



**Downtown
Revitalization
Initiative**



Public Workshop # 1

Downtown Revitalization Initiative

Town of Ticonderoga, New York



June 28, 2023

Today's Public Workshop:

- 01 Welcome
- 02 Overview of DRI
- 03 Vision
- 04 SWOT
- 05 Draft Goals + Strategies
- 06 Schedule Moving Forward
- 07 We Need Your Input!

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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

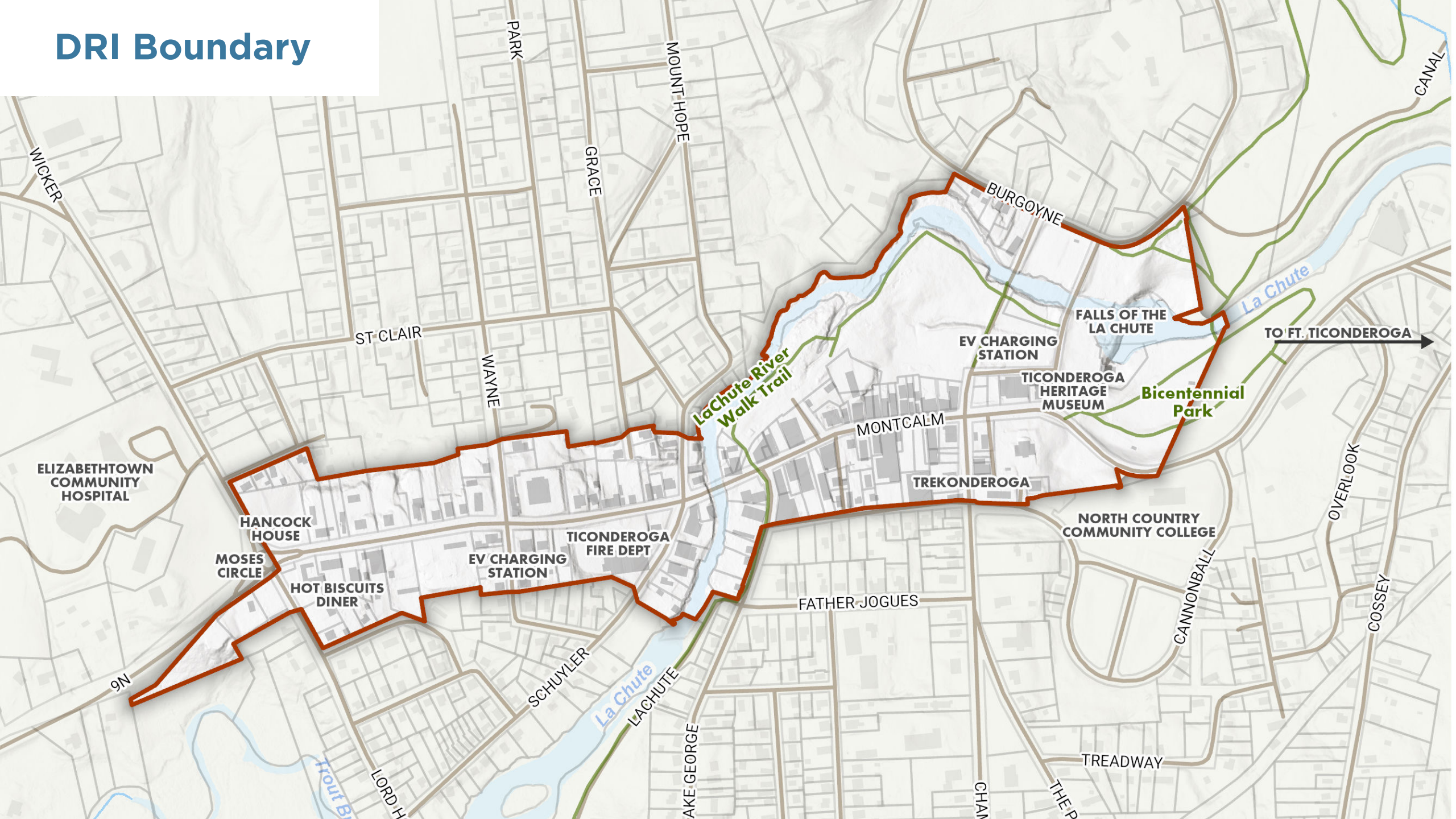
DRI Process

- Designed to be inclusive and to value the variety of perspectives in Ticonderoga, both the LPC members and members of the public
- DRI is intended to be flexible - it can fund projects other programs may not; encourages creative thinking about projects and project synergy
- Establishes a slate of transformative + catalytic projects

