



**Downtown
Revitalization
Initiative**

Village of **TUPPER LAKE**

Downtown Revitalization Initiative
Strategic Investment Plan

North Country Regional
Economic Development Council



July 2022

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FOREWORD

Downtowns define our cities and regions with their energy and diversity, as well as their artistic, cultural, and historical assets. Vibrant downtowns serve as anchors and catalysts for local and regional growth, and they epitomize what we refer to as a ‘sense of place.’ These enduring qualities attract businesses, jobs, residents, and visitors and provide the critical infrastructure and diverse tax base necessary to foster broader and more inclusive growth.

Despite their tremendous value to our society and economy, downtowns suffered decades of disinvestment, economic decline, and community despair with the advent of sprawl and de-industrialization. But people and businesses are once again recognizing the tremendous value downtowns offer to residents, communities, and regions. With that renewed appreciation, many downtowns are beginning to revamp and reinvent themselves. With Governor Kathy Hochul’s leadership, there is a new era of rebirth, revitalization and redevelopment occurring throughout New York State. Communities are creatively leveraging their proud heritage, not as a whimsical look backward to a bygone era, but as a catalyst for a brighter future. And yet, obstacles remain, as does the need to accelerate and ensure equitable revitalization and build communities that are more climate resilient. This is where the DRI comes into play.

Recognizing both the potential and the challenges of our urban centers, the State launched a major new initiative in 2016: the Downtown Revitalization Initiative (DRI). The DRI effectively accelerated and expanded the revitalization of downtowns and neighborhood centers to serve as centers of activity and catalysts for investment in all ten regions of the state. The DRI represents an unprecedented and innovative “plan-then-act” strategy that couples strategic planning with immediate project implementation.

In the first five rounds of the DRI, the State committed \$600 million to invest in downtowns that are ripe for revitalization and have the potential to become magnets for redevelopment, business development, job creation, greater economic and housing diversity, and opportunity. Each year, the Regional Economic Development Councils (REDC) select ten downtowns to receive \$10 million each. For DRI 5, each region received \$20 million, with the REDCs selecting either two \$10 million awardees or one \$20 million awardee to refine a vision and

strategy for revitalization and to implement projects that show the greatest potential to improve the economic and social vitality of their downtown areas. The projects realized through DRI grant funds in turn catalyze multifold additional investments and projects, creating the momentum and progress necessary to sustain a long-term successful revitalization effort. The excitement and community pride generated by the DRI are clear and palpable.

The nineteen communities selected in DRI 5 will continue to address the impacts of COVID-19, building on recent recovery and adding resiliency to absorb future shocks. They demonstrated a clear readiness to undertake DRI as a whole community, pursue a vision and recommend project selections to make DRI investments in their communities impactful and sustainable.

The DRI also presents an opportunity to address another looming, omnipresent and global crisis: climate change. Downtowns are inherently climate friendly. Their compact, mixed-use, and pedestrian/bike/transit-friendly design reduces car use and dependence, thus reducing automobile greenhouse gas emissions. Due to high demand from the concentration of population and industry, downtowns provide fertile ground for the proliferation of renewable energy resources, energy efficiency and mass electrification of both buildings and vehicles—all to “de-carbonize” our communities and the State. These climate benefits are helping achieve the nation-leading climate goals contained in the landmark Climate Leadership and Community Protection Act of 2019 (CLCPA).

In furtherance of these goals, certain DRI projects will now be required to achieve a higher level of energy efficiency and renewable energy use. DOS has forged mutually supportive partnerships with both the New York State Energy Research and Development Authority (NYSERDA) and the New York Power Authority (NYPA) to support carbon-neutral projects and the siting of electric vehicle charging stations in downtowns, respectively. To advance the over-arching emphasis in the CLCPA on equity and climate justice, certain DRI projects will need to address housing affordability.

Downtowns are complex, multi-dimensional systems that require a highly collaborative, partnership-based form of governance. Recognizing this challenge, the DRI process integrates a combination of community-based strategic planning, inter-agency project

support, inter-governmental collaboration and public/private leveraging of outside investments. The DRI strategic planning process is led by Secretary of State Robert J. Rodriguez and facilitated by staff from the Department of State's Office of Planning, Development and Community Infrastructure, NYS Homes and Community Renewal and Empire State Development. This highly collaborative, multi-agency effort mobilizes the full complement of resources available from state agencies, tapping into their expertise, technical assistance, and project management skills as necessary. Through each DRI planning effort, a Strategic Investment Plan is developed, which sets forth a clear vision for the downtown, as well as goals and strategies to accomplish the vision and catalytic projects.

A Local Planning Committee identifies the slate of viable, transformative, and catalytic projects that show the greatest potential to contribute to overall revitalization. The most catalytic projects that are collectively transformative receive DRI funding, while the State works with the community to attract and leverage funds from other sources, both public and private, for the remaining projects.

The DRI is much more than a one-off grant. First, the projects are not selected in a vacuum; rather, they are synergistic and catalytic, working in concert with one another and contributing exponentially, not just additively, to the upward cycle of vibrancy and revitalization that the DRI sets in motion. Second, the positive momentum created by the DRI continues well after the Plan is done and projects are awarded. The DRI process is designed to generate exponential effects that assist the

community with leveraging additional public and private investments that, in turn, create a self-perpetuating cycle of revitalization. That's what sets the DRI apart from all other urban revitalization initiatives.

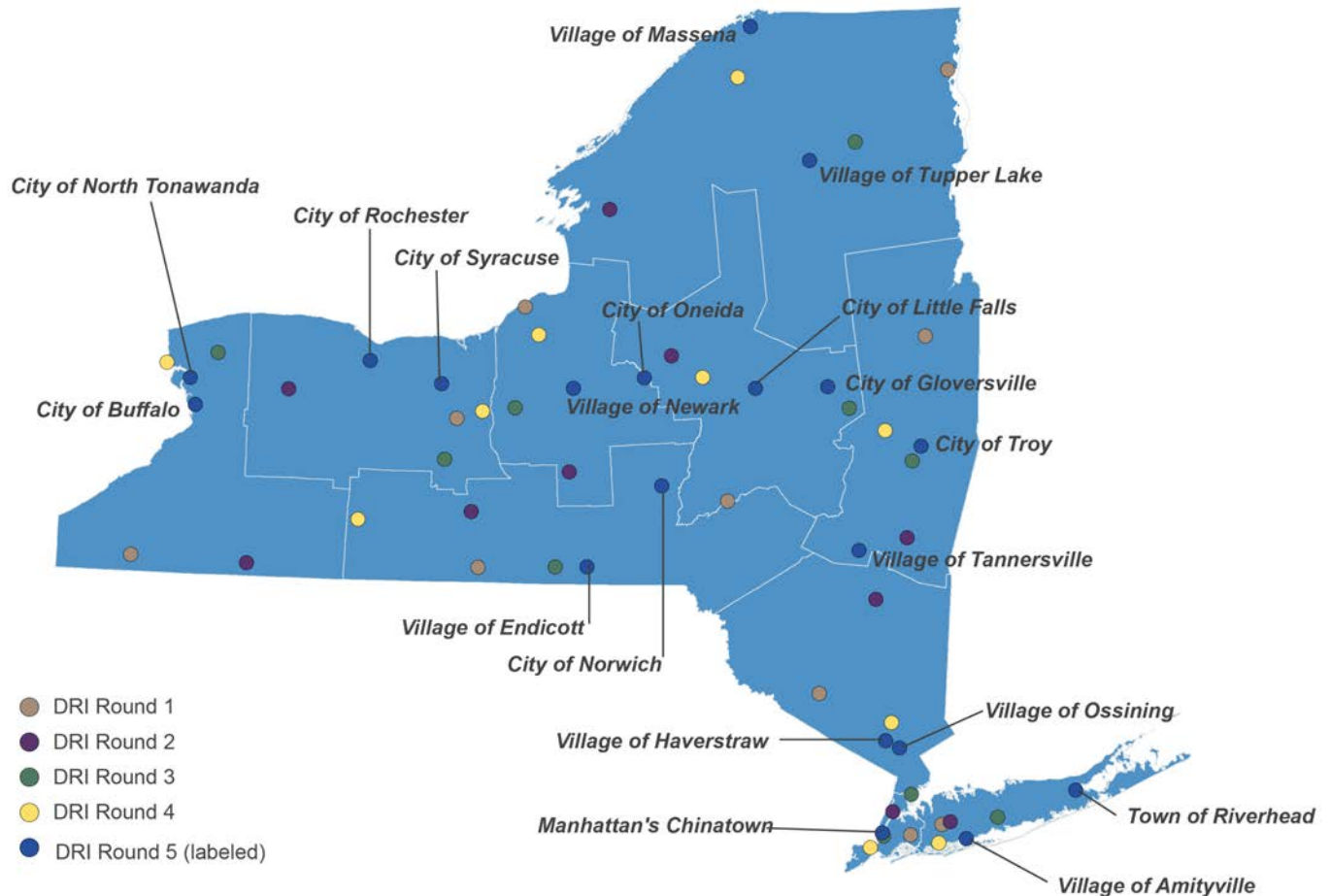
Downtowns are a place to connect, eat, shop, drink, learn, absorb, innovate, observe, and interact—a cultivator of human ingenuity and entrepreneurial spirit. They offer public gathering spaces that allow people of all ages, incomes, backgrounds, and abilities to interact safely and comfortably while appreciating the diversity of city life.

There is no cookie-cutter formula for our urban centers. Each one is unique—a different vibe, heritage, culture; a whole different story to tell if we listen carefully enough. Through its focus on placemaking, the DRI treats and respects each downtown as its own special place. The DRI represents the crown jewel of smart growth programs in NYS. Its emphasis on the “Four E’s” of Smart Growth— Economy, Equity, Environment and Energy—ensures that multiple policy goals and priorities are achieved under one integrative umbrella. The DRI is accomplishing its overarching goal of supporting local and regional economic development and quality of life. The program has proven to be remarkably adaptable, pivoting to both new and ongoing challenges, such as the COVID-19 pandemic, climate change, housing affordability, and socio-economic equity. In this respect, the DRI is even more relevant and imperative now than it was when it began six years ago. And its past, present and future provide a bright beacon light for the State's communities and regions moving forward.

DRI ROUND FIVE COMMUNITIES:

REGION	COMMUNITIES
Capital Region	Troy & Tannersville
Mohawk Valley	Gloversville & Little Falls
Central New York	Syracuse & Oneida
New York City	Chinatown
Long Island	Amityville & Riverhead
Western New York	North Tonawanda & Buffalo
Mid-Hudson	Haverstraw & Ossining
Southern Tier	Endicott & Norwich
Finger Lakes	Rochester & Newark
North County	Tupper Lake & Massena

DOWNTOWN REVITALIZATION INITIATIVE COMMUNITIES





EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

OVERVIEW

Since its earliest days as an Adirondack logging center, the Village of Tupper Lake has defined itself in relation to the surrounding forests and waterways. However, while forest-related industry spurred growth and local employment in the nineteenth and twentieth centuries, today, the wooded mountains attract outdoor enthusiasts and other visitors who represent a new source of economic vitality for the region.

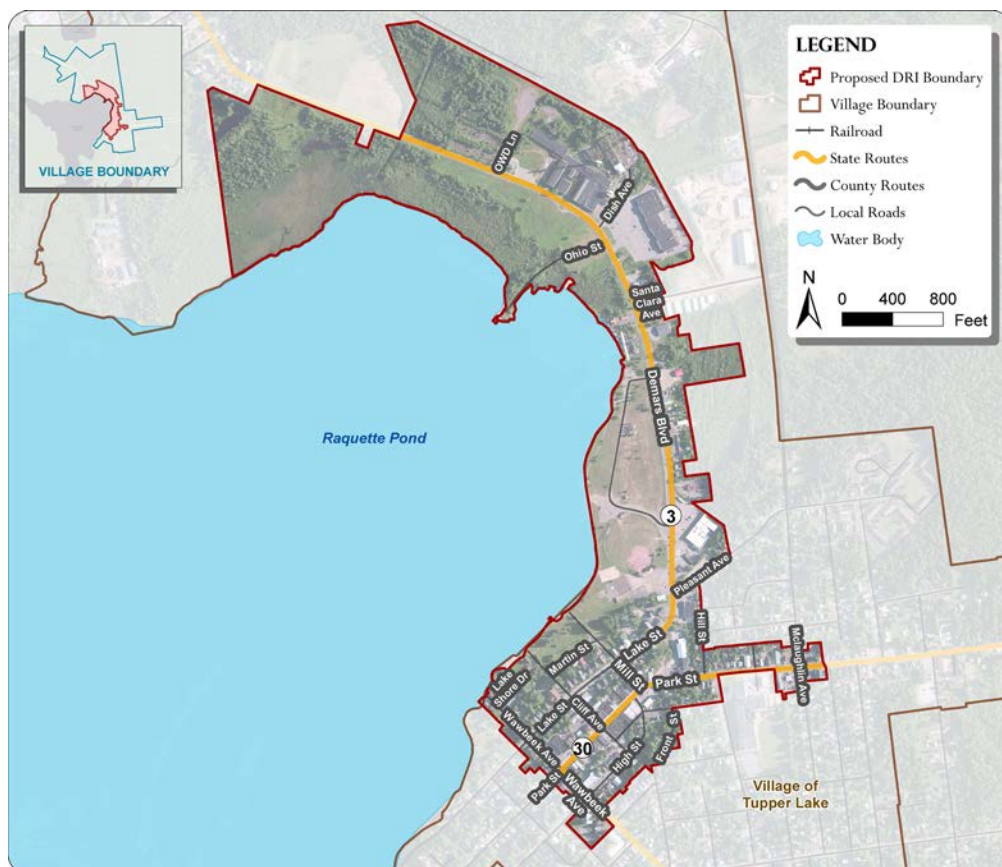
The selection of Tupper Lake as one of two North Country Region Round Five Downtown Revitalization Initiative (DRI) winners recognizes the momentum that the Village and its residents have generated toward the goal of community revitalization. The DRI Strategic Investment Plan will facilitate transformative local investments that will bolster

Tupper Lake's reputation as a superior place to live, work, and visit.

The Local Planning Committee (LPC), with input from the community, recommends 17 projects for DRI investment within four categories: Public Improvements, New Development and Rehabilitation of Downtown Buildings, Revolving Loan and Grant Fund, and Branding and Marketing.

These projects represent a DRI request of \$15 million with a combined total value of \$80.5 million, leveraging more than \$65 million in local investment. Together, these projects will catalyze the creation of needed jobs and amenities in Tupper Lake, putting the community on a trajectory for success in the twenty-first century.

Tupper Lake DRI Area



Vision, Goals and Strategies

Incorporating input from the community, the Tupper Lake DRI Local Planning Committee developed a vision for the Uptown area along with a set of targeted goals and strategies to realize that vision.

VISION

Tupper Lake is a nationally recognized, vibrant four-season Adirondack destination, celebrating and interpreting the natural environment, attracting and retaining families, businesses, and visitors looking for an elevated quality of place and a unique balance of nature and technology, history and progress, work and play, where everyone is welcome.




Goals and Strategies


GOAL 1

FOUR SEASON DESTINATION

Accelerate efforts to reinforce Tupper Lake as a welcoming, four-season Adirondack community and destination with a variety of year-round activities, amenities, shopping, lodging, and dining.

STRATEGIES

 Celebrate Tupper Lake as a recreation destination by improving access to activities, the waterfront, baseball field, parks and trails.

 Enhance connections to and within Tupper Lake through creative wayfinding and transportation infrastructure.

 Support a variety of businesses and organizations to offer year-round convenience and amenities for visitors and residents.


 Bolster tourism by diversifying lodging and recreational opportunities for visitors.


GOAL 2

ENVIRONMENT & HISTORY


Celebrate and interpret Tupper Lake's value for and connection to the natural environment and history.

STRATEGIES

 Leverage and enhance educational opportunities and interpretive experiences for local history, ecology and the environment.

 Reinforce Tupper Lake as a model for environmental sustainability in the region by encouraging green infrastructure, energy efficiency and decarbonization techniques.

 Continue to support a variety of community and cultural activities for residents and visitors alike.

 Maintain Tupper Lake's status as a "dark skies" stargazing destination.

GOAL 3

ENERGIZE THE ECONOMY

Energize the Tupper Lake economy to attract and support businesses, entrepreneurship, and employment opportunities.

STRATEGIES

Provide new employment opportunities by attracting and cultivating a diverse range of new businesses.

Encourage the development of new and diverse housing opportunities to attract new employees, remote workers and new consumers to Tupper Lake.

Retain existing and seasonal businesses and entrepreneurs by establishing a mechanism to provide supporting programs and resources.

GOAL 4

QUALITY OF PLACE

Enhance the 'Quality of Place' in Tupper Lake to draw and retain residents, families, and businesses.

STRATEGIES

Beautify and enhance the public realm through cohesive streetscape and wayfinding, providing connections for vehicles, bicycles, and pedestrians.

Encourage a variety of amenities, services, and digital infrastructure to support existing and future residents and businesses.













Enhance community gathering spaces to support local activities, events, and traditions.

Support expanded housing opportunities and enhance housing quality to provide for a range of income levels.

Challenges and Opportunities

Based on an analysis of demographic and socio-economic data, as well as public input gathered throughout the Tupper Lake DRI process, a number of challenges and opportunities for Uptown were identified. Many of these issues extend beyond the boundaries of the DRI area and are relevant community-wide.


Challenges


-  The Village of Tupper Lake's population has decreased substantially from its peak in the mid-20th century. A decreasing population can lead to fewer customers patronizing local downtown businesses and declining school enrollment, threatening the viability of existing local jobs.
-  The median value for owner-occupied housing units in the Village of Tupper Lake was \$88,500, according to data from the 2019 American Community Survey 5-Year Estimates. The median home value in the Village was lower than the median for the Town (\$113,700) and for surrounding Franklin County (\$108,700). Low home values can negatively affect the Village's property tax revenues.
-  Vacant and underutilized spaces (both residential and commercial) have been identified within the DRI study area. Approximately 9% of the housing units in the Village of Tupper Lake are listed as vacant, according to the 2019 American Community Survey 5-Year Estimates.
-  Half (49.9%) of the housing units in the Village of Tupper Lake were built prior to 1950. The older building stock presents challenges related to costly renovations, upgrades and utility costs. Quality residential and commercial space with modern amenities will be necessary to support growth.
-  The current design of Demars Boulevard/NYS Route 3, which links Uptown to Downtown Tupper Lake, offers only limited access to pedestrians and cyclists. The Village receives a walk score of 63 – “somewhat walkable” – from Walkscore.com¹.
-  The Village lacks sufficient overnight lodging options to accommodate demand generated by The Wild Center, baseball games, and other large events.
-  According to the New York State Education Department, the Tupper Lake Central School District's ability to raise local funds is “significantly less than the average district in the state,” while the student needs in the district are “slightly more than the average district in the state”².
-  The seasonal nature of the local economy can be a barrier to new business creation. The current closure of Big Tupper ski area negatively influences the number of winter visitors to Tupper Lake.
-  Sunmount Developmental Center, The Wild Center, the Tupper Lake School District and other local employers have faced staffing difficulties due to the lack of available workforce housing in the area.
-  Relatedly, there are currently limited options for aging local residents who wish to “downsize” their living arrangements– i.e., those who wish to remain in the Village but who are no longer capable of performing snow removal and other property maintenance.
-  Despite recent improvements to broadband internet service in the Village, internet connectivity continues to be a challenge for many locals.
-  In addition to the lack of available housing, the Village is also a “child care desert,” which poses a significant barrier to attracting employers and employees to the area.
-  Relative to its neighbors in the Tri-Lakes region, there is currently minimal access to public restroom facilities in the Village of Tupper Lake. Lack of restroom access has been identified as a deterrent to walking and shopping within the DRI boundary.


¹ Walkscore.com, <https://www.walkscore.com/score/tupper-lake-ny>


² [Tupper Lake Central School District](#)


Opportunities


 NYS Routes 3 & 30, which meet in the center of Uptown Tupper Lake, provide connections to numerous outdoor recreation attractions throughout the Adirondack Park region, as well as to neighboring towns and villages.


 Tupper Lake is home to The Wild Center, a nationally recognized nature museum that attracts over 100,000 visitors each year, nearly half of whom come from outside the State of New York³.


 Grant-funded improvements to broadband internet infrastructure in 2021 have put the Village and Town in a better position to attract workers who are able to work remotely, a group whose numbers have grown, nationally, during the Covid-19 pandemic.


 The length of Demars Boulevard/NYS Route 3 that falls within the DRI Study Area has an unimpeded viewshed of Raquette Pond. The land between Demars Boulevard and the shoreline is primarily occupied by the 24-acre Tupper Lake Municipal Park. The land on the western side of Raquette Pond is undeveloped.


 Another valuable viewshed in Tupper Lake is the night sky. The Adirondack Sky Center & Observatory, located beside Little Wolf Pond, approximately one mile north of the DRI Study Area, hosts sky watching events and provides educational programming.


 Tupper Lake is home to Raquette River Brewing, a successful craft beer business that employs local residents and attracts thousands of visitors annually. Craft brewing operations have been identified as critical drivers of local economies in small cities and towns⁴. Raquette River Brewing participates in annual tourist events such as OkTUPPERfest and Brew-Ski.


 Tupper Lakers have a history of successful civic cooperation, including efforts to restore the Adirondack State Theater in the 1980s, volunteer-driven maintenance of the cross-country ski trail system, as well as the organization of a free ride service to reduce impaired driving during weekend evenings.


 As one of relatively few places of its size with a municipal electric department, the Village of Tupper Lake enjoys lower than average rates for electricity.

 Tupper Lake sits at the middle point of the Adirondack Rail-Trail project which aims to link the Adirondack outdoor recreation hubs of Lake Placid and Old Forge. Trail work on the section between Tupper Lake and Lake Placid commenced in 2020. A 2012 study by the Rails-to-Trails Conservancy estimated that over 200,000 annual visitors would use the trail, when completed.

 The construction of the Little Loggers Playground and the Flanders Park Bandshell on the shore of Raquette Pond, at the terminus of Mill Street, has created valuable local amenities that successfully draw residents and visitors to the waterfront area.

 New York State Department of Transportation (NYSDOT)-funded streetscape enhancements to Park Street in 2015-16 created a visually cohesive, attractive public space along Tupper Lake's primary commercial corridor.

 The Tupper Lake River Pigs, an Empire Baseball League team who play home games in Municipal Park Stadium, draw substantial crowds to the waterfront on game nights during the summer months. The team played its first season in 2020. Prior to the inaugural season, a series of upgrades were made to the stadium grandstands and playing surface.

 The planned extension of the Adirondack Railway Preservation Society (ARPS) passenger train service north from Utica will bring rail visitors to Tupper Lake. As the northernmost terminus of Adirondack Railroad service, Tupper Lake stands to benefit from the infusion of tourists who disembark and wish to take advantage of local amenities.

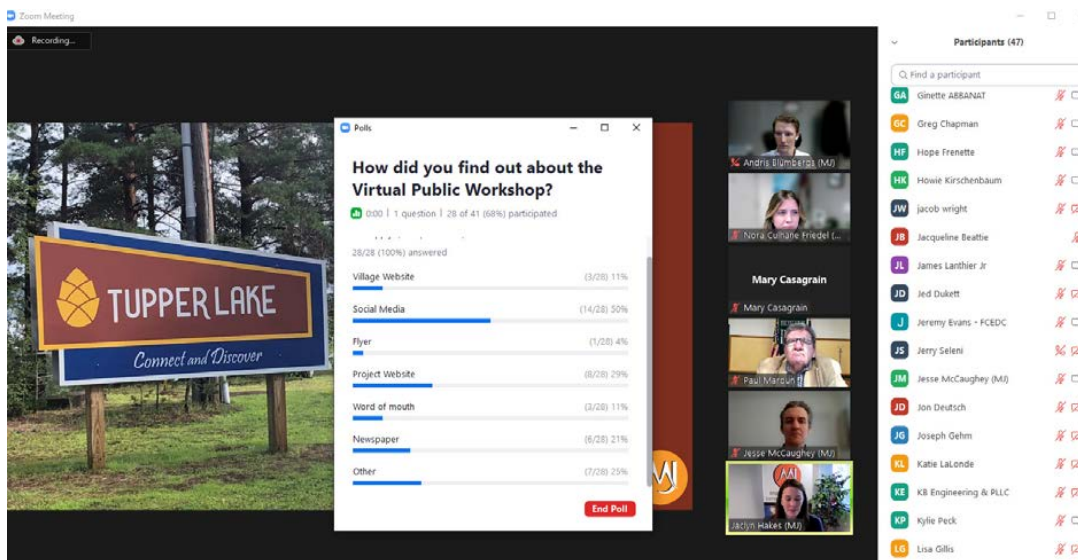
³[The Wild Center: An Economic Engine for the North Country](#)

⁴<https://www.theatlantic.com/our-towns/>

Community Engagement

Comprehensive public engagement is essential to the success of downtown revitalization efforts. The Village of Tupper Lake and the DRI Local Planning Committee (LPC) were committed to ensuring that a broad range of public input informed the development of the DRI plan. Throughout the duration of the planning process, the Village, LPC and the project team received feedback and insight from a wide variety of key stakeholders, including business owners, residents, landowners, Village staff and local officials.

To guide the public engagement process, a Community Engagement Plan was developed, outlining the phased engagement methods to be utilized over the course of the DRI process. The first phase of engagement was designed to introduce the community to the DRI and to gather public input on a range of related issues. Phase one also featured an official Call for Projects. Phases two and three of public engagement provided multiple opportunities for review and feedback on the range of proposals generated by the Call for Projects. Throughout the entire DRI process, the LPC met on a monthly basis, and the public had continuous access to relevant DRI materials via a project website (www.TupperLakeDRI.com).



Engagement activities that took place during the DRI planning process included:

Continuous/Ongoing Engagement

- Project website
- Monthly LPC meetings
- Publicity
 - » Email Campaign
 - » Social Media

Phase I Engagement

- Open Call for Projects
- Informational pop-up
- Community Vision and Values Survey
- Stakeholder Group discussions
- Public Workshop #1

Phase II Engagement

- LPC Working Groups
- Online DRI Project Questionnaire
- Public Engagement #2

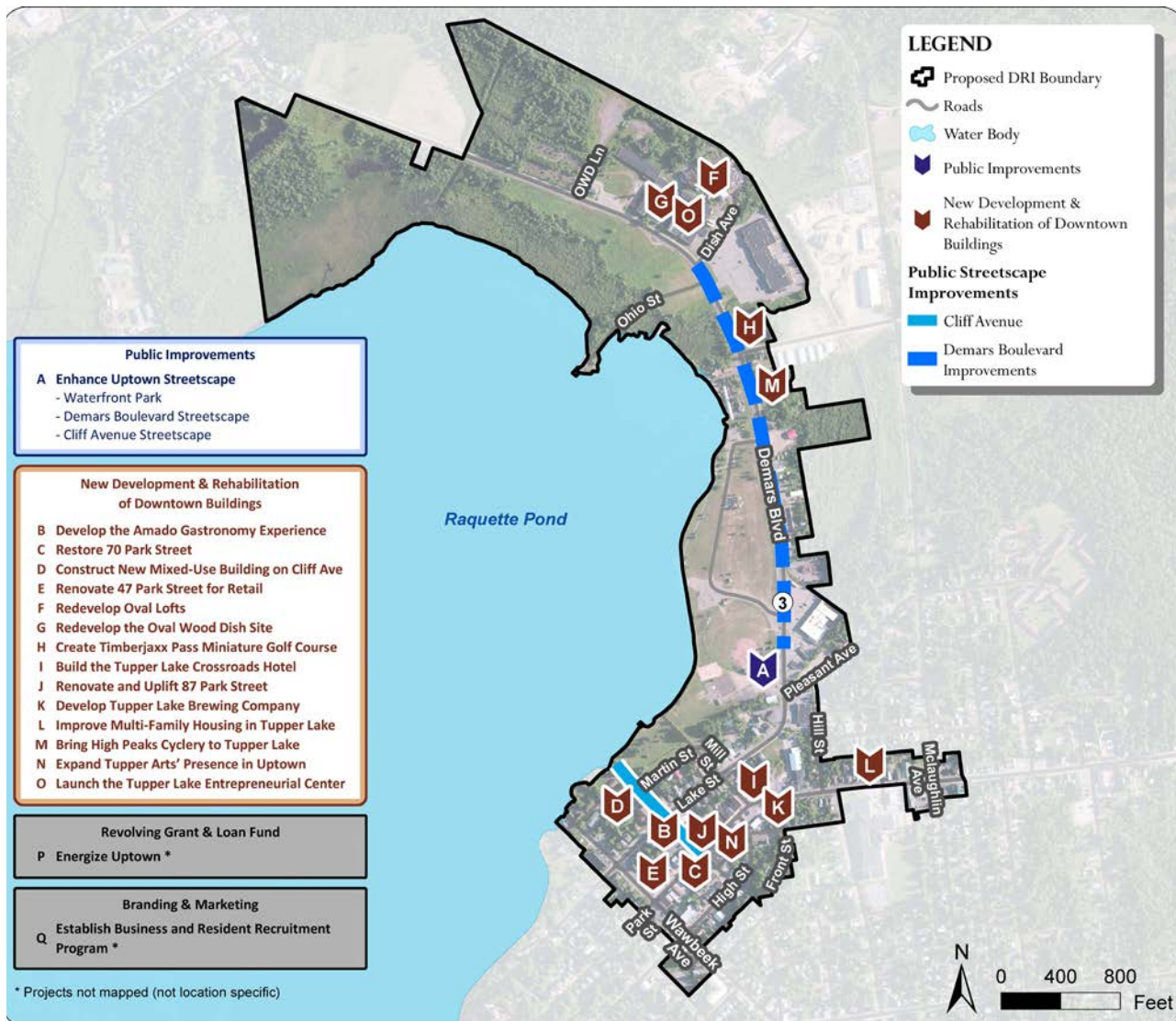
Phase III Engagement

- Online Project Gallery

ID	Project Name	Project Description	Responsible Party	Total Project Cost	DRI Request
Public Improvement Projects					
A	Enhance Uptown Streetscape	Three component project that includes streetscape and pedestrian enhancements to tie together the Uptown Corridor including Cliff Avenue, Grandstand and Demars Boulevard improvements.	Village of Tupper Lake	\$3,606,000	\$3,606,000
New Development & Rehabilitation of Downtown Buildings Projects					
B	Develop the Amado Gastronomy Experience	Interior and exterior improvements to 10 Cliff Avenue and the adjacent property at 38 Lake Street, to create the Amado Gastronomy Experience.	KKR Food Service, LLC	\$700,000	\$280,000
C	Restore 70 Park Street	Restoration of the two-story building at 70 Park Street. The first floor will feature retail space for Mountain Gem and Jewelry, while the second floor will feature a short-term vacation rental unit.	Mountain Gem and Jewelry, LLC	\$310,000	\$110,000
D	Construct New Mixed-Use Building on Cliff Ave	Infill construction of a new mixed-use building at 4 Cliff Avenue with a market-rate apartment on the second floor, storage space for Tip Top Electric in the basement/rear of the building, and commercial/retail space on the first floor facing Cliff Avenue.	Tip Top Enterprises, LLC	\$799,000	\$320,000
E	Renovate 47 Park Street for Retail	Renovation of the existing building at 47 Park Street to accommodate the retail tenant Thrifty & Nifty, as well as the addition of a second story to the building, which will feature residential apartments.	Don Bennett Building Maintenance and Repair, LLC	\$503,000	\$200,000
F	Redevelop Oval Lofts	Historic redevelopment of 13 Dish Street for 70 market-rate apartments with on-site tenant amenities including parking, fitness center, community space, outdoor garden and grills.	Oval Lofts Owner LLC	\$20,292,000	\$3,500,000
G	Redevelop the Oval Wood Dish Site	Redevelopment of the former Oval Wood Dish Factory building site to create affordable workforce housing, co-working space, and a new production facility for Raquette River Brewery.	OWD Development LLC	\$35,467,000	\$1,950,000
H	Create Timberjazz Pass Miniature Golf Course	Development of a seasonal miniature golf and ice cream business at 86 Demars Boulevard, to operate between May and October.	Dukett LLC	\$502,000	\$199,000

I	Build the Tupper Lake Crossroads Hotel	Construction of a new 44-room boutique hotel – including restaurant, bar, meeting room, and other amenities – on an approximately 1-acre plot of land situated between Park, Mill and Lake Streets.	Tupper Lake Crossroads LLC	\$12,279,000	\$2,000,000
J	Renovate and Uplift 87 Park Street	Façade, HVAC, and interior renovations to create three (3) apartments in a mixed-use building whose retail tenant is Well Dressed Food.	Adirondack West Properties	\$401,000	\$131,000
K	Develop Tupper Lake Brewing Company	Construction of a new 850-square-foot brewery and taproom with an outdoor beer garden.	Tupper Lake Brewing Company LLC	\$370,000	\$148,000
L	Improve Multi-Family Housing in Tupper Lake	Renovation and rehabilitation of three high-visibility, multi-unit residential properties within the DRI boundary to create high-quality workforce housing.	Northern Forest Center	\$2,660,000	\$725,000
M	Bring High Peaks Cyclery to Tupper Lake	Interior/exterior renovation of the existing building at 76 Demars Boulevard to create commercial space for a bicycle shop.	High Peaks Cyclery	\$400,000	\$100,000
N	Expand Tupper Arts' Presence in Uptown	Renovations to the State Theatre by Tupper Arts, Inc., as well as insulation/HVAC/roof upgrades to the theatre and adjacent Tupper Arts building.	Tupper Arts, Inc.	\$893,000	\$693,000
O	Launch the Tupper Lake Entrepreneurial Center	Creation of a 2,600 square foot entrepreneurial business center within the redeveloped Oval Wood Dish site.	Franklin County EDC	\$632,000	\$400,000
Revolving Grant & Loan Projects					
P	Energize Uptown	Creation of a fund for matching grants, intended for interior/exterior building improvements in the Uptown District, as well as business assistance.	Village of Tupper Lake	\$600,000	\$600,000
Branding & Marketing Projects					
Q	Establish Business and Resident Recruitment Program	Creation of a fund for market research, message development, and implementation of a business/resident recruitment program for Tupper Lake.	Village of Tupper Lake	\$100,000	\$100,000

Proposed Project Map



Management and Implementation

Successful downtown revitalization requires dedicated and experienced local leaders who can help guide transformative DRI-funded projects to fruition. Working in collaboration with property owners and community organizations, municipal staff and elected officials support and sustain the momentum generated by the DRI to catalyze lasting, positive change.

Public Projects

The Village of Tupper Lake will oversee the management and implementation of publicly-funded DRI projects, including streetscape enhancements, a matching grant fund for business support, and a branding and marketing program. The Village will be supported by the Franklin County Economic Development Corporation and the Regional Office of Sustainable Tourism (ROOST), regional organizations whose missions align with the goal of economic development.

Private Projects

Individual project sponsors will coordinate the implementation of privately-sponsored projects, with additional support from Village staff and the Franklin County Economic Development Corporation, as needed. Privately-sponsored projects are subject to all relevant local and state regulations, and the appropriate permitting and approvals processes shall be followed during project implementation.



SECTION I

DOWNTOWN PROFILE AND ASSESSMENT



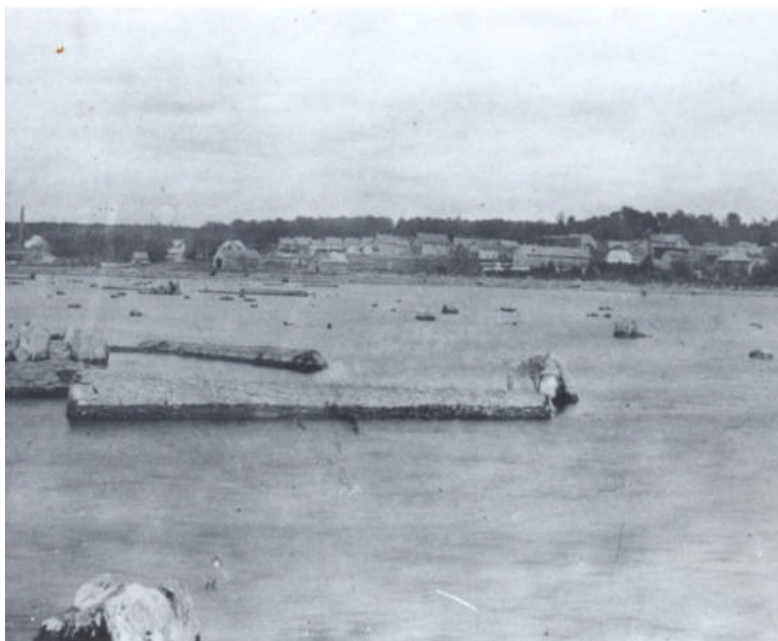
INTRODUCTION

Ever since its origin as a logging center in the late 1800's, Tupper Lake has remained a tight-knit and resilient community at the western edge of the Tri-Lakes Region of northern New York State, a region which also includes the villages of Saranac Lake and Lake Placid. The Village of Tupper Lake is located on the eastern shore of Raquette Pond, the former site of sawmills and other industrial activities. Today, Raquette Pond and the surrounding forests attract outdoor recreation enthusiasts, who contribute to the vitality of the local economy.

The Village and surrounding Town of Tupper Lake are both located in the southwestern corner of Franklin County, New York. Both the Village and the Town of Tupper Lake are located within the Adirondack Park, the largest publicly protected area in the contiguous United States. The towns of Harrietstown and Santa Clara form the eastern boundary and Hamilton County is its southern border. The Town of Waverly is the northern border of the Town, with St. Lawrence County on the west (see **Figure 1. Regional Context**). The Village of Tupper Lake is located in the center of the Town.

In 1940, the Village of Tupper Lake merged with the neighboring Village of Faust, whose commercial district had been centered around the railroad junction serving the local lumber industry. This historical merger resulted in a community with two distinct commercial nodes: Uptown Tupper Lake, on the southern end, and “The Junction” on the northern end. The Downtown Revitalization Initiative (DRI) Study Area includes the Village’s Uptown district as well as the Demars Boulevard/NYS Route 3 corridor, stretching northward along the shore of Raquette Pond as far as the former Oval Wood Dish factory complex on Demars Boulevard. As shown in **Figure 2. Walkability**, public park land fronting Raquette Pond can be accessed within a five- to ten-minute walk from the core of Uptown. This proximity to the waterfront provides Village residents and visitors alike with many opportunities for outdoor recreation.

Timber Industry in Early Tupper Lake. Logs in Raquette Pond circa early 1900's with large sawmill and tenement houses on the site of Uptown Tupper Lake.¹

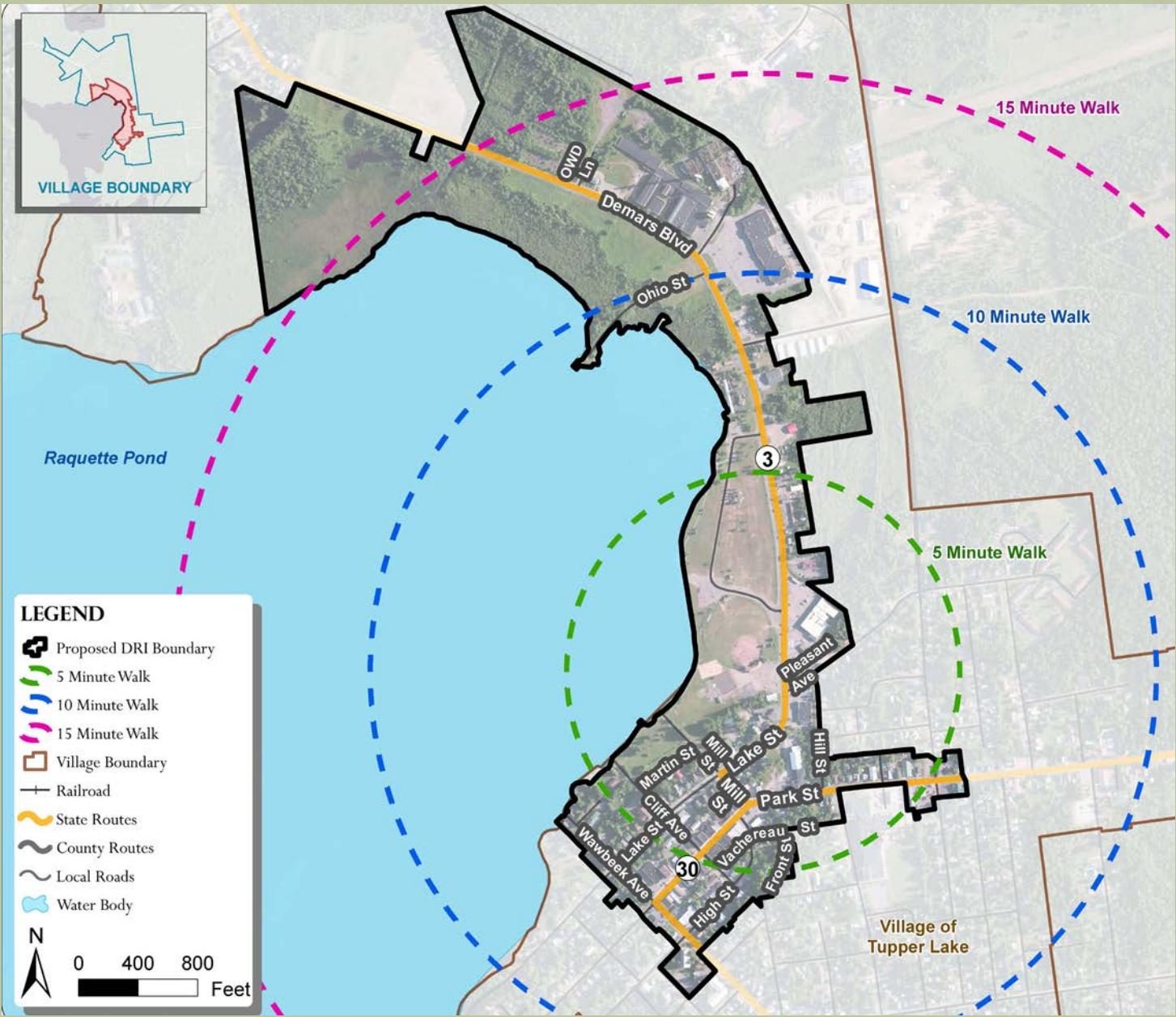


¹[Courtesy of Goff-Nelson Memorial Library Photograph Collection](#)

Figure 1. Regional Context Map



Figure 2. Walkability



DRI BOUNDARY



Park Street (Uptown Tupper Lake), circa 1900-1920²

The boundary for the Tupper Lake DRI Uptown District was chosen to take advantage of the compact Park Street/Uptown business district, the Village's Waterfront Park – a large, public waterfront space unique in the Adirondacks – and Demars Boulevard/NYS Route 3, an underutilized commercial corridor with great potential for growth and redevelopment.

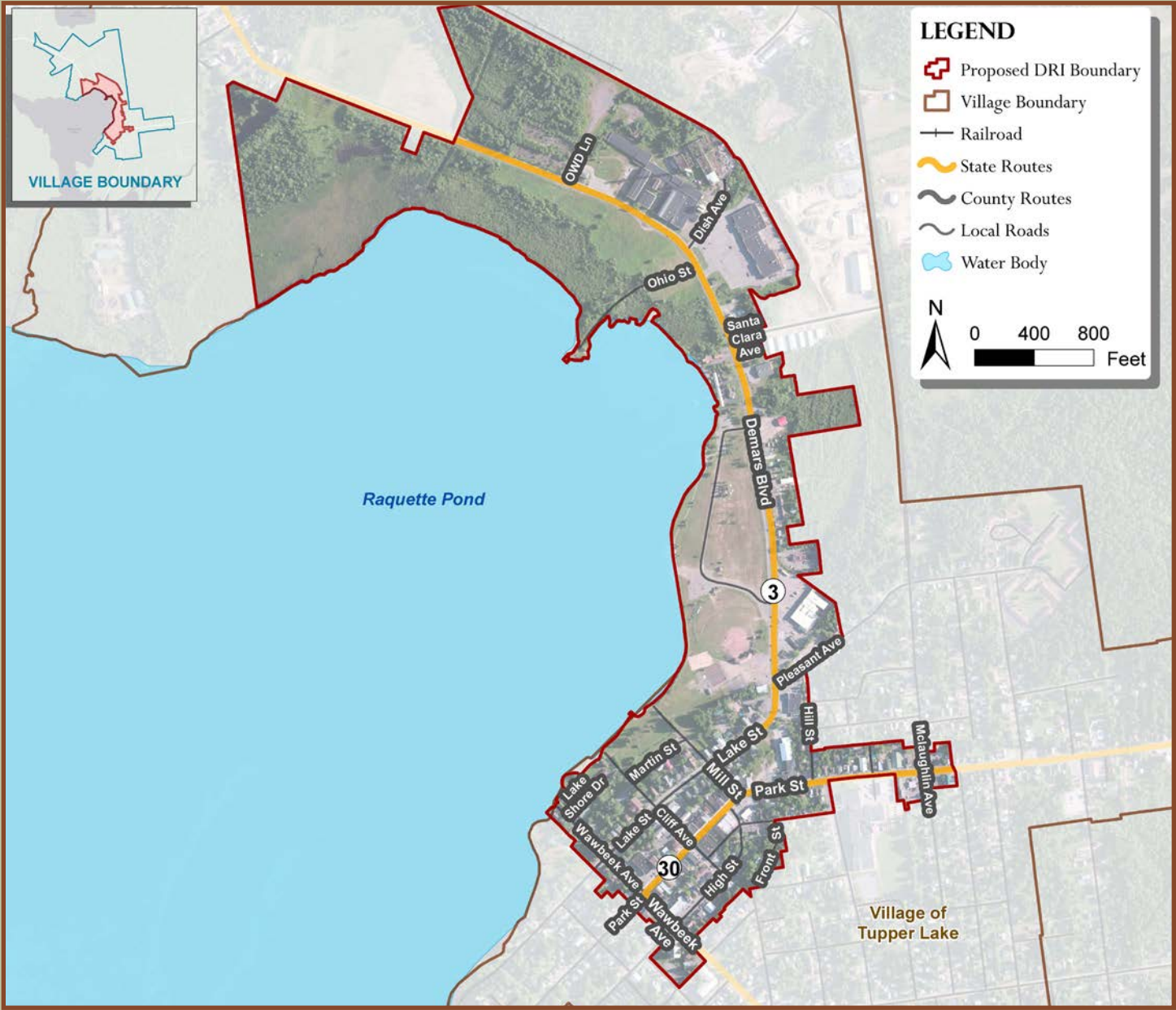
Located entirely within the Village of Tupper Lake, the DRI study area is bounded on its western edge by the shoreline of Raquette Pond. The DRI boundary comprises approximately 200 acres, an area stretching from the core of Uptown Tupper Lake northward to the former Oval Wood Dish factory site on Demars Boulevard. Land uses within the DRI boundary includes a mix of commercial, residential, and open space uses which contribute to the vibrancy of the Uptown area.

