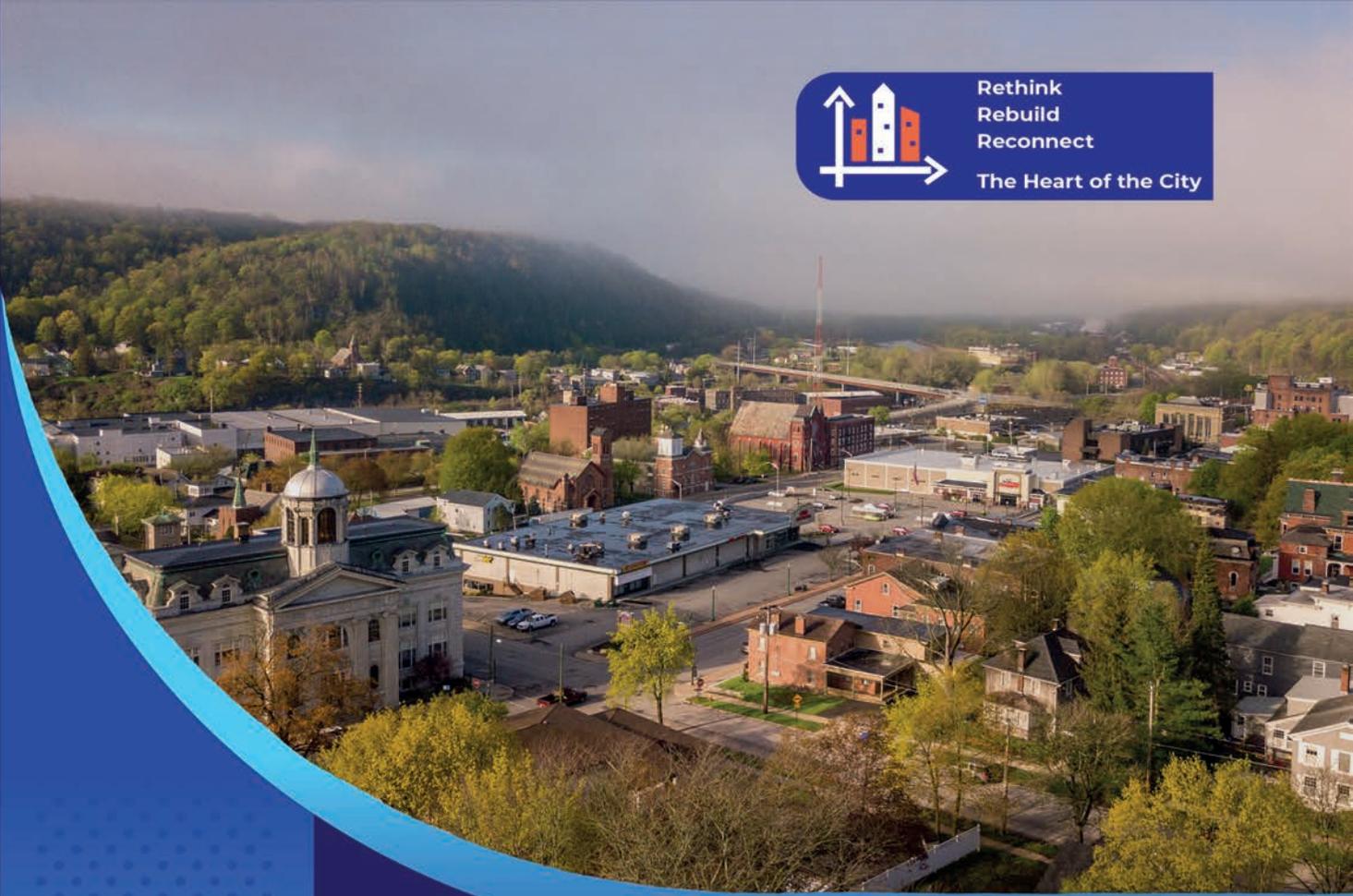




Rethink
Rebuild
Reconnect
The Heart of the City



City of **Little Falls** 2021

Mohawk Valley Regional Economic Development Council
2021 NYS Round 5 Downtown Revitalization Initiative (DRI)



@mylittlefalls / 315-574-5239

OUR DRI MISSION

“Rethink, Rebuild and Reconnect the Heart of the City,” leverages our rich cultural history and downtown waterfront assets to attract visitors, and new residents and will reconnect our community with a sustainable path forward for future generations to build upon.



OFFICE OF
MAYOR
659 E. Main Street
Little Falls, New York 13365
Office: (315) 574-5248

Hon. Mark Blask
Mayor

September 15, 2021

Mr. Michael Reese, Regional Director
Mr. Lawrence T. Gilroy and Dr. Marion Terenzio, Regional Co-Chairs
Mohawk Valley Regional Economic Development Council
207 Genesee Street, #1604
Utica, NY 13501

Dear Council Representatives,

As Mayor of the City of Little Falls, I recognize the vital importance of our Downtown Waterfront District for continued growth and the future development of our community. When you consider the City's 2,445 acres of prime real estate with assets like the 19th-century iconic downtown, the Mohawk River's whitewater rapids, and the Erie Canal running through the center, it's easy to visualize how these treasured resources hold the key to rebuilding the community. While we have an impressive history, we believe the City's best years are yet to be realized.

By leveraging our existing assets to propel the City forward, we are discovering new ways to utilize our natural and historic assets to provide citizens and visitors with a lifestyle destination unlike any other.

This dreamlike vision is an idyllic small city equipped with Citywide Wifi, co-working spaces, e-mobility stations, exceptional walkability, outdoor recreational activities around every corner, and a Main Street that seamlessly blends traditional retail functions with leisure amenities oriented toward young professionals.

Little Falls is at an inflection point in actualizing this vision, with a bold, community-based movement to Rethink, Rebuild and Reconnect the Heart of the City. Like most cities, the pandemic negatively impacted our community—but the resilience, clarity of vision, and perseverance of our residents



remains unshaken. This groundswell of forward-thinking energy and support is reflected in our DRI application.

Working collaboratively with other funding partners, including NYPA's Reimagine the Canal Initiative, we've developed an open-air plan to leverage our easy access to the Empire State Trail Program, our existing infrastructure, and waterfront assets, to reconnect the City with a three-mile Pedestrian & Bike Connectivity Loop for residents and visitors.

The \$10 million Downtown Revitalization Initiative (DRI) investment would allow government, private businesses, non-profit organizations, and residents to capitalize on these emerging opportunities, tipping the scales in our effort to rebuild our historic City as a vibrant, livable and sustainable community of the future.

With strong public-private partnerships, I am confident that we can create transformative change and unprecedented opportunity, not just for the City of Little Falls but for the entire Mohawk Valley Region. I am proud to submit our application for the Downtown Revitalization Initiative grant and look forward to making this vision for the City of Little Falls a reality.

Sincerely,

Mark Blask

City of Little Falls Mayor

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BASIC INFORMATION

REDC Region
Mohawk Valley

Municipality Name
City of Little Falls

Downtown Name
Downtown Waterfront District

County Name
Herkimer County

Applicant Contacts

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City of Little Falls
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VISION FOR OUR DOWNTOWN WATERFRONT DISTRICT

A brief statement of the municipality's vision for downtown revitalization.

Today, Little Falls stands at an inflection point in its history with a once-in-a-lifetime opportunity to intentionally shape our City for a better future.

Our Downtown Revitalization Initiative is about rethinking Little Falls as a whole and seeking bold, innovative opportunities to propel the City into the most desirable residential community in the region. It's about attracting a diverse population supported with commercial and residential development, quality-of-life amenities, redevelopment of historic properties, and a tax base that provides sustainable prosperity for future generations.

When you consider the City's 2,445 acres of prime real estate with assets like the 19th-century iconic downtown, the picturesque Mohawk River's whitewater rapids, and the Erie Canal running through the center, it's easy to visualize how these treasured resources hold the key to rebuilding our community.

Over the years, much of the pedestrian/bike infrastructure that connected people and places on the Northside to the Canal and the neighborhoods on the Southside has disappeared or become unusable. This has resulted in disparate sections of the City being isolated from one

AT-A-GLANCE:

- \$29.3 Million in Shovel-ready DRI Projects
- \$7.94 Million in Recent Public/Private investments.
- 117 New Jobs Creation by 2023
- 7 Relocated Businesses in Last 5 Yrs (MA, TX, NYC, Long Island)
- 30 New Business Launches in Last 6 Yrs
- Only City in Herkimer County
- Opportunity Zone Overlaps DRI
- DRI & NYPA Reimagine the Canal Project Collaboration
- Less than 1 mile to NYS Thruway
- Just over 1 hour to ALB or SYR
- 7 Colleges within 50 miles
- Major Market Access—Utica/Rome 30-45 minutes away
- One of only 7 harbors on the Erie Canal

another except by motor vehicle. This once walkable connection that allowed for easy access to restaurants, shopping, entertaining and events, now creates a mobility challenge discouraging visitors and impeding social engagement as well as commerce.

Our Downtown Waterfront District's bold vision for the future focuses on restoring these connections and maximizing our geographic assets with a "Pedestrian & Bike Connectivity Loop." This urban loop would stitch together our disconnected infrastructure by building off of the recent completion of the Empire State Trail, which sees nearly 40,000 users pass through Little Falls annually, and rejuvenate the City with an increased tax base, new mixed-use development opportunities, and improved waterfront access. It would also reduce motor vehicle dependency, increase economic development, and attract visitors and young professionals seeking a small city lifestyle to live, raise a family and spend the rest of their lives.

Imagine getting on a bike with the family and riding downtown, safely crossing over the State Route 167 bridge and accessing the bike trail at the Miracle Mile entrance, to then cycle across the Skyway Bridge for a picnic at Lock 17. After taking in the waterfront views and the rock climbers, you continue west along the Seeley Street waterfront promenade to Canal Place for some ice cream and a little shopping. After a leisurely break, you head north through the tunnel underpass with your bikes to Main Street for an afternoon movie, a pizza, and an evening Diamond Dawgs baseball game—all without entering a motor vehicle. This is the power of a connected city. This is the future of Little Falls.

Whether you enter the City by vehicle, boat, bike, on foot, or by the proposed future railway stop—the connectivity loop's city-wide initiative affords easy access to all parts of the City with thoughtfully placed wayfinding signage and e-mobility stations at the Harbor, both ends of Main Street, Canal Place and Lock 17.

Realizing this ambitious vision will require a comprehensive, collaborative effort with both public and private stakeholders. The Little Falls section of the Empire State Trail is being improved starting in October. Proposed funding partners include: the Downtown Revitalization Initiative, Reimagine the Canals Initiative (already an investor in the Lock 17 lighting project), Transportation Alternatives Program (TAP), NY Department of Transportation, and numerous local private investors.

Supporting this connectivity loop are additional DRI projects that enhance accessibility to points-of-interest along the loop, including: updating the tunnel underpass for bike transit and updating South Ann Street to restore pedestrian/bike transit to the Southside.

Our vibrant downtown, picturesque waterfront, and our exceptional quality of life will provide a unique catalyst for year-round tourism, economic development, urban redevelopment, and re-population, particularly by young professionals working within our current 45-minute commuting shed of Utica/Rome.

By adding a smartly designed fire escape to the "Main Street Canopy" project, approximately 65,000 sq. ft. of additional residential loft space is opened up to downtown redevelopment. With other DRI projects, including a return to two-way traffic on Albany Street, angled parking on Main Street,

streetscaping, wayfinding signs, public art installations, and conveniently placed e-mobility stations throughout the City...living within the Downtown Waterfront District becomes an exceptionally appealing option for commuters.

Our DRI vision to “Rethink—Rebuild—Reconnect...the Heart of the City” is a strategy to build upon our existing architectural and geographic strengths to position the City for the preferred lifestyles of today and generations long into the future.



Take a video walk-through the Downtown Waterfront District:

<https://vimeo.com/407592191>

or, check out our *This is Little Falls* Magaine:

https://issuu.com/mylittlefalls/docs/tilf_magazine





JUSTIFICATION:

Provide an overview of the downtown area nominated for the DRI program, highlighting the area's defining characteristics and the reasons for its selection. Explain why the downtown is ready for DRI investment, and how that investment would serve as a catalyst to bring about revitalization.

Rethinking Little Falls' Downtown Vision

The DRI strategy for Little Falls is rooted in extensive community input since 2007 with numerous reports including the 2020 Brownfield Report, the 2018 Comprehensive Plan and the 2010 City of Little Falls Local Waterfront Revitalization Program. The year-long community dialogue detailed in the Little Falls Comprehensive Plan revealed several realistic planning priorities that became the foundation of the City's DRI vision, including:

- A Return to Population Growth
- Preserving and Revitalizing Our Central Business District
- Encouraging Ongoing Development of the Waterfront as the City's Unique Resource
- Creating a Vibrant Arts and Cultural Mecca for the Region
- Smart Growth to Encourage Development that Boosts the Economy, Enhances Community Vitality and Protects the Environment
- Infrastructure Maintenance and Renewal
- Encourage the Development of New and Updated Housing Stock
- Welcoming Industrial and Service Employers
- Treasuring our Heritage

While some cities are defined by their history and tradition, many in Little Falls believe the best chapters in the City's story are yet to be written. Through the talents, innovation and perseverance of its citizens, the City is experiencing a revitalization and sense of optimism that would make its early founders proud.

The community's extraordinary engagement, growing interest in live/work relocations, and the number of recent private investments (\$11.6 million) has prompted the City and its community stakeholders to develop a cohesive, transformational vision for Little Falls that connects the Main Street and Canal Place commerce areas of the City into a single Downtown Waterfront District—the DRI target area.

The target area was also selected based on its unique geographic characteristics and historic assets.



The 2019 Cheese Festival in Downtown Little Falls.

Downtown Waterfront District: Defining Characteristics

Little Falls “Iconic” Main Street

Little Falls’ Main Street has generated national interest from visitors, cinematographers and historians over the years for its exceptionally well-preserved architecture, quaint storefronts and family-owned businesses. In fact, the 2018 American science fiction horror film, *A Quiet Place*, directed by John Krasinski, was filmed here. Also, in May of last year, Damascus Road Productions expressed strong interest in filming three movies in Little Falls with a budget between fifteen and twenty million each. The productions would include a theatrical release with Sony Pictures partnering for distribution.

The preserved Victorian storefronts and Classic Revival City Hall, combined with the breathtaking beauty of the surrounding hills, makes the perfect backdrop for filming numerous scenes from one location.

This postcard-perfect Main Street is also known for events and festivals each year including: Canal Celebration with 10,000 visitors, Cheese Festival with 6,000 visitors, the Mohawk Valley Garlic and Herb Festival with 3,500 visitors, and the Bluegrass, Brews & BBQ Festival with 1,200 attendees.



John Krasinski scouts Little Falls locations while fans get a photo.

Even with such an attractive Main Street, the commercial vacancy rate (including upper floors of multi-story buildings) is between 35 and 40%. While these “mom and pop” stores are well supported by residents, they continue to struggle to attract new shoppers. Adding to the problem are deteriorating commercial buildings that discourage new business investment.

The DRI vision for Main Street is to transform the downtown experience by creating a more natural flow for vehicular traffic by incorporating diagonal parking, installing bike/scooter mobility for enhanced walkability, adding streetscaping and space for outdoor dining, creating a Main Street fund for storefront repairs/painting/lighting, and replacing the canopy over the storefronts with fire escapes to open up 65,000 sq. ft. of residential living space for property owners and residential investors.

I envision the Downtown Waterfront District will...

“Help to build community and bring people together.”

DRI Community Survey Input ...



District Arts & Cultural Assets

Creative Placemaking plays a key role in the City's ability to leverage the power of arts and culture to generate tourism, growth and community transformation. The broader mission is to support the City's most vulnerable population (24%) that live at or below the poverty line with free or low-cost cultural events. Many of these residents live within the DRI & Opportunity Zone boundaries.

The target area is home to a thriving arts and cultural presence with Art Walks and Public Art Projects on Main Street, artist receptions at the Little Falls Public Library (also on Main Street), and musical performances at the Masonic Hall and Sterzinar Park in Canal Place.

Canal Place has emerged over the years from a dilapidated industrial district into an arts, dining and cultural hub. The Mohawk Valley Center for the Arts, Art Door Gallery, Creative Outpost, pop-

up art shows, public art sculptures, and frequent live performances at Sterzner Park and Canal Side Inn are part of this transformational success story.

Canal Place is also home to numerous festivals throughout the year including Canal Celebration drawing 10,000 people to the City each year, Garlic Festival attracting 3,500 people every year and the recent launch of a Bluegrass Festival with an audience of 1,200 residents and visitors.

Distinctive Historic Assets throughout the District

The DRI target area is filled with noteworthy historic assets from City Hall, the Burrell Building, the Snyder Hotel, Little Falls Public Library and Victorian storefronts on Main Street to Canal Place's Hydro Plant, Vincent Manufacturing, Stone Mill, Gilbert Knitting Mill and other large mills and factories that dot the landscape along the Mohawk River and Erie Canal.

Today, these historic and architecturally significant structures offer desirable adaptive-use residential condominium and waterfront resort development opportunities that advance the City's vision as a vibrant bedroom community that attracts tourists and visitors throughout the Mohawk Valley and beyond. The building blocks in terms of infrastructure, zoning and City leadership are in place to facilitate current and projected DRI development projects.

Disconnected Pedestrian Infrastructure Limits Downtown District Access and Commerce

The Downtown Waterfront District is challenged by vehicular dominance and a disconnection between the Northside neighborhoods and Main Street to Canal Side and the waterfront and the south side residential area/Empire State Trail.

Addressing this isolation and walkability problem will require a pedestrian & bike connectivity loop and the implementation of micro-mobility options throughout the district. Reconnecting the heart of the City creates new opportunities for live/work entrepreneurs, breweries, cafes, galleries, downtown living and increased commerce for Main Street and Canal Place restaurants, retailers and businesses.



Looking north from Albany Street, showing the iconic Masonic Temple to the left, the former Jefferson Hotel in the middle, and the Burrell building on the corner of Main and Ann Street to the right.



The District's Challenging and Changing Demographics

As is the case with many post-industrial cities, Little Falls has experienced a decline in population since its recorded peak of 13,029 in 1920, with a 4% drop between 2010 and 2018. The current population of Little Falls, 6,158 (City and Town) is projected to increase only 1.86% over the next five years without a repopulation initiative to entice young families and commuting professionals to relocate to the City.

While the City of Little Falls population is in decline from its peak in 1920, its draw area continues to play an important role in the livelihoods of the City's residents. Little Falls serves as an essential

commercial and recreational hub supporting an additional 10,901 residents from the surrounding communities of Dolgeville, Oppenheim/Ephratah, Salisbury, Stratford, St. Johnsville and Canajoharie. This daily surge in population is driven by services and amenities not typically available in rural communities including: a 24-bed hospital and emergency room, physicians, dentists, child care facilities, a comprehensive community center, churches, arts & educational programs, shopping, festivals/events, parks, golf course, waterfront and harbor, cinema, community swimming pool, ice skating rink and their favorite restaurants.

Since the pandemic, the City has also benefited from a growing migration trend originating from remote workers and families seeking the charm and safety of a small-town lifestyle, close enough

to occasionally drive to the office if needed; yet far enough away from the hectic, high-density urban way-of-life. While this is a very recent trend—it is nonetheless—encouraging.

A feasibility study is currently underway to restore passenger train service to Little Falls. With easy rail transit between Little Falls, Albany and NYC—relocation interest could dramatically increase.

An important point to make is that our utilities are already sized to accommodate our peak population and more.

Population Analysis:

The City’s population is well educated with 91% holding a high school degree or higher. The school district’s graduation rate of 80-84% has increased from 75-79% in just over five years. The median age is 41 years, median household income is \$42,311, and a median house value is \$77,700.

58% of residents own their home.

Many of Little Falls’ most vulnerable residents (the 24% that live at or below the poverty line) live within the DRI target boundaries which also overlaps the designated New York State Opportunity Zone. While repopulation is a key driver in the City’s overall DRI strategy, supporting this vulnerable population is of paramount importance in realizing the DRI vision to support cultural inclusion and community integration. High priority projects include: the Main Street Canopy & Streetscape project opening up 65,000 SF or residential loft space, the Pedestrian & Bike Connectivity Loop connecting the Downtown Waterfront District to the 750-mile Empire State Trail, 2-Way Traffic Conversion on Albany Street, Free Citywide Fiber/WiFi, Additional Downtown Waterfront District Parking and Public Art & Wayfinding Signage directing residents and visitors to points of interest.

Key Demographic Indicators	New York State	Herkimer County	Little Falls
Population	19,299,981	60,531	4,571
Median Age	39	44	41
Language other than English Spoken at Home	30.6%	5.47% (4% IndoEuropean)	6.83% (4% Spanish)
Veterans	705,924	4,668	260
Foreign Born	23%	2.6%	2.2%
High School Degree or Higher	86%	90%	91%
Bachelor’s Degree or Higher	35%	21%	26%
Median Household Income	\$68,486	\$54,646	\$42,311
Median Property Value	\$302,200	\$95,800	\$77,700
Persons in Poverty	14%	14%	24%
Owner-occupied Housing	54%	72%	58%



Catalysts for Revitalization

The City of Little Falls is experiencing a rebirth fueled by an extraordinary community commitment, growing interest from developers, and an uptick in residential relocations. What seemed almost impossible just a few years ago, is now a reality, with the City on the cusp of finally seeing its revitalization strategy take hold. With the proposed DRI investments, these grassroots efforts could quickly reach a tipping point for the City’s long-term, sustained prosperity.

1. Enhancing Walkability, Bikeability & Vibrancy

An essential part of reconnecting residents and visitors to restaurants, shops, parks, arts and cultural events within the Downtown Waterfront District is restoring the historic infrastructure that once provided extraordinary walkability. By leveraging much of this historic infrastructure and adding natural connecting points with a Pedestrian & Bike Connectivity Loop, the District is fully connected once again.

This 3-mile project maximizes the City’s natural and historic assets as points of interest for residents and visitors to enjoy. It also fuels commerce by reconnecting these disparate areas that today are not safely accessed except by motor vehicle.

The Pedestrian & Bike Connectivity Loop also

provides a convenient entrance to the Downtown Waterfront District from the recently completed 750-mile Empire State Trail for approximately 40,000 cyclist who normally would transit past the City each year.

The Empire State Trail is particularly popular for residents and the thousands of cyclists that currently visit the City each year in search of lodging, recreational activities, dining, and entertainment. With improved access to the City via the proposed Pedestrian and Bike Connectivity Loop, the numbers of visitors and residents entering the Downtown District will increase exponentially.

By working in collaboration with NYPA’s Reimagine the Canal Initiative to extend the eastern portion of the loop to include the rock climbing area at Moss Island, Lock 17, and a future Skybridge across the lock to the Empire State Trail, we’ll create a wide range of attractions for people to explore. It also capitalizes on the City’s unique assets to reinvent ‘the Heart of the City,’ offering an exceptional lifestyle where people prefer to live, work and play.

With funding partners that include the DRI, Reimagine the Canal, Empire State Trail, NYDOT, TAP and local public and private partners, the vision of a fully connected, exceptionally walkable/bikeable Downtown Waterfront District will be once again realized.

RETHINK

Transformational Growth

REBUILD

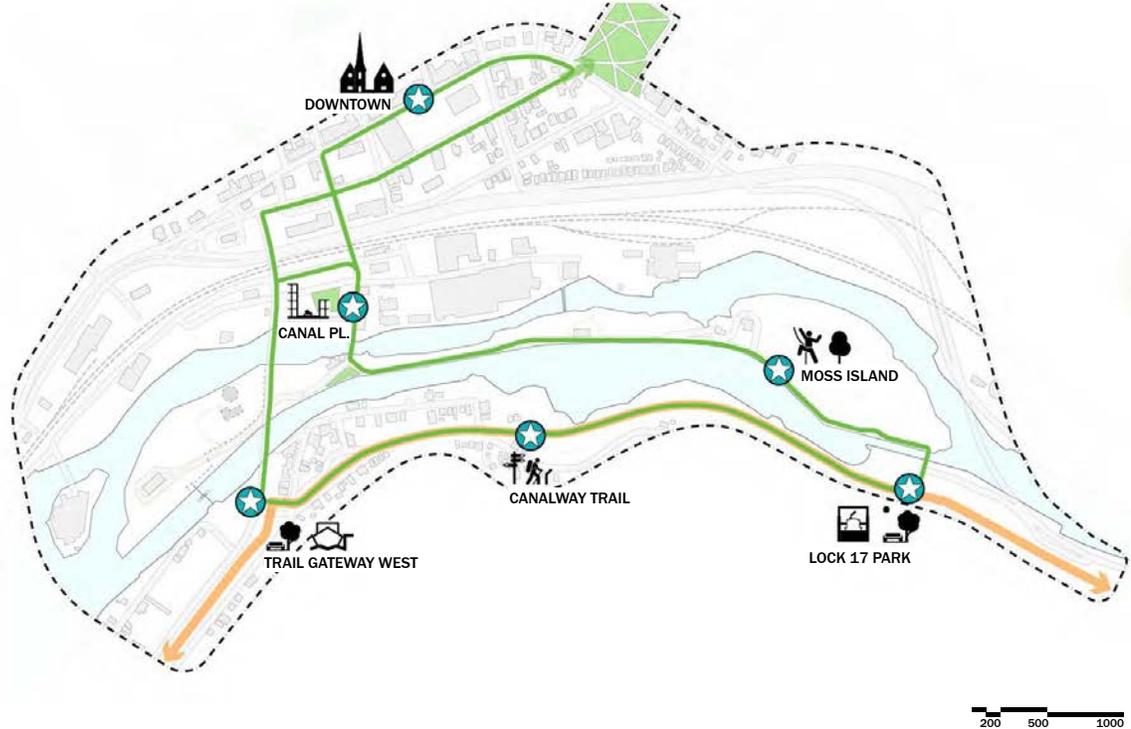
Infrastructure & Streetscapes

RECONNECT

The Heart of the City

Connecting the Canalway Trail and Little Falls / Pedestrian and Bicyclists Map Little Falls

Canalway Trail 
Big Loop 



2. Leveraging Downtown Anchors & Historic Assets to Attract Business Investment & Relocation

At the center of the Downtown District is an iconic Main Street with one of the prominent architectural features being the vintage canopy. The unique look of Main Street captured the attention of filmmakers in 2018 when the science fiction horror film, *A Quiet Place*, directed by John Krasinski, was filmed here.

