill Post-Closure Plan of Monitoring and Maintenance Operations in February of 1996. An adaptive reuse of the property now provides a total of 3.6MW of power, a 2MW solar farm attached to the Village and 1.6MW attached to Franklin County. For perspective, according to Solar Energy Industries Association, 1MW can power 164 homes, using this statistic this solar farm is capable of providing power to more than 590 homes.

Other efforts from Franklin County include its earning of a Clean Energy Community designation, in part because of the investment into electric vehicles and infrastructure. One such example is at the County Courthouse, located in the Village, where an EV Charging station was recently installed. The County is also in talks with the Franklin County Economic Development Corporation and county legislators to develop a county land bank, addressing blighted properties and vacant houses. The Village has always been and will continue to be, a supporter of investment in renewable energy and the restoration of blighted properties to support its community and county goals.

The Village also supports modern zoning codes to ensure development is done with thought and purpose. First established in 1960, and formally updated and adopted in 1972, the Village's zoning codes have been revised over the years to support new local planning efforts while at the same time ensuring the quality-of-life residents expect from the Village. The current zoning codes were last reviewed in 2021 and reflect the vision for the Village. The Village relies on their code enforcement office to conduct the implementation of the established standards to ensure the health and well-being of residents. For the



Village, code enforcement is not just about dealing with violations but includes outreach and is available to answer questions as well as help direct residents to the proper permits/resources.

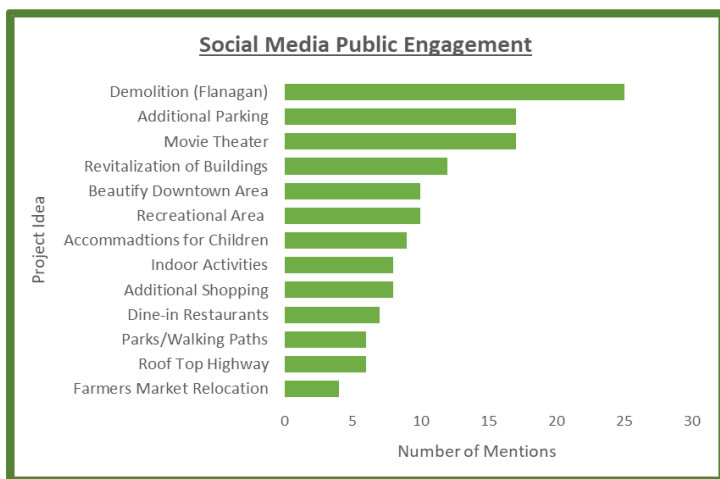
8. Public Support

Public support is crucial, it provides strength for action. The Village of Malone understands this and knows that only through an overwhelming amount of public support is this vision of a revitalized downtown possible.

The first step in this process is engaging with community leaders, businesses, and residents with the goal of identifying what the needs are. To do this, the Village integrated an extensive amount of planning efforts into its process. One such example is the 2018 Malone Traveler Research Report produced in part by funds from NYS Department of State. This report was developed through survey results from social media engagement, mailers, and table tents set up in local restaurants. The intent was to determine what people think makes Malone a destination and what it could do better. Of the participants, 674 were residents of Malone and 309 were considered travelers. The survey asked the following questions, “What do you think Malone needs to be a better destination?” and “What would make a visit to Malone appealing?” The results were overwhelmingly similar, “visual improvements, more entertainment” “better shopping,” “local artisans,” “more restaurants.” The takeaway was that the revitalization effort, for one had caught the public's attention, and two, there was commonality to their thoughts.

The Village has continued to encourage participation in this process, by providing additional engagement opportunities, again, in-person, through their website and on social media. The in-person open houses are educational, informing the public what is being sought through the DRI/NY Forward program, but also a safe place to provide feedback and project ideas.

Most recently the Village held a planning session on September 14, 2022 at the Franklin County Office Building. A presentation was given by professional consultants that offered an overview of the Revitalization Strategic Plan and the Physical Enhancement Plan. Participants were invited to walk around in an ‘open-house’ format following the presentations voting on amenities and visions for Main Street Malone. Sixteen people attended the session giving feedback and insights on topics including Malone’s history, development initiatives, lighting, traffic issues, and public amenities such as benches, planters, light poles, trash receptacles and pavement types. An online version of the community workshop including a Story map and Survey for community members to cast votes has collected over 100 responses to date.



