

Governor Andrew Cuomo's Urban Downtown Strategy

Glens Falls Downtown Revitalization Initiative (DRI)

DRI Report by Edward Bartholomew, President & CEO EDC Warren County Administrator Glens Falls DRI

Proposed Priority Programs and Projects

February 23, 2017 - 6:30pm to 8:00pm Glens Falls Civic Center – Heritage Hall

DRI Background & Local Process

- April, 2016 Gov. Andrew Cuomo launches \$100 Million Downtown Revitalization Initiative, former NY Secretary of State Cesar A. Perales chair
- April & May, 2016 EDC Warren County & City of Glens Falls undertake 24/7 application process aimed at potential \$10 million award from regional multi-city competition
- June 1, 2016 56 page Glens Falls DRI Plan submitted to NYS
- June 20, 2016 Glens Falls meets with Capital Region Economic Development Council for face off with remaining finalist cities of Troy, Albany and Hudson
- August 18, 2016 Glens Falls receives \$10 million award at ceremonial check presentation at GF Civic Center



Glens Falls DRI Award's Origin in Prior Grants

- 2011 HUD Community Challenge Sustainable Planning Grant – initiative advocating public arts trail, arts & entertainment, developing mixed use residential projects with parking, focus on South Street revitalization
- 2015 Upstate Revitalization Initiative (URI) Comprehensive plan for Downtown Glens Falls was one of two revitalization initiatives cited in CREDC's Capital 20.20 Plan (Glens Falls & City of Albany)



The Ten 2016 DRI Award Winning Communities

- Capital Region Glens Falls
- Central New York Oswego
- Finger Lakes Geneva
- Long Island Westbury
- Mid-Hudson Middletown
- Mohawk Valley Oneonta
- New York City Jamaica
- North Country Plattsburgh
- Southern Tier Elmira
- Western New York Jamestown



\$10 Million Check Presentation Ceremony at Glens Falls Civic Center Mayor Diamond and members of the Capital Region Economic Development Council



Overall Glens Falls DRI Guiding Concepts

- Mission Implement the City's DRI award
- "But For" Projects and programs that would not be undertaken but for this special funding
- Leverage Public DRI will assist in leveraging other NYS programs such as Consolidated Funding Application (CFA), other non-CFA NYS agency funding, Federal programs and private foundations
- Leverage Private DRI will leverage private investment



Glens Falls DRI Advisory Committee Membership

- Co-Chair Omar Usmani, CREDC; Aeon Nexus Corp.
- Co-Chair Dan Hall, Pres. of Common Council; Hallwear, Inc.
- Dan Bruno Chair of GF Planning Board; Highland Engineering Inc.
- Judy Calogero Chair of GF IDA; Calogero Partners, LLC
- Scott Endieveri Council Ward 4; Bullpen, Talk of the Town, Horseshoe Inn
- Dan Girard Warren County Supervisor Ward 1; Business Owner
- Mary Gooden Glens Falls LDC board; Pres. Glens Falls Chapter NAACP
- Robert Landry Executive Director Glens Falls Housing Authority
- Scott Martel Business Manager Local 773 Plumbers & Steamfitters
- Andrew Meader Member Capital Region Econ Dev Council; Consultant
- Jim Siplon COO JUST Goods, (JUST Water)
- Patricia Tatich Former Warren County Planner; Founding Member of the Glens Falls Farmers Market
- DRI Administrator Ed Bartholomew, Pres. & CEO EDC Warren County



Planning Consultants (Selected by NYS)

- **BFJ Planning** Sarah Yackel AICP, Simon Kates, Ariana Branchini
- Thread Collective Gita Nandan, Elliot Maltby
- Elan Planning & Design Lisa Nagle, Susan Caruvana
- NYS Liason NYS Department of State (DOS): Stephen Ridler, Sarah Crowell, John Wimbush, Barbara Kendall



DRI Extensive Meetings, Outreach & Engagements

- Total of 6 Public Monthly Meetings at Crandall Library
- DRI Website Developed (gfdri.org) September 2016
- Adirondack Balloon Festival in Downtown GF Sept 2016
- Taste of North Country October 2016
- Farmers Market Outreach October 2016
- On Line Survey Completed Fall 2016
- Public Open House Heritage Hall January 2017
- Final Presentation Glens Falls DRI Heritage Hall February 2017
- Co-Chairs & EDC hosted walking tours, weekly conf calls with planners and NYS officials



DRI Extensive Public Meetings & Engagements





DRI Extensive Public Meetings & Engagements











DRI Committee's Established Work

- Completed Required 6 Month DRI process including meetings, workshops, open houses, surveys, outreach
- Discuss and produce a priority list of downtown projects
- Priority projects list submitted to NYS DRI chair (former NYS Sec of State Cesar Perales) and forwarded to Gov's office for final review and approval
- Provide a spotlight for projects not funded under present DRI that now may be eligible for potential funding under other sources and programs