Parcels on both sides of Demars Boulevard/NYS Route 3 are included in the study area, starting from the northern edge of the Oval Wood Dish factory site to the historic village center in the south, centered around Park Street and the intersection of NYS Routes 3 and 30. Southwest of the village center, the RI boundary extends to Wawbeek and Church Streets. To the southeast, High Street and Vachereau street make up the southeastern boundary.

The DRI Boundary is presented in **Figure 3. Project Area.**

²[Courtesy of Goff-Nelson Memorial Library Photograph Collection](#)

Figure 3. Project Area



LOCAL PLANNING

Current Planning Efforts

Local Waterfront Revitalization Program (LWRP)

The Village of Tupper Lake began the development of a Local Waterfront Revitalization Program (LWRP) in 2021 to establish community goals and strategies for future development along Raquette Pond. An LWRP is a comprehensive land and water use program developed by local municipalities under the authorization of the New York State Waterfront Revitalization of Coastal Areas and Inland Waterways Act. The LWRP will focus on developing the Village's waterfront resources in a sustainable manner by creating recreational opportunities and promoting redevelopment of underutilized lands in Uptown and Downtown Tupper Lake³.

Past Planning Efforts







The Village of Tupper Lake has completed a series of planning efforts that support revitalization of the Uptown and the surrounding area. A summary of each relevant plan follows.

Franklin County Multi-Jurisdictional Hazard Mitigation Plan Update (2020)

In 2020, there was an update to the Franklin County Multi-Jurisdictional Hazard Mitigation Plan. Hazard mitigation is the development and implementation of activities designed to reduce or eliminate losses resulting from hazards. A number of high-risk hazards to the Town and Village of Tupper Lake were identified – namely, severe winter storms, ice storms and extreme cold. The Plan also identifies critical County/Town/Village infrastructure, such as emergency shelters and evacuation routes, and includes maps of FEMA floodplains and wildfire fuel zones.

Tupper Lake Revitalization Strategy and Action Plan (2013)

The Tupper Lake Revitalization Strategy and Action Plan, prepared for the New York State Department of State Local Waterfront Revitalization Program in 2013, set the following goals for the Village:

-  To become a 4-season Adirondack destination by 2020
-  To create linkages along the waterfront between the Uptown and Downtown areas
-  To enhance year-round access to the waterfront
-  To extend the educational/environmental experience of The Wild Center to the waterfront
-  To redevelop vacant and underutilized commercial and industrial sites in alignment with community visioning
-  To identify and protect important environmental resources⁴

The plan enumerated a series of short-, medium- and long-term actions to achieve its listed goals. Short-term recommended actions included advancing the redevelopment of the OWD site, a continuation of waterfront park improvements, and initiating a tourism marketing plan for Tupper Lake. A waterfront trail extension project and a Demars Boulevard corridor land use/transportation plan were both recommended in the medium-term, defined as a two- to three-year implementation window. The primary long-term recommended action was the redesign and reconstruction of Demars Boulevard. A three- to five-year implementation window was envisioned for this action.

³<https://www.tupperlakelwrp.com/>




⁴[Tupper Lake Revitalization Strategy and Action Plan](#)

Tupper Lake Smart Growth Project (2011)

The Tupper Lake Smart Growth Project focused on three principal topics: Site Architectural Design Guidelines, the Waterfront Parks Master Plan, and the Demars Boulevard/NYS Route 3 Design Concepts. The goals of the Architectural Design Guidelines included establishing consistent criteria for infill and rehabilitation projects in order to increase property values, protect the investments of current property owners, and bolster revitalization efforts. The Waterfront Parks Master Plan established objectives such as creating a community information center and maintaining a natural, educational theme within the parks. The Demars Boulevard/NYS Route 3 Design Concepts report proposed both aesthetic and functional improvements to the corridor to create a multi-modal linkage between the Uptown and Downtown areas of Tupper Lake. The report highlighted traffic calming, Complete Streets, and a “road diet” as transportation principles worth consideration for Demars Boulevard – noting that the NYS Department of Transportation owns the right-of-way (ROW) and would, therefore, be a critical stakeholder in future design discussions.

Raquette River Corridor Blueway Trail Plan (2010)

The Village of Tupper Lake is located along the 174-mile Raquette River Blueway Trail, which stretches from Blue Mountain Lake to the Akwesasne/St. Regis Mohawk Reservation on the St. Lawrence River. Blueway Trails attract paddlers and other outdoor recreation enthusiasts. The plan listed several specific recommendations for the Village of Tupper Lake:





-  Create a Blueway Kiosk at the Wild Center, which is located beside the Raquette River
-  Make enhancements to Tupper Lake Municipal Park and Flanders Park to provide a destination for Blueway users
-  Create a “Rail Gateway” at the Tupper Lake Depot

As a trail that links communities, the Raquette River Blueway Trail plan emphasized the need for inter-municipal cooperation on projects relating to the Blueway.

Aging in Place in the Tri-Lakes Region of the Adirondacks Community Empowerment Action Plan (2010)

The Aging in Place Plan engaged the communities of Tupper Lake, Saranac Lake and Lake Placid to create unique action plans to ensure elderly residents could safely and sustainably stay in their homes as long as they desire to do so. Each of the three resulting plans was based upon surveys, interviews and focus groups as well as the efforts of volunteer committees. The study found that, among Tupper Lake respondents, a combined 86% said that some or all of the sidewalks in Tupper Lake were unsatisfactory and an impediment to walkability.

The Action Plan for Tupper Lake included the following action items to address identified priorities:




-  Work with other Tri-Lakes communities to develop a medical transportation system
-  Establish a central clearing house in Tupper Lake for seniors in need of home maintenance assistance
-  Foster a stronger relationship between The Wild Center and the Adult Center
-  Engage local government and organizations to improve mobility/accessibility for elders

Adirondack Tri-Lakes Housing Needs Assessment (2010)

The Adirondack Tri-Lakes Housing Needs Assessment was developed in 2010 by the Tri-Lakes Housing Task Force and the Towns of Harrietstown, North Elba and Tupper Lake and the Villages of Lake Placid, Saranac Lake and Tupper Lake. The purpose of the Assessment was to provide housing officials, builders and potential homeowners with information and data needed to help facilitate the rehabilitation of the existing housing stock and the construction of new housing units. The Assessment had two main components: a






Regional Housing Profile (RHP) and the Housing Needs Assessment (HNA). The results of the RHP indicated that, compared to the Villages of Lake Placid and Saranac Lake, Tupper Lake had the lowest median sales price for residential homes and the fastest turnaround time for home sales.

Recommendations relevant to the DRI Strategic Investment Plan include:

-  New Construction of Affordable Housing – The Plan recommended the construction of additional units to supplement the existing housing stock. The construction of new affordable housing units across the Tri-Lakes region would support year-round residents, seniors, and students.
-  Rehabilitation Program – The Plan recommended developing a detailed housing condition study that would evaluate the condition of housing, to identify and target neighborhoods that need rehabilitation and establish a plan of action to address those needed improvements.
-  Promote Industries Providing Sustainable Jobs – The Plan recommended promoting businesses and industries that provide sustainable, year-round jobs which would increase local residents' income and reduce dependency on local, state and federal subsidies for housing.





Tupper Lake Economic Development Strategy (2007)

A combined effort between the the Village and Town of Tupper Lake, this economic strategy report, funded by a Technical Assistance grant from the NYS Office for Small Cities, includes a vision statement for Tupper Lake, as well as actions that can be taken to achieve the enumerated goals and vision. The report highlighted the following obstacles to economic development in the Village and Town Tupper Lake:

-  Blighted housing conditions
-  Deterioration in the downtown commercial district
-  Departure of young people from the area
-  Rising property taxes
-  Seasonal unemployment

Village of Tupper Lake Downtown Revitalization Plan (2003)

This plan focused on enhancing the Raquette Pond waterfront and the downtown area through a series of targeted improvements. Specific recommendations of the plan included:

-  Creating a distinctive gateway at the entrance to the Village
-  Improving the aesthetics and function of downtown streets and parking
-  Preserving the historic look and feel of the Village
-  Creating a multi-modal transportation system in the Village

Local Organizations

Village Officials

The Village of Tupper Lake has a highly skilled staff that will be tasked with the administration and implementation of DRI projects. Village staff include:

Village Mayor
Village Clerk/Treasurer
Community Development Director
Superintendent of Public Works
Code Enforcement Officer
Village Trustees
Village Planning Board

Tupper Lake Chamber of Commerce

The Tupper Lake Chamber of Commerce (TLCC), initially established in 1958, acts as an advocate and unified voice for the local business community. The TLCC organizes large annual events such as the Tinman Triathlon and OKTUPPERfest, in addition to operating a year-round visitor center in Uptown Tupper Lake.

Tupper Arts

Based out of the Tupper Arts Center, located within the DRI Study Area at 106 Park Street, Tupper Arts is an organization “dedicated to nurturing the arts, artists, and community life” in Tupper Lake and the surrounding Adirondack Park.

The Aseel Legacy Fund

The Aseel Legacy Fund was established by Alfred Moneer Aseel, a Tupper Lake native who passed away in 2016. The fund seeks to “promote sustainable projects that will enhance and improve the Tupper Lake community and the lifestyle of its residents”⁵.

Regional Organizations

There are a number of regional organizations that can help leverage the Village’s capacity to implement downtown revitalization projects. These organizations include:

Adirondack Regional Office of Sustainable Tourism (ROOST)

ROOST is a non-profit Destination Marketing Organization (DMO) for Franklin, Essex and Hamilton Counties, serving multiple communities throughout the region. The organization focuses on increasing tourism in the region through a combination of social media, advertising and digital marketing.

Franklin County Industrial Development Agency & Economic Development Corporation

The Franklin County Industrial Development Agency (IDA) and Economic Development Corporation (EDC) facilitate strategic investment for the economic well being of the county. The IDA supports new and existing businesses and promotes the creation and retention of quality jobs. An IDA is exempt from sales and use tax and has the authority to purchase, develop or lease property.

North Country Regional Economic Development Council (NCREDC)

The North Country Regional Economic Development Council (NCREDC) – like the other nine REDC in the State of New York – develops long-term strategic plans to bolster economic growth throughout the region.

North Country Alliance (NCA)

The North Country Alliance administers a rural revolving loan fund to finance community development projects, the establishment of new businesses, or the expansion of existing businesses in the North Country region of New York. The Alliance also advocates for state and federal investment in rural infrastructure projects such as broadband internet service expansion and the creation of workforce housing.

Development Authority of the North Country (DANC)

The Development Authority of the North Country “provides technical services to municipalities that strengthen communities and build capacity for economic development”⁷. DANC has partnered with Tupper Lake on a water/sewer consolidation study and has provided funding to expand broadband internet service in the Town. Since 2014, DANC has also provided housing grant assistance to communities in Franklin County.

⁵ <https://www.tupperarts.org/capital-campaign-news>

⁶DANC, <https://www.danc.org/about>

Adirondack Economic Development Corporation (AEDC)

The Adirondack Economic Development Corporation provides business training, lending and technical assistance to underserved populations and to existing businesses throughout its 14-county service region, which includes Franklin County. AEDC works with existing and new business owners to develop formal business plans that provide a roadmap to success. They also provide a comprehensive entrepreneurship-training course taught by certified instructors that provides business owners with a wide range of skills they need to be successful in the long term. AEDC also offers business loans for those looking to get started or to take their business to the next level.

Northern Border Regional Commission

The Northern Border Regional Commission (NBRC) is “a federal-state partnership for economic and community development within the most distressed counties of Maine, New Hampshire, Vermont, and New York”⁷. Franklin County, New York is one of the NBRC’s target territories, and the Village of Tupper Lake received a \$500,000 NBRC grant in 2021 for infrastructure upgrades to the Oval Wood Dish facility, which is located within the DRI Study Area. The previous year, in 2020, NBRC awarded Tupper Lake \$200,000 for the improvement of internet infrastructure.

Northern Forest Center

The Northern Forest Center is a regional organization, serving areas in rural New York, Vermont, New Hampshire, and Maine. The Center seeks to advance the economies of towns that were once dependent upon the timber industry for local employment. The Center helped Tupper Lake secure a \$100,000 grant from the New York State Department of Environmental Conservation’s Adirondack Smart Growth program. The aim of the grant is to enhance the year-round recreation economy.

Adirondack Foundation

Founded in 1997, Adirondack Foundation is a community foundation that acts as a philanthropic hub for the Adirondack Region. Adirondack Foundation is based in Lake Placid but makes financial investments in many Adirondack communities, including Tupper Lake.

Adirondack North Country Association (ANCA)

ANCA is an independent, nonprofit corporation with a transformational approach to building prosperity across northern New York. With community-informed, boots-on-the-ground strategies, ANCA seeks to create and sustain wealth and value in local communities. ANCA finds and leverages the resources to implement broad system changes that will result in long-term impact.

Alignment with North Country REDC














The North Country Regional Economic Development Council established a clear vision and guiding framework for the growth and success of the North Country region. The vision states that the North Country will “*Activate tourism as a driver to diversify our economies by creating demand to accelerate private investment; Invest in community development infrastructure that expands opportunities and capacity; Attract and nurture entrepreneurs through innovation to catalyze the highest per capita rate of small business start-ups and expansions in the state*”⁸. The plans and studies summarized in both the Current and Past Planning Efforts sections above show that the Village of Tupper Lake has engaged in a number of planning efforts that align with this vision and that the Village continues to make progress that implements the NCREDC’s key economic development strategies to achieve the vision.

⁷NBRC, <https://www.nbrc.gov/>

⁸NCREDC, <https://regionalcouncils.ny.gov/north-country/vision>

CRITICAL ISSUES AND CHALLENGES

Through an analysis of demographic and socio-economic data, as well as input from key stakeholders and the public, the following critical issues and challenges for Uptown Tupper Lake have been identified. Many of these issues extend beyond the boundaries of the DRI area and are relevant community-wide:

-  The Village of Tupper Lake's population has decreased substantially from its peak in the mid-20th century. A decreasing population can lead to fewer customers patronizing local downtown businesses and declining school enrollment, threatening the viability of existing local jobs.
-  The median value for owner-occupied housing units in the Village of Tupper Lake was \$88,500, according to data from the 2019 American Community Survey 5-Year Estimates. The median home value in the Village was lower than the median for the Town (\$113,700) and for surrounding Franklin County (\$108,700). Low home values can negatively affect the Village's property tax revenues.
-  Vacant and underutilized spaces (both residential and commercial) have been identified within the DRI study area. Approximately 9% of the housing units in the Village of Tupper Lake are listed as vacant, according to the 2019 American Community Survey 5-Year Estimates.
-  Half (49.9%) of the housing units in the Village of Tupper Lake were built prior to 1950. The older building stock presents challenges related to costly renovations, upgrades and utility costs. Quality residential and commercial space with modern amenities will be necessary to support growth.
-  The current design of Demars Boulevard/NYS Route 3, which links Uptown to Downtown Tupper Lake, offers only limited access to pedestrians and cyclists. The Village receives a walk score of 63 – “somewhat walkable” – from Walkscore.com⁹.
-  The Village lacks sufficient overnight lodging options to accommodate demand generated by The Wild Center, baseball games, and other large events.
-  According to the New York State Education Department, the Tupper Lake Central School District's ability to raise local funds is “significantly less than the average district in the state,” while the student needs in the district are “slightly more than the average district in the state”¹⁰.
-  The seasonal nature of the local economy can be a barrier to new business creation. The current closure of Big Tupper ski area negatively influences the number of winter visitors to Tupper Lake.
-  Sunmount Developmental Center, The Wild Center, the Tupper Lake School District and other local employers have faced staffing difficulties due to the lack of available workforce housing in the area.
-  Relatedly, there are currently limited options for aging local residents who wish to “downsize” their living arrangements– i.e., those who wish to remain in the Village but who are no longer capable of performing snow removal and other property maintenance.
-  Despite recent improvements to broadband internet service in the Village, internet connectivity continues to be a challenge for many locals.
-  In addition to the lack of available housing, the Village is also a “child care desert,” which poses a significant barrier to attracting employers to the area.
-  Relative to its neighbors in the Tri-Lakes region, there is currently minimal access to public restroom facilities in Tupper Lake. Lack of restroom access has been identified as a deterrent to walking and shopping within the DRI boundary.

⁹Walkscore.com, <https://www.walkscore.com/score/tupper-lake-ny>

¹⁰Tupper Lake Central School District

ADVANTAGES AND OPPORTUNITIES

Tupper Lake is a community ready to build upon past successes, current initiatives and future investment. The following are key advantages and opportunities for the Village and Uptown:

-  New York State Routes 3 & 30, which meet in the center of Uptown Tupper Lake, provide connections to numerous outdoor recreation attractions throughout the Adirondack Park region, as well as to neighboring towns and villages.
-  Tupper Lake is home to The Wild Center, a nationally recognized nature museum that attracts over 100,000 visitors each year, nearly half of whom come from outside the State of New York¹¹.
-  Grant-funded improvements to broadband internet infrastructure in 2021 have put the Village and Town in a better position to attract workers who are able to work remotely, a group whose numbers have grown, nationally, during the Covid-19 pandemic.
-  The length of Demars Boulevard/NYS Route 3 that falls within the DRI Study Area has an unimpeded viewshed of Raquette Pond. The land between Demars Boulevard and the shoreline is primarily occupied by the 24-acre Tupper Lake Municipal Park. The land on the western side of Raquette Pond is undeveloped.
-  Another valuable viewshed in Tupper Lake is the night sky. The Adirondack Sky Center & Observatory, located beside Little Wolf Pond, approximately one mile north of the DRI Study Area, hosts sky watching events and provides educational programming.
-  Tupper Lake is home to Raquette River Brewing, a successful craft beer business that employs local residents and attracts thousands of visitors annually. Craft brewing operations have been identified as critical drivers of local economies in small cities and towns¹². Raquette River Brewing participates in annual tourist events such as OKTUPPERfest and Brew-Ski.
-  Tupper Lakers have a history of successful civic cooperation, including efforts to restore the Adirondack State Theater in the 1980s, volunteer-driven maintenance of the cross-country ski trail system, as well as the organization of a free ride service to reduce impaired driving during weekend evenings.
-  As one of relatively few places of its size with a municipal electric department, the Village of Tupper Lake enjoys lower than average rates for electricity.
-  Tupper Lake sits at the middle point of the Adirondack Rail-Trail project which aims to link the Adirondack outdoor recreation hubs of Lake Placid and Old Forge. Trail work on the section between Tupper Lake and Lake Placid commenced in 2020. A 2012 study by the Rails-to-Trails Conservancy estimated that over 200,000 annual visitors would use the trail, when completed.
-  The construction of the Little Loggers Playground and the Flanders Park Bandshell on the shore of Raquette Pond, at the terminus of Mill Street, has created valuable local amenities that successfully draw residents and visitors to the waterfront area.
-  NYSDOT-funded streetscape enhancements to Park Street in 2015-16 created a visually cohesive, attractive public space along Tupper Lake's primary commercial corridor.
-  The Tupper Lake River Pigs, an Empire Baseball League team who play home games in Municipal Park Stadium, draw substantial crowds to the waterfront on game nights during the summer months. The team played its first season in 2020. Prior to the inaugural season, a series of upgrades were made to the stadium grandstands and playing surface.
-  The planned extension of an ARPS passenger train service north from Utica will bring rail visitors to Tupper Lake. As the northernmost terminus of Adirondack Railroad service, Tupper Lake stands to benefit from the infusion of tourists who disembark and wish to take advantage of local amenities.

¹¹[The Wild Center: An Economic Engine for the North Country](#)

¹² <https://www.theatlantic.com/our-towns/>

PHYSICAL CHARACTERISTICS

Existing Land Use, Zoning and Public Ownership

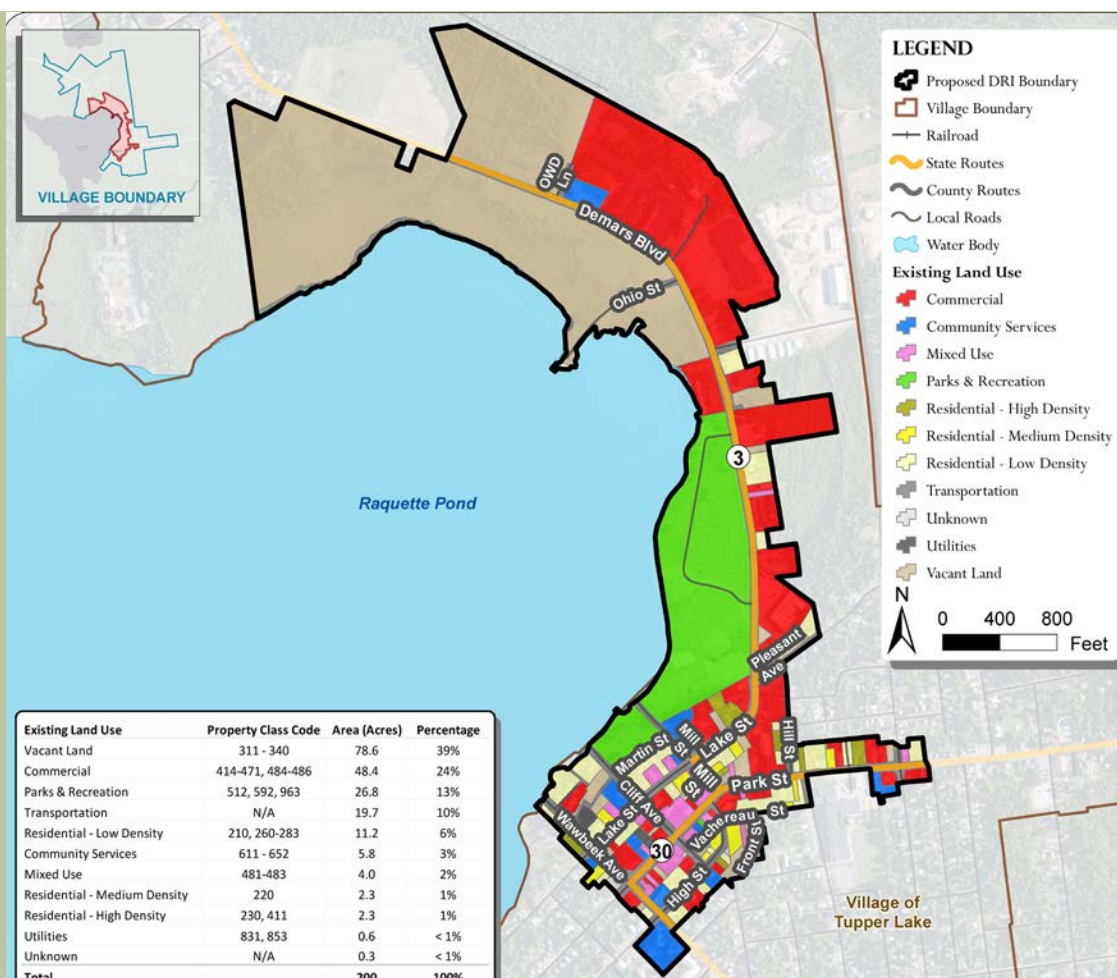
Land Use

The DRI area is entirely within the Adirondack Park Agency (APA) "Hamlet" land classification. APA Hamlet areas are growth and service centers of the Park where development is encouraged. The APA has limited permit requirements in hamlet areas. Other than areas categorized as Vacant Land, the predominant land use in the DRI area is Commercial at 48.4% of the land area. Commercial areas include a variety of businesses such as offices, banks, restaurants and retail establishments. The next largest land use is Parks & Recreation at 26.8% of the total DRI area.

Located within the Adirondack Park, land use in the Town and Village of Tupper Lake is determined by Park regulations¹³.

Existing land uses are illustrated in **Figure 4. Land Use**. Land uses are classified utilizing property class assessment codes from the 2021 tax parcel data.

Figure 4. Land Use

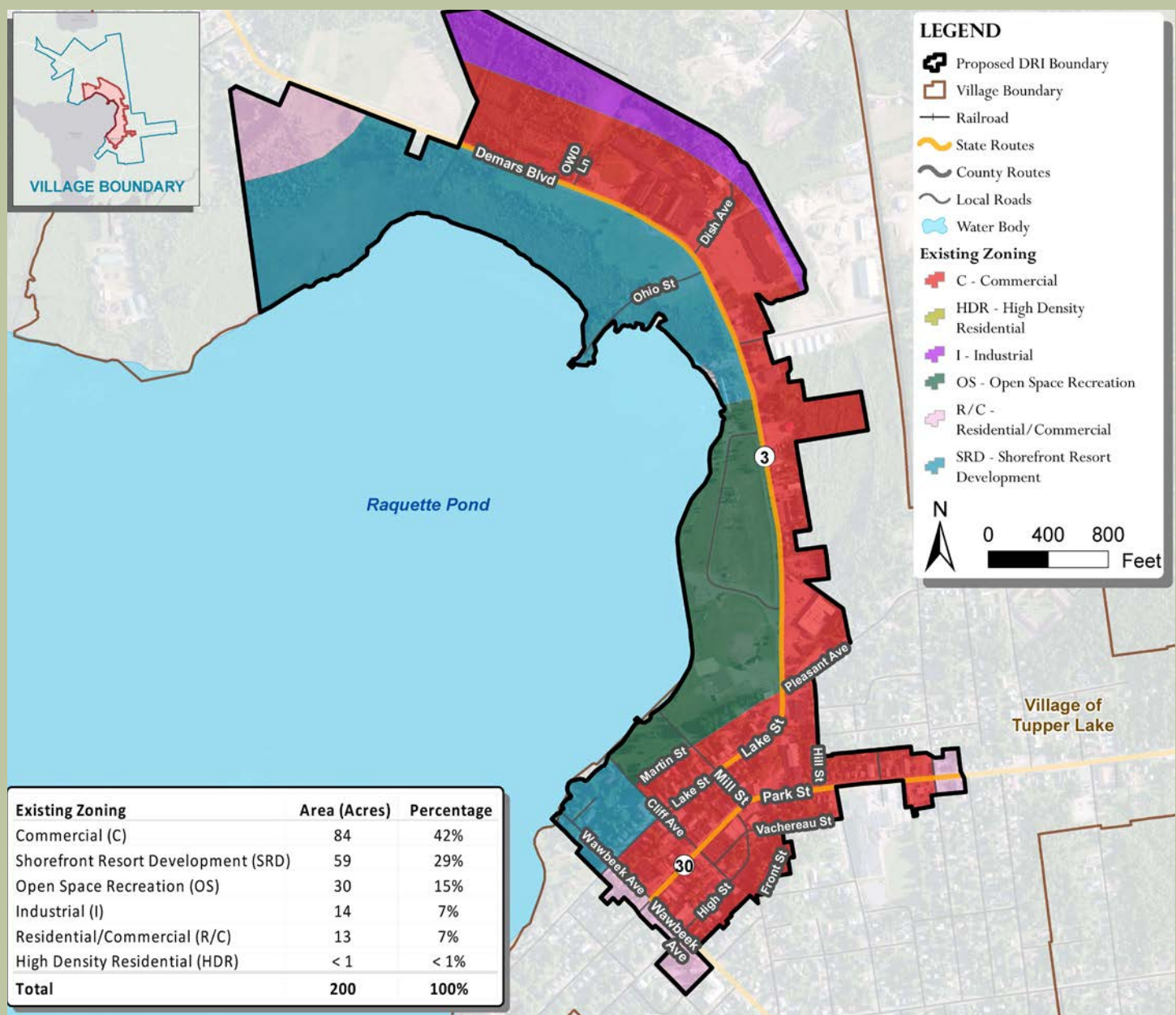


¹³Franklin County Multi-Jurisdictional Hazard Mitigation Plan Update 2020

Zoning

There are a total of six zoning districts present within the Uptown Tupper Lake Area. The predominant zoning district is the Commercial Zoning district which accounts for 42% of the total DRI Area. The majority of location-specific DRI projects are located within this zoning district. This district encourages development and expansion of commercial facilities. The next largest district within the Uptown is Shorefront Resort district, representing 29% of the DRI area along Raquette Pond. This district encourages shorefront development for restaurants, motels and other tourist related facilities. The Open Space Recreation Zoning district covers the existing Flanders and Municipal Parks and is intended to provide natural open area with recreational trails and pond access. Additional zoning districts present within the DRI Study Area include Industrial, Residential/Commercial and High Density Residential, however no DRI projects are proposed within these districts. The existing zoning in the Village of Tupper Lake is shown below in **Figure 5. Zoning**.

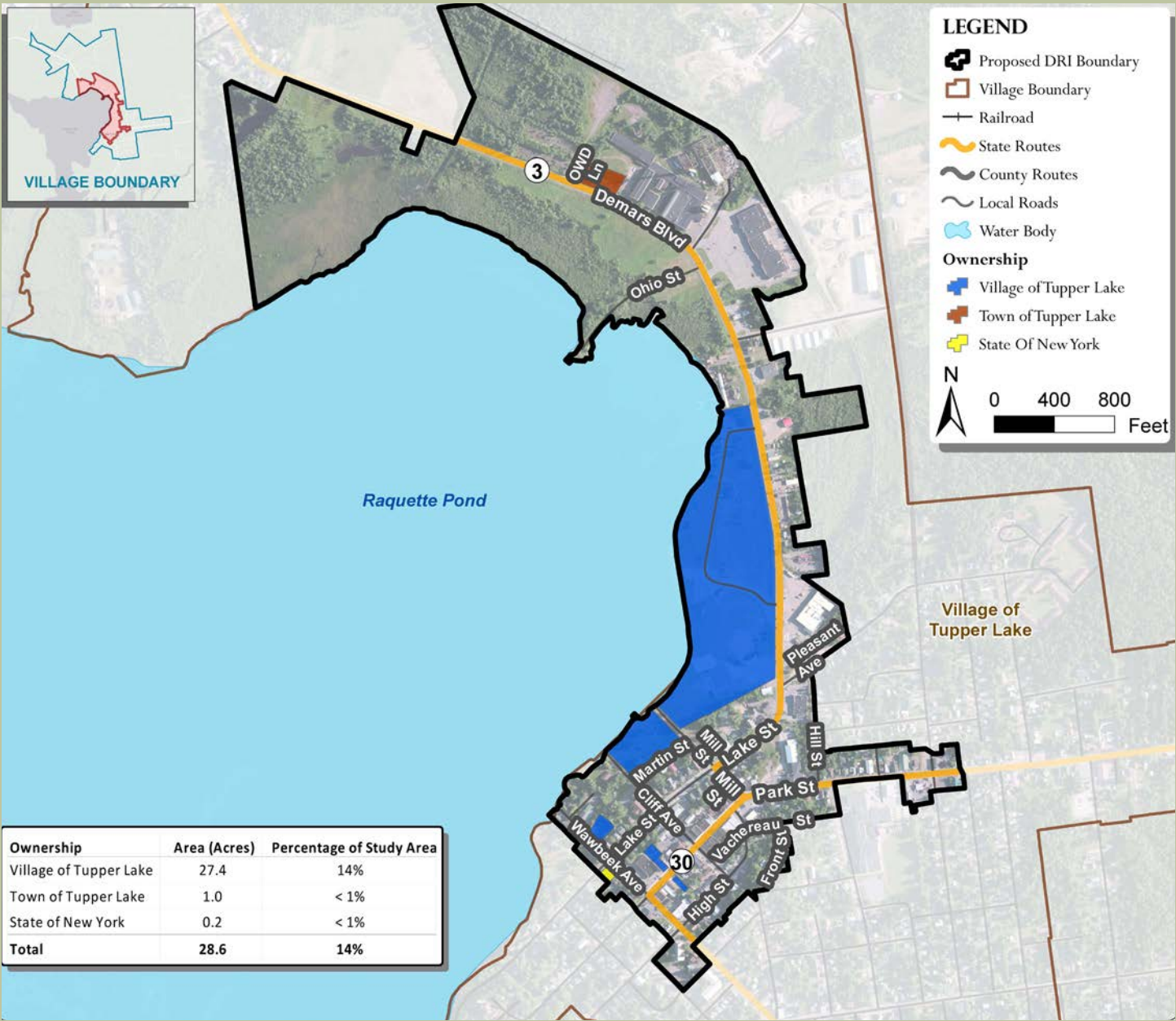
Figure 5. Zoning



Property Ownership

Private property makes up approximately 86% of the DRI area compared to 14% of publicly-owned land. The DRI area contains approximately 29 acres of publicly-owned land on 7 parcels. See **Figure 6. Public Ownership**

Figure 6. Public Ownership



Infrastructure

The existence of suitable infrastructure is critical to the growth and development of the Village. Adequate utilities support existing and potential businesses as well as residents.

Water, Storm and Sewer

The Village of Tupper Lake Municipal Water/Wastewater Department is responsible for the maintenance and operation of the public water distribution system as well as the sanitary sewer collection system that serves approximately 3,300 customers within the Town and Village of Tupper Lake. Big Tupper Lake is the primary source for drinking water, although the Department has indicated an intention to develop wells as a replacement source for potable water¹⁴.

Electric and Gas

The Village of Tupper Lake Municipal Electric Department is a municipal utility that provides electricity to over 3,300 customers in the Village and Town of Tupper Lake. The Department was created in 1903¹⁵. The Department maintains electric rates for residential, small commercial, large commercial – e.g., Sunmount Developmental Center – and street lighting. Limited areas of the Village also fall within National Grid's service territory map for electrical service¹⁶.

Telecommunications

Spectrum supplies cable internet connections with speeds up to 1,000 Mbps in nearly all areas of the Village (98.4% availability). Slic Network Solutions provides fiber internet service in limited areas (15% availability) with speeds up to 100 Mbps. Satellite internet service is available through Viasat Internet (100 Mbps) and HughesNet (25 Mbps). T-Mobile (115 Mbps) and Ultra Home Internet (100 Mbps) both offer fixed wireless internet service in isolated areas of the Village (7.3% availability)¹⁷.

Hydroelectric

The New York Power Authority (NYPA) delivers a fixed amount of hydropower to the Village of Tupper Lake Municipal Electric Department. In 2019, the contract for the Village's allotment of hydropower from the NYPA was extended until 2040¹⁸.

Village Parks and Recreational Opportunities

Recreational opportunities abound within the DRI area, particularly in the park lands fronting Raquette Pond. A range of indoor and outdoor recreation infrastructure attracts both residents and visitors to the DRI area. Parks and recreational sites within the DRI area are shown in **Figure 7. Parks and Recreation**.

Flanders Park

Located on the shore of Raquette Pond within short walking distance of Park Street in Uptown, Flanders Park is home to the Tupper Lake Bandshell and a grassy picnic area. The bandshell, which was added in 2019, is the site of the Summer Sunset Series free outdoor music concerts.

¹⁴[Village of Tupper Lake Municipal Electric Department](#)

¹⁵[National Grid](#)

¹⁶[Broadband Now](#)

¹⁷*Adirondack Daily Enterprise*, <https://www.adirondackdailyenterprise.com/news/local-news/2019/04/extending-inexpensive-power-into-the-future/>

Tupper Lake Municipal Park

Tupper Lake Municipal Park sits on 24 acres of land between Demars Boulevard/NYS Route 3 and Raquette Pond, connected to Flanders Park by a waterfront walkway. The park is home to the Little Loggers Playground for children as well as outdoor facilities for tennis, basketball, volleyball, skateboarding and baseball. Other amenities include public restrooms, electric car charging stations, and free Wi-Fi. Tupper Lake Municipal Park is the site of the annual Woodsmen's Days festival as well as the swimming portion of the Tinman Triathlon, which has been held in Tupper Lake each year since 1983.

Tupper Lake Memorial Civic Center

Located between Uptown and Downtown Tupper Lake, at the corner of Santa Clara Avenue and McLaughlin Avenue, the Tupper Lake Memorial Civic Center is a venue for hockey, ice skating and curling. Recent updates to the facility have added heated bleacher areas, new locker rooms, and a skate sharpening machine.

Washington Street Playground

In the downtown/ "Junction" area of the Village, the Washington Street Playground offers a basketball court, playground equipment, and a grass play area. The park is situated along railroad tracks, currently being converted into a rail trail, which will offer multi-modal connections to Saranac Lake and Lake Placid.

Regional Recreational Opportunities

Uptown Tupper Lake is well-situated to take advantage of numerous recreational resources. Proximity to these resources also presents an opportunity to attract visitors to Tupper Lake that may be seeking places to stay, eat, or for entertainment while vacationing.

Adirondack State Park

The Village is located within the Adirondack State Park, a six million-acre protected park containing over 2.6 million acres of New York Forest Preserve. The Park is regulated by the Adirondack Park Agency and NYS Department of Environmental Conservation (DEC) and offers many outdoor activities including hiking, wildlife viewing, winter sports, canoeing/kayaking, fishing and cycling. The High Peaks Wilderness region of the Adirondacks, which includes the tallest mountain in New York State, Mt. Marcy, is located less than ten miles to the east of the Village.

Adirondack Rail Trail

Track and railroad tie removal began in October 2020 to create a 34-mile multi-use, solid-surface all-year recreation trail between Tupper Lake and Lake Placid, passing through Lake Clear, Saranac Lake and Ray Brook. The trail will accommodate walkers, cyclists, cross-country skiers and snowmobilers. Extending the trail another 56 miles to connect Tupper Lake to Old Forge is also under consideration. A Rails-to-Trails Conservancy (RTC) study in 2012 estimated that the Adirondack Rail Trail would attract more than 200,000 new annual visitors who would spend over \$20 million on local goods and services in trail communities¹⁹.

Little Wolf Beach and Campground

The Town of Tupper Lake operates the Little Wolf Beach and Campground, located just north of the Village boundary. Between Memorial Day and September 30th, 43 camper camp sites and eight tent camping sites are available for rental by reservation. The campground includes amenities such as a sand beach, restrooms with changing stalls, a rentable pavilion for private events, and a boat launch. Recreation activities on the pond include swimming, boating, and fishing.

¹⁹Adirondack Rail Trail, <https://www.adirondackrailtrail.org/project-status>

James C. Frenette Sr. Recreational Trails

During winter months, the Tupper Lake Golf Course is converted into a free trail system for cross-country skiing, snowshoeing, and fat-tire biking. The network of trails is groomed for traditional cross-country skiing and is home to events such as the annual Brew-Ski, Skiing with the Stars, and the Lumberjack Scramble Junior Ski Race.

Tupper Lake Golf Club

To the south of the Village, at the base of Mt. Morris, sits the Tupper Lake Golf Club, a public, 18-hole golf course established in 1932. The Club includes a golf pro shop as well as an on-site restaurant and bar. The course features views of Big Tupper Lake and the surrounding mountains.

Figure 7. Parks and Recreation



Tupper Lake History Museum

Occupying a former railway depot building at 37 Depot Street, a short distance north of the DRI Study Area, the Tupper Lake History Museum showcases donated artifacts and photographs from Tupper Lake's past.

Beth Joseph Synagogue

The oldest synagogue in the Adirondack Park, Beth Joseph Synagogue was added to the National Register of Historic Places in 1988. The synagogue is located at the corner of Lake and Mill Streets, within the DRI Study Area.

The Oval Wood Dish Factory

In September 2020, The New York State Board of Historic Preservation recommended the Oval Wood Dish factory for the State and National Registers of Historic Places. The factory was built in 1916 for the Oval Wood Dish company, which employed a significant percentage of Tupper Lake residents until closure of the factory in 1964.

The Crossroads of the Adirondacks Trail

The Crossroads of the Adirondacks Trail is a 1.5-mile multi-use trail connecting Uptown and Downtown Tupper Lake. The trail features historical interpretive signage that highlights various facets of Tupper Lake history. The northern terminus of the trail is the Tupper Lake History Museum.

Tupper Lake Veterans Memorial

Located beside the Adirondack State Theater on Park Street, in the heart of Uptown, the Tupper Lake Veterans Memorial is a place to gather in remembrance for members of the Veterans of Foreign Wars (VFW) Post 1320 and others in the Tupper Lake community. Annual remembrance events on Veterans' Day bring together service members, members of local faith communities, and Village leaders.



Railway depot building at Tupper Lake junction
Photo courtesy of Goff-Nelson Memorial Library Photograph Collection²⁰



Historic aerial photograph of Oval Wood Dish factory
Photo courtesy of Goff-Nelson Memorial Library Photograph Collection²¹



Crossroads of the Adirondacks interpretive trail signage

²⁰<https://nyheritage.org/organizations/tupper-lake-goff-nelson-memorial-library>

²¹<https://nyheritage.org/organizations/tupper-lake-goff-nelson-memorial-library>



Baseball Stadium at Tupper Lake Municipal Park²²

Tupper Arts

Tupper Arts is a local non-profit organization whose mission is to nurture the arts, artists, and community life. The Tupper Arts Center, at 106 Park Street in Uptown Tupper Lake, provides gallery space, retail space for the work of local artists, and classroom space for music, arts and dance programs.

Adirondack State Theater

The Adirondack State Theater is a two-screen cinema located on Park Street, in the heart of Uptown Tupper Lake. Originally opened in 1914, it is one of the only places equipped to show 3D movies in the Adirondack Park. A resident-led volunteer effort in the early 1980's saved the theater building from destruction.

Summer Sunset Series Concerts

The Village sponsors free weekly outdoor music concerts during the summer months at the Flanders Park bandshell. Performances range from popular and country music to opera and Shakespeare in the Park.

The Wild Center

In addition to the educational and environmental components of The Wild Center's mission, the museum also features works of large-scale sculpture, such as Patrick Dougherty's internationally renowned *Stickwork*. During the winter months, the Wild Center hosts *Wild Lights* – a multi-sensory outdoor museum experience, blending music with illuminated scenery and ice sculpture.

Tupper Lake River Pigs Baseball

The Tupper Lake River Pigs of the professional Empire Baseball League play home games in the Tupper Lake Municipal Park stadium. Donated local funds and labor were integral to upgrading the stadium grandstands in preparation for the inaugural season. The baseball season lasts from June until August, and fans can take in a ball game from the bleachers overlooking Raquette Pond.

²²www.tupperlake.com

TRANSPORTATION SYSTEMS

Uptown Tupper Lake is accessible via several State and County routes. New York State Routes 3 and 30, which accommodate both car and truck traffic, meet at the intersection of Park and Mill Streets in Uptown Tupper Lake. New York State Route 3 connects Uptown Tupper Lake to Downtown Tupper Lake – along Demars Boulevard. NYS Route 30 connects Tupper Lake to the Village of Saranac Lake, approximately 20 miles to the east, as well as to a host of outdoor recreation destinations. According to the New York State Department of Transportation Functional Class Viewer, State Routes 3 and 30 are each classified as Principal Arterials. Principal Arterials are a connected rural network of continuous routes that serve corridor movement for statewide or interstate travel. The Adirondack North Country Association lists both NYS Route 3 and NYS Route 30 among Northern New York State’s Scenic Byways²³.

County Road 49/McLaughlin Avenue, which parallels NYS Route 3/Demars Boulevard just to the east of the DRI boundary, provides an alternative connection between Uptown and Downtown Tupper Lake.

Annual Average Daily Traffic (AADT) counts for NYS Route 3 and NYS Route 30 vary by road section. Refer to **Table 1** below for AADT’s.

Table 1. Annual Average Daily Traffic

Table 1. Annual Average Daily Traffic		
Route	Section	AADT (Year)
NY 3/Demars Blvd	Water Street to Start 3/30 OLAP	7832 (2019 est.)
NY 3/Main Street	Tupper Lake Village boundary to Water Street	5621 (2019 est.)
NY 30/Wawbeek Ave	Town of Tupper Lake Village to Start 3/30 OLAP	4446 (2018)
NY 30/Park Street	Start 3/30 OLAP to Village boundary - Hosley Ave	7125 (2019 est.)
McLaughlin Ave/Co. 49	From NY 3 to Corp Line	7022 (2015)
McLaughlin Ave/Co. 49	From Corp Line to LeBouef Street	2034 (2019 est.)

Source: [NYS Department of Transportation](#)

Limited public transportation options are available through Franklin County Public Transportation. By reservation, there is demand service within the Village, as well as connections to Saranac Lake, Lake Placid, and Malone in northern Franklin County. Scheduled bus destinations include The Wild Center, Adirondack Medical Center, North Country Community College, and High Peaks Resort.

