



**Downtown  
Revitalization  
Initiative**



**Local Planning Committee (LPC)  
Meeting # 1**

# **Downtown Revitalization Initiative**

**Town of Ticonderoga, New York**



**May 19, 2023**

## This morning's agenda:

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Welcome (!) + Introductions

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Public Comment + Closing Remarks

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# Welcome (!) + Introductions

## Local Planning Committee (LPC)

As the steering body of the process, the LPC will meet regularly to brainstorm ideas, provide direction to the consultant team, review planning products, discuss potential projects, and prioritize actions. The LPC members, working with the consultant team and State planners, will determine the most appropriate meeting schedule to accomplish their goals and to deliver an on-time SIP.

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### LPC Members

Mark Wright, *Co-Chair*

James McKenna, *Co-Chair*

Stuart Baker

John Bartlett

Carol Calabrese

Matthew Courtright

June Curtis

Beth Hill

Nicole Justice Green

Jamiee Kuhl

Robert Porter

Megan Scuderi

Donna Wadsworth

Donna Wotton

Mary Jane Lawrence, *DRI Support Team*



# Welcome (!) + Introductions

## New York State Team

The State team consists of representatives from the New York State Department of State (DOS), Empire State Development (ESD), the New York Division of Homes and Community Renewal (HCR), and the New York State Energy Research + Development Authority (NYSERDA)

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### Department of State (DOS):

Kylie Peck, DRI Project Manager  
Susan Landfried, AICP, DRI Project Manager

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### Empire State Development (ESD)

Steve Hunt, Regional Director

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### Homes + Community Renewal (HCR)

Mary Barthelme, Project Manager

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### New York State Energy Research + Development Authority (NYSERDA)

Lori Borowiak, Senior Project  
Manager

# Welcome (!) + Introductions

## Consultant Team

The consultant team, in close coordination with State staff and the LPC, will lead all public engagement, project identification and development, and creation of all components of the Strategic Investment Plan (SIP).

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### Lead Consultant

# camiros

Bill James, AICP  
Arista Strungys, FAICP  
Chris Jennette, AICP

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## Additional Consultant Support



*Economics*  
*Market Analysis*



*Architecture*  
*Housing*  
*Public Art*



*Transportation*



*Transportation*  
*Engineering*



*Environmental*

# Team Roles + Responsibilities

## LPC

- Finalize DRI Vision and boundary
- Brainstorm ideas
- Provide feedback and direction to consultants
- Review documents
- Participate in public engagement
- Identify projects
- Develop and submit final Strategic Investment Plan (SIP)

## NY State

- Primary contact with consultants
- Assist LPC
- Manage consultants and LPC process
- Ensure DRI compliance and consistency
- Review documents
- Facilitate assistance with other State agencies

## Camiros Team

- Prepare for and staff LPC meetings
- Lead public engagement
- Prepare documents
- Develop consensus within LPC
- Help identify projects and prepare project profiles

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## Code of Conduct Reminder

Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today's meeting. If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project.

For example, you may state that you, or a family member, have a financial interest in the project, or you are on the board of the organization proposing the project.

***The LPC Co-Chairs will read the preamble at this time.***

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# DRI Overview

## DRI Program Overview

- The Downtown Revitalization Initiative (DRI) was launched in 2016 to accelerate the revitalization of downtowns in all ten regions of the State. DRI transforms downtown neighborhoods into vibrant centers that offer a high quality of life and become magnets for redevelopment, business growth, job creation, and economic and housing diversity
- This year is Round 6 of the DRI, with 10 new communities awarded a total of \$100 million, \$10 million right here in Ticonderoga
- The planning program culminates in the submittal of a Strategic Investment Plan that identifies a slate of specific projects that align with state and local goals, visioning, and strategies to promote revitalization. Once the SIP is submitted, the State will review and award funding to projects based upon several criteria including project readiness, ability to achieve a catalytic effect, a project's ability to provide co-benefits or secondary community benefits, cost effectiveness, and alignment with both state and local goals.