However unique, the canopy protecting the businesses along Main Street is in drastic need of replacement. The canopy replacement project includes a refreshed period design, reinforcement of the canopy structure to be used as a fire escape to support upper level living, seating areas, and potential space for outdoor restaurant service. Streetscape enhancements include: park-like seating areas, dedicated two-way bike lanes, angled street parking, and

upgrades to underground utilities.

The ability of this new canopy to serve as a fire escape is a key component that would create a more desirable, safer residential living environment and open up approximately 65,000 sq. ft. of vacant upper-level floors for redevelopment as residential apartments. Based on the existing 45-minute commuting shed patterns, this much-needed residential availability would be particularly attractive to Utica/Rome commuters seeking a small city lifestyle alternative.



A scene from 'A Quiet Place', downtown Little Falls.

1918 City Hall Renovations

Little Falls Preserve Our Past and the City of Little Falls contracted Crawford & Sterns Architects in 2014 to generate a needs assessment report of the historic City Hall building.

The current occupants of the building include: Little Falls Fire Department, Police Department, Court Clerk and court rooms, City Clerk, Treasurer, Mayor's office, and Council Chambers, City Engineer, Codes Enforcement and Urban Renewal.

This 3-1/2 story, steel frame building faced in brick and terra cotta in the Classic Revival style is one of the most valued historic treasures in the City and in need of critical repairs as well as environmental safety measures.

The initial phase of addressing these issues gives priority to critical and high priority items in need of immediate attention including: a new boiler along with a facade renovation, correction of leaks at the front gabled pediment, a new roof and asbestos/lead abatement.

Main Street Enhancement Fund

The Main Street Enhancement Fund is designed to celebrate the City's historic character, create a cleaner and more inviting atmosphere for new residents and businesses, boost tourism and film industry interest in our iconic Main Street, and encourage commerce among our downtown restaurants and retailers.

This revitalization project will be spearheaded by our local Main Street First group, a 501C(3)



The 1918 City Hall building at 659 E Main Street in Little Falls.



Each year, the City holds its week long Canal Celebration, which includes a parade down Main Street with thousands of people lining the route.

non-profit organization. The project is designed to support the opening of businesses in vacant storefronts on Main Street and generate the momentum and commercial density necessary to attract visitors/residents to the Downtown District. This multifaceted program includes: financial support for lease expenses and tenant improvements, mentoring services in the areas of marketing/social media, business planning, and legal support provided by knowledgeable business leaders.

Dispersement of funds will occur through a juried selection with a scoring system that includes: financial realities, a robust business plan concept, community need, the applicant's experience and support network, applicant financial strength, and additional points for supporting underserved populations as defined

by the State of NY.

The vision of this revitalization project is that property owners will see an increase in the value of their properties and the revenue potential of developing their upper-level floors into residential apartments, made possible by the structural changes and fire-escape features of the DRI Main Street Canopy project. The addition of fire escapes to these properties opens up approximately 65,000 SF of residential rental income for Main Street property owners.

With refreshed storefronts and renovations to the properties on Main Street, business owners will attract more customers, resulting in increase traffic, sales and referrals. As sales improve and buildings appreciate in value, the entire community benefits from a downtown that is

more vibrant, cleaner and safer.

A reinvigorated Main Street becomes a catalyst for business growth and investment, providing residents with access to a broader range of high-quality goods/services, cultural enrichment, entertainment, and residential housing options.

3. Create Amenities to Enhance District Living & Quality of Life

Two-way Traffic Conversion: Albany Street

Currently, traffic flow through the Downtown District consists of a one-way traffic configuration along Main and Albany Streets, presenting a confusing and difficult to navigate downtown, which was pointed out in a recent SHoP/Buro Happold study. Ease-of-access to businesses and attractions in the district is extremely limited by the existing traffic pattern. Converting the traffic pattern through the Downtown District will provide a more welcoming and easier to navigate downtown, resulting in greater economic vitality for businesses and improved safety for pedestrians and bicycles.

The conversion project includes: evaluating and implementing roadway and multi-use pavement widths throughout the project area, pavement markings, evaluating and upgrading user lighting and traffic lighting, replacing signage, and installing much-needed streetscaping along the routes with green infrastructure to mitigate stormwater runoff, thereby encouraging groundwater recharge and reducing the impact of combined storm and sanitary sewer flows to our treatment facilities.

Complete Streets

The City of Little Falls has incorporated the transit, equity and health benefits of Complete Street principles into its Comprehensive Plan, zoning code updates, and the recently announced Downtown Waterfront District plan with the 3-mile Pedestrian & Bike Connectivity Loop. Actualization of this pedestrian-oriented vision includes an ongoing communication campaign to educate and engage residents in the transformation process, communicating incremental changes in the District's development practices as they occur.



Green Infrastructure Program

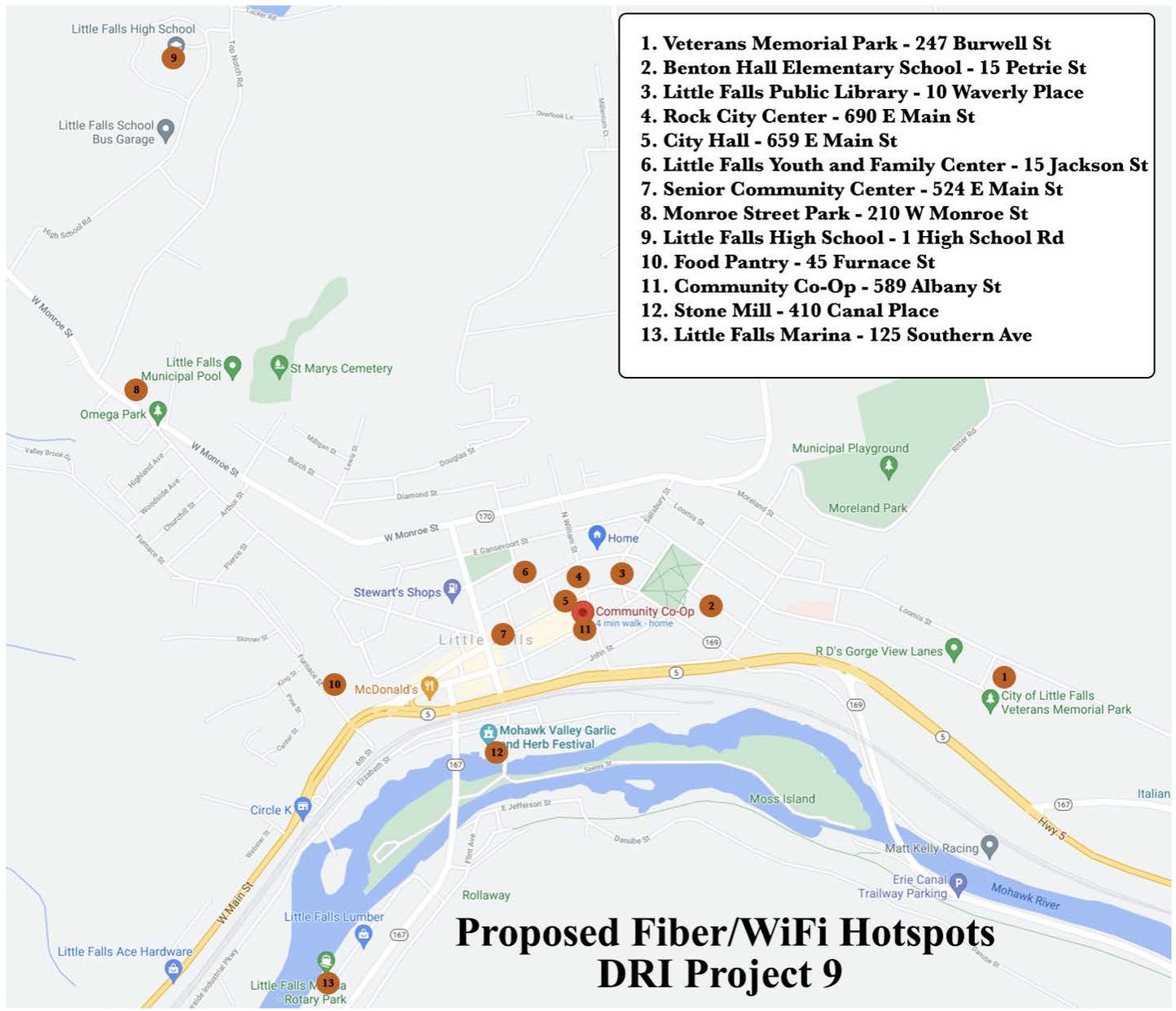
The City of Little Falls is in the early stages of site design for its NYSDEC Stormwater Management Plan. This green infrastructure strategy incorporates site and neighborhood-specific practices with runoff reduction techniques that include a future storm sewer disconnection project along with a full GIGP program to reduce the amount of Stormwater running into the City's sanitary sewer system. The Main Street DRI projects will also incorporate the City's green-design vision with

stormwater planters as part of its streetscape to capture roof runoff from downtown buildings.

Citywide Fiber/WiFi

FirstLight is assisting the City of Little Falls, NY with their effort to provide high speed fiber optic Internet to 13 community anchor institutes within their municipality as part of the Downtown Revitalization Initiative.

The City Wireless Network is a fiber-based citywide wireless network, which works by providing broadband via Wi-Fi to a large part of



**Proposed Fiber/WiFi Hotspots
DRI Project 9**

the City by deploying a wireless mesh network. Wi-Fi and broadband Internet access are integral to being an active and engaged citizen in today's world. Bridging the digital divide is an important right for our residents and just as important for the future of our city.

Smart city projects, which include a citywide Wi-Fi deployment, are able to move the needle on poverty rates by improving digital citizenship and opening the door to greater opportunity. Fiber optic Internet is currently the fastest, most-reliable Internet service available. Fiber increases download and upload speeds and offers users faster access to various media types and larger file sizes. This problem was highlighted when school children in the City were all trying to work remotely at the same time.

FirstLight, headquartered in Albany, New York, provides fiber-optic data, Internet, data center, cloud and voice services to enterprise and carrier customers throughout the Northeast and mid-Atlantic connecting more than 9,000 locations in service with more than 30,000 locations serviceable by their more than 20,000-route mile network. FirstLight offers a robust suite of advanced telecommunications products featuring a comprehensive portfolio of high bandwidth connectivity solutions including Ethernet, wavelength and dark fiber services as well as dedicated Internet access solutions, data center, cloud and voice services. FirstLight's clientele includes national cellular providers and wireline carriers and many leading enterprises, spanning high tech manufacturing and research, hospitals and healthcare, banking and financial, secondary education, colleges and universities,

and local and state governments.

Additional Wi-Fi hotspot locations will be utilized from the NYPA Street Lighting/Smart Cities Project.

Mirco-Mobility - Inclusive Community Initiative

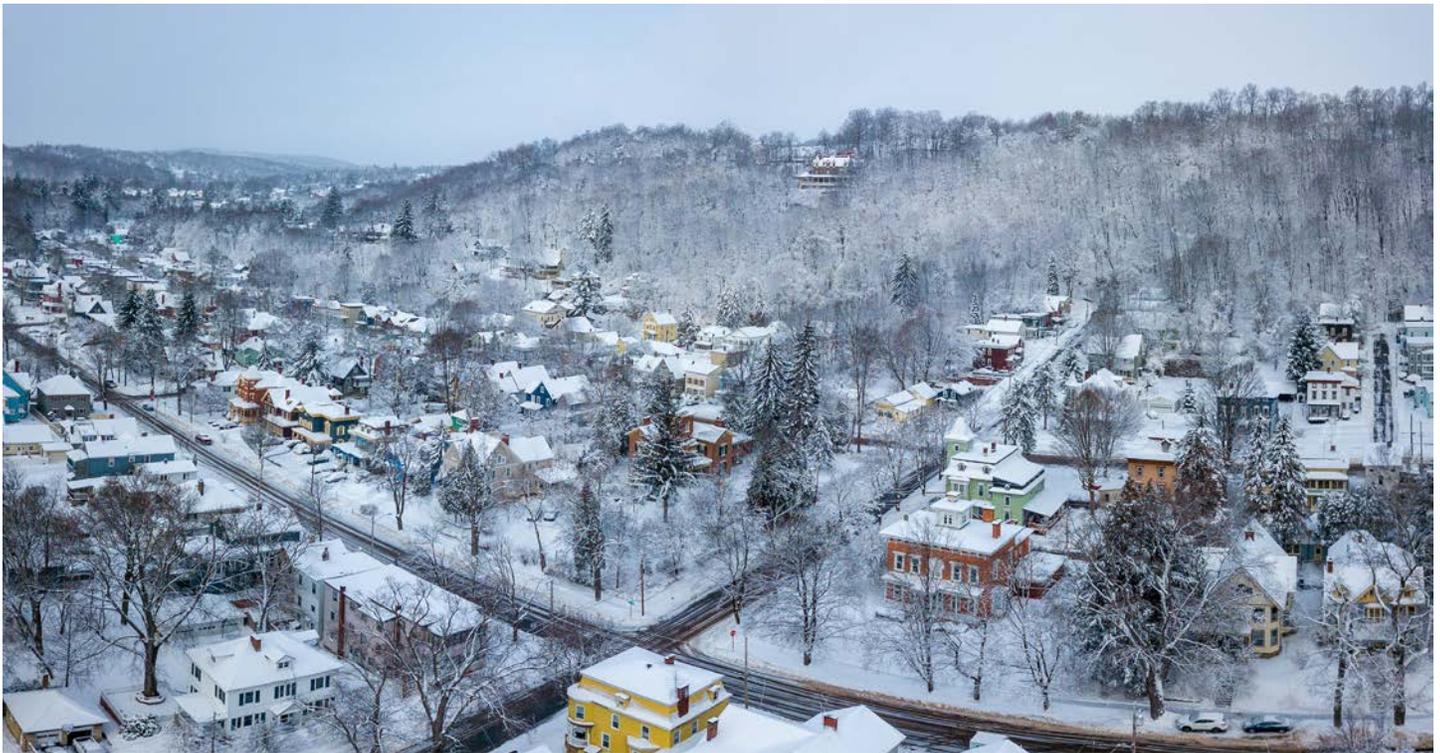
The City's scooter and bike mobility project is an innovative solution to expanding and enhancing mobility throughout the Downtown Waterfront District and beyond. Offering access to rentable dock-less bikes and scooters equipped with GPS for our residents, workers and visitors that would have access to healthy, environmentally sustainable transportation alternatives that would connect the District.

This project is a public/private partnership with City approved micro-mobility providers. The City would designate stations on Main Street, Canal Place and the Harbor to accommodate bike/scooter rental. The project also includes repair stations throughout the City to leverage the growth of bicycle tourism, national bike tours, and the 750-mile Empire State Trail where approximately 40,000 cyclist pass through the City each year.



I envision the Downtown Waterfront District will...

"Continue to be a driving force to steer the community to be a model place to live and to raise a family."



Historic District Housing Fund

The Historic District Housing Fund offers low-interest loans and grants to owners of historic residential properties within the eastern portion of the Downtown District that are in need of rehabilitation. These areas include: portions of East Main Street, Albany Street, John Street, Hancock Street and Petrie Street. Census data indicates over 50% of the residents in this area are of lower income and cannot get conventional financing due to income level and/or the condition of the build and area. Funds generally apply to exterior work or structural repairs to facilitate housing rehabilitation, stabilize living conditions and eliminate health/safety problems, as well as neighborhood blight.

4. Enhance Public Places for Arts & Cultural Events

Event Hall Upgrade: 1914 Historic Masonic Lodge

The historic Masonic Lodge, a castle-like structure perched above Main Street, has been part of the City's downtown heritage for 106 years. Over the years, this 175-capacity auditorium with stage, and commercial kitchen has hosted countless weddings, art events, and musical performances.

The hall's intimate setting, ornate victorian details and extraordinary acoustics make it a favorite among residents, visitors and performers. With a growing interest from event planners to bring more live music

performances to the City, there is an immediate need to modernize this hall for handicap accessibility. This renovation project includes handicap entrance ramps, the relocation of bathrooms to the event hall level, new plumbing in the kitchen, entryway painting, and plasterwork.





The historic 1914 Masonic Lodge, which in the past, has been home to many arts and cultural events.

Sterzinar Park Improvements - Riverwalk

Sterzinar Park, originally designed as a passive recreation area at the center of Canal Place, has become an increasingly important hub for arts & cultural events, festivals, musical performances and plays. The Sterzinar Park Improvement project

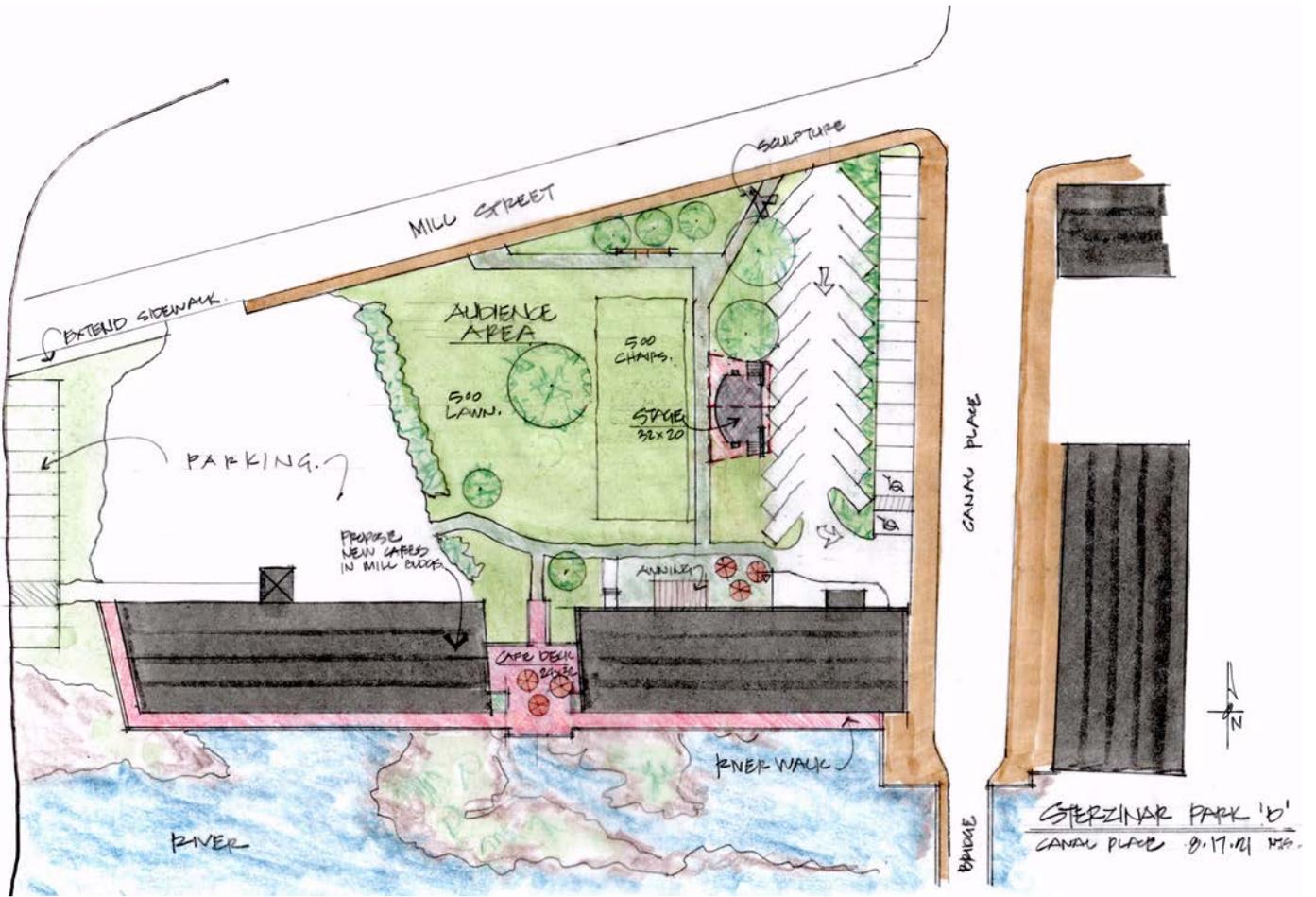
Next Page - Top Right - Overhead view of new park layout, relocation of stage area, additional parking, and deck with river walkway. Bottom Right - View of the walkway over the canal and behind Stone Mill and the Antique Center.

funds the relocation of the current performance stage to accommodate larger audiences with 500 chairs and a 120-seat outdoor dining area, site lighting, sidewalks, pavers, a canopy for the stage, landscaping and a river deck observation area.

I envision the Downtown Waterfront District will...

"Preserve the integrity of the small town Main Street type feel of Little Falls."

DRI Community Survey Input ...





5. Stimulate Physical/Social/Economic Development

Increase High-Quality Child Care Capacity

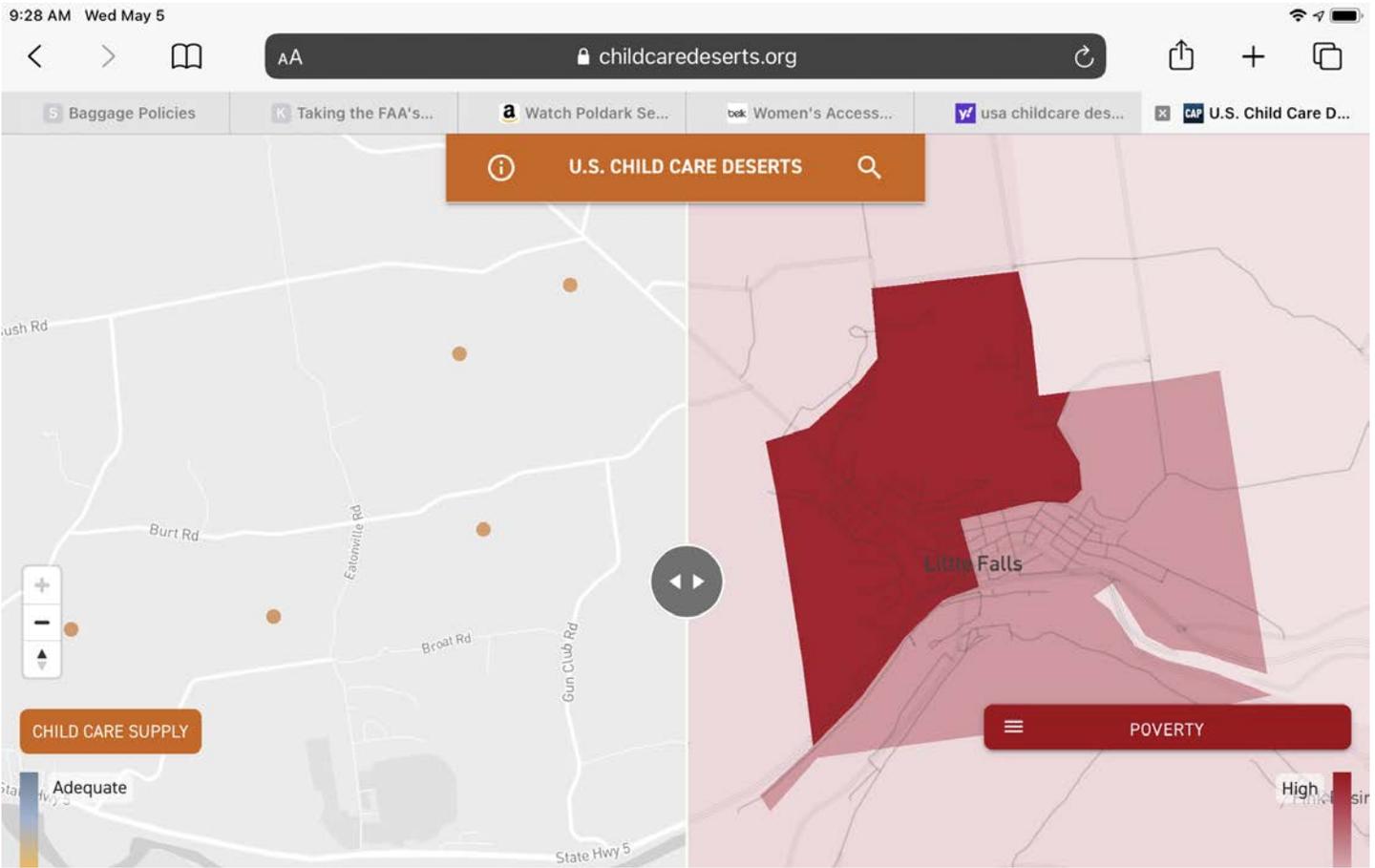
Little Falls is a child care 'desert' with only 8 home-based day care facilities within a five mile radius.