Results of the Facebook outreach conducted on August 23, 2022

Social Media engagement has also been promising. On August 23, 2022, the Village of Malone posted a survey on Facebook asking for project ideas and the ensuing discussion resulted in over 200 comments. A snapshot of the response can be seen here. An overwhelming majority of the responses revolved around the removal of blighted buildings within the DRI/NY Forward target area and replacing them with something useful for the community.

The Village and FCEDC also added a link to their websites for residents and businesses to complete a “Project Intent Form.” This resulted in twenty submissions, with ideas for entrepreneurship opportunities, housing developments, and community-based entertainment projects. The information obtained included project descriptions, estimates, and in some cases pledges from the respondent to assist in completing the project from a financial perspective.

State, local, and private sector companies as well as some non-profit organizations have committed to making this a priority. Their assistance has come in the form of grants, planning efforts, and boots on the ground engaging with the public. The results from these engagements have made it clear that the community has invested their time and thoughts in this revitalization effort. As Walt Disney once said “You can design, create and build the most wonderful place in the world. But it takes people to make the dream a reality.”

9. Transformative Project Opportunities

Through public outreach and planning efforts, the Village has outlined the following project opportunities for inclusion into the DRI and NY Forward programs. The projects focus on developing public space to support the growth of private businesses and local job creation. The projects outlined present a holistic approach to downtown development, highlighting the understanding that public private partnerships are the key to the development of a thriving, sustainable downtown. The projects listed would serve the Village and the surrounding region, creating a place for people to live, work and play.

Of note, project costs are provided where available.

- Downtown Artist Cellar Makerspace (Commercial Only)
 - A makerspace is a place where creative people can make things. It's a place for hands-on learning with high-tech or no-tech tools for creativity. Makers are programmers, engineers, builders, contractors, designers, artists, bakers, crafters, knitters...anyone who makes. The renovation would include installing an elevator to make the building handicapped accessible, abatement of the attic, insulating the top two floors, replacing windows, installing heat, installing bathrooms, restoring the historic elements of the top floor which include a tin ceiling.
- 453 East Main Street (Low Offices of Peter Dumas)
 - a Corner building of the early 1900s on Main Street. Basement Commercial Space, 1st-floor commercial space with a Law Office, 2nd-floor commercial with (2) apartments, 3rd-floor (4) apartments, central corner lot of Main Street.
- Bowe and Arrow, LLC Tap Room (Commercial Only)
 - The project is comprised of the completion of the tap room space on the first sub-level of the building as well as the construction of a deck and three season structure that will allow the community and tourists to enjoy the sights and sounds of the Salmon River. It will also provide for the completion of the second level above street to a tenant ready state. We anticipate 20-30



A rendering of the future of 453 East Main Street

construction jobs and 10-15 permanent jobs to be created by this project. All plans have been completed and the project is shovel ready and would anticipate 6-12 months for completion.