# DRI Overview



## DRI and NY Forward Program Goals



Create an active downtown with a strong sense of place.



Attract new businesses that create a robust mix of shopping, entertainment, and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries.



Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region.



Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.



Grow the local property tax base.



Provide amenities that support and enhance downtown living and quality of life.



Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.

# DRI Overview

## Key Deliverables

- Public Engagement Plan
- Downtown Profile and Assessment
- Community Vision, Goals, and Revitalization Strategies
- Project Development and Profiles
- Strategic Investment Plan Compilation
- Final Strategic Investment Plan Submitted to the State

**The final Strategic Investment Plan brings together all four components**

***Public Engagement  
Downtown Profile  
Vision, Goals, and Strategies  
Project Profiles***

# DRI Overview

## Public Engagement Plan

### LPC meetings

- LPC 1, May 19: Introduction; Downtown strengths + challenges discussion
- LPC 2, June 29: Vision, goals, + strategies; Update on Open Call for Projects
- LPC 3, July 20: Introduce projects
- LPC 4, Aug. 17: Evaluate projects
- LPC 5, Oct. 12: Evaluate projects
- LPC 6, Nov. 2: Finalize slate of projects

### Public workshops (3)

- PW 1, June 28: Visioning; Update on Open Call for Projects
- PW 2, Aug. 16: Introduce projects
- PW 3, Oct. 11: Final projects

### Local events (2)

Stakeholder interviews

Social media and press

Website : [www.ticonderogadri.com](http://www.ticonderogadri.com)

### *Hybrid component to workshops*

## LPC Plan Input

- Suggest methods to identify stakeholders, various constituent groups, hard-to-reach populations, and the general public
- Provide input (e.g., engagement techniques, meetings times/locations) for the Public Engagement Plan

# DRI Overview

## Downtown Profile + Assessment

- ✓ Provides basis for the projects by helping to demonstrate interest and need
- ✓ Informs the goals + strategies for revitalization that extent beyond the DRI

**Downtown Profile + Assessment addresses components such as existing conditions, demographics, regional + historic context, recent planning + investment efforts, trends + opportunities, strengths + challenges**

## Community Vision, Goals, + Revitalization Strategies



# DRI Overview

## Project Development - Eligibility

### Eligible Project Types / Activities

New Development and/or Rehabilitation of Existing Downtown Buildings

Public Improvement Projects

Small Project Fund (May include a range of smaller projects such as façade enhancements, building renovations/improvements, business assistance, or public art – capped at \$600,000)

Branding and Marketing

### Ineligible Project Types / Activities

Standalone planning activities

Operations and maintenance; ongoing / routine expenses

Pre-award costs

Property acquisition

Training and other program expenses, including expenses related to existing programs

# DRI Overview

## Project Development - Requirements

**Timing.** Able to break ground within two years or less after funding

**Site Control.** Project sponsor must have site control

**Project Size & Scale.** Large enough to be truly transformative.

**Sponsors.** Every project must have a sponsor (public, not-for-profit, or private entities)

**Financing.** Commitments largely secured or clear path to securing sufficient financing

**Matching and Leverage.** No minimum match requirements except for small project fund (no less than 25% of the total cost per project); LPC may impose match requirements

**Building Decarbonization.** Required to comply with the decarbonization standards:

- New construction projects > 5,000 SF
- Building addition projects > 5,000 SF
- Substantial renovation projects > 5,000 SF and other renovation criteria

**All projects must complete the DRI/NYF Project Form**

*Consultant will be available to provide guidance*

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# Town Supervisor Remarks on Ticonderoga's Application



