



**Downtown
Revitalization
Initiative**



Village of Potsdam

DOWNTOWN REVITALIZATION INITIATIVE

Local Planning Committee (LPC)

Meeting #4

MARCH 17, 2020

AGENDA

1. Welcome/Conflict of Interest Reminder
2. Review of Project Schedule
3. Public Engagement Update
4. Project List & Updates
5. Discussion Projects to Recommend
6. Next Steps
7. Public Comment



PROJECT SCHEDULE UPDATE

December 2019

- LPC Kick-off
- Vision
- Engagement Plan
- Call for Projects

January 2020

- Downtown Profile (Draft)
- Goals (Final)

February 2020

- Strategies
- Preliminary Project List
- Downtown Profile (Final)

March 2020

- Project Profiles
- DRI Strategic Investment Plan (Draft)
- Strategies (Final)

April 2020

- LPC Funding Recs
- DRI Strategic Investment Plan (Final)

May 2020

- Document Edits Complete

COMMUNITY ENGAGEMENT UPDATE

- Public Open House #2 – 3/3
- College Pop-up Tables – 3/3
- Middle School Engagement – 3/4
- Online Student Survey – Thru 3/13



**POTSDAM
DRI PUBLIC OPEN HOUSE**

where: Town of Potsdam Community Room - 18 Elm Street
when: Tuesday March 3, 2020
time: 6:00-8:00 pm
(short presentation at 6:00 pm followed by
an opportunity to learn about proposed projects)

The Village of Potsdam and our state agency partners invite you to participate in an open house meeting to learn more about the Village's Downtown Revitalization Initiative! Please join us to discuss opportunities to improve the local quality of life, generate jobs, and leverage private investments in the heart of our community.

Can't join us? You can find more information about the downtown revitalization initiative here:
<https://potsdamdri.com/>

 **Downtown Revitalization Initiative** This project is supported with funding provided by the New York State Downtown Revitalization Initiative.

All members of the public are encouraged to attend!

COMMUNITY ENGAGEMENT UPDATE - OPEN HOUSE

Public Open House #2

- Approximately 60 attendees
- Provided feedback on proposed projects



PROPOSED PROJECT FEEDBACK

The Local Planning Committee (LPC) is considering several factors throughout its evaluation of each proposed DRI implementation project. These include, but are not limited to: project readiness, leveraged funds, job creation, transformative potential and public support. Please provide feedback regarding your general level of support for any of the proposed DRI implementation projects in the table below.

Preliminary Projects List

ID#	Project Title	Please use an 'x' to indicate your level of support:		
		High	Medium	Low
PUBLIC IMPROVEMENT PROJECTS				
A01	Downtown Riverwalk Trail			
A02	The Downtown Streetscape Enhancement Project			
A04	St. Lawrence Whitewater Park			
PROPOSED NEW DEVELOPMENT & REHABILITATION OF DOWNTOWN BUILDINGS				
B03	North Country Children's Museum 2nd Floor Expansion			
B10	Potsdam Food Co-Op Relocation and Expansion			
B12	The Sandstone			
B25	Roxy Theater DRI Alterations and Repairs			
B26	59 Market Street			
B29	Upgrades to the Clarkson Inn			
REVOLVING GRANT & LOAN				
C01	Rebuild Downtown Potsdam			
BRANDING & MARKETING				
D01	Downtown Branding Campaign			

COMMUNITY ENGAGEMENT UPDATE - OPEN HOUSE

Public Open House #2

- Projects with High level of Public Support (in no particular order)
 - Downtown Riverwalk Trail
 - Downtown Streetscape Enhancement
 - Rebuild Downtown Potsdam
 - North Country Children's Museum
 - Potsdam Food Co-Op

COMMUNITY ENGAGEMENT UPDATE - OPEN HOUSE

Public Open House #2

- Additional Projects with High level of Public Support
(in no particular order)
 - North Country Arts Center
 - Historic Market Street Façade Project
 - Fall Island Skate Park
 - Market Square Mall Alterations
 - Transformation of Snell Theater