- Total Project Cost: \$1,000,000
- Community Bank Building (mixed use)
 - 26 lodging rooms and mixed-use commercial space
 - \$3.8 million historic preservation outside
 - \$4.5 million to finish the inside and purchase of the building
- Mill Park
 - A park will be designed around the intersection of the Salmon River and the Main Street bridge to include:
 - A trail loop
 - Anew pedestrian bridges and boardwalks,
 - A gathering space with playground
 - An amphitheater,
 - River access for wading, fishing, and festivals, and a new pavilion in and around the stabilized ruins of the old mill.
 - Total Project cost: \$525,000 (need to update with amphitheater costs)
- The River Building (399 – 403 Main Street)
 - Masonry Work front façade, Window Replacement front façade above street level, Window repair/replacement river side wall, Window repair/replacement parking lot side.
- Malone Main Street Pedestrian Bridge
 - Construction of a pedestrian bridge, providing a more inviting and walkable downtown area.
 - Total Project Cost: \$1,728,000
- 436 East Main Street, LLC (Mixed Use) - 16 Elm Street
 - Project includes rehabilitation of the original Wead Library, completed in 1881. The building is one of the most historical buildings in downtown Malone. The project will create space for both commercial business and Apartments, updating electrical and roof and masonry maintenance.
 - Total Project Cost: \$150,000
- CAL Equities LLC Senior Housing Development (Residential Only)
 - This market rate residential rental project will consist of 12 to 15, 1 story duplex units with 1 -3 bedroom focusing on a senior living community who typically spend 6 months in the south. The housing unit will create 20 jobs during construction of about 10 months and a part time employee for maintenance ongoing.
 - Total Project Cost: \$4,400,000
 - Total Project Cost: \$850,000
- 598 East Main Street Upgrades (Mixed Use)
 - The project will include a new facade on the outside front facing Main Street, a new roof, renovated upstairs apartments to provide more new fresh apartments to combat housing shortage. Downstairs will be used as commercial space to lease or rent, will offer build-to-suit to attract local businesses opportunities.
 - Total Project Cost: \$225,000



A look at the Mill Park layout

- 7 Pearl Street Upgrades (Commercial Only)
 - The roof needs to be redone to provide a safe and secure building, rework office space on the main floor and remodel the second floor to suit new businesses in Malone such as boutiques, hair and beauty sets, etc. once a new roof is completed will build-to-suit to attract a variety of local businesses.
 - Total Project Cost: \$250,000
- At the Home Zone, LLC Building Renovations (Commercial Only)
 - Expanding showroom space, reworking, and updating the warehouse for adequate storage to suit the needs and demands of the growing store. Some of the warehouses, due to the age of the building, will need to be rebuilt and made more secure. We are looking to add an outdoor living showroom and expanding indoor furnishing space to bring on other brands and give community more choices to shop locally.
 - Total Project Cost: \$300,000
- Franklin County Economic Development Corp. Energize Downtown Malone Fund (Mixed Use)
 - FCEDC seeks to establish an Energize Downtown Malone Fund, a matching grant fund for interior and exterior building improvements for smaller projects with a NY Forward/DRI funding request of less than \$100,000. FCEDC currently administers the Energize Downtown Fund in Saranac Lake and has applied to administer an Energize Uptown Fund in Tupper Lake as well.
 - Total Project Cost \$600,000
- Franklin County Economic Development Corp. Entrepreneurial Center (Commercial Only)
 - FCEDC seeks to create an entrepreneurial business center in Malone dedicated to helping small businesses start, grow and succeed. It is a place where new and existing business owners meet to share ideas, build relationships, learn, laugh and experiment. Entrepreneurs of the future practice a new craft and receive training and mentoring. This center will be located on the second floor of a building in downtown Malone. The floor plan for the space will be open, with movable tables, chairs and computer hook ups that can be configured to accommodate whatever may be going on and to encourage collaboration. It will also include a kitchenette, 2 single person private offices and one conference room to seat 6-8 people.
 - Total Project Cost: \$550,000
- 259 West Main Street Upgrades (Mixed Use)
 - Retrofit to an office rental downstairs and 1-bedroom apt upstairs with parking.
 - Total Project Cost: \$75,000
- Parking Management Plan
 - An inventory of existing parking will include mapping, ownership studies, current traffic counts, and goals for a revitalized downtown.
- Public Art Improvements
 - From sculptures and murals to competitions and historic markers, local and regional artists will be invited to submit proposals for installations. A committee will work to develop maintenance plans, seek implementation funding, and host promotional events.