City of Glens Falls Officials

- Mayor John (Jack) Diamond **Council Members:**
- Dan Hall Council President
- Jim Campinell Ward 1
- Bill Collins Ward 2
- Jane Reid Ward 3
- Scott Endieveri Ward 4
- Jim Clark Ward 5
- Bob Curtis City Clerk
- Susanne Kasitch City Controller
- Ron Newell City Attorney



Glens Falls Final DRI Plan – Proposed Priority Programs and Projects Will Be Discussed Tonight

Be in AWE of Glens Falls



City of Glens Falls Downtown Revitalization Initiative



Acknowledgements and Thank You

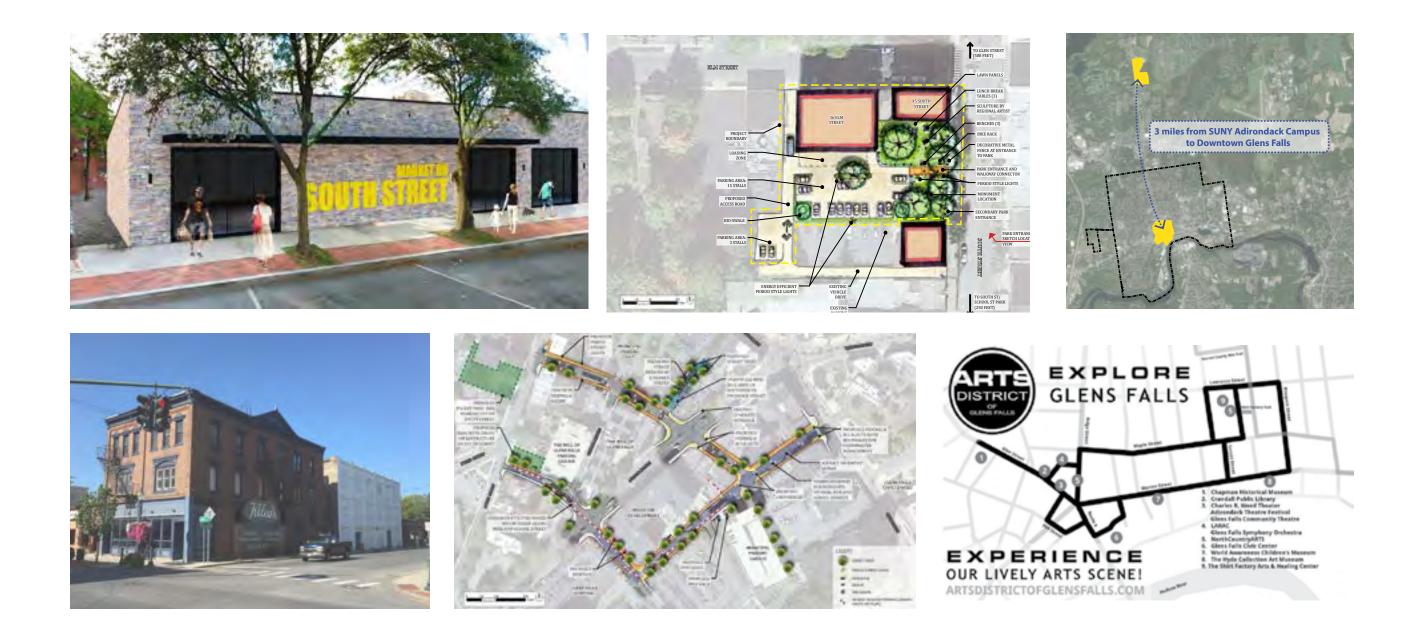
- Governor Andrew Cuomo for proposing this innovative urban revitalization initiative
- City of Glens Falls and DRI Committee Members
- Crandall Library-Kathy Naftaly and GF Civic Center-Jeff Mead for hosting DRI events & activities over six months
- Consultants, NYS & Capital Region Economic Development Council officials assisting with this initiative
- JUST Water for supplying water at all events and meetings
- <u>Most Importantly</u> thank you to the residents and businesses for your terrific public engagement, ideas and comments!



Concluding Statement

Implementing these DRI designated programs and projects will strengthen Glens Falls as a major vibrant urban gateway to the Adirondack Region and improve the quality of life for those who live and work in Glens Falls and surrounding areas.