With 724 children under the age of 12, the current 72-child care capacity is woefully inadequate. The problem is particularly concerning for those with infant-age children, where there is a 2-year waiting list at The Little Falls Youth & Family Center's certified childcare facilities at 45 Furnace Street. This is one of only a handful of certified facilities in Herkimer County.

This DRI project will initiate much needed facility improvements to its 43 & 45 Furnace Street

facilities at the cost of \$407,000, and it's 524 E. Main Street property at the cost of \$245,000. The upgrades will modernize and repurpose facilities for increased daily child-care capacity by adding 324 SF to accommodate an additional 10 slots (from 36 to 46) at the Furnace Street Property and 25-35 temporary slots at the Main Street facility, used when school facilities are unavailable.

Upgrades include: Roof replacement, HVAC and lower level program space repairs for 524 E. Main Street including windows, door, and paint. Enhancements to 43 & 45 Furnace Street include: 324 SF building addition, window replacements, boiler, parking lot paving, painting, repairs and maintenance. Also included for both properties is distributed WiFi infrastructure with operations, security and control access and four workstations for free Internet accessibility to low income families.



DOWNTOWN IDENTIFICATION

Proposed DRI Boundaries



Detail the boundaries of the targeted downtown area or neighborhood, keeping in mind that there is no minimum or maximum size, but that the area should be concentrated and well-defined. Neighborhoods beyond traditional central business districts are eligible if they can meet other criteria making them ripe for investment. Include a map that clearly delineates the area to be included in the downtown revitalization area.

The Downtown Waterfront District, and the City’s proposed DRI Boundary, combine two historically separate districts into a unified, vibrant City center, connecting Main Street and the Canal Place waterfront as the central business district. Each of the City’s downtown components enjoy a very distinct ambience, historic assets, and character.

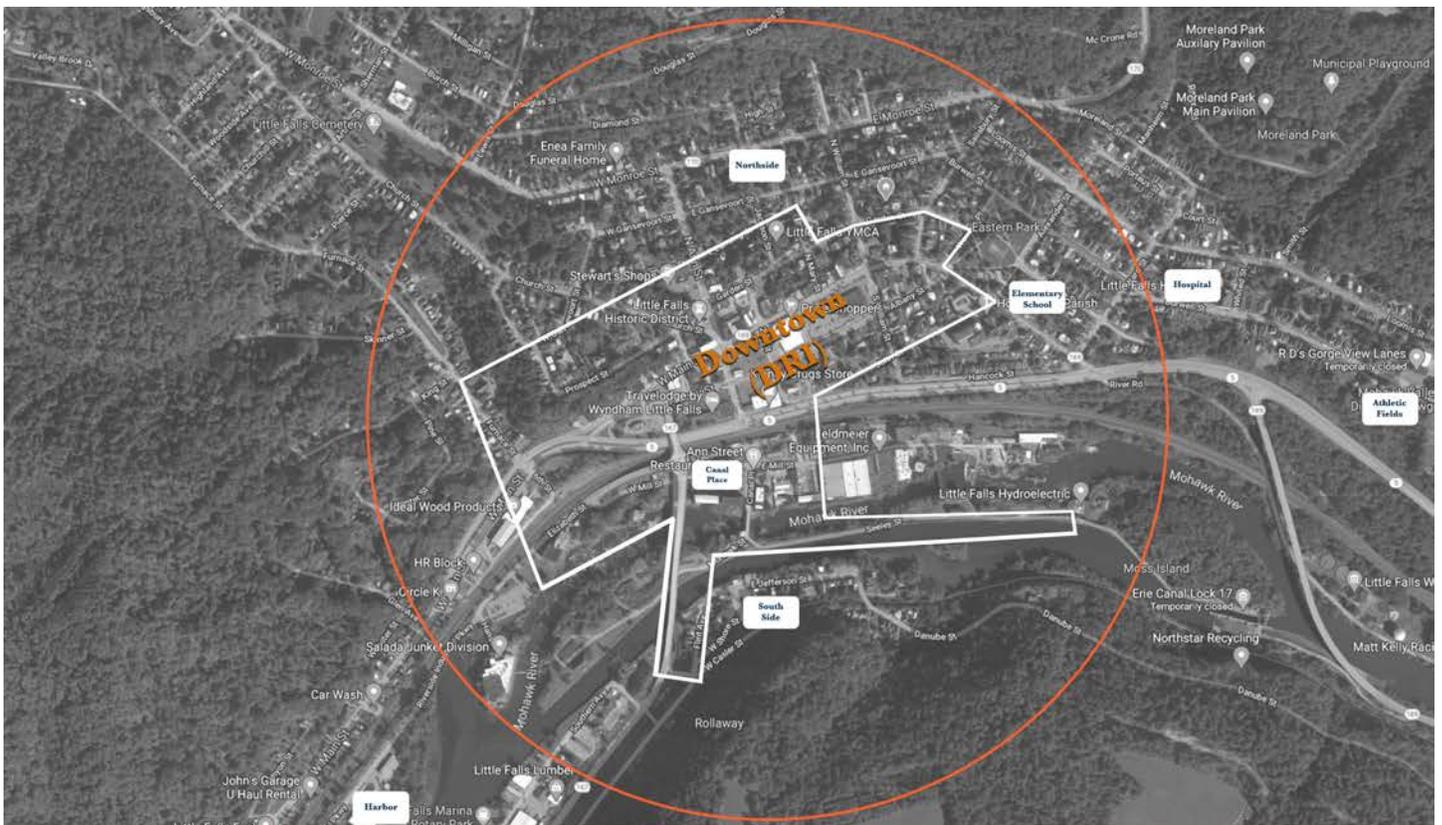
Main Street embodies Little Falls’ authenticity and distinctive downtown character with its iconic storefront canopies, well-preserved collection of 19th century buildings and its historic 3-1/2 story, Classic Revival City Hall. It’s a post-card perfect setting that continues to attract visitors, cinematographers and movie producers. Main Street is anchored on the west side by Furnace Street and State Route 5, and on the east side by State Route 169 and State Route 5.

Canal Place was originally the industrial hub of the City with mills, manufacturing and warehousing along the Erie Canal and Mohawk River. Over the years, the decline of the industrial age and resulting loss of manufacturing opened up this historic area up to new development along the waterfront as a robust arts & cultural district with galleries, retail shops, office spaces, residential apartments, dining, lodging and

“The City must accept and encourage natural economic trends, and use all available tools to include zoning, creation of adequate parking facilities, and economic incentives to concentrate and expand the business, cultural, recreational, entertainment, and residential uses of the Central Business District.”

— Little Falls Comprehensive Plan (2018)

recently artisan beer crafting. Today, residents and visitors shop, lodge, dine and seek entertainment equally between Main Street and Canal Place, a short two-blocks away. Canal Place is anchored on the west side by Elizabeth Street, W. Mill Street and State Route 167 (to 5s), and on the east side by E. Mill Street and S. William Street.



CONTEXT MAP

Legend

-  DRI Target Area Boundary
-  .5 Mile Radius - 10 Minute Walk
-  Little Falls Place Names



Little Falls Downtown Revitalization Initiative (DRI)

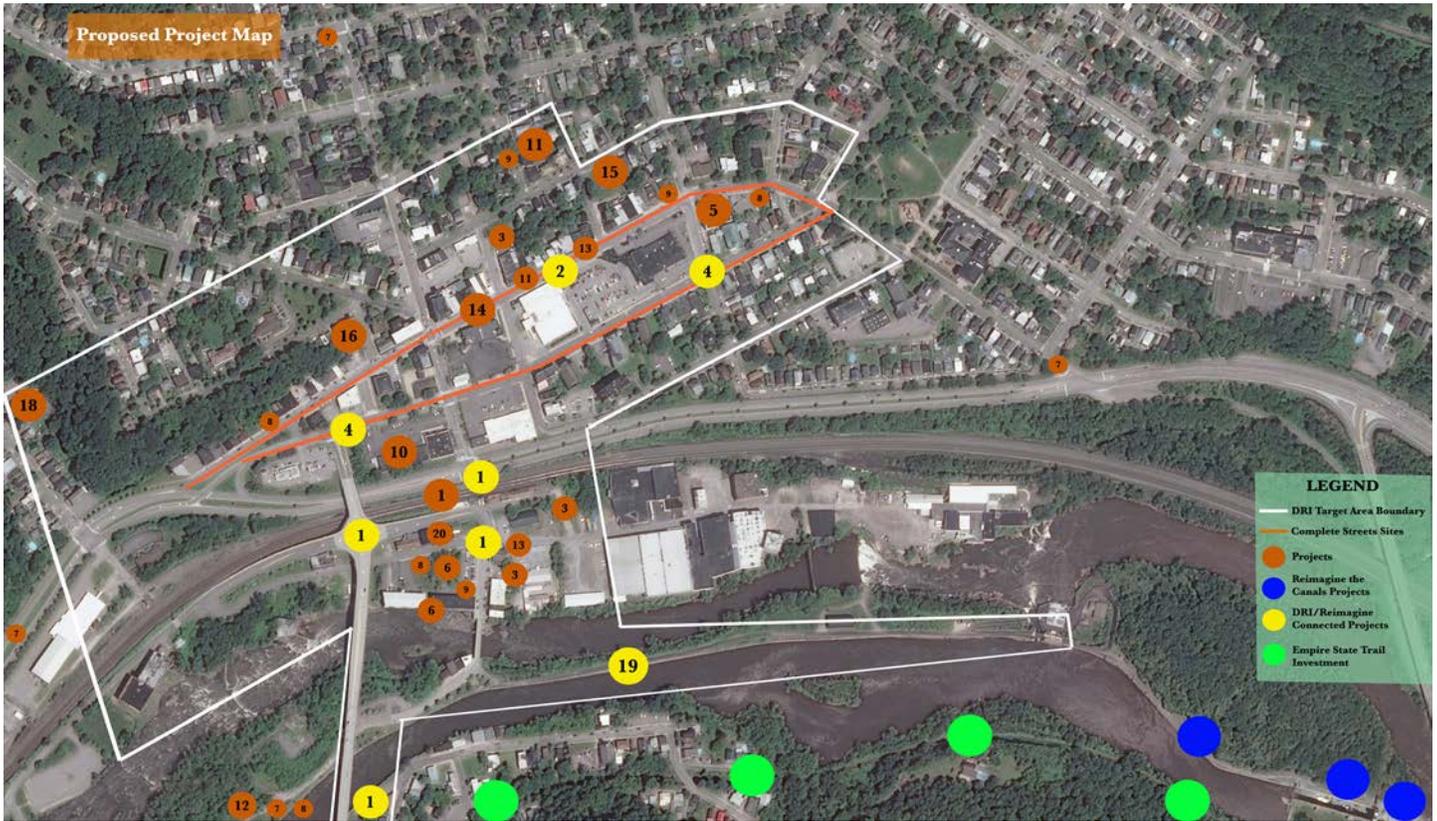
DRI Proposed Project Map

To support the City’s expanding economic vision, the Downtown Waterfront District will need to maintain a diverse mix of office, residential and entertainment options, improve transit and pedestrian access into and within the commercial core, and reconnect pedestrian/bike transit across the Erie Canal and Mohawk River.

The **Downtown District** (Main Street) focuses on professional businesses, banking, retailing, grocery, movie theater, bakery, meat market, restaurants, city services and residential lofts with less emphasis on greenspace. The street is typical of fast-paced pedestrian movement in urban settings. Walkability, e-Mobility, lighting and parking are of paramount

importance here.

The **Arts & Cultural District** (Canal Place) is anchored by Sterzinar Park and Benton’s Landing and focuses on quaint shops, dining, lodging, entertainment and tourism along the waterfront. Its unique late 1800s to early 1900s industrial architecture of historic textile, knitting and water-powered paper mills, hydro plants and factories offers an edgy vibe with breathtaking views of cascading rapids along the Mohawk River and steep rock cliffs descending sharply into the Erie Canal. Pedestrian bridges, e-Mobility, lighting, parking, and easy access to the south side neighborhood, the Harbor/Rotary Park, and Moss Island recreational activities are of paramount importance to this district.



RETHINK
Transformational Growth

REBUILD
Infrastructure & Streetscapes

RECONNECT
The Heart of the City



Past Investment, Future Investment Potential

Describe how this DRI area will be able to capitalize on prior private and public investment and catalyze future investments in the neighborhood and its surrounding areas. Describe recent planning efforts that support public and private investment in the proposed DRI area.

Recent Planning Efforts:

The following plans support the Downtown Waterfront District public and private investments:

- NYS Brownfield Opportunity Program Revitalization Report (2020)
- John Zogby Strategies — Little Falls Rising: A Good Story, A New Narrative (2019)
- Little Falls Comprehensive Plan (2018)
- Little Falls Local Waterfront Revitalization Program (2010)
- Erie Canalway Preservation and Management Plan (2008)
- SHoP/Buro Happold Little Falls Connectivity Study (2021)
- Little Falls Railway Station Feasibility Study (2021)

Initiatives & Projects	Past/Current Investments	Proposed DRI Investment	Future Investment
Walkability, Bikeability & Vibrancy			
Pedestrian & Bike Connectivity Loop		\$2,250,000	
Train Station			\$5,000,000
Seeley Street Promenade		\$2,100,000	
Pedestrian/Bike Mobility—Pedestrian Overpass Bridge (Phase 1)		\$5,350,000	
Regional Economic Development Council grant (ESD) 2019 community-wide trunk sewer study to reduce pollution into the Mohawk River	\$30,000		
Community Development Block Grant (2012) City Center Housing Rehab & Main Street Facade	\$400,000		
DASNY Drainage Repairs Grant (2018)	\$470,000		
Leveraging Downtown Anchors & Historic Assets to Attract Business & Relocation			
Main Street Canopy Project & streetscape opening up 65,000 SF of residential loft space	\$12,000	\$6,600,000	
1918 City Hall Asbestos Abatement/Repairs (Phase 1)	\$10,000	\$2,000,000	
Main Street Enhancement Fund		\$750,000	
1930 Vincent Mfg 20 W. Mill St. Redevelopment-Chocolate Factory & Cafe	\$155,000	\$50,000	\$200,000
(2019) REDC-ESD grant-Rock City Dev for Stone Mill Expansion	\$60,000		
Traveloge Expansion		\$420,000	\$2,100,000
Historic Snyder Apartments-Main Street	\$650,000		\$1,000,000
1834 Gilbert Mill, Adaptive Reuse Bourbon Distillery	\$750,000		\$30,000,000
Affordable Housing : KCG Development			\$37,000,000
REDC (EDS) 2020 grant to Feldmeir for expansion	\$2,500,000		
REDC (EDS) 2017 grant to REDCO for plant upgrade & new equipment	\$600,000		
NYS Brownfield Opportunity Area grant 2016 citywide study report	\$81,000		
Little Falls Railway Station Feasibility Study	\$60,000		
Create Amenities to Enhance District Living and Quality of Life			
Citywide Fiber/WiFi		\$650,000	
Micro-mobility—Inclusive Community		\$500,000	



City Dog Park		\$100,000	
Public Restrooms—Canal Place & Main St		\$250,000	
Historic District Fund to facilitate rehab and stabilize living conditions		\$2,000,000	
2011 Affordable Housing Project	\$510,000		
2013 HOME project, Housing Rehab	\$400,000		
2016 Community Block Development Grant Housing Rehabilitation	\$400,000		
2019 HOME project, Housing Rehabilitation	\$419,000		
2010 Community Block Development Grant Senior Housing Elevator-Rockton Plaza	\$400,000		
2018 Community Foundation: LF Public Library Yoga for Teens program	\$1,250		
2019 Community Foundation: LF Micro Fund	\$10,000		
2020 Little Falls Public Library 1st Floor Renovation	\$200,000		
2015 Community Foundation: Valley Cinema upgrade to digital	\$40,000		
2015 REDC-ESD grant: Valley Cinema upgrade to digital	\$25,000		
Rock City Center - Co-working building	3,500,000		
Enhance Public Places for Arts & Cultural Events			
Event Hall Upgrade: Historic Masonic Lodge Performing Arts Venue		\$20,000	\$200,000
Sterzinar Park Improvements: City of LF Performing Arts & Event Venue		1,500,000	
Public Art & Wayfinding Installations at Canal Place and Main Street		\$750,000	
NYS-CA-CNY Arts grant for arts and cultural events to LF YMCA (2018, 2019 & 2020)	\$11,500		
Stimulate Physical/Social/Economic Development			
Youth & Family Center Facilities Renovation- Impacting 100,000 individuals annually		\$199,600	\$798,400
Youth & Family Center: Increased Child Care Capacity- renovation Main St & Furnace St		\$130,400	\$521,600
Additional Parking: Convert City-owned lots on Main Street & Canal Place		\$750,000	
2-Way Traffic Conversion: Albany Street		\$3,000,000	
TOTALS	\$11,694,750	\$29,370,000	\$76,820,000

Recent, Impending Job Growth

The existing businesses and industries in Little Falls and Herkimer County are important to understanding the existing economic strengths and assets, as well as to help identify future opportunities for industrial reuse and redevelopment. The Little Falls area, as defined by Zip Code 13365 that includes areas outside of the City, has a number of “industrial” businesses including thirteen (13) manufacturing, four (4) wholesale trade, twelve (12) construction, three (3) transportation and warehousing, and two (2) utilities companies. The table below provides a profile of the industries and businesses in the Little Falls area.

NAICS Code	Industry	# of Firms
22	Utilities	2
23	Construction	12
31-33	Manufacturing	13
42	Wholesale Trade	4
44-45	Retail Trade	22
48-49	Transportation and warehousing	3
51	Information	3
52	Finance and Insurance	6
54	Professional, Scientific and Tech Services	4
56	Administrative and support and waste management and remediation services	3
62	Health Care and Social Assistance	16
71	Arts, Entertainment and Recreation	5
72	Accommodation and Food Service	21
81	Other Services	21

Source: U.S. Census Bureau, 2016 Zip Code Business Patterns

The City’s major industrial employer is Feldmeier Equipment, which is a manufacturer of stainless-steel tanks, vessels, skidded systems, silos and tubular heat exchangers. The company employs approximately 150 employees and recently invested millions of dollars in a new facility in the Riverside Industrial Park. There is also a notable concentration of wood products-related economic activity in Little Falls including Twin Rivers Paper Company that employs approximately 60 workers and Ideal Wood Products that employs another 50.

Other manufacturing activity in the City includes Vincent Manufacturing, also located in the district, which processes cotton material for furniture and bedding. The City had been home to REDCO Foods until 2018 when it closed its Salada brand tea-making plants within the BOA on Hansen Island. This facility was recently purchased by Luminati Aerospace to relocate its carbon-fiber helicopter blade business to Little Falls, which could add approximately 30 jobs over the next few years.

Industry Opportunities

Industry growth trends were examined to identify opportunities that may be aligned with available industrial spaces in Little Falls. The data analysis examined trends at the county-level due to data



Feldmeier Equipment facility along the Industrial Park in Little Falls.

limitations at the local level and the importance of considering broader regional economic trends. Based on the most recent data available, manufacturing has seen strong growth adding over 450 jobs in the county from 2012 through 2016 – an increase of 17%. Wholesaling has also seen growth, but it overall is a small sector relative to manufacturing. Similarly, transportation and warehousing has shown growth but provides only 249 jobs in the county as of 2016.

Within the manufacturing sector, fabricated metal product manufacturing is the most significant, providing over 2,100 jobs (67% of all manufacturing jobs in Herkimer County). Businesses in this industry transform metal into intermediate or end products (other than things like machinery, computers and electronics). It includes activities such as stamping, forging, and forming metal into metal products, such as cutlery, hand tools, tanks, bolts, nuts, and screws.

Much of the wholesaling activity is linked to this manufacturing sector, including machinery, equipment and supplies merchant wholesalers and industrial machinery and equipment merchant wholesalers. Food manufacturing is another significant subsector accounting for nearly 400 jobs (nearly 13% of all manufacturing jobs).

The chart below shows a high-level overview of industry growth trends from 2012 through 2016 for Herkimer County.

NAICS Code	Industry	2012 Employment	2016 Employment	Change (2012 - 2016)	Percent (2012 - 2016)
22	Utilities	40	37	(3)	-7.5%
23	Construction	572	533	(39)	-6.8%
31-33	Manufacturing	2,676	3,130	454	17.0%
42	Wholesale Trade	543	596	53	9.8%
44-45	Retail Trade	2,089	2,041	(48)	-2.3%
48-49	Transportation and warehousing	228	249	21	9.2%
51	Information	unavailable	80	unavailable	unavailable
52	Finance and Insurance	287	315	28	9.8%
53	Real estate and rental and leasing	108	122	14	13.0%
54	Professional, Scientific and Tech Services	194	156	(38)	-19.6%
56	Administrative and support and waste management and remediation services	189	243	54	28.6%
61	Educational services	51	56	5	9.8%
62	Health Care and Social Assistance	2,300	2,330	30	1.3%
71	Arts, Entertainment and Recreation	unavailable	156	unavailable	unavailable
72	Accommodation and Food Service	1,443	1,503	60	4.2%
81	Other Services	753	797	44	5.8%

Source: U.S. Census Bureau, 2016 County Business Patterns

Little Falls Business Investment, Relocations & Job Growth

Recent Commercial Real Estate Investments in Target Area: (\$24.35 million)

- Rock City Centre Building (2020) \$3.6m estimated
- Rock City Development, LLC (2017-2020) \$3.1 million
- Daniel Preston Investments (2017-2021) \$4.2 million

30 New Business Launches in Target Area

31 new businesses were opened in Little Falls over the past 6 years. 60% opened during the last three years.



5 new businesses in 2020
8 new businesses in 2019
6 new businesses in 2018
2 new businesses in 2017
4 new businesses in 2016
2 new businesses in 2015
4 new businesses in 2014

- Copper Moose Ale House (2021 - new ownership)
- Italian Feast (2021 - new ownership)
- Ironrock Brewing Company (2019)
- Canal Side Inn (2019 - reopened new ownership)
- Stone Mill Inn —9 room Inn (2019 - reopened new ownership)
- Mohawk Microgreens (2020)
- MyLitteFalls (2018)
- Funtech Providers (2019)
- Ruggiero's Tap & Tavern (2018)
- Little place on Main (2014)
- John Healy Agency (2016)
- Coco's Bazaar(2017)
- Body Siense (2018)
- Kress Physical Therapy (2018)
- A&W Greenhouse and Gardens (2020)
- Ace Hardware (2017)
- Fitness Farmacy (2015)
- PrimaDonna's Boutique (2016)
- ArtDoor Gallery (2019)
- Cafe @ the Stone Mill (2019)
- Northstar Recycling (2014)
- Rock City Development, LLC (2019)
- Showcase Antiques of CNY(2015)
- UPS Store (2020)
- Mangia McCrina (2020)
- Rock City Barbershop (2019)
- Bonita's Sandwich Chef (2018)
- Towpath VisionCare (2014)
- Greater Mohawk Valley Land Bank (2018)
- Twin Rivers (2016)
- Creative Outpost, Inc. (2021)

Jobs— New Business/ Relocations: (117 jobs)

- Luminati Aerospace (2019) projecting 10 new jobs by 2022 (Relocated from Long Island)
- Northstar Recycling (2015 with 4 employees, grown to 45 employees in 2020) 49 new jobs projected 2022 (Corporate headquarters MA)
- Cocoa Prieto Chocolate Factory/Cafe (coming 2021) 5 new jobs projected (relocated from Brooklyn)
- Daneli Partners (2018) 4 new jobs (MA)

- TILTX (2019) 2 jobs (relocated from TX)
- Fun Tech (2019) 2 jobs (relocated from NYC)
- Mohawk Hospital Equipment/Mohawk Healthcare 100,000 sq. ft. Facility in Industrial Park (2019) 27 new jobs (relocated from Utica)
- Travel Lodge Expansion (2022) 4 new jobs
- Youth & Family Center Childcare Expansion (2022) 4 new jobs
- Ironrock Brewing Company (2021) 10 new jobs

Future Investment

Little Falls is Primed for Growth over the next Decade with Future Projects

Our City's DRI vision is only half of the story. All the things that make Little Falls a great place to live, work and play— are the same things that make it a great investment opportunity for developers.

Today, there are over \$76.8 million in future development projects beginning or underway that exemplify the City's new wave of business vitality, social improvement and cultural renewal. These projects cover investments in real estate, placemaking, waterfront development, historic renovation, downtown redevelopment and residential development.