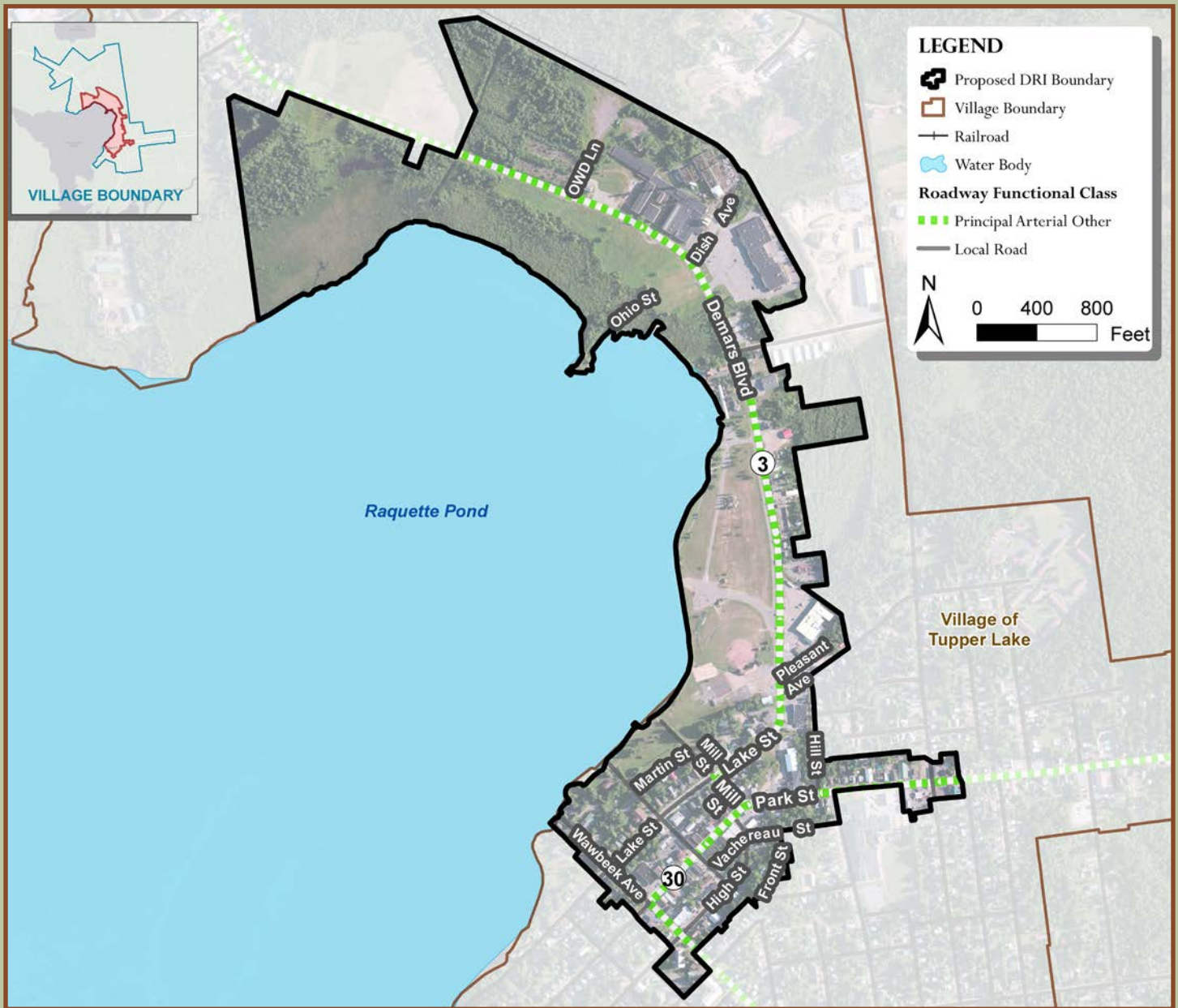
On Friday and Saturday nights from 9 p.m. to 2 a.m., the volunteer-supported service MACs Safe Ride provides free transportation in and around Tupper Lake, as part of an effort to reduce the incidence of impaired driving during hours when public transport options do not exist.

See **Figure 8. Transportation**

Streets throughout Uptown include sidewalks that provide pedestrian access to businesses, homes and amenities. The Village made streetscape enhancements to Park Street/NYS Route 30 in 2016, which included new sidewalk surface, street trees, benches and other sidewalk furniture. Between 2015 and 2021, the Village made improvements to the Flanders Walking Trail, which facilitates pedestrian access to Raquette Pond from Uptown via Mill Street.

²³Visitadirondacks.com

Figure 8. Transportation



ANCHOR INSTITUTIONS

The Village of Tupper Lake benefits from an array of anchor institutions, most of them located in or within a few miles of the Uptown. These anchors, described below, provide cultural and recreational opportunities, offer essential services, and contribute to the quality of life in the Village.

Tupper Arts Center

Located at 106 Park Street in the heart of the DRI, the Tupper Arts Center is a non-profit organization established in 2018. Its mission is to promote the efforts and achievements of artists and artisans of all ages in Tupper Lake and the Adirondack Park. The Center has a gallery space and gift shop featuring works by local artists; offers a diverse range of art, music, and dance classes for adults and children; and organizes numerous activities and events throughout the year, including seasonal programming for the Sunset Stage in Flanders Park. Within just a few years, the Arts Center has become a focal point for cultural activities in the DRI.

State Theater

The historic Adirondack State Theater, which opened in 1918, is a popular cultural destination for residents and tourists alike. The theater is located in the heart of Uptown, between the Tupper Arts building and the Tupper Lake Veterans Memorial Park.

The Wild Center

The opening of the Wild Center (formerly the Natural History Museum of the Adirondacks) in 2006 was the initial catalyst for Tupper Lake's revitalization, and the Center remains an important community anchor and economic engine. Located on a 115-acre site outside the DRI Study Area but within the Village of Tupper Lake, the Wild Center attracts 100,000 visitors every year. According to a 2017 economic impact study: "Visitors to The Wild Center and Center operations generated \$27 million in total regional revenue and directly supported an additional 386 jobs in the region during 2016 alone."

Goff-Nelson Memorial Library

The Goff-Nelson Memorial Library has been a cornerstone of the community since 1914. Located in the DRI Study Area at 41 Lake Street, the public library has a collection of over 40,000 items, hosts family programs and community events, and

provides access to computers, databases, and hundreds of digital images of life in Tupper Lake in decades past. The library is currently in the process of developing a strategic plan.

Adirondack Health

Headquartered in Saranac Lake, Adirondack Health is the largest employer in the region, offering a full range of medical, surgical, long-term and primary care services to residents and visitors. Its primary service area encompasses northern Essex and southern Franklin County. Adirondack Health manages two locations in the Village of Tupper Lake: Mercy Living Center, a 60-bed short-term rehabilitation and long-term care facility, with 83 employees, and Tupper Lake Health Center, a primary care center. Both are located just outside the DRI boundary on Wawbeek Avenue and Stetson Road, respectively.

Tupper Lake Central School District

The Tupper Lake Central School District serves approximately 800 students in grades K-12. The district operates two schools – L.P. Quinn Elementary School and Tupper Lake Middle-High School – and employs about 185 instructional and support staff.

Raquette River Brewing

Located off Route 3 just north of the DRI Study Area, Raquette River Brewing was founded in 2013 by two Tupper Lake natives and since then has grown exponentially. The microbrewery, which specializes in small-batch craft ales, has become a popular attraction, serving tens of thousands of visitors and residents each year. It also hosts live music. Raquette River ales are now sold at nearly 100 stores and restaurants throughout the North Country. The business is proposing to significantly expand its production capacity at the Oval Wood Dish factory redevelopment.

Major Employers

Some of the anchor organizations described are also among the key employers in the Village of Tupper Lake: Tupper Lake Central School District, Adirondack Health's Mercy Living Center and Tupper Lake Health Center, and The Wild Center. The Village and Town of Tupper Lake are also major employers. The largest employer in the community is Sunmount Developmental Center on Route 30, immediately east of the DRI boundary.

ENVIRONMENTAL RESOURCES

Raquette Pond

The shoreline of Raquette Pond forms the western boundary of the DRI Study Area. The pond is a man-made lake, whose outflow is controlled by the Setting Pole Dam to the northwest. The eastern shore of Raquette Pond was formerly the site of extensive logging and milling operations. The artificially elevated water level in Raquette Pond allows access to the larger water body of Big Tupper Lake to the south.

Raquette Pond provides a number of outdoor recreation opportunities such as boating, paddling, and fishing. Fish species found within Raquette Pond include smallmouth bass, Northern pike, yellow perch and pumpkinseed.

Wetlands

According to the U.S. Fish & Wildlife Service's National Wetlands Inventory, the area of Raquette Pond shoreline to the north of Tupper Lake Municipal Park and west of Demars Boulevard/NYS Route 3 is classified as Freshwater Forested/Shrub Wetland²⁴. These wetland areas are seasonally flooded/saturated and home to broad-leaved deciduous shrubs and saplings, whose growth is limited by environmental conditions.

Riverine Systems

The Raquette River passes approximately one mile south of the DRI Study Area's southern boundary. Within the Study Area, however, there is one section of riverine system which flows perpendicularly beneath Demars Boulevard/NYS Route 3 between Santa Clara Avenue and Dish Street²⁵. This section is identified in the National Wetlands Inventory as a seasonally flooded streambed, connecting identified patches of wetlands. The NYSDEC assigns this waterbody a "best use" classification of Class C – fishing and non-contact activities – with the additional qualification (T) that it supports trout populations²⁶.

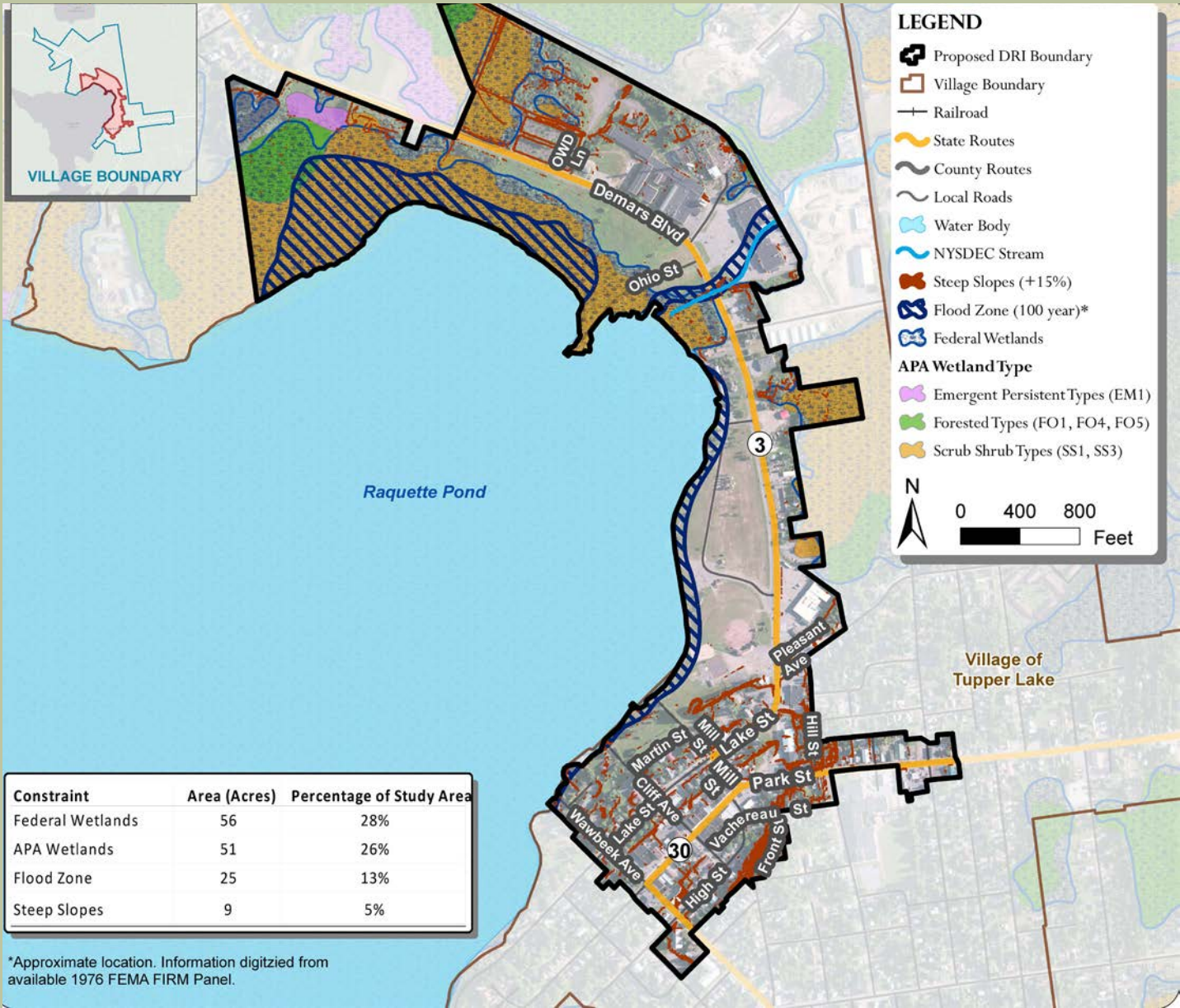
Floodzones

According to the Franklin County Multi-Jurisdictional Hazard Mitigation Plan Update 2020, twenty-three (23) parcels in the Village of Tupper Lake are located within the 100-year floodplain, with a total estimated value of just under \$3 million. Of those parcels, 18 are categorized as residential, four are categorized as commercial, and one is listed as vacant²⁷.

See **Figure 9. Environmental Resources.**



Figure 9. Environmental Resources

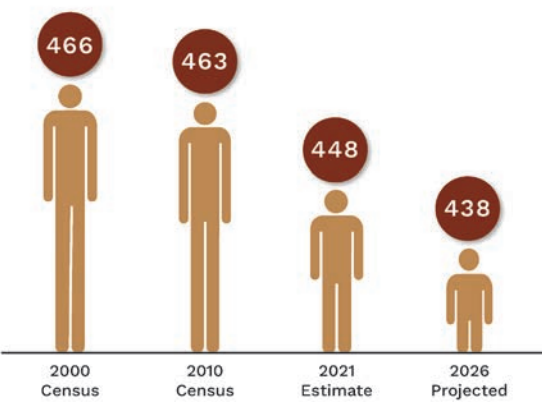


DEMOGRAPHIC AND SOCIOECONOMIC CHARACTERISTICS

Population Trends

An estimated 448 residents, roughly 13% of the Village’s 3,568 residents, live within the DRI Study Area. Both the study area and the Village have been slowly losing population since 2000, a trend that is projected to continue through 2026. (See **Table 2** and **Figure 10**.) Population levels in Franklin County over the same period have remained relatively unchanged.

POPULATION TREND OF DRI STUDY AREA



Source: U.S. Census Bureau and ESRI Business Analyst

Figure 10. Population Trend of DRI Study Area

Table 2. Population Trends							
	2000 Census	2010 Census	2021 Estimate	2026 Projected	% Change, 2000-10	% Change, 2010-21	% Change, 2021-26
DRI Study Area	466	463	448	438	-0.6%	-3.2%	-2.2%
Village of Tupper Lake	3,785	3,667	3,568	3,493	-3.1%	-2.7%	-2.1%
Franklin County	51,134	51,599	52,145	51,568	0.9%	1.1%	-1.1%

Source: U.S. Census Bureau and ESRI Business Analyst

Age

The median age is 42.2 years old in the Village of Tupper Lake and 40.8 in the DRI Study Area; the latter is closest to the Franklin County median of 40.3. Compared to the County, the DRI Study Area has a higher proportion of young adults ages 25 to 34 and a lower share of residents ages 55 to 64 (see **Figure 11**).

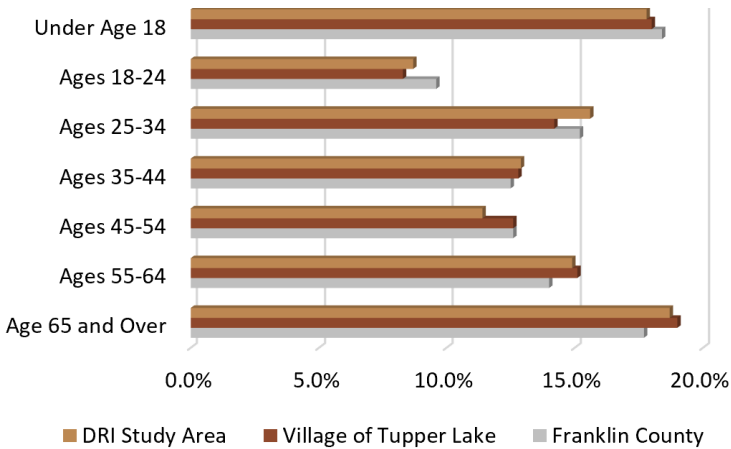
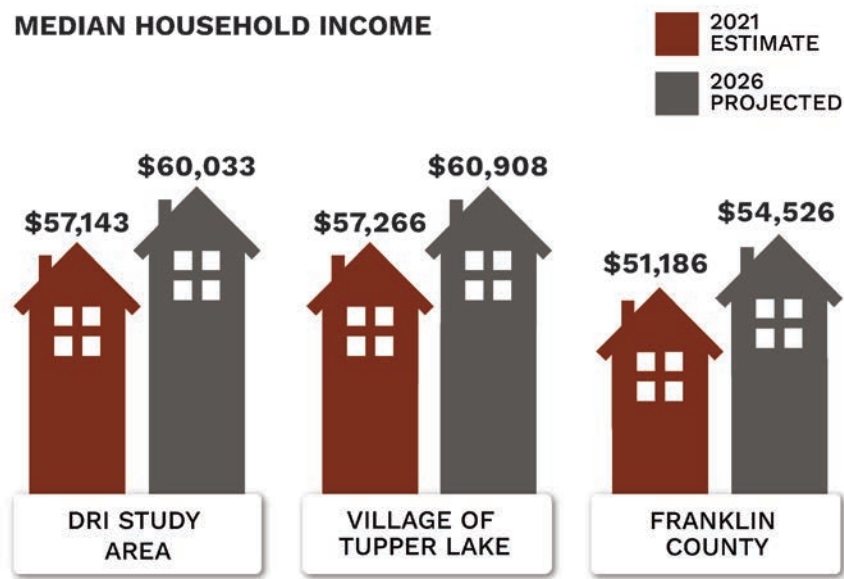


Figure 11. Population by Age, 2021 Estimates²⁸

²⁸ESRI Business Analyst

Income

Household income levels impact the ability of residents to pay for housing, contribute to the tax base, and support the economy as consumers of goods and services. Income levels in the Village of Tupper Lake are generally higher than those in Franklin County overall. In 2021, the median household income is estimated at \$57,266 in the Village of Tupper Lake and \$57,143 in the DRI Study Area. The estimated median household income in the County is \$54,526. (See **Figure 12** below.)



Source: U.S. Census Bureau and ESRI Business Analyst

Figure 12. Median Household Income

Table 3. Key Demographic Indicators			
	DRI Study Area	Village of Tupper Lake	Franklin County
Households			
2020 Census	236	1,638	19,054
2021 Estimate	230	1,608	19,587
2026 Projected	225	1,576	19,357
Average Household Size			
2020 Census	1.72	2.22	2.37
2021 Estimate	1.71	1.99	2.35
2026 Projected	1.70	1.99	2.34
Median Age			
2020 Census	39.5	40.3	39.1
2021 Estimate	40.8	42.2	40.3
2026 Projected	41.5	43.2	41.1
Median Household Income			
2021 Estimate	\$57,143	\$57,266	\$51,186
2026 Projected	\$60,033	\$60,908	\$54,526
Source: U.S. Census Bureau and ESRI Business Analyst			

Poverty

Recent estimates from the American Community Survey indicate that 10.9% of all residents in the Village of Tupper Lake and 17.8% of Franklin County live in poverty. In the Village, the poverty rate is significantly higher among seniors, increasing to 25.0% among residents aged 65 and older. Poverty data specific to the DRI area was not available. (See **Table 4.**)

Table 4. Poverty Rates		
	% of Population Below Poverty Level	% of Population Age 65 and Older Below Poverty Level
Village of Tupper Lake	10.9%	25.0%
Franklin County	17.8%	10.4%
Source: U.S. Census Bureau, American Community Survey 2014-19 Five-Year Estimates		

Employment

Total employment in the Village of Tupper Lake is estimated at about 1,070 jobs. As shown in the table below, 36.5% of jobs in the Village are in health care and social assistance, while 19.3% are in government, which includes the public school district. Other significant industries with respect to employment are retail trade (12.1%), accommodation and food services (9.4%), and construction (7.4%).

The Village draws workers from a relatively large geographic area. Although 28% of the jobs in Tupper Lake are held by Village residents, 42.6% are held by workers who reside elsewhere in Franklin County. More than 8% of workers commute to Tupper Lake from St. Lawrence County, while 6.9% come from Essex County. See **Table 5. Employment by Industry.**

Table 5. Employment by Industry		
	DRI Study Area	Village of Tupper Lake
Construction	17.4%	7.4%
Accommodation and Food Services	16.5%	9.4%
Retail Trade	14.2%	12.1%
Wholesale Trade	11.0%	2.2%
Agriculture, Forestry, Fishing and Hunting	9.6%	4.1%
Government (Total)	6.4%	19.3%
Finance & Insurance	6.0%	2.6%
Health Care & Social Assistance	5.0%	36.5%
Professional, Technical, & Scientific Services	5.0%	1.0%
All Other Industries	8.7%	5.4%
Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics. Data is as of 2019, the latest available.		

Employers within the DRI area account for approximately 20% of the total jobs in the Village of Tupper Lake. The DRI Study Area accounts for approximately 20% of the jobs in the Village of Tupper Lake. The largest employment sectors in the DRI are construction (17.4%), accommodation and food services (16.5%), and retail trade (14.2%). Since 2016, total employment in the DRI Study Area has increased by nearly 33% due to the creation of new businesses and the growth of existing businesses, especially along Park Street.

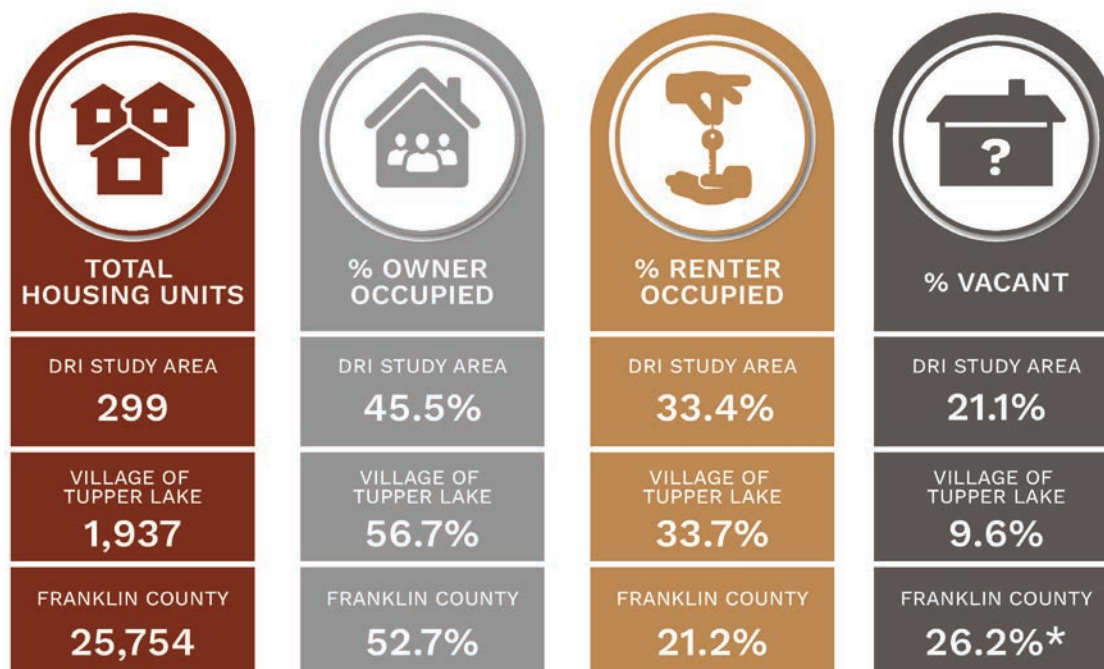
HOUSING

According to the 2014–2019 American Community Survey (ACS) 5-Year Estimates from the U.S. Census Bureau, the Village of Tupper Lake has a total of 1,937 housing units, 70% of which are in single-family homes. Owner-occupied units represent 56.7% of the Village’s housing stock and have a median value estimated at \$88,500, or \$20,200 below the County median (value of \$108,700). More than two-thirds of all housing units in the Village were constructed prior to 1970. While older homes often add to the historic character of the community, they can also be a burden for owners who lack the financial resources necessary to maintain them.

Table 6. Housing Units and Tenure				
	Total Housing Units	% Owner-Occupied	% Renter-Occupied	% Vacant
DRI Study Area	299	45.5%	33.4%	21.1%
Village of Tupper Lake	1,937	56.7%	33.7%	9.6%
Franklin County	25,754	52.7%	21.1%	26.2%*

* The large share of vacant units reflects the prevalence of seasonal homes in many parts of the County.
Source: U.S. Census Bureau, American Community Survey 2014-19 Five-Year Estimates

HOUSING UNITS AND TENURE



* The large share of vacant units reflects the prevalence of seasonal homes in many parts of the County.
Source: U.S. Census Bureau, American Community Survey 2014-19 Five-Year Estimates

Figure 13. Housing Units and Tenure

The DRI Study Area has an estimated 299 housing units, of which 45.5% are owner-occupied, 33.4% are renter-occupied, and 21.1% are vacant. (See **Table 6.**) Rental costs are about the same as they are in the Village as a whole: the median contract rent, which does not include utilities, is \$419 per month in the DRI Study Area and \$429 per month in the Village.

The Village of Tupper Lake was the recipient of a 2021 NYS Affordable Housing Corporation grant in the amount of \$400,000 for the rehabilitation of approximately 12 eligible owner-occupied homes in the Village. The funds will be used to address health and safety concerns, enhance energy efficiency, and improve handicap accessibility. The Village has applied for and received other grants over the years to support housing rehabilitation, including \$400,000 from the NYS HOME Program in 2016.

Building permit information indicates that few housing units have been added to the housing inventory in the Village of Tupper Lake in recent years. From 2011 to 2020, permits were issued for

the construction of 10 single-family homes, but no multi-family units. A recent housing market study noted that, according to municipal officials, more than 90% of building permits issued in Tupper Lake were related to regular upkeep rather than the development of new units.

Residential median sale price data for counties on the website of the NYS Department of Taxation and Finance shows that Franklin County had a median sale price of \$125,000 in 2020. This was a 63.7% increase over the 2018 median sale price of \$90,300. The number of homes sold also increased, from 300 in 2018 to 491 in 2021. Some of these residential properties may have been purchased as vacation homes. For instance, according to the American Community Survey, 18% of the housing units in Franklin County are classified as seasonal.

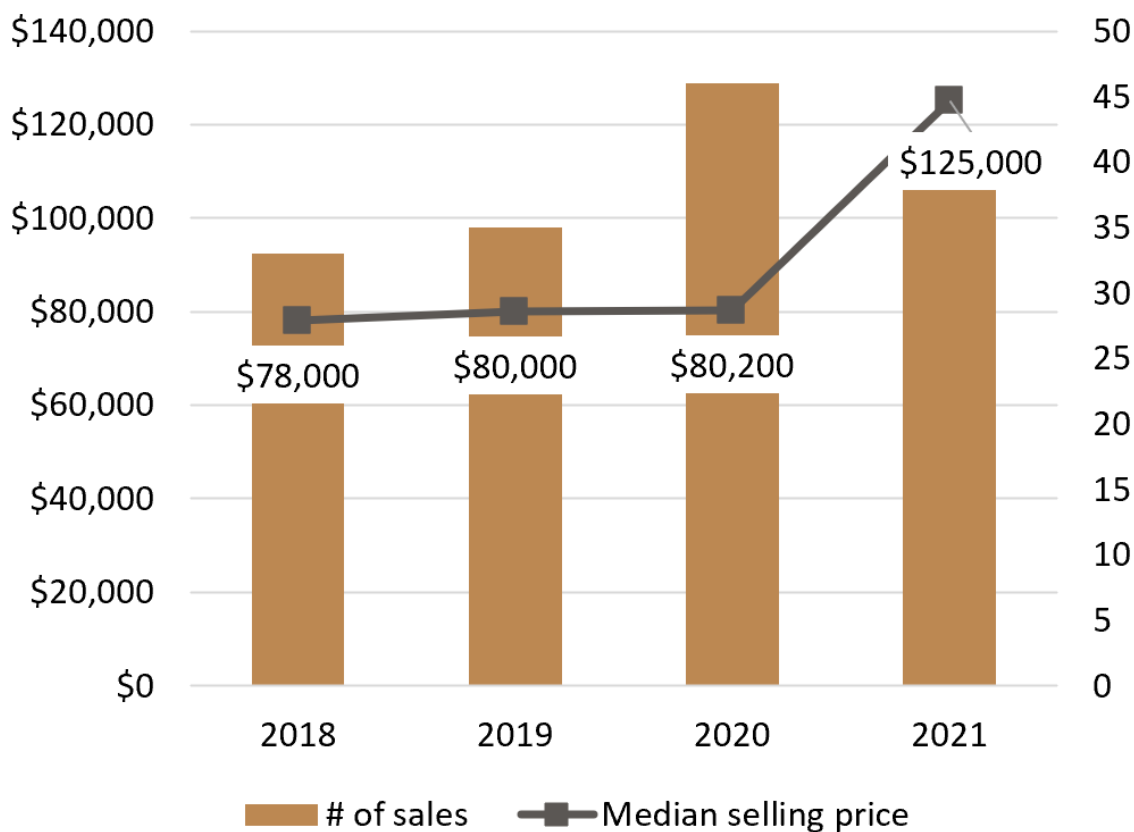


Figure 14. Arm's Length Sales of Single-Family Homes, Village of Tupper Lake

Data on the sale of single-family homes in the Village of Tupper Lake also reflect growth in the demand for housing. As shown in Figure 21, the median selling price for a single-family residence in the Village rose from \$78,000 in 2018 to \$125,000 in 2021, a 60% increase. The number of homes sold reached 46 in 2020, declining to 40 homes sold the following year. This was likely due to the lack of inventory. In contrast, the 2010 Adirondack Tri-Lakes Housing Needs Assessment showed that an annual average of just 17 residential properties in the Village of Tupper Lake sold from 2006 through 2009. The study also characterized the Tupper Lake housing market as having the lowest median sales prices, higher concentrations of fair to moderate housing conditions, and as being more affordable than other housing markets in the region.²⁹

Local realtors report that home prices in the Adirondacks have skyrocketed because of high demand and low supply. As of April 2021, *“there were fewer homes on the market than there had ever been in the past 15 years... Properties are lingering on the market for less and less time, and many local Realtors continue to field multiple offers on*

*properties that are at or above listing price.”*³⁰ The situation has left many lower-income buyers priced out of the housing market.

The availability and quality of housing is recognized as a stumbling block in recruiting workers and attracting new residents to the region. A summary of challenges discussed at the 2020 Common Ground Alliance Forum described regional housing needs as follows: *“A significant lack of affordable (workforce) rental housing or housing inventory for purchase for those looking to move to the area. Real estate that is for sale tends to be below \$100k and very low quality or above \$450k and out of reach for younger people and misaligned with area wages. Primary home buyers must compete with second home buyers.”*³¹

Based on residential building permit activity tracked by the Department of Housing and Urban Development, only a very small number of residential units were added to the Tupper Lake housing supply between 2010 and 2020. Within the Village boundary, only twelve total units were built in that decade-long span. (See **Table 7.**)

Location	Single-Family Units	Multi-Family Units	Total Housing Units Added
Village of Tupper Lake	+12	+0	12
Town of Tupper Lake	+29	+6	35
Franklin County	+791	+63	854

Table 7. Residential Building Permit Activity, 2010-2020³²

Data for 2021 is not yet available, but data from the New York State Department of Taxation and Finance show that both the number of home sales and the median sales prices have been climbing in recent years. (See **Table 8**)

County	2018		2019		2020	
	# Sales	Median	# Sales	Median	# Sales	Median
Franklin	382	\$90,300	400	\$100,000	491	\$125,000

Table 8. Residential Median Sales Prices in Franklin County, 2018-2020³³

²⁹The LA Group, *Adirondack Tri-Lakes Housing Needs Assessment*, July 2010.

³⁰“They’re buying everything’: Adirondack real estate boom hasn’t let up a year after pandemic prompted people to seek getaways,” *Adirondack Daily Enterprise*, June 5, 2021.

³¹Northern Forest Center, *Attracting New Residents: A Strategy for the Adirondack Park and Its Communities*, February 2021.

³²HUD User SOCDS Building Permits Database (<https://socds.huduser.gov/permits>)


³³New York State Department of Taxation and Finance


MARKET ANALYSIS


Findings of Relevant Market Analyses

Commercial Market

An analysis of updated economic and market data and a visitor survey were featured appendices in the 2013 Tupper Lake Revitalization Strategy and Action Plan. Although the information is somewhat dated, key findings related to downtown commercial activity included the following:

 Arts, entertainment, and recreation; educational services; construction; professional and technical services; and real estate and rental and leasing were identified as industries with growth potential in Franklin County that represented possible business attraction targets for Tupper Lake.

 To help identify potential business opportunities, the consultant analyzed data on retail supply and demand within a 60-minute drivetime of Tupper Lake. The analysis concluded that there is likely sufficient sales leakage to support additional motor vehicle and parts dealers; building materials, garden equipment and supply stores; electronics and appliance stores; furniture and home furnishings stores; health and personal care stores; and clothing stores.

 A visitor survey conducted in the summer of 2011 provided insight into why people visit Tupper Lake and what amenities may be lacking in the Village. The results indicated that the Wild Center is a strong draw for Tupper Lake and presents an opportunity to market regional amenities such as restaurants, events and retail opportunities. When visitors were asked what Tupper Lake could offer to make itself more appealing, the top responses were family restaurants, lake access, and specialty events, including live music. Participants were also very interested in shopping, asserting that specialty stores would make them more likely to visit and/or stay in the area.

Tourism/Lodging Market

In 2018, the Village of Tupper Lake engaged a consultant to complete an accommodations feasibility study for the development of a 75-room franchise hotel. The subject of the study was a site on Demars Boulevard that the consultant described as “relatively simple to locate” from State Routes 3 and 30, offering good accessibility and visibility within its local neighborhood.






The market area for the proposed limited-service hotel was defined as the Tri-Lakes Region, a market that is “heavily reliant on discretionary spending from visitors” due to the area’s modest economic base. The region’s outlook was described as positive.

Eight hotels in Lake Placid and Saranac Lake, approximately 18 to 25 miles from the subject property, were identified as primary competitors within the lodging market. The study also identified three hotels as secondary competitors, noting, however, that these hotels “offer luxury, full-service products and operate at a higher price point.”

Based on its analysis of the lodging market, a review of the estimated development cost, and preparation of a ten-year forecast of income and expenses. The study concluded that the hotel “has an opportunity to serve an underserved niche in the market. This [area] remains underserved by lodging facilities. Based on our market analysis, there is sufficient market support for the proposed limited-service hotel if additional funding is obtained.”





Increasing opportunities for visitors to stay in the Village of Tupper Lake, as opposed to Lake Placid, Saranac Lake, or other Adirondack communities, has been recognized as critical to the growth of the community’s tourism industry. According to the Accommodations Study, overnight stays, on average, triples visitor expenditures. Having more people spend the night at hotels, motels, and inns in the Village would boost the economic impact of the Wild Center and other attractions. Larger-scale accommodations would also allow these attractions to cater to the lucrative group travel market.

Additional information on the Adirondack traveler is provided in the 2021 Marketing Plan for Tupper Lake, produced by the Regional Office of Sustainable Tourism (ROOST). ROOST has provided the Town and Village of Tupper Lake with planning and tourism marketing assistance since 2014. While the report acknowledges that there are variations among travelers to different parts of the region, the Adirondack traveler is generally described as:

-  Primarily from New York State; secondarily from other northeastern states
-  Typically within a 2- to 8-hour drive
-  Average age is 56, with concentrations in the 39-54 range and 55 and over range
-  Average annual income around \$100,000
-  Average party size of 4 people, average length of stay of 3 nights



Adirondack visitors who come for the day are typically within a 1- to 3-hour drive, are less likely to engage in outdoor recreation, and have a 17% lower average income than the overnight visitor; the average expenditures of day-trippers are approximately 20% of those of overnight visitors. They are strong repeat visitors, however. Marketing efforts for Tupper Lake target six primary market areas: Albany-Schenectady-Troy, Buffalo, New York City, Rochester, Syracuse, and Watertown. Also targeted are people interested in family travel, adventure travel, and outdoor recreation; Tupper Lake Triad hikes; and fishing, especially ice fishing. The promotion of Tupper Lake is focused on opportunities for:

-  Outdoor activities
-  Fresh air and wide-open spaces
-  Connecting with nature (e.g., at The Wild Center)
-  Family-friendly itineraries

Other marketing priorities include arts and culture, with events programming to resume as pandemic-related restrictions are removed; dining and shopping, capitalizing on the continued revival of the Park Street Business District; opportunities for a wide range of activities, such as birding, cycling, cross-country skiing, and paddling; and attractions, leveraging the success of The Wild Center to introduce visitors to other destinations and experiences in Tupper Lake.


The Town and Village of Tupper Lake have adopted the brand “Connect and Discover,” and have been working with ROOST to develop gateway and wayfinding signage, pole banners, and other materials to reinforce this message.





Tupper Lake Branding


Housing Market


The Village of Tupper Lake contracted with Newmark Knight Frank in 2019 to develop a housing market analysis for the Tupper Lake area. The analysis, which evaluated workforce housing needs, was used, in part, to attract developer interest. The findings of the study included the following:


 The primary market area (PMA) was defined as Census Tract 9511 and 9512 in the Village and Town of Tupper Lake based on information with local real estate professionals. The PMA is about 130 square miles, with nearly all of the population density in the Village and along major transportation routes. This area is expected to supply approximately 65% of the demand for housing.

 Among the favorable market conditions identified in the study were the lack of new housing development in the Tupper Lake area; multiple buildings and sites that could accommodate the creation of new rental or for-sale housing options; a vibrant and walkable downtown with shopping, dining, and entertainment and access to outdoor recreational opportunities; a stable array of regional employers, some paying relatively high wages; and positive absorption of new market-rate and affordable apartments in the greater North Country.

 The housing market study also identified some potential concerns, such as population decreases in Tupper Lake, due primarily to the aging of residents as opposed to the outmigration of households; the feasibility of the rents/prices established given the cost of labor and materials in a remote area away from large population centers; and the limited concentration of services, shopping, and entertainment relative to Lake Placid and Saranac Lake.

 Research on the supply of housing in Tupper Lake revealed that there are very few high-quality rental options and year-round single-family homes are primarily older with a limited number of units that have been comprehensively updated.

 The analysis of a potential for-rent product concept was based on a target market of “local workforce families age 18-61 with 1-5+ person households living and/or working in Tupper Lake.”³⁴ It found support for up to 36 market-rate rental units and up to 24 affordable rental units with a mix of one, two, and three bedrooms. Achievable rent thresholds for the market-rate units, excluding utilities, were set at approximately \$1.15 per square foot. The affordable rental units, targeted to households earning less than 60% of area median income, would be approximately \$0.80 per square foot. The consultant noted that generating interest from outside the primary market area and attracting people relocating to the area would increase the number of rental units that could be supported.

 The evaluation of a potential for-sale product concept used the same target market and considered income-qualified households, both current renters that would become homeowners, and existing owners that would purchase a new home after selling their current residence. The consultant concluded that there is support for up to 50 two-story townhouses with a mix of two and three bedrooms and a base price of \$175,000.

³⁴The demand analysis did not consider households headed by seniors aged 62 and over, students, or seasonal residents.

Real Estate Investment

The DRI Study Area has experienced extensive real estate investment in the last few years. The table below identifies sales of commercial real estate from 2018 through 2021; 25 properties changed hands, with a median selling price of \$140,000. Among the properties sold were eight downtown row buildings (i.e., multi-story, mixed-use structures), six single-story commercial structures, two apartment buildings, and two vacant parcels.

Table 9. Commercial Property Sales in the DRI Study Area, 2018-21			
Address	Property Classification	Sale Date	Sales Price
96 PARK ST	Attached row building	12/14/2021	\$175,000
138 PARK ST	Storage/warehouse facility	11/19/2021	\$65,000
211 PARK ST	Detached row building	11/3/2021	\$130,000
16 DEMARS BLVD	Neighborhood shopping center	6/21/2021	\$572,250
7 HILL ST	Apartments	4/21/2021	\$115,000
100 DEMARS BLVD	Storage/warehouse facility	4/14/2021	\$1,000,000
71 DEMARS BLVD	Motel	4/1/2021	\$375,000
PARK ST	Vacant land in commercial area	12/17/2020	\$25,000
60 DEMARS BLVD	One-story small structure	10/28/2020	\$85,000
8 DEMARS BLVD	One-story small structure	8/24/2020	\$110,000
75 LAKE ST	Self-service car wash	6/19/2020	\$160,000
83 PARK ST	Attached row building	6/12/2020	\$500,000
203 PARK ST	One-story small structure	1/8/2020	\$70,000
9 PLEASANT AVE	Vacant land in commercial area	12/18/2019	\$27,500
75 WAWBEEK AVE	Detached row building	11/22/2019	\$30,000
79 DEMARS BLVD	One-story small structure	8/23/2019	\$220,000
24 CLIFF AVE	Funeral home	8/5/2019	\$240,000
70 PARK ST	Attached row building	3/22/2019	\$86,000
68 PARK ST	Attached row building	3/1/2019	\$200,000
64 DEMARS BLVD	One-story small structure	12/28/2018	\$13,000
10 CLIFF AVE	Detached row building	12/28/2018	\$275,000
30 CLIFF AVE	Apartments	11/13/2018	\$140,000
115 PARK ST	Attached row building	10/29/2018	\$155,000
36 WAWBEEK AVE	Minimart	8/9/2018	\$175,000
33 HIGH ST	One-story small structure	4/27/2018	\$60,000
TOTAL COMMERCIAL PROPERTY SALES			\$5,003,750
<i>Source: New York State Office of Real Property Services. Arm's length transactions only.</i>			

At least eight of these properties (83, 115, and 211 Park Street, 10 Cliff Avenue, 33 High Street, 75 Lake Street, and 16 and 71 Demars Boulevard) were subsequently renovated and/or occupied by new businesses, reflecting additional private investment. The former Oval Wood Dish (OWD) factory complex on Demars Boulevard, at the northern end of the DRI study area, sold in 2021 and is slated to become a mixed-use development. The developer has conducted a housing demand study and invested \$1.5 million for building acquisition and predevelopment.

Many homes in the DRI Study Area sold during this period as well (see **Table 10**). Twenty properties changed hands, with a median selling price of \$71,250. Most of these were single-family homes. As with the commercial properties, additional investments were made for renovations and improvements to 158 Park Street (\$40,000), 221 Park Street (\$57,500), and 37 Lake Street (\$20,000), among others.



Residential Property Sales. This single-family residence on High Street in the DRI Study Area was sold in 2021.

Table 10. Residential Property Sales in the DRI Study Area, 2018-21

Address	Property Classification	Sale Date	Sales Price
30 HIGH ST	Single-family year-round residence	3/9/2021	\$65,817
7 VACHEREAU ST	Single-family year-round residence	2/1/2021	\$130,000
44 DEMARS BLVD	Single-family year-round residence	1/15/2021	\$68,000
38 LAKE ST	Single-family year-round residence	11/6/2020	\$45,000
221 PARK ST	Single-family year-round residence	11/24/2020	\$22,500
158 PARK ST	Single-family year-round residence	9/25/2020	\$60,000
61 WAWBEEK AVE	Single-family year-round residence	5/7/2020	\$84,000
13 VACHEREAU ST	Single-family year-round residence	1/17/2020	\$42,000
80 DEMARS BLVD	Residential – multi-purpose	9/16/2019	\$160,000
15 VACHEREAU ST	Single-family year-round residence	8/16/2019	\$80,000
43 WAWBEEK AVE	Single-family year-round residence	7/2/2019	\$132,500
62 LAKE ST	Single-family year-round residence	11/29/2018	\$74,500
10 WAWBEEK AVE	Single-family year-round residence	11/21/2018	\$375,000
13 VACHEREAU ST	Single-family year-round residence	11/5/2018	\$7,200
42 HIGH ST	Single-family year-round residence	7/19/2018	\$66,500
180 DEMARS BLVD	Single-family year-round residence	6/1/2018	\$115,000
20 VACHEREAU ST	Single-family year-round residence	4/6/2018	\$6,000
19 HIGH ST	Three-family year-round residence	3/7/2018	\$60,000
37 LAKE ST	Two-family year-round residence	1/3/2018	\$80,000
43 LAKE ST	Single-family year-round residence	12/20/2017	\$133,200
TOTAL RESIDENTIAL PROPERTY SALES			\$1,807,217

Source: New York State Office of Real Property Services. Arm's length transactions only.

Vacant and Underutilized Space

Despite the number of new businesses filling commercial storefronts on Park Street, the DRI Study Area has multiple underutilized buildings and vacant lots that represent opportunities for redevelopment and reuse. Properties currently listed for sale or for lease are shown in the table 11. Some of these properties have been renovated and are ready for occupancy, while others require improvements.



Available Retail and Commercial Properties. This vacant, partially-renovated commercial building on Park Street was available for sale in early 2022.

Table 11. Available Retail and Commercial Properties in the Tupper Lake DRI

Location	Square Footage	Acreage	Description	Rates and Terms
12 CLIFF AVENUE	3,770	0.18	Vacant commercial property in the village center; recently renovated interior	For sale, asking \$350,000. Property being sold with all furniture and fixtures.
36 HIGH ST	8,320	0.37	Main area contains a large dining/ gathering room, bar, commercial kitchen, offices and storage; partially occupied by Adirondack Sky Center & Observatory office.	For sale, asking \$265,000
70 PARK ST	2,500	0.08	Vacant two-story commercial building with large second floor apartment, totally new wiring and plumbing – renovation needs to be completed	For sale, asking \$149,000
56-58 HIGH ST	-	0.11	Building lot with all village amenities	For sale, asking \$19,900
86 DEMARS BLVD	-	1.28	Vacant commercial property with frontage on State Highway 3; plenty of room for expansion	For sale, asking \$125,000
94 DEMARS BLVD	38,650	-	Three retail spaces available in shopping center anchored by Save-A-Lot grocery store and Kinney Drugs	For lease; price negotiable

Source: Websites of local realtors



SECTION II

DOWNTOWN VISION, GOALS, AND STRATEGIES



VISION

Tupper Lake is a nationally recognized, vibrant four-season Adirondack destination, celebrating and interpreting the natural environment, attracting and retaining families, businesses, and visitors looking for an elevated quality of place and a unique balance of nature and technology, history and progress, work and play, where everyone is welcome.




Goals and Strategies


GOAL 1

FOUR SEASON DESTINATION

Accelerate efforts to reinforce Tupper Lake as a welcoming, four-season Adirondack community and destination with a variety of year-round activities, amenities, shopping, lodging, and dining.

STRATEGIES

 Celebrate Tupper Lake as a recreation destination by improving access to activities, the waterfront, baseball field, parks and trails.

 Enhance connections to and within Tupper Lake through creative wayfinding and transportation infrastructure.

 Support a variety of businesses and organizations to offer year-round convenience and amenities for visitors and residents.