COMMUNITY ENGAGEMENT UPDATE - STUDENT

Middle School Engagement

- Approx. 50 6th graders
- Where they go/ don't go
- Opportunities/Challenges



Common Themes:

- Beautify the downtown
- More places to eat
- More things to do



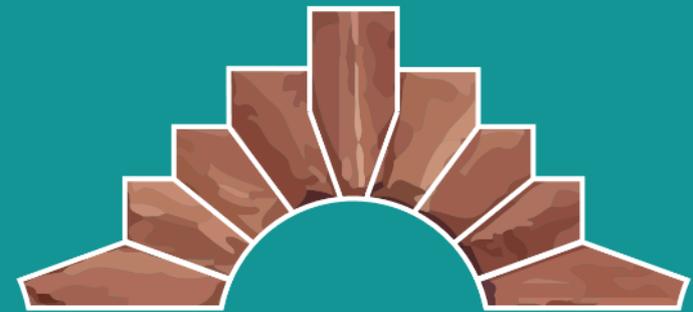
COMMUNITY ENGAGEMENT UPDATE - STUDENT

Student Survey

- Middle School Students
- SUNY Potsdam
- Clarkson University

Closed on March 13th: 408 responses

- 92% - Elementary, Middle or HS
- 7% - SUNY or Clarkson
- 1% - 'other'



TAKE THE DRI STUDENT SURVEY

<https://www.surveymonkey.com/r/9V8DRQL>

COMMUNITY ENGAGEMENT UPDATE - STUDENT

Common Themes:

- Visit downtown for dining, entertainment, shopping and events
- Improvements
 - Places to hang out
 - Streetscape improvements
 - Access to water
- Places to bring a visiting friend
 - Restaurants
 - Entertainment venues (The Virtual, bowling, movies, etc.)
 - Active Places (hockey arena, recreation center, etc)

PROJECT LIST OVERVIEW

Proposed Projects Received / Evaluated

- Total Projects: 47
- Total Project Cost: \$46.3 million
- Total DRI Request: \$26.2 million

PROJECT LIST OVERVIEW

Recommendations From LPC Meeting #3 (2/20/2020)

Projects To Advance - 11

- Total Project Cost: \$16.5 million
- Total DRI Request: \$11.9 million

More Information Needed - 12

- Total Project Cost: \$20.4 million
- Total DRI Request: \$9.5 million

The following slide represents projects being discussed during this meeting.

This slide does not represent the final slate of projects.

Finalization will occur at a later date.

PROJECT LIST OVERVIEW

Projects Ready to Advance

- A01: Downtown Riverwalk Trail
- A02: Downtown Streetscape Project
- A04: St. Lawrence Whitewater Park
- A07: Fall Island Skatepark / Art
- C01: Rebuild Downtown Potsdam
- D01: Downtown Branding Campaign
- B03: North Country Children's Museum
- B10: Potsdam Food Co-op Relocation
- B12: The Sandstone
- B25: Roxy Theater Alterations
- B29: Upgrades to Clarkson Inn
- B26: 59 Market Street (McDuff's)

Projects Needing More Information

- B07: Pert Building Renovation
- B13: 38 Market St Town House Renovation
- B24: Market Square Mall
- B34: North Country Arts Center
- B05: Revitalize 9 Market Street
- B30: Snell Theater Transformation
- B36: Renovation of Damon Hall
- B37: Restoration of Congdon Hall
- B32: LC Drives Congdon Hall Equipment
- B35: Project Vu/Blu Dodo
- B39: Market Street Historic Facade*

*combined project

PROJECT UPDATES

Consultant team reached out to project sponsors to gather additional information including:

- Clarification of scope/budgets
- Removal of ineligible expenses
- Ability to increase sponsor contribution
- Sponsor capacity to implement
- Readiness