City of Glens Falls Downtown Revitalization Initiative

Public Workshop #4 - Town Hall Meeting

February 23, 2017

Agenda

- 1. Introduction and Welcome
- 2. Project Status
- 3. Community Outreach Update
- 4. Downtown Vision Plan
- 5. Strategic Investment Plan
 - Project Prioritization and Selection Criteria
 - Projects recommended for DRI funding
 - Projects recommended for funding through other sources
- 6. Next Steps

Project Status

Plan Sections:

Part One: Downtown Vision Plan

- Downtown Profile and Assessment
- Community Vision, Goals, and Strategies
- Action Plan
- Management Structure
- Public Involvement

Part Two: Strategic Investment Plan

- Profiles of Priority Projects Proposed for DRI Funding
- Profiles of Projects Proposed for Other Funding

Next Steps:

Final DRI Plan to be submitted to State: February 28, 2017

Draft Submitted Draft Submitted Draft Submitted Draft Submitted **Draft Submitted**

Draft Submitted Draft Submitted

Project Status

					2016 - 2017		
		August	September	October	November	Decer	
1.	Project Initiation, Analysis, Visioning						
	A. Local Planning Committee Coordination		1.A.				
	B. Community Engagement Strategy		1.B.				
	C. Downtown Profile and Assessment			1.C.			
	D. Downtown Vision, Goals and Objectives			1.D.			
2.	Issues and Opportunities						
	E. Revitalization Strategy Outline			2.E.			
	F. Revitalization Strategies and Action Plan					2.F.	
3.	Final Plan and Implementation						
	G. Priority Project Profiles						
	H. Implementation Strategy						
	I. Performance Indicators/Metrics						
	J. Final DRI Plan						
	Local Planning Committee/Glens Falls Staff Meetings and Calls	8/31	9/14	10/12	11/9	12/	
	Public Workshops (4)			10/15		12/3	



Community Outreach Overview

- Balloon Festival, September 22, 2016
- Taste of the North Country, October 2, 2016
- Online Survey, October/November
- Farmers' Market Survey, October

Community Engagement Event 1:

Farmers' Market, October 15, 2016

Community Engagement Event 2:

Design Charette, December 3, 2016

Community Engagement Event 3:

Public Open House Workshop, January 25, 2017

Community Engagement Event 4:

Final Plan Presentation, Town Hall, February 23, 2017





Downtown Vision Plan



Glens Falls Downtown Community Vision

Glens Falls residents and businesses collaborate in a culture of innovation to create a thriving downtown in a small city setting linked to world class arts, culture and *recreation opportunities* that offers unparalleled potential for *entrepreneurship*, *wellness*, advancement and personal expression.

Goals

1. Strengthen the *vibrancy* of Glens Falls' *mixed-use* and *walkable neighborhoods*. 2. Support and expand *local* and *regional* resources that improve public health. 3. Generate opportunities for the *next generation workforce*. 4. Provide *infrastructure* that supports existing and new residents and businesses. 5. Promote Glens Falls as a regional destination for *arts, entertainment, and culture*.

Strategic Investment Plan



Criteria Used for Selecting Priority Projects

Priority Projects should:

- Align with existing local and regional plans.
- Have support from the public and City officials.
- Provide community and economic benefits.
- Have catalytic and transformative potential.
- Capacity to leverage private or public sources of funds.
- Cost and feasibility

Additional issues considered when evaluating potential DRI projects:

- What (specifically) will the DRI funding be used for?
- Is there an alternative state or federal grant that could fund the project?
- What ongoing operating arrangements are required to ensure that the project is successful?
- Is there market demand, economic feasibility, or site control issues?

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Determining Projects Recommended for DRI Funds v. Other Sources

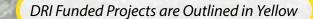
Projects recommended for DRI Funding were determined, using:

- Input from the public
- Local Planning Committee Prioritization
- City priorities
- NYSDOS guidance

If a project is recommended for other funding sources, that doesn't mean it's not a priority. Reasons a project may seek other funding outside of the DRI award:

- Doesn't meet NYSDOS guidance for the DRI program
- Site control issues limit feasibility
- Other funding sources are readily available
- Project may not be ready to be implemented in the short-medium term
- The Priority Projects together with the Projects Proposed for Other Funding form the City's Strategic Investment Plan.

Glens Falls DRI Priority Projects Recommended for DRI Funding





City of Glens Falls Downtown Revitalization Initiative * Projects Not Mapped - DRI Funded
Downtown Revitalization Fund Retail Race for Space
Facade Improvement Program Capital Projects Fund for Non-Profits
Competitive Innovation and Entrepreneurship Program Office Recruitment Program
SUNY Adirondack Culinary School
Install High Speed Broadband Throughout Downtown
Increase Capacity of the Film Industry
Downtown Marketing and Branding Strategy
Fund Wood Theater Capital Improvements

* Projects Not Mapped - Funded Through Other Sources
Acquire Additional Project for Redevelopment
Warren Street BOA Feasibility Study
Residential Renovation Assistance Program

Glens Falls Complete Streets Policy
Connectivity to the City's Community Resources

3B Workforce Training and Apprenticeship Program

(4) Continue Climate Smart Community Committments

(4F) Provide EV Charging Stations in Municipal Lots

4G Develop a Regional Transportation Plan

STEAM Museum Feasibility Study

56 Attract a Second Hotel to Downtown Glens Falls

Goal 1: Strengthen the Vibrancy of Glens Falls' Mixed-Use and Walkable Neighborhoods 1A: Glens Falls Downtown Revitalization Fund

Project Type: Program

Cost Estimate: \$600,000

This project includes a combination of programs, each as separate components, to attract new businesses to downtown, provide resources to improve the built environment, promote entrepreneurship, and support organizations that provide services for the Glens Falls community.