Little Falls offers developers several advantages including a much lower cost of entry making it possible to diversify and invest in multiple properties for the price of one urban luxury property. It's central location, business-friendly environment, and the fact that portions of it are situated within an Opportunity Zone add to its appeal.

ZAIDA - A KCG Companies development

Zaida is KCG Development's proposed new construction, multifamily community situated off Valley Brook Drive in Little Falls, NY. This \$37M investment will offer a mix of 150 one-, two-, and three-bedroom apartment homes with in-unit and community amenities catering to area professionals and young families earning between 60-120% of the Area Median Income.

Little Falls, NY has special character and offers quality of life experiences and amenities unsurpassed by anywhere else in the Mohawk Valley. Most of the City's housing stock is older, with 75% of the homes built prior to 1939. Existing multifamily housing is primarily characterized by aging single family home conversions and small multi-unit buildings. Renters in the region seeking high quality, multifamily housing with amenities look beyond Little Falls to Utica and Rome.

Zaida will be the first of its kind in Little Falls – a Class A rental community with in-unit and

community amenities tailored toward working professionals and young families seeking high quality, affordable and attractive housing in Little Falls. In concert with other local and regional economic development efforts, Zaida will help to establish Little Falls as a vibrant destination for young families and professionals to settle down.

Established in 2015, KCG is a mixed-use and multifamily housing developer founded on the principle that positive social impact and profitable development are not mutually exclusive. Never taking a "one-size-fits-all" approach, we take pride in our commitment to aligning our vision with that of local stakeholders. Through this customization, we build sustainable communities that represent long-term value and opportunity for residents.

KCG's approach to development and strong values are reinforced by the experience of its team members. Throughout their careers, KCG principals have collectively financed, developed, or built more than \$3 billion of multifamily rental housing. This combined expertise allows KCG

to craft unique, market-responsive development solutions and effectively leverage a wide range of financing sources.

In 2020, KCG was ranked 26th on Affordable Housing Finance’s list of top Multifamily Developers. This success is a testament to their multi-disciplinary development approach and KCG’s strong partnerships with housing agencies, financial partners, local stakeholders, and their residents. KCG Development is the developer and owner of The Lofts at Globe Mill in Utica, New York and AP Lofts in Buffalo, New York.



Urbana at HiOaks – Richmond, Virginia



Sandpiper Terrace – Winder, Georgia



Allendale (proposed) – Saratoga Springs, New York



The Lofts at Globe Mill – Utica, New York

Images of select KCG Development’s communities.

Re-activation of the riverfront with a bourbon distillery at the Gilbert Mill

The concept, put forth by Daniel Preston, is to re-activate the Hansen Island, Gilbert Mill area along the Mohawk River with a new type of recession proof green industry - Bourbon distilling.

By comparison, Ole Smoky’s three East Tennessee distilleries welcomed 4.1 million visitors in 2018. The Ole Smoky Moonshine Holler in Gatlinburg welcomed over 2 million visitors; Gatlinburg’s Ole Smoky Whiskey Barrelhouse welcomed over 900,000; and the company’s Pigeon Forge distillery, The Barn, welcomed 1.1 million.

By comparison, Ole Smoky entertains more than twice as many guests as all of Scotland’s distilleries

combined. According to publicly available data, Scotland’s 74 whiskey distilleries saw 1.9 million attendees in 2017.

Each Ole Smoky distillery location includes working stills and fermentation tanks and an expansive visitor experience, including self-guided tours, tastings, live music and large retail shops featuring Ole Smoky moonshine, whiskey, apparel, accessories and food.

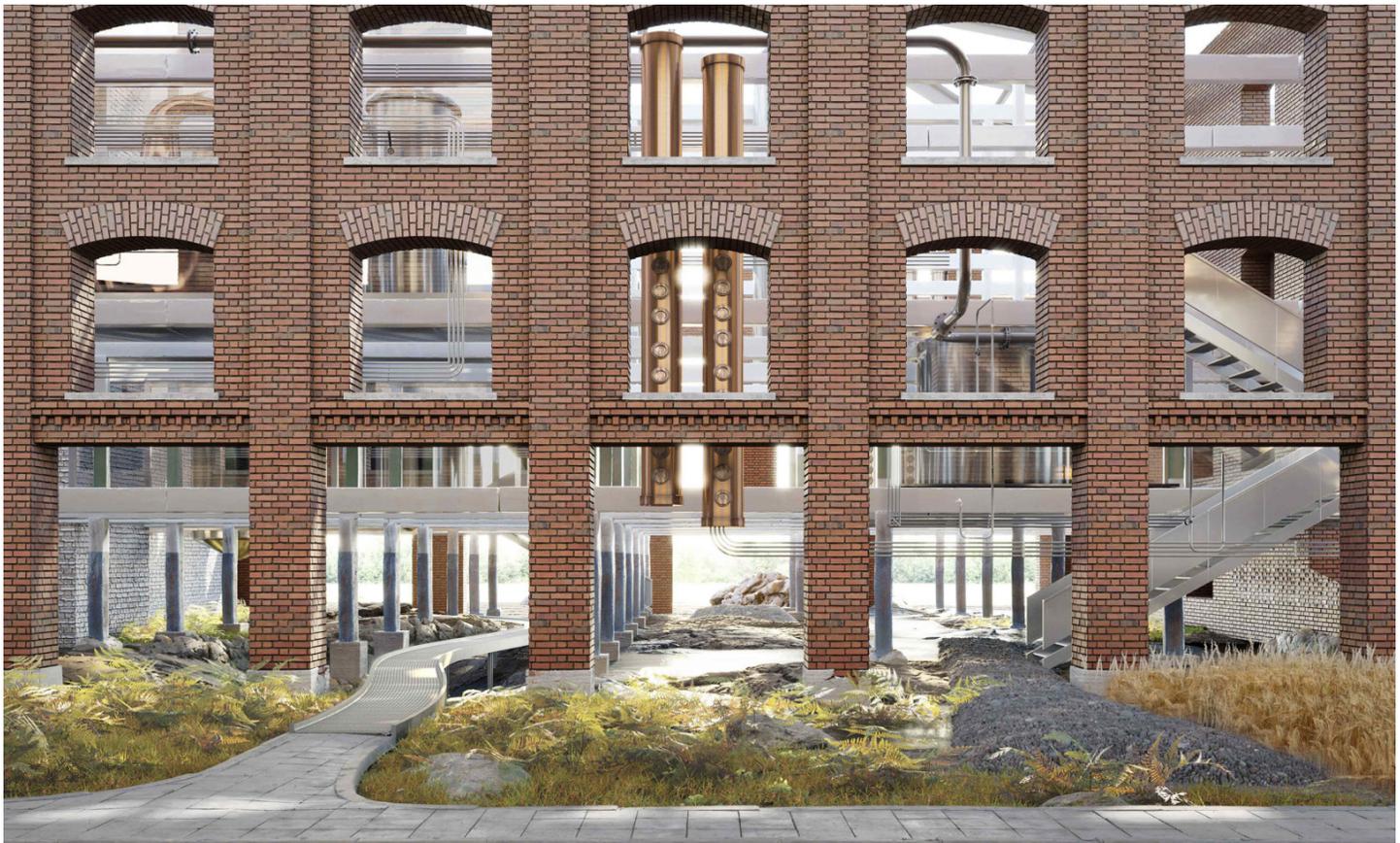
Preston has purchased the property, and hired architects to flesh out the concept.





An aerial and interior view of the proposed Gilbert Mill conversion to a bourbon distillery and tourist destination.





A roadside view looking south at the proposed distillery in the old Gilbert Mill building.

Reintroducing Passenger Rail Service to Little Falls

Passenger rail is an essential element of America’s surface transportation system. The main provider of intercity passenger rail service is the National Railroad Passenger Corporation, also known as Amtrak. Amtrak serves more than 500 destinations in 46 states.

Beginning in the fall of 2021, a consulting team was engaged to explore the feasibility of siting a new railway station and resuming passenger rail service to the City of Little Falls, New York. This initial study, funded through private foundation grants, will examine the history of rail transportation in the region, and seek to identify the infrastructure, alignment, connections, ridership potential, and other related factors necessary to re-establish service to the area.

In addition to analyzing the viability of a Little Falls station, the City’s central location in Upstate New York would also catalyze future service expansions

in surrounding Mohawk Valley communities.

Beyond the infrastructure, engineering, and technical aspects, the project will seek to develop relationships between and among government approval agencies and business and opinion leaders to establish the need and identify the features, and benefits of the Little Falls Railway Station and service. The feasibility review will identify and present fact-based information about the tourism, quality of life, and economic benefits resuming rail service can provide to the communities it will serve.



Lock View Park

Celebrating Iconic Infrastructure Destinations

A study initiated by NYPA, ShoP and Buro Happold, provided insight into how the City could celebrate different iconic infrastructure destinations within the City, such as Lock 17.

Plans are underway to determine signage, additional parking needs, bike parking area, and restroom locations.

Additional plans are to provide a small boat/kayak launch area, pedestrian path, lighting, seating, and add a "Lock Climbing" wall, playground and outdoor movie area.

Celebrating iconic infrastructure destinations / Creating a new park at Lock 17



5. Provide small boat/ kayak launch area east of Lock 17 for convenient route to Herkimer Home.



6. Provide signage and wayfinding to destinations and scenic views.



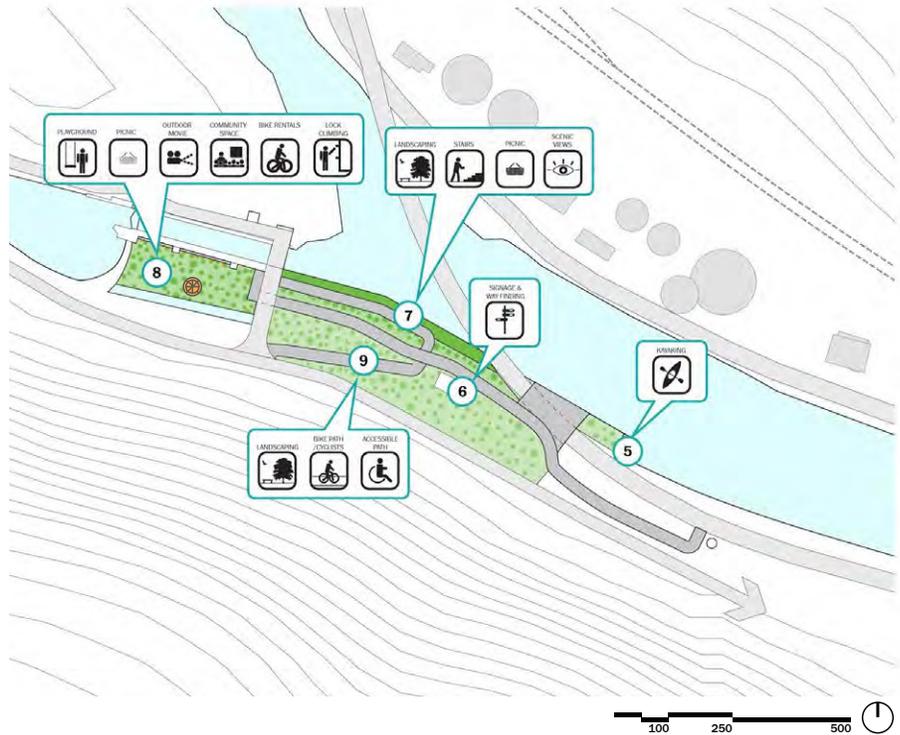
7. Provide pedestrian path, landscaping, lighting, seating for "Lock View Park", an amenity for viewing Lock 17.



8. Remediate Side Pool area. New landscaping and outdoor furniture. Add 'Lock Climbing' wall, playground, outdoor movie area,



9. Renovate existing ADA ramp and provide landscaping, lighting and a bicycle channel at the stair.



Loomis Island Development and Pedestrian Crossing - New Opportunities to Enhance Recreation and Tourism Along the Erie Canal

The proposed concept would reopen the west end of Loomis Island as a nature preserve destination and community space for public use. It would provide waterfront for access to the scenic river views, outdoor furniture, a sculpture park and lighting.

The existing building structure on Loomis Island would be renovated to provide restrooms, picnic areas, bike rentals and boat rental/storage.

Feature lighting would be added for the Guard

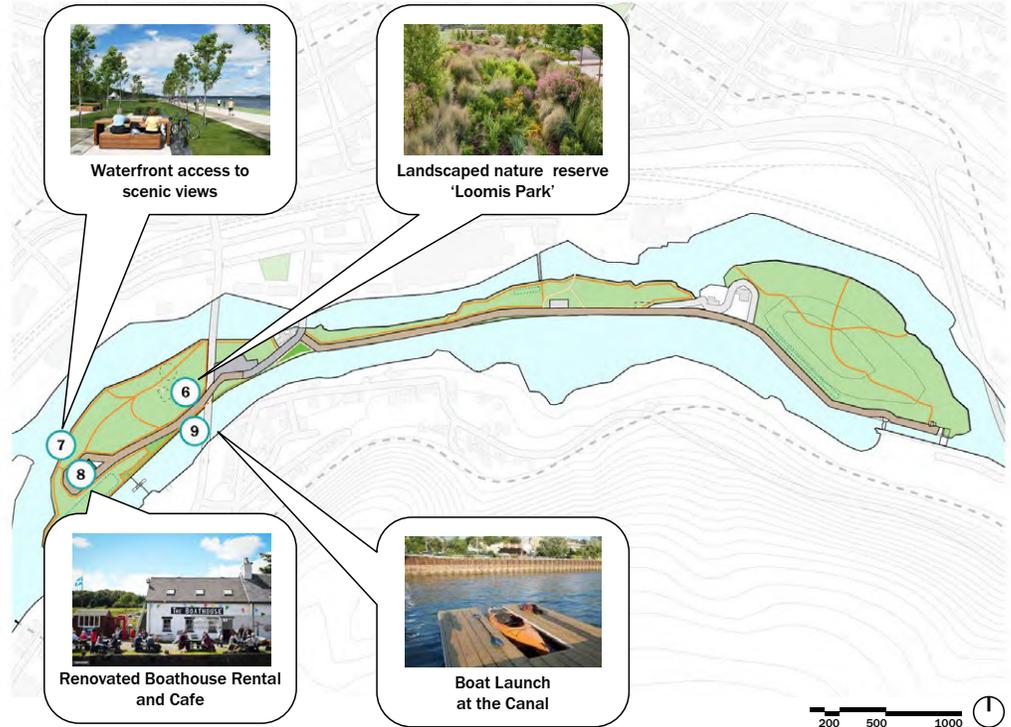
Gate, providing a new infrastructure tourism destination. A new pedestrian crossing to Loomis Island would provide direct access to the South Side and the Erie Canalway Trail, linking in several other DRI projects.



New opportunities to enhance recreation and tourism along the Erie Canal / Moss and Loomis Island Assets

Proposed improvements

- 6. Reopen west end of Loomis Island as a nature reserve destination and community space for public use. Add secondary walking paths with wayfinding signage to scenic destinations.
- 7. Landscape waterfront for access to scenic river views. Add outdoor furniture and lighting.
- 8. Renovate existing building structure on Loomis Island to support tourism. Provide restrooms, picnic areas, bike rentals and boat rental/storage.
- 9. Provide small boat launch location on Loomis Island, option to provide boat rentals at visitor center.

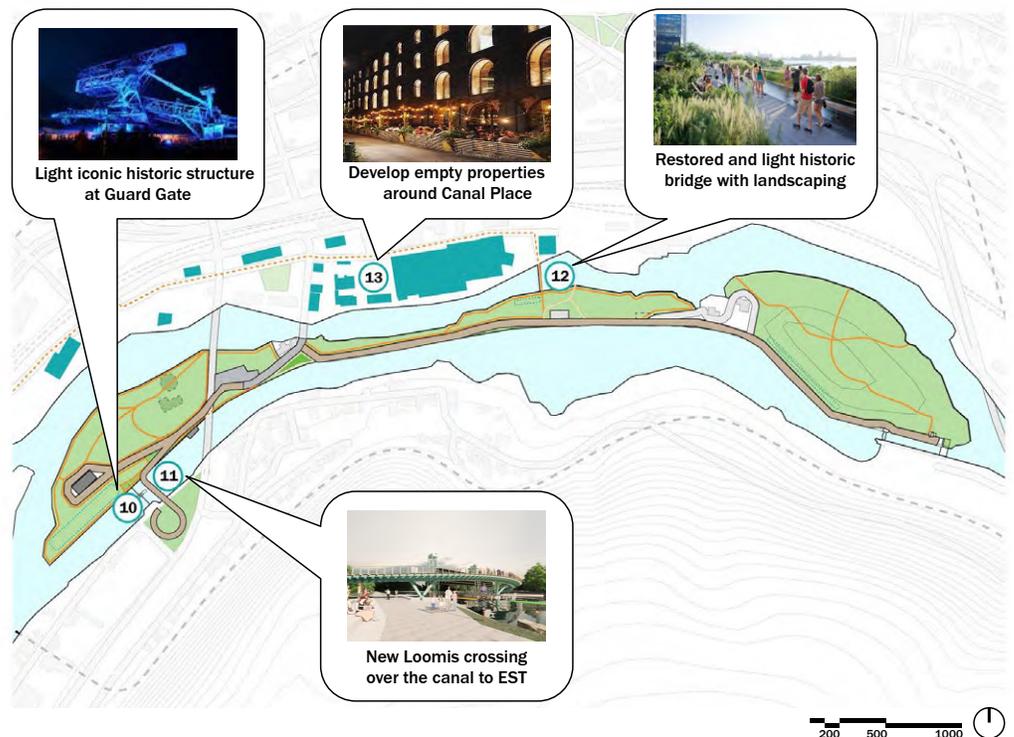


Excerpts from the SHoP Buro Happold Reimagine Little Falls Connectivity Study

New opportunities to enhance recreation and tourism along the Erie Canal / Moss and Loomis Island Assets

Proposed improvements

- 10. Provide feature lighting for Guard Gate as a new infrastructure tourism destination.
- 11. Create new connection to Loomis Island for direct access to South Side and the Erie Trail.
- 12. Renovate existing bridge as pedestrian path, providing additional viewing platform to water and connection to Canal Place and downtown.
- 13. Redevelop empty industrial buildings at Canal Place and along Mill St to create new retail corridor as extension of Canal Place.



RETHINK

Transformational Growth

REBUILD

Infrastructure & Streetscapes

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The Heart of the City

Attractiveness of the Physical Environment

Identify the properties or characteristics that the DRI area possesses that contribute, or could contribute if enhanced, to the attractiveness and livability of the downtown for a diverse population of varying ages, income, gender identity, ability, mobility, and cultural background. Consider, for example, the presence of developable mixed-use spaces, varied housing types at different levels of affordability, walkability and bikeability, healthy and affordable food markets, and public parks and gathering spaces.

Little Falls is a welcoming community with a geographically picturesque location on a slope of a narrow and rocky defile, through which the Mohawk River falls 45 feet in less than a mile,

forming a number of breathtaking cascades. Tucked along the sides of a steep gorge carved by the Mohawk River running adjacent to the manmade Erie Canal, Little Falls became



the port-of-call for shipping grain to Albany and later a leader in the knitting, paper, tea, metals, and cheese industries. The City quickly became known as an industrial hub attracting an influx of European immigrants in the early 1920s seeking jobs in the factories and mills along the waterfront. This migration propelled the population to 13,029 people, influencing the ornate architecture, culture, food, abundant parks, and entrepreneurial spirit that remains throughout the Downtown Waterfront District.

Examples of the City's rich industrial age can be seen today lining the streets of the target area, many of which are listed on the State and National Historic Registers with period designs including: Italianate, Beaux-Arts, and Colonial Revival. These, often below market, historic properties, many of which are in need of rehabilitation, offer abundant investment opportunities for affordable residential use, adaptable re-use of factories/mills, and increased

mixed-use development throughout the downtown area.

Reviving and preserving the historic assets and rich cultural fabric that has supported the city during its industrial period will support its renewal as a walkable downtown waterfront community with a focus on quality-of-life amenities driven by a strategic design that is optimized for human use.

Today, Little Falls is on the cusp of a new migration for its idyllic lifestyle; the perfect place to raise a family, retire, or start a new business. With the surge of employees telecommuting and the short 30-45 minute commute to the job markets of Utica/Rome, choosing a home town is not necessarily dictated by where you work, but more importantly where you want to live. People who have recently relocated their businesses and families to the community cite "improved quality of life" as their primary reason for



choosing Little Falls and its access to waterfront recreational activities, rock climbing, bicycling, shopping, antiquing, festivals, farmers markets, great dining and quality of life amenities like a hospital, movie theater, bakery, and a butcher shop, things rarely seen in a small city.

By leveraging the value of its geographic,

cultural and architectural assets, the City is able to create the conditions necessary to actualize its vision as the most desirable residential community in the region...attracting a diverse population supported with commercial and residential development, quality-of-life amenities, and a tax base that provides sustainable prosperity for future generations.

Treasuring Our Heritage

In recent years, Little Falls has taken concrete steps to recognize and preserve its rich historical and architectural heritage. An emergent concern for historic preservation is best exemplified by the 2012 creation of the Little Falls National Historic District, which includes 347 buildings in Little Falls, starting on Main Street, and sprawling across the neighborhoods that lie to the north, east and west. Previously, in 2008, several of the mill buildings and row houses in what is now known as Canal Place became the basis of the South Ann Street-Mill Street Historic District. Little Falls must now stand out as a place where dynamic growth can be balanced with the retention of its unique community character.

Development of Varied Housing Stock

As the City returns to demographic growth, it is necessary to solicit and support the development of varied housing types at different levels of affordability. Little Falls has been fortunate to see increased investment in its historical building inventory in recent years, with increased public and private funding availability prompting many investors to embark on adaptive reuse projects in the Downtown Waterfront District.

Development to date has been scattered, focusing on buildings likely to provide a timely return on investment. Many larger buildings are either undeveloped or underdeveloped. Potential

Little Falls must now stand out as a place where dynamic growth can be balanced with the retention of its unique community character.

City of Little Falls
Comprehensive Plan 2018

developers interested in these larger structures must overcome challenges such as the sheer size and scope of rehabilitation, and accessibility issues to upper floors.

With a nearly one-third vacancy rate and worn out storefronts, the upper floors consist of obsolete apartments and dusty storage space.

The DRI Canopy project that incorporates fire escapes into the design would improve the safety and accessibility to these upper levels. This project, alone, has the ability to open up approximately 65,000 sq. ft. of revenue-

producing residential space to property owners and significantly add to the City’s available housing stock.

Several once-ornate neighborhoods within the downtown district contain boarded up houses and dilapidated single-family homes. Long-time residents cannot afford needed repairs, and downtown landlords are unable or unwilling to renovate apartments or fix up storefronts to attract new retail tenants and customers. The Main Street Enhancement Fund and the Historic

District Housing Fund DRI projects both address these challenges with low-interest funds and grants for storefront facades, painting, lighting and historic home structural repairs to facilitate rehabilitation and stabilize living conditions.

To attract a more diverse residential population living in the downtown district, Little Falls needs large scale as well as small scale housing options at market rates that accommodate all incomes and abilities.



I envision the Downtown Waterfront District will...

“be a lively, family-friendly place with diverse offerings.”

DRI Community Survey Input ...

Enhanced Walkability & Bikeability Vision

The City has a long history of walkability and currently enjoys a 71% Walkability Score throughout the target area. Most errands can be accomplished on foot. However, when it comes to bikeability, the City is lacking in minimal bike infrastructure with a Bike Score of 23 based on bike lane infrastructure, road connectivity and destinations.

The City's multimodal transportation and Complete Streets initiative enables varied kinds of transportation, including pedestrians, bicycles, e-bikes and e-scooters. Main Street, Canal Place and the Harbor will be multimodal streets that balance the needs of all modes of transportation, with environmental sustainability and infrastructure upgrades that include: the DRI Pedestrian & Bike Connectivity Loop with tunnel underpass enhancements, DRI Pedestrian Overpass Bridge project, the DRI Seeley Street Promenade project, and a future NYPA proposed Skybridge connecting Lock 17 to the Empire State Bike Trail.

The City's e-mobility initiative includes bike rental/repair stations with easy connections to destinations like the Harbor for kayak rentals, Moss Island rock climbing, historic Lock 17, the 750-mile Empire State Trail, and the Erie Canalway Trail.

Healthy & Affordable Food Markets

Unlike many small cities, Little Falls has a modest variety of healthy and affordable food markets including the recently built full-service Price Chopper, Community Co-op health food store, the Food Pantry, two Farmer's Markets, a

new hydroponic Microgreens store, and a farm-to-table fine dining option.

The City also has 19 restaurants and eateries representing a variety of cultural cuisines including American, French, Italian and Chinese as well as a popular bar and grill, breakfast and lunch cafes, a diner with homemade food using garden-grown vegetables, coffee shops, a bakery and a butcher shop.

The close connection to agriculture surrounding the City offers numerous advantages including: fresh produce stands, home delivered eggs, and milk and cheeses. Once known as the Cheese Capital of the US from 1864 to 1870, Little Falls was the largest cheese market in the world. This heritage is celebrated every year in October at the city's cheese festival drawing crowds of 6,000 people or more from around the region to sample cheeses made from local farms.