BASIC INFORMATION/APPLICATION COVER PAGE

REDC Region: North Country  
 Program applying for: Downtown Revitalization Initiative (DRI)  
 Municipality Name: Town of Ticonderoga  
 Downtown Name: *Downtown Ticonderoga: Revolutionizing the Future of Downtown Ticonderoga*  
 County Name: Essex County  
 Applicant Contact(s): Mark A. Wright, Town Supervisor  
[supervisor@townofticonderoga.org](mailto:supervisor@townofticonderoga.org)  
 Nicole Justice Green, PRIDE of Ticonderoga  
[executive.director@prideofticonderoga.org](mailto:executive.director@prideofticonderoga.org)



GEOGRAPHIC AREA & JUSTIFICATION

Downtown Ticonderoga is undergoing a community renaissance, which reverberates into every facet of life, fueling entrepreneurial enterprises, community collaboration, increased tourism, and a shared bold vision. Ticonderoga has made extensive investments in downtown revitalization in recent years, including development of the LaChute River Trail, upgraded park facilities, adopting new zoning policies that encourage mixed-use downtown, and funding façade and other public space improvements. In parallel, private and non-profit organizations have been transforming vacant buildings into mixed-use spaces, establishing a downtown art gallery and co-working space, and choosing downtown Ticonderoga as their community of choice to establish or grow their business. An infusion of DRI funding would build on these investments to accelerate the transformation of downtown. The proposed transformative projects would help “fill the gaps” by reactivating underutilized properties and public spaces, catalyzing further pride and investment in the downtown.

The proposed DRI area, illustrated above, centers on the Montcalm Street corridor and includes the best of what Ticonderoga has to offer. Stretching from the western gateway at Moses Circle to the Falls at the LaChute River, this corridor and dynamic area encompasses “The Hill” district, “the Crossings”, the Downtown, and a portion of the iconic Percy Thompson Bicentennial Park.

Moses Circle” is a vibrant mixed-use neighborhood with historic residential homes and apartment buildings alongside parks and amenities such as the historic Hancock House Museum, the Liberty monument, popular restaurants, historic lodging, food and beverage shops, and the fire station.

“the Crossings,” where Montcalm Street crosses the LaChute River between Wiley Street and Lake George Avenue provides a centerpiece to the DRI area. This gateway to downtown provides public parking, pedestrian access points, and numerous active features including the river and bridge crossing, the LaChute River Trail, and the Lakes to Locks Trail. The Crossings is also home to many active businesses and one of the oldest commercial structures in the DRI - the 187-year-old Agway building – which presents a unique redevelopment opportunity.

The downtown business district between Lake George Avenue and Champlain Avenue boasts a dense assortment of useful and historic buildings dating back to the mid-1800s. They host an eclectic mix of businesses including the Ticonderoga Natural Food Co-op, Star Trek Original Series Set Tour, Fox and Fern Adirondack Mercantile, and Burleigh’s Cheonette.

Finally, the LaChute River provides a dramatic and scenic backdrop to the downtown and offers a range of recreational opportunities. After a stop at the Ticonderoga Heritage Museum and Visitor Center, visitors can take in the view of the

falls from Bicentennial Park, then continue along the LaChute River Trail, a multi-modal link connecting downtown to nearby neighborhoods.

## VISION STATEMENT

As part of an extensive DRI public engagement process, the following vision statement was created by the TI DRI Steering Committee and vetted by the community:

*“Set against the scenic backdrop of the LaChute River, Lake George and Lake Champlain, Ticonderoga is a hub for Adirondack and Champlain Valley recreational opportunities and experiences. The downtown is a vibrant, regional business and cultural hub that looks to the future while recognizing its identity as a historic community.*

*At the heart of the downtown is Montcalm Street, a pedestrian-friendly corridor that features charming specialty shops and restaurants, a mix of heritage tourism and pop culture venues, arts and entertainment attractions, and contemporary services. The corridor is surrounded by natural beauty and public open spaces that offer visitors and residents an opportunity to experience a variety of outdoor activities within walking distance of downtown.”*

Implementing the transformative projects identified in the TI DRI application will not only help the town to achieve this vision, but it will also advance the NCREDC’s vision by: creating a vibrant downtown that will attract entrepreneurs; investing in community development infrastructure; elevating the global recognition of the region as one of the special places to visit, live, work and study; and activating tourism as a driver to diversify the economy by creating demand to accelerate private investment.