PROJECT UPDATES – ADVANCING PROJECTS

A01 – Downtown Riverwalk Trail

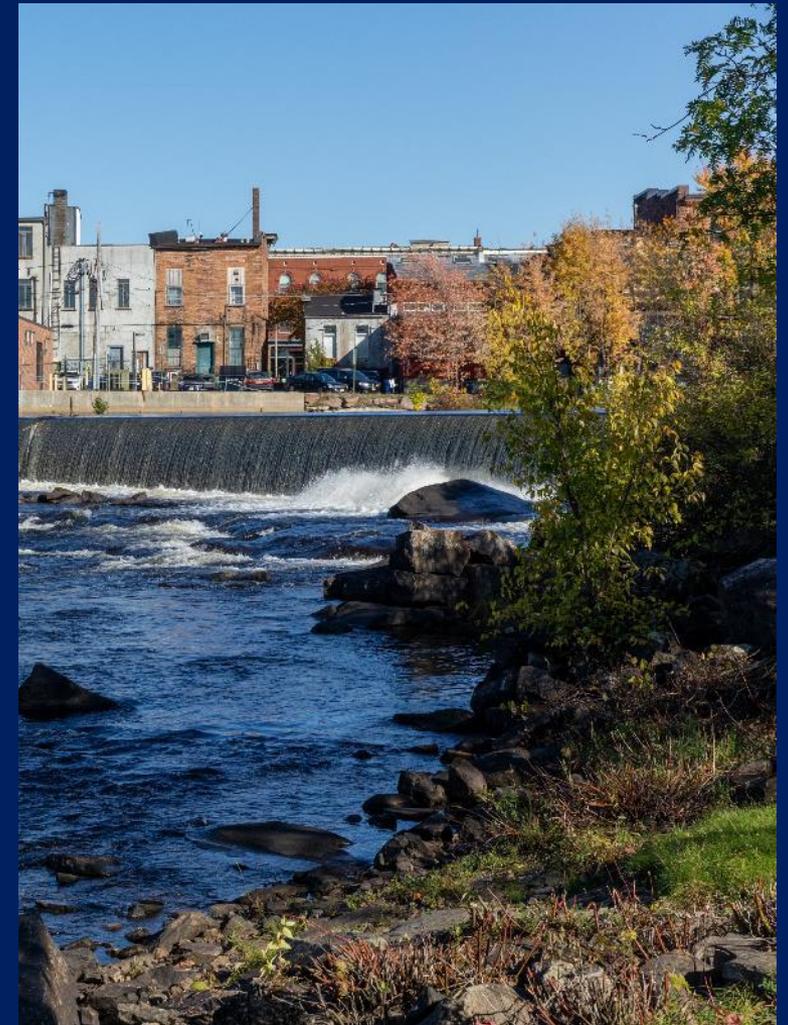
- Scope/budget revised to include additional ADA accessibility
- Project cost and DRI request increased \$100K

A02 – Streetscape Enhancement

- Scope/budget revised to remove roundabout
- Project cost and DRI request decreased \$200K

A03 – Whitewater Park

- Scope/budget revised to include additional permitting/contingency
- Project cost and DRI request increased \$60K