Public Parks & Gathering Spaces

The City of Little Falls has an extensive network of parks, many within a quarter-mile walk of the target area including historic Ward, Burke and Moreland Parks; Veteran's Memorial Park, home of the Diamond Dawgs collegiate baseball team, baseball fields, softball fields, a basketball court, and a tennis court; a 9-hole municipal golf course; Canal Harbor, Rotary Park, Steriznar Park (within the target area) at Canal Place, and Moss Island recreational area. There are also seasonal gathering spaces including the ice skating rink at Monroe Street Park and the municipal swimming pool on the northwest side of the City.

RETHINK

Transformational Growth

REBUILD

Infrastructure & Streetscapes

RECONNECT

The Heart of the City



An aerial view of Veterans Memorial Park with the Diamond Dawgs collegiate baseball team plays

The City also sponsors a free seven-week, supervised recreation program that uses local parks and playgrounds combined with weekly special field trips.

There is also a Little Falls Youth and Family Center facility with basketball court, indoor swimming pool, workout facility and childcare services a block from Main Street with a DRI capital project to upgrade the facility as well as the Main Street Senior Community Center.

The City is working to map streets and trails

supported with DRI projects for Wayfinding signage and eMobility stations that would allow park users to reach their destinations using multiple modes of travel, in an effort to eliminate barriers to access and improve community health. People are more likely to use parks for exercise if they are attractive, safe, and desirable places to spend time.

Providing routes for Downtown Waterfront District residents to safely walk and bicycle to quality parks will further enhance the City’s ability to attract visitors and new residents.

Quality of Life Policies

Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes, comprehensive plans, complete streets plan, transit-oriented development, non-discrimination laws, age-friendly policies, and a downtown management structure. If policies that support livability and quality of life in downtown are not currently in place, describe near-term efforts by the municipality to create and implement such policies.

Local Land Banks

The Greater Mohawk Valley Land Bank (GMVLB) was created by NYS in 2011 and is the only land bank in the Mohawk Valley region. GMVLB received \$1.642 million in its first year to help promote economic growth in the six-county region by mobilizing empowered citizens, governments, and other community resources, including nonprofits, to fight blight and to create vibrant, sustainable communities, neighborhoods, and properties. The City of Little Falls considers the GMVLB to be another tool in its DRI revitalization toolbox.

Modern Zoning Codes

Updated in 2011 to include a Waterfront District, the City's zoning generally mirrors current land use patterns of the city. This amendment to the City's Zoning Regulations was approved by the Common Council to permit a mixture of residential, commercial, light industrial uses, and waterfront related uses subject to Planning Board approval that discourages and prevents the siting of inappropriate, non-water related uses within the district. Site plan review provisions are also incorporated in the district.

For purposes of the DRI, the City is satisfied with its zoning ordinance in terms of promoting redevelopment opportunities within the target area. The City would like to encourage in-fill construction of single-family homes along West Main Street, which may include reuse of some vacant parcels in current industrial and commercial areas. Industrial zoning for Mill Street, Loomis, and Hansen Island may need to be reviewed for large mixed-use residential, marinas and resort projects where zones may need to be customized to fit the adaptive reuse of vacant factories and mills.

Comprehensive Plan

The City of Little Falls Comprehensive Plan (2018) was designed to provide a framework of policy direction and recommendations to guide

the City and its partners in the formulation of development strategies, economic incentives, and land use controls that collectively foster development supportive of, and complementary to, reestablishing the City as a preferred residential community, while simultaneously strengthening the economic and social fabric of the Downtown Waterfront District and surrounding neighborhoods.



Complete Streets Plan

The City of Little Falls has incorporated the transit, equity and health benefits of Complete Street principles into its Comprehensive Plan, future zoning code updates, and the recently announced Downtown Waterfront District plan. The City's Complete Street Plan will continue to evolve to ensure that new and updated public and private projects are planned, designed, maintained, and operated to enable safe, comfortable, convenient travel to the greatest extent possible for users of all abilities including pedestrians, cyclists, motorists, and transit riders.

As the Downtown Waterfront District area continues to attract commercial and residential development that take advantage of the City's unique resources, the Complete Streets plan becomes increasingly important in welcoming and encouraging residents and visitors to patronize the districts numerous local shops, restaurants, events and waterfront recreational activities, by promoting compact city principles and incentivizing non-vehicular traffic.

Non-discrimination Laws

Little Falls conforms to NYS and Federal laws regarding non-discrimination including NYS Human Rights Law which makes it illegal to discriminate because of age, creed, race, color, sex, sexual orientation, national origin, marital status, disability, military status, domestic violence victim status, criminal or arrest record, or predisposing genetic characteristics. In addition, the Sexual Orientation Non-Discrimination Act (SONDA) is a NYS law which prohibits discrimination on the basis of actual or perceived sexual orientation in employment, housing, public accommodations, education, credit, and the exercise of civil rights.

DRI Management Structure

The City of Little Falls has designated the Little Falls Planning Board to oversee the preparation of the Downtown Revitalization Initiative

Program. Day-to-day work and oversight needed actions will be delegated to the Little Falls Urban Renewal Agency. Other City departments, including the Department of Public Works, will also participate in the DRI implementation efforts, including compliance with the State Environmental Quality Review Act (SEQRA).

The Planning Board shall be responsible for determining whether or not an action is consistent with the DRI. In the event there is disagreement with the Planning Board, the City Council shall render the consistency determination.

With regard to State actions within the district, such actions will be reviewed in accordance with guidelines established by the New York Department of State.



Members of the public discuss the Pedestrian & Bike Connectivity Loop during a community meeting.

Public Support



Two members of the community discuss one of the DRI projects during a community meeting.

Over the course of an eighteen-month (total period between 2020 and 2021) process, the Application Steering Committee and project partners engaged with stakeholders in multiple and varied settings, gathering input from downtown property and business owners and numerous community constituents. More than 110 people provided survey input as the plan was being developed via an online form, and approximately 75 attended either in-person or via

Zoom a public presentation in August of 2021. Preliminary DRI concepts were presented in early Spring to district stakeholders, property owners, organizations, local officials and the Reimagine the Canal Initiative via Zoom calls, video presentations, and the www.littlefallsdri.com website. The vision framework and plan options were presented to garner feedback and support in anticipation of continued public engagement this summer.

I envision the Downtown Waterfront District ...

“as a place that appeals to all. It should host small businesses and encourage community engagement. It should be beautiful and have opportunity for people of all ages to engage.”

DRI Community Survey Input ...



DRI Application Steering Committee

Mark Blask	Mayor, City of Little Falls
Chester P. Szymanski III, P.E.	City Engineer, City of Little Falls
Joseph Wicks	Special Projects Manager, The Community Foundation
David E. Warner	Principle, Embella, Inc.
Deborah A. Kaufman	Principle, Embella, Inc.

Proposed Local Planning Committee

Representatives from the following agencies, organizations and community sectors will be invited to join the DRI Local Planning Committee:

- City of Little Falls
 - Herkimer County
 - NYS Agencies
 - The Community Foundation
 - Embella, Inc.
 - Transformational project partners
 - Mohawk Valley Center for the Arts
 - Canal Place Association
 - Main Street First
 - Think Local Little Falls
 - Rock City Development
 - Non-profit Organizations
 - Financial Institutions
 - Property Owners
 - Community Residents
-

Administrative Capacity

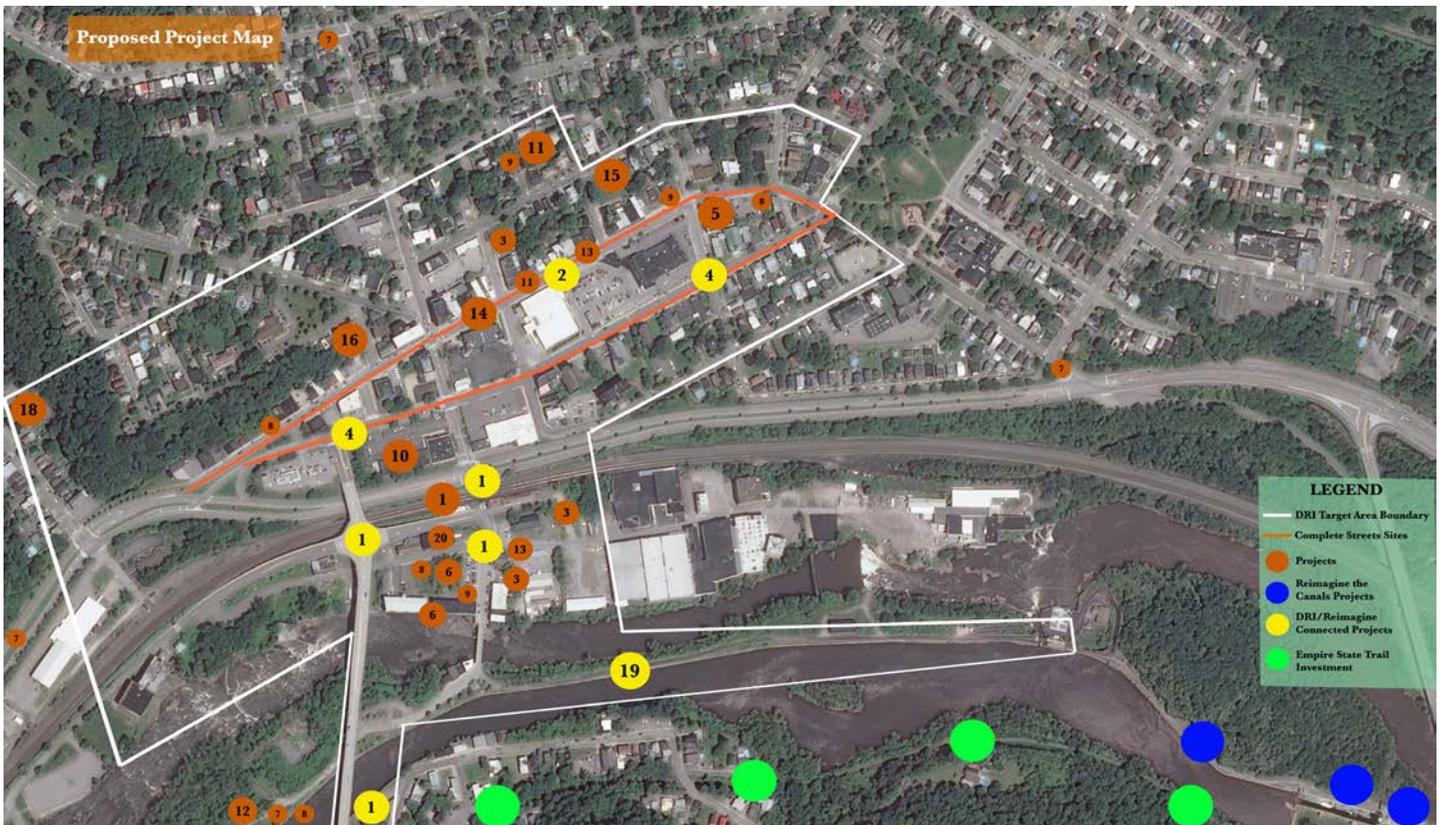
The City of Little Falls will be the lead agency for this project, and the assigned consultants will work in coordination with the City's Planning Department and Department of Urban and Economic Development. The Departments will be responsible for municipal project implementation using existing staff which includes the City Engineer, Codes Enforcement Officer, and others.

Transformational Projects Map & Narratives

Describe opportunities to build on the strengths described above by providing a list of transformative projects that could be ready for implementation with an infusion of DRI funds within the first one to two years (depending on the scope and complexity of the project). Identify potential development opportunities, such as municipally-owned property that may be appropriate for redevelopment. Projects may be public or private, and could address economic development, transportation, housing, and community development needs. It should be recognized that if a DRI award is made to the downtown, the projects identified here, along with any others that may arise during the DRI planning process, will ultimately be vetted by the Local Planning Committee and the State to determine which projects receive DRI grants.

The City of Little Falls DRI initiative encapsulates \$29,370,000 in shovel-ready, transformative projects. The following twenty projects offer dramatic, quality-of-life improvements for the City's current and future residents as well as visitors. Projects include: infrastructure enhancements, a pedestrian and bike loop connecting the district to the Empire State Trail by leveraging existing infrastructure, park enhancements to maximize space, increased lodging capacity, reopening historic event space, placemaking streetscape and public art, free citywide fiber and WiFi, Main Street enhancement and historic district funds, e-mobility, increased child care capacity and adaptive reuse of a historic asset.

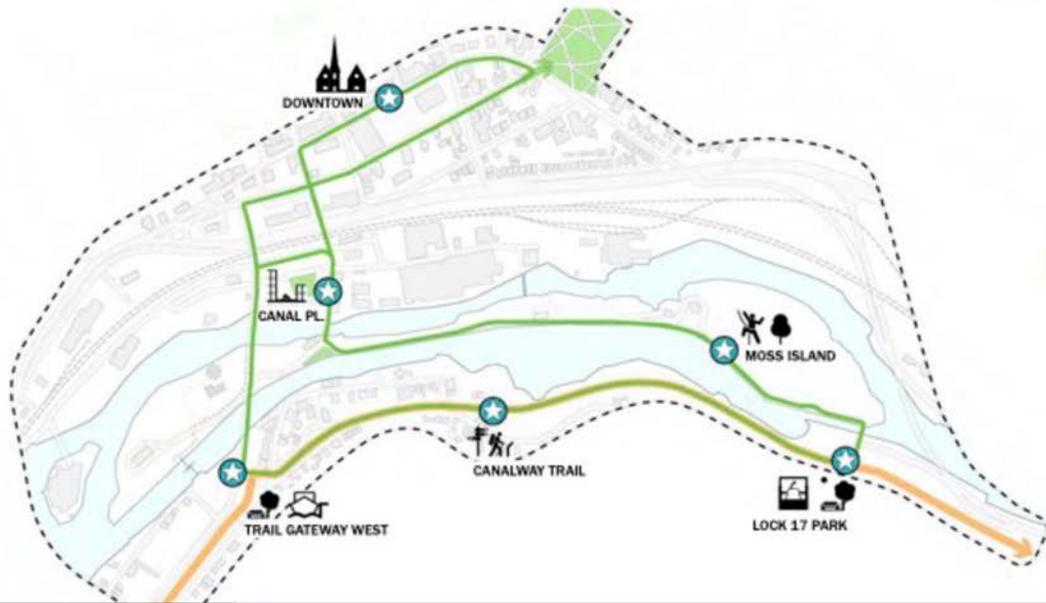




PROJ CT #	NAME	GOALS	PROPOSED DRI INVESTMENT	TOTAL PROJECT
1	Pedestrian & Bike Connectivity Loop	Infrastructure	\$2,250,000	\$2,250,000
2	Main Street Canopy & Streetscape	Infrastructure	\$6,600,000	\$6,600,000
3	Additional Downtown Waterfront District Parking	Infrastructure	\$750,000	\$750,000
4	Two-Way Traffic Conversion: Albany & Main	Infrastructure	\$3,000,000	\$3,000,000
5	1918 City Hall Renovations: Phase I	Infrastructure	\$2,000,000	\$2,000,000
6	Sterzinar Park Improvements-Riverwalk	Infrastructure & Arts	\$1,500,000	\$1,500,000
7	Public Art & Complete Streets Wayfinding	Infrastructure & Arts	\$750,000	\$750,000
8	Micro-Mobility-Inclusive Community Initiative	Infrastructure	\$500,000	\$500,000
9	City-Wide Fiber/WiFi	Infrastructure	\$650,000	\$650,000
10	Travelodge Expansion	Private/Public	\$420,000	\$2,100,000
11	Little Falls Youth & Family Center - Inclusion & Diversity	Private/Public	\$199,600	\$998,000
12	City Dog Park	Infrastructure	\$100,000	\$100,000
13	Two Public Restrooms - Canal Place/Main St	Infrastructure	\$250,000	\$250,000
14	Main Street Enhancement Fund	Public/Private	\$750,000	\$750,000
15	Historic District Housing Fund	Public/Private	\$2,000,000	\$2,000,000
16	Event Hall Upgrade: 1914 Masonic Lodge	Public/Private & Arts	\$200,000	\$200,000
17	Pedestrian Overpass - Connecting Downtown	Infrastructure	\$5,350,000	\$5,350,000
18	Increase High-Quality Child Care Capacity	Public/Private	\$130,400	\$652,000
19	Seeley Street - Promenade	Infrastructure	\$2,100,000	\$2,100,000
20	Vincent Mfg. Adaptive Reuse-Chocolate Factory & Cafe	Public/Private & Arts	\$50,000	\$250,000

Connecting the Canalway Trail and Little Falls / Pedestrian and Bicyclists Map Little Falls

Canalway Trail
Big Loop



Pedestrian & Bike Connectivity Loop

Project Focus Area
Infrastructure

Total Project Cost
\$ 2,250,000

DRI Funding Request
\$2,250,000

Property Owner
City of Little Falls

Property Address
Little Falls, NY

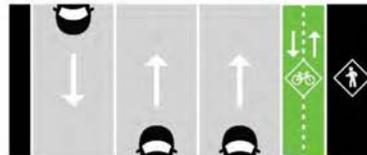
Readiness Status
Project will be ready to start Q3, 2022

Reference Plan(s)
Buro Happold/
ShoP Reimagine Little Falls
Connectivity Study
September 25, 2020
Page 32, 33, 34, 35

The Empire State Trail is particularly popular for residents and the thousands of cyclists that visit the City each year in search of lodging, recreational activities, dining, and entertainment. With easy access to the Pedestrian and Bike Connectivity Loop, visitors and residents will be able to explore the entire City without ever entering a motor vehicle.

Realizing this connected Downtown Waterfront District vision requires a comprehensive, collaborative effort. With the proposed enhancements to existing infrastructure along the connectivity loop in the DRI and Reimagine the Canals Initiative, pedestrian and bike traffic will be restored for safe travel, once again connecting all points within the City.

167 Bike Lanes



Dedicated two-way bike lane, re-sizing of traffic lanes, signage/wayfinding, safer crossing & traffic lights/Elizabeth St

Trail Gateway West



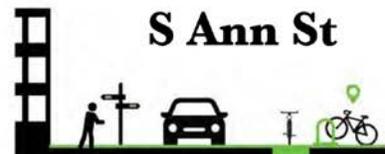
Improve bike path connectivity and safety at intersections, provide better wayfinding/ signage and clearly indicate trail parking and trail entry.

Tunnel



Renovate both entrances to be more inviting, clearly visible and more easily accessible for cyclists. Add new signage and directional wayfinding elements.

S Ann St



Improve walking experience from Underpass to Canal Place by re-paving sidewalk and streets. Add bike parking, rental station and street trees at Canal Place.

Pedestrian & Bike Connectivity Loop Renderings



Dedicated two-way bike lane, re-sizing of traffic lanes, signage/wayfinding, safer crossing & traffic lights at Elizabeth Street and State Route 167.



Improve bike path connectivity and safety at intersections, provide better wayfinding/signage and clearly indicate trail parking and trail entry.



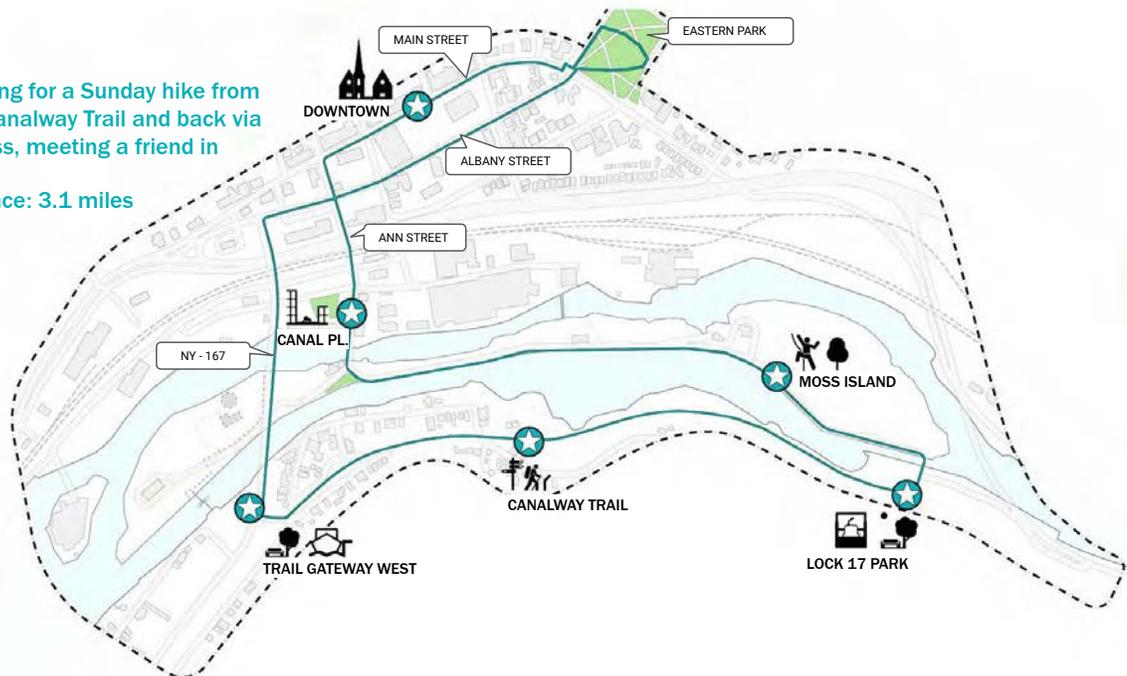
Renovate both entrances to the tunnel to be more inviting, clearly visible and more easily accessible for cyclists. Add new signage and directional wayfinding elements. Improve walking experience from underpass to Canal Place by re-paving sidewalk and streets. Add bike parking, rental station and street trees at Canal Place.

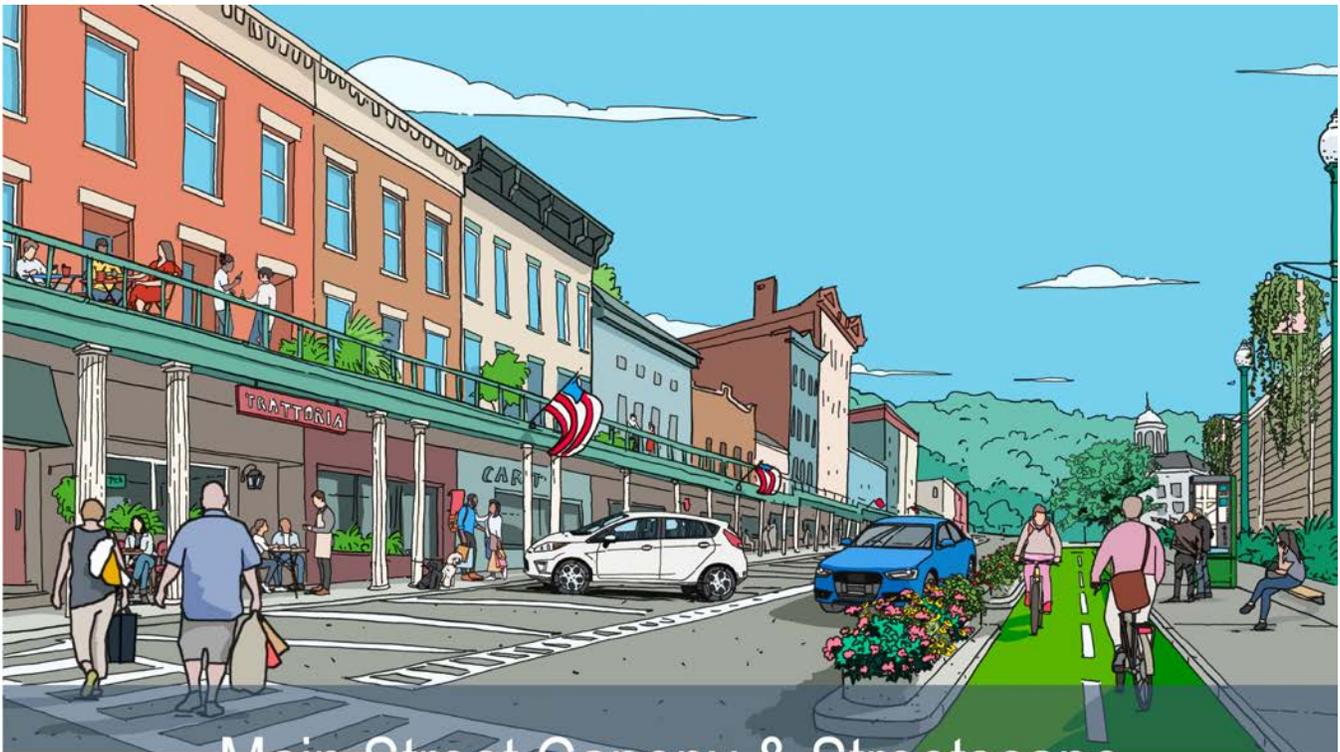
Future Scenarios / A day in the life of

Day trip:

...a resident going for a Sunday hike from Downtown to Canalway Trail and back via NY-167 overpass, meeting a friend in Eastern Park..