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

DRI Boundary



DRI Overview

Community Vision, Goals, + Revitalization Strategies



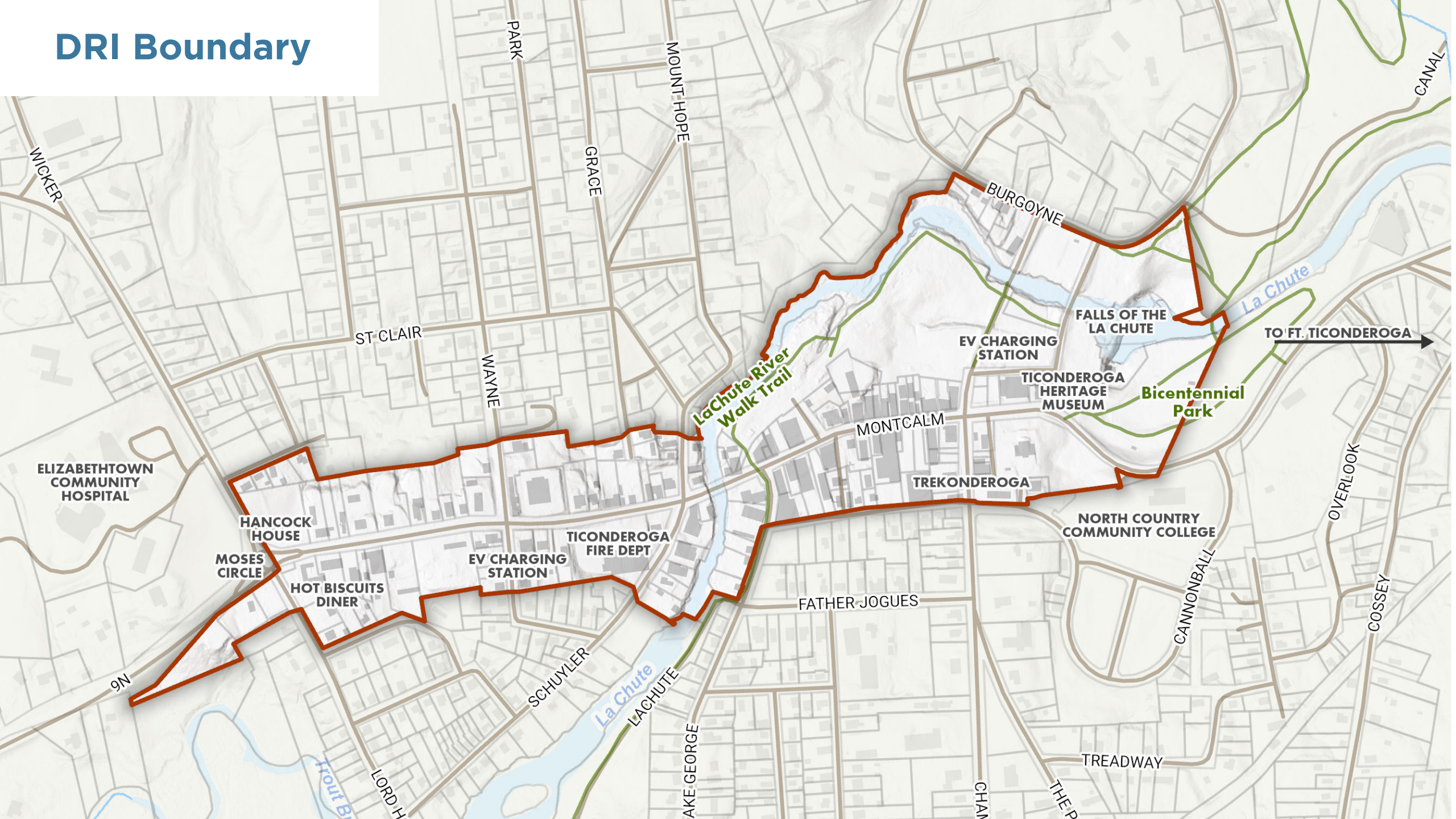
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Vision Statement

Downtown Ticonderoga will be a vibrant regional business and cultural hub that looks to the future while recognizing its identity as the heart of a historic community. Downtown is a year-round hub of activity in the community blending a variety of charming specialty shops and restaurants, a mix of heritage tourism and pop culture venues, arts and entertainment attractions, and contemporary services with the natural beauty and recreational opportunities of the LaChute riverfront and other public open spaces. Downtown Ticonderoga offers a truly unique experience for visitors to the Adirondack and Champlain Valley region and enhances the quality of life for residents.