- Component 1: Retail Race for Space
- Component 2: Facade Improvement Program
- Component 3: Capital Projects Fund for Non-Profit Organizations
- Component 4: Competitive Innovation and Entrepreneurship Program
- Component 5: Office Recruitment Program



Before

After

Goal 1: Strengthen the Vibrancy of Glens Falls' Mixed-Use and Walkable Neighborhoods

1B: Redevelop Key South Street Corner with Mixed-Use Development, Pocket Park, and Parking (36 Elm St, 45 South St, 49 South and 51-57 South)

Project Type: Capital

Cost Estimate: \$1,450,000

The project will improve the key corner of South and Elm Streets through a 5-part process that leverages DRI funds and private investment:

- 1. RFP seeking proposals for purchase and adaptive reuse of 36 Elm and 45 South.
- Use DRI Funds to provide development incentive to offset renovation costs of 36 Elm and 45 South.
- 3. Acquire 51-57 South and 49 South using DRI Funds.
- 4. Demolish existing buildings at 51-57 South and 49 South using DRI Funds; Redevelop sites as a pocket park and surface parking.
- 5. Grocery Store/Specialty Food Incentive





Neighborhoods ket Park, and Parking









Goal 1: Strengthen the Vibrancy of Glens Falls' Mixed-Use and Walkable Neighborhoods

Goal 1 Priority Projects

Priority Projects Recommended for DRI Funding

- **Glens Falls Downtown Revitalization Fund** 1A:
- 1B: Redevelop Key South Street Corner with Mixed-Use Development, Pocket Park, and Parking (36 Elm St, 45 South St, OTB, and Juice Bar)

Priority Projects Recommended for Other Funding

- 1C: Conduct a Feasibility Study for Redevelopment of Warren St/Glen St Site
- Acquire Additional Property to Provide for Redevelopment and Ancillary Parking 1D: Downtown
- Conduct Warren Street BOA Feasibility Study 1E:
- 1F: Examine Feasibility of Street Closures and New Roundabout
- 1G: Develop a Residential Renovation Assistance Program for Existing Buildings

Goal 2: Support and expand local resources that improve public health 2A: Build The Market on South Street

Project Type: Capital

Cost Estimate: \$6,250,000

Dynamic, mixed-use facility that will anchor South Street and promote the unique resources in Glens Falls and the surrounding region.

Components of the project:

- Indoor/outdoor area for the Glens Falls Farmers' Market
- Community space for community events, private events, food fairs, etc.
- Cold storage distribution space to link market vendors with restaurants, Co-op, and a grocery/specialty foods store.
- USDA-approved incubator/test kitchen.
- Retail space on South Street.
- Parking deck.
- Energy/water efficient structure with solar array to reduce operating costs and green roof.
- Potential partnerships in a larger-scale project with SUNY Adirondack Culinary School and co-working space.







*For Illustrative Purposes Only

Goal 2: Support and expand local resources that improve public health

Goal 2 Priority Projects

Priority Projects Recommended for DRI Funding

2A: Build the Market on South Street

Priority Projects Recommended for Other Funding

- 2B: Create connections between Downtown, the Hudson River Waterfront, and Pruyn's Island
- 2C: Implement the Glens Falls Complete Streets Policy
- 2E: Purchase Equipment for Glens Falls Hospital
- 2F: Improve Connectivity between the City's Community Resources

ADA COMPLIANT PATHWAY 10' Wide Allows for Area Lightin Woodland Setti STEEP WOODED