Mural in Malone New York

- MCM Development Malone, LLC Event Space and Housing (Mixed Use)
 - Complete the build out and fit out of the event space and roof deck on top of the hydropower building. Also, complete build out of two residential units with views of Main St and the Salmon River. This will create 10-20 construction jobs and 5-10 permanent jobs. The project is shovel ready and will take less than six months to complete.
 - Total Project Cost: \$500,000
- 383 West Main Street Upgrades (Commercial Only)
 - Redo the parking from just gravel to some sort of Perma form/ Perma grid system. The second thing is to add a staircase from the front lobby to make it possible for business rental upstairs. Third, refurbish the facade on the last section of the 4-section building. Finally, pour a cement pad and redo the extended roof behind section 4.
 - Total Project Cost: \$150,000
- Furniture Weekend of Malone (Commercial Only)
 - Phase one - Revamp River side portion of building to create Café with Deck to partner with the “River Walk” and Phase two would add cold storage space to support business growth and easy access to inventory. Both Phases will create new jobs for the Community
 - Total Project Cost: \$475,000
- Arsenal Green
 - A new bandshell will be designed and installed in the park. Physical connections, such as signage and trails will be improved, and event connections will be expanded to connect the park to initiatives in the downtown core.
- Focus Retreat Center (Mixed Use)
 - The project includes renovation of the 'owners' apartment' that is located on the second floor of the kitchen/dining building. This renovation would allow the owners to occupy private space and would free up two rooms in the main building for paying guests. This renovation would create one residential unit and would create jobs for local contractors of all types.
 - Total Project Cost: \$90,000
- Hosler’s Family Restaurant (Commercial Only)
 - The proposal is to extend our parking lot to accommodate the increasing customer base. By purchasing and demolishing the dilapidated home and garage at the edge of our property we will be able to better serve the customer. With this project we would be giving business to construction teams, disposal businesses, paving and landscaping businesses. Once this grant is secured, the timeline of this project is within three to six months.
 - Total Project Cost: \$150,000
- Bruso-Desnoyers Funeral Service, Inc./Mancor Properties, LLC (Mixed Use)
 - We have three buildings on Main Street. One has two residential apartments, one has Bruso-Desnoyers Funeral Service, Inc and a residential apartment, the third has Mountain Orthotic & Prosthetic Services and one residential apartment. We wish to update and beautify these properties to complement the growing village of Malone.
 - Total Project Cost: \$500,000



Arsenal Green Park

- Franklin County Agricultural Society (Commercial Only)
 - The Franklin County Agricultural Society is looking to upgrade the 150+ year-old ARCH and upgrade the fence around the property.
 - Total Project Cost: \$1,000,000
- Foothills Art Society (Mixed Use)
 - Our project is the renovation of a building into an arts center, gallery, studios, gift shop. We have currently applied for a NY Main St Technical Assistant grant for a Building Re-use Analysis and an Empire State Development grant to assist with the purchase and are awaiting award notification in December. Our \$2M approximate budget is just that and we will know more once Re-use Analysis is performed. We are running a capital campaign for purchase and the renovation match. We currently have \$100,000 in cash and \$60,000 pledged.
 - Total Project Cost: \$2,000,000
- Main Street Surface Lot – 403 East Main Street
 - Site Development Readiness includes historical architectural elements from buildings being removed, stairs and access path to pedestrian bridge over Salmon River from Elm street, lighting, shortage for retaining wall installation
 - Total Project Cost: \$745,062
- Wayfinding, Signage, and Downtown Gateway Markers
 - This project will be another phase of the Physical Enhancement Plan. We'll use the newly developed vision statement, tagline, and logo to highlight Malone's assets with a complimentary sign package, and we'll create welcoming gateway markers as clear entry points to the historic downtown core.
- Bicycle Friendly Initiatives
 - Main Street is a New York State Bike Route. Recent pedestrian safety improvements completed on Main Street by NYSDOT have opened opportunities for additional bicycle infrastructure that could improve safety and comfort of bicyclists along this busy corridor. However, the Salmon River bridge is narrow and cannot safely accommodate bike lanes. This design project will develop alternatives for consideration to allow bike infrastructure along the entire corridor.
- Streetscape Enhancement
 - Construct or install streetscape improvements designed and recommended in the Physical Enhancement Plan. Examples include outdoor furnishings, seasonal decorations, plantings, lighting, bicycle facilities, support for outdoor dining, and historic tour plaques.



that of the other Village departments, results in a collective leadership with the shared goal of revitalizing their home.