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SWOT Analysis

Strengths (S)

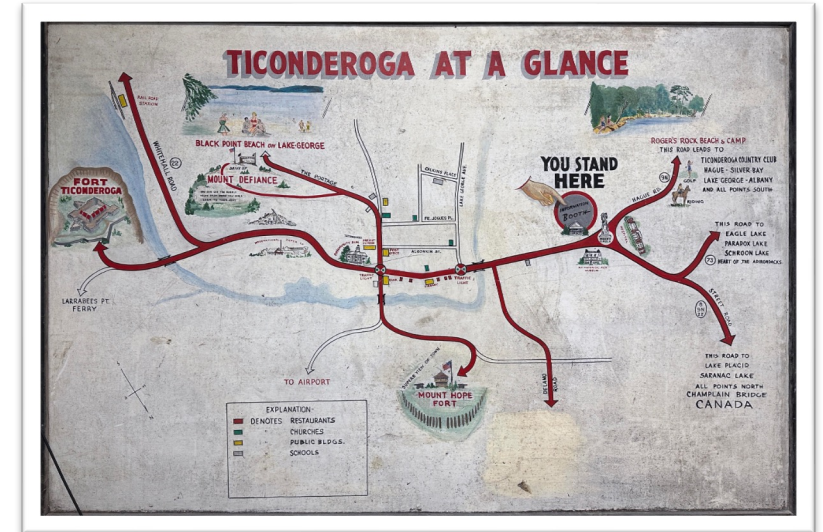
What are Ticonderoga's strengths? What makes Ticonderoga special?

- Historic; Cultural heritage
- Natural beauty, environmental assets
- Civic pride
- Unique businesses
- Walkable
- Connections (airport, ferry, train)

Weaknesses (W)

What could work as a disadvantage for Ticonderoga?

- Limited economic diversity
- An "Early Town"
- Limited cultural offerings
- Family-oriented activities
- Lack of accommodations
- The "Last (Couple) Miles"



SWOT Analysis

Opportunities (O)

What can Ticonderoga use to leverage its advantage in the area?

- Tourism growth
- Expansion of lodging opportunities
- Adaptive re-use of buildings
- Cultural hub
- Marketing/rebranding
- Remote work opportunities

Threats (T)

What outside forces could pose a challenge to Ticonderoga's Downtown revitalization?

- Seasonal fluctuations
- Competition from nearby areas
- Changing consumer preferences
- Out-migration of youth ("brain-drain")
- Extreme weather events can impact natural, tourist attractions



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Draft Goals + Strategies

Goal 1: Enhance Economic Diversity and Year-Round Activity in Downtown Ticonderoga

- Diversify the economy
- Create year-round attractions
- Expand accommodations
- Promote rehab of existing buildings + mixed-use

Goal 2: Cultivate a Cultural Scene in Downtown

- Diversify arts + culture; cultural programming
- Revitalize performing arts spaces

Goal 3: Enhance Downtown Aesthetics and Connectivity

- Enhance the urban form (façade improvements, signs, public art)
- Pedestrian infrastructure – streetscape, wayfinding
- Beautify the “back” of Downtown along river trail – roadways/pathways, rear facades, activate uses

Goal 4: Foster a Vibrant Downtown Community for Ticonderoga Residents

- Support for local businesses
- Enhanced Downtown services for local residents

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OPEN CALL
FOR PROJECTS

Now seeking projects for
Ticonderoga's Downtown
Revitalization Initiative!

Project forms will be accepted from
June 5th to July 24th @5pm



For more information, and to submit your
project form, visit: www.TiconderogaDRI.com

Call for projects
open until 7/24/23
@ 5:00 pm

Office hours 7/14
11am-12pm
5pm-6pm

LPC
MEETING
2



LPC #2
Tomorrow Morning!
9am-11am

Right here!

COFFEE + QUESTIONS



JOIN US AT BURLEIGH'S TO TALK ABOUT YOUR
PROJECT IDEAS FOR THE TICONDEROGA DRI

Friday Morning
9am-11am



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www.ticonderogadri.com



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