## PAST INVESTMENT AND FUTURE INVESTMENT POTENTIAL

### Past, Present & Future

Ticonderoga is undergoing a renaissance, due in part to the leadership of the Town and the capacity of groups like the Ticonderoga Area Chamber of Commerce (TACC), PRIDE of Ticonderoga, Ticonderoga Montcalm Street Partnership (TMSP), the Essex County IDA, and Ticonderoga Revitalization Alliance, who have successfully shepherded dozens of downtown revitalization projects over the past decade. These organizations have worked with the private sector to capitalize on over \$62 million of new investment and are currently working to develop more than a dozen future projects.

TACC President and CEO Matthew J. Courtright summed up the town’s progress recently, explaining:

*“Ticonderoga’s businesses, organizations, investors, and municipality have been significantly committing their resources into their businesses, buildings, and the community. Numerous new businesses have opened, businesses have expanded, new recreational opportunities have been created, and we collectively have been working diligently to maintain momentum moving forward and upward like the NYS motto “Excelsior.”*

With additional investment from the Downtown Revitalization Initiative, the community will continue our work and amplify our current efforts. This DRI funding will allow our community to capitalize on prior and current investments to attract new businesses, tourists, and residents to Downtown as well as support redevelopment, cementing Ticonderoga as a premiere destination for current and future generations. We believe that these funds will result in an immediate and long-term continued revitalization with far-reaching economic benefits that will span beyond Downtown Ticonderoga and into the North Country region.”

# DRI Application Ticonderoga

## Downtown Strengths

- Town and local organizations: Since 2013, over \$122 million has been invested in or near the Downtown; at least \$62 million of that in private investments
- Ti-Works co-working space brings self-employed and remote workers Downtown
- DRI Area:
  - 422 Jobs – 63 new since 2017
  - 70 Employers – 16 new since 2017

## Downtown Assets

- A Variety of Housing Options
- Downtown Businesses: blend of restaurants, retail, museums, and attractions
- The Arts
- Food Options
- Transportation: car, bike, or walking
- Recreational Amenities, Waterfront Trails & Parks
- Health Care: Medical village adjacent to downtown area
- Education: Ticonderoga campus of NCCC
- Technology: well-served by high-speed telecom

# Downtown Vision

*Set against the scenic backdrop of the LaChute River, Lake George and Lake Champlain, Ticonderoga is a hub for Adirondack and Champlain Valley recreational opportunities and experiences. The downtown is a vibrant, regional business and cultural hub that looks to the future while recognizing its identity as a historic community.*

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**Tie together final vision statement, goals, and strategies**

# Downtown Goals

## Initial goal setting considerations...

- Leverage the Town's existing investments in Downtown to achieve revitalization and encourage future investment
- Build upon and reinforce Ticonderoga's unique character and abundance of natural and historic resources and open space
- Encourage the redevelopment or rehabilitation of underutilized properties