PROJECT UPDATES – ADVANCING PROJECTS

B03 – North Country Children’s Museum

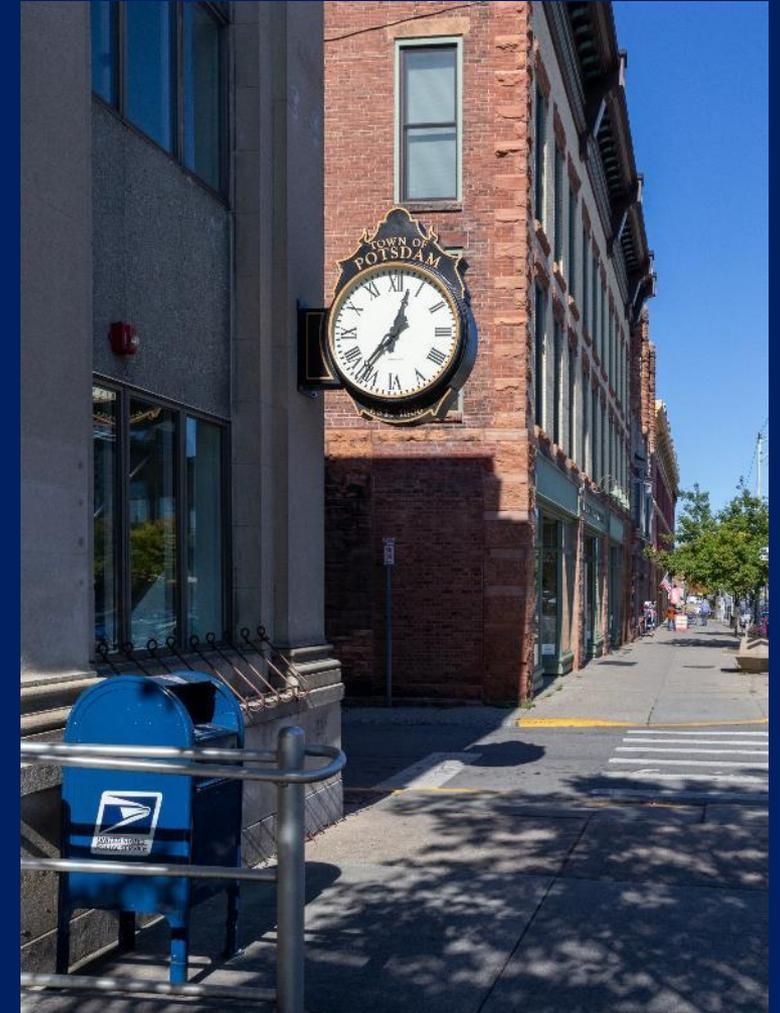
- Additional details on previous capital campaigns

B10 – Potsdam Food Co-op Expansion

- Budget revised to remove property acquisition from DRI request and increased construction estimate
- Project cost increased \$150K
- DRI request increased \$250K
- Additional design and concept plans

B29 – Clarkson Inn

- Addendum describing new managing group
- Primary project sponsor now Visions Hotels per Clarkson University



PROJECT UPDATES – NEED MORE INFO PROJECTS

A07 – Fall Island Skatepark

- Support letters
- Revised budget to include \$10K from Lion’s Club
- DRI Request decreased by \$10K
- Project Sponsor now Village of Potsdam

B05 – 9 Market Street - Bagelry

- Clarification on renovation, revised budget
- DRI request decreased by \$60K

B07 - Pert Building Renovation

- Updated budget/cost estimates
- Project cost decreased
- DRI request decreased \$30K