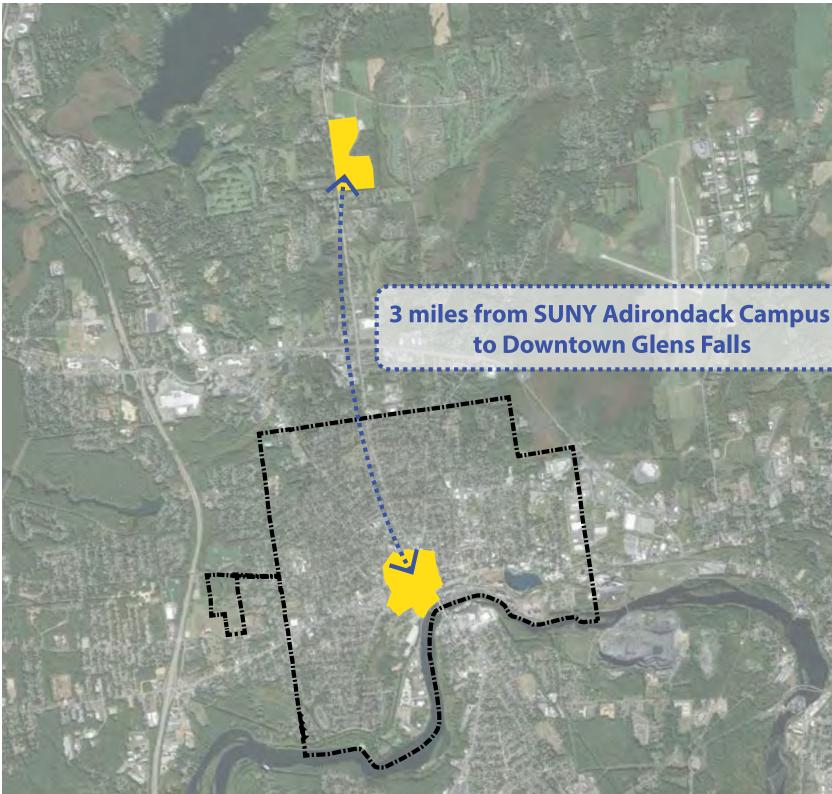
Downtown-Waterfront Connection Conceptual Plan

Goal 3: Generate opportunities for next generation workforce 3A: Assist SUNY Adirondack in Locating Culinary School Downtown

Project Type: Capital

Cost Estimate: \$500,000

- Provide capital funding to assist SUNY with locating Culinary School Downtown
- Capital funds to offset the cost of tenant improvements
- Facility would occupy up to 12,000 SF of space for classrooms, working kitchen, and restaurant
- Facility would also require interconnected TV monitors for culinary demonstrations, connections to the campus network and phone system, a secure data system for credit card transactions, and comprehensive utility support for full kitchen and bakeshop operations.



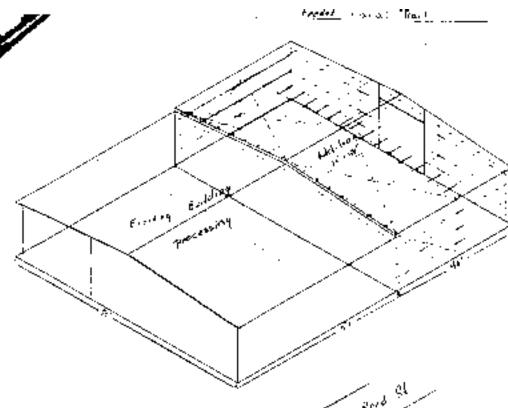
Goal 3: Generate opportunities for next generation workforce 3B: Expand Argyle Cheese Farm to Pruyn's Island

Project Type: Capital

Cost Estimate: \$125,000

- The Argyle Cheese Factory expansion project will have a two phase approach at the Pruyns Island location.
- DRI Funds would go toward Phase 2 of their exapnsion, to provide for retail, product/equipment/material storage and administrative office space.
- This location will meet the Argyle Cheese Farmer needs for not only the near future, but beyond, as sales are expected to grow ten-fold over the next five years.







Goal 3: Generate opportunities for next generation workforce Goal 3 Priority Projects

Priority Projects Recommended for DRI Funding

- 3A: Assist SUNY Adirondack in Locating Culinary School Downtown
- Expand Argyle Cheese Farm to Pruyn's Island 3B:

Priority Projects Not Recommended for DRI Funding

3C: Partner with Local Institutions and Businesses to Create Workforce Training and Apprenticeship Programs

Goal 4: Provide infrastructure that supports existing and new residents and businesses 4A: Create New Downtown Park on South Street with Green Infrastructure Component

Project Type: Capital

Cost Estimate: \$800,000

Green infrastructure manages stormwater to control flooding and improve water quality. It offers a range of other environmental, economic, public health, and social benefits.

Through this project, the City of Glens Falls would:

- acquire two properties at the corner of School Street and South Street.
- use this key site to construct a public green space containing a rain garden, walkways with plantings and public art, and surface parking on porous paving.



Goal 4: Provide infrastructure that supports existing and new residents and businesses 4B: Install High Speed Broadband throughout Downtown

Project Type: Capital

Cost Estimate: \$175,000

Plan and implement high speed broadband throughout Downtown.

Access to high-speed internet is a critical need for business operations. Currently, available broadband speeds are too low (1-10 Mb/sec) to attract new businesses to the City.

One way to make Glens Falls more desirable for office use would be to bring fiber-optic capabilities into the downtown area. Fiber-optic internet carries a significant advantage above regular high-speed broadband with increased consistency, speed, and bandwidth.



Goal 4: Provide infrastructure that supports existing and new residents and businesses 4C: Improve Infrastructure and Streetscaping on Park Street, School Street, Elm Street and Exchange Street

Project Type: Capital

Cost Estimate: \$1,500,000

Some streetscape improvements have been made in recent years, but other areas still have limited accessibility to pedestrians and cyclists, landscaping, lighting, and street furniture. This project proposes streetscape improvements in the following areas.