***Strategies and projects that relate back to the goals set by the Town***

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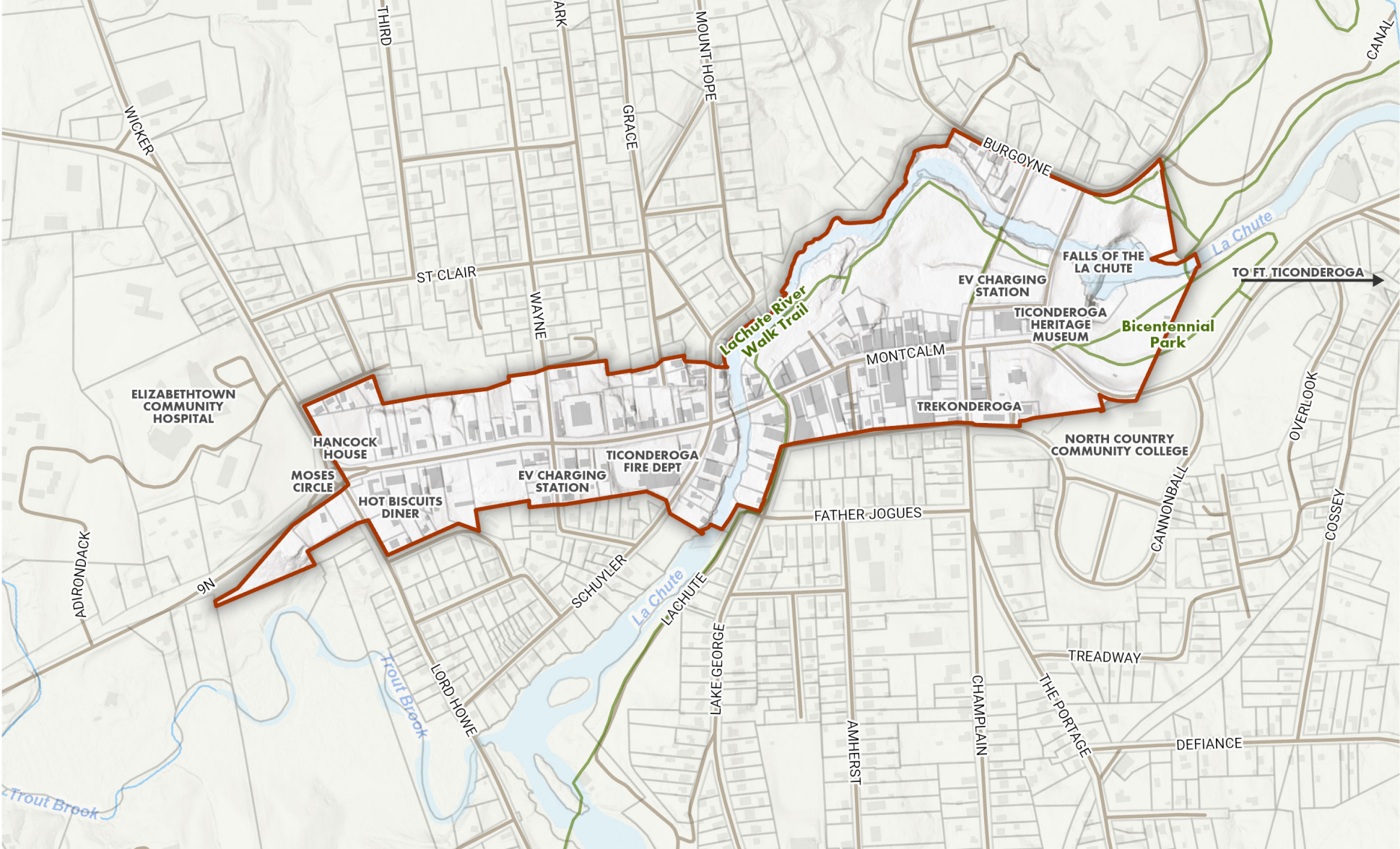
Open Call for Projects

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Public Comment + Closing Remarks



# Downtown DRI Boundary



# Downtown DRI Boundary

## Finalize DRI Boundary

- Finalize the DRI boundary to focus on the Downtown Core
- DRI boundary characteristics:
  - ✓ Compact, mixed-use, walkable
  - ✓ Generally consistent with the central business district
  - ✓ Compact enough to encourage project synergies and catalytic change

**Important** Projects in final Strategic Investment Plan must be within Downtown DRI boundaries

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# Public Engagement Strategy