PROJECT UPDATES – NEED MORE INFO PROJECTS

B30 – Snell Theatre

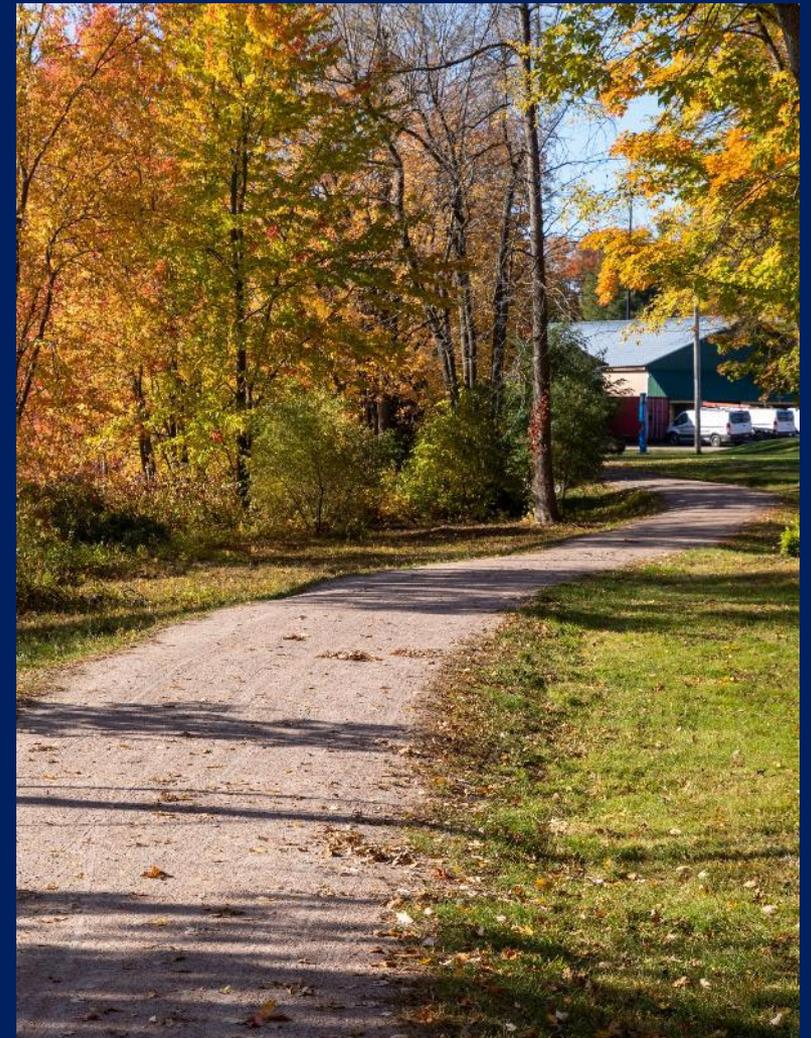
- Clarification on community theatre management

B32 – LC Drives

- Clarification on overlap with Congdon Hall project

B34 – SLC Arts Center

- Letters of Support
- Long term management and income potential



PROJECT UPDATES – NEED MORE INFO PROJECTS

B35 – Project Vu/ Blu Dodo

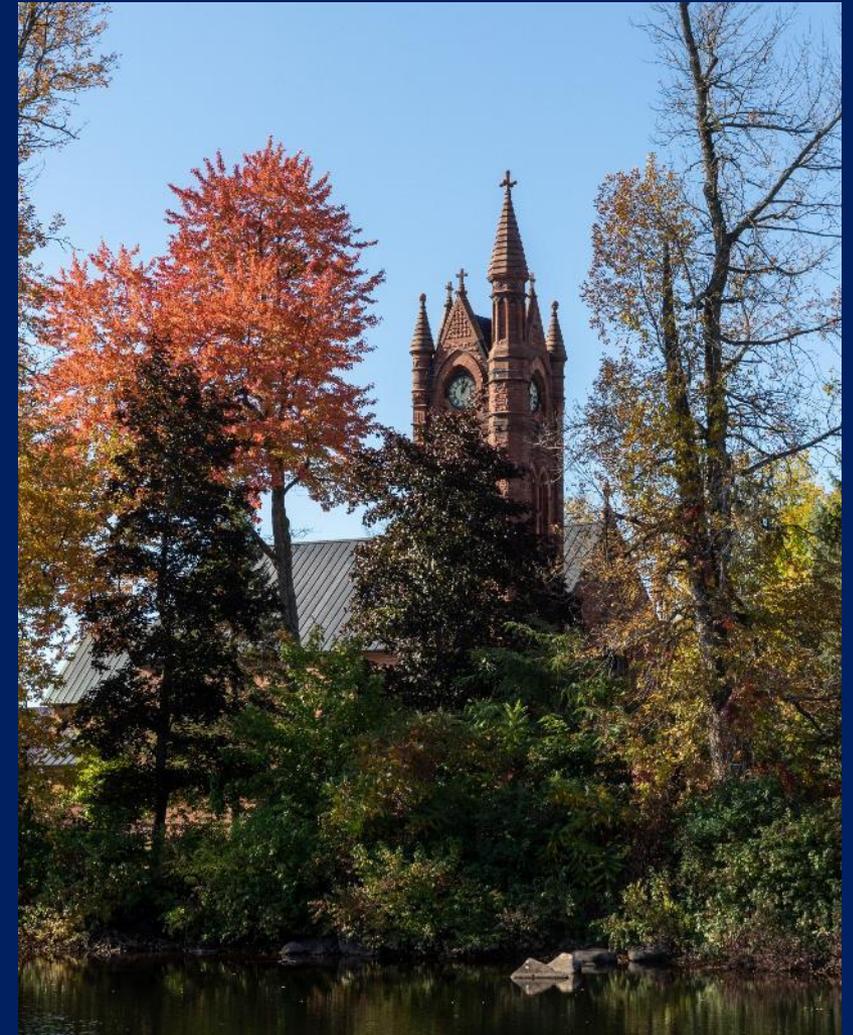
- Revised scope/budget to include only renovation
- Project Cost decreased \$580K
- DRI request decreased \$150K