Park Street:

 Underground utilities, improve sidewalks, plant street trees and install bioswales, install Wi-Fi kiosks, install bike racks, add shared bike lanes, improve crosswalks, and construct bulb-outs.

Elm Street:

 Improve sidewalks, plant street trees and install bioswales, install Wi-Fi kiosks, install bike racks, add shared bike lanes, improve crosswalks and construct bulb-outs.

School Street:

 Improve sidewalks, plant street trees and install bioswales, install bike racks, add shared bike lanes, and improve crosswalks.

Exchange Street:

 Shared street concept, improved parking layout, plant street trees and install bioswales, install Wi-Fi kiosks, and install bike racks.



Goal 4: Provide infrastructure that supports existing and new residents and businesses **Goal 4 Priority Projects**

Priority Projects Recommended for DRI Funding

- 4A: Create New Downtown Park on South Street with Green Infrastructure Component
- Install High Speed Broadband throughout Downtown 4B:
- 4C: Improve Infrastructure and Streetscaping on Park Street, School Street, Elm Street and Exchange Street

Priority Projects Recommended for Other Funding

- 4D: Build a Glens Falls Microgrid
- 4E: Continue Climate Smart Community Commitments to Reduce Greenhouse Gas Emissions and Adapt to Climate Change
- 4F: Provide Electric Vehicle (EV) Charging Stations in Municipal Lots
- Develop a Regional Transportation Plan 4G:
- 4H: Build a Solar Farm

Goal 5: Promote Glens Falls as a regional destination for arts, entertainment, and culture 5A: Increase Capacity of the Film Industry in Glens Falls and Warren County

Project Type: Capital

Cost Estimate: \$125,000

The Adirondack Film Festival had a successful inaugural season in 2016 thanks to local institutions hosting screenings, panels, and special events. Participating venues, including the Charles R. Wood Theater, the Queensbury Hotel, Crandall Library and 190 Grille and Cinema.

This project has two distinct components, as follows:

Component 1: Expand the Adirondack Film Festival

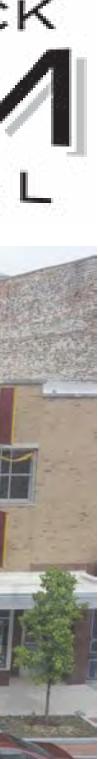
- DRI Funds: \$75,000 for capital improvements
- Other Funding: \$60,000 for staffing and marketing

Component 2: Create a Glens Falls Film Commission

- DRI Funds: \$50,000 for recruitment and promotion as a filming location
- Other Funding: \$25,000 for staffing







Goal 5: Promote Glens Falls as a regional destination for arts, entertainment, and culture 5B: Create an Art District and Public Arts Trail

Project Type: Capital

Cost Estimate: \$125,000

The Arts District of Glens Falls is an established non-profit organization whose mission is to link the arts and cultural organizations of Glens Falls through ongoing marketing and collaboration and a physical and virtual Arts Trail.

The Arts District is requesting \$75,000 in order to complete the Arts Trail project. Their costs total \$208,150, and they have received \$133,150 to date from private donations, public investments and in-kind pledges.