 Bolster tourism by diversifying lodging and recreational opportunities for visitors.


GOAL 2


ENVIRONMENT & HISTORY


Celebrate and interpret Tupper Lake's value for and connection to the natural environment and history.

STRATEGIES

 Leverage and enhance educational opportunities and interpretive experiences for local history, ecology and the environment.

 Reinforce Tupper Lake as a model for environmental sustainability in the region by encouraging green infrastructure, energy efficiency and decarbonization techniques.

 Continue to support a variety of community and cultural activities for residents and visitors alike.

 Maintain Tupper Lake's status as a "dark skies" stargazing destination.

GOAL 3

ENERGIZE THE ECONOMY

Energize the Tupper Lake economy to attract and support businesses, entrepreneurship, and employment opportunities.

STRATEGIES

Provide new employment opportunities by attracting and cultivating a diverse range of new businesses.

Encourage the development of new and diverse housing opportunities to attract new employees, remote workers and new consumers to Tupper Lake.

Retain existing and seasonal businesses and entrepreneurs by establishing a mechanism to provide supporting programs and resources.

GOAL 4

QUALITY OF PLACE

Enhance the 'Quality of Place' in Tupper Lake to draw and retain residents, families, and businesses.

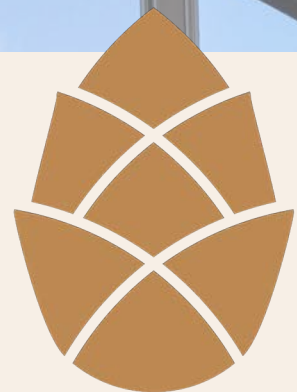
STRATEGIES

Beautify and enhance the public realm through cohesive streetscape and wayfinding, providing connections for vehicles, bicycles, and pedestrians.

Encourage a variety of amenities, services, and digital infrastructure to support existing and future residents and businesses.

Enhance community gathering spaces to support local activities, events, and traditions.

Support expanded housing opportunities and enhance housing quality to provide for a range of income levels.



SECTION III

DOWNTOWN MANAGEMENT AND IMPLEMENTATION STRATEGY



OVERVIEW

Successful downtown revitalization requires dedicated and experienced local leaders who can help guide transformative DRI-funded projects to fruition. Working in collaboration with property owners and community organizations, municipal staff and elected officials will support and sustain the momentum generated by the DRI to catalyze lasting, positive change.

The purpose of this section is to demonstrate how the projects to be presented in Section 5 of this plan will be managed and sustained once DRI funds are awarded by the state. Within the Village of Tupper Lake, there is significant capacity to implement improvement projects in the Uptown area.

In the past decade, the Village of Tupper Lake has been awarded and has successfully implemented over \$9 million in federal, state and philanthropic grant awards from agencies and programs such as Empire State Development, Department of State Local Waterfront Revitalization Program, Department of Transportation, Northern Border Regional Commission, NYS DOH and NYS DEC EFC State Revolving Fund, NYS HCR HOME and Affordable Housing Corporation, and Adirondack Foundation grants.

The Village of Tupper Lake will serve as the lead agency tasked with administering the DRI once funds are awarded. Public improvement projects funded through the DRI will be overseen by the Village of Tupper Lake Mayor and Village Board of Trustees. In partnership with State agency representatives, the Village has demonstrated capacity for grant administration and successful implementation. It is anticipated that the Village will issue Request

for Proposals and follow appropriate procurement processes to select a qualified consultant to provide contractual services to assist the Village in completing the tasks required for public improvement projects.

Direct fiscal management and accounting controls will be completed by the Village Clerk/Treasurer. The current Village Clerk has successfully administered numerous grant funded projects, including past LWRP grants, HCR Microenterprise grants, EFC water and sewer improvement grants and housing rehabilitation funding. The Village Clerk is familiar with NYS accounting control guidelines, grant requirements and payment request procedures.

In 2015, the Village was awarded a grant from the NYS Department of Transportation to fund streetscape enhancements to Park Street/NYS Route 30. Completed upgrades included replacement of underground water and sewer lines in addition to full reconstruction of the road surface, curbs, drainage, and sidewalks. The Village supplemented DOT award funding in order to add plantings, lighting, ornamental pavers, and benches to the scope of streetscape enhancements along this main commercial corridor. The Village is well prepared to oversee the successful implementation of additional DRI-funded streetscape enhancements elsewhere within the DRI Study Area.

Projects within the proposed New Development and Rehabilitation of Downtown Buildings category have the support of the Village, and project sponsors will continue to work with Village officials during the implementation process in order to comply with local regulations.



Photo: Park Street in winter

The Energize Uptown matching grant fund will have an application process to determine the recipients of DRI project funding. Applications to the program will be reviewed and awarded using a set of criteria based on the goals of the DRI Strategic Investment Plan and local priorities. If awarded, it is anticipated the Village will follow appropriate procurement processes to select a qualified entity to support it in successfully administering the Energize Uptown program. For example, the Franklin County Economic Development Corporation (FCEDC) has served in an administrative support role for other similar matching grant programs for other DRI communities. The FCEDC is the economic development organization for Franklin County, New York. In 2018, the FCEDC made a commitment to refocus its efforts on the communities and existing businesses in Franklin County and identified downtown revitalization as a major program area. FCEDC is currently managing six downtown revitalization grant programs including three funded through NYHCR, two through the DOS Local Waterfront Revitalization Program, and one through the NYS DEC Adirondack Community Smart Growth Grant Program. The FCEDC currently administers the Saranac Lake DRI Energize Downtown Fund, which is providing support to 21 creative projects sponsored by downtown businesses and property owners.

Should the Tupper Lake Steps Up branding and marketing project be selected for DRI funding, the Village will issue an RFP for marketing services, outlining the project goals and requesting a proposed scope of services along with a fee proposal. The Village of Tupper Lake has successfully contracted for branding and marketing services in the past, most recently in 2021 with the Regional Office of Sustainable Tourism (ROOST) for the completion of a 10-part video series entitled “Discover My Tupper Lake.”



Project Implementation

Project Name	Project Sponsor	Project Type	Project Partners
Enhance Uptown Streetscape	Village of Tupper Lake	Public	NYS DOT, Village of Tupper Lake Department of Public Works
Develop the Amado Gastronomy Experience	KKR Food Services LLC Cory Rohrbach	Private	U.S. Small Business Association, Franklin County Economic Development Corporation
Restore 70 Park Street	Rachel King and Brandon Cooke/ Mountain Gem & Jewelry LLC	Private	Adirondack Regional Federal Credit Union
Construct New Mixed-Use Building on Cliff Ave	Nathan Lewis/Tip Top Enterprises LLC	Private	Tupper Lake Municipal Electric Department, Adirondack Regional Federal Credit Union
Renovate 47 Park Street for Retail	Donald Bennett Building Maintenance & Repair LLC	Private	Thrifty & Nifty
Redevelop Oval Lofts	Joseph Gehm/ Oval Lofts Owner LLC	Private	NYS Historic Preservation Office, Heuber-Breuer Construction Co., Adirondack Park Agency
Redevelop the Oval Wood Dish Site	Christopher Trevisani/ OWD Development LLC	Private	NYS Homes and Community Renewal, NYS Historic Preservation Office, Heuber-Breuer Construction Co., Adirondack Park Agency
Create Timberjaxx Pass Miniature Golf Course	James Dukett/ Dukett LLC	Private	NYS Department of Transportation, NYS Department of Environmental Conservation
Build the Tupper Lake Crossroads Hotel	Tupper Lake Crossroads LLC	Private	Franklin County IDA, Village of Tupper Lake Municipal Water/Wastewater Department, NYS Empire State Development, DEW Construction
Renovate and Uplift 87 Park Street	Patrick Fillette/Adirondack West Properties	Private	Alfandre Architecture, Well Dressed Food, AirBnB
Develop Tupper Lake Brewing Company	Sara Kriwox/Tupper Lake Brewing Company LLC	Private	Village of Tupper Lake Municipal Water/Wastewater and Electric Departments, Adirondack Regional Federal Credit Union
Improve Multi-Family Housing in Tupper Lake	Leslie Karasin/ Northern Forest Center	Private	Franklin County Department of Real Property Tax Services, High Peaks Home Improvement/ Inspection LLC
Bring High Peaks Cyclery to Tupper Lake	Brian Delaney/High Peaks Cyclery	Private	Coldwell Banker Whitbeck Realty, Regional Office of Sustainable Tourism
Expand Tupper Arts' Presence in Uptown	Susan Delehanty/ Tupper Arts	Non-Profit	Franklin County Economic Development Corporation, NYS Homes and Community Renewal
Launch the Tupper Lake Entrepreneurial Center	Franklin County Economic Development Corporation	Non-Profit	OWD Development LLC / Lahinch Group
Energize Uptown	Village of Tupper Lake	Public	Franklin County Economic Development Corporation
Establish Business and Resident Recruitment Program	Village of Tupper Lake	Public	ROOST



SECTION IV

PUBLIC INVOLVEMENT



INTRODUCTION



Photo of Tupper Lake Band Shell at sunset submitted by Community Vision and Values Survey respondent

Comprehensive public engagement is essential to the success of downtown revitalization efforts. The Village of Tupper Lake and the DRI Local Planning Committee (LPC) were committed to ensuring that a broad range of public input informed the development of the DRI plan. Throughout the duration of the planning process, the Village, LPC and the project team received feedback and insight from a wide variety of key stakeholders, including business owners, residents, landowners, visitors, Village staff and local officials.

To guide the public engagement process, a Community Engagement Plan was developed, outlining the phased engagement methods to be utilized over the course of the DRI process. The first phase of engagement was designed to ensure that community members were apprised of key program details and to gather public input on a spectrum of related issues. Phase one also featured an official Call for Projects. Phases two and three of public engagement provided multiple opportunities for review and provide feedback on the range of proposals generated by the Call for Projects. Throughout the entire DRI process, the LPC met on a monthly basis, and the public had continuous access to relevant DRI materials via a project website (www.TupperLakeDRI.com).

Engagement activities that took place during the DRI planning process included:

Continuous/Ongoing Engagement

- Project website
- Monthly LPC meetings
- Publicity
 - » Email Campaign
 - » Social Media (Facebook)

Phase I Engagement

- Call for Projects
- Informational pop-up
- Community Vision and Values Survey
- Stakeholder Group discussions
- Public Workshop #1

Phase II Engagement

- LPC Working Groups
- Online DRI Project Questionnaire
- Public Engagement #2

Phase III Engagement

- Online Project Gallery

ONGOING ENGAGEMENT

Project Website

A project website, www.TupperLakeDRI.com, was launched to serve as an accessible repository for DRI-related information and announcements. Members of the public were able to review materials such as meeting recordings and summaries at their leisure via the website. The site publicized and facilitated access to surveys and questionnaires, and it also featured an online comment form which allowed for written public input throughout the entirety of the DRI process. A link to the project website appeared on the official Village website and also appeared prominently in all official press releases.

Local Planning Committee (LPC)

The LPC was established to work with the consulting team, state planners, and key municipal representatives to guide and direct the establishment of a community-based vision for revitalizing Uptown and the development of the Strategic Investment Plan.

The LPC consisted of local and regional leaders, stakeholders, and community representatives. The LPC was led by two co-chairs: Mayor Paul Maroun and James McKenna, North Country REDC and Chief Executive Officer of the Regional Office of Sustainable Tourism (ROOST). LPC members met monthly to brainstorm ideas, provide direction to consultants, review planning products, and prioritize actions.

LPC Members

-  Mayor Paul Maroun – Co-Chair (Village of Tupper Lake)
-  James McKenna – Co-Chair (North Country REDC, ROOST)
-  Susan Delehanty – Tupper Arts Center
-  Lisa Gillis – Gillis Realty
-  Mark Jessie – Raquette River Brewing
-  Leslie Karasin – Northern Forest Center
-  Ellen Maroun – Aseel Legacy Fund
-  Faith McClelland – Spruce & Hemlock
-  Seth McGowan – Adirondack Sky Center
-  Stephanie Ratcliffe – The Wild Center
-  Caroline Welsh – Adirondack Experience
-  Jessica Belleville Whitman – Belleville & Associates Insurance
-  Rev. Rick Wilburn – Tupper Lake Baptist Chapel

In addition, Village and County staff served as key resources for the LPC throughout the process. Village and County staff include the following:

-  Melissa McManus, Director of Community Development (Village of Tupper Lake)
-  Mary Casagrain, Village Clerk (Village of Tupper Lake)
-  Jeremy Evans, CEO, Franklin County Economic Development Corporation
-  Michelle Clement, Director of Marketing (ROOST)
-  Dan Kelleher, Economic Development (Adirondack Park Agency)

Local Planning Committee (LPC) Meetings

Six LPC meetings were held during the DRI process. These meetings served to keep LPC and community members informed of DRI-related developments and milestones. Due to ongoing public health concerns from the Covid-19 pandemic, all LPC meetings were accessible virtually, via Zoom. LPC Meeting #4 had an additional hybrid/in-person option, which was held at the Emergency Services Building Community Room in Tupper Lake. All of the LPC meetings were open to the public and publicized on the Department of State website as well as through official press releases to local and regional press outlets. Summaries, presentation materials, and meeting recordings were all made available to the public via the project website. LPC meetings included:

LPC Meeting #1, February 9, 2022 – The purpose of the first LPC meeting was to provide an overview of the DRI program and the role of the LPC. Topics covered in this meeting included roles and responsibilities, project schedule and scope, community engagement, and the confirmation of the Village's downtown vision and DRI boundary as presented in the Village's DRI Application.

LPC Meeting #2, March 1, 2022 – LPC Meeting #2 covered topics including an overview of the pop-up informational event, a DRI goals exercise, and a discussion of the project evaluation process.

LPC Meeting #3, April 5, 2022 – The purpose of the third LPC meeting was to provide a recap of Public Engagement Activity #1, to confirm goals and strategies, to discuss the initial projects list, and to provide an update on the online survey.

LPC Meeting #4, May 3, 2022 – The LPC received an overview of highlights from Stakeholder Group discussions that were held on April 27, 2022. The primary purpose of LPC Meeting #4 was for the LPC Working Groups to report back on their discussions and to provide initial recommendations about the potential projects for DRI funding to be included in the Preliminary Projects List.

LPC Meeting #5, June 7, 2022 – Topics covered during the fifth LPC meeting included an update on Public Engagement #2, the DRI Project Questionnaire, updates on individual projects, as well as a discussion of the Preliminary Projects List.

LPC Meeting #6, June 15, 2022 – The sixth LPC meeting included an overview of highlights from the Online Project Gallery, discussion of the slate of projects to recommend for DRI funding, an overview of the information to be included in the Strategic Investment Plan, and an LPC vote on the proposed slate of projects.

DISCUSSION OF PRELIMINARY PROJECTS LIST



Key Elements to Consider:

- ❖ Project Readiness
- ❖ Project Sponsor Capacity
- ❖ Leverage of DRI Funding
- ❖ Site Control
- ❖ Availability of Other Funding
- ❖ Consistency with DRI Goals

Tupper Lake DRI Project Evaluation Worksheet

Project ID Number: _____ Project Name: _____

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

	Downtown Criteria	Feasibility Assessment	
1	Alignment with DRI vision	Yes _____ No _____	Need More Info _____
2	Alignment with existing local and regional plans	Yes _____ No _____	Need More Info _____
3	Alignment with ongoing activities	Yes _____ No _____	Need More Info _____
4	Transformation potential: Project involves elements that fundamentally change the downtown and how it is perceived	High _____ Moderate _____ Low _____	
5	Catalytic potential: The ability to make other things happen	High _____ Moderate _____ Low _____	
6	Market demand and economic feasibility	High _____ Moderate _____ Low _____	
7	Ability to provide a sustainable impact in the downtown	High _____ Moderate _____ Low _____	
8	Estimated project costs: Including cost to public and private sector partners and long-term operating or maintenance cost projections		
9	Need for DRI funds to make the project feasible	Yes _____ No _____	Need More Info _____
10	Potential to leverage additional private and/or public funds	High _____ Moderate _____ Low _____	
11	Availability of alternative funding sources that are more appropriate than the DRI grant	Yes _____ No _____	Need More Info _____
12	Anticipated community and economic benefits	Yes _____ No _____	Need More Info _____
13	Estimated property tax revenue	High _____ Moderate _____ Low _____	
14	Estimated job growth and retention	Yes _____ No _____	NA _____

Image: LPC members reviewing the key project evaluation considerations during a virtual meeting

Publicity

LPC meetings and public workshops were publicized via official press releases, which were sent to media outlets in the region and posted on the DOS website. The Tupper Lake DRI process received press coverage in the *Adirondack Daily Enterprise*, *WAMC News*, *Tupper Lake Free Press*, and other outlets.

Additionally, an email contact list was compiled from public event and survey participation. That contact list was continually updated throughout the DRI process, with contact list recipients receiving advance notifications of all upcoming public engagement activities. Further public engagement information distribution took place via social media, facilitated by LPC member and Village staff postings.

Public Engagement Phase I

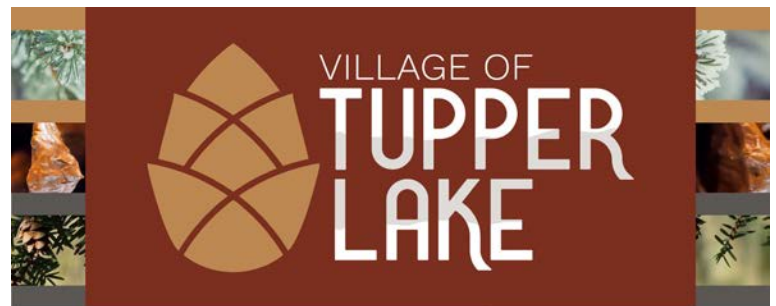
The first phase of public engagement for the DRI served to inform the community about the DRI program and to gather public input concerning the needs and opportunities in Tupper Lake. Stakeholder group discussions in this phase, along with public survey feedback and workshop participation, helped to shape and refine the community vision and goals. During this phase, project proposals were also solicited for evaluation.

Call for Projects

The LPC and its State partners issued a Call for Projects on February 11, 2022. Potential project sponsors could access the official Call for Projects form via the project website and had until March 11, 2022 to submit proposals. Both digital and hard copy submissions were accepted. To assist potential project sponsors and address application questions, the consultant team held two Virtual Office Hour events on February 23 and February 28, 2022.

Informational Pop-Up

In addition to the public workshops and online engagement activities, an informational pop-up station was set up at the annual Brew-Ski event in Tupper Lake, on February 19, 2022. The project team engaged with residents and visitors from the wider region during the event, which was held at the James C. Frenette Sr. recreation trails. The pop-up station featured an informational overview of the Tupper Lake DRI, including the names of LPC members, the components of a DRI, the text of the draft vision, and a QR-code to access a Community Vision and Values Survey.



New York State's Downtown Revitalization Initiative (DRI), a cornerstone of the State's economic development program, transforms downtown neighborhoods into vibrant centers that offer a high quality of life and are magnets for redevelopment, business, job creation, and economic and housing diversity. These compact, walkable downtowns are a key ingredient to helping New York State rebuild its economy from the effects of the COVID-19 pandemic, as well as to achieving the State's bold climate goals by promoting the use of public transit and reducing dependence on private vehicles. In its fifth year, the program will invest \$10 million in the Village of Tupper Lake. Previous winners of the North Country are Plattsburgh, Watertown, Saranac Lake and Potsdam.



Image: An informational poster at the Brew-Ski event pop-up table





Community Vision and Values Survey

An online survey to gauge the values and vision of the community was conducted via the Survey Monkey platform from February 19 until March 28, 2022. The survey was promoted via social media posts by the Village of Tupper Lake as well as at the Brew-Ski event pop-up station on February 19, 2022. The survey gathered input from 85 unique respondents.

Stakeholder Group Discussions

Group Stakeholder Discussions were held to gather detailed input from individuals with a unique perspective on local resources, projects and programs. These discussions also established avenues for relaying input to and from constituencies represented by the various stakeholders in attendance. The stakeholder meetings took place in the Community Room of the Tupper Lake Emergency Services Building, 21 Santa Clara Avenue, on April 27, 2022. Key stakeholders and stakeholder topic areas were identified by the LPC and Village staff. The project team then followed up with invitations to individual stakeholders to participate in the group discussions.

Each meeting included a facilitated discussion that focused on a particular topic area relating to the Uptown and the greater community. Stakeholder groups included:

-  Transportation & Housing
-  Public Safety, Code & Infrastructure
-  Environment, Community Organizations & Recreation
-  Business & Economic Development



DRAFT VISION

Tupper Lake will be a nationally recognized, vibrant four-season Adirondack destination, celebrating and interpreting the natural environment and attracting families, businesses and visitors looking for a unique balance of nature and technology, heritage and progress, work and play.

COMPONENTS OF A DRI



Name	Affiliation
Paul A. Watson	LPC Co-Chair, Village of Tupper Lake Mayor
James McKenna	LPC Co-Chair, North Country REOC, BOOST
Jessica Belleville-Whitman	Belleville & Associates Insurance
Susan Delehanaty	Tupper Arts Center
Lisa Gills	Gills Realty
Mark Jacsó	Regency River Brewing
Lendie Karasin	Northern Forest Center
Ellen Maroun	Ascel Legacy Fund
Faith McClelland	Spruce & Hemlock
Seth McGowan	Adirondack Sky Center
Stephanie Rancicelli	The Wild Center
Caroline Welsh	Adirondack Experience
Rev. Rick Wilburn	Tupper Lake Baptist Chapel

LOCAL PLANNING COMMITTEE

A Local Planning Committee (LPC) will work with the consulting team, state planners, and key municipal representatives to guide and direct the establishment of a community-based vision for revitalizing downtown and the development of a Strategic Investment Plan.

For more information and to take a short survey, scan the QR code or visit:

www.tupperlakedri.com

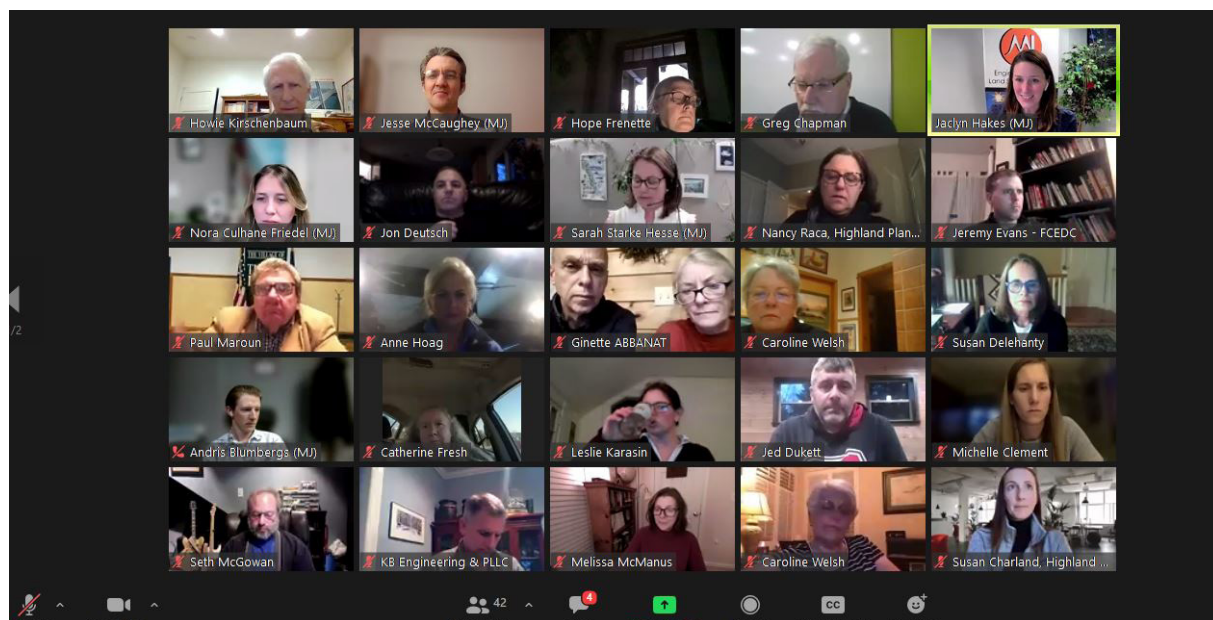
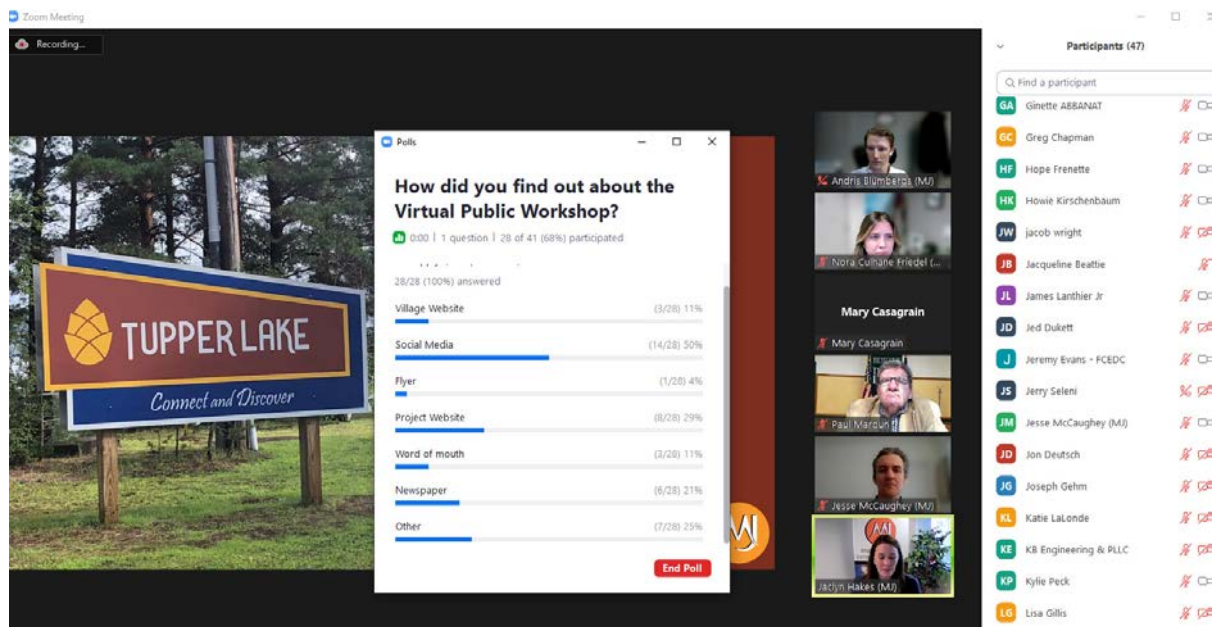


Image: An informational poster with a QR-code to access the Community Vision and Values Survey



Photo: Participants for the Environment, Community Groups & Recreation Stakeholder Group discussion.

Public Workshop #1, March 22, 2022 – Due to ongoing public health precautions related to the Covid-19 pandemic, this public workshop was held virtually, via Zoom. The purpose of the event was to inform the public about the DRI process and to gather input concerning the vision and goals of the community. Attendees engaged in facilitated break-out room conversations and provided local insight on challenges, opportunities, and priorities in the Village.



Images: Live polling conducted during Public Workshop #1 (top); virtual attendees to Public Workshop #1 (bottom)

Public Engagement Phase II

The second phase of public engagement involved opportunities for the LPC and the public to provide vital feedback on proposed DRI projects. LPC members participated in working groups during this phase, to provide targeted feedback, and the community members were able to register their level of support for proposed projects via an online questionnaire and a live Q&A session.

LPC Working Groups

On May 2, 2022, the LPC engaged in a series of small group sessions to evaluate projects. The purpose of these sessions was to review each project and categorize them into one of three categories: ready to advance, needs more information, or not for the DRI. To achieve this, the LPC divided into four small working groups. Each group was assigned a selection of projects to review and categorize. Projects were evaluated using a Project Evaluation Worksheet, which was provided to each member of the LPC. The Project Evaluation Worksheet featured twenty-five (25) criteria, including such points as:

-  Alignment with DRI Vision
-  Alignment with existing plans
-  Transformative potential
-  Catalytic potential
-  Market demand/economic feasibility
-  Ability to provide sustainable impact
-  Estimated project cost implications
-  DRI funds needed for feasibility
-  Potential to leverage additional funds
-  More appropriate, non-DRI funds available
-  Community and economic benefits
-  Estimated impact on tax revenue
-  Estimated job growth/retention
-  Employment/workforce development potential
-  Level of public support
-  Project readiness
-  Site control issues
-  Potential regulatory challenges
-  Capacity of project sponsor to implement
-  Ongoing maintenance demands
-  Local capacity to sustain implementation
-  Includes environmental sustainability component(s)
-  Includes decarbonization component(s)
-  Includes housing component(s)

LPC members who may have had a conflict of interest with one or more of the projects recused themselves from the conversation. The working group sessions were open to the public and were posted to the project website in advance of the meetings.

Public Engagement #2

The primary purpose of this public meeting, which was held on May 17, 2022, was to provide an update on the DRI schedule and to share a preliminary projects list for public review. The virtual event featured a presentation of key details for each project under LPC consideration as well as a live Q&A period to address questions and accept comments from the public.

DRI Project Questionnaire

In order to gauge public support for project proposals under consideration by the LPC, an online DRI Project Questionnaire was launched on May 17, 2022, to coincide with the Public Engagement #2 event held on the same day. The DRI Project Questionnaire was accessible via the project website from May 17 until May 24, 2022. Respondents were able to view individual project details for each proposal and could indicate the

Public Engagement Phase III

The third phase of public engagement took place between the fifth and sixth LPC meetings, allowing the public to review and comment on finalized project details and budgets.

DRI Project Gallery, June 8-14, 2022 – For the third and final phase of public engagement, community members were invited to tour an online Project Gallery, with an opportunity to provide open-ended feedback. The Project Gallery consisted of an ArcGIS Story Map, which allowed visitors to review project details including project sponsorship, proposed DRI funding request, location within the DRI boundary, and more. The Project Gallery was accessible via the project website and its public comment section remained active for one week. All public input generated from the Project Gallery was transmitted to the LPC for review in advance of the sixth and final LPC meeting.

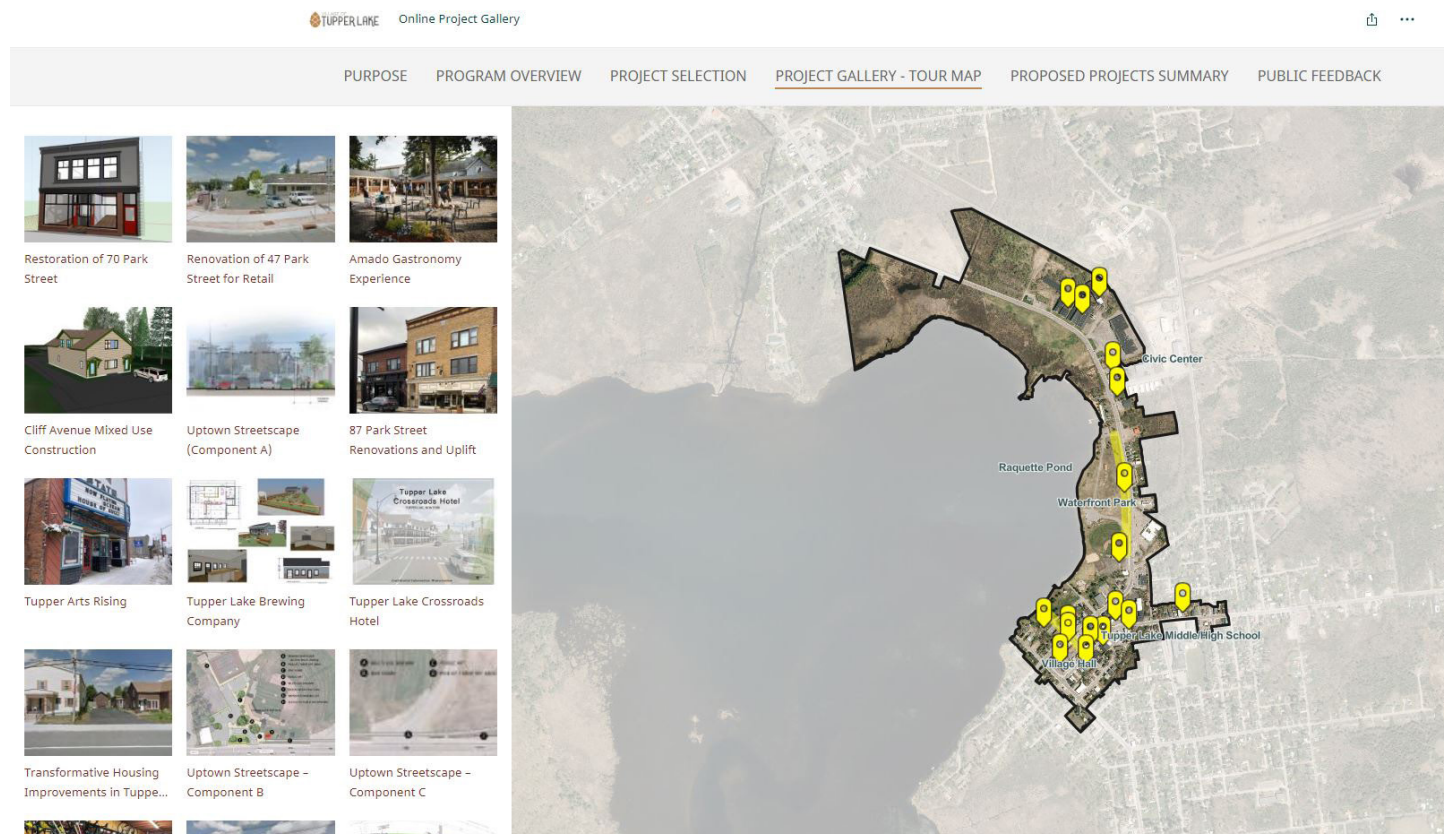


Image: The DRI Project Gallery, which allowed visitors to “tour” the project proposals and see their position within the DRI Boundary.



SECTION V

PROPOSED PROJECTS FOR DRI FUNDING

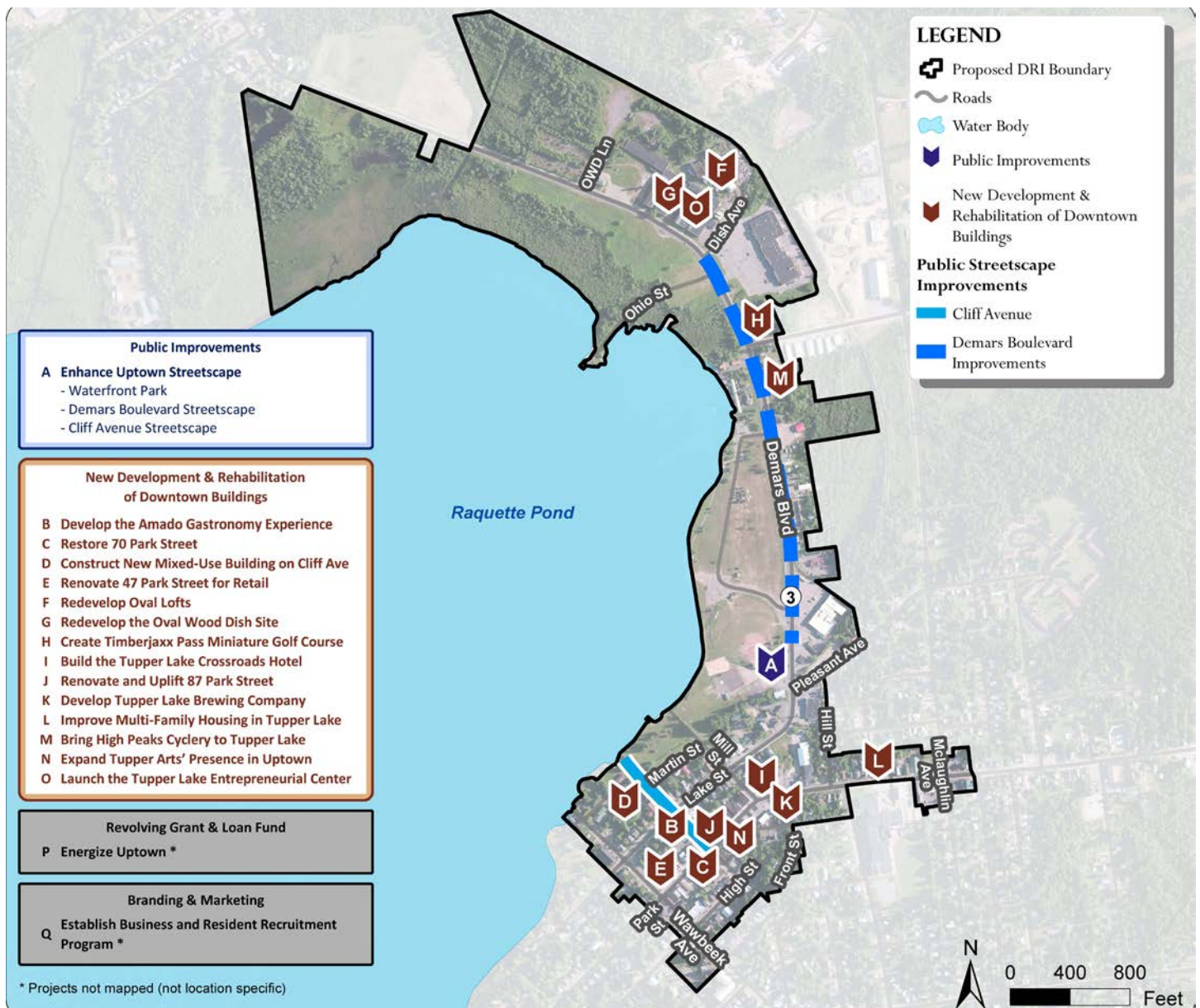


OVERVIEW

As an early step in the DRI process, the Village of Tupper Lake issued a Call for Projects. Thirty-three (33) project proposals were received, totaling over \$85 million in total project costs and \$17.5 million in requested DRI funding. The number of proposed projects and amount of proposed investment signifies the level of interest from businesses, property owners and community members to revitalize Uptown/Uptown Tupper Lake.

Through a series of LPC meetings, working group sessions, small group discussions and a variety of public engagement activities, the LPC identified 17 projects to recommend for DRI funding across the public, nonprofit, and private sectors.

Project Summary Map



PROJECT SUMMARY TABLE

ID	Project Name	Project Description	Total Project Cost	DRI Request	Page Number
Public Improvement Projects					
A	Enhance Uptown Streetscape	Three-component project that includes streetscape and pedestrian enhancements to tie together the Uptown Corridor including Cliff Avenue, Grandstand and Demars Boulevard improvements.	\$3,606,000	\$3,606,000	pg. 79
New Development & Rehabilitation of Downtown Buildings Projects					
B	Develop the Amado Gastronomy Experience	Interior and exterior improvements to 10 Cliff Avenue and the adjacent property at 38 Lake Street, to create the Amado Gastronomy Experience.	\$700,000	\$280,000	pg. 92
C	Restore 70 Park Street	Restoration of the two-story building at 70 Park Street. The first floor will feature retail space for Mountain Gem and Jewelry, while the second floor will feature a short-term vacation rental unit.	\$310,000	\$110,000	pg. 100
D	Construct New Mixed-Use Building on Cliff Ave	Infill construction of a new mixed-use building at 4 Cliff Avenue with a market-rate apartment on the second floor, storage space for Tip Top Electric in the basement/rear of the building, and commercial/retail space on the first floor facing Cliff Avenue.	\$799,000	\$320,000	pg. 106
E	Renovate 47 Park Street for Retail	Renovation of the existing building at 47 Park Street to accommodate the retail tenant Thrifty & Nifty, as well as the addition of a second story to the building, which will feature residential apartments.	\$503,000	\$200,000	pg. 113
F	Redevelop Oval Lofts	Historic redevelopment of 13 Dish Street for 70 market-rate apartments with on-site tenant amenities including parking, fitness center, community space, outdoor garden and grills.	\$20,292,000	\$3,500,000	pg. 119
G	Redevelop the Oval Wood Dish Site	Redevelopment of the former Oval Wood Dish Factory building site to create affordable workforce housing, co-working space, and a new production facility for Raquette River Brewery.	\$35,467,000	\$1,950,000	pg. 126
H	Create Timberjaxx Pass Miniature Golf Course	Development of a seasonal miniature golf and ice cream business at 86 Demars Boulevard, to operate between May and October.	\$502,000	\$199,000	pg. 133
I	Build the Tupper Lake Crossroads Hotel	Construction of a new 44-room boutique hotel – including restaurant, bar, meeting room, and other amenities – on an approximately 1-acre plot of land situated between Park, Mill and Lake Streets.	\$12,279,000	\$2,000,000	pg. 139

J	Renovate and Uplift 87 Park Street	Façade, HVAC, and interior renovations to create three apartments in a mixed-use building whose retail tenant is Well Dressed Food.	\$401,000	\$131,000	pg. 146
K	Develop Tupper Lake Brewing Company	Construction of a new 850 square-foot brewery and taproom with an outdoor beer garden.	\$370,000	\$148,000	pg. 152
L	Improve Multi-Family Housing in Tupper Lake	Renovation and rehabilitation of three high-visibility, multi-unit residential properties within the DRI boundary to create high-quality workforce housing.	\$2,660,000	\$725,000	pg. 158
M	Bring High Peaks Cyclery to Tupper Lake	Interior/exterior renovation of the existing building at 76 Demars Boulevard to create commercial space for a bicycle shop.	\$400,000	\$100,000	pg. 165
N	Expand Tupper Arts' Presence in Uptown	Renovations to the State Theatre by Tupper Arts, Inc., as well as insulation/HVAC/roof upgrades to the theatre and adjacent Tupper Arts building.	\$893,000	\$693,000	pg. 171
O	Launch the Tupper Lake Entrepreneurial Center	Creation of a 2,600 square-foot entrepreneurial business center within the redeveloped Oval Wood Dish site.	\$632,000	\$400,000	pg. 177
Revolving Grant & Loan Projects					
P	Energize Uptown	Creation of a fund for matching grants, intended for interior/exterior building improvements in the Uptown District, as well as business assistance.	\$600,000	\$600,000	pg. 182
Branding & Marketing Projects					
Q	Establish Business and Resident Recruitment Program	Creation of a fund for market research, message development, and implementation of a business/resident recruitment program for Tupper Lake.	\$100,000	\$100,000	pg. 186

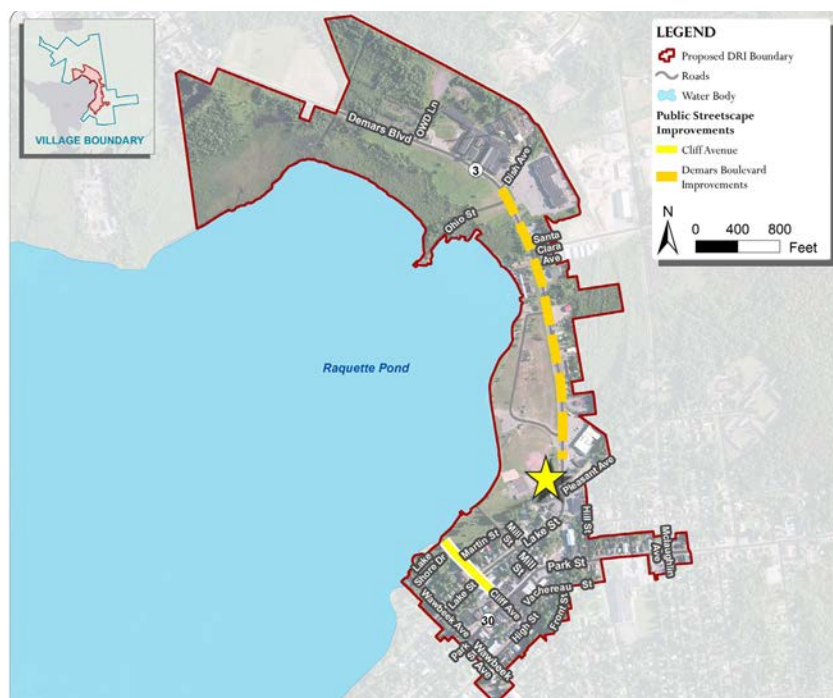
A. ENHANCE UPTOWN STREETScape



PROJECT TITLE	Enhance Uptown Streetscape
DRI FUNDING REQUEST	Total DRI Funds: \$3,606,000 (100% DRI Ask) Total Project Cost: \$3,606,000
PROJECT DESCRIPTION	<p>The Uptown Streetscape Enhancements project will tie together the Uptown corridor by extending key elements of the Park Street design aesthetic to other strategic spaces within the DRI Study Area. Improvements to the public realm will make the Village more visually appealing, less car-dependent, and more attractive to businesses who wish to relocate to the DRI Study Area. This project will also bring improvements to wayfinding signage, which will direct visitors to Uptown amenities. The project involves three separate components.</p> <p>Component A comprises streetscape enhancements to Cliff Avenue, between Park Street and Waterfront Park. Street trees, benches, and other design elements from Park Street will be carried through the Cliff Avenue corridor, creating a defined pathway between Raquette Pond and Park Street’s shopping amenities.</p> <p>Component B of the streetscape enhancement centers around the Municipal Park grandstand area, bringing pedestrian improvements, public art, and the addition of green infrastructure elements, such as bioswales for stormwater runoff mitigation. Improvements in Component B will transform the area around the ballfield into an attractive, functional node for motorized and non-motorized transportation and will involve the creation of enhanced pedestrian gathering space.</p> <p>Component C involves improvements to Demars Boulevard, including the creation of a multi-use bikeway along the western/Waterfront Park side of the corridor.</p>

PROJECT LOCATION

Component A: Cliff Avenue between Park Street and Martin Street
 Component B: Tupper Lake Municipal Park Grandstand Area, 17-19 Demars Boulevard
 Component C: Demars Boulevard between Grandstand Area and Oval Wood Dish site



OWNER/SPONSOR

Project Sponsor: Village of Tupper Lake

Property Owner: The Village of Tupper Lake controls the proposed project locations on Cliff Avenue, Flanders Park, and the Tupper Lake Municipal Park. Streetscape enhancements along Demars Boulevard will be made in close collaboration with the NYS Department of Transportation, given its jurisdiction over the NYS Route 3 right-of-way (ROW), which is coterminous with Demars Boulevard.