## Varied and Adaptable Techniques

Project brand

Project website

Online presence – ties to social media networks

Open houses and interactive workshops

Surveys and live polling

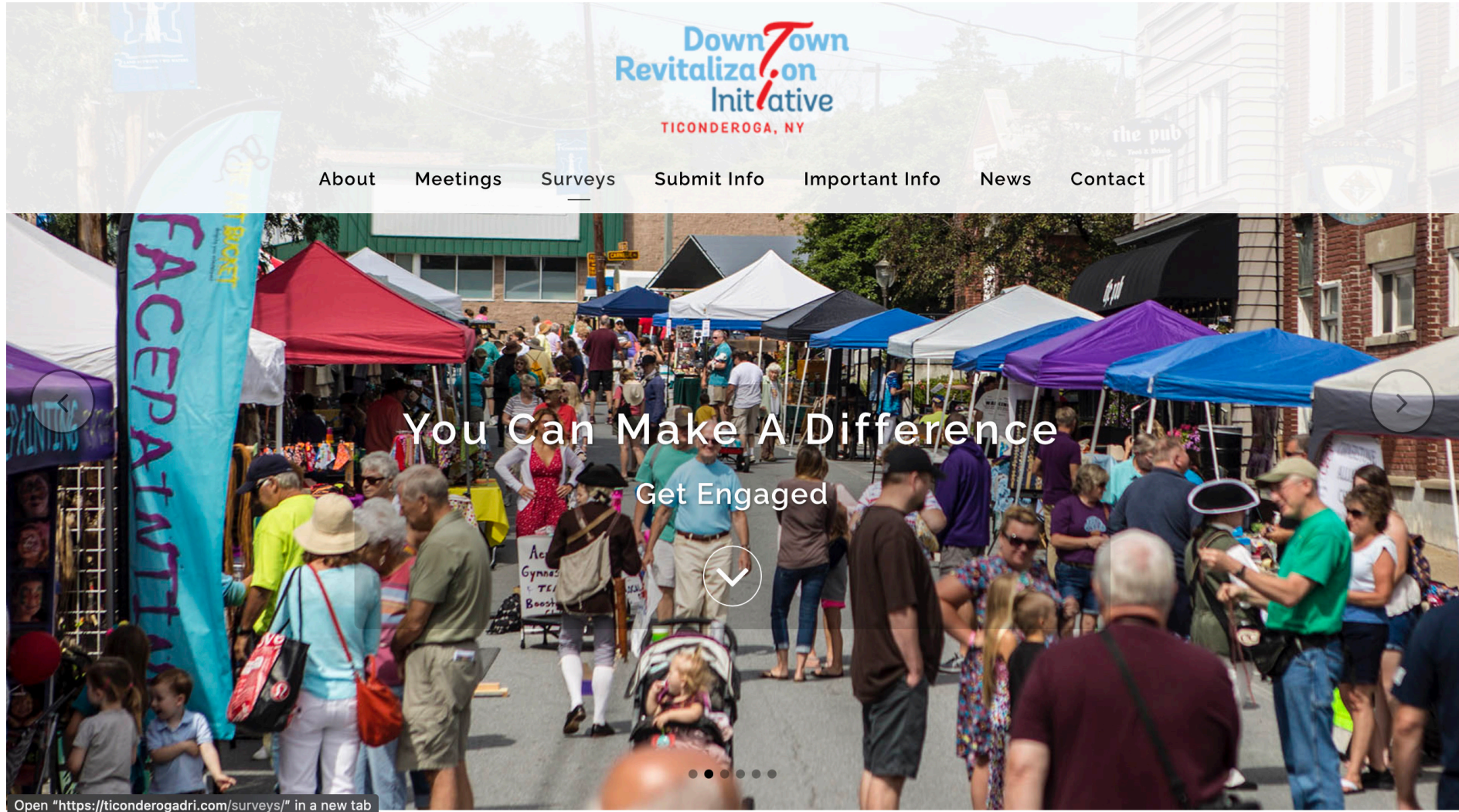
Stakeholder outreach (organizations and interest groups)

***Engagement now requires a concurrent virtual component***




# Public Engagement Website

[www.ticonderogadri.com](http://www.ticonderogadri.com)




# Public Engagement Interactive Meetings

Active poll




In one word, what is your favorite thing about living in Portland?