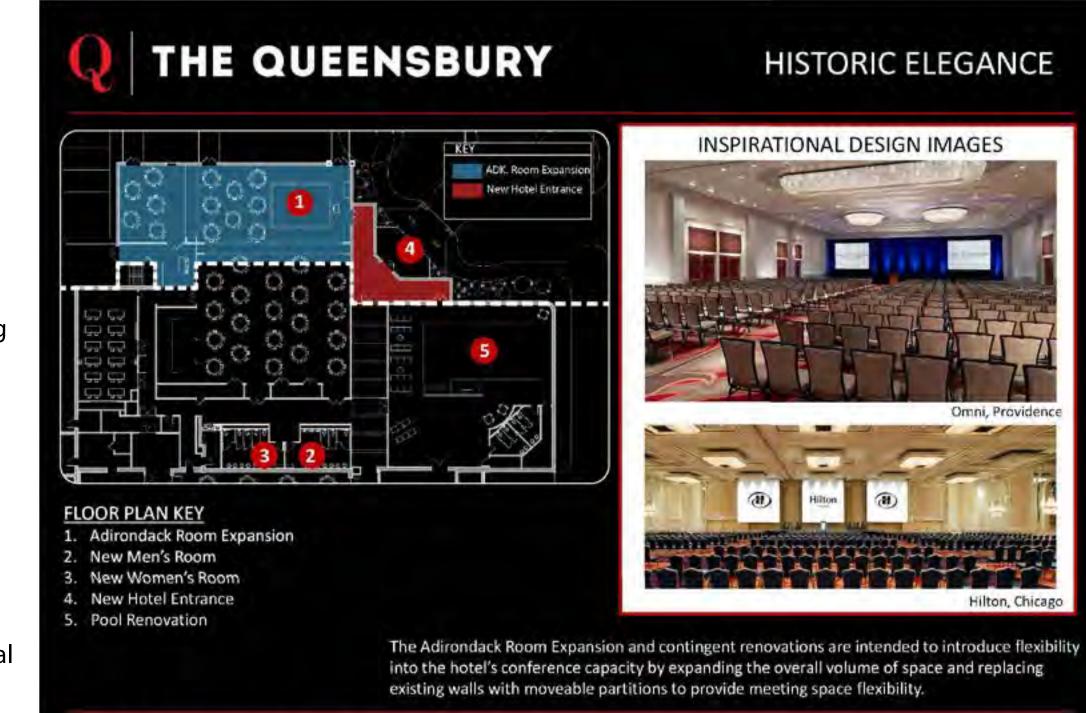


Goal 5: Promote Glens Falls as a regional destination for arts, entertainment, and culture **5C: Fund Expansion of the Queensbury Hotel**

Project Type: Capital

Cost Estimate: \$500,000

- The Queensbury Hotel is the only hotel located in Downtown Glens Falls, and currently lacks sufficient conference meeting space.
- This project will substantially increase the number of conferences, trade shows, corporate meetings and overall functionality of the Hotel by expanding the present capacity of the Hotel's meeting, conference space to nearly 400 persons (expansion of 3,000 sf representing one hundred percent increase over its current space).
- Expansion is estimated to increase the Hotel's revenue base upwards of \$700,000, and could increase employment by 5-10 full time employees, and 10-15 full time seasonal employees.



2017 ADIRONDACK BALLROOM EXPANSION

PHINNEY DESIGNGROUP

Goal 5: Promote Glens Falls as a regional destination for arts, entertainment, and culture

5D: Create a Downtown Marketing and Branding Strategy, and Implement a Downtown Wayfinding Signage Program

Project Type: Capital

Cost Estimate: \$200,000

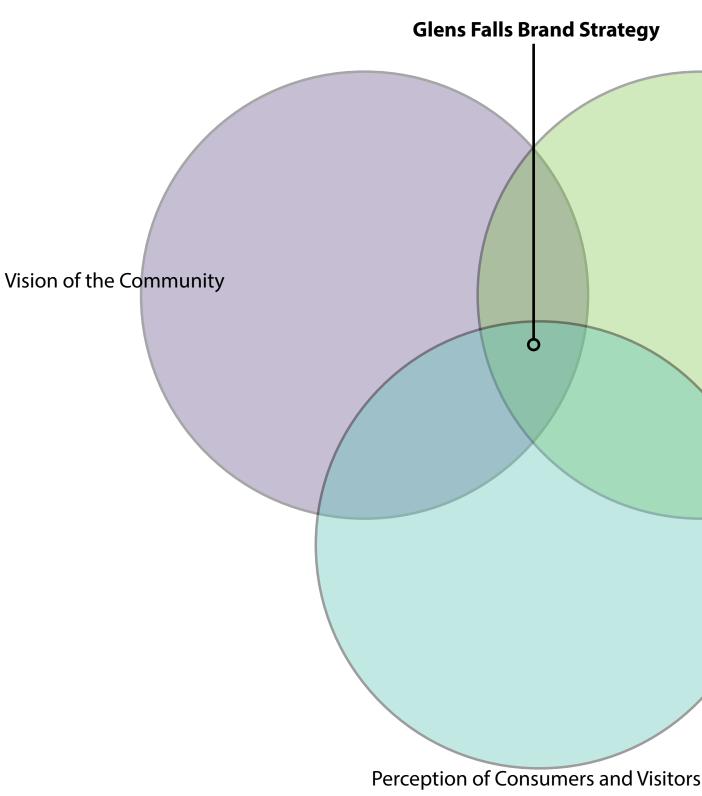
This project includes the design of physical, web-based, and social media graphics and strategies, to reflect and communicate Glens Falls' retail, cultural, and community assets and activities. This project consists of the following:

Component 1: Develop a Downtown Marketing and Branding Strategy

Component 2: Design a Wayfinding System for Downtown

Component 3: Implementation of the Wayfinding System

Component 4: Ongoing Implementation of the Marketing and Branding Strategy



Competitive Opportunity

Goal 5: Promote Glens Falls as a regional destination for arts, entertainment, and culture 5E: Fund Wood Theater Capital Improvements

Project Type: Capital

Cost Estimate: \$125,000

The Wood Theater is a year-round home for the performing arts and a vital component of growth and success in downtown Glens Falls. In 2016, the theater had nearly 200 public performances, a substantial increase over recent years. Improvements to the building will help the Wood Theater continue to grow.