CAPACITY

The Village of Tupper Lake has experience undertaking successful streetscape enhancements, using a range of state, federal, and private investments. Partnerships with the New York State Department of Transportation have been essential in bringing about the transformation of sections of NYS Route 3 and NYS Route 30.

PROJECT PARTNERS

New York State Department of Transportation
 Village of Tupper Lake Department of Public Works
 Town of Tupper Lake Recreation & Youth Activities Director

STRATEGIES

The project aligns with the following DRI Goals & Strategies:

- Four-Season Destination: Accelerate efforts to reinforce Tupper Lake as a welcoming, four-season Adirondack community and destination with a variety of year-round activities, amenities, shopping, lodging, and dining.

STRATEGIES (CONTINUED)

- Celebrate Tupper Lake as a recreation destination by improving access to activities, the waterfront, baseball field, parks, and trails.
- Enhance connections to and within Tupper Lake through creative wayfinding and transportation infrastructure.
- Environment & History: *Celebrate and interpret Tupper Lake's value for and connection to the natural environment and history.*
 - Reinforce Tupper Lake as a model for environmental sustainability in the region by encouraging green infrastructure, energy efficiency, and decarbonization techniques.
 - Leverage and enhance educational opportunities and interpretive experiences for local history, ecology, and the environment.
- Quality of Place: *Enhance the 'Quality of Place' in Tupper Lake to draw and retain residents, families, and businesses.*
 - Beautify and enhance the public realm through cohesive streetscape and wayfinding, providing connections for vehicles, bicycles, and pedestrians.
 - Enhance community gathering spaces to support local activities, events, and traditions

This project aligns with the following North Country
REDC Strategies & Visions:

- Revitalize downtowns to create planned, vibrant, livable centers of commerce
- Activate tourism as a driver to diversify our economies by creating demand to accelerate investment

DECARBONIZATION STRATEGIES AND BENEFITS

Decarbonization strategies are not required for this project, since it does not involve building construction or rehabilitation. The pedestrian hub and bikeway components could encourage alternative means of transportation throughout the Village.

ANTICIPATED REVITALIZATION BENEFITS

Short-Term: Improve wayfinding for visitors to Tupper Lake. Increase safety and feasibility of walking and cycling throughout the DRI Study Area.

Medium-Term: Create streetscape conditions including intersection, pedestrian improvements and attractive landscaping that will benefit commercial and mixed-use private development along Demars Boulevard, as well as residents and recreational users throughout Uptown.

Long-Term: Proactively address traffic demands that are likely to accompany a population increase within the DRI Study Area, once DRI-funded mixed-use/residential projects have been fully implemented.

PUBLIC SUPPORT

Public support was solicited during May 2022 through an online questionnaire. The Uptown Streetscape Enhancements project received a high level of public support, according to DRI Project Questionnaire responses. During a stakeholder group meeting in April 2022, there was support for the streetscaping that has already taken place on Park Street, which stakeholders noted had created “an energy” that attracted visitors from elsewhere in the region. In a separate stakeholder conversation, the poor condition of some Village sidewalks was identified as a challenge for walkers. Better connections to the park and additional wayfinding signage for pedestrians were listed among the “Opportunities” for Tupper Lake during Public Meeting #1. The lack of public art in the Village was noted as a “Challenge” during the same meeting.

JOBS CREATED

No jobs will directly result from this project.

PROJECT BUDGET AND FUNDING SOURCES

COMPONENT A – CLIFF AVENUE

Item	Cost	Source			Status of Funds
		Sponsor	Other Contribution	DRI Request	
Site Prep	\$84,652			\$84,652	Requested
Earthwork	\$7,740			\$7,740	Requested
Site Improvements	\$447,528			\$447,528	Requested
Site Amenities	\$70,750			\$70,750	Requested
Landscaping	\$25,646			\$25,646	Requested
Site Utilities	\$95,300			\$95,300	Requested
Soft Costs (Design, Engineering, etc.)	\$237,775			\$237,775	Requested
Component A Subtotal	\$969,391			\$969,391	

**PROJECT BUDGET AND
FUNDING SOURCES
CONTINUED**

COMPONENT B – GRANDSTAND AREA

		Source			
Item	Cost	Sponsor	Other Contribution	DRI Request	Status of Funds
Site Prep	\$32,120			\$32,120	Requested
Earthwork	\$58,005			\$58,005	Requested
Site Improvements	\$450,131			\$450,131	Requested
Site Amenities	\$95,000			\$95,000	Requested
Landscaping	\$98,557			\$98,557	Requested
Site Utilities	\$135,300			\$135,300	Requested
Soft Costs (Design, Engineering, etc.)	\$282,462			\$282,462	Requested
Component B Subtotal	\$1,151,575			\$1,151,575	

COMPONENT C – DEMARS BOULEVARD

		Source			
Item	Cost	Sponsor	Other Contribution	DRI Request	Status of Funds
Site Prep	\$126,031			\$126,031	Requested
Earthwork	\$12,080			\$12,080	Requested
Site Improvements	\$552,083			\$552,083	Requested
Site Amenities	\$119,409			\$119,409	Requested
Landscaping	\$62,024			\$62,024	Requested
Site Utilities	\$248,630			\$248,630	Requested
Soft Costs (Design, Engineering, etc.)	\$364,084			\$364,084	Requested
Component C Subtotal	\$1,484,341			\$1,484,341	

***Rounded up to nearest \$1,000.**

		Source		
Item	Cost	Sponsor	Other Contribution	DRI Request
Components A, B, C TOTAL	\$3,606,000*			\$3,606,000*

FEASIBILITY AND COST JUSTIFICATION

Itemized cost estimates for the various components of this project were developed by CLA Site Landscape Architecture/Engineering/Planning P.C., using generally accepted means of cost allocation and estimation. Overall construction cost estimates are reasonable and align with industry standards at the time of budget/cost preparation. Past upgrades to the streetscaping on Park Street – in partnership with the New York State Department of Transportation – serve to demonstrate the feasibility of the proposed future enhancements.

REGULATORY REQUIREMENTS

Streetscape enhancements will require the approval of the Village of Tupper Lake and the issuance of a building permit. Since the project involves public spaces, it will need to meet the requirements of the Americans with Disabilities Act. The project will require a Highway Work Permit from NYSDOT for work within the State ROW. For full changes to curb alignment, a design approval document will need to be prepared for NYSDOT for review and approval. All design documentation would need to meet NYSDOT standards and specifications. Coordination with private property owners will be required before construction.

IMAGES OF CURRENT AND PROPOSED CONDITIONS:



EXISTING CONDITIONS – CLIFF AVENUE, FACING RAQUETTE POND. ENTRANCE TO FLANDERS PARK AT CENTER



EXISTING CONDITIONS – PUBLIC RESTROOM STRUCTURE NEAR GRANDSTANDS



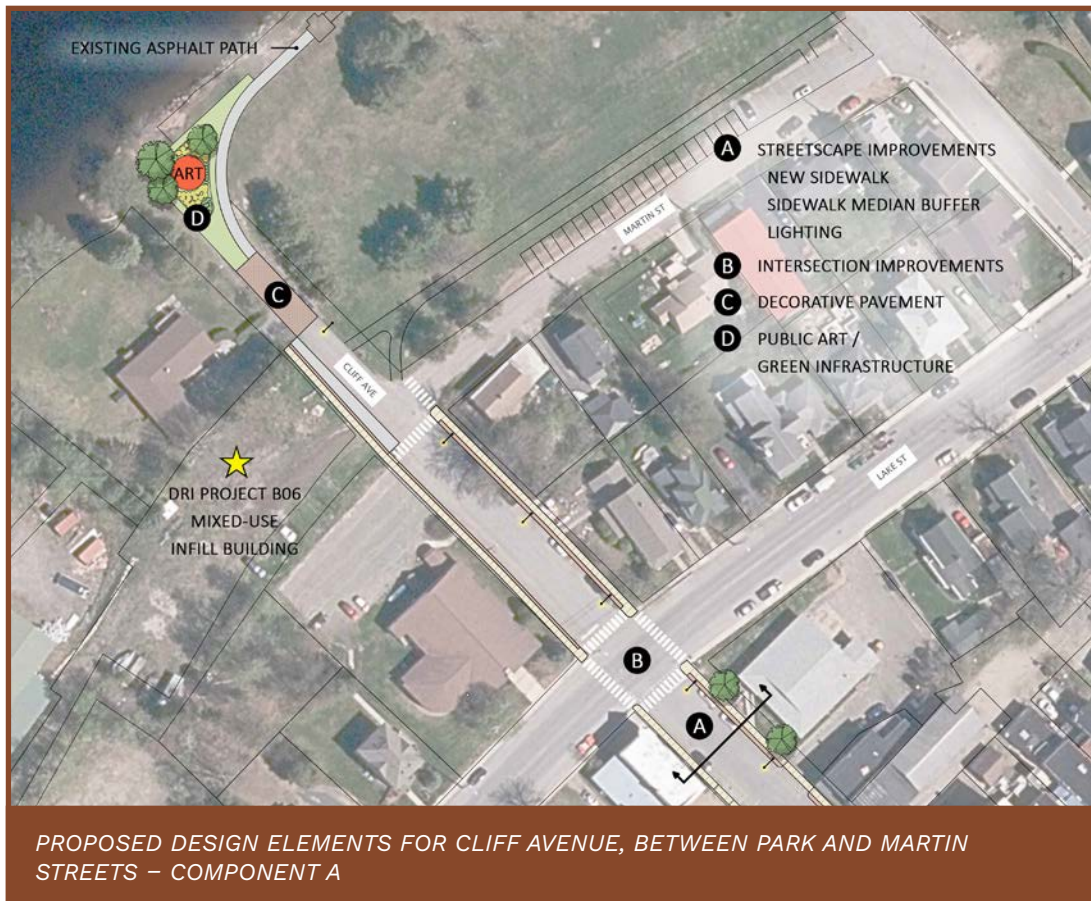
*EXISTING CONDITIONS – PARKING LOT AT TUPPER LAKE MUNICIPAL PARK
GRANDSTAND AREA, LOOKING WEST*

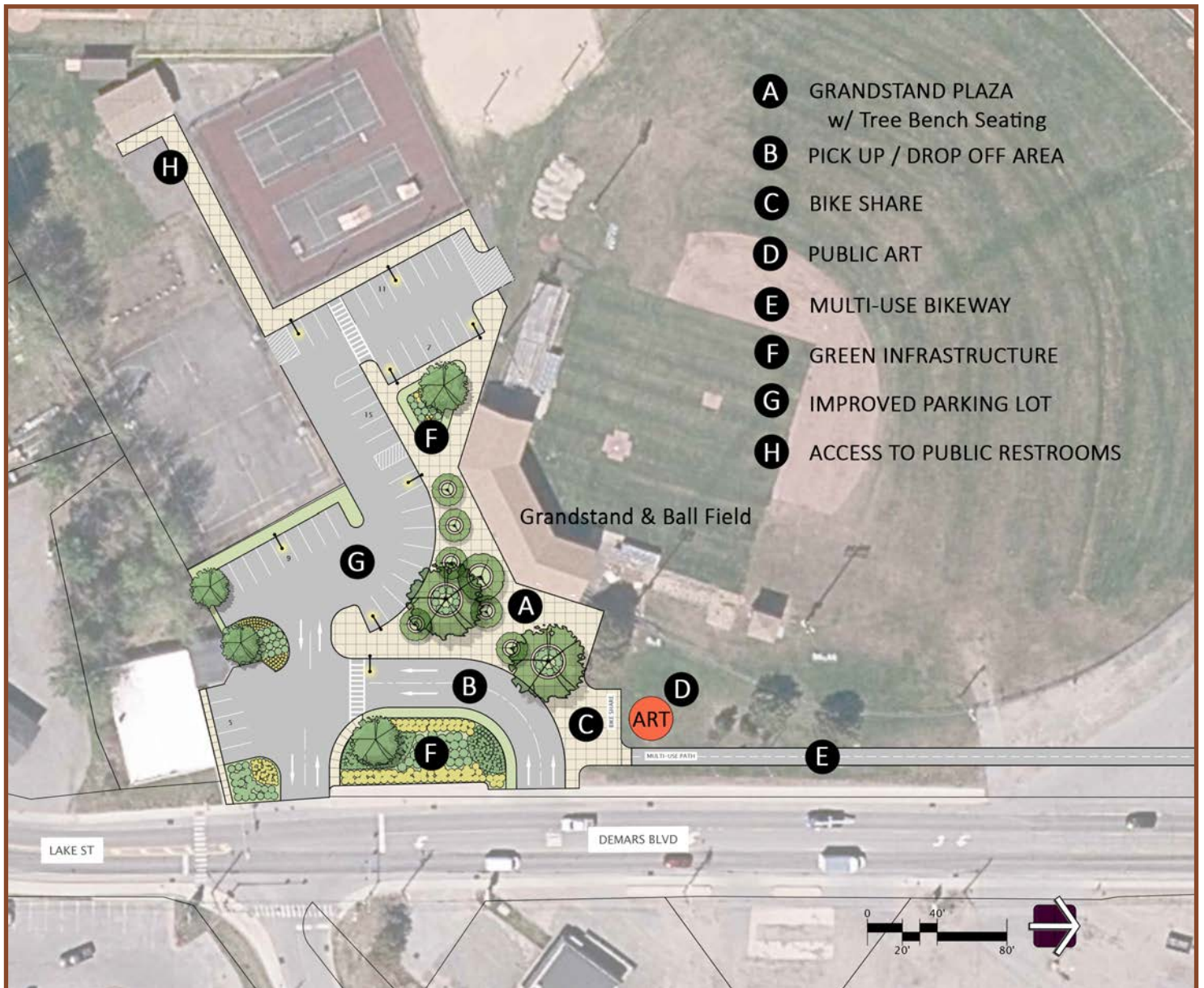


EXISTING CONDITIONS – MULTI-USE PATH BETWEEN MUNICIPAL PARK AND DEMARS BOULEVARD

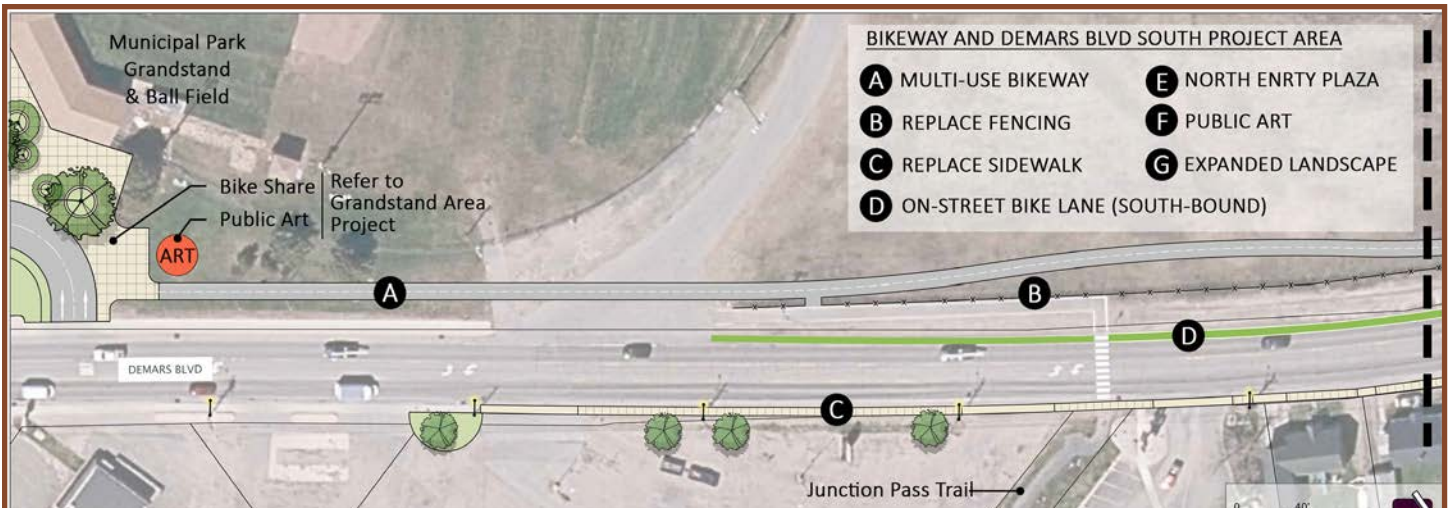


EXISTING CONDITIONS – PEDESTRIAN/CYCLE CROSSWALK ON DEMARS BOULEVARD





PROPOSED DESIGN ELEMENTS FOR THE MUNICIPAL PARK GRANDSTAND AREA – COMPONENT B



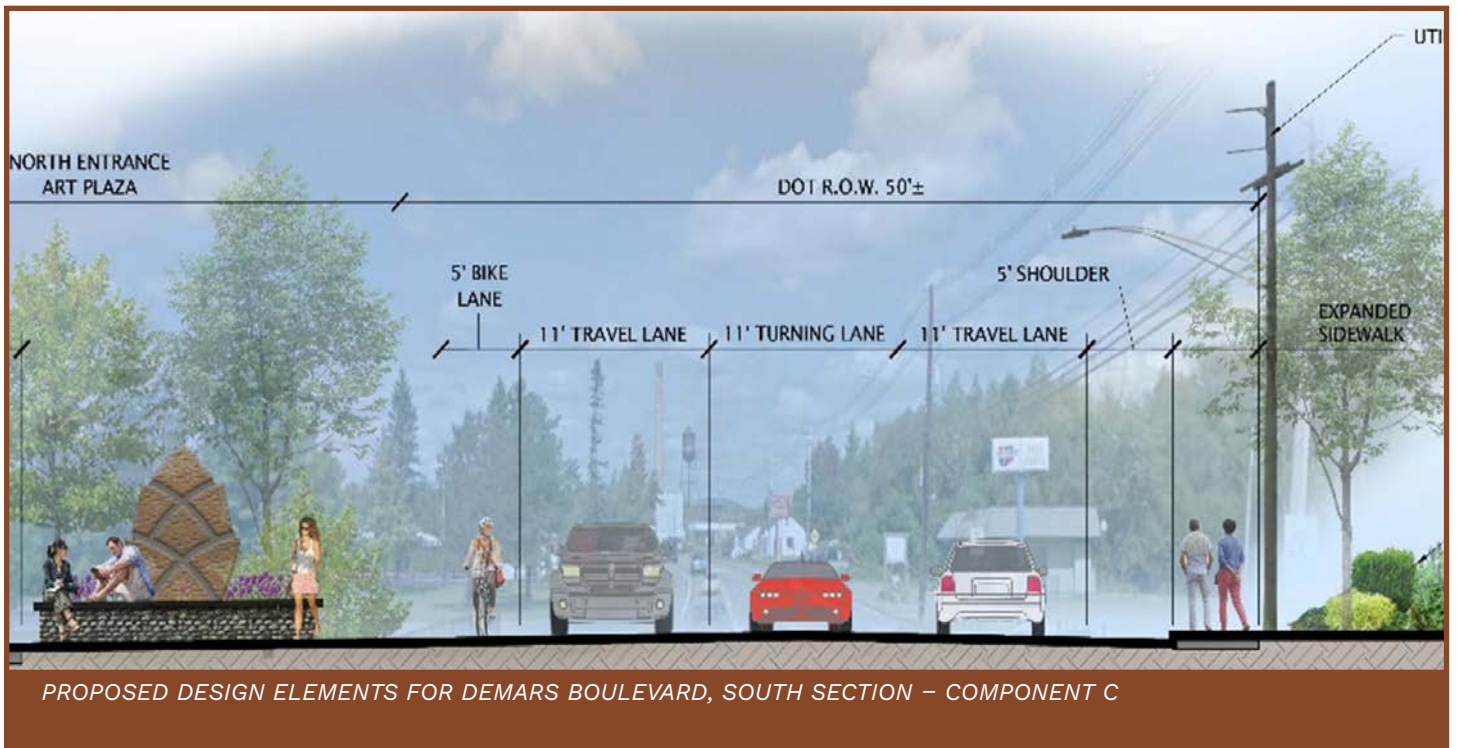
PROPOSED DESIGN ELEMENTS FOR DEMARS BOULEVARD, SOUTH SECTION – COMPONENT C





PROPOSED DESIGN ELEMENTS FOR DEMARS BOULEVARD, NORTH SECTION – COMPONENT C





TIMEFRAME FOR IMPLEMENTATION

Village to secure Design Consultant (Winter 2022/2023)
 Complete design of project components (Spring/Summer 2023)
 Village to secure Design Contractor (Fall/Winter 2023)
 Secure NYSDOT design approval (Fall/Winter 2023)
 Construction (2024/2025)

B. DEVELOP THE AMADO GASTRONOMY EXPERIENCE



PROJECT TITLE

Develop the Amado Gastronomy Experience

DRI FUNDING REQUEST

Total DRI Funds: \$280,000 (40% DRI Ask)
Total Project Cost: \$700,000

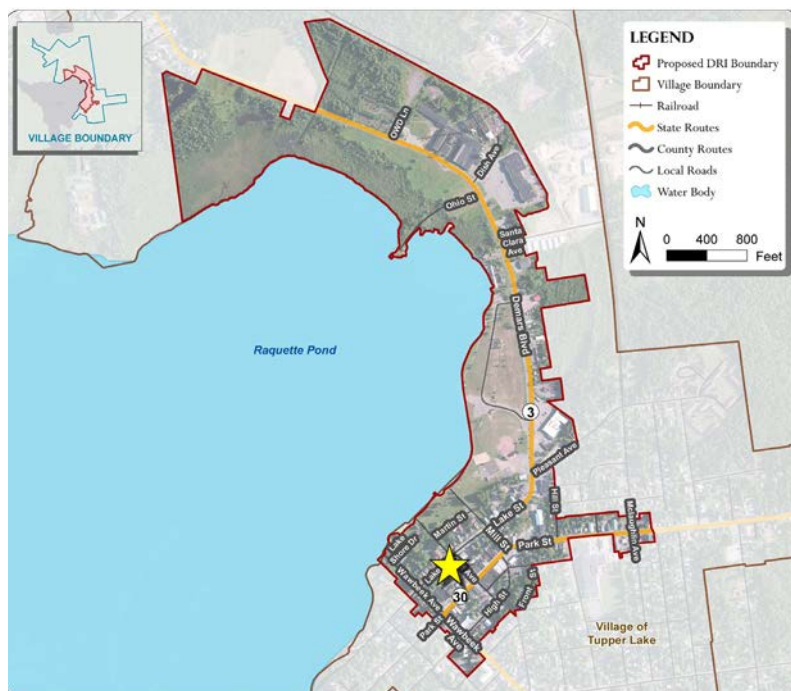
PROJECT DESCRIPTION

The proposed project involves the transformation of an existing restaurant into a signature dining location on a key thoroughfare between Park Street and the shore of Raquette Pond. Planned upgrades to the existing business have the potential to create a regional attraction, with unique culinary offerings, sufficient capacity for large groups, and a picturesque Adirondack setting.

The project includes interior and exterior improvements to 10 Cliff Avenue and the adjacent property at 38 Lake Street. Exterior improvements include façade enhancements to both structures as well as a covered walkway and landscaping upgrades. Interior improvements include the addition of a “live kitchen,” with associated upgrades to building electrical and plumbing systems.

PROJECT LOCATION

10 Cliff Avenue and 38 Lake Street, Tupper Lake, NY 12986. The two adjacent parcels together are approximately half an acre.



OWNER/SPONSOR

Project Sponsor: Cory Rohrbach / KKR Food Service, LLC

Property Owner: The project sponsor owns the adjoining properties at 10 Cliff Avenue and 38 Lake Street, which comprise the project site.

CAPACITY

The project sponsor purchased the 10 Cliff Avenue property in 2018 and has successfully operated a restaurant at this location. During the Covid-19 pandemic, the sponsor applied for and received an SBA Disaster Loan from the U.S. Small Business Administration, funds that facilitated the creation of outdoor dining areas which allowed the restaurant to continue operation. The sponsor also has experience seeking and implementing grant funding, having secured funding from Franklin County Economic Development Corporation in conjunction with the Tupper Lake Hamlet Revitalization Fund. The sponsor has developed early menus for the restaurant transformation and has submitted projections for expanded workforce needs once the project is implemented.

PROJECT PARTNERS

Franklin County Economic Development Corporation
U.S. Small Business Association

STRATEGIES

The project aligns with the following DRI Goals & Strategies:

- Four-Season Destination: Accelerate efforts to reinforce Tupper Lake as a welcoming, four-season Adirondack community and destination with a variety of year-round activities, amenities, shopping, lodging, and dining.

STRATEGIES (CONTINUED)

- Support a variety of businesses and organizations to offer year-round convenience and amenities for visitors and residents.
- Environment & History: *Celebrate and interpret Tupper Lake's value for and connection to the natural environment and history.*
 - Reinforce Tupper Lake as a model for environmental sustainability in the region by encouraging green infrastructure, energy efficiency, and decarbonization techniques.
 - Continue to support a variety of community and cultural activities for residents and visitors alike.
- Energize The Economy: *Energize the Tupper Lake economy to attract and support businesses, entrepreneurship, and employment opportunities.*
 - Provide new employment opportunities by attracting and cultivating a diverse range of new businesses
 - Retain existing and seasonal businesses and entrepreneurs by establishing a mechanism to provide supporting programs and resources.
- Quality of Place: *Enhance the 'Quality of Place' in Tupper Lake to draw and retain residents, families, and businesses.*
 - Encourage a variety of amenities, services, and digital infrastructure to support existing and future residents and businesses.
 - Enhance community gathering spaces to support local activities, events, and traditions

This project aligns with the following North Country
REDC Strategies & Visions:

- Revitalize downtowns to create planned, vibrant, livable centers of commerce
- Activate tourism as a driver to diversify our economies by creating demand to accelerate investment

DECARBONIZATION STRATEGIES AND BENEFITS

Decarbonization is not required for this project, as the building size does not meet the 10,000 square foot standard for substantial rehabilitation projects. However, the project includes energy efficient activities such as electrical and insulation upgrades to contribute to decarbonization.

ANTICIPATED REVITALIZATION BENEFITS

Short-Term: Façade improvements will enhance the visual appeal of a strategic corridor that links Uptown shops with Raquette Pond. The completed project will attract out-of-town diners looking for a distinctive culinary experience.

Medium-Term: Anticipated job creation when the restaurant is operating at full capacity.

Long-Term: Demonstrate the market for high-end dining establishments in Tupper Lake, spurring further local investments.

PUBLIC SUPPORT

Respondents to the Community Vision and Values Survey, conducted in March 2022, identified “Restaurants” as the amenity that they would most like to see within the DRI Study Area. Elsewhere on the same survey, nearly 65% of respondents listed “supporting/growing existing businesses” as the greatest opportunity/issue for Tupper Lake, making it the leading response to that question prompt.

JOBS CREATED

The project sponsor anticipates phased job creation, building upon the restaurant’s current 3 FTE positions to reach a total of 21 FTE by 2024. Full-time positions created include Service Manager, Assistant Service Manager, Chef, and Sous Chef. Additional part-time positions include Server, Hostess, Cook, Tender, and Dish Washer.

PROJECT BUDGET AND FUNDING SOURCES

		Source			
Item	Cost	Sponsor	Other Contribution	DRI Request	Status of Funds
Permits and Fees	\$45,000	\$30,000	\$15,000		Secured/ Committed
Inside Renovations	\$20,000	\$12,000		\$8,000	Committed/ Requested
Outside Renovations	\$450,000	\$200,000		\$250,000	Committed/ Requested
Landscaping	\$15,000		\$15,000		Secured
Waste Removal	\$20,000	\$20,000			Committed
Equipment Purchase	\$65,000	\$65,000			Committed
Electrical Installation	\$60,000	\$38,000		\$22,000	Committed/ Requested
Plumbing Installation	\$10,000	\$10,000			Committed
Propane/Fire Suppression Installation	\$15,000	\$15,000			Committed
TOTAL	\$700,000*	\$390,000^A	\$30,000^B	\$280,000*	

*Rounded to the nearest \$1,000

^A Combination of S.B.A. Loan and private equity

^B Franklin County EDC Hamlet Revitalization Fund

FEASIBILITY AND COST JUSTIFICATION

A site plan for this project was developed by Montroy DeMarco Architecture, LLP. Cost estimates for the façade and renovation work were developed by the project sponsor as a result of recent Revitalization Grant-funded site improvements. Overall construction cost estimates are reasonable and align with industry standards at the time of budget/cost preparation.

REGULATORY REQUIREMENTS

The proposed rehabilitation will require site plan review as well as Village building permits for construction and occupancy.

IMAGES OF CURRENT AND PROPOSED CONDITIONS:



EXISTING CONDITIONS – BUILDING AT 38 LAKE STREET



EXISTING CONDITIONS – BUILDING AT 10 CLIFF AVENUE, VIEWED FROM CLIFF AVENUE



EXISTING CONDITIONS - OUTDOOR SEATING AREA



GREEN HOUSE DINING

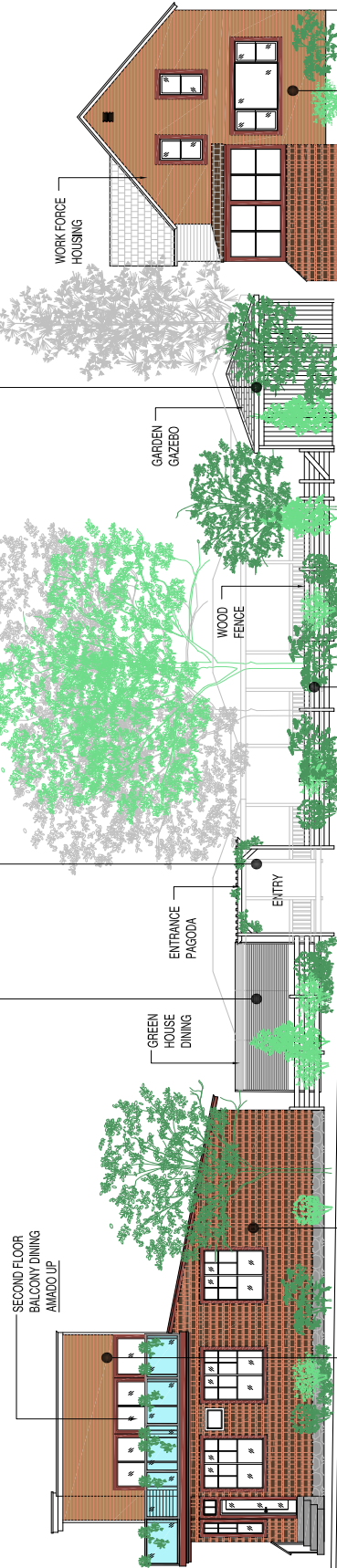


GARDEN DINING



GAZEBO DINING

SECOND FLOOR
BALCONY DINING
AMADO UP



LAKE STREET ELEVATION

GREEN
HOUSE
DINING

ENTRANCE
PAGODA

ENTRY

GARDEN
GAZEBO

WOOD
FENCE

WORK FORCE
HOUSING



AMADO OUTDOORS



PROPOSED SHINGLE & SHAKES SIDING



PROPOSED WOOD LAP SIDING

EXISTING AND PROPOSED EXTERIOR IMPROVEMENTS – SITE PLAN

TIMEFRAME FOR IMPLEMENTATION

Secure contractor to execute project (Spring 2023)
Secure all permits for execution of project (Summer 2023)
Prep work site of 10 Cliff Ave for facade work (Fall 2023)
Begin facade work on 10 Cliff Ave (Spring 2024)
Complete facade work on 10 Cliff Ave (Fall 2024)
Begin Interior work on 10 Cliff Ave for Amado Gardens (Fall 2024)
Complete Interior work on 10 Cliff Ave for Amado Gardens (Winter 2024/Spring 2025)
Receive adjusted occupancy permit for 10 Cliff Ave (Spring 2025)
Begin covered walkway construction Amado Outdoors (Spring 2025)
Complete covered walkway construction Amado Outdoors (Spring 2025)
Grand opening Amado Gardens (Summer 2025)
Prep work site of 38 Lake Street for facade work (Fall 2025)
Begin facade work 38 Lake Street (Spring 2026)
Complete facade work 38 Lake Street (Fall 2026)

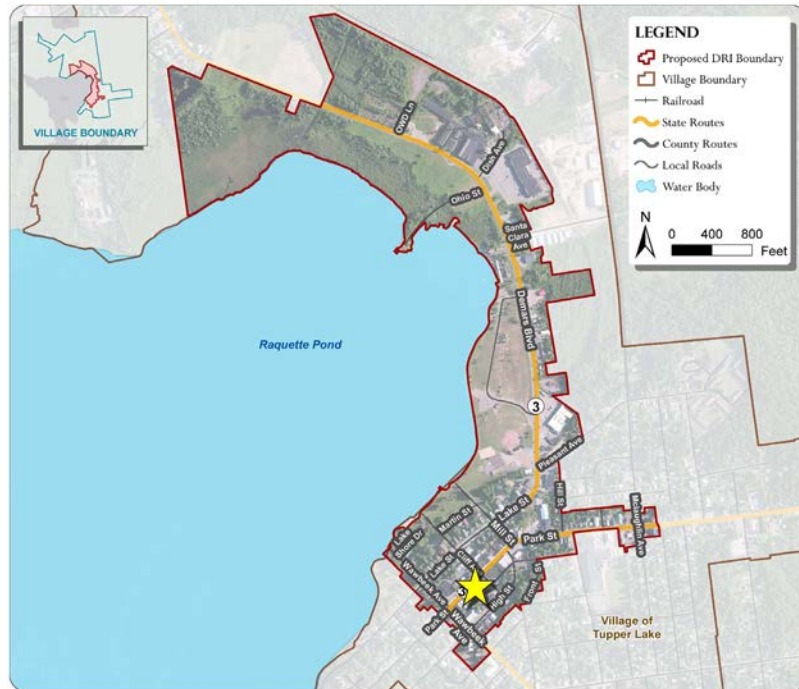
C. RESTORE 70 PARK STREET



PROJECT TITLE	Restore 70 Park Street
DRI FUNDING REQUEST	Total DRI Funds: \$110,000 (35% DRI Ask) Total Project Cost: \$310,000
PROJECT DESCRIPTION	<p>The Restore 70 Park Street project will bring life and energy to a longstanding gap in Uptown’s commercial thoroughfare. Occupying a highly visible space in the street wall opposite the Village office building, 70 Park Street has been neglected for years.</p> <p>The project includes full restoration of the two-story building at 70 Park Street. The first floor will feature retail space for Mountain Gem & Jewelry, while the second floor will feature a short-term vacation rental unit. The scope of work includes interior remodeling of the first and second floors, as well as exterior façade, siding, windows, doors, and deck work.</p>

PROJECT LOCATION

70 Park Street, Tupper Lake, NY 12986



OWNER/SPONSOR

Project Sponsor: Mountain Gem and Jewelry LLC, Rachel King and Brandon Cooke

Property Owner: The Project sponsor intends to convert sole proprietorship of Earth Girl Designs to Mountain Gem and Jewelry LLC upon taking occupancy of commercial space at 70 Park Street. The project sponsor has a purchase agreement for the property at 70 Park Street.

CAPACITY

The project sponsors are proprietors of two local businesses, Earth Girl Designs, and Gahwista-Lagah Artistry. The two businesses will become Mountain Gem & Jewelry, which will occupy the first-floor commercial space. Project sponsors have secured a term sheet from Adirondack Regional Federal Credit Union for both a Commercial Real Estate Loan and a Commercial Line of Credit to finance the building restoration.

PROJECT PARTNERS

Adirondack Regional Federal Credit Union

STRATEGIES

The project aligns with the following DRI Goals & Strategies:

- Four-Season Destination: *Accelerate efforts to reinforce Tupper Lake as a welcoming, four-season Adirondack community and destination with a variety of year-round activities, amenities, shopping, lodging, and dining.*

STRATEGIES (CONTINUED)

- Support a variety of businesses and organizations to offer year-round convenience and amenities for visitors and residents.
- Bolster tourism by diversifying lodging and recreational opportunities for visitors.
- Environment & History: *Celebrate and interpret Tupper Lake's value for and connection to the natural environment and history.*
 - Reinforce Tupper Lake as a model for environmental sustainability in the region by encouraging green infrastructure, energy efficiency, and decarbonization techniques.
 - Continue to support a variety of community and cultural activities for residents and visitors alike.
- Energize The Economy: *Energize the Tupper Lake economy to attract and support businesses, entrepreneurship, and employment opportunities.*
 - Provide new employment opportunities by attracting and cultivating a diverse range of new businesses
 - Retain existing and seasonal businesses and entrepreneurs by establishing a mechanism to provide supporting programs and resources.
 - Encourage the development of new and diverse housing opportunities to attract new employees, remote workers, and new consumers to Tupper Lake.
- Quality of Place: *Enhance the 'Quality of Place' in Tupper Lake to draw and retain residents, families, and businesses.*
 - Encourage a variety of amenities, services, and digital infrastructure to support existing and future residents and businesses.
 - Enhance community gathering spaces to support local activities, events, and traditions.
 - Support expanded housing opportunities and enhance housing quality to provide for a range of income levels.

This project aligns with the following North Country
REDC Strategies & Visions:

Revitalize downtowns to create planned, vibrant, livable centers of commerce

Activate tourism as a driver to diversify our economies by creating demand to accelerate investment

DECARBONIZATION STRATEGIES AND BENEFITS

Decarbonization is not required for this project, as the building size does not meet the 10,000 square foot standard for substantial rehabilitation projects. However, the project includes energy efficient activities such as window and insulation upgrades to contribute to decarbonization.

ANTICIPATED REVITALIZATION BENEFITS

Short-Term: Transform an unsightly empty property in the heart of the Park Street business corridor.

Medium-Term: Expand the options for overnight guests in Uptown Tupper Lake with the addition of a second-floor vacation rental unit.

Long-Term: Increase property and business tax revenue in the Village. Contribute to the development of local arts & culture economy.

PUBLIC SUPPORT

During a meeting in April 2022, local stakeholders identified addressing empty or abandoned properties as an important priority. Making aesthetic upgrades to the Park Street business corridor was consistently listed as a high priority among respondents to the DRI Project Questionnaire. A shortage of overnight accommodations in the Village has been emphasized during various public engagement efforts throughout the DRI process.

JOBS CREATED

No new jobs are anticipated to result from this project, although it will involve the creation of a brick-and-mortar storefront to house two existing businesses which operate out of Tupper Lake.

PROJECT BUDGET AND FUNDING SOURCES

		Source			
Item	Cost	Sponsor	Other Contribution	DRI Request	Status of Funds
Building	\$140,000		\$140,000		Secured
Front Façade	\$40,000			\$40,000	Requested
North Face Siding	\$30,000			\$30,000	Requested
Commercial Remodel	\$25,000		\$25,000		Secured
Residential Finishing	\$20,000		\$20,000		Secured
Rear Upper Deck	\$15,000		\$15,000		Secured
Garbage Removal and Cleanup	\$5,000			\$5,000	Requested
Labor Cost	\$35,000			\$35,000	Requested
TOTAL	\$310,000*		\$200,000^A	\$110,000*	

*Rounded to the nearest \$1,000

^A Combination of commercial real estate loan and commercial line of credit

FEASIBILITY AND COST JUSTIFICATION

The project sponsor provided itemized cost estimates from local building contractors for interior and exterior renovation work proposed at 70 Park Street. Overall construction cost estimates are reasonable and align with industry standards at the time of budget/cost preparation.

REGULATORY REQUIREMENTS

The project will require Village building permits for construction and occupancy.

IMAGES OF CURRENT AND PROPOSED CONDITIONS:





TIMEFRAME FOR IMPLEMENTATION

- Finalize purchase of property (Early Fall 2022)
- Secure building permits (Fall 2022)
- Begin building renovations (Fall 2022)
- Finish Construction (Early Summer 2023)
- Grand opening of Mountain Gem & Jewelry (Summer 2023)

D. CONSTRUCT NEW MIXED-USE BUILDING ON CLIFF AVENUE



PROJECT TITLE

Construct New Mixed-Use Building on Cliff Avenue

DRI FUNDING REQUEST

Total DRI Funds: \$320,000 (40% DRI Ask)

Total Project Cost: \$799,000

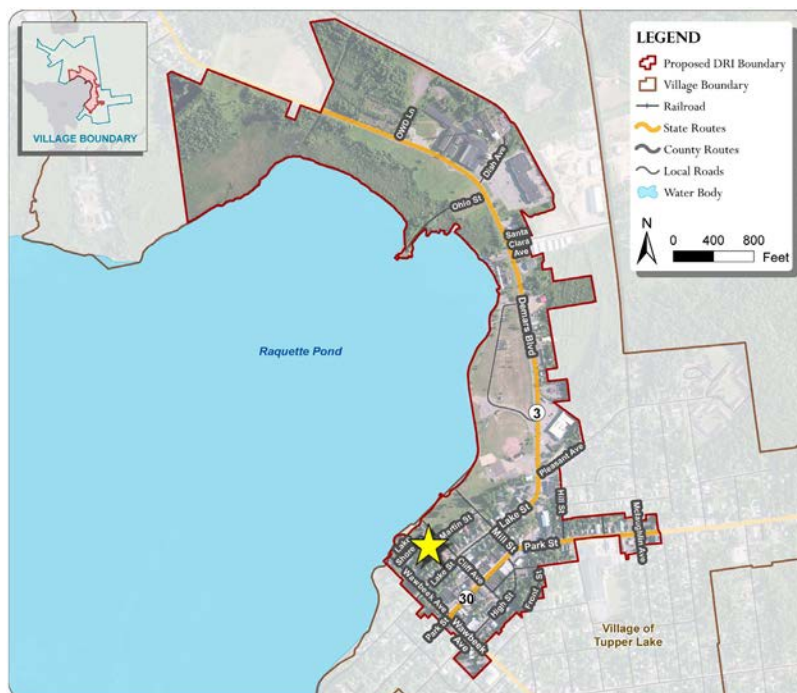
PROJECT DESCRIPTION

The Cliff Ave Mixed-Use Construction project will facilitate the addition of both new housing and retail space along a key corridor in the DRI Study Area. Located a short distance from the Flanders Park bandshell and the shore of Raquette Pond, the project will activate an underutilized lot to increase the vitality of the Uptown zone.

The project entails the infill construction of a new mixed-use building at 4 Cliff Avenue. The new building will feature a market-rate apartment on the second floor, storage space for Tip Top Electric in the basement/rear of the building, and a small commercial/retail space on the first floor facing Cliff Avenue. The proposed new building will incorporate Tupper Lake design guidelines and modern Adirondack style.

PROJECT LOCATION

4 Cliff Avenue, Tupper Lake, NY 12986. Includes parking entrances on both Cliff Avenue and Wawbeek Avenue.



OWNER/SPONSOR

Project Sponsor: Tip Top Enterprises, LLC, Nathan Lewis

Property Owner: The project sponsor owns the property at 4 Cliff Avenue.

CAPACITY

Project sponsor Nathan Lewis is the owner and operator of Tip Top Electric, a successful family-run business in the Tupper Lake community since 1953. The sponsor has over 23 years of experience working on large, upscale residential and commercial projects. The sponsor has received a commitment to fund a commercial construction loan in the amount of \$750,000 through Adirondack Regional Credit Union.

PROJECT PARTNERS

Adirondack Regional Federal Credit Union

STRATEGIES

The project aligns with the following DRI Goals & Strategies:

- Four-Season Destination: Accelerate efforts to reinforce Tupper Lake as a welcoming, four-season Adirondack community and destination with a variety of year-round activities, amenities, shopping, lodging, and dining.

STRATEGIES (CONTINUED)

- Support a variety of businesses and organizations to offer year-round convenience and amenities for visitors and residents.
- Bolster tourism by diversifying lodging and recreational opportunities for visitors.
- Environment & History: *Celebrate and interpret Tupper Lake's value for and connection to the natural environment and history.*
 - Reinforce Tupper Lake as a model for environmental sustainability in the region by encouraging green infrastructure, energy efficiency, and decarbonization techniques.
 - Continue to support a variety of community and cultural activities for residents and visitors alike.
- Energize The Economy: *Energize the Tupper Lake economy to attract and support businesses, entrepreneurship, and employment opportunities.*
 - Provide new employment opportunities by attracting and cultivating a diverse range of new businesses
 - Retain existing and seasonal businesses and entrepreneurs by establishing a mechanism to provide supporting programs and resources.
 - Encourage the development of new and diverse housing opportunities to attract new employees, remote workers, and new consumers to Tupper Lake.
- Quality of Place: *Enhance the 'Quality of Place' in Tupper Lake to draw and retain residents, families, and businesses.*
 - Encourage a variety of amenities, services, and digital infrastructure to support existing and future residents and businesses.
 - Enhance community gathering spaces to support local activities, events, and traditions.
 - Support expanded housing opportunities and enhance housing quality to provide for a range of income levels.

This project aligns with the following North Country
REDC Strategies & Visions:

- Revitalize downtowns to create planned, vibrant, livable centers of commerce
- Activate tourism as a driver to diversify our economies by creating demand to accelerate investment
- Develop a variety of housing options necessary to attract and retain residents and a quality workforce.

DECARBONIZATION STRATEGIES AND BENEFITS

Decarbonization is not required for this project, as the building size does not meet the 5,000 square foot standard for new construction projects. However, the project includes energy efficient components such as high U-factor doors and windows, programmable thermostats, low-wattage LED lighting, and an efficient electric boiler to contribute to decarbonization.

ANTICIPATED REVITALIZATION BENEFITS

Short-Term: Signal growth within the DRI boundary with new mixed-use construction.

Medium-Term: Create a viable tourist-oriented business space a walkable distance from Raquette Pond and Flanders Park.

Long-Term: Vacating the current Tip Top Electric storefront at 15 Cliff Avenue will create available space for other retail-oriented tenants, contributing to a cluster of successful businesses near the Park Street/Cliff Avenue intersection. Further, relocation of Tip Top Electric will reduce identified traffic congestion issues in a shared parking lot with Well Dressed Food.

PUBLIC SUPPORT

Respondents to the Community Vision and Values Survey conducted in March 2022, identified “supporting/growing existing businesses” as the greatest opportunity/issue in Tupper Lake, by the percentage of responses (65%). The need for new high-quality housing within the Village was consistently emphasized during local stakeholder meetings in April 2022.