Join at  
**slido.com**  
#192 604

Starred (4)



City of Portland  
4+ unit buildings exist in low-med density R-zones that fit in terms of size, style, height, massing, and context; why deny this history with a 4-unit limit? 8 likes


Carol Aten  
Will form based code be expanded? 3 likes

Elizabeth Frazier  
Has the City taken a position on the State's Housing Commission recommendations, which could mandate certain land uses, like multi family dwellings? 2 likes

Hilary Glaus  
Has the City considered rezoning for homeownership? As in multifamily development that would allow residents to purchase their homes for affordable prices? 2 likes

Join at  
**slido.com**  
#192 604

Active poll




Which of the housing recommendations do you think are the most important? (Pick your top 3 in order)

- Adjust dimensional standards to support more housing in residential zones.
- Adjust dimensional standards and uses to support more housing in mixed-use zones.
- Allow a greater diversity of housing types in residential zones.
- Encourage Transit-Oriented Development along transit corridors.
- Rezone certain residential areas, particularly off-peninsula
- Adjust dimensional standards to address infill compatibility.

Join at  
**slido.com**  
#192 604

Active poll



Is there anything we've left out? Can you think of a tool or technique to help implement the City's transportation goals that we haven't considered?

Allow density before transit, so then we can have areas dense enough for transit.

Incentives to not own a car if you don't need one

Does Portland support the efforts of the Maine Rail Transit Coalition? Mainetrain.org

What's the plan for bikeshare?

Public support for zip car type carshare

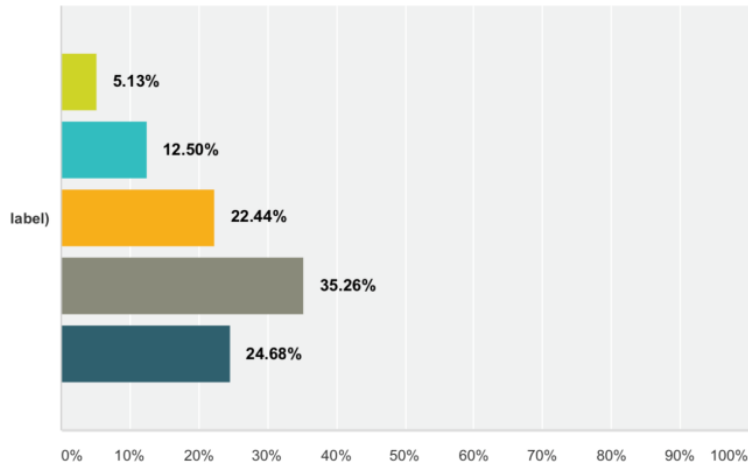
Join at  
**slido.com**  
#192 604

<https://youtu.be/4LcsrdULIWk>

# Public Engagement Online Surveys

**Q8 Current residential zoning districts adequately protect the character of single-family neighborhoods.**

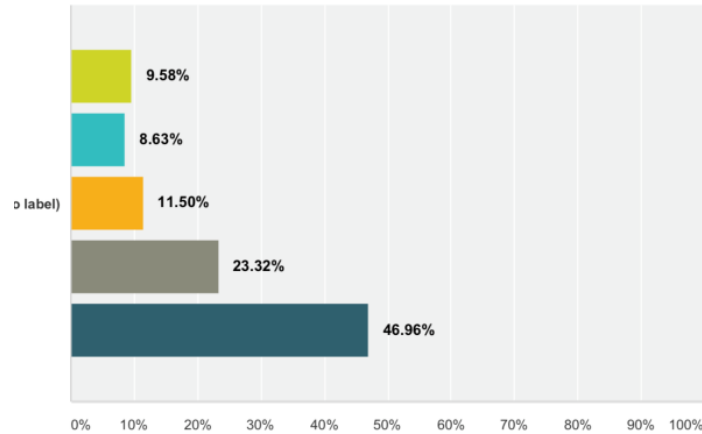
Answered: 312 Skipped: 71



Agree Mostly Agree No Opinion Mostly Disagree Disagree

**Q9 The Code should include a smaller lot single-family district (a minimum lot area for single-family that is smaller than currently allowed).**