Travelled distance: 3.1 miles





Main Street Canopy & Streetscape

Project Focus Area
Downtown District Infrastructure

Total Project Cost
\$6.6 million

DRI Funding Request
\$6.6 million

Property Owner
City of Little Falls

Property Address
Main Street, Little Falls, NY

Readiness Status
Project will be ready to start Q2, 2022

Reference Plan(s)
NYS Brownfield Report 2020
Page 6-7 & 72
LF Comprehensive plan, page 63,64
Saratoga Associates Design &
Renderings

Residential Housing Initiative - Opening up approximately 65,000 sq. ft. of potential loft-apartment space for redevelopment on Main Street.

At the center of the Downtown District is an iconic Main Street with one of the prominent architectural features being the vintage canopy. The unique look of Main Street captured the attention of filmmakers in 2018 when the science fiction horror film, *A Quiet Place*, directed by John Krasinski, was filmed here.

However unique, the canopy protecting the businesses along Main Street is in drastic need of replacement. The canopy replacement project includes a refreshed period design, reinforcement of the canopy structure to be used as a fire escape to support upper level living, seating areas, and potential space for outdoor restaurant service. Streetscape enhancements including dedicated two-way bike lanes and angled street parking, as well as upgrades to underground utilities, which are all included in the project.

The ability of this new canopy to serve as a fire escape is a key component that would create a more desirable, safer residential living environment and open up approximately 65,000 sq. ft. of vacant upper-level floors for redevelopment as residential apartments. Based on the existing 45-minute commuting shed patterns, this much-needed residential availability would be particularly attractive to Utica/Rome commuters seeking a small city lifestyle alternative.



Additional Downtown Waterfront District Parking

Project Focus Area

Downtown District Infrastructure

Total Project Cost

\$750,000

DRI Funding Request

\$750,000

Property Owner

City of Little Falls

Property Address

Main Street, Little Falls, NY

Readiness Status

Project will be ready to start Q2, 2022

Reference Plan(s)

LF Comprehensive 2018 plan, page 29
2017 Downtown Business Survey

Business owners believe that there is inadequate parking in downtown, and have called for development of lots.

Parking in the Downtown Waterfront District is very limited, making it difficult for residents and visitors to conveniently access restaurants, businesses and events.

This project would create additional parking on Main Street and at Canal Place by cleaning up and improving City-owned properties for parking, removing deteriorated buildings (working with the Mohawk Valley Land Bank if needed).

With large events on Main Street and at Canal Place, including the 10,000 visitors coming to the Downtown District for the Canal Celebration, 6,000 visitors for the Cheese Festival, 3,500 for Garlic Festival, and 1,200 for Bluegrass Festival each year, the lack of available parking is highlighted as a critical problem.

A 2017 Downtown Business Survey showed that 62% of business owners felt there was inadequate parking in the downtown, with 76% of business owners calling for the development of parking lots to support the District.



Two-Way Traffic Conversion: Albany & Main

Project Focus Area
Downtown District Infrastructure

Total Project Cost
\$3 million

DRI Funding Request
\$3 million

Property Owner
City of Little Falls

Property Address
Main Street & Albany Street,
Little Falls, NY

Readiness Status
Project will be ready to start Q2, 2022

Reference Plan(s)

Currently, traffic flow through the Downtown District consists of a one-way traffic configuration along Main and Albany Streets, presenting a confusing and difficult to navigate downtown to drivers who aren't familiar with the City. Ease of access to businesses and attractions is extremely limited by the existing traffic pattern.

Converting the traffic pattern through the Downtown District back to the original two-way flow is intended to provide a more welcoming and easier to navigate downtown which will result in greater economic vitality through ease-of-use to both residents and visitors along with safety to pedestrians and other modes of transport (such as pedestrian and bicycle) throughout the City.

The conversion project includes: evaluating and implementing roadway and multi-use pavement widths throughout the project area, pavement markings, evaluating and upgrading user lighting and traffic lighting, replacing signage, and installing much-needed streetscaping along the routes which would include green infrastructure to mitigate stormwater runoff, thereby encouraging groundwater recharge and reducing the impact of combined storm and sanitary sewer flows to our treatment facilities.



1918 City Hall Renovations—Phase I

Project Focus Area
Downtown Historic Asset
Historic Registry 2011

Total Project Cost
\$ 2 million

DRI Funding Request
\$2 million

Property Owner
City of Little Falls

Property Address
659 East Main St., Little Falls, NY

Readiness Status
Project will be ready to start Q2, 2022

Reference Plan(s)
City Hall Assessment Report, 7/14
Crawford & Stearns, Architects

Little Falls Preserve Our Past and the City of Little Falls contracted Crawford & Sterns Architects in 2014 to generate a needs assessment report of the historic City Hall building.

The current occupants of the building include: Little Falls Fire Department, Police Department, Court Clerk and court rooms, City Clerk, Treasurer, Mayor’s office, and Council Chambers.



This 3-1/2 story, steel frame building faced in brick and terra cotta in the Classic Revival style is one of the most valued historic treasures in the City and in need of critical repairs as well as environmental safety measures.

The initial phase of addressing these issues gives priority to critical and high priority items in need of immediate attention including: a new boiler along with a facade renovation, correction of leaks at the front gabled pediment, and asbestos/lead abatement.



Sterzinar Park Improvements—Riverwalk

Project Focus Area
Arts & Culture, Infrastructure

Total Project Cost
\$ 1.5 million

DRI Funding Request
\$ 1.5 million

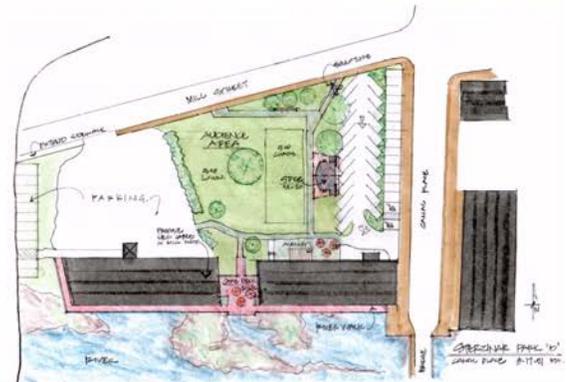
Property Owner
City of Little Falls

Property Address
Canal Place, Little Falls, NY

Readiness Status
Project will be ready to start Q2, 2022

Reference Plan(s)
City of Little Falls Local Waterfront
Revitalization Program, page 167

Sterzinar Park was originally designed as a passive recreation and open space area at the center of Canal Place. Over the years, Sterzinar Park has become an increasingly important hub for arts & cultural events, festivals, musical performances and plays.



The Sterzinar Park Improvement project funds the relocation of the current performance stage to accommodate larger audiences with 500 chairs and a 120 dining seat area, site lighting, sidewalks, pavers, a canopy for the stage, landscaping and a river deck observation area and a lighted walkway from South Ann St, to the west end of the Antique Center.



Public Art & Complete Streets Wayfinding

Lyman Whitaker Wind Sculptures at Dallas Arboretum

Project Focus Area
 Downtown District Arts & Culture
 Complete Streets

Total Project Cost
 \$ 750,000

DRI Funding Request
 \$550,000 Public Art
 \$200,000 Wayfinding Signage

Property Owner
 City of Little Falls

Property Address
 Downtown District: Main Street, Canal
 Place, Rotary Park, Lock 17, and
 entrance to Empire State Bike Trail.

Readiness Status
 Project will be ready to start Q2, 2022

Reference Plan(s)
 NYS Brownfield Report 2020
 Page 17-18
 LWRP page 70, 72
 LF Comprehensive plan, page 69

Place making with public art in the Downtown Waterfront District would stimulate cultural interaction, education and economic development. It would also contribute to a community's identity, fostering community pride and enhancing the quality of life. It is proposed that a \$550k grant be set up to fund citywide kinetic (art in motion) sculpture projects to be installed in open spaces and parks. The Mohawk Valley Center for the Arts could take the lead on the project to identify locations and secure acquisitions from kinetic artists like: Mathew Mazatti, Anthony Howe, or Lyman Whitaker to name a few.



Another proposed project is wayfinding signage throughout the District with maps of the key tourist attractions for pedestrians and cyclists. This \$200k project would provide attractive, visual prompts to encourage and guide people to explore the City, visit

cultural attractions and make use of local services such as e-mobility stations, shops, galleries, cinemas, restaurants, parks, bike trails, tunnels, walkways and roads. Installations would include: public access points at each end of Main Street, Canal Place near the tunnel/proposed pedestrian bridge, the Harbor/ Rotary Park, Lock 17 and the City entrance to the Empire State Bike Trail.



Micro-Mobility—Inclusive Community Initiative

Project Focus Area
Downtown District Infrastructure

Total Project Cost
\$500,000

DRI Funding Request
\$500,000

Property Owner
City of Little Falls

Property Address
Main Street, Little Falls, NY

Readiness Status
Project will be ready to start Q2, 2022

Reference Plan(s)
NYS Brownfield Report 2020
Page 22,35-37
City of LF Comprehensive Plan 2018
Page 37

The City’s scooter and bike mobility project is an innovative solution to expanding and enhancing mobility throughout the Downtown Waterfront District and beyond. Offering access to rentable dock-less bikes and scooters equipped with GPS for our residents, workers and visitors would have access to

healthy, environmentally sustainable transportation alternatives that would connect the District.



Users can rent devices, equipped with GPS technology, using a smartphone application where riders can locate an e-bike from anywhere in the

City, unlock it and pay for the trip. This would be a public/private partnership with City approved micro-mobility providers with City designated stations on Main Street, Canal Place and the Harbor. The project also includes repair stations throughout the City to leverage the growth of bicycle tourism, national bike tours, and the 750-mile Empire State Trail running from Buffalo to New York City that currently passes through the City.



City-Wide Fiber/Wi-Fi - Phase I

Project Focus Area
Downtown District Infrastructure

Total Project Cost
\$650,000

DRI Funding Request
\$650,000

Property Owner
City of Little Falls

Property Address
Main Street, Little Falls, NY

Readiness Status
Project will be ready to start Q3, 2022

Reference Plan(s)

The City Wireless Network is a fiber-based citywide wireless network, which works by providing broadband via Wi-Fi to a large part of the City by deploying a wireless mesh network. This portion includes installation of the fibre to the points on the map. Phase II will install the wireless mesh equipment.

Wi-Fi and broadband internet access are integral to being an active and engaged citizen in today's world. Bridging the digital divide is an important right for our residents and just as important for the future of our city.



Smart city projects, which include a citywide Wi-Fi deployment, are able to move the needle on poverty rates by improving digital citizenship and opening the door to greater opportunity.

Fiber optic Internet is currently the fastest, most-reliable Internet service available. Fiber increases download and upload speeds and offers users faster access to various media types and larger file sizes.

Additional Wi-Fi hotspot locations will be utilized from the NYPA Street Lighting/Smart Cities Project.



Travelodge Expansion

Project Focus Area
Private/Public Partnership
Lodging

Total Project Cost
\$ 2.1 million

DRI Funding Request
\$420,000

Property Owner
Little Falls Motel Association

Property Address
20 Albany St, Little Falls, NY

Readiness Status
Project will be ready to start Q2, 2022

Reference Plan(s)
2019 Zogby Report-Little Falls Rising
page 11

The Little Falls Hotel, currently a Travelodge by Wyndham was built by local developers in 1981.

The hotel is a key ingredient in the continuing vibrancy of the City of Little Falls. The hotel is closely tied with the future growth and success of the immediate region as it hosts family and friends of locals, visiting business and tourist travelers as well as many important civic, family and business events. It is the only venue in the region able to host large events.

The plan is to add a third floor to the facility, greatly enhance all common areas of the property, adding exercise facilities, a business center, remodeled lobby/check-in space, bar and restaurant in addition to modernization of the ballroom. They will be adding state of the art multimedia capabilities and additional space for smaller business or family functions.

We strongly believe, and have the research studies to support it, that in addition to the Canal Celebration (10K Visitors), Cheese Festival (6K Visitors), Garlic Festival (3.5K Visitors) and the new and growing Bluegrass Festival (1.2K Visitors), there are countless other events that will be able to “stay in town.” Little Falls is perfectly situated half-way between Syracuse and the Capital District as well as only 30 minutes from Utica, 30 minutes from Cooperstown and within easy reach of the southern Adirondack Park.

In addition to increased dollars spent in the community, driving increased local tax revenues, we project a 20% increase in employment with this project.



Little Falls Youth & Family Center—Inclusion & Diversity

Project Focus Area

Private/Public Partnership
Community Center Renovations
Emergency Housing improvements

Total Project Cost

\$ 998,000

DRI Funding Request

\$199,600

Property Owner

Little Falls Youth & Family Center
Formerly the YMCA

Property Address

15 Jackson St., Little Falls, NY
524 East Main St., Little Falls, NY

Readiness Status

Project will be ready to start Q2, 2022

Reference Plan(s)

2018 City of LF Comprehensive Plan
Page 35-36 demographic trends
Zogby Report, page 7-food co-op, 16-
childcare, page 24-YMCA facility

The Little Falls Youth and Family Center is a cause-driven organization that promotes youth & family development, healthy lifestyles and social responsibility for our most vulnerable communities—regardless of race, religion, gender or their ability to pay. Over the years, The Center has been the ‘shelter in the storm’ for as many as 100,000 individuals annually through its 80-instructional and community support programs.

The Center proposes to undertake measures to replace the roof of their 110-year old historic building at 15 Jackson Street, implement energy saving repairs to windows and doors, upgrade recreational areas, showers and lockers. Also included in the project, are the 4th floor emergency shelter residential units, and distributed WiFi infrastructure with free Internet access and workstations for low-income families (\$878,000).

The project also includes the rehabilitation of its Senior Community Center at 524 E. Main Street (\$120,000) for much needed improvements to the public area and three emergency/transitional apartment units.

The Senior Community Center fulfilled over 350 requests for use and served more than 5,000 individuals in 2019. That same year, it provided 1,095 shelter days of service and during the October flood, it was utilized as an emergency services command center by Federal, State and County Agencies.





City Dog Park

LARGE DOG AREA

A dog park is a public park, fenced, where people and their dogs can play together. As the name implies, this place offers dogs off-leash play areas and the chance to socialize with other canines and their owners. Dog parks offer a wealth of benefits to dogs, dog owners, and the community as a whole.

Dogs need room to run, and enclosed play areas permit them to do so while preventing them from endangering themselves and others (for example, by running into the path of traffic). In addition, dogs who are accustomed to playing with other dogs and people are more likely to be well-socialized and react well towards strangers.

Dog parks prevent off-leash animals from infringing on the rights of other community residents and park users such as joggers, small children, and those who may be fearful of dogs. Dog parks also make it easier for a city to enforce its leash laws, as resident dog owners with park access have no reason to allow their canine companions off-leash when outside of the park.

Dog parks are a great place for owners to meet other people with common interests.

Well-exercised dogs are better neighbors who are less likely to create a nuisance, bark excessively, and destroy property.

Dog Parks also improve the overall quality of life in the community for residents in general.

Project Focus Area
Downtown District Infrastructure

Total Project Cost
\$100,000

DRI Funding Request
\$100,000

Property Owner
City of Little Falls

Property Address
Southside, Little Falls, NY

Readiness Status
Project will be ready to start Q2, 2022

Reference Plan(s)



Two Public Restrooms - Canal Place/Main St

Project Focus Area

Downtown Waterfront District Asset

Total Project Cost

\$ 350,000

DRI Funding Request

\$ 350,000

Property Owner

City of Little Falls

Property Address

Canal Place/Main Street

Readiness Status

Project will be ready to start Q3, 2022

Reference Plan(s)

A single-occupant restroom with one toilet and sink can typically service up to 45 people per hour. Whereas a floor plan with two rooms with a toilet and one sink on each side can service up to 180 people per hour.

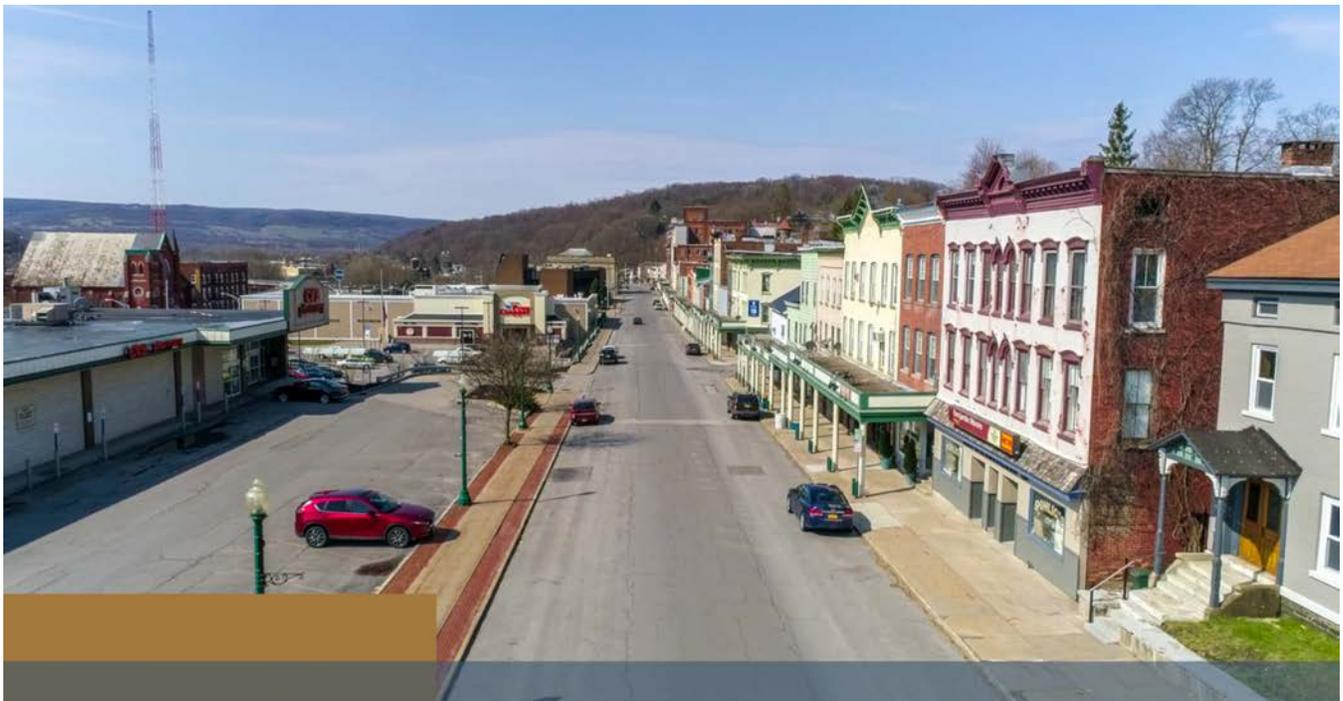
Single-occupant restrooms where users have a restroom all to themselves is the safest design layout during a pandemic to provide social distancing. As noted by the CDC, "spread is more likely when people are in close contact with one another (within about 6 feet)." Providing fresh air into the restroom through open vents and undercut doors will help maximize passive air flow.

We will use exterior sinks that are another growing trend to allow users to wash their hands before entering or leaving the restroom. Exterior sinks also have an additional benefit when it comes to the homeless population, as it helps prevent these individuals from camping out in the bathrooms and bathing.

One challenge that all public spaces endure is security and safety. Unfortunately, all public spaces run the risk of vandalism, but some locations are more prone to this issue than others. We will be choosing materials, fixtures and locations designed for long-term reliability and overall appearance. The highest quality, institutional-grade stainless steel fixtures will outfit the inside of the restroom with all plumbing hidden and secured in a separate utility chase. Other features such as a concealed magnetic locking system in the door jambs and continuous hinges on our exterior doors will maximize security and reduce vandalism.

When it comes to safety, we will incorporate design considerations such as single-occupant restrooms that lock, undercut doors to see if someone is in the restroom prior to entering, and mesh vent screens to be able to call for outside help in the event of an emergency.

Easy access to public restrooms encourages pedestrians, shoppers, and event-goers to comfortably remain in the Downtown Waterfront District for longer periods of time. It also provides the facilities needed for those traveling through (cyclists using the Empire State Trail for instance).



Main Street Enhancement Fund

Project Focus Area

Private/Public Partnership

Total Project Cost

\$ 750,000

DRI Funding Request

\$750,000

Property Owner

Main Street Property Owners

Property Address

Main Street, Little Falls, NY

Readiness Status

Project will be ready to start Q2, 2022

Reference Plan(s)

Little Falls 2018 Comprehensive Plan,
Pages: 58,60, 63-64
Little Falls Local Waterfront Revitalization
Program 2010,
Page 13, 14

The Main Street Enhancement Fund is designed to celebrate the City's historic character, create a cleaner and more inviting atmosphere for new residents and businesses, boost tourism and film industry interest in our iconic Main Street, and encourage commerce among our downtown restaurants and retailers.

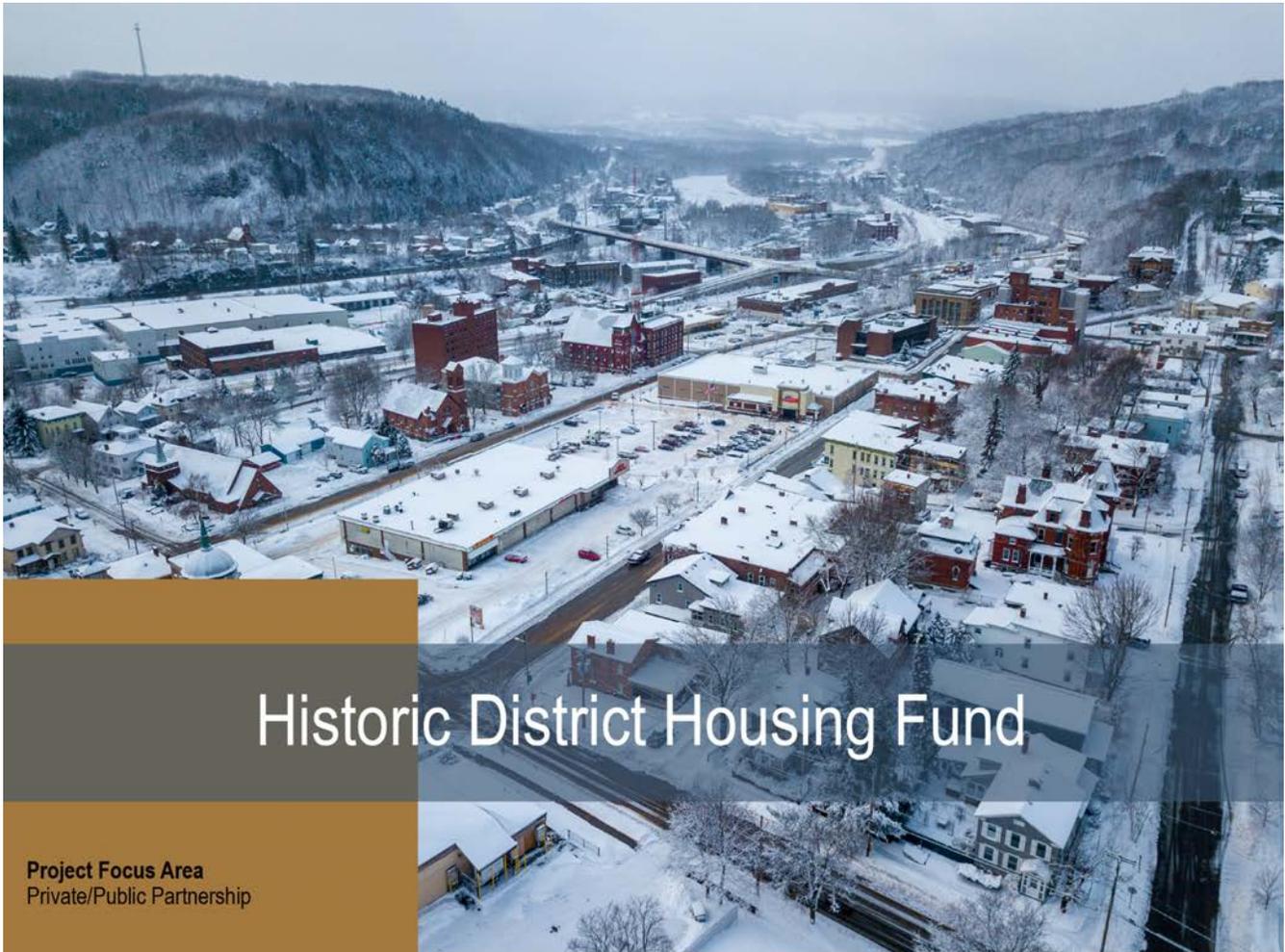
The investment will support property owners and small businesses by providing funds to improve:

- storefront facades
- electricity
- lighting
- new signage.

The vision of this initiative is that property owners will see an increase in the value of their properties and residential interest in their upper-level loft apartments, tying into our DRI Main Street Canopy project with fire-escapes that open up approximately 65,000 sq. ft. of residential space.

Businesses owners will attract more customers into their locations with refreshed storefronts, resulting in increase traffic, sales and referrals. As sales improve and buildings appreciate in value, the overall community benefit is a downtown that is more vibrant, cleaner and safer.

With a thriving Main Street as a catalyst for business growth and investment, residents will have access to a broader range of high-quality goods/services, cultural enrichment, entertainment, and residential housing options.