JOB'S CREATED

While no new jobs are anticipated to result directly from this project, the compact commercial space – approximately 500 square feet – on the Cliff Avenue-facing side of the building is intended to accommodate a new, tourism-oriented business upon completion.

PROJECT BUDGET AND FUNDING SOURCES

Item	Cost	Source			Status of Funds
		Sponsor	Other Contribution	DRI Request	
Excavating	\$27,350	\$27,350			Committed
Concrete	\$100,000	\$100,000			Committed
Construction	\$561,162	\$241,258		\$319,404	Committed
Electric	\$30,000	\$30,000			Committed
Plumbing	\$30,000	\$30,000			Committed
Heat	\$35,000	\$35,000			Committed
Landscape	\$15,000	\$15,000			Committed
TOTAL	\$799,000*	\$478,608^A		\$320,000*	

*Rounded to the nearest \$1,000

^A Commercial construction loan

FEASIBILITY AND COST JUSTIFICATION

Construction cost estimates for this project were developed by Steve Boushie of Adirondack Rustic Finishes. The project sponsor, an electrician with 23 years of experience working on residential and commercial building projects, provided additional cost details concerning proposed decarbonization elements such as programmable thermostats, motion-sensor-controlled LED lighting, and a high-efficiency electric boiler. Overall construction cost estimates are reasonable and align with industry standards at the time of budget/cost preparation.

REGULATORY REQUIREMENTS

The project will require Village building permits for construction and occupancy. Planning Board approval has been secured. Filing a Jurisdictional Inquiry Form (JIF) with the Adirondack Park Agency is recommended, to ensure compliance with regulations for APA Hamlets.

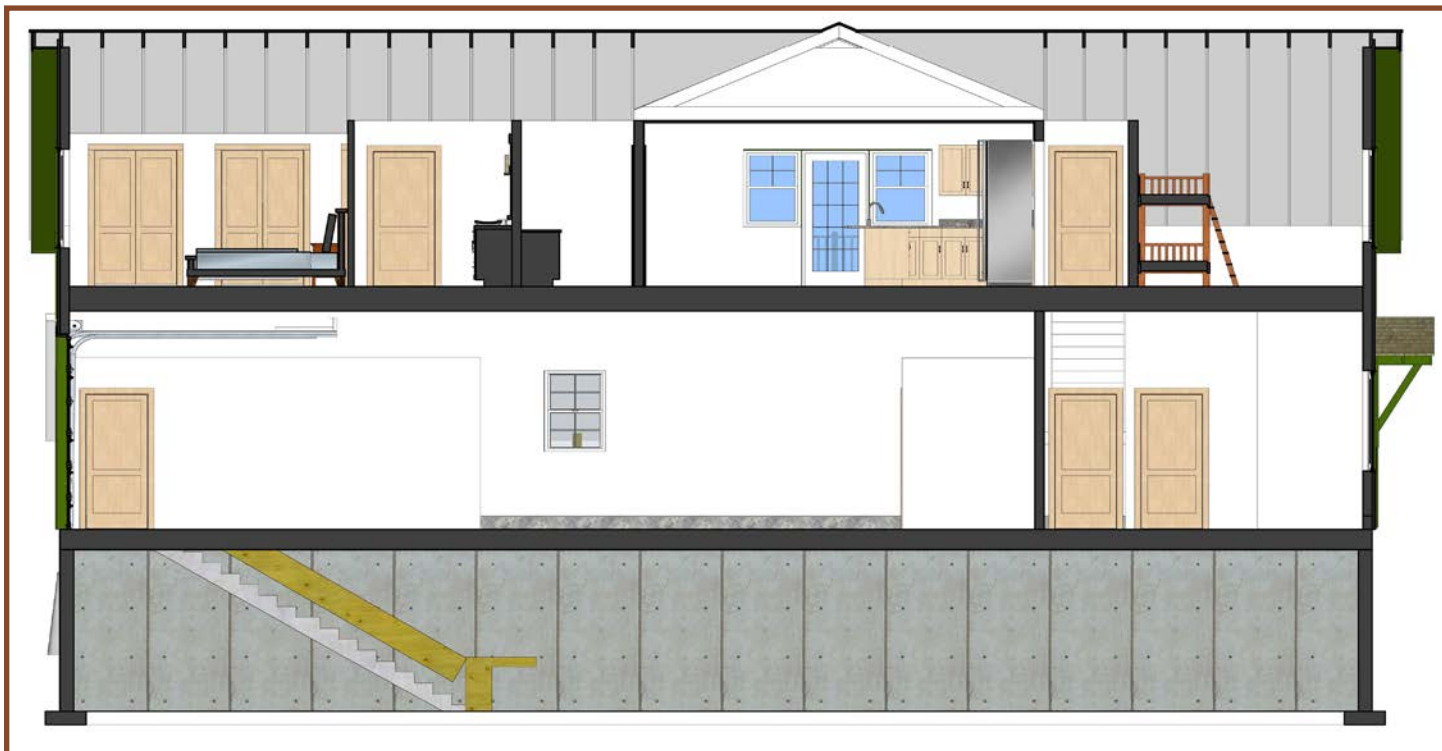
IMAGES OF CURRENT AND PROPOSED CONDITIONS:



EXISTING CONDITIONS – UNDEVELOPED LOT AT 4 CLIFF AVENUE, LOOKING SOUTH



EXISTING CONDITIONS – EMPTY LOT AT 4 CLIFF AVENUE, LOOKING NORTH TOWARD FLANDERS PARK



PROPOSED MIXED-USE BUILDING AT 4 CLIFF AVENUE – BASEMENT STORAGE, FIRST-FLOOR COMMERCIAL, AND SECOND-FLOOR RESIDENTIAL



PROPOSED BUILDING PLAN – SECOND-FLOOR RESIDENTIAL AND DECK FACING RAQUETTE POND



PROPOSED BUILDING WITH SEPARATE ENTRANCES FOR COMMERCIAL AND RESIDENTIAL ON CLIFF AVE

TIMEFRAME FOR IMPLEMENTATION

- Site plan renderings (March 2022)
- Pre-qualification for financing (March 2022)
- Obtain engineered plans (Fall 2022)
- Obtain building permit (Winter 2022)
- Start construction (Spring 2023)
- Finish construction (Summer 2024)
- Obtain C.O. (Summer 2024)

E. RENOVATE 47 PARK STREET FOR RETAIL



PROJECT TITLE

Renovate 47 Park Street for Retail

DRI FUNDING REQUEST

Total DRI Funds: \$200,000 (40% DRI Ask)

Total Project Cost: \$503,000

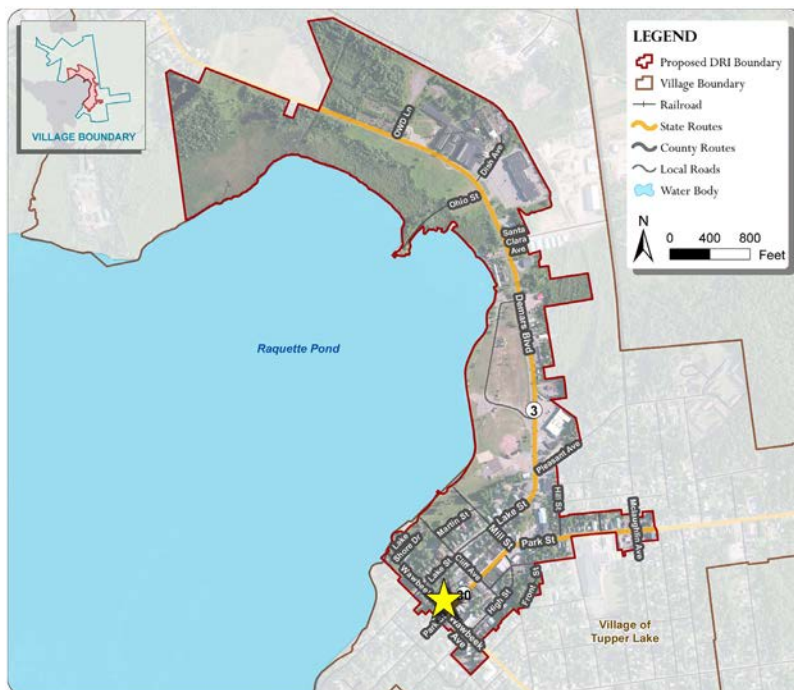
PROJECT DESCRIPTION

The Renovation of 47 Park Street for Retail project aims to reinvigorate a derelict property in a key gateway location within the Village. A strategic corner property at the intersection of Wawbeek Avenue and Park Street, 47 Park Street features significant onsite parking and sits adjacent to the Village office building.

The project involves the renovation of the existing building at 47 Park Street to accommodate the retail tenant Thrifty & Nifty. There is also a planned second-story addition to the building, which will feature residential apartments. The scope of work includes façade, siding, insulation/HVAC upgrades, new loading dock, parking lot repaving, walls/roof for the second story, windows, doors, landscaping, and the installation of solar panels.

PROJECT LOCATION

47 Park Street Tupper Lake, NY 12986, the parcel at the corner of Park Street and Wawbeek Avenue



OWNER/SPONSOR

Project Sponsor: Don Bennett Building Maintenance Repair, LLC, Donald Bennett

Property Owner: The project sponsor owns the property at 47 Park Street.

CAPACITY

As a restoration contractor, the project sponsor has worked on projects at Camp Santanoni and Eagle Island as well as multi-million-dollar projects for private clients. The sponsor also has a record of completed projects in Tupper Lake, including Raquette Pond Car Wash and the renovation of three vacant residential properties. The sponsor's rental income from both residential and commercial tenants represents a reliable revenue stream during successive phases of project implementation.

PROJECT PARTNERS

Thrifty & Nifty

STRATEGIES

The project aligns with the following DRI Goals & Strategies:

- Four-Season Destination: Accelerate efforts to reinforce Tupper Lake as a welcoming, four-season Adirondack community and destination with a variety of year-round activities, amenities, shopping, lodging, and dining.

STRATEGIES (CONTINUED)

- Support a variety of businesses and organizations to offer year-round convenience and amenities for visitors and residents.
- Bolster tourism by diversifying lodging and recreational opportunities for visitors.
- Environment & History: *Celebrate and interpret Tupper Lake's value for and connection to the natural environment and history.*
 - Reinforce Tupper Lake as a model for environmental sustainability in the region by encouraging green infrastructure, energy efficiency, and decarbonization techniques.
 - Continue to support a variety of community and cultural activities for residents and visitors alike.
- Energize The Economy: *Energize the Tupper Lake economy to attract and support businesses, entrepreneurship, and employment opportunities.*
 - Provide new employment opportunities by attracting and cultivating a diverse range of new businesses
 - Retain existing and seasonal businesses and entrepreneurs by establishing a mechanism to provide supporting programs and resources.
 - Encourage the development of new and diverse housing opportunities to attract new employees, remote workers, and new consumers to Tupper Lake.
- Quality of Place: *Enhance the 'Quality of Place' in Tupper Lake to draw and retain residents, families, and businesses.*
 - Encourage a variety of amenities, services, and digital infrastructure to support existing and future residents and businesses.
 - Enhance community gathering spaces to support local activities, events, and traditions.
 - Support expanded housing opportunities and enhance housing quality to provide for a range of income levels.

This project aligns with the following North Country
REDC Strategies & Visions:

Revitalize downtowns to create planned, vibrant, livable centers of commerce

Develop a variety of housing options necessary to attract and retain residents and a quality workforce

DECARBONIZATION STRATEGIES AND BENEFITS

This project requires decarbonization measures as a significant building rehabilitation. The project sponsor has included energy efficient activities such as insulation, heating/cooling, and lighting upgrades to contribute to decarbonization and meet levels of compliance set forth in the NY Stretch Energy Code.

ANTICIPATED REVITALIZATION BENEFITS

Short-Term: Provide much needed updates to allow for a more accessible space and generate increased foot traffic along the Park Street business corridor.

Medium-Term: Façade improvements to the building will enhance a key gateway to Park Street.

Long-Term: The second-floor addition will add new rental units to Tupper Lake's available housing stock and will grow the resident population within the DRI boundary.

PUBLIC SUPPORT

During a meeting in April 2022, local stakeholders identified addressing empty or abandoned properties as an important priority. Making aesthetic upgrades to the Park Street business corridor was consistently listed as a high priority among respondents to the DRI Project Questionnaire. On the Community Vision and Values Survey conducted in March 2022, respondents showed significant support for "supporting/growing existing businesses" in the Village.

JOBS CREATED

No new FTE positions are anticipated to result from this project.

PROJECT BUDGET AND FUNDING SOURCES

Item	Cost	Source			Status of Funds
		Sponsor	Other Contribution	DRI Request	
Roof/Walls/ 2nd floor	\$169,000	\$169,000			Committed
Driveway/ Parking Lot	\$73,500	\$73,500			Committed
Façade/ Siding/Exterior Stonework	\$88,000			\$88,000	Requested
Air Conditioning & Insulation	\$45,000	\$35,775		\$9,225	Committed/ Requested
New Windows/ Entry Doors	\$37,000			\$37,000	Requested
New Loading Dock	\$24,000	\$24,000			Committed
Landscaping	\$10,500			\$10,500	Requested
Solar Panels	\$55,275			\$55,275	Requested
TOTAL	\$503,000*	\$302,275^		\$200,000*	

*Rounded up to the nearest \$1,000

^Private equity

FEASIBILITY AND COST JUSTIFICATION

Cost estimates for renovations were developed by the project sponsor, Donald Bennett, a restoration contractor with experience working on large-scale projects for private clients. Overall construction cost estimates are reasonable and align with industry standards at the time of budget/cost preparation.

REGULATORY REQUIREMENTS

The project sponsor obtained Village building permits for the renovation of the existing first-floor commercial space. The planned addition of second-floor residential will require Village building permits for construction and occupancy.

IMAGES OF CURRENT CONDITIONS:



CURRENT CONDITIONS – CURRENT FAÇADE AND STREETSCAPING AT 47 PARK STREET (RIGHT)



CURRENT CONDITIONS – RETAIL TENANT THRIFTY & NIFTY OPERATING AT 47 PARK

IMAGE OF PROPOSED CONDITIONS:

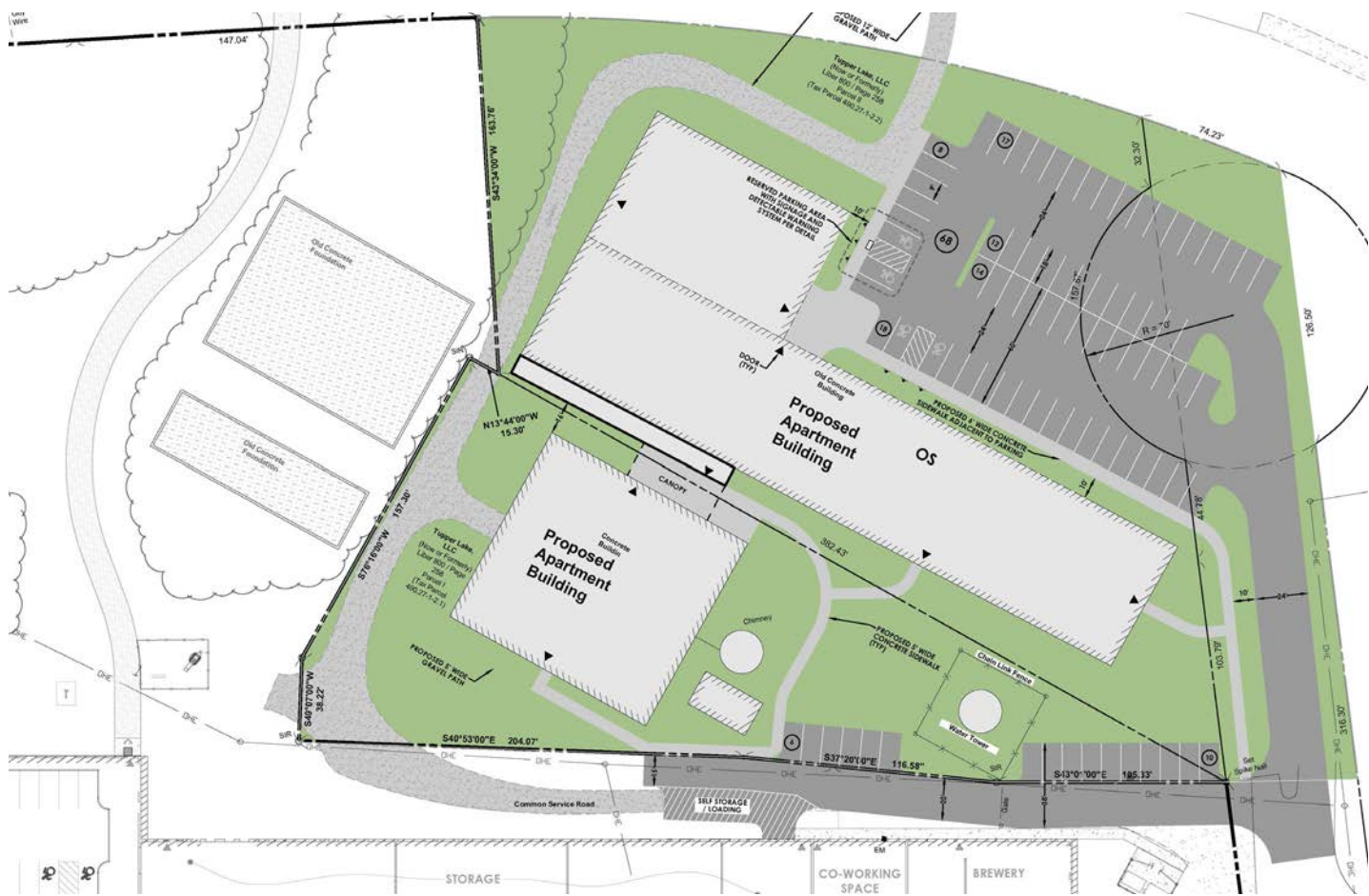


CONSULTANT GENERATED CONCEPT

TIMEFRAME FOR IMPLEMENTATION

- Relocation of retail tenant – Thrifty & Nifty – to 47 Park Street (Spring 2022)
- Obtain relevant permits for 2nd floor addition (Spring 2023)
- Begin construction (Fall 2023)
- Finish construction (Fall 2024)
- Obtain Certificate of Occupancy (Winter 2024)

F. REDEVELOP OVAL LOFTS



PROJECT TITLE

Redevelop Oval Lofts

DRI FUNDING REQUEST

Total DRI Funds: \$3,500,000 (17% DRI Ask)
Total Project Cost: \$20,292,000

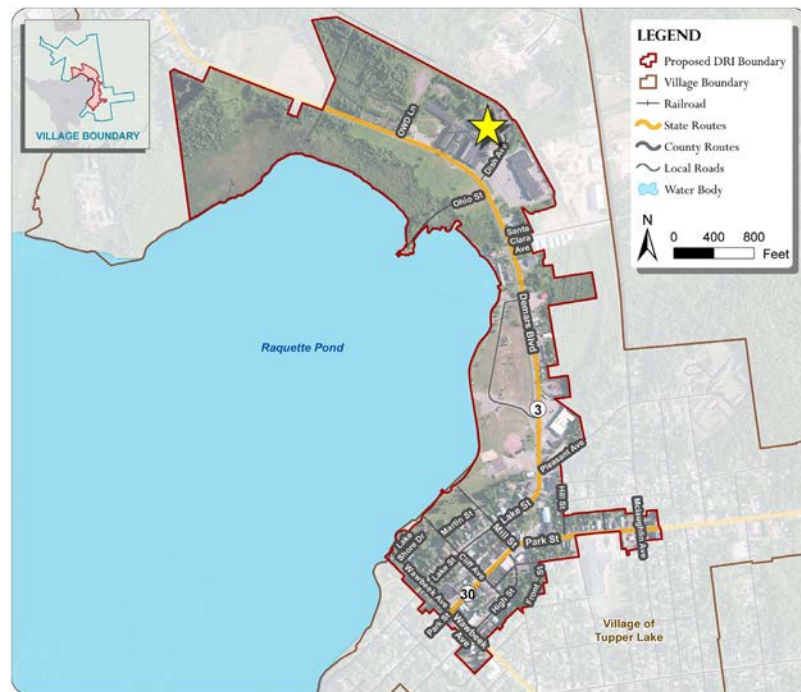
PROJECT DESCRIPTION

The Oval Lofts Redevelopment project will significantly contribute to the available housing stock within the Village of Tupper Lake, a critical need for attracting and retaining residents.

The project proposes a certified historic redevelopment of the derelict Fletcher & Sons Company building, located at 13 Dish Street, into an attractive mixed-use structure. The rehabilitated structure will feature 70 market-rate apartments with on-site amenities including parking, a fitness center, community space, an outdoor garden, and grills. The building will also feature more than 2,000 square feet of first-floor retail space.

PROJECT LOCATION

13 Dish Street, Tupper Lake, NY 12986



OWNER/SPONSOR

Project Sponsor: Oval Lofts Owner LLC, Joseph Gehm

Property Owner: The project sponsor has a signed purchase agreement in place with the current property owner, Tupper Lake LLC.

CAPACITY

The project sponsor, Oval Lofts LLC, is an entity formed by Lahinch Group and Braxton Capital, the development arm of Hueber-Breuer Construction. Lahinch Group focuses on mixed-use historic redevelopment projects throughout New York State. Hueber-Breuer is a 6th-generation construction company with deep roots in the Upstate New York area. Having completed rehabilitation projects of this scope and scale, both Lahinch Group and Hueber-Breuer have professional understanding of New York State SHPO and National Parks Service design requirements.

PROJECT PARTNERS

NYS Historic Preservation Office (SHPO)
Hueber-Breuer Construction Co., Inc.
Adirondack Park Agency

STRATEGIES

The project aligns with the following DRI Goals & Strategies:

- Four-Season Destination: *Accelerate efforts to reinforce Tupper Lake as a welcoming, four-season Adirondack community and destination with a variety of year-round activities, amenities, shopping, lodging, and dining.*

STRATEGIES (CONTINUED)

- Support a variety of businesses and organizations to offer year-round convenience and amenities for visitors and residents.
- Bolster tourism by diversifying lodging and recreational opportunities for visitors.
- Environment & History: *Celebrate and interpret Tupper Lake's value for and connection to the natural environment and history.*
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 - Encourage a variety of amenities, services, and digital infrastructure to support existing and future residents and businesses.
 - Enhance community gathering spaces to support local activities, events, and traditions.
 - Support expanded housing opportunities and enhance housing quality to provide for a range of income levels.

This project aligns with the following North Country REDC Strategies & Visions:

Reduce barriers to enable the region to train, retain and recruit its needed workforce

- Activate tourism as a driver to diversify our economies by creating demand to accelerate investment
- Develop a variety of housing options necessary to attract and retain residents and a quality workforce

DECARBONIZATION STRATEGIES AND BENEFITS

As a substantial rehabilitation project in excess of 10,000 square feet, this project is required to meet the NY Stretch Energy Code. The project sponsors have included energy efficient mechanical, plumbing, and utilities systems as well as the installation of an on-site EV charging station to contribute to decarbonization efforts.

ANTICIPATED REVITALIZATION BENEFITS

Short-Term: Visually transform an unsightly, dangerous site into an attractive local asset.

Medium-Term: Create 70 units of housing, allowing would-be transplants to Tupper Lake the ability to accept local employment offers and live within the Village.

Long-Term: Substantially facilitate resident recruitment/retention in the DRI Study Area, creating an expanded market for goods and services throughout the Village.

PUBLIC SUPPORT

Support for increased housing options within the Village was a consistent theme throughout local stakeholder meetings held in April 2022. Additionally, local stakeholders identified addressing empty or abandoned properties as an important priority within the DRI Study Area. The majority of DRI Project Questionnaire respondents (56%) expressed the highest category of support for this project.

JOBS CREATED

While no FTE positions are anticipated to result directly from this project, nearly 2,100 square feet of commercial space will be created as a result of this project.

PROJECT BUDGET AND FUNDING SOURCES

Item	Cost	Source			Status of Funds
		Sponsor	Other Contribution	DRI Request	
Acquisition Costs	\$225,000	\$69,756	\$155,244		Committed/Contingent
Construction	\$17,620,000	\$5,462,634	\$8,657,366	\$3,500,000	Committed/Contingent/Requested
Permits/Fees/Reporting	\$1,203,958	\$373,257	\$830,701		Committed/Contingent
Capital & Reserves	\$1,242,602	\$385,237	\$857,365		Committed/Contingent
Total	\$20,292,000*	\$6,290,884^A	\$10,500,676^B	\$3,500,000*	

*Rounded to the nearest \$1,000

^A Private equity

^B Construction loan and permanent mortgage

FEASIBILITY AND COST JUSTIFICATION

The project sponsor provided a proforma project cash flow document, projecting total expenses and net operating income for a ten-year period, beginning in 2023. The sponsor also provided a bank letter, with secured terms for construction financing, pending DRI award selection. Overall construction cost estimates are reasonable and align with industry standards at the time of budget/cost preparation.

REGULATORY REQUIREMENTS

The project sponsor has already completed or initiated regulatory steps including Phase I and Phase II Environmental review, New York State Historic Registry, NPS National Registry, and a zoning change with the Village of Tupper Lake. Additional regulatory requirements include Part II design and approval with NYS SHPO and NPS, 485a/PILOT approval, and Joint Planning Board approval/permitting. Adirondack Park Agency pre-approval A2022-0056 may be required to determine wetland jurisdiction.

IMAGES OF CURRENT AND PROPOSED CONDITIONS:



EXISTING CONDITIONS – BUILDING EXTERIOR



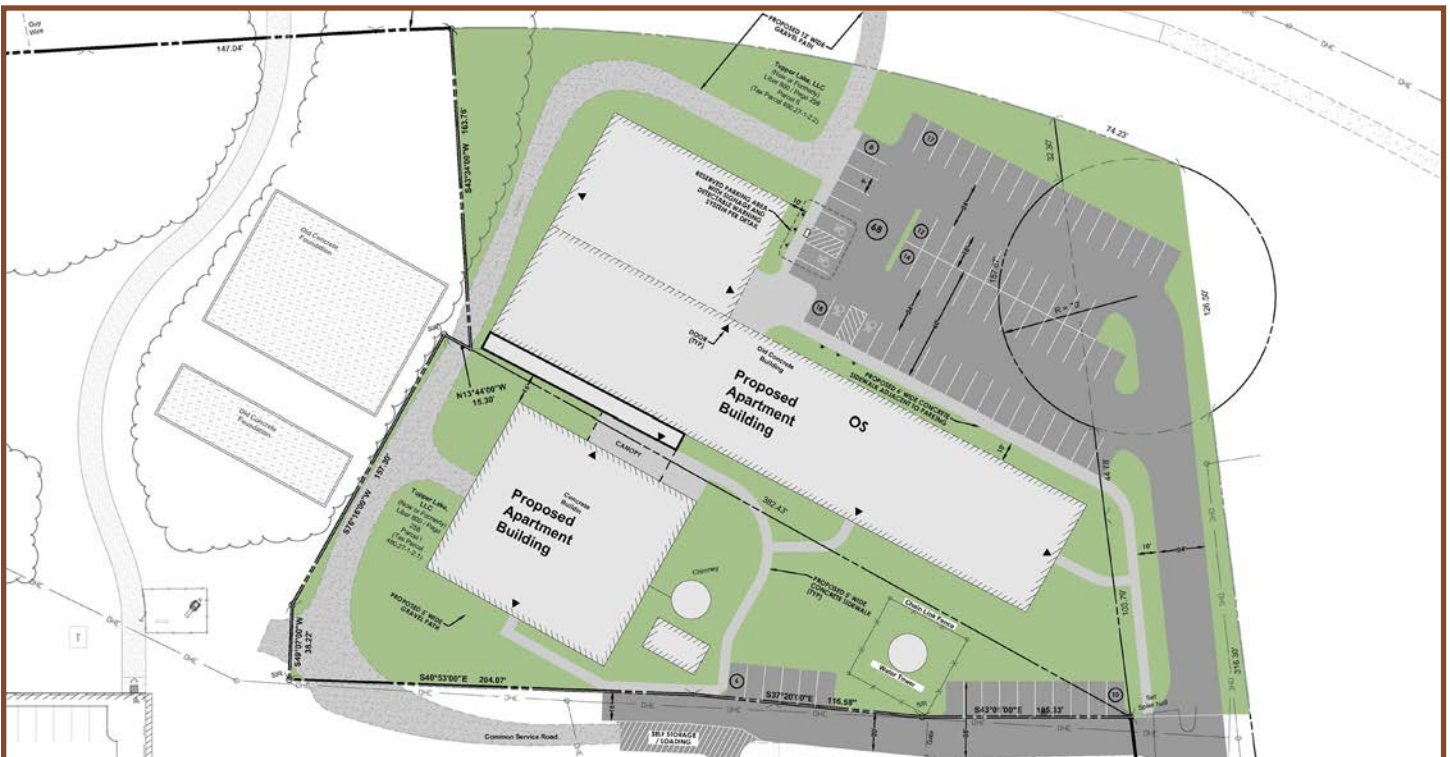
EXISTING CONDITIONS – BUILDING INTERIOR



EXISTING CONDITIONS – HISTORIC SMOKESTACK AND WATER TOWER, WHICH WILL REMAIN AFTER REDEVELOPMENT



EXISTING CONDITIONS – BUILDING EXTERIOR AND ON-SITE DEBRIS



SITE PLAN OF PROPOSED REDEVELOPMENT

TIMEFRAME FOR IMPLEMENTATION

- Brownfield CP acceptance (Fall 2022)
- Finalize purchase of property (Winter 2022)
- NYS SHPO Part II approval (Winter 2023)
- Local approvals/permit (Spring 2023)
- Start construction (Summer 2023)
- Finish construction (Summer 2024)
- Obtain C.O./Grand Opening (Fall 2024)

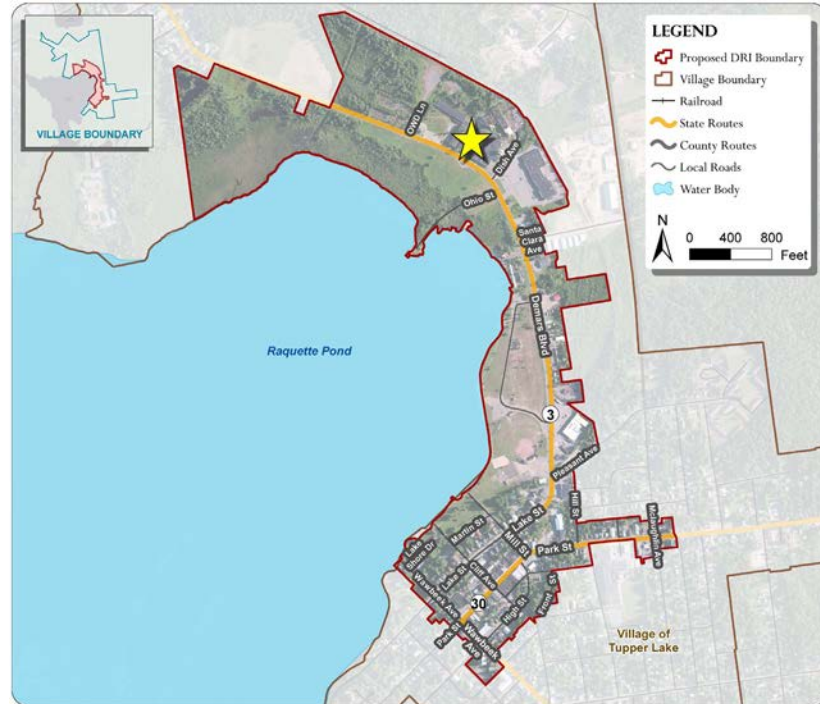
G. REDEVELOP THE OVAL WOOD DISH SITE



PROJECT TITLE	Redevelop the Oval Wood Dish Site
DRI FUNDING REQUEST	Total DRI Funds: \$1,950,000 (5% DRI Ask) Total Project Cost: \$35,467,000
PROJECT DESCRIPTION	<p>The Oval Wood Dish Redevelopment project will convert a relic of Tupper Lake’s past into a mixed-use cornerstone of Tupper Lake’s future. The former factory site is one of the most prominent features along the Demars Boulevard corridor, and its redevelopment has the potential to launch a new era in the Village.</p> <p>The project entails the redevelopment of the former factory building at 100 Demars Boulevard to create affordable workforce housing, co-working space for entrepreneurs, and a new production facility for Raquette River Brewing, a successful local enterprise.</p>

PROJECT LOCATION

100 Demars Boulevard, Tupper Lake, NY 12986



OWNER/SPONSOR

Project Sponsor: OWD Development, LLC, Christopher Trevisani

Property Owner: OWD Development, LLC owns the project site, which comprises the parcels at 100, 104, 106, and 124 Demars Boulevard. The site plan and special use permit approvals are on file with the Tupper Lake Planning Board.

CAPACITY

The project sponsor, OWD Development LLC, is an entity formed by Housing Visions Inc., Lahinch Group, and the development arm of Hueber-Breuer Construction, Braxton Capital. With nearly 30 years of affordable, workforce housing development experience, Housing Visions Inc. has an established track record working with NYS Homes and Community Renewal. Lahinch Group and Hueber-Breuer Construction have successfully completed rehabilitation projects of this scope and scale and have a professional understanding of New York State SHPO and National Park Service design requirements.

PROJECT PARTNERS

NYS Homes and Community Renewal (HCR)
 NYS Historic Preservation Office (SHPO)
 Hueber-Breuer Construction Co., Inc.
 Adirondack Park Agency

STRATEGIES

The project aligns with the following DRI Goals & Strategies:

- *Four-Season Destination: Accelerate efforts to reinforce Tupper Lake as a welcoming, four-season Adirondack community and destination with a variety of year-round activities, amenities, shopping, lodging, and dining.*

STRATEGIES (CONTINUED)

- Support a variety of businesses and organizations to offer year-round convenience and amenities for visitors and residents.
- Bolster tourism by diversifying lodging and recreational opportunities for visitors.
- Environment & History: *Celebrate and interpret Tupper Lake's value for and connection to the natural environment and history.*
 - Reinforce Tupper Lake as a model for environmental sustainability in the region by encouraging green infrastructure, energy efficiency, and decarbonization techniques.
 - Continue to support a variety of community and cultural activities for residents and visitors alike.
- Energize The Economy: *Energize the Tupper Lake economy to attract and support businesses, entrepreneurship, and employment opportunities.*
 - Provide new employment opportunities by attracting and cultivating a diverse range of new businesses.
 - Retain existing and seasonal businesses and entrepreneurs by establishing a mechanism to provide support programs and resources.
 - Encourage the development of new and diverse housing opportunities to attract new employees, remote workers, and new consumers to Tupper Lake
- Quality of Place: *Enhance the 'Quality of Place' in Tupper Lake to draw and retain residents, families, and businesses.*
 - Encourage a variety of amenities, services, and digital infrastructure to support existing and future residents and businesses.
 - Enhance community gathering spaces to support local activities, events, and traditions
 - Support expanded housing opportunities and enhance housing quality to provide for a range of income levels.

This project aligns with the following North Country
REDC Strategies & Visions:

- Revitalize downtowns to create planned, vibrant, livable centers of commerce
- Activate tourism as a driver to diversify our economies by creating demand to accelerate investment
- Explore how the region can attract 'gig,' 'digital nomad,' and teleworkers in innovation-related fields
- Reduce barriers to enable the region to train, retain and recruit its needed workforce

DECARBONIZATION STRATEGIES AND BENEFITS

As a substantial rehabilitation project in excess of 10,000 square feet, this project is required to meet the NY Stretch Energy Code. The project sponsor has included energy efficient activities such as all-electric heating and cooling systems as well as the installation of an on-site EV charging station to contribute to decarbonization efforts.

ANTICIPATED REVITALIZATION BENEFITS

Short-Term: Attract a significant construction workforce, which will benefit local businesses that supply food, fuel, and other goods. Serve as a symbol of growth and renewal for Tupper Lake by transforming a highly visible legacy property.

Medium-Term: Address the acute shortage of affordable workforce housing, ensuring a diversity of housing options in the immediate vicinity of Raquette Pond and other local attractions.

Long-Term: Increase the production capacity of Raquette River Brewing resulting in anticipated staffing needs that will bolster local employment.

PUBLIC SUPPORT

Respondents to the March 2022 Community Values and Vision survey indicated significant levels of support for "new/rehabilitated housing" and "attracting new residents." During meetings in April 2022, local stakeholders supported housing options that would allow older Village residents – who may no longer be able to remove winter snow or mow lawns at private residences – to remain in the area. Public support was solicited during May 2022 through an online questionnaire. Most respondents to the DRI Project Questionnaire expressed the maximum level of support for this project.

JOBS CREATED

This project includes 20,000 square-feet of new production space for Raquette River Brewery, with commensurate FTE creation anticipated. On-site property management, maintenance, and other building operations demands are anticipated to result in an additional three FTE positions. Finally, the project includes approximately 2,600 square-feet of business co-working space, which is anticipated to facilitate remote work for Tupper Lake residents and seasonal visitors.

PROJECT BUDGET AND FUNDING SOURCES

Item	Cost	Source			Status of Funds
		Sponsor	Other Contribution	DRI Request	
Acquisition	\$800,000	\$545,760	\$254,240		Committed/ Contingent
Softs Costs	\$4,403,994	\$3,004,405	\$1,399,589		Committed/ Contingent
Site Preparation/ General Conditions	\$3,280,583	\$2,238,014	\$1,042,569		Committed/ Contingent
Contractors Cost	\$21,967,249	\$14,986,057	\$5,031,192	\$1,950,000	Committed/ Contingent/
Builder Costs	\$1,905,497	\$1,299,930	\$605,567		Committed/ Contingent
Capital/ Reserves/ Additional/ Expenses	\$3,110,263	\$2,163,135	\$947,128		Committed/ Contingent
TOTAL	\$35,468,000*	\$24,237,301^A	\$9,280,285^B	\$1,950,000*	

*Rounded to the nearest \$1,000

^A Private equity

^B Construction loan, ESD grant funding

FEASIBILITY AND COST JUSTIFICATION

The project sponsor provided an itemized operating budget, detailing anticipated annual expenses and revenues for a fifteen-year period. This project has been awarded \$2.5 million in Empire State Development grant funding. Raquette River Brewing will build-out a portion of the former Oval Wood Dish Factory to serve the company's new manufacturing and canning line for retail distribution in Tupper Lake. The company will also purchase machinery and equipment for use in its operation. Raquette River Brewing will serve as an anchor tenant for the developers of OWD, which will be transformed into a mixed-use hub. Additionally, the brewery will make upgrades to its existing location including parking lot improvements and new signage. Raquette River Brewing has received an ESD grant of \$572,454 to facilitate this expansion. Overall construction cost estimates are reasonable and align with industry standards at the time of budget/

REGULATORY REQUIREMENTS

The project sponsor has already completed regulatory requirements including Phase I environmental review, Joint Planning Board approval, Use Variance approval, NYS and NPS Historic Registry applications, and NYS SHPO Part II. The remaining regulatory requirements include NPS Part II and 581a approval. Adirondack Park Agency pre-approval A2022-0056 may be required to determine wetland jurisdiction, however a Jurisdictional Determination (J2021-0877) has already been made by the Agency, stating that the property does not require an APA permit or variance.

IMAGES OF CURRENT AND PROPOSED CONDITIONS:



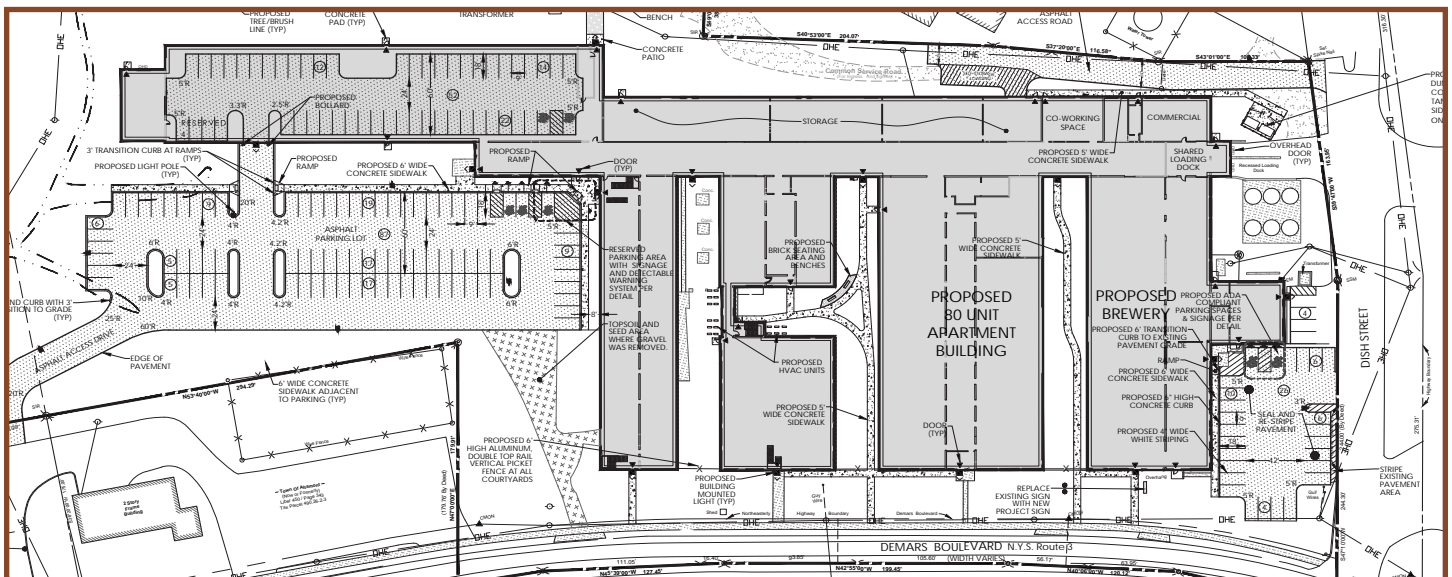
EXISTING CONDITIONS – THE WESTERN FACE OF THE BUILDING, WITH DEMARS BOULEVARD/NYS ROUTE 3 TO THE LEFT



CURRENT CONDITIONS – NORTHWESTERN CORNER OF THE SITE, WITH DEMARS BOULEVARD/NYS ROUTE 3 TO THE RIGHT



PROPOSED PROJECT CONDITIONS, LOOKING NORTHEAST FROM DEMARS BOULEVARD



SITE PLAN FOR PROJECT



RENDERING OF INTERIOR LOUNGE SPACE

TIMEFRAME FOR IMPLEMENTATION

- Site acquisition (Completed)
- New York State Historic Registry – Oval Wood Dish District (Completed)
- NPS National Registry – Oval Wood Dish District (Completed)
- Environmental Phase I (Completed)
- Use Variance (Completed)
- Joint Planning Board approval (Completed)
- SHPO Part II (Completed)
- 581a approval (Pending)
- Finalize construction documents (Winter 2022)
- Local approvals/permit (Spring 2023)
- Commence construction (Summer 2023)
- Complete construction (Summer 2024)

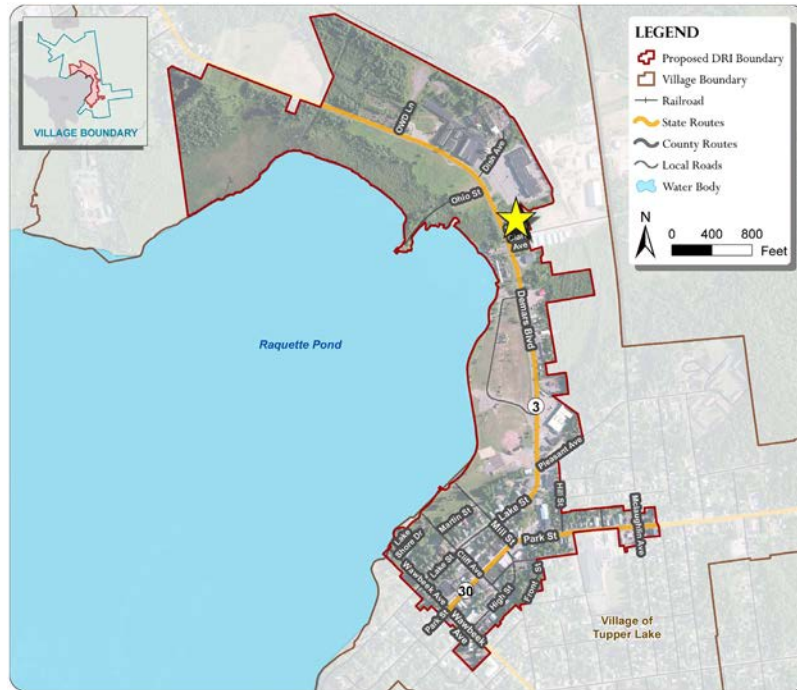
H. CREATE TIMBERJAXX PASS MINIATURE GOLF COURSE



PROJECT TITLE	Create Timberjaxx Pass Miniature Golf Course
DRI FUNDING REQUEST	Total DRI Funds: \$199,000 (40% DRI Ask) Total Project Cost: \$502,000
PROJECT DESCRIPTION	The development of Timberjaxx Pass will expand the recreation offerings in the Village of Tupper Lake by converting a shuttered filling station into a valuable local amenity. The project involves the development of a seasonal miniature golf and ice cream business at 86 Demars Boulevard, to operate between May and October. The proposed site, at the corner of Demars Boulevard and Santa Clara Avenue, has views of nearby Raquette Pond, sits only a short distance from the proposed Oval Wood Dish Redevelopment site, and Tupper Lake Municipal Park.

PROJECT LOCATION

86 Demars Boulevard, Tupper Lake, NY 12986



OWNER/SPONSOR

Project Sponsor: Dukett LLC, James Dukett

Property Owner: The project sponsor, James Dukett, is currently under contract to purchase the property at 86 Demars Boulevard, with title transfer pending the official determination of DRI awardees by the NYS Department of State.

CAPACITY

The project sponsor has obtained a commitment letter for a commercial mortgage loan, to supplement private funds that have been earmarked for this project. In addition, the sponsor has received a letter of support from the Adirondack Economic Development Corporation (AEDC) -- issued upon review of the sponsor's business plan -- indicating an intention to provide financial support for eligible components of project implementation. For the design and construction of a miniature golf course associated with this project, the sponsor intends to engage Bob Horwath, who has built more than 150 top-level miniature golf courses in over 25 years in the industry.