The Village of Malone is a shining example of collaboration in other ways as well. Malone officials regularly work in tandem with their residents, businesses, and non-profit groups to make great strides forward. Franklin County Economic Development Corporation (FCEDC), Eastern Insuring Agency & Labarge Agency, Citizen Advocates, Inc., and Adirondack Energy Products, Inc., and County leaders are just a few of those as dedicated to the advancement of Malone as those of its leaders. Representatives from each have contributed to the planning efforts and have taken on responsibilities that lead toward a collective goal of reinvigorating the life of downtown.

In coordination with FCEDC and others, the Village of Malone, and businesses within the Village have recently secured the following grants:

1. New York Homes and Community Renewal, Technical Assistance Grant, \$21,000;
2. New York Homes and Community Renewal, Main Street Grant, \$400,000;
3. New York Department of State, Physical Enhancement Plan, \$150,000;
4. New York Department of State, Revitalization Strategic Plan, \$75,000;
5. Sam Grants, \$1,000,000, Soldier's Monument and Memorial Park, Malone Recreation Park, Malone Minor Hockey Association, and Malone Civic Center Arena.

Each one of these opportunities comes with regulations and compliance requirements. Malone has not only been successful in the application process but has also proven they are able to meet all compliance requirements by maintaining the proper monitoring and auditing practices. It is through these collaborative efforts that Malone has had the successes that it has.

Malone's philosophy focuses on meaningful engagement built on a foundation of open communication. A plan fully developed but poorly communicated will not allow for seamless execution. To this end, Malone has engaged with residents and businesses about the future of downtown. With much support and input from this effort, Malone's already resilient nature is strengthened even more. Residents and business owners have been willing to be a part of the planning efforts and continue to provide support to those working for these changes.

Malone also plans to collaborate with a consultant to assist in the efforts of "working the plan." The chosen consultant would present a successful history of providing design and grant management services to other municipalities. Additionally, Malone would seek out a consultant that values collaboration and understands the value of teamwork as much as they do.

The Village will utilize the expertise of Mayor Dumas along with other key staff to ensure project execution. Rebahka Scaccia serves as confidential secretary to the mayor. She has been in the position for three years and has experience in grant management through various grant projects the Village has completed. She will serve as point of contact for the project and help ensure that tasks are completed on time.

In addition, the Village will rely on a committee of volunteers from other stakeholder organizations including Franklin County Economic Development Corporation. CEO Jeremy Evans brings twenty years of experience in economic development to the team. He is a certified planner (AICP) and holds a master's in public administration and urban planning. Rachel Child is a community development specialist with FCEDC and brings experience in community development and project management for both domestic and

international non-profits in North, Central and South America. She currently administers the Malone Village Core Revitalization Program. Chris LaBarge is the founder of Eastern Insuring Agency in Malone. He has a passion for supporting the growth of Malone. He is the founding chairperson (2013) as well as the current chairperson of Franklin County's Tourism Advisory Committee. He has also volunteered on several community projects over the years. The Village plans to leverage the experience of these and other local professionals to ensure the success of the grant projects.

Malone is prepared, if granted the opportunity, to utilize the funds from the DRI and NY Forward grants. Support combined with experience equals success!

"If I have seen further, it is by standing on the shoulders of Giants." - Sir Isaac Newton



References

The Village has built the DRI/NY Forward application using years of planning and collective experience. It is with these efforts that the Village is ready to take on the next round of projects to bring the vision of Malone to fruition.

The following documents were used to support the DRI/NY Forward application:

- Public input from various events
 - Project Intent Forms
 - Social Media Outreach
 - Open house planning sessions
 - Village Board Meetings
- Village Comprehensive Plan – Kalter and Village 1988
- Community Planning Charrette - Mullin, Village, Town, and Volunteers 2002
- Planning for the Future of Malone Report – Mullin, Village, Town, and Volunteers 2004
- Economic Development Plan – Camoin, Village, Town, and Volunteers 2009
- Local Waterfront Revitalization plan – Elan, Village, Town, and Volunteers 2012
- Franklin County Comprehensive Economic Development Strategy, Camoin 2014
- Malone Complete Streets Plan – Malone Complete Streets Advisory Board 2016
- Malone Traveler Research Study – ROOST 2018
- Malone Downtown Design Guidelines, In Site Architecture 2020

Figure 1 Village of Malone Focus Area Boundary