B36 – Damon Hall

- Clarification of project priorities

B36 – Congdon Hall

- Clarification of project priorities
- Revised budget
- Project Cost decreased \$400K
- DRI request decreased \$400K

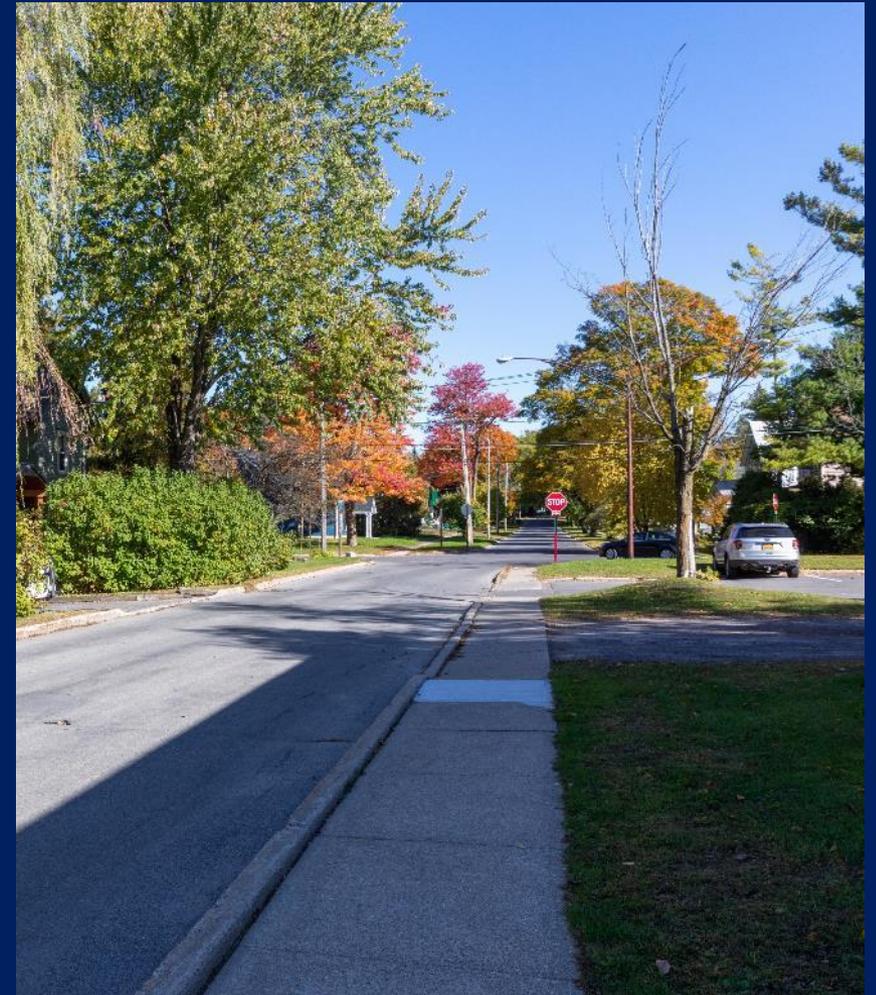


PROJECT UPDATES – NEED MORE INFO PROJECTS

B39 – Market Street Historic Façade

Bundled project combining elements from projects proposed to the Arlington Building, Market, 5-7 Market, 17 Market and 11 Raymond Street

- Project Cost \$549K
- DRI request \$275K



DISCUSSION OF PROJECTS TO RECOMMEND

Goal of Discussion:

- Projects recommended for DRI funding
 - \$12 – 16 Million in DRI Request
- Projects recommended to be included in the Strategic Investment Plan

DISCUSSION OF PROJECTS TO RECOMMEND

Key elements to consider:

- Project Readiness
- Project Sponsor Capacity
- Leverage of DRI Funding
- Site Control
- Availability of other funding
- Consistency with DRI goals



NEW YORK
STATE OF
OPPORTUNITY.

**Downtown
Revitalization
Initiative**



Potsdam Downtown Revitalization Initiative (DRI) Strategic Investment Plan
Project Evaluation Worksheet

Project Name: _____

Project ID Number: _____

Instructions: The following worksheet is intended to assist the LPC in further refining the DRI projects list. To the extent you can, please complete and be prepared to discuss for each project. Project Information is available in the LPC DropBox. Note that not all criteria listed below may be ready for evaluation at this stage of the process but may be considerations moving forward. Criteria are based on guidance for decision-making provided by state partners.

Evaluation Criteria		Evaluation Assessment		
1	Alignment with DRI strategic goals for the downtown: Revitalize, Rebuild, Rebound, Rejoice	Yes ___	No ___	Need More Info ___