PROJECT PARTNERS

Adirondack Economic Development Corporation (AEDC)
NYS Department of Environmental Conservation
NYS Department of Transportation
Bob Horwath

STRATEGIES

The project aligns with the following DRI Goals & Strategies:

- Four-Season Destination: *Accelerate efforts to reinforce Tupper Lake as a welcoming, four-season Adirondack community and destination with a variety of year-round activities, amenities, shopping, lodging, and dining.*

STRATEGIES (CONTINUED)

- Support a variety of businesses and organizations to offer year-round convenience and amenities for visitors and residents.
- Energize The Economy: *Energize the Tupper Lake economy to attract and support businesses, entrepreneurship, and employment opportunities.*
 - Provide new employment opportunities by attracting and cultivating a diverse range of new businesses.
- Quality of Place: *Enhance the ‘Quality of Place’ in Tupper Lake to draw and retain residents, families, and businesses.*
 - Encourage a variety of amenities, services, and digital infrastructure to support existing and future residents and businesses.
 - Enhance community gathering spaces to support local activities, events, and traditions

This project aligns with the following North Country REDC Strategies & Visions:

Activate tourism as a driver to diversify our economies by creating demand to accelerate investment

Revitalize downtowns to create planned, vibrant, livable centers of commerce

DECARBONIZATION STRATEGIES AND BENEFITS

Decarbonization is not required for this project, as the building size does not meet the 10,000 square-foot standard for substantial rehabilitation projects.

ANTICIPATED REVITALIZATION BENEFITS

Short-Term: Contribute to the visual enhancement of the Demars Boulevard corridor by renovating an unsightly abandoned property.

Medium-Term: Create an entertainment attraction that can draw visitors to a section of Demars Boulevard that presently lacks commerce and vitality.

Long-Term: Increase property and business tax receipts in the Village. Spur additional private development on other underdeveloped lots along Demars Boulevard.

PUBLIC SUPPORT

This project has official letters of support from Town Supervisor Patricia Littlefield, Mayor Paul Maroun, and Tupper Lake Business Group leader Mark Moeller. During a meeting in April 2022, local stakeholders identified addressing empty or abandoned properties as an important priority within the DRI Boundary. On the Community Vision and Values Survey, more than 60% of respondents identified “Outdoor Recreation” as one of the top three reasons to live, work, visit or shop in Tupper Lake.

JOB'S CREATED

The project sponsor projects 3-5 seasonal jobs (May – October) will directly result from this project, including miniature golf/ice cream sales positions as well as course maintenance.

PROJECT BUDGET AND FUNDING SOURCES

Item	Cost	Source			Status of Funds
		Sponsor	Other Contribution	DRI Request	
Property Acquisition	\$130,000	\$130,000			Committed
Interior and Exterior Improvements	\$30,000	\$20,000	\$10,000		Committed
Miniature Golf Construction and Equipment	\$93,500		\$72,500	\$21,000	Committed/ Requested
Lights	\$5,000			\$5,000	Requested
Site Development Labor and Costs	\$213,000		\$70,500	\$143,000	Committed/ Requested
Ice Cream Equipment	\$30,000			\$30,000	Requested
TOTAL	\$502,000*	\$150,000^A	\$153,000^B	\$199,000*	

*Rounded to the nearest \$1,000

^A Commercial mortgage

^B Combination of commercial bridge note, AEDC funding, and private equity

FEASIBILITY AND COST JUSTIFICATION

The project sponsor provided a business plan consisting of an industry overview, market analysis, marketing plan, pricing information, and an itemized list of anticipated expenses. Cost estimates for the miniature golf design and operation on site were developed in consultation with Robert Horwath of Horwath Miniature Golf Courses. Equipment cost estimates for the proposed ice cream vending operations on the site were developed in consultation with representatives from Hershey Ice Cream. Overall construction cost estimates are reasonable and align with industry standards at the time of budget/cost preparation.

REGULATORY REQUIREMENTS

The project will require site plan review as well as Village building permits for construction and occupancy. Additionally, given past NYS DEC-monitored soil/water remediation at this site, Article 12 of the New York State Navigation Law stipulates that DEC must be contacted within two hours of discovering additional volatile organic compounds (VOC) during site work. Proposed changes to parking entrances/curb cuts will require review and approval by NYS DOT. Adirondack Park Agency documentation for J2021-0335 must be finalized to determine wetlands jurisdiction.

IMAGES OF CURRENT AND PROPOSED CONDITIONS:



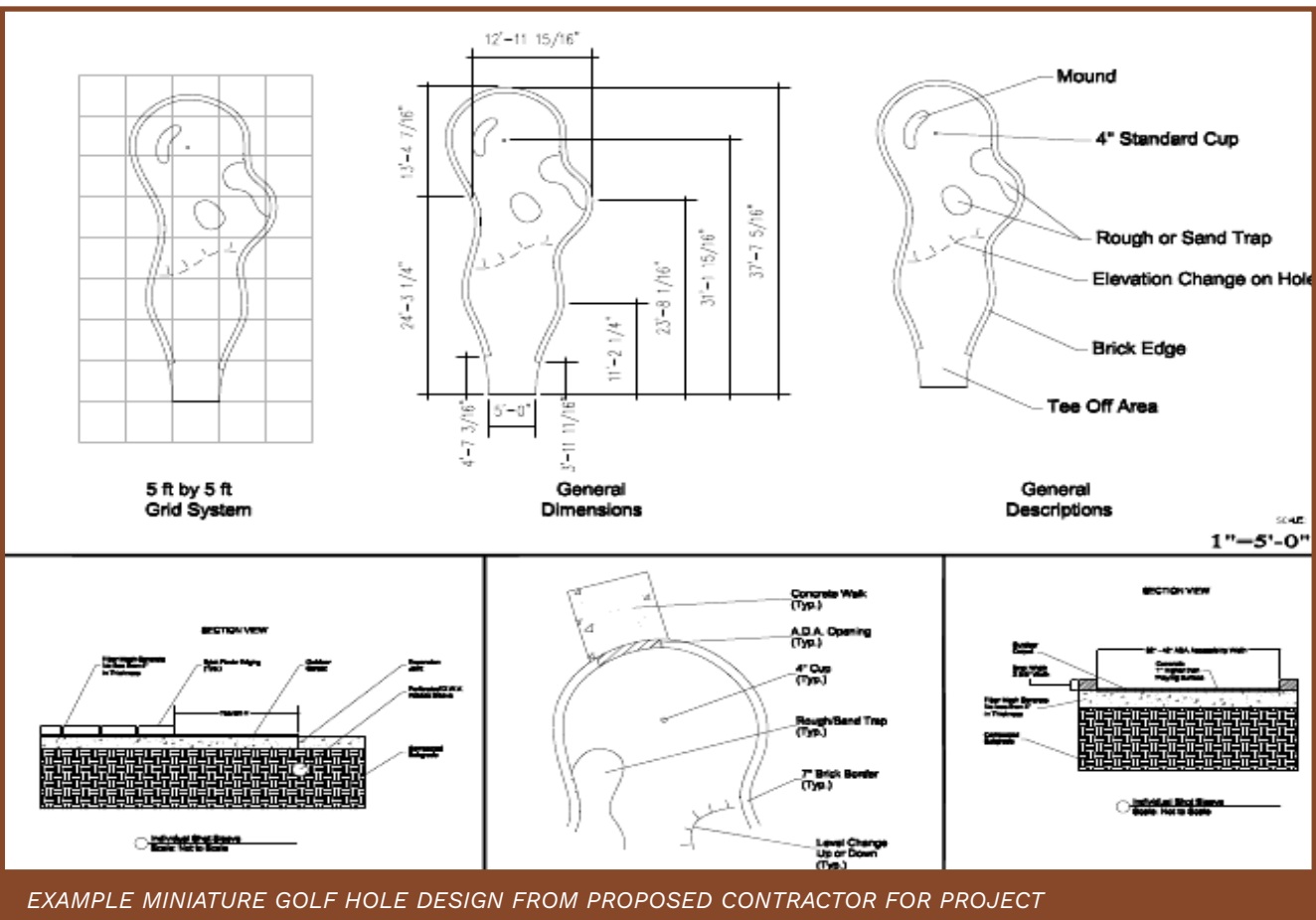
EXISTING CONDITIONS – FORMER GAS STATION BUILDING AND AWNING, LOOKING EAST FROM DEMARS BOULEVARD



CURRENT SITE CONDITIONS – AERIAL VIEW SHOWING EXISTING PAVING AND STRUCTURES AT THE CORNER OF DEMARS BOULEVARD AND SANTA CLARA AVENUE



CURRENT CONDITIONS OF FORMER GAS STATION – PROPOSED CONVERSION TO ICE CREAM AND MINI GOLF BUSINESS



EXAMPLE MINIATURE GOLF HOLE DESIGN FROM PROPOSED CONTRACTOR FOR PROJECT

TIMEFRAME FOR IMPLEMENTATION

- Finalize site acquisition (Fall 2022)
- Final construction plans and permits (Fall 2022)
- Begin construction (Fall 2022)
- Complete construction (Spring 2023)
- Grand opening (Memorial Day 2023)

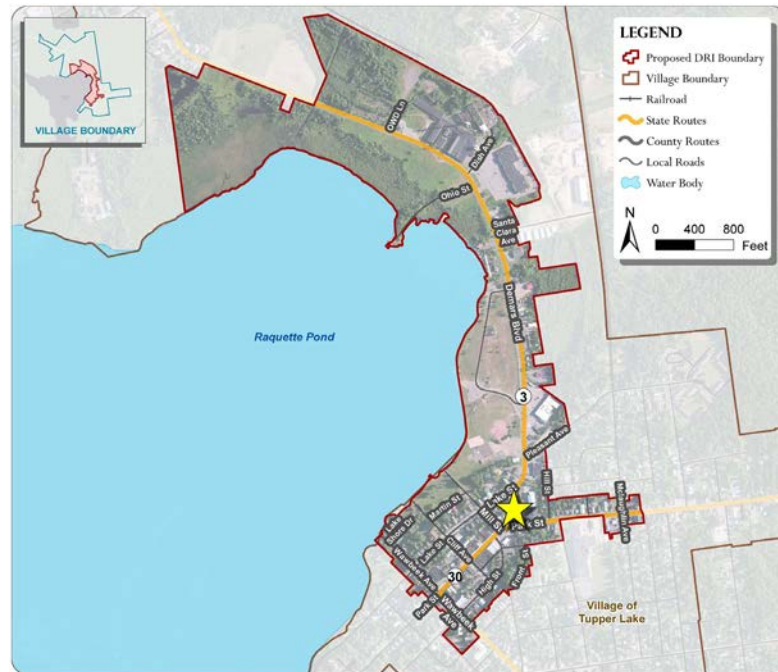
I. BUILD THE TUPPER LAKE CROSSROADS HOTEL



PROJECT TITLE	Build the Tupper Lake Crossroads Hotel
DRI FUNDING REQUEST	Total DRI Funds: \$2,000,000 (16% DRI Ask) Total Project Cost: \$12,279,000
PROJECT DESCRIPTION	The Tupper Lake Crossroads Hotel project will bring much-needed overnight lodging capacity to the Village while transforming the strategic intersection of State Routes 3 & 30. The project involves the construction of a new 44-room boutique hotel – including a restaurant, bar, meeting room, and other amenities – on an approximately 1-acre plot of land between Park, Mill, and Lake Streets.

PROJECT LOCATION

129 Park Street, Tupper Lake, NY, 12986



OWNER/SPONSOR

Project Sponsor: Tupper Lake Crossroads, LLC

Property Owner: Tupper Lake Crossroads LLC owns the nearly 1-acre site, comprising seven separate parcels bordered by Park, Mill, and Lake Streets, at the intersection of NYS Route 3 and NYS Route 30.

CAPACITY

The property will be managed by Skyward Companies, a local management company based in Saranac Lake, NY. The principals of Skyward have owned companies that have managed over 500 hotels. The General Contractor for the project, DEW, has completed over 800 projects, including multiple hotels in Vermont, New Hampshire, and Maine.

PROJECT PARTNERS

Franklin County Industrial Development Agency
Skyward Companies
NYS Empire State Development
NYS Department of Transportation
Adirondack Regional Federal Credit Union
Petros Pace Finance
DEW Construction

STRATEGIES

The project aligns with the following DRI Goals & Strategies:

- *Four-Season Destination: Accelerate efforts to reinforce Tupper Lake as a welcoming, four-season Adirondack community and destination with a variety of year-round activities, amenities, shopping, lodging, and dining.*

STRATEGIES (CONTINUED)

- Support a variety of businesses and organizations to offer year-round convenience and amenities for visitors and residents.
- Bolster tourism by diversifying lodging and recreational opportunities for visitors.
- Environment & History: *Celebrate and interpret Tupper Lake's value for and connection to the natural environment and history.*
 - Reinforce Tupper Lake as a model for environmental sustainability in the region by encouraging green infrastructure, energy efficiency, and decarbonization techniques.
 - Continue to support a variety of community and cultural activities for residents and visitors alike.
- Energize The Economy: *Energize the Tupper Lake economy to attract and support businesses, entrepreneurship, and employment opportunities.*
 - Provide new employment opportunities by attracting and cultivating a diverse range of new businesses.
 - Retain existing and seasonal businesses and entrepreneurs by establishing a mechanism to provide supporting programs and resources.
- Quality of Place: *Enhance the 'Quality of Place' in Tupper Lake to draw and retain residents, families, and businesses.*
 - Encourage a variety of amenities, services, and digital infrastructure to support existing and future residents and businesses.
 - Enhance community gathering spaces to support local activities, events, and traditions

This project aligns with the following North Country REDC Strategies & Visions:

Activate tourism as a driver to diversify our economies by creating demand to accelerate investment

Revitalize downtowns to create planned, vibrant, livable centers of commerce

DECARBONIZATION STRATEGIES AND BENEFITS

This project requires decarbonization measures based on building square footage. The project sponsor has indicated an intention to seek LEED certification for the hotel and to meet levels of compliance set forth in the NY Stretch Energy Code.

ANTICIPATED REVITALIZATION BENEFITS

Short-Term: Visually transform the NYS Route 3/NYS Route 30 intersection in the heart of Uptown Tupper Lake. Stimulate local food and beverage businesses on Park Street during the construction phase.

Medium-Term: Substantially increase the quantity and variety of accommodations available within the Village, capturing a greater percentage of travelers on NYS Routes 3 & 30 for overnight stays.

Long-Term: Hotel guests represent a significant cohort of customers for businesses on Park Street and a redeveloped Cliff Avenue.

PUBLIC SUPPORT

Public support for this project was identified during May 2022 through an online questionnaire. Aesthetic upgrades to the Park Street business corridor were consistently listed as a high priority among respondents to the DRI Project Questionnaire. At meetings held in April 2022, local stakeholders noted that there is insufficient hotel capacity to accommodate Wild Center tour buses, large events, and rained-out camping groups in the Adirondacks. A shortage of high-quality overnight lodging within the Village was among the leading takeaways from that series of stakeholder meetings. The project also has 15 letters of support from community members.

JOBS CREATED

Anticipated FTE job creation for this 44-room boutique hotel project includes the positions of General Manager, Maintenance Manager, Front Office Manager, and approximately twelve (12) Room Staff. The on-site restaurant and bar are anticipated to increase the total number of FTE jobs associated with this project to 26.

PROJECT BUDGET AND FUNDING SOURCES

Item	Cost	Source			Status of Funds
		Sponsor	Other Contribution	DRI Request	
Land and Development	\$990,000	\$990,000			Committed
Architect/Design	\$550,000	\$350,000	\$200,000		Committed
Construction Costs	\$7,800,000	\$650,000	\$5,150,000	\$2,000,000	Contingent/Requested
Construction Soft Costs	\$395,000		\$395,000		Contingent
FF&E	\$600,000	\$210,000	\$390,000		Contingent
Financing & Capital	\$918,616	\$427,222	\$491,394		Contingent
Pre-Opening & General Costs	\$1,025,000		\$1,025,000		Contingent
TOTAL	\$12,279,000*	\$2,627,222^A	\$7,651,394^B	\$2,000,000*	

*Rounded to the nearest \$1,000

^A Private equity

^B Combination of ESD grant, commercial mortgage loan, and supplementary financing

FEASIBILITY AND COST JUSTIFICATION

The project sponsors provided a proforma operating income and expense statement, with projections for years one through five of the hotel's operation. This project received a \$2 million grant from Empire State Development, and term sheets from financial lenders were provided by the project sponsor. Itemized cost estimates for all construction-related costs were developed by DEW Construction. Overall construction cost estimates are reasonable and align with industry standards at the time of budget/cost preparation.

REGULATORY REQUIREMENTS

The project sponsor obtained a Special-Use Permit from the Joint Planning Board for tourist accommodations on site, and the Zoning Board of Appeals granted an area variance for the project's setbacks. The project will require Village building permits for construction and occupancy. NYS Department of Transportation approvals will be required for the hotel access points along NYS Route 3 and NYS Route 30. Filing a Jurisdictional Inquiry Form (JIF) with the Adirondack Park Agency is recommended to ensure compliance with regulations for APA Hamlets. The project sponsor has indicated an intention to seek LEED certification for the hotel, which requires a verification and review process by Green Business Certification, Inc. (GBCI).

IMAGES OF CURRENT AND PROPOSED CONDITIONS:



EXISTING CONDITIONS -UNPAVED PARKING LOT AT THE PROPOSED PROJECT SITE



EXISTING CONDITIONS -UNPAVED PARKING LOT AT THE PROPOSED PROJECT SITE



EXISTING CONDITIONS -UNPAVED PARKING LOT AT THE PROPOSED PROJECT SITE, WITH
NYS ROUTES 3 & 30 SIGNAGE DISPLAYING DISTANCES TO REGIONAL DESTINATIONS



PROPOSED FRONT AND BACK ELEVATIONS



TIMEFRAME FOR IMPLEMENTATION

- Property purchase (Completed)
- Special Use Permit (Completed)
- Start construction (Fall/Winter 2022)
- Finish construction (Fall/Winter 2023)
- Opening (Spring 2024)

J. RENOVATE AND UPLIFT 87 PARK STREET



PROJECT TITLE

Renovate and Uplift 87 Park Street

DRI FUNDING REQUEST

Total DRI Funds: \$131,000 (33% DRI Ask)

Total Project Cost: \$401,000

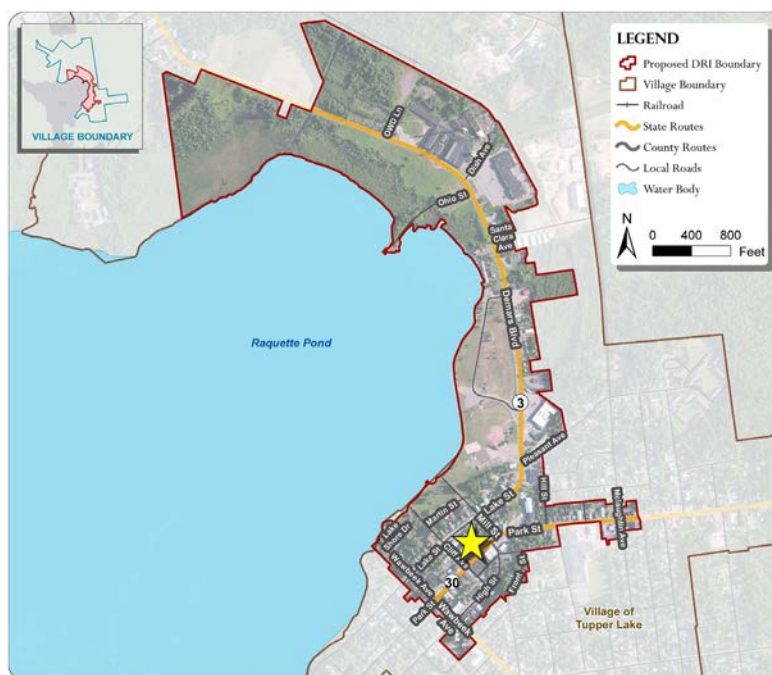
PROJECT DESCRIPTION

The proposed project will contribute to Tupper Lake's residential and overnight lodging stock while enhancing the visual appeal of the Park Street business corridor.

The project involves façade, HVAC, and interior renovations to create three apartments in a mixed-use building whose commercial tenant is Well Dressed Food. Exterior work to the building will include the installation of new windows on the second and third floors, the replacement of window-unit air conditioners with ductless mini-split systems, and the addition of a handicap-accessible ramp on the first floor. Interior renovations will include HVAC and energy efficiency upgrades throughout. The second floor will feature two market-rate apartments, while the third floor will feature a short-term vacation rental unit.

PROJECT LOCATION

87 Park Street
Tupper Lake, NY 12986



OWNER/SPONSOR

Project Sponsor: Adirondack West Properties, Patrick Fillette

Property Owner: The project sponsor completed the purchase of the building at 87 Park Street from DTRC, LLC in April 2022.

CAPACITY

Project sponsor, Patrick Fillette, has managed two successful short-term rentals in Tupper Lake since 2016. Mr. Fillette has completed the purchase of the building at 87 Park Street during the DRI process (April 2022) and has engaged architect Rick Alfandre (AIA, LEED AP BD+C) to lead the design of the renovations to the second and third floors, incorporating energy efficiency and green building elements.

PROJECT PARTNERS

Alfandre Architecture
Well Dressed Food

STRATEGIES

The project aligns with the following DRI Goals & Strategies:

- Four Season Destination: Accelerate efforts to reinforce Tupper Lake as a welcoming, four-season Adirondack community and destination with a variety of year-round activities, amenities, shopping, lodging, and dining.
 - Support a variety of businesses and organizations to offer year-round convenience and amenities for visitors and residents.
 - Bolster tourism by diversifying lodging and recreational opportunities for visitors.

STRATEGIES (CONTINUED)

- **Environment & History:** Celebrate and interpret Tupper Lake's value for and connection to the natural environment and history.
 - Reinforce Tupper Lake as a model for environmental sustainability in the region by encouraging green infrastructure, energy efficiency, and decarbonization techniques.
 - Continue to support a variety of community and cultural activities for residents and visitors alike.
- **Energize The Economy:** Energize the Tupper Lake economy to attract and support businesses, entrepreneurship, and employment opportunities.
 - Provide new employment opportunities by attracting and cultivating a diverse range of new businesses.
- **Quality of Place:** Enhance the 'Quality of Place' in Tupper Lake to Energize The Economy: Energize the Tupper Lake economy to attract and support businesses, entrepreneurship, and employment opportunities.
 - Encourage a variety of amenities, services, and digital infrastructure to support existing and future residents and businesses.
 - Enhance community gathering spaces to support local activities, events, and traditions.
 - Support expanded housing opportunities and enhance housing quality to provide for a range of income levels.

This project aligns with the following North Country REDC Strategies:

Activate tourism as a driver to diversify our economies by creating demand to accelerate investment

Develop a variety of housing options necessary to attract and retain residents and a quality workforce

Revitalize downtowns to create planned, vibrant, livable centers of commerce

DECARBONIZATION STRATEGIES AND BENEFITS

Decarbonization is not required for this project, as the building size does not meet the 10,000 square foot standard for substantial rehabilitation projects. However, the project includes energy efficient activities such as window upgrades, heat pump water heaters, and HVAC improvements to contribute to decarbonization.

ANTICIPATED REVITALIZATION BENEFITS

Short-Term: New HVAC systems will eliminate unsightly window units on the upper floors of a historic Park Street building while improving conditions for workers and customers at Well Dressed Food. The planned handicap-accessible ramp will expand access for disabled patrons.

Medium-Term: The short-term rental apartment on the third floor will bring more potential restaurant/shopping customers into the heart of Uptown for overnight stays, supporting local businesses.

Long-Term: The two long-term rental apartments on the second floor will expand housing options within the DRI Study Area.

PUBLIC SUPPORT

Public support was solicited during May 2022 through an online questionnaire. Written public comment was also received through the project website. Aesthetic upgrades to the Park Street business corridor were consistently listed as a high priority among respondents to the DRI Project Questionnaire. Support for increased housing and overnight lodging were both widely expressed during stakeholder group meetings held locally in April 2022.

JOBS CREATED

This project will result in one .5 FTE position for property management/maintenance. The current first-floor tenant, Well Dressed Food – which currently has eight employees in a variety of part- and full-time positions – is expected to remain in operation at this location.

PROJECT BUDGET AND FUNDING SOURCES

Item	Cost	Source			Status of Funds
		Sponsor	Other Contribution	DRI Request	
HVAC	\$72,565			\$72,565	Requested
Front of Building Improvements	\$34,500			\$34,500	Requested
Rear Windows	\$14,375			\$14,375	Requested
Accessibility Improvements	\$8,625			\$8,625	Requested
Exterior Improvements	\$25,875	\$25,875			Secured
Interior Improvements	\$230,000	\$230,000			Secured
New smoke detection, CO detection and fire alarm system (central station) throughout	\$15,000	\$15,000			Secured
TOTAL	\$401,000*	\$270,875^A		\$131,000*	

*Rounded up to the nearest \$1,000.

^A Private equity

FEASIBILITY AND COST JUSTIFICATION

Cost estimates for this project were developed by Rick Alfandre (AIA, LEED AP BD+C) of Alfandre Architecture, using generally accepted means of cost allocation and estimation. The project sponsor intends to privately finance all project expenses not covered by DRI award funding. Overall construction cost estimates are reasonable and align with industry standards at the time of budget/cost preparation.

REGULATORY REQUIREMENTS

The project will require Village building permits for construction and occupancy.

IMAGES OF CURRENT CONDITIONS:



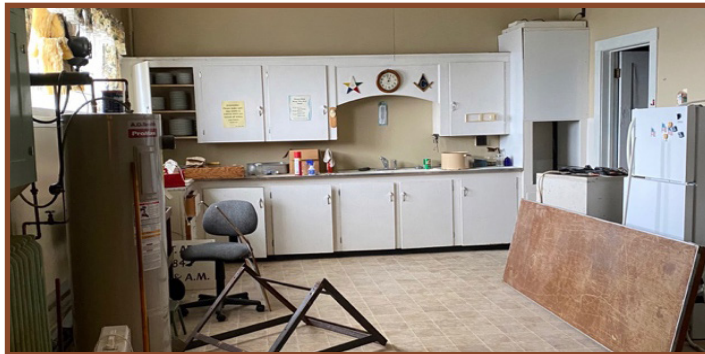
CURRENT CONDITIONS OF 87 PARK STREET (RIGHT) BUILDING EXTERIOR



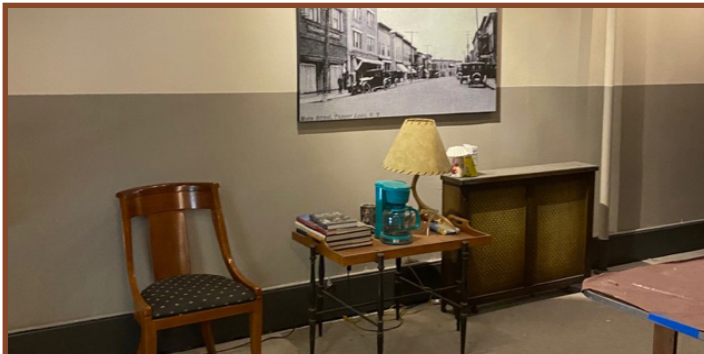
CURRENT CONDITIONS OF THIRD FLOOR AT 87 PARK STREET



CURRENT CONDITIONS 87 PARK STREET



CURRENT CONDITIONS OF THIRD FLOOR AT 87 PARK STREET



CURRENT CONDITIONS OF SECOND FLOOR AT 87 PARK STREET

IMAGES OF PROPOSED CONDITIONS:



TIMEFRAME FOR IMPLEMENTATION

Property purchase (Completed April 2022)
Obtain permits (Fall/Winter 2022)
Begin renovation work (Winter/Spring 2023)
Finish renovations (Winter 2023/2024)

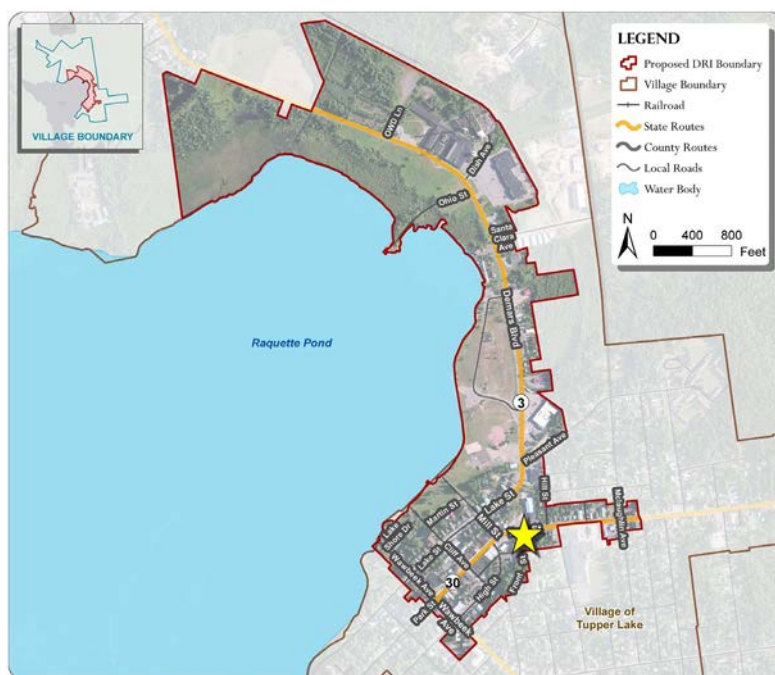
K. DEVELOP TUPPER LAKE BREWING COMPANY



PROJECT TITLE	Develop Tupper Lake Brewing Company
DRI FUNDING REQUEST	Total DRI Funds: \$148,000 (40% DRI Ask) Total Project Cost: \$370,000
PROJECT DESCRIPTION	<p>The Tupper Lake Brewing Company project will bring a new craft beer business to Uptown Tupper Lake, helping to transform an unsightly parcel at the eastern gateway of the Uptown commercial corridor into a local attraction.</p> <p>The project involves the demolition of a building at 138 Lake Street and the construction of a new 850square-foot brewery and taproom. The site will include space for an outdoor beer garden and a parking area for food trucks.</p>

PROJECT LOCATION

138 Park Street
Tupper Lake, NY 12986



OWNER/SPONSOR

Project Sponsor: Tupper Lake Brewing Company, LLC, Sara Kriwox

Property Owner: The project sponsor owns the property at 138 Park Street, the intended project site.

CAPACITY

Project sponsors Sara and Cornelius Kriwox have substantial service industry and brewing experience, respectively. The sponsors have successfully received pre-approval for loan financing from the Adirondack Regional Credit Union in the amount of \$195,900, pending selection as a DRI grant awardee.

PROJECT PARTNERS

Village of Tupper Lake Municipal Water/Wastewater Department
Village of Tupper Lake Municipal Electric Department
Adirondack Regional Federal Credit Union

STRATEGIES

The project aligns with the following DRI Goals & Strategies:

Four Season Destination: Accelerate efforts to reinforce Tupper Lake as a welcoming, four-season Adirondack community and destination with a variety of year-round activities, amenities, shopping, lodging, and dining.

- Support a variety of businesses and organizations to offer year-round convenience and amenities for visitors and residents.
- Bolster tourism by diversifying lodging and recreational opportunities for visitors.

STRATEGIES (CONTINUED)

- **Environment & History:** Celebrate and interpret Tupper Lake's value for and connection to the natural environment and history.
 - Reinforce Tupper Lake as a model for environmental sustainability in the region by encouraging green infrastructure, energy efficiency, and decarbonization techniques.
 - Continue to support a variety of community and cultural activities for residents and visitors alike.
- **Energize The Economy:** Energize the Tupper Lake economy to attract and support businesses, entrepreneurship, and employment opportunities.
 - Provide new employment opportunities by attracting and cultivating a diverse range of new businesses.
- **Quality of Place:** Enhance the 'Quality of Place' in Tupper Lake to Energize The Economy: Energize the Tupper Lake economy to attract and support businesses, entrepreneurship, and employment opportunities.
 - Encourage a variety of amenities, services, and digital infrastructure to support existing and future residents and businesses.
 - Enhance community gathering spaces to support local activities, events, and traditions.

This project aligns with the following North Country REDC Strategies:

Revitalize downtowns to create planned, vibrant, livable centers of commerce

Activate tourism as a driver to diversify our economies by creating demand to accelerate investment

DECARBONIZATION STRATEGIES AND BENEFITS

Decarbonization is not required for this project, as the building size does not meet the 5,000 square foot standard for new construction projects. However, the project includes energy efficient activities such as an all-electric brewing system to contribute to decarbonization. Future installation of solar panels is also considered for this project.

ANTICIPATED REVITALIZATION BENEFITS

Short-Term: Replacing a building that has long been a derelict eyesore with an attractive new building will create an enhanced gateway experience for visitors to Tupper Lake.

Medium-Term: Attracting evening/weekend patrons to a central Village location will contribute to a sense of commercial vitality in Uptown.

Long-Term: Increase property and business tax revenue for the Village. Create additional momentum for regional craft brewing networks and events. Provide business partnership opportunities for regional food truck operators and vendors.

PUBLIC SUPPORT

Public support was solicited during May 2022 through an online questionnaire. This project proposal received a high level of public support from questionnaire respondents. Aesthetic upgrades to the Park Street business corridor were consistently listed as a high priority among respondents to the DRI Project Questionnaire. During a meeting in April 2022, local stakeholders identified addressing empty or abandoned properties within the DRI Boundary as an important priority.

JOBS CREATED

This project will result in two FTE positions upon opening – brewing operations manager and service/marketing manager – with the potential for further job creation as the business develops. The business plan also features partnerships with local/regional food trucks to provide on-site food service, expanding commercial opportunities for area food vendors.

PROJECT BUDGET AND FUNDING SOURCES

Item	Cost	Source			Status of Funds
		Sponsor	Other Contribution	DRI Request	
Foundation/Site work	\$15,000	\$15,000			Committed
Construction/Labor	\$114,000	\$68,400		\$45,600	Contingent/Requested
Architect & Design Plans	\$18,000	\$18,000			Committed
Demolition	\$30,000	\$30,000			Committed
Brewing Equipment	\$84,500	\$4,300		\$80,200	Contingent/Requested
Interior Finishing/Misc.	\$40,400	\$18,240		\$22,160	Contingent/Requested
Land Acquisition/Legal fees	\$68,000	\$68,000			Committed
TOTAL	\$370,000*	\$221,940^A		\$148,000*	

*Rounded up to the nearest \$1,000.

^ACombination of bank loan and private equity

FEASIBILITY AND COST JUSTIFICATION

Cost estimates were developed by CJE Framing, Inc. based upon blueprints from GYMO Architecture/Engineering/Land Surveying, D.P.C. Overall construction cost estimates are reasonable and align with industry standards at the time of budget/cost preparation.

REGULATORY REQUIREMENTS

The project sponsor obtained site plan approval from the Planning Board in April 2022. In July of 2021, the project sponsor was granted a special use permit by the Planning Board to operate a brewhouse/taproom at 138 Park Street. The project will require Village building permits for construction and occupancy.

IMAGES OF CURRENT AND PROPOSED CONDITIONS:



EXISTING SITE CONDITIONS AFTER DEMOLITION OF ORIGINAL BUILDING AT 138 PARK STREET



PROPOSED BREWERY/TAPROOM BUILDING AND OUTDOOR SEATING AREA



PROPOSED LANDSCAPING DETAILS

TIMEFRAME FOR IMPLEMENTATION

Demolition of the existing building at 138 Park Street, removal, site work (April/May 2022)

Final approval from local government for a special use permit to operate a brewery (Approved April 2022)

Completion of NY stamped construction and design plans (May/June 2022)

Secure additional financing (Pre-approval, pending DRI award – completed May 2022)

Begin new foundation/site work (September/October 2022)

Begin exterior construction (October/November 2022, pending DRI award status)

Begin interior construction (December 2022)

Final interior finishing and brewery set up (March 2023)

Grand opening of Tupper Lake Brewing Co. (May 2023)

L. IMPROVE MULTI-FAMILY HOUSING IN TUPPER LAKE



PROJECT TITLE

Improve Multi-Family Housing in Tupper Lake

DRI FUNDING REQUEST

Total DRI Funds: \$725,000 (27% DRI Ask)
Total Project Cost: \$2,660,000

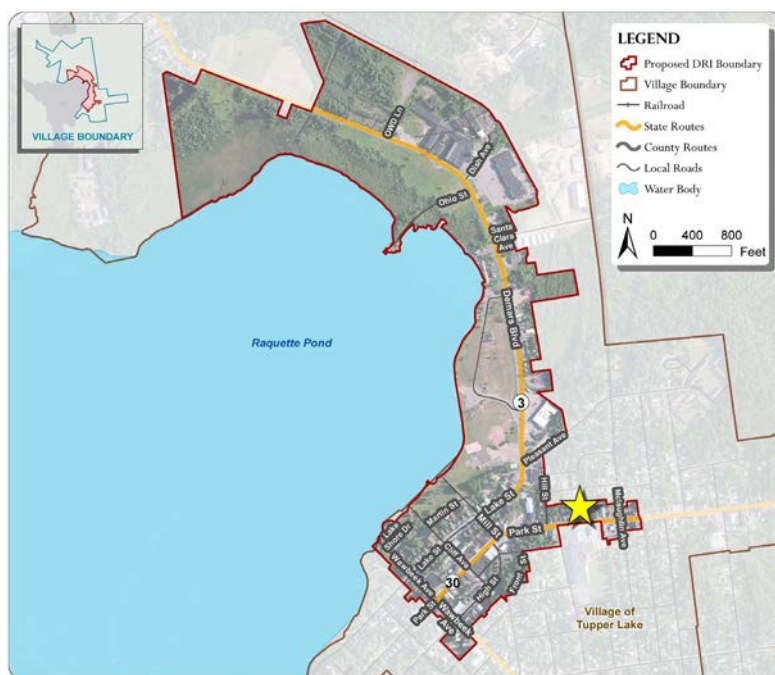
PROJECT DESCRIPTION

The proposed project, sponsored by the nonprofit Northern Forest Center, will expand the stock of workforce housing in the Village, allowing local employers to attract and retain workers. Exterior upgrades to multiple neglected residences at the eastern gateway to the Village will also heighten the visual appeal of the DRI Study Area.

The project involves the renovation and rehabilitation of highly visible residential properties within the DRI boundary. The properties are located across the street from Tupper Lake Middle/High School and within short walking distance of the Park Street business corridor. The building at 179 Park Street was formerly operated as the Plaza Hotel and, later, as a rooming house. Renovations to this property are expected to result in eight residential units: two 3-bedroom apartments, two 2-bedroom apartments, and four 1-bedroom apartments. The residence next door at 185 Park Street will be a single-family long-term rental.

PROJECT LOCATION

179 & 185 Park Street
Tupper Lake, NY 12986



OWNER/SPONSOR

Project Sponsor: Northern Forest Center, Leslie Karasin, Adirondack Program Manager

Property Ownership: The project sponsor provided executed option agreements for the properties at 179 and 185 Park Street, dated May 10, 2022.

CAPACITY

The Northern Forest Center has acted as a non-profit developer acquiring, renovating, and renting properties since 2017 in Millinocket (ME) and, subsequently, in Lancaster (NH). In Millinocket, the Center purchased, renovated, and is currently renting six single- and multi-unit houses containing eleven (11) total rental units. The Center finances these projects through a capitalization approach that includes “impact investments” (investments by foundations and individuals seeking high community benefit and modest financial returns) and a capital stack that layers multiple types of equity financing, including public and private grant dollars. The result of this approach has been to create financially viable projects that deliver on community needs, enhance community aesthetics, and provide a higher magnitude of capital investment than the private market can generally deliver. This approach is especially useful in communities where housing and building stock often suffers from decades of under-investment.

PROJECT PARTNERS

High Peaks Home Improvement/Inspection, LLC
Franklin County Department of Real Property Tax Services

STRATEGIES

The project aligns with the following DRI Goals & Strategies:

- Four Season Destination: Accelerate efforts to reinforce Tupper Lake as a welcoming, four-season Adirondack community and destination with a variety of year-round activities, amenities, shopping, lodging, and dining.
 - Bolster tourism by diversifying lodging and recreational opportunities for visitors.
- Environment & History: Celebrate and interpret Tupper Lake's value for and connection to the natural environment and history.
 - Reinforce Tupper Lake as a model for environmental sustainability in the region by encouraging green infrastructure, energy efficiency, and decarbonization techniques.
- Energize The Economy: Energize the Tupper Lake economy to attract and support businesses, entrepreneurship, and employment opportunities.
 - Provide new employment opportunities by attracting and cultivating a diverse range of new businesses.
 - Encourage the development of new and diverse housing opportunities to attract new employees, remote workers, and new consumers to Tupper Lake.
- Quality of Place: Enhance the 'Quality of Place' in Tupper Lake to draw and retain residents, families, and businesses.
 - Support expanded housing opportunities and enhance housing quality to provide for a range of income levels.

This project aligns with the following North Country REDC Strategies:

- Reduce barriers to enable the region to train, retain and recruit its needed workforce
- Develop a variety of housing options necessary to attract and retain residents and a quality workforce
- Revitalize downtowns to create planned, vibrant, livable centers of commerce

DECARBONIZATION STRATEGIES AND BENEFITS

Decarbonization is not required for this project, as the building size does not meet the 10,000 square foot standard for substantial rehabilitation projects. However, the project includes energy efficient windows, appliances, heating systems, and air sealing components to contribute to decarbonization.

AFFORDABILITY

Based upon the Northern Forest Center's prior experience with the U.S. Treasury's New Markets Tax Credit program for housing projects, the project sponsor will ensure that at least 20% of the final unit number serves families at 80% - 120% AMI. The sponsor will include a question about eligibility for this metric on tenant intake forms and will set rents to fall within the aforementioned income range.

ANTICIPATED REVITALIZATION BENEFITS

Short-Term: Façade upgrades will contribute to the attractiveness of the main eastern gateway to the Village.

Medium-Term: By increasing the availability of workforce housing, locally, the project will allow Village, Town, and regional employers to attract and retain employees.

Long-Term: Increase property tax revenues for the Village. This project also bolsters the established connection between the nonprofit Northern Forest Center and the Village of Tupper Lake, which has the potential to lead to future collaborative efforts.

PUBLIC SUPPORT

The need for workforce housing to attract and retain residents was a consistent theme during local stakeholder meetings in April 2022. During the same set of meetings, local stakeholders identified addressing empty or abandoned properties as an important priority. Strong support for Park Street “facelifts” was expressed in the additional comments section of the DRI Project Questionnaire, which was distributed in May 2022.

JOBS CREATED

No jobs will directly result from this project. However, the creation of new workforce housing is expected to facilitate hiring and employee retention for Tupper Lake employers.

PROJECT BUDGET AND FUNDING SOURCES

Item	Cost	Source			Status of Funds
		Sponsor	Other Contribution	DRI Request	
Site acquisition	\$515,000	\$515,000			Committed
Pre-construction expenses	\$17,000	\$17,000			Committed
Renovations	\$2,127,500	\$1,402,500		\$725,000	Committed/ Requested
TOTAL	\$2,660,000*	\$1,934,500^A		\$725,000*	

*Rounded up to the nearest \$1,000.

^A Organization funds

FEASIBILITY AND COST JUSTIFICATION

The project scope of work and cost estimates were developed by Shawn Duheme of High Peaks Home Improvement/Inspection, LLC. Estimated renovation costs per square-foot were also informed by comparable projects that Northern Forest Center has undertaken in Maine and New Hampshire. Overall construction cost estimates are reasonable and align with industry standards at the time of budget/cost preparation.

REGULATORY REQUIREMENTS

The project will require Village building permits for construction and occupancy.