This project would install a catwalk to improve safety for production crews. Currently, the production company builds scaffolding and uses a ladder to make lighting adjustments. Installing a permanent catwalk would improve the safety of lighting technicians while hanging lights for individual productions.



Goal 5: Promote Glens Falls as a regional destination for arts, entertainment, and culture

Goal 5 Priority Projects

Priority Projects Recommended for DRI Funding

- Increase Capacity of the Film Industry in Glens Falls and Warren County 5A:
- Create an Art District and Public Art Trail 5B:
- 5C: Fund Expansion of the Queensbury Hotel
- Create a Downtown Marketing and Branding Strategy, and Implement a Downtown 5D: Wayfinding Signage Program
- 5E: Fund Wood Theater Capital Improvements

Priority Projects Recommended for Other Funding

- Fund a Feasibility Study for a STEAM Museum 5F:
- 5G: Attract a Second Hotel to Downtown Glens Falls

Next Steps

- DRI Plan to be submitted to State: February 28, 2017.
- The Strategic Investment Plan will be submitted to a State Committee, led by Cesar Perales, former New York State Secretary of State, for consideration.
- The Committee will review the Plan and make recommendations as to which of the Priority Projects will be forwarded to the Governor's Office for approval and implementation.
- Project awards expected 2nd Quarter 2017; implementation to follow.

Town Hall Q & A

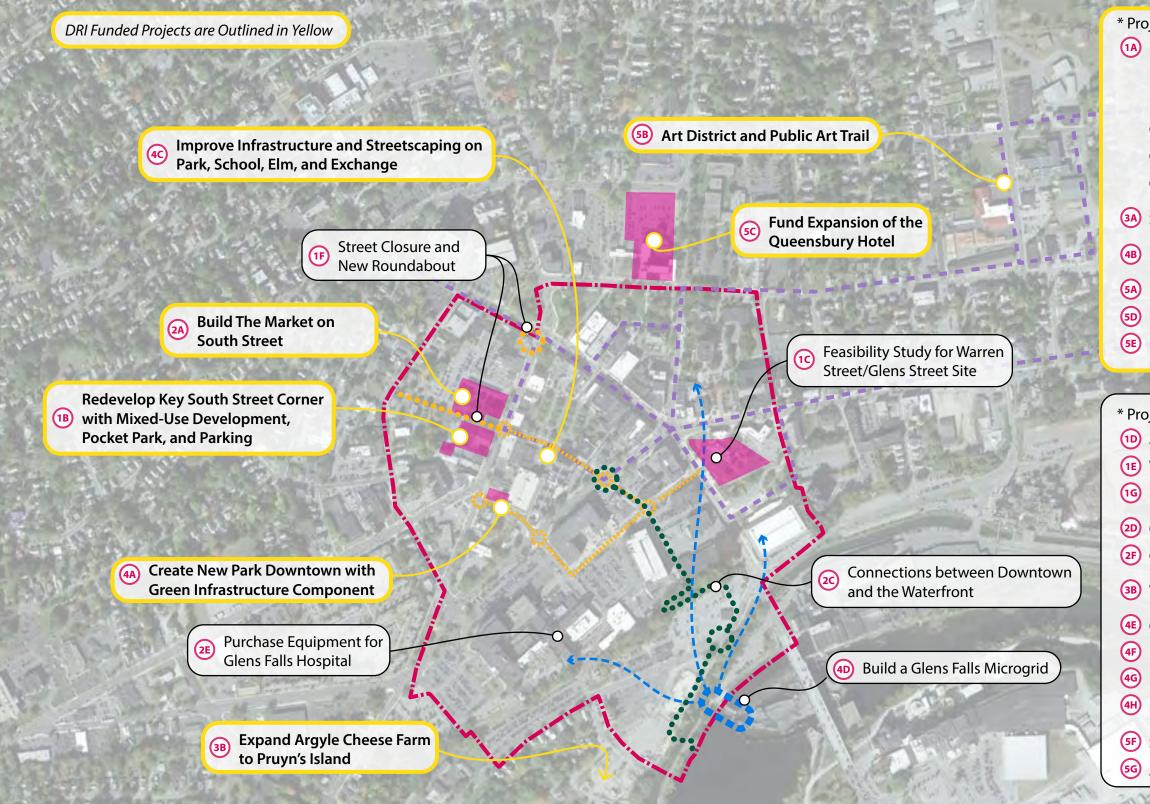
- Please limit comments to 2 minutes.
- Speak loudly so all can hear.
- Comment cards available in the back.
- Comments will be considered and plan revisions made, if necessary.











Q&A

ojects Not Mapped - DRI Funded
Downtown Revitalization Fund
Retail Race for Space
Facade Improvement Program
Capital Projects Fund for Non-Profits
Competitive Innovation and Entrepreneurship Program
Office Recruitment Program
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Acquire Additional Project for Redevelopment
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4 Provide EV Charging Stations in Municipal Lots

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Attract a Second Hotel to Downtown Glens Falls