2	Alignment with existing local and regional plans	Yes ___	No ___	Need More Info ___
3	Alignment with ongoing activities	Yes ___	No ___	Need More Info ___
4	Transformative potential: <i>Project contains elements that fundamentally change the downtown and how it is perceived</i>	High ___	Moderate ___	Low ___
5	Catalytic potential: <i>The ability to make other things happen</i>	High ___	Moderate ___	Low ___
6	Market demand and economic feasibility	High ___	Moderate ___	Low ___
7	Ability to provide a sustainable impact in the downtown	High ___	Moderate ___	Low ___
8	Estimated project costs: <i>Including cost to public and private sector partners and long term operating or maintenance cost implications</i>			
9	Need for DRI funds to make the project feasible	Yes ___	No ___	Need More Info ___
10	Potential to leverage additional private and/or public funds	High ___	Moderate ___	Low ___
11	Availability of alternative funding sources that are more appropriate than the DRI award	Yes ___	No ___	Need More Info ___
12	Anticipated community and economic benefits	Yes ___	No ___	Need More Info ___
13	Estimated impacts on tax revenue	High ___	Moderate ___	Low ___
14	Estimated job growth and retention	Yes ___	No ___	NA ___

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DISCUSSION OF PROJECTS TO RECOMMEND

For each project:

1. Recommend
2. Recommend with different DRI request amount
3. Do not recommend
4. Do not recommend but include in Strategic Investment Plan



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*combined project

NEXT STEPS

1. LPC Meeting #5
 - TBD
2. Consultant Team
 - Continue reviewing projects
 - Additional Project Profiles
 - Draft Strategic Investment Plan
3. Public Meeting #3
 - TBD



PUBLIC COMMENT

Please email comments to:

PotsdamDRI@mjels.com

Thank you!