IMAGES OF CURRENT AND PROPOSED CONDITIONS:



EXISTING CONDITIONS OF 179 (LEFT) AND 185 PARK STREET



PROPOSED EXTERIOR IMPROVEMENTS FOR 179 AND 185 PARK STREET

Before



⬆ PARKER J NOYES, LANCASTER, NH

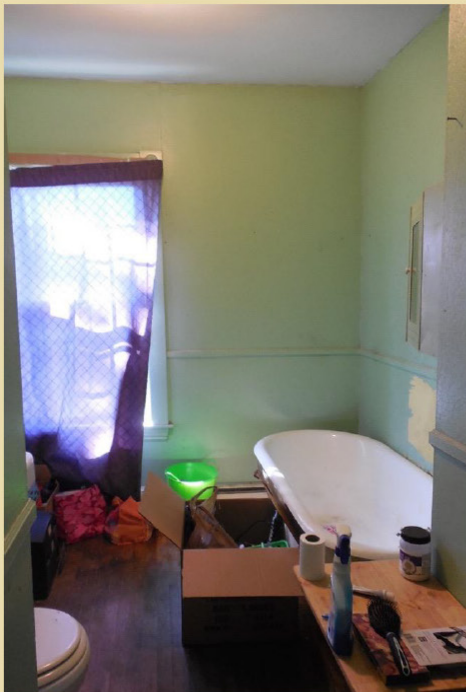
After



PAST NORTHERN FOREST CENTER PROPERTY RENOVATION IN LANCASTER, NEW HAMPSHIRE – EXTERIOR DETAIL

⬆ 26 Central Street, Millinocket, ME

Before



After



PAST NORTHERN FOREST CENTER PROPERTY RENOVATION IN MILLINOCKET, ME – INTERIOR DETAIL

TIMEFRAME FOR IMPLEMENTATION

Initial Landowner Communications, Permitting Assessment, and Finalize Site Selection and Secure Property Options (March 2022 – April 2022)

Fundraising (March 2022 – December 2022)

Modification of Project Description (May 2022)

Inclusion in Strategic Investment Plan (June 2022 / July 2022)

Complete Project Redevelopment Plans to Schematic Design (July 2022 – October 2022)

State Award Announcements (October 2022 / November 2022)

Complete Project Redevelopment Plans to Construction Documents (October 2022 – January 2023)

Agency Contract in Place (December 2022 / January 2023)

RFP for Construction Services (December 2022 – February 2023)

Close on Properties (January 2023 / February 2023)

Permitting as Necessary (January 2023 / February 2023)

Construction Services Contract (March 2023)

Demolition and Construction (April 2023 – February 2024)

Project Completion (March 2024)

M. BRING HIGH PEAKS CYCLERY TO TUPPER LAKE



PROJECT TITLE

Bring High Peaks Cyclery to Tupper Lake

DRI FUNDING REQUEST

Total DRI Funds: \$100,000 (25% DRI Ask)

Total Project Cost: \$400,000

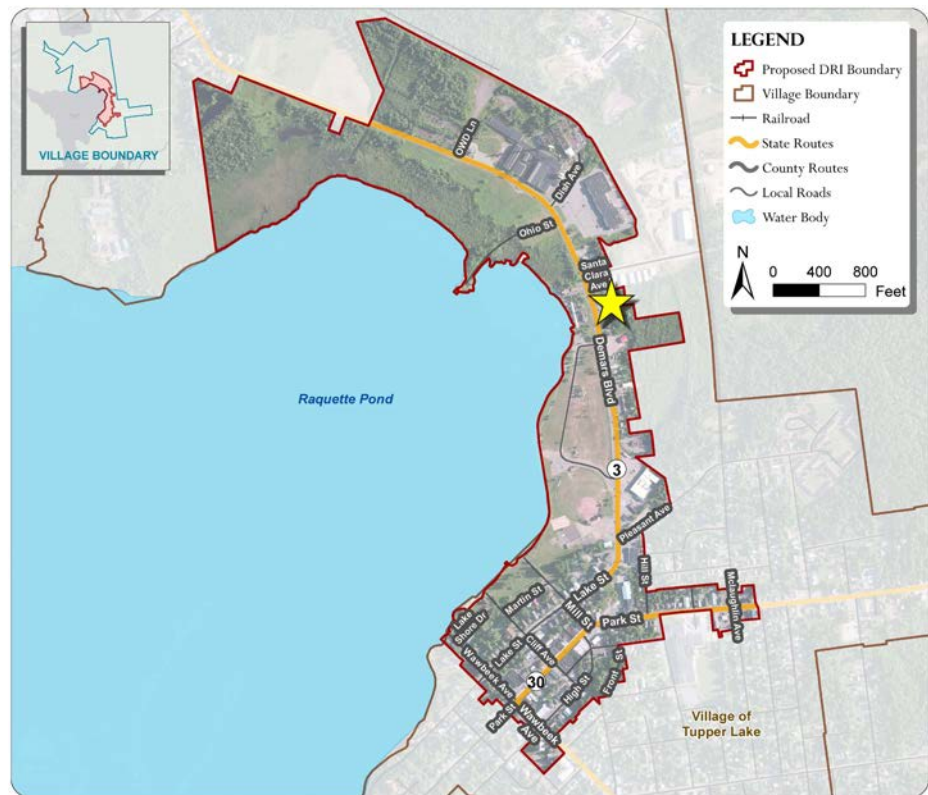
PROJECT DESCRIPTION

The High Peaks Cyclery project will allow a successful Lake Placid business to expand its operations within the DRI Study Area. Considering the rail trail development already in progress between Tupper Lake and its sister cities in the Tri-Lakes region, the addition of a cyclery adjacent to local trail routes represents a clear strategic opportunity. The planned conversion of an abandoned dollar store location also holds great promise for enhancing the visual appeal of Demars Boulevard.

The project involves both interior and exterior renovations to the existing building at 76 Demars Boulevard, as well as landscaping and other site improvements. The building contains approximately 7,000 square feet of commercial space, roughly equivalent to the existing cyclery in Lake Placid.

PROJECT LOCATION

76 Demars Boulevard
Tupper Lake, NY 12986



OWNER/SPONSOR

Project Sponsor: High Peaks Cyclery, Brian Delaney

Property Ownership: The property is currently owned by a trust, of whom Annette M. Durritzague is the primary trustee. The project sponsor has provided confidential correspondence from a designated real estate professional, Matt Ellis of Coldwell Banker Whitbeck, attesting to the feasibility of property acquisition, pending the official determination of DRI awardees by the NYS Department of State.

CAPACITY

Project sponsor, Brian Delaney, has operated a successful cyclery and outdoor equipment shop in Lake Placid, NY since 1983. The current High Peaks Cyclery in Lake Placid will continue operation, lending regional brand recognition and operational know-how for staffing, as well as providing a reliable revenue stream to offset start-up costs at the new location in Tupper Lake.

PROJECT PARTNERS

Matt Ellis, Coldwell Banker Whitbeck Realty
ROOST

STRATEGIES

The project aligns with the following DRI Goals & Strategies:

- Four Season Destination: Accelerate efforts to reinforce Tupper Lake as a welcoming, four-season Adirondack community and destination with a variety of year-round activities, amenities, shopping, lodging, and dining.
 - Support a variety of businesses and organizations to offer year-round convenience and amenities for visitors and residents.
 - Bolster tourism by diversifying lodging and recreational opportunities for visitors.
- Environment & History: Celebrate and interpret Tupper Lake's value for and connection to the natural environment and history.
 - Reinforce Tupper Lake as a model for environmental sustainability in the region by encouraging green infrastructure, energy efficiency, and decarbonization techniques.
 - Continue to support a variety of community and cultural activities for residents and visitors alike.
- Energize The Economy: Energize the Tupper Lake economy to attract and support businesses, entrepreneurship, and employment opportunities.
 - Provide new employment opportunities by attracting and cultivating a diverse range of new businesses.
- Quality of Place: Enhance the 'Quality of Place' in Tupper Lake to draw and retain residents, families, and businesses.
 - Encourage a variety of amenities, services, and digital infrastructure to support existing and future residents and businesses.

This project aligns with the following North Country REDC Strategies:

- Activate tourism as a driver to diversify our economies by creating demand to accelerate investment
- Revitalize downtowns to create planned, vibrant, livable centers of commerce

DECARBONIZATION STRATEGIES AND BENEFITS

Decarbonization is not required for this project, as the building size does not meet the 10,000 square foot standard for substantial rehabilitation projects. However, the project includes energy efficient LED lighting as a component to contribute to decarbonization. Future installation of solar panels is also considered for this project.

ANTICIPATED REVITALIZATION BENEFITS

Short-Term: Enhance the visual appeal of the Demars Boulevard corridor by converting an abandoned property.

Medium-Term: Increase employment opportunities for local workers. Serve as a tourist amenity, support annual events such as the Tinman Triathlon, and encourage usage of enhanced local trail networks.

Long-Term: Capitalize on the development of rail trail infrastructure regionally to put Tupper Lake "on the map" as a cycling destination.

PUBLIC SUPPORT

Public support was solicited during May 2022 through an online questionnaire. This project received a high level of public support from questionnaire participants. Respondents to the Community Values and Vision Survey, conducted in March 2022, identified “Outdoor Recreation” as the top reason to live, work, visit or shop in Tupper Lake. During a meeting in April 2022, local stakeholders identified addressing empty or abandoned properties within the DRI Boundary as an important priority.

JOBS CREATED

Although the overall number of FTE created by this project is undetermined, there is anticipated need for retail sales positions as well as tour leader, guide service, and shuttle driver position as the business develops.

PROJECT BUDGET AND FUNDING SOURCES

Item	Cost	Source			Status of Funds
		Sponsor	Other Contribution	DRI Request	
Property Acquisition	\$225,000	\$225,000			Contingent
Interior/Exterior Renovation	\$105,000	\$5,000		\$100,000	Requested
Pavilion Cost	\$30,000	\$30,000			Contingent
Van Cost	\$40,000	\$40,000			Contingent
TOTAL	\$400,000	\$300,000^A		\$100,000	

^A Private equity

FEASIBILITY AND COST JUSTIFICATION

Cost estimates for property acquisition were developed in consultation with Matt Ellis of Coldwell Banker Whitbeck Realty. Renovation cost estimates for the existing structure at 76 Demars Boulevard were generated based upon comparable costs at the similarly sized High Peaks Cyclery location in Lake Placid, NY. Overall construction cost estimates are reasonable and align with industry standards at the time of budget/cost preparation.

REGULATORY REQUIREMENTS

The project will require Village building permits for construction and occupancy. The Adirondack Park Agency recommends filing a Jurisdictional Inquiry Form (JIF) to ensure compliance with regulations for APA Hamlets.

IMAGES OF CURRENT AND PROPOSED CONDITIONS:



EXISTING CONDITIONS – BUILDING EXTERIOR OF PROPOSED PROJECT SITE AT 78 DEMARS BOULEVARD



EXISTING EXTERIOR CONDITIONS OF HIGH PEAKS CYCLERY LOCATION IN LAKE PLACID, NY



EXISTING INTERIOR CONDITIONS OF HIGH PEAKS CYCLERY LOCATION IN LAKE PLACID, NY



CONSULTANT GENERATED CONCEPT

TIMEFRAME FOR IMPLEMENTATION

- Finalize site acquisition (Winter 2022/2023)
- Begin site renovation (2023)
- Estimated Completion (Winter 2023/2024)

N. EXPAND TUPPER ARTS' PRESENCE IN UPTOWN



PROJECT TITLE

Expand Tupper Arts' Presence in Uptown

DRI FUNDING REQUEST

Total DRI Funds: \$693,000 (78% DRI Ask)

Total Project Cost: \$893,000

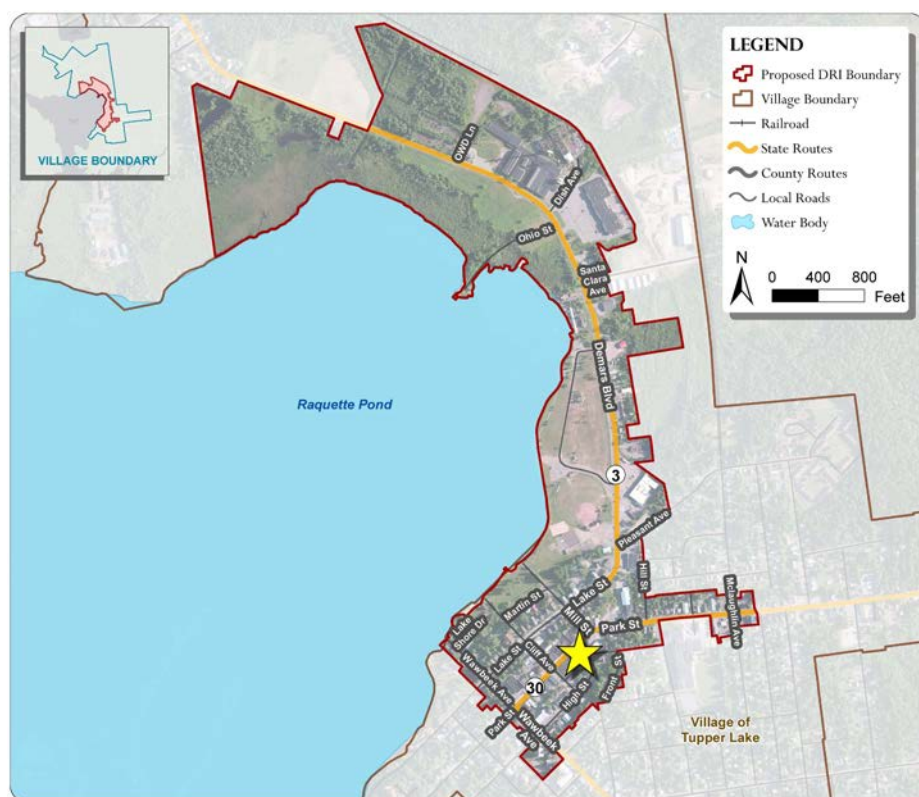
PROJECT DESCRIPTION

The proposed project expands the programming capacity of Tupper arts, a local nonprofit, by facilitating a series of upgrades to two buildings that represent the cultural and geographic heart of Uptown Tupper Lake. As sponsors of arts and cultural events in the Village, Tupper Arts seeks to ensure the long-term viability of a historic theater while creating a four-season performance space to complement its successful outdoor summer programs at the Tupper Lake Bandshell in Flanders Park.

The project involves the renovation of the State Theater by Tupper Arts, Inc. (Tupper Arts) as well as insulation/HVAC/roof upgrades to the theater and adjacent Tupper Arts building at 106 Park Street. The scope of work also includes façade and marquee upgrades to the exterior of the theater building and stage/screen/flooring upgrades to the interior, which will result in a year-round performance space.

PROJECT LOCATION

100 & 106 Park Street
Tupper Lake, NY 12986



OWNER/SPONSOR

Project Sponsor: Tupper Arts, Inc., Susan Delehanty

Property Ownership: Tupper Arts, Inc. owns the building at 106 Park Street and has a contract for the purchase of the Adirondack State Theater at 100 Park Street, effective May 2022.

CAPACITY

The project sponsor, Tupper Arts, began as a not-for-profit entity in 2018 with a budget of approximately \$5,000. Since that time, the organization's budget has grown to over \$275,000 owing to a combination of grant writing expertise, annual fundraising, and a capital campaign. In less than 15 months, the capital campaign raised more than \$240,000. The organization has successfully implemented a Main Street grant to redesign the façade of the arts center at 106 Park Street. In addition to an active roster of volunteers who provide over 1,500 volunteer hours annually, Tupper Arts hired an employee in June 2022 to coordinate day-to-day operations. The Franklin County Economic Development Corporation has partnered with Tupper Arts to provide additional capacity including budget review and analysis for the planned theater acquisition and upgrades.

PROJECT PARTNERS

Franklin County Economic Development Corporation
NYS Homes and Community Renewal - Main Street grant program

STRATEGIES

The project aligns with the following DRI Goals & Strategies:

- Four Season Destination: Accelerate efforts to reinforce Tupper Lake as a welcoming, four-season Adirondack community and destination with a variety of year-round activities, amenities, shopping, lodging, and dining.
 - Support a variety of businesses and organizations to offer year-round convenience and amenities for visitors and residents.
- Environment & History: Celebrate and interpret Tupper Lake's value for and connection to the natural environment and history.
 - Reinforce Tupper Lake as a model for environmental sustainability in the region by encouraging green infrastructure, energy efficiency, and decarbonization techniques.
 - Continue to support a variety of community and cultural activities for residents and visitors alike.
- Energize The Economy: Energize the Tupper Lake economy to attract and support businesses, entrepreneurship, and employment opportunities.
 - Provide new employment opportunities by attracting and cultivating a diverse range of new businesses.
- Quality of Place: Enhance the 'Quality of Place' in Tupper Lake to draw and retain residents, families, and businesses.
 - Encourage a variety of amenities, services, and digital infrastructure to support existing and future residents and businesses.
 - Enhance community gathering spaces to support local activities, events, and traditions.

This project aligns with the following North Country REDC Strategies:

Revitalize downtowns to create planned, vibrant, livable centers of commerce

Activate tourism as a driver to diversify our economies by creating demand to accelerate investment

DECARBONIZATION STRATEGIES AND BENEFITS

Decarbonization is not required for this project, as the building size does not meet the 10,000 square foot standard for substantial rehabilitation projects. However, the project includes energy efficient activities such as roof insulation and HVAC upgrades to contribute to decarbonization.

ANTICIPATED REVITALIZATION BENEFITS

Short-Term: Modernize the business model of the Adirondack State Theater, to assure its ongoing economic viability.

Medium-Term: Create an all-weather, four-season venue for performances in the heart of Uptown Tupper Lake, drawing residents, visitors, performers, and others.

Long-Term: Build capacity for Tupper Arts, supporting the organization's efforts to expand the arts & culture economy of the Village.

PUBLIC SUPPORT

Public support was solicited during May 2022 through an online questionnaire. Written public comment was also received through the project website. Among the 113 recorded responses to the DRI Project Questionnaire, Tupper Arts Rising received strong public support. In the additional comments section of the Questionnaire, numerous respondents emphasized the need for Park Street “facelifts” as an important priority in the Village.

JOBS CREATED

The business plan for this project forecasts the creation of 2-3 FTE positions to manage day-to-day operations. The Board of Directors budgeted for the hiring of one FTE position, filled in June 2022, with additional positions expected to follow.

PROJECT BUDGET AND FUNDING SOURCES

Item	Cost	Source			Status of Funds
		Sponsor	Other Contribution	DRI Request	
State Theatre Acquisition	\$200,000	\$200,000			Committed
New Roofing	\$127,200			\$127,200	Requested
HVAC	\$60,000			\$60,000	Requested
Theater Improvements	\$356,660			\$356,660	Requested
Soft Costs (Design/ Eng, etc)	\$148,772			\$148,772	Requested
TOTAL	\$893,000*	\$200,000^A		\$693,000*	

*Rounded up to the nearest \$1,000.

^A Franklin County EDC mortgage

FEASIBILITY AND COST JUSTIFICATION

Cost estimates for this project were developed by Robert Thomas of CNY Home Improvement and by North Country Spray Foam. The Franklin County Economic Development Corporation reviewed both the scope of work and the cost estimates associated with this project and found all elements of the proposed project “very realistic and justified.” Overall construction cost estimates are reasonable and align with industry standards at the time of budget/cost preparation.

REGULATORY REQUIREMENTS

The project will require Village building permits for construction and occupancy.

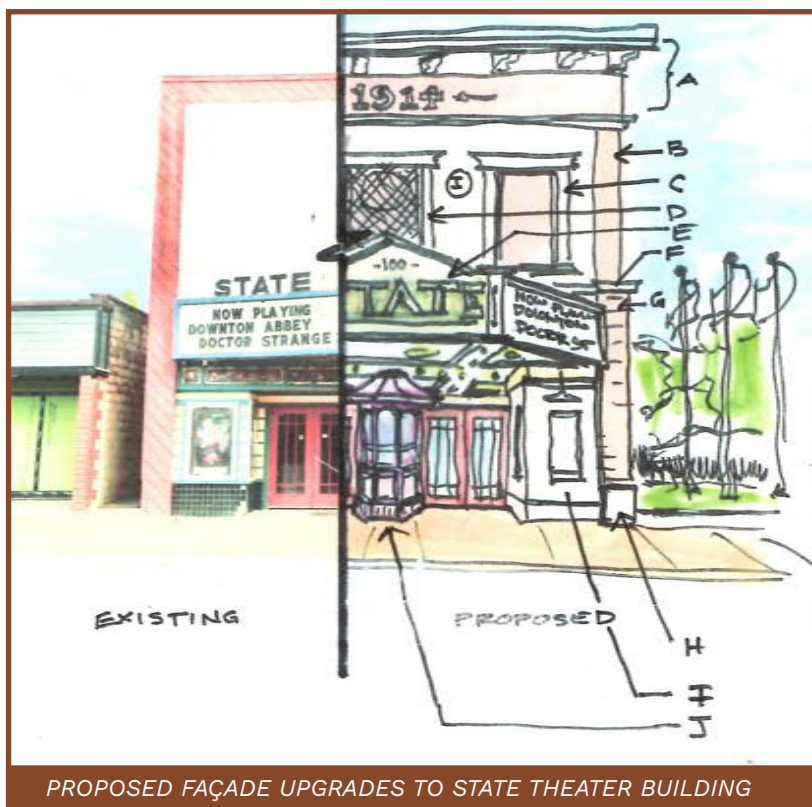
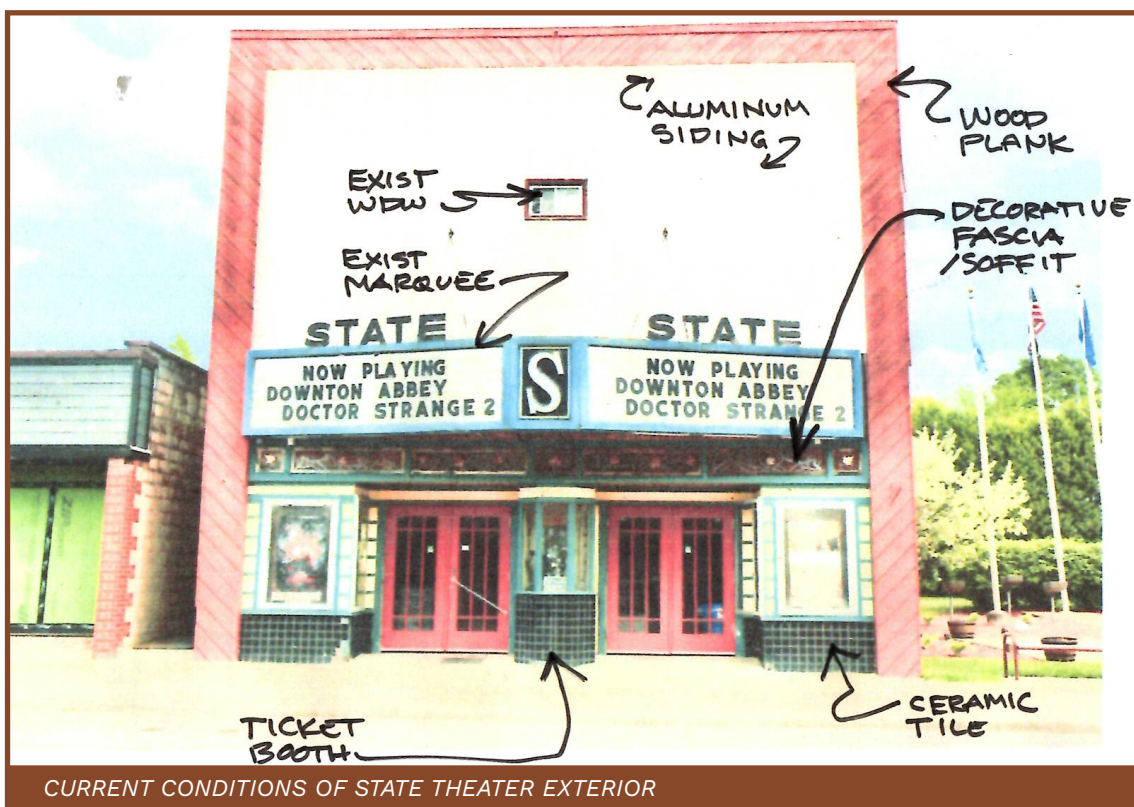
IMAGES OF CURRENT AND PROPOSED CONDITIONS:



EXISTING CONDITIONS – CURRENT STATE THEATER MARQUEE AND STREETSCAPING ON PARK STREET



CURRENT CONDITIONS – EXTERIOR WALL OF STATE THEATER, SHOWING BRICKWORK IN NEED OF REPAIR



TIMEFRAME FOR IMPLEMENTATION

- Finalize purchase of Adirondack State Theater at 100 Park Street (May 2022)
- Obtain preliminary design plans from the architect (May 2022)
- Finalize scope of work for 100 Park Street (Fall 2022)
- Obtain construction permits for proposed work (Winter 2022)
- Commence buildings renovations (Spring 2023)
- Estimated Completion (2023/2024)

O. LAUNCH THE TUPPER LAKE ENTREPRENEURIAL CENTER



PROJECT TITLE

Launch the Tupper Lake Entrepreneurial Center

DRI FUNDING REQUEST

Total DRI Funds: \$400,000 (63% DRI Ask)

Total Project Cost: \$632,000

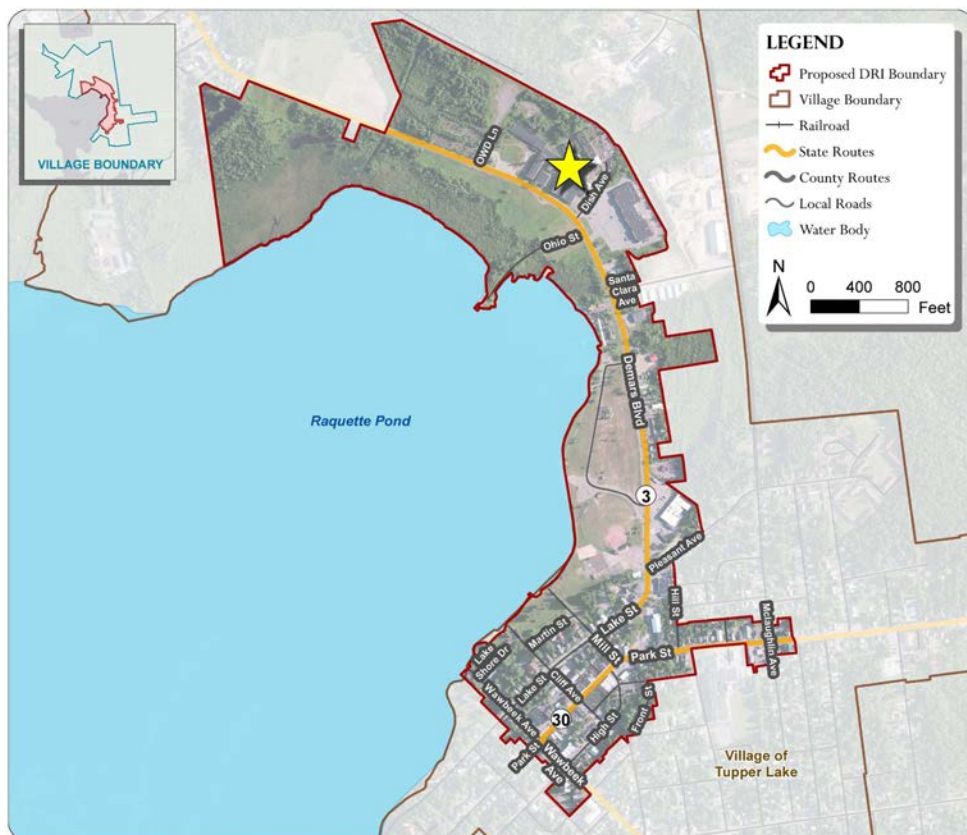
PROJECT DESCRIPTION

This project aims to create a professional co-working space for Tupper Lake residents and area visitors. The Entrepreneurial Center will provide a well-equipped and flexible office environment from which to conduct in-person or virtual meetings, allowing for remote and hybrid work arrangements. The Entrepreneurial Center will also host programming to support local entrepreneurs. The Franklin County Economic Development Corporation aims to capitalize on recent upgrades to local internet service as well as a strategic location within a highly visible new development to attract remote workers and other business professionals in need of flexible workspace.

The project entails the creation and fit-out of a business co-working space within the redeveloped Oval Wood Dish site. The business center will feature approximately 2,600 square feet of total space, including on-site meeting rooms and kitchen space.

PROJECT LOCATION

100 Demars Boulevard
Tupper Lake, NY 12986
2,600 sq. ft. space within the redeveloped Oval Wood Dish site.



OWNER/SPONSOR

Project Sponsor: Franklin County Economic Development Corporation

Property Ownership: The project sponsor has an executed lease agreement with Lahinch Group, the development group sponsoring the Oval Wood Dish Redevelopment project in Tupper Lake. The lease agreement is conditioned upon the project sponsor securing funding assistance for the fit-out of the space.

CAPACITY

The project sponsor, Franklin County Economic Development Corporation, successfully developed The Carry – a co-working space/entrepreneurial center in Saranac Lake, NY – and looks to replicate this success in Tupper Lake.

PROJECT PARTNERS

Lahinch Group

STRATEGIES

The project aligns with the following DRI Goals & Strategies:

- Four Season Destination: Accelerate efforts to reinforce Tupper Lake as a welcoming, four-season Adirondack community and destination with a variety of year-round activities, amenities, shopping, lodging, and dining.
 - Support a variety of businesses and organizations to offer year-round convenience and amenities for visitors and residents.
- Environment & History: Celebrate and interpret Tupper Lake's value for and connection to the natural environment and history.
 - Reinforce Tupper Lake as a model for environmental sustainability in the region by encouraging green infrastructure, energy efficiency, and decarbonization techniques.
 - Continue to support a variety of community and cultural activities for residents and visitors alike.
- Energize The Economy: Energize the Tupper Lake economy to attract and support businesses, entrepreneurship, and employment opportunities.
 - Provide new employment opportunities by attracting and cultivating a diverse range of new businesses.
 - Retain existing and seasonal businesses and entrepreneurs by establishing a mechanism to provide supporting programs and resources.
- Quality of Place: Enhance the 'Quality of Place' in Tupper Lake to draw and retain residents, families, and businesses.
 - Encourage a variety of amenities, services, and digital infrastructure to support existing and future residents and businesses.
 - Enhance community gathering spaces to support local activities, events, and traditions.

This project aligns with the following North Country REDC Strategies:

Support entrepreneurship within the region by assisting in the commercialization of new products and ideas

Explore how the region can attract 'gig,' 'digital nomad,' and teleworkers in innovation-related fields

DECARBONIZATION STRATEGIES AND BENEFITS

Decarbonization is not required for this project, as the site does not meet the 10,000 square foot standard for substantial rehabilitation projects.

ANTICIPATED REVITALIZATION BENEFITS

Short-Term: Provide a “third place” amenity for residents of the redeveloped Oval Wood Dish site – a draw for potential residents with concerns about downsizing from a single-family home.

Medium-Term: Take advantage of DANC-funded improvements to high-speed internet service. Facilitate longer stays in Tupper Lake for tourists and/or seasonal residents who require reliable access to high-speed internet service to work remotely.

Long-Term: Serve as an incubator for local entrepreneurs seeking to develop local business opportunities.

PUBLIC SUPPORT

Public support was registered through an online questionnaire in May 2022. Participants in Public Meeting #1, held virtually on March 22, 2022, expressed support for an entrepreneurial center to “energize the economy.” Comments received in response to an online project gallery included strong support for the Entrepreneurial Center as a “great and necessary idea” for the Village.

JOBS CREATED

Although no jobs are expected to result directly from this project, the proposed Entrepreneurial Center’s mission is to connect entrepreneurs and small businesses with a variety of resources that can help them thrive. Strengthened small businesses are anticipated to create a host of indirect benefits, including job creation and the provision of needed goods and services.

PROJECT BUDGET AND FUNDING SOURCES

Item	Cost	Source			Status of Funds
		Sponsor	Other Contribution	DRI Request	
Interior Renovations	\$300,000			\$300,000	Requested
Design Fees	\$25,000			\$25,000	Requested
Furniture, Fixtures & Equipment	\$75,000			\$75,000	Requested
Salaries & Wages	\$136,500	\$136,500			Contingent
Working Capital	\$95,000	\$95,000			Contingent
TOTAL	\$632,000*	\$231,500^		\$400,000*	

*Rounded up to the nearest \$1,000.

^ Organization funds

FEASIBILITY AND COST JUSTIFICATION

Cost estimates for the fit-out of the Tupper Lake Entrepreneurial Center are based upon a completed floor plan and upon comparable costs incurred during the project sponsor's development of The Carry, in nearby Saranac Lake. Overall construction cost estimates are reasonable and align with industry standards at the time of budget/cost preparation.

REGULATORY REQUIREMENTS

The interior renovations will require a building permit and, upon completion, a Certificate of Occupancy from the Village of Tupper Lake.

IMAGES OF PROPOSED CONDITIONS:



PROPOSED CONDITIONS OF CO-WORKING SPACE



PROPOSED CONDITIONS OF MEETING ROOM SPACE

TIMEFRAME FOR IMPLEMENTATION

Fit-up of co-working space will commence pending the completion of the Oval Wood Dish Redevelopment project, in which the Entrepreneurial Center will be a commercial tenant. The estimated completion of this project is Summer 2025.

P. ENERGIZE UPTOWN



PROJECT TITLE

Energize Uptown

DRI FUNDING REQUEST

Total DRI Funds: \$600,000 (100% DRI Ask)

Total Project Cost: \$600,000

PROJECT DESCRIPTION

The Energize Uptown project will create a fund for matching grants to facilitate the enhancement of commercial and mixed-use properties within the DRI Study Area. Property owners, business owners, entrepreneurs, and non-profit organizations would be eligible to apply for funds for interior and exterior building improvements, site upgrades and enhancements, as well as business assistance. Program details including maximum project grants and required matches will be established locally if this project is awarded.

By providing matching funds to applicants who wish to develop new business endeavors within the DRI boundary, this funding will lower barriers to entry for local entrepreneurs whose nascent businesses will grow employment opportunities for current and future Tupper Lake residents.

PROJECT LOCATION	The matching grant fund will be distributed within the DRI area.
OWNER/SPONSOR	<p>Project Sponsor: Village of Tupper Lake</p> <p>Property Owner: This project would fund projects within the DRI Study Area. No specific property, however, is associated with this project proposal.</p>
CAPACITY	The Village of Tupper Lake Community Development Director will provide locally based, one-on-one support to prospective matching grant applicants. If awarded, it is anticipated the Village will follow appropriate procurement processes to select a qualified entity to provide support and expand capacity in successfully administering the Energize Uptown program. For example, the Franklin County Economic Development Corporation (FCEDC) has served in an administrative support role for other similar matching grant programs for other DRI communities.
PROJECT PARTNERS	Franklin County Economic Development Corporation NYS Homes and Community Renewal Grantees
STRATEGIES	<p>The project aligns with the following DRI Goals & Strategies:</p> <ul style="list-style-type: none"> • Energize The Economy: Energize the Tupper Lake economy to attract and support businesses, entrepreneurship, and employment opportunities. <ul style="list-style-type: none"> ▫ Provide new employment opportunities by attracting and cultivating a diverse range of new businesses. ▫ Retain existing and seasonal businesses and entrepreneurs by establishing a mechanism to provide supporting programs and resources. <p>This project aligns with the following North Country REDC Strategies:</p> <p>Revitalize downtowns to create planned, vibrant, livable centers of commerce</p> <p>Attract new innovative companies to the North Country</p>
DECARBONIZATION STRATEGIES AND BENEFITS	This project does not require decarbonization strategies, as it is not site specific. However, matching grants for commercial renovation/fit-out may facilitate energy-efficient upgrades to buildings throughout the DRI Study Area.

ANTICIPATED REVITALIZATION BENEFITS

Short-Term: Maintain momentum that has been established during the DRI process, funding smaller commercial renovations and fit-ups.

Medium-Term: Facilitate the conversion of vacant/underutilized spaces to operational businesses, increasing the number of local employment opportunities.

Long-Term: Increase the property and business tax base in Tupper Lake. Generate additional momentum for Consolidated Funding Applications in the future.

PUBLIC SUPPORT

Public support was solicited through an online questionnaire in May 2022. Questionnaire respondents registered substantial support for the Energize Uptown proposal. Written public comment was also received through the project website. Numerous individual respondents submitted comments advocating for the distribution of DRI funding to projects both large and small; matching grant funding could ensure that smaller local projects – i.e., below the minimum ask for DRI applications – could still have a viable avenue for receiving funding support.

JOBS CREATED

No jobs will directly result from this project. Grant funds are anticipated to provide business assistance, however, which will likely play a crucial role in local job creation/retention.

PROJECT BUDGET AND FUNDING SOURCES

Item	Cost	Source			Status of Funds
		Sponsor	Other Contribution	DRI Request	
Contractual services and material purchases for selected projects	\$540,000			\$540,000	Requested
Program delivery and administration	\$60,000			\$60,000	Requested
TOTAL	\$600,000			\$600,000	

FEASIBILITY AND COST JUSTIFICATION

The Village of Tupper Lake has conducted successful Main Street Programs in the past. A pipeline of projects exists from previous façade and commercial space improvement program solicitation, and initial outreach for Energize Uptown has yielded a strong response from areas not previously eligible for funding. Energize Uptown is modeled on the successful implementation of past programs.

**REGULATORY
REQUIREMENTS**

Successful applicants to the Energize Uptown matching grant fund will be required to meet program procurement requirements. Depending on the scope of proposed work, some applicants may be required to seek Village building permits for construction and occupancy.

**TIMEFRAME FOR
IMPLEMENTATION**

- Finalize Program Guidelines (January 2023)
- Solicit Applications (February-March 2023)
- Designate Selection Committee (March 2023)
- Committee Identifies Projects for Funding (April-May 2023)
- Contact Awardees (May 2023)
- Awarded projects develop work scope and bid package (May-August 2023)
- Awarded projects go out to bid (September-October 2023)
- Construction (October 2023-December 2024)
- Project Closeout (January 2025)

Q. ESTABLISH BUSINESS/RESIDENT RECRUITMENT PROGRAM



PROJECT TITLE

Establish Business/Resident Recruitment Program

DRI FUNDING REQUEST

Total DRI Funds: \$100,000 (100% DRI Ask)
Total Project Cost: \$100,000

PROJECT DESCRIPTION

The project will fund market research, message development, and the implementation of a business and resident recruitment program. The project sponsor will promote local opportunities for new housing and the availability of technical assistance for new businesses. The successful implementation of this project will leverage DRI-funded amenities in the Village. A portion of the DRI award funding will be used to contract services for market research, message development, and implementation.

PROJECT LOCATION

This project is not site-specific.

OWNER/SPONSOR

Project Sponsor: Village of Tupper Lake
Property Ownership: This project is not site-specific.

CAPACITY

The Village of Tupper Lake completed numerous New York State DOS grants in the past. In 2021, the Village completed a DOS grant which funded a 10-part series of videos entitled “Discover My Tupper Lake.” The video series tells the story of individuals that live, work, and raise their families in Tupper Lake. The videos are viewable on the Tupper Lake, New York YouTube channel. For this effort, the Village contracted with the Regional Office of Sustainable Tourism (ROOST). The partnership with ROOST also involves a rebuild of the [TupperLake.com](https://tupperlake.com) website, which is set for a spring 2023 launch.

PROJECT PARTNERS

Regional Office of Sustainable Tourism (ROOST) – ROOST is building out the [TupperLake.com](https://tupperlake.com) website, which will house the information and materials created as a result of this project. ROOST will also provide long-term maintenance capacity for materials created by this project.

STRATEGIES

The project aligns with the following DRI Goals & Strategies:

Energize The Economy: Energize the Tupper Lake economy to attract and support businesses, entrepreneurship, and employment opportunities.

- Provide new employment opportunities by attracting and cultivating a diverse range of new businesses.

This project aligns with the following North Country REDC Strategies:

Invest in community development infrastructure that expands opportunities and capacity

Attract and nurture entrepreneurs through innovation to catalyze the highest per capita rate of small business start-ups and expansions in the state.

Elevate global recognition of the region as one of the special places on the planet to visit, live, work, and study.

DECARBONIZATION STRATEGIES AND BENEFITS

Decarbonization strategies are not required for this project, as it is not site specific and does not involve construction or substantial rehabilitation.

ANTICIPATED REVITALIZATION BENEFITS

Short-Term: Build on the momentum of the recent Tupper Lake branding effort, spearheaded by the Regional Office of Sustainable Tourism (ROOST).

Medium-Term: contribute to the successful leasing of new housing units and commercial space in Tupper Lake, demonstrating the Village's attractiveness to private developers who are considering investing locally.

Long-Term: Increase the name recognition of Tupper Lake outside the region, further boosting the success of attractions like The Wild Center and annual events like Brew-Ski and the Tinman Triathlon.

PUBLIC SUPPORT

Attracting new businesses to Tupper Lake was listed among the top three priorities by multiple breakout groups during the virtual Public Meeting #1 in March 2022. Respondents to the Community Vision and Values Survey identified “Attracting new residents” as one of the top four greatest opportunities/issues for Tupper Lake. Public support was registered during May 2022 through an online questionnaire. Written public comment was also received through the project website.

JOBS CREATED

No permanent jobs will directly result from this project. However, a successful business recruitment program will indirectly result in the expansion of employment opportunities within the Village, and successful resident recruitment will expand the local market for goods and services.

PROJECT BUDGET AND FUNDING SOURCES

		Source			
Item	Cost	Sponsor	Other Contribution	DRI Request	Status of Funds
Target Market Research	\$20,000			\$20,000	Requested
Message Development/ Implementation	\$80,000			\$80,000	Requested
TOTAL	\$100,000			\$100,000	

FEASIBILITY AND COST JUSTIFICATION

The Village of Tupper Lake has had a marketing contract with the Regional Office of Sustainable Tourism (ROOST) since 2014. As a result of that contract, the Village will have a rebuilt website and a long-term maintenance plan, both of which contribute to the feasibility of Tupper Lake Steps Up. The established website will provide an ideal location to house data and materials generated during Tupper Lake Steps Up, and the maintenance plan will ensure the continuity of the developed marketing resources once the initial, one-time investment from the DRI is complete.

REGULATORY REQUIREMENTS

The Village of Tupper Lake will be required to work with the State funding agency that will manage the grant award for programmatic regulations.

TIMEFRAME FOR IMPLEMENTATION

Solicit bids for professional services to complete market research and messaging (Winter 2022)

Award contract for services

Initiate implementation phase once large DRI-funded commercial/ residential projects are nearing completion and can be incorporated into marketing efforts. The estimated completion date is January 2025.

Project Summary Table

ID	Project Name	Project Description	Responsible Party	Total Project Cost	DRI Request	Funding Sources	Proposed Start Date	Anticipated Completion Date	Jobs Created
Public Improvement Projects									
A	Enhance Uptown Streetscape	Three-component project that includes streetscape and pedestrian enhancements to tie together the Uptown Corridor including Cliff Avenue, Grandstand and Demars Boulevard improvements.	Village of Tupper Lake	\$3,606,000	\$3,606,000	DRI	Upon Execution of Contract	2025	0
New Development & Rehabilitation of Downtown Buildings Projects									
B	Develop the Amado Gastronomy Experience	Interior and exterior improvements to 10 Cliff Avenue and the adjacent property at 38 Lake Street, to create the Amado Gastronomy Experience.	KKR Food Service, LLC	\$700,000	\$280,000	Franklin Co. EDC, U.S. SBA, DRI	Upon Execution of Contract	Fall 2026	18
C	Restore 70 Park Street	Restoration of the two-story building at 70 Park Street. The first floor will feature retail space for Mountain Gem and Jewelry, while the second floor will feature a short-term vacation rental unit.	Mountain Gem and Jewelry, LLC	\$310,000	\$110,000	Personal funding and private financing	Upon Execution of Contract	Summer 2023	0
D	Construct New Mixed-Use Building on Cliff Ave	Infill construction of a new mixed-use building at 4 Cliff Avenue with a market-rate apartment on the second floor, storage space for Tip Top Electric in the basement/rear of the building, and commercial/retail space on the first floor facing Cliff Avenue.	Tip Top Enterprises, LLC	\$799,000	\$320,000	Personal funding and private financing	Upon Execution of Contract	Summer 2024	0
E	Renovate 47 Park Street for Retail	Renovation of the existing building at 47 Park Street to accommodate the retail tenant Thrifty & Nifty, as well as the addition of a second story to the building, which will feature residential apartments.	Don Bennett Building Maintenance and Repair, LLC	\$503,000	\$200,000	Personal funding	Upon Execution of Contract	Winter 2024	0
F	Redevelop Oval Lofts	Historic redevelopment of 13 Dish Street for 70 market-rate apartments with on-site tenant amenities including parking, fitness center, community space, outdoor garden and grills.	Oval Lofts Owner LLC	\$20,292,000	\$3,500,000	Private financing	Upon Execution of Contract	Fall 2024	0
G	Redevelop the Oval Wood Dish Site	Redevelopment of the former Oval Wood Dish Factory building site to create affordable workforce housing, co-working space, and a new production facility for Raquette River Brewery.	OWD Development LLC	\$35,467,000	\$1,950,000	Private financing, NYSHCR	Upon Execution of Contract	Summer 2024	3
H	Create Timberjazz Pass Miniature Golf Course	Development of a seasonal miniature golf and ice cream business at 86 Demars Boulevard, to operate between May and October.	Dukett LLC	\$502,000	\$199,000	Personal funding, private financing, AEDC, DRI	Upon Execution of Contract	Summer 2023	3-5 (Seasonal)

ID	Project Name	Project Description	Responsible Party	Total Project Cost	DRI Request	Funding Sources	Proposed Start Date	Anticipated Completion Date	Jobs Created
I	Build the Tupper Lake Crossroads Hotel	Construction of a new 44-room boutique hotel – including restaurant, bar, meeting room, and other amenities – on an approximately 1-acre plot of land situated between Park, Mill and Lake Streets.	Tupper Lake Crossroads LLC	\$12,279,000	\$2,000,000	Private financing, NYS ESD, DRI	Upon Execution of Contract	Spring 2024	26
J	Renovate and Uplift 87 Park Street	Façade, HVAC, and interior renovations to create three (3) apartments in a mixed-use building whose retail tenant is Well Dressed Food.	Adirondack West Properties	\$401,000	\$131,000	Personal funding	Upon Execution of Contract	Winter 2023/2024	0.5
K	Develop Tupper Lake Brewing Company	Construction of a new 850-square-foot brewery and taproom with an outdoor beer garden.	Tupper Lake Brewing Company LLC	\$370,000	\$148,000	Personal funding, private financing	Upon Execution of Contract	Spring/Summer 2023	2
L	Improve Multi-Family Housing in Tupper Lake	Renovation and rehabilitation of three high-visibility, multi-unit residential properties within the DRI boundary to create high-quality workforce housing.	Northern Forest Center	\$2,660,000	\$725,000	Non-profit organization funding, DRI	Upon Execution of Contract	Spring 2024	0
M	Bring High Peaks Cyclery to Tupper Lake	Interior/exterior renovation of the existing building at 78 Demars Boulevard to create commercial space for a bicycle shop.	High Peaks Cyclery	\$400,000	\$100,000	Personal funding	Upon Execution of Contract	Winter 2023/2024	0
N	Expand Tupper Arts' Presence in Uptown	Renovations to the State Theatre by Tupper Arts, Inc., as well as insulation/HVAC/roof upgrades to the theatre and adjacent Tupper Arts building.	Tupper Arts, Inc.	\$893,000	\$693,000	NYS HCR Main Street, DRI	Upon Execution of Contract	2023/2024	2-3
O	Launch the Tupper Lake Entrepreneurial Center	Creation of a 2,600 square foot entrepreneurial business center within the redeveloped Oval Wood Dish site.	Franklin County EDC	\$632,000	\$400,000	Organization funding, DRI	Upon Completion of OWD	Summer 2025	0
Revolving Grant & Loan Projects									
P	Energize Uptown	Creation of a fund for matching grants, intended for interior/exterior building improvements in the Uptown District, as well as business assistance.	Village of Tupper Lake	\$600,000	\$600,000	DRI	Upon Execution of Contract	January 2025	0
Branding & Marketing Projects									
Q	Establish Business and Resident Recruitment Program	Creation of a fund for market research, message development, and implementation of a business/resident recruitment program for Tupper Lake.	Village of Tupper Lake	\$100,000	\$100,000	DRI	Upon Execution of Contract	January 2025	0