Historic District Housing Fund

Project Focus Area
Private/Public Partnership

Total Project Cost
\$ 2 million

DRI Funding Request
\$2 million

Property Owner
District Property Owners

Property Address
Downtown District, Little Falls, NY

Readiness Status
Project will be ready to start Q2, 2022

Reference Plan(s)
Little Falls 2018 Comprehensive Plan,
Pages: 57, 54

The Historic District Housing Fund offers low-interest loans and grants to owners of historic residential properties within the eastern portion of the Downtown District that are in need of rehabilitation. These areas include: portions of East Main Street, Albany Street, John Street, Hancock Street and Petrie Street. Census data indicates over 50% of the residents in this area are of lower income and cannot get conventional financing due to income level and/or the condition of the build and area.

Funds generally apply to exterior work or structural repairs to facilitate housing rehabilitation, stabilize living conditions and eliminate health/safety problems, as well as neighborhood blight.

Funds might also be combined with the Greater Mohawk Valley Land Bank in order to demolish properties that cannot be remediated.



Event Hall Upgrade: 1914 Masonic Lodge

Project Focus Area
Private/Public Partnership

Total Project Cost
\$ 200,000

DRI Funding Request
\$20,000

Property Owner
Daniel Preston

Property Address
5 Prospect Street, Little Falls, NY

Readiness Status
Project will be ready to start Q2, 2022

Reference Plan(s)
Little Falls 2018 Comprehensive Plan,
Page 49, 67-68



The former Masonic Lodge, a castle-like structure perched above Main Street, has been part of the City's downtown heritage for 107 years. Over the years, this 175-capacity auditorium with stage, and commercial kitchen has hosted countless weddings, art events, and musical

performances. In fact, in December of 2019, the new owner opened the hall once again for performances with The Delaney Brother's Christmas Bluegrass Concert.

The hall's intimate setting, ornate victorian details and extraordinary acoustics make it a favorite among residents, visitors and performers. With a growing interest from event planners to bring more live music performances to the City, there is an immediate need to modernize the hall.

This DRI project will help fund renovations to the hall for much needed handicap accessibility, downstairs bathrooms, new plumbing in the kitchen, and entryway repairs including paint and plasterwork.



Pedestrian Overpass—Connecting Downtown

Project Focus Area

Downtown District Infrastructure

Total Project Cost

\$ 5,350,000 million

DRI Funding Request

\$5.35 million

Property Owner

City of Little Falls

Property Address

Ann Street/Albany Street

Readiness Status

Project will be ready to start Q2, 2022

Reference Plan(s)

NYS Brownfield Report 2020

Page 36

LWRP page 70, 72

LF Comprehensive plan, page 69

The Pedestrian Overpass project would create a safe, walkable connection for residents and visitors to move between Main Street and Canal Place. The restoration along the path of the historic overpass bridge, provides a vital link to the entire Downtown District and the Southside of the City for dining, entertainment and waterfront access.



The largest concern about pedestrian and bicycle mobility in the City is this lack of an accessible connection to the Downtown area and the waterfront/arts district.

The awkward physical impediment of State Route 5 and the railroad tracks between Main Street and Canal Place has resulted in a disjointed and difficult to navigate Downtown District for residents, tourists and business owners.

This pedestrian walkway would create a vital link for commerce, development and enhanced livability throughout the City. The overpass would also tie in with the potential project from the NYS Canals bringing the Empire State Bicycle Trail and Marina traffic over to Benton's Landing, thereby creating a walkable connection between all parts of the City.



Increase High-Quality Child Care Capacity

Project Focus Area

Private/Public Partnership
Community Center Childcare Facility
Senior Community Center Facility

Total Project Cost

\$ 652,000

DRI Funding Request

\$130,400

Property Owner

Little Falls Youth & Family Center
formerly the YMCA

Property Address

43 & 45 Furnace Street, Little Falls, NY
524 E. Main Street, Little Falls, NY

Readiness Status

Project will be ready to start Q2, 2022

Reference Plan(s)

2018 City of LF Comprehensive Plan
Page 35-36 demographic trends
Zogby Report, page 16-childcare,

Little Falls is a child care ‘desert’ with only 8 home-based day care facilities within a five mile radius. With 724 children under the age of 12, the current 72-child care capacity is woefully inadequate. The problem is particularly concerning for infant-age children, where there is a 2-year waiting list at The Little Falls Youth & Family Center’s certified childcare facilities at 45 Furnace Street. This is one of only a handful of certified facilities in Herkimer County.

This DRI project will initiate much needed facility improvements to its 43 & 45 Furnace Street facilities at the cost of \$407,000, and it’s 524 E. Main Street property at the cost of \$245,000. The upgrades will modernize and repurpose facilities for increased daily child-care capacity by adding 324 SF to accommodate an additional 10 slots (from 36 to 46) at the Furnace Street Property and 25-35 temporary slots at the Main Street facility, used when school facilities are unavailable.

Upgrades include: Roof replacement, HVAC and lower level program space repairs for 524 E. Main Street including windows, door, and paint. Enhancements to 43 & 45 Furnace Street include: 324 SF building addition, window replacements, boiler, parking lot paving, painting, repairs and maintenance. Also included for both properties is distributed WiFi infrastructure with operations, security and control access and four workstations for free Internet accessibility to low income families.





Seeley Street Promenade

Project Focus Area
Infrastructure

Total Project Cost
\$ 2,100,000

DRI Funding Request
\$2,100,000

Property Owner
City of Little Falls

Property Address
Little Falls, NY

Readiness Status
Project will be ready to start Q3, 2022

Reference Plan(s)
Buro Happold/
ShoP Reimagine Little Falls
Connectivity Study
September 25, 2020
Page 36

Another proposed enhancement to the existing infrastructure along the connectivity loop in the DRI and Reimagine the Canals Initiative, is a redesign of Seeley Street into a new distinctive walkway with a connection to both Canal Place and Lock 17. It is envisioned as a vibrant centerpiece that will cultivate a genuine 24-hour environment where people can walk, cycle, picnic, or spend time just sitting and watching the boat traffic on the canal.

Seeley Street - Promenade



**Make Seeley St. bike/pedestrian path only.
Add wayfinding signage, lights along the
path and outdoor furniture for seating.**



Vincent Mfg. Adaptive Reuse-Chocolate Factory & Cafe

Project Focus Area
Downtown District Asset

Total Project Cost
\$ 250,000

DRI Funding Request
\$ 50,000

Property Owner
Daniel Preston

Property Address
20 W Mill Streets, Little Falls, NY

Readiness Status
Project will be ready to start Q2, 2022

Reference Plan(s)
NYS Brownfield Report 2020
Page 39, 57,70,79

The Vincent Manufacturing Building in Canal Place is being redeveloped into an Atelier Building, relocating a Brooklyn chocolate factory and Osteria-style cafe on the first two levels with an upper-level artist workspace and retail gallery.



DRI funding would be applied toward removing the loading dock and replacing it with an expansive wooden deck for outdoor dining with shade sail, seating and plants.

The garage door would become the store frontage with four floor-to-ceiling fenestrated steel doors forming a glass entry that can be partially or fully opened during the warmer seasons. This design will mirror the owner's Brooklyn Botanica cafe (photo inset).

Inside, the walls will be subway tiled and floors of encaustic painted tiles. The vibe will be clean, bright and artsy. There will be two Barth Sirrocco Victorian Ball roasters, one for chocolate and one for coffee, attracting visitors from blocks away with roasting scents.

Upper floors have been sanded, painted, stained and sealed and will serve as a variety of creative art and production spaces open to the public with retail sales.



I envision the Downtown Waterfront District will...

"be a mecca for tourism if we do the right things."

DRI Community Survey Input ...





CLAUDIA TENNEY
MEMBER OF CONGRESS
NEW YORK
22ND DISTRICT
TENNEY.HOUSE.GOV



House Small Business Committee
House Foreign Affairs Committee

Congress of the United States
House of Representatives
Washington, DC 20515-3222

August 12, 2021

Mayor Mark Blask
City of Little Falls
659 E Main St
Little Falls, NY 13365

Dear Mayor Blask,

I write today in strong support of the City of Little Falls' application for the New York State Downtown Revitalization Initiative (DRI) Grant.

A number of municipalities in the Mohawk Valley region have seen tremendous success with the DRI grant in the past several years. One such city, Rome, is very similar to Little Falls as it has a rich industrial past and a tremendous amount of potential in the years to come. Revitalizing the downtown area of Little Falls could be a spark for massive growth in a city ready to unleash its full potential.

Little Falls has much to offer, with unlimited potential to capitalize on its beautiful natural waterfront, its resources, and rich cultural heritage. The city and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award.

A Main Street development project such as this will create jobs, add housing and fun upscale retail with a market for fresh consumables all in a walkable downtown environment where tomorrow's workforce will want to live, work, and raise families.

I support this project and funding to see this communities revitalization ideas come to fruition, and I am honored to support the City of Little Falls' application and I urge your strongest consideration for Little Falls to be selected as the 2021 RI Round 5 award recipient in the Mohawk Valley region. If you have any questions please do not hesitate to reach out to my Utica District Office at 315-732-0713.

Claudia Tenney

MEMBER OF CONGRESS

WASHINGTON DC
1410 LONGWORTH HOUSE OFFICE BUILDING
WASHINGTON, DC 20515
(202) 225-3665

UTICA, NY
430 COURT STREET
SUITE 102
UTICA, NY 13502
(315) 732-0713

BINGHAMTON, NY
49 COURT STREET
SUITE 210
BINGHAMTON, NY 13901
(607) 242-0200

RANKING MINORITY MEMBER
ALCOHOLISM AND SUBSTANCE ABUSE
INTERNET AND TECHNOLOGY

COMMITTEES
EDUCATION
HEALTH
HIGHER EDUCATION
JUDICIARY

**THE SENATE
STATE OF NEW YORK**



PETER OBERACKER
SENATOR, 51ST DISTRICT

ALBANY OFFICE
506 LEGISLATIVE OFFICE BLDG.
ALBANY, NEW YORK 12247
(518) 455-3131

DISTRICT OFFICE
41 S. MAIN STREET
ONEONTA, NEW YORK 13820
(607) 432-5524

E-MAIL
OBERACKER@NYSENATE.GOV

August 23, 2021

Hon. Mark Blask, Mayor
City of Little Falls
659 East Main Street
Little Falls, New York 13365

**RE: Downtown Revitalization Initiative Application
City of Little Falls**

Dear Mayor Blask,

I am writing in support of the City of Little Falls and the application for Downtown Revitalization Initiative (DRI) funding to bolster ongoing economic and community development efforts.

The City of Little Falls is poised to build upon the momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. Downtown Little Falls' continued revitalization is critical to the region's economic success, as it will enhance the Mohawk Valley's attraction and retention of employers and residents.

Little Falls has much to offer, with unlimited potential to capitalize on its natural waterfront resources, and rich cultural heritage. Considering these circumstances and this unique funding opportunity, I believe the chances for a significant improvement in residents' quality of life and renaissance of downtown Little Falls have perhaps never been greater.

I have great confidence in the city's plans for the future of downtown Little Falls. I am pleased to offer my support for the city's DRI application and I hope it is given every consideration. If you need any additional information, please contact me at any time.

Sincerely,

A handwritten signature in blue ink, appearing to read "Peter Oberacker".

PETER OBERACKER
State Senator

PO:jb





HERKIMER COUNTY LEGISLATURE



109 Mary Street, Suite 1310
Herkimer, New York 13350
Telephone (315) 867-1112
Fax: (315) 867-1109

VINCENT J. BONO Chairman
JAMES W. WALLACE, JR., County Administrator
BRITTNEY R. VISCOMI, Clerk
JENNIFER L. WILLIAMS, Deputy Clerk
WWW.HERKIMERCOUNTY.ORG

To Whom It May Concern:

Please accept this letter in support of the application submitted by the City of Little Falls for the Downtown Revitalization Initiative. Little Falls is the community in our region with the most potential to capitalize on New York State’s innovative and transformative DRI program. The city is poised to build upon the momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. Downtown Little Falls’ continued revitalization is critical to the areas economic success, as it will enhance the Mohawk Valley’s attraction and retention of employers and residents.

Over the past decade, Herkimer County has invested millions of dollars in infrastructure for economic development projects. Over the last few years, we are seeing tremendous payback for our investment with Tractor Supply Company, Amazon, HPK Industries, Inc., Heidelberg Group Inc., Higby Gold Inc. (also known as Adirondack Food & Fuel), JBF Stainless LLC, Feldmeir Equipment, Inc., just to name a few. This is a direct result of the partnership Herkimer County has had with New York State Empire State Development, the Herkimer County Industrial Development Agency, the City of Little Falls, and our other twenty-nine municipalities.

We truly believe that the City of Little Falls is poised to enrich these past and current successes and make the City and our region a great place to live, work, and raise a family.

Little Falls has much to offer, with unlimited potential to capitalize on its natural waterfront resources and rich cultural heritage. The City and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award.

For all of these reasons, I urge your strongest consideration for Little Falls to be selected as the 2021 DRI Round 5 award recipient in the Mohawk Valley region.

Thank you for your support in this effort, and in helping us to strengthen this community.

Sincerely,

Vincent J. Bono, Chairman
Herkimer County Legislature

DISTRICT 1
GREGORY MALTA, SR.
DISTRICT 2
MARK GAWORECKI
DISTRICT 3
ROBERT J. SCHRADER
DISTRICT 4
BOB D. HOLLUM

DISTRICT 5
RAYMOND JOHNSON
DISTRICT 6
JOHN P. STEPHENS
DISTRICT 7
WILLIAM E. KEELER, SR.
DISTRICT 8
JOHN L. BREZINSKI

DISTRICT 9
PETER F. MANNO
DISTRICT 10
RAYMOND SMITH
DISTRICT 11
VINCENT J. BONO
DISTRICT 12
KURT J. ACKERMAN

DISTRICT 13
RAY DONLEY
DISTRICT 14
PETER J. CAMPIONE
DISTRICT 15
PATRICK E. RUSSELL
DISTRICT 16
FREDERICK J. SHAW, JR.
DISTRICT 17
WILLIAM WEAKLEY



Little Falls Youth and Family Center

Little Falls Family YMCA

15 Jackson Street
Little Falls, New York 13365

Telephone: 315-823-1740
Fax : 315-823-0440

August 23, 2021

Mr. Michael Reese, Regional Director
Mohawk Valley Regional Economic Development Council
207 Genesee Street #1604
Utica, NY 13501

Dear Mr. Reese,

Please accept this letter in strong support of the application submitted by the City of Little Falls for the Downtown Revitalization initiative. Little Falls is the community in our region with the most potential to capitalize on Governor Andrew M. Cuomo's innovative and transformative DRI program. The city is poised to build upon momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. Downtown Little Falls continued revitalization is critical to the areas economics success, as it will enhance the Mohawk Vally's attraction and retention of employers and residents.

The Little Falls Youth and Family Center (YMCA) is a not – for- profit 501©3 organization that provides numerous community based programs that address the health and wellness, childcare, food insecurity and housing needs of the community. We are positioned to take an active role and investment in many projects included in the City of Little Falls DRI project application and pledge our cooperation and support.

Little Falls has much to offer, with unlimited potential to capitalize on its natural waterfront resources, and rich cultural heritage. The city and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award.

For all these reasons, I urge your strongest consideration for Little Falls to be selected as the 2021 DRI Round 5 award recipient in the Mohawk Valley region.

Thank you for your support in this effort, and in helping us to strengthen our community.

Sincerely,

Anthony DeLuca
Executive Director



August 17, 2021

Mr. Michael Reese, Regional Director
Mohawk Valley Regional Economic Development Council
207 Genesee Street, # 1604
Utica, New York 13501

Dear Mr. Reese:

Please accept this letter in support of the application submitted by the City of Little Falls for the Downtown Revitalization Initiative. Little Falls is the community in our region with the most potential to capitalize on New York state's innovative and transformative DRI program. The city is poised to build upon the momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. Downtown Little Falls' continued revitalization is critical to the area's economic success, as it will enhance the Mohawk Valley's attraction and retention of employers and residents.

Because we are committed to Herkimer County's continued economic well-being, the Community Foundation of Herkimer and Oneida Counties has been a major convener and project leader, since 2019, to create a county-wide community development plan. This project has focused on collaboration of municipal leaders and increasing county-wide collaboration to advance sustainable growth and development opportunities.

Our support for the DRI application specific to the City of Little Falls stems from our assessment that effective leadership is evident in both the private and public sectors in Little Falls. Again and again, the city has shown itself capable of advancing forward-thinking projects; DRI support will ensure continued progress toward a bright future in Little Falls.

Little Falls has much to offer, with unlimited potential to capitalize on its natural waterfront resources and its rich history. The city and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award. Therefore, for all these reasons, I commend the city's application to your attention and ask that you select the City of Little Falls as the Mohawk Valley Region's 2021 DRI Round 5 award recipient.

Sincerely,

Alicia Dicks
President & CEO



BRIAN D. MILLER
Assemblyman 101st District

THE ASSEMBLY
STATE OF NEW YORK
ALBANY

RANKING MINORITY MEMBER
Real Property Taxation Committee

COMMITTEES
Agriculture
Consumer Affairs & Protection
Environmental Conservation
Transportation

August 12, 2021

Mr. Michael Reese, Regional Director
Mohawk Valley Regional Economic Development Council
207 Genesee Street, # 1604
Utica, New York 13501

Dear Mr. Reese:

It is my pleasure to write this letter of support on behalf of the City of Little Falls application for the Downtown Revitalization Initiative (DRI) for Round 5. The funding will be used for projects to improve infrastructure, the arts and culture.

The city is poised to build upon the momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. Downtown Little Falls' continued revitalization is critical to the area's economic success, as it will enhance the Mohawk Valley's attraction and retention of employers and residents.

Little Falls has much to offer, with unlimited potential to capitalize on its natural waterfront resources, and rich cultural heritage. The city and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award. I commend the City for its continuing efforts on behalf its resident to provide the needed funding to help strengthen their community.

I respectfully request that every consideration be given to the City of Little Falls' application for funding.

Thank you.

Sincerely,

Brian D. Miller
Member of Assembly



SUPPORT LETTER

Please accept this letter in support of the application submitted by the City of Little Falls for the Downtown Revitalization Initiative. Little Falls is the community in our region with the most potential to capitalize on Governor Andrew M. Cuomo's innovative and transformative DRI program. The city is poised to build upon the momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. Downtown Little Falls' continued revitalization is critical to the area's economic success, as it will enhance the Mohawk Valley's attraction and retention of employers and residents.

Rock City Centre is a new, member based coworking space and community events center for remote professionals, freelancers, and companies with a remote workforce. As an organization, we are very committed to building community and connectivity among residents in Little Falls.

Our support for the DRI application submitted by the City of Little Falls is based on our strong belief that the projects/programs to be implemented with the \$10 million award would have a very positive impact on the Little Falls community, increase connectivity and relationship building among residents, and attract new people to the area.

As I've written about in my book *More Good Jobs*, building connected community has a multiplying effect with synergy that leads to job creation and boosting local incomes as well as quality of life.

Little Falls has much to offer, with unlimited potential to capitalize on its natural waterfront resources, and rich cultural heritage. The city and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award.

For all these reasons, I urge your strongest consideration for Little Falls to be selected as the 2021 DRI Round 5 award recipient in the Mohawk Valley region.

Thank you for your support in this effort, and in helping us to strengthen this community.

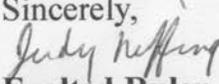
Sincerely,



Martin Babinec, Owner

**LITTLE FALLS B.P.O.E.
LODGE #42**

Please accept this letter in support of the application submitted by the City of Little Falls for the Downtown Revitalization Initiative. Little Falls is the community in our region with the most potential to capitalize on Governor Andrew M. Cuomo's innovative and transformative DRI program. The city is poised to build upon the momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. Downtown Little Falls' continued revitalization is critical to the areas economic success, as it will enhance the Mohawk Valley's attraction and retention of employers and residents. Our organization is not for profit, is housed in one of the grand old buildings of the City and has been a main stay in the community for over a century. Our support for this initiative stems from sincere interest in not only seeing our once thriving Central NY City survive but from our desire to bring it back stronger than ever. Little Falls has much to offer, with unlimited potential to capitalize on its natural waterfront resources, and rich cultural heritage. The city and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award. On behalf of the approximate 300 members of the Little Falls Elks Lodge I urge your strongest consideration for Little Falls to be selected as the 2021 DRI Round 5 award recipient in the Mohawk Valley region. Thank you for your support in this effort, and in helping us to strengthen this community.

Sincerely,

Exalted Ruler.



Mohawk Valley DiamondDawgs Baseball
PO Box 902 Little Falls, New York 13365
315-985-0692
www.MyDiamondDawgs.com

Mr. Michael Reese, Regional Director
Mohawk Valley Regional Economic Development Council
207 Genesee Street, # 1604
Utica, New York 1350

Dear Mr. Reese:

Please accept this letter in support of the application submitted by the City of Little Falls for the Downtown Revitalization Initiative. Little Falls is the community in our region with the most potential to capitalize on Governor Andrew M. Cuomo's innovative and transformative DRI program. The city is poised to build upon the momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. Downtown Little Falls' continued revitalization is critical to the area's economic success, as it will enhance the Mohawk Valley's attraction and retention of employers and residents.

The Mohawk Valley DiamondDawgs strives first and foremost to be an affordable, family friendly entertainment option for our community.

What we strive to deliver is an "authentic" experience; meaning we want to bring fans as close to the players and the action on the field as possible, and/or allow your family to spend quality time with one another in a fun and safe environment. We're in the business of baseball yes, but we are more so in the business of creating lasting memories. That truly is the appeal of baseball in any community, but especially ours!

Our support for this initiative stems from the fact that we bring on fans and players not only from the Mohawk Valley, but from all over the country. When people come to our games they enjoy not only our games but all that the City of Little Falls has to offer with unlimited potential to capitalize on its natural waterfront resources, and rich cultural heritage. The city and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award.

For all these reasons, I urge your strongest consideration for Little Falls to be selected as the 2021 DRI Round 5 award recipient in the Mohawk Valley region.

Thank you for your support in this effort, and in helping us to strengthen this community.
Sincerely,

Travis Heiser
Mohawk Valley DiamondDawgs - Owner/President

Little Falls Public Library

10 Waverly Place
Little Falls, NY 13365



September 3, 2021

Mr. Michael Reese, Regional Director
Mohawk Valley Regional Economic Development Council
207 Genesee Street, # 1604
Utica, New York 13501

Dear Mr. Reese:

Please accept this letter in support of the application submitted by the City of Little Falls for the Downtown Revitalization Initiative (DRI).

The Little Falls Public Library (Library) believes that Little Falls is the community in our region with the greatest potential to capitalize on Governor Andrew M. Cuomo's innovative and transformative DRI program. The City is poised to build upon the momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. The continued revitalization of Downtown Little Falls is critical to the areas economic success, as it will enhance the Mohawk Valley's attraction and retention of employers and residents.

The Library performs an essential role in the community of Little Falls in addition to supporting many surrounding areas, with frequent patrons ranging from Utica to Canajoharie. We have made great progress this year with the construction of a new Children's Area and the technological and interactive tools available to our patrons resulting from the construction and outfitting of the new area. In the past, the Library has leveraged public and private funds for a multitude of projects to maintain and improve the Library.

We believe that the DRI will create an environment which not only increases the number of local patrons who will reside in the community, but by also providing better access to the resources that the Library can offer through increased transportation options and better connectivity in our service area.

The City of Little Falls and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award and, along with that increase, the mission of the Library will be realized to an even greater extent.

I urge your strongest consideration for Little Falls to be selected as the 2021 DRI Round 5 award recipient in the Mohawk Valley region.

Thank you for your support in this effort and in helping us to strengthen this community.

Sincerely,

Chester P. Szymanski III
President
Board of Trustees



Rotary Club | Little Falls



**LITTLE FALLS ROTARY
BOARD OF DIRECTORS
2021 ~ 2022**

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PRESIDENT

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**LAWRENCE SARGEANT
DALE WAGNER
LINDA WAGNER**

Mr. Michael Reese, Regional Director
Mohawk Valley Regional Economic Development Council
207 Genesee Street, # 1604
Utica, New York 13501

Dear Mr. Reese:

Please accept this letter in support of the application submitted by the City of Little Falls for the Downtown Revitalization Initiative. Little Falls is the community in our region with the most potential to capitalize on Governor Andrew M. Cuomo’s innovative and transformative DRI program. The city is poised to build upon the momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. Downtown Little Falls’ continued revitalization is critical to the area’s economic success, as it will enhance the Mohawk Valley’s attraction and retention of employers and residents.

Being familiar with Rotary, you already know that we are a service organization dedicated to helping our local community as well as an international agenda. Most of our work is done locally. Through our fundraising efforts we support over thirty local organizations and provide a \$2,000 scholarship to a Little Falls High School graduate. We also provide the manpower for numerous cleanup projects to include highways, hiking paths and the park at the marina. We work hand in hand with other local groups, such as Main Street First and its spin off, Think Local, Preserve Our Past, and Little Falls Volunteers. All these organizations are dedicated to making Little Falls a better place to live and work. Their track record speaks for itself. Little Falls is the revitalization leader in the Mohawk Valley, with many people from other communities attending our meetings to see what makes Little Falls successful.