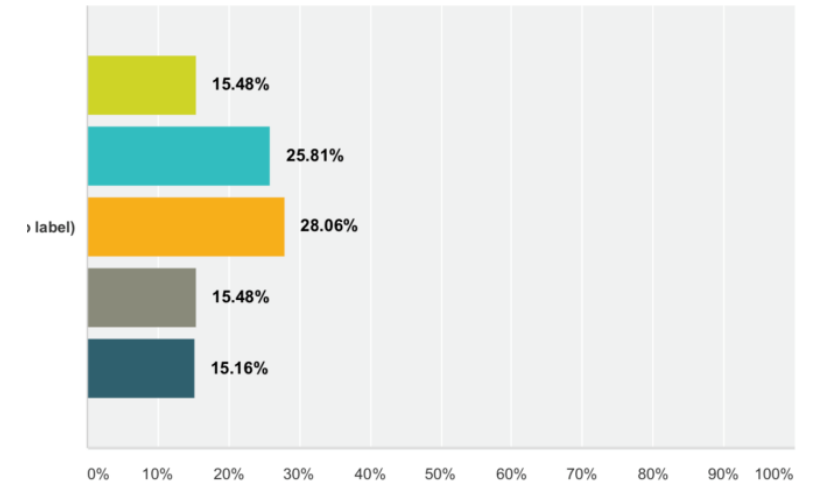
Answered: 313 Skipped: 70



Agree Mostly Agree No Opinion Mostly Disagree Disagree

**Q21 The City should require more bike parking.**

Answered: 310 Skipped: 73



Agree Mostly Agree No Opinion Mostly Disagree Disagree



# Public Engagement Workshops + Open Houses



# Public Engagement Workshops + Open Houses



# Public Engagement Workshop #1 + Local Events

## Workshop #1 – June 28

Times/places that have worked well or can work well for the first public meetings

Outline goals for the first public meeting:

- Share information about the project and process
- Seek public feedback on initial ideas related to vision, goals, strategies
- Connect the community to the process and increase awareness of future events
- Introduce Open Call for Projects (Anticipated opening: June 1)

## Determine virtual options to provide additional input/feedback

- Survey Monkey, TypeForm Surveys

## Two local events as part of this process...

What local events should be considered for outreach as the process moves forward?

***Other considerations?***

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# Process | Open Call for Projects

Public process that solicits projects from public, not-for-profit, and private project sponsors

**Intended opening: June 1st**

**Closing date: July 30th**

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## **Project sponsors submit a Project Form detailing the proposal:**

- Project Sponsor
- Project Location
- Existing Conditions
- Project Type (public improvement, new development, redevelopment/rehab, small project fund, branding + marketing)
- Project Title + Description
- Property Ownership
- Preliminary Funding Estimate
- Capacity (project sponsor's experience in implementing projects similar)
- Partners
- Project Readiness and Timeframe for Implementation
- Resiliency
- Anticipated Revitalization Benefits (economic, environmental, social, and/or health benefits)
- Supplemental Information (images, renderings)
- Decarbonization (new construction, building additions, and substantial rehabilitation)

# Next Steps

## Following our meeting today we will begin working on

Draft Downtown Profile + Assessment  
Fine-tuning Vision  
Draft Goals + Strategies

**Open Call for Projects begins June 1**  
***Social media and press campaign***

## Upcoming Events

**Public Workshop #1, June 28**  
Visioning + Update on Open Call for Projects

**Local Planning Committee Meeting #2, June 29**  
Refining vision, goals, + strategies; Update on Open Call for Projects

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## Public Comment

Questions? Comments?

***[www.ticonderogadri.com](http://www.ticonderogadri.com)***