Our support for this initiative stems from the realization that it takes funding to continue our agendas. We know what it takes to make people want to come here. We have plenty of volunteers with the desire to improve the appearance of the city and the surrounding area, we just need the funds to complete our projects.

Little Falls has much to offer, with unlimited potential to capitalize on its natural waterfront resources, and rich cultural heritage. The city and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award.

For all these reasons, I urge your strongest consideration for Little Falls to be selected as the 2021 DRI Round 5 award recipient in the Mohawk Valley region.

Thank you for your support in this effort, and in helping us to strengthen our community.

Sincerely,

Mike Evans
Little Falls Rotary President

Mr. Michael Reese, Regional Director
Mohawk Valley Regional Economic Development Council
207 Genesee Street, # 1604
Utica, New York 13501

Dear Mr. Reese:

Rock City Development is a locally owned company in beautiful Little Falls. Rock City Development encompasses several companies including Canal Side Restaurant, Canal Side Inn, Inn at Stone Mill, The Café at Stone Mill and a UPS Store, all located in the heart of Canal Place in Little Falls.

Our support for this initiative stems from the deep impact this will have on the local economy of Little Falls and will help to grow our blossoming tourism industry as a hot destination for boaters along the Canal, cyclists biking the Erie Canal Trail from Buffalo to Albany, the variety of festivals hosted by the City of Little Falls, the Mohawk Valley Diamond Dawgs, our close proximity to Cooperstown, Golf, and so much more.

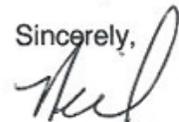
Little Falls has much to offer, with unlimited potential to utilize our natural waterfront resources, and rich cultural heritage. The city and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award.

Little Falls is the community in our region with the most potential to utilize the DRI Initiative and is poised to build upon the momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. Little Falls has also had a ripple effect on the surrounding communities of Herkimer, Ilion, Mohawk, Dolgeville and St. Johnsville.

I ask for your strongest consideration for Little Falls to be selected as the 2021 DRI Round 5 award recipient in the Mohawk Valley region.

Please accept this letter in support of the application submitted by the City of Little Falls for the Downtown Revitalization Initiative.

Thank you for your support in this effort, and in helping us to strengthen this community.

Sincerely,


Neil Rosenbaum

CFO, Rock City Development

alley Regional Economic Development Council
207 Genesee Street, # 1604
Utica, New York 13501



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energizing leaders

www.DaneliPartners.com

Mr. Michael Reese, Regional Director
Mohawk Valley Regional Economic Development Council
207 Genesee Street, # 1604
Utica, New York 13501

Dear Mr. Reese:

Please accept this letter in support of the application submitted by the City of Little Falls for the Downtown Revitalization Initiative. Little Falls is a forward thinking, innovative, tourism centric, and accepting community. Among all the great places in our region, Little Falls would be the best investment the DRI program could make.

The community of Little Falls is poised to build upon the momentum of substantial recent private and public investments and further leverage the DRI award to develop a vibrant and sustainable downtown economy. Downtown Little Falls' continued revitalization is critical to the areas of economic success, as it will enhance the Mohawk Valley's attraction and retention of employers and residents.

Our organization, Daneli Partners LLC, is a Consulting Firm in Little Falls. We focus on Leadership and Personal Development with C-Suite executives across the country and with HS and College Students with our Excellence in Education programs across multiple states.

We fully support the DRI incentive because it closely aligns with a large part of our mission, to revitalize Upstate New York. The economic impact the DRI Incentive could have here is immense.

Little Falls has much to offer, with unlimited potential to capitalize on its natural waterfront resources, and rich cultural heritage. The city and the entire Mohawk Valley region will benefit significantly from the \$10 million DRI award.

We strongly urge your deep consideration for Little Falls to be selected as the 2021 DRI Round 5 award recipient in the Mohawk Valley region. Thank you for your support in this effort, and in helping us to strengthen this community and the Mohawk Valley.

Sincerely,



David Casullo
CEO & Founder, Daneli Partners

when people clarify **what matters**, leaders emerge, and anything is possible

www.DaneliPartners.com



Join us

DOWNTOWN REVITALIZATION INITIATIVE

OPEN HOUSE

*Wednesday, August 18th from 7-9 pm
Travelodge - 20 Albany St, Little Falls*

**Come tell us what you envision
for Downtown Little Falls!**

The Downtown Revitalization Initiative (DRI) is a \$10M grant competition to help upstate communities transform downtown neighborhoods into vibrant places where New Yorkers want to live, work, have fun and raise families.





Community Vision Statements

“I ENVISION THE DOWNTOWN WATERFRONT WILL...

- draw people if they know a taxi and bus are available so they are not stranded if they are seniors, single, and childless. Walk/bike lanes provide safety for shoppers. LF needs a modern handicap accessible apartment complex close to Eastern Park that charges the same rent to everyone, so middle class folks are not charged too much. We need bigger 2 bedroom
- Be a safe, attractive area to visit during my trips to Little Falls. I look forward to shopping at unique stores that offer quality products. The underpass (at the Ann Street/ railroad junction) would benefit from a thorough cleaning and regular upkeep. This structure helps to maintain the walk ability between Main street and the waterfront.
- I think we need more big employee jobs here in the only great city of little falls
- The unification of Little Falls as a cohesive area by way of all the DRI proposal of bridges and walkways is brilliant. Thank you ever so much for all the research, hours work and efforts toward advancing this THANK YOU.
- be a place that residents of all incomes can enjoy.
- grow and flourish as we move forward into the future with support for one and all.
- exclude the population living in poverty in this city. When people come to visit and tour the rest of the community, our economic divide will be even more pronounced.
- be a place that I often visit with my children.
- Attract more people to visit/live. I feel a train stop would grow this area immensely. I would love to see attractive store fronts downtown and more options for restaurants. Little Falls has an attractive small town feel already. It just needs to be enhanced.
- Keep LF ahead pf other ares communities.
- Little Falls needs to maintain its identity as a small town and the quality of life for all in this area is beneficial to everyone.
- be a fun, trendy and beautiful place where young and old alike can find enjoyment.
- be a fun, trendy and beautiful place where young and old alike can find enjoyment.
- Provide a safe and fun atmosphere that I can enjoy with my family. I love the idea of strolling along downtown.
- A place to enjoy outside areas with places to eat and spend time with friends/family
- A place to enjoy outside areas with places to eat and spend time with friends/family struggle due to the economic challenges we currently face and the uncertainty of the current Pandemic War. Communities are built by the people who choose to live there because they can earn a living to support their families, good schools, and a safe community. Thus LF must find a way to bring more business opportunities back to LF while continuing to work to
- I envision the Downtown Waterfront District as a place that appeals to all. It should host small businesses and encourage community engagement. It should be beautiful and have opportunity for people of all ages to engage.

“I ENVISION THE DOWNTOWN WATERFRONT WILL...

Encourage growth in the city
Provide a family friendly atmosphere with many options on how to spend your day(s).
transform into a more vibrant place that will help to attract people to move here.
make me want to move to Little Falls.
Be a pretty popular place this summer and fall. With new businesses moving in and hopefully more live entertainment.
Prosper with small incremental changes. Beautify the area with some elbow grease. Keep all areas clean, have some respect for your neighbors.
Bring new business in.
Be a hub for new ideas
Help to build community and bring people together.
Help to build community and bring people together.
Be a place to gather as a community.
Will help revitalize or clean up run down areas while keeping the housing/rents affordable for our community.
Continue to provide essential services
Preserve the integrity of the small town Main Street type feel of little falls.
Continue to grow and eventually include the Southside in their plans.
Fail, not enough support People too cheap to see a future Little Falls. Sad it could be so much.....
flourish as a local destination if it takes into consideration serving a wide range of economic backgrounds.
I envision the downtown waterfront district will be more welcoming and family friendly in years to come.



“I ENVISION THE DOWNTOWN WATERFRONT WILL...

will blossom as it has done , and will become more vital to the City as a whole.

Continue to be a driving force to steer the community to be a model place to live and to raise a family. Perfect place to call home.

Continue to be a driving force to steer the community to be a model place to live and to raise a family. Perfect place to call home.

Be connected better with a pedestrian, bike bridge over route 5. Tourists on the bike path can not locate Main St.

beautify the city. and attract people to come here

contain a walkable 11-Circuit (42' diameter) labyrinth, hopefully made of paving stones. Having one will add LF as a destination on <https://labyrinthlocator.com>.

Provide entertainment including festivals , exercise and leisure activities , housing options , and attraction that attract a variety if people . Our city had a lot of natural beauty that people need to be aware of and be able to take advantage of .

Attract people from other areas of Ny not just the local people

...inspire wayfarers to linger in an easy-going atmosphere to unburden their heavy minds.

continue to grow in interest to tourists as long as we keep advertising all of the great things we have to offer here. Push our past great historical innovations that have taken place here industrial and land physical.

continue to grow in interest to tourists as long as we keep advertising all of the great things we have to offer here. Push our past great historical innovations that have taken place here industrial and land physical.

Encompass green spaces, restaurants, small businesses, entertainment, tourist events, art installments while respecting the historic aspects of the town.

become an interesting "destination" only if L.F. residents can live there forever. They need to have modern housing, safe visible to all walk/bike ways, and transportation for single childless seniors especially in winter.

give people of all ages an inviting place to get out and socialize.

Bring about more business and stimulate the economy more in our small City also would love to see some nice parks with maybe picnic tables and covered areas to enjoy lunch

...become an attraction for residents, not just in LF, but surrounding areas - a “magnet”, so to speak, both during the day and at night. Need a “reason” to visit downtown. Not sure how receiving a grant can achieve this.

Thrive with small businesses and casual dining as people like to relax and enjoy the beautiful surroundings of a small city.

be easy to connect to and flow between spaces, so it is easy to attend and participate in events.

“I ENVISION THE DOWNTOWN WATERFRONT WILL...

become a tourist hub with entertainment, shops & dining to highlight the beauty of the waterway - this will further drive the economy of Little Falls.

be a shining example of the growth and vibrancy of the community.

...be an excellent expansion in space for our many beautiful events that bring people here and benefit our city in alot of ways

survive as it always does

Continue to grow!

Enrich local economy, draw new residents to area, attract tourists, improve quality of life for all

As the City of Little Falls continues to draw more people and business, the downtown and waterfront areas will need to expand to bring space to the new venues.

grow. Little Falls is a beautiful small city that can attract people to come and set up a small business. To succeed we also need Central New York to grow and expand to provide a demand for what Little Falls can provide.

be a major component of economic growth in the City of Little Falls.

Be a continuous source of pride for all people to enjoy. It's home town USA. I would not change the look of downtown store fronts..

be a unique, authentic, one-of-a-kind historical and natural treasure to preserve while inviting a thriving arts, shopping, music, and entrepreneurial and family-owned business community that spans generations, without sacrificing its wholesome friendly small-town appeal.

get better with more restaurants and activities for kids.

Adapt and cater to both young and adult customers.

Become the most vibrant area as it brings in tourists and businesses.

Make our community more attractive and integrated.

The area should appeal to all ages, promote city growth and business prosperity while encouraging visitors. Consider a pedestrian bridge.

....flourish as long as the area is promoted and advertised outside of LF, and enough parking is provided.

..... play a large part in the survival of our city. It needs to be appealing for not only the locals to come and spend their money but also to be a part of what attracts others to want to resettle and reside in our city.



"I ENVISION THE DOWNTOWN WATERFRONT WILL...

A Main Street which offers stores to shop and restaurants to dine in but jobs come first
create a focal point to reimagine this area as a destination for food, music and community. The awe inspiring architecture and tranquility of the Mohawk River will captivate people of all ages.
Be a hub for dining, arts and crafts and overnight lodging. A weekend getaway with easy access to banks and healthcare.
attract visitors when we hold events like the Garlic Festival. Tourist like gift shops where hand crafted items are sold. Music is also a big draw.
Welcome all visitors to a clean hospitable experience.
Be an attractive, safe place where people want to stroll, shop and eat. Love the arts, parks and bike paths.
Serve as an inviting destination district for all who come there, whether visitors or residents, and serve all equally well.
encourage businesses to relocate to Little Falls while also allowing present businesses to expand. This will provide much needed jobs and grow the tax base while keeping the small town charm that Little Falls is known for.
bring tourists from a wide distance to enjoy the unique attributes of Little Falls.
...become a cultural, artistic and forward thinking community.
Be an attractive draw for tourists and locals in the future.
Encompass everything in the above choices. Choosing only 3 in each section was very difficult and left out many equally important choices.
continue to grow because of the dedicated leadership and the foresight of those willing to lend their time and work together to make it happen.
Continue all her festivities that make this community come alive! I envision the Downtown Waterfront District will grow again to what it used to be. Downtown used to have many options for shopping - flowers, clothes, hardware, food, antiques...In the last 10 yrs it seems like there are few options for people, causing them to drive to another town to find what they are looking for.
grow with younger entrepreneurs satisfying the need for good food, professional services and local products
Attract down to earth small businesses. .not just the current trend of cutesy overpriced boutique stores
serve as an anchor for the city, a place for residents to meet, walk about, congregate

"I ENVISION THE DOWNTOWN WATERFRONT WILL...

be a beautiful asset to our lite city

hopefully improve the population and revenue into the city. As shown with this virus we cannot survive on tourism for this. Question why is income required for this survey??

Attract younger people who will create a vibrant community with more restaurants (ethnic food would be appreciated), wine bars and one of a kind retail shops.

Make Little Falls a shopping/arts/dining destination year round...not just for festivals

Continue to attract out of town visitors with an eclectic mix of small businesses, cafes, green space, and free/affordable events.

Grow in capturing the uniqueness of the Gorge at Little Falls in the character of the Mohawk River and the Mohawk Valley.

Contain a safe space to allow our dogs to run off leash. Little Falls needs a safe dog park ♥

Remain an area of growth within the Mohawk Valley. There is already a sense of art and community as well as quality resurants and bars that you can't find in the neighboring towns. The city has already taken steps in this direction and I hope it continues.

Continue to grow with many local people participating in the process ,volunteers from all age groups are critical to produce a product that will attract

Bring industry closed factories

Be a great place to visit, shop and eat.

Be a lively, family-friendly place with diverse offerings.

Have new up to date tech buildings with shops and parks in the vacinity.

attract tourism and serve as a catalyst for micro economic growth, improving the quality of Little Falls and the greater Mohawk Valley.

Improve parking, help businesses reestablish viability after the coronavirus, and continue helping improve the historic buildings and facades that make it such a charming place. I bought my property because I have a disabled son who cannot drive, and walkabilty of town along with local services made it a town I am willing to invest in - been improving my property ...strengthen over time. I'm very satisfied with how our great city has progressed over the years compared to other nearby municipalities. I know it's probably not easy and I'm no expert but it would be great to bring in more manufacturing and retail shops. I love the fact that we have our own cinema. This brings people to our city from other towns and gives our

help grow our city. We have the bones of everything a city needs to be successful and inviting. We just need a niche, a way to draw people here, to live, to visit, to play. Little Falls rocks. ♥

Replace the ugly urban renewal buildings to fit into the old world charm and revitalize the older existing buildings to bring in more businesses.

“I ENVISION THE DOWNTOWN WATERFRONT WILL...”

Attract all ages to engage in their community by providing attractive space for people of all abilities to come together as a community.

Thrive as soon as this pandemic is over. Little Falls has a lot going for it to attract tourists.

be a giant leap forward.

become a mecca for tourism if we do the right things.



Community Meeting for Project Input

On August 18, 2021, an Open House event was held at the Travelodge in Little Falls, where each project was presented to the audience and input was asked for. The event was filmed, as well as live-streamed via Zoom. Approximately 75 people were in attendance either in person, or online.

The following pages catalog that input as part of the DRI process that the City went through.

Project 1	
	1. Business development for the south side?
	2. Yes
	3. Yes
	4. Yes. The Jefferson St bridge should be replaced.
	5. Yes. Entrance at Miracle Mile needs improvement.
	6. Great idea but we need more parking.
	7. A well signed bike loop over this circuit will definitely draw visitors who will remember Little Falls!
	8. Love this!
Project 2	
	1. The canopy needs to stay but needs to be update!
	2. Hooks for Christmas lights, garland, so they are easily hung & removed.
	3. City center gathering place.
	4. Love this - lighting, music, room for outdoor seating, electric available for musicians, etc.
	5. Very excited about this!
	6. Yes. The addition of electric would be amazing!
Project 3	
	1. Yes
	2. E Main St parking is especially critical in the school street to William Street blocks for overnight parking. Will help bring investment to restore 2nd floor Main St apartments and being new downtown residences.
	3. Crucial
	4. Can't fill apartments on Main St without parking.
	5. Absolutely essential!
	6. Got to have it.
	7. Alternate side of the street parking in the winter.
Project 4	
	1. A common complaint!
	2. Don't forget electric vehicle mandates in the pipeline.
	3. Yes & love diagonal parking on Main St.
	4. This will be extremely helpful.
Project 5	
	1. Yes. Historical focal point and center of the City!
	2. Yes. Spare no expense.
	3. Our house! Let's do this.
	4. Refresh city council chambers room and then rent it out for selected events.
	5. Keeping the facade & renovating this beautiful building is exciting!
Project 6	
	1. Excellent! Need high quality sound and acoustics on stage.
	2. Waterfront features are great for emphasis of this unique asset.
	3. Exciting possibilities!
	4. Love this.



Project 7	<ol style="list-style-type: none"> 1. Tourists would love to see the art in the same places. 2. Signage is a must. Many 'out of town' visitors want to know what to see. 3. Desperately need this! 4. Make signs with QR codes and interactive maps that can be easily changeable.
Project 8	<ol style="list-style-type: none"> 1. Yes! 2. Love!
Project 9	<ol style="list-style-type: none"> 1. Very important 2. Wow - can't wait! So important! 3. WiFi is the new communication. How can locals help? 4. An awesome idea! 5. Yes! 6. Wireless fiber network will draw new business startups that will spur creation of new jobs!
Project 10	<ol style="list-style-type: none"> 1. Absolutely 2. If we expect more tourists we need more rooms.
Project 11	<ol style="list-style-type: none"> 1. Will this include updating recreational equipment (weight lifting, track, fitness machines are all way out of date) - so important for our youth. 2. Critical resource for the community. A refresh of the building will also enhance sustainability of the many non profit & service organizations this facility supports. 3. Yes - important community based resource for adults & kids 4. Important for community services.
Project 12	<ol style="list-style-type: none"> 1. Also consider a small dog park in the downtown 2. Not in favor of dog parks - spread diseases among dogs. Irresponsible owners bring dogs that don't behave. Rather see kids park or skateboard park. 3. Enhance the kids area of Columbus Park and add something for our kids that skateboard. A skateboard park. Our kids have very little here.
Project 13	<ol style="list-style-type: none"> 1. Yes! 2. Much needed! 3. Definitely needed!
Project 14	<ol style="list-style-type: none"> 1. Main St. is the key. 2. Good idea for stimulus. 3. Main Street desperately needs this! 4. Possible fix for the Price Chopper parking lot 'view' by creating a park above it so Main Street mood isn't broken by it.

	5. Absolutely important for revitalization.
	6. A well managed & maintained Main Street would bring more people to visit and invest!
Project 15	
	1. I love this! Let's get all these lovely old homes looking beautiful again!
	2. Also need to address 'Zombie properties'.
Project 16	
	1. We should not invest public funds in a private residence. If it is deeded to the City, then OK.
	2. Yes please! What a beautiful spot for concerts!
	3. Needs parking solved first.
Project 17	
	1. Put this over the canal and river from the south side to Canal Place!
	2. I don't see the point of this. If you are making the existing underpass accessible, this seems like an unnecessary project.
	3. I don't see the value of an overpass. No one uses the one in Utica.
	4. Essential for both Main St and Ann St.
	5. This would be a draw for visitors too!
	6. Yes. Much needed.
	7. Love to see this widened as a merchant/pedestrian continuous experience all along it like Venice Italy. Do it big!
Project 18	
	1. This will be very helpful to our young families.
	2. Desperately needed if we hope to attract young people to this city.
	3. More childcare options will draw in new families and help us retain those that are here.
	4. Very worthwhile - important because we lack childcare.
	5. Essential support.
Project 19	
	1. Replace former bridge.
	2. Yes
	3. Agree! Only bike and pedestrian access!
Project 20	
	1. Great potential!
	2. Awesome draw.
	3. Lots of additional parking will be needed for this. Canal Place needs parking.

Referenced Reports

All of the reports referenced in this document, as well as our submission document have all been placed in a folder on DropBox at the following URL:

https://www.dropbox.com/sh/kqsjrupo1ax2nc/AAAsb9W3XUXqv7j_CtESOIewa?dl=0

SHoP Buro Happold Reimagine Little Falls Connectivity Study - October 2020

Goals - To suggest strategies to improve the connection between Little Falls and the Canalway Trail to stimulate tourism and enhance recreational assets for residents. To develop concepts to improve the pedestrian and bicyclist experience and create a network of paths connecting Little Falls assets, maximizing accessibility and safety. To provide opportunities to celebrate Little Falls iconic infrastructure destinations. To provide new ideas to enhance recreation, tourism and to stimulate the local economy along the Erie Canal for Little Falls.

Little Falls City Hall Assessment Report - July 2014

This report describes conditions observed at the Little Falls City Hall in Little Falls, NY by Randall T. Crawford of Crawford & Stearns, Architects and Preservation Planners (Syracuse, NY). This report and related services have been coordinated by Nan Ressue of Preserve Our Past, a local not-for-profit organization dedicated to the preservation of local historic resources.

Empire State Trail Plan - June 2018

This Plan provides an overview of the Empire State Trail, including maps identifying the entire 750-mile route. During 2017, scoping was completed to identify more than 60 discrete construction projects that are being advanced to complete new off-road trail segments and make improvements to on-road sections along the route. Five state entities – the Hudson River Valley Greenway, NYS Canal Corporation, NYS Department of Transportation, New York State Parks, and Metro-North Railroad – are coordinating with local officials, involved agencies, bicycle and trails groups, transportation planning organizations, and interested members of the public to undertake detailed engineering design and environmental review for each individual construction project.

City of Little Falls NYS Brownfield Opportunity Areas (BOA) Program Report - January 2020

The City of Little Falls, together with civic groups, businesses, and residents, has completed this Pre-Nomination Study funded under the Brownfield Opportunity Areas Program (BOA) administered by the NYS Department of State. The South Side/Waterfront New Vision Plan builds on our existing Local Waterfront Revitalization Program (LWRP) for the Mohawk River and Erie Canal (2010), the City's Comprehensive Plan (2018), and the investments we are making to rejuvenate the Waterfront and our adjacent South Side neighborhood community.

The South Side/Waterfront New Vision Plan will focus limited community resources on a vision for the reuse of shuttered mills and vacant and deteriorated commercial structures and homes adjacent to the waterfront. These properties should provide a foundation to attract new residents, jobs, and

investments to Little Falls. The Plan will specifically focus attention on key properties that could be redeveloped and used as catalysts for measurable public and private projects to revitalize and fully integrate both sides of the Mohawk River and Erie Canal waterfront with our overall community revitalization.

City of Little Falls Comprehensive Plan - September 2018

The primary purpose of a Comprehensive Plan is to put the community's vision for its future on the record. Any development proposal or action, whether private or public, should take into consideration the City's vision as expressed in this Plan, and be consistent with its stated priorities. An adopted Comprehensive Plan provides an accessible and clear guide for entities seeking to invest in the community. It provides them with a better understanding of what the City is likely to approve and the types of actions that are preferred.

The intent of this 2018 Comprehensive Plan is to provide our City with an updated framework for future public and private investment in the community. It is the collective investment by our residents, businesses, civic institutions, community organizations, and local government that will shape the physical, social, and economic character of our community. A good plan outlines community-wide goals and action steps toward implementation that may be adopted by all those doing business with the City of Little Falls, residents and stakeholders alike.

More pointedly, New York's zoning enabling statutes require that zoning laws be adopted in accordance with a comprehensive plan. Thus, the City intends that this comprehensive plan will provide the backbone for future changes to, and variances from, the local zoning law.

John Zogby Strategies - Little Falls Rising: A Good Story, A New Narrative - November 2019

Little Falls, NY, is the second smallest city in New York, but it is not just another little town. This is a place with a very good self-image, where successful people return, where lifetime residents boast, and where civic spirit reigns supreme. In Little Falls, there is an infrastructure of progress – hundreds of optimists, a core of leadership that gets things done, influential returnees, a solid school district, and an extraordinary volunteer network.

Every stage of this study reveals that the people of Little Falls are poised and ready for big things. There is a positive can-do attitude, a relative absence of whining and pessimism so prevalent throughout small towns in Upstate New York, and a level of civic engagement that is both impressive and admirable. There have been some recent positive developments in the city and throughout the region that have and continue to fuel this new spirit, and the timing is perfect to create a plan that can be discussed thoroughly, adopted, and moved forward. Main Street First and local investors can move forward, knowing that solid data and public opinion are providing a strong tailwind for both community and economic development.

City of **Little Falls** 2021



Rethink
Rebuild
Reconnect

The Heart of the City

Mohawk Valley Regional Economic Development Council
2021 NYS Round 5 Downtown Revitalization Initiative